

Mercury Introduces 7 New Models; Holds Prices Steady

Prices of 1963 Mercury cars will remain at 1962 levels despite continued rising costs, Ben D. Mills, Ford vice president and general manager of Lincoln-Mercury Division announced.

Included in the announcement were prices of seven new models in the Mercury line. The new models are two Comet convertibles, two Meteor hardtops, and three Meteor station wagons.

Suggested list prices of standard and Custom sedans of the compact Comet, equipped with either the 144 or 170 six-cylinder engines, remain unchanged from 1962. On the S-22 series, the 170 six-cylinder engine, available as an option at \$42 in 1962, has been made standard at no increase in price for 1963. Prices of station wagon models remain unchanged after adjusting for the larger 170 engine that will be standard equipment.

THE NEW COMET Custom convertible is priced at \$2,346 and the sporty S-22 bucket-seat model convertible at \$2,488. Both models have a 170 engine and power-operated top as standard equipment.

The Comets this year will have many of the self-care features developed originally for the big car field, such as 36,000-mile major lubrication; 6,000-mile oil changes, self-adjusting brakes and 30,000-mile fuel filter.

On the Meteor, Mercury's prices on the Meteor, Mercury's prices on the Meteor, Mercury's prices on the Meteor.

are unchanged. The newly-introduced hardtops and station wagons, which now give Meteor a full line of cars, are priced from \$2,237 for the hardtop, \$2,407 for the wagon. In addition, the 200 V-8 engine will be standard equipment on the eight-cylinder Meteor Custom and S-33 models at no increase over the 1962 price which included a 221 V-8 engine. On these models in 1962, the 200 V-8 engine was available as an option at \$48 over the 221 V-8.

ON THE MONTEREY, top of the Mercury line, prices for the S-55 series remain unchanged after adjusting for equipment which was optional for 1962 and now is standard, including the 300-V engine, courtesy lights and two-speed electric windshield wipers. This 300-V is the only engine common to both 1962 and 1963 Monterey, and in all 1963 Monterey models a new optional engine, prices are unchanged or reduced.

On Monterey, Monterey Custom and Colony Park models a new engine, the 300-V V-8 engine, is standard and the 300-V is \$48 extra. Prices on Monterey Custom and Colony Park models also reflect inclusion as standard equipment of courtesy lights and two-speed electric windshield wipers. A power-operated reverse stop rear-window on sedan and hardtop models and an alternator have been added as standard equipment on the Monterey.

All 1963 Mercury cars will carry the recently announced 24-month, 24,000-mile warranty, pioneered in the industry by the 1961 Lincoln Continental. In addition, all 1963 Mercury will have as standard equipment at no increase in price long-life coolant and a crankcase ventilation system.

General Motors supports higher education by sponsoring undergraduate scholarships, grants-in-aid to private colleges, fellowships, contributions for research projects, and educational conferences. More than 730 colleges and universities are participating in GM programs. GM expenditures in support of higher education and for operation of General Motors Institute during 1961 exceeded \$7 million.

General Motors provided a total of \$1,247 million for U. S. Federal, state, and local and foreign taxes, GM expenditures in support of higher education and for operation of General Motors Institute during 1961 exceeded \$7 million.

General Motors passed a production milestone unique in the automotive world earlier this year (March 14) when its 75 millionth U. S.-produced car was driven off a Pontiac, Mich. assembly line.



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Young Drivers Like Fast Roads, Survey Shows

High-speed superhighways have been used by more than half of American drivers, and they are most popular with the young, University of Michigan research indicates.

Almost half of superhighway drivers travel at speeds between 60 and 69 miles per hour according

Oldsmobile F-85 Styling Enhanced By 'Crisp' Lines

All eight F-85 models for 1963 have been styled specifically to give them more the look of an Oldsmobile, immediately identifiable as members of the Oldsmobile product family, says J. F. Wolfman, Oldsmobile general manager and a vice president of General Motors.

"The more impressive look of this car," Wolfman said, "has been achieved by a styling theme of crisp, horizontal lines. Actual overall length of the F-85 has been increased by only 4 inches, and the maneuverability of its 112-inch wheelbase has been retained."

In discussing individual models in the F-85 series, Wolfman said that the Jetfire, Oldsmobile's exclusive turbo-charged hardtop coupe, has been designed inside and out for even greater sports car styling appeal.

"The Turbo-Rocket engine, bucket seats and center console with transmission controls," Wolfman said, "are standard equipment on the Jetfire, a car featuring power when it is needed and economy when it is wanted."

"THE DRIVER doesn't have to guess," he explained. "The Turbo-charger gauge, mounted on the center console, tells him when he is driving for maximum fuel economy or maximum performance."

In addition to the Jetfire, other sports-type models in the F-85 line include the Cutlass Coupe and the Cutlass Convertible.

The interiors of all F-85 models are fashioned for smarter, richer appearance. In the deluxe four-door sedan, a custom interior with special seat and door trim design is standard. Narrow piping in the cloth on the seats and doors is an exclusive feature in this model.

ON ALL MODELS the instrument panel has been redesigned for improved appearance and readability with recessed control knobs for greater safety. Standard on all deluxe models for 1963 and available at extra cost on other F-85's is a full safety padded instrument panel of thicker material and covering a wider area.

Steering wheel diameters have been reduced for easier entrance and exit.

to answers received in the U-M Survey Research Center's 1961-62 national travel market survey.

About one-third of drivers mentioned speeds in the 70's, while one driver in 10 reported driving at posted speed limits. Few people mentioned speeds over 80 or below 50 miles per hour.

ONLY ONE out of four drivers aged 65 or over has driven on one of the new roads, SRC researchers Dr. John B. Lansing and William Ladd explain in their interim report on the study. Two-thirds of drivers under 45 have driven on a superhighway.

Enjoyment of speed falls off with age, the SRC analysts point out. Half of the youngest group of drivers like to drive fast, but in the 65 and over age group, four times as many drivers say they do not like to drive fast—which may explain why older people stay off the "high speed" superhighways.

What people have to say about speed on the highway is closely related to the speed at which they report they drive, the survey revealed. The overwhelming majority of those who report that their usual speed is between 50 and 59 say they don't like to drive fast. Those who drive in the 60's apparently also think of themselves as not driving fast, since most of them report that they don't like fast speeds. Those who drive in the 70's and 80's, however, report that they like speed.

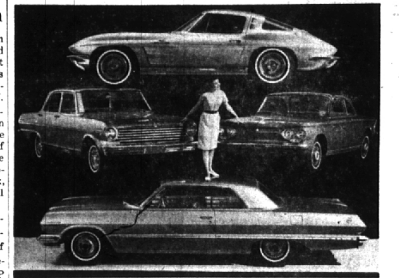
Carleton College Area Alumni Pace Fund Drive Program

An alumni capital gifts program at Carleton College has surpassed its \$1,500,000 goal with the recent announcement in the College's alumni magazine that total contributions had reached \$1,565,830.57.

The program was under the leadership of area alumni chairmen whose work brought about the early and successful completion of the drive. In the Detroit area, the hard-working chairmen were Robert M. McKeercher, of Royal Oak, and William A. Brunstad, 651 Dartmoor, Birmingham.

Announced last winter as a year-long Alumni Association Fund-raising campaign in support of Carleton's recently completed Development Program, the ACPG was completed three months ahead of schedule.

The sum of \$1,500,000, originally selected as the alumni goal, includes a capital gifts total of one-sixth of the College's \$12,000,000 Development Program, or \$1,200,000, plus a three year continuation of the alumni fund at its present level of \$120,000 annually.



New Chevrolets

Chevrolet's parade of new products for 1963 includes four lines. They are the Impala sport coupe (bottom), the Chevy II four-door sedan (left center), the Corvair Monza club coupe (right center) and the Corvette Sting Ray sport coupe. In all, Chevrolet offers 33 models, plus six variations with optional power-train combinations.

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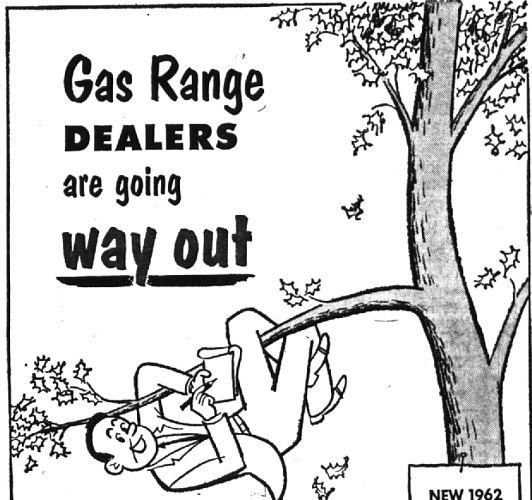
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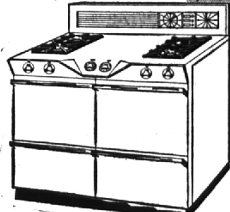


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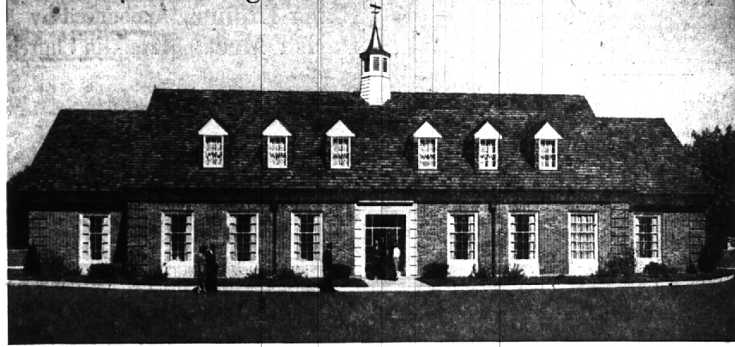
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