

Business World

By KEN HAND, Business Editor of The News

SPOTLIGHT ON BUSINESS

Mercury Dealers Get Economy Car

DETROIT (AP) — Henry Ford (General Dynamics Corp., Fort Worth) confirmed plans Tuesday to build a second economy car to be called the Comet and is sold by Mercury dealers starting next spring.

Mr. Ford spoke at a national meeting of Mercury-Edsel-Lincoln dealers in connection with a preview of 1960 models. Ford division of Ford Motor Co. will introduce the company's first economy car, the Falcon, in Ford dealerships Oct. 8. In describing the Comet, Mr. Ford called it a car with "family-size roominess and outstanding economy, together with the most graceful and elegant styling."

He predicted it would be "the aristocrat of the economy cars." No details of the car were made public. However, this much is known about prototypes which have been tested both at the "Mercury B" and the "Edsel B" prototypes generally have a 114-inch wheelbase—4½ inches longer than the Falcon—and an overall length of about 196 inches, 15 inches more than the Falcon.

Engines have been the same, similar to the Falcon's cylinder power plant which develops 90 horsepower. The Buick-Oldsmobile-Pontiac divisions of General Motors also have one or more smaller cars in the works, probably for 1961 model year introduction.

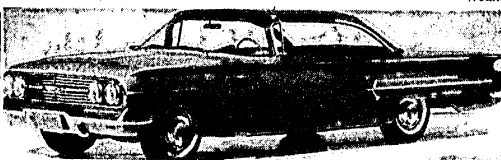
In Dallas— Universal Paradise Manufacturing Company, makers of fiber glass swimming pools, has opened a Dallas sales office at 130 Cass Linda Plaza. John W. Briscoe, recently named vice-president of the company, will be in charge of Dallas operations. Mr. Briscoe has named the Dallas firm of Eldred J. Robinson Advertising Inc. as the company's advertising agency.

Illustrated Publications Service, a Dallas firm specializing in writing, illustrating, and producing technical manuals, has been awarded a \$27,000 handbook contract by Convoir, a division of

Across the Nation— Chrysler Corp. reported Tuesday that prices on its 1960 Imperial cars will be the same as for comparable equipped 1959 models. Imperials range in price from \$4,481 for a 2-door Imperial Custom Hardtop to \$5,770 for the Imperial Le Baron.

Safeway Stores Inc. announced earnings of \$24,190,073, or \$1.02 per share, for the 36 weeks ending Sept. 5. This compares with \$22,733,225 for the similar period last year.

In Texas— Koehring Company, Milwaukee, Wis., makers of construction and industrial equipment, has acquired the business and assets of Larkin Fackler Company of Waukegan, makers of oil field specialties.



1960 CHEVROLET

The new Chevrolet Bel Air Sport Coupe, above, and 18 other models, ranging from the compact 6-passenger Corvair to the Impalas, will go on display in dealer showrooms Oct. 2. Changes in the new models include oval-shaped grill, restyled rear wings to provide wider trunk lid openings, circular tail lamps replacing the former tear-drop type, reduced front transmission tunnel for more roominess, new body mounts for a quieter, softer ride and brakes which require less pedal pressure. Color choices are 13 solids and 10 two-tone combinations.

Morticians' Problems Discussed at Meeting

By AL ALTWEGG
The morticians of America have not problems—the same problems that every other businessman has, but with an added complication. What complicates matters is that everyone fears death and that no one wants to hear about it. This hotel would have a problem if it didn't have a meeting of morticians' problems, says managing director W. M. Krieger of the National Selected Morticians. The N.S.M. is currently holding its 4-day annual convention at the Statler Hilton Hotel in Dallas.

The public does not understand the fundamental problem of the morticians' business, he said Tuesday. "People don't understand that our people have to be available seven days a week and 24 hours a day, with a trained staff on hand and a large investment in equipment and facilities."

TV to Have Instincts Of Spaniel

SEATTLE (AP) — A television set with the instincts of a water spaniel will be designed and built to catch and retrieve spent torpedoes for the Navy.

Vitro Laboratories of Silver Springs, Md., has been awarded a \$140,000 contract to develop the device, the Navy announced Tuesday. It will be used by the Naval torpedo station at Keyport, Wash., on its torpedo test range in Puget Sound.

Man, 28, Charged With Embezzling

Marvin Clinton Hough, 28, of 4625 Live Oak, was arrested Tuesday and charged with embezzling \$100 from the Federal Reserve Bank where he worked. FBI agents said he took \$10 and \$20 bills from packages of mutilated money which were being processed before shipment to Washington to be destroyed.

Hough was released from his job September 3, after investigation by the FBI revealed shortages of \$1,500 over a period from July 22 to August 28, in shipments of the damaged currency from member banks.

Hough was arraigned before United States Commissioner William Madden Hill in Dallas and was released on personal recognisance bond.

JOE A. REEVES, O.D. Announces the removal of his office from the office of 401 Wilson Bldg. RI-4-080

Insurance Firm Tells Promotions For Two Officers
New positions for Everett G. Brown and Charles H. Conroy of Southwestern Life Insurance company were announced Tuesday by President J. Ralph Wood. Brown, a Bloomfield, N.J., native joined the company in 1920. A vice-president since 1928, he will become executive vice-president on Oct. 1. He is a Fellow in the Society of Actuaries and a deacon in the Highland Baptist Church. Mr. and Mrs. Brown live at 6805 DeLoache. Conroy will succeed Brown as secretary of the company. Currently in his 24th year with Southwestern Life, he was named associate life actuary in 1956. Conroy and his family live at 7130 Shook Ave.

Sled Dog Fights Polar Bear to Save Man's Life

ANCHORAGE, Alaska (AP) — A female sled dog named "Red" fought a bloody battle with a polar bear to save the life of Col. E. D. Feathers, the Alaska Air Commandant Tuesday. The colonel, commander of the floating weather station in the Beaufort Sea, met the 275-pound bear in the afternoon semidarkness. The bear lunged. While the bear was trying to catch and kill Red a member of the station staff saw the big bear in the snow. Red was mauled severely but will live, the report said.

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