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PLYMOUTH

**FACTORY INSTALLED
ACCESSORIES**

for the utmost in
motoring pleasure . . .

*a great new
car for the
YOUNG
IN HEART*



Your new Plymouth can easily become your proudest possession. Its superb styling will never fail to delight your eye; and each day you'll marvel at its eager surge of power, its mastery of any road.

You can make your satisfaction complete by tailoring your Plymouth to your exact tastes and driving requirements with authentic Plymouth accessories. Choose now from these pages and your accessories will be installed at the factory as your Plymouth is built.

Let your Plymouth Dealer help you select the accessories that will "personalize" your new Plymouth. You'll find their cost very moderate and a sensible investment in extra comfort, convenience and safety.

PLYMOUTH power driving aids

FULL-TIME POWER STEERING does 80% of the work of steering; lets you sit back and enjoy the ride. You'll find far less fatigue in normal driving, and you'll have extra steering safety in emergencies. What's more, you'll actually enjoy parking with *full-time* power steering!



POWER BRAKES reduce braking effort a full 45%. Plymouth's Power Brakes work with Plymouth's famous Safe-Guard hydraulic brakes, long acclaimed the most efficient, most dependable service brakes in the lowest-price field.



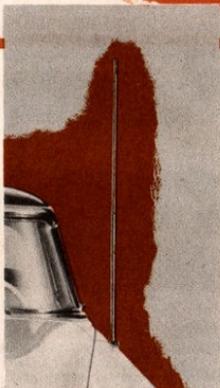
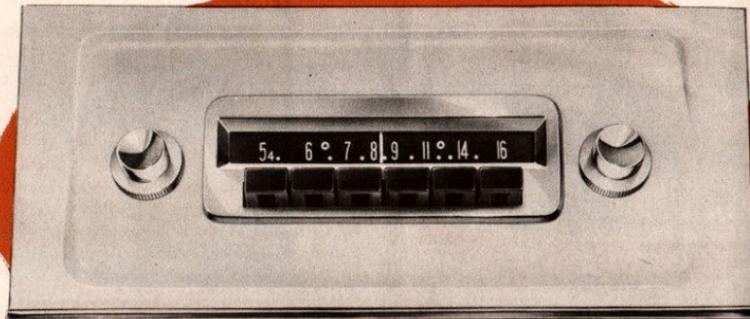
EASY-GLIDE POWER SEATS that adjust electrically to the position you desire. Experts know that you drive more relaxed when you change your position at intervals. These power seats do that for you at the touch of a control. Forward and rear movement: 5". Up and down movement: 1 1/8".



POWERFLITE NO-CLUTCH DRIVE . . . the smoothest, simplest automatic transmission ever designed. PowerFlite gives you instant starting response, quick acceleration for passing, new ease and sureness in all driving. The new "Elite Control" drive selector, mounted on the instrument panel, allows you to shift by "feel" alone.



POWER WINDOWS: a new high in convenience, a new note in luxury. You operate all windows electrically—the master control switch for all windows is to the left of the driver and there is an individual switch beneath each window. No special battery or generator needed.



Take your favorite programs with you

This new 8-tube push-button Plymouth radio will keep you "in touch with the world" wherever you go. Its marvelously clear tone is the result of special engineering to fit the acoustics of the new Plymouth passenger compartments.

Mounted in the center of the instrument panel, radio controls are equally convenient to driver and passenger. For station reference in night-time driving, a concealed light under the brow of the instrument panel throws soft, non-glare illumination on the radio dial at the touch of a switch. Civil Defense frequencies are indicated on a wide, easy-to-read dial.

Installation includes adjustable outside antenna (shown at left) for the clearest possible reception in all kinds of weather.

Drive in perfect comfort in cold weather

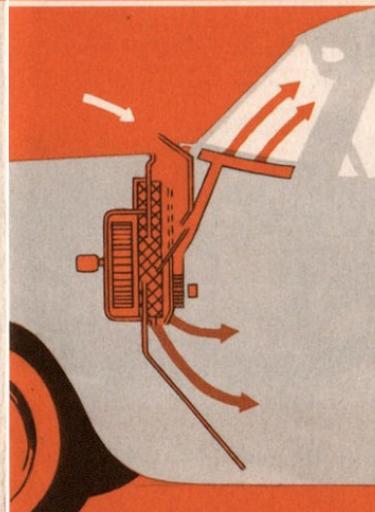
Here's a high-capacity heater with floor-to-roof circulation that promises warm comfort in even the coldest weather.

As the diagram below shows, clean air is drawn into the car through the cowl ventilator (thus avoiding exhaust fumes and road dust), heated, and distributed throughout both front and rear passenger compartments. Warm air is directed at the floor, where it rises evenly.

Thus the coldest part of the car is warmed

first, and too-hot or too-cold drafts are avoided. Heater and defroster controls are at the extreme left of the instrument panel in a single control. The rear ring operates the defroster and the center knob operates the heater. The control immediately to the right (see below) is a temperature regulator which will maintain whatever degree of warmth you choose.

The new Plymouth heater is available with or without a separate defroster blower fan.



THE TOURIST GROUP

accessories designed to give maximum convenience in long-distance motoring

Here's a safe, ever-handy light for the smoker. "Pop-out" operation allows you to devote full attention to your driving. Conveniently located near the ash receiver, this electric lighter is within easy reach of front seat passengers as well as the driver.



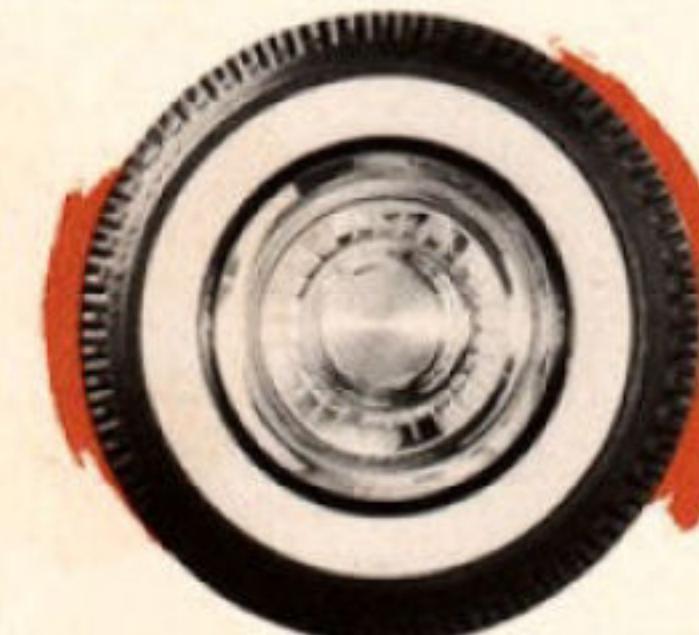
Inexpensive insurance against theft of your valuables, the glove compartment lock operates with your ignition key. Unlocked, the compartment door operates by a simple push-button latch; locked, it is safe from accidental opening by children.



This handsome, heavy steel extension for your rear bumper will protect the rear and sides of your Plymouth from the carelessness of other drivers and from roadside underbrush. In gleaming chrome, these Safety-Glamor Guards add to your car's beauty and wide, low look. (Not available on Suburban models.)



Flashing lights in front and rear tell other drivers your intention when you are turning either right or left. Operated by a single control on the steering column, these dependable turn indicators cancel automatically when the turn is completed.



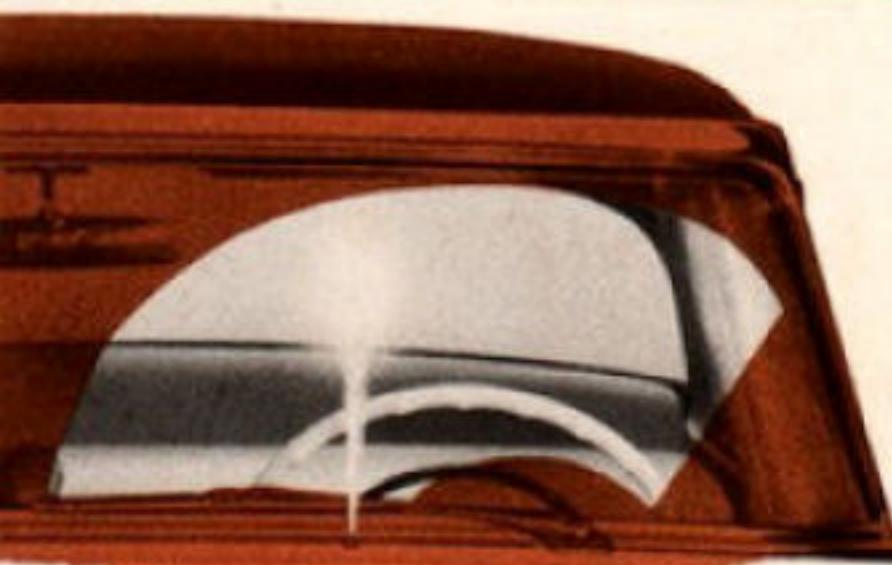
A new fluted disc design, inspired by continental sports cars, adds a sparkling twinkle to these new wheel covers. They're stainless steel; easy to clean. Available for all Plymouth models at very low cost.



Smart in appearance and practical in design, these rain shields channel water away from above the right and left front doors. Thus you can enjoy fresh air through the vent wings, even when it's raining outside.

THE COMFORT-VISION GROUP

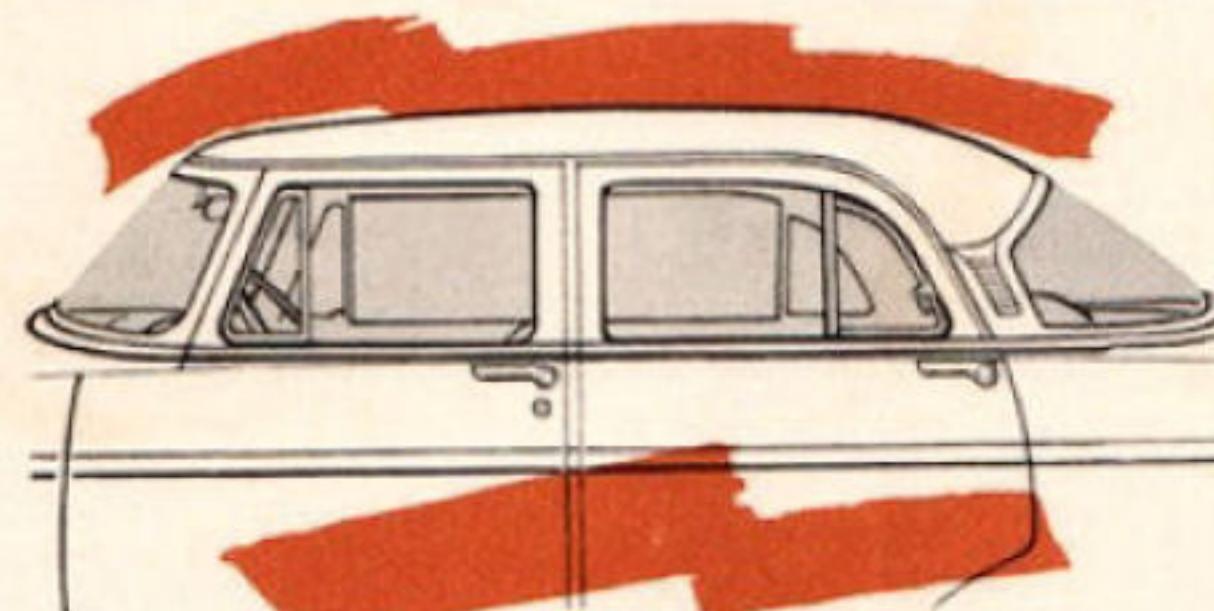
accessories planned to insure ideal visibility under all driving conditions



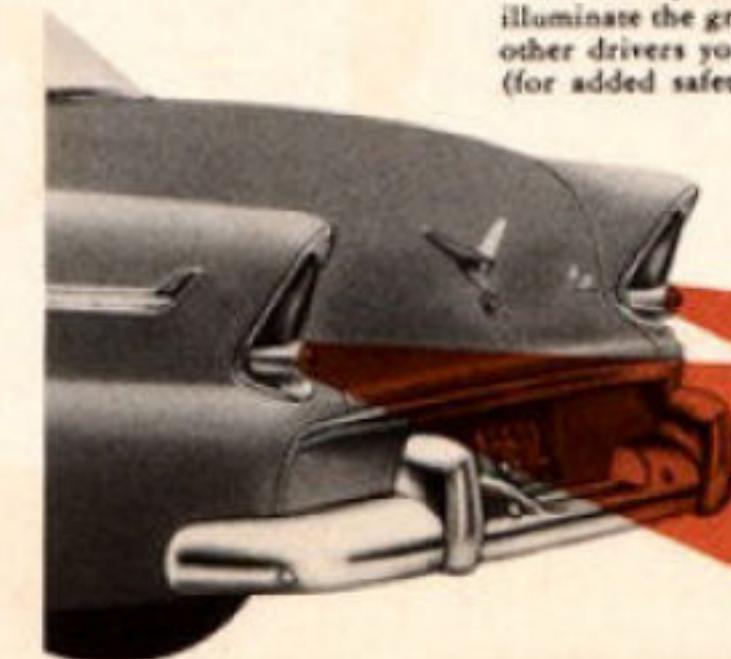
Plymouth's Jiffy Jet windshield washers rinse away mud, dust and road grime from your windshield as you drive along. A touch of your toe on the control on the floor of the car sends twin fountains of water against the windshield and also operates the windshield wipers. In mere seconds your windshield is sparkling clean!



With these inexpensive adjustable windshield wipers you can vary the speed of the blades to suit the weather outside; fast action for a downpour, slow operation for a drizzle. They operate steadily at the speed you select, never slowing down when you accelerate or climb a hill.



You'll be cooler and more comfortable on even the hottest days with Solex-Tinted Safety Glass in your windshield. It screens out 65% of the sun's heat rays and reduces the glare of the sun and from oncoming headlights. Solex's gentle green tint also gives your car's interior a cool and inviting appearance.



Now there's no need to guess what's behind when you're backing into a garage or parking space. These twin back-up lights turn on automatically when you shift into Reverse to illuminate the ground behind you, and to tell other drivers your car is moving backwards (for added safety in nighttime driving).

HY-FASHION ACCESSORIES

style your new Plymouth exactly as you choose!



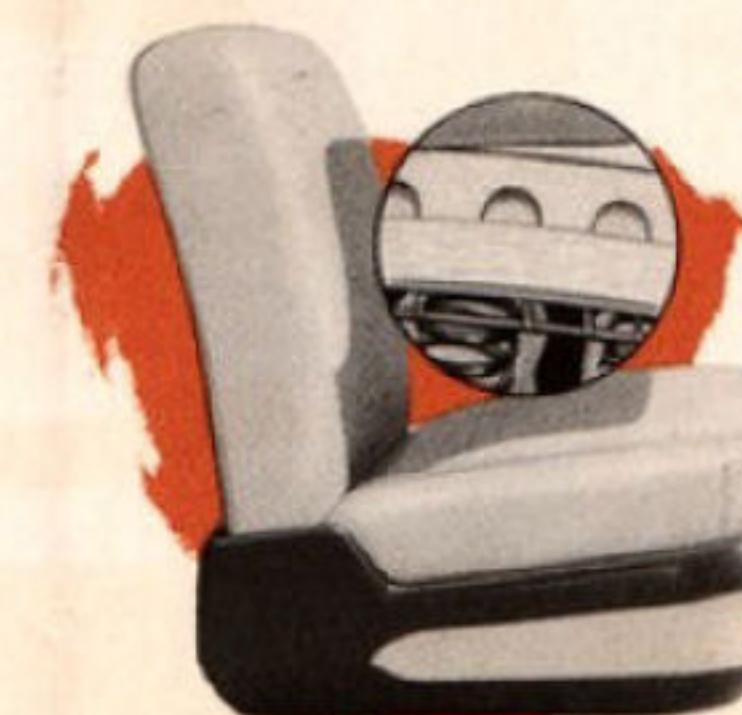
The Exterior Trim Group, for Plaza models only, consists of (1) the front fender trim, and (2) the door side trim. Distinctive in stainless steel, they are easily cleaned with a soft cloth.



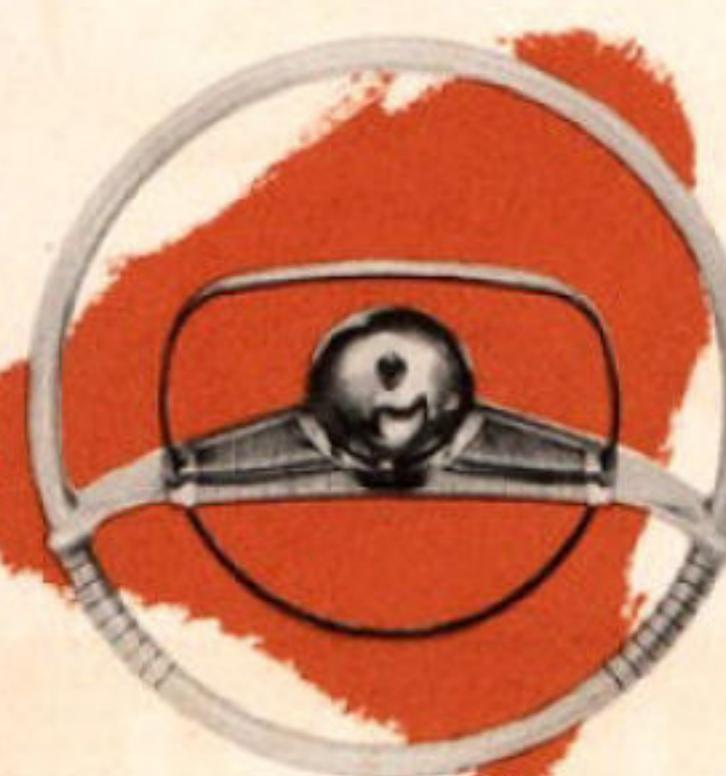
The Full Dress Trim Group for Belvedere and Savoy Club Sedans, Four-Door Suburbans, and Four-Door Sedans consists of (1) the exterior windshield visor trim, (2) the front door trim, (3) the lower quarter-panel mediation, and (4) the extra-wide drip molding. Whichever model you choose, you add to its smart looks with this stylish stainless steel trim.



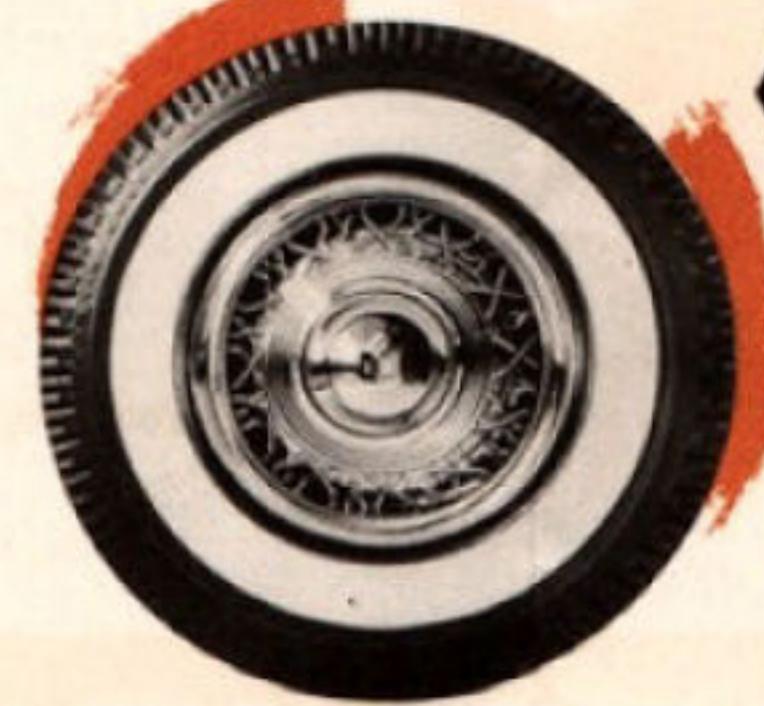
The Full Dress Trim Group for Belvedere Sport Coupes consists of (1) the exterior windshield visor trim, and (2) the extra-wide drip molding. You're sure to want these gleaming stainless steel ribbons to further beautify your Sport Coupe.



Removable seats, in two easily-handled sections, are available to add more seating area in the Plymouth Business Coupe. They're easily installed to seat three comfortably; easily stored when the extra cargo space is desired. Similar seat sections are available for the Four-Door Suburbans.

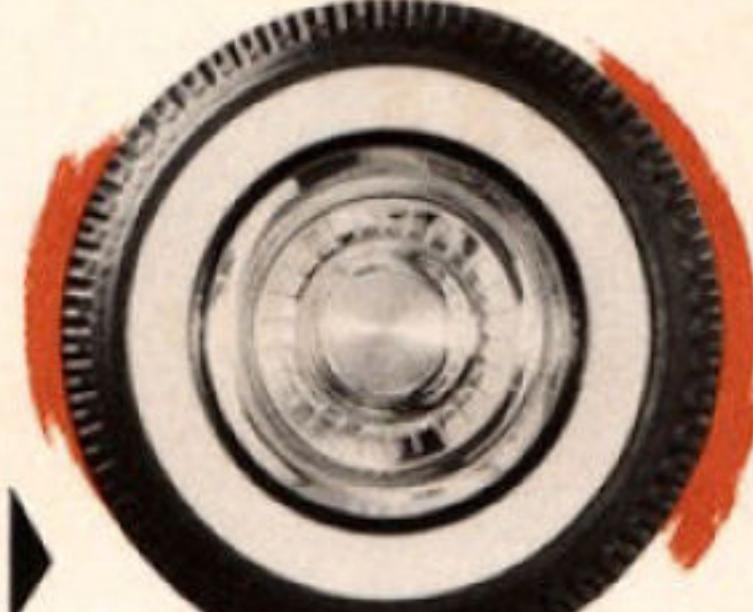


This special Hollywood Steering Wheel was styled by design experts to add an extra touch of elegance to the new Plymouth. Made of enduring plastic, it is shaped to provide a sure grip with a light touch. Note the convenient size and shape of the sparkling chrome horn ring. Available for all models.



Beautifully-chromed, heavy-gauge steel makes these shining wheel covers look like genuine wire wheels, yet they cost much, much less. Covers lock on to prevent theft.

These white sidewall tires are of the new tubeless type which runs cooler and resists puncturing. Available in 6:70 x 15 size for both 6 and 8 models and in the 7:10 x 15 size for all 8 models. (The 7:10 x 15 size is required for the V-8 convertible.)

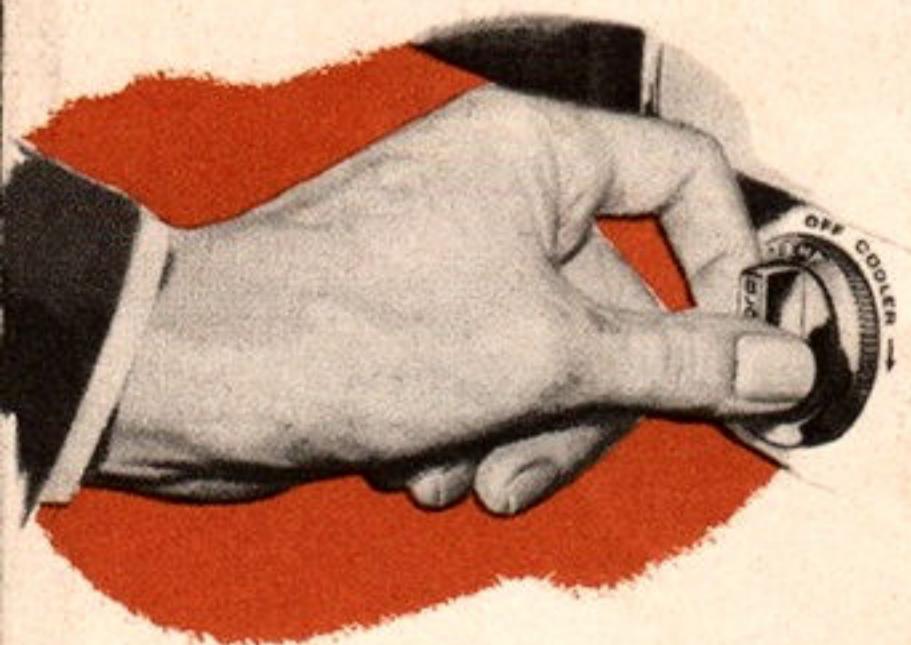


This gleaming rear view mirror will add a bright accent to the sweeping lines of your new Plymouth. Angle of mirror is adjustable. Rigid bracket mounting will not rattle or shake loose. May be installed on either or both sides of car.



Day or night, you'll always know the correct time with this accurate electric clock. Located above the middle of the instrument panel where it will serve as a silent reminder of that important appointment. Clock is finished to match car's interior; luminous dial is easily read in the dark.

This simple control makes you the weatherman with



PLYMOUTH Airtemp air conditioning

Now you can enjoy complete climate control for any weather, in any season! Plymouth's Airtemp Air Conditioning will lower the inside temperature of your car to the comfortable 70's in a few brief minutes.

You'll enjoy a cool, clean, refreshing ride, regardless of outside temperature, humidity, or road dust. And you'll have year-round protection from irritating pollens, too, thanks to Airtemp's high-efficiency filtering action. The inside temperature of your car is exactly controlled by setting a thermostat, just as you

would at home. Outside air is drawn in, filtered, dehumidified, and lowered to the degree of comfort you wish. The exclusive "cool air blanket" circulation gives even cooling and avoids annoying drafts of cold air. Fresh air from outside is continually cleaned, cooled, and circulated.

As the diagram below shows, component parts of the system are housed in little-used sections of the car. Plymouth Airtemp Air Conditioning is available on Hy-Fire V-8 models only.

