



The Power Style Chrysler New Yorker



Now - more than ever Omerica's most smartly different car





TWIE PROUDLY present to you the smartest and most W 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 Power-Style 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 yourselfwhich 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



O MANY things are new about the New Yorker – the distinctive of life that threats forward to enhance the long, fleet lines of the car – the gently sloping new hood and front fender lines – the Super-Seenie Windshied that wraps around both top and bottom for greater vision and smarter appearance – the high-sweep rea 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 Tall-lights that frame the winde, 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

REMINISTAN. Red, Cloud White, and Ravon Black—here is one of the most beautiful color combinations on just about the smartest car you have ever hisl your eyes on. It is the St. Regis—a two door Harthop of breath-taking beauty, or incomparable style and elegance, and capable of a thrilling performance that lives up to its low, read-hugging, fleet and noverful good large.

Under that long, sleek hood is the famous Chrysler FirePower V-8 Engine, with 280 horsepower. And combined with this great engine is the PowerPlite 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 silhoutet of this gorgeous car is illustrated on the inside front cover, but, this perspective emphasizes the beauty of line of the long, high-sweep rare 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, confortable 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 care.

THE CONVERTIBLE COUPE

Desert Rose, with the interior hand-crafted in soft Coral Sculpharmony 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 unmatchable performance of the FirePower engine and PowerFile Transmission. The security of Power Brakes—the case and relaxation of Chrysler's fulltime Power Steering—the smoothness and safety of the PowerSteering—the s

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.





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, on 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.

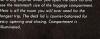


CLEARBAC REAR WINDOW-Maximum visibility to the rear and the elimination of blind spots—a very important safety leature-is afforded by the wide, wrap-ground Clearbac rear window. Like the Super-Scenic Windshield, it also adds a note to the integrated styling and symmetry of the rear end design.



around the fenders to the front wheel openings.







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.



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 tasto-with the same good judgment and sense of decor you use in decorating and furnishing your home.



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 swent. back fenders to the massive rear bumpers.











THE TWO DOOR NEWPORT HARDTOP



Thus, deep-rooted astifaction of owning, and the enduring thrill of advining a fine notor or will find its greatest Infillment in the consensity of a Chrysler New Yorker, and possibly the Two Door Newport Hardford, shown above, if this is your choice of hody types, the Chrysler New Yorker is certain, when the consense is the body type, the Chrysler New Yorker is certain, when the consense is the consense of the hody type, the Chrysler New Yorker is certain, and head the And each day and mile of driving will increase your ashould be. And each day and mile of driving will increase your association of your judgment; and multiply the pleasure, enjoyment, and the unite of nonession you are 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

POR MANY years the Chrysler Town & Country Wagon has been regarded as the ultimate in station wagons, and the 1956 Power-Style 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 taligate 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 taligate down. A removable Kiddie Seat, especially designed for the children, is available.

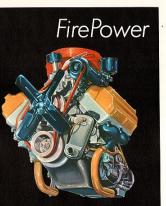


engineered for thrilling performance... solid comfort...and incomparable safety!

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 widesuread resuce 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 halanced or 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 1986 Chryslers are the finest performing, the safet, 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 ear, 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 FierDover engine — get behind the wheel yourself and don't "spare the honest." If you do this, regardless of the car you have been driving, we believe you will get the thill of your life – and a new, Forward Look on engine performance and excellence. Work you do this, at your convenience?

Powerflite Transmission -with no gearshift lever!

With the introduction of the remarkable PowerFlite fully automatic, no clutch transmission, Chrysler Engineers again made automotive bilatory, 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 case 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 PowerFile Transmission, which makes driving casier and safer, No combernous gearshift learyou merely pank a button to select the driving range you want—as easy as pointing your fuper. The panel is conveniently located on the butturnest panel to the left of the steering wheel, out of reach of front seat passengers and expectally small children.



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



Chypler introduced the original Power Storing In 1814, and today, protectally every make of our has power sterring. But, Chryyder nother platform Power Storing, which can be compared to the platform Power Storing, which we do of non-new yearend your engine platform Power Storing, and solve of the work of the platform Power Storing and Storing are made and order. There is power for the platform of the platform o

Suppose you have a blowout...



— which is very unlikely with the revolutionary, we Myen Debuses SuperCubino in time—but if you do when driving a Chrysler, you are only, because the exclusive Selety-Ein Wheel bolds the live securely on the rim and permits you to bring the ear to a safe, sure, wor'll stop, with no danger of swerving or running off the read. Selety-Ein and the Nylon Debuse Super-Cubino tires are but two of many neglety fea-tures 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!





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 crosscountry 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.



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

Chrysler introduced Hydraulic Brakes in 1924 - Power Brakes in 1999 - and now for 1956 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 ouicker brake response - the brakes are perfectly balanced to eliminate side sway - are smoother, surer, safer in operation.





Solid Comfort at Zerol

Winter is no hardship with a Chrysler because you can keep your car warm and your windshield clear of ice or mow. You have your choice of the Chrysler Conditioner Air Heater, or the new Chrusler Instant-Heat Gasoline Heater which symplies 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.

To make your possession of a

Chrysler more enjoyable...more

pleasant...more satisfactory

Available on all body styles is the new

safety and convenience feature - the

power 3-Way Seat Control. One writch.

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

A areat comfort and salety leature



Rear Seat Radio Speaker

instrument panel.

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 diels conveniently located on the

On both the Music Master and the Fleetro 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 shell behind the year seat back.



Revolutionary!-

Here's another "Chrysler First" this great new "pleasure" feature.



a Car Phonograph

a phonograph for the automobile - the revolutionary, new Highway Hi Fil 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 rum record will play for forty-five minutes Have your Chrysler Dealer demonstrate

Forget the Sun!

Driving into the sun is nerve-wracking-and dangerous. This can be greatly minimized by having Soler Glass installed when you order your car. It softens the sun's rave 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 twotone 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: FierPower 90 "V.S. Overhend laterally inclined Valvers, Bore and Stroke 334 in. x .456 in z. Compression Statio 9.0 to 1: Displacement 384 cc. in.; Brake Heerspower 880. Four Barret carburetor; Hemispherical combustion chamber. Shear type Engine Mountings: Full pressure bidersion; Full leadth water jackets; Ol bath Air Cleaner and Siencer, Full Flow Oil Filter; Floating Oil Intake; Dual Exhaust System; Integral "Automatic Choke; 5 quart crankeau capacity.

EECTRICAL: High capacity generator, 30 suspers; battery capacity 18 volts. 78 plate, 70 arm, br.; 14 sm. Tang-Reach; "castiest type, charge-could Spark Plang; whereproof Ignitions Ignition key starter; Electric two-speed windshied wiper; Electric clock; Cigar Lighters; Dual directional signals; Lights—Sealed beam headlights, back-op, automatic entrance, rear dome and automatic switch, glove compartment, handbrake warning flusher, rear license plate, lagage compartment, and map light.

BHARKES: New Chrysler FowerSimooth 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 fas (six bladed with air conditioning); fin and tube type; pressure vent radiator cap; radiator capacity 25 quarts.

DIMENSIONS: Wheelbase 183 in; Tread front 0.0.4 in; Tread renr 9.0.6 in; Over-all length Sedan and Newport Four-Door Hardtop 281.2 in; Town & Country 280.3 in; St. Regis, Newport, and Courtellie 281.8 in; Width 81.0 in, Height 60.9 in; (loaded).

FUEL SYSTEM: Four barrel down-draft carbureter; Water-jacketed throttle body; Oilite fuel filter in gas tank; fuel tank filter cap location right rear fender; fuel tank capacity—21 ralless; 183 ralless for Town & Country Watero.)

POWERFLITE TRANSMISSION AND DRIVE: Pully automater torque converter with planetary gear set; Torque converter starting ratio 2.7 to 1 combined with planetary ratio to give 4.94 to 1 breaksway ratio; upshift from 15 to 66 mpk; automatic downshift at 11 mpk; Instantaneous passing gear. Hotchkies drive through rear springs; Hypoid rear axis; Rear axis ratio 3.50 to 1; Pub-Bettoc control on instrument panel.

STEERING: Symmetrical idler arm steering linkage; Steering wheel turns required, from full right to left, with masual — 3.5 turns, with Full-Time Power Steering — 3.73 turns; Power-Flot 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 lead, semi-dilptic, steel springs direct acting standale mounted Oriflow shock absorbers; 18 body mounts (18 on Convertible Coups); webfed double-channel box section frame rails extending all the way to the rear; stronge lateral eros members.

TIRES: Nylon Deluxe SuperCushion Tubeless Tires 8.00 x 15, 4-Ply; Safety Rim Wheels;

INTERIOR APPOINTMENTS: Air foam reat cushions and east backs; treat creater folding arm rest; arm rests on doors; ash treay front and rear assist handles in rear (Sedan); carpet in front and rear compartment; onat books (Sedan); fixed fost rests; chrome horn ring; lock on glove bor; Safety cushion instrument punel; manual front sent adjustment; two inside som visces; manual window control handles; lugages compartment liming, 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.

OFFIDNAL AT ENTRA COSTA & Conditions (coupt True & Country, Courtellist), Electron Tourit True Holle, with fact count in decided regionate (e.g., Section, Vision), and the section of t

All Prices and Specifications subject to change without notice.

CHRYSLER DIVISION . DETROIT