

Keep your eye on the D-500 . . .

IT'S A REAL BOMB!

These days, more and more of you guys who know and love cars are "talking up" the fabulous Dodge D-500. And no wonder! *This D-500 is a real bomb!*

In official NASCAR acceleration tests at Daytona Beach, the Dodge D-500 licked all cars—regardless of size, price or horsepower.

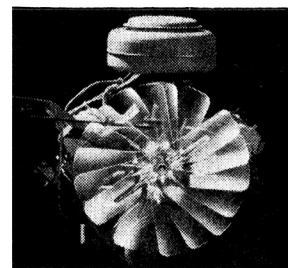
This D-500 gets out of the chute like a jackrabbit. Hugs the road like a dirt track special. Hits the turns without any squeal. Handles like a gem.

Though it performs like an expensive

custom job, this D-500 is actually the slickest-looking *production car* to come up Main Street. Under the hood is a 260 hp. mill rarin' to go (with big 12-inch center-plane brakes to stop it)!

You can buy a D-500 at any Dodge dealership in the country *in any body style* you like. (Costs only slightly more than \$100.00 over standard models.) And it needs only *regular* Dodge service to keep it in razor-sharp condition.

So get behind the wheel and drive a D-500 today. See your Dodge dealer.



**Most powerful engine
in Dodge History!**

260 hp. aircraft-type V-8 with 315 cubic inch displacement. 9.25 to 1 compression ratio. Bore 3.63 inches, stroke 3.80 inches. Also: 12-inch center-plane brakes with 15½ lbs. of car weight per sq. in. of lining area—a figure unequalled in American passenger cars—and one that approaches most sports cars and even racing cars.

Dodge D-500

AMERICA'S ACCELERATION CHAMPION



This "Baby" Takes 'em all!

One second you're idling at the light, the next you're off like a flash—out ahead of the pack with nothing in front but the wide open road!

For this is the fabulous Dodge D-500—the car that whipped *all other cars* in acceleration at Daytona Beach and is racking up victory after victory on tracks all over the country.

Here, in a standard production car, Dodge now gives you the red-hot performance you could only get in an expensive custom job.

This baby digs out like a demon, handles like a dream, corners like a chopped-down "rod" with a load of sand. It features a hefty 260 hp. mill and giant 12-inch center-plane brakes.

What's more, the D-500 is available in *all models*, sold and serviced at any Dodge dealership in America. And it's yours for only slightly more than \$100.00 over regular Dodge models.

So drive a D-500 soon. You'll understand why *guys who really know cars* call it the hottest thing on wheels!



America's Acceleration Champion

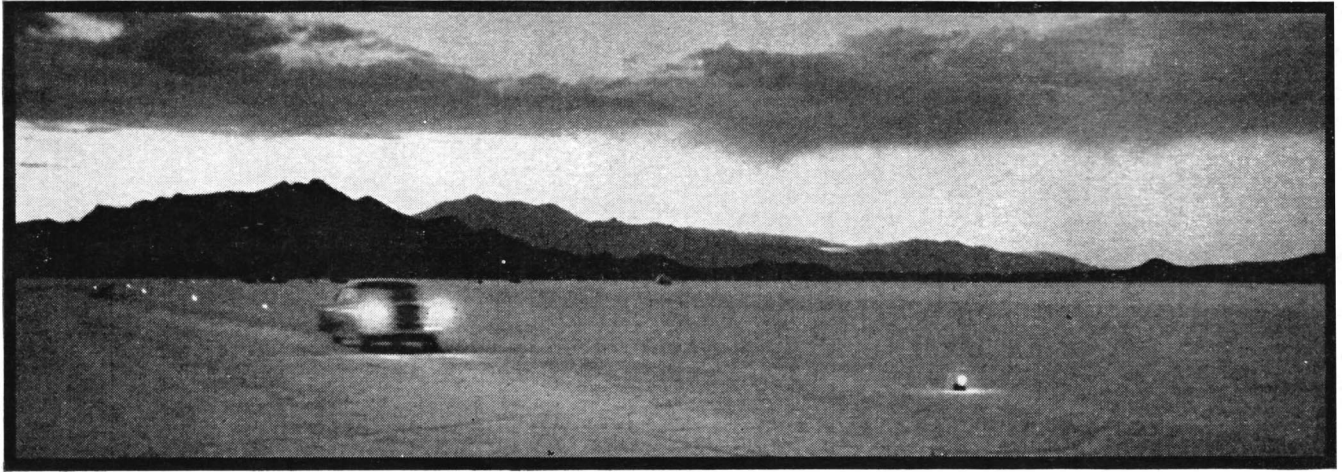
260 hp. aircraft-type V-8 with 315 cubic inch displacement, 9.25 to 1 compression ratio. Bore 3.63 inches, stroke 3.80 inches. Also: 12-inch center-plane brakes with 15½ lbs. of car weight per sq. in. of lining area—a figure unequalled in American passenger cars—and one that approaches most sports cars and even racing cars.

FREE! Illustrated D-500 Brochure.
Write: Advertising Dept., DODGE DIVISION, Detroit 31, Michigan

Dodge D-500

KEEP YOUR EYE ON THE D-500...IT'S A REAL BOMB!

Every power and performance record in the book smashed by new '56 Dodge at Bonneville Salt Flats!



AAA CALLS TEST "MOST AMAZING DEMONSTRATION OF PERFORMANCE AND ENDURANCE IN AUTOMOTIVE HISTORY!"

Day and night, for 14 gruelling non-stop days, this new 1956 Dodge Custom Royal 4-Door Sedan shattered all American stock car records in the unlimited closed car division for every distance up to and including 31,224 miles. A. C. Pillsbury, AAA official in charge, wired, "This amazing performance demonstrates the

great power and rugged endurance of your fine new product." No specially equipped or "souped-up" car, this new champion was *selected at random* from the Dodge production line by AAA officials. It's the *same* car you yourself can buy today from any Dodge Dealer, powered by our new 230 horsepower V-8 engine.

Here's how the records fell to the dynamic new '56 Dodge!

- All-time AAA record of 92.86 mph for 14-day non-stop run.
- Every AAA American and International performance and endurance record for American closed cars up to 31,224 miles.
- 27 World's Unlimited Records, open to all foreign, sports and racing cars.
- Every International Class B record from 4,000 through 31,224 miles.
- Total of 306 records in all.
- New AAA record of 114.05 mph for the flying-start mile.
- New AAA record of 79.55 mph for the standing-start mile.



Plenty of style too! The lady in your life will go for the dramatic new Jet-Fin styling, the "Panel-Perfect" Jacquard fabrics, the Magic Touch push-button driving.

**Don't buy any '56 car until
you see and drive the**

New '56 DODGE

VISIT YOUR DODGE DEALER NOW