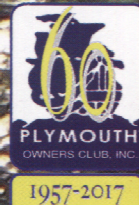




# *The Plymouth Bulletin*

*26-time Old Cars Weekly Golden Quill Award winner*

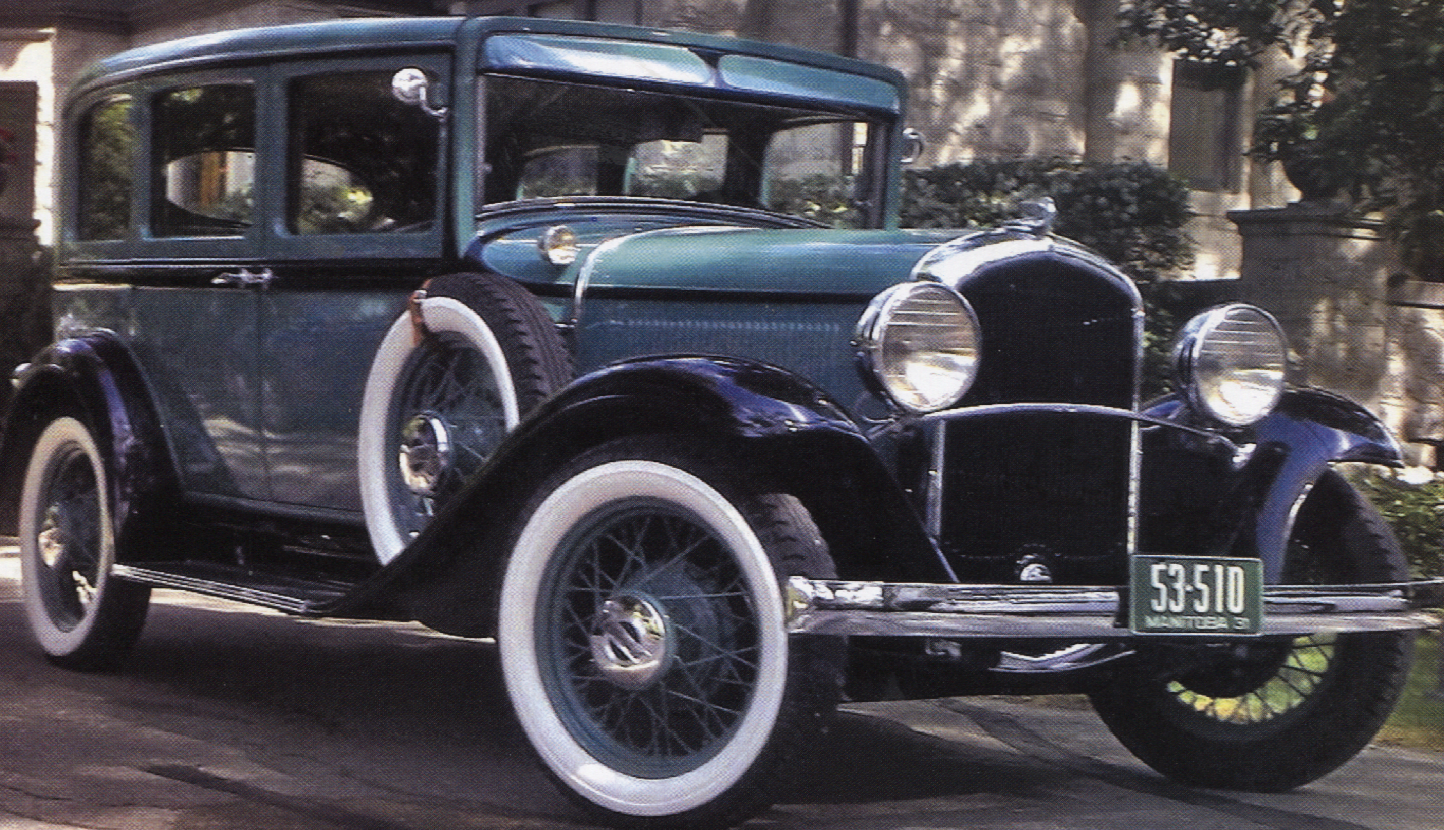


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PHOTO BY LARRY KNUTSON



## *Model PA Plymouths of 1931-32*

### *Laura Murray's 1931 PA Deluxe sedan*

# Everybody's Viewing It!



by Dan Martin, 1959 Tech Advisor

“**T**he end of an era.” So writes Jim Benjaminson in his book, *Plymouth 1946-1959* (Motorbooks International, 1994), about the 1959 Plymouth. Suddenly—in-avoidably—it would be 1960, and the Evansville plant would be closed for good, replaced by the plant in St. Louis; the venerable flathead six would no longer grace the frame of a Plymouth automobile, nor would that frame be separate from the body. In 1960 Chrysler Corporation embraced unibody construction, with frame and body welded as one integral unit. As Jim writes, Plymouth had “a new engine, a new method of construction, a new assembly plant.” The times were changing, and the 1959 Plymouth, indeed, ends a chapter of automotive history.

I was seven years old when I saw my first 1959 Plymouth. It was on a snowy wintry day in Philadelphia in December 1958 (or so my conflated memories tell me). I remember being struck by the double-barreled fenders above the headlights—a significant styling departure from previous Plymouths, and one that stuck with me through all these years.

In 2003, I became the proud owner of my own 1959 Plymouth, a Sport Fury I named “Faulkner” in homage to the author of the novel entitled *The Sound and the Fury*. That same year, I inaugurated <www.59plymouth.net> which is now very much in need of a facelift (which is coming). But the '59 Forum continues to

Plymouth Owners Club. It's not that I am particularly knowledgeable about the '59 Plymouth, but I have the knowledgeable membership of my website to help answer any question put to me. It is their stories and challenges, adventures and memories that I hope to promote in this column. Look for an article by one of our youngest members in the Netherlands on how to decode that indecipherable data plate and another of a frame-off convertible restoration by an octogenarian. From young to old, both near and far, theirs is a devotion to this particular niche of Americana that transcends age and borders.

Let this be a new beginning for the end of an era.

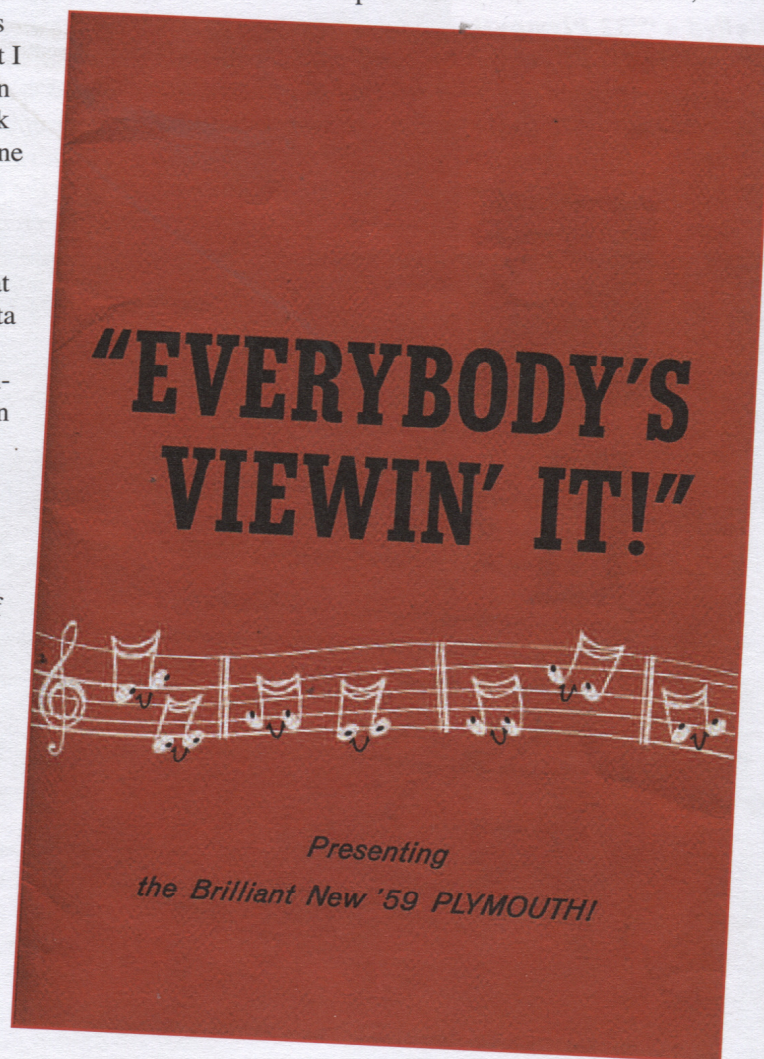
**AND, NOW,** let's begin this column with a recent eBay find:

see traffic. It both requests and receives advice from 1959 Plymouth owners far and wide—from Australia, to South Africa, to the Netherlands, and Brazil. There's even a '59 Belvedere on an ashram in India!

Recently, I became the 1959 Technical Advisor for the

**I**t's a program for a musical entitled *Everybody's Viewin' It!*, promoting the 1959 Plymouth. The musical was intended for Plymouth dealers as an inspirational sales tool. The invitation was extended to members of the dealer organization and their families and was accompanied by an admission ticket for an individual and his/her guest. One wonders how many tickets were distributed to each dealership.

Also included was a 78 RPM recording on a postcard (remember those?). The card lists 18 cities where the musical would be performed. The invitation in my packet was to a performance to be held on October 3, 1958, in the “Masonic Temple” (city unspecified). On that day, two performances were scheduled, one in



BE SURE TO SEE...

# "EVERYBODY'S VIEWIN' IT!"

the Broadway musical that introduces the new '59 Plymouth!

Check this schedule for the date it will be playing in your area:

Chicago	Tue., Sept. 9	Memphis	Wed., Sept. 17	Philadelphia	Thurs., Sept. 25
Pittsburgh	Mon., Sept. 8	Atlanta	Fri., Sept. 19	New York (Newark)	Mon., Sept. 29
Mpls. (St. Paul)	Thurs., Sept. 11	San Francisco	Fri., Sept. 19	Kansas City	Tue., Sept. 30
St. Louis	Thurs., Sept. 11	Char. (Richmond)	Mon., Sept. 22	Boston	Wed., Oct. 1
Cincinnati	Mon., Sept. 15	Los Angeles	Tue., Sept. 23	Detroit	Fri., Oct. 3
Portland	Tue., Sept. 16	Fort Worth	Fri., Sept. 26	Syracuse	Fri., Oct. 3

Detroit and the other in Syracuse. Both cities have Masonic Temples predating 1959 by generations, although Detroit's is cited as "The World's Largest Masonic Temple." The invitation also indicates that access to the performance is "through the lower ramp in front" of the Temple. I'm interested in knowing whether anyone can distinguish the location based on that limited information. I'd like to think my invitation was for the Motor City event, but I'm pleased to have an invitation all the same—even if I'm too late to attend!

I can't imagine the Plymouth musical gave Oh,

## A MUSICAL "NOTE" ABOUT THE '59 PLYMOUTH:

This card is your private preview of the fast-stepping Broadway musical that will introduce the '59 Plymouth soon. Turn the card over and play the little 78 RPM record on your phonograph. It'll give you just a small idea of the excitement and fun ahead, when you see this special show. Don't miss it!

Cordially,

*Jack W. Minor*  
Assistant General Manager  
Plymouth Division

## — SPECIAL SEATING —

8:00 P.M., Masonic Temple, October 3, 1958

*Please enter through the lower ramp in front of the Masonic Temple. When you present this card at that door, you and your guest will be escorted to your seats.*

*Captain!* a run for its money in 1958, but I would love to have seen the performance. The program describes a first and second "reveal" of a model of the 1959 Plymouth. I wonder if they actually presented a full-fledged 1959 Plymouth on stage at any of the performances. Chrysler executives Harry E. Cheseborough, Tex Colbert, William Newberg and others all have a snippet in the program, exhorting the sales hordes to even greater heights. Well, we know how that worked out.

Carefully removing and saving the punch for the record player spindle, I sent the postcard record off for digitization. The

recording lasts all of 54 seconds, and is as cheesy as it gets to these failing ears. If someone can make out the entire recording and transcribe it for me, I'd be indebted. You can find it here:

[59plymouth.net/POC/EVI.mp3](http://59plymouth.net/POC/EVI.mp3)

I also produced a pdf of the brochure itself, which you can find here:

[59plymouth.net/POC/EVI.pdf](http://59plymouth.net/POC/EVI.pdf)

I hope you enjoy the material, as much as I have. And remember: For '59... If it's new, Plymouth's got it!

—Dan Morton

[<dan@59plymouth.net>](mailto:dan@59plymouth.net)