

Many Innovations Built Into Chrysler; High Fidelity Record Player Tops List

The 1956 Chryslers, featuring such innovations as push-button shifting, high fidelity record player, LifeGuard door latches and instant-heat aircraft-type heater, will be displayed at the Auto Show here.

"The youthful spirit and vigor of Chrysler Corporation's Forward Look is accentuated still further in the 1956 Chrysler lines by the use of completely original flight-swept rear fenders," said E. M. Braden, general sales manager, Chrysler Division, Chrysler Corporation.

"For 1956, the 'Power-Style' Chrysler Windsor and 'Power-Style' Chrysler New Yorker models feature the latest engineering advances—exclusive new Push-Button PowerFlite drive, new 12-volt electrical system and new center-plane brakes of unprecedented efficiency and long wear."

Two new V-8 engines—a more powerful 280-horsepower FirePower V-8 in the Chrysler New Yorker line and a 225-horsepower Spitfire V-8 in the Chrysler Windsor line, offer outstanding performance and increased economy. A new high-efficiency power modification available on Windsors boosts Spitfire engines to a full 250-horsepower.

For 1956 Chrysler also offers new flight-swept rear fenders, new high-efficiency vacuum PowerSmooth brakes, new pull-type door handles, new improved Safety Beam headlights and a new rotary-type decklid latch.

The 1956 Chryslers are offered in two lines—the Chrysler Windsor and the Chrysler New Yorker. Wheelbase measurement of all cars is 126 inches. They are available in a choice of 17 solid colors and 135 color combinations.

The Chrysler Windsor is available in a completely new four-door hardtop, six-passenger sedan, Nassau hardtop, Newport hardtop, convertible coupe and the Town and Country Wagon. The Chrysler New Yorker line includes a new four-door hardtop, six-passenger sedan, Newport hardtop, St. Regis hardtop, convertible coupe and Town and Country Wagon.

New style-setting flight-swept rear fenders emphasize the low, slim, taut lines characteristic of the Forward Look. Fin-like, the new fenders lend an aircraft feeling to the overall design. Chrysler's 1956 hardtop and convertible models are five inches longer than last year.

The clean horizontal lines of the grille bars sweep out toward the front fenders, with the wide front parking lights adding to the feeling of width and lowness. The Chrysler New Yorker's unique "wing tank" outer bumper extensions also carry on the aircraft theme.

Completing the low, road-hugging look of both lines, the outer edges of the grille frames and parking light openings slope inward, accentuating the tumblehome of the upper structure of the cars.

Tail lights, stop lights and back-up lights of the 1956 Chrysler have been designed into a single integrated unit, fully protected at the top by a "brow" which juts out from the fender. Nylon cord tubeless tires are standard equipment on the Chrysler New Yorker. Large wheel openings and distinctive wheel covers emphasize the functional quality of the wheels. New easy-pull door handles have been designed to actuate the LifeGuard door latches.

For 1956 Chrysler introduces a revolutionary new push-button drive, another step toward the complete-automatic automobile. Located conveniently to the left of the steering column, the push-button selector gives the driver true finger-tip control over his car at all times.

The push-buttons are mounted on a panel projecting from the instrument panel. A light touch is all that is needed to change the driving range, and this can be accomplished without lifting the elbow from the arm rest. A hydraulic interlock prevents the driver from accidentally selecting reverse when he is traveling over ten miles per hour. The button in operation is dimly lighted at night, with the buttons not in operation brightly lighted for easy range selection.

For 1956, Chrysler offers a standard equipment an important new advancement in passenger safety, the LifeGuard door latch. Extensive tests have proven that this new latch, with inter-locking pieces of heavy-gauge steel on both door and striker, virtually eliminates the possibility of car doors flying open on impact. It literally ties the doors and body together into a strong unit.

New windshield wipers on the 1956 Chrysler lines will clean ten per cent more area than last year. Taking advantage of today's higher-quality gasolines, Chrysler has increased the compression ratio of its Spitfire engine in the Chrysler Windsor line from 8.0 to 8.5 to one, increased its bore diameter to 3.1 inches, and increased its displacement to 331 cubic inches for 225-horsepower at 4,400 r.p.m. With the new super power modification offered as optional equipment, the Spitfire delivers 250-horsepower at 4,600 r.p.m.



THE 1956 CHRYSLER NEW YORKER features a new 280-horsepower FirePower V-8 engine, fully automatic Push-Button PowerFlite drive, new PowerSmooth center-plane brakes and new flight-swept rear fenders. New super-safe LifeGuard door latches are standard equipment, as are nylon cord tires. An aircraft-type instant gasoline heater which reaches 100-degrees in seconds, and a revolutionary high fidelity record player are available as optional equipment.



FEATURING STRIKING NEW FLIGHT-SWEPT REAR FENDERS, the 1956 Imperial Newport is five inches longer than last year, with a wheelbase of 133 inches. Powered by a new 280-horsepower FirePower V-8 engine, the automobile has the commanding proportions and grace of line to please the most discriminating taste. A high-fidelity record player and new aircraft-type instant gasoline heater are offered.

THE 1956 IMPERIAL offers revolutionary push-button shifting as standard equipment, plus a complete selection of new power equipment. The Imperial six-passenger sedan, shown above, is five inches longer than last year and features flight-swept rear fenders topped by distinctive outboard tail lights. Also available in the Imperial line are a Newport hardtop, new four-door hardtop, and the luxurious Crown Imperial. The cars are powered by a new 280-horsepower FirePower V-8 engine. The Imperial is sold in Klamath Falls by Ballard and Bennett.



Chrysler Uses Push-Control

For 1956, Chrysler Corporation has taken another significant step in the trend from completely manual to completely automatic car control by incorporating easy-to-use, extra-safe push-button controls for the PowerFlite transmission. Completely avoiding any connotation of "shifting" which is implied by the use of a lever, the new push-button controls operate completely automatic control, yet permit the driver to predetermine the car's operation for any driving situation.

Located on a small addition to the left end of the instrument panel, the push-buttons can be reached without moving the arm forward, yet required only three to five pounds push (radio push-buttons need at least a five-pound push). Placed to the left of the driver, the controls are out of reach of other passengers—especially important when small children are in the car. And there are no protrusions which can catch on sleeves or other loose parts of clothing.

A hydraulic inter-lock will not let the driver inadvertently select "reverse" when the car is moving forward above 10 mph. A small spring-loaded valve is placed in the governor line, so that pressures generated by speed above 10 mph cause this valve to block the manual valve from the reverse position. To aid the driver during the hours of darkness, the buttons not in use are brightly lighted, with the button in operation dimly lighted.

The push-buttons operate a single push-pull cable through an ingenious lever arrangement. According to the particular button pushed, the cable moves the manual control valve at the transmission to the speed range selected. Complicated linkages between the control and transmission are eliminated. And the cable is completely protected against dirt and ice.

Push-button PowerFlite is standard equipment on 1956 Chrysler New Yorkers and is optional equipment on 1956 Chrysler Windsors.

Chrysler Builds Highest Powered Auto In America

NEW YORK — The highest-powered car in America — the 340-horsepower Chrysler 300-B — was previewed by a national press group here today.

Like its predecessor — the 1955 record-breaking NASCAR and AAA stock-car champion 300 — it is powered by a Chrysler FirePower V-8 engine, has special suspension, a simple exterior, and the road-hugging look and feel of a sports car. A number of refinements provide increases in performance and handling.

"The Chrysler 300-B is designed to continue the standard set by the 1955 Chrysler 300 — maximum performance for the American road," said E. M. Braden, general sales manager, Chrysler Division, Chrysler Corporation.

"The 300-B is powered and geared for peak pickup in traffic, top performance in middle range speeds and the ability to overtake and pass cars ahead and get back into line in the shortest, safest time possible."

These characteristics enabled the 1955 Chrysler 300 to score a clean sweep over all other cars and win the NASCAR Grand National Stock Car Championship and the 1955 AAA championship. In addition—the 300 with one-way-mile speeds of 130.766 miles per hour — took both first and second places to win the championship in the NASCAR Grand National Speed Trials during 1955 Speed Week at Daytona Beach. The 300 holds the NASCAR two-way-mile record of 127,580, Braden pointed out.

The spirited high styling of the 300-B—derived from the 1956 Chrysler—features vigorous low lines, sleek metal work and careful proportioning.

The broad, low hood downswEEP between sharply defined fenders and projecting headlights provides a close-in view of the road. The bold, box-check grille extending across the front of the car emphasizes width and lowness. Following the 300's mood, no hood ornament is used. Wheel openings are prominent and point up the racy wheel-cover design.

The Chrysler 300-B will be available in cloud white, red, and black exterior finishes. Chrome is simple and insignia front and rear bearing

the name "Chrysler 300B" on a black-on-white checkered race-finish flag background identifies the car.

The Chrysler 300B is powered by a Chrysler V-8 FirePower aircraft-type hemispherical combustion chamber head engine. Displacement, compression and bore have been increased. With compression ratio of 9 to 1, the engine develops peak horsepower at 3200 rpm on premium-grade gasoline. Maximum torque is 365 at 3200-3600 rpm. It has a bore of 3.84 inches and a stroke of 3.63 with 35-cubic-inch displacement.

Engine breathing is improved with new high-velocity air cleaners for the two four-barrel carburetors. A high-output camshaft, rocker arm valve adjustment, dual exhaust system, and maximum-stop center-plane power brakes are featured. PowerFlite or manual transmissions and either manual or power steering are available.

The 300B is offered with a complete range of rear axle ratios. Special spring suspension with lower spring heights gives it an overall height of 58.6 inches and a low center of gravity. High spring rates give a well-controlled ride and heavy-duty shock absorbers prevent bottoming on rough roads.

The 300B interior, finished in natural leather, has a cockpit appearance due to the overhanging safety pad which extends over the instrument panel. Controls, including push-buttons for PowerFlite equipped 300B's, are housed in the recess created by the tip of the safety pad.

Circular dials straddle the steering column. The speedometer is calibrated to 100 miles per hour. The 300B has a 126-inch wheelbase, an overall length of 222.7 inches and a width of 78.8 inches. Where fast cornering is desired wide-rim wheels are available. Nylon racing-type tires are used.

The 300B will have its premier public showing at the Chicago Automobile Show from January 6-15, 1956.

WRAP AROUND
Plymouth's unique windshield wraps around at both the top and the bottom—allowing full visibility at all times, and maintaining a natural flow of body line design.

Sultry Tones Used By Dodge

DETROIT — Keeping pace with the current resurgence of the Far Eastern influence in fashions and color, Dodge for 1956 borrows the sultry tones from authentic Oriental art pieces and jewelry to enhance the beauty of the 1956 models.

A piece of rare old jade provided the inspiration for a dark Jade Green. The red in one of Gauguin's South sea paintings became Oriental Coral on the Dodge color charts. The soft pink in an old Chinese tapestry joined the Dodge color scheme as Chinese Rose.

"We feel there is a definite trend toward more subtle tones," stated Bryon J. Nichols, Dodge vice president and general sales manager. "There is true elegance in our 1956 colors."

Unusual and striking among the 1956 tones is a dark grey that aptly fits its description of Iris-descent Charcoal.

The smart three-tone color styling introduced as an automotive "first" by Dodge in 1955 will be available in 15 combinations of the subtle 1956 colors.

Fifteen two-tone paint selections are also available on the 1956 Dodge line of success cars.

Other colors featured in the Dodge line of 14 basic colors are Aquamarine, Jewel Black, Crown Yellow, Neptune Green, Royal Garnet, Wedgewood Blue and Sea Blue, Cloud Grey, Sapphire White, Foam Green.



reasons why Chrysler

is the feature car of the Auto Show



1 "PowerStyle"
From its thrusting flight-swept rear fenders, 18 feet forward to the bold outrigger front bumper, Chrysler is the closest thing to live steel ever to hit the highway. "Power-Style" is what does it. It makes this beauty look like it's darting ahead... even when it's parked! Only Chrysler has "PowerStyle."

2 Pushbutton PowerFlite
Now you control the smoothest, most automatic transmission of all... simply by pushing a button! No more gearshift levers with Chrysler's trouble-free, mechanical pushbutton system. Selecting the drive you want becomes as easy as flicking a light switch.

3 Highway Hi-Fi
You shall have music wherever you go with Chrysler's fabulous Highway Hi-Fi system. It's the first high-fidelity long playing record player ever offered in any line car. Gives up to one full hour of uninterrupted symphonies or "pops," dramatic or children's selections. Costs less than many car radios.

4 PowerPilot steering
This is full-time power steering. Where other types "cut in" only after you tug at the wheel, Chrysler's PowerPilot Steering is on the job every minute, every mile, doing 80% of the work for you. And because its power assist is constant, you get a surer, more predictable feel-of-the-road.



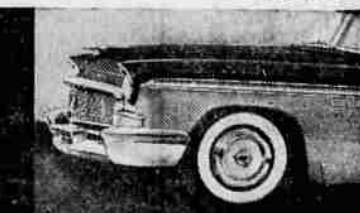
5 Instant heating system
This is the instant airplane-type heating system that warms your Chrysler from zero to living room temperature in a matter of seconds. Defrosts frozen windshields in record time. The warmup wait is gone for good! And it turns itself on and off—like the thermostat in your own home.



6 PowerSmooth brakes
You've never felt such braking action. Just a tip-toe on Chrysler's 8-inch wide brake pedal glides you to a velocity-smooth stop. And PowerSmooth Brakes outlast all others 2 to 1, need far fewer adjustments, because they combine 25% more brake lining area with a new design.



7 Airplane-type V-8 engines
In the Windsor, the superb Spitfire V-8. In the New Yorker, the brilliant FirePower V-8. Both are new, more powerful versions of the first automotive V-8's designed with aircraft engine principles. And the Spitfire is available with the new "Optional Power Train" for added "go."



8 Nylon cord tubeless tires
They're standard equipment on the New Yorker—the first time these safer, longer-lasting tires have been offered as standard equipment by any car maker. As optional equipment on other makes of cars they cost up to \$120. And they're just the beginning of Chrysler's standard safety features.



MODERN IN THE FORWARD LOOK manner but the ultimate in the tradition of graceful elegance is the new 1956 DeSoto Fireflite four-door sedan shown here. The second phase of DeSoto's Forward Look highlights extensive exterior body changes, including new upswept lift to the popular color sweep that runs the virtual length of the car. Other glamorous new touches are the all-new front and rear ends, lush color-keyed interiors in brocades, damasks, leather, faulle and other decorator materials. New perforated mesh grille with built-in parking lights, and a dramatic, furred, three-tiered taillight assembly are among over two dozen highlight changes in design and engineering.

See the "PowerStyle" CHRYSLER display
at the Auto Show, Armory, Jan. 28-29
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