



WHAT THE EXPERTS SAY ABOUT RENAULT

"Budget Car Beats Them All!"
—MEN MAGAZINE

If the sight of a 20-foot long, 5,000-pound, 250 horsepower gas-guzzling monster offends your taste or wallet, you're a member of an ever-growing group of Americans who still remember what the word "economy" means as applied to an automobile. The French have come to your rescue. Behold the Renault Dauphine!

In the brakes department the Dauphine is equalled only by racing jobs. Or if you want to compare on the basis of square inches of brake lining area per ton of car weight, the brakes on the new Renault are roughly three times better than Cadillac brakes. This means not only that you can stop on 8 1/2 cents, but that you can keep on stopping again and again from high speed or coming down a steep mountain grade without encountering brake "fade."

As far as room and comfort are concerned the Dauphine is as comfortable for four passengers as one

of our big cars is for six. Because of the rear engine there is no transmission hump down the center of the floor, and leg room is not at all cramped. The two bucket seats in front are individually adjustable and afford excellent support on long trips. The trunk compartment, which locks from the inside, is large and uncluttered.

There is a lot less gear shifting to do, thus saving not only the engine but the transmission. In addition, there is available an automatic electric clutch that completely eliminates the clutch pedal, making driving even easier and more relaxing. This automatic device does not cut down on fuel economy or reduce engine braking as do most of our automatic transmissions. The result is an automobile that will get better than 30 miles per gallon if driven extremely fast and more than 40 if driven normally.

With all this and a price tag of only \$1,695, how can you lose?

"A very remarkable automobile"
—AUTO AGE

The new five-passenger Renault "Dauphine" is a very remarkable automobile indeed. For instance, the question of comfortable and "easy" seating accommodation (always a terrible problem on very small European automobiles) has been carefully studied and involved testing no less than 50 different persons (men and women) of various ages, weights, sizes, etc. Renault's solution of this problem for the "Dauphine" is extraordinarily successful, to put it mildly.

Based on previous experience, I looked with mistrust at the little car's three-speed gearbox as I strongly believed that, for a tiny engine, a four-speed gearbox was imperative in order

to obtain decent performance. I was quickly persuaded of the fallacy of such an idea as applied to the "Dauphine" as its three forward speeds were absolutely adequate. Second gear has a range of from 12 to 50 mph and of the 215 miles that I drove, always at full speed, at least 140 of them were driven in second gear! Fuel consumption for this test run through the mountains worked out to the low limit of 36 miles per gallon. None of the difficult driving circumstances encountered produced the least sign of overheating.

The little Renaults are surely going to be very popular and, in my opinion, are going to put the standard of popular motoring on very high level.

"A practical buy"
—MOTOR TREND

The Dauphine is a ball to drive, but is it a practical buy? We would certainly give prospective buyers the go-ahead here. If there was ever a car that will pay for itself, this is it. Maintenance expenses should be lower than on any car we know of, and this includes even such matters as washable plastic seats and door liners, and wear and tear on the driver.

The car's nimble handling is a big factor in its ability to keep up with large-car traffic. Most astonishing figure of all was our average gas mileage: over 39 mpg despite rough treatment, including fast highway driving and, in town, traffic lights galore.

The rear engine compartment is a joy to behold. Small headers and a chrome rocker cover are bonuses. Owners are advised to climb out whenever an attendant unfamiliar with the car opens the rear "hood": Three similar filters can confuse him despite the red cap on the gasoline filler.

Well-hooded to cut night glare, the instruments include a speedometer, fuel and water temperature gauges,

and warning lights for oil pressure and generator charging. An ingenious flip-over ashtray, 2 open but properly lined glove compartments, and a soft rubber strip at the panel's lower edge provide for your comfort, while lights, horns (there are 2, in the French fashion), electric wipers and all-night parking lights are controlled by various switches. The starter (with automatic choke) is operated by a key that also locks the steering.

PERFORMANCE
From Standing Start
0-30 mph 7.1 9-45 mph 15.0
0-60 mph 31.6
Quarter-mile 22.6 and 57 mph
Passing Speeds
30-50 mph 12.3 40-60 mph 19.6

Fuel Consumption
Used Mobilgas Regular
Stop-and-Go Driving
39.1 mpg city and highway average
Top Speed
71 mph

Speedometer Error
Road 34 at true 30, 51 at true 45,
66 at true 60, and 77 at top speed

"Strong, solid and well-knit"
—SPORTS CAR ILLUSTRATED (Road Test)

Probably the most important single criterion in the light-car class is size. There is little point in buying a four-seater passenger car if it has no leg room for the rear-seat passengers, and certainly such cars have been built. But the Dauphine isn't one of them. Even with the front semi-bucket seats in full retreat—5.25 inches adjustment is available—leg room in the rear is adequate for all but very tall riders.

ENGINE
Among the most significant details are the wet cylinder liners, water jacketed throughout their length. They're long-wearing to start with and can be replaced over and over again, giving the engine a Methuselah life expectancy. From the standpoint of service accessibility, the Dauphine engine is second to none, and the low cost of a ring and valve job is a downright joke.

APPOINTMENTS
Unlike most rear-engine cars, the Dauphine is notable for near-total lack of engine noise in the passenger space. An extremely simple but adequate system of hot-air ducts warms the passenger space and supplies the defrosting slots, and Dauphines for the U.S. export market come equipped with a blower to boost the circulation of warm air.

Operating economy is, of course, one of any light car's main reasons for being. We expected good fuel consumption in the Dauphine, but what we actually got was startling. The very worst gas mileage figures, taken during acceleration and top speed runs, was 36.5 mpg. During average around-town driving we recorded 41.3 mpg and at a steady 40 mph we got just under 50 mpg.

The Dauphine is a supremely satisfying light car and it stands among the leaders in its field. The car

sounds and is strong, solid and well-knit in every other way. And it's a real ball to drive.

TOP SPEED:
Two-way average 74.5 mph
Fastest one-way run 75.3 mph

ACCELERATION:
From zero to
30 mph 6.7
40 mph 11.1
50 mph 17.8
60 mph 30.5
70 mph 71.0
Standing 1/4 mile 24.3

SPEED RANGES IN GEARS:
I zero to indicated 25 mph
II 8 (idle) to indicated 50 mph
III 15 to indicated 76 mph

SPEEDOMETER CORRECTION:
Indicated Actual
30 26.5
40 35.8
50 44.8
60 54.0
70 62.5

FUEL CONSUMPTION:
Hard driving—36.5 mpg during acceleration and top speed runs.
Average driving (under 60 mph)—38.0 mpg. Steady speeds under 45 mph, 49.7 mpg.

BRAKING EFFICIENCY:
(10 successive emergency stops from 60 mph, just short of locking wheels)
1st Stop 60
2nd Stop 58
3rd Stop 58
4th Stop 58
5th Stop 50
6th Stop 55
7th Stop 53
8th Stop 55
9th Stop 58
10th Stop 60

SUMMATION:
Slight fade, almost immediate recovery.

PONTIAC DUBBED BOMB "WITH FINESSE"

Early this year the "PONTIAC BOMB" was exploded in Daytona Beach, where for the first time in history Pontiac took the lead in the "Hot" car class, by winning 1-2-3 in the Grand Slam of all races at Daytona, Florida. This followed the following article published in Mechanix Illustrated by Tom McCahill, noted racer and car authority.

"... after making nearly 100 acceleration tests, the 1957 Pontiac is the 'hottest' full-sized sedan I have ever tested. Pontiac smashed every acceleration record ever reported in M.I. for a full sized production sedan."

"The car was a Super Chief with the big engine, displacing 347 cubic inches. If you bear in mind that the Chrysler-powered Cunningham racers of just two or three years ago had big V-8 engines that only displaced 332 inches (the same as Cadillac in those days) you'd see that the new Pontiac has an engine just a squirrel and a half smaller than the average college gymnasium."

"... this big 10:1 compression ratio engine averaged 18.6 miles to a gallon all the way from Florida to New York with the car fully loaded

with three people, an 80-pound dog and several hundred pounds of luggage."

"If you're the kind of a sport who likes to pop his vest buttons with pride over the athletic prowess of your steed, then Pontiac is the one car you can buy with complete confidence. Nothing built before will beat you ... and my crystal ball doesn't see too many others coming up that could do it either. With fuel injection added to this bomb, you can throw your Zippo away. Just hold the end of your cigar out the window, push the pedal marked 'Power' and the air friction will ignite it instantly!"

PERFORMANCE
0 to 30 mph—3.1 seconds
0 to 50 mph—6.2 seconds
0 to 60 mph—8.3 seconds
0 to 70 mph—10.9 seconds

Yes the Grandma of the car industry suddenly came to new life and went on to capture many coveted awards. Shortly after it was noted the California Highway Patrol conducted a series of tests and purchased 300 of the Chieftain models. The results of those tests are shown below.

CALIFORNIA HIGHWAY PATROL CHOOSES PONTIAC OVER COMPETITION



Six 1957 competitive automobiles were subjected to tortuous tests by the California State Highway Patrol recently for the purpose of selecting a Police pursuit car of maximum qualifications. Pontiac won over all makes entered, and the California Highway Patrol ordered 300 cars from Pontiac, San Francisco, as a result of the tests. Analysis of the test results not only proved Pontiac's superior handling and performance characteristics, but also served as a verification of the successful Competition Comparison Drive recently completed by salesmen and dealers all

over the country.

In the 1/4-mile standing start, repeated three times, Pontiac topped all competition ... reaching a speed of between 85 and 86 miles an hour.

In the one-mile standing start Pontiac clocked out at 112 miles per hour, shaded only by one much more expensive model that reached 113.

With a fifty-mile-per-hour running start ... again triple tested ... Pontiac proved to be the fastest car.

From a standing start over a 2 1/2-mile run Pontiac's top recorded speed was 119.5 miles per hour.

COMPARATIVE PERFORMANCE DATA*

Car	1/4-Mile Standing	1/4-Mile 50 MPH	1-Mile Standing	2 1/2-Mile
PONTIAC	85-86	85-86	110-112	118-119.5
Car "D"—blue	82-84	82.5	102-105	106-108
Car "D"—red	83-85	82-84	103-104	108-109
Car "M"	83	81-83	102-104	108-110
Car "O"	83-84	83	105-106	112-113
Car "B"	83-85	84.85	110-113	118-122

In cornering, deceleration and brake-fade tests, Pontiac proved its superior roadability with straight-line stops well under the allowable. Superb cornering characteristics were also observed.

Car	174'	167'	155'	Very Straight
PONTIAC	174'	167'	155'	Very Straight
Car "D"—blue	151.6'	121'	160'	Bad Pull
Car "D"—red	216'	114'	137.3'	Light-medium Pull
Car "M"	156'	172'	159'	Moderate-bad Pull
Car "O"	148'	140'	145'	Very Straight
Car "B"	184'	171'	188'	Bad Pull 100-125"

All tests were conducted under the supervision of the California Highway Patrol—only its employees were allowed to drive or ride in cars being tested. All cars tested were new and broken in over the same route by C.H.P. employees. Radar equipment was used to secure accurate readings, and speedometers of the vehicles were calibrated by means of a fifth wheel. During the break-in trip from Sacramento to Fresno, an accurate mileage and gasoline consumption record was kept, in order that gasoline mileage might be computed.

*Test performance data shown here are the average of three runs and are unofficial, since the California Highway Patrol cannot officially release competitive test results. Pontiac test car was a stock Chieftain two-door sedan with synchromesh transmission; all equipment was standard except four-barrel carburetor and dual exhausts, which were in specifications. Tests results were as observed by Pontiac officials present at the tests.

Pontiac has been one of the leaders this year in the General Motors Family of showing itself as a ground gainer in sales in its field. Its styling and performance seem to be accepted with the general consumer, and it is reflected in the sales results.

"Well Suited for the average American"
—ROAD & TRACK (Road Test)

Seldom if ever, have we seen such a reception for a new car as been accorded the Renault Dauphine. It has been given pages of publicity by virtually every foreign publication of note and all of them have been unanimous in praising the car.

The Dauphine scores notably, for the American driver, in being exceptionally easy to drive, with nothing new to learn. You can plow it into

high at 20 mph and the tiny \$1.5 cu. in. engine accelerates the car smoothly and briskly. Conversely, anyone used to the normal highway performance of small-engined cars will be amazed at the way the Dauphine pulls on long grades, especially those of a degree which would require 3rd gear in a 4-speed 1100cc. vehicle. It stays right up with normal traffic without straining, both in town and on the open highway.

"A princess and a lady all the way"
—FOREIGN CAR GUIDE

What is a Volkswagen owner and enthusiast supposed to do when he encounters a car that sells for about the same price as his, yet is superior to his in many ways? Does he suddenly switch loyalties and trade cars? If any car could make me do it, it's the Renault Dauphine. A princess

and a lady all the way, yet a rugged little car that will handle with the best of them, and better than most. This doll had me doing things the very first day of driving, that I still won't attempt with my VW, after many tens of thousands of miles of driving it.



FACING heavy day of appointments, President Eisenhower returns to White House after week-end at Gettysburg, Pa. (International)

Way Said Found To Eliminate Cigarette Cancer

Washington—A Cleveland research firm claimed today it has discovered a cancer-producing agent in cigarettes—and a way to eliminate it.

At the same time, Prof. Harry S. N. Greene, head of the pathology department at Yale Medical school, pooh-poohed various medical reports indicating a relationship between smoking and lung cancer. He said such findings are based on statistical studies and that "statistics do not in themselves establish a cause and effect relationship."

Loss of Hair
For example, Greene said, by using statistics alone it might be possible to conclude that since bald-headed men frequently occupy the front row of burlesque houses, "the continued close observation of chorus girls in tight costumes caused loss of hair from the top of the head."

However, Dr. S. Z. Cardon, a chemist for the Rand Development Corp. of Cleveland, said his firm found that a "known cancer-producing agent" called "3,4-benzopyrene" occurred in condensed tars of smoke from cigarettes as well as cigarette paper and cigars.

Found in Paper Smoke
Cardon and Greene made their statements in testimony prepared for the House Government Operations Subcommittee investigating cigarette filters. Cardon told the congressmen that 3,4-benzopyrene was found more in smoke from the paper than the tobacco in cigarettes. He said cigarettes can be treated with ammonium sulfamate to "reduce by a large factor or eliminate entirely" the benzopyrene.



JEKYLL AND HYDE?—William Liebscher Jr., 39, described as a "quiet family man" was arrested by the FBI in Fairfax near San Francisco on charges of robbing 14 California banks of \$28,465 over a period of a year and a half.

Attacker of Florida Woman Being Sought

Tampa, Fla.—Police today sought a house-breaker and the weapon he used to fracture the skull of the beautiful 29-year-old wife of one of Florida's foremost criminal investigators. Officers disclosed Wednesday that Mrs. Neil Keen was struck on the head by an unidentified object early Tuesday as she slept. They said the front door of her home had been forced open.

Keen, now a private investigator, was asleep in another bedroom at the time, officers said.

STRAGGLER WINS AWARD
Honolulu—Bert Holland of Santa Cruz, Calif., skipper of the Ketch Beruth, last night was elected rear rear admiral of the stragglers' division of the Trans-Pacific Yacht club. The 50-foot Beruth was the last of 34 yachts to cross the finish line in the annual race from San Pedro to Honolulu. Holland vowed to beat all of the sailing vessels back to the mainland, however. He plans to use a motor all the way.

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"GRETTEL" 10 Diamond Bridal Set	\$49.50
"GLORIFIED 100" 11 Diamond Bridal Set	\$100.00
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"THE SENATOR" Gent's Diamond Onyx Ring Reg. \$79.50	\$49.50

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WATCHES

Ladies' Jeweled Dress Watches Reg. \$24.75	\$10.00
Ladies' Water and Shock Resistant Reg. \$24.75	\$10.00
Ladies' 17 Jewel Dress Watches Reg. \$39.75	\$19.95
Gents' Jeweled Dress or Waterproof Reg. \$24.75	\$10.00
Gents' 17 Jewel Water and Shock Resistant Reg. \$35.00	\$19.95

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JEWELRY

Assorted Costume Jewelry Reg. \$1.95	39c, 3 for \$1.00
Fine Rhinestone Jewelry Reg. \$3.00 to \$5.00	\$1.95
Diamond Set, 10K Gold Cross Reg. \$35.00	\$14.95

NO MONEY DOWN

SILVERWARE

30-Pc. Service for 6 Stainless Tableware Reg. \$11.00 (choice of 2 patterns)	\$4.88
Silver Plated Hollowware, assorted Reg. \$12.00	\$5.95
Community Silverware, 53-pc. service for 8 Reg. \$99.75 (Coronation)	\$49.88
52-Pc. Deluxe Quality Stainless Tableware Reg. \$49.95	\$29.95

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MISCELLANEOUS

Imported Meat Slicing Machine Reg. 12.95	\$4.99
Copper Chafing Dish Reg. 9.95	\$4.99
9-Pc. Boxed Kitchen Tool Set Reg. 7.95	\$4.88
Folding Port-A-Table Reg. 17.95	\$9.88

NO MONEY DOWN

HOUSEWARES

Nelson Fry Pan Reg. 19.95	NOW \$10.88
Presto Stainless Steel Pressure Cooker	NOW \$12.88
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53-Pc. Set Doraline China Reg. 39.95	NOW \$27.88
Wide Variety Bone China Cups and Saucers Your Choice	\$1.44
Blankets Values to 3.95	NOW EACH \$2.99

SET YOUR OWN TERMS

APPLIANCES

Philco Model 2203 Transitone Portable TV	\$129.95
Thermo-Cool Portable Air Conditioner	\$34.88
GE Model F-710 Transistor Radio (less batteries)	\$34.95
Motorola Portable Radio with Rotary Antenna (less batteries)	\$34.95
Westinghouse Canister Vacuum Cleaner	\$39.95
All Transistor Olympic Portable Radio Reg. 39.95	\$19.88
Emerson 21" TV Console, alum. tube Reg. 249.95	\$199.88

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