

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

NEW PowerFlite

# 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!

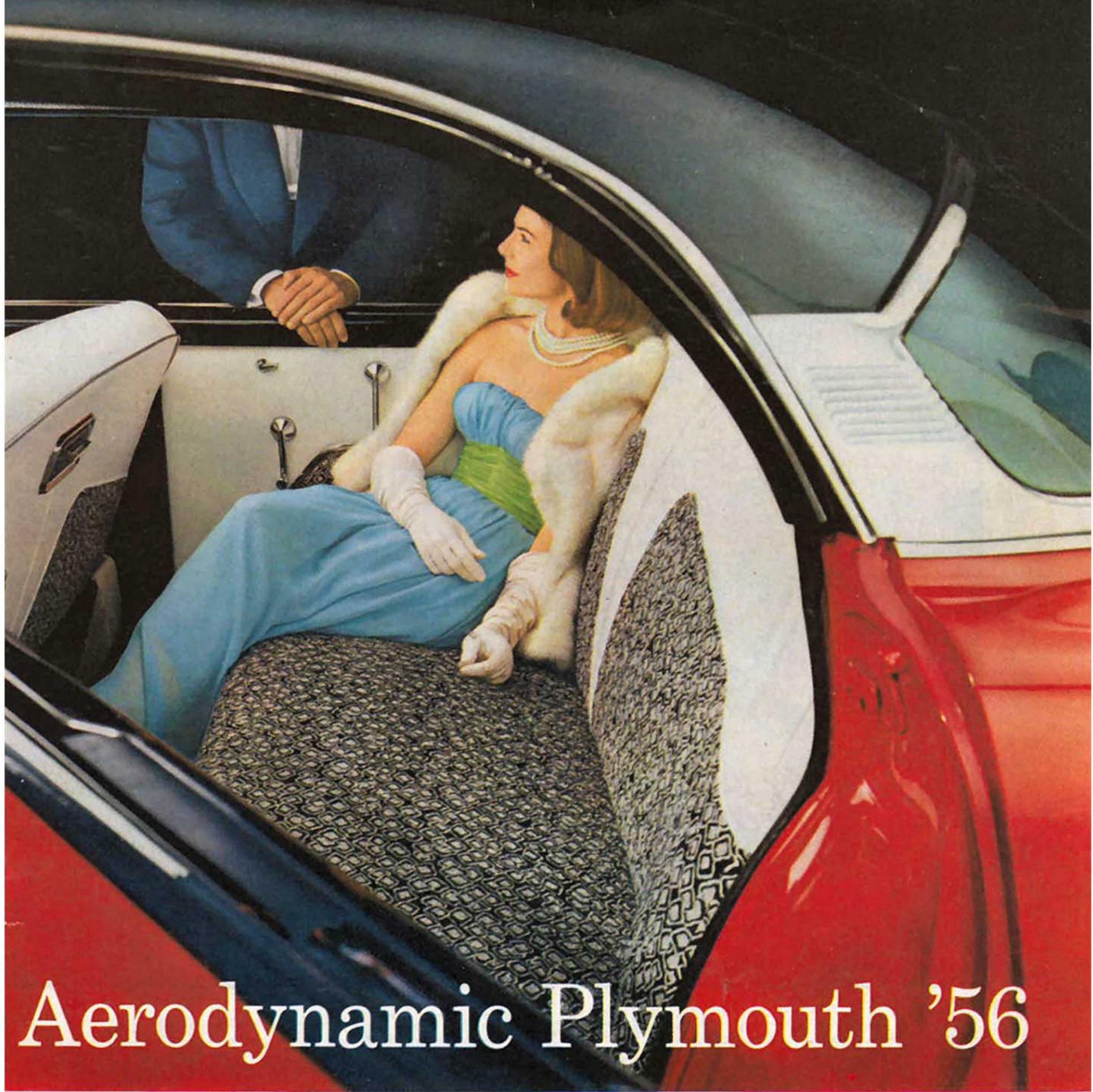
*Plymouth has breath-taking beauty to match its driving magic.* Taut, tailored, Flight-Styled lines leap back to dramatic Flight-Sweep rear fenders. Colour-tuned interiors are as beautiful as they are practical.

*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!



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

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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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