

Never before has motoring been so safe

Check these superior safety features . . . they're just a few of the many you'll find on the cars of the Forward Look

- ① **Push-button PowerFlite.** Lets you select your driving range at the touch of a button. Push buttons have a simple, mechanical construction and are conveniently located to the left of the driver. There are no sleeve-catching levers!
- ② **Most advanced braking.** For smoother, predictable braking, Safe-Guard hydraulic brakes have two cylinders in each front wheel instead of the usual one. Advanced-design centre-plane brakes on the '56 De Soto and Chrysler provide smooth, straight-line stops with one-fourth less pedal pressure. And newly designed power brakes are available on all cars.
- ③ **LifeGuard Door Latches.** Help keep doors shut tight even under severe impact.
- ④ **Safety Seat Belts.** Aircraft-style with approved-type buckle. Securely anchored to frame. No annoying obstruction. Further assurance of maximum driving safety.
- ⑤ **Full-Time Power Steering.** Works for you *all* the time. Makes complete control of the car easier than ever . . . for safer manoeuvring, whether cornering, parking, or in an emergency! Exclusive with the cars of the Forward Look.
- ⑥ **Independent Hand Brake.** Gives you the added safety of a second braking system.

Watch *Climax—Shower of Stars* weekly on TV.
Check your newspaper for date and time.

You'll find features that mean safety — everywhere you look in the cars of the Forward Look ➤

PLYMOUTH • DODGE • DESOTO • CHRYSLER and IMPERIAL

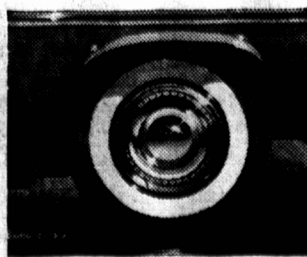
The safest place on the road is in one of these fleet beauties . . . the cars of the Forward Look!

That's because safety is nothing new to us. Building safe cars always has been one of Chrysler Corporation's prime objectives. As long ago as 1925, for example, Chrysler introduced hydraulic 4-wheel brakes, a feature since adopted industry-wide.

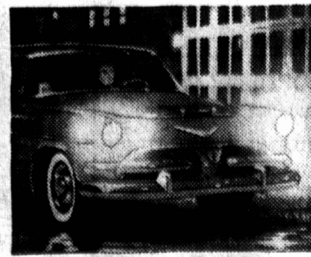
And every year Chrysler Corporation has consistently pioneered more and better safety features. Now, the

cars of the Forward Look again lead the way with new push-button controls for PowerFlite automatic transmission, LifeGuard door latches, centre-plane brakes, and many more features described below. Thus the new is joined with the old to bring you an outstanding achievement in peace-of-mind driving.

Visit your Chrysler-Plymouth-Fargo or Dodge-De Soto dealer soon. Drive the cars of the Forward Look. And be assured, they're the safest you'll find on the road!



Safety-Rim Wheels mean safer driving in Forward Look cars! Special rim design helps keep tire on rim in case of blowout . . . helps you bring the car to a safe, controlled stop. Tubeless tires give further protection against blowout.



New Sealed-Beam Headlights make nighttime travel safer! Newly designed sealed-beam headlights now illuminate an additional 80 feet in front of the car! Assure better visibility, too, in the event of rain, fog, or snow.



Electrically driven windshield wipers offer maximum bad-weather safety, clear more of the big Forward Look wrap-around windshield. Unlike vacuum wipers, electric wipers do not slow up when you accelerate or climb hills.



Only true wrap-around windshield. Wraps around at top and bottom to give you maximum visibility at eye level. In the cars of the Forward Look you get the best and safest front and side visibility of any windshield in the industry.

CHRYSLER CORPORATION OF CANADA, LIMITED