



**THUNDERBIRD 56**—The most successful "personal car" in American automotive history has a new "continental" spare tire carrier, flipper windows and cowl vents. Besides retaining its classic design, the new Thunderbird has three power train options—a 225 horsepower engine with Fordomatic transmission, a 215 hp engine with overdrive and a 202 hp engine with standard transmission. Standard safety equipment includes a concave safety steering wheel, safety door latches and a shatter resistant rear view mirror. Optional safety equipment includes seat belts and shock absorbent cushioning for the instrument panel and sun visors. Balsiger Motor Co. sells Thunderbirds here.

## Re-Styled '56 Thunderbird Has Many Safety Features

A new model of the most successful "personal car" in American automotive history — Thunderbird 56 — was introduced last fall in Detroit.

Functionally re-styled and re-designed to include a continental-type spare tire, Thunderbird 56 has three new power train options for performance. The Thunderbird also has five new safety features embodying the new concept of "packaging the passenger" as a means of limiting injuries in the event of an accident.

The 56 adjustable steering column has a concave safety steering wheel. In addition, safety door latches and a shatter resistant mirror are standard safety equipment. Optional safety equipment includes seat belts and shock-absorbent cushioning for the instrument panel and sun visors.

Ford engineers have increased the luggage space by removing the spare tire from the trunk and placing it inside a "continental" spare tire carrier. The luggage compartment can accommodate two sets of golf clubs and three suitcases.

Thunderbird 56 has three distinct engine choices. The most powerful is a 312 cu. in. displacement Thunderbird Special V-8, rated at 225 horsepower with Fordomatic and a 9.0 — 1 compression ratio. Secondly, there is a 312 cu. in. engine rated at 215 hp with overdrive and a compression ratio of 8.4 — 1. The third engine is 292 cu. in., rated at 202 HP and an 8.4 — 1 compression ratio for standard transmission.

The Thunderbird, a separate and distinct car line, is one of the few new cars to be introduced successfully in the industry in recent years.

Prior to its introduction in October, 1954, research indicated a

market for a vehicle of the Thunderbird type, but sales since then have outdistanced even the most optimistic estimates. In less than a year, more than 16,000 units were sold, marking the Thunderbird as a completely successful venture.

A new ventilation system has cowl vents above the floor on each side of the car. Also, new flipper windows on each side of the car help to regulate the flow of fresh air into the car.

The front seat has new springs and thicker foam rubber cushioning for added comfort.

Higher compression ratios provide greater power output. Engine breathing is facilitated by larger passages in the heads and intake manifolds, which will admit more fuel-air mixture when it is needed.

Dual exhaust ports are located in the wraparound areas of a new rear bumper. The bumper's center section is built around the "continental" spare tire cover. It incorporates the license plate frame and light.

An alternate hardtop with a port hole in each side is available as an option in place of the regular hardtop. On the soft top there is a zipper so it may be rolled down to allow full air passage.

Thunderbird 56 will be available in seven different solid colors, two more than last year — Raven Black, Torch Red, Buckskin Tan, Colonial White, Peacock Blue, Thunderbird Green and Thunderbird Gray. Two-tone combinations are standard. A hardtop color different from the body color provides the owner with the effect of two different cars.

A combination tonneau and convertible storage compartment cover is available as an option. The color matches the interior bolsters.

## 1956 Ford Uses Many Engine Types

Ford will produce nine types of engines in its 1956 models to meet specific power and transmission requirements in 18 automobile body types. All will operate on "regular" gas.

The engine series is based upon two Y-Block V-8's and an I-Block six. All are overhead valve high compression designs, utilizing short stroke and large bore. This "over-square" principle means pistons move a shorter distance, reducing internal friction and prolonging engine life. Deep skirts on crankshafts provide extra-rigid support for bearings, and reduce internal vibration.

Each engine is offered in three different power takeoff designs to accommodate either automatic "Fordomatic Drive," overdrive, or standard transmission. In addition, compression ratios are varied or Y-8's to match the type of transmission employed.

A 292 cu. in. displacement "Thunderbird Y-8," most powerful of the series, is installed in Fairlane and Station Wagon models. Its power is equivalent to that now available in the Ford Thunderbird. With four barrel carburetor and 8-4-1 compression ratio, it develops 202 horsepower for Fordomatic. For overdrive or standard transmissions, the compression ratio is 8-1, producing 200 hp. Automatic choke and dual exhaust are standard on this engine.

A 272 cu. in. Y-8 engine is standard on Customline and Mainline models. Coupled with Fordomatic, it has an 8-4-1 compression ratio and horsepower is 178. With overdrive or conventional drive the compression ratio is 8-1 and horsepower is 173. Automatic choke is standard.

Ford continues to offer the economical I-Block six in all models. This year the engine has been advanced to 137 hp, and the compression ratio has been raised to 8-1 for more fuel efficiency.

## Ford Features Safety Design

Ford engineers have developed a "lifeguard design" in their 1956 models to prevent, or reduce the severity of, injuries due to automobile accidents.

The company is the first in the industry to adopt the safety concept of "packaging the passenger" as a means of limiting accidental injury. Research has included repeated full-scale crash tests of the new equipment on the Ford test track at Dearborn, Mich. The new injury-prevention study is a companion project to Ford's accident prevention program, which includes development of better brakes, steering, and other mechanical improvements.

The new safety features are: A deep-center safety steering wheel (standard equipment) which will absorb the energy generated in a crash and distribute the force over the driver's chest, helping to prevent him from striking the steering column.

Safety door latches (standard equipment) designed to prevent doors from springing open under impact, thus protecting passengers from being thrown to the road.

Safety rear view mirrors (standard equipment) with a special backing to keep the glass from falling out if broken.

Seat belts (optional) structurally anchored to the car with a steel plate, to retain occupants inside the vehicle and reduce the chance of being thrown forward.

Crash cushioning (optional) for instrument panels and sun visors, which is five times more shock absorbent than sponge rubber.

In addition, Ford has redesigned the mirror frame, and the front and back seat supports have been strengthened to reduce the possibility of seats coming loose in an accident.

**SAFETY RIM**  
The safety rim wheel, standard equipment on all Plymouth models, affords greater protection by holding the tire to the wheel in case of a blow-out. Safety rim wheels are exclusive with Plymouth in the low priced field.

**WIDE PEDAL**  
The brake pedal used on the 1956 Plymouth models equipped with Power Flite transmission is the widest pedal in the industry. Its eight inch width makes it easy to use the left foot for faster response in emergencies.

**OIL GAUGE**  
Oil level gauge and tube are lengthened and more accessible in the 1956 Chevrolet passenger cars.

## Four Series Of 1956 Fords Stresses Safety Features

Safety features offered for the first time by any automobile company, power equal to the Thunderbird, and lower body silhouettes are available in 1956 Ford cars which will be on display at the Carvalcade January 28-29 in the Klamath Falls Armory.

The new Fords will be built in four series offering 18 body styles—two more than in 1955. They are available in 13 solid exterior colors, or 21 two-tone combinations.

A "Thunderbird Y-8" engine leads the power selections available for 1956. It is installed on Fairlane and Station Wagon models, and develops 202 horsepower for Fordomatic, or 200 hp for overdrive or standard transmission. Customline and Mainline Fords offer a Y-8 engine developing 178 hp for Fordomatic, or 173 hp for overdrive or conventional drive. Also, the economical Ford six, increased to 137 hp, is available on all models with all transmission types.

Ford safety research, coupled with the studies of medical groups, led to development of a "lifeguard design" in 1956 models.

New door latches give added protection against the chance that doors may open under impact. They have been proved in full scale crash tests at Dearborn, Mich.

To keep the drivers chest from hitting the steering column in a crash, the new three-spoke Ford steering wheel has its center hub recessed 3-1/4 inches below the wheel rim.

Rear view mirrors have a special backing designed to prevent shattering.

Front and rear seat mountings have been strengthened so they will resist greater impact.

In addition, Ford offers two optional safety devices. Seat belts, designed to withstand pull up to 4,000 pounds, will help to hold occupants inside cars, and to prevent forward motion. Foam plastic padding for instrument panels and sun visors will help to absorb impact if a person is accidentally thrown forward.

Styling advances in the Ford for '56 include a new grille with ob-

long parking lights at the outer ends, set in frames which wrap around the fender sides. Body side molding is restyled for Fairlane, Station Wagon and Customline models. Restyled tail lamps and deck lid handles, a larger recessed hood ornament, and a completely new instrument panel are offered in all models.

The 1956 Victoria is 1 1/2 inches lower than the comparable 1955 model. Two door and four door sedans also have new tops reducing total car height almost a full inch. However, headroom was not reduced since the contour change is mostly along the top's center line, and fabric headlinings are installed closer to the steel top.

An addition to the line is the Parklane Station Wagon, a two door car which offers an eight by five-foot load space with tailgate extended. It is fitted inside with deluxe upholstery and trim combinations, and has special bright metal trim inside and outside. Early in the model year, Ford will start production of a new four door Victoria style in which side pillars have been eliminated to provide all-around vision.

A 12-volt electrical system is standard on 1956 models, providing 80 per cent faster engine cranking and more capacity to handle the increasing number of accessories being ordered on cars today. The new 30-ampere Ford generator has 61 per cent greater power output than last year's model. Batteries have 22 per cent more capacity.

Optional convenience and comfort features in the 1956 Fords include power steering, as well as power-operated brakes, seats, and window lifts. Air conditioning, fresh air heaters, and tinted safety glass are available. This year Ford offers a signal-seeking radio which automatically selects new stations. A dual-range automatic control adjusts the set for city or country listening.

### SIGNALS

Direction signals, formerly optional equipment at extra cost, are listed as regular equipment on the 1956 Chevrolets.



**ONE OF 17 MODELS**—Advanced front end and side styling of the new 1956 Ford is emphasized in this view of the Sunliner convertible, one of 17 new body styles which Ford dealers will place on display next Friday, September 23. The grille has been widened and lengthened, and parking lamps have been worked into chrome housings which extend around the sides of the fenders. A new-style hood ornament is recessed above the special Fairlane Ford crest. On the fender is the new ornament indicating "Thunderbird power," which is standard in Fairlane models with the Y-8 engine.



**NEWEST MEMBER OF THE FORD CAR LINE** is this 1956 Parklane Station Wagon, a two-door six passenger luxury model. It enlarges the total number of Ford Station Wagon types to six. The Parklane is distinguished by special chrome trim treatment on the sides and around the windows. Inside, it has deluxe upholstery and woven fabric floor carpets. But it still offers full station wagon utility, with an eight-by-five-foot load space when the tailgate is down. The Parklane is available with the 202-horsepower Thunderbird Y-8 engine, or the Ford I-block Six.

*In the low-price field*

# Nobody matches Ford's power!

Ford's Thunderbird V-8 engine, the standard "8" in Fairlanes and Station Wagons, is the most powerful "8" in its field at no extra cost. Ford has built more V-8's than all other makers combined!

# and Nobody matches Ford's price!

In virtually every model, a Ford... equipped the way more and more people want it... costs less\* than any other full-sized car in America! Come in and Test Drive the Ford in your future!

\*Based on a comparison of suggested list prices.



## BALSIGER MOTOR CO.

Main and Esplanade

Klamath Falls, Ore.



**SEDAN IN THREE SERIES** — The four-door sedan, traditional American family car, is offered in three series by Ford for 1956 — Fairlane, Customline and Mainline. Above is the Customline four-door in one of the 21 two-tone paint combinations offered on models which was displayed by dealers Friday, September 23. A lower roof line, restyled grille and parking lamps, a new design of body side moldings are among 1956 Ford appearance changes. Thunderbird Y-8 engines in Fairlane models develop 202 horsepower for Fordomatic drive, or 200 hp for overdrive or conventional drive. In the Customline and Mainline, Y-8 engines produce 176 hp for Fordomatic, or 173 hp for overdrive or conventional drive. The 137 hp Ford I-Block six also is available in all models with all transmission types. The Ford is sold by Balsiger Motor Co.



**LIFEGUARD DESIGN** — A mother makes sure that her son is securely seated in a 1956 Ford Sunliner. The new Fords, which were shown to the public Friday (September 23) incorporate five safety features in a "lifeguard design" intended to reduce chances of accidental injury. On all new Fords, safety-designed steering wheels, door latches and rear view mirrors are standard equipment. Wheels are designed to absorb force if the driver is thrown forward, reducing the chance his chest might strike the steering column hub. Safety door latches (lower left) will resist crash impact, and help keep passengers inside the car where they are twice as safe, according to research figures. Mirrors have a special backing to help prevent shattering. Optional seat belts will withstand up to 4,000 pounds of force. Optional crash cushions for instrument panels and sun visors will provide added protection if a passenger is thrown forward.