



**CHRYSLER CORPORATION**  
 DE SOTO DIVISION  
**CONFIDENTIAL BULLETIN**

June 24, 1948  
 No. 884

**To All De Soto Direct Dealers (Except in the State of Texas):**

Effective 12:01 A.M. June 28, 1948, following are current net wholesale prices, suggested net prices to Associate Dealers, factory retail prices at factory, Detroit, Michigan, and charges for provision for Federal taxes of Accessories and Special Equipment Items when installed on De Luxe Plymouth, Series P-15-S, and Special De Luxe Plymouth P-15-C, at the factory. Unless otherwise specified, prices apply to De Luxe and Special De Luxe.

	Net Wholesale Price at Factory Detroit, Mich.	Sug- gested Net Price to Associate Dealers	Factory Retail Prices at Factory Detroit, Mich.	Pro- vision for Fed- eral Tax
<b>Accessory Group Equipment</b>				
Accessory Group "C" .....	\$ 4.99	\$ 5.22	\$ 6.65	\$ .35
De Luxe only Extra Windshield Wiper, Extra Sun Visor (will be installed on all De Luxe models shipped unless specifically ordered without this extra equipment).				
<b>Additional Special Equipment</b>				
Orders for these items will be accepted subject to their availability at the time of shipment.				
<b>Airfoam Seat Cushion—(Special De Luxe only)</b>				
Front—3 Passenger Coupe, Club Coupe, 2-door Sedan and 4-door Sedan .....	5.65	5.95	7.50	.40
Front and Rear—Club Coupe, 2-door Sedan and 4-door Sedan .....	11.30	11.90	15.00	.80
<b>Heater:</b>				
All Weather Twin Heater with Defroster and Fresh Air Intake .....	64.70	67.95	88.95	4.55
Comfort Master with Defroster .....	28.60	30.05	40.25	2.00
Buffer Guards—Outer Rear (Pair) .....	4.11	4.30	5.50	.30
—Center Front .....	1.62	1.70	2.05	.10
Glove Box Lock—for De Luxe Models .....	.80	.84	1.05	.05
Wheel Rings—set of 5 Stainless Steel .....	7.65	8.03	10.50	.55
Wheel Covers—set of 4 Plastic .....	8.00	8.40	11.00	.55
Crankcase Ventilator Package—for dusty areas—Consists of Mesh Type Air-cleaner on crankcase ventilator outlet pipe and on oil filler pipe .....	1.00	1.05	1.35	.10
<b>Arm Rests—Front Door:</b>				
Left—De Luxe only .....	2.05	2.14	3.10	.15
Left and Right—De Luxe only .....	4.09	4.28	6.25	.30
Economy Group No. 1 .....	3.10	3.26	4.25	.20
Consists of Special Intake Manifold Down- draft Carburetor with a 1" nominal size instead of 1½" 3.73 gear ratio.				

**Revised  
 Plymouth  
 Accessory  
 and  
 Special  
 Equipment  
 Prices**

**Revised  
 Plymouth  
 Accessory  
 and  
 Special  
 Equipment  
 Prices**

	Net Wholesale Price at Factory Detroit, Mich.	Suggested Net Price to Associate Dealers	Factory Retail Prices at Factory Detroit, Mich.	Provision for Federal Tax
Economy Group No. 2	\$ 4.05	\$ 4.25	\$ 5.60	\$ .30
Same as No. 1 with the addition of Hardened Steel Throttle Stop and Manifold Heat Shields.				
Generator—40 Amp. Hour	7.50	7.88	10.00	.55
Generator—50 Amp. Hour	26.95	28.30	35.00	1.90
Shock Absorbers—Double Capacity	8.25	8.66	11.00	.60
Shock Absorbers Stone Shields	1.64	1.72	2.25	.10
Directional Signal	9.15	9.60	12.55	.65
Cigar Lighter	2.00	2.09	2.65	.15
Clock—Electric	10.33	10.85	14.15	.75
MoPar Model 802 Radio	54.45	57.15	73.50	4.80
Radio Antenna—Skyway Type	4.12	4.31	6.10	.30
Tires 6.70 x 15				
4 ply White Side Wall—set of 5	12.55	13.20	16.75	.88
6 ply White Side Wall—set of 5	35.25	37.00	47.00	2.47
6 ply Black Side Wall—set of 5	18.95	19.90	25.25	1.33
Taxicab Package—No. 1	18.75	19.75	25.00	1.30
Consisting of Commercial Duty Springs—front and rear. Special firm ride shock absorbers, 11" clutch. 1/2 gauge heavier springs in seat backs. 1 gauge heavier springs in seat cushion.				
Taxicab Package—No. 2	11.25	11.80	15.00	.80
Consisting of same as No. 1 except includes 10" clutch instead of 11".				
Special Body Color—except Station Wagon	26.60	27.84	36.60	1.85
Special Color—Station Wagon	6.75	7.09	9.00	.50
Including hood, fenders, sheet metal, etc.				
Leather Upholstery—4-door Sedan	53.20	55.85	70.00	3.75
Auxiliary Tail Lamp—Station Wagon	3.60	3.78	4.80	.25

**NEW CAR SERVICE**

All Plymouth cars delivered at the factory to retail customers for you or your Dealers of record will be given complete new car inspection and servicing for which a net charge of \$15.00 per car will be added to the car invoice.

Charges for provision for state and federal taxes, or local taxes, if any, are not included in the foregoing prices.

Except as changed hereby, the information contained in previous bulletins on Plymouth prices and equipment remains unchanged.

**ALL PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.**

J. B. WAGSTAFF  
 Vice President  
 in Charge of Sales  
 DE SOTO DIVISION