

PUBLIC ENTHUSIASM AT ALL-TIME HIGH FOR RESTYLED 1960 PONTIACS

Here, without question, is the most provocative package of road machinery ever to bear the respected name of Pontiac.

Coming and going, the 1960 Pontiac exhibits a clean, classic look. Here is total artistry in automotive design... shaved and sharp in keeping with this car's capabilities.

The this Tempest-tended performance to Pontiac's EXCLUSIVE Wide-Track Wheels... and you've got the most exciting and read-wise passenger car you've ever handled.

47 ENGINEERING CHANGES IN NEW PONTIAC FOR '60

Pontiac in 1960 intends to further enhance its reputation as America's No. 1 Road Car with a parade of sixteen models in its Catalina, Ventura, Star Chief and Bonneville series with 47 new engineering features including all new bodies, advanced engines and components, reduced tunnel height and width, and improved ride and handling.

In addition, Pontiac retains wide track wheels, enlarged glass area, rigid center tubular X-frame, True Contour air cooled brakes, Tempest 425-E economy engine, and other popular features which elevated the Division to medium price class leadership in 1959.



Dramatic new design concepts, accentuating an overall appearance of classic sophistication, distinguish Pontiac exterior styling in 1960. Sixteen new body styles feature long flowing lines gracefully complemented by soft curves and sculptured headlamps. A spectacular V-shaped front end is formed by a classic grille of seven horizontal chrome bars topped by a stylish hood of airfoil design. Twin

headlamps, flanked on the inside by parking and signal lamps, are mounted at each end of the grille. In the center of the hood is a long, slender blade moulding dividing a sculptured channel which flares outward from the cowl to the "Pontiac" block letters above the grille. An impressive one-piece wrap-around bumper of contoured design projects ward to continue the new "V" styling theme.



EXCITING JET AGE DESIGN is accentuated by rear styling of the 1960 Pontiac Bonneville four-door Vista hardtop. Twin trailing nacelles, decking the fenders, extend rearward from the back window to house dual tail lamps encrusted in chrome. A sculptured trunk lid, arrow-shaped back-up ports, and a massive wrap-around bumper, enhance the aircraft theme. The rakish Vista model with low-cut roof and generous wrap-around windows also is available in Catalina, Ventura, and Star Chief series.

TOM McCAHILL SAYS PONTIAC IS TOPS FOR '60

Mechanix Illustrated

Pontiac for 1960 has made the greatest change of the entire industry. While running miles ahead of all opposition in the medium-price field, and with the best looking cars on the road in 1959, they switched their styling completely for 1960. This took a lot of nerve but they'll get away with it because their 1960 car has top looks, too. In '60 the Pontiac line will be expanded with the addition of an entirely new series—the Ventura. On the price scale the new Pontiacs will start with the lowest cost Catalina, then Ventura, Star Chief and Bonneville. As everyone knows (with the exception of one inmate of the Old Ladies Home), Pontiacs were the performance kings of the nation in 1959 and, as if they needed it, they'll be even a little sharper in 1960.

"WIDE TRACK IS VERY AGILE"

Motor Trend Magazine

"Wide track is continued this year, with detailed improvements to rear axle control arm. Even

though Pontiac is big, handling and power make it extremely agile, even in traffic. Though cornered hard on relatively tight turn, lean is very moderate... if you like spotlight drag, this (back) is the view of the new Bonneville you'll be seeing most unless you have a Wide Track, too. The performance engines really got...

PONTIAC THIRD IN 1959 SALES!

New-car registration for nine months:

1959 Pos.	Make	1958 Pos.
1-1,145,882	Chev. 969,891-1	
2-1,104,774	Ford 737,825-2	
3-301,159	Pont. 170,444-6	
4-297,790	Plym. 301,013-3	
5-283,106	Olds. 231,746-4	
6-274,288	Rmbi. 123,502-7	
7-187,715	Buick 190,327-5	
8-115,618	Merc. 105,783-8	
9-110,223	Dodge 100,395-9	
10-107,289	Cad. 96,078-10	
11-99,277	Stude. 30,360-13	
12-48,026	Chrys. 46,657-11	
13-34,392	DeSoto 37,374-12	
14-33,809	Edsel 28,848-14	
15-20,468	Lincoln 20,564-15	
16-12,452	Imper. 11,426-16	
	458,878 Misc. 270,617	

(Reported from Automotive News)

RENAULT EXCITES MOTOR WORLD WITH TWO NEW VEHICLES FOR '60

Caravelle sports car and light truck added to popular Renault line at Dean & Taylor

DEAN & TAYLOR PONTIAC CO. TO OFFER FRONT-DRIVE RENAULT LIGHT TRUCK

A new light truck featuring front engine and front wheel drive will be offered in the United States by Renault, Inc., and sold and serviced locally by the Dean & Taylor Pontiac Co. of Medford.

Designed, engineered and manufactured by Renault of France, the new commercial vehicle will be sold nationwide through the more than 800 Renault dealers, located in every one of the 50 states. The truck rounds out the Renault line of motor vehicles, which includes the 4CV and Dauphine passenger cars and the new Caravelle sports car. In addition, most Renault dealers handle the French Peugeot, 105-inch wheelbase passenger car available in both six passenger sedan and station wagon.

The front-drive design was selected for the new truck because it eliminates all obstructions in the payload section, makes possible an absolutely level flooring that is only 14 inches above ground level, and assures highly effective traction and pulling power regardless of load or road conditions. Moreover, it permits both side and rear loading. Mechanical units, both front and rear, are so designed that they can be completely removed for servicing in a matter of minutes.

This new commercial vehicle will be available in four body styles: a panel truck, a panel truck with raised roof for added capacity and walk-in convenience, a pickup truck and a microcar or bus seating eight passengers in addition to driver.

In all versions the over-all length is 13 feet 5 1/2 inches, width 5 feet 10 1/2 inches, wheelbase 89 1/2 inches. Payload is approximately three-quarters of a ton, maximum loaded weight of the truck approximately one and one-half tons.

The engine is derived directly from that long used in the Dauphine. The crankshaft undergoes a special hammering treatment to insure "sustained effort over very long periods without damage." The engine delivers 32 horsepower and this, combined with a high power factor four-speed gearbox, enables the truck to negotiate grades as steep as 23.5 per cent fully loaded. At the same time it provides exceptional gasoline economy—23 to 26 miles per gallon under average conditions.

Deliveries of the new truck are expected to start in this country early in 1960. It will be priced competitively with comparable vehicles now on the American market.



RENAULT's flashy new Caravelle Sports Car has been a sensation at auto shows in Europe and U.S. Dean & Taylor Pontiac Co. will display the Caravelle in December. The low-slung, sleekly-styled four-

passenger car will be available in three models: hard-top coupe, soft-top convertible, and a convertible with detachable hard-top.

Renault's flashy new Caravelle sports car has been ordered by thousands of American motorists — "even before they knew the price, specifications or approximate delivery date" — Robert E. Valode, vice president and general manager of Renault, Inc., disclosed as he released particulars on the new model.

"The Caravelle has been displayed at various U.S. automobile shows in the past few months," Valode explained, "and persons viewing the sleek, high-styled car have insisted that dealers accept deposits and put them on the waiting list. The fact that we were unable to give them any specifications, quote any price, or permit them to drive the car did not deter them."

Production of the Caravelle is just about get under way in France, and Renault expects to have sufficient cars by the end of 1959 to supply each one of its 800 dealers, Valode said. Starting early in 1960, Renault will begin receiving Caravelles for customer delivery at a rate of about 2,000 a month.

The Caravelle will be available in three models: a hard-top coupe, a soft-top convertible, and a convertible with a detachable hard-top. This last model also will carry a soft top as standard equipment. Prices will be in the \$2,400 to \$2,700 range at East and Gulf Coast ports of entry. All are two-door models and can carry four passengers.

The engine is a development of the standard Dauphine 32-horsepower engine, but produces 40 horsepower. Increased power is achieved through a newly designed camshaft and larger intake ports on manifold and carburetor. Gasoline economy is expected to be as high as for the Dauphine, Valode said. And like the Dauphine, the Caravelle will be a rear-engine car.

Both three-speed and four-speed transmissions will be offered, the latter as optional equipment. The Ferlic automatic clutch will be available as optional equipment with the three-speed gearbox.

Body of the highly streamlined Caravelle is of unitized construction like that long used in other Renault passenger cars. It measures 168 inches over-all, 13 inches more than the Dauphine. The front luggage compartment contains 8 1/2 cubic feet of storage space. Six feet of additional space can be gained by turning down the back of the rear seat. In the coupe there is a two-cubic-foot space under the rear window — in the recess used to store the soft top for the convertibles.

The Caravelle will be offered in a choice of six body colors with matching interior appointments. Included as standard equipment will be the usual instruments and controls, plus heater-defroster, windshield washer, locks on both doors, cigarette lighter and safety padding along the lower ridge of the dashboard and upper part of the windshield.

Economy, Utility Emphasized in Renault Trucks

The new front-engine, front-drive Renault light truck will be offered in these four body styles:

Enclosed steel van
Raised-roof steel van
Canvas-topped pickup
8-seater Microcar (bus)

Three factors led Renault of France engineers to select the front-traction design as the most suitable for this type of commercial vehicle:

1. It results in an absolutely level flooring only 14 inches from the ground, permitting easy loading and unloading.
2. It makes possible a truck weighing only 2,500 pounds fully loaded, yet able to carry a payload of three-fourths of a ton.
3. It permits complete removal of all mechanical parts, both front traction mechanical unit and rear axle, in only a few minutes, thus speeding up and simplifying maintenance.

The truck is powered with a 32-horsepower engine capable of pulling it up a 23.5 per cent grade fully loaded. Yet it gives excellent gasoline economy: 23 to 26 miles

per gallon under average conditions. And it has a load capacity of better than 180 cubic feet.

Coupled with these features are extreme maneuverability and ease of parking. With its wheelbase of 89 1/2 inches, it has a turning radius of 15 feet to the left, and 16 feet to the right. Over-all length is 13 feet, 5 1/2 inches, over-all width 5 feet 10 1/2 inches.

SALES SCORE

All Other Imports Renault Leads in Sales Race for September

Imported-car registrations for September:

1959 Pos.	Make	1958 Pos.
1-9,439	Renault 5,147-2	
2-8,654	Volkswagen 5,626-1	
3-3,553	Eng. Ford 3,470-3	
4-3,519	Fiat 2,152-5	
5-3,374	Opel 1,692-10	
6-3,041	Simca 1,852-6	
7-2,447	Hillman 1,757-8	
8-2,135	Triumph 1,767-7	
9-2,130	Vauxhall 2,251-4	
10-1,658	MG 1,738-9	
	Volvo 9,814	
	13,837 All Others	
	53,787	37,266

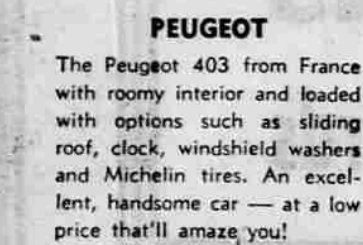
*Not in Top Ten.
(Reported from Automotive News)

DEAN & TAYLOR'S OFFERS BUYERS WIDE SELECTION OF QUALITY IMPORT CARS



RENAULT DAUPHINE

The ever-popular Renault — four doors for easy entry and comfort, four cylinders for amazing economy (you'll like the performance, too!) Priced way low, built to last... try one at Dean & Taylor's!



PEUGEOT

The Peugeot 403 from France with roomy interior and loaded with options such as sliding roof, clock, windshield washers and Michelin tires. An excellent, handsome car — at a low price that'll amaze you!



VAUXHALL

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Selected USED CARS

Recommended by Dean & Taylor Salesmen

JOHN GUSTAFSON



LEE GUSTISON

"We recommend these late-model cars... just right for you... and for your budget!"

 '59 Pontiac 4-Door Hardtop	 '59 PONTIAC Catalina Coupe	 '59 VOLKSWAGEN Pickup
 '58 MERC. Station Wagon	 '59 Chevy Station Wagon	 '58 CHEVY 4-Door Station Wagon
 '57 VOLVO 2-Door Sedan	 '58 CHEVY Corvette Sports Car	 '57 CHEVY Station Wagon
 '57 FORD Retractable Hardtop	 '57 FORD Station Wagon	 '59 Chevy 4-Door Impala
 '51 AUSTIN 4-Door Like New	 '56 MERC. Hardtop Coupe	 '56 CHEVY Station Wagon
 '56 Merc 4-Door Hardtop	 '56 CHEVY 2-Door Sedan	 '55 PONTIAC 4-Door Star Chief
 '55 MERC. Station Wagon	 '55 Ford Victoria 2-Dr. Hardtop	 '55 PONTIAC 2-Door Station Wagon
 '55 PONTIAC Hardtop Coupe	 '55 CHEVY 2-Door Del Ray	 '55 OLDS Convertible Coupe
 '55 PONTIAC 4-Door Sedan	 '54 CHEVY 4-Door Del Ray	 '53 Pontiac Convert. Coupe
 4-Door Chev. Bel-Air Sedan	 '53 CHEVY 1/2-Ton Pickup 4-Speed	 '52 CHEVY 1/2-Ton Pickup 4-Speed

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