

Chrysler '61



featuring the new

Newport

*a full-size Chrysler in a
new, lower price range*

No jr. editions carry the Chrysler name. Want proof? Size up the Newport, the brand-new beauty in the Chrysler family with the new, lower price. A price that brings you Unibody, the rust-resistant, single unit design so strong it can stand up to 100% more twisting stresses than old-type frame-body construction. A price that includes seats five feet wide, and a special driver's seat that comforts you shoulder to knee. A price that brings you efficient V-8 power tuned to run on regular gas, plus torsion-bar suspension that ranks first with the nation's auto experts. Why not road-test the Newport? At your Chrysler dealer's today!

CHRYSLER '61 — NEWPORT • WINDSOR • NEW YORKER • 300/G



'61's price surprise

This is no jr. edition! Chrysler doesn't build one. This is the full-size Chrysler Newport — with a small-size price tag that's taking the country by surprise! It's full of value features: rock-solid, all-welded *Unibody*. Road-gripping *torsion-bar* suspension — a Chrysler exclusive. *Firebolt* V-8 that purrs on dollar-saving regular gasoline. Battery-saving *Alternator* — produces current even when your engine's idling. *Biggest* brakes in Chrysler's class. *Durable, double-weave* fabrics. *Lustre-Bond* exterior enamels. And like all Chryslers, this full-size beauty is bred for driving — priced right down where you can afford it. And it's made even easier to own with your Chrysler dealer's high-flying trade-in allowance.

Chrysler
\$2,964.*

*You'll find this Chrysler suggested retail price (exclusive of destination charges) on the car above at your local dealer's. Modest extra charge for whitewall tires and wheel covers.