

NEW '59 PLYMOUTH TAXICABS

OPEN THE DOOR TO BIGGER PROFITS!—IF IT'S NEW, PLYMOUTH'S GOT IT!



HERE'S EXTRA PROFIT FOR YOU...THE NEW PLYMOUTH

WITH GREAT NEW IMPROVEMENTS DEVELOPED THROUGH PLYMOUTH'S VAST TAXI-BUILDING EXPERIENCE...

- Still Greater Gas Economy!
- Still Less Oil Consumption!
- Still Longer Life Than Even The Toughest Plymouth Cabs of the Past!
- Still Easier, More Economical Adjustment and Maintenance!
- Still Greater Passenger Comfort!
- It's a money-maker if there ever was one! Turn page for the story.



1959 TAXICAB SPECIAL!



THE PLYMOUTH TAXICAB SPECIAL IS
DELIVERED COMPLETE, READY TO START
EARNING EXTRA PROFITS FOR YOU!

Here's what you get:

HIGH COMPRESSION ECONOMY

HEAD—6 Cylinder only
CARBURETOR—Lean—6 Cylinder only
OVERSIZE CLUTCH—10" on 6 Cylinder
—10½" on 8 Cylinder

TRANSMISSION—Manual 3-Speed
Heavy Duty (Standard on 8 Cylinder)

HEAVY DUTY WHEELS—14" x 5½"

BATTERY—70 Ampere Hours

BATTERY HEAT SHIELD

DOMELAMP SWITCHES—At all four
doors and instrument panel plus warn-
ing light and manual drivers switch

ROOF LIGHT WIRING—Including hole
in roof—16" back from windshield
molding

REAR COMPARTMENT ASH RECEIVER
—Back of front seat

ARM RESTS—Front and Rear

OIL FILTER—Replaceable Element

GENERATOR—30 Amperes Heavy Duty

Double Ball Bearing—Low Cut-In
HEATER WITH DEFROSTER—Hot
Water

ALL VINYL TRIM—Heavy Duty—Gray

HEAVY DUTY SEAT CUSHION AND

BACK SPRINGS—Front and Rear

HEAVY DUTY FLOOR MATS

PLYMOUTH NAMEPLATE

ASSIST STRAPS—"B" Posts

TRIPCARD—Left Front Door

REAR DOOR PULL HANDLE

HERCULITE DOOR GLASS

HEAVY DUTY SUSPENSION—Firm

Ride Springs and Shocks

FLOOR PAN SILL RAMPS—(furnished
loose)

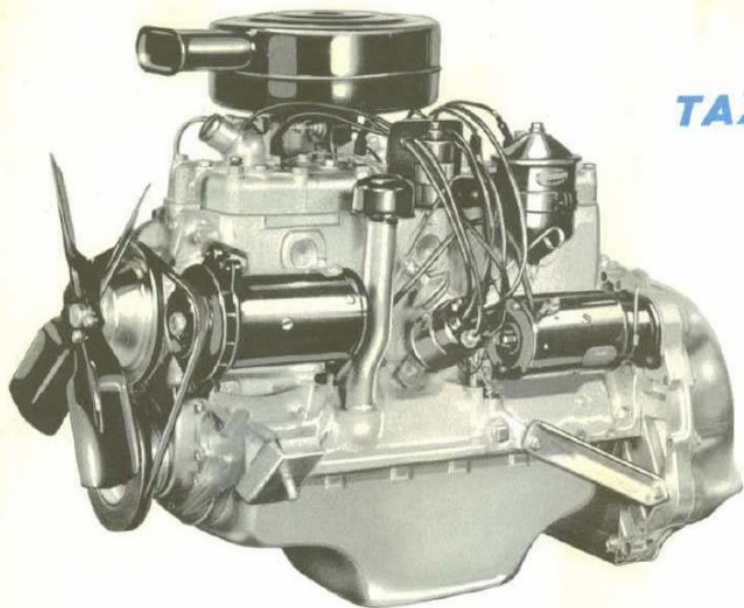
DUAL SUN VISORS

FOAM CUSHION—Front Seat

TURN SIGNALS

DUAL HORNS

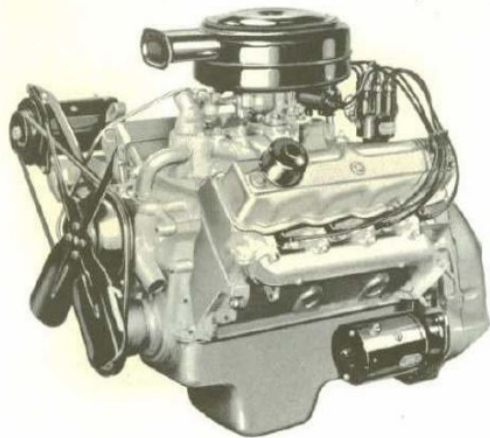
MEET TWO GREAT NEW TAXICAB "WORK-HORSES!"

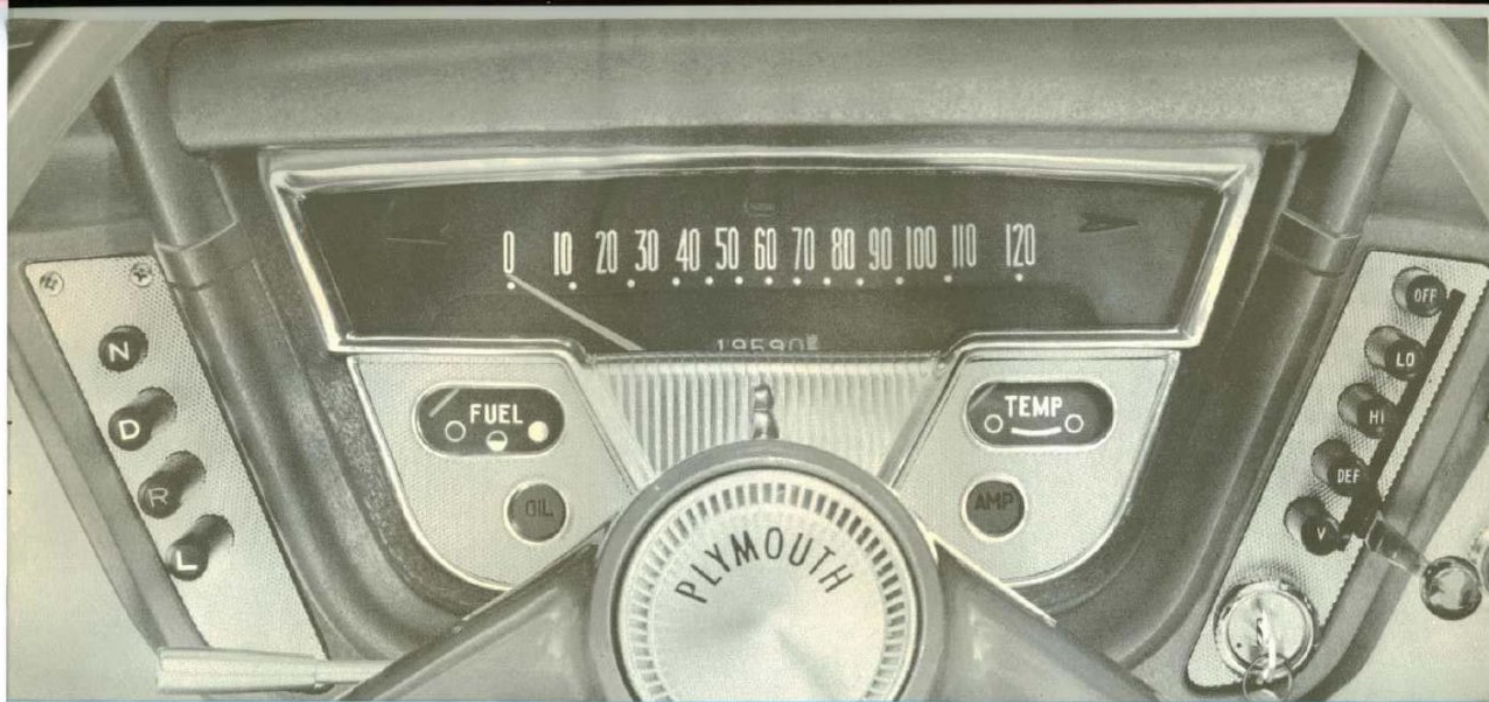


◁ **NEW, BEEFED-UP POWERFLOW 6** With new gas-saving carburetion and important new longer-life features! New baffle plates in tappet and valve spring chambers keep oil from passing along valve stems to burn wastefully away in combustion chamber . . . *New higher-capacity oil pump* provides better lubrication at all speeds . . . *City Duty Carburetor* is made for "taxi driving pattern" of stop-and-go driving; uses less fuel . . . *New Floating Oil Intake* circulates only the "cream of the oil." No useless foam from top, no gritty sludge from bottom . . . *New Heavy-Duty rod and main bearings* of new more durable materials . . . new *Heat-Resistant exhaust valves* of an entirely new valve steel and tulip shaped flexible head design . . . new, more durable *exhaust valve inserts* . . . new, *trouble-free lubrication for chain-driven camshaft* . . . many other advances for low-cost operation . . . each developed through Plymouth's wide taxi-building experience to save "down time" and increase earning time!

NEW FURY V-800 . . . FAST GROWING IN TAXICAB POPULARITY! ▷

This is the powerful, *economical V-8* that won the *Mobilgas Economy Run* two years in a row! Plenty of breakaway and sprint power for safer maneuvering in traffic . . . a smooth, brilliant performer in every driving range. Moves briskly with payload to earn more money at the meter . . . *yet operates on regular gas . . . no paying extra for premium fuel!* Made for long life and easy maintenance. *Large bore, short stroke lateral overhead valves . . . new camshaft and easily-adjusted valve lifters . . . special Three-Stage Carburetor* that saves gas in middle driving range where cabs usually operate. The most rugged 8 on the market, with new built-in economy of operation!





EFFICIENT NEW PUSH-BUTTON CONTROL CENTER AVAILABLE ON ALL 1959 PLYMOUTH TAXICABS!

Automatic Transmission, heat and ventilation controlled with a touch of the finger . . . Driver concentrates on the road!

JOIN THE TREND TO PLYMOUTH PUSH-BUTTON POWERFLITE! Each year, more taxi companies find they increase profits materially with Push-Button PowerFlite . . . world's most durable, fool-proof automatic transmission, now *water-cooled for still longer life and fewer adjustments!*

No clutches to re-face . . . no clashing of gears . . . no jolts for passengers. Does away with overload on axles and transmission caused by jolting starts with stick shifts. Easiest to maintain of all automatics. Three-speed Plymouth Push-Button TorqueFlite

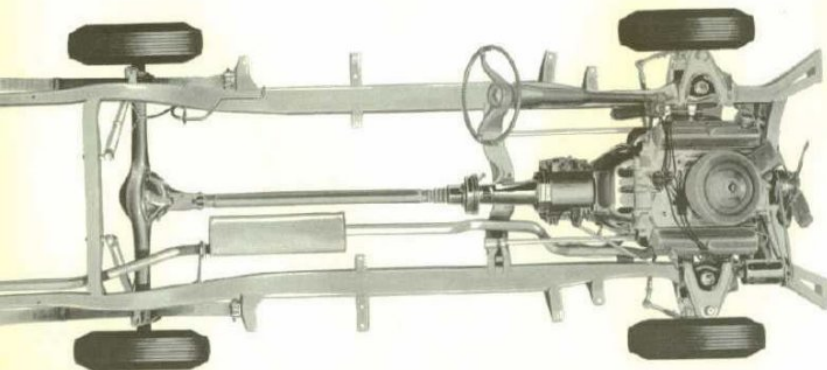
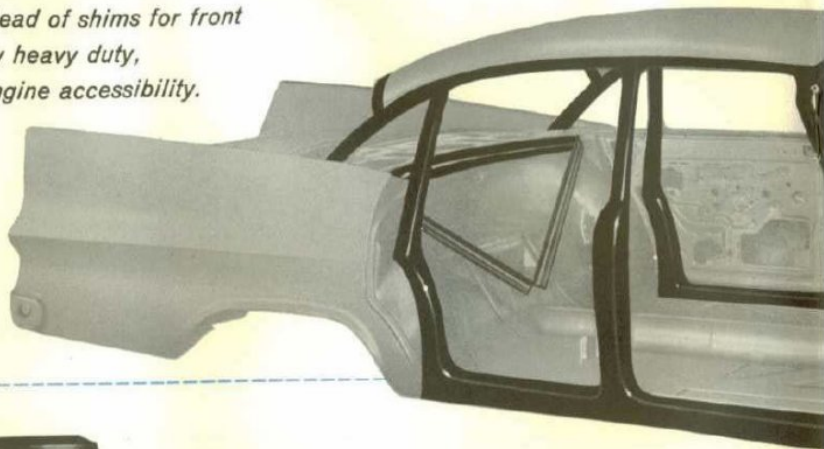
Automatic Transmission available with V-8 engines, combining long life with still more brilliant performance. Both transmissions worked with fully-mechanical push buttons.

PUSH-BUTTON HEATING AND VENTILATING ADD TO PASSENGER COMFORT. Weather changes frequently during a taxi's long days and nights on the street . . . but Plymouth's new Push-Button system swiftly adjusts the "weather" inside to your passengers convenience. Easiest of all temperature and ventilating controls to operate. Does not take driver's attention away from traffic.

NEW EASE OF MAINTENANCE AND DURABILITY MEAN LE WITH NEW '59 PLYMOUTH TAXIS . . . MANY SHOP OPERAT

Plymouth taxis have always been famous for spending their time on the street . . . not in the shop. Now they step still further ahead of competition with new features like fast, easy cam adjustment instead of shims for front wheel alignment . . . easier brake adjustments . . . many heavy duty, long-life, body and chassis features, plus superior engine accessibility.

Special Plymouth taxicab body has 1-piece steel top . . . steel inner door panels . . . diagonal struts behind rear seats . . . heavy duty, comfortable seat springing . . . a rugged, ribbed and channeled floor pan . . . counter-balanced luggage compartment lid on the giant-size trunk.



HEAVY DUTY DOESN'T MEAN LACK OF LUXURY WITH PLYMOUTH CABS!

Plymouth Torsion-Aire Suspension, far ahead of anything else in the taxi field, gives your passengers the smoothest, most comfortable ride of any cab on the street! No sway . . . no roll on turns. No nose-dive on stops . . . no "squat" on starts. Passengers just naturally relax and enjoy the ride!

World-famed Torsion-Aire is especially adapted for taxicab use, with heavy duty torsion bars and heavy duty ball joints up front . . . heavy duty Oriflow Shock absorbers front and rear . . . heavy duty six-leaf, outrigger-mounted rear springs. Every part is made stronger to stand up longer. (Constant Level Torsion-Aire also available on V-8 models with automatic transmissions. Taxi keeps itself level even under extra-heavy loads.)

LESS LAYUP TIME REPAIRS SPEEDED



Herculite door glass—three times stronger than laminated glass! A Plymouth taxicab exclusive! Resists cracking or breaking no matter how hard and often the cab doors are slammed! Plymouth pioneered its use in taxi doors—to keep your cabs from layup time for broken glass replacement! A big saver of time and money!



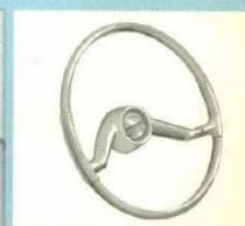
SAFE-GUARD DOOR LATCHES—Passengers and drivers travel more safely! All Plymouth Taxicab Specials have open-door warning lights that alert driver of



SAFETY-RIM WHEELS are designed and constructed to keep the tires in place for a safe, sure, straight-line stop—even if there should be a blowout.



ELECTRIC WINDSHIELD WIPERS maintain steady speed, don't slow down on acceleration when needed most! Wide-view glass



SAFETY-CENTER STEERING WHEEL has special deep-spoke design to protect the taxicab driver in the event of a collision.

THESE IMPORTANT TAXI SAFETY FEATURES HELP CUT THE HAZARD OF CAB OPERATION

As you know, the law of averages says your taxicabs will be exposed to far more dangers than an ordinary passenger car. So it certainly pays to be safety-minded in choosing your cabs. It's important, for example, to remember that Plymouth doesn't have the "X"-type frame that leaves the mid-section of your cabs (where passengers sit) unprotected against side collisions. It's important to remember that Plymouth's Torsion-Aire suspension eliminates neck-snapping nosedive if a driver has to stop fast; eliminates annoying lean and sidesway, too. And it's certainly important to remember all these other Plymouth safety features as well:



TOTAL CONTACT BRAKES, with new advanced step design—a Plymouth exclusive in the taxi field, are especially adapted to taxicab stop-and-go driving because the brake shoe follows the wheel drum as the drum expands from heat, maintaining safe stopping contact. Each front wheel has *two* brake cylinders. Stops are safer and surer, with 25% less pedal pressure. Plymouth brake linings are bonded to shoe . . . no rivets to score drums.



SELECT YOUR OWN "CUSTOM TAILORED" FLEET FROM SAVOY OR BELVEDERE . . . EACH HEAVY-DUTY EQUIPPED

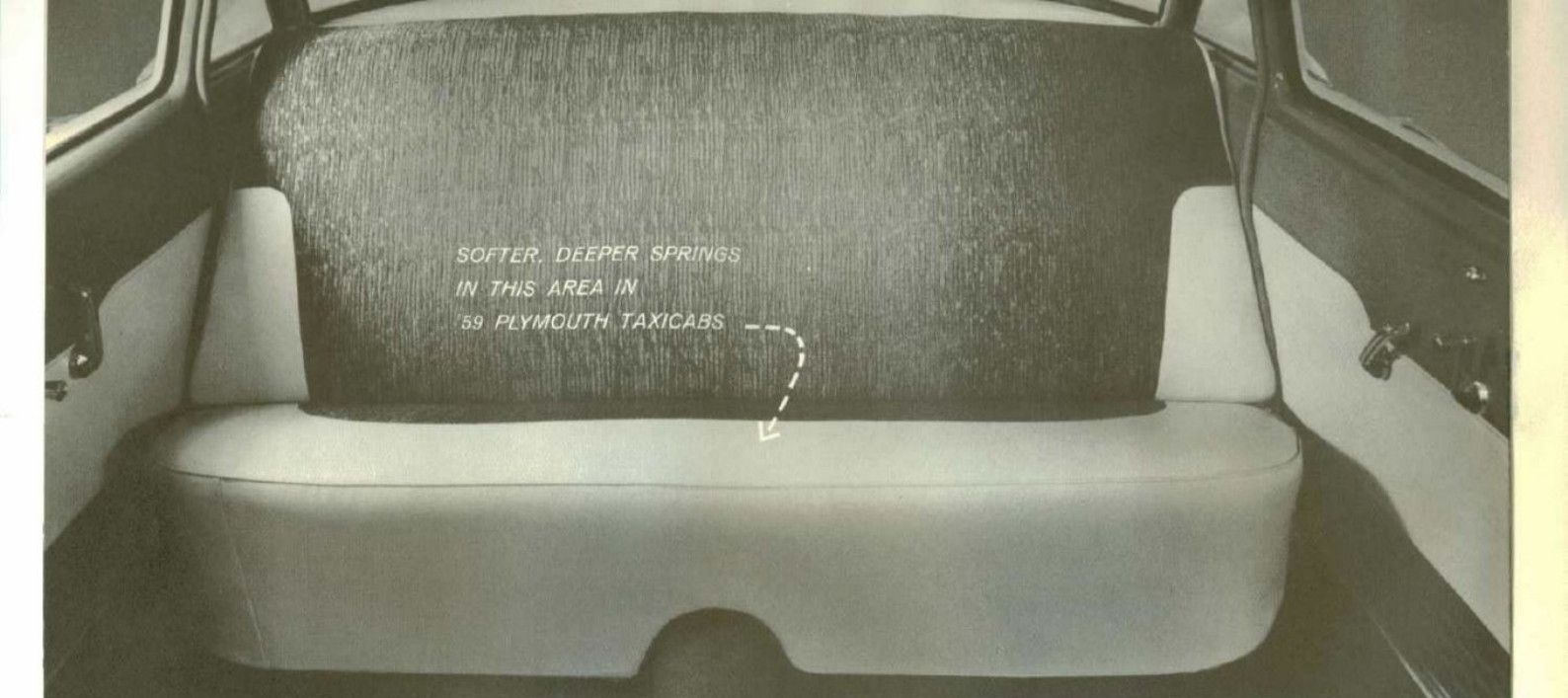


NEW 1959 PLYMOUTH FOR TAXICAB SERVICE!

◁ **NEW PLYMOUTH BELVEDERE:** Ideal if you want a DeLuxe Fleet made to your own specifications! Select Plymouth heavy duty Taxicab "package", with special supplemental items if you wish. All installed with factory precision as your cabs are built.



△ **NEW PLYMOUTH SAVOY:** Here too you can pick the heavy duty taxi "package" with or without supplemental extras. Somewhere in the new Plymouth "taxi line"—the Taxicab Special, the Belvedere and the Savoy—you will find exactly the cabs to meet your special requirements . . . and increase your earnings!



*SOFTER, DEEPER SPRINGS
IN THIS AREA IN
'59 PLYMOUTH TAXICABS*

**NEW SOFT-SPRING COMFORT
NOW ADDED TO
CENTER OF REAR SEAT!**

All rear seat passengers ride in equal comfort in the new 1959 Plymouth taxicabs. The floor pan has been newly lowered to permit deeper, softer, more comfortable springing in the middle of the seat—an important advance in passenger satisfaction. Both the rear and the front seats are upholstered in soft, durable foam.

Rear door cut away for easier entrance and exit! A Plymouth taxicab feature that adds much to passenger comfort. Gives extra foot room. Passengers enter and leave more easily and naturally. Makes Plymouth's interiors still more appealing to your fares.

**ONLY THE
BIGGEST PROFIT-
MAKER HAS
THE BIGGEST SALES!**

*More Plymouths are used as taxicabs than any other
make . . . and this background of successful,
practical experience now pays off for you in the most
rugged Plymouth cabs in history.*

Your passengers will like their new '59 beauty and riding ease!
Your drivers will like their ease of handling and maneuvering!
YOU will like the way costs drop as Plymouth taxis stay on the street
longer and register less layup time!



**PLYMOUTH CONTINUES TO HONOR TAXI
DRIVERS IN BIG 4-STAR AWARD PROGRAM**

For the fifth year in succession, some of America's finest professional taxicab drivers have been honored in the annual Plymouth 4-Star Taxicab Drivers Award Program.

Thirty drivers from all parts of the country received cash prizes, handsome Certificates of Award and an expense-paid visit to Detroit, where they received the salutes of safety experts, government officials and industrial leaders at a gala awards banquet in their special honor. The visit included a round of receptions, yacht cruising and sight-seeing.

The awards were given for outstanding records of Safety, Courtesy, Service and Citizenship.

Nominations were made by fellow cab drivers, organized fleets and associations of individual taxicab owners. The winners were chosen from among thousands of nominees by an impartial jury representing the American Taxicab Association, the National Association of Taxicab owners, traffic safety organizations and the Press.

In congratulating the 4-Star Drivers, civic officials complimented them on setting examples of safe driving which drivers everywhere should follow.

If you are interested in having one of your drivers nominated for Plymouth's Sixth Annual Award Program this year, contact any official of A.T.A. or N.A.T.O.

PLYMOUTH TAXICAB SPECIFICATIONS

V-8 MODELS

ENGINE TYPE: 8-cylinder overhead-valve V-type. Horsepower 230 at 4400 r.p.m. Torque 340 ft./lbs. at 2400 r.p.m. Compression ratio 9.0 to 1. Bore 3.91 inches. Stroke 3.31 inches. Piston displacement 318 cubic inches. 2-barrel down-draft carburetor. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Full-pressure lubrication to all crankshaft, camshaft and connecting rod bearings, and to valve rocker arms and tappets.

POWERFLOW 6 MODELS

ENGINE TYPE: L-head valves. Horsepower 132 at 3600 r.p.m. Torque 205 ft./lbs. at 1200 r.p.m. Compression ratio 8.0 to 1. Bore 3.25 inches. Stroke 4.63 inches. Piston displacement 230 cubic inches. Shear-type Floating Power engine mounting. Counter-balanced crankshaft with 4 main bearings. Chain-driven camshaft. Aluminum alloy 4-ring pistons. Top compression ring chrome-plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts. Taxicab Economy carburetor with taxi calibration. Oil capacity, 5 quarts.

FUEL SYSTEM: New, woven plastic fuel filter in gas tank.

LUBRICATION: Full pressure to all crankshaft, camshaft and connecting rod bearings. By-pass oil filter.

COOLING SYSTEM: High-flow water pump with ball bearings.

V-8 AND 6-CYLINDER MODELS

FUEL SYSTEM: Aluminum downdraft carburetor. Automatic choke. New replaceable paper element air cleaner.

ELECTRICAL: 12-volt electrical system. 70-amp.-hr. Heavy duty Battery. Battery heat shield. 30-ampere, double ball bearing heavy duty generator with automatic voltage and current control. Ignition key start switch. Lighting circuit protected with circuit breaker. Trouble-free plastic coated wiring throughout. Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Splash-proof distributor. Wired for taxi roof sign. Automatic all-door dome light switches with driver control switch on dash.

DIMENSIONS: Wheelbase 118 in. Overall length 208.2 in. Overall width 78.0 in. Front headroom 35.7 in. Rear headroom 34.2 in. Front hiproom

The policy of Plymouth Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence specifications, equipment and prices are subject to change without notice.

CORRECTION NOTICE: The listing of Plymouth Taxicab Special Equipment on page 3 is incorrect. Front Door Arm Rests, Dual Sun Visors, and Front Seat Foam Cushions are not included in the special package, but are optional at small extra cost. The statement on page 10 pertaining to front and rear foam seats is incorrect. Front seat foam cushions are optional and rear seat foam cushions are not available.

63.0 in. Rear hiproom 62.7 in. Front legroom 45.5 in. Rear legroom 41.5 in.

CONSTRUCTION: All-steel welded, completely rust-proofed and insulated Safety Body. Box-section reinforcements around window and door openings. Baked enamel finish.

STEERING: Worm and ball bearing roller-type steering gear. Idler arm steering linkage for maximum control. Ball-joint steering knuckles.

COOLING SYSTEM: Higher capacity, high-pressure (14 psi) system. Full-length water jackets. Water pump with ball bearings.

LUBRICATION: Rotor-type oil pump.

VENTILATION: Permanent cowl air intake. Ventilating wings in each front door. Nozzle-type outlets direct defroster air flow with fresh air heating system (optional).

FRAME: Rugged new full-length boxed steel frame with wider side rails. Five sturdy crossmembers.

FRONT SUSPENSION: Combined torsion bar springs and ball joints. Lower unsprung weight. Wide-angle lower control struts. Rubber isolated pivot mountings. Heavy duty Shock Absorbers.

REAR SUSPENSION: Asymmetric stub spring design. Heavy duty springs, rubber isolated. Larger, soft jounce cushioners.

DRIVE: Heavy duty transmission drive pinion bearing; Hotchkiss drive with hypoid axle.

BRAKES: New 11-in. Total-Contact Brakes. 12-in. brakes available.

TIRES AND WHEELS: New, larger volume tires. Heavy duty Safety-Rim wheels. (14" x 5½")

REAR AXLE RATIOS: 6-cyl. taxicabs with 3-speed manual shift—3.73:1 or 4.10:1. 6-cyl. with PowerFlite—3.73:1 or 3.90:1. V-8 with 3-speed manual shift—3.54:1 or 3.91:1. V-8 with PowerFlite 3.31:1 or 3.91:1.

OPTIONAL at added cost: 40-ampere heavy duty generator. 50 or 60-ampere Leece-Neville alternating generator. (Foregoing, not available in 6-cylinder taxicabs with power steering.) City traffic carburetor (6-cyl. only). Solex windshield glass. 23-gallon fuel tank. PowerFlite push-button drive. Power steering (in 6-cyl. taxicab available with 30-ampere generator only.) Universal keys.

Cars illustrated in this catalog are shown with items of optional equipment available at moderate extra cost.