

# October Record Month in Big Year for Automobile Industry

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Detroit (UPI)—The auto industry had a banner year in 1962.

Because of record demand for the new 1963 models, it looks like production and sales this year were second only to the record year of 1955.

Factory sales and assemblies will likely total around seven million cars, compared with the high of 7.9 million in 1955. Registrations, the number of cars delivered to customers, may run about 6.9 million, against the 7.2 million in 1955.

**Records Broken**  
Buyers made a shambles out of industry sales records when the 1963 cars were introduced about Oct. 1. More cars—728,000—were sold in October than ever before in auto history.

Chevrolet led the way throughout 1962. It became the first auto firm to sell more than two million cars in one year—reaching that mark Dec. 6. It routed arch-rival Ford in their traditional battle for sales leadership.

Ford, running 400,000 sales behind Chevy at mid-year, tried to recoup by appealing more to the young buyers. The firm entered racing in a big way as Board Chairman Henry Ford II abandoned the industry's anti-racing resolution.

The new cars shown in the fall by Ford and the other firms had more horsepower than ever before. More cars came equipped with bucket seats and four-speed floor-mounted transmissions. The compact Falcon, Comet and Valiant cars had convertible models.

**Face-Lift Models**  
Most 1963 models were basically a face-lift of 1962 versions. Chrysler had the biggest overall styling changes. It apparently helped because the firm's disappointing nine per cent share of the market climbed to nearly 12 per cent with the new models.

The only truly new models in the industry were the Buick Riviera (General Motors' answer to the Ford Thunderbird), the Corvette Sting Ray (Chevy's sports car which is so popular there's now a fourth-month waiting list), and the Avanti (a Studebaker "personal car" like the T-Bird). In addition, Willys—the "Jeep" maker—came out with a station wagon.

The industry generally held the line on prices. A few cars went up in cost. Some optional equipment was a factor in the higher price. A few cars like Chrysler lowered prices.

**New Features**  
The industry offered some new engineering features on select models. Depending on the car, you now can get a

transistorized ignition system, disc brakes, supercharged engine, tilting steering wheel or 100,000-mile lubrication system.

Chrysler started a trend to longer warranties, offering a five-year, 50,000-mile guarantee on major power components like engine and rear axle. Other firms countered by boosting their blanket 12-month, 12,000-mile guarantee to 24-months or 24,000 miles.

All the new cars were displayed at the 44th National

## Film of Air Used In Industry To Move Heavy Loads

New York (UPI)—With all the strides industrial science has made today in devising methods for transferring loads from here to there with a minimum of effort, there still are places where a good shove behind a bulky load could be the ideal way to move it.

In a warehouse, on a loading platform, even in the staging area of a grocery store, there are occasions when time could be saved if a load could be pushed across an area without help of extra machinery.

**May Jerk or Jolt**  
Quite often, it sticks. It won't slide easily. It may jerk or jolt as it is moved.

During the past few years, some makers of heavy equipment have devised methods for using a film of air, the same stuff we breathe, to help the horizontal movement of heavy loads. Jets of air are used to provide a film along the surface of transfer tables, to ease the movement of fixtures holding work pieces beneath tool heads.

**Method Devised**  
A Midwestern firm in the past year has devised a method for adapting this air-film principle to applications throughout industry. The firm, Clark Equipment Co., Buchanan, Mich., showed what it called its air-in-floor device last November at the Material Handling Institute's Southwest show at Dallas.

The Clark people say that the system has the advantage of distributing weight evenly over a floor surface beneath a load, and of permitting a single worker to move a five-ton load.

**PLASTICS ON RECORD**  
Akron, Ohio (UPI)—A record \$13 billion in finished plastic products will be turned out by the nation's 5,700 plastics companies in 1963. This, says the Goodyear Chemical division, represents a \$3 billion increase since 1960.

Automobile show held during October in Detroit's Cobo hall. The 10-day display of 400 new cars drew 1.1 million persons, second only to the record 1.4 million who came in 1960.

One car which caused a lot of talk during the year was never seen at the show. That was the Cardinal, Ford's answer to the German Volkswagen. The firm decided not to produce the Cardinal here because it felt buyers once again wanted larger cars, a theory American Motors—home of the compact Rambler—hotly denied.

**Personnel Changes**  
The biggest personnel changes in 1962 were at AMC. George Romney resigned as president and board chairman to win election as governor of Michigan. He was replaced by Richard Cross as chairman and Roy Abernethy as president.

An historic legal action—longest on the Justice Department's books—came to an end when Du Pont and subsidiaries were finally ordered to get rid of their 63 million shares of GM stock.

Financially, Chrysler definitely was back on the right track. The firm made \$15.1 million in the first nine months of 1962 compared with a loss of \$20.5 million in 1961.

General Motors, on the strength of record car sales, reported record profits. It had earnings of \$962 million for the first nine months alone.

At year's end, the industry was hopeful the booming sales pace could be continued. It hoped January-March of 1963 would not repeat the early 1962 trend when a record fourth quarter in 1961 did not continue through the spring of 1962.

## Employee's Idea Results in Award

Toronto, Canada (UPI)—A Canadian firm has given a former employee a \$2,000 suggestion award five years after his retirement.

The award was presented recently to 70-year-old Van H. Smith by Cyanamid of Canada Limited, a subsidiary of American Cyanamid company.

Smith's suggestion was that ammonium nitrate pills be used instead of conventional explosives at the company's limestone quarry at Beachville, Ontario. Several years' experimentation were necessary to prove out the idea and put it into use at the quarry.

## FIGHTS FORGERS

Denver, Colo. (UPI)—A bank here is printing pictures of its customers on their personal checks in a drive to cut down on forgeries. The checks cost about 15 cents more a hundred than those with only the customer's name and address.

# MORE BIG REDUCTIONS!



## SAVE DURING MANN'S GREAT JANUARY

ON SALE 9:30 A.M. FRIDAY — SORRY, NO PHONE CALLS OR LAY-AWAYS

<b>7 Only Men's Sportshirts</b> BETTER FAMOUS MAKE. Reg. 5.95 <b>83c</b>	<b>Asst. BRAS &amp; GIRDLES</b> SEVERAL STYLES. Values to 8.95 <b>83c</b>	<b>2 Only Whistling Tea Kettle</b> MIRRO COPPERTONE. Regular 2.98 <b>83c</b>
<b>Boatneck Sweatshirts</b> 11 ONLY, MEN'S SIZES. Reg. 2.98 <b>83c</b>	<b>1 Only BED JACKET</b> FAMOUS MAKE. Regular 12.98 <b>83c</b>	<b>Toy Refrigerator &amp; Washer</b> 8 ONLY. Regular 2.98 <b>83c</b>
<b>7 Only Boys' Knit Shirts</b> FAMOUS MAKE. Orig. to 2.98 <b>83c</b>	<b>HOSIERY</b> ASSORTED COLORS, STYLES. Values to 1.65 Pr. <b>83c</b>	<b>60 White DACRON PANELS</b> ASSORTED SIZES. Save Now! <b>83c</b>
<b>1 Only Boy's Jacket</b> SIZE 12. Orig. 7.95 <b>83c</b>	<b>4 Only COTTON DRESSES</b> LADIES, 2ND FLOOR. Values to 7.98 <b>83c</b>	<b>2 Only NECKLACES</b> FRINGE BIB STYLE. Reg. 15.00 p.f. <b>83c</b>
<b>1 Only Accessory Set</b> BOYS' NECKTIE, HANKIE, TIE BAR SET. Reg. 1.50 <b>83c</b>	<b>1 Only LADIES' SKIRT</b> COTTON KNIT. Reg. 5.98 <b>83c</b>	<b>1 Only EVENING BAG</b> BEADED. Reg. 11.98 p.f. <b>83c</b>
<b>Little Boys' Pajamas</b> SIZES 2 AND 3. Reg. 2.98 <b>83c</b>	<b>12 Only COTTON BLOUSES</b> LADIES, 2ND FLOOR. Values to 4.98 <b>83c</b>	<b>4 Only CLUTCH BAGS</b> FABRIC AND VINYL. Regular 2.98 p.f. <b>83c</b>
<b>Little Boys' Sweaters</b> ASST. STYLES. Regular 3.98 <b>83c</b>	<b>5 Only SPORT TOPS</b> LADIES, 2ND FLOOR. Values to 4.98 <b>83c</b>	<b>8 Only KEY CASES</b> FAMOUS MAKE. Reg. 4.00 <b>83c</b>
<b>GIRLS' BLOUSES</b> ASST. FABRICS & STYLES. Regular 2.98 <b>83c</b>	<b>350 YDS. ASST. FABRICS</b> -STREET FLOOR. Reg. to 2.98 <b>83c</b>	<b>Boxes Christmas Cards</b> 4 ONLY. FAMOUS QUALITY & MAKE. Regular 4.95 box <b>83c</b>
<b>BABY SHOES</b> INFANT'S DEPT. Regular 2.00 <b>83c</b>	<b>6 Only Asst. TABLECLOTHS</b> LINENS—STREET FLOOR. Reg. to 5.98 <b>83c</b>	<b>3 Sets, PIN &amp; EARRINGS</b> IN LOCAL JADE. Reg. 7.50 p.f. <b>83c</b>



# SALE!



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## ARCH CASUALS

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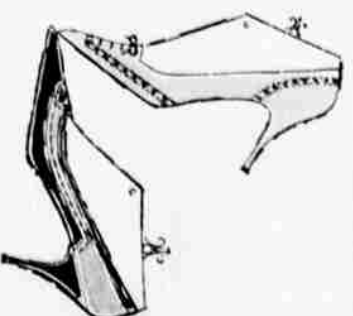


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TABLE CLOTH SETS 2 Only. Imported Swiss Embroidered. 44x44" with 4 napkins. Reg. 8.98 <b>5.88</b>	4 ONLY MEN'S KNIT P.J.'s Size C. Orig. 5.00 <b>1.88</b>	6 ONLY BETTER COATS Values to 49.95 <b>29.00</b>	Regular 7.98 <b>4.99</b>
6 MIRRO PRESSURE COOKERS Regular 12.98 <b>6.88</b>	WASHABLE WOOL SHIRTS Famous Western maker. Orig. 11.95 <b>7.99</b>	3 ONLY ALL WEATHER COATS Regular 22.95 <b>14.00</b>	Regular 9.98 <b>6.65</b>
6 ONLY ASST. BEDSPREADS Regular 9.98 <b>6.88</b>	MEN'S JACKETS Large selection Orig. to 39.95 <b>1/2 OFF</b>	4 ONLY SUBURBAN COATS Raccoon collared. Regular to 39.95 <b>29.00</b>	<b>Savings For Boys</b>
3 ONLY 100% WOOL BLANKETS Reg. 15.98 <b>10.88</b>	MEN'S STRETCH SOCKS Heavyweight nylon. Irregulars of 1.00 & 1.50 Now <b>59c or 2/1.00</b>	WOMEN'S DRESSES Values to 14.98 <b>4.00</b>	BOYS' WINTER CAPS Warm, quilted vinyl or polished cotton. Reg. to 2.98 <b>1.44</b>
3 ONLY RAYON PLAID BLANKETS Reg. 5.98 <b>3.88</b>	WHITE CUSHION CREW SOCKS Now <b>59c or 2/1.00</b>	Values to 19.98 <b>8.00</b>	WASHABLE WOOL SHIRTS Reg. 9.95 <b>6.99</b>
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ASST. DRAPERY YARDAGE 200 Yds. Reg. to 3.98 <b>99c</b>	MEN'S BETTER SUITS Orig. to 49.50 <b>27.88</b>	Values to 35.00 <b>18.00</b>	BOYS' AND YOUTHS SUITS 1 Group <b>GREATLY REDUCED!</b>
ASST. DRAPERY REMNANTS Reg. to 7.98 <b>1/2 PRICE</b>	Orig. to 59.50 <b>37.88</b>	<b>Savings In Accessories</b>	<b>Notions - Gifts - Yarns</b>
20 ASST. FLOOR PILLOWS Reg. to 6.98 <b>1.88</b>	Orig. to 79.50 <b>47.88</b>	BLACK FABRIC HANDBAGS 12 Only. Famous make. Reg. 11.98 to 16.98 p. t. <b>8.83</b>	PINKING SHEARS—reg. 5.88 <b>2.94</b>
7 PR. DRAPERIES One-of-a-Kind Regular to 20.00 <b>3.88</b>	<b>Lingerie - Foundations</b>	BROWN LEATHER HANDBAGS 3 Only Reg. 16.98 to 19.98 <b>10.83</b>	COMB & CLIPS—reg. 1.00 <b>63c</b>
25 PR. DACRON CURTAINS Rosebud Print. 36", 45", and 54" Regular to 7.98 <b>4.88</b>	ASST. LINGERIE SAMPLES Famous makes <b>1/2 PRICE</b>	1 ONLY SILVER GOLD JACKET Regular 19.98 <b>12.83</b>	4 ONLY ANGEL TREADS Small—reg. 2.00 <b>1.33</b>
	WOMEN'S LONG GOWNS Large size <b>3.00</b>	2 ONLY HAT & GLOVE SETS Regular 6.00 <b>2.99</b>	4 ONLY 20-Pc. SETS BROOKPARK Reg. 12.95 <b>8.64</b>
		10 ONLY KNIT HEAD BANDS Regular 1.25 <b>1/2 PRICE</b>	2 ONLY BUCILLA CALENDAR KIT Reg. 2.99 <b>49c</b>
		ODDS & ENDS TRIM & BRAIDS Now <b>1/2 PRICE</b>	1 ONLY 45-Pc. SET BROOKPARK Fantasy—reg. 29.95 <b>19.97</b>