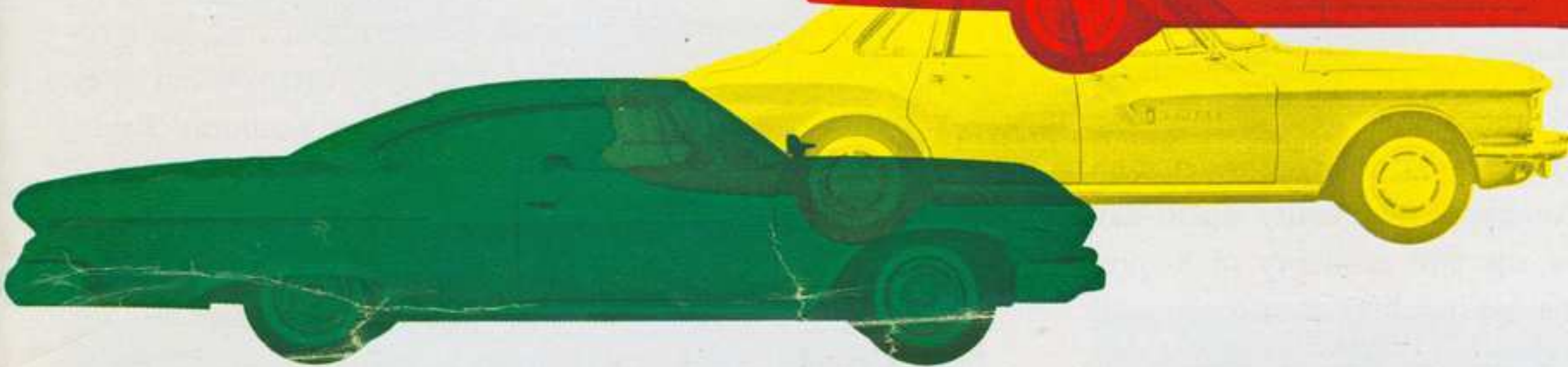
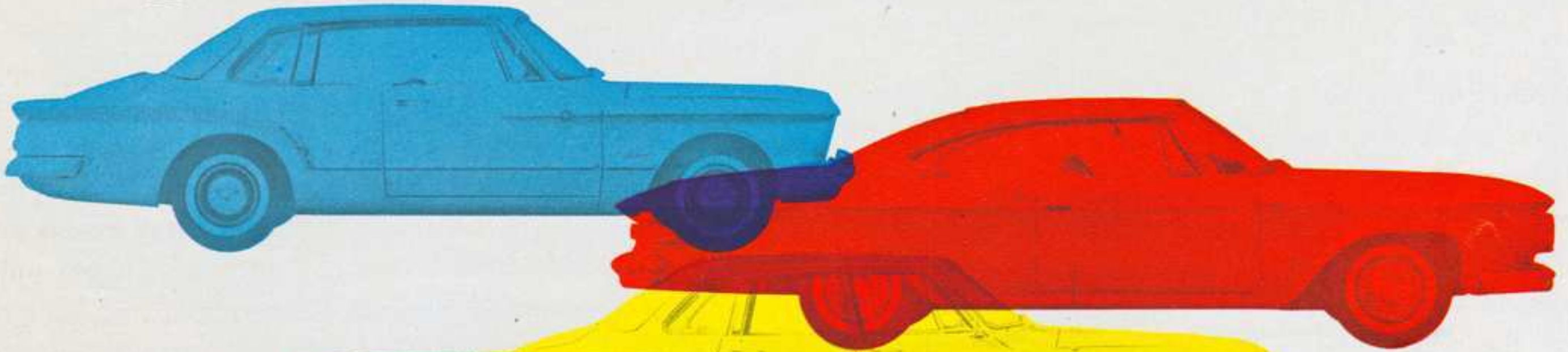
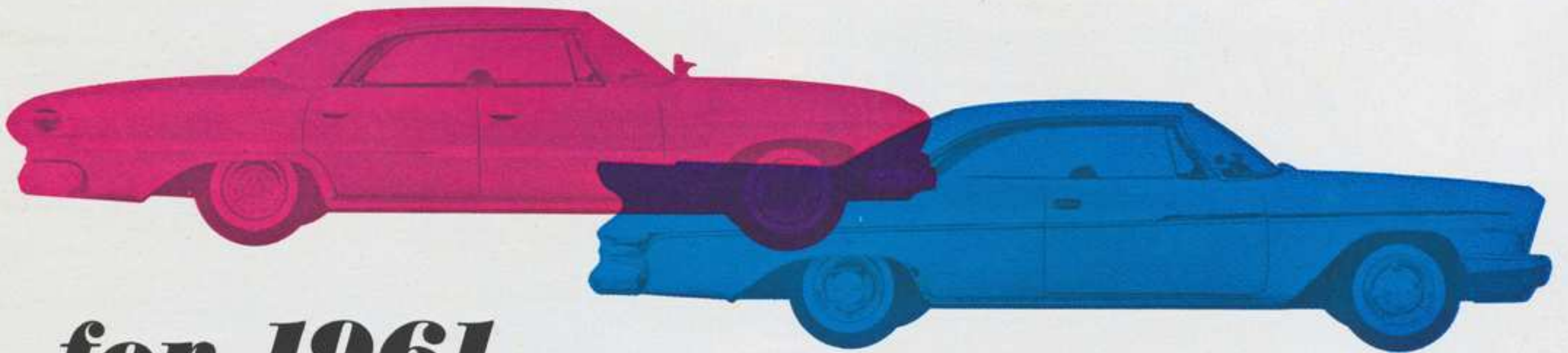


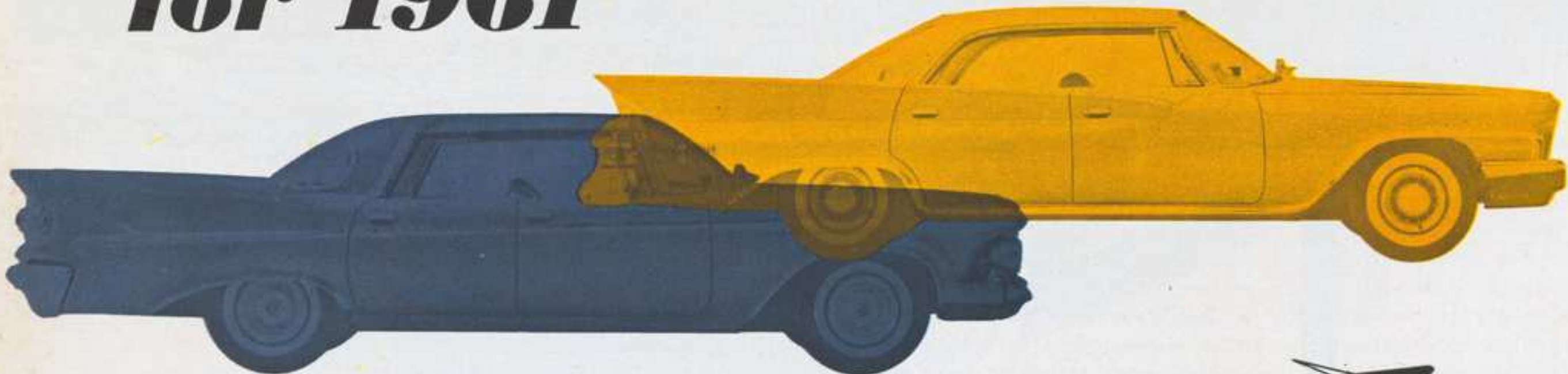
*The* **S new ones**



*from Chrysler Corporation*



*for 1961*



*Serving America's new quest for quality*



# Quality comes in compact packages beautifully wrapped *economy with style is standard* *equipment in 1961 compacts from Chrysler Corporation*

They greeted the Valiant with spontaneous applause when it was first unveiled to the press. Unusual in Detroit, but now it's happened again. Dodge Lancer, Chrysler Corporation's newest compact, got the same reception.

See why? Of course. But what you can't see here is just as impressive as what you can. These two compacts are economy the way you'd put it up yourself—with many pleasant surprises in the package.

You get the strength and quiet of Unibody Construction, the peppy performance of America's first really up-to-date 6-cylinder engine, the extra zip and economy of 3-speed automatic transmission, sports-car handling that comes with Torsion-Aire Ride, the new Alternator electrical system that keeps your battery charging even while the engine idles—

to name a few of the features other compacts probably will not have before '62, '63 or even '64.

And how about gas economy? It should be better than that of last year's Valiant, which trimmed the sails of Falcon and Corvair in the Mobilgas Economy Run. For good gas mileage is nothing new at Chrysler Corporation, and isn't restricted to the compacts. Our full-sized cars proved they weren't gas hogs in the last five Mobilgas Economy Runs, taking the lion's share of honors every year and winding up with 9 out of 12 possible first and second places in 1960.

To really appreciate these handsome compact packages you have to spend some time in one. See your dealer and let him show you how easy it is to own one of these low-priced, quality compacts.



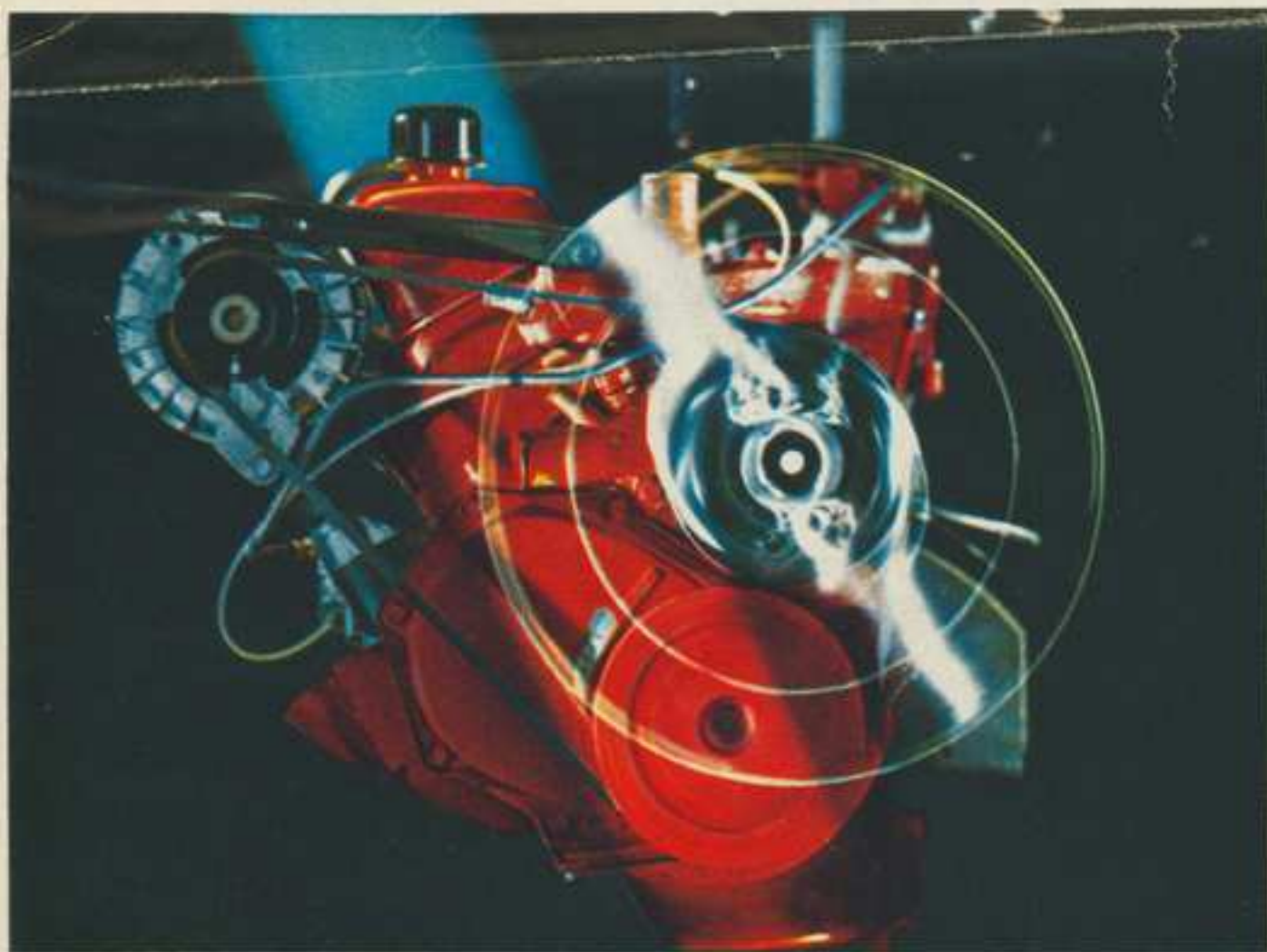
*Introducing Chrysler Corporation's newest compact*

The Dodge LANCER



*Introducing the new  
two-door hardtop*

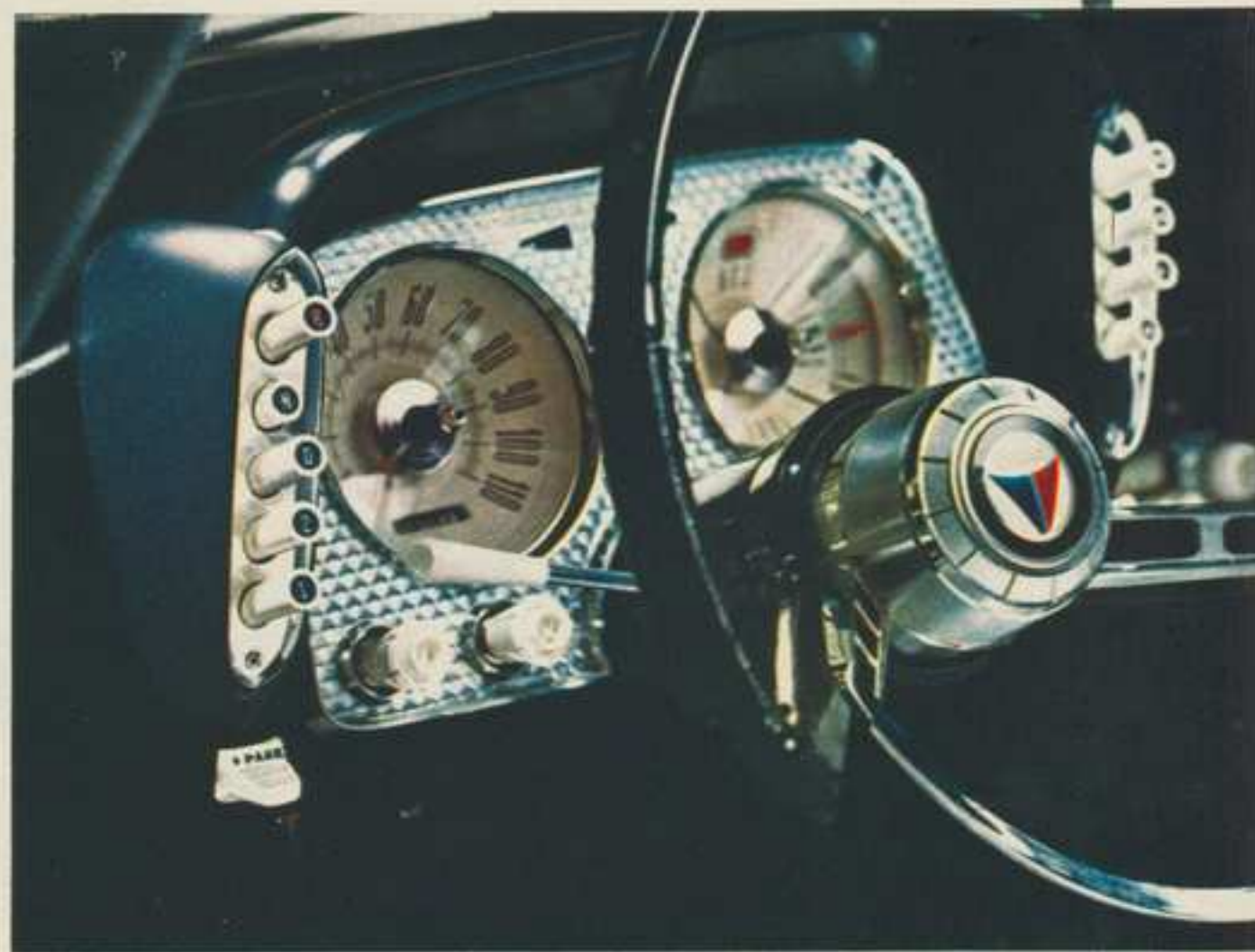
1961 VALIANT



***They're powered  
by the new  
6-cylinder engine  
with 20% more "go"  
and 15% less "gulp"***

You can see the difference in this new kind of engine. It's set on a slant! A 30° incline permits an extended manifold more efficient than

any sixes had before. The difference in performance is evident, too. When you need to pass there's 20% more power than you had with previous sixes. And on the road you'll go 40 to 50 more miles on every tank of gas. This new kind of engine is available in most 1961 Plymouth and Dodge Dart models, and a smaller version is standard in Valiant and Lancer.

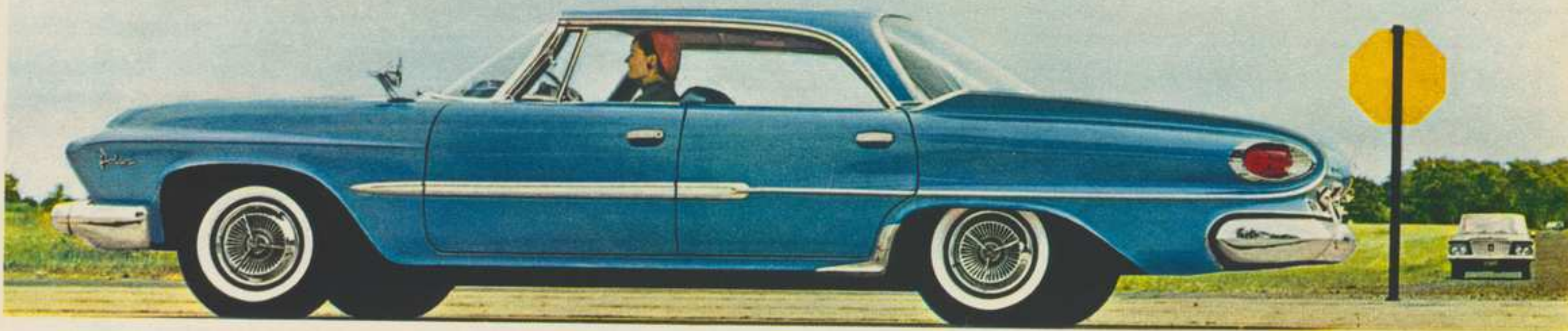


***Push a button for  
stick-shift quickness,  
Torque converter  
smoothness***

The get-up-and-go of America's two hot compacts is controlled and enhanced by America's most advanced automatic transmission. The new, lightweight TorqueFlite Six is the first automatic transmission

designed specifically for the 6-cylinder engine. It gives these cars the added pickup and economy of three forward speeds, and noticeably cuts down the height of the transmission tunnel, front and rear. And what could be easier than pushing a button to put your car in gear? You can do it that way if you own any 1961 car from Chrysler Corporation. Any model. Any price class.

*Cars that look as though they're*



1961 DODGE

# Style and performance that take them out of the "me too" class

You don't have to look twice to tell which end is front on the 1961 cars from Chrysler Corporation. The tails are shorter. The hoods are longer. And even the lines in back put the emphasis on "go."

Our stylists call this the look of "directed motion." A departure from the current "me too" mode of cars as long in back as they are in front. And when you look out over the hood from the driver's seat of one of these

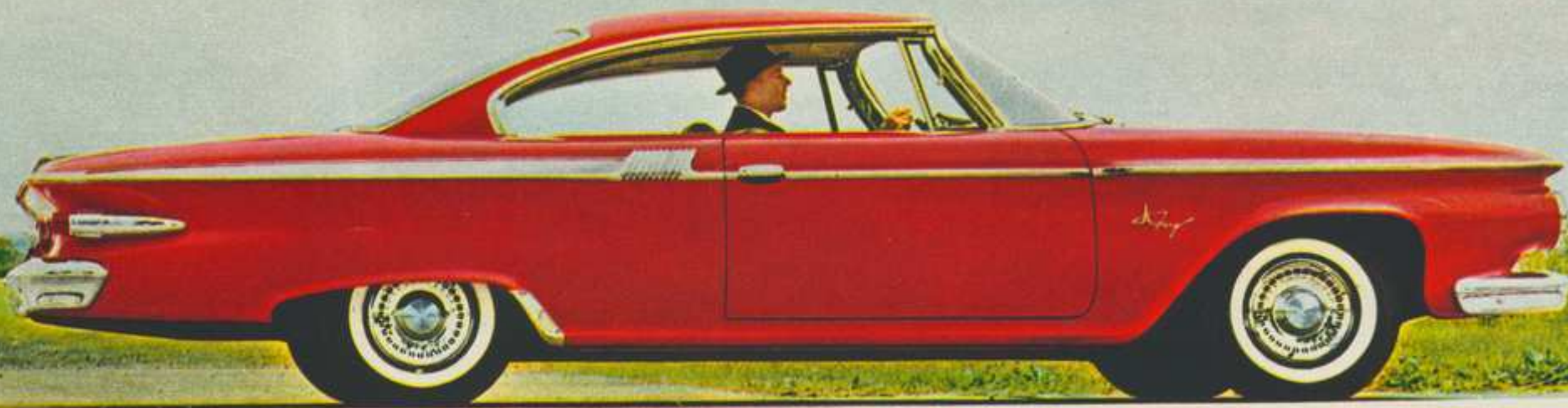
cars you'll get a new feeling of motion no other car of recent vintage gives.

They look and feel like "go"—and go they will. For under those long, proud noses rest the smoothest, quickest muscles on the road. Chrysler Corporation's new Economy Slant Six gets 20% more power on 15% less gas than previous sixes—it rescues the six from the maiden-aunt class. Chrysler Corporation's new 361 cubic inch V-8 engine with 9 to 1 compression ratio gives "premium" performance on "regular" gas.

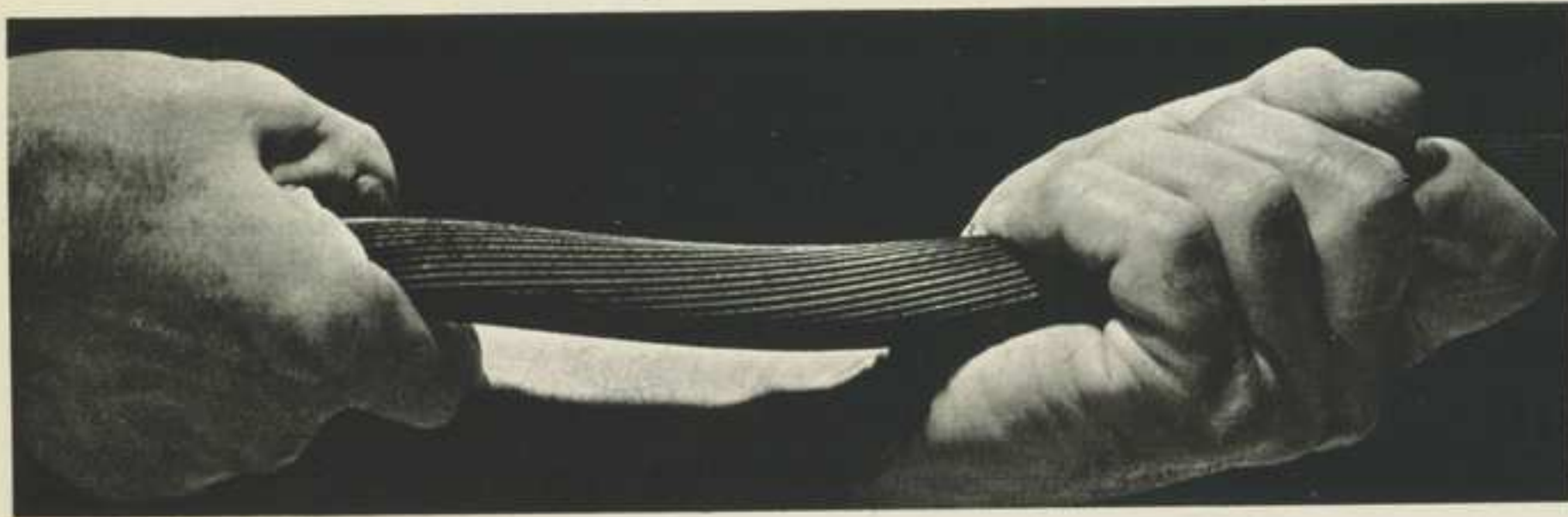
And if you think high fuel bills always go with high performance, these cars will surprise you. For with all their pep they're built to go easy on gas. Remember the 1960 Mobilgas Economy Run? The cars from Chrysler Corporation brought home most of the bacon, winning 9 out of 12 possible first and second places.

If you're going someplace soon, why not go first to your dealer's. See the new cars that will take you anywhere with a minimum of gas and a maximum of grace. If you haven't driven one of these cars lately, now's the time. Let a drive bring out the difference great engineering makes.

*going someplace*



1961 PLYMOUTH



*The principle  
of torsion bar  
suspension*



***No squat on starts,  
no dive on stops,  
no lean on turns  
with Torsion-Aire Ride***

You won't dive into stops, you won't squat back on starts, and much of the yaw is gone from turns in the 1961 cars from Chrysler Corporation. Famous Torsion-Aire suspension system rides these cars in perfect balance. High-chrome steel torsion bars up front twist and turn to adapt wheel balance to road surface (if you've ever twisted a rubber hose and felt it snap back you'll have an idea of how these bars work). In back, fast-acting leaf springs soak up pitch and bounce to prevent the "bouncing ball effect" you get on some cars. Torsion-Aire is the same principle employed in some \$10,000 to \$15,000 European imports, and you get it at no extra cost on every 1961 car from Chrysler Corporation.



1961 CHRYSLER

A CHRYSLER CORPORATION EXCLUSIVE

# Your battery is charging even when the engine's idling

Statistics say that one quarter of all city driving time is spent at a stop with motor at idle.

Even if you're not a city driver it's nice to know you could sit someplace with your motor idling,

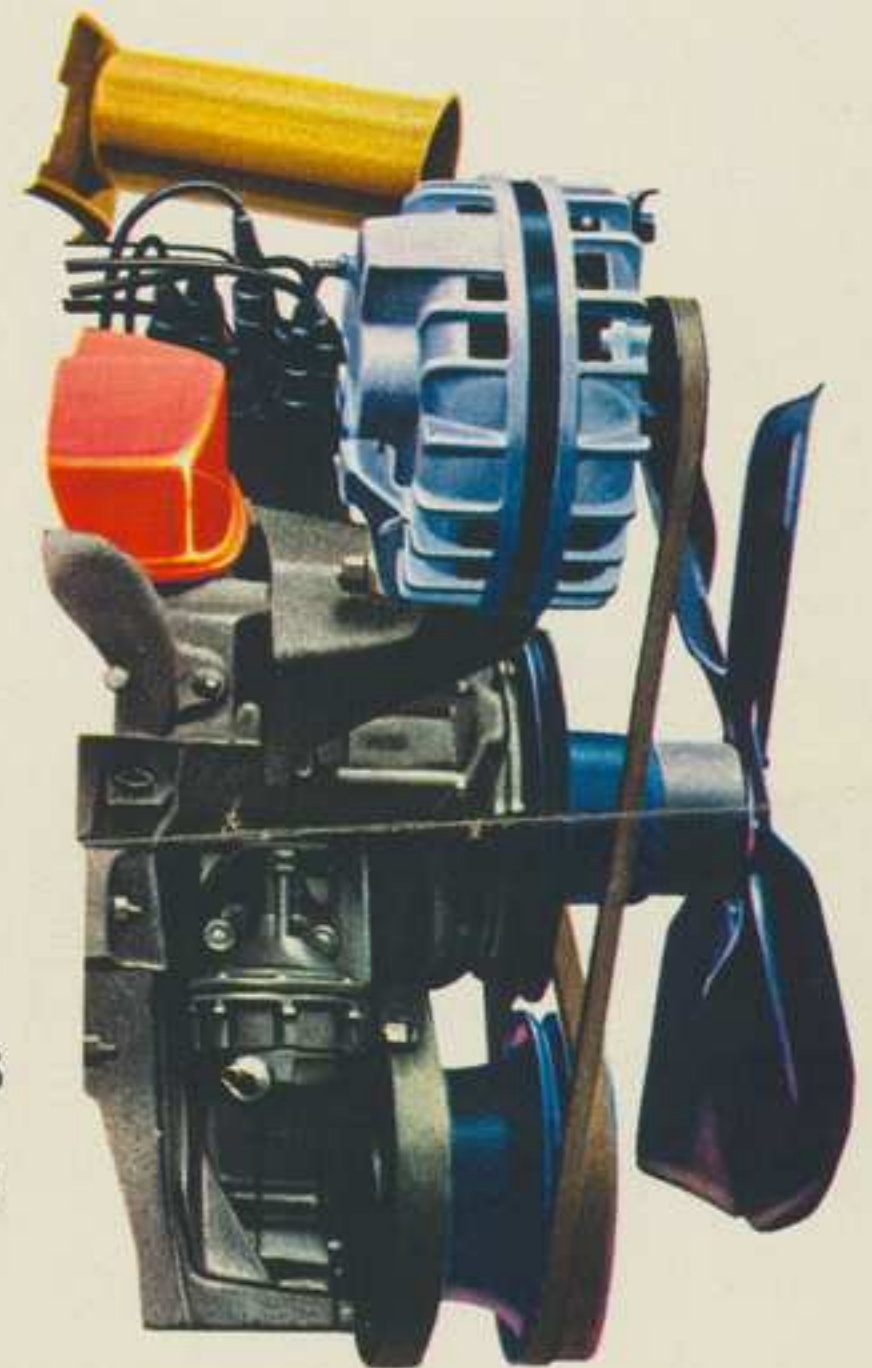
radio playing, heater running, and still not drain your battery.

Only condition is that your car be one of the eight new ones from Chrysler Corporation for 1961. For you won't get an Alternator electrical system in any other make. Unless, of course, you have had a special one installed, as many police cars and taxicab fleets have done at up to \$250 for each unit.

The Alternator is standard equipment, at no extra cost, on every 1961 car from Chrysler Corporation. And to owners of our new cars this means much less likelihood of battery trouble, faster starts on cold winter mornings, and longer battery life.

Why not get this extra charge from your driving? See any dealer who sells any 1961 car from Chrysler Corporation. They cost no more, but they give you a whole lot more.

**New Alternator  
replaces the usual  
generator;  
applies up to 10-amps  
charge even when the  
car's at a dead stop**



# Wagons are for cargo & kids

and Chrysler Corporation knows  
how to build them that way



What a choice in wagons—25 models

The kids seem quieter, the cargo seems smaller, and the 1961 wagons from Chrysler Corporation carry them both with a smooth, comforting grace that would put most sedans to shame.

How can this be? Unibody Construction puts added space inside—so kids can stay out of your hair, so cargo needn't bulge through windows or tailgate doors.

When Unibody got rid of the old idea of a bulky body on top of a frame, inches of the fat were trimmed. These inches turned into added room inside.

And when you set this lean, strong body on Chrysler Corporation's famous Torsion-Aire suspension system, it rides with the poise and comfort you've always associated with sedans alone.

No other wagons offer the number of features available on the 1961 wagons from Chrysler Corporation. Let your dealer help you decide just which model will suit your family's needs.

**Unibody Construction** puts more space inside without raising the roof or stretching the body and beefs up the strength while it trims the fat.

**Automatic door locks.** You can lock all doors from the driver's seat. With a button on the dash you secure the doors before unruly broncos get a chance to roam. A feature available in almost every model.

**New and better rustproofing.** The bodies are actually soaked seven times, so protection gets into even the hidden metal surfaces where most rust problems start.

**Pushbutton dash** puts all driving controls at your finger tips—out of reach of the kids.

**Torsion-Aire Ride,** Chrysler Corporation's exclusive suspension system, makes these wagons ride and handle like sedans. Cuts out nose-dive stops and squatting starts, and holds them level on corners.

**Your choice of power.** You can get these roomy wagons with easy-breathing V-8 engines or with the new Economy Slant Six engine which squeezes 20% more passing power out of 15% less gas than previous sixes.

**Dual-unit air conditioning.** Most 1961 wagons from Chrysler Corporation offer an air-conditioning system with two separate cooling units. The second unit, in the back roof of these wagons, adds comfort for second and third seat passengers.

**Full-time power steering.** The power steering on these wagons never takes a break. Unlike other systems that go on and off at intervals, it works full time so you scarcely work at all.

**Rear-facing third seat** makes it easier for you getting in and out. No crawling over or around. The kids go for this observation seat in a big way.

**Hidden luggage compartment.** In all six passenger wagons there's a place to lock your valuables when you're out of the car. You don't have to leave them exposed.

**One-piece tailgate** is easy to open. No overhead flap to struggle with. And the rear window rolls down with the touch of a button on the dash.



**1961 CHRYSLER Wagon**  
2 series, 4 models

**1961 DODGE Wagon**  
1 series, 2 models



Left to right in the picture below  
**1961 PLYMOUTH Wagon**  
3 series, 9 models

**1961 VALIANT Wagon**  
2 series, 2 models

**1961 DODGE DART Wagon**  
2 series, 6 models

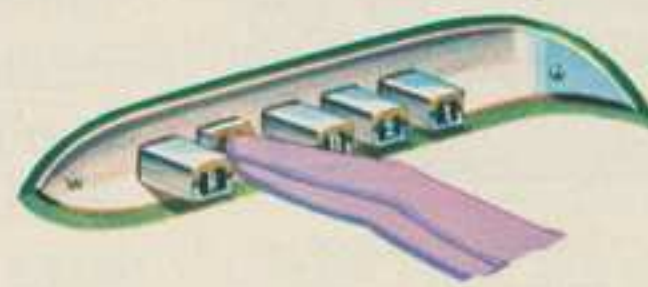
**1961 LANCER Wagon**  
2 series, 2 models



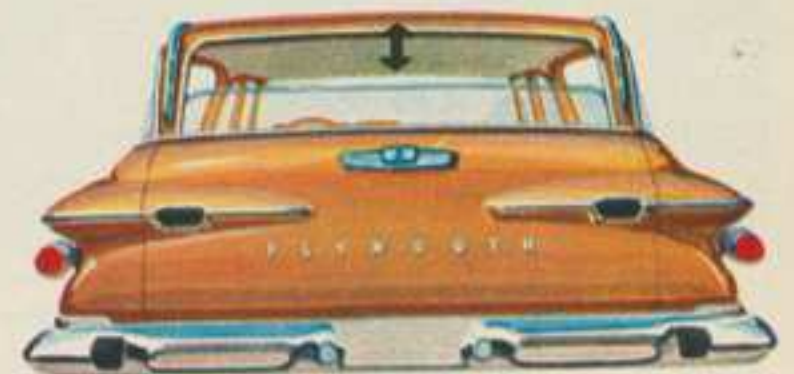
Locking luggage compartment lets you keep valuables out of sight.



Rear-facing third seat adds room and easy entry.



Pushbutton driving controls are safely out of children's reach.



You can open and close the rear window from the driver's seat.

1961 DODGE DART



When you  
write off rust

... you step up  
resale value

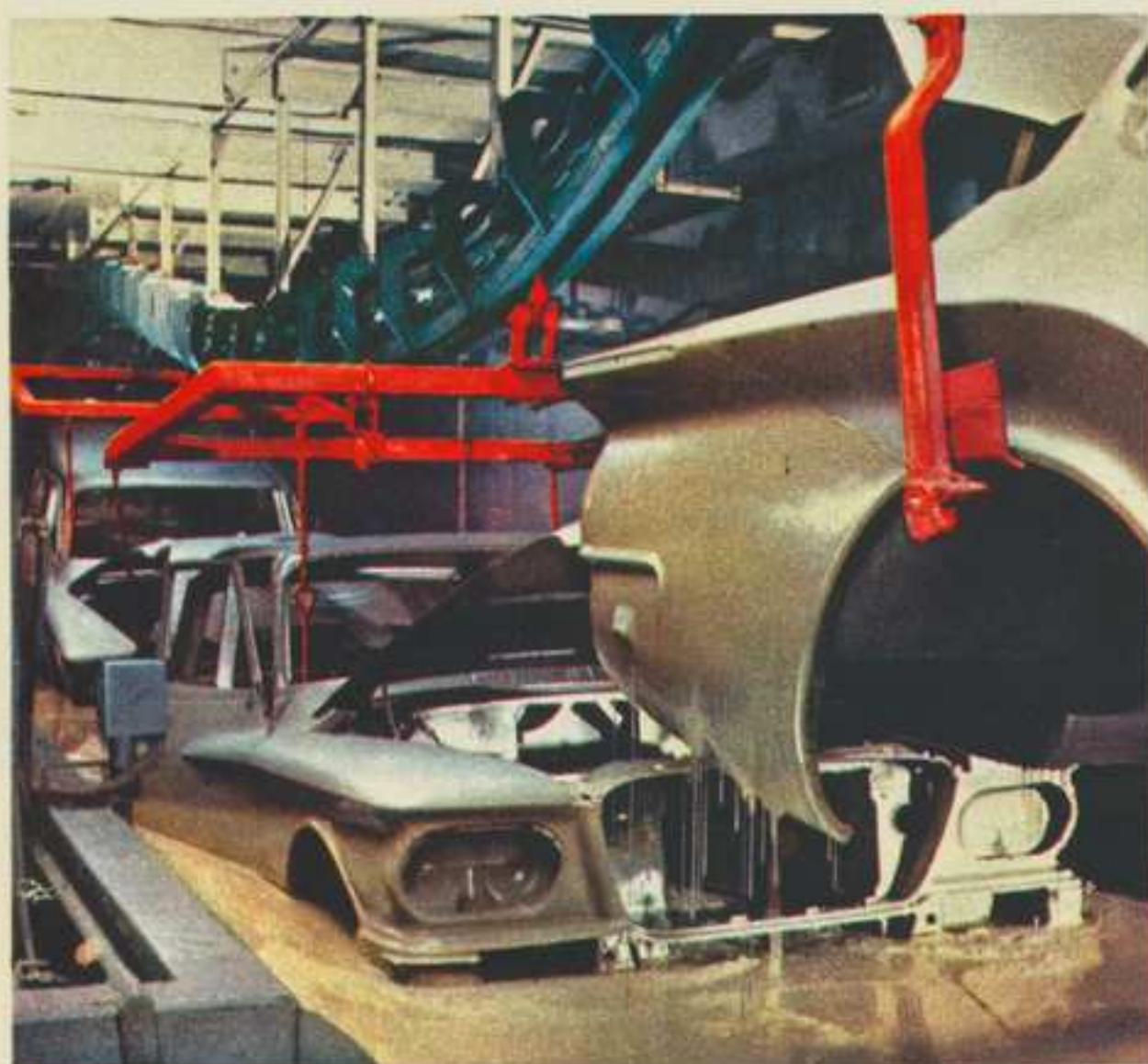
Great days for ducks are great days for owning a 1961 car from Chrysler Corporation.

Nature made ducks waterproof, and a new rustproofing process gives these cars an immunity to moisture no cars had before.

This new process sees bodies soaked seven times. A durable new wax-base rust preventative guards interior, out-of-reach surfaces where most rust problems start. And a special primer on lower areas, where road salt and gravel strike, fuses with the metal to give it a permanent seal.

The meaning of this should be as clear as the rust-free finish you'll keep on these cars; a longer period of "showroom" shine (and the new-car pride that goes with it); a better price whenever you're ready to trade.

But don't wait for a rainy day. See your dealer now, and let a drive bring out the difference great engineering makes.



7-soak rust protection helps your car keep its good looks—and its high resale value. Car bodies are soaked seven times to protect the metal from rust inside and out.

# Unibody

makes room for people,  
leaves no room for  
squeaks and  
rattles



1961 DE SOTO

**Unibody Construction adds two things to the 1961 cars from Chrysler Corporation that add a lot to your comfort. These two things are space and quiet.**

This new way to build cars, exclusive with Chrysler Corporation, makes body and frame a solid, welded unit. Not a bulky body on top of a bulky frame. And because it's all a lean, strong unit, inches of space are saved. Where once there was excess metal there now is extra legroom, headroom, bustleroom.

And you'll know where quiet comes in when you think of the squeaks and rattles a loosened joint can

cause . . . and then remember that Unibody is a solid, silent unit.

Unibody adds value to these cars in other ways, too. It makes them stronger, keeps them driving good far longer (they're built to last years longer than most owners will keep them), adds safety, and cuts down upkeep and repair costs.

If you haven't driven one of these cars lately, now's the time. Make room on your schedule for a visit to your dealer's right away. Check his low competitive prices . . . then let a drive bring out the difference great engineering makes.

1961 IMPERIAL



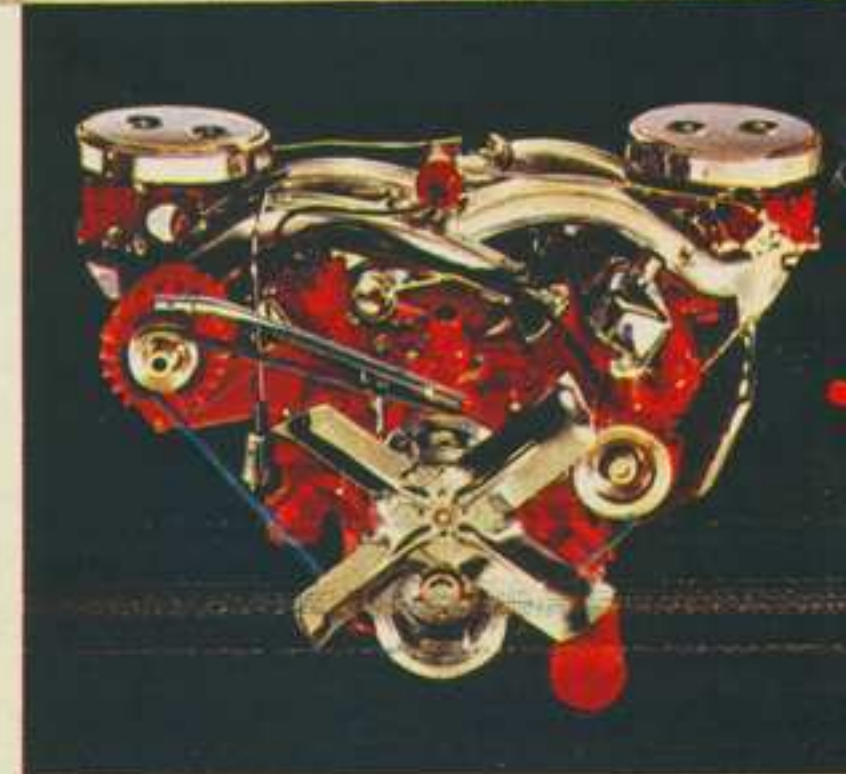
# Why so many knowledgeable people are turning to these fine cars

A price tag can't put a car in the fine car class.

Some people still buy a car as if this were true. But more and more thoughtful people are turning to Chrysler and Imperial because they enjoy the luxury of dedicated engineering, genuine workmanship, and quiet good taste.

These are the people who recognize the comfort and good handling of Torsion-Aire Ride, Chrysler Corporation's exclusive suspension system that the experts call the finest on any American car. People who enjoy the simplicity of solid-colored, glove-leather interiors, and who can appreciate sensible styling that doesn't follow the fads.

To this happy minority the 1961 Chrysler and Imperial (as well as the other six fine cars from Chrysler Corporation) offer many satisfying features found in no other cars, whatever the price. Some are described at right. Your dealer will be glad to demonstrate them all. Let a drive bring out the difference great engineering makes.



## 1961 CHRYSLER

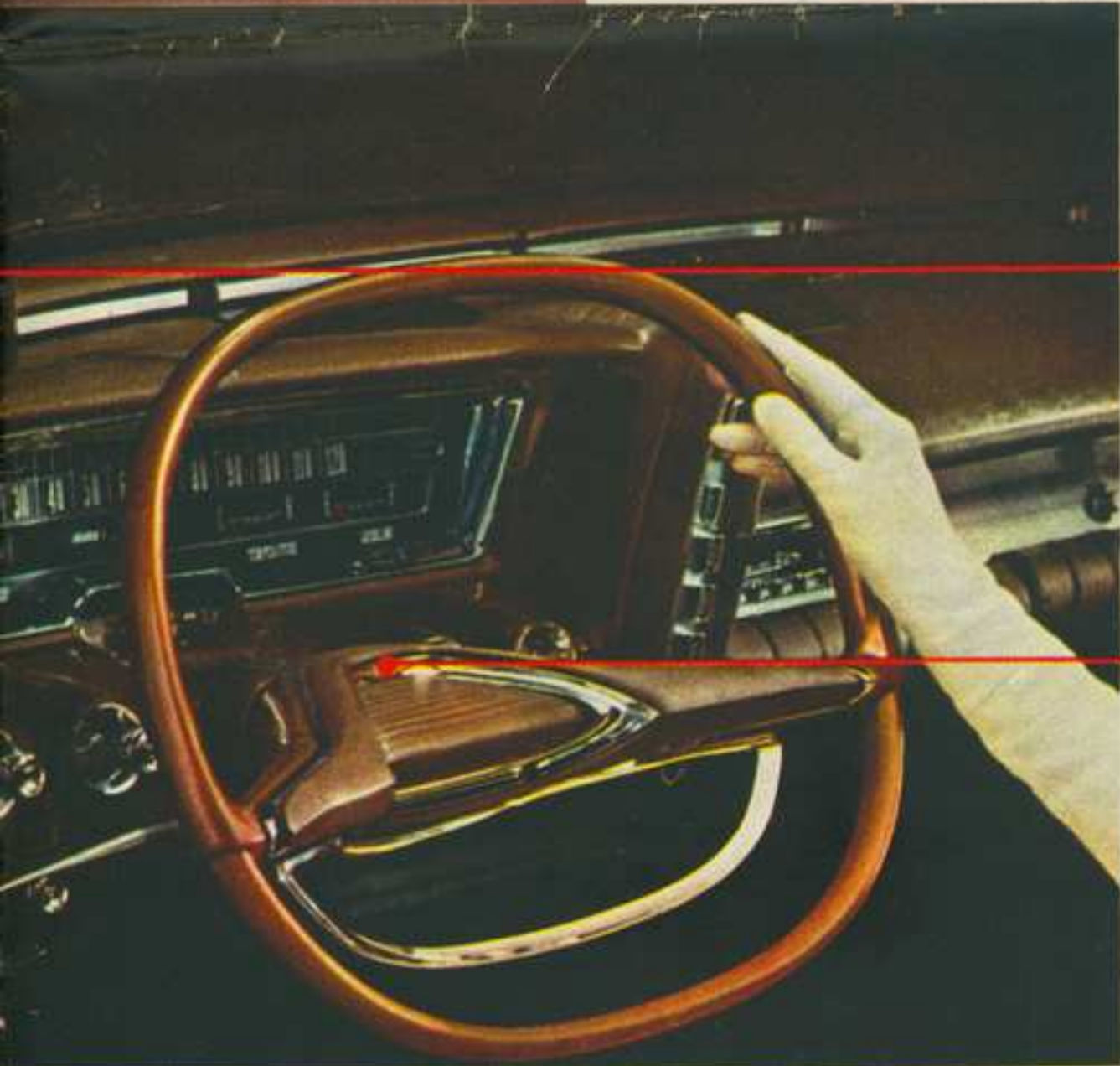


1961 CHRYSLER NEWPORT—A FULL SIZE CHRYSLER IN A NEW, LOWER PRICE RANGE.



### ***Air conditioning you can direct***

No other air conditioning available in autos is so easily and completely controlled. A flick of your wrist sends the cool air flowing gently where you want it, but never in a gusty draft. This air-conditioning system beats humidity as well as heat. It's available in every 1961 car made by Chrysler Corporation, and a special two-cooler unit is available in Chrysler, Imperial, and most station wagons.



### ***Quiet richness***

There are many interiors available in Imperial and Chrysler, as well as the other cars from Chrysler Corporation. All have a quiet richness in keeping with the quiet, classic lines of exterior styling. All colors are matched by expert stylists. They never clash, inside or out.

### ***Full-time power steering***

Chrysler Corporation pioneered this type of steering. Unlike some systems, the power works full time so you scarcely work at all. Coupled with the famous Torsion-Aire Ride this makes the 1961 cars from Chrysler Corporation the easiest handling cars America has ever known.

***Three years ago  
outside experts said this new  
Ram Induction V-8  
could not be built***

A production engine using sound waves to help it breathe did not sound practical to many, but Chrysler Corporation engineers made it work. For sound waves plus inertia effect provide the force which hurries the gas-air mixture to the cylinders in the revolutionary Ram Induction V-8s available in 1961 Chrysler, Dodge, Dodge Dart, and Plymouth models. This easy-breathing engine conserves fuel with the efficiency of a distance runner and puts out 10% more power than comparable size V-8s in the passing range.

# You get the good things first from Chrysler Corporation

What good things? Shown here are 15 pioneered by Chrysler Corporation. Fifteen important features, and only our 1961 cars will offer them all. In fact, the others won't offer most of them before 1962, '63, or even '64!

Great engineering is nothing new to Chrysler Corporation. Since the first high-compression Chrysler rolled off the lines way back in 1924, our engineers have come up with more innovations than anyone else in the industry.

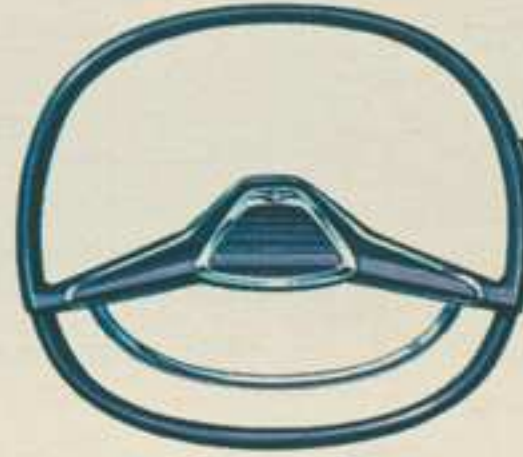
You get the good things now in the 1961 Chrysler Corporation cars. You get them without paying any more than you would for similar models in other makes of cars. See your dealer and let a drive bring out the difference great engineering makes.



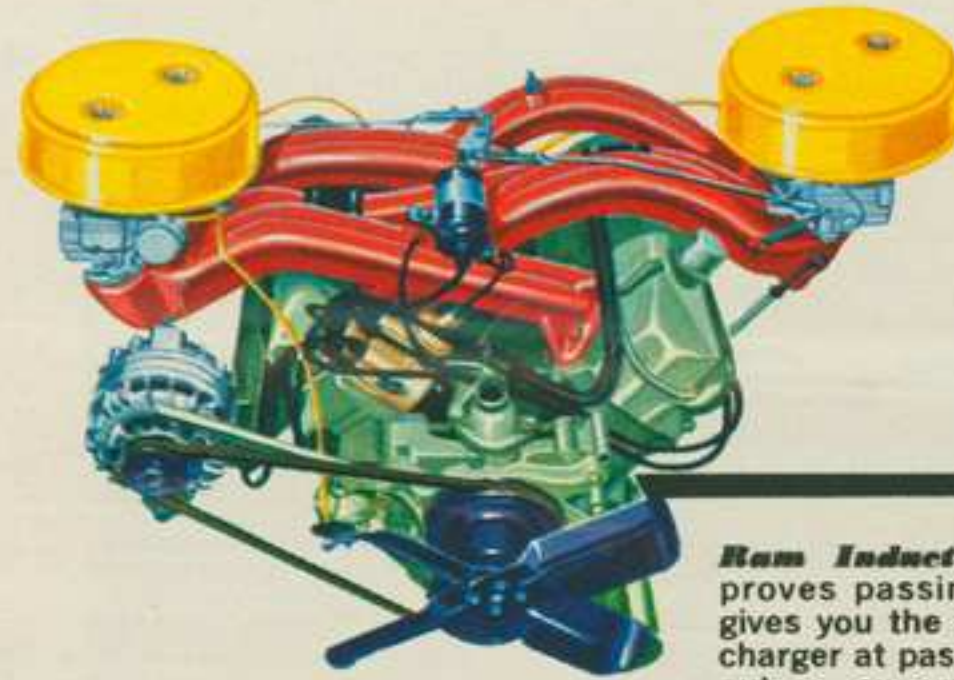
**New Alternator** keeps battery charged even when car is idling with radio playing, and heater on.



**Special driver's seat** has backrest inches higher to give added support, cut fatigue on long runs.



**Constant-Control Power Steering**—the full-time power steering pioneered by Chrysler Corporation (and finally being copied by other makers) still does more work for you, with more road-feel, than other cars.



**Ram Induction Engine** improves passing performance, gives you the effect of a supercharger at passing speeds, without a supercharger's service problems.

NEWEST FIRST FROM CHRYSLER CORPORATION

## DODGE DART PICKUP

the first and only truck with compact-economy

What do we mean by compact-economy? Compact in every thing but the work load. Compact diet. Compact upkeep costs. Compact in the way it handles. But full size in the work department—a full half-ton hauler. It's all truck. All new. See your Dodge Truck dealer for all the facts about the new Dodge Dart Pickup.





**Torsion-Aire Ride**—recognized by the experts as the finest ride on any American car, smooths out the roughest roads.



**Custom-positioned front seat** can be adjusted personally. Can be moved backward, forward, up, down, or even tilted to the exact position that suits you best.



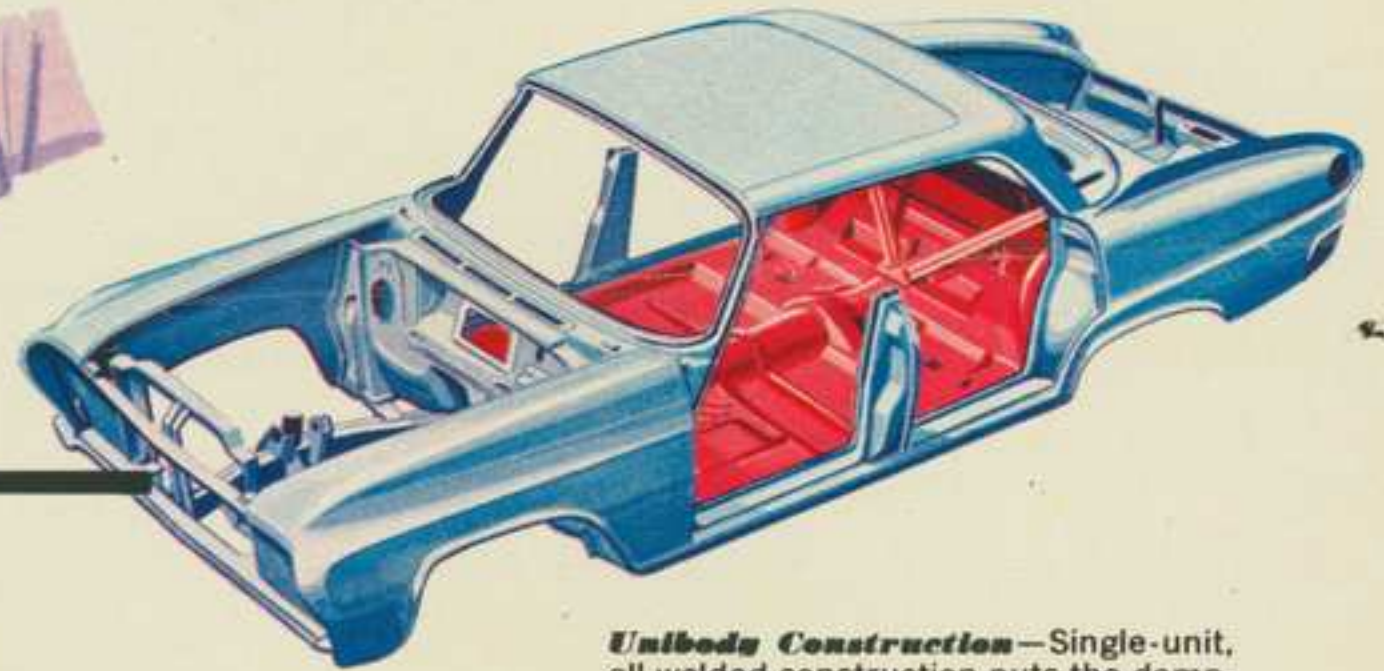
**Economy Slant Six Engine**—delivers 20% more passing power, yet takes you 40 to 50 miles farther on a tank of gas than previous sixes.



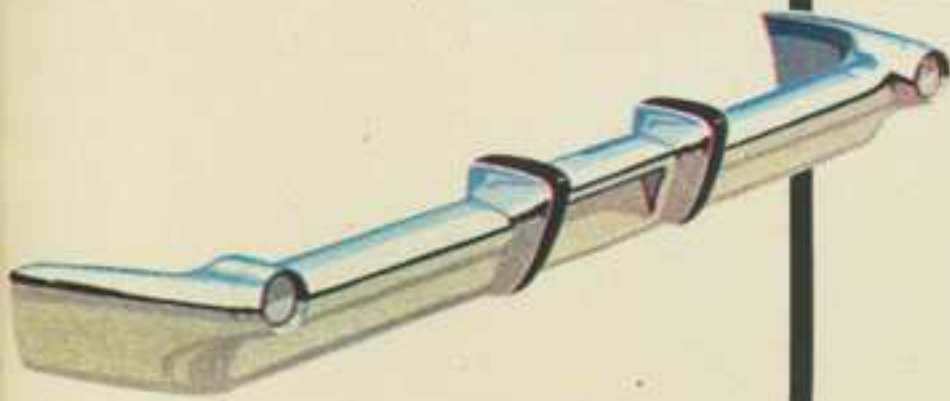
**Seven-soak rust treatment**—no more rust spots! Now chemicals seal out corrosion from the inside, protect your car's looks, and resale value, years longer.



**Automatic Door Locks**—you can tuck the kids in the rear and then lock all the doors, back and front, from the driver's seat.



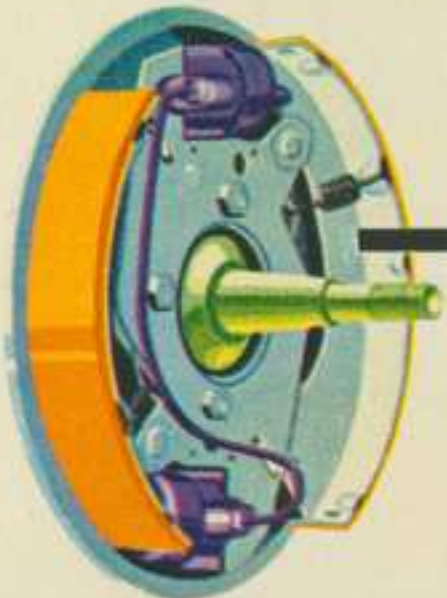
**Unibody Construction**—Single-unit, all-welded construction puts the damper on squeaks and rattles, adds twice the strength of "nuts-and-bolts" construction.



**Chrome stays freckle-free** twice as long as ordinary automobile chrome. New double nickel layer under chrome helps keep "brightwork" weatherproof.



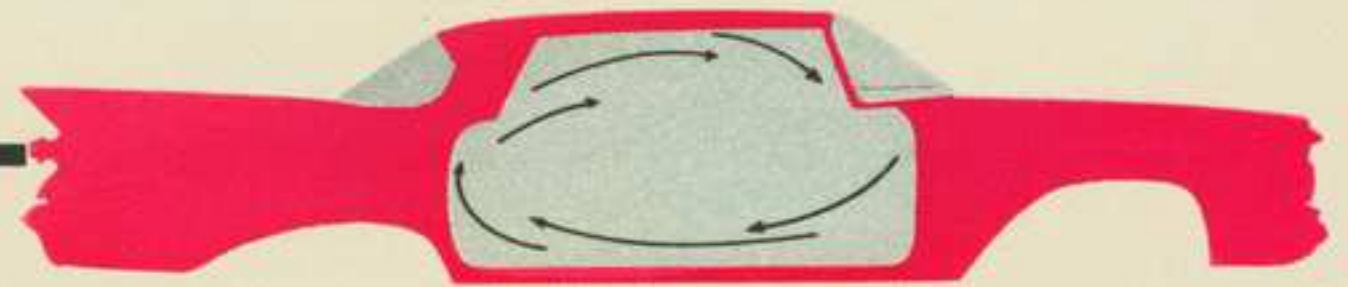
**Safety blinkers**—when emergency forces you to stop on street or highway you can flash all four turn-signal lights continuously to warn other cars.



**Total-Contact Brakes** put more lining in contact with drum than any other brakes, fight heat build-up and fading. Chrysler Corporation cars normally go 40 to 50 thousand miles without a brake relining!



**Pushbutton TorqueFlite transmission**—best combination of economy and performance in any automatic transmission. You get the instant response of a manual shift with the smoothness of a torque converter.



**Pushbutton air conditioning** tames both heat and humidity better than any other car unit—operates on same principle as custom air conditioning in fine hotels and clubs.

**"Next best thing to having a  
Chrysler Corporation engineer in the  
family" — Certified Car Care**



New-car time may seem to you like no time to think about maintenance and repair. But look at it this way: If you could buy a new car and with it get a program that promised to keep that car running sweet, smooth and trouble-free for years, wouldn't that help you make your choice?

We believe so. And that's why our engineers went to work some time ago to develop a program of Certified Car Care, which, in effect, delivers just that to anyone who buys a 1961 car from Chrysler Corporation.

Certified Car Care is the next best thing to having a Chrysler Corporation engineer in the family. It lays out a schedule for maintenance at regular intervals. This schedule is all down in black-and-white in a Certified Car Care book you get with any 1961 car from Chrysler Corp-

oration. This book spells out just what should be done and when.

Not just rules of thumb, this schedule was carefully worked out by the engineers who designed your car. And if you do your part and follow it, you'll be money ahead in the long run. For you'll keep your car running better day in and day out, keep little troubles from growing into major overhaul, and have *more* car to trade next time you're ready.

Your dealer is a partner in this plan. He and his servicemen went "back to school" to a network of multimillion-dollar centers to learn all the XYZs of the program. He'll give you all the facts. The many benefits will surprise you. Ask him about Certified Car Care when you're choosing your new car.

***This spells it out***

Each certificate in this book tells you when to bring your car in and what services it gets. Your dealer signs each certificate so you can have a record.



***This speeds up the job***

Yes, they're IBM cards. And whenever you have a warranty claim you give one to your dealer. It cuts red tape and delay and puts a history of your car on file at the factory.

**Chrysler  Corporation**

*Serving America's new quest for quality*

**PLYMOUTH VALIANT • DODGE DART LANCER • DE SOTO CHRYSLER IMPERIAL**  
(our new compact)