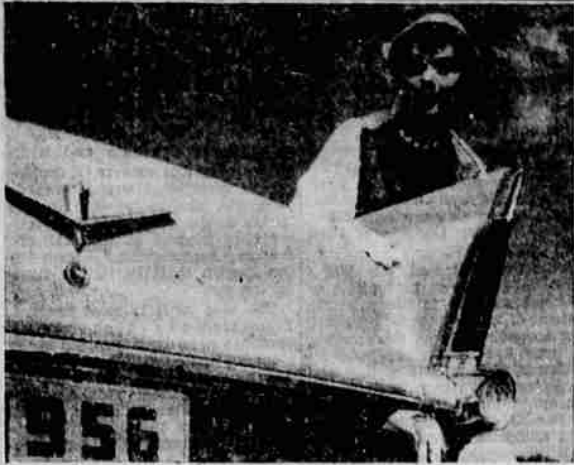




BEVEDERE FOUR-DOOR SEDAN is one of 15 attractive models in Plymouth's 1956 line of cars. Aerodynamic styling, push-button driving and powerful new Hy-Fire 277 engine are among outstanding features. Safety door latches and other safe driving items are standard equipment.



BOLD NEW AIRFOIL rear fenders contribute to the aerodynamic feeling of 1956 Plymouth cars. Plymouth has 15 models, including an all-new Belvedere four-door hardtop, in its new line. The Plymouth is sold by Jim Olson Motors, Cunningham and Rickey and Ballard and Bennett.



BEVEDERE FOUR-DOOR HARDTOP is an entirely new model introduced by Plymouth in its 1956 line of cars. Aerodynamic styling push button driving and powerful new Hy-Fire engine are among outstanding features. Safety latches and other safety items are standard equipment.

De Soto Chosen '56 Pace Car At Indianapolis Race

A gold and white De Soto special convertible, combining important new safety features with beautiful new styling, will set the pace for the annual 500-mile race at the Indianapolis Motor Speedway next May 30.

De Soto's acceptance of Speedway owner Tony Hulman's invitation to pace the 40th annual international automobile classic was announced here when L. Irving Woolson, president of De Soto, unveiled the pace car at the traditional pace car party.

Simultaneously, against the dramatic backdrop of the world famed motor classic, De Soto announced its planned production of the company's first super-powered hard-top sportscar, the Adventurer.

The new car, to be powered with a minimum 315 horsepower engine now in production, will be introduced to De Soto dealers and the public in February. It was announced (or according to L. Irving Woolson, De Soto president).

Among other colorful features of the new two-door hardtop including basic engineering and design changes, it will be available in the same color combinations as the convertible pace car and in gold and black combinations. (See complete separate Adventurer story in the press kit.)

More than 500 representatives of press, radio, television and the automotive industry attended, simultaneous announcement parties here, in New York City and Los Angeles, California.

"Because greater safety always has been the Speedway's primary objective," said Mr. Hulman, "De Soto's many contributions to this field of automotive development for 1956 make it the logical car to lead the 33 fastest qualifiers across the starting line this year. After driving the new De Soto on the Speedway recently, I am convinced it definitely has been designed and engineered for today's super highway age."

The 255-horsepower Fireflite engine and Powerflite transmission, with push-button drive selector, give the 1956 De Soto instantaneous acceleration and maximum maneuverability. Equally important is the new center-plane brake system. This provides 251 square inches of brake lining area, an increase of approximately 25 percent. Positive-acting safety locks on all doors, aircraft-type safety belts, safety rim wheels and an improved front sway bar — for greater stability and control on sharp turns — are other important features.

The gold and white color scheme of the pace car includes matching upholstery and interior trim. De Soto's "Forward Look" crest also has been combined with black-and-white checkered flags to form a distinctive "500" emblem on each tail fin.

In accepting the Speedway's invitation to pace the race, Mr. Woolson said:

"All of our facilities have been devoted to making the 1956 De Soto the safest and best and most beautiful car available today. This recognition by the Speedway indicates the success we have attained. An invitation to pace the famous "500" always has been regarded as a distinct honor by the entire automotive industry. We are very happy to join hands with the Speedway in making the 1956 race another memorable occasion in automotive history.

"We also will give the pace car to the winner of the race at the traditional victory dinner and welcome him to our rapidly growing host of enthusiastic De Soto owners. As soon as the public sees it," said Mr. Woolson, "we know there will be a demand for it. Consequently, we are starting limited production so that exact replicas of the car will be available through De Soto dealers in every part of the United States immediately after the race."

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THE 1956 DE SOTO has been selected as the official pace car for the annual Memorial Day 500 mile race at Indianapolis. Seated in the pace car are L. Irving Woolson, (behind wheel) president of the De Soto Division of Chrysler Corporation, who will drive the car on race day, and Tony Hulman, chairman of the board of Indianapolis Motor Speedway, who will be the only passenger on the pace lap.

Driver Tells Safety Rules

If you drive in heavy traffic, it may pay you to look over the "Big Ten" safety rules outlined by Danny Eames, noted chief test driver for Dodge Division, Chrysler Corporation:

1. Traffic regulations are for your protection. Observe them.
2. Keep a safe distance between yourself and the car ahead, particularly at higher speeds.
3. Stay in your own lane on hills, curves, and in "no-passing" zones.
4. If driving at night, dim your lights to oncoming traffic.
5. The right way may rightfully belong to you, but if a pedestrian comes along, give it to him. (And that doesn't mean "Let him have it!")
6. Always be on the alert for children!
7. Know the proper hand or direction signals and be sure to use them!
8. Watch where you're going and where the cars behind, ahead, and on both sides are going.
9. Give the other fellow more than his share of the road — and watch him!
10. Regulate speed to road conditions, rather than posted speed.

KF Auto Dealer Presented Award

Jim Olson Motors, of Klamath Falls, has again been singled out for a special training award from the Chrysler Corporation. This award, in the form of a plaque with special bronze inserts, was presented in recognition of three years continuous participation in the Master Technicians Service Conference dedicated to the advancement of technical automotive service knowledge. Mr. Jim Olson, who received the award, stated that it marked another milestone in their efforts to keep up-to-date on all car owners' service needs. He said, "We continually take an active interest in keeping our mechanics up-to-date on the latest service techniques because it eliminates guesswork from our service operations and helps us serve our customers better."

Chrysler Uses New Methods In Painting At Body Plant

A revolutionary new automobile body assembly and painting operation which sets a new industry standard in exterior auto finishes is now producing 1956 Chrysler and Imperial cars at Chrysler Division's newly-completed \$20,000,000 body plant on East Jefferson Avenue in Detroit.

Never before used in the mass-producing of automobiles in the United States, the new body assembly and painting technique marks another Chrysler "first" in quality production pioneering.

The new process, which involves assembling hood bonnet, fenders, deck lids and body prior to metal finishing and painting, is only one of many new methods in auto manufacturing being used in the new plant, which adds 667,000 square feet of floor space to Chrysler Division's already extensive facilities. It includes a 14-mile-long continuous conveyor system, longest in the industry, which moves through three plants and spans nine-lane Jefferson Avenue on a conveyor bridge.

In full production on 1956 cars, the new plant provides a 40 percent increase in production of Chrysler and Imperial cars.

The new painting system embodies the latest automatic equipment in the industry. "In the past, fenders, hoods and bodies throughout the industry have been finished and painted in separate departments and assembled later," says E. C. Quinn, president of Chrysler Division. "Our 'as-a-unit' painting technique in the new plant is possible because we are set up for assembly of fenders, hoods and finishing and painting.

"This new assembly concept has evolved as a result of Chrysler's wide variety of color combinations and chrome trims. It provides perfectly matched colors on all body panels. Painting the exterior of the car as a unit assures longer finish life free from assembly-caused paint cracks and scratches."

The new body-finishing department provides for simultaneous painting with 25 different colors. Combined total length of paint-baking ovens in the new plant is 4,705 feet, assuring that every body finish is baked at 250 degrees temperature for a period of at least 37 minutes. When car bodies emerge from the baking ovens, they move into cooling tunnels with a combined length of 248 feet. Here 211,300 cubic feet of air per minute is used to drop the temperature of painted surfaces from 250 degrees to 125 degrees in two minutes. This rapid drop in body temperature helps to "set" Chrysler's glass-smooth exterior finish.

Another new assembly technique assures cleaner, more beautifully finished interiors. In the past, cushions and other interior appointments were installed early in the assembly schedule. Now they go into the cars after leaving the final assembly line. The procedure of covering all upholstery with plastic covers will be continued to further assure customers of spotless interiors.

Facilities for the comfort of workers include plant-wide filtered air recirculation, shower stalls for the painting crew, and 48 electric hand-driers spaced throughout the plant, as well as a new medical department headed by a doctor and staff.

The total weight carried by the 14-mile-long conveyor system in an 18-hour day is 2,304,000 pounds.

SEE IT AT THE KLAMATH FALLS AUTO SHOW AT THE ARMORY - JANUARY 28-29



What Push-Button Driving Means to You: A finger-tip touch on a button selects your driving range! Then Plymouth's fully automatic Powerflite transmission takes over. It's the ultimate in driving ease, brought to you by Plymouth... the car that's going places with the Young in Heart!

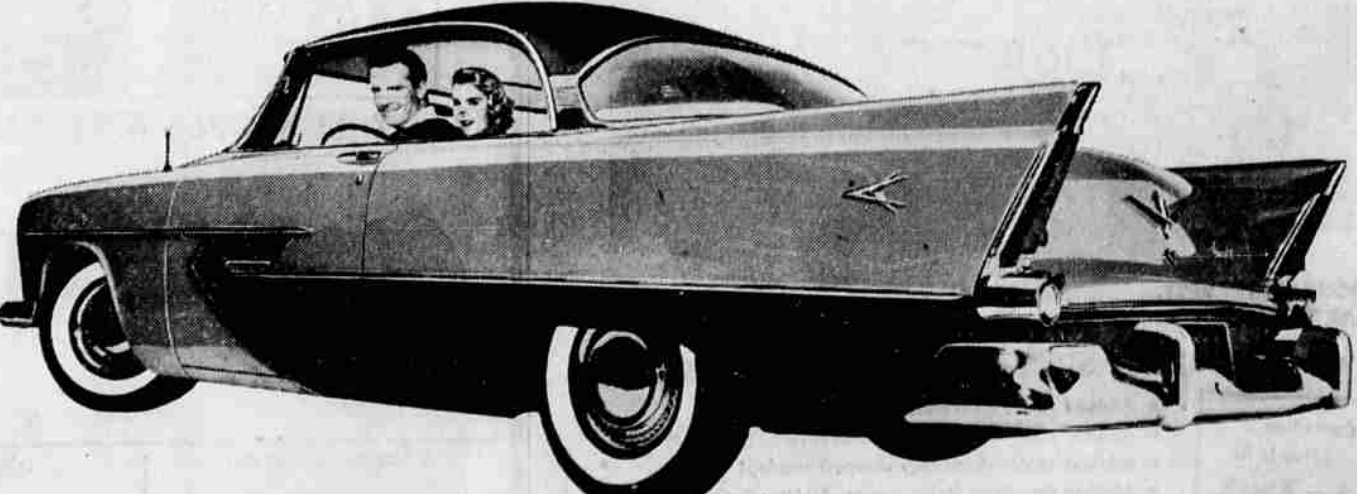
Plymouth '56...only low-price car with Push-Button Driving

All-new Hy-Fire V-8, up to 200 hp, and 90-90 Turbo-Torque power give you Top Thrust at Take-Off... tremendous acceleration for safer driving, safer, split-second passing!

Fabulous new Aerodynamic Styling... the look that goes with Push-Button Driving. Bigger, longer, one uninterrupted sweep of beauty from bumper to bumper! Jet-age styling!

29 luxurious models, including the gorgeous 4-door hardtop and an all-new line of Suburban station wagons in 3 low price-ranges... safety features for carefree driving.

The Plymouth '56 Power Story: 200 V-8 hp available with PowerPak in all 4 lines - Belvedere, Savoy, Plaza and Suburban. Or choose 187 hp in Belvedere and Suburban lines. In Savoy and Plaza lines you get 180 V-8 hp. If you prefer Plymouth's PowerFlow 6 - also available in all 4 lines - you get 125 hp, or 131 hp with PowerPak.



Drive the car of the year, get the deal of the year, at your Plymouth dealer's!

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KLAMATH FALLS Auto Dealers and the Toketee Lions Club

ON THEIR PRESENTATION OF THE 3rd ANNUAL

Carvalcade

You will really enjoy this outstanding display of the exciting 1956 automobiles which Klamath Falls auto dealers are presenting. Look over the advanced features of each car... be sure to visit the Carvalcade Saturday or Sunday!

January 28 and 29 at the Armory



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