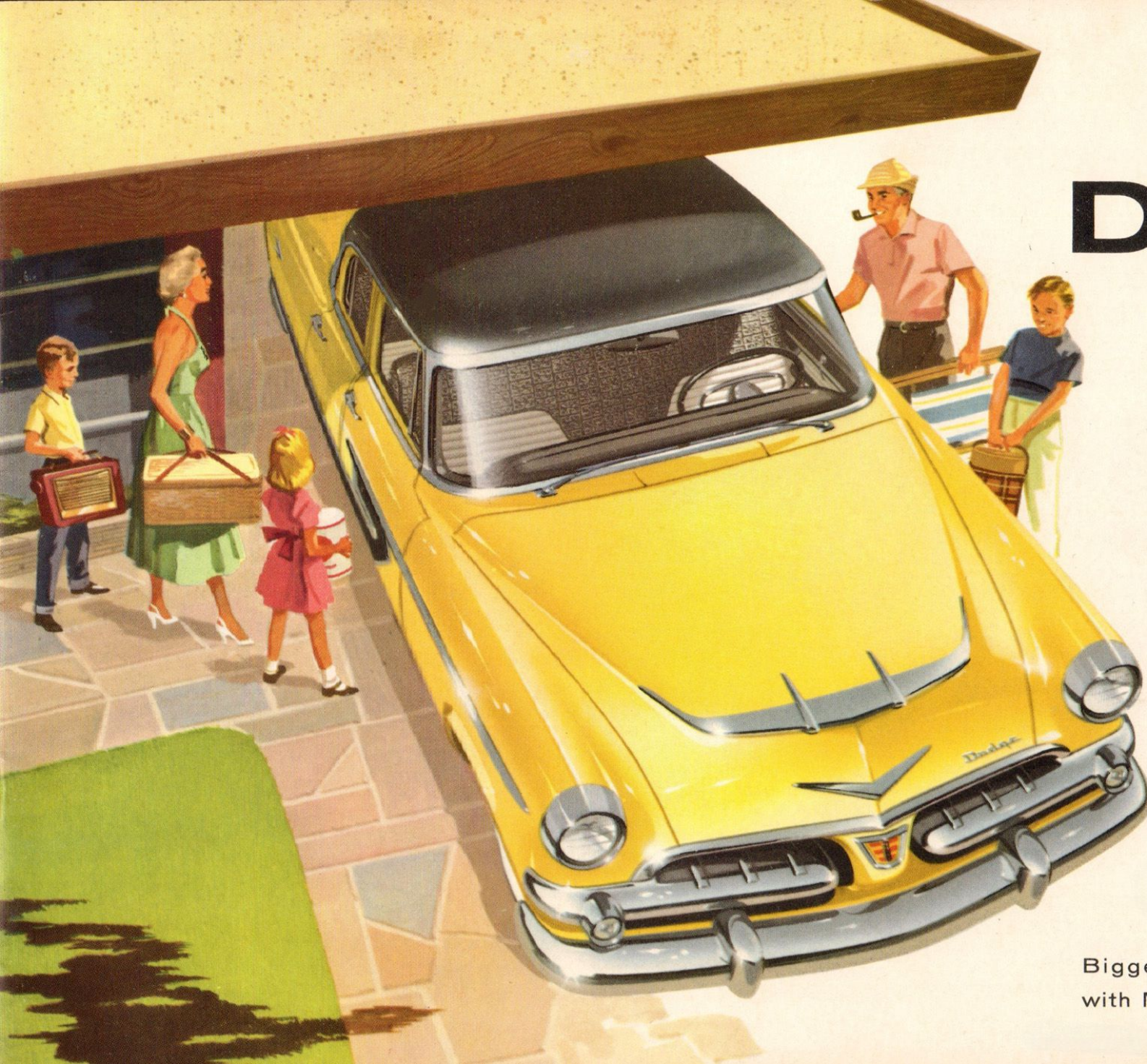


1956 DODGE



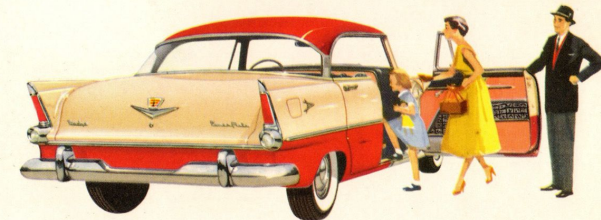
Biggest and Best for your Family
with Motion-Design for the Forward Look!

Newest of the new! '56 DODGE MAYFAIR V-8 Four-Door Hardtop



Here's a stunning new body style that's typical of the fresh new spirit you find everywhere in the '56 Dodge. You have four doors for family-style convenience in getting in and out. Yet this thrillingly beautiful car has all the glamour, all the youthful, lively looks of a hardtop. You enjoy full-sweep side vision with no centre post to mar your view. All this is yours plus new V-8 power that's at once eager and economical. A wealth of ride and comfort features that put pleasure into every mile you drive this great new Dodge Mayfair V-8 for '56!

IT'S MOTION-DESIGNED FOR THE FORWARD LOOK!





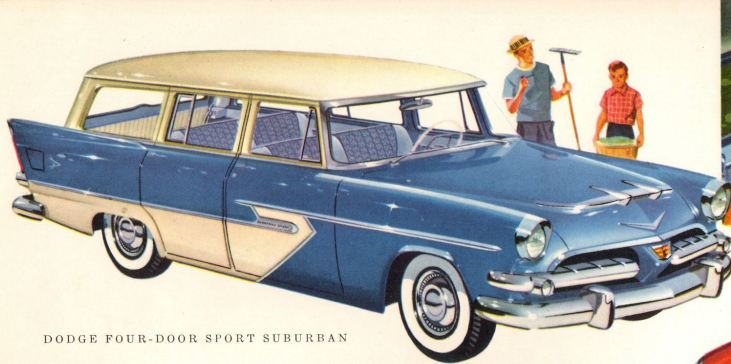
glamour car with thrifty ways ... '56 DODGE MAYFAIR V-8

You'll see so much that's new and beautiful everywhere you look in the Dodge Mayfair V-8 hardtop. You'll enjoy big-car luxury, size, new V-8 power. It's the ideal car for a growing family, blending the rakishness of a convertible with the protective assurance of a two-door sedan. Yet for all its elegant air, the Mayfair V-8 hardtop costs surprisingly little to own and drive.

DODGE MAYFAIR HARDTOP



Every drive is a sheer delight in a '56 Dodge Mayfair V-8 hardtop. Like all Mayfair models, from roof to floor, from door to door, interiors present a colour harmony that is as stimulating as it is restful. Every instrument and control is positioned for maximum driver convenience and safety. And no need to worry about soiling those wide, comfortable seats. Metallic-thread fabrics are fashioned of man-made fibres to clean jiffy-quick, keep their bright good looks through years of service.

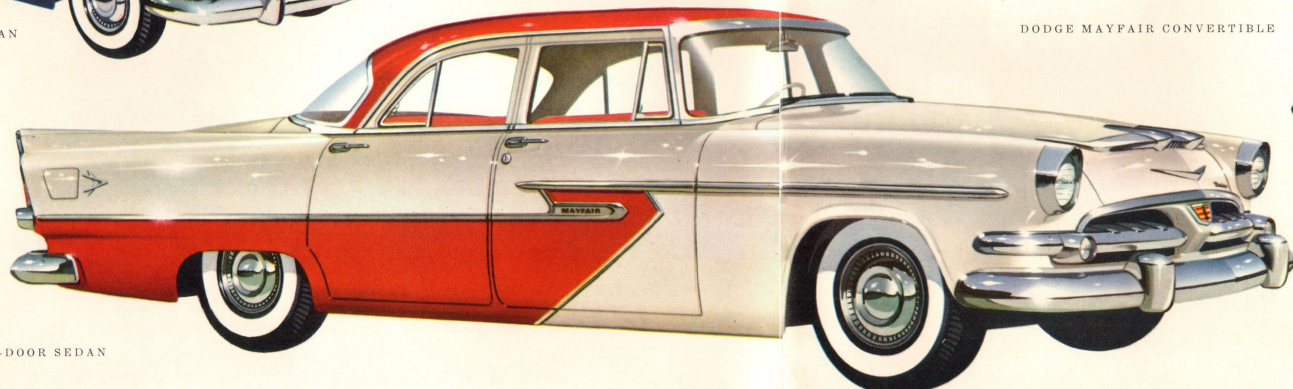


DODGE FOUR-DOOR SPORT SUBURBAN

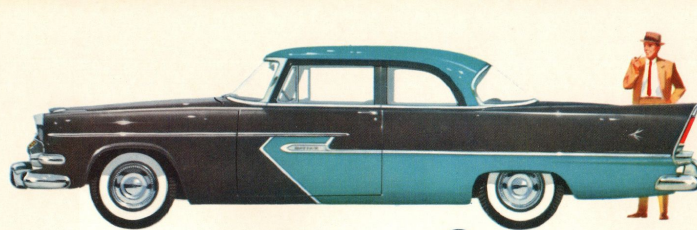
You're sure to find the car that's just right for your family in the Dodge Mayfair V-8 series. You can have your choice of body models, and a wide, wide range of exterior colours. And you know you are getting the acknowledged pacesetter in looks, size, and value in its class.



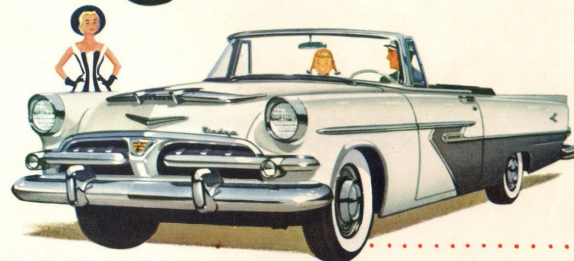
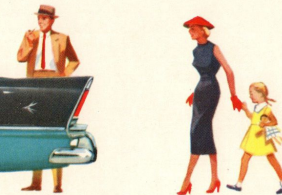
You'll marvel at the go-everywhere, carry-all convenience of the Sport Suburban. You can carry six and still have generous space behind the rear seat. Tailgate folds flat, rear seat folds forward for even more hauling capacity. And it's still as smart and sleek as anything on the road!



DODGE MAYFAIR FOUR-DOOR SEDAN



DODGE MAYFAIR CLUB SEDAN



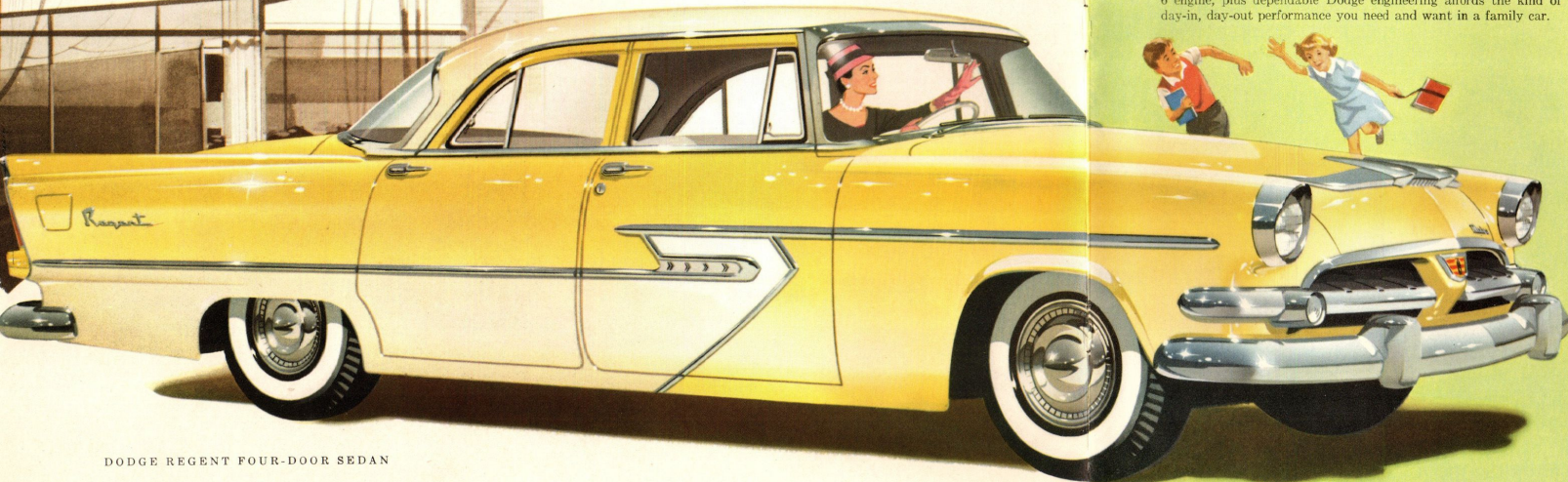
DODGE MAYFAIR CONVERTIBLE

Top up or top down, the Mayfair convertible is a speedlined beauty that will send your spirits soaring. Big, bright, and beautiful as all outdoors!



'56 DODGE REGENT takes honours for style, size, stamina

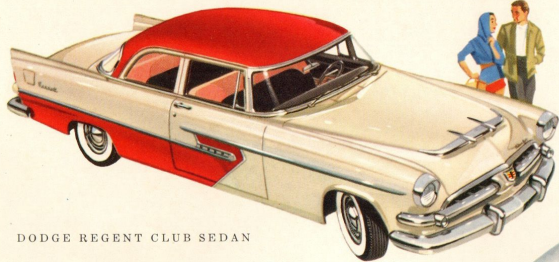
They'll be glad to go to school when the family car is a '56 Dodge Regent four-door sedan. And you'll also be glad that you chose this great new Dodge beauty. For here is a car that looks and acts "deluxe" in everything but price. The fleet, poised appearance of Dodge motion-designed styling is given new emphasis by the flaring sweep of the rear fender line. The generously sized interiors provide ample room for a growing family. Choice of V-8 or 6 engine, plus dependable Dodge engineering affords the kind of smooth day-in, day-out performance you need and want in a family car.



DODGE REGENT FOUR-DOOR SEDAN

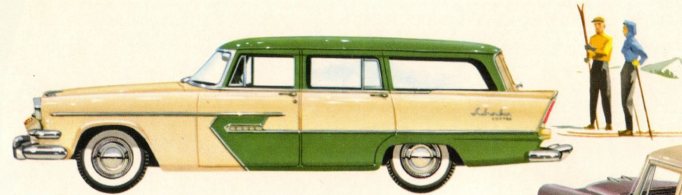


Lovely as your living room, Regent four-door upholstery is typical of the unusual colour and texture design you find in all '56 Dodge Regent models. Silver Lurex threads highlight a chain-weave background. And Regent seats are as comfortable as the most sumptuous chair. Sturdy vinyl bolsters and trim are colour-tuned to exterior finishes. More good news, all this is as durable as it is eye-appealing.



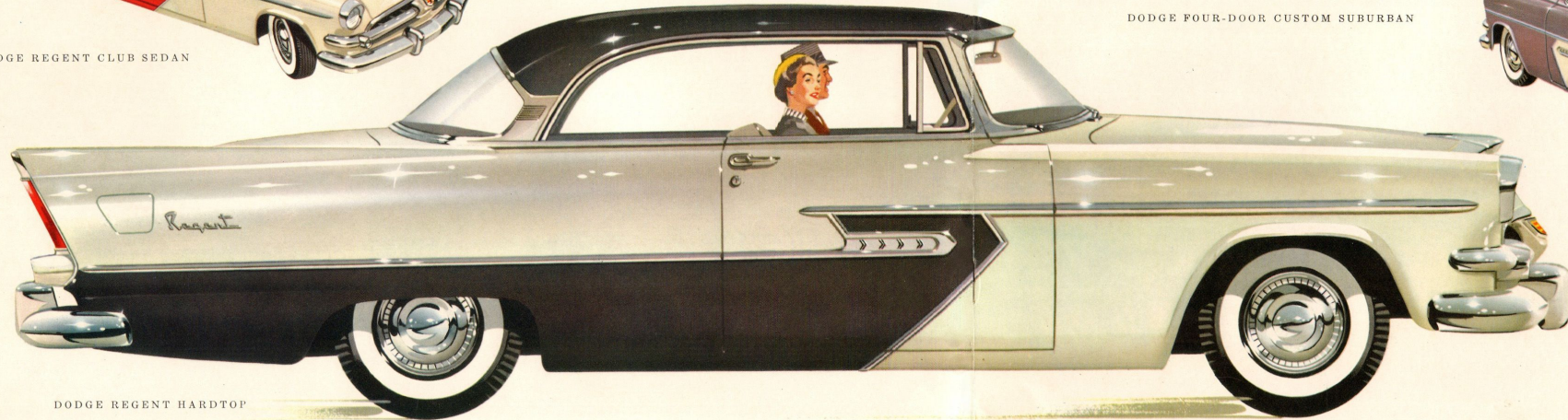
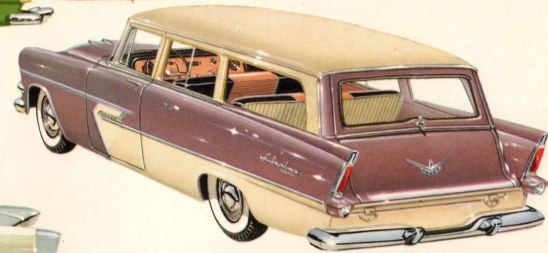
DODGE REGENT CLUB SEDAN

In the '56 Dodge Regent series you're sure to find a distinctive model to suit your family's needs. If a Suburban's to your liking, the new Dodge Custom Suburban series offers a choice of V-8 two-door, or V-8 or 6 four-door models.



DODGE FOUR-DOOR CUSTOM SUBURBAN

DODGE TWO-DOOR CUSTOM SUBURBAN



DODGE REGENT HARDTOP

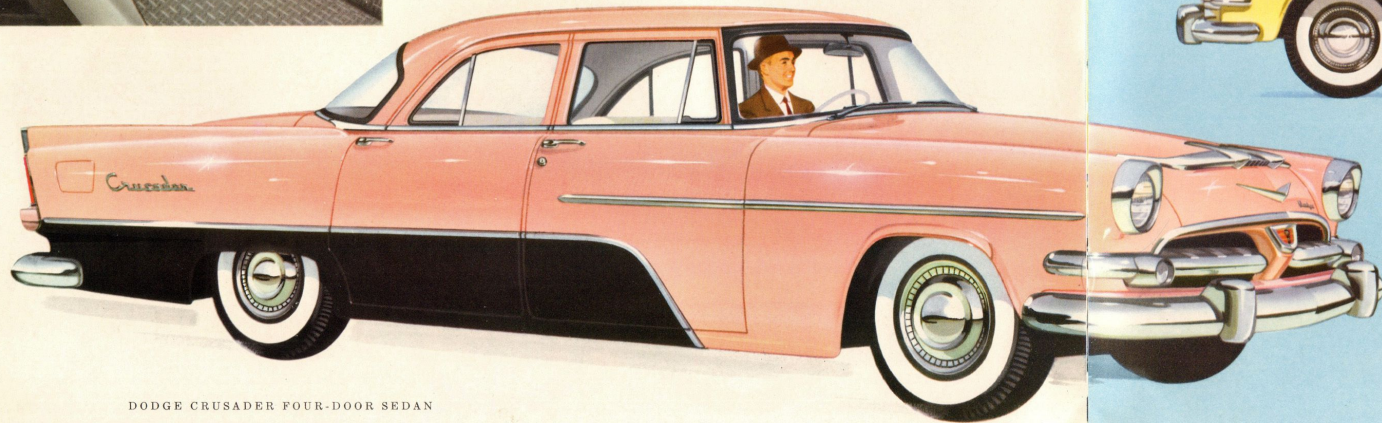


You can carry six passengers or cargo-size loads in a versatile Custom Suburban. It's a modern marvel of utility and convenience teamed with nimble performance, smart styling. Easy access to the giant-size rear compartment is provided through the doors or the tailgate. Interiors put the emphasis on serviceability without sacrificing handsome appearance.

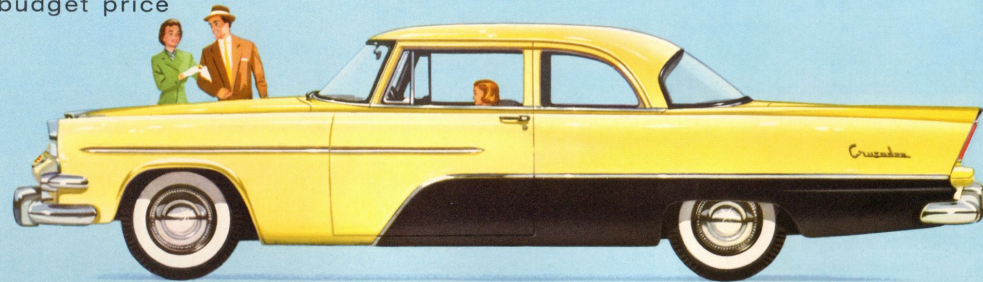


'56 DODGE CRUSADER... big-car beauty at a budget price

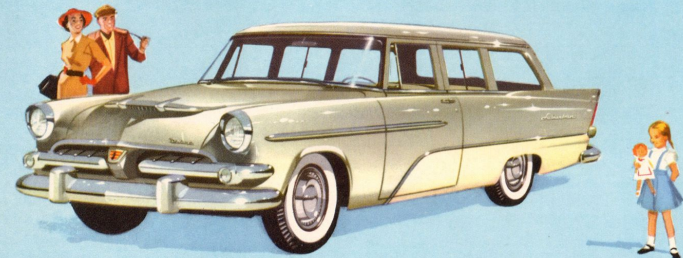
Look at the new Crusader, drive it, ride in it. Then check the price. You'll be pleasantly surprised! No other car in all of Canada offers you so much for so little. Here is standout styling inside and out. V-8 or 6 power that saves you money every mile. All the traditionally superb dependability of Dodge construction. For the luxury-loving family operating within a modest budget, there's nothing quite like the '56 Dodge Crusader.



DODGE CRUSADER FOUR-DOOR SEDAN

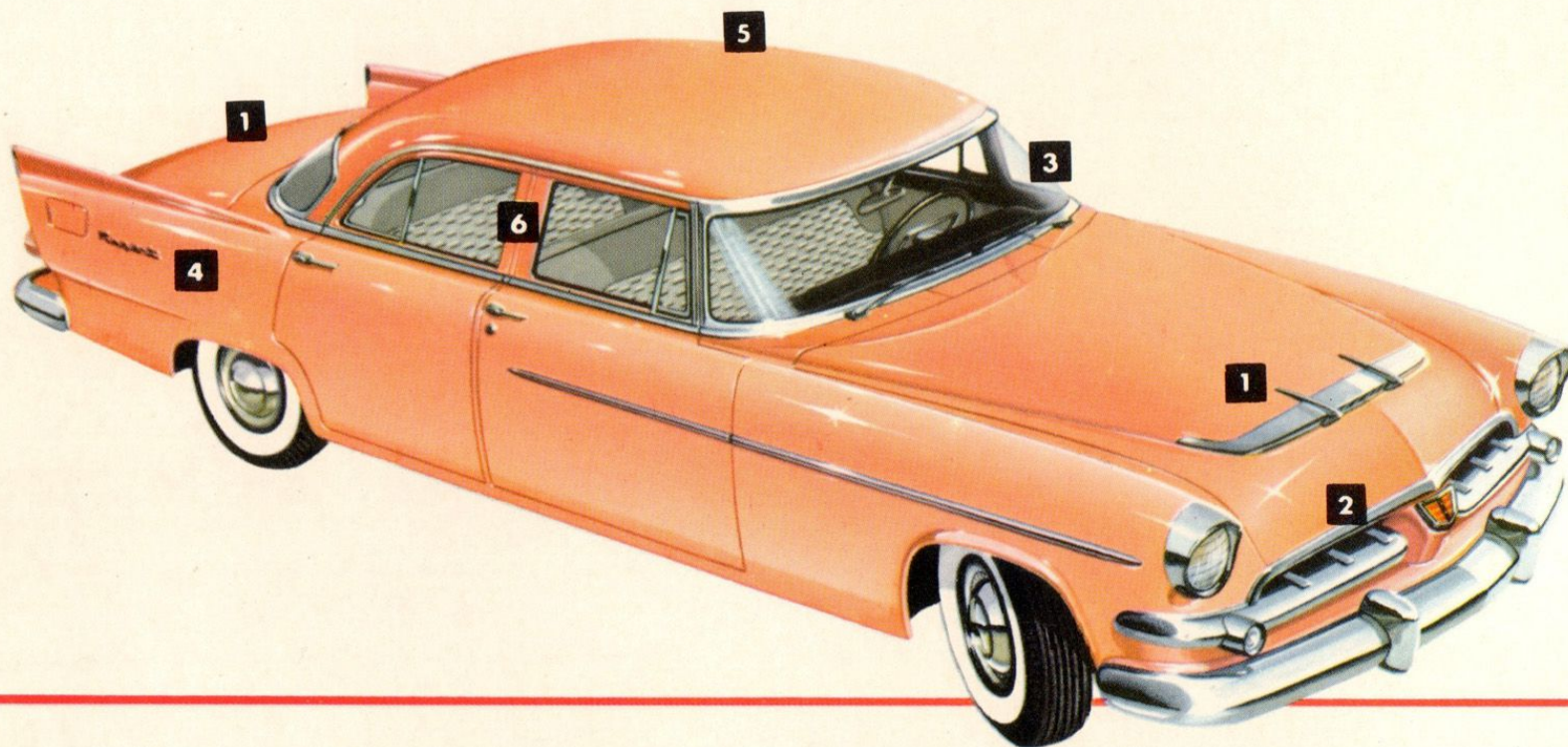


DODGE CRUSADER CLUB SEDAN



DODGE TWO-DOOR SUBURBAN

'56 DODGE *captures the thrill of flight and motion* *in MOTION-DESIGN for the Forward Look!*



From every angle, the '56 Dodge looks
as poised for action as an arrow
about to leave a bow.
Motion-Design is the reason, a concept
of automotive styling that's years
ahead in its daring beauty.
Here are the elements that
flow together so smoothly to create
this ready-to-go look:

1. Down sloping hood and rear deck. Their pleasing symmetry accentuates the long, lithe, lancelike look of the '56 Dodge.

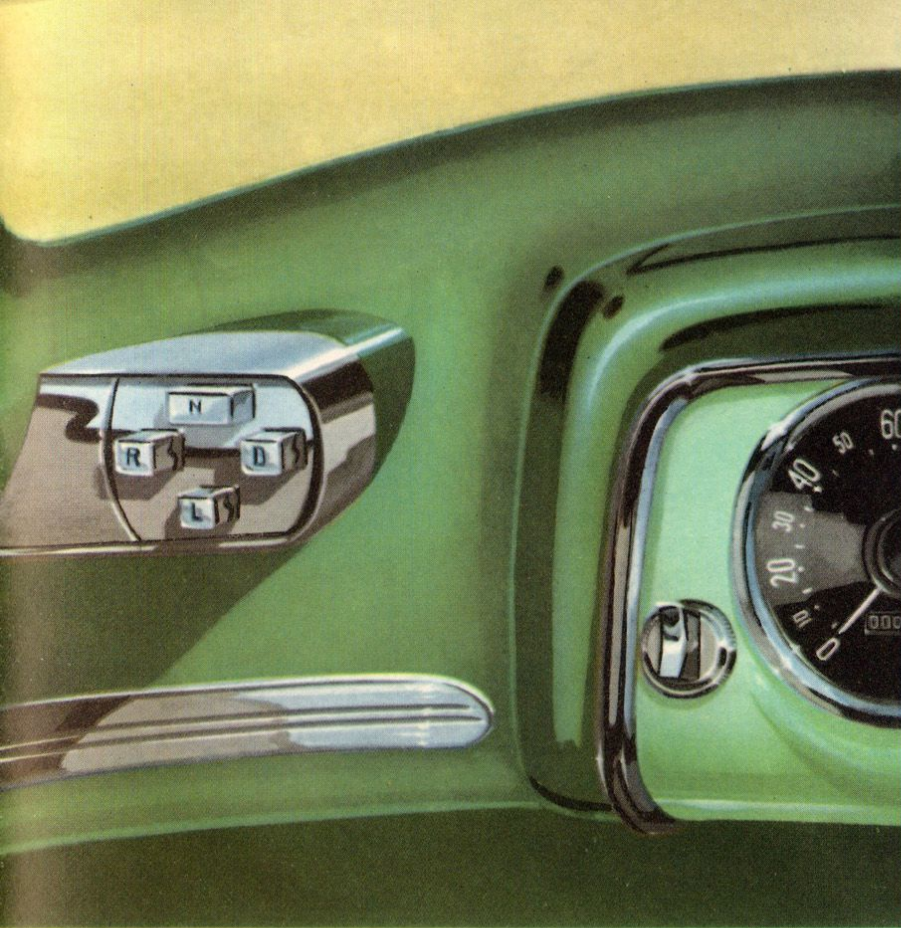
2. Forward-thrusting Dodge grille and front fenders. Perfectly integrated with the sloping hood to make the car appear to "knife" the air rather than push it aside.

3. First true wrap-around windshield. Curves gracefully around at top and bottom to swept-back corner posts. Provides a *full* view of the road as well as contributing to the car's look of easy motion.

4. Graceful upsweep of the rear fenders. Like a bird in flight, they impart a feeling of swiftness as they seem to soar into space.

5. Slim, trim roof line. Tapers gradually from front to back. Conceals an exceptionally strong upper body structure.

6. Inward slant of the car sides. Lends a look of ground-hugging stability to the fleet appearance of the '56 Dodge.



Now! '56 DODGE brings you the most
automatic driving ever with
Powerflite! all-new "Push-Button"
automatic transmission

Now PowerFlite, first with the selector lever on the control panel, adds still another revolutionary "first" . . . push-button controls! You just push a button, and away you go! Selecting your drive is as easy (requires even less effort) as tuning your radio!

Push-Button PowerFlite is extra-safe, too. You can select your drive without taking your eyes from the road. The convenient location, at the left end of the control panel, requires no awkward

ward reaching and is out of the way of other passengers, particularly children. The four buttons, N (neutral) R (reverse) D (drive) L (low), are lighted for easy operation when driving after dark.

Drive a '56 Dodge with this latest, greatest PowerFlite innovation. You'll find it a wonderful new experience in pleasant motoring. And you can enjoy it, at moderate extra cost, on any '56 Dodge model.



Telltale signal lights take the place of temperature and ammeter gauges on the handsome control panel of the '56 Dodge. They free the panel of needless clutter, permit positioning of heater controls for easy operation by driver or passenger. On Mayfair models the panel is outlined in distinctive brushed aluminum.

SYNCHRO-SILENT 3-speed transmission is standard on all Dodge models. Newly engineered for easier, smoother shifting than ever. Famous for dependability, long life.

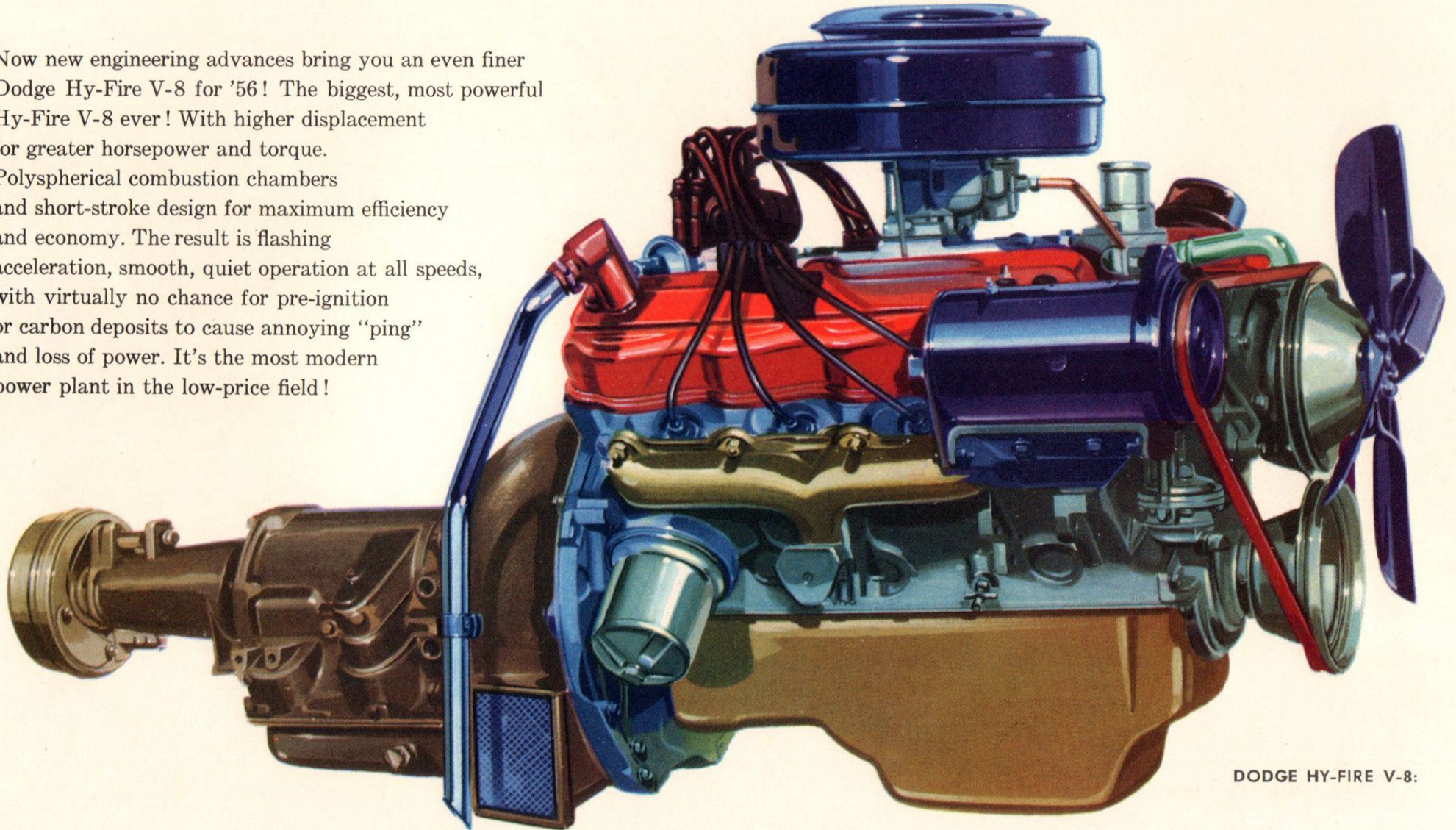
DODGE OVERDRIVE saves you money on the open road. Reduces engine r.p.m.'s while sustaining road speed to save gasoline and engine wear. Available at moderate extra cost.

*and teams your choice of
these 3 great drives with
all-new V-8 or 6 POWER!*



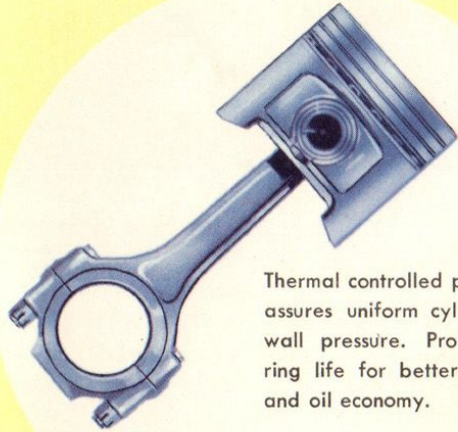
new Dodge *V-8 Engine* ...go-power everyone goes for!

Now new engineering advances bring you an even finer Dodge Hy-Fire V-8 for '56! The biggest, most powerful Hy-Fire V-8 ever! With higher displacement for greater horsepower and torque. Polyspherical combustion chambers and short-stroke design for maximum efficiency and economy. The result is flashing acceleration, smooth, quiet operation at all speeds, with virtually no chance for pre-ignition or carbon deposits to cause annoying "ping" and loss of power. It's the most modern power plant in the low-price field!

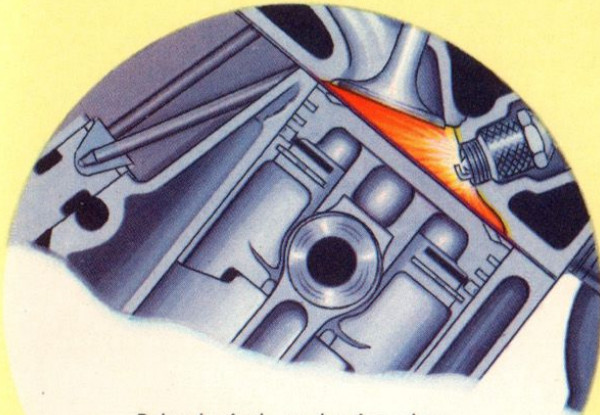


DODGE HY-FIRE V-8:

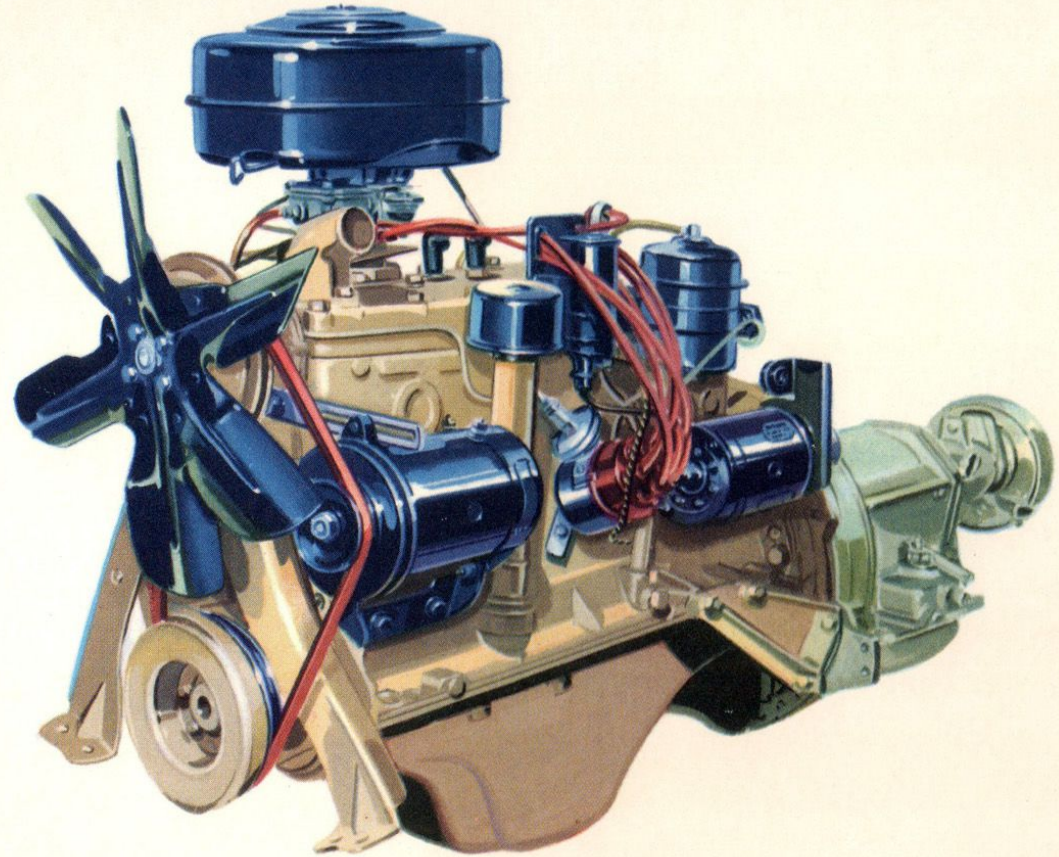
Dodge *PowerFlow 6* emphasizes economy, dependability



Thermal controlled piston assures uniform cylinder wall pressure. Prolongs ring life for better fuel and oil economy.

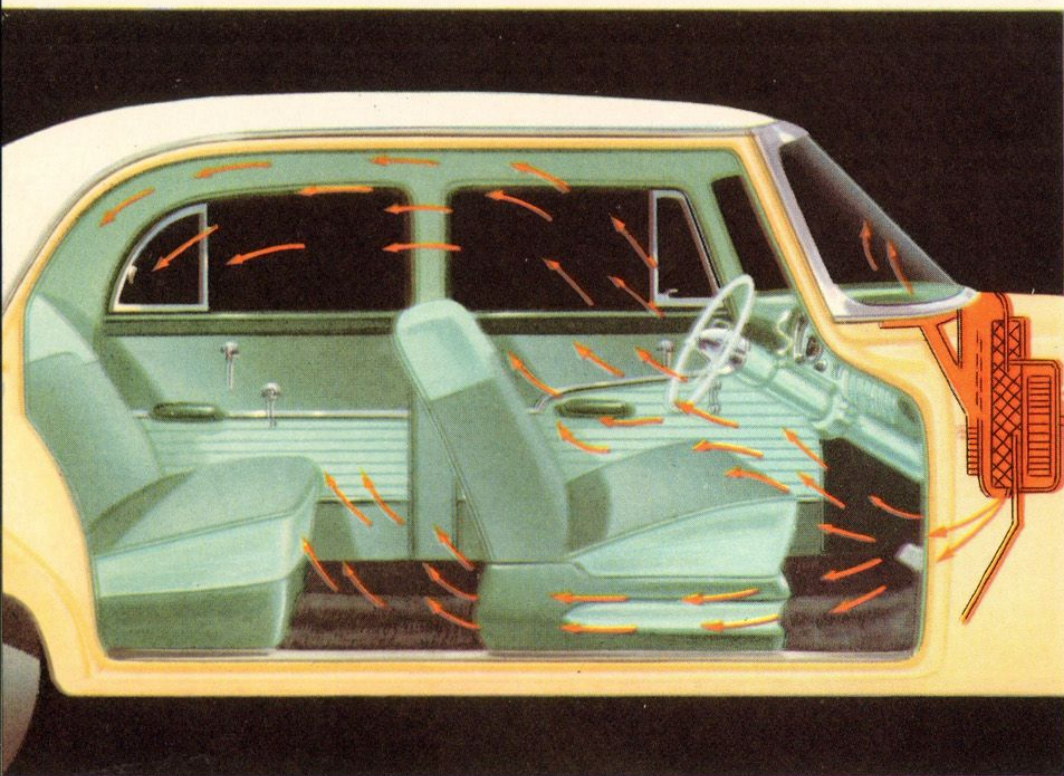


Polyspherical combustion chambers promote even burning of fuel, maintain peak power output for lasting new-car performance.



If you prefer a 6, the '56 Dodge again brings you the best. The proved L-head design of the famous Dodge PowerFlow 6 gives you outstanding service with a minimum of attention. Stepped-up horsepower provides greater responsiveness, livelier performance than ever before. Available with 7.0 to 1 compression ratio (for Regent or Crusader models equipped with standard transmission) or 7.7 to 1 compression ratio (for same models equipped with PowerFlite automatic transmission).

Drive and ride in comfort with DODGE Customaire



finest of all
heating—defrosting—
ventilating systems!

It's a totally new way of doing something about the weather! The first and only such system designed as an integral part of the car, built right into your '56 Dodge. And because of this unique design concept, *Customaire* offers you all-weather, year-round comfort, high capacity, infinite variability, and ease of operation no other comparable system can match!

Only with CUSTOMAIRE do you get...

FULL-WIDTH HEATING

Heat outlet duct has large openings at extreme right and left that create a "wall" of warm air at both sides of the car. Smaller openings direct a softer flow of air through the centre. Heat is even, with no hot spots or "blasts."

FULL-WIDTH DEFROSTING

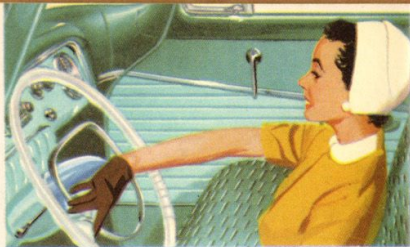
Defroster vent is full-width, too, but, more important, a *separate* defroster blower directs a strong, even flow of air over the entire windshield area. You can operate the defroster without reducing heater efficiency in any way.

ADJUSTABLE HIGH-LEVEL VENTILATION

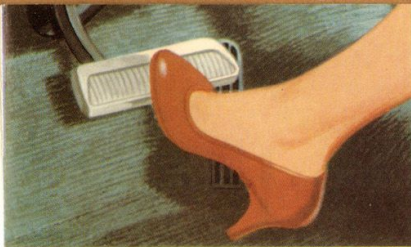
Outside-closing, hood-high, fresh air intake is fully adjustable. It is combined with fresh air ventilator doors so that *Customaire* functions as a recirculating heater, never recirculates stale, dead air.

AMAZING EASE OF OPERATION

Only two controls. One operates the heater and regulates the temperature. The other operates the defroster. Both, plus the fresh air intake control, are located within easy reach of driver or passenger.



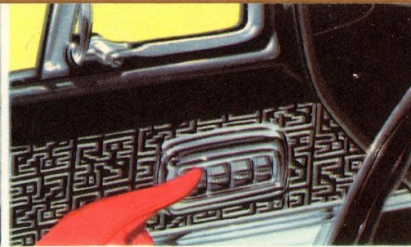
Power steering works for you all the time to take 80% of the effort out of steering. Operates at the touch of a finger, absorbs road shocks before they reach the steering wheel.



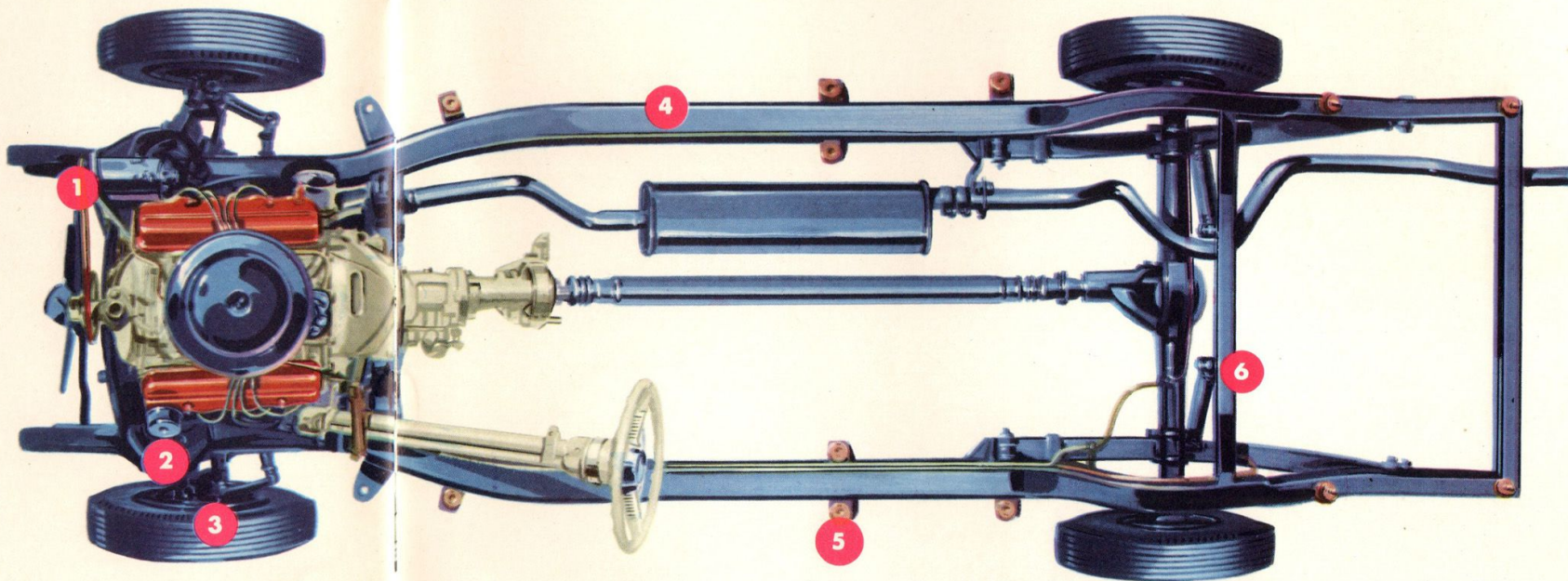
Power brakes cut your braking effort in half. Power is transmitted at feather touch to Dodge Safe-Guard hydraulic brakes. "Full-pedal" design is the smoothest, safest in the industry.



Power Seat permits finger-tip control of the front seat position. Just touch a button and the seat moves forward or back. As it moves forward it also rises.



Power window lifts enable the driver to open or close any window in the car at the touch of a button. Passengers control individual windows with equal ease.



1

New 12-volt electrical system provides ample current for all electrical needs. Has high generating efficiency at low speeds.

2

Oriflow shock absorbers are mounted inside the front springs for more direct action and positive control.

3

Dodge "Safe-Guard" hydraulic brakes employ two cylinders at the front wheels instead of the usual one. Provide more braking effort with less pedal pressure.

4

Rugged box-section frame resists bending and twisting. Has new flange mounting at rear for added strength.

5

Live-rubber body mounts prevent metal-to-metal contact between frame and body, absorb road shock and vibration.

6

"Sea-Leg" mounted rear shock absorbers and wide rear springs afford maximum control of lateral and vertical movement. Shocks are taken by frame for more comfortable ride.



Something new for safety's sake! New "Safe-Lock" door latch secures door "lock-tight" to the body. A great new safety-engineering first!

14

models in

4

great series!

Mayfair V-8



...Regent V-8 or 6

Crusader V-8 or 6...



New Suburban Series

SPECIFICATIONS

DIMENSIONS—Wheelbase, 115 inches. Over-all length, 208.4 inches. Width, 74.6 inches. Height, loaded, 60.9 inches.

CHASSIS—box-type frame. Front suspension—independent coil springs, direct-acting Oriflow shock absorbers. Rear suspension—2½ inches wide, 4-leaf springs, 6-leaf on Suburbans, splay mounted. Straddle-mounted Oriflow rear shock absorbers. 3-tooth roller steering gear. Hypoid rear axle ratio, 3.73 to 1 (with Overdrive 3.9 to 1; 3.54 to 1 with PowerFlite). Safety-Rim wheels. Super Cushion 6.70 x 15 4-ply blackwall tubeless tires. Safe-Guard hydraulic brakes with 2 cylinders on front wheel brakes, lining area 158.0 sq. in. 6 cylinder, 165.75 sq. in. V-8 models. Cyclebond linings. Independent parking brake on propeller shaft.

ENGINE—Overhead Valve, V-8. Bore and stroke, 3.63 inches x 3.25 inches.

Displacement, 270 cubic inches.

Compression ratio, 8.0 to 1 with PowerFlite.

Staggered, lateral valve arrangement. Three rings per piston. Counterbalanced crankshaft with 5 main bearings. Oil filter, full-flow type with replaceable cartridge. Dual-throated car-

buretor, with automatic choke. Standard on Mayfair; optional at extra cost on Regent and Crusader models.

ENGINE—L-head, 6-cylinder on Regent and Crusader models. Bore and stroke 3.44 x 4.5 inches. Displacement, 250.6 cubic inches. (With PowerFlite—L-head, 6-cylinder engine. Oil filter standard.) Compression ratio, 7.0 to 1; 7.5 to 1 with PowerFlite. Single-throat downdraft carburetor, with automatic choke. Alloy-iron exhaust valve seat inserts.

ON ALL ENGINES—Full-pressure lubrication to main, connecting rod, and camshaft bearings. Oilite self-cleaning filter in fuel tank. High-capacity fuel pump. Thermostatic manifold control.

FUEL SYSTEM—Tank capacity, 14.2 Imperial gallons (except Suburban, which is 15.4 gallons) with Oilite self-cleaning filter. High-capacity fuel pump. Integral automatic choke. Thermostatic manifold control.

LUBRICATION—Chassis, pressure grease system. Engine, crankshaft, connecting rod, and camshaft bearings force-fed from rotary-type oil pump. Direct lubrication for timing chain. Crank-case fully ventilated.

COOLING SYSTEM—V-8 Models—Full-length cylinder jackets completely surround each cylinder. Passages throughout block and head designed to produce controlled coolant flow. By-pass cooling system speeds engine warm-up. Pressure-vent radiator

cap. Cellular-tubular radiator core. Capacity, 4.4 Imperial gallons. 6-Cylinder Models—Full-length cylinder jackets. Water-distributing tube cools all valve seats with direct water flow. By-pass cooling system speeds engine warm-up. Pressure-vent radiator cap. Cellular-tubular radiator core. Capacity, 2.9 Imperial gallons.

ELECTRICAL SYSTEM—12-volt. Large 30-amp. generator. Neoprene-jacketed ignition cable. Wide-gap, resistor-type spark plugs. 60-amp.-hr. battery, 6-cylinder; 50-amp.-hr. battery, V-8. Temperature-compensated voltage regulator. Electric windshield wipers.

BODY—Dimensions—Hiproom, 62.5 inches front; 62.8 inches rear. Legroom, 44.0 inches front; 44.0 inches rear. Headroom, 36.1 inches front; 35.4 inches rear. Seat height, 12.4 inches front; 11.9 inches rear. Front seat adjustable 5 inches horizontal, 1.1 inches vertical. External door locks on both front doors.

OPTIONAL EQUIPMENT (at added cost)

Exterior chrome moulding package (on all models). Accessory Group "A"—including heavy-duty springs and heavy-duty shock absorbers. 11-inch clutch (with standard transmission). 11-inch brakes. Power brakes. Overdrive transmission. PowerFlite automatic transmission. 4.1 to 1 axle ratio (with standard transmission

or overdrive). Heavy-duty oil filter, removable cartridge (on 6-cylinder models). 40-amp. generator for city or country driving (with conventional steering). Electric window lifts on all windows (Regent and Mayfair models). Solex glass. 6-ply tubeless tires—black sidewall. 4-ply tubeless tires—white sidewall. 6-ply tubeless tires—white sidewall. 4-ply and 6-ply blackwall and white sidewall tubeless tires (oversize). 60-70 amp.-hr. battery—V-8; 70 amp.-hr. battery—6-cylinder. Variable-speed electric windshield wipers. Turn signals (standard equipment with power steering and PowerFlite). Front vent window rainshields. Full-Time Coaxial Power Steering. Back-up lights (Crusader and Regent models). Cigar lighter (Crusader and Regent models). 2-way electric seat adjuster (Regent and Mayfair models). Glove box door lock. Plastic steering wheel (Regent models). Taxicab package (4-door Sedan, Club Sedan). Wheel covers (set of 4) on Crusader and Regent.

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.