



**VERSATILE CAR** — New design of the 1956 Rambler Cross Country station wagon boosts cargo capacity to 80 cu. feet and provides increased passenger room. Fresh styling and luxurious interior make the new Rambler equally at home at the country club or market place. For added convenience, the rear window rolls down into the single tailgate by means of a combination crank and lock. Increased power and performance are provided by a new 120-horsepower overhead valve engine, which retains traditional Rambler fuel economy. The Rambler is sold by Nash and Hudson dealers.

## Dramatic Styling Highlights Imperial and Crown Imperial Built By Chrysler

A longer, more-powerful Imperial for 1956, featuring commanding proportions and exquisite grace of line, was announced today. It will be unveiled in Imperial dealerships from coast to coast on October 21.

"To compliment and fulfill the dramatic styling of the 1956 Imperial and Crown Imperial, new engineering features have been incorporated to give the cars greater power, improved all-around electrical performance, and safer, surer brakes," said Clare E. Briggs, vice president in charge of sales, Chrysler Division, Chrysler Corporation.

"As further evidence of the forward thinking of Chrysler Division, a new pushbutton drive selector, new high fidelity record player, revolutionary transistor radio, aircraft-type instant gasoline heater, new vacuum-operated center-plane power brakes, and passenger-protecting new LifeGuard door latches are offered."

Featuring a new FirePower engine which delivers a full 280-horsepower, the 1956 Imperials are five and one-half inches longer than last year, with a wheelbase of 133 inches. The distinguished appearance of this fine car has been further enhanced by its daring new flight-swept rear fenders, which intensify the feeling of lowness and length.

Imperial's striking trademark, its exclusive gun-sight tail lights, are mounted above the fender. Back-up lights, outer bumper extensions and the gas-filler door are blended integrally into the rear edge of the fenders.

In keeping with the integrity of forward look styling, the high-rising line of the rear fenders is accented, by contrast, with the slim, tapering, spear-like molding which flows out of the back-up light and streaks forward in a horizontal thrust along the full length of the car. The extreme tumblehome of the body above the belt line con-

tributes to the sensation of lowness and fleetness.

Imperial stylists have taken a logical step forward by completely eliminating exhaust openings which tend to clutter the smooth bumper area. This has been accomplished safely by concealing the tail pipes behind the outer bumper extensions.

The classic simplicity of Imperial's bold box-check grille, topped by the graceful eagle medallion, dominates the automobile's distinctive front end. The styling of the car meets the most refined and dignified of tastes, yet retains all of the youthful spirit and vigor of the forward look.

For 1956, Imperial offers a wider choice of body models by introducing a new four-door hardtop which features a full-sedan body, full-sedan roof, full rear headroom and legroom, full-width rear entrance space, and full side vision for rear passengers.

In order to provide a full-sized, fully-opening rear door window, a unique design has been conceived. The window is made in two sections. As the regulator is operated, the rear section folds forward just inside the larger forward section, which moves straight down. Both sections are operated by a single regulator.

In keeping with the high fashion touch inherent in the luxurious Imperial, 17 harmonizing exterior colors are available, with color-keyed interiors of custom nylon fabrics or genuine leather. Interiors in blue, green, gray, tan, coral or turquoise assure true elegance of color styling to suit the most discriminating of tastes. Deep carpets in upholstery-matching colors in both front and rear passenger compartments are standard equipment. Gray carpets are used in the Imperial trunk compartment.

Revolutionary new push-button drive is featured on all Imperial automobiles. Located conveniently

to the left of the steering column, the four push buttons make control of the PowerFlite transmission as simple as changing stations on a push-button radio.

Arranged on a small panel, the buttons require only a light touch, are lighted at night, and have an automatic lock-out to prevent accidental changing to "reverse" range at over 10 miles per hour.

For 1956, Imperial introduced one of the finest safety advances in its pioneering history—the super-safe LifeGuard door latch. Product of years of research and thousands of crash-impact tests, the new door latch features interlocking pieces of heavy-steel which literally bind the doors and body together into a ring of protection around passengers. The danger of doors flying open upon impact is virtually eliminated by the new latch.

For 1956, the Imperial and Crown Imperial's hemispherical combustion-chamber FirePower V-8 engine has even greater power, torque and fuel economy. Compression ratio has been raised to 9.0 to 1. Displacement has been increased to 354 cubic inches by enlarging the bore to 3.94 inches, for a full 280-horsepower at 4,600 r.p.m. Stroke is 3.63 inches. New charge cooled spark plugs increase fuel economy.

In addition to an improved PowerFlite transmission, standard on all Imperials, the automobile features as standard equipment a four-way power seat, power window lifts, variable-speed electric windshield wipers, automatic interior lights, torsion bar deck-tilt counterbalance, and a new self-regulating electric-mechanical clock which automatically compensates for its own error every time it is set.

### Latch Designed To Aid Riders

The new Dodge safety door latch was designed to reduce to a minimum the chance of rider injury from being thrown out of car doors opened by crash impact.

The most important factor in such accidents, it was discovered, was the body distortion created under impact forces. These forces, in some cases, can cause the door post to be deflected sufficiently for the door latch to separate from its striker plate, leaving the door free to fly open.

However, with the new Dodge safety-latch door lock, interlocking pieces of heavy-gauge steel on the door and striker prevent separation of the latch from the door post, thus keeping the latch and striker safely engaged.

### POWER BRAKES

To increase both safety and driving ease, the 1956 Dodge features new air-suspended power brakes. This system results in faster response with easier action, setting a new high in brake performance.

## Mercury Designs 'Freeway' Cruiser For New Highways

An excitingly different experimental car created for America's fast-growing network of ultra-modern highways was unveiled January 7 at the Chicago Auto Show by the Mercury Division of Ford Motor Company.

Symbolically named the XM-Turnpike Cruiser in recognition of its close alliance to the dynamic system of new express highways now spreading across the country, the new car is characterized by swiftness of line, bold styling and a refreshingly new engineering concept.

"The XM-Turnpike Cruiser is the first automobile yet designed to take full advantage of the nation's budding new improved highway system," said P. G. Reith, general manager of the Mercury Division and vice president of Ford Motor Company.

"Our engineers and stylists have concentrated on creating a new basic theme which will give American motorists the maximum in driving pleasure, comfort and safety as they travel the new turnpikes. This new design has been transformed into a roadable, specific vehicle which delineates the forward thinking of the Mercury Division," he said.

An extremely low silhouette (only 4.4 feet high) has been developed in the XM-Turnpike Cruiser to complement the sweep and flow of the modern American freeway. Its length (184 feet) and its width (77.1 inches) visibly imply the effortless movement that is synonymous to these new roads.

Virtually unobstructed vision in every direction is a salient feature to permit full enjoyment of the wide new vistas opened to turnpike travelers. Side windows extend

along the entire side and wrap fully around the corners. A double-curved windshield wraps upwards each side. Narrow two-inch chrome pillars at the windshield and similar ones inboard at the rear are the only roof supports—creating the illusion that the roof is floating on air.

The roof itself is most unusual. Transparent plastic "butterfly" openings have been inserted in the steel top over the two front seats, and automatically raise when the doors are opened. This arrangement, in addition to being a practical one, has the further advantage of enhancing the car's spaciousness.

Two red plastic turn indicators which also serve as stop-lights are recessed below the roof line on each rear corner—an unmistakable signal to approaching motorists due to their complete separation from the normal tail lights.

Strikingly new are the 13-inch concave channels molded into the aft section of the Turnpike Cruiser's exterior. Outlined in chrome and painted pearlescent white to contrast with one persimmon body color, these channels end in great "V's" which house extra large tail lights. A narrow, chrome-plated impact bar blends esthetically with horizontally-ribbed chrome covering the entire rear up to the extended deck lid.

Twin bumpers with jet-pod extensions highlight the unique design of the car's front end assembly. Oblong intake ports covered with chrome grilles accent the horizontal, road-hugging width. Smoothly beveled hoods protrude beyond the recessed headlamps, giving emphasis to the sculptured



**FIRST OF THE 1956 CARS** — this new Lincoln PREMIERE coupe is entirely new from the ground up. The unusually low silhouette of this new Lincoln series highlights a new kind of styling — large and spacious, yet lithe and graceful. Its overall length is 18 1/2 feet, more than 7 inches longer and 2 1/2 inches lower than 1955 Lincolns. Developing 285 horsepower, its new, low-friction V-8 engine has 9 to 1 compression ratio and delivers 401 ft.-lbs. of torque, assuring outstanding performance. Lincoln is first to introduce a group of safety features including retracted steering column and safety-flex steering wheel, triple-strength safety door locks and optional safety seat belts.

steel bodywork.

The interior of the XM-Turnpike Cruiser has a symmetrical unity embellished with the most advanced engineering devices. Four individually contoured seats in matching tones of persimmon colored leather are separated by tailored arm rests, each containing ash tray and cigarette lighter. Tubular containers placed conveniently in front of the deep-set steering wheel house the speedometer, tachometer, fuel and temperature gauges and oil and battery indicators. Nestled in the concave, chrome-plated and safety-padded

instrument panel are a radio and a clock.

A thorough and exhaustive study of the public's reaction to the features of the XM-Turnpike Cruiser will be conducted during the car's appearance at six major automobile shows this winter and later while the car makes an extensive eight-month tour of the nation.

"From this study we can factually determine the American motorist's readiness for this new concept in automotive design or for the individual details that have inspired it," Mr. Reith said.

Following its appearance at the Chicago auto show, the XM-Turnpike Cruiser will be exhibited at automobile shows in Cleveland, Omaha, Milwaukee, Detroit and

### NEW SYSTEM

The 1956 Dodge incorporates a new 12-volt electrical system, with improvements in all components, resulting in performance superior to any now in use. New design spark plugs give a substantial increase in fuel economy and cost less to maintain.

PRE-SPRING



**TIRE**

STOCK CLEARING

*Sale!*

**GOOD YEAR**



brand new extra quality  
**Super-Cushions**  
Sale Priced to CLEAR!

\$ **14.90**  
Plus tax and recappable tire 6.00 x 16

Late Winter and early Spring make road conditions too treacherous to risk driving on worn tires. Don't take chances. Do take advantage of our clearance prices on Super-Cushions by Goodyear. They feature Triple-Tempered 3-T Cord Bodies for extra strength. Famous stop-notch tread means quick-action traction. Act now... save money.

### LOW STOCK CLEARING PRICES ON ALL SIZES

Super-Cushion Black Sidewalls			Super-Cushion White Sidewalls		
TIRE SIZE	Regular no trade-in price*	SALE PRICE with trade-in**	TIRE SIZE	Regular no trade-in price*	SALE PRICE with trade-in**
6.00 x 16	\$17.55	<b>\$14.90</b>	6.00 x 16	\$21.50	<b>\$18.30</b>
6.40 x 15	18.70	<b>15.90</b>	6.70 x 15	24.00	<b>20.40</b>
6.70 x 15	19.60	<b>16.65</b>	7.10 x 15	26.60	<b>22.60</b>
7.10 x 15	21.70	<b>18.45</b>	6.50 x 16	28.55	<b>24.25</b>
6.50 x 16	23.30	<b>19.80</b>	7.60 x 15	29.10	<b>24.75</b>
7.60 x 15	23.75	<b>20.20</b>			

\*Plus Tax \*\*Plus tax and recappable tire

YOUR OLD TIRES MAY MAKE YOUR DOWN PAYMENT As low as \$1.25 a week for a pair!

Low cost Traction for Trucks!

**HI-MILER RIB**

by **GOOD YEAR**

• Long Tread Life  
• More Recaps  
• Proved Performance

**\$19.95** LOW PRICES ON ALL OTHER SIZES TOO!



MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



**GOOD YEAR**

**SERVICE STORE**

FREE PARKING

Phone 8141

11th & Klamath			
TORGERSON'S SHELL 135 Main St.	DON'S SHELL Highway 97	JIM'S SHELL Oregon Ave. and Donald	COMMERCIAL SHELL 729 So. 6th
HENDRICKS & HODGE Spring and Esplanade	ANDY'S SHELL Riverside and Main	JACK ROBIN'S SHELL 2100 So. 6th	

ONCE THE STAR of an Auto Show itself is this venerable 1914 Dodge, first to be made by the famous Dodge Brothers. The car had a 110" wheelbase, 32" wheels, a 30 to 35-horsepower, four-cylinder engine, and a "15-gallon gasoline tank hung on the rear." It also featured a 12-volt electrical system, a "one-man type" top, and wooden running boards covered with linoleum. It was priced at \$785. Its success launched the Dodge tradition for dependability.

## You've Got To See It! All-New, All-American '56 RAMBLER!



**AMERICA'S NEWEST, SMARTEST, LOW-PRICED 4-DOOR STATION WAGON**

Come See It... Drive It At Your **Nash Dealer**

- All-New room, 33% more cargo space!
- All-New style, brand-new distinction!
- All-New easiest handling, sharpest turning!
- All-New Overhead Valve power, All-New Deep Coil ride!

**FRED JOSLEN -- NASH**  
833 E. Main Phone 3713

**YOU'LL MAKE THE SMART SWITCH FOR '56**