



Founded 1957

The Plymouth Bulletin

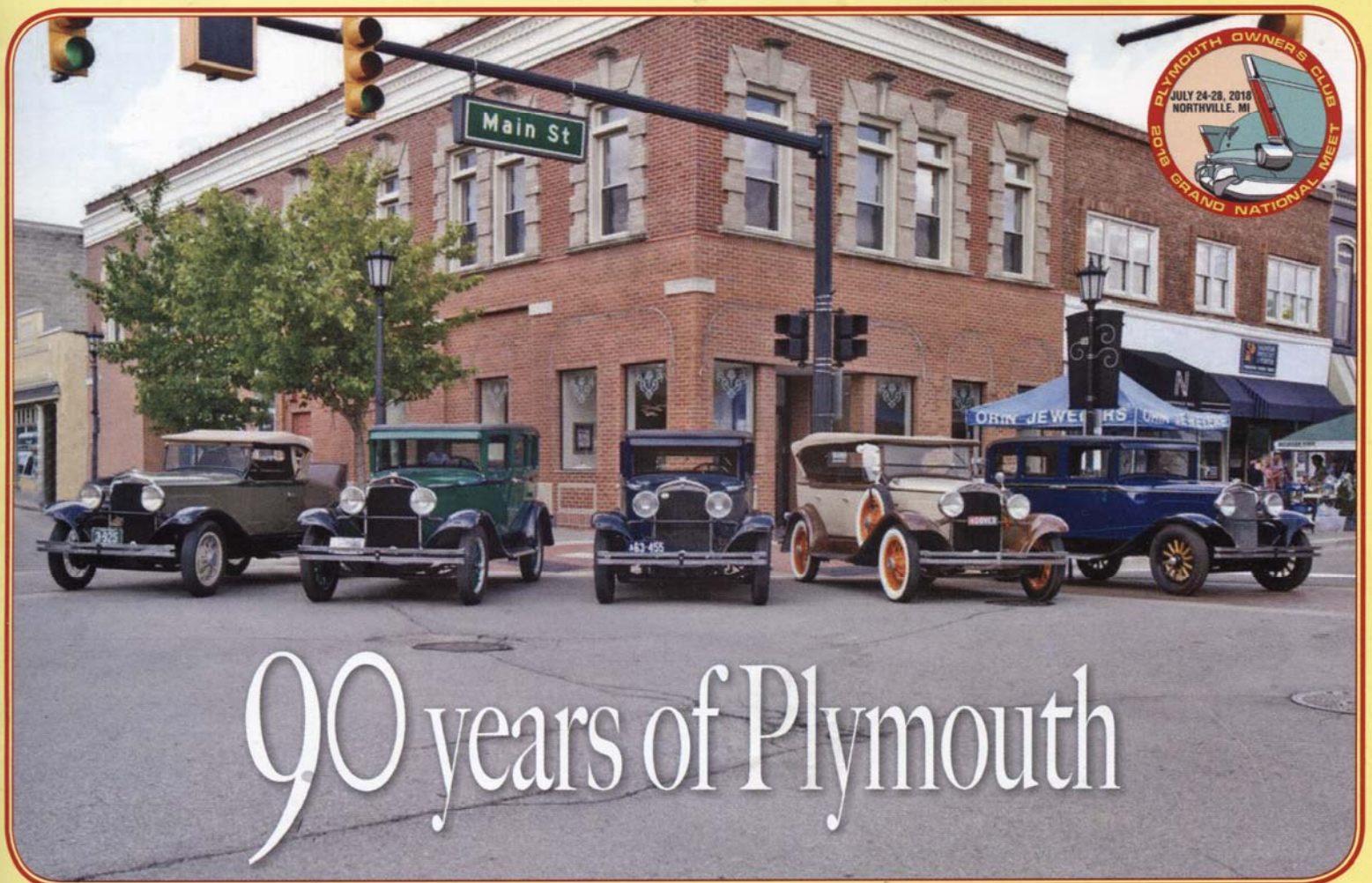
27-time Old Cars Weekly Golden Quill Award winner

September-October 2018

352

Volume 59 Number 6

2018 Grand National



Five 1928 Model Q Plymouths at the 2018 Grand National Meet

Don Haddock's roadster, Michael Hunter's sedan, Bill Broel's coupe, Don Feeney's touring, Dennis Schaaf's sedan

Show Me swap

I RECEIVED BULLETIN 351; another stellar issue. Reading the article about the Show-Me-Region swap meet, I noticed I am listed as the owner of the owner of the '41 Plymouth coupe. It's not my car but belongs to the guy from Saint Louis area (Charles Davis, High Ridge, Missouri —ed.). We drove my Dakota pickup, and were camping at Osage Beach, Missouri.

*Lee Lape
Papillion, Nebraska*

MY APOLOGIES to Charles and Lee for my misidentification of the latter's P12 coupe. I made an assumption based on knowing Lee has a '41 coupe (BULLETIN 350) but seeing the two on the same page of BULLETIN 345 (p. 36), I note they're not even the same color! Charles drove his coupe to this year's Grand National Meet where he was awarded second place in Class 3 as well as the Hard Luck trophy.
—editor

IN THE BULLETIN 351 report on the Missouri Show Me Region swap meet (p. 20), the caption for the second picture should read (in part) "Todd Mashek, '32 Plymouth."

The owner of the 1950 business coupe in the next picture is John Farrell, Sullivan, Missouri. Jim Benjaminson sent me the Missouri list of POC members and from it, I found John. I talked to John and he is interested in receiving information about our meetings.

Hope you can keep up the great work on the PLYMOUTH BULLETIN for many years.

*Loyd Groshong
Troy, Missouri*



59 affirmation

THANK YOU FOR EDITING such a great publication. I really enjoy the PLYMOUTH BULLETIN. Recently, I read, with great interest, the article "Affirmation" about Ed Ober's 1959 Sport Fury.

I'm a fairly new addition to the Plymouth family but am glad I joined. I, too, have a 1959 Sport Fury and I love

it. It looks very similar to Ed's first '59! The article about the amount of work done on his car, the reward for his talents and patience, plus the pictures, made for a great read.

*Ned Glysson
Ann Arbor, Michigan*



Kiwi hubcap exchange

THANK YOU FOR INCLUDING my article, "Wet Day Playing in the Shed" in BULLETIN 351 (p. 7). The article looks good. I guess a few experts will notice my '29 coupe has '28 hubcaps fitted. That is so, but the coupe definitely is a '29. As far as I know the hubcaps have always been fitted on the car, so I have left them as-is. The other reason is I have never found

a decent set of the correct '29 caps.

The Oakland touring car is going well, now. After a few installation problems, it has International truck valves fitted with '29 Plymouth valve springs and collets. So, it is part Mopar now, too. Ha Ha!

We look forward to each copy of the PLYMOUTH BULLETIN.

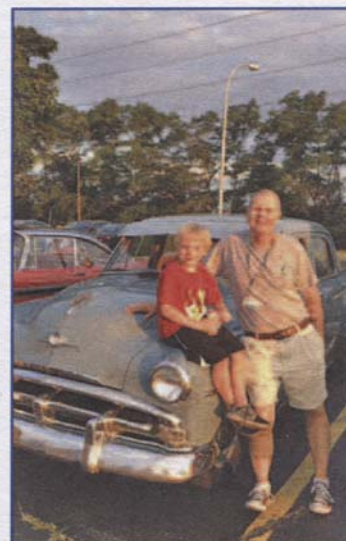
*Les and Marie Bennett
Mid-Canterbury,
New Zealand*



'41 resto videos

*Larry Nuesch,
on POC Facebook page;*
September 25 at 10:16 AM: Issue 350 of the Plymouth Bulletin is full of information on the 1941 Plymouth offerings. One of the articles, written by our Tech Advisor for '41, Mark Walker, is entitled "The True Substance of Life." Seeing a link, on page 19, to Mark's YouTube channel, I checked it out. Of the eighteen videos Mark has posted, fourteen are of a series on the restoration of his own 1941 Plymouth. If you own a 41 and not watched them yet, it's worth a look. Here's the link to the first video:

<www.youtube.com/watch?v=h2VHg0Q0zHA&t=81s>
1941 Plymouth P12
Restoration (#01)



G.N. adventure

iPhone text, July 25: Jim's big adventure continues... Arrived Detroit 5 PM yesterday, during rush hour, not the place to be in a '52 Plymouth with a three-speed on the column. With the help of my seven-year-old companion and navigator from North Platte Nebraska, Maddis (Jeff & Judy



You choose...

"Hobson's Choice" is a phrase denoting a "free choice" in which only one option is offered. A person can either accept it, or refuse it—that is to say, "You can take it, or leave it."

There was a time in automotive history where very few options were offered to car buyers for them even to decline. But that time was not 1959, and that car was not a Plymouth. True to the advertising slogan, "If It's New, Plymouth's Got It," the 1959 Plymouth showroom presented the customer with a dazzling array of new options to choose from.

Plymouth

**VALUE
STORY
FOR '59**



Today's best buy...
tomorrow's best trade

Air conditioning? Yeah, we got that. Air suspension, automatic headlight dimming? Instant gas heat, rear window defroster? We got those, too! Just have the salesman look up the order code in his *Plymouth Value Story For '59* booklet and place your order.

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.	PRICES**
341 AIR CONDITIONER (For V-8 models only) Consists of air cooling unit, hot water heater and defroster.....	\$445.60
342 AIR CONDITIONER (For V-8 4-door Sub- urbans only).....	640.00
Consists of dual air cooling unit, hot water heater and defroster.	
391 AUTOMATIC BEAM CHANGER—HEADLIGHT DIMMER.....	48.50
392 BACK-UP LIGHTS.....	10.70
BUFFER GUARDS	
355 Front and rear rubber inserts (For all except Suburbans).....	13.50
356 Front rubber inserts only (For Suburbans only)	10.70
357 Outer wing, for front only (Do not order with rubber inserts).....	18.05
570 CIGAR LIGHTER (For Savoy and Deluxe Sub- urban models only).....	3.75
396 CONSTANT LEVEL TORSION-AIRE SUSPEN- SION (For V-8 models equipped with Power- flite or Torqueflite only).....	106.30
371 DUAL EXHAUST WITH DUAL MUFFLERS (For Fury V-800 engine only).....	26.85

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.	PRICES**
TIRES	
11 7:50 x 14 4-ply whitewall (For all except 9- passenger Suburban models).....	\$ 33.35
12 8:00 x 14 4-ply blackwall (Standard on 9- passenger Suburbans).....	14.30
13 8:00 x 14 4-ply whitewall.....	55.95
NOTE: 8:00 x 14 4-ply tires are recommended for Convertible and 6-passenger Suburban models, and will be installed at additional cost unless specifically noted otherwise on order.	
13 9 passenger Suburbans only, 8:00 x 14 4-ply whitewall tires.....	41.75
TRANSMISSIONS	
292 Powerflite 2-speed automatic: (For all models except when equipped with New Golden Commando 395 engine).....	189.10
293 Torqueflite 3-speed automatic: (For all V-8 models only).....	226.90
294 Overdrive (For all models except when equipped with New Golden Commando 395 engine).....	107.70
501 UNDERCOATING—with Fiberglass pad under hood.....	12.85
511 WHEEL COVERS—set of 4 (For all except Sport Fury).....	18.55
521 WINDSHIELD WASHER.....	11.80
522 WINDSHIELD WIPERS—variable-speed dual electric.....	5.55

**State and/or local taxes, if any, are not included.

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.	PRICES**
352 FOAM SEAT CUSHION—Rear (For Fury models and Sport Suburban 2nd seat only, Standard on Sport Fury models).....	\$ 10.70
466 GLASS-TINTED SOLEX SAFETY (should always be ordered with Air Conditioner).....	42.60
373 GOLDEN COMMANDO 395 ENGINE (For all V-8 models except with Overdrive and Power- flite).....	86.50
345 HEATER—HOT WATER WITH DEFROSTER (Do not order with Air Conditioner).....	74.40
347 HEATER—INSTANTANEOUS GAS, WITH DE- FROSTER (For all V-8s, except with Air Conditioner).....	104.00
398 REAR WINDOW DEFROGGER.....	19.80
328 LOCKED LUGGAGE COMPARTMENT (For 6- passenger Suburbans only).....	28.20
MIRRORS	
402 Remote control, for left side only.....	17.75
403 Remote control for left side, with matching outside control mirror for right side.....	26.25
405 Mirror-Matic—rear-view with automatic elec- tronic dimmer.....	16.10
404 Inside rear-view prism type.....	4.20
302 POWER BRAKES.....	42.60
303 POWER SEAT—2-WAY EASY-GLIDE (fore- and-aft).....	48.25
301 POWER STEERING.....	76.60

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.	PRICES**
304 POWER WINDOWS—set of 4 (For all models except Business Coupe and 2-door Suburbans)	\$102.30
441 RADIO—PUSH-BUTTON OPERATION AND ANTENNA.....	73.00
327 RADIO SPEAKER—REAR SEAT (For all except Convertible and Suburban models).....	12.45
333 DUAL REAR ANTENNA.....	12.45
431 SAFETY-PADDED INSTRUMENT PANEL (Standard on Sport Fury models).....	13.50
491 SAFETY-PADDED SUN VISORS.....	6.45
309 SPORT DECK—REAR DECK-LID TIRE COVER (For all except Suburban models. Standard on Sport Fury models).....	28.45
SPORTONE—ANODIZED ALUMINUM (For all models except Sport Fury, Fury and Sport Suburban).....	22.60
SPORTONE—ANODIZED ALUMINUM WITH TWO-TONE ROOF (For all models except Sport Fury, Fury and Sport Suburban).....	35.35
TWO-TONE PAINT.....	16.95
471 STEERING WHEEL—DELUXE PADDED, 2- TONE (Standard on Sport Fury models).....	13.85
372 SUPER-PAK (Standard on Sport Fury models)	39.00
399 SURE-GRIP DIFFERENTIAL.....	49.70
361 SWIVEL SEATS.....	66.90
305 TAILGATE WINDOW—ELECTRIC REMOTE CONTROL (For 6-passenger Suburbans only, Standard on 9-passenger Suburbans).....	32.70

WHEN IT CAME TO COLORS, the choices were extravagant. A pair of letter codes denoting choices for roof and body paint was assigned to the order, enabling the customer to visualize harmonizing color combinations in the selector book.

A COMPLIMENTARY UPHOLSTERY CHOICE could be made based on the basic body color numeric code.

FOR CUSTOMERS CHOOSING to skip buying from the inventory of cars on the dealer's lot and willing to wait for a car just the way they want it, off to the factory the order went! There—whether for a special order or for dealership inventories—a build card was prepared—much like card for Faulkner, my '59 Sport Fury (below).

SIGNIFICANT LORE ABOUT BUILD CARDS and data plates (often screwed to the cowl, with a summary of build card information) exists. You can read about them on the Imperial Club website: <<http://bit.ly/buildcard>>. The gist is that, basically, options were listed twice, first in printed form and, secondly, as punches on the 80-column Hollerith (IBM) card, which, presumably, was electronically tabulated for reasons now lost in antiquity. The interpretation of the punches varies based on position on the card. For example, Faulkner's upholstery trim code is encoded in punches horizontally in columns 22-24 as 338, meaning "copper seats with copper bolster." (It's also printed in the trim section at the top of the card.) The power steering, brakes and windows codes—301, 302 and 304 respectively—are encoded vertically and simultaneously in column 30 (which denotes the first two digits of the code), and rows 1, 2 and 4 as the third digit of the code.

INTERESTED IN GETTING A PAPER COPY of your own microfilmed build card? Fiat Chrysler Automobiles (FCA) will send you a copy, for free! Just submit your request, and be sure to include a copy of your title, to:

Chrysler Historical Services
12501 Chrysler Freeway
CIMS: 410-11-21
Detroit, MI 48288

'59 Plymouth

color SELECTOR

TWO-TONE COLORS

BASIC CAR COLOR available as solid	Jet Black	Powder Blue	Starlight Blue	Pearl Gray	Silver Gray	Mint Green	Emerald Green	Daffodil Yellow	Gold	Flame Red	Iceberg White	Bittersweet	Palomino Beige	Bronze (Sport Fury only)
Jet Black														
Powder Blue														
Starlight Blue														
Pearl Gray*														
Silver Gray*														
Mint Green														
Emerald Green														
Daffodil Yellow*														
Gold*														
Flame Red														
Iceberg White														
Bittersweet*														
Palomino Beige*														
Bronze (Sport Fury only)														

*Should not be specified on Sport Fury models because of interior trim availabilities. Silver-anodized aluminum Sportone is standard equipment on Sport Fury models and available as an option on all other models.

JET BLACK

FLAME RED

BASIC CAR COLOR	SOLID COLOR CODE	2-TONE ROOF AND BASIC BODY COLOR	Jet Black	Powder Blue (Lt.)	Starlight Blue (Med.)	Mint Green (Lt.)	Emerald Green (Med.)	Pearl Gray (Lt.)	Silver Gray (Med.)	Flame Red (Lt.)	Palomino Beige (Lt.)	Gold	Iceberg White	Daffodil Yellow	Bittersweet	Bronze
			A	B	C	E	F	L	M	N	U	W	X	Y	Z	V
A Jet Black	AA	2-Tone						LA		NA			XA	YA		
B Powder Blue (Lt.)	BB	"			CB								XB			
C Starlight Blue (Med.)	CC	"		BC									XC			
E Mint Green (Lt.)	EE	"					FE						XE			
F Emerald Green (Med.)	FF	"				EF							XF			
L Pearl Gray (Lt.)	LL	"	AL						LM	NL			XM			
M Silver Gray (Med.)	MM	"						LM					XM			
N Flame Red (Lt.)	NN	"	AN					LN					YN			
U Palomino Beige	UU	"									UN		YU			
W Gold	WW	"										UN	YU			
X Iceberg White	XX	"	AX	BX	CX	EX	FX		MX	NX	UX	WX	YX	ZX	VX	
Y Daffodil Yellow	YY	"	AY								UY		YX			
Z Bittersweet	ZZ	"									UZ		YX			
V Bronze (Sport Fury Only)	VV	"									UV		YX			

* THESE BODY COLORS SHOULD NOT BE SPECIFIED ON SPORT FURY CONVERTIBLE AND SPORT FURY 2-DOOR HARDTOPS BECAUSE THEY DO NOT HARMONIZE WITH INTERIOR TRIMS AVAILABLE.

PAINT CODES - COURTESY OF RON AND MATTHEW KEU

UPHOLSTERY OPTIONS - SPECIFY UPHOLSTERY CODE NUMBER DESIRED ON YOUR CAR ORDER																	
			BASIC CAR COLOR														
MODEL	SEAT	BOLSTER	A	B	C	E	F	L	M	N	U	W	X	Y	Z	V	
ALL E1VOY MODELS.	Green	Green				302	302						302				
	Gray	Gray	303	303	303			303	303	303			303	303			
	Tan	Beige									305	305	305		305		
DELUXE SUBURBAN	Gray	Gray	513	513	513	513	513	513	513	513	513	513	513	513	513		
ALL BELVEDERE MODELS	Blue	Blue		311	311								311				
	Green	Green				312	312						312				
	Gray	Gray	313					313	313	313			313	313			
	Gray	Red	314					314	314	314			314				
	Tan	Beige									315	315	315		315		
BELVEDERE CONVERTIBLE	Brown	Orange									505	505	505		505		
BELVEDERE CONVERTIBLE AND CUSTOM SUBURBANS	Blue	Blue		501	501								501				
	Green	Green				502	502						502				
	Gray	Gray	503					503	503	503			503	503			
	Gray	Red	504					504	504	504			504				
CUSTOM SUBURBAN	Beige	Brown									507	507	507		507		
FURY 4-DOOR SEDAN	Blue	Blue		401	401								401				
	Green	Green				402	402						402				
	Gray	Gray	403					403	403	403			403	403			
	Tan	Beige									405	405	405		405		
FURY 2-DOOR & 4-DOOR HARDTOPS AND SPORT SUBURBAN	Blue	Blue		321	321								321				
	Green	Green				322	322						322				
	Gray	Gray	323					323	323	323			323	323			
	Gray	Red	324					324	324	324			324				
	Brown	Orange									325	325	325		325		
SPORT FURY CONVERTIBLE AND 2-DOOR HARDTOP	Copper	Copper									338		338			338	
	Blue	Blue	341	341	341								341				
	Green	Green				342	342						342				
	Red	Red	347								347		347				

UPHOLSTERY CODES - COURTESY OF RON AND MATTHEW KEU

[illegible]

IF YOU NEED HELP IN TRANSLATING either your build card or your data plate, Matthew Keij from the '59 Forum will be happy to oblige! Mosey on over to <<https://59plymouth.net/59forum>>, register for free and post your inquiry.

What does your build card say about the original owner of your car, and the

choices they made? What options would you have added if you were purchasing new? It's fun to speculate!

—Dan Morton
1959 Tech Advisor
<dan@59plymouth.net>

*"For '59... If It's New,
Plymouth's Got It!"*