

Ford Evaluated Many Colors Before Selecting Combinations for '55 Cars

A revolution has taken place in automobile body colors, because the public's tastes have changed, according to Crater Lake Motors, Main and Fir sts., local Ford dealers.

One result of this revolution has been an intensified search for individuality and distinction

Competition Brings Real Dividends For Car Buyers

"The free play of competition has produced a real dividend for the American car buyer this year," according to L. W. Smead, general sales manager of Ford Motor company. "In every way, the consumer will be getting more for his dollars in the 1955 models, and especially in the 1955 Fords.

"At automobile shows and in dealers' showrooms, people are getting a close look at the finest Ford cars ever built. For 1955, we have 16 body styles, the widest selection in our history. Engine performance, especially in our V-8, has been vastly improved over last year's model, which was the outstanding power plant in the Ford price field," Smead said.

"Another dividend in the new Ford line is the Fairlane series, which offers color and styling treatments previously available only in higher priced cars. When you add all the optional power assists that are available on the Ford, such as power steering, power brakes, power windows, power seat, and Fordomatic drive, the Ford can match any car for comfort and convenience, regardless of price class."

Youth Advises City Planners

Memphis, Tenn. — (U.P.) — City planners took notice when 15-year-old Mack Prichard told them where they should locate future parks.

Prichard brought along maps showing the sites, and after the meeting was over, the county planning engineer, Howard Fullerton, announced he planned to make duplicates of the maps.

"We plan to ask subdivision developers to build around the sites so they can be put to future use," he added.

Prichard, a high school sophomore is an amateur archeologist who probably knows more about Indian history in this area than anyone else. He spends his spare time prowling the Nonconah Creek bottoms south of the city limits and has a huge collection of grinding stones, arrow points, chisels and knives used by the Indians.

During the planning commission meeting, Prichard pointed out 45 to 50 Indian sites along the creek. He said that keeping them in park areas would preserve valuable history of the area.

He made recommendations on preserving the sites and initiating programs for flood and dump control. He pointed out the usefulness of the area as park sites and suggested use of more efficient planting methods to hold down erosion.

"If certain plots were marked off to be made into parks, as the city expands to the south, not only persons living in the section, but all citizens would benefit," the youth said.

"People from all over the country stop and pay to see Indian dwellings in other states, and there is no reason why such sites could not be developed here," he said.

Housing Development Gets Air Purifiers

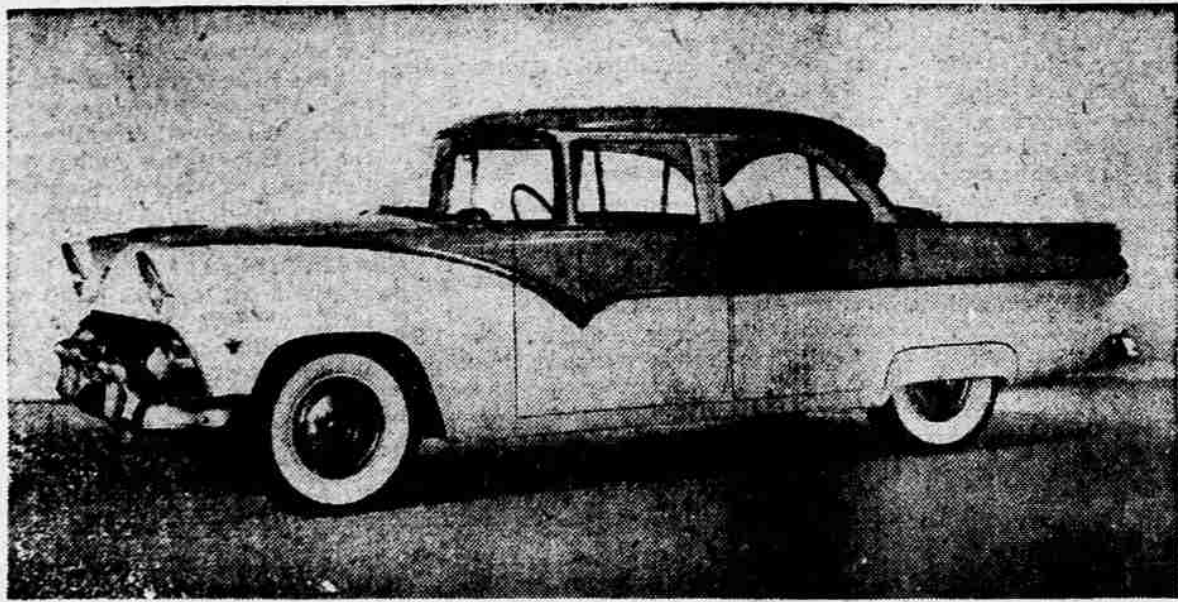
Chicago — (U.P.) — An electrical air purifier has been installed in each of 300 homes at a nearby Glenview, Ill., housing development.

Dr. S. Isenberg, president of the Sampson Chemical and Pigment Corp., makers of the purifier, said to his knowledge it is the first housing project ever to supply its homes with air purifiers as standard equipment.

According to Isenberg, the purifier destroys air-borne germs and controls odors in the home by producing ultraviolet rays such as those found in the sun.

Isenberg said the purifier can be slipped into the cold air return of any furnace, in the duct of a forced air or gravity-type heating system, or in the duct of an air conditioning system.

VALENTINE QUILLS
Northampton, Mass. — (U.P.) — A Smith College freshman, Anita Paine, 18, of Chappaqua, N. Y., received a unique valentine on Valentine's day. She was presented with a 30-pound porcupine. Miss Paine said she suspected the donor was a student at nearby Amherst college.



Ford's longer, lower body style and wrap-around windshield, available on all models, is shown above in the Fairlane four-door sedan. The '55 Fords are available with Y-Block V-8 or I-Block Six power, and Fairlane models have dual exhaust as standard equipment. They will be introduced by Ford dealers November 12.

in color by car manufacturers. Ford, for example, evaluated several hundred color combinations before selecting the 286 exterior and interior color variations available in its 1955 passenger cars.

As in clothing fashions, color appeal has become an important automobile sales factor. Ford product planners constantly study trends in color preference everywhere in the country.

Tradition Upset
The trend to lighter and brighter car colors goes back to the 30s. Maroon, dark blues and grays—now generally considered conservative—upset the traditional supremacy of black in those days.

Exteriors were the first to blossom into distinctive colors, but in recent years planners have studied auto interiors the same way decorators plan a new home. On car bodies today the public demands even brighter hues. Neptune Green, Regency Purple and Torch Red offered in the '55 Ford line are products of research which closely checks changes in color preference.

Continuous studies of consumer tastes, sales of paint makers, and purchases by paint users give Ford's product planners and stylists an index of public color preference across the country.

Preference Varies
They have found color preference varies by regions in America, and by income groups.

Class Composition Tells of Pet's Fate

Sioux Falls, S. D. — (U.P.) — Howard Kimball, a sixth grade student at the Emerson School here, wrote a composition for class about the sad fate of his pet, Oscar.

"Oscar was a very naughty and stubborn chicken," Howard wrote. "He would do nothing that we told him to do. It seemed that he was always underfoot. At times like this Dad insisted that we get rid of him."

"Of course, Dad was the worst one when it came to doing things he wasn't supposed to do. During our evening meal, when Oscar was supposed to be eating out of his own dish, Dad would slip a few nibbles underneath the table."

"With all these memories, I certainly hated to part with Oscar. But the day came when we had to move to an apartment and we couldn't take Oscar with us. The Sunday before we left, Mother prepared a lovely chicken dinner. You can imagine who the chicken was!"

"As we sat down to eat I got all choked up inside and couldn't eat a thing. Finally, Dad said, 'Remove Oscar, please.'"

Bomb Shelters May Be Slightly Damp

Galena, Ill. — (U.P.) — This area has built-in bomb shelters—but they're on the damp side.

Pete Bailey, a grocer, commissioned Joseph D. Freeley, a real estate man, to survey abandoned lead mines for possible use as refuges.

Freeley reported to Bailey that the most likely shelter is the 1-1/2 State mine, south of town. The mine is 300 feet deep. Its inclined shaft gives access to miles of subterranean tunnels.

But Freeley said "tons of water from underground rivers cascade through the diggings and must be pumped out to keep the mines dry."

"Until atomic energy is harnessed in small packages to provide pumping power for Galena mines, the mines themselves will not provide refuge for safety in this atomic age," Freeley said.

ENGROSSED
Concord, N. H. — (U.P.) — Police asked three teen-age boys why their automobile crashed into a house late one night. Kevin McCarthy, 17, the driver, said they were so busy discussing a high school basketball game they had just seen that everyone forgot about the road.

Georgians like blue. Texans take to tan. Californians prefer brighter yellows and reds, while New Englanders—who once preferred dark conservative colors—now buy two-tone combinations.

In addition, color preference studies point up the growing influence of women in automobile design. The lady of the house is as interested in attractive interior and exterior hues as her husband is concerned with engine performance and a smooth driving vehicle.

Names Important Element
Selection of appropriate names for new colors has become another important element in automobile product planning. Ford picks names that have a pleasant association, and are easy to recognize and remember. Tropical

Rose, Aquatone Blue and Sea Sprite Green give closer definition to the color tones chosen by the company.

Durability of exterior finish, no matter what shade, always is a final determining factor in Ford's color selection program. Paint exposure areas located in four different parts of America are used to subject the entire range of car and truck finishes to all kinds of weather conditions. Thousands of steel panels, painted in shades now in use by Ford or planned for future production, are exposed to sun, wind and rain for long periods of time to make sure that Ford owners will have a durable, attractive paint surface over the steel bodies of their new cars.

Historical Areas Being Protected
Chicago — (U.P.) — A number of cities are taking steps to preserve, protect and even reconstruct historical areas.

The American Society of Planning Officials says this makes good sense as such programs can stimulate tourist trade and save some areas from declining into slums.

In Charleston, S. C., a special zone known as the "old and historic Charleston district" has been established by local law. It covers the area where there is the greatest concentration of early buildings.

The city has a Board of Architectural Review that passes on the appropriateness of exterior architectural features proposed for buildings to be erected or altered in the area.

Natchez, Miss., has an architectural plan with a local ordinance to back it up. This plan deals with the outside design and appearance of 19 historic buildings in a 20-block area surrounding the central business district.

The purpose is to retain a harmonious arrangement, without necessarily keeping everything the way it was.

The Vieux Carre section of New Orleans, where French and Spanish merchants once lived, has been protected not only for its historical value but for its worth as a place to live. The state legislature nearly 20 years ago passed a law allowing the city to set up an aesthetic control agency, which has the power to stop demolition of any part of a building in the district.

Professor Stumps State for Stumps

Norman, Okla. — (U.P.) — An anthropologist from the University of Oklahoma is stumping the state for stumps in a scientific filing project. Dr. Robert E. Bell wants to set up a master file of tree rings in Oklahoma.

Bell said the tree ring may become a system of age determination nearly as accurate as birth certificates for the prehistoric dwellers in the state.

Certain trees within a given climate add rings that have much the same shape each year, Bell explained. When a master file is compiled of the shape of these rings, you can take a tree that was found in that area and compare it with the file until the rings correspond exactly. Then you know how old your particular tree is.

Dead line Sunday Classified is at noon Saturday; 1 a.m. Monday for Monday; other days 5:30 previous day

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Ford Truck Models Designed To Make Money on All Hauling Jobs

All of Ford's 190 truck models for 1955 have been designed to make money for operators on every hauling job, according to J. F. McLean, truck sales department manager, Ford division.

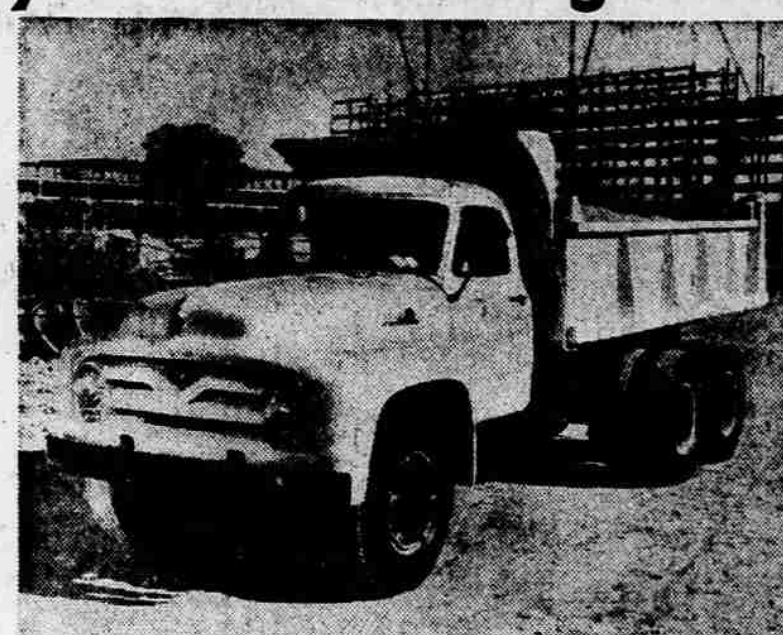
"A truck should be bought with the same consideration for low cost operation as any machine tool. All of our new trucks have greater durability, more gas economy and lower maintenance expense built into them," McLean explains. Crater Lake Motors, Main and Fir Sts., are local Ford truck dealers.

The 1955 models are manufactured in 24 series which include conventional, cab forward, school bus, tandem axle, parcel delivery and custom delivery series.

Gross vehicle weight ratings run from 4,000 to 40,000 pounds, and Ford has 15 wheelbase lengths for bodies from 5 1/2 to 19 feet long.

Ford trucks are offered with a family of five engines—four V-8s and a six—to meet all load requirements. All the engines are equipped with "automatic power pilot" which insures the right gas mixture for greatest economy at any speed.

Ford's 1955 truck cabs provide real driving ease and efficiency. Optional "driverized" cabs, available in all models, have a new full foam-rubber seat this year, with five-inch cushion and three-inch seat back. It provides restful comfort for the driver under all conditions. The seat holds three men comfortably. It is covered with durable woven plastic upholstery which stays cooler in hot weather because



Ford's 24 series of 1955 trucks, with 190 models extending from the tandem axle "Big Job" (shown above) to pickups, are designed to make money for operators on every hauling job. The new models, with improved engines and chassis, and more comfortable full foam rubber seats in custom cabs, will be introduced at Ford dealers' showrooms November 12.

air can pass through it. Cab doors are almost a yard wide. Whether sealing at doors and body joints keep out dust, fumes and moisture.

Ford trucks have more window area than any competitive make. A big one-piece curved windshield, deep side windows and a rear window almost as wide as the cab provide more vision for safer and easier driving.

Noise is reduced in the custom cab by glass wool roof insulation, and by sound deadener on the floor, rear panels and doors. The doors have grip-type arm

rests, and a large dome light is operated by automatic door switches. Two adjustable sun visors, an illuminated cigar lighter and a sturdy dispatch box lock also are installed in the custom cabs.

Seven single colors and two-tone combinations are offered. The single tones are vermilion, raven black, aqua-tone blue, banner blue, water-fall blue, meadow green and sea sprite green.

Two-tone combinations are available on the custom cab with snowshoe white on the cab roof and upper back panel. Improved brakes on the '55

Traffic Fatalities Bother Patrol Chief

Pierre, S. D. — (U.P.) — Superintendent Walter Goetz of the State Motor Patrol here is a veteran of many years of law enforcement, but he can't get used to his job of adding new names to South Dakota's traffic fatality toll.

"I lie awake at nights after learning of another traffic death," he said. "I toss and turn and keep thinking, over and over, how did it happen?"

"I wonder if there was something we could have done but didn't do."

"I wonder if the highway was in good condition. I ask myself if there was an obstruction which blocked the view."

"Every time there's another death, I feel as if it were a member of my own family."

Ford trucks provide quicker, smoother stopping. Vacuum-boosted power brakes can be had on all models to make stopping up to 50 per cent easier. Extra heavy duty models have new self-contained air brakes with an actuating chamber mounted on the brake facing plate for more positive action.

Fully automatic Fordomatic transmission is available at extra cost on the Courier and Series F-100, F-250, F-350 and F-350. The improved Fordomatic drive permits faster acceleration through an automatic "kick-down" to low gear. Overdrive and regular transmissions also are available.

Ford's most popular trucks—the F-100 pickups—have a better ride because of new 52-inch long, six-leaf rear springs with low deflection rate and greater flexibility.

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