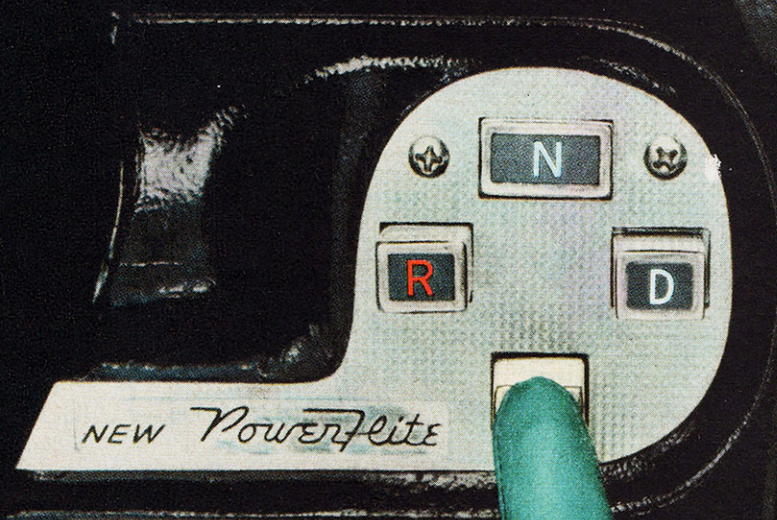


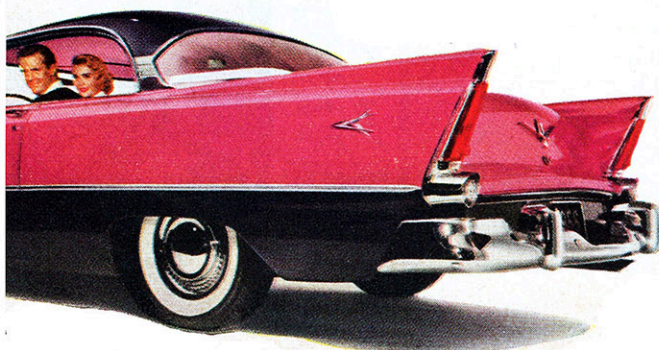
The car that's going places with the Young in Heart



# Aerodynamic Plymouth '56

*All-new Plymouths in 29 models. Choice of engines—new Hy-Fire V-8 or PowerFlow 6.*

## Push-Button Driving



First on Plymouth in the low-price 3! The how of it...

Select your driving range with just a finger-tip touch on a button. Then PowerFlite fully automatic transmission takes over.

The why of it... To give you new ease and safety of control!

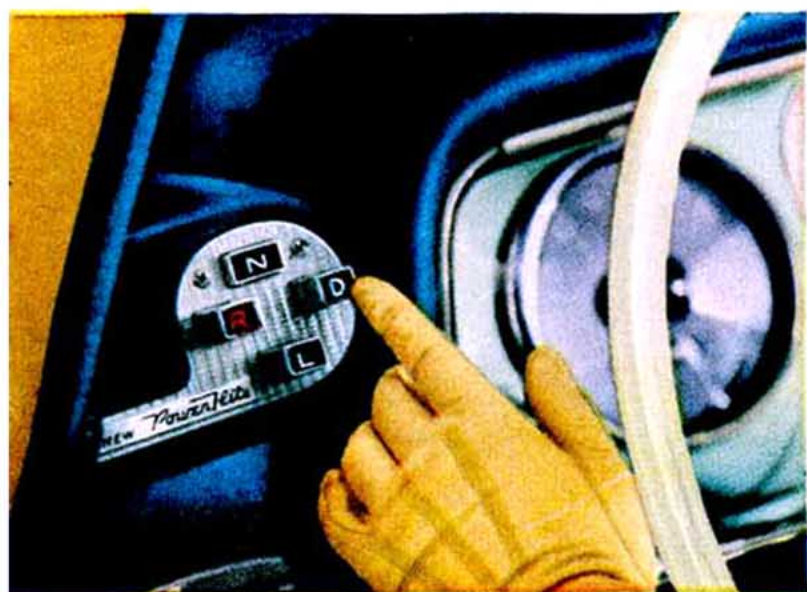
As easy as touching a light switch... and safely positioned at the left of the steering wheel, where children can't reach it while you're driving. It's a partner of PowerFlite—the transmission so smooth it responds to a finger-tip touch. The joy of it... It's the ultimate in driving ease. Restores the thrill you knew with your first car.

"Driving my car  
is so easy!"



# PLYMOUTH with Push-button PowerFlite

Plymouth Belvedere  
2-door Hardtop



Driving's a dream with Plymouth push-button PowerFlite automatic transmission. Push-button controls are simple, convenient, trouble-free, safely located to left of steering wheel. One touch unleashes the surging power of Plymouth 6's and V-8's with up to 200 h.p. to suit your needs.

**COSTS LESS . . .** Plymouth is the lowest priced car with Push-Button Driving and the *Forward Look*!

Once you've tried a Plymouth with push-button PowerFlite, you'll never again be completely satisfied with old-fashioned driving. For here's an automatic transmission that perfectly blends finger-tip driving ease, smooth operation, and swift response. You push a button, step on the gas, and GO!

Plymouth has breath-taking beauty to match its driving magic. Taut, tailored, Flight-Styled lines leap back to dramatic Flight-Sweep rear fenders. Colour-tuned interiors are as beautiful as they are practical.

Right now, with sales soaring, your Plymouth dealer is offering better buys. So now's the time to step into his showroom and step out in a brand-new Plymouth . . . the car that's easy to drive, easy to look at, easy to own!

## PLYMOUTH 6's and V-8's

at your Chrysler-Plymouth-Fargo dealer

Manufactured in Canada by Chrysler Corporation of Canada, Limited



# Aerodynamic Plymouth '56

*Plymouth Belvedere 4-door Hardtop Sport Sedan. 28 other models. Furs by Maximilian.*

## *Dream car...dream deal!*

Women love this dream car...and, with a vital stake in family budgets, love the "dream deal" that Plymouth dealers offer...making it easy to own an all-new Plymouth '56...with wide doors that never snag frocks...generous headroom, so hairdos stay beautifully in place...rich fabrics, and utmost safety for children. Plus Push-Button Driving, exclusively Plymouth's in the field!

*The car that's going places with the Young in Heart*



Get the news: "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze, NBC-TV. "SHOWER OF STARS" and "CLIMAX!" CBS-TV.

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The car that's going places with the Young in Heart



*Plymouth Belvedere Convertible. 28 other all-new models.*

## Top car...and *top deal!* ➡ Aerodynamic Plymouth '56



There's a big, money-saving deal on a big, beautiful Plymouth '56 waiting for you at your Plymouth dealer's right now. . . . You can't match it anywhere else in the low-price 3, because your dealer is out to sell *more* cars . . . giving you a better deal on each. Own the jet-age Plymouth . . . biggest car of the low-price 3 . . . tomorrow's styling today . . . Push-Button Driving . . . sensational higher-horsepower Hy-Fire V-8 and PowerFlow 6 engines . . . 90-90 Turbo-Torque getaway for Top Thrust at Take-Off . . . split-second, safer passing.

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