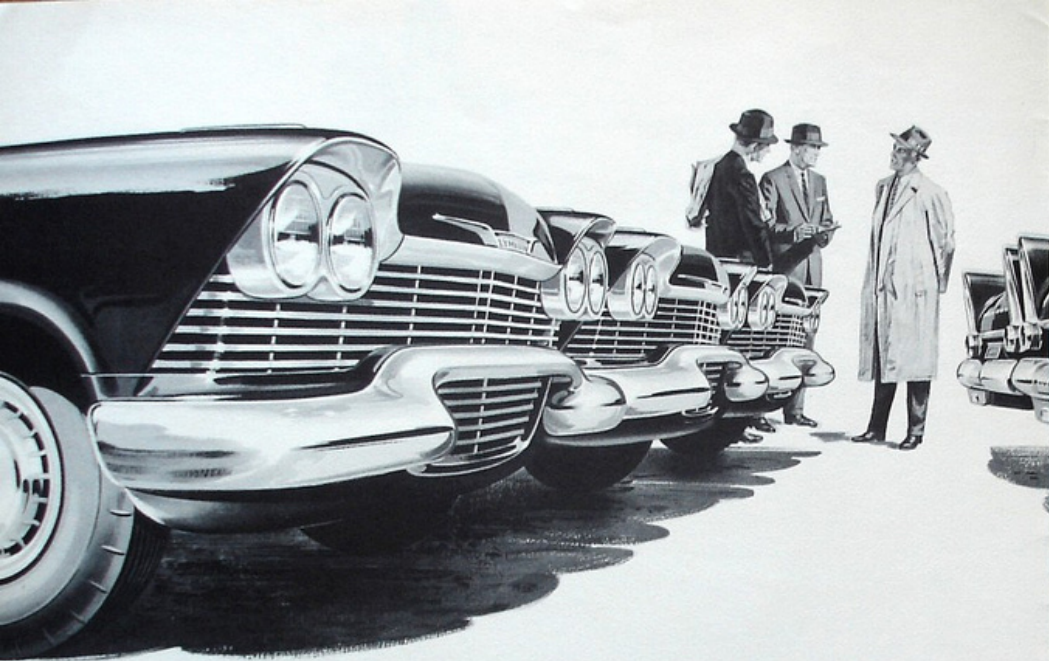


TWO BEAUTIFUL NEW PLYMOUTH MODELS FROM WHICH TO CHOOSE YOUR OWN "CUSTOM
TAILORED" FLEET . . . AND THEY'RE BOTH HEAVY-DUTY EQUIPPED FOR TAXICAB SERVICE



The New Plymouth SAVOY is ideal for the fleet operator who wants a "deluxe" fleet tailored to his own specifications! Many special items can be ordered to supplement the optional heavy-duty Plymouth taxicab "package," and installed with factory precision as the cabs are built. You order exactly the equipment you need to fit your particular requirements. Directional signals standard. Plymouth taxicab instrument panels are designed for easy taximeter mounting. And Plymouth has the widest doors, roomiest seats and biggest trunk of "All 3."

The New Plymouth PLAZA, like the custom-tailored Savoy, boasts as optional taxicab equipment, heavy-duty chassis springs, heavy-duty Oriflow shock absorbers, over-size clutch, battery heat shield, 70-amp-hr. heavy-duty battery, heavy-duty wide rim wheels, heavy gauge zig-zag seat and seatback springs, taxi economy carburetor and special cylinder head (6-cyl. models) and heavy-duty transmission drive pinion bearing and hardened low and reverse gear splines (with manual transmissions). Designed by men who *know* the cab business!



FACT NO. 1 MORE PLYMOUTHS ARE USED FOR TAXICABS THAN ANY

Why? Because time and experience have proved that Plymouth cabs stay on the street longer, register less gas and oil. In short, Plymouth Taxicabs are *more dependable*. And today's new Plymouth is the most



OTHER MAKE OF AUTOMOBILE!

less layup time, require less service and dependable Plymouth Taxicab ever built!



FACT NO. 3 PLYMOUTH'S RUGGED FRAME is bigger, more rigid, with Safety-Y bumper supports, heavy cross members. Live rubber mounts prevent metal-to-metal contact, insulate from vibration, shock. Special Plymouth taxicab body has 1-piece steel top, steel inner door panels, diagonal struts behind rear seats, ribbed and channeled floor pan, counter-balanced luggage compartment lid.