

Continental List Prices Set

The 1963 Continental has a factory suggested list price of \$5,746 for the four-door sedan and \$6,347 for the four-door convertible.

Six-way power seats and power windows, which were optional in 1962, are included as standard equipment on the 1963 models. With a just-in-time for this additional equipment, the price of the 1963 Lincoln Continental remains unchanged from 1962 levels.

Lincoln Continental's classic styling undergoes only subtle refinements in 1963 and the car is enriched by increased roominess, additional luggage space and higher performance in the engine, reports the Lincoln-Mercury Division of Ford Motor Co.

"The car's high reputation for reliability and durability is enhanced further by additional improvements in quality throughout all areas of design and manufacture," said Ben D. Mills, Ford vice president and general manager of the Lincoln-Mercury Division.

Mills pointed out that the Lincoln Continental continues to carry a 24,000-mile, two-year warranty.

INTERIOR design improvements yield almost an inch more legroom for front seat passengers and more than an inch additional legroom for rear seat passengers. Rear seat headroom also is increased slightly.

The sedan trunk has 1.8 cubic feet additional usable capacity, which permits carrying one additional 2-suit.

The car's elegant styling shows a slight modification resulting from a new and higher rear deck and three-dimensional ornamentation on the lower back panel.

THE DISTINCTIVE front-end features a new grille and upper grille moulding. Amber lights for front turn signal and parking lights are a new safety feature.

Eighteen solid colors are offered for the exterior. The Lincoln Continental four-door convertible — the only one made in America — offers a new blue top in addition to a white and a black top.

New goals of luxury are attained in the interior styling, with new upholstery fabrics and redesigned instrument panel.

'63 Plymouth Has Wider, Longer Look

All-around appealing new styling gives the 1963 Plymouth a wider, longer look to match its get-up-and-go performance.

Three inches longer and an inch wider than last year, the 1963 Plymouth has a completely new body design, featuring a stylish new roof line with upright rear window, a longer rear deck with roomier trunk and a bright new grille and front-end appearance.

"PLYMOUTH IS on the move with an active new look to back up its fine reputation for performance, economy and quality of engineering," declared one Plymouth official.

All 1963 Plymouth automobiles sold in the United States and Canada will carry a new warranty for five years or 50,000 miles, whichever comes first.

STANDARD POWER plants are the 25-cubic-inch inclined Six and the 318-cubic-inch Fury V-8.

Plymouth offers 26 different models for 1963 in four series. In the Savoy series there will be a two- and four-door sedan and a six- and nine-passenger station wagon, both six- and eight-cylinder; Belvedere offers two- and four-door sedans, a two-door hardtop and six- and nine-passenger wagons with V-8 only; Fury with four-door sedan and two-door hardtop in both six- and eight-cylinder models, and the four-door hardtop, convertible coupe, six- and nine-passenger wagons with V-8 only.

The Sport Fury series will have a two-door hardtop and convertible coupe with eight-cylinder engines only.

Mercury's 'Big Car' Completely Restyled

Dramatic new styling features plus increased power and performance highlight the changes for the 1963 Mercury Monterey.

The completely restyled Monterey, the big car entry in the Mercury line, includes a unique reverse-sloped rear window and roof line that sets the car apart from other cars.

The new rear window, which goes up and down, has important functional advantages as well as styling appeal, company executives report. The window slants inward and virtually eliminates visibility problems caused by rain, snow, frost or ice.

The window, which is power-operated, provides "excellent" ventilation when opened. The new roof also allows more than half an inch of additional rear seat headroom.

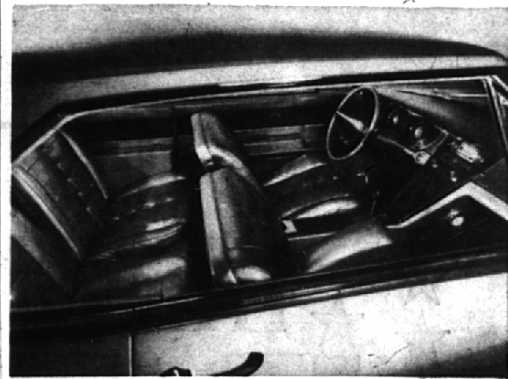
IN ADDITION to the new roof line, the exterior of the Monterey has been completely restyled. All major sheet metal and ornamenta-

tion has been changed. The front features a new bumper and concave grille. The rear of the car has new quarter panels, new bumper and triple tail lights. Canted blade-type fenders extending the length of the car, add crispness to the styling.

The 390-Marauder V-8 now becomes the standard engine on the Monterey, replacing the 223 six-cylinder and 292 V-8 engines which are no longer available on Monterey.

The standard 390 engine with two-barrel carburetor is rated at 250 horsepower and uses regular fuel. With four-barrel option, the engine is rated at 300 horsepower.

Both 390-engines may be equipped with dual range Merc-O-Matic transmission, the fully synchronized four-speed floor mounted manual transmission. A newly designed fully synchronized three-speed manual transmission is available on the standard 390-engine.



Inside a New Buick

The interior of Buick's new Riviera sports coupe features four bucket seats and a center console that sweeps gracefully up to the instrument panel. It houses a utility compartment, the transmission control lever, an ash tray, a cigaret lighter, the windshield wiper control and the light control switch.



See the Riviera (and the Bold Beautiful change in all '63 Buicks)

at Auto Show—Cobo Hall, Detroit—October 20 - 28