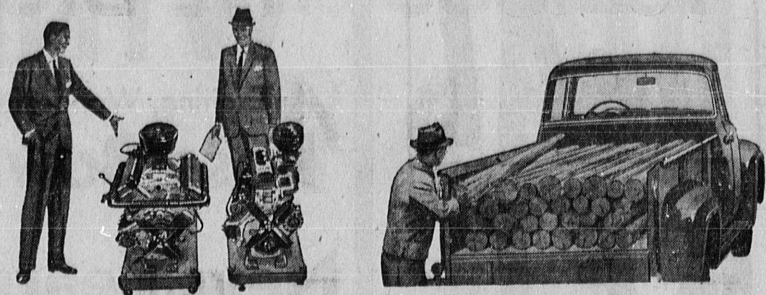


Any way you look at it —

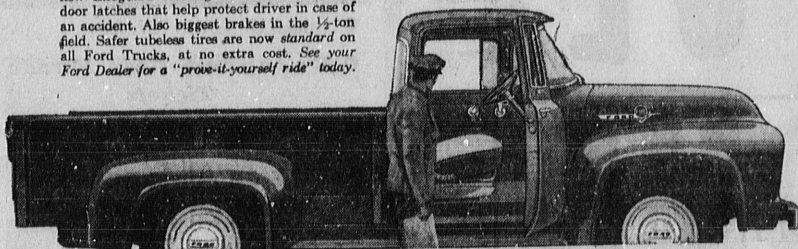


Most Power—up to 44% more usable power (net horsepower) than any other pickup! Fastest getaway. Most power for passing... smooth, flexible power for easier, safer maneuvering in traffic. You have a choice of engines—167-h.p. Y-8 or 133-h.p. Six. Only Ford offers modern Short Stroke power in every engine at no extra cost. (Work-saving Fordomatic, optional.)

Most Capacity—New 8-ft. Express body gives you biggest loadspace of any half-tonner—65.4 cu. ft. (up to 19 more cu. ft. than other pickups). Low loading height saves time and effort. Reinforced box corners give extra strength; slanting flareboards mean extra loadspace; exclusive toggle-type latches provide easy operation of tailgate. (8-ft. box available at low extra cost.)

The new FORD gives you the most Pickup for your money

Most Safety Features—with safety design found in no other truck. Only in a '56 Ford will you find such safety features as the new Lifeguard steering wheel and Lifeguard door latches that help protect driver in case of an accident. Also biggest brakes in the 1/2-ton field. Safer tubeless tires are now standard on all Ford Trucks, at no extra cost. See your Ford Dealer for a "prove-it-yourself ride" today.



OSCAR MAPLES INC.

YOUR FORD DEALER

1420 CABRILLO AVE.

FAirfax 8-5014

TV at its Best! Don't Miss 'Ford Theatre' KRCA (4), Thursday, 9:30 p.m.

New Safety Door Catches On Plymouths

The 1956 Plymouth cars have new safety door latches which minimize the possibility of doors opening under impact.

The new latch is designed so that interlocking pieces of heavy gauge steel on the door and striker prevent separation and keeps the doors safely closed. The new latch is standard equipment on all Plymouth models.

Plymouth continues to offer safety seat belts anchored directly to the frame of the car.

New safety beam headlamps provide as much as 80 additional feet in seeing distance on the right side of the road.

Other "built-in" safety features include the safety rim wheels, a hand brake independent of the regular braking system, dual cylinder front wheel brakes, a wide-visibility wrap-around windshield and electric windshield wipers.

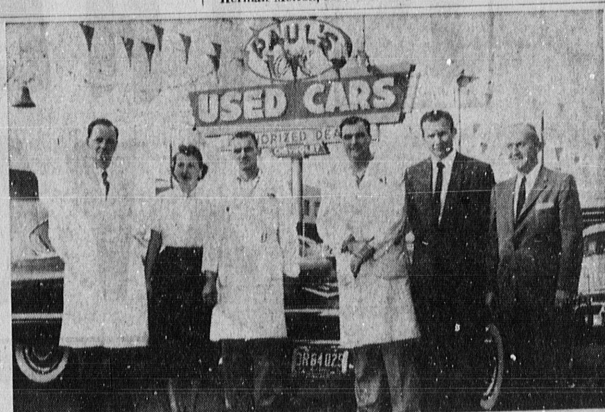
Buick's 1956 line comes in two wheelbases, 122 inches for the Special and Century and 127 inches for the Super and Roadmaster. There has been no change in the overall dimensions of the 1956 models.



FORD PERSONNEL... Department heads at Oscar Maples Ford Agency get ready to take a ride in one of the 1956 Ford convertibles. Shown are Ray Billings, used cars; Felix Carpenter, parts department; Rudy Riedel, body shop; Lolita Packard, office; Phil White, service department; D. S. Benedict, new car sales; and Dwight Eubank, general manager.



WHITTLESEY MANAGERS... Showing off a 1956 DeSoto are key members of the Whittlesey Motors staff. Left to right are owner George Whittlesey; Larry Lance, used car manager; Earl Gerloff, body shop manager; Bob Wilshire, office manager; Gordon "Blackie" Burton, parts manager; and, on the right, Johnny Johnson, new car manager; and Herman Melton, service manager.



TOP PERSONNEL AT PAUL'S... Department heads at Paul's Chevrolet who are anxious to assist with any automotive problems are (left to right) Bob Jaeske, service manager; Margie King, office manager and secretary-treasurer of the firm; Lloyd Baker, parts manager; Bill McAfee, body shop manager; Darrel Figgins, used car manager; and Paul Conole, new car sales manager.

Don't read this if you want to stay in love with the car you now own



FLO-TONE COLOR STYLING, DOZENS OF NEW IDEAS! Everywhere you look, there's big new luxury, fresh beauty, new left and brown. Widest choice of colors! New fabrics in rich nylons and vinyls! New bumper-grille! Sleek new low silhouettes in a whole new fleet of hardtops—now available in every series to fit any budget.

Even some cars only 6 months old seem out of date compared with **THE BIG M.** How many of these features does your present car have?

225 HORSEPOWER—the highest horsepower ever packed into a Mercury V-8. And only Mercury has an exclusively V-8 history!

SAFETY STEERING WHEEL is impact-absorbing to protect driver better. Hub is deeply recessed.

SAFETY-BEAM HEAD LAMPS knife through fog, dust, rain, snow—give less glare to oncoming motorists. You see up to 80 feet more of the road ahead... see it better.

SAFETY DOOR LOCKS give added protection against doors opening—even on moderate

impact. Child-guard locks for rear doors are optional.

PADDED INSTRUMENT PANEL has plastic cushioning filler for protection. This and safety-padded sun visors are options.

DOUBLE-PUNCH STARTING. Now 12-volt electrical system turns starter 80% faster—even in winter!

POWER STEERING saves you up to 80% of the work of steering... yet gives you full "road feel." (Optional.)

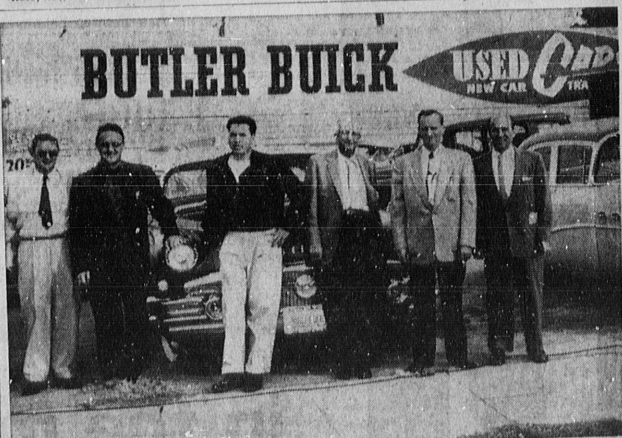
PUSH-BUTTON LUBRICATION. Think of it! Press a button and... you're driving a freshly lubricated car! You save service time—prolong your car's life. (Optional.)

4-WAY POWER SEAT offers you not just front-back adjustment but up-down, too! Quickly finds best-for-driver position. (Optional.)

BALL-JOINT FRONT SUSPENSION—Exclusive in Mercury's field. Makes handling easier, control surer, cornering track-level and Mercury's new ride velvet-smooth.

VISIT OUR SHOWROOM. SEE HOW MUCH MORE CAR YOUR DOLLARS BUY NOW IN THE BIG M!

For 1956—the big move is to **THE BIG MERCURY**



TORRANCE BUTLER BUICK STAFF... Jack Corvin, right, manager of the Torrance Butler Buick branch, meets with staff members in front of a new 1956 Buick Riviera. Left to right are Bill Moore, Lou Portz, Gilbert Conteras, Elmer Muck, Harold Noyes, and Corvin. The Cravens-Torrance Blvd., lot is headquarters for Buick in Torrance.



THAT OPEN FEELING... Bevelere four-door hardtop is an entirely new model introduced by Buick in its 1956 line of cars. Aerodynamic styling, push button driving and powerful new Hy-Fire engine are among outstanding features. Safety door latches and other safety items are standard equipment.

THE BIG MERCURY
for '56...has the **BIG Look**
...is the **BIG Buy**
...is the **BIG Value**

TORRANCE MOTORS, INC.
1885 TORRANCE BLVD. FAirfax 8-3065

Don't miss the big television M. Ed Sullivan's "DANCE OF THE DOLLARS" Sunday evening, 8:00 to 9:00. Station XXX, Channel 60.