



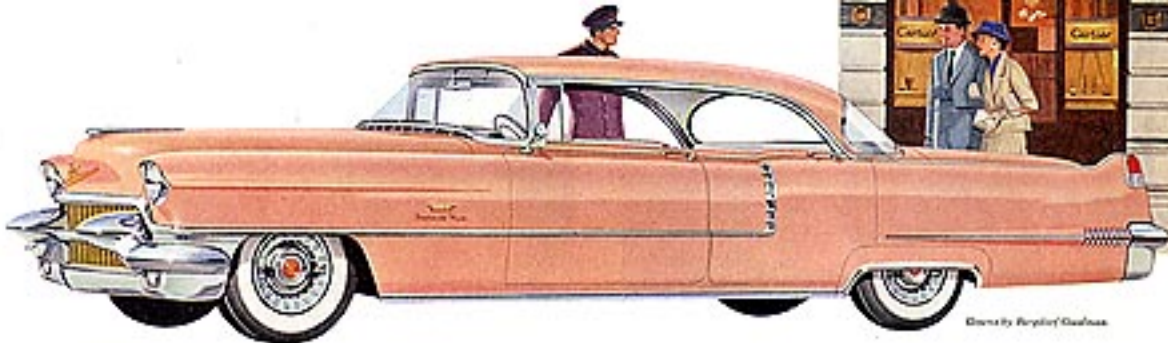
For the man who knows what he wants—new engines in '59
Cars of The Forward Look promise even greater performance
than those that took Mobilgas Economy Run honors in '57-'58.

Cars that can do what they look like they can do



Built for the 1 man in 4 who wants a little bit more.
Quality Cars of The *Forward Look* for '59
from Chrysler Corporation... A drive will bring
out the difference great engineering makes.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



Designed by Purpura/Gardner



Ordinarily, when a motorist purchases a new Cadillac, he does so for pride and for satisfaction . . . and for the personal happiness the car will bring him. But it is reassuring to know that—if he preferred—he could choose the "car of cars" solely on the basis of economy. For it is a documented fact that Cadillac, with all its great beauty and luxury and performance, is among the most practical of all

motor cars to own and to operate. If you are currently considering the purchase of a new motor car, we suggest that you visit your Cadillac dealer soon for a personal inspection and demonstration of this latest Cadillac creation. He will be happy to show you why this is such a wonderful time to make the move . . . both for pride and for practicality! CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



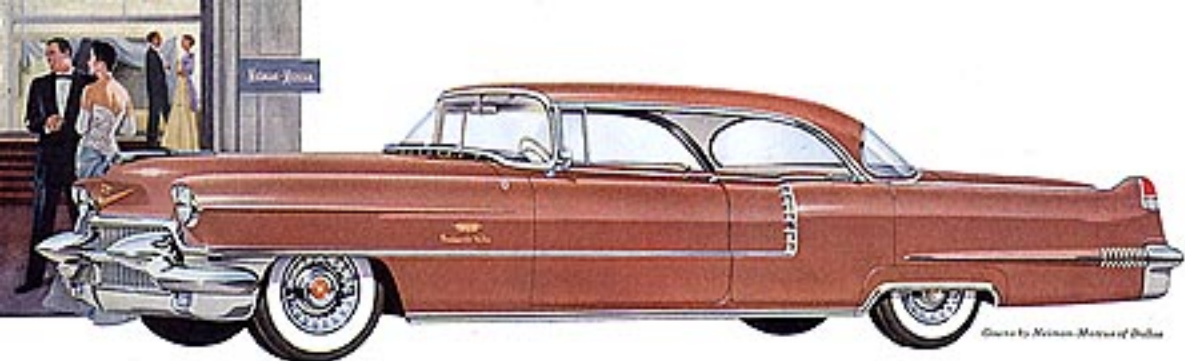


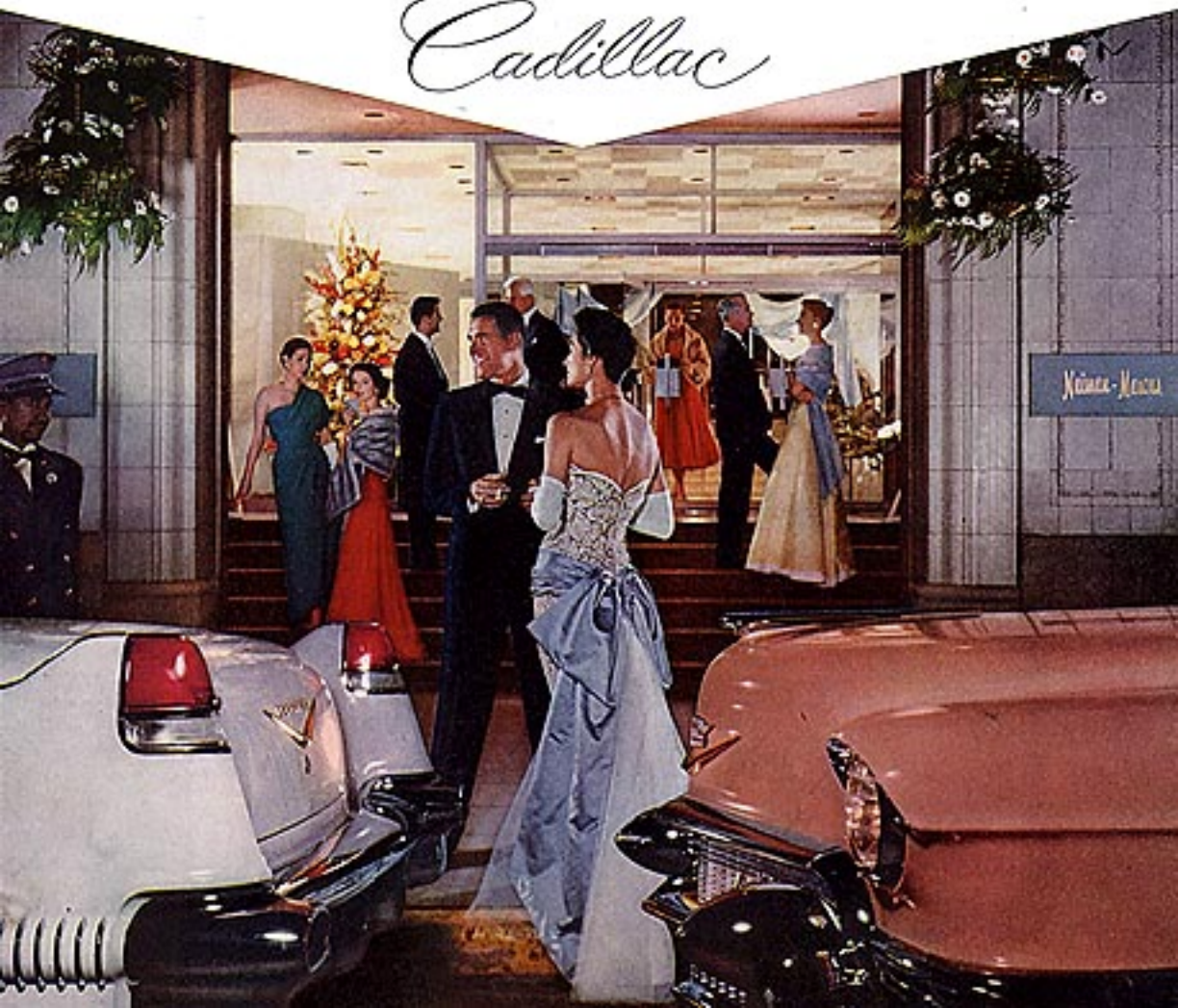
Illustration by Newman-Morris of Dallas



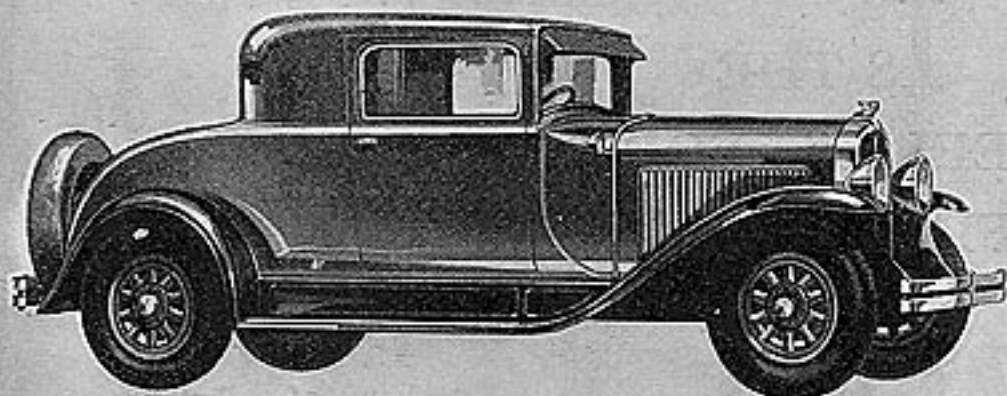
When the average motorist sees a new Cadillac car on the highway, he almost instinctively steals a glance at the gentleman in the driver's seat. One reason for this, of course, is that Cadillac counts among its owners so many fine and wonderful people whom he might know or recognize. This, to be sure, does not mean that it is necessary to be prominent in order to own and drive the "car of cars". In fact, you

need only be practical. For Cadillac's remarkably low cost—its exceptional economy of operation—and its extraordinary resale value—make it one of the soundest of all motor car purchases. We suggest, therefore, that you visit your dealer and learn why this is such a marvelous time to make the move both for economy and delivery. Why not make it today? CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



The New Pontiac Big Six is a big car *mechanically*



The Coupe • Body by Fisher

Give an automobile an engine, carburetion, ignition, transmission, axles and wheels and it will run. But not with big car smoothness, silence and speed. The New Pontiac Big Six offers big car performance because it is a big car *mechanically*.

Take its engine, for example. It is a big, simply-constructed L-head engine. But the noises of combustion are practically eliminated by means of the G-M-R cylinder head which minimizes knocks and thump even when ordinary gasoline is used. Torsional vibration in the crankshaft is counteracted by the Harmonic Balancer. Additional smoothness is attained by the accurate balance of all rotating parts. Big car power, speed and pick-up are achieved with the aid of a 1 1/4-inch carburetor, perfected to include such advancements as an accelerating pump for added snap on the getaway.

A thorough examination will show you that the New Pontiac Big Six is a big car in every desirable respect. That's why it enables you to *step up* the quality of your automobile without leaving the low-priced field.

Pontiac Big Six, \$745 to \$895, f. o. b. Pontiac, Michigan, plus delivery charges. Bumpers, spring covers and Lovejoy shock absorbers regular equipment at slight extra cost.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN



Consider the Delivered Price as well as the List Price when Comparing Automobile Values. Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

The New PONTIAC BIG SIX

PRODUCT OF



GENERAL MOTORS

PLEDGE
to the Public on
USED CAR SALES

1. 5 days' driving trial.
2. 30-day guarantee on certified cars.
3. Plainly marked prices.

Buy
where *used* cars are
sold like *new* cars on the
STUDEBAKER PLEDGE PLAN

NOWHERE in the used car market will you find a fairer, squarer basis for used car sales than the famous Studebaker Pledge Plan. More than 150,000 people, appreciating this fact, bought Pledge-backed used cars last year.

When you buy a Pledge-backed used car, you invest in unused transportation. Most of these cars look and perform as well as they did when new.

Under the terms of the Studebaker Pledge, you get five days' driving trial with the used car you select. All Certified cars carry a 30-day guarantee. And all Pledge-backed used cars

carry plainly marked price tags—one price to every buyer! Your Studebaker dealer can show and demonstrate Studebakers, Eskines and other makes of cars in a variety of models. You will find the motor car you want—and the protection for your purchase that your business sense demands.

Invest 2c—you may save \$200



Mail the coupon below for the free booklet. A 2c stamp is an investment which may save you as much as \$200 in buying a motor car!

STUDEBAKER CORPORATION OF AMERICA

Div. 153, South Bend, Indiana

Please send me copy of "How to Judge a Used Car"

Name.....

Street.....

City..... State.....

STUDEBAKER

Builder of Champions



"Number One Boy"

WHEREVER YOU MEET IT!

HERE'S a situation worth mention—here the East *has* met the West and found it very much to its liking!

In ancient China, where a true and faithful servant is both appreciated and respected, Buick plays the role of Number One Boy for transportation in many an honorable household.

BUICK SERVES

THESE LEADERS OF MODERN CHINA

The President of the National Government
 The President of the Executive Yuan
 Ministers of the Navy and the Army
 The Former President of the Executive Yuan
 The Ministers of Finance, of Foreign Affairs and of Railways
 The Vice-president, the Chief of Staff and Two Members of the Military Council
 The Commander of National Defense
 The Governor of Fujian Province
 The Presidents of the Ministry of Examination Yuan, the Censorial Yuan, and the Legislative Yuan

In this great car Occidental dash and vigor mingle with Oriental suavity to serve the modern needs of China's moderns as they should be served.

In fact, wherever you meet Buick, in China, South Africa, Europe, the Americas, it's Number One Boy of its field—a car that earns top place by ability and character.



"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Every good quality that this year swept the Buick car gloriously to new levels of success and popularity is preserved and enhanced in the brilliantly beautiful new Buick for 1937. See and ride in this marvelously sound and able car and you'll know instantly why the world is saying

"It's Buick again!"



YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

NOTE ALL THESE FEATURES, FOUND ON NO OTHER CAR IN THE WORLD: Valve-in-Head Straight Eight Engine... Automatic Carburetor... Sealed Chassis... Torque-Tube Drive... Unitized Body by Fisher... Tyrod Hydraulic Brakes... Knee Action Comfort and Safety... "High Output" Generator... Four Luggage Compartments... Double Stabilization... Safety Glass

\$765 to \$1995 are list prices of the new Buicks at Flint, Mich. Standard and special accessories groups at extra cost. Model shown, Roadmaster Six-Door Sedan, \$1275 at Flint, fredericks extra

BUICK-MOTOR-CO.
FLINTMICH.

1938 MOD. 66C
STYLE NO. 38 4667

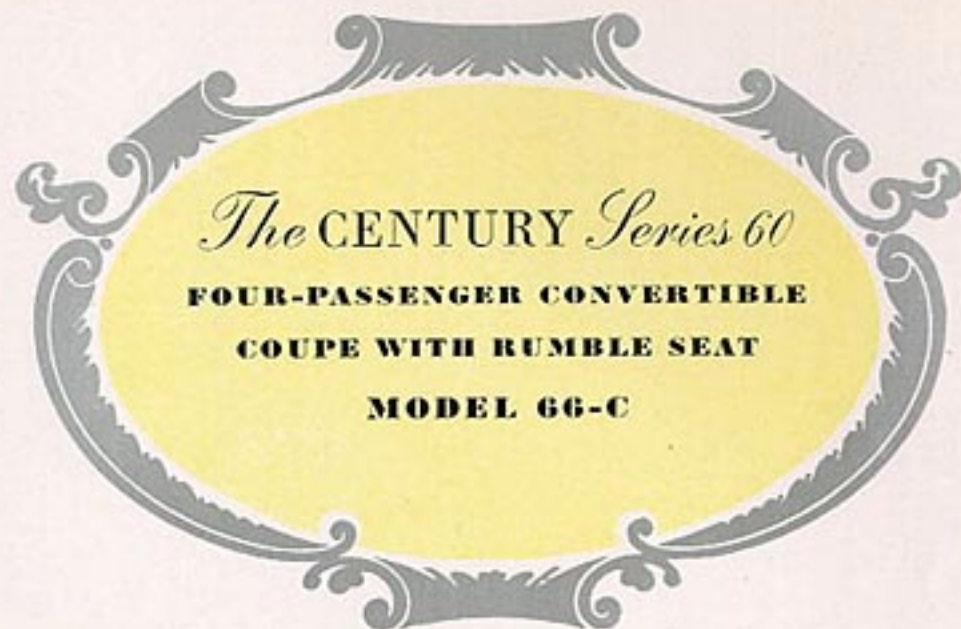
BODY No. 515

TRIM NO. 458

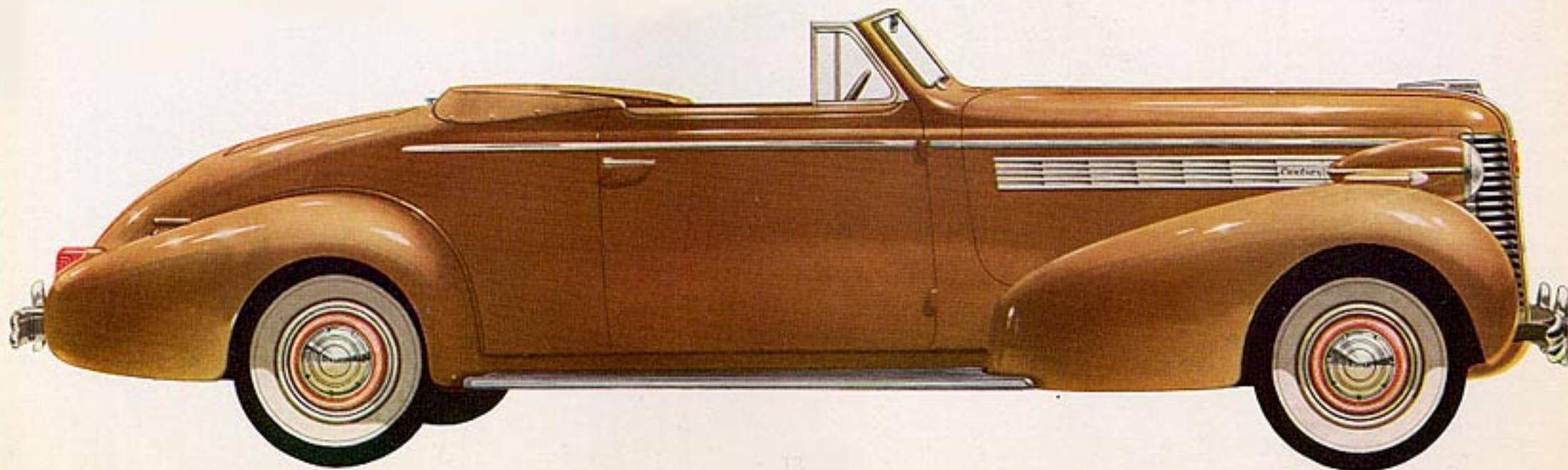
PAINT No. 523

MO. DAY YEAR

BODY BY FISHER



1938 Buick Fisher Body Production Plate
Model, Style, Trim & Paint Codes All Match This Car



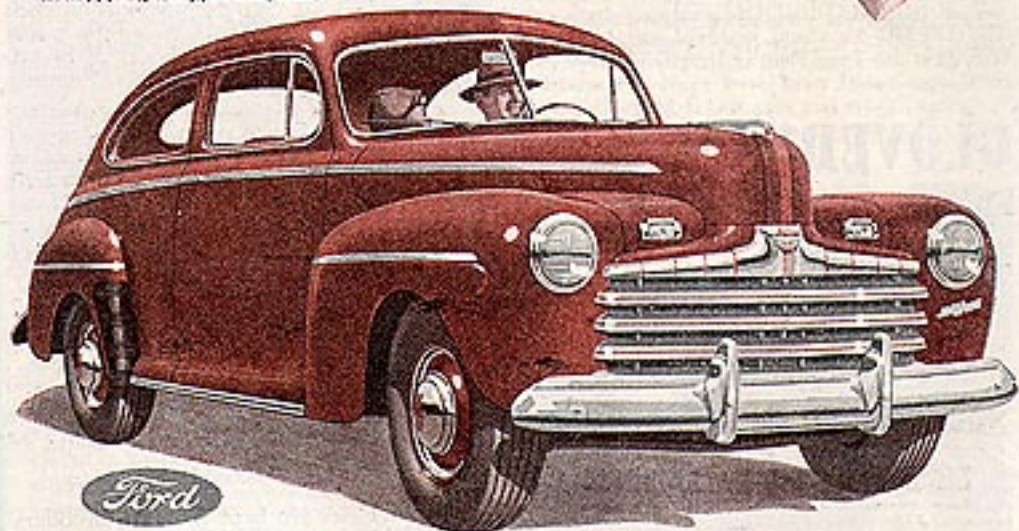
*And its styling
will stay smart!*



Fresh, eager, youthful—the new 1946 Ford is the smartest Ford ever built. From bright, massive grille to colorful, two-tone interiors—it's every inch a beauty . . . Advanced in style—and in comfort, performance and economy, too. Here's a car with new multi-leaf springing for a smooth, level ride. A car with new hydraulic brakes—extra-large and self-centering—for quick, smooth, quiet stops. And here's a car with new stepped-up power—plus new over-all economy. Two great engines to choose from: the V-8, now increased from 90 to 100 horsepower—the 90 horsepower Six . . . See this smart new 1946 Ford at your dealer's now.

FORD MOTOR COMPANY

See in . . . THE FORD SHOW . . . CBS, Tuesdays,
10:15-11:30 P.M., E.S.T. THE FORD SUNDAY EVENING
SHOW . . . ABC, Sundays, 9:30 P.M., E.S.T.



*There's a **Ford** in your future!*



**KAISER
SPECIAL**

PRODUCT OF KAISER-FRAZER

FOR DETAILS SEE
1

TRAIL BLAZERS

**IN
POSTWAR STYLING!**

BUILT AT WILLOW RUN

ONLY ONCE in a decade comes a distinctly new trend in motor car styling—a trend so clearly in accord with public preference that it is only a matter of time until all manufacturers fall into line. The KAISER SPECIAL and the FRAZER, America's first 1947 motor cars, have set a trend in body styling, passenger comfort and driver convenience that will be reflected in other automobiles in the years to come. You can see these cars at your dealer's showroom now.

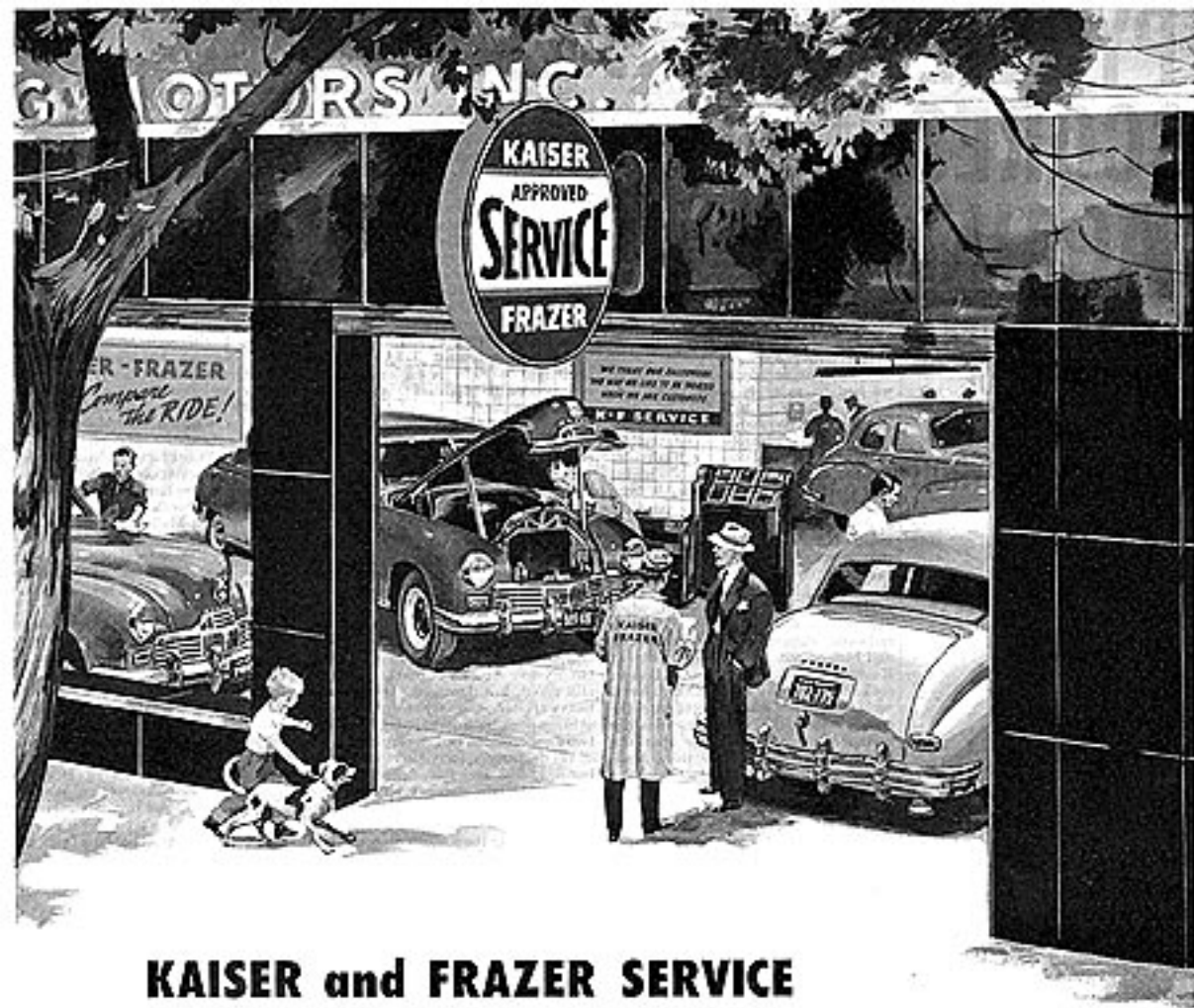
FRAZER

PRODUCT OF
GRAHAM PAIGE



FOR DETAILS SEE
2





KAISER and FRAZER SERVICE

Available Everywhere!

When you buy a KAISER or a FRAZER car, you do so with the satisfying assurance that you will find carefully selected dealers, with factory approved service facilities, *wherever* you go. What is more, each dealer carries a well-maintained stock of genuine factory parts, to serve you and save you time in any emergency. As a member of one of the four largest automobile dealer organizations in the world, your KAISER and FRAZER dealer has made service to owners one of his foremost responsibilities. And he is prepared, with equipment, personnel and convenient location, to carry out the obligation he has assumed. You will find too, that he is well qualified to render competent service on other makes of cars. Look for the KAISER-FRAZER service sign whenever your car requires expert attention.

WHEREVER YOU GO!



**BORDER TO BORDER
—COAST TO COAST!**

One of the four largest dealer organizations in the world stands ready to serve your needs. Large dots on above map indicate location of distributors and parts warehouses. Small dots represent K.F. dealers offering genuine factory parts and service in every state of the Union.



KAISER



MOST FOR YOUR MONEY

One sure way to protect your motor car investment is to buy a KAISER or a FRAZER. For in either of these ultra-modern cars you buy lasting value. You buy styling that will still be out ahead when many of today's so-called "new" cars have been obsoleted by their own manufacturers!

And at the same time you buy fully postwar engineering! A new power-to-weight ratio and truly advanced chassis design give results that will mean "money in the bank" for you in years to come. How can you possibly get more for your transportation money than to buy a car that in itself offers insurance against high and quick obsolescence?

KAISER-FRAZER CORPORATION • WILLOW RUN, MICHIGAN



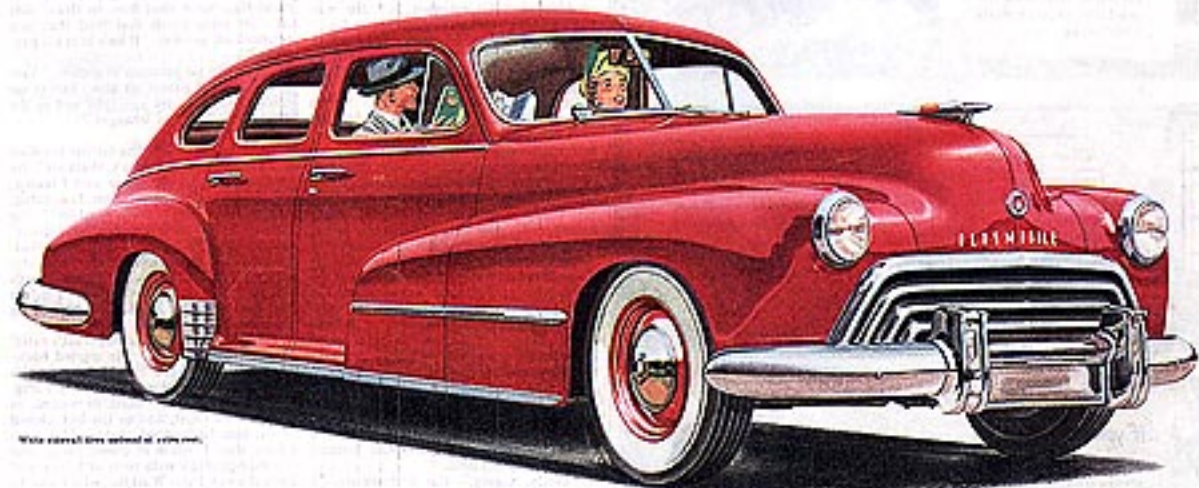
FRAZER

Famous "Drives"

FOR PEOPLE WHO
LIKE TO GO PLACES



One "drive" every motorist should know is that famous Oldsmobile feature—GM Hydra-Matic Drive*—which eliminates the clutch pedal and shifts gears for you with thrilling results in performance. Another "drive" well worth the traveller's time is pictured in this colorful map of the beautiful state of Virginia.



Wanderlust takes over . . . when you take the wheel of the Dynamic Oldsmobile for 1948. Just to see its bright, sparkling style . . . just to feel the smooth way it handles on the road . . . makes you want to travel the highways and byways of "super-scenic" America. With GM Hydra-Matic Drive*, you never shift gears, never push a clutch. For the most thrilling performance you've ever known, just step on the gas and . . . "Whirlaway!" It's the smart way to go places . . . in Hydra-Matic comfort . . . in Dynamic style . . . in a 1948 Oldsmobile!

*Hydra-Matic Drive is available (at extra cost) in the Dynamic Oldsmobile "60" and "70" . . . or the Futuramic Oldsmobile "98."

It's Smart to own an OLDSMOBILE



This home designed by Frank Lloyd Wright represents the finest of contemporary architecture. Just as the Futuramic Oldsmobile represents the furthest advancement in automotive design.

FUTURAMIC



Hydra-Matic Drive, white sidewall tires, optional at extra cost.

Watch it as it hugs a curve . . . streaks along a straightaway . . . slips so easily through traffic. Then you'll know what Futuramic means. It's the dynamic design of the future . . . styling with a purpose . . . a car whose very lines suggest action. And what action! With Hydra-Matic Drive* and Whirlaway, Oldsmobile gives you instant response—a surge of power without shifting gears or pushing a clutch. This Futuramic Oldsmobile Convertible offers other automatic features, too—hydraulically operated windows, power-operated top, and automatic seat adjuster. In its Futuramic lines and Futuramic features, the accent's on youth . . . and action!

FUTURAMIC

OLDSMOBILE

The ride of the Year

You'll ride relaxed, at ease—tested in the smooth-riding middle section of the car. It's a "Mid Ship" Ride—It's a revelation in real comfort. And seats are much wider, too!



The brakes of the Year

When the traffic light turns red you'll find you can bring your new Ford to a halt with just a touch of your foot! That's because of new "Magic Action" King-Size Brakes that use part of the car's forward motion for stopping power. They work up to 35% easier!



See for yourself why the
'49 FORD is THE
CAR OF THE YEAR!

The economy of the Year

You get up to 10% more miles per gallon of gas... thanks to new "Equal-Flt" Cooling, new lubrication system and "Deep Breath" Manifold. For even more mileage, there's the new Ford Overdrive (available at extra cost). And your choice of new V-8 or Six.



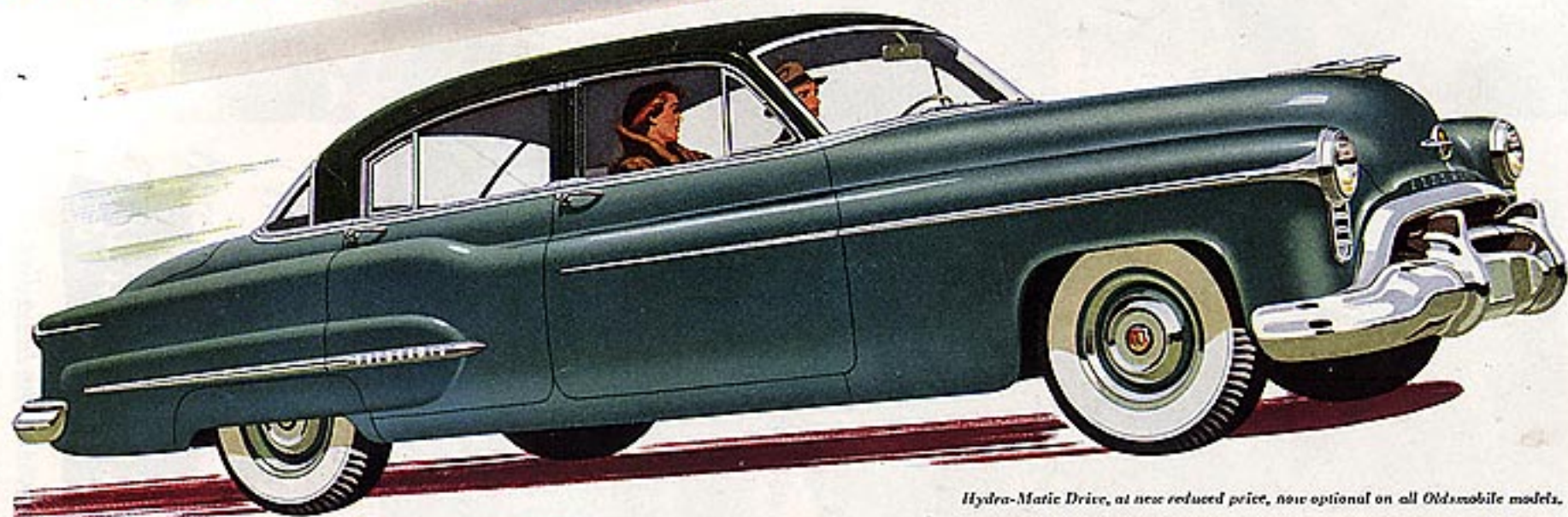
The look of the Year

Back off ten paces. Now, take a good LOOK! How do you like that low, "dream car" silhouette? You never saw a car like this before in its field, no never!

There's a ^{new} Ford in your future

White, Silver, and Blue available at extra cost.

OLDSMOBILE ROCKETS AHEAD!



Hydra-Matic Drive, at new reduced price, now optional on all Oldsmobile models.

GLAMOROUS NEW FUTURAMICS !

BRILLIANT "ROCKET" ENGINES !

NEW WHIRLAWAY HYDRA-MATIC DRIVE !

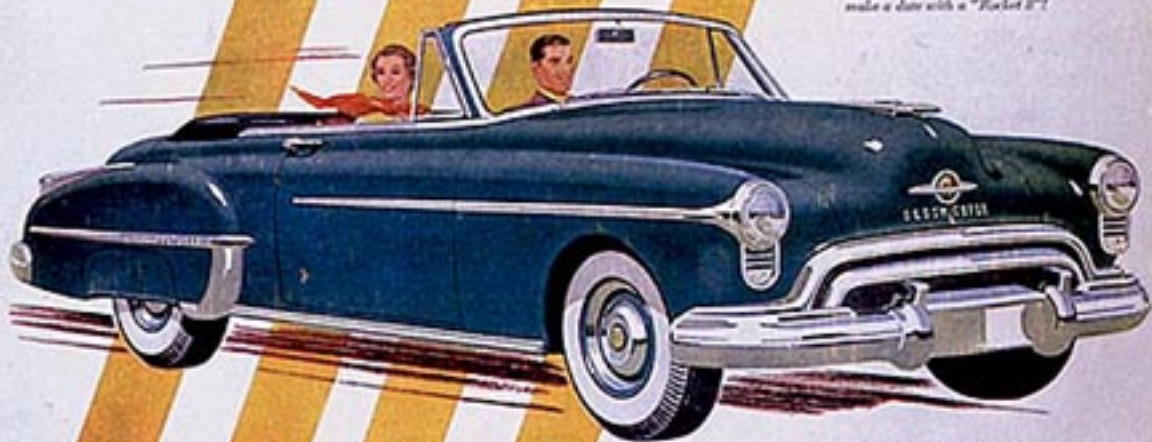
Meet Oldsmobile's New Futuramic Fleet! See the Futuramic "98"—Oldsmobile's *glamor* star! "Rocket" Engine! New Whirlaway Hydra-Matic! Lowest, widest Fisher Body in Oldsmobile history! See the newly-styled Futuramic "88"—Oldsmobile's *action* star! "Rocket" performance now even *smoother* with new Whirlaway Hydra-Matic! See the Futuramic "76"—Oldsmobile's *value* star! It's the lowest-priced Futuramic car! Take your choice! Futuramics! "Rockets!" Hydra-Matics! Finest Oldsmobiles ever!

*Make a Date
with "Rocket 8"!*



**THE BIG NUMBER WITH THE
NEW LOW PRICE FOR 1950**

The hottest number on the highway—
the most talked about car in America—
that's the famous Oldsmobile "88".
Now at an even lower price for 1950!
"Rocket" Engine action—most thrilling ever!
Futuristic styling—fast, smart, distinctive!
Whirlaway Hydra-Matic*—superbly smooth!
Now all yours at the lowest cost ever!
Take a demonstration drive tomorrow.
Just call your Oldsmobile dealer and...
make a date with a "Rocket 8"!



*Whirlaway Hydra-Matic Drive,
at reduced price, now optional
on all Oldsmobile models.

Compare it with any other car on the road
for performance—for driving ease—
for value. You'll be dollars ahead when
you rocket ahead in Oldsmobile's "88"—
at 1950's new low price!

A General Motors Value

OLDSMOBILE



Studebaker Commander 4-door sedan

This Studebaker's "next look" is a years-ahead look!

GIVE your new-car money an opportunity to buy you the utmost in value this time.

Stop in and go out for a trial drive in this low, long, alluring, new 1950 Studebaker.

It's the aerodynamic "next look" in cars as well as the deep-cushioned "next ride" in cars.

This new Studebaker's designing is trim and sleek. Its wear-resisting craftsmanship is solid

and sound. Both help substantially to keep down your outgo for gas and repairs.

Step into a showroom and see the low-price Champion and value-packed Commander sedans, coupes, convertibles—the special extra-long-wheelbase Studebaker Land Cruiser.

NEW 1950 STUDEBAKER

America's most distinctive car



Rich nylon seat upholstery gives distinctive charm to the interiors of Studebaker regal de luxe Commanders and the special, ultra-luxurious, new 1950 Land Cruiser sedans.



Rough going? Not for a Studebaker! Every ride in a 1950 Studebaker is a relaxing, restful, cushioned ride. A brand-new kind of coil spring suspension is one reason why.



Youngsters love these big windows! And sodo grown-ups! Huge areas of glass mean safer driving—a panoramic outlook on the passing scene that everyone enjoys.



Studebaker craftsmanship begins early! Many fathers at Studebaker are carefully schooling their own sons to work with or succeed them.

Studebaker Corp., South Bend, Ind., U.S.A.

White sidewall tires and wheel discs optional at extra cost

A new day is here in lowest price cars!

IT'S 4 TO SEE INSTEAD OF 3

The Studebaker Champion
is one of the 4 lowest price
largest selling cars
in America!

\$1487⁵⁰

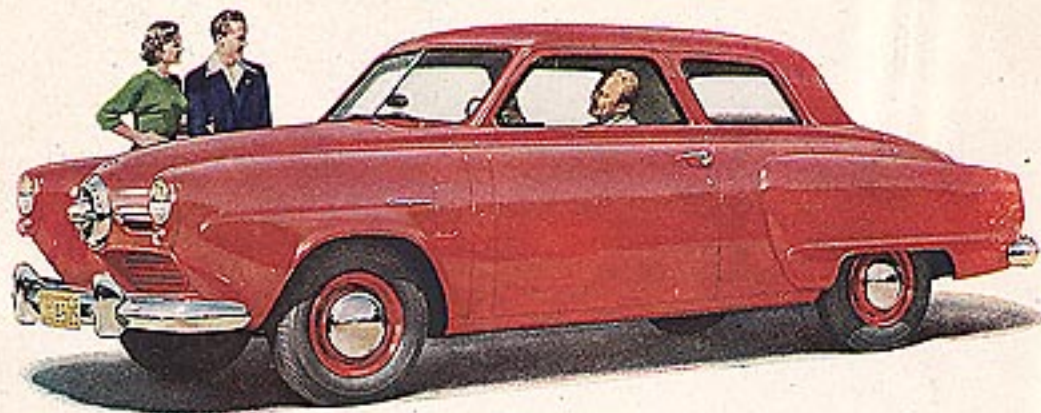
Studebaker
Champion
Custom 6-pass.
2-door sedan
as shown

This is the South Bend
delivered price and includes
Federal Tax

It does not include
transportation from
South Bend, or state and
local taxes, if any

Prices subject to change
without notice





Smart buyers of lowest price cars say...

NOW 4 TO SEE INSTEAD OF 3

**The Studebaker Champion
is one of the 4 lowest price
largest selling cars
in America!**

\$1487⁵⁰

Studebaker
Champion
Custom 6-pass.
2-door sedan
as shown

This is the South Bend
delivered price and includes
Federal Tax

It does not include
transportation from
South Bend, or state and
local taxes, if any

Prices subject to change
without notice

The *NEW* handcrafted 1951

F R A Z E R

In the best tradition of American and European coach-making the new Frazer is styled and tailored to your own discerning taste. It expresses completely all that the word "custom" implies. It is without doubt the newest, most satisfying form of *individual* transportation for you who enjoy the luxury of the unusual. Still, its price is in the range of a dozen commonplace cars. In performance, the new 1951 Frazer lives up to its dash and flair with spirited action...truly *built to better the best on the road*. Hydramatic drive is optional at extra cost. The handcrafted 1951 Frazer gratifies your every urge to travel *first class*. KAISER-FRAZER SALES CORPORATION, Willow Run, Michigan.

© 1950 KAISER-FRAZER SALES CORP.



The Pride of Willow Run



*Make a Date
with a "Rocket 8"!*



**Whirlaway Hydra-Matic Drive, at reduced price,
now optional on all Oldsmobile models.*

Smooth . . . smooth . . . superlatively smooth is the wonderful "Rocket" ride! And this is the ride that awaits you at the wheel of a "Rocket" Oldsmobile! For only Oldsmobile has the true high-compression power of the famed "Rocket" Engine! Only Oldsmobile has the velvet action of new Whirlaway Hydra-Matic Drive*. And only in Oldsmobile will you find Futuristic beauty and glamor to match the "Rocket's" flashing performance. Fleet, easy-flowing lines! Interiors, smart and trim and tailored for comfort and luxury. Visibility, better than ever with the "88's" new one-piece windshield! This is Oldsmobile . . . and you've got to drive it to believe it! Make your date with a "Rocket 8" . . . today!

"88"
OLDSMOBILE
A GENERAL MOTORS VALUE

A Sensation on a Demonstration!

Your Oldsmobile dealer makes it easy for you to enjoy the thrill of a "Rocket" ride. His special "Rocket 88" demonstrator is ready and waiting . . . for you!



See and drive this 120-horsepower wonder car!

Great new Studebaker Commander V-8

New type V-8 engine! Spectacular zip and pep!
Best gas mileage of any 8 in Mobilgas Economy Run!
Surprisingly low in price!

*Overdrive, optional at extra cost, was used.

SEE THE TOP VALUE OF THE TOP 4 LOWEST PRICE CARS...THRIFTY STUDEBAKER CHAMPION

©1951, The Studebaker Corporation, South Bend 27, Indiana, U.S.A.



Paul Hume photo

Decorative and other specifications subject to change without notice.

Amazingly powered! Attractively priced!

New Studebaker Commander V-8

**The eight to buy for thrills and savings!
Advanced V-8 engine needs no premium fuel!**



Led only by their Studebaker Champion team-mate, two 1951 Studebaker V-8s got better actual gas mileages than all eights and sixes of other makes competing as "standard classification" cars in this year's Mobilgas Economy Run. Studebaker overdrive, optional at extra cost, was used.

SEE THE TOP VALUE OF THE TOP 4 LOWEST PRICE CARS...THRIFTY STUDEBAKER CHAMPION

©1951, The Studebaker Corporation, South Bend 27, Indiana, U.S.A.



Commander State 4-door sedan.

White sidewall tires and wheel trim rings optional at extra cost.

Presenting
THE NEW 1951 STUDEBAKER

A grand new
Studebaker Champion
 in the lowest price field!
 One of the 4 lowest price
 largest selling cars in America!

A brand new V-8
Studebaker Commander
 A truly great car
 that sparkles with brilliant
 new performance!

Stop in and see these styled ahead, engineered ahead, enduringly built new 1951 Studebakers! They're on view now—at a nearby Studebaker showroom!

Studebaker Automatic Drive or overdrive available on all models at extra cost

STUDEBAKER...THE THRIFTY ONE FOR '51

Year's most beautiful cars
powered to out-perform them all!



NEW HUDSON HORNET FOUR-DOOR SEDAN IN HUDSON-AIRE HARDTOP STYLING

See Hudson-Aire Hardtop Styling—
try championship performance in the fabulous

HUDSON HORNET

and its new, lower-priced
running mate, the spectacular

HUDSON WASP

One glance tells you Hudson has the glamor... a short drive proves it has no equal for performance! Inspired new Hudson-Aire *Hardtop* Styling—the newest look in motor cars, available for the first time at standard sedan and coupe prices—teams up with Hudson's famous high-compression power to give you a new driving thrill!

Take the wheel of the fabulous Hudson Hornet... sample the surging might of Miracle II-Power. Or, try the new Hudson Wasp with its power-charged II-127 engine! See your nearby Hudson dealer today!

HYDRA-MATIC DRIVE

available for all '52 Hudsons
at extra cost.



HUDSON WASP TWO-DOOR BROUHAM IN HUDSON-AIRE HARDTOP STYLING

Four great Hudson series for '52, including the brilliant new Commodore Eight and Six—the thrifty new Pacemaker, priced from near the lowest. Every Hudson has the extra room, comfort, and safety of "step-down" design.

Standard trim and other specifications and accessories
subject to change without notice.

Hudson-Aire Hardtop Styling at standard sedan and coupe prices

OLDSMOBILE

LAUNCHES AN
ALL-TIME GREAT...
ALL-NEW "ROCKET"
SUPER



*Oldsmobile Hydra-Matic Drive standard equipment on Series "98"—optional at extra cost on Series "88" models.

A General Motors Value

Brand new gas-saving "Rocket" Engine! Leader in high compression! Brilliant new Body by Fisher... bigger, wider, smarter, too! Luxurious new styling inside and out! More beauty—comfort—room and view! Completely new chassis—even smoother "Rocket" ride! A great new advancement in Hydra-Matic Drive*! See the triumphant new "Rocket 88"—and the glamorous new "Rocket 98"—at your Oldsmobile dealer's.



Commander V-8 Starliner "hardtop" convertible.

Chrome wheel discs optional at extra cost—decorative and other specifications subject to change without notice.

See and drive the newest of the new

Look at the sweeping grace of line of this exciting Studebaker Starliner. Wouldn't you love to be going places in it right now?

Like a sleek, new-type jet plane, every 1952 Studebaker is free from burdensome excess bulk—and this saves gallon after gallon of gasoline for you.

The Starliner is one of many dramatically advanced 1952 Studebaker Champions and Commander V-8s.

Stop in and arrange to try one out at a nearby Studebaker dealer's showroom.

See Studebaker for '52

Studebaker, South Bend 27, Indiana, U. S. A.



Sparkling with eye appeal—Studebaker's refreshingly styled new '52 Champion, or Commander V-8, four-door sedan.

Star of the silky way



This one had to be good. It's our Golden Anniversary ROADMASTER.

So upon it we lavished our skills, talents and time—and when you drive it, you will come to know how good a fifty-year best really is.

You'll know it in the swift and soaring power response of its V8 Engine — the world's newest and most advanced V8.

You'll know it in the silken velocity of its getaway—with Twin-Turbine Dynaflo adding far swifter, quieter acceleration to infinite smoothness.

You'll know it, too, in the velvety luxury of its bettered ride, in the new ease of its handling, in the more reassuring comfort you feel, in the more precise

control it gives you—*now with Power Steering as standard equipment and Power Brakes** to lighten the task of quick, sure stopping.

But why say more?

It is for you, the beneficiary of all this engineering excellence, to discover the great and gorgeous going of the swiftest, the smoothest, the silkiest, the most silent automobile yet built in half a century of Buick building.

Your Buick dealer will be very happy to introduce you too. Why not drop in on him soon?

BUICK Division of GENERAL MOTORS

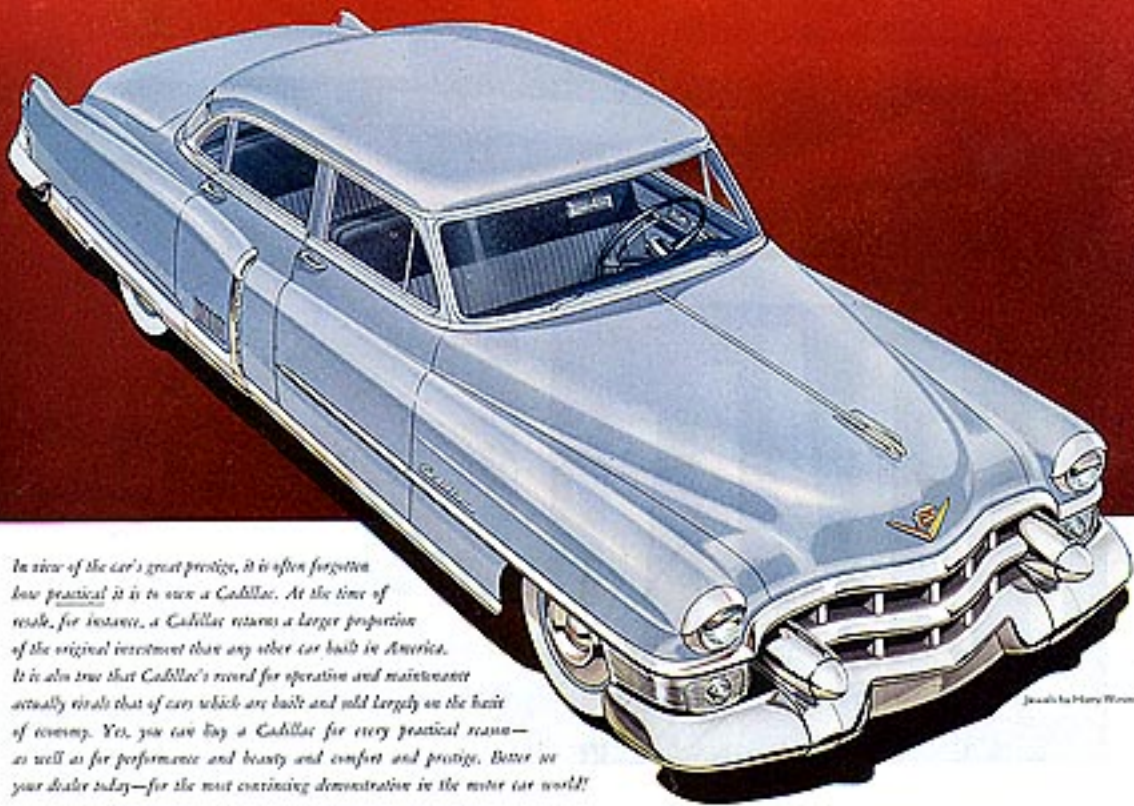
**Optional at extra cost.*

Television highlight—BUICK CIRCUS HOUR—every fourth Tuesday

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Custom Built **ROADMASTER** *by Buick*

Cadillac



In view of the car's great prestige, it is often forgotten how practical it is to own a Cadillac. At the time of resale, for instance, a Cadillac returns a larger proportion of the original investment than any other car built in America. It is also true that Cadillac's record for operation and maintenance actually rivals that of cars which are built and sold largely on the basis of economy. Yes, you can buy a Cadillac for every practical reason—as well as for performance and beauty and comfort and prestige. Better see your dealer today—for the most convincing demonstration in the motor car world!

Jewels by Harry Winston

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



Drawn by Van Cleave & Apple

There are, of course, many obvious and excellent reasons for making the move to Cadillac. There is the car's beautiful styling, for instance, its magnificent performance, its marvelous luxury... and, of course, its great prestige. But there is also another important Cadillac characteristic which every motorist should keep in mind when he is considering the car—in *plenty* long life. A few years ago, a great big manufacturer

usually ran three Cadillacs in its test fleet close to a million miles each—and then sold them into private ownership where they are still in active service. And there are innumerable instances of Cadillacs as old as fifteen—and even twenty years of age—which are still driven with pride and satisfaction. Naturally, the man who takes possession of a new Cadillac does not anticipate owning the car for so long a time... or driving

it over so many miles. But he finds it reassuring to know that the car is capable of such extraordinary service. For it means that he will enjoy the utmost in dependability through whatever period he elects to own the car... and that he can expect an unusually high return on his investment at the time of resale. Have you driven a 1953 Cadillac? If you haven't, you should visit your Cadillac dealer today. He'll be delighted to see you.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

EASIEST TO DRIVE AND THIS IS WHY

*There are engineering reasons for every benefit
your new Chrysler Corporation car offers you*



SITTING IS A NEW EXPERIENCE in the 1953 Plymouth, Dodge, De Soto and Chrysler. Here you ride comfortably relaxed, not all hunched up. On Comfort-Level seats, you can wear your proudest hat without ducking!

THERE ARE REASONS. Testing and studying for years, Chrysler Corporation engineers and coachwork designers developed a new way to "spring" your car that makes your ride steadier, more truly balanced than was possible before. There's plenty of head and shoulder room. Your seeing area has been increased as much as 15%, too.



EASY DOES IT. At a tangled downtown intersection, or out on the bounciest country road, you steer without strain. Available on Chrysler and DeSoto, full-time Power Steering makes steering your car easy as dialing a phone.

THERE ARE REASONS. Careful oil pressure tests are part of the behind-the-scenes development of full-time Power Steering. This popular Chrysler Corporation exclusive relieves you of 80% of your normal steering effort. And another Chrysler advance, Power Braking, uses engine power to make braking easier and quicker for you, too.

*Back of every development that makes your Chrysler Corporation car so easy to drive
are the talent and experience of engineers, scientists and technicians with the one aim—
to produce fine cars of superior worth.* **CHRYSLER CORPORATION**

engineers and builds Plymouth, Dodge, De Soto, Chrysler Cars & Dodge Trucks

Chrysler Marine & Industrial Engines •elite Metal Powder Products

Mopar Parts & Accessories • Air Pump Heating, Air Conditioning, Refrigeration • Cyclo Weld Cement Products

EASIEST TO DRIVE AND THIS IS WHY

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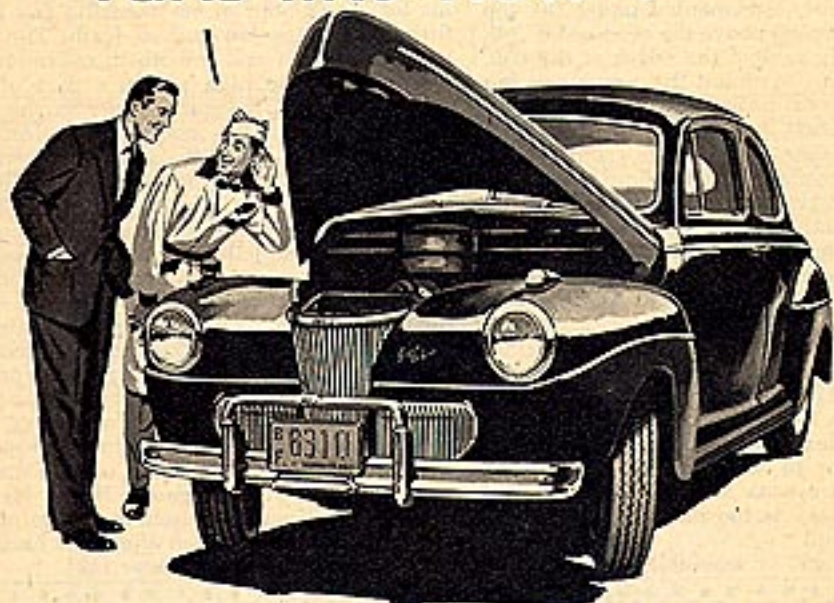
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engineers and builds Plymouth, Dodge, De Soto, Chrysler Cars & Dodge Trucks

Chrysler Marine & Industrial Engines •elite Metal Powder Products

Mopar Parts & Accessories • Air Pump Heating, Air Conditioning, Refrigeration • Cyclo Weld Cement Products

Listen—12 years old and she “runs like new”!



Naturally a car may need replacement parts in that period of time
...but not as often when you insist on **GENUINE FORD PARTS!**



They're made right to fit right because they're made by the same men who made the original parts for your Ford—so they're naturally the best parts you can buy for it. And because they're made right to fit right, they're easy to install—save you valuable repair time.



They're Track Tested and proved by Ford engineers, using Ford cars and trucks on Ford test tracks in Dearborn and Arizona. These tests prove that Genuine Ford Parts are built to *take it!* And remember, they're easy to get. Just stop in where you see this famous blue sign.

Keep your Ford all Ford
A sure sign of savings



Available at all Ford
Dealers and selected
independent garages
where you see this sign.

"You can FEEL of Ford's Crestmark



"For years, car manufacturers have tried to build a car with *all* the grace and beauty of a designer's sketch *plus* the ruggedness, the solidness and weather-tightness demanded by engineers. This perfect blending of quality and beauty has been achieved by Ford. And when you Test Drive this '53 Ford, you can actually *feel* the superior craftsmanship of its Crestmark Body."



"First look for seams. At places where you'd expect to feel seams (where fenders join body, etc.) there are *no* seams. The joints which join the body's top, sides and bottom are welded to form *one* solid unit. This eliminates seams which could hold moisture and form rust."



"Next, inspect the finish. It's a beautiful baked enamel finish—baked right over a complete rust-proofing treatment. It's a sparkling, smooth paint job that not only *looks* good and *feels* good, but one that's hard and durable . . . built to live outdoors."



"Now open the door. The door corners are curved. This permits the use of a continuous band of rubber weather-stripping, for a tighter fit. Ford's push-button rotary door latches are the most modern design . . . let doors open easily . . . stay closed safely."

Worth more when you buy it . . . Worth more when you sell it!

'53 Ford

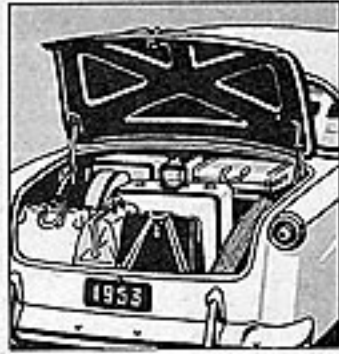
the quality body" *says Dr. Roy K. Marshall*



"Ford's one-piece windshield is smoothly curved in one solid piece to give you unobstructed, undistorted visibility. The same is true of the car-wide rear window. And the side windows are big picture windows which let in all the scenery."

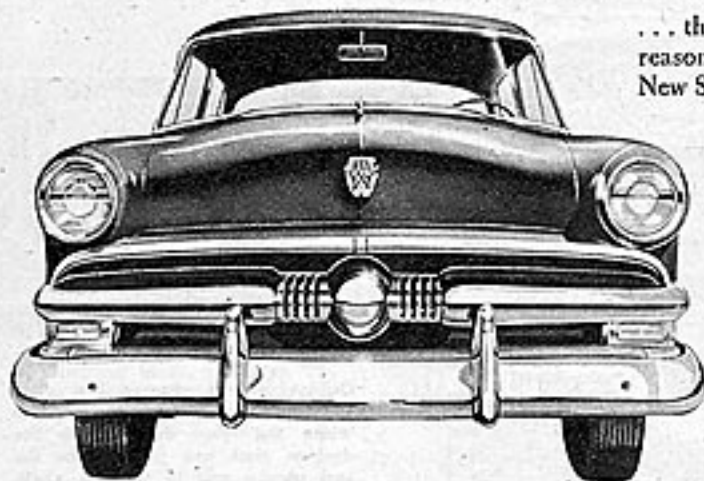


"Feel that Ford upholstery! It's as fine as a living-room sofa's (and designed to last for years!) All seats are soft, yet firm, for Ford uses foam rubber cushions over non-sag springs, both front and rear . . . just like America's highest-priced cars."



"Take trunk space. With a big, roomy trunk to start with . . . Ford's counterbalancing Space Saver hinges and short fill pipe allow room for at least one suitcase more. And like Ford's Crestmark Body it is hull-tight to seal out dust and weather."

One of Ford's 41 "Worth More" features



... the Ford Crestmark Body is a big reason why Ford is considered the New Standard of the American Road.

**See it . . .
Value Check it . . .
Test Drive it!**

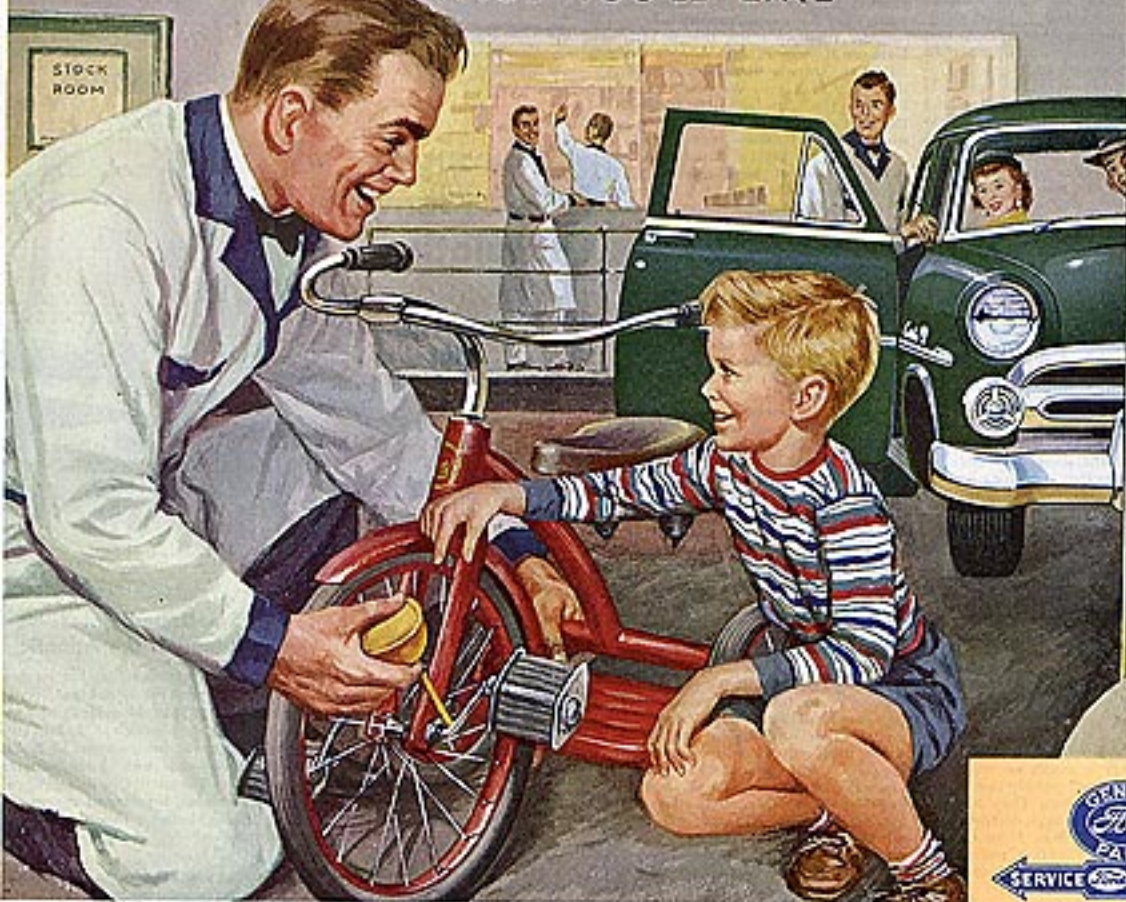
Equipment, accessories and trim
subject to change without notice.

GENUINE PARTS

Ford

ACCESSORIES

SERVICE YOU'LL LIKE



Sure signs of savings

Little
things
count big...

What's the most important thing in the world?

To this young lad, who's discovered the magic of wheels, there's nothing more important than his shiny, new tricycle. And you can see he's mighty particular who oils it for him!

Such a simple thing as oiling or lubricating your car regularly is highly important, too. At Ford Dealers, lubrication is a Ford specialty. And while your car is on the lube rack,

your Ford service man is trained to check a lot of little things that count big . . . such things as the condition of your muffler and your shock absorbers and the wear on your tires to make sure they're running true.

Little things, it's true . . . but they make a big difference in protecting your car investment—and the investment of your Ford Dealer in the future of his business. Just another good reason why . . .

You're in good hands at your Ford Dealer's

FORD Division of FORD MOTOR COMPANY—Fifty Years Forward on the American Road



The Wilsons—a typical Henry J family—drive on "Easiest St."—thanks to their smart and handsome new Henry J. The easiest-to-own...easiest-to-handle...easiest-to-run new car in the U.S.A. Travelling 895 miles over several weekends, they averaged close to 30 miles a gallon—spent as little as a penny a mile for gas. Like 97% of Henry J owners surveyed by "Popular Mechanics"

Magazine, the Wilsons like their Henry J so much they plan to buy another again. Mr. Wilson likes its "Sports Styled" lines. Mrs. Wilson has practical admiration for its washable vinyl "Color Inseparable" upholstery. Both agree its "Safety-Padded" instrument panel... "Safety-Mounted" windshield...one-piece, seamless steel top make it a decidedly safe buy in every way!

How the *Henry J* puts the Wilsons on "Easiest St."



Sitting pretty—with Henry J savings! Since their Henry J costs less in everything—price...gas...oil...Anti-freeze...tires...taxes...insurance...service and repairs—the Wilsons can look forward to first year savings of \$500 to \$600! Like many other smart Henry J owners, the Wilsons are furnishing their home with what they save. They not only drive on—they live on "Easiest St.!"



All this—and Henry J, too! (Bikes, carriages, garden tools). The Wilsons' modern-size Henry J parks anywhere with space to spare! Drives anywhere as easily, too! A joy to handle in busy traffic. A breeze to park in tight spaces. And with its Velvet Road ride and Super-tonic power—just as great on the open road. Try it yourself! See your Kaiser-Frazer dealer, and learn why the Wilsons and 10,000 other Henry J owners are on "Easiest St." today!

Get on "Easiest St."



get in the new Henry J. **\$1499**, includes \$104.82 prepaid Federal taxes, title, freight and local extra costs. *Price subject to change without notice.*

Sit right where you are — and eye it!



THAT NEW LONG, LOW LOOK CATCHES YOUR EYE...



...SO DOES THE UNITED BUMPER GRILLE.



YOU OPEN THE NEW 2-STOP SAFETY DOOR...



SEE GLOWING RICHNESS EVERYWHERE.



NOTICE THE WIDE ONE-PIECE REAR WINDOW.



FEEL THE GREATEST MERCURY ACTION YET.

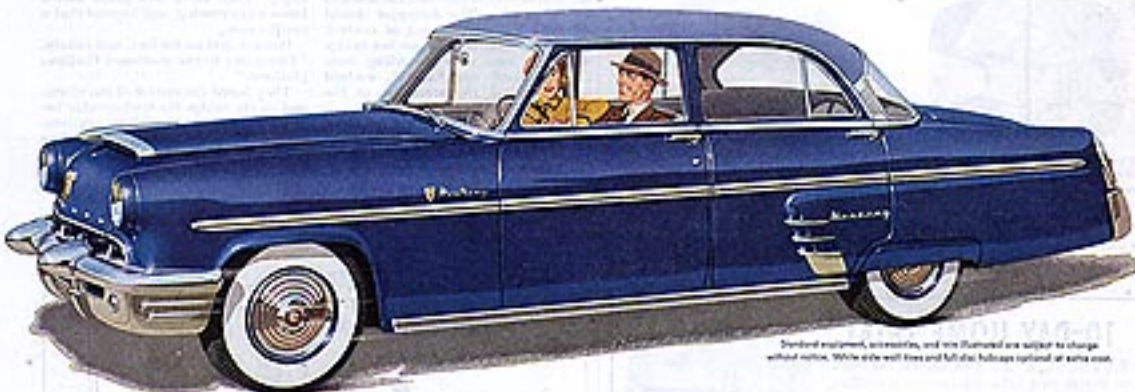


AND REMEMBER MERCURY IS FAMOUS FOR ECONOMY...



...SO PICK YOUR FAVORITE COLOR NOW.

Then...sit behind the wheel and try it...on the road!



Standard equipment, accessories, and trim illustrated are subject to change without notice. White wire wheel tires and full-size hubcaps optional at extra cost.

WE'VE tried to drive a new 1953 Mercury right onto this page... so you can see it close up, from almost every angle, as if you were next to it or even inside.

For we want you to sense the new action and performance in Mercury's mighty V-8. We want you to see how Unified Design makes Mercury look longer and lower... how every inch is designed to work for you... how it is further ahead than ever in styling. We want to give you as many facts as possible about the greatest, liveliest car we've ever built.

But we can only hint at the dazzling new body colors and the rich new interiors... more brilliant than any we've ever presented. We can only remind you that Mercury has always been famous for on-the-road economy... high trade-in value. And we can only hope that you've enjoyed this armchair demonstration enough to see your Mercury dealer for all the facts—and a ride you'll remember. Then you'll go for the greatest Mercury yet for sure.

MERCURY DIVISION - FORD MOTOR COMPANY

GET THE FACTS...
AND YOU'LL GO FOR
THE NEW 1953

MERCURY



*Symbolizing the Progress of
Ford Motor Company's 50th Anniversary—
"50 Years Forward on the American Road"*

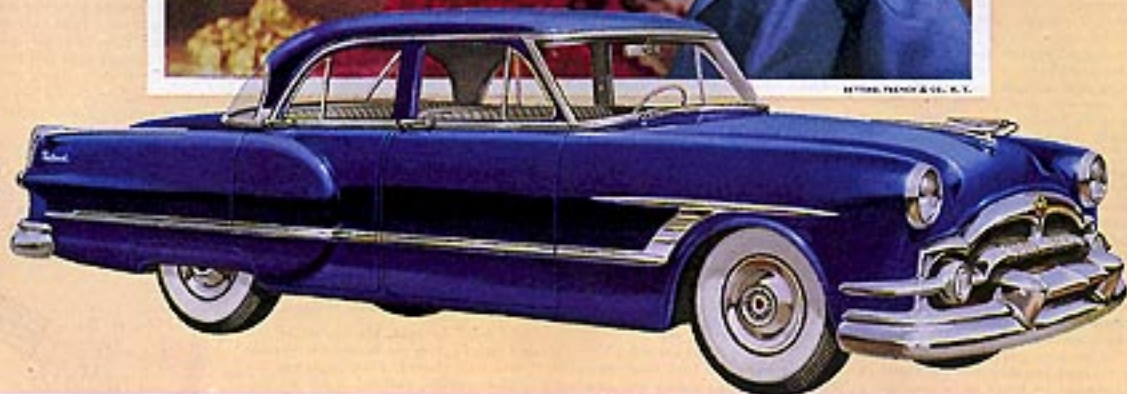
THE NEW

PACKARD

AMERICA'S NEW CHOICE IN FINE CARS



BYRON FRENCH & CO., N.Y.



A great new car with a grand old name

The new Packard bears the oldest and proudest name in fine-car history.

The new Packard is one of the most beautiful cars on the road . . . with contour styling that is setting the trend in modern motorcar design.

The new Packard gives you five inches more leg room in the back seat; and more head room,

too. You can get in and out of—and ride in—the new Packard comfortably.

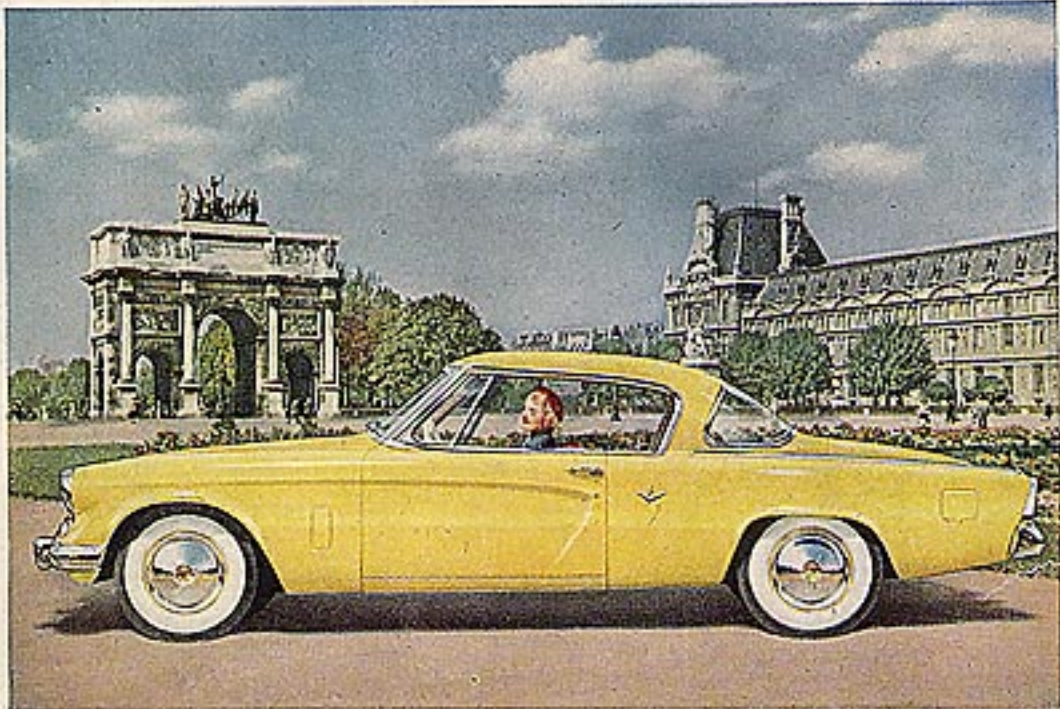
The new Packard is sped through its long and luxurious life by the famous Packard engine.

The new Packard provides Ultramatic—the world's smoothest automatic gear-shift—without charge on the Patrician, at extra cost on other

models. Power steering and braking are available at extra cost on all Packards.

People who grew up with Packard and people who want to enjoy Packard prestige are visiting Packard showrooms in ever-increasing numbers.

Your Packard dealer will be glad to put one of these new cars at your disposal anytime.



1953 Studebaker Starliner coupe for five—white skidwall tires and chrome wheel discs optional at extra cost

Actual color photograph

Announcing
the New 1953 Studebaker
The new American car with the European look

CHAMPION ★ COMMANDER V-8



The Starliner coupe—less than five feet high!
 A far-advanced new flight into the future!

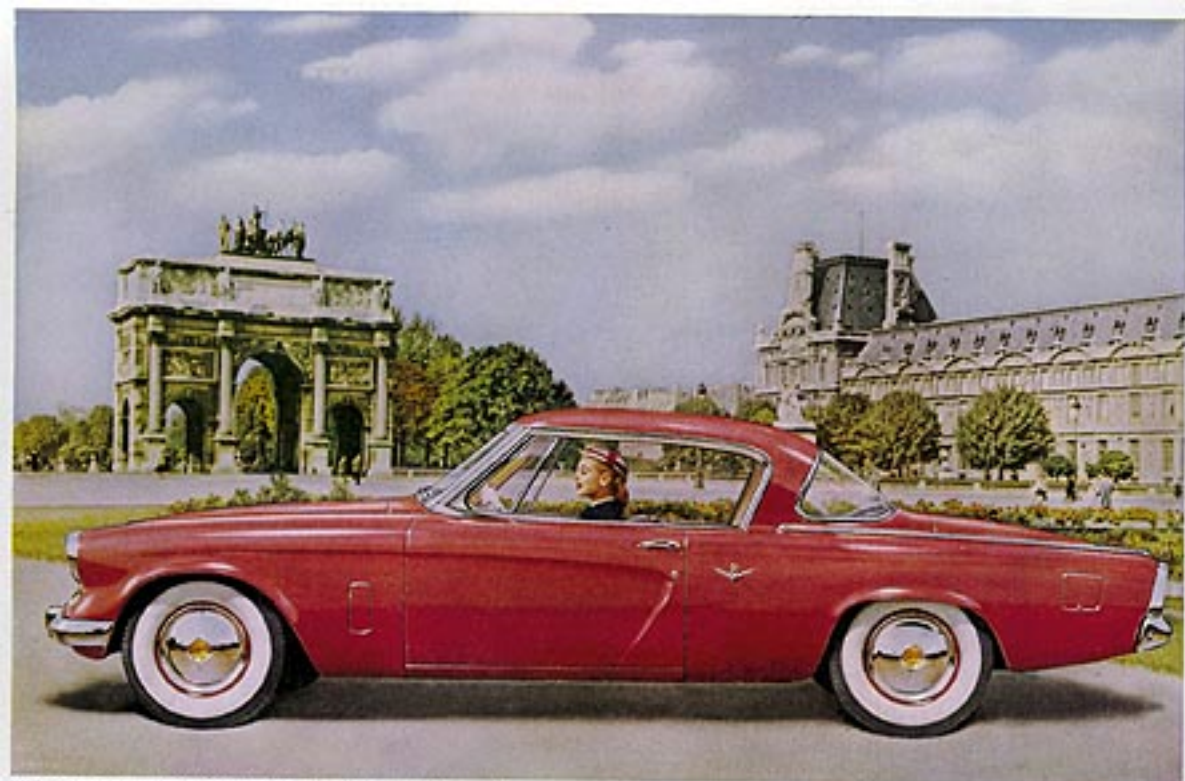
HERE is the most daring step forward of our times in automobile designing—a car sparkling with breath-taking originality . . . the new 1953 Studebaker.

This is the first American car with a real foreign-car flair—an impressively long and racy Studebaker that's so very low most people can see right over it.

Stop in at a nearby Studebaker showroom and try out this exciting new car. A truly marvelous power steering is available in the Commander V-8 at moderate extra cost.



Over 160 Years of Studebaker Progress
 on the Roadways of the World



1953 Studebaker Starliner coupe for two—white, silver, blue and chrome wheel covers optional at extra cost.

Actual color photograph

Announcing the New 1953 Studebaker *The new American car with the European look*

CHAMPION ★ COMMANDER V-8



Less than five feet high! Impressively long and wide! Studebaker Starliner coupe for 1953! It's a new flight into the future—a new ride for today!

HERE is the most daring step forward of our times in automobile designing—a car utterly different in concept and sparkling with breath-taking originality... the new 1953 Studebaker.

This is the first American car with a real foreign-car flair—an impressively long and racy Studebaker that's so very low most people can see right over it.

It gleams with enormous glass areas—

it's completely new inside as well as outside—and more marvelous still, this exciting 1953 Studebaker is down to earth in price.

Stop in at a Studebaker showroom right away. See this new American car with the smart, sleek European look.

Among the many new operating conveniences of the 1953 Studebaker is the newest and finest power steering—available in the Commander V-8 at moderate extra cost.



OVER 100 YEARS OF STUDEBAKER PROGRESS
ON THE ROADWAYS OF THE WORLD

© 1953, The Studebaker Corporation, South Bend 17, Indiana, U. S. A.



The new V-8-powered 1954 Buick Wildcat—most unusual performer ever built in this low-priced Buick Series

Look how we've broadened your point of view



Strive behind this sweeping expanse of gracefully contoured glass, you'll feel like the man in a control tower at an airport.

The windshield alone gives you 19% greater visibility.

And you can sweep your glance around a full 360° arc and find you see more and see it

more easily, because *all* glass areas are greater—every rear window is 3 to 4½ inches wider—each metal pillar is designed and placed for a minimum obstruction of the view.

But a broader outlook is only Chapter I in the story of the most far-reaching automotive step-up in recent years.

These 1954 Buicks are new from stem to stern, inside and out, frontwards, backwards and sideways. And how the public loves them!

The complete story is in bigger, roomier bodies with lowered rooflines, rich new interiors, brand-new instrument panels with air-craft-type controls.

It's in longer wheelbases, a new front suspension, a new stability in taking turns, and a whole list of features that better the Million Dollar Ride.

It's in styling completely fresh and new that brings a sports-car look to every model in every price class.

And it's in performance—V-8 performance—increased horsepower—increased fuel economy—in the SPECIAL, SUPER and ROADMASTER.

Then—for extra-extra performance, there's also a Buick CENTURY—with the highest horsepower per pound of any car at its price. (And it's priced below the SUPER.)

So there's only one thing to do—and that is—go see your Buick dealer. For nothing but a first-hand look can tell you what spectacular cars and spectacular buys he's offering this year.

BUICK Division of GENERAL MOTORS

Visit Buick's SPRING FASHION SHOW
of gay new cars and colors.
See your Buick dealer now for a springtime drive—

BUICK
the Beautiful Buy

WITTON BLUE STAYS FOR BUICK—See the Buick Buick show, Tuesday evenings.



Power-Life Windows. Ford is the only car in its field with push-button control of all four side windows! Fordomatic Drive. It's the only "automatic" in Ford's field that combines torque converter smoothness and the "Go" of an automatic intermediate gear!

FIVE POWER ASSISTS that take the "drive" out of driving in the '54 FORD

With all the power assists you'd expect to find only in the costliest cars, the '54 Ford really puts the fun *in* and takes the work *out* of driving.

Yet power assists only begin to tell Ford's fine-car story! Ford offers a choice of new engines, too: a new 130-h.p. Y-block V-8 and 115-h.p. I-block Six. Both are low-friction, deep-block engines which deliver increased "go" and greater gas savings. And you ride and steer easier with revolutionary new Ball-Joint Front Suspension.

Whatever your tastes and requirements may be, you'll find a Ford model that truly "belongs" . . . in your family, and wherever you may drive.

Your Ford Dealer cordially invites you to Test Drive the '54 FORD

Master-Guide Power Steering. It does up to 75% of steering work yet leaves you with natural steering "feel" on straightaways.



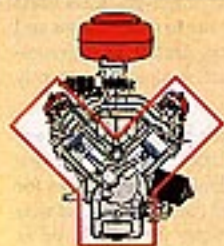
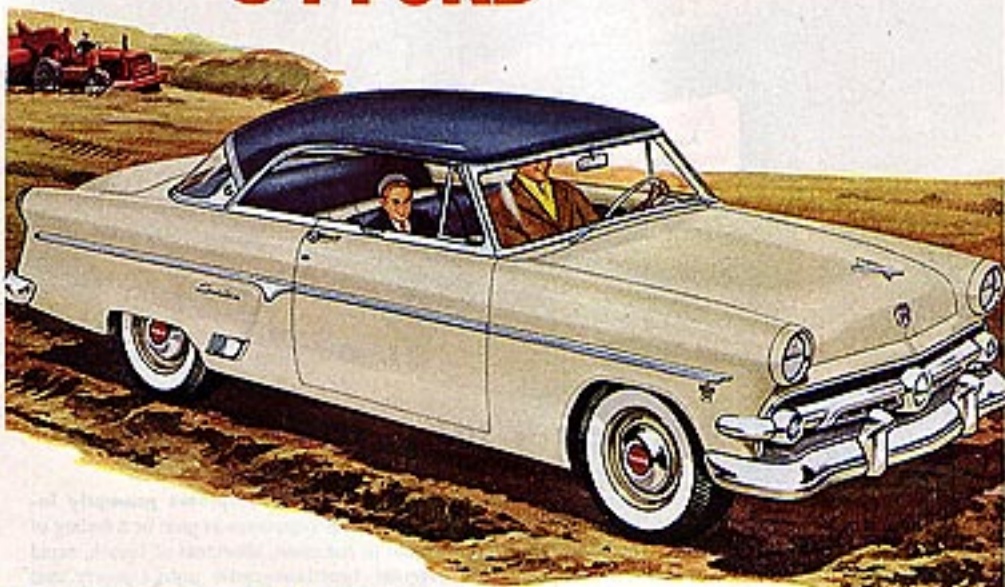
4-Way Power Seat. It's the only power seat in Ford's field that goes *up and down* as well as *forward and back* at the touch of convenient controls. Swift Sure Power Brakes. They reduce the effort of braking by up to one-third . . . a real convenience in traffic that helps you stay relaxed while driving.



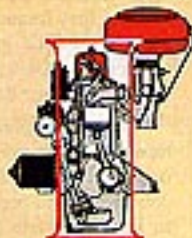
Power assists optional at extra costs.



Extra Dividends at no extra cost in the '54 FORD



New 130-hp. Y-block V-8



New 115-hp. I-block SIX

The beautiful Crestline Victoria is one of Ford's 14 body styles for '54

The '54 Ford with its many value "extras" is recognized everywhere as an extra special buy.

Look at the extra dividends in styling, inside and out. Note those clean, distinctive lines. Check those stunning upholsteries... color-keyed to the body color of your choice.

The new Ball-Joint Front Suspension, exclusive to Ford in its field, brings you extra dividends in more comfortable riding and consistently easier handling. And you get extra dividends in styling, ride and performance... all at no extra premium in price.

And for the ultimate in driving ease, Ford offers five power assists.

Great TV! FORD THEATER, NBC-TV

Your Ford Dealer cordially invites you
to Test Drive the '54 FORD

How Mercury's new 161-horsepower engine makes any driving easy



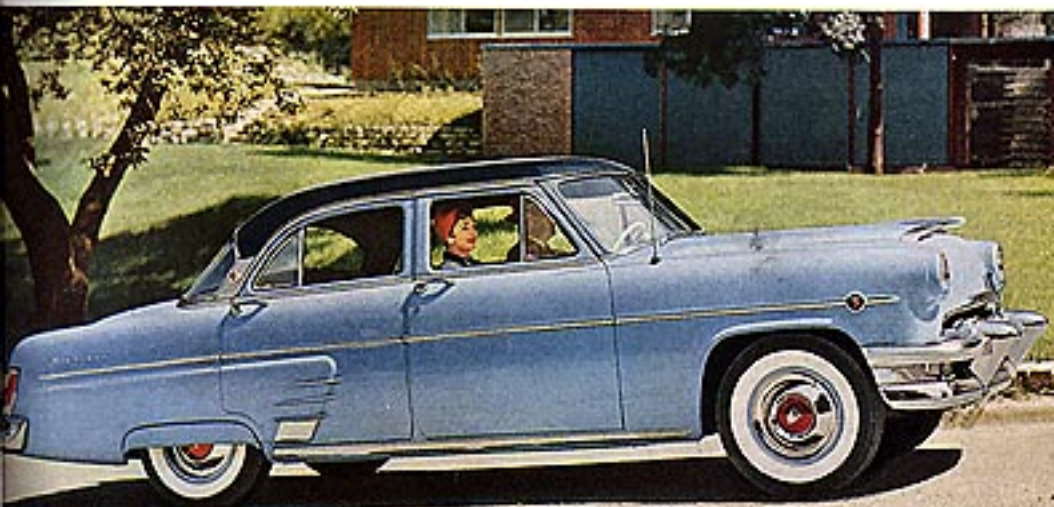
GET IN AND TRY IT—You'll find Mercury's entirely new V-161 engine smoother, quieter. And with new ball-joint suspension, you'll enjoy greater handling ease.



PASSING—Extra power is provided instantly, whenever needed, by unique new 4-barrel carburetor.



HILL CLIMBING—V-161 power is eager power. And there's plenty in reserve to do the job effortlessly.



MAKE DRIVING AS EASY AS TOP WITH optional 4-way power seat, power steering, power brakes, power windows, Metro-O-Matic Drive.

How often have you wished for more "go" from the car you now drive—especially when passing or hill climbing? How often have you been annoyed by sluggishness in traffic, stiff handling when parking, or wheel tug on curves?

Now—you can solve driving problems like these with Mercury's completely new V-161 engine teamed with new ball-joint front wheel suspension. The combination gives you a new feeling of safety in driving—smoother, easier power, unique in a popular-priced car. Road test a 1954 Mercury.

THE CAR THAT MAKES ANY DRIVING EASY

**New
1954**

MERCURY

MERCURY DIVISION • FORD MOTOR COMPANY



THE 1954 MERCURY, with its all-new overhead-valve V-8, topped other cars compared in test-track runs—for performance, for easy handling, for sure control. Although 25% more powerful than last year's Mercury, it can give you even more miles per gallon.

Now 161-Horsepower V-8 —and see how easy it makes any driving!



EASIER PASSING—NEW 4-BARREL CARBURATOR automatically releases Mercury's reserve power when needed for safer passing.



EASIER CORNERING—NEW BRILLIANT RIDE—Another first-in-its-field for Mercury for sports-car stability, matchless control.



EASIER HILL CLIMBING—No hesitation. You maintain your speed effortlessly—with plenty of power still left in reserve.



MAKE DRIVING AS EASY AS YOU WANT with optional 4-way power seat, power steering, power brakes, Merc-O-Matic Drive, power windows.

Your first ride will prove it . . . here's an entirely new kind of power for a popular-priced car.

It's smoother, more efficient power—with tremendous reserve capacity. It's more restful power—as quiet as the wind slipping by. And it's safer, more sensitive power—responds faster to your touch.

The new 1954 Mercury is designed to make driving safer, easier. Your Mercury dealer invites you to come in and see for yourself.

THE CAR THAT MAKES ANY DRIVING EASY

**New
1954**

MERCURY

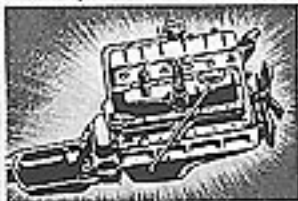
MERCURY DIVISION • FORD MOTOR COMPANY



This 1951 Nash is typical of many fine, low-priced used cars on Nash dealers' lots right now!

Why are Nash cars more economical to run? Every Nash has a sealed-in Iso-Thermal Intake Manifold, and high compression to deliver more power on less gasoline, under all conditions.

Every Nash engine has the vibration-free smoothness of a counterbalanced crankshaft. And every Nash engine today has a special oil-controlling employing a new principle to give low oil consumption over thousands of miles.



The car with the "Double Lifetime"

Drive your Nash as long as you want—as far as you like . . . you probably will never use up the reservoir of service—the "DOUBLE LIFETIME" that was built into it originally. That means, of course, it will be worth more when you sell it—you'll be money ahead when you pass it along to the next owner.

How exclusive Nash features

Double your Travel Pleasure

Now let's forget the dollars and cents you save—and think about the pleasure you gain when you buy a used Nash.

You'll get extra room for passengers and luggage to make traveling so much more enjoyable.

Most Nash used cars have the famous Weather Eye Conditioned Air heating and ventilating system—and built-in beds for over-night sleeping!

So when you are looking for a good used car, remember these facts about Nash "DOUBLE LIFETIME" Value. You'll treat yourself to the finest buy you ever had in an automobile!



Nash

*The Car With The Double Lifetime
... Built to Stay New Longer*



**SEE A NASH DEALER FOR THE
BEST USED CAR "BUY" IN TOWN**

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.

Styled by
Raymond Loewy
WORLD'S MOST FAMOUS
DESIGNER

Studebaker's pioneering new low-wing styling has won 30 outstanding awards in international competitions with both American and foreign cars.



Cut your driving costs with an *out-ahead '54 Studebaker*

OWN THE ONLY REALLY MODERN CAR IN AMERICA!
IT'S SETTING THE STYLE FOR THE WORLD!



When it's with you and others, wheel drive material in all models at extra cost.

World's most beautiful station wagon

It's the big and low-wing money Studebaker Greenstags which you can get either as a Champion in the lowest price field or as a Commander V8. Like all 1954 Studebakers, the Greenstags are superbly color-styled inside as well as outside. Every model in the line offers Automatic Drive or Overdrive—and marvelous Power Steering—at extra cost.



STUDEBAKER's modern design is more than stand-out styling. It's the greatest advance ever made in car engineering.

Instead of burdening your car with old-fashioned excess bulk that wastes power, Studebaker eliminates all needless dead weight. The result is marvelous gasoline mileage—plus the finest performance and handling you've ever had in any automobile.

Prove to yourself that this 1954 Studebaker is America's only really modern car—superbly safe as well as saving—styled to insure you top resale value. Try out a Studebaker Commander V8 or Champion right away.



No wonder Studebakers win the Multiple Economy Award! You go past the filling stations mile after mile when you drive a modernly designed Studebaker. The Studebaker Commander V8 and Champion engines are such incredibly perfect as to run on "regular" gas.



You get quality workmanship that delivers low upkeep! Famous Studebaker fender-and-entrance join with leather riveting. Craftsmen in make every Studebaker out-standing in wear resistance. Studebaker body steel is heavy-gauge for safety insurance. Extra large, extra powerful new brakes combine with big stability and road-hugging stability to make you additionally secure.

All-out Action...



with Texaco **FIRE CHIEF** gasoline...

100% CLIMATE-CONTROLLED

THERE'S extra liveliness in all your driving — with Fire Chief gasoline in your tank. You get quick starts... strong, smooth getaways... bustling hillpower! You can count on this liveliness wherever you fill 'er up, too — for Fire Chief is 100% Climate-Controlled in all 48 states! Fire Chief sells at regular gasoline prices. Fill up soon — at your Texaco Dealer, the best friend your car has ever had.



TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America

Cadillac



Scene photographed in Christian Dior's Paris Salon expressly for Cadillac by Cecil Beaton.

Styling the Whole World Admires!

We doubt seriously that any other automotive design ever inspired such deep or such widespread admiration as that of the 1955 Cadillac.

Let the car appear on any highway in the world—even among people who have never before seen its familiar silhouette or heard its famous name—and it will be recognized instantly as the "car of cars."

And, of course, the way a Cadillac feels is an

authentic reflection of what a Cadillac is and does.

Its great beauty, for instance, faithfully foretells the deep feeling of pride and satisfaction that comes to its owner every time he takes the wheel.

Its careful craftsmanship is clearly indicative of the car's dependability and economy of upkeep.

And its graceful, scientific styling accurately reflects the car's smoothness of ride... with an

absolute minimum of resistance from wind and road.

We suggest that you visit your Cadillac dealer today for a close personal inspection of this remarkable Cadillac styling... and to see what it means in terms of motoring pleasure and satisfaction.

He'll be most happy to give you the keys... and the car... and the surprising facts that make this the perfect time to move up to Cadillac.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



World's Best Reason for Ordering a Cadillac !

As almost any Cadillac owner can tell you, his family represents the finest of all reasons for making the move to the "car of cars."

How wonderful it is, for instance, to be able to surround your loved ones with Cadillac's superlative comfort and safety. Every luxury and convenience and motoring safeguard known to

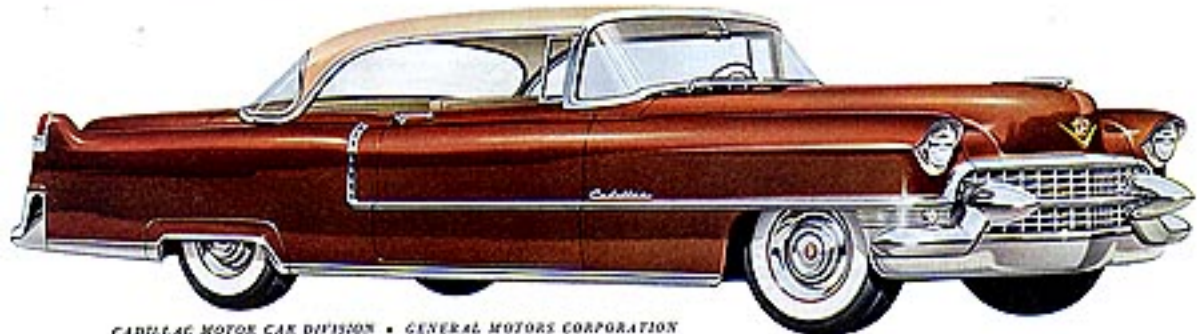
automotive science rides with them through every mile of every journey.

And how much a new Cadillac car adds to the family's daily happiness! As a source of family pride and pleasure . . . it is, truly, a thing apart in the world of personal possessions.

And it is even friendly to the family exchequer.

The car's original cost is surprisingly low—gasoline mileage is surprisingly high—and resale value is the best in the automotive industry.

If you think the time has come for your family to enjoy the countless benefits of a Cadillac, visit your Cadillac dealer today. He'll be happy to see you—and your family—at any time.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



The fabulous Ford Thunderbird, which has captured the fancy of America with its long, low exciting styling and its eight-second Trigger-Torque power, has set the pace for all '55 Fords.

There's a touch of Thunderbird in every **FORD**

• The way it looks ... the way it goes ... the way it's built ... everything about the 1955 Ford shows it was cut from the same cloth as the heart-stealing Thunderbird.

You'll see the resemblance in the graceful flair of Ford's long, low lines ... and in the skillful harmonizing of interior colors.

You'll feel the kinship in the reflex-quick obedience of Ford's Trigger-Torque power

It has that Thunderbird look from stern to stern! You can see the relationship in Ford's low silhouette, veined headlights, distinctive tail fin ... everywhere.

... split-second response that makes you feel safer when accelerating, passing and under all driving conditions.

You'll also experience Thunderbird-like ease of handling with Ford's Ball-joint suspension. You'll find what a smooth difference Ford's Angle-Poised ride makes on all roads.

You'll know how well a Ford is designed and built, too! For Ford shares the same kind of engineering, the same quality standards that have won first place for the Thunderbird in the hearts of so many.



It has Thunderbird "GO" in your choice of two mighty Y-block V-8 engines and the power-packed I-block Six. Each of them offers Trigger-Torque response ... "GO" that obeys your commands "reflex-quick."

Treat yourself to a Trigger-Torque Test Drive TODAY!

This Ford went to Market...

...while this Ford went to the Club

The fun and convenience of two-car living is practical, too, when you can have...

Two fine cars for the price of one!

Surprised? Well, it's a fact. Manufacturer's suggested list prices reveal you can own two fine V-8 Fords for what you'd pay for any one of a number of other fine cars. And for even less, you can have Ford's famous Six!

Over 200,000 families have discovered this well-known "secret" and are now enjoying the fun and convenience of owning two Fords.

There are other important reasons for the swing to two Fords... Thunderbird-inspired styling, responsive Trigger-Torquepower, silky-smooth Angle-Polished ride... to mention a few. And Ford's traditionally high resale value means that, on the average, Fords cost their owners the least money to own.

Your Ford Dealer can prove that it's not only desirable to own two Fords, but practical, too!



The Ford Fairlane Victoria is one of six beautifully decorated Fairlane models. Like all '55 Fords, its styling is inspired by the Thunderbird, America's only on-the-road dream car.

America's
"worth more" car...

FORD



The Ford Custom Ranch Wagon is one of five station wagon models. Two doors or four... six passengers or eight... there's a Ford wagon for you.





Beautiful performers — new Hudson Hornet Hollywood hardtop (available with V-8 or Championship Six engine) and Star Waterfall. Performers of Cypress Gardens, Winter Haven, Florida.

Beautiful, new Hudsons by American Motors give you all these extras . . . at no extra cost!

Extra room, ride, vision, and safety . . . top big list
of features found nowhere else at any price!



Hudson seats are wider than those in any other car at any price — nearly six inches of extra room in many places! Headroom is again the best in any car at any price — three inches more than in some of the most expensive cars built today! See it for yourself.



Extra-smooth, steady ride. Hudson brings you American Motors' exclusive, new Deep Coil Ride — at no extra cost. Long coil springs, with three times ordinary cushioning power, slanted outward for new anti-sway safety — for smoother riding, easier handling.



Wider wrap-around windshield — you get extra vision-area in Hudson — easier, more relaxed driving. The widest wrap-around windshield in the business (completely free from

distortion anywhere) teams up with a new lowered hood to give you perfect forward vision. Hudson fenders are raked to help guide you in tight spots and in parking.



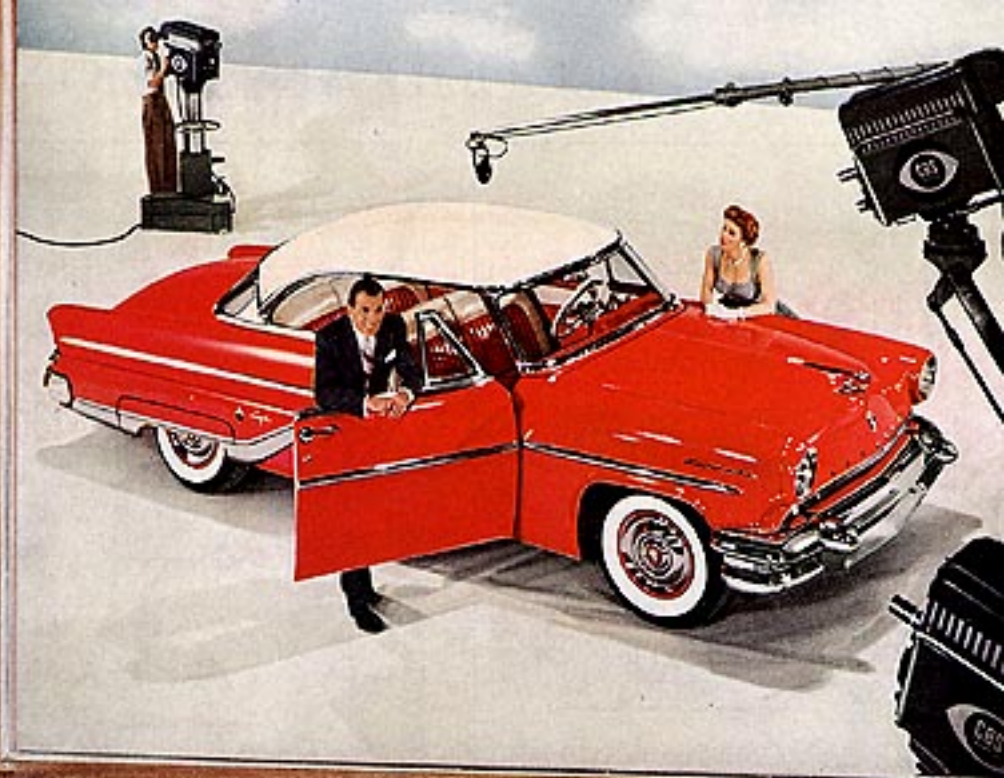
Extra safety, longer car life with American Motors' exclusive Double Strength Single Unit car construction — rattproof, twice as strong,

rides as rigid, twice as safe as other bolted-together bodies and frames. Keeps Hudson like new longer — makes it a better trade-in.



Hudson Hornet • Wasp • Rambler • Metropolitan
Products of American Motors

See "Disneyland," great new all-family show, ABC-TV network, Check TV listings for time and station.



Ed Sullivan, M.C. of *Test of the Town*, and *Zero Hour* introduce the new Lincoln. Monitor sets show new rear deck, new longer body, new front assembly.

Camera one! Close up! Take the new Lincoln for 1955

FIRST you notice its unusual beauty: the dramatic new tail-lights, the sweep of chrome, the new front end treatment, the 11½ inch longer body, the lower, flowing look.

But perhaps even more exciting is the story on performance — further enhanced by new Turbo-Drive — biggest news in no-shift driving in almost 15 years. Here is no frustrating lag, no unpleasant jerk, but one unbroken sweep of silent power, from zero to superhighway speeds.

Turbo-Drive is especially designed and built to work in harmony with Lincoln's brand-new, high torque V-8 engine for 1955. But you must feel this action to believe it. Your Lincoln

dealer will be glad to let you drive a Lincoln or a Lincoln Capri. You'll know you've made a wonderful discovery the moment that Lincoln's wheels begin to turn.

LINCOLN DIVISION • FORD MOTOR COMPANY

NEW 1955

LINCOLN

for modern living
for magnificent driving

Now—high horsepower you can use—not just boast about!

NEW SUPER-TORQUE V-8 ENGINES BOOST USABLE POWER



You get 190 horsepower (and an 8.5 to 1 compression ratio) in the new ultra-smart Mercury Montclair Series; 188 horsepower (7.6 to 1 compression) in the Monterey and Custom Series. But even more important to you is Mercury's new acceleration in every speed range.

YOU GET MORE POWER WHERE AND WHEN IT COUNTS



In conventional engines, high horsepower is often wasteful power—useful only for high speeds which are rarely needed. But with Mercury's new super compression, special axle ratios—and dual exhaust on the Montclair and Monterey Series—more of the engine's power is delivered to the rear wheels for everyday driving.

YOU ENJOY FASTER GETAWAY—
MORE POWER IN THE MOST-USED SPEED RANGES



You enjoy brilliant, responsive performance at all speeds, but particularly for normal driving. New Super-Torque V-8 engines give you split-second pickup from a standing start. A lightning-quick reserve of passing power at cruising speeds. In short, instant acceleration all the way up to superhighway limits.

DARING NEW BEAUTY IN 3 NEW BIGGER-ALL-OVER MERCURY SERIES



Mercury offers you 10 longer, lower, wider models for 1955. Just about everything's new. There are entirely new bodies for all models... fabulous new interior patterns and fabrics specially created for Mercury... and a new longer, lower chassis. And there's a new Full-Scope windshield, new tubeless tires at

no extra cost, hooded headlamps, quicker-action Merc-O-Matic (optional). You even get a finer-than-ever edition of famed ball joint front wheel suspension. We invite you to see all 3 series of 1955 Mercurys at your dealer's today—the ultra-smart Montclair, the beautiful Monterey, the budget-priced Custom.

FOR FUTURE STYLING AND SUPER POWER IT PAYS TO OWN A NEW 1955

MERCURY

MERCURY DIVISION • FORD MOTOR COMPANY

In every picture you'll find a reason why Mercury offers you more for your money



EXCLUSIVE STYLING—Mercury shares its styling with no other car. You get distinctive touches everywhere. The tasteful use of color and chrome, the unique design

of the combination bumper-grille, the Full-Scope windshield, the massive tail-lights all say "Mercury." You can always look to Mercury to be out front in styling.



NEW SUPER-TORQUE POWER—You get high horsepower (150 and 185 hp) you can see, not just hear about. More of it is put to work in the everyday drive ranges.



BEST RECORD FOR STAMINA. Mercury's high economy and low upkeep reduce your operating costs—per mile and per year. That "new car feel" lasts longer, too. 9 out of 10 Mercury ever built are still going strong.



MORE FINE-CAR FEATURES at an extra cost, all Mercurys have 4-barrel carburetors, ball-joint front suspension, anti-doubling spark plugs, special fabrics and colors. 11 out of 11 models have dual exhaust systems.



NEW, EXCLUSIVE POWER LUBRICATION. Mercury offers the widest choice of optional power features in its field: power steering, brakes, 4-way seat, window lifts—even power lubrication (just press a button on the dash).



EASIER HANDLING—Famed ball-joint suspension, a torsional stabilizer bar, and balanced Steli-Line steering make Mercury one of America's steadiest, easiest handling cars...especially on curves or when parking.



SAVE WHEN YOU BUY—WHEN YOU TRADE. The 105-horsepower Custom Zephyr Sedan is priced below 15 models in the low-price field.* Remember: Mercury consistently leads its field in resale value. See your Mercury dealer today. *Based on comparison of manufacturer's suggested list at factory retail price.

IT PAYS TO OWN A
MERCURY
FOR FUTURE STYLING
—SUPER POWER

MERCURY DIVISION • FORD MOTOR COMPANY



Golf Green by Ponté Vedra

Afternoon Dress by Maurice Rentner

4-Door Holiday 98 by Oldsmobile

Body by Fisher

Creators of such Fisher Fashion Firsts as the exciting new 4-door hardtop, only body style now in production with no view-cramping center post above the belt line; and original panoramic windshield found only on General Motors cars: CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC





GOLDEN ROCKET IS HOLIDAY SEASON

Come on—live a little!

If you're the kind who won't settle for the ho-hum way of life . . . you're ready to join the circle of Oldsmobile owners. And the Golden Rocket 88 is for you! It's a mood-in-motion . . . with the bright

new Accent Stripe, smart as the slap of skis on snow; it's the sweep of clean, low-level body lines.

And above all, it's *power personified*—with the thrilling high-compression horsepower of the

Rocket T-400.* Dashing "go" when you need it . . . wise economy when you want it! Today, let your

Oldsmobile Quality Dealer show you the Golden Rocket 88 . . . value-car of the year!

*277 h.p. Rocket 3-400 Engine standard on all models, Special Rocket Engine, with up to 372 h.p., available at extra cost.

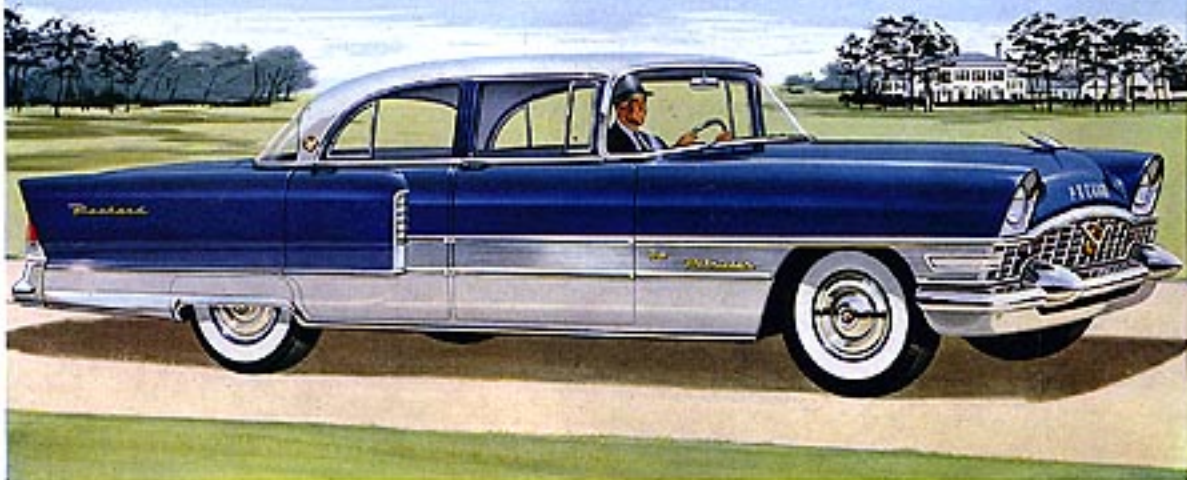
GOLDEN
ROCKET



OLDSMOBILE

The New PACKARD

WITH TORSION-LEVEL RIDE



261 HORSEPOWER PACKARD TRAFICAR

Creating True Pride of Ownership

Packard's talent for creative engineering has produced a car calculated to instill genuine pride in its owner and create a bit of envy in those who have not yet experienced the pleasure a Packard can provide.


Packard owners are proud of the exclusive Torsion-Level Ride, the only suspension system which completely eliminates conventional springs and beats riding on air. The Packard skins over the roughest roads with the torsion suspension absorbing road shocks before they can wrack the car frame or disturb the passengers.

And a power-controlled leveler automatically keeps the Packard level regardless of passengers or luggage load.

Packard owners are proud of the tremendous power unleashed at the touch of a toe. The Packard V-8 delivers more driving force to the rear wheels (torque) than any other passenger car engine in the land... developing 275 horsepower in the Caribbean and 260 in all other models. Packard owners can point proudly to the action of the new Twin Ultramatic, smoothest and most alert of all automatic transmissions, with an instantaneous

choice of lightning get-away or cruising glide. And Packard owners certainly view with pride the beautiful lines and the luxurious interiors bearing the inimitable Packard touch.

The new Packard is a car proudly owned and proudly driven... we think that you, too, will be proud to own one. "Ask the Man Who Owns One."

Take the Key  and See

PACKARD DIVISION • STUDEBAKER-PACKARD CORP.



GREAT NEW SOURCE OF POWER for your car!

Texaco **Sky Chief** supercharged with **PETROX**

YOU GET all the knock-free power your engine, new or old, can deliver!

Value life alone may be extended as much as 300%.

YOU GET A BONUS of up to 1,000 extra gasoline miles a year!

... based on a 10,000 miles-a-year driving average.

YOU GET the finest premium gasoline built for all high compression engines! And—engine life extended as much as 60% depending on condition of your motor when you start using Sky Chief.

[There are FACTS—PROVED by an independent research organization in over a MILLION MILES of ROAD TESTS]

PETROX is the exclusive petroleum-base element that keeps your engine younger, longer, gives you top power performance!

Only Texaco Sky Chief gives you **1-2-3** power!

1 **PETROX.** Remarkable and exclusive petroleum-base element in Texaco Sky Chief protects as it powers your engine... keeps your engine young!

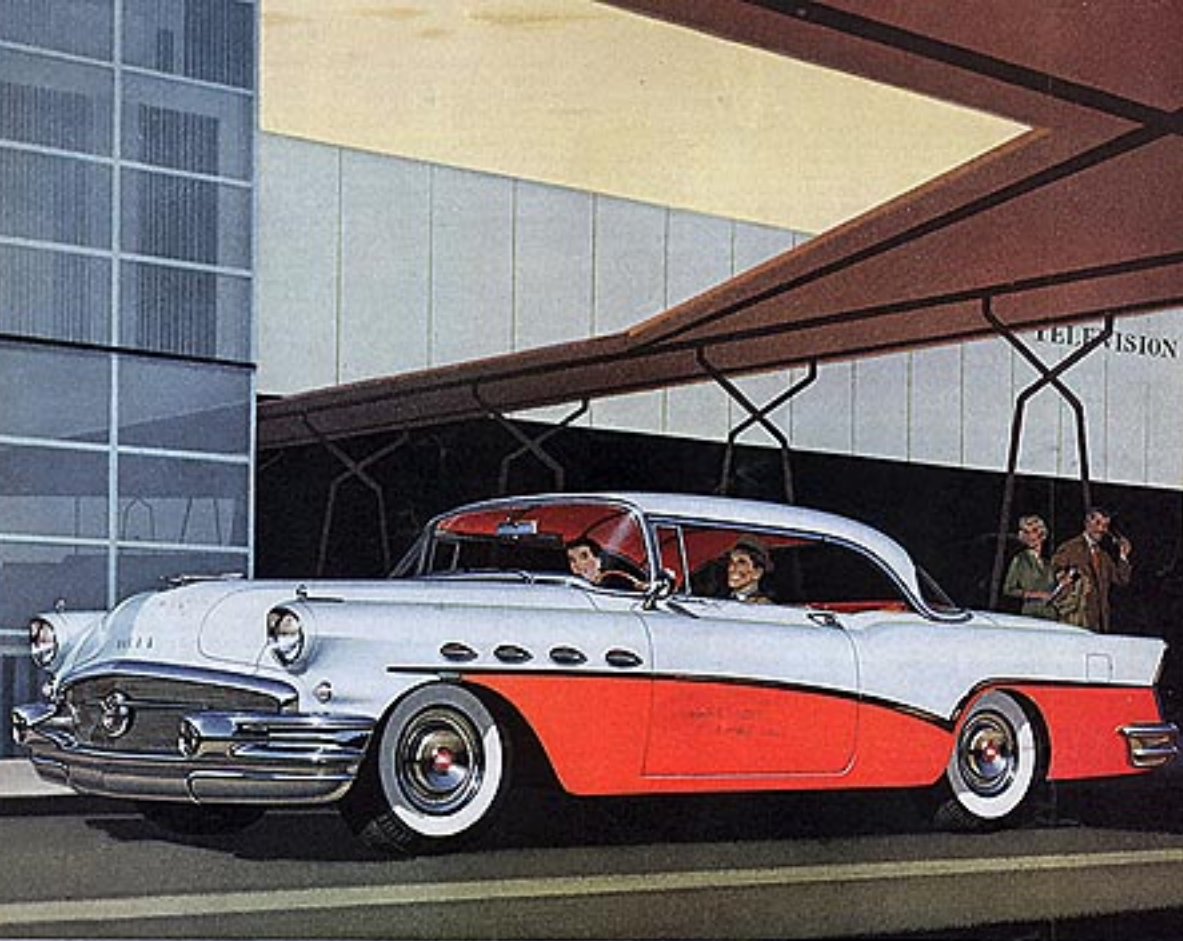
2 **TOP OCTANE.** Highest octane Texaco Sky Chief gasoline of all time... to give you more knock-free power you can feel every mile you drive!

3 **100% CLIMATE-CONTROLLED.** Specially blended for climate and altitude wherever you fill up in all 48 states! Enjoy quick, easy starts and freedom from stalling!



TEXACO DEALERS
IN ALL 48 STATES

Texaco Products are also distributed in Canada, Latin America, and Africa



It sets you apart - with spirit

IT is literally true that the owner of a 1956 ROADMASTER is one man in a hundred.

The arithmetic is this: A little better than one out of every ten new cars on the roads today is a new Buick - and just about one out of every ten of those new Buicks is a ROADMASTER.

But ROADMASTER distinction goes far deeper than mere numbers imply.

It stems from the very fact that this prestige automobile has a magnificence and merit unlike any other of the world's fine cars.

Only here, for example, can you enjoy the supreme luxury of the industry's most advanced transmission - Variable Pitch Dynaflo - smooth to the absolute, and propelled with the switch-pitch action of the modern plane's propeller.

There is more, of course, to ROADMASTER fineness.

There is the vertical-raised V8 engine of 322 cubic inches - where you call upon the highest horsepower and compression in all Buick history.

There is the comfort of a ride unlike that of any other fine car. There is the spacious roominess. There is the superb ease of handling and Power Steering. And there is the distinguished look of this great automobile - its exclusive styling, its tasteful colorings, its luxurious interiors custom-appointed to your order.

The reason behind all this excellence is both simple and sound.

ROADMASTER, you see, starts with the very virtues that have vaulted Buick success to new heights - then carries them forward to a new crest all its own.

That very fact is fast winning recognition for ROADMASTER as the most rewarding of fine-car investments among people who measure possessions not by how much they pay - but by how much pleasure they bring.

If that is your own viewpoint, perhaps you are ready for a ROADMASTER. Why not see your Buick dealer and decide?

BUICK Division of GENERAL MOTORS

View here automobile on Buick Buick will build them

Roadmaster
Custom Built by Buick



QUEEN of the Hardtops

Here is a car that received the "custom treatment" all the way. One glance tells you this regal Star Chief Catalina is the most exciting of all the hardtops!

Inside, it surrounds you with soft, hand-buffed top-grain leathers...rich nylon...lush, deep-pile carpeting.

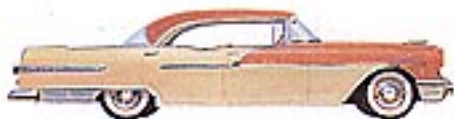
And, on the highway, you'll thrill to the power of its 227-hp. Strato-Streak V-8...the incomparable

smoothness of its exclusive Strato-Flight Hydra-Matic*...the brilliant, road-ruling performance of America's most advanced performance team.

Just a few minutes in this lovely and lively creation is royally rewarding. Try it and you'll know—this is the queen of them all!

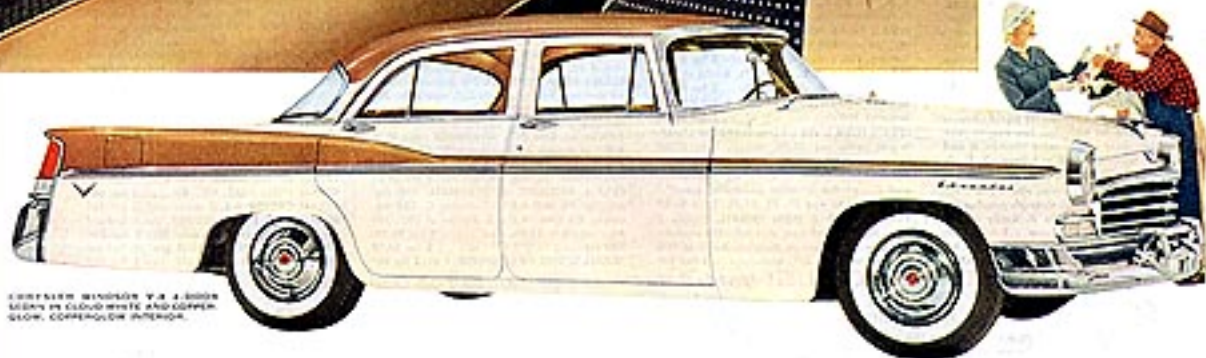
*An extra cost option.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



 **PONTIAC** Catalina

Handsome CopperGlow vinyl and fabric fashion a custom-crafted interior.



CHRYSLER WINDSOR V-8 4-DOOR SEDAN IN CLOUD WHITE AND COPPERGLOW. GLORIOUS COPPERGLOW INTERIOR.

BRIGHT NEW WINDSORS FOR SPRING SAY IT'S

THE YEAR-AHEAD CAR

NEWEST CHRYSLER TRIUMPHS—these four low, like and lovely Windsor V-8 "Spring Specials"—guaranteed to make motoring more beautiful than ever!

Exclusive: Their radiant CopperGlow interior color styling . . . longer bodies . . . PushButton Drive Control . . . airplane-type V-8 engine . . . full-time Power Steering . . . revolutionary new brake system . . . Instant Heating System. Here, in the Year-Ahead car, is more that's new than in all competitive cars combined!

Yet you can actually own one of these bigger, more powerful Chryslers for no more than you'd pay for a medium-priced car. Or even some fully equipped "low price" models!

These "Spring Special" Chrysler Windsor V-8 color creations offer the latest in luxurious interior styling blended with the smartest new car colors of the season—truly Year-Ahead color harmony. So if you value the newest in color-styled beauty, power, prestige . . . above all, if you appreciate value . . . see your Chrysler Dealer.



CHRYSLER WINDSOR V-8 4-DOOR SEDAN IN CLOUD WHITE AND COPPERGLOW INTERIOR.



CHRYSLER WINDSOR V-8 4-DOOR SEDAN IN CLOUD WHITE AND BLUE. GLORIOUS COPPERGLOW INTERIOR.



CHRYSLER WINDSOR V-8 4-DOOR SEDAN IN CLOUD WHITE AND EMERALD YELLOW. GLORIOUS COPPERGLOW INTERIOR.

"Power Style" **CHRYSLER**

WINDSOR V-8...BIGGEST BUY OF ALL FINE CARS

CHRYSLER DOES IT AGAIN... FOR 1956!



ANNOUNCING THE NEW "PowerStyle" CHRYSLER

SEE IT... THEN GET THE THRILL OF PILOTING IT YOURSELF!

Pushbutton PowerFile

World's most automatic transmission. Operated by push-button on dashboard.

FirePower V-8 Engine

Higher-powered version of the first airplane-type V-8 engine used in any car.

PowerPilot Steering

Its power rack works all the time to give you a positive feel-of-the-road.

PowerSmooth Brakes

Softest, most velvety braking of all. Outlasts the next-best brakes 2-to-1.



You're going to see and hear a lot about this new "PowerStyle" Chrysler. It brings you so much that's new... from the unusual outrigger front bumper to the dramatic flight-swept rear fenders. Here is a car deliberately designed to draw cheers and second glances. This is how power looks!

When you drive this new Chrysler, you will feel the greatest sensation of freedom any motorist ever knew... the sensation of commanding Chrysler's new "Forward Look" power features.

Stop by your Chrysler dealer's today and discover all the wonderful things in store for you in the new "PowerStyle" Chrysler for 1956.

TWO MORE FABULOUS CHRYSLER FIRSTS! • High-fidelity long-playing record player • Instant airplane-type heating system. Warm your car in a matter of seconds. (Both optional)

NOW MORE THAN EVER... AMERICA'S MOST SMARTLY DIFFERENT CAR

The story behind FORD'S exclusive new LIFEGUARD DESIGN

More than two years of intensive safety research and testing by Ford engineers in co-operation with universities, medical authorities and other safety experts have disclosed some interesting new data on accident injuries—and what can be done to reduce them.

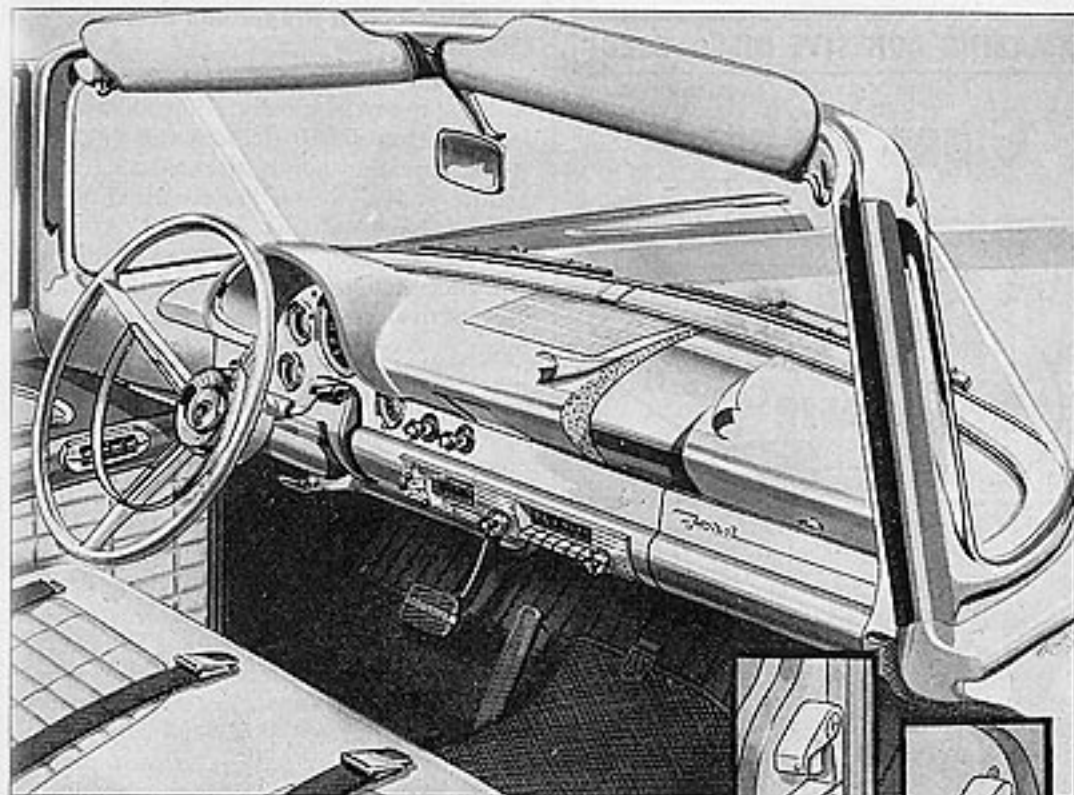
For example, it was found that most serious injuries in accidents were caused by three common occurrences.

First... the driver being thrown against the steering post. This called for positive action, so Ford designed a new Lifeguard steering wheel with a shorter steering post and a specially-designed wheel that serves as a protective cushion in the event of an accident.

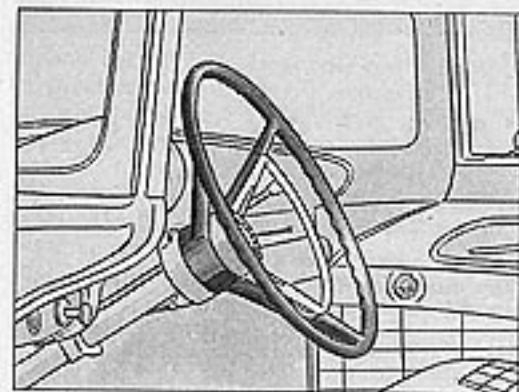
Second... occupants being thrown forward against hard surfaces within the car. This called for special padding of the instrument panel and sun visors. So, Ford for '56 is offering optional Lifeguard padding for these vital areas.

Third... occupants being thrown out of the car. Ford approached this problem in two ways. There are new optional Lifeguard seat belts available to hold driver and passengers securely in their seats. And every '56 Ford has new Lifeguard door latches that feature double-grip construction to reduce the possibility of doors springing open under impact.

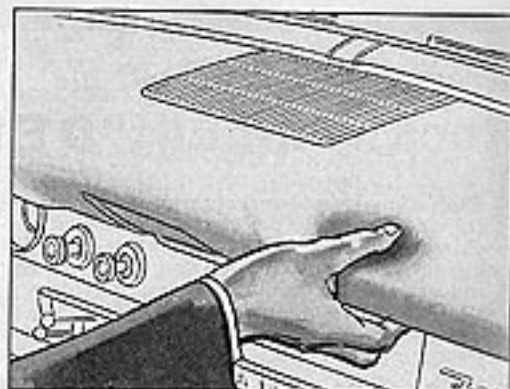
For the full Ford Lifeguard design story—visit your Ford Dealer—soon!



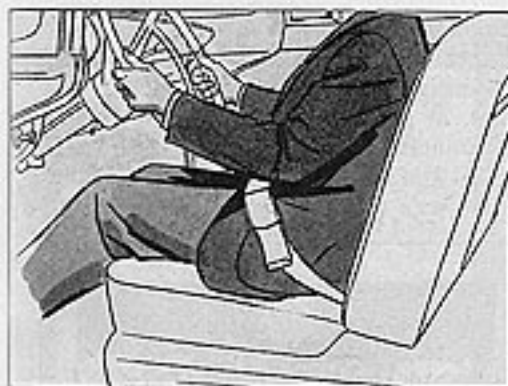
You will be safer in a '56 Ford with Lifeguard design



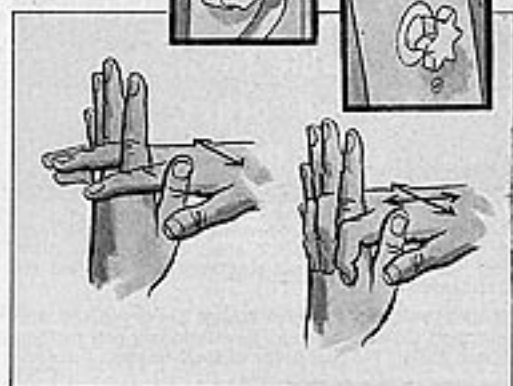
New Lifeguard Steering Wheel. Hub of wheel is more than three inches below plane of rim. Three uniformly spaced spokes are designed to yield under impact and reduce possibility of driver being thrown against the top of the steering column.



New Lifeguard Padding. The composition and uniform cellular-like structure of the new Lifeguard padding material results in an extraordinary ability to absorb shock. For example, tests show it is five times as shock absorbent as foam rubber.



New Lifeguard Seat Belts. They're one-third stronger than CAA requires for aircraft. Each belt is securely anchored to all-steel flooring which is reinforced by husky steel plates. Buckles permit easy one-hand adjustment and finger-tip release.



New Lifeguard Door Latches. Conventional single-grip latches may disengage (like fingers above at left) and allow doors to open under impact. Lifeguard double-grip latches (like fingers above at right) resist disengagement fore-and-aft, in-and-out.

Let Lifeguard design start protecting you now in the '56 FORD

Now Thrill to the Eager Thrust of the Handsome New Hornet's Mighty V-8 Power



The new Hudson Hornet V-8 photographed in front of Mr. John's salon, New York City

See how it surges ahead to pass cars with room to spare; rides three times smoother, gentler; turns as much as three feet shorter than other big cars

You can see at a glance how distinguished the Hornet's new V-Line styling really is. It's high fashion in the very best of taste. But you can never appreciate what a beautiful performer it is until you press down on the gas pedal and feel the smooth, full, forward thrust of its great, new V-8 engine.

Top car of the American Motors line, this new Hornet V-8 is a totally new experience in fine-car luxury and performance.



You Ride 3 Times Smoother because the Hornet's Deep Coil Springs are much longer and wider than ordinary short springs in other cars.



OTHER CARS



Turns As Much As 3 Feet Shorter than other big cars—and that means a lot when parking or getting in and out of driveways and garages. Drive the new Hornet and see for yourself what a great performer it is.

Hudson Hornet V-8

The Most Beautiful Performer of Them All



Hudson Hornets • Wags • BonJays • Metropolitan
Build the Better Way, the American Way
Products of American Motors
Live in "DISNEYLAND"—ABC-TV Network



LINCOLN

UNMISTAKABLY... THE FINEST IN THE FINE CAR FIELD



SPRING DISPLAYS BY JOHN F. HENNINGSEN

Lincoln Premier Limousine parked at the Carlyle Hotel, New York City

In Lincoln, the "Red Carpet" is standard equipment.

*There is a quiet, sure pride
that comes with arriving in this
long, low, lovely Lincoln.*

*Wherever you go... you'll meet
a special kind of reception
from those who instinctively
recognize that Lincoln
is the finest of all fine cars.*

This new Lincoln is the one fine car that gives length and loveliness such beautiful meaning. From distinctive Quadra-Lite grille to crisp, contoured rear blades, here is a totally new styling concept that will shape fine car design for years to come.

Inside, you're luxuriously at home—with your personal selection of custom-fashioned fabrics and soft, supple Lincoln leathers... all in youthful color schemes as fresh as a spring morning.

The most lasting admiration, of course, comes from those who have driven Lincoln. They know how a new, fast-action Turbo-Drive transmission puts this most powerful Lincoln instantly and smoothly at your command. And how, wherever you drive, Lincoln's

Hydro-Cushion suspension system makes a smooth skip-skip of roughest roads.

In fact, every minute of Lincoln motion... every wonderfully relaxing mile... becomes an excitingly new experience in effortless driving. At your fingertips, you have the most complete array of power luxuries in any car. Everything you touch turns to power—even the door locks and window vents can be operated electrically.

Have you had this experience? If not, call your Lincoln dealer. He'll be happy to make a new Lincoln available to you any time you say.

LINCOLN DIVISION, FORD MOTOR COMPANY



There's a difference, too, that can't be seen

You know, instinctively, that the straightforward lines, the distinctive styling, of the Continental Mark II will not fall victim to changeful fashion.

But you must experience, rather than see, another difference that sets the Continental apart. That is its exhilarating, spirited performance. Here, you sense, is strength and sinew to weather roads and miles and elements.

The quiet competence of this superlative motor car is one of the most gratifying facts of Continental ownership.



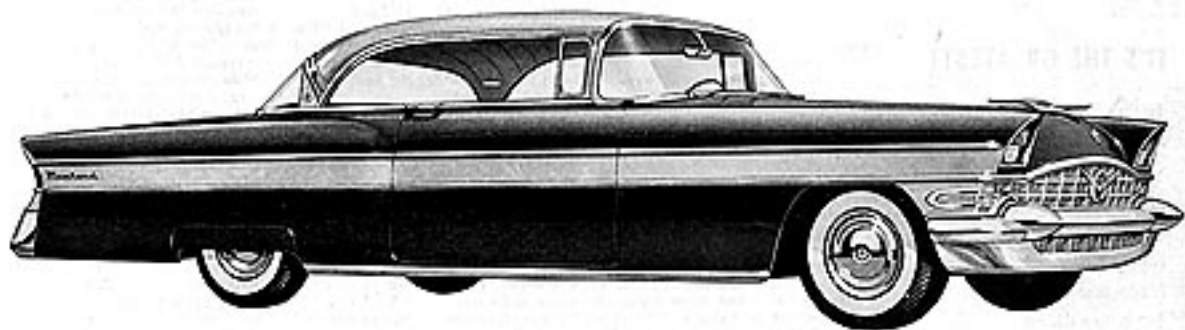
Continental
Mark II

Continental Division • Ford Motor Company



The New
PACKARD
Executive

An invitation to people of taste to enter
the luxury-car class at a modest investment



Packard now introduces a new series in its family of fine cars—the Packard *Executive*.

Designed to sell just slightly above medium price, this new series offers you an exciting opportunity to move up to the Packard class with surprising ease.

You will enjoy the luxury of exclusive Packard features such as Torsion-Level Ride, Ultramatic Transmission and Electronic Touch-Button Drive. You will benefit greatly from the fact that the resale value of Packard is increasing faster than that of any other car.

See your Packard Dealer today — for a thorough demonstration of the new Packard *Executive*.

"ASK THE MAN WHO OWNS *the New ONE*"



PACKARD DIVISION — STUDEBAKER-PACKARD CORPORATION



presenting the

STAR CHIEF

Custom Convertible

*A Very Special Car
for a Very
Special Person!*

If you think this long, low creation is America's handsomest car, you'll find plenty of support among connoisseurs of such things.

But performance is its forte . . . performance that creates for this great car a class all its own! Under that sleek hoodline is the 227-h.p. Strato-Streak V-8 (there's 12 more horsepower

with low extra-cost dual exhausts)!

Pontiac's oil-smooth Strato-Flight Hydra-Matic* completes the most thrilling power team on the highway.

For those who demand the first word in glamour and the last word in go—look no further, here is your car—the magnificent Star Chief Custom Convertible by Pontiac. *An extra-cost option



PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



much more
than a
hardtop...

it's a

PONTIAC *Custom Catalina!*

☛ Pontiac gave America its first look at hardtop styling . . . and ever since has been giving hardtop styling its best look—the Catalina look. In the magnificent Custom Catalina by Pontiac you get interior glamour that is unsurpassed by even the costliest cars. The finest hand-buffed top-grain leather money can buy . . . rich, durable nylon . . . deep-pile carpeting—everything perfectly matched to its exclusive exterior colors. And with all this you can enjoy another luxury—

the luxury of America's finest performance—sparked by a mighty 227-hp. Strato-Streak V-8 and smoothed to perfection by Strato-Flight Hydra-Matic®.

But don't think all this is too rich for your blood, because the price tag on this remarkable car hasn't yet caught up with its goodness. See your Pontiac dealer soon. You'll find the drive as pleasant as the price.

And remember, Pontiac is America's proven performance and economy champion. **Based on recent ratings.*
PONTIAC, MOTOR DIVISION OF GENERAL MOTORS CORPORATION



PACKED WITH POWER
...and ready to prove it!



The secret of Pontiac's *blazing go* is in the teamwork of *two* engineering masterpieces . . . the mighty Strato-Streak V-8 . . . and the revolutionary new Strato-Flight Hydra-Matic*!

It's the sort of power and go you dream about. But this time it's real.

Behind the wheel of the flashing '56 Pontiac you command an engine virtually alive with spirit . . . and a terrific urge to be on the move. A cubic displacement of 316.6 inches gives you terrific take-off! A whopping big 8.9 to 1 compression ratio squeezes the last ounce of go out of every drop of gas. *That's power . . . blazing 227 horsepower!*

You purr along peacefully, completely unaware of the other half of Pontiac's great power team . . . the fluid-smooth Strato-Flight Hydra-Matic. There's perfect harmony here (it was carefully engineered that way) . . . for this great new automatic transmission takes the tremendous thrust from the engine and utilizes every ounce of it, passing it on, smooth as silk, to the rear wheels. An amazing new controlled fluid coupling combined with the efficiency of gears does the trick!

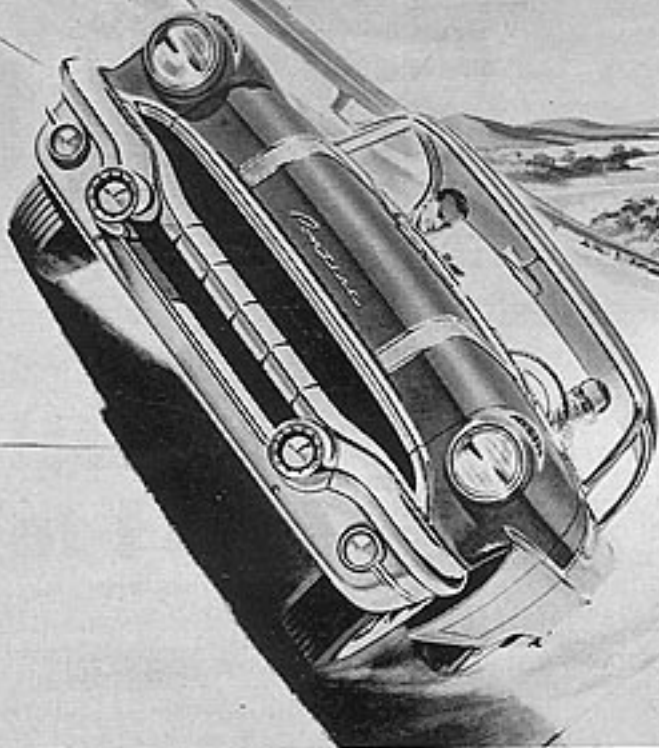
Test the flashing new '56 Pontiac yourself. But hold on to your hat, you'll be piloting the greatest "go team" on wheels.

*An extra cost option.

PONTIAC says GO

and the price won't stop you!

It's The Talk of the Test Drivers!



THE FABULOUS '56 PONTIAC WITH A BIG AND VITAL GENERAL MOTORS "AUTOMOTIVE FIRST"!

Believe us—it isn't easy to impress a test driver!

But they're cheering Pontiac in a big way.

What's set them buzzing is that big and vital General Motors "First" combining:

Pontiac's new big-bore Strato-Streak V-8 with the terrific thrust of 227 horsepower.

General Motors' new Strato-Flight Hydra-Matic that gentles this mighty "go" to smoothness beyond belief.*

You don't need a test track to prove that here is the lift of a lifetime.

Traffic tells you. Here's "stop-and-go" response as fast as thought itself. *A hill helps. High or low, it's left behind without a sign of effort. And passing definitely pins it down.*

Gun it and instant, flashing power sweeps you swiftly by the loitering car ahead. No drag, no lag—just safe and certain "go"!

There's plenty more to charm you. The safety of big new brakes, a steady ride, advanced controls. Glamorous new beauty.

But, above all, it's that fabulous new "go" that gets you!

Drive a Pontiac today for a glorious double thrill. There'll be pride in your heart, a torrent at your toe-tip. What more could anyone want?

*An extra cost option



'56 PONTIAC



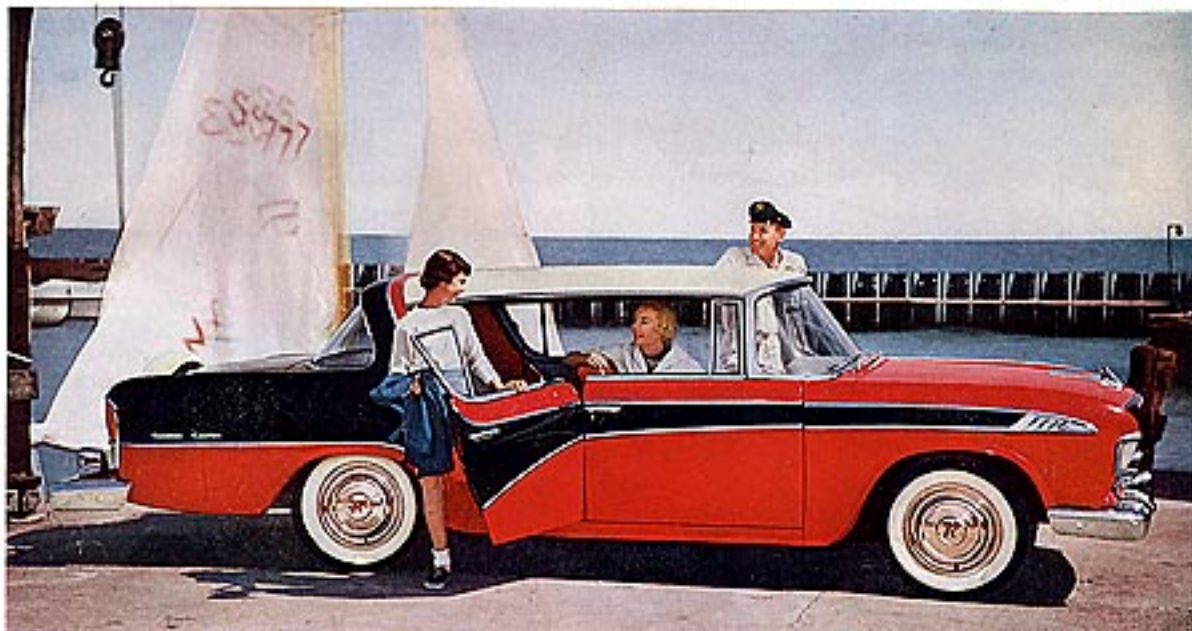
**Years-ahead in performance
and protection—change to
Quaker State Motor Oil today!**



**Super-refined from Pure Pennsylvania Grade Crude
Oil, world's finest. Famous for performance,
protection, economy! Try it!**

QUAKER STATE OIL REFINING CORP., OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

More Fun Per Mile—More Miles Per Dollar! In the Glamorous All-New Rambler for 1956!



All-New Rambler 4-Door Hardtop

The facts are yours—AT HUDSON DEALERS • AT NASH DEALERS

Here is the car that has put fun back into motoring and gives you a bonus in economy!

It's the completely new Rambler for 1956! Where else in the world can you find such a combination of trim beauty—spacious roominess—built-in safety—all in one top luxury car—the smartest, payest thing on wheels—all at America's lowest price!

See the widest windshield—the finest visibility in the low-priced field. See shoulder room and head-room greater than some cars costing twice as much—in the Rambler that handles easiest of all!

See the proof at your Hudson dealer or your Nash dealer—never before has a car so fine been priced so low. Make the smart switch for '56—to Rambler.

YOU SAVE ON FIRST COST.

Model for model, Rambler is lowest priced of all, with similar equipment, yet you get luxuries that rival the \$5,000 cars—Power Brakes standard on custom models!

YOU SAVE 1/3 ON GASOLINE.

New Typhoon OHV engine, with 33% more power, delivers up to 200 more miles on a tankful than other low-price cars.

YOU SAVE ON AIR CONDITIONING.

All-New, All-Season Air Conditioning cools, warms, dehumidifies, ventilates and filters air—all at the lowest price in America.

YOU SAVE ON TRIPS.

It's a luxurious pullman on wheels with Twin Travel Beds for hunting, fishing or vacation trips. No tents or cots needed.

YOU SAVE ON RESALE VALUE.

Latest figures from N.A.D.A. Official Used Car Guide, show Rambler tops the whole low-price field in resale value. You get more car for your money when you buy a Rambler... you get more money for your car when you sell.



Make the Smart Switch to Airtone Reclining Seat luxury. You have a nap couch to keep children fidget free on trips, relax grown-ups. Even a chaise longue!



Make the Smart Switch to Double-Safe Single-Unit Car Construction. All-welded, twice as rigid with "double lifetime" durability—means higher resale value.



Make the Smart Switch to the car that out-corners, out-parks them all. Entirely new ride—first low-priced car with Deep Coil Springs on all four wheels.

New Rambler Cross Country Station Wagon! Enjoy more fun per mile and per dollar in America's lowest-priced four-door Custom Station Wagon.

Drive the smartest, most practical car for work or play on the road today!



DRIVE THE

Rambler

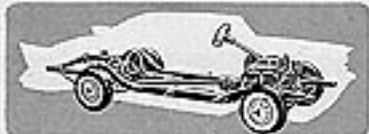
You'll Make the Smart Switch for '56



AMERICAN MOTORS MEANS MORE FOR AMERICANS

AT ALL NASH DEALERS • AT ALL HUDSON DEALERS

See Disneyland—great TV for all the family over ABC network.



X-RAY ON CHEVROLET



This is the '57 that gets whistles from engineers!

Fuel injection on expensive foreign cars is an achievement—but in Chevrolet's class it's close to an industrial miracle! That's one of the big things that have engineers excited about the '57 Chevrolet. But look at some other precedent-breakers:

Five advanced engines. From the "Blue-Flame 140" Six through four V8's—and, with Ramjet fuel injection,* the top engine in the line produces an astounding 283 h.p. from 283 cubic inches! . . . one horsepower for each cubic inch! That's terrific efficiency!

Two automatic drives. One of the world's best-tested automatics, Powerglide.* And a brand-new torque converter, Turboglide,* with Triple-Turbine take-off. There's even a new position on the quadrant—Hill Retarder—that adds the braking power of the converter to that of the engine on hills.

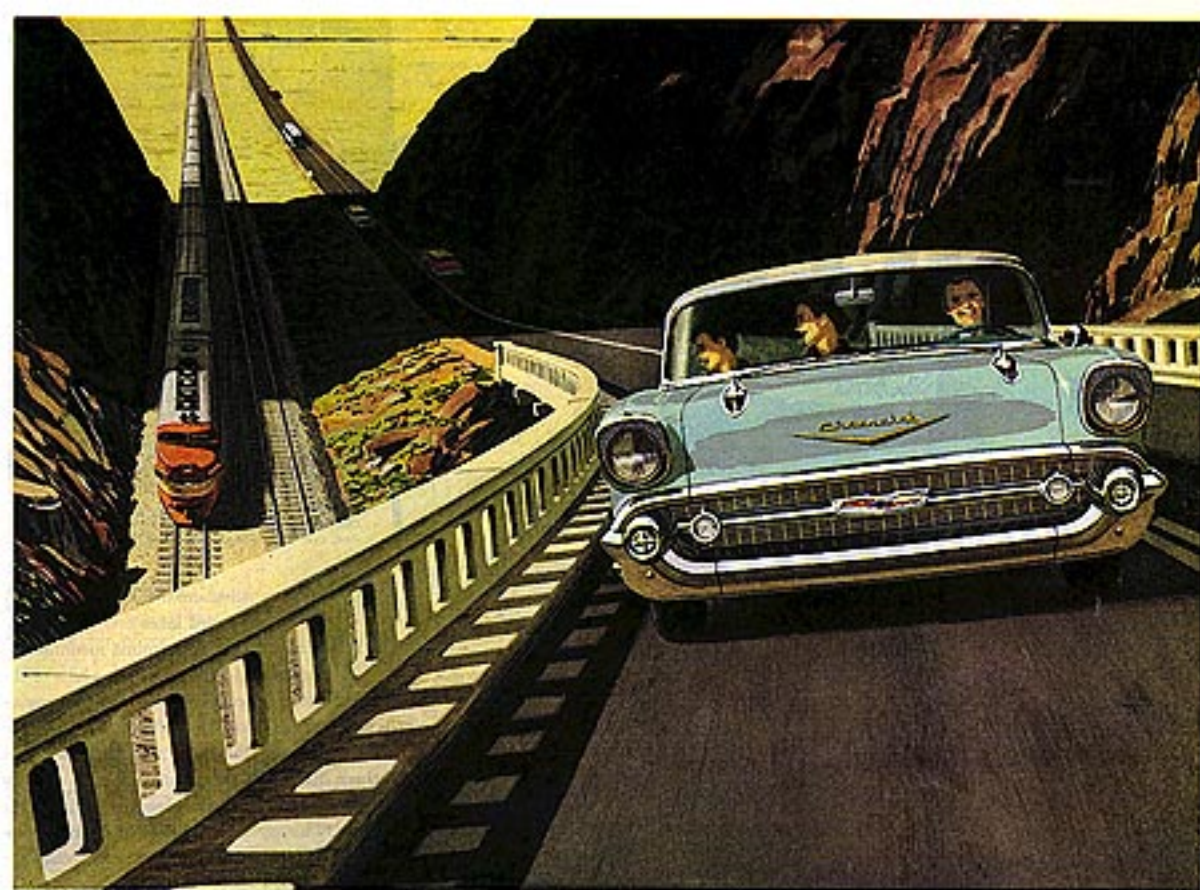
Smaller 14-inch wheels. And Chevrolet uses softer tires with only 22-pound air pressure for a better ride. And there's better traction, too, that enhances Chevy's superior weight distribution.

Integrated bumper-grille styling. Smooth and clean, with no separate bumper hung on as an afterthought, it delights the eye. And there's no clutter of small pieces and fastenings to get loose and rattle. Chevy's tail assembly also follows the same modern trend for that tailored-in-steel appearance.

**Optional at extra cost.*



From the '57 Chevrolet's bold prow to the tip of its flared rear fenders everything bears the stamp of advanced engineering . . . engineering that must be seen and sampled by anyone interested in tomorrow's automotive design. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



The Bel Air Sport Coupe shows the solid quality of its body by Fisher.

It likes to flex those big new muscles!

The Sweet, Smooth and Sassy '57 Chevrolet...

New muscles under the hood—with a choice of five precision-balanced new powerplants—to move you along in eager and effortless smoothness. New muscles to grip the road even more tightly and lay into the curves even more solidly. New muscles to give you a new lift in driving!

Here's a car designed to put the sparkle back into driving, a car that gives you that glad-to-be-alive feeling the moment you nudge the throttle! Part of the pleasure is performance—and part is the

wonderful sense of security that comes from Chevy's superb road-holding and precision control. It's a honey to handle on city streets, super-highways and everything in between.

How do you like to drive? There's a Chevy combination to suit every motoring mood, from the cheffy Six to the terrific Corvette V8, from the sports car close-ratio stick shift to the free-flight feeling of either of Chevrolet's two automatic drives.* Whenever the miles seem dull and motoring a chore, remember this: There's a sure cure just as close as your nearest Chevrolet dealer... Chevrolet Division of General Motors, Detroit 2, Michigan.



*Corvette engine, close-ratio transmission, Powerglide and Turboglide automatic transmissions—optional at extra cost.

You'll feel a very special kind of pride the day you park a new Chevrolet in your driveway. Maybe you'll even find yourself looking out the window, now and then, just for the pleasure of seeing it there. It's a beautiful sight to behold—fresh and alert, with a certain ready-to-go spirit written all over it.

And when the neighbors drop by to "look 'er over," you'll be prouder than ever. They'll see fine construction and finishing touches everywhere. They'll feel the extra solidity of Body by Fisher, and they'll see the deeper luster of Chevy's lacquer paint job.

Then they'll want a ride around the block to see if Chevrolet is as sweet, smooth and sassy as it looks. That's how people become happy Chevy owners. Stop by your Chevrolet dealer's and you'll see what we mean. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*More people drive Chevrolets
than any other car.*



You get more to be proud of in a Chevy!



More beautifully built and shod it—the Bel Air Sport Coupe with Body by Fisher.



De Soto wagons are bigger, smarter,

Smartest automobile for town and country is the '57 De Soto station wagon! It's so roomy and luxurious, and has all these great De Soto features: De Soto Flight Sweep styling—TorqueFlite transmission—Triple Range push-button control—Torsion-Aire ride—choice of three mighty V-8 engines (up to 295 hp)—4-Season air conditioner—smart, modern interiors. Four all-new models to choose from.

And (though you'd never guess it) prices of exciting new De Soto wagons start close to the lowest! Whether you want to attract a crowd—or carry one with you—see the four exciting new De Soto station wagons at your De Soto-Plymouth dealer's. Get the deal—take the wheel! No doubt about it—you, your pocketbook and your family will be mighty glad you did. De Soto Division, Chrysler Corporation.

4 NEW DESOTO WAGONS FOR YOU TO CHOOSE FROM

Fire Sweep Shopper—Big value, low price! Economical 4-door. Extra cargo space. Two wide, comfortable seats. Prices start close to the lowest.

Fire Sweep Explorer—Flashy, new, 4-door wagon with new rear-facing seat—easy accessible thru convenient tailgate entrance.

Firelite Shopper—Ultimate in smooth-riding station wagons with big cargo space and seating for six. Steady vinyl interior starts new and fresh.

Firelite Explorer—Combined station wagon over. Four doors, luxurious interiors, new rear-facing seat with convenient safety-sep tailgate entrance.

...and prices start close to the lowest!



Rugged and roomy. The cargo space in De Soto wagons is almost 4 feet wide, 28 inches high, and over 9 feet long—big enough to carry a boat or a boatload.



Rear-facing seat—a special feature of De Soto "Explorer" station wagons. Ideal for long-legged big folks and it keeps the little folks happy for miles on end.

1957 De Soto - most exciting car in the world today!

Europe in comfort



V8 in Convertible.
Ideal for vacation.
Travel. Large luggage
space. Power top optional.

Have more fun—see more and save

Home in style



Shipped back to USA from
England FREE of extra cost

Save with
an economical,
easy-to-handle
English-built
Ford

Deluxe Station Wagon.
Roomy 4-passenger capacity.
41.5 cu. ft. for luggage.

Tour Europe the new money-
saving way. Simply order an
English-built Ford from
your nearest dealer at regular
U. S. prices, plus nominal
overseas charges for
delivery in England.
You can help pay for
the car by savings on
European travel
costs. It's shipped home
to the USA from England
at no extra cost.



Mark II Consul.
4-door sedan; plenty
of room for six in
comfort. Luggage
rack optional.

English-built Fords are the
only cars of their type that
have familiar 3-speed gear
shift plus American-size
fitting for easy servicing
when you get home. Sold and
serviced throughout the U.S.
—and in Europe too!

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Please send free details on FORD ABOARD plan.

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H-4-67

A FORD PRODUCT Sold and serviced
in U. S. by selected dealers of Ford Motor Co., Dearborn, Mich.



New England has everything!

From historic fishing villages, covered bridges and Bunker Hill to the most modern golf courses, air-conditioned summer theatres and the finest swimming in the world... whatever you want, New England's got it!

There's a very special thrill in store when you journey to New England. For here are the quaint and quiet towns where the spirit of America was born.

And for a perfect blend of the old and the new, there's nothing like a New England Journey in the new kind of Ford.

You ride in the heaviest, longest, loveliest car the money can buy. And no matter how long or winding your New

England Journey, you arrive refreshed, for you have an all-new inner Ford.

Power? Ford's new Silver Anniversary V-8 power was made for those new New England superhighways.

If you haven't yet discovered how new this new kind of Ford really is, see your neighborhood Ford Dealer and ask for an Action Test.

Send for a free booklet and map!



Write to:
New England Journeys, Dept. N
Back Bay P. O. Box 131, Boston, Mass.



Name

Street Address

City State

Ford Dealers of New England

The **magic** of the new kind of Ford

THE elegant New Kind of Ford is fresh as cream, fresh as paint, fresh as a daisy.

But the new Ford is much more than a pretty thing.

For the Mark of Tomorrow is stamped all over its sculptured steel, and in every rugged nut and bolt of the Inner Ford. The new Ford is a really sophisticated automobile, because it can do everything you want a car to do—and do it with effortless ease. Even at cruising speed it has a looting kind of feel, a rich deep luxurious sense of great power in reserve.

Yet it is catlike on the turns, and leopard smooth in its leaping acceleration, because the men who built its Ford heart and Ford muscles were just as sophisticated as the designers who gave it that patent-leather look.

There are 20 different New Kinds of Fords—the finest choices in the low-price field. And every single one of them has the newest silhouette, that romantic gleaming freshness of tomorrow's design which makes other cars look like yesterday.

And you have your choice of one of the mighty engines: a new Silver Anniversary V-8, or the advanced Mileage Maker Six.

These are the best Fords of our lives. These are the cars that bridge your way from today into Tomorrow.

See your Ford dealer for a look at your future. He will show you the most sophisticated automobile on the road today—and it still sells at low, low Ford prices.



All year a young man's fancy turns to thoughts of

FORD



The Fabulous Six Sutters 17 feet of heavily wrapped world power.

The exciting new Ford Skyliner...

World's Only
**HIDE-AWAY
HARDTOP**

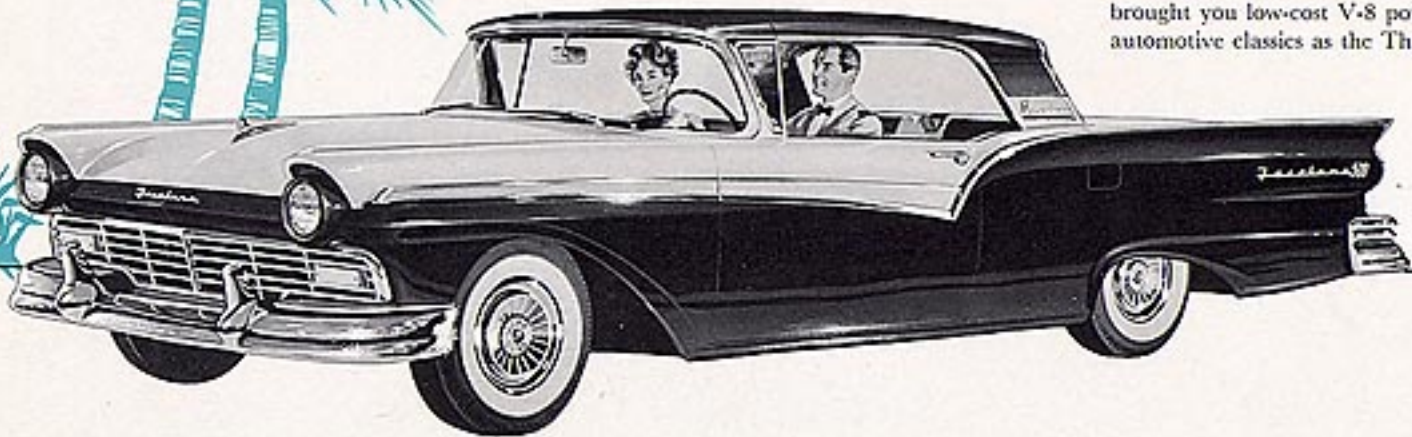


Ford Skyliner 500

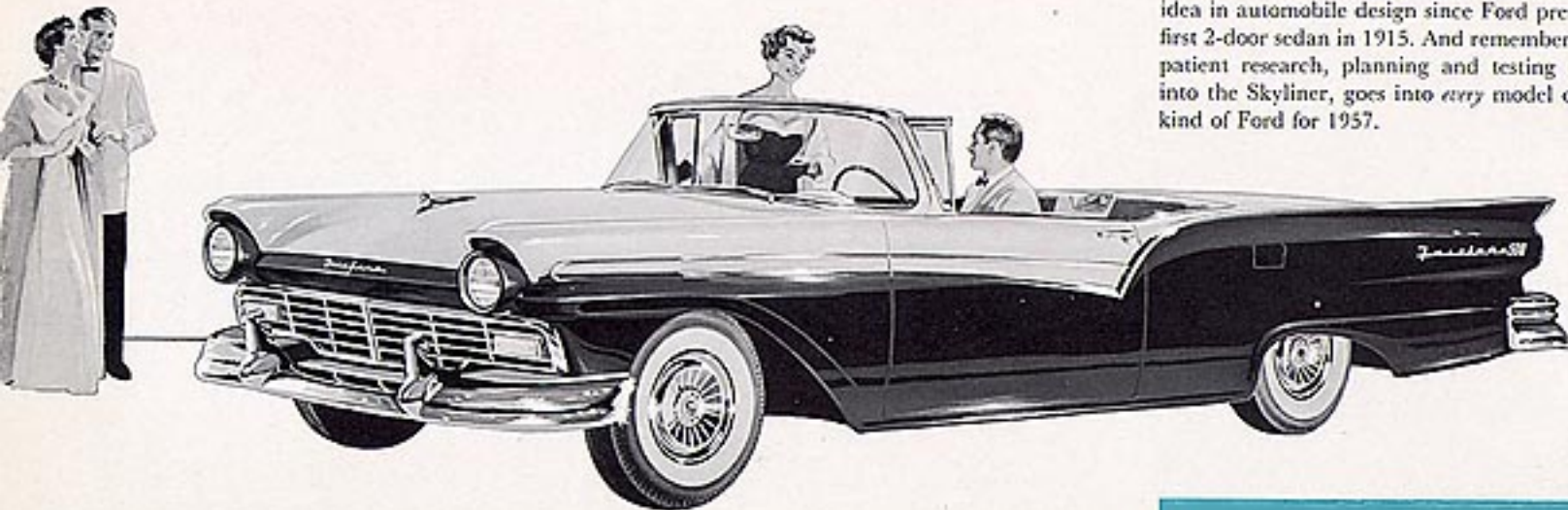
Skyliner

The miracle car of this generation

Ford proudly presents the Skyliner—world's only hide-away hardtop! Here's the car the motoring public has dreamed of for years . . . the car many automotive experts said would never be mass-produced. Now, Ford has made this "miracle" a reality. It's another *first* from Ford, the company that brought you low-cost V-8 power and created such automotive classics as the Thunderbird!



.....TWO cars in ONE!



The Skyliner represents the beginning of a new era in automotive design. This *newest* new kind of Ford introduces to the motoring public the most dramatic idea in automobile design since Ford presented the first 2-door sedan in 1915. And remember, the same patient research, planning and testing that went into the Skyliner, goes into *every* model of the new kind of Ford for 1957.

the **NEWEST** new kind of **FORD**!

Just touch a button . . . in less than a minute the all-steel hardtop vanishes smoothly into the rear deck . . . and you're sitting in the most exciting convertible under the sun! It's literally two glamour cars in one . . . each a masterpiece of craftsmanship and distinction!



New kind of baby for the Doctor

The whole town knew the "Doc" was going to like the new Ford we gave him . . .

For here was a new kind of car that was built for his kind of driving. One that was longer, lower and roomier than many higher priced cars. One whose "inner car" was built so solidly . . . with so many new ride advances that even those old back roads on the edge of town would seem like airstrips!

We knew he'd go for that Thunderbird V-8 engine we chose, too . . . because the kind of power plant that helped set 458 performance and endurance records at Bonneville would let him make emergency calls in stride.

We also knew how he would take to Ford's new hardtop look . . . those doors that close smoothly as a bank vault's . . . the quiet luxury of the spacious interior . . . as well as all the other surprises in Ford this year.

What we didn't know was that "Doc" had already ordered a new Ford Station Wagon!

(But—underestimate the power of a woman? Never! His mission made him keep both!)



This new Fairlane 500 Club Victoria is one of two new sizes that Fords come in this year. Like all Fairlane and Fairlane 500 models it stretches out over 17 feet long. Ford's Custom and Custom 500 models are distinctly different. And they're over 16 feet long! Your choice is not limited to extra chrome and trim. You choose between a big car and a still bigger one. Come in and see!

It's fun to go **FORD**



What put the magic in

The big news from Detroit this year is the magic of the "Inner Ford" for '57. The magic begins with a bow-shaped frame that sweeps out and dips down between the wheels. Side rails flare out almost 13" further than in '56. Passengers are within (but still above) the contour of the frame.

Side rails thus serve as concealed "side bumpers" of immense strength. This new contoured frame provides the '57 models with the most rugged foundation of any Ford yet.

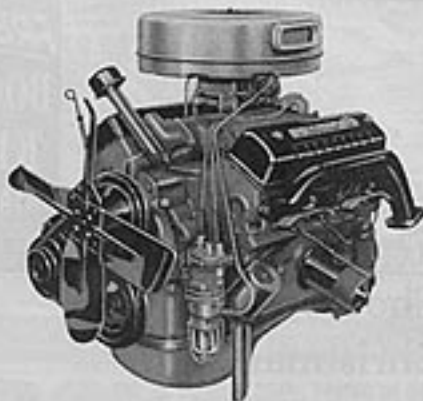
Ford's new sculptured-in-steel body is secured to this rugged frame by 20 unique



The contoured frame is a ladder-type structure with heavier box section side rails and 5 cross members. Torsional rigidity of this '57 frame is as much as 27 per cent greater.



4-way ball-joint front suspension has been further advanced. New lower suspension arms are swept back so front wheels step over bumps rather than into them . . . a 4-way action for a softer ride.



The magic of the Ford Silver Anniversary V-8's for '57 is centered about the words "deeper breathing." New larger intake valves, king-sized manifolds, and higher lift camshafts help provide a larger volume of fuel-air mixture, thus allowing for superior engine performance . . . up to 245 hp. The popular Mileage Maker Six, the most advanced Six in the industry, has been boosted to 144 hp.

Faster paste waxing!

Easier paste waxing!



Start right in waxing!

Johnson's new J-wax
does the cleaning work for you!

No extra cleaner needed
—nothing else to buy!

J-Wax has just what paste wax needed—a built-in cleaner! The exclusive J-Wax formula goes to work fast. Cleans while it waxes—saves you hours of work. J-Wax replaces grime with a glistening coat of wax. Tough wax. Hard-finish wax that protects your car in any weather. J-Wax puts more wax on your car—leaves

more wax on your car than other one-step waxes. And J-Wax goes on smoothly, easily—evenly. Leaves no dull spots or streaks. You are sure of more all-around protection with J-Wax in any weather—from bumper to bumper, including the chrome!

Look for Johnson's J-Wax in this new key-opening can. Only J-Wax guarantees sealed-in freshness. It's the fastest, easiest way to genuine wax protection—*paste wax protection!*



LINCOLN

UNMISTAKABLY . . . THE FINEST IN THE FINE CAR FIELD



SPRING DRIVE-INS BY JOHN FREDERICKS

LINCOLN PREMIERE LANDAU—PICTURED AT THE CARLYLE HOTEL, NEW YORK CITY

Be our guest—spend a weekend with a Lincoln

*Yes, we invite you to drive a Lincoln
for a whole wonderful weekend . . . without
the slightest obligation. Just stop in at our
showroom, or give us a call.*

If you've ever talked to a new Lincoln owner, you've probably heard the comment that we hear over and over: "If everyone could just drive this Lincoln, they'd know it's even greater than it looks!"

Well, now you *can* drive this Lincoln. We want you to take a Lincoln home . . . for a day, for an evening or for a weekend—make your own arrangements. But by

all means, get to know Lincoln on a "first-name" basis.

With a Lincoln parked in your driveway, you can compare its long, low, clean-lined kind of styling with that of any other fine car in your neighborhood. But best of all, you'll have the opportunity to really *drive* this car—and that's why we extend you this unique invitation.

We know that once you've driven a Lincoln as though it were your own, you'll understand why more fine car buyers are turning to Lincoln than ever before in history.

Call us today, and make arrangements for your Lincoln weekend. Remember, there's no obligation.

YOUR LINCOLN DEALER



LINCOLN

Unmistakably . . . the finest in the fine car field



LINCOLN CONTINENTAL CONVERTIBLE

CONTINENTAL BY LINCOLN

No other car is so Lincoln long...Lincoln low...and Lincoln lovely!

Here is the longest, most
longed-for Lincoln ever! Just one
look at its fresh, clean-lined styling
and you can easily see why more
and more fine car buyers are
becoming Lincoln owners.

Along the whole lovely length of Lincoln, there's
a fresh, new kind of fine car beauty.

Exclusively Lincoln's, this beauty is expressed
in long, low body lines that meet and merge in a
clean sweep of steel. As a totally new concept of
styling, it will shape fine car design for years
to come.

Inside, you're in a whole new world of fine car
fashion and convenience. You can custom-design
your Lincoln interior—from fine fabrics and soft,
soft leathers. And then—everything you need

from top to power! . . . even the window vents and
door locks can be operated electrically.

Finally, and most important of all, you find
that Lincoln's extraordinary beauty is matched
by superlative driving. With every mile, you dis-
cover more reasons why Lincoln is called the
most effortless driving fine car ever built.

By all means, drive Lincoln soon. It's winning
longing looks . . . and more and more fine car
owners . . . everywhere it goes.

LINCOLN DIVISION, FORD MOTOR COMPANY

BEST THING ABOUT RENTING A CAR!

NATIONALCAR. *Personalized* SERVICE

doubles the convenience and costs no more!

Minutes, miles and disposition count when you travel! They get top consideration in Nationalcar's personalized service... the big difference between just a rental car and the finest of personal transportation. Unexpected extra services, added conveniences, real travel aids are provided and *personalized* to your travel time and needs with flawless courtesy and efficiency at Nationalcar offices the world over!

To get you off on the right start there's free telephone service for local appointments... personalized routing maps... "no-charge" delivery and pick-up service at airports, railroad stations and hotels of your spotless Nationalcar in top condition... the way you want your car when and where you want it!

Nationalcar rates are personalized to your needs by the trip or time... hour, day, week, month or year... average \$7 per day, \$35 per week, plus 8c per mile.

Personalized charge privileges to holders of major credit cards... air, rail, gasoline, AHA Universal Travelcards, "Car Charge Cards" and others.

For FREE world-wide reservation service, Courtesy Card or Car Charge Card applications, rate schedules, directories, call your local National office, listed in the "phone directory, or write:

NATIONAL
CAR RENTAL SYSTEM, INC.



1209 Washington Ave., St. Louis 3, Mo., Central 1-9299, TWX-SL 1186

Ask about other personalized services such as car servicing while you sleep... hotel and motel reservations along the way... air and rail reconfirmations... planned circle tours, vacation and sight-seeing trips, package tours... and many other services you'll appreciate but seldom find except at Nationalcar!

Your car personalized to your driving habits and needs... a new Chevrolet Bel Air with Powerglide, or other fine car; variety of models; power steering, radio, heater, air conditioning.

Personalized one-way, inter-city trips enable you to pick up your car in one city and leave it at another. No return charge for getting your car back to origin between Florida cities, or between major cities West of the Rockies.

Personalized

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thru your transportation or travel
agent, your local Nationalcar office,
or at these regional offices:

NEW YORK CITY, 209 E. 43rd, MU 2-8365, TWX NY 1-3600
PHILADELPHIA, 1740 Market, RI 6-2425, TWX-PH-957
CHICAGO, 3127 W. Lawrence, LO 1-9004, TW-CG-323
LOS ANGELES, 507 S. Flower, MI 8885, TWX-LA 1793
SEATTLE, 600 Olive Way, MU 0036, TWX-SL 396
SAN ANTONIO, 309 N. Alamo, CA 6-9393, TWX-SA 147
BIRMINGHAM, 1916 Fifth N., 4-2741, TWX-BH 255
MIAMI, 5055 N. W. 36th, TU 8-5211, TWX-MM 85X



ALWAYS SPECIFY NATIONALCAR the world over WHEN RESERVING A RENTAL CAR!

PACK MORE PLEASURE INTO YOUR VACATION

...RENT A NEW CAR FROM **NATIONAL**

In the vacation-land of your choice, rent a new Chevrolet Bel Air with Powerglide, or other fine car, at your nearby National office. With the plus features of Nationalcar Personalized Service you'll be able to see more...do more...have more fun!

"No-charge" delivery and pick-up service at airports, railroad stations, hotels...*routing maps*, planned trips and tours...*car servicing while you sleep*...*one-way, inter-city trips*—rent your car in one city, leave it in another. *No return charge* for getting your car back to origin between Florida cities, or major cities West of the Rockies.

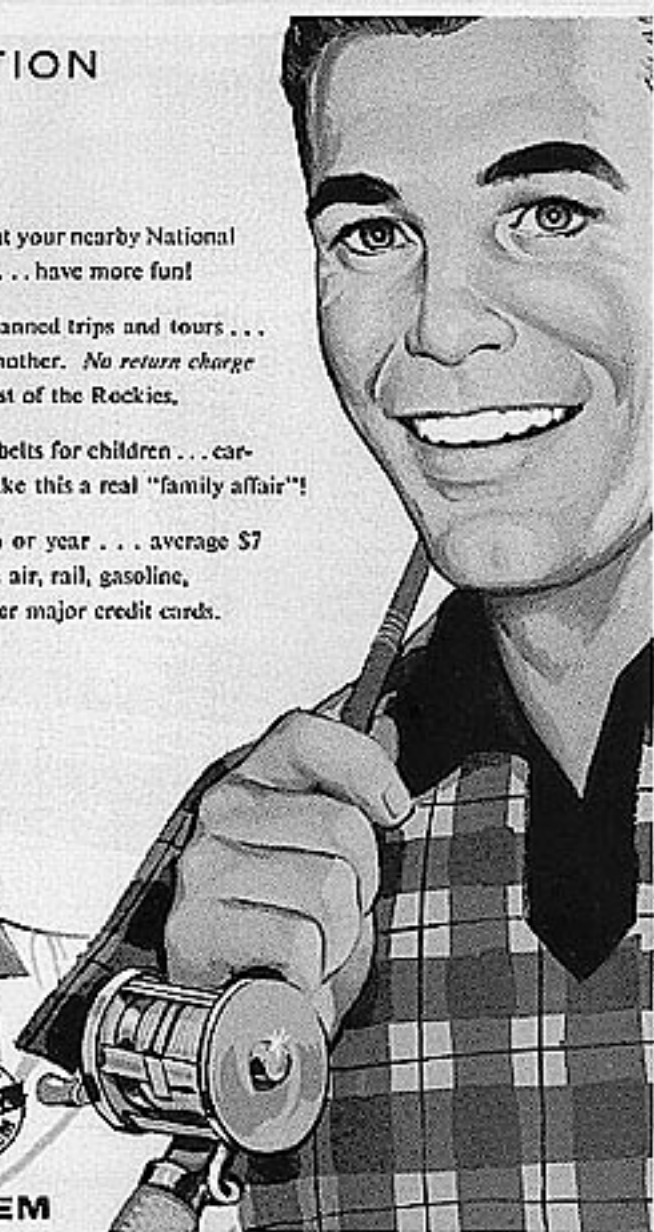
Family features, on advance reservation...car seats, bottle warmers for baby...safety belts for children...car-top racks...comfort pillows...and many other personalized services to make this a real "family affair"!

National rates are personalized by the hour, day, week, month or year...average \$7 per day, \$35 per week, plus 8¢ per mile. You can "charge it", too...on air, rail, gasoline, AHA Universal Travel cards, "Car Charge Cards", and other major credit cards.

RENT, OR LEASE, A NEW CAR FROM

NATIONAL

CAR RENTAL SYSTEM

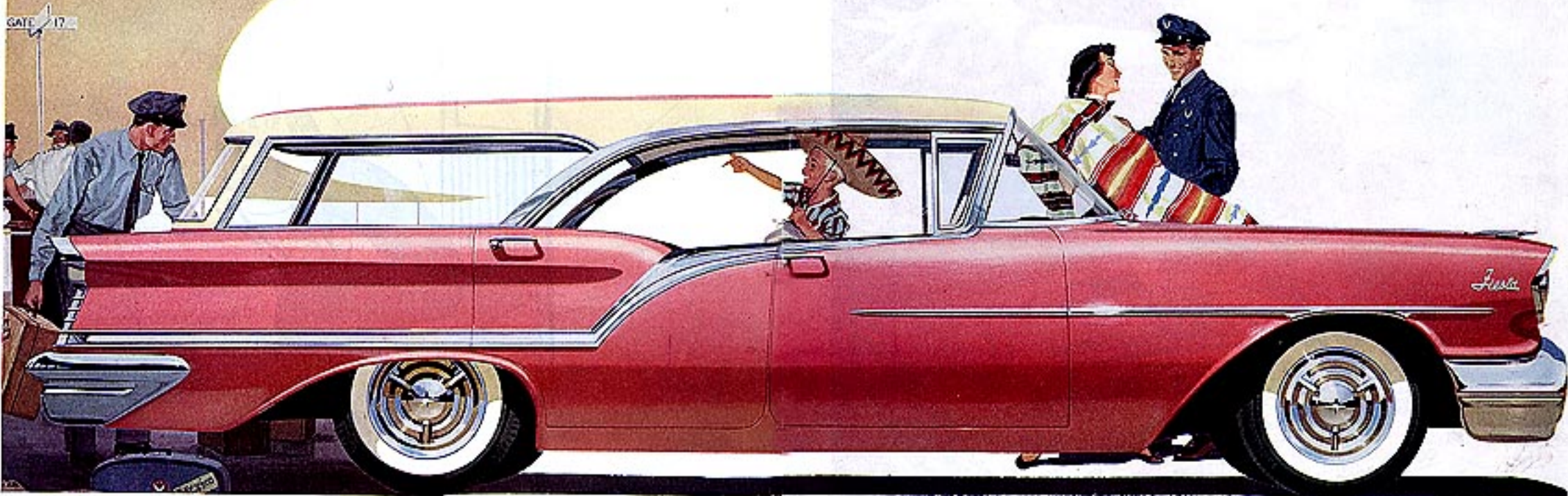


IN PRINCIPAL CITIES HERE AND ABROAD — See or call your local National office, listed in the 'phone directory, or write: National Car Rental System, Inc., 1209 Washington, St. Louis 3, Mo., Dept. 754.

THE "HARDTOP" CONCEPT COMES
TO STATION WAGON DESIGN!

NEW 1957 OLDSMOBILE

"Fiesta"



Introducing... AN ULTRA-SMART NEW MODEL FOR THE STATION WAGON SET!

A completely new model! An original, new concept by Oldsmobile! It's the trendsetting new Fiesta... introducing hardtop styling to station wagon design!

Designed for all-around beauty... all-around duty, the Fiesta combines station wagon utility with Holiday glamour, eliminating center posts for a clearer, more enjoyable view for all. Luxurious interiors—in a wide choice of three-tone color combinations—provide spacious comfort for six passengers. And with the rear seat folded down, you've ample room for your cargo-carrying needs.

Just look at all that's new! New Wide-Stroke Chassis gives you a rugged foundation for the sturdy haul... more stable roadability for the highway. New Span-A-Ramic Windshield adds a new slant to design and visibility. Lower, longer lines of this sleek silhouette grace every scene of activity from countryside to country club. And the spirited 277 high-compression horsepower of the new Rocket V-400 Engine, with its high torque at low rpm's, gives you economy when you want it... power when you need it! See and drive the new Olds Fiesta at your Oldsmobile Quality Dealer's, soon!

Oldsmobile's four-door Fiesta is offered in two great series... the action-packed Super 88 and the Golden Rocket 88—value car of the year! Fiesta Sedan model, with center posts, is also available in the Golden Rocket 88 Series.



The Accent's on Oldsmobile... the car that puts the Accent on You!

Pontiac beat 'em all to the Big-Time Changes!



STAR FLIGHT BODY DESIGN—A Pontiac "original"—'57's most distinctive automotive styling!

INTERIOR STYLING WITH THE "OFF-THE-SHOULDER" LOOK—Another fashion "fad" for Pontiac!

NEW STRATO-STREAK V-8 ENGINE—An all-new power plant—greatest of the "eights"!

ULTRA-SMOOTH LEVEL-LINE RIDE—New, perfected suspension system—the ride sensation of the year!

3 POPULAR-PRICED LINES: Star Chief • Super Chief • Chieftain

*220 h.p. in Star Chief and Super Chief, 252 h.p. in Chieftain when teamed with Strato-Flight Hydramatic, an extra-cost option.

Get an eyeful of a car full of fresh ideas! Meet Pontiac for '57—the nimble-wheeled beauty that's creating more excitement than a live-alarm fire! From its bold, rapier lines to its lusty performance, this beauty-taker is steering a new course in styling and engineering that others are certain to follow.

You'll be astounded at the number of lightening "tests" in this car. And most exciting of all, every feature has been polished to perfection in the world's most grueling road test—Pontiac's 100,000-mile Marathon Run! See and drive it. You'll need no further proof that here is America's No. 1 Road Car.

*It's America's
Number 1
Road Car!*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

New Ideas for '57?



Pontiac has a Carload!

STAR FLIGHT BODY DESIGN—A Pontiac "original"—'57's most distinctive automotive styling!

INTERIOR STYLING WITH THE "OFF-THE-SHOULDER" LOOK—Another fashion "first" for Pontiac!

NEW STRATO-STREAK V-8 ENGINE—An all-new power plant—greatest of the "rights"!

ULTRA-SMOOTH LEVEL-LINE RIDE—New, perfected suspension system—the ride sensation of the year!

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*250 h.p. in Star Chief and Super Chief, 252 h.p. in Chieftain when teamed with Strato-Flight Hydra-Matic, an optional option.

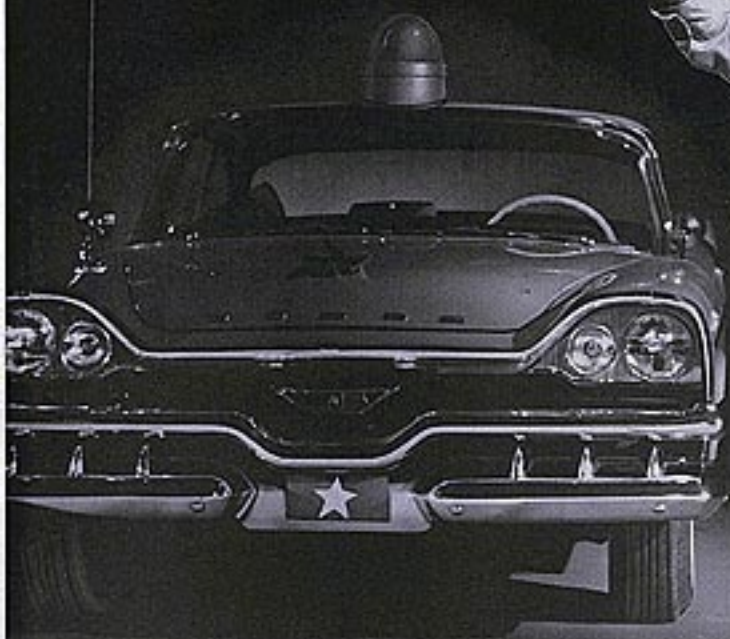
If you've driven it, you already know—this '57 Pontiac packs more styling and engineering "firsts" than you usually find in a whole crop of new cars! By actual count, there are over six-dozen new features wrapped up in this sleek creation. The grand total is a completely new car... new

from power to personality. And there isn't a match for it on the road today in the free and easy way it rides, handles and moves. Pontiac proved that with a 100,000-mile Marathon Test Run! Try this '57 Pontiac—and see why they're calling it the Surprise Package of the Year!

*It's America's
Number 1
Road Car!*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

*Meet my deputy in charge
of "hoss thieves"!*



If a gallon of gas doesn't take you as far as it used to — if there's no pep in your car's pickup, and every hill is a hardship — engine deposits and wear are stealing your horsepower.


That's why oil-wise car owners call on Pennzoil with Z-T to halt "hoss thieves." This is The Tough-Film® motor oil specially refined from

100% Pennsylvania crude, and then blended with an exclusive ingredient, Z-T. There's nothing like it to prevent wear and the formation of power-stealing deposits — for keeps.

For a powerfully clean engine, change to Pennzoil with Z-T. Your favorite dealer has or can get it for you. Ask for it by name.

Sound your Z

... Insist on Pennzoil


IN EVERY STATE, AT DEALERS WHO CARE FOR YOUR CAR
AND IN CANADA AT  DEALERS



Haven't lost a horse
in 30,000 MILES!



It takes slick, clean engine parts to keep horsepower unlocked. Pennzoil with Z-7, refined from 100% Pennsylvania crude and blended with permanently active Z-7, keeps your engine clean for keeps. Next time, ask for Pennzoil with Z-7, The Tough-Film® motor oil, by name.

IN EVERY STATE, AT DEALERS WHO CARE FOR YOUR CAR
AND IN CANADA AT  DEALERS



Sound your Z . . . insist on Pennzoil

MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. 2, OIL CITY, PA.

THE GREAT AUTOMOBILE DEBATE



"Make 'em bigger, wider and heavier," says the tradition-bound Detroit designer. "Never mind the expense. What people want is bigness and lots of power." But hasn't this trend to bigness been overdone? Especially when you can build a compact car with as much or more room inside?



"Keep it little," says the European designer. "What people need is economy and maneuverability." But these little imported jobs are pretty limited. They are easy to handle and park but they don't have the room today's biggest American families need for the cross-country vacation trips we take.

Only '57 Rambler Gives You Both:

- ① Big Car Room and Comfort ② Compact Car Economy and Handling Ease



The '57 Rambler offers the distinction and style that is so much a part of contemporary living.

Product of American Motors



Plenty of room for six passengers. Lounges other cars can't match. Reclining Seats, Twin Travel Beds, All-Season Air Conditioning, incomparable riding smoothness without rollercoaster bumps on all four wheels.



32.09 miles per gallon, coast-to-coast, official NASCUL economy record set by Rambler 6-Cross Country with overdrive. See and drive it today—America's smartest, thriftiest 4-door station wagon.

It's the car of new dimensions. New 1957 Rambler—with modern Single Unit Construction—is so roomy inside that six 6-footers have room to spare. In fact, within the new Rambler's smartly distinctive, compact lines you'll find room that equals many multi-spirited big cars.

It's lowest-priced of all, model for model. And Rambler is so trim overall, it handles better... slips through traffic easier... parks, turns and garages in less space than any other sedan made in America.

New! V-8 or 6! Here's the big power and economy news! The all-new Rambler V-8 gives 190 Horsepower, thrives on regular gas. And Rambler is officially best in trade-in value over all low-priced cars. Investigate Rambler before you buy.

Get A Lift Out Of Going—
Go Rambler V-8 or 6
See them live—great TV for all the family over ABC Network.

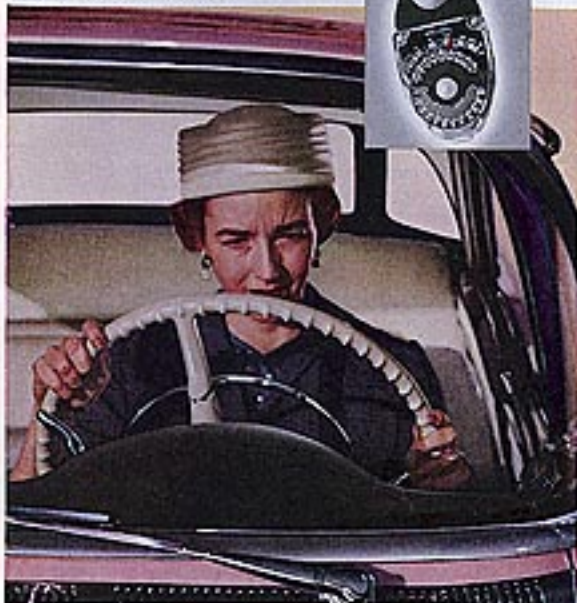
FUN-TEST RAMBLER—AT HUDSON DEALERS—AT NASH DEALERS



RELAX- UNSQUINT- STAY COOL...

(in your next new Oldsmobile for instance)

ORDINARY CLEAR GLASS WINDSHIELD. Sky glare alone, even without direct sunlight, causes squinting and fatigue. A light meter reading at the top of the windshield measured 180.



E-Z-EYE SHADED WINDSHIELD. Under exactly the same natural light conditions, the light meter behind the transparent blue band at the top measured 61. Eyes shaded from glare are unstrained.




Even when you drive on a hazy day, sky glare can make you squint . . . tense up . . . wear you down. That's "glare fatigue."

And that's why it's such a relaxing relief to have E-Z-Eye Safety Plate Glass between you and the glare.

It's like cruising along in the cool, clear shade of a tree. For high on the E-Z-Eye windshield there's a transparent blue-tinted band that protects your eyes from sky glare, yet gives you clear vision ahead.

And below the band (and in the other windows) there's a faint greenish tint that absorbs heat from the sun to keep you cooler in summer.

Ask your car dealer to give you a trial run in one of his E-Z-Eye-equipped cars. E-Z-Eye is optional equipment on Oldsmobiles and other General Motors cars. (According to national surveys, "tinted glass" is one of the most wanted features on new cars. It's also one of the least expensive.)

E-Z-EYE
SAFETY  PLATE

E-Z-EYE SAFETY PLATE GLASS

with the shaded windshield

Reduces Glare, Eye Strain, Sun Heat

LIBBEY • OWENS • FORD GLASS COMPANY • TOLEDO 3, OHIO


**SAFETY GLASS
INSTALLED**

LIBBEY • OWENS • FORD



HOW SHADED E-Z-EYE RELAXES YOU *(in your next new Pontiac for instance)*

ORDINARY CLEAR GLASS WINDSHIELD. Sky glare alone, even without direct sunlight, causes eyestrain and fatigue. A light meter reading at the top of the windshield measured 143.

E-Z-EYE SHADED WINDSHIELD. Under exactly the same colored light conditions, the light meter behind the transparent blue band at the top measured 20. Eyes shaded from glare are unstrained.



Ever get tense and tired when you drive?

Why let glare-fatigue wear you down?

E-Z-EYE reduces glare, makes driving easier, more relaxing. For there's a transparent blue-tinted band high on the E-Z-EYE windshield that protects your eyes from sky glare, yet you have perfectly clear vision ahead. Below the band, and in all the windows, too, the glass has a faint greenish tint that absorbs heat from the sun to keep you cooler in summer.

Ask your car dealer, or a friend who has E-Z-EYE in his car, to give you a trial run. (E-Z-EYE is optional equipment on Pontiacs and all other General Motors cars.) We think you'll like E-Z-EYE and will find its comfort worth its slight extra cost.



E-Z-EYE SAFETY PLATE GLASS

with the shaded windshield

Reduces Glare, Eyestrain, Sun Heat

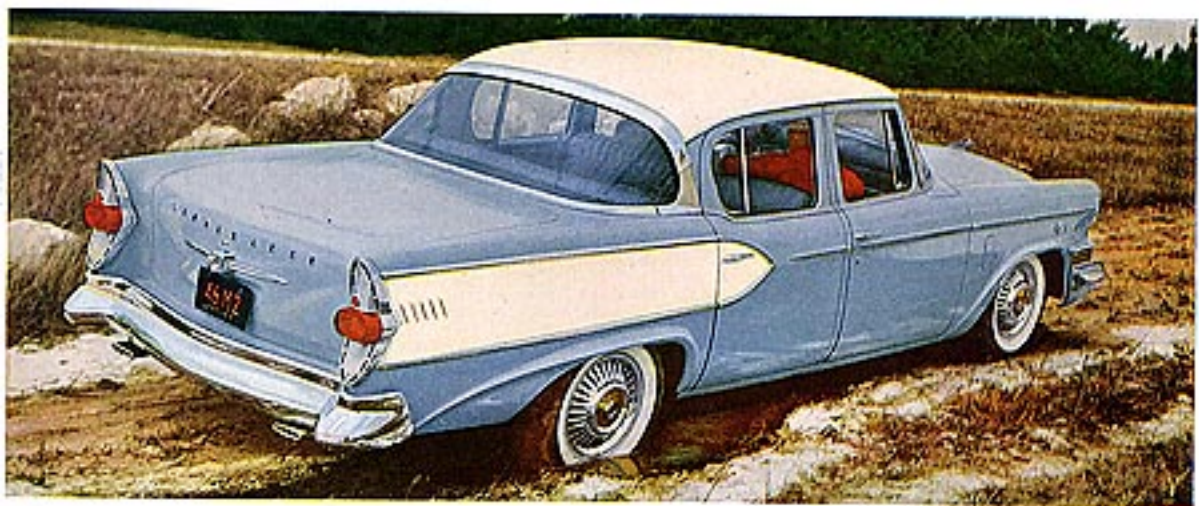
LIBBEY-OWENS-FORD GLASS COMPANY • TOLEDO 3, OHIO





STUDEBAKER IS SUPERCHARGED!
New reserve power makes light of steepest hills.

They toil not...



STUDEBAKER HAS TWIN TRACTION!
Go through when other cars spin wheels in vain.

neither do they spin!

Only Studebaker in all America offers the power-plus economy of a built-in supercharger. It's standard on the Studebaker Golden Hawk.

And to match this power, Studebaker now

offers the last word in driving control: Twin Traction* lets either rear wheel take the traction to pull you out of mud, snow and slippery places, and to keep you safer on the road.

These are only two of *many* important advances in Studebaker '57. Why not see them all! Visit your Studebaker Dealer today and discover *Craftsmanship* makes the big difference!

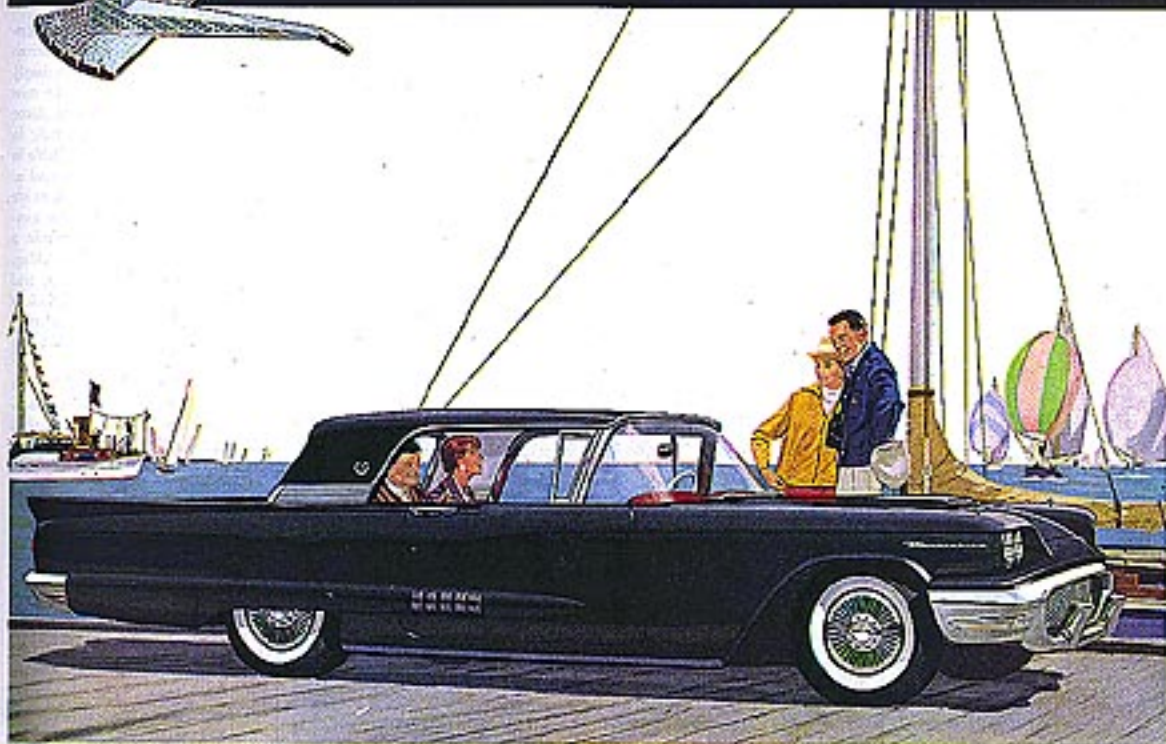
*Optional on all V8's



Studebaker-Packard
CORPORATION

Where pride of Workmanship comes first!

THUNDERBIRD



New Ford Thunderbird seats four —
now it's twice the fun to own one!

Even the most gregarious man can
see to a Thunderbird man. Family?
Friends? Take 'em along!

Take them in style—Thunderbird
style! The new T-bird has four of the
most comfortable, most luxurious full-
size fine-car seats you can imagine.
Plenty of room all around. Head room.
Leg room. Shoulder room. And more
than 30 cubic feet of luggage room...
far more than ever before! Enough to
take care of the full luggage require-
ments of four fortunate people on a
cross-country trip!

All this comfort, all this room, in a car
that's compact as a charm. And in spirit,

in power, in performance, this jewel of a
car is all Thunderbird, all the way! As
always, the new Thunderbird handles
definitely and parks easily. It maneuvers
and corners like a sports car! Stands to
reason—only a Thunderbird is built to
provide full fine-car luxury and comfort,
yet is uniquely sized to outperform the
big, bulky cars.

Your Ford Dealer invites you to see
and drive this excitingly different car at
your earliest opportunity. He'll tell you
the most startling news of all: You can
own the new 4-passenger Thunderbird
for far less than you would pay for other
luxury cars!



Extraordinarily wide and welcoming doors give you direct access
to all four individually contoured seats. Front seats are individually
adjustable, too. (That's standard, by the way.) Thunderbird's extra-
wide central console moves the convenience of all four passengers.

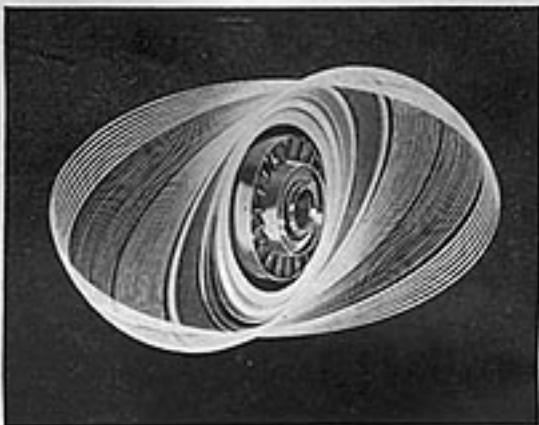
AMERICA'S MOST INDIVIDUAL CAR.

The Bombshell News Behind This Fresh, Bold Look



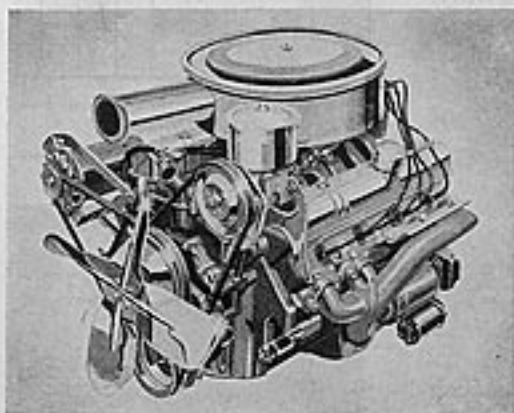
When better automobiles are built Buick will build them

1. Flight Pitch Dynaflow®—Those Buick engineers make transmission headlines again. In the eagerly awaited '58 Buick, they've developed a true *infinitely variable* stator for their triple-turbine Flight Pitch Dynaflow. Now those stator blades in the unit swing not to just two or three fixed positions, but literally to a million or more. That means maximum-power angle for starting, if you want it; gradually decreasing angle as your pace increases; and instant response at *any* pace in perfect ratio for the need at hand. The stator's 20 blades throw oil at the pump at 30 gallons per second at high angle. And this oil, moving at a velocity of 180 miles-per-



hour, impinges on the turbine blades with a constant force of 1,140 pounds. The performance is spectacular.

2. The B-12000 Engine—When you talk about engine efficiency, this is the one—the most modern engine it is possible to build for today's fuels. Vertical-valved for extra compactness (world's only vertical-valve V8), this great engine works at a neat 10 to 1 compression, develops a thrust of 12,000 pounds behind every piston's power stroke. That translates into superbly brilliant



response. A unique center-of-percussion theory is used with "tuned" nodal-point mounting for more controlled rotational motion of the engine, and for increased lateral stability. With the response of this powerful engine, and the instant flexibility of Flight Pitch Dynaflo, you get in this '58 Buick the first big car that's really light on its feet—most nimble Buick ever.

3. The Miracle Ride plus Buick Air-Poise Suspension.* Long years of constantly progressive ride-engineering have brought to a peak today the advantages of Buick's ride basics: X-member frame, full-length torque tube, and coil springs at all four wheels. In the '58 Buick chassis, you get a total of 46 feet of spring steel for torsional absorbence of road shock, which cuts vibrational frequency

to a low of 65 cycles per minute at the front, and to only 58 cycles at the rear. As an option, Buick Air-Poise Suspension replaces the coil springs, works new wonders for the Miracle Ride. To the basic solidity and stability of the Buick chassis—and without any major changes in its design—it adds 4 columns of compressed air with a *variable spring rate*. This keeps the car at one level, automatically, regardless of load or road condition. There's no other ride like it.

4. Many Significant Changes are found throughout the new B-58 Buick, since a great many projects long under development suddenly came to full flower this year, in this car: the Dynastar Grille, the clean, fresh styling, the "velvet wall" sound silencing, the new Quadrajet Carburetor, the Air-Cooled Aluminum Brakes,* and many others. Best thing any knowing car buyer can do is drop in on



his Buick dealer at the first opportunity to take a good long look at these B-58's, then drive one and let it speak for itself.

BUICK Division of GENERAL MOTORS

*Flight Pitch Dynaflo standard on Limited and Roadmaster 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Brakes standard on all Series except Special.

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and
THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV



The Air Born



B-58 Buick

IT OUTSTEPS ITS OWN GREAT TRADITIONS!



The statement above represents the first compliment that could be paid a Cadillac car. Yet, we feel it is a compliment that is richly deserved. With regard to beauty, to performance, to luxury, to craftsmanship and to value—this newest "car of cars" represents a glorious step beyond even Cadillac's own high standards of excellence. And this, most certainly, is a combination that

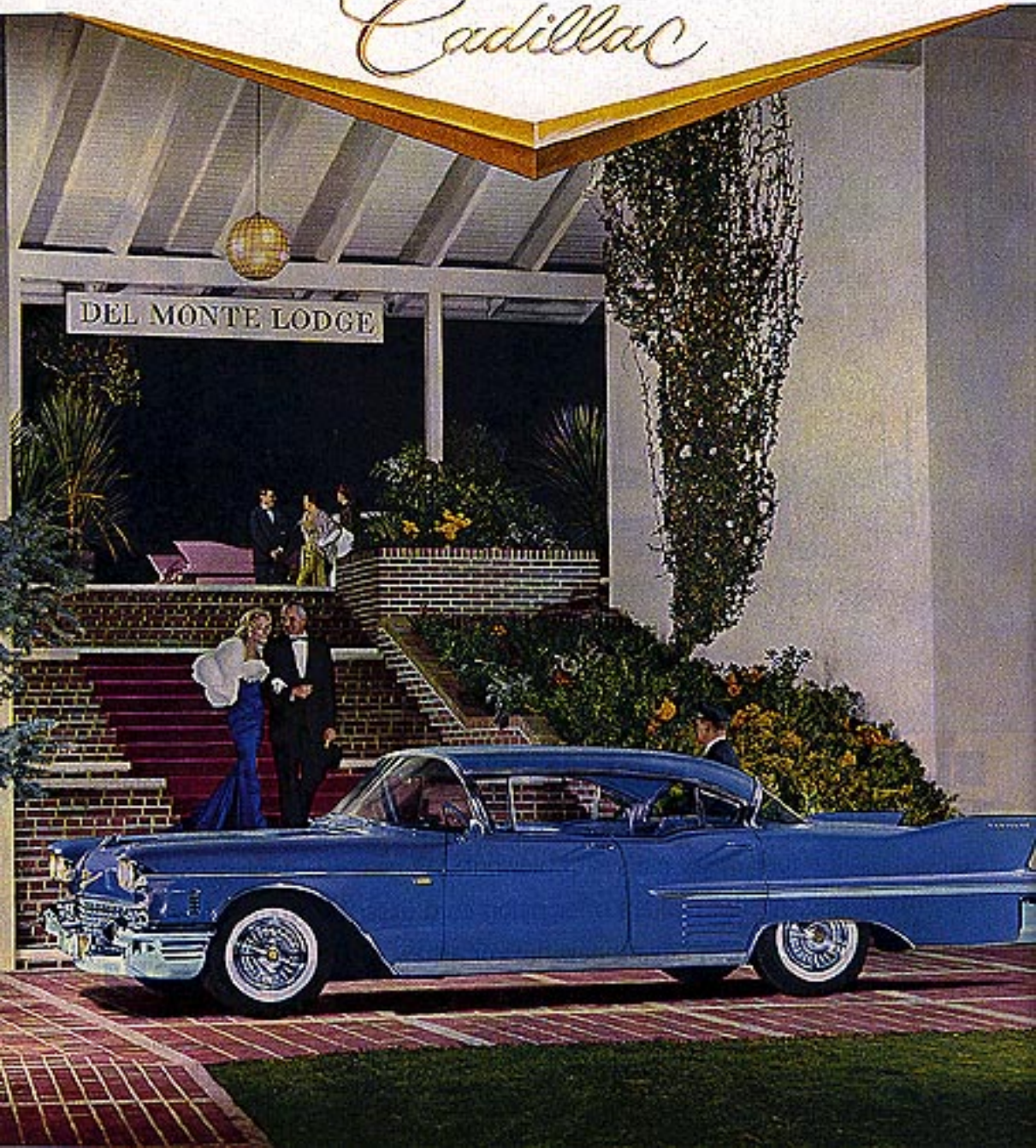
deserves your personal appraisal. We suggest that you let your dealer introduce you to Cadillac's exclusive Fleetwood coachcrafting—and bring you up-to-date on all the new models, including the Eldorado Brougham. You will be his welcome guest at any time.

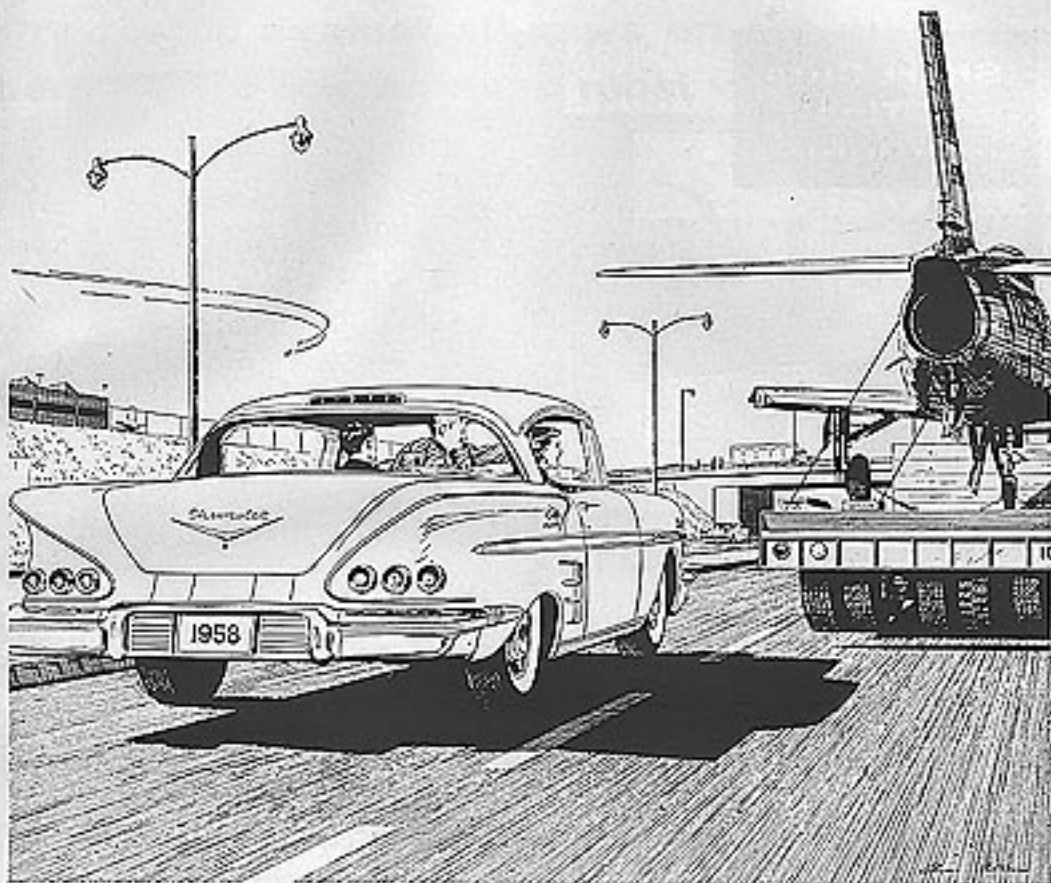


CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION
Light the Way to Safety—Aim Your Headlights • Easy Windows at Every Cadillic • Safety Plan Glass

Cadillac

DEL MONTE LODGE





Smoothest sprint on four wheels!

TURBOGLIDE + TURBO-THRUST!

Like peaches and cream, some things seem just made to go together. On the road, the combination that really fits like a glove is Chevy's Turboglide* transmission and the radical new Turbo-Thrust V8*.

Look at the specs and you'll see why. Turbo-Thrust has a whopping 348 cubic inches of displacement—and that means oceans of torque, particularly at low- and mid-range speeds. Tie this to Turboglide's triple-turbine torque converter and you'll think you've got the municipal power plant under the hood!

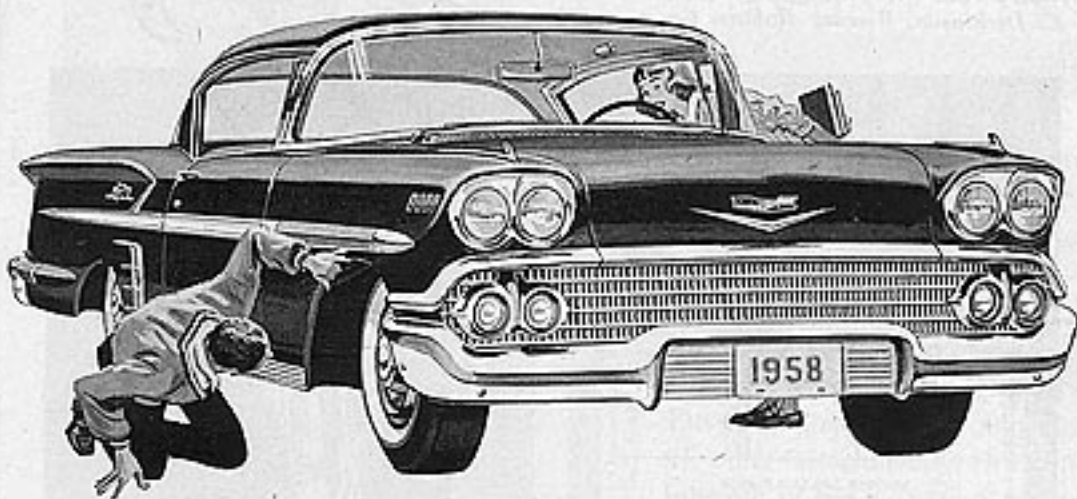
Turboglide never shifts — there are no "ranges" or gear "steps." And so take-off is just one solid whispering sweep of power; cruising is as hushed and effortless as the serene drift of summer clouds.

The actual elation this superb combination provides is impossible to describe. When you experience it yourself, you'll know one of the great moments of motoring. Why don't

you let your Chevrolet dealer set up that great moment for you—this week?... Chevrolet Division of General Motors, Detroit 2, Michigan. *Optional at extra cost.



'58's real eye-opener is CHEVY!



And that's a fact. You never saw so much sharp engineering, so many advanced ideas, such stunning changes packed into one year's progress. You'll spend hours studying this one and never run out of surprises. For '58, Chevy's new from the paint on in—and that means body, suspension, chassis, engines . . . the works! Sure, they're lovely to look at. But come on down and get the real eye-opener, the inside story! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

• **LEVEL AIR RIDE—**
100% air springs,
front and rear.*

• **3 CARBURETORS**
on Super Turbo-Thrust
V8 . . . and 280 h.p.!

• **NEW WHEELBASE—**
2½ inches longer for
extra room and comfort.

*Optional at extra cost.
**Except with Overdrive.

• **TURBO-THRUST V8**
with combustion
chambers in the block!

• **CLOSE-RATIO Syn-**
chro-Mesh trans-
missions on all V8's,**

• **NEW BODIES—9**
inches longer, up to
2½ inches lower.

• **DUAL HEADLAMPS**
for better light pattern,
longer low beam.

• **NEW BODY-FRAME**
design has double-wall
cowl for added rigidity.

• **4 COIL SPRINGS**
with advanced Four-
Link rear suspension.

• **NEW IMPALA**
luxury models rival
the costliest cars.

• **348-CUBIC-INCH**
Turbo-Thrust V8's with
"gable-roofed" pistons.

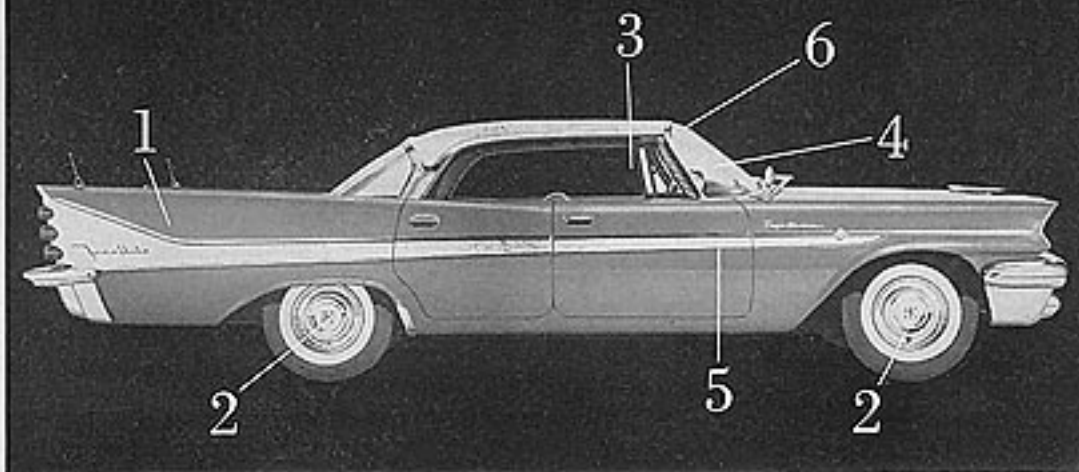
• **NEW FRAME—**
has new X-design for
extra lowness.

• **FUEL INJECTION—**
top efficiency, instant
acceleration.*



• **TURBOGLIDE, the**
super-smooth, triple-
turbine transmission.*

THE ADVANCE DESIGN OF THE *FORWARD* LOOK



WHY IT IS SO RIGHT • WHY IT MEANS SUCH VALUE FOR YOU

In just 12 months more than one million people bought new cars of The *Forward* Look. And nearly half a million switched to them from other makes of car. Their reasons? They're finding more that's new . . . more that's right . . . than they find anywhere else.

1 Take, for example, the rightness of style—the dart-shape of motion. No other design contributes so much to performance. Even cuts steering corrections in cross-winds as much as 20%!

2 There's the wonderful difference of Torsion-Aire Ride. It's America's one new completely different, completely proved system of suspension. So right it prevents starting squat, braking dip, lean on curves. *Yours at no extra cost* in every Plymouth, Dodge, De Soto, Chrysler, Imperial.

3 Pushbutton TorqueFlite—A “first” and so right—found only in cars of The *Forward* Look. Reliable, mechanically-linked control buttons, placed safely at the driver's left. Plus full control of automatic transmission with two extra selector buttons for such conditions as mud or snow, for downhill engine braking, for flexibility in traffic and up steep hills.

4 New Constant-Control Power Steering makes a wonderful difference, too. It works the right way—full time, not part time. Pioneered by Chrysler Corporation, it takes the work out of steering, yet gives you full control, wonderful new “feel” of the road.

5 Your toe works less, the brakes do more, with Total-Contact braking. The difference here is big and right: quicker straight-line stops with up to 25% less pedal pressure; longer lining life, and only cars of The *Forward* Look have two cylinders working each front brake.

6 You see up to 50% better with Control Tower windshields that sweep back into the roofline to let you look up as well as out. With safety glass all around, of course. The “all outdoors” feeling comes true again in the roominess we give you inside. More, model for model, than any other makes of car!

But the rightness goes further! In every great engineering achievement, in every fine detail of styling, in the total design and total value of these cars. It's simply a matter of giving you more for what you pay. But don't just look at a great '58 of The *Forward* Look—drive around, and discover the rightness for yourself!

CHRYSLER CORPORATION  **THE *FORWARD* LOOK**
PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

More room to sit...



More room to carry...



More looks to go with it!



The wagons with the *FORWARD* Look from Chrysler Corporation give you more of what you buy a wagon for

We think station wagons should be *family* size. Don't you? And ours are. The wagons with the Forward Look for '68 are roomier than any other station wagons on the road. (See the chart.) But that's not all. Chrysler Corporation station wagons pack a carload of family-minded features that no other wagons have to offer:

Handy crank-down rear window and tailgate that goes down flat—with no cables and no awkward window panel jutting out above.

Rear seat folds flush into the floor. You don't have to hoist it out to carry things.

Torsion-Aire Ride—smoothest ride on the road today. And at no extra cost!

Pushbutton Torque Flite—simple mechanical pushbutton driving proved in over twelve billion miles of customer driving.

Constant-Control Power Steering that works all the time—not just on curves. Makes parking your wagon a cinch!

Total-Contact Brakes for 25% easier, quicker, safer stopping.

You get more good things in these great new wagons than we have space to tell. So why not simply *drive* one at the dealer's.

P.S.: Bring the whole family. That's who we build our wagons for!

COMPARE all 14 top makes of station wagons	SITTING ROOM (Combined front and rear seat in inches)	LOADING ROOM (Cubic feet)
Plymouth	125.0	95.0
Dodge	125.0	95.0
De Soto	125.0	95.0
Chrysler	125.0	95.0
Wagon A	119.9	80.0
Wagon B	124.8	64.0
Wagon C	124.8	88.0
Wagon D	126.9	87.0
Wagon E	120.5	81.0
Wagon F	120.6	81.0
Wagon G	121.5	64.0
Wagon H	124.6	88.0
Wagon I	119.9	80.0
Wagon J	116.4	65.0

CHRYSLER CORPORATION ➤ **THE FORWARD LOOK**

PLYMOUTH ➤ DODGE ➤ DE SOTO ➤ CHRYSLER ➤ IMPERIAL

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More room to carry...



More looks to go with it!



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Chrysler	125.0	95.0
Wagon A	119.9	80.0
Wagon B	124.8	64.0
Wagon C	124.8	88.0
Wagon D	126.9	87.0
Wagon E	120.5	81.0
Wagon F	120.6	81.0
Wagon G	121.5	64.0
Wagon H	124.6	88.0
Wagon I	119.9	80.0
Wagon J	116.4	65.0

CHRYSLER CORPORATION ➤ **THE FORWARD LOOK**

PLYMOUTH ➤ DODGE ➤ DE SOTO ➤ CHRYSLER ➤ IMPERIAL

The Biscayne 4-Door Sedan with Body by Fisher. Every window of every Chevrolet is Safety Plate Glass.



YOU'LL GET THAT CHEVY FEELING—FAST,
*when you discover how quickly and surely this car responds, how beautifully it
behaves. And the ride makes roads seem as smooth as sea-packed sand!*

Wait till you're breezing along with the rapid response of a Turbo-Thrust V8* under your toe and you feel Chevy's easy, accurate steering and Full Coil smoothness. You can't help but get that Chevy feeling! It comes over you the moment your hands curve around that slim steering wheel, and it just keeps mounting every mile you drive.

You can see Chevrolet's the most completely new car in its class. You'll find, too, that Chevrolet prices start right down at the bottom of the ladder. But you have to feel Chevy's pulse out on the road to discover all the life and pure driving pleasure that's packed into those long, low lines. Let your Chevrolet dealer arrange it. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost*





MOORE CLUTTER BY WILLIAM S. NEW YORK

Pronounced America's most distinctive fine car

THE BOLD DISCRIMINATING PEOPLE who launch all great changes in taste have chosen Imperial — decisively. In this magnificent car, they have found a crisp and wonderful distinction. A stirring sales record, ever mounting, underscores Imperial's ever-growing popularity.

The car itself is a styling masterpiece so fresh and so new that it even features gracefully curved sideglass, something you've never seen on any motorcar before.

And its performance? Incomparable. Take the wheel to see what

the industry's finest engineering can do for you. See how your car, for all its impressive size and power, handles like silk. All driving strains are removed. At tight corners, sudden stops, your car floats perfectly level, supremely comfortable.

Claim — as the fine car that's right for you — the nation's acknowledged new style leader. See this beautiful new favorite, now at your Imperial Dealer's, in a wide choice of models and most attractive range of prices.

IMPERIAL . . . FINEST PRODUCT OF CHRYSLER CORPORATION

The triumphant

IMPERIAL

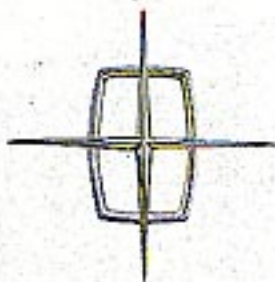
Finest expression of The Forward Look. ➤



Mark III prices are just slightly above the five car field. Cool by Vera Manoff.

THE NEW CONTINENTAL MARK III

By classic standards, the most remarkable convertible of our time



Your eyes tell you: this is the convertible of convertibles.

In every line, clean line, you see the most beautiful expression yet of the Continental ideal. And, as you would expect, this magnificent Mark III goes far beyond any convertible you have ever known.

One touch of your fingertip and the top disappears beneath an all-metal cover. And, for the first time in any convertible, there's a power-operated, glass rear window. You get hardtop visibility, and true hardtop styling.

Inside, the finest leathers in the world grace this Mark III. Hand-knocked, they are wondrously soft and supple, and tailored in the finest Continental tradition of classic elegance.

Why not make this the most memorable spring of a lifetime . . . in this remarkable new Continental?

CONTINENTAL DIVISION, FORD MOTOR COMPANY



The Continental Convertible: one of four new Mark III models.



All you need for Spring Spruce-up... all in one handy **MoPAR** kit...all for \$2.25*!

Special package price! For sparkling "new car" beauty, here's what you get in one easy-to-take-with-you, easy-to-use car care kit:

1. MoPar Automobile Polish. Fast-acting. Just apply, let dry, wipe clean.
2. MoPar Liquid Chrome Polish. Quickly removes tarnish, restores original brilliance.
3. MoPar Glass Cleaner. Spray on, wipe off. Leaves no streaks or blurs.
4. MoPar lint-free Polishing Cloth.

Pick up your kit today from your Plymouth, Dodge, De Soto, Chrysler or Imperial dealer, or independent repair shop featuring quality MoPar products. And while you're there, remember he's the man to see for all your car care needs. MoPar means genuine Chrysler Corporation products, made to highest quality standards.

MoPar Division, Chrysler Motors Corporation, Detroit 31, Michigan



* factory retail price, at factory

MoPAR
PARTS & ACCESSORIES

OLDSmobility



*The new way to travel that takes
you out of the ordinary into the Rocket Age!*



...and engineered for excellence throughout!

Oldsmobile for 1958 is engineered to be both rugged and right! For its new Rocket Engine is writing this year's big economy news . . . with multiple engineering advances that boost efficient action to a brand-new high! Just try it and see how new camshaft design . . . new manifold design . . . 10-to-1 compression ratio . . . all combine to make the '58 Rocket the road's most talked about performer!

Even comfort's calibrated to the nth degree in Oldsmobile . . . with exclusive New-Matic Ride*! For here is *true* air suspension. Four air cushions of tough rubber-nylon give you a variable rate ride, smooth and level whatever the road

or load! It's a "closed system", too, meaning dependable performance with minimum upkeep.

And wait'll you see the brilliantly engineered accessories . . . like Oldsmobile's all-transistor Trans-Portable Radio*. It's actually *two* radios in one. With its own speaker and 160-hour batteries, the Trans-Portable plays inside or outside the car.

Wherever you go, you go with extra value in an Olds . . . with such features as Safety Plate Glass all around! Clearly the '58 Olds is a car in a class by itself! But judge for yourself . . . as your own test driver . . . in a Rocket road test soon!

*Optional at extra cost.

OLDSmobility



EXCITING "ROCKET AGE" STYLE THAT REFLECTS YOUR OWN GOOD TASTE!



OLDSMOBILE'S SUPER 88 FOR '58...GEARED FOR SUPER PERFORMANCE!

A 1958 Oldsmobile is waiting for you . . . a car that's in a class by itself! A new Rocket Engine car . . . a magnificent performer in the famous Rocket tradition, and offering the *greatest improvement in fuel economy* in Oldsmobile history. Beneath the exciting distinction of line and color . . . beyond the renowned power plant . . . are new expressions of Oldsmobile's style and engineering leadership. For example, New-Matic Ride* (Oldsmobile's *true* air suspension) is the greatest advance in riding comfort since air was first put in tires! And this is only the beginning. In every way, this is *your* car for this mobile era! OLDSMOBILE DIVISION, GENERAL MOTORS CORP.

*Optional at extra cost.

OLDSMOBILE



FORWARD FROM FIFTY...UNTO THE ROCKET AGE



SEE YOUR NEAREST AUTHORIZED OLDSMOBILE QUALITY DEALER

Wherever You Go, People Know...

Packard

Go where you will in a 1938 Packard and you will note the car is always a standout. In any setting, elegance is immediately apparent in every line of the Packard's carefully crafted exterior. And admirers looking into the car will notice luxurious appointments such as they have rarely seen before in any automobile.

But the most striking feature of the new Packard styling is its originality. A long, forward sloping hood sweeps down to a simple, tastefully proportioned grille that is unmistakably identifiable on the highway. In fact, Packard cars are the most original on the American road.

Flatter yourself . . . with this distinction. Guest-drive a 1938 Packard today!



See the all-new Packards:

- The luxurious Packard 4-door Sedan
- The versatile Packard Station Wagon
- The panoramic Packard Hardtop
- The supercharged Packard Hawk



Studebaker-Packard
CORPORATION

Where pride of Workmanship comes first!



Announcing...

the third limited edition of one of the world's great motor cars

Fury
by Plymouth



It's definitely not made for you if you're just looking for "basic transportation"...not this jewel in Buckskin Beige and Gold...the fabulous new FURY that actually outclasses even the FURY of other years.

That's hard to do! But this gem does it! Introducing the new GOLDEN COMMANDO V-8 engine*...350 cubic inch, 10 to 1 compression, dual quads—a mill giving the greatest performance in Plymouth history.

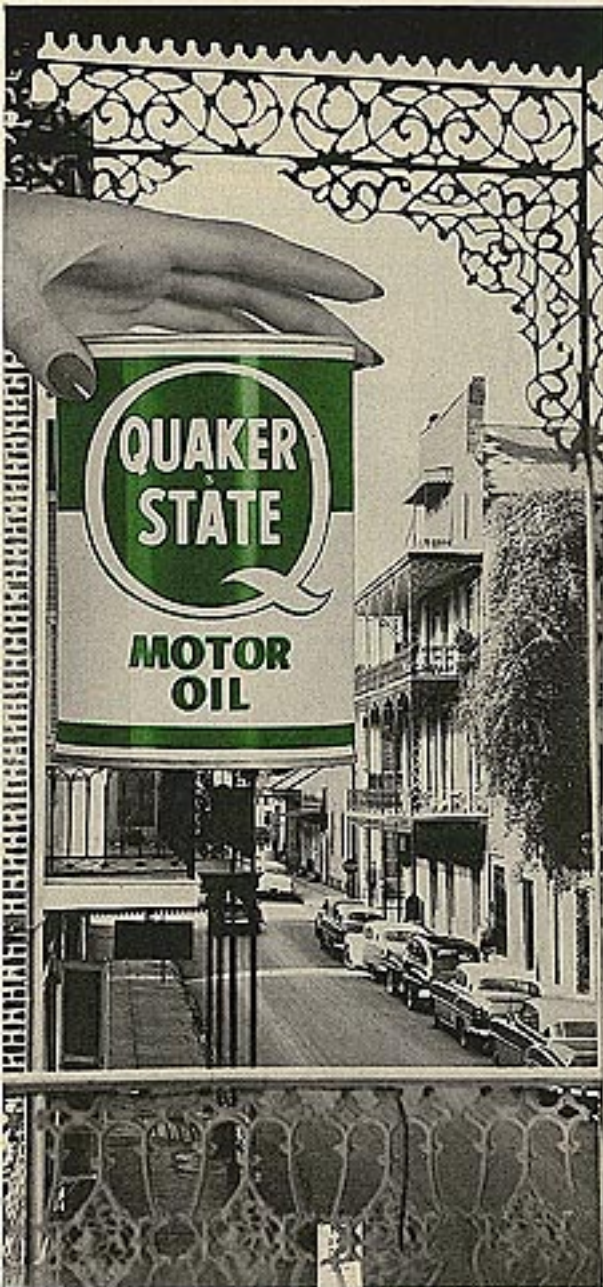
*Optional, at low extra cost.

With famous Torsion-Aire Ride, featuring torsion bar front suspension, this new FURY really hugs the pavement, corners flat and stops level—without nose-dive. You don't just drive a FURY...you virtually wear it!

Don't wait until a new FURY pulls alongside at a stop light to look one over...let your Plymouth dealer show you the terrific things that happen when the builders of great motor cars set out to surpass themselves—and succeed!

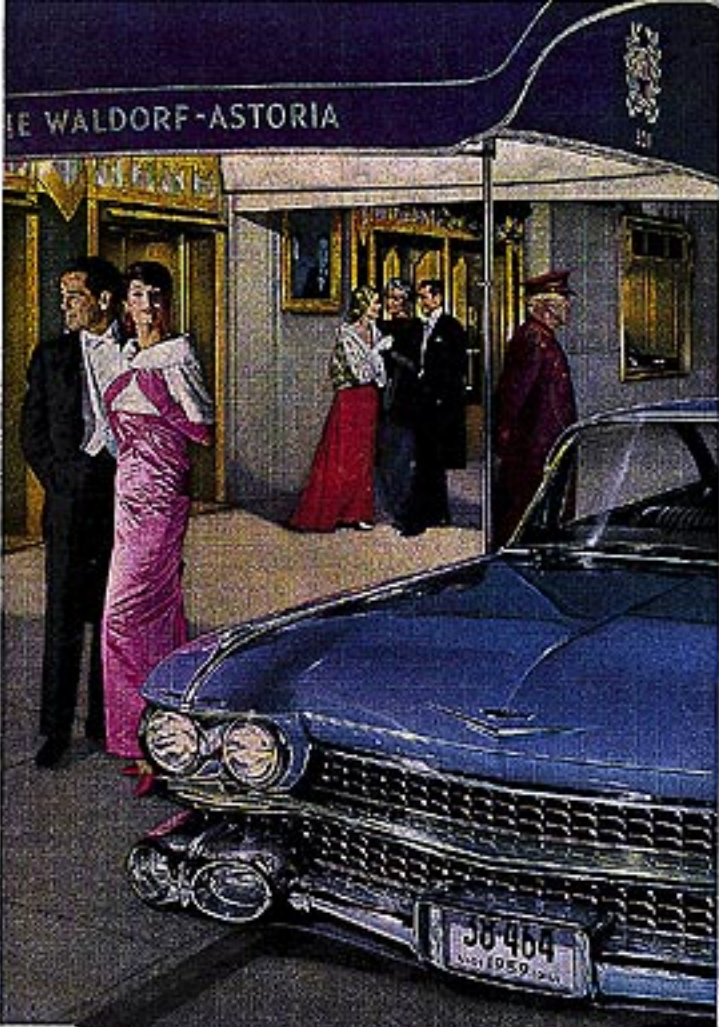


Star of the Forward Look... • Fury by Plymouth



Big news on the road today is Quaker State. Every drop of Quaker State Motor Oil is expertly refined from only the purest Pennsylvania oil stocks. Quaker State gives cleaner, smoother performance in all car engines. Be sure to ask for Quaker State... it's the best motor oil money can buy!

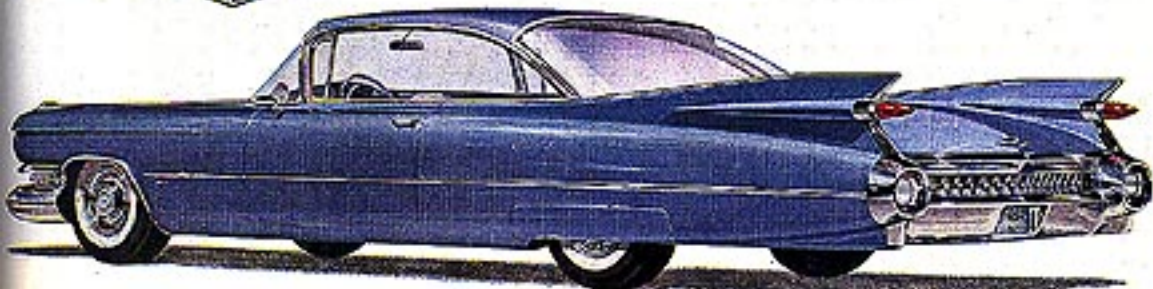
QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association



Wherever automobiles are seen and appreciated, the Cadillac name has, over the years, become an accepted synonym for "quality". Yet never before has the Cadillac car represented such a high standard of excellence as it does today. In its great beauty and majesty . . . in its fineness of performance . . . in the elegance of its Fleetwood interiors . . . and in the skill of its craftsmanship . . . it is far and away the finest fruit of Cadillac's unending quest for quality. We believe that a personal inspection will convince you of this fact—and that an hour at the wheel will add certainty to conviction. Why not accept your dealer's invitation to visit him soon—for a ride and a revelation?

CADILLAC MOTOR DIV INTERIOR • GENERAL MOTORS CORPORATION
EVERY WINDOW IN EVERY CADILLAC IS GLASS PLATE GLASS

Cadillac ...world's best synonym for quality!





Good looks never carried so much weight!

Chevrolet Task-Force 59 Trucks

Here's the handsomest thing that ever happened to hauling—the new El Camino, combining the stunning style of a '59 Chevrolet passenger car with the cargo capacity of a pickup. It's another example of the added prestige Chevrolet trucks bring to your business—from the Sunday-go-to-meeting look of the new Fleet-side pickups (available with new two-toning as an extra-cost option) to the built-for-stamina styling of heavy-duty models. Your dealer's waiting now to show you the entire new Chevrolet Task-Force 59 lineup—the best yet of the best sellers—with *new might, new models, new money-saving power.*

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



The Newall - 4-door 6-passenger - one of five new Chevy wagons!

THE CAR THAT LEADS YOUR KIND OF LIFE-'59 CHEVROLET!

Just look at the practical way the '59 Chevy meets the needs of today's on-the-go family. Its famous Body by Fisher is roomier, with vast new areas of visibility. Its ride is smoother, handling is easier. Its finish keeps its shine for as long as three years without wax or polish. There's a peppery new 6 that gets up to 10% more miles per gallon - plus a whole lineup of vroom-packed V8's.

And look at the beautiful variety of versatile Chevrolet station wagons for '59. All five models offer the last word in station wagon practicality. Handy around the homestead. Great for trips. Some day soon, take the whole family along to see the '59 Chevy - the car that's shaped to the new American taste! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



The Brookwood - 4-door 6-passenger. Also a 4-door Brookwood.



The Portwood - 4-door 6-passenger.



What America wants, America gets in a Chevy!



The Klipswood - 4-door 6-passenger with new rear-facing third seat.

What kind of a car do you want, *exactly*? Chevrolet has a choice of nine engines, five transmissions, two suspension systems, regular or Positraction rear axles, special cams, solid or hydraulic valve lifters, two air conditioning systems, even Fuel Injection—the list of extra-cost options is astonishing. But what it means is that you can virtually design your own car, tailored precisely to your needs. Here's one case in point:

"I 'built' our Chevy as a packhorse"



"My wife always puts down 'profession: housewife' on the income tax forms—but she'd be a lot more accurate if she made it 'bus driver.' We've got a Little Leaguer, a Boy Scout and a daughter in ballet classes, plus a fanatic interest in gardening, and it seems to me she spends 90 per cent of her time transporting kids or plants somewhere.

"So when it came new car time for us I took Chevy's whopping list of options and sat down to 'build' a car that would make her job easier. The nine-passenger wagon, of course, because we *have* to have the space—and the kids love that rear-facing third seat.

"The budget pointed to that penny-saving Six engine, but Powerglide and power steering were almost necessities—all her

driving is stop-and-go neighborhood stuff.

"But I made myself a real hero with something she'd never have thought of—Positraction. She still doesn't know *how* it works but to hear her talk you'd think I'd invented the wheel—she can cruise right through a foot of snow or the spring mud on that dirt road out to Wolcott's Nursery without a whisper of wheelspin. But I guess I did almost too good a job; that car is *hers*, and I practically have to pry her fingers off the wheel to borrow it!"

It's a fact; you can make a car *your*s all the way through with Chevy's terrific spread of options—sit down with the spex and see what you come up with!... Chevrolet Division of General Motors, Detroit 2, Michigan.



NAME YOUR GAME. Packing into a wilderness or out for a day on the practice range—Chevy fits your picture dead center. It's your kind of car: long on performance, easy on the gas, spacious, smooth riding. As beautifully efficient as a hunting arrow!



The fun is in the going in this Biscayne 4-Door Sedan.

'59 CHEVROLET—

The car that leads your kind of life!

Fun is where you find it—and finding it was never more fun! For here's a car that combines a practical slant on life with a zestful flair for adventuring. There's a high-stepping new 6, for example, that has a wonderful way of passing by gasoline stops. And Chevy offers as standard equipment a bright new finish that you don't have to wax or polish for as long as three years. And spacious areas of visibility that open up a whole new way of looking at the world.

In short, this is a car uniquely fitted to your kind of life. A car that puts plenty of room between you and the road, to keep the going smooth and level even when you leave the roadway. A car with crisp, sensitive response and a new feel of sureness on back-country trails as well as

turnpikes. A car with the very look of adventure.

Best of all, there's sure to be a Chevy wagon, sedan or sport model to suit your fancy. And whether your pleasure takes the shape of a Biscayne 4-Door Sedan like the one up above, or an Impala Sport Sedan, you'll find it as logical to own as to love. The Chevy that's just right for you is waiting at your Chevrolet dealer's. See him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.





For the man who knows what he wants—new engines in '59
Cars of The Forward Look promise even greater performance
than those that took Mobilgas Economy Run honors in '57-'58.

Cars that can do what they look like they can do



Built for the 1 man in 4 who wants a little bit more.
Quality Cars of The *Forward Look* for '59
from Chrysler Corporation... A drive will bring
out the difference great engineering makes.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



BLESS DE SOTO

for making seats that let you step out like a lady!

What a relief to step out, instead of having to crawl out of your car. No more hiked-up skirts. No more popping runs. The '59 De Soto's new Sports Swivel Seats let anyone—tall or short—flip in or out in one easy motion. Being a woman, you'll appreciate

DeSoto interiors, too. They're as smartly styled as your own living room. And everyone will like DeSoto's magnificent side... roominess... and power. See the fashion leader of the year at your DeSoto dealer's today. Try the new Sports Swivel Seats yourself!



The smart way to go places...DE SOTO

➡ Time you got acquainted with America's *Fine* economy car.
 Offers more  solid comfort than cars costing barrels  of money:
 No "low bridge" doors to knock your hat off  ... no "sitting on the floor"  to get headroom. New  Economy Slant "6" lies on its side to save money,
 and a zippy V-8 likes "Regular" gas best. Prices start so close to the "cut-down
 cuties"  you can't believe it. **20** models, all body styles, in Seneca,
 Pioneer, or distinctively smart Phoenix Series. You're in for a real thrill...

THE DAY YOU DISCOVER DODGE DART



Comfort is king in the new low-priced 118" wheelbase Dodge Dart. Revolutionary Unibody does away with space-wasting "double-decker" construction, where body is perched on top of frame. Now body and frame are united in a one-piece "Jetness of steel," more solid and more spacious. You sit in a natural position, get in and out more easily. It is a fine car in every respect: roominess, ride, performance, beauty. Yet

with all its fine-car qualities, Dodge Dart is an economy car. First cost is remarkably low. You can cruise 400 or more miles on a tank of gas. Upkeep costs should compare favorably with the midgets. And Unibody construction keeps your Dodge Dart new longer: solid, rattle-free, squeak-free, and protected against corrosion. Make today your day to discover Dodge Dart... a complete line of economy cars in the low-price field.

DODGE DART

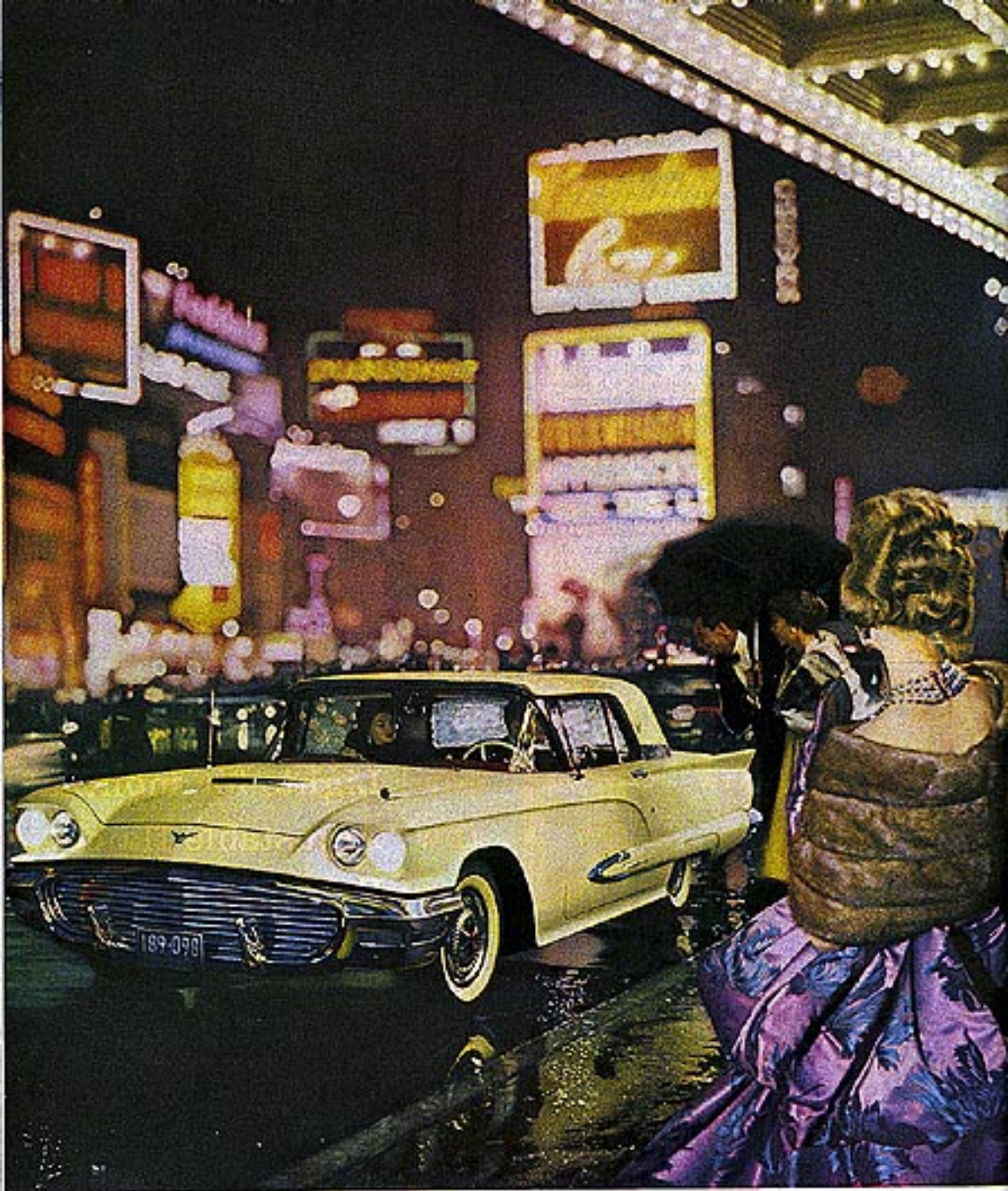
NOW DODGE BUILDS TWO GREAT CARS: DODGE DART • '60 DODGE

Dodge Division of Chrysler Corporation

the
59 FORDS



THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



FORD  THUNDERBIRD '59

The car everyone would love to own!



Hillman prices start at \$1639 P.G.E. Western states slightly higher. Full line includes Sedans and Station Wagons. Write for various delivery facts.

Hillmanship proves that
the best things in life
can cost \$2099



Open up and let the sun shine in.
Top adjusts in 5 positions.
Precision engine gives up to
55 m.p.h. Room for 5. Fullsize
trunk for luggage. Test-drive
it at your Hillman dealer's now.

HILLMAN

ROOTES PRODUCTS: SUNBEAM • SINGER • HUMBER

Rootes Motors, Inc., 505 Park Ave., N.Y., N.Y. • 9830 W. Pico Blvd., L.A., Calif. • Rootes Motors (Canada) Ltd., Toronto, Montreal, Vancouver



BY IMPERIAL DECREE



...power

Not raw, unbridled power. Not irresponsible speed. Not hungry, violent horsepower.

Imperial power is mature, obedient power . . . under constant and gentle rein.

It is a new kind of power, decreed by the only totally new engine in the fine car circle. Its pistons move more slowly. Its crankshaft turns fewer times in a given distance. All its moving parts move less busily.

Yet, with all its quiet calmness, all its saving of fuel and wear and friction, the new Imperial engine develops greater forward thrust, greater wheel-turning power, more liveliness per pound than any other automotive engine of the year.

You expect Imperial to be luxurious, exquisitely tailored, elegant to a fault. You expect generous space and comfort,

But so find such agility in a car this size . . . such spirited responsiveness, such lightfingered controllability . . . this is the constant surprise. This is the "feel" an Imperial owner loves.

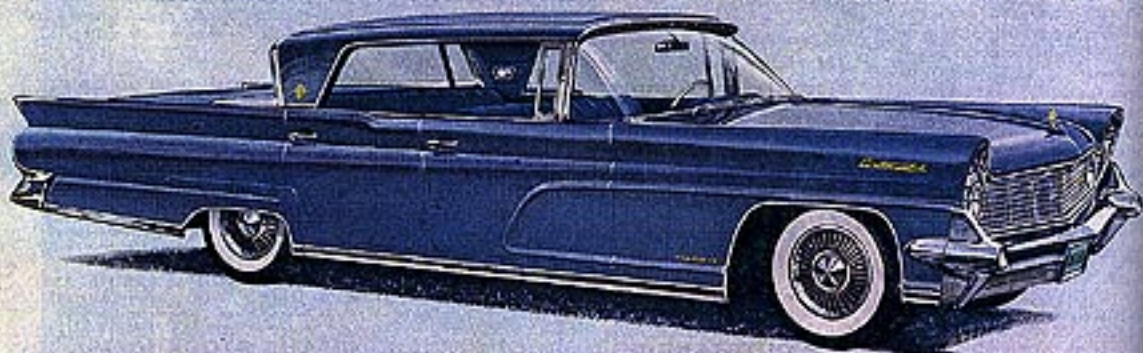
Won't you ask your Imperial dealer to show you how much more elegant elegance can be when it's generously spiced with eagerness?

FINEST PRODUCT OF CHRYSLER CORPORATION

IMPERIAL

... excellence without equal

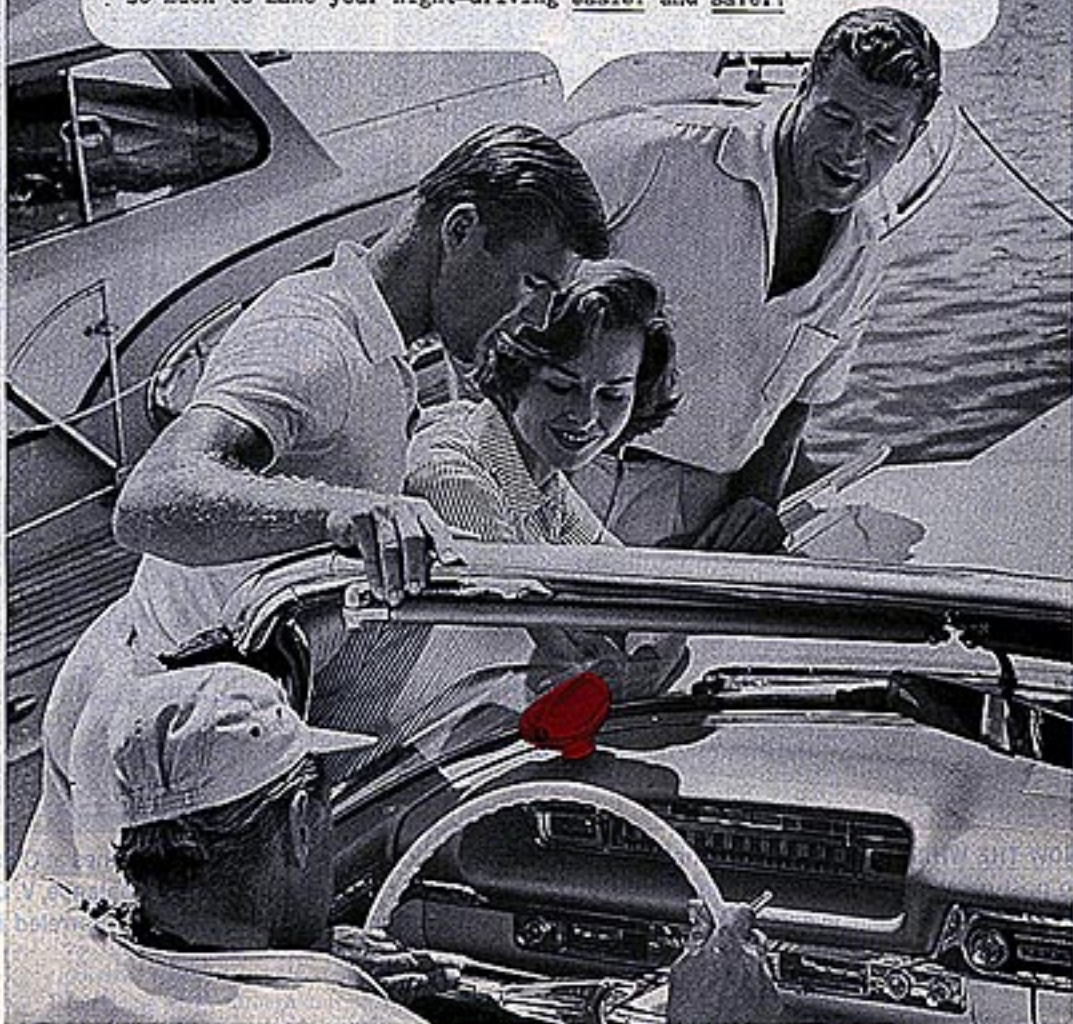
The
CONTINENTAL
Mark IV



"Elegance implies a precision, a polish and a sparkling"

WILLIAM HAZLITT

"This **AUTRONIC-EYE** works like a charm! It automatically dims my lights for approaching cars . . . switches them back to bright when the way is clear. Never lets me forget . . . reminds the other driver to dim his lights, too. It's completely automatic, yet I can control sensitivity by just turning the distance-control dial. In my book, there's not another optional feature that does so much to make your night-driving easier and safer!"



OLDSMOBILE AUTRONIC-EYE

Power Headlight Control

Autronic-Eye takes your mind off dimming . . . lets you concentrate on the road ahead.



This '59 Oldsmobile wheel in your hands
will introduce you to *That New Olds Feeling.*

A feeling of quality and refinement...*

a feeling of unexcelled comfort and handling ease.

*Visit your Oldsmobile Quality Dealer
and drive the smartest looking
Rocket Engine Olds ever built!*



*Quality is standard equipment on every Olds.
Always, turn to your Oldsmobile.

OLDSMOBILE

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION



GERMAN MADE

Germany's popular precision-built car, Opel offers refinements unique in a car priced as low as this one. It's a practical family-size, economical small car import with American big car ideas.



AMERICAN STYLE

You'll be amazed that any small car import could let you enjoy so much roominess, so much space to store things, so much big-car feel. Get Opel's illustrated brochure at your Buick Dealer's.



THIS IS OPEL

Up to 30 miles per gallon. Seats 4-5... over 12 cu. ft. luggage space. 55 horsepower, 4-cyl. engine. 174 in. long, a little over 5 feet wide. Opel Rekord 2-door sedan, MANUFACTURER'S SUGGESTED RETAIL PRICE \$1987.50 P.O.E. New York*. Also available: Corvair station wagon.

*Including taxes, license, title, dealer's prep, delivery, handling, fee and taxes. Transportation charges, title, local taxes, accessories and optional equipment are additional. The 1955 Opel Rekord is built in Germany by General Motors—sold and serviced all over America by

BUICK DEALERS



GERMAN MADE

Popular and precision-built: Opel Caravan gives you station wagon usefulness without bulk. Peppy performance with economy. Built with American big-car ideas.



AMERICAN STYLE

It has room aplenty for a family of five . . . and vacation gear, too. Or fold down the wide rear seat and get nearly 6 feet of flat cargo space for a hi-ton load!



THIS IS OPEL

Up to 30 miles per gallon. 56 horsepower, oversquare 4-cylinder engine. 174 in. long, 5'3" wide. Standard 3-speed shift. Opel Caravan station wagon, MANUFACTURER'S SUGGESTED RETAIL PRICE \$2492.00 P.O.E. New York*. Also available: Opel Rekord 2-door sedan.

*Including taxes, license, title, delivery, handling, Fed. excise taxes. Transportation charges, state, local taxes, accessories and optional equipment are additional. See 1961 Road.

THE BIG SMALL CAR BUILT IN GERMANY BY GENERAL MOTORS—SEEN AND SERVED ALL OVER AMERICA BY

BUICK DEALERS

NOW PLYMOUTH OFFERS THE BIGGEST V-8 IN ITS CLASS—AT A REDUCED PRICE!

Meet the New Golden Commando 395—bigger and quicker than its 1958 counterpart—yet lower in price! You can get this giant 361-cubic-inch engine with stick shift or new water-cooled TorqueFlite Drive.

Best news about the New Golden Commando 395 is, of course, that lower price. But there's plenty more to gladden your heart, too. For one thing, this special V-8 is now available even in the lowest priced Savoy Sedans and in popular Plymouth wagons, too. For another, there's the astonishing new smoothness and cat-quickness of this engine. For still another thing, it's got the highest torque per cubic inch of any engine built by Chrysler—395 ft. lbs. at 3000 RPM!

Bore of the New Golden

Commando 395 is 4.12 inches; stroke 3.38 inches; compression ratio 10 to 1. Maximum horsepower is 305 at 4600 RPM. There's a special high-performance camshaft, 4-barrel carburetor, low-restriction dual exhaust system, positive pressure lubrication system and all the other features you expect in a specially-engineered power plant from Chrysler Corporation. See your Plymouth dealer and test-drive the New Golden Commando 395 in one of his sleek, sure-footed new Plymouth models soon!



New Golden Commando 395 V-8 engine

TODAY'S BEST BUY . . . TOMORROW'S BEST TRADE

Plymouth



ONE OF THE WORLD'S GREAT ROAD CARS IS INVITING YOU TO COME FOR A TRIAL RUN

It's the one and only production car of its type in the entire low-price field—the exciting Plymouth Sport Fury '59.

Tested against a famed European Gran Turismo car (priced above \$7000) on our own western mountains, FURY performance caused a famed automotive magazine editor to write that *he'd take the Plymouth!*

Yet this Plymouth Sport Fury '59 serves beautifully as a family car as well. That's because it's built with true American func-

tionalism in mind—plenty of hustle, combined with roomy luxury for family travel and ample luggage space for long runs.

Try Fury, with its flat cornering and satisfying sure-footedness. You'll find it's unmatched in the field for sheer performance!

.....
POWER FOR YOUR PLYMOUTH? You pick that from Plymouth options. For genuine tops in go, try the New Golden Commando 295, biggest V-8 engine in its field.

Today's best buy . . . tomorrow's best trade

Plymouth





THERE'S A BIG DIFFERENCE IN PERFORMANCE TODAY

and Plymouth's got it!...let these experts tell you how!

"MAY PROVE TO BE THE ONLY '59 CAR WHICH HAS ACTUALLY IMPROVED PERFORMANCE... BEST CAR OF THE LOW-PRICED 3... A GREAT PERFORMANCE CAR... I DROVE THIS PLYMOUTH FLAT-OUT... AND THERE WASN'T THE SLIGHTEST SIGN OF OVERHEATING OR BREAKDOWN."

Tom McCahill, Mechanix Illustrated.

"... PROBABLY THE HOTTEST OF THE STANDARD PASSENGER SEDANS... TO BE FULLY APPRECIATED, MUST BE DRIVEN... QUICKEST CAR ON

THE ROAD IN FURY FORM WITH THE BIG ENGINE... GREAT HANDLING... MAY EVEN SURPASS SOME SPORTS CARS..."

Motor Life.

"IT'S QUITE A PACKAGE... CORNERING QUALITIES... DESERVE AN 'EXCELLENT' RATING WHEN COMPARED TO ANYTHING OTHER THAN A FULL-FLEDGED SPORTS CAR."

Ray Brock, Hot Rod Magazine.

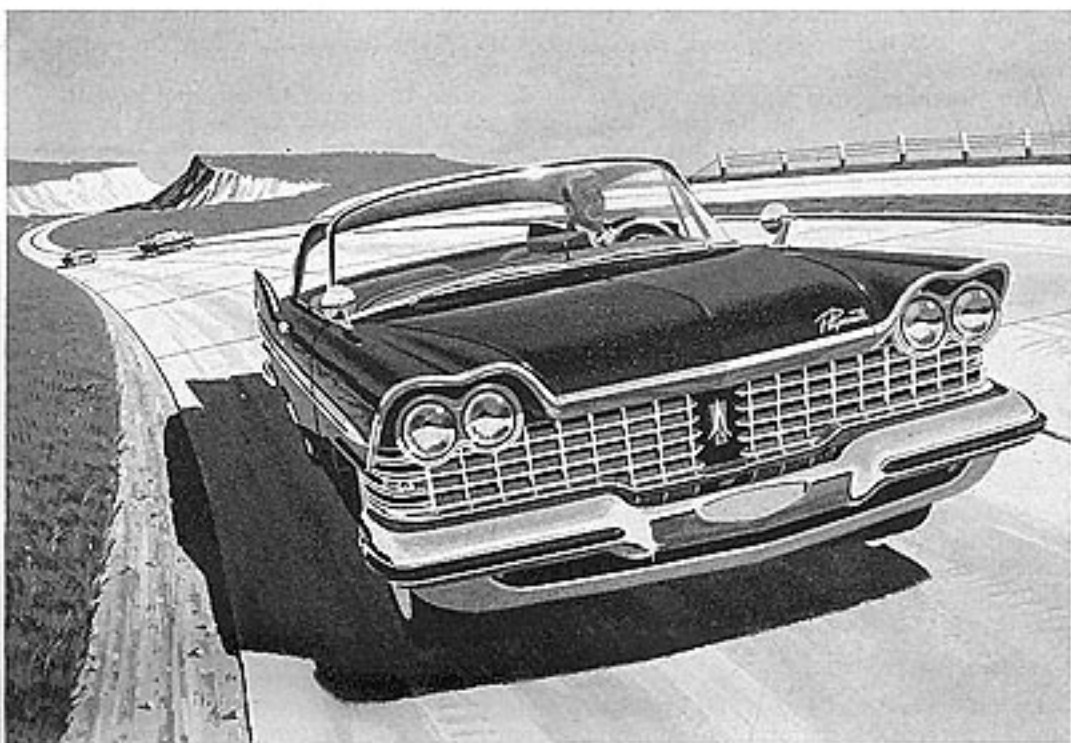
"THIS YEAR'S 'HOT ONE' MAY BE THE 1959 PLYMOUTH."

Arthur R. Raitton, Popular Mechanics.

And these are only a few of the raves! See your Plymouth dealer for FREE "Experts Folder" with more enthusiastic quotes. See and try the optional New Golden Commando 395 V-8... biggest engine in the low-price field. Discover all the news about the BIG DIFFERENCE IN PERFORMANCE among low-price cars for 1959!

So much the same in price...so different on the road

Plymouth

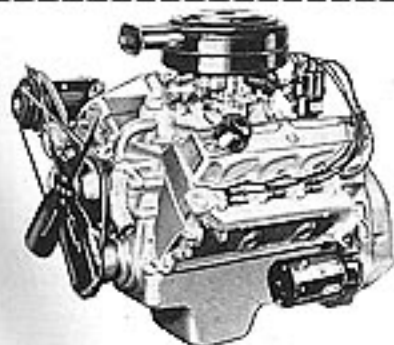


ONLY THE '59 PLYMOUTH GIVES YOU SPORTS CAR HANDLING, PROVED ECONOMY—AND PERFORMANCE, TOO!

You don't have to take our word for it! The experts—impartial automotive writers and editors—agree that in the low-price field, there's no car that *handles* like the '59 Plymouth! As **MOTOR LIFE** puts it: "... Great handling car, ... May even surpass some sports cars."

Don't take our word for Plymouth's *economy*, either. It has been thoroughly documented in tough competitions. Today's standard Plymouth V-8s save extra gas with new Fuel-Saver Choke plus new 3-stage Carburetor.

As for Plymouth's *ride*, it's Torsion-Aire, yours at no extra cost. There's nothing to compare with it in the low-price field... for smoothness, for minimum of sway or roll, for level-keel cornering, for freedom from dive on stops. And Plymouth's extra roominess inside assures you of the sort of *comfort* you've never before associated with low-price cars! Why don't you ask your Plymouth dealer for the Two-Mile Try-Out that will prove to you what a big difference Plymouth's great engineering makes!



ECONOMICAL FURY V-800 DEVELOPS 230 HP

Biggest standard V-8 in the low-price field. A *repeat winner* in its class in the Mobilgas Economy Run, only recognized competitive test for economy in America today. 318-cubic-inch displacement. Also available at small cost: 305-hp New Golden Commando 395, biggest V-8 in the field.

'59 Plymouth

to be fully appreciated, must be driven



Gorgeous new way to save as you go!

Pontiac's new V-8, the Tempest 400E, gives you phenomenal extra mileage—up to 20% saving on gasoline bills!

The same engineers who developed the new Tempest 400 V-8 to give you the ultimate in action have also developed a companion power plant with unbelievable gasoline economy! This new engine is a big, easy-breathing V-8... yet it uses regular gas and delivers

better mileage than many of the smaller cars with so-called "economy engines"! Result? You save up to 20% on gasoline bills! The secret is in its amazingly efficient design... perfected by the industry's hottest engineering team to give you the extra gas mileage you want without sacrificing V-8 fun and vigor! So if you have the idea that economy and action just can't go together you're in for a wonderful surprise!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

PONTIAC!

America's Number ① Road Car!

3 Yearly New Series • Gasoline • Sport Chief • Bonneville

You get the solid quality of Buick by Fisher.



EXCLUSIVELY YOURS—WIDE-TRACK WHEELS

The widest, straightest stance in America—better tracking for engine and brakes, better grip on the road, safer cornering, smoother ride, easier handling. You get the most beautiful roadability you've ever known—in America's Number ① Road Car!

See Your Dealer or Pontiac Your Parents, Nov. 29—CBS-TV



PONTIAC IS THE ONLY CAR WITH WIDE-TRACK WHEELS

Wide-Track Wheel design brings car and road into a new relationship. The wheels of a Pontiac are farther apart, widening the stance but not the car. There's a feeling of complete control, road-holding response. You're steadier, more secure, balanced. It's the automotive advancement of the year and one of the big reasons Pontiac is now first in sales in its price class. Hasn't the day come for you to drive this sleek beauty? The keys are waiting at your nearest dealer.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

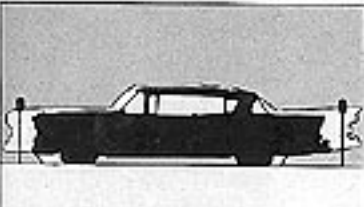


THE WIDE-TRACK STORY

Pontiac wheels are five inches farther apart. This widens the stance, not the car. Lower center of gravity makes the car grip the road. Lean and sway disappear. You get safer cornering, easier handling, a steadier, balanced, smoother ride.

PONTIAC! AMERICA'S NUMBER ① ROAD CAR!

**"What? Pay up to \$300
a foot for excess car length?
Not me—I'm getting the compact Luxury Car...
'59 Ambassador"**



The luxurious 1959 Ambassador outpaces, outmaneuvers, outperforms other medium-priced cars, because it's free of impractical, ungainly bulk and power-wasting excess weight. Best power-to-weight ratio in the field... outstanding V-8 economy.



Personalized luxury: sectional sofa front seats glide back and forth, adjust individually for legroom. With front seats side by side, there's full hatroom and legroom for six big 6-footers. Enjoy Airliner reclining seatbacks, adjustable headrests, too.



Even you're sized and priced right out of the medium-price field! Now you know the compact luxury car, the 1959 Ambassador 270 HP V-8 by Rambler. See why thousands of motorists are refusing to pay hundreds of dollars more just to get two more feet of cumbersome overhang.

No car in the medium-price field equals Ambassador's power-to-weight ratio for top performance with excellent V-8 economy. No competitive 6-passenger car within \$2,000 of its price has super-strong, super-safe, rustproof Single Trim Construction.

Tops medium-price field in resale value! Because it has what motorists are demanding, the Ambassador is most wanted in its class as a used car—depreciates less than any other medium-priced car. You save up to \$323 in first-year depreciation alone (based on latest N.A.D.A. Official Used Car Guide figures for comparable 1958 four-door sedan). Drive the Ambassador at your Rambler dealer's.



Test our best—the 270 HP

Ambassador
BY RAMBLER

*finest car ever priced
so close to the lowest*

SEE YOUR RAMBLER DEALER

Did '59 Bring You The Car You Asked For?



New Automotive X-Ray Compares All Leading 1959 Low-Priced Cars!

- Before you buy any new car, you'll want the straight facts on quality, features, economy, performance, room and comfort.

Within the pages of the 1959 edition of the popular **AUTOMOTIVE X-RAY** you'll find the answers. The X-Ray gets beneath the skin of each car . . . analyzes them side-by-side to show you what you get for your motor car dollar. Here is a revealing comparison of the

new cars that presents the facts in clear, easy-to-read, easy-to-understand fashion.

All information is derived from automotive engineering publications and from the official literature of car makers.

Save time . . . save money when buying a new car. Go first to your nearby Rambler dealer for your **FREE** copy of the authoritative 1959 **AUTOMOTIVE X-RAY**.



1959 RAMBLER 4-DOOR SEDAN

*Has 1959 brought you the car you want? Contrary to the expressed wishes of most car buyers, most American cars have grown bigger, bulkier, more expensive to operate. Rambler has held the line on size in '59 . . . further improved economy and comfort. Get all the facts in the 1959 **AUTOMOTIVE X-RAY**.*

See Your Nearby **RAMBLER** Dealer
For Your Free Copy of The 1959 Automotive X-Ray
Get It Today . . . No Obligation!

Who Said A Fine Car Has To Be "Big As All Outdoors"?



Mr. J. E. Coleman of Alexandria, Ind., traded America's leading high-priced car for an Ambassador. Said Mr. Coleman: "I thought the car I was driving was big, but this year's models seemed even harder to park and get in my garage. After carefully looking the field over, I traded for an Ambassador. Has all the luxury features my former car offered plus easy parking and handling. Best of all, my Amba-

sador cost me a thousand dollars less than my former car."

Drive the 270 HP Ambassador V-8... the compact luxury car on a 117-inch wheelbase. Easiest to park, fits any garage. Top power-to-weight ratio in its field... outstanding V-8 economy. Personalized Luxury: individually adjustable front seats. Lowest first cost—highest resale value of all medium-priced cars. At your Rambler dealer's.



U.S. LIBERTY—PLACING OF THE FINE LINE

Why struggle to park an overgrown 1959 car? Drive the one medium-priced car that slips easily into parking spaces other cars have to pass up. Ambassador out-handles and out-parkings other medium-priced cars.



Other '59s too big for your garage? Unwelcome at downtown garages and lots? Most medium-priced cars are. Not Ambassador—this compact luxury car that fits any garage. See it at your Rambler dealer's.

*finest car ever priced
so close to the lowest*

Ambassador by Rambler



RALLY ROUND THE LARK, MEN (and girls, too)

THE **LARK**² BY STUDEBAKER

➤ Here's the car that's fun to drive. It's The Lark by Studebaker! What makes The Lark so much fun? It combines the most desirable qualities of handling and maneuverability of Continental machines with the spacious 6-passenger interior typical of much larger U.S.A. automobiles. In brief, The Lark provides you with satisfaction at the wheel. ➤ Down under a short 108 inch wheelbase, variable rate coil springs surround front hydraulic shock absorbers; asymmetrically mounted semi-elliptical springs combine with outward-angled rear shocks. The result, teamed with a 175 inch overall length, provides good cornering and a smooth, but firm, ride. It cuts acceleration "squat," too! ➤ Ideal for gasoline stretchers, the 170 cu. in. "6," with improved induction and manifolding, is great for winning top money economy awards. For higher performance, the 259 cu. in. V-8 with 4 barrel carburetor and dual exhausts is ideal. It *really moves!* ➤ Why don't you "move" to your local Studebaker dealer today and test drive The Lark? It's your new dimension in motoring.



HAROLD S. CHURCHILL, Spalding's President, with new 1959 Lincoln Continental.

—FOUNDED IN 1909, STUDEBAKER HAS JUST
begun celebrating its centennial with original
models from that time which will be shown
as much to present historic ideas as to show
the modern ideas of a well known company.

YOUR NEW DIMENSION IN MOTORING BORN IN SOUTH BEND

BY HAROLD E. CHURCHILL

Like millions of others, you have probably been looking to Detroit for a new kind of car—something that strikes a smart, sensible balance between the $\frac{1}{2}$ size foreign imports and the oversize U.S. makes. ➤ Among 1959 models, already announced or about to be, you will at last find one such car. ➤ It is the newest concept in automobiles—a whole new dimension in motoring—brought to you, happily, by the oldest name in the industry. ➤ It comes to you not from abroad, not from Detroit . . . but *out of South Bend—by Studebaker*. ➤ And not surprising—for only an independent manufacturer, flexible in operation and centralized in management, could move this quickly to meet the needs and tastes of the times.

➤ It is the only car of its kind. It is smart, sensible, smooth, solid and spirited. It is as fresh and full of life as the Indiana countryside where it was conceived and is being made today. ➤ This new car is full six-passenger size inside. It has comfortable big-car width and headroom and footroom, all of it cradled within a wheel base nearly equal to the largest selling car of the day. ➤ But outside, it is almost 3 feet shorter than most of the so-called "low-priced" three models. Unnecessary nonfunctional overhang has been eliminated. As a result, the car handles with exceptional ease, parks without effort, corners beautifully. ➤ In styling, it is smart and simple, even classic, and completely individual, in a friendly, happy way. It is not a utility car, a sports car or a show-off car, but a perfectly balanced design that incorporates the best virtues of all. The interiors are simple but tasteful, with fine pleated fabric and vinyl upholstery. Their fashion rightness has been commended by Harper's Bazaar. ➤ In power (you can have a six or an eight) this car is far more than adequate—is, in fact, wonderfully spirited and lively, but not wastefully excessive. It operates with amazing economy, needs regular gasoline only, and delivers more than 30 m.p.g. in many cases. ➤ All this for prices starting under \$2,000. We think you'll agree with us, it's the most rewarding car value available today. ➤ At any rate, when it comes your way this week (on display at your Studebaker Dealer's), try it, won't you? You knew it had to happen. You've been wanting it to happen. And when you drive this one—you'll be glad it did.

By the way, the name of the car is The Lark by Studebaker.

READ MORE ABOUT IT ON THE NEXT PAGE



THE NEW DIMENSION IN HARDTOPS—a haughty little aristocrat that combines regal style for the richest taste with youth for the youngest spirits. Smartest hardtop of them all, this sparkling gem will be a family showpiece.



THE STATION WAGON—finest car in town. Large cargo capacity, 113-inch wheel base. Far more economical to run than conventional station wagons, considerably lower in price, and far easier to park and turn.

CONTINUED FROM PRECEDING PAGE

MORE ABOUT THE **LARK** BY STUDEBAKER

The Lark is engineered and built by the famed craftsmen of Studebaker.

THE SEDANS—2-Door (right) and 4-Door (see facing page) the perfect "two utility" models. Youthfully styled, built for service, designed for amazing economy and driving ease. Family cars with a flair all their own.

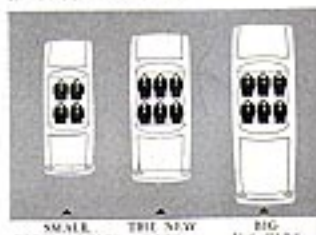
All models beautifully appointed, with fashion-approved interiors. Most with pleated fabric and vinyl upholstery, handsome punch padded dash and pile carpet.



Sits six with headroom, footroom and width comparable to conventional full-size U.S. cars.

And this seating space is cradled entirely between the axles. Yet nearly three feet of unnecessary, nonfunctional overhang has been eliminated.

Copyright Studebaker Corporation 1958





WHAT DOES THIS GRILLE SIGNIFY?

➤ This grille performs a vital function by admitting an unrestricted flow of air to the radiator. It's an attractive grille by virtue of its entirely functional shape and it signifies what other grilles do not . . . that this is an honest car dealing in fundamentals.

➤ The Lark has an unusually high brake lining to weight ratio, and employs an advanced suspension system using variable rate coil springs and hydraulic shocks. Only 14½ feet long, it seats six comfortably and is extremely maneuverable, very easy to park and agile in traffic.

➤ Like to work on your own car? The Lark's engine ("6" or V-8) is easily accessible. ➤

Like economy? The Lark V-8 outclassed all V-8's in the Mobilgas Economy Run: 22.28 miles per gallon with automatic transmission. And the "6" does better. ➤

Like performance? Try The Lark V-8 with 4-barrel carburetor and dual exhausts. ➤

Like to drive? Get into a Lark. ➤ See your Studebaker Dealer.

THE **LARK** BY STUDEBAKER



CAREFREE AS A KID
CHEAPER TO FEED
AND MUCH EASIER TO HANDLE

THE **LARK** BY STUDEBAKER

➤ Every handsome inch, a friendly family car with far fewer of those inches outside than conventional cars and room for six inside ➤ Gets you there and back just as comfortably on fewer gallons of regular gas—and with much greater handling ease ➤ Spirited, low-cost performance from either the six or V-8 ➤ And styling so rich inside and out, it's approved by Harper's Bazaar ➤ **THE MOST REWARDING AUTOMOBILE VALUE TODAY—AND IT'S YOURS FOR A SONG.** Ask your Studebaker Dealer and find out.

Other models—2-Door Sedan, Hardtop and Station Wagon. Automatic transmission optional on all models.





HAVE A LARK—SAVE A LOT
WITH THE PERFECT ONE FOR WORK 'N' FUN

THE **LARK** *PLAY WAGON BY STUDEBAKER*

➤ **CAREFREE**—Stands up beautifully, works without complaint, cleans easily (washable vinyl upholstery; long-life Sapphire Super-Enamel finish, needs no waxing) ➤ **CAREFREE SAVINGS**—Cuts repair, insurance and maintenance bills, gives marathon mileage on lowest-cost gas ➤ **CAREFREE DRIVING**—Shorter outside, parks, turns, handles easier. Spirited performance with six or V-8, perfectly powered for high-load hauling ➤ **CAREFREE CARRYING**—Spacious cargo capacity or room for nine, with three children in the optional rear-entry, rear-facing hideaway seat. Made-to-take-it interiors, wear-resistant to loads or lads ➤ See your Studebaker Dealer; see this work'n'fun wagon; see how you can have a Lark and save a lot!

Other models—2-Door Sedan, 4-Door Sedan, Hardtop. Automatic transmission optional on all models.



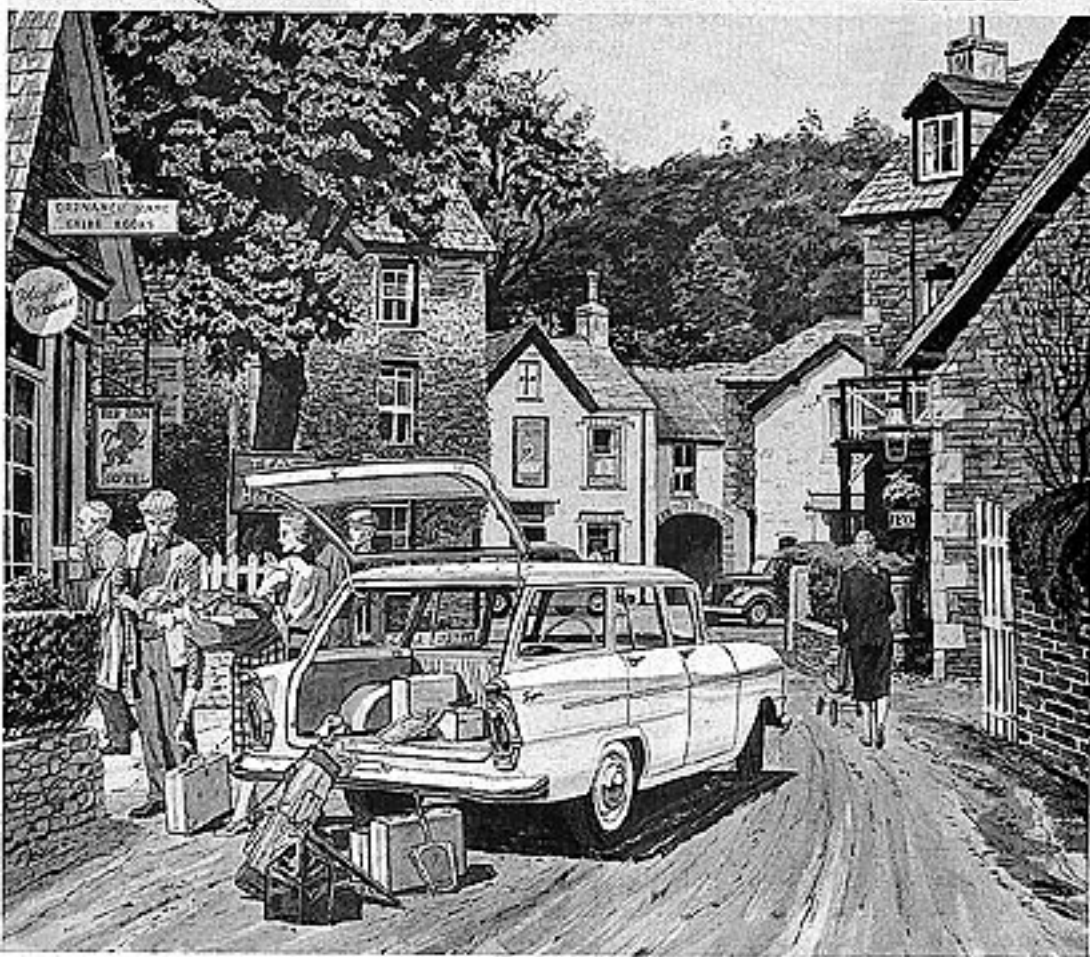
FORD



THUNDERBIRD '59

The car everyone would love to own!

BRITAIN'S VAUXHALL



**Who but the British could give you so much room
in so compact a four-door station wagon?**

The English flair for practicality shows from stern to stern in this beautifully crafted wagon.

In the Vauxhall Estate Car you get the convenience of four big doors and five-passenger comfort. Fold the rear seat flat and you have a surprising 45 cubic feet of cargo space. And you don't have to sacrifice familiar features, as you do in so many imports. There's wrap-around visibility front and rear. The gearshift is the

standard American type. You get the full protection of wrap-around bumpers. You see British quality in its solid coachwork and its flawless interiors. But above all you get station wagon utility with extreme maneuverability—plus a true fuel economy of up to 35 miles per gallon.

Built in England by General Motors, the economically priced Vauxhall Estate Car is all the station wagon most people need.



SOLD AND SERVICED BY PONTIAC DEALERS THROUGHOUT AMERICA

BRITAIN'S VAUXHALL



**The smartly styled car from the craftsmen of England
sold and serviced here by Pontiac dealers**

British good taste and craftsmanship are reflected in every line of the Vauxhall. It's beautifully styled inside and out. And there's a noticeable quality of workmanship in the way it's built and trimmed. The body is tight and solid. The interiors reveal careful tailoring and painstaking hand work.

The Englishmen who make the Vauxhall understand American demands for convenience, too. They give you top-hat roominess for five,

plus vacation-size luggage space. There's an abundance of visibility in the wrap-around windshield and rear window. And there's nothing new to learn with its standard American gear-shift. It's quite frugal in its use of gasoline, delivering up to 35 miles on each gallon. Sold all over America by Pontiac dealers, Vauxhall service is always just around the corner.

Built in England by General Motors, the Vauxhall is far and away your best import buy.





What's so special about the Buick Special?

The answer? Everything! Smaller than big, yet bigger than small, this all-new Buick Special gives you the room, ride, go and pride of the costliest cars with the savings and ease of the small. Here's how Buick achieved this engineering miracle:

ENGINE: Revolutionary. The Fireball Aluminum V-8 is a water-cooled engine made almost entirely of aluminum. Its .487 horsepower per pound gives you the industry's highest horsepower to weight ratio. Performance? You can go from a standstill to expressway speed as safe and sprightly as in many a full-size car. Economy? With all its go, the Special is right up there with the compacts for gas savings.

TRANSMISSION: Exceptionally lightweight, automatic transmission* with aluminum housing and many aluminum parts. It works on a "dual path" principle. When cruising, about 70 per cent of the driving forces go through a turbine torque converter and 30 per cent through a planetary gear set. This way you get the go and gas savings of geared transmission with the smoothness of turbine drive. And for stick-shift levers there's an action-packed Synchronesh transmission that's as delightful for gas savings as it is for git.

PROPELLER SHAFT: The Special's new Hide-Away drive shaft lowers the hump, gives more flat floor space, greater foot room and softer seating for the "man in the middle." A special "constant velocity" universal joint keeps driving power flowing to the differential with perfect smoothness.

SUSPENSION: Here's a real luxury feature in new-size cars — full-coil suspension — the same type used on the full-size '61 Buicks. Front stabilizer bar and a new link-type rear mounting stabilize the ride perfectly, giving flatter cornering and a smooth "all-day" ride. The Special also uses the same hydraulic shock absorbers, front and rear, as the larger Buicks.

BODY: Full, unitized construction. It's tight and snug. Absence of heavy frame cuts dead weight for extra gas savings.

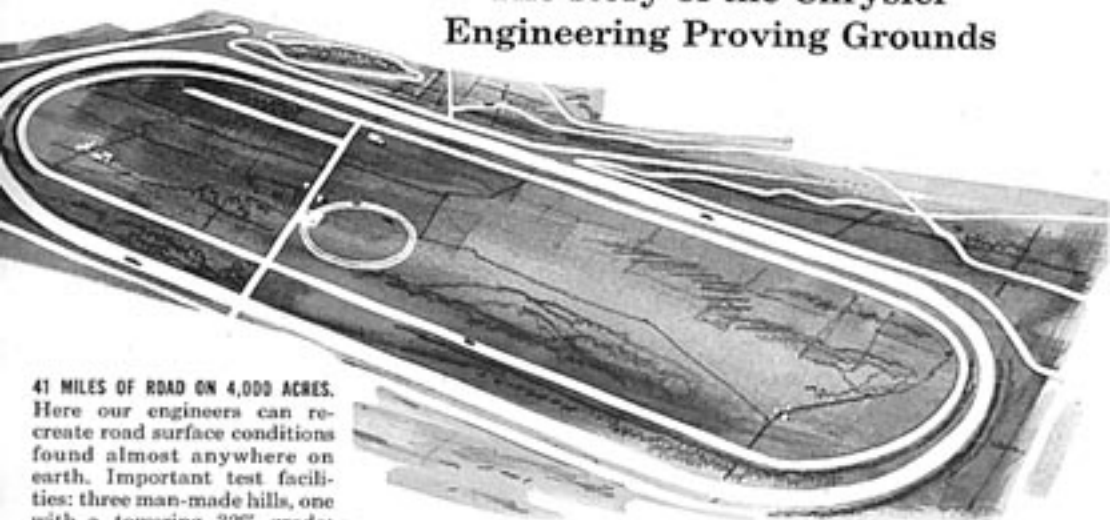
MODELS: A handsome four-door sedan and an amazingly roomy four-door station wagon with convenient full-height liftgate.

SEE FOR YOURSELF how beautifully and skillfully Buick engineers have combined the best of two automotive worlds — the big and the small. See your Buick Special dealer this week.

*Optional at extra cost.

Around the world in 41 miles

The story of the Chrysler Engineering Proving Grounds



41 MILES OF ROAD ON 4,000 ACRES. Here our engineers can re-create road surface conditions found almost anywhere on earth. Important test facilities: three man-made hills, one with a towering 32% grade; a water trough 340 feet long; the High-Speed Oval, probably the most precisely engineered road of its kind; and the 8-mile Endurance Road.



WORLD'S WORST PLACE TO DRIVE. The Endurance Road (left), is laced with teeth-jarring stretches of washboard asphalt, crushed rock, and Michigan gravel. Round the clock punishment on this torture track proved our new Unibody Construction has twice the torsional strength, 40% more beam strength than previous models. Slam-bang dunking in the 340-foot water trough helped develop famed splash-proof ignition system, safer brakes, and engines that keep going in the worst kind of weather.

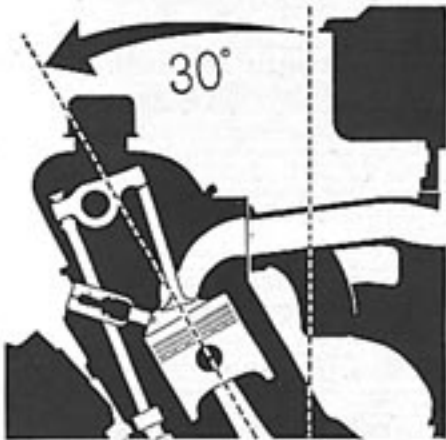
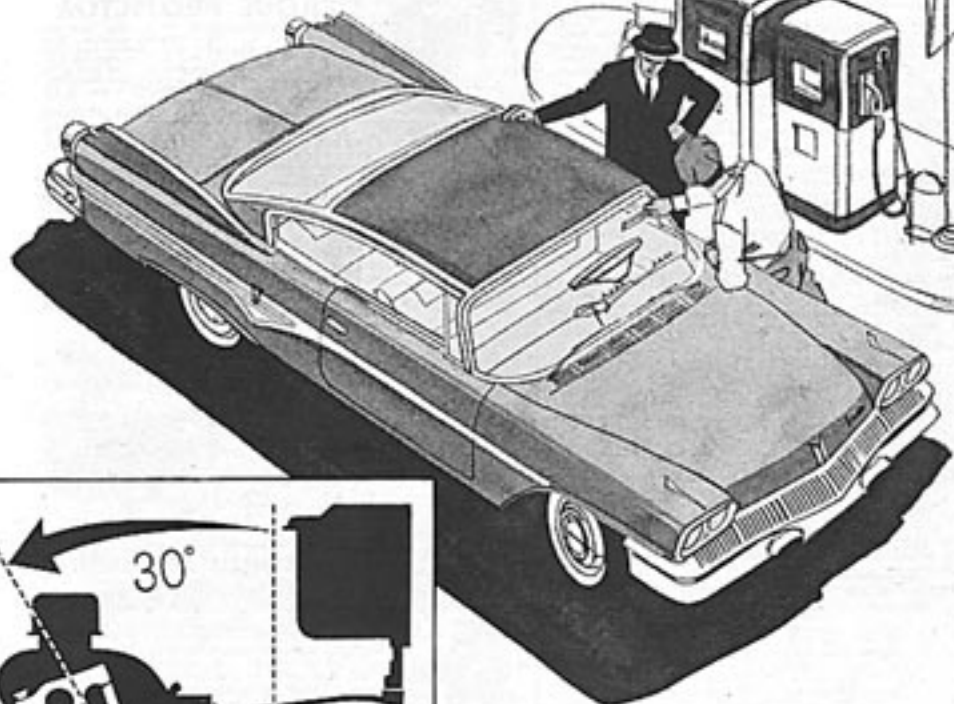
ENGINEERING WORKSHOP, TWO BLOCKS LONG. Here four hundred car experts—graduate engineers, mechanics, old-time car-builders and analysts—put our cars through the wringer. They equip, study, and tear them apart, again and again. Results for 1960: Pure Automobile—The Quick, the Strong, and the Quiet.

A drive will bring out the difference great engineering makes.

The Quick, the Strong, and the Quiet from **CHRYSLER CORPORATION**

VALIANT • PLYMOUTH • DODGE DART • DODGE • DE SOTO • CHRYSLER • IMPERIAL

You'll think they've cut the price of gas 4¢ a gallon

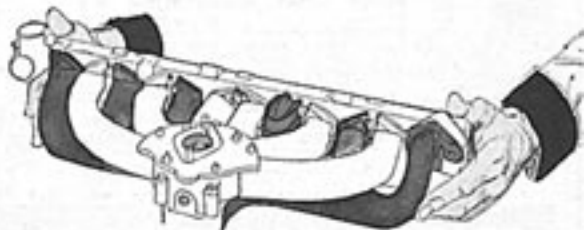


NEW SIX GIVES YOU 20% MORE PASSING POWER, SAVES 15% MORE ON GAS (LIKE PAYING 4¢ LESS A GALLON).

INCLINED AT A 30° ANGLE, this new six allows room for a bigger manifold system that boosts economy, cuts engine effort. Overhead design permits use of larger intake and exhaust valves for freer breathing, more efficient use of fuel. Equipped with the new standard low axle ratio, engine produces fuel savings in the important cruising ranges with plenty of torque for passing in all speed ranges. Output: a healthy 215 lb.-ft. at 2800 r.p.m.

OVERSIZE MANIFOLD SYSTEM. Six individual, cast-aluminum intake pipes feed fuel and air to each cylinder. Six low-restriction, gradually curved exhaust pipes take out burned gases fast. Design gets efficient, uniform performance from all cylinders—prolongs engine life.

Available in Plymouth and Dodge Dart models (with a smaller version in the Valiant). A drive will bring out the difference great engineering makes.



The Quick, the Strong, and the Quiet from **CHRYSLER CORPORATION**
VALIANT • PLYMOUTH • DODGE DART • DODGE • DESOTO • CHRYSLER • IMPERIAL



Super 88 Highway Scene Coupe

Now satisfaction at every turn!

There's so much to please you about Olds for '60! The most satisfying ride you ever tried...serenely smooth, incredibly silent. The sparkle of new color inside and out, radiantly fashioned for the Rocketing

Sixties. The super agility and spirited performance of the PREMIUM ROCKET Engine on all Super 88 and Ninety-Eight models. All in all, you'll find Oldsmobile for 1960 the newest height of satisfaction.


OLDSMOBILE FOR 1960
THERE'S NOTHING LIKE A NEW CAR...MAKE YOURS A ROCKET!



With every Dynamic 88...

Rocket action—regular gas savings!

Here's the thrill you asked for! The all-new REGULAR ROCKET Engine, standard on every dollar-saving Dynamic 88 model, delivers Rocket "Go" on regular, lower-cost fuel. You save about a dollar a fill! Try a '60 Olds now...at your local authorized Oldsmobile Quality Dealer's.



... the car that rockets
you out of the ordinary!

When you take the wheel of a '60 Olds, you've found
something great . . . and you know it!

You've found new beauty, new grace . . . a rocketing
new pace that makes you want to get up and go
places! And Olds for '60 is just the car to take you
there . . . silently, smoothly and securely.

Let yourself go for an Oldsmobile . . . at your local
authorized Quality Dealer's today!

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION

GO
OLDS
'60!

PONTIAC'S TEMPEST ENGINES ARE FULL-HOUSE

Pontiac for nineteen-sixty is a mighty full package for those with a highly trained sense of car appreciation.

Lovers of true road machinery have been having a field day admiring the great new Tempest power plants. Ranging from the economy 215 horsepower model to the full-house 318 horsepower version, they're the most respected V-8's ever tucked under a passenger car hood. Gear boxes to match. Axle ratios to suit.

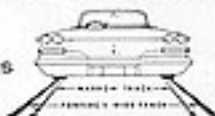
And listen. The noise boys have dampered

sound down to where you'll swear they've insulated the road. Suspension improvements have also helped in this department . . . as well as in ride and handling.

These are the kinds of advances you expect from the team that created Wide-Track Wheel Design—greatest cure for "car-sickness" in an American passenger car. 'Nuff said? Go see! You'll learn in a quarter mile why people who know cars *best* respect Pontiac *most*.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS





No other wagon turns heads (or corners) like the Wide-Track Safari

This is the wagon that's better to drive and ride in because it has the widest stance of any station wagon you can buy. Hugs the road on turns. Less lean and sway. You feel steady, secure, confident.

Our fine dealers offer Safari wagons in six- and nine-passenger models. That's the nine-passenger Catalina above with its rear seat folded to take on cargo. Fifteen solid exterior colors and as many as 60 two-tone combinations to choose

from. Match them up with your choice of interior colors in gorgeous but tough Jewel-tone Morrokide upholstery.

Get glamour with utility in your new station wagon. Get a 1960 Pontiac Safari.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Wide-Track widens the stance, not the car. With the widest track of any car, Pontiac gives you better stability, less lean and sway, accurate control.



PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS



James G. Groendyk of Upper Saddle River, N. J., checks the mighty engine of his 1935 Duesenberg Convertible Roadster

"Quaker State protects the engine of my classic Duesenberg *and my new car too!*" This Duesenberg Model J boasted the most powerful engine of its day. Its huge 420 cu. in. straight 8 was rated at 265 h.p., and it was guaranteed to give 92 miles per hour—in *second gear*. Its condition today—better than new! Smart motorists rely on Quaker State Motor Oil. Refined only from 100% Pure Pennsylvania Grade Crude Oil, the world's finest, Quaker State assures complete, long-lasting protection.

*Available most everywhere
... always ask for
Quaker State by name.*



QUAKER STATE OIL REFINING CORP., OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association



WHO "SPOTTED" THE LARK WITH RUBBER?

➤ The Studebaker engineering, design and sales departments did it. The latter believes it easier to sell a quiet, squeak-free car. And that's just what they have. ➤ The Lark is literally spotted with over 300 live rubber cushions, grommets, bushings and seals strategically positioned throughout the body and chassis to reduce noise, damp vibration and eliminate the troublesome wear of metal-to-metal contacts. This is illustrative of the very high premium Studebaker places on detail, quality and sound engineering practice. ➤ These are not idle words because after more than 750 million road miles of owner use, Studebaker-Packard corporate figures clearly show that Lark repair and maintenance costs are well below the automobile industry average. ➤ Not only does The Lark save for you, but it performs for you . . . day after day, year after year. See your Studebaker Dealer and enjoy a Lark demonstration. And you don't have to count the cushions, grommets and bushings. ➤ When you drive the car, you'll know they're there!

LOVE THAT **LARK** *BY STUDEBAKER*

CUDDLES THE SHARPEST CORNERS



Look under test at Sebring, Fla.

THAT'S ONE OF THE MANY REASONS WHY

YOU'LL LOVE THAT

LARK

➤ How come The Lark can corner with such sure-footed alacrity? Look underneath and you'll find a suspension system of utmost design simplicity, yet engineered to a highly refined level. ➤ Up front, hydraulic shocks are surrounded by variable rate coil springs. Spring action is progressive so that under the stress of hard cornering or rough roads, the spring rate (oscillations per minute) increases . . . as you need it. ➤ At the rear . . . good old substantial semi-elliptics, *but*, mounted asymmetrically to the wheel. Hydraulic shocks angled outwards for greater stability. ➤ And on the V-8 Lark, link-type stabilizer bar for anti-sway action. ➤ Want a pleasant surprise? See your Studebaker Dealer and try The Lark on the nearest twisting roads.

Why do owners *love* this Rambler Wagon?



because...

the Rambler Classic Cross Country Station Wagon has more passenger room than any other compact, more front-seat headroom than Ford, Chevrolet, Plymouth—any "Big 3" make. It lasts and lasts—with rattle-free, Single-Unit Construction, Deep-Dip rustproofing, the Ceramic-Armored muffler and tailpipe that won't rust out, cushioned acoustical ceiling of molded fiber glass that cuts road noise 30%.

because...

it has big-car room and comfort with compact-car economy and handling ease. The gas-saving Rambler Classic is unmatched over the years for lowest maintenance and highest resale value. And this all-purpose compact has the most power-per-pound of any standard six-cylinder U.S. car. You, too, can enjoy all this Rambler Excellence in America's only *middle-sized* car and save hundreds of dollars doing it.

because...

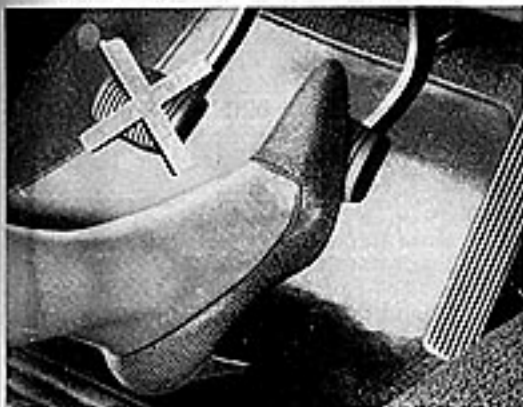
it has the widest tailgate opening of any compact station wagon, plus smart Roof-Top Travel Rack at no extra cost—and big 15-inch tires that last longer—Deep-Coil springs on all four wheels—and the low-cost option of Airliner Reclining Seats that convert into Twin Travel Beds—and a wide choice of engines, transmissions and axle ratios—4 or 5 doors, 2 or 3 seats. Just see your Rambler dealer *now*.

WORLD'S BEST-SELLING 6-CYLINDER WAGONS

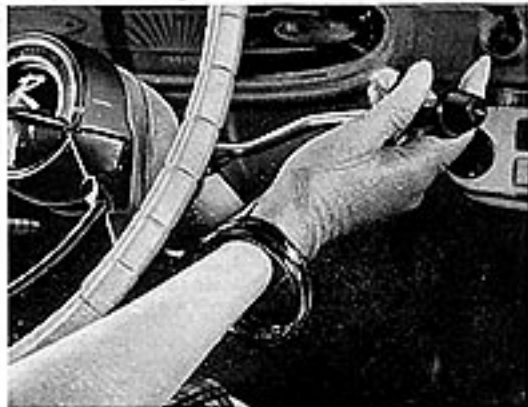


World Standard of Compact Car Excellence

New Rambler "E-Stick" rated big '62 auto news



E for Ease. No clutch pedal. Most of the convenience of a full automatic at about one-third the cost.



E for Economy. Automatic clutch with the gas mileage, performance and control of a stick shift.

In New Rambler American \$59.50 Buys No-Clutch-Pedal Driving with stick-shift economy and control

Nothing like it. Experts call it the biggest automotive news of 1962.

Try it. You have precise control in shifting. You have full engine braking going downhill. You can rock the car swiftly from low to reverse and back in mud, sand, ice or snow.

You shift without a clutch pedal. An automatic clutch—activated by engine oil pressure—operates the clutch when you move the lever. Quicker, more accurate than your left foot, according to experts who have tried it.

Cost—only \$59.50*. In fact, the Rambler American Deluxe 2-Door Sedan with the amazing E-Stick costs less than any other U.S. car with standard transmission, but

gives you no-clutch-pedal driving ease.

This is but one of many Rambler advances for '62. Rambler progress sharing brings

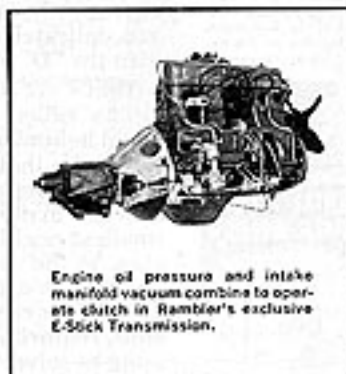
lower prices on all models—with new Double-Safety Brake System standard—tandem cylinders for front and rear—(as on Cadillacs). Self-adjusting brakes standard, too. Twice as long between engine oil changes. Low-cost engine coolant good for 2 years. 2-year battery.

Compare Rambler with the other best-sellers. See how Rambler's 102 improvements for 1962, plus new lower

prices on all models, give you an obviously better value in product and price.

RAMBLER

WORLD STANDARD OF COMPACT CAR EXCELLENCE



Engine oil pressure and intake manifold vacuum combine to operate clutch in Rambler's exclusive E-Stick Transmission.

*Price and price comparisons based on manufacturers' suggested factory delivered prices.



Will you buy it for **LOVE**

If you love hunting, fishing, boating, skiing, camping, exploring — you couldn't do it better than in a TRAVELALL. It's big enough for nine people and their gear. It's rugged enough to go anywhere, with all-wheel-drive. It'll haul a boat trailer without wagging its tail. It gives you the comfortable ride and smart styling of a station wagon.



or **MONEY?**

If you make money delivering parcels, cartons, hard goods, soft goods, tools, equipment, workers, kids — the TRAVELALL will do a lot of work for you. It'll carry bigger articles than any other wagon. It's easy to load through four side doors and a tailgate. Its tough frame will shoulder a lot of weight. And its 6-cyl. or V-8 engine will perform economically for years.

You should test drive the TRAVELALL — and ask about convenient finance terms — at an INTERNATIONAL Dealer or Branch. International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

The Travelall® by International® 

The PASSING of the HORSE

THE silent horse power of this runabout is measurable, dependable and spontaneous. The horse power generated by supplies of hay and oats is variable, uncertain and irresponsible.

There is "Nothing to watch but the road" when you drive

The Oldsmobile

"The best thing on wheels"

You see them everywhere—Doctors, Lawyers and Merchants find the Oldsmobile the most practical vehicle for business purposes. Ladies and children can readily understand its mechanism. Unvarying reliability proves it is built to run *and does it*.

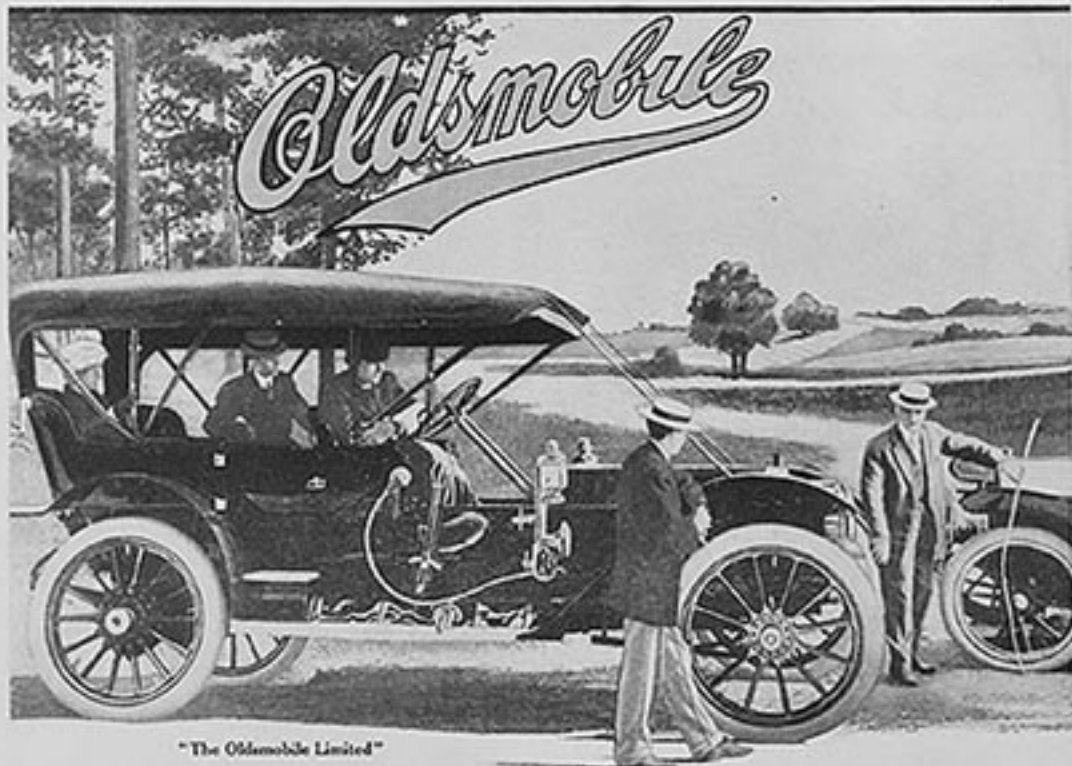
Price \$65000

Selling agencies are established in all the larger cities, where you will be gladly accorded the privilege of trying the Oldsmobile on the road. Write for illustrated book to Dept. G.

Olds Motor Works

OFFICES, Detroit, Mich.
FACTORIES—Detroit and
Lansing





"The Oldsmobile Limited"

THE marked difference in wheel diameter, shown by comparison of the tires of the Oldsmobile Limited with those of average size, is a fair measure of the difference between the "Limited" and all other cars . . . In luxurious riding qualities over any kind of surface; in all the elements of "roadability" and in economical maintenance, not only of the car but of the tires as well, the Oldsmobile makes its precedence assured and unassailable.

The silence, power and reliability of the driving mechanism remains unchanged, but in announcing the types for the season of 1910, special attention is called to these important changes in wheel diameters:

all six-cylinder cars have 42 inch wheels
all four-cylinder cars have 36 inch wheels

The four-cylinder Oldsmobile is 40 horse-power, with four speed selective transmission. The wheel base has been increased to 118 inches.

Seven passenger touring cars; two, three and four passenger roadster; toy tonneau and closed cars will be built.

The six-cylinder Oldsmobile is 60 horse-power and will be known as the "Oldsmobile Limited." The seven passenger car is shown above; a roadster body, for two, three or four passengers, will be built on the same chassis. The 1909 edition of this car was oversold and a few early deliveries will be made of the 1910 car, but the year's output is limited.

OLDS MOTOR WORKS, LANSING, MICH.

NEW

CREATIONS BY ARTIST-ENGINEERS

This new Oldsmobile is motordom's "good news" for women. New styling, new engineering, new features for greater driving enjoyment . . . New niceties of appointment and equipment, a new reflection of the whole new spirit of the times . . . All these things show the master touch of artist engineers in this new Oldsmobile Six, and make it a car of which General Motors is proud.

If you have not seen it in all its vivid, ultra-modern body styles by Fisher, go to your Oldsmobile dealer's showroom and see it today. Drive it. Revel in luxury, not only of exquisite interiors, but of silent, smooth performance, easy driving and restful riding. Like thousands of others you'll marvel to find all these factors of thorough satisfaction at Oldsmobile's low price. Such a car at such a price sets a new pace in value giving. Such a car is more than a fine car, it is the Fine Car of Low Price.

THE FINE CAR OF LOW PRICE

TWO-DOOR SEDAN
\$925
F.O.B. LANSING
TAX ADDITIONAL

Two-Door Sedan . . . \$925
Four-Door Sedan . . . \$1025
London Sedan . . . \$1085
Sport Coupe . . . \$995
Sport Phaeton . . . \$995
Sport Roadster . . . \$995
Standard Coupe . . . \$925
All Prices f. o. b. Lansing
Tax Additional

NEW OLDSMOBILE SIX

PRODUCT OF GENERAL MOTORS



Olds "100" 2-Door Sedan, 1938-39

"A Honey to Drive!..." THAT'S WHAT EVERYBODY'S SAYING ABOUT OLDSMOBILE !

MORE words can never express the exultant thrill you'll get the first time you "step on it" in an Oldsmobile. It's a sweetheart in action, whether you are winding through mountain grades, sweeping across the plains, or weaving in and out of rush-hour traffic.

You'll understand why so many people praise Oldsmobile performance when you see what a magnificent power plant Oldsmobile engineers have built for you. They've put quality ahead of everything else—built in such expensive features as 100% full-pressure lubrication, rifle-drilled connecting rods and completely cooled cylinders. This extra margin of quality makes it possible for Oldsmobile to deliver extra power with amazing economy. It assures long life and dependable performance.

Similar evidences of quality are apparent throughout the car. Oldsmobile is the lowest priced car, for example, with modern coil springs all around. And Oldsmobile's big, roomy Body by Fisher gives you extra-large windshield and windows for extra safety.

You are entitled to quality when you buy a low-priced car. You are sure to get it if you buy an Oldsmobile!

Oldsmobile offers three great series—the 90 H.P. Sixty, the 95 H.P. Seventy and the 110 H.P. Eighty, all at prices substantially lower than last year's.

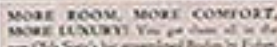
**\$777.
AND UP**

As Delivered at Lansing, Michigan. Prices include safety glass, bumpers, bumper guards, spare tire and valve. State and local taxes, if any, optional equipment and accessories—extra. Prices subject to change without notice. General Motors Installment Plan. A GENERAL MOTORS VALUE PLAN. (SEE DEALER FOR DETAILS.)

OLDSMOBILE

THE CAR THAT HAS EVERYTHING

A close-up, front-facing view of the hood and grille of a red 1935 Chrysler. The car features a prominent, multi-tiered chrome grille with the Chrysler winged logo in the center. Two round headlights are visible on either side of the grille. The hood is painted a vibrant red.



THRILLING NEW HYDRA-MATIC DRIVE! World's simplest, smooth way to drive—works for years to come, no clutch to wear.



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ISBN 7-309-04755-9

[illegible]

A GENERAL MOTORS VALUE

Si
vous
projetez
l'achat
d'une
voiture
neuve,
vous
pouvez
vous
offrir
une
Buick



BUICK

ESABRE INVICTA ELECTRA

DU PLAN À LA RÉALITÉ...

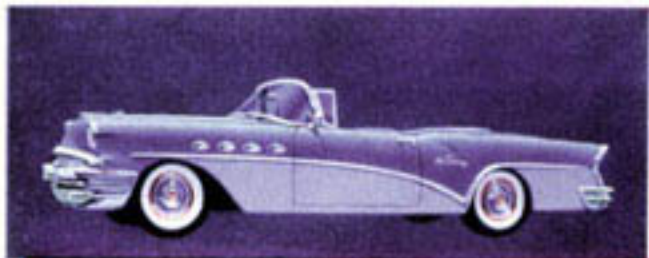
la voiture
magnifiquement
renouvelée



Wildcat Wildcat General Motors

LA BUICK AÉROPORTÉE **B-58**

QUAND IL SE COMPOSE DE PLUSIEURS MOTOS, BUICK S'ADAPTE.



Massive, élégante etlingante...

BUICK

UNE VALEUR GENERAL MOTORS



The 1959 Cadillac car speaks so eloquently—in so many ways—of the man who sits at its wheel. Simply because it is a Cadillac, for instance, it indicates his high level of personal achievement. Because it is so beautiful and so majestic, it bespeaks his fine sense of taste. And because it is so economical to own and to operate, it testifies to his great practical wisdom. Why not visit your dealer tomorrow—and arrange to let a new Cadillac tell its wonderful story about you? In fact, the car's extraordinary reception has made it imperative that you place your order at an early date.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION
EVERY WINDOW OF EVERY CADILLAC IS BARELY PLATE GLASS



Cadillac...universal symbol of achievement



Test Turbo-Thrust Chevrolet scats up a punishing grade, two miles high in the Chilean Andes.



Even the Andes aren't high enough to make
• this V8 breathe hard! CHEVY TURBO-THRUST!

Tackle the toughest roller coaster of a road you can find—one that scrambles to a dizzy 12,572 feet—and even then you won't take the real measure of Chevy's new Turbo-Thrust V8! We proved that on the fantastic General San Martin Highway over the South American Andes, on gravel grades that ran up to 30 percent out of hairpin turns, in air so thin drivers gasped for oxygen. The tremendous torque of Turbo-Thrust's 348 cubic inches made every foot of the climb seem incredibly easy; its radical combustion-chamber-in-block metered out flawless performance from sea level to 2 miles in the sky! The Turbo-Thrust ran ocean to ocean and back in 41 hours 14 minutes—and the ignition key was never turned off, the hood was sealed shut! It's the greatest engine going in the low-price field today—and you can prove that right in your hometown traffic! Sample it and see for yourself! . . .

Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.





Un éblouissement de

COULEURS

...réjouit
votre cœur...
égaye chaque
mille au volant



Des couleurs hardies et rayonnantes
habillent d'un manteau superbe
la nouvelle Chevrolet Motoramic.

À l'intérieur comme à
l'extérieur, cette voiture
insurpassable revêt les couleurs
d'un arc-en-ciel, de nuances
subtiles et infiniment variées.
Pourquoi ne pas venir les admirer
des aujourd'hui chez votre
dépôt Chevrolet ?



Une valeur General Motors

Chevrolet

Motoramic

Plus **sensationnelle** que jamais!



Représentation artistique Chevrolet 1956. Les prix des deux versions 2000 et 2600 sont à l'appréciation du client.

Voici la nouvelle Chevrolet 1956, avec sa nouvelle ligne moderne basée sur modèles fringants et une belle qui a rendu Chevrolet synonyme de performance inégalable.

La puissance du moteur "Super Turbo-Fin V-8" a été portée à un nouveau sommet, à 201 chevaux-exposés. Oui, dans tous les détails la Chevrolet 1956 est plus sensationnelle que jamais!

UNE VALLÉE GENERAL MOTORS

La CHEVROLET
1956



LION-HEARTED CHRYSLER



In the style that set the standard for an industry: Chrysler New Yorker 4-door hardtop in Luster-Blood Spark Yellow

...lets you relax before you get home

At day's end your Chrysler invites you to relax. The newly available Swivel Seat turns into the car with you. You lounge in your own private world. Tasteful colors and fabrics and clear tempered safety glass windows surround you.

As you ease through town traffic you can appraise and appreciate Chrysler's new Golden Lion engine. Strong and silent, it is even more efficient than last year's economy winner.

On the expressway, Chrysler's Auto-Pilot brings you true behind-the-wheel relaxation. This optional driver-assist holds your speed and warns if you go too fast. It also lets you cruise steadily, uphill and down, with your foot off the accelerator.

Flick on the lights as dusk gathers around you. Touch a button and be with music. This is when driving is at its best. Just you and your new Chrysler humming the miles aside.

Take one of Chrysler's 15 new models out on the road for a few hours. Do it soon.

The manufacturer's suggested retail price appears on every new Chrysler model in your dealer's showroom. These prices will show you that Chrysler sets the standard for enduring value.

LION-HEARTED
CHRYSLER '59



LION-HEARTED CHRYSLER



In the style that set the standard for an industry: Chrysler New Yorker 4-door hardtop in Lustro-Bond Spun Yellow

...lets you relax before you get home

At day's end your Chrysler invites you to relax. The newly available Swivel Seat turns into the car with you. You lounge in your own private world. Tasteful colors and fabrics and clear tempered safety glass windows surround you.

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LION-HEARTED
CHRYSLER '59

Voici la **NOUVELLE**

Custom Royal Dodge 1959

La reine des luxueuses voitures Dodge!



Ravissante au suprême degré, la nouvelle Custom Royal Dodge 1959 est arrivée. Voici une voiture absolument nouvelle et ultra-chic du sol au toit... d'un luxe bien au-dessus de l'ordinaire... son prix est pourtant à peine plus élevé que celui de la voiture la moins coûteuse. Faites-en bientôt l'essai! Vous serez conquis, assurément, car c'est la voiture la plus sensationnelle de l'année!



CHRYSLER CORPORATION OF CANADA, LIMITED



*L'élégance et nouvelle Consul MK II**



Creations Nouvelles

INTÉRIEURS ULTRA-SPACIEUX

Nous sommes heureux de présenter ces nouvelles et étonnantes voitures... étonnantes parce qu'elles offrent le confort des "grandes" voitures (6 personnes y voyagent à l'aise et le coffre à bagages mesure 20 pi. cu.), mais comportent tous les avantages des "petites" voitures: facilité de conduite et de stationnement et faible consommation d'essence!

Partout où vous irez, vous serez fier de conduire l'une de ces voitures aux lignes sobres et admirablement découpées! Nous vous invitons à en faire l'essai et à constater par vous-mêmes leurs performances exceptionnelles et leur parfaite tenue de route. Votre vendeur Ford-Monarch se fera un plaisir de vous les faire conduire. (*Peinture à paroi blanche facultative, moyennant supplément)

Modèles 1960

Consul-Zephyr 6-Zodiac



LA ZODIAC MK II



LA ZEPHYR MK II

NOUS VOUS INVITONS À VENIR VOIR LES MODÈLES NOUVEAUX: ZEPHYR, CONSUL, ZODIAC & ZODIAC (CUL) AVEC VOTRE Vendeur FORD-MONARCH



FORD MOTOR COMPANY OF CANADA, LIMITED



*Pour plus de détails la perfection
de Monarch l'inspire!*

La forme nouvelle du succès!

Voici la révélation de l'année... la voiture de l'avenir... qui vous est offerte dès maintenant. Cette rupture complète avec le passé, ce nouveau concept de l'élégance dans la hardiesse des lignes, font que la Monarch d'aujourd'hui est véritablement la "voiture de demain"!

Il n'est donc pas étonnant que les ventes de la Monarch reflètent le succès grandissant de "la plus belle voiture au Canada". Partout, elle est accueillie avec enthousiasme. C'est la Monarch la plus GROSSE jamais construite: elle est de 5" plus longue, de 3" plus large... et son intérieur est ultra-spacieux.

Venez la voir et en faire l'essai... et demandez son prix. Vous comprendrez alors la raison de son succès!



la MONARCH

*...une véritable
révélation!*

la MONARCH...
ambassadrice des temps futurs!

VOUS LE MONARCH POUVEZ LE VOIR A



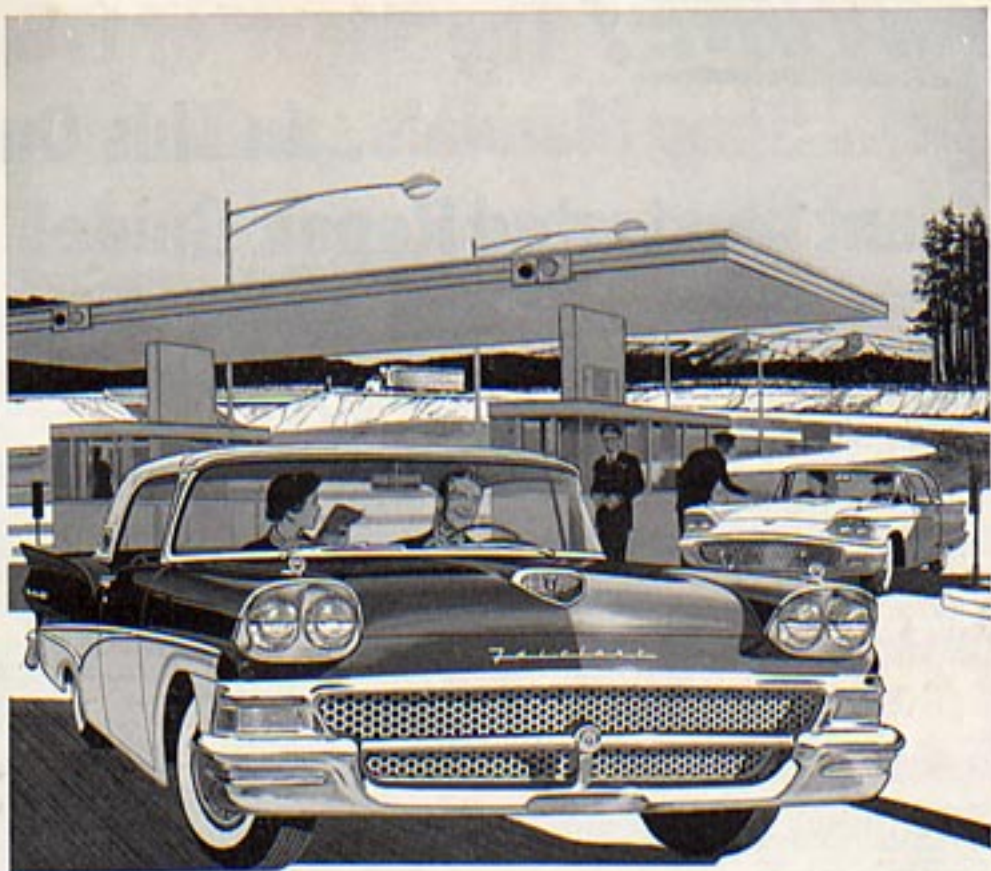
enchantement *



Le Sunliner, l'un des 18 merveilleux modèles Ford,

* une caractéristique standard de toute Ford!

FORD



Thunderbird-bred in beauty, brawn
and high-stepping performance

58  RD

The first car ever to use the whole world as a test track

FORD DIVISION OF FORD MOTOR COMPANY



This will be true of your Pontiac Car!

There are certain vital truths about Pontiac cars which may be expected to prevail—because they are basic in our operating policies.

First of all, Pontiac will always be a good car. It will last long and it will last well. It will be sound in its engineering—and it will be quality built to give the utmost in satisfaction, with a minimum of service.

Pontiac will be an outstandingly fine performer. It will not only be powerful, smooth, and eager—but it will give an over-

all enjoyment of ride, designed to make every mile a distinct pleasure.

Pontiac will always be beautiful and distinctive. It will have its own personality, so that its appearance will set it apart from other automobiles.

Pontiac will be economical. Figured over the whole period of its usefulness, it will be just about as economical as any car you can buy. People will not in any way be penalized, financially, for enjoying the car's

fine performance and greater desirability.

Whether you get your Pontiac today, tomorrow, next year, or any year—you may expect it to be built in the traditions outlined herein. It will be good, it will be beautiful, it will be a splendid performer—and it will be unusually economical for a car so fine.

We are certain that, all things considered, you could not do better than to say to yourself—"From now on, I'm driving a Pontiac."

LINCOLN



Four Passenger Coupe

Every Lincoln body is a custom creation of some master body builder. It is designed as a fit companion piece for the Lincoln chassis. Its distinctive lines unmistakably suggest Lincoln quality. The Four Passenger Coupe is the work

of Le Baron. The matchless performance of the Lincoln, its ease of control, its velvety smooth motor, its instantly responsive brakes and superb riding qualities are best of all appreciated in the owner-driven personal car.

L I N C O L N M O T O R C O M P A N Y
Division of Ford Motor Company

toute nouvelle !



**vraiment
magnifique !**

la Meteor '57

Songez seulement à tous les "EXTRA" de la
VOITURE LA PLUS MODERNE AU CANADA



Nash Airflytes



La Canadian Statesman




L'Ambassador

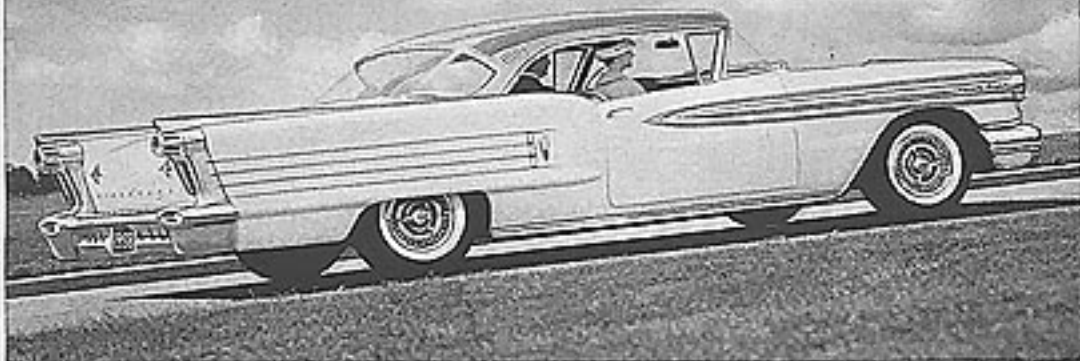


La Rambler

Introducing for '58...

OLDSmobility 

a new way of
going places
in the Rocket Age!



1958 OLDSMOBILE NINETY-EIGHT HOLIDAY COUPE...A CAR IN A CLASS BY ITSELF!

Meet *OLDSmobility*, as only Oldsmobile's sparkling new Ninety-Eight for '58 can express it! Those lean, low new lines tell you at once—there's no limit on Ninety-Eight luxury, no finer expression of distinguished good taste! At the wheel you'll discover a new brand of brilliance, too—the fleet, easy grace of a great performer!

For the Ninety-Eight puts you in confident command of a magnificent, *more economical* Rocket Engine... offers you the supreme new smoothness of New-Matic Ride*, Oldsmobile's *true* air suspension! Only Olds brings you so much that's new for 1958!

See your Authorized Oldsmobile Quality Dealer soon!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.

*Optional at extra cost.

OLDSMOBILE FOR '58

1908-1958



FORWARD FROM FIFTY...INTO THE ROCKET AGE





Faites le volant de cette Oldsmobile 59... elle fera
votre conduite! Vous reconnaîtrez tout l'apogée que
peuvent parvenir la perfection absolue de sa construction
et la haute qualité qui la distingue sous tous les
aspects... un confort et une maniabilité inégalables!
Faites chez votre concessionnaire de la voiture de qualité
Oldsmobile et faites l'un des plus élégants
Oldsmobile à motorisation Rocket jamais construite.



LA QUALITÉ FAIT PARTIE DE L'ÉQUIPEMENT
STANDARD DE TOUTES LES OLDSMOBILE 59
CI-DESSUS: SEDANSPORT HOUBAY SUPER 88.

UNE VALLÉE GENERAL MOTORS

OLDSMOBILE

**Headlight Beams
Stay on the Road!**

Packard Torsion-Level Suspension keeps headlights steady and properly aimed for best visibility regardless of passenger or luggage load — an important safety factor in night driving.



Takes Sweeping Curves, Sharp Corners in Stride!
Front and rear wheels are interconnected to give equal load on both outside wheels. You get a secure sensation of positive control on sweeping curves, tight corners with added stability and safety.



Takes Off at Ideal Ride Level!

There's no rear-end "squat" to snap the neck or jar the spine when the new Packard takes off! The car drives forward evenly balanced and seat backs nestle more closely to passengers.

New PACKARD TORSION-LEVEL Ride

ELIMINATES CONVENTIONAL COIL AND LEAF SPRINGS

Smooths the Road... Levels the Load — *Automatically*

Long famed for creative engineering leadership, Packard has developed new Torsion-Level Suspension... hailed as the greatest ride development in automotive history... and here's why! In other cars, twisting forces due to vertical wheel movement are transmitted to the frame.

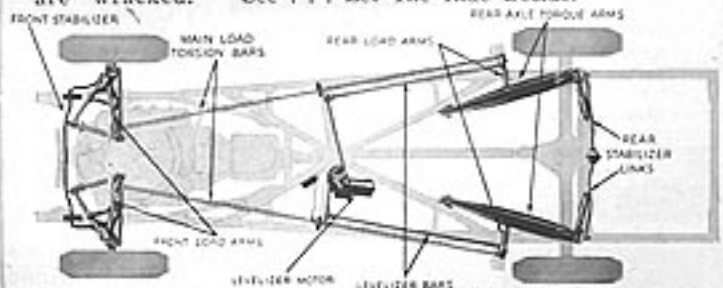
Passengers are pitched and bounced, car body and frame are wracked.

With the new Packard, these same twisting forces are transmitted along the new Torsion Bar system, and absorbed before they can reach either frame or passengers. A power-controlled levelizer automatically compensates for changes in passenger or luggage load... keeps the new Packard always at ideal ride level.

But to fully appreciate this new kind of ride, see your Packard dealer — Take The Key And See... Let The Ride Decide!



Just 7 seconds after load change, the unique levelizer automatically brings Packard back to ideal ride level.



Torsion Suspension is made up of two full-length torsion bars, four pivot arms and links. Driving torque arms connect rear axle housing to frame. The levelizer has two shorter bars connected by links and levers to a two-way motor.

PACKARD DIVISION • Studebaker-Packard Corporation



LA NOUVELLE PLYMOUTH

Une nouveauté. Voilà la Plymouth.
Non seulement nouvelle en fait de luxe... de style... et
de beauté, mais nouvelle dans son extré... à tous les
points de vue, jamais ne fut réalisée une autre Plymouth
semblable... ni même une autre auto.
Oui, c'est une nouveauté complète. Une nouvelle
réalisation de beauté concrète! Plymouth. La nouvelle
Plymouth! Ne manquez pas de l'admirer maintenant chez
votre dépositaire Plymouth! .



Qualité



For '59...only Plymouth wagons give you so many luxury features...and low price, too!

Station wagons have reached an all-time peak in popularity, and the credit is largely Plymouth's. For no other wagon offers so much room, so many features at such low prices.

IF IT'S NEW, PLYMOUTH'S GOT IT!

REAR-FACING THIRD SEAT. The famous Plymouth feat that lets third-seat passengers in or out without squirming past second seat. Big, comfortable, full-width—ample room for 3 adults.

BIGGEST OF THE LOW-PRICE FIFTH. Plymouth wagons give you the most cargo space, most passenger room, plus the longest wheelbase. Second and third seats fold flush with floor, making level 10-foot loading deck.

This year you get a choice of 10 great new wagons. You get all these Plymouth "firsts"—and more: Push-Button Power-Flite® or ToopacFlite®...easy-entry Swivel Seats®...safer

NEW PUSH-BUTTON MASTER CONTROL CENTER puts you in complete command. Buttons at left control 3-speed Torque-Flite®, while those at right regulate heating, defrosting and ventilation. Instant Heater* delivers warm air in 30 seconds.

Total-Contact Brakes...new electronic Mirror-Matic Mirror* to end dangerous glare...new Automatic Beam Changer*...greatest glass area. Take a test drive today!

DISAPPEARING REAR WINDOW rolls up or down at the touch of a button. Operated either from driver's seat or from rear.

NEW CONSTANT LEVEL* TORSION-AIR® RIDE keeps your Plymouth wagon on an even keel no matter how heavy the load. Or choose famous Torsion-Air Ride at no extra cost.



A la
rencontre
du printemps...



PONTIAC



Now there's a big new choice in the low price field!

Five big new series! Sixteen standard Studebakers! Really new—longer, wider, bigger—with the styling you want, the colors, the power, the features you want. Three great new Sweepstakes engines... with your choice of drives—standard, overdrive, or amazing new Flightomatic. And from sculptured-steel exterior to rich color-keyed interior you find craftsmanship with a *flair*—the superb quality that makes Studebaker the big new choice in the low price field.



This year the big news is the big new Studebaker

President V8's . . . your choice of distinctive new luxury



The PRESIDENT 4-door sedan . . . bigger, more powerful sedan in its class. 170-hp. wheelbase, 518-hp. inside and out—luxury you can afford.



The PRESIDENT 4-door sedan . . . with Take-off Torque in the big new Sweepstakes 289 V8 engine. Safety-action brakes—big in every way but price.



The PRESIDENT 2-door sedan . . . range in luxury with sales spaciousness—easily easy access to rear seat. Exclusive Side-lock door latches.

Champion Sixes . . . your choice of stylish new performance



The CHAMPION 4-door sedan . . . new size, style, and power in a gas-saving Sweepstakes 185 Six. Famous Studebaker quality throughout.



The CHAMPION 2-door sedan . . . a smart choice in big new beauty that rides like a dream. Smooth, gliding stability, exclusive Pyramid Design.



The CHAMPION 2-door sedan . . . easy on the eyes, and the pocketbook. Luxurious comfort in the hand-somest, thickest, most practical car on the road.

Commander V8's . . . your choice of spacious new beauty



The COMMANDER 4-door sedan . . . beauty of line and function, smart touches of color and chrome. In every perfect detail—craftsmanship with a *flair*.



The COMMANDER 2-door sedan . . . roominess to assure you, style to delight you. New two-tone vinyl and fabric upholstery—practical, beautiful.



The COMMANDER 2-door sedan . . . fresh, clean styling in a family-type car with tasteful appointments. A unique model in the low price field.

Station Wagons . . . your choice of dashing new utility



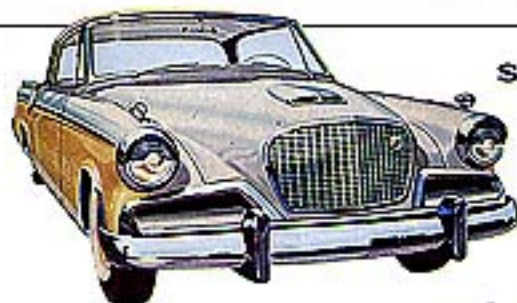
The EXECUTIVE V8 . . . most beautiful wagon in America! Big Sweepstakes 289 V8 engine packs that extra power. Rich, easy-riding interior.



The EXECUTIVE V8 . . . spirited and handsome. Rich vinyl upholstery takes extra hard wear. Added springs give soft ride regardless of load.



The REARER SIX . . . striking in every detail, inside and out. 65 cubic feet of cargo space! Plenty of zip and power with the new Sweepstakes 185 Six!



Studebaker Hawks . . .

your choice of sports car fun for the whole family



The COUPE HAWK 302 . . . big and sleek, with thrilling 215-hp. *Slingshot* engine, Flightomatic drive! A true sports car that seats 4 in comfort.



The SIX HAWK 289 . . . new sculptured beauty, distinctive grill, luxury interior, 4-place sports performance you can share with family and friends.



The FOUR HAWK 289 . . . swift, maneuverable, roomy and comfortable. Flightomatic drive—plus all the luxury power features you want.



The STRETCH HAWK 185 . . . a low-slung ride in a high-style interior. Exclusive Safety-action brakes, Side-lock doors, Brilliant Take-off Torque.

Craftsmanship with a flair . . . makes Studebaker the Standout!

STUDEBAKER DIVISION
General Motors Corporation
Warren, Michigan 48090
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PARLONS PEU MAIS PARLONS BIEN!

La notion "bon achat" a perdu toute précision par d'incessantes répétitions. Il nous a donc paru utile de la redéfinir avec clarté par l'exemple que voici:

L'appellation bon achat peut être donnée à la voiture qui se distingue par une construction impeccable, soignée jusqu'au moindre détail; un allant fougueux, des lignes d'une pureté racée, un intérieur très spacieux —et un prix inférieur à celui d'autres voitures semblables.

La Studebaker est donc incontestablement un bon achat. Elle vous attend chez notre concessionnaire pour le prouver—allez la voir bientôt.

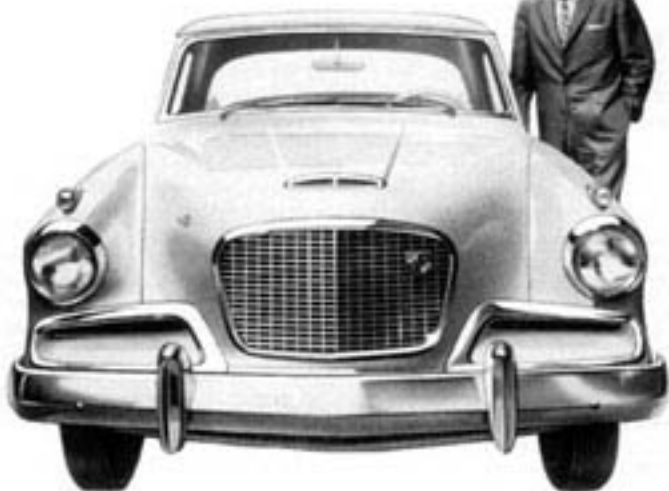
Ci-dessous: La Silver Hawk—une voiture de sport et également une voiture de famille à 5 places.
C'est l'un des 18 modèles Studebaker.



Studebaker-Packard

OF CANADA, LIMITED

La vie la qualité est de tradition





LES DIMENSIONS DONT VOUS RÊVIEZ

LA **LARK** PAR STUDEBAKER

➤ Élégante, raisonnable, ardente. Plus courte de presque trois pieds. Six places réelles. ➤ Aménagement intérieur de haute mode. Des milles et des milles avec quelques tasses d'essence ordinaire. ➤ Prix inférieur à celui des 'trois moins chères'. ➤ Voyez votre concessionnaire Studebaker cette semaine. ➤ Voici la Lark. La seule voiture nouvelle de conception nouvelle.



Le travail bien fait



avec des extras!

Une automobile de luxe dans le groupe bon marché! La nouvelle et puissante Studebaker vous offre une distinction inconnue jusqu'ici dans cette catégorie!

VALEUR EXTRA. Un style . . . une qualité . . . des caractéristiques de voiture de grand luxe jamais vues jusqu'à ce jour dans le groupe bon marché.

ÉCONOMIE EXTRA. Plus de puissance alliée à plus d'économie. "Six" économiques, et V8's développant jusqu'à 210

CV . . . supérieurs à ceux qui ont si souvent triomphé aux épreuves d'économie Mobilgas.

BEAUTÉ EXTRA. Choix de 16 nouveaux et splendides modèles: sedans, station wagons, voitures sport familiales. Allez les voir sans tarder chez votre dépositaire!

Voyez chaque semaine "TV Reader's Digest".

Studebaker LA NOUVELLE VEDETTE
DES VOITURES BON MARCHÉ

Studebaker - Packard of Canada, Limited, Hamilton, Ontario - 13 où la qualité est toujours de tradition!



Family room on wheels


Mom, Dad, seven kids (big or small) and the family pooch—plus a load of camping gear—can ride in comfort in the TRAVELALL. No crowding. There's stretch-out room for everybody.

You can get in without twisting yourself up like a pretzel. It's high enough inside for a tall man to sit straight up with his hat on. The big windshield and windows give a clear, safe picture of what's going on all around you and 'way up ahead.



The TRAVELALL is strong enough to pull a boat trailer or house trailer without wagging its tail. And with all-wheel-drive it can get into remote fun places where the roads can't go.

If you'd like to test drive this last of the honest-to-goodness station wagons, go to a nearby INTERNATIONAL Dealer or Branch. They're listed in the Yellow Pages. International Harvester Company, 180 N. Michigan Avenue, Chicago 1, Illinois

The Travelall® by International® 



FORD  THUNDERBIRD '59

The car everyone would love to own!



The Pontiac Sports Coupe for 1966

Three's a romance when one is a Pontiac

Sometime soon, see the special glow of a couple who share the enchantment of a Pontiac. They're proud, always, for the clean sharp styling of Pontiac introduces them anywhere as people of taste. Notice, too, the look of complete enjoyment on the faces of the next couple you see riding in a Pontiac. They're appreciating the one driving thrill that never wears off—Wide-Track Wheels. And they're enjoying Pontiac's unique quietness, made possible by new, more calculated use of insulation. Talk it over with the object of your affections. Then visit your Pontiac dealer. He has the Pontiac to make you a handsome threesome, a happier twosome.



Wide stance gives you tireless stability, solid control. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

PONTIAC WIDE-TRACK WHEELS, WIDE-TRACK CHASSIS

PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS