

2177 SOUTH PACIFIC HWY "99"

TONIGHT

EDITORIAL

By Bob Taylor

We are pleased to be able to have a Grand Opening along with the showing of all our '63 models of Pontiacs, GMC, Toyota, and Renaults.

There are several things I would like to explain to you, the public, that ordinarily I don't have the chance to catch your attention and talk about. Our move south of Medford perhaps raises the biggest question as to what will there be in it for you the customer, and what changes it will offer to the car industry locally.

In brief it will offer you the First Drive In Used Car Lot by a New Car Dealer, whereby you can actually drive in between the rows of new and used cars on display without getting out of your car. If you decide to get out and buy you will be presented with modern offices including "Music to Deal by" which we feel puts both the customer and salesman at better ease with one another.

We have added several new faces in our Service Department, including two new Service Managers for the Trucks and Car departments shown elsewhere on these pages. Along the service line we cannot help plug some of the new equipment you may see on display when you visit us. Of particular interest is a New machine to most people in Medford that can literally see through your motor and diagnose most mechanical problems without disassembly. If you could think of us the next time you need a tuneup, and spend the time to watch this machine, you'd see we are really out of the horse and buggy days and have gone all out for Electronics and Television vision on your motor. We felt this new equipment was as necessary as the buildings so that you, the customer, would get better service at our new place. This has added quite a few more school hours for the mechanics available to service you.

Our lot will eventually be landscaped with trees and parks to take away the commercial appearance of an auto dealership, and let you know you're really at the farm so to speak. We expect to finish this next summer, but for now you will be able to see the beginnings around the showroom. Crater Green House has really been busy this past week getting ready for our opening.

I can't help but remark about the article on this page about "College Salesman", since we have a group of what I consider the BEST SALESMEN in Oregon. To be a top salesman you must work hard, be considerate, have product knowledge and understand people. Our sales people have attended many hours of schooling on the new products and are extremely active in Used Car values. To sell for us you cannot pressure a customer, and you must above all back your every remark with honest action. I feel our entire organization warrants your consideration when you need the next car or service.

This year perhaps more than ever we will be in what we call the "Cross Sell" market, which means to you . . . We will sell cars from \$1565 (Renaults) \$2,384.00 Pontiacs, to \$5,000.00 Grand Prix Pontiacs. You can see that no one dealership any longer can boast of having a car only for the Economy minded or the luxury purchaser. We can cover all car needs, which is the reason Pontiac has moved so fast in the market to 3rd place in sales. We hope to continue the Pontiac Growth pattern in our new facilities.

We hope to see you sometime during our Grand Opening, October 3, 1962, through Saturday evening, October 6, 1962, as we will be open evenings. Free Coffee, Cider and Donuts.

Bob Taylor

The Big Stories

37 Years Ago — 1925

The federal government estimated the cost per mile to operate a car at seven cents. The computation took in repairs and depreciation as well as gasoline and tires. A proposed merger of Austin Motor Co. with General Motors was blocked by protests of all directors and stockholders.

25 Years Ago — 1937

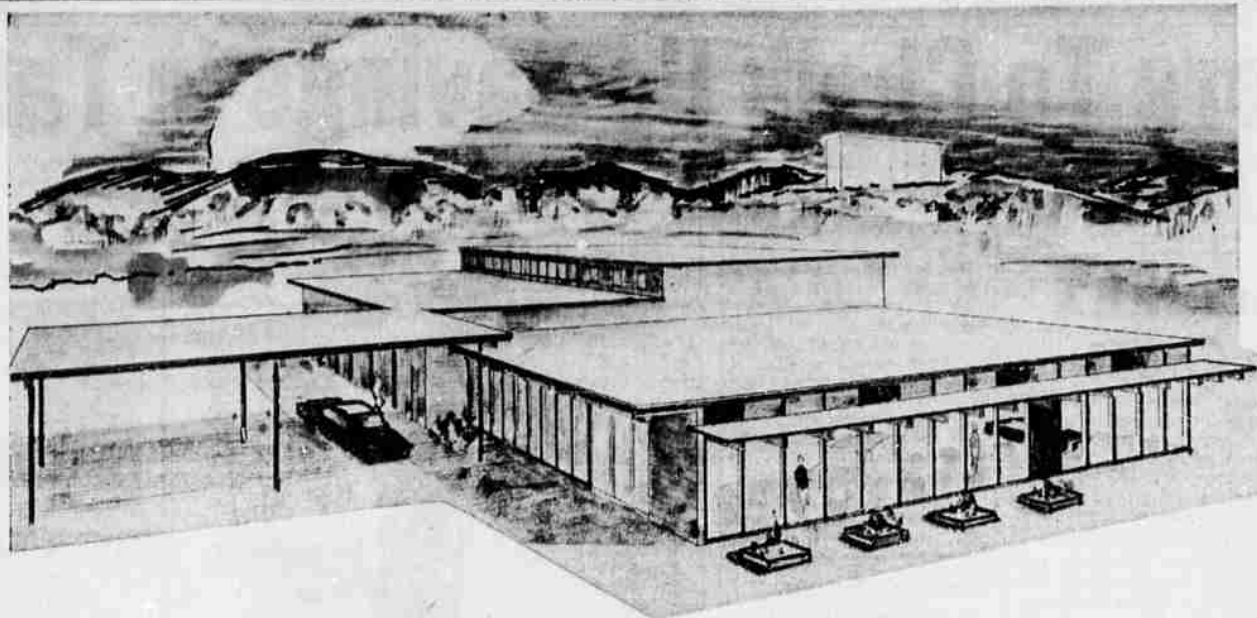
Studebaker introduced its 1938 models featuring a vacuum gear-shifting device with control lever mounted on the dashboard. Ford Motor Co. announced a program for training servicemen in used-car reconditioning.

10 Years Ago — 1952

Uniform announcement dates for new models, coinciding with an annual national auto show were advocated by the New York State Automobile Assn. The New Mexico Dealers Assn. requested that the factories return to announcing new models in October.



"CHUKLBUK"



GRAND OPENING



THE CUSTOM BUILT 1963 GRAND PRIX. The most distinctive series ever produced by Pontiac, represents an idyllic combination of sports car appeal and superior performance. The styling theme of simplicity is predominant in the sweeping grille, with vertically arranged head lamps flanked by impressive

parking and turn signal lamps; crisply sculptured side panels and a concave rear window—an industry first. These features are accented by the clean-flowing lines of the rear styling that enhances the lower, wider, longer look.

Pontiac Shooting For 550,000 Sales

By GORDON McCAFFERY
Staff Correspondent

Toronto — Auto retailing is a "wonderful" business, or a "cruel grind," depending on who is talking here.

Taking the view that it is less than wonderful is Alex Hsieh, who has sold out his North-Clair Pontiac-Buick dealership, one of the city's largest-volume outlets which moved more than 1,000 units last model year.

John Roe, a Chrysler-Dodge-Valiant dealer who is taking over Hsieh's facilities on St. Clair Ave. West, said he thinks auto retailing is a fine business and added:

"I have a five-year-old boy. If he decides when he leaves school to come into the business, that will be dandy with me."

Hsieh said he wouldn't wish the car business on any member of his family. He closed up his Pontiac dealership after seven years of operation and went on the first vacation he has had since it opened.

Hsieh said he was "sick and tired" of the auto business and sold his property, a two-story showroom and repair and body shop, parking space and outdoor display space, to Chrysler Corp. of Canada.

Roe, who operated Carway Chrysler-Dodge a block away, moved into the redecorated North-Clair facility this month. He will continue to hold his Chrysler Corp. franchise.

Hsieh said he had no plans for business after his vacation. "I never had time to develop any outside interests or take up a hobby," he said.

Hsieh worked the General Motors truck factory sales branch for a number of years before buying St. Clair Motors (Chevrolet) in 1955. He switched to Pontiac and changed the name to North-Clair.

"I wanted to prove I could build a business of my own," Starting with 22 employees, he built the business into one of the biggest dealerships in the city, with a staff of 72 this year. His relationship with Pontiac paralleled the period during which Pontiac became the hottest seller in the market, outselling Chevrolet for the last two years.

This last year was the most profitable ever for the dealership. "Now I've done what I started out to do," he said. "I'm selling out."

Like most dealers, Hsieh admitted the auto business is challenging and exciting. But he also said it is a "cruel grind."

"It's not worth what you get out of it," he said. "You can become a millionaire and die young. What are you working for? Money."

Hsieh estimated that Toronto new-car dealers make a net profit of about \$25 a sale. "You have to sell at least 1,000 cars a year in this city to stay in business."

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Staley Defines Dealers' Role in Free Enterprise

Service to Owner
Is Called More
Vital Than Profit

Milwaukee—Role of the automobile dealer in maintaining the American free-enterprise system was defined here by K. E. Staley, General Motors Corp. vice president.

I believe that service to owners in its broadest sense goes even deeper than the problem of doing a profitable business," Staley told the Wisconsin Automotive Trades Assn. convention. "It goes to the very heart of the American way of life, the preservation of the economic system as we know it today."

"It is up to us in business and industry — big and small — we as manufacturers, you as independent businessmen — to build buyer confidence in everything we do — and to deserve it."

"I believe that we can do it by the simple expedient of proving that under the American system the supplier respects and values the customers' interests and gives the customer satisfaction all the way through the process of buying and owning the product."

Staley spoke after a review of the Chevrolet owner-relations program, started in 1959. He noted that "in wartime shortages and the boom of the mid-'50s, salesmanship and full consideration for the customer did not receive all the emphasis they deserved."

Speaking of Chevrolet's owner-relations program, Staley said: "The results have been such that there can be no possible question of the continued implementation and expansion of our owner-relations activities."

including balancing of new tires before 5,000 miles ("It will have to be done again"), servicing the air cleaner ("just have your husband knock it against a wall") and replacing ball joints and tightening body bolts ("both totally unnecessary").

He also warns against buying unless additives, buying spark plugs too soon or new fuel filters until needed and buying too expensive a grade of oil.

Nuttl says a woman (or man, for that matter) can save \$428.70 by proper car maintenance every 50,000 miles, against the cost of repairs after something has broken down.

That's a hefty saving of \$107.18 for the average 12,500-mile year, Nuttl tells the women. "And that's enough to buy a Don Loper original."

He also warns the women of eight common service gyps,

Pontiac

The '63 Pontiac will probably be the best-looking of the GM big cars. The grille is not greatly changed — still has the two horizontal sections with a division between that juts forward. But the dual headlights are now placed vertically, one above the other. Looks very impressive from the front. From the side the belt line rises slightly from the front and from the rear, reaching a high point at the quarter panel of the roof section. There is a small fin at this point. Then there is a low ridge that runs straight down the side of the body from front to rear. Tail lights are high and narrow, and slant inward at the top. The Grand Prix line is said to be jazzed up even more, with more fancy equipment and interior appointments. This has been a real bread-and-butter car for Pontiac. Biggest news in the mechanical department for Pontiac is that they may offer the Donlop-Bendix disc brakes as optional equipment on front wheels. This is the same basic disc brake design being used by the Studebaker Avanti. Pontiac engineers have been experimenting extensively with it, and it could appear on the '63s. Engine and transmission options will remain pretty much as now. Pontiac has experimented with bored and stroked blocks near 300 cubic inches, but it is doubtful if something like this will be available off the assembly line before next spring (in view of the recent NAS-CAR limit of 428 cubic inches).

Tempest

The '63 Tempest will also have the new larger GM compact body shell — and the styling lines will follow the big Pontiac closely. There will be the same rise of the belt line to the rear quarter panel at this point. The rear deck slopes down quite a bit. Also the Tempest body borrows the indented spear of the '62 Pontiac body and puts it on the rear fender. The front grille work has the usual two sec-

tions with division between —

but the lines are more graceful and lower down. The LeMans models retain the good-looking squarish tail lights. This is one of the best-looking of GM's '63 compacts. There are also big mechanical changes in the works. An entire new independent rear suspension is rumored. Tempest has been using the basic Corvair rear end, as you know — and they've had a lot of trouble with the higher torque of the big Four and V-8. For '63 they will have their own new design, similar in basic layout but much beefier. This will also pave the way for better performance options in the engine room. One of these is said to be a 336-cubic-inch cast-iron V-8, based on the big Pontiac engine. But it will have new block and head castings that feature this new "thinwall" iron-casting technique — so the engine will weigh nearly 100 pounds less. The Buick aluminum V8 option is to be dropped. Some rumors say the equipment options on the 336-cubic-inch V-8 will give horsepower ratings over 300 — and that the '63 Tempest may approach Super! Stock performance! There will also be a new four-speed transmission with closer ratios. This is going to be a terrific automobile.

Motor Trend
Pre-Announcement
Review—Sept. 62

YOUNG LOVE AND BUCKET SEATS

What effects do new-fangled auto bucket seats have on old-fashioned courtship? To find the answer, the Ford Motor Co. recently polled several hundred college students. They found that a majority of the college men and women preferred the bucket seats for ordinary occasions. Preference for bucket seats dropped sharply, however, among young people "going steady" and honeymooners. Perhaps that's why Ford's new 1963 compact Falcon convertible will be equipped with bench-type seats rather than bucket seats.

Why Pioneer? . . . It Can Pay Off

"Pioneering is worthwhile," according to Simon E. Knudsen, general manager of Chevrolet and Pontiac in recent years when they have come up with the bulk of the new engineering features on United States automobiles.

Among recent firsts on these cars have been the flexible driveshaft, independent rear suspension, aluminum rear engine, transaxle, single-leaf spring, turbocharging and fuel injection.

Of course, several of the Chevrolet innovations were initiated by Knudsen's predecessor, the daring Ed Cole, who now heads GM's car and truck divisions.

"Sure, pioneering pays off," Knudsen said. "Everyone wants to be associated with a leader. Admittedly, some conservative people are afraid of new features, but I'll get them the next time if the feature is successful. The fact that Chevrolet and Pontiac have done well recently is an indication that pioneering pays."

In the past, Chrysler Corp. has rightly enjoyed a reputation for engineering leadership. Its executives still claim engineering leadership, but they have little to back up this claim except for the marvelous alternator (being offered by every other auto maker now), but this was introduced back in 1959.

One top Chrysler engineer acknowledged that Chevrolet and Pontiac have been doing much of the recent pioneering, but he said, "Pioneering is expensive, particularly if the feature is a flop . . . and every pioneer occasionally fails."

"I'm not sure whether the pioneering spirit makes a company successful, or whether the successful companies have more money to play around with new features."

This led to some fast figuring by the educated guessers in the audience before

Estes acknowledged that 550,000 would be a good estimate of Pontiac's goal for 1963.

That would be an all-time high for Pontiac. The current mark is 530,007 registrations in 1961.

Estes said that Pontiac dealers are in their best profit position in years and that many of them are practically out of '62 models.

Bridge enlarged on that a bit. He said that introduction day will find only 14,000 carryovers, including demonstrators, in the hands of Pontiac's 3,310 dealers. This is 2.7 per cent of '62-model production, and Bridge noted that a carryover of 3 per cent or less is considered excellent.

On the other hand, Estes and Bridge said that dealers will have a good assortment of '63 models for opening day. Bridge estimated that the nationwide stock will be about 28,000 units.

Assessing 1963 for the industry as a whole, Estes said he sees no change in the level of sales. Observers now feel that 1963 will wind up with about 6.8 million registration, including imports.

Thus Estes' guess is somewhat lower than those of other General Motors executives, who have talked about seven million for next year.

If Pontiac is to increase its sales while the industry total is holding steady, it means that the additional deliveries must come from conquest sales.

The division feels well equipped to battle on those terms. Bridge said that about 60 per cent of the cars traded for Pontiacs and Tempests this year have been conquests.

He called it the highest percentage in the industry — Automotive News, Sept. 17.