

A COP TELLS:

TALK YOURSELF OUT OF A TICKET

CAR LIFE®

JANUARY 1956



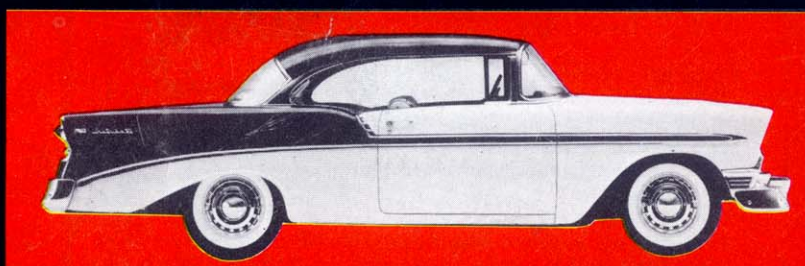
SHOULD
YOU WAIT
FOR THE
1957 MODELS?



CONSUMER TEST
OF THE 1956
STUDEBAKER AND PACKARD



YOUR BEST BUYS
IN GARAGES
AND CARPORTS



CAR LIFE

JANUARY 1956

VOLUME 3

NO. 1



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FROM THE EDITOR

Safety is the word for 1956.

Ford started it this year with its sales emphasis on new safety features and the rest of the companies have followed. Suddenly it's become the number-one sales message out of Madison Avenue.

We think it's wrong.

Yes, safety is important. But the American car buyer expects safety in his car. And he has every right to assume that all the latest safety advances will be engineered into his new car. It goes without saying . . . or selling.

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But he doesn't kid himself—he knows darn well that he is safer in bed than in his car.

Sure, we realize it's a rough, competitive selling year. But, certainly there are enough positive features in Detroit's 1956 cars to convince the consumer to buy.

In our opinion, it's no smarter for Detroit to stress safety in its sales pitch than for the cigarette companies to stress health.

After all, the American car consumer is a big boy now.

—Art Unger