

**Take  
Charge...  
Move  
up  
to  
Chrysler  
'67**



CHRYSLER TAKES CHARGE ALL DOWN THE LINE.

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NEW YORKER.  
THIS YEAR-THIS IS THE ONE THE OTHERS HAVE TO LIVE UP TO.



New Yorker 4-Door Hardtop in Spice Gold Metallic

CHRYSLER

NEW YORKER.

THE MOST LUXURIOUS CHRYSLER WE BUILD.

Wrap-around lights up front. Wrap-around lights in back. Coming or going—it's out to impress.

There are three models to choose from. 4-door hardtop. 2-door hardtop. Or, the 4-door sedan pictured below.

You can get the 4-door models with a unique front seat. It's called the 3-in-1\*. Presto. A sumptuous 5-foot sofa becomes

two individually adjustable seats. Presto again. The passenger side reclines.

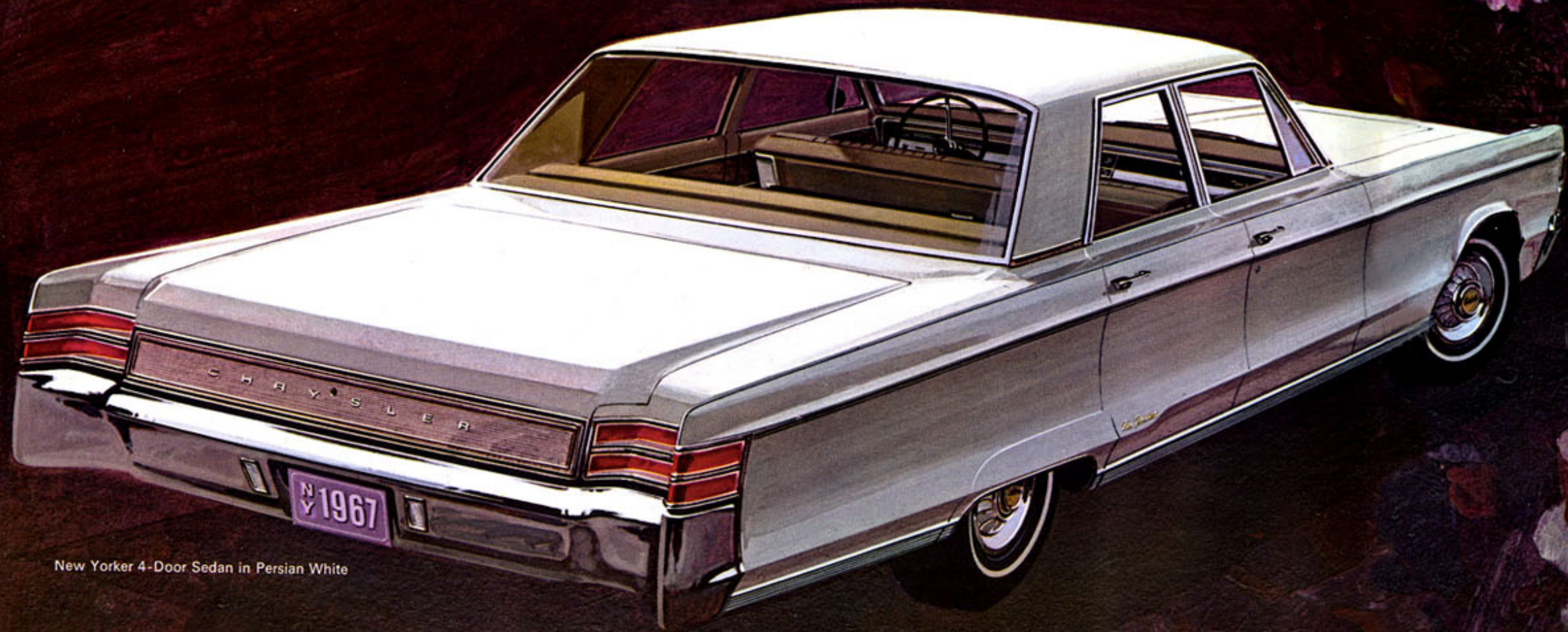
Or, make sport of luxury in a New Yorker hardtop. Get individually adjustable contoured buckets\*. Your option. A driver-controlled Flow-Through ventilation system is standard.

In a New Yorker, even performance gets the luxury treatment. Power brakes. Power steering.

Automatic transmission. cubic inch V-8. All standard.

We tried to think of everything. Take the lighting. There are 16 different convenience lights. They illuminate the new instrument panel, the electric clock, the paneled interior, the compartmentalized glove box and the carpeted trunk.

Now that you've had a taste of New Yorker luxury, *bon appetit!*



New Yorker 4-Door Sedan in Persian White



Standard New Yorker Interior

NEW YORKER.

LITTLE THINGS TELL A LOT ABOUT A LUXURY CAR.

Look on the doors, the instrument panel, the steering wheel. In a New Yorker, no matter where you turn, the look of rich walnut.

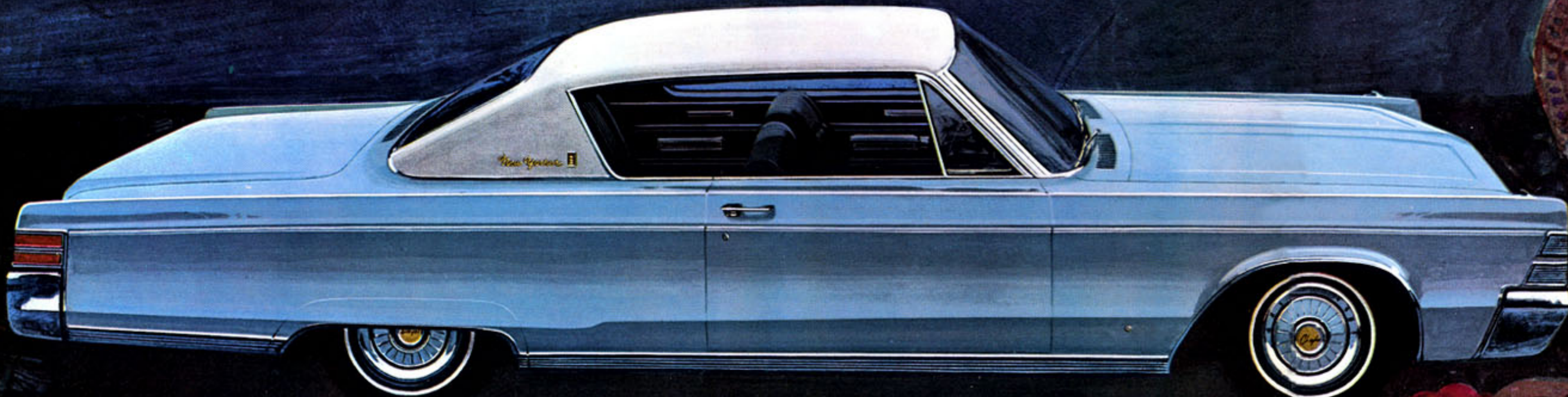
Thick carpeting too. On the backs of the buckets\*. Along both lower door panels. Even on the spacious trunk floor.

And on New Yorker's seats,

more luxury touches. Pull-down center armrests. Pleated upholstery. Fine furniture fabrics. Close-grained vinyls\*. Soft leathers\*.

New Yorker 1967.

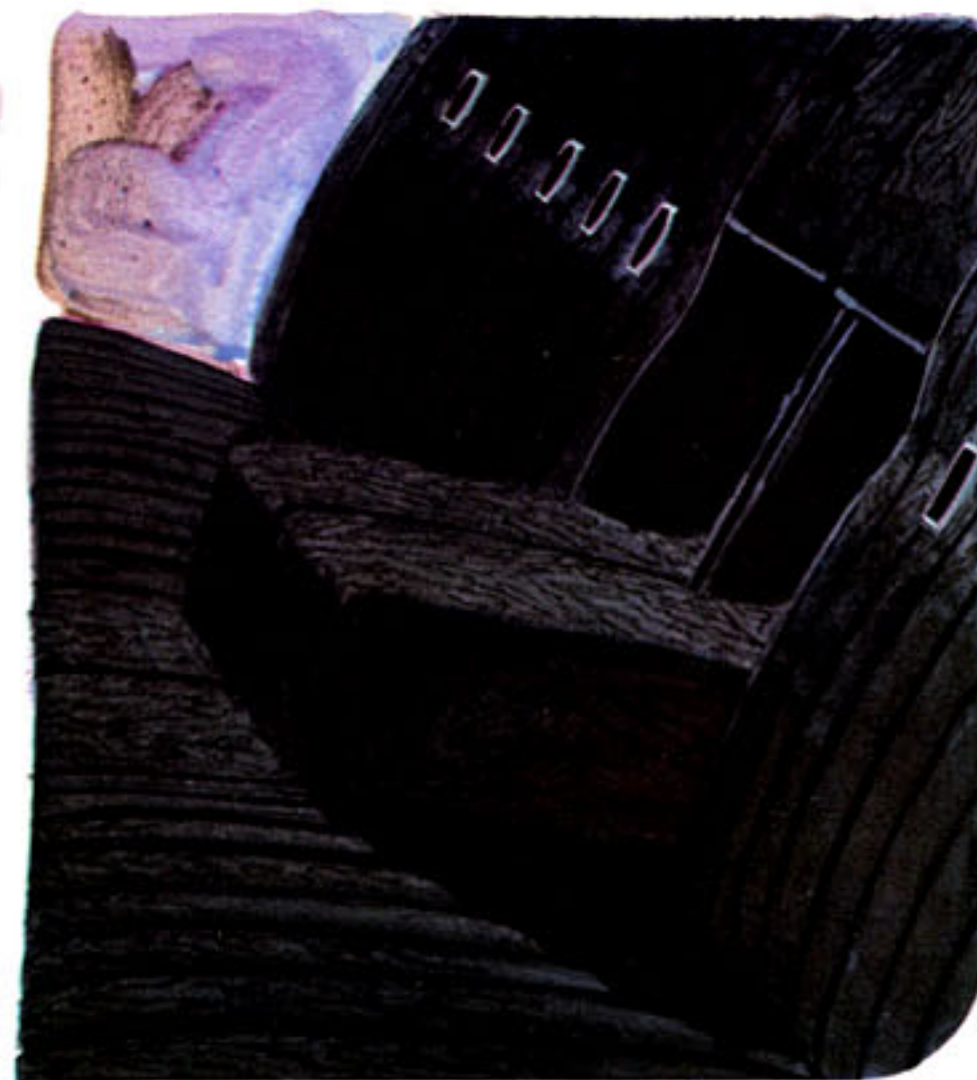
Where every detail is a tremendous trifle.



New Yorker 2-Door Hardtop in Crystal Blue Metallic



With the flick of a switch, the turn of a dial, the twist of a knob, the push of a button, or the flip of a lever, you quickly control dozens of standard and optional New Yorker conveniences. Things like the Roadside Warning flashers, Auto-Pilot\*, Flow-Through ventilation for hardtops, air conditioning\* with heater, remote trunk release\*, and a rear heater and defroster system\*—to name just 6. Below, you see the New Yorker's 3-in-1 front seat\* in a bucket-seat mood. Note each seat has its own armrests. Each is individually adjustable. The passenger's side reclines. Headrest\* and all. Available on 4-door models.



Chrysler Town & Country.  
Unless you look back, you forget  
you're riding in a wagon.



Town & Country 2-Seat Wagon in Mahogany

Actually, our wagons are luxury cars.

We build them that way.

With the same type of interiors found in one of our most luxurious Chryslers. One major difference. They're all-vinyl for the extra durability you need in a wagon.

You get the same type of standard seat. With the same pull-down center armrest. The same number of cushion coil springs (43). The same thick foam inside (2 layers).

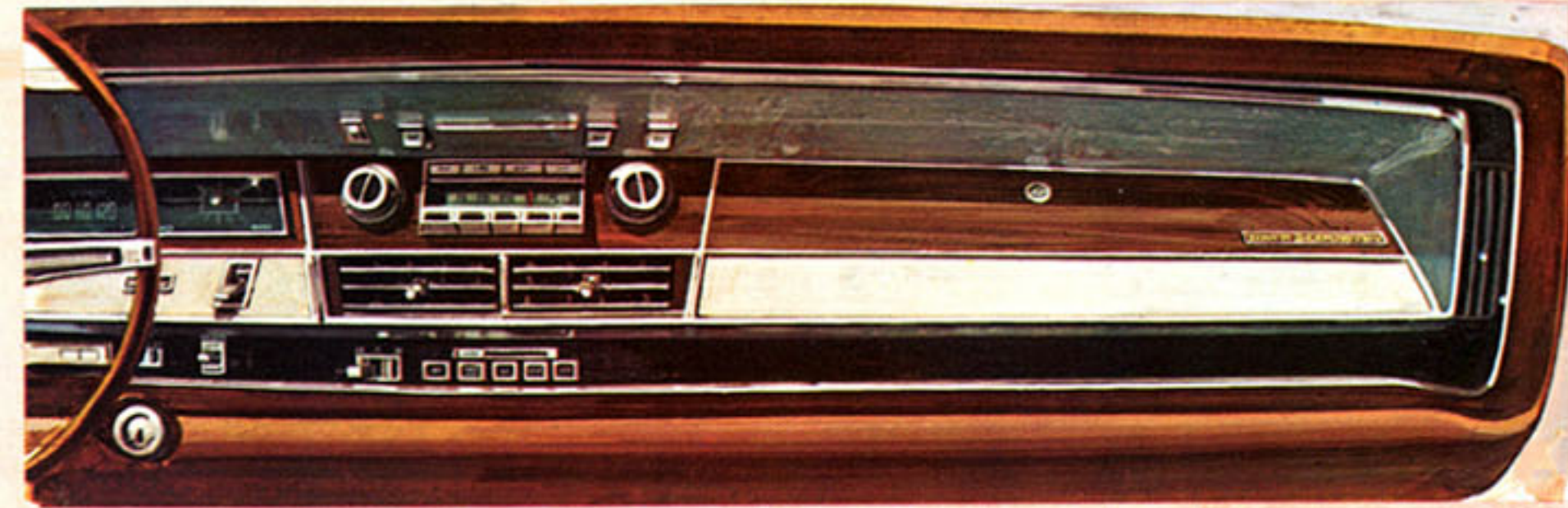
A padded instrument panel with the look of walnut. Thick carpeting backed with a special protective plastic.

And some of the same extras at no extra cost. Not just coat hangers and ashtrays. But power steering, power brakes, and TorqueFlite automatic transmission.

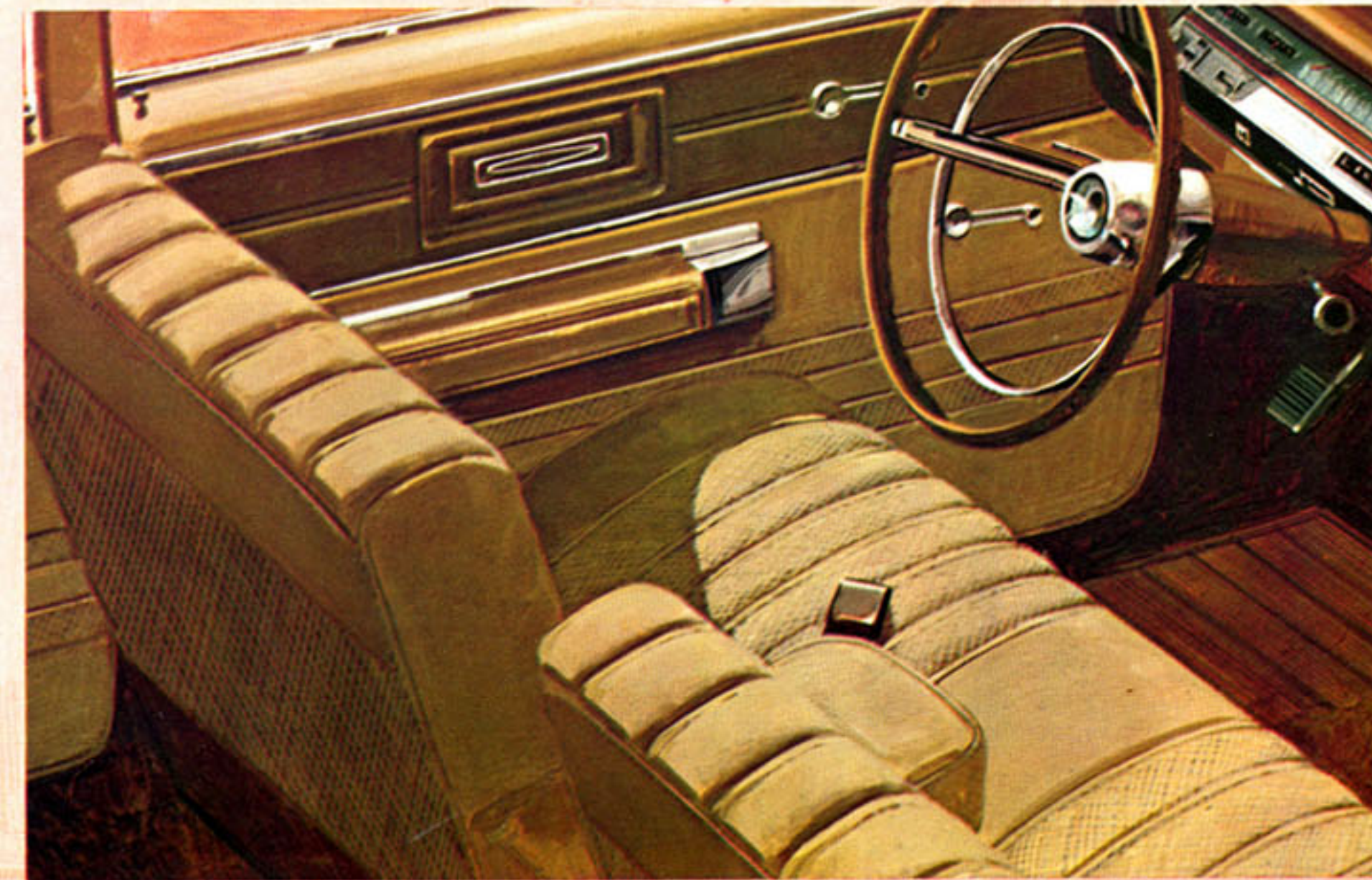
You can even order most of the same options. For instance, the unique 3-in-1 front seat.\* Looks like a regular seat. But each half has its own armrest and adjusts individually. The passenger side (with headrest\* required) reclines—farther back than first-class seats on a jet.

One thing up front you can get that's different from our most luxurious cars. A special 440 cubic inch V-8\* with dual exhausts. Specifically designed for wagons.

Standard: a 383 cubic inch V-8 with a 2-barrel carb. Runs on regular gas.



We add a dash of chivalry to every dash. The look of walnut. A tray that holds 3 cups. A center convenience drawer. A coin-holder. A cigarette lighter. 2 ashtrays. 2 storage compartments. And, of course, the glove box. The instrument panel, itself, is fully padded. So are both visors. We gave the steering column giving power. We gave our inside Day/Nite rearview mirror giving power, too. It has a safety-action arm which can yield in 2 different directions at one time. There's also an outside rearview mirror on both sides. The one on the driver's side is remote controlled. Notice the Safety-Action inside door handles. Work on the same principle as a seat belt buckle. Help prevent opening the door by accident. Notice, too, the built-in rubber mat on the driver's side of the carpeted floor. The big brake pedal controls one of the safest braking systems found on any wagon made. A dual braking system with power disc brakes up front. All at no extra cost.



Now look back...

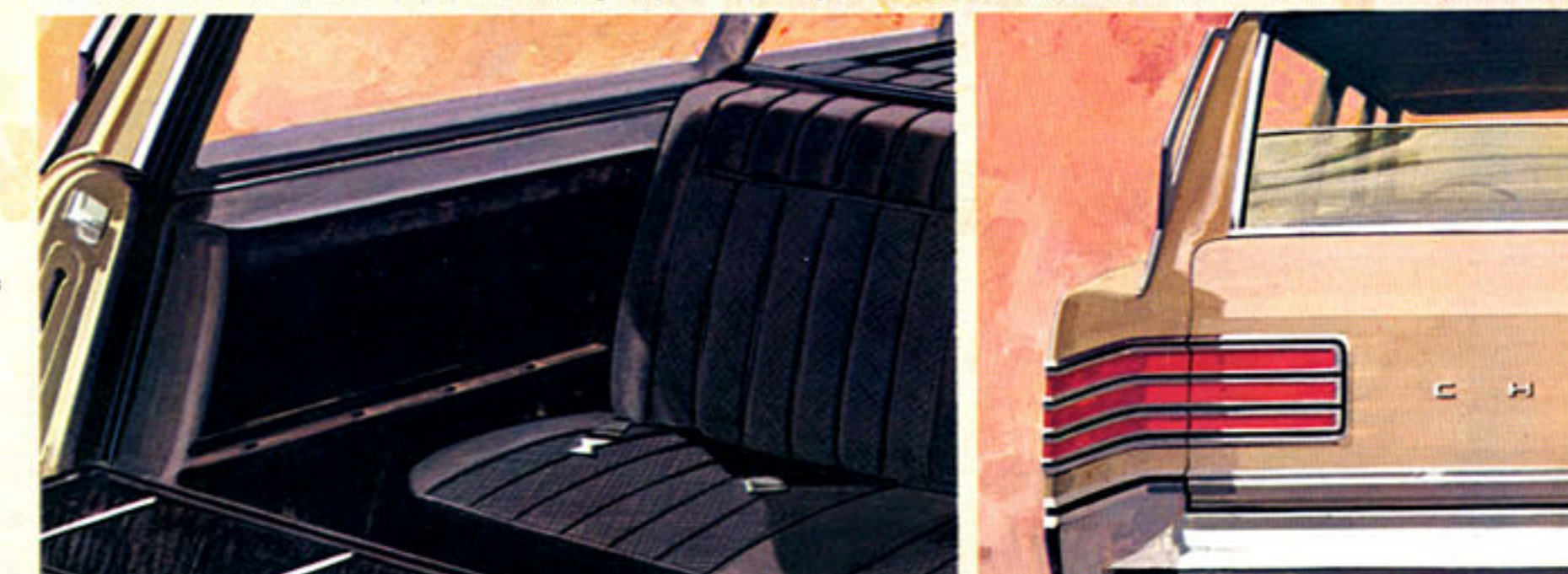


Town & Country 3-Seat Wagon in Desert Dune Metallic

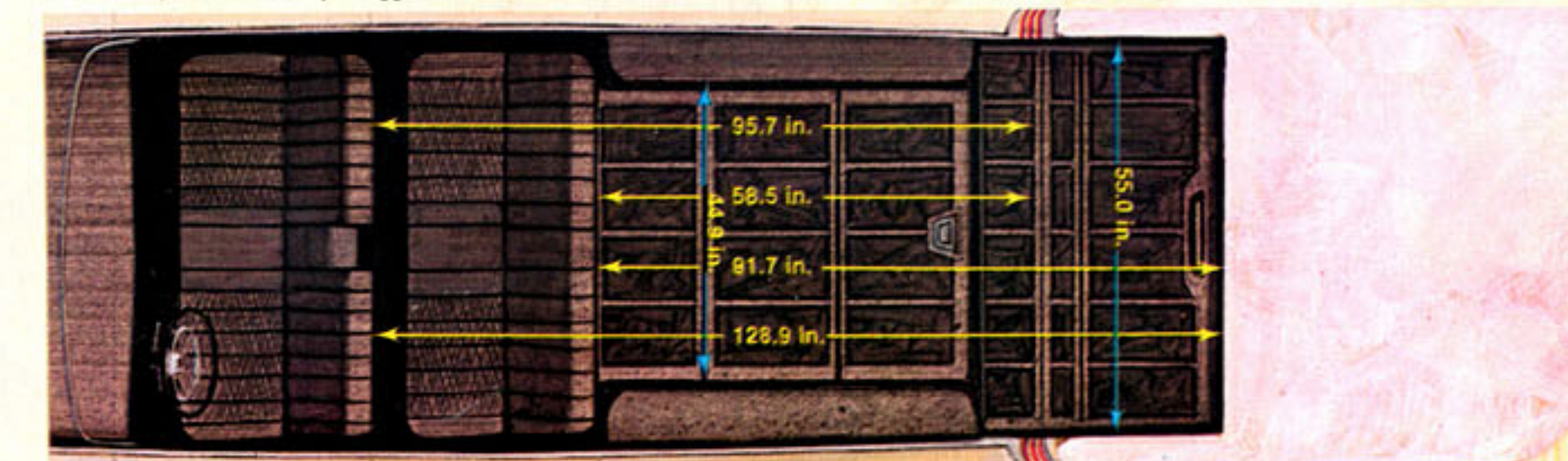
Our biggest wagon feature is what isn't there. 97 cubic feet of nothing. Enough cargo space to carry a 4x8-foot piece of plywood. Enough length to haul 10-foot long 2x4's. And the entire length is carpeted right up to the tip of the tail gate. Don't worry about damaging the carpet. Stainless steel ribs keep cargo 3/4 inch away. The 2-seat wagon even has a trunk. 10 cubic feet of lockable space. Hidden in the floor. The rear seat of our 3-seat wagon faces rearward. Gives passengers more sitting room. More leg room. A better view as well. Convenient steps and two assist handles\* help them get in. Or out. Fold that same seat into the floor and you get 97 cubic feet of carpeted cargo space. Which wagon you choose depends on what you carry more: people or things. To find out more about both wagons—eyes right!

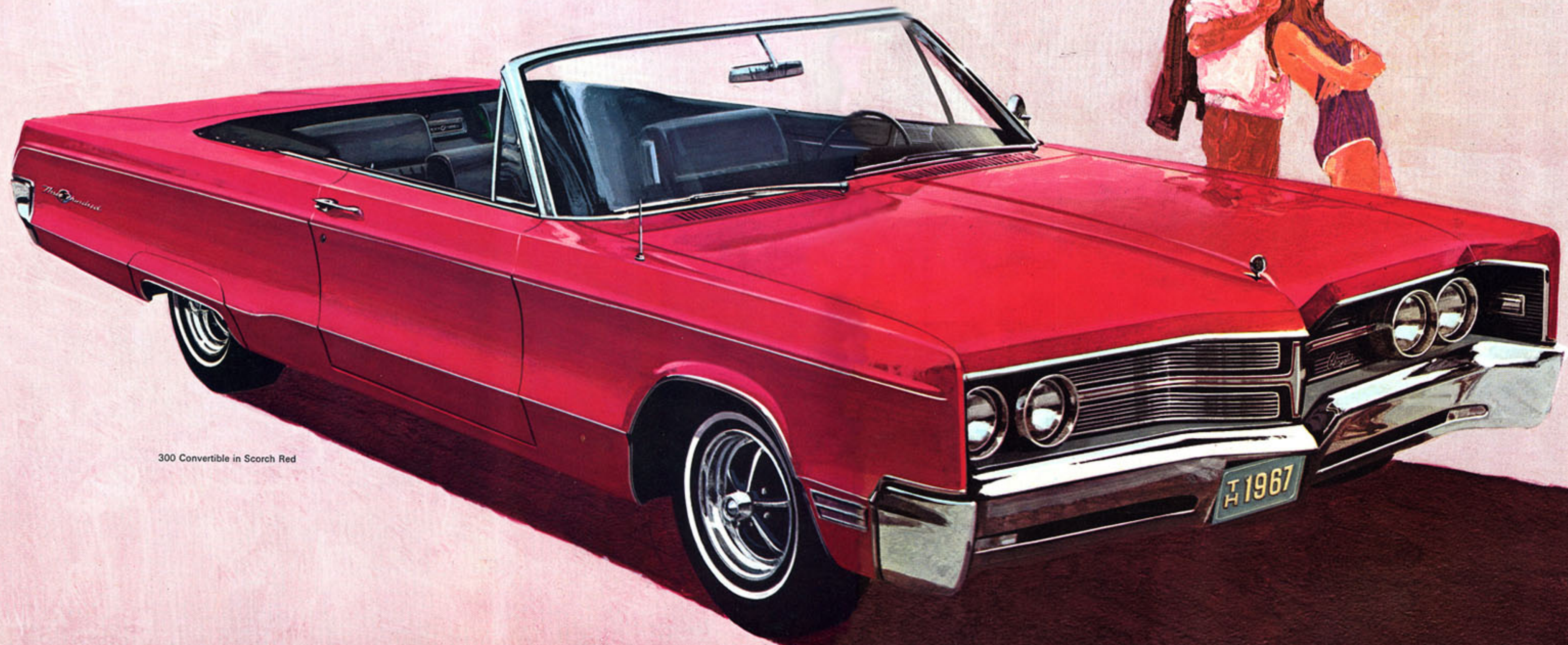


We've got a wagon-full of good ideas. Two convenient bumper steps for rear entry and loading. New power disc brakes up front. Safety-Action inside door handles that work like a seat belt buckle. Two dome lights. (One's not enough for a wagon this big.) A beam-like cargo stop on seat backs to help keep



things from bumping the seat. A power-operated tail gate window you control with the turn of a key in the tail gate lock or the flick of a switch on the instrument panel. All standard. No extra cost. We also have a wagon-full of wagon options. A brushed aluminum luggage rack\* with adjustable tiedown bars. Electric door locks\* that allow the driver to lock every door electrically. And, of course, engines ranging up to a 440 cubic inch V-8 with 4-barrel carb. and dual exhausts. The only one specially designed for heavy-duty vehicles. The biggest you can get on any wagon. Not so surprising. Most everything else about Town & Country is bigger, too.





300 Convertible in Scorch Red

**Chrysler 300.**

**If they built sports cars big, they'd look like this.**



300 2-Door Hardtop in Arctic Blue Metallic

## Three Hundred.

Officially, our performance series is Chrysler 300.

This year it's been completely restyled. With a new grille, new taillights, new everything

New power, too.

A 440 cubic inch V-8 with a 4-barrel carb is standard. Brakes are also the biggest in the price class.

Balanced performance.

TorqueFlite automatic transmission is also standard. Or, if you like to shift for yourself,

a 4-speed stick (console\* required) is yours for the asking. At no extra cost.

And you get Chrysler's special suspension system. Many of the cars that race

at Indianapolis use the same principle. Makes 300s handle like cream.

Cling like ivy. Put it in a hard curve, it's all there. Torsion bars and

leaf springs take the place of mushy coils. Only standard

suspension like it in its price class.

The 2-door and 4-door hardtops have Flow-

Through ventilation. Lets you change inside air up

to 4 times a minute . . . when you want to.

The convertible comes with a glass

rear window and your choice

of black, white or blue

nylon tops.



300 4-Door Hardtop in Pine Green Metallic

You can order a 300 with every performance option we make. Power disc brakes\* up front. 4-speed stick with console\* and tach for hardtops. Or, a special high-performance TNT engine.\* Biggest V-8 in its class. With 4-barrel carb. Twin exhausts. Twin snorkels.

There are also some things we give you without asking. An extra measure of safety.

Impact-Absorbing steering column. Recessed-center steering wheel. The biggest dual braking system in its price class. Safety-Rim wheels. Roadside Warning flashers. Interlocking safety door latches. Inside Day/Nite mirror with safety-action arm. Remote control outside mirror. Double thick windshield laminate. Padded instrument panel and sun visors. 3-speed, anti-streak windshield wipers. Safety-Action inside door handles.

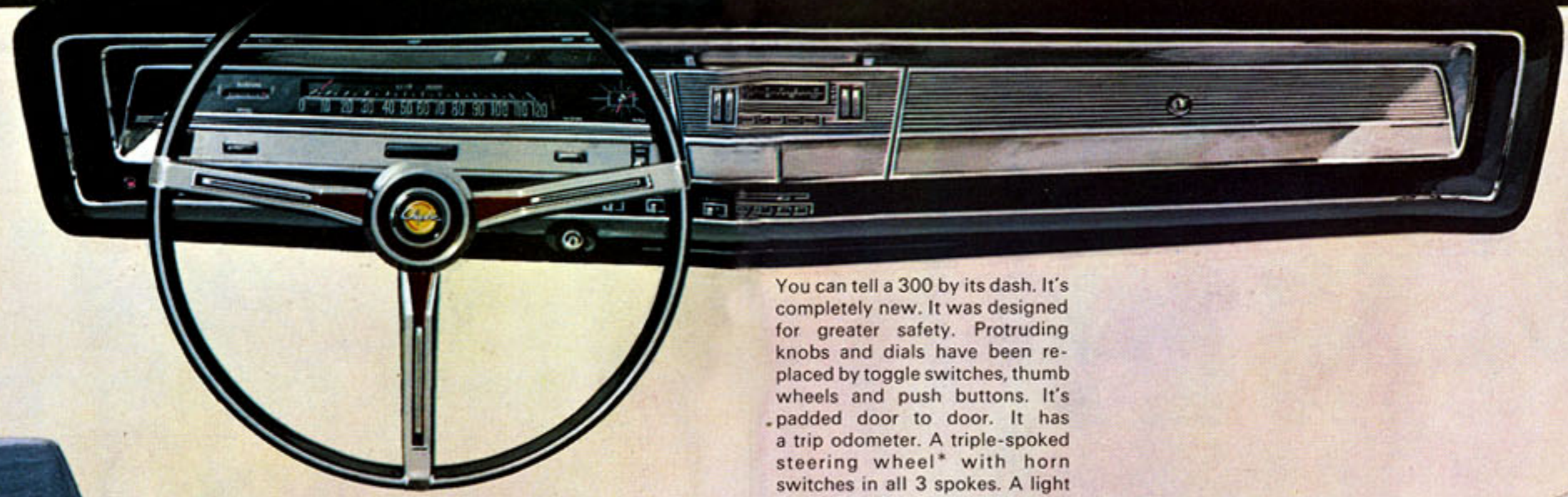
And front and rear seat belts, to name a few.

Since these extras come with every Chrysler, we don't charge you extra.

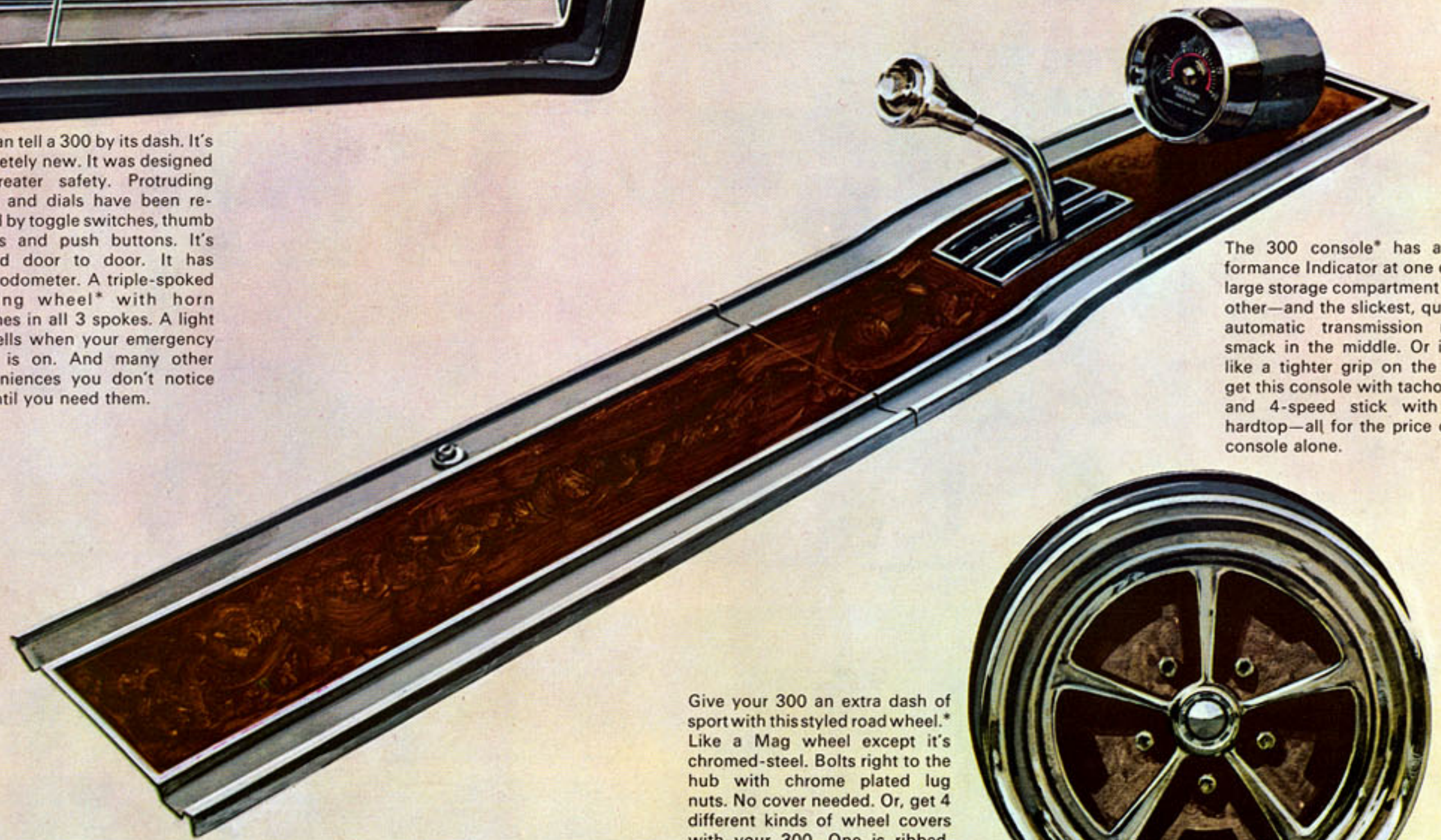
Fact is, all you give up to drive a 300 is your amateur standing.



These handsome contoured bucket seats were designed by anthropometry. This is the science of human body measurements. They're among the most comfortable in the world. All-vinyl contoured bucket seats are standard. Leather\* optional. The passenger's seat back comes equipped with a headrest.\* And reclines 45°.

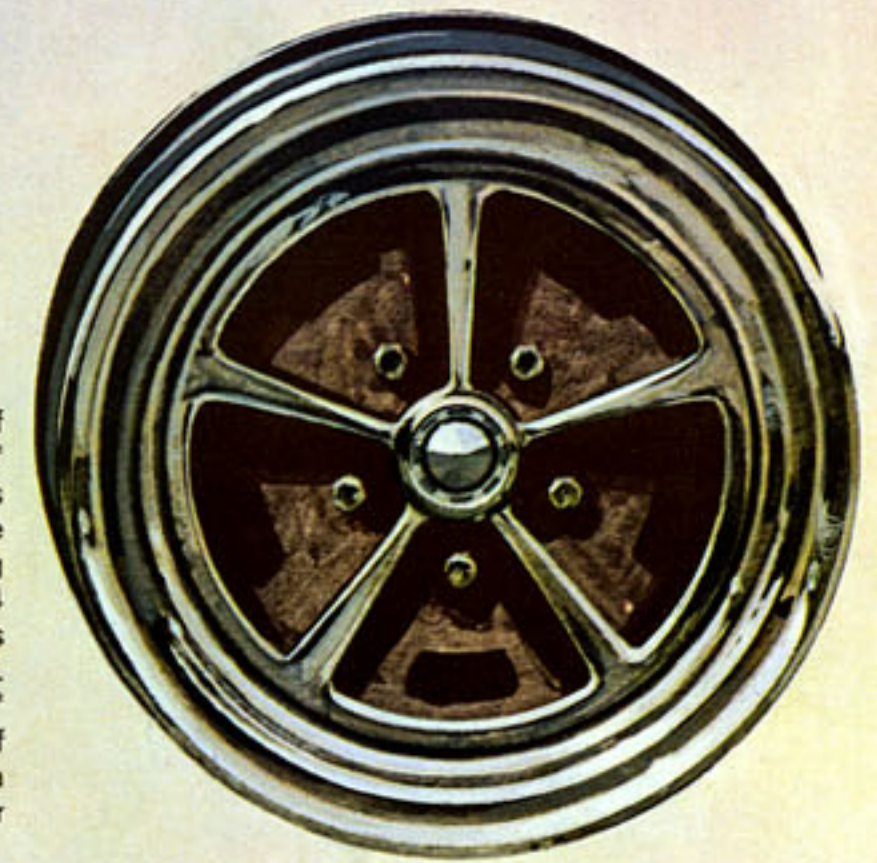


You can tell a 300 by its dash. It's completely new. It was designed for greater safety. Protruding knobs and dials have been replaced by toggle switches, thumb wheels and push buttons. It's padded door to door. It has a trip odometer. A triple-spoked steering wheel\* with horn switches in all 3 spokes. A light that tells when your emergency brake is on. And many other conveniences you don't notice . . . until you need them.



The 300 console\* has a Performance Indicator at one end, a large storage compartment at the other—and the slickest, quickest automatic transmission made, smack in the middle. Or if you like a tighter grip on the reins, get this console with tachometer and 4-speed stick with your hardtop—all for the price of the console alone.

Give your 300 an extra dash of sport with this styled road wheel.\* Like a Mag wheel except it's chromed-steel. Bolts right to the hub with chrome plated lug nuts. No cover needed. Or, get 4 different kinds of wheel covers with your 300. One is ribbed. Another a sculptured deep-dish.\* A third says DISC BRAKES (if you order that option\*). And a fourth\* is specially designed for optional 15 inch wheels.



**You can tell a 300 by its dash.**

**Newport Custom.  
Walk around it.  
Sit in it.  
Try it on the road.  
It's a brand new  
Chrysler line.  
3 models deep.**



Newport Custom 2-Door Hardtop in Daffodil Yellow

## Newport Custom.

Giant step in luxury. Tiny step in price.

Positioned between 300 and our lowest priced Newports.

Luxury wrapped 3 ways. 2-door hardtop. 4-door hardtop. And 4-door sedan.

Take the standard Custom seat. Jacquard fabric. Cologne vinyl.

With pull-down center armrest.

Or take Custom conveniences. From the compartmentalized glove box to the center convenience drawer. Or safety features. From the Impact-Absorbing steering column that

can give in, to a giant dual braking system that resists giving in. All, no extra cost.

Or special custom details.

Inside. A secret compartment and a tray that holds 3 cups. A special green upholstery found exclusively in the Custom. (You'll see it when you turn the page.)

Outside. Vinyl-clad lift handles on the trunk. Over 1000 chrome accents along the sides. 15 gold crown medallions all around.

Make your Custom recognizable at a glance.

Now add luxury to luxury.

Convenience to convenience.

A fully equipped Custom has 8 toggle switches, 3 thumb wheels, 16 push buttons, 3 sliding levers and 12 other controls that put you in charge of almost every option in the book.

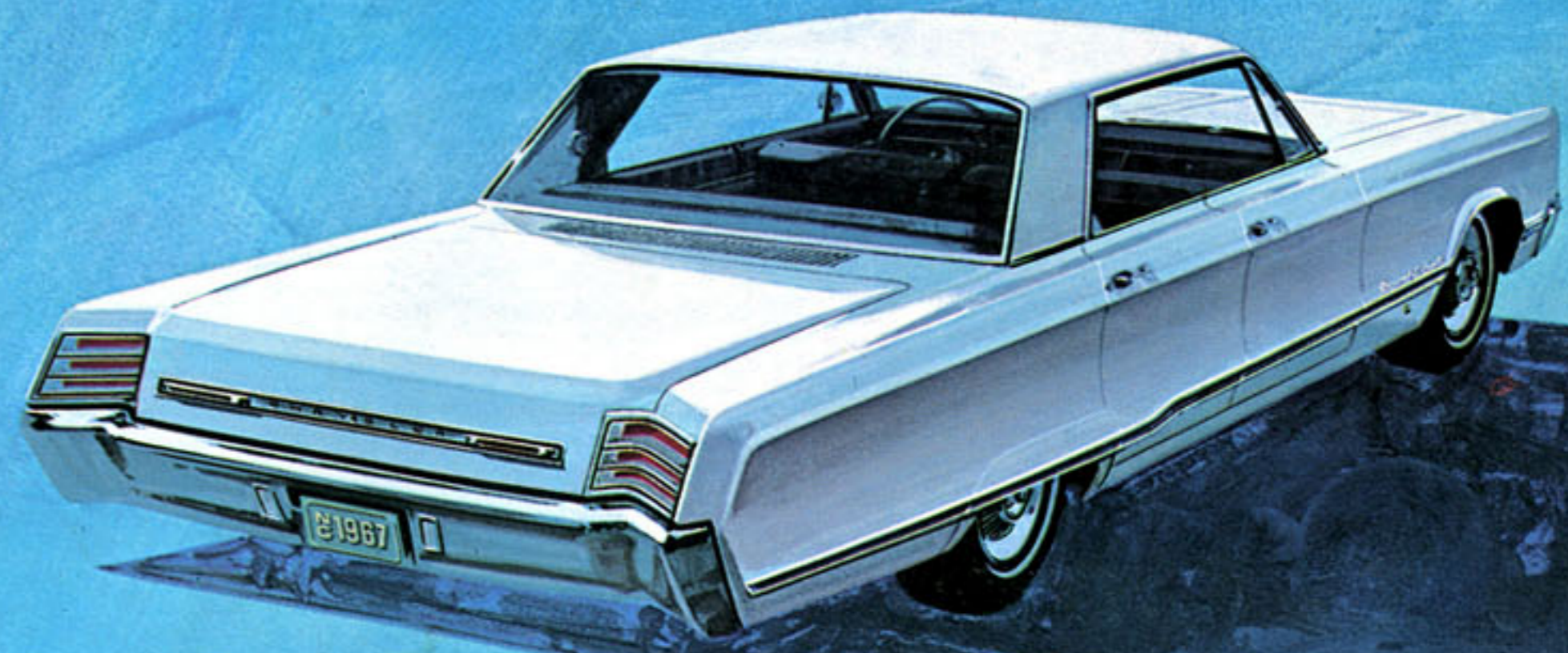
From a rear heater with defroster system\* to the new FM/AM search-tune radio\* (change stations with the tip of your finger or the touch of your toe).

Newport Custom.

Unreasonable luxury, reasonably priced.



Newport Custom 4-Door Sedan in Twilight Turquoise Metallic



Newport Custom 4-Door Hardtop in Persian White

**What makes the Newport Custom custom?**

You do.

With dozens of options. Like a 3-in-1 front seat\*. Most versatile around. Seats 3 one minute. Comforts 2 the next. The passenger side reclines. Headrest\* and all. Available in Custom sedans.

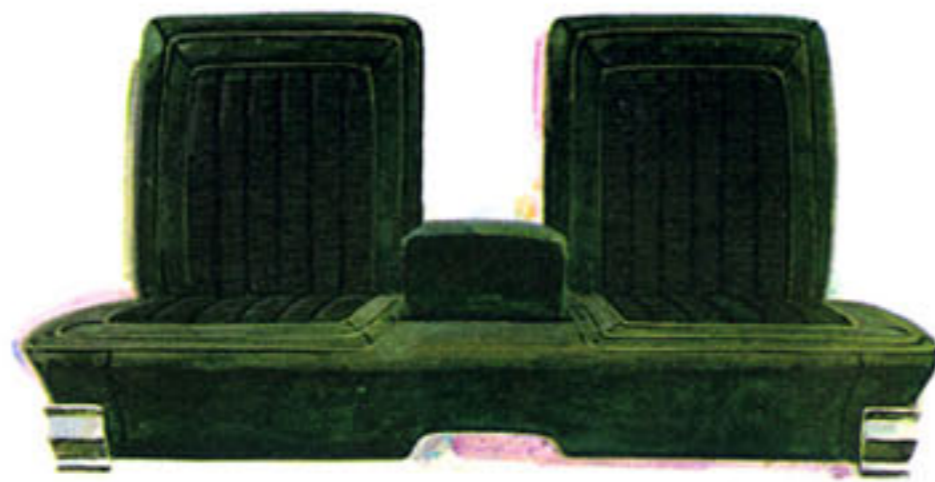
You do with contoured

buckets\* in hardtops.

You do with optional power\* to adjust these seats every way but sideways. Raise them. Lower them. Advance them. Retreat them. Even tilt them.

How could you ask for anything more?

Easy. Just ask.



Standard Custom front seat with armrest down



Optional 3-in-1 front seat\*



Optional contoured bucket seat\*

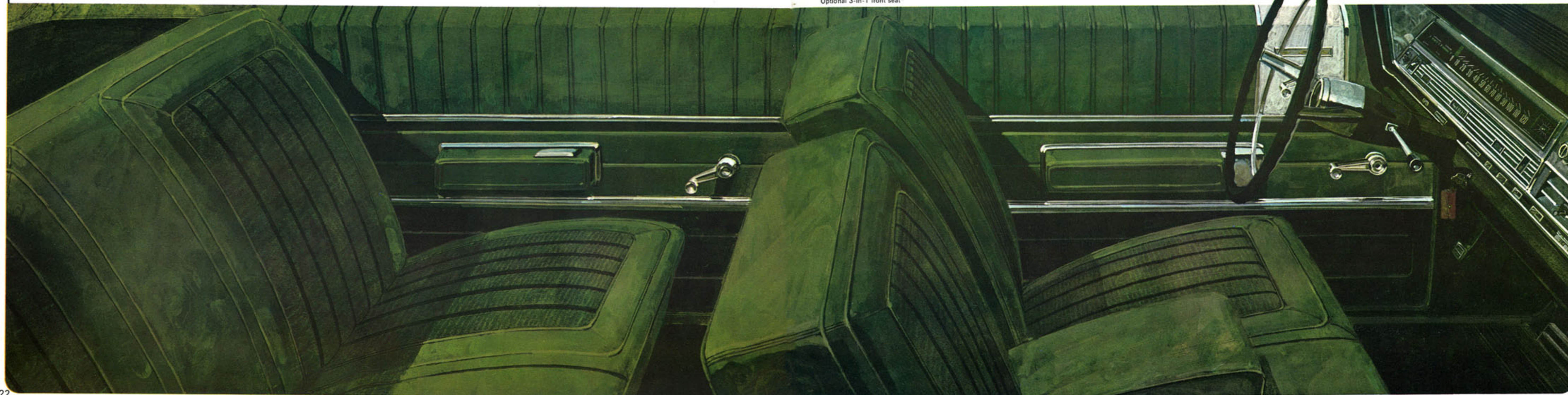


Standard Custom front seat with armrest up



Custom-designed instrument panel gives you more room for exit and entry.

Green interior, exclusive with Newport Custom



## Chrysler Newport. The more-car-for-your-money car.

Lowest priced Chrysler we build.  
Yet it's every inch a Chrysler.  
All 18 feet of it.  
Weighs in excess of two tons.  
Priced just a few dollars a  
month more than the most pop-  
ular smaller cars, comparably  
equipped. And by comparably  
equipped we mean with a 383

cubic inch V-8, heater, seat belts  
front and rear, optional power  
steering\*, power brakes\*, auto-  
matic transmission\*, radio\*, and  
whitewalls\*.  
See what a few dollars more a  
month will get you.  
Well you haven't seen any-  
thing yet.



Newport 4-Door Hardtop in Spice Gold Metallic



Newport 2-Door Hardtop in Turbine Bronze Metallic



Newport Convertible in Silver Mist Metallic



Newport 4-Door Sedan in Pine Green Metallic

Remember—a Newport is first of all a Chrysler.

And in every Chrysler, everything's bigger.

Newport's standard 383 cubic inch V-8 is bigger than the biggest standard engine in most cars sold today. One of the biggest to use regular gas.

Its brakes are bigger. Biggest there are on any car in Chrysler's price class.

It has more safety features than ever before.

A new Impact-Absorbing steering column, for one. New Roadside Warning flashers, for two. And many others.

Big model selection, too. 4-door sedan. 4-door hardtop. 2-door hardtop. And convertible. Even the little things are bigger.

You get floors that are carpeted door-to-door. An instrument panel padded wall-to-wall. A heater that warms at 4 different speeds. A trip odometer that calculates the mileage of every trip,

on every tank of regular gas. A foot-wide center convenience drawer that pulls out like a drawer in your desk. And a secret compartment inside the glove-box door.

What isn't bigger on a Chrysler is usually better.

The new Flow-Through ventilation on hardtops, for instance. Changes inside air up to four times a minute. Yet in winter you never feel like you're driving in an

open convertible. A shut-off switch makes sure of that.

And what doesn't come standard with Newport, you can get optional. From air conditioning\* with heater to a 440 TNT\* with a 4-barrel carb, twin snorkels and twin exhausts. Biggest engine you can get on any car save 2. And they cost over two thousand dollars more.

When you've earned a Chrysler, don't sell yourself short.



## The right car is a matter of feel.

### Feel.

Cologne vinyls are more supple. Jacquard weaves have more threads to the inch.

### Fine fabrics.

The tan seat on your left comes with the Newport Sedan and both hardtops. Upholstered and trimmed in the same costly materials.

### Fine furniture.

The black vinyl seat comes in Newport convertibles. You can also get it in sedans and hardtops at slight extra cost. With the armrest down, it's almost buckets. Or, order real buckets\* in the 2-door hardtop and convertible.

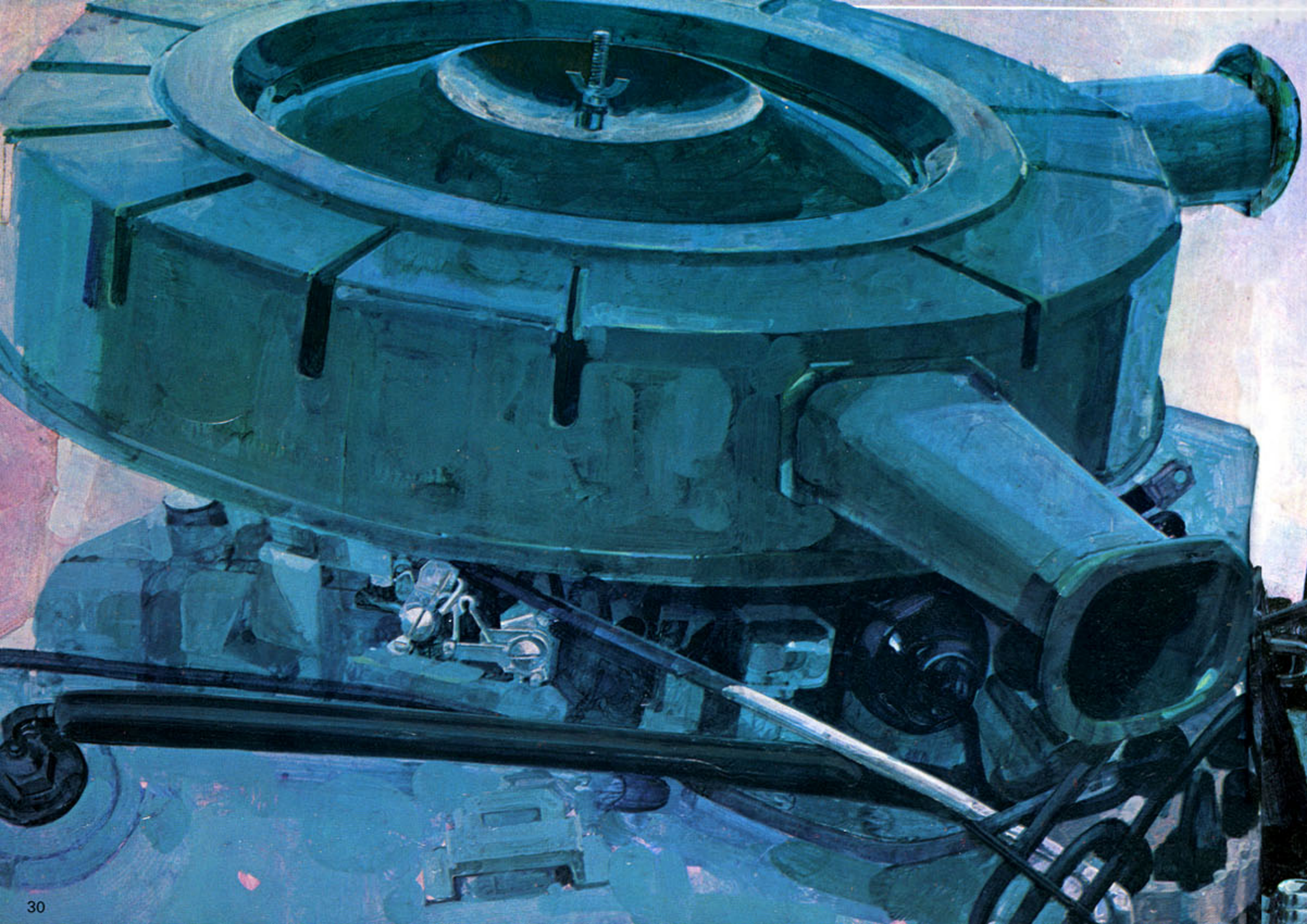
### Newport seats.

Among the finest standard seats in the business. Among the most comfortable, too.

### They should be.

Because when you're driving, you're sitting.





**Performance:  
the  
most  
abused  
word  
in  
car  
advertising.**

When most people talk performance, they talk engines. Period. That's not our way.

To us, performance is everything that makes Chrysler stop and go. From engine fan to tail pipe.

A transmission that really transmits. Chrysler's TorqueFlite puts engine power to work faster than most other automatics in the business. Others are still trying to copy it.

A torsion-bar suspension system. Improves roadability. Handling, too. Based on the same principle used in many of the cars that race at Indianapolis.

Brakes that brake big. And we have the biggest in the medium price field. With a dual master-cylinder for extra protection.

As for engines... A 383 cubic inch V-8 is the smallest Chrysler engine we make.

Yet it's one of the biggest there is that uses regular gas. With good gasoline mileage, too. Develops 270 horsepower at 4400 rpm. Standard in Newports, Newport Customs, Town & Country wagons.

The 383 with a 4-barrel carb boosts power output by 55 horsepower. Develops 425 foot-pounds of torque at 2800 rpm. Optional\* for Newports, Newport Customs, Town & Country wagons.

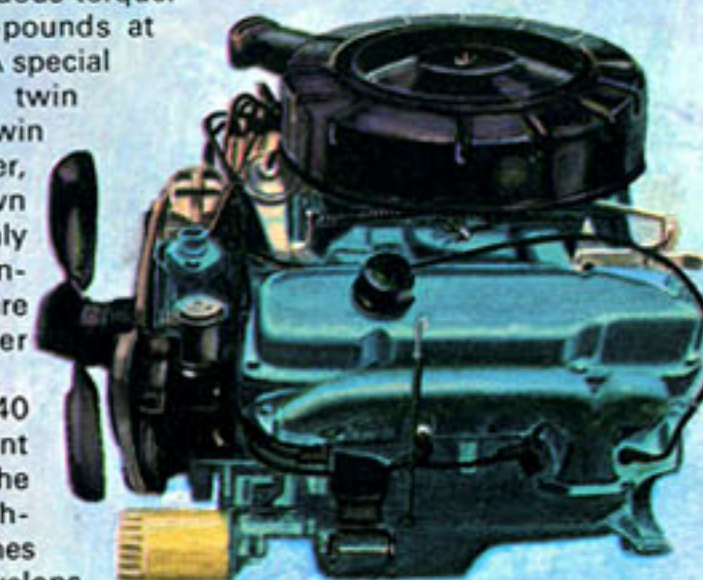
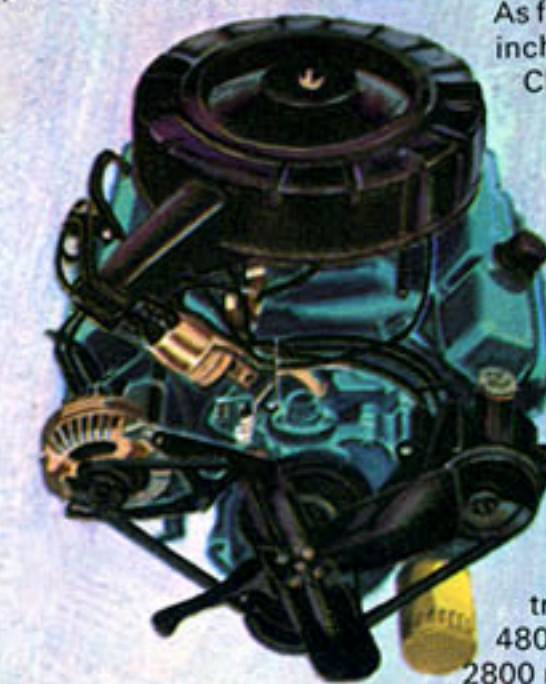
New Yorker and 300 come with the 440 cubic inch V-8. Huge piston displacement enables it to develop tremendous torque.

480 foot-pounds at 2800 rpm. A special version with twin exhausts and twin snorkel air cleaner, optional\* for Town & Country. The only other cars with engines that big are priced well over \$5000.

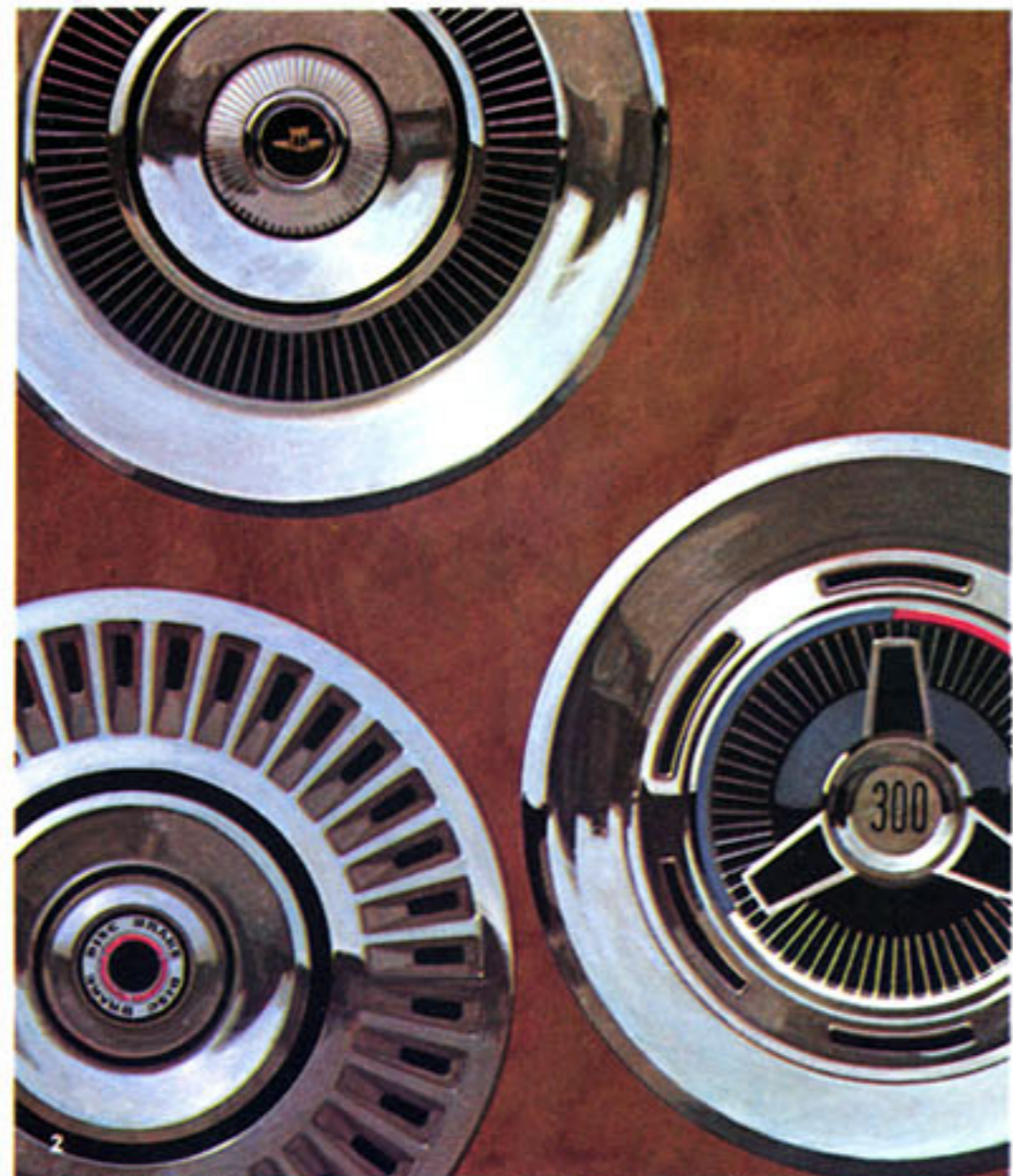
Or, get a new 440 TNT\*. Most potent we make. One of the most potent high-performance engines made, period. Develops 375 horsepower at 4600 rpm. Has a 4-barrel carb. Twin snorkels. Twin exhausts. Breathes easy and efficiently.

There's an old standby in car advertising. "If you don't have a performance story, just talk engines."

We don't believe in old standbys for our cars. Or for what we say about them.

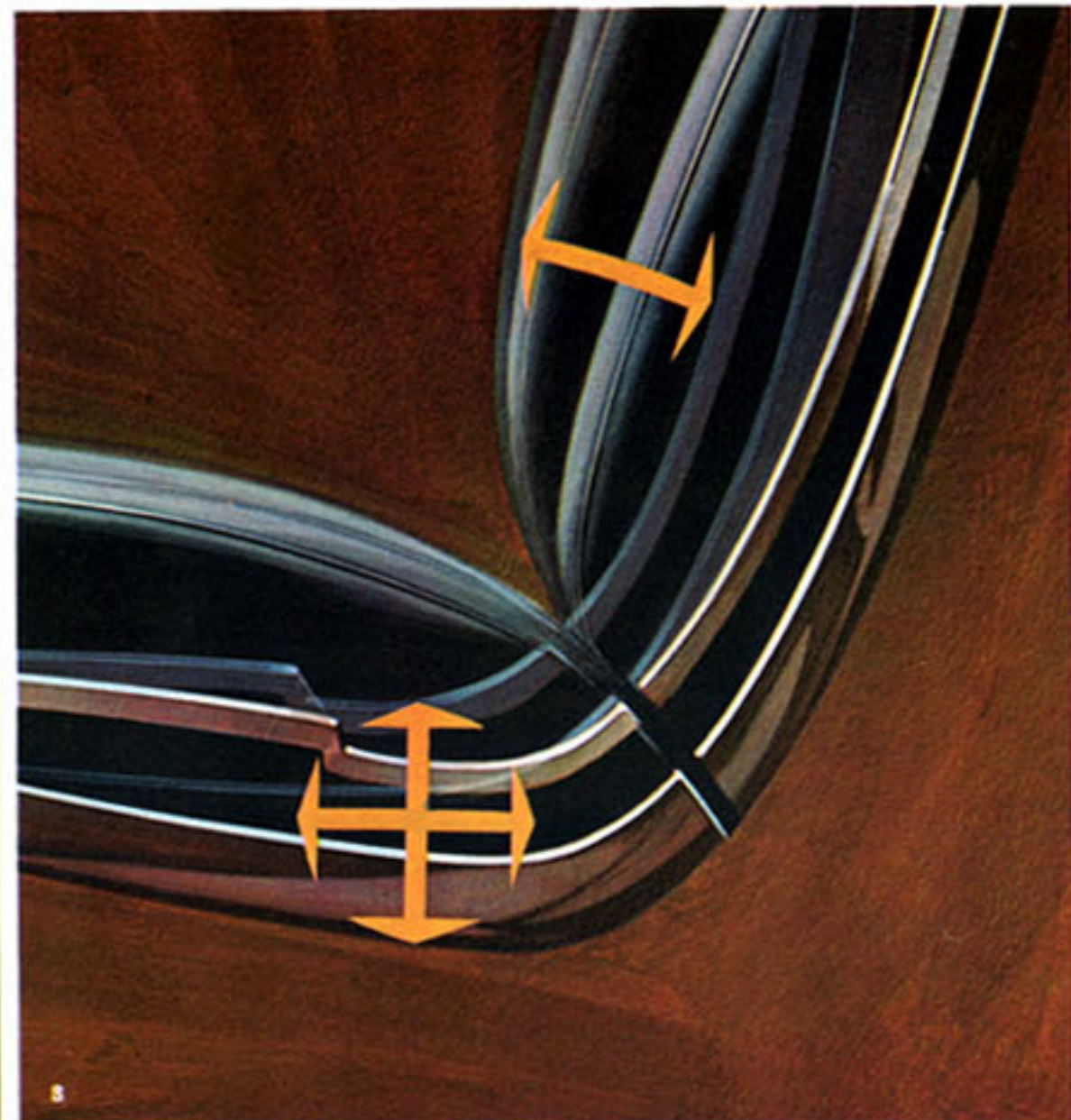






How to separate  
Chrysler owners from  
Chrysler owners.

## Chrysler options and accessories.



We make well over 50 extra-cost options and accessories. Here are a few. For a complete list, see the Buyer's Guide on page 35.

**1. Power windows** with 4-button master control for driver and single controls for each window. Available on all models. Power vent windows also available.

**2. Wheel covers and styled road wheels.** You choose from several different types of wheel covers. Some ribbed. Some sculptured. Some say

**3. Cornering lights** throw a beam in the direction of turn. Also warn others. Available on all models. Special version for New Yorkers.

**4. Auto-Pilot** automatically maintains desired speed—even in hilly terrain. Gets better gas mileage on trips. And like a policeman—warns when you exceed the speed limit. With automatic transmission and power brakes only. All models.

**5. Tilt-A-Scope steering wheel** keeps all drivers happy. 7 different tilt settings. 3 above, 3 below center. Wheel moves in and out 2.7 inches, for an almost infinite number of adjustments. With automatic transmission and power steering only.

**6. FM/AM search-tune radio** seeks out stations with a tap of your finger. Or with a touch of the toe. Reverberator with rear speaker available except on wagons. Also available, an FM/AM radio and an AM alone. All 3 are transistorized.

**7. Air conditioner with heater** is powerful Airtemp unit. Cools fast. Drops inside temperature approximately 45° in minutes—when it's 110° outside. Available in all models equipped with power steering and automatic trans-

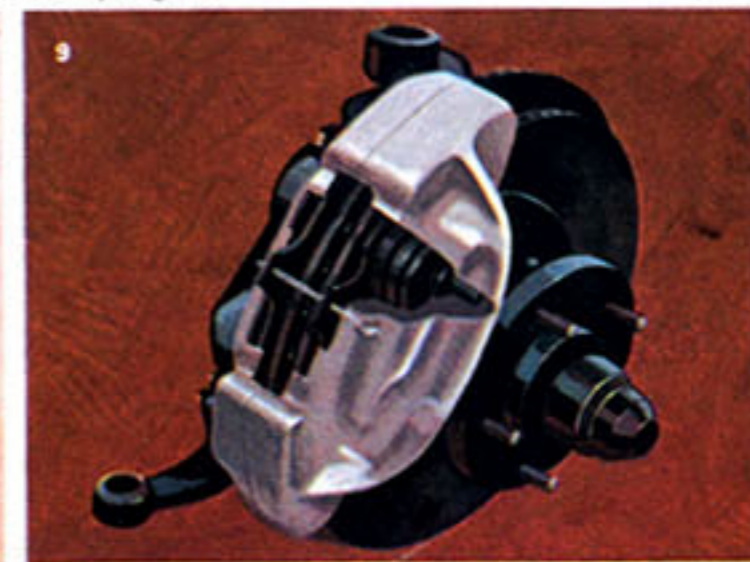
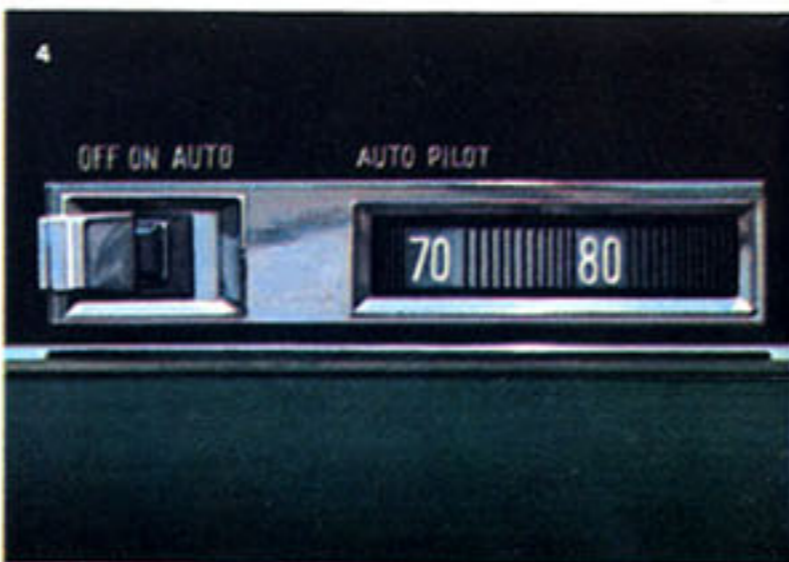
mission. Special dual unit system is available for Town & Country wagons.

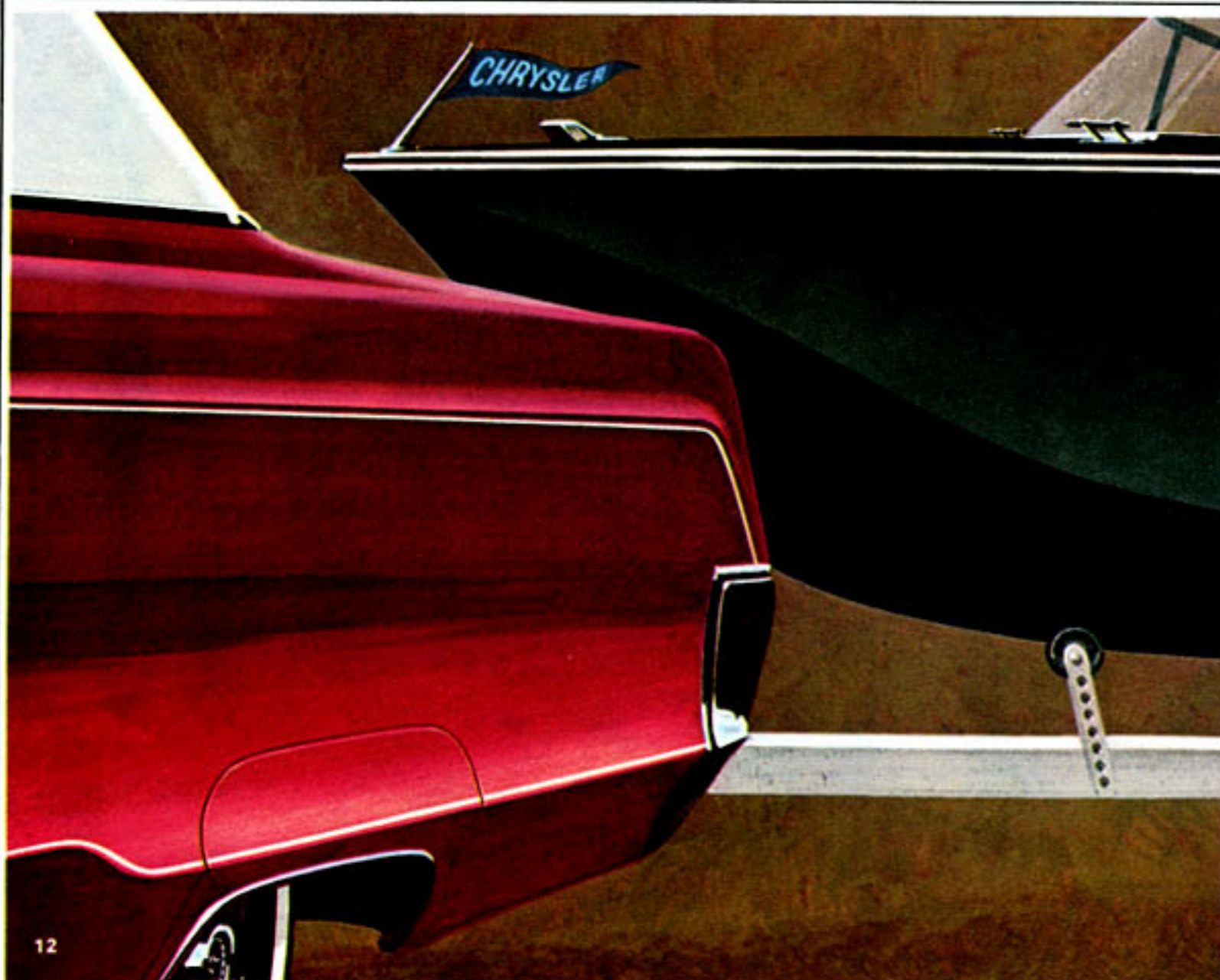
**8. 6-way power** adjustment for seats. With the flick of a lever, you can raise your seat. Lower it. Advance it. Retreat it. And tilt it. Available for all front seats.

**9. Power disc brakes up front.** Self-adjusting. Excellent for trailer towing, mountain travel and other heavy-service driving. Available on all models. Standard on Town & Country wagons.

**10. Console.** Available with TorqueFlite automatic transmission in all bucket-seat models. Includes a Performance Indicator and storage compartment. Or get it with a 4-speed stick and tachometer in 300 hardtop models.

**11. Rear heater with defroster system** helps remove frost and ice on rear windows. Lets back seat passengers choose their own range of comfort. All models with heater or air conditioning except convertibles and wagons.





12

**12. Special trailer-towing package.** Every heavy-duty component you need to tow loads up to 5500 lbs.—included in a single package. From high-capacity cooling system to heavy-duty suspension. This package costs less than some hitches. TorqueFlite and oversize tires are required on Newport and Newport Custom. Heavy service tires required on wagons. Ask your dealer for our free Trailer-Towing Brochure.

**13. Sure-Grip differential** automatically transfers power to rear wheel with the most traction. Recommended for towing trailers, driving on loose or slippery surfaces, and off-the-road driving.

**14. Remote trunk release** allows you to open trunk from front seat.

**15. Vinyl Roof** (black or white) available for all models except wagons and convertibles. Can be combined with any of 20 exterior paint colors.



13



14



15



15



## The Chrysler Buyer's Guide.

You've already spotted that Chrysler you want.

Now how do you want it equipped?

When it comes to extra-cost options, we give you plenty to think about.

That's what your Chrysler Buyer's Guide is all about. Find your Chrysler series on the following pages. See what's standard. Then check the options you want. Any questions? Note them. Your dealer will fill you in.

Now look below.

Those are the exterior colors your Chrysler comes in. There are 20†. But combine them with all the available interior colors, all the different types of seats, all the model combinations — and you get well over 1400 possible choices.

How do you pick the one you want from all that?

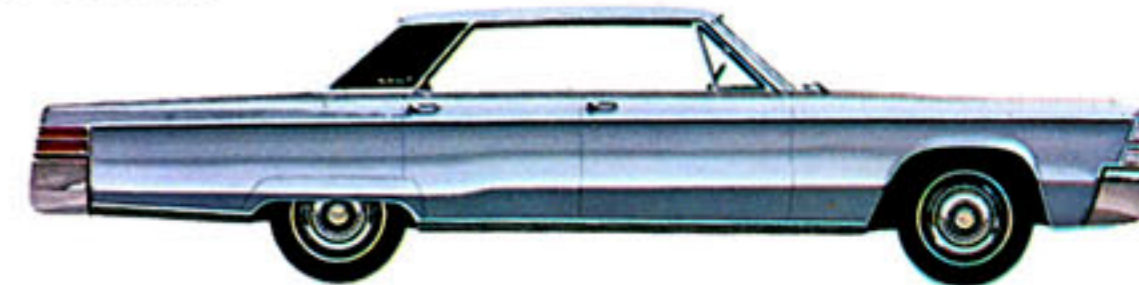
That's the hardest part about buying a Chrysler.

Choosing which one you want.



†These color swatches are for reference only. See your Chrysler dealer for more detail.

## NEW YORKER



### Standard Equipment

- 440 cubic inch V-8 with 4-barrel carb., silenced air cleaner, single exhaust • TorqueFlite automatic transmission • Power steering • Power brakes • Wrap-around taillights and turn signals • Flow-Through ventilation (hardtops only) • Heater with defroster (4 blower speeds) • Back-up lights • Center convenience drawer in instrument panel (holds coin sorter, storage compartment, twin lighted ashtrays, cigar lighter) • Glove box (with 3-cup tray, secret compartment) • Electric clock • Simulated walnut interior appliques • Front and rear pull-down center armrests • Dual braking system • Recessed-center steering wheel • Padded instrument panel and sun visors • Thick door-to-door carpeting • Roadside Warning flashers • Carpeted lower door trim panels • Door-actuated interior lights • Rear pillar interior lights (hardtops only) • Inside Day/Nite mirror with

- safety-action arm • Remote control outside mirror • Cloth-and-vinyl bench seat • Seat belts, front and rear (front retractors std.) • Foam-padded seat cushions • Rear ashtrays • Trip odometer • Dome light (4-door sedan only) • Ignition switch light • Glove box light • Map and courtesy light • Interlocking safety door latches • Undercoating and hood silencer pad • Double thick windshield laminate • Deluxe wheel covers • Padded-vinyl roof pillar appliqué (4-door hardtop) • Crank-type vent windows • 3-speed anti-streak windshield wipers • Brake system warning light • Electric windshield washers • Carpeted trunk • Impact-Absorbing steering column • Trunk light • Safety-Rim wheels • Coat hanger • Fender-mounted turn signal indicators • Closed crankcase ventilation system • Safety-Action inside door handles • Weather-protected locks • Deluxe steering wheel



### Optional Equipment

- 440 cubic inch TNT V-8 with 4-barrel carb., twin exhausts, twin snorkles • 3-in-1 front seat with passenger recliner and headrest (4-door models) • Bucket seats with leather, passenger recliner and headrest, and center armrest (hardtops only) • All-vinyl buckets with passenger recliner, headrest and center armrest (2-door only) • Applied headrest for buckets and 3-in-1 seat • Air conditioner with heater • Auto-Pilot • Console (with bucket seats only) • Performance Indicator on hardtops (with bucket seats and console only) • Power disc brakes, up front (special brake booster, 15 inch wheels, tires and "Disc Brake" wheel covers included) • Power front seat (6-way, all seat styles) • Power windows • Power vent windows • Cornering lights • AM radio • FM/AM search-tune

- radio (pedal control) • FM/AM radio • Rear seat speaker • Reverberator for rear speaker • Safeguard Sentinel lighting • Automatic headlamp dimmer • Tilt-A-Scope steering wheel • Deep-dish wheel covers • Front power antenna • Electric door locks • Rear window defogger • Rear heater with defroster system • Black or white vinyl-covered roof (sedans and hardtops) • Tinted windshield • Tinted glass (all windows) • Remote trunk release • 2-tone exterior colors, except 4-door hardtop (color-keyed) • Trailer-towing package • Sure-Grip differential • 15 inch wheels and tires • White sidewall tires • Styled road wheels • Heavy-duty suspension • Right-hand outside rearview mirror • Door edge protectors • Center seat belts, front and rear • Shoulder belts front, left and right

## TOWN & COUNTRY



### Standard Equipment

- 383 cubic inch V-8 with 2-barrel carb. (uses regular fuel)
- TorqueFlite automatic transmission
- Power steering
- Power brakes
- Disc brakes up front
- 15 inch wheels, tires, and "Disc Brake" wheel covers
- Heater with defroster (4 blower speeds)
- Back-up lights
- Center convenience drawer in instrument panel (holds coin sorter, storage compartment, twin lighted ashtrays, cigar lighter)
- Glove box (with 3-cup tray, secret compartment)
- Electric tail gate window
- Padded instrument panel and sun visors
- Thick door-to-door carpeting
- Dual braking system
- Carpeted cargo area
- Recessed-center steering wheel
- Fender-mounted turn signal indicators
- Remote control outside mirror
- Right-hand outside rearview mirror
- All-vinyl seats with front center pull-down armrest
- Roadside warning flashers
- Front, rear and third

- seat belts (retractable in front)
- Impact-Absorbing steering column
- Foam-padded seat cushions (except third seat)
- Door-actuated interior lights
- Safety-Rim wheels
- Beam-like cargo stop to keep cargo from shifting
- Coat hanger
- 10 cubic foot hidden lockable stowage compartment (2-seat wagon only)
- Inside Day/Nite mirror with safety-action arm
- Rear ashtrays
- Crank-type vent windows
- Dome light (center)
- Dome light (center-rear)
- Ignition switch light
- Glove box light
- Brake system warning light
- 3-speed anti-streak wipers
- Electric windshield washers
- Interlocking safety door latches
- Safety-Action inside door handles
- Double thick windshield laminate
- Simulated walnut-grain instrument panel appliqué
- Rear bumper guard and step pad combination (3-seat wagon only)
- Map and courtesy light

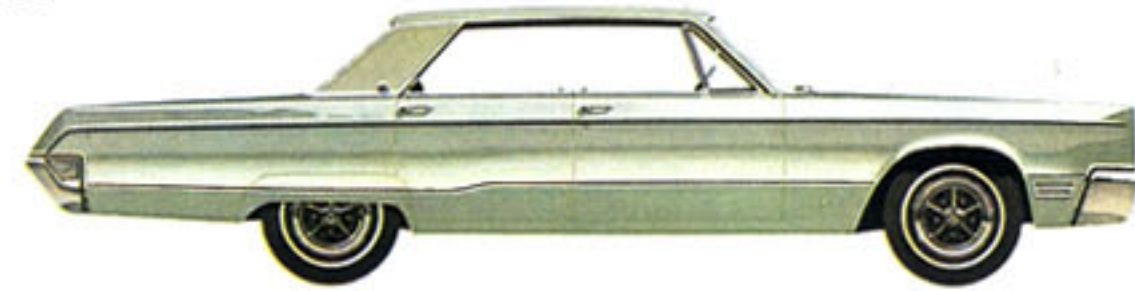


### Optional Equipment

- 383 cubic inch V-8 with 4-barrel carb.
- 440 cubic inch V-8 (special wagon engine)
- 3-in-1 front seat
- Applied headrest for 3-in-1 seat
- Air conditioner with heater
- Dual air conditioners
- Auto-Pilot
- 6-way power seat
- Power windows
- Power vent windows
- Cornering lights
- AM radio
- FM/AM search-tune radio
- FM/AM radio
- Power antenna
- Electric door locks
- Deluxe steering wheel
- Tinted glass (all windows)
- Tinted windshield
- Roof

- luggage rack
- Tail gate assist handles
- 2-tone exterior colors (color-keyed)
- Trailer-towing package
- Safeguard Sentinel lighting
- Automatic headlamp dimmer
- Tilt-A-Scope steering wheel
- Electric clock
- Undercoating and hood silencer pad
- Heavy-duty suspension
- Sure-Grip differential
- White sidewall tires
- Door edge protectors
- Center seat belts
- Shoulder belts
- Rear bumper guard and step pad (standard, 3-seat wagons)

## 300



### Standard Equipment

- 440 cubic inch V-8 with 4-barrel carb., silenced air cleaner, single exhaust
- TorqueFlite automatic transmission
- Contoured bucket seats with center armrest cushion (3 passenger front seat)
- Flow-Through ventilation (hardtops only)
- Heater with defroster (4 blower speeds)
- Back-up lights
- Center convenience drawer in instrument panel (holds coin sorter, storage compartment, twin ashtrays, cigar lighter)
- Glove box (with 3-cup tray, secret compartment)
- Padded instrument panel and sun visors
- Thick door-to-door carpeting
- Carpeted lower-door trim panels
- Dual braking system
- Carpeted bucket-seat backs
- Recessed-center steering wheel
- Directional signals
- Roadside Warning flashers
- Inside Day/Nite mirror

- with safety-action arm
- Safety-Rim wheels
- Remote control outside mirror
- Impact-Absorbing steering column
- Coat hanger
- Door-actuated interior lights
- Seat belts, front and rear (front retractors standard)
- Foam-padded bucket seat cushions
- Rear ashtrays
- Crank-type vent windows
- Ashtray light (left side)
- Rear pillar interior lights (hardtops only)
- Ignition switch light
- Deluxe wheel covers
- 3-speed anti-streak windshield wipers
- Electric windshield washers
- Closed crankcase ventilation system
- Interlocking safety door latches
- Safety-Action inside door handles
- Double thick windshield laminate
- Weather-protected locks
- Trip odometer
- Glass rear window in convertible
- Brake system warning light



### Optional Equipment

- 440 cubic inch TNT V-8 with 4-barrel carb., twin exhausts, twin snorkels
- 4-speed manual transmission and console with tachometer (except convertible)
- Air conditioner with heater (available only with power steering and automatic transmission)
- Cornering lights
- Auto-Pilot (with power brakes and automatic transmission only)
- Console with Performance Indicator (automatic transmission only)
- Bucket seats with leather, passenger recliner and headrest, and center armrest cushion
- All-vinyl bench seats with pull-down front center armrest
- Cloth-and-vinyl bench seats with pull-down front center armrest
- Seat recliner, vinyl bucket (passenger side, black trim only)
- Applied headrests (bucket seats)
- Styled road wheels
- Disc brakes up front (special power brake booster required)
- Power seat (6-way, bench or bucket)
- Power windows
- Power vent windows
- Power steering
- Power brakes
- AM radio
- FM/AM search-tune

- radio (pedal control)
- FM/AM radio
- Rear seat speaker
- Reverberator for rear speaker
- Front power antenna
- Electric clock
- Electric door locks
- Fender-mounted turn signal indicators
- Sure-Grip differential
- Rear window defogger (except convertible)
- Rear heater with defroster system (except convertible)
- Black or white vinyl-covered roof (hardtops only)
- Tinted windshield
- Tinted glass (all windows)
- Remote trunk release
- Trunk compartment light
- Glove box light
- Ashtray light (right side)
- 2-tone exterior colors (color-keyed)
- Trailer-towing package
- Undercoating and hood silencer pad
- Safeguard Sentinel lighting
- Automatic headlamp dimmer
- Tilt-A-Scope steering wheel
- Deep-dish wheel covers
- Heavy-duty suspension and brakes
- Deluxe steering wheel
- 15 inch wheels and tires
- White sidewall tires
- Door edge protectors
- Right-hand outside rearview mirror
- Center seat belts
- Shoulder belts

## NEWPORT CUSTOM



### Standard Equipment

- 383 cubic inch V-8 with 2-barrel carb. (regular fuel)
- Synchronized 3-speed manual transmission
- Flow-Through ventilation (hardtops only)
- Heater with defroster (4 blower speeds)
- Back-up lights
- Center convenience drawer in instrument panel (holds coin sorter, storage compartment, twin ashtrays, cigar lighter)
- Glove box (with 3-cup tray, secret compartment)
- Padded instrument panel and sun visors
- Thick door-to-door carpeting
- Directional signals
- Remote control outside mirror
- Roadside Warning flashers
- Dual braking system
- Seat belts, front and rear (front retractors standard)
- Recessed-center

- steering wheel
- Inside Day/Nite mirror with safety-action arm
- Coat hanger
- Rear ashtrays
- Impact-Absorbing steering column
- Brake system warning light
- Crank-type vent windows
- Dome light (4-door sedans only)
- 3-speed anti-streak windshield wipers
- Electric windshield washers
- Closed crankcase ventilation system
- Safety-Action inside door handles
- Weather-protected locks
- Interlocking safety door latches
- Rear pillar interior lights on hardtops
- Safety-Rim wheels
- Ignition switch light
- Double-thick windshield laminate
- Trip odometer
- Door-actuated interior lights



### Optional Equipment

- 383 cubic inch V-8 with 4-barrel carb.
- 440 cubic inch TNT V-8 with 4-barrel carb., twin exhausts, twin snorkels
- TorqueFlite automatic transmission
- 3-in-1 front seat with recliner and passenger headrest (sedan only)
- Air conditioner with heater (available only with power steering and automatic transmission)
- Cornering lights (available only with automatic transmission)
- Auto-Pilot
- All-vinyl contoured buckets (hardtops only)
- seat recliner, vinyl bucket (passenger side, black trim only)
- Performance Indicator (with console only)
- Console (with bucket seats and automatic transmission only)
- Disc brakes up front (15 inch wheels, tires included. Special power brake boosters and "Disc Brake" wheel covers required)
- 6-way power seat
- Power windows
- Power steering
- Power brakes
- Power vent windows
- AM radio
- FM/AM search-tune radio (pedal control)
- FM/AM radio
- Rear seat speaker
- Reverberator for rear speaker
- Front power antenna
- Electric

- clock
- Electric door locks
- Rear window defogger
- Rear heater with defroster system
- Applied headrests (for bucket and 3-in-1 seats)
- Black or white vinyl-covered roof
- Deluxe steering wheel with simulated wood-grain inserts and spoke switches
- Fender-mounted turn signal indicators
- Tinted windshield
- Tinted glass (all windows)
- Remote trunk release
- Trunk compartment light
- Glove box light
- Map and courtesy light
- Ashtray light (right side)
- 2-tone exterior colors (color-keyed)
- Trailer-towing package
- Safeguard Sentinel lighting
- Automatic headlamp dimmer
- Tilt-A-Scope steering wheel
- Deluxe wheel covers
- Deep-dish wheel covers
- Undercoating and hood silencer pad
- Heavy-duty suspension and brakes
- Sure-Grip differential
- Styled road wheels
- 15 inch wheels and tires
- 15 inch white sidewall tires
- 14 inch white sidewall tires
- Right-hand outside rearview mirror
- Door edge protectors
- Center seat belts
- Shoulder belts, front

## NEWPORT



### Standard Equipment

- 383 cubic inch V-8 with 2-barrel carb. (regular fuel)
- Synchronized 3-speed manual transmission
- Flow-Through ventilation (hardtops only)
- Heater with defroster (4 blower speeds)
- Back-up lights
- Center convenience drawer in instrument panel (holds coin sorter, storage compartment, twin ashtrays, cigar lighter)
- Glove box (with 3-cup tray, secret compartment)
- Padded instrument panel and sun visors
- Thick door-to-door carpeting
- Directional signals
- Remote control outside mirror
- Dual braking system
- Recessed-center steering wheel
- Seat belts, front

- and rear (retractable in front)
- Roadside Warning flashers
- Coat hanger
- Inside Day/Nite mirror with safety-action arm
- Brake system warning light
- Impact-Absorbing steering column
- Rear ashtrays
- 3-speed anti-streak windshield wipers
- Electric windshield washers
- Safety-Action inside door handles
- Interlocking safety door latches
- Safety-Rim wheels
- Ignition switch light
- Double-thick windshield laminate
- Trip odometer
- Glass rear window in convertible
- Door-actuated interior lights



### Optional Equipment

- 383 cubic inch V-8 with 4-barrel carb.
- 440 cubic inch TNT V-8
- TorqueFlite automatic transmission
- Air conditioner with heater
- Cornering lights
- Auto-Pilot
- All-vinyl bench seats (standard on convertible)
- Contoured bucket seats (2-door models)
- Passenger recliner, black vinyl bucket
- Console and Performance Indicator
- Disc brakes up front
- 6-way power seat
- Power windows
- Power steering
- Power brakes
- Power vent windows
- AM radio
- FM/AM search-tune radio
- FM/AM radio
- Rear seat speaker
- Reverberator
- Front power antenna
- Electric clock
- Electric door locks
- Rear heater with defroster system (except convertible)
- Rear window defogger

- (except convertible)
- Applied headrests (for bucket seats)
- Vinyl-covered roof
- Deluxe steering wheel
- Fender-mounted turn signal indicators
- Tinted windows
- Tinted windshield
- Remote trunk release
- 2-tone exterior colors (color-keyed)
- Trailer towing package
- Safeguard Sentinel lighting
- Automatic headlamp dimmer
- Tilt-A-Scope steering wheel
- Deluxe wheel covers
- Undercoating
- Heavy-duty suspension and brakes
- Sure-Grip differential
- Shoulder belts
- Right-hand outside rearview mirror
- Center seat belts
- Door edge protectors
- 15 inch wheels and tires
- White sidewall tires
- Styled road wheels
- Trunk, glove box, and map and courtesy lights



**At last—specifications your wife can understand.**

**FUEL SYSTEM**

You don't have to worry about the choke. It's automatic. You don't have to worry about the manifold heat control. It's also automatic. You don't have to worry about the muffler. It's fully aluminized. You don't have to worry about stopping at gas stations too often. Chrysler holds 25 gallons (22 in wagons). In other words—you don't have to worry about the fuel system at all.

**ELECTRICAL SYSTEM**

Here are 2 reasons why Chrysler's electrical system is vastly superior to those in most other cars. (1) A big 59 ampere-hour 12 volt battery helps you start in the morning. (2) A big 37 amp. alternator (Some cars don't even have little ones) helps keep the big battery from getting weak—even when it's extremely cold outside.

**DIMENSIONS**

Numbers can't tell you very much unless you have a mathematical mind. The only way most of us can size up a Chrysler is to get inside. But in case you happen to be a mathematical genius, here are the dimensions anyway:

Wheelbase: 124.0 in., all models except wagons (121 in.). Overall length: Newports and New Yorkers, 219.3 in.; Town & Country Station Wagons, 219.5 in. (2-seat); 220.3 in. (3-seat); 300 models, 223.4 in. Overall width all models: 78.7 in. Height, 2-door hardtops: Newport, 54.6 in., 300, 55.1 in.; New Yorker, 54.9 in. 4-door hardtops: Newport, 55.7 in.; 300, 56.1 in.; New Yorker, 55.9 in. Convertibles: Newport, 55.5 in.; 300, 55.9 in. Sedans: Newports, 56.4 in.; New Yorker, 56.7 in.; Town & Country, 57.5 in. Tread front: 62.0 in.; Rear, 60.7 in. Town & Country tread front, 62.2 in.; Rear, 61.0 in. Station Wagon loading dimensions: Load length from back of front seat to lowered gate, 128.9 in.—to closed gate, 95.7 in. Rear opening width at floor, 55 in. Maximum height, 31.8 in. Tail gate width at beltline, 54.2 in. Tail gate height from ground, 22.5 in.

**ENGINES**

We make 5 engines. They're all V-8's. The smallest is bigger than the biggest standard engine found in most cars sold today. Yet it uses regular gasoline. The biggest can't be topped by anything in Chrysler's price class. It's called the 440 TNT\*. It has a 4-barrel carb, twin exhausts and twin snorkels. We improved the induction system on all 440 engines. Means they can breathe easier, and when an engine breathes easier, it works more efficiently. Not so hard to understand—people are the same way. For more details, read these specs:

Engines	compression ratio	bore and stroke
383 cu. in. V-8 with 2-bbl. carb.	9.2 to 1	4.25 X 3.38 in.
383 cu. in. V-8 with 4-bbl. carb.	10.0 to 1	4.25 X 3.38 in.
440 cu. in. V-8 with 4-bbl. carb.	10.1 to 1	4.32 X 3.75 in.
440 cu. in. TNT V-8 (high-performance)	10.1 to 1	4.32 X 3.75 in.
440 cu. in. V-8 (special wagon)	10.1 to 1	4.32 X 3.75 in.

**COOLING SYSTEM**

Chrysler's 17-quart capacity (with heater) cooling system takes care of itself. That's what the thermostatic bypass control and pressure vent radiator cap are all about. There's really only one way you can help out. Just check it every once in a while.



Newport Custom 4-Door Hardtop

**SUSPENSION**

Most cars have 4 coil springs (same type you have in your sofa). But not Chrysler. It has 2 chrome-steel torsion bars in front. 2 leaf springs in back. You get a steadier ride and greater traction. But we admit it. Coil springs are better for sofas. We use some 43 ourselves in one of our luxurious New Yorker seats.

**BRAKES**

Chryslers have a dual braking system (that means they have 2 separate hydraulic systems). If one stops stopping, the other still stops. Chrysler brakes are the biggest in the medium price field (over 240 square inches of effective lining area). Except for Chrysler Town & Country Wagons—their front wheels don't have conventional lining at all. They have something else. Power disc brakes. And you can order them up front on any Chrysler.

**TRANSMISSION**

We make 3 transmissions: A 3-speed for Newports and Newport Customs. A 4-speed for 300 hardtops. And a no-speed for everybody. The no-speed is the most copied automatic transmission in the automobile business. It's called TorqueFlite. Ladies like it because it shifts for itself. Men like it because of obscure things like torque and traction.

**UNIBODY**

All this means is that all the structural steel members, body braces, and sheet metal panels that make up the body have been welded into a single unit. It takes over 5000 welds to make a body, but we feel it's worth it. It makes a Chrysler stronger. Keeps it better looking for many years to come.

**5-YEAR/50,000-MILE WARRANTY**

All it really says is this: If you do a few things for your Chrysler (like change the oil every so often), we'll return the favor. That's good for you. Even better for your Chrysler. Want to find out how? Read the small print.

Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at an Authorized Chrysler (or Imperial, Plymouth or Dodge) Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1967 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

\*at extra cost

# CHRYSLER



customer

care

We all share in Customer Care

In keeping with Chrysler's continuing program of engineering advancement, all prices, specifications, equipment and colors are subject to change without notice and without obligation to make changes on cars already produced.

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Form 81-005-7034

CHRYSLER DIVISION



**CHRYSLER**  
MOTORS CORPORATION

