

Plymouth

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VALUE

STORY

FOR '59



**Today's best buy
tomorrow's best trade**

**CONTINUOUS
SALES
COME
THROUGH
"THE
SELLING
CYCLE"**



- 1. PROSPECTING**
- 2. QUALIFYING**
- 3. PRESENTING**
- 4. DEMONSTRATING**
- 5. TRADING**
- 6. CLOSING**
- 7. DELIVERING**
- 8. FOLLOW UP**

MY CUSTOMER

MY CUSTOMER is not dependent on me
—I am dependent on him.

MY CUSTOMER is not a cold statistic—
he is a flesh-and-blood human being with
feelings and emotions like my own.

MY CUSTOMER is not someone to argue
or match wits with.

MY CUSTOMER is a person who brings
me his wants—it is my job to fill those
wants.

MY CUSTOMER is deserving of the most
courteous and attentive treatment I can
give him.

MY CUSTOMER is the life-blood of this
and every other business.

1959 PLYMOUTH

Manufacturer's suggested retail prices*

MODEL	BASIC VEHICLE	TRANSPORTATION CHARGES	TOTAL*
BUSINESS COUPE			
Savoy, 6 cyl.....	\$2142.75	_____	_____
2-DOOR CLUB SEDANS			
Savoy, 6 cyl.....	2232.00	_____	_____
Savoy, 8 cyl.....	2351.50	_____	_____
Belvedere, 6 cyl.....	2389.25	_____	_____
Belvedere, 8 cyl.....	2508.75	_____	_____
4-DOOR SEDANS			
Savoy, 6 cyl.....	2282.75	_____	_____
Savoy, 8 cyl.....	2402.25	_____	_____
Belvedere, 6 cyl.....	2439.75	_____	_____
Belvedere, 8 cyl.....	2559.25	_____	_____
Fury, 8 cyl.....	2690.50	_____	_____
2-DOOR HARDTOPS			
Belvedere, 6 cyl.....	2461.25	_____	_____
Belvedere, 8 cyl.....	2580.75	_____	_____
Fury, 8 cyl.....	2714.25	_____	_____
Sport Fury, 8 cyl.....	2927.25	_____	_____

*State and/or local taxes, if any, license and title fees, and options and accessories are not included.

1959 PLYMOUTH

Manufacturer's suggested retail prices*

MODEL	BASIC VEHICLE	TRANSPORTATION CHARGES	TOTAL*
4-DOOR HARDTOPS			
Belvedere, 6 cyl.....	\$2524.75	_____	_____
Belvedere, 8 cyl.....	2644.25	_____	_____
Fury, 8 cyl.....	2771.25	_____	_____
CONVERTIBLE COUPES			
Belvedere, 8 cyl.....	2814.25	_____	_____
Sport Fury, 8 cyl.....	3125.25	_____	_____
2-DOOR STATION WAGONS			
De luxe, 6 cyl. (6 pass.).....	2574.25	_____	_____
De luxe, 8 cyl. (6 pass.).....	2693.75	_____	_____
Custom, 8 cyl. (6 pass.).....	2814.25	_____	_____
4-DOOR STATION WAGONS			
De luxe, 6 cyl. (6 pass.).....	2641.00	_____	_____
De luxe, 8 cyl. (6 pass.).....	2760.50	_____	_____
Custom, 6 cyl. (6 pass.).....	2761.50	_____	_____
Custom, 8 cyl. (6 pass.).....	2881.00	_____	_____
Custom, 8 cyl. (9 pass.).....	2990.75	_____	_____
Sport, 8 cyl. (6 pass.).....	3020.75	_____	_____
Sport, 8 cyl. (9 pass.).....	3130.50	_____	_____

*State and/or local taxes, if any, license and title fees, and options and accessories are not included.

*Manufacturer reserves the right to revise, change or modify construction and prices of any Chrysler Corporation vehicle, or any part thereof, as he may see fit, without incurring any obligation to make like changes on vehicles previously sold.

ACCESSORY GROUPS

Manufacturer's Suggested Retail Prices**

311 ACCESSORY GROUP

(Order for all except Sport Fury, Fury and Sport Suburban). Consists of Wheel Covers (set of 4), Stone Shields (rear quarter), Electric Clock, Glove Box Lock..... \$39.20

312 ACCESSORY GROUP

(Order for all body types). Consists of Back-up Lights, Windshield Washer, Variable-Speed Dual Electric Windshield Wipers..... 27.85

313 ACCESSORY GROUP

(Order for Savoy and Deluxe Suburbans Only). Consists of right sun visor, front arm rests, front foam cushion..... 22.80

406 *ACCESSORY GROUP

(Order for all body types.) Consists of License Plate Frame, Vanity Mirror, Dual Outside Rear-View Mirrors..... 14.05

*Dealer installed only.

**State and/or local taxes, if any, are not included.

NOTE: Factory-installed accessory group items are available only in complete groups unless listed individually on the following pages.

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER
CODE NO.

PRICES**

341	AIR CONDITIONER (For V-8 models only) Consists of air cooling unit, hot water heater and defroster.....	\$445.60
342	AIR CONDITIONER (For V-8 4-door Suburbans only).....	640.00
	Consists of dual air cooling unit, hot water heater and defroster.	
391	AUTOMATIC BEAM CHANGER—HEADLIGHT DIMMER.....	48.50
392	BACK-UP LIGHTS.....	10.70
	BUFFER GUARDS	
355	Front and rear rubber inserts (For all except Suburbans).....	13.50
356	Front rubber inserts only (For Suburbans only)	10.70
357	Outer wing, for front only (Do not order with rubber inserts).....	18.05
570	CIGAR LIGHTER (For Savoy and Deluxe Suburban models only).....	3.75
396	CONSTANT LEVEL TORSION-AIRE SUSPENSION (For V-8 models equipped with Power-Flite or Torqueflite only).....	106.30
371	DUAL EXHAUST WITH DUAL MUFFLERS (For Fury V-800 engine only).....	26.85

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.		PRICES**
352	FOAM SEAT CUSHION—Rear (For Fury models and Sport Suburban 2nd seat only. Standard on Sport Fury models).....	\$ 10.70
466	GLASS—TINTED SOLEX SAFETY (should always be ordered with Air Conditioner).....	42.60
373	GOLDEN COMMANDO 395 ENGINE (For all V-8 models except with Overdrive and Powerflite).....	86.50
345	HEATER—HOT WATER WITH DEFROSTER (Do not order with Air Conditioner).....	74.40
347	HEATER—INSTANTANEOUS GAS, WITH DEFROSTER (For all V-8s, except with Air Conditioner).....	104.00
398	REAR WINDOW DEFOGGER.....	19.80
328	LOCKED LUGGAGE COMPARTMENT (For 6-passenger Suburbans only).....	28.20
	MIRRORS	
402	Remote control, for left side only.....	17.75
403	Remote control for left side, with matching outside control mirror for right side.....	26.25
405	Mirror-Matic—rear-view with automatic electronic dimmer.....	16.10
404	Inside rear-view prism type.....	4.20
302	POWER BRAKES.....	42.60
303	POWER SEAT—2-WAY EASY-GLIDE (fore-and-aft).....	48.25
301	POWER STEERING.....	76.60

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.		PRICES**
304	POWER WINDOWS—set of 4 (For all models except Business Coupe and 2-door Suburbans)	\$102.30
441	RADIO—PUSH-BUTTON OPERATION AND ANTENNA.....	73.00
327	RADIO SPEAKER—REAR SEAT (For all except Convertible and Suburban models).....	12.45
333	DUAL REAR ANTENNA.....	12.45
431	SAFETY-PADDED INSTRUMENT PANEL (Standard on Sport Fury models).....	13.50
491	SAFETY-PADDED SUN VISORS.....	6.45
309	SPORT DECK—REAR DECK-LID TIRE COVER (For all except Suburban models. Standard on Sport Fury models).....	28.45
	SPORTONE—ANODIZED ALUMINUM (For all models except Sport Fury, Fury and Sport Suburban).....	22.60
	SPORTONE—ANODIZED ALUMINUM WITH TWO-TONE ROOF (For all models except Sport Fury, Fury and Sport Suburban).....	35.35
	TWO-TONE PAINT.....	16.95
471	STEERING WHEEL—DELUXE PADDED, 2-TONE (Standard on Sport Fury models).....	13.85
372	SUPER-PAK (Standard on Sport Fury models)	39.00
399	SURE-GRIP DIFFERENTIAL.....	49.70
361	SWIVEL SEATS.....	66.90
305	TAILGATE WINDOW—ELECTRIC REMOTE CONTROL (For 6-passenger Suburbans only. Standard on 9-passenger Suburbans).....	32.70

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER
CODE NO.

PRICES**

TIRES

- | | | |
|----|---|----------|
| 11 | 7:50 x 14 4-ply whitewall (For all except 9-passenger Suburban models)..... | \$ 33.35 |
| 12 | 8:00 x 14 4-ply blackwall (Standard on 9-passenger Suburbans)..... | 14.30 |
| 13 | 8:00 x 14 4-ply whitewall..... | 55.95 |

NOTE: 8:00 x 14 4-ply tires are recommended for Convertible and 6-passenger Suburban models, and will be installed at additional cost unless specifically noted otherwise on order.

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|----|--|-------|
| 13 | 9 passenger Suburbans only, 8:00 x 14 4-ply whitewall tires..... | 41.75 |
|----|--|-------|

TRANSMISSIONS

- | | | |
|-----|--|--------|
| 292 | Powerflite 2-speed automatic: (For all models except when equipped with New Golden Commando 395 engine)..... | 189.10 |
| 293 | Torqueflite 3-speed automatic: (For all V-8 models only)..... | 226.90 |
| 294 | Overdrive (For all models except when equipped with New Golden Commando 395 engine)..... | 107.70 |

- | | | |
|-----|--|-------|
| 501 | UNDERCOATING—with Fiberglass pad under hood..... | 12.85 |
| 511 | WHEEL COVERS—set of 4 (For all except Sport Fury)..... | 18.55 |
| 521 | WINDSHIELD WASHER..... | 11.80 |
| 522 | WINDSHIELD WIPERS—variable-speed dual electric..... | 5.55 |

MoPar
PARTS & ACCESSORIES

This MoPar trademark stands for having the *right* parts and accessories at the *right* place at the *right* time. They are *right* because every MoPar part and accessory is engineered precisely to the original equipment standard of all Chrysler Corporation vehicles. Our customers have purchased the finest products in the automotive industry—they deserve the best in "Bumper to Bumper" parts and service. And the best in service means using MoPar—genuine Chrysler Corporation Parts.

**MoPar Division—Chrysler Motors
Corporation
Detroit 31, Michigan**

**State and/or local taxes, if any, are not included.

WHAT THE '59 *Plymouth* OFFERS MY CUSTOMER.....

In addition to its beautiful '59 styling with the new Star-View windshield on hardtops and convertibles, and glamorous new Sport Deck available on all models at low extra cost, Plymouth offers:

- Exciting new performance with the New Golden Commando 395, Fury V-800 and other great '59 Plymouth engines.
- Push-buttons for driving, heating, defrosting and ventilating.
- New Constant Level Torsion-Aire Ride at low extra cost, or famous no-extra-cost Torsion-Aire Ride.
- New optional features such as Swivel Front Seats, Mirror-Matic rear-view mirror, and Automatic Headlight Dimmer at low extra cost.
- Full-Time Power Steering, optional at low extra cost.
- New fuel economy due to Plymouth's new 3-stage carburetor and fuel-saver choke. Plymouth's standard V-8 engine gives top performance on regular gas . . . saves even more gas than Plymouth engines that won the last two Mobilgas Economy Runs.

CALENDAR

1968		NOVEMBER					1968	
S	M	T	W	T	F	S		
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1968		DECEMBER					1968	
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1969		JANUARY					1969	
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1969		FEBRUARY					1969	
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1969		MARCH					1969	
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1969		APRIL					1969	
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1969		MAY					1969	
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1969		JUNE					1969	
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1969		JULY					1969	
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1969		AUGUST					1969	
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1969		SEPTEMBER					1969	
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1969		OCTOBER					1969	
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1969		NOVEMBER					1969	
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1969		DECEMBER					1969	
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Plymouth

Star of the Forward Look