

New Rambler Offered U.S.

The completely redesigned and restyled 1956 Rambler will spearhead American Motors' drive for a greater share of the automobile market, according to George Romney, president of the corporation.

"Plans to establish the Rambler as American Motors' basic volume car have been advanced a full year," Romney stated. "The 1956 Rambler is the 1957 model produced a year ahead of schedule. It represents a \$21 million dollar investment in product development and expanded production facilities.

"Changes in the living habits of Americans in the past decade have resulted in fundamental changes in the automobile market. The real 'car of the future' has turned out to be the compact car, which fills the needs for personalized transportation created by suburban living and increasing traffic congestion in metropolitan areas. The Rambler is designed for the modern era. It is highly maneuverable, easily parked, and economical to operate.

"Merchandising plans for the '56 Rambler will stress the roomier interiors, increased engine power, and new beauty of styling. In addition, the economy and compactness of the new Rambler, which is more than a foot and one-half shorter than the average American-made car, will continue to be emphasized.

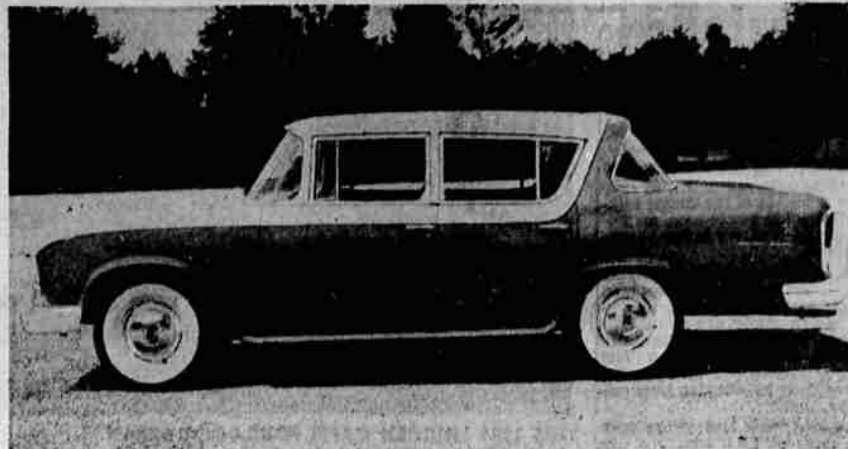
"In preparation for an aggressive, all-out Rambler sales effort, the Nash and Hudson dealer organizations have been strengthened by 250 new dealers in recent months. We are aiming for 150,000-plus Rambler sales in 1956."

ROUGH ROADS

The roughest roads will not affect the operation of the Highway Hi-Fi record player, exclusive with Plymouth in the low priced field. Records used with the record player offer a minimum of 45 minutes of hi-fidelity music on a single side of a seven inch disc.

SIGNALS

Directional signals with automatic switchoff are standard equipment on all 1956 Chevrolets.



FRESH STYLING AND NEW DESIGN give a big car appearance to the 1956 American Motors Rambler which is actually more compact than previous models. Interior room and trunk space are substantially increased. Window area is 30 per cent greater for safer visibility. A new 120 horsepower overhead valve engine provides Rambler fuel economy. Improved riding qualities result from a new suspension system utilizing coil springs on all wheels. The line includes six models in four basic four-door styles. All have a wheelbase of 108 inches. Shown above is the Super Sedan. Rambler cars are sold in Klamath Falls by Fred Joslen, 833 East Main Street.

Ford Reports Engine Change

Better performance has been the objective in design changes developed for 1956 Ford engines.

Ford engines have improved "breathing" in the new power plants, by means of larger passages in heads and intake manifolds which will admit more fuel-air mixture when it is needed. In addition, higher compression ratios mean greater power output.

Precision molding of exhaust valves permits use of an improved steel alloy. Valve stem lubrication is better, due to introduction of a deeper cupped "umbrella", which fits over the valve stems.

Cam shafts, also of a new special alloy, are smaller in diameter with higher-lift lobes than on previous models.

Engine fuel pumps have larger porous fiber filters for better fuel cleaning with less restriction of flow. The pump is located toward the front of the engine so it will remain cooler, reducing the chance

of vapor lock. A gas tank strainer provides additional protection from dirt which might clog fuel lines.

"Automatic Power Pilot," a Ford-developed system for controlling carburetor-ignition - combustion functions, also is improved in 1956 models. A single vacuum chamber attached to the distributor controls ignition timing in engines with single- or two-barrel carburetors. In four-barrel engines, the system is improved by addition of a second vacuum chamber on the distributor. This provides more responsive spark control when the driver needs rapid variations in engine power.

SPLIT SEAT

The unique "one-third, two-third" split seat back on the 1956 Plymouth two-doors allows front seat passengers to remain comfortably seated when rear seat passengers enter or leave the car.

SEALED BEAM

New sealed beam headlamps on the 1956 Chevrolet offer drivers a more intense lighting for the right side of road where pedestrians or highway obstacles might be encountered. Tests have shown that the lights provide as much as 80 feet more seeing distance ahead on the low beam while cutting down stray light reflections.

FABRICS TESTED

Only fabrics which have passed rigid tests for color stability, strength, and resistance to abrasion are used in the color-keyed interiors of the 1956 aerodynamic Plymouth cars.

'56 Rambler Adds Power, New Design

The increase of more than 30 per cent in engine power and greatly added performance of the 1956 American Motors Rambler was achieved without sacrifices of the Rambler's traditional fuel economy, according to Meade F. Moore, vice-president of research and engineering.

Moore attributed the Rambler's unusual performance - plus - economy feature to the high degree of "volumetric efficiency" or highly efficient fuel utilization of the car's new overhead valve engine.

He said: "The new Rambler engine is one of America's newest, most advanced, and most highly developed six - cylinder engines. The engine represents the result of eight years' research which has successfully linked high power and performance with the inherent dependability and economy of operation which are the basic virtues of six-cylinder engines."

Moore pointed out that engine economy is the result of obtaining maximum energy out of every drop of gasoline. Economy of the Rambler's powerplant is due to highly efficient, wedge - shaped combustion chambers combined with an overhead valve system, 180-thermal six port intake manifold, and downdraft carburetion.

The Rambler engine develops 120-horsepower. It has a compression ratio of 7.47 to 1, and displacement of 195.6 cu. inches. The engine is extremely compact and accessible in the wide engine compartment. It has aluminum pistons with four rings, forged four-bearing crankshaft, high-lift camshaft,



MORE THAN FIFTY YEARS OF AUTOMOTIVE ADVANCES are graphically illustrated in this side-by-side comparison of the 1956 Rambler's sleek lines with the first Rambler. The latter created something of a sensation when introduced in automobile shows in 1902. The first Rambler experimental model, equipped with steering wheel and engine mounted in front, was considered too revolutionary for its day. A conventional steering tiller was substituted on the production model, and the engine moved to the rear. The Rambler was the world's second car to go into mass production. In 1902, the first year, output topped 3,000. The Rambler is sold by Fred Joslen.

full length water jackets, full-pressure lubrication system, and external sweep-type exhaust manifold.

Combined with the Rambler's relatively light weight, the new engine provides lightning acceleration and instant power response in all driving ranges on regular-grade gasoline. Premium fuel is not required.

American Motors is one of the industry's oldest manufacturers of overhead valve engines.

Buick Now Sells Air Conditioner

Buick's new air conditioner for 1956, which is offered as optional equipment on all closed models, is designed to furnish all-weather comfort.

The new unit, which is more compact, is located entirely under the hood and is hooked up to the heat vents to provide better cool-

ing and increased passenger comfort.

The cool air is delivered to the passenger compartment through three ducts in the instrument panel. One is located on top of the panel and the other two are on the outer edges.

Adjustable vanes in the outlets on the outer edges of the instrument panel distribute the cool air up or down or to the side, permitting it to flow back to the rear of the passenger compartment.

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