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city traffic.

"When I'm not in rush hour traffic," the TV producer said, "I'm racing for the airport at such an early hour buses and taxis are hard to find," she concluded.

SOUTHALL BASS
Virginia

A former newsman with the Norfolk Journal and Guide, Southall Bass is now a free-lance writer-photographer. A tall, aggressive man who rarely misses details, he did considerable checking years ago before settling on a Chrysler. Now driving the New Yorker, his schedule around the state makes it seem as if he were still working full-time.

"I can't break the habit of a lifetime — I've got to get where I'm going on time," Mr. Bass explained.

"I'm considered a good driver and I take good care of my car," he said. Moreover, since he can now pick and choose his assignments and projects, he schedules them evenly and in geographical order to make the most economical use of time and gasoline. "If you give thought to what your best route will be, it's fairly easy to get your time organized," he added.

He often drives to Baltimore to visit his grandsons, and as any proud grandpa would, put his extensive camera equipment to use in filling the grandchild's baby album.

Driving to get an assignment covered is second-nature to Mr. Bass. And relying on his Chrysler to get him there is part of that instinct.

SOUTHALL BASS continues his drive and professionalism as a free-lance journalist in Norfolk, Virginia. A big man, he enjoys the comfort of his Chrysler New Yorker.

JESSIE MOORE
Maryland

The look and smooth ride are what sold Ms. Jessie Moore of Annapolis, Md. on a Pontiac Firebird. She is an elementary school teacher with the kind of creative interests that make the style of her car very important.

"I know I'm going to get a good buy with a Pontiac. I've driven them for years, so I want a car with a good look," Ms. Moore said.

Ms. Moore drives thirty miles back and forth to work daily. She often drives to visit her parents in Virginia and feels secure behind the Firebird wheel. "As a single woman, I rely a great deal on my car. Not just for work, but for shopping and meetings that I do each weekend," she told DAWN.

As a member of the Alpha Kappa Alpha sorority, Ms. Moore drives her car to sorority activities. She also goes with her sorors to cultural events in Baltimore and Washington, D.C. "I don't think there's any place that my Firebird can't take me. Next summer I may even drive it to San Diego to see my sister," Mrs. Moore said.

JESSIE MOORE teaches elementary school in Annapolis, Md. and combines a busy social and work schedule. A long-time Pontiac car-buyer, she relies on the Firebird's efficiency and is proud of its classic beauty.

And thus we have criss-crossed the nation, checking with people whose lifestyles are similar to those of the average DAWN reader. We have heard from automobile drivers who rely on their cars for safety, economy of use and appearance. As for conserving energy, 1977 model American-made cars are getting better mileage — about six percent better than 1976 models and a hefty thirty-four percent better than 1974 cars, according to recent studies.

Moreover, last year's models were rated to get 17.6 miles per gallon (mpg) in combined city-highway driving conditions. The 1976 Chevette hatchback coupe was rated by the Environmental Protection Agency (EPA) as the most economical in gas mileage of 1976 cars tested. American-made compacts in 1977 and 1978 are expected to continue their similar gasoline economy gains. Medium-sized and family-sized cars continue to be popular because they are durable and fit the work and recreation styles of millions of Americans. It should be fairly easy for DAWN readers to conclude what the drivers in this report have concluded, in answer to the 1978 question: Can I still afford to drive? — the answer is a resounding yes!

GOODYEAR

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