

Comet: Cost Reducing Changes

Two convertibles and "numerous cost-reducing maintenance improvements" have been added to the 1963 Mercury Comet model offerings, company officials report. The convertibles, with power-operated tops, are available in the custom series and the S-22 series, which is the bucket seat version of the Comet. Engineering advances developed originally for the big car field have been incorporated into the new Comet and substantially reduce the time and cost of auto maintenance, say company officials.

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ance features include an increase in the major lubrication cycle from 1,000 miles to 35,000 miles with minor intervals of 5,000 miles and a replaced fuel filter element sufficient for 36,000 miles. New front wheel bearings that require cleaning and packing after 12,000 miles as compared to 12,000 miles in 1962; and new self-adjusting brakes that are designed to last longer.

A new high detergent engine oil factory installed oil filter and adjustments to the transmission, engine and electrical systems have eliminated the need for the 1,000 mile checkup. The 1963 Comet will not require its initial servicing until six months or 5,000 miles have elapsed.

BEN D. MILLS, Ford Motor Co. vice president and general manager of Lincoln-Mercury Division, said: "The Comet should attract even greater acceptance among sports-minded buyers while continuing to improve on low cost, dependable transportation. The Comet consistently has ranked among the leaders in the industry in low dollar depreciation. We expect the new convertibles and engineering refinements on the 1963 models to strengthen our hand in this respect."

Over-all styling theme of the Comet has been maintained with appearance changes in grille treatment, rear ornamentation and tail-lamps.

TWO SIX-CYLINDER engines which have been improved to run more quietly and efficiently, are offered on the Comet. They are the standard 144-cubic-inch and the optional higher performance 170-cubic-inch engines.

An improved carburetor is designed to make both Comet engines attain new levels of smoothness and dependability. The engines are equipped with a smog reducing "blow-by" device.

The sporty trend in Comet is supported by the addition of an optional new four-speed floor mounted manual transmission, which gives greater performance and fuel economy. The two-speed Merc-O-Matic transmission also is available.

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Chevrolet Sales Get Off to Roaring Start

Chevrolet's 1963 passenger car sales got off to a roaring start with a record 25,807 deliveries of the new model during the first two days after public introduction. S. E. Knudsen, Chevrolet general manager, announced.

The 1963 models were introduced Sept. 28. The all-time high for deliveries of a new model was nearly double the total for the first two days following introduction of the 1962's a year ago, Knudsen said.

"This spectacular sendoff for our new models, plus reports from our dealers of heavy order backlogs, supports our optimism that 1963 will be another excellent new car sales year," he added.

Spurred by the record deliveries of 1963 models during the last two selling days of the month, September sales of new Chevrolet cars totaled 112,742 an increase of 42.4 per cent over the same month of 1961, Knudsen reported. Combined car and truck sales of 134,002 were 33.6 per cent ahead of September a year ago.

The large crowds that turned out for our 1963 announcement were the largest in our history," Knudsen said.

He said Pontiac dealers delivered 7,855 Pontiacs and Tempests on Oct. 4, the first day the new models went on sale. This, Estes said, was a 55.5 per cent increase over the announcement day and four times the number of cars sold during the announcement period two years ago.

In addition to the 1963 cars dealers delivered, Pontiac dealers wrote 21,865 orders for new automobiles.

This compares to 11,981 firm commitments written a year ago.

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Chevrolet Holds Prices On All Four '63 Lines

Factory list prices of the 1963 Chevrolet passenger cars will be unchanged from 1962 models despite significant product improvements, according to Senon E. Knudsen, vice president of General Motors and Chevrolet general manager.

Chevrolet's new models, at carry-over prices, incorporate styling and mechanical advances plus additional standard equipment of several items formerly offered as extra-cost options, Knudsen said. These include a positive crankcase ventilation system on all models, permanent year-around engine coolant (anti-freeze) on all liquid-cooled passenger cars and trucks, and back-up lights on the Chevy II Nova models.

Delcotron generators, assuring ample electrical power for added accessories and longer battery life, will be standard on all passenger cars and trucks except Corvair, he added.

ANOTHER significant advance in the 1963 model Chevrolet is the extension of the warranty to 24 months or 24 thousand miles. This will be an important benefit to Chevrolet buyers since it doubles the time and mileage of the previous warranty.

"We are proud to be able to hold the price line on our 1963 models," Knudsen said. "This is the fifth straight year in which Chevrolet prices have remained constant in spite of product improvements and rising costs."

"Giving maximum value for the customer's dollar has been a prime reason for Chevrolet's steady march this year toward the greatest sales record in the division's 60 year history."

"With an even better product at the same price as our 1962 models and continued strong consumer confidence, we believe 1963 will be another excellent automotive year for Chevrolet."

KNUDSEN noted that the Corvette convertible has been completely restyled and re-engineered. The list price remains at \$3,712, the same as 1962.

He said the price of the second General Motors Institute in Flint has grown into the world's largest industrial educational institution from its origin as an evening school in 1919. More than 2,400 young men are enrolled in full-time cooperative engineering programs leading to bachelor's degrees under appointments from GM plants.

Other part-time special management and technical programs conducted by the Institute served almost 25,000 GM employees last year. An estimated 50 million cubic yards of earth were moved during construction of Interstate 75-US-27 Freeway between Ithaca and the Mackinac Bridge.

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