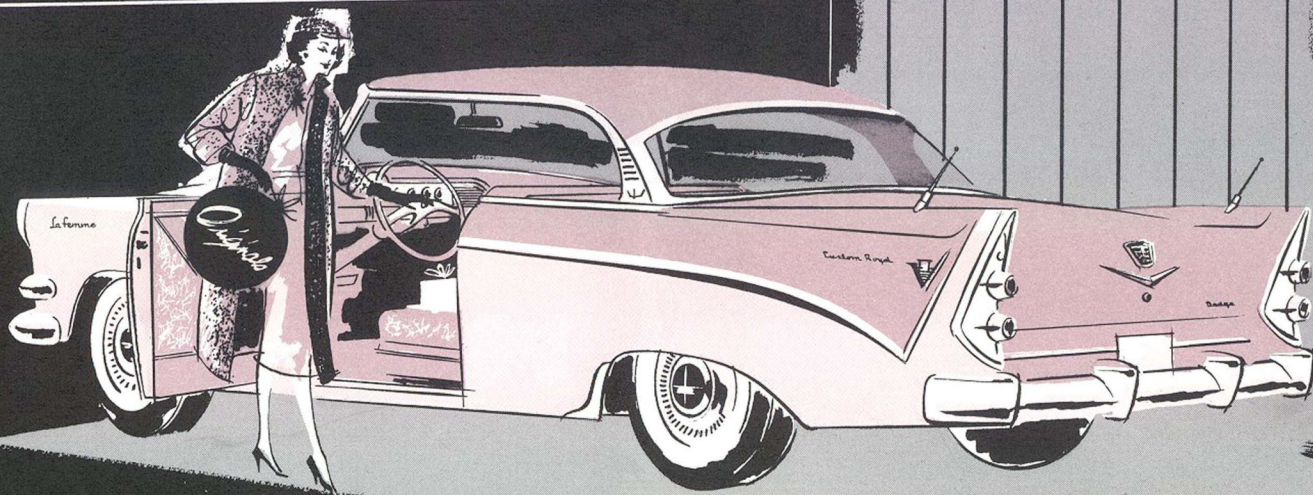


*La Femme*  
By DODGE

Originals



La Femme

America's most glamorous Car—Designed with the ladies in mind!

Here is a car distinctively feminine—distinctively yours. Everywhere you look—you'll discover those tasteful refinements that you might select if you had been the designer. The warm, delicate exterior colors of harmonizing Regal Orchid and Misty Orchid—two lovely new shades *exclusively yours*. Exciting Orchid Jacquard combined with Gold Cordagrain trim interiors—yes, everything, in a mode of sophistication and loveliness—and all yours.



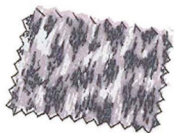
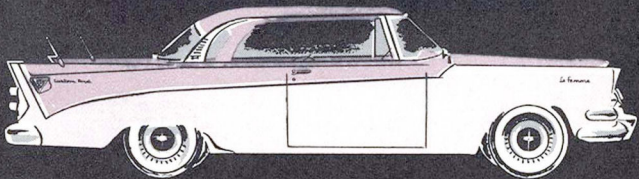
**With the Magic of Push-Button Driving** the effortless, the lady-like way—the only way to enjoy driving in this modern age. You press a button—easily within fingertip reach—and that's all. Away you go—smoothly—safely—automatically!

A Strikingly New '56 DODGE That's Exclusively Yours!

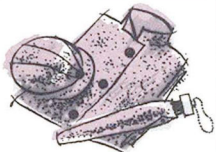
# La Femme

## By DODGE

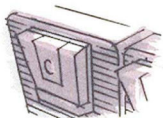
... brings to you a brand new world of driving comfort and pleasure



*Stunning new interior appointments of richly-woven soft Orchid Jacquard fabric combined beautifully with Gold Cordagrain trim.*



*Attractively styled rain cape and hat, plus a smart umbrella to match the lovely Orchid Jacquard fabric of the La Femme itself.*



*Neatly available storage compartments to hold rain apparel—cleverly and conveniently located on the back of front seats.*

*La Femme* now on display at your Dodge Dealer