



*Tailored to Taste*

# COLOR SELECTIONS FOR THE 1954 CHRYSLER

## *Solid Body Colors*

| CODE | NAME                        |
|------|-----------------------------|
| 1    | Black                       |
| 5    | Alpine Blue                 |
| 6    | Flagship Blue               |
| 7    | Commodore Blue (Metallic)   |
| 8    | Glacier Blue                |
| 9    | Turquoise Blue              |
| 10   | Peacock Blue (Metallic)     |
| 15   | Mint Green                  |
| 16   | Sea Island Green (Metallic) |
| 17   | Everglades Green (Metallic) |
| 30   | West Point Gray             |
| 31   | Ascot Gray                  |
| 40   | Pebble Beige                |
| 41   | Topaz Tan (Metallic)        |
| 42   | Cordovan Brown (Metallic)   |
| 43   | Tahitian Tan                |
| 50   | Torch Red                   |
| 55   | Canary Yellow               |

## *Two-Tone Body Colors*

| CODE | UPPER            | LOWER            |
|------|------------------|------------------|
| 60   | Flagship Blue    | West Point Gray  |
| 61   | West Point Gray  | Flagship Blue    |
| 62   | Alpine Blue      | West Point Gray  |
| 63   | West Point Gray  | Alpine Blue      |
| 64   | Flagship Blue    | Alpine Blue      |
| 65   | Alpine Blue      | Flagship Blue    |
| 66   | Commodore Blue   | Alpine Blue      |
| 67   | Alpine Blue      | Commodore Blue   |
| 68   | Ascot Gray       | West Point Gray  |
| 69   | West Point Gray  | Ascot Gray       |
| 70   | Everglades Green | Mint Green       |
| 71   | Mint Green       | Everglades Green |
| 72   | Mint Green       | Sea Island Green |
| 73   | Sea Island Green | Mint Green       |
| 74   | Topaz Tan        | Pebble Beige     |
| 75   | Pebble Beige     | Topaz Tan        |
| 76   | Glacier Blue     | Peacock Blue     |
| 77   | Peacock Blue     | Glacier Blue     |
| 78   | West Point Gray  | Torch Red        |
| 79   | Torch Red        | West Point Gray  |
| 80   | Sea Island Green | Canary Yellow    |
| 81   | Canary Yellow    | Sea Island Green |
| 82   | Tahitian Tan     | Cordovan Brown   |
| 83   | Cordovan Brown   | Tahitian Tan     |
| 84   | Black            | Turquoise Blue   |
| 85   | Black            | Torch Red        |
| 86   | Torch Red        | Black            |
| 87   | Black            | Canary Yellow    |
| 88   | Canary Yellow    | Black            |

BLACK  
Code 1

ALPINE MOUNTAIN  
Cable Co.

FLAGSHIP BLUE  
C-66 6

COMMODORE BLUE (METALLIC)

Code 7

GLACIER BLUE  
Code 8

TURQUOISE BLUE  
Color 1

PEACOCK BLUE (METALLIC)

Color 10

MINT GREEN  
Code 15

SEA ISLAND GREEN (METALLIC)  
Code 16

EVERGLADES GREEN (METALLIC)

Code 17

WEST POINT GRAY  
Code 30

ASCOT GRAY  
C-46 31

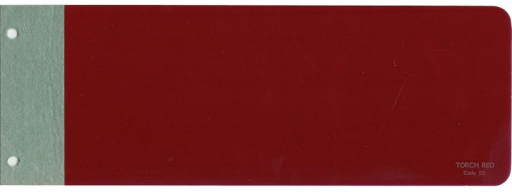
PEDDLE BEIGE  
Code 40

TORAZ TAN (METALLIC)  
CML 41

CORDOVAN BROWN (METALLIC)

Code 42

TAHITIAN TAN  
Code 43



TORCH RED  
Code 50

CANARY YELLOW

Code 53

## UPHOLSTERY SELECTIONS FOR THE 1954 CHRYSLER

| <u>MODEL</u>                                 | <u>CODE</u> | <u>DESCRIPTION</u>                        |
|----------------------------------------------|-------------|-------------------------------------------|
| <b>WINDSOR DELUXE<br/>AND<br/>NEW YORKER</b> | 11          | Tan Pillowpuff Nylon and Brown Gabardine  |
|                                              | 12          | lt Green Pillowpuff and Green Gabardine   |
|                                              | 13          | lt Blue Pillowpuff and Blue Gabardine     |
|                                              | 28          | lt Gray Pillowpuff and Gray Gabardine     |
|                                              | 18          | Highlander Red Plaid and Red Leathercloth |
|                                              | 46          | Two-Tone Blue Leathercloth                |
|                                              | 47          | Two-Tone Green Leathercloth               |
|                                              | 48          | Two-Tone Brown and Tan Leathercloth       |
|                                              | 49          | Two-Tone Gray and Red Leathercloth        |
|                                              | 38          | Two-Tone Brown and Tan Leathercloth       |
|                                              | 39          | Two-Tone Blue Leathercloth                |
| <b>CUSTOM AND<br/>CROWN<br/>IMPERIAL</b>     | 19          | Tan Broadcloth                            |
|                                              | 32          | Green Broadcloth                          |
|                                              | 33          | Gray Broadcloth                           |
|                                              | 34          | Blue Broadcloth                           |
| <b>CUSTOM<br/>IMPERIAL</b>                   | 29          | Cardovan Brown Nylon and Beige Leather    |
|                                              | 30          | Green Nylon and lt Green Leather          |
|                                              | 31          | Blue Nylon and lt Blue Leather            |
|                                              | 56          | Two-Tone Blue Leather                     |
|                                              | 57          | Cardovan Brown and Beige Leather          |
|                                              | 58          | Two-Tone Green Leather                    |

| <u>MODEL</u>                 | <u>CODE</u> | <u>DESCRIPTION</u>                        |
|------------------------------|-------------|-------------------------------------------|
| <b>NEW YORKER<br/>DELUXE</b> | 14          | Two-Tone Tan and Brown Broadcloth         |
|                              | 15          | Two-Tone Green Broadcloth                 |
|                              | 16          | Two-Tone Gray Broadcloth                  |
|                              | 17          | Two-Tone Blue Broadcloth                  |
|                              | 51          | Blue Leather                              |
|                              | 53          | Tan Leather                               |
|                              | 59          | Green Leather                             |
|                              | 60          | Red Leather                               |
|                              | 23          | Turquoise Nylplaid and Black Leather      |
|                              | 24          | Cardovan Brown Nylplaid and Beige Leather |
|                              | 25          | Black Nylplaid and Red Leather            |
|                              | 26          | Dark Blue Nylplaid and lt Blue Leather    |
|                              | 27          | Dark Green Nylplaid and lt Green Leather  |
|                              | 50          | Black Nylplaid and Yellow Leather         |
|                              | 18          | Highlander Red Plaid and Red Leather      |
|                              | 40          | Two-Tone Blue Leather                     |
|                              | 41          | Two-Tone Green Leather                    |
|                              | 42          | Cardovan Brown and Beige Leather          |
|                              | 44          | Turquoise and Black Leather               |
|                              | 45          | Black and Red Leather                     |
|                              | 52          | Black and Yellow Leather                  |

## *The* **NEW YORKER DELUXE**

| <b>CODE</b> | <b>DESCRIPTION</b>                     | <b>AVAILABLE ON:</b>                                |
|-------------|----------------------------------------|-----------------------------------------------------|
| <b>14</b>   | Two-Tone Tan and Brown Broadcloth..... | New Yorker Deluxe 6 Passenger Sedan and Club Coupe. |
| <b>15</b>   | Two-Tone Green Broadcloth.....         |                                                     |
| <b>16</b>   | Two-Tone Gray Broadcloth.....          |                                                     |
| <b>17</b>   | Two-Tone Blue Broadcloth.....          |                                                     |
| <b>51</b>   | Blue Leather.....                      | New Yorker Deluxe 6 Passenger Sedan only.           |
| <b>53</b>   | Tan Leather.....                       |                                                     |
| <b>59</b>   | Green Leather.....                     |                                                     |
| <b>60</b>   | Red Leather.....                       |                                                     |

CODE 14

CODE 14

CODE 15

CODE 15

CODE 16

CODE 17



**CODE 51**  
Blue Leather



**CODE 53**  
Tan Leather  
(New Yorker Deluxe 6 Passenger Sedan only)



**CODE 59**  
Green Leather



**CODE 60**  
Red Leather  
(with Black Trim)

## *The* **NEW YORKER DELUXE**

| <b>CODE</b> | <b>DESCRIPTION</b>                               | <b>AVAILABLE ON:</b>                                |
|-------------|--------------------------------------------------|-----------------------------------------------------|
| <b>23</b>   | Turquoise Nylplaid and Black Leather.....        | New Yorker Deluxe Convertible<br>Coupe and Newport. |
| <b>44</b>   | Turquoise and Black Leather.....                 |                                                     |
| <b>24</b>   | Cordovan Brown Nylplaid and Beige Leather.....   |                                                     |
| <b>42</b>   | Cordovan Brown and Beige Leather.....            |                                                     |
| <b>25</b>   | Black Nylplaid and Red Leather.....              |                                                     |
| <b>45</b>   | Black and Red Leather.....                       |                                                     |
| <b>26</b>   | Dark Blue Nylplaid and Light Blue Leather.....   |                                                     |
| <b>40</b>   | Two-Tone Blue Leather.....                       |                                                     |
| <b>27</b>   | Dark Green Nylplaid and Light Green Leather..... |                                                     |
| <b>41</b>   | Two-Tone Green Leather.....                      |                                                     |
| <b>50</b>   | Black Nylplaid and Yellow Leather.....           |                                                     |
| <b>52</b>   | Black and Yellow Leather.....                    |                                                     |



**CODE 23**  
Turquoise Nylloid and Black Leather



**CODE 44**  
Turquoise and Black Leather



**CODE 25**  
Black Nyploid and Red Leather



**CODE 43**  
Black and Red Leather



**CODE 26**  
Dark Blue Hystaid and Light Blue Leather



**CODE 40**  
Two-Tone Blue Leather



**CODE 27**  
Dark Green Hyploid and Light Green Leather



**CODE 41**  
Two-Tone Green Leather



**CODE 50**  
Black Nuploid and Yellow Leather



**CODE 52**  
Black and Yellow Leather

*The* **CUSTOM and CROWN IMPERIAL**

| <b>CODE</b> | <b>DESCRIPTION</b>         | <b>AVAILABLE ON:</b>                                                                                               |
|-------------|----------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>19</b>   | Tan Broadcloth . . . . .   | Custom Imperial 6 Passenger<br>Sedan and Town Limousine, and<br>Crown Imperial 8 Passenger<br>Sedan and Limousine. |
| <b>32</b>   | Green Broadcloth . . . . . |                                                                                                                    |
| <b>33</b>   | Gray Broadcloth . . . . .  |                                                                                                                    |
| <b>34</b>   | Blue Broadcloth . . . . .  |                                                                                                                    |



**CODE 29**  
Cordovan Brown Nylon and Beige Leather



**CODE 57**  
Cordovan Brown and Beige Leather



**CODE 39**  
Green Nylon and Green Leather



**CODE 58**  
Two-Tone Green Leather



**CODE 31**  
Blue Nylon and Blue Leather



**CODE 56**  
Two-Tone Blue Leather

## *The* **WINDSOR DELUXE and NEW YORKER**

| <b>CODE</b> | <b>DESCRIPTION</b>                                    | <b>AVAILABLE ON:</b>                                                                                                               |
|-------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>11</b>   | Tan Pillowpuff Nylon and Brown Gabardine.....         | } Windsor Deluxe and New Yorker<br>6 Passenger Sedan, Club Coupe<br>and 8 Passenger Sedan (solid<br>Pillowpuff without Gabardine). |
| <b>12</b>   | Light Green Pillowpuff Nylon and Green Gabardine..... |                                                                                                                                    |
| <b>13</b>   | Light Blue Pillowpuff Nylon and Blue Gabardine.....   |                                                                                                                                    |
| <b>28</b>   | Light Gray Pillowpuff Nylon and Gray Gabardine.....   |                                                                                                                                    |
| <b>18</b>   | Highlander Red Plaid and Red Leathercloth.....        | } Windsor Deluxe and New Yorker 6 Pas-<br>senger Sedan, Club Coupe and Newport,<br>and Windsor Deluxe Convertible.                 |
| <b>38</b>   | Two-Tone Brown and Tan Leathercloth.....              | } Windsor Deluxe and New Yorker<br>Town & Country Wagon.                                                                           |
| <b>39</b>   | Two-Tone Blue Leathercloth.....                       |                                                                                                                                    |



**CODE 11**  
Tan Pillowpuff Nylon and Brown Leathercloth



**CODE 12**  
Light Green Pillowpuff Nylon and Green Leathercloth



**CODE 13**  
Light Blue Pillowpuff Nylon and Blue Gabardine



**CODE 28**  
Light Gray Pillowpuff Nylon and Gray Gabardine



**CODE 13**  
Light Blue Pillowpuff Nylon and Blue Leathercloth



**CODE 28**  
Light Gray Pillowpuff Nylon and Red Leathercloth



**CODE 38**  
Two-Tone Brown and Tan Leathercloth  
(Town & Country Wagons only)



**CODE 39**  
Two-Tone Blue Leathercloth  
(Town & Country Wagons only)



**CODE 47**  
Two-Tone Green Leathercloth



**CODE 48**  
Two-Tone Brown and Tan Leathercloth



**CODE 46**  
Two-Tone Blue Leathercloth



**CODE 49**  
Two-Tone Gray and Red Leathercloth