

it if you see the car by itself. Its proportions are fine, and entrance, shoulder, and leg room are within a half-inch of that of Chevrolet, thanks to some sophisticated designing, including the use of curved side-window glass and pillars.

There is a new Olds Jetstar series, a lower-priced cousin of the 88s. Lighter than its companions, it has a new Jetfire Rocket engine of inverted "A" cylinder-block construction, developing 225 horsepower.

Thunderbird deserves a special word. Completely restyled, it is reminiscent of the distinctive T-birds of a few years ago, largely because of a return to a narrowed rear deck between elevated flat fenders. It also has new "thin shell" bucket seats that

take up less room. Added note: this year, 15-inch tires are used; the outside diameter is little different from last year's 14-inch casings, while brake ventilation and efficiency are improved. That same tire change is found on Lincoln Continental, too.

FOR THE FIRST TIME in several years, there is a trend toward more power in cars. It's noteworthy, though, that this increase has not been at the expense of your pocket-book—no need to get higher-octane gas to feed the improved power plants. Performance also has been enhanced through improved carburetion as well as engineering redesign.

If you want fast pickups, Dodge and

Plymouth can satisfy you with power plants that produce as much as 425 horsepower and can swoosh you from a standing start to well above 110 mph in 15 seconds and a quarter mile!

Highlighting Cadillac's 1964 changes is a considerably improved power train which gives far better agility in the 20-to-45-mph range, where you generally stay in city traffic. Also available is the new Turbo Hydramatic, which enhances forward surge still further. Incidentally, Cadillac horsepower this year is 340, up 15.

Olds' new Jetstar series can be had with a 345-horsepower Starfire engine. Chevy II has a new 195-horsepower engine, a full 75 more than last year's top. Ford provides a

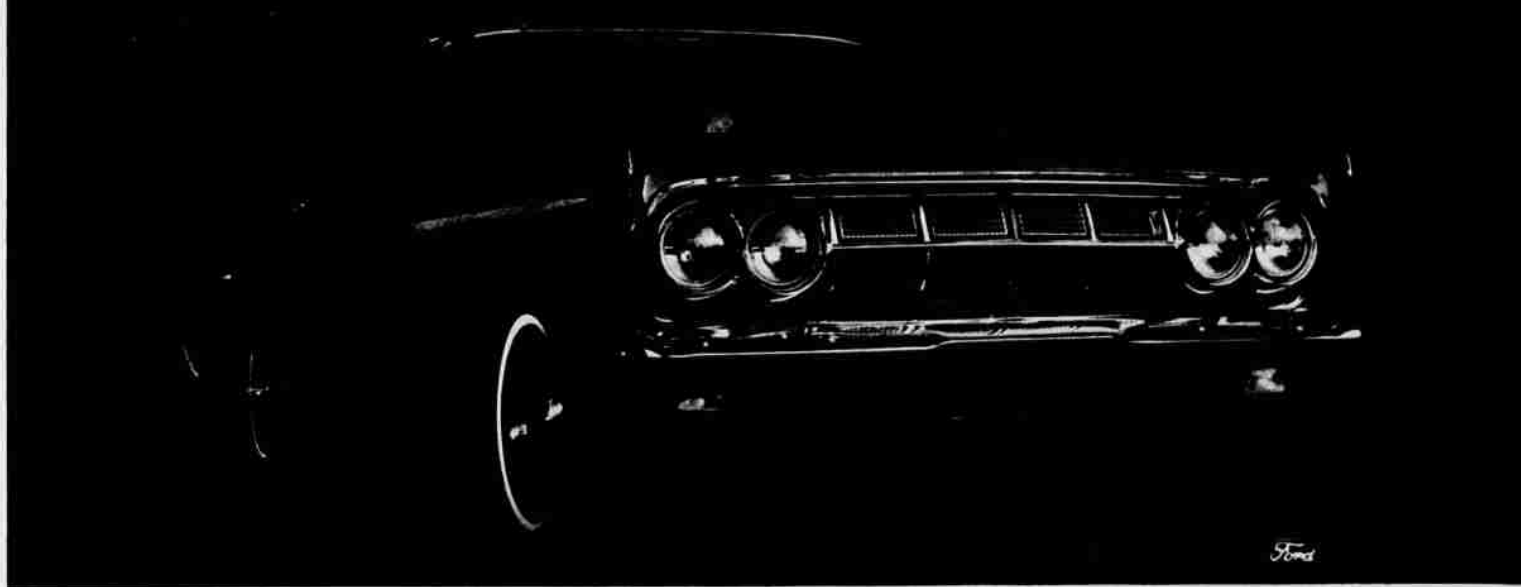
(Continued on page 16)



COMET TURNS ON THE HEAT FOR '64 WITH NEW 289 V-8

MAKES COMET EVERY BIT AS HOT AS IT LOOKS. Notice the last name of Comet's new top-line series: Caliente. Means "hot" in Spanish. And this car speaks the language! Engines range up to a 4-barrel 289 cu. in. V-8—most responsive you can buy at a compact price. You've never seen or felt a Comet like this before. Pick from 3 series. All big, robust, sporty, elegant—and hot, we kid you not!

Comet Caliente
A MERCURY PRODUCT



Ford