



# SERVICE BULLETIN



SERVICE DEPARTMENT... CHRYSLER-PLYMOUTH DIVISION  
CHRYSLER MOTORS CORPORATION

TECHNICAL INFORMATION ON ☒ IMPERIAL ☒ CHRYSLER ☒ PLYMOUTH ☒ VALIANT

## TO ALL CHRYSLER AND PLYMOUTH DEALERS:

The sensational 1963 Imperial, Chrysler, Plymouth, and Valiant cars will be finished in the beautiful Lustre-Bond finishes. The various colors used in the current production of these fine cars are shown by color chips on page 3 of this bulletin.

These finishes provide the utmost in appearance and durability because it is important to the proud owners that the high quality be maintained. Any repairs made to these finishes should conform as nearly as possible to the original factory procedure.

For repair purposes on all 1963 Imperial and Chrysler Ditzler Color Division provides a faster drying material, a new Duracryl Acrylic finish that is equal in durability to the Lustre-Bond finish. When the DURACRYL DDL color is thinned with DURACRYL High Gloss Thinner DTL-135, it matches the high gloss of the original finish with very little compounding.

Ditzler also provides an air dry or low bake enamel for use on all 1963 Plymouth and Valiant finishes, that has exactly the same characteristics of appearance as the Lustre-Bond finish. This enamel is known as DQE-DITZCO Quickset Enamel and is recommended for all body repairs. Repainting the complete fender, door, or body panel will be found to be more satisfactory than trying to do a small touch-up spot on a large surface.

For fast dry repair, DITZ-LAC Two Star Lacquer in DAL colors is also available, although lacquers do not equal the excellent weathering characteristics of the original Lustre-Bond finish.

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MANAGER-SERVICE  
CHRYSLER-PLYMOUTH DIVISION

OCT. 3, 1962

No. 63-4

BODY

STANDARD

COLORS

1963  
IMPERIAL  
CHRYSLER  
PLYMOUTH  
VALIANT

Service Mgr.	
Shop Foreman	
Technicians	
Parts Mgr.	
Partsmen	

## REFINISHING AND REPAIR PROCEDURES

The new Imperial, Chrysler, Plymouth and Valiant cars for 1963 will be painted in the new type Lustre-Bond Enamel.

This enamel excels in durability, initial gloss, gloss retention and hardness.

These new type enamels are so hard that a second coat or repair coat will not bite in or attack them enough to secure good adhesion strictly through a solvating action.

Since solvating attack does not provide adhesion, mechanical adhesion must be obtained. This is accomplished by thorough sanding until the high gloss is dulled with very fine abrasive paper such as No. 400. This is a simple treatment and has long been recommended as good refinish practice. Now, it is absolutely imperative that these harder finishes be sanded to get sufficient tooth for refinishing DURACRYL®, enamel or lacquer to adhere.

Ditzler's DURACRYL DDL, DITZCO® DQE Enamel or DITZ-LAC® DAL Lacquer is recommended for refinishing or repairing the new Lustre-Bond Enamel factory baked finishes.

It is highly important to thoroughly sand the entire area to be refinished.

**GENERAL:** The surface to be finished must be cleaned free of all oil, grease, wax, rust or moisture. Use DITZ-O DX-440 Wax and Grease Remover and on bare metal spots use DX-453 Metal Conditioner and Rust Inhibitor. It is essential that all polish and wax be removed from the surface to be painted, otherwise poor adhesion will result. If silicone waxes or polishes have been used, special attention must be given to the cleaning operation or fisheyes may show up in the finish coat. If after cleaning there is a possibility of silicone on the surface, which would cause fisheyes in the new film, use DX-66 Fisheye Preventer, as recommended, to eliminate this reaction. Prime and surface all bare metal before applying the finish coat. Sand thoroughly with 400 paper.

**APPLICATION OF ENAMELS:** Reduce all DQE Enamels with one part reducer to four parts of enamel. Use a reducer to suit the condition under which the enamel will be sprayed and dried. Ditzler's reducer DTE-101 is for cold painting conditions, DTE-447 is for hot conditions, DTE-202 is for general temperatures, and DTE-303 is for especially poor painting conditions. Do not attempt to accelerate the drying by running a freshly painted job out into the sun.

**FOR SOLID COLORS:** Spray one wet coat, allow to tack thoroughly and follow with a flow coat.

**FOR POLYCHROMATIC COLORS:** Polychromatics should be applied using medium wet coats and never dry or excessively wet coats. Dry coats have a tendency to make the color look lighter while very wet coats cause flooding and tend to make the color look darker. Vary the distance and the speed of spraying to match the color on the car. Do not use coarse or fast cutting lacquer rubbing compounds as they will affect the color.

**BAKING OF ENAMELS:** DQE Enamels may be baked up to 175° for thirty minutes. Reduce the enamel a minimum of 25% with the proper reducer to suit shop conditions. Caution should be used when baking pastel or heat sensitive colors. Decrease the temperature and increase the time of baking accordingly.

**FOR HOT SPRAY** application reduce the enamel with one part of DTE-447 to ten parts of enamel and heat the enamel to 160°. Hot sprayed enamels applied according to the above directions can also be baked for more rapid drying.

**APPLICATION OF LACQUERS:** DAL Lacquers should be reduced in the proportion of one part of DTL-113 to one part of DAL. If a faster thinner is necessary, reduce up to one and one-half parts of DTL-16 or DTL-80 to one part lacquer. Spray three double coats. If polishing is necessary, use DRX-25 Fine Rubbing Compound and DRX-4 Polishing Cleaner for the final clean up and polish.

All repairs should be made on complete panels or sections for maximum adhesion.

**APPLICATION OF DURACRYL:** Spray one wet coat of DURACRYL Sealer over entire panel or panels to be repainted. Spray without thinning and allow a minimum of 30 minutes to dry. Reduce DDL DURACRYL at least one part DDL to one and one half parts DTL-135. Spray three or four double coats. Allow to dry overnight before polishing with DRX-25 Fine Polishing Compound.

**NOTE:** DURACRYL is more durable than lacquer and will more closely approximate the weathering characteristics of the original finish Lustre-Bond Enamel.

# 1963 IMPERIAL, CHRYSLER, PLYMOUTH AND VALIANT COLORS

Print Code CC-1  12469—C, I—GLACIER BLUE P, V—LIGHT BLUE	Print Code KK-1  12724 C, I—HOLIDAY TURQUOISE POLY.	Print Code SS-1  81355 I—IVORY
DD-1  12721 C, I—CORD BLUE POLY.	LL-1  12723 C, I—TEAL POLY.	TT-1  71348 C, I—CLARET POLY.
DD-1  12625 P, V—MEDIUM MET. BLUE POLY.	MM-1  32202—C, I—ALABASTER P, V—LIGHT BEIGE	UU-1  22311 C—EMBASSY GOLD POLY.
EE-1  12722 C, I—NAVY BLUE POLY.	NN-1  32305 C, I—MADISON GRAY POLY.	WW-1  8293—C, I—OYSTER WHITE P, V—ERMINE
EE-1  12658 P, V—DARK MET. BLUE POLY.	NN-1  32263 V—SILVER GRAY POLY.	XX-1  22234—C, I—FAWN P, V—MEDIUM BEIGE
FF-1  43081 P, V—LIGHT GREEN	OO-1  32306 I—CHARCOAL POLY.	YY-1  22282 C—CYPRESS TAN POLY.
GG-1  43131 C—SURF GREEN POLY.	PP-1  71203 C, P, V—FESTIVAL RED	YY-1  22218 P, V—MET. BROWN POLY.
GG-1  43055 P, V—METALLIC GREEN POLY.	RR-1  22284 I—MAYAN GOLD POLY.	ZZ-1  22285 I—MAHOGANY POLY.
HH-1  43134 C, I—FOREST GREEN POLY.	RR-1  22240 P—COPPERTONE POLY.	BB-1  9000 C, I—FORMAL BLACK P, V—EBONY

C=CHRYSLER  
P=PLYMOUTH

I=IMPERIAL  
V=VALIANT

SINGLE TONE  
BB-1, CC-1, etc.

TWO TONES  
BW-2  
FIRST LETTER—ROOF COLOR  
SECOND LETTER—BODY COLOR

NOTE: When ordering Ditzler materials prefix the Ditzler Number listed directly below the color chip with the Code Letters "DQE" for Enamel, "DAL" for Lacquer or "DDL" for Duracryl.

# 1962 CHRYSLER AND IMPERIAL COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
BB-1	C. 1 Formal Black	9000	OO-1	I Embassy Red	50599
CC-1	C. 1 Dawn Blue	12403	PP-1	C Festival Red	71203
DD-1	C. 1 Sapphire Blue Poly.	12416	RR-1	I Silver Lilac Poly.	21966
EE-1	I Moonlight Blue Poly.	12415	SS-1	I Cordovan Poly.	22025
FF-1	C. 1 Willow Green	42840	TT-1	C Coral Gray	32074
GG-1	C. 1 Sage Green Poly.	42854	WW-1	C. 1 Oyster White	8293
JJ-1	C Bermuda Turquoise	12414	YY-1	C. 1 Rosewood Poly.	22023
MM-1	C. 1 Dove Gray	32108	ZZ-1	C. 1 Caramel	22095
NN-1	I Alabaster	31208		C=Chrysler	I=Imperial

## COLOR COMBINATIONS

SINGLE TONE  
BB-1, CC-1, etc.

TWO-TONES—BW-2  
First Letter—Roof Color  
Second Letter—Body Color

# 1961 IMPERIAL AND CHRYSLER COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
AA-1	IMP Coronado Cream	21925	NN-1	IMP Executive Gray Poly.	32100
BB-1	CH. IMP Formal Black	9000	OO-1	CH Dubonnet Poly.	71131
CC-1	CH Parisian Blue	12216	PP-1	CH Mardi Gras Red	71203
CC-1	IMP Ice Blue	12319	PP-1	IMP Coronation Red	71136
DD-1	CH. IMP Capri Blue Poly.	12272	RR-1	CH Cinnamon Poly.	71140
EE-1	IMP Midnight Blue Poly.	12294	WW-1	CH. IMP Alaskan White	8218
GG-1	CH. IMP Pinchurst Green Poly.	42732	YY-1	CH Sahara Sand	21905
JJ-1	CH Tahitian Turquoise	12273	YY-1	IMP Malibu Tan	21934
KK-1	IMP Teal Blue Poly.	42773	ZZ-1	CH Tuscan Bronze Poly.	21927
LL-1	CH. IMP Sheffield Silver Poly.	31746	ZZ-1	IMP Autumn Russett Poly.	21921

## COLOR COMBINATION IDENTIFICATION

CHRYSLER  
AA-1, BB-1, Etc.—Single Tone.  
NEWPORT AND WINDSOR  
WA-2 First Letter Is Roof and Insert Color.  
Second Is Basic Car Color.

NEW YORKER  
WA-2 First Letter Is Roof Color.  
Second Is Basic Car Color.  
IMPERIAL  
AA-1, BB-1, Etc.—Single Tone.

CUSTOM AND CROWN  
AB-2 First Letter Is Insert Color.  
Second Is Basic Body Color.  
LE BARON  
AB-2 First Letter Indicates Steel Insert.  
Second Is Basic Body Color.

# 1960 IMPERIAL AND CHRYSLER COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
AA-1	CH. IMP Sunburst	81125	OO-1	IMP Regent Ruby	50546
BB-1	CH. IMP Formal Black	9000	PP-1	CH Toreador Red Poly.	71003
CC-1	CH Starlight Blue	11988	PP-1	IMP Regal Red	71030
CC-1	IMP Glacier Blue	12047	RR-1	CH Lilac	12045
DD-1	CH Polar Blue Poly.	12044	RR-1	IMP Dawn Mauve	50544
DD-1	IMP Moonstone Blue Poly.	12048	SS-1	CH Iris Poly.	12046
EE-1	IMP Midnight Blue Poly.	12409	SS-1	IMP Dusk Mauve Poly.	50545
FF-1	CH Surf Green	42539	TT-1	CH Daytona Sand	21758
FF-1	IMP Light Mint	42342	TT-1	IMP Beach Beige	21761
GG-1	CH Ivy Green Poly.	42538	UU-1	CH Autumn Haze Poly.	21759
GG-1	IMP Cedar Green Poly.	42542	UU-1	IMP Powdered Bronze Poly.	21765
HH-1	CH. IMP Silverpine Poly.	42736	WW-1	CH. IMP Alaskan White	8218
JJ-1	CH Seaspray	11787	YY-1	CH Petal Pink	71004
KK-1	CH Bluegrass Poly.	42263	ZZ-1	CH Terra Cotta Poly.	71053
LL-1	CH. IMP Sheffield Silver Poly.	31746		CH=Chrysler	IMP=Imperial
NN-1	CH. IMP Executive Gray Poly.	31660			

## COLOR COMBINATION IDENTIFICATION

CHRYSLER  
AA-1, BB-1 Etc.—Single Tone.  
NEWPORT AND WINDSOR  
WA-2 First Letter Is Roof and Insert Color.  
Second Is Basic Car Color.

NEW YORKER  
WA-2 First Letter Is Roof Color.  
Second Is Basic Car Color.  
IMPERIAL  
AA-1, BB-1, Etc.—Single Tone.

CUSTOM AND CROWN  
AB-2 First Letter Is Insert Color.  
Second Is Basic Body Color.  
LE BARON  
AB-2 First Letter Indicates Steel Insert.  
Second Is Basic Body Color.

# 1962 PLYMOUTH AND VALIANT COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
*AA-1	Sun-Glo	81285	MM-1	Light Gray	32127
BB-1	Silhouette Black	9000	PP-1	Cherry Red	71203
CC-1	Pale Blue	12403	*SS-1	Luminous Cordovan Poly.	22025
DD-1	Luminous Blue Poly.	12416	TT-1	Sandstone	32074
FF-1	Pale Jade	42840	WW-1	Ermine White	8293
GG-1	Luminous Green Poly.	42854	*YY-1	Luminous Brown Poly.	22023
*KK-1	Luminous Turquoise Poly.	12259			

SINGLE TONE  
AA-1, BB-1, etc.

TWO-TONES—BW-2  
First Letter—Roof Color  
Second Letter—Body Color

\*Plymouth Only

# 1961 PLYMOUTH AND VALIANT COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
AA-1	PL Maize	81234	LL-1	PL. VA Silver Gray Poly.	31746
BB-1	PL. VA Jet Black	9000	PP-1	PL. VA Carnival Red	71203
CC-1	PL. VA Robin Egg Blue	12216	RR-1	PL Coral	71122
DD-1	PL. VA Airforce Blue Poly.	12272	SS-1	PL Lavender Poly. (Blue)	12295
FF-1	PL. VA Mint Green	42733	WW-1	PL. VA Alpine White	8218
GG-1	PL. VA Emerald Green Poly.	42732	YY-1	PL Fawn Beige	21905
KK-1	PL Twilight Turquoise Poly.	12127	ZZ-1	PL Bronze Poly.	21927

## TWO-TONE COMBINATIONS

SINGLE TONE  
AA-1, BB-1, CC-1, etc.

TWO-TONES  
First Letter Indicates Accent Or Roof Color  
Second Letter Body Color

# 1960 PLYMOUTH AND VALIANT COLORS

Paint Code	Name	Ditzler Code	Paint Code	Name	Ditzler Code
AA-1	PL Buttercup Yellow	81125	PP-1	PL Plum Red Poly.	71003
BB-1	PL. VA Jet Black	9000		Also See Below	
CC-1	PL Sky Blue	11988	TT-1	PL Desert Beige	21757
DD-1	PL. VA Twilight Blue Poly.	12044	WW-1	PL. VA Oyster White	8218
FF-1	PL Spring Green	42539	YY-1	PL Caramel Poly.	21764
GG-1	PL. VA Chrome Green Poly.	42538	PP-1	VA Valiant Red	71065
JJ-1	PL Aqua Mist	11787		Also See Below	
KK-1	PL Turquoise Poly.	42263			
LL-1	PL Platinum Poly.	31746	DD	1959 SPRING COLORS	
MM-1	VA Silver Poly.	31661	GG	PL Caribbean Blue Poly.	12150
			JJ	PL Apple Green	42639
				PL Turquoise	12075

PL=Plymouth VA=Valiant

Single Tones AA-1, CC-1, Etc.  
Two-Tones CW-2 First Letter (C) Is Upper Color, Second Letter (W) Lower, Insert Color Same  
As Lower.  
Sportstone CW-3 First Letter (C) Is Top Color, Second Letter (W) Is Lower, Insert Color Same  
As Upper.  
Special Sportstone CW-4 First Letter (C) Is Body Color, Second Letter (W) Is Insert Color.