

# Styling Advanced in 1958 Plymouth

Substantial styling advances in keeping with the trend-setting characteristics of the immensely popular current model Plymouth include a bright new "Silver Dart" side moulding treatment, sweeping upward at the rear on Belvedere and Sport Suburban models to the tip of Plymouth's familiar high-flung directional stabilizer fins, with optional dart inserts of silvery anodized aluminum or compatible colors. Another distinctive new side trim is available also with Savoy and Plaza models. Double header dual headlights are standard equipment on all new Plymouths, with the inner

Mansfield, Plymouth president, said. Styling features of the new Plymouth include a bright new "Silver Dart" side moulding treatment, sweeping upward at the rear on Belvedere and Sport Suburban models to the tip of Plymouth's familiar high-flung directional stabilizer fins, with optional dart inserts of silvery anodized aluminum or compatible colors. Another distinctive new side trim is available also with Savoy and Plaza models. Double header dual headlights are standard equipment on all new Plymouths, with the inner

beams producing maximum long-range forward visibility and the outer pair providing supplemental fill-in light when used in combination, or efficient low-beam lighting when used alone. With filaments centered in all lamps, the new dual headlights produce the safest, most scientifically effective night lighting ever attained for automobiles. The lower front grille of the

Plymouth for 1958 has been redesigned with a horizontal bar effect identical to the upper grille section. Plymouth's new engine lineup offers six power options, including the new 350-cubic-inch Golden Commando V-8 at extra cost, with a horsepower rating of 305. Standard V-8 Plymouth engine for 1958 is the 318-cubic-inch Fury V-800 with dual carburetion rated at 225 horsepower. Standard on all six-cylinder models is the smooth

and economical 132-horsepower Power-Flow "6." Standard equipment with V-8 Plymouths in 1958 is a new automatic economy choke, designed to save fuel in all driving situations where gasoline waste normally occurs, and particularly effective as a fuel-saver in short-trip city driving. Torsion-Aire ride, Plymouth's

top engineering advance of 1957 for non-sway riding comfort and dip-free starts and stops, is also an outstanding feature for Plymouth in 1958, as are the trouble-free push button automatic transmissions, Torque Flite and Power Flite, and Plymouth's sure, safe Total Contact brakes.

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## Sunday, November 10

- 8:00 2-U.N. in Action
- 5-In God We Trust
- 8:30 2-We Believe
- 9-Rocket to Stardom
- 8:45 9-Off to Adventure
- 9:00 2-Let's Take Trip
- 7-Church of Open Door
- 9-Early Theater
- 11-Eddie Cleto Show
- 2-Light of Faith
- 9:30 7-John Wayne Movie
- 13-Big Picture
- 10:00 2-Lamp Unto Feet
- 4-Mr. Wizard
- 13-Movie
- 2-Look Up and Live
- 4-Catholic Hour
- 5-Movie
- 9-Movie
- 10:45 7-Movie
- 11:00 2-Movie
- 4-Pathways
- 11-Great Churches
- 11:30 4-Wisdom
- 13-Big Movie
- 2:00 4-Youth Wants to Know
- 4-House Hunter
- 7-77 on TV
- 9-Movie
- 11-Noon Feature
- 2:30 4-Look Here
- 7-Faith for Today
- 4-Harvest (C)
- 5-Movie
- 7-Christian Science
- 9-Movie
- 11-Christophers
- 13-Cal's Corral
- 1:15 7-Gordon's Garden
- 1:30 4-Film
- 7-Message of Master
- 11-Flamingo Theater
- 13-Cal's Corral
- 1:45 2-News
- 2:00 2-Sunday Matinee
- 4-To Be Announced
- 5-Pro Football
- 7-Rocky Jones
- 11-Double Bill
- 13-Cal's Corral
- 4:10 9-Movie
- 4:30 2-Clete Roberts Reports
- 7-Paul Winchell
- 13-Rev. Sallinger
- 5:00 2-7 Lively Arts
- 5-Popeye
- 7-Tales of Texas Ranger
- Rev. Oral Roberts
- 5:30 4-Outlook, Huntley
- 5-Long John Silver (C)
- 7-Lone Ranger
- 9-Faraway Places
- 11-Arbaway and Costello
- 13-Thomas Wyatt
- 5:45 9-Week in Sports
- 6:00 2-Amos and Andy
- 4-Meet the Press
- 5-Bugs Bunny (C)
- 7-Annie Oakley
- 9-Bowling
- 11-Jungle Jim
- 13-TV Revival Hour
- 2-Twentieth Century
- 4-Fleika (C)
- 5-Polka Parade
- 7-Ben Alexander
- 11-Wallace Beery Movie
- 13-So You May Know
- 6:15 13-Foot Notes
- 7:00 2-Lessie
- 4-Amateur Hour
- 7-You Asked For It
- 9-Game of Week
- 11:30 13-Dan Smoot Reports
- 13-Weekend Roundup
- 7:30 2-Bachelor Father
- 4-Sally
- 5-Premiere Movie
- 7-Maverick
- 9-PCC Highlights
- 13-Enchanted Lands
- 8:00 2-Ed Sullivan
- 4-Steve Allen (C)
- 9-Lone Wolf
- 13-The Big Debate
- 7-Bowling Stars
- 9-Big Ten Highlights
- 11-Adv. Martin Kane
- 13-Dan Lundberg
- 2-G. E. Theater
- 4-Tony Martin Show (C)
- 7-Frankie Laine
- 9-Movie Theater
- 11-Premiere Movie
- 13-Rev. Oral Roberts
- 2-Hitchcock Presents
- 5-Dateline
- 7-Florian Zabach
- 13-Sunday Sing
- 4-Loretta Young Show
- 7-Tracers
- 9-Surprise Playhouse
- 13-Voice of Calvary
- 2-What's My Line?
- 4-Man Behind Badge
- 5-Mae Williams
- 7-Your Decision
- 9-Movie
- 13-Million Dollar Movie
- 10:45 11-News
- 11:00 2-News
- 4-News
- 5-Wanted
- 7-Nitecap Theater
- 11-Theater
- 13-60 Minutes
- 4-Motion Picture
- 11:30 5-News Roundup
- 11:35 5-It's Your Nickel
- 12:00 7-Nitecap Theater
- 12:45 2-Late Show

## Monday, November 11

- 5:40 4-Farm Report
- 6:00 4-Today
- 6:50 2-Farm Report
- 7:00 2-Panorama Pacific
- 4-Today
- 8:00 2-Panorama Pacific
- 2-Today
- 9:00 2-Hotel Cosmopolitan
- 4-Tic Tac Dough
- 7-Fun to Reduce
- 2-Love of Life
- 7-Milani Cooks
- 2-Search for Tomorrow
- 4-Could Be You
- 9:45 2-Guiding Light
- 2-Miss Brooks, News
- 4-Text and Jinx
- 7-Chucko
- 10:30 2-World Turns
- 4-Howard Miller (C)
- 5-Guidepost
- 2-Beat the Clock
- 5-Romper Room
- 7-My Hero
- 11-Education-Pub. Serv.
- 4-Art Linkletter
- 7-Bride and Groom
- 7-Woman's Diary
- 11-Sheriff John
- 2-Big Payoff
- 4-Matinee (C)
- 5-Movie Theater
- 7-Gwinn's Mysteries
- 2-Verdict Is Yours
- 12:45 7-Motion Picture
- 1:00 2-Brighter Day
- 4-Queen for Day
- 5-News, Gardner
- 11-Jackson Wheeler
- 1:15 2-Secret Storm
- 1:30 2-Edge of Night
- 1:45 4-Modern Romances
- 2-Garry Moore
- 4-Comedy Time
- 5-News, D. Gardiner
- 7-Al Jarvis Show
- 2-Arthur Godfrey
- 4-Truth or Consequences
- 11-My Little Margie
- 3:00 13-Hitchcock
- 5-News, D. Gardiner
- 7-American Bandstand
- 9-Million Dollar Matinee
- 11-Steve Martin
- 3:30 2-Strike It Rich
- 7-Treasure Hunt
- 5-Milady
- 3:45 13-Variety
- 4:00 2-Fairbanks Theater
- 4-Price Is Right
- 5-Cartoon Carousel
- 7-Amer. Bandstand
- 9-Movie
- 4:30 2-Early Show
- 4-Bennett (C), McElroy
- 7-Do You Trust Wife
- 9-Movie
- 11-Dick Whittinghill
- 13-Destiny
- 5:00 7-Superman
- 13-Six Gun Movie
- 5:30 5-Le Gardie Twins
- 7-Mickey Mouse
- 9-Magic of Atom
- 5:45 9-News, Sports
- 11-Topper
- 5:55 2-Weather Vane
- 6:00 2-News
- 4-News, Weather (C)
- 5-Popeye
- 7-Chucko's Cartoon
- 9-Cartoon Express
- 13-Baxter Ward
- 6:15 2-News
- 4-Huntley, Brinkley
- 11-Susie
- 13-Cal Tinnely Sees
- 6:30 2-Name That Tune
- 4-Curt Massey Show (C)
- 5-News
- 7-Studio 30
- 13-Stories of Century
- 6:45 4-News (C)
- 5-Sam Balter
- 11-News
- 7:00 2-Burns and Allen
- 4-26 Men
- 5-Treasure Unlimited (C)
- 7-Sports, Weaver
- 9-Little Rascals
- 11-Frontier Doctor
- 13-Golden Voyage
- 7:15 7-John Daly
- 7:30 2-Godfrey Talent
- 4-Price Is Right (C)
- 5-Monday Premiere Film
- 7-Inner Sanctum
- 9-Whirlybirds
- 11-Grey Ghost
- 13-Wanderlust
- 8:00 2-Danny Thomas Show
- 4-Restless Gun
- 7-Guy Mitchell Show
- 9-State Trooper
- 11-Decoy
- 13-Champ Wrestling
- 8:30 2-December Bride
- 4-Wells Fargo Tales
- 7-Bold Journey
- 9-O. Henry Playhouse
- 11-Badge '44
- 2-Studio One
- 4-Twenty-One
- 5-Roller Derby
- 7-Voice of Firestone
- 9-Movie Theater
- 11-Arlene Francis
- 9:30 4-Turn of Fate
- 7-Lawrence Welk
- 11-Confidential File
- 10:00 2-David Niven
- 4-Suspicion
- 11-News
- 10:15 11-Paul Coates
- 10:30 2-News
- 7-Stars of Jazz
- 13-Tom Duggan
- 11-First Show
- 10:40 9-News, Weather, Sports
- 11:00 2-Moby Fish Show
- 7-Do You Trust Wife
- 9-Sports Car Review
- 13-Baxter Ward
- 11:05 7-Hank Weaver Show
- 11:15 4-Chick Hearn
- 5:00 7-Sir Lancelot
- 13-Six Gun Movie
- 5:30 2-News roundup
- 7-All American Game
- 11:35 5-It's Your Nickel
- 12:00 9-Pendulum
- 12:25 11-News
- 12:30 2-Late Movie

## Tuesday, November 12

- 5:40 4-Farm Report
- 6:00 4-Today
- 6:50 2-Farm Report
- 7:00 2-Panorama Pacific
- 4-Today
- 8:00 2-Panorama Pacific
- 4-Today
- 9:00 2-Hotel Cosmopolitan
- 4-Tic Tac Dough
- 7-Fun to Reduce
- 2-Love of Life
- 7-Milani Cooks
- 2-Search for Tomorrow
- 4-Could Be You
- 9:45 2-Guiding Light
- 2-Miss Brooks, News
- 4-Text and Jinx
- 7-Chucko
- 10:30 2-World Turns
- 4-Howard Miller (C)
- 5-Guidepost
- 2-Beat the Clock
- 5-Romper Room
- 7-My Hero
- 11-Star Shoppers
- 2-Art Linkletter
- 4-Bride and Groom
- 7-Woman's Diary
- 11-Sheriff John
- 2-Victory at Sea
- 4-Matinee (C)
- 5-Movie Theater
- 7-Gwinn's Mysteries
- 12:30 2-Verdict Is Yours
- 12:45 7-Motion Picture
- 1:00 2-Brighter Day
- 4-Queen for Day
- 5-News, Gardner
- 11-Jackson Wheeler
- 1:15 2-Secret Storm
- 1:30 2-Edge of Night
- 1:45 4-Modern Romances
- 2-Garry Moore
- 4-Comedy Time
- 5-News, D. Gardiner
- 7-Al Jarvis Show
- 2-Arthur Godfrey
- 4-Truth or Consequences
- 11-My Little Margie
- 3:00 4-Arlene Francis
- 5-News, D. Gardiner
- 7-American Bandstand
- 9-Million Dollar Matinee
- 11-Steve Martin
- 3:15 13-Variety
- 3:30 2-Strike It Rich
- 7-Treasure Hunt
- 5-Tricks and Treats
- 4:00 2-Doug Fairbanks Thtr.
- 4-Price Is Right
- 5-Cartoon Carousel
- 13-Living Problems
- 4:30 2-Early Show
- 4-Bennett (C), McElroy
- 7-Do You Trust Wife
- 9-Movie
- 11-Dick Whittinghill
- 13-Destiny
- 5:00 7-Sir Lancelot
- 13-Six Gun Movie
- 5:30 2-News
- 7-Mickey Mouse
- 9-Magic of Atom
- 5:45 9-News, Sports
- 11-Topper
- 5:55 2-Weather Vane
- 13-Jimmy Fidler
- 6:00 2-News
- 4-News, Weather (C)
- 5-Popeye
- 7-Sky King
- 9-Cartoon Express
- 13-Baxter Ward
- 6:15 2-News
- 4-Huntley, Brinkley
- 11-Susie
- 13-Cal Tinnely Sees
- 6:30 2-Name That Tune
- 4-Curt Massey Show (C)
- 5-News
- 7-Studio 30
- 13-Stories of Century
- 6:45 4-News (C)
- 5-Sam Balter
- 11-News
- 7:00 2-World Adventure (C)
- 4-Boots and Saddles
- 5-White Hunter
- 7-Sports, News
- 9-Little Rascals
- 11-Code 2
- 13-Wonders of World
- 7:15 7-John Daly
- 7:30 4-Nat "King" Cole
- 5-Combat Sgt.
- 7-Sugarfoot
- 9-Victory at Sea
- 11-Mr. District Attorney
- 13-Corliss Archer
- 8:00 2-To Tell the Truth
- 4-Eddie Fisher Show (C)
- 5-Official Detective
- 9-Open Road
- 11-Red 3 Lives
- 13-Heart of City
- 8:30 2-Red Skelton
- 5-Big Story
- 7-Wyatt Earp
- 9-Star Performance
- 11-City Detective
- 13-Terror
- 9:00 2-\$64,000 Question
- 4-Byline Steve Wilson
- 7-Broken Arrow
- 9-Movie Theater
- 11-China Smith
- 9:30 2-Assign. Foreign Legion
- 4-Bo Cummings
- 5-Nightmare
- 7-Telephone Time
- 11-Public Defender
- 10:00 2-Life With Father
- 4-Milady
- 7-West Point
- 11-News
- 13-Tom Duggan
- 11-Paul Coates
- 10:30 2-News, Sports, Weather
- 4-George Fisher
- 7-Baxter Finley Show
- 11-Motion Picture
- 10:40 9-News, Weather, Sports
- 11:00 2-Big Hit Movies
- 4-7-News
- 5-More Amsterdam
- 9-Big Ten Highlights
- 13-Baxter
- 11:05 7-Hank Weaver Show
- 11:15 4-Chick Hearn
- 13-Destiny
- 5:00 7-Wild Bill Hickock
- 13-Six Gun Movie
- 5:30 5-Le Gardie Twins
- 9-Magic of Atom
- 5:45 9-News, Sports
- 11-Topper
- 5:55 13-Jimmy Fidler
- 9-Movie
- 11:55 11-News

## Wednesday, November 13

- 5:40 4-Farm Report
- 6:00 4-Today
- 6:50 2-Farm Report
- 7:00 2-Panorama Pacific
- 4-Today
- 8:00 2-Panorama Pacific
- 4-Today
- 9:00 2-Hotel Cosmopolitan
- 4-Tic Tac Dough
- 7-Fun to Reduce
- 2-Love of Life
- 7-Milani Cooks
- 2-Search for Tomorrow
- 4-Could Be You
- 9:45 2-Guiding Light
- 2-Miss Brooks, News
- 4-Text and Jinx
- 7-Chucko
- 10:30 2-World Turns
- 4-Howard Miller (C)
- 5-Guidepost
- 2-Beat the Clock
- 5-Romper Room
- 7-My Hero
- 11-Star Shoppers
- 2-Art Linkletter
- 4-Bride and Groom
- 7-Woman's Diary
- 11-Sheriff John
- 2-Big Payoff
- 4-Matinee (C)
- 5-Movie Theater
- 7-Gwinn's Mysteries
- 12:30 2-Verdict Is Yours
- 12:45 7-Motion Picture
- 1:00 2-Brighter Day
- 4-Queen for Day
- 5-News, D. Gardiner
- 11-Jackson Wheeler
- 1:15 2-Secret Storm
- 1:30 2-Edge of Night
- 1:45 4-Modern Romances
- 2-Garry Moore
- 4-Comedy Time
- 5-News, D. Gardiner
- 7-Al Jarvis Show
- 2-Arthur Godfrey
- 4-Truth or Consequences
- 11-My Little Margie
- 3:00 4-Arlene Francis
- 5-News, D. Gardiner
- 7-American Bandstand
- 9-Million Dollar Matinee
- 11-Steve Martin
- 3:30 2-Strike It Rich
- 7-Treasure Hunt
- 5-Milady
- 3:45 13-Variety
- 4:00 2-Fairbanks Theater
- 4-Price Is Right
- 5-Cartoon Carousel
- 13-Living Problems
- 4:30 2-Early Show
- 4-Bennett (C), McElroy
- 7-Do You Trust Wife
- 9-Movie
- 11-Dick Whittinghill
- 13-Destiny
- 5:00 7-Wild Bill Hickock
- 13-Six Gun Movie
- 5:30 5-Le Gardie Twins
- 9-Magic of Atom
- 5:45 9-News, Sports
- 11-Topper
- 5:55 13-Jimmy Fidler
- 9-Movie
- 11:00 2-News
- 4-News, Weather (C)
- 5-Popeye
- 7-Sky King
- 9-Cartoon Express
- 13-Baxter Ward
- 6:15 2-News
- 4-Huntley, Brinkley
- 11-Susie
- 13-Cal Tinnely Sees
- 6:30 2-Name That Tune
- 4-Curt Massey Show (C)
- 5-News
- 7-Studio 30
- 13-Stories of Century
- 6:45 4-News (C)
- 5-Sam Balter
- 11-News
- 7:00 2-World Turns
- 4-Howard Miller (C)
- 5-Guidepost
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- 13-Baxter Ward
- 6:15 2-News
- 4-Huntley, Brinkley
- 11-Susie
- 13-Cal Tinnely Sees
- 6:30 2-Name That Tune
- 4-Curt Massey Show (C)
- 5-News
- 7-Studio 30
- 13-Stories of Century
- 6:45 4-News (C)
- 5-Sam Balter
- 11-News
- 7:00 2-World Turns
- 4-Howard Miller (C)
- 5-Guidepost
- 2-Beat the Clock
- 5-Romper Room
- 7-My Hero
- 11-Star Shoppers
- 2-Art Linkletter
- 4-Bride and Groom
- 7-Woman's Diary
- 11-Sheriff John
- 2-Big Payoff
- 4-Matinee (C)
- 5-Movie Theater
- 7-Gwinn's Mysteries
- 12:30 2-Verdict Is Yours
- 12:45 7-Motion Picture
- 1:00 2-Brighter Day
- 4-Queen for Day
- 5-News, D. Gardiner
- 11-Jackson Wheeler
- 1:15 2-Secret Storm
- 1:30 2-Edge of Night
- 1:45 4-Modern Romances
- 2-Garry Moore
- 4-Comedy Time
- 5-News, D. Gardiner
- 7-Al Jarvis Show
- 2-Arthur Godfrey
- 4-Truth or Consequences
- 11-My Little Margie
- 3:00 4-Arlene Francis
- 5-News, D. Gardiner
- 7-American Bandstand
- 9-Million Dollar Matinee
- 11-Steve Martin
- 3:30 2-Strike It Rich
- 7-Treasure Hunt
- 5-Milady
- 3:45 13-Variety
- 4:00 2-Fairbanks Theater
- 4-Price Is Right
- 5-Cartoon Carousel
- 13-Living Problems
- 4:30 2-Early Show
- 4-Bennett (C), McElroy
- 7-Do You Trust Wife
- 9-Movie
- 11-Dick Whittinghill
- 13-Destiny
- 5:00 7-Wild Bill Hickock
- 13-Six Gun Movie
- 5:30 5-Le Gardie Twins