

A stylized graphic on the left side of the page depicts several flagpoles. The poles are represented by thin black lines. The flags are rendered in a simplified, abstract manner using primary colors: red, white, blue, and yellow. One flag clearly shows the stars and stripes of the United States flag. The poles are arranged in a cluster, with some having small yellow circles at their tips, possibly representing globe ornaments or light fixtures. The overall style is graphic and modern.

SOUVENIR PROGRAM

1 9 5 8

ROCHESTER INTERNATIONAL

**AUTO
SHOW**

WAR MEMORIAL

FEB. 1-8

The most beautiful thing that ever happened to horsepower

It steals the show wherever you go—the long, clean, powerful 1958 Edsel



When you see an Edsel come up from the distance, with the road all to itself, you begin to get the idea.

And when you're the man behind the wheel, with the highway rolling out under that long, straight Edsel hood, you know:

This is the most beautiful thing that ever happened to horsepower.

You can guess a lot from the Edsel's clean, road-ready look—and the 345-horsepower rating of the most ad-

vanced V-8's on the road. But the only way to really know the usable power and elegant poise of the Edsel—and the value of such famous Edsel advances as Teletouch Drive and Edsel Air Suspension—is to drive this car and compare it. Car for car, Edsel gives you most—and is priced the lowest—of all medium-priced cars.* See your Edsel Dealer soon.

**Based on comparison of suggested retail delivered prices of the Edsel Ranger and similarly equipped cars in the medium-price field.*

Above: Edsel Citation 4-door Hardtop. Engine: E-475, with 10.5 to one compression ratio, 345 hp, 475 ft.-lb. torque. Transmission: Automatic with Teletouch Drive (shift buttons on steering wheel hub). Brakes: self-adjusting.

EDSEL DIVISION • FORD MOTOR COMPANY

1958 **EDSEL**

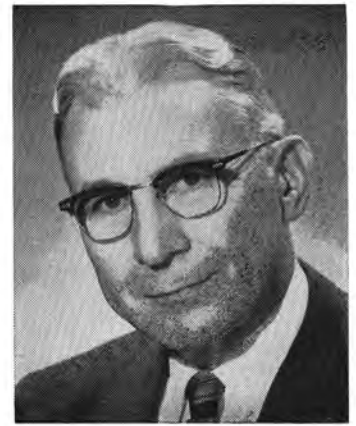
Of all medium-priced cars, the one that's really new is the lowest-priced, too!



W. E. COOKE
President



A. M. PIEHLER
Vice-President



E. C. SCHOEN
Secretary



E. J. HORTON
Treasurer

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



J. G. DORSCHER
Director



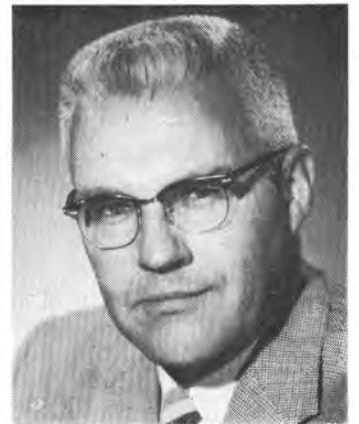
W. G. HERPICK
Director



F. A. JONES
Director



E. J. MILLER
Director



B. C. BUCKMAN
Director

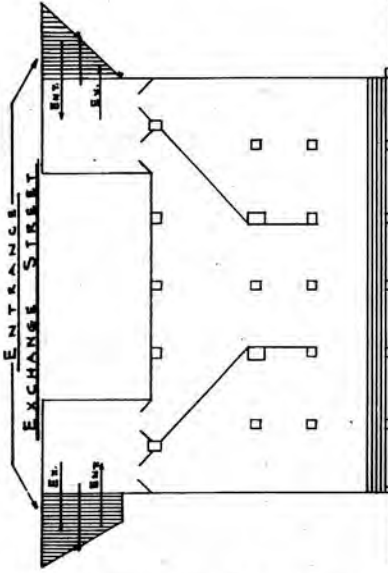
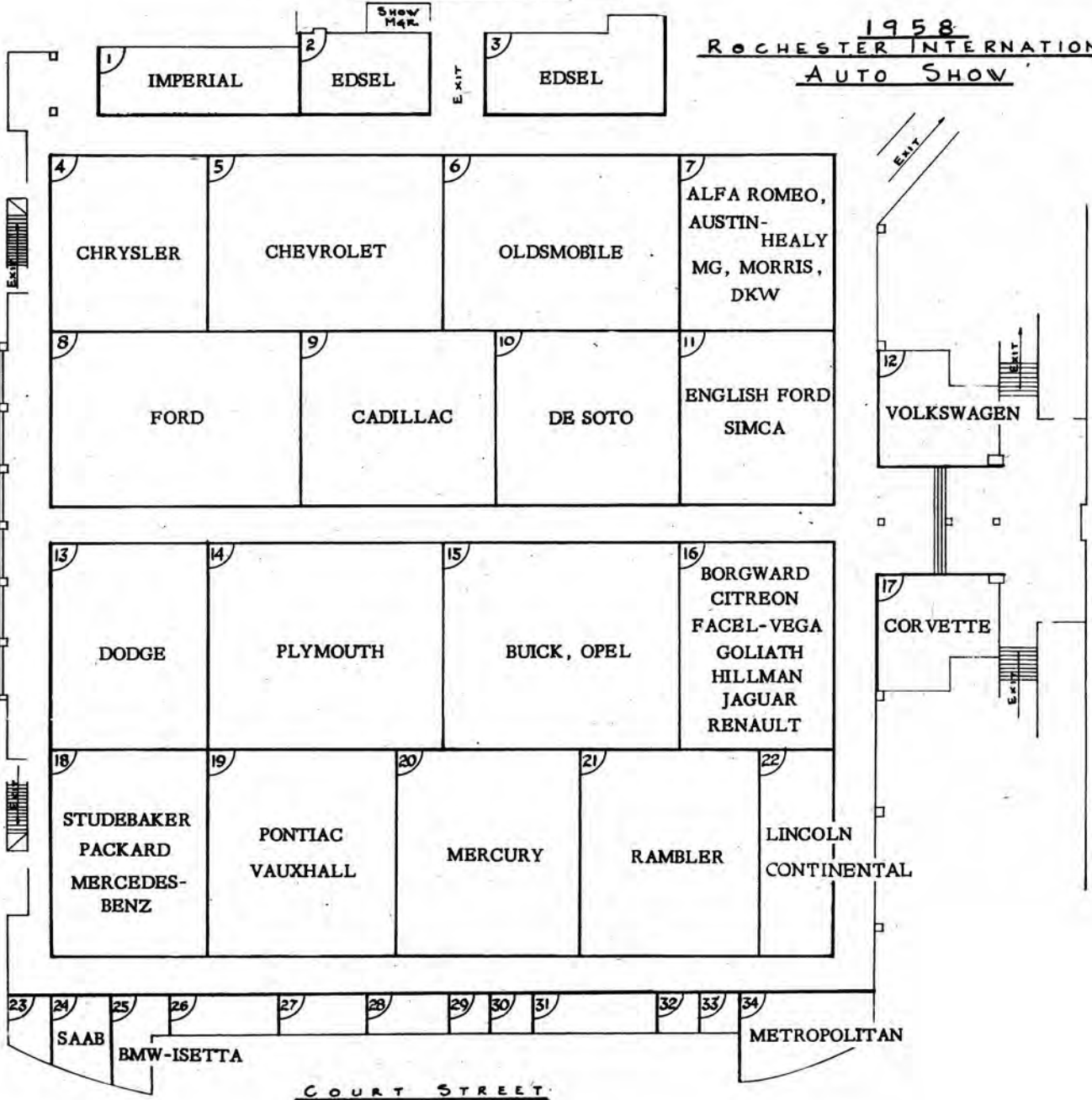
1958
ROCHESTER INTERNATIONAL
AUTO SHOW

Auto Show Exhibitors Floor Plan

RIVER

BROAD STREET

COURT STREET



- 23. SWITZER MOTORCYCLES
- 26. OVERHEAD DOOR
- 27. GENERAL TIRE
- 28. ROLY-DOOR
- 29. YOUNGSTOWN MFG.
- 30. LINCOLN ROCH. TRUST
- 31. SUN OIL CO.
- 32. BARDAHL
- 33. HENNING MOTORCYCLES



Safety Plate Glass Used Exclusively In All Models

visit the *Cadillac* display and see . . .

Motordom's Masterpiece for 1958

On exhibition in the Cadillac display area you will see the finest and most advanced motor car ever to bear the celebrated Cadillac name. Certainly, one glance at its extraordinary grace and symmetry will tell you that it is motordom's masterpiece in styling. One look at its new

Fleetwood coachcrafting will reveal that it is motordom's masterpiece in luxury. And, if you will make arrangements to drive the magnificent 1958 Cadillac at your earliest convenience, you will discover that it is also motordom's masterpiece in performance and handling ease.

Your Authorized Cadillac Dealer is looking forward to acquainting you with all the new Cadillac models, including the distinguished Eldorado Brougham.



1958 CHEVROLET

... "YOURS FOR A SONG"

AT YOUR ROCHESTER
CHEVROLET DEALER!



Buy it for a song . . . and we'll go along
with terms you can afford to pay !

**BROWN
CHEVROLET**
769
MAIN WEST

**COOL
CHEVROLET**
360
CULVER RD.

**FREAR
CHEVROLET**
1110
STONE RD.

**HALLMAN'S
CENTRAL
CHEVROLET**
200 EAST AVE.

**HEINRICH
MOTORS, INC.**
214
LAKE AVE.

**SEIBERT
MOTORS, INC.**
615
SOUTH AVE.

The 1958 Auto Show at a Glance . . .

- WHEN:** February 1 - February 8 . . . INCLUDING SUNDAY, February 2.
- HOURS:** 1 P. M. to 10:30 P. M. daily.
- WHERE:** Exhibit Hall of Rochester's Community War Memorial.
- SPONSOR:** Rochester Automobile Dealers' Association, Inc.
- EXHIBITS:** 1958 Models of the following American makes: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Edsel, Ford, Imperial, Lincoln, Mercury, Oldsmobile, Packard, Plymouth, Pontiac, Rambler, Studebaker.
- PLUS** the following foreign makes: Alfa Romeo, Austin-Healy, MG, Morris, DKW, English Ford, Simca, Volkswagen, Opel, Borgward, Citroen, Facel-Vega, Goliath, Hillman, Jaguar, Renault, Saab, BMW-Isetta, Metropolitan, Mercedes-Benz and Vauxhall.
- PLUS** The Cornell-Liberty Safety car and other experimental models; Cut-away Models; Motorcycles, Accessories and related exhibits.
- DECORATIONS AND THEME:** Because of the large number of imported cars being exhibited this year, this has been named Rochester's "INTERNATIONAL AUTO SHOW". Decorations will employ bunting and flags to enhance this "international" motif. Entertainment will also have an international flair with strolling musicians representing various European national groups.
- ADMISSION:** 90¢ including tax. Children under 12, half price.
- THREE 1958 CARS TO BE GIVEN AWAY** As an added feature of this 1958 Rochester International Auto Show, a 1958 Chevrolet, Ford and Plymouth will be given away by the R.A.D.A. with drawings to be held at 10 p.m. on Monday, Thursday and Saturday evenings. **THIS IS NOT A LOTTERY.** No purchase is necessary. Winners need not be present to win. Prize tickets and drop-boxes are located outside the show entrance and prize tickets will be available free of charge during show hours.
- SHOW MANAGER:** Edward C. Schoen, Secretary of the Rochester Automobile Dealers' Assoc., Inc.
- SHOW COMMITTEE:** Wm. E. Cooke, Chairman; E. J. Horton; E. C. Schoen; A. M. Piehler; John Dorschel; B. Clark Buckman; Edward J. Miller; F. A. Jones; W. G. Herpich.

The most glamorous cars at the Auto Show



1958 CHRYSLER AND IMPERIAL

The Mighty Chrysler Windsor is an all-new luxury car now in a lower-priced field! It offers exclusive Torsion-Aire Ride, new Luxury Look interiors, Pushbutton TorqueFlite, new 354 cu. in. Spitfire V-8 engine, and dozens of other luxury car features . . . all for the cost of a medium-priced car! Don't miss it! And be sure to see the Chrysler Saratoga and New Yorker . . . all-new glamour cars of The Forward Look!

The Triumphant Imperial for 1958 is the epitome of luxury in motoring. Notice its breath-taking style . . . examine first-hand the industry's finest engineering assembled in one magnificent car . . . enjoy its marvelously-appointed interior. This is your chance to inspect closely the new leader among America's fine cars and see why Imperial is the nation's most-wanted fine car.



SEE YOUR CHRYSLER AND IMPERIAL DEALER

What's Ahead?

By William E. Cooke, President Rochester Automobile Dealers Association, Inc.

During recent months it would seem to the casual listener that there is more than the ordinary amount of defeatist talk going around. This pessimism is not by any means confined to the automotive industry, but seems to be shared throughout a rather broad segment of American business.

It would not be difficult to prove, that in most businesses the year 1957 was a very profitable one. As a matter of fact, when the final figures are in, it may well develop that 1957 will rank as the third best selling year in history for the automotive industry.

Unfortunately, in business, management is sensitive to "talk", whether of an optimistic or pessimistic nature — and pessimistic talk can sometimes actually have a retarding effect on business.

It is my feeling that we are in for a good year. The latter half of the year will probably be considerably better than the first half of the year. The market is, in general, in a healthy condition. The clean-up problem which in past years has plagued dealers, does not seem to present a major problem this year. The over-buying of new units which took place in 1955 is gradually being overcome, and many of the 1955 purchasers should be potential prospects for the new 1958 models.

I think that everyone will agree that the product we have to sell this year is, by all odds, the finest product that we have ever been able to offer the public. In engineering, or styling, or in both, the new automobiles are genuinely different and substantially improved over the 1957 models. The mild increase in prices has been given more than its share of publicity. Actually, when payments are spread over 36 months, which is the payment set-up for the average buyer, the increase becomes relatively small.

Most sources estimate a slight improvement in new passenger car sales in '58 over '57. This would indicate approximate sales of new units for 1958 to the amount of 6.2 million.

In very brief summary, I would like to say only this: —We have the potential buyers — we have the finest product that we have ever been able to offer. Perhaps the greatest thing that we have to fear is our own sales psychology. The present Automobile Show should do much to stimulate sales throughout the local automotive industry. I think it will! And I think that the impetus will continue to bring beneficial results for automobile dealers and automobile owners throughout 1958!

The Annual Auto Show

A Community Event and a Public Service

By Edward C. Schoen, Show Manager and Executive Secretary of the RADA

For nearly half a century the Rochester Automobile Dealers' Association has been staging an annual auto show in this city. In the course of time it has become an annual event that is really looked forward to by the great majority of people in this area. They come from all parts of Western New York to see the new cars—to make comparisons—to get a peek into the future of motordom and to enjoy the general gay atmosphere that always prevails at an exhibition of this kind. It is hardly necessary to say that the annual auto show is a public service.

At no other time in the course of the year can folks see practically everything that is new in the automotive field gathered together for their inspection at one spot. No other annual event provides more factual answers to the myriad questions that come to mind whenever the great automotive industry is discussed.

The cars in Rochester's earliest auto show had advanced little beyond the horseless-carriage stage. As the years went by, the bodies became sleek—accessories became more numerous—power increased. Finally, not so many years ago, appeared the first truly "streamlined" automobiles. And, in recent years, advances in engineering, appearance, comfort, power, and all the rest, have accelerated at such a tremendous rate that it might be said that the new cars make cars of just a year ago seem old and inferior in many ways.

I would like to take this opportunity to thank the people of Rochester for the support they have always so generously given to the Annual Auto Show and I would also like to take this opportunity to welcome the thousands of visitors who will come from distant points throughout Western New York to attend.



The French de Dion is shown here at the start of the New York-to-Paris race on Lincoln's Birthday, 1908, in Times Square, New York. The three-man crew was captained by M. Bourcier de St. Chaffray, official observer for the Paris newspaper, *le Matin*. With him rode Captain Hans Hansen, an explorer with experience in the Arctic, and M. de l'Autan, a mechanic who had been a member of a de Dion crew in the Pekin-to-Paris race the previous year. This car, the last survivor of three that France had entered in the race, had to be withdrawn at Vladivostok, after 8,653 miles.

New York to Paris

50th

Anniversary

Fifty years ago an event took place that stirred the imagination of millions and made all the world aware that the motor age had dawned.

The event was the New York to Paris race, which began in Manhattan's Times Square shortly before noon on Lincoln's Birthday, and ended at 8 o'clock in the evening of Thursday, July 30th, when a battered Thomas Flyer automobile rolled to a stop in front of the Paris office of the newspaper, *le Matin*.

Sponsored jointly as a circulation-building stunt by *le Matin* and the *New York Times*, the contest quickly attracted great public interest. Tens of thousands braved the cold and the wet to watch the start. The crowds were so thick in Times Square that Manhattan's mayor could not break through, even with a phalanx of policemen, to fire the starter's gun. Within a week, virtually all newspapers in the world were carrying dispatches about the race. Many posted maps and bulletin boards to satisfy news-hungry crowds.

The drama began almost immediately. Of the six contending cars, the tiny one-cylinder Sizaire-Naudin was knocked out of the running in the Hudson Valley by snow-drifted and rutted roads.

The struggle with snow in New York was mild compared with what hit the racers in Indiana. Fighting

(Continued on Page 11)



Classic elegance in motorcars: The Lincoln Premiere Landau.

THE NEW LINCOLN . . . inspired by the Continental

The one fine car that offers the enduring appeal of a classic



The New Lincoln is a fresh, distinctively new personality in the fine car field.

Immediately, you will see it is the one car that deserves to be called a modern classic . . . styled and crafted in the Continental tradition.

Perhaps—by simply *assuming* that the fine car you judged best three, four, or even ten years ago still rates top choice—you've been depriving yourself of a great deal of pleasure.

To be sure, we suggest you inspect The New Lincoln—with an open mind and a critical eye.

On the road, The New Lincoln lets you re-discover the rare pleasures of fine car motoring.

It has a new, 375-hp. engine that barely whispers, because it is built to a whole new standard of precision tolerances. And thanks to a new single unit body and frame, it has a quietness of ride formerly achieved only through hand-crafting.

Clearly, The New Lincoln is the one fine car that offers the enduring appeal of a classic.

LINCOLN DIVISION, FORD MOTOR COMPANY

Unmistakably . . . the finest in the fine car field



THE NEW CONTINENTAL MARK III . . .
inspiration for The New Lincolns

You're face to face with the *B-58 BUICK*

NOW—more than ever—When better automobiles are built Buick will build them



Every window of every Buick is SAFETY PLATE Glass

ALL YOU CAN SEE here is a picture, in black and white. At the Buick exhibit at the Auto Show, you'll see the real thing—the Air Born B-58 Buick—in full sparkle and glowing color.

But to understand fully why it looks and *feels* like flight on wheels, you have to make an extra trip—to the nearest Buick dealer's.

There you'll get a chance to sample *on the road* the magic of the Miracle Chassis plus air ride*. To try out new Flight Pitch Dynaflo*, that switches the pitch a million ways, and makes push buttons old-fashioned. To feel the might of the B-12000 engine.

So—do your seeing now at the Auto Show—but do your sampling soon. You can make a date for a demonstration right at the Buick exhibit.

BUICK Division of GENERAL MOTORS

*Air ride optional at extra cost on all Series. Flight Pitch Dynaflo standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series.



THE UNIQUE OPEL

—the imported car made by General Motors in Germany—can now be ordered in Sedan and Caravan Wagon models through authorized Buick dealers.



It looks and feels like flight on wheels

See TALES OF WELLS FARGO, Monday Nights, NBC-TV
and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV

THE AIR BORN B-58 BUICK

New York to Paris — 50th Anniversary

(Continued from Page 8)

their way through a blizzard that piled up drifts to the height of twelve feet, the Thomas reached Chicago in eight days, having averaged a virtually unbelievable 100 miles a day. The Americans were now a full day ahead of their closest rivals, the Italians. Then came the sticky mud of Iowa, which put the Motobloc out of the running, and sent the Züst, the Protos and the De Dion to railway repair shops in Omaha and Cedar Rapids.

At Cheyenne, Roberts turned his car, now far in the lead, over to E. Lynn Mathewson, of Denver, who knew Wyoming's trails. At Ogden, Utah, Harold Brinker, a Thomas driver from San Francisco, took over and got the leader into sight of the Golden Gate eleven days ahead of the second-place Züst.

By now the whole world was watching. As a result of a mix-up in orders, the Thomas was shipped to Seattle, and then to Valdez, Alaska, before it was realized that there was not a trail in Alaska wide enough to accommodate an automobile. So the plan to drive to East Cape, ship to Siberia, and continue on wheels from there, was abandoned. The contestants were ordered to ship their cars to Vladivostok. But the Thomas driver, George Schuster, was told to drive

across Japan's mountains and then ship to Vladivostok. He did exactly that.

To compensate for this error, the Thomas was given a bonus of 15 days. Meanwhile, the Protos, manned by a trained crew from the Prussian army, had been shipped by rail from Pocatello to Seattle. For this, the Germans were penalized 15 days.

At Vladivostok the withdrawal of the last French contender, the De Dion, was announced. The Züst was held to await repair parts and crew members from Italy. The Thomas and the Protos plunged into the trackless Siberian waste together. Helping each other, it took them 48 hours to get through 94 miles of mud and swamp. Then, one night, the Germans vanished, and it took Schuster some time to discover that they were barrelling westward on the roadbed of the Trans-Siberian Railway. Then he and Miller, a relief driver, put on a display of non-stop driving that finally put them ahead of the Protos, and won them the plaudits of millions.

On July 20, hopefully watching and waiting Americans had their hopes dashed when it was learned that Schuster was limping along with a broken driving gear some 277 miles east of Moscow while the Germans were making a triumphant entry into the Russian capital.

The Protos had taken advantage of the excellent roads from St. Petersburg to Berlin, and from Berlin to Paris which were among the world's best. So, the Protos reached Paris at 6:15 Sunday evening, July 26. The Thomas reached Berlin at 8 o'clock the next morning. On the road to Paris, it once again was halted by gear failure. With its 15-day bonus and the 15-day penalty riding on the Protos, however, it won handily by getting into Paris on July 30. The Züst arrived finally on September 17.

Later, in New York, the Thomas and its crew were accorded a victory celebration. There was another huge celebration in Buffalo. After that, Theodore Roosevelt invited them to bring the car to Oyster Bay, where he warmed them with his famous toothy grin and hearty "Bully!" Until then, TR had been partial to horses.

Everybody now knew what an automobile could do, and the world was never the same again.



The Italian Züst (actually Brixia-Züst) is shown as it appeared shortly after the start of the New York-to-Paris race that began in Times Square, New York, on February 12, 1908. The driver shown here was Antonio Scarfoglio, poet, author, son of a Neapolitan publisher. The two others in fur coats were Emilio Sirtori and Henri Haaga, reserve drivers. The fourth crew member was the mechanic. This car did not reach Paris until the following September 17.

Facts and Figures on

MAKE AND MODEL		TYPE OF ENGINE	DISPLACEMENT (cu. in.)	HORSEPOWER AT WHAT R.P.M.	HORSEPOWER PER CUBIC INCH OF DISPLACEMENT	WEIGHT PER HORSEPOWER (lb.) ³	TORQUE AT WHAT R.P.M. (lb.-ft.)
AMBASSADOR		OHV V-8	327	270 @ 4,700	.83	12.8	360 @ 2,600
BUICK	Special Century Super Roadmaster Limited }	OHV V-8	364	250 @ 4,400 ^b	.69	16.6	380 @ 2,400 ^b
		OHV V-8	364	300 @ 4,600	.83	14.2	400 @ 3,200
CADILLAC	Series 62 Series 60 Series 75 Eldorado Brougham }	OHV V-8	365	310 @ 4,800	.85	15.0	405 @ 3,100
		OHV V-8	365	335 @ 4,800	.92	15.7	405 @ 3,400
CHEVROLET	All Series	OHV 6	236	145 @ 4,200	.61	23.7	215 @ 2,400
		OHV V-8	283	185 @ 4,600	.65	18.7	275 @ 2,400
		OHV V-8	348	250 @ 4,400	.72	13.8	355 @ 2,800
CHRYSLER	Windsor Saratoga New Yorker 300-D	OHV V-8	354	290 @ 4,600	.82	13.4	385 @ 2,000
		OHV V-8	354	310 @ 4,600	.88	13.3	405 @ 3,200
		OHV V-8	392	345 @ 4,600	.88	12.1	450 @ 2,800
		OHV V-8	392	380 @ 5,200	.97	11.3	435 @ 3,600
CONTINENTAL		OHV V-8	430	375 @ 4,800	.87	13.0	490 @ 3,100
CORVETTE		OHV V-8	283	230 @ 4,800	.81	12.1	300 @ 3,000
DE SOTO	Firesweep Fire dome Fireflite Adventurer	OHV V-8	350	280 @ 4,600	.80	13.1	380 @ 2,400
		OHV V-8	361	295 @ 4,600	.82	13.6	390 @ 2,400
		OHV V-8	361	305 @ 4,600	.84	12.9	400 @ 2,800
		OHV V-8	361	345 @ 5,000	.95	n.a.	400 @ 3,600
DODGE	Coronet	L-head 6	230	138 @ 4,000	.60	24.7	208 @ 1,600
		OHV V-8	325	252 @ 4,400	.78	14.2	304 @ 2,400
	Royal Custom Royal	OHV V-8	325	265 @ 4,400	.82	13.4	355 @ 2,800
		OHV V-8	350	295 @ 4,600	.84	12.3	385 @ 2,800
EDSEL	Ranger Pacer } Corsair Citation }	OHV V-8	361	303 @ 4,600	.84	12.7	400 @ 2,800
		OHV V-8	410	345 @ 4,600	.84	12.3	475 @ 2,900
FORD	All Series Custom 300 Fairlane Fairlane 500 }	OHV 6	223	145 @ 4,200	.65	22.4	212 @ 2,100
		OHV V-8	292	205 @ 4,500	.70	16.3	295 @ 2,400
		OHV V-8	332	265 @ 4,600	.80	13.3	360 @ 2,800
IMPERIAL All Series		OHV V-8	392	345 @ 4,600	.88	13.3	450 @ 2,800
LINCOLN Both Series		OHV V-8	430	375 @ 4,800	.87	12.7	490 @ 3,100
MERCURY	Monterey Montclair Park Lane	OHV V-8	383	312 @ 4,600	.82	13.2	405 @ 2,900
		OHV V-8	383	330 @ 4,800	.86	12.4	425 @ 3,000
		OHV V-8	430	360 @ 4,600	.84	12.3	480 @ 3,000
OLDSMOBILE	88 Super 88 98 }	OHV V-8	371	265 @ 4,400	.72	15.0	390 @ 2,400
		OHV V-8	371	305 @ 4,600	.82	13.1	410 @ 2,800
PACKARD HAWK		OHV V-8	289	275 @ 4,800	.95	12.7	333 @ 3,200
PLYMOUTH	Plaza Savoy Belvedere Fury }	L-head 6	230	132 @ 3,600	.57	24.8	205 @ 1,200
		OHV V-8	318	225 @ 4,400	.71	15.3	330 @ 2,800
		OHV V-8	318	290 @ 5,200	.91	12.1	330 @ 3,600
PONTIAC	Chieftain Super Chief } Star Chief Bonneville }	OHV V-8	370	240 @ 4,500	.65	15.7	354 @ 2,600
		OHV V-8	370	255 @ 4,500	.69	15.0	360 @ 2,600
RAMBLER	All Series	OHV 6	196	127 @ 4,200	.65	23.2	180 @ 1,600
		OHV V-8	250	215 @ 4,900	.86	15.3	260 @ 2,500
STUDEBAKER	Scotsman Champion Silver Hawk Commander Silver Hawk President Golden Hawk }	L-head 6	186	101 @ 4,000	.54	27.0	152 @ 1,800
		OHV V-8	259	180 @ 4,500	.77	17.5	260 @ 2,800
		OHV V-8	289	210 @ 4,500	.73	15.0	300 @ 2,800
		OHV V-8	289	225 @ 4,500	.78	14.8	305 @ 3,000
		OHV V-8	289	275 @ 4,800	.95	12.3	333 @ 3,200

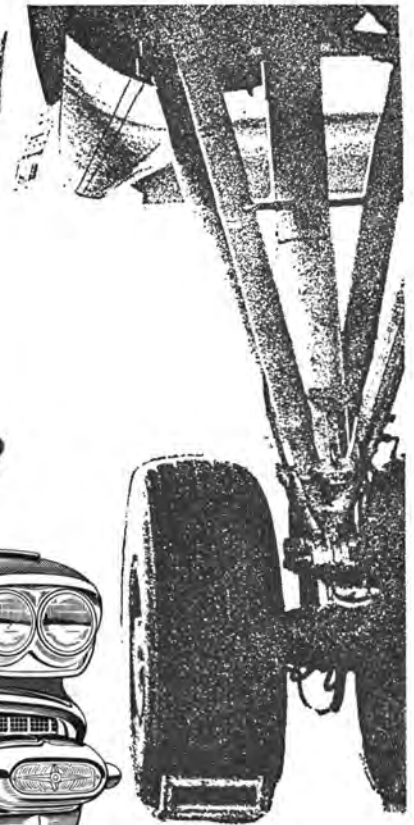
NOTES: n.a. This information not available at press time. ^aFor the lowest-priced four-door sedan (or equivalent model if there is no sedan) in the series listed. ^bWith Dynaflo. ^c3.36 on Series 75.

'58 Cars: Engines

	BORE AND STROKE (in.)	COMPRESSION RATIO (to 1)	FUEL REQUIRED (regular or premium)	OPTIONAL EXTRA POWER		REAR-AXLE RATIOS (to 1)		
				Horsepower	Torque	Automatic Transmission	Manual Transmission	Overdrive
	4.00 x 3.25	9.7	P	—	—	3.15	4.10	4.10
	4.13 x 3.40	9.5 ^b	P ^b	—	—	3.23	3.58	—
	4.13 x 3.40	10.0	P	—	—	3.23	—	—
	4.00 x 3.63	10.3	P	335 @ 4,800	405 @ 3,400	3.07 ^c	—	—
	4.00 x 3.63	10.3	P	—	—	3.36	—	—
	3.56 x 3.94	8.3	R	—	—	3.36	3.55	4.11
	3.88 x 3.00	8.5	R	250 @ 5,000 ^d	305 @ 3,800 ^d	3.36	3.55	4.11
	4.13 x 3.25	9.5	P	280 @ 4,800	355 @ 3,200	3.36	3.55	—
	3.94 x 3.63	10.0	P	—	—	2.93	3.73	—
	3.94 x 3.63	10.0	P	—	—	2.93	—	—
	4.00 x 3.90	10.0	P	—	—	2.93	—	—
	4.00 x 3.90	10.0	P	390 @ 5,200	435 @ 3,600	3.31	—	—
	4.30 x 3.70	10.5	P	—	—	2.87	—	—
	3.88 x 3.00	9.5	P	290 @ 6,200 ^d	290 @ 4,400 ^d	3.55	3.70	—
	4.06 x 3.38	10.0	P	295 @ 4,600	385 @ 2,800	3.31	3.54	—
	4.12 x 3.38	10.0	P	—	—	3.15	3.54	—
	4.12 x 3.38	10.0	P	—	—	3.15	—	—
	4.12 x 3.38	10.3	P	—	—	3.31	—	—
	3.25 x 4.63	8.0	R	—	—	3.73	3.91	—
	3.69 x 3.80	8.5	R	333 @ 4,800 ^d	400 @ 3,600 ^d	3.31	3.54	—
	3.69 x 3.80	9.0	P	333 @ 4,800 ^d	400 @ 3,600 ^d	3.15	3.54	—
	4.06 x 3.38	10.0	P	333 @ 4,800 ^d	400 @ 3,600 ^d	3.15	3.31	—
	4.05 x 3.50	10.5	R	—	—	2.91	3.56	3.70
	4.20 x 3.70	10.5	R	—	—	2.91	—	—
	3.62 x 3.60	8.6	R	—	—	3.56	3.70	3.70
	3.75 x 3.30	9.1	R	300 @ 4,600 ^d	395 @ 2,800 ^d	3.10	3.56	3.70
	4.00 x 3.30	9.5	R	300 @ 4,600 ^d	395 @ 2,800 ^d	2.91	3.56	3.56
	4.00 x 3.90	10.0	P	—	—	2.93	—	—
	4.30 x 3.70	10.5	P	—	—	2.87	—	—
	4.30 x 3.30	10.5	P	400 @ 5,200	480 @ 3,200	2.69	3.56	3.56
	4.30 x 3.30	10.5	P	400 @ 5,200	480 @ 3,200	2.69	—	—
	4.30 x 3.70	10.5	P	400 @ 5,200	480 @ 3,200	2.91	—	—
	4.00 x 3.69	10.0	P	312 @ 4,600	415 @ 2,800	3.07	3.64	—
	4.00 x 3.69	10.0	P	312 @ 4,600	415 @ 2,800	3.23 ^e	3.64 ^e	—
	3.56 x 3.63	7.8	—	—	—	3.31	—	—
	3.25 x 4.63	8.0	R	—	—	3.73	3.73	4.10
	3.91 x 3.31	9.0	R	315 @ 5,000 ^d	370 @ 3,600 ^d	3.31	3.54	3.91
	3.91 x 3.31	9.3	P	315 @ 5,000 ^d	370 @ 3,600 ^d	3.31	3.54	—
	4.06 x 3.56	8.6	R	310 @ 4,800 ^d	400 @ 3,400 ^d	3.23	3.42	—
	4.06 x 3.56	8.6	R	310 @ 4,800 ^d	400 @ 3,400 ^d	3.23	3.42	—
	3.13 x 4.25	8.7	R	138 @ 4,500	185 @ 1,800	3.31	3.78	4.38
	3.50 x 3.25	8.7	R	—	—	3.55	4.10	4.44
	3.00 x 4.38	7.8	R	—	—	3.54 ^f	4.10 ^g	4.56 ^h
	3.56 x 3.25	8.3	R	195 @ 4,500	265 @ 3,000	3.31	3.54	3.73
	3.56 x 3.63	8.3	R	225 @ 4,500	305 @ 3,000	3.31	3.54	3.92
	3.56 x 3.63	8.3	R	—	—	3.31	3.54	3.92
	3.56 x 3.63	7.8	P	—	—	3.31	—	4.27

^aOption giving highest power listed; other engine options also available. ^eHydra-Matic, with 3.42:1 ratio, standard on '98." ^fAutomatic transmission not offered on Scotsman. ^g3.54 on Scotsman.

MEET THE BOLD



NEW PONTIAC

If you like to be first with the newest . . . *this is for you!*

ONLY CAR WITH ...



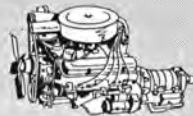
QUADRA-POISE ROADABILITY

made possible by revolutionary new frame design and suspension geometry, virtually eliminates dive, sway and bounce. Only the wheels know where the bumps are and handling's the easiest you've ever known!



CIRCLES-OF-STEEL SAFETY

Pontiac's new body surrounds you with girder steel above, below, front and rear—and floats you on rubber with no metal-to-metal contact. (Same construction in the convertible except for top.)



TEMPEST 395 PERFORMANCE

Scores of exclusive engineering innovations make Pontiac's hefty power plant a miracle of smoothness. Try its jeweled-action response in a choice of six horsepower ratings.

Never before have all these advances been teamed in any car you could own or drive! They have been brought together now in the '58 Pontiac especially to celebrate the Golden Anniversary of Pontiac and General Motors. You'll discover daring—and wonderful—new improvements in performance, handling, safety and comfort. And there's a long list of world-of-tomorrow options to choose from—so that you can tailor this Bold New Pontiac to your own personal specifications of the "ideal car". It's all ready for you now at your Pontiac dealer's. So, pay him a visit and make a clean break with the past.

SEE YOUR AUTHORIZED PONTIAC DEALER

Vehicle Registration Continues to Grow

Motor vehicle registrations in America during the past decade have outgrown the population almost three to one.

While the U.S. population has increased about 15 per cent in the 10 years, car and truck registrations have gone up 43 per cent.

The number of people in the country per motor vehicle has gone from four to about 2.5.

There are about 105 million motor vehicles in the world, some 67 million of which are in the U.S. The ratio of world population to world motor vehicle registrations is one to 26.

With less than six per cent of the world's area and slightly more than six per cent of its population, the U.S. has almost 70 per cent of the world's passenger cars and 45.5 per cent of the world's trucks.

Great Britain is second to the United States in motor vehicle registrations, with 5.5 million — one

The Official 1958 AUTO SHOW PROGRAM

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vehicle per 10 persons in the population. Other vehicle-population ratios throughout the world: France, one to 11; the Netherlands, one to 27; Argentina, one to 39; Hungary, one to 230; Roumania, one to 700; U.S.S.R., one to 70; China, one to 4,975.



ONE BUSINESS IN SIX IS AUTOMOTIVE



Of the 4,250,000 business concerns in the United States, over 700,000, or one in six, is dependent on the manufacture, sale, service, or use of motor vehicles.

Facts and Figures on

MAKE AND MODEL	WHEELBASE (in.)	OVERALL LENGTH (in.)	WIDTH (in.)	SHIPPING WEIGHT (lb.) ^a	WEIGHT PER SQ. IN. OF BRAKE-LINING AREA ^b	OVERALL STEERING RATIO		TURNING-CIRCLE DIA., CURB TO CURB (ft.)	TIRE SIZE	
						Manual	Power			
AMBASSADOR	117.0	200.2	72.2	3,456	21.7	25.6	25.4	39.8	8.00 x 14	
BUICK	Special Century Super Roadmaster Limited }	122.0	211.8	78.1	4,150	22.7	28.8	19.7	43.2	7.10 x 15
		127.5	219.1	79.8	4,518	24.7	—	19.7	44.5	7.60 x 15
		127.5	219.1 ^d	79.8	4,602	25.1	—	19.7	44.5	8.00 x 15
CADILLAC	Series 62 Series 60 Series 75 Eldorado Brougham }	129.5	216.8	80.0	4,647	22.0	—	19.5	43.4	8.00 x 15
		133.0	225.3	80.0	4,783	22.8	—	19.5	45.0	8.00 x 15
		149.8	237.1	80.0	5,317	22.8	—	19.5	51.7	8.20 x 15
		126.0	216.3	78.5	5,315	24.3	—	19.5	42.0	8.40 x 15
CHEVROLET	Delray Biscayne Bel Air }	117.5	209.1	77.7	3,442	21.9	23.0	23.0	41.6	7.50 x 14
CHRYSLER	Windsor Saratoga New Yorker 300-D }	122.0	218.1	79.6	3,895	16.8	30.0	19.1	43.5	8.00 x 14
		126.0	220.2	79.6	4,120	16.4	—	19.4	46.9	8.50 x 14
		126.0	220.2	79.6	4,305	17.3	—	19.4	46.9	9.00 x 14
CONTINENTAL		131.0	229.0	80.1	4,888	18.6	—	20.1	44.4	9.00 x 14
CORVETTE		102.0	177.2	72.8	2,781	17.7	21.0	—	36.5	6.70 x 15
DE SOTO	Firesweep Firedome Fireflite Adventurer }	122.0	216.5	78.3	3,660	15.8	30.0	19.1	43.5	8.00 x 14
		126.0	218.6	78.3	4,015	16.0	30.6	19.4	46.9	8.50 x 14
		126.0	218.6	78.3	n.a.	n.a.	30.6	19.4	46.9	8.50 x 14
DODGE	Coronet Royal Custom Royal }	122.0	213.8	78.3	3,550	15.4	30.0	19.1	43.5	7.50 x 14
EDSEL	Ranger Pacer Corsair Citation }	118.0	213.2	78.8	3,805	22.0	31.8	25.1	41.7	8.00 x 14
		124.1	218.9	79.8	4,235	20.6	31.8	24.0	43.2	8.50 x 14
FORD	Custom 300 Fairlane Fairlane 500 }	116.0	202.0	78.0	3,347	18.6	27.0	27.0	40.1	7.50 x 14
		118.0	207.0	78.0	3,515	19.5	27.0	27.0	40.6	7.50 x 14
IMPERIAL	Imperial	129.0	225.8	81.2	4,590	18.3	—	19.4	48.1	9.50 x 14
LINCOLN	Capri Premiere }	131.0	229.0	80.1	4,754	18.2	—	20.1	44.4	9.00 x 14
MERCURY	Monterey Montclair Park Lane }	122.0	213.2	81.1	4,112	20.0	31.0	24.0	43.7	8.00 x 14
		125.0	220.2	81.1	4,502	21.9	—	24.0	44.6	8.50 x 14
OLDSMOBILE	88 Super 88 98 }	122.5	208.2	78.8	3,985	20.8	29.9	22.7	42.0	8.50 x 14
		126.5	216.7	78.8	4,316	22.5	—	22.7	43.0	8.50 x 14
PACKARD HAWK		120.5	205.1	72.6	3,470	20.1	24.5	21.5	40.0	8.00 x 14
PLYMOUTH	Plaza Savoy Belvedere Fury }	118.0	206.0	79.3	3,450	18.8	26.8	19.1	42.3	7.50 x 14
		118.0	206.0	79.3	3,510	19.1	26.8	19.1	42.3	8.00 x 14
PONTIAC	Chieftain Super Chief Star Chief Bonneville }	122.0	210.5	77.4	3,735	21.0	27.0	22.0	41.7	8.00 x 14
		124.0	215.5	77.4	3,770	21.2	27.0	22.0	42.1	8.00 x 14
		122.0	211.7	77.4	3,710	20.8	27.0	22.0	41.7	8.00 x 14
RAMBLER	DeLuxe	108.0	191.2	72.2	3,300	20.8	24.0	18.4	37.6	7.50 x 14
STUDEBAKER	Scotsman Champion Commander President Silver Hawk Golden Hawk }	116.5	202.4	75.8	2,735	18.5	21.5	—	40.0	6.40 x 15
		116.5	202.4	75.8	3,155	21.3	21.5	24.5	38.5	6.40 x 15
		116.5	202.4	75.8	3,155	18.3	24.5	24.5	38.5	7.50 x 14
		120.5	206.4	75.8	3,325	19.3	24.5	24.5	40.0	8.00 x 14
		120.5	203.9	71.3	3,145	18.2	24.5	24.5	40.0	7.50 x 14

NOTES: n.a. This information not available at press time. ^aFor the lowest-priced four-door sedan with eight-cylinder engine (or nearest equivalent model) in the series listed. ^bAll prices include Federal excise tax and preparation and handling charges, but no other taxes or shipping charges. Base price

'58 Cars: Bodies and Prices

LEG ROOM (in.)		HEAD ROOM (in.)		HIP ROOM (in.)		PRICE ^h								
Front	Rear	Front	Rear	Front	Rear	Base (8-cyl. engine)	Automatic Transmission	Power Steering	Power Brakes	Air Conditioning	Radio	Heater	Air Springs	
43.0	40.0	36.0	35.0	59.8	60.1	\$2,587							n.a.	
43.0	41.7	34.9	33.5	62.6	62.1	{ 2,700	220	108	40	430	102	102	\$188	
43.5	44.5	36.4	35.1	65.7	65.0	{ 3,316	std.	108	40	430	102	102	188	
43.2	44.1	35.8	34.5	65.5	64.8	{ 3,789	std.	std.	40	430	102	102	188	
						{ 4,667	std.	std.	std.	430	102	102	188	
						{ 5,112	std.	std.	std.	430	102	102	188	
45.0	45.2	35.0	34.9	65.2	65.0	4,891	std.	std.	std.	474	164	128	200	
45.0	45.3	33.9	34.8	65.0	65.0	6,232	std.	std.	std.	474	164	128	200	
43.6	n.a.	36.6	35.7	65.5	57.9	8,460	std.	std.	std.	474	164	128	200	
43.7	39.7	35.5	34.8	61.3	60.7	13,074	std.	std.	std.	474	164	128	std.	
44.6	42.7	35.0	34.2	62.1	63.1	{ 2,262	188	70	38	468 ^c	63	49	124	
						{ 2,397	188	70	38	468 ^c	63	49	124	
						{ 2,547	188	70	38	468 ^c	63	49	124	
45.5	43.0	35.7	34.5	63.0	62.7	3,129	220	108	40	506 ^c	100	93	—	
45.5	43.0	35.7	34.5	63.0	62.7	{ 3,818	std.	std.	40	506 ^c	100	93	—	
45.5	38.0	34.4	33.7	63.0	56.0	{ 4,295	std.	std.	40	506 ^c	100	93	—	
						n.a.	std.	std.	std.	506 ^c	100	93	—	
44.4	42.9	35.0	34.1	61.0	65.1	6,072	std.	std.	std.	612 ^c	175	136	n.a.	
44.2	—	34.7	—	49.1	—	3,631	188	—	—	—	144	97	—	
45.5	43.0	35.7	34.5	63.0	62.7	2,773	180	106	39	492 ^c	94	90	—	
45.5	43.0	35.7	34.5	63.0	62.7	{ 3,035	220	106	39	492 ^c	94	90	—	
45.5	38.0	34.4	33.7	63.0	56.0	{ 3,527	std.	106	39	492 ^c	94	90	—	
						4,016	std.	106	39	492 ^c	94	90	—	
45.5	42.5	35.7	34.5	63.0	62.7	{ 2,647	180	92	38	459 ^c	87	84	—	
						{ 2,802	220	92	38	459 ^c	87	84	—	
						{ 3,030	220	92	38	459 ^c	87	84	—	
43.1	40.7	33.9	33.6	60.0	60.1	{ 2,592	218	85	38	418 ^c	95	93	n.a.	
44.2	43.4	33.9	32.8	63.5	63.5	{ 2,735	218	85	38	418 ^c	95	93	n.a.	
						{ 3,425	std.	85	38	460 ^c	95	93	n.a.	
						{ 3,615	std.	85	38	460 ^c	95	93	n.a.	
43.1	42.7	34.8	33.6	60.3	60.3	2,246	180	69	37	395 ^c	77	46	156	
43.1	40.7	33.9	33.6	60.0	60.1	{ 2,399	180	69	37	395 ^c	77	46	156	
						{ 2,552	180	69	37	395 ^c	77	46	156	
46.0	45.0	35.4	34.2	61.0	60.2	4,945	std.	std.	std.	590 ^c	176	141	—	
44.4	46.6	35.0	33.8	61.0	65.5	{ 4,951	std.	std.	std.	612 ^c	175	136	n.a.	
						{ 5,565	std.	std.	std.	612 ^c	175	136	n.a.	
44.1	43.4	33.9	33.2	61.3	62.9	{ 2,721	226	108	38	459 ^c	100	91	n.a.	
44.1	43.4	34.0	32.8	61.3	62.9	{ 3,236	std.	108	38	459 ^c	100	91	n.a.	
						3,944	std.	std.	std.	459 ^c	100	91	n.a.	
44.0	41.2	35.1	33.5	62.5	62.1	{ 2,837	231	108	40	430	102	97	215	
43.8	41.6	34.6	33.1	62.5	62.1	{ 3,112	231	108	40	430	102	97	215	
						3,824	std.	std.	std.	430	102	97	215	
44.0	36.0	35.7	34.7	59.5	58.0	3,995	std.	91	std.	n.a.	80	71	n.a.	
45.5	41.5	35.7	34.2	63.0	62.7	{ 2,242	180	77	38	446 ^c	73	69	—	
						{ 2,378	180	77	38	446 ^c	73	69	—	
45.5	36.5	33.7	34.0	63.0	56.0	{ 2,512	180	77	38	446 ^c	73	69	—	
						3,032	180	77	38	446 ^c	73	69	—	
44.7	41.6	35.0	34.3	62.0	63.1	2,638	231	108	40	430	102	96	188	
44.5	41.4	35.0	34.3	62.0	63.1	{ 2,834	231	108	40	430	102	96	188	
44.5	37.7	35.0	33.5	63.0	54.5	{ 3,071	231	108	40	430	102	96	188	
						3,481	231	108	40	430	102	96	188	
43.0	40.0	36.0	35.0	59.8	60.1	2,342	200	80	38	369 ^c	82	76	n.a.	
43.0	39.0	36.0	35.0	59.5	59.0	1,874 ^e	—	—	—	—	—	std.	—	
49.0	39.0	36.0	35.0	59.5	59.0	2,253 ^e	189	69	38	n.a.	60	71	—	
43.0	39.0	36.0	35.0	59.5	59.0	2,378	189	69	38	n.a.	60	71	—	
43.0	41.0	36.0	35.0	59.5	59.0	2,639	189	69	38	n.a.	60	71	—	
44.0	36.0	35.5	34.5	59.5	58.0	{ 2,352	189	69	38	n.a.	60	71	—	
						{ 3,282	78	69	38	n.a.	60	71	—	

applies to the least expensive four-door sedan (or nearest equivalent), with eight-cylinder engine but no other optional equipment, in each series. ^cIncludes a heater. ^dLimited is 227.1 in. long. ^eSix-cylinder engine.



DON'T FOLLOW THE LEADER...DRIVE IT!

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See Plymouth's exciting advances and exclusive features. *Try* the luxury of its big-car ride . . . its brilliant response . . . its magnifi-

cent ease and sureness of handling. Your Plymouth dealer invites you to take this big beauty out on the road . . . soon!

GREAT PLYMOUTH ADVANCES TO WATCH FOR

Silver Dart Styling . . . **Directional Stabilizer Fins** for safer highway travel . . . **Torsion-Aire Ride**, Plymouth exclusive in its field . . . and, optional at low extra cost, **Golden Commando V-8 Engine** . . . **Push-Button TorqueFlite**, for world's easiest driving!



Star of the Forward Look

Plymouth

AHEAD FOR KEEPS

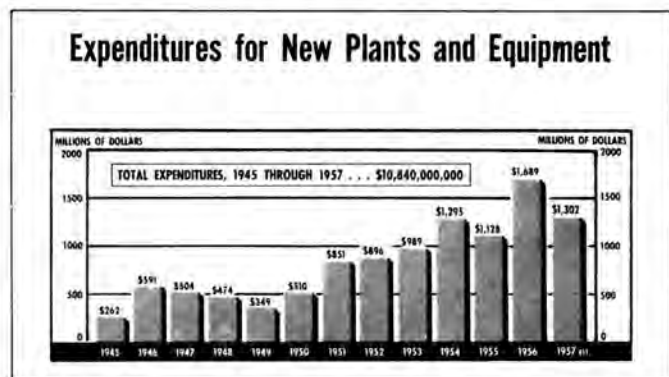
Facts About the Automobile Industry

More than seven million Americans are employed in the manufacture, sale, service and use of motor vehicles — one of every ten persons gainfully employed in the nation.

The average life of motor vehicles has doubled since 1925, when 6.5 years was the typical age of vehicles when scrapped. Today, the usual age of cars headed for the junk heap is 12 years or more. Accumulated mileage during a motor vehicle's lifetime has quadrupled — from 25,750 in 1925 to 110,000 today.

About 4½ million cars, trucks and buses are scrapped yearly in the United States.

The traffic death rate in the United States has declined almost 60 per cent in the last 20 years, dropping from 14.5 deaths per 100 million motor vehicles to 6.4 in 1956 and possibly down to 6 in 1957, when final statistics are in.



Trucks haul 55 per cent of fruits and vegetables to leading markets; 34 per cent of fishery products, 82 per cent of livestock, and 68 per cent of frozen foods.

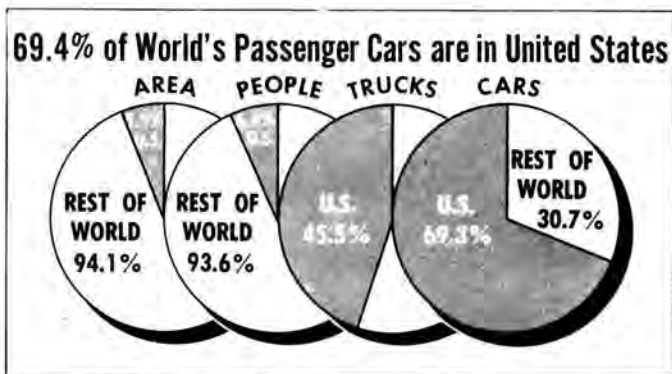
Some 24,400 U.S. cities receive and deliver all mail by motor truck. There are also 32,000 rural mail routes, covering 1,575,000 miles of road.

Fifteen per cent of passenger cars produced today are station wagons, as contrasted with 2.2 per cent in 1957.

Seventeen per cent of car-owning households in America own more than one car. These multi-car families own 30 per cent of all cars in the nation.

The Mountain and Pacific states have the highest percentage of car-owner families, while car ownership is lowest in the New England and Middle Atlantic states.

Thirty-five per cent of new cars and 40 per cent of used cars were purchased with cash.



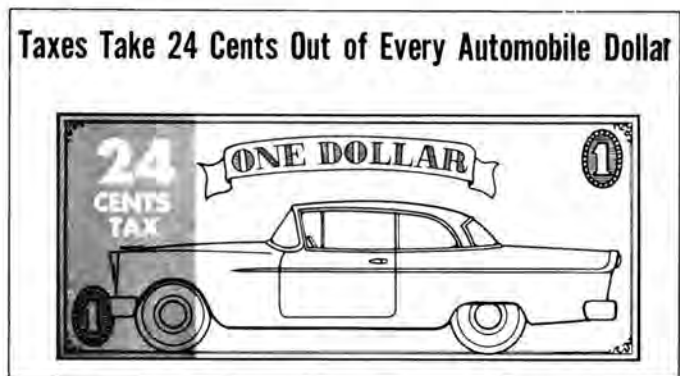
Seventy-five per cent of the cars on the road have radios, 47 per cent have automatic transmissions, 14 per cent have power brakes, and 12 per cent have power steering.

Tubeless tires are now used on 35 per cent of the cars on the road. Twenty per cent of all cars are equipped with snow tires during the winter months.

More than six billion dollars worth of automotive products are produced in industries other than the motor vehicle industry. More than 330,000 people are employed in this production.

There are 706,000 automotive businesses in the United States. This amounts to one out of every six businesses in the nation.

Special taxes collected from truck users in 1957 amounted to \$2.25 billion. This exceeded total taxes collected on passenger cars, trucks and buses combined, in any year prior to 1946.



The average farm pick-up truck pays \$47 in state taxes. At the other extreme, an average five-axle diesel truck combination doing contract hauling pays \$2,813 in state taxes each year.

Four out of five truck owners have only one truck. One out of 14 own three or more.

Preliminary "Automobile Facts and Figures" — Calendar Year 1957

FACTORY SALES — NUMBER	1947	1956	1957
Passenger Cars	3,558,178	5,816,109	6,120,000
Trucks and Buses	1,239,443	1,104,481	1,100,000
TOTAL	4,797,621	6,920,590	7,220,000
 FACTORY SALES — WHOLESALE VALUE			
Passenger Cars	\$3,936,017,000	\$9,754,973,000	\$11,500,000,000
Trucks and Buses	1,731,713,000	2,077,432,000	2,075,000,000
TOTAL	\$5,667,730,000	\$11,832,405,000	\$13,575,000,000
 EXPORTS — NUMBER OF VEHICLES			
Passenger Cars	260,847	192,708	155,000
Trucks and Buses	251,489	205,677	195,000
TOTAL	512,336	398,385	345,000
 REPLACEMENT PARTS and ACCESSORIES, DOMESTIC MARKET, WHOLESALE VALUE			
	\$2,309,000,000	\$1,827,000,000	\$1,850,000,000
 GASOLINE CONSUMPTION — GALLONS			
	28,216,000,000	50,106,000,000	51,500,000,000
 VEHICLE MILES OF TRAVEL			
	370,894,000,000	628,381,000,000	650,000,000,000
 EMPLOYMENT IN MOTOR VEHICLE MANUFACTURING			
Production Workers	648,800	651,800	652,000
All Employes, Including Salaried	776,200	815,200	815,500
 ANNUAL PAYROLL IN MOTOR VEHICLE MANUFACTURING			
Production Workers	\$1,938,225,000	\$3,213,000,000	\$3,330,000,000
 EXPENDITURES FOR NEW PLANT and EQUIPMENT, MOTOR VEHICLE and PARTS INDUSTRY			
	\$504,000,000	\$1,689,000,000	\$1,302,000,000
 HIGHWAY FINANCES — ALL ROADS and STREETS			
Revenues*	\$2,815,000,000	\$6,665,000,000	\$7,648,000,000
Expenditures*	2,848,000,000	7,702,000,000	8,636,000,000
*Excludes bond issue proceeds and retirement of bond obligations.			
 SPECIAL TAXES ON MOTOR VEHICLES			
All Vehicles	\$3,074,813,000	\$7,964,270,000	\$8,250,000,000
Motor Trucks	889,299,000	2,188,448,000	2,250,000,000
 NUMBER OF FAMILIES OWNING AUTOMOBILES			
	21,000,000	36,000,000	39,000,000
 PERCENT OF FAMILIES OWNING AUTOMOBILES			
	53%	73%	75%
 MOTOR VEHICLE REGISTRATIONS, DEC. 31st (Including Publicly Owned)			
Passenger Cars	30,845,351	54,332,295	56,101,000
Trucks	6,808,691	10,654,286	10,875,000
Buses	187,457	254,679	255,000
TOTAL	37,841,498	65,241,260	67,231,000

THE BIG M FOR 1958 BRINGS YOU SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE



All-new Marauder V-8's power The Big M line—312 to 360 hp. Shown above, the Montclair Phaeton Sedan.

EVER HELD A CURVE LIKE A SPORTS CAR— WHILE LOUNGING IN LIMOUSINE LUXURY?

This is The Big M for '58 — the only car you can buy that combines sports-car spirit with solid riding comfort.

Mercury's new sports-car spirit means far more than power. You enjoy effortless control every moment—precise steering—a wonderful feeling of complete command on even the sharpest curve.

These advances are the result of a whole series of wonderful new driving aids. For example, a new Merc-O-Matic Hill Control range helps ease you down the steepest grade with greater safety. Steering is up

to 30% easier. New Super-Safe self-adjusting brakes automatically compensate for brake-lining wear.

Now imagine this driving spirit teamed with a ride that can only be compared with the finest ever achieved by a custom-built limousine—a serene, majestic, quiet ride; a solid, steady, road-hugging ride. Every 1958 Mercury is longer, wider, heavier. Some models are bigger than many of the most expensive cars.

Most important, Mercury brings all this within the reach of *any* new-car buyer. Prices start just above the lowest. Pick from 20 models in 4 great series.

"SEE YOUR LOCAL MERCURY DEALER"

1958 MERCURY
SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE



Members of Rochester Automobile Dealers' Association, Inc.

Member	Company	Address	City
W. G. Herpich	Alling & Miles, Inc.	1301 Ridge Rd. E.	Rochester 21, N. Y.
C. E. Archer	Archer Motor Co., Inc.	350 Monroe Ave.	Rochester 7, N. Y.
B. Clarke Buckman	Bonenblust & Buckman, Inc.	340 Lake Ave.	Rochester 6, N. Y.
H. M. Brown	H. M. Brown Chevrolet Corp.	769 Main St. W.	Rochester 11, N. Y.
Maynard Hallman	Hallman Central Chevrolet Co., Inc.	200 East Ave.	Rochester 4, N. Y.
J. R. Mittlesteadt	Cool Chevrolet Corp.	360 Culver Rd.	Rochester 7, N. Y.
Wm. R. Corey	Corey Motors, Inc.	2175 Empire Blvd.	W. Webster, N. Y.
William E. Cooke	Bill Cooke, Inc.	270 Lake Ave.	Rochester 6, N. Y.
James F. Volpe	Cumberland Nash, Inc.	229 Clinton Ave. N.	Rochester 5, N. Y.
Joseph Cassetti	Cassetti Motors	1451 Lyell Ave.	Rochester 6, N. Y.
Geo. B. Doyle	Geo. B. Doyle, Inc.	373 Goodman St. S.	Rochester 7, N. Y.
John G. Dorschel	Dorschel Buick, Inc.	68 Genesee St.	Rochester 11, N. Y.
Fred F. Allen	F-A Motors, Inc.	160 Mt. Hope Ave.	Rochester 20, N. Y.
Richard Feol	Feol Nash, Inc.	775 Culver Rd.	Rochester 9, N. Y.
H. H. Henry	Fincher Motors, Inc.	12 Union St. S.	Rochester 7, N. Y.
A. C. Frear	Frear Chevrolet, Inc.	1110 Stone Rd.	Rochester 16, N. Y.
J. H. Heinrich	Heinrich Motors, Inc.	214 Lake Ave.	Rochester 6, N. Y.
E. J. Horton	E. J. Horton, Inc.	625 Culver Rd.	Rochester 9, 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.
Jack L. Kessler	Kessler Nash, Inc.	67 Ridge Rd. W.	Rochester 13, N. Y.
Harold Koerner	Koerner Motors, Inc.	1177 Fairport Rd.	Fairport, N. Y.
Florian J. Kilburne	Florian J. Kilburne	475 Lyell Ave.	Rochester 6, N. Y.
Roy E. Maurer	Ward Maurer, Inc.	459 Portland Ave.	Rochester 5, N. Y.
Paul E. Meacham	Meacham Sales & Service, Inc.	31 State St.	Pittsford, N. Y.
Edw. J. Miller	Miller Ford, Inc.	1875 Ridge Rd. E.	Rochester 9, N. Y.
Stephen Campagno	Monroe Auto Sales	55 Monroe Ave.	Rochester 7, 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. M. Piehler	Piehler Pontiac Corp.	1560 Lake Ave.	Rochester 13, N. Y.
P. J. Lanzatella	Philanz Oldsmobile, Inc.	960 Ridge Rd. E.	Rochester 21, N. Y.
A. Ralph	Ralph Pontiac, Inc.	626 Main St. W.	Rochester 11, N. Y.
K. T. Ralph	Ken Ralph Ford, Inc.	2900 Monroe Ave.	Rochester 18, N. Y.
Frank Caskey	Rochester Motors, Inc.	167 Court St.	Rochester 4, N. Y.
A. J. Sergeant	Sergeant Motor Corp.	727 Main St. E.	Rochester 5, N. Y.
A. Gambacurta	Seneca Motors, Inc.	400 Lake Ave.	Rochester 6, N. Y.
Carl I. Frankenstein	Siebert Motors, Inc.	615 South Ave.	Rochester 20, N. Y.
R. H. Simmons	Simmons Motors Corp.	336 East Ave.	Rochester 4, N. Y.
Carl Schrodtt	Schrodtt Sales & Service	530 Norton St.	Rochester 21, N. Y.
Don Starkweather	Don Starkweather Chevrolet, Inc.	19 Main St.	Scottsville, N. Y.
Edw. T. Meagher	Valley Cadillac-Pontiac Corp.	333 East Ave.	Rochester 4, N. Y.
Edw. G. Knobloch	Whiting Buick, Inc.	30 N. Union St.	Rochester 4, N. Y.
Howard B. Weller	Weller Motors, Inc.	Thomas Ave. & Stutson St.	Rochester 17, N. Y.
Louis S. Walk	City Plymouth, Inc.	33 Stillson St.	Rochester 5, N. Y.
Norman H. Webb, Jr.	Webb Motors	436 Monroe Ave.	Rochester 7, N. Y.
Winston Churchill	Churchill Motors, Inc.	110 Mt. Hope Ave.	Rochester 20, N. Y.
Harry J. Ridley	Ridley Ford, Inc.	168 W. Main St.	Webster, N. Y.



A lot of the new cars look low (some almost as low as the Swept-Wing 58), but somehow they look a bit strange. That's because they've been "worked over" from the top down—at the expense of windshield area and interior room. Dodge doesn't have to make these sacrifices because it was designed low from the ground up. There are other important differences also. Suspension systems, for example. Dodge Torsion-Aire

stops sway and "lean" on turns, prevents nose dive on sudden stops. It actually beats riding on air—and it's *standard equipment*, not an expensive option. Then there's push-button driving which most cars still don't have. Total-Contact Brakes for surer, safer stops. Bigger, higher-compression engines. "Check out" a Swept-Wing 58 at your Dodge dealer's. To drive it is a thrill, to own it is a new adventure.

 **SWEPT-WING 58 by DODGE**

From the Home of the Golden Hawks...



Now! New High Fashion
in Modern Good Taste...
Studebaker-Packard '58



Today, there's a brand new look of high fashion in automobiles. And it's all in modern good taste! Long, low Flight-Stream roof and Hawk-inspired body lines distinctively mark the exciting new Studebakers. And all-new styling distinguishes the Packard—the most distinctive car on the American road. They're

the cars that take on a completely new luxury look for '58. And they have the traditional built-in extra craftsmanship and value of every Studebaker-Packard product. The full line of Studebaker-Packard products is on display at the show... won't you be our guests?

Handsome Studebaker Transtar Trucks are available in a selection of power, wheelbase, and chassis from 4,800 to 19,000 lbs. gross vehicle weight. Modern in style and performance, they have the price and exclusive features to out-perform all others in economy and flexibility. See them today at Studebaker Transtar Truck Dealers.



Studebaker-Packard

CORPORATION

Where pride of Workmanship comes first!

Foreign Car Score Card for 1958

The Volkswagen Transporters

engine type: 4-cylinder, 4-stroke rear engine; 2 pairs horizontally opposed; compression ratio: 6.6; valves: overhead type; piston speed: 1358 ft./min. (7m/sec.) at 3300 r.p.m. = 50 m.p.h.; fuel pump: diaphragm type, mechanically operated; carburettor; downdraft type with acceleration pump; air cleaner; oil bath type; cooling system by fan, automatically controlled by thermostat.

clutch: Single dry plate; gears: 4 forward speeds, 1 reverse; synchromesh on 2nd, 3rd and 4th gears.

chassis: Shock Absorbers: Double-acting telescopic type, front and rear; steering: ZF-Ross type, hydraulics steering damper; turning circle: approx. 39 ft. (12 m.); foot brake: hydraulic type (Lockheed), operating on all wheels; hand brake: mechanical type, operating on rear wheels; wheels: 4.50 K x 15, drop-centre rim; tires: 6.40-15; tank capacity: 8.75 Imp. gallons (10.6 U. S. gallons) including 1.1 Imp. gallon (1.3 U. S. gallon) in reserve; fuel consumption: 30 m.p.g. (Imp.) 25 m.p.g. (U.S.) (average; max. and cruising speed: 50 m.p.h. at 3300 r.p.m.).

Renault

Renault 4CV is a rear engine water cooled four cylinder fordor sedan, 28 Horsepower at 4100 RPM independent suspension all four wheels, hydraulic brakes, 83½ inch wheel base weighing 1200 pounds. Top speed of 75 to 80 miles per hour and approximately 50 miles per gallon of gas. French made car. Delivered Rochester — \$1395.00

Dauphine

Dauphine is a larger model of Renault having 32 horsepower, four cylinder water cooled engine, fordor body weighing 1390 pounds. Will cruise at 70 to 75 miles per hour with beter than 40 miles per gallon of gas. French made. Delivered Rochester — \$1745.00.

Facel Vega

Facel Vega is a 360 Chrysler Typhoon engine hand built French made body, having optional equipment of power steering, power brakes, automatic transmission. Will ride four people, wheelbase 8' 9", 3885 pounds, top speed of over 150 miles per hour. Prices start at \$9,750.00 up to \$10,095.00.

Goliath

Goliath is a German made four cylinder opposed engine, water cooled, front wheel drive, weighs 1800 pounds, top speed 80 to 90 miles per hour, 40 miles per gallon of gas, made by the famous Borgward factory of Germany. An all new car this year. Delivered Rochester \$2163.00.

M G

engine: 4-cyl. ohv. Bore 2.875 in. Stroke 3.5 in. Stroke/bore ratio 1.22:1. Compression ratio 8.3:1. Displacement 99.88 cu. in. Advertised bhp 72 @ 5500 rpm. Bhp per cu. in. .79. Piston speed @ max. bhp 3208.3 ft per min. Max bmep 125.4 psi. Max torque 77.4 lbs.-ft. @ 3500 rpm.

transmission: Hydraulically operated single dry plate Borg & Beck clutch. 8 ins. dia. 4 forward speeds, top 3 synchronized. Overall ratios: 15.652, 9.52, 5.908, 4.3 Rear axle ratio 4.3:1. (Optional 4.55:1.)

chassis: Box section frame, tubular cross member at transmission, 5.60x15 tires. Lockheed hydraulic brakes, front—2 leading shoe, rear—leading and trailing shoe, 10 ins. dia. x 1.75 ins. wide. Rack and pinion steering gear, with 28-ft. turning circle, 2.75 turns lock-to-lock.

dimensions: Wheelbase 94.0 in., overall length 156.0 in., overall height 50.0 in., overall width 57.3 in., minimum clearance 6.0 in., front tread 17.9 in., rear tread 48.8 in., weight 2120 lbs. (50.5% front, 49.5% rear), weight/bhp ratio 29.5:1.

prices (F.O.B. port of entry): \$2750.

accessories: H.M.V. radio \$65, heater and defroster \$65, whitewall tires \$45, adjustable steering \$17.50, wire wheels \$135, luggage rack \$49.95, windshield washer \$17.50.

de luxe Anglia and Prefect

engine: Four cylinder, side valve. Bore 2.5 ins. (63.5 mm.). Stroke 3.64 ins. (92.5 mm.). Cubic capacity 71.55 cu. in. (1172 c.c.). Compression ratio 7.0:1. B.H.P. 36 at 4,500 r.p.m. Torque lbs./ft. 52 at 2,500 r.p.m.

cooling system: Pressurised Belt driven, two blade fan. Water pump. Thermostatic control. Capacity of system 1.5 gallons (6.82 litres).

transmission: Single dry plate clutch. Central gear lever. Three-speed gearbox. Synchromesh on second and third gears. Helically cut, constant-mesh gears. Overall ratio: 1st gear 17.246:1, 2nd gear 8.889:1, 3rd gear 4.429:1, reverse 21.228:1, Gearbox oil capacity 1.68 pints (0.95 litre).

brakes: Hydraulic internal expanding, 8 ins. x 1.25 ins. (203 mm. x 31.75 mm.). Front, two leading shoes, Rear, single leading shoe. Total brake lining area 76.8 sq. in. (495.5 cm.). Foot brake on all four wheels, hand brake on rear wheels only.

Concul

engine: 4-cylinder O.H.V. Capacity 103.9 cu. in. (1,702.6cc). Bore 3.25 in. (82.55 mm). Stroke 3.13 in. (79.5 mm). Compression ratio 7.8:1 (6.9:1 optional). B.H.P. 61(59) gross at 4,400 r.p.m. 59(56) nett at 4,400 r.p.m. Torque 93(89) lb./ft. gross at 2,300 r.p.m. 91(87) lb./ft. nett at 2,300 r.p.m. Cooling by water pump and thermostat.

transmission: Three forward speeds with synchromesh on second and top. Overall ratios: First 11.67 : 1 ; Second 6.75 : 1 ; Top 4.111 : 1 ; Reverse 15.86 : 1. Single dry plate clutch. Three-quarter floating hypoid rear axle.

instruments: Speedometer, odometer, ammeter*, fuel gauge. Oil pressure, ignition, turn signal and main beam warning lights. Lighting, panel lighting and ignition/starter switches. Choke, fresh air vent, windshield wiper and hood lock controls.

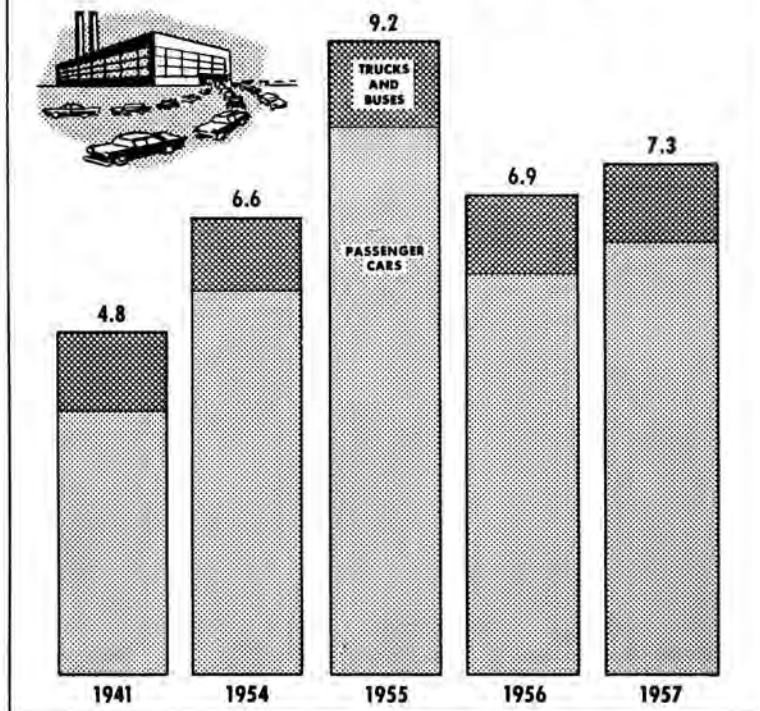
body: Integral, all steel construction.

general dimensions: Overall length (less overriders) 172.15 in. (4.37 m). Overall width 68.62 in. (1.74 m). Overall height 61.5 in. (1.56 m). Wheelbase 104.5 in. (2.6 m). Track — Front 53.0 in. (1.3 m). Rear 52.0 in. (1.3 m). Kerb weight 2,504 lbs. (1136 kg).

*temperature gauge optional.

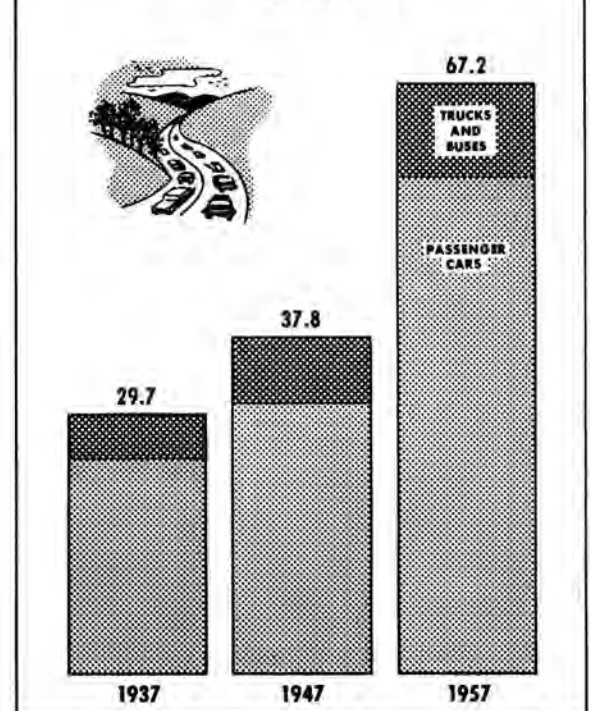
MOTOR VEHICLE FACTORY SALES

MILLIONS



MOTOR VEHICLE REGISTRATIONS

MILLIONS



Exhibitors in the 1958 Auto Show

Firm Name	Space Number	Product or Services
Ward Maurer, Inc. Palmer Motors, Inc. Geo. B. Doyle, Inc.	1	Imperial
Simmons Motors Corp.	2-3	Edsel
Ward Maurer, Inc. Palmer Motors, Inc. Geo. B. Doyle, Inc.	4	Chrysler
H. M. Brown Chevrolet Corp. Hallman Cent. Chev. Co., Inc. Cool Chevrolet Corp. Frear Chevrolet, Inc. Heinrich Motors, Inc. Siebert Motors, Inc.	5	Chevrolet
Bonenblust & Buckman, Inc. Fincher Motors, Inc. Philanz Oldsmobile, Inc.	6	Oldsmobile
Webb Motors	7	Alfa Romeo, Austin Healy, MG, Morris, DKW
Archer Motor Co., Inc. F. A. Jones, Inc. Judge Motor Corp. Miller Ford, Inc. Ken Ralph Ford, Inc. Koerner Motors, Inc.	8	Ford
Valley Cadillac Pontiac Corp.	9	Cadillac
Seneca Motors, Inc. Simmons Motors Corp.	10	DeSoto
Florian J. Kilburne	11	English Built Ford Simca
F-A Motors, Inc.	12	Volkswagen
Bill Cooke, Inc. E. J. Horton, Inc. Sergeant Motor Corp. Weller Motors, Inc.	13	Dodge
Bill Cooke, Inc. E. J. Horton, Inc. Ward Maurer, Inc. Palmer Motors, Inc. Seneca Motors, Inc. Weller Motors, Inc. Geo. B. Doyle, Inc. City Plymouth, Inc.	14	Plymouth

Firm Name	Space Number	Product or Services
Dorschel Buick Inc. Whiting Buick Inc.	15	Buick, Opel
Churchill Motors Inc.	16	Borgward, Citroen, Facel-Vega, Goliath, Hillman, Jaguar, Renault
Heinrich Motors Inc.	17	Corvette
Monroe Auto Sales Schrodt Sales & Service Cassetti Motors	18	Studebaker, Packard, Mercedes Benz
Piehler Pontiac Corp. Ralph Pontiac, Inc. Valley Cadillac Pontiac Corp.	19	Pontiac Vauxhall
E. H. Peters, Inc. Rochester Motors, Inc. Corey Motors, Inc.	20	Mercury
Alling & Miles, Inc. Kessler Nash, Inc. Feol Nash, Inc. Corey Motors, Inc.	21	Rambler
Rochester Motors, Inc.	22	Lincoln
Rochester Indian Corp.	23	Motorcycles
Meacham Sales & Service, Inc.	24	Saab
Corey Motors, Inc.	25	BMW Isetta
Overhead Door Sales Co.	26	Garage Doors
Lewis General Tires, Inc.	27	General Tires
Roly Door Sales Co. of Roch.	28	Garage Doors
Youngstown Mfg. Co.	29	Aluminum Products
Lincoln Rochester Trust Co.	30	Auto Financing
Sun Oil Co.	31	Petroleum Dispensing Equipment
Thomas Heath	32	Bardahl Motor Oil
Frank Hennen	33	H. D. Motorcycles
Alling & Miles Inc. Kessler Nash Inc. Feol Nash Inc. Corey Motors, Inc.	34	Metropolitan
Rochester Safety Council	35	

Now See The Best of Both:

1.

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Big-Car Room
and Comfort

2.

European
Small-Car Economy
and
Handling Ease

See
RAMBLER
for '58



America's No. 1 Economy Car!

Drive the Rambler Economy 6, the car that set NASCAR economy records . . . less than a penny a mile for regular grade gas, with overdrive. The Cross Country is America's best-selling six-cylinder four-door station wagon.



RAMBLER REBEL V-8

See, drive the all-new, more efficient, more economical '58 version of the Rambler Rebel. This smooth performer gives velvety power and exceptional V-8 economy.



ALL-NEW AMBASSADOR V-8

Enjoy top V-8 performance, outstanding V-8 economy in the new 270 HP Ambassador by Rambler, now featuring one of the highest power-weight ratios. It's the world's finest travel car.

ALL THIS IN RAMBLER FOR '58!

- All-New Jet Stream Styling
- All-New Pushbutton Driving with Telovac Shifting.
- All-New Powr-Lok Anti-Slip Differential for V-8 models.
- Reclining Seats, Travel Beds, low-cost Air Conditioning.



METROPOLITAN "1500"

See the smartest smaller car ever imported. American hardtop or convertible styling. American gear shift. Sales and service from coast to coast. New, more powerful engine gives sprightly performance, fabulous economy.

See the **1958 Rambler** Today at the Auto Show!
DRIVE IT AT YOUR RAMBLER, NASH OR HUDSON DEALER

YOU'RE IN THE DRIVER'S SEAT

...your family's safety is up to you!

- Drive safely and courteously yourself.
- Insist on strict enforcement of all traffic laws.

**BACK THE ATTACK
ON TRAFFIC ACCIDENTS**



Support your local safety council



Traffic Rules In Rochester

* * *

SPEED LIMIT: Throughout Rochester the speed limit is 30 M.P.H. unless otherwise posted. Enforcement is strict. Radar is used.

STOP SIGNS: Come to a COMPLETE STOP at intersections where stop signs are located.

STOP: Before entering a highway from a gas station, alley or driveway.

DO NOT: Enter an intersection when the roadway immediately beyond is obstructed by traffic.

SIGNAL LIGHTS: Stop on RED, proceed on GREEN. YELLOW—Traffic is not permitted to start on yellow. Moving traffic is permitted to go through only if the signal has changed from green to yellow after the vehicle has entered the intersection.

GREEN ARROW: Proceed with caution in direction indicated by arrow.

FLASHING YELLOW: Proceed with caution.

FLASHING RED. STOP, then proceed with caution.

TURNS: Generally, no turns at Main Street intersections in the downtown area. Be alert between the hours of 4:00-6:00 p.m. regarding posted intersections throughout the city where turns may not be made.

PARKING: City-owned and private parking lots are available throughout the downtown area.

STREET PARKING: Read directions on the meters. In some areas, meters may **not** be used from 4:00 to 6:00 p.m.

RESTRICTIONS: Do not park —

1. In violation of posted parking rules.
2. Within an intersection.
3. Within 10 feet of a fire hydrant.
4. Within 20 feet of crosswalk.
5. Within 50 feet of a stop sign.
6. Within 100 feet of the approach of any signalized intersection, and 50 feet of the exit of a signalized intersection.
7. Double.
8. Within 5 feet of a driveway.
9. So as to obstruct traffic.
10. Within loading zones, at bus stops or taxi stands.

ALTERNATE SIDE PARKING

Alternate side parking is in effect on many streets in this city. However, this is mostly in the residential areas and those streets are so signed to give the motorist information on what side parking is allowed for each day in the week.

BONENBLUST & BUCKMAN . . . OLDSMOBILE

OLDSMOBILITY IN ROCHESTER STARTS AT



OLDSMOBILE
SALES SERVICE
— Since 1917 —

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NINETY-EIGHT HOLIDAY SEDAN

...THE NEW ACTION-WAY TO GO!



SUPER 88 HOLIDAY COUPE

**BE OUR GUEST...
FOR A ROCKET TEST!**

Meet *OLDSmobility* at the show! Then try it at your dealer's . . . in the great new Rocket Engine Oldsmobiles for '58! Here's the exciting, new way to go places with distinction . . . and always in good taste!

SEE YOUR AUTHORIZED

OLDSMOBILE

QUALITY DEALER



REAL RUST, SALT PROTECTION



CONVENTIONAL UNDERCOATS ABSORB MOISTURE — SILVERSEALER SHEDS IT!

- Protects places where other materials can't be used.
- Tested and proven by public, industries and truck-fleets for over 5 years.
- Withstands extreme temperatures—heat or cold.

INSIST ON SILVERSEALER—YOUR DEALER CAN FURNISH IT
DEFENDER COATINGS CORP., 415 CUTLER BLDG. HA 6-8633



EAST ROCHESTER

"Monroe County's Oldest Chevrolet Dealer"

Sales Department Open

Evenings 'til 9 P. M. — Sat. 'til 5 P. M.

ASSOCIATES HELPS YOU BUY A CAR



First, you get complete one-stop finance and insurance service that is tailored to fit your individual needs.

Second, you get the best service from a nation-wide company specializing in car purchase financing.



Third, your purchase gets prompt decisions, quick credit okays — on a local level. Your dealer works directly with auto finance specialists who, in turn, work for you.



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When you buy your car, be sure to ask your dealer for the Associates Plan — providing the best in finance and insurance service for nearly half a century to motor-ing America.



CHEVROLET



FORD



PLYMOUTH

THREE 1958 CARS TO BE GIVEN AWAY DURING AUTOMOBILE SHOW

As an added feature of this 1958 Rochester International Auto Show three lucky show visitors will become the owners of new cars at the expense of the Rochester Automobile Dealers Association.

A 1958 Chevrolet, Ford, and Plymouth will be given away by the R.A.D.A. with drawings to be held at 10 p.m. on Monday, Thursday and Saturday evenings. (Prize tickets and drop boxes are located just outside the Show Entrance.)

This three car give-away was made possible through the cooperation of the following dealers:

CHEVROLET

H. M. Brown Chevrolet Corp.
Cool Chevrolet Corp.
Heinrich Motors, Inc.

Hallman, Central Chevrolet Co., Inc.
Frear Chevrolet, Inc.
Siebert Motors, Inc.

FORD

Archer Motor Co., Inc.
Judge Motor Corp.
Ken Ralph Ford, Inc.

F. A. Jones, Inc.
Miller Ford, Inc.
Koerner Motors, Inc.

PLYMOUTH

Bill Cooke, Inc.
Palmer Motors, Inc.
Geo. B. Boyle, Inc.

E. J. Horton, Inc.
Seneca Motors, Inc.
Ward Maurer, Inc.

City Plymouth, Inc.
Weller Motors, Inc.

Britain's Best Buy *Comes to* America!



... and only Pontiac Dealers have it!

THE PERFECT FAMILY CAR

- **Up to 35 miles per gallon**
 - **Cruises easily at turnpike speed**
- **Room for 5 big people**
- **Heater standard equipment**

Meet the Vauxhall, a masterpiece of British genius for practical living. In spite of its trim silhouette there's actually room for the average family and all of their luggage. Fuel economy is a miracle of austerity, and it manoeuvres with a close-coupled ease that lets you park virtually anywhere. All this, plus bulldog ruggedness and the classic good taste of its styling, makes this a truly extraordinary car . . . and one you really must see!

Vauxhall

MINIT-MAN

(4 minute)

CAR WASH

Your Satisfaction **GUARANTEED**

**NO
CHARGE
FOR**

**WHITE WALL TIRES
VACUUM CLEANING**

165 WEST MAIN 34 NORTH WINTON

CHARLES W. SCHRADER & SON

**Automatic Transmission
Specialists**

**General Auto and Truck
Repairing**

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Advertisers' Index

★ ★ ★

	<i>Page</i>
Associates Discount Corporation	30
Bonenblust and Buckman, Inc.	28
Agency: Beachner Advertising	
Buick	10
Agency: Kudner Agency, Inc.	
Cadillac	3
Agency: MacManus, John & Adams, Inc.	
Chevrolet	4
Agency: Beachner Advertising	
Chrysler - Imperial	6
Agency: McCann - Erickson, Inc.	
Credit Acceptance Corporation	32
Defender Coatings Corporation	30
Agency: Hutchins Advertising Co., Inc.	
DeSoto	Inside Back Cover
Agency: Batten, Barton, Durstine & Osborn	
Dodge	23
Agency: Grant Advertising Inc.	
Edsel	Inside Front Cover
Agency: Foote, Cone & Belding	
Ford	Back Cover
Agency: J. Walter Thompson Company	
Hoselton Chevrolet, Inc.	30
Lincoln	9
Agency: Kenyon & Eckhart, Inc.	
Mercury	21
Agency: Kenyon & Eckhart, Inc.	
Minit Man Car Wash	32
Oldsmobile	29
Agency: D. P. Brother & Co.	
Plymouth	18
Agency: N. W. Ayer & Son, Inc.	
Pontiac	14
Agency: MacManus, John & Adams, Inc.	
Rambler	27
Agency: Geyer Advertising, Inc.	
Schrader, Charles W. & Son	32
Studebaker - Packard	24
Vauxhaull	31
Agency: MacManus, John & Adams, Inc.	



DRIVE IN COMFORT

Comfort is more than springs, shock absorbers and cushions. There is a deeper comfort in the protection and services you get when you finance your car the CAC PREFERRED WAY.

it pays to say -

**"I WANT
TO FINANCE
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PREFERRED
WAY"**

Ask your dealer for the CAC BIG NEW VALUE PACKAGE FINANCING. Be sure you get it. 8 features to complete your motoring safety and enjoyment.

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(Since 1919)

Gobs and gobs of room



Fore and aft, there's plenty of room in a new De Soto. Leg room, head room, side room. And roominess is only part of the exciting new De Soto story.

NEW LOOK! Styled for the future, De Soto is sleek as a newly christened cruiser. A big, new control-tower windshield gives you clear visibility horizon to horizon.

NEW ENGINE! Turn the key in a new De Soto. That giant purring under the hood is the new Turboflash V-8 engine—powerful, quiet and thrifty, even on short trips around town.

NEW RIDE! Torsion-Aire ride carries you smoothly over superhighways or super-ruts . . . takes you around corners without lean or sway . . . lets you stop without nose-dive. Standard on all models. See the new DeSoto at your dealer's today.

Three wonderful ways to go De Soto!

FIRESWEEP . . . big-value leader for 1958. **FIREHOME** . . . smart new pacemaker. **FIREFLITE** . . . the ultimate in luxury.



Count 'em yourself—three sailors in front, four in back, and two extras along for the ride. Total: nine smart sailors in a smart new De Soto! *DeSoto dealers present Groucho Marx in "You Bet Your Life" on NBC Television.*

the exciting look
and feel of the future

DE SOTO



THE 58 FORD was proved and approved around the world! On the roads of 3 continents, the new Interceptor V-8 engine demonstrated amazing new performance.



PICTURESQUE TORTURE: Ford's tough body structure stood up superbly over the long, wrenching grind on the worst "car killing" trails we could find.



BOULDER BOULEVARD: Over roads never really improved since Roman Empire days, the 58 Ford showed an all-new kind of riding comfort and smooth, sure handling.



STYLE IN PARIS: Everywhere people saluted the new, high-fashion look of the 58 Ford.

Nothing newer in the world

The 58 Ford is not only new in exciting beauty . . . it's new in *everything* that matters most in a truly modern car!

From its graceful new Power-Flow hood and Safety-Twin headlights to its sculptured rear deck—this Ford sets the pace with the world's most modern styling.

Its new Interceptor V-8, with Precision Fuel Induction, is the greatest V-8 engine advance in 25 years. And when it's teamed with optional, new Cruise-O-Matic Drive, you can get up to 15% more gas economy.

In every Ford model, you get new Magic-

Circle Steering that makes steering as easy as pointing. And you can literally ride on air with Ford's optional new Ford-Aire Suspension.

See your dealer; see the car that conquered the world to prove itself to you.

PROVED AND APPROVED AROUND THE WORLD

58 FORD

First car ever to use the whole world as a test track