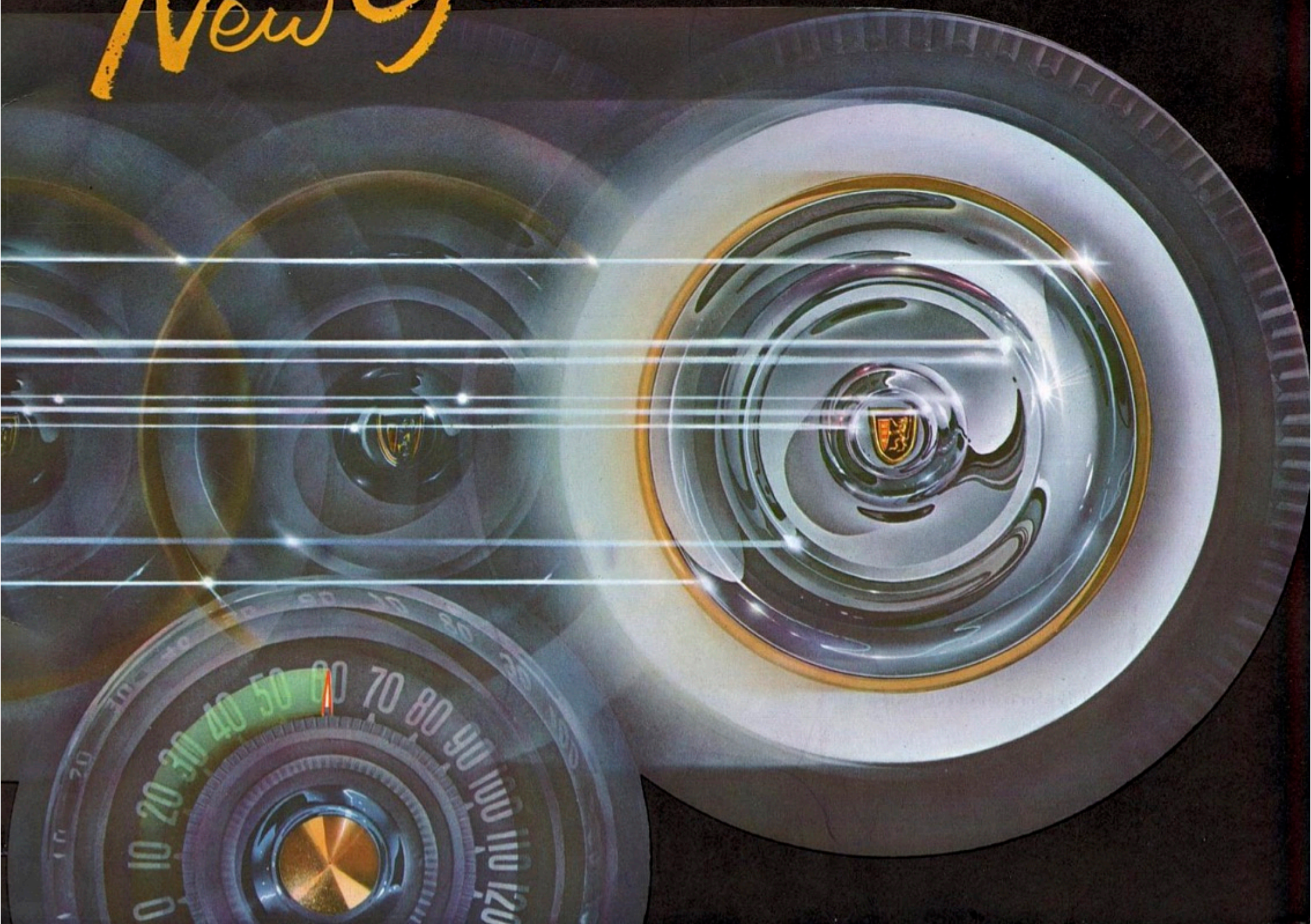




the CHRYSLER

New Yorker

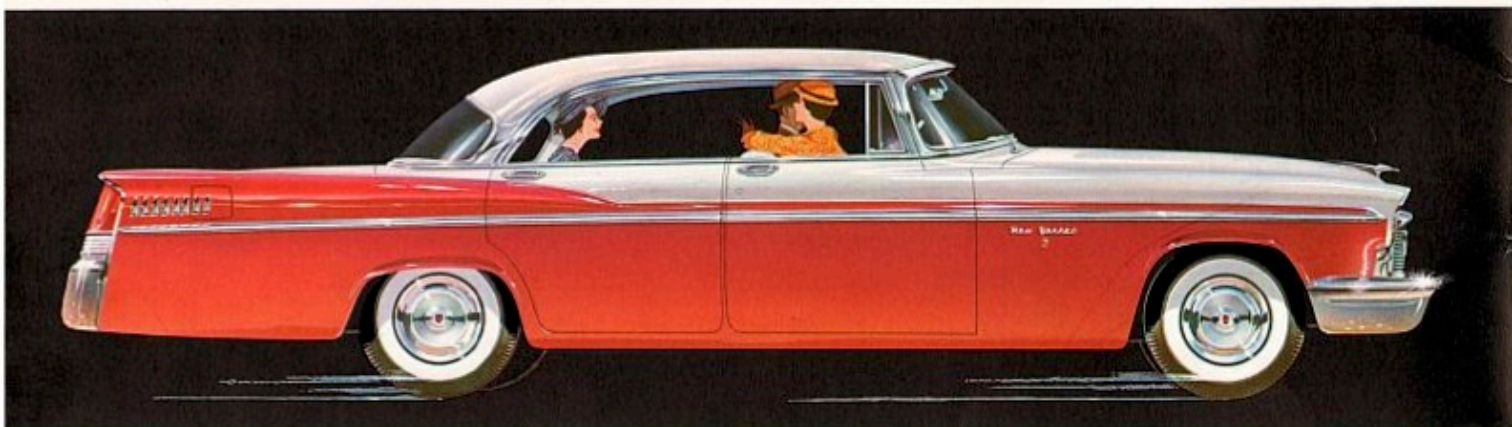




The Power Style Chrysler New Yorker



Now — more than ever *America's most smartly different car*



WE PROUDLY present to you the smartest and most beautiful car ever created by Chrysler designers and stylists. And we sincerely hope that your opinion of the car will be in complete agreement with ours.

The PowerStyle Chrysler is a new concept of motor car design — a perfection of balance, symmetry, and grace that sets a new trend in car styling. Every line flows into, and blends with every other line. Graceful curves and sweeping contours make it look longer and lower. It has the look and feel of power, fleetness, and motion in every line, even when the car is standing still.

It is a distinctive, new design — smartly different from the present-day square, boxy, stubby appearance of some of the other cars. And, it is more than likely that the Forward Look of the new Chrysler New Yorker PowerStyle design will have a far-reaching effect on the future designs of other cars.

Illustrated on the opposite page is the smart Newport Four Door Hardtop in three striking poses. Note the long, low, sleek, perfectly proportioned silhouette of the car. Here is the Forward Look — from the long, high-swept new rear fender design to the gracefully sloping hood and front fenders — one long, flowing line from rear to front that accentuates the look and feel of power and motion.

Note, also, the new front end design, with the distinctive horizontal grille, the widely spaced headlights and

parking lights, and the “out-rigger” bumper guards that extend around the car to the front wheel openings.

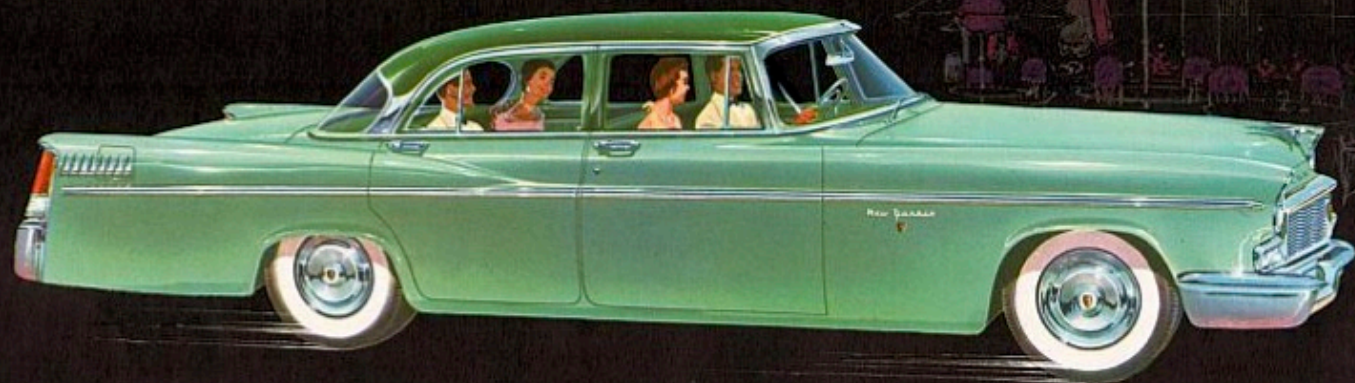
Equally as beautiful and distinctive is the new rear end design, with the wide, gently sloping rear deck; the exclusive Twin-Tower Taillights; and the full-vision, gracefully designed Clearbac wrap-around rear window.

Front, rear, from the side — from every angle, the PowerStyle design is a thing of beauty and smartness — distinctive — *and distinguished.*

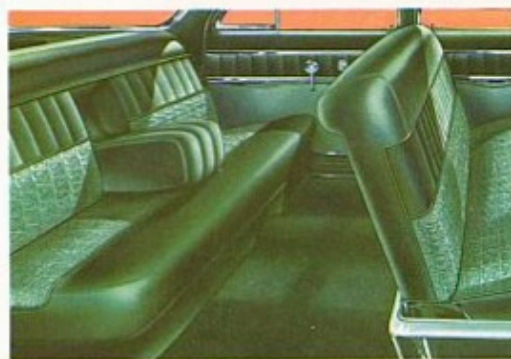
The six luxurious body styles in the New Yorker line are illustrated on the following pages. Also, you will find illustrated many of the rich, tailored-to-taste interiors, which embody the same attention to detail, and the inherent beauty of design and good taste so prominently obvious in the PowerStyle design of the exterior of the car.

From page 10 on, you will find brief descriptions of many of the most outstanding engineering features, we believe, to be had on any fine car today. But, to tell you *everything* of importance about the Chrysler New Yorker would take many times the number of pages in this catalog — and still, you would not have the full appreciation of the car's incomparable quality and performance, because you can get this *only* by driving the car yourself — which we would be delighted to have you do at your convenience. We can promise you the thrill of a lifetime behind the wheel of the 280-horsepower Chrysler New Yorker!





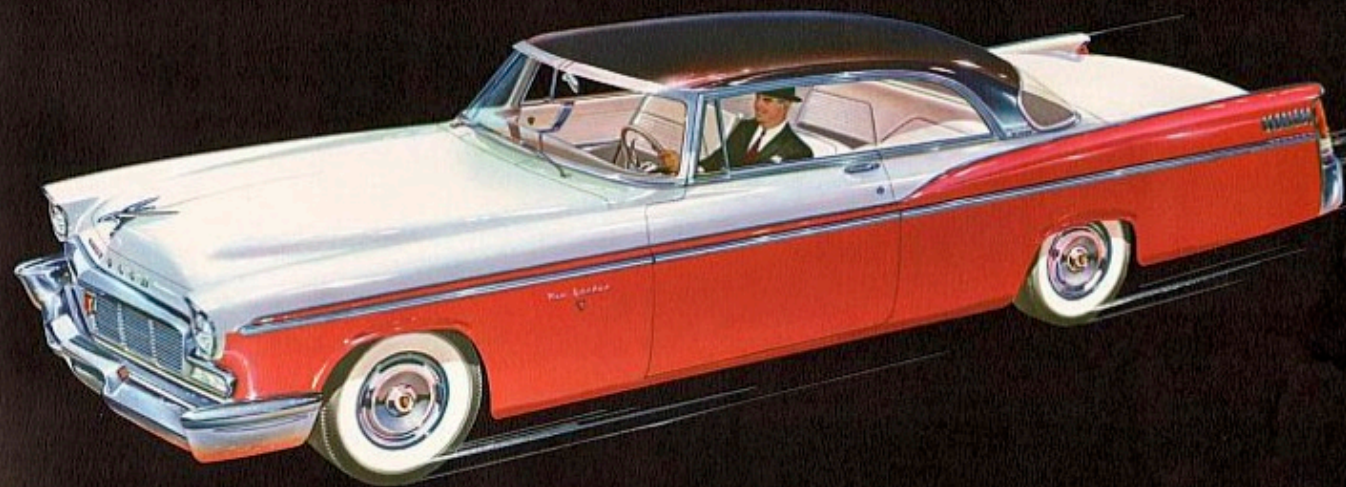
THE SIX PASSENGER SEDAN



SO MANY things are new about the New Yorker — the distinctive grille that thrusts forward to enhance the long, fleet lines of the car — the gently sloping new hood and front fender lines — the Super-Scenic Windshield that wraps around both top and bottom for greater vision and smarter appearance — the high-sweep rear fenders of great length and beautiful lines — the graceful contour of the roof, from the chrome Sun-Cap visor to the Clearbac wrap-around rear window — the prominent wheel openings — and the massive Twin-Tower Tail-lights that frame the wide, gracefully arched rear deck.

If the Sedan is your choice of body types, here is the car for you — the car that has everything for your comfort, convenience, prestige, and the pride of ownership that comes with the knowledge that you are driving the finest car in the fine car field today.

The interior is Sculptured Brocatelle with Satin Petit Point bolsters.

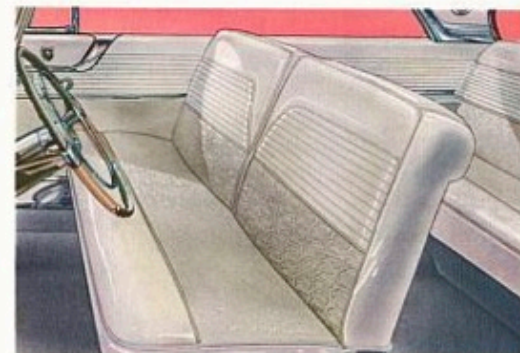


THE TWO DOOR ST. REGIS HARDTOP

REGIMENTAL Red, Cloud White, and Raven Black — here is one of the most beautiful color combinations on just about the smartest car you have ever laid your eyes on. It is the St. Regis — a two door Hardtop of breath-taking beauty, of incomparable style and elegance, and capable of a thrilling performance that lives up to its low, road-hugging, fleet and powerful good looks.

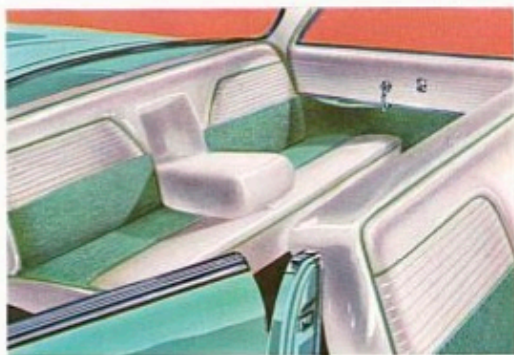
Under that long, sleek hood is the famous Chrysler FirePower V-8 Engine, with 280 horsepower. And combined with this great engine is the PowerFlite fully automatic transmission, which is operated by merely *pushing a button* conveniently located on the dash panel — another Chrysler Engineering First for present-day transmissions.

The luxurious interiors are color-keyed to harmonize perfectly with the exterior, giving you a car of exquisite good taste and charm — a car you will be proud to own — and thrilled to drive!





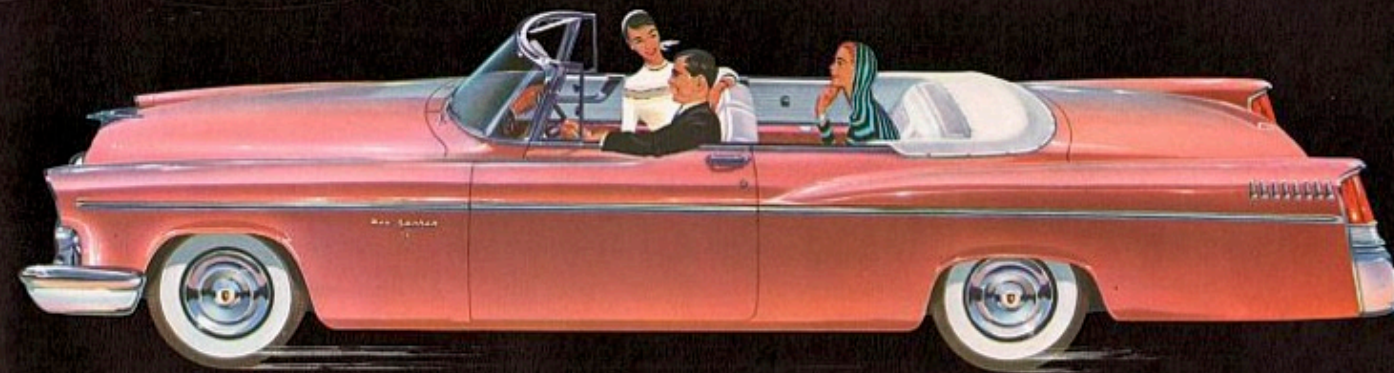
THE FOUR DOOR NEWPORT HARDTOP



SHORTLY after the War, Chrysler introduced *the first* Hardtop body style — and here is the PowerStyle version of this ever-increasing popular body type — the stunning, Four Door Newport Hardtop.

The silhouette of this gorgeous car is illustrated on the inside front cover, but, this perspective emphasizes the beauty of line of the long, high-sweep rear fenders and the fine designing embodied in what we believe will be regarded and accepted as the most beautiful and distinctive rear end design on any car for the coming year.

The New Yorker Four Door Newport Hardtop differs from others, not only in style and the graceful symmetry of line, but also in the fact that Chrysler designers have been successful in retaining the same generous, comfortable headroom, legroom, and elbowroom you will find in the Sedan. There are other advantages, and very desirable features you will find to your liking upon inspection of the car.



THE CONVERTIBLE COUPE

DESERT ROSE, with the interior hand-crafted in soft Coral Sculptured Brocatelle cloth and luxurious White Leather — a color harmony of incomparable beauty and style to grace the long, flowing lines of the fashionable New Yorker Convertible Coupe.

And, under this smart beauty is *power* — the unmatched performance of the FirePower engine and PowerFlite Transmission — the security of Power Brakes — the ease and relaxation of Chrysler's *full-time* Power Steering — the smoothness and safety of the PowerStyle ride — and the glorious satisfaction of knowing you can *lead the procession* at any time, and on any road you care to.

The top operates electrically, up and down in a matter of seconds. And electric window lifts are available for your convenience, if you choose. The rear deck is a huge storage compartment, and the counter-balanced deck lid can be opened easily and quickly.



PUSH BUTTON GEARSHIFTING—

As easy as pointing your finger—merely push the button, and the driving range of the fully automatic PowerFlite Transmission is automatically shifted for you. The selector panel is conveniently located on the instrument panel, to the left of the steering wheel.



NEW SAFETY DOOR LATCH—

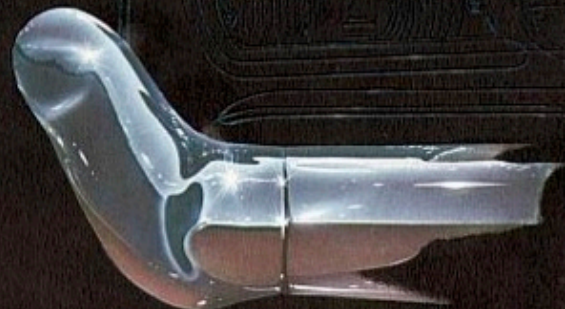
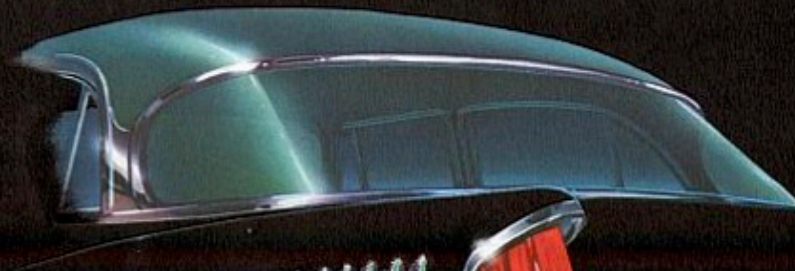
Another great Chrysler safety feature is the new Safe-Lock door latch, an ingenious design, with interlocking pieces of heavy-gauge steel on the door and striker, which keep the latch and striker securely engaged so the doors will not fly open in case of an accident.



SUPER-SCENIC WINDSHIELD—

Another PowerStyle safety feature is the Super-Scenic Windshield with swept-back corner posts that eliminate blind spots and provide a better view of the road ahead and to each side. It gives maximum visibility, with no distortion. And, it enhances the beautiful design of the car as a whole.

CLEARBAC REAR WINDOW—Maximum visibility to the rear and the elimination of blind spots—a very important safety feature—is afforded by the wide, wrap-around Clearbac rear window. Like the Super-Scenic Windshield, it also adds a note to the integrated styling and symmetry of the rear end design.



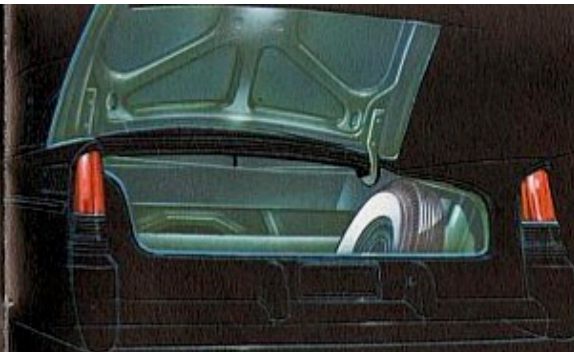
OUT-RIGGER FRONT BUMPERS—The PowerStyle design emphasizes, again and again, the flair for the original, the new and different note. The massive out-rigger front bumpers are a case in point. They extend well forward of the grille and sweep around the fenders to the front wheel openings.



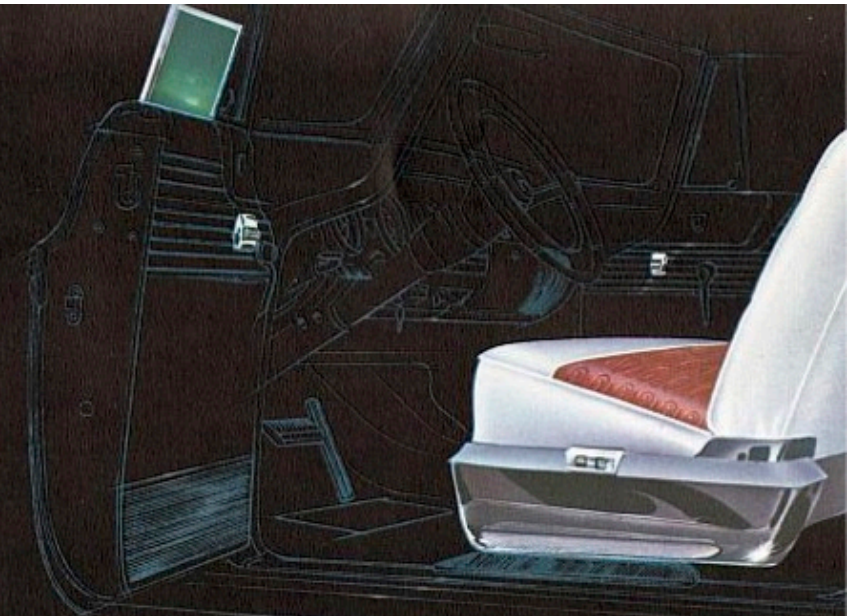
SAFETY CUSHION DASH—Chrysler introduced the Safety Cushion Dash Panel—a great safety feature to protect children or front seat passengers in the event of an emergency stop. This cushion of soft, molded rubber is now also included on the back of the front seat.



OVER-SIZED BRAKE PEDAL—Chrysler's new PowerSmooth Brakes are now operated by a light pressure on the wide brake pedal that is within easy reach of either foot. The new braking system is the finest in the industry.



MAMMOTH TRUNK SPACE—You are in for a big surprise when you open the deck lid and see the mammoth size of the luggage compartment. Here is all the room you will ever need for the longest trip. The deck lid is counter-balanced for easy opening and closing. Compartment is illuminated.



POWER SEAT & WINDOW LIFTS—Convenience features that are available for you on the New Yorker are electric window lifts and four-way power seat control. Each window has a separate electric motor, with a switch for each window, and a master switch at the driver's left, which controls all four windows. The power seat control moves the seat forward and upward, and another switch moves the seat vertically 3½ inches to the most comfortable driving position. A great comfort and safety feature much appreciated by both men and women alike.

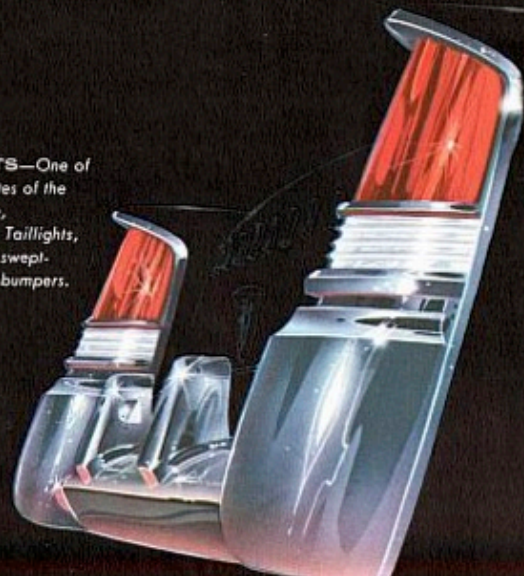
TWIN-TOWER TAILLIGHTS—One of the distinctive, flair-fashioned notes of the PowerStyle design is the massive, beautifully designed Twin-Tower Taillights, which extend from the top of the swept-back fenders to the massive rear bumpers.

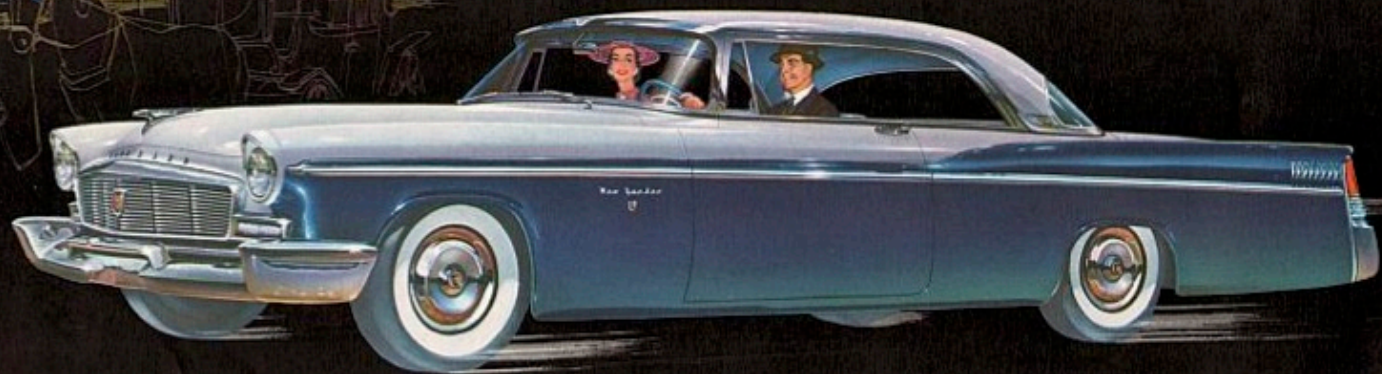
TAILORED-TO-TASTE INTERIORS—

Chrysler stylists have created interiors of impeccable good taste to harmonize and complement the PowerStyle design of the exterior of the car.

The fabrics are of new, smart, exclusive designs, and the colors are soft and color-keyed to match perfectly the hue and tone of the exterior paint.

A wide variety of colors and materials make it possible for you to tailor your Chrysler to your taste—with the same good judgment and sense of decor you use in decorating and furnishing your home.



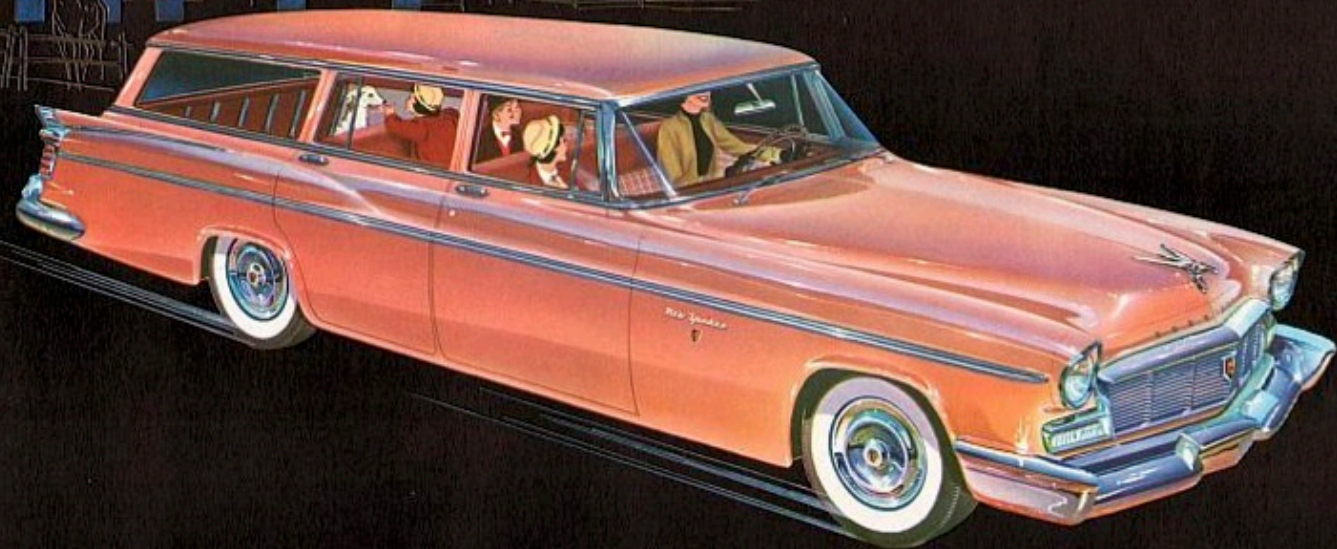


THE TWO DOOR NEWPORT HARDTOP



THE deep-rooted satisfaction of owning, and the enduring thrill of driving a *fine motor car* will find its greatest fulfillment in the ownership of a Chrysler New Yorker, and possibly the Two Door Newport Hardtop, shown above, if this is your choice of body types. But regardless of the body type, the Chrysler New Yorker is certain, we believe, to fulfill your greatest expectations of what a fine car should be. And each day and mile of driving will increase your appreciation of the excellence of Chrysler performance; confirm the wisdom of your judgment; and multiply the pleasure, enjoyment, and the pride of possession you get from your Chrysler New Yorker.

Truly, there are many other cars that will take you, quickly and safely, from place to place, but, there is *only one* Chrysler New Yorker, with its incomparable excellence, style, and prestige. Why not let us lend you a Chrysler New Yorker, at your convenience?



THE TOWN & COUNTRY WAGON

FOR MANY years the Chrysler Town & Country Wagon has been regarded as *the ultimate* in station wagons, and the 1956 PowerStyle creation is, by far, the smartest and the most utilitarian Town & Country Wagon Chrysler has ever offered.

It has the PowerStyle look of modernity and class. And, as the name implies, it is equally at home taking a party in state to a dance at the Country Club, as it is hauling bushels of produce home from the farm in the country.

The body is All-Steel for your safety. Two wide doors on each side afford easy entrance or exit to the front or rear compartments. The tailgate lowers flush for easy loading. The divided rear seat can be folded forward to give you a storage space 47 inches wide, 35 inches high, by 116 inches long, with the tailgate down. A removable Kiddie Seat, especially designed for the children, is available.



engineered for thrilling performance... solid comfort...and incomparable safety!

Chrysler Engineering has, from the beginning in 1924, always been highly respected and generally regarded as the finest engineering in the Industry. And the preponderant number of "Engineering Firsts" accredited to Chrysler Engineers is sound justification for this widespread respect and high regard.

Chrysler Engineering has always striven to attain three objectives

— performance — comfort — and safety. And, down through the years, the coordination of these objectives has been rigidly maintained and balanced so that with every increase in performance, there has been a comparable increase in the safety that has been designed, engineered and built into Chrysler Cars. The 1956 Chryslers are the finest performing, *the safest*, and most comfortable cars we have ever designed.

... the most advanced engine design in the Industry today!

In 1951, after five years of research, development and testing, Chrysler introduced the revolutionary airplane-type FirePower V-8 Engine.

It was immediately recognized as the most advanced design, the greatest automobile engine to be introduced since the first Chrysler High Compression engine, which created such a sensation in 1924.

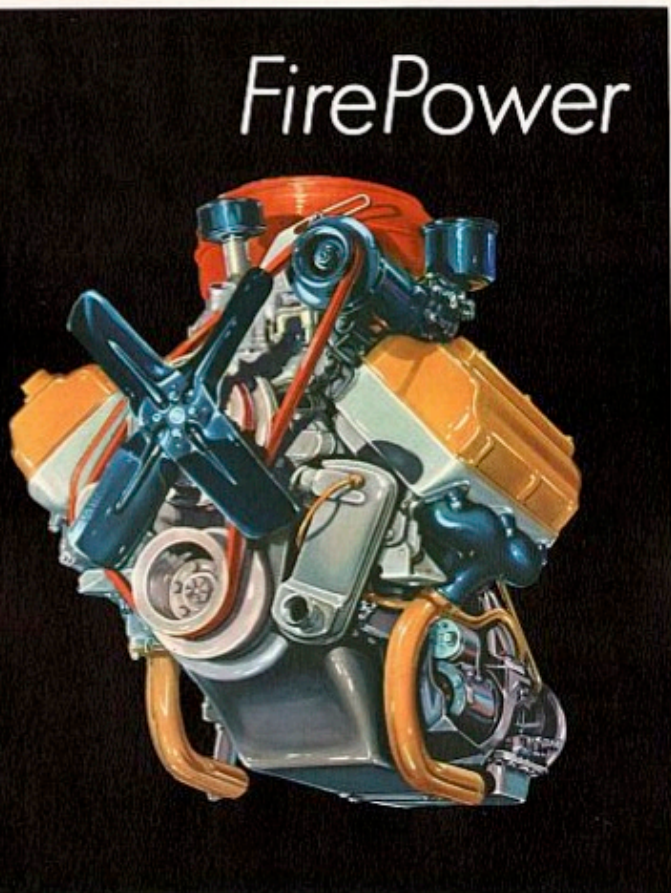
Since that time, Chrysler Owners, all over the world, have driven the FirePower engine billions of miles, and have proved, beyond all question, that it is truly the finest engine in the Industry today.

You will be amazed at its performance, because it has tremendous reserve power throughout its entire power range. This means safety — greater safety and peace of mind because, when you want to pass a car, there is power to do it — easily, quickly, and safely.

You will be amazed at its smoothness and quietness. It purrs along, silently, at two or three miles an hour in traffic. And yet, it accelerates with the speed of the wind with the same quiet effortlessness.

Chrysler Owners have learned, from experience, how economical the FirePower engine is — how little it costs to service and maintain — how dependable and long-lived it is. All of which qualities are directly traceable to the excellence of the engineering and design that went into the concept, development, and perfecting of this great power plant.

Great claims, naturally, are made for *every* automobile engine — and rightly so — but, our suggestion is that you drive the FirePower engine — get behind the wheel yourself and don't "spare the horses!" If you do this, regardless of the car you have been driving, we believe you will get the thrill of your life — and a new, Forward Look on engine performance and excellence. Won't you do this, at your convenience?



FirePower

Powerflite Transmission —with no gearshift lever!

With the introduction of the remarkable PowerFlite fully automatic, no-clutch transmission, Chrysler Engineers again made automotive history. And, we can assure you that never in your driving life have you experienced anything like it for accelerating power — for smoothness and quietness — for safety of operation — for sheer ease of control and for relaxed driving, in traffic or touring.

It is, you will discover, the most automatic of all no-shift drives. It is also the *most powerful on accelerating*. It is the smoothest and quietest. It is the easiest to drive. It is the simplest in design, lightest in weight, and requires less service to maintain.

The 1956 PowerFlite has a new, revolutionary convenience, safety, and ease-of-operation feature — *the Push Button Drive Selector* on the instrument panel, which is illustrated on the right.



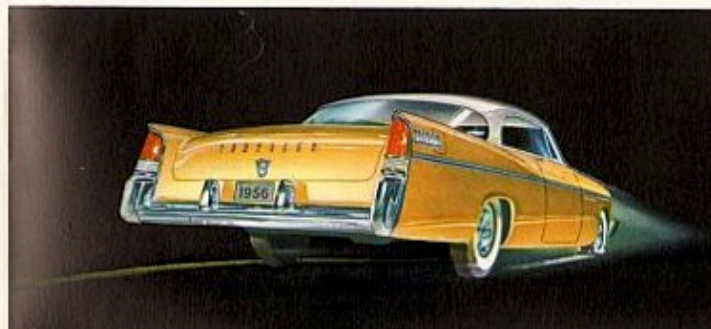
Here is the control panel for the PowerFlite Transmission, which makes driving easier and safer. No cumbersome gearshift lever — you merely push a button to select the driving range you want — as easy as pointing your finger. The panel is conveniently located on the instrument panel to the left of the steering wheel, out of reach of front seat passengers and especially small children.

PowerPilot Steering... a great improvement on the original Chrysler full-time power steering!



Chrysler introduced the original Power Steering in 1951, and today, practically every make of car has power steering. But, Chrysler alone has full-time Power Steering, which works for you every second your engine is running — doing 80% of the work of turning the steering wheel for you. With complete "road feel," driving is easier and safer. There is less fatigue and driving strain, in traffic or on the long trips. Parking is easy and almost effortless. This great feature is, we suggest, one you *must* try — and *must* have on your New Yorker.

Suppose you have a blowout...



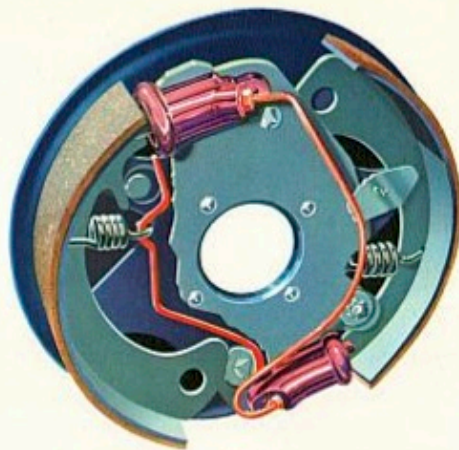
— which is very unlikely with the revolutionary, new Nylon Deluxe SuperCushion tires — but if you do when driving a Chrysler, you are *safe*, because the exclusive Safety-Rim Wheel holds the tire securely on the rim and permits you to bring the car to a safe, sure, swift stop, with no danger of swerving or running off the road. Safety-Rim and the Nylon Deluxe Super-Cushion tires are but two of many *safety* features you will find in a Chrysler New Yorker.



On the back roads...
or on the boulevard...
it's as smooth as a millpond!

You don't bounce through the top in any car today. They are all comfortable, and easy riding. But, there are still differences in the *quality of ride*, so again, we suggest you "ride" the Chrysler.

The Oriflow Shock Absorbers are amazingly efficient in softening road shocks, and in controlling both up-and-down and side motion of the car. In the front, they are mounted in heavy coil springs, and in the rear, they are straddle-mounted to check sidesway. The rear springs are long, tapered leaf. The tires are the revolutionary new Nylon Deluxe Super-Cushion tires that have nearly twice the endurance safety factor; are quieter and smoother and will give almost double the tire mileage—another Chrysler "first" for your safety and comfort!



The New PowerSmooth Braking System... the finest ever developed!

Chrysler introduced Hydraulic Brakes in 1924—Power Brakes in 1932—and now, for 1936, introduces the new PowerSmooth Braking System—the safest, surest, smoothest brakes Chrysler Engineers have ever developed.

The new system is hydraulic, of course, but the reason for its exceptional performance is the new, floating-shoe Center-Plane brake design. This new design gives as much as 20,000 miles more brake lining wear—requires one quarter less pedal effort—gives quicker brake response—the brakes are perfectly balanced to eliminate side sway—are smoother, surer, safer in operation.



It's never muggy... or hot ... or uncomfortable with Chrysler Air Conditioning

Chrysler Airtemp Air Conditioning is an investment that will repay you, *many times its cost*, in greater comfort; less driving fatigue; greater safety; more enjoyment during the hot summer months; and in complete relaxation and pleasure, whether you are driving to the office or taking a cross-country trip when the temperature is flirting with the century mark. You get a cool, constant supply of fresh air, filtered and dehumidified. In just a few blocks of travel your car cools down to a comfortable temperature. Quick, cool relief without drafts, even when you are moving slowly in traffic. Your Chrysler dealer will explain why Airtemp is the unit for you.



Solid Comfort at Zero!

Winter is no hardship with a Chrysler because you can keep your car warm and your windshield clear of ice or snow. You have your choice of the Chrysler Conditioner Air Heater, or the new Chrysler Instant-Heat Gasoline Heater, which supplies warm air in a matter of seconds. Both heaters supply sufficient warm air through the Defroster vents to keep the windshield clean even during a heavy snow or sleet storm.

The news and music while you are on the road!

Radio?—you have your choice of two marvelous machines to give you the broadest and truest reception—the Music Master or the Electro Touch Tuner, which automatically picks up and tunes in all stations that can be received the length of your dial. Both instruments have magnificent tone and are easily controlled by dials conveniently located on the instrument panel.



To make your possession of a
Chrysler more enjoyable... more
pleasant... more satisfactory

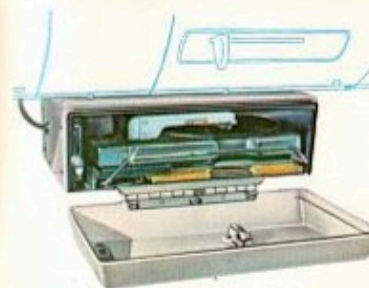
Rear Seat Radio Speaker

On both the Music Master and the Electro Touch Tuner, you may have a speaker installed in the rear compartment to insure perfect reception by the rear seat passengers. This applies to all body styles other than the Convertible Coupe and the Town & Country Wagon. Speaker is installed on the shelf behind the rear seat back.



Revolutionary!— a Car Phonograph

Here's another "Chrysler First"—a phonograph for the automobile—the revolutionary, new Highway Hi Fi! The unit is installed below the instrument panel in the center of the front compartment. It operates electrically, using the regular radio loud speaker. The 16-2/3 rpm record will play for forty-five minutes. Have your Chrysler Dealer demonstrate this great new "pleasure" feature.



Available on all body styles is the new safety and convenience feature—the power 4-Way Seat Control. One switch moves the front seat forward—and as it goes forward it raises to give you a better driving position. The other switch moves the seat vertically to the most comfortable driving position. A great comfort and safety feature.



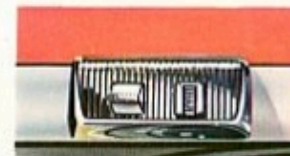
Forget the Sun!

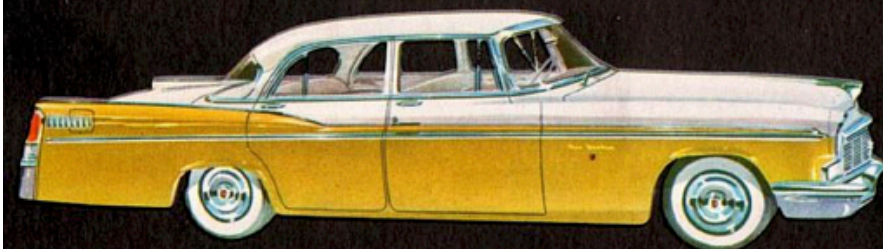
Driving into the sun is nerve-racking—and dangerous. This can be greatly minimized by having Solex Glass installed when you order your car. It softens the sun's rays, giving better vision—and cooler driving.



Up they GO!

Merely push the button—and up go the windows—with the Chrysler Electric Window Lifts. There is a separate motor and switch for each window, and a master switch which controls all four windows.



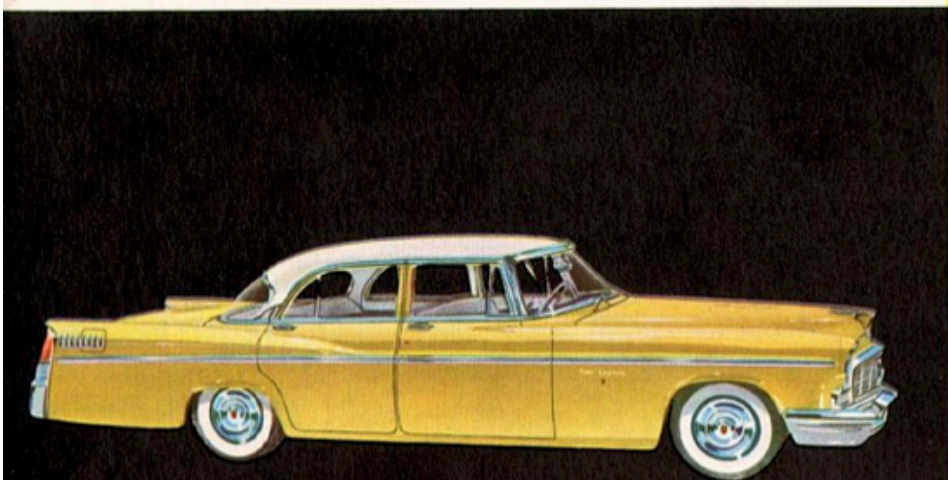


ANOTHER POWERSTYLE FEATURE

A wide selection of gorgeous new colors, both in single and two-tone, are available, and you also have your choice of *two color schemes* in a large variety of two-tone combinations.

Illustrated at the top, above, is the Sedan with the Contour Moulding and the *Special Two-Tone* color scheme which is available at slight extra cost. Below, is the Sedan in the *Standard Two-Tone* Combination.

The *Special Two-Tone* may be had on the Two-Door Newport Hardtop, the Four-Door Newport Hardtop, the Convertible Coupe, and the Sedan. The *Standard Two-Tone* combination is not available on the St. Regis Hardtop, or the Convertible.



The Chrysler New Yorker



SPECIFICATIONS

BODY STYLES: 6-Passenger Sedan; Two-Door Newport Hardtop; Four-Door Newport Hardtop; Convertible Coupe; Two-Door St. Regis Hardtop; Town & Country Wagon.

ENGINE: FirePower 90° V-8 Overhead laterally inclined Valves; Bore and Stroke 3.94 in. x 3.63 in.; Compression Ratio 9.0 to 1; Displacement 354 cu. in.; Brake Horsepower 280. Four Barrel carburetor; Hemispherical combustion chamber. Shear type Engine Mountings; Full pressure lubrication; Full length water jackets; Oil bath Air Cleaner and Silencer; Full Flow Oil Filter; Floating Oil Intake; Dual Exhaust System; Integral Automatic Choke; 5 quart crankcase capacity.

ELECTRICAL: High capacity generator, 30 ampere; battery capacity 12 volts, 78 plate, 70 amp. hr.; 14 mm "Long-Reach" resistor type, charge-cooled Spark Plugs; Waterproof Ignition; Ignition key starter; Electric two-speed windshield wiper; Electric clock; Cigar Lighters; Dual directional signals; Lights—Sealed beam headlights, back-up, automatic entrance, rear dome and automatic switch, glove compartment, handbrake warning flasher, rear license plate, luggage compartment, and map light.

BRAKES: New Chrysler PowerSmooth Braking System—hydraulic, internal expanding with Cycle-bond linings; Power Brakes; Easi-Lock independent parking brake; Parking brake handle on instrument panel.

COOLING SYSTEM: Thermostatic by-pass control; four bladed fan (six bladed with air conditioning); fin and tube type; pressure vent radiator cap; radiator capacity 25 quarts.

DIMENSIONS: Wheelbase 126 in.; Tread front 60.4 in.; Tread rear 59.6 in.; Over-all length Sedan and Newport Four-Door Hardtop 221.2 in.; Town & Country 220.3 in.; St. Regis, Newport, and Convertible 224.2 in. Width 81.0 in., Height 60.9 in. (loaded).

FUEL SYSTEM: Four barrel down-draft carburetor; Water-jacketed throttle body; Oilite fuel filter in gas tank; fuel tank filler cap location right rear fender; fuel tank capacity—21 gallons (18.5 gallons for Town & Country Wagon).

POWERFLITE TRANSMISSION AND DRIVE: Fully automator torque converter with planetary gear set; Torque converter starting ratio 2.7 to 1 combined with planetary ratio to give 4.64 to 1 breakaway ratio; upshift from 15 to 65 mph; automatic downshift at 11 mph; Instantaneous passing gear; Hotchkiss drive through rear springs; Hypoid rear axle; Rear axle ratio 3.36 to 1; Push-Button controls on instrument panel.

STEERING: Symmetrical idler arm steering linkage; Steering wheel turns required, from full right to left, with manual—5.5 turns, with Full-Time Power Steering—3.75 turns; Power-Pilot Full-Time Power Steering available at extra cost.

SUSPENSION: Front— independent lateral control coil springs with Oriflow shock absorbers mounted in center; Rear suspension— parallel longitudinal leaf, semi-elliptic, steel springs; direct acting straddle mounted Oriflow shock absorbers; 14 body mounts (18 on Convertible Coupe); welded double-channel box section frame rails extending all the way to the rear; stronger lateral cross members.

TIRES: Nylon Deluxe SuperCushion Tubeless Tires 8.00 x 15, 4-Ply; Safety Rim Wheels; Stainless Steel Wheel Covers.

INTERIOR APPOINTMENTS: Air foam seat cushions and seat backs; rear center folding arm rest; arm rests on doors; ash trays front and rear; assist handles in rear (Sedan); carpet in front and rear compartment; coat hooks (Sedan); fixed foot rests; chrome horn ring; lock on glove box; Safety cushion instrument panel; manual front seat adjustment; two inside sun visors; manual window control handles; luggage compartment lining, flocked carpet; clock.

EXTERIOR APPOINTMENTS: Two outer front and two outer rear bumper-fender guards; SunCap Visor (Sedan, Newport, and St. Regis); cowl ventilator; undercoating; chromed stainless steel wheel covers; windshield washer.

OPTIONAL AT EXTRA COST: Air Conditioning (except Town & Country, Convertible); Electro Touch Tuner Radio with foot control standard equipment (with or without rear seat speaker); Music Master Radio (with or without rear seat speaker); Steering Wheel self-winding clock; Highway Hi Fi Phonograph; Solex Glass; White Sidewall Tires; Electric Window Lifts; 4-Way Power Front Seat; Chrysler Instant-Heat Heater; Custom Air Conditioner Air Heater; Wire Wheels; Chrysler Full Time Power Steering; Removable Kiddie Seat for Town & Country. **CUSTOM GROUP**— Prismatic Mirror; Custom Steering Wheel; Nylon White Sidewall Tires; Rear License Plate Frame. **CONVENIENCE GROUP**— Vanity Mirror; Solex Glass; Outside Rear View Mirror (left). **POWER GROUP**— Power Steering; 4-Way Power Front Seat; Electric Window Lifts (front and rear doors on Sedan, Hardtops, and Town & Country. Front doors and rear quarter windows on Convertible, Newport, and St. Regis). **SPECIAL TWO-TONE PAINT**— as explained on the left, available on the Sedan, Newport, 4-Door Hardtop, and Convertible Coupe.

All Prices and Specifications subject to change without notice.

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