

SARATOGA • NEW YORKER • TOWN AND COUNTRY

Finest in the fine car field





The Finest of a Fine Line

THE 1950 Models of the Chrysler New Yorker, the Saratoga, and the Town & Country are truly the *finest* of a fine line, and are, we honestly believe, the *finest* in the Fine Car Field.

True, that is quite a broad statement, but it is made in all sincerity, with the belief and the assurance that the car itself can justify and substantiate the statement . . . in its entirety . . . and without reservations.

Its performance is so smooth . . . so powerful . . . so satisfying. And most certainly . . . so safe.

To Chrysler's great reputation for mechanical excellence, superb performance, and dependability, have been added distinctive styling and enduring beauty.

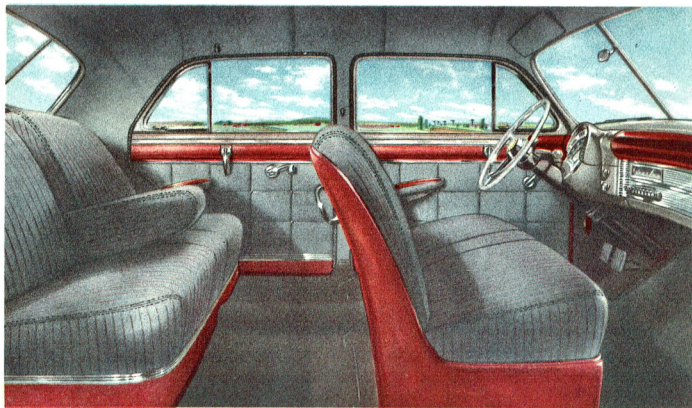
The cars look lower. They look longer. They are smarter and more beautiful than former Models. And yet, this style and charm have been attained without sacrificing comfort, safety, visibility, head and leg room. As a matter of fact, the cars have greater comfort; greater safety; more head, leg, and elbow room; greater visibility; and a larger number of convenience features.

In other words, the cars are designed, engineered, and built to DRIVE—to RIDE in—comfortably, safely, economically—and, *with pleasure*.

It is easy to enter or leave either the front or rear compartment. The doors are wide and they open all the way. The interiors are rich, luxurious, tailored-to-taste—designed to please the eye—and at the same time, to afford the utmost *comfort*. The seats are chair height, and the seat backs are deep, and yielding. You sit relaxed, in a normal position, with plenty of room in all directions. You can stretch out and enjoy yourself because these interiors are *designed for your comfort* and styled for your enjoyment.

In the New Yorker Model, there are four smart body styles—the Four-Door Sedan; the Club Coupe, for six passengers; the Convertible Coupe; and the ultra-smart New Yorker Newport with the CLEARBAC window. The Saratoga is available in the Four-Door Sedan and the Club Coupe. And the Town & Country, in the Newport only, the most distinctive car in America today.

Distinguished... Different and a Dream to Drive!



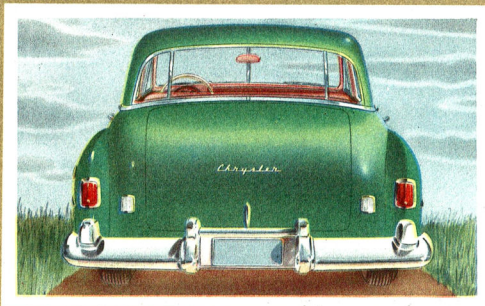
The Four-Door Sedan, for six passengers, available in both the New Yorker and Saratoga Models, has so much to offer the man or woman who wants the *finest* in motor car transportation.

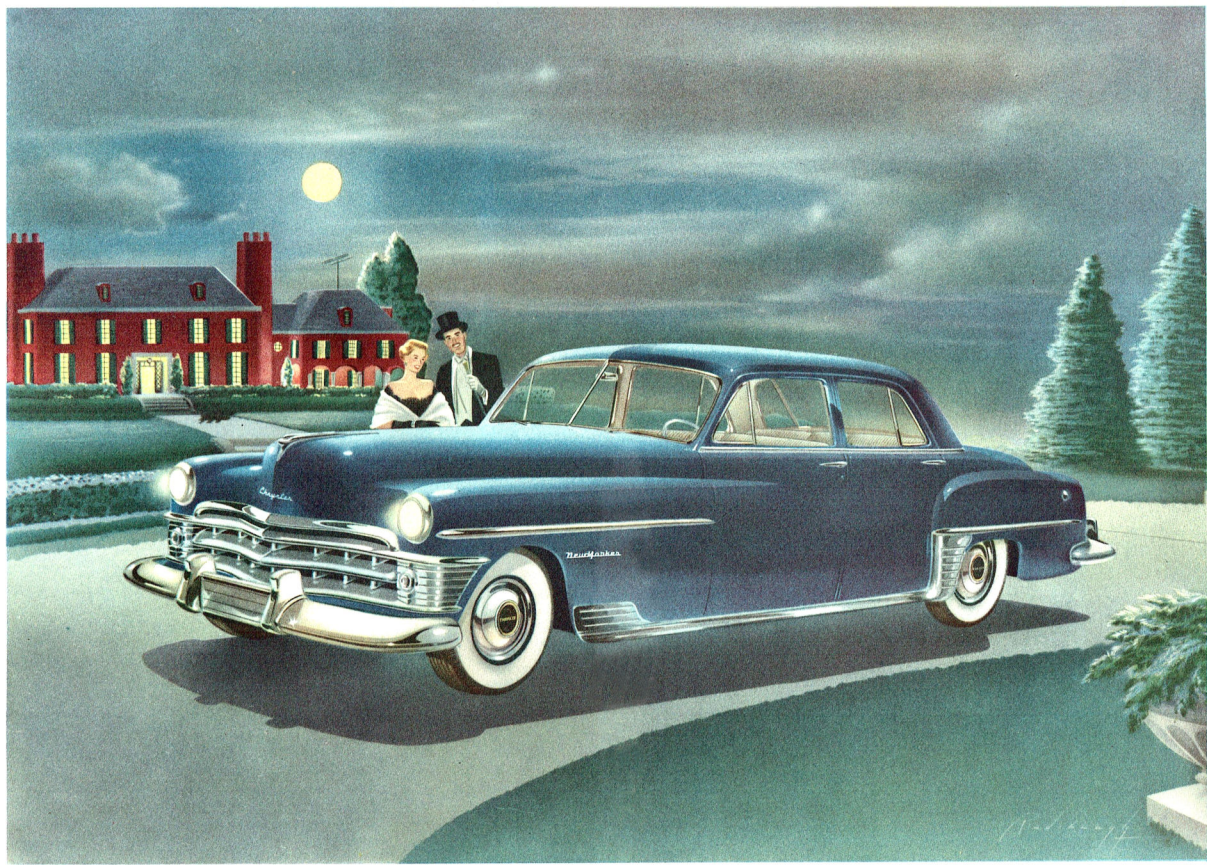
It is a distinguished looking car . . . different in style and beauty of line . . . different from other cars . . . and different from other models of the Chrysler line.

And what a dream to drive! With the powerful 135 horsepower Spitfire High Compression Engine, it has the speed of the wind, and more power than you will ever need. With the famous Chrysler Prestomatic Fluid Drive Transmission, driving is so easy, so effortless, so thrilling. You can drive all day, if you care to, without shifting gears, because the Chrysler Prestomatic Fluid Drive Transmission is the simplest, the safest, the smoothest of all.

Illustrated, upper left, is one of the many luxurious, tailored-to-taste interiors available for your selection. And below, is illustrated the simplicity of design and symmetry of line that give the rear end of the New Yorker such distinctive charm and unforgettable beauty.

From the front, the side, or the rear, it is a smart, distinguished car . . . a fine possession that looks—and *acts* the part.





THE SARATOGA AND THE NEW YORKER FOUR-DOOR SEDAN

Stunning--Stylish-- and Something to Own!

The New Yorker Newport is the smartest, the most beautiful car that ever carried the Silver Wings of Chrysler.

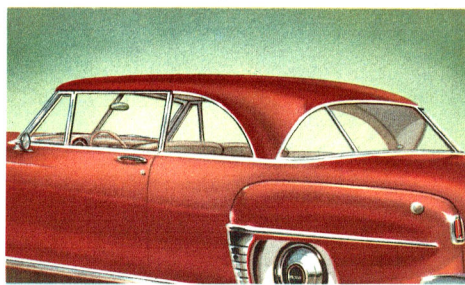
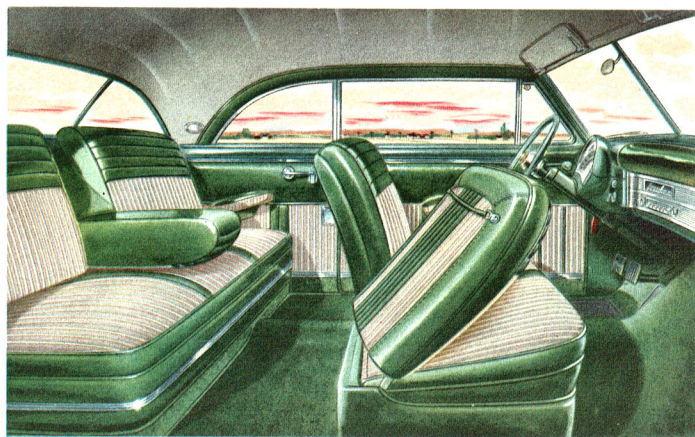
This original body style was created by Chrysler shortly after the war, but only a limited number were built. It is patterned after the famous Chrysler Convertible, but instead of a top that can be lowered, it has a stationary steel top which affords greater safety and closed car comfort. The windows can be lowered into the body, permitting unobstructed vision from the sides.

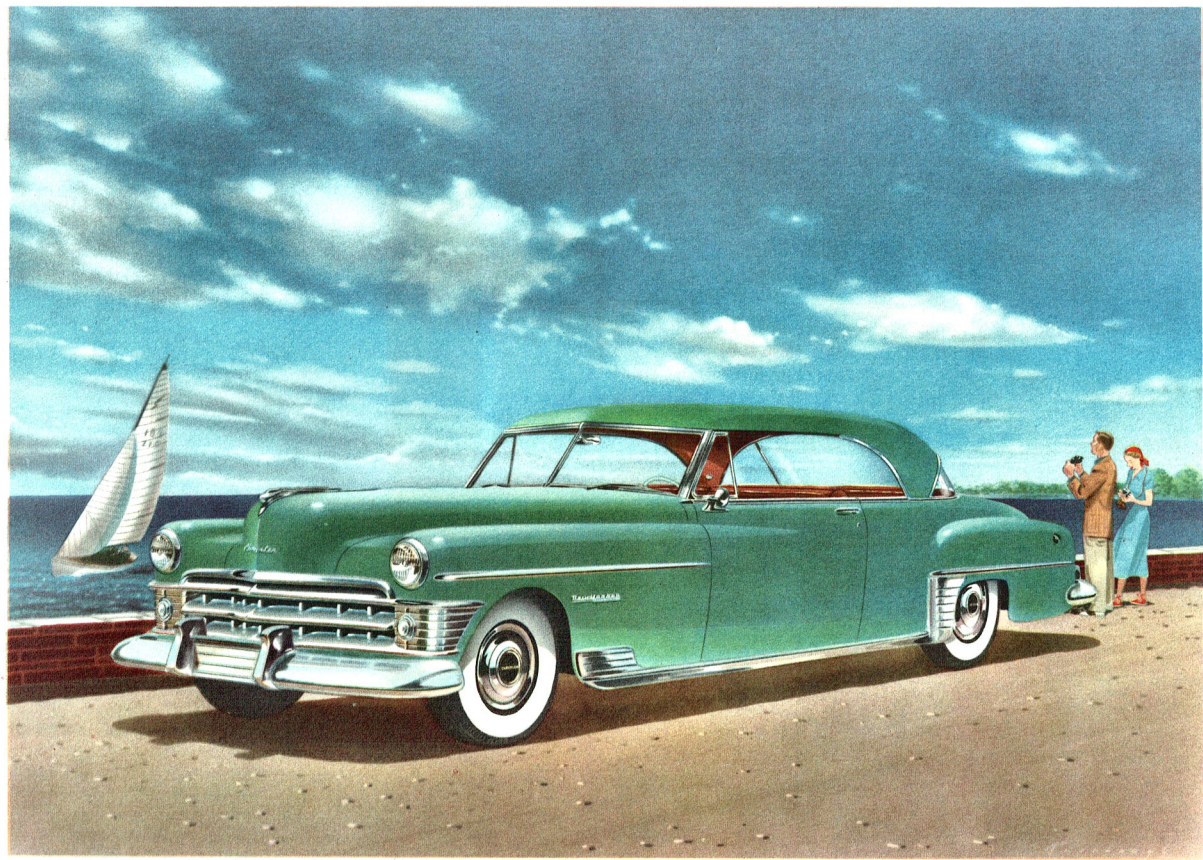
The Newport is mounted on the New Yorker chassis of 131½ inch wheelbase.

The interiors of this distinctive Model are exquisitely tailored, beautifully designed. Illustrated is the rich green combination—green leather and green Nylon Cord. Other combinations available are black leather and silver gray Nylon Cord, and tan leather with tan Nylon Cord.

Illustrated in the rear view is the three-piece full-arched CLEARBAC window which curves completely around the roof to both sides of the car—practically eliminating rear vision "blind spots". Note also the Convertible-type side windows.

The Newport with the CLEARBAC window is the Car of the Year! . . . *the car for you.*





THE NEW YORKER NEWPORT *with CLEARBAC window*

Comfortable, Commodious...and so Completely Charming

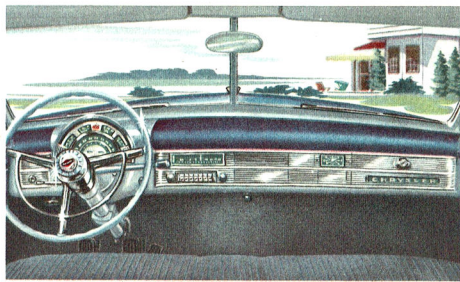
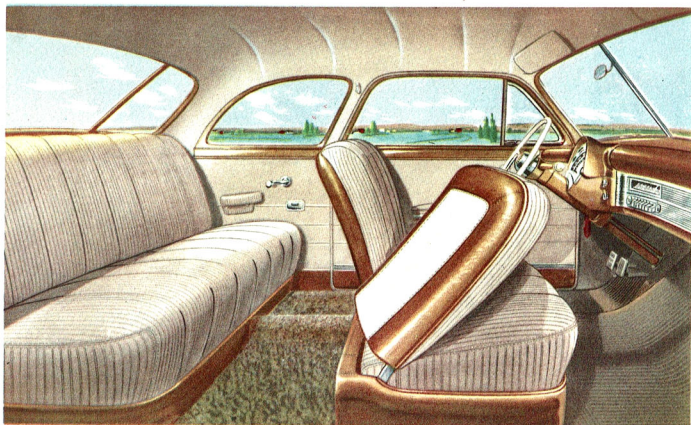
The beautiful Chrysler Club Coupe, available in both the New Yorker and Saratoga Models, is a great favorite with the women. It is so safe for the children . . . so easy to drive and park . . . so spacious . . . and so beautifully and tastefully appointed.

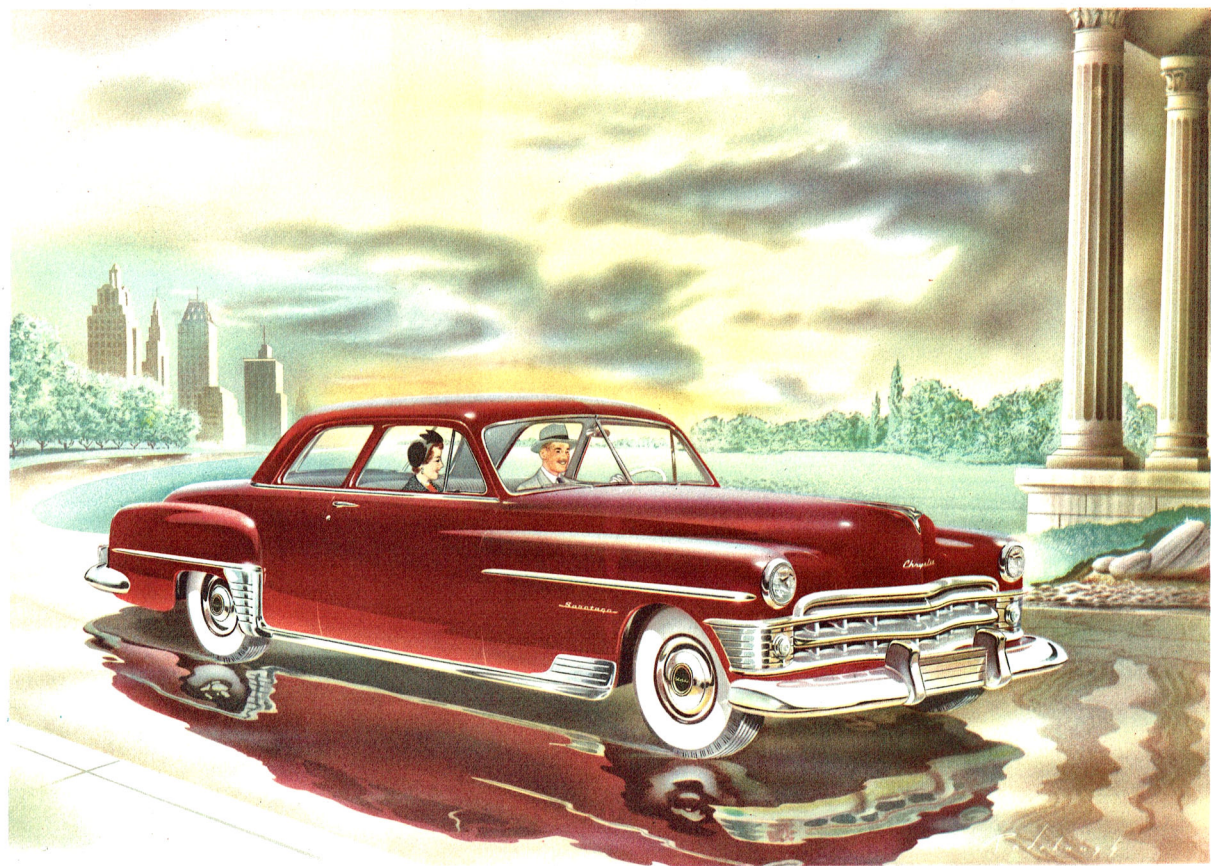
The New Yorker and Saratoga Models are identically the same car mechanically . . . their only difference is of interior design and appointments.

The illustration on the left shows the rich tan stripe broadcloth interior of the Saratoga, one of several exquisite upholstery materials from which to choose. And the New Yorker has an even wider selection of fine, luxurious fabrics to permit you to tailor the car to *your taste*.

Also illustrated is the beautiful instrument panel which has many convenience and safety features that are appreciated more and more with every mile of driving your Chrysler.

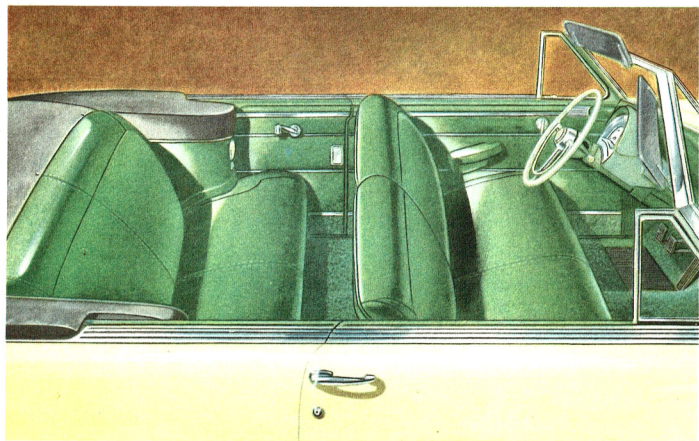
The Safety-Cushion Dash Panel, an exclusive Chrysler feature, extends the full width of the front compartment. It is made of thick foam rubber, covered with leather, and affords great protection to children or front seat passengers in case of a sudden stop. All instruments are grouped in a cluster for quick reading at a glance. Control knobs are within easy reach.





THE SARATOGA AND THE NEW YORKER CLUB COUPE

Low...Long...and Lovely



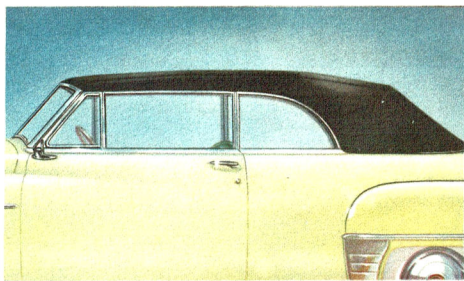
The new *low* look . . . the new *long* look . . . and the new *lovely* look of the 1950 Chryslers find their fullest expression in the beautiful New Yorker Convertible Coupe. It is a smart car . . . beautifully proportioned, perfectly balanced . . . and just about the sweetest running and smoothest performing car anyone ever drove.

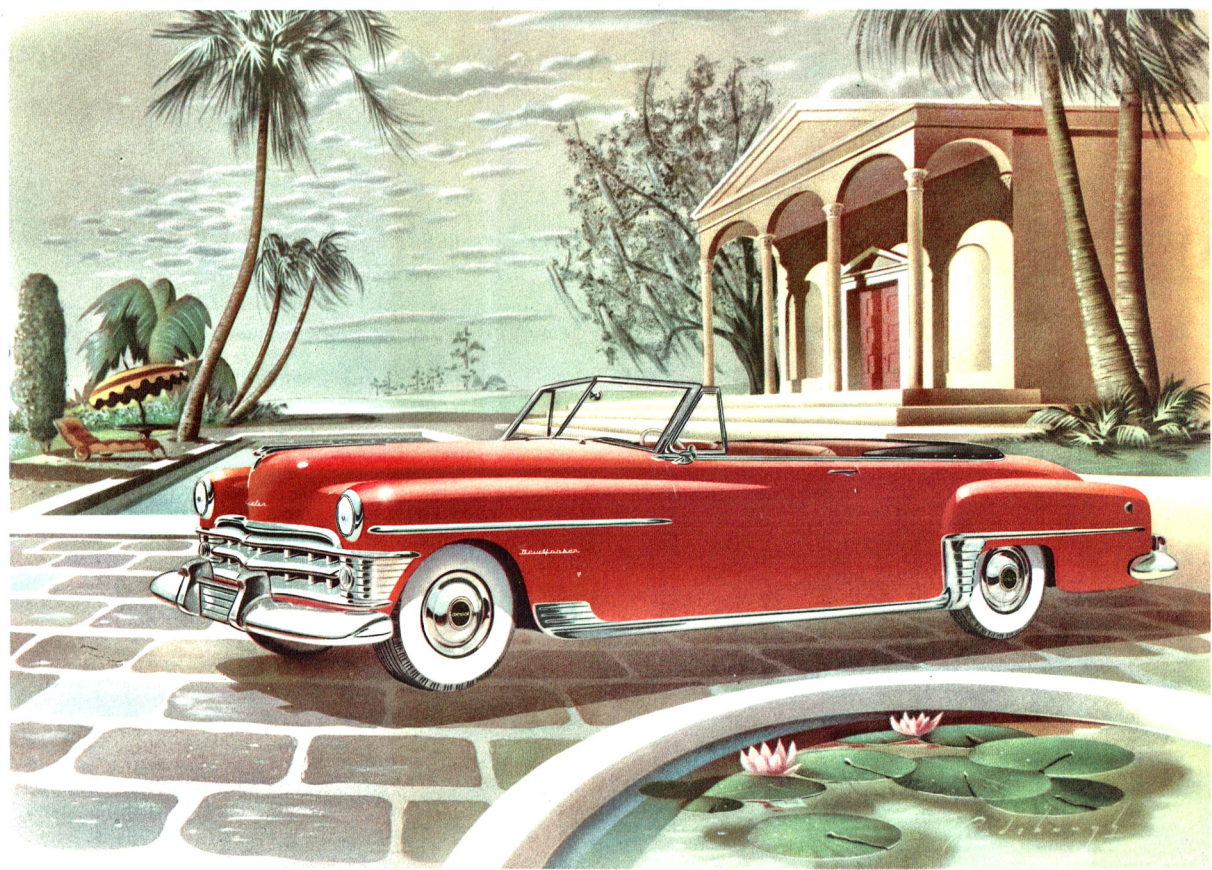
The top is electrically operated . . . up or down in a mere matter of seconds. The windows lower into the body, giving an out-in-the-open freedom that is such a joy in the Spring, Summer, and Fall months, when no one wants to stay cooped up indoors . . . or in a car.

The rear deck is a veritable store-room, and the seats in both the front and rear compartments are generously wide so that six can ride, roam and ramble in comfortable elegance and ease.

The interiors have the charm and beauty of a finely appointed room. Rich fabrics and fine leathers are skillfully and artistically fashioned to enhance the solid comfort that is inherent in Chrysler-built cars.

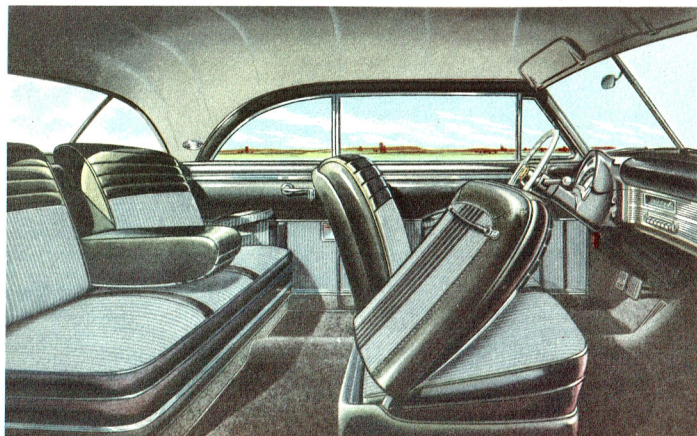
There are fifteen beautiful body colors from which to make your selection. The top may be had in Taupe, Black or Maroon. And there is a wide selection of fine upholstery fabrics so that the interior can literally be tailored-to-your-taste.





THE NEW YORKER CONVERTIBLE COUPE

Alone...Alluring...and Always Ready to Go



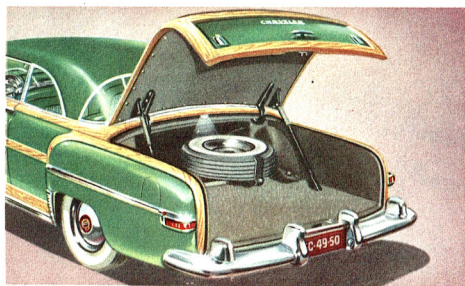
Truly, there is no car in America, or in the world, like the Town & Country Newport. It is *alone* . . . in its distinguished design, its distinctive styling . . . and its *alluring* beauty. It cannot possibly be mistaken for any other car . . . and no car can possibly be mistaken for it.

It is alone, too, in the mechanical excellence and craftsmanship, which make it such a pleasure to drive and to own.

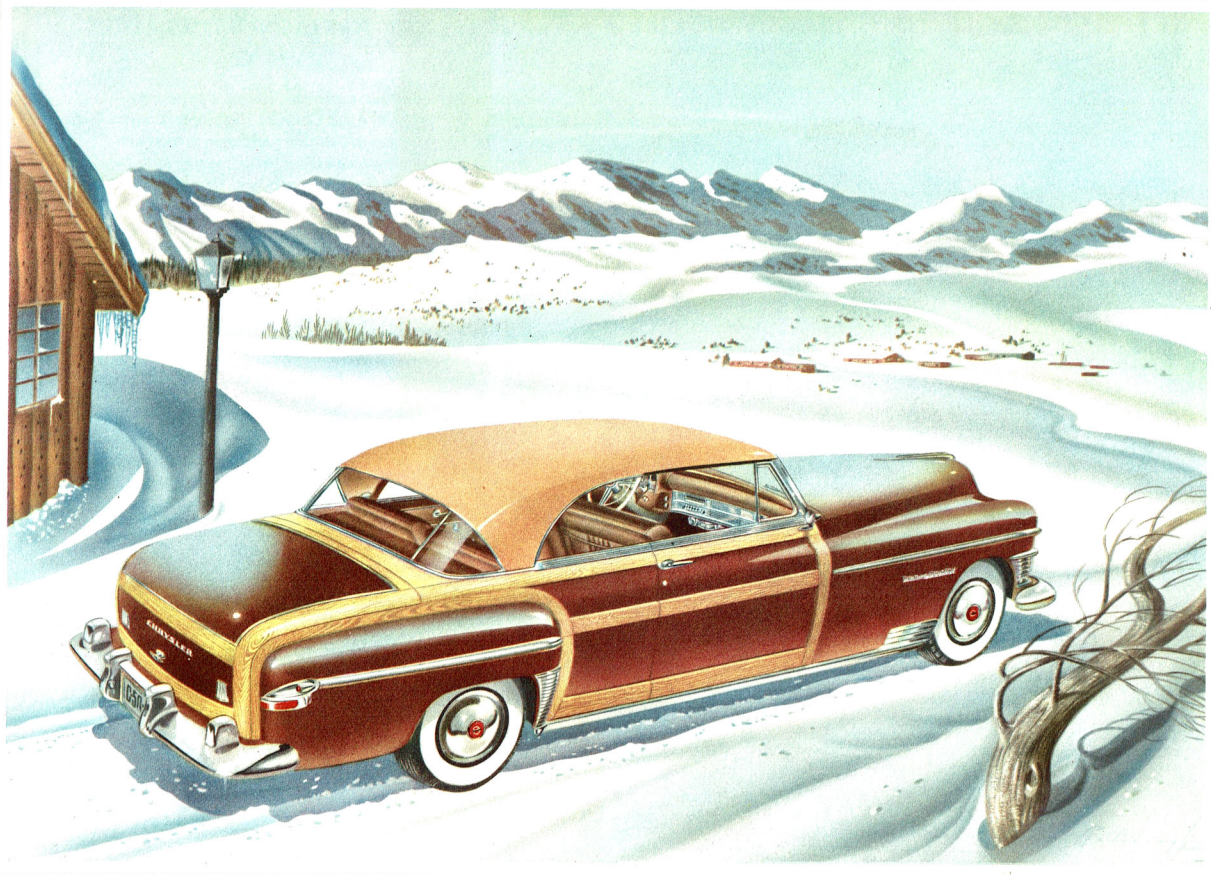
The body and top are constructed of heavy gauge steel, giving it exceptional strength and rigidity. The hand polished white ash woodwork, which embellishes the sides and rear deck, is a fine example of superb coachwork.

The windows can be lowered into the body and the wide CLEARBAC rear window accentuates the feeling of "open car" freedom. The long rear deck has an exceptionally large storage capacity and the trunk lid can be easily raised or lowered.

The interiors are just as beautiful and distinctive as the exterior. Illustrated on the left is the rich black leather and silver gray Nylon Cord combination. Also available are a smart green leather with green Nylon Cord, and tan leather with tan Nylon Cord.



NOTE: The remarkable, new Chrysler self-adjusting, self-energizing, hydraulic Disc Brakes are standard equipment on the Town & Country Newport.

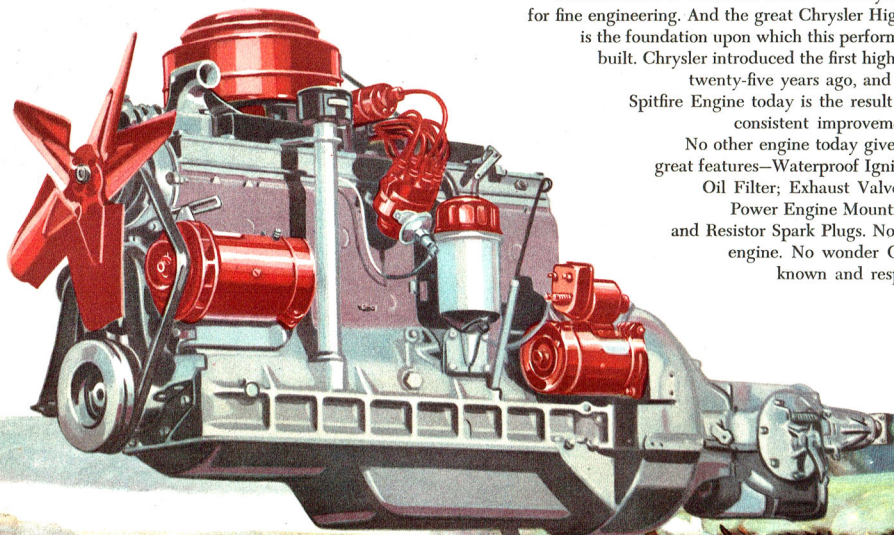


THE TOWN & COUNTRY NEWPORT *with CLEARBAC window*

Horsepower ... HIGH COMPRESSION ... AND HISTORY-MAKING PERFORMANCE

PERFORMANCE is what has made the Chrysler reputation for fine engineering. And the great Chrysler High Compression Engine is the foundation upon which this performance has been built. Chrysler introduced the first high compression engine twenty-five years ago, and the incomparable Chrysler Spitfire Engine today is the result of constant and consistent improvement and refinement.

No other engine today gives you all of these great features—Waterproof Ignition; Full-Flow Oil Filter; Exhaust Valve Seat Inserts; Floating Power Engine Mountings; Superfinished Parts; and Resistor Spark Plugs. No wonder it is a great engine. No wonder Chrysler performance is known and respected the world over!



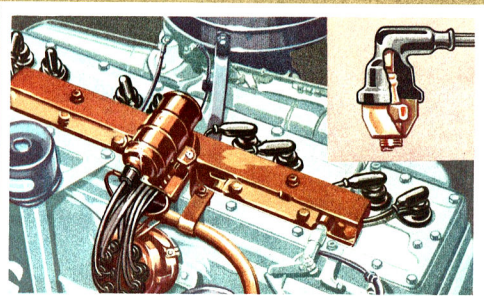
Water won't stop it!

The only waterproofed engine in America today

Can you imagine throwing a five gallon bucket of water on an automobile engine . . . or turning a hose, full blast, on the spark plugs and distributor . . . and *expecting the engine to start*? In all probability, you would not, but that is exactly what you can do with a Chrysler engine . . . and it will start *every time* . . . and keep running.

It is the only waterproofed engine today, and this exclusive feature means much to the Chrysler owner because it assures starting in damp and rainy weather, regardless of how long the car has been out in the weather, or parked in the garage, for that matter, where dampness can, and does, foul the plugs and electrical system.

The spark plugs, ignition wiring, coil and distributor are completely waterproofed. Neoprene rubber coverings fit over the spark plugs; the ignition wiring and terminals are protected by waterproof coverings; and the distributor is specially constructed to prevent the entry of water. Ask your Chrysler dealer to demonstrate this great feature.



The Pioneer

...AND STILL THE PACEMAKER

Chrysler Fluid Drive with Prestomatic Transmission

Chrysler introduced Fluid Drive* in 1938 . . . twelve years ago . . . and this great advancement in performance, driver comfort and pleasure, and easy, safe operation of a motor car was regarded as the most significant improvement in motor car design since the introduction of the electric starter.

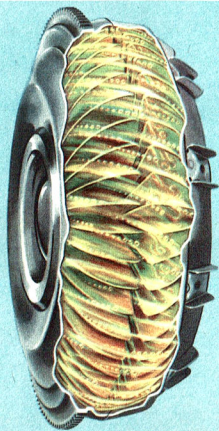
Millions upon millions of miles have proved the value of Fluid Drive. And today, the owners of many cars of other makes are benefiting from this great feature, but the Chrysler Fluid Drive with Prestomatic Transmission is still the simplest and most desirable of all.

The marvelous Chrysler engine, with Prestomatic Fluid Drive Transmission, make an unmatched combination. The performance is so marvelously smooth. It is so easy to handle . . . so safe . . . and so utterly dependable.

You don't even have to shift gears. When you start out, you merely shift the lever to Driving Range and step on the accelerator. When you want to stop, merely apply the brake; to get under way again, step on the accelerator. You can drive all day without shifting.

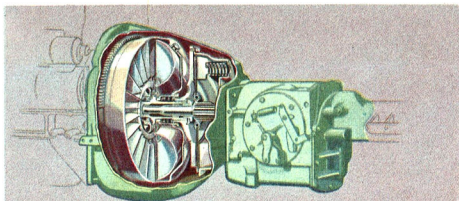
It is the simplest, safest, smoothest drive of all, and the best way to find out for yourself is to drive a Chrysler and *learn the difference*.

* gýrol Fluid Drive



FLUID DRIVE

Power is transmitted from the Spitfire Engine through oil to the transmission and then to the rear wheels. The engine turns the driving member at the left, which hurls the oil at the driven member at the right, to give a smooth, vibrationless flow of power. There is no metal-to-metal contact . . . the power is transmitted through oil . . . which assures an unbelievably smooth flow of power under all conditions.



This illustration shows the location of the Fluid Drive unit at the rear end of the engine. Attached to this unit is the famous Prestomatic Transmission through which the driver controls the flow of power.

ONLY CHRYSLER GIVES YOU THESE GREAT FEATURES

"You Get The Good Things *First* From Chrysler" is not merely a slogan . . . *it is a fact* . . . because Chrysler Engineers have pioneered, developed, and perfected more features than any group of engineers in the Industry.

It is these great features that have made Chrysler performance the standard by which other cars are compared and judged.

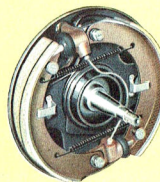
The present Chrysler cars are the finest performing cars we have ever built and this distinctive performance can be attributed, in a broad measure, to these engineering features which you get only in a Chrysler.

- The Spitfire High Compression Engine with a 7.25 compression ratio
- Prestomatic Fluid Drive Transmission
- Full-Flow Oil Filter
- Superfinished Parts
- Waterproof Ignition
- Wide-Gap Resistor Spark Plugs
- Chemically Treated Cylinder Walls
- Exhaust Valve Seat Inserts
- Floating Power Engine Mountings
- Safety Rim Wheels
- Cyclebonded Brake Linings
- Oilite Bearings
- Vacu-Ease Brake Unit



SAFETY-RIM WHEEL

In case of a blow-out, it holds tire and tube to the rim, permitting a safe stop. A great safety feature.



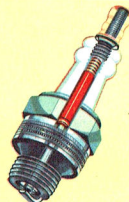
SAFE-GUARD BRAKE

The brake lining is cyclebonded to the brake shoe, giving better braking action and longer life.



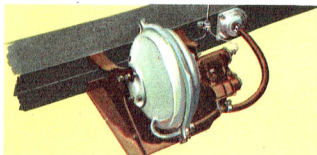
SUPERFINISHED PARTS

All vital working parts are Superfinished, giving smoother performance, longer engine life and great economy.



RESISTOR SPARK PLUG

New longer-life resistor-type spark plug has extra wide gap which gives smoother engine idling, and saves on fuel.



VACU-EASE BRAKE

Vacuum operated unit reduces braking effort, increases brake reserve, gives greater safety.



FULL-FLOW OIL FILTER

The Full-Flow Oil Filter filters all of the oil before it reaches the moving parts, thus contributes to longer engine life.

BE SURE YOU'LL BE SATISFIED

Drive the Chrysler...and learn the Difference

There is little chance of making a poor investment in an automobile today, regardless of which make you buy. They are all good. They are all good-looking. And they will all take you where you want to go and bring you back. But, buying a car, especially in the Chrysler class, is much more important than merely buying transportation; consequently, it deserves special consideration if you are to be entirely satisfied with your choice.

Most certainly, you want a car you can be proud of . . . a car that reflects your appreciation of fine things . . . a car that is in keeping with your home and your other fine possessions . . . and a car that your friends and associates will admire and respect.

In the fine car field, there are several cars that will meet these requirements. And, most assuredly, the Chrysler is one of them.

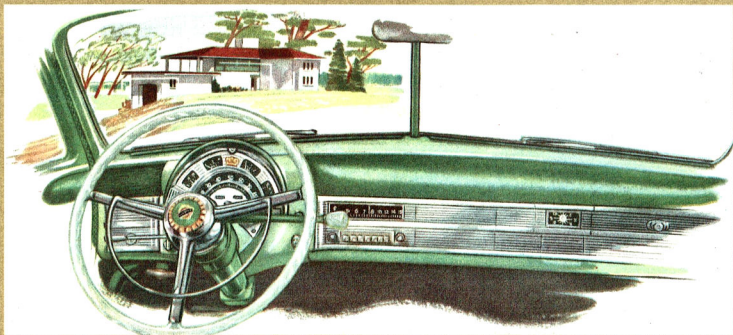
We believe the Chrysler New Yorker, the Saratoga, and the Town & Country are the finest in the fine car field, but naturally, we are prejudiced, after twenty-five years of building and living with our cars.

Chrysler performance is something that must be experienced to be appreciated. You cannot possibly know how much more comfortable and convenient Chrysler cars are until you actually sit in the chair-height seats . . . see how much more head, leg and elbow room there is . . . and how easy it is to get in and out of a Chrysler with the wide doors that open up all the way.

Style and beauty are, of course, a matter of personal opinion, but the consensus is that the present Chrysler cars are the most stylish, most beautiful cars Chrysler has ever built.

There are many fine engineering and design features that contribute so much to Chrysler performance, safety, and satisfaction, and it is very important, from your standpoint, that you understand what they are . . . and what they will mean to you as a Chrysler owner.

All of which sums up to this . . . the only way to find out is to drive a Chrysler. As we said before, we believe it is the finest in the fine car field. And we believe you will find it out, too, if you will drive a Chrysler and learn the difference. Our dealers cordially invite you to do this.



***HERE IS THE PLACE—NOW IS
THE TIME TO LEARN THE DIFFERENCE!***

Specifications

Body Styles—*Saratoga*: Four-door Sedan, Club Coupe. *New Yorker*: Four-door Sedan, Club Coupe, Convertible. *Town & Country*: Newport.

Engine—Spitfire High-Compression Eight. L-head, eight cylinders, 3½ in. bore and 4½ in. stroke with displacement of 323.5 cu. in. Compression ratio, 7.25 to 1. Brake horsepower, 135 at 3400 rpm. Torque, 270 ft.-lbs. at 1600 rpm. Lightweight aluminum alloy pistons, 4 piston rings per piston. Exhaust valve seat inserts. Filtered crankcase ventilation. Full-pressure lubrication to all main, connecting rod and camshaft bearings. Floating power engine mountings. Counterbalanced crankshaft with rubber-cushioned vibration damper. Full-Flow Oil Filter mounted directly to engine. Chemically-treated cylinder bores. Silent, chain-driven camshaft. Floating screen oil intake. Automatic manifold heat control. Oil capacity—6 qts.

Fuel System—Down-draft carburetor with automatic choke and fast-idle control. Heavy-duty oil bath air cleaner and silencer. High-capacity mechanical fuel pump. Oilite fuel filtering element in fuel tank. Gas tank capacity, 20 gal.

Cooling System—Thermostatic by-pass temperature control. Five-bladed fan. Full-length water-jacket cooling with water distributing tube. Fin and tube type radiator core. Pressure radiator cap. Cooling capacity, 21 qts.

Clutch—Single-plate, dry, ventilated, with two molded, woven asbestos facings. 10 in. diameter.

Electrical System—High-capacity generators with maximum charging rate of 45 amps. Automatic voltage and current control. 19-plate, 6-volt battery, 135-amp. capacity. Waterproof ignition. Wide-gap, 14-mm. resistor-type spark plugs. Static suppressors for spark plugs and distributor. Automatic-advance spark with speed and vacuum control. Back-up lights. Turn signals. Ignition-key starter switch.

Prestomatic Fluid Drive Transmission—Hydraulically-operated automatic transmission with 9-yr Fluid Drive. Four forward speeds and reverse, with automatic driver-controlled up-shift from first to second and from third to fourth gear, automatic down-shift. Electrical kick-down switch. All forward gears are synchronized. Ratios: 3.57 to 1, 2.04 to 1, 1.75 to 1, and 1.00 to 1, with 3.99 to 1 for reverse. Transmission lubricant capacity—3 pints. Fluid Drive unit permanently sealed at factory.

Drive—Hotchkiss type, through rear springs. Hypoid rear axle, semi-floating type with tapered roller bearings. Rear axle ratio—*Saratoga* and *New Yorker*: 3.54 to 1. *Town & Country*: 3.91 to 1.

Front Suspension—Independent front suspension with Amola steel helical coil springs. Hydraulic two-way direct-acting shock absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizer.

Rear Suspension—Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated permanently lubricated liners. Hydra-Lizer two-way direct-acting shock absorbers, straddle-mounted. Four rubber limit bumpers.

Frame—Double-channel welded box type, four cross members for extra rigidity. Newport and Convertible body types have X-type cross member for extra reinforcement.

Steering—Center-arm steering system with equal length tie rods and 3-tooth worm and roller steering gear. Steering ratio, 20.4 to 1.

Brakes—*Saratoga* and *New Yorker*: Chrysler Safe-Guard hydraulic, 12-in. diameter, internal expanding, with Cyclebonded brake linings; Vacu-Ease power braking unit, vacuum operated. *Town & Country*: Chrysler hydraulic self-energizing, self-adjusting Disc brakes. Independent mechanical hand brake on propeller shaft at rear of transmission.

Wheels and Tires—Chrysler Safety-Rim Wheels, 15x6.00, with 4-Ply Super-cushion tires, 8.20x15. White side-wall tires are optional equipment at extra cost. Stainless steel wheel covers are standard equipment on all Chrysler Models.

Wheelbase—131½ in.

Tread—*Saratoga* and *New Yorker*: Front, 56½ in. Rear, 58½ in. *Town & Country*: Front, 57½ in. Rear, 63 in.

Overall Length—*New Yorker* and *Saratoga*: 214½ in. *Town & Country*: 223 in.

Overall Width—*Saratoga* and *New Yorker*: 76 in. *Town & Country*: 80 in.

(All prices and specifications are subject to change without notice.)

CHRYSLER SALES DIVISION • DETROIT

