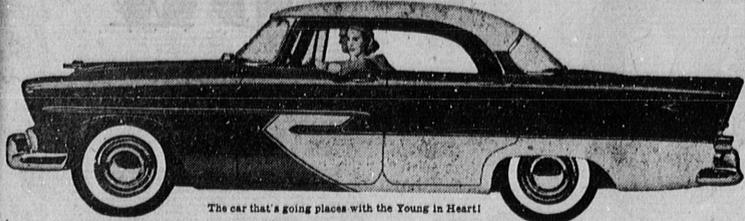


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TOUCH...AND GO!

at the Auto Show Now!

All-new Aerodynamic **PLYMOUTH '56**



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

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The Most Progressive
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PUSH-BUTTON DRIVING
With a finger-tip touch you select your driving range. As easy as flicking a light switch! Then Plymouth's fully automatic PowerFlite—the world's smoothest, most advanced transmission—takes over.

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De Soto '56



Never has any automobile boasted such tremendous "get-up-and-go". De Soto's new V-8 power (up to 255 hp) gives you "out front" performance at any speed. Sizzling "high torque take-offs"... lightning fast emergency "step down" power for quicker, safer passing. No matter what you're after in a new car, DeSoto's got it. New Flight-Sweep styling, luxurious new interiors, glamorous exterior color combinations. Now more than ever before... Drive A De Soto Before You Decide!!!!

THE NEW FORWARD LOOK →

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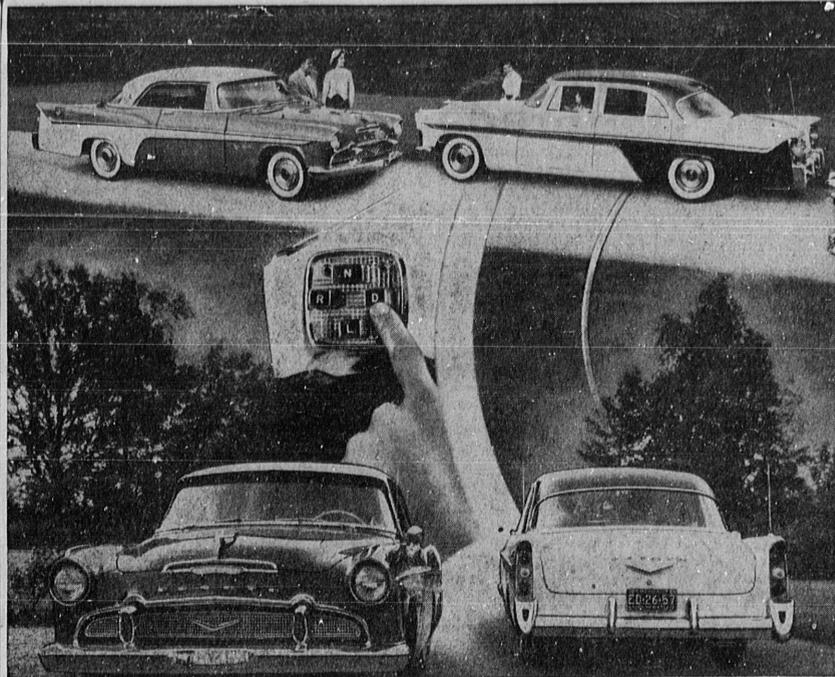
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PUSH A BUTTON AND GO... The all-new 1956 De Soto looks great from any angle—and it's sparked further with the revolutionary new mechanical push-button drive. At top are (left) the Fireflite two-door hardtop and (right) the Fireflite four-door sedan demonstrating the new long and low look afforded in the upswep rear fenders and the restyled color sweep. At the bottom are front and rear ends of the same cars showing the completely new front and rear ends. A full-

swept perforated mesh grille, built-in parking lights and insignia are only part of the front end changes. The taillight assembly of three-tiered, turret lights are an integral touch drive and exterior redesigns shown are but a few of over 24 styling and engineering changes, including greatly increased power and striking new color-keyed interiors in decorator fabrics, in the new De Sotos.

Whittlesey Motors to Show New De Soto at Show

The "new forward look" 1956 De Soto, announced at the most beautiful designed, finest engineered, most powerful and best equipped in advance driving and safety aids in the 28-year history of the company,

will be on display at the free Auto Show this week end. Designed for the new super highway-age, the 1956 De Soto features extensive body changes and has a definite and distinctive style-conscious, "new forward look," according to George Whittlesey, who states De Soto has achieved the ultimate in elegance and graceful modern design in its new cars. "We enjoyed our best year in 1955 but the 1956 model De

Soto's outstanding style appeal, and all its plusses in power, built-in safety, convenience and comfort features for driving ease, makes us prouder than ever and fully confident that we will again set enviable new sales records. We predict that after seeing and driving the new 1956 De Soto, the public's acceptance will be so tremendous it will surpass all previous De Soto peaks," said Whittlesey.



Whittlesey expects an unprecedented public turnout for its premiere showing of some of the first built in new 1956 models fresh from Detroit, Mich. "Our doors are 'open house' to all during the showing and we want to accommodate everyone. However, according to advance interest and inquiries, we anticipate great public attendance, so we advise an early arrival to allow full inspection and demonstration," he added.

NEW COLOR SWEEP... The 1956 De Soto two-door Fireflite Sportsman hardtop takes on new length and thrusting grace with its restyled color sweep and upswep rear fenders. This very popular model last year is expected to reach new peaks of public preference—as well as in performance with its 255 h.p. power plant. The entirely new front end, including a striking perforated mesh grille and built-in parking lights, and new car fenders with built-in turret lights, are but a few of the two dozen improvements in the thoroughly changed new line.



Push Buttons Added
Among other highlight engineering features to be seen and tested in De Soto's announced greatest progress to date, will be the revolutionary finger-tip touch push-button automatic transmission, and increased horsepower without sacrificed fuel economy, it's said, in newly designed and improved V-8 engines. There will also be increased "take-off" torque for instant power reaction. Also promised are new, improved stroke and displacement, ultra new, quicker and safer lifetime brakes, new springs, more efficient spark plugs and a new 12-volt electrical system.

ONE OF FIFTEEN... Belvedere sedan is one of 15 attractive models in Plymouth's 1956 line of cars. Aerodynamic styling, push button driving and powerful new H₂-Flite 277 engine are among outstanding features. Safety door latches and other safe driving items are standard equipment.

In addition, the 1956 cars feature a new four-carburetor, hemispherical combustion chamber, full-time power steering and full-time power brakes, plus other mechanical improvements. Added safety, comfort and beauty features, according to Whittlesey include new variable speed, automatic windshield wipers designed for full sweep of all corners on full-vision wrap-around windows, new front parking lights, new pull-type door handles, a full-sweep mesh grille.



New Safety Items
There is also a daring advance in compact taillight assembly combining greater efficiency and safety with added beauty, new safety-lock door latches that help prevent accidental or impact door-opening, and improved directional all-weather sealed beam headlights for greater viewing distances with less upward glare affecting drivers or approaching vehicles.

THE FORWARD LOOK... Modern in the Forward Look manner but the ultimate in the tradition of graceful elegance is the new 1956 De Soto Fireflite four-door sedan shown here. The second phase of De Soto's Forward Look highlights extensive exterior body changes, including a dramatic new upswep lift to the popular color sweep that runs the virtual length of the car. Other glamorous new touches are the all-new front and rear ends, lush color-keyed interiors in brocades, damasks, leather, faille and other decorator materials. New perforated mesh grille with built-in parking lights, and a dramatic, turret, three-tiered taillight assembly are among over two dozen highlight changes in design and engineering.

Perhaps the most immediately thrilling features of the new car are the eye-appealing new external improvements, according to Whittlesey. He says the new color combinations, and color-keyed interiors in decorator fabrics and other materials, are breathtaking. The new surging body color sweep and the interior and exterior body design give the "forward look" new meaning, he states. "These factors, combined with the 1956 De Soto's new power and engineering-mechanical improvements, its new front end, and its superbly different and jewel-like rear end, will give our new cars the first and last word on America's highways throughout the year in style as well as performance," Whittlesey concluded.