

Car-Buyers Register Okay Of New '56 Dodge Car Line

Auto Show crowds and the steady flow of car-buyers in dealer showrooms everywhere are attesting to the immense popular appeal of the 1956 line of Dodge passenger cars—a trend reflected in sales figures.

W. C. Newberg, president, credits the Dodge success story to improvements that have led the way to an entirely new era in automotive design, both in exterior and interior appearance.

Outstanding among many mechanical improvements is the revolutionary new "Magic Touch" push-button drive selector which completely eliminates the necessity for any kind of a gear-shift or drive control lever.

In the radically new body design for 1956, Dodge has carried the Forward Look into an even bolder, more dramatic form. Unique high-sweep rear fender tail fins lend an aircraft-like effect and mold

the flavor of speed into every line of the car, giving it at the same time a pronounced directional appearance.

Forward-pointing body shapes and moldings, tastefully proportioned hood, body and deck areas, gracefully tapering hood and front fenders, and the wide, slightly swept-back effect of the divided grille, all combine to give slimness and tautness of line and a distinct feeling of motion to the new Dodge cars.

New in its basic concepts and exciting in its beauty and appeal is the Four-Door Lancer by Dodge. All of the youth and vigor of true hardtop styling have been skillfully combined with the comfort and convenience of the four-door sedan. Full-width rear doors provide easy access to the rear passenger compartment, while full side vision is assured by a unique design which allows the use of full rear door windows.

The new Four-Door Lancer hardtop is offered in the low-priced Coronet as well as in the Royal and Custom Royal series, Byron J. Nichols, vice president and general sales manager, pointed out.

Four separate series comprise the 1956 line of Dodge cars: Coronet, offering four-door sedan, club coupe, four-door Lancer hardtop, Lancer hardtop and Lancer convertible; Royal V-8, offering four-door sedan, four-door Lancer hardtop and Lancer hardtop; Custom Royal V-8 with four-door sedan, four-door Lancer hardtop, Lancer hardtop and Lancer convertible. Finally, a Station Wagon line offers a wide choice of seven Suburban two-door and Sierra four-door models.

Both the Coronet and Suburban lines allow the customer a choice of Dodge "Get-Away Six" or Dodge V-8 engines in certain body types. Selection between Red V-8 and Super Red Ram V-8 is also available in the Suburban and Sierra lines.

Important engine news of the year is the new Dodge Super Red Ram V-8 engine which has been

upped to a total displacement of 315 cubic inches, resulting in vastly increased power and torque. Horsepower is up to 218, while even more significant is the new "break-away" from stalling start performance, resulting from the phenomenally improved torque. Designed with a unique single-tucker valve train and polyspheric combustion chamber, this new engine features such other improvements as higher combustion efficiency, greater fuel economy and longer engine life. High compression ratios and the radically redesigned combustion chambers afford increased engine output and higher efficiencies, yet the new Dodge engines allow new car buyers the economy of regular gasoline.

And to top it off, Dodge again offers an optional four-barrel carburetor with matching intake manifold, dual exhausts and a distributor with special spark-advance curve for those desiring even higher Super Red Ram V-8 engine output. Horsepower is 230.

Matching in its Forward Look concepts the "Magic-Touch" push-button gear selector, is the new Dodge Highway Hi-Fi, an automatic car record player, operating through the car radio. It gives 45 minutes to a full hour of uninterrupted music on each side of the 7-inch records.

NEW LIGHTS

Eighty feet of additional low-beam seeing distance along the right side of the roadway is provided by the new Sealed beam unit in the 1956 Plymouth. Light intensity, too, has been increased by five watts for each beam. At the same time, glare for the oncoming motorist has been reduced.

PUSH BUTTON

Push buttons, which control the driving range of the PowerPile transmission on the 1956 Plymouth, are lighted as an aid in night driving.



UNIQUE HIGH-SWEEP REAR FENDER TAIL FINs lend an aircraft-like effect to the new Dodge cars for 1956. They, with the twin-jet taillights immediately establish this car's identity. Framed with a gleaming band of chrome, the taillight area boasts a unity of design seldom achieved in automotive styling. On Custom Royal models, the taillight and back-up light are housed in slotted chrome bezels. At night, light from the taillight shines through the slots, aiding in side visibility. On the deck lid, a new crest serves as identification and is similar to the one used in the front. Reflecting the treatment given the front end, a slim "V" on V-8-equipped models is placed directly below the crest. Dual chrome exhausts, as shown, are standard on all Custom Royal V-8 models. The Dodge is sold by Cunningham and Rickey.



ONE OF THE NEWEST, MOST EXCITING AUTOMOBILES to appear on the American motoring scene in recent years is the glamorous 1956 Dodge Four-Door Lancer hardtop. All of the youth and vigor of true hardtop styling has been skillfully combined with the comfort and convenience of the four-door sedan. While the car shown is in the Custom Royal series, the same body style is being offered in the lower priced Royal and Coronet series. The Dodge is sold by Cunningham and Rickey.

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New '56 DODGE

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