

THE SOLID PLYMOUTH 1960



NO OTHER CAR IN ITS CLASS IS BUILT EVEN REMOTELY LIKE THE SOLID PLYMOUTH FOR 1960.

OTHER CARS BEGIN WITH A BODY AND A FRAME, BOLTED TOGETHER. PLYMOUTH USED TO, BUT NOT ANY MORE. WHEN YOU DRIVE THE 1960 PLYMOUTH, YOU WILL KNOW WHY CHRYSLER CORPORATION ENGINEERS WORKED SO MANY YEARS TO PERFECT A NEW KIND OF BODY-FRAME UNIT.

Deep down, all cars used to be the same. That is, they all began with a body and a frame. These were bolted together. The rest of the machine was added onto the outside and into the inside.

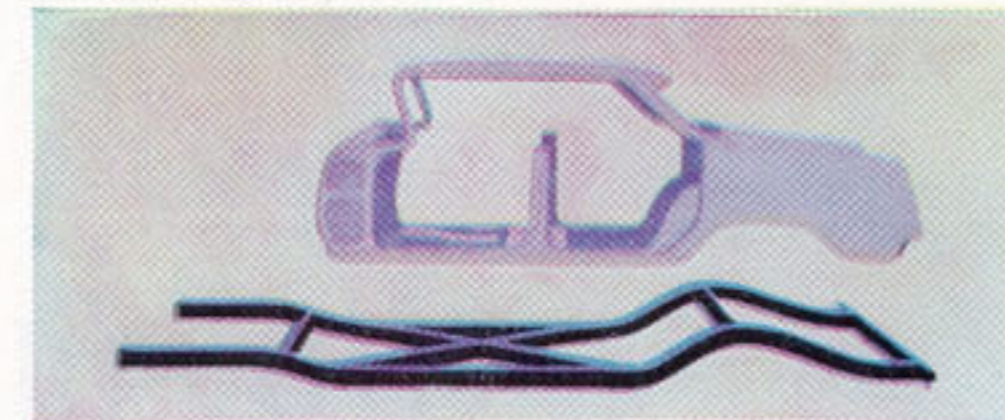
Engineers always knew that inherent in this type of construction was more weight, less room and less comfort than some other more simplified type of construction would afford.

This other type of assembly is called "unit construction" and you have probably heard of it. It starts

with a "unit body": a body structure *welded into one single unit*.

Airplane bodies are built this way. It gives more pure strength per pound of structural material. More room *inside* the unit, where room's needed. Ideal for car building.

Chrysler Corporation pioneered this principle in automotive production back in 1934 and built the first



This is the way ordinary automobiles are made. A body unit is bolted to a frame unit. This kind of construction was good in its day but it was less than solid and it squeezed the passengers inside. It is going out of date.



This is the way the solid Plymouth is built. A single welded unit is both body and frame in one. It gives more interior room for people and is firm as a fortress of steel. Only Plymouth in its class has Unibody construction.

domestic passenger cars with it. Other manufacturers since then have brought out unit bodies, but the trouble was, unit construction brought problems along with its advantages in those days. More inside room with less weight (or greater strength for the same weight)—yes. But vibration, noise, destructive corrosion—these you got, too.

So Chrysler Corporation halted its unit construction assembly lines, but kept the idea under study.

By 1954—five years ago—solutions to the problems were in sight.

Why did it take so long? Well, the solutions included such things as introducing an entirely new *branch of mathematics* called "Analog Computation" to automotive engineering. Not only that; Chrysler engineers started the biggest digital electronic computer program in the automobile business. They perfected a "replica technique" for measuring loads and stresses that had never been attempted before on cars by anyone. They designed and built a line-up of equipment called an "electronic highway" which simulates any kind of ride.

Chrysler Corporation engineers built the first domestic passenger car with unit construction. They have now developed the first *perfected* version of this technique. It is called "Dura-Quiet Unibody" and it took some doing. Unibody is the core of the *best built body in the industry*—tight, roomy, quiet and durable.



This is a miniature replica of a 1960 Plymouth. It was fashioned of plastic on a special hand-carved wooden frame and it cost \$100,000 to build. It is three-eighths actual size. Every tiny detail is precisely the same as a real 1960 Plymouth. The plastic it is made of has the same test characteristics as car steel. By building and testing this unique plastic replica, Plymouth engineers learned more at this stage of development about the characteristics of this new kind of Plymouth than would have been possible by going directly into full-size "prototype" cars.

FIRST TIME YOU RIDE IN THE NEW SOLID PLYMOUTH FOR 1960, BUILT WITH UNIBODY CONSTRUCTION, YOU WILL FIND THAT YOU HAVE MORE ROOM TO YOURSELF INSIDE THE CAR AND THAT YOU SIT BETTER. YOU WILL FEEL A NEW SOLIDITY AND A GLIDER-LIKE KIND OF SMOOTHNESS. YOU WILL HARDLY HEAR THE RIDE AT ALL. AND WHEN YOU OWN A PLYMOUTH, YOU WILL LEARN THAT IT WAS BUILT TO LAST, AND THEN SOME.

You notice the roominess before you get seated. Plymouth's doors are bigger than last year's. The rear one, for instance, is two inches wider. There is more space for your feet to pass through when you get in and out. The doors open wider, too, eight degrees wider—a simple enough thing to say but very difficult to engineer. What's more, these Plymouth doors will *stay open* for you while you're getting in or out. They've got double checks and stops built in and they *hold open*, even on a hill.

Those feet, legs, knees, hips and head of yours.

From the outside, the new Plymouth is virtually the same height and the same width as before. But Unibody construction makes it possible to lower the

floor and to widen the interior. Both have been done.

Lowering the floor actually means the seats can be higher, which makes them more comfortable to sit on. With no skimping on head room. The "ceiling" stays high on the inside, the way it should. The front seat in the '60 Plymouth is two inches higher than in the '59. Also, the slope of the seat contour, and the seat-and-back angle have both been ingeniously altered. There is a new angular sloping surface for rear-seat passengers to put their feet against. There is an inch and a half additional space between front and rear seats. For the driver's comfort, the accelerator has been moved forward an extra inch. All of this means better sitting and more interior room all around.

Perhaps the best test is this: ride in the *middle of the back seat* of any low-price car you've known till now. Then ride in the middle of the back seat of the 1960 Plymouth. You'll feel the difference.

Other things ride in cars besides drivers, passengers and pets. Suitcases, scooters, golf bags, lawn mowers—these in the 1960 Plymouth will go easily into a trunk that is cavernous. Its trunk is more than 64.5" wide, across the bottom, with a capacity of 16.8 cu. ft. Those extra items you used to have to tuck under someone's feet up front will now fit quite easily back in the trunk where all the luggage should be.

On the assembly line, every single 1960 Plymouth has its body unit aligned individually and precisely. This kind of solid car cannot be built automatically.

Plymouth's body and frame form a single welded unit. Roughly 5,400 precise welds bind it tight. This is the solid shell of the car from its windshield to its tail-lights.

The engine and the front wheels form a secondary

New manufacturing techniques and new production facilities were developed to turn out Plymouth's 1960 Dura-Quiet Unibody. Unusually rigid quality control measures have been set up at every step along the production line.



unit. This auxiliary section is bolted into the main unit the same way an airplane wing is bolted into the fuselage. No other car, even those which use a form of unit construction, has this construction feature. It permits a degree of precise alignment on the assembly line that was out of the question in automobile factories before.

Here's how Plymouth's "custom assembly" works.

Each main unit and each auxiliary section are put together *individually*. A specially developed machine measures *each* unit's dimensions, and an expert on the assembly line checks *each* car as it comes up.

No two or three units in a row may require exactly the same number of shims—little fitting devices needed to join parts together perfectly. So the special machine, and the trained hands of the expert, finish each unit individually.

One result is an absolutely precise alignment of the engine and the "drive train"—the transmission and its companion parts. This is one big reason for the new feel of solidity and quality you will experience in this car.

Solid means strong.

The strength of Plymouth's new Dura-Quiet Unibody is remarkable. It has proved out more than twice as strong as other kinds of bodies in twist tests, almost half again as strong in bend tests. A car body that's not quick to "twist" or "bend" is a car body that is steadier on the rougher roads at 35 to 55 miles an hour, and when you take off at higher speeds on superhighways. The gauge of steel, incidentally, used in the unit "girders" of the '60 Plymouth is as much as 75% heavier than that used before in ordinary body construction—yet total car weight is not increased.

Solid means tight.

The 1960 Plymouth is a tight car. The way the door *chunks* shut behind you tells you that right away. A new handle and locking mechanism went into this door and it took many years to develop it properly and completely. It has been out on road test cars for

four years. Special machines have been brutally slamming it in our laboratories, day in and out, for the last two years. The first time you slam it you will feel the solidity that's built into the '60 Plymouth.

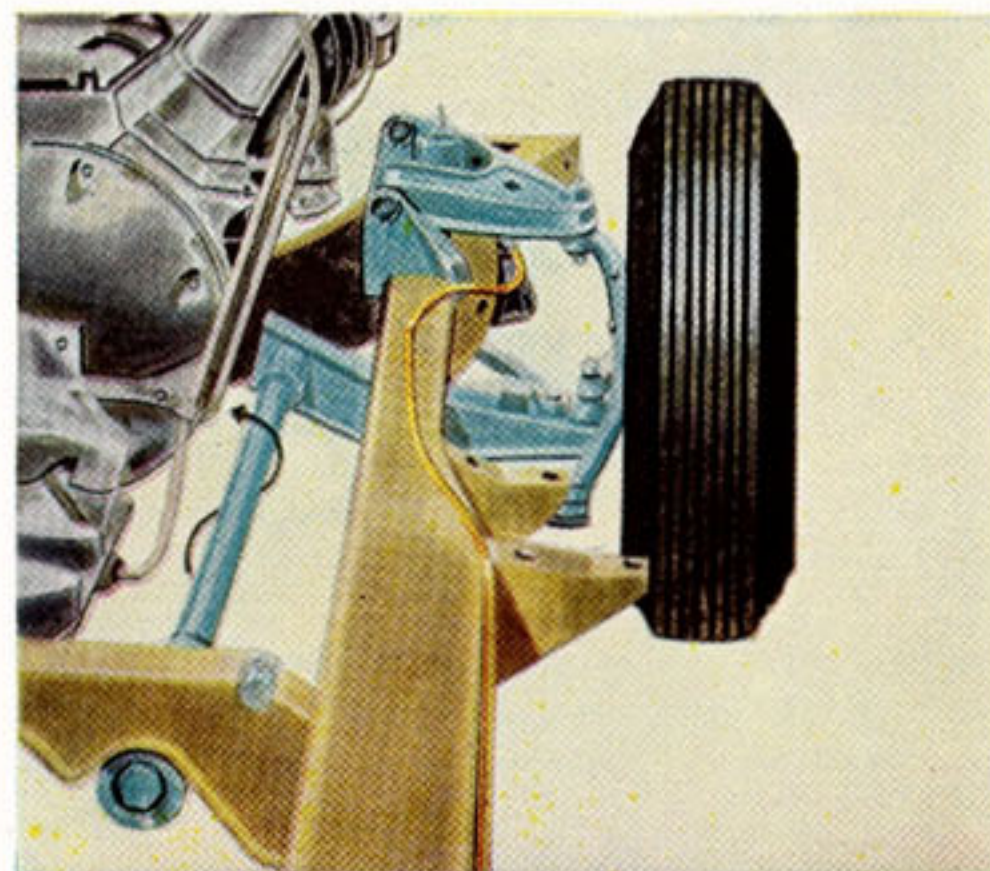
Tightness is *sealed* into this car. Even inaccessible seams and joints are completely sealed. This is done by "shooting" a special welding sealer into joints of panels before the body unit is welded. When it is welded (and the panel joints are no longer reachable), the unit is painted and put into drying ovens. Here the new sealer expands. It becomes twice its original bulk and thoroughly closes off all the seams and joints into which it was shot.

Another special sealer, this one a liquid, is put between the seams of the floor pan before the unit is painted and baked. This sealer has a plasticizer in it. Once in the baking oven it changes from a liquid to a solid: hard but flexible—and tight.

You know that fuzzy black material in ordinary car doors where the window glass goes up and down? It is metal-based and that makes it a bad water seal. Plymouth solved this problem with a new material for its window channels which is made of an extruded *rubber* section covered by a felt flocking. No metal in it. Our engineers call it Monkey Fuzz. Hoses with 30 pounds of pressure cannot drive water through it. Rain won't seep through it, either. In fact, every Plymouth coming off the production line gets a two-minute high-pressure water test that is like a tropical typhoon. Your 1960 Plymouth will be really tight.

Solid means smooth.

Any car's suspension system goes a long way toward determining how solid a feel it has. For years Plymouth's Torsion-Aire suspension (standard equipment) has been singled out by car buyers and by car experts as the best engineered suspension system available on passenger cars. Torsion bars in front (where other cars still use conventional coil springs) and wide-leaf springs in back (with a big "silent eye" bushing that isolates rear wheel noise) combine with



Torsion bars are one of the secrets of Plymouth's Torsion-Aire Ride. This famed suspension is standard equipment on every Plymouth built. It uses torsion bars with the front wheels. These damp front-wheel shocks in a way that is surer than old-fashioned coil springs. In the back, special wide-leaf springs are mounted in a carefully engineered way to give a solid, stable "feel." Orifice-type shock absorbers—called Oriflow—are an important part of Torsion-Aire, too. They help soak up road bumps. The results of this combination of devices are a smoothness and a steadiness unique in passenger cars. You feel virtually no roll or sway on curves, even at speeds higher than you're likely to use in turns. You stay level taking corners. And Plymouth stops without the usual dipping.

exclusive Oriflow shock absorbers to cushion 1960 Plymouth in a "ride" that is noticeably smoother and surer and steadier than many other cars costing several hundreds of dollars more than Plymouth.

For 1960, this proved suspension functions together with Plymouth's unique Dura-Quiet Unibody. The result cannot be described. It must be felt, out along a country mile.

Actually there are *two* suspensions in the '60 Plymouth. The engine now has a suspension system of its own. The front of the Plymouth engine rests on

two large mounts made of rubber. The rear is mounted on a special coil spring device which is topped by a rubber shock absorber. Thus the engine is literally isolated. It floats on a separate suspension, producing the smoothest, quietest kind of power.

Solid means stable.

Stability is designed into the '60 Plymouth in many ways. Torsion-Aire contributes. So does an ingenious camber of the left front wheel, which counteracts the pulling action that the crown in the road itself usually causes, even with expensive cars. And very important for stability is Plymouth's aerodynamic design, particularly the distinctive rear stabilizer fins.



There is more to these Plymouth stabilizers than meets the eye. Their looks are smart, but their real beauty is in the engineering behind them. A car has two "centers": a center of gravity and a center of pressure. To keep the car easy to handle (stable), its center of gravity should be low and forward, and its center of pressure should be as far to the rear of the car as possible. This doesn't just happen. If you've ever tried to drive certain smaller imported cars in a tough wind, you've had a rough demonstration of a center of pressure that is too far forward for comfort. One way Plymouth engineers managed to bring the center of pressure back toward the rear was by designing stabilizers, which is a name we prefer to "fins." Wind tunnel tests at a leading university show that these stabilizers reduce by 20% the need for steering corrections in a cross wind. We try not to overlook *anything* that will make Plymouth easy to handle.

You rarely drive on a day when there's no wind. And you hardly ever face head-on into the wind; normally you're caught in a cross current. Wind tunnel tests have proved that when you're going 20 miles an hour or more in a cross wind, Plymouth's Stabilizer Design eliminates one-fifth of the steering corrections and 25% of the steering effort normally required to overcome cross winds in any ordinary car. This is part of Plymouth's new solid feel.

Solid means silent.

The new Plymouth is a quiet car because its builders made up their minds to get every grunt, squeak, squeal, groan, whine, buzz, rap, rattle, beat, twang, clink, hiss, howl, rumble, roar, ruff, shudder, whistle and growl out of it.

Each of these words defines for an engineer a different kind of car noise. Each of these noises was systematically hunted down. Sensitive 12-channel tape recorders eavesdropped all over this new car, in laboratories and out on the road. Exciters activated troublesome parts of the car and microphones recorded the reactions. Then, one by one, the noises were stilled.

The diameter of the drive-shaft was slightly altered. This did away with a hum at high speeds.

The thickness of the glass fiber barrier between the engine and the passengers' compartment, and in the cowl side panels, was substantially increased.

Special sound-proofing coatings were applied to other parts of the car. A thick matted fiber insulating pad was installed to blanket an even greater area of the roof panel than before (while two new roof cross-members eliminate any possibility of vibration). The floor was covered with a thicker layer of fluid deadener and new high-quality felt-and-mastic pads, over 14 sq. ft. in area.

The engine was mounted on its own private suspension system, as we have noted.

A tiny plastic bead, no bigger than one-sixteenth of an inch, was added to the weather stripping on the

vent windows; this did away with a little swirling noise made by the wind when the vent was open.

A new kind of brake, more efficient than earlier models, was developed—with the squeals designed right out of it.

An extra large bushing was designed into the rear springs in the suspension system to help soak up rear wheel noise.

The ash-tray was hinged instead of being mounted with the ordinary drawer-type device, which sometimes squeaks. (By the way, Plymouth's new ash-tray is deeper, wider and has a bigger rest than ever. Welcome news for those gentlemen who are following this year's fashionable trend to cigars and cigarillos.)

The radio grille was made of plastic rather than metal—again, to avoid a possible squeak source.

A lot of time went into eliminating a particularly elusive gear rattle still common in other manual transmissions at speeds of 20 to 25 and 50 to 60 miles an hour.

There is much less air noise in this new Plymouth when you're traveling at highway speeds with the windows down. Specially slanted window posts account for this phenomenon.

The exhaust system has been suspended from a specially designed rubber hanger to reduce noise.

At the dashboard, all wires and cables now enter through a single slot instead of the usual group of holes. They are wrapped with a rubber material and fitted through an ingenious "keyhole" device that closes off engine noise which normally seeps through holes in the dash.

When you test this car, notice that you can talk at a normal pitch even at highway speeds. You hear better, too. Here is a simple comparison you can make. Tune the radio in an ordinary car to low volume and listen to it from the rear seat at, say, 55 miles an hour. Then do the same thing in the 1960 Plymouth.

As you can see, we have tried very hard to do everything practical to design the 1960 Plymouth as a thoroughly comfortable and quiet car for you to ride in.

PLYMOUTH WON ITS CLASS IN THE MOBILGAS ECONOMY RUN IN 1957, 1958 AND IN 1959. THE SOLID PLYMOUTH 1960 CAN EARN EVEN MORE MONEY FOR YOU ON GAS.

Plymouth does go easy on gas. For the three years before 1960, Plymouth V8's topped their class for gas mileage in a major recognized economy competition, the Mobilgas Economy Run. Plymouth has a fuel-saving automatic choke, and its 3-stage carburetor metering rod sees to it that the fuel mixture is just right for every speed range—with no gas wasted at speeds that don't really need the richer mixtures. And, in the 1960 Plymouth, that gas can be inexpensive non-premium fuel for either standard V8 or 6.

The 1960 model will deliver even better gas mileage than before, because it has been redesigned all along its exterior lines—even *underneath* the car—to cut down still more on wind resistance.

Why pay to push air around?

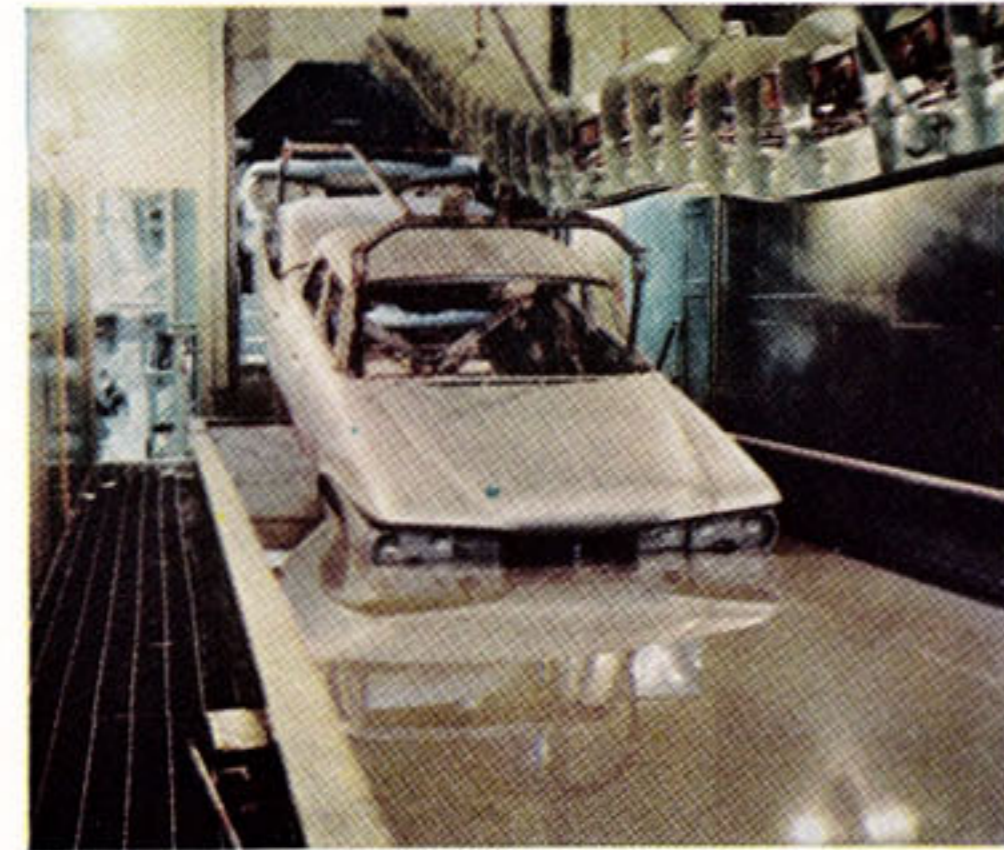
Going just 40 miles an hour in an ordinary car, half your fuel is being wasted to buck the wind. *Half*. Go faster than 40 and *more than half* your fuel is needed to overcome wind resistance. So the trick is to design a car according to aerodynamic principles and reduce wind resistance.

All new cars are not truly aerodynamic, although you'd expect them to be. In a recent wind-drag test against one of its most popular competitors, a 1960 Plymouth and the other car were driven along the same roadway at the same speed and both engines were cut at the same time. The Plymouth coasted a block and a half farther. Proof of lower wind resistance and chassis drag. Better gas mileage for you.

1960 PROTOTYPE PLYMOUTHS HAVE BEEN TEST-DRIVEN THE EQUIVALENT OF 20 YEARS' USE. YOU WOULDN'T WANT TO HANG ONTO ANY CAR THAT LONG —BUT THAT'S NOT THE POINT.

The point is, a car that is built to last a lot longer than you want to keep it is a car that will cost you less to keep up, that will give you better satisfaction while you own it, and will return better resale value when you trade it.

All new car models are given endurance runs to measure durability before they are put on the market. Most manufacturers will test new models for the equivalent of about 50,000 miles. Plymouth ran its 1960 model through "torture trail" tests the equivalent of *four times* that much driving.



Anti-corrosion steps include 6 chemical sprays, 7 immersions, 4 paintings, a wet sanding, 2 oven bakings.

We begin with the cleanest steel in the business.

All car manufacturers take steps to prevent corrosion. Chrysler Corporation is the only one which starts protecting its steel before any parts are made from it. Raw steel just in from the mill is thoroughly scrubbed at 180°F. and protected before fabrication of any kind begins. After this steel is made into the 1960 Plymouth's fortress-like unit body, a series of seven different preparatory and protective baths (together with six chemical sprays) is given it.

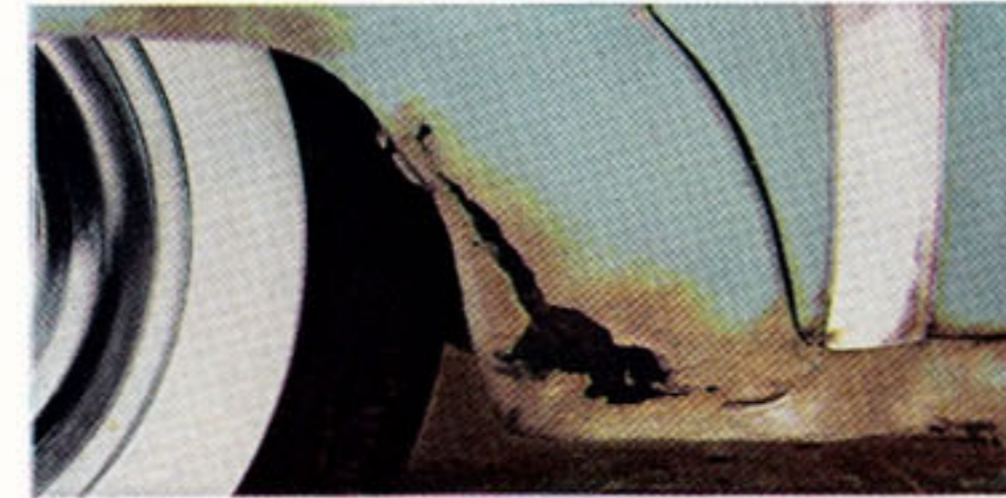
One result: rust prevention in one particular section of Plymouth's Dura-Quiet Unibody is expected to be *five times as effective* as it has been in that of another make. This is an astonishing figure. It suggests how very real are many of the differences between the 1960 Plymouth and ordinary automobiles.

For example, Plymouth's aluminum will take a much deeper scratch without penetration than its competitors' will. This is because the coating on Plymouth's aluminum is thicker—as much as twice as thick. Who cares about this when the car is new? But when it grows a little older . . .

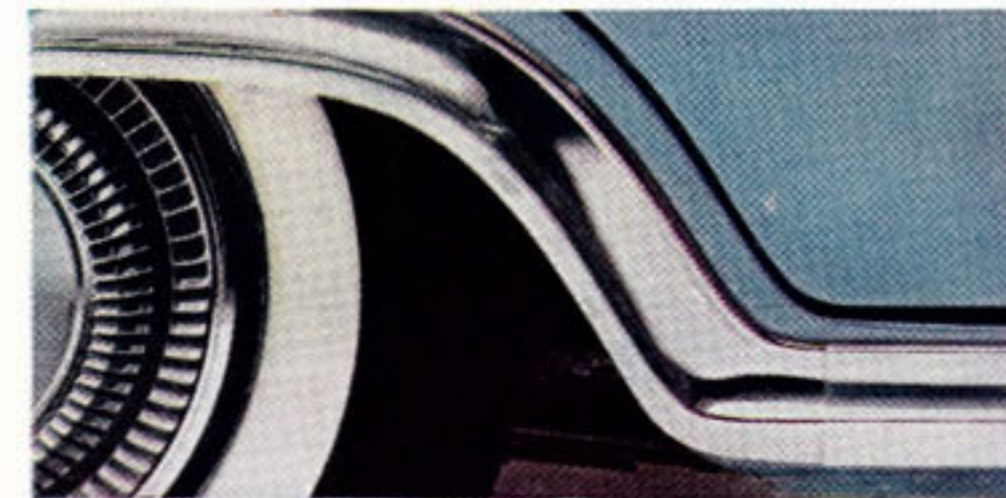
Four metals, layer upon layer, are used to fashion Plymouth's new tail-light assembly. The layer of nickel that is used is thicker than ever. You will notice, one day, that your tail-light trim just is not pitting or rusting the way others are. This is the most exposed, the hardest to clean and the most often overlooked surface on any car.

Butyl and zinc. Vinyl and nylon.

Ozone—a form of oxygen—is the natural enemy of rubber. The ozone content in the air of many cities is going higher each year. It is understandable that the rubber weather stripping around windshields and rear windows on ordinary cars shows damage so readily. The weather stripping around the rear window and windshield of the solid '60 Plymouth is made of butyl. Butyl is a material which resists weather. It is practically impervious to ozone.



The normal pitting and wear of most ordinary cars . . .



...won't happen on the '60 Plymouth because of extra care.

Another nasty city problem is salted streets. Salt gets rid of ice and snow nicely. It gets rid of the under-surfaces of fenders and body floors, too. Not on Plymouth for 1960. The special dips and sprays given the Unibody prepare the 1960 Plymouth to resist destructive corrosion. Also, vulnerable areas have been specially treated with a paint that is rich in zinc. Zinc will not cotton to rust or corrosion.

The entire 1960 Plymouth is prime painted *twice* with red oxide primers, virtually a liquid armor. A red undercoat goes on first. Next, the body is baked and sanded. Then a coat of new Lustre-Bond enamel is applied. Then another coat. A final baking. Result: a brilliant, tough, lovely finish you will not have to wax for years and years.

A special aluminum coating protects Plymouth mufflers from corrosion, inside and out.

Inside the car, there is extra durability even under the carpeting. People can bring corrosion into their cars on their feet, you know, in the form of water and salt. This could seep through the carpet and do damage where no one would suspect. Not in the 1960 Plymouth—thanks again to the seven special preparatory and protective baths given each Unibody.

For 1960, too, the carpeting in the new Plymouth is heavier and thicker than ever, and will wear much longer. In Plymouth models using matting rather than carpeting, vinyl has been added to the matting. This will increase its wearing qualities *four times*.

The warp thread on Plymouth's upholstery is nylon this year. This makes it last longer and keeps it easier to clean. The thread in all exposed seams is nylon as well, which should last as long as the rest of the car lasts. All interior materials have been subjected to severe tests for wear, water spotting and sun fading.

Extra cautions like these produce a car that will last. A car worth more to you the minute you buy it, all the while you drive it, and when you go to trade it.

WOULDN'T YOU LIKE A CAR THAT AUTOMATICALLY LOCKS ALL THE DOORS AT THE TOUCH OF A LEVER?

HOW ABOUT A SEAT YOU CAN HAVE YOUR DEALER CUSTOM-FIT TO YOUR BUILD, FOR NOT ONE RED CENT EXTRA COST?

SOME OF THE 1960 PLYMOUTH'S NEW IDEAS ARE TRULY IMPORTANT ADVANCES. OTHERS ARE JUST THE "LITTLE THINGS" THAT MAKE A CAR SPECIAL. ALL OF THEM CONTRIBUTE TO YOUR COMFORT, YOUR CONVENIENCE, YOUR SAFETY, TO YOUR ALL-AROUND SATISFACTION.

Open the door of the 1960 Plymouth and already you have handled a great many years of engineering research and design.

It took a lot of toil to perfect the new door latch and lock on this new car. The handle is flush in the door with an easy pull-out action. It has been designed with plenty of finger room: no danger to the lady's dress-up nails. There are some 70 parts in this door handle and a special synthetic lubricant keeps them moving easily in temperatures from 120° all the way down to 60 below. You should not be driving around when it is colder than that.

And how do you like the slant of your seat?

Slip into the '60 Plymouth—through that much larger door opening—and settle behind the wheel. Notice the relaxed position your body automatically assumes in the higher seat with the carefully-angled cushion and back.

This front seat can easily be *custom-fitted* by the dealer just the way you like it. It will adjust front and back, as usual. In addition, it can be adjusted up or down, and its slant fixed to suit your individual taste.

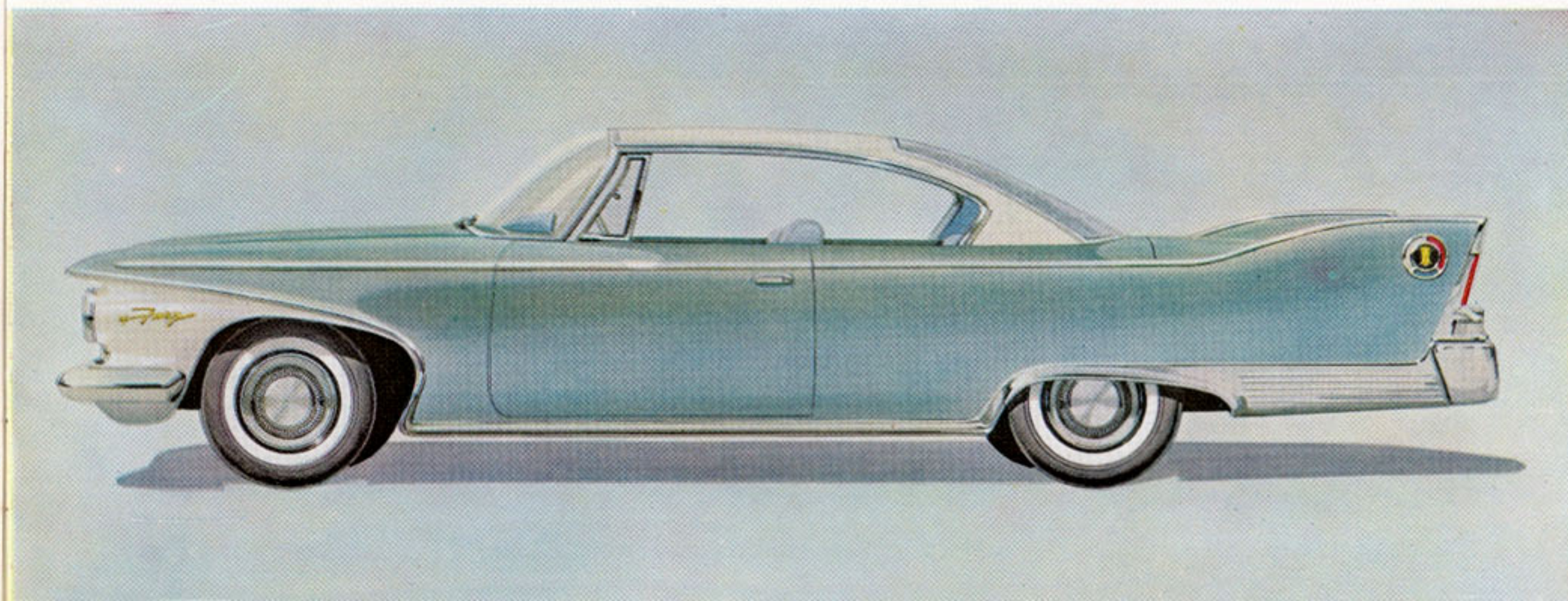
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HERE IS A PORTFOLIO OF THE PLYMOUTH LINE FOR 1960. THERE ARE 24 DIFFERENT NEW PLYMOUTH MODELS, V8s AND 6s IN 17 FRESH NEW BODY COLORS, FOR YOU TO SELECT FROM. EIGHT ARE BRAND NEW STATION WAGONS. EACH 1960 PLYMOUTH COMBINES SOLID UNIBODY CONSTRUCTION WITH FUNCTIONAL STABILIZER DESIGN IN A MANNER YOU WILL FIND EXCEPTIONALLY PLEASING—TO LOOK AT, AND TO USE.



This is the Fury 2-door Hardtop (V8 or Economy 6)



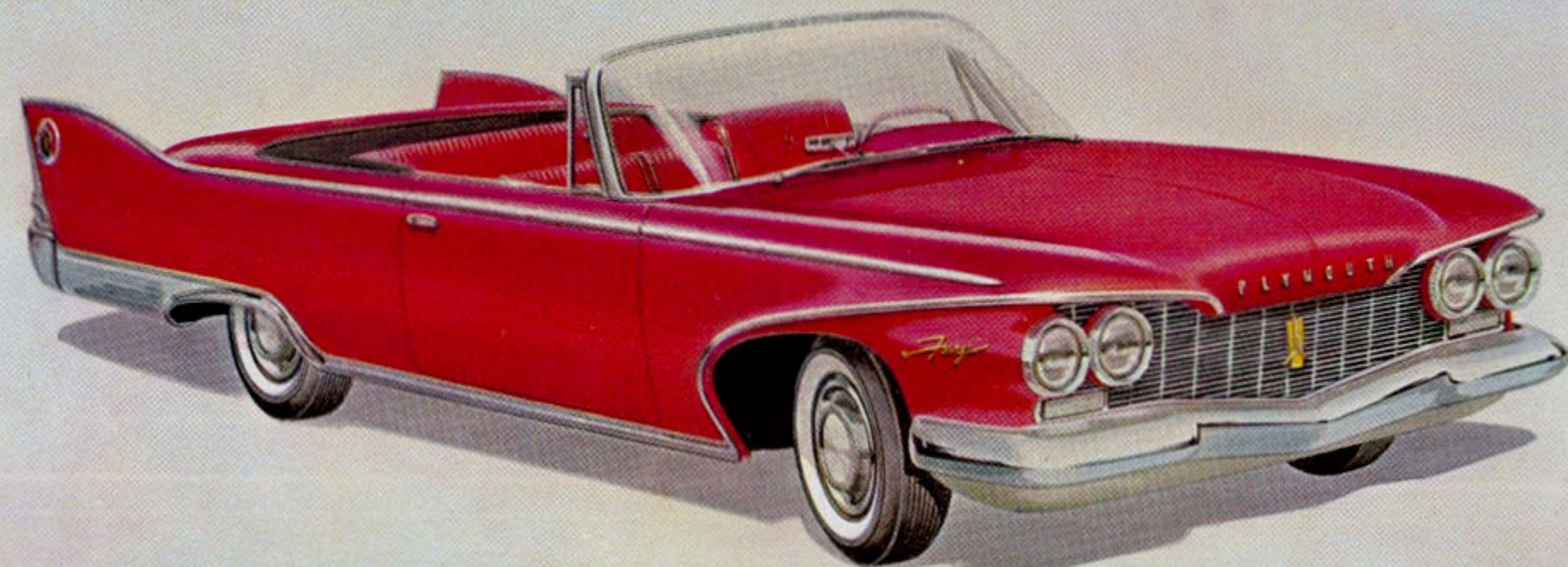
THE FURY LINE

This is Plymouth's luxury line for 1960. We think you will be pleased by the elegance and good taste of *Fury* interiors, and the many unusual features that are standard equipment on these cars. The *Fury* will appeal strongly to youthful persons of all ages because it looks like a *fun* car and it is a *fun* car. It has dash, it has spirit, it has timeless good looks. It has *go*. Yet the *Fury* is a very *sensible* car to own because it is worth every penny of its relatively modest price, as you will discover when you examine it.



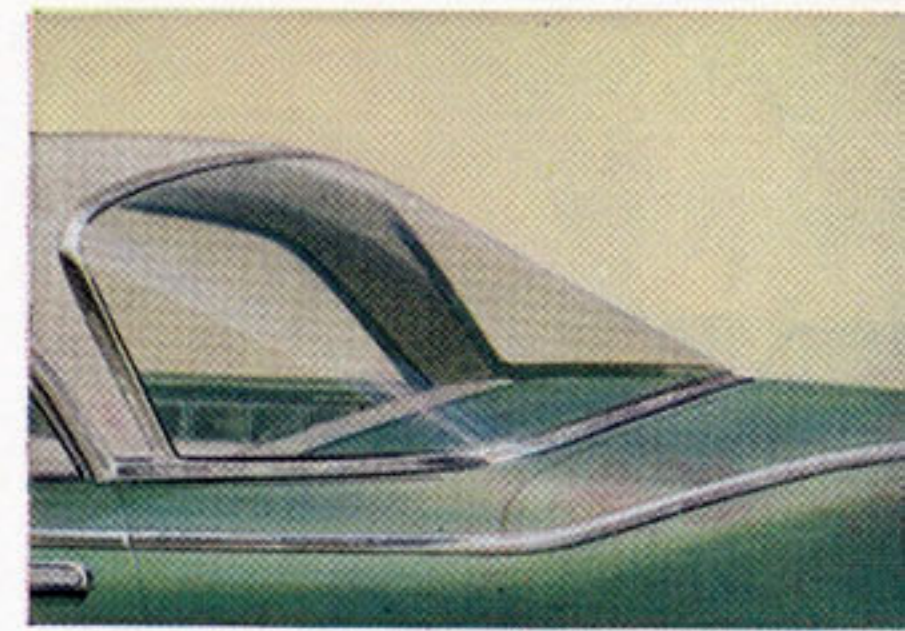
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This is the Fury Convertible V8



The 1960 Fury convertible exemplifies the utmost in modern styling. There is a new look of lowness from the sculptured front fender treatment to the functional rear stabilizers.

This is the Fury 4-door Hardtop (V8 or Economy 6)



This spectacular Sky-Hi Rear Window is the big hardtop style news for '60. Distinctive from the outside, gives a feeling of spaciousness inside. Tinted glass is specified with it. There has never been a car window quite like it.



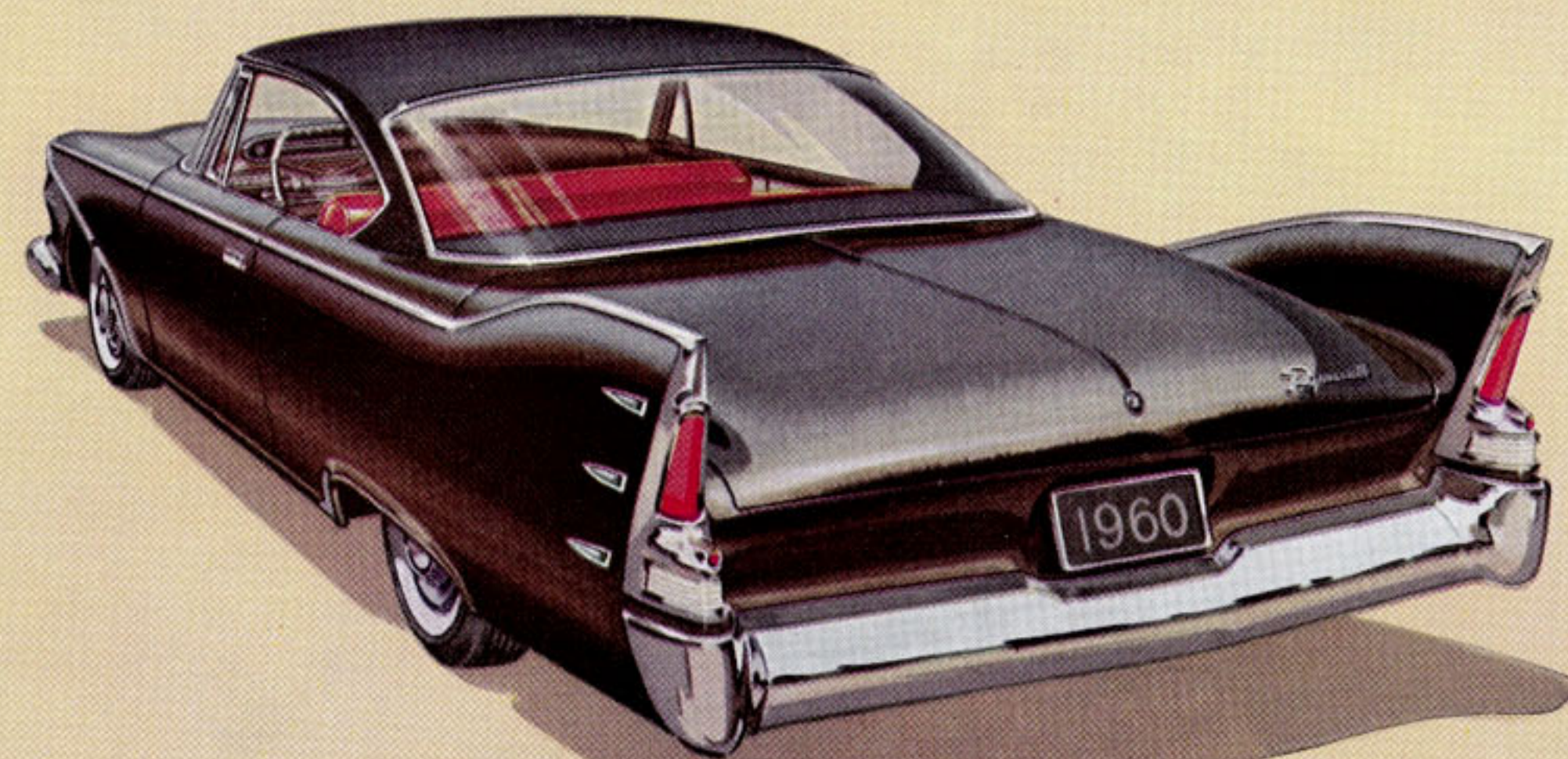
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This is the Fury 4-door Sedan (V8 or Economy 6)



Fury interiors for 1960 feature a deeply-contoured effect on the doors, embossing on the upholstery and new molded carpeting on the floor. The choice of seat colors includes blue, green, red and beige-black.

This is the Belvedere 2-door Hardtop (V8 or Economy 6)



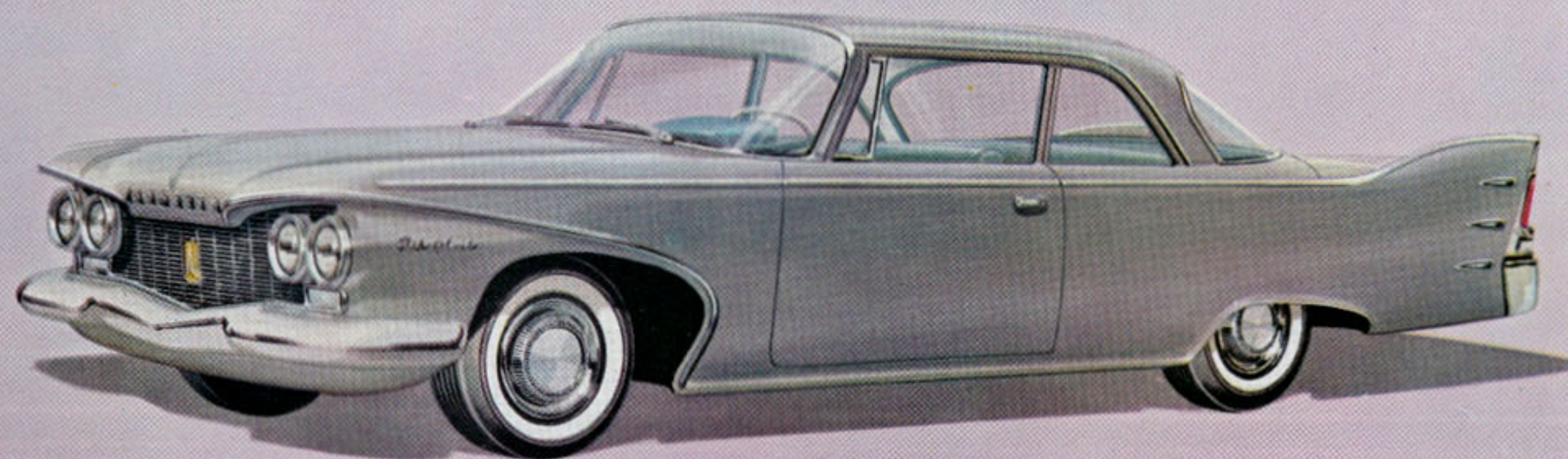
THE BELVEDERE LINE

We like to think of our '60 *Belvedere* models—Plymouth's middle line—in family situations. Mother behind the wheel taking the kids to school. The family, in Sunday finery, enroute to church. Father seeing daughter off to her first formal. These splendid cars are big and roomy inside, supremely comfortable, very easy to handle and most economical to run. *Belvederes* are designed to start fast, travel as speedily as you wish and stop quickly and surely. A family can be justifiably proud of its *Belvedere* for a long time.



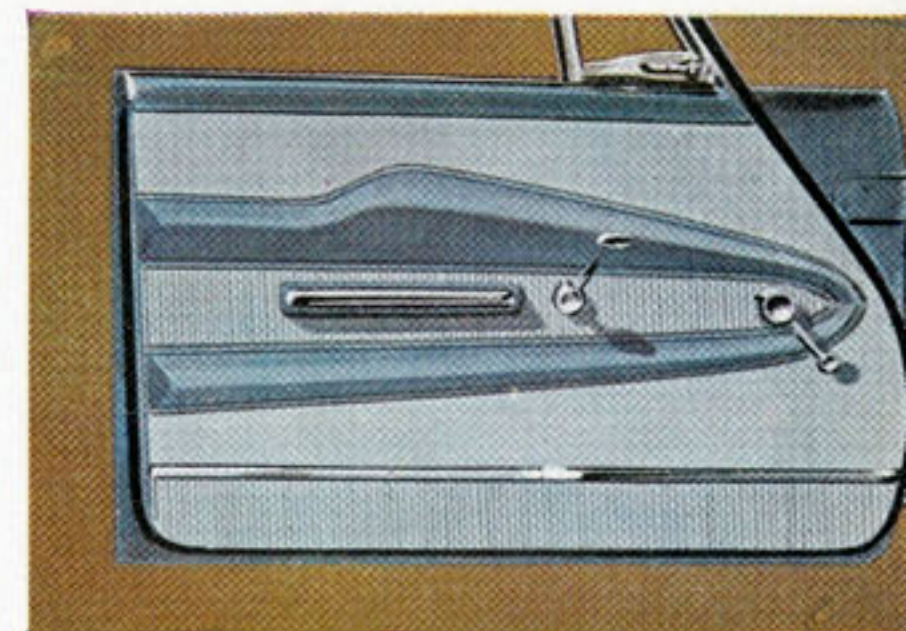
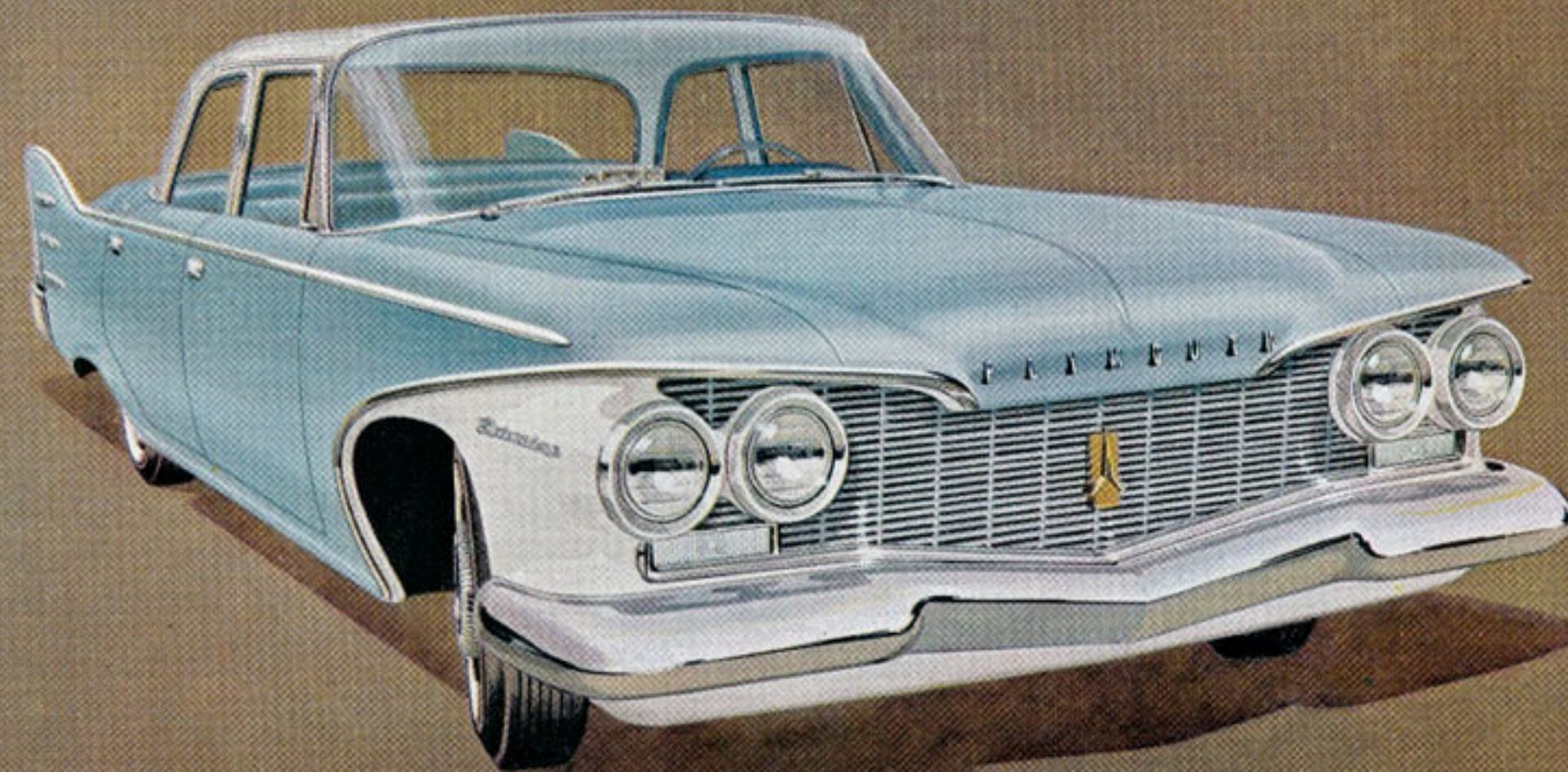
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This is the Belvedere 2-door Sedan (V8 or Economy 6)



Belvedere interiors offer a seat color choice for 1960 of blue, green, beige-black and red. Distinctive touches of design on the door and upholstery lend a lavish note. Overhead styling is also quite handsomely new for 1960.

This is the Belvedere 4-door Sedan (V8 or Economy 6)



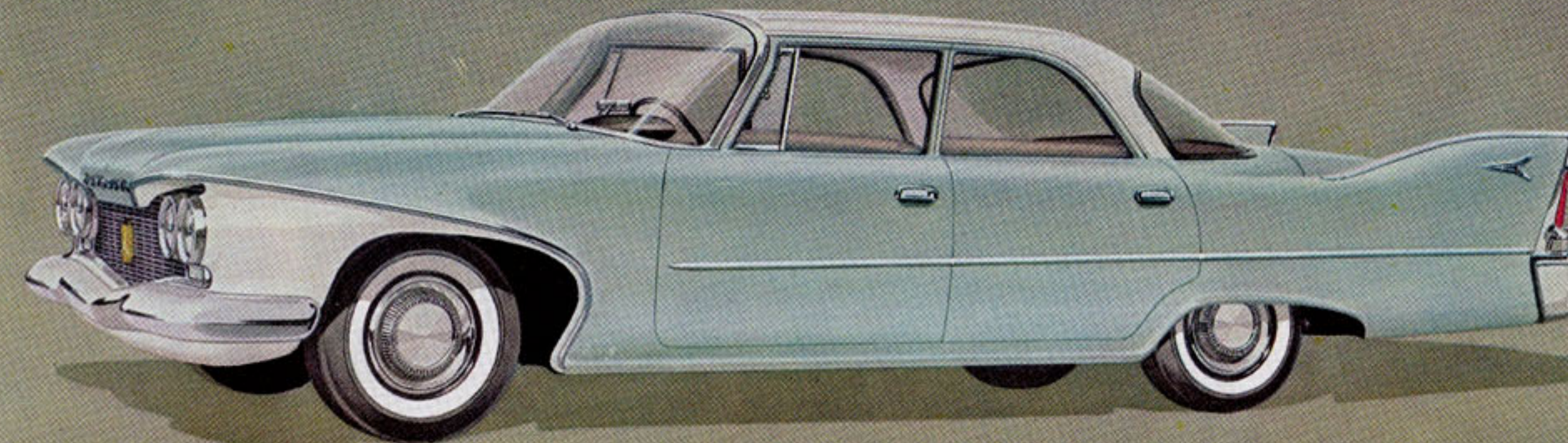
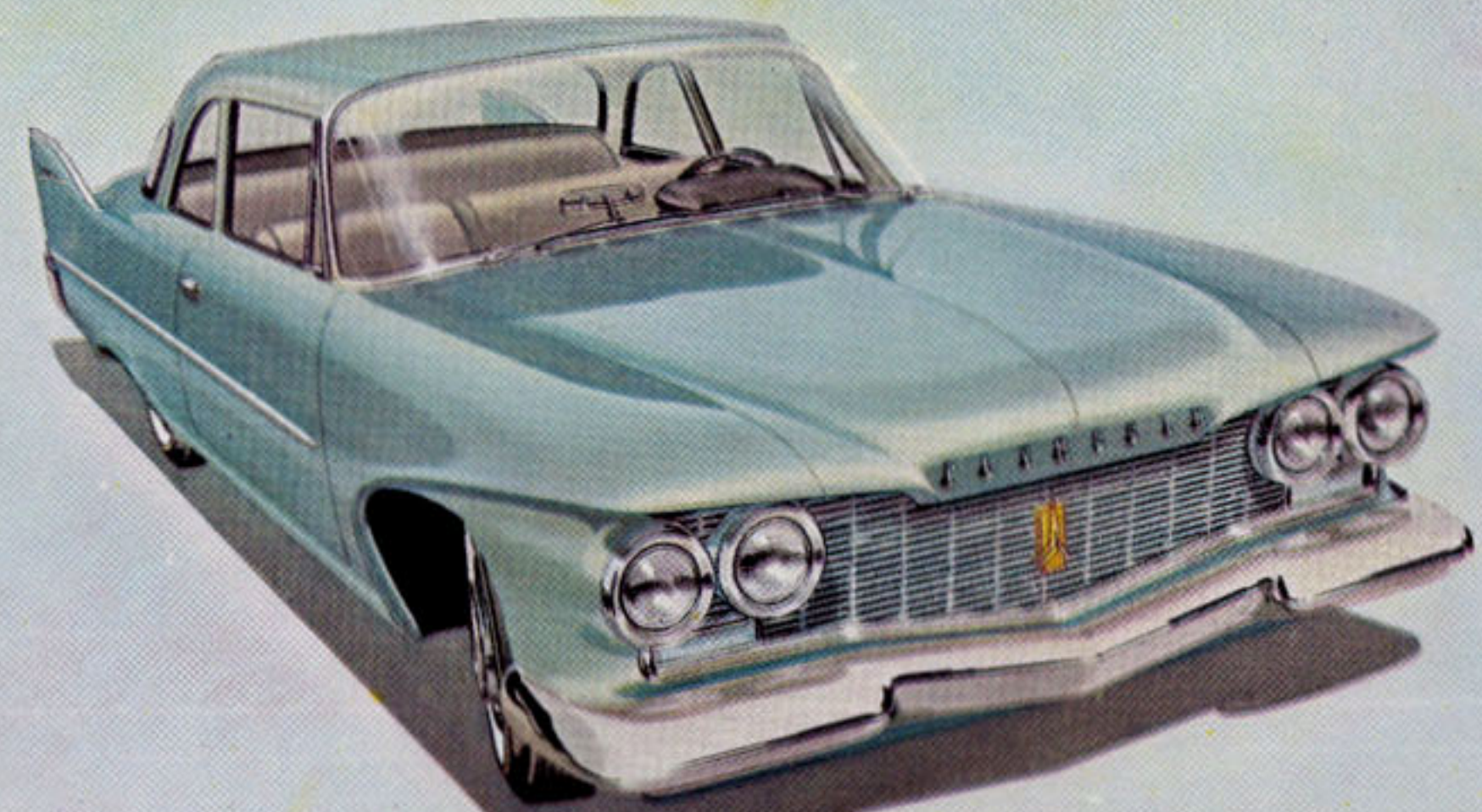
Notice the care and attention given the design of door interiors for 1960. The sculptured three-dimensional effect is new and handsome, and the fittings match it in good taste. New door handles are longer and easier to grip.



HERE IS A PORTFOLIO OF THE PLYMOUTH LINE FOR 1960. THERE ARE 24 DIFFERENT NEW PLYMOUTH MODELS, V8s AND 6s IN 17 FRESH NEW BODY COLORS, FOR YOU TO SELECT FROM. EIGHT ARE BRAND NEW STATION WAGONS. EACH 1960 PLYMOUTH COMBINES SOLID UNIBODY CONSTRUCTION WITH FUNCTIONAL STABILIZER DESIGN IN A MANNER YOU WILL FIND EXCEPTIONALLY PLEASING—TO LOOK AT, AND TO USE.

This is the Savoy 2-door Sedan (V8 or Economy 6)

This is the Savoy 4-door Sedan (V8 or Economy 6)



THE SAVOY LINE

There was a time when a low-price car's lowest-priced line was expected to be stripped-down and just barely adequate. But we have changed all that with our 1960 Savoy's. These models are traditionally Plymouth in roominess, easy riding and handling, responsiveness and rugged construction. No other full-size cars cost less to operate. But in imaginative interior design and quality materials, Plymouth Savoy's set a new pace for bottom-liners. With '60 Unibody construction, they deliver truly exceptional value.

Savoy interiors are new from overhead to the *molded* floor mats. Seat color choices for 1960 include blue, green and beige. The seats are wide and handsome with a distinctive trim for 1960 that accents their roomy design.



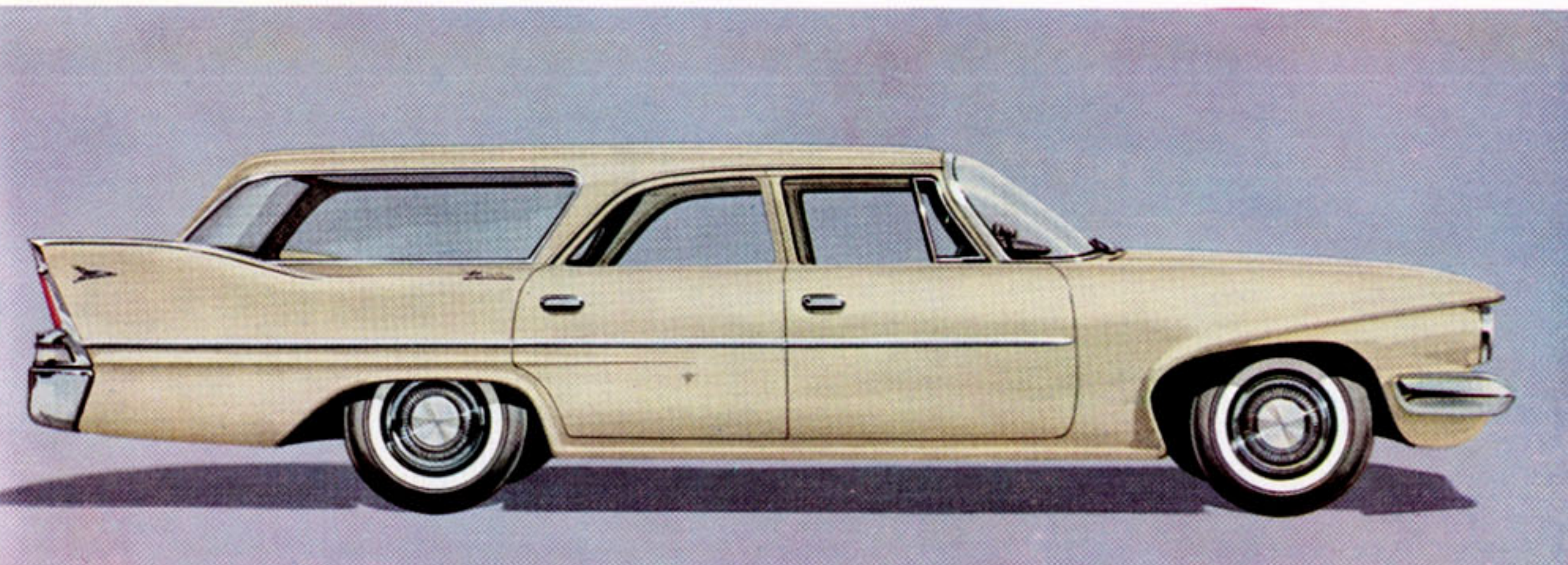
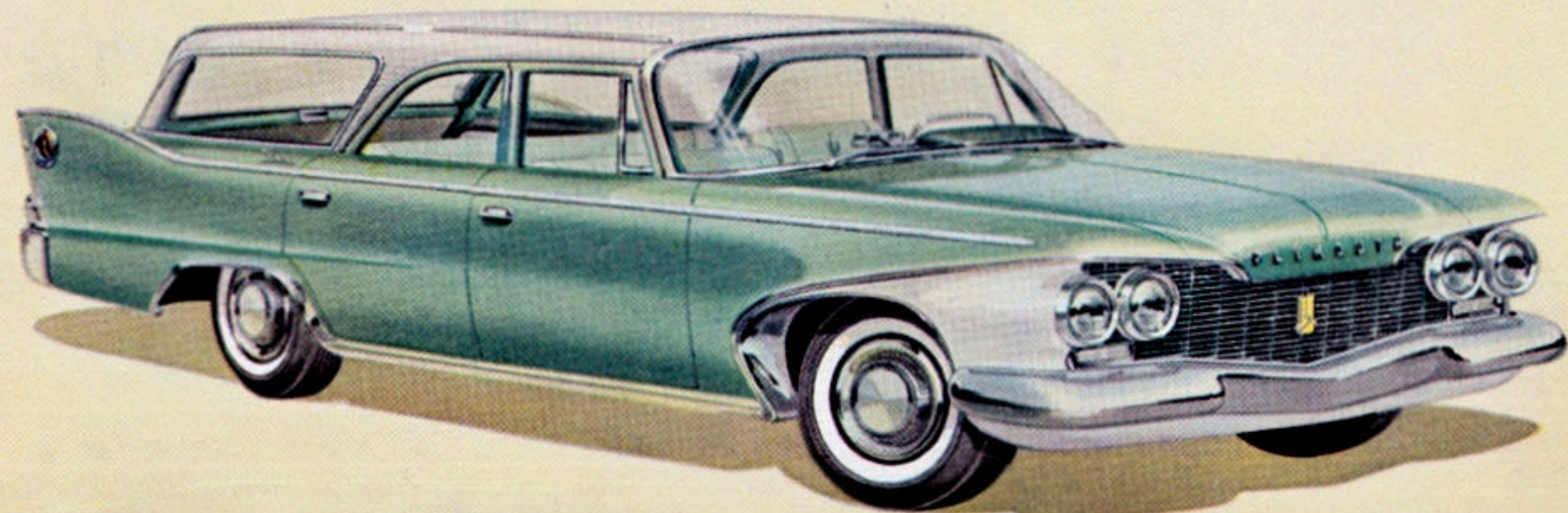
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This is the Sport 4-door 6-passenger Suburban (V8 or Economy 6)

This is the 4-door 6-passenger Suburban (V8 or Economy 6)

THE SUBURBAN LINE

For years, Plymouth station wagon developments have been famous in the industry. All over the country, Plymouth wagons have paced the popular swing to station wagons. Plymouth perfected many of the innovations it pioneered before competitors began to experiment with them. These include the roomy rear-facing third seat, the one-piece tailgate with its disappearing rear window, back-step entrance and passenger car riding ease. The 1960 Plymouth *Suburbans* with Unibody are even greater values than before.

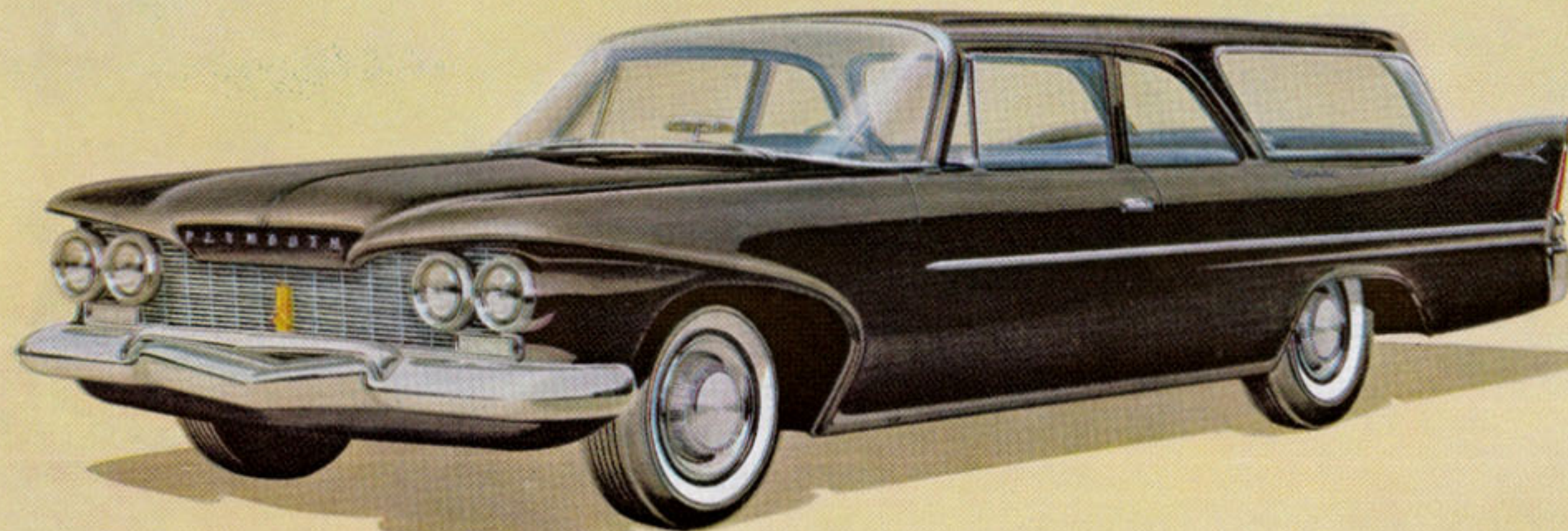


The roll-down rear window is standard on all 1960 Suburbans. On Sport Suburbans it is electrically operated (optional on all models). It's good looking and handy, with no tricky overhead contraction to bother you.

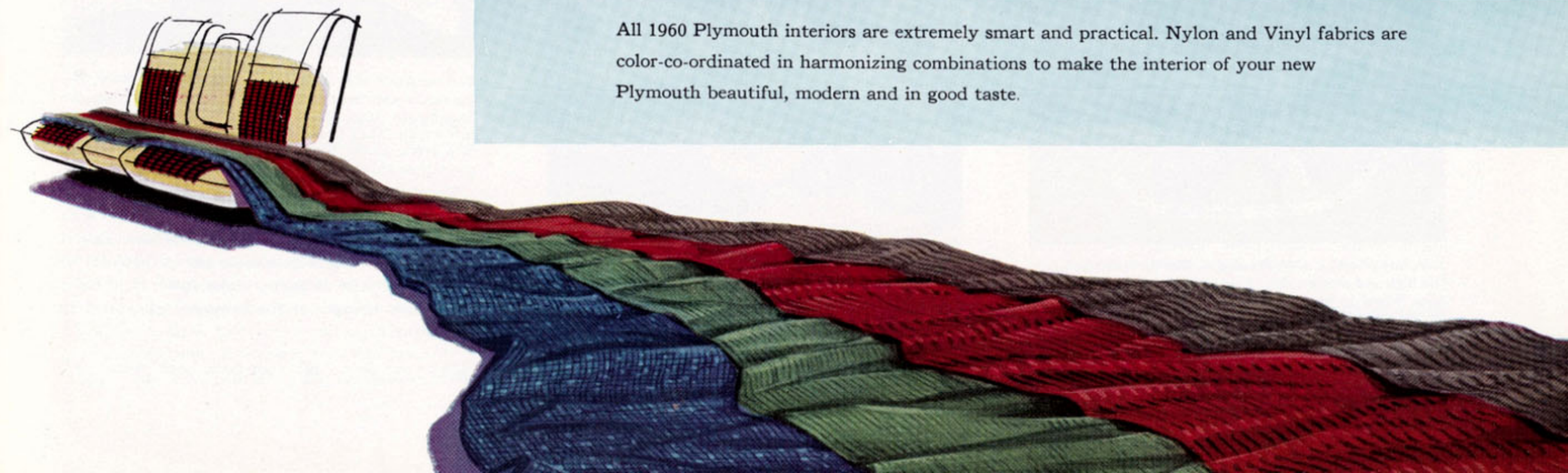


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This is the 2-door Suburban (V8 or Economy 6)



Suburban interiors feature a new range of colors for 1960. New Tone on Tone Cloth and a new textured vinyl add style and durability. The popular Plymouth rear-facing third seat is yours in all 9-passenger models.



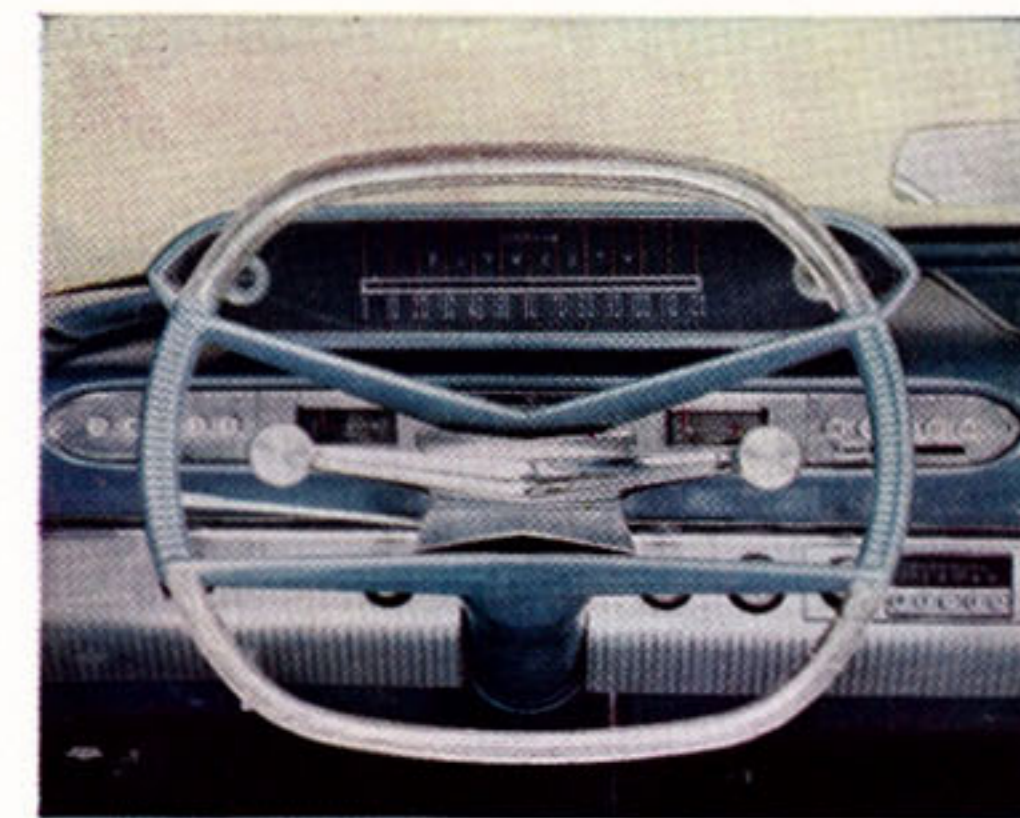
All 1960 Plymouth interiors are extremely smart and practical. Nylon and Vinyl fabrics are color-co-ordinated in harmonizing combinations to make the interior of your new Plymouth beautiful, modern and in good taste.

(Continued from page 7)

You can change the positioning yourself any time you care to, by a simple adjustment with a wrench. This new Custom-Positioned Front Seat is on every 1960 Plymouth (and on no other car). No extra charge.

The driver's seat is a *driver's* seat this year, particularly in the Fury and Sport Suburban models where a Command Seat has a special high-rest back that gives the kind of support that makes hours at the wheel slip by so comfortably.

In Fury and Sport Suburban models, optional Swivel Seats can be had up front. These are the seats, you know, that swing out to swing you in. Now they are fully automatic, swiveling whenever you open or close the door. Possibly the best friend a gal has had since automatic drive came along.



Take the wheel of a '60 Plymouth. The driver's seat holds you high and comfortably. That's Plymouth's inviting new Aero Wheel in your hand. The Teleview red-line speedometer ticks off your travel, ribbon fashion, across the face of a modern "floating" instrument pod. Every modern advance is here before you to make driving in the 1960 Plymouth easier—and more exciting.

Take the wheel now. With optional power steering, this could be Plymouth's new Aero Wheel. It is almost rectangular, like a pilot's wheel, with thumb-points for the horn and a newer, better-handling "feel" all around. It sits low, under your line of vision, and comfortably high, away from the waistline.

The Aero Wheel is standard equipment with Plymouth's Power Steering. The DeLuxe wheel for manual steering is much like it, but more conventionally round. And, of course, there is the regular manual steering wheel. Incidentally, manual steering effort in the '60 Plymouth has been reduced 20% under '59. This has been accomplished by using a larger and more efficient gear, with needle bearings in place of bushings.

Before you start the car, notice how handy every control is. The push-buttons (for optional automatic transmission: PowerFlite, TorqueFlite or New TorqueFlite-6) are lined up as close as possible to your finger, as far as possible from youngsters' fingers.

A new Teleview ribbon-type speedometer is set up in a floating instrument pod that makes it easy to see.

Notice now the interior tightness of this car. Doors and panels are firm and snug. Even the carpet and floor mats have been installed in a brand new way. There are no stitches or seams in them anywhere. They've been carefully molded by factory craftsmen to the same shape as the car's underbody. They fit like they've been sprayed on.

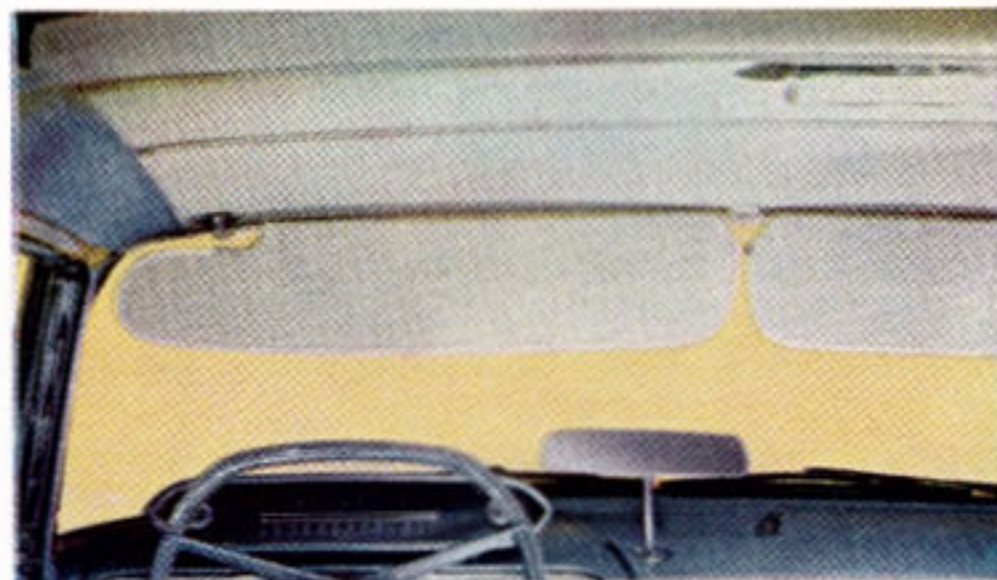
Don't punch. Just pull.

Remember how you used to have to struggle to open the front vent windows, even in the fanciest cars? A tug and tussle with the latch, then a *punch* outward to get the blamed thing to open. Not in Plymouth for '60. The latch is on the front edge of the vent. All you do is pull it in. No push, no punch, no tug, no tussle.

All the windows are easier to open and close. It has

been true for many years that you can open or close a Plymouth window with fewer turns of the handle than any competitive cars'. It is true again for 1960. 2.4 turns for front windows. 2.5 turns for rear windows in sedans. Count the turns in another car. (By the way, there is an extra half-inch of length on the window handle this year. Makes it easier to turn).

Look outside now. There's a lot more glass in this Plymouth. On Fury hardtop models, a spectacular Sky-Hi Rear Window looms up overhead like no window on any car before. This style-setting innovation is standard on Fury 2- and 4-door hardtops. It gives these models an exceptionally dashing look.



You wouldn't buy a Plymouth to get its sun visor, but the new design is something you'll be glad for when the time comes. Because the 1960 Plymouth sun visors are *full width*. They fasten in the center. At last the middleman gets a break. We have tried to think of everything.

The glass around you is safety glass. It is heat-treated sheet glass. Plymouth is the only car in its class with heat-treated safety glass in all side windows. This is the same glass which is used as the guard-shield to protect spectators at hockey rinks. It has eight times the impact strength of the laminated glass used in many other cars.

"Lock your door. Lock your door. Lock your door."

You know the old way to secure a family in a car:

Driver twists head around. "Ginnie, lock your door." Driver twists head around in the other direction. "Teddy, lock *your* door. Go on, lock it. Be sure it's—oh, *here* . . ." Driver stre-e-t-t-ches back, strains to reach rear door on far side, manages to push down lock. Driver settles back, rearranges shirt or blouse and coat, etc. Look to right. "You, too, dear. The baby might just—" Backs car out of garage. Recalls news item in last night's paper ("Holdup man forces way into car at traffic light"). Driver quickly locks his own door.

Here is the new Plymouth way to secure a family in a car:

A touch of the lever and that's all.

Plymouth's new Safe-T-Matic vacuum doorlock system is an optional feature on all models for 1960 at slight additional cost.

With this system you can lock or unlock all the doors by means of a simple lever installed on the instrument panel conveniently for either driver or front seat passenger. All doors can be unlocked from the inside (as with ordinary systems) or the front doors may be unlocked on the outside with a key as usual.

Available as dealer installed equipment for rear doors is an inexpensive Child Guard Safety Door Lock which prevents small children from overriding the automatic locking mechanism. A large slotted disc replaces the rear door inside locking lever. It can be turned with a coin. It is not easy to turn, though—deliberately so. Little fingers would not normally be able to operate it. A coin or the edge of a key must be inserted just right, then quite a little finger strength applied. All for the safety of the youngsters. Even if the knob *should* be turned, the doors do not open, they merely unlock. And the very next time the driver accelerates, they lock again.

How much is all this safety and convenience worth

to your family? You can buy it in the 1960 Plymouth for very little extra.

How many miles do you get to a stack of 45's?

Music to while away the miles? You can choose the Plymouth's Push-Button DeLuxe radio at a truly low price, with push buttons that pull in stations that are miles away with a sound that compares well with a livingroom console.

And you can enjoy, if you will, your own favorite phonograph records from home. This is another feature you will not be able to get in any other low-price car this year. To make it possible in Plymouth, RCA perfected an unusual automatic record player that fits handsomely within reach, right under Plymouth's instrument panel. This RCA Victor "45"* record player handles your standard 45 rpm records smoothly and safely. It plays up to 14 of them consecutively—about



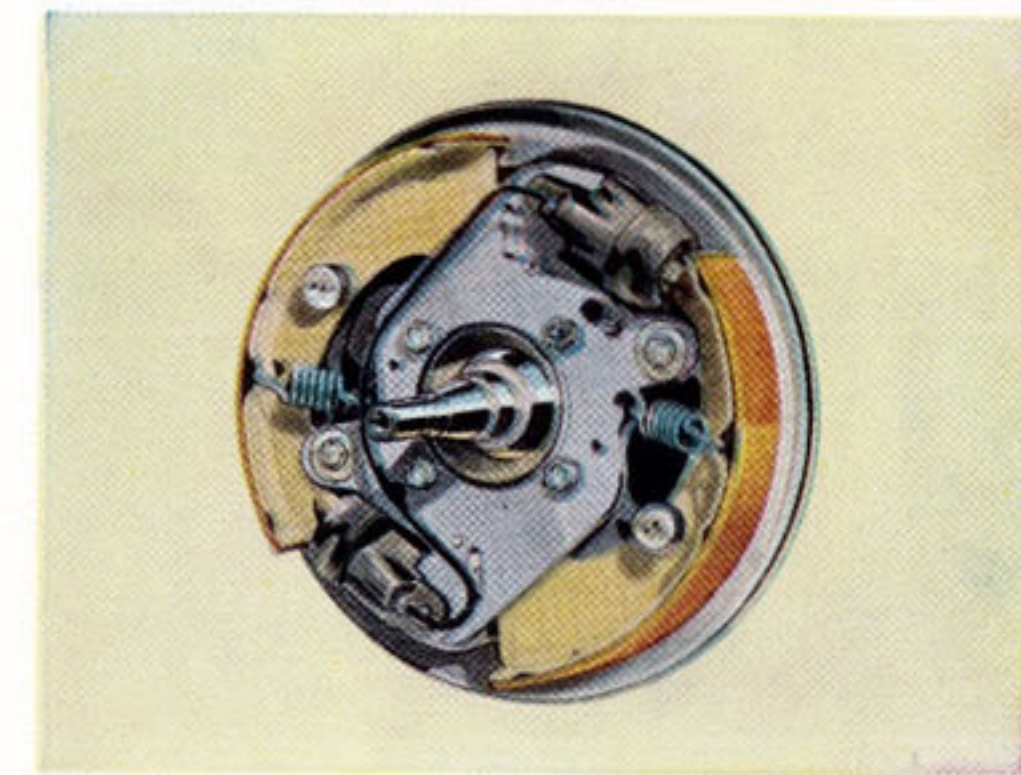
See how easy it is to play your own 45s while out for a drive? This new RCA "45" Phonograph fits neatly below center of instrument panel. Plays smoothly even when you turn, accelerate or brake. You can get this small-extra-cost convenience only in the 1960 Plymouth in its class.

two hours of uninterrupted music of your own choosing. As the records play, the automatic changer stacks and stores them for you. The storage space actually holds many more than 14 records, so you can change the repertoire after each stack if you enjoy your records as much as we suspect you might.

*Dealer installed.

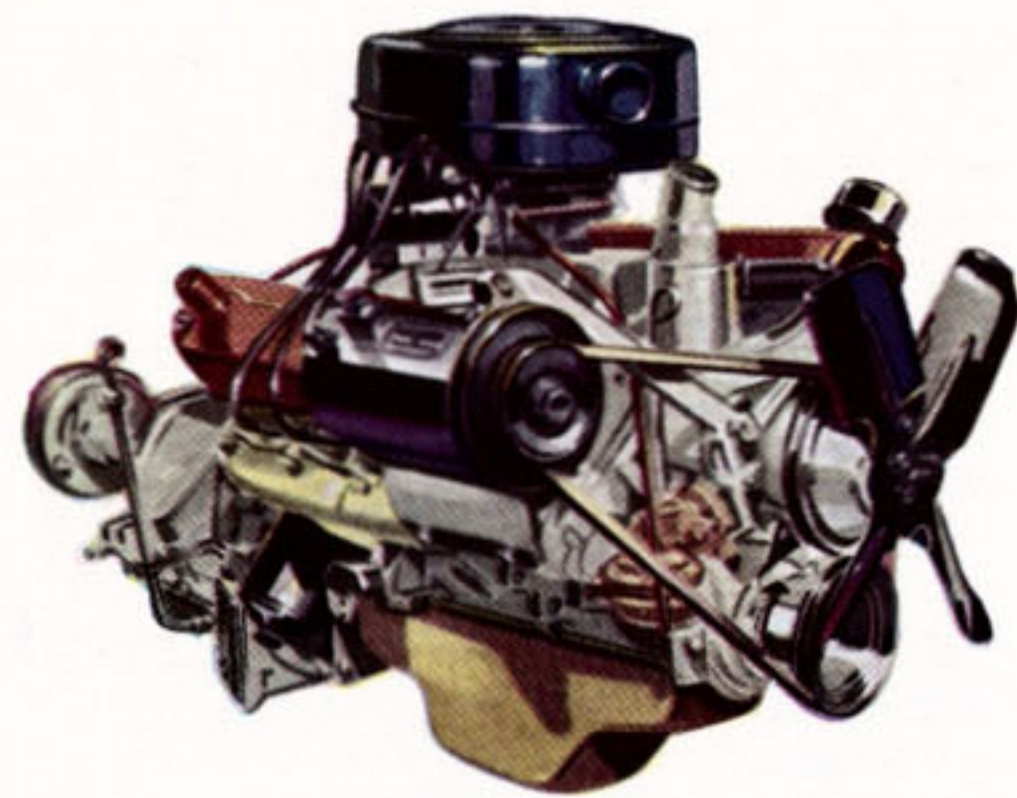
The final light touch.

When you pull to the curb after your first drive in the 1960 Plymouth, and your foot presses lightly against



Total-Contact Brakes have been newly refined for 1960. A series of three "platforms" guides the brake shoe against the drum in a way that makes the braking action more efficient. It also helps eliminate squealing. *Two* hydraulic cylinders, rather than one, in each front brake spread pressure over the whole braking surface. This means less need for brake adjustment, and longer life for your brake linings. These Plymouth brake linings, incidentally, are *bonded*, not riveted as in some other cars. *Lasting* quality.

the brake pedal (power-assisted, if you wish, at a little extra cost), listen hard. No last-minute squeal. This is just about the quietest brake imaginable. A fitting finale to the quietest ride imaginable.



YOU'VE NEVER SEEN
AN ENGINE LIKE THIS IN
A CANADIAN
PASSENGER CAR BEFORE.

YOU CAN SEE IT NOW ONLY
IN PLYMOUTH IN THE
LOW-PRICE FIELD. IT IS THE
GOLDEN COMMANDO POWER.

THE PLYMOUTH
GOLDEN COMMANDO ENGINE
IS ONE OF THE
HOTTEST POWER PLANTS
TO BE FOUND IN
ANY CANADIAN-BUILT AUTOMOBILE

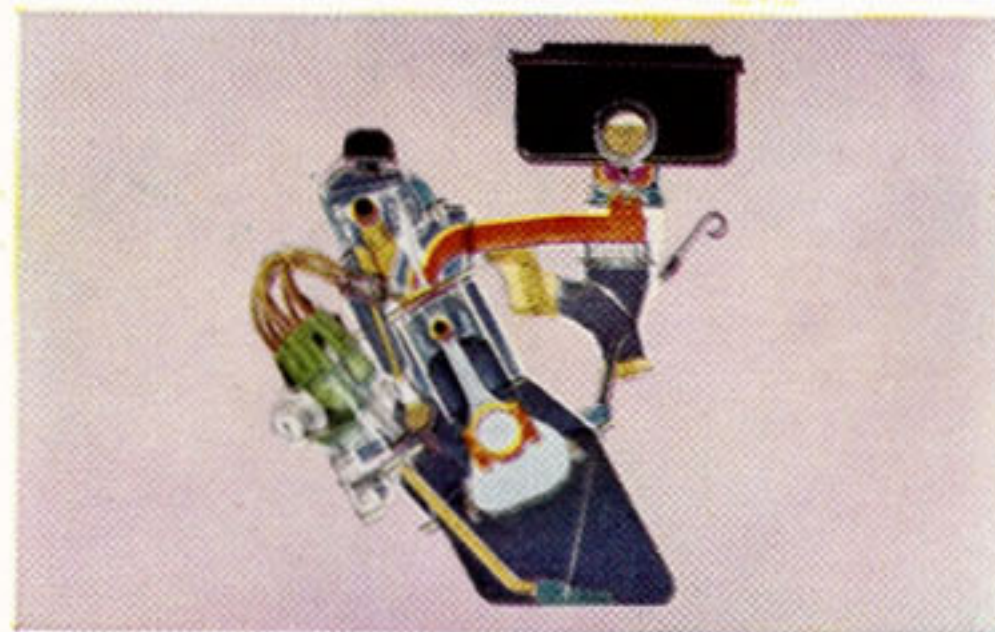
THE 361 CUBIC INCH GOLDEN COMMANDO POWER ENGINE, OBTAINABLE ON ALL PLYMOUTH MODELS AT EXTRA COST, IS AVAILABLE WITH SINGLE FOUR-BARREL CARBURETOR, DUAL EXHAUSTS, SPECIAL RADIATOR, AND HEAVY-DUTY BATTERY. TORQUEFLITE BEING STANDARD WITH THIS PACKAGE IS MODIFIED FOR USE WITH THIS ENGINE BY INCLUDING A HIGH SPEED GOVERNOR WHICH RISES SHIFT POINTS TO HIGHER ENGINE SPEED. THE BORE IS 4.13 INCHES, STROKE IS 3.38 INCHES, COMPRESSION RATIO IS 10.0 TO 1.

THIS POWER ENGINE IS FOR SOMEONE WHO APPRECIATES THE UNUSUAL IN POWER, THE UNUSUAL IN PERFORMANCE AND ACTION IN A MOTOR CAR.

PLYMOUTH'S NEW STANDARD
30-D ECONOMY SIX IS THE
FIRST INCLINED ENGINE IN
ANY CANADIAN PASSENGER CAR.
IT IS A MARVEL OF
EFFICIENCY AND ECONOMY.

THIS NEW OVERHEAD-VALVE ENGINE IS BUILT TO AN ENTIRELY NEW PRINCIPLE, AND IT'S THE NEWEST "6" IN THE BUSINESS. THE NEW 30-D ECONOMY SIX IS *INCLINED* AT AN ANGLE OF 30° TO GIVE YOU BETTER HANDLING, AN EASIER RIDE, AND REALLY REMARKABLE PERFORMANCE ON A MINIMUM OF REGULAR GASOLINE.

THIS IS PERHAPS THE FIRST ENGINE THAT, BECAUSE OF ITS UNIQUE DESIGN, ACTUALLY CONTRIBUTES TO A BETTER RIDE AND EASIER HANDLING—THANKS TO ITS LOWERED CENTER OF GRAVITY. AND BECAUSE THE ENGINE PARTS THAT MOST OFTEN REQUIRE SERVICING (THE OIL FILTER, THE OIL FILLER AND DIP STICK, FOR EXAMPLE) ARE WITHIN EASIER REACH, MAINTENANCE COSTS ARE REDUCED.



The 30-D Economy Six is extremely rugged, although very light in weight. Aluminum has been freely used in its construction, and new casting techniques add to its strength. *It will last longer than any "6" at anywhere near its price.*

Cubic inch displacement: 225. Compression ratio: 8.6 to 1.

IN ADDITION TO THESE, THERE ARE TWO OTHER PLYMOUTH ENGINES FOR 1960. THEY INCLUDE THE BEST PERFORMING V8 ENGINES IN PLYMOUTH'S CLASS. THEY INCLUDE THE MOST ECONOMICAL, TOO.

Plymouth's standard V8 is the amazing power plant that topped its class for gas economy three years in a row in the Mobilgas Economy Run. 313-cubic-inch displacement. It is an exceptionally rugged power plant

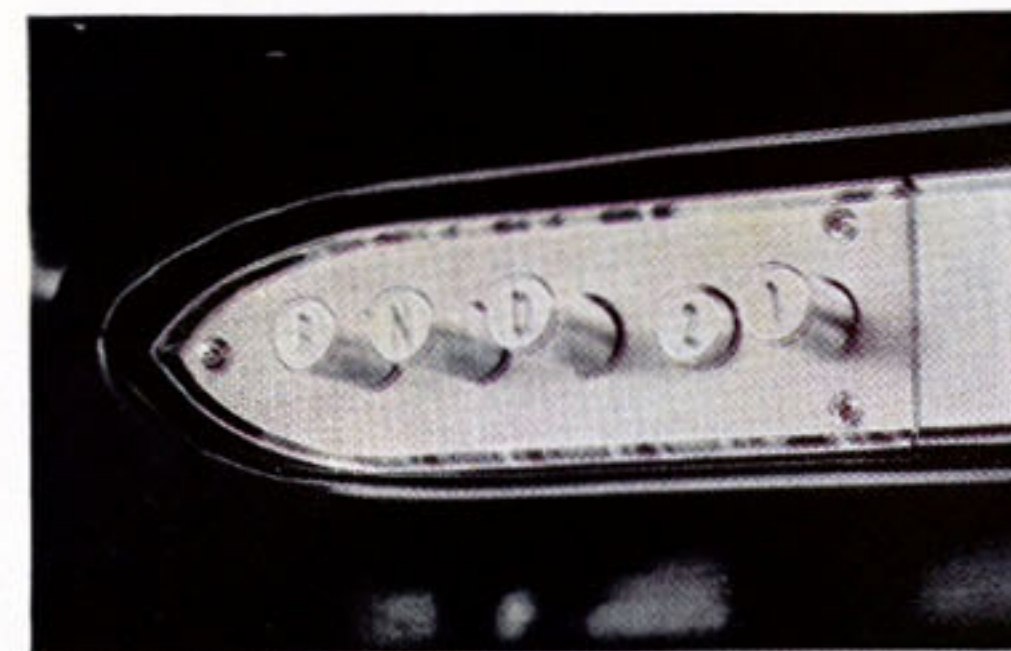
and turns out plenty of power on regular gas—with a reserve ready whenever you want it.

The V-8 with Super-Pak is Plymouth's very popular very-low-extra-cost V8. 4-barrel carburetor. Dual exhaust system. A very flashy performer.

Plymouth's standard V8 and the new 30-D Economy Six both perform at their best with regular non-premium fuel. This means you get the utmost in performance, and save on gas every mile you drive. Also, there is no fuel-wasting choking in a Plymouth. Misses, surges and stalls at warm-up, when gas can burn uselessly, have virtually been eliminated. And 3-stage metering now tunes carburetion economically to driving speeds, as we pointed out before. With Plymouth power you get performance *and* economy.

FOR 1960, CHOOSE AMONG
THREE DIFFERENT PUSH-BUTTON
TRANSMISSIONS, OR
NEWLY RE-ENGINEERED
MANUAL STICK SHIFT.

Plymouth's mechanical push-button controls are simple, safe, thoroughly proved. They give you positive gear selection—sure and smooth. They make all other transmissions look and act old-fashioned. You have a choice of three push-button transmissions in the 1960 Plymouth. Each is optional at low extra cost.



TorqueFlite is an unusually smooth 3-speed automatic transmission, light weight, extremely quiet. It gives maximum acceleration; it is fast on starts and sure on hills. It is sparing of gas, too, especially in the middle-speed range you use most.

New TorqueFlite-6 is a special 3-speed automatic push-button transmission engineered expressly for use with the new Plymouth 30-D Economy Six standard power plant. It is not available with any other engine. New TorqueFlite-6 is very smooth and quiet, gives jack-rabbit acceleration with unusual economy.

PowerFlite is the clean and simple 2-speed push-button drive that has fewer moving parts than any comparable transmission. It is a honey for reliability. Available for V8 models only.

Synchro-Silent, Plymouth's popular standard manual transmission, has been re-engineered for 1960. Drivers who prefer the stick shift will find this new 3-speed transmission smoother, quieter and easier to operate than ever, with a clutch that has been re-engineered for better performance.

FOR 1960, PLYMOUTH GIVES
YOU FOURTEEN ADDITIONAL
FINE CAR FEATURES AT
ABSOLUTELY NO EXTRA COST.

You get renowned Torsion-Aire Suspension at no extra charge. Exclusive on Plymouth in its class.
Custom-Positioned Front Seats (they adjust six ways) are standard. Exclusive in the industry.
Safety-Rim Wheels that help hold a tire tight if you have a blow-out are yours at no extra cost.
Oriflow Shock Absorbers contribute to the softest ride in Plymouth's class. No extra charge.
Total Contact Brakes, that put extra cylinders and bonded linings to work for your safety, are standard on 1960 Plymouth and exclusive in its class.
A Parking Brake that is independent of the regular brake system—another safety feature—is standard. No other car in Plymouth's class has it.
Other features that are standard equipment on 1960 Plymouth include:
Electric windshield wipers, 16-inchers that do not slow down on rainy hills.
Directional signals for your driving convenience.
Dual headlights for your greater safety.
Two full-width sun visors that meet and fasten in the center, shading the *entire* front seat.
Foam front seat cushion and front door arm rests for extra comfort.
Dual horns for that little extra touch of value.
Safety-Guard door latches that relieve your mind, especially with youngsters in the car.
A trunk lid that locks itself for your greater security and convenience.

THESE ARE SOME OF PLYMOUTH'S
1960 EXTRA-COST FEATURES
THAT WILL ADD A GREAT DEAL TO
YOUR COMFORT AND CONVENIENCE.

Safe-T-Matic Doorlock System locks all doors at the touch of one lever on the instrument panel.

Swivel Seats swing in and out when you open and close the door. Now fully automatic.

Power Steering is full-time on Plymouth. Handles with two to five pounds of effort. Available for '60 with power steering is Plymouth's rakish new idea in steering controls, the Aero Wheel that's small and rectangular.

45 RPM Record Player automatically plays up to 14 standard records at a time, then stores them along with many more. Specially designed by RCA Victor*.

Push-Button Radios—Transistorized with built-in tone control and with a sensitivity range to reach and pull in distant stations. Radio equipped with record player connection for easy installation of Plymouth's 45 RPM record player described above.

Sport Deck adds distinctive rear style note.

Power Pedal activates new 3-platform Total-Contact Brakes like silk, makes stopping a breeze.

Push-Button Comfort Controls regulate heating, ventilating, defrosting.

Sure-Grip Differential transfers driving power to the wheel with traction when you're in slippery mud, snow or ice.

*Dealer Installation.



SPECIFICATIONS

DIMENSIONS

	Fury, Belvedere and Savoy	Sport Suburban and Suburban
Wheelbase.....	118	122
Over-all Length.....	209.5	215.0
	(Includes front bumper guard)	
Over-all Width.....	78.6	78.6

REAR AXLES

Savoy and Belvedere—6 cylinder and V8 with manual 3 speed—3.54 to 1.

V8 cylinder with PowerFlite ratio is 3.31 to 1.

6 cylinder with new TorqueFlite 6 ratio is 3.31 to 1.

V8 with TorqueFlite ratio is 2.93 to 1 with high performance engine the ratio is 3.31 to 1.

Optional is a Sure Grip Rear Axle (With limited Slip Differential) at extra cost.

V8 with PowerFlite the ratio is 3.31 to 1.

6 cylinder with the New TorqueFlite the ratio is 3.31 to 1.

V8 with TorqueFlite the ratio is 2.93 to 1 with High Performance engine the ratio is 3.31 to 1. Optional at extra cost is the Sure Grip Rear Axle (with the Limited Slip Differential).

ENGINES

Standard—V8 on all models in a 90 degree overhead valve type with single rocker shaft and polyspherical combustion chamber, staggered lateral valve arrangement, three rings per piston, counter-balanced crankshaft with five main bearings. Two-barrel carburetor is standard with regular fuel recommended. Automatic choke, shunt type replaceable oil filter element is standard. The bore is 3.88 inches, stroke 3.31 inches, piston displacement 313 cubic inches and compression ratio 9.0 to 1.

Optional at extra cost is the above V8 only with a four-barrel carburetor and dual exhaust. This engine is available on all models.

HERE ARE DETAILED SPECIFICATIONS FOR THE 1960 PLYMOUTH. IT IS THE HIGHEST QUALITY PLYMOUTH WE HAVE EVER BUILT.

Golden Commando Power as described on page 24 is also available on all models at extra cost.

Plymouth's "30-D Economy 6." Standard on all models: Overhead valve with valve in-line. Has a bore of 3.40 inches, stroke 4.125 inches, piston displacement 225 cubic inches, with a single throat downdraft carburetor.

Intake manifold is made of aluminum along with the pistons, distributor housing, water pump housing, water outlet elbow, oil pump housing and oil filter mounting pad, all helping to reduce engine weight. Counter-balanced crankshaft with four main bearings and a compression ratio of 8.6 to 1. Recommended fuel—regular.

TRANSMISSIONS

Standard—Manual Shift—a new lightweight manual transmission with ratios of low 2.50 to 1; second 1.60 to 1; third 1.0 to 1; reverse 3.20 to 1, is standard on all models with the new slant "6" cylinder engine. The same transmission with 2.12 to 1 for low; 1.43 to 1 for second and 1.0 to 1 for third is standard on all V8 models.

SOLID PLYMOUTH 1960

New TorqueFlite "6"—Optional at extra cost on six cylinder models only. Features a one-piece, die-cast aluminum torque convertor and transmission housing. Has the same ratios, same smooth shifts, which provide excellent breakaway performance and outstanding economy, as the V8 TorqueFlite. Maximum torque convertor ratio is 2.2 to 1.

PowerFlite—Optional at extra cost is available on V8 models. An excellent 2 speed automatic transmission, the ratios are low 1.72 to 1; drive 1.0 to 1; and reverse 2.39 to 1. Maximum torque convertor ratio is 2.6 to 1.

TorqueFlite—Also available at extra cost on all V8 models. This modified TorqueFlite transmission has a new one-piece valve body whose improved quality assures more consistently smooth shifts. Ratios are, low 2.45 to 1; second 1.45 to 1; direct 1.0 to 1; and reverse 2.2 to 1. Maximum torque convertor ratio is 2.2 to 1.

ELECTRICAL SYSTEM

All models are 12 volt, 35 amperes generator. Neoprene-jacketed ignition cable. Wide-gap spark plugs. Six cylinder models—60 amperes hour battery. V8 models—50 amperes hour battery.

BRAKES

Improved Total-Contact Brakes on all wheels with two cylinders on the front wheels. Hydraulic fluid system.

Parking Brake—A New Foot-operated parking brake is conveniently located under the left side of the instrument panel. A push downward on the pedal applies the parking brake firmly, and release is easily accomplished by pressing down on the release lever.

WHEELS AND TIRES

Standard 14 inch wheel—Safety Rim. Standard tires all models (except Sports Suburban and Suburban). 4 ply rayon black side wall 7.50 x 14. On Sports Suburban and Suburban standard tire is 4 ply rayon black side wall—8.00 x 14.

Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications, and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

CHRYSLER-PLYMOUTH-FARGO DIVISION

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