

THE *FORWARD* LOOK '56



PLYMOUTH
DODGE
DE SOTO
CHRYSLER
and the exclusive
IMPERIAL

CHRYSLER CORPORATION

presents

THE FLIGHT-SWEEP

IT BORROWS FROM TOMORROW TO PUT YOU AHEAD TODAY



THE FLIGHT-SWEEP

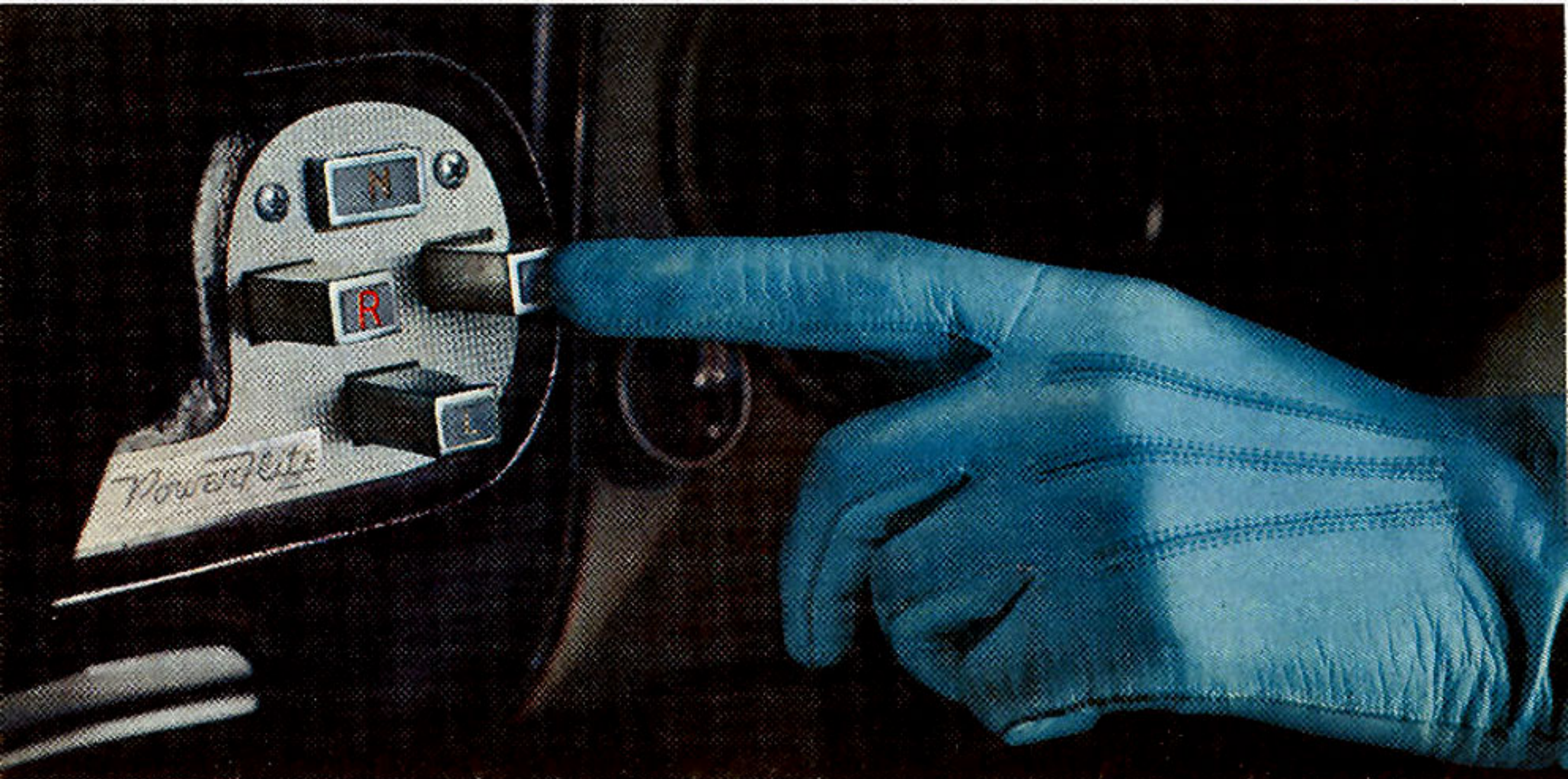


The youthful spirit and vigor of *THE FORWARD LOOK* is accentuated by Chrysler Corporation in all five of its 1956 *FLIGHT-SWEEP* cars. For in one clean front-to-back stroke, *THE FLIGHT-SWEEP* wraps up the whole idea of GO. From jutting headlight to crisply upswept tail fin it displays a single clean line that says ACTION!

It creates an almost wedge-shaped silhouette—like a jet plane—conveying flashing POWER and motion.

As you turn these pages, you will find exciting and exclusive new features, including Pushbutton PowerFlite,

bigger brakes, LifeGuard door latches which keep doors closed even under sudden impact, and many other improvements to make your driving even safer. There are 4-door hardtops in every line, too. All in all, a wealth of features which make Chrysler Corporation's 1956 *FLIGHT-SWEEP* Plymouth, Dodge, De Soto, Chrysler and Imperial not only the big car news of tomorrow . . . but also the big car "buys" of today. Visit your local dealer now . . . see and drive these superb automobiles of *THE FORWARD LOOK '56*.



PUSHBUTTON DRIVING IS HERE

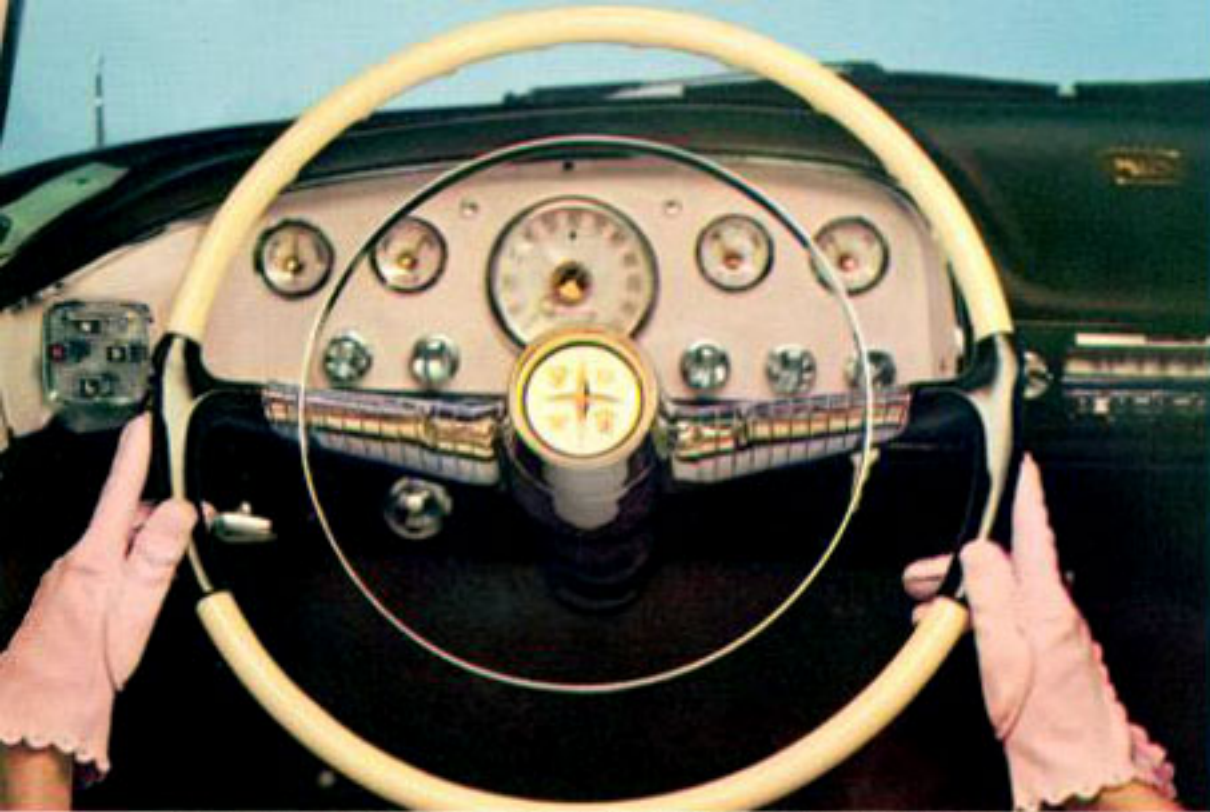
Chrysler Corporation opens up an entirely new era of driving pleasure with the year's biggest automotive development: Pushbutton Range Selector.

Located on the left side of the instrument panel where they are within easy reach of the driver yet out of range of children, the pushbutton controls make driving all but automatic. There are only four buttons, clearly marked N (neutral), R (reverse), D (drive), and L (low).

A simple push of a button puts the car into the range

you want. There are no gear shift or drive control levers to clutter up the steering column.

The new finger-tip controls give you instant command of the flashing get-away power built into the PowerFlite transmission. The engine cannot be started unless the button marked "N" has been depressed. It is also impossible for anyone to accidentally shift into reverse at speeds of over 10 miles an hour. Rocking the car back and forth in snow, sand, or mud if the need arises is simpler than ever.



SAFETY-TOUCH, FULL-TIME POWER STEERING. Here is the most advanced and enjoyable single driving control today. Safety-Touch Power Steering gives your hand the same consistent control of every mile on any road surface . . . and because it makes steering as easy as dialing a telephone, reduces driving fatigue.



NEW AND IMPROVED BRAKING. Air-suspended power brakes assure maximum braking effectiveness with a minimum of effort. Available on PowerFlite equipped cars, these improved power brakes provide instantaneous response and greatly reduce fatigue. New Center-Plane Brakes are standard on De Soto, Chrysler, and Imperial cars for '56. Their unique design and wider lining offer even greater braking action and provide up to 20,000 additional miles of wear. And only Chrysler Corporation cars provide the added safety of *completely independent* hand braking systems.

THE FORWARD LOOK '56

presents these outstanding safety features...



SAFETY SEAT BELTS.

Available for those who desire them, these tough and sturdy belts more than meet the rigid specifications established by the Civil Aeronautics Administration for similar installations in commercial aircraft.



NEW LIFEGUARD SAFETY DOOR LATCHES. The door latches of all 1956 Chrysler Corporation cars have bands of heavy gauge steel which literally lock the doors to the body of the car.



The protection of drivers and passengers has always been a primary concern of Chrysler Corporation. This year an impressive number of important new safety features have been added to the list which already included such time-tried developments as safety-rim wheels, electrically-driven windshield wipers, independent hand brakes, and others. Presented here are some of the major features which will now make your driving even safer.

IMPROVED NIGHT LIGHTING. New headlights, with the lower beam, provide up to 80 additional feet of seeing distance along the right side of the roadway . . . and make night driving safer. A cap over the lower beam filament minimizes glare-back from particles in the air and improves your visibility in fog, snow, dust, or rain as well.





A youthful world of outdoors—plus new Hy-Fire V-8 power up to 200 H.P. in this Canary Yellow and Eggshell White Belvedere Convertible.

THE FLIGHT-SWEEP

AS INTERPRETED BY **PLYMOUTH** FOR 1956

ALL-NEW, JET-AGE STYLING FOR THE YOUNG IN HEART

Again this year, Plymouth sets the pace for the low price field. With high-sweep rear fenders, racing body lines and flashing color treatments, the all-new aerodynamic 1956 Plymouth is truly a car "for the young in heart." And Plymouth exclusively, in the low price field, offers all these features:

revolutionary Pushbutton automatic driving; new 200 horsepower V-8 engines; 90-90 Turbo-Torque go-ahead power; new Power Brakes; a new 12-Volt Electrical System; new Headlights; new LifeGuard Door Latches; new Safety-Touch Power Steering. Yes—Plymouth has everything—including the new 4-door hardtop Sport Sedan.

The 4-Door Sport Suburban—a new mode in leisurely living—with distinguishing chrome luggage rack—here in brilliant Bronze and Eggshell White.





Fashion is first in this sleek Custom Royal Lancer V-8 4-door Hardtop in Sea Foam Green, Sapphire White and Jade Green. Underneath: a power-packed 230 H.P. Super Red Ram V-8.

THE FLIGHT-SWEEP

AS INTERPRETED BY ***DODGE*** FOR 1956

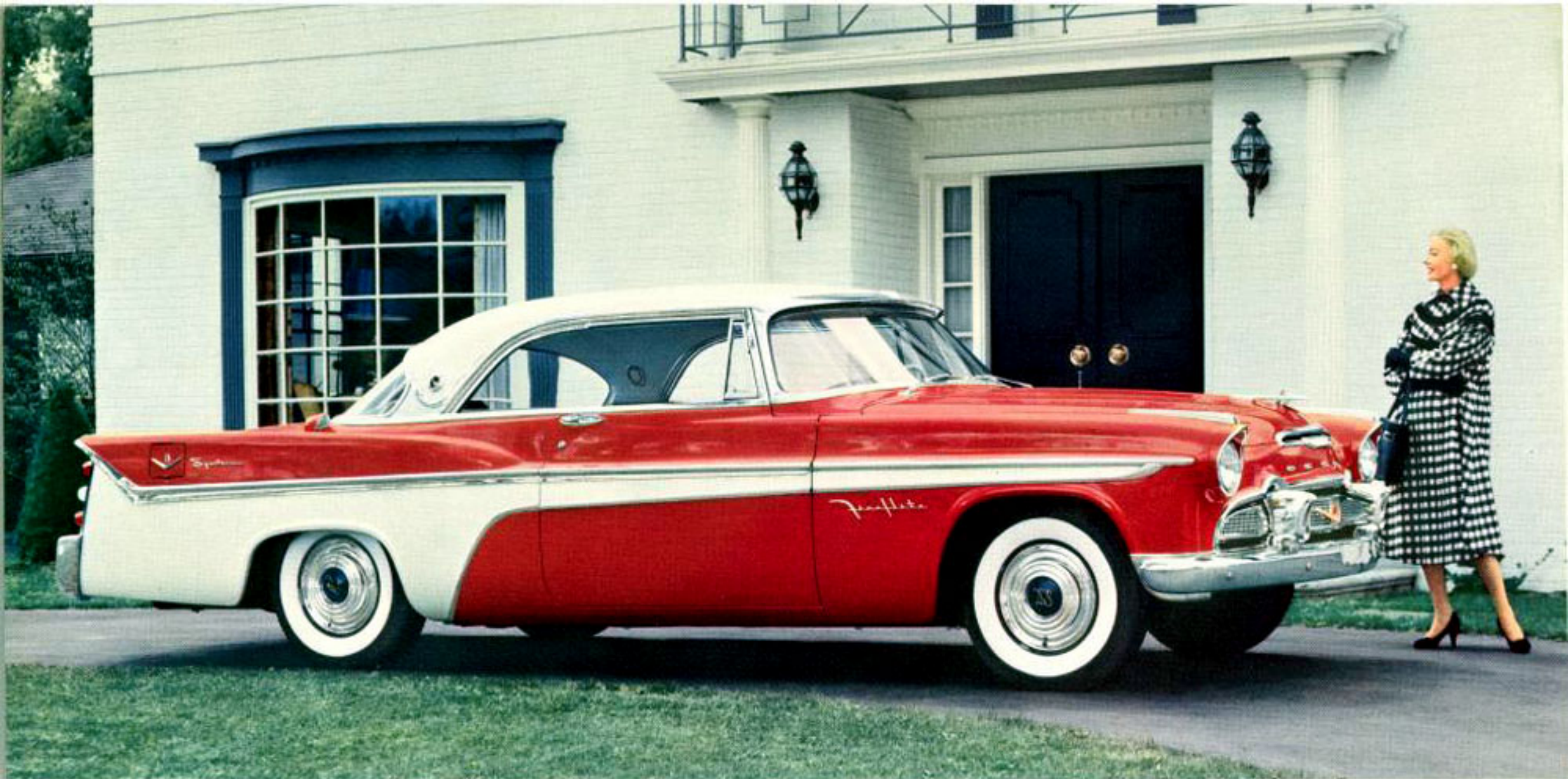
BORN OF SUCCESS TO CHALLENGE THE FUTURE

Dramatically new and beautiful in every line, this is the Dodge of Destiny! It brings to you the look of **SUCCESS** in the sweeping distinction of its forward flair-styling . . . from full visored headlights to soaring twin-jet tail fins. Its graceful slimness and tautness, its feeling of forward motion that is

THE FLIGHT-SWEEP are evident at a glance. Every inch of the big 1956 Dodge proclaims its eager spirit, its beauty and speed. And Dodge offers new surging breakaway power — up to 230 horsepower with the new Super Red Ram V-8 engine. The new Dodge is truly a great value car of **THE FORWARD LOOK**.

"A natural born beauty"—this Custom Royal Lancer V-8 2-door Hardtop—in Iridescent Charcoal, Oriental Red and Sapphire White with a complete line of power features.





This 2-door Fireflite Sportsman in Crimson and White is a new expression of power and beauty . . . with air-conditioning for year-round comfort.

THE FLIGHT-SWEEP

AS INTERPRETED BY *DE SOTO* FOR 1956

DESIGNED FOR THE SUPER-HIGHWAY AGE

The new 1956 De Soto is truly lovely to look at, delightful to drive – the fulfillment of imaginative styling, brilliant engineering, and peerless craftsmanship. From the new full-swept “floating” grille to the three-tiered, turreted tail lamps the 1956 De Soto reflects the modern spirit in a car. Both Fireflite and Firedome series are powered

by new and larger V-8 engines in keeping with the performance requirements of the new super-highway age. Sprightly exterior color choices are offered in 84 decorator combinations to harmonize with the elegant interiors of rich nylon, rayon, and metallic fabrics. The new DeSoto—designed for swift, safe, luxurious travel —borrows from tomorrow to put you ahead today!

On super-highway or country road, this 4-door Fireflite in Sunny Yellow and Jet Black is packaged for GO . . . with the 255 H.P. Fireflite V-8 engine and all the newest power conveniences.





An incomparable newness of styling—the New Yorker 4-door Newport Hardtop shown here in striking Sand Dune Beige and Rosewood Tan.

THE FLIGHT-SWEEP

AS INTERPRETED BY **CHRYSLER** FOR 1956

"POWERSTYLE". . . THIS IS HOW POWER LOOKS!

When the style of tomorrow is combined with the most advanced aircraft-type automotive engine, the result—"PowerStyle" . . . portrays how power really looks! The 1956 Chrysler, from massive outrigger front bumper to dramatic flight-swept rear fender, is now more than ever before, America's most smartly different car! The Windsor, New Yorker and the now

famous "300" offer the finest in engineering . . . with new, more powerful engines, the new Pushbutton Drive Selector, new PowerSmooth Power Brakes and a multitude of other advances including 4-door Newport Hardtop sedans. Yes, Chrysler in 1956 brings you "PowerStyle" *plus*—the maximum in driving comfort and convenience.

The "PowerStyle" New Yorker 2-door Newport Hardtop brings you a new look of power—and with flashing 280 H.P. to match the exciting tones of Regimental Red, Cloud White and Raven Black.





Proud member of a distinguished family—the Cloud White 2-door Southampton Hardtop.

THE FLIGHT-SWEEP

AS INTERPRETED BY **IMPERIAL** FOR 1956

FOR THOSE WHO CAN AFFORD THE FINEST

In 1956, the exclusive Imperial is again the ultimate expression of *THE FORWARD LOOK*. With longer wheel base and body, Imperial is more beautiful and distinctive than ever before. Its commanding proportions and grace of line reaffirm that this is the finest car America has yet produced. To complement and fulfill the dramatic styling

of the 1956 Imperial and Crown Imperial, new engineering features are incorporated to give these cars unparalleled power and performance, improved electrical response and even safer, surer braking. The addition of the new 4-door Southampton Hardtop sedan completes the impressive Imperial line for 1956.

The ultimate in quiet magnificence—the 4-door sedan by Imperial—presented here in Surf Green.





LUXURIOUS ALL-NEW INTERIORS. Rich, new fabrics, supple leathers, and "breathable" vinyls are color-keyed to blend harmoniously with all two-tone and three-tone color combinations. The interior of each car has been designed with infinite care and good taste to bring you the exquisite beauty which perfect harmonizing of fabrics, colors, and appointments achieves.



THE FORWARD LOOK '56

presents these additional features in all five cars . . .

NEW ENGINES. New engines which give you split-second get-away and added power for swifter, safer passing have been designed for all 1956 Chrysler Corporation cars. But whether the choice is a Chrysler or Imperial with the 280-horsepower V-8 engine or one of the lower-priced Plymouth models with the 125-horsepower six, the buyer is assured of a power plant which in its class is unsurpassed for efficient, smooth, economical operation . . . each a precision-built engineering masterwork.

HIGHWAY HI-FI. Available on all pushbutton and search-tuner radio-equipped cars and unaffected by rough roads, this compact record player brings you up to 60 minutes of uninterrupted high fidelity music on a single 7-inch disc. It fits neatly under the instrument panel and plays through the radio loud speaker.



PLYMOUTH
DODGE
DE SOTO
CHRYSLER
and the exclusive
IMPERIAL



THE FLIGHT-SWEEP

CHRYSLER CORPORATION

DETROIT 31, MICHIGAN

also makers of these fine products

DODGE "JOB-RATED" TRUCKS • MOPAR PARTS
AND ACCESSORIES • AIRTEMP HEATING,
COOLING, AND REFRIGERATION • CHRYSLER
MARINE AND INDUSTRIAL ENGINES • OILITE
POWDERED METAL PRODUCTS • CYCLEWELD •
DEFENSE PRODUCTS