

Industrial Designer Praises Styling of 1961 Automobiles

By JACK VANDENBERG
UPI Automotive Editor
Detroit — (UPI) — An industrial designer who two years ago blamed poor design for a drop in American car sales says the styling of the 1961 models is good enough to boost sales.

Designer Carl Sundberg of Sundberg-Ferar Inc., an industrial design firm which has many former automobile designers on its staff although it doesn't do automotive de-

sign work, congratulated the designers of the 1961 models. "Two years ago I criticized the design of cars because I thought they deserved criticism," Sundberg said. "Now I think the 1961 models are deserving of praise and I wish to congratulate the designers."

Improvement Need Noted

Sundberg toured displays of the 1961 models at the National Automobile show in Detroit last month. As he walked among the displays, Sundberg noted a few places where he thought there could be improvements in the new cars.

"But every designer has different ideas and I can't be critical of these cars generally," he said. "I would say they have done a remarkable job this year. These designs are good enough so they should stimulate sales."

Two years ago, Sundberg accused the auto designers of "slapping chrome on cars in-

discriminately." Now, he says, the designers are using chrome tastefully. He even criticized a few cars for not using chrome where he felt it was needed.

"Chrome is a beautiful surface if it is used right," he said. "It should be used to highlight the natural contours of the car. For the most part, that's what is being done this year."

"But a few car makers apparently have been scared off by criticism of the indiscriminate use of chrome a few years ago and have failed to take advantage of it to the fullest this year," he said.

Critical of Aluminum

Sundberg also was mildly critical of extensive use of aluminum for decorative parts, particularly the planned use of bumpers, next year.

Chrome has much greater depth of finish than aluminum, he said, and it is much stronger than aluminum when placed on steel. For this reason, he felt chrome plated bumpers were more practical than aluminum bumpers and other trim parts around the grille.

"Aluminum is a good material and has its uses in the auto industry," he said. "But it has caught the fancy of the auto makers this year and I believe a few of them have gone overboard with it."

On the positive side, Sundberg particularly liked the rear end and roof line treatment of nearly all of the 1961 models. "On many cases the fins have been done away with," he noted. "And in cases where the fins have been retained they are part of the overall design of the car, not just after thoughts that have been tacked on."

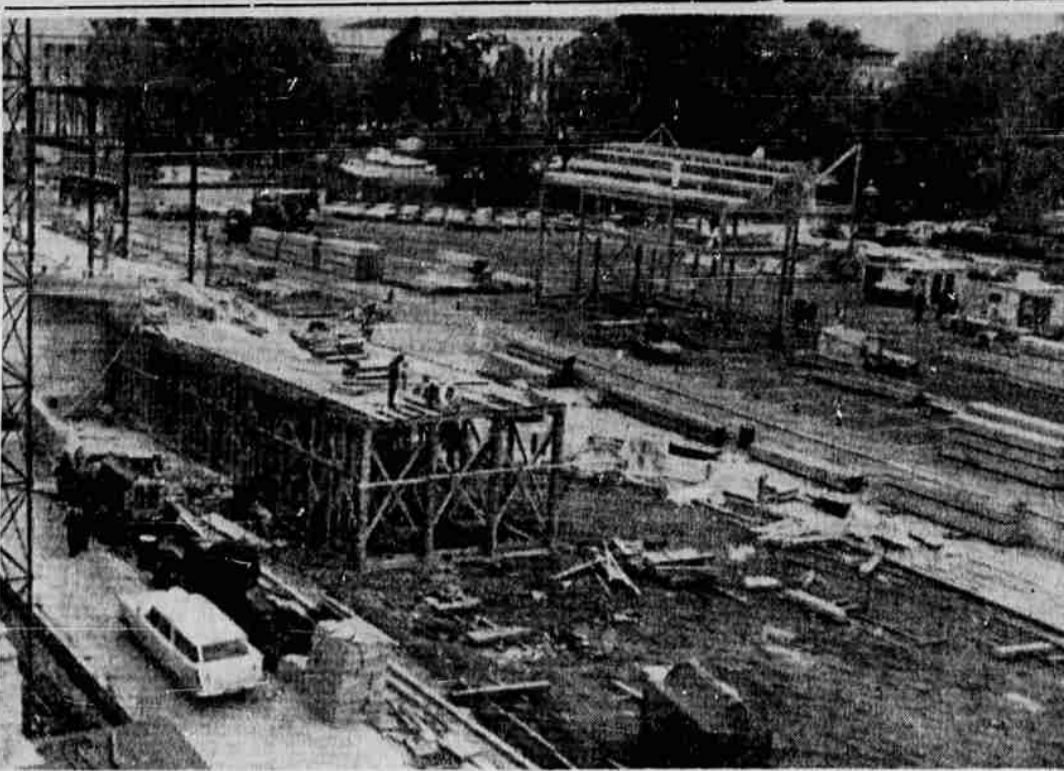
No Objection To Fins

"I have no objection to fins, I think they can really add to the beauty of a car, but they must be integrated into the overall design of the car, not something just tacked on because they happen to be popular."

Inside the cars, Sundberg said, the auto makers have used synthetic materials in some cases which do not blend with the overall design but generally here too he felt the total result was good.

"The real challenge for the auto designers will come next year," he said. "They have good designs now, probably the best they have ever had. But next year there will be pressure to bring out a new look with the same basic design. This will lead to a temptation to merely add a few pieces of decorative material here and there to make the car look different."

"This simple adding of chrome without consideration for the overall design is what ruins a good design," he said. "It will be interesting to see if they can change these beautiful designs without ruining them."



INAUGURATION STAND—The name of the next president of the United States is still uncertain but arrangements for his inauguration on Jan. 20, 1961, proceed at a fast clip in front of the newly-built East Front of the Capitol. Workmen are shown building the platform upon which the president-elect will take the oath, black steel structure at

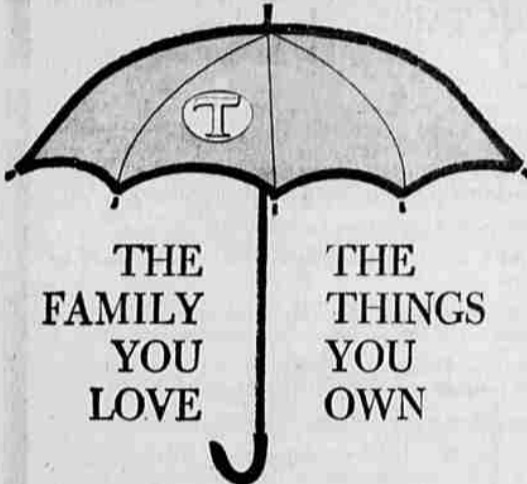
left; the platform for distinguished guests, extending from under the presidential platform, and the photography and television stands, in center. The public will be admitted to stands covering the entire parking area surrounding these structures. The New and Old Senate office buildings are shown in the background. (UPI Telephoto)

Ike's Adviser Sees Economic Growth

Washington — (UPI) — Dr. Raymond J. Saulnier, chairman of President Eisenhower's Council of Economic Advisers, says the nation need not fear a depression next year if sound government policies are followed. "If we keep our house in order and do things properly," he said Sunday, "we are going to go into another period of advance in our economy."

Saulnier, appearing on a TV interview, denied Democratic charges that the Eisenhower administration was holding up the release of unemployment figures for political purposes. He said the latest totals for September were not ready yet because "it takes time" to process them.

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Ed Hass Attends Seattle Meeting

Edmund E. Hass, vice president and manager of Pacific Northwest company's Medford office, attended the annual sales meeting of the company in Seattle, Wash., Saturday and Sunday.

He was one of several managers and sales representatives from 12 offices in principal cities in Oregon and Washington for PNC, investment banking concern dealing in government and municipal bonds, and corporate securities.

Seminars were conducted in investment policies and probable trends for the coming year. In addition, Robert E. Daniel, president of the company, told the group that sound investment advice and proper investment service will have even greater acceptance in the future than in the past few years.

Technical Problems Postpone Space Test

Cape Canaveral, Fla. — (UPI) — Technical difficulties today forced postponement of a U.S. attempt to fire an unmanned model of a Project Mercury man-into-space capsule on a short flight aboard a Redstone rocket.

The launching, first for the Mercury-Redstone, was to have hurled the one-ton capsule about 220 miles over the Atlantic into a target area northwest of Grand Bahama island. It was planned as a warm-up for an attempt to send a human astronaut to the edge of space within six months.

Officials said no new date had been set. However, it was not expected to be rescheduled before Wednesday morning.

Parents Invited To Visit Howard School

Activities at Howard school during National Education Week includes the visitation of parents to the school, according to Harold Boner, principal.

Tuesday, Nov. 8, parents of students in grades 1 through 3 are invited to visit the school anytime during the day and are invited to have lunch with the students in the school cafeteria. Wednesday, Nov. 9, parents of students in grades 4 through 6 are invited to visit the school and also attend lunch.

Thursday, Nov. 10 at 8 p.m. the Howard Parent-Teachers association meeting will be held in the multi-purpose room at the school. The film, "Desk for Billie" will be shown.

Iron Lung Patient Gives Birth to Boy

Portland — (UPI) — A Lebanon polio iron lung patient, Mrs. Evelyn Hayes, 23, who was flown to Portland Thursday, gave birth to a boy at the University of Oregon Medical School hospital Sunday. She was reported in satisfactory condition following the birth. The boy weighed 4 pounds, 7 1/2 ounces. Mrs. Hayes' three other children are Jody, 2, Connie, 3, and Cindy, 6. She was removed from her iron lung for the delivery. She was stricken with polio April 13.

The Constitution of the United States says:
"...The Senators and Representatives...and the Members of the several State Legislatures, and all executive and judicial Officers, both of the United and of the several States, shall be bound by Oath or Affirmation, to support this Constitution; but no religious Test shall ever be required as a Qualification to any Office or public Trust under the United States."
— United States Constitution (Article VI)
Please examine carefully the background and motives of those people who urge you to violate Article VI of the Constitution of the United States this Tuesday.



Paid Adv. Oregon Committee for Fair Play, Loyalty Building, Portland, Dr. Ronald King, Secretary