



ROSS ROY
RETAIL SALESMAN'S BULLETIN
Plymouth

KNOWLEDGE OF THE PRODUCT IS THE FIRST REQUIREMENT OF SALESMANSHIP

The Plymouth Club Coupe...

a triple-threat contender!



**FORD
 SUPER DELUXE**

**CHEVROLET
 FLEETMASTER**

**PLYMOUTH
 SPECIAL DELUXE**

Roominess, eye-appeal and conveniences are three important points in which a star member of a brilliant team of Plymouth cars, the Special De Luxe Club Coupe, decidedly surpasses "Big Three" competitive models.

In maintaining your own competitive position, Plymouth's important advantages over competitive club coupes are particularly valuable to you due to the growing popularity of this body style.

Your customers will enjoy more comfort when driving or riding, thanks to the extra room Plymouth provides in both its front and rear compartments.

There's no need of inconveniencing passengers in the Plymouth by cluttering up its interior with luggage because there's ample space for plenty of baggage in the roomy luggage compartment.

In addition, the owner has the satisfaction of driving a car with smart appearance from every angle due to Plymouth's smooth, eye-pleasing lines.

Finally, Plymouth's extra features bring the owner important advantages—in ease of driving, in riding comfort and in safe motoring!

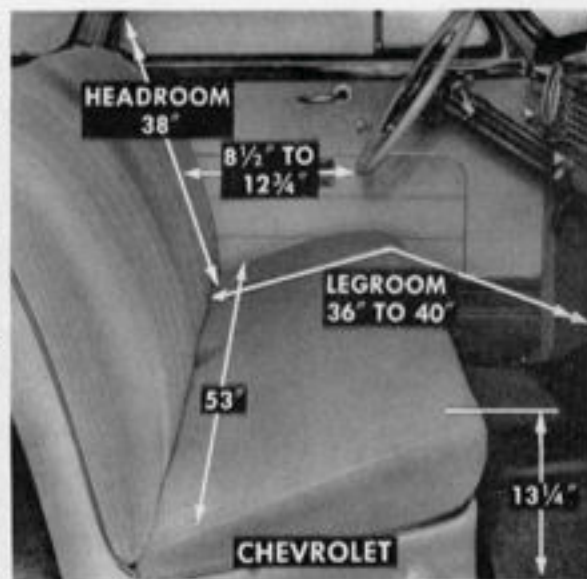
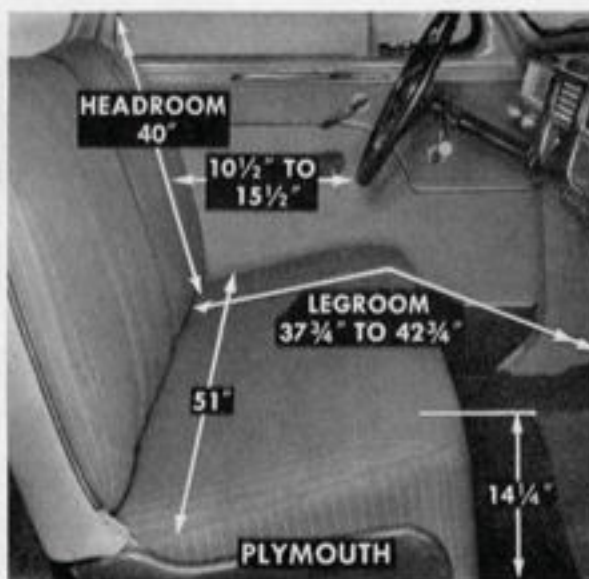
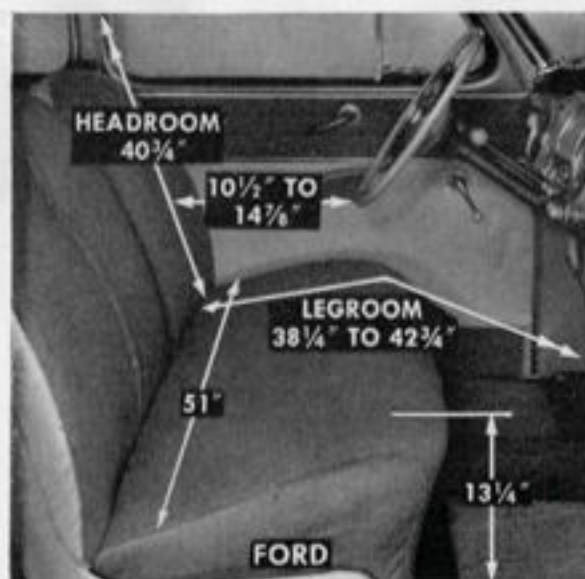
You can make the owner of every Plymouth Club Coupe you deliver a more enthusiastic Plymouth booster. Just make sure he knows how much more value he is getting with his Plymouth!

Plymouth leads in:

- 1. ROOMINESS**
- 2. EYE-APPEAL**
- 3. CONVENIENCES**

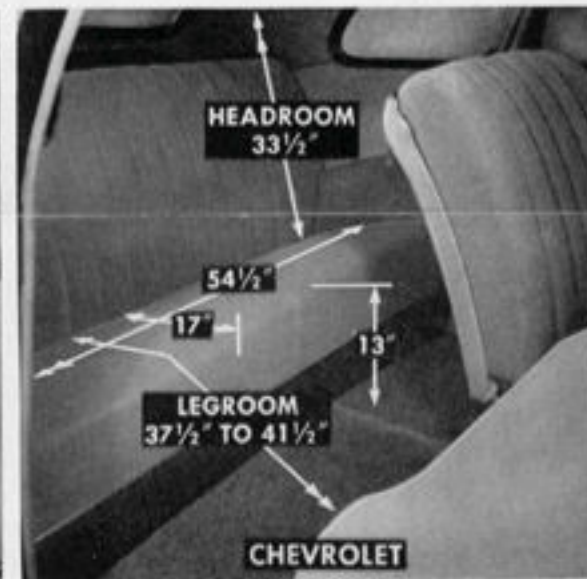
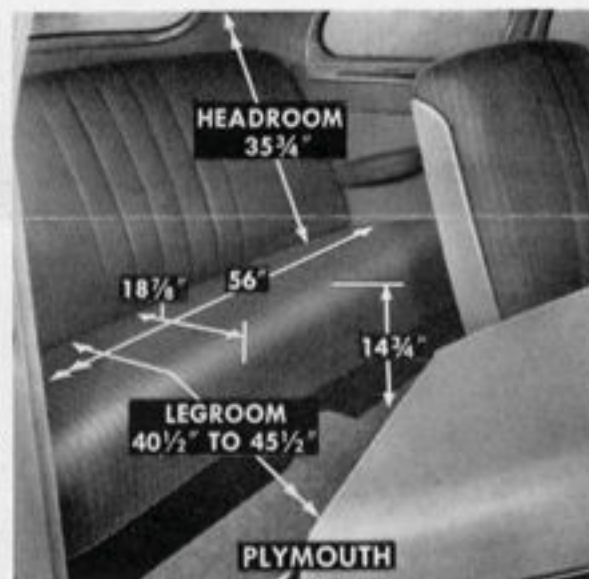
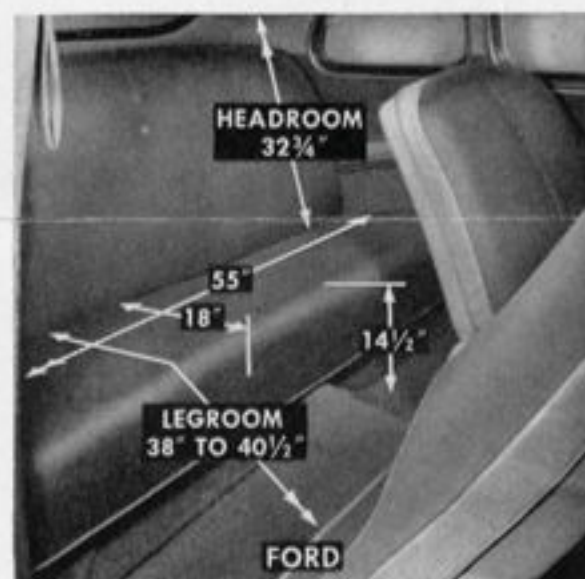
1. ROOMINESS

Plymouth leads at every important point!



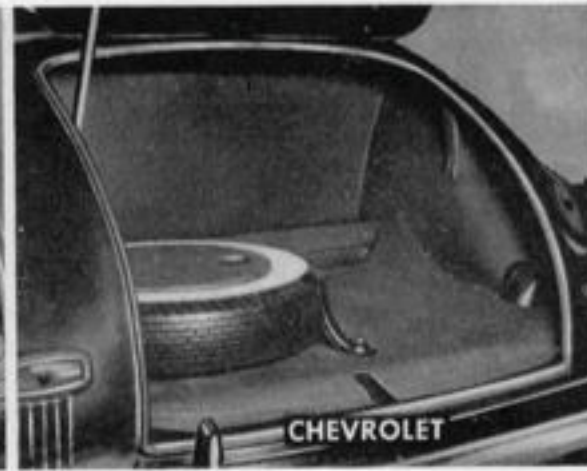
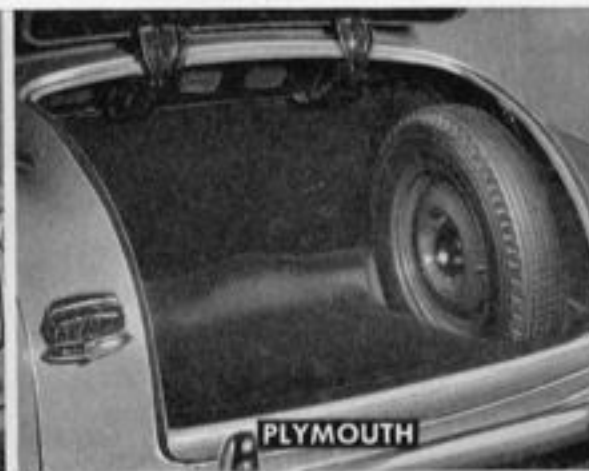
When you compare front compartment dimensions of these cars, you'll find that Plymouth provides extra room at points where more room means extra comfort! Compared with Chevrolet, Plymouth has more head-

room, more legroom, more kneeroom and more room for the driver behind the wheel. Plymouth also is superior to Ford in kneeroom and in driver room behind the wheel . . . again a real advantage to the driver.



You'll find that Plymouth's advantages are even more pronounced when you study this comparison of rear compartments. Plymouth leads both Ford and Chevrolet in headroom, kneeroom and legroom—all major

contributors to comfort. In addition, Plymouth's rear seat is both deeper and wider than those of the other two cars. Thus Plymouth's versatility is not gained at the expense of rear seat passenger comfort.



In usable space and in convenient placement of spare tire, Plymouth's luggage compartment outclasses that of Ford or Chevrolet. The Plymouth spare tire can be easily reached when needed. Women in

particular will appreciate Plymouth's safe, counter-balanced luggage compartment lid. Compared with Ford's or Chevrolet's, it's easier to raise—stays put without use of supports.

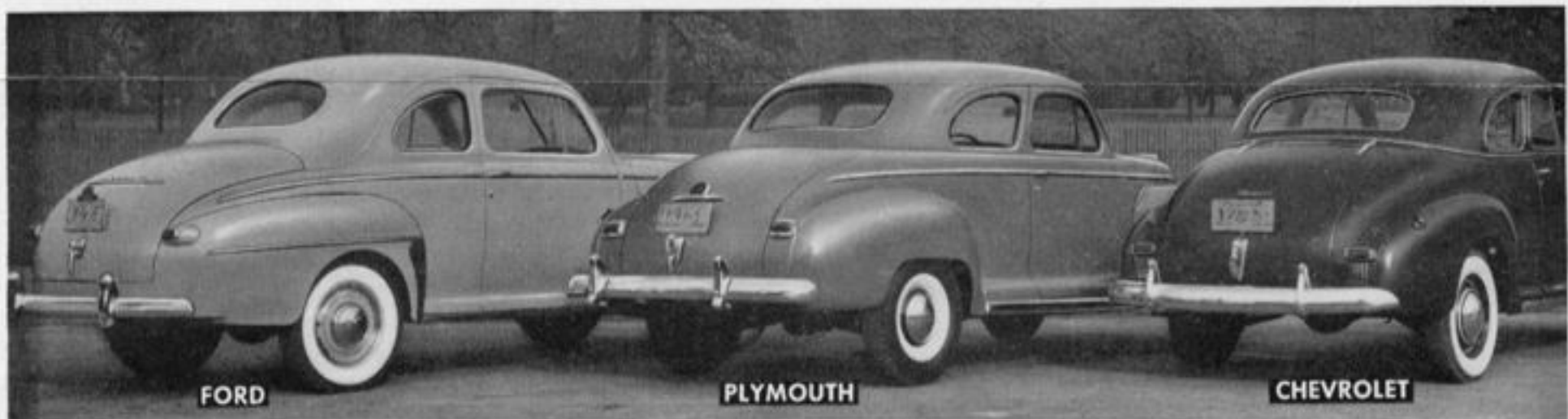
COMPARISON OF FRONT ENDS



Styling in cars, as in anything else, is largely a matter of opinion. However, we believe the graceful curves of the Plymouth front end make it far more pleasing to most motorists than comparable features of the other club coupes shown.

A specific example of Plymouth's outstanding beauty is its smart grille which we feel has better unity of design and more graceful lines than the grille of the Chevrolet. The contours of the Ford grille seem abrupt and blunt, in contrast to those of the Plymouth.

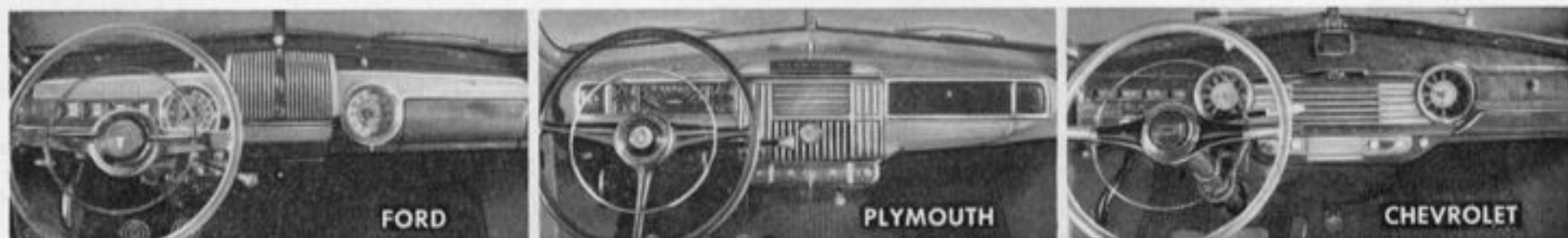
COMPARISON OF REAR DECKS



As you will see above, the fleet, smooth, well-balanced lines of the Plymouth are apparent even from the rear. It is our opinion that Plymouth from this angle also far outdistances Ford and Chevrolet in eye-appeal as well as in the good taste of its appointments.

Here again, we believe, the blunter lines of the Ford and the sharper lines of the Chevrolet lack Plymouth's smooth look which is augmented by deep rear fenders that shield more of the wheels. Note particularly the smartness of Plymouth's straight rear fender line.

COMPARISON OF INSTRUMENT PANELS

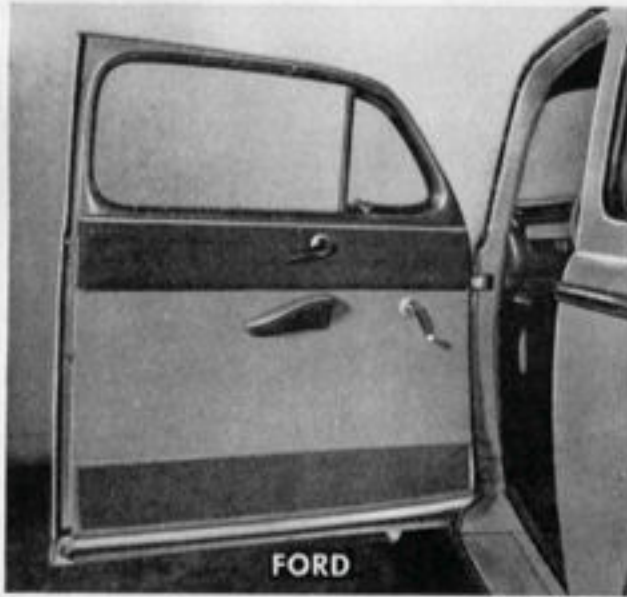


Plymouth's instrument panel is typical of smart styling and the distinctive, long-lasting beauty which is found throughout the interior of this car.

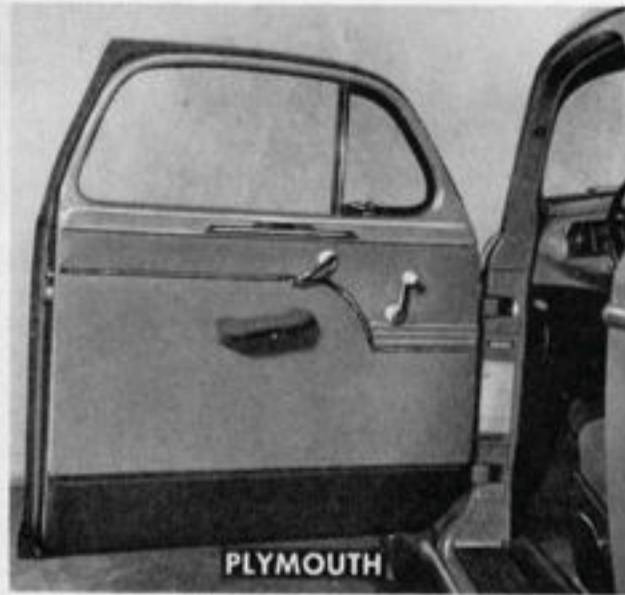
While the Plymouth panel is handsomely chromed, plastic in plainer tones predominates in the Ford

panel. This design appears monotonous and less attractive. The Chevrolet panel, although more decorative than Ford's, seems to lack some of the elements of distinctive styling found in the Plymouth panel. See how eye-appeal is enhanced by tasteful design.

3. CONVENIENCES **Plymouth features bring real customer benefit!**



FORD



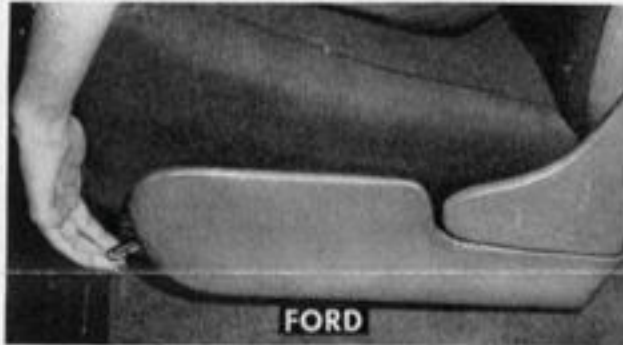
PLYMOUTH



CHEVROLET

It's easier to get in or out of the Plymouth—particularly for rear seat passengers, because Plymouth's doors open wider than those of the other cars (10" wider than Chevrolet's; 4" wider than Ford's).

Plymouth minimizes the hazard of tripping when entering the coupe by use of floor-level, fully enclosed running boards. Ford, on the other hand, has a 3-inch "step-up" from its running boards to the floor of the car.



FORD



PLYMOUTH



CHEVROLET

The Plymouth front seat adjustment lever is easier to operate and more conveniently located than the adjustment levers of the other two cars. It is necessary to lean over considerably to adjust the Ford seat.

In Plymouth, the short-legged driver has a better view of the road because the front seat moves upward as it moves forward. Plymouth has a seat adjustment range of 5 inches, while Ford has a range of 4 inches.



Ford doors are harder to close than Plymouth's and they may develop rattles when latches become worn. This is because Ford still continues to use the bolt-and-striker type of door latches.



Plymouth doors can be closed quietly and opened easily. They're equipped with rotary-type door latches. These latches hold the doors fast even though they are not completely closed.



Chevrolet's doors are harder to close than Plymouth's and may fly open if they are not tightly latched. Chevrolet doors, like Ford's, are equipped with bolt-and-striker type latches.

Every one of these exclusive Plymouth features bring important additional advantages!



- Safe-Guard hydraulic brakes
- Safety-Rim wheels
- Safety-Signal speedometer
- Independent parking brake
- Oilite fuel filter
- Floating oil intake
- Floating Power engine mountings
- Silent-chain camshaft drive
- Hotchkiss Drive
- Roller-bearing type transmission reverse idler gear
- Micronic filtration oil filter



ROSS ROY RETAIL SALESMAN'S BULLETIN

Plymouth

KNOWLEDGE OF THE PRODUCT IS THE FIRST REQUIREMENT OF SALESMANSHIP

HERE'S HOW THE "BIG THREE" STAND PRICE-WISE! Plymouth De Luxe • Chevrolet Stylemaster • Ford De Luxe

FOUR-DOOR SEDAN				
	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1214.00	\$1190.00	\$1188.00	\$1260.00
Provision for Federal Tax	70.25	71.00	66.78	70.56
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1299.25	1276.00	1269.78	1345.56
Right Windshield Wiper and Sun Visor	7.00	Standard	Standard	Standard
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	—	—
Electric Clock	14.80	12.75	—	—
TOTAL*	1337.30	1310.55	1286.73	1362.51

CLUB COUPE				
	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1189.00	\$1120.00	N.A.	N.A.
Provision for Federal Tax	69.00	67.00	—	—
Factory Delivery & H'ding.	15.00	15.00	—	—
TOTAL	1273.00	1202.00	—	—
Right Windshield Wiper and Sun Visor	7.00	Standard	—	—
Oil-Bath Type Air Cleaner	Standard	4.00	—	—
Oil Filter	Standard	9.85	—	—
Bumper Guards	† 5.80	Standard	—	—
Wheel Rings (5)	10.45	7.95	—	—
Electric Clock	14.80	12.75	—	—
TOTAL*	1311.05	1236.55	—	—

THREE-PASSENGER COUPE				
	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1139.00	\$1080.00	\$1078.00	\$1150.00
Provision for Federal Tax	66.25	65.00	61.00	64.78
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1220.25	1160.00	1154.00	1229.78
Right Windshield Wiper and Sun Visor	7.00	Standard	Standard	Standard
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	—	—
Electric Clock	14.80	12.75	—	—
TOTAL*	1258.30	1194.55	1170.95	1246.73

TWO-DOOR SEDAN				
	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1164.00	\$1135.00	\$1133.00	\$1205.00
Provision for Federal Tax	67.50	69.00	63.89	67.67
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1246.50	1219.00	1211.89	1287.67
Right Windshield Wiper and Sun Visor	7.00	Standard	Standard	Standard
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	—	—
Electric Clock	14.80	12.75	—	—
TOTAL*	1284.55	1253.55	1228.84	1304.62

*For purposes of fair delivered price comparison, we have included certain items of equipment standard on one but not always on all three. Equipment prices include Federal Tax. N.A.—Body style not available. †—Front bumper guards standard equipment. Price quoted is for rear bumper guards. ††—Plymouth (Detroit, Mich.); Chevrolet (Flint, Mich.); Ford (Dearborn, Mich.).

Plymouth Special De Luxe • Chevrolet Fleetmaster • Ford Super De Luxe

FOUR-DOOR SEDAN

	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1289.00	\$1255.00	\$1285.00	\$1350.00
Provision for Federal Tax	73.50	75.00	71.87	75.28
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1377.50	1345.00	1371.87	1440.28
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	7.80	7.80
Electric Clock	14.80	12.75	# 10.81	# 10.81
TOTAL*	1408.55	1379.55	1407.43	1475.84

CLUB COUPE

	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1264.00	\$1195.00	\$1245.00	\$1320.00
Provision for Federal Tax	72.25	71.00	69.77	73.71
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1351.25	1281.00	1329.77	1408.71
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	7.80	7.80
Electric Clock	14.80	12.75	# 10.81	# 10.81
TOTAL*	1382.30	1315.55	1365.33	1444.27

THREE-PASSENGER COUPE

	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1209.00	N.A.	\$1170.00	\$1245.00
Provision for Federal Tax	69.25	—	65.83	69.77
Factory Delivery & H'ding.	15.00	—	15.00	15.00
TOTAL	1293.25	—	1250.83	1329.77
Oil-Bath Type Air Cleaner	Standard	—	7.64	7.64
Oil Filter	Standard	—	9.31	9.31
Bumper Guards	† 5.80	—	Standard	Standard
Wheel Rings (5)	10.45	—	7.80	7.80
Electric Clock	14.80	—	# 10.81	# 10.81
TOTAL*	1324.30	—	1286.39	1365.33

TWO-DOOR SEDAN

	Plymouth	Chevrolet	Ford	
			Six	Eight
Factory Retail Price at Factory City††	\$1239.00	\$1200.00	\$1225.00	\$1295.00
Provision for Federal Tax	70.75	71.00	68.72	72.39
Factory Delivery & H'ding.	15.00	15.00	15.00	15.00
TOTAL	1324.75	1286.00	1308.72	1382.39
Oil-Bath Type Air Cleaner	Standard	4.00	7.64	7.64
Oil Filter	Standard	9.85	9.31	9.31
Bumper Guards	† 5.80	Standard	Standard	Standard
Wheel Rings (5)	10.45	7.95	7.80	7.80
Electric Clock	14.80	12.75	# 10.81	# 10.81
TOTAL*	1355.80	1320.55	1344.28	1417.95

*For purposes of fair delivered price comparison, we have included certain items of equipment standard on one but not always on all three. Equipment prices include Federal Tax. N.A.—Body style not available. †—Front bumper guards standard equipment. Price quoted is for rear bumper guards. #—Includes allowance for stem wound clock which is standard equipment. ††—Plymouth (Detroit, Mich.); Chevrolet (Flint, Mich.); Ford (Dearborn, Mich.).

COMPARISON OF CONVERTIBLE COUPES †

MAKE OF CAR	PRICE
Chevrolet Fleetmaster.....	\$1628.00
PLYMOUTH SPECIAL DE LUXE.....	1668.50
Ford Super De Luxe "8".....	1740.24

COMPARISON OF STATION WAGONS †

MAKE OF CAR	PRICE
PLYMOUTH SPECIAL DE LUXE.....	\$1879.25
Ford Super De Luxe "6".....	1893.32
Chevrolet Fleetmaster.....	1913.00 §
Ford Super De Luxe "8".....	1972.26

†Prices of the above models include Factory Retail Price at Factory City; Federal Tax; Factory Delivery and Handling.

§Includes 6-ply tires, furnished at extra-cost of \$20.00, federal tax included, on all Chevrolet Station Wagons.