

DEAN & TAYLOR

Pontiac



La Dauphine by RENAULT



GOOD WILL

USED CARS



The People Behind The Salesmen

The most important members of our sales team who don't ordinarily do much selling, but they must nevertheless be topnotch in their service to you. They of course are our Employees. Back row from left to right—Cliff Turvey, John Gibson, Herb Hunt sales mgr., Bob Taylor owner, Harvey Wyatt, Pat Thanos, Gerald Severson, Vern Nor-

wood, Lena Campbell, John Gustafson, Doris Evans, Len Gustisen, Geo. Galbraith, Wally Sodaberg, Clyde Perdue, Vic Poncia, Berry Johnson; front row—Bob Hamilton, Doug Brown, Bill Lucas, Roy Kirk, Jesse Boykin, Earl Ogden, Bill Newland, Cecil Whitten, (not pictured) Chuck Stayten and Bob Burpee.



BUD HAMILTON
Service Manager

We are pleased to introduce you to our NEW Service Manager who has been associated with a General Motors dealership in Salem, Oregon for the past 17 years. While with Otto J. Wilson Buick in Salem, he was active in the Body repair, Paris Managing, Service Managing and a line mechanic. His basic knowledge in the automotive field was enhanced through many courses at the General Motors Training Center, which included courses in Power Steering, Tune up, Transmission assembly and repair, Engine courses of all types, Electrical schooling, and 2 courses on Service Managing.

He had lived in Salem for 38 years, prior to bringing his wife and 3 children to Medford recently. He is now residing at 2847 Juniper Ave.

You are invited to bring your service problems to Bud, where I know you'll find considerate and courteous treatment. With Bud's experience and our new testing equipment we feel confident the short hop to our new shop will be worth your time and investment.



EARL OGDEN

Earl Ogden who recently joined our Service Department, is in charge of the Truck Department. Since we received the GMC Truck Franchise in 1960 it has been a gradual build up of parts and accounts until such time as we were capable of having facilities to handle a complete and separate truck department. Mr. Ogden brings 12 years of past experience with his own shop in the Medford area, 11 years previous experience with Southern California Edison Co., 2 years with K.F. Corporation as Service Manager.

Mr. Ogden resides at 301 North Columbus, and has 3 daughters that have graduated from the Medford Beauty School. They include Judy Welsh, Bobbie Ogden, and Doris Ogden.

Earl has been with us sufficient a time at this point that we can sincerely recommend him to you for your trucking needs. It will be our every effort to make our truck department grow with the sales of GMC Trucks.

Pontiac Offers Luxury, Power In '63 Grand Prix

Pontiac — Clean lines, un-trimmed body panels and a number of luxury features are highlights of Pontiac's '63 Grand Prix sport coupe which goes on sale Oct. 4.

The car has a split grille, twin vertical headlights, a large concave rear window and a thin roof profile. Unlike other Pontiacs, the tail lamps are integrated into the rear end panel, rather than being located in the fender. They are not visible except when in use.

Bucket seats are standard. Other Grand Prix interior features are carpeting on lower door areas, safety reflectors on door panels, floor console with shift lever, rear courtesy lamp and tachometer.

Under the hood is a 389-cubic-inch engine that develops 303 horsepower and has a compression ratio of 10.25 to 1.

The Grand Prix is mounted on a 120-inch wheelbase. The car is 211.9 inches long, 78.7 inches wide and 54.6 inches high.

What's New:

Cast-iron 260-horsepower V-8 offered . . . self-adjusting brakes . . . 12,000-mile chassis lubrication . . . five inches longer . . . divided grille . . . LeMans now a separate series . . . transistorized radio . . . wider track . . . 20-gallon fuel tank.

Pontiac's kid brother has grown bigger and stronger. The '63 Tempest, which goes on sale Oct. 4, is five inches longer and two inches wider than its predecessor, and it offers a powerful new V-8 engine as an optional feature. Wheelbase remains at 112 inches, but the '63 version is 194.3 inches long and 74.2 inches wide. It has a wider track, too. Rear tread is 58 inches, an increase of 1.2, and front tread is 57.3, a gain of half an inch.

The new engine is a cast-iron 326-cubic-inch V-8 that develops 260 horsepower. It replaces an aluminum eight of 215 cubic inches and 185 horsepower that was ordered by less than 2 per cent of Tempest buyers during the last two years.

The basic four-cylinder Tempest engine has a lighter block. Displacement is 194.5 cubic inches, and horsepower ranges from 115 to 166. Horsepower started at 110 last year.

Tempest, like the larger Pontiac, has a split grille for '63. Body panels are sculptured, and there are two rear treatments. The regular Tempest has dual taillights set vertically on each side, while the LeMans has wide tail lamps set in a horizontal panel.

The LeMans is being merchandised as a separate series this year. In '62, Tempest offered a "LeMans option," which included bucket seats and special exterior and interior trim.

Tempest has several engineering and mechanical refinements. A revised suspension system is said to improve ride and handling; brakes are self-adjusting, and a Delcotron alternator is standard on all models.

The automatic transmission is fully hydraulic in all gears and now has a "park" feature. The fuel tank capacity

Easier Credit Helps Used Cars

But Dealers Report No Wild Financing

The current strength in the used-car market can be traced, at least in part, to easier financing, an Automotive News survey of dealers and finance sources shows.

The changes do not by any means constitute a shift to wild and questionable financing. Nor are the changes evident in all sections of the nation.

The recent trends boil down to this: On the average, finance sources will accept a used-car note which runs a little longer. In some cases, they will accept a downpayment that is a bit thinner. Both comparisons are with '61 conditions.

All finance sources checked reported that their average used-car note runs for a longer period than it did a year ago. The change is quite small. On the average, loans may run for a month longer now than they did a year ago.

Even a small change like this can be important. The longer repayment period can cut the monthly payment and mean the difference between a sale and a used car still sitting on the lot.

In a spot check of dealers, Automotive News found that 39 per cent feel that it is easier to finance used cars than it was a year ago. Thirty-eight per cent of the replying dealers reported that longer loans are being approved and 63 per cent said that downpayment requirements have been eased.

There is no doubt that easier financing makes used

cars easier to sell. The current strength in the used-car market would not be there if finance sources were getting more strict, rather than more liberal, on what they will accept.

New compact cars compete directly in price with late-model used units of the standard size. The compacts have had a tremendous advantage in that new-car financing typically can be obtained over longer periods than used-car notes. More liberal financing of used cars may now be wiping out a part of this advantage.

New-car sales, used-car sales and the financing of both is a huge circle of chickens and eggs and it is always difficult to determine what comes first — what is the cause and what is the effect.

For example, the current strength in the used-car market could be considered the cause of the easier finance terms on used cars. In a strong market, a repossession is less of a problem and the finance sources can be more liberal.

Two dealers — one in Ohio and another in Canada — came up with another explanation of what came first. Both dealers said that the many sources of financing are competing keenly for the available business. They accept the more liberal deals, making a higher level of sales possible.

The Canadian said that bank efforts to get a bigger slice of the business that formerly went to finance companies was the heart of the competition. — Automotive News, Sept. 17.

has been increased to 20 gallons, compared with 16 last year.

Pontiac says improved interior insulation with a fully insulated dash shroud has reduced interior noise. The chassis lubrication interval has been extended to 12,000 miles or every six months.

A tachometer is available as a factory-installed option, and radios are transistorized. The heater has a new air outlet duct for better air distribution, and a new air conditioner puts the evaporator out of sight under the right side of the instrument panel.

Interiors have been restyled, and the new instrument panel features rounded knobs on all controls, instruments clustered together for easy viewing and glare-free instrument lens.

Making LeMans a separate series gives Tempest seven models this year, compared with five in '62. Here's the new lineup:

Standard — Four-door sedan, two-door coupe, two-door sport coupe, convertible and four-door wagon.

LeMans — Two door sport coupe and convertible. Both have bucket seats.

New painting process . . . adjustable steering wheel . . . transistorized ignition optional . . . new rooflines and front and rear styling . . . AM-FM radio . . . Delcotron alternator . . . lighter V-8 engine . . . improved suspension . . . self-adjusting brakes.

Pontiac sales are up 47 per cent this year, and dealers hope to continue that excellent performance with the '63 models they will place on display Oct. 4.

The new models have reclaimed the popular split grille, and the dual headlights are positioned vertically instead of horizontally. Body panels and rooflines are new, side trim has been changed and the taillights are located in the fenders.

Other features of Pontiac's standard-sized line include redesigned front and rear suspension, self-adjusting brakes, a lighter V-8 engine and a new "bake-sand-bake" painting process. In the painting method, a coat of finish color is applied, then baked to permit the paint to "set up" for finish sanding.

PONTIACS DOWN

| | |
|---|----------------------|
| 61 PONTIAC Tempest \$600 | Station Wagon, Stick |
| 61 PONTIAC Convertible 900 | |
| 61 PONTIAC Hard Top 800 | 4 Door |
| 61 PONTIAC Hard Top Cpe 900 | |
| 61 PONTIAC Station Wagon 950 | |
| 60 PONTIAC Bonneville 750 | 4 Door |
| 60 PONTIAC Bonneville Cpe 750 | |
| 59 PONTIAC Convertible 650 | |
| 59 PONTIAC Station Wagon 650 | |
| 58 PONTIAC 4 Dr. Star Chief 400 | |
| 57 PONTIAC Star Chief 4 Dr. 330 | |
| 56 PONTIAC 4 Dr. — 3 of these 200 | |
| 55 PONTIAC 4 Dr. Star Chief 200 | |

CHEVROLETS

| | |
|--|-----------------|
| 61 CHEVROLET 2 Dr. 6 Cyl. 600 | |
| 60 CHEVROLET Impala 600 | 4 Door Hard Top |
| 59 CHEVROLET Station Wgn. 500 | |
| 59 CHEVROLET 4 Dr. Sedan 450 | |
| 58 CHEVROLET Sta. Wgn. 390 | |
| 56 CHEVROLET 1/2 ton 200 | Pickup |
| 54 CHEVROLET Suburban 100 | |

FORDS & MERCURY

| | |
|--|-----------|
| 60 COMET 4 Dr. Sedan 550 | |
| 60 COMET Station Wagon 600 | |
| 57 FORD 2 Dr. Stick 275 | |
| 57 FORD 4 Dr. Automatic 260 | |
| 56 MERCURY 4 Dr. Hardtop 200 | |
| 57 FORD RANCHERO 400 | |
| 55 FORD 4 Dr. V8 150 | Overdrive |
| 56 FORD 2 Dr. 200 | |
| 57 FORD Tilt Cab 2 Ton 700 | |

FOREIGN IMPORTS

| | |
|--|--|
| 57 TR CONVERTIBLE 400 | |
| 61 CARAVELLE Convertible 500 | |
| 60 VOLVO 2 Dr 400 | |
| 59 VOLVO 2 Dr 300 | |
| 57 VOLVO 2 Dr 200 | |
| 60 RENAULT Dauphine 250 | |
| 58 RENAULT Dauphine 200 | |
| 58 VAUXHALL 4 Dr 200 | |
| 61 GORDINI 4 Speed 400 | |

OTHER MAKES

| | |
|---|----------|
| 60 PLYMOUTH Sta. Wgn. 600 | |
| 59 CHRYSLER 4 Dr. Windsor 450 | |
| 60 VALIANT 4 Dr. 450 | |
| 57 BUICK 4 Dr. Special 330 | Hard Top |
| 56 BUICK 4 Dr. Hard Top 265 | Special |
| 55 OLDSMOBILE 4 Dr. 200 | Hard Top |
| 55 BUICK Super Hard Top 200 | |

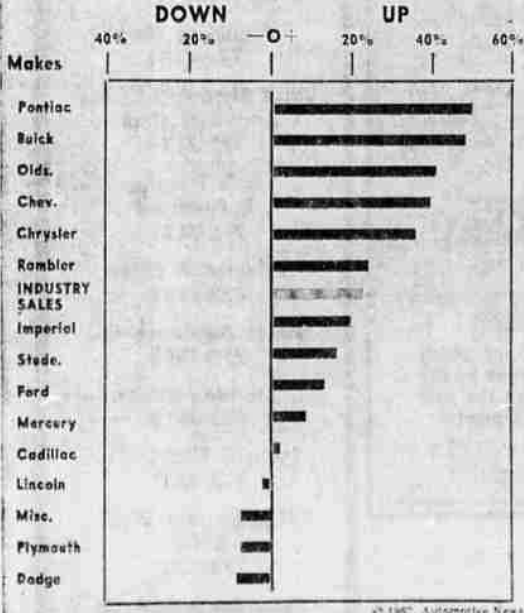
TRUCKS AND PICKUPS

| | |
|---------------------------------------|--------------|
| 62 GMC 2 Ton 1500 | |
| 57 FORD 2 Ton Like new 700 | Tilt Cab |
| 56 CHEVROLET Pickup 200 | 1/2 Ton |
| 53 CHEVROLET 1/2 Ton 6 150 | 4 Speed |
| 55 GMC 1/2 Ton 200 | |
| 55 GMC 3/4 Ton Flat Bed 450 | With Brownie |
| 55 GMC 9 Pass Crummie 180 | |

On Approved Credit

How Sales by Makes Shifted In First Half, '62 vs. '61

(Based on comparison of number of cars registered in 1962 vs. 1961)



Renault to Spend \$500,000 to Unveil R-8, Other '63s

New York — Renault, Inc. has announced it will spend more than \$500,000 in six weeks, beginning late next month, in advertising to introduce the new R-8 sedan and the 1963 Dauphine and Caravelle S convertible.

Walt Woron, Renault director of public relations and advertising in the U.S., said the campaign will be concentrated in mass print media. He said that two-page, four-color R-8 ads will be arranged back-to-back rather than in a spread so that a reader who is thumbing through the magazine will catch the ad whether he started at the front or back.

The first page will feature a picture of the R-8 and the back of the page will discuss features, with detail color photos.

Followup R-8 ads will appear later in mass-print media, as will ads for Dauphine. Ads for Caravelle S will appear in enthusiast magazines.

Dealer materials for showroom display, radio and TV spot commercials and newspaper advertisements have been sent to Renault's dealers.

Woron said advertising plans for 1963 are not yet firm, but he said the total ad budget will be in excess of \$2 million.

Top Cars

New-car registrations for seven months, plus two states for August

| 1962 Pos. | Make | 1961 Pos. |
|-----------------|----------|-----------|
| 1—1,261,333 | Chev. | 501,987—1 |
| 2—853,325 | Ford | 718,363—2 |
| 3—311,977 | Pontiac | 211,340—3 |
| 4—254,824 | Rambler | 209,018—4 |
| 5—253,429 | Olds | 179,764—5 |
| 6—237,194 | Buick | 163,136—6 |
| 7—181,238 | Mercury | 178,405—7 |
| 8—184,230 | Plym. | 176,443—8 |
| 9—123,249 | Dodge | 133,425—9 |
| 10—86,020 | Cadillac | 82,390—10 |
| 11—48,433 | Chrysler | 32,811—11 |
| 12—48,462 | Stude. | 41,749—12 |
| 13—16,200 | Lincoln | 17,084—13 |
| 14—7,154 | Tempera. | 4,225—14 |
| 15—205,224 | Misc. | 231,542 |
| Total All Makes | | 3,306,124 |

