The More Models, The Better!

"One of the principal reasons
Ford sold more trucks last year
than in any other year in company
history was the broad selection of
trucks offered," said R. F. Lewis,
Ford Division truck marketing

"We find that truck operators are becoming more and more selective in picking specific trucks for and during the f specific jobs. To meet these exacting requirements we 'tailored' our taled 1,561 units. lineup to offer more than 1,000 models and an almost infinite variety of 'custom-built' trucks riety of 'custom-built' trucks through a wide selection of com-

lowing year they rose to 1,152 units sales in the and during the first half of 1963 alone, Ford diesel truck sales to-

classifications.

With eight doors, a flat floor
For example, in 1961—the first
full year Ford offered diesels—total sales were 507 units. The following year they rose to 1,152 units.

With eight doors, a flat floor
and more than 200 cubic feet of
full year Ford of the Econoline van has
accounted for close to 150,000 unit
lowing year they rose to 1,152 units.

Should this diesel sales level continue, 1963 sales will surpass the 3,000 unit mark with little difficulty—representing a growth of almost 600-per cent in three years.

Oldsmobile's 98 series for 1964. New rear quarter profile curphasizes the long sleek look of the luxurious series. The 98 Holiday Sports Sedan is one of six 98 models for 1964.

Station Wagons Now Fashionable Transportation

Chrysler, which led the way in stroducing big car comfort and excury to station wagons, main-sins its leadership in 1964.

Both the New Yorks and New-port Town and Country wagons offer all the performance, con-venience and glamor found in comparable standard passenger cars.

Chrysler wagons are available in the convenient four-door body style and offer a choice of six or nine passenger models.

THE NEW YORKER offers the ultimate in American-built station wagons, Powered by a 340 horse-power Firepower 340 V-8, the top power Firepower 340 V-8, the top line Chrysler features as standard line Chrysler features as standard sign extends the wide track to a equipment a luxurious all-vinyl full 58 inches in the 1964 Tempest.

interior trim with sporty and comfortable front bucket seats with bucket-styled rear seats.

Also offered among its numer-ous standard features is a reclin-ing front passenger seat, folding center arm rest in the front, and carpeted cargo compartment floor. TorqueFlite automatic transmis-

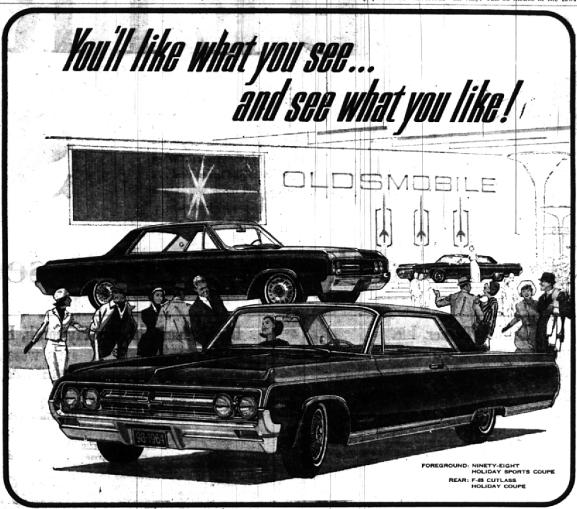
sion and power brakes and steer-ing are also among New Yorker's long list of standard equipment

THE NEWPORT offers a 265 horsepower V-8 engine, all-vinyl interior trim with hardtop-style foam-paided seats and safety pad-ded instrument panel in its list of

standard equipment items.

Both the New Yorker and Newport waggons are built on a 122inch wheelbase and provide 91.9
cubic feet of load space. They
have standard deep-pile carpeting
in the passenger compartment.

An all-new front suspension de-



VISIT THE **OLDS** EXHIBIT...WHERE THE ACTION IS!

Oldsmobile's new showcase of stars is stealing scenes all ove. America this year! And rightly so! Olds is already making headlines with its stylish new Jetstar 88s -lower-priced companions to the fashionable Super and Dynamic 88s! The new medium-priced Jetstar I Sports Coupe is earning rave plaudits among sports car fans! Not to mention the more-car-for-the-money F-85s . . . elegant new Ninety-Eights . . . and two stunning Starfires! But why take our word for it? Just follow the crowd to the Olds exhibit . . . find out for yourself where the action is!

VISIT THE SHOW ... THEN SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER! ...

SUBURBAN MOTORS CO., INC., 565 S. WOODWARD AVE., BIRMINGHAM, MICH.