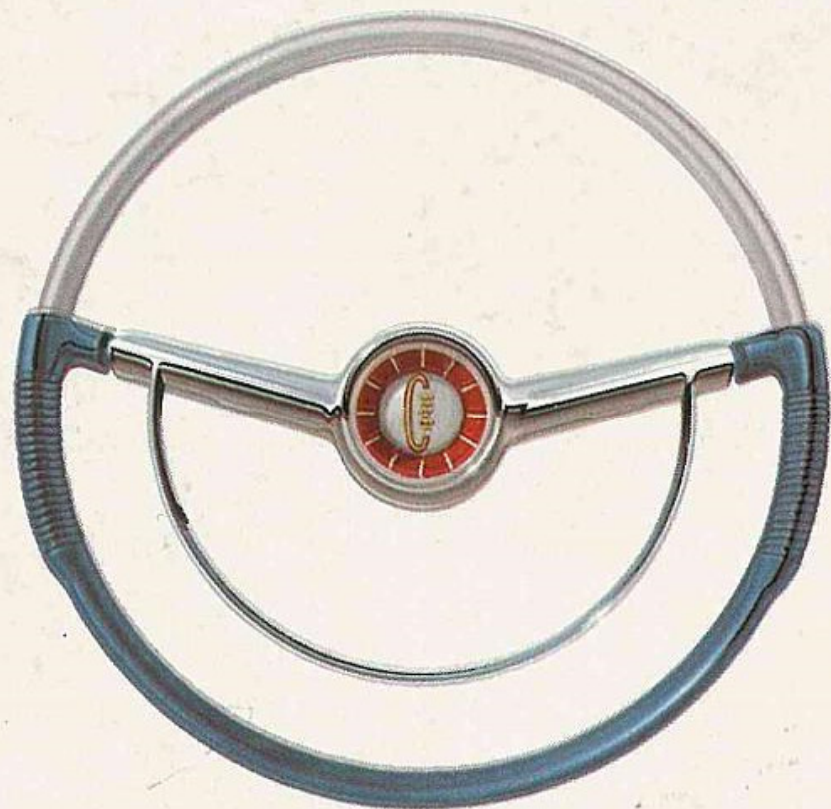


the  
**MIGHTY  
CHRYSLER**  
for 1957



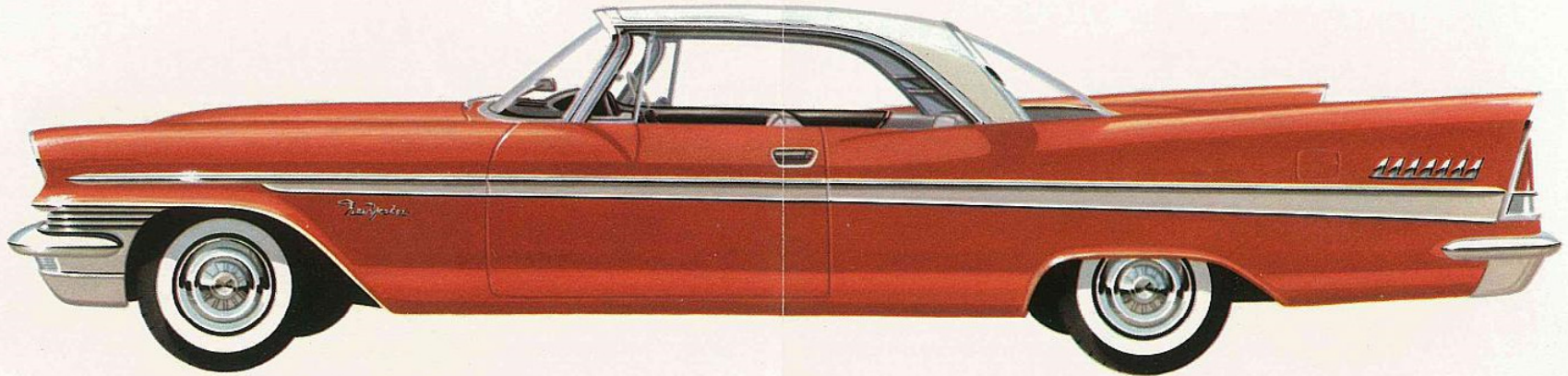
# for the thrill of a lifetime!



Put yourself in the *driver's seat* — behind the wheel of the Mighty Chrysler for 1957 and enjoy the *most thrilling* — the *most revealing* experience you have ever had in a motor car. Thrill to the unbelievable smoothness of the new Torsion-Aire Ride. Thrill to the seemingly endless power of the mighty airplane-type engine — breathtaking acceleration — power to pass any car *safely*. Delight, too, in the smooth, sure, swift action of Chrysler's great braking system — the ease of control of Chrysler's Full-Time Power Steering. Get behind the wheel and Learn the Difference before you buy *any* car. It will be the *thrill of a lifetime!* — we can assure you.

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# the MOST GLAMOROUS CAR in a generation!



**3** smart models... **12** glamorous body styles!

Behind the wheel of the Mighty Chrysler for 1957, you can sit back, relax, and thoroughly enjoy the confident knowledge that you are driving the smartest car of the year — one of the greatest performing cars — and one of the finest engineered cars built anywhere in the world today.

The Chrysler Flight-Sweep styling is the perfection of balance and symmetry. Every line flows into, and blends with every other line. Graceful curves and sweeping contours give it dynamic, dramatic beauty of form — the thrilling feeling of fleetness, power, and motion. Distinctive good taste — beauty — smartness — the pacemaker in the modern trend of motor car design — all are *yours* in the Chrysler for 1957.

From a style and beauty standpoint *everything* is new, smartly different and distinctive for 1957. And, from an engineering

standpoint, you will find many new features and improvements that result in a performance which emphasizes, *more than ever*, Chrysler's *engineering* leadership and supremacy.

The sensational Torsion-Aire Ride, a completely new suspension system — the new Torque-Flite fully-automatic transmission, unequalled for performance — the improved Full-Time Power Steering — the "total-contact" Braking System, finest ever developed — the new combined Air-Conditioning-Heating System — the great, airplane type FirePower and Spitfire V-8 Engines — Dual Headlamps, 6-Way Power Seat, Transistor Radio, Hi Fi Phonograph — and many others.

The Mighty Chrysler — the Most Glamorous Car in a generation — is the car of the year — *the car for you*. See it — drive it — compare it before you buy any car, regardless of price.

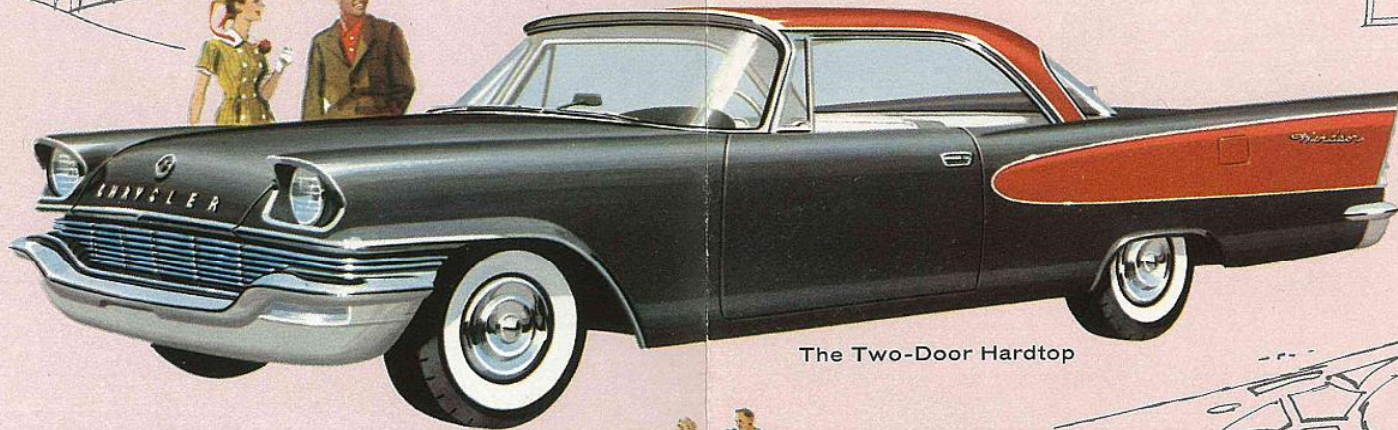
**THE FAMOUS WINDSOR AT A NEW LOW PRICE!**

**THE SMART NEW CHRYSLER SARATOGA!**

**THE INCOMPARABLE NEW YORKER!**

# The new low-priced WINDSOR

THE BIG FINE CAR AT A RECORD-BREAKING LOW PRICE!



The Two-Door Hardtop



The Town & Country Wagon



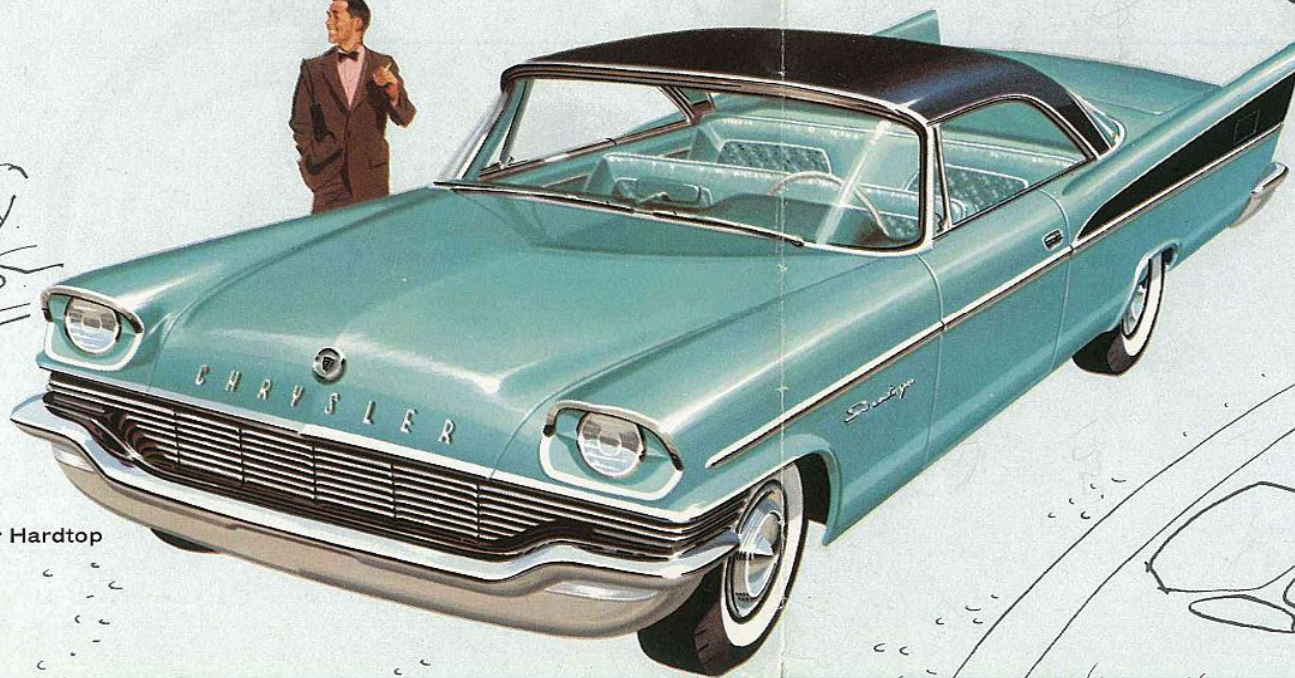
The Four-Door Sedan



The Four-Door Hardtop

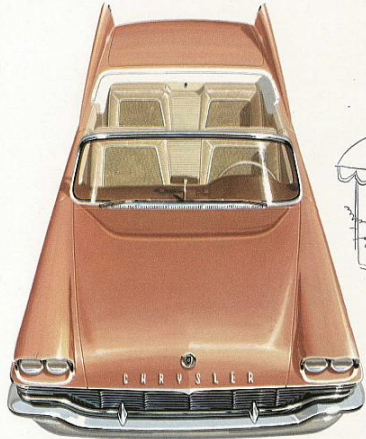
# The Beautiful CHRYSLER SARATOGA

BY FAR—THE BIGGEST BUY IN THE MEDIUM-PRICED FIELD!



# The famous CHRYSLER NEW YORKER

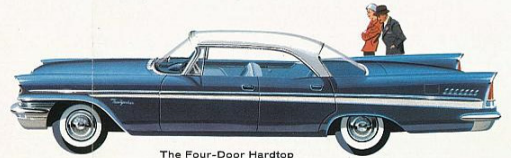
RECOGNIZED LEADER IN THE FINE CAR FIELD



The Convertible Coupe



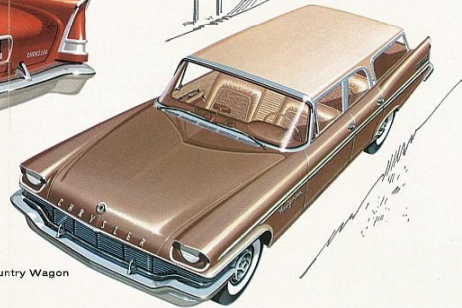
The Two-Door Hardtop



The Four-Door Hardtop



The Four-Door Sedan



The Town & Country Wagon

# MAJOR SPECIFICATIONS

**ENGINE** — *Windsor* and *Saratoga* — Spitfire V-8; Bore and Stroke 3.94 in. x 3.63 in.; Compression Ratio 9.25 to 1; Displacement 354 cu. in. Brake horsepower — *Windsor* 285 hp.; *Saratoga* 295 hp. *New Yorker* — FirePower V-8; Bore and Stroke 4.00 in. x 3.9 in.; Compression Ratio 9.25 to 1; Displacement 392 cu. in.; Brake horsepower 325 hp.

**FUEL SYSTEM** — *Windsor* — Dual Downdraft Carburetor. *Saratoga* — Four barrel Downdraft Carburetor. *New Yorker* — Four barrel Downdraft Carburetor. Tank capacity (all Models) 23 gal. (T & C Wagon 22 gal.).

**TRANSMISSION** — *Windsor* — Manual Shift, 3 Forward and 1 Reverse Speed (Torque-Flite at extra cost). *Saratoga* and *New Yorker* — Torque-Flite fully automatic transmission with Push Button Control on dash.

**STEERING** — Symmetrical Idler Arm Steering Linkage. Full-Time Coaxial Power Steering standard on *Saratoga* and *New Yorker*, extra on *Windsor*.

**SUSPENSION** — All Models — Chrysler's new Torsion-Aire suspension system with 2 torsion bar springs; ball joint pivots; new Oriflow Shock Absorbers; new Sway Bar.

**BRAKES** — Chrysler's new "Total-Contact" braking system, hydraulic, internal expanding with Cycle-bonded brake lining. Easi-lock independent parking brake. Power Brakes optional equipment.

**ELECTRICAL SYSTEM** — *Windsor* and *Saratoga* — Battery 12-volt, 66 plate, 60 amp-hr.; Generator 30 amp. *New Yorker* — Battery 12-volt, 78 plate, 70 amp-hr.; Generator 30 amp. *All Models* — Waterproof Ignition; Neutral Push Button Starter Switch; Electric variable speed windshield wipers. Dual Headlamps available on *All Models*.

**WHEELS & TIRES** — New Tubeless, Super-Soft Cushion low pressure Rayon tires. Size — *Windsor* and *Saratoga* 8.50 x 14 in.; *New Yorker* 9.00 x 14 in. White Sidewall Rayon tires available. Also available on all Models, Nylon Tubeless Super-Soft Cushion tires in both black and white sidewalls. Safety Rim Wheels. Stainless Steel Wheel Covers standard on *Saratoga* and *New Yorker*, available on *Windsor*.

**WHEELBASE** — *All Models* — 126 in.

*All Colors, Prices, Specifications, and Equipment subject to change without notice.*

CHRYSLER DIVISION • DETROIT