



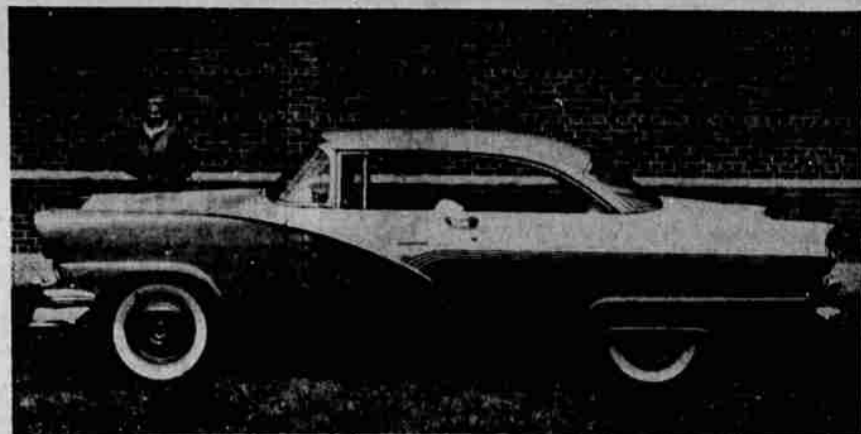
THUNDERBIRD 56 has enough luggage space for three suitcases and two sets of golf clubs. Ford engineers have increased the luggage space by removing the spare tire from the trunk and placing it inside a "continental" spare tire carrier. Three new power train options are available on Thunderbird 56 — 225 horsepower with Fordomatic, 215 hp with overdrive and a 202 hp engine with standard transmission.

Thunderbird Production Up In 1956

Thunderbird 56 is expected to reach a "personal car market" of 20,000 owners, R. S. McNamara, Ford Motor Company Vice President and Ford Division General Manager, announced today. "The demand for Thunderbirds in 1955 was greater than we had anticipated and we still have a considerable backlog of orders to fill," Mr. McNamara explained. "Based on the sale of 16,155 Thunderbirds to a virtually untapped personal car market last year, we expect to see this market expand rapidly in the years to come," he said.

"Four years ago when the Thunderbird idea was conceived, our researchers showed us convincing market data, indicating there was a desire for a different kind of car between the mass automobile market and the sports car market," Mr. McNamara declared. "In 1955, 20 per cent more Thunderbird personal cars were sold than the total of all sports car types marketed in America. Four Thunderbirds were sold for every one produced by the highest volume sports car manufacturer. "By building an all-weather vehicle with the comfort and convenience of most conventional passenger cars, and providing it with the handling and performance characteristics of a sports car, we were of the opinion that we had the right design for this personal car market," he said.

"Furthermore, we were able to price the Thunderbird far below European and American sports cars because of the advantages of volume production. "The end result of our research, design concept, and volume production gives the public a high performance car which fits in with the rising standard of living in America," he said.



A ROOF LINE one and one-half inches lower than last year's model is offered on the 1956 Ford Victoria, shown above. New styling of the protective chrome moldings on the car's sides emphasizes its changed silhouette. The Victoria is one of seven models in Ford's Fairlane series, which also includes a two-door Club Sedan, four-door Town Sedan, Sunliner convertible, Crown Victoria and Crown Victoria Skyliner. Fairlane series 1956 Fords with V-8 engines offer engine power equal to the Ford Thunderbird, with dual exhausts and four-barrel carburetors as standard equipment.

Ford Stresses 'Guard 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.

Thunderbird 56 Features Colors

Seven new colors and 30 different color combinations are available on Thunderbird 56. This colorful variety stems from seven solid body colors each combined with a number of different hardtop colors. Two-tone combinations will be standard on Thunderbird 56. Thunderbird green, raven black, Thunderbird gray, fiesta red, colonial white, peacock blue, and buckskin tan are the new colors. New vinyl materials add appearance and durability to the interior. A new trim style with a softer bolster on the seat backs adds comfort and style to the bucket type inserts. Five interior color trim combinations are available in matching colors to the seven solid colors. The combination toneau and soft top storage compartment cover is available in matching colors and is made of vinyl.

Leather Makes Fine Interiors

The finest grades of top-grain leather, hand-worked to softness, form the base for the 29 interior color combinations in the all-new 1956 Lincoln Premiere. Hand-boarded by skilled craftsmen, the leather is matched to provide 15 harmonious all-leather combinations, including Starmist White and Presidential Black, Huntsman Red, Island Coral, Amethyst, Wislaria, Desert Buff and Sunburst Yellow. Eight leather and fabric combinations and four all-cloth combinations are offered. In addition to the 27 interior combinations — six more than in 1955-57 — solid exterior colors and 35 two-tone combinations are available in the Premiere series. Instrument panels, door panels and headlinings in both the Premiere and Capri series are trimmed in complementary colors.

Henry Ford's Grandson Now Chief Of Lincoln Division

William Clay Ford, who has grown up in the automotive industry, is a vice president and group director of Ford Motor Company in charge of the Continental and Lincoln Divisions. He is also general manager of the Continental Division and a member of the company's board of directors. A grandson of the late Henry Ford, founder of the company, and the youngest of four children of Mr. and Mrs. Edsel B. Ford, he was born in Detroit, March 14, 1925. He entered Detroit University School at Grosse Pointe, Michigan, where his family made their home, and later attended Hotchkiss School at Lakeville, Connecticut. In 1943, Mr. Ford enlisted in the Navy and was an aviation cadet at the time of his discharge two years later. He then enrolled at Yale University and was graduated in 1949. He was elected to the board of directors of Ford Motor Company in 1948. After graduation from college, he joined the company's sales and advertising staff. He later served on the industrial relations staff and was a member of the committee that negotiated the company's 1949 contract with the UAW-CIO. He became quality control manager for the Lincoln-Mercury Division's jet engine defense project in 1951. On July 17, 1952, Mr. Ford was appointed in a manager of Special Product Operations in charge of a

group of engineers and designers engaged in advanced automotive planning. On May 12, 1953, his election as a vice president by the board of directors was announced by Henry Ford II, president of the company. On October 9, 1953, Special Product Operations was designated a full operating division of the company. It was named the Continental Division on October 16, 1954, following the announcement that a new prestige car to be known as the Continental would be introduced in 1955. Mr. Ford was elected to the executive committee, May 11, 1955. He also serves on the company's administration, merchandising, scheduling and industrial relations committees. Since 1951, he has been president of the Edison Institute, which operates the Henry Ford Museum and Greenfield Village in Dearborn, Michigan. He is secretary-treasurer of Henry Ford Hospital in Detroit, president of the Edsel B. Ford Institute for Medical Research and a trustee of the Michigan Heart Association. A director of the United Foundation in Detroit, he served as 1953 chairman of its major industry unit. He was named 1954 national campaign chairman of the United Cerebral Palsy Association. He is married to the former Martha Firestone, of Akron, Ohio. They have two daughters and live in Grosse Pointe Farms, Michigan.

Grille Changed In '56 Ford

Styling advances in the Ford for '56 include a new grille with oblong parking lights at the outer ends, set in frames which wrap around the fender sides. Body side molding is re-styled for Fairlane, Station Wagon and Customline models. Newly designed tail lamps and deck lid handles, a larger hood ornament, and a completely new instrument panel are offered in all models. For safer driving, all instruments are clustered under a glare-preventing hood directly in front of the driver. All controls are directly lighted for night driving. In V-8 Fairlane cars, dual exhaust ports emerge at the sides of re-designed rear bumpers. Ford stylists have introduced 13 exterior colors in the 1956 line—among them platinum grey and mandarin orange. Upholstery and trim selections are matched to exterior colors, with as many as five different interior color combinations in Fairlane models. Up to 21 optional two-tone exterior color combinations are offered in the line, with choices varying according to model and series.

Many Designs In '56 Models

The 18 Ford body styles introduced in the 1956 line September 23 are produced in four series. There are seven models in the Fairlane series, which offer special "Styleton" exterior color combinations, as well as the widest range of two-tone and single-tone selections in the Ford line. The Fairlane models are Club Sedan, Town Sedan, Sunliner convertible, Crown Victoria, Crown Victoria Skyliner, and Victoria. Later in the model year the company will produce a four-door Victoria, as well. The Station Wagon series includes six body styles for 1956, one more than last year. The two-door six-passenger Parklane has been added. In addition, the series includes the two-door six-passenger Ranch Wagon and Custom Ranch Wagon; the four-door six-passenger Country Sedan; the four-door eight-passenger Country Sedan, and the four-door eight-passenger Country Squire. The latter has mahogany finished metal panels and wood grained fiber glass moldings on the body. A "new look" has been given to the Customline series, with changes in the side moldings for 1956. The series includes two sedans, the four-door and the two-

Passengers Guarded In '56 Lincoln By Safety Devices

A group of safety devices engineered to help protect both driver and passengers in the event of an accident, were introduced for the first time on the 1956 Lincoln. Included are: Safety-flex steering wheel: triple-strength safety door locks; optional safety seat belts; textured-finish vinyl covering for instrument panels to reduce reflection and vinyl coating for rear-view mirrors to reduce shattering. These safety devices are an outgrowth of Ford Motor Company's pioneer research program aimed at increasing the available knowledge about injuries to drivers and passengers if they are involved in a highway accident. A. L. Haynes, executive engineer in charge of the company's crash safety program has been carrying on safety research over the past four years including full-scale crash tests using lifelike dummies. "Our studies, together with those of other organizations, have convinced us that there is less chance of injury when the motorist is held in his seat and furthermore, when he is kept within the protective enclosure of the vehicle," Mr. Haynes said. "Statistics show that a motorist's chance of avoiding serious injury in a crash are two to one better if he remains within the car than if he is thrown clear of it." To test seat belts and safety steering wheels, engineers tow crash cars into a heavy timber barrier or into another vehicle at a predetermined speed. Sensitive electronic attachments fixed to the lifelike dummies riding in the crash car record the force of the blows they receive in the accident. Safety door locks were tested by heavy impacts against critical points on the body which normally cause the doors to fly open. All 1956 Lincolns will be equipped with a safety-flex steering wheel whose four spokes provide 3 1/2 inches of energy-absorbing "cushion" between the outer rim of the wheel and the recessed top of the steering column. This "cushion" helps absorb the force of the driver's body should he be thrown forward. The new steering wheel came out of a long series of experiments during which sandbags were slammed against various column-spoke combinations until the proper wheel was developed. New safety, double-grip rotor-type door locks also are standard on the new Lincoln. Crash tests have shown these locks will withstand three times normal impact in collisions before opening. Safety seat belts are offered as an optional, extra cost equipment. Available for the driver and passengers, they are firmly anchored to the underside of the floor pan with three-inch long reinforced steel plates. The seat track itself has also been strengthened to help prevent the seat from leaving the track in a crash.

STEERING Full-Time Coaxial Power Steering, Improved PowerFlite fully-automatic transmission, a superior car heating system and the unrivaled Airtemp car air conditioner are a few of the established driving and comfort aids continued to enhance the fine quality of the 1956 Dodge cars.



A NEWCOMER to the Mercury line of cars for 1956 is this Custom "Medalist" two-door sedan. The "Medalist" is the lowest priced of the 13 new models offered by Mercury in the Montclair, Monterey and Custom series for 1956. It is powered by Mercury's big, new high compression 312 cubic inch Safety-Surge engine.



The deal is surprise #4

After feasting your eyes on (1) Ford's Thunderbird styling : : : after thrilling to its (2) Thunderbird V-8 engine : : : after learning about the added safety of its (3) Lifeguard Design, you get the best surprise of all—Ford's down-to-earth price!

The '56 Ford is truly a fine car in every sense of the word. It's the only car with Thunderbird-inspired lines. One glance tells you it's the kissin' cousin of the fabulous Thunderbird. In power! It's the only car to bring you the Thunderbird's own V-8 engine. This mighty engine is the standard eight for all Fairlane and Station Wagon models, at no extra cost.

In safety! Ford is the only car with Lifeguard Design. Ford's new deep-center steering wheel, new double-grip door latches, new Lifeguard rear-view mirror, new optional padding for instrument panel and sun visors, and new optional seat belts—all combine to give you greater protection against injuries in the event of an accident.

Come in and find out about the surprises galore in the '56 Ford.

Prove it to yourself... YOU CAN HAVE A '56 FORD You know what you want. You know your budget. But do you really know how low, low the '56 Fords are priced? Or how high, high an allowance you can get on your present car? Or how little the monthly payments can be? Visit your Ford Dealer now and prove you can have the '56 Ford you want!

'56 Ford ... America's largest-selling Eight!

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