

SPECIAL EDITION!

Weather

Sun, rain, snow or sleet, be sure to visit the Pontiac Calvacade and see the fabulous new 1960 Pontiacs.

DEAN & TAYLOR PONTIAC



NEW GMC V-6 ENGINE IS HERE!

DEAN & TAYLOR PONTIAC CO. APPOINTED DEALER FOR ALL-NEW GMC TRUCK LINE

Medford Agency Now Equipped to Offer Vehicle for Entire Car and Truck Market

By BOB TAYLOR

Our introduction of the GMC line completes a cycle in the automotive field, whereby we can now offer a commercial, import, and passenger car to cover every market. Our facilities are being expanded to handle the additional service and parts we know will follow the GMC trucks.

As you can see from the display on this page, we will have many new line this year, particularly of interest is the Carvelle Sport Coupe built by Renault which will be on display in December.

Renault will also have a front engine, front wheel drive delivery, with a flat rear deck, available next spring. We will have available a similar type truck in the GMC line for delivery purposes in the early spring. We are pleased to note that Pontiac ended up in 3rd place in sales nationally for the '59 model run, and the 1960 is so far exceeding the '59 record. This means money in the pocket to Pontiac owners, due to the fact that popularity of a model establishes its used car value. I look forward to the Chevrolet Corvair recently introduced to lead to a benefit to all owners of passenger cars. With an established opinion already received through its introduction that the public needs and wants a compact car, I feel we will see the GM division aid you medium priced car buyers with better values for your money in the future. I look for Pontiac to have a compact car similar to the Corvair in engineering design next year. Having sold Renaults for the last 3 years with rear engine motors, I'm sold on rear motors, and I don't believe competitors would be carrying on so if they had had time to revamp their models to the new concept of transportation GM has developed. Any way you look at it 1960 brings you many new trends in engineering and benefits.

The V-8 motors available in the GMC truck line has the industry keenly aware that GMC didn't just change their model because another year elapsed. They have the biggest news in 20 years of trucking, and we're darn glad we have the line to sell and service for you.

La Rue Morris Joins Staff at Dean & Taylor

LaRue is certainly well qualified to represent our GMC line, having been in the sales field for over 10 years in Medford. Most of those years were spent with the GMC dealers in this area. Prior to coming to Medford he was a Diesel Engine and Locomotive instructor for the service department of General Motors. This past summer he operated a small "City" of his own making on his ranch "Hidden Valley" just a few miles north of Central Point. I guess he didn't find enough gold because we were able to entice him to come down out of the hills and sell the new V-6. We are certain LaRue can give you the technical advice so necessary when buying a truck to handle a work load for you.



LA RUE MORRIS
Trucking Specialist Joins GMC Organization at Dean & Taylor

All America Is Talking About GMC's New V-6!

Business Week . . .
"A new line of gasoline engines for trucks, expected to run up to 200,000 miles between overhauls — double the performance of present gasoline engines — is being unveiled by GMC Truck and Coach Division."
Fleet Owner . . .
"New V-6 engine: Peak torque at low speed . . ."
Chicago Daily News . . .
"Hail new truck engine three to four times more durable than existing engines . . ."
New York Times . . .
"GMC races forward in truck engine design . . ."

DEAN & TAYLOR PONTIAC CO. DISPLAYS COMPLETE LINE OF NEW GMC TRUCKS WITH NEW STYLING AND ENGINEERING!



Equally at home in the farm yard or the city parking lot is this new 1960 GMC pickup that blends passenger car styling with truck utility. Its many advanced features include America's first V-6 engine, torsion bar front and coil spring rear suspensions, and a welded X-frame much stronger

than existing designs. GMC Truck offers a complete line of 1960 models, ranging from pick-up panels, small stake trucks and Suburban wagons up through medium and heavy-duty straight trucks and highway tractors.

GMC Announces "The Big Break-Through" High-Torque V-6 With Double Engine Life!

Monaghan Discloses Details of "Operation High Gear" With Showing of 1960 GMC Engineering Achievements

Development of a highly advanced family of V-6 gasoline truck engines whose durability promises to be as much as three to four times greater than existing designs was announced by Philip J. Monaghan, vice president of General Motors and general manager of GMC Truck and Coach Division.

These new engines—the first of their kind ever developed—include a 12-cylinder power plant having the same 60-degree "V" design that is common to the entire group.

Monaghan said prolonged dynamometer tests indicate the engines have durability factors and advanced structural features making them far superior to existing designs.

"With proper application and maintenance procedures," Monaghan said, "these engines have a potential of between 100,000 and 200,000 miles of continuous operation without major overhaul."

"Actual performance figures gained from operating the engines in current-model GMC trucks support dynamometer findings and indicate that this development is the first major advancement in truck engine design in over 20 years," Monaghan emphasized that the engines are an integral part of the GMC truck engineering development program known as "Operation High Gear."

In addition to setting new durability standards, the V-6s hold great promise of increased earnings for truck operators by providing a new level of truck performance, giving better fuel economy, holding maintenance costs to a minimum, providing easier access to engine components, and reducing parts stocks through a high degree of parts interchangeability.

An extremely significant characteristic of the new engines is that they develop maximum torque or load-moving power at moderate engine speeds, increasing fuel economy and reducing engine wear while producing more usable power.

For example, a 401-cubic-inch displacement V-6 has been found to achieve maximum torque at around 1400 revolutions per minute compared with 2500 for typical V-8 engines.

Besides the 401, the engine family includes a 305 and a 351-cubic-inch displacement V-6 and the 702-cubic-inch V-12 that is generally referred to as the "Twin-Six."

With tremendous torque at low engine speeds, the Twin-Six operates at less than full power. This not only lengthens engine

life and lowers fuel consumption but also provides the reserve power needed for large highway tractor-trailer combinations to take uphill grades at good speeds with a minimum of downshifting.



PHILIP J. MONAGHAN
General Manager of GMC Truck and Coach Division

Passenger car operators as well as truck drivers would benefit from the highway tractor's ability to take hills in stride for the vehicle would tend to travel at normal road speeds without delaying traffic.

Advanced design features give the new engines a degree of efficiency never before attained in a truck engine. The engines are of an "oversquare" design, meaning the bore dimension of each is greater than its stroke. This holds internal friction and heat losses to a minimum, greatly extending engine life.

Designed to run on regular grades of gasoline, the engines have exceedingly high combustion efficiency for economical operation. Fully-machined combustion chambers increase turbulence of the fuel-air charge and assure rapid burning of the charge during the start of the power stroke. They also provide freer breathing, closer regulation of the compression ratio and smoother operation.

All engine components, such as the block, head, crankshaft and rods, were designed for maximum rigidity and lasting strength, making the engines the most rugged of any now being manufactured.

Illustrating their ruggedness, the crankshaft of the 401 V-6 weighs about 110 pounds, almost twice as much as that of a V-8 engine of comparable displacement.

Areas of high stress have oversized sections to assure minimum flexing and reduce the chance of damage. Extra generous fillets and web reinforcements add strength and reduce wear on moving parts by holding them rigid in their correct positions.

Extra engine life is gained through the use of superior materials, elimination of engine hot spots, greater rigidity throughout, positive lubrication to all moving parts and proper cooling. From two to three times more coolant is circulated through the new engines than in engines of previous design. Bores are surrounded by coolant for their full height and the coolant circulates at a rate of from 120 to 200 gallons per minute through the cylinder head, assuring a life expectancy far beyond that of present truck engine valves and valve seats.

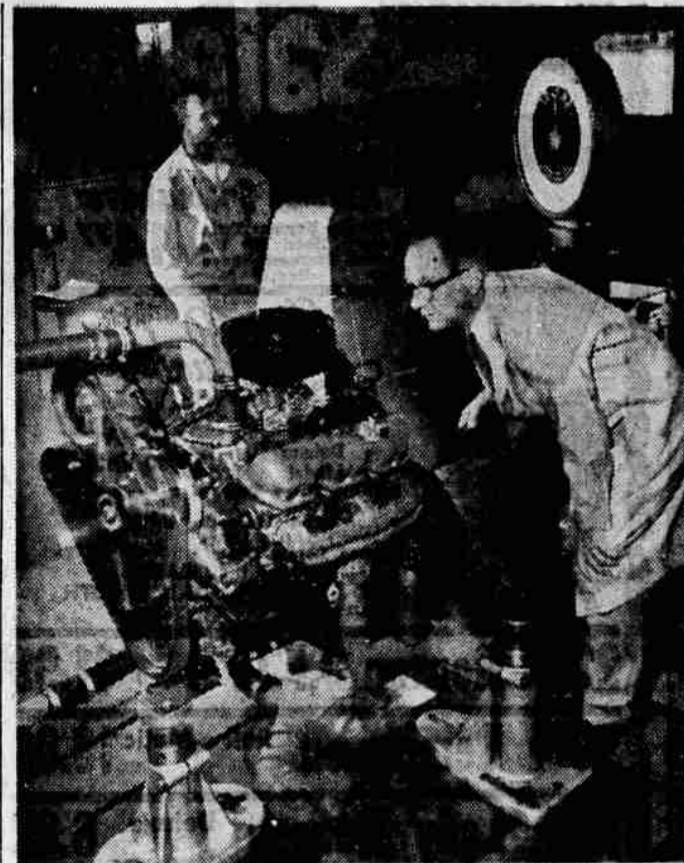
All engines employ efficient rotor-type oil pumps that supply 14 gallons of oil per minute to the 6-cylinder units and 17 gpm to the Twin-Six under 60 pounds of pressure, compared with 5 to 9 gpm at 30 to 40 pounds on the usual gear-type pumps. The new pumps assure positive lubrication even at idling speeds.

The new engines also were designed for easy maintenance and a high degree of parts interchangeability. All 6-cylinder engines have over 70 parts in common and both 6-cylinder and Twin-Six units have over 50 parts in common.

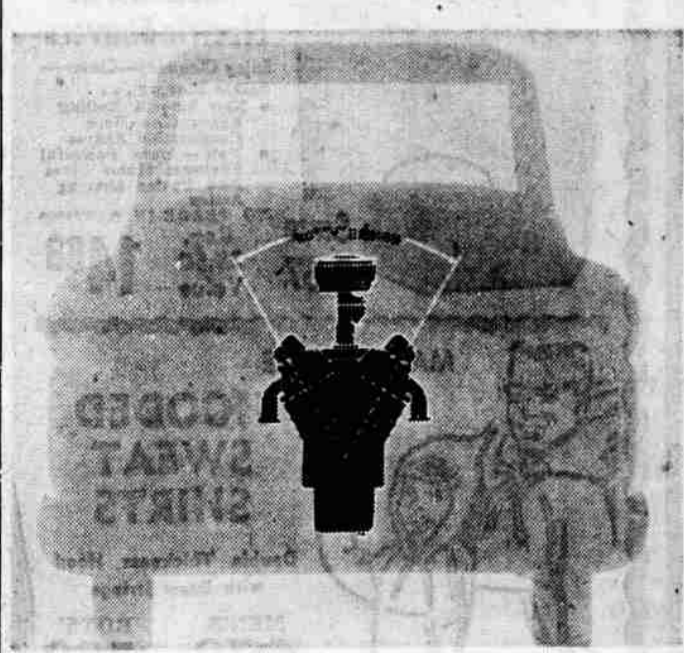
This is especially significant if truck operators and dealers as it will tend to decrease the amount of capital needed to stock replacement engine parts. Even low-volume dealers would be able to have an adequate parts stock to do an outstanding service job for GMC truck owners.

Such components as spark plugs are easily accessible. Valve lifters, for example, can be readily removed through large access holes without removing the cylinder heads.

This is just another example of the many benefits the new engines would offer operators, as their parts accessibility would tend to hold maintenance costs to a minimum and reduce the "downtime" that constantly plagues truck operations.



Prolonged dynamometer tests indicate the 60 degree "V" design gasoline engines developed by GMC Truck and Coach Division have between three and four times the life potential of existing gasoline truck engines. Here, Frank E. Hickson (right), dynamometer engineer, checks a 351-cubic-inch V-6 during one of the tests.



The 60-degree "V" design of GMC's advanced family of V-6 gasoline truck engines is dramatized in this phantom drawing. With its 60-degree cylinder block, the narrow, compact engine lends itself to a variety of cab designs and fits between the frame rails without interfering with wheel or steering mechanisms.

Standardization Is Goal of GMC Line

GMC Truck's 1960 models have been developed with such a high degree of parts interchangeability that standardization by fleet operators on this particular make will achieve enormous savings in operational and maintenance costs, according to Philip J. Monaghan.

Monaghan said that GMC's four-year product development program was aimed toward the goal of standardization, wherein one make of truck will serve multi-truck owners most economically.

"For its 1960 program, GMC engineers made a complete break from industry patchwork concepts of the past and designed into it maximum parts simplification through a high degree of parts interchangeability," Monaghan said.

"For example, 73 major parts are common to all our new V-6 gasoline engines, and 56 major parts are common to all V-6 and Twin-Six engines. This reduces the need for big capital outlays for stocks of parts to cover different makes of trucks, an opportunity that many operators cannot afford to overlook."

The GMC executive said that parts stock requirements for a simplified 1960 GMC line would be 25 per cent less than for the present line, and at least 50 per cent below the requirements of a truck company owner using a mixed fleet.

The service benefits of standardization also are apparent in that mechanics will have fewer vehicle types to master, and less maintenance information, like service bulletins, to study. Fewer special tools will be necessary in the fleet operator's shop, and a single Preventive Maintenance system can be installed to cover the entire fleet, thus improving efficiency.

Another benefit from standardization will be less driver training needed and an increase in driver efficiency, thus improving vehicle life and operating economy, Monaghan said.

A big step is being made to help motor carriers develop maximum profit in the use of their equipment through the establishment of a Transportation Productivity Research staff at GMC Truck, Monaghan revealed. This new staff will be a top level management approach to improving corporate profits through greater distribution efficiency.

Many private carriers have given truck efficiency far less attention than its profit potential properly merits, truck expense being a far greater factor in total distribution cost than most people realize, he said. The TPR staff, after painstaking analysis of maintenance expense, vehicle selection, dispatching and routing, already has exposed potential savings in truck fleets of millions of dollars.

In one recent survey vehicles were found obsolete and poorly adapted to current hauling requirements. Policies, procedures and operating practices had gone un-studied and unchanged for more than 10 years. Cost and operating records were so inadequate that top management had practically no knowledge of the size of their total truck operation or its relative efficiency, Monaghan said.

"In this instance, fleet modernization, improved maintenance and operating procedures will yield savings upwards of 5 million dollars annually in their wholesale and retail distribution," Monaghan said. Monaghan forecast a total of approximately 900,000 domestic retail deliveries of new trucks in the industry this year, and an even stronger market in 1960 when an estimated 1,100,000 retail deliveries will be made. GMC's domestic sales this year will amount to about 75,000 units, and GMC will be aiming for a strong increase in its market penetration in 1960, he said.

GMC Blankets Field With 61 New Trucks

The new GMC line blankets trucking industry needs from half-ton pickups on up to highway rigs with 120,000-pound gross weight ratings, and represents a clean departure from traditional truck design.

Common to all GMCs are a ruggedness and high-torque pulling ability never before achieved in trucking.

An extremely important economic factor is that all gasoline V-6 and Twin Six engines have many parts in common, enabling truck operators and dealers to reduce capital outlays for replacement engine parts stocks.

Powering the 61 basic new GMC models are seven engines: three gasoline and one diesel V-6, a gasoline Twin Six, and one gasoline and one diesel straight 6.

'60 GMC's Offer New Suspension

Coupled with GMC's advanced engines is an impressive line-up of highly developed suspension systems that set new standards in handling ease, maneuverability and riding comfort. Many light, medium and heavy-duty models have independent front suspensions with torsion bar springs. With one end anchored to the frame and the other supported at the wheel, each bar twists separately under road shocks, soaking up heavy jolts and high-frequency vibrations.

As wheel is independently sprung, the movement of one has no effect on the other. This virtually does away with the possibility of wheel tramp and shimmy, an important safe-driving factor.

Light-duty models combine independent front suspension (IFS) with rear coil springs. These springs join a smooth ride with high load capacity and promise substantial savings in maintenance and servicing expenses.

Another version of IFS teams with GMC's famed air suspension in companion diesel models DLR-8000 and DFR-8000. Piston-type air bellows and leveling valves at each wheel maintain constant frame height under all loads and give the cargo a soft ride.

Bob Van Sickle, Well-Known Local Man, Joins Dean & Taylor Pontiac Co.

Many of you know Bob Van Sickle through his past association with the adjusting firm Van Sickle & Grooms, and perhaps many more know him as a city council member. We are pleased that he has joined our trucking staff recently. The trucking business is new to Bob the same as it is to the rest of us. You'll find Bob enthusiastic and well informed on the new trucks. Bob is welcomed at home each evening with rather a large gathering of children, 7 to be exact, 4 of which are teenagers. That's probably 7 of the best reasons why Bob wants to be successful and why you'll find him extra helpful in solving your problems in the trucking field.



BOB VAN SICKLE
New Member of Dean & Taylor Pontiac Co.'s GMC Truck Staff