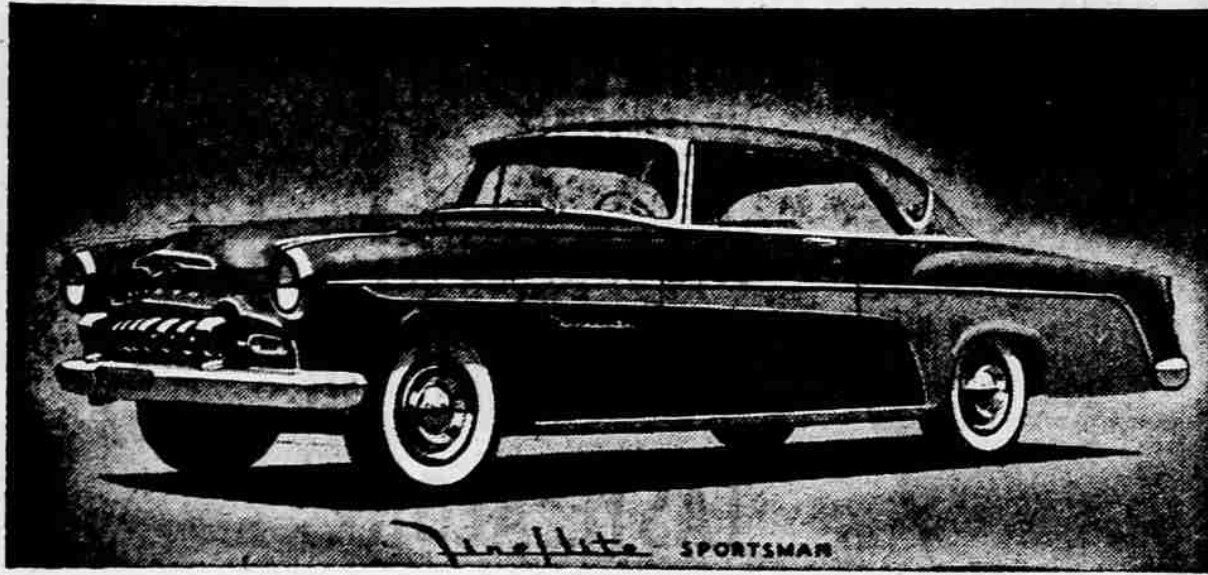


# De Soto Presents Two Lines for 1955 With Contemporary 'Forward Look'



## Engines Designed To Operate on Less Expensive Fuels

The two DeSoto lines for 1955 are completely new from bumper to bumper — longer, lower, and wider, with a stylish contemporary new "forward look" which expresses fleetness, power, and outstanding performance. The DeSotos may be seen at Dick Knight Co., 38 South Riverside ave.

Both lines, the magnificent new Flatflite, new leader of the DeSoto line, and the well-known Firedome are powered by new hemispherical combustion chamber V-8 engines, redesigned for increased power and performance.

### Greater Displacement

These engines feature greater displacement and larger intake and exhaust valves. The Fireflite engine delivers 200 horsepower and is equipped with a new four-barrel carburetor with vacuum automatic control on the opening of the two secondary barrels. This permits economical cruising on two barrels, with automatic opening of the other two barrels for a burst of acceleration. Coupled with the improved Powerflite transmission, this power plant provides a gratifying abundance of power and speed to meet every driving need.

The famous Firedome engine now delivers 185 horsepower, an increase of 15 over the previous model.

### Efficient Operation

Unlike many cars, both the Fireflite and Firedome engines are designed to operate efficiently on the less expensive standard fuels, which can add up to a considerable saving on fuel bills in a year of driving.

In addition to the many new features of the bodies, from the "New Horizon" fully wrapped-around windshield, to the beautiful color-keyed interior appointments, the 1955 DeSotos incorporate many equally important chassis changes. Frames are heavier and more rigid. Both front and rear suspensions have been redesigned to further reduce body roll on cornering. The front tread has been increased almost four inches, rear springs are more than five inches further apart, and the Oriflow shock absorber mountings, front and rear, have been modified for greater effectiveness.

From every standpoint, styling and engineering, the 1955 models are the finest and most beautiful motor cars ever offered by DeSoto.

## Three-Cent Stamp Possesses Long, Colorful History

Washington—(U.P.)—The three-cent stamp, which postal officials want to abandon in favor of four-cent postage on first-class letters, has had a long and colorful history.

More than 175 regular and commemorative issues of three-cent stamps have left the presses since they first appeared in 1851. It has been dressed in purple, red, blue, green and maroon.

More than 100 years ago a profile of George Washington designed from a bust by Houdin adorned the first three-cent stamp. It appeared four years after the government started issuing adhesive postage stamps.

Since then, according to the national Geographic society, three-cent stamps have featured a gallery of leading Americans and history-making events.

Monroe, Jackson, Lincoln, both Roosevelts, William Penn, Webster and Generals Lafayette, Sherman, Grant, Sheridan, Goethals and Stephen W. Kearney have been on three-centers.

Most Revenue — Still others honored were Edgar Allan Poe, Luther Burbank, Victor Herbert, Augustus Saint-Gaudens, Al Smith, Edison, Joseph Pulitzer, George Washington Carver, Will Rogers, Joel Chandler Harris, Samuel Gompers, George Eastman, Harlan F. Stone and "Casey" Jones of railroad fame.

Women honored were Clara Barton, Juliette Low, Moira Michael and Betsy Ross.

Three-cent issues memorialized Byrd's second Antarctic trip, baseball's centennial, the Smithsonian Institution's 100th anniversary, dedication of Palomar Mountain observatory, the GAR's final encampment and state admissions to the Union.

Three-cent stamps have provided more revenue than any other denomination. In fiscal 1954 alone, they brought in \$300,000,000. But that still was not enough, according to the postal department, to pay costs of handling first-class mail.

## Oregon State Motor Association Observes Golden Anniversary

This is the Golden Anniversary of the Oregon State Motor Association!

Fifty years ago, in April, 1905, a group of pioneer Portland automobile owners conceived the idea of forming an organization of persons interested in the new horseless carriages. Such an organization, they felt, was needed to provide leadership for the development of better roads, better driving aids, legislation to regulate the use of the motorized vehicle and other matters pertaining to the ownership and use of the automobile.

After all, there were 218 automobiles registered in the state of Oregon in 1905, and it was the firm belief of those early motorists that in the years to come, this number would increase materially! And if something wasn't done to prevent it, there was a very good chance that people who still thought the automobile wasn't here to stay and who are fairly sure that it would be better for everyone concerned if it didn't—would set up restrictions which

would be to the detriment of the new vehicle's development.

At the first meeting of the group in Portland, P. S. Malcolm, who was named temporary chairman, said in so many words:

"When the public learns that this club will place a restraining hand upon its members regarding the rate of speed and the manner in which cars should be driven through the streets, they will not be disposed to cry for laws that will be detrimental to automobilists."

So, with high purpose and supreme vision, these intrepid pioneers in the motorized world laid their plans and the Portland Automobile Club came into being late in April, 1905.

### Effective Role

During the last half-century, the club has played an intimate and effective role in all developments that went to make the operation and ownership of automobiles what it is today.

The Association plans to tell something of this story during the Golden Anniversary year. In The Oregon Motorist, official

club publication, and in the public press, radio and television, the fascinating story of 50 years of motoring will be told. The story of this development will be keyed to the objectives of motor clubs as expressed by the Portland group in 1905:

### Liberal Laws

"Enactment of liberal laws regulating the use of automobiles on the public highways.

"Protection of the legal rights of users of motor vehicles.

"Improvement of public highways.

"Development and introduction of the automobile.

"Equitable regulation of automobile racing and trials of endurance and efficiency.

"A medium for counsel and interchange of information, ideas and suggestions tending to the development and advancement of the art."

### SPEEDING TEACHERS

Indianapolis, Ind. — (U.P.) — Miss Lelike Hicks and Mrs. Lola Pence were lectured by a judge for speeding in a school zone. Both are schoolteachers.

## Ignorance of Dental Health Widespread

Chicago — (U.P.) — Many children are growing up to be dental cripples because ignorance about dental health is still too wide-spread, according to the president of the American Dental Association.

Dr. Daniel F. Lynch, Washington, D. C., said "the toll taken by dental decay alone in terms of tooth loss, difficulty in eating, blighted appearances and even facial deformities is staggering and needless."

Lynch said emphasis on children's dental health is the only sound approach to the nation's dental problem.

He urged that the following procedures be carried out for all children to help promote lifelong dental health.

1. A nutritious diet low in sweets.
2. Proper use of the toothbrush right after eating.
3. Early detection and treatment of dental defects to prevent more serious ills later.
4. Fluoridation of community water systems to reduce dental decay among children by as much as 65 per cent.

## Atomic Bomb Shelter Built at Estate Of L.A. Industrialist; Will House 14

Los Angeles — (U.P.) — An atomic bomb shelter is being built on the suburban estate of a Los Angeles industrialist. Everyone hopes it will never be put to a test. But the men who designed it believe they have come up with the best idea yet for survival under atomic attack.

The shelter, involving a cylindrical iron "hull" buried in the ground, is the brainchild of Paul Laszlo, a noted industrial designer, and James Clark and Maj. Robert Crawford, two aerodynamics experts.

They believe the shelter would offer complete protection to its occupants as close as one mile to the "ground zero" of an atomic bomb explosion. Ordinary buildings this close to ground zero would be demolished.

### Shelter Approved

The Los Angeles City Planning Commission earlier this month gave its approval to the shelter. The first one is being built on the spacious grounds behind the home of industrialist John D. Hertz in suburban Woodland Hills.

The shelter itself consists of a corrugated iron tube 10 feet in diameter and 30 feet long. It will be sunk in the ground and covered with about six feet of

earth. It will have three rooms and a capacity of about 14 people.

Air ducts will be equipped with filters to clean radioactive particles out of the air that is sucked into the shelter. The equipment also includes oxygen tanks, an electric generator, an emergency water supply, a set of tools and a geiger counter and radio.

But the most significant feature of the shelter, as Laszlo describes it, is the entrance. A concrete mound with a carefully worked out aerodynamic shape surrounds the entrance well.

## 74 New Polio Cases Reported in Week

Washington — (U.P.) — The Public Health Service said today that 74 new cases of polio were reported in the week ending last Saturday. It said 87 cases were reported in last year's comparable week.

The nation entered the so-called "polio year" this month. For the first two weeks of the year 135 new cases were reported as compared to 184 cases in the similar period of 1954.

This mound is designed to create a low pressure area around the entrance no matter how powerful a blast of air is pushed over it.

### Important Doors

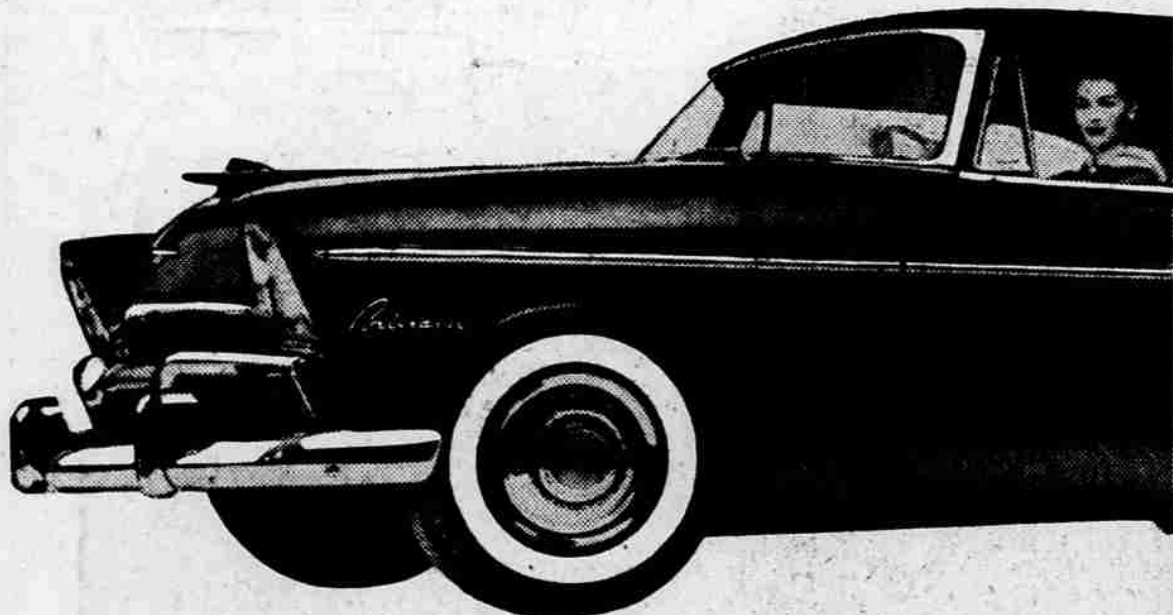
Laszlo said this feature protects the shelter from having its door torn off its hinges. An ordinary door would be ripped open by a blast six or eight miles away from ground zero.

The shelter on the Hertz estate will be just outside the house, on the side away from the city of Los Angeles.

"I usually design homes," said Laszlo, 52, who was a pioneer of the indoor-outdoor conception of modern home design. "But I couldn't stand by idly when so little was being done about designing shelters."

Hertz is a member of the board of trustees of the Lovelace Foundation at Albuquerque, N. M., which is noted for research in atomic age medicine. He asked Laszlo to go to work on a shelter, and agreed to have the first one installed at his home. It will cost \$12,000.

"We'll go on from this to simplified models which can be much larger, for schools for instance or much smaller, for a family of more modest means," Laszlo said.



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