



BUSINESS Memo

Edited by the Mail Tribune Advertising Department



THE FULL LINE OF CHEVROLET PASSENGER CARS will be on display at Courtesy Chevrolet next Friday, according to Russ Heyssel. The showing will mark Courtesy's tenth anniversary and will feature the largest selection of models featured in the company's history.

Among the models on display will be a full line of Impalas including the Impala sports coupe shown above, available with an optional vinyl top that further contributes to the convertible look. Included in the models to be shown at Courtesy Chevrolet's anniversary celebration Friday will be the smart Corvair Monza in both coupe and convertible and the strikingly beautiful Sting Ray convertibles.

Altogether, the Chevrolet parade of new products for 1963 includes four lines, according to Russ Heyssel, with smart new full width grilles, sculptured side panels and rear deck contours assuring sleek, sporty look. The full line includes 33 models in addition to six variations with special optional power-train combinations.

SIX NEW KRAFT WHIPPED CREAM CHEESES

Fresh vegetables spread with new flavored whipped cream cheeses make excellent appetizers to whet and entice appetites before a meal, according to Bob Van Lanningham, Kraft sales representative. The new whipped cream cheeses are designed to suit most every taste for they're available in five flavors as well as a rich plain variety. Whipped fluffy and light, they're delicious on crackers and hot breads or spooned as a perky dollop atop baked potatoes and other hot vegetables. Try your favorite flavors... the choice makes choosing hard however, with Onion, Bacon-Horseradish, Chive, Blue cheese or Pimiento. And the plain whipped cream cheese is elegant on baked apples or spread lavishly on morning toast.

For quick and easy entertaining, we like to use these new flavor tempters as we have here, each in its own container, arranged on a tray close to a colorful array of bright vegetables. Serve the vegetables well chilled and crispy to the bite and have them cut into "two-bite" pieces.

The whipped cream cheeses spread on evenly, even if they've come right from the refrigerator. And once you've used the last bit from a container, just wash it out to use again for storing left-overs or as pretty bowls for nuts and candy.

You might like to partner the whipped cream cheese and vegetables with a platter of shrimp served with a spicy cocktail sauce, this plus your beverage makes the most "appealing" sort of appetizer you could treat your guests to, yet takes so little time to prepare.



1963 VALIANT HAS FULLY NEW DESIGN—Valiant's completely new design for 1963 as shown in this Signet 200 two-door hardtop marks the first major styling change in the popular compact field since the fall of 1959, according to Dick Knight of Dick Knight Company. Two new convertibles have been added for '63 to the Valiant line, Chrysler Corporation's lowest price compact entry. All Valiants are longer with many quality interior refinements, added seat comfort and durability, new heater and fresh air ventilation system, improved starter, increased alternator reliability, and a five year or 50,000 mile warranty on major power components. The standard engine is the economical 170 cu. in. instant six, biggest in its field. A peppy Super 225 cu. in. six is optional. The Valiant body is a more efficient, all-welded structure for 1963. Fuel tank size has been increased from 14 to 18 gallons.

TWO NEW, MODERN, more efficient six-cylinder engines lead a long list of the improvements in the 1963 Chevrolet truck line featured Friday at Courtesy Chevrolet here. Other features include a new front axle and spring design in medium- and heavy-duty series for excellent ride and durability; generally heavier frames; easy-riding independent front wheel coil springing in light-duty models; narrower front sheet metal width for easier handling in close quarters on many models and improved body and sheet metal mounts for softer ride.

DAILY NEWSPAPER circulation has reached a new all-time high. There are now 60,283,114 copies printed and sold each day in the United States. The combined U. S. and Canadian circulation is also a new high—64,397,118 copies.



STUDEBAKER'S ALL NEW AVANTI, the forerunner of a new direction in automotive design, has become one of America's most talked about 1963 automobiles and it will be on display here soon at Park Motors. The four-passenger Avanti brings numerous "firsts" in performance, safety and styling to the American scene. Outstanding features include the high-performance Jet-Thrust engine (supercharger optional), caliper disc brakes, built-in roll bar, positive locking doors and complete safety padding. The aerodynamic, flying wedge styling of the Avanti gives it the appearance, while standing still, of speed arrested in time.



A NEW UP FRONT LOOK HIGHLIGHTS STUDEBAKER'S 1963 Gran Turismo Hawk, soon to be on display here at Park Motors. The Hawk has a newly designed radiator grille, two new grille panels, new red, white and blue ornamental emblems on the radiator grille and doors, and new round amber directional signals. Interiors have individual front bucket seats as standard equipment, with reclining seats optional. The 289 V-8 engine is standard and the Avanti Jet-Thrust engine, both supercharged and non-supercharged, is offered as an option. Caliper disc brakes are optional on the Gran Turismo Hawk as they are on all Studebaker cars for 1963.



DODGE CONVERTIBLE COMING TO PARSONS MOTOR COMPANY — Dodge offers a choice of 24 low-price, standard-size models for 1963, including the deluxe Dodge Polara convertible pictured here. A special Polara 500 convertible with bucket seats and high-performance engine is also available.



NEW COMPACT DART — Dodge's new compact car for 1963 is called Dart. More than seven inches longer than the 1962 Dodge compact, the new Dart's roomy interior provides exceptional passenger comfort and convenience. Nine models are offered, including the four-door "270" sedan shown above. They will be featured at Parsons Motor Company.



BUICK'S ELECTRA 225 FOR 1963 — Long, straight rear fenders capped by a brushed stainless steel molding and unique concave taillights mark the distinctive styling of Buick's Electra 225 series for 1963, to be featured at Skinner Buick-Cadillac. The luxurious Electra 225 is powered by a 401 cubic inch V-8 engine with Buick's Turbine Drive transmission as standard equipment. Bucket seats, with center console, are optional on the Electra 225 convertible. Standard equipment includes power steering, power brakes, power windows and two-way power seat. In addition to the convertible, the Electra 225 is available in four other models, a 4-door sedan, two 4-door hardtops and a 2-door hardtop.



THE BUICK SPECIAL, one of the top selling cars in its class, has been completely restyled for 1963 with long, flowing lines and massive bumpers both front and rear to give it a big car look, according to Lon Skinner. Nearly four inches have been added to the rear fenders to give the car a more tailored appearance. Self-adjusting brakes and the new Delcotron alternator generator are among the engineering refinements in the new Specials. All Special models are available with three engine options, the V-6, a Buick exclusive, the aluminum V-8 and the aluminum V-8 with four-barrel carburetor. They will be shown at Skinner Buick-Cadillac soon.

Unique Radio-Repeater Installed Near Bend

Portland — A new and unique radio-repeater unit designed to solve communications problems in back-country areas remote from power lines has been devised by the U.S. forest service.

The first such unit has been flown by helicopter to the top of 6,000-foot Black Butte, northwest of Bend, for permanent installation.

The device was developed to solve a special communications problem on the Deschutes National forest. Normal radio transmission and reception between the Metolius river area and the Sisters ranger station was blocked by intervening high terrain of Black Butte and Green Ridge. Tests have shown that installation of the automatic and nearly self-sustaining unit will provide reliable communications between the Metolius area and Sisters.

Built In Portland — The transistorized unit was built by the forest service communications laboratory in the Pacific Northwest Region office, Portland. It is unique in that the power to operate the device is derived from a newly developed thermal-electric generator which converts the heat from a gas flame directly to electrical energy.

While the thermal-electric principle has been known for many years, it is believed that this is the first radio installation to make practical use of this form of power, according to C. V. (Bud) Fontaine, regional communications officer.

A propane gas flame not much larger than the pilot light of a gas stove activates a 12-volt generator which in turn charges the compact battery which powers the radio. The new transistorized radio uses only about one-fourth as much current as an ordinary flashlight bulb.

Contains An Alarm — An insulated box which houses the radio unit also contains an alarm which will signal generator or battery trouble, and a one-year chart recorder which will register the battery charge level and tally all transmissions. Some of the heat produced by the generator is ducted to the battery compartment to prevent wintertime freezing.

The unit consumes about .07 pounds of propane per hour. Servicing will be required only twice each year. Since the thermal-electric generator has no moving parts it should last indefinitely, Fontaine said.

If the installation proves successful, similar flame-to-electricity units will be built for use in other national forests. Fontaine said a number of other government agencies and private concerns have shown interest in the pilot model.

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