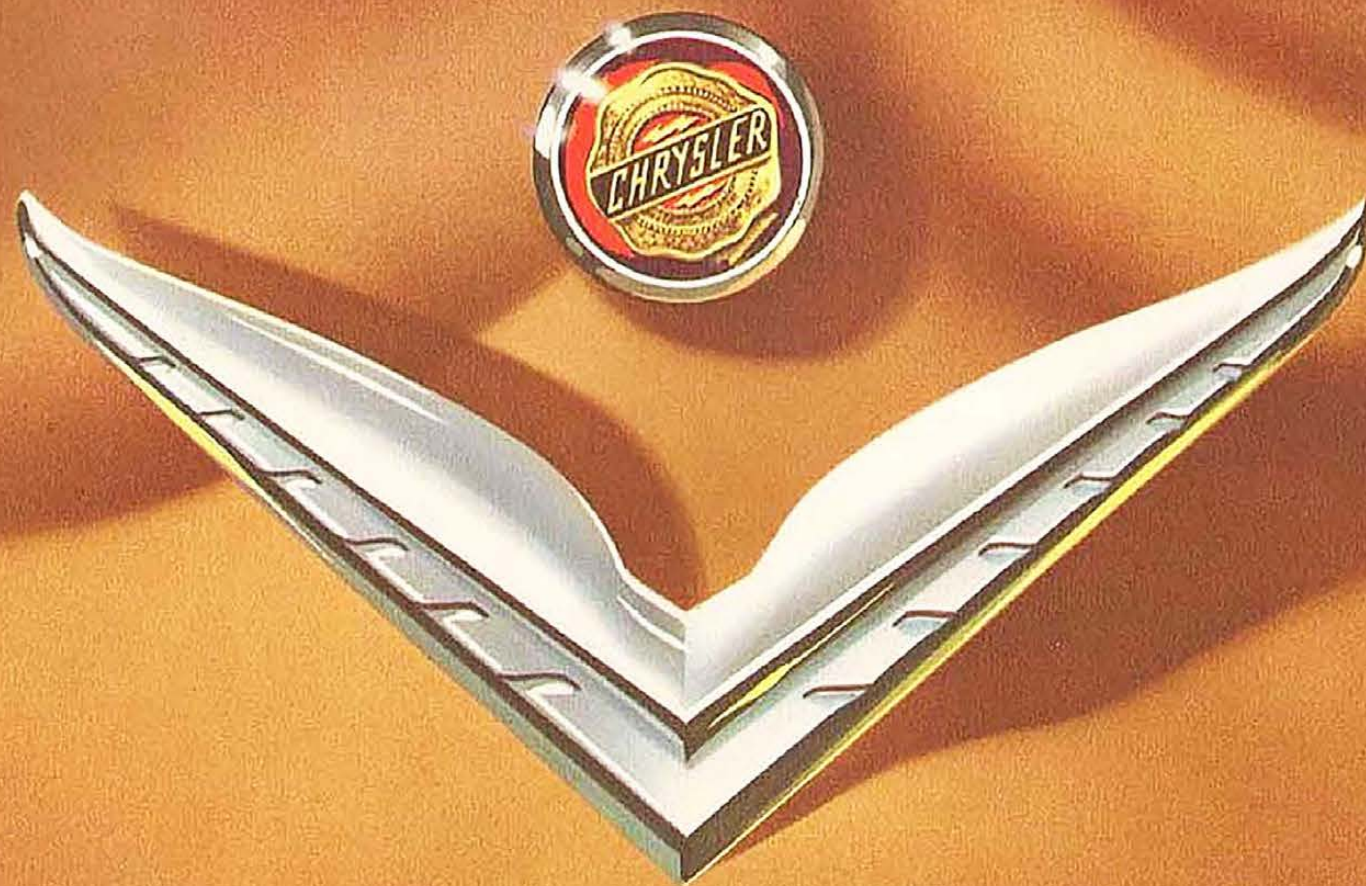
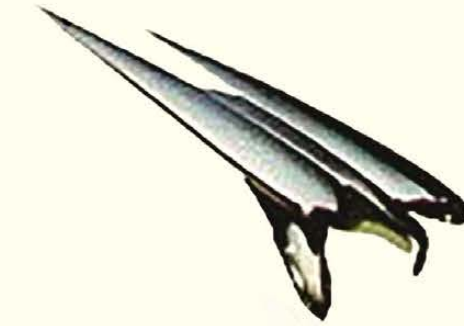


CHRYSLER NEW YORKER



The Most Beautiful Chrysler Ever Designed



In presenting the 1953 New Yorker to you, we do not want to let our enthusiasm run away with us. But it is going to be difficult, because we are so genuinely enthused about the magnificent results our designers, stylists, and engineers have achieved in creating a car that is as *beautiful* as it is *finely engineered*.

We think it is the most beautiful Chrysler ever designed, and we hope this will be your opinion of it, too. As a matter of fact, we would be delighted if you are among the many who say, without reservation, that it is the most beautiful car of them all!

In the beautiful, new design, the New Yorker family resemblance is quite marked. It is, we are proud to say, unmistakably Chrysler, but there are so many new design features in the New Yorker that it stands apart, not only from previous Chrysler models, but also from *all other cars*.

The design is a perfection of balance and symmetry. Every line flows into, and blends with every other line. Graceful curves and sweeping contours make it look lower, longer, and lovelier.

The new front fender design continues across the body and joins the long, new rear fender, making a gracefully sweeping line from the front to the rear, which gives the car a beautiful, perfectly balanced silhouette.

The roof line has been lowered to blend perfectly with the angle of the

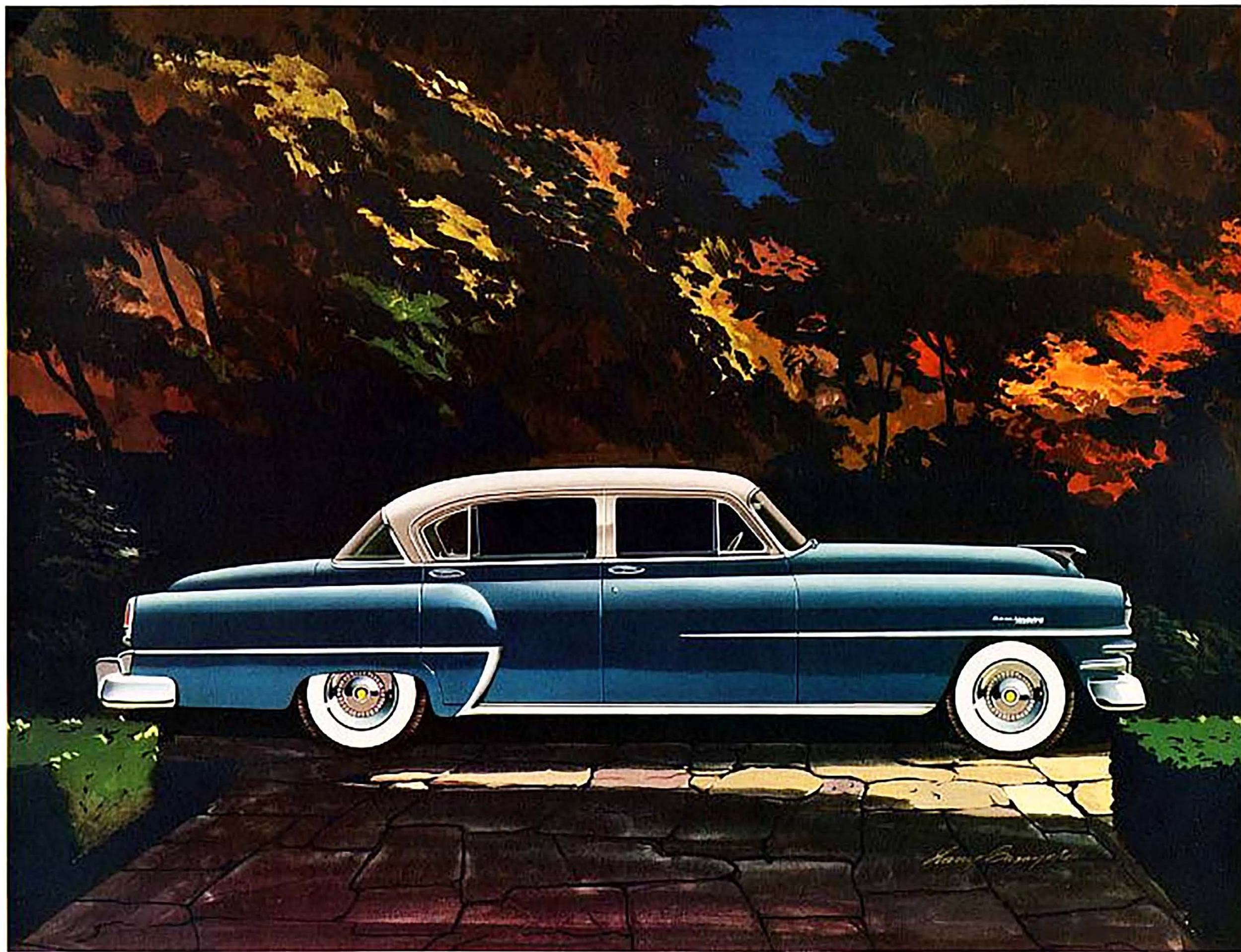
new one-piece curved windshield and the Clearbac wrap-around rear window. This gives the car a low, streamlined appearance that is further enhanced by the new, lower design of the rear deck.

The use of chrome on the front and rear fenders, the body sill, and the fender stone-shields is in perfect good taste, and of a pleasing design that blends so harmoniously with the beautiful lines of the car as a whole.

The interiors of the car are likewise the most beautiful we have ever designed. And when you see the illustrations of the gorgeous interiors of the different body styles, shown on the following pages, we believe you will agree that they are not only *our* greatest creation, but also, the most luxurious, the most beautiful interiors to be had in any car today.

The New Yorker is offered in the following body types, available in a wide variety of solid and two-tone paint combinations, with harmonizing interior upholstery and trim styles. The body styles on the New Yorker Model are—the 6 Passenger Sedan; 8 Passenger Sedan; Club Coupe; Town & Country Wagon; and the Newport, which is the convertible type body with a solid steel top. The New Yorker DeLuxe body styles are—the 6 Passenger Sedan; the Club Coupe; the Convertible Coupe, and the Newport.

For your consideration and inspection, we are proud to present to you—the New Yorker—the Most Beautiful Chrysler Ever Designed.



Distinctive Beauty and Superb Engineering

WHEN you combine the New Beauty of the New Yorker with the engineering excellence for which this car has already won world-wide acclaim, you have the perfect combination—the *ideal car*. And the more thoroughly you delve into its many engineering and design features, the greater will be, we believe, your conviction that the New Yorker is the *finest car* in the fine-car field today.

In what other car, for instance, can you get the 180 HP FirePower V8 Engine, with *Hemispherical Combustion Chamber*—the ideal combustion chamber, in the opinion of engineers throughout the world? The answer to this question is, of course, in *no other American-built production car*.

Introduced early in 1951, after five years of development and perfecting, the FirePower V8 Engine has proved, beyond any doubt, that it is the finest engine built in America today. And, we believe it is reasonable and safe to predict that the Hemispherical Combustion Chamber will have to be adopted before any other manufacturer builds an engine comparable to the FirePower Engine. (Remember Hydraulic Brakes and All-Steel Bodies?).

FirePower has 180 horsepower—*actual*. It does not require premium-grade fuel, as is the case in other high-compression engines. And we doubt very much, after making fair and exhaustive tests of other engines of higher *advertised* horsepower, if any engine in America will outperform it.

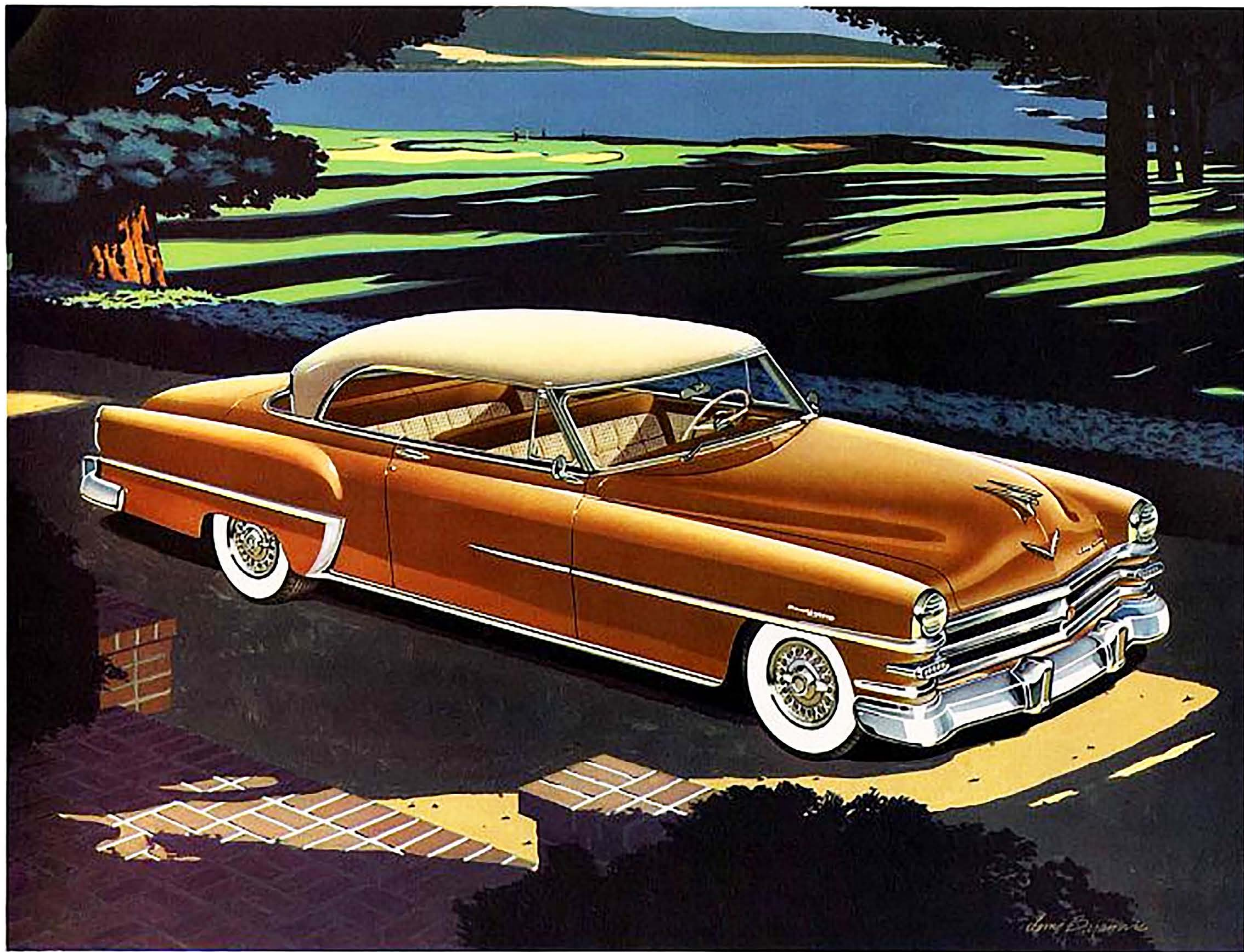
In what other car can you get *full-time Power Steering*—another Chrysler Engineering First that was also introduced two years ago and is fast

becoming recognized everywhere as the greatest safety and convenience feature that was ever developed for the motor car?

Chrysler *Full-time Power Steering* does 80% of the work of parking and steering. It protects you—gives you absolute control on soft shoulders, rough roads, through snow, sand, or gravel; or in case of a blow-out. There is no guessing as to when it is working—it works for you *all the time*. But in order to protect your own safety, your own peace of mind, drive the other “part-time” parking mechanisms and learn the difference.

In what other car will you find Power Brakes that insure *your safety* with the greatly increased horsepower you have in cars today? Chrysler Brakes are regarded as the *finest brakes* in the world today. You can easily prove this for yourself—and we would be delighted to have you do so.

There are many other very important engineering and design features that mean much to an owner, but about all we can do on these pages is to list a few of them. Full-pressure Lubrication and Water Jacket Cooling; the Oil-Bath Air Cleaner that keeps dirt out of the engine; the Waterproof Ignition that insures sure starts in damp or rainy weather; Superfinished parts that mean lower operating and maintenance costs, and longer life of the engine; the long-lived Baked Enamel Car Finish; and many others which we think it would be well worth your while to find out about before buying *any* car. And it would be a pleasure for us to explain all of these great features and then let you drive the car yourself—and learn the difference.



The Newport

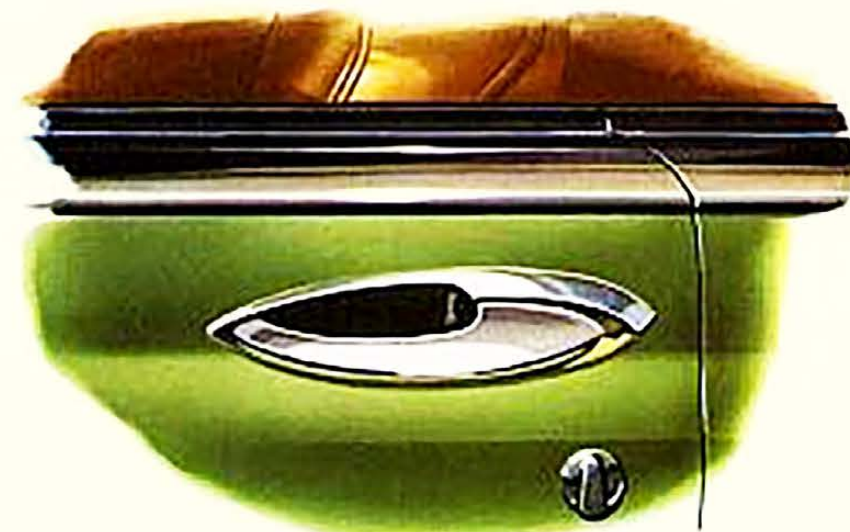
THE NEW REAR LIGHT ENSEMBLE

The new rear lamp assembly is beautifully designed to conform to the new rear fender lines. The upper part contains the red parking light signal, the brake-actuated stopping light, and the blinking Directional Signal. The lower part is the Back-up Light. And the circular spot at the bottom is a red reflector. The new gas filler cap location is shown on the rear deck sill, to the right of the protective bumper guard.



NEW PULL-TYPE DOOR HANDLE

The new, massive door handle is not only beautiful, but also very convenient. To open the wide door you merely pull the handle toward you — and the door opens wide and stays open. The heavy escutcheon plate protects the body finish from scratches.



NEW DIRECTIONAL SIGNAL

Just below the headlamp is the Directional Signal. Merely flick the lever that is located on the steering column and a flashing light, both in front and back, signals cars the direction in which you are going to turn.



BEAUTY AND CHARM

The beauty and charm of Chrysler's tailored-to-taste interiors are very much in evidence in the illustration of the exquisite green leather and tan nylon upholstery combination, one of many beautiful selections from which to make your choice.



The Club Coupe

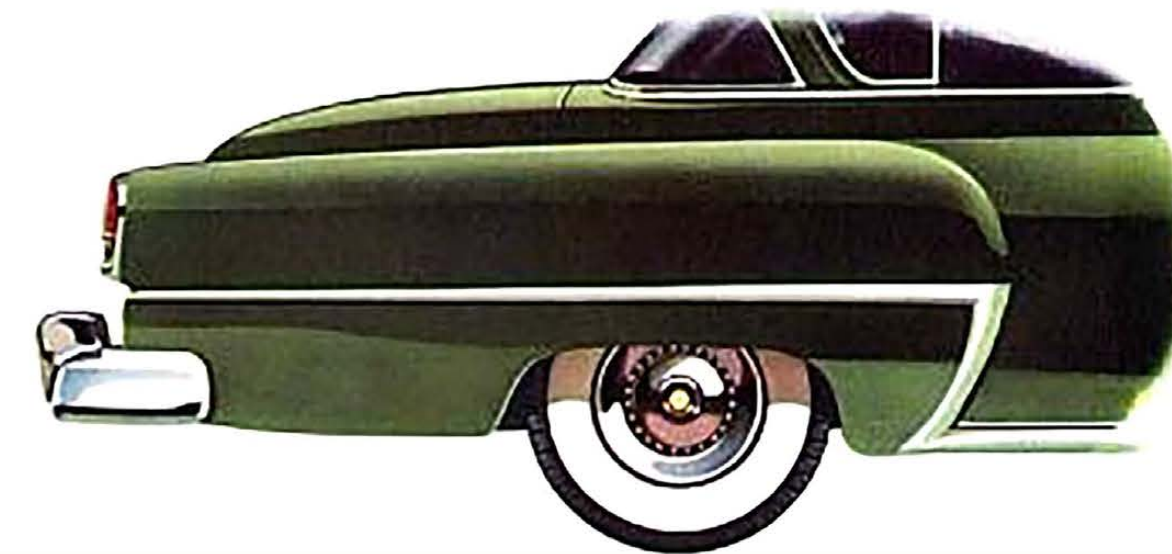
COMFORT AND STYLE

Smart, to be sure, but of even greater importance is comfort. Everything in the interior of a Chrysler has been designed for your comfort. Close-height seats that let you relax naturally. Deep Airfoam cushions. Correct height seat backs. Plenty of headroom, legroom, elbowroom. Solid comfort — beautifully and tastefully achieved.



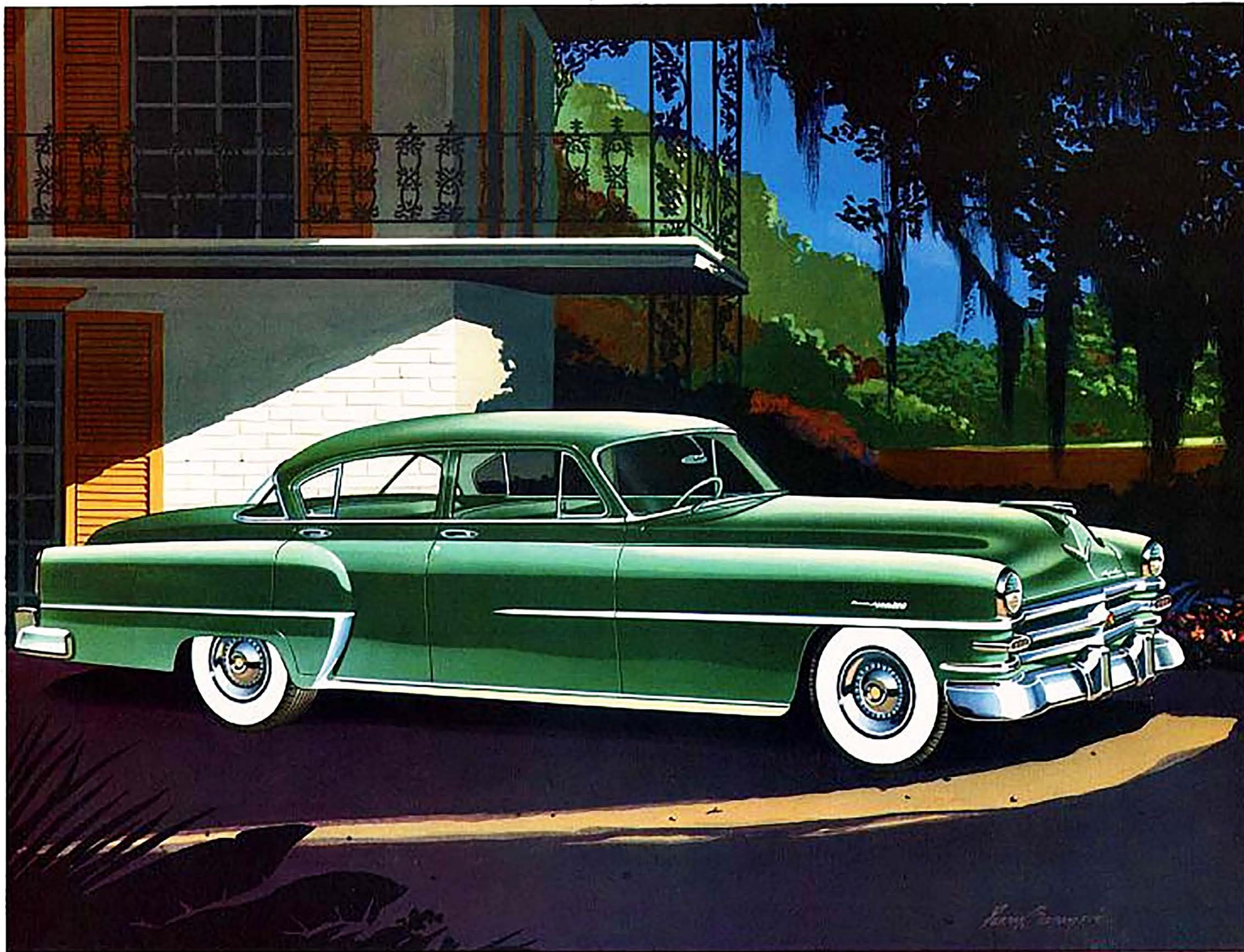
DISTINCTIVE AND DISTINGUISHED

It's a Chrysler New Yorker — there is no question about it when you see this beautiful, distinctive and distinguished front end approaching you. The three heavy parallel chrome bars, with the Directional Signals at each end of the center bar, and the massive, curved edge bumper, quickly identify the car as the Chrysler New Yorker.



NEW, LONGER REAR FENDER

The long, sweeping lines of the new fender design enhance the beauty of the car, giving it a longer and lower appearance. The lower part of the fender, below the chrome moulding, is removable and can be easily replaced.



The Six Passenger Sedan

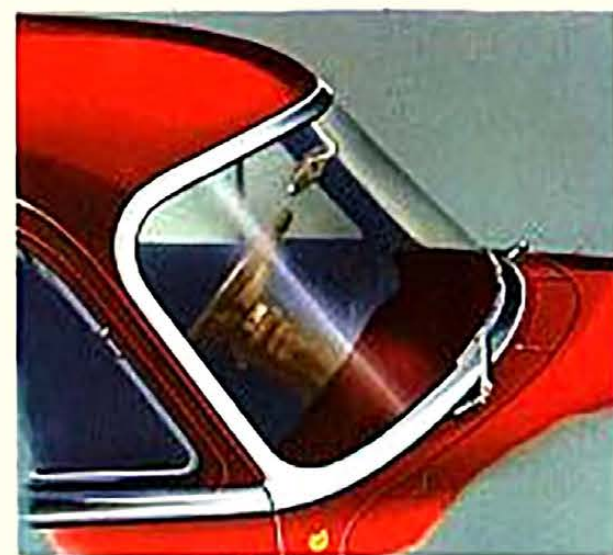


FOLDING CENTER ARM REST

Everything for the comfort, convenience and safety of both the driver and passengers is to be found in the luxurious interiors. For example, the folding center arm rests, which are standard equipment in both the front and rear compartments in the New Yorker Deluxe Sedan.

TWO-TONE INTERIORS

Although the two-tone interiors, originated by Chrysler years ago, have been widely copied, they have not been equaled for beauty, richness and impeccable good taste. Illustrated above is one of the luxurious, smart upholstery combinations that may be selected to harmonize with the exterior body color of your Chrysler.



CURVED WINDSHIELD

The new one-piece, curved windshield, with the narrow corner posts, gives you a broad, unobstructed view of the road ahead. There is no glare or distortion. And the light-absorbing material on the dash panel eliminates dangerous and bothersome reflections.

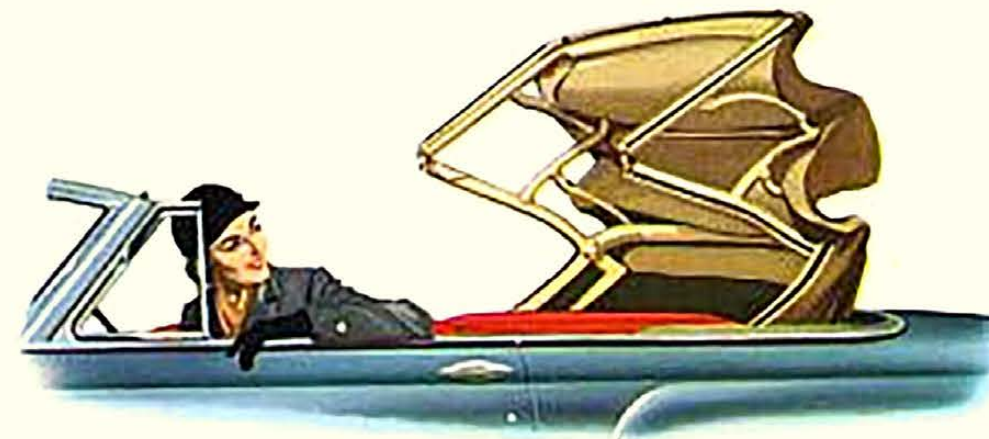


COWL VENTILATOR

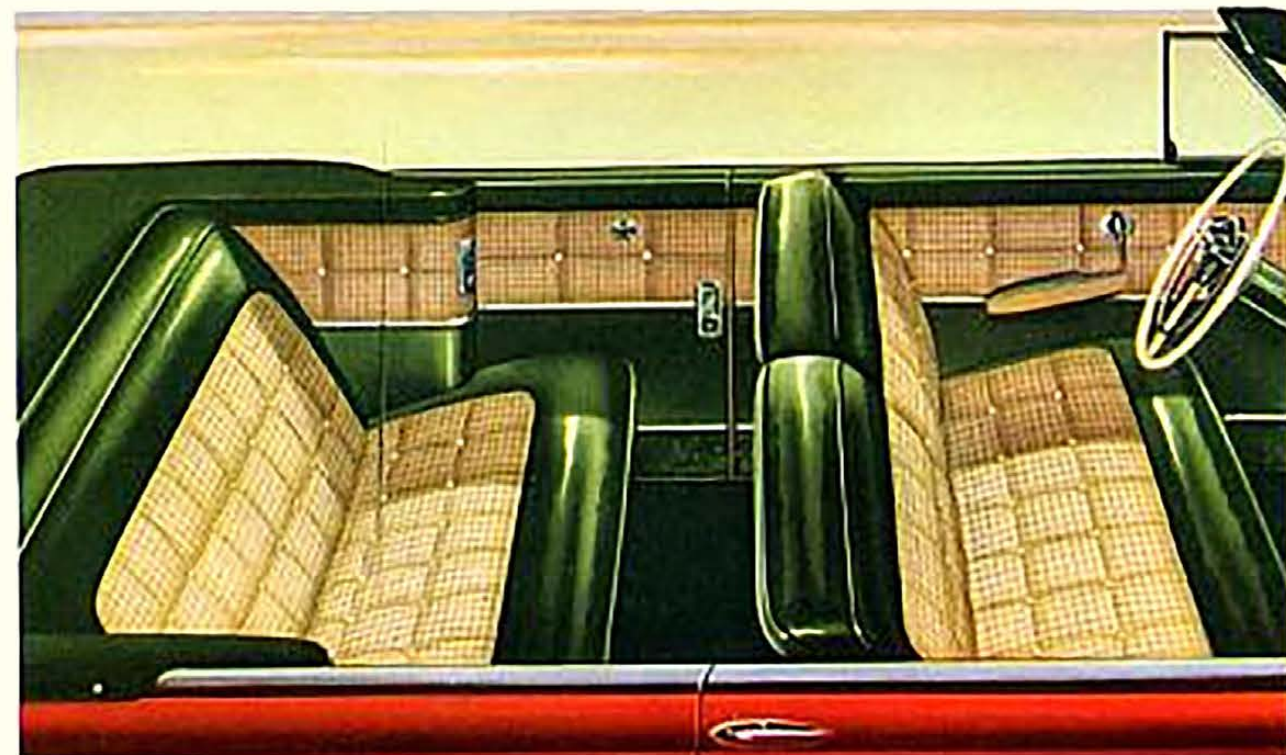
Cool, fresh air is drawn into the car through the wide cowl ventilator. In winter, this clean air enters the heater and comes into the car warm and free from traffic fumes. In summer, it provides a constant flow of cooling air that circulates throughout the car.



The Convertible



AUTOMATIC TOP It is an old Chrysler feature, but it is a great convenience — the automatic, electrically operated top. Merely turn the lever, and the top folds up or down in the matter of a few seconds. New this year is the top "hanger" that is flexible and can be pushed out of the way, making more room in the rear deck compartment.

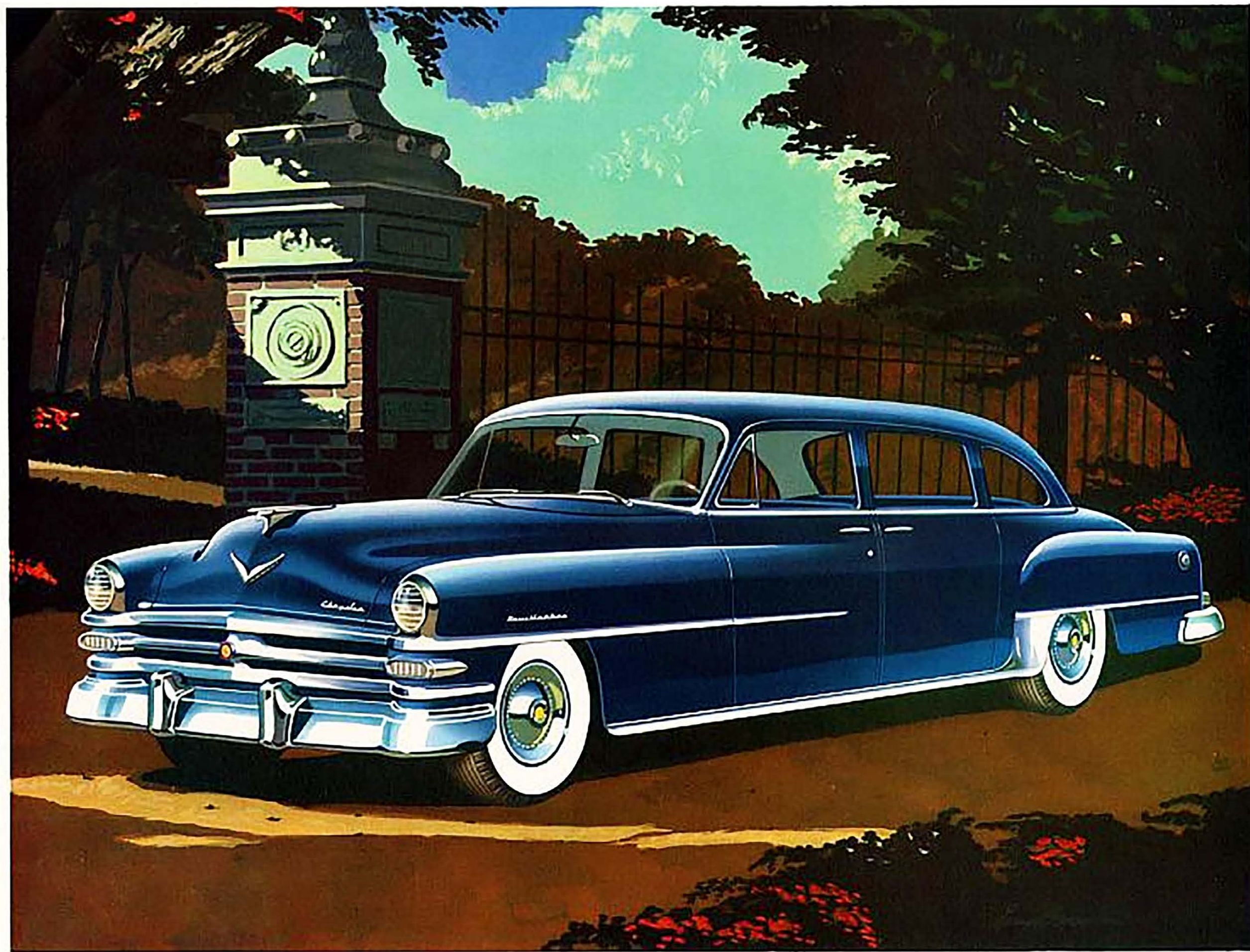


CUSTOM-TAILORED Custom tailored for your comfort—and exclusively styled for your pride of possession. Either half of the divided front seat folds forward to permit getting into or out of the back seat from either side of the car.

BIG AS ALL OUTDOORS Thirty-eight cubic feet of storage space—an increase of forty-four percent—big as all outdoors—with plenty of room for luggage and boxes. The deck lid is counter-balanced and the new hinges are mounted out of the way. The tire is slant-mounted to give more room. And the bumper jack is locked down in the space to the right of the spare tire so it won't rattle.



ELECTRIC WINDOW LIFTS Merely press a button and the windows disappear! Electric window lifts, with a separate motor on each window, including the rear quarter windows, are available at extra cost.



The Eight Passenger Sedan

LUXURIOUS

The interior of the New Yorker Eight-Passenger Sedan has a spaciousness and luxury that is genuinely appreciated by those who know and enjoy fine possessions.



SAFETY AND CONVENIENCE

The Safety Crash Pad, of welded rubber, protects the front-seat passenger. The Safety-eye Instrument Cluster pin-points all the dials and gauges. All controls and switches are within easy reach. And the clear, wide, one-piece windshield and narrow corner posts give you a full view of the road ahead. Behind the wheel of a Chrysler, you are SAFE!



CONSTANT SPEED

The windshield wipers are electrically operated, which assures constant speed, regardless of engine speed. New pivot locations give maximum sweep of the new, flexible-backed blades that conform to curved, one-piece windshield.



FOLDING SEATS

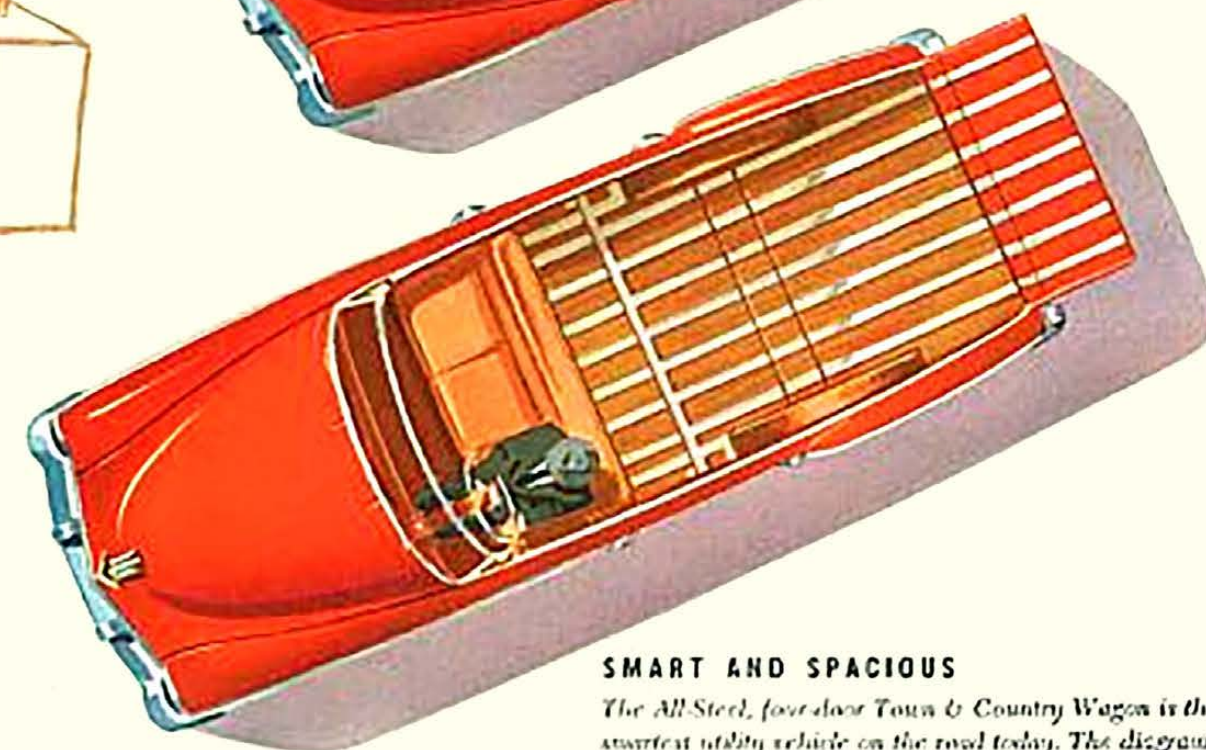
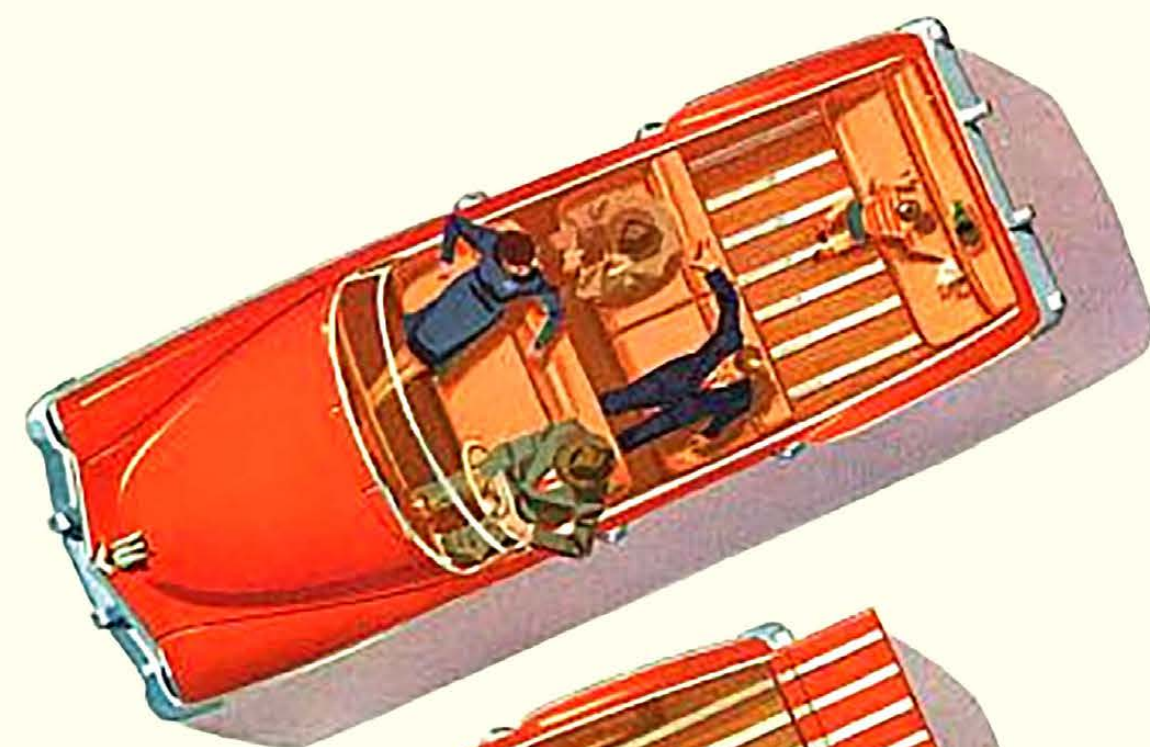
The two, wide, cushioned auxiliary seats fold forward out of the way when not in use. Note the strong assist handles and the swivel set on the back of the front seat.



The Town and Country

DISTINCTIVE

The beautifully designed rear end of the Town & Country Wagon is as distinctive as the new front end. The rear window can be lowered into the tail-gate, which can be opened from within the floor.



SMART AND SPACIOUS

The All-Steel, four-door Town & Country Wagon is the smartest utility vehicle on the road today. The diagrams above illustrate the ingenious design features which contribute so much to its utility and to the comfort and convenience of the passengers. The divided seat and seat back in the rear compartment can be folded forward to form an unobstructed storage compartment 116 inches long with the tail-gate open. Dimensions of the storage space (with rear seat folded down), width, 47 inches; height, 35 inches; length, 75 inches. Removable seat for children is available at extra cost.



EXCELLENT TASTE

Chrysler stylists have shown excellent taste in the choice of fine fabrics and in the artistic styling of the trim designs. On the right is another example of the wide selection of beautiful materials available.



EXCLUSIVE

Chrysler introduced the Highlander before the war and it is still "an exclusive" of great popularity. The beautiful plaid and rich red leather make the Highlander interior one of the smartest, most distinctive interiors ever designed.

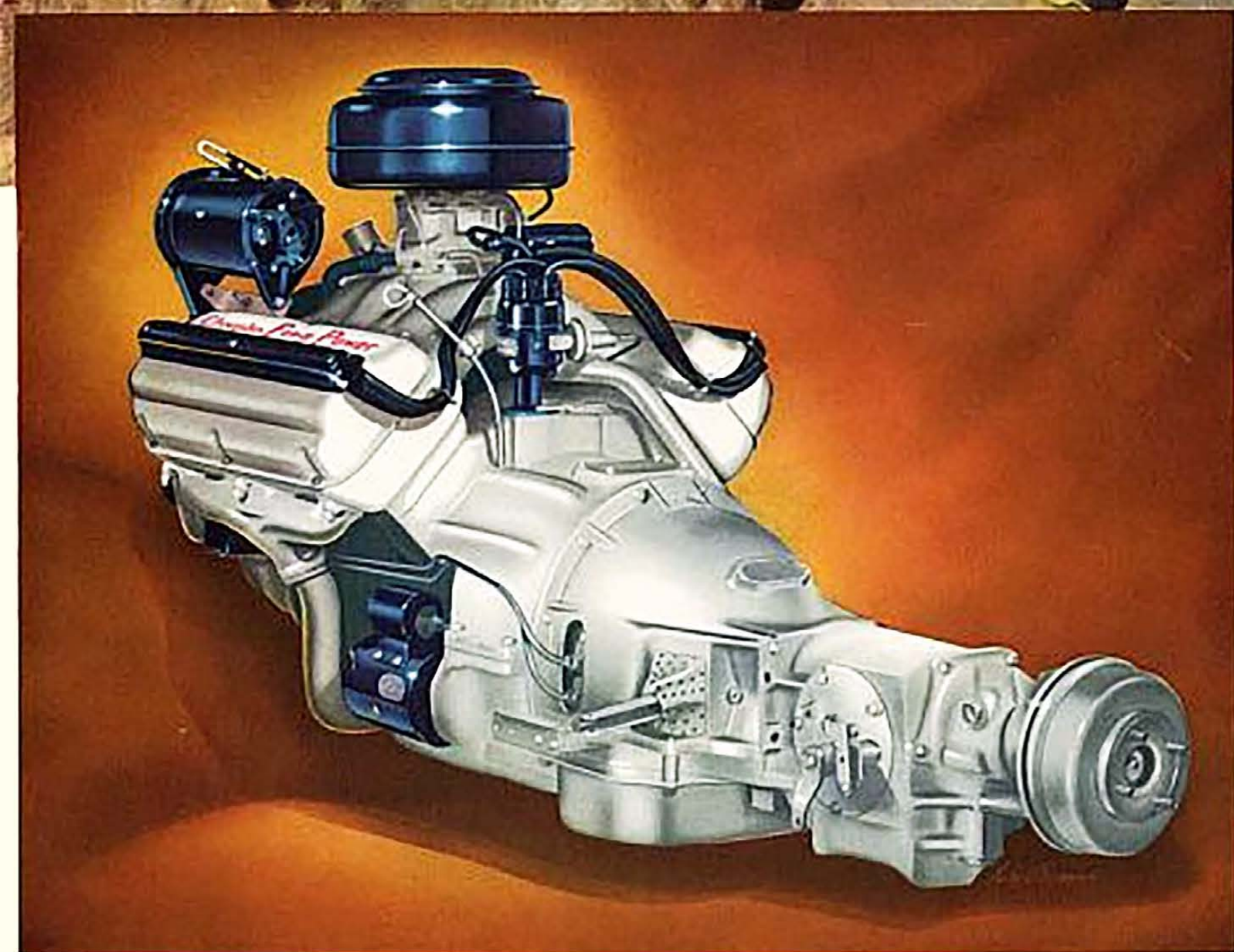


Tailored to Taste

THE OPPORTUNITY to display the same good taste and discrimination in your motor car as you do in your home is one of the reasons why Chrysler cars are so genuinely appreciated by women motorists, and by women generally. Your Chrysler can be tailored-to-your-taste, reflecting your appreciation of rich fabrics, harmonious color combinations, and superb styling.

Fine fabrics from the looms of the master craftsmen, in a wide variety of colors, permit the selection of an interior that blends perfectly with the color you have chosen for the exterior of the car, giving you a smart, beautiful car, inside and out.





The Sensational FirePower V8

When the sensational Chrysler FirePower V8 engine was introduced two years ago, it won world-wide acclaim as the most revolutionary automobile engine that has been designed since the original Chrysler high-compression engine in 1924. And more than *one billion miles* of service in the hands of owners in every section of the country have proved that it is the *finest engine* in any motor car in the world today.

The heart of this great engine is the Hemispherical Combustion Chamber, which is recognized by engineers as the *ideal* combustion chamber. It is this ideal, basic feature which gives the FirePower engine such amazing performance—such smoothness—such a reserve of power for the emergency—such dependability—and such economy of operation and maintenance.

FirePower develops an *actual* 150 horsepower. And, when road and traffic conditions permit, this horsepower can easily be increased, as evidenced by the Chrysler Experimental K-310, which has 310 horsepower. But, for the time being, we believe FirePower's 150 horsepower is sufficient to give Chrysler the *finest performance* of any car on the road today.

Before you invest in *any* car, we suggest that you drive a Chrysler and learn the *difference* between Chrysler FirePower and *any* other engine being built today.

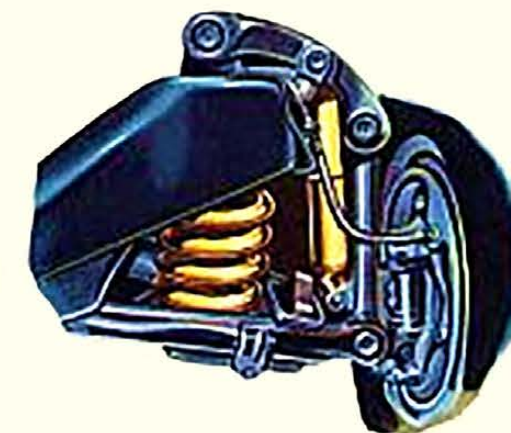


FULL-TIME POWER STEERING

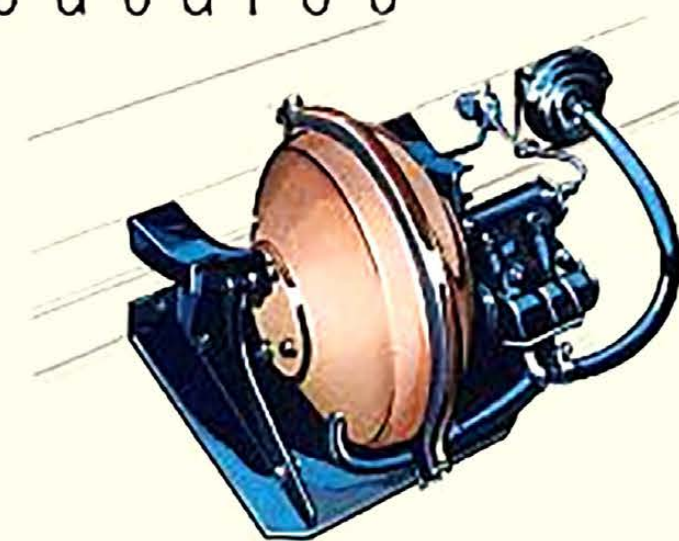
From the moment you start the FirePower Engine, the hydraulic power steering mechanism is on the job—all the time—when parking—driving through traffic—turning corners—out on the open highway—through the hills—on rough roads—through mud, sand, or gravel—on soft shoulders, snow or ice—all the time, it is doing 50 percent of the work for you. There is no uncertain waiting for power build-up—no doubt about its working—no effort needed on your part to “crank-up” the mechanism—Chrysler Power Steering works full-time for your safety, convenience, and comfort.

SMOOTH AND SAFE

Chrysler's revolutionary Oriflow Shock Absorbers give you not only the smoothest ride, but also, the safest. And the best way to prove this is to drive a Chrysler over the rough roads, filled with chuck-holes, and find out from actual experience how the car hugs the road, how smoothly it glides over the bumps, and how easily and safely it is handled under all road conditions.



Mechanical Features



POWER BRAKES AND SAFETY

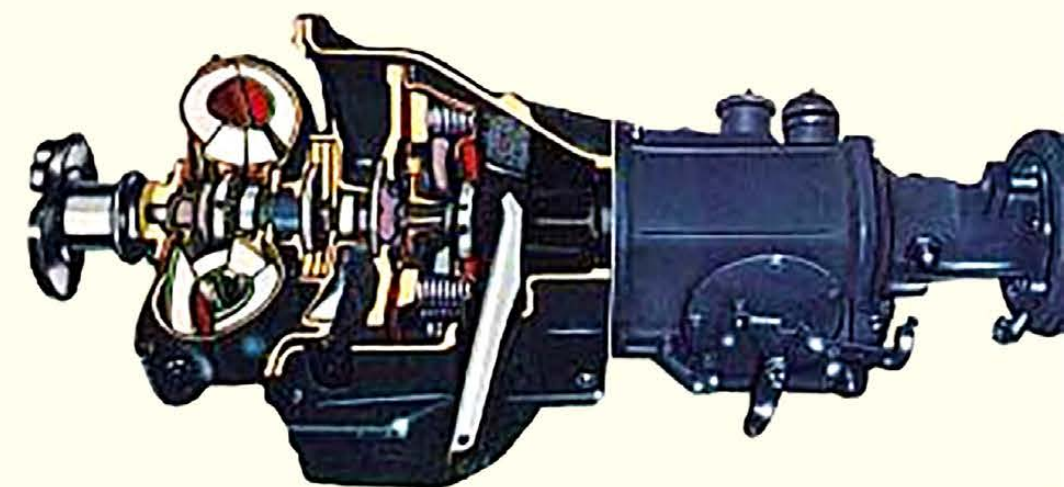
Down through the years, with the increase in horsepower, Chrysler Engineers have constantly improved and increased the efficiency and stopping-power of the brakes. With Chrysler Power Brakes, which were first introduced in 1933, you can be sure you have the finest braking system on any car today.

YOU ARE CORDIALLY INVITED

When you compare the Chrysler New Yorker, feature by feature, with any other car—and when you drive it yourself and actually experience the thrilling performance of the FirePower engine; the amazing ease of handling with Power Steering; the safety of Power Brakes; and the smoothness of the Oriflow Ride, we believe you will understand why it is regarded as the finest engineered car America has yet produced. We cordially invite you to experience this thrill of a lifetime—at your convenience.

FLUID-TORQUE DRIVE

The outstanding performance of the FirePower engine is made even more remarkable with the addition of the Fluid-Torque Drive, which is available on the New Yorker as extra equipment. It provides exceptionally smooth, fast acceleration from a standing start to cruising speeds and gives finer performance throughout the entire power range.



BODY STYLES

New Yorker—6 Passenger Sedan; 8 Passenger Sedan; Club Coupe; Newport; and Town & Country Wagon. New Yorker DeLuxe—6 Passenger Sedan; Convertible Coupe; Club Coupe, and the Newport.

ENGINE

FirePower, High Compression 90° V8. Bore 3-13/16 in. Stroke 3-5/8 in. Piston Displacement 331 cu. in. Compression Ratio 7.5 to 1. Brake Horsepower 180 at 4000 r.p.m. Torque 312 ft.-lbs. at 2600 r.p.m. Hemispherical Combustion Chamber with lateral valve arrangement and centrally located spark plugs. 3 rings per piston. Full-pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition System. Oil Filter. Full-length Water Jacket Cooling. Twin Concentric Valve Springs. Resistor-type Spark Plugs. Crankcase Ventilation. Double Breaker Distributor. Dual-throated Carburetor with integral automatic choke.

FUEL SYSTEM

Dual-throated, Downdraft Carburetor with integral automatic choke and water-jacketed throttle body. Oilite fuel filter in gas tank. Tank capacity 20 gallons.

COOLING SYSTEM

Thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jackets. Pressure vent radiator cap. Crankcase ventilation. Cooling capacity 25 quarts.

CLUTCH

Single-plate, dry, ventilated, with two molded, woven-asbestos facings. Diameter 9-1/2 in.

ELECTRICAL SYSTEM

High-capacity generator, 45-amp., 19-plate, 6-volt battery, 135 amp.-hr. capacity. Waterproof Ignition. Resistor-type spark plugs. Back-up lights; Direc-

ELECTRICAL SYSTEM—Continued

tional Signals; Ignition Key Starter Switch; Solenoid-engaged Starter; Sealed Beam Headlights; Electric windshield wipers. Electric Window Lifts, available at extra cost on all Body Styles.

FLUID-MATIC DRIVE

Hydraulically operated, controlled type, automatic transmission with glycol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios—3.57 to 1 . . . 2.04 to 1 . . . 1.75 to 1 . . . 1.00 to 1 . . . with 0.99 to 1 for reverse. Capacity 3 pints. Fluid Drive unit permanently sealed at Factory.

FRONT SUSPENSION

Independent front wheel suspension with Arnola steel helical coil springs. Oriflow Shock Absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizer.

REAR SUSPENSION

Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated, permanently lubricated liners. Straddle-mounted Oriflow Shock Absorbers.

STEERING

Center-arm steering with equal length tie-rods. Steering ratio 20:1 to 1.



FLUID-TORQUE DRIVE

Chrysler Torque Converter with hydraulically operated, controlled type, automatic transmission. Available as extra equipment.

DRIVE

Hotchekiss type, through rear springs. Hypoid rear axle. Ratio 3.54 to 1.

POWER STEERING

Chrysler full-time Power Steering available at extra cost.

BRAKES

Chrysler Safe-Guard Hydraulic, 12 in. diameter, internal-expanding, with 2 cylinders on front wheel brakes. Cyclondred brake lining. Power Brak-

BRAKES—Continued

ing unit, vacuum operated, standard equipment. Parking Brake . . . Chrysler East-Lock, independent, internal-expanding located on the propeller shaft at rear of transmission. The finest braking system in the Industry.

WHEELS AND TIRES

Safety-Rim wheels, 15 x 5.50—with 4-ply Super-Cushion Tires 8.00 x 15. (8 Passenger Sedan 8.20 x 15). Wheel Covers standard equipment.

WIRE WHEELS

Available on all Body Styles at extra cost.

WHEELBASE

125-1/2 inches. (8 Passenger Sedan 139-1/2 in.)

TREAD

Front 56-5/16 in. Rear 59-5/8 in.

OVER-ALL LENGTH

211 in. (8 Passenger Sedan 222-1/4 in.)

OVER-ALL WIDTH

76-3/4 in.

OVER-ALL HEIGHT

(Loaded)—62-3/4 in.

ELECTRIC WINDOW LIFTS

Individual motor for each window. Available on all Body Styles. Included are the rear quarter windows on the Club Coupe, Convertible Coupe, Newport and 8 Pass. Sedan. Rear side windows and tail-gate window on Town & Country are not automatic.

SOLEX GLASS

Heat-resisting and glare-reducing. Available on all Body Styles at slight extra cost.

All Specifications and Prices are Subject to Change or Revision Without Notice.

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CHRYSLER SALES DIVISION • DETROIT

