

FOR THAT CAR
OF YOURS ...

Accessories

FACTORY ENGINEERED ★ FACTORY INSPECTED

BY **MOPAR**

CHRYSLER MOTORS PARTS CORPORATION, DETROIT 31, MICHIGAN

PLEASURE

COMFORT

PROTECTION

SERVICE

STYLE

UTILITY

CONVENIENCE

SAFETY

MAINTENANCE

Artistry with Practicality

The superb styling of these new MoPar Accessories makes them the perfect match for your beautiful new car.

They will enhance the *usefulness*, as well as the smart appearance, of your automobile. All MoPar Accessories are *factory engineered and inspected* by Chrysler Corporation. You can be *sure* they will prove just as dependable and practical as they are good-looking.

Why not stop in soon and select the MoPar Accessories you want and need for your car?



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MOPAR Accessories are made right . . . to fit right . . . to work right

Service ... with **TAILORED BEAUTY**

MOPAR Seat Covers

Beautiful colors, fabrics and patterns styled to harmonize with the interior of your new car. Custom tailoring assures exact fit that holds these MoPar seat covers snugly in place. Sturdy and strong to withstand hard wear. All materials fully tested for durability in Chrysler Corporation Engineering Laboratories!



MOPAR IMPERIAL CADET SEAT COVERS

Luxurious quality . . . custom-tailored especially for Plymouth cars. Rich green, blue or maroon. Smooth, durable fabric is water repellent, fade resistant. For the best for your Plymouth ask for these. Factory retail price: (Plymouth 4-door sedans) \$34.95, plus installation.



MOPAR IMPERIAL SEAT COVERS

Smooth, lustrous, durable fabric seat covers of highest quality. Rich dark green, dark blue or maroon in small rectangular pattern. Ivory-colored piping. Water repellent and fade resistant. Factory retail price: (4-D Sed. without rear center armrest) \$39.95, plus installation.



NEW FLEX-O-FIT ARISTOCRAT SEAT COVERS

Beautiful rayon, cotton and fiber matting gives lasting protection. Two attractive patterns . . . silver-blue and gold-maroon stripes. Map pocket on front cover apron. Always a smooth fit with new Flex-o-fit fasteners. Factory retail price: (Plymouth 4-door sedans) \$31.50, plus installation.



**NEW FLEX-O-FIT
CRITERION SEAT COVERS**

Durable vinyl-coated matting, with leatherette binding. Smooth fit assured with new Flex-o-fit fasteners. Can be wiped clean with damp cloth! Seams triple-stitched. Attractive patterns in tones of maroon, green or blue. Factory retail price: (Plymouth 4-door sedans) \$25.50, plus installation.



**NEW FLEX-O-FIT
DE LUXE SEAT COVERS**

Economical, durable! Tough fiber matting with vinyl coating. Gray and beige with black and red stripe. Trimmed in red leatherette and soft gray cloth. Always smooth fit with Flex-o-fit fasteners. A thrifty buy! Factory retail price: (Plymouth 4-door sedans) \$21.00, plus installation.



**MOPAR
SLIDER SEAT COVERS**

Cover top of seat cushion so you can slide in and out of the car easily. Durable fiber matting bound in maroon leatherette. Provide decorative protection to seat cushion fabric. Get these for convenience at minimum cost! Factory retail price: \$3.15, plus installation.



**MOPAR
PNEUMATIC CUSHION**

Ideal for seat cushion or back rest! Blow up rubber inner liner like you would a balloon. Removable cover of Scotch-plaid matting. Handy for ball games or picnics, too! Buy a couple for your car. Factory retail price: \$3.95.

Insist on MOPAR when you buy!



AT YOUR FINGERTIPS . . .

MOPAR Radios

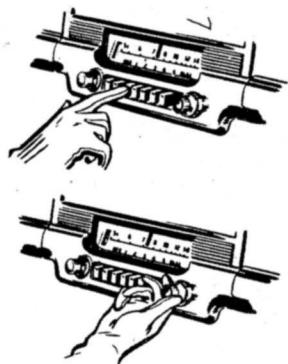
You can see that a MoPar radio is designed for your car! It fits perfectly. Its beautiful dials and controls blend with the instrument panel.

You can *hear* why a MoPar radio is your wisest choice!

You enjoy better tone, ultra-clear reception, unusual power and sensitivity. You get finer performance because a MoPar radio is engineered to fit the acoustics of your car.

PUSH-BUTTON TUNING

Switch instantly from one station to another at the push of a button! You can reset push-buttons to other stations yourself. Do it from front of radio . . . no special tools required.



MANUAL TUNING

Dial tuning is simple for stations not set for push-buttons. You will appreciate this convenience on out-of-town trips. Big dial has indirect illumination to match other instrument lighting.

Designed for use in your car by

SIX-TUBE SETS (including rectifier)

Push-buttons for tuning in four stations and for tone control. Clear reception provided by new miniature tubes. Bantam beam tube increases power. Rich tone assured by 5" x 7" dynamic speaker of permanent-magnet type that saves battery current. Ask for a demonstration of these fine, moderately priced sets!

EIGHT-TUBE SETS (including rectifier)

Enjoy finest in auto radio reception and wonderfully clear tone. Automatic electric tuning . . . five station push-buttons. Large 6" x 9" oval permanent-magnet dynamic speaker reproduces both high and low notes faithfully. Powerful new miniature tubes. Be sure to hear this set if you want the best.



SHARP, CLEAR RECEPTION

Rugged new miniature tubes improve reception. Compensating devices keep set in tune despite temperature and humidity changes.

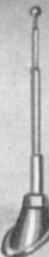


FAITHFUL, CONTROLLED TONE

Tone control permits you to select tone you prefer—"voice," "mello" or "bass." Permanent-magnet speaker saves battery current.

MOPAR ANTENNAS

MoPar telescopic antennas assure best results from MoPar radios. Mount on car fender. Chrome-plated.



Standard length MoPar antenna, for use where reception is normal, extends 50' above car fender.

Extra long antenna is recommended where radio signals are weak. Extends 82 1/2" above the fender.

MOPAR VACUUM ANTENNA



This convenient antenna is extended easily from *inside* your car! You control it with a push-pull switch mounted on left side of instrument panel. Positive action. Heavy chrome-plated brass tubing and stainless steel construction. Ask us to show you how this handy antenna works!

Chrysler Corporation engineers

Comfort...AS YOU LIKE IT

MoPar All Weather Comfort Systems

You can drive in perfect comfort in any weather when you have a MoPar All Weather Comfort System in your car!

This marvelous new motoring aid keeps your car snug and warm in winter . . . keeps your windshield free of ice. In summer, it ventilates your car with fresh air from outside. Whatever the season, you enjoy draft-free fresh air that

reduces annoying, dangerous window-fogging.

These new MoPar All Weather Comfort Systems give you more room in your car. Heating and blowing mechanisms are *under the hood* where they are out of the way. Only the attractive chrome-plated control panel is visible. What's more, all controls are convenient . . . right at your fingertips!



BETTER HEATING

Your feet and legs stay warm . . . yet you avoid stuffiness at head level . . . by heating *from the floor up!* Warm air pressure inside car keeps drafts out.



FRESH AIR

Close your car windows in bad weather and still enjoy perfect ventilation! This ventilation freshens the inside of your car in summer, even in slow traffic.



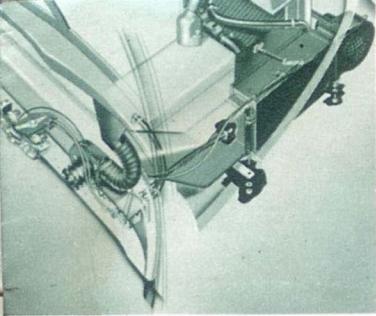
CLEARER VISION

Warm air blowing onto windshield melts ice and snow quickly. Constant air circulation throughout the car dispels window fog.



GREATER LEGROOM

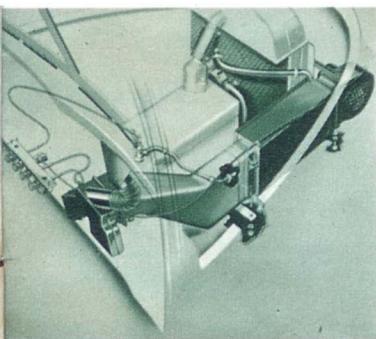
Heating and blowing units are out of the way under the hood. Provides greater freedom for your legs . . . more room to "stretch out" during long drives.



MOPAR ALL WEATHER COMFORT SYSTEM MODEL NO. 500 OR 550

Automatic temperature control maintains air at warmth you want. Large-size heating unit has ample capacity for coldest weather. Air flows along floor from full-width

distribution duct under dash. Two fans—one to increase air intake when needed and a booster fan for defrosting. Fresh air can be drawn in during hot weather. Ask for demonstration!



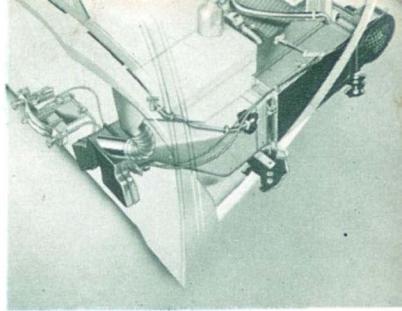
MOPAR ALL WEATHER COMFORT SYSTEM MODEL NO. 100

This economical model provides heating and defrosting in winter . . . ventilation in summer! Forward motion of car scoops air in at normal road speeds. Powerful blower fan

speeds air movement as needed. V-shaped distribution duct directs air toward floor below dash. Push-pull controls operate water and air valves, fan and defroster damper. Ask for details today!

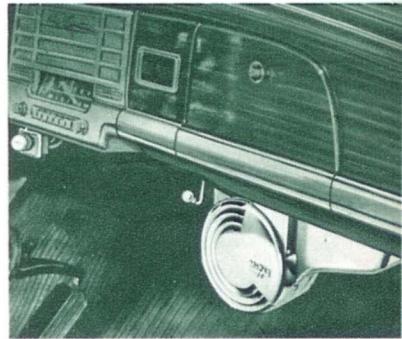
MOPAR ALL WEATHER COMFORT SYSTEM MODEL NO. 300

Large-size heating unit. Temperature and fresh air flow are regulated by a single control—from full “off” position . . . through summer ventilating . . . to full “on” position. There is a V-shaped distribution duct below dash, with openings on both sides, that directs fresh air along the floor to heat both the front and rear compartments. Come in and see this model!



MOPAR RECIRCULATING TYPE HEATER MODEL NO. 70

Compact unit mounts below dash . . . provides plenty of output for heating and defrosting. Louvers direct heat toward both driver and passengers. Only two simple controls. Rotary switch below instrument panel controls motor speed. Push-pull defroster shut-off is mounted on heater. If you want a dependable, modestly priced installation, get our figures on this!

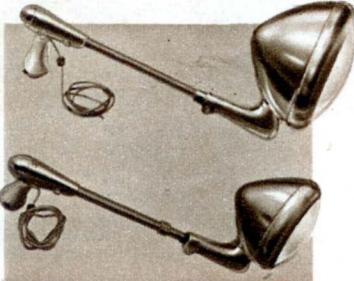


Protection ... WHEREVER YOU GO

MOPAR Lights

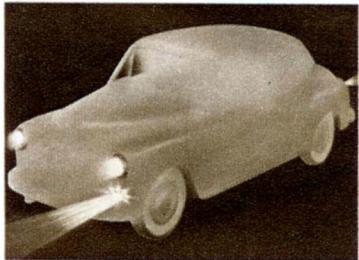
Enjoy safer driving and added convenience! There are many types of MoPar lights—all specially designed for your car.

Any MoPar light you buy is styled to harmonize perfectly with the appearance of your automobile. It fits right and works right, too. Each light in the MoPar line is factory-engineered and inspected by Chrysler Corporation.



MOPAR SPOTLIGHTS

Streamlined, rust-proofed spotlights with all-chrome heads. Powerful sealed-beam unit throws brilliant long-range beam. Pistol-grip handle swings light easily in any direction. See road signs, house numbers easily. Either large or small head, right- or left-hand mounting. Factory retail price, with bracket: \$20.20, plus installation.

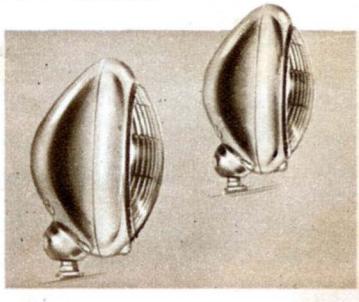


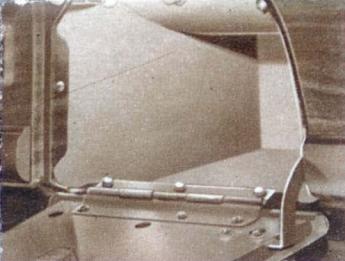
MOPAR DIRECTIONAL SIGNAL

Just flip the finger-tip lever on steering column to signal for right or left turn. Flashers operate in parking and tail lights . . . switch-off automatically when turn is completed. Flasher on speedometer dial tells you when signal is operating. Ask about this safety device. Factory retail price: (Plymouth) \$19.95, plus installation.

MOPAR FOG LIGHTS

Powerful sealed-beam lights mounted in chrome-plated bodies. Amber lenses throw wide, horizontal beams that make driving easier in murky weather. Circuit arrangement permits you to drive with fog lights and tail lights "on", headlights "off". Buy fog lights for safer driving. Factory retail price, with bracket: \$15.25, plus installation.





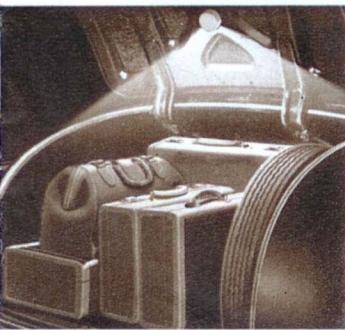
**MOPAR
GLOVE
COMPARTMENT
LIGHT**

Automatic switch turns light on when you open glove compartment door . . . off when door is closed. A great convenience when you need to find something in the glove compartment. Come in and get one today! Factory retail price: \$.85, plus installation.

MOPAR TRUNK LIGHT

This convenient light is located out of the way in the trunk lid. Lights automatically when trunk lid is raised and car lights are on. A great help in storing or locating articles in the luggage compartment at night. Also a

safety measure if you ever have to change a tire on the road after dark. Buy one now! Factory retail price: \$1.35, plus installation.



MOPAR COURTESY AND MAP LIGHT

White light is beamed toward floor to illuminate front compartment. Switches on automatically when either front door is opened. For map reading, may be turned on by manual switch. Here's something you need! Factory retail price: \$3.20, plus installation.

MOPAR UNDERHOOD LIGHT

You can see what you're doing under the hood without the bother of holding a flashlight while you work! This light turns on automatically when you raise hood. Ideal for engine adjustments on the road at night or in dark garage. See it today! Factory retail price: \$1.60, plus installation.



**MOPAR
BACK-UP LIGHT**

Throws wide beam behind car . . . illuminates your path when you back up. Chrome-plated and mounted on socket for directional adjustment. Switch operates light automatically when car is in reverse. Ask today to see how it works! Factory retail price: \$7.50, plus installation.



Safety . . .

ON HIGHWAY OR BYWAY



MOPAR JIFFY-JET WINDSHIELD WASHER



Just press your toe on floorboard control button and twin jets of water spray windshield so wipers can whisk grime away. Shuts off instantly when you raise your toe. Special MoPar Year-Round Washer Solvent aids cleaning . . . won't freeze in reservoir jar. Put this safety accessory on your car! Factory retail price: \$6.15, plus installation.

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MOPAR OUTSIDE MIRROR (Clamp-on Door Flange Type)

This chrome-plated rear-view mirror clamps to front door edge for quick installation. When doors are closed, screw heads are hidden. Swivel mounting for easy adjustment. Let us install it for you! Factory retail price: \$3.25, plus installation.



MOPAR OUTSIDE MIRROR (Door Panel Type)

Large chrome-plated rear-view mirror mounts on either right or left front door panel. Non-glare glass. Ball-and-socket permits easy adjustment for best vision. Come in and see how it beautifies your car! Factory retail price: \$3.50, plus installation.



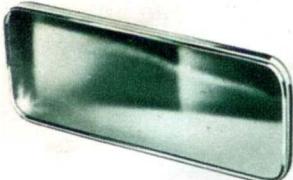
MOPAR SPOTLIGHT MIRROR

You can adjust or swing this mirror instantly from *inside* your car. It attaches directly to your spotlight . . . moves with it. Easily attached to spotlight shell. Heavily chrome-plated. Drive in for one! Factory retail price: \$3.50, plus installation.



MOPAR Accessories are made right

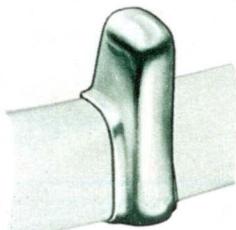
MOPAR INSIDE REAR-VIEW MIRROR



Special non-glare glass in this rear-view mirror absorbs headlight glare. Minimizes eye fatigue and strain . . . provides complete view of traffic approaching from the rear. Be sure to get one! Factory retail price: \$2.20, plus installation.

MOPAR BUMPER GUARDS

Made of heavy-gauge steel for maximum protection of grille and rear deck lid. These rugged guards are of practical design to avoid "bumper locking." Brilliant chrome plating matches the beauty of your car. Factory retail price: (Plymouth) \$3.30, plus installation.



MOPAR GRILLE, TRUNK AND FENDER GUARDS



These sturdy guards give you added protection against bumps and scrapes. Available for front and rear protection. Factory retail price: (Plymouth) front \$10.25, rear \$13.50, plus installation.

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... to fit right... to work right.

MOPAR FIRE EXTINGUISHER

Priceless protection that no motorist can afford to be without!

This powerful MoPar Fire Extinguisher quickly smothers electrical fires or burning gasoline, oil, grease, paint, rubbish, etc. Shoots stream of liquid 25 to 30 feet.

Inspected and approved by Underwriters' Laboratories.

One quart capacity. Made of brass. Comes complete with bracket for convenient stowage. Easily refilled with non-freezing MoPar Fire Extinguisher Vaporizing Liquid. Buy more than one . . . for your car, home, boat or cottage! Factory retail price: \$15.00.



Convenience . . . WITH AN EYE TO DESIGN



MoPar CIGAR LIGHTER

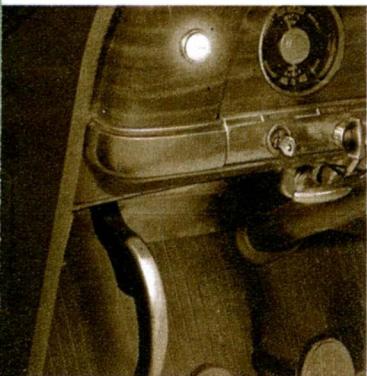
Automatic thermostatic control makes a MoPar lighter easy to use . . . prevents overheating. Simply push in the lighter knob . . . it snaps out ready for use when element is heated just right. Styled to match the other controls on your car's instrument panel. Bring your car in. Quick installation. Factory retail price: \$2.40, plus installation.

MoPar VANITY MIRROR

This double-purpose vanity mirror clips on sun visor . . . large, clear mirror is appreciated by women. Etched spaces at sides for travel and service data. A big convenience at a low price. Buy it now! Factory retail price: \$1.60.



Approved for use in your car by

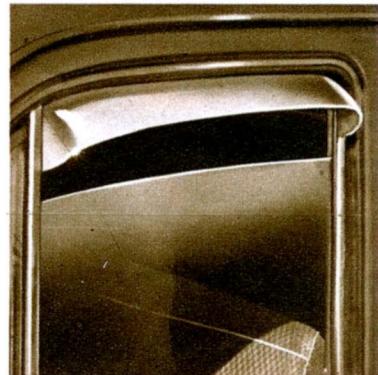


MoPar HAND BRAKE SIGNAL

Red light flashes a warning if you turn on ignition without releasing your hand brake. This reminder signal can save you trouble and excessive wear on brake lining. Come in and ask to see this signal in action! Factory retail price: \$2.85, plus installation.

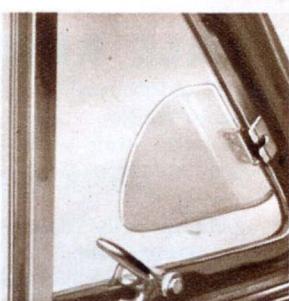
MoPar DOOR VENT SHADES

New comfort! New beauty! MoPar Vent Shades enable you to keep rain out, open windows partially for ventilation. They cut down sun glare, permit ventilation in parked cars. Beautiful luster and styling. Must see to appreciate. Come in today! Factory retail price: (Set of 4) \$12.50, plus installation.



MOPAR WIND DEFLECTOR

Now you can aim the air-stream from vent windows *downward* for improved ventilation! These MoPar Wind Deflectors eliminate blasts of air at head-level. They direct breeze toward the floor where it is needed most. Made of clear plastic with chrome-plated clip. Get a set today! Factory retail price: \$.90 pair.



Chrysler Corporation Engineers

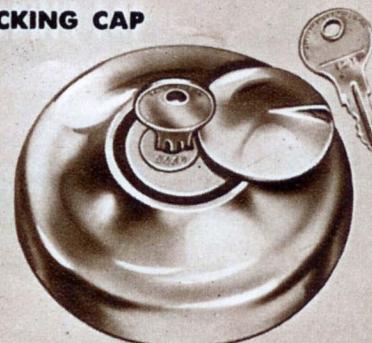
MOPAR ELECTRIC FUEL TANK LOCKING CAP



The "last word" in fuel protection! Large, chrome-plated cap can't be opened from outside of car. Flips open when you touch electric push-button on dash. No keys required! Approved by Chrysler Corporation engineers. Drive in today for a demonstration! Factory retail price: \$4.95, plus installation.

MOPAR FUEL TANK LOCKING CAP

Chrome-plated locking cap protects your gasoline supply. Cap locks automatically when closed, snaps open when unlocked. Lock cannot be forced by twisting, since cap turns freely when locked. Two keys with each cap. See us today for this safety accessory! Factory retail price: \$2.55.



MOPAR Accessories harmonize perfectly with your car

Style . . . **INSIDE • OUTSIDE • ALL AROUND THE CAR**



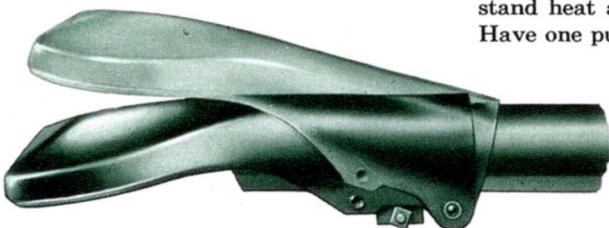
MoPar LICENSE TRIM FRAMES

Highly-polished, telescoping frame sections hold plates without rattling . . . hide rusty edges. See today! Factory retail price: \$2.85, per pair, plus installation.



STREAMLINED TYPE

Factory retail price: \$1.65,
plus installation.



HINGE TYPE

Factory retail price: \$1.85,
plus installation.



FLARE TYPE

Factory retail price: \$1.55,
plus installation.

MOPAR REAR FENDER SKIRTS

Add to the luxurious appearance of your car. These MoPar Rear Fender Skirts are made of heavy-gauge metal . . . styled to harmonize perfectly with your automobile. Strong spring clips and

hook hold skirt rigidly in place to prevent rattling . . . yet permit easy removal of skirt for tire changing. Come in for a pair today! Factory retail price: \$9.50, plus installation.



MOPAR REAR WINDOW SHADE

Keeps the interior of your car cooler . . . protects rear seat passengers from sun. Louvers can be adjusted permanently to angle which gives driver maximum vision. They are held by vertical steel supports. Entire shade is made of steel. Easily installed or removed. . . . See it today! Factory retail price: \$12.90, plus installation.



Dress up your car the MOPAR way

MOPAR ELECTRIC SHAVER

by Remington



Factory retail
price: \$24.95.

Just plug into cigar lighter receptacle on your car. Multiple shaving head assures quick, smooth shave. Remove plastic adapter from plug and you can plug into any wall outlet for use on 110-120-volt AC or DC. Attractive gray color. Complete with 5-ft. cord, adapter, nylon cleaning brush, handsome leather case.

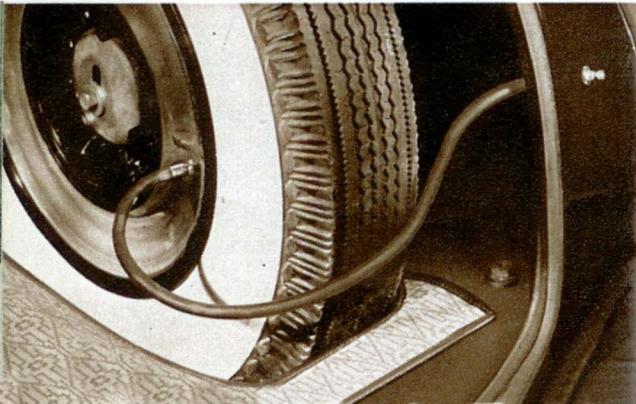
Utility . . . TWENTY-FOUR HOURS A DAY

MOPAR TOOL AND UTILITY BAGS



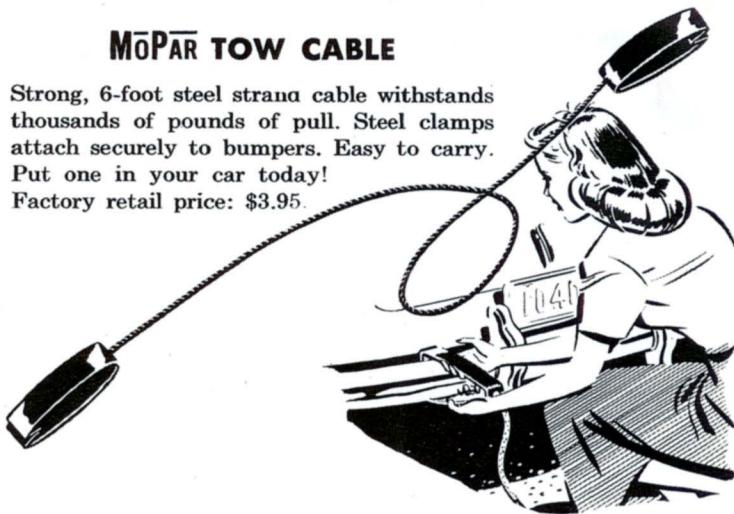
Durable, water-repellent bags of translucent plastic for carrying tools, sporting equipment, bathing suits, etc. All joints and pockets permanently fused. Full-length zipper sewn in with strong nylon thread. Two sizes—36" x 9" with six pockets or 18" x 9" with four pockets. Be sure to get one or more bags now! Factory retail price: Large \$3.85, Regular \$2.25.

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MOPAR TOW CABLE

Strong, 6-foot steel strand cable withstands thousands of pounds of pull. Steel clamps attach securely to bumpers. Easy to carry. Put one in your car today! Factory retail price: \$3.95.



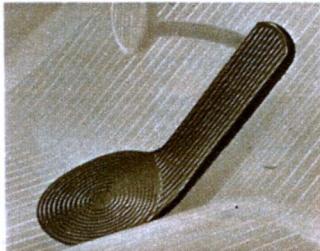
MOPAR SPARE TIRE VALVE EXTENSION

You can inflate the spare tire from *outside* without raising rear deck lid, shifting luggage or soiling clothing! Hose runs from tire to chrome-plated valve outside car. Takes up no luggage space. Let us install one now! Factory retail price: \$2.00, plus installation.

Only MOPAR Accessories are factory

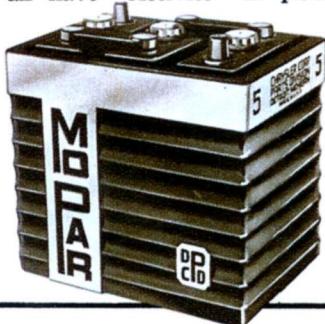
MoPar ACCELERATOR AND MAT PROTECTOR

Prevents excessive wear at spot where heel rests on floor mat. Slips over accelerator pedal . . . stays firmly in place. Made of heavy-ribbed, pliable rubber that does not affect pedal action. Come in and get this protection! Factory retail price: \$1.10.



MoPar STORAGE BATTERIES

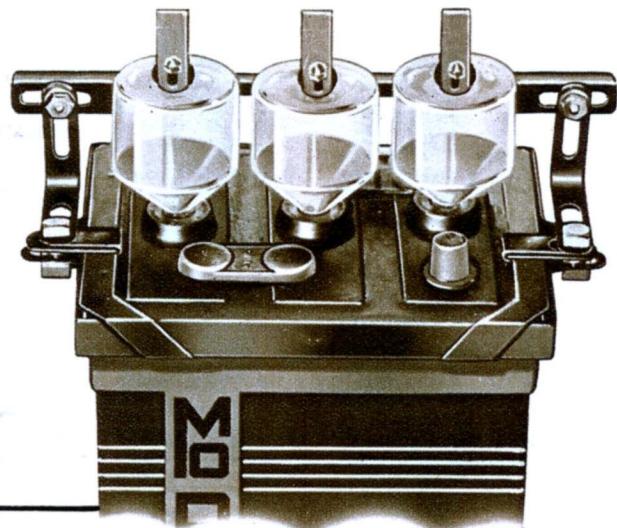
Tested and approved as official replacement batteries for Chrysler Corporation-built cars. MoPar Power Line Batteries all have "Activite" in plates—a power-retaining material.



Star level indicator clearly marks level at which battery water should be maintained. Top quality wood separators, one-piece composition container, double baffle vents. When you need a new battery, ask for a MoPar! Factory retail price: Priced from \$14.95.

MoPar AUTOMATIC BATTERY FILLER

Makes it easy to keep battery filled to proper water level. Rack holds three water-filled glass jars that mount into filler necks of battery cells. As water in cells is used, it is replaced automatically from jars. Maintains correct water level for from two to six months, depending on mileage, temperature, etc. Get this handy filler now! Factory retail price: \$4.75, plus installation.



-engineered and inspected for dependable use in your car



Maintenance ... THE YEAR 'ROUND



MoPar GLASS CLEANER

Just spray on and wipe off! Makes windshields, windows, mirrors and tile sparkle. Easy to use . . . leaves no streak or blur.

Factory retail price: 10 oz. \$.55



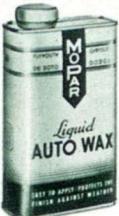
MoPar TAR AND ROAD OIL REMOVER

Colorless fluid quickly removes gummy substances such as tar or road oil. Won't stain or injure paint or chrome.

Factory retail price: Pint \$.75

MoPar LIQUID AUTO WAX

You can apply this wax with amazing ease and speed. Has high resistance to sun, rain, snow, sleet and salt air.



Factory retail price: Pint \$.75

MoPar AUTOMOBILE POLISH

Simply apply polish . . . let it dry . . . wipe off. Leaves a durable, gleaming surface. Fine for car finishes, furniture, too.



Factory retail price: Pint \$.65

MoPar SPOT REMOVER

An extra high quality dry cleaning fluid. Put up in a handy size container with cloth applicator on top for convenient use over a small area of material. A safe, quick cleaner.

Factory retail price: 5 oz. \$.60



MoPar FABRIC CLEANER

Cleans all fabrics (not rubberized) without injury to color or material. Removes grease, oil, paint, tar, gum, etc. Ideal for cleaning most types of home upholstery.

Factory retail price: Pint \$.60



MoPar PRE-WAX CLEANER

Prepares the finish of your car for MoPar paste wax, liquid wax or polish. This effective cleaner is quick and easy to use.

Factory retail price: Pint \$.70



MoPar AUTO WAX

This paste wax provides durable protection for lacquer or enamel. It contains some of the hardest and most waterproof waxes known! Give it a trial today!

Factory retail price: 8 oz. \$.70



MoPar WAX-TREATED CLOTH

Multi-purpose polishing cloth for auto and household use. Heavy flannel, wax-treated to absorb dust.

Factory retail price: \$.50



MoPar RYMPLED CLOTH

Designed especially for applying and rubbing waxes, polishes. Made of extra fine lintless cotton. Also excellent for household cleaning, dusting and polishing.

Factory retail price: \$.50

MoPar CHROMIUM POLISH

Restores original brilliance to chrome, nickel, copper, bronze. Removes rust, corrosion and tarnish in a jiffy. Easy to use.

Factory retail price: 8 oz. \$50



MoPar PENETRATING OIL

Dripless oil for hard-to-get-at places like hinges, locks, etc. Penetrates . . . then congeals to full-bodied lubricant.

Factory retail price: 4 oz. \$30



MoPar BLACK RUBBER FINISH

Makes any black rubber surface look like new! Dresses up dull-looking tires, running boards, weatherstrips, floor mats.

Factory retail price: Gal. \$3.25



MoPar LUBRIPLATE

An all-purpose lubricant that stays put . . . protects against rust and corrosion. A little goes a long way . . . lasts longer.

Factory retail price: 2 oz. \$40



MoPar DOOR-EASE

Stainless stick lubricant for car doors or wherever dry surfaces rub together. Reduces friction . . . prevents squeaks.

Factory retail price: \$10



MoPar WINDSHIELD SEALER

A water-repellent penetrating liquid that weather-seals windshields and rear windows. No tools required for application.

Factory retail price: Pint \$2.25



MoPar RUBBER CEMENT

General purpose rubber cement that has dozens of uses in garage or home. Bonds rubber, metal, felt, fabric, wood, cork, etc.

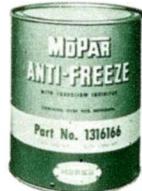
Factory retail price: 5 1/2 oz. \$65



MoPar ANTI-FREEZE (Methanol Type)

Safe, dependable, effective. Contains an improved corrosion retarder, formulated in Chrysler Corporation laboratories.

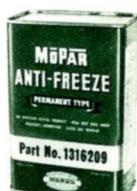
Factory retail price: Qt. \$32. Gal. \$1.25



MoPar ANTI-FREEZE (Permanent Type)

Permanent anti-freeze that won't boil away. Contains Chrysler Corporation developed corrosion retarder that protects cooling system.

Factory retail price: Qt. \$95. Gal. \$3.50



Dependable...Economical...approved by Chrysler Corporation Engineers

Remember... only **MOPAR** ACCESSORIES are



ENGINEERED



INSPECTED



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