

**MORE SPACE ADDED**

# SUBTLE REFINEMENTS MADE IN LINCOLN STYLING FOR 1963



IN THE DRIVER'S SEAT — R. J. Nichols, Vice President of Chrysler Corporation and General Manager of the Dodge Car and Truck Division, sits behind the driver's wheel of one of the company's new automobiles just rolled off the assembly line. The firm's new models this year have generated considerable enthusiasm among the firm's executives, who referred to them this year as "The Dependables." Dodge offers three lines of cars, Nichols pointed out, each one distinctly different in style, size and price, and each line tailored to fit an important part of the market.

DEARBORN, MICH. — 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.

"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 Motor Company vice president and general manager of the Lincoln-Mercury Division. Mr. 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.

Major improvements to the 430-cubic-inch displacement engine give higher power output for acceleration at start-up and for passing at turnpike speeds. A new 4-barrel carburetor developed to replace the former 2-barrel carburetor plays a significant part in increasing the car's performance. The new carburetor operates on the primary barrels for about 90 per cent of the time, since they deliver all the fuel-air mixture needed for speeds up to 75 miles an hour. Horsepower is 320 at 4,800 rpm and torque is 485 lb.-ft. at 2,600 rpm.

An alternator, which is standard equipment, increases the reliability of the electrical system and lengthens battery life. In addition, a new, longer-life battery has been developed. Bulbs which last more than three times longer are used for taillamps, stoplights, turn signals and parking lights.

Important chassis developments improve the ride and handling of the 1963 Lincoln Continental. The steering gear is isolated from the underbody with three laminated steel and rubber "pucks" to absorb high-frequency vibrations in the steering system.

A new combination heater and air conditioner offered as an option provides greater versatility in operation and better distribution of air. A new and improved

heater and defroster is standard. Air from both the heater and the air conditioner can be directed to the rear seat passengers through a new ducting system in the floor.

An all-new transistor radio, standard in Lincoln Continental, has improved reception. A rear seat speaker is standard on sedans for 1963. A new all-transistor combination AM-FM radio is optional and is mounted in the normal radio position in the instrument panel.

Brake life is improved by thicker linings. Aluminum front brake drums which have been used successfully on the convertible for the past two years are now being used on the sedan to provide cooler brake temperatures.

New driveshaft universal joints

require lubrication only after 30,000 miles, rather than 6,000 miles. Steering and front suspension continue on a 30,000-mile lubrication cycle, and oil filter and oil change continue on a 6,000-mile change cycle. Long-life anti-freeze is good normally for 36,000 miles or two years.

Many accessories, including power brakes, steering and windows, radio and heater, automatic transmission and white sidewall tires continue as standard equipment.

Sincerity, a deep, genuine, heart-felt sincerity is a trait of true and noble manhood.

—Lawrence Sterne

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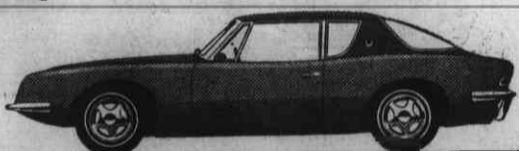
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