Knowledge of the product is the first requirement of salesmanship

ROSS ROY
BULLETIN
FOR RETAIL SALESMEN

Nos. 2 & 3
•
FEATURES OF THE 1952 CHRYSLER V-8

"FINEST ENGINEERED"

THE 1952 V8 CHRYSLERS

An Analysis of what "FINEST ENGINEERED" means . . . and How you can Demonstrate it

All America will soon be reading about the new 1952 Chryslers—*"the finest engineered cars in America."*

But, regardless of all the information written to support the claim, *"finest engineered"*, it is your job to show your customers and prospective customers *how* and *why* the new Chrysler is most suited to their needs.

We believe that after you study this bulletin, you will agree that the 1952 Chryslers lend themselves to convincing demonstration more than any other car ever built. And this amazing quality is perhaps your greatest single advantage—because engineering achievements become understandable and significant to the average customer *only* when he can *experience* the direct results.

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"FINEST ENGINEERED . . ."

FOR DRIVING ENJOYMENT!

A new kind of motoring enjoyment is in store for the owner of a 1952 Chrysler with the sensational FirePower engine. It is a *personal* experience—like the spontaneous thrill of driving for the first time.

Major contributors to the Chrysler's breath-taking performance are the 180-horsepower V-8 engine and the hydraulically operated transmission—whether Fluid-Matic Drive or Fluid-Torque Drive is chosen.

In addition to performance features, there are many other features for driving enjoyment in the 1952 Chrysler that should not be overlooked—4-way safety-vision, the convenient location of instruments, ignition-key starting, and the cowl ventilator, to name but a few. Though seemingly less important than the engine and the transmissions, these features do a large part in making the new 1952 Chrysler a wonderful car to drive and to own.

FIREPOWER—Tested and Approved by Owners

Millions of owner-driven miles have proved every one of the original claims for the FirePower engine: that it provides greater efficiency, a higher level of performance, and greater durability than any competitive automobile engine. Equally important, and in addition to proving itself under *average* driving conditions, the Chrysler FirePower engine has established an enviable record in special applications—such as road racing events, economy contests and high-speed sheriff patrol service.

The FirePower performance record, in both ordinary and unusual types of service, gives you good salesroom ammunition—the kind that brings opportunities to demonstrate the Chrysler and its great V-8 engine.

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FEATURES WHICH MAKE THE FIREPOWER ENGINE GREAT INCLUDE: **Hemispherical Combustion Chambers • Lateral Valve Arrangement • Slipper-Skirt Pistons • Twin Concentric Valve Springs • Super-Hard Exhaust-Valve Seat Inserts • Hydraulic Tappets • Individually Connected Exhaust-Outlet Tubes • Floating Oil Intake • Full-Flow Oil Filter • Five Main Bearings • Dual-Throated, Downdraft Carburetor With Water-Jacketed Throttle Body • Pressure-Vent Radiator Cap • Waterproof Ignition System • Double-Breaker Distributor • (Detailed information on these features may be found in the Engine Section of the new 1952 Chrysler Data Book.)**

A CHOICE OF *TWO* HYDRAULICALLY OPERATED TRANSMISSIONS

Fluid-Matic Drive

Chrysler's Fluid-Matic Drive has long been recognized as providing the maximum in *driver* control without sacrificing freedom from shifting. It has been estimated that Fluid-Matic Drive does 98% of the shifting required in ordinary driving. Yet, unlike most transmissions of this kind, Chrysler provides a clutch pedal to answer certain special driving needs. For example, the clutch pedal is desirable when maneuvering in crowded quarters.

In normal situations, Fluid-Matic Drive makes driving just as simple as "stop-and-go" . . . the driver steps on the brake pedal to stop, then on the accelerator pedal to go. And, the Chrysler driver can upshift to cruising gear at any road speed over 14 miles per hour by momentarily lifting his foot from the accelerator. When extra power is needed at speeds up to 40 miles an hour, the driver can downshift to third gear immediately by pressing the accelerator pedal to the floor.

Fluid-Torque Drive

For those owners seeking the *ultimate* in flashing acceleration, Chrysler offers the remarkable Fluid-Torque Drive.* Like Fluid-Matic Drive, Fluid-Torque Drive eliminates practically all of the work of manual shifting. The major difference between the two lies in the fact that, in Fluid-Torque Drive, a torque converter replaces the gyrol Fluid Drive unit. As a result, acceleration is even further improved. The reason for this is that the torque converter gives an infinitely variable number of gear ratios, in addition to those provided by the regular 4-speed, hydraulically operated transmission.

Owners report that the Fluid-Torque Drive and 180-horsepower Engine combine to produce a new high in driving enjoyment.

**Standard on Crown Imperial; optional at extra cost on other 8-cylinder models.*

"FINEST ENGINEERED . . ."

FOR EASE OF HANDLING!

Men, as well as women, expect and get superior driving ease in Chrysler automobiles. Chrysler has pioneered many design features which go a long way toward making driving, steering and parking practically effortless.

On the basis of dimensional balance, alone, Chrysler offers greater ease of handling than its competitors. For example, considering the long wheelbase, Chrysler has less overhang than any comparable car. Over-all width is narrower, too. For the Chrysler driver, this means less "bulk" to maneuver—thus, easier handling.

Naturally, there are additional ease-of-handling features . . . such as Hydraguide Steering, Power Brakes, balanced weight distribution, good chassis design, the clutch pedal, extra visibility, and the FirePower Engine . . . which should be emphasized when selling the reasons why Chrysler is so easy to drive.

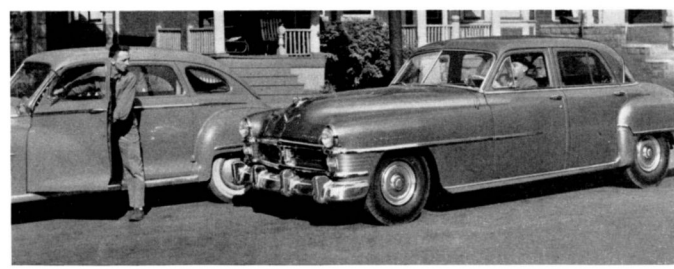
HYDRAGUIDE (Power-Assisted) STEERING

Chrysler's Hydraguide Steering has received tremendous public acceptance. Just as push-button control relieved the convertible owner of the manual work of raising or lowering the top—so does the hydraulically operated Hydraguide unit actually do 4/5ths of the work of steering!

To the owner, Chrysler Hydraguide provides a new measure of handling ease. It also means new safety, because in emergencies, such as tire failure at high speeds, the Hydraguide-equipped Chrysler provides a greater measure of control. Hydraguide Steering puts an end to wheel fight. Important, too, the car may be steered in the conventional way, should the power unit fail for any reason.

Customers who learn about Hydraguide by driving the Chrysler say that by parking the car, and by driving under unusual road conditions, they gain a full appreciation of the unique benefits.

POWER BRAKES



Power Braking is an important feature of the service brake system on all Chrysler FirePower models (with the exception of the Crown Imperial which is equipped with Chrysler's disc brakes). The power-brake (Vacu-Ease) unit operates on vacuum from the engine manifold. It serves to reduce pedal pressure, thereby giving extra ease of brake operation for the driver. This, in turn, provides greater control of the car and greater driving safety.

Finally, there is nothing new for the driver to learn. Brake pedal "feel" is essentially the same as with a non-powered system—the driver simply finds it *easier* to apply the brakes.

"FINEST ENGINEERED . . ."
FOR LUXURY RIDE!

The luxurious riding comfort long associated with Chrysler cars is another of the major accomplishments of Chrysler Corporation engineers.

This luxury ride can be quickly and forcefully demonstrated in the 1952 models.

The new interiors are spacious and tastefully appointed. They feature chair-height seats with foam rubber cushions, thus bringing living-room comfort into the passenger compartment. Generous dimensions—headroom, hiproom, shoulder-room, legroom—guarantee fatigue-free riding and driving.

NEW HEAT-RESISTANT SOLEX* GLASS

Providing more comfort for car occupants, Chrysler now offers Solex,* a special tinted glass for windshield and windows on all body models.

This glass is remarkable for its heat-absorbing qualities and on hot, sunlit days, will keep the moving car cooler on the inside. In addition, the light greenish tint of this heat-resistant glass has a restful effect on the eyes of driver and passengers alike.

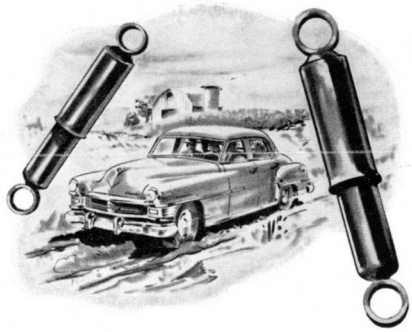
**Optional at extra cost.*

ORIFLOW SHOCK ABSORBERS

Primary factors in Chrysler's luxury ride are the amazing Oriflow Shock Absorbers. These shock absorbers are mounted "sea-leg" fashion in the rear, and thus assist lateral stability in addition to their regular function of controlling vertical, or up-and-down movement of the body. This method of mounting, in itself, is a definite advantage over that of many competitive cars.

However, Oriflow shock absorbers' greatest advantage is in their ability to control the action of the springs on very severe bumps. And, even with this truly astonishing control in the "high range," Oriflow shock absorbers still will permit very gentle action and reaction on small bumps and minor road deflections.

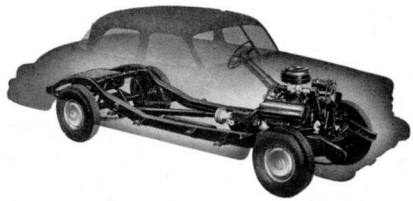
In other words, Oriflow shock absorbers are capable of *automatic control!* They compensate for *every* road irregularity! This results in unsurpassed riding comfort on *any* road surface—from superhighway to unimproved country byway.



CHASSIS AND BODY

You can also find many, many examples of Chrysler's superior engineering by looking closely at all of the components of the chassis and body. After such a study, it is apparent immediately why Chrysler can say "FINEST ENGINEERED".

From the seldom-thought-of molded rubber body mountings or the rotary door latches, to the sturdy box-section, double-channel side rails in the frame, each part is meticulously designed.



Listed below are some of the Chrysler chassis and body features, together with the benefits they provide the owner:

Hotchkiss Drive (Comfort, Performance) • Hypoid Rear Axle (Long Life, Performance) • Cyclebond Brake Linings (Safety, Long Life) • Independent Parking Brake (Safety, Dependability) • Safety-Rim Wheels (Safety) • Tapered-Leaf Rear Springs (Comfort, Safety) • Balanced Weight Distribution (Comfort, Safety, Performance) • Power Brakes (Safety, Reliability, Ease of Handling, Economy) • Enamel Body Finish (Appearance, Long Life) • Foam Rubber Seat Cushions (Comfort) • Cowl Ventilator (Comfort) • Safety Crash Pad (Safety) • Factory-Applied Undercoating (Long Life) • Electric Windshield Wipers (Safety and Convenience)

FOUR GREAT 8-CYLINDER MODELS FOR 1952

SARATOGA The combination of the mighty FirePower Engine and 125½-inch wheelbase, with Fluid-Torque Drive and Hydraguide Steering offered as optional (extra-cost) equipment, makes the Chrysler Saratoga the most maneuverable car in its price class. In addition, its acceleration, performance and ride can be so emphatically demonstrated that the car virtually sells itself.

The Saratoga is available in four body types: the Club Coupe, the Six-Passenger Sedan, the Town and Country Wagon, and the Eight-Passenger Sedan.

NEW YORKER Here is the model for the discerning prospect who desires a big car, still within the medium-priced field. The 131½-inch wheelbase affords a superb ride, and the FirePower Engine provides breath-taking performance. Fluid-Torque Drive and Hydraguide Steering are available, at extra cost, for those prospects seeking the ultimate in driving enjoyment.

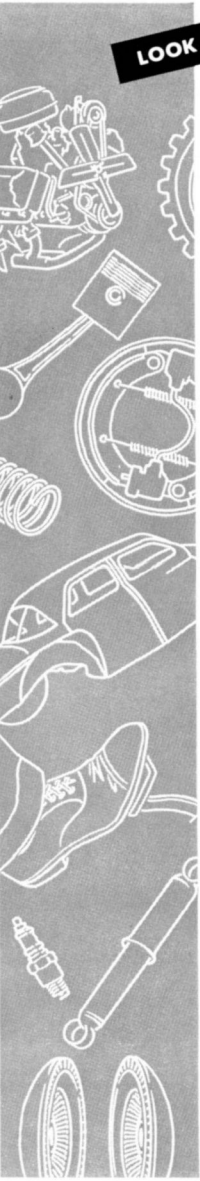
The New Yorker is offered in three smart body types: the stylish Six-Passenger Sedan, the sleek Convertible Coupe and the beautiful Newport.

IMPERIAL Finest of all cars in the fine-car field, the Chrysler Imperial is truly the prestige automobile. Typical of the luxury to be found in the Imperial model are the electric window lifts which are standard equipment. Fluid-Torque Drive and Hydraguide Steering are offered as optional (extra-cost) equipment.

The Chrysler Imperial is available in two body models: the classic Six-Passenger Sedan, and the popular Newport.

CROWN IMPERIAL For the person who insists upon the most distinctive, most luxurious mode of private transportation, Chrysler offers the distinguished Crown Imperial. In keeping with Chrysler tradition and heritage, this model represents everything that's superlative in an automobile.

The Crown Imperial is available in the Eight-Passenger Sedan and Limousine body types.



LOOK AT THESE

FAMOUS CHRYSLER FIRSTS

When Walter P. Chrysler "stole the show" in 1927, it wasn't because he introduced his cars at the Commodore Hotel, while the other manufacturers were at Grand Central Palace. The reason for his initial success was actually that of superior engineering. The 1927 Chrysler had features that gave the words *Performance, Safety, Handling Ease, Economy* and *Comfort* new meaning in the mind of the American motorist.

And, since 1927, Chrysler Corporation has continued to produce cars of unmatched quality —cars with engineering features that have set the pace for the rest of the industry. A review of the Chrysler achievements discussed below should enable you to give owners and prospects a new conception of the phrase "FINEST ENGINEERED".

High-compression Engine. Although many manufacturers still discuss "High-Compression Engines" as though they were something "new", Chrysler engines have been of this type since the very beginning in 1927!

With this fact in mind, it's readily understandable that the FirePower engine—with its superlative performance and amazing efficiency—should evolve from the same engineering department. There's an important parallel between the success of FirePower over its competitors and that of the first Chrysler car: "Today, as in 1927, Chrysler is the 'FINEST ENGINEERED!' "

One first thinks of the benefits of high compression in terms of *Performance*—and Chrysler engines deliver it on regular-grade fuels. And, because high-compression engines get more out of each ounce of fuel, further *Economy* is accomplished. But in addition, there's the *Safety* of having additional power in reserve to accelerate away from danger.

Hydraulic Four-wheel Brakes. The introduction of hydraulic four-wheel brakes in 1927 made Chrysler the safest car to drive. The engineering principles of hydraulics, which permitted equal pressure at all four wheels, made the existing mechanical systems obsolete. With the *Reliability* and *Safety* of hydraulic four-wheel brakes came a new peace of mind for the driver and his passengers.

Even though the original braking system was well in advance of those of other manufacturers, Chrysler engineers continued to improve and refine until they conceived the Safe-Guard Hydraulic Brake System. This system uses individual brake cylinders and individual anchors for the two shoes in each front wheel.

Following the development of this "first", the brake engineers made further refinements by designing the Power Braking system described on page 3 of this bulletin.

Next came a complete departure from convention with the introduction of the Chrysler Disc Brakes, which are standard equipment on Crown Imperial models.

All-steel Bodies. Chrysler, with such engine features as high compression, and such chassis features as hydraulic four-wheel brakes to its credit, was also first to introduce all-steel bodies.

The immediate benefit of all-steel bodies was, of course, *safety,* but, in time, they also proved to be longer lived than the old wood-and-steel bodies. In addition, all-steel bodies had far fewer rattles and squeaks.

Chrysler body engineers have since developed many improvements determined by the requirements of the human anatomy. For example, Chrysler pioneered the three-person front seat, thus making a six-passenger sedan practical without the use of folding auxiliary seats in the rear. Fatigue-free, chair-height seats are still another example of Chrysler pioneering.

The so-called "Hard-top Convertible" was another Chrysler First.

Fluid Drive. When gýrol Fluid Drive was originally presented to Chrysler buyers, it was the first transmission improvement of any consequence in many years. The fluid coupling's major contribution to driving ease lay in the fact that it made the engine virtually stall-proof. It also reduced wear throughout the entire drive train because of its cushioning effect.

Under different names, the "fluid flywheel" of Chrysler's Fluid Drive became the basis of many automatic transmissions. In fact, there isn't a single automatic transmission available today without the equivalent of Chrysler's famous first—Fluid Drive.

MORE Reasons Why Chrysler Is "FINEST ENGINEERED"

Positive-Pressure Lubrication • Body and Fender Rustproofing • Carburetor Air Cleaner • Tin-Coated Aluminum Pistons • Exhaust Valve Seat Inserts • Roller-Bearing Universal Joints • Amola Steel Tapered-Leaf Rear Springs • Rubber-Insulated Body Mountings • Independent Parking Brake • Power-Operated Convertible Top • Full-Flow Oil Filter • Electric Windshield Wipers • Counterbalanced Luggage Compartment Lid • Safety-Rim Wheels • Superfinish • Sway Eliminator • Oriflow Shock Absorbers • Hemispherical Combustion Chambers • Laterally Spaced Valves • Power-Assisted Steering • Hard-Top Convertibles.