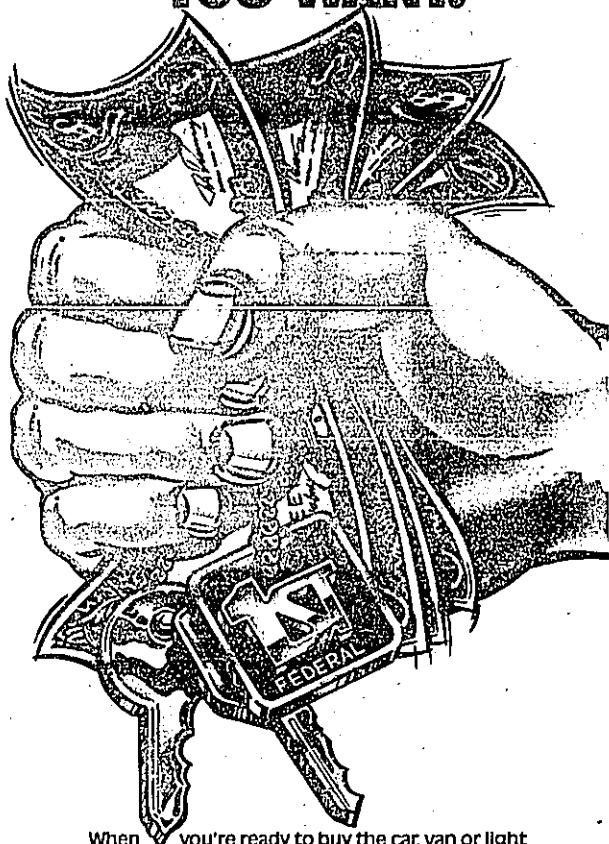


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**Here's how First Federal's "Simple Interest" auto loan can help you right now.**

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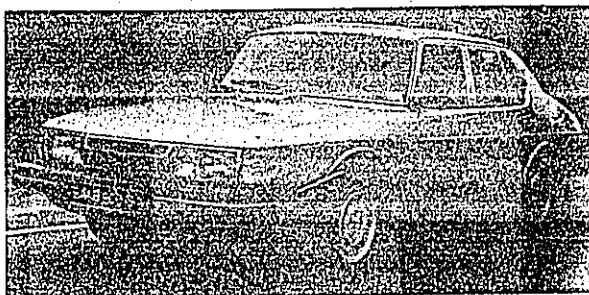
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The upscale Saab 900S is a sporty touring sedan that comes equipped with air conditioning, sunroof, alloy wheels, power windows and power door locks. The rear seat folds down to increase trunk space to 53 cubic feet — more than many station wagons. The 1984 Saabs are recognizable by their new grille and new bumper extensions.

## Front-wheel drive, safer and sportier

There's a lot more to front-wheel drive in an automobile than most people think.

Just about every automaker agrees that front-wheel drive is the best way to maximize utility in an economy car or restore traditional comfort to a downsized family sedan. As a bonus, it also provides better traction on slippery roads. But that's only part of the story, says Saab.

The Swedish automaker has been using front-wheel drive since 1949 not only for utility and comfort, but also for sportiness. That's why Saab engineers have a different light to shine on the subject.

Take for example drivetrain elasticity. This is not some thing that gets mentioned in automotive advertising. It should, because it's important.

**SAAB ENGINEER** Gunnar Larsson explains why, "One of the most important

performance and handling characteristics of a car is the way it provides the driver with correct information. This is how he can determine his next action." On a front-wheel drive car the short distance between the engine and the driven wheels makes the transmission of power crisp and direct. There is no long propeller shaft, and drivetrain elasticity is minimal. As a result, the front assembly — including the steering gear — creates a warning system for the driver. Because the front wheels are driven, the driver is immediately warned through the steering wheel when there is a loss of traction. "Man is very sensitive in this respect," Larsson says. "He will perceive differences of one-hundredth of a degree."

This builds a confident relationship between the car, the driver and the road. The front-wheel drive Saab 900 has what is called "true steering wheel response."

## Buick will be first with cellular phones

Buick will become the first automaker to offer cellular telephones, the newest in mobile communications technology.

Cellular technology, developed by AT&T, provides higher-quality mobile communications and makes the service available to millions of users nationwide, compared to only a few hundred thousand users with today's conventional mobile radio-telephone technology.

The first custom application of cellular telephones will be available as a factory-endorsed dealer option on Buick's Riviera Coupe. The system has been thoroughly tested and will be installed in a special seat-mounted console. The telephones will be first available in the Chicago area, where the commercial cellular system is slated to be introduced shortly. Buick plans to expand the availability of the cellular phone option into other car lines soon after introduction, and it is expected that cellular service will be available in a growing number of metropolitan areas within the next two years.

a geographic area with a honeycomb of computer-controlled cells that, in turn, are connected with telephone switching offices. Mobile phone signals are transferred automatically from one cell site to another as the vehicle moves within the honeycomb.

Cellular transmission is equal in quality to phone service now enjoyed by customers at home or in the office and is not subject to the static that sometimes interferes with traditional mobile radio-telephone transmission.

Because cellular honeycombs allow reuse of the radio frequencies, the service is available to far more potential customers. In New York City, for example, the present mobile telephone system can support only a dozen simultaneous conversations. Cellular technology could support thousands of simultaneous calls.

Plans call for the AT&T cellular telephone unit to be available to Buick dealers in the Chicago area later this year, or as soon as the Chicago cellular system is approved for commercial use.

**CELLULAR TECHNOLOGY** covers