

# Ask the Man Who Owns One — Getting It Is Half the Fun

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Staff Writer

A friend of mine was trying to buy a car recently. He wasn't looking for a new one. He wanted a used car—a really good one. That was the whole problem.

He didn't know much about cars, and wanted my help. I know even less, but can express it better.

THE TWO OF us are extremely cautious and incredibly slow at making decisions. Consequently, he remained a pedestrian for six months: Each time we finally decided we liked a car, it was sold by the time we got back to the lot.

Then one of us would mutter: "Some poor saps were probably distracted by the shiny chrome—never thought to look under the hood."

We looked under the hood. That always impressed the dealer. Part of our psychological weaponry was a long string of "hummums" and serious stares.

I GUESS the salesmen were trying pretty hard to sell cars and beat the recession (there was one on at the time).

Their enthusiasm and anxiety seemed to cause some universal reaction—the tools used to sell were the same all over.

Someone told me once that black marks on the rear bumper over the tail-pipe meant a car burned oil. But each time they told me: "dirty muffler."

I COULDN'T bring myself to believe wholeheartedly that the 1948 Crosley had the original paint job—it looked too good. "Stored in mothballs every winter," he said.

And I was sure that the speedometer on that 1932 Hupmobile was coming around for the second time.

I came to look forward to hearing the salesmen, though.

We had been to so many used car lots that it got to the point where we could speak most of their lines right along with them.

ONE SALESMAN got a little perplexed when we told him that he drove the car home every night, at the same time he was telling us.

He got more disturbed when we asked if it belonged to a mechanic. "It's a sharp little car," I decided, must be some sort of greeting.

WE STILL feel guilty about the poor fellow who went completely to pieces when my buddy asked: "Did all you fellows take the same speech course?"

Fortunately, we found a sharp little car just before we were black-listed from all used-car lots forever. It's a '49 Hudson—belonged to a school-teacher who never drove it much.

## It's Tough To Pick Out New Car Name

What's in a name?  
If it's an automobile name,  
plenty!

AND IF YOU really want to know, ask the car-owning public, says Chrysler corporation, which will bring out its new economy car, Valiant, this Fall.

Recently, in an effort to select an appropriate name for this new idea in transportation, the company went to the public with an exhaustive, grass-roots survey before corporation officials selected the suitable name, Valiant.

The study penetrated every geographical area of the nation, urban, suburban and rural.

IT REACHED all age groups, both sexes (family evenly split) all income brackets. All persons interviewed in the canvass were automobile owners.

In the final survey itself, the five best car names were selected. These names were carefully picked from an extensive list of several thousand suggestions. For over three years before the name selection was made, Valiant was called simply the A-901 project.

## GM Offers New Power Steering

Details of a new and improved power steering system for 1960 trucks were announced today by W. H. Doerfner, general manager of the Saginaw Steering gear division of General Motors Corp., Saginaw. The system is available on Chevrolet and other truck models of two-ton capacity and over.

The new system is based on the revolutionary "Rotary Valve" hydraulic gear which was introduced on the 1959 Cadillac, Buick, Oldsmobile, and Pontiac passenger car lines.

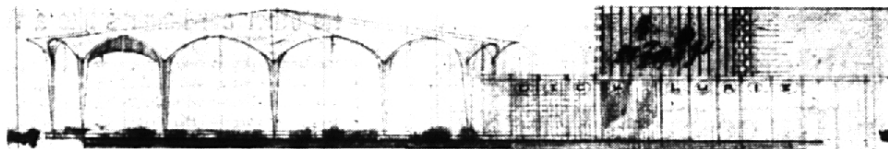
It offers a steering for trucks that is twice as responsive to the steering wheel, and it lowers the steering effort to less than one-sixth of the effort required by previous systems, according to the announcement.



## Plymouth Sedan and Station Wagon

The 1960 Plymouth is the strongest, quietest, fastest accelerating, most economical operating car in Plymouth's history. It features unified body and frame structure and completely new styling for this economy champion. Two completely new engines are added in the 1960 Plymouth line of six engines, each of uniquely different design and each developed to fulfill a specific require-

ment. The 30-D Economy Six, with 145 horsepower, is introduced for drivers who require maximum fuel savings. The Sonaromic Commando V-8, with 330 horsepower, which brings ram induction to passenger cars for the first time, is primarily a "performance" engine with outstanding acceleration characteristics.



**COMING SOON** Our new building to be relocated at 10 Mile and Greenfield should be completed by the end of this year. The new facilities will contain approximately 30,000 sq. feet and have all the most modern innovations for servicing automobiles. We are staffed with friendly Ford specialists who are anxious to serve you and your community.



DICK LURIE  
President



HARRY BELCASTRO  
General Manager

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FALCON—The New-size Ford



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