



Now . . . a truly big car in the low price field! New '56 Dodge Coronet Lancer.

Something BIG happened in the low price field !

Now Dodge invades the low price field with the only *full-size, full-styled, full-fashioned KING SIZE CAR* ever offered at so low a cost.

This is the new '56 Dodge Coronet Series. And it comes to you in a *full choice of body styles*: 2-door and 4-door sedans, gallant Lancer hardtops in 2-door and 4-door models, and a dashing Coronet convertible—all with a lovely selection of colors and trim.

Your own eyes will tell you: Here is no stripped-down "price special" . . . but a truly fine BIG CAR that is actually *larger and more luxurious* than cars costing up to a thousand dollars more!

And of course . . . it takes the measure of small cars in the "low price field" on *every point of value*: Size! Beauty! Style! Power! Roominess! Comfort!

All this is your reward for the great Dodge Success - a full-size, full-styled, full-fashioned '56 Dodge *in the low price field*! Now's the time to step up to the Coronet!

DISCOVER THE
"MAGIC TOUCH"
OF DODGE
PUSH-BUTTON
DRIVING.



New '56 DODGE



VALUE LEADER OF THE FORWARD LOOK



The Success Car of the Year . . . dramatically beautiful, dynamically powered.

A new world of adventure is waiting for you

DISCOVER THE DIFFERENCE IN DODGE !

Has it occurred to you that there are some things you've been missing because you haven't found time to discover the difference in Dodge?

The difference is there—and it's wonderful!

It starts with styling so fresh and new that you experience a lift in your spirits every time you step into your new Dodge. The sweep of soaring Jet Fins is an invitation to adventure.

Then there's the ease and safety of Dodge "Magic Touch" push-button driving—sure, safe, positive control right at your fingertips.

You discover a new kind of power . . . surging break-away power from the Super Red Ram V-8 that blazed

a trail of records on the Bonneville Salt Flats no other car has ever equalled.

There's a world of difference in the feel of Dodge full-time power steering, the feel of Dodge Safe-Guard power brakes, the feel of the gliding *Oriflow* ride that adjusts automatically to every road condition.

It's all different—the *bigness* of this new Dodge, the roominess and comfort that actually exceeds cars costing a thousand dollars more.

Won't you take time *this week* to discover the wonderful difference in Dodge? It can all be yours in the superb Coronet Series—full-size, full-styled, full-powered—yet priced right down with the "low price field." It's your biggest buy—by far!

New '56
DODGE

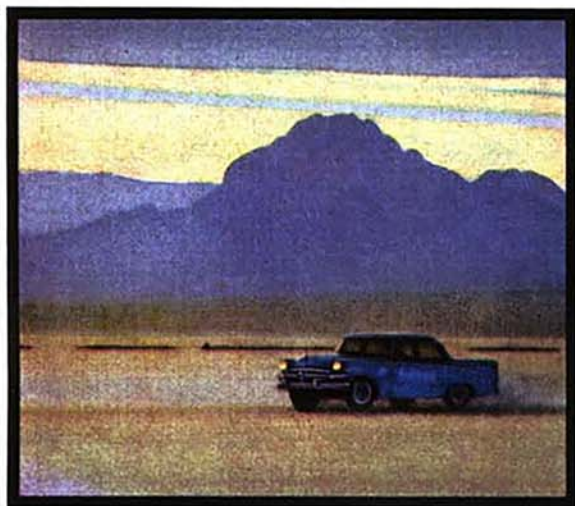


VALUE LEADER OF THE FORWARD LOOK

Dodge Dealers present: Darryl Thomas in "Make Room for Daddy," Bert Parks in "Break the Bank," The Lawrence Welk Show—all on ABC-TV



Lancer by Dodge . . . it rules the road in flashing style.

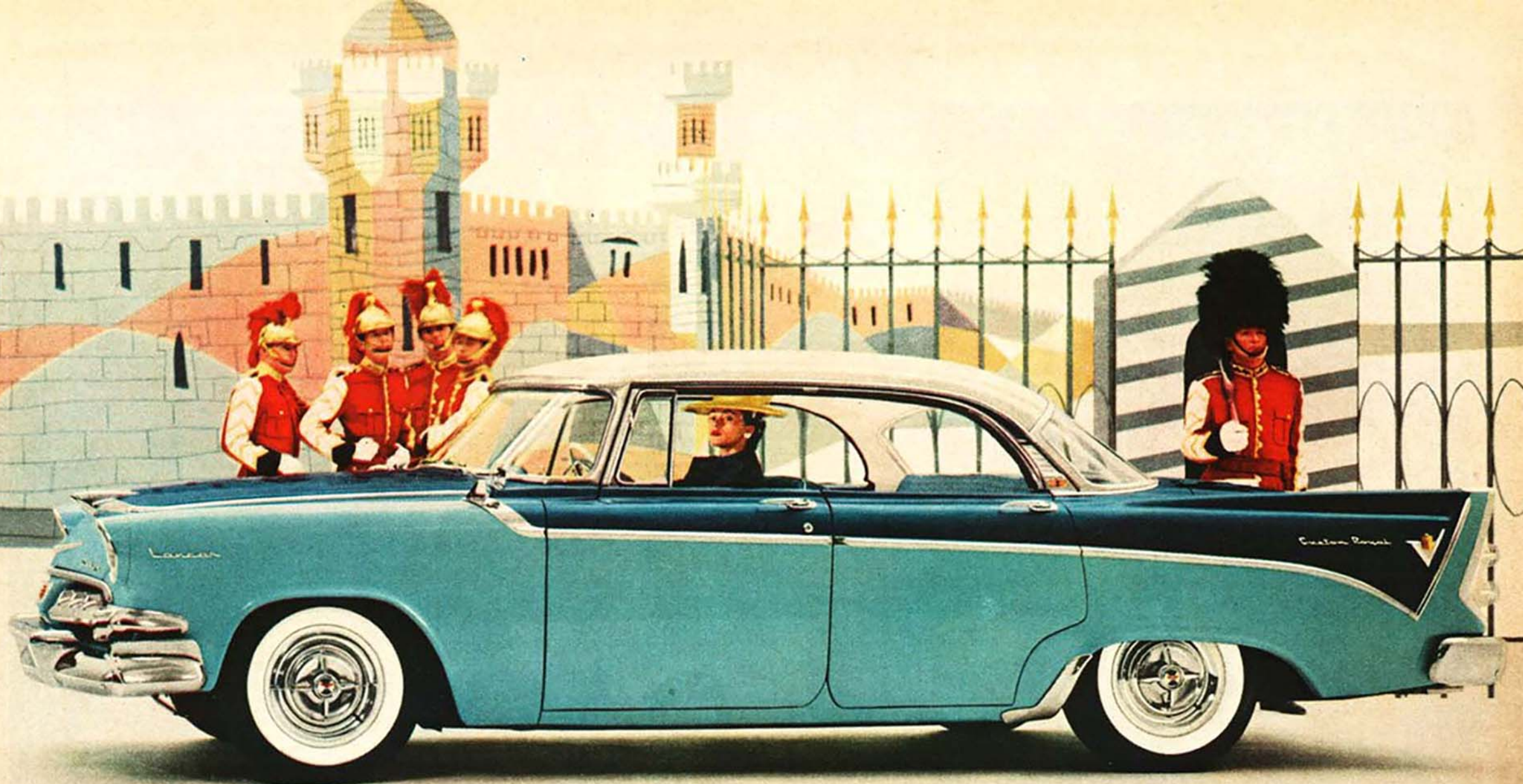


What is a Dodge? It is a streak of light across the Bonneville Salt Flats, blazing a trail of American and world records no car has ever matched. It is the very shape of swiftness sculptured in steel, of motion molded in metal. It is the "Magic Touch" of push-button driving . . . sure, safe, *mechanically perfect*. It is the solid feel of big-car weight and brawn. It is beauty with a purpose—completely satisfying to own, surprisingly economical to buy, incomparably dependable. Won't you *discover the difference* in Dodge . . . soon?

New '56 **DODGE**



VALUE LEADER OF THE FORWARD LOOK



The look, the feel, the power of success: New '56 Dodge Custom Royal Lancer 4-Door

In all the world no car like this

*The New **Dodge** Lancer goes 4 door!*

Lancer by Dodge—what excitement the name inspires! What thoughts of *high adventure*! And as its crowning achievement in the car that has created a sensation all over America, Dodge introduces the 4-door Lancer.

Now a Lancer 4-door in all three Dodge series: Custom Royal, Royal and Coronet, matching hardtop flair with sedan comfort. The most exciting moments in all motoring await you in the daring new Dodge Lancers.



VALUE LEADER OF
THE FORWARD LOOK





DODGE CUSTOM ROYAL V-8 LANCER CONVERTIBLE

1. THE FLIGHT-SWEEP! Here is car design that millions of people are finding exactly to their tastes. They agree that the long, low aerodynamic lines and smartly upswept tail make The Flight-Sweep the design of the year! And it's a design that foreshadows things to come!

2. Pushbutton Powerlite—just press a button and you're set to go! The simple mechanical design is fully tested and perfected. This is the driving advance of the year!

3. Power Steering *all* the time! Other cars still haven't caught up with Chrysler Corporation's *full-time* Power Steering. It helps you 60 minutes of every driving hour!

4. Safest Brakes! Chrysler Corporation brings you the biggest advance in brakes in 25 years! **Easier,** surer, less adjusting, longer lining life!

5. Greater Power Longer! No other American passenger car V-8 engines have dome-type combustion chambers!

Don't buy any car until you see a Plymouth, Dodge, De Soto, Chrysler or Imperial. Visit your dealer now!



CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL