



Unretouched photograph of Plymouth "6" Belvedere Club Sedan

COULD YOU POSSIBLY SETTLE FOR LESS THAN THIS ?

BIGGEST...LONGEST...LOWEST OF THE LOW-PRICE 3

- Biggest car in the lowest-price field . . . 17 feet long!
- Brilliant new 6-cylinder PowerFlow 117, with exclusive Chrome-Sealed Action. New 167-hp Hy-Fire V-8, highest standard horsepower in its field.
- Glamorous new Full-View Windshield . . . a true sweep-back wrap-around, with no "blind spots."
- PowerFlite . . . finest no-clutch transmission made, with Flite-Control Drive Selector on the instrument panel.

Fabulous as this car looks and is, *you can own it.* It's yours in the lowest-price field. See it! *Look at all 3!* You won't settle for less than Plymouth.

Here is the timeless beauty of perfect design. All is clean-lined and new. The 1955 Plymouth proudly disdains gimcracks and gingerbread and warmed-over features. It is a car to live with as well as thrill to. The years will never dim its true modernity.

Biggest car of the low-price 3 . . . powered by

your choice of the brilliant new 6-cylinder PowerFlow 117 or the 167-hp Hy-Fire V-8 . . . the new Plymouth demolishes former concepts of value in its field. . . This year, of all years, *look at all 3.* Study Plymouth's matchless engineering and superb craftsmanship. Then you will choose Plymouth, with the confidence of a sound decision, wisely made.

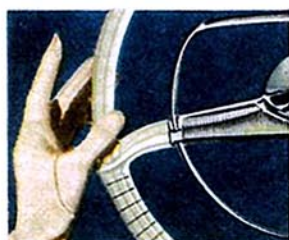
PowerFlow, PowerPak and all power driving aids available at low extra cost. Enjoy "SHOWER OF STARS" and "CLIMAX" on CBS-TV.

ALL-NEW PLYMOUTH '55

See it...drive it...today at your Plymouth dealer's...a great new car for the YOUNG IN HEART



Smartest in any class! new **PLYMOUTH**



Full-time power steering puts hydraulic "muscles" at your command all the time so you can park with finger-tip ease... drive all day and arrive relaxed. Plymouth power brakes, power seats, power window lifts are available, too!*

*PowerFlite and all power assists are optional at extra cost.



Driving is so automatic with Plymouth PowerFlite transmission* that you simply set the selector lever when you start out, and forget it for the rest of the trip. That's why the Flite Control lever is on the instrument panel, with other controls you seldom touch, for easy finger-tip operation.

Young people of all ages like the style of the smart and sleek '55 Plymouth!

Delightfully modern through and through, Plymouth has captured the vigour of youth in long, low lines that are motion-designed for The Forward Look!

You see the fresh colouring of youth in the gleaming finish and fashion-right, two-tone interiors of the '55 Plymouth. You feel the enthusiasm of youth in the lively performance of its new 6 and V-8 engines.

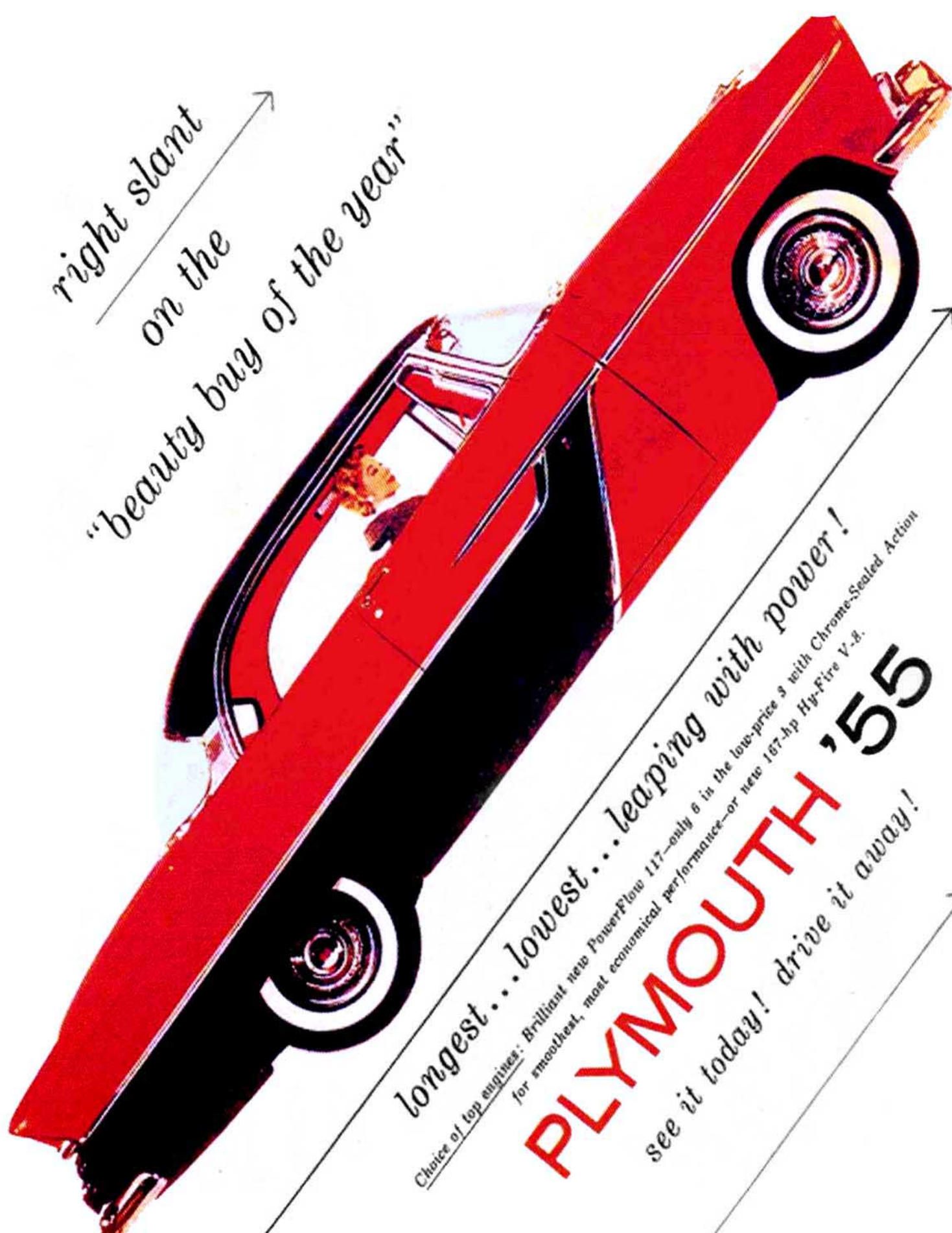
Plymouth is *truly* new! It gives you the first true wrap-around windshield, swept back at both top and bottom corners to let you see more. It has new tubeless tires, new steering ease, new easier acting springs, and many more advanced features.

Yet with all its advanced design and big-car air, Plymouth is *priced with the lowest!* If you are young in heart and wise in value, this is the car for you... at your Chrysler-Plymouth-Fargo dealer's now!

Manufactured in Canada by Chrysler Corporation of Canada, Limited



NEW MOTION-DESIGN GIVES PLYMOUTH THE FORWARD LOOK FOR 1955



right slant
on the
"beauty buy of the year"

longest...lowest...leaping with power!

Choice of top engines: Brilliant new PowerFlow 117—only 6 in the low-price 3 with Chrome-Sealed Action for smoothest, most economical performance—or new 167-hp Hy-Fire V-8.

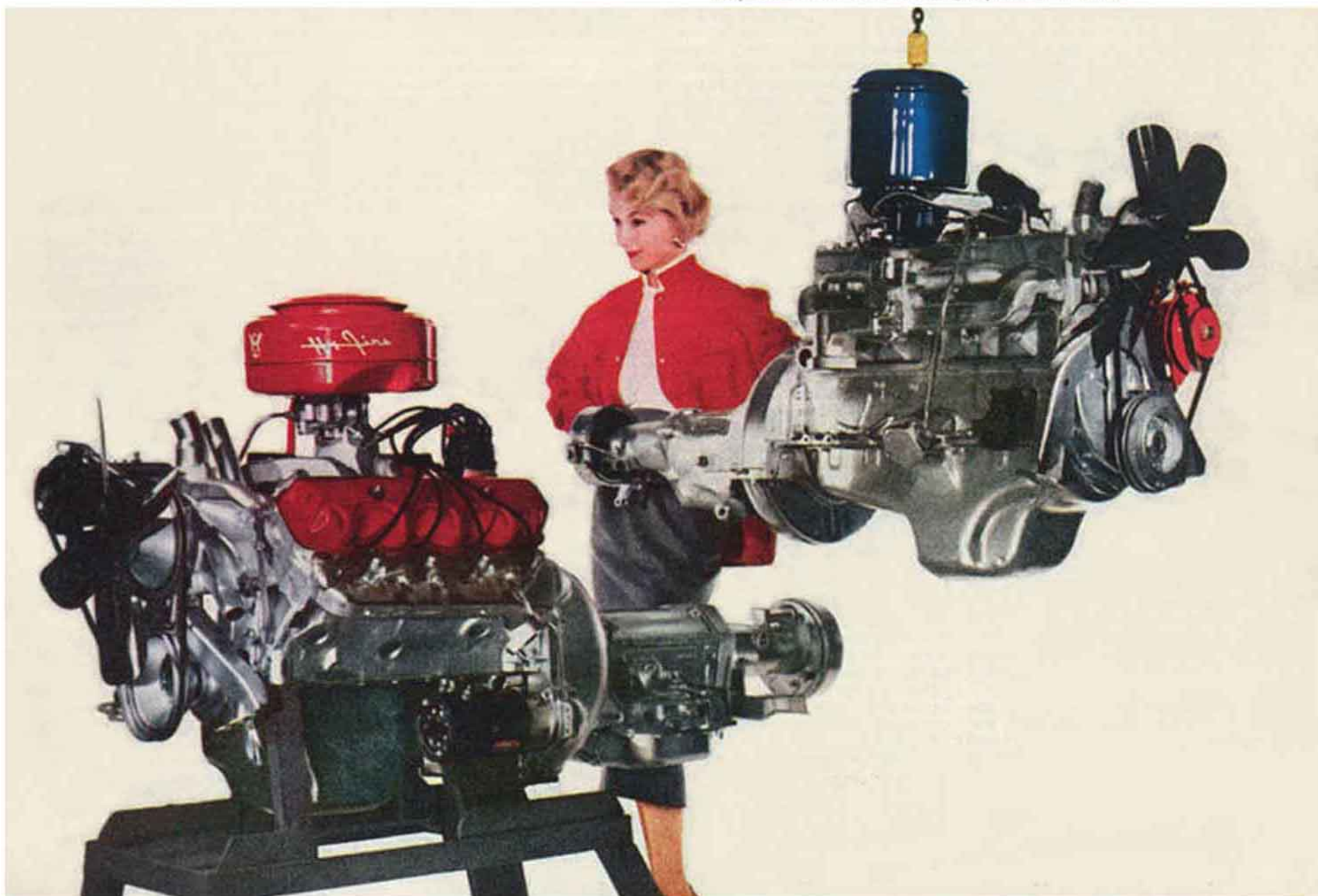
PLYMOUTH '55

see it today! drive it away!



GREATEST PERFORMANCE IN THE LOW-PRICE 3

- *The biggest car in the lowest-price field . . . 17 feet long!*
- *New Metal-in-Motion Styling • New box-girder bodies*
- *PowerFlite . . . finest no-clutch transmission made, with Flite-Control Drive Selector on the instrument panel*
- *Glamorous new Full-View Windshield . . . a true swept-back wrap-around, with no "blind spots"*
- *Full-time Power Steering • Wide-pedal Power Brakes*
- *Easy-Glide Power Seats and Easy-Lift Power Windows*



THE TWO TOP ENGINES IN THE LOWEST-PRICE FIELD

Highest standard horsepower in the lowest-price field is yours to command with the all-new 1955 Plymouth. You have a choice of two great engines.

On your left you see the new Hy-Fire V-8 with 167 standard horsepower . . . the most powerful eight in the lowest-price field (177 hp with 4-barrel carburetor available at low extra cost).

On your right is the new 6-cylinder PowerFlow 117, most powerful six in Plymouth history, and America's *only* six with Chrome-Sealed Action. This is by far the simplest, most efficient 6-cylinder engine on the market today . . . smooth-running, rugged, reliable.

The Hy-Fire V-8 is a short-stroke, high-compression engine with new Polyspherical combustion chamber and extra-large overhead valves. This gives you increased power through better engine breathing . . . top economy through more efficient fuel burning . . . more "go" per gallon from "regular" gasoline.

In addition, friction and wear are reduced, as the short-stroke, large-bore pistons do not have to travel so far or so fast as pistons of the long-stroke type.

Two top engines! Either is available with Synchro-Silent, Overdrive, or fully automatic PowerFlite no-clutch transmission; either can be had in all Plymouth lines — Belvedere, Savoy, and Plaza.

This year, of all years, you owe it to yourself to "look at all three." Once you do, we feel confident that you will join the phenomenal swing to Plymouth.

PowerFlite and all power driving aids at low extra cost. Enjoy "SHOWER OF STARS" and "CLIMAX" on CBS-TV.

ALL-NEW PLYMOUTH '55

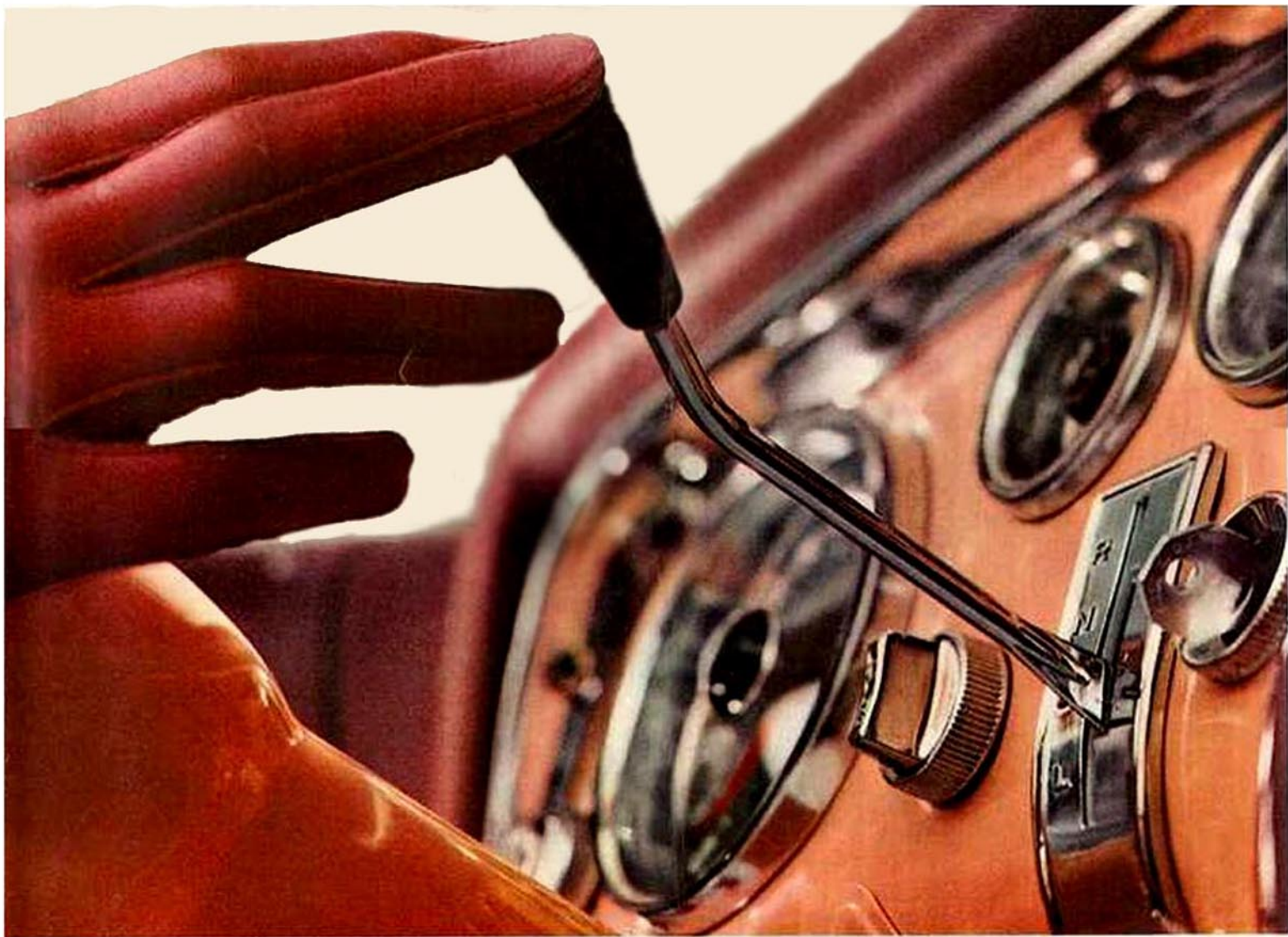
See it...drive it...today at your Plymouth dealer's. A great new car for the **YOUNG IN HEART**





COSTLY-CAR SIZE AND LUXURY IN THE LOW-PRICE 3

- Biggest car in the lowest-price field . . . 17 feet of beauty!
- Brilliant new 6-cylinder PowerFlow 117, with exclusive Chrome-Sealed Action. Exciting new 167-hp Hy-Fire V-8, highest standard horsepower in its field.
- New Metal-in-Motion Styling gives Plymouth owners the newest, most dynamic design in motor car history.
- Glamorous new Full-View Windshield . . . a true wrap-around, with greatest visibility of any low-price car.



MAGIC!...AND ONLY PLYMOUTH HAS IT, OF THE LOW-PRICE 3!

Unlike Aladdin, who had to rub a lamp, you need only touch a lever on the instrument panel of the all-new 1955 Plymouth . . . and instantly you are provided with swift, magically effortless transportation.

This wonder-working Plymouth exclusive—the PowerFlite Range Selector—controls the hidden workings of Plymouth's great new PowerFlite no-clutch automatic transmission . . . finest and smoothest of them all. It is the last step in the evolution of automatic transmissions. And you can have it in every Plymouth price range—in combination with the flashing new 6-cylinder PowerFlow 117 engine or the exciting new Hy-Fire V-8.

As a team, this leather-light selector lever and advanced automatic transmission operate with uncanny efficiency. All you have to do is tell them whether you want to go forward or back . . . after that, they take over.

Due to its exceptionally high starting ratio, PowerFlite accelerates swiftly and easily from a standstill. In mid-speed range, where you do the greater part of your driving and passing, it is unexcelled.

This high performance gives you relaxed and luxurious driving . . . jack-rabbit get-away when you need it . . . and a soul-satisfying sense at all times of complete mastery and control.

Just one of many rewards, this, of 1955 Plymouth ownership. . . . This year, of all years, look at all three. We feel sure Plymouth will be your choice.

PowerFlite and its Power-Driving Acts at the 1955 GM Show. Trade "PLYMOUTH NEWS CARAVAN" with John C. Cameron, Secretary on NBC-TV, "SHOWS OF SEASONS" and "LIVELY" on CBS-TV.

ALL-NEW PLYMOUTH '55

See it . . . drive it . . . today at your Plymouth dealer's. A great new car for the **YOUNG IN HEART**

