

De Soto  
most  
powerful car  
in the  
medium-price  
field!



DE SOTO DIVISION, CHRYSLER CORPORATION

**255 hp** Why wait for 255 hp performance in next year's cars . . . you can get it *today* in the powerful new 1956 De Soto.

Here's the car that's more spirited and agile in city driving . . . safer and more comfortable at super-highway speeds . . . and costs hundreds of dollars less than you think! You'll find some De Soto models actually cost less

than dolled-up versions of the low-price three!

Your De Soto dealer is out to top his sales records of last year, and he's ready to make the deals to do it. That's why he's able to give you a truly fabulous trade-in on a big, luxurious De Soto. So before you put a dollar down on any car . . . see and drive *and price* the smart '56 De Soto—car for the super-highway age.



**Pace car** for the 1956 Indianapolis 500-mile classic, the new De Soto will pace thirty-three of America's fastest race cars.



**De Soto push-button control** is simplest, easiest way ever invented to drive a car.



**High torque take-off.** De Soto's mighty 255 hp engine will give you the fastest take-off you ever experienced! Try it today!

2/12/56

DRIVE A DE SOTO BEFORE YOU DECIDE



Upper, De Soto Fireline Sportman, lower left, De Soto Fireline Sedan, lower right, De Soto Fireline Convertible.

**New Flight Sweep Styling** dramatizes the torpedo take-off of the 1956 De Soto. Here's the most powerful car in the medium price field . . . responsive and nimble on busy streets . . . safe and steady at super-highway speeds. Up to 255 horsepower . . . new push-button drive selector . . . new super-highway brakes . . . Full-Time Power Steering.\* Drive and price a new De Soto yourself . . . you'll find this is the car you've been looking for!

\*Optional

**'56 DE SOTO...for the super-highway age!**



**TRY YOUR HAND** at De Soto pushbutton driving. Buttons are at your fingertips—and to the left, out of the reach of children. Positive mechanical control. Absolutely foolproof. Try it at your De Soto dealer's this week. De Soto Division, Chrysler Corporation.

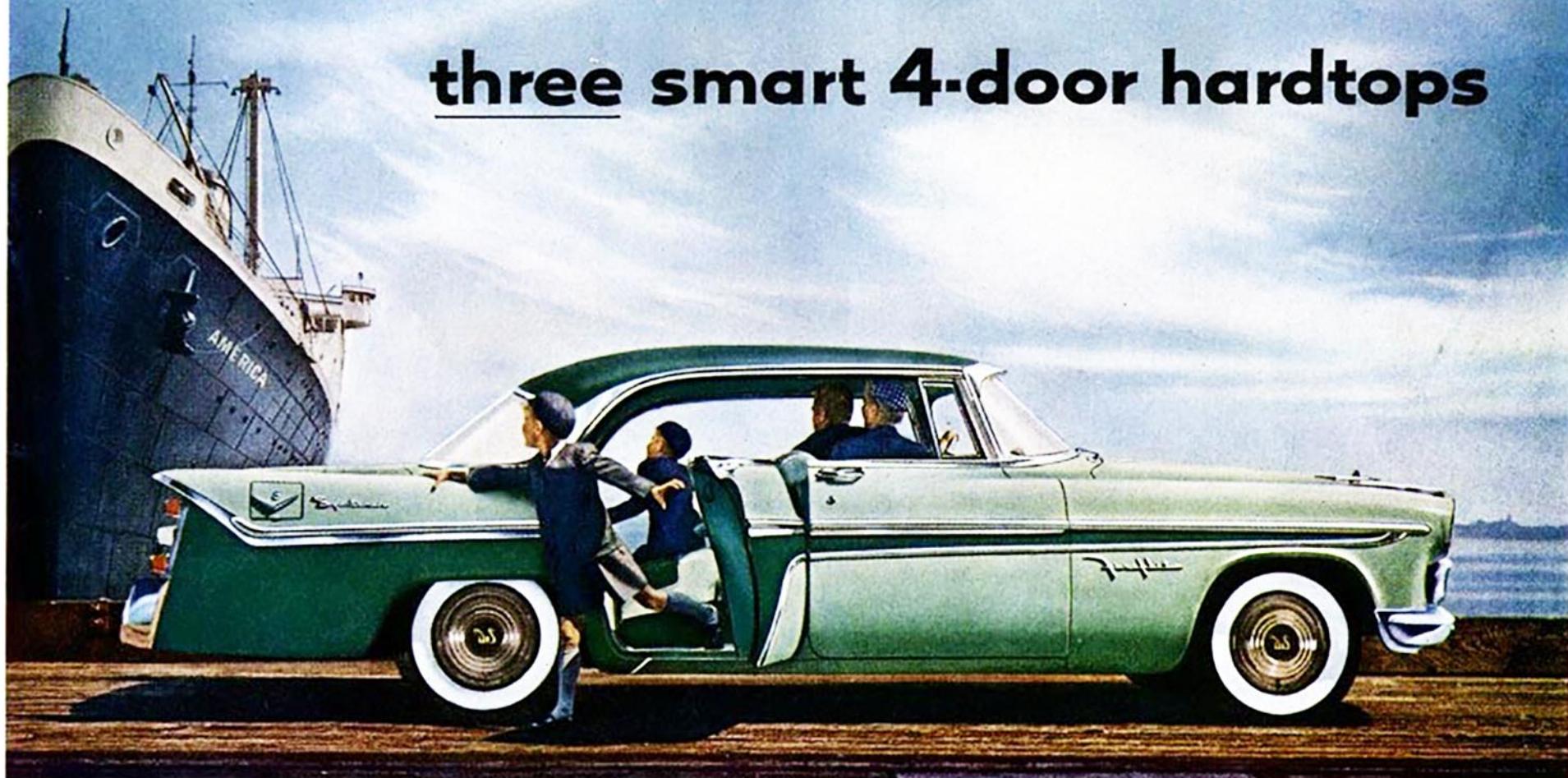


DE SOTO—OFFICIAL PACE CAR 1956 INDIANAPOLIS 500-MILE RACE

De Soto dealers present **GROUCHO MARX** in "You Bet Your Life" on NBC radio and TV.

# DE SOTO presents

## three smart 4-door hardtops



De Soto Division, Chrysler Corporation



↑ 1. The Fireflite 4-Door Sportsman

← 2. The Firedome 4-Door Sportsman

↓ 3. The Firedome 4-Door Seville



Drive a De Soto before you decide! Smart, low and lovely, De Soto 4-door hardtops have as much rear-seat leg room as a big sedan! And what a take-off! The new '56 De Soto with its mighty 255 hp. V8 engine will give you a thrilling new experience

in "green-light" getaway! Your choice of six smart hardtop models... wide range of prices... eighty-five color combinations. Before you decide, see and drive America's most glamorous new car, the '56 De Soto - built for the super-highway age!

Push-button drive control is at your fingertips to the left. Positive mechanical control. So easy, so natural. Try it today.



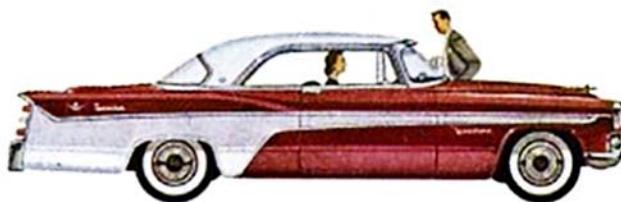
DE SOTO—OFFICIAL PACE CAR 1956 INDIANAPOLIS 500-MILE RACE

De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC radio and TV

...plus these smart De Soto two-door hardtops



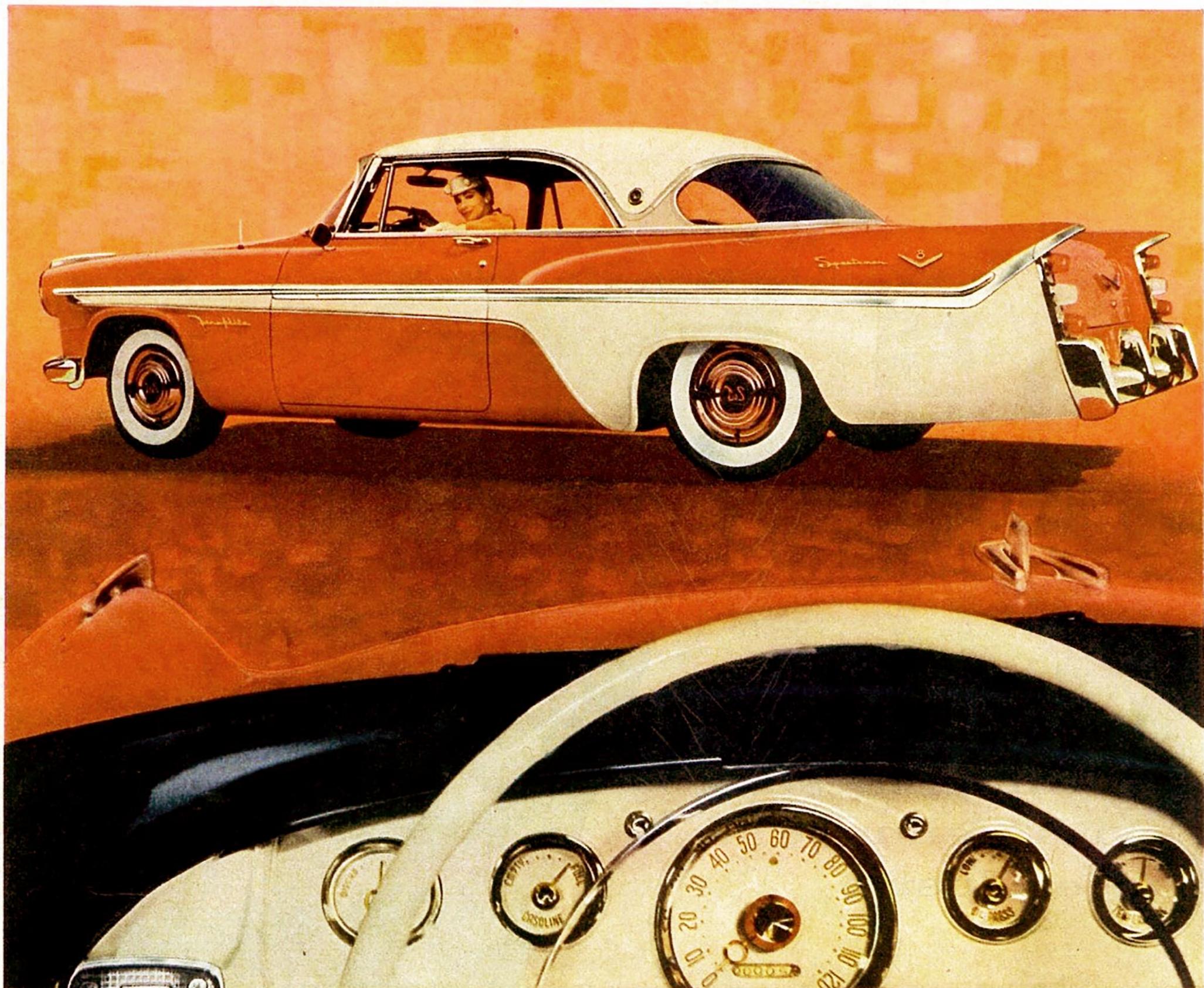
FIREFLITE 2-DOOR SPORTSMAN



FIREDOM 2-DOOR SEVILLE



FIREDOM 2-DOOR SPORTSMAN



Firelite Sportsman in Crimson with contrasting Surf White emphasizes the beauty of De Soto Flight Sweep styling

**New push-button driving...**

**DE SOTO**

You're looking at the smartest, easiest way ever invented to drive a car. In the glamorous '56 De Soto you simply touch a button and GO! No lever... no nose-to-the-wheel squinting to select the driving range. Responsive and agile in city driving... safer, more comfortable at super-highway speeds. New 255 hp engine with high torque take-off... new super-highway brakes... new Flight Sweep styling. Drive the dramatic **1956 De Soto—for the super-highway age!**

TRY YOUR HAND at De Soto push-button driving. Buttons are at your fingertips—and to the left, out of the reach of children. Positive mechanical control. Absolutely foolproof. Try it at your De Soto dealer's. De Soto Division, Chrysler Corporation.

DRIVE A DE SOTO

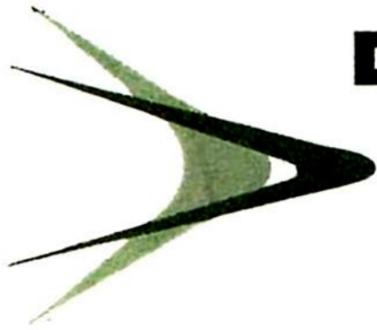
BEFORE YOU DECIDE!



DE SOTO—OFFICIAL PACE CAR 1956 INDIANAPOLIS 500-MILE RACE

De Soto dealers present GROUCHO MARX in "You Bet Your Life" on NBC radio and TV.

Want a car that takes off like a torpedo?  
Want a car with modern push-button drive selector?  
Want a car with the finest brakes yet developed?  
Want a car that rides like a dream?  
Want a car that's safe and solid under the style?  
Want the smartest car on the road?

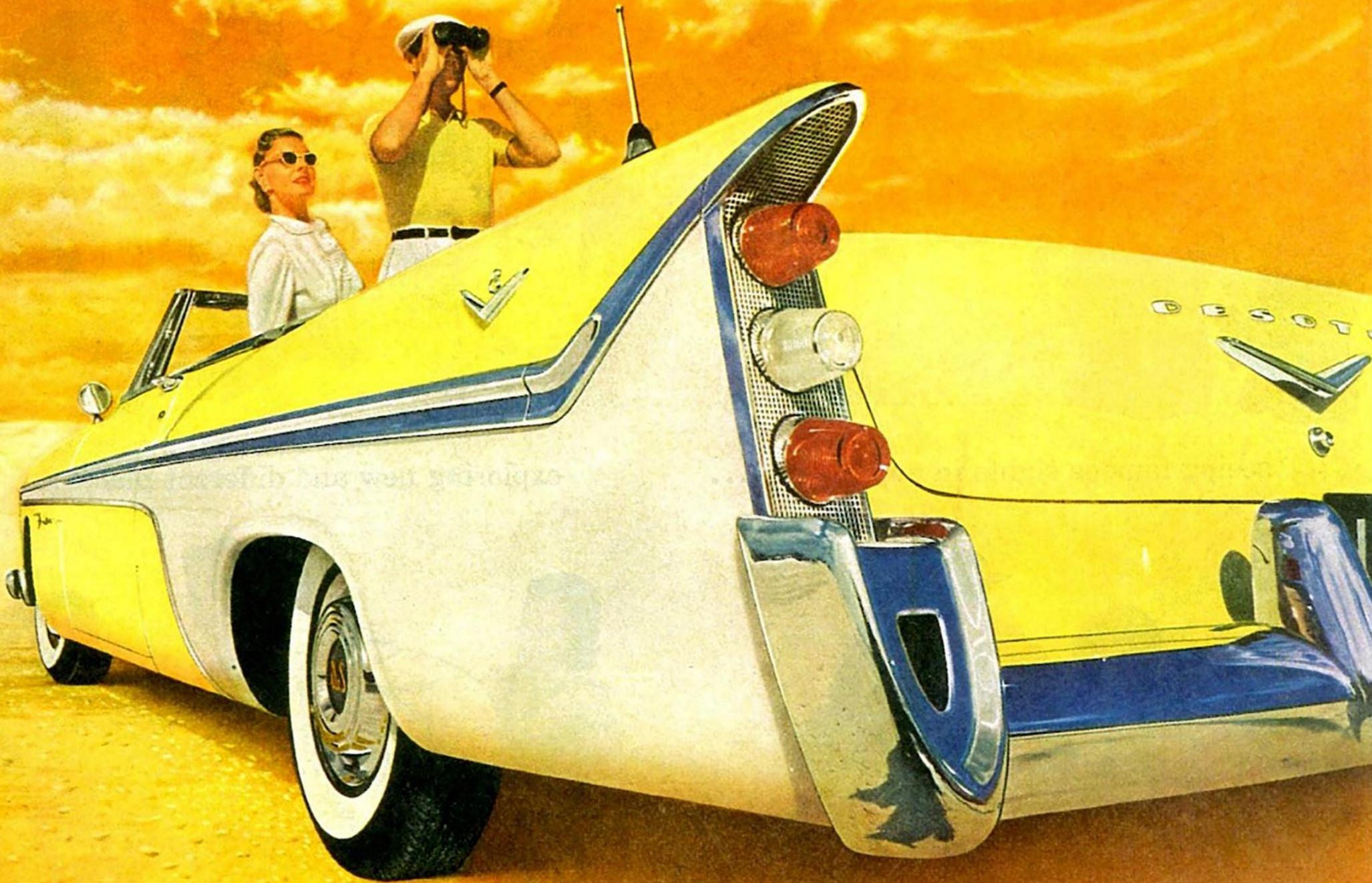


**DRIVE A DE SOTO**

**BEFORE YOU DECIDE**



Push-button drive control is at your fingertips to the left. Positive mechanical control. Absolutely foolproof. So easy, so natural. Try it today.



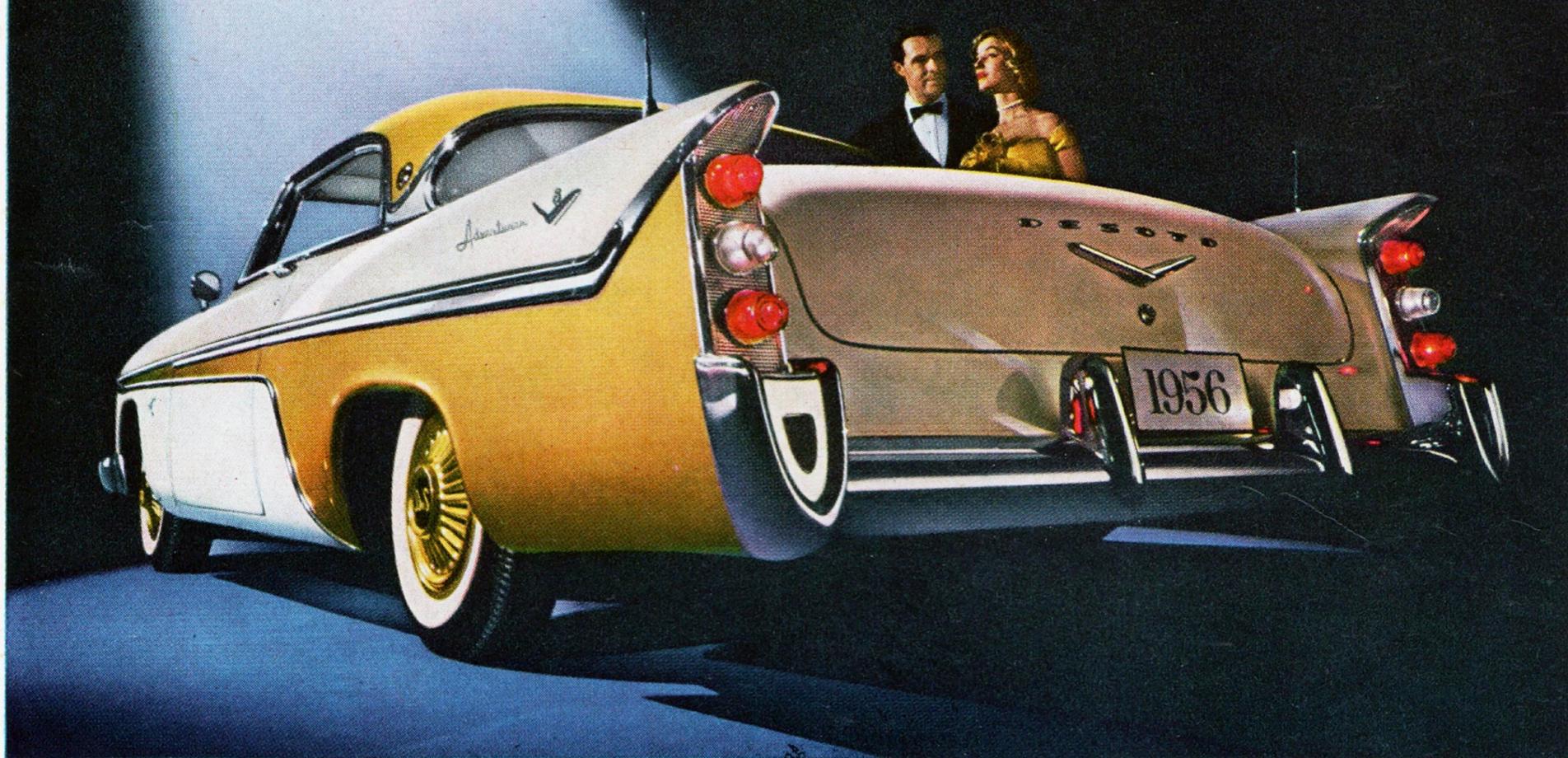
**PRICE a De Soto before you decide!** Your De Soto dealer will give you a most attractive trade-in allowance!  
De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC radio and TV • DE SOTO DIVISION, CHRYSLER CORPORATION

 DE SOTO—OFFICIAL PACE CAR 1956 INDIANAPOLIS 500-MILE RACE.

DE SOTO presents the

320 hp

golden ADVENTURER



DE SOTO DIVISION, CHRYSLER CORPORATION

### Daring performance *in a setting of distinguished elegance*

From the golden flash of its hubcaps to its golden-hued interior, the new De Soto Adventurer displays a classic elegance that rivals even the legendary cars built for kings, potentates and maharajas. But here is far more than exquisite craftsmanship... here is a car with performance to match supreme luxury.

The Adventurer has a 320 horsepower engine to give wings to its beauty. And it has all the other fabulous De Soto features... push-button drive selector... Full-Time Power Steering\*... super-highway brakes... dual exhaust... dual rear antennas... and hi-fi record player\*.

*\*Optional*

**'56 DE SOTO—for the super-highway age!**

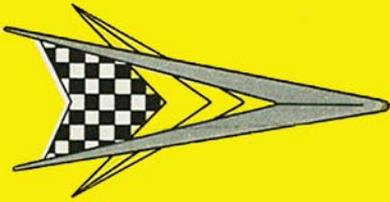


**Cutaway view of Adventurer hardtop** shows a richly appointed interior. Instrument panel and wheel grips are styled in gleaming gold. Upholstery of contemporary tweed, trimmed in light gold metallic vinyl. New push-button driving control at your fingertips.



DE SOTO—OFFICIAL FACE CAR 1956 INDIANAPOLIS 500-MILE RACE. • De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC radio and TV.

Bulk Rate  
U.S. Postage  
**PAID**  
Chicago, Ill.  
Permit No. 1890



# DE SOTO

picked to pace  
Indianapolis  
500 mile race

A stock model 255 horsepower De Soto Fireflite convertible has been chosen as official pace car for the famed Indianapolis speed classic. Mr. Tony Hulman, President and General Manager of the Indianapolis Motor Speedway said, "The 1956 De Soto was selected by the track committee for its outstanding performance and superb handling qualities." Why don't you come in soon. Discover for yourself what a wonderful feeling it is to "go" behind the wheel of a new De Soto . . . pace car of the medium price field.

DE SOTO Dealers present **GROUCHO MARX** every week on both RADIO and TELEVISION . . . NBC networks.

## **NORMANDIN'S**

**405 W. SANTA CLARA ST.**

**SAN JOSE 22, CALIF.**

**PHONE Cypress 3-0113**

19-1333

\* YOUR DE SOTO DEALER \*

# **DE SOTO to pace Speed Classic**



## **255 H.P. DE SOTO FIREFLITE CHOSEN TO PACE 40th ANNUAL INDIANAPOLIS "500" MILE RACE CLASSIC**

Indianapolis: De Soto Division of the Chrysler Corporation has been invited to provide the pace car for the 1956 Memorial Day 500 mile race at Indianapolis. This announcement was made recently by Mr. Tony Hulman, President and General Manager of the Indianapolis Motor Speedway.

Commenting on the selection of De Soto as official pace car, Mr. Hulman said, "The 1956 De Soto was selected by the track committee for its outstanding performance and superb handling qualities."

In accepting the pace car award, Mr. L. I. Woolson, President of the De Soto Division

replied: "We are of course proud that our 1956 De Soto has been selected as official pace car. The Indianapolis "500" is certainly one of the most exciting sporting events in America . . . each car entered represents the finest in engineering skill and ingenuity. It is a great honor to have De Soto chosen to pace this distinguished field."

Mr. Woolson added that the official Indianapolis pace car will be a De Soto Fireflite Convertible chosen at random from the production line in Detroit. It will have the Fireflite 255-horsepower engine, mechanical push-button drive selector, De Soto "Full-Time" power steering and power brakes.

**Why don't you . . . Drive a De Soto before you decide!**