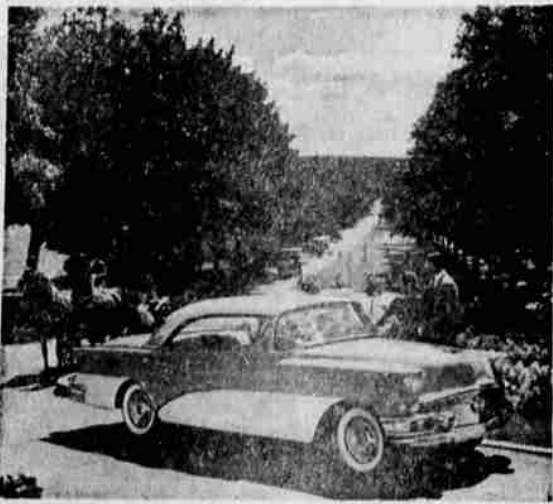


PONTIAC'S CLUB DE MER — This low, two-passenger sports car with an aluminum body is one of five new experimental "dream cars" featured at the GM Motorama of 1956 in New York. Powered by a 300-horsepower V8 engine, it stands only 38.4 inches high. Most striking features are the dorsal fin which flashes up from the rear deck surface and twin bubble windshields. Headlight units disappear into the body when not in use, leaving a smooth front surface. Transmission is mounted behind the passenger compartment, providing more leg room for occupants.



THE RACY, HARDTOP STYLING BUICK pioneered in 1949 is climaxed in 1956 by this luxurious four-door hardtop sedan in the Super series. Fashioned in the bold sports car design that has pushed Buick up into the best seller ranks, the Super four-door hardtop promises to be the style leader in its class. The fully exposed rear wheel, the slanting doorbelt line, and the smart new front end styling lend the Super hardtop an air of sportiness seldom obtained in a production model. The 255 horsepower V-8 engine in the Super is coupled with Buick's new variable pitch Dynaflo transmission for outstanding performance. Both Dynaflo and power steering are standard equipment on the Super series. The four-door hardtop is featured in Buick's Super and Roadmaster series for the first time this year.

Women's Car Built By Dodge

Modern women want a car of their own. This was evidenced by the enthusiastic response to the 1955 Dodge LaFemme, first production passenger car designed exclusively for the ladies. For 1956 there is a new and even more glamorously styled LaFemme model. Dodge is introducing LaFemme 1956 at automobile shows throughout the country in January. The new LaFemme features colors and fabrics reflecting feminine taste. Two shades of soft mauve—regal orchid and misty orchid—grace the sleek exterior of this Custom Royal two-door hardtop. Throughout the interior of LaFemme these same colors are artfully combined with gold. Jacquard upholstery is woven in an orchid-on-orchid tapestry-like design, contrasted by gold vinyl bolsters, seat facings and door panels. The floor covering is a tufted pile carpeting of flecked light and dark orchid, while the headlining features a misty orchid background with gold dots. Exclusively feminine accessories include a pair of matching gold vinyl cases on the back of each front seat. One case is equipped with a chic rain outfit, including a nylon coat, pet jockey cap and folding umbrella. Fashioned from the same fabric as the car's headlining, the rain coat and hat are sparked by gold buttons. The other case provides plenty of room for such items as a small handbag, notebook, a hat, scarves, or even a bathing suit. Designating lady's car as her own is the gold-plated inscription "LaFemme" on each front fender and on the glove compartment door.

'56 Pontiac Offers New Hardtops

For the first time in its price field, Pontiac for 1956 is introducing four-door "hardtops" in all three series—the Star Chief, the 870 and the 860. In addition, the company is producing two-door Catalina "hardtops" in all lines, including an all-new 860 model. The new four-door "hardtop" features panoramic styling, "Vogue" two-toning, Strato-Streak V-8 engine and new Strato-Flight Hydra-Matic transmission. In the Star Chief series, the new "hardtop" is 212.6 inches long on a 124 inch wheelbase and is one and a half inches lower than the four-door sedan. It is also offered on a 122 inch wheelbase in the 870 and 860 series. Engineering high point of the new Catalina Sedan is the bell-high steel center pillar, to which the rear door is attached. Constructed of outer and inner posts, which are joined and welded to the underbody, the pillar curves to a wide base at the bottom for exceptional support and rigidity. By eliminating the full length center post the new Catalina four-door affords an unobstructed view through the length of the car. Also of interest is the operation of the rear side windows. The windows move not only up, but also forward, sealing the opening ordinarily occupied by the center post. This design also eliminates the need for a "flipper" seal previously used along the roof. This new design creates greater rear window area, exceeding the Catalina two-door back window visibility by 45 square inches of glass. Rear seat passengers will have more knee and hip room than in any previous "hardtop" model. In the Star Chief series, the Catalina Sedan has a 227 h.p. Strato-Streak V-8 engine and the new Strato-Flight Hydra-Matic transmission. The interiors are tastefully trimmed in hand-buffed leather, or leather and nylon cloth combinations. New color combinations, Sandalwood tan and Sun, Beige, and Catalina blue and Nimbus gray, are exclusive with this series. The 205 h.p. Strato-Streak V-8 engine will be offered in the Catalina four-door in the 870 and 860 series. These series offer interior trims of Morrokide, nylon and coated fabric in a wide range of choices.

Chevrolet Has Sweeping Advances In 1956 Design

Sweeping advances in durability, safety and power, paced by a new 206-horsepower V8 engine, headline the engineering achievements in the 1956 Chevrolets. The horsepower boost, giving added slip for passing and pulling out of tight spots, runs the gamut of Chevrolet's line of passenger car engines, beginning with a 140-horsepower six featuring an 8-to-1 compression ratio. This engine, available with standard, overdrive or Powerglide transmission, replaces 123 and 136-horsepower sixes in the 1955 line. The 1956 line offers a choice of three V8s, including a 162-horsepower last year, has a new Chevrolet compression ratio high of 9.25 to 1. The entire line of engines, both V8s and sixes, have redesigned high-lift camshafts and hydraulic valve lifters. Full advantage of the optional "power package" introduced last year is extended to all 1956 station wagons through a redesigned fuel tank which permits use of a dual exhaust system on these models for the first time. Two of the key advances providing increased durability for the V8 engines are a new clutch facings offered as regular equipment and an optional full-flow oil filter. The woven asbestos composition clutch facings is an improvement suited to the higher engine speeds and torque of the V8. The new material not only provides smoother operation but also cuts down the possibility of "chatter." The new filter system prolongs engine life by providing cleaner oil for the cylinder walls, bearings and other moving parts. This is achieved by channeling all of the engine oil through the filter element. A special bypass safeguards the engine against any restriction in the filter. Whenever the pressure in the filter inlet and outlet ports varies by as much as five pounds, a spring-loaded valve opens to route the oil directly to the main oil gallery. The filter unit is easily serviced from underneath the car. To provide installation clearance, the oil pan has been reshaped. Oil refill specifications remain at four quarts. A vital safety improvement is offered by a new sealed beam headlamp with a redesigned lower beam lens pattern which throws more light along the right-hand side of the road. Tests show that the light provides up to 80 feet more "seeing distance." Another feature of the light cuts off "stray" rays to provide improved vision in inclement weather. Other safety features include crash-tested door locks which reduce the danger of doors springing open in a collision. Introduced on Chevrolet models last summer, the safety locks consist of a flange on the floor which overlaps another flange on the striker mounted on the body pillar. The interlocking feature prevents sideways disengagement. A new battery, carrying a 36-month warranty instead of a 21, features microporous rubber separators in place of wooden separators. Voltage regulators are made waterproof for longer life and trouble-free operation by a rubber seal between the cover and the base. Spark plugs are equipped with new ribbed ceramic insulators which give 25 per cent more resistance to flash-over. A new method of mounting generators on V-8s affords greater protection against generator vibration. Rear engine mounts have also been reinforced for guarantee against noise and vibration.

Air Conditioning Adds To Comfort

A new, improved air-conditioning system, delivering 13 per cent more cooled air to passengers, is offered as optional equipment on the all-new 1956 Lincoln. The new system delivers 258 cubic feet of fresh air every minute, providing a complete change of air in the car approximately every 55 seconds. The added air movement is made possible by the new 12 volt electrical system incorporating new high capacity blower units. The Lincoln air conditioner, available in both the Capri and the new Premiere series, provides a new high in individual comfort. The air system allows the driver and occupants to take their own favorite climate right with them and provides driving pleasure on the most intemperate days. The Lincoln air conditioner also features a new electric clutch, which disengages the air compressor when not in use. Four adjustable directional registers in the headliner send the cooled, dehumidified air into any section of the fiber-glass-and-aluminum-foil insulated passenger compartment. To accommodate the weight of the unit, each air conditioned car is specially equipped with larger, 820x15 tires, to maintain high standards of comfort and safety. Heavy-duty springs, shims, shock absorbers, and a special radiator are also included. Tinted glass is installed to reduce heat penetration from the sun.

Buick Panel Uses Colors

All Buicks for 1956 are equipped with a colorful new instrument panel with red and green dials as indicators. For the first time in the postwar era, the instrument panel is the same on all series. A foam rubber pad, in blue, green or black, is mounted atop the instrument panel as a safety feature and to reduce glare. This pad is standard on the Roadmaster series and optional on other models. The Redliner speedometer, previously featured only on the Roadmaster and Super, has been extended to the Century and Special series in 1956. All instruments are mounted in a cluster directly above the steering column, and within easy view of the driver. The clock is mounted on the right side. The long, rectangular speedometer is flanked on each side by the fuel gauge and charge indicator, giving the appearance of being mounted in the same case. The temperature and oil gauges and odometer are mounted under the speedometer. The temperature and oil pressure gauges are of the disc type. Each has two discs. One, which is painted red and green, is stationary. The other has a white pointer with two windows in it. As the pointer moves, the red and green areas show through the windows, telling the driver at a glance the temperature and oil pressure. The fuel gauge pointer shows green until the gasoline supply is slightly below the one-quarter mark when the pointer will show the red area in the background. The temperature gauge shows green through both windows until an unsafe temperature is reached, then the red shows.



COUPE DE VILLE — New front and rear fenders, a new hood, new bumpers and a new cellular aluminum grille are among the many styling advancements apparent in the 1956 Cadillac Coupe de Ville. Interior styling features include a new instrument panel and a wide selection of luxurious trims. A newly developed 285 horsepower high compression V-8 engine coupled with Cadillac's Hydra-Matic transmission provide a power train of unequalled efficiency, response and smoothness.

'56 Imperial Top Quality

The "optional equipment" list for the 1956 Imperial is short indeed. Except for radio and heater, the automobile comes standard-equipped with almost every performance, comfort, convenience and safety feature known to the automobile industry. Included as standard equipment on the car are such luxury features as: full-time coaxial power steering, power brakes, push-button drive, nylon white sidewall tubeless tires, four-way power seat, back-up lights, glove compartment light, directional signals, electric window lift, map light, electric two-speed windshield wipers and washers, hand brake flasher signal, luggage compartment light, four-barrel carburetor and fuel filter. These features are in addition to the long list of usual comfort and convenience "standards" which Imperial customers have come to expect in their new cars. Optional equipment for the Crown Imperial for 1956 makes an even shorter list. In addition to the array of standard equipment on the Imperial, this super luxury automobile comes equipped with a custom conditioner, heater and electro-tuner radio with rear seat speaker. The only accessories listed as "optional" are air conditioning, high fidelity record player and solex glass.

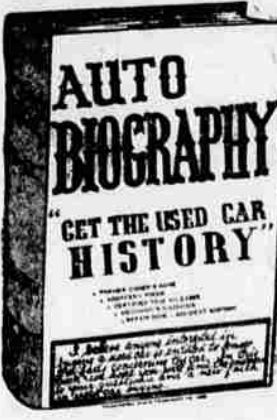


SALES TALK IS ENTERTAINING

But When You Buy a Used Car... Insist on MORE THAN TALK!

ASK:

- **WAS THE CAR IN AN ACCIDENT?**
Often a car is never "Right" again after a serious wreck. But it can be made up to look like new. The Parker "Auto Biography" gives you the used car accident inventory.
- **WHAT REPAIRS BEEN DONE?**
Actual Repair Proof is in the "Auto Biography" Book on the window of a Parker Used Car.
- **WHAT'S 'REAL CONDITION'?**
Motorized opinion of skilled mechanic found in "Auto Biography" Book.
- **IS MILEAGE TRUE?**
"Auto Biography" contains signed certificates of unaltered mileage at Parker Pontiac.
- **WHO OWNED IT?**
You get former owner's name, address and phone in "Auto Biography"



"GET THE USED CAR HISTORY" only at . . .

PARKER PONTIAC

Your 4-Wheel Drive Headquarters

606 So. 6th

Ph. 8124