

the Beautiful

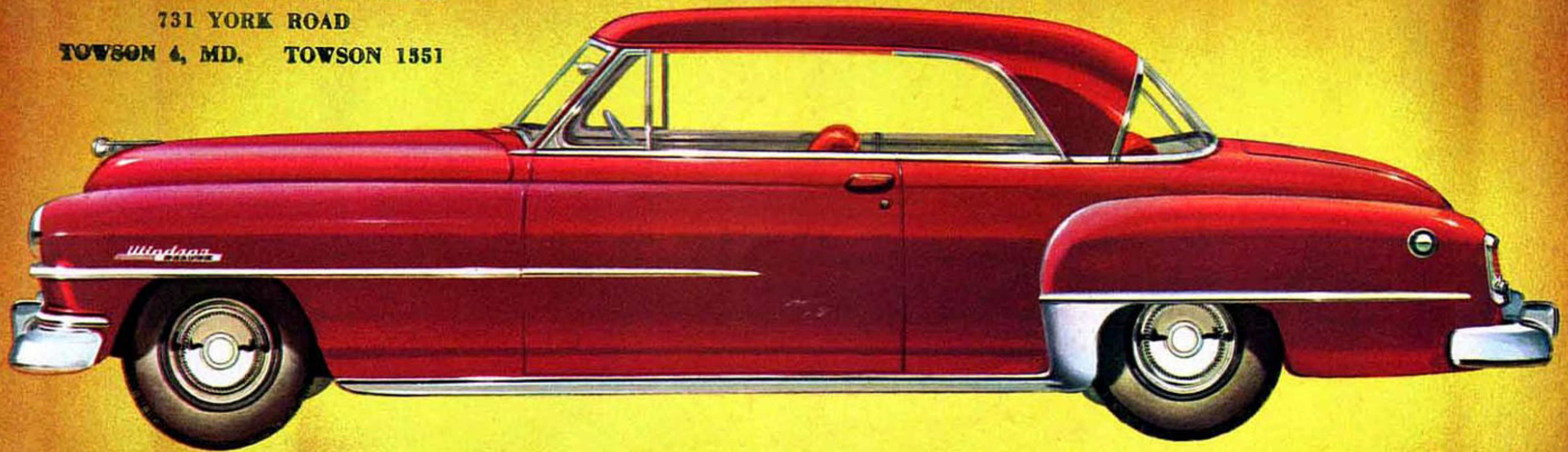


Chrysler

MURDOCK MOTORS

731 YORK ROAD

TOWSON 4, MD. TOWSON 1551



W I N D S O R A N D W I N D S O R D E L U X E

the Windsor

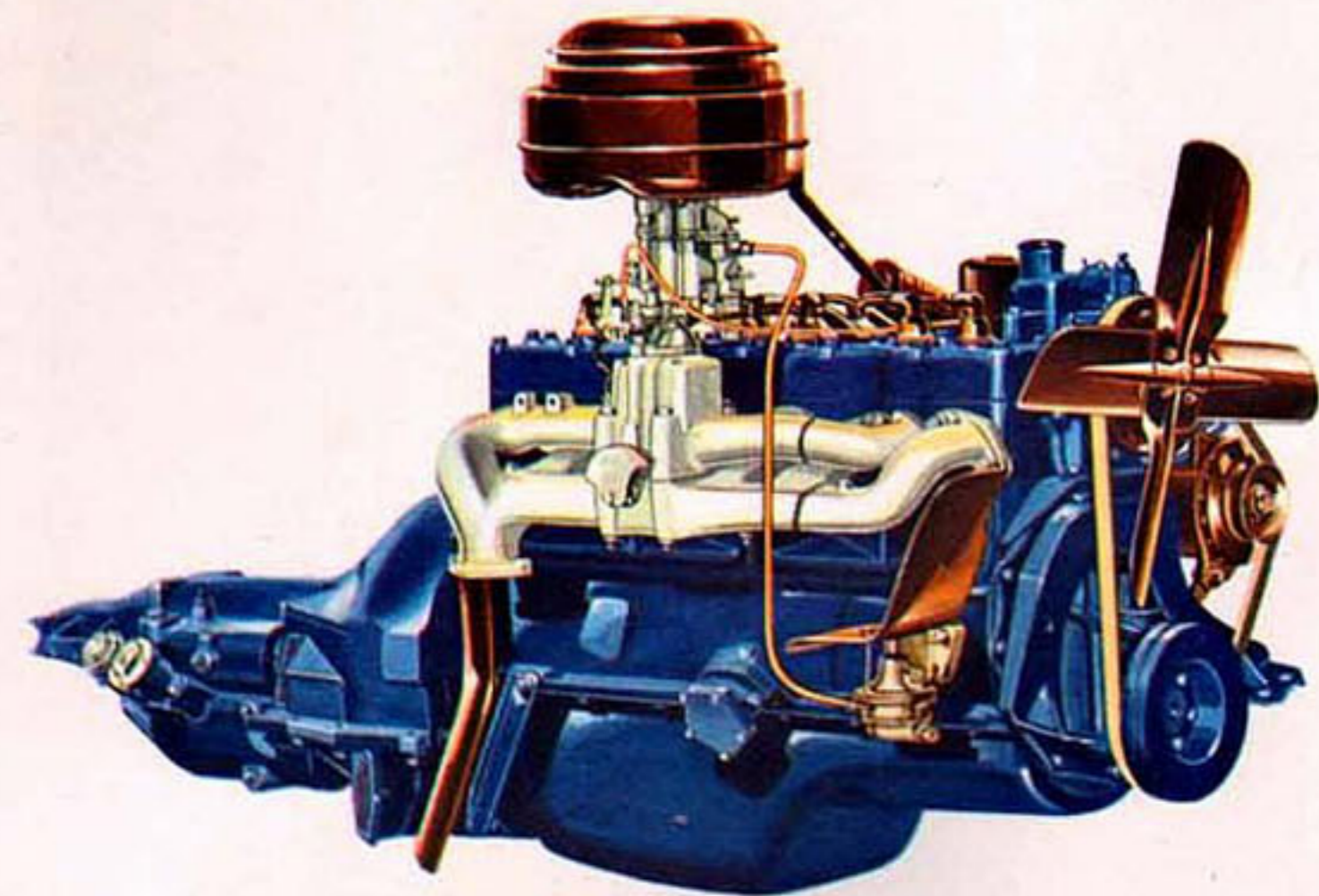
The Chrysler Windsor for 1952 comes just about as close to *the perfect car* as you will find today. It is big enough for comfort and safety. It is a beautiful car . . . both inside and out. It commands respect . . . and gets it . . . and requires no apologies. It has performance that will hold its own in almost any company. It has engineering and design features that are exclusively Chrysler. And, best of all, it is economical to operate and maintain. It is really fine car luxury, comfort, safety, performance, with operating and maintenance costs that compare so favorably with, and in some cases, even excel, the lower priced cars. In other words, it is a car you will be proud to own, proud to drive. It is the perfect combination of big, fine car prestige, performance, comfort and safety at medium-price first cost, and low-price upkeep and maintenance cost.

The 1952 Models include the following Body Types: On the Windsor . . . 6-Passenger Club Coupe; 6-Passenger Sedan; 8-Passenger Sedan; and Town & Country Wagon. On the Windsor DeLuxe . . . there are the Convertible Coupe; 6-Passenger Sedan; and Newport, the convertible coupe body styling with the steel roof.

The Greater Spitfire

The big feature of the Windsor and Windsor DeLuxe Models for 1952 is the new Spitfire Engine . . . the 1952 version of the history-making Chrysler 6-cylinder High Compression Engine that rocked the Industry in 1924. The 1952 Spitfire is larger. It is more powerful. It has greater torque . . . all of which means faster acceleration, higher cruising speeds, and better performance throughout the entire power range.

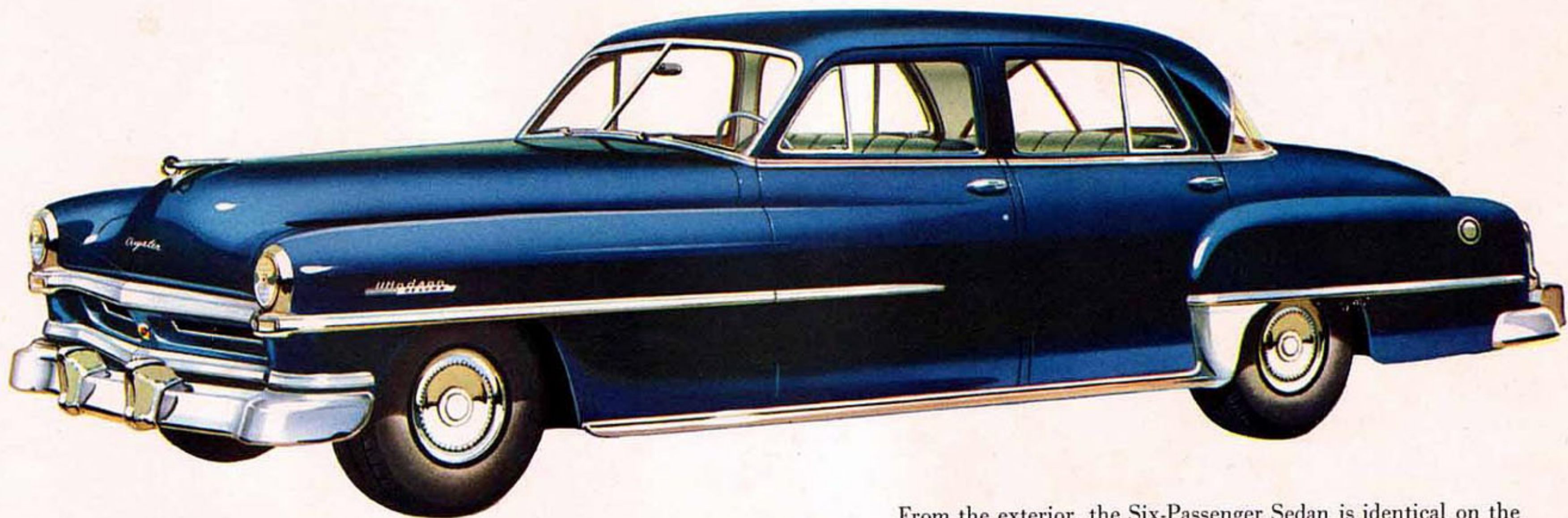
Spitfire . . . the engine that is generally regarded as the finest six-cylinder engine ever built, now gives Chrysler owners more than ever.





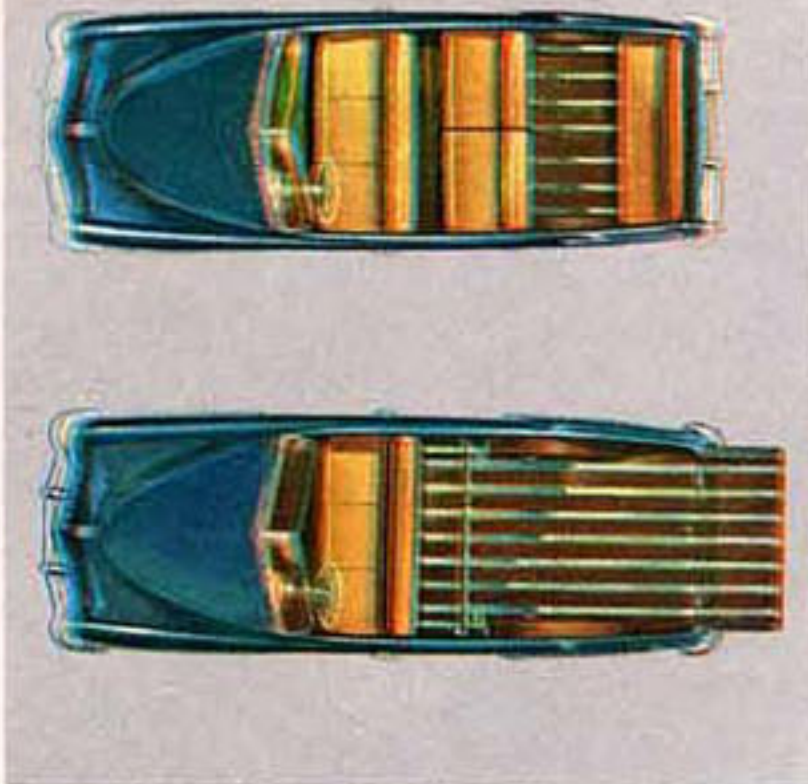
the Windsor and Windsor Deluxe

six passenger sedan



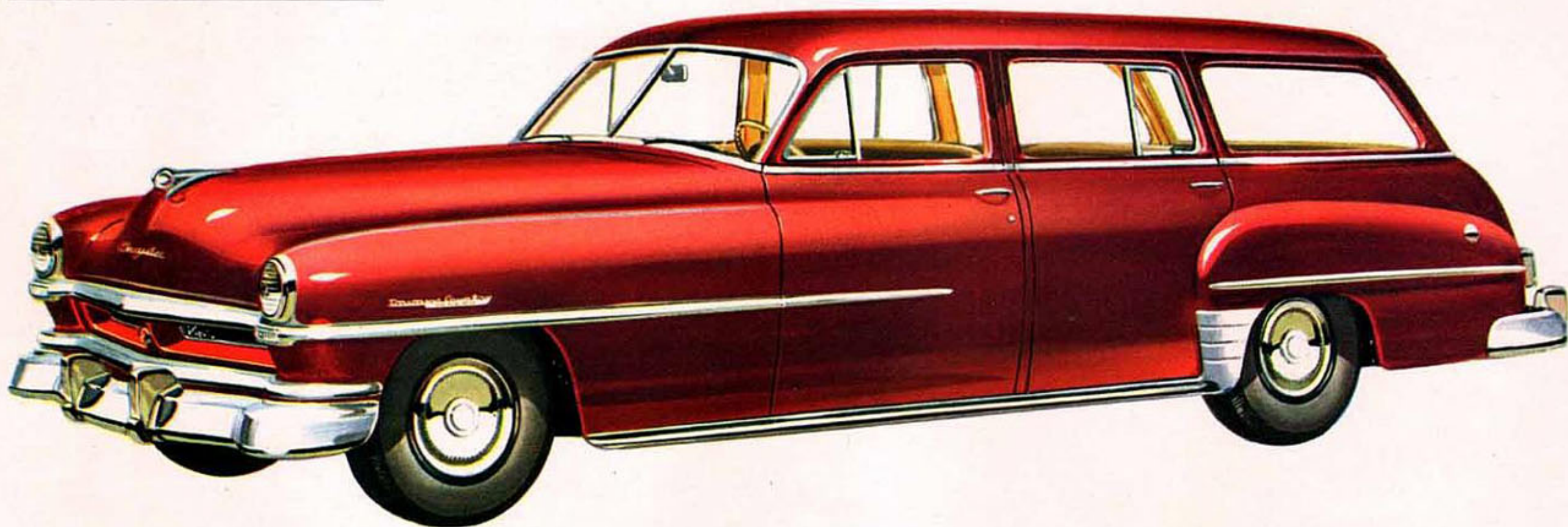
From the exterior, the Six-Passenger Sedan is identical on the Windsor and Windsor DeLuxe. The difference is in the interior appointments and the Fluid-Matic Drive, which is standard on the DeLuxe and optional at extra cost on the Windsor.

Here is big car luxury . . . 125½-inch wheelbase . . . with 7.60 x 15 inch tires . . . 119-horsepower Spitfire engine . . . Oriflow Shock Absorbers . . . large, wide doors, that open all the way . . . plenty of headroom, leg and elbow room . . . fine visibility all around. New Solex safety glass that reduces glare and reflects heat from the sun, giving greater comfort and driving ease, now available on all body types at low extra cost.



the Windsor

Town & country wagon



The smartest, and most distinctive station wagon built today . . . and likewise, the most serviceable. The body is all-steel. It has four wide doors. It has two full-width seats to accommodate six passengers and, available at extra cost, a removable seat that can be used in the rear for the children.

The rear compartment seat is divided so that either or both sections can be folded forward, leaving the entire rear compartment for luggage.

The tailgate opens flush with the floor for easy loading or unloading. With the rear seat folded forward, and the tailgate open, the storage space is 116 inches long—more than nine feet long. Storage capacity space with the tailgate closed is 88 inches long, 44¼ inches wide and 30 inches high.



the Windsor Deluxe

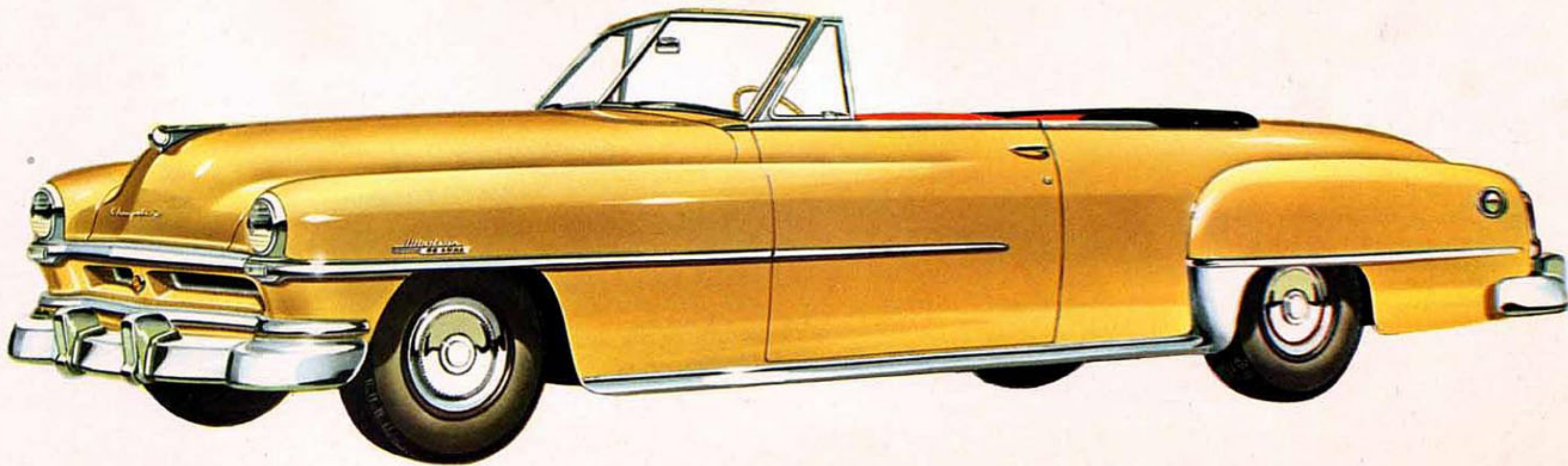
convertible coupe

Chrysler Convertibles have always been smart, beautiful cars, and the 1952 Windsor DeLuxe most certainly glorifies the family tradition.

It is more than seventeen feet long, and with the long, gracefully sweeping front and rear fenders, it looks even much longer.

The top can be raised or lowered by merely operating a lever on the dash. The top folds down flush into the well behind the rear seat.

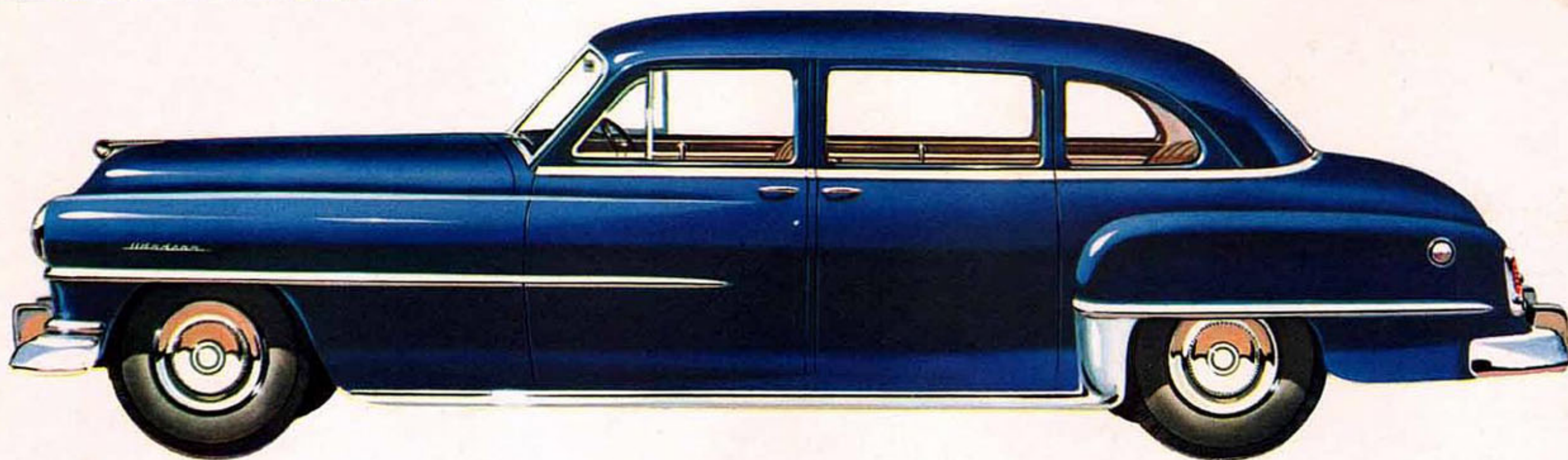
Some of the Windsor DeLuxe features are Fluid-Matic Drive . . . no gear shifting; electric windshield wipers; Safety Crash Pad; the amazing new Oriflow Shock Absorbers; Full-Flow Oil Filter, which saves money on oil and maintenance costs; rich, finely tailored interiors, and a wide variety of beautiful colors from which to make your paint selection.





the Windsor

eight passenger sedan

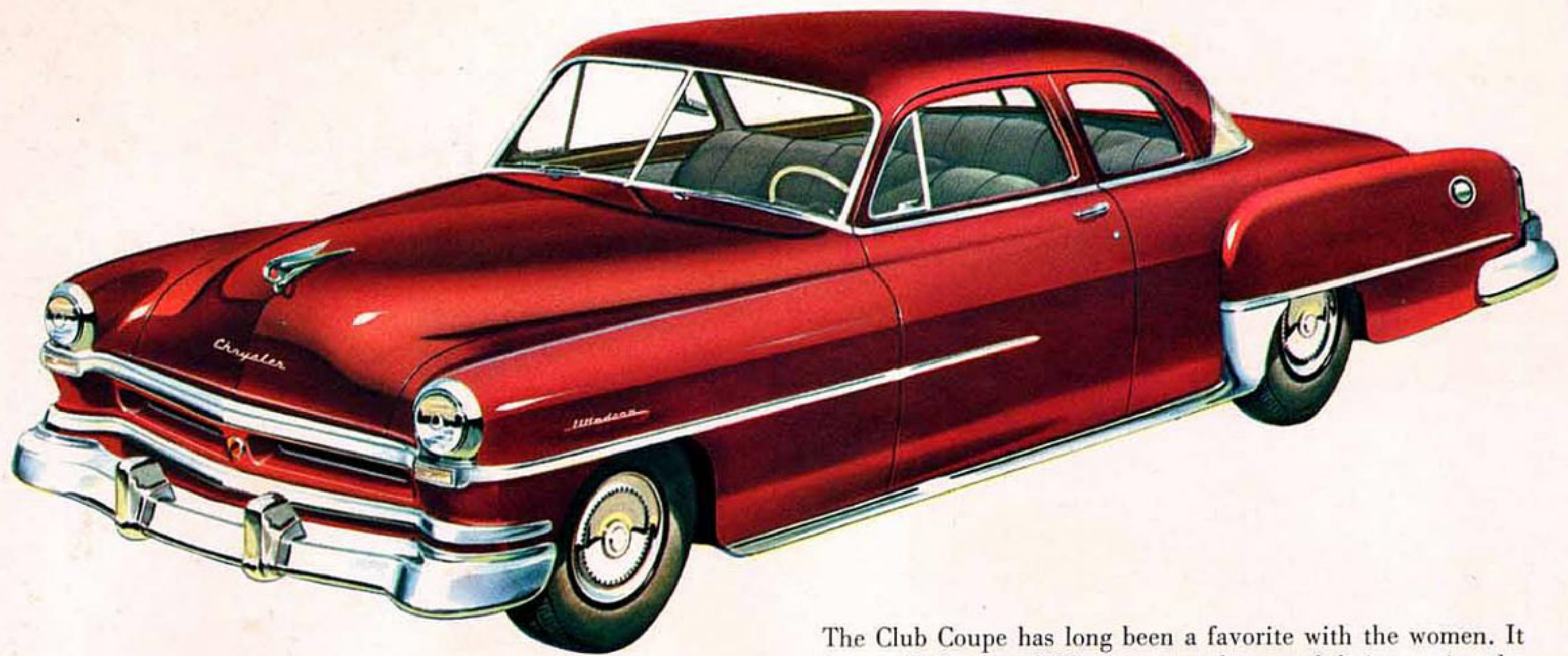


The Windsor 8-Passenger Sedan is a luxurious, aristocratic car . . . a car of unexcelled beauty and performance . . . a car of inherent good taste.

Powered with the larger, more powerful Spitfire engine, it has a long wheelbase of 139½ inches, which permits spacious interiors and many appointments for the comfort and convenience of eight passengers.

The two auxiliary seats are deep, wide, and comfortable, and can easily and quickly be folded forward out of the way when not in use.

The interiors are handsomely appointed, with such features as folding center arm rest, assist handles, ash trays, foot rest, and many others.



The Club Coupe has long been a favorite with the women. It is so safe for the children . . . no danger of their opening the door or getting hurt. It is so spacious . . . so beautifully and tastefully appointed. And it is so easy to drive and to park.

It is a big favorite, too, 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 traffic and can take the long trips in its stride . . . easy and effortlessly, both for the driver and the car.

The Club Coupe is a big car for beauty, comfort, and easy riding, but it has small car maneuverability and economy.



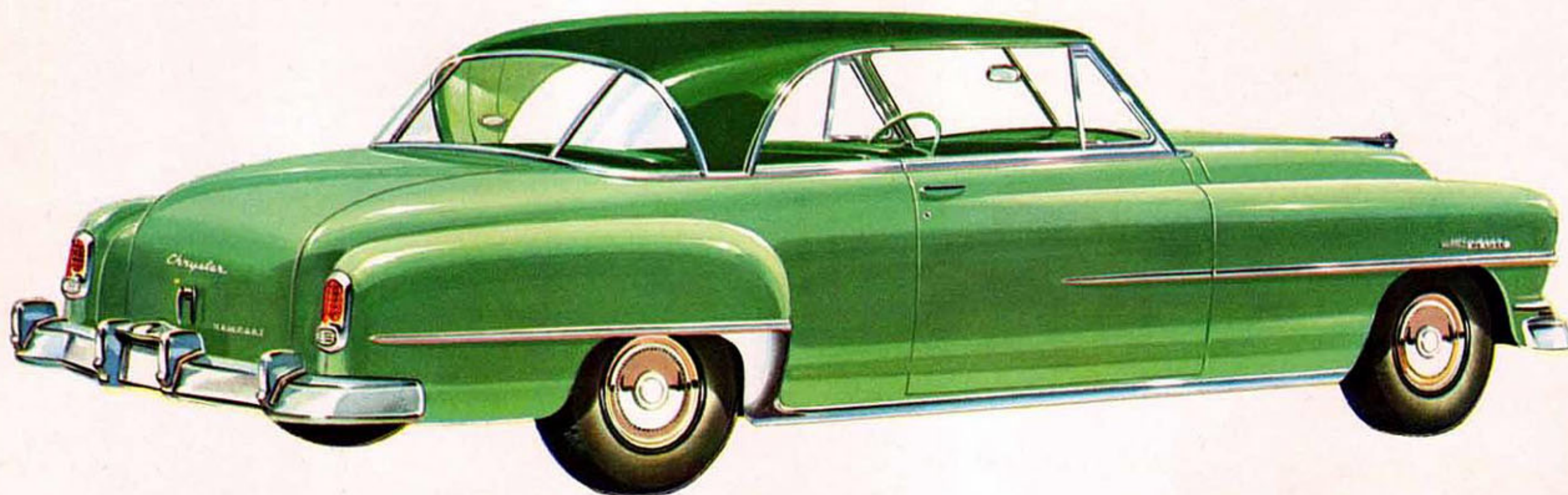
the Windsor

club coupe



the Windsor Deluxe

newport

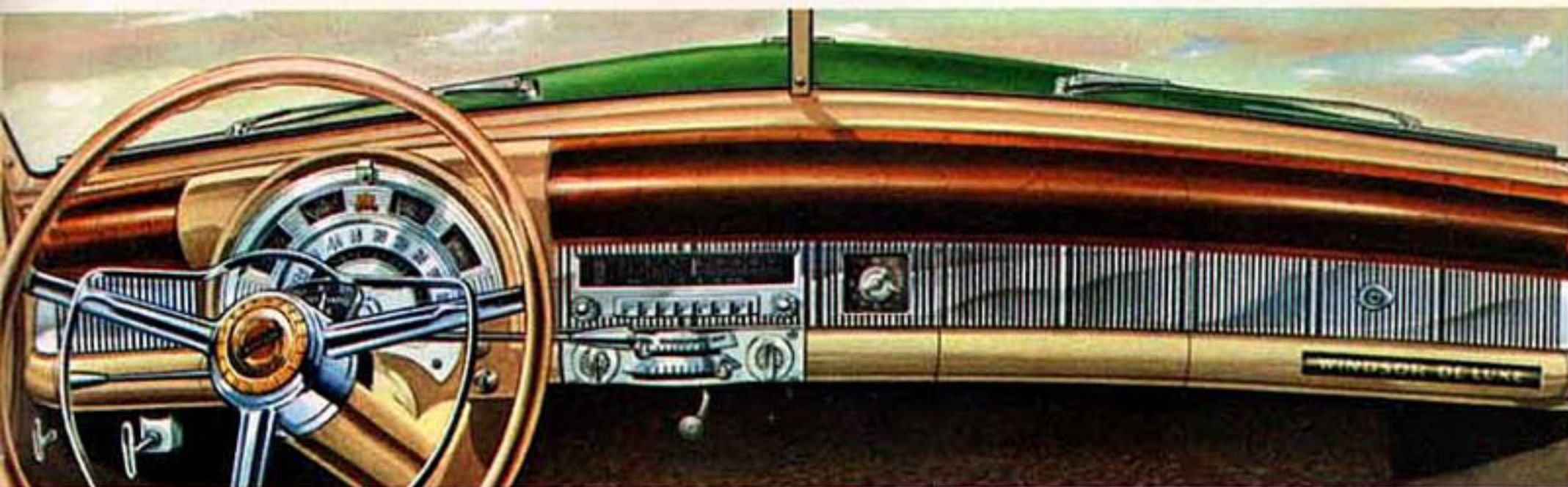


The "Hard-top" Convertible Coupe is the glamour car today. And the Windsor DeLuxe Newport illustrated above is the 1952 version of this *original* body design that was first built by Chrysler in 1946.

The top is heavy gauge steel, which affords the same protection as the sedan body. The windows lower into the doors and the rear three-quarter windows roll down into the body. The wide CLEARBAC rear window and the broad windshield accentuate the open car freedom of this popular body style. On the Newport, and all other body styles, electric window lifts are available at extra cost.



Illustrated below is the beautiful Windsor DeLuxe dash panel with the Safety Crash Pad of sponge rubber; the Safety-Eye Instrument Cluster, with all dials and gauges within easy view; the wide-sweep, two-speed, electric windshield wipers; the convenient horn ring; electric clock; Ignition Key Starter; and the large glove compartment, with lock. All controls are within easy reach and in plain sight.

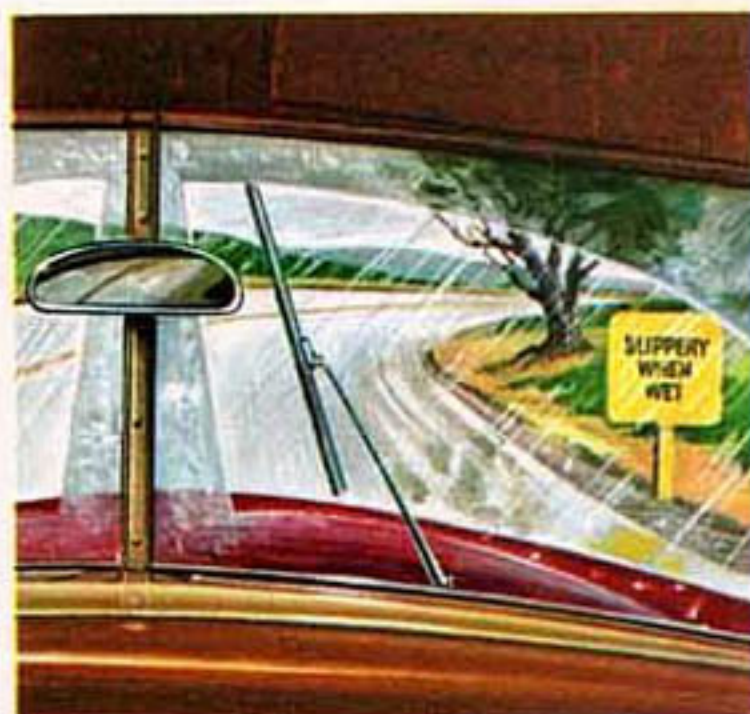


The oil and gasoline gauges; the temperature and voltage indicators; and the speedometer dial are all grouped in the Safety-Eye Instrument Cluster where they can be seen at a glance. A switch controls bright or dim lighting of the instrument panel.

Our statement that Chrysler cars are *the finest engineered cars of all* is based on our honest belief that it is a statement of fact . . . one that can be proved . . . by you . . . and to your complete satisfaction.

On this, and the following pages, are some of the engineering features that make these cars so satisfactory . . . so desirable. There are many others which we would like to tell you about and show you on the car itself. And then, you can drive the car yourself and find out first-hand that Chrysler cars are actually the finest engineered cars of all.

Engineering Features



With the Chrysler Electric Windshield Wipers there is no "stop and go" action that blurs your vision. They are constant, operating at a regular speed because they are run by electricity and not by the engine. The blades have a wide sweep. There are two speeds, high and low—both constant speeds.



The front ventilating windows have tamper-proof locks. When you set the screw the window is securely locked.



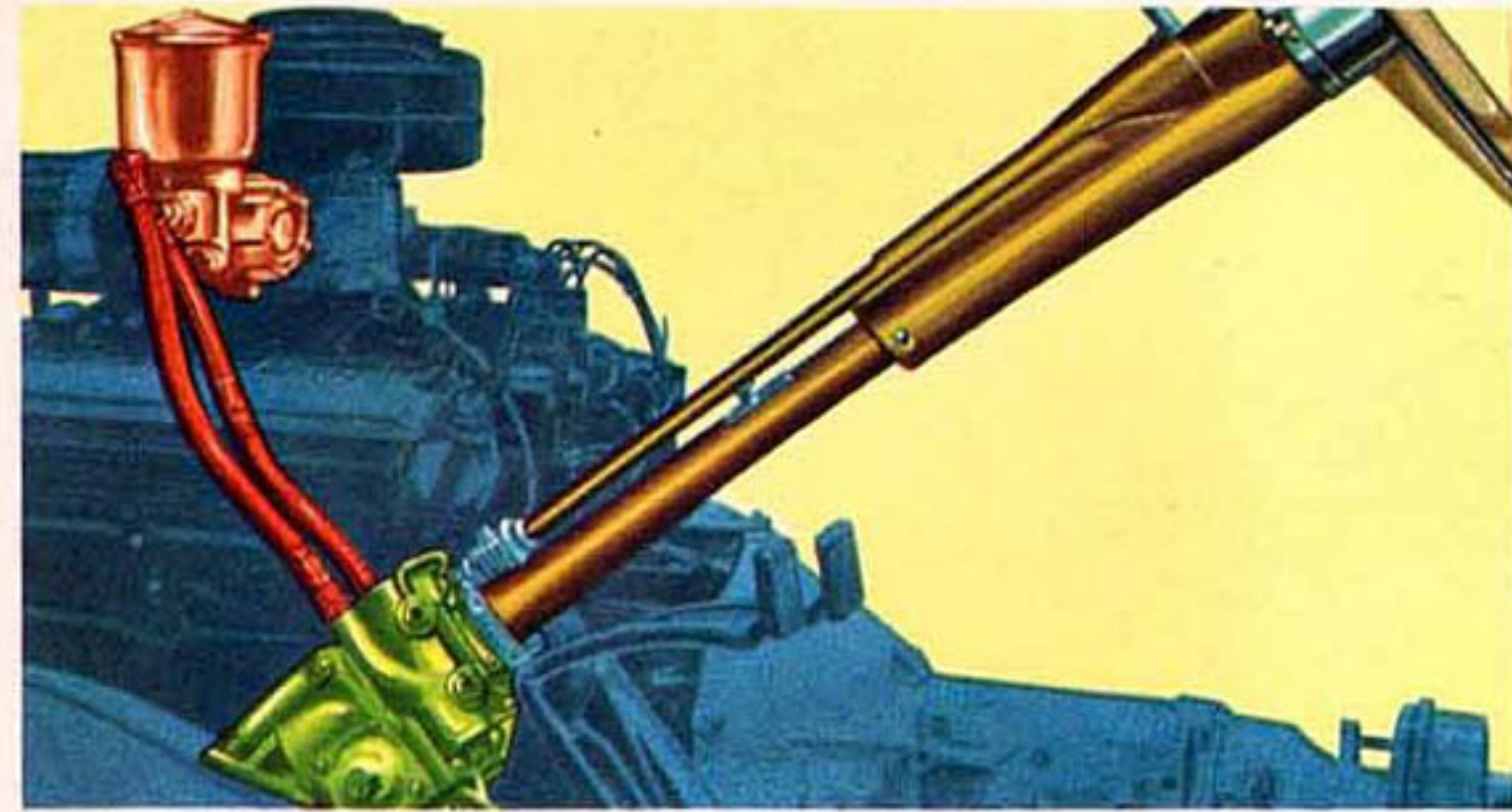
The front seat on all body types is adjustable. Just lift the lever and slide the seat forward. It raises as it moves forward for better vision.

A great safety feature is the Directional Signal. Merely flick the lever on the steering post and a flashing light shows cars in front and rear the direction in which you are going to turn.



The Chrysler-designed CLEARBAC window eliminates blind spots and permits clear vision to the rear through the wide rear-view mirror.





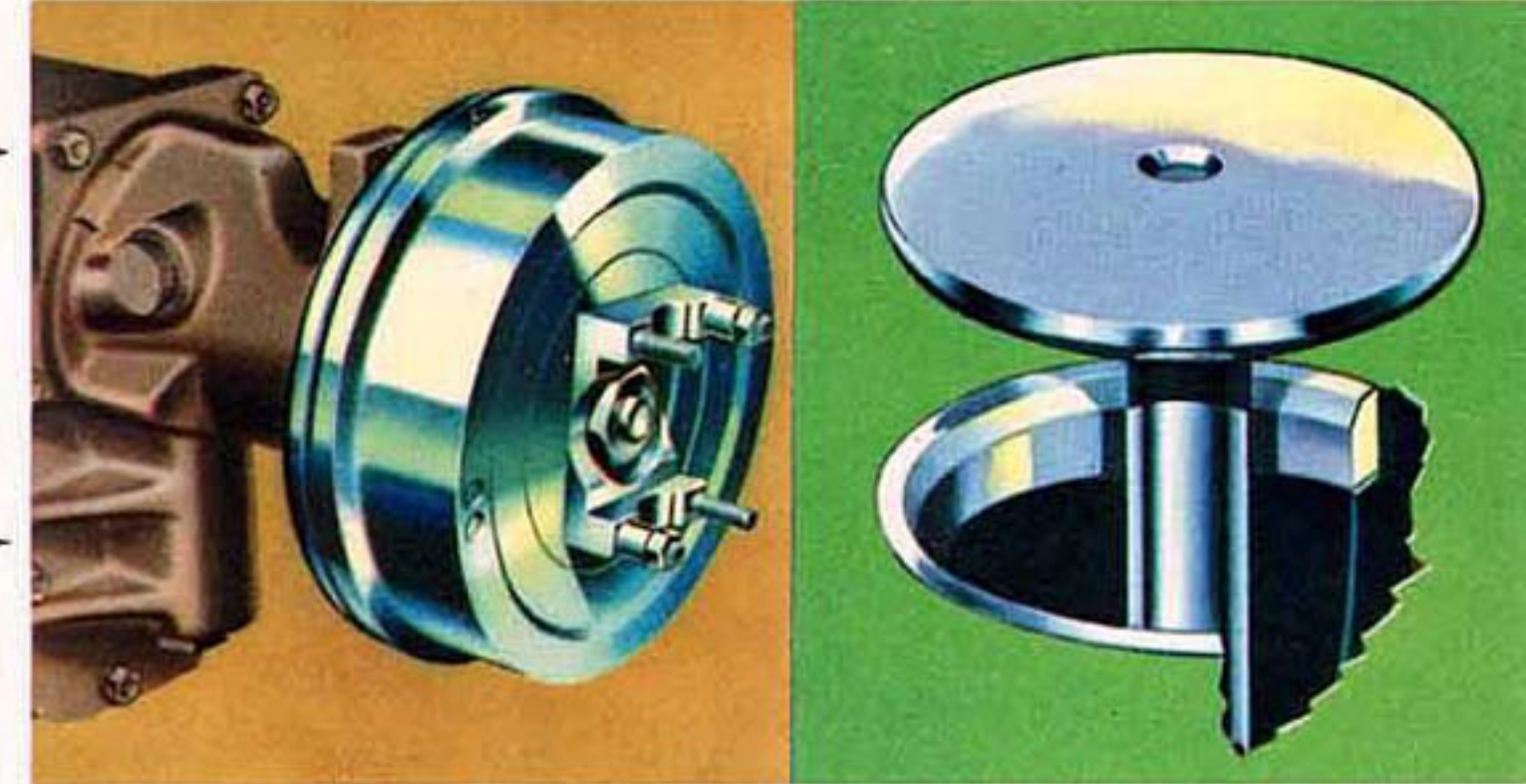
Here is big news . . . the new Chrysler Hydraguide Power Steering is available on Windsor and Windsor DeLuxe at extra cost. This amazing unit does 4/5 of the work of steering and parking the car. You can turn the wheels their entire travel with a finger on the spoke of the steering wheel. Undoubtedly the greatest convenience and safety advancement since the electric starter.



← The Resistor Spark Plugs have an extra wide gap which results in smoother performance when the engine is idling and in greater fuel economy. The smooth, quiet performance of the Spitfire engine is one of its many qualities . . . economy is another.

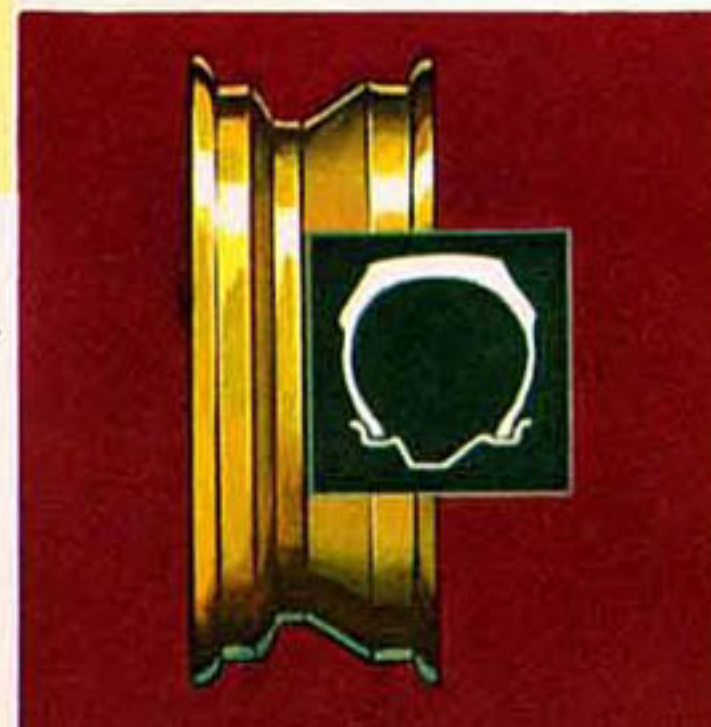
The Easi-Lock Parking Brake . . . on the right . . . is an internal expanding brake located on the propeller shaft. It will hold the car safely on any incline. T-handle lever located conveniently at left of driver.

Exhaust Valve Seat Inserts . . . shown on the far right . . . insure longer valve life, less valve grinding, and smoother, quieter performance.



← In a Chrysler, all passengers, both in front and rear, ride in the "Comfort Zone," between the front and rear wheels, where the ride is smoothest. Driver and passengers are cradled between the axles and not over them.

One of the great safety features on all Chrysler cars is the Safety Rim Wheel, which holds the tire on the rim in case of a blowout, enabling you to bring the car to a safe stop. →



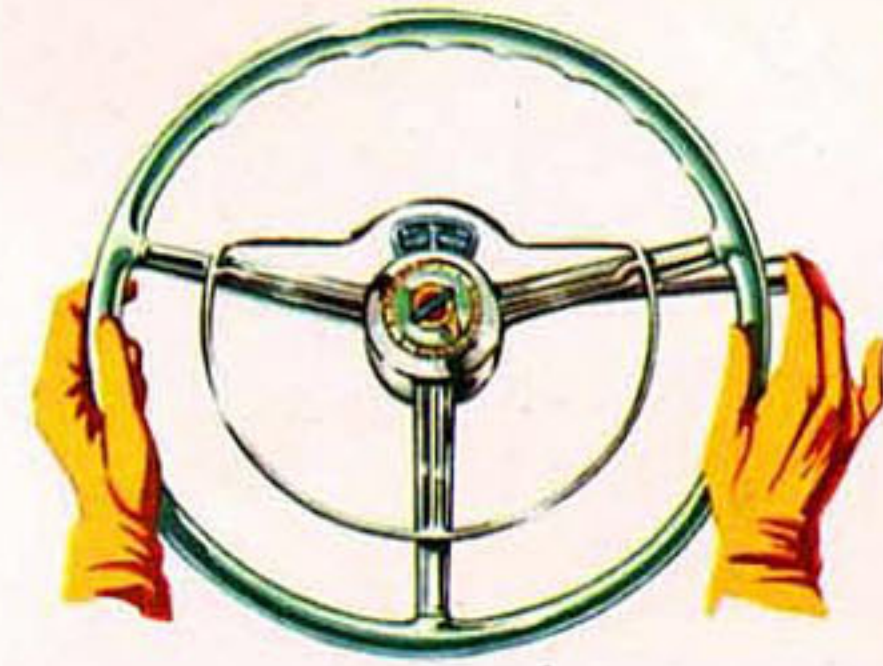
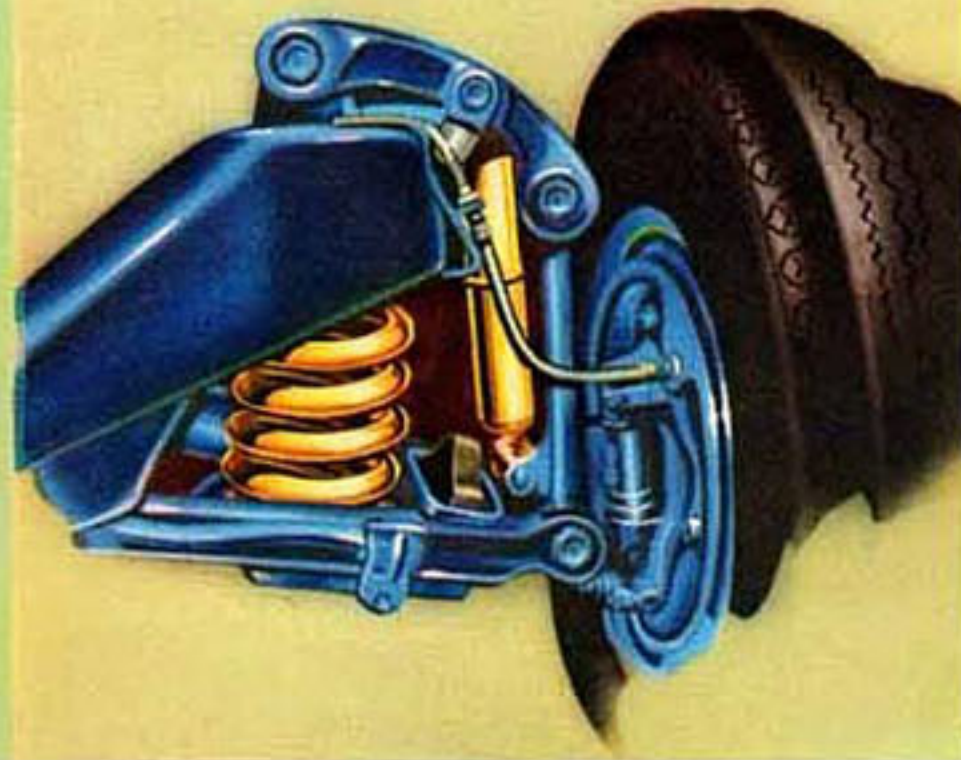
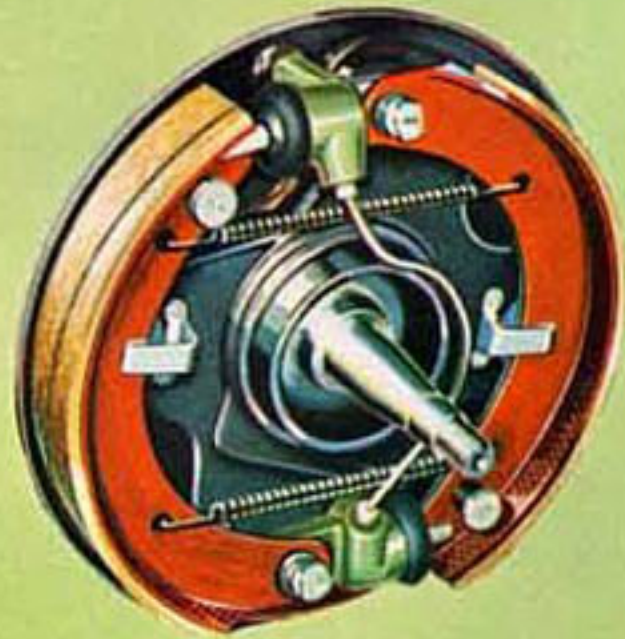
One of the most important engineering features is the Fluid-Matic Drive, which is standard on the Windsor DeLuxe and available on the Windsor.

Fluid-Matic Drive gives you a marvelously smooth, safe, and simple way to drive. You don't even have to shift gears. When you start out, all you do is move the lever down to the Driving Range and step on the accelerator. When you have reached a speed of about 14 miles an hour, release the accelerator pedal for a second, and you are in high gear. When you want to stop in traffic, merely apply the brake, and, to get under way again, step on the accelerator. You can drive all day without shifting gears.

In addition to the Driving Range, which is Third and Fourth Speed, you also have Low Range, which is First and Second Speed. And also, Reverse.

Chrysler Safe-Guard Hydraulic Brakes are the finest brakes ever developed for passenger car use. On the front wheel brakes, each shoe is operated by a separate cylinder.

Chrysler's new Oriflow Shock Absorbers not only give a much smoother ride over all types of roads, but also lessen driver fatigue and make the car easier and safer to drive.



Behind the wheel . . . that is the place to find out about the Spitfire Engine; the smooth Safety-Level Ride with Oriflow Shock Absorbers; the Fluid-Matic Drive, with no gear-shifting; the amazing Hydraguide Power Steering, which may now be had as extra equipment; and the many other engineering and design features we have touched on briefly in this catalog. A car will be placed at your disposal at your convenience. So, accept this cordial invitation to drive a Chrysler soon.

The Low Range is used only in emergencies, for extra pulling power to get out of deep sand, or mud, or on very steep grades. The Low Range is also ideal for icy roads or snow because the slow movement of the wheels gets you started safely, with no wheel spinning.

With Fluid-Matic Drive you have a clutch and a clutch pedal, which give you complete control of your car at all times and greatly facilitates the easy and safe parking of the car in tight spots.

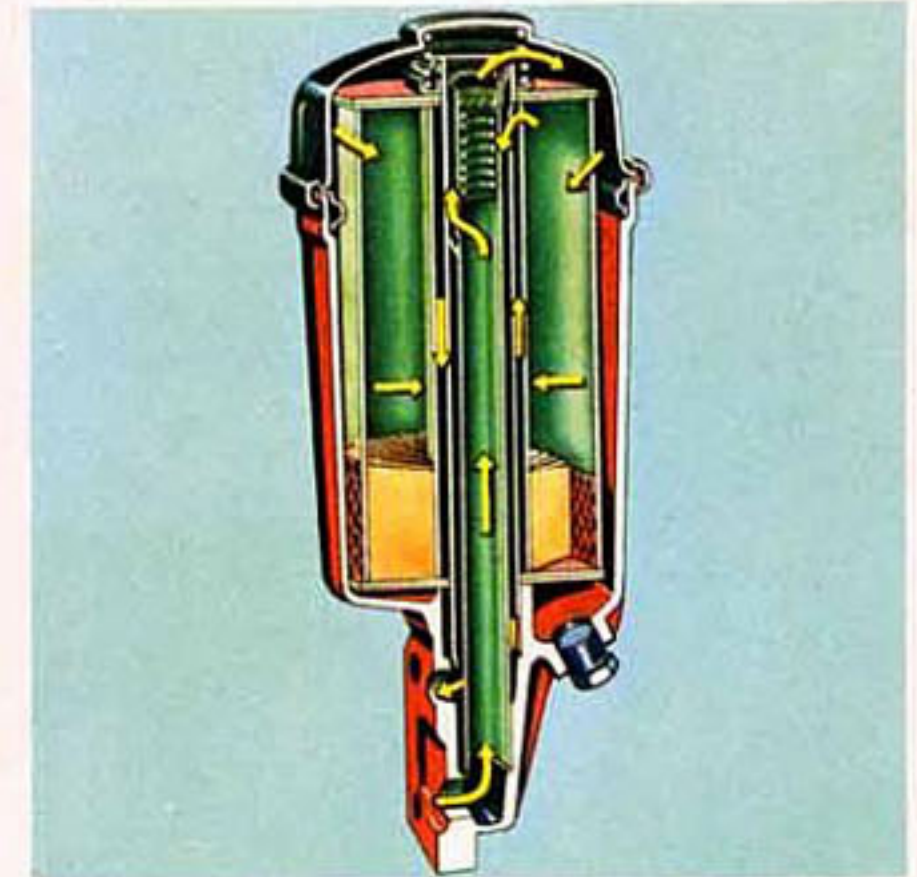
Fluid-Matic is the simplest, safest, smoothest drive of all.

During your test drive of a Chrysler, be sure to pay particular attention to the ride . . . because it is the smoothest ride on wheels today.

Several important engineering features combine to make this great ride possible. They are the revolutionary, new Chrysler Oriflow Shock Absorbers; the independent front wheel coil springs; the long, grooved and tapered leaf springs in the rear; rubber body mountings; center-arm steering; the torsion sway bar; and Super-Cushion Tires.

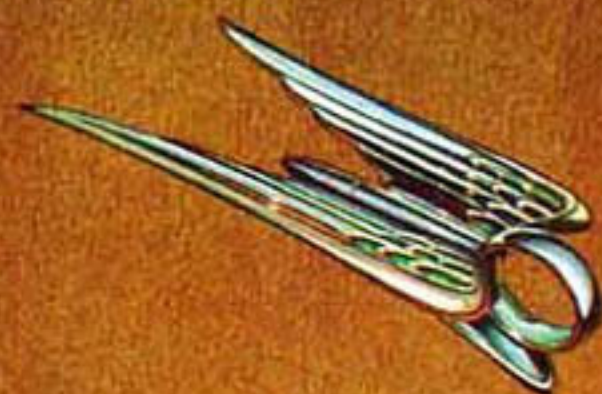


A great Chrysler safety feature for the front seat passenger . . . the Safety Crash Pad, which is made of thick sponge rubber and extends across the top of the dash panel.

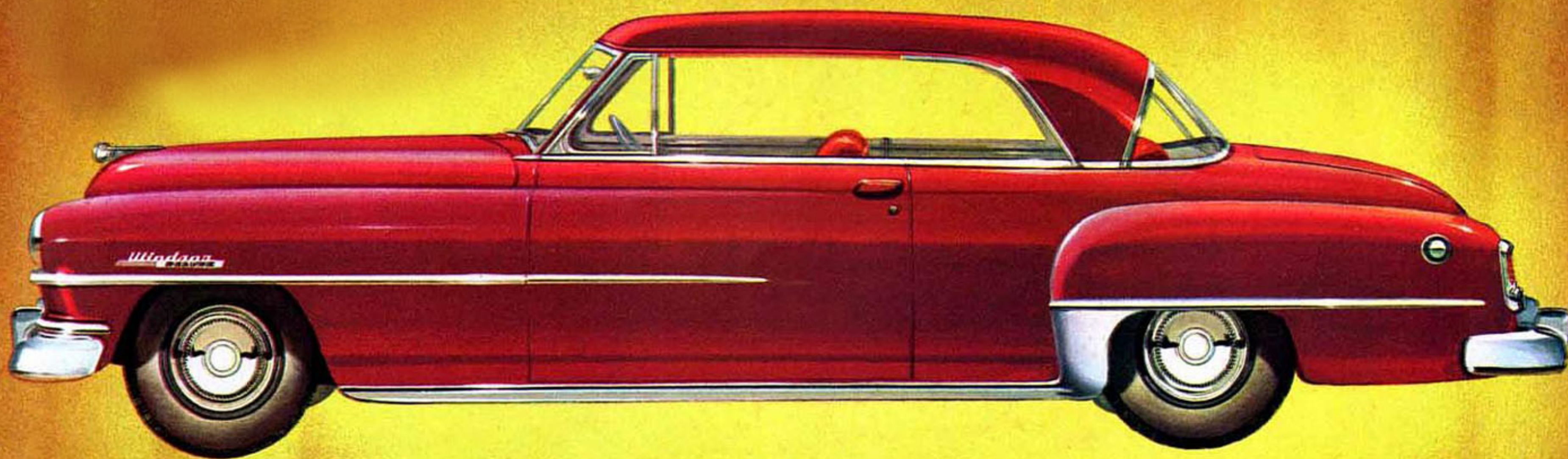


The exclusive Chrysler Full-Flow Oil Filter removes dirt and harmful abrasives by filtering all the oil before it reaches moving parts, which means better, lower cost performance.

the Beautiful



Chrysler



WINDSOR AND WINDSOR DELUXE