

"EVERYBODY'S VIEWIN' IT!"



Presenting
the Brilliant New '59 PLYMOUTH!



WELCOME TO OUR SHOW...

The presentation you are about to see reflects the high level of optimism and enthusiasm we at Plymouth have for this car and the opportunities it will create for you during 1959.

If only a small bit of our excitement rubs off on you, during the show, we are sure it will spark the kind of selling spirit that will make the '59 Plymouth a positive success.

General Manager—Plymouth Division

After Tonight It'll Be Your Show for 12 Months

... AND YOU'LL HAVE THE MOST "INTERESTED" AUDIENCE IN AMERICA!



"Of all the factors that contribute to a successful year for an auto company, I think the two most important are these: an outstanding car, and an outstanding sales force. Plymouth has both. I know success lies ahead!"

L. L. COLBERT
President
Chrysler Corporation



"Plymouth for '59 has more to sell in the way of exclusive features and styling than either of its major competitors—and should spark some of the greatest sales ideas we've ever seen!"

WILLIAM C. NEWBERG
Executive Vice President
Chrysler Corporation



"If ever there was a perfect opportunity for Plymouth dealers to chalk up a record, you're getting a look at it here tonight. The new '59 Plymouth has opportunity written all over it. Make the most of that opportunity. We're all with you!"

BYRON J. NICHOLS
Group Vice President
Automotive Sales



"With all the new ideas and advanced features built into the beautiful '59 Plymouth, you dealers have better selling ammunition than ever before. I know you'll use it, to make 1959 Plymouth's year!"

E. C. QUINN
Vice President and
General Sales Manager



"I'm as proud of every man in our hard driving Plymouth dealer organization as I am of the beautiful new '59 Plymouth itself. With such a team, and such a car, I know we're going to have a banner year ahead!"

JACK W. MINOR
Assistant General Manager
Plymouth Division

PROGRAM

FOR "EVERYBODY'S VIEWIN' IT!"



PRODUCED AND DIRECTED BY MUSIC CORPORATION OF AMERICA

- I. OVERTURE—a medley of original songs created especially for "Everybody's Viewin' It!"
- II. OPENING—a singing send-off by the entire cast of "Everybody's Viewin' It!"
- III. OFFICIAL WELCOME—a brief address by Mr. Harry E. Chesebrough, General Manager of Plymouth Division, who will be introduced by your Plymouth Regional Manager.
- IV. "THIS IS THE YEAR"—a special song, and introductory dance sequence featuring The Everybods.
- V. INTRODUCTION—of "The Plymouth Sales Executive" by The Everybods.
- VI. "WHAT'S NEW"—an original song by The Everybods.
- VII. "RUMORS, RUMORS, EVERYWHERE!"—an original song with special dance sequence.
- VIII. THE FIRST REVEAL—an exciting first glimpse of the brilliant new '59 Plymouth, with some exciting details about it from "The Plymouth Sales Executive."
- IX. "GO, GO, GO PLYMOUTH!"—a special song by The Everybods.
- X. SECOND REVEAL, AND GRAND FINALE—a thrilling climactic scene starring another model of the brilliant new '59 Plymouth and featuring The Everybods, and the entire cast, in the song, "This is the Year". Staging suggested by Radio City Music Hall, New York City.



Plymouth

STAR OF THE FORWARD LOOK