



Contemporary motor cars by **CHRYSLER CORPORATION**

ON THE FOLLOWING PAGES you will get your first glimpse of THE FORWARD LOOK in motor cars — fresh new answers to the things *you've* been asking automobile makers to bring you!

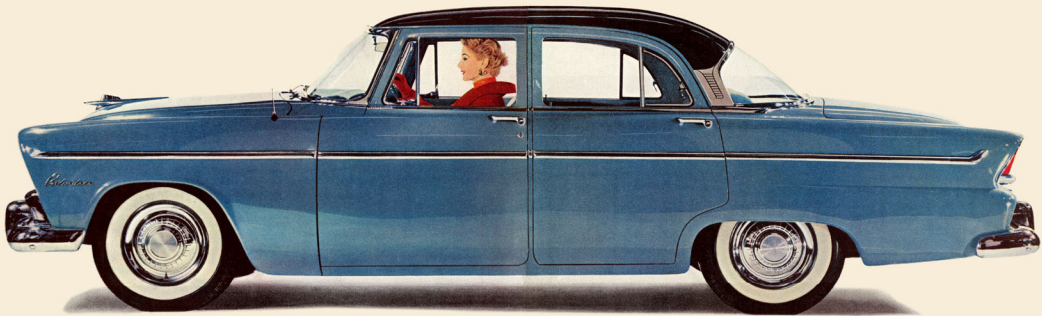
Here is all-new styling—new from frame to roof . . . with new lowness and new length. Feel the *sense of motion* these cars give you even when they are *standing still!* Sit in the driver's seat, enjoy an airplane pilot's view of the road . . . for the bold, New-Horizon swept-back windshield moves *forward* with the car's lines!

Enjoy the new convenience of the PowerFlite Range Selector on the instrument panel . . . one of the many examples of designing that keeps *you* in mind.

See and drive these cars, now on display at your dealers. You'll discover a remarkable achievement in "fashion-right engineering" . . . combining the superlative performance you've come to expect from Chrysler Corporation cars . . . with an exciting new and wholly contemporary beauty—THE FORWARD LOOK.

1955 PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

THE FORWARD LOOK



Unstretched photograph of Plymouth Belvedere 4-Door Sedan • Enjoy "That's My Day," "Shower of Stars," and "Climax!" on CREST

SOMETHING FRESH AND WONDERFUL! *A completely new car in the lowest-price field!...a much bigger car, wider, lower, 10 inches longer...powerful new V-8 and 6 engines...new styling...new chassis...new box-girder body construction. The all-new Plymouth is the car to measure against! This year, of all years...look at all 3!*

ALL-NEW PLYMOUTH '55

On display at all Plymouth dealers.... Today, see and drive this great new car for the YOUNG IN HEART



Flair-fashioned...and alive with beauty

new '55 **DODGE** flashes ahead in style !

You will know, from your very first glimpse of its sleek silhouette, that here is a car of a hundred surprises:

A car that gives you a new outlook on the world through its sweep-back New Horizon windshield . . . not just wrap-around, but full wrap-around, both bottom and top.

A car that captures the flair of the future in taut, eager lines.

A car that sweeps you forward at the command of Flite Control, bringing new magic to PowerFlite automatic driving.

A car of many innovations: Tubeless tires . . . windows and seats that respond to a touch of your fingertips . . . an aircraft-type V-8 engine that rules the road.

You can expect the unexpected in the flair-fashioned '55 Dodge . . . on display now!

THE FORWARD LOOK: New Dodge Custom Royal V-8 4-Door Sedan in Camro Red over Sapphire White

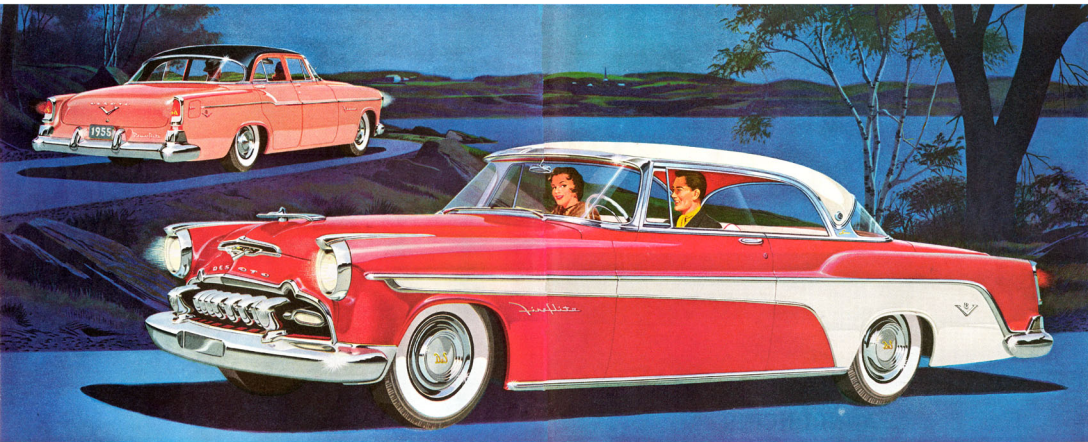


TAKE COMMAND . . . GET THE THRILL FIRST-HAND

1955 DeSoto STYLED FOR TOMORROW!

TWO MIGHTY V-8's!

The famous **FIREDORE** at a new low price—185 hp.
And the fabulous **FIREFLITE**, a brand-new 200 hp. series



The handsome '55 De Soto Sportman hardtop in the foreground is the 200 hp. Fireflite. Proudly showing its style on the hill is the 185 hp. Firelore sedan.

The new forward look

De Soto hits a new fashion high in modern body styling. Barely five feet high, the De Soto for '55 is longer, wider, and lower than ever before. Note the forward-looking freshness in every curving line. Styled for tomorrow, the new De Soto creates a "first" in modern cars. Truly a car that will stay in style as long as you drive it.

Have your favorite colors? Choose from fifty-five combinations of vigorous reds, frosty blues, greens, an artist's range of pastels.

Look again! See that curved New Horizon wrap-around windshield with its smart new Sun Cap. It is swept back to give you 20 per cent

more glass area for maximum visibility. You see as never before, without distortion . . . drive with new confidence and safety.

New elegance, new interiors

Swing open the door of this superb new car. Subtle luxury, new accents of elegance await you.

Exquisite fancies and glamorous hues are gently contrasted with sparkling metal trims. Silky nylons, new sculptured weaves, genuine leathers, sponge-rubber-backed nylon carpets! Each color combination is harmoniously created to enhance De Soto's fresh new look.

Drive the new De Soto! You'll find it wondrously easy to handle . . . with every control located for utmost convenience. Moved out of your way to the dash is the new Flite control shift lever. And the new pendulum-type brake pedal is suspended from above for fast, easy action. It's much wider, too—so you can brake with either foot.

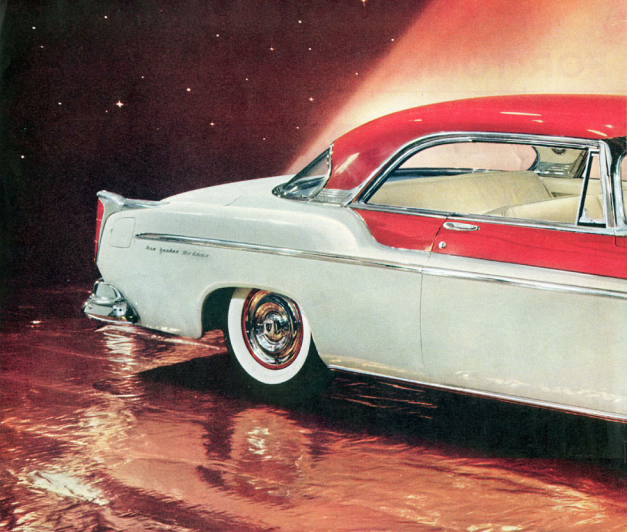
A new V-8 at a lower price

Here's more welcome news! The new Firelore series comes to you at a new, lower price. At the same time, this beauty of a car packs extra horsepower . . . now 185 hp., to be exact. New this year, also,

is the fabulous Fireflite . . . De Soto's 200 hp. V-8 luxury series.

De Soto leads, too, in automatic features. You can have a car that does almost everything except decide where to drive! Optional equipment includes Full-Time Power Steering, Leather-Touch Power Brakes, Four-Way-Power Front Seat, and Air Conditioning.

DESOTO
STYLED FOR TOMORROW



230 HP NEW YORKER DELUXE ST. REGIS IN NAVAJO ORANGE AND DESERT SAND

ANNOUNCING

CHRYSLER_{FOR} 1955

WITH THE NEW 100-MILLION-DOLLAR LOOK