

Knowledge
of the product
is the first
requirement of
salesmanship

ROSS ROY
BULLETIN
FOR RETAIL SALESMEN

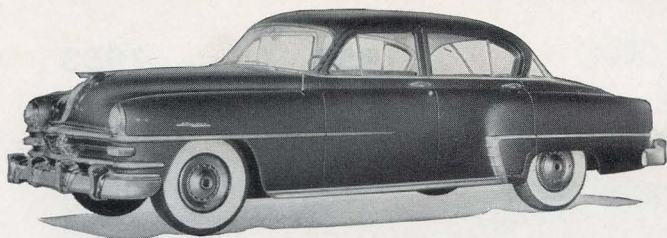
Nos. 1, 2 & 3
•
CHRYSLER
PRICE
COMPARISONS

Here's your Chrysler lineup for 1953

America's First Family of Fine Cars!
America's Largest Family of Fine Cars!

*Only Chrysler salesmen enjoy such broad coverage
of the market—*

6 DISTINCTIVE SERIES • 20 MODELS • 8 BODY STYLES



WINDSOR

6-passenger Sedan
Club Coupe
Town & Country Wagon
8-passenger Sedan

WINDSOR DE LUXE

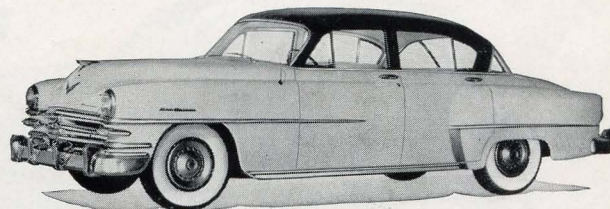
6-passenger Sedan
Newport
Convertible Coupe

NEW YORKER

6-passenger Sedan
Club Coupe
Newport
Town & Country Wagon
8-passenger Sedan

NEW YORKER DE LUXE

6-passenger Sedan
Club Coupe
Newport
Convertible Coupe

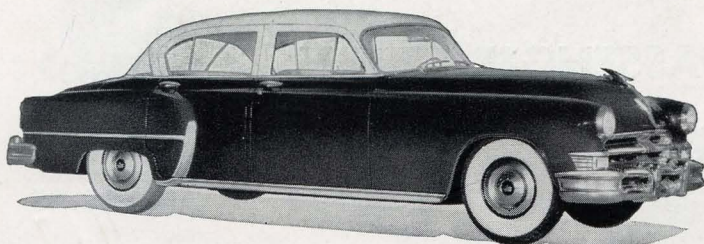


CUSTOM IMPERIAL

6-passenger Sedan
Town Limousine

CROWN IMPERIAL

8-passenger Sedan
Limousine



FIRST! The all-new Chrysler cars are *first* in beauty and performance. They are *first* in value, as proved point by point in this bulletin. They are also the *first* cars in their field to hit the market this year, giving you a head start of several weeks

over most of your competitors. Make the most of these advantages! Study this bulletin *now* to get the full story of your competitive picture. Then get to the public first with the facts about America's First Family of Fine Cars!

See inside pages [. . . for comparison of 1953 with 1952 Chrysler models
[. . . for comparison of 1953 Chrysler with competitors] ➔

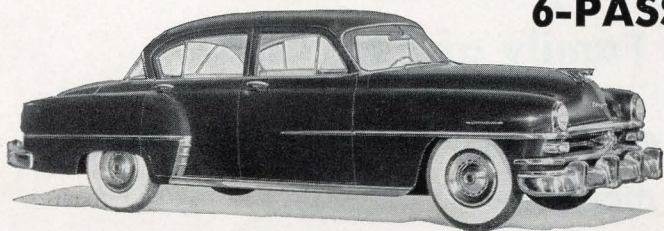
The information herein contained is obtained from reliable sources, and in our opinion is correct but is not guaranteed.
It is published by Ross Roy, Inc., at the request of Chrysler Sales Division, Chrysler Corporation.

Here's Your Model Lineup for 1953 as Compared with 1952

Windsor Series

6-cylinder engine 119 h.p. 125½" wheelbase

6-PASSENGER SEDAN



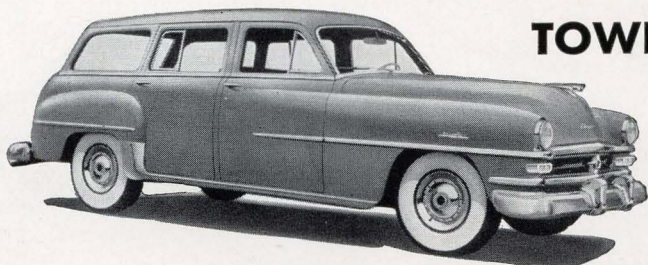
1952	1953
\$2517.98	\$2597.00

CLUB COUPE



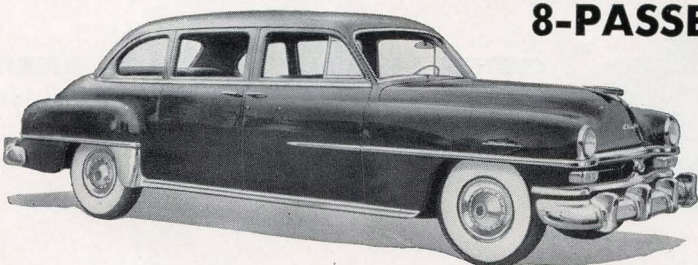
1952	1953
\$2495.06	\$2574.50

TOWN & COUNTRY



1952	1953
\$3220.15	\$3299.00

8-PASSENGER SEDAN



1952	1953
\$3361.71	\$3441.25

In this comparison, you will note that the 1953 Chrysler Windsor models are all priced approximately \$79.00 over the corresponding 1952 models. This slight price increase—less than 4 per cent—buys a great deal of extra value. From the standpoint of

style, roominess, comfort or performance, your customer gets more for his dollar today. New styling throughout, with new one-piece windshield and big new "wrap-around" rear window. New rear-end styling with 44% more luggage space. New,

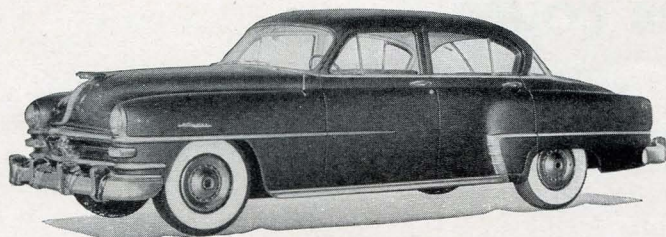
more luxurious, more distinctive interiors with even greater roominess. Lower over-all height without sacrificing typical Chrysler advantages in seat height and headroom. New 5-inch wider frame. New 3/4" wider, "splay-mounted" rear springs to provide more

riding comfort and greater road-hugging stability. (This is but a brief listing of the greater values in the 1953 Chrysler Windsor series. See your Data Book and early bulletins for complete description of all advancements.)

Windsor De Luxe Series

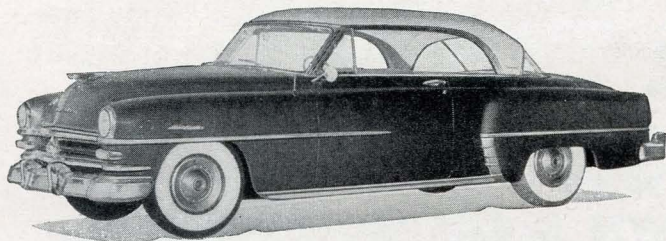
6-cylinder engine 119 h.p. 125 1/2" wheelbase

6-PASSENGER SEDAN



1952	1953
\$2746.60	\$2826.00

NEWPORT



1952	1953
\$3106.85	\$3186.25

CONVERTIBLE



1952	1953
\$3230.09	\$3309.75

Like the Windsor, the 1953 Windsor De Luxe models have increased only slightly in price (about \$79.00 or less than 3 per cent), and have also increased greatly in value!

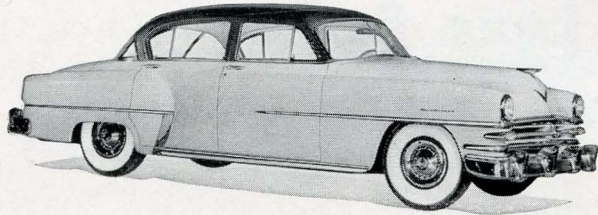
They offer all the extra value features of the Windsor models, plus *many* more. A study of the charts on pages 10, 11 and 12 will show that Windsor

De Luxe models enjoy a unique position in their class because they come equipped with so *many standard equipment items that cost extra on practically ALL competitive cars!* These extra benefits at no extra cost include Fluid-Matic drive, back-up lights, directional signals, undercoating at the factory, micron oil filter, heavy-duty oil-bath air cleaner and 2-speed electric windshield wipers.

New Yorker Series

V-8 engine 180 h.p. 125½" wheelbase

6-PASSENGER SEDAN



1953
New Yorker
\$3389.50

Saratoga
3192

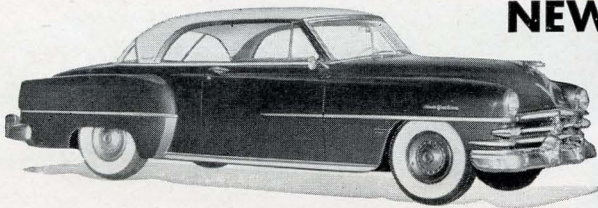
CLUB COUPE



1953
\$3360.50

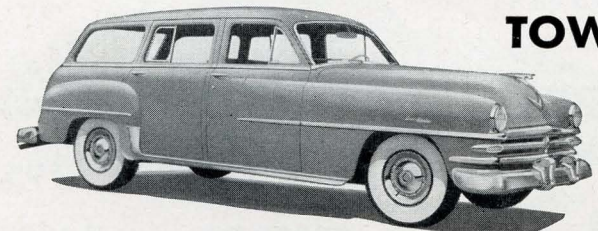
3165

NEWPORT



1953
\$3806.75

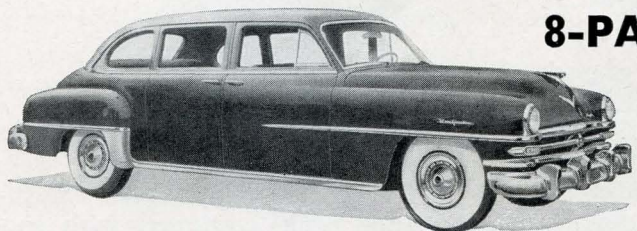
TOWN & COUNTRY



1953
\$4102.25

3897

8-PASSENGER SEDAN



1953
\$4388.00

4142

This beautiful new series of Chrysler cars provides five different body styles.

In addition to their glamorous all-new styling and outstanding engineering improvements, these cars set new, even higher standards of comfort, ease of

handling and safety. Yet they have been priced surprisingly close to the 1952 Saratoga. With the famous 180-h.p. FirePower V-8 engine and Power Brakes (standard equipment), these five New Yorker models give you a broad line-up with strong appeal.

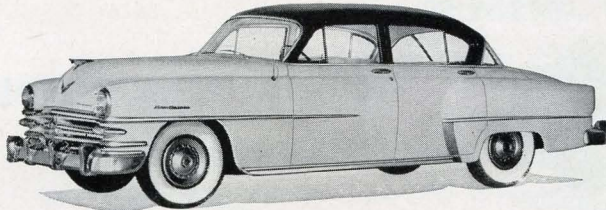
New Yorker De Luxe Series

A New Series for 1953!

(Replaces 1952 New Yorker Series)

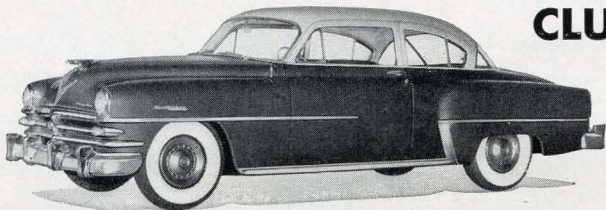
V-8 engine 180 h.p. 125 $\frac{1}{2}$ " wheelbase

6-PASSENGER SEDAN



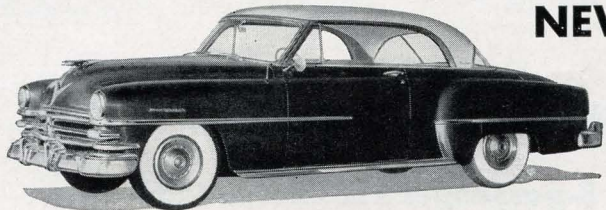
1952	1953
New Yorker	New Yorker De Luxe
\$3555.21	\$3550.75

CLUB COUPE



1952	1953
Not Available	(price not yet available)

NEWPORT



1952	1953
\$3994.14	\$3968.00

CONVERTIBLE



1952	1953
\$4117.61	\$4049.50

The outstanding value of these *De Luxe* New Yorkers can be appreciated by considering that they actually cost from \$4.46 to \$68.11 *less* than did the 1952 New Yorker models which they replace.

This series of four models is for the discriminating buyer who wants outstanding beauty of design and

appointments. These "prestige" cars offer truly outstanding comfort, style, luxury and performance. As shown in the comparisons on pages 8, 9, 10 and 11, they are equipped with a long list of standard equipment items that cost hundreds of dollars extra on many competitive cars.

Custom Imperial by Chrysler

(An entirely new series)

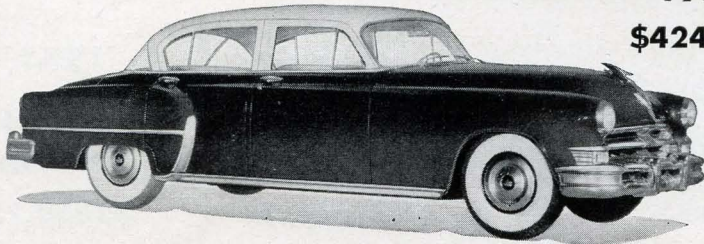
A New Concept of Elegance in 6-passenger automobiles

V-8 engine 180 h.p. 133½" wheelbase

6-PASSENGER SEDAN

1953

\$4249.50



TOWN LIMOUSINE

1953

\$4787.00

Here is a new series designed for the owner who demands the very finest in a 6-passenger car. The Custom Imperial is provided with Fluid-Torque Drive. It also has electric window lifts and white sidewall tires. The six-passenger sedan is equipped with an electrically operated front seat adjustment. The

Town Limousine is an entirely new car—a 6-passenger car that provides complete privacy for rear compartment passengers by means of an electrically operated glass partition in the back of the front seat. An additional standard equipment item on this model is an 8-tube radio with rear seat speaker.

Crown Imperial by Chrysler

Crowning masterpiece of 8-passenger car design

V-8 engine 180 h.p. 145½" wheelbase

8-PASSENGER SEDAN

1952

\$6921.52

1953

(price not yet available)

LIMOUSINE

\$7044.49

(price not yet available)

These absolutely unique 8-passenger automobiles provide the ultimate in motoring satisfaction. Their elegance far surpasses even the luxurious 1952 Chrysler Crown Imperials. In every detail, these cars are so far superior to the best models of other

manufacturers that it would be pointless to attempt any comparisons. Standard equipment includes such items as — disc brakes, Fluid-Torque Drive, Full-Time Power Steering, power window controls, white sidewall tires, radio, heater, etc.

Now Let's See How Your Chrysler Stacks Up With Competition

NOTE: All prices shown in this bulletin are factory delivered prices and include retail price at main factory, provisions for federal taxes and delivery and handling. Chrysler prices are 1953 prices effective October 30, 1952; all others are 1952 prices in effect October 24, 1952.

Because Chrysler is First with the Finest, the comparisons you can make today put your 1953 cars and 1953 prices against competition's 1952 models and 1952 prices.

The facts given in the comparisons on the following pages indicate that you are in a highly favorable competitive position, *right now*. These comparisons are based on price, equipment and special features. As such they provide a firm base on which to build your competitive sales stories. However, they can merely supplement the equally important advantages of Chrysler's completely new styling and many engineering improvements. The result is a

double-barreled opportunity for every Chrysler salesman. When you know the facts about your new models, plus the information in these comparisons, you can welcome any competition you happen to meet.

You will be selling against many of these 1952 competitive cars for several weeks or until their 1953 models are publicly announced. These comparisons should help you make the most of your enviable position of having brand-new 1953 cars to offer against the 1952 models of your competitors.

Comparisons Shown In This Bulletin

Chrysler and Cadillac	Page 8
Chrysler and Lincoln	Page 9
Chrysler and Packard	Page 10
Chrysler and Buick	Page 11
Chrysler and Oldsmobile	Page 12

Compare the Cars Themselves

The facts in this bulletin are important and will be of real help in competitive selling. Yet many of the most outstanding advantages Chrysler cars have over competition can be appreciated fully only by actually driving the cars themselves. It is after you have put a Chrysler and

one of its competitors through their paces that you can fully realize how far ahead you really are with Chrysler. So after you have studied these comparisons, do a little test driving on your own to become thoroughly familiar with the performance advantages Chrysler offers!

Chrysler and Cadillac

(6-passenger sedan comparison)

	Chrysler New Yorker De Luxe	Cadillac 62	Chrysler Custom Imperial	Cadillac 60 Special
Factory Delivered Price	\$3550.75	\$3666.26	\$4249.50	\$4304.88
Armrest, front center	Standard	Not Available	Standard	Not Available
Assist Handles, rear compartment	Standard	Not Available	Standard	Standard
Oil Filter	Standard	\$11.34	Standard	\$11.34
Power Brakes	Standard	Not Available	Standard	Not Available
Undercoating	Standard	\$30.00*	Standard	\$30.00*
Wheel Covers, Stainless Steel	Standard	\$28.40	Standard	\$28.40
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Not Available
Cost of Equipment	—0—	\$69.74	—0—	\$69.74
Cost of Car and Equipment	\$3550.75	\$3736.00	\$4249.50	\$4374.62

*Estimated dealer charge.

Prices and Equipment

As you can see by the chart, the Chrysler New Yorker De Luxe and the Chrysler Custom Imperial have advantages over the Cadillac 62 and the Cadillac 60 Special in both price and equipment. With the Cadillacs equipped with as many of the standard Chrysler items as are available to Cadillac buyers, the 1952 "62" is \$185.25 above the New Yorker De Luxe, and the "60 Special" is \$125.12 over the price of the luxurious new Chrysler Custom Imperial.

It will probably surprise many motorists to learn that in

a car in the Cadillac price bracket it is necessary to pay extra for such equipment as an oil filter, undercoating, and wheel covers . . . all of which are standard on these Chrysler models. It is also somewhat surprising to find that in the top car of the General Motors line, items like a front seat center armrest, rear compartment assist handles, electric windshield wipers, and power brakes are not even available . . . although they are standard on the Chrysler New Yorker De Luxe and also on the Chrysler Custom Imperial models.

About Transmissions

Cadillac offers but one transmission—Dual-Range Hydra-Matic. It goes through three, or four speeds (depending on the range), at each stop and start. For satisfactory operation in metropolitan stop-and-go driving it is necessary for the driver to shift manually from one range to the other. If he leaves it in the three-speed range he loses the economy and quietness available in 4th gear. If he leaves it in the four-speed range, he finds performance, especially in traffic, is sluggish just when he needs it the most.

Chrysler's Fluid-Matic transmission, on the other hand, eliminates such manual shifting for 98% of the driving by the average motorist. There's no concern about being in the right range. Automatic shifting occurs between two speeds only . . . at the command of the driver.

Chrysler also offers the extra performance of the Fluid-Torque transmission (standard equipment on the Custom Imperial). It adds the extra advantage of unusual acceleration and flexibility provided by automatic torque multiplication, whenever the occasion calls for it.

Important Safety Advantages for Chrysler

It is difficult to overestimate the importance of Chrysler's safety advantages over Cadillac. Power brakes are *standard* on both these Chrysler models, but are not available on the Cadillac, even on the heaviest models. Chrysler's Full-Time Power Steering has many safety advantages that can-

not be offered by the on-and-off type of steering assist available at extra cost on Cadillac. In addition, Cadillac has no safety pad on the instrument panel, does not offer electric windshield wipers, and does not provide the protection of Safety-Rim Wheels.

Chrysler and Lincoln

(6-passenger sedan comparison)

	Chrysler New Yorker	Lincoln Cosmopolitan	Chrysler New Yorker De Luxe	Lincoln Capri
Factory Delivered Price	\$3389.50	\$3517.00	\$3550.75	\$3660.50
Assist Handles, rear compartment	Standard	Not Available	Standard	Not Available
Back-up Lights	Standard	\$10.00	Standard	\$10.00
Power Brakes	Standard	Not Available	Standard	Not Available
Undercoating	Standard	\$30.00*	Standard	\$30.00*
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Not Available
Cost of Equipment	-0-	\$40.00	-0-	\$40.00
Cost of Car and Equipment	\$3389.50	\$3557.00	\$3550.75	\$3700.50

*Estimated dealer charge.

Prices and Equipment

The Chrysler New Yorkers for 1953 enjoy a considerable price advantage over the Lincoln Cosmopolitan and Capri models. The price differential is even more pronounced when the cars are comparably equipped. The Cosmopolitan for 1952 is \$167.50 more than the 1953 Chrysler New Yorker, and the 1952 Lincoln Capri is \$149.75 above the price of the 1953 New Yorker De Luxe.

The Chrysler advantage in value is still greater when you

realize that power brakes are standard on the New Yorkers and are not available on either of the Lincoln models.

As in the case of Buick, mentioned later in this bulletin, a comparison of items alone fails to provide any real appreciation of the differences in interiors that exist between these two cars. The cars should be seen together, to see the full measure of Chrysler superiority.

Body Style Comparison

As is shown below, the Chrysler New Yorker models offer a far greater number of body styles than the limited selection available in the two Lincoln series. Thus it is far easier

for the Chrysler salesman to provide the customer with just the type body style he wants. This also greatly increases the number of potential Chrysler prospects.

Body Models

1953 New Yorker

6-passenger Sedan
Club Coupe
Newport
Town and Country Wagon
8-passenger Sedan

1953 New Yorker De Luxe

6-passenger Sedan
Club Coupe
Newport
Convertible Coupe

1952 Lincoln Cosmopolitan

4-door Sedan
Sport Coupe

1952 Lincoln Capri

4-door Sedan
Hardtop Coupe
Convertible Coupe

Important Safety Advantages for Chrysler

As is true in every other comparison given in this bulletin, Chrysler cars have important safety advantages not even available in the cars with which they are competing. Over

Lincoln, Chrysler has the extra safety protection of Power Brakes, Power Steering, Safety-Rim Wheels, the safety pad on the instrument panel, and electric windshield wipers.

Chrysler and Packard

(6-passenger sedan comparison)

	Chrysler Windsor	Packard 200	Chrysler Windsor De Luxe	Packard 200 De Luxe
Factory Delivered Price	\$2597.00	\$2548.00	\$2826.00	\$2695.00
Air Cleaner, Oil-Bath Type	Standard	\$8.70	Standard	\$8.70
Armrest, rear center	Not Available	Not Available	Standard	Not Available
Assist Handles, rear compartment	Standard	Not Available	Standard	Not Available
Automatic Transmission	\$130.10	\$189.00	Standard	\$189.00
Back-up Lights	Standard	\$10.80	Standard	\$10.80
Cigar Lighter, Rear	Standard	Not Available	Standard	Not Available
Foam Rubber Cushion, Front	Standard	\$12.25	Standard	Standard
Foam Rubber Cushion, Rear	Standard	\$12.25	Standard	\$12.25
Oil Filter	Standard	\$11.80	Standard	\$11.80
Undercoating	Standard	\$30.00*	Standard	\$30.00*
Wheel Covers, Stainless Steel	Standard	\$16.35	Standard	\$7.65
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Not Available
Cost of Equipment	\$130.10	\$291.15	—0—	\$270.20
Cost of Car and Equipment	\$2727.10	\$2839.15	\$2826.00	\$2965.20

*Estimated dealer charge.

	Chrysler New Yorker	Packard 300	Chrysler New Yorker De Luxe	Packard 400
Factory Delivered Price	\$3389.50	\$3116.00	\$3550.75	\$3797.00
Armrest, front center	\$26.90	Not Available	Standard	Not Available
Assist Handles, rear compartment	Standard	Not Available	Standard	Not Available
Automatic Transmission	Standard	\$189.00	Standard	Standard
Back-up Lights	Standard	\$10.80	Standard	\$10.80
Power Brakes	Standard	\$39.45	Standard	\$39.45
Undercoating	Standard	\$30.00*	Standard	\$30.00*
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Not Available
Cost of Equipment	\$26.90	\$269.25	—0—	\$80.25
Cost of Car and Equipment	\$3416.40	\$3385.25	\$3550.75	\$3877.25

*Estimated dealer charge.

Prices and Equipment

A look at the above charts emphasizes the importance of making price comparisons only on the basis of comparably equipped cars. Using base prices alone, both the 1953 Windsor and Windsor De Luxe appear to be definitely higher priced than the 1952 Packard 200 and 200 De Luxe models. However, when the Packard 200 is equipped comparably with the Windsor, including automatic transmissions on both cars, it is actually \$112.05 higher priced. Similarly, the Packard 200 De Luxe, equipped with items

which are standard on the Windsor De Luxe, costs \$139.20 more than that Chrysler model.

In the same way, the 1953 Chrysler New Yorker appears to be over \$270.00 higher priced than the 1952 Packard 300. Yet, with comparable equipment, the "300" comes to within \$31.15 of the New Yorker price.

In spite of its luxurious appointments and design, the 1953 Chrysler New Yorker De Luxe enjoys a substantial price advantage over the Packard 400.

Chrysler and Buick

(6-passenger sedan comparison)

	Chrysler Windsor De Luxe	Buick Super	Chrysler New Yorker	Chrysler New Yorker De Luxe	Buick Roadmaster
Factory Delivered Price	\$2826.00	\$2563.17	\$3389.50	\$3550.75	\$3200.36
Armrest, front center	\$26.90	Not Available	\$26.90	Standard	Not Available
Assist Handles, rear compartment	Standard	Not Available	Standard	Standard	Not Available
Automatic Courtesy Light, Front	Standard	Not Available*	Standard	Standard	Not Available*
Automatic Transmission	Standard	\$192.50	Standard	Standard	Standard
Back-up Lights	Standard	\$12.27	Standard	Standard	Standard
Power Brakes	Not Available	Not Available	Standard	Standard	Not Available
Undercoating	Standard	\$30.00**	Standard	Standard	\$30.00**
Wheel Covers, Stainless Steel	Standard	\$12.27	Standard	Standard	Standard
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Standard	Not Available
Cost of Equipment	\$26.90	\$247.04	\$26.90	—0—	\$30.00
Cost of Car and Equipment	\$2852.90	\$2810.21	\$3416.40	\$3550.75	\$3230.36

*Buick has manually controlled map light.

**Estimated dealer charge.

The Windsor De Luxe versus the Buick Super

As the above chart shows, when the Buick Super is equipped with items that are standard on the Windsor

De Luxe, the 1953 Windsor De Luxe price is only slightly over the Buick Super's 1952 price.

The New Yorkers versus the Buick Roadmaster

Any significant comparison of the Chrysler New Yorker and New Yorker De Luxe with the Buick Roadmaster must be between the Chrysler and Buick engines, and between the interiors of the two cars.

Chrysler's great new hemispherical combustion engine has very definite and well-established advantages over the Buick in-line eight . . . in power output, in efficiency and in ruggedness. It takes the lead in responsiveness, in flexibility and in reserve power for any emergency. What's more, it delivers all this on nonpremium fuel. The differences in engines alone easily justify a considerable difference in price between the two cars.

Interiors that are as far apart as those in these two cars, in both richness and quality, can be compared only by putting the cars side by side. When that is done, the advantages are all with the Chrysler models. Whether the buyer is looking for quality in materials, good taste in appointments, distinction in design, or the craftsmanship that identifies a fine product, he finds more in the New Yorkers for 1953 than in the current Buick Roadmaster. Even undercoating, which is standard on even the lowest priced Chrysler models, costs around \$30.00 extra on the Buick Roadmaster.

Important Safety Advantages for Chrysler

Essential to any comparison of Chrysler and Buick models are the major Chrysler *safety features*, which are not even available on Buick. These important features include Power

Brakes (8-cylinder models), Two-Speed Electric Windshield Wipers, Safety-Rim Wheels, and the cushioned safety pad on every Chrysler instrument panel.

Chrysler and Oldsmobile

(6-passenger sedan comparison)

	Chrysler Windsor	Oldsmobile Super 88	Chrysler Windsor De Luxe	Oldsmobile 98
Factory Delivered Price	\$2597.00	\$2461.71	\$2826.00	\$2785.82
Air Cleaner, Oil-Bath Type	Standard	\$6.53	Standard	\$6.53
Assist Handles, rear compartment	Standard	Not Available	Standard	Not Available
Automatic Courtesy Light, Front	Standard	\$1.51	Standard	\$1.51
Automatic Transmission	\$130.10	\$178.35	Standard	\$178.35
Back-up Lights	Standard	\$21.16	Standard	\$21.16
Cigar Lighter, Rear	Standard	Not Available	Standard	Standard
Directional Signals	Standard	\$24.63	Standard	Standard
Oil Filter	Standard	\$10.27	Standard	\$10.27
Undercoating	Standard	\$30.00*	Standard	\$30.00*
Wheel Covers, Stainless Steel	Standard	\$14.67	Standard	\$2.28
Windshield Wipers, 2-Speed Electric	Standard	Not Available	Standard	Not Available
Cost of Equipment	\$130.10	\$287.12	—0—	\$250.10
Cost of Car and Equipment	\$2727.10	\$2748.83	\$2826.00	\$3035.92

*Estimated dealer charge.

Prices and Equipment

Comparing the base prices shown in the chart, the 1952 Oldsmobiles would appear to have the advantage in price over the 1953 Chryslers. However, with both makes comparably equipped, the Oldsmobile Super 88 costs \$21.73 more than the Windsor, and the Oldsmobile 98 is \$209.92 above the 1953 Chrysler Windsor De Luxe.

The items which cost extra on the Oldsmobile models are features which most motorists recognize as important. An oil-bath type air cleaner and an oil filter protect engine life. Undercoating adds underbody protection and greatly reduces noise inside the car. Directional signals, back-up

lights, and automatic courtesy lights, all make important contributions to safety. They *all* cost extra on the Oldsmobiles (except directional signals on the "98"). But all of these features are standard equipment on the Chryslers.

The Fluid-Matic transmission is standard equipment on the Windsor De Luxe, while Hydra-Matic is \$178.35 extra on the Oldsmobile 98. As indicated in the note on transmissions, both the automatic transmissions available on Chrysler cars have definite advantages over the Dual-Range Hydra-Matic.

About Transmissions

Oldsmobile offers but one transmission — Dual-Range Hydra-Matic. It goes through three, or four speeds (depending on the range), at each stop. For satisfactory operation in metropolitan stop-and-go driving, it is necessary for the driver to shift manually from one range to the other. If he leaves it in the three-speed range he loses the economy and quietness available in 4th gear. If he leaves it in the four-speed range, he finds performance is sluggish just when he needs it the most.

Chrysler's Fluid-Matic transmission, on the other hand,

eliminates such manual shifting for 98% of the driving by the average motorist. There's no concern about being in the right range. Automatic shifting occurs between two speeds only . . . at the command of the driver.

Chrysler also offers the extra performance of the Fluid-Torque transmission. Here again there is no concern about being in the right range. In addition, there is the unusual acceleration and flexibility provided by automatic torque multiplication, whenever the occasion calls for it.

Remember, the comparisons in this bulletin are just the beginning! The most convincing proof is to see the cars side by side, and to drive them far enough,

and under enough different conditions, to see how they really perform. Do that, and you'll *know* how far ahead of the crowd you are with Chrysler in 1953!