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Refinements Featured In 1952 Chrysler Line

Refinements throughout the line, rather than revolutionary engineering innovations, characterize Chrysler's 1952 models, which will be on display in dealers' show-rooms throughout the country December 14. There are two fundamental reasons why changes are less sweeping than generally is the case with the introduction of a new Chrysler line, it is explained by Joseph A. O'Malley, general sales manager of Chrysler Division, Chrysler Corporation.

"The demands of the rearmament program has created a situation in the machine tool industry that would preclude the extensive tooling program entailed by drastic model changes," says Mr. O' Malley. "Furthermore, Chrysler introduced more important new features in its 1951 line than ever before were offered by any manufacturer in a single year. These included the 180-horsepower V-8 Fire Power engine, Hydraguide power steering, Oriflow shock absorbers and Fluid-Torque Drive torque converter.


"The tremendous public reception of the 1951 cars, plus the shortage of materials, prevented our coming anywhere near filling the demand for them this year and we carry into 1952 a bank of orders that will be augmented by the improvements in our new line. We believe that our current vehicles are far ahead of the times."

The refinements available in the 1952 cars are contributors to performance, appearance, safety, economy and comfort. Certain


features heretofore available only in certain models have been extended to cover the entire line. Dimensionally all body styles are the same as corresponding models of the 1951 line. Thirteen solid colors and six two-tone paint combinations are offered.

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