

Dodge Dealers Note 'Dream Come True'

Dodge dealers describe the 1959 Dodge as a "driver's dream come true"—comfortable, easy to operate, with conveniently located controls, high-styled and economical.

They are sold locally at Parsons Motors, 315 East Fifth st.

Swivel front seats lead Dodge features for 1959. Other comfort items, which verify the "Live Better by far with a Brand New Car" campaign, are deeply-padded custom seats and push-button or pull button controls for all driver operations.

Instruments are grouped in a shrouded cluster highlighted by a bar-type safety speedometer which registers speed in warning colors.

Wheels Higher
Steering wheels are higher and flattened slightly on top to afford better road vision.

The new Lustre-Bond Hi-Baked enamel finish requires far less waxing and polishing and may go for as long as two years with nothing more than

washing, the company reported.

Four high-economy engines offered on various Dodge models can result in savings as high as 80 cents on every tank of gas. Better "spring" action has resulted from the twisting torsion bar and new cams permit easier front end adjustment.

Two electronic driver assists this year are a rear-view mirror that automatically deflects the glaring headlights of overtaking cars and the headlight dimmer which turns the car's headlights to low beam when "sensing" the lights of oncoming vehicles.

ALUMINIZED STEEL

Mufflers made of aluminized steel what double muffler life and tailpipes made with 25 per cent thicker steel are standard equipment on all 1959 Mercurys, according to the manufacturer.

Chinese workers as early as the sixth century produced bowls, dishes and vases of translucent porcelain.



WHAT GOES ON HERE?—Lynn Martin would have you believe she is pouring real paint on the rear deck of a Chevrolet Impala sport coupe, but the paint columns are actually made of plastic. The effect points up the recent change in customer car-color preference which last year was led by silver blue followed closely by black. Sapphire is leading at present, followed by light blue, ivory and black.

Choice of Three Engines Available

A choice of three V-8 and one six and a variety of transmission-rear axle combinations are offered by local Plymouth dealers. All are taking part in the "Live Better by far with a Brand New Car" campaign.

Plymouth has made available six different rear axle gear ratios and four different transmissions which engineers have tested to assure delivery of maximum efficiency in city traffic, turnpike touring or mountain driving.

Important changes have been made in the engines, the dealers reported, to increase their performance ability and at the same time to increase their operating economy. Tests have shown gas savings up to 10 per cent.

The Fury V-8000 with 230 horsepower is the standard engine for the Savoy, Belvedere and Fury lines; the 260 horsepower Fury V-800 with Super Pak is standard for the Sport Fury and optional elsewhere; and the Golden Commando 395, delivering 305 horsepower, is optional on all models.

About one-half of American adults wear glasses.

American Motors Has Single Unit Body

All American Motors cars employ a single unit body construction, all-welded to virtually eliminate squeaks and rattles. The passenger compartment is protected on all sides by a one-piece, three-dimensional structural unit.

For longer life, the bodies are put through a "deep-dip" rust-proofing process pioneered by American Motors. Local representative for the American Motors is Lea Motors.

Improvement Noted In Studebaker

Nearly 20 per cent improvement in performance was noted in the 1959 Studebaker six-cylinder engine over the 1958 engine with the new model at 35 miles an hour, it was announced by the Studebaker-Packard corporation.

Tests also showed an eight per cent improvement in fuel economy, in conventional third gear between 30 and 35 miles per hour, over last year's engine.

With overdrive, a spokesman said, the new Six shows a better than eight per cent fuel economy improvement in the vital 30 to 60 mile an hour range, where most out-of-town driving is done.

DeLeigh Motors is the Medford dealer.

Mercury Gives Design Attention

To take advantage of the growing trend to the station wagon as an all-purpose family car, Mercury engineers gave special attention to functional design features for the new 1959 Mercury "Country Cruiser" station wagon.

They are on display at Medford Motors in Medford. Following the general styling theme of the totally new Mercury line, station wagons have a compound curved windshield and a completely redesigned front seat and instrument panel area.

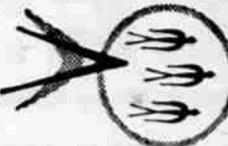
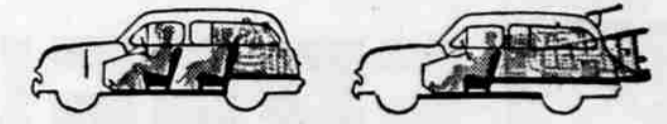
Front doors on the four-door models are almost four inches wider and on the two-door models are almost two and one-half inches wider. All station wagons have a new concealed package compartment beneath the rear floorboard. A completely self-stor-

The Amazon River's discharge is greater than that of the world's three next largest rivers combined. The Amazon freshens Atlantic waters 100 miles offshore.

THE SIMCA STATION WAGON



You name it, this wagon does it. And you'll have power and room to spare. The perfect answer to low-cost sales travel, with all the samples you stock. And for family outings, pile in the whole brood. One flick of the safety catch and you've got your choice of seats for five, or half a ton of cargo. The same great SIMCA engine that holds the world's endurance record of 62,137 consecutive miles, averaging over 70 miles per hour. Parts and service everywhere.



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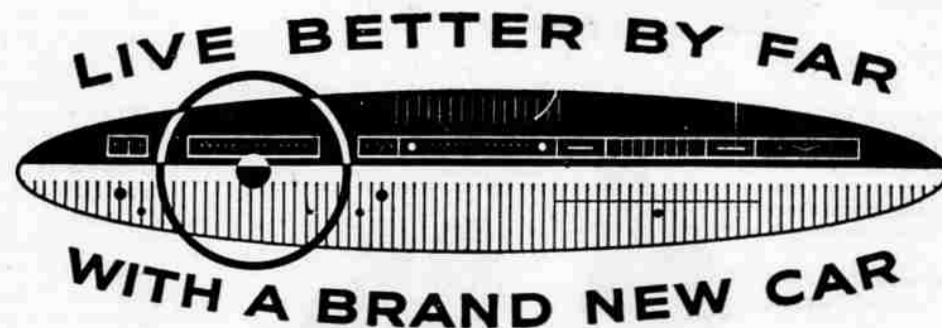
It's PEAR BLOSSOM FESTIVAL TIME IN MEDFORD!

BE AN EXPLORER.....

YOUR BEST BUY - BY FAR - IS HERE!

- BIGGEST TRADE-IN ALLOWANCE that means the biggest savings in town for you. Compare! No trade-in? — comparable allowances made!
- ONE-PRICE POLICY — We feel that quoting a different price to different buyers is a form of cheating. We always deal honestly!
- FINEST AFTER-SALE SERVICE includes full factory guarantee . . . check-up and repair work done in our own excellent, authorized garage.
- FAIREST FINANCING . . . EASIEST TERMS . . . You may use your own bank or credit union . . . or we will budget financing to suit your needs.
- COURTESY AND INTEGRITY that is proven time and time again through repeat customers. Deal where you can always be sure.

Just for fun, get out your local road map and pick a destination without looking. Then bundle everybody in the new buggy and drive off to new horizons. You'll love the excitement of expectation—of discovering places fresh and different just around the bend. Driving can be lots of fun — but, of course, it's MORE fun by far in a brand new car! And if you don't have a new car, do something about it. Your favorite new car dealer cordially invites you to visit his showroom this week. Let him show you the latest advances in engineering and distinctive styling. Stop longing . . . start living! Get over to your dealer's and start driving the most carefree, trouble-free car ever built. You owe it to yourself!



Your friendly Medford Automobile Dealer invites you to see, try, buy the car of your choice... now!

MEDFORD AUTOMOBILE DEALERS ASSOCIATION