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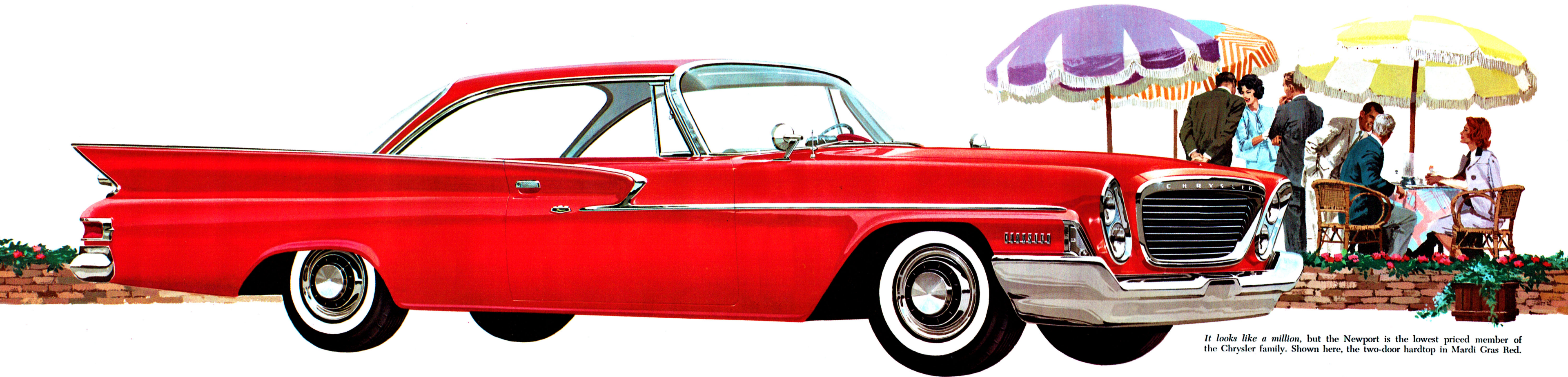
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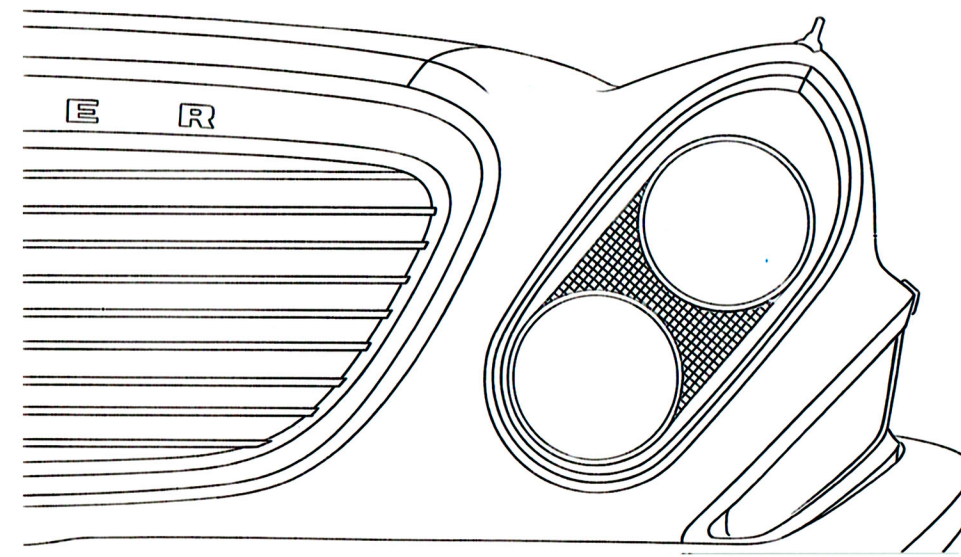


Featuring the new Newport—a full-size Chrysler in a new, lower price range



*It looks like a million, but the Newport is the lowest priced member of the Chrysler family. Shown here, the two-door hardtop in Mardi Gras Red.*

This is Chrysler '61. It comes in three series and thirteen models, including a completely new Newport series in a new, lower price range. There are no jr. editions. Every Chrysler is a full-size, grown-up car with real six-people room. Every Chrysler is a richly furnished, comfortable car. Every Chrysler is a powerful, yet economical car with a V-8 designed by engineers who have produced class winners in three of the last four Mobilgas Economy Runs. Every Chrysler features an alternator, that charges your battery even at idle. And every Chrysler, including the new, lower priced Newport, is built the same solid way. Body and frame are joined in a strong, one-piece Unibody. The Unibody is immersed seven times in different chemicals and rinses to fight rust inside and out. Ninety-five pounds of sound deadener sop up annoying noise. And Chrysler's torsion-bar suspension grips the road with such assurance that even seasoned auto experts sit up and take notice.

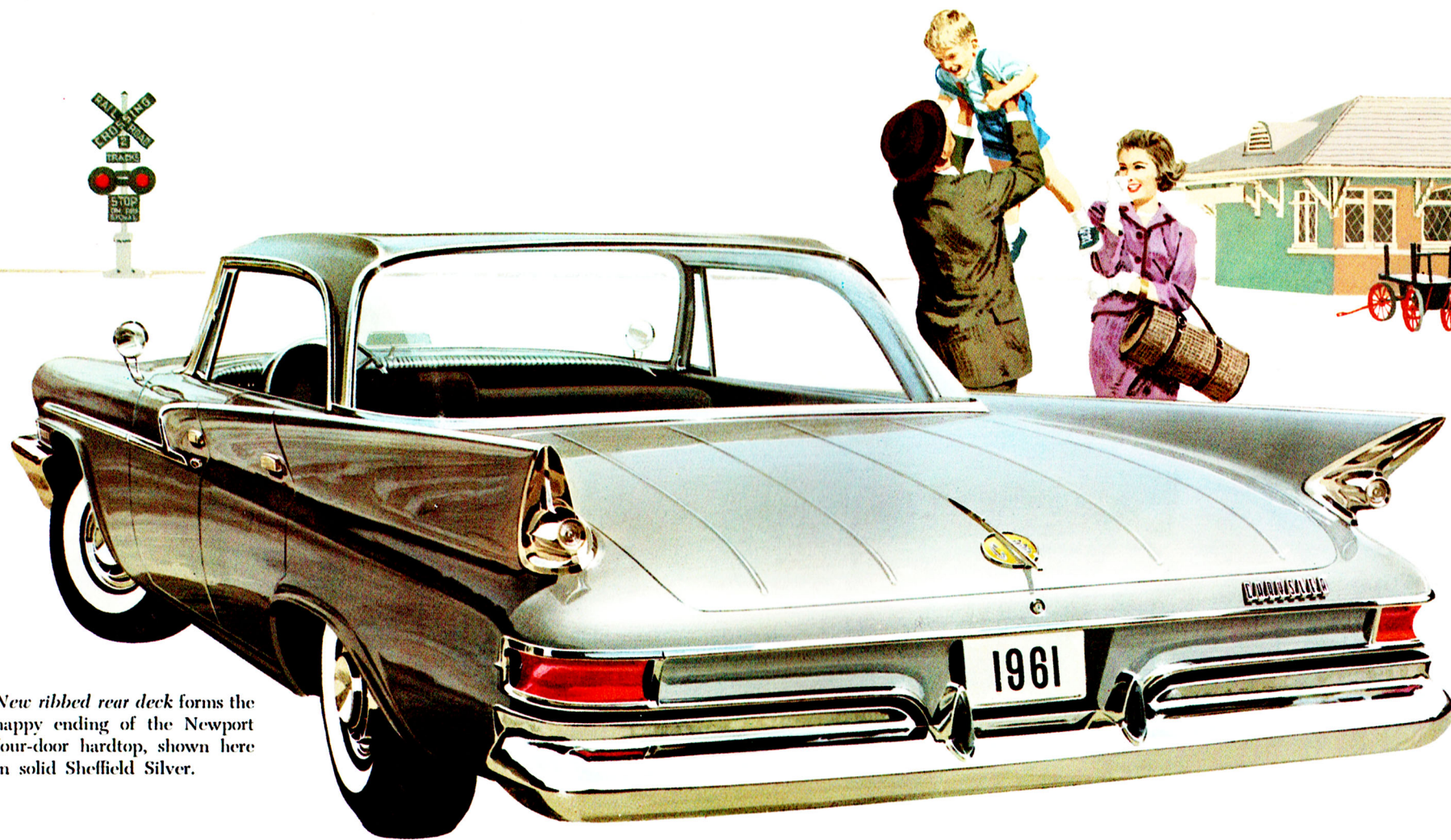


## The Chrysler Newport

Like your cars roomy? Rangy? Rugged? Like *big* cars (but hate big price tags)? Then this new kind of Chrysler is your kind of car. Compact? You bet it *isn't*! The new Chrysler Newport is a full-size car stretching 122 comfortable inches hub to hub. It's a full-powered car packing a lively Firebolt V-8 engine that's tuned to run on regular gasoline. It's a complete new series of cars built to Chrysler standards of quality. And the best news of all is its new, lower price. See the Newport. Don't be afraid to ask "how much?"



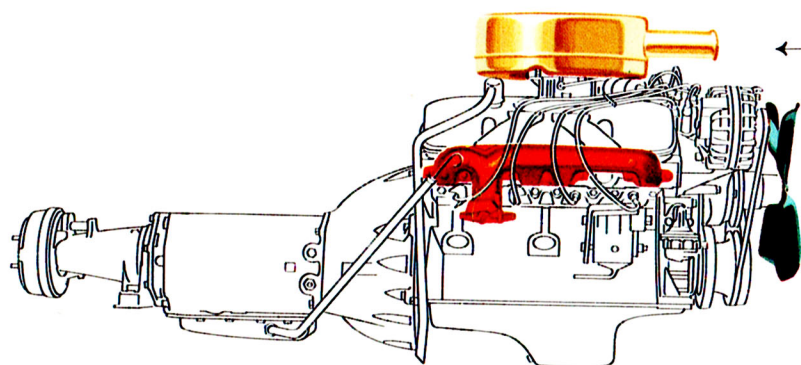
## The Chrysler Newport—full size and full value



New ribbed rear deck forms the happy ending of the Newport four-door hardtop, shown here in solid Sheffield Silver.

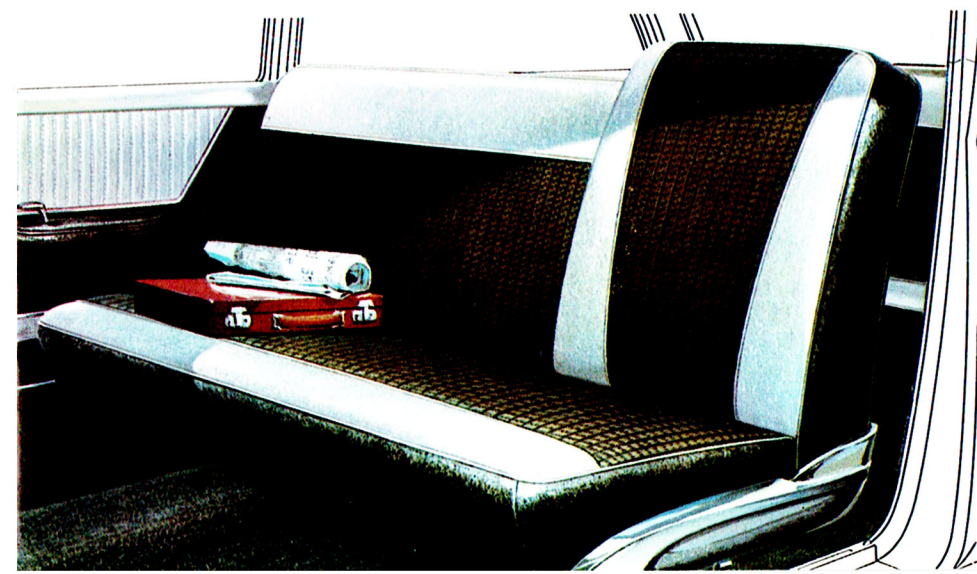


Room with a view, this Newport four-door sedan is finished in Turquoise — one of 12 colors and 28 combinations in the Chrysler rainbow.



← You get more miles per dollar with this new Firebolt engine, designed to deliver peak performance on *regular* gasoline. In many areas you can save as much as a dollar a tankful! For even greater economy, a floor-mounted manual transmission is offered as standard equipment. The engine is cushioned on a coil spring for smooth, quiet operation.

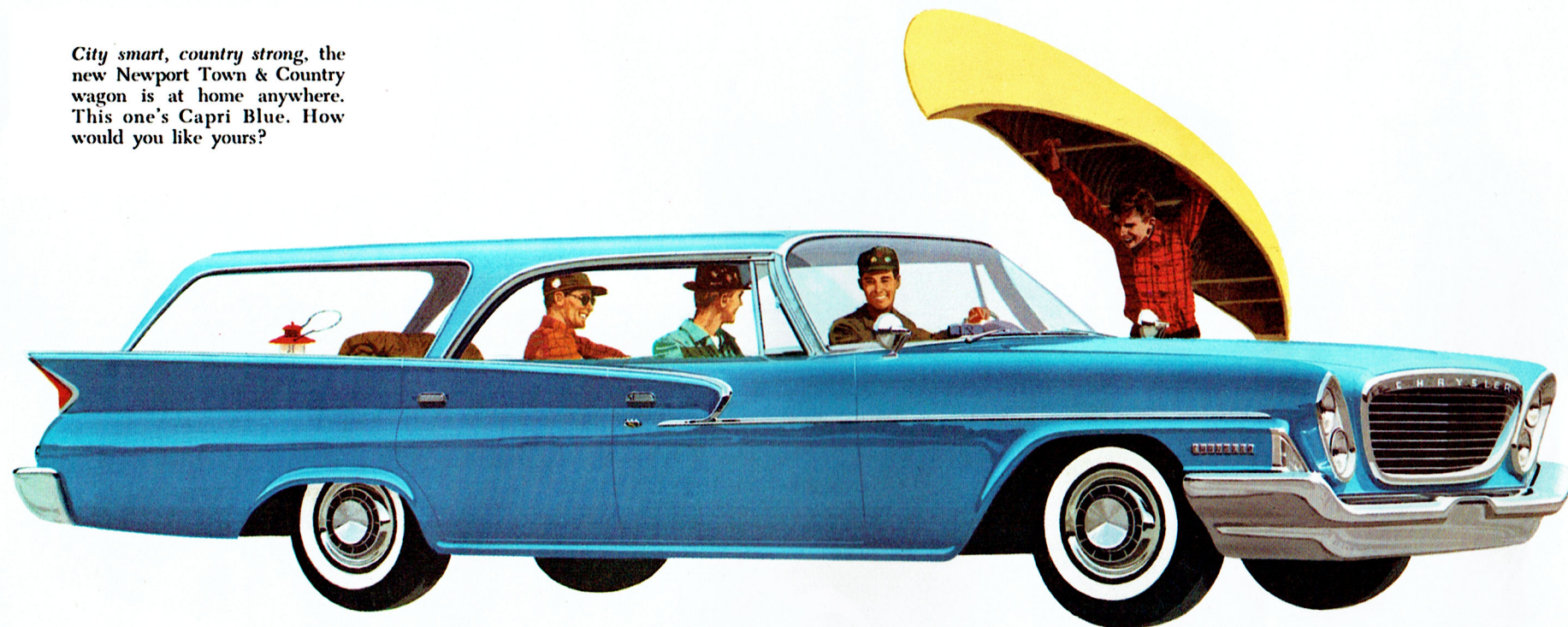
→ Clothe your Chrysler Newport in one of five different cloth and vinyl combinations, each color-keyed to an outside enamel. All-vinyl upholstery is standard on Newport convertibles and wagons, available at extra cost on Newport hardtops. On all Chryslers, the height and angle of the front seat can be custom-positioned to your individual comfort.



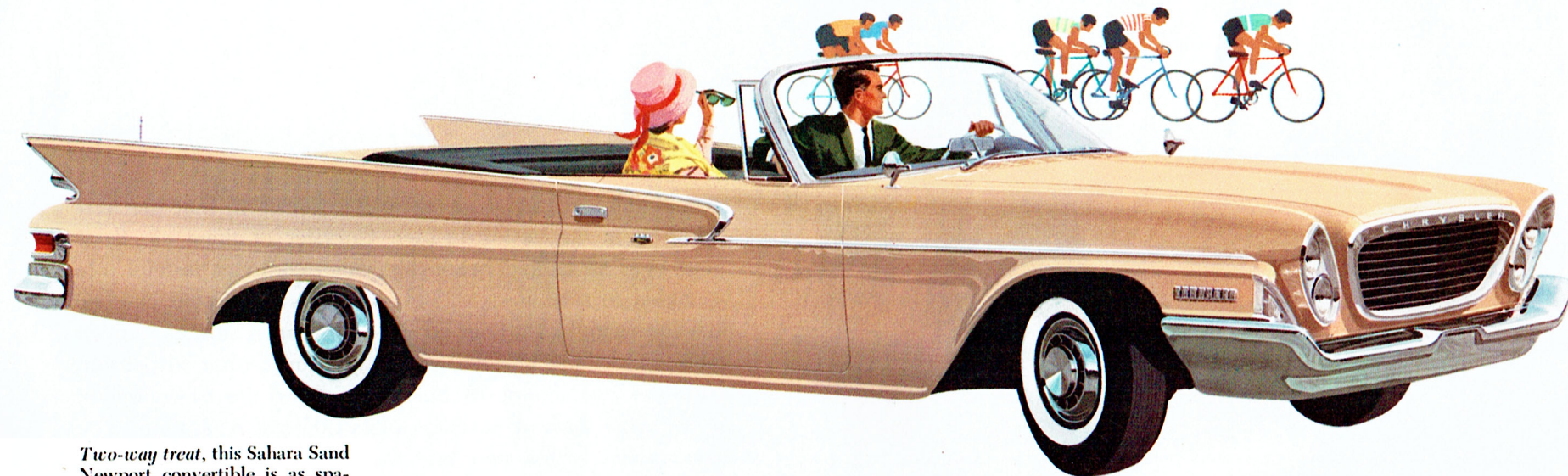
Who'd think to see it, or sit in it or drive it, that the new Newport is the easiest-to-own Chrysler of them all. Feast your eyes on canted headlights, clean contours, tasteful trim — styled to stay in style. Slip inside and take your ease on five-foot-wide seats finished in long-wearing, double-woven fabrics. Take the wheel and see how torsion-bar suspension grips the road, smooths bumps . . . how the new Firebolt V-8 engine loafs at turnpike limits on *regular* gasoline! You save money when you buy the Newport. You save more money every mile you drive it! Can you afford less?



City smart, country strong, the new Newport Town & Country wagon is at home anywhere. This one's Capri Blue. How would you like yours?



The Chrysler Newport—priced within your reach



Two-way treat, this Sahara Sand Newport convertible is as spacious and snug as a hardtop with the top up. Top down, the sky's the limit on excitement.

Chrysler's Unibody combines the usual separate body and frame in one integrated unit. Result: **Strength!** In a body-frame car, the frame provides most of the strength and the body's main purpose is housing the passengers. In a Unibody Chrysler the body, itself, provides the strength.

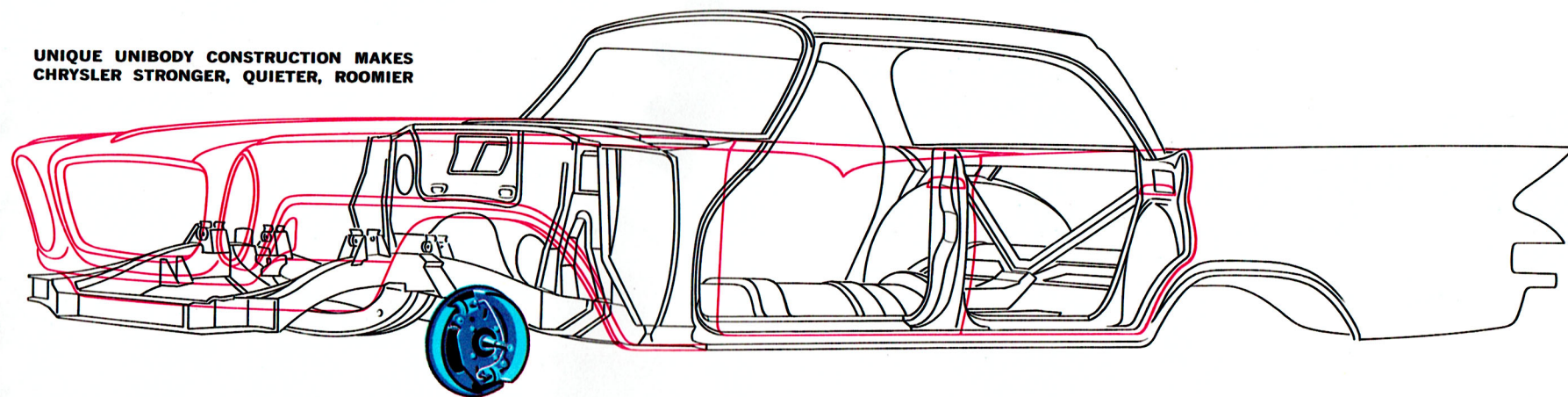
Laboratory tests comparing Chrysler with a conventional body-frame car proved Chrysler 40% stronger, 100% more resistant to twisting!

**Quietness!** Body-frame cars are apt to squeak and rattle when the body rubs against the frame. Unibody is a single piece, scientifically "tuned"

to reduce vibrations . . . blanketed with ninety-five pounds of sound-deadening material.

**Roominess!** Those fat frame members on conventional cars take up room. By eliminating them, Unibody allows lower floors, higher seats, more stretch-out comfort.

UNIQUE UNIBODY CONSTRUCTION MAKES CHRYSLER STRONGER, QUIETER, ROOMIER



#### SEVEN DIPS SEAL OUT RUST

The rolled steel that goes into a Chrysler is scrubbed spotlessly clean before the car is stamped and assembled. Once Unibody is built, it's dipped seven times in rust-resistant chemicals and rinses. Every nook and cranny, outside and inside, is coated with a tough, protective shield that seals out rust for years and years.

#### SMOOTHER, SAFER RIDE

Chrysler's Torsion-Aire suspension uses straight, strong torsion bars in place of the usual front coil springs. Instead of bouncing up and down, they soak up bumps in a horizontal, twisting motion. You get a smoother ride and surer, safer steering. Auto experts applaud Torsion-Aire. One drive and you will, too.

#### BIGGER, BETTER BRAKES

The Total-Contact brakes on Chrysler are the biggest in its class with up to 251 sq. in. of area. Two cylinders in front brakes insure that all the lining grips the drum.

#### LONGER BATTERY LIFE

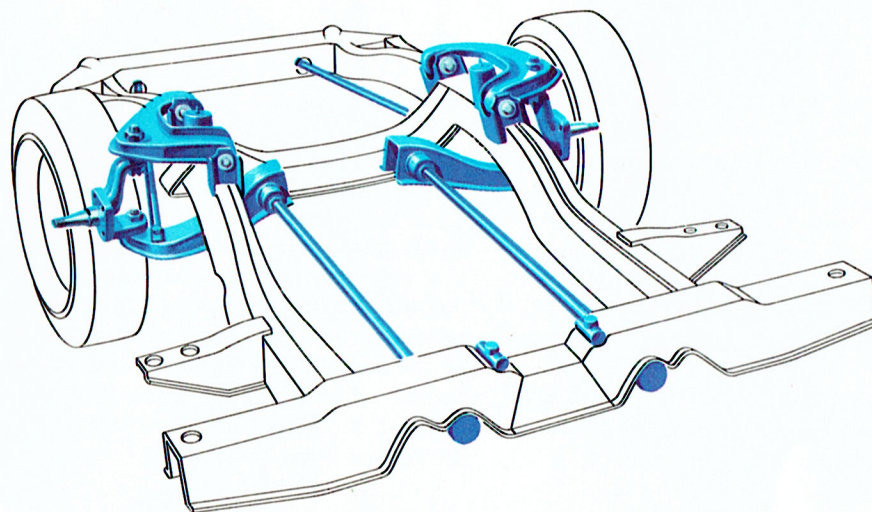
New alternator replaces generator, charges your battery even when engine is idling.

#### MORE MILES FOR YOUR MONEY

The new 361 cu.-in. Newport V-8 runs on regular gasoline! The new 383 cu.-in. Windsor V-8 has an efficient 2-barrel carburetor. Both have short strokes for less wear. And the 413 cu.-in. V-8 in the New Yorker is the 1961 version of the one that won first in its class in last year's Mobilgas Economy Run.

#### HARDEST CAR FINISH KNOWN

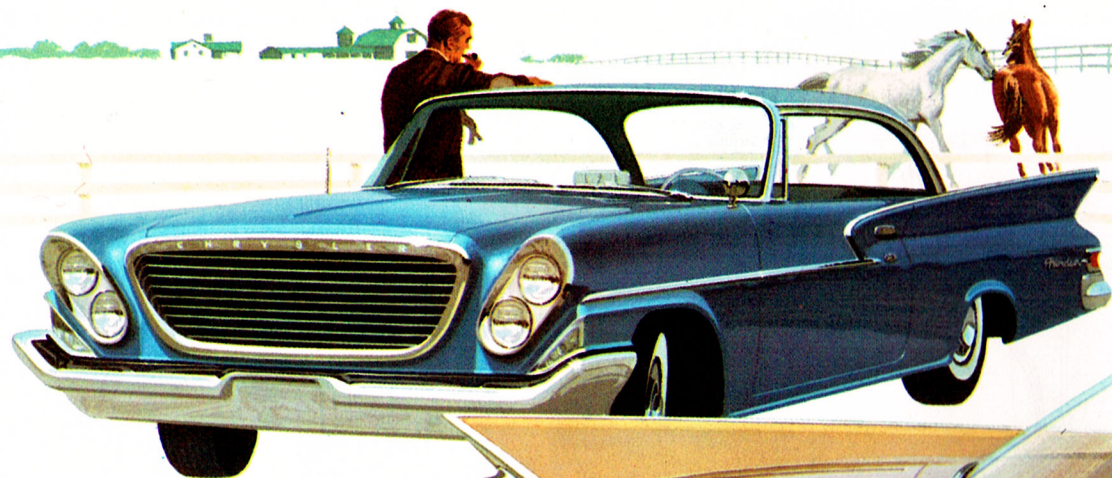
Two coats of primer are *baked* on each Chrysler's outside surface and wet-sanded by hand to glossy smoothness. Then two coats of Lustre-Bond enamel are baked on top of the primer. Result: the hardest automotive finish known. Highly resistant to fading and chipping, it stays looking showroom new without polishing or waxing.



Every Chrysler is built from the bottom up to drive better and last longer. Constructed as a solid, single unit instead of a separate body and frame, Chrysler is far stronger and quieter than conventional cars. Dipped seven times in rust-resistant chemicals and rinses, it sports a tough protective shield against corrosion outside and in. Torsion bars instead of the usual front coil springs make Chrysler ride smoothly, steer safely. The brakes are bigger . . . feel surer . . . than the brakes on competitive cars. When you drive it, you'll know that Chrysler has no use for compromise, for "next-best" or "as-good-as." Do you?

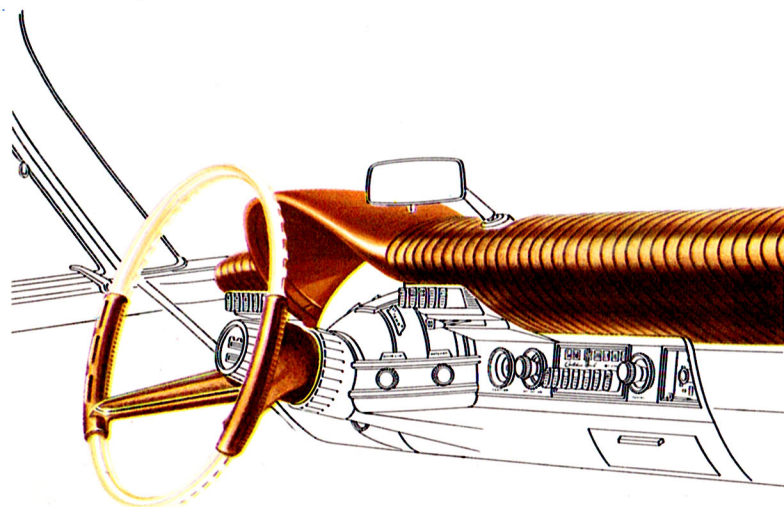
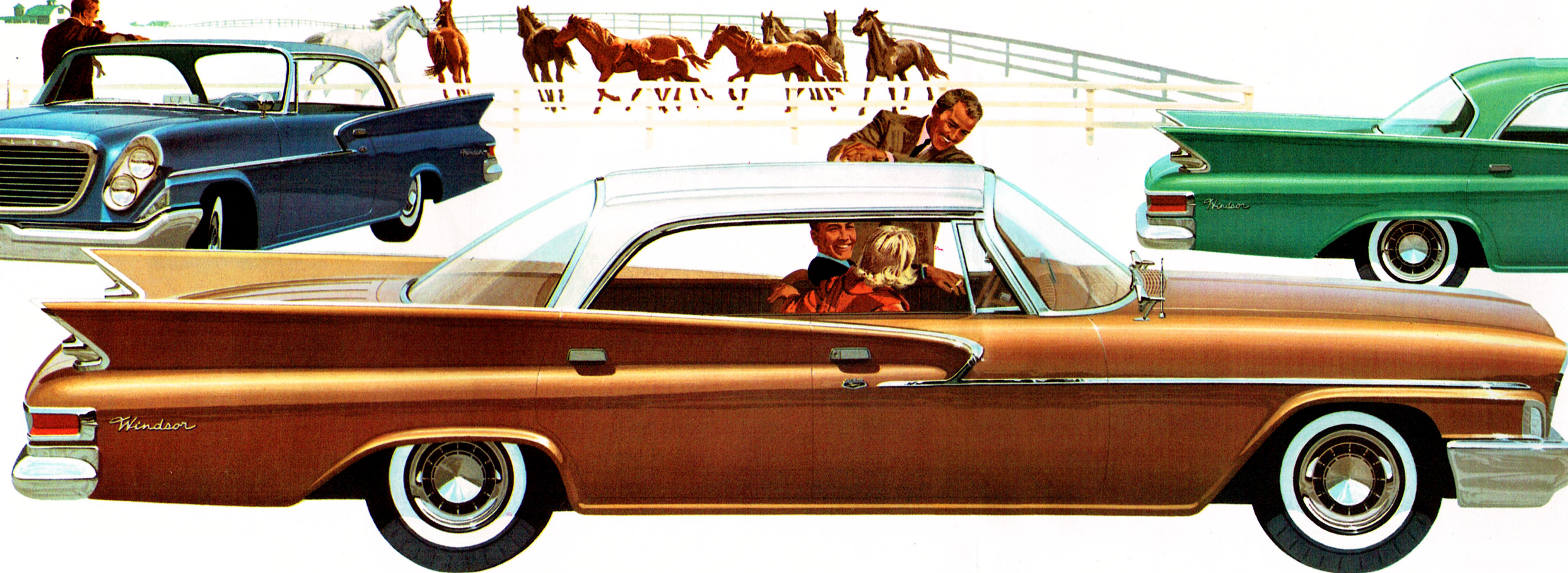


*Green with envy* is how your friends will feel when they see you in this Pinchurst Green Windsor sedan.



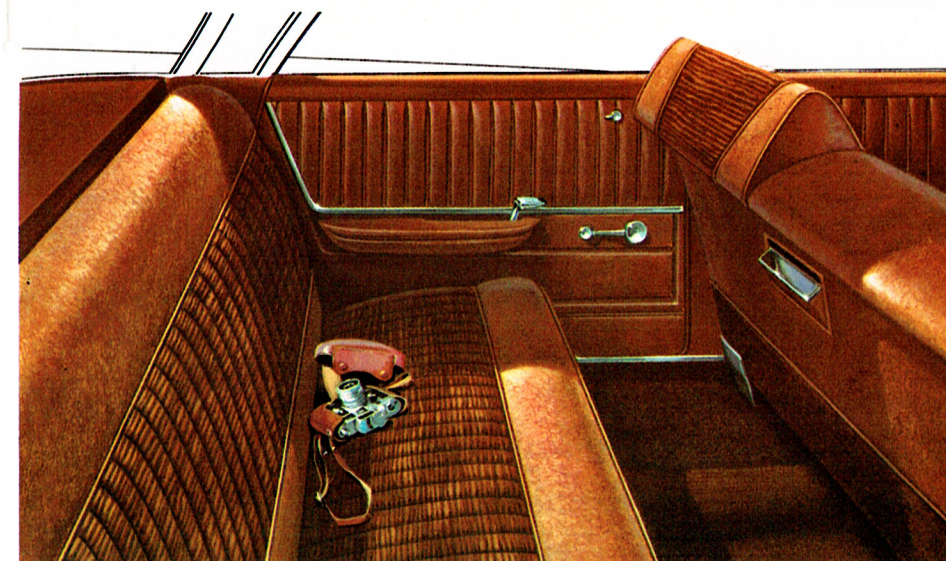
*Easy-going hardtop*, the new two-door Windsor is shown here in cool Capri Blue—one of 12 glistening colors to suit your fancy.

*Two-tone four-door*, this Windsor hardtop is finished in Tuscany Bronze—topped off with sparkling Alaskan White.



← Chrysler's AstraDome control center places controls at your fingertips, makes instruments easy to read. Pushbuttons located at the left of the steering wheel operate Chrysler's TorqueFlite automatic transmission. Pushbutton controls for the optional heater, air conditioner and radio are at the right. Instruments are housed in a three-dimensional setting so you can see them at a glance.

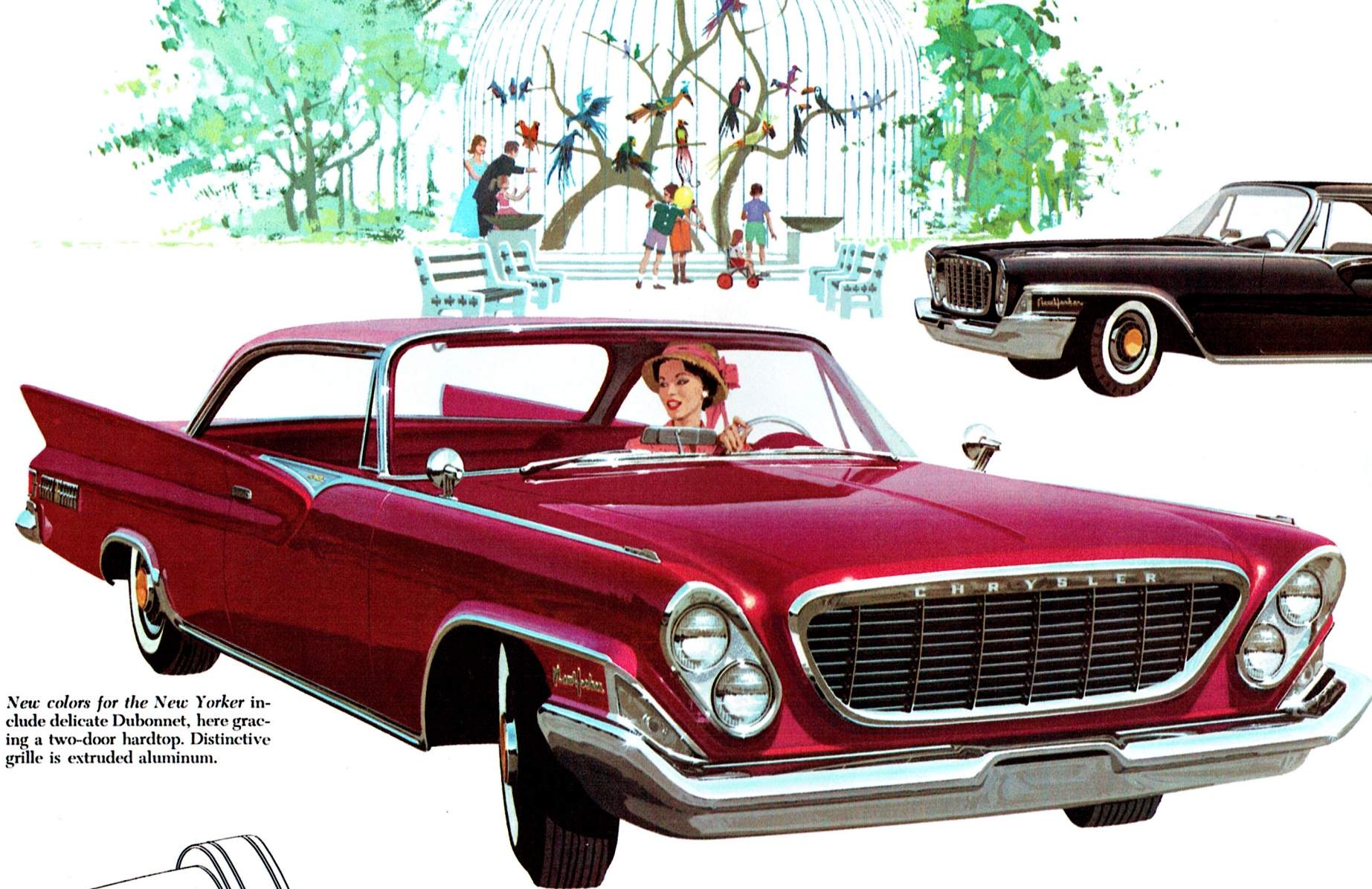
Decorate your Windsor with vinyl bolsters and pleated fabric cushions. This tan vinyl and brown fabric combination is one of five available. You can also have red or white all-vinyl on hardtops at extra cost. Door panels repeat the vinyl-fabric motif of the seats. Wide rear seat and low tunnel mean room for three to ride in comfort. High front seat supports the driver knee to shoulder.



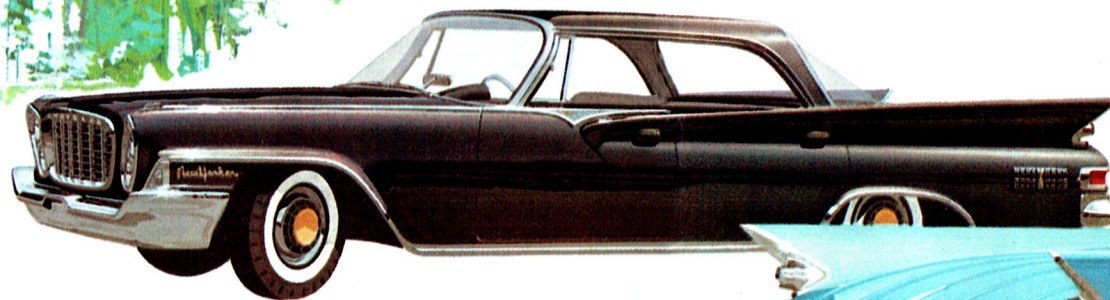
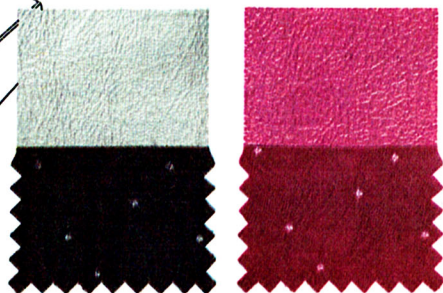
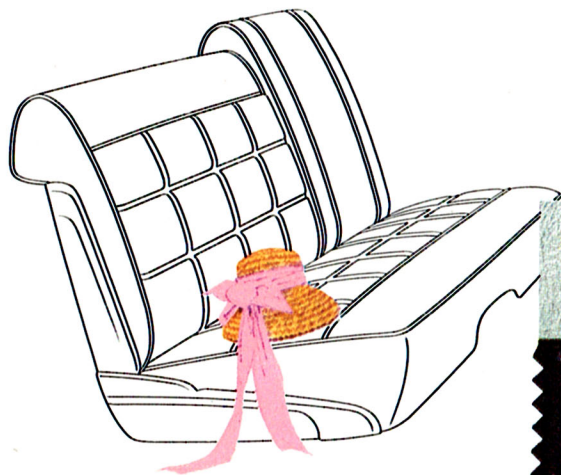
## The Chrysler Windsor

Who says a high-performance car can't be comfortable? Let the Windsor prove it can! You get every creature comfort—shoulder-high driver's seat, stretch-out room for six, designer fabrics, deep foam cushion, complete appointments. And you get them in a car that's born for driving. Three hundred and eighty-three cubic inches of engine swallow the miles without guzzling gas. Straight torsion bars in place of the usual front coil springs take the squat out of starts, the lean out of turns, the dive out of stops. You can have your comfort and drive it, too, if your car's a Chrysler Windsor.

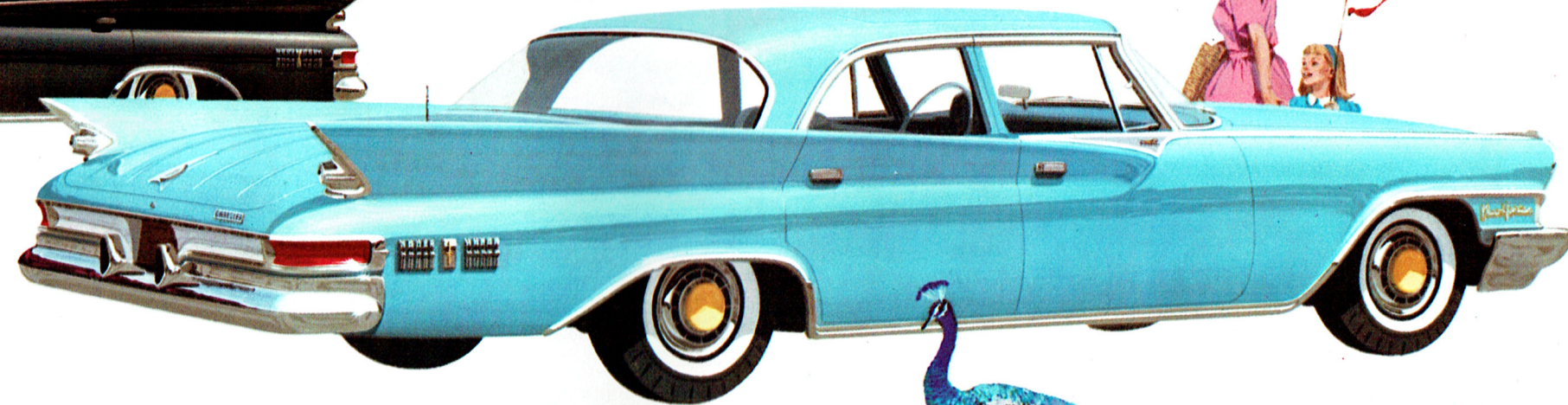




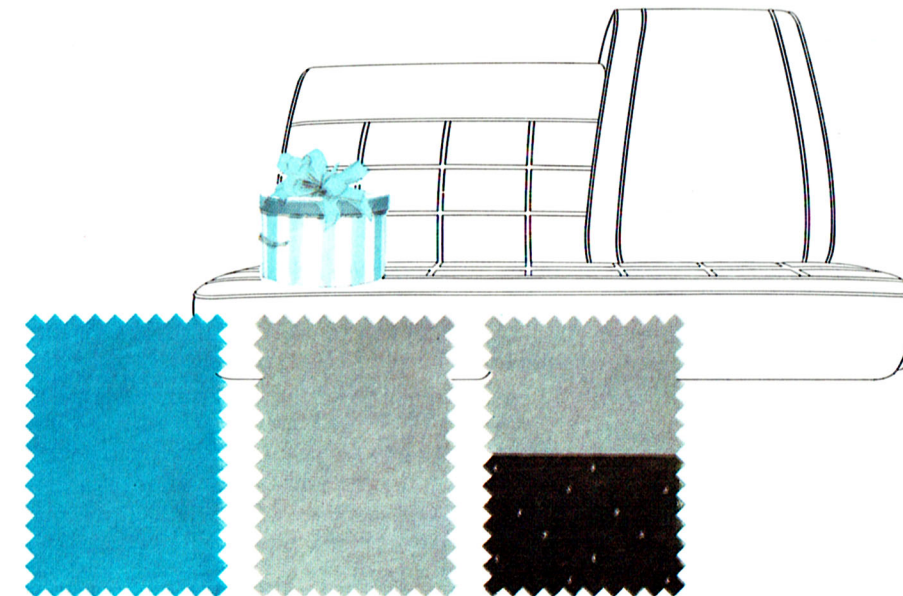
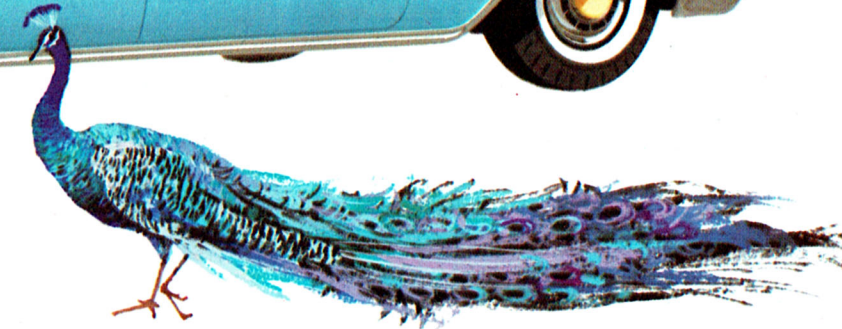
New colors for the New Yorker include delicate Dubonnet, here gracing a two-door hardtop. Distinctive grille is extruded aluminum.



Black beauty, new razor-edge roof line and extra-large rear windows distinguish the New Yorker four-door hardtop.



Beauty marks, ten lustrous louvers identify the New Yorker. This is the four-door sedan, decked out in Parisian Blue.



Left and center, vinyl and nylon combinations are standard on New Yorker hardtops and wagons. Near left, the all-vinyl trim, standard on convertibles and extra cost on hardtops.

New Yorker sedans offer deep-nap wool broadcloth in solid blue, right, and gray, center. Or you can choose rich nylon fabrics set into broadcloth bolsters, such as the black and gray combination at the far right.

## The Chrysler New Yorker

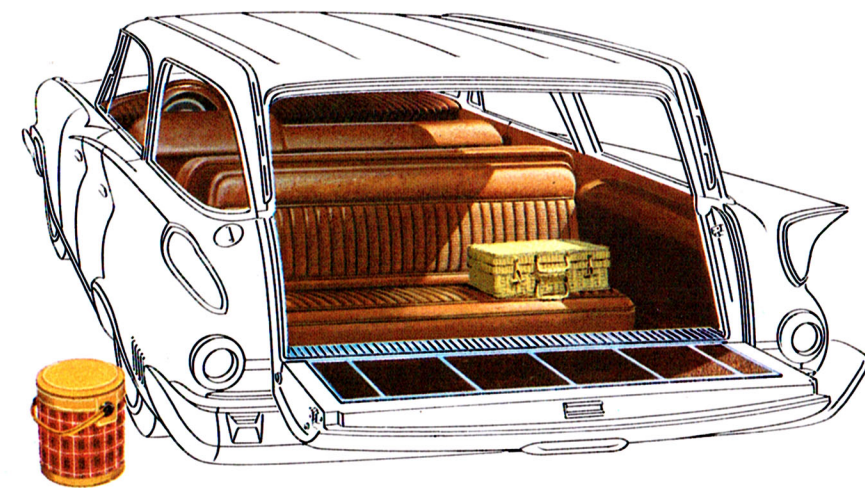
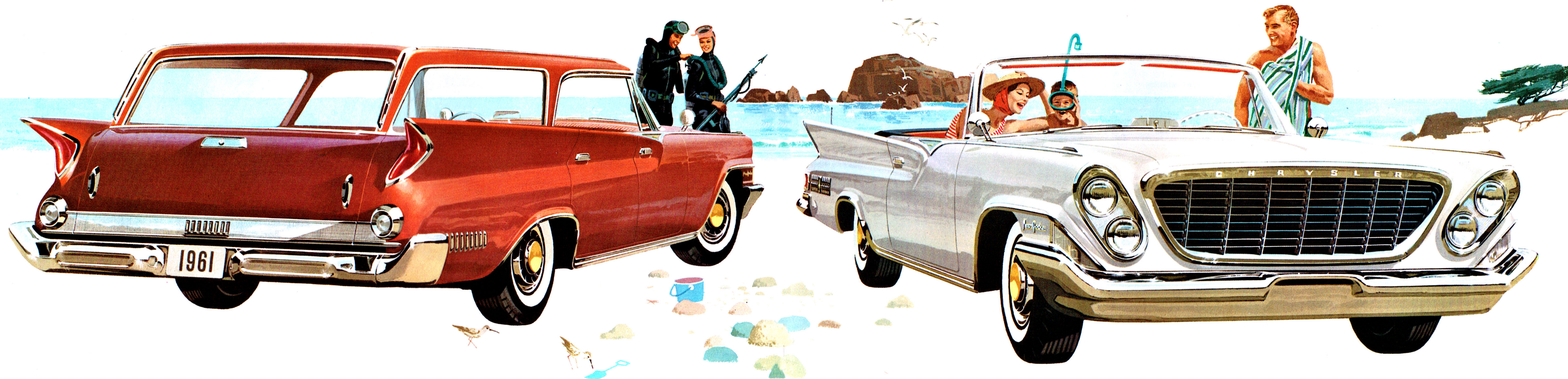
Sculpture in metal so faultless no chrome camouflage is needed. Sitting room on wheels that flatters you with the same fine fabrics, soft cushions and thick carpets you're used to at home. Thoughtful servant that pampers you with a push-button automatic transmission, power steering, power brakes and remote-control mirror. Working partner that combines every excellence known to automotive engineering to carry you quickly, quietly, effortlessly anywhere. Drive this New Yorker. Weigh it against any car you've known before. See for yourself why it's unquestionably Chrysler's finest.



Uninterrupted vision is the beautiful result of this New Yorker Town & Country's hard-top styling. Below, in Cinnamon.

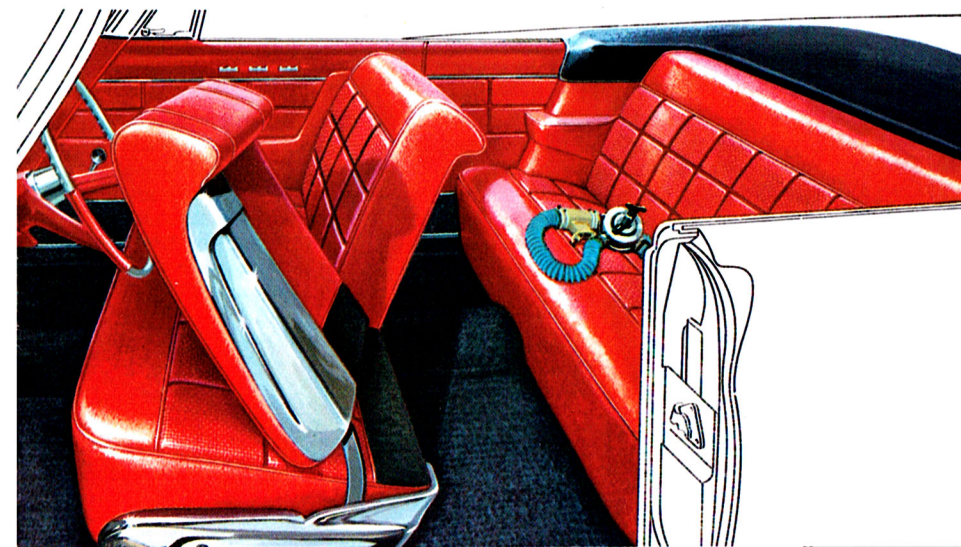
## The Chrysler New Yorker

Raise the roof in this Alaskan White New Yorker convertible. Top up, it's snug as a sedan.



← The rear-facing third seat in nine-passenger New Yorker wagons folds quickly out of sight when not in use. (Choose scuffproof all-vinyl upholstery or vinyl with fabric material.) Ninety-five cubic-foot cargo capacity means you *can* take it with you. Deep-pile carpeting down the deck protects fine luggage. The rear window raises or lowers at the flick of a switch on the instrument panel.

→ Handsome vinyl upholstery, fashioned in a unique biscuit pattern, is standard equipment on the superbly crafted New Yorker convertible. Interesting basket-weave texture permits the material to "breathe"—keeps you comfortably cool on the warmest top-down days. Wide door openings make ins and outs easy. Wide seats give you all the room and comfort of a hardtop.



Whether you're wearing a sports jacket or dinner jacket, you'll feel at home in one of these two New Yorkers. The Town & Country is the most spacious, most powerful wagon made. Yet it surrounds you with the thoroughbred beauty, comfort and convenience of a fine sedan. The convertible, too, is a dual personality, combining hardtop roominess and quietness and luxury with a top that opens or closes to match your mood. You'll find either of these New Yorkers one of the most satisfying cars you can own—because it's so superbly made, because it's such sheer fun to drive.



# 1961 Chrysler Accessories

# Specifications

## 1. REMOTE-CONTROL OUTSIDE MIRROR

Move the control inside, and the mirror moves outside to suit your angle of vision. This accessory is especially convenient if more than one person drives your car. (Standard on New Yorkers.)

## 2. CONSTANT-CONTROL POWER STEERING

Works full-time to make driving and parking fingertip easy. Gives firm, accurate feel of the road. (Standard on New Yorkers.)

## 3. TILT-TYPE MIRROR

Lets you flick away dangerous headlight glare from cars coming up behind you. (Standard on New Yorkers.)

## 4. PUSHBUTTON AIR CONDITIONER

A touch sets the temperature. Changes air completely once a minute. Choose single or dual model with cooler in the back as well as the front of the car. (Single model not available on Town & Country wagons, dual model not available on convertibles.)

## 5. POWER DOOR LOCKS

Flick a switch and all four doors lock automatically for peace of mind when there are children aboard or the lady of the house drives alone.

## 6. ELECTRIC CLOCK

Split-second accurate, completely quiet and dependable. (Standard on New Yorkers.)

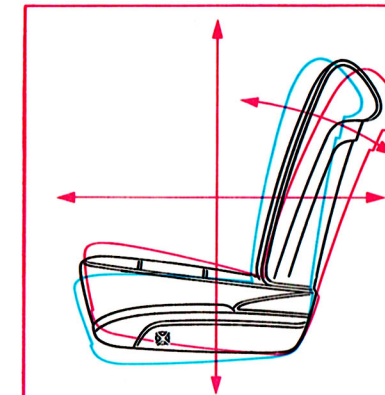
Tailor your Chrysler to suit yourself with this world of accessories. Make driving a soft touch with pushbutton controls. Take the work out of parking and stopping with power steering and power brakes. Complement Chrysler's styling with a circular rear deck lid. Each accessory makes Chrysler more fun to own... worth more come time to trade.

## SWIVEL SEATS

Touch a lever, and the seat swings out to meet you. Sit down and swing inside. (Available only on New Yorkers and Newport convertibles. Not available on wagons.)

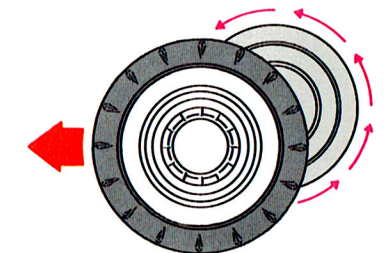
## SURE-GRIP DIFFERENTIAL

Gives your Chrysler sure footing on snowy, icy, muddy or wet roads. Transfers power to the wheel getting the most traction and walks you right out of trouble.



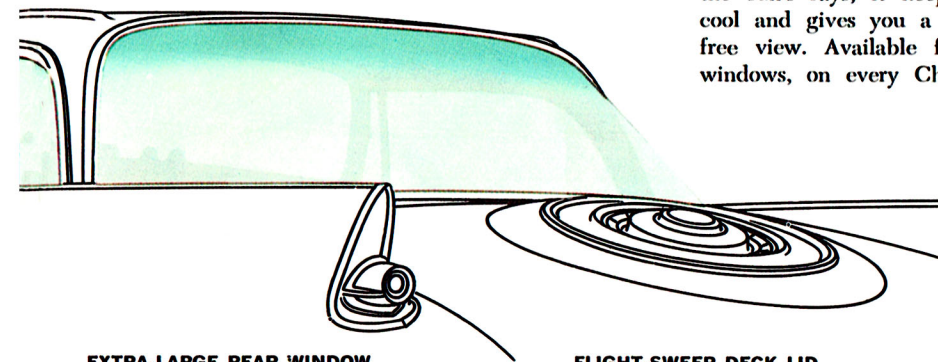
## SIX-WAY POWER SEAT

It moves any direction you move the control on the driver's seat. Cuts fatigue on trips. Great when drivers take turns.



## TINTED GLASS

Softly tinted to shield against the sun's rays, it keeps car cool and gives you a glare-free view. Available for all windows, on every Chrysler.



## EXTRA-LARGE REAR WINDOW

Looks great outside. Shaded to keep you cool inside. (Optional on Newport and Windsor four-door hardtops.)

## FLIGHT-SWEEP DECK LID

This smooth, sculptured circle adds a distinctive finishing touch to Chrysler's sculptured styling. (Not available on wagons.)

**Engines**—Golden Lion V-8, 90-degree lateral. Bore and Stroke: Newport—4.12 x 3.38, 361 cubic inches; Windsor—4.25 x 3.38, 383 cubic inches; New Yorker—4.18 x 3.75, 413 cubic inches. Compression ratio: Newport—9.0 to 1; Windsor—10.0 to 1; New Yorker—10.1 to 1. Horsepower: Newport—265; Windsor—305; New Yorker—350.

**Transmissions**—Pushbutton TorqueFlite, fully automatic torque converter with 3-speed gear set, standard on New Yorker, available on Newport and Windsor. Manual 3-speed transmission standard on Newport and Windsor.

**Suspension**—Time-tested Torsion-Aire suspension, standard. Ball-joint pivots (front) with Oriflow shock absorbers.

**Fuel System**—Carburetors: dual down-draft on Newport and Windsor, four-barrel down-draft on New Yorker. Automatic intake manifold heat control, automatic choke, dual filtration units. Fuel capacity—23 gallons. 22 gallons for Town & Country Wagons.

**Electrical System**—Battery: 12-volt, 66-plate, 60-amp-hr. on Newport and Windsor; 12-volt, 78-plate with 70-amp-hr. on New Yorker. Alternator: 35-amp. (40-amp with air conditioner). Waterproof ignition. Electric windshield wipers and directional signals. Dual headlights, standard.

**Cooling System**—Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 16 qts. on Newport, Windsor, and

New Yorker. Add one quart to heater-equipped models.

**Brakes**—Total-Contact with Cyclebonded lining. Drum diameters: 12" on New Yorker and all Town & Country Wagons, 11" on Newport and Windsor. Power brakes standard on New Yorker; available at extra cost on all Newport and Windsor models.

**Steering**—Manual, worm and 3-tooth roller, standard on Newport and Windsor. Constant-Control power steering with quick 3½ turns lock-to-lock, standard on New Yorker, available on Newport and Windsor.

**Drive**—Hotchkiss drive through rear springs. Hypoid rear axle with 2.93 to 1 ratio with TorqueFlite, 3.23 to 1 with manual transmission.

**Wheels and Tires**—Safety-Rim wheels. Standard tire sizes: Newport and Windsor—8.00 x 14, except Newport Town & Country Wagon, 8.50 x 14; New Yorker—8.50 x 14, except Town & Country Wagon, 9.00 x 14. White sidewall and Captive Air tires (wagons only) also available. Chrome stainless wheel covers standard on Windsor and New Yorker, optional on Newport.

**Dimensions**—Wheelbase: Newport and Windsor—122", New Yorker—126". Over-all length: Newport and Windsor—215.6", New Yorker—219.8". Width: 79.4". Tread: Newport and Windsor—61.0" (front), 59.7" (rear); New Yorker—61.2" (front), 60.0" (rear).

## AND MORE ACCESSORIES

For the Newport, Windsor, and New Yorker: ■ White Sidewall Tires ■ Undercoating and Hood Insulating Pad ■ Rear Window Defogger (not available on convertible, Town & Country) ■ Rear Radio Speaker (not available on convertible, Town & Country) ■ Power Radio Antenna ■ Door Edge Protector ■ Rear License Plate Frame ■ Vanity Mirror ■ Dual Exhaust (New Yorker only) ■ Captive Air Tires (Town & Country only).

For the Newport and Windsor: ■ Foam Rubber Rear Cushion ■ Padded Steering Wheel ■ Back-up Lights ■ Handbrake Warning Light ■ Glove Box Light ■ Luggage Compartment Light ■ Automatic Rear Door Light Switch ■ Sill Molding and Stone Shield ■ Rear Bumper Guards.

For the Newport: ■ Chrome Drip-Rail Molding ■ Seat Side Shields ■ Variable-Speed Windshield Wipers ■ Chrome Upper Door Covers (sedan only) ■ Stainless Steel Wheel Covers.

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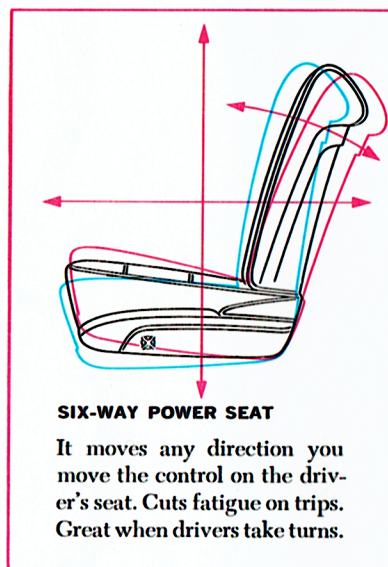


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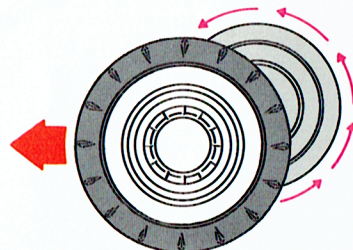


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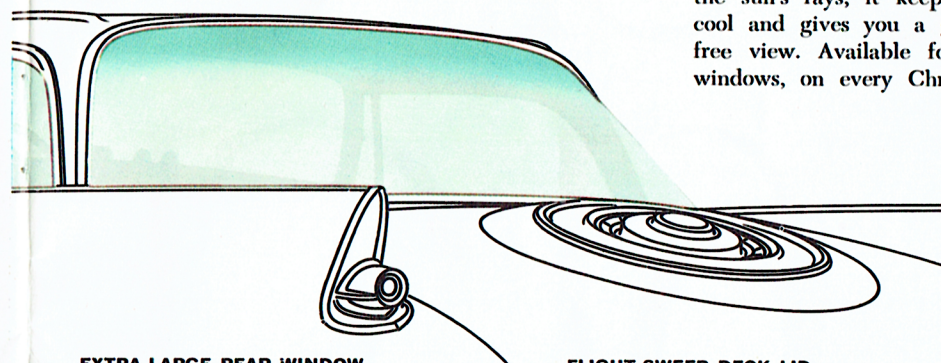
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