



**JANUARY
PREMIERE**

America's first look at all the 1955 models!

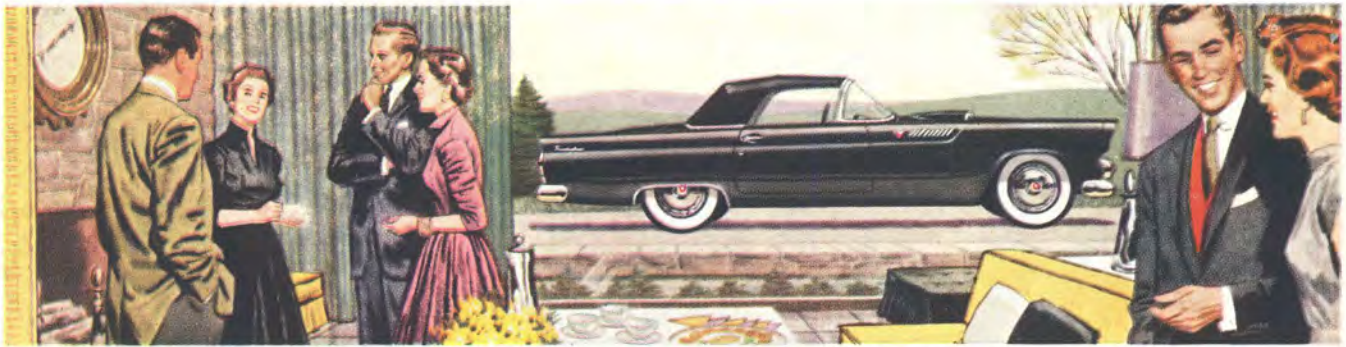


1955

ROCHESTER

AUTO
SHOW

JANUARY 29 • FEBRUARY 5
EAST MAIN ARMORY



Above, you see the Thunderbird. Its long, low lines have caused a sensation on the highways as has no car styling before it. And it was these lines that inspired the styling of the 1955 Ford. The '55 Ford, as shown below, features the same sleek silhouette . . . the same beautiful design, front and rear.

You can see Thunderbird styling...now try Trigger-Torque power



The Ford Fairlane Club Sedan, one of 17 Ford body styles for 1955.

...and thrill to the split-second response of **FORD** for '55!

This exciting '55 Ford obeys your commands in an instant. You can drive in traffic with assurance . . . pass on the highway with a feeling of confidence and safety. You'll enjoy these advantages when you Test Drive Ford's Trigger-Torque performance.

Three new mighty engines

You'll find this split-second "Go" in the new 162-h.p. Y-block V-8 with higher compression and greater displacement . . . the new 182-h.p. Y-block Special V-8, available (with Fordomatic Drive) in all Fairlane and Station Wagon models . . . or the new 120-h.p. I-block Six.

You'll go for new Speed-Trigger Fordomatic Drive with its fully automatic low gear for quicker take-offs. It's available in *all* Ford models . . . with *any* Ford engine.

You'll find Ford's new Angle-Poised Ball-Joint Suspension makes even smooth roads seem smoother.

So accept our invitation. Thrill to a Ford Test Drive today!

PLUS ALL THESE "WORTH MORE" FEATURES

New Luxury Lounge Interiors are the most comfortable, most colorful ever. Fabrics are fresh and new.

New Wrap-Around Windshield is ultra-modern in appearance with nearly 20% added visibility.

New 10% Larger Brakes mean smoother straight-line stops and up to 50% longer brake lining life.

New Tubeless Tires offer quieter, easier riding . . . greater puncture and blowout protection.

And Power Assists are available to help you stop, steer, open windows and move front seat with greater ease.



You go finer when you go **FORD!**



R. H. SIMMONS
President



A. C. LOHMAN
Vice-President



E. J. HORTON
Treasurer



E. C. SCHOEN
Secretary



M. W. HALLMAN
Director

*Officers and Directors
of the
Rochester Automobile
Dealers Association, Inc.*



J. G. DORSCHEL
Director



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Director

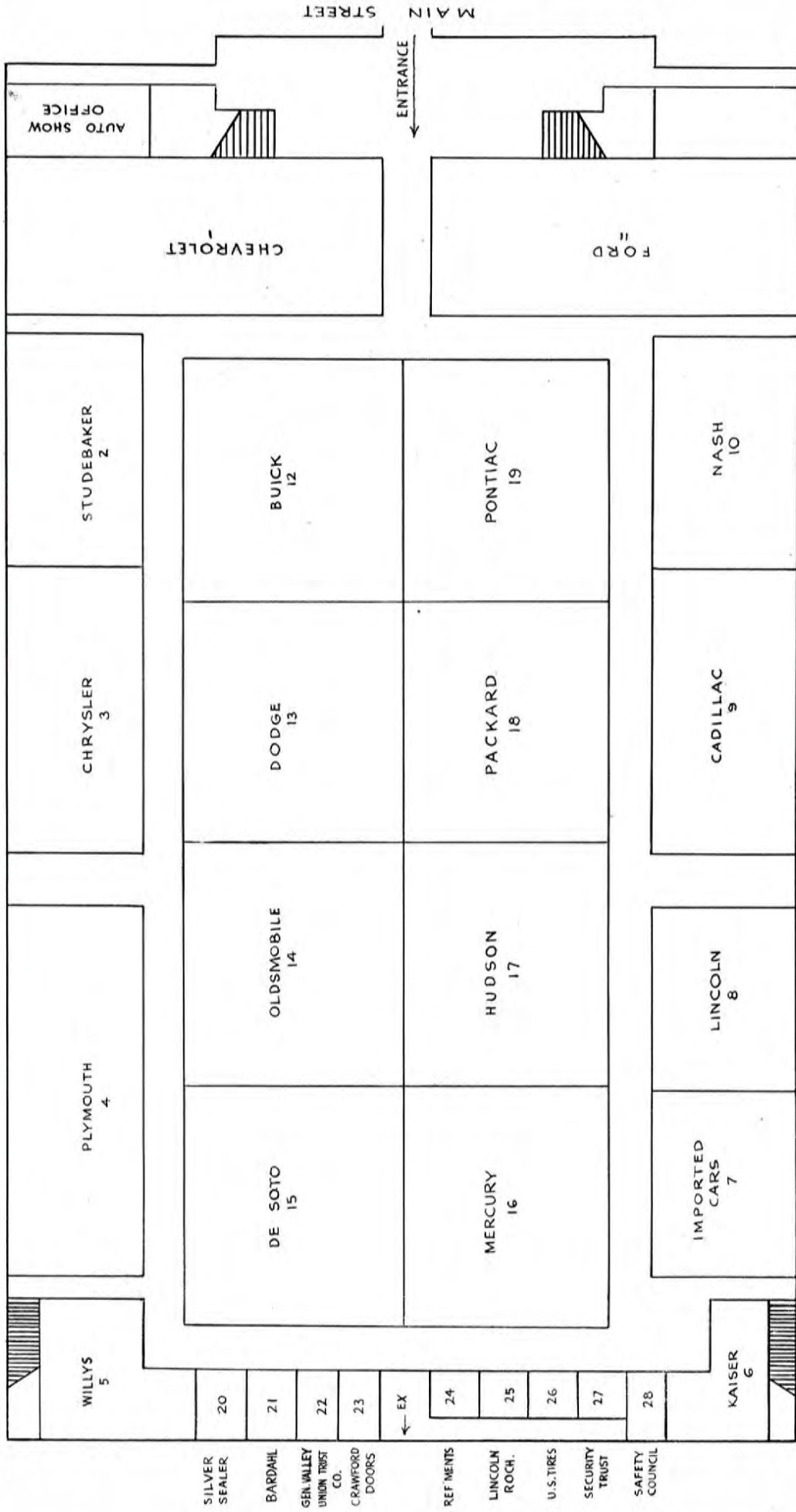


J. W. VERHEY
Director



C. E. ARCHER
Director

Auto Show Exhibitors Floor Plan



East Main Armory, Rochester, New York

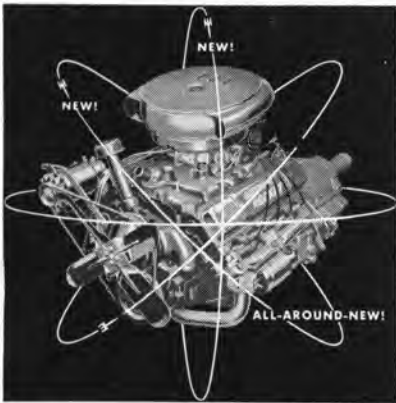
Show Stopper!

...WITH THAT
ALL-AROUND-NEW
"GO-AHEAD"
LOOK!



1955 Oldsmobile Ninety-Eight DeLuxe Holiday Coupé. A General Motors Value.

NEW "ROCKET" 202



Most sensational of all the famous "Rockets"—Oldsmobile's revolutionary new "Rocket" 202 Engine! New 202 h.p.! New 8.5:1 compression! New through and through! See it on special display!

Stop, look, and linger! Meet the stunning star of the Show—the sensational all-around-new Oldsmobile for '55!

You'll thrill to the new glamor and go of Oldsmobile's lithe new "Go-Ahead" look! With a bold, distinctive new front end!

New hooded headlights! Panoramic windshield and sweep-cut fenders! You'll exclaim over Oldsmobile's brilliant new "flying colors"—in dazzling new hues and dramatic new two-tone treatments! Inside, too, you'll discover breath-taking new beauty and luxury! And don't miss the exciting Oldsmobile displays and exhibits at the Show!

You'll see *all* the newest new ideas on wheels when you see the magnificent, all-around-new Oldsmobiles for '55!

BONENBLUST & BUCKMAN, INC.

340 LAKE AVE.

FINCHER MOTORS, INC.

18 SO. UNION ST.

A NEW



The Car Smart People Buy!



A NEW YEAR...

PONTIAC

*Since November 1954 more
people chose **Pontiac**
than any other car,
except the two leading
low-priced cars!*

ROCHESTER PONTIAC DEALERS

Piehler Pontiac

1560 Lake Ave.

Ralph Pontiac

626 West Main St.

Valley Cadillac-Pontiac

333 East Ave.



The Auto Show at a Glance....

☆ ☆ ☆

WHEN: January 29 - February 5 (INCLUDING SUNDAY, JANUARY 30). This will be the earliest opening date for a Rochester Show in many years and one of the nation's first opportunities to see all the 1955 models together under one roof.

HOURS: 1 P. M. to 10:45 P. M. daily. Sunday 2 P. M. to 10:45 P. M.

WHERE: East Main Street Armory.

SPONSOR: Rochester Automobile Dealers' Association, Inc.

EXHIBITS: 1955 Models of the following American makes: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford, Hudson, Imperial, Kaiser, Lincoln, Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker, Willys.

European makes: Austin-Healy, Jaguar, MG, Volkswagen, Hudson Italia.

Experimental models. Cut away models. Accessories. Tires. Safety exhibits. Banking.

DECORATIONS: The elaborate decorative scheme will express a patriotic motif. The vast exhibit hall will be completely canopied with thousands of yards of red, white and blue bunting with pylons on the floor and chandelier effects hanging from the ceiling holding dozens of American flags.

ENTERTAINMENT: John Cumming's 15-piece orchestra will play nightly. In addition featured vocalists and entertainers will be presented throughout Show week. Show visitors will be invited to dance in the North balcony to the music of the Cumming's orchestra. There will be a demonstration of new 21-inch RCA Color TV carrying all programs color-telecast throughout show week.

ADMISSION: 90¢ including tax. Children under 12, half price.

DOOR PRIZE: A 1955 PONTIAC Chieftain Sedan in sparkling two-tone green will be the prize driven home by some lucky show visitor. Drawing will be held Saturday, February 5. Winner need not be present to win.

PARKING: On and off-street parking for 1000 cars available in the neighborhood of the East Main Street Armory. Excellent bus service from downtown Rochester on several Main Street bus lines.

SHOW MANAGER: Edward C. Schoen, Secretary of the Rochester Automobile Dealers' Association, Inc.

SHOW COMMITTEE: Raymond H. Simmons, Chairman; A. C. Lohman; E. J. Horton; Maynard W. Hallman; John G. Dorschel; A. R. Ralph; Charles E. Archer; J. W. Verhey.

Why An Auto Show?

An Auto Show is a vehicle of public convenience which permits people to see all makes and styles of automobiles side by side and to compare their varied features.

Each make of car displayed on the Show floor is shown in as full range of models as space permits and men fully versed in explaining the merits of the cars are here to serve you.

Perhaps the most noticeable trait of the men who exhibit the cars is their friendly attitude toward the public and toward one another. It is their firm conviction that the public can best be served by friendliness, so, in this spirit, they agree on a principle of sincere and honest service to the people who attend the Show.

These capable men believe that knowledge of what makes an automobile go and what is built into the car to make it a vehicle of necessary strength, comfort and endurance is of the utmost importance. They believe that you, the public, should know all this and they are here to enlighten you. Thus by your understanding of the "inner side" of an auto you gain knowledge which invites the care every automobile should receive to insure its long life, and at the same time it promotes a better understanding of safety which, in turn, insures your longer life.

The Auto Show can therefore be regarded as an Institute of Public Information and out of it comes a better appreciation of cars and their proper handling.

Further, the Auto Show gives you an opportunity to see the cut-away component parts of the cars in actual operation. These displays are seldom seen in the dealers' show rooms as they have been built by the manufacturers at enormous cost (as high as \$50,000 for a single display) just to be presented at various shows. Our show is particularly fortunate in having been able to obtain an unusually large number of these interesting and instructive exhibits.

When looking at the cars, do not hesitate to ask questions regardless of how simple or complicated the questions may be. Learn the facts before you purchase and in this way obtain the car best suited to your needs and in a price range that best fits your budget. Do not be in doubt about any of the features of the car you buy, but become familiar with its every feature.



THE 1955 NEWS STORY ON FINE CAR PERFORMANCE

THERE'S a strong statement that needs to be made right now. This year Lincoln has been built to give you performance that cannot be approached by any other fine car on the road.

First, there is Lincoln's new Turbo-Drive—the most significant forward step in no-shift transmissions in 15 years. At last—completely *smooth* shifting plus instant acceleration, giving you both in combination for the first time.

The next news comes from a dramatic engineering achievement—the new, high

torque Lincoln V-8 engine. Here is an efficient power plant with more than just high horsepower and high compression ratio. Teamed with the new Turbo-Drive, this new engine gives you performance that is matchless—not just at expressway speeds but in *all* speeds.

You move effortlessly through traffic. You pass other cars as if they weren't there. Hills are leveled. Curves are straightened. This is performance—this is *action*—out of the engineer's dreambook.

Won't you visit your Lincoln dealer

soon? See for yourself Lincoln's dramatic new styling for 1955. Then take a Lincoln or Lincoln Capri out on the road. You'll quickly understand why it's the car for modern living—for *magnificent* driving!

SEE YOUR LINCOLN DEALER

NEW 1955

LINCOLN

for modern living
for magnificent driving

"Competition" to be Keyword In Auto Industry for 1955

By Edward C. Schoen, Secretary, Rochester Automobile Dealers' Association

☆ ☆ ☆

Of course competition has always been present in the auto industry, as in most other industries. The struggle of the many manufacturers for the favor of the American motorist has been going on for over 50 years, and has resulted in the steady improvement of car design and construction over the years.

Why then do we say that "competition" will be the keyword for 1955? The answer is a double one, more new models and a greatly increased rate of production.

1955 is a year of many radical model changes. This will be very apparent to you as you tour this great auto show. Now the manufacturers, each confident that in their 1955 models they have the answer to a bigger share of the year's total sales, are turning out cars at a tremendous rate — 24 a minute at the end of the first week of 1955! Industry goals for the first quarter of 1955 indicate a total for the quarter of over 1,900,000 passenger cars!

What better way to start off this "Year of Competition" than by inspecting all the shining new 1955 models at one time — under one roof. The Auto Show gives us that opportunity once a year so here is wishing you "happy looking"!

The Rochester Auto Show is one of the first to be held in the nation this year and this year's dates are the earliest for a Rochester Show in many years. The show was moved up because of the tremendous amount of interest in the many model changes this year. Right here I would like to express our sincere thanks to Mr. Robert G. Torrens and others of the Board of Education who helped us by rescheduling high school basketball games so that we could come into the Armory on these early dates. Our thanks also to Brig. Gen. Alfred H. Doud, Major Joseph B. McManus, and Lester B. Nobles, Armory Supt. for their fine cooperation with the arrangements for this 38th Rochester Automobile Show.

The Automobile

By John O. Munn

I AM SPEED MADE SUBJECT TO HUMAN WILL. I give mankind dominion over distance. I open the avenues of all the world to humanity. I enlarge the radius of human life. I expand the horizon of human opportunity. I give to man a locomotion as rapid and as subtle as his desire. I give to his body the speed and mobility of his ambition.

I promote peace and good fellowship in the human race, for I have bridged the spaces that kept men isolated and ignorant of each other. I hurry the master minds of the world to conference places where the destinies of nations are determined. I snatch the dying from the scythe of Death and outrun him a thousand times a day.

I am the silent partner in all the business houses of the world. I save hours out of man's workday and give them to him to play with. I make man free of all the far places of venture, recreation and delight.

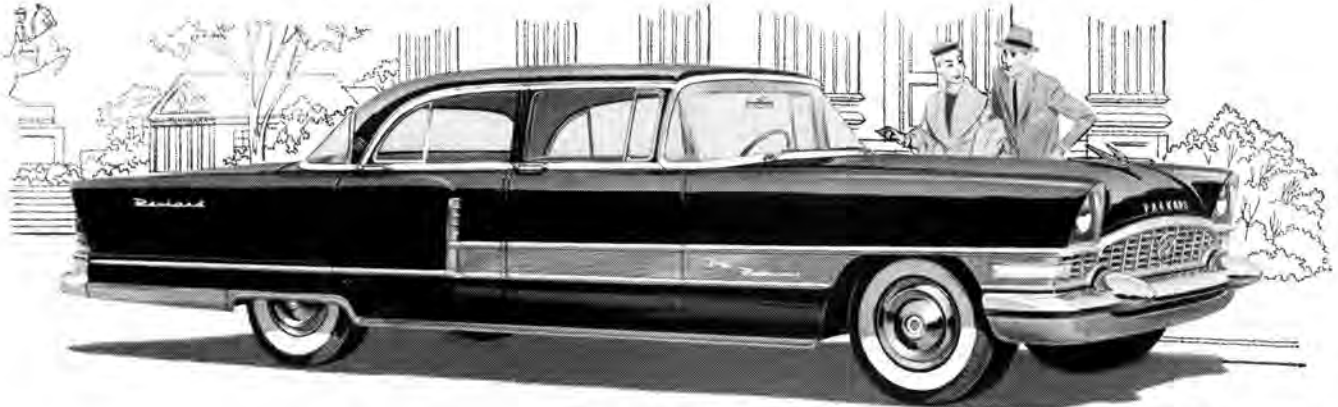
I am the most capable and constant servant in the homes of men. I bear the sick swiftly and gently out to nature whose touch puts the roses into cheeks fatigue has faded. I take men from their stifling cities of steel and stone out to the murmuring streams and windswept meadows.

I cement the ties of home and kinship with the blessing of frequent reunion and concerted recreation. I give supremacy of locomotion to man whom nature made slower than the beasts. I am individual transportation free of all laborious limitations.

I am the Automobile.

The **NEW** **PACKARD**

with the fabulous **Torsion-Level Ride**



THE MAGNIFICENT PACKARD PATRICIAN—"ASK THE MAN WHO OWNS ONE."

More Engineering Advancements than any Automotive Achievement of Our Time

America has a new choice in fine cars — the great *new* Packard . . . the result of years of planning, designing and testing to build an individually distinctive automobile embodying more engineering advancements than any automotive achievement of our time. You will find it the finest, most luxurious car in a long line of history-making Packards.

NEW TORSION-LEVEL RIDE automatically levels the load . . . smooths the road. Imagine not knowing or caring whether the road under you is rough and pitted or boulevard smooth! Incredible? Yes! You see, in the *new* Packard, instead of using conventional coil or leaf springs in an attempt to "cushion" the bumps, full-length torsion bars absorb road shocks automatically *before they can reach you*. And an ingenious power-controlled levelizer keeps the *new* Packard on an even keel. Compare this *new* Packard with the car you think is the finest made in America today. Then let the ride decide. You'll find driving the *new* Packard is easier, less fatiguing, and much safer.

POWER-PACKED PACKARD V-8'S . . . WORLD'S MOST POWERFUL ENGINES . . . built by the master motor builders who pioneered the V-type engine . . . uses the Packard-developed "free breathing" principle to produce the most powerful engines in any motorcar . . . 260 horsepower . . . 275 in the Packard Caribbean.

NEW TWIN ULTRAMATIC TRANSMISSION. Actually two automatic transmissions in one — with a choice of two starts. Simply select the start you want. With either instant take-off or cruising glide, you'll note the difference on the open road or in traffic.

ADVANCED GRACEFUL STYLING. Long, low lines . . . massive grille . . . distinctive rear deck . . . every detail of design, like the exclusive Dual Courtesy and Safety Light, forward of the rear fenders, bespeaks Packard distinction and good taste. Breath-taking colors and textures reflect the decorator-smart fashions of today's finest homes. Your Packard dealer will be pleased to demonstrate this *new* kind of fine car.

Nothing on earth rides like the New Packard
Visit your Packard Dealer . . . LET THE RIDE DECIDE

How's Your Driving?

(Reprint of Pamphlet Issued By The Metropolitan Life Insurance Co.)

BE THE MASTER OF YOUR CAR

Motorists enjoy driving when they know they have their car under control at all times. The modern automobile is a sensitive piece of machinery. If kept proper-



ly adjusted it will quickly obey the lightest touch on steering wheel, accelerator, or brake. If the driver is preoccupied, tired, confused from drinking, or just not paying attention, his car will still carry out the orders he gives it, even if these orders are wrong. To enjoy motoring it is important that the driver be in condition to give the proper orders to his car at all times.

HOW FAST IS FAST?

The driver who gets real pleasure out of motoring wants to get where he is going with the least amount of worry and trouble. His maximum speed is that speed, within legal limits, at which he is sure he can stop his car under existing road, weather, and traffic conditions before striking a person or running into something. He doesn't want to have to worry about getting out of tight places or about causing a collision or smashup. He knows that the distance required to bring his car to a dead stop varies with the speed at which he travels. This includes reaction distance — the distance he travels from the time he decides to stop until he gets his foot down on the brake. It also includes braking distance — the distance he travels while his brakes are bringing his car to a stop.

RUSHING THE LIGHT

One type of driver who believes in taking punishment from driving instead of getting pleasure out of it

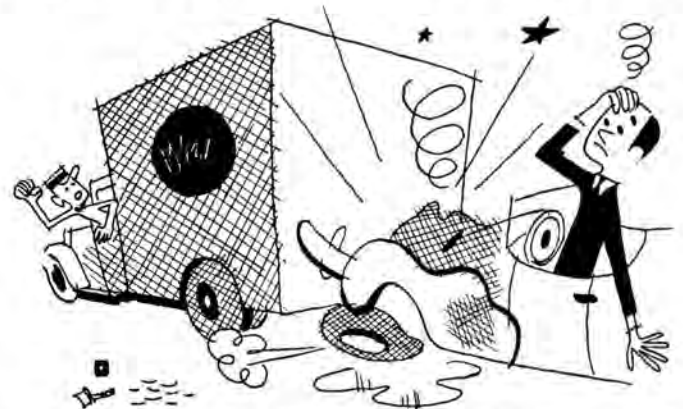
is the fellow who rushes up full speed ahead to a red traffic light. He has to slam on his brakes, slide his tires, come to a full stop, and then start up again. While he is doing this the fellow who uses his head so he can enjoy driving, has cut his speed if traffic permits so as to reach the intersection after the light changes in his favor, and has gone ahead without having to stop. He has saved a lot of energy as well as wear and tear on his car. Furthermore, he will most likely reach his destination first.

DRIVE TO THE RIGHT; DON'T DAWDLE

It is human nature to be annoyed when another driver takes advantage of you and rushes by on the right. You can help stop this practice yourself by keeping to the right except when about to make a left turn, or when overtaking another car going in the same direction. You will also enjoy your driving more by keeping out of the stream of traffic unless you are traveling at a normal rate of speed for the road. Remember, a "slow poke" who holds up traffic can be as hazardous as a "road hog."

KEEP YOUR DISTANCE

Did you ever have the motorist in front of you come to a sudden stop and leave you to decide whether to go into the ditch or run into him, or perhaps into a



car coming from the opposite direction? You can keep yourself out of such a predicament by allowing plenty of room between you and the car ahead. A good rule is to leave one car length for every 10 miles per hour of speed — for example, four car lengths

(Continued on Page 19)

SEE AND INSPECT THE 1955

Cadillac



TODAY...



*... and Accept Our Invitation to Drive It
at Your Earliest Convenience!*

The great 1955 Cadillac is here today—awaiting your personal inspection.

And we know you will find your appraisal of this new Standard of the World a truly rewarding experience.

The new Cadillac is inspiringly beautiful—with new grace and majesty in every detail of appearance. There is new interior luxury . . . with greater beauty and convenience of appointments . . . and with strikingly new fabrics and leathers. And there is extraordi-

nary brilliance of color—both inside and out.

But the car's beauty and luxury—wonderful as they are—are only part of the Cadillac story for 1955. For the car is as wonderful to *drive* as it is to *see*—and only on the highway can you fully realize how magnificent this great motor car really is.

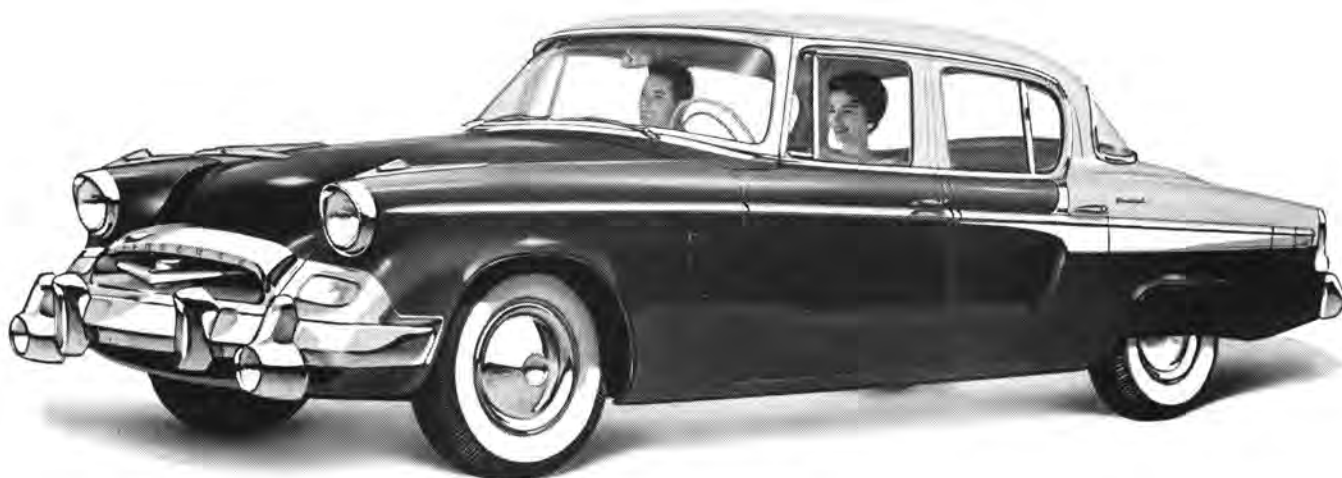
We suggest, therefore, that you come in at your earliest convenience—and spend an hour at the wheel of a 1955 Cadillac. We'll be happy to serve you at any time.

YOUR CADILLAC DEALER

See them all...see how Studebaker tops them all!

Style leading
STUDEBAKER

Now priced at new low competitive levels



THE LOW silhouette that made Studebaker the style leader is even more excitingly advanced for 1955.

But Studebaker's dynamic new lower pricing for 1955 is perhaps the most pleasant surprise to car buyers.

The big new 1955 Studebaker Commander V-8—the finest, most powerful Commander ever built—is selling at a

level directly competitive with the V-8s in the lowest price field.

See the exciting Studebaker trio for 1955—the ultra-luxurious new President V-8—the value-packed new Commander V-8—the Champion. They're all stepped up in style and power and stepped down in price. They're all on view at the Show—and at your Studebaker dealer's.

Studebaker

...so much better made...worth more when you trade!

BUILT BY STUDEBAKER-PACKARD CORPORATION

...WORLD'S 4TH LARGEST FULL-LINE PRODUCER OF CARS AND TRUCKS

Traffic Safety Is Everybody's Job

By Inspector Albert O. Daniels

With the ever-mounting toll of death and injuries on our highways and streets of the nation, people must come to realize, that everyone, drivers and pedestrians alike, have to obey traffic rules and regulations that have been enacted for the safety of everyone, if the traffic accident record is to be improved.

The efforts of the police and other organizations have proved insufficient to stem the appalling tide of death and injuries. Obviously it is up to you the people to do something about it. People have been taught to fear such diseases as polio, cancer and heart disorders. It is high time that people are taught to fear motor vehicle accidents.

A few weeks ago I attended the formal showing of new model automobiles by one of our local dealers. The cars were all beautiful things, a product of man's ingenuity. During my talk with one of the salesmen, I asked him this question. "What do prospective customers seem most interested in?" Here are some of the things he said seemed of first importance — horsepower, colors, interior appointments, gasoline consumption, how fast will it go. My next question was, do people ever inquire about the safety features of the car, and he said, "on rare occasions."

During the past fourteen years I have helped investigate most of the fatal traffic accidents in Rochester. I have seen human bodies that have been twisted into such grotesque shapes as the result of violent death in connection with motor vehicle accidents that you could hardly recognize them as human beings. Automobiles that a few minutes before had been bright new sleek cars, in a matter of seconds, had been reduced to shapeless piles of junk, hardly worth towing away.

All of these things because of Speed, Reckless Driving, Drunken Driving and many other causes. The investigation of these accidents is a grim and grisly job that is too often the job of the men of the accident prevention division.



ALBERT O. DANIELS

Recently one of the policemen of the accident prevention division told me that he did not mind giving out tickets to traffic law violators and I asked him why, and his answer was, "traffic law violators are potential killers." He is so right! Police officers do not like to give tickets, but they know that it must be done and that in giving someone a tickets for a traffic law violation all police officers feel that it may bring to that person the realization that their violation of the traffic law could bring injury or death to them or to someone else.

Ask some police officer how it affects him to see someone who has just been killed in a traffic accident. Ask him what he thinks about when he helps pick up a little boy or girl who has just been violently killed by a car. Ask him how it feels to notify a family that one of the family has just been killed by a motor vehicle. In his answers I think that you will have the answer as to how a policeman feels about giving tickets for traffic law violations.

Too few drivers are aware of the fact that a car being driven at 30 miles per hour travels 44 feet per second and if the brakes are in good condition that it takes from 40 to 67 feet to stop the car at this speed. Let us move the speed up to 50 miles per hour. At this speed you travel at the rate of 73.3 feet per second and it takes a car with good brakes from 120

(Continued on Page 31)

The Official 1955

AUTO SHOW PROGRAM

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by

MARTIN Q. MOLL PUBLICATIONS, INC.

BERNARD H. FLORACK, Advertising Manager

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Rochester 4, N. Y.



Box Score Of '55 Cars

ENGINE SPECIFICATIONS

		TYPE OF ENGINE	MAXIMUM BRAKE HORSEPOWER AT WHAT ENGINE SPEED (Horsepower; R.P.M.)	MAXIMUM TORQUE AT WHAT ENGINE SPEED (Pounds-feet; R.P.M.)	BORE AND STROKE (Inches)	DISPLACEMENT (Cubic Inches)	COMPRESSION RATIO (to 1)	FUEL REQUIREMENT	COOLING-SYSTEM CAPACITY WITH HEATER (Quarts)	WEIGHT (Pounds)	OVER-ALL LENGTH (Feet & Inches)
BUICK	SPECIAL (Series 40)	OHV V-8	188 @ 4,800	256 @ 2,400	3.63 x 3.2	264	7.5 ^b	Regular	18	3,742	17' 3"
	CENTURY (Series 60)	OHV V-8	236 @ 4,600	330 @ 3,000	4 x 3.2	322	8.4 ^c	Premium	18	3,807	17' 3"
	SUPER (Series 50)	OHV V-8	236 @ 4,600	330 @ 3,000	4 x 3.2	322	8.4 ^c	Premium	18	4,141	18'
	ROADMASTER (Series 70)	OHV V-8	236 @ 4,600	330 @ 3,000	4 x 3.2	322	9	Premium	20	4,278	18'
CADILLAC	SERIES 62	OHV V-8	250 @ 4,600	345 @ 2,800	3.81 x 3.63	331	9	Premium	20.34	4,370	18'
	ELDORADO	OHV V-8	270 @ 4,800	345 @ 3,200	3.81 x 3.63	331	9	Premium	20.34	4,809	18' 7"
	SERIES 75	OHV V-8	250 @ 4,600	345 @ 2,800	3.81 x 3.63	331	9	Premium	22.84	5,015	19' 9"
CHEVROLET	150 } 210 } BEL } AIR } e	OHV 6	123 @ 3,800	207 @ 2,000	3.56 x 3.94	235.5	7.5	Regular	17	3,125	16' 4"
		OHV 6	136 @ 4,200	209 @ 2,200	3.56 x 3.94	235.5	7.5	Regular	17	3,220	16' 4"
		OHV V-8	162 @ 4,400	257 @ 2,200	3.75 x 3	265	8	Regular	17	3,095	16' 4"
		OHV V-8	180 @ 4,600	260 @ 2,800	3.75 x 3	265	8	Regular	17	3,127	16' 4"
CHRYSLER	WINDSOR DELUXE NEW YORKER DELUXE	OHV V-8	188 @ 4,400	275 @ 2,400	3.63 x 3.63	301	8	Regular	25	3,950	18' 3"
		OHV V-8	250 @ 4,600	340 @ 2,800	3.81 x 3.63	331	8.5	Premium	26	4,160	18' 3"
DE SOTO	FIREHOME FIREFLITE	OHV V-8	185 @ 4,400	245 @ 2,800	3.72 x 3.34	291	7.5	Regular	24	3,890 ^h	18' 2"
		OHV V-8	200 @ 4,400	274 @ 2,800	3.72 x 3.34	291	7.5	Regular	24	3,960 ^h	18' 2"
DODGE	CORONET 6 ROYAL CUSTOM ROYAL CUSTOM ROYAL SPECIAL	L-Head 6	123 @ 3,600	194 @ 1,600	3.25 x 4.63	230	7.4	Regular	14	3,295	17' 8"
		OHV V-8	175 @ 4,400	240 @ 2,400	3.63 x 3.26	270	7.6	Regular	20	3,425	17' 8"
		OHV V-8	183 @ 4,400	245 @ 2,400	3.63 x 3.26	270	7.6	Regular	20	3,485	17' 8"
		OHV V-8	193 @ 4,400	245 @ 2,800	3.63 x 3.26	270	7.6	Regular	20	3,540	17' 8"
FORD	MAINLINE CUSTOMLINE FAIRLANE } i	OHV 6	120 @ 4,000	195 @ 1,800	3.62 x 3.6	223	7.5	Regular	16	3,106	16' 7"
		OHV V-8	162 @ 4,400	258 @ 2,200	3.62 x 3.3	272	7.6	Regular	20	3,216	16' 7"
		OHV V-8 Special	182 @ 4,400	268 @ 2,600	3.62 x 3.3	272	8.5	Premium	20	3,370	16' 7"
HUDSON	RAMBLER	L-Head 6	90 @ 3,800	150 @ 1,600	3.13 x 4.25	195.6	7.3 ^j	Regular	12	2,630	15' 6"
IMPERIAL	CUSTOM IMPERIAL CROWN IMPERIAL	OHV V-8	250 @ 4,600	340 @ 2,800	3.81 x 3.63	331	8.5	Premium	26	4,565	18' 7"
		OHV V-8	250 @ 4,600	340 @ 2,800	3.81 x 3.63	331	8.5	Premium	26	N.A.	20' 3"
LINCOLN	LINCOLN LINCOLN CAPRI } j	OHV V-8	225 @ 4,400	332 @ 2,500	3.94 x 3.50	341	8.5	Premium	23	4,330	18'
MERCURY	MERCURY MONTEREY MONTCLAIR	OHV V-8	188 @ 4,400 ^m	274 @ 2,500	3.75 x 3.30	292	7.6	Regular	20	N.A.	17' 2"
		OHV V-8	198 @ 4,400 ^m	286 @ 2,500	3.75 x 3.30	292	8.5	Premium	20	N.A.	17' 2"
NASH	RAMBLER	L-Head 6	90 @ 3,800	150 @ 1,600	3.13 x 4.25	195.6	7.3 ^j	Regular	12	2,630	15' 6"
OLDSMOBILE	88 SUPER 88 98	OHV V-8	185 @ 4,000	320 @ 2,000	3.87 x 3.44	324.3	8.5	Premium	21.5	3,711	16' 11"
		OHV V-8	202 @ 4,000	332 @ 2,400	3.87 x 3.44	324.3	8.5	Premium	21.5	3,762	16' 11"
		OHV V-8	202 @ 4,000	332 @ 2,400	3.87 x 3.44	324.3	8.5	Premium	21.5	3,864	17' 8"
PLYMOUTH	PLAZA SAVOY BELVEDERE } p	L-Head 6	117 @ 3,600	194 @ 1,600	3.25 x 4.63	230	7.4	Regular	14	3,129	17'
		OHV V-8	157 @ 4,400	217 @ 2,400	3.44 x 3.25	241	7.6	Regular	20	3,246	17'
		OHV V-8	167 @ 4,400	231 @ 2,400	3.56 x 3.25	260	7.6	Regular	20	3,246	17'
		OHV V-8	177 @ 4,400	231 @ 2,400	3.56 x 3.25	260	7.6	Regular	20	3,261	17'
PONTIAC	CHIEFTAIN STAR CHIEF	OHV V-8	173 @ 4,400 ^m	256 @ 2,400	3.75 x 3.25	287.2	7.4	Regular	24.5	3,511	16' 11"
		OHV V-8	180 @ 4,600 ^m	264 @ 2,400	3.75 x 3.25	287.2	8	Premium	24.5	3,556	17' 6"
STUDEBAKER	CHAMPION COMMANDER PRESIDENT	L-Head 6	101 @ 4,000	152 @ 1,800	3 x 4.38	185.6	7.5	Regular	11.5	2,780	16' 10"
		OHV V-8	140 @ 4,500	202 @ 2,800	3.56 x 2.81	224.3	7.5	Regular	18.75	3,120	16' 10"
		OHV V-8	175 @ 4,500	250 @ 3,000	3.56 x 3.25	259.2	7.5	Regular	18.75	3,230	17' 2"

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*Prices are suggested factory retail prices, with Federal taxes, but without state or local taxes, or transportation or preparation charges. They are for four-door sedans, of the least expensive series having the engines specified; ^b8.4:1 compression on Special with automatic transmission; ^c9:1 compression on Century and Super with automatic transmission; ^d20 quarts with automatic transmission; ^eEither six with its transmission, or any combination of V-8 and transmission, is available in any series; ^fIncludes four-barrel carburetor and dual-exhaust system; ^gDoes not include Federal taxes; ^hWith automatic trans-

BODY AND CHASSIS SPECIFICATIONS

PERFORMANCE FACTORS

WHEELBASE (Inches)	OVER-ALL STEERING RATIOS (to 1)		EFFECTIVE BRAKE-LINING AREA (Square Inches)	TRANSMISSION TYPES AVAILABLE	REAR-AXLE RATIOS (to 1)			TIRE SIZE	TURNING-CIRCLE DIAMETER (Feet & Inches)	SEAT-CUSHION WIDTHS (Inches)		WEIGHT PER HORSEPOWER (Pounds)	HORSEPOWER PER CUBIC INCH	POUNDS PER SQUARE INCH OF BRAKE LINING	PRICE ^a	DETAILS IN POPULAR SCIENCE MONTHLY Month and Page ^b
	Manual	Power			Manual	Automatic	Overdrive			Front	Rear					
122	26.7	24.1	184.6	Man.; Auto.	3.9	3.6	—	7.10 x 15	41' 6"	62.5	62.4	19.90	.712	20.27	\$2,291	Dec. '54 p. 129
122	26.7	24.1	207.5	Man.; Auto.	3.9	3.4	—	7.60 x 15	41' 6"	62.5	62.4	16.13	.733	18.35	\$2,548	
127	—	24.1	207.5	Man.; Auto.	3.9	3.4	—	7.60 x 15	43'	64.9	65.7	17.55	.733	19.96	\$2,876	
127	—	24.1	219	Automatic	—	3.4	—	8.00 x 15	43'	64.7	65.7	18.13	.733	19.53	\$3,349	
129	—	21.3	221.96	Automatic	—	3.36	—	8.00 x 15	43' 5"	64.3	65.2	17.48	.755	19.69	\$3,658	Dec. '54 p. 135
129	—	21.3	221.96	Automatic	—	3.36	—	8.20 x 15	43' 5"	64.1	52.6	16.81	.816	21.67	\$5,814	
149.8	—	21.3	233.64	Automatic	—	3.77	—	8.20 x 15	51' 8"	64.4	59.1	20.06	.755	21.46	\$5,695	
115	25.7	23.3	158	Man.; OD	3.7	—	4.11	6.70 x 15	38'	62	63	25.41	.522	19.78	\$1,728	Nov. '54 p. 135
115	25.7	23.3	158	Automatic	—	3.55	—	6.70 x 15	38'	62	63	23.68	.577	20.38	\$1,906	Dec. '54 p. 117
115	25.7	23.3	158	Man.; Auto.	3.7	3.55	4.11	6.70 x 15	38'	62	63	19.10	.611	19.59	\$1,827	
115	25.7	23.3	158	Man.; OD; Auto.	3.7	3.55	4.11	6.70 x 15	38'	62	63	17.37	.679	19.79	\$1,886	
126	N.A.	N.A.	201	Man.; Auto.	3.73	3.54	—	7.60 x 15	43' 9"	63.3	64	21.01	.625	19.65	\$2,412 ^c	Dec. '54 p. 135
126	N.A.	N.A.	201	Automatic	—	3.36	—	8.00 x 15	43' 9"	63.3	64	16.64	.755	20.70	\$3,185 ^c	
126	N.A.	N.A.	201	Man.; OD; Auto.	3.9	3.73	4.3	7.60 x 15	43' 9"	63.3	64	21.03	.636	19.35	\$2,268 ^c	Dec. '54 p. 132
126	N.A.	N.A.	201	Man.; OD; Auto.	3.73	3.54	4.1	7.60 x 15	43' 9"	63.3	64	19.80	.687	19.70	\$2,481 ^c	
120	N.A.	N.A.	158	Man.; OD; Auto.	3.9	3.73	4.3	6.70 x 15	41' 5"	62.5	62.8	26.79	.535	20.85	\$1,912 ^c	Dec. '54 p. 132
120	N.A.	N.A.	173.5	Man.; OD; Auto.	3.73	3.54	4.1	7.10 x 15	39' 7"	62.5	62.8	19.57	.648	19.74	\$2,114 ^c	
120	N.A.	N.A.	173.5	Man.; OD; Auto.	3.73	3.54	4.1	7.10 x 15	39' 7"	62.5	62.8	19.04	.678	20.09	\$2,265 ^c	
120	N.A.	N.A.	173.5	Man.; OD; Auto.	3.73	3.54	4.1	7.10 x 15	39' 7"	62.5	62.8	18.34	.715	20.40	N.A.	
115.5	25.3	25.3	192	Man.; OD; Auto.	3.89	3.3	4.11	6.70 x 15	41'	60.5	60.3	25.88	.538	16.18	\$1,753	Dec. '54 p. 117
115.5	25.3	25.3	192	Man.; OD; Auto.	3.78	3.3	3.89	6.70 x 15	41'	60.5	60.3	19.85	.596	16.75	\$1,945	
115.5	25.3	25.3	192	Automatic	—	3.3	—	6.70 x 15	41'	60.5	60.3	18.52	.669	17.55	\$2,275	
108	21.7	—	104.3	Man.; OD; Auto.	3.77	3.3	4.4	6.40 x 15	38'	60	59.5	29.22	.460	25.22	N.A.	Dec. '54 p. 123
130	N.A.	N.A.	201 ^k	Automatic	—	3.54	—	8.20 x 15	45' 2"	62.5	62	18.26	.755	22.71	\$4,105 ^m	Dec. '54 p. 140
149.5	N.A.	N.A.	210 ^l	Automatic	—	3.54	—	8.90 x 15	51' 11"	62.5	62	N.A.	.755	N.A.	N.A.	
123	26.1	21.3	220.1	Automatic	—	3.07	—	8.00 x 15	45' 7"	62.3	62.1	19.24	.660	19.67	N.A.	Dec. '54 p. 135
119 ⁿ	25.4	25.4	190.9	Man.; OD; Auto.	3.73	3.15	4.09	7.10 x 15	42' 4"	60.6	60.3	N.A.	.644	N.A.	N.A.	Dec. '54 p. 126
119 ⁿ	25.4	25.4	190.9	Automatic	—	3.15	—	7.10 x 15	42' 4"	60.6	52.5 ^o	N.A.	.678	N.A.	N.A.	
108	21.7	—	104.3	Man.; OD; Auto.	3.77	3.3	4.4	6.40 x 15	38'	60	59.5	29.22	.460	25.22	N.A.	Dec. '54 p. 123
122	27.5	25.7	191.7	Man.; Auto.	3.42	3.07	—	7.10 x 15	42'	62.3	62.4	20.06	.570	19.36	\$2,151 ^r	Dec. '54 p. 124
122	27.5	25.7	191.7	Man.; Auto.	3.42	3.23	—	7.60 x 15	42'	62.3	62.1	18.62	.623	19.62	\$2,278 ^r	
126	27.5	25.7	191.7	Man.; Auto.	3.42	3.42	—	7.60 x 15	43'	62.3	62.1	19.13	.623	20.16	\$2,579 ^r	
115	N.A.	N.A.	158	Man.; OD; Auto.	3.73	3.73	4.1	6.70 x 15	40' 1"	62.5	62.8	26.74	.509	19.80	\$1,622 ^r	Dec. '54 p. 117
115	N.A.	N.A.	166.2	Man.; OD; Auto.	3.73	3.54	4.1	6.70 x 15	40' 6"	62.5	62.8	20.68	.651	19.53	\$1,718 ^r	
115	N.A.	N.A.	166.2	Man.; OD; Auto.	3.73	3.54	4.1	6.70 x 15	40' 6"	62.5	62.8	19.44	.642	19.53	\$1,718 ^r	
115	N.A.	N.A.	166.2	Man.; OD; Auto.	3.73	3.54	4.1	6.70 x 15	40' 6"	62.5	62.8	18.42	.681	19.62	\$1,748 ^r	
122	25	24	178	Man.; Auto.	3.64	3.08	—	7.10 x 15	42' 5"	61.8	63.1	20.29	.602	19.72	\$2,163	Nov. '54 p. 130
124	25	24	178	Man.; Auto.	3.64	3.23	—	7.10 x 15	42' 11"	61.8	63.1	19.75	.627	19.98	\$2,362	
116.5	19.5	20	166	Man.; OD; Auto.	4.1	3.54	4.56	6.40 x 15	39'	59.5	59	27.52	.544	16.75	\$1,759	Nov. '54 p. 150
116.5	24	20	195.3	Man.; OD; Auto.	4.1	3.54	4.27	6.70 x 15	39'	59.5	59	22.29	.624	15.97	\$1,888	
120.5	24	20	195.3	Man.; OD; Auto.	3.92	3.54	4.27	7.10 x 15	40' 6"	59.5	59	18.46	.675	16.54	\$2,280	

mission; ¹Either the six or standard V-8, with any transmission, is available in any series. Special V-8 is available only with automatic transmission, and only on station wagons or Fairlane models; ²7.5:1 compression optional; ³Drum brakes; ⁴Disk brakes; ⁵Either engine available with any model; ⁶Station wagons have 118-in. wheelbase, and are 4 1/2 in. shorter over-all; ⁷On Montclair only; ⁸Any engine and any transmission available on any model. Figures given here are for the Plaza with four engine choices. NOTE: Designation N.A. means information not available at press time.



AGAIN

The Big Ho

Again in 1955 your Chevrolet Dealer is the man to see for the ultimate in modern transportation at lowest cost. Brilliantly styled and engineered, the 1955 Motoramic Chevrolet has big car features, luxury, comfort, beauty, power and performance at prices within the reach of everyone. There is a new Chevrolet for every purse and purpose . . . three great series . . . three great engines including the sensational new performer, the Turbo-Fire V-8 with up to 180 horsepower available! Be sure you see your Chevrolet Dealer soon for your new 1955 Motoramic Chevrolet!

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Hit of the Show

*The Motoramic Chevrolet
For 1955*



The Beautiful Bel Air Sport Coupe for 1955

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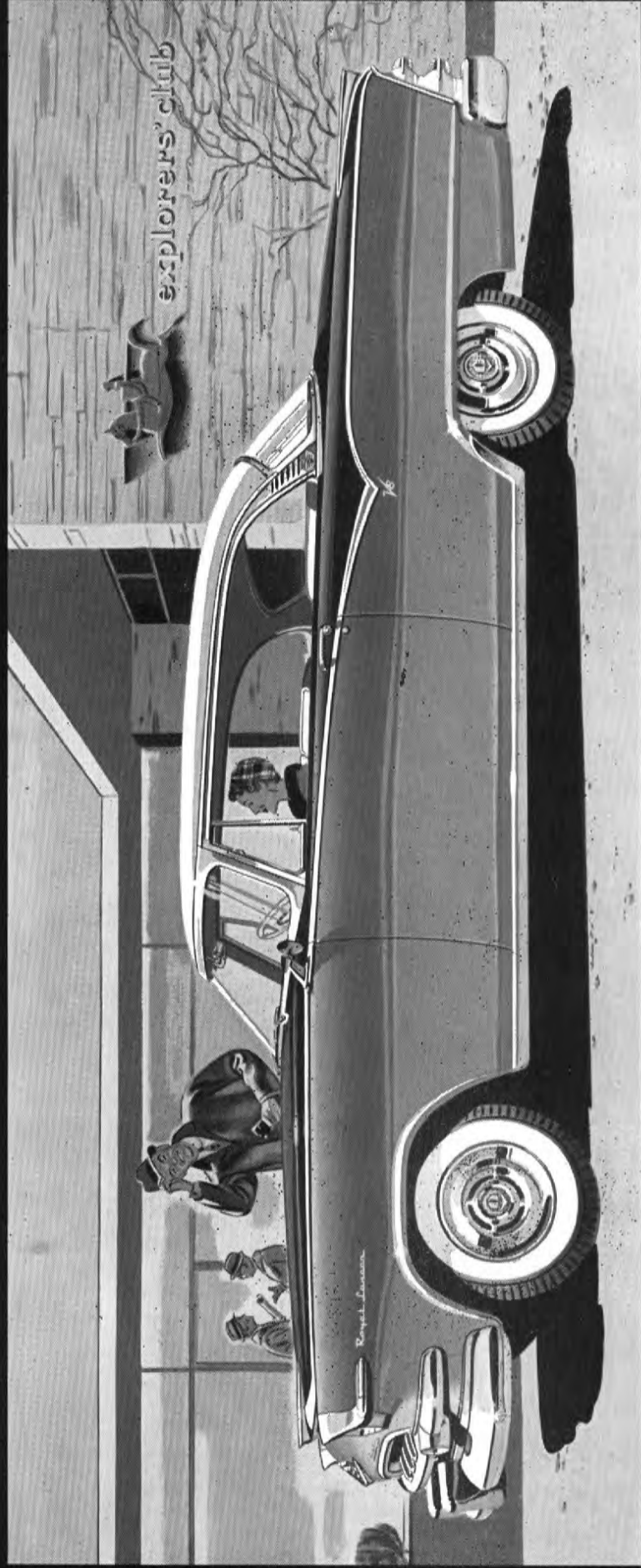
Step up to the **BIG ONE**... step out in **STYLE!**

See the *Big One* at the Show, the flair-fashioned '55 Dodge! It's the *Big One* in size—largest car in its price class. It's the *Big One* in styling—with taut, eager lines. It's the *Big One* in power—with a 193 hp. Super-Powered Super Red Ram V-8 engine. Then—see the *Big One* at your Dodge dealer's, and step out in style.

'55 DODGE

HIT OF THE SHOW—*Dodge Custom Royal Lancer V-8*

FLASHES AHEAD IN STYLE



How's Your Driving?

(Continued from Page 10)

between you and the car ahead if you are going at 40 miles an hour. You will want to give the motorist behind you a break by signaling to him in ample time before you stop or change direction, so he can adjust his driving accordingly.

GOOD TURNS, AND BAD

Now here's the motorist who gets himself all hot and bothered for no good reason. He drives down the center of the street or road with no idea of what he wants to do at the next intersection. When he gets there he suddenly wakes up to the fact that he wants to make a right turn. He slows up, he stops, he cranes his neck to see what is on his right. A horn honks; perhaps a policeman or another driver bawls him out. Driving in heavy traffic is a headache — everybody seems to get in his way. Of course, the driver who has kept on the right has made his turn and has passed the intersection and is still enjoying his trip. The chap who makes a



right turn from the center of the street has his counterpart in the driver who hugs the right side and then decides to make a left turn. Is he in a bad spot? Don't look now, but the next time you see someone in this position, judge for yourself.

GETTING LOST IS NO FUN

You do not have to be on an uninhabited island or in the middle of a trackless desert to be lost. If you are traveling on a strange road or unfamiliar city street without knowing what direction to take at the next intersection, you are lost. If the road is crowded you may get in everybody's way, and, for the moment, life in general, and driving in particular, will seem miserable. In trying to get unscrambled you may bump another car

or create a worse situation. Can you get pleasure out of driving? Yes — but not that way. A little time spent in planning your trip so you know your route in advance, together with careful observance of signs and road markings, will keep you from having jitters. Enjoy your



driving by knowing where you are going. If you are uncertain, pull over to the right, out of traffic if possible, stop, and figure it out with a map or other guide. Don't take a chance on getting lost in traffic in the middle of a city or on the highway.

WHY TAKE A CHANCE ON A CURVE OR A HILL?

It's no fun to round a curve or go over the crest of a hill and then find another car coming straight at you. You may find yourself in this situation if you attempt to overtake and pass another car on a hill or curve, or if you try to pass on a straight road without sufficient space ahead. If you keep to the right on your side of the road, only passing another car where permitted and when you are *sure* you can make it, you will seldom have to worry about a head-on collision.

SANE NIGHT DRIVING

No sane person would get any pleasure in driving headlong into a stone wall. Yet many drivers decrease their motoring pleasure by outdriving their headlights. This means driving too fast to stop within the distance illuminated by your headlights. A wise driver lowers his speed as darkness approaches. He finds it pays to schedule his driving for safe night speeds when planning a trip.

To lessen the effect of glare from approaching headlights, make sure your windshield is clear and kept clear by properly working windshield wipers. If

(Continued on Page 22)

Danger in the Dark

By Charles H. Gertner, Secretary of the Automobile Club of Rochester

Mile-for-Mile, it's just about three times as dangerous to drive after dark as it is during the day. More extensive research into the various factors that make night a time of greatly increased hazard for both motorists and pedestrians is urgently needed.

"Over-driving" the headlights — that is, driving so fast as to be unable to stop within the effectively lighted zone ahead — is perhaps one of the most common of the driving errors that result in night-time crashes, while an all too common pedestrian fault is to place too great reliance on driver's ability to see and avoid him.

Driving in today's crowded conditions, is accurately termed as a series of avoided accidents. And the records show that it's much harder to avoid an accident after the sun goes down, for that's when the accident curve shoots up.

A major factor in this entire situation is the problem of headlights. These have been improved in power but not sufficiently in basic principle over the brass-bound acetylene lamps of the linen duster days. The sealed-beam headlights were a big improvement, but there is still the important problem of providing adequate light for the man at the wheel without blinding the on-coming driver. One recent development gives promise, but this is an area where more ingenuity, research and practical application are warranted for greatly improved night seeing for the man at the wheel — with inevitable improvement in the night accident record.

A big factor in this whole problem is seeing objects ahead when bright lights are shining in our eyes — involving "glare resistance." This factor varies greatly between individuals, but among drivers generally, ability to see satisfactorily in the face of glare begins to decline at the age of 30, begins to drop off sharply at about the age of 50 and reaches a very low point for people of 70 and above.

The speed of recovery from glare also goes rapidly downward with advancing years. The harrowing period when you must fly blind after getting full dose of undimmed headlights is a lot longer for the past-fifty folks than it is for their children. The increasing number of older drivers on the road is another reason why attack on the whole problem on night seeing must be hastened.

The Uniform Vehicle Code, as well as the laws of an increasing number of states, specify lower speeds for night driving. Such laws, if strictly enforced, should help lower the night accident rate. Too many drivers

go at too nearly the same speed at night as they drive during the day. At 60 mph, it takes the average car about 340 feet to come to a stop — roughly equivalent to the distance between the goal-lines on a football field. At 30 mph, you can probably come to a stop within 100 feet, but the chances are that on a poorly-lighted street you won't see a pedestrian in dark clothes until you are closer than that to him.

It is of the utmost importance that headlights and windshields be kept scrupulously clean for night driving. Even a thin traffic film or relatively little dirt on either can seriously reduce your ability to see. Proper maintenance of headlights, taillights and turn signal lights will do much for night driving safety, too.

Every motorist should automatically depress his headlight beam when another car is approaching. Also depress the beam when following closely behind another car, because glare in the rearview mirror will reduce the other driver's ability to see — and he may lead you into trouble.

New researches indicate that prolonged exposure to bright sunlight during the day will adversely affect a person's ability to see in the dark for a period of many hours. Eyes should be protected during the day, but under no circumstances should sun-glasses or other substantially colored glasses be worn at night. They do cut down the brightness of on-coming headlights somewhat, but seriously reduce your ability to see other objects.



"You better hurry and get those valves ground before your father gets back from lunch!"

See it at the show...



...then come in for a
Strato-Streak drive!

THREE GREAT LINES!

ALL WITH STRATO-STREAK V-8 POWER!



THE FABULOUS STAR CHIEF SERIES
— Luxury-car beauty, size and power at its lowest cost! — 124-inch wheelbase.



THE SPECTACULAR 870 SERIES—
Leader of its low-price range in length, luxury and performance! — 122-inch wheelbase.



THE BEAUTIFUL 860 SERIES—High style and power at a price near the lowest! — 122-inch wheelbase.

There's no better place than the auto show to fully appreciate how distinctively different Pontiac styling really is, how Pontiac luxury and appointments compare with cars costing hundreds of dollars more and how it matches in size and roominess America's finest cars.

But beauty and size are only part of the wonderful Pontiac story for 1955. You get the big thrill when you come in for a demonstration drive. Once you're behind the wheel you experience an entirely *new kind* of performance—Strato-Streak V-8 performance—so responsive, so effortless it almost seems to anticipate your demands.

And there's another very pleasant surprise awaiting you when you ask about price—for you can buy a Pontiac for only a few dollars more than the lowest-priced cars. Come in—prove to your satisfaction that this is your kind of car, at your kind of price.

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1955

Pontiac

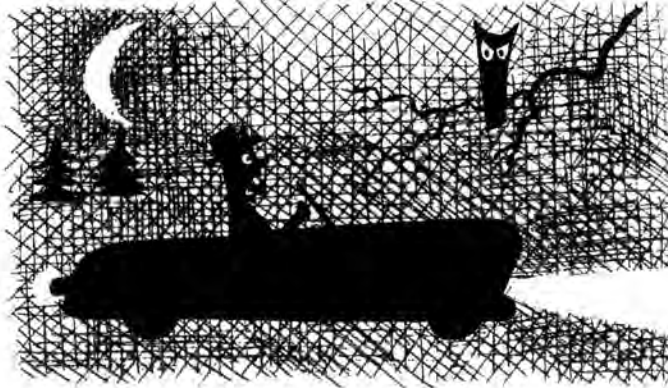


WITH THE SENSATIONAL STRATO-STREAK V-8!

How's Your Driving?

(Continued from Page 19)

you blink your headlights once or twice at an approaching car, a courteous motorist will take the hint and lower his. If you lower your own headlights, you



reduce the chance that a light-blinded motorist will run into you.

To get more enjoyment out of night driving, keep to the right, avoid looking into approaching headlights, and watch your side of the road.

AVOIDING SKIDS

Driving on ice or snow need not be a nightmare. Of course, the best plan is to leave your car in the garage on slippery days, but if you must take it out, here are a few hints to help take the worry out of the slippery street problem. Use your tire chains. Try your brakes on a slippery surface at about 10 miles an hour; if the car tends to skid at this speed, drive slowly and in a lower gear if necessary. Be on your guard — ready to act promptly if a skid develops. Keep out of situations which require quick stopping. Give ample room to the car ahead, and begin slowing down at some distance from the spot where you wish to stop. When beginning to stop, press your brake lightly and release it almost at once. Then press it again, release quickly, and repeat. This is an easy way to stop without skidding. If your car does start to skid, take your foot off the gas — don't jam on the brakes — leave the car in gear — turn the steering wheel in the direction in which the rear end of the car is skidding — keep your head.

IS THE CAR IN SHAPE?

No one who is constantly worried about the condition of his car can really enjoy driving. Time spent having your car checked by a competent mechanic at regular intervals, particularly before starting on a trip,

will help to reduce your driving worries, and increase the pleasure of your motoring. Here are some of the more important items to check regularly:

- ✓ **BRAKES** — Good brakes are essential. Have them tested regularly, and adjusted and relined when necessary.
- ✓ **STEERING** — This mechanism should be inspected for looseness and wear. Wheel wobble, sometimes noticeable only at high speeds, needs immediate attention.
- ✓ **LIGHTS** — Check lights, particularly headlights and tail lights, and replace units or bulbs when necessary.
- ✓ **TIRES** — Use well-mated tires with good treads. Check pressure frequently.
- ✓ **WHEELS** — To prevent excess tire wear, check and correct wheel alignment.
- ✓ **LUBRICATION AND GREASING** — Carefully follow the manufacturer's instruction diagram for oiling and greasing. Check the oil level and the grease in the differential housing periodically.
- ✓ **BATTERY** — The battery should be checked frequently and the plates kept covered with distilled



water. When a battery requires excessive amounts of water, it is probably being overcharged. The charging rate of the generators can be changed. Petrolatum around battery posts will prevent corroding.

- ✓ **COOLING SYSTEM** — Always keep the water in the radiator at the proper level. Flushing it once or twice a year helps to clean the cooling system of sediment.
- ✓ **SHOCK ABSORBERS** — Shock absorbers need occasional adjustment or replacement of fluid.
- ✓ **EXHAUST SYSTEM** — Periodical tightening of cylinder-head bolts, exhaust manifold and pipe, and replacement of leaky gaskets will help to prevent carbon monoxide gas filtering into a closed car.

**THE GREATEST CAR
EVER BUILT TO
SELL IN THE
LOWEST-PRICE FIELD:**



ALL-NEW PLYMOUTH '55



Cream of the Crop

STACK the '55 Buick line against any other you care to name—it's not hard to see why your nearby Buick dealer is doing so well.

He's got the cream of the crop every way folks rate what they want in cars—styling, power, room, ride, class, spectacular performance—and price per pound.

And he's not hiding these facts from anybody.

He's selling the smartest styling of the year—the bold new look whose crisp clean lines top even Buick's own big style hit of '54.

He's selling a new peak in power—the thrill of bossing 236 horsepower in ROADMASTER, SUPER and CENTURY—188 in the SPECIAL—more power per pound and per dollar than ever before.

He's selling the most dramatic transmission advance since the original Dynaflo*—showing folks how it feels to “switch the pitch” like modern plane propellers and take off from start or cruising pace with instant power and perfect smoothness.

And he's selling all these thrills in a full 4-Series selection with every modern “must” from Safety Power Steering** to new high-compression Airconditioner.†

Yes sir, he has what it takes to do business.

Why not drop in on him and hear about the new Buick line in his own words?

*Standard on Roadmaster, optional at extra cost on other Series.

**Standard on Roadmaster and Super, optional at extra cost on other Series. †Optional at extra cost on all Sedan and Riviera models.

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L. J. Bonenblust	Bonenblust & Buckman Inc.	340 Lake Ave.	Rochester 6, N. Y.
H. M. Brown	Brown Chevrolet	769 Main St. W.	Rochester 11, N. Y.
Edward Aratari	Brighton Auto Corp.	1755 Monroe Ave.	Rochester 18, N. Y.
Joseph Cassetti	Cassetti Motors	1451 Lyell Ave.	Rochester 6, N. Y.
William E. Cooke	Bill Cooke Inc.	270 Lake Ave.	Rochester 6, N. Y.
Maynard Hallman	Central Chevrolet Co.	200 East Ave.	Rochester 4, N. Y.
J. R. Mittlesteadt	Cool Chevrolet Corp.	360 Culver Road	Rochester 7, N. Y.
Wm. R. Corey	Corey Nash Inc.	556 Lyell Ave.	Rochester 6, N. Y.
James F. Volpe	Cumberland Nash Co.	229 Clinton Ave. N.	Rochester 5, N. Y.
Louis DeBree	DeBree Motor Sales	1891 Dewey Ave.	Rochester 15, N. Y.
John G. Dorschel	Dorschel Buick Inc.	68 Genesee St.	Rochester 11, N. Y.
G. B. Doyle	Doyle's Main Motors	675 Main St. E.	Rochester 5, N. Y.
Richard Feol	Feol Nash Inc.	775 Culver Road	Rochester 9, N. Y.
A. C. Lohman	C. W. Fields, Inc.	373 Goodman St. S.	Rochester 7, N. Y.
H. H. Henry	Fincher Motors Inc.	12 S. Union St.	Rochester 7, N. Y.
A. C. Frear	Frear Chevrolet Inc.	1110 Stone Rd.	Rochester 16, N. Y.
Paul C. Curcio Sr.	Guaranteed Motor Sales	1168 Lyell Ave.	Rochester 6, N. Y.
J. H. Heinrich	Heinrich Motors Inc.	214 Lake Ave.	Rochester 6, N. Y.
E. J. Horton	E. J. Horton Co.	625 Culver Road	Rochester 9, N. Y.
Gardner A. Huff	Huff Pontiac	1285 Rochester Rd.	Fairport, N. Y.
F. A. Jones	F. A. Jones, Inc.	685 Main St. W.	Rochester 11, N. Y.
J. Judge	Judge Motor Corp.	81 Lake Ave.	Rochester 6, N. Y.
E. R. Kellett	Kellett Motors	1923 Ridge Rd. E.	Rochester 9, N. Y.
Jack L. Kessler	Kessler Nash	67 Ridge Rd. W.	Rochester 13, N. Y.
Harold F. Koerner	Koerner Motors Inc.	167 Court St.	Rochester 4, N. Y.
Roy E. Maurer	Ward Maurer, Inc.	459 Portland Ave.	Rochester 5, N. Y.
James K. Palmer	Palmer Motor Co.	1850 Dewey Ave.	Rochester 15, N. Y.
E. H. Peters	E. H. Peters, Inc.	385 Ridge Rd. W.	Rochester 15, N. Y.
A. H. Piehler	Piehler Pontiac Corp.	1560 Lake Ave.	Rochester 15, N. Y.
A. Ralph	Ralph Pontiac Inc.	626 Main St. W.	Rochester 11, N. Y.
K. T. Ralph	Ken Ralph Ford Inc.	1270 Fairport Rd.	Fairport, N. Y.
Robert J. Quinn	Quinn Motor Sales	4560 Lake Ave.	Rochester 12, N. Y.
George W. Schnepf	Schnepf Motors Inc.	413 Main St.	East Rochester, N. Y.
Carl Schrod	Schrod Sales and Service	530 Norton St.	Rochester 21, N. Y.
A. Gambacurta	Seneca Motors, Inc.	400 Lake Ave.	Rochester 6, N. Y.
Henry Siebert	Siebert Motors Inc.	615 South Ave.	Rochester 20, N. Y.
R. H. Simmons	Simmons Motors Corp.	336 East Ave.	Rochester 4, N. Y.
Fred F. Allen	Sports Car Sales Inc.	31 State St.	Pittsford, N. Y.
J. Hanefy	Valley Cadillac Pontiac Corp.	333 East Ave.	Rochester 4, N. Y.
James W. Verhey	Jim Verhey Motors Inc.	706 Dewey Ave.	Rochester 13, N. Y.
Edw. G. Knobloch	Whiting Buick Inc.	30 N. Union St.	Rochester 4, N. Y.
Louis S. Walk	Wolk Bros. Co., Inc.	33 Stillson St.	Rochester 5, N. Y.
Howard B. Weller	Weller Motors Inc.	Stutson St. and Thomas Ave.	Rochester 17, N. Y.
Walter C. Zink	W. C. Zink Inc.	645 Maple St.	Rochester 11, N. Y.

Exhibitors in the 1955 Auto Show

☆ ☆ ☆

Firm Name	Space Number	Product or Services	Firm Name	Space Number	Product or Services
Brown Chevrolet			Dorschel Buick, Inc.	12	Buick
Central Chevrolet Co.			Whiting Buick, Inc.		
Cool Chevrolet Corp.	1	Chevrolet	E. J. Horton, Inc.	13	Dodge
Frear Chevrolet, Inc.			Weller Motors, Inc.		
Heinrich Motors, Inc.			Bill Cooke, Inc.		
Siebert Motors, Inc.			Bonenblust & Buckman, Inc.	14	Oldsmobile
Doyle's Main Motors	2	Studebaker	Fincher Motors, Inc.		
Jim Verhey Motors, Inc.			Seneca Motors, Inc.	15	DeSoto
C. W. Fields, Inc.			Simmons Motors Corp.		
Palmer Motor Co.	3	Chrysler	Wolk Bros. Co., Inc.		
Ward Maurer, Inc.			Koerner Motors, Inc.	16	Mercury
W. C. Zink, Inc.			E. H. Peters, Inc.		
C. W. Fields, Inc.			Alling & Miles, Inc.	17	Hudson
E. J. Horton, Inc.			Beikirch Bros., Inc.		
Palmer Motor Co.			DeBree Motor Sales		
Seneca Motors, Inc.	4	Plymouth	Brighton Auto Corp.	18	Packard
Simmons Motors Corp.			Schrodt Sales & Service		
Wolk Bros. Co., Inc.			Piehler Pontiac Corp.	19	Pontiac
Weller Motors, Inc.			Ralph Pontiac, Inc.		
Ward Maurer, Inc.			Valley Cadillac Pontiac Corp.		
W. C. Zink, Inc.			Defender Coatings Corp.	20	Silver Sealer
Bill Cooke, Inc.			Thomas Heath	21	Bardahl Motor Oil
Guaranteed Motor Sales	5	Willys	Genesee Valley Union Trust	22	Auto Financing
Quinn Motor Sales			Co.		
Cassetti Motors	6	Kaiser	Rador Garage Builders	23	Crawford Doors
Sports Car Sales, Inc.	7	MG, Austin-Healey, Jaguar, Volkswagen		24	Refreshments
Koerner Motors, Inc.	8	Lincoln	Lincoln Rochester Trust Co.	25	Auto Financing
Valley Cadillac Pontiac Corp.	9	Cadillac	Frank L. Wilson	26	U. S. Tires
Feol Nash, Inc.			Security Trust Co.	27	Auto Financing
Cumberland Nash, Inc.	10	Nash	Rochester Safety Council	28	Public Safety Program
Kessler Nash					
Corey Nash, Inc.					
Archer Motor Co., Inc.					
Judge Motor Corp.					
Kelleff Motors	11	Ford			
Ken Ralph Ford, Inc.					
F. A. Jones, Inc.					



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Come drive it! *Every Chrysler is now a V-8* — with engines up to 250 H.P.: most powerful type in the world. Famous Chrysler engineering also brings you PowerFlite, *most automatic* of all no-clutch transmissions . . . Chrysler Full-Time Power Steering . . . Power Brakes . . . and new tubeless tires. Stop in today and see for yourself why *the power of leadership is yours in a Chrysler!*

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373 S. GOODMAN at Monroe

WARD MAURER, INC.
459 Portland Ave.

PALMER MOTORS, INC.
1850 Dewey Avenue

W. C. ZINK, INC.
645-655 Maple Street

The New York State Thruway

By Ross W. Kellogg

The New York State Thruway, the longest and safest motor highway in the world, has completed its "shake down" cruise. The 427-mile thoroughfare was full of "bugs" when it was thrown open to the public. Most of the troubles of operating a not completely finished highway with a staff of inexperienced people have been overcome. Today the motoring public, especially the traveling salesmen of the state, are loud in their praise of the Thruway.

With the over-the-road motor lines it seems to be a different story. It was expected that the motor carriers would accept the Thruway as soon as it was opened but motorists who travel Routes 5/20, 96 and 104 find many of the big tractor-trailers on the older state roads.

Operators of motor truck lines say that the Thruway tolls are so high that on a strictly money basis it is cheaper for them to use the older state highways but there is a belief that other factors will in time bring more and more of the tractor-trailers to the Thruway. The factors which seem to indicate such a change

are these: Greater speed because of the freedom from intersecting roads and traffic congestion in cities, the absence of heavy grades, the saving on equipment because of the better condition of the road surface, and greater ease on the drivers, particularly because of the divided roadway. Already the big motor truck companies which operate through the state making long hauls are big users of the Thruway.

An early snow storm found the maintenance crews of the Thruway unprepared. The Thruway Authority took immediate steps to correct this situation with the result that motorists have not been inconvenienced to any great extent by winter weather. However, snow fences will probably be needed to prevent drifting when a really heavy snow comes.

Good as the Thruway is today it will be much better next summer when it serves the influx of tourists from New England and the Middle West. Restaurants and other service facilities will be completed in the late spring.

(Continued on Page 29)

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New York State Thruway

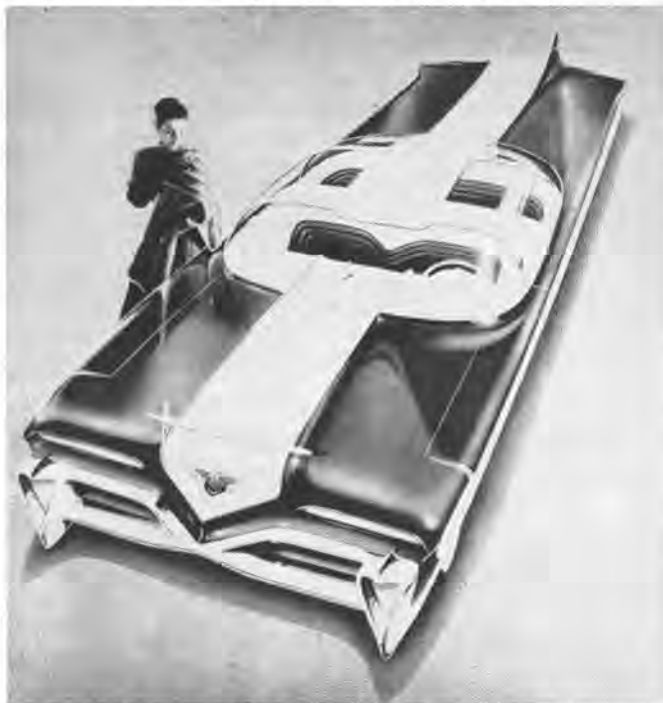
(Continued from Page 28)

In regard to emergency service the Thruway Authority prides itself on writing into all of its contracts provisions that charges shall not be greater than those made off the Thruway where prices are regulated by competition. Members of the Automobile Club of Rochester are reimbursed for the cost of any services which are covered by automobile club membership dues.

But the "Main Street of New York State" has been unkind to one class of business—those in the resort areas. Unless something is done before next summer, thousands of vacationists who might visit the Adirondacks, the Catskills, the Finger Lakes Region and the Genesee Country will "high ball" through the state without knowing what pleasure they are missing by not visiting the vacationlands of the Empire State.

Newspaper publishers of the state have asked the Thruway Authority to modify its rules regarding the erection of signs along the route. Chambers of Commerce have joined in this request and it is possible that attractive signs calling attention to the vacation possibilities of the state's scenic regions may appear along the Thruway within a few months.

Family Car of 1960



Reprinted From National Automobile Dealers Association Magazine
A leading automobile designer's concept of the car American motorists will be driving in five years assures that future new models introductions will be as exciting as this year's.



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Drawing for this 1955 Pontiac Chieftan Club Sedan will be held Saturday, February 5. Winner need not be present to win. Be sure to deposit your prize ticket stub in the drop boxes provided before leaving the Armory. This exceptionally fine door prize is made available through the cooperation of the Rochester Pontiac Dealers:

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333 East Avenue

Piehler Pontiac Corp.
1560 Lake Avenue

Ralph Pontiac Corp.
626 Main Street West

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MAJOR JOSEPH B. McMANUS**

LESTER B. NOBLES
Armory Superintendent

*for their cooperation with
all of the many details and problems
involved in staging a
spectacle of these proportions.
and to*

ROBERT G. TORRENS
*and others of the Board of Education
who helped us by rescheduling
high school basketball games so
that this show could be held at an
earlier date.*

**ROCHESTER
AUTOMOBILE DEALERS ASSOCIATION**

Need For Traffic Safety

(Continued from Page 13)

to 190 feet to stop. Many accidents are caused by people driving at excessive rates of speed and also by driving too fast for conditions that exist at the place where they are driving.

Automobile manufacturers have built into their cars every safety feature known to science and engineering. Faulty vehicles cause but about 10% of our accidents, but drivers and pedestrians are responsible for approximately 85% of our traffic accidents. Not until such time that we can induce drivers to discover the relationship between their mental attitudes and driving will our nation's traffic accident record improve. Public indifference to traffic safety must be overcome thru the medium of education.

Last year Rochester had its worst traffic safety record in the past six years. Twenty-eight persons were killed, 1,111 injury accidents occurred in the city in which 1,368 persons were injured and there were 4,038 property damage accidents. Comparing 1954 with 1953 we had three more fatal traffic accidents in 1954 and 328 more injury accidents and 401 more persons injured in the year of 1954 than we had in the year of 1953.

Because education is one of the three important approaches to accident prevention, it involves the police. Our responsibility is largely the enforcement of the law but, if, through cooperating in an educational program, we can secure the voluntary observance of the law by a large percentage of the people, we can reduce the necessity of enforcement, and we will be able to achieve our end in a manner easier for us and less painful to the public. Education is not a new activity to the police. We have long recognized the value of education.

Of our 28 fatal traffic accidents in Rochester last year, 23 of these deaths were pedestrians. Most of the 23 pedestrian deaths were people over the age of 60. If there is an older person in your home, won't you tell them where and how to cross the streets? At night tell them to wear something white, so they can be seen. The drivers are not always to blame. In many cases the pedestrian is entirely to blame for being killed or injured.

Your police department is trying to do a good job in the prevention of accidents. To do this job, we, the police must have the cooperation of everyone, whether driver or pedestrian. Every time you leave your home, walking or driving, you have to think of your own safety as well as the safety of others.

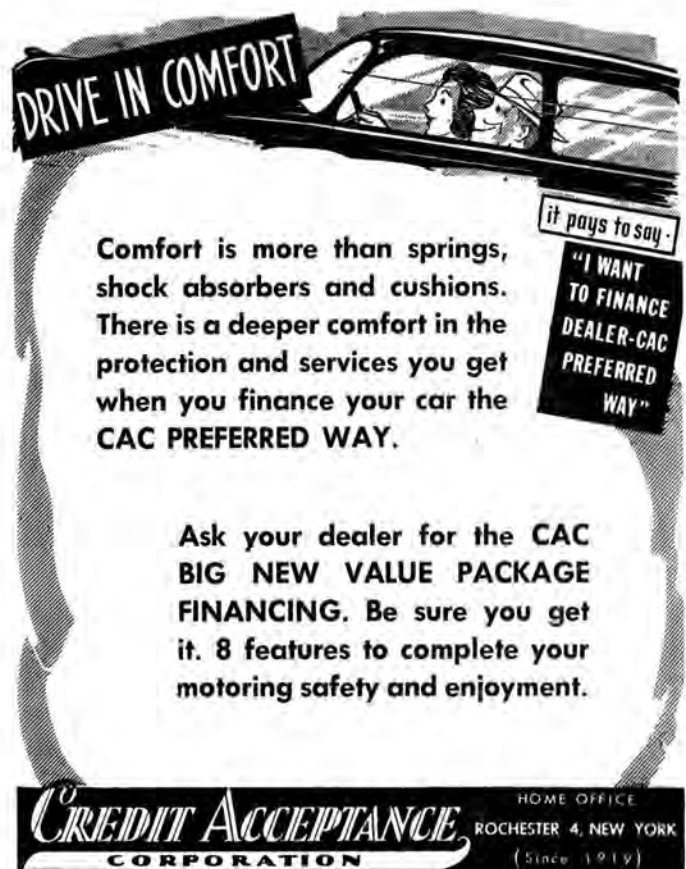
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2. High speed safety.
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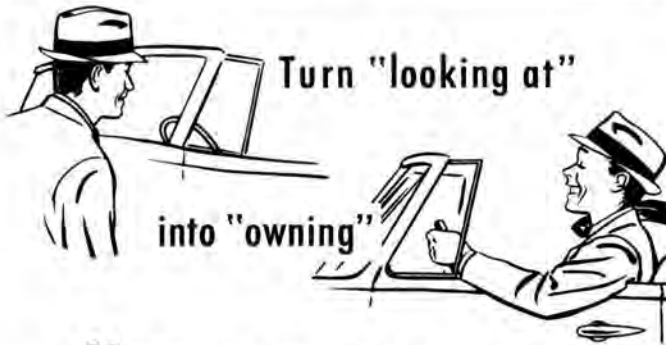
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NEW SUPER-TORQUE V-8 ENGINES BOOST USABLE POWER



You get 198 horsepower (and an 8.5 to 1 compression ratio) in Mercury's new Montclair Series; 188 horsepower in the Monterey and Custom Series. But more important is Mercury's new acceleration at *every* speed.

YOU GET MORE POWER WHERE AND WHEN IT COUNTS



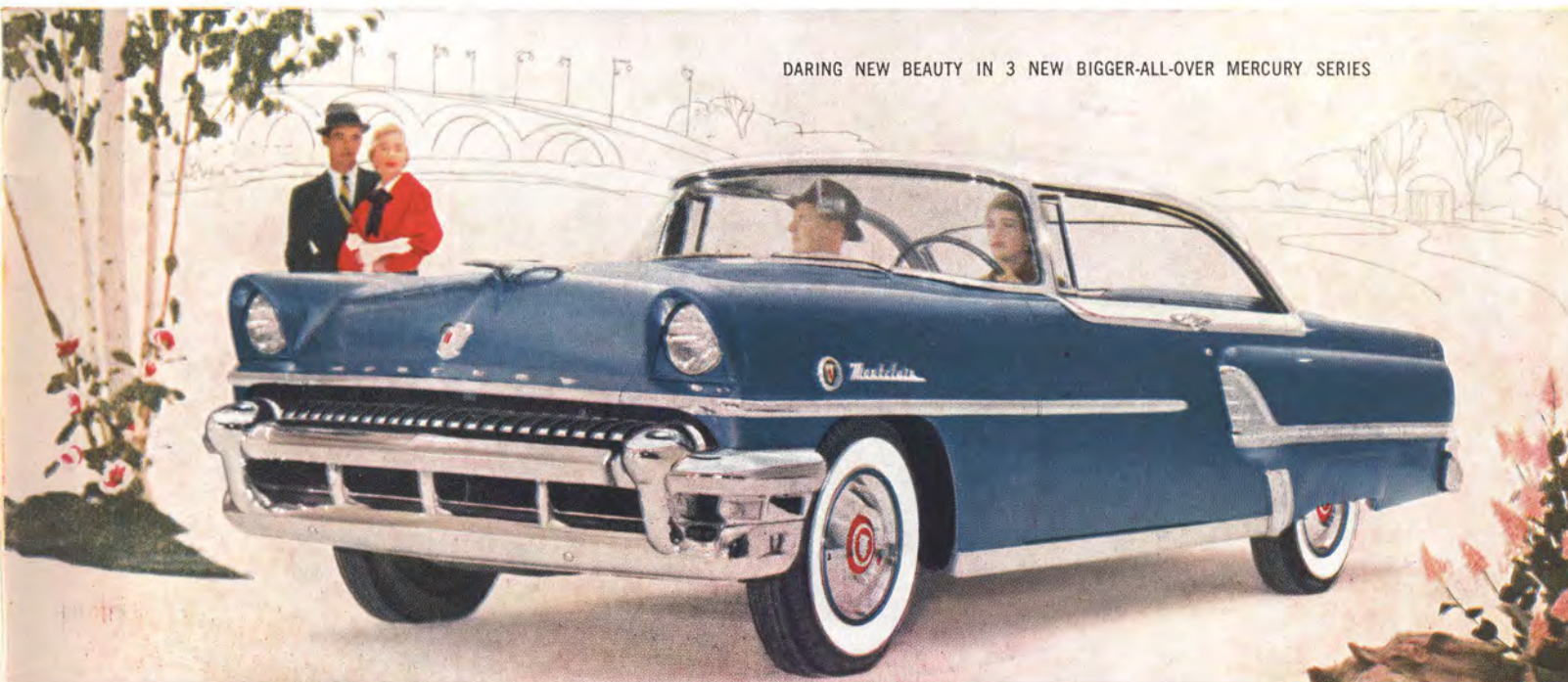
In conventional engines, *high* horsepower is often *wasteful* power—useful only for high speeds which are rarely needed. But with Mercury's new super compression and dual exhaust, more of the engine's power can be used for *everyday* driving.

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You enjoy *super* pickup at *all* speeds, but particularly for *normal* driving. Split-second response from a standing start. A lightning-quick reserve of passing power at cruising speeds. In short, instant acceleration all the way up to superhighway speed limits.

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Merc-O-Matic Drive (optional). You even get a finer-than-ever edition of famed ball-joint suspension. We invite you to see all 3 series of 1955 Mercurys at your dealer's today—the ultra-smart Montclair, the beautiful Monterey, the budget-priced Custom.

FOR FUTURE STYLING AND SUPER POWER IT PAYS TO OWN A NEW 1955

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Announcing the new DeSoto for '55



Two mighty V-8's. In the foreground the fabulous **FIREFLITE**, a brand-new De Soto 200 hp. series. At left is the famous **FIREHOME** — now at a new low price—185 hp.

Styled for Tomorrow

Barely five feet high, the De Soto for '55 is longer, wider, and lower than ever before. Note the forward-looking freshness in every line. Styled for tomorrow, the new De Soto creates a "first" in modern cars. Truly a car that will stay in style as long as you drive it.

Have you favorite colors? Choose from fifty-five combinations of vigorous reds, frosty blues, greens, an artist's range of pastels.

Look again! See that curved New Horizon wrap-around windshield with its smart new Sun Cap. It is swept back to give you 20 per cent more glass area for maximum visibility. You see as never before.

New elegance, new interiors

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Drive the new De Soto! You'll find every control located for utmost convenience. Moved out of your way to the dash is the new Flite control shift lever. And the new extra-wide pendulum-type brake pedal is suspended from above for fast, easy action.

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Here's more welcome news! The new Firehome series comes to you at a new, lower price. At the same time, this beauty of a car packs extra horsepower . . . now 185 hp., to be exact. New this year, also, is the fabulous Fireflite . . . De Soto's 200 hp. V-8 luxury series.

De Soto leads, too, in automatic features. Optional equipment includes Full-Time Power Steering, Power Brakes, Four-Way-Power Front Seat, and Air Conditioning.

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