

Propeller

for 1952

Chrysler proudly presents
its Beautiful models for 1952

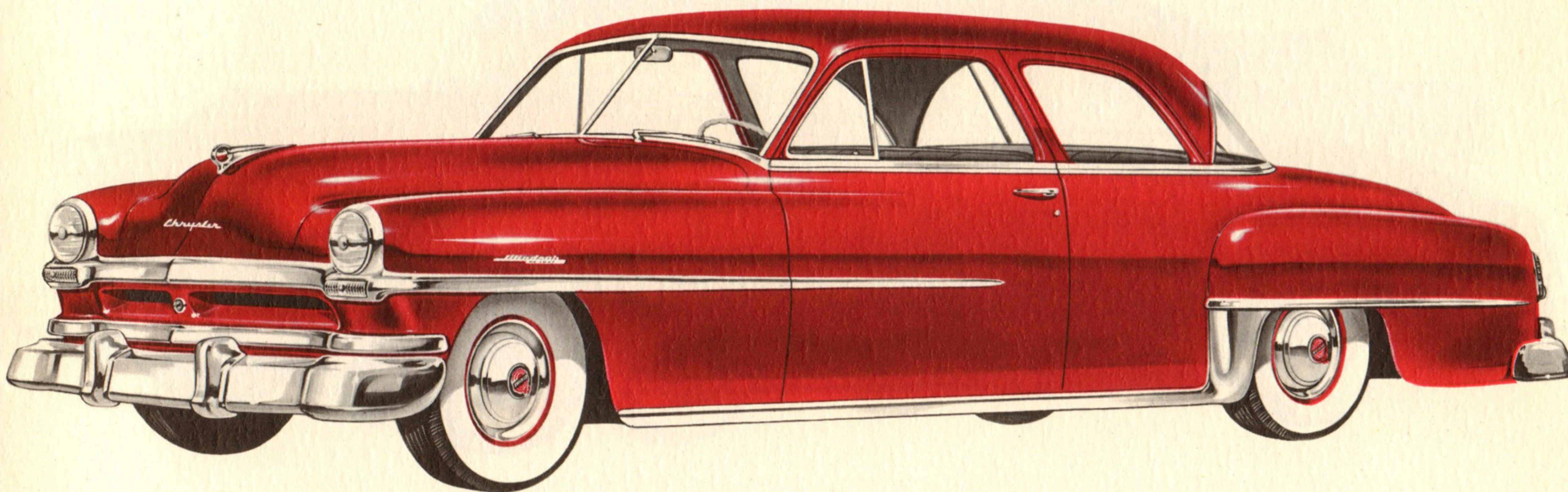


You can choose any of the beautiful 1952 Chrysler cars, secure in the knowledge that they are the finest-engineered cars of all.

Chief among Chrysler's engineering features is the widely-acclaimed and unmatched Firepower V-8 engine which has 180 horsepower and **MORE!** . . . and for those who like a six-cylinder engine there is the renowned, newly-improved and more powerful Spitfire engine. Other features you will be interested in are Hydraguide Power Steering that does four-fifths of the work in parking and steering . . . Power Brakes which give you the softest, surest, safest brakes you ever experienced—and don't forget the money-saving Full-Flow Oil Filter— . . . the weather-defying water-proof ignition.

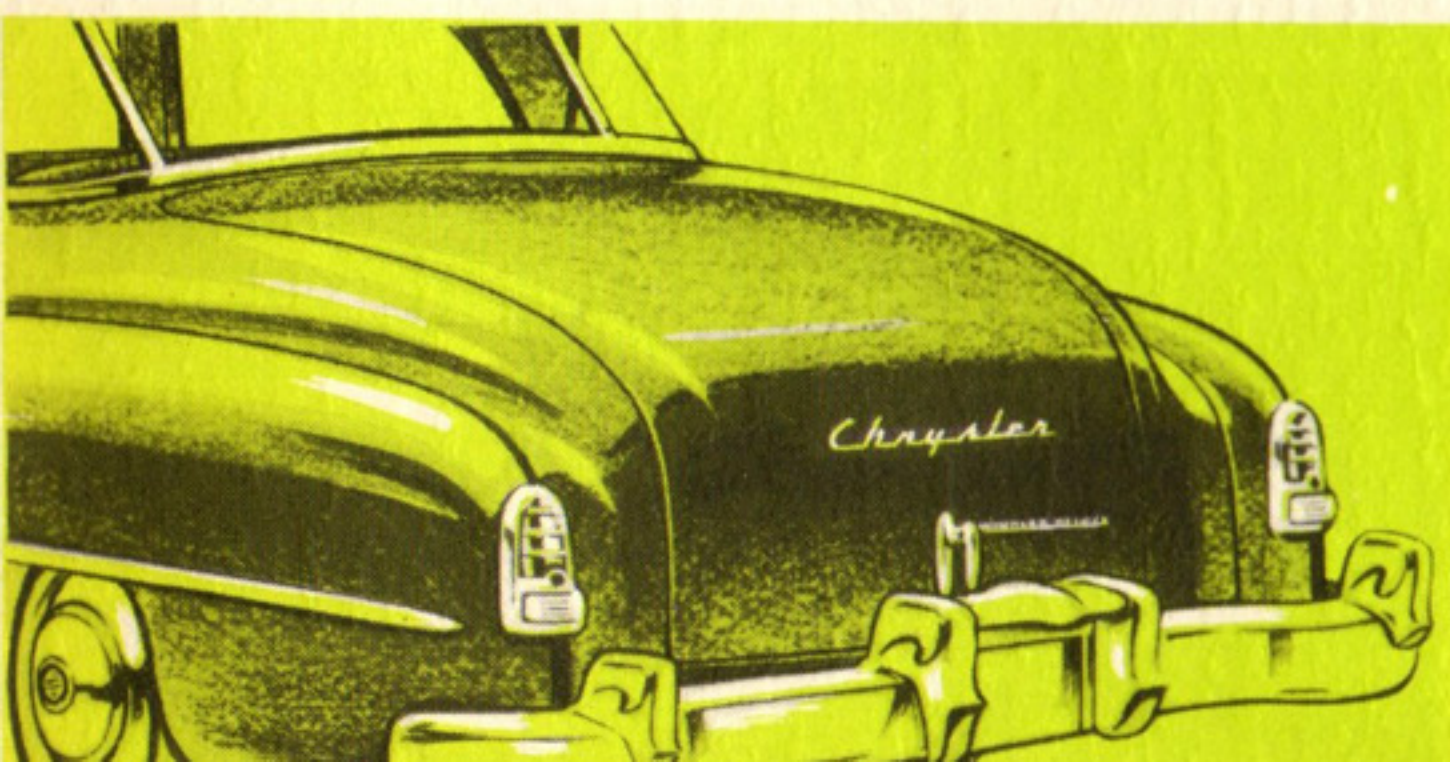
Chrysler for '52 includes a wide range of models in five series—Windsor DeLuxe, Saratoga, New Yorker, Imperial and Crown Imperial. Examine the models that interest you, learn at first hand all the factual details and then test-drive a Chrysler on all kinds of roads. Then—and also after thousands of miles in the Chrysler you buy—we are sure you'll agree Chrysler builds the best-engineered cars of all.

The Windsor De Luxe *Club coupe...*

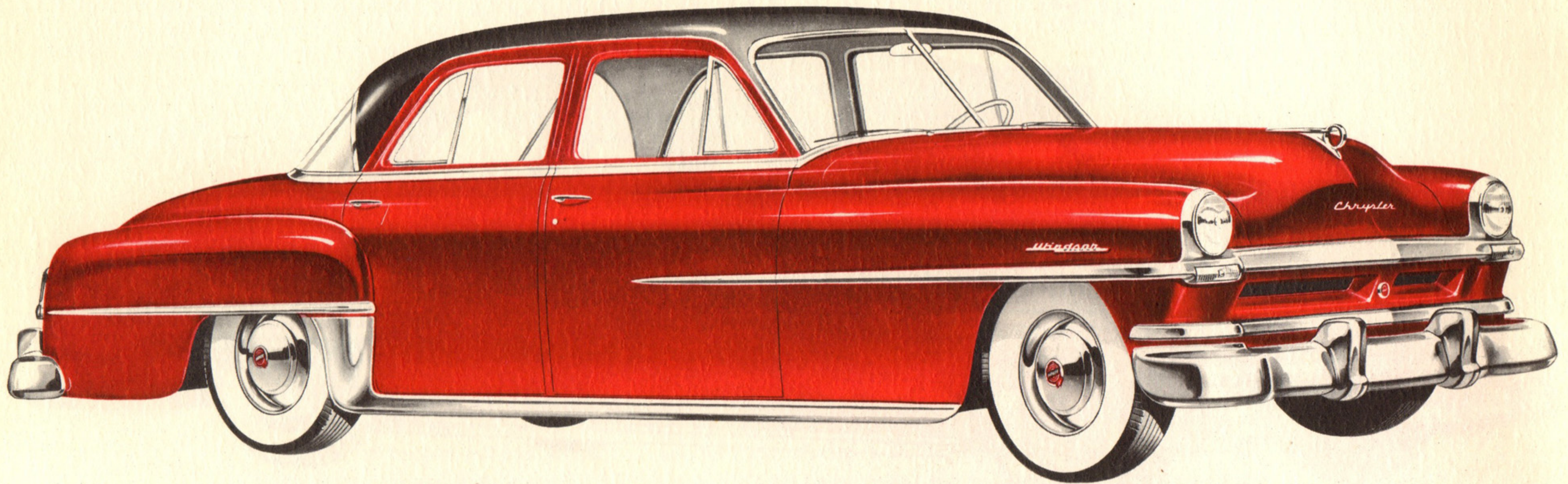


Here's a car that is a big favourite with businessmen and salesmen who need extra large storage space in the rear deck, and at the same time have a car that is easy to handle in city traffic and can take long trips in its stride. It's a big favourite, too, with many families because it is so safe for the small children—no danger of their opening the door or getting hurt. You'll like its spacious interiors and the tasteful appointments.

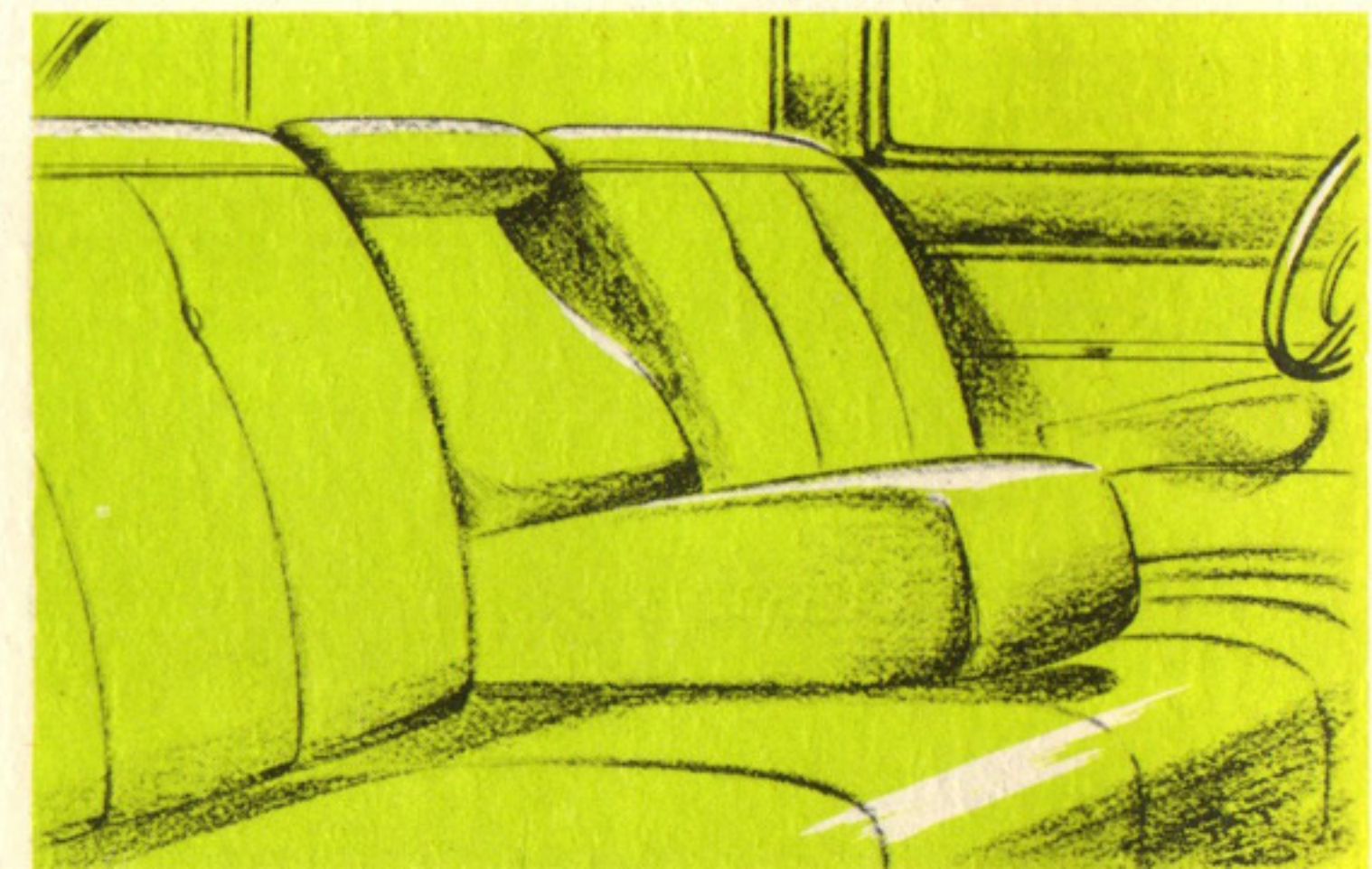
You'll like a Club Coupe for style, comfort, handling ease and economy.



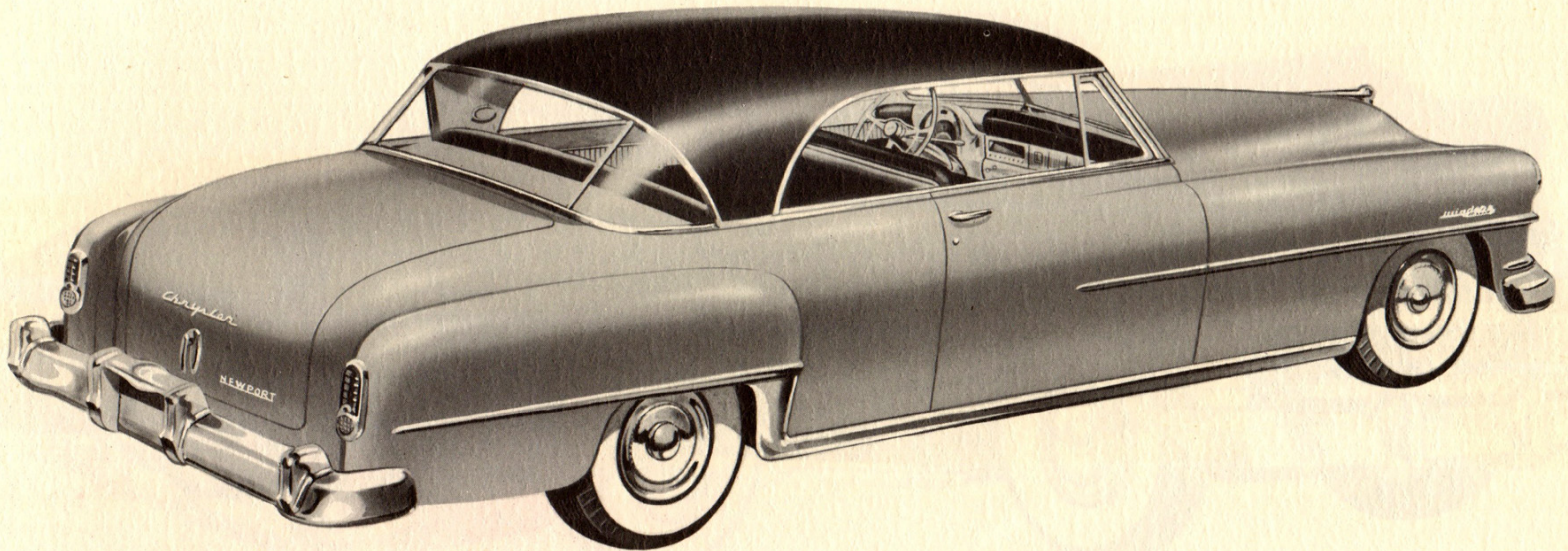
The Windsor De Luxe FOUR-DOOR *Sedan...*



Here is a car that commands respect—and gets it, for it has outstanding performance. With it you can have really fine car luxury, comfort, safety and performance with operating and maintenance costs that compare so favourably with, and in some cases, even excel, the lower-priced cars. With the Windsor DeLuxe Sedan you have an enviable combination of big, fine-car prestige performance, comfort and style.

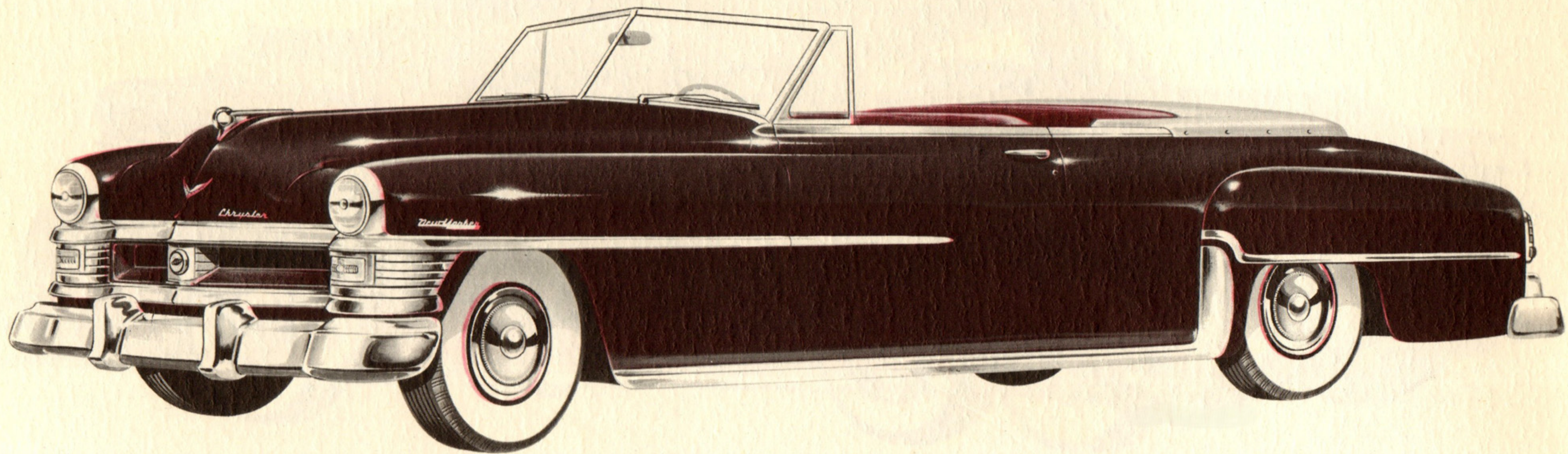


The Windsor De Luxe *Newport...*



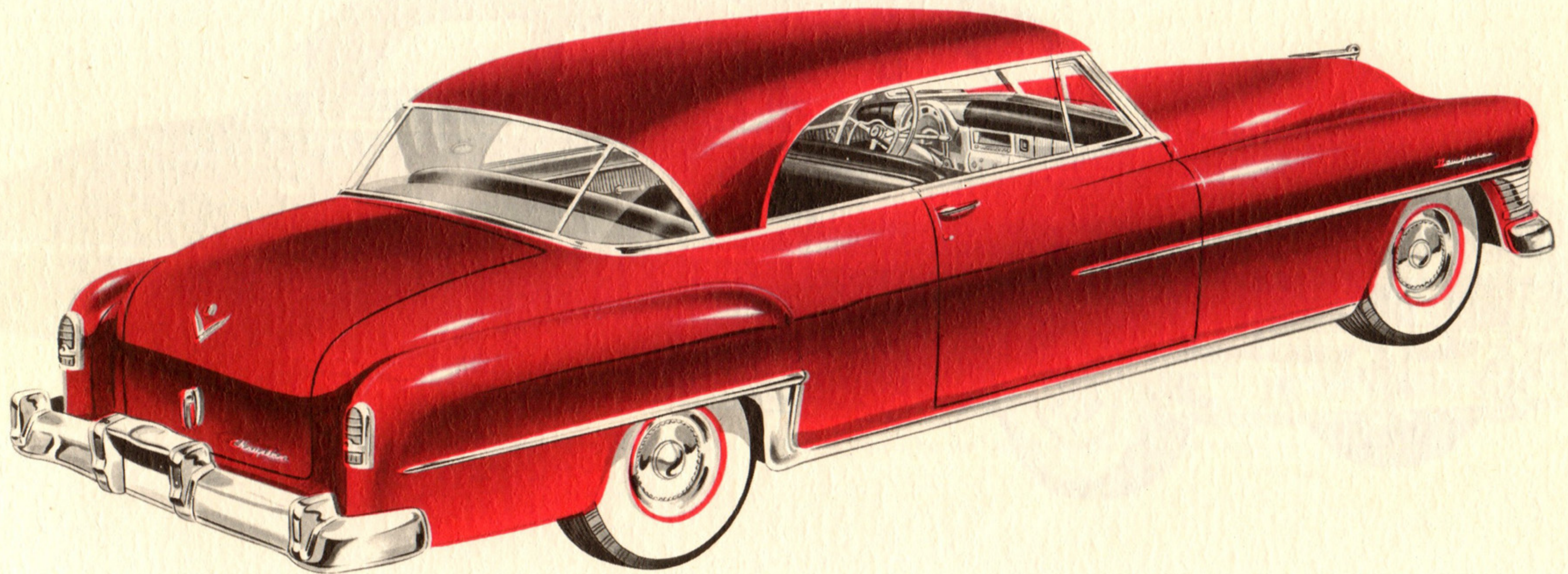
The Windsor DeLuxe Newport has the same long, graceful body lines as the Convertible, but the roof is all-steel, giving this "open car" body type extra strength and rigidity. It's the glamour car of today. Interiors are luxuriously finished . . . and comfortable! A wide range of upholstery fabrics and two-tone colour combinations enable you to choose a Newport that is custom-finished to your individual taste. It's the ideal car for year-round use. Pictured here is the newest version of the "hardtop" design—a body style *originated* by Chrysler designers and brought to its peak of refinement in this 1952 model.

The New Yorker V-8 Convertible...



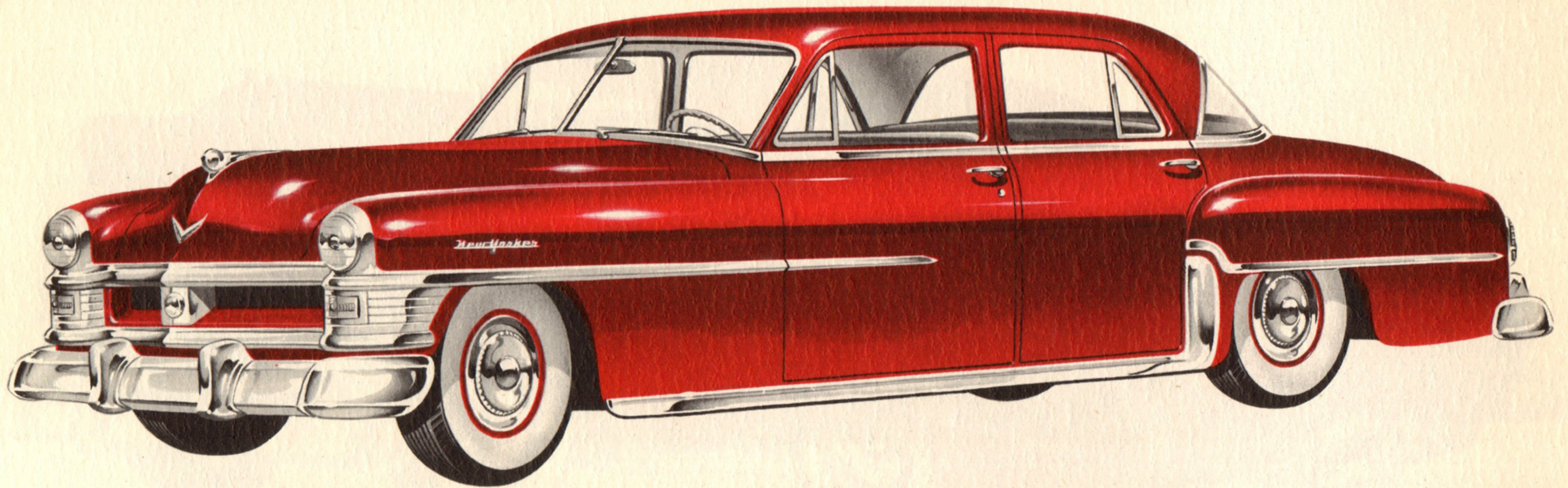
Low-slung, road-hugging beauty that makes people stop and look . . . that's what you'll like about the New Yorker Convertible Coupe. It's superbly proportioned both in appearance and engineering. With abundant power provided by the Firepower V-8 engine you can lead the parade . . . *anytime!* Positive, easy-acting Power Brakes add a sureness and safety that heighten driving pleasure in your Chrysler New Yorker. The electrically-operated top goes up or down, quickly and silently—without starting the engine. Interior appointments are designed for lasting beauty—and there is room for six to ride comfortably.

The New Yorker *V-8 Newport...*

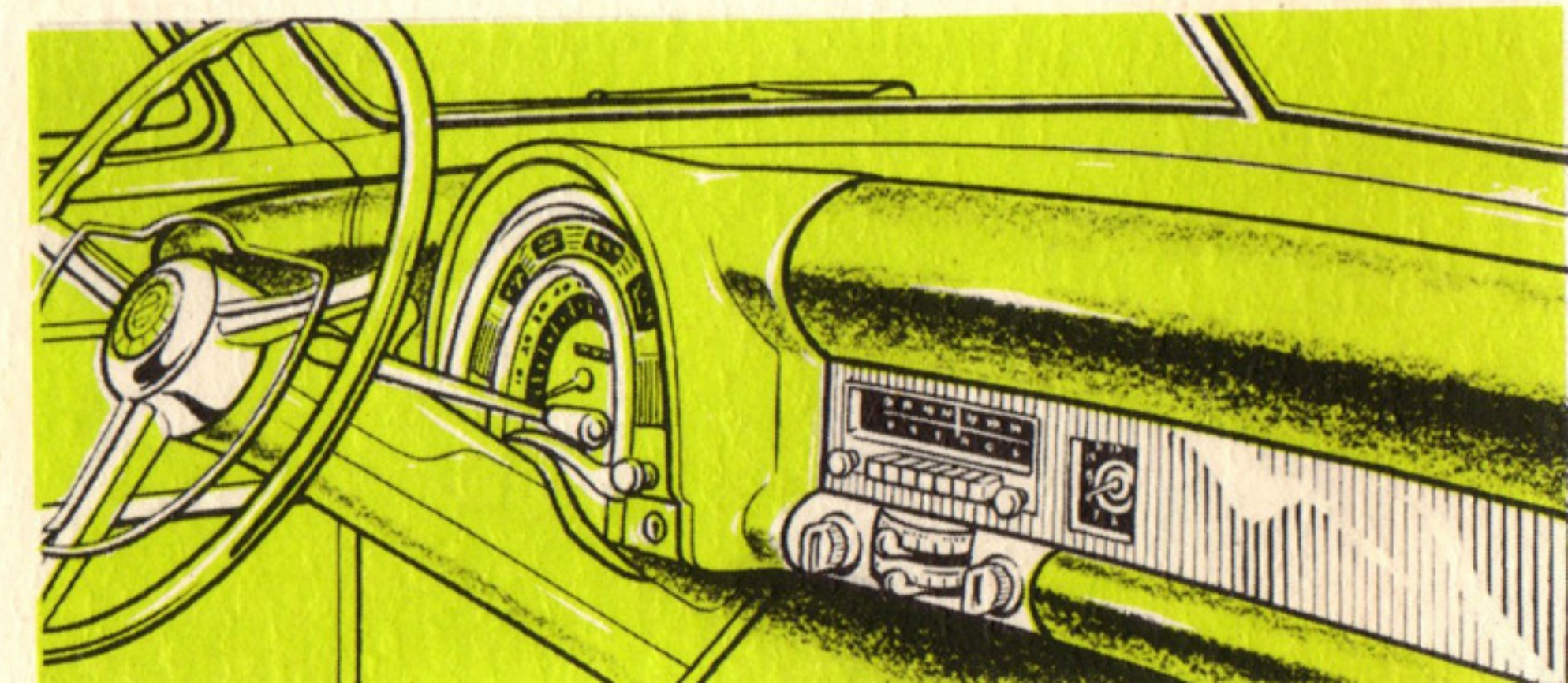


"The most beautiful automobile on the road" is the way many people describe the New Yorker Newport. It combines the smartness of the Convertible Coupe with closed-car, year-round comfort. Lower the windows and you get an "out-in-the-open" feeling of freedom—so enjoyable in fine weather driving. With windows closed, you have the snugness of a fine Coupe. If you prefer, electric window lifts may be fitted at extra cost. The sensational 180 horsepower Firepower engine—and safety, augmented easy-acting Power Brakes are only two of many outstanding features that are sure to please you.

The New Yorker *V-8 Sedan...*



When you drive a Chrysler New Yorker, you drive an automobile that commands respect! It's a big, luxurious car in *every* way! Rich interiors reflect craftsmanship and refined taste in each detail—the subtle blending of fine broadcloth with deep carpeting front and rear—the jewel-like sparkle of carefully fashioned chrome fittings. Equally luxurious is the ride provided in the longer-wheelbase New Yorker, with its host of outstanding engineering features. Whether on business, or on “opening night” at the theatre, the New Yorker Sedan will both compliment your guests and reflect the appreciation you have for fine possessions.



The Saratoga V-8

When you drive a Saratoga you are behind the wheel of the greatest performing car on the road. Under the hood the Saratoga has 180 horsepower and MORE!

On its 125½ inch wheelbase, engine and car weight are correctly balanced and superbly controlled by excellent springing and the wonderful Chrysler Oriflow Shock Absorbers.

There is quality in the interiors too—a quality of comfort, eye-appealing style and design that is seldom equalled. You'll find so much to interest you in a Saratoga. Inspect it—drive it—and we know you'll be just as enthusiastic as we are!



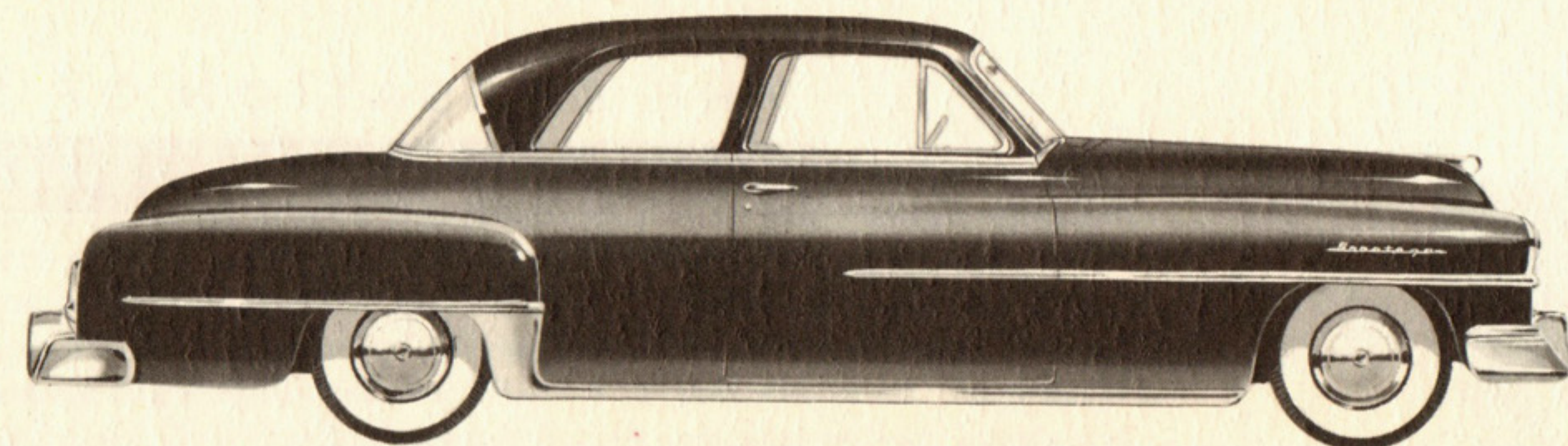
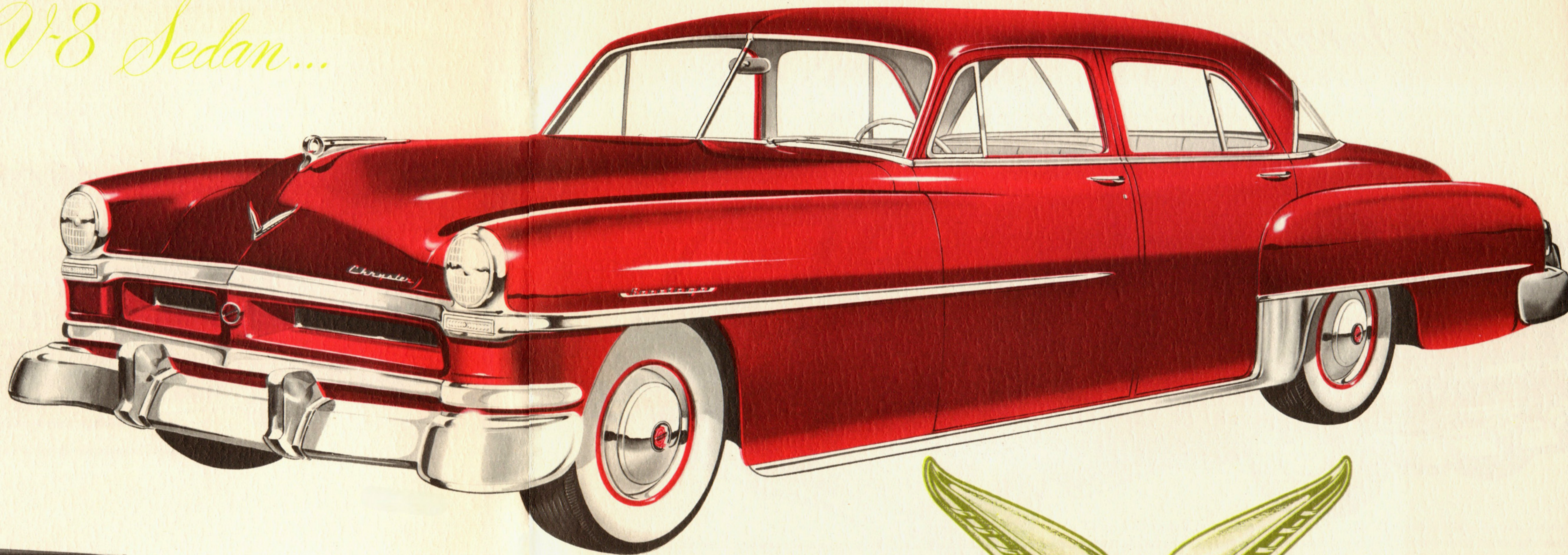
THE SENSATION OF 1952!

The Saratoga 180 HORSEPOWER *V-8 Sedan...*

The elegant Chrysler Saratoga Sedan—of all body types—lends itself with fitting grace to business or social occasions that call for a truly fine car. A choice of select fabrics in harmonious two-tone treatment, a broad front-seat centre arm rest, carpeting front and rear—these are but a few examples of the high-styling and easy-chair comfort of Saratoga's commodious interior.

Under the hood, the spectacular Firepower engine turns up over 180 horsepower for nimble get-away or cruising thrills that leave traffic decisively behind.

It is a car you will be proud to own and always happy to drive.

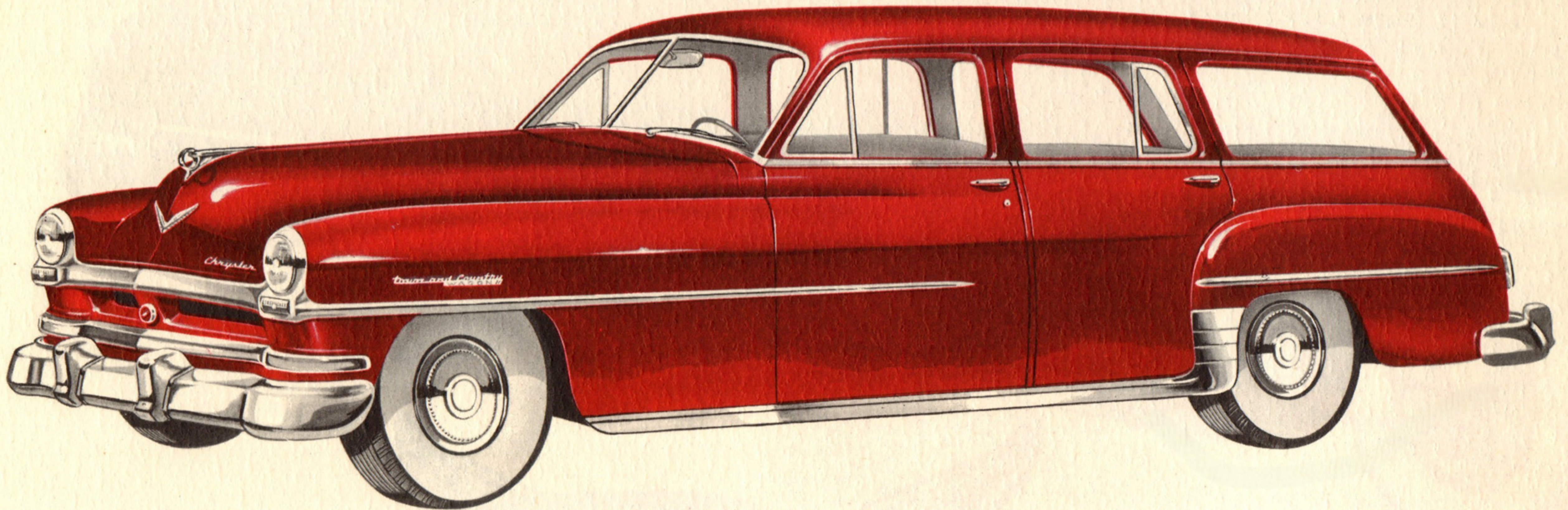


THE CLUB COUPE



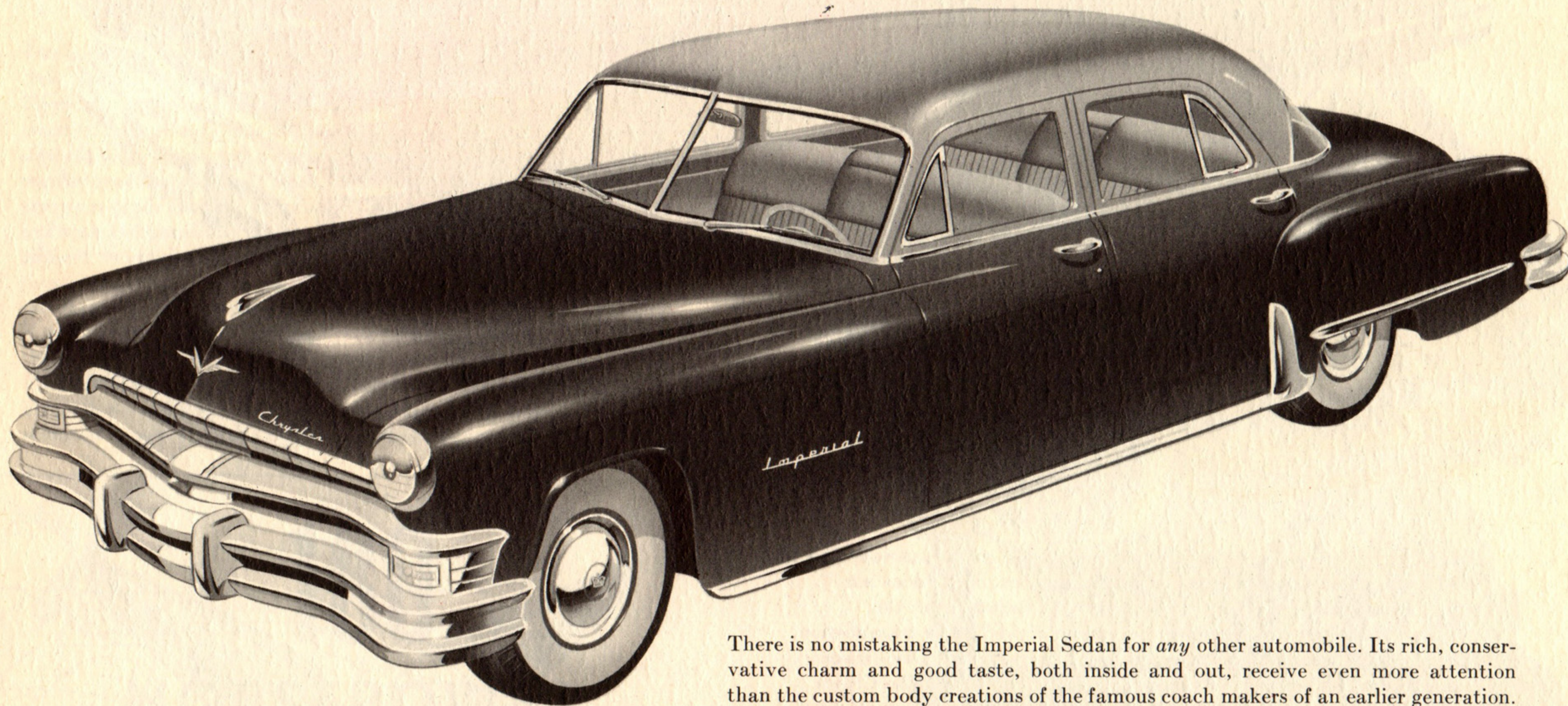
The Saratoga V-8

town and country wagon . . .

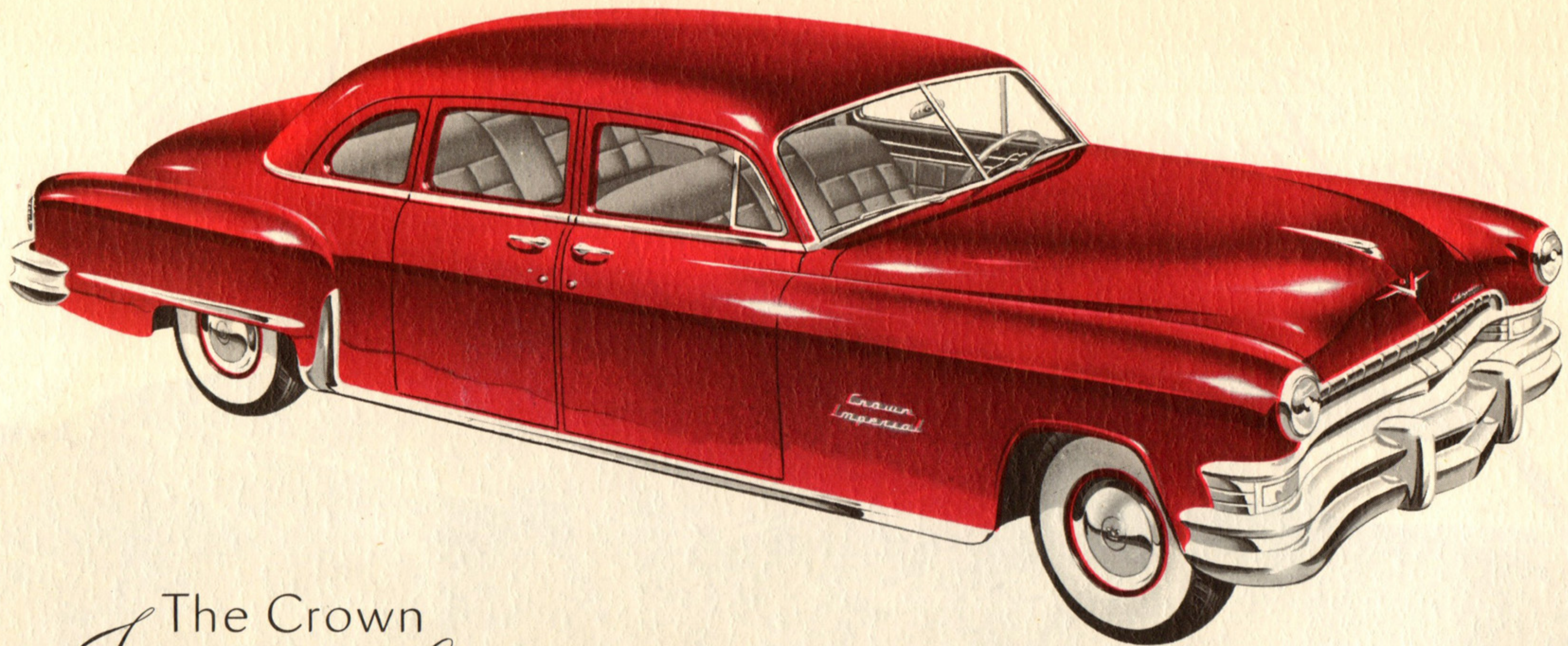


In the Town and Country Wagon, Chrysler designers have successfully combined passenger comfort, utility and style. It has that "country club" look so correctly at home in exclusive suburban or urban residential areas. Yet, sturdy construction and roomy design suit it admirably for easy transport of golfing, hunting and camping equipment. Elite businesses, private schools and colleges warmly praise this dual-purpose luxury vehicle. Within the bright chrome and leather texture interior of the Town and Country Wagon there's comfortable accommodation for six passengers. The all-steel body is strong and safe—no wood trim to cause annoying squeaks. Wide doors on each side simplify getting in and out—from either seat. For extra utility, the rear seat is divided—either or both sections may be folded into the floor to provide carrying space of as much as 80 cubic feet. With the rear gate lowered, there is a flat, unobstructed compartment almost 10 feet long.

The Imperial V-8 Sedan . . .

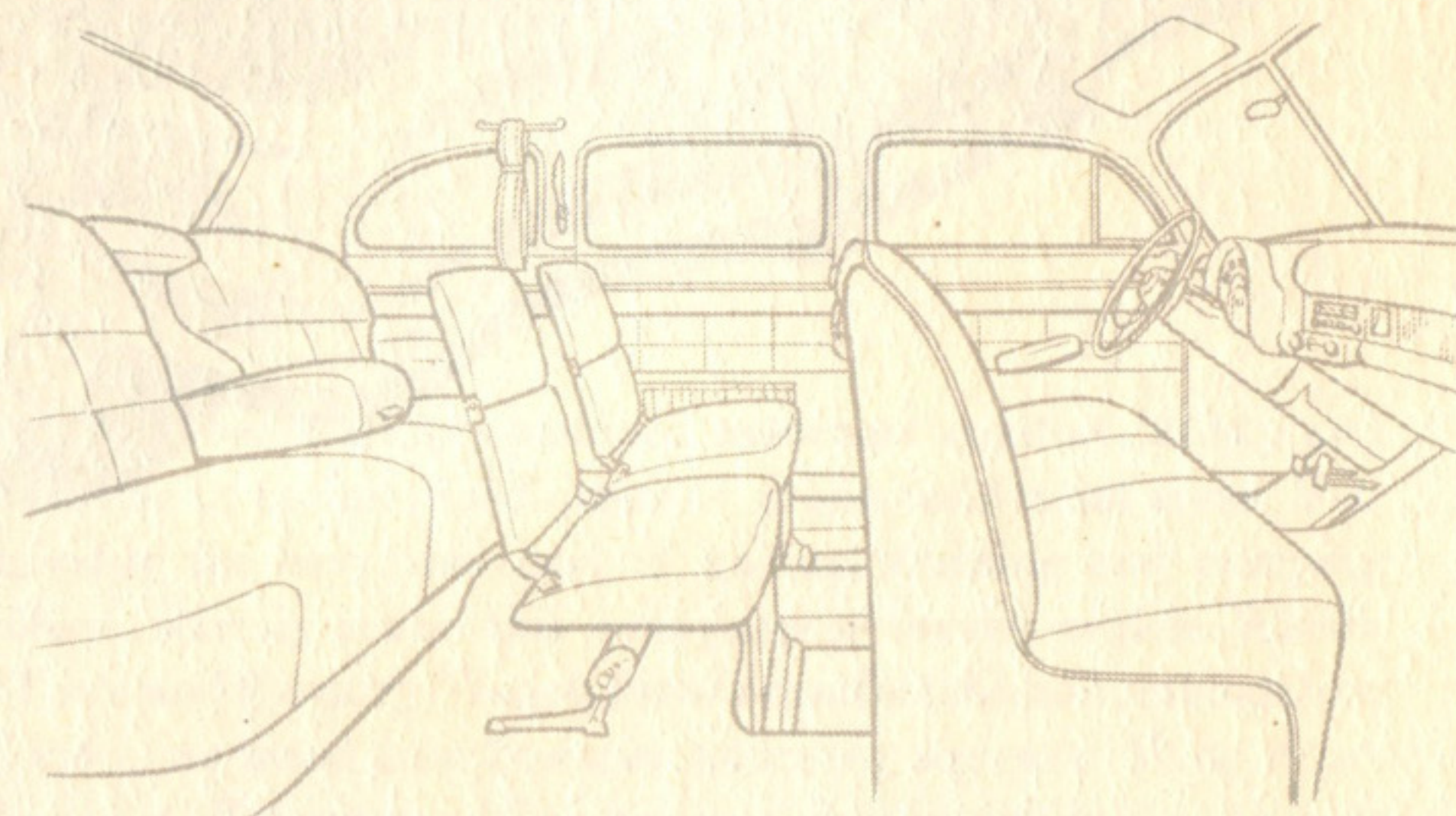


There is no mistaking the Imperial Sedan for *any* other automobile. Its rich, conservative charm and good taste, both inside and out, receive even more attention than the custom body creations of the famous coach makers of an earlier generation. It is a car that anyone would be proud to own because it is so at home with those to whom fine possessions are a matter of course. Interiors have breath-taking elegance—every conceivable convenience having been provided for the pleasure and well-being of the occupants. Imperial has an individuality of style, and a charm all its own—one reason why many prefer it. It has performance too, just as exclusive as its stylish appearance—which is the big reason for its preference by an increasing number of fine car buyers.



The Crown *Imperial* SEDAN . . .

The Crown Imperial eight-passenger Sedan is the most luxurious and the most expensive automobile built in North America. Space does not permit enumeration of all its fine features, but included are: the unmatched Firepower V-8 engine; automatic Fluid-Torque transmission; finger-tip Hydraguide Power Steering and highly-efficient Disc Brakes. Interiors are indescribably luxurious . . . and comfortable! The Crown Imperial has been continuously selected by only those who can afford the very finest. An eight-passenger Crown Imperial Limousine is available for those who wish the added privacy provided by an electrically-controlled glass partition behind the chauffeur's leather-trimmed driving compartment.



THE GREAT NEW CHRYSLER

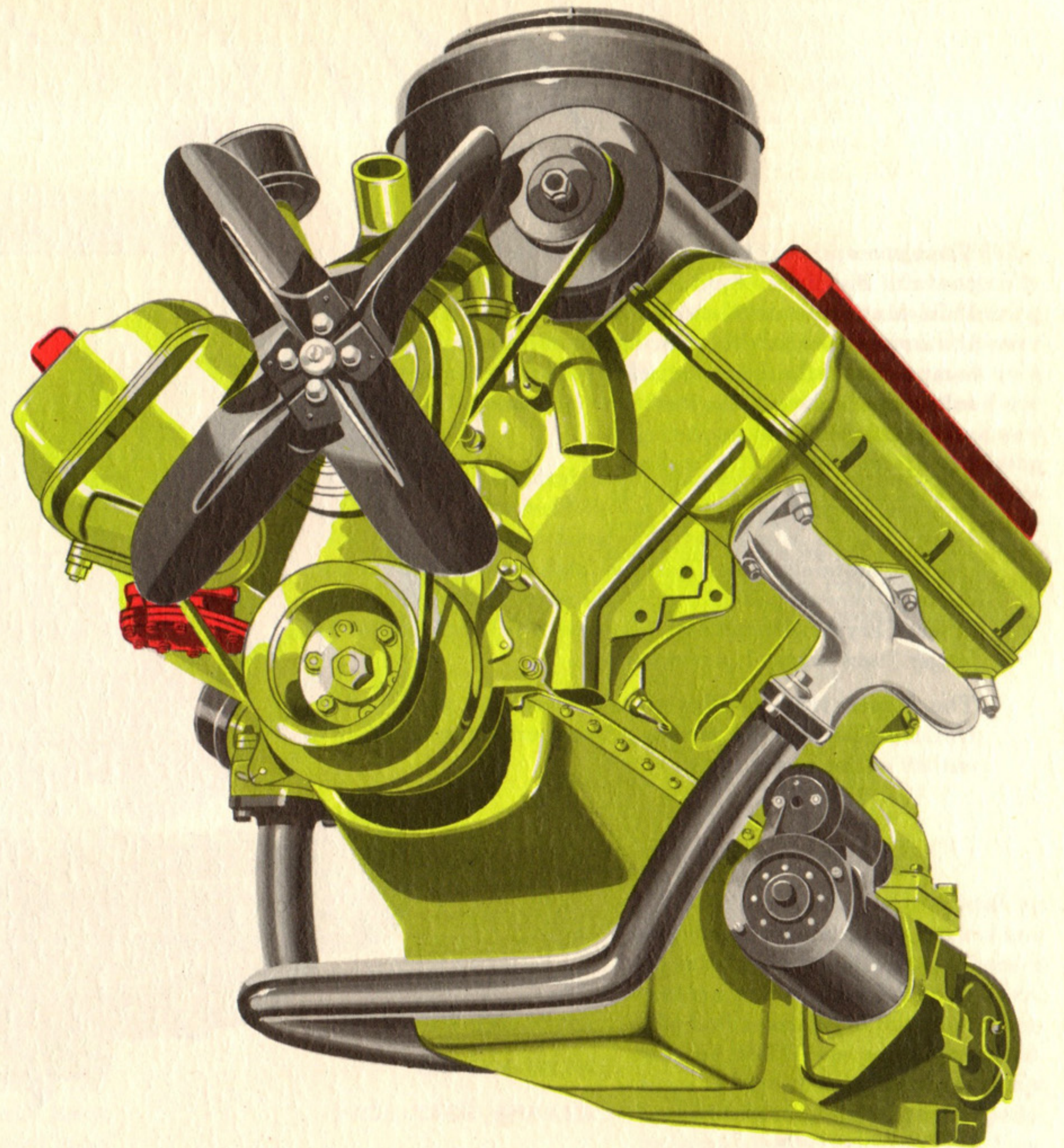
Fire Power Engine

The outstanding feature of the Chrysler Saratoga, New Yorker, Imperial and Crown Imperial is the sensational Firepower Engine. It is a masterpiece of engineering . . . a triumph in engine design! Firepower, with a 7.5 to 1 compression ratio, develops 180 horsepower—and MORE, on regular-grade gasoline. It does *not* require high-octane, premium-grade gasoline. Normally, this is a big economy factor but with the possibility of premium fuels becoming more difficult to obtain, it is extremely important. Some of the present-day high compression engines will not operate satisfactorily without premium fuels.

If you are mechanically inclined, you can learn all about this great Chrysler-engineering achievement from your Chrysler dealer. If you are interested in fine performance, drive Firepower—and you'll know from experience that this sensational new Chrysler engine is without equal.

180
HORSEPOWER

*The Sensation of
the Century*



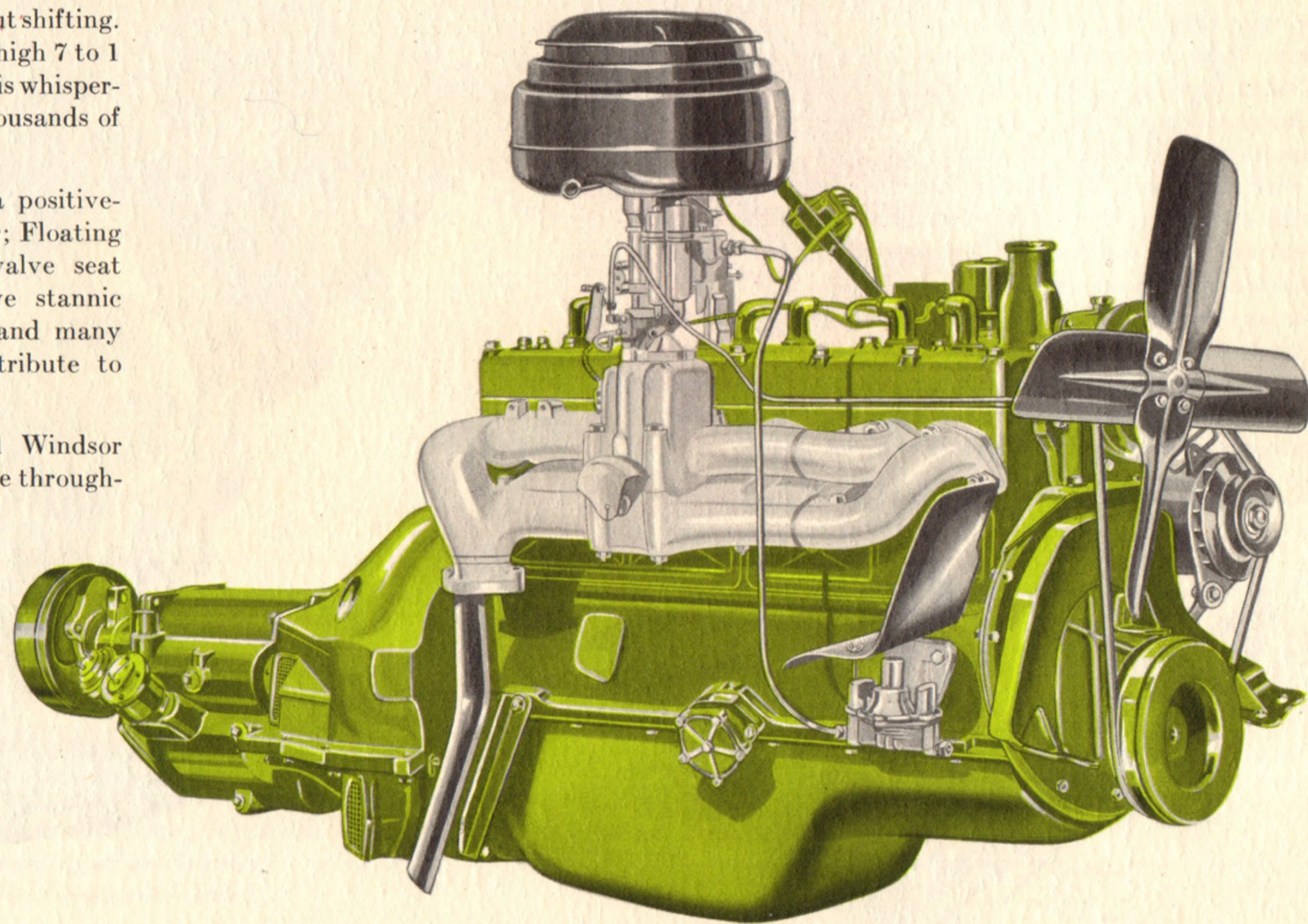
FIREPOWER . . . A MASTERPIECE OF ENGINEERING
. . . A TRIUMPH IN ENGINE DESIGN.

The Famous Chrysler *Spitfire engine*

There's a world of driving satisfaction in the bigger, more powerful 6-cylinder Spitfire engine with convenient, safe, Fluid-Matic transmission that lets you drive without shifting. It's an engine with 265 cu. in. displacement and a high 7 to 1 compression ratio. A power-packed performer that is whisper-soft in operation and engineered to give many thousands of miles of dependable service.

The Spitfire engine includes such features as: a positive-pressure lubrication system; a Full-Flow oil filter; Floating Power engine mountings; hardened exhaust valve seat inserts; aluminum-alloy pistons with protective stannic coating; chrome-plated top compression rings; and many other Chrysler-engineering features which contribute to longer "new engine" performance.

The bigger 1952 Spitfire engine brings to all Windsor DeLuxe passenger car models, a finer performance throughout its entire power range.



**CHRYSLER BUILT THE FIRST HIGH-COMPRESSION ENGINE
AND CHRYSLER IS STILL FIRST IN ALL-AROUND PERFORMANCE**

Hydraguide (POWER) Steering...

ANOTHER GREAT CHRYSLER "FIRST"



Hydraguide Power Steering is the fully-automatic steering aid that actually does four-fifths of the work of steering for you. Dependable hydraulic power lets you make a full turn or park in a confined space, with the pressure of one finger on the wheel. It brings you a new freedom from fatigue whether driving on rough roads or on high-speed cross country highways. You'll never realize how much you work at steering or parking until you are relieved of it with Hydraguide. Try it soon!

BREATH-TAKING
ACCELERATION
WITH **CHRYSLER**
FLUID TORQUE DRIVE

Spectacular acceleration for the driver who wants an even faster get-away, ease of handling, these are outstanding features of Chrysler Fluid-Torque Drive. It multiplies engine force as much as $2\frac{1}{3}$ times at speeds to 45 miles per hour. In addition to fast pick-up, it provides a reserve burst of power which is often needed in an emergency. Fluid-Torque Drive is available at extra cost on Imperial, New Yorker and Saratoga models.

EASIER CONTROL
— GREATER BRAKING
SAFETY WITH
VACU-EASE BRAKES

Chrysler's vacuum-assisted braking system provides superior control and an extra margin of safety. There is nothing new for the driver to learn. The brake pedal is in the usual place, and the "feel" of the pedal is retained. Even at high speeds, the car is easily braked to a stop with half the pedal pressure usually required. Vacu-Ease Power Brakes are standard on Chrysler Saratoga, New Yorker, Imperial and Crown Imperial.

SENSATIONAL NEW **ORIFLOW** SHOCK ABSORBERS

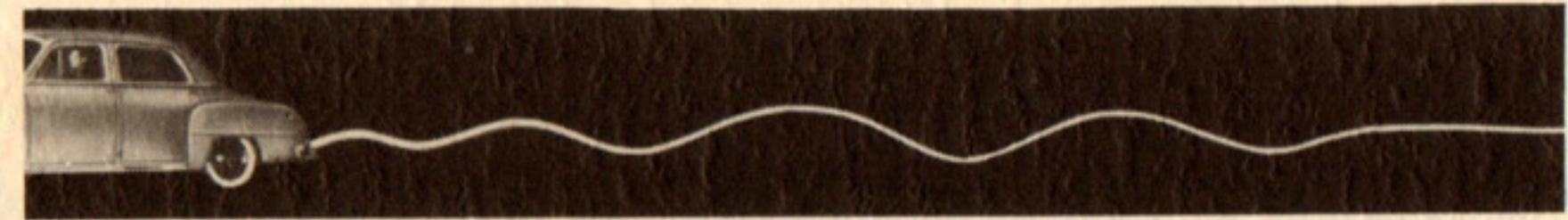
Chrysler-engineered Oriflow shock absorbers *automatically* compensate for *every* road irregularity. They give unsurpassing riding comfort on any road surface—from superhighway to unimproved country byway. Chrysler rear shock absorbers, mounted “sea-leg” fashion provide maximum lateral stability in addition to controlling up-and-down movement. The pictures at the right, taken by Chrysler Engineers, are graphic proof of the amazing ride control provided by **ORIFLOW** shock absorbers.

Chrysler...

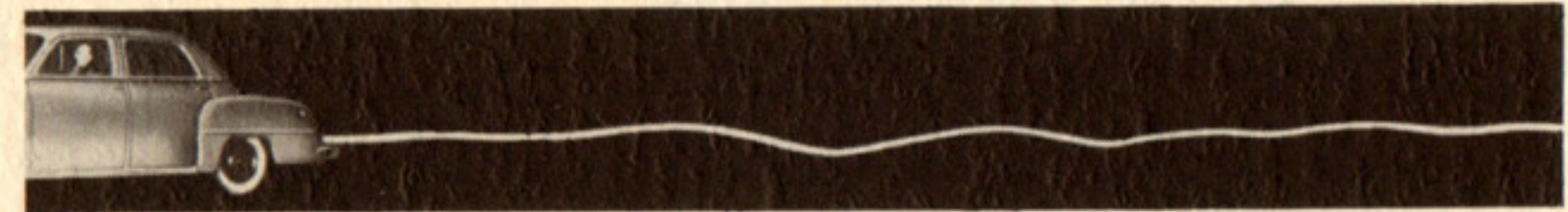
there's magic in its ride!

You'll thrill to a new kind of riding pleasure when you first try a Chrysler ride! You float over bumps as if they never existed—go smoothly over rough roads—and cruise over curving highways with wondrous ease. This smooth Chrysler ride is achieved through a combination of engineering features that include: the sensational Oriflow shock absorbers; centre-arm steering; independent front wheel springing; Super-Cushion tires and scientifically-balanced weight distribution. It's the smoothest, safest, surest ride . . . ever!

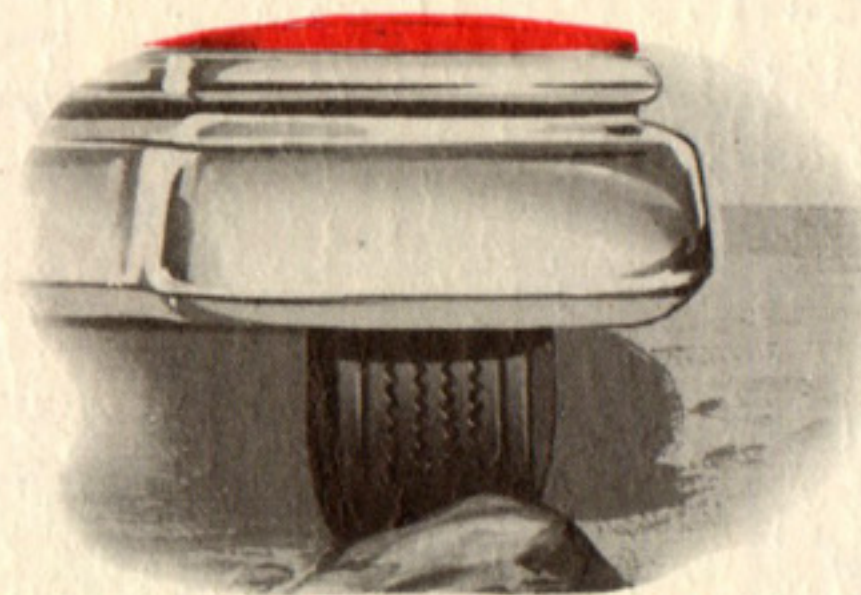
Try it! Your Chrysler dealer will be pleased to arrange a demonstration.



ACTUAL PICTURE OF A CAR WITH ORDINARY SHOCK ABSORBERS



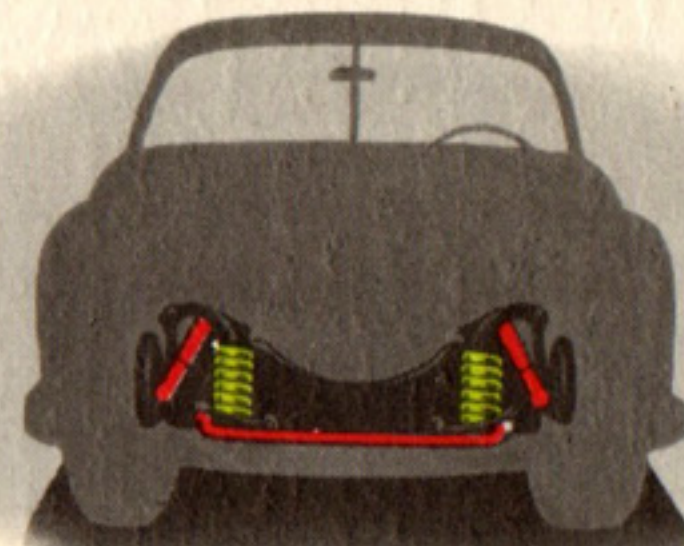
PICTURE OF A CHRYSLER WITH ORIFLOW, OVER THE SAME ROAD



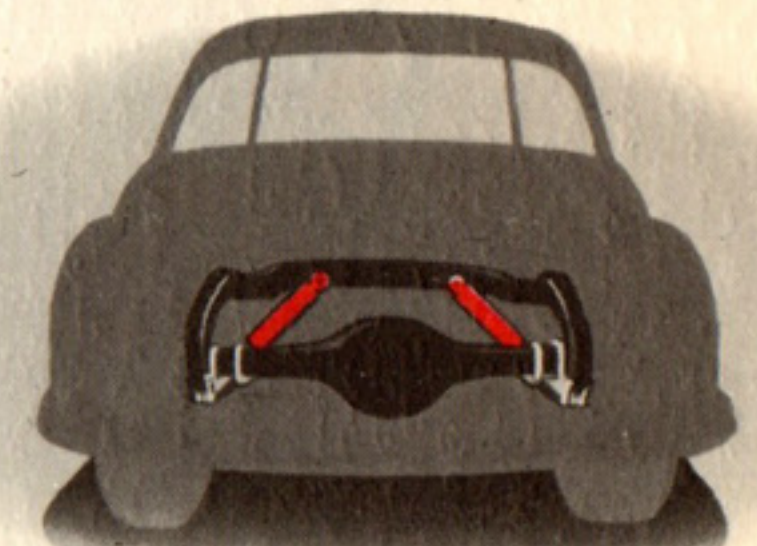
Safety-Rim Wheels and Super-Cushion Tires contribute to a smooth, safe ride. Special protective ridges on the safety rims hold tires in place for sure, safe stops in the event of tire failure, even at high driving speeds.



Chair-Height Seats are high enough for excellent driver vision and set at the right angle for most comfortable riding. Front and rear seats are padded for comfort with soft, foam-rubber cushions.



Independent Front Wheel Springing with soft-action coil springs, lets each wheel step over bumps without tilt. New Oriflow shock absorbers cushion bumps and a torsion-bar sway eliminator helps keep the car level on curves.



“Sea-Leg” Mounted Shock Absorbers, at rear, are straddle-mounted from axle to frame. Give maximum control of up-and-down movement and side-sway. Tapered-leaf springs, with sealed-in lubrication provide gentle spring action.



SPECIFICATIONS: WINDSOR DELUXE

ENGINE

Spitfire High Compression 6-Cylinder. Bore $3\frac{7}{16}$ in.; Stroke $4\frac{3}{4}$ in.; Displacement 264.5 cu. in.; Compression Ratio 7.0 to 1; Brake Horsepower 119 at 3600 rpm. Torque 218 ft. lbs. at 1600 rpm. Engine features—Full-Flow Oil Filter; Waterproof Ignition; Exhaust Valve Seat Inserts; Crankcase Ventilation; Full Pressure Lubrication; Floating Screen Oil Intake; Automatic Manifold Heat Control; Floating Power Engine Mountings; Silent, Chain-driven Camshaft; Counterbalanced Crankshaft with Rubber-cushioned Vibration Damper. Oil capacity 4 Imp. qts.

FUEL SYSTEM

Down-draft Carburetor with automatic choke and fast idle control. Heavy-duty oil-bath air cleaner and silencer. Oilite Fuel Filter in gas tank. Gas tank capacity, 12.95 Imp. gal.

COOLING SYSTEM

Thermostatic by-pass temperature control. Four blade fan. Full length waterjacket cooling. Cellular-type radiator core. Capacity 13.5 Imp. qts.

CLUTCH

Single Plate, dry, ventilated, with two woven asbestos facings. Plate diameter $9\frac{1}{4}$ in.

ELECTRICAL SYSTEM

High capacity generator. Charging rate 45 amps. Automatic voltage and current control. 17-plate battery, 120 amp-hr. capacity. Resistor-type spark plugs. Automatic-advance spark. Solenoid engaged starter. Directional Signals; Back-up lights; Ignition key starter switch; Sealed Beam Headlights.

TRANSMISSION

Fluid-Matic Transmission, hydraulically-operated with gyrol Fluid Drive. Four forward speeds and reverse, with automatic driver controlled upshift from first to second, and third to fourth

gear. All forward gears are synchronized. Lubricant capacity, $2\frac{1}{2}$ Imp. pts.

DRIVE

Hotchkiss type through rear springs. Hypoid rear axle. Ratio 3.9 to 1;

FRONT SUSPENSION

Independent Coil Springs of Amola Steel. Oriflow Shock Absorbers. Torsion-rod sway eliminator.

REAR SUSPENSION

Semi-elliptic springs, grooved and tapered leaves. Metal spring covers. Straddle-mounted Oriflow Shock Absorbers.

FRAME

Double channel, welded box type, four cross members.

STEERING

Center-arm steering. Ratio, 18.2 to 1. Steering wheel diameter, 18 in.

BRAKES

Chrysler Safe-Guard Hydraulic, 12 in. dia., internal expanding. Easi-Lock, independent Parking Brake, internal expanding, located on propeller shaft.

WHEELS AND TIRES

Chrysler Safety Rim Wheel, 4-ply Super-Cushion tires 7.60 x 15. Stainless Steel Wheel Covers.

WHEELBASE

$125\frac{1}{2}$ in.

OVERALL LENGTH

$207\frac{1}{4}$ in.

OVERALL WIDTH

$75\frac{1}{8}$ in.

Chrysler

SPECIFICATIONS: SARATOGA • NEW YORKER • IMPERIAL • CROWN IMPERIAL

ENGINE

Fire-Power High Compression 90° V-8. Bore, 3 $\frac{1}{8}$ in. Stroke, 3 $\frac{5}{8}$ in. Piston Displacement, 331 cu. in. Brake Horsepower, 180 at 4000 rpm. Torque, 312 ft. lbs. at 2000 rpm. Hemispherical Combustion Chamber with lateral valve arrangement. 3 rings per piston. Full Pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition. Full-Flow Oil Filter. Full length Water Jacket Cooling. Twin Concentric Valve Springs. Resistor-type Spark Plugs. Crankcase Ventilation. Double Breaker Distributor. Dual-throated Carburetor with integral automatic choke. Pressure Vent Radiator Cap.

FUEL SYSTEM

Dual-throated Downdraft Carburetor with integral automatic choke and water-jacketed throttle body. Oilite fuel filter in gas tank. Tank capacity, 16.5 Imp. gal.

COOLING SYSTEM

Thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jackets. Pressure Vent radiator cap. Capacity 21 Imp. qts.

CLUTCH

Single-plate, dry, ventilated with two molded, woven asbestos facings. Saratoga, 9 $\frac{1}{4}$ in. dia; New Yorker & Imperial, 9 $\frac{1}{2}$ in. dia.; Crown Imperial, 10 $\frac{1}{4}$ in. diam.

ELECTRICAL SYSTEM

High Capacity generator, 50 amps. Crown Imperial, 55 amps. 19-plate, 6 volt battery, 135 amp.-hr. capacity. Waterproof Ignition. Resistor-type spark plugs. Back-up lights. Directional Signals. Ignition key starter switch. Solenoid engaged starter. Sealed-Beam Headlights.

FLUID-MATIC DRIVE

Hydraulically-operated, controlled type automatic transmission with gyrol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios: 3.57 to 1—2.04 to 1—1.75 to 1—1.00 to 1—with 3.99 to 1 for reverse. Capacity, 2 $\frac{1}{2}$ Imp. pints. Fluid Drive Unit permanently sealed at Factory. Standard all models except Crown Imperial, on which Fluid-Torque Drive is standard.

FLUID-TORQUE DRIVE

New Chrysler Torque Converter with hydraulically operated, controlled type automatic transmission. Standard equipment on Crown Imperial. Available on Imperial, New Yorker and Saratoga extra cost.

DRIVE

Hotchkiss type, through rear springs. Hypoid rear axle. Ratios 3.54 to 1.

FRONT SUSPENSION

Independent front wheel suspension with Amola steel helical coil springs. Oriflow 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. Straddle-mounted Oriflow Shock Absorbers.

STEERING

Center-arm steering with equal length tie-rods. Steering ratios—Saratoga, 18.2 to 1, except 8-Passenger Sedan which is 20.4 to 1. New Yorker and Imperial 20.4 to 1. Hydraguide Power Steering unit is standard equipment on Crown Imperial and available at extra cost on other models.

BRAKES

Chrysler Safe-Guard Hydraulic, 12 in. diameter, internal expanding. Power Braking unit, vacuum operated. Parking Brake—Chrysler Easi-Lock, independent, internal expanding, located on propeller shaft at rear of transmission. Crown Imperial has Chrysler hydraulic, self-energizing, self-adjusting Disc Brakes as standard equipment.

WHEELS AND TIRES

Saratoga, Safety Rim Wheels, 15 x 5.50 with 4-ply Super-Cushion Tires, size 8.00 x 15, except 8-Passenger Sedan, 8.20 x 15. New Yorker and Imperial, Safety Rim Wheels, 15 x 6.00, with 4-ply Super-Cushion Tires, 8.20 x 15. Crown Imperial, 6-ply Super-Cushion Tires, 8.90 x 15. Wheel covers standard all models.

WHEELBASE

Saratoga, 125 $\frac{1}{2}$ inches, except 8-Passenger Sedan which is 139 $\frac{1}{2}$ in. New Yorker and Imperial, 131 $\frac{1}{2}$ inches. Crown Imperial, 145 $\frac{1}{2}$ inches.

TREAD

Saratoga, 6-Passenger Sedan and Club Coupe, Front 56 $\frac{3}{4}$ " ; Rear 59 $\frac{1}{4}$ " ; 8-Passenger Sedan, Front 57 $\frac{1}{8}$ " , Rear 63" ; Town & Country Wagon, Front 57 $\frac{1}{8}$ " , Rear 58 $\frac{3}{4}$ " . New Yorker, Front 57 $\frac{1}{8}$ " , Rear 58 $\frac{3}{4}$ " . Imperial, Front 57 $\frac{1}{8}$ " , Rear 58 $\frac{3}{4}$ " . Crown Imperial, Front 57 $\frac{1}{8}$ " , Rear 60" .

OVERALL LENGTH

Saratoga, 6-Passenger Sedan and Club Coupe, 207 $\frac{3}{4}$ " ; Town & Country Wagon, 210 $\frac{1}{4}$ " ; 8-Passenger Sedan, 222 $\frac{3}{4}$ " . New Yorker, 213 $\frac{1}{4}$ " . Imperial, 212 $\frac{5}{8}$ " . Crown Imperial, 229 $\frac{1}{2}$ " .

OVERALL WIDTH

Saratoga, 75 $\frac{1}{2}$ " , except 8-Passenger Sedan which is 79" . New Yorker, 75 $\frac{1}{8}$ " . Imperial 75 $\frac{3}{4}$ " . Crown Imperial, 80 $\frac{7}{8}$ " .