



MODERN INSIGNIAS — The heraldic and pioneering emblems that once were used on most cars have given way to insignias more in keeping with modern styling. Dodge has abandoned the Dodge family crest, left, for example, in favor of a modern emblem that resembles a sword, right. (UPI Telephoto)

Familiar Crests on Most Autos Giving Way to Modern Styling

By JACK VANDENBERG
UPI Automotive Editor

Detroit — (UPI) — The heraldic and pioneering emblems that once were used on most automobiles have given way to insignias more in keeping with modern styling.

In some cases, the emblems which identified the various makes of cars in their infancy have disappeared altogether. In other cases, the emblems have been modified so that they resemble more in keeping with modern styling.

The Ford emblem has been changed twice. The model T Ford started out with the word "Ford" written in script as its identifying mark. In 1932, when Ford first introduced the V-8 engine, a "V" with an "8" emblazoned over it became a new Ford symbol.

The 1950 Ford, for the first time, carried a Ford coat of arms which has been modified but retained ever since. The modern Ford crest was derived by Ford stylists from an authentic coat of arms which dates back to 18th century England. Supposedly, it was the coat of arms of Henry Ford's ancestors who lived for many generations in Ireland, having originally immigrated there from the vicinity of Somerset-shire and Devon-shire, England.

Bow Tie Appears — The modern Plymouth carries a semi-abstract emblem which bears no resemblance to anything even faintly reminiscent of the landing on Plymouth Rock. The designers of the new emblem hope it symbolizes a rocket about to take off.

On the other hand, Chevrolet has never completely forsaken the bow tie emblem which W. C. Durant ripped from a piece of wallpaper in a French hotel in 1908. Even in the modernistic emblem on the front of the new Chevrolet, the bow tie appears in one corner of one of the criss-cross racing flags in the center of the emblem.

let has never completely forsaken the bow tie emblem which W. C. Durant ripped from a piece of wallpaper in a French hotel in 1908. Even in the modernistic emblem on the front of the new Chevrolet, the bow tie appears in one corner of one of the criss-cross racing flags in the center of the emblem.

The Ford emblem has been changed twice. The model T Ford started out with the word "Ford" written in script as its identifying mark. In 1932, when Ford first introduced the V-8 engine, a "V" with an "8" emblazoned over it became a new Ford symbol.

The 1950 Ford, for the first time, carried a Ford coat of arms which has been modified but retained ever since. The modern Ford crest was derived by Ford stylists from an authentic coat of arms which dates back to 18th century England. Supposedly, it was the coat of arms of Henry Ford's ancestors who lived for many generations in Ireland, having originally immigrated there from the vicinity of Somerset-shire and Devon-shire, England.

Family Crest Abandoned — Dodge has abandoned the Dodge family crest in favor of a modern emblem which resembles a sword and De

Soto has retained only a cameo of Hernandez de Soto along with the modern symbol of the Chrysler corporation's "forward look." The golden lion and shield emblem replaced the gold seal of quality on Chryslers in 1956 and that emblem has been retained since then although the lion has been taken from the shield and emphasized in front of it.

Lincoln has abandoned the Greyhound hood ornament it featured in the early days but there still are some slight traces of the hood plaque which featured a crown and two palm leaves.

A cameo of the Roman god Mercury has always been the symbol of the Mercury, a relatively young car, but even the "Messenger of the Gods" has undergone a slight facelift.

Cadillac, Oldsmobile and Buick have crests designed according to the ancient laws of heraldry but it is difficult in all three cases to see the resemblance between the original crests and the current ones.

Of Buick Family — Buick took its crest from the Scottish family of Buik, since David Buick, founder of the company, was of that family. Although the major ele-

ments of the crest have been retained they have been rearranged and streamlined to make it more modernistic.

The same is true of Cadillac, which adopted the name and family crest of Antoine De La Mothe Cadillac, the French explorer, and of Oldsmobile, which had a heraldic crest designed especially for it to depict, in the language of heraldry, some of the characteristics of the company founded by R. E. Olds, who had no family crest.

The once famous vignette of Chief Pontiac, a once powerful Ottawa Indian leader who gave his name and visage to the early Pontiacs, has been replaced by a modernistic V-shaped emblem featuring three stars on the modern Pontiacs.

Like the heraldic emblems of old, Chief Pontiac couldn't stand the test of time. His features had too many frills for the straight, hard lines of modern design.

Quotes From the News

BY UNITED PRESS INTERNATIONAL
New York—Ely A. Landau, board chairman of National Telefilm Associates, Inc., defending the appearance of Soviet Premier Nikita S. Khrushchev on NAT-operated WNTV-TV: "Some people believe that the wisest thing we could do in the interest of our country is to pretend that Mr. Khrushchev does not exist. But he does exist. He is here. He is a fact."

Miami—Harry Barber, secretary-treasurer of the striking Miami bus drivers' union, stating drivers would pick up bus riders free in their own cars today, but that he didn't know whether the drivers would accept tips: "I won't be with them, but they're human, after all."

Hollywood—Red Skelton, joking about the zipper that failed on the Dinah Shore NBC-TV show, forcing Dinah to hide behind a screen and pin up the back of her dress: "If it had gone one more inch, CBS would have opened its eye a little wider."

Morse Asks Removal Of Name From Ballot

Bismarck, N.D. — (UPI) — The North Dakota Supreme Court Saturday was asked to set a precedent by taking the name of Sen. Wayne Morse (D-Ore.)

from the state's ballot as a presidential candidate. Morse, who is supporting Sen. John F. Kennedy for the presidency, objected when a splinter group of politicians placed his name on the ballot in an effort to start a third party in the state.

Attorneys for Morse argued before the Supreme Court that his constitutional rights would be violated if his name remained on the ballot without his consent.

Lincoln, Neb.—Because of little low-slung cars, Nebraska has lengthened some of its yellow "no-passing" lines on highways.

State Engineer R. L. Cochran explained that drivers in the small foreign cars and new American compacts can't see as far over a hill.

Mysterious Object Probably an Eagle

What was reported Thursday afternoon as an unidentified flying object south of Phoenix was probably an eagle, sheriff's deputies said Friday.

Deputies borrowed a four-wheel drive Jeep from the county roads department and drove to the Wagner creek lookout station where they talked with the forest service lookout Friday afternoon. The lookout said he spotted the object with his telescope and took movies of what later appeared to be an eagle with a 6-8 foot wingspread.

The object was reported to Talent and Phoenix police by residents of the area and they in turn reported to the sheriff's office. It had been spotted both Thursday afternoon and Friday morning, deputies said.

Highway Lines Made Longer for Little Cars

Lincoln, Neb.—Because of little low-slung cars, Nebraska has lengthened some of its yellow "no-passing" lines on highways.

State Engineer R. L. Cochran explained that drivers in the small foreign cars and new American compacts can't see as far over a hill.

Harris Beach Park To Remain Open to Campers in Winter

Laurelhurst State park, 40 miles northeast of Medford on the Crater Lake highway, has been closed for the rest of the season because of road construction, according to the Oregon State Highway department.

Among the four state parks to be open to campers on an all-year operation is Harris Beach, two miles north of Brookings on Highway 101.

Others are Beverly Beach, on Highway 101 seven miles north of Newport; Cape Lookout, near Netarts Bay, 12 miles southwest of Tillamook, and Jessie M. Honeyman park, 2½ miles south of Florence on Highway 101.

Beverly beach state park remained open during the 1959-60 winter season on a trial basis. Results from this experiment led to adding the other three parks to the year-around program, according to C. H. Armstrong, state superintendent of parks and recreation.

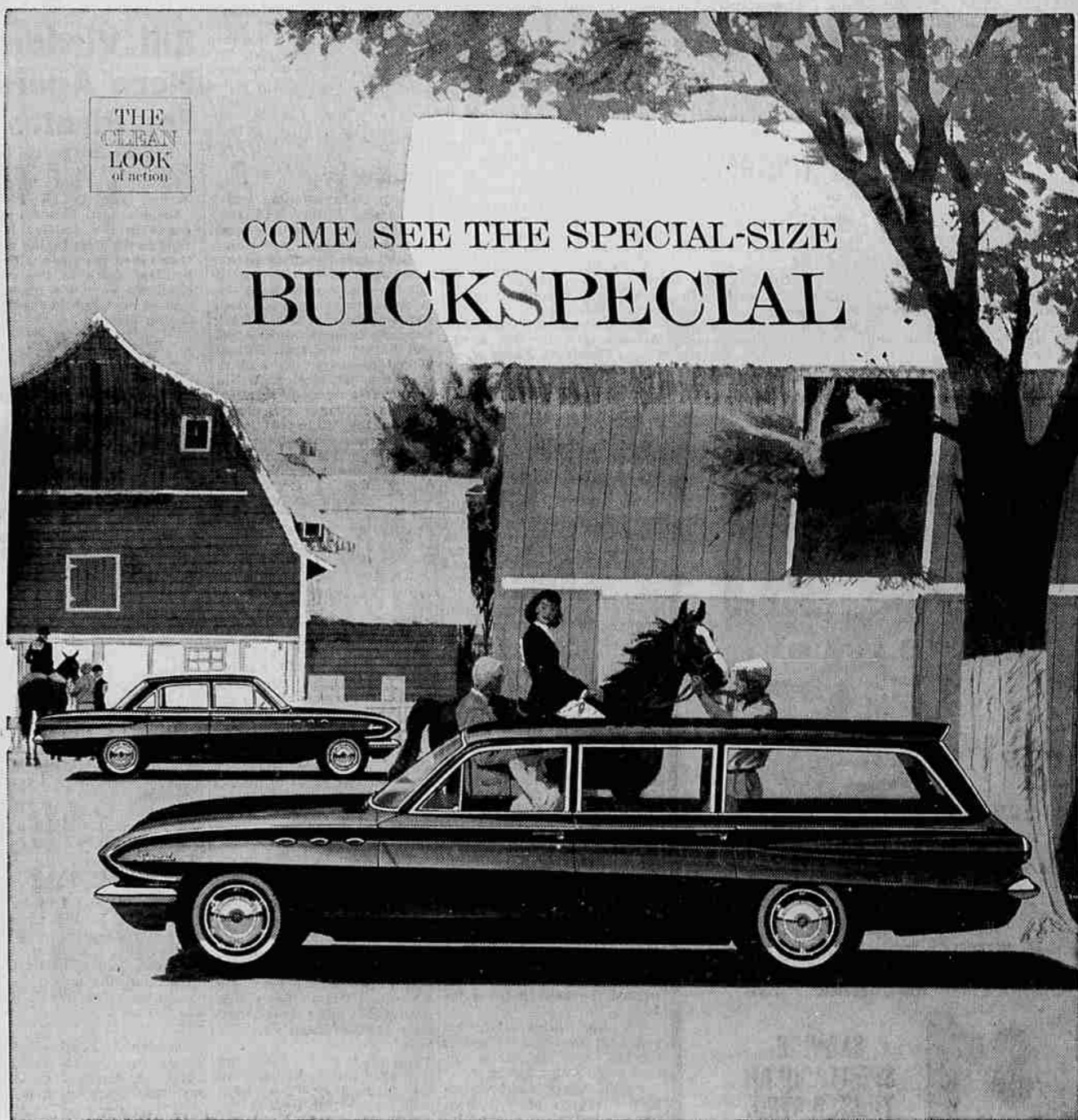
Overnight camping will close in 11 of Oregon's state parks Monday, Oct. 10, Armstrong said. Generally, state parks are never closed to the public, but weather conditions and loss of patronage during winter necessitates closure of certain park facilities.

Of the remaining parks with camping facilities, 13 will be closed to overnight camping Oct. 31. Four other

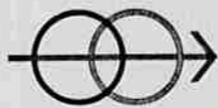
Wife's Actions Cause Hubby To Be Upset

Los Angeles—"She ran at me with a knife. It upset me and made me nervous." That testimony won a divorce for a Los Angeles man—especially when he explained that he isn't as spry at running around the house as he once was. The upset husband gave his age as 90. His wife is 78.

You'll Be in Luck on the 13th



COME SEE THE SPECIAL-SIZE BUICKSPECIAL



THE BEST OF BOTH WORLDS

Now get the room, ride, go and pride of the costliest cars plus the savings and ease of the small!

The best of two worlds meet in this new-size, jewel-size Buick Special. Easy to handle? Savingful on gas and upkeep? Yes—but, so much more! Here's how it came about:

NEW ALUMINUM V-8—gives the Special twice the power per pound of most compacts. More even than many full-size sixes and V-8s. All with amazing mileage—on regular gas at that!

ALUMINUM TRANSMISSION — Designed exclu-

sively for a new-size car, the Special's Dual-Path Turbine Drive* is the peppiest automatic in any car. It weighs just 100 pounds, is simplest of all, and Buick sm-o-o-o-th!

NEW ALL-DAY RIDE—Buick's big Comfort Zone gives more total head, hip and leg room than the compacts. A new Hide-Away drive-shaft flattens the floor. And the satin-smooth 4-coil Control Arm suspension is the same type as on full-size '61 Buicks. Together they make the Special the one new-size car for long hopping as well as quick shopping.

LIGHT-TOUCH HANDLING—A finger-touch and

this beauty wheels like a polo pony. And big air-cooled brakes front and rear give you Buick stopping power to match the Special's go-power.

EASY TO BUY, TOO—Price? That's the best surprise of all! This proud Buick costs just a whisper above the compacts—and it's waiting for you at your dealer's now! *Optional at extra cost.



'61 IS BUICK'S YEAR

FRIGIDAIRE FREEZER VALUE!

Brand New Deluxe Food Freezer In a Compact Size for Today's Modern Homes!

JUST THE RIGHT SIZE! 10.39 cu. ft. Only 28" wide

JUST THE RIGHT PRICE!

enjoy Frigidaire quality and feel like a queen

only 199⁹⁵

Here's the sensible size you want! This new Frigidaire Deluxe model is ideal for most families. Plenty of space... but not so big that space is wasted. Remember, it costs money to keep empty space at zero zone cold.

Now you get three big, freezer savings! It's true. First, this low price saves on the cost of your new freezer. Second, this smart 363-pound, ten cubic foot size means no costly wasted space. And third, you can count on famous Frigidaire quality for years of dependable convenience!

Get all these advanced FREEZER FEATURES!

- Five Full-Width Shelves—three fully refrigerated.
- Five Roomy Door Shelves—removable for easy cleaning
- New Magnetic Door Seals Air-Tight all around
- Adjustable Cold Control
- Extra-Thick, High-Efficiency Insulation

Plus... Lovely Frigidaire "Sculptured Sheer Look" Styling

NOTHING DOWN ON APPROVED CREDIT

We Carry Our Own Contracts

As Little As 7³³ Per Month

LEONARD ELECTRIC COMPANY

309 EAST MAIN COMPANY PHONE SP 3-4541

"Medford's Leading Appliance Dealer for the Past 29 Years"

SEE YOUR LOCAL AUTHORIZED QUALITY BUICK DEALER NOW...

OUR QUALITY BUICK DEALER IS: SKINNER BUICK CADILLAC 143 S. Riverside