

# '59 CARS (Continued)



Pontiac is nine inches longer, three inches broader than its 1958 models.

in the car-wide grill. Oldsmobile spaces the four lenses almost evenly across the front with beautiful effectiveness, while Buick and Lincoln prefer angled treatment.

Grills and fins are perhaps the most important focal points for identification. Grills made of many polished aluminum pieces set in jewel-like patterns, as typified by the Cadillac design, may be hard to wash but sectional replacement after accidental damage is less expensive than with the former one-piece construction. For sheer originality, on the other hand, Pontiac deserves a bow in honor of its jet-age front end. Cadillac, Chevrolet, and Plymouth, in turn, vie for the "most finny" award.

**E**MPHASIS on station wagons is more evident than ever this year.

This is not surprising in view of a Plymouth report that in 1958 one of its four-door Suburban models displaced the sedan as the most popular body style in the line. Pontiac and Edsel have followed Chrysler in offering a rear-facing third seat.

In fact, much attention is paid to optional seating arrangements in all body styles. Rambler continues its exclusive reclining front seats, newly separated to permit individual adjustment. Both Rambler and Pontiac offer head-rests at extra cost, and a number of makes give customers a choice of conventional or individual seating. Of the latter, Chrysler Corp.'s unique swivel seat, available in most '59 models, is perhaps the most useful because it swings outward in a 40-degree arc for easy, graceful exit—a feature sure to please women.

While comfort and vision are vitally important, they are by no means the only safety factors built into the new cars. Yet the great progress made in this direction in recent years came despite surprising public apathy. The cry that Detroit builds nothing but overpowered death traps is often—and unfairly—raised. To see the other side, forget accident statistics for a moment and look at these figures on seat belts. Every safety authority agrees that if belts were universally used, accident casualties would be cut by 50 percent. But what happens when they are offered inexpensively?

A spokesman for Ford Motor Company says: "Less than 2 percent of customers order belts on their new cars. And after the novelty wears off, a mere fraction of this small number of people continue to use the belts. We have, in fact, spent and lost mil-

lions on promoting safety, but we'll continue the program. We are working now, for example, on belts that will fasten themselves automatically."

Not much more can be said. Every car maker faces the same problem.

Economy is another feature much

emphasized in 1959 models. Dodge, which originally planned to drop its six-cylinder engine, has found it worthwhile to continue the option. Edsel is a newcomer to six-cylinder ranks, joining Dodge in making available medium-price-class luxury in

combination with true operating economy. Ford, Chevrolet, and Plymouth are all planning much heavier production of sixes to meet anticipated demand. Rambler and Studebaker expect sixes to account for the large majority of their sales.

This trend isn't being ignored in V-8 engine design. All makes of V-8's have been revamped to deliver greater gasoline mileage. Hardly any show increased horsepower, a noticeable reversal from the "race" of recent years. Many of the engines, as in Ford's

three choices of V-8's, have been "detuned" to operate on regular-grade gasoline. Even the performance-minded folks at Pontiac are plugging a gas-hoarding version of their engine, with 130 less horsepower than the most powerful option available.

None of this means that the new cars won't get out and go. What it amounts to is that they will go no faster than their '58 counterparts—and this hardly matters. Such a standard will satisfy most people. However, the taboo on speed has stymied some interesting developments. Fuel injection is all but forgotten except by Chevrolet, which continues to offer it primarily for Corvette buyers. No maker this year catalogs a factory-installed supercharger, and there is a noticeable absence of such other hot-rod paraphernalia as dual exhausts.

Automatic transmissions, having reached a peak of satisfaction from the driver's standpoint, are being slowly redesigned for greater simplicity and less cost. Ford has a new one that contains 103 fewer parts. Edsel and Mercury have dropped complicated push-button controls.

**L**AST YEAR'S much-touted air suspension has been surreptitiously closeted by some makers, notably Ford Motor Company. George Muller, in charge of Mercury suspension engineering, claims that the "improvement in ride and handling provided by an air system is presently too slight to be worth the extra cost." On the other hand, Chrysler makes are newly offering, as an option, air bags on the rear wheels only. However, these supplement, but don't replace, the conventional rear springs.

Actually, hidden away underneath the new cars are many invaluable little improvements that together help to make a superior product. Practically every maker redesigned brakes for better cooling, so they won't fade away on steep grades. Cadillac has an exclusive new shock absorber that uses a bag of freon gas to eliminate oil foaming and resultant loss of ride control on rough roads.

And the gadgets! Besides the usual array, such as power assists and air conditioning, practically all cars now offer an automatic "cruise-control" device that maintains a set highway speed until the brake is touched. GM features its portable, transistorized radios, and Ford continues its fascinating retractable hardtop. Chrysler even has an electronic mirror that automatically mutes the glare of closely following headlights.

And speaking of options, Chevrolet chief E. N. Cole notes that "we could build more than 1.8 million consecutive Chevies without duplication," such is the variety of trim and color available—the latter, of course, in the new paints that need no polishing for up to three years.

Do you still think Detroit is far out in left field? If so, Ford's chief stylist, George Walker, has an invitation: "There will always be critics," he says. "In fact, it would be a little lonesome without them. It's like baseball, which could sure use the perfect player. The problem is to get him to put aside his hot dog and score card and come down out of the grandstand."



## Lovin'est cookies of all ...rich with the flavor of Real Butter!

Now's the time to fill your cookie jar with the best holiday cookies of all—real butter cookies. Make 'em best with Pillsbury's BEST. This extra fresh, white flour never fights your mixing spoon because it's so smooth blending. Every ounce helps you make a cookie what it should be—mouth-melting good. And every cookie will tell you—Pillsbury's BEST. Always has been. Still is.

### BUTTER RICHES

Developed by Ann Pillsbury

BAKE at 350° for 7 to 9 minutes.

**Cream**... 1/2 cup butter. Add 1/2 cup firmly packed brown sugar and 1 tablespoon sugar, creaming well.

**Add**... 1 unbeaten egg yolk and 1 teaspoon French's Vanilla; beat well.

**Blend in**... 2 cups sifted Pillsbury's BEST All Purpose Flour.\* If desired, chill dough for easier handling.

**Shape**... into balls using 1, 2 or 3 teaspoons of dough for each; place on buttered baking sheets. Flatten with the bottom of a glass dipped in sugar.

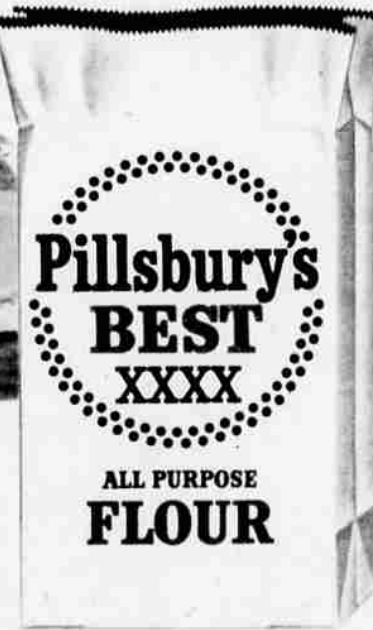
MAKES 5 to 7 dozen cookies.

**Bake**... in moderate oven (350°) 7 to 9 minutes until light golden brown. Cool and frost with Browned Butter Frosting; garnish with Funston's Almonds sliced. Or decorate with red, green or white frosting.

\*Pillsbury's BEST Self-Rising Flour may be substituted.

**Browned Butter Frosting**

Brown 1/2 cup butter slightly in saucepan. Remove from heat and blend in 2 1/2 cups sifted confectioners' sugar and 1 teaspoon French's Vanilla. Gradually add 3 to 4 tablespoons cream until spreading consistency. (For white or colored frostings, do not brown butter. Cream butter and add ingredients listed above.)



### New 1958 Ann Pillsbury Butter Cookie Cookbook

Only 20¢ brings you the new 1958 Ann Pillsbury Butter Cookie Cookbook. Many of the recipes are prize winners from Pillsbury Bake-Offs including last year's \$25,000 winner! It also offers decorating ideas, freezing and packaging tips and Kiddie Cookie recipes. To order, use handy coupon.

New 1958 Ann Pillsbury Butter Cookie Cookbook. To order, send 20¢ with your name and address to: Butter Cookie Cookbook, Box 353, Minneapolis, Minn.



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_