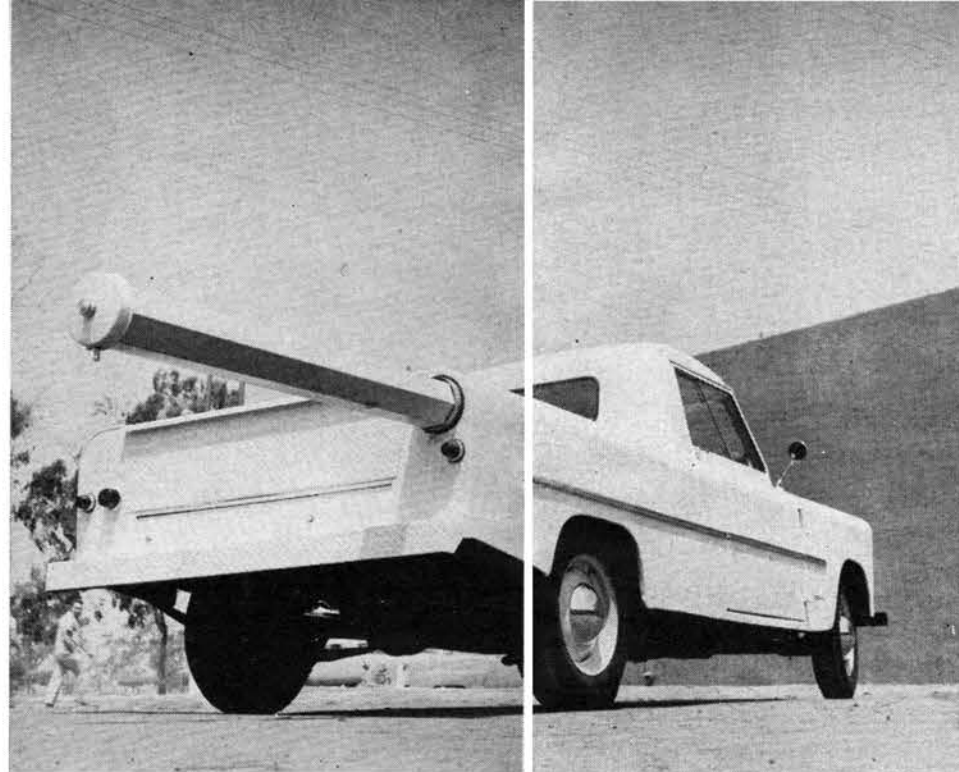
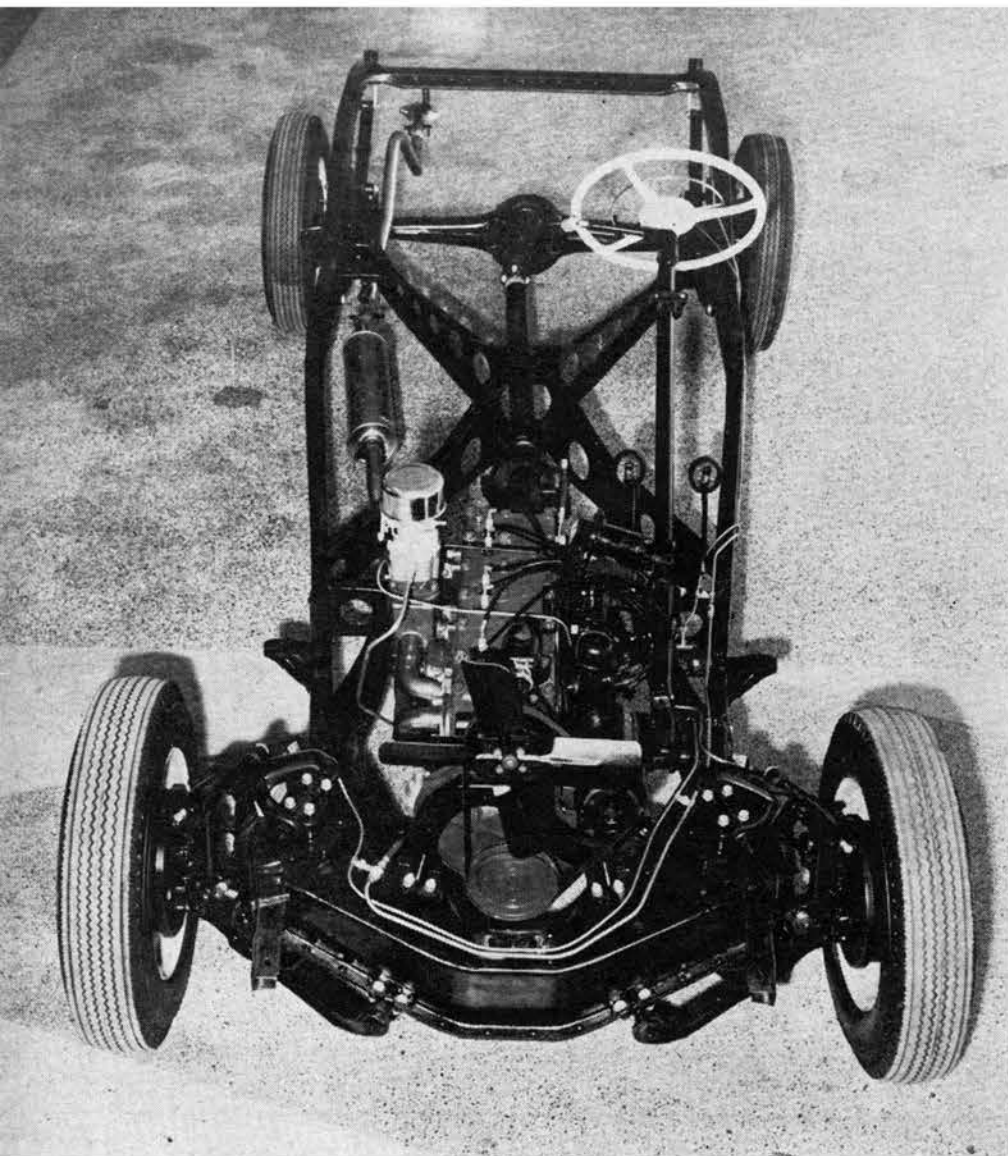


Full-sized and powered by a standard 90-hp engine, it carries a price tag that hasn't been seen on a rig like this since before World War II

NEW Sport Wagon FOR \$998



Long tube extending from rear is for carrying fish poles and slides into side panel and can be locked. Car is all metal.



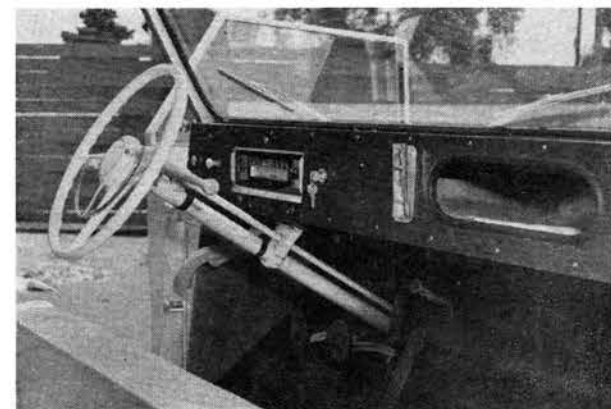
THE CAR you see on these pages sells for less than \$1000 complete. It is not a bantam nor midget-type of vehicle. Neither is it a dream that someone is "planning" to build. It's on sale right now and has been in production since last September.

All this makes it an obvious choice as one of the most interesting and unique automobiles in the U.S. How it is built is detailed on the following pages. Right here is the place to take a close look at the car itself.

The Powell Sport Wagon, priced at \$998—only extras are rear view mirror and a concealed tube for carrying fishing gear—is registered as a new car, although some basic components (mainly chassis and engine) are remanufactured. Its weight (2600 lbs.) enables it to be licensed as a passenger car, which it actually is, since everything that goes into it meets such specifications, rather than those of a truck. Frame, running gear and power train are all Plymouth.

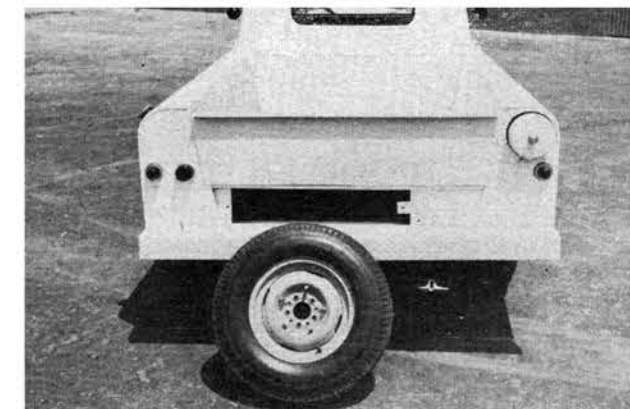
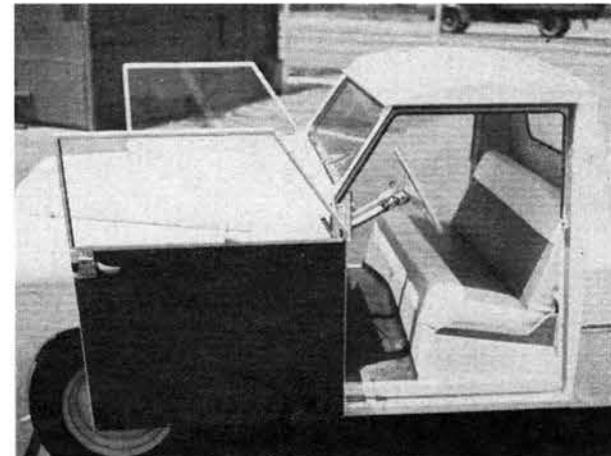
Since the car is Plymouth underneath, its performance characteristics are essentially those of earlier Plymouths. Mileage is about 20 mpg, top speed in the seventies. Service, of course, is obtainable at any Plymouth dealership, while financing and insurance rates are very favorable. •

Sport wagon engine and chassis are Plymouth, tires are tubeless. Like all such rebuilt items, the guarantee is same as new and period of dependable service is likely to be as long as new unit.



Dash is simple but includes all customary instruments and ash tray. Windshield is flat safety glass and visibility forward is excellent; rear vision is like any standard pickup.

Novel feature is way door can swing thru 180-degree arc for easy exit. Cab interior is comfortable (seats are foam rubber). Windows do not crank down, but are slid open.



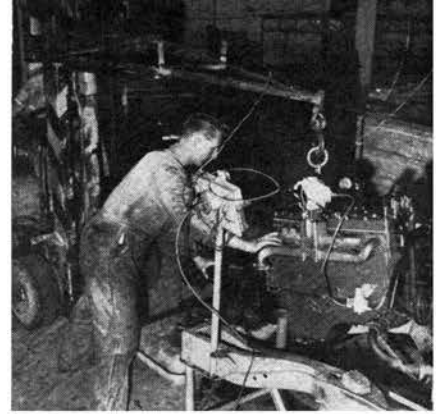
Wagon comes with five wheels and four tubeless tires. Spare is carried in conventional position, as shown. Rear box is rated at quarter-ton capacity and has liftout gate.

Front nose panel is only part of body shell which is made of fiberglass for low-cost replacement, easy style changes. Hood opens from either side of the car, like prewar cars.



Building a Car to Sell for LESS THAN \$1,000

ASSEMBLYING any car for less than \$1000 is no snap. To manufacture one and sell it for that much seems, at first glance, a minor miracle. Maybe it is. Anyhow, the Powell Sport Wagon venture seems to be the only one of its kind in the U.S. and, it can be hoped, will achieve a degree of success which will set a pattern for others. The car is put together in a modest plant at 2914 North Alameda Street, in Compton, Calif. Most of the sales have been to people west of the Rockies and there are a few dealerships here and there in California. Interest in the sporty looking vehicle is running high and the future is bright. No other domestic four-wheeled machine of equivalent size and capacity is in the same price bracket and right now the Powell wagon has the field all to itself. •



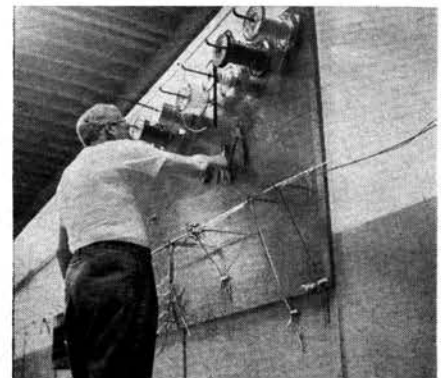
ENGINE of the wagon is bench-tested in each case before installation. It is a six-cylinder inline, with $3\frac{1}{8}$ bore and $4\frac{3}{8}$ stroke, displaces 201 cubic inches and, with 6.70 compression ratio, develops 90 hp. Like any good rebuilt, it is remanufactured to precise standards and gives service like a new engine.



POWELL brothers, Hayward (left) and Channing, made a well-known line of motor scooters until the Korean war, material shortages and imported scooters caused them to switch to automobiles. Idea for the sport wagon was born in 1950, when the brothers saw a need for an easier riding pickup for personal use.



NEW MATERIALS form much of the wagon. Hayward Powell is checking fresh foam rubber for seats, while in background are cartons of new radiators (made in Detroit). Brothers are thinking of a station wagon model, but don't dream of challenging Detroit with a passenger car at any price.

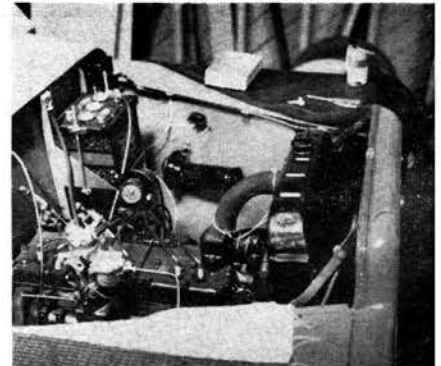


ELECTRICAL system is assembled prior to installation by running wires of different colors along a wall and then bringing them together. The Powell Sport Wagon, at \$998 in the showroom, averages about \$700 (in Los Angeles) under a new Detroit pickup of comparable size and equipment. Brothers aim to hold the price line.

CHEVROLET formed the basis for their prototype and the wagon (above) still is in use. It was finished in 1952 and, except for minor details in design—window treatment, wooden tail gate and bumper—this is what is in production today. The rising prices of Detroit products encouraged the brothers in the low-cost machine.

BODY PANELS are formed of steel and are engineered for low-cost replacement. Finished car is 168 inches overall in length, is 68 inches high and 72 inches wide. Width of the front seat is 57 inches, while the truck bed is four feet by six feet. The Powells estimate that they can build 10 cars in their present plant.

UNDERHOOD view on the assembly line. Why did the Powells go Plymouth (after considering Ford and Chevrolet items)? Their answer: (1) quality of parts; (2) substantial axle for a light car; (3) many parts are interchangeable with Chrysler, Dodge, DeSoto—hence more plentiful.





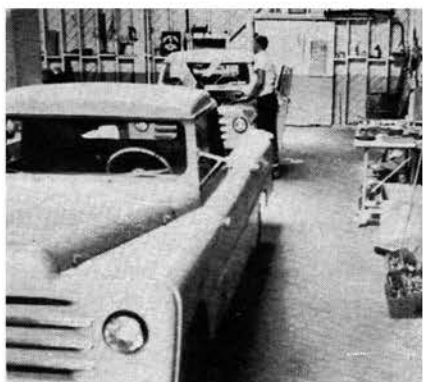
ASSEMBLY resembles aircraft construction in some respects. While spot welding goes on in foreground, outlines of jig used to align components is faintly visible at the rear. Trim on radiator and side panels is chrome. Body is on 117-inch wheelbase, with 57-inch tread at front and tread of 60 inches at the rear.



FISHING POLE accessory is set up by welder. Load capacity of the sport wagon is 500 lbs., and tire size is 6:00 x 16 of four-ply tubeless type. Synchromesh transmission has three forward speeds, reverse and is coupled to a rear end ratio of 4.11-to-1. Springs are coil at the front and leaf at the rear wheels.

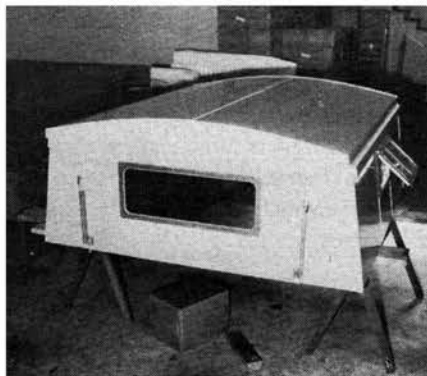


PASSENGER CAR riding qualities are achieved in the wagons, shown here at start of final assembly. This results from softly sprung passenger car components used. Of 300 wagons sold so far, about 60 per cent have been bought for strictly personal utility use or as a second car. So far, none have been on used car lots.

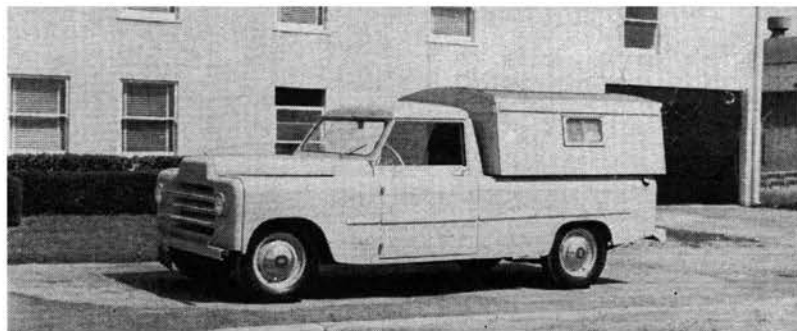


READY TO GO after final tuneup. Car in foreground is ready to roll out the door. Present production is about three cars per day and output apparently is sold quickly. A number of bright single and two-tone colors are standard. Only non-metal portion of the exterior is grille of plastic, trimmed with chrome.

CAMPING RIG is built in one corner of the plant. It is made of wood and fits on bed at rear (see three photos at the right). However, any standard similar unit, examples of which may be found in Special Reports section of this issue, will also fit nicely on the bed. Item is designed to stress sporting uses of car.



CAMPING RIG FOR SPORT WAGON



POWELL SPORT WAGON really lives up to its name when equipped with the camping outfit (price \$295) mounted on the truck bed, as shown above. Clever touch is a top which raises at the rear (below, left) so that occupants can stand as tall as six feet and still be comfortable. The second photo below shows interior of the unit which is simple but adequate. Entire assembly is light enough so it can easily be lifted and carried by no more than two persons. •

