

Studebaker Presents 28 Different Models in Industry's Biggest Offering

Paris Police Chief Trying To Silence Tooting of Horns

The legend that is Paris has many ingredients, not least of which is the cacophony of tooting horns, crumpled fenders and shouted curses that distinguish its streets from those of all other cities.

A traffic jam anywhere is interesting—to watch. In Paris it is awe-inspiring. With lofty Gallic disdain for life and the laws of physics, the Parisian driver customarily uses his horn to blast a clear path. Brakes, parbleu! They are for peasants!

Utter Madness
Picture then the scene of utter madness when a large part of Paris' 700,000-odd drivers converge, horns blaring, upon the heart of the city at the same hour. There are those who maintain that no amount of official storming and pleading will ever reform the Parisian driver, but Police Chief Andre Dubois is trying.

With a series of decrees aimed at untangling the jams and muffled the noise, he so far has the city's drivers behind him—three per cent approve his anti-horn-tooting edict. Eighty-eight per cent favor the new one-way streets.

A survey also discloses that under the heaving Gallic breast lie emotions about women drivers closely akin to those in Hometown, U.S.A.

Women Thought Menace
Thirty-three per cent of those polled thought women were a menace behind the wheel. Thirty-one per cent felt it "best to state no opinion." Thirty-six per cent thought women were good drivers (Note: 36 per cent of those polled were women).

To a slightly different question (Do men drive better than women?), 69 per cent answered: "Better."

What's wrong with women as drivers? The Frenchman thinks they are too absent-minded; drive too fast and are too nervous; have slow reflexes; are too indecisive.

And what's wrong with men? They drive too fast and are overconfident of their abilities. Going to Paris? Happy landings.

DANGEROUS READING

Portland, Me. —(U.P.)—High school sophomore Peter Panagakis, 16, caused consternation in his home when a comic book he was reading in bed fell to the floor. His head became wedged in the bars at the top of the bed when he leaned over to retrieve it. His parents and four brothers pushed and pulled him for half an hour to no avail. Brother Nick then extricated him by getting a hacksaw and sawing through one of the bars.



A NEW VERSION of the famed Willys Jeep, the CJ-3, is being introduced by Kaiser-Willys dealers across the country and around the world. The new vehicle, designed for a multitude of transportation and towing chores on or off-the-road, is more rugged, roomier and more comfortable than predecessors. It is powered by the Willys 75 h.p. F-head "Hurricane" engine in combination with 4-wheel drive. It is on display at Stevens Kaiser-Willys at 505 North Central ave.

Truck Exports Top 1,500,000

By the end of 1954, U. S. truck makers will have exported more than 1,500,000 trucks of all types since the end of World War II. Last year, 138,615 units—one of every eight manufactured—were sold to foreign buyers.

Truck exports hit a postwar peak in 1947 when 238,337 units, representing slightly more than 20 per cent of total production, were shipped to nations rebuilding war-ravaged highway fleets. The all-time record, however, was set in 1929 when 262,841 American trucks nearly 30 per cent of the year's output, went into service on foreign highways.

Since 1947, a tremendous growth in U. S. truck use has doubled the size of the domestic truck fleet and led U. S. truck makers to concentrate increasingly on the home market.

Too Many Students Can't Read Properly

New Haven, Conn. —(U.P.)—A Yale University expert says too many students are leaving the nation's schools without the ability to read properly.

John M. Duggan, assistant to the dean of freshmen at Yale, noted that reading rarely is taught beyond the sixth or seventh grade, although "we continue to teach writing and speaking beyond these grades."

He said reading should not be judged in the ability of comprehending so many words a minute. Instead, he said, it should be done in terms of "ideas per minute, since reading is thinking or recreating an author's line of thought."

"I feel from experience," he said, "that anyone can learn to read better than he does. Growth in reading should be continuous throughout the period of learning."

Air Friction Target Of Plane Builders

Washington — (U.P.) — The competition between world powers for absolute air superiority has greatly magnified the urgency of overcoming the efforts of the "heat barrier" which confronts America's aircraft builders today.

Planes, official publication of the Aircraft Industries Association, says this is caused by air friction at extreme speeds, which lowers the efficiency of ordinary aircraft metals. It said the "heat barrier" is proving far more difficult than was the anticipated problem of driving aircraft through the sound barrier—765 miles per hour.

Already an American research aircraft has flown at Mach 2 (twice the speed of sound). And tests have shown that aluminum, steel and titanium, the metals most widely used in today's aircraft, all melt at speeds under Mach 8.

Even more amazing is that research into the heat barrier has indicated that even diamonds will vaporize at the searing heat created at speeds of Mach 10 through the atmosphere.

Planes says new materials must be developed to protect American airmen and their aircraft before much greater speeds become a reality. Scientists are working now to develop new metal alloys, synthetic rubbers, ceramics, plastics and lubricants. Aiding these new materials must be new design techniques and innovations, some of which are now taking definite form and some of which are still in experimental stages.

INDIAN TALK

Pierre, S. D. —(U.P.)—Tom Iron Crow, an Indian, testified at a legislative hearing here. Sen. J. C. Jensen (R-Parker) asked Iron Crow "to speak a little louder so they all can hear you." It developed that Iron Crow was speaking in Sioux.

Sharply Increased Horsepower One of Major Features

The cars being displayed by Studebaker in the Automobile Show here represent record 1955 lines of the President, Commander and Champion series that total 28 different models, with sports, hardtops and five-passenger coupes as well as sedans and station wagons making up what the company terms the most varied offering of choices in the industry.

The 1955 line, the most complete in Studebaker's history features sharply increased horsepower, prices substantially under comparable 1954 models, and pace-setting styling that has been further enhanced by striking new two-tone as well as solid color exterior treatments and to J. Orbin Cooksey of Cooksey Motor Co., Inc., local distributors.

Shortly after introduction of its 1955 models, Studebaker placed its production on overtime rates in order to meet the heavy demand that developed, and with sales continuing to run at high levels, inventories in Studebaker dealers' hands were still below normal seasonal requirements at the time of the present show.

Among major reasons given for quick attainment of these sales levels—in addition to competitive pricing, greater power, and outstanding styling—were Studebaker-Packard's repositioning of the well known Commander series in the low price V-8 class, and introduction of a new luxury President series in the medium price class.

The Studebaker V-8 Commander, which has a record of careful V-8 engine development spanning many years, was marketed in the medium price class up until this year. The 1955 Commander, although it has more power and more distinctive styling than ever before, is offered at prices directly competitive with the low-priced 8-cylinder makes of other full line manufacturers. Prices on Commander models range from \$110 to \$247 under comparable 1954 Studebaker models.

Replacing the Commander in the medium price class is the luxury President series, which brings back to the line a name—"President"—that distinguished the Studebaker lines in the 1920s and '30s until 1942, when production was turned to national defense.

The 1955 Champions, now priced to compete fully in the low price field, are powered by a special "Victory Six" engine famed for its economy and sturdiness.

All models have a new bigness and roominess of appearance that joins with their smart lines and exterior and interior appointments to give them a full combination of appeals, the company states.

Champion and Commander sedans are available in Custom, DeLuxe and Regal models. The new President series is available in DeLuxe and State model sedans, and in the five-passenger coupe and hardtop sports models. Sports model five-passenger coupes also are available in the Champion and Commander DeLuxe and Regal line, while the hardtop is available as either a Champion or Commander Regal model.

Studebaker "Conestoga" Station Wagons are available in DeLuxe and Regal models in both the Champion and Commander lines.

Tubeless tires are standard equipment on all '55 Studebaker models. Conventional tires with tubes are available on special order only.

The exclusive Studebaker Hill Holder is standard equipment on Commander and President models with conventional and over-drive transmissions. It is optional at extra cost on Champions.

Power Steering Optional
Power steering, power brakes and other features are available as optional equipment at extra cost on all models.

Interiors of all cars have a new feeling of luxury in upholstery, colors, hardware trim and appointments. The instrument panel is closely arranged within easy access of the driver, and toggle switches are of a new type with ball knobs.

President State Sedans have gold-plated hardware throughout the interior as well as gold plating on the lower half of the hood ornament.

Simultaneous with its passenger car introduction, Studebaker also announced its 1955 line of Studebaker trucks. The truck line features new engines, automatic transmissions and five-speed transmissions. Horsepower ranges from 92 in the L-head Six to 175 in the V-8.



The long, low, distinctive styling of the Studebaker hard-top convertible that has proved so popular throughout the world is accentuated in the new 1955 models by the sweeping effect of chrome side moldings that extend from the headlights, above the massive appearing grille, to the newly styled tail lights. The flowing lines of this President State model are further brought out by hood and fender ornaments. The interiors are styled in diamond pattern nylon and rayon upholstery in complementary colors. Elegance of interior appointments and trim adds to the luxury of the high styling. The new Studebaker "Wildcat" V-8 engine with 175 horsepower gives this model superior performance and roadability. Lower prices prevail throughout the entire new Studebaker line.

Bat Ray Survives Underwater Surgery; Sports Transplanted Cornea in Left Eye

Palos Verdes, Calif. — (U.P.) — Charlie, a 50-pound myopic bat ray, swam languidly about the main tank of the Pacific Oceanarium today convalescing from a delicate half hour eye operation, the first underwater surgery on record.

In his left eye, Charlie sported a new transplanted cornea deftly sewn in place with eight sutures by Dr. H. George Blasdel, eye surgeon at Los Angeles County General Hospital.

Blasdel donned an aqua-lung and a grey-white rubber suit to perform the operation at Marineland yesterday. Acting as "nurse," was Pat Patterson, a diver at the Oceanarium, who was forced to chase Charlie all over the tank before the blind but unwilling bat ray could be put on the operating table.

Crowd Watches
A large crowd witnessed the operation and Dr. J. Willoughby

Howe, another eye surgeon, gave a running account from outside the tank on how the operation was proceeding.

Charlie, a friendly black-winger ray that had become a pet at the Oceanarium, was nearly blind from bumping his protruding eyes on the glass walls of the tank. A healthy ray was caught in the ocean act as an equally unwilling donor.

Patterson, after managing to catch up with the two fish, tied them to small operating tables loaded with weights. Dr. Blasdel gave each ray a hypodermic injection of anesthetic, and they went to sleep.

May Fix Other Eyes

With Patterson holding a tray of delicate surgical tools, Dr. Blasdel neatly cut a circular cornea from the healthy ray and transplanted it in Charlie's left eye. For the operation, Blasdel wore a special lens on his face-

place to correct for underwater distortion.

He said the sutures would be removed in about a week, and if the operation proves successful, Charlie's right eye may be fixed also. Blasdel, who has performed similar surgery on dogs, said the operation went off very well and he had every hope it was a success.

Patterson said he postponed working on Charlie's right eye because the fish got "restless." After the operation, the patient was released from the operating table, revived and swam gracefully away.

Only sad note to the proceedings occurred when the donor ray failed to revive, apparently from an overdose of anesthetic.

The highest pay for workers in any major American industrial division goes to transportation workers, notes a forthcoming Twentieth Century fund report.

Foreign Letters Bring Translators To Auto Industry

Doing business with 40 nations can be difficult, especially when your customers don't speak English.

The translation department of one automotive firm handles more than 25,000 letters and 1,500 cablegrams a year. The Spanish section, with eight translators, is the largest. Last year it translated more than 17,000 letters, mostly from Latin America.

All translators speak at least two languages. One speaks, reads and writes six and can translate 12 more. Son of an English mother and globe-girdling Cuban chef, he spoke four languages by the time he was seven. Now he is at home in Spanish, Portuguese, French, Italian and German in addition to English. He translates Dutch, Flemish, Danish, Swedish, Norwegian, Finnish, Hungarian, Esperanto, Yiddish, Modern and Ancient Greek, and Latin. Use for the latter two, he admits, is limited.

While most letters are in Spanish, French or Portuguese, many are in other languages, particularly German and Italian.

Foreign writers who cannot phrase their wants in English sometimes resort to interesting expedients, like the man in Yugoslavia who once wrote a ten-page letter in Serbian—then enclosed a full translation into German.

He got his answer—in the very best of Serbian.

HOME WORK

Memphis, Tenn. —(U.P.)—That cliché about the "sea of matrimony" is more than a phrase to Mrs. Nobel Guthrie. She met and was wooed and won by her husband aboard a sail boat. Dr. Guthrie, then a student at Johns Hopkins University in Baltimore, Md., was building the boat when he was introduced to his wife-to-be. "He put me to work sanding and painting his boat," Mrs. Guthrie recalled.

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