

Pontiac Incorporates Many Engineering Innovations in 1955



STAR OF PONTIAC LINE—New, modern automobile styling and a 180-horsepower engine are only two of the 109 changes and improvements made in the 1955 Pontiac models, which are on display at Dean's Pontiac, Sixth and Grape sts. Shown above is the popular Catalina, featuring the new "Vogue" two-tone coloration.

Automobile show visitors, bent on comparing for themselves the virtues of this year's crop of American automobiles and viewing first hand the latest motoring developments, will find the Pontiac exhibit of the local show to their liking.

The glamorous array of 1955 Pontiacs, with powerful 180-horsepower Strato-Streak V-8 engines and dazzling new panoramic bodies, is enough for an auto show by itself. These new Pontiacs incorporate more engineering innovations than any models since Pontiac was first produced in 1926. The car has 109 outstanding new features. It is on display at Dean's Pontiac, Sixth and Grape sts., Medford.

The sleek new bodies have a low, streamlined silhouette. The powerful looking front-end, accentuated by the massive dual impact bars and grille bar has the modern appearance of a jet plane air scoop. The headlamps display a bold new treatment with futuristic air crescents above them. Twin silver streaks, a popular feature of Pontiac's "dream cars," sweep back from the radiator grille of the 1955 Pontiacs, terminating at the cowl-wide passenger compartment air intake.

The silver streak motif is continued with chrome streaks that run along the crown of each rear fender fin and terminate at the massive tail lamps. Dual bumper impact bars combined with the graceful wing-and-circle emblem on the trunk lid give new beauty and distinction to the back of the 1955 Pontiac.

Pontiac colors for 1955 show the influence of the public's taste

for lighter and brighter tones. "Vogue" two-toning which brings the color of the top of the car down to the middle of the car body, accentuates the streamlining of the new Pontiacs.

Body interiors, luxuriously color-keyed to the new exterior paints, reach new heights of comfort, roominess and safety. The graceful instrument panel mounts aircraft-type instruments at 90 degrees to the driver's vision with control knobs recessed for added safety. Pontiac's exclusive "Safety-Arc" speedometer indicates speed with a continuous red curve.

The 1955 Pontiacs are available in two new series, the Star Chief Series, having a 124-inch wheelbase and the Chieftain Series with a wheelbase of 122 inches. Dimensionally, sedan and coupe models are 2 3/4 inches lower in overall height. A two-door station wagon has been added to the line of Pontiac body styles this year. Station wagons are as much as six inches lower. All models have lower hood lines exposing both front fenders to the driver's vision. Hip and shoulder room have been substantially increased by redesigning the car interior.

The new bodies with panoramic windshield, and increased glass at side and back have 26 per cent more "see through" area. Station wagons have wrap-around rear windows.

In all, 12 body styles are offered this year by Pontiac. In the Star Chief Series are the Convertible, Custom Catalina and Deluxe and Custom four-door sedans. The Chieftain Series is comprised of two and four-door

sedans in the 860 models; two and four door sedans in the 870 model; two and four-door station wagons in the 860 model; an 870 four-door station wagon and the 870 Catalina.

The new Strato-Streak V-8 engine represents Pontiac's answer to the automobile industry's goal of developing an engine with durability and low-cost dependability and with the power and quick response that modern drivers demand.

The engine develops 180 horsepower, reaching maximum torque at low engine speed. An optional kit is available which increases the horsepower to 200.

Iceless Windshields Made for Airplanes

Chicago —(U.P.)— Ice-free windshields that will never shatter have been perfected by the Armour Research Foundation of Illinois Institute of Technology.

The four- and one-half-year project was sponsored by the Wright Air Development Center and was aimed at creating failure-proof windshields that would do no more than crack under the worst military and climatic conditions.

To test the toughness of the new windshield, research engineers simulated flight conditions at extremely low temperatures, subjected it to thermal shocks such as might be encountered in flying into a super-cooled cloud and generally put it through every imaginable endurance test.

Automotive Excise Tax Stand Reiterated by AAA

The American Automobile Association has reiterated to Congress its opposition to Federal automotive excise taxes.

In a letter to Senator Harry F. Byrd, Chairman of the Senate Finance Committee, AAA President Sordoni wrote:

"We have consistently taken the position that this area of taxation should be left entirely to the State and this policy position was reiterated at our last annual meeting on October 21, 1954."

Mr. Sordoni's letter was in reference to H. R. 4239, a bill now pending before the Finance Committee which provides for a continuation of the taxes.

Basic Rules Listed For Good Driving

Detroit —(U.P.)— Here are five basic rules for good driving compiled by professional truck drivers which will help a motorist avoid accidents:

1. Whatever the driving conditions, ease off the gas sooner. Try for that easy "pro" touch with a minimum use of your brakes.
2. Approach intersections, traffic lights, and dangerous stops with your foot off the throttle and on the brake. Be ready to hit the brake at once if necessary.
3. Increase the distance in which you follow cars.
4. Yield the right of way to all other vehicles and all pedestrians.
5. Plan your passing. Stay far enough behind to see approaching traffic, without nosing into the oncoming line. Pick up speed before passing.

Coyote Said Hard To Beat For Pet

Independence, Mo. —(U.P.)— Joe Choplin thinks it's hard to beat a coyote for a pet. He ought to know, since he drives 160 miles daily with his coyote, Myrtle, as his only companion.

Seated side by side in Choplin's milk truck, the man and the coyote go from farm to farm picking up milk which they transport to Kansas City processors.

Some farmers agree without argument that Myrtle, with her pointed ears, sharp nose, huge mouth, and light, fast walk is the genuine coyote article. Those who don't are convinced after they hear Myrtle let loose the high-pitched scream that comes only from a coyote.

While Myrtle's scream is straight from the wilds, her personality, for the most part, is strictly domestic. She's gentle as a kitten with his seven-month-old daughter, Choplin said. Strangers become friends in a few minutes, particularly if they'll give Myrtle a pat or two and permit her to lick their hands.

Her domestication, however, hasn't extended to chickens and dogs, Choplin said. Myrtle has resisted all efforts to convince her that live chickens aren't her rightful food, and only a close watch restrains her animosity for dogs.

Choplin said he found his pet in the woods two years ago, when she was a tiny pup. It takes 400 electric motors, generators and other rotating electrical machines to operate the various power systems on one heavy bomber in the U. S. Air Force.

Volkswagen Holds First Place Among Foreign Car Sales in U.S.

The little German-made Volkswagen, the car which Hitler once promised every German family could afford, is making a strong bid to revolutionize the foreign car market in the U.S. Morris Motors, Medford Volkswagen dealers in this area with headquarters at 1201 North Riverside ave., cite interesting figures in the April 9 issue of Business Week to substantiate this fact.

According to Business Week, during 1950, only 157 tiny German Volkswagen autos were sold in this country. When 1952 foreign car registrations reached a record 29,299, Volkswagen added only 600 registrations.

Then, last year — between January and July — Volkswa-

wagen leaped from sixth place to first place among new foreign cars sales here. By year end it was far and away the highest selling import — nearly twice its nearest rival, the little British MG sports car. Sales in 1954 were 6,434, a gain of 412 per cent in a year when total foreign car sales dropped 12 per cent, to 25,379. (Nash's two-seater Metropolitan, U.S.-designed but made by Britain's Austin, isn't usually classified as a foreign car. Sales last year were 7,018.)

This year, while imports clearly are doing better in a busy auto market, Volkswagen is staging a runaway. January registrations were 1,110; the best guess for February and March sales is 2,000 a month. From Wolfsburg, West Germany,

Volkswagen officials speak confidently — and conservatively — of 20,000 U.S. sales in 1955.

The German prodigy is 59 inches high, has an air-cooled engine that snuffles noisily from its housing in the rear, and will get close to 40 miles per gallon at a steady 40 mph. It's surprisingly roomy for four, provided the people in front haven't long legs. It's fun to drive. The Volkswagen enjoys a glowing reputation for stamina, simple sound engineering, and gets along with a minimum of maintenance.

Two-car suburbia is where Volkswagen has made its biggest inroads (surprisingly, 54 per cent of last year's sales were west of the Mississippi).

Dead line for Sunday Classified is at noon Saturday

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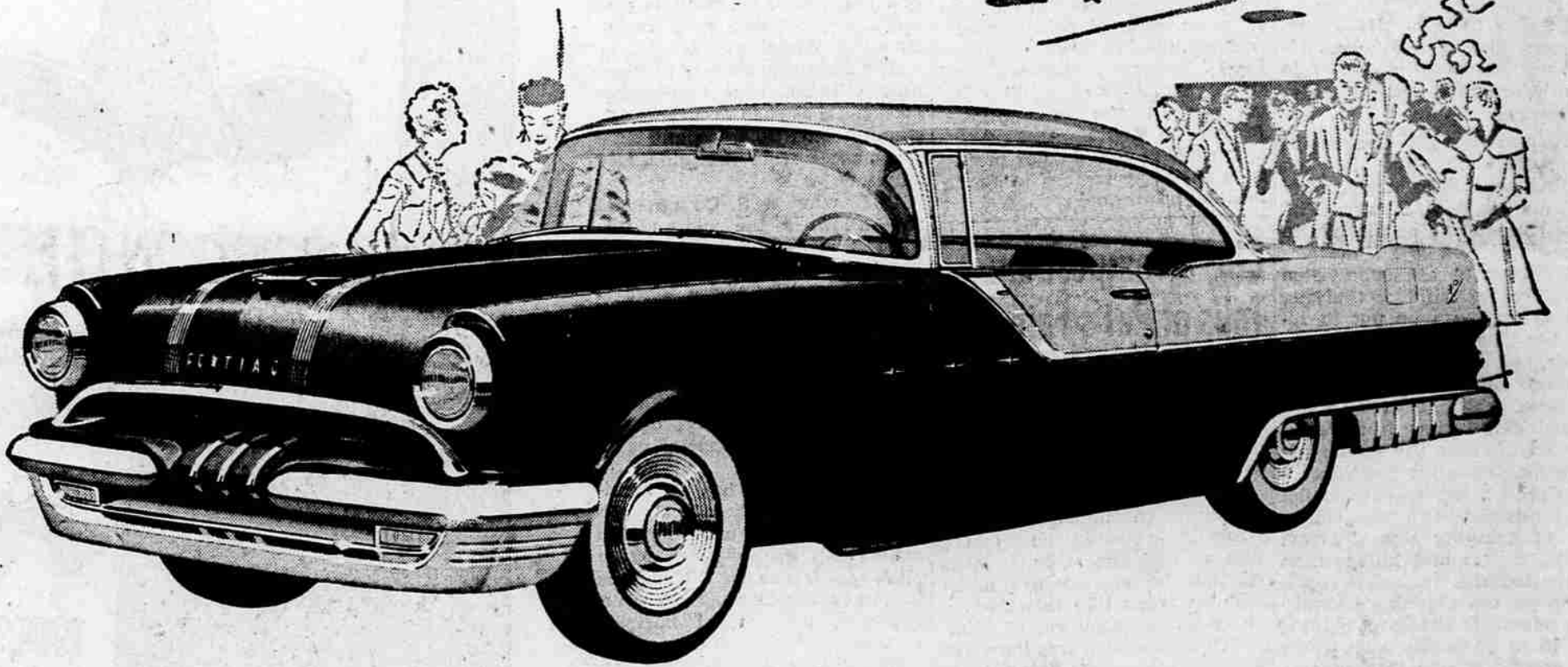
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THE FABULOUS ISTAR CHIEF SERIES—Luxury-car beauty, size, power at lowest cost!—124" wheelbase

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THE BEAUTIFUL 860 SERIES—High style and high power at a price near the lowest!—122" wheelbase

There's no better place than the auto show to learn how distinctively different Pontiac styling really is... how Pontiac luxury compares with cars costing hundreds of dollars more... how it matches in size and roominess America's finest cars.

But beauty and size are only part of the wonderful Pontiac story for 1955. You get the big thrill when you come in for a demonstration drive. Once you're behind the wheel you experience an entirely new kind of performance—Strato-Streak V-8 performance—so responsive, so effortless

it almost seems to anticipate your demands. This great new 1955 Pontiac handles so easily and rides so comfortably you suddenly realize that here is the totally modern driving you've been waiting for.

And there's another very pleasant surprise awaiting you when you ask about price—for you can buy a Pontiac for only a few dollars more than the lowest-priced cars. Come in tomorrow—let your own eyes, your own hands on the wheel prove to your complete satisfaction that this is your kind of car, at your kind of price.

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