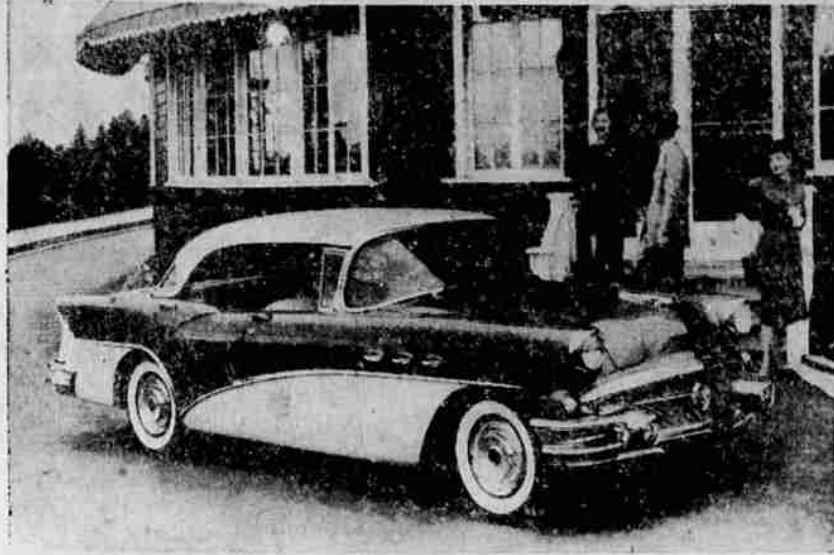
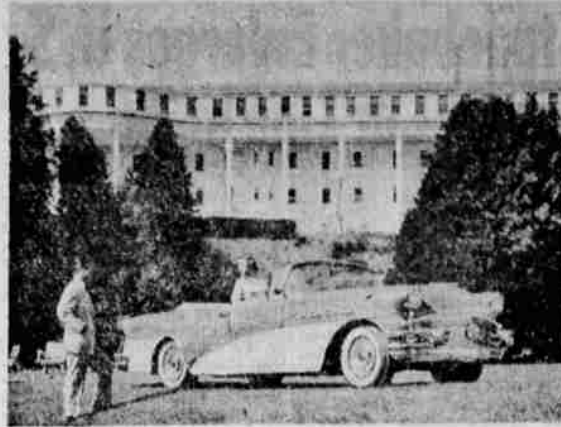




BIG CAR LUXURY and performance are combined in Buick's medium-priced four-door hardtop sedan in the Special series. Powered by a 322 cubic inch, 220 horsepower engine, the Special boasts one of the biggest power plants of any car in its class. All the beauty of Buick's distinctive styling, including the new front end, full rear wheel cutouts and luxurious interiors are featured on the Special series. Dynaflo, power steering, power brakes and dual exhausts are optional on the Special.



TOP PERFORMANCE and lithely beauty are the outstanding attributes of Buick's new Century convertible for 1956. A 255 horsepower V-8 engine, with four-barrel carburetor, hooked up with the new variable pitch Dynaflo transmission makes the Century the leading performer on the highway. The jaunty sports car air of the sprightly Century convertible is evidenced by the fully exposed rear wheel, the slanting doorbelt line and the distinguished new front end styling. Dynaflo drive is standard equipment on the Century.



THE CLASSIC BEAUTY OF BUICK STYLING for 1956 is exemplified in this photo showing the new front end with its V-shaped grille, the distinctive rear end design of the Roadmaster and the profile of the new four-door hardtop in the Super series. For 1956 Buick offers a four-door hardtop in every series, higher compression V-8 engines that develop 255 horsepower in the Roadmaster, Super and Century, and 220 horsepower in the Special, and a new variable pitch Dynaflo transmission that improves performance without sacrificing any of Buick's traditional smoothness of operation. Numerous changes also have been made in the chassis to improve ride and stability. Dynaflo is standard equipment on all but the Special. Jim Winde Buick Co. is the Klamath Falls Buick dealer.

Buick Presents Completely New Design With Added Four-Door Hardtop Styling

For 1956 Buick presents a completely new line of cars, featuring a four-door hardtop in each series, more powerful V-8 engines, and a new Dynaflo transmission that increases take-off performance and economy.

Advanced new styling is in the same bold design that has made Buick the third best seller in the nation the last two years.

The rakish new front end features a wide-screen grille in a new V design, new headlights, a new bumper and a new hood ornament resembling a sweptwing jet bomber.

Rear end styling is a refinement of the classic motif introduced with such spectacular success in 1955, featuring sweepback taillamps, a new double rail bumper and a new emblem on the trunk lid. The full rear wheel cutout, pioneered by Buick two years ago, has been extended to all models in 1956. Previously it was offered only on two-door models.

The big 322 cubic inch engine, used on the Roadmaster, Super and Century last year, has been extended to the Special series for the first time in 1956. On the top three series, the horsepower has been increased to 255 with a compression ratio of 9.5 to 1. The horsepower rating in the Special series has been boosted from 188 to 220 with compression ratio raised to 8.9 to 1.

Safety features built into the 1956 Buick include a foam rubber pad atop the instrument panel, seat belts, which are available as dealer-installed equipment on all models, improved power brakes for faster, smoother stops and improved acceleration in the driving range to minimize the danger in passing. Door latches have an interlocking feature that prevents them from flying open in event of a collision.

The new line comes in four series, with 18 body styles mounted on two wheelbases. Dynaflo has been made standard equipment on all but the Special series.

All models feature new interiors with richer, more luxurious fabrics in a wide choice of colors that harmonize with the exterior of the car. All trim is in long-wearing nylon and cordaveen, except the Roadmaster and Century convertibles which are trimmed in leather.

Colored carpets matching the interior trim are available on all models. And for the first time, brake and accelerator pedals are available in harmonizing colors.

The performance of all models has been improved through the use of more powerful high compression engines and the addition of a new stator to the Dynaflo transmission which increases takeoff and acceleration. This stator provides greater torque multiplication, improving performance in the low speed range. A slight increase in economy also is noted in speed ranges up to 60 mph.

Dual exhausts, which improve the flow of exhaust gases from the engine and provide additional horse

power at the rear wheels, are standard equipment on the Roadmaster and optional on all other models.

A colorful new instrument panel, identical on all series, has been designed for 1956 with the AC Red-liner speedometer standard on all models. All instruments are located directly in front of the steering wheel within the direct view of the driver. The instruments, which work on a red and green flag principle, are easy to read and provide a colorful background never attained heretofore in an instrument panel.

The new V-shaped grille has a wide screen which is chrome-plated and buffed to a high luster and is centered with a large medallion carrying the nameplate, year and series. Two trim wings extend across the grille from either side of the center medallion. The bumper-bombs are set in the outer edges of the screen with dual rails extending from the bombs around the front of the fender.

Headlamps also have been redesigned to give the front fenders a longer look. A full flange, extending all the way around the lamp, was designed specifically to take advantage of the new sealed beam headlight which minimizes the reflection of light upward in front of the car.

Parking and directional signal lights have been relocated on the outer edge of the fender which has been embossed to house the lamp.

Buick's unique sweep-spear moulding is of the same design as last year on the Super, Century and Special. On the Roadmaster, the sweep-spear has been restyled to further distinguish that series.

An all new heating and ventilation system provides only heated outside air to the car's interior, reducing window fogging and improving defrosting. Buick also features a new air conditioner in 1956 with the entire unit located under the hood.

The 1956 power steering unit has been redesigned to give increased power and faster steering action. The steering ratio has been lowered to 17.5 to 1, reducing the number of revolutions required to turn the wheels from one extreme to the other.

The basic design of the taillamp is the same on all series—in the shape of a horizontal V pointing forward. The combined stop, tail and directional signal light is housed in the upper section of the assembly with the backup light in the lower section.

On the Roadmaster and Super the rear fender has been made approximately three inches longer, capped by a narrow chrome band which houses the taillight assembly.

The new trunk lid ornament on the Super, Century and Special is the same as the ornament on the grille—a medallion with wings extending out from either side. Rear end styling of the Roadmaster has been made more distinctive by two

chrome strips which extend down the trunk lid to handles placed on either side and at the bottom. The word Roadmaster in block letters, extends across the bottom of the trunk lid between the handles.

Auto Show Record Seen

"Your automobile show will set new attendance records this year because more people are in the market for a new car than ever before," R. M. Critchfield, General Motors Vice President and General Manager of Pontiac Motor Division said today in commenting on the approaching automobile show.

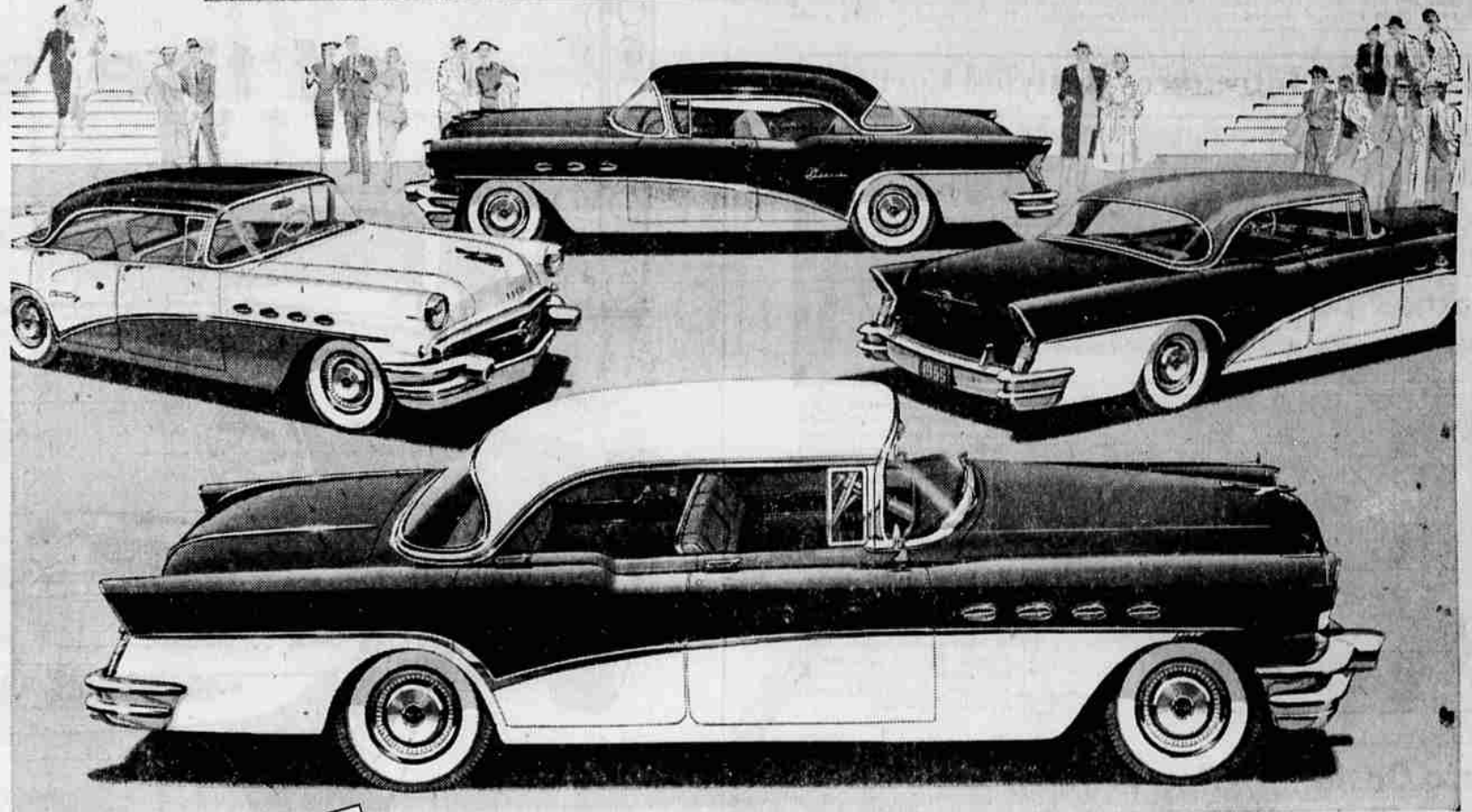
"Our experience has shown us that a high percentage of auto show visitors are people in the

market for a new car. Most of them come to compare the features of the new cars side by side to determine which car best suits their tastes and their pocket books. For this reason we are always pleased to participate in the auto shows because it gives us the chance to convince these prospective customers with the fine values offered by Pontiac in 1956," Critchfield said.

Critchfield pointed out that dealer automobile shows are becoming more and more popular each year. He said Pontiac had already scheduled participation in over 30 dealer shows as well as the General Motors Motoramas and would participate in as many shows as possible in 1956.

Starring at THE AUTO SHOW...

Best Buick Yet



See the Buick Exhibit at the SHOW...

Klamath Falls Armory

Jan. 28 thru 29

FROM wherever your eyes first glimpse it, you begin to see why Buick for 1956 just had to be called the best Buick yet.

You get a bit of it from what you see pictured here.

You get a great deal more when you visit the Show and see, close up, the shimmering steel and the sweep-ahead grace and the color symphony that fashion-dress these new beauties.

But it's when you're behind the wheel—when you press the pedal—when you ride the roads—that you learn so definitely why this is literally the best Buick yet.

For here is the lift and lilt of the mightiest V8 power in Buick annals. Here is an advanced new Variable Pitch Dynaflo* that means brilliant new getaway even at only part throttle.

And here is the sweetest Buick ride in a long history of great rides. A new ride with deep-oil cushioning, with a superb new "sense of direction," with a new levelness and buoyancy and constant surety of handling—and all bulwarked by the most brilliantly engineered chassis ever to backbone a Buick.

So by all means—see the glamor of Buick for '56 at the Show. Then—try the action of these great cars when you visit us. For only then will you know what gospel truth it is that the best styling yet is beautifully backed by the best in power and performance and ride and handling.

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

then

See your Buick Dealer



DESIGN CHANGES at the front of the Chevrolet have inspired a sturdier, fleetier appearance in 1956 models. Grille, bumpers and guards, headlamps and ornamentation are of a form that blends well with the over-all beauty of 19 new body styles.