



The most beautiful **CHRYSLERS** ever designed
THE WINDSOR AND WINDSOR DELUXE MODELS



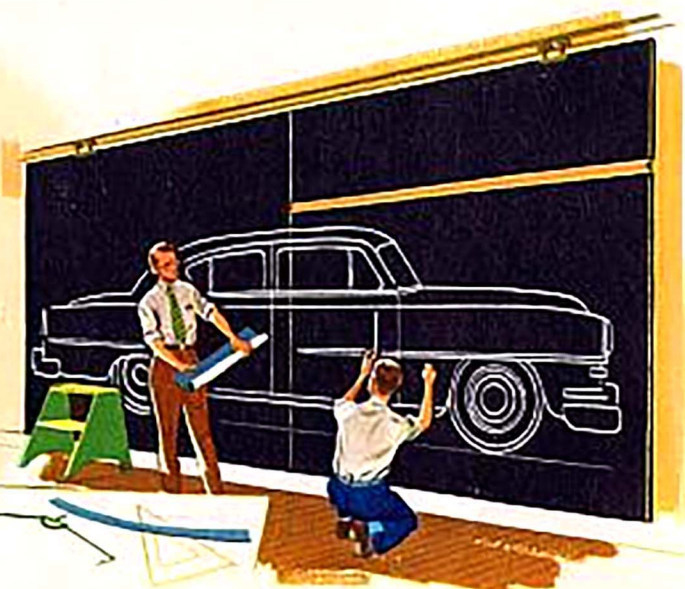
Fabrics that are rich in quality, smart of pattern, and luxurious in appearance, make the new interiors something to be sincerely admired and deeply enjoyed.



Full scale drawings bring the car into life-size focus for further improvements of design that will enhance the beauty and style of the car as a whole.

Literally hundreds of designers, engineers, stylists, and artists combine their genius and talent to create the smart lines of the Beautiful Chrysler for you.

Expert sculptors execute clay models of the new designs so that light and shadow and contours can be studied to improve the symmetry of the graceful lines of every component part of the car.



THE MOST BEAUTIFUL

Chrysler

EVER DESIGNED



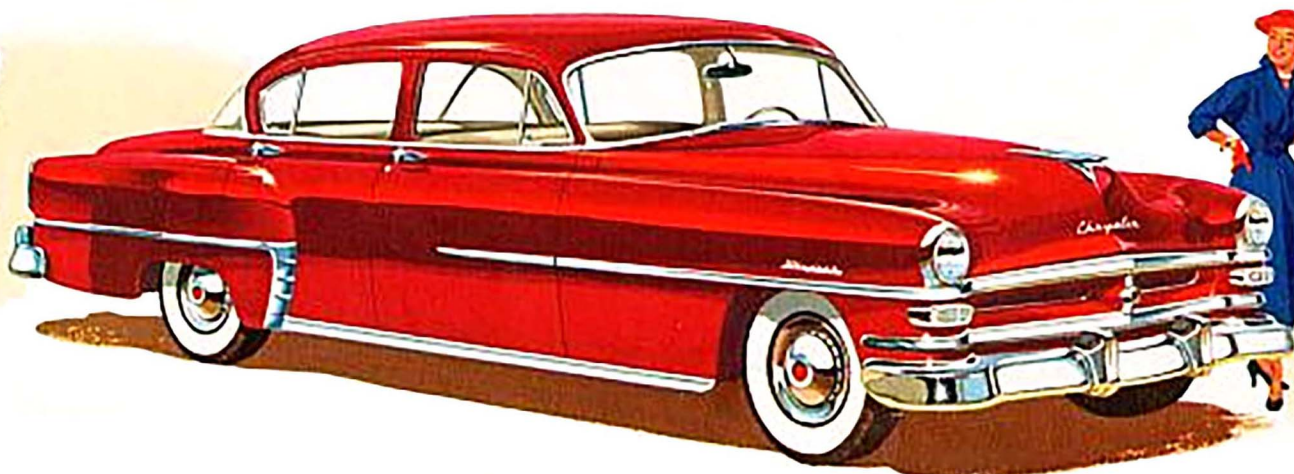
When the first Chrysler was announced way back in 1924, it was hailed far and wide as a *beautiful car*. And during the twenty-eight intervening years, there have been other Chrysler models that have won worldwide acclaim and recognition. But we believe that the more than one million Chrysler owners and the public in general, will agree that the 1953 Models are, unquestionably, the most beautiful Chryslers ever designed.

True, beauty is a matter of taste and personal opinion, but most people have an inherent appreciation of beauty, and most certainly, the graceful, flowing, perfectly balanced, symmetrical lines of the new Chrysler will be appreciated by the majority. We hope the majority will agree with us that they *are* the most beautiful Chryslers ever designed.

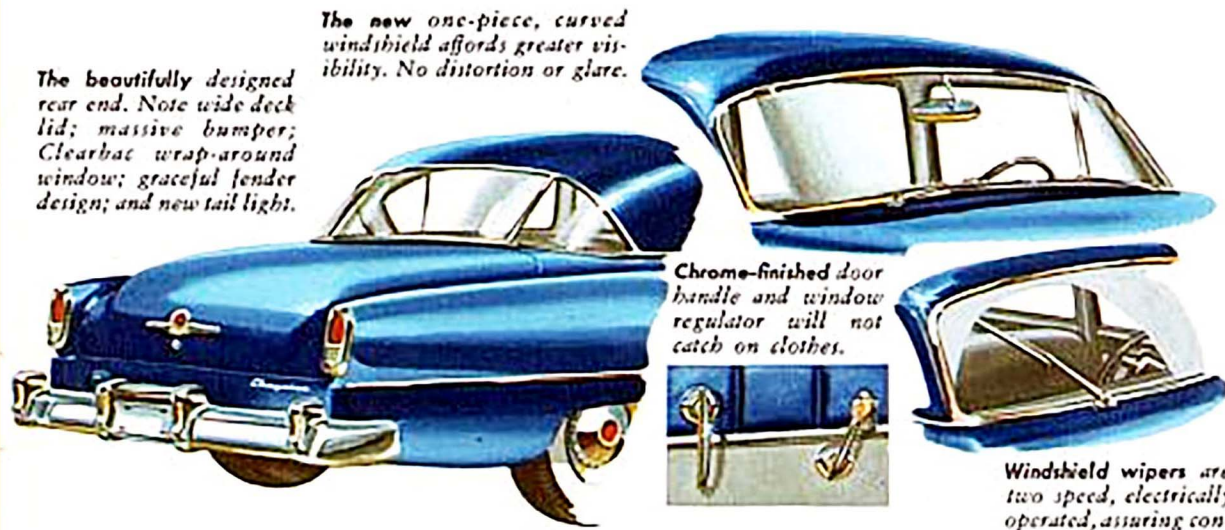
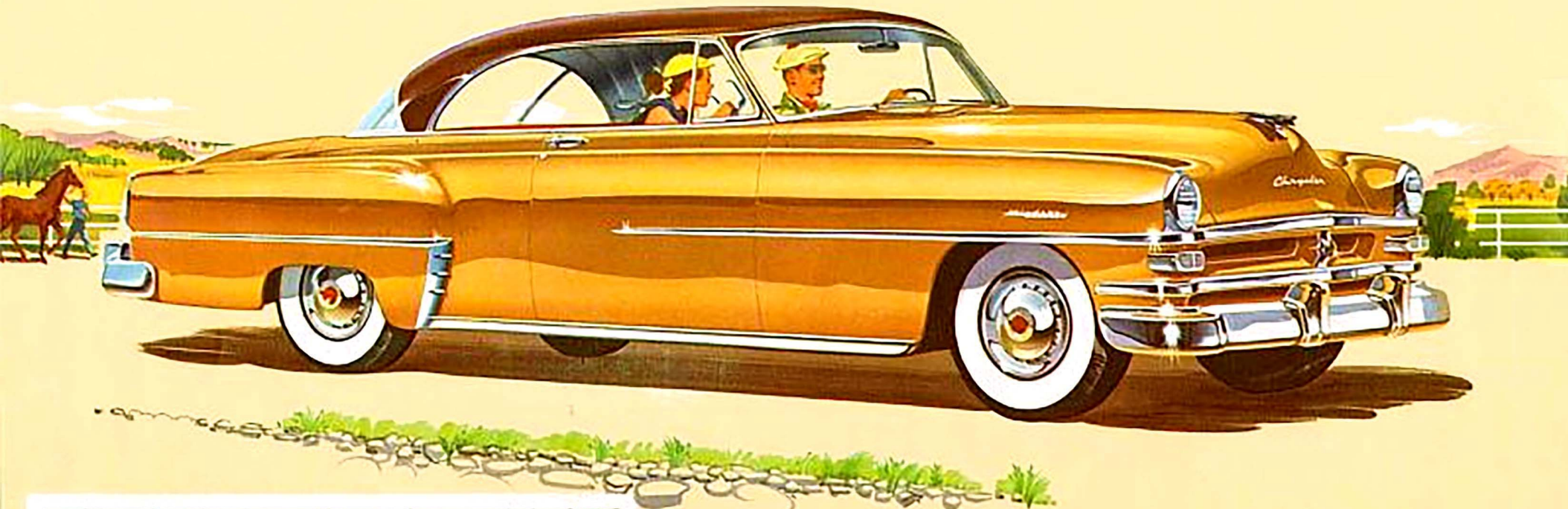
The new Models are easily recognizable as Chryslers, but there are new design features—a new dynamic

symmetry and balance that give the car a beauty of line comparable to the fine engineering for which it is so universally known and respected. Here, then, in the 1953 Chrysler is the perfect combination of Beauty and Engineering.

There are four Body Styles in the Windsor Model—the Club Coupe; the Six Passenger Sedan; the Eight Passenger Sedan; and the Town & Country Wagon. In the Windsor DeLuxe Model there are the Convertible Coupe; the Six Passenger Sedan; and the Newport, which is generally known as the "Hardtop" Convertible. New Features are the One-piece Curved Windshield; new Pull-Type Door Handles; new long rear fender design; new rear deck design; new tail-light, back-up light, and Directional Signal design; larger luggage compartment; new grille; new hood ornament; new cowl ventilator and heater design; new fabrics and upholstery design; and many others which are illustrated and explained on the following pages.



The Newport

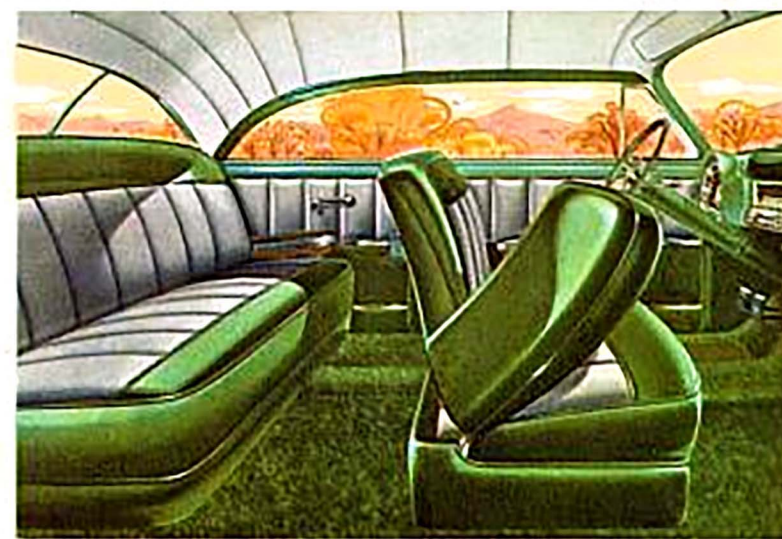
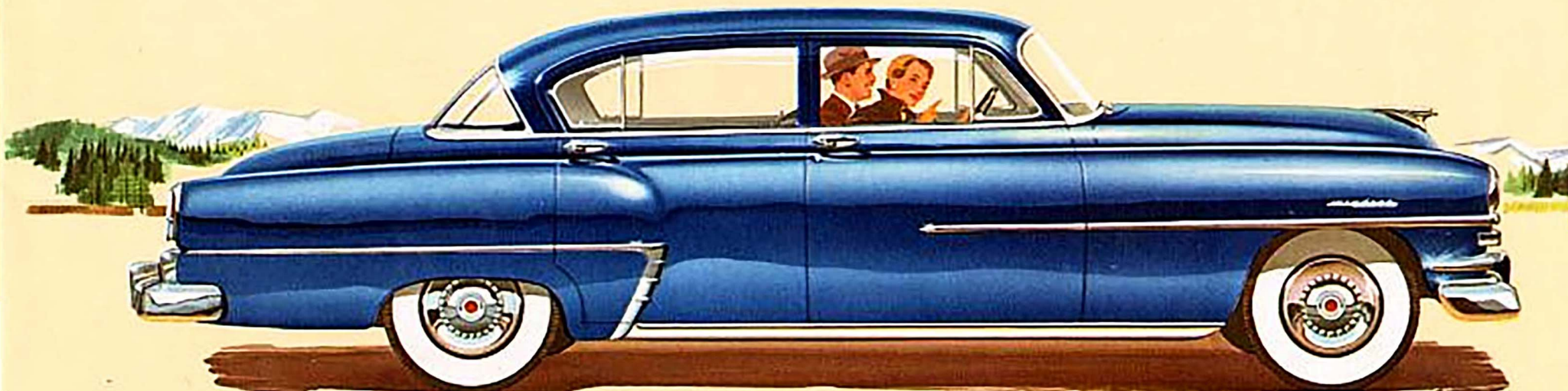
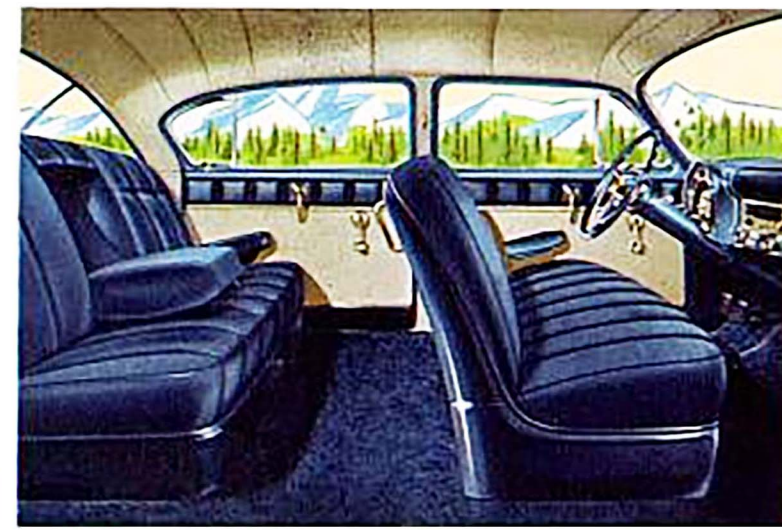


The beautifully designed rear end. Note wide deck lid; massive bumper; Clearbac wrap-around window; graceful fender design; and new tail light.

The new one-piece, curved windshield affords greater visibility. No distortion or glare.

Chrome-finished door handle and window regulator will not catch on clothes.

Windshield wipers are two speed, electrically operated, assuring constant-speed operation.



The large, roomy glove compartment, provided with lock, is a handy place for maps, sun glasses, and many other small articles.



The Clearbac rear window is not only smart looking, but it also provides excellent visibility and eliminates blind spots.

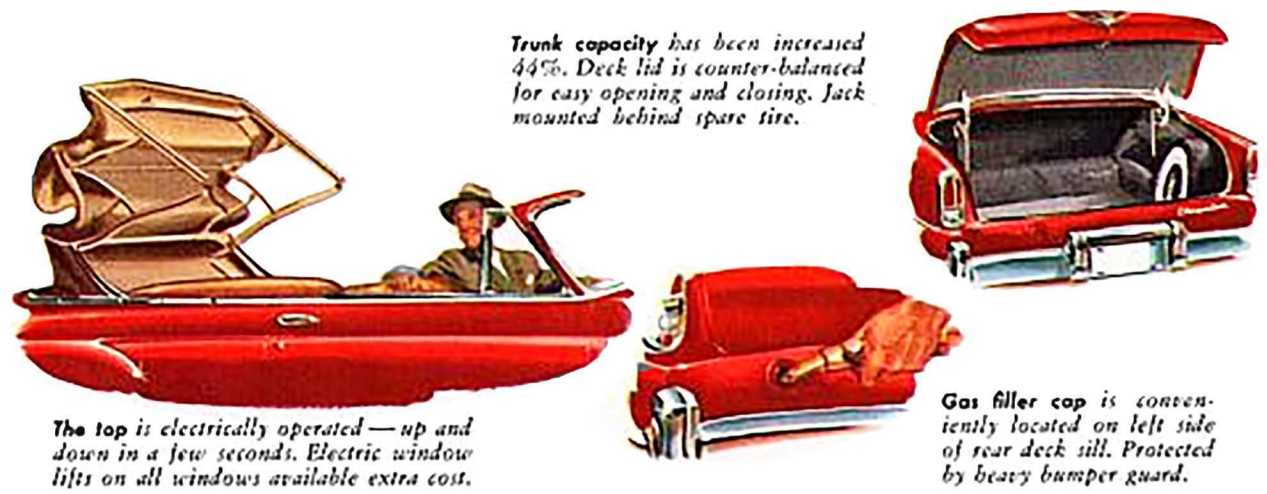


The Safety Crutch Pad, of molded sponge rubber, is a great safety feature. All dials are easily and quickly visible and all controls within easy reach.

Merely pull the new design door handle toward you and the wide door swings open. Escutcheon protects body finish.



The Six-Passenger Sedan

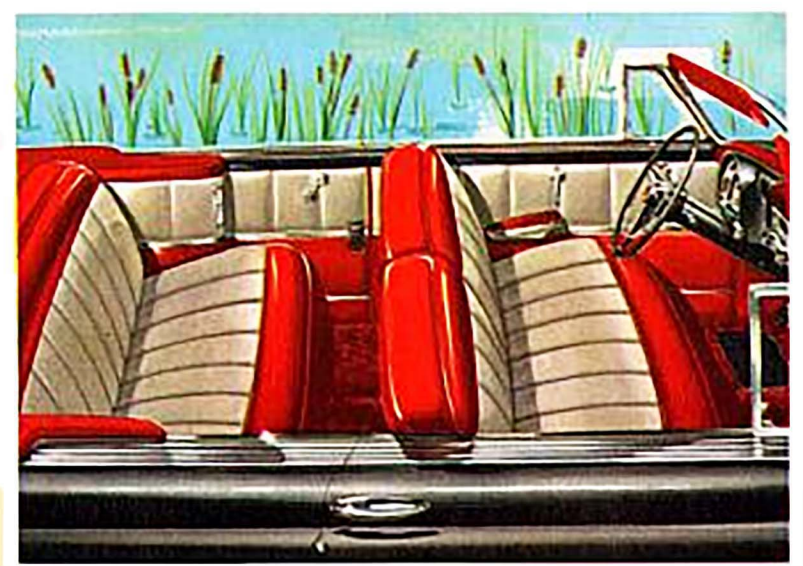


Trunk capacity has been increased 44%. Deck lid is counter-balanced for easy opening and closing. Jack mounted behind spare tire.

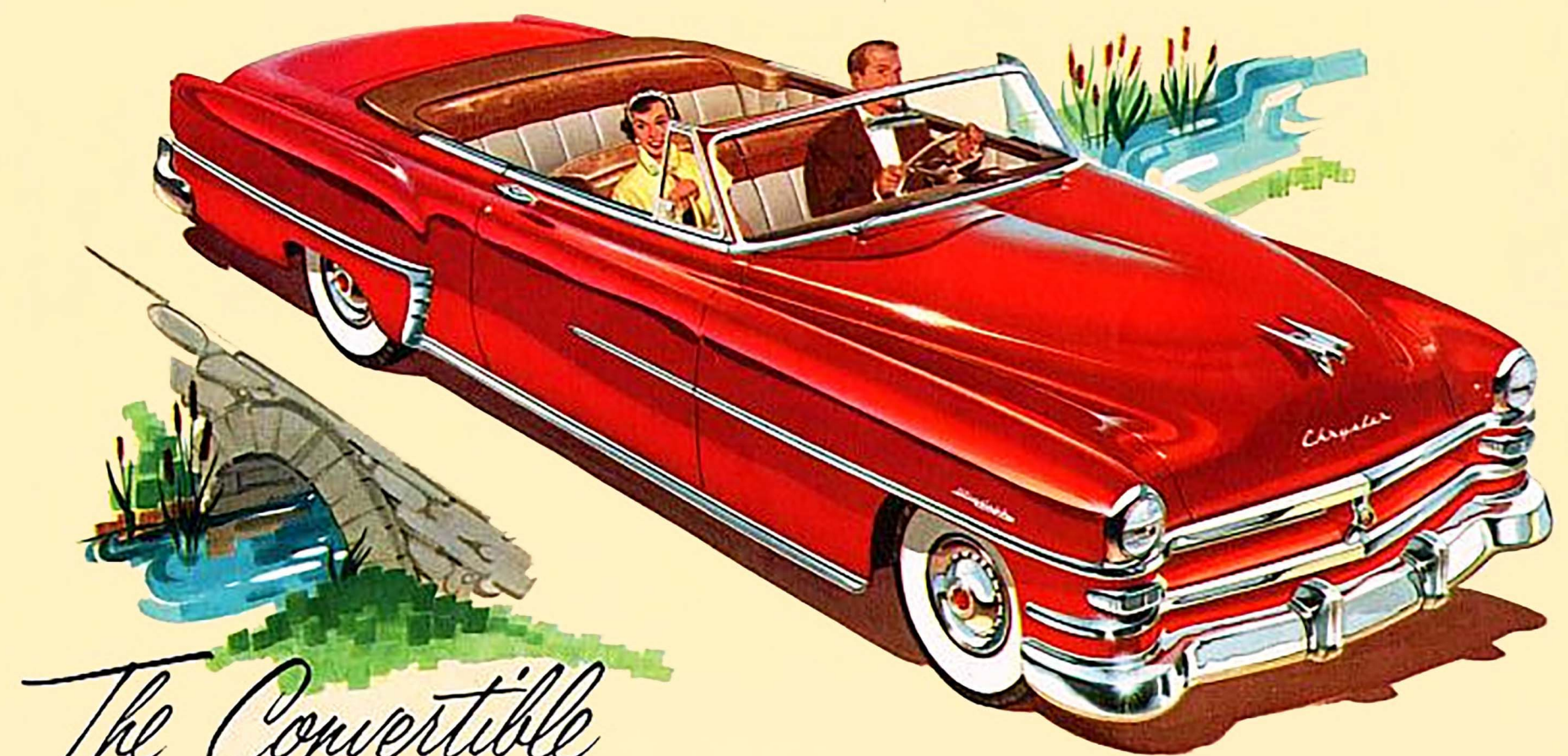
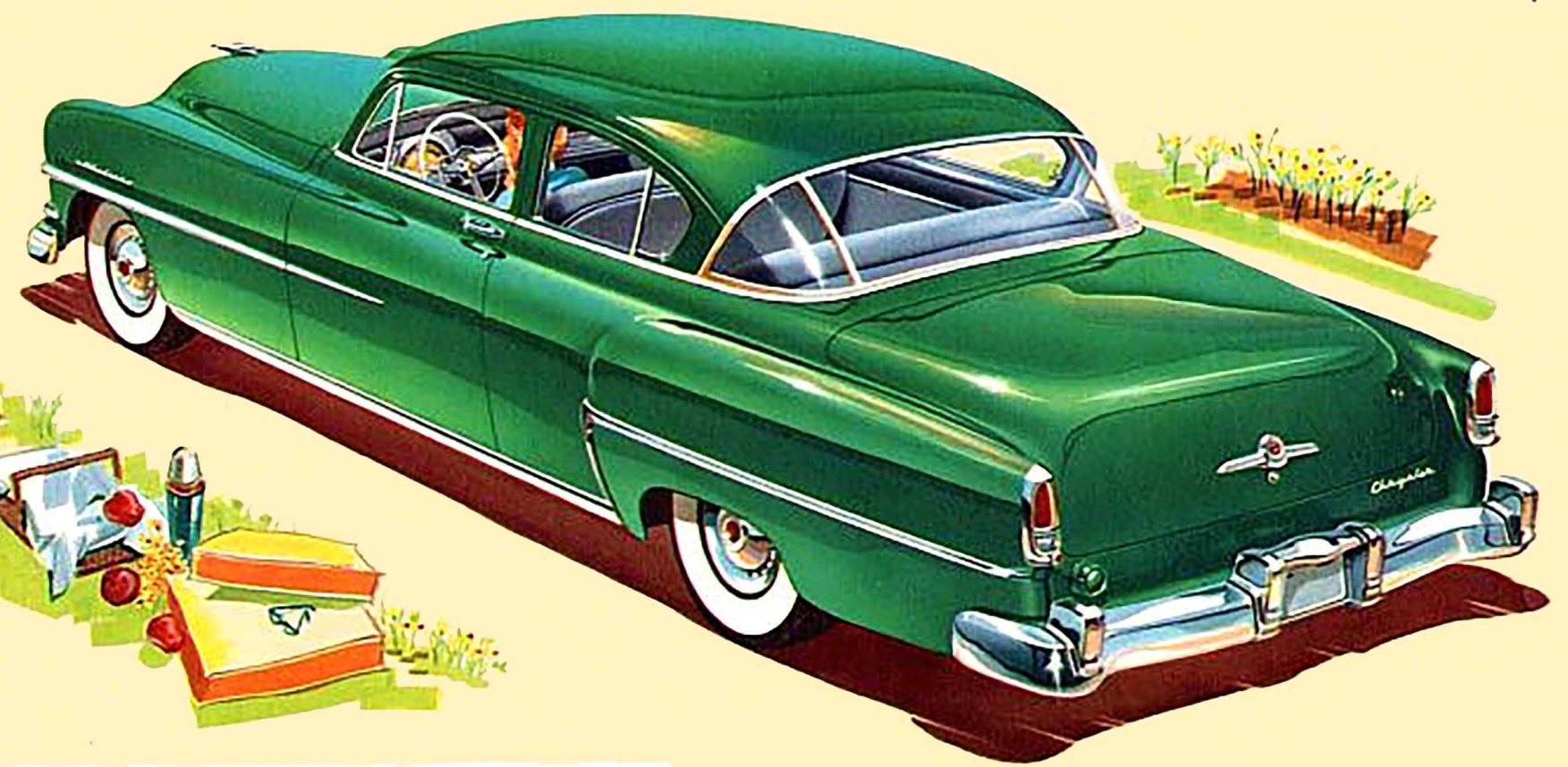
The top is electrically operated — up and down in a few seconds. Electric window lifts on all windows available extra cost.



Gas filler cap is conveniently located on left side of rear deck sill. Protected by heavy bumper guard.



The Club Coupe



The Convertible



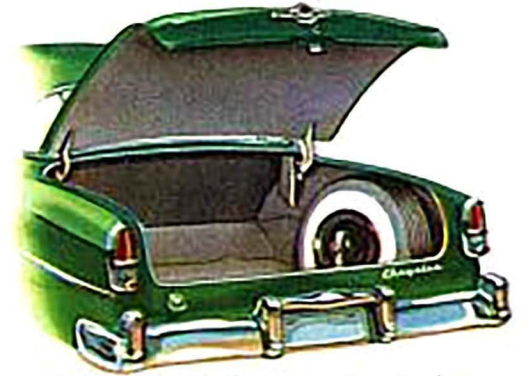
Ventilator wing latch locks securely against the vertical division bar. Tamper-proof.



Rear quarter windows have ventilating wing. Electric window lifts, available at extra cost.

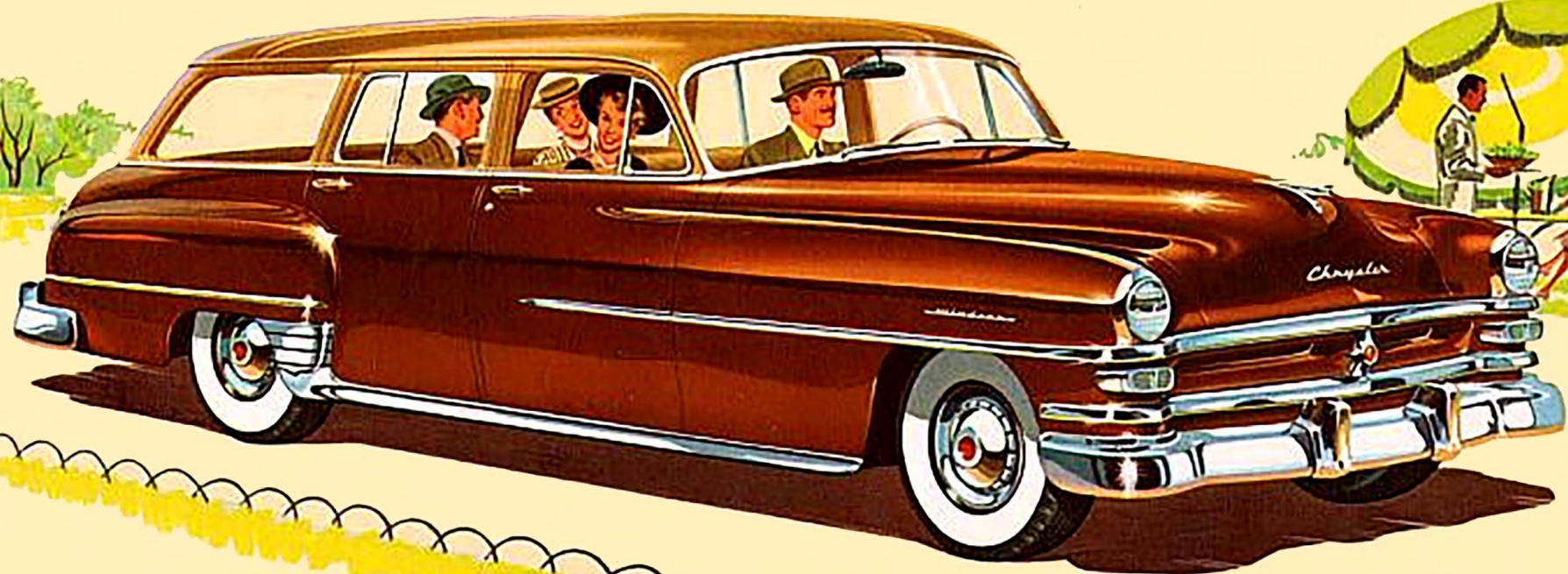


On the right is the new push-type rear deck lock. Lower part of medallion has finger-space to lift deck.



Tremendous storage capacity. Back-up Light, Directional Signal, Stop and Parking Lights are embodied in the new design.

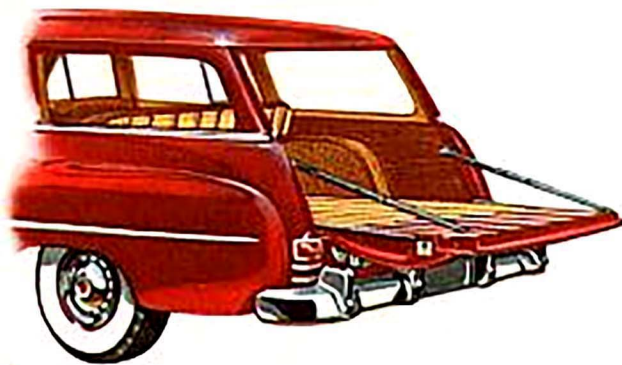
The Town and Country



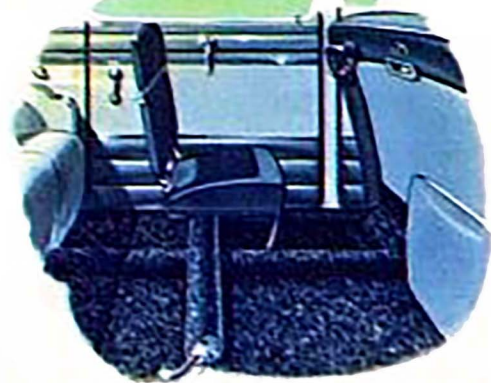
Seating capacity for 3 or 6 passengers, with special removable seat in rear for children (extra cost item).



Either half of divided rear seat, or both, can be folded forward to form flat storage compartment 116 inches long.



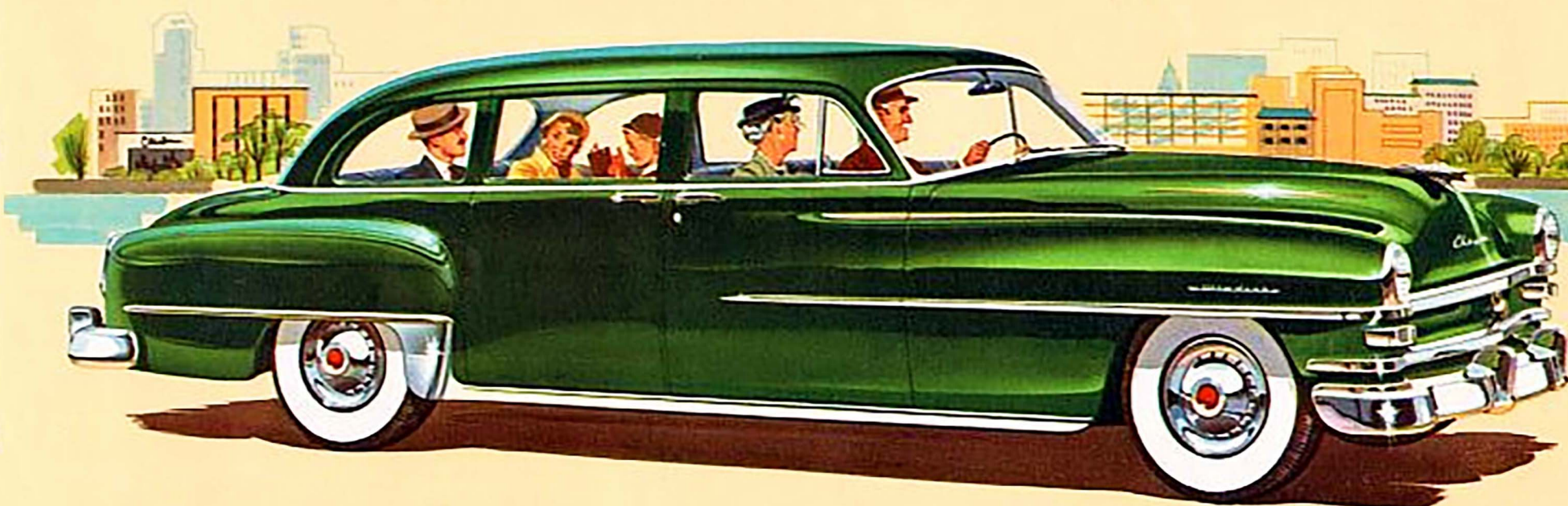
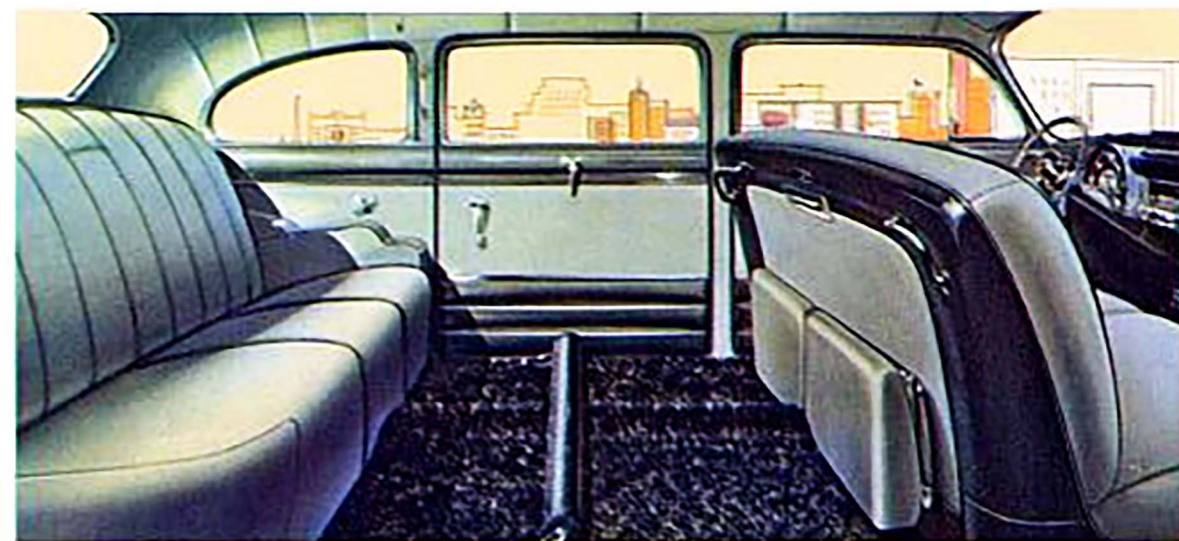
Tailgate opens flush with floor for easy loading or unloading. Width of storage space 47 inches; height 35 inches. Length rear seat to tail gate 75 inches.



Convenient ash tray mounted in arm rests on either side in rear compartment. Lighter and ash tray located on front seat back for auxiliary seat passengers.

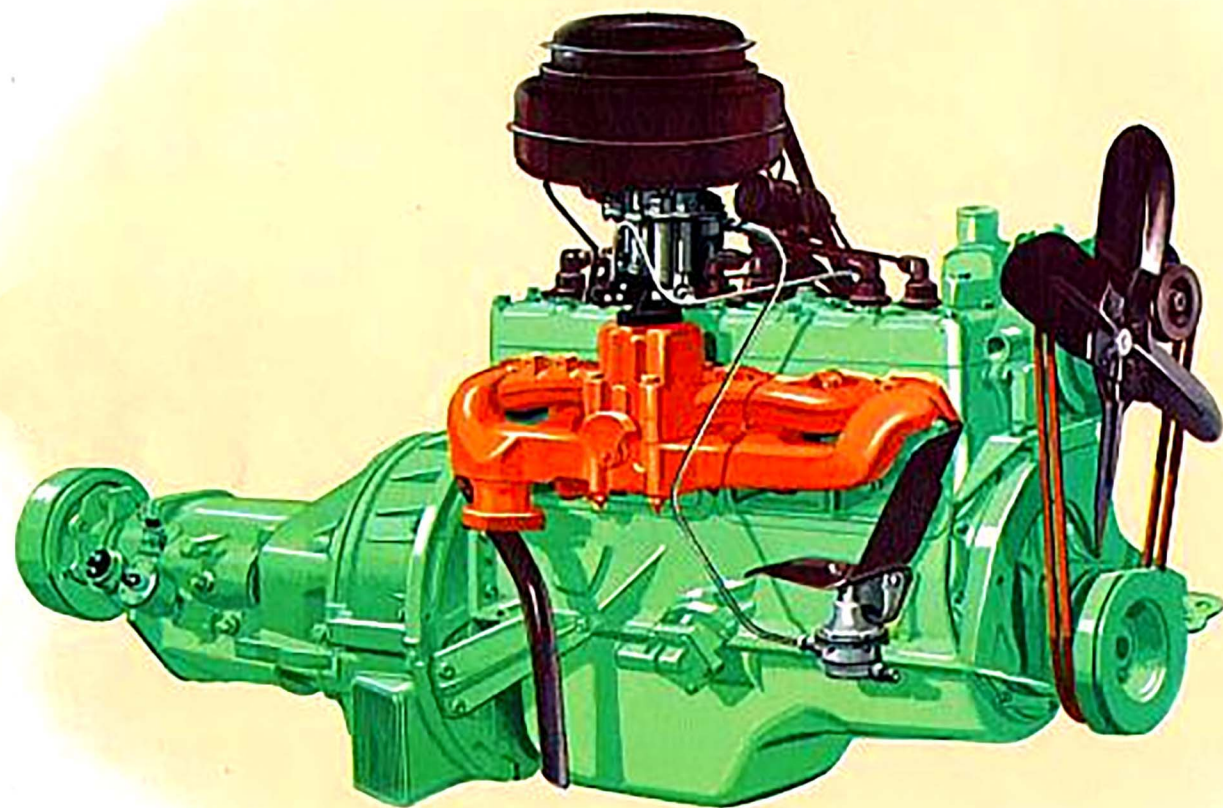


The Comfortable auxiliary seats fold forward out of the way when not in use. The wide front seat is adjustable.



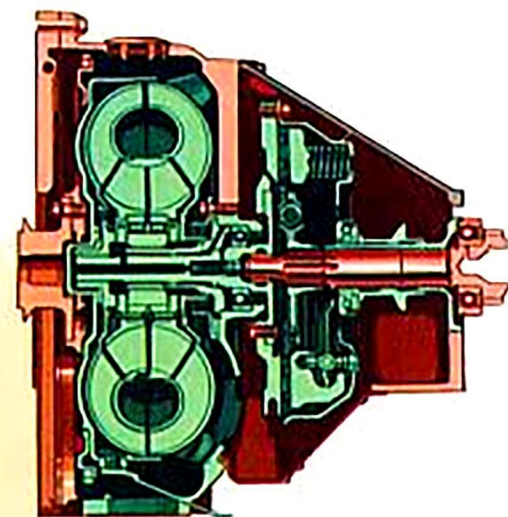
The Eight-Passenger Sedan

Mechanical Features



Chrysler owners will tell you that the Spitfire Engine is a great engine. And it is a great engine. It is a thrilling engine to drive. It is so smooth, so powerful, and so responsive. It has performance that is so completely satisfying. It is probably the most dependable engine in any car today. It is economical, too. It has that indefinable something which makes it different from all other engines.

It has 119 horsepower; waterproof ignition; Oil Filter; Oil-Bath Air Cleaner; Super-finished Parts; wide-gap spark plugs; exhaust valve seat inserts; crankcase ventilation; automatic manifold heat control; and many other features, each of which contributes something to make the Spitfire a great engine.



For those who want extra fast acceleration on the get-away—there is available the new Chrysler Fluid-Torque Drive with the automatically controlled hydraulically operated transmission.



In case of a blow-out, the Safety-Rim Wheel holds the tire securely to the rim, enabling you to stop safely and quickly — an invaluable Chrysler safety feature.



One ride over rough roads, at speeds of your choice, will prove to you that Chrysler Ori-flow Shock Absorbers are the most efficient ever designed—giving you a smooth, safe ride.



When you set the Easi-Lock Parking Brakes, by merely pulling the "T" handle that is located within easy reach on the left side under the dash, the car won't budge, even on a steep incline.



The perfection of Chrysler Safe-Guard Hydraulic brakes is the result of 28 years of experience. They are the finest brakes built today.



The Chrysler Safety Clutch gives you absolute control of your car at all times—making it easier and safer when parking or in heavy traffic.

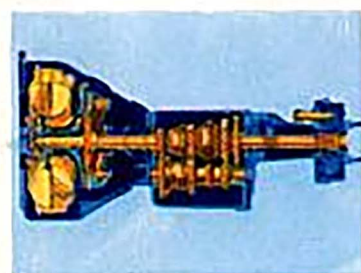


Superfinished engine parts give greater gas and oil economy; reduce wear of moving parts; lower maintenance costs; give longer life, better performance, and greater satisfaction.

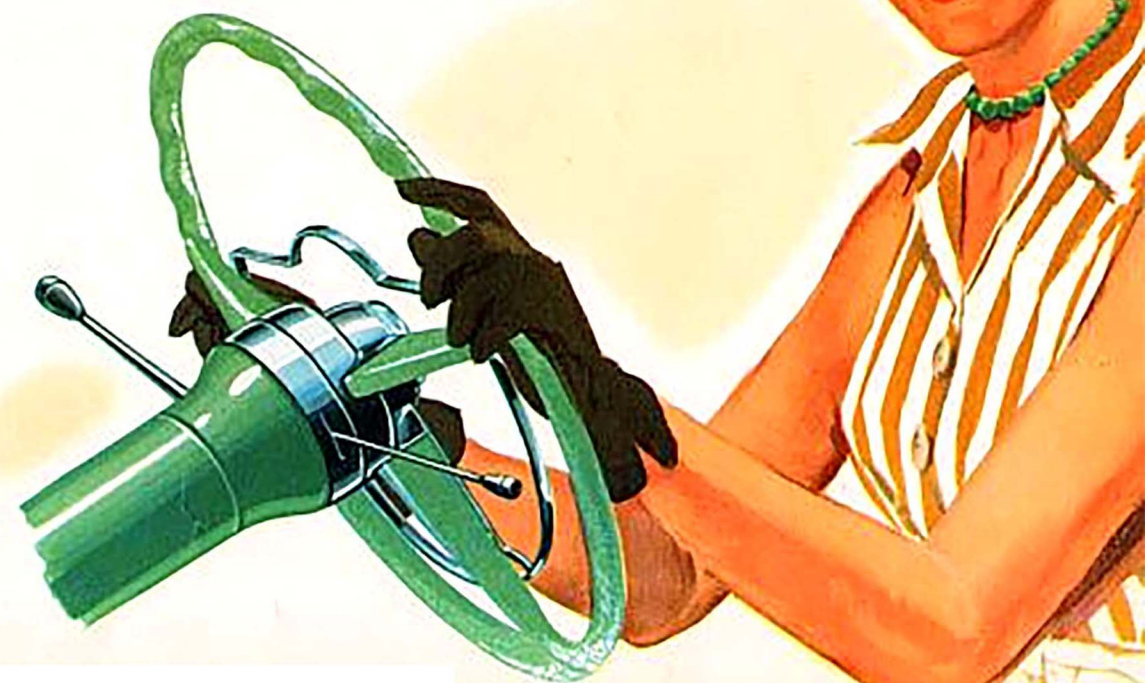


Power Steering—another Chrysler Engineering First that is making automotive history as the greatest convenience and safety feature ever developed. It does 80% of the work of turning the wheel. It gives you absolute control of the car at all times. It makes parking easy and effortless. It gives greater safety on rough roads or soft shoulders, and holds the car steady in case of a blow-out. It absorbs road shocks. It minimizes driving fatigue and strain. And it saves wear and tear on your heart and your disposition. Before you buy any car, be sure to experience Chrysler full-time Power Steering—IT'S AMAZING! Drive Chrysler full-time Power Steering—in traffic and out on the open road—and Learn the Difference.

In damp and rainy weather the Waterproof Ignition protects the Spark Plugs, Coil, Wiring, and Distributor—insuring a sure start and no stalling of the engine during heavy rainstorms or on flooded streets.



With Chrysler Fluid-Matic Drive, you move the lever into High Range position and can drive all day without shifting gears. It is so easy, so simple, so safe—merely push the accelerator to go and step on the brake to stop. Low Range is used only for extra pulling power to get out of mud or sand, or climbing steep hills. Try it—and learn the difference.



Specifications

BODY STYLES—Windsor Model—6-Pass. Sedan; 8-Pass. Sedan; Club Coupe; Town & Country Wagon. Windsor DeLuxe Model—6-Pass. Sedan; Convertible Coupe; and Newport "hard-top convertible").

ENGINE—Spitfire High-compression, L-head, 6 cylinder. Bore 3-7/16 in.; Stroke 4¾ in. Piston Displacement 265 cu. in. Compression Ratio 7.0 to 1. Brake Horsepower 119 hp at 3600 rpm. Torque 218 ft. lbs. at 1600 rpm. Major engine features—Oil Filter; Waterproof Ignition; Exhaust Valve Seat Inserts; Crankcase Ventilation; Full-Pressure Lubrication; Floating Screen Oil Intake; Automatic Manifold Heat Control; Floating Power Engine Mountings; Superfinished Parts; Silent, Chain-driven Camshaft; Counterbalanced Crankshaft with rubber-cushioned Vibration Damper. Oil capacity, 5 qts.

FUEL SYSTEM—Down-draft Carburetor with automatic choke and fast idle control. Heavy-duty Oil-bath Air Cleaner and silencer. Oilite Fuel Filter located in gas tank. Tank capacity, 17 gals.

COOLING SYSTEM—Thermostatic by-pass temperature control. Four-blade fan. Full-length waterjacket cooling. Cellular-type radiator core. Capacity, 15 qts.

CLUTCH—Single-plate, dry ventilated, with two woven asbestos facings. Plate diameter 10 in. on Windsor with Standard Transmission; 9¼ in. on Windsor DeLuxe with Fluid-Matic Transmission.

ELECTRICAL SYSTEM—High-capacity generator. Charging rate 45 amps. 17-plate, 6-volt battery, 120 amp-hr. capacity. Resistor-type spark plugs; Automatic-advance spark; Solenoid engaged starter; Ignition key starter switch; Directional Signals; Back-up light; Sealed-Beam Headlights; Waterproof Ignition; Electric, two-speed Windshield Wipers. Electric Window Lifts at extra cost.

TRANSMISSION—Windsor—standard, manual. Helical cut gears. Three forward speeds and reverse. Windsor DeLuxe—Fluid-Matic Drive with hydraulically operated transmission. Four forward speeds and reverse, with automatic driver controlled upshift from first to second and from third to fourth gear. All forward gears are synchronized. Lubricant capacity, 3 pts. Available on Windsor at extra cost.

FLUID-TORQUE DRIVE—new Chrysler Torque Converter, with hydraulically operated controlled type, automatic transmission available at extra cost on Windsor and Windsor DeLuxe Models.

DRIVE—Hotchkiss type through rear springs. Hypoid Rear Axle. Ratios: Windsor, 3.9 to 1; Windsor DeLuxe, 3.9 to 1; with Fluid-Torque Drive, 3.73 to 1.

FRONT SUSPENSION—Independent Coil Springs of Amola Steel. Oriflow Shock Absorbers. Four rubber limit-bumpers. Rubber-bushed torsion rod sway eliminator.

REAR SUSPENSION—Semi-elliptic springs with grooved and tapered leaves. Metal spring covers. Straddle-mounted Oriflow Shock Absorbers.

STEERING—Center-arm steering, with equal length tie rods. Ratio 18.2 to 1. Steering wheel diameter 18 in. Chrysler *full-time* Power Steering unit available all Models extra cost.

BRAKES—Chrysler Safe-Guard Hydraulic. 12 in. diameter, internal expanding. Cycle-bonded brake linings. Easi-Lock, independent Parking Brake, internal expanding, located on propeller shaft. Power Braking Unit, vacuum operated, standard on 8-Pass. Sedan and Town & Country Wagon.

WHEELS and TIRES—Chrysler Safety Rim Wheel, 4-ply Super-Cushion tires 7.60 x 15. (8-Pass. Sedan 8.20 x 15). Wire Wheels available at extra cost.

WHEELBASE—125½ in. (8-Pass. Sedan 139½ in.)

TREAD—Front 56-5/16 in.; Rear 59⅞ in.

OVER-ALL LENGTH—211 in. (8-Pass. Sedan 222¼ in.)

OVER-ALL WIDTH—76¾ in.

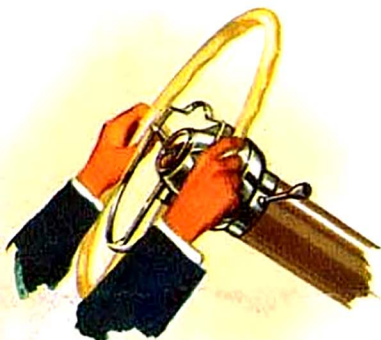
OVER-ALL HEIGHT (Loaded)—62½ in.

ELECTRIC WINDOW LIFTS—Separate motor for each window. Available all body types. Included are rear quarter windows on Club Coupe, Convertible Coupe and Newport. Rear side windows and tail-gate window on Town & Country Wagon not included. Rear quarter windows on 8-Pass. Sedan automatic.

SOLEX GLASS—heat resisting and glare reducing. Available on all body styles at extra cost. Includes windshield, side windows, and rear window.

ALL SPECIFICATIONS AND PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

CHRYSLER SALES DIVISION • DETROIT



DRIVE A CHRYSLER and
Learn the Difference

Naturally, we think the Windsor is the finest car in its class, and we believe you will agree when you find out, from experience, how different it is, in so many ways, from other cars. So, Drive a Chrysler and Learn the Difference—before you make your final selection.