

# CHRYSLER CORPORATION

## CHRYSLER SALES DIVISION

*Detroit, Michigan*

CHRYSLER MOTOR CARS  
PLYMOUTH MOTOR CARS

February 24, 1938

TO ALL CHRYSLER DEALERS:

Many distributors and dealers expressed their desire for a car with interior trim and other appointments comparable to the Custom Imperial line, but smaller in size; a car, in other words, which would carry a strong appeal to present Airflow owners.

A short time ago our New York branch received from one of their old Airflow customers an order for a Chrysler Imperial trimmed with center arm rest, luxury springs in the cushions and upholstered in the same fine material which is available on the Custom Imperial models at extra charge. When submitting the order to the factory, the New York branch advised that, in their opinion, a considerable number of these jobs could be sold in their territory if they could be secured without delay.

In view of the fact that these cars were intended for owners who desired the utmost in performance as well as the finest materials available, it was decided that they should be equipped with the Custom Imperial engine.

A car was built to these specifications and shipped to New York. It met with such immediate and enthusiastic response that we felt there was a wider market for this model and as a result we are now building this car, known as the "New York Special" on special order. The New York Special is available in the Imperial 4-door Touring Sedan and the Imperial Coupe body types only. The Coupe carries all of the special features used in the Sedan with the exception of the folding arm rest.

The Detroit delivered price of the New York Special 4-door Touring Sedan, with six-wheel equipment, is \$1445. With five-wheel equipment the 4-door Touring Sedan delivered in Detroit is \$1370. The Coupe, with five-wheel equipment, is \$1255 delivered in Detroit.

For those who desire Custom Imperial luxury in a smaller car, the New York Special is incomparable. Standard equipment on this car includes the following: Two cigar lighters in rear compartment - carpeted front compartment floor - alternate bars of radiator grille painted black, creating a new and distinctive effect - six-ply tires - 20 gallon capacity gasoline tank - instrument panel finished to harmonize with upholstery combination selected - special steering wheel - chrome wheel trim rings - electric clock on instrument panel - glove compartment door lock - curtain on rear window. The upholstery and interior trim is Laidlaw custom-grade upholstery and adds immeasurable to the interior appearance of the car.

The New York Special is available in ten color and trim options, as follows:

BODY COLOR	TRIM COLOR
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
Malibu Brown	No. 1461
Gunmetal	No. 1461
Gyro Blue	No. 1461
Parrott Blue	No. 1461
Black	No. 1461

In two-tone trim options, the darker of the two colors is used for seat cushions seat backs, back of front seat and side arms, weathercoats, robe cords, front door arm rests, rear side arm rests, visor binding, carpet binding and outside covering of assist straps. Remaining trim is in the lighter color.

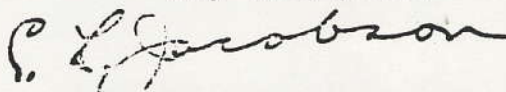
The Special Custom Imperial trim No. 1461 will be furnished with the five body colors as shown above unless otherwise specified. However, No. 1461 or any of the four two-tone trim combinations may be used with any body color when ordered on a special order basis.

We do not recommend overdrive with this car because of its remarkable power and performance without the special transmission, but overdrive is available at the usual extra charge.

The New York Special answers perfectly the requirements of those who desire fine car performance and appointments. Another highly important sales factor is the price advantage which this car holds over the offerings of competition in the fine car class. While the New York Special is not an addition to our line, we will fill orders on a special and noncancellable basis.

We do not want the New York Special to substitute for any of our regular Imperial business, but we believe it will enable you to pick up business that you would not otherwise get. With the New York Special, you will be able to offer your customers a car which is extraordinarily fine and, in addition, delivers most unusual performance.

Very truly yours,



Assistant General Sales Manager  
CHRYSLER SALES DIVISION

31872