

Knowledge
of the product
is the first
requirement of
salesmanship

ROSS ROY
BULLETIN
FOR RETAIL SALESMEN

Nos. 10 & 11
•
CHRYSLER
SPECIAL PRICE
BULLETIN

NEW LOWER PRICES

Improve your competitive position

The price reductions just announced by Chrysler have put you in a better position in the competitive price field than ever before. Prices have been reduced as much as \$303.80 on Chrysler cars.

NOW, MORE THAN EVER BEFORE it is necessary to impress the prospective car buyer with the importance of finding out what he is getting for the price quoted him by a competitive dealer.

Point out to him that for a realistic comparison of car prices he must compare cars with like equipment. Tell him when getting a price from a competitive dealer not to accept a factory-delivered price. The only way he can get a true price picture is to take the cars with comparable equipment. Find out what is standard and what is extra cost, add it into the price and then compare. Show him the charts on the following pages of this bulletin . . . here you can easily see how unrealistic the picture can be unless you match the prices of cars with comparable equipment.

On pages 4 and 5 of this bulletin you will find a chart

giving you the over-all picture of where you stand in the price field against all competitors. On the other pages you will find each Chrysler model compared with its main competitors with a comprehensive picture of the standard and extra-equipment situation.

When considering the prices listed on pages 4 and 5 of this bulletin, special note should be taken that all Chrysler cars with the exception of the Windsor include an automatic transmission as standard equipment. An automatic transmission is extra cost on many competitive cars.

The only change in standard equipment with this new price setup is that the two outside buffer guards for the front bumpers are now standard equipment on Windsor, Windsor De Luxe, New Yorker and New Yorker De Luxe models. They were formerly an extra-cost item at \$9.05.

Notice in the comparisons of cars with like equipment that the comparable Chrysler car sells for less than competition in thirteen of the sixteen instances.

POWER STEERING PRICE REDUCED

Chrysler Full-Time Power Steering System is now available at a new low price of \$177.35 against the previous price of \$198.90.

This is a point to emphasize in your sales talk because of the growing demand for power steering.

Now, at approximately the same price as General

Motors and a substantial saving over Lincoln and Packard, Chrysler offers a power steering system that is working for you all the time. All competitive power steering units are of the come-and-go variety . . . the assistance is only partial . . . not FULL TIME as in the Chrysler.

Chrysler Windsor vs. Competition

4-DOOR SEDANS

HERE'S THE PRICE STORY

	Chrysler Windsor	Buick Super	Oldsmobile De Luxe "88"	Oldsmobile Super "88"	Packard Clipper
Factory-delivered Price.....	\$2482.25	\$2696.17	\$2327.09	\$2461.71	\$2588.00
Price difference with standard equipment..		+ 213.92	- 155.16	- 20.54	+ 105.75
Equipment installed on majority of cars:					
Automatic Transmission.....	\$130.10	\$192.50	\$178.35	\$178.35	\$199.00
Oil-bath Air Cleaner.....	Standard	Standard	5.02	6.53	8.70
Oil Filter.....	Standard	Standard	10.27	10.27	11.80
Dual Back-up Lights.....	Standard	12.27	14.00	14.00	10.80
Foam Rubber Seat Cushions, Front and Rear.	Standard	Standard	22.84	Standard	Standard**
Stainless-steel Wheel Covers.....	Standard	12.27	14.67	14.67	16.35
Undercoating.....	Standard	30.00*	30.00*	30.00*	30.00*
Steering Wheel with Horn Ring.....	Standard	Standard	14.09	14.09	Standard
Cost of equipment.....	\$130.10	\$247.04	\$289.24	\$267.91	\$276.65
Total cost of car and equipment.....	\$2612.35	\$2943.21	\$2616.33	\$2729.62	\$2864.65
Price difference including equipment.....		+ 330.86	+ 3.98	+ 117.27	+ 252.30

*Estimated Dealer Charge.

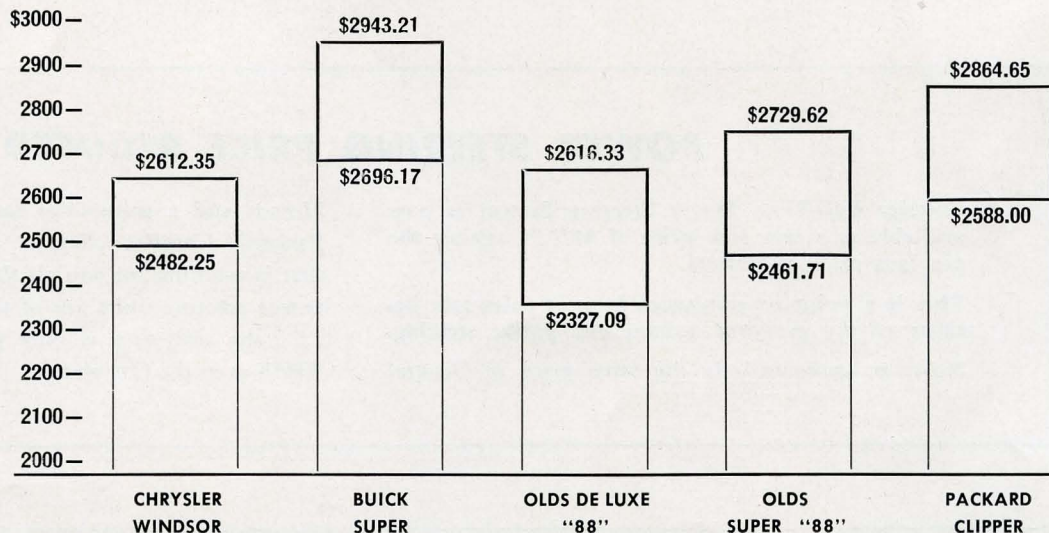
**Standard in front only
—not available in rear.

Prices shown are factory-delivered prices in effect **March 25, 1953** and include retail price at main factory, provisions for Federal taxes, and delivery and handling.

HERE'S THE PRICE PICTURE

This chart shows the difference that can exist when a competitive dealer gives the prospect the factory-delivered price (lower figure). Chrysler is higher priced than either of the Oldsmobiles.

However, when you compare the cars with comparable equipment, the Chrysler Windsor is priced less than all four competitive cars. The reason for this is that many of the items, such as undercoating, stainless-steel wheel covers and dual back-up lights are standard equipment on Chrysler, but are extra cost on competitive cars.



Chrysler Windsor De Luxe vs. Competition

4-DOOR SEDANS

HERE'S THE PRICE STORY

	Chrysler Windsor De Luxe	Buick Super	Oldsmobile Super "88"	Oldsmobile "98"	Packard Clipper De Luxe
Factory-delivered Price.....	\$2711.00	\$2696.17	\$2461.71	\$2785.82	\$2735.00
Price difference with standard equipment..		- 14.83	- 249.29	+ 74.82	+ 24.00
Equipment installed on majority of cars:					
Automatic Transmission.....	Standard	\$192.50	\$178.35	\$178.35	\$199.00
Oil-bath Air Cleaner.....	Standard	Standard	6.53	6.53	8.70
Oil Filter.....	Standard	Standard	10.27	10.27	11.80
Dual Back-up Lights.....	Standard	12.27	14.00	14.00	10.80
Stainless-steel Wheel Covers.....	Standard	12.27	14.67	Standard	7.65
Undercoating.....	Standard	30.00*	30.00*	30.00*	30.00*
Safety Crash Pad on Inst. Panel.....	Standard	Not Avail.	Not Avail.	15.00	Not Avail.
Steering Wheel with Horn Ring.....	Standard	Standard	14.09	Standard	Standard
Cost of equipment.....		\$247.04	\$267.91	\$254.15	\$267.95
Total cost of car and equipment.....	\$2711.00	\$2943.21	\$2729.62	\$3039.97	\$3002.95
Price difference including equipment.....		+ 232.21	+ 18.62	+ 328.97	+ 291.95

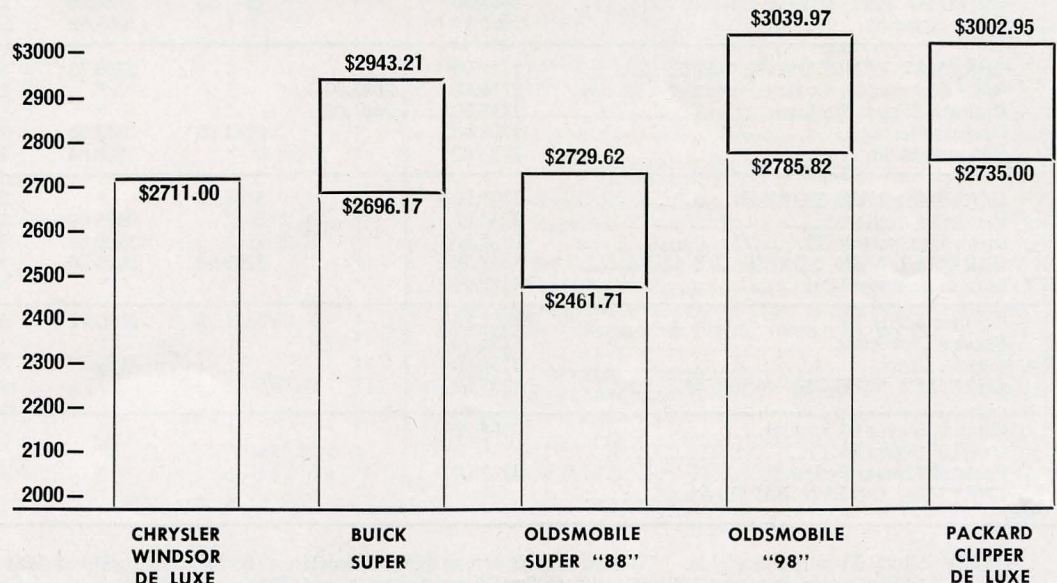
*Estimated Dealer Charge.

Prices shown are factory-delivered prices in effect **March 25, 1953** and include retail price at main factory, provisions for Federal taxes, and delivery and handling.

HERE'S THE PRICE PICTURE

Here is an outstanding example of why, in order to get a true price comparison, you must compare cars with like equipment.

The Chrysler Windsor De Luxe includes as standard equipment items that add well over \$200.00 to the price of every competitive car. The Windsor De Luxe has an automatic transmission as standard equipment while on Buick it costs an additional \$192.50, on Oldsmobile it adds \$178.35, and it adds \$199.00 to the cost of Packard.



COMPLETE SUMMARY OF CAR PR

Make and Series	4-Door Sedans	2-Door Sedans	Club Coupes	Conv. Coupes	Hard-Top Coupes	Station Wagons	Business Coupes
Willys Station Wagon (4-cyl.)	*	*	*	*	*	\$1862.22	*
Willys Station Wagon (6-cyl.)	*	*	*	*	*	1948.75	*
Henry J. Corsair	*	\$1499.00	*	*	*	*	*
Chevrolet One-Fifty	\$1670.00	1613.00	\$1620.00	*	*	2010.00	\$1524.00
Ford Mainline 6	1690.47	1641.59	*	*	*	2018.90	1537.33
Willys Aero Lark	1732.10	1645.70	*	*	*	*	*
Henry J. Corsair De Luxe	*	1686.18	*	*	*	*	*
PLYMOUTH CAMBRIDGE	1760.00	1722.25	*	*	*	2059.00	1612.50
Chevrolet Two-Ten	1761.00	1707.00	1726.00	\$2093.00	\$1967.00	2123.00	*
Nash Rambler	*	*	*	2150.00	2125.00	2118.90	*
Ford Mainline 8	1766.09	1717.20	*	*	*	2095.07	1613.53
Studebaker Champion Custom	1767.40	1735.12	*	*	*	*	*
Ford Customline 6	1782.69	1733.79	1743.29	*	*	*	*
Hudson Jet	1858.00	*	*	*	*	*	*
Ford Customline 8	1858.35	1809.45	1819.50	*	*	2266.74	*
Willys Aero Falcon	1860.61	1795.87	*	*	*	*	*
Studebaker Champion De Luxe	1862.83	1830.58	1868.21	*	*	*	*
PLYMOUTH CRANBROOK	1867.50	*	1837.50	2215.00	2059.00	2202.25	*
Chevrolet Bel Air	1874.00	1820.00	*	2175.00	2051.00	*	*
Ford Crestline 8	*	*	*	2229.92	2120.23	2403.24	*
Willys Aero Eagle	*	*	*	*	2156.79	*	*
Studebaker Champion Regal	1949.17	1916.92	1954.55	*	2115.80	*	*
Hudson Super Jet	1954.00	*	*	*	*	*	*
Pontiac Chieftain 6-Special	2014.64	1956.36	*	*	2304.30 ^③	See Box →	*
DODGE MEADOWBROOK SPECIAL SIX	2017.25	*	1975.50	*	*	*	*
Willys Aero Ace	2038.43	1963.11	*	*	*	*	*
Pontiac Chieftain 8-Special	2089.62	2031.45	*	*	2379.99 ^③	See Box →	*
Pontiac Chieftain 6-De Luxe	2118.53	2060.28	*	2444.21	2370.43 ^④	See Box →	*
Studebaker Commander De Luxe	2121.15	2088.90	2126.52	*	*	*	*
DODGE MEADOWBROOK SIX	2124.00	*	2094.75	*	*	2193.75	*
DODGE CORONET SIX	2128.50	*	2101.50	*	*	*	*
Nash Statesman Super	2178.35	2143.55	*	*	*	*	*
Pontiac Chieftain 8-De Luxe	2193.51	2136.32	*	2517.66	2446.00 ^④	See Box →	*
Studebaker Commander Regal	2207.54	*	2212.91	*	2374.16	*	*
DODGE CORONET V-8	2237.00	*	2215.50	2511.50	2378.00	2520.00	*
Mercury	2250.50	2193.50	*	*	2315.00	*	*
Buick Special De Luxe	2255.32	2196.88	*	2553.17	2295.43	*	*
Hudson Wasp	2310.87	2264.13	2310.87	*	*	*	*
Studebaker Regal Land Cruiser	2315.64	*	*	*	*	*	*
Oldsmobile De Luxe 88	2327.09	2261.62	*	*	*	*	*
Nash Statesman Custom	2331.70	2309.50	*	*	2433.20	*	*
Mercury Monterey	2332.50	*	*	2609.50	2451.50	2825.50	*
DE SOTO POWERMASTER SIX	2375.75	*	2354.00	*	2624.25	3097.75	*
Oldsmobile Super 88	2461.71	2395.25	*	2852.59	2673.39	*	*
Hudson Super Wasp	2465.84	2413.28	2465.84	3047.50	2811.58	*	*
CHRYSLER WINDSOR	2482.25	*	2461.75	*	*	3278.75	*
Kaiser De Luxe	2512.79	2459.00	*	*	*	*	*
Nash Ambassador Super	2557.20	2520.75	*	*	*	*	*
Packard Clipper	2588.00	2534.00	*	*	2795.00	*	*
Kaiser Manhattan	2649.63	2596.76	*	*	*	*	*
DE SOTO FIRE DOME EIGHT	2663.00	*	2641.50	3134.25	2912.50	3371.00	*
Buick Super 50	2696.17 ^①	*	*	3001.59	2610.56	3429.73	*
CHRYSLER WINDSOR DE LUXE	2711.00	*	*	3236.75	3015.25	*	*
Nash Ambassador Custom	2716.45	2695.00	*	*	2828.60	*	*
Packard Clipper De Luxe	2735.00	2681.00	*	*	*	*	*
Hudson Hornet	2768.86	*	2741.99	3342.05	3095.15	*	*
Oldsmobile 98	2785.82	*	*	3228.84	3021.75	*	*
CHRYSLER NEW YORKER	3174.50	*	3145.50	*	3512.00	3922.75	*
Packard Cavalier	3234.00	*	*	3476.00 ^②	3268.00 ^②	*	*
Buick Roadmaster 70	3254.36 ^①	*	*	3505.56	3358.05	4030.73	*
CHRYSLER NEW YORKER DE LUXE	3317.50	*	3288.50	3970.00	3677.75	*	*
Lincoln Cosmopolitan	3522.00	*	*	*	3625.00	*	*
Cadillac Series 62	3666.26	*	3571.33	4143.72	3994.57	*	*
Packard Patrician	3735.00	*	*	*	*	*	*
Lincoln Capri	3766.00	*	*	4030.50	3869.00	*	*
CHRYSLER CUSTOM IMPERIAL	4249.50	*	*	*	4550.25	*	*
Cadillac Series 60 Special	4304.88	*	*	*	*	*	*
Cadillac Series 75	*	*	*	*	*	*	*
Packard Formal Sedan	6526.00	*	*	*	*	*	*
CHRYSLER CROWN IMPERIAL	*	*	*	*	*	*	*

LEGEND *Body Type not available. ① These models are on 125½" wheelbase; balance of models on 121½" wheelbase. ② These models are on 122" wheelbase. ③ These models are on 149" wheelbase; the Formal Sedan is on 127" wheelbase. NOTE: All prices are factory-delivered prices in effect.

PRICES IN EFFECT MARCH 25, 1953

7- or 8-Pass.
Sedans

Other Body
Types

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8-Pass. Station Wagon.....\$2273.00
Suburban..... 2002.60

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\$3271.00 * *

3423.00 * *
4-Door Traveler..... 2618.55

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3548.75 * *
4-Door Traveler..... 2755.36

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Fiesta Convertible..... 5715.00

4359.00 * *
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Caribbean Convertible..... 5200.00^②
Skylark Convertible..... 5000.00

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Eldorado Convertible..... 7750.00

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Town Limousine..... 4787.00

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* * *
5407.54 Limousine..... 5620.93
6895.00^⑤ Corporation Limousine..... 7095.00^⑤
6921.50 Limousine..... 7043.75

SPECIAL TRANSMISSION EQUIPMENT PRICES

Lincoln Hydra-Matic (All models)..... Standard
Chrysler Windsor De Luxe Fluid-Torque Drive..... \$106.40
Dodge Gyro-Matic (Extra cost on all models except not available on Meadowbrook Suburban)..... 130.10
De Soto Tip-Toe Shift (Extra cost on all models).... 130.10
Chrysler Fluid-Matic Drive (Extra cost on Windsor models; standard on all other models)..... 130.10
Chrysler New Yorker Fluid-Torque Drive (Extra cost on New Yorker and New Yorker De Luxe; standard on Custom and Crown Imperials)..... 139.75
Plymouth Hy-Drive (Extra cost on all models)..... 145.80
Hudson Hydra-Matic (Extra cost on all models).... 178.03
Chevrolet Powerglide (Extra cost on Two-Ten and Bel Air; not available on One-Fifty Series)..... 178.35
Pontiac Hydra-Matic (Extra cost on all models).... 178.35
Oldsmobile Hydra-Matic (Extra cost on all models).. 178.35
Kaiser Hydra-Matic (Extra cost on all models)..... 178.55
Nash Hydra-Matic (Extra cost on all Nash models) 178.85
Ford Fordomatic (Extra cost on all models)..... 184.00
Mercury Merc-O-Matic (Extra cost on all models).. 189.81
Buick Dynaflow (Extra cost on Special and Super models; standard on all Roadmaster models).... 192.50
Cadillac Hydra-Matic (Extra cost on Series 75; standard on all other models)..... 198.36
Packard Ultramatic (Standard on Patrician 4-door and Formal sedans; extra on all other models)... 199.00
Studebaker Champion Automatic Drive (Extra cost on all Champion models)..... 231.24
Dodge Gyro-Torque Drive (Extra cost on all 8-cyl. models; not available on other models)..... 233.50
Chrysler Windsor Fluid-Torque Drive (Includes price of Fluid-Matic)..... 236.50
De Soto Fluid-Torque Drive (Extra cost on all models; includes price of Tip-Toe Shift)..... 236.50
Studebaker Commander Automatic Drive (Extra cost on all Commander models)..... 243.08

POWER STEERING PRICES

Studebaker (Extra cost on Commander; not available on Champion)..... \$161.25
Cadillac (Standard on Eldorado; extra cost on all others)..... 176.98
Buick (Standard on Roadmaster; extra cost on all others)..... 177.40
De Soto (Extra cost on all models)..... 177.35
Chrysler (Standard on Crown Imperial; extra cost on all other models)..... 177.35
Pontiac (Extra cost on all models)..... 177.40
Oldsmobile (Standard on Fiesta; extra cost on all others)..... 177.40
Chevrolet (Extra cost on all models)..... 177.55
Packard (Extra cost on all models)..... 195.00
Nash (Available on Ambassador models only)..... 192.40
Lincoln (Extra cost on all models)..... 198.90

POWER BRAKE PRICES

Chrysler (Standard on all 8-cylinder models except Crown Imperial (Disc Brakes); standard on 6-cylinder Town & Country Wagon and 8-Pass. Sedan; not available on other 6-cylinder models).. Standard
Buick (Standard on Skylark; extra cost on other Roadmasters; not available on Super or Specials).. \$35.19
Oldsmobile (Standard on Fiesta; extra cost on all others)..... 35.50
De Soto (Extra cost on all models)..... 36.55
Packard (Extra cost on all models)..... 39.45
Lincoln (Extra cost on all models)..... 43.00

Compiled by Ross Roy, Inc., Statistical Research Dept.
March 25, 1953

use; the Cavalier 4-door is on 127" wheelbase. ^③Listed as De Luxe Catalina. ^④Listed as Custom Catalina.
March 25, 1953, and include retail price at main factory, provisions for Federal taxes and delivery and handling.

Chrysler New Yorker vs. Competition

4-DOOR SEDANS

HERE'S THE PRICE STORY

	Chrysler New Yorker	Buick Road- master	Lincoln Cosmo- politan	Oldsmobile "98"	Packard Cavalier
Factory-delivered Price.....	\$3174.50	\$3254.36	\$3522.00	\$2785.82	\$3234.00
Price difference with standard equipment..		+ 79.86	+ 347.50	- 388.68	+ 59.50
Equipment installed on majority of cars:					
Automatic Transmission.....	Standard	Standard	Standard	\$178.35	\$199.00
Power Steering.....	\$177.35	Standard	\$198.90	177.40	195.00
Dual Back-up Lights.....	Standard	Standard	10.00*	14.00	Standard
Power Brakes.....	Standard	\$ 35.19	43.00	35.50	39.45
Oil Filter.....	Standard	Standard	Standard	10.27	Standard
Windshield Washers.....	10.00*	Standard	11.27	Standard	10.30
Undercoating.....	Standard	30.00*	30.00*	30.00*	30.00*
Oil-bath Air Cleaner.....	Standard	Standard	Standard	6.53	Standard
Cost of equipment.....	\$187.35	\$ 65.19	\$293.17	\$452.05	\$473.75
Total cost of car and equipment.....	\$3361.85	\$3319.55	\$3815.17	\$3237.87	\$3707.75
Price difference including equipment.....		- 42.30	+ 453.32	- 123.98	+ 345.90

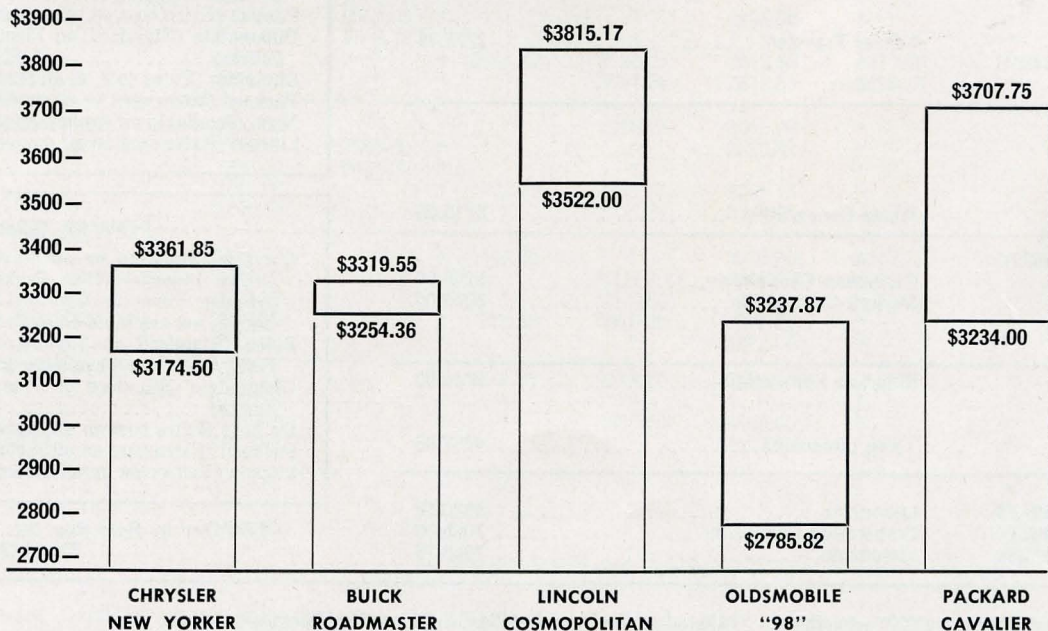
*Estimated Dealer Charge.

Prices shown are factory-delivered prices in effect **March 25, 1953** and include retail price at main factory, provisions for Federal taxes, and delivery and handling.

HERE'S THE PRICE PICTURE

The Chrysler New Yorker has a definite price advantage over both Lincoln Cosmopolitan and the Packard Cavalier. Once again it is brought home why when matching prices, you must take cars with comparable equipment. The extra-cost equipment on the New Yorker adds \$187.35 to the price. To get the same equipment on the Lincoln it adds \$293.17, on the Oldsmobile "98" it adds \$452.05, and on the Packard it adds \$473.75.

While Buick and Oldsmobile are slightly lower than the Chrysler New Yorker in price, the New Yorker outshines both in comfort and convenience features.



Chrysler New Yorker De Luxe vs. Competition

4-DOOR SEDANS

HERE'S THE PRICE STORY

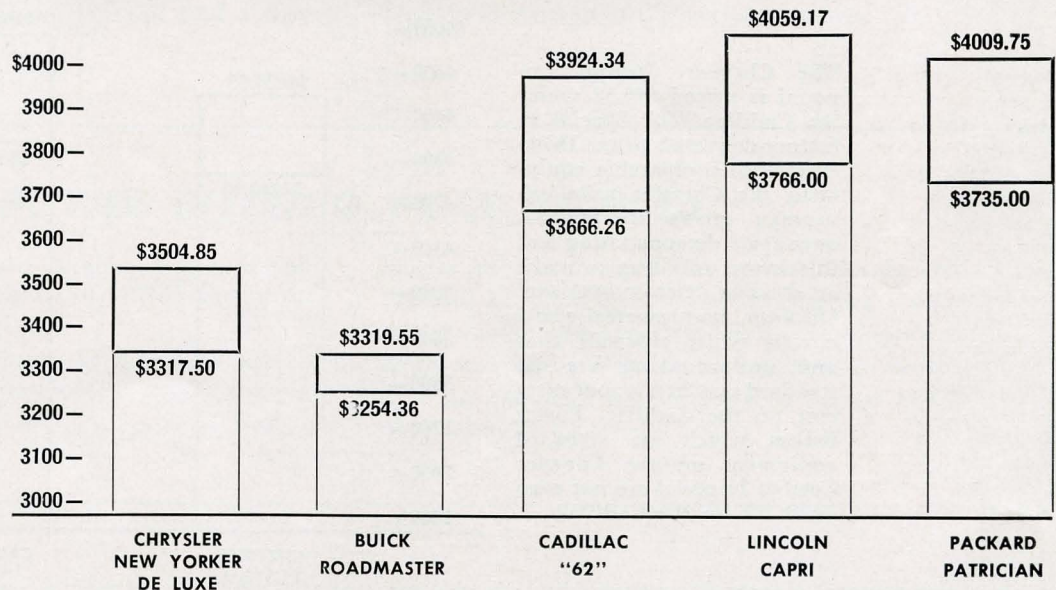
	Chrysler New Yorker De Luxe	Buick Road- master	Cadillac "62"	Lincoln Capri	Packard Patrician
Factory-delivered Price.....	\$3317.50	\$3254.36	\$3666.26	\$3766.00	\$3735.00
Price difference with standard equipment..		- 63.14	+ 348.76	+ 448.50	+ 417.50
Equipment installed on majority of cars:					
Power Steering.....	\$177.35	Standard	\$176.98	\$198.90	\$195.00
Dual Back-up Lights.....	Standard	Standard	Standard	10.00*	Standard
Power Brakes.....	Standard	\$35.19	Not Avail.	43.00	39.45
Oil Filter.....	Standard	Standard	11.34	Standard	Standard
Stainless-steel Wheel Covers.....	Standard	Standard	28.40	Standard	Standard
Windshield Washers.....	10.00*	Standard	11.36	11.27	10.30
Undercoating.....	Standard	30.00*	30.00*	30.00*	30.00*
Cost of equipment.....	\$187.35	\$ 65.19	\$258.08	\$293.17	\$274.75
Total cost of car and equipment.....	\$3504.85	\$3319.55	\$3924.34	\$4059.17	\$4009.75
Price difference including equipment.....		- 185.30	+ 419.49	+ 554.32	+ 504.90

*Estimated Dealer Charge.

Prices shown are factory-delivered prices in effect **March 25, 1953** and include retail price at main factory, provisions for Federal taxes, and delivery and handling.

HERE'S THE PRICE PICTURE

The New Yorker De Luxe sells for over \$400.00 less than the Cadillac, and over \$500.00 less than the Lincoln Capri and the Packard Patrician with comparable equipment. While the Buick is cheaper than the New Yorker De Luxe, point out to the prospect that all Buicks other than the 4-door sedans have only 121½" wheelbase. Power Brakes and undercoating are two items that are standard on the Chrysler, but extra cost on competitive cars. In fact, Power Brakes are not available on the Cadillac.



Chrysler Custom Imperial vs. Competition

4-DOOR SEDANS

HERE'S THE PRICE STORY

	Chrysler Custom Imperial	Cadillac "60" Special
Factory-delivered Price.....	\$4249.50	\$4304.88
Price difference with standard equipment..		+ 55.38
Equipment installed on majority of cars:		
Power Steering.....	\$177.35	\$176.98
Power Brakes.....	Standard	Not Avail.
Oil Filter.....	Standard	11.34
Stainless-steel Wheel Covers.....	Standard	28.40
White Sidewall Tires.....	Standard	47.77
Undercoating.....	Standard	30.00*
Cost of equipment.....	\$177.35	\$294.49
Total cost of car and equipment.....	\$4426.85	\$4599.37
Price difference including equipment.....		+ 172.52

*Estimated Dealer Charge.

Prices shown are factory-delivered prices in effect **March 25, 1953** and include retail price at main factory, provisions for Federal taxes, and delivery and handling.

HERE'S THE PRICE PICTURE

The Chrysler Custom Imperial is priced \$55.38 under the Cadillac "60" Special in factory-delivered price. However, with comparable equipment the Chrysler price advantage grows to \$172.52, once again demonstrating that this is the only way to make an accurate price comparison. Oil filter, stainless-steel wheel covers, white sidewall tires and undercoating are all standard on Chrysler but extra cost on the Cadillac. Power brakes which are standard equipment on the Chrysler Custom Imperial are not even available on the Cadillac.

