

Chevrolet Offers New Big Wagons

With two new nine-passenger station wagons and two new four-door sedans, Chevrolet is presenting in 1956 the largest and most versatile line-up of passenger cars in its history.

The total of 19 bodies in three series is five more than were offered at the start of production in the 1955 model year and nearly twice the number available 10 years ago.

Particularly outstanding are the four-door sport sedans introduced in both the Bel Air and the Two-Ten series.

This model has a lower silhouette than the conventional four-door sedan and the windshield is the same low height as the sport coupe which it resembles in exterior and interior trim.

Because of its design, the sport sedan required a completely new body. Hinge pillar of the rear door does not extend above the belt line. In the redesign of the center pillar, a new construction was worked out. Additional strength was obtained at the stub pillar with a reshaped body cross-member that arches rearward to meet the body mounts. This model has the same type of roll-down door windows as the sport coupe. However, because of its four-door design, it uses heavy rubber weatherstripping along the upper edges of doors against which windows rest when closed. This feature differs from the window sealing "flippers" in the sport coupe.

The nine-passenger station wagons offer remarkable utility and diversification in load space and seating arrangements. Available also in either the Bel Air or Two-Ten series, these new models have a removable three-passenger rear seat.

The Nomad station wagon, put into production in mid-1955 after its enthusiastic reception as a "dream car" in the GM Motorama, and the Two-Ten sport coupe, also in production since last Summer, are continued in the 1956 array of models.

The 19 models in the three series are:

One-Fifty Series—Two- and four-door sedans, utility sedan and two-door six-passenger station wagon.

Two-Ten Series—Two- and four-door sedans, Delray coupe, sport coupe and sedan, two- and four-door six-passenger station wagons and four-door nine-passenger station wagon.

Bel Air Series—Two- and four-door sedans, sport coupe and sport sedan, convertible, Nomad station wagon and four-door nine-passenger station wagon.

Highway Hi-Fi Used By Dodge

DETROIT — Some Americans spend more time in their automobiles than in their homes. The trend to make them comfortable moves another step forward this year. Dodge is introducing Highway Hi-Fi, a record player which operates through the car radio.

Forty-five minutes to one full hour of uninterrupted high-fidelity play are featured on each side of the 7-inch records. A choice of classical and popular recordings, and even readings of selected subjects, are available for listening pleasure. A set of 35 recordings will be available with the set.

The exceptional fidelity was designed to compensate for the normal traffic sounds of the road. The Highway Hi-Fi turntable is mounted in a separate case, hung just below the right center of the instrument panel. It is isolated from all shock by a three-point suspension of soft sponge rubber.

Using a completely new design principle, the pickup arm, including the stylus and crystal, is counterweighted so that the center-of-mass is located at the pivot. The angle of the car, its speed, or even severe cornering will not affect the position of the stylus on the record. It has proved almost impossible to jar the arm off the record or even to make the stylus jump a groove.



NEW TO THE AUTOMOTIVE WORLD for 1956 is a 9-passenger Chevrolet station wagon, available in the luxurious Bel Air or the more modestly equipped "Two-Ten" series. For maximum cargo space, the rear seat is removable, while the middle seat can be folded into the floor. In addition to the 9-passenger models, Chevrolet offers four other station wagons.



THE SPORT SEDAN making its bow with the 1956 Chevrolets is reminiscent of the sport coupe which Chevrolet introduced with such sensational success in 1950. The sport sedan makes its debut with the company's other new models. Elimination of the center pillar in the window area adds smartness as well as unexcelled visibility. The hardtop sedan will be avail-

able in the Bel Air (above) and the "Two-Ten", two of three price-graduated series of cars offered by Chevrolet for '56. Engine choices include two more powerful V-8's and one 6. The "Super Turbo-Fire V-8" develops 205 hp. It is sold by Dugan and Mest in Klamath Falls.

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They're taking a close look, too; for here's a wonderful opportunity to see why Chevrolet's so far ahead of its field. You'll find there are 19 new models, including two 4-door hardtops and six station wagons. And you'll find that under the hood the hot one's even hotter! Chevrolet's out-V-8-ing everybody with horsepower ranging up to a new top of 205... high-performing horsepower you can count on for safer passing, smoother going, more driving fun!

And when you see a model equipped with a new "Blue-Flame 140," keep in mind that it's the most powerful six in Chevrolet's field. Some of our people will be on hand if you have questions. See you there. O.K.?



You'll recognize "Two-Tens" by their sweeping speedline chrome styling. All have new Contemporary Interiors!

The "One-Fifty" 4-door, star of Chevrolet's lowest-priced series. The left-side taillight conceals the gasoline filler cap.



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