

CHRYSLER CORPORATION

CHRYSLER SALES DIVISION

Detroit, Michigan

December 27, 1937

CHRYSLER MOTOR CARS
PLYMOUTH MOTOR CARS

TO ALL CHRYSLER DISTRIBUTORS AND DIRECT DEALERS:

In my letter of November 9th you were advised the availability of the Chrysler New York Special Imperial Sedan, and five color options were listed as available with two-tone upholstery; the remaining five body colors to be furnished with the Special Custom Imperial trim No. 1461 unless otherwise specified.

We wish to advise that the New York Special upholstery No. 1461 or any of the four two-tone trim combinations may be used with any body color when ordered on a special order basis. The standard trim options are as follows and will be shipped unless otherwise advised:

<u>BODY COLOR</u>	<u>TRIM COLOR</u>
Polo Green	Two-tone green broadcloth
Chinchilla Gray	Two-tone blue and gray broadcloth combination
Riviera Blue	Two-tone blue and gray broadcloth combination
Chinese Gold	Two-tone tan and brown broadcloth combination
Regal Maroon	Two-tone maroon and tan broadcloth combination
Gunmetal	No. 1461
Malibu Brown	No. 1461
Gyro Blue	No. 1461
Parrott Blue	No. 1461
Black	No. 1461

We are enclosing a sample of the standard trim used in the New York Special as well as four optional two-tone upholstery.

We have had considerable demand for an Imperial Coupe in the New York Special model, and we have made this car available with all of the special features of the New York Special except the folding arm rest used in Sedan models. This car will be available in all color and trim combinations listed above.

The Detroit delivered price on the New York Special Coupe with five wheel equipment is \$1,255.

The Imperial 4-Door Touring Sedan and Imperial Coupe are the only body types available in the New York Special model.

Yours very truly,

J. W. Fray
Vice President

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