

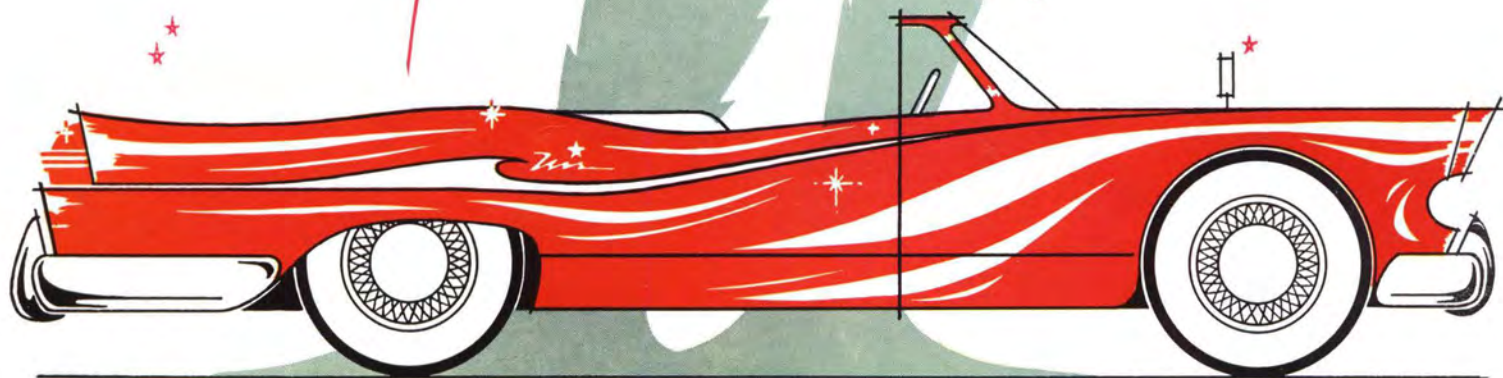
HAWAII
CALLS

YOU TO
THE 1956

AUTO SHOW

WAR MEMORIAL
EXHIBIT HALL
ROCHESTER

JANUARY 28
FEBRUARY 4





It has the Thunderbird "glow"

*The new '56 Ford
caught its "dash" from the Thunderbird!*



It has the Thunderbird "go"

YOU'LL FIND the Thunderbird's beauty and split-second power in every '56 Ford . . . *plus* the safety of Lifeguard Design.

Let your eyes linger on that long, low silhouette. Here is styling inspired by the most exciting car of our time—the Ford Thunderbird.

Now, touch Ford's gas pedal. Immediately, you'll discover the greatest pleasure that power can give. That's because you

have the new and mighty Thunderbird Y-8 engine* to give instant obedience to your every wish.

And how wonderfully safe you feel! No wonder, for Ford's new Lifeguard Design gives added protection against the hazards which cause more than half of all serious accident injuries. For example, the new Lifeguard steering wheel acts like a cushion in case of accident. Lifeguard

double-grip door locks give added protection against doors springing open under shock. Lifeguard padding is available for instrument panel and sun visors, to help lessen injuries from impact. And optional Ford seat belts help keep occupants securely in their seats for added safety.

Visit your Ford Dealer. He will give you the complete story on Ford's performance, comfort, quality . . . and *safety*.

*Available in Fairlane and Station Wagon Models.

'56 Ford . . . the fine car at half the fine-car price!

SEE YOUR LOCAL FORD DEALER



A. C. LOHMAN
President



J. G. DORSCHER
Vice-President



E. J. HORTON
Treasurer



E. C. SCHOEN
Secretary



R. H. SIMMONS
Director

*Officers and Directors
of the
Rochester Automobile
Dealers Association, Inc.*



C. A. BEIKIRCH
Director



W. R. COREY
Director



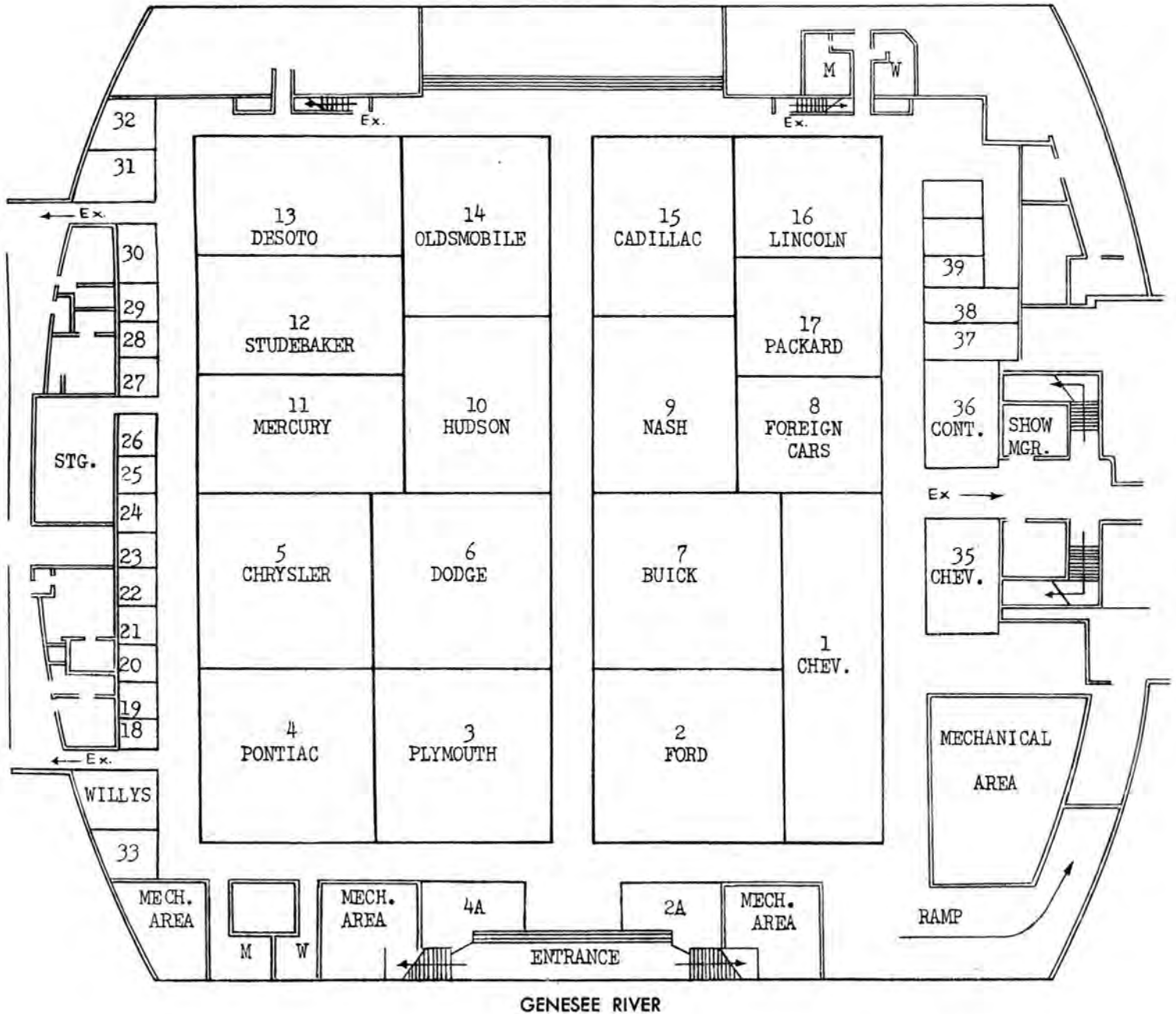
J. R. MITTLESTEADT
Director



K. T. RALPH
Director

Auto Show Exhibitors Floor Plan

EXCHANGE ST.



GENESEE RIVER

- 18 Frank Hennen
- 19 Frank L. Wilson
- 20 Genesee Valley Union Trust Co.
- 21 Roly Door Sales Co.
- 22 Lincoln-Rochester Trust Co.
- 23 Rochester Clutch Co.

- 24 Snyder Auto Seat Covers
- 25 Lewis General Tires
- 26 Woodfill, Inc.
- 27 Drive In Agency Inc.
- 28 Socony Mobil Oil Co.
- 29 Security Trust Co.
- 30 Overhead Door Sales Co.

- 31 Rake's Marine
- 32 Rochester Indian Corp.
- 33 Defender Coatings Corp.
- 37 Antonelli Tire Co.
- 38 Rochester Safety Council
- 39 Thomas Heath

War Memorial Exhibit Hall, Rochester, N. Y.



Compare them all for style, performance and over-all value . . . and you'll go for Chevrolet!

CHEVROLET

for 1956

your **BEST BUY and BEST DEAL**

AT YOUR *friendly* ROCHESTER CHEVROLET DEALER!

**BROWN
CHEVROLET**
769
MAIN WEST

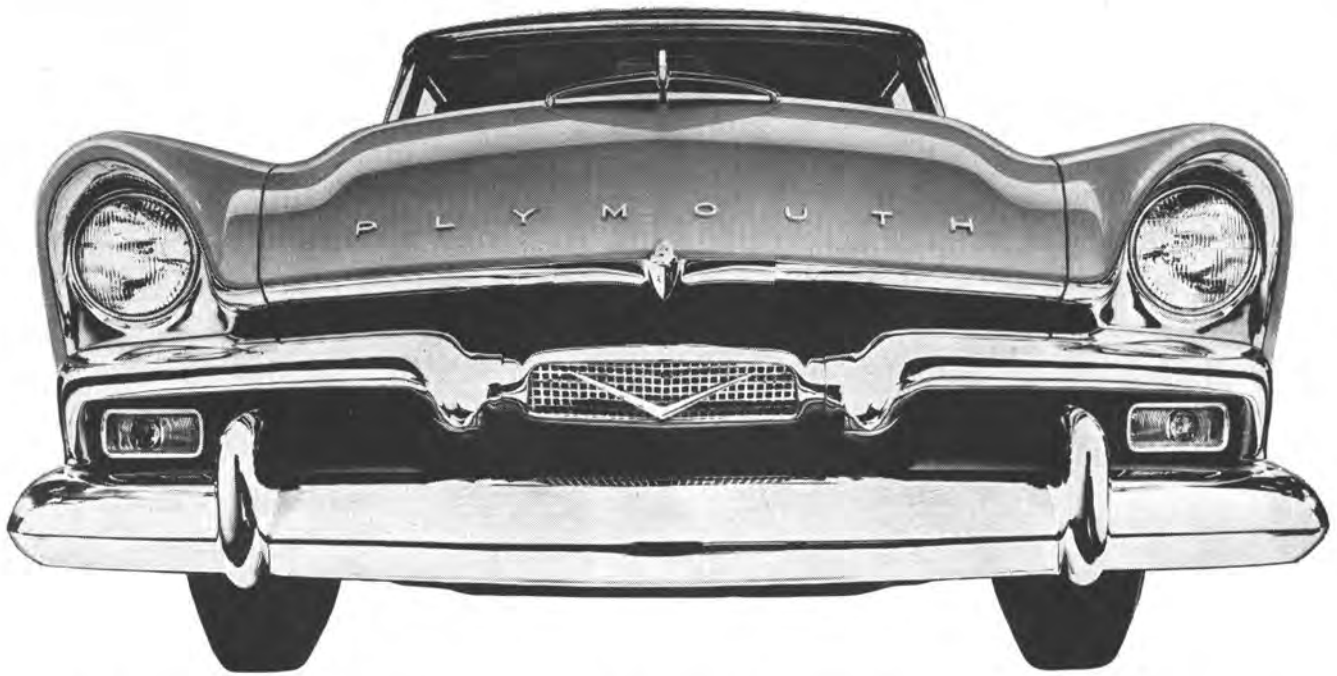
**COOL
CHEVROLET**
360
CULVER RD.


**HEINRICH
MOTORS, INC.**
214
LAKE AVE.

**HALLMAN'S
CENTRAL
CHEVROLET**
200 EAST AVE.

**SIEBERT
MOTORS, INC.**
615
SOUTH AVE.

**FREAR
CHEVROLET**
1110
STONE RD.



Newest, most exciting of the low-price 3... 

all-new **AERODYNAMIC PLYMOUTH '56**

- Fabulous new Aerodynamic Styling. One clean sweep of jet-age beauty.
- Miraculous new Push-Button Driving. Makes driving as easy as touching a light switch!
- Blazing new 90-90 Turbo-Torque Power. Gives you *Top Thrust at Take-Off*.
- Choice of revolutionary new Hy-Fire V-8 or new higher-horsepower PowerFlow 6.
- Better take a closer look at the All-New Aerodynamic Plymouth '56. It's your *best buy* of the low-price 3!



Get the news: "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze on NBC-TV. "Shower of Stars" and "Climax!" on CBS-TV.

The Auto Show at a Glance

* * *

WHEN: January 28 - February 4 . . . INCLUDING SUNDAY, JANUARY 29.

HOURS: 1 P.M. to 10:45 P.M. daily.

WHERE: Exhibit Hall of Rochester's Community War Memorial.

SPONSOR: The Rochester Automobile Dealers' Association, Inc.

EXHIBITS: 1956 Models of the following American makes: Buick, Cadillac, Chevrolet, Chrysler, Continental, DeSoto, Dodge, Ford, Hudson, Imperial, Lincoln, Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker and Willys . . . PLUS

Foreign and domestic sports models and motorcycles. Experimental models. Outstanding area "Hot Rods". Cut-away models.

Accessories. Tires. Petroleum products. Banking. Insurance. Garage doors. Safety Exhibits.

Winning Soap Box Derby Racers. The new color movie, "How to Win", the story of the All-American Soap Box Derby featuring Rochester's Dick Rohrer, 1955 World's Champion, will be shown daily.

DECORATIONS: The 1956 Auto Show will feature an Hawaiian motif. The South Sea Island theme will be carried out in the decorations and young ladies in grass skirts will welcome visitors in the traditional Hawaiian manner by presenting them paper flower leis.

ENTERTAINMENT: Miss Loma, exotic Hawaiian hula artist, who has just completed a starring engagement at the Hawaiian Room of the Lexington Hotel, will appear nightly. She will be accompanied by the Hal Aloma trio.

ADMISSION: 90¢ including tax. Children under 12, half price.

DOOR PRIZE: A 1956 Cadillac "62" will be awarded to some lucky Auto Show visitor! Drawing will be held Saturday, February 4. Winner need not be present to win.

SHOW MANAGER: Edward C. Schoen, Secretary of the Rochester Automobile Dealers' Association, Inc.

SHOW COMMITTEE: A. C. Lohman, Chairman; J. G. Dorschel; E. C. Schoen; E. J. Horton; R. H. Simmons; C. A. Beikirch; W. R. Corey; J. R. Middlesteadt; K. T. Ralph.

Nash Presents
**THE WORLD'S
 FINEST TRAVEL CARS...
 THE AMBASSADOR AND STATESMAN**



New 1956 Nash
 Ambassador Country Club
 with all-new 220 HP Jetfire V-8 engine and
 the world's most luxurious travel features.

- See the style hit of the auto show—
 all-new Speedline Styling.
- See colors new to the rainbow—
 all-new 2-tones, 3-tones.
- See all-new, vividly different,
 Color-Keyed interiors.
- See all-new travel ideas by the "carload".
- See a revolutionary new concept
 in safety.
- See new Scena-Ramic all-round visibility.
- See the biggest room on the road
 . . . with Airliner Reclining Seats!

See The All-New, All-American *Rambler*



- ★ LOWEST FIRST COST ★ LOWEST OPERATING COST
- ★ HIGHEST RESALE VALUE

See the low-priced car with the "Solid Gold"
 look of \$5,000 cars—Rambler for '56. See
 all-new styling, all-new interiors with
 king-size room in a car that's still Rambler-size
 outside for easier parking and handling.
 Enjoy new getaway with a 33% more powerful
 engine that still delivers up to 30 miles per gallon.

AMBASSADOR • STATESMAN • RAMBLER • METROPOLITAN • PRODUCTS OF AMERICAN MOTORS CORPORATION

See And Drive These Cars At Your *Nash* Dealer's!

How Many Motor Vehicles Can We Use?

By James J. Nance

President, Automobile Manufacturers Association

Again, this year, the American people have baffled the economic seers by demanding more than the expected output of motor vehicles. According to the latest estimate, 1955 production will reach the record high of 9,225,000, of which 7,975,000 will be passenger cars.

As this exceeds considerably the previous record, (1950's total of 8,003,056), we may expect to hear some new variations on that old theme, "The Saturation Point."

That theme is as old as the automobile itself. In 1908, when we had less than 200,000 motor vehicles registered in the United States, one of the partners of the banking house of J. P. Morgan declared that "the saturation point" had been reached.

In 1921, when registration exceeded ten million, Roger Babson, the famous economist, declared that we couldn't possibly operate more than 12 million cars unless we could find some fuel other than gasoline.

Another forecaster that year was more optimistic. The late Leonard Ayres, the Cleveland banker, warned that 20 million was the limit.

We now have more than 61 million motor vehicles. The 46½ billion gallons of gasoline they burned in 1955 would fill a canal 20-feet wide and 18-feet deep from Portland, Maine, to Portland, Oregon, one statistician recently estimated.

Even when the forecasters of automobile registrations put their heads together and base their prophecies on the best available data, they go far astray. For example, as late as 1938, when there were just under 30 million motor vehicles registered, the Public Roads Administration said it would be 1960 before we had 38 million.

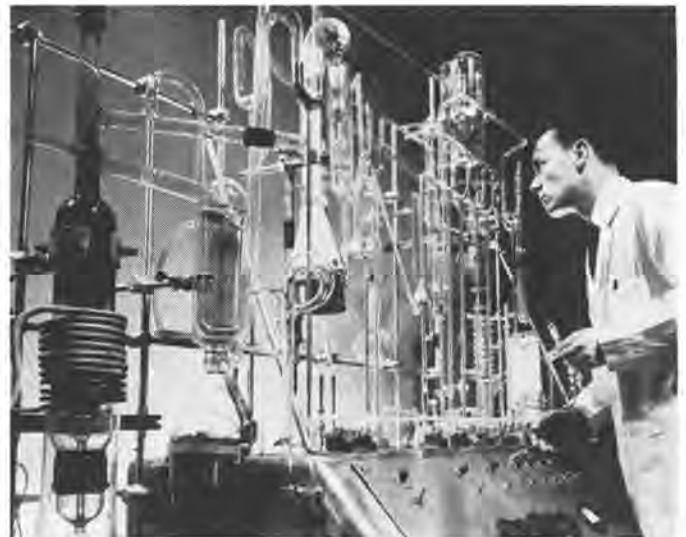
How many can we use? Perhaps the only limit is the amount of good highway mileage we are able and willing to provide. But, that has not stopped highway transportation's growth in the past, and is not likely to do so in the foreseeable future.

After the advent of the automobile, the American people did not tolerate for long the age-old restriction of bad roads. As late as 1904, we had less than 150 miles of paved rural roads in this entire broad land, although there had been political pulling and hauling

between federal and state legislators about "good roads" for more than a century. After World War I, when total registrations climbed to the ten-million mark, popular demand had put an end to the century-old stalemate, and we began to lay out and improve the highway network into the more than two million surfaced miles that serve us today.

That people today will not put up with inadequate roads is evidenced, I think, by the fact that, in the past decade, when construction of new public roads fell sadly short of growing needs, almost 3,000 miles of toll roads have been built or planned.

So, when new variations are heard on the old theme of "the saturation point," it is well to recall that the automobile industry has always defied conventional appraisal. It has many times confounded the prophets, even when they were optimistic.



Automotive progress today depends more than ever upon scientists working with the latest in research equipment. Throughout the automotive industry, technological facilities have been greatly enlarged since the end of World War II. Technical staffs and their budgets have in some companies been doubled and tripled. Sprawling new technical centers have been built by automobile manufacturers to meet the challenges and opportunities offered by modern science.

*Rochester
Pontiac Dealers*

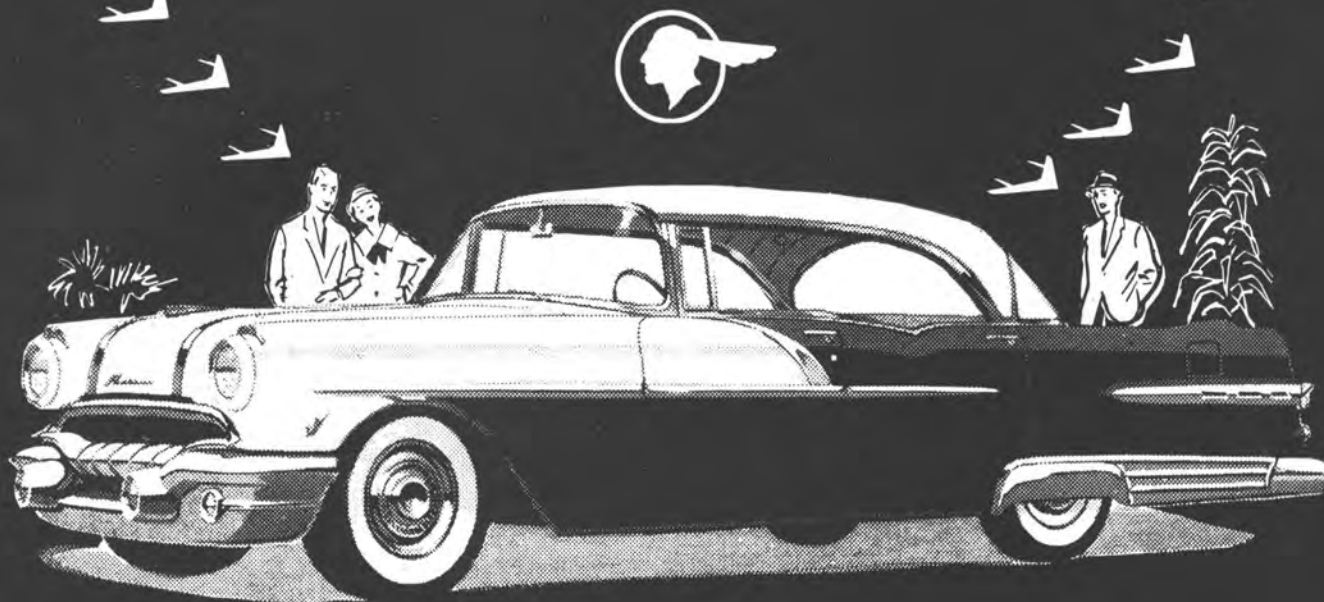
Piehler Pontiac **Ralph Pontiac**

1560 Lake Ave.

626 West Main St.

Valley Cadillac-Pontiac

333 East Ave.



STEP UP TO A PONTIAC!

You'll save yourself money! For Pontiac, big, powerful, good looking as it is, actually costs less than 44 models of the low priced three.

Be Wise - - - Winterize Your Driving

by William H. Keeler, Director, Rochester Safety Council

"Ring out the old, ring in the new." With these words we view the opening of the new year as the time for a fresh start and good resolutions.

These words could also apply to the purchase of new, modern automobiles and it's too bad they cannot also apply to our drivers. Modern engineering has provided us with sleek new vari-colored automobiles that are almost mechanically perfect. These cars have power steering, power brakes, increased horsepower. Safety belts and other safety equipment are available to the public but the drivers have not kept pace with the improved engineering features. Millions of drivers throughout the country started driving many years ago and during their driving experience have developed many unsafe attitudes and habits. All are interested in purchasing the improved automobiles but few have taken the time to really learn how to drive and handle these mechanical wonders.

As we enter the new year, it would be well for many of these persons to take a good look at their safety habits. Very likely they could use a fresh start, too, since most of us tend to overlook this aspect of our lives as we make our New Year's Resolutions. Most of our country, particularly the region around Rochester and Monroe County, faces the early months of the year as a time of rain, snow, sleet and ice — conditions that demand "winterized" habits of driving and walking if we are to successfully cope with traffic. And unlike the old saying, we *can* do something about the weather — as pedestrians and motorists we can be prepared for all emergencies.

Individually it is neither practical nor even possible for us to take our cars out and experiment with skidding and other winter driving hazards. But the Committee on Winter Driving Hazards of the National Safety Council has been studying such hazards for the past sixteen years, and their findings provide a manual of driving techniques and general "know-how" for winter motoring. Their tests are conducted on frozen lakes and icy and snow-covered roads in Michigan and Wisconsin and utilize many thousands of dollars' worth of equipment. Take advantage of the knowledge gained in these tests — it may save you from finding out the facts "by accident!" Keep in mind that . . .

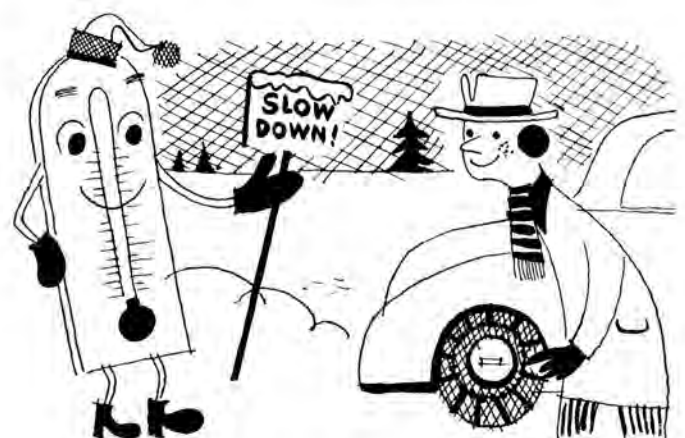
TEMPERATURE CHANGES have a marked effect on driving. You may remember how hard it is to skate

when it is very cold; the runners stick and will not glide smoothly over the ice. In a like manner stopping distances vary with the temperature, being more than twice as long when the temperature is near the melting point as when the thermometer shows near-zero cold. A rise in air temperature, heavy traffic, a brief period of sunshine — these factors can turn an ice-covered roadway into a wet and more slippery deathslide in short order.

TRACTION to start a car moving on an icy surface can only be obtained by *not* spinning the wheels. If you are driving a gear-shift car, start in second or high gear. This cuts down on the usual power applied at the wheels and insures smoother acceleration, thus preventing spinning. Also avoid letting out your clutch with a "thump." If your car has an overdrive, or is of the dual range type, leave it in "low range;" it will handle steadier and with less shifting. The practice of reducing tire pressure to obtain more traction is *not* recommended for use with modern extra-low tires.

PUMPING BRAKES is the best way to stop on slippery surfaces. This technique of alternately (and rapidly) applying and releasing brakes completely helps to retain steering control and should always be used when braking on glare ice. On packed snow and less slippery surfaces the driver can usually feel the point at which the brakes begin to lock and the wheels start sliding. Apply brakes gently until you feel the wheels slide, then release them slightly. But if you

Continued on Page 28





Cadillac



We Invite You to See and Inspect The Most Inspiring Motor Cars of All Time!

The magnificent 1956 Cadillacs are on display here today for your personal inspection.

We urge you to study and appraise them carefully. We feel certain that, when you do, you will agree that these spectacular new Cadillac creations introduce a standard of automotive excellence that will find no counterpart on the highways of the world.

Their long, low, sweeping lines . . . their jewel-like grille and rear fender designs . . . their glistening highlights of chrome and gold . . . their brilliant new colors . . . their interior fabrics of rare richness and pattern . . . all

combine to create a beauty that is truly breath-taking.

And the 1956 Cadillac is as thrilling to drive as to behold. There's a completely redesigned Cadillac engine developing 285 or 305 horsepower . . . an entirely new controlled-coupling Hydra-Matic Drive . . . greatly advanced Cadillac Power Steering and Power Braking.

May we suggest, therefore, that in addition to visiting the Cadillac display here today, you plan an early visit to our showrooms for a personal demonstration of the magnificent 1956 Cadillac.

You will be most welcome at any time.

THE VALLEY CADILLAC-PONTIAC CORPORATION

333 East Avenue • Rochester, New York

Highways Lag Behind Rapid U. S. Traffic Growth

America's roads and streets were more crowded in 1955 than ever before, the Automobile Manufacturers Association reports.

The Association also points out that the highway system is continuing to fall more and more behind traffic needs.

Road and street construction work amounted to \$4.6 billions in 1955. This is less than half the amount highway officials have found is needed if the road system is to catch up with traffic demands over the next decade, the AMA says.

Traffic in 1955 exceeded all past peaks. Over 61.3 million cars, trucks and buses traveled 590 billion miles during the year. And by 1965, the industry expects that more than 80 million vehicles will be in use, traveling 814 billion miles annually.

AMA traffic studies indicate that motorists now pay a yearly cost penalty of \$5.3 billions for lack of needed road improvements. This cost comes from traffic accidents that would not occur on roads with "built-in" safety features; wasted gasoline and extra brake and tire wear due to traffic delays; and time losses for commercial vehicles with paid drivers.

Only 1.2 cents per vehicle-mile of travel was spent in 1955 on roads and streets — or only two-thirds as much as was spent in prewar years such as 1940.

Continued neglect of urgently needed highway improvements is a threat to the future growth of employment and family income in the nation, the industry association said.



Though obsolete now, the slim cement ribbons that were the latest in highway construction during the Twenties helped "Get America out of the mud." More than 45,000 miles of surfaced highways a year were constructed in the United States during the Twenties and Thirties, a rate only slightly below that of the Fifties, thus far.

| | INTERSTATE SYSTEM | OTHER ROADS & STREETS |
|---|-----------------------|-----------------------|
| Traffic Accidents | \$1.0 BILLION | \$700 MILLIONS |
| Commercial Vehicle Time Losses | \$900 MILLIONS | \$900 MILLIONS |
| Losses in Gasoline Brake, Tire Economy | \$700 MILLIONS | \$600 MILLIONS |
| Vehicle Operating Costs on Earth-Gravel Roads Scheduled for Surface Betterments | | \$500 MILLIONS |
| TOTALS | \$2.6 BILLIONS | \$2.7 BILLIONS |

National income and employment now are highest in history. Yet only 1.8 per cent of the nation's output of goods and services in 1955 went into highway construction and maintenance work. This is sharply below the levels attained even during the 1930s when the nation was far less prosperous than today.

The automobile industry believes that early Congressional action on a proposed expansion of the traditional state-federal highway program will be the first big step toward meeting highway needs.

Last July, Congress failed to adopt a proposed 12-year federal road program that would have provided \$3.5 billions a year for use by state and local road departments. The money would go to help improve the 21 per cent of the nation's roads and streets that carry two-thirds of the traffic. The program was defeated by last-minute disagreements over financing problems.

Until Congress acts, the AMA declared, few states will be able to move ahead on key city and rural road improvements that come under the state-federal highway program.

The Official 1956 AUTO SHOW PROGRAM

Published For

The Rochester Automobile Dealers' Association, Inc.

by

MARTIN Q. MOLL PUBLICATIONS, INC.

BERNARD H. FLORACK, Advertising Manager

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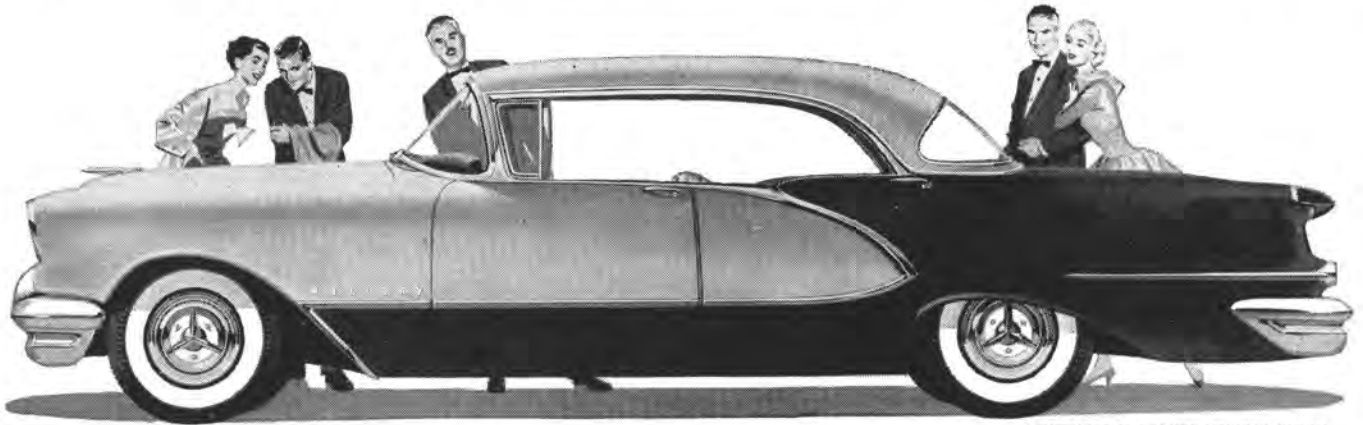
35 Scio Street

Rochester 4, N. Y.



Oh-h-h!

THOSE '56
OLDSMOBILES!



NINETY-EIGHT DELUXE HOLIDAY SEDAN

See them at the Show!



Here are the cars you can't afford to miss—Oldsmobiles for '56! You'll thrill to stunning new Starfire styling—brilliant new glamor and luxury throughout! And after the show, you can try the action team of the year—the blazing Rocket T-350 plus revolutionary new Jetaway Hydra-Matic*, with all the *flow* of fluid, all the *go* of gears! Visit the Oldsmobile exhibit—then stop in for a Rocket Ride at your Oldsmobile dealer's!

*Standard on Ninety-Eight models; optional at extra cost on Super 88 models.

Drive them at your Dealer's!



SUPER 88 HOLIDAY COUPÉ

BONENBLUST & BUCKMAN
340 LAKE AVE.

FINCHER MOTOR, INC.
18 S. UNION STREET

Preliminary "Automobile Facts and Figures" — 1955

| | 1953 | 1954 | Prelim. 1955 | |
|--|------------------|-----------------|------------------|------------|
| FACTORY SALES — NUMBER | | | | |
| Passenger Cars | 6,116,948 | 5,558,897 | 7,975,000 | |
| Trucks and Buses | 1,206,266 | 1,042,174 | 1,250,000 | |
| TOTAL | 7,323,214 | 6,601,071 | 9,225,000 | |
| FACTORY SALES — WHOLESALE VALUE | | | | |
| Passenger Cars | \$ 9,002,580,000 | \$8,218,094,000 | \$12,000,000,000 | |
| Trucks and Buses | 2,089,060,000 | 1,660,019,000 | 2,000,000,000 | |
| TOTAL | \$11,091,640,000 | \$9,878,113,000 | \$14,000,000,000 | |
| EXPORTS — NUMBER OF VEHICLES | | | | |
| Passenger Cars | 186,262 | 206,544 | 240,000 | |
| Trucks and Buses | 138,941 | 194,916 | 190,000 | |
| TOTAL | 325,203 | 401,460 | 430,000 | |
| REPLACEMENT PARTS AND ACCESSORIES, DOMESTIC MARKET, WHOLESALE VALUE | | | | |
| | \$1,892,400,000 | \$1,689,200,000 | \$1,700,000,000 | |
| GASOLINE CONSUMPTION — GALLONS | | | | |
| | 42,732,000,000 | 44,365,000,000 | 46,500,000,000 | |
| VEHICLE MILES OF TRAVEL | | | | |
| | 544,433,000,000 | 561,000,000,000 | 590,000,000,000 | |
| EMPLOYMENT IN MOTOR VEHICLE MANUFACTURING | | | | |
| Production Workers | 767,100 | 628,400 | 760,000 | |
| All Employees, Including Salaried | 928,900 | 780,600 | 910,000 | |
| ANNUAL PAYROLL IN MOTOR VEHICLE MANUFACTURING | | | | |
| Production Workers | \$3,508,000,000 | \$2,919,000,000 | \$3,750,000,000 | |
| SPECIAL TAXES ON MOTOR VEHICLES | | | | |
| All Vehicles | \$5,966,524,000 | \$6,235,517,000 | \$6,950,000,000 | |
| Motor Trucks | \$1,696,051,000 | \$1,771,483,000 | \$1,850,000,000 | |
| HIGHWAY EXPENDITURES — ALL ROADS AND STREETS | | | | |
| Capital Outlay | \$3,222,000,000 | \$3,981,000,000 | \$4,625,000,000 | |
| Maintenance, Administration, and Interest | 2,214,000,000 | 2,438,000,000 | 2,550,000,000 | |
| TOTAL | \$5,436,000,000 | \$6,419,000,000 | \$7,175,000,000 | |
| MOTOR VEHICLE REGISTRATIONS, DEC. 31st (Including Publicly Owned) | | | | |
| | Passenger Cars | Trucks | Buses | Total |
| 1952 | 43,817,580 | 9,243,264 | 240,485 | 53,301,329 |
| 1953 | 46,460,094 | 9,608,936 | 244,251 | 56,313,281 |
| 1954 | 48,498,870 | 9,875,331 | 248,346 | 58,622,547 |
| 1955 preliminary.... | 50,954,000 | 10,128,000 | 252,000 | 61,334,000 |

Members of Rochester Automobile Dealers' Association, Inc.

| Member | Company | Address | City |
|----------------------|-------------------------------|---------------------------|---------------------|
| W. G. Herpich | Alling & Miles Inc. | 1301 Ridge Rd. E. | Rochester 21, N. Y. |
| C. E. Archer | Archer Motor Co., Inc. | 350 Monroe Ave. | Rochester 7, N. Y. |
| C. A. Beikirch | Beikirch Bros. Inc. | 160 Mt. Hope Ave. | Rochester 20, N. Y. |
| L. J. Bonenblust | Bonenblust & Buckman Inc. | 340 Lake Ave. | Rochester 6, N. Y. |
| H. M. Brown | Brown Chevrolet | 769 Main St. W. | Rochester 11, N. Y. |
| Maynard Hallman | Central Chevrolet Co. | 200 East Ave. | Rochester 4, N. Y. |
| J. R. Mittlesteadt | Cool Chevrolet Corp. | 360 Culver Rd. | Rochester 7, N. Y. |
| Wm. R. Corey | Corey Nash Inc. | 556 Lyell Ave. | Rochester 6, N. Y. |
| James F. Volpe | Cumberland Nash Inc. | 229 Clinton Ave. N. | Rochester 5, N. Y. |
| William E. Cooke | Bill Cooke Inc. | 270 Lake Ave. | Rochester 6, N. Y. |
| Louis DeBree | DeBree Motor Sales | 1891 Dewey Ave. | Rochester 15, N. Y. |
| John G. Dorschel | Dorschel Buick Inc. | 68 Genesee St. | Rochester 11, N. Y. |
| Joseph Cassetti | Cassetti Motors | 1451 Lyell Ave. | Rochester 6, N. Y. |
| G. B. Doyle | Doyle's Main Motors | 675 Main St. E. | Rochester 5, N. Y. |
| Richard Feol | Feol Nash Inc. | 775 Culver Rd. | Rochester 9, N. Y. |
| A. C. Lohman | C. W. Fields, Inc. | 373 Goodman St. S. | Rochester 7, N. Y. |
| H. H. Henry | Fincher Motors Inc. | 12 S. Union St. | Rochester 7, N. Y. |
| A. C. Frear | Frear Chevrolet Inc. | 1110 Stone Rd. | Rochester 16, N. Y. |
| J. H. Heinrich | Heinrich Motors Inc. | 214 Lake Ave. | Rochester 6, N. Y. |
| E. J. Horton | E. J. Horton | 625 Culver Rd. | Rochester 9, N. Y. |
| Gardner A. Huff | Huff Pontiac | 1285 Rochester Rd. | Fairport, N. Y. |
| F. A. Jones | F. A. Jones, Inc. | 685 Main St. W. | Rochester 11, N. Y. |
| J. Judge | Judge Motor Corp. | 81 Lake Ave. | Rochester 6, N. Y. |
| Jack L. Kessler | Kessler Nash | 67 Ridge Rd. W. | Rochester 13, N. Y. |
| Roy E. Maurer | Ward Maurer, Inc. | 459 Portland Ave. | Rochester 5, N. Y. |
| Edw. J. Miller | Miller Ford Inc. | 1875 Ridge Rd. E. | Rochester 9, N. Y. |
| Stephen Campagno | Monroe Auto Sales | 436 Monroe Ave. | Rochester 7, N. Y. |
| James K. Palmer | Palmer Motor Co. | 1850 Dewey Ave. | Rochester 15, N. Y. |
| E. H. Peters | E. H. Peters, Inc. | 385 Ridge Rd. W. | Rochester 15, N. Y. |
| A. M. Piehler | Piehler Pontiac Corp. | 1560 Lake Ave. | Rochester 13, N. Y. |
| Robert J. Quinn | Quinn Motor Sales | 4560 Lake Ave. | Rochester 12, N. Y. |
| A. Ralph | Ralph Pontiac Inc. | 626 Main St. W. | Rochester 11, N. Y. |
| K. T. Ralph | Ken Ralph Ford Inc. | 1270 Fairport Rd. | Fairport, N. Y. |
| Robert H. Montana | Rochester Motors Inc. | 167 Court St. | Rochester 4, N. Y. |
| A. J. Sergeant | Sergeant Motor Corp. | 727 Main St. E. | Rochester 5, N. Y. |
| A. Gambacurta | Seneca Motors Inc. | 400 Lake Ave. | Rochester 6, N. Y. |
| Carl I. Frankenstein | Siebert Motors Inc. | 615 South Ave. | Rochester 20, N. Y. |
| R. H. Simmons | Simmons Motors Corp. | 336 East Ave. | Rochester 4, N. Y. |
| Fred F. Allen | F-A Motors Inc. | 209 Clinton Ave. N. | Rochester 4, N. Y. |
| Carl Schrodt | Schrodt Sales & Service | 530 Norton St. | Rochester 21, N. Y. |
| J. Hanefy | Valley Cadillac-Pontiac Corp. | 333 East Ave. | Rochester 4, N. Y. |
| James W. Verhey | Jim Verhey Motors Inc. | 706 Dewey Ave. | Rochester 13, N. Y. |
| Edw. G. Knobloch | Whiting Buick Inc. | 30 N. Union St. | Rochester 4, N. Y. |
| Louis S. Wolk | Wolk Bros. Co., Inc. | 33 Stillson St. | Rochester 5, N. Y. |
| Howard B. Weller | Weller Motors Inc. | Stutson St. & Thomas Ave. | Rochester 17, N. Y. |
| Walter C. Zink | W. C. Zink, Inc. | 645 Maple St. | Rochester 11, N. Y. |
| E. R. Kellett | Kellett Motors | 1950 Empire Blvd. | Webster, N. Y. |

Who's got the Greatest Getaway in 1956?



THE 1956 CENTURY can go from standstill to 25 miles per hour in 3.7 seconds flat.

But that's stunt stuff. All by itself, it doesn't tell you who's got the greatest transmission for day-in, day-out driving.

It's when you try today's advanced new Variable Pitch Dynaflo* that you find all the answers to a superlative degree.

You want smoothness. And it's here to the absolute.

You want instant, predictable and unfaltering response to pull you out of a tight spot on the highway. And you get just that when you switch the pitch of Dynaflo by flooring the pedal.

And now you get something new. It's what Buick engineers call "double regeneration"—and it gives

you a new, quick, smooth nimbleness in getaway at the *top* of the pedal, *without* switching the pitch.

It's a brand-new and wondrous road command you can use in *all* your normal driving. It brings you new gas savings. And it's something you should try for yourself—soon.

Then at the same time you can sample the mighty horsepower that gives life to this transmission. You can get the inside view of the new styling here. And you can discover the new smoothness, new levelness, new steadiness in this, the sweetest riding Buick in history.

Come in this week, for sure — and meet the best Buicks yet.

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century — optional at modest extra cost on the Special.

See Buick
at the
AUTO SHOW

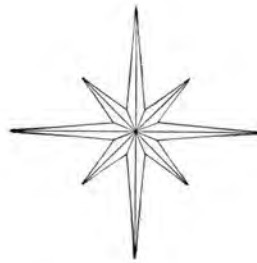
Best Buick yet

When better automobiles are built Buick will build them

then ...

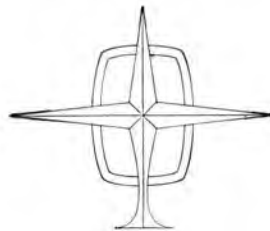
SEE YOUR BUICK DEALER

Presenting the most distinguished new cars at the show



LINCOLN FOR 1956

Never before a Lincoln so long—and so longed-for. Here's the car that's making fine-car history all over America—the longest, lowest, most powerful Lincoln of all time. We invite you to see for yourself the clean-lined beauty of this 285-hp performance star—the one completely new car in the fine car field.



CONTINENTAL MARK II

When you see the Continental Mark II, we hope you will share our sincere belief that this is the finest automobile America has yet seen. Naturally, such a car can be made only in limited numbers, and we are pleased to be able to show this superb new motor car for inspection at your leisure.

ALSO AT YOUR LINCOLN DEALER'S

More Safety, Economy, Comfort in Today's Cars

In the 1920s an automotive engineer, famed for his imaginative flights into the future, beguiled his conferees at technical sessions by predicting:

"Sooner than you think, you're going to take the running-boards off automobiles and put that saved space to good use as more room inside the car."

How this prediction came true is one of a number of examples of automobile improvement cited in a recent report of a study of trends in vehicle characteristics over the quarter-century period from 1930 through 1955.

In that period, the study shows, a marked increase of useful size apparent to the user has been achieved by increasing front and rear seat widths from an average of 47 inches to one of about 63 inches. This has been achieved by lowering the structure and using inside the car the exterior space once needed for running boards.

"This trend has been important in increasing comfort and safety when three people are carried in the front seat," the report's author declares.

Another trend observed in this study of all the automobiles tested in one company's proving ground in the past 25 years shows that the average weight has increased from about 3600 to 3900 lbs., and that this has been the result of heavy models becoming somewhat lighter and light models becoming heavier. In other words, the difference in weight between light and heavy models is not as great as it was 25 years ago, when minimum weights were as low as 2500 lbs. and maximum was as high as 5500 lbs.

In the same period average horsepower has increased from about 75 to 177, the maximum having gone up from 120 to 265. Naturally, this has been accompanied by a rise in average top speed (from about 67 mph in 1930 to about 97 mph in 1955) but, as a comparative study of the figures evidences clearly, the increase in rated horsepower has not been matched by the increase in speed. This is most obvious when one compares the figures for 1941 with those of 1955. In the last pre-war year, when the maximum rated horsepower was about 165, the fastest car was capable of 100 mph; but, in 1955, when the maximum horsepower was 265, the fastest car attained only 108 mph.

To the engineer and designer, speed is not an objective but a by-product of certain design compromises that have to be made in order to attain other objectives. The chief of these objectives is improvement

of the vehicle's safety. To that end, increases in rated horsepower have been used to shorten the time required to accelerate from low to high speed. This is extremely important on a two-lane road, for instance, when passing and getting back into the right lane must be accomplished as swiftly as possible.

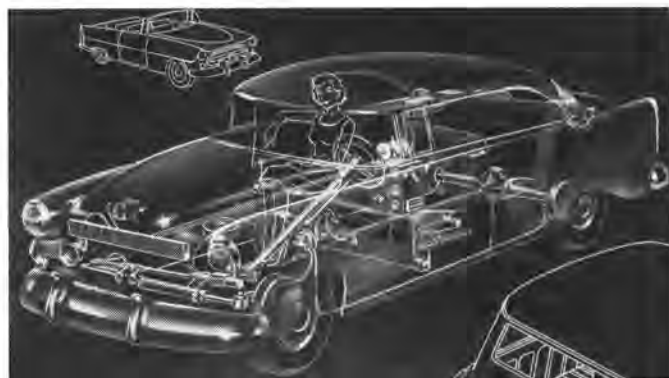
In this respect, improvement has been remarkable in the past decade. In 1946, the average time required to accelerate from 10 to 60 mph was 24 seconds; today, the average is a bit less than 15 seconds. The slopes of the curves representing this improvement closely match those for increase in rated horsepower.

In terms of distance needed to accelerate from a lower to a higher speed, the average 1955 model takes 350 feet to get from a speed of 30 mph to one of 50 mph. But, to increase speed from 30 to 60 mph requires an additional 300 feet. To change speeds from 30 to 80 mph, the average 1955 car requires nearly 2000 feet of travel.

These data point to one conclusion; namely, that an ample reserve of power under the hood is an important contribution to highway safety when it is used judiciously.

The study also shows there has been an average improvement of nearly 30 per cent in fuel economy. At a speed of 40 mph the average car of 1930 got

Continued on Page 26



The imaginary day of automatically-controlled driving appears to be coming closer and closer to reality, as this X-ray view of a modern car indicates. Shown are mechanisms of the various automatic features and power assists that are giving drivers of today a helping hand—automatic transmission, power brakes, power steering, power window lifts, power adjusted seats and air conditioning. The robot at the steering wheel symbolizes the trend.

Exhibitors in the 1956 Auto Show



| Firm Name | Space Number | Product or Services |
|--|--------------|---------------------|
| Brown Chevrolet Central Chevrolet Co. Cool Chevrolet Corp. Frear Chevrolet, Inc. Heinrich Motors, Inc. Siebert Motors, Inc. | 1 | Chevrolet |
| Archer Motor Co., Inc. F. A. Jones, Inc. Judge Motor Corp. Miller Ford, Inc. Ken Ralph Ford, Inc. | 2 | Ford |
| Bill Cooke, Inc. C. W. Fields, Inc. E. J. Horton, Inc. Ward Maurer, Inc. Palmer Motors Co. Seneca Motors, Inc. Simmons Motors Corp. Wolk Bros. Co., Inc. Weller Motors, Inc. W. C. Zink, Inc. | 3 | Plymouth |
| Piehler Pontiac Corp. Ralph Pontiac, Inc. Valley Cadillac-Pontiac Corp. | 4 | Pontiac |
| C. W. Fields, Inc. Ward Maurer, Inc. Palmer Motor Co. W. C. Zink, Inc. | 5 | Chrysler |
| Bill Cooke, Inc. E. J. Horton, Inc. Sergeant Motor Corp. Weller Motors Inc. | 6 | Dodge |
| Dorschel Buick, Inc. Whiting Buick, Inc. | 7 | Buick |
| F-A Motors, Inc. | 8 | Volkswagen |
| Corey Nash, Inc. Cumberland Nash, Inc. Feol Nash, Inc. Kessler Nash | 9 | Nash |
| Alling & Miles, Inc. DeBree Motor Sales Beikirch Bros., Inc. | 10 | Hudson |
| E. H. Peters, Inc. Rochester Motors, Inc. | 11 | Mercury |
| Doyle's Main Motors Monroe Auto Sales Jim Verhey Motors, Inc. | 12 | Studebaker |

| Firm Name | Space Number | Product or Services |
|---|--------------|-----------------------|
| Seneca Motors, Inc. Simmons Motors Corp. Wolk Bros. Co., Inc. | 13 | DeSoto |
| Bonenblust & Buckman, Inc. Fincher Motors, Inc. | 14 | Oldsmobile |
| Valley Cadillac-Pontiac Corp. | 15 | Cadillac |
| Rochester Motors, Inc. | 16 | Lincoln |
| Schrodt Sales & Service | 17 | Packard |
| Frank Hennen | 18 | H. D. Motorcycles |
| Frank L. Wilson | 19 | U. S. Tires |
| Genesee Valley Union Trust Co. | 20 | Auto Financing |
| Roly Door Sales Co. of Rochester | 21 | Garage Doors |
| Lincoln Rochester Trust Co. | 22 | Auto Financing |
| Rochester Clutch Co. | 23 | Auto Parts |
| Snyder Auto Seat Covers Center | 24 | Seat Covers |
| Lewis General Tires, Inc. | 25 | General Tires |
| Woodfill, Inc. | 26 | Kendall Oils |
| Drive In Agency, Inc. | 27 | Insurance |
| Socony Mobil Oil Co., Inc. | 28 | Mobil Oils |
| Security Trust Co. | 29 | Auto Financing |
| Overhead Door Sales Co. | 30 | Garage Doors |
| Rake's Marine | 31 | Marine Products |
| Rochester Indian Corp. | 32 | Indian Motorcycles |
| Defender Coatings Corp. | 33 | Silver Sealer |
| Cassetti Motors Quinn Motor Sales | 34 | Willys |
| Rochester Motors, Inc. | 36 | Continental |
| Johnny Antonelli Tire Co. | 37 | Firestone Tires |
| Rochester Safety Council | 38 | Public Safety Program |
| Thomas Heath | 39 | Bardahl Motor Oil |

THIS IS HOW POWER LOOKS!



THE NEW "PowerStyle" CHRYSLER

WITH AN UNMATCHED COMBINATION OF PERFORMANCE FEATURES!

New Pushbutton PowerFlite

The automatic transmission that completely eliminates shifting gears. Just touch a button on the dash . . . that's all!

New FirePower V-8 Engine

A more powerful development of the first airplane-type V-8 designed for automotive use.

New PowerPilot Steering

The 100% power steering that never cuts off . . . always give you a safe, solid feel of the road.

New PowerSmooth Brakes

Safest, smoothest-acting brakes in the industry. New linings last 50% longer.



Just looking at this great new "PowerStyle" Chrysler is a thrill in itself. There's an unmistakable feel of power, a sense of swift forward motion even when the car is standing still. This is a car engineered to out perform all others . . . and styled to look the part.

This big new "PowerStyle" Chrysler is designed to take the toughest punishment bad roads or long trips can dish out . . . and come back hollering for more. For all its good looks, it's as rugged and dependable as the steel with which it's built . . . and that means fewer trips to the repair shop.

Your Chrysler dealer is ready right now to hand you the keys for a no-obligation demonstration ride in this steel-muscled beauty. Why not see him today?

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

C. W. FIELDS, INC.
373 S. GOODMAN at Monroe

WARD MAURER, INC.
459 Portland Ave.

PALMER MOTORS, INC.
1850 Dewey Avenue

W. C. ZINK, INC.
645-655 Maple Street



Hawaii

by **Newell Grinnell,**

President, Kalbfleisch Travel Agency

Mention Hawaii, and the first picture that comes to practically everyone's mind, is of the great beaches and the unending murmur of the surf against the shore . . . There is the image of giant breakers rolling in from the vast Pacific; of outrigger canoes manned by muscular beach boys, and surf boards dancing on the crest of whitecapped waves . . . It is a picture that inevitably includes net fishermen, and the black sand beach of Kalapana, and gleaming sailboats leaning against the wind . . . And this picture is true; because Hawaii is a land close to the ocean; every Hawaiian is a child of the sea . . .

But it is only a part of the picture that is Hawaii . . . For the islands of the Hawaiian group; Oahu, Kauai, Molokai, Maui, Hawaii, Nahau, Lanai and Kahoolawe, are spectacular in scenic grandeur far removed from the sea . . . There are The Seven Sacred Pools of Hana; majestic Kilauea Crater and other volcanic wonders; acres of orchids; fern tree forests, and the Kau Lava Desert . . . There are the Opaikua Falls and the Hanalei Valley; the Rainbow Falls and the Thurston Lava Tube; the Firepit, the Sulphur Banks and the Steam Vents . . . Yes, and the Parker Ranch, the Onomea Arch, Lyman Museum and the Hilo Sugar Mill . . . There is an almost endless list of wonders to be seen away from the beaches on Hawaii . . .

All of which indicates that Hawaii is as much the land of the automobile as it is the boat and the outrigger canoe. Dozens of auto and coach tours are offered to visitors . . . There are tours to the Upside Down Falls; the breathtaking view from Nuuanu Pali; of Coconut Island; past banana groves, and a profusion of flowering trees and shrubs; to the Mormon Temple at Laie — a photographer's paradise . . . There is a tour up tropical Mount Tantalus with an awe-inspiring panorama of Honolulu to Diamond Head; the Punahou School, the University of Hawaii

and the shack in which Robert Louis Stevenson lived . . . Another tour takes the visitor to Koko Head Crater; to the Blowhole where a salt water geyser shoots through black lava rocks; to coconut plantations, and Makapuu Light, the strongest in the world . . . Another tour includes Oriental Temples of various sects including Buddhist, Taoist and Shinto . . . Still another introduces the visitor to native dancing, feasting, fishing — a festival on the tropic beach where one lines up side by side with Hawaiians to pull the huge nets from the sea; where a lavish meal of typical Hawaiian food is served—Kalua pig, poi, salmon, coconut pudding, etc.

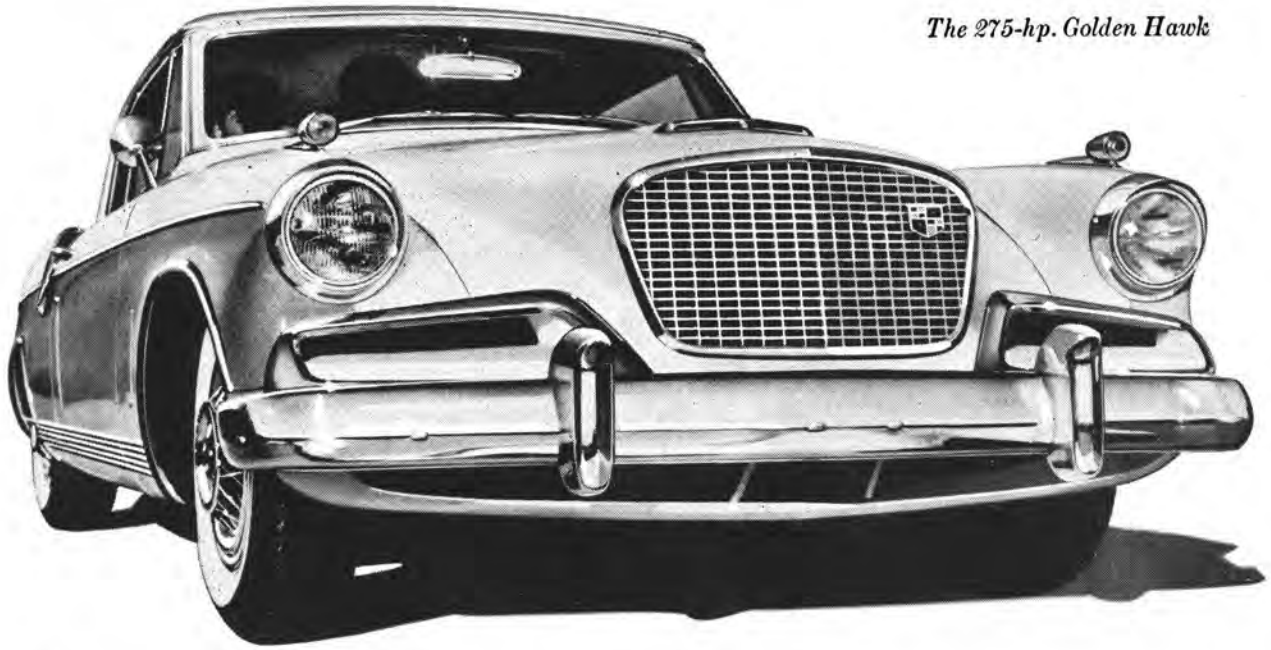
Wherever you go on these tours in Hawaii, the weather is always mild and completely free from uncomfortable extremes. By actual records, in 37 years it has never been warmer than 84° or colder than 57°. There is no tropic heat. Every day is like a pleasant summer day here at home. And normally, there are no heavy rainy seasons, no chilly seasons; the Hawaiian climate is truly fine — from January through December.

Hotels in Hawaii are among the finest in the world, and completely varied as to atmosphere and rates. The fabulous Royal Hawaiian is the most famous of course. But the Islands boast many more, including delightful small, economy-type hotels that feature kitchenettes for budget-minded travelers who want to do some of their own cooking. The vast majority boast private swimming pools. With the exception of the Royal Hawaiian, most hotels are "European Plan," and the menus always include a wide selection of native foods and preparations . . . One of the leading steamship companies operates four Island hotels with a wide range of prices to fit even the most limited budget.

To most people who visit Hawaii, however, half the fun is getting there . . . The luxury cruise liners

Continued on Page 29

The 275-hp. Golden Hawk



The big news in

The new Pinehurst Station Wagon



the low price field . . .

The new Commander 4-door Sedan



big new Studebaker!

See it today!

Facts About Your Auto!

1. 1 out of every 7 employed Americans earns his living in the motor vehicle field.
2. 1 out of every 6 business firms in the United States is in the automotive industry.
3. Over 11½ million motor vehicles are used on U. S. farms to produce and deliver 89% of our food.
4. 1 out of every 3 school children rides to and from classes on motor vehicles.
5. 80% of all livestock is brought to market via motor vehicles.
6. 40% of all radios are manufactured specifically for passenger cars.
7. 28% out of every dollar spent for the purchase of automobiles is for taxes.
8. Over 70 million U. S. citizens are licensed car drivers.
9. Motor vehicles provide the only transportation and delivery serving over 25,000 American communities.
10. Over 7,300 cars are provided for the nation's high school driver education courses.
11. 1 out of every 9 families owns 2 cars.
12. 83% of all vacation trips are by automobile.
13. 85% of all workers living 10 or more miles from their jobs drive to work.
14. The nation's bookmobiles transport almost 10% of all the books in our public libraries.
15. The average family has a truck working for it 58 days a year.
16. The automotive industry is an important contributor to the economics of 26 foreign countries.
17. 72% of travel in cities is by passenger car.
18. The Federal Civil Defense Administration has built its Escape Route pattern around the passenger car.
19. Insurance premiums paid by motor vehicle owners exceed \$3,600,000,000 annually.
20. 77% of all overnight business trips are made in passenger cars.
21. Automotive and allied plants are located in, and pay taxes in, every state of the Union.
22. 93% of all the automotive and allied businesses are self-employed.
23. More than 65% of all the nation's families own at least 1 car.
24. Over 24% of our entire population lives in suburbs dependent on automobiles for transportation.
25. Food, Furniture, Fuel — the average American family gets all of these via motor vehicle.
26. 92% of all passenger car mileage is for livelihood or shopping.
27. 215,000 physicians and nurses use the automobile for all routine and emergency calls.
28. The nation's 6,665 hospitals use 16,500 ambulances.
29. Public service motor vehicles provide police, fire, and public utility protection in every community in the nation.
30. Over 114,000,000 newspapers are delivered by motor vehicles.
31. The motor vehicle is the base of our national defense — in peace and war.
32. The automotive industry uses 1/5 of all the steel we produce—2/3 of rubber—9/10 of fuel—3/4 of plate glass—1/10 of copper—2/5 of lead.
33. Almost every piece of the 50 billion articles of domestic mail is carried by motor vehicle.
34. Almost every piece of material used in residential, industrial, and commercial construction is delivered by motor vehicle.
35. Billions of dollars worth of insurance on motor vehicles is handled by over 400 American insurance companies.
36. Literally hundreds of millions of dollars are on loan to the automotive industry by the nation's banks and financial institutions.
37. 57% of new car purchases and 67% of used car purchases utilize 6,000 banks and 100,000 finance companies to make their purchases.
38. The motor vehicle has revolutionized the retail business by making possible small inventory and fast turnover and customer delivery.
39. Over 3,000 drive-in theaters, 12,000 trailer parks, and 50,000 motels rely on the passenger car exclusively.
40. Over 6,500 public utilities maintain their routine and emergency service by motor vehicles.

At the show you'll see its GLAMOUR



...on the road you'll feel its GO!



If you've an eye for the newest, you'll head straight for the Pontiac exhibit—for nowhere else will you find such smart distinction, such tasteful luxury as you'll see in Pontiac's three glamorous lines for 1956. But remember—that's only *half* the Pontiac story for 1956. The other half no show can even hint at—blazing 227-h.p. Strato-Streak power coupled with Strato-Flight Hydra-Matic* to give you the greatest, smoothest "go" that ever brightened a highway. Visit our exhibit at the show and see the newest in glamour—then come in and drive the greatest in "go".

*An extra-cost option

 **THE FABULOUS '56 Pontiac**

SEE YOUR PONTIAC DEALER



Johnny says . . .

**IT'S THE RIDE SENSATION
OF THE YEAR**

THE NEW

Firestone SUPREME TIRE



**All-Nylon
Tubeless**

BLOWOUT-SAFE, PUNCTURE-SEALING, TUBELESS

THE TIRE FOR

- ★ **GREATEST SAFETY**
- ★ **GREATEST COMFORT**
- ★ **GREATEST CONVENIENCE**

JOHNNY ANTONELLI TIRE CO., INC.

THE LARGEST FIRESTONE DEALER BETWEEN
NEW YORK AND CLEVELAND

130 KEELER ST. CONgress 6000
CORNER NORTH CLINTON AVENUE

Safety Check of Vehicles Shows Four of Five Meet Requirements

Eighty per cent of all cars and trucks checked in the 1955 National Vehicle Safety Check program met all safety requirements, compared with 1954's record of 75 per cent.

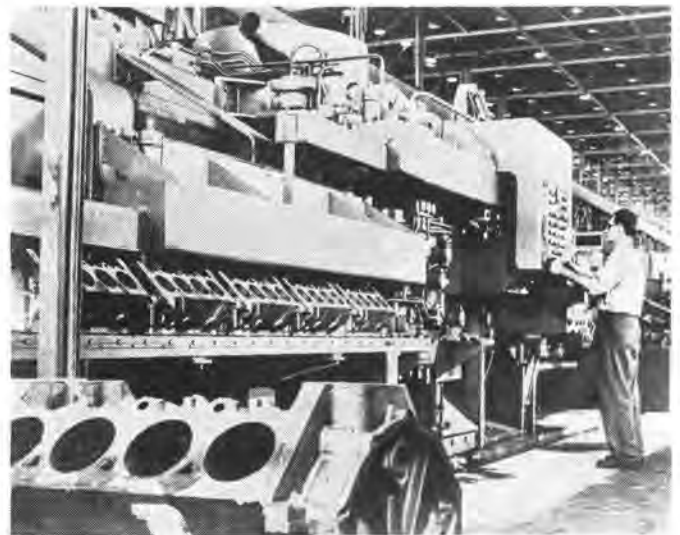
An all-time high of 1,421,200 vehicles passed through the Safety Check lines, officials of the sponsoring organizations reported.

One of every five vehicles checked needed repair or replacement of one or more parts vital to operating safety, according to the Inter-Industry Highway Safety Committee, which analyzed final figures. In the 1954 program, one vehicle in every four needed attention.

For the first time, rear lights led the list of items most often in need of repair. Faulty rear lights were discovered on one of every 13 vehicles checked. Bad brakes were found on one of every 16 compared with one in 10 in 1954.

In the order of their need for attention, other items checked were: Front lights, exhaust system, steering, windshield wipers, glass, horn and rear-view mirror.

Automation



This mammoth automatic machine — about the size of a modern ranch house — shaves off excess metal at both ends of an automobile engine block in a single stroke. The giant broaching machine and another just like it operate on the parallel production lines of one of the automotive industry's newest engine plants. Each line stretches more than a quarter of a mile and contains 70 machines. Along the production lines, electronic "inspectors" probe, measure and automatically reject parts that fail to meet exact specifications.



Something to sing about . . . the new De Soto for 1956.

New *Flight-Sweep* styling . . . captivating new colors.

New push-button driving and blazing 255 horsepower.

Now . . . more than ever before, you should . . .

Drive a De Soto Before You Decide.

YOU HAVE TO SEE IT TO BELIEVE IT!

...AT YOUR DE SOTO DEALERS TODAY!

SENECA MOTORS INC.

400 Lake Avenue

SIMMONS MOTORS CORP.

336 East Avenue

WOLK BROS. CO. INC.

33 Stillson Street

WYNNE AUTO SPRING SERVICE



REPAIRS

INSTALLATIONS

Springs & Helper Springs For Any Make Car or Truck

SPRING PARTS - SHOCK ABSORBERS - AIR LIFTS

WE USE THE FINEST MATERIALS
AND GUARANTEE OUR WORKMANSHIP

WE USE TRAINED MECHANICS—PRECISION TOOLS
SPECIAL MACHINERY—UP-TO-DATE METHODS

ONE OF THE LARGEST AUTO SPRING SHOPS IN ROCHESTER

320 SHERMAN ST.

Glenwood 8625

MASTERS MOTOR SALES

SAFETY-TESTED USED CARS

We Buy — We Sell

EXCHANGE AND WHOLESALE

580 Broad St. cor. Brown
GENESEE 8431

FORGET FLATS!

— SEIBERLING —
THE ONLY PUNCTURE-SEALING
TUBELESS TIRE WITH
"BULKHEADS"



Unlike other puncture-sealing tubeless tires, the Seiberling Sealed-Aire has a series of compartments or "bulkheads" cured into the crown of the tire. These 'bulkheads' contain the pliable sealant, prevent it from flowing and shifting. This construction eliminates out of balance conditions and gives maximum puncture-sealing protection for the life of the tire.

The Tire That Has Everything!

Scanlon Oil Corp.

AND ALL RICHFIELD STATIONS

800 LAKE AVE.

Glen. 6760

Many New Car Buyers Have Two

One-third of all new car buyers now own two or more cars, a recent survey discloses.

The models that new car buyers trade in are a little more than three years old, the same survey reveals.

Families that buy new cars have an average of 3.4 members. Other characteristics are as follows:

More than half have children under 18.

Almost half have college-educated members.

Almost three-fourths own their homes.

More than a third have two-car garages.

How do they use their cars?

A large majority — 71 per cent — said they drive to work. "Business travel," mentioned by 42 per cent, rated second. "Civic and club activities," 25 per cent; "drive children to school," 16 per cent and other activities, 11 per cent.

Among the new car buyers queried, 88.2 per cent said the head of the household regularly used an automobile to travel between home and work.

Most Vacation Travel by Auto

How do we travel in the United States?

The latest survey shows that 85.5 per cent of vacation trips are by automobile, with the remaining small portion distributed among buses, railroads, airlines, ships and boats.

In the past decade, the number of motor tourists visiting U.S. national parks has more than doubled. Five million cars now carry 17 million visitors a year to 24 parks.

Spinning rubber-tired wheels now pile up 561 billion miles of travel a year in the United States.

Safety and Economy

Continued from Page 17

slightly more than 15 miles out of a gallon of gasoline; in 1955, the average was more than 20.

In this improvement in economy, the automotive engineer has to share credit with the petroleum refiner, and the two must, in good conscience, make low bows in the direction of highway construction and maintenance people. This is apparent when the trend of highway fuel economy is measured on a specific cross-country schedule covering slightly more than 300 miles at an average speed of 45 mph, and including a specified number of traffic stops. In this comparison, the earliest records are those of 1933, which show 13.5 miles per gallon. The latest, for 1955, show 18.3 miles per gallon, an improvement of 35 per cent in 22 years.

Greatest PACKARD of them all wins the Greatest Welcome of them all



THE SUPERB NEW 290 H.P. PACKARD PATRICIAN
... "ASK THE MAN WHO OWNS ONE."

America's easiest-handling and safest-riding car!

See it at the show . . . and drive it at your dealer's soon.



Advanced Torsion-Level Ride! When Packard pioneered Torsion-Level Ride, eliminating leaf and coil springs, engineers called it the greatest automotive advancement of our time. And owners of 1955 Packards agreed enthusiastically. Now even further advanced, Torsion-Level Ride provides still more of the driving control, handling ease and true relaxation that you and your family deserve . . . and no other fine car can offer.

Biggest, Most Powerful Engine! The 310 horsepower Packard V-8 engine, brilliant new achievement of Packard Creative Engineering, is America's most powerful engine! It has a compression ratio of 10 to 1, and a 374

cubic inch displacement . . . both highest in the industry! *All Packard engines deliver more driving force to the rear wheels than those of any other car*, yet produce eager, responsive power with so little effort they use gasoline more efficiently than those of many smaller cars. Now, too, you can choose a new Packard-developed rear axle ratio that gives overdrive economy with the Packard automatic transmission.

Electronic Push-Button Control. In addition, Packard Ultramatic, the most alert and dependable of automatic transmissions, is available with the ultimate in automatic motoring, Packard's *Electronic Push-Button Control*. The choice of lightning-fast get-away or smooth cruising glide is at

your fingertips. To select any gear you merely touch a button; your Packard does *all* the rest, smoothly, safely, electronically.

Distinguished Styling! The styling of this new luxury automobile says "Packard" . . . just as clearly as the performance does. It's clean-cut and sleek from impressive new grille to the crisp new rear-deck lines.

See and Drive It, Too! There are dozens of other new Packard features to see at the show and at your dealer's. Accept your Packard dealer's invitation for a demonstration. We believe you will agree that this, *the greatest Packard of them all*, is America's easiest-handling and safest-riding car.

PACKARD DIVISION • Studebaker-Packard Corporation
Where Pride of Workmanship Still Comes First

**ASK YOUR DEALER
ABOUT LOW-COST
SECURITY TRUST CO.
AUTO FINANCING**

AUTO
TOPS

SINCE 1918

EARL W. ELLIOTT

SEAT
COVERS

ROCHESTER'S LEADING TRIM SHOP



AUTO UPHOLSTERY MATERIALS
FOR SALE

TRUCK CUSHIONS AND
DOOR PANELS RECOVERED
HEADLININGS INSTALLED

160 S. UNION ST.
ROCHESTER, N. Y.

8 a.m.-5:30 p.m. Sat. 8-12 noon

BAKER 8625

**Will Illness or
Accident Cost You
Your Car?**

Not if you ask your
dealer for the Associates
Insured Payment Plan the next
time you buy.

1. It makes payments for you in event of illness or accident.
2. It completes payments for your family in event of death.

When you buy your next car,
ask your dealer for the

**ASSOCIATES
Insured Payment Plan**

Associates

DISCOUNT CORPORATION

42 East Avenue
Rochester 4, New York
HAMilton 9150

Be Wise . . . Winterize

Continued from Page 9

don't get results — start pumping the brakes immediately! Even using this technique it takes 3 to 12 times as far to stop on snow and ice as on dry pavement. Keep well back of the vehicle ahead and give your brakes a chance to work.

SNOW TIRES are of substantial advantage in loose snow and slush but *not* much more effective than regular tires on ice or very hard-packed snow.

TIRE CHAINS of the reinforced type (in which each link of the cross chain is reinforced by projecting teeth or cleats) are very efficient on glare ice in reducing braking distances, opposing slide-skids and increasing forward traction as compared with regular round wire link chains. On packed snow, reinforced tire chains outpull regular chains nearly four times.

As we look at new cars at the 1956 Rochester Automobile Show, let us all make a resolution that beginning NOW we will try to develop better attitude and habits so that we can follow the slogan of the National Safety Council — "Be Your Brother's Keeper — Assume Responsibility for Yourself and Others." By following this excellent advice, we can greatly reduce the traffic accident toll which annually takes the lives of more than 36,000 people and injures more than 1,250,000 others.

Make your 1956 Safe Driving resolution TODAY. These six basic rules for winter driving will help you greatly:

1. ACCEPT YOUR RESPONSIBILITY to do all in your power to drive without accident. Don't blame the weatherman for an accident. Be prepared and meet the situation.

2. GET THE "FEEL" OF THE ROAD. Try brakes occasionally while driving slowly and away from traffic. Find out just how slippery the road is and adjust your speed to road and weather conditions. Remember you can't stop on an icy dime.

3. KEEP THE WINDSHIELD CLEAR of snow and ice, fog and frost. Be sure headlights, windshield wiper blades and defrosters are in top condition. You have to see danger to avoid it.

4. USE TIRE CHAINS AND GOOD TIRES. Don't rely on worn smooth tires. Use tire chains on snow and ice. They cut stopping distances about half, give 4 to 7 times more starting and climbing traction ability.

But even with the help of chains, slower than normal speeds are a "must" on snow and ice.

Continued on Page 29

Hawaii

Continued from Page 20

that sail from San Francisco or Los Angeles, have beautiful private staterooms, spacious lounges and dining rooms, intimate bars, a night club, game room . . . They feature outdoor pools and sun bathing, deck games, dancing and first-run movies . . . The sea voyage is invariably through tranquil, sun-swept seas by day, and gleaming, star-filled nights . . . The 4½ days from the mainland is just long enough to provide the utmost in shipboard fun, without becoming tedious or boring. Many holiday cruises are featured; especially the Thanksgiving and Christmas cruises, with many special events.

Another popular means of travel to Hawaii, especially from the eastern part of the country, is by fast, modern, cargo-passenger ships. Leaving from New York or New Orleans, the trip to the Islands takes approximately 24 days from New York, and 16 days from New Orleans . . . The rates for these ships are very reasonable and the accommodations superb . . . The modern C-3 cargo ships usually carry 12 passengers, with fortnightly sailings via the Panama Canal. Spacious and comfortable staterooms accommodating two or three persons; all have private baths . . . The meals incomparable, living up to the high standard in the American Merchant Marine. For the person who desires a truly magnificent sea voyage, the Cargo-Ship Cruise to Hawaii is unsurpassed.

Many people visiting Hawaii prefer to make their own arrangements for seeing the islands. It is possible to drive your own car through a car-rental agency, or hire a car and driver with one of the limousine services . . . Or, if your stay in Hawaii is going to be an extended one, there is a familiar sight that will make any mainlander feel completely at home: There are just as many used car lots per block in Honolulu, as in any city of comparable size here at home.

Bon Voyage!

Be Wise . . . Winterize

Continued from Page 28

5. PUMP YOUR BRAKES to slow down or stop. Jamming them on can lock the wheels and throw you into a dangerous skid. A little skidding can carry you a long way.

6. FOLLOW AT A SAFE DISTANCE. Keep well back of the vehicle ahead — give yourself room to stop. Remember, without tire chains, it takes 3 to 12 times as far to stop on snow and ice as on dry concrete.



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Traffic Rules In Rochester



SPEED LIMIT: Throughout Rochester the speed limit is 30 M.P.H. unless otherwise posted. Enforcement is strict. Radar is used.

STOP SIGNS: Come to a COMPLETE STOP at intersections where stop signs are located.

STOP: Before entering a highway from a gas station, alley or driveway.

DO NOT: Enter an intersection when the roadway immediately beyond is obstructed by traffic.

SIGNAL LIGHTS: Stop on RED, proceed on GREEN. YELLOW—Traffic is not permitted to start on yellow. Moving traffic is permitted to go through only if the signal has changed from green to yellow after the vehicle has entered the intersection.

GREEN ARROW: Proceed with caution in direction indicated by arrow.

FLASHING YELLOW: Proceed with caution.

FLASHING RED: STOP, then proceed with caution.

TURNS: Generally, no turns at Main Street intersections in the downtown area. Be alert between the hours of 4:00-6:00 p.m. regarding posted intersections in the Central Business District where turns may not be made.

PARKING: City-owned and private parking lots are available throughout the downtown area.

STREET PARKING: Read directions on the meters. In some areas, meters may not be used from 4:00 to 6:00 p.m.

RESTRICTIONS: Do not park—

1. In violation of posted parking rules.
2. Within an intersection.
3. Within 10 feet of a fire hydrant.
4. Within 20 feet of crosswalk.
5. Within 50 feet of a stop sign.
6. Within 100 feet of the approach of any intersection.
7. Double.
8. Within 5 feet of a driveway.
9. So as to obstruct traffic.
10. Within loading zones, at bus stops or taxi stands.



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Winner need not be present to win. BE SURE TO DEPOSIT YOUR PRIZE TICKET STUB IN THE DROP BOXES PROVIDED BEFORE LEAVING THE WAR MEMORIAL EXHIBITION HALL.

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4. New safety-beam head lamps increase effective seeing distance up to 80 feet; improve visibility in fog, dust, rain, sleet or snow; and greatly reduce the glare for oncoming drivers.



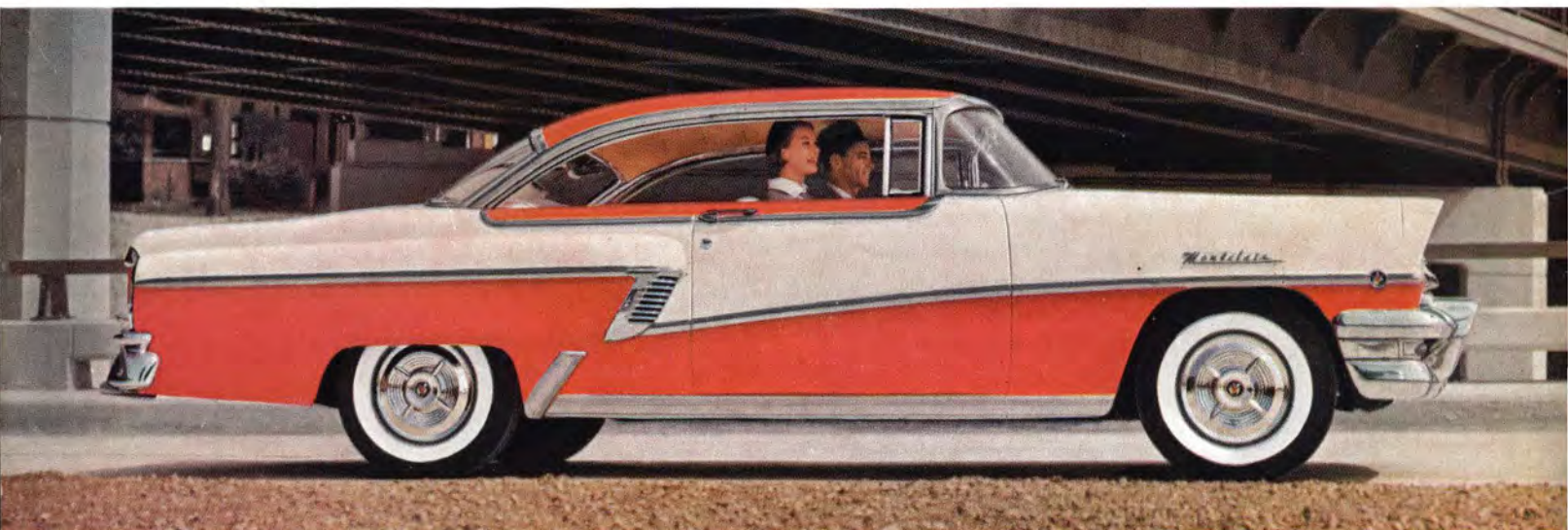
5, 6, 7. New instrument panel pad*, **padded sun visors*** have a special plastic impact-absorbing filler for your protection. Full-swivel Safety Rearview Mirror minimizes shattering.



8. New safety seat belts*—bolted to floor supports—are available for driver and passengers. Made of durable high-strength nylon, they are designed for easy one-hand adjustment.



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