

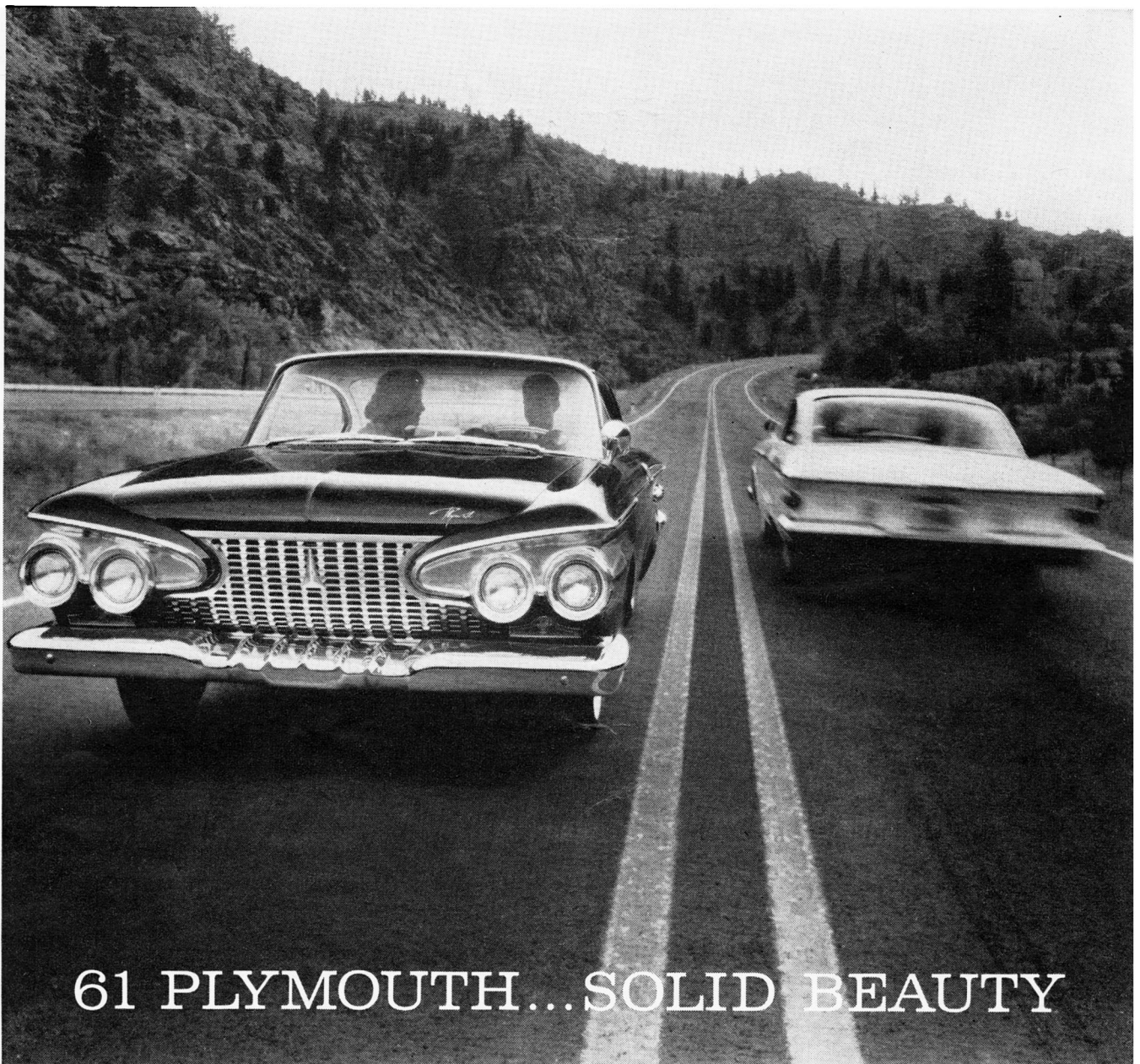
# A CAR YOU'LL SWEAR BY—INSTEAD OF AT

*This Solid Beauty '61 Plymouth has the heart, the hurry and the handling you're after!*

You'll have nothing but warm words for this hot Plymouth bundle. Praise for the way the Golden Commando 395 V-8\* eats up the map. Admiration for the quiet way Unibody stands up. Applause for the

way Torsion-Aire "levels with you"—for the neat new steering ease. Plymouth's Solid Beauty will win whistles from everyone. *Get next to a '61 Plymouth at your nearby Plymouth dealer's today!*

*\*For the "ultimate," choose Plymouth's SonoRamic Commando V-8. Both engines are extra-cost options—and worth it!*



## 61 PLYMOUTH...SOLID BEAUTY





ANY WAY YOU LOOK AT IT...

# PLYMOUTH IS NEW ALL OVER



From the superbly sculptured hood, along the low, sweeping body lines to the beautiful, gracefully integrated fenders and trunk, the eye instinctively knows Plymouth for what it is—a new concept in automobile styling.

If it is important to you to be known by the kind of car you drive — or if you are just in love with luxury — make an appointment with your dealer now to learn more about the all-new 1961 Plymouth.

AS DIFFERENT FROM OTHER CARS  
AS DAY IS FROM NIGHT

'61 PLYMOUTH





# THE NEW PLYMOUTH

New. That's Plymouth.

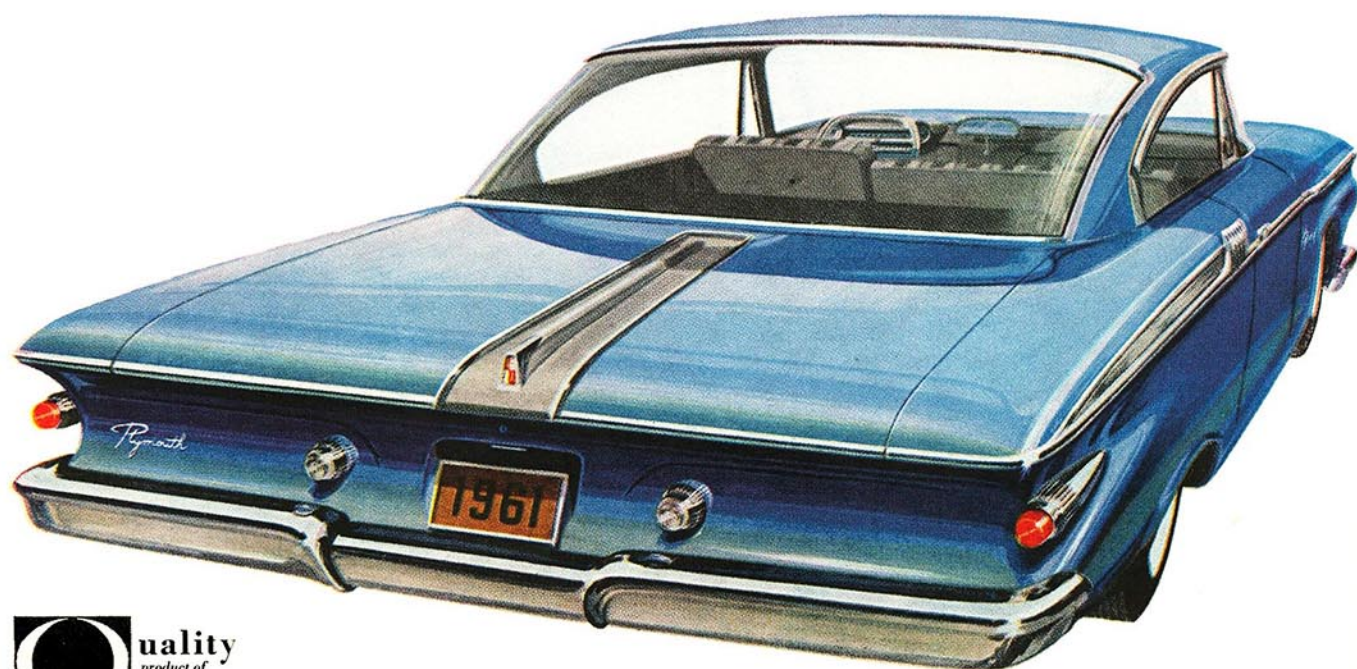
Not only new in luxury...style...beauty.

But new in *total*...in concept...in feeling, flavour and essence.

There's never been another Plymouth...another car...quite like it.

New. An exciting new kind of solid beauty!

Plymouth. The *new* Plymouth. See it at your Plymouth dealer's now!





Makes you feel today's the day!  
(But there's plenty of *tomorrow*  
built into this one, too.)

Never a moment like this! And never a low-price car like this, with beauty built to last. Built around a one-piece solid Unibody welded 5400 times. Specially sprayed and dipped, six times, seven times, against wear and weather.

Each bit of steel, of paint, of trim is carefully selected, applied and treated to last down the miles, to save you upkeep every day of the way.

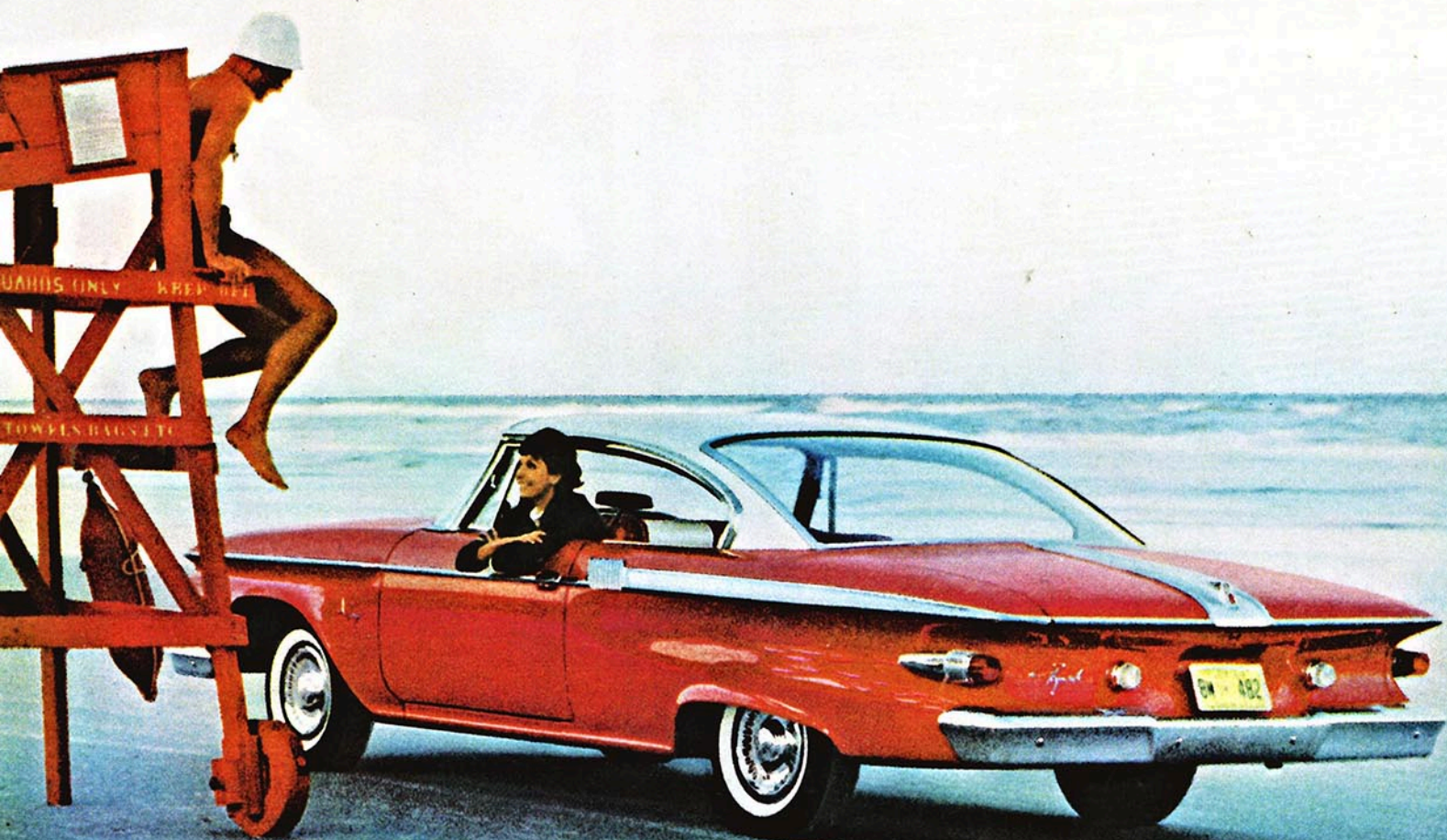
Today's the day! Drive a Plymouth: good looking, low cost—and built for tomorrow.

**PLYMOUTH...SOLID BEAUTY**

A CHRYSLER-ENGINEERED PRODUCT







## You and Plymouth...it's a long-life adventure

If you're the adventurous kind, Plymouth and you were made for each other.

This one likes to run and play and explore and run some more. And it's built for just that, with a tough, welded, one-piece Unibody; a thrifty engine with an itch for action; a tight Torsion-Aire suspension to tame turns and unwrinkle roads; a new alternator to replace the outdated generator, give surer starts, boost battery life.

Your romance with Plymouth starts your first day at the wheel. It *lasts* because Plymouth's put together to stay together.

Plymouth, a Chrysler-engineered product: good looking, low cost, built to be proud of a *long* time.

**PLYMOUTH...SOLID BEAUTY**



## Make a '61 Plymouth part of your long-range plan

Go on...plan ahead. With a Plymouth, you know what to expect.

Count on the solid car whose Unibody is welded to make it tight, tough and durable. Count on the low-price car with the Mobilgas Economy Run record no other car in its class can match.

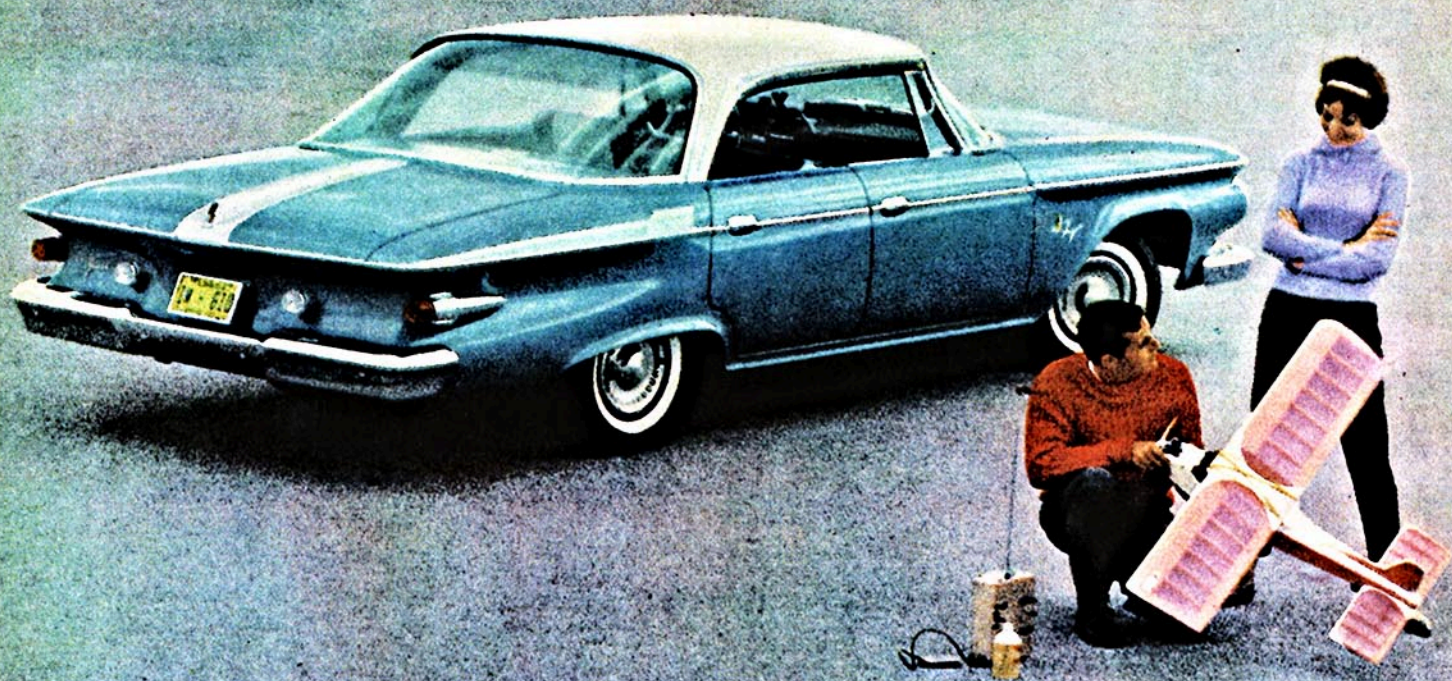
Count on the careful car that is painstakingly put together to stay together, and repay you again and again as the miles tick by...and once again at resale time.

Count on Plymouth...a Chrysler-engineered product: good looking, low cost, built to be proud of for a long, long time.

PLYMOUTH...SOLID BEAUTY







## Plymouth...known by the economy it keeps

Plymouth has a fast-growing and well-earned reputation for economy. *Lasting* economy.

Plymouth's known for its unmatched Mobilgas Economy Run record over the past five years. Plymouth's known, too, for the solid economy and enduring life that begin with the tight, tough, welded Unibody—dipped seven times, sprayed six times to seal in strength and fight off rust.

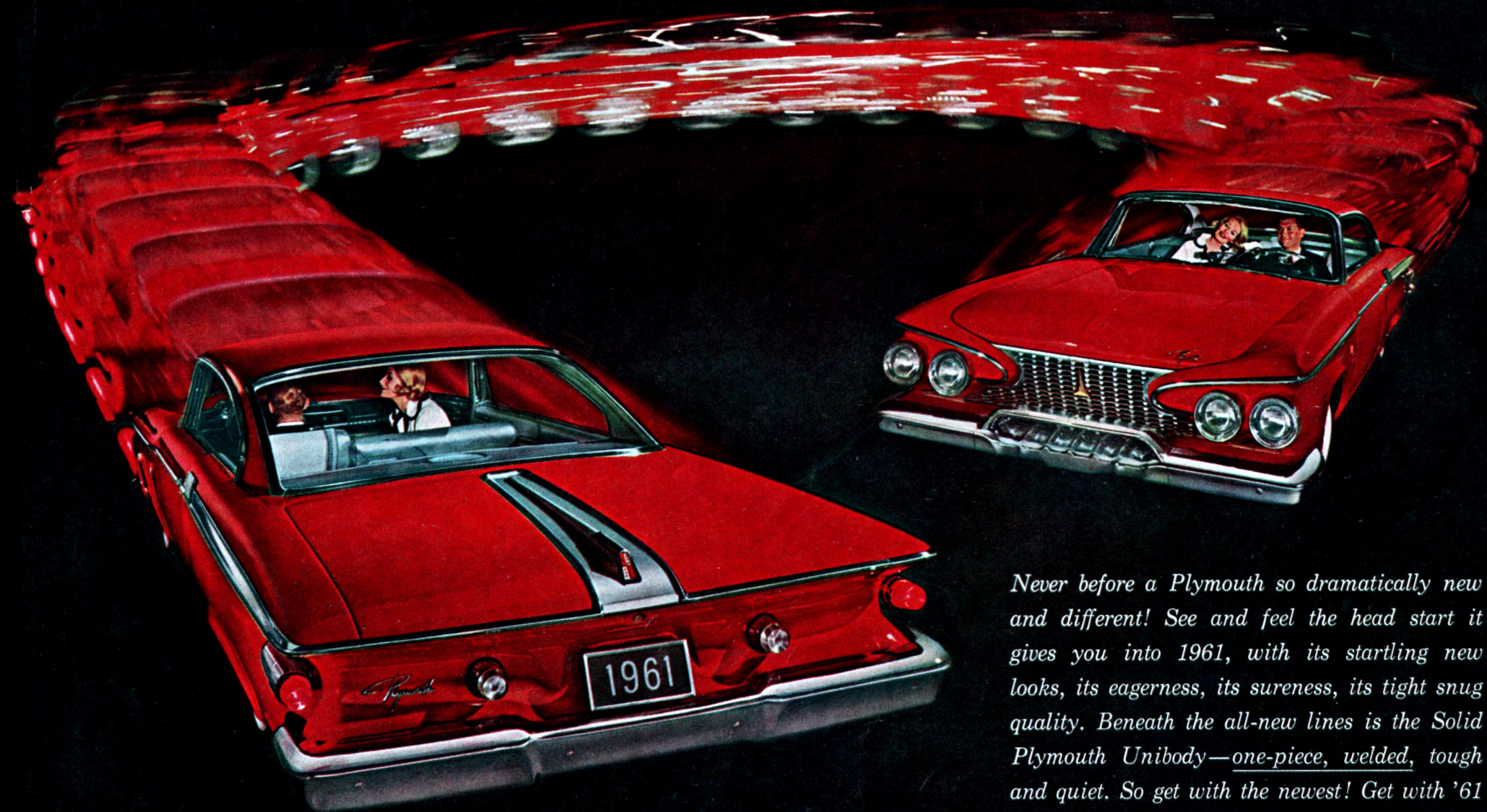
Yes, the years will show you how Plymouth *keeps* its economy, its value, its friends.

Plymouth, a Chrysler-engineered product: good looking, low cost, built to be proud of a *long* time.

**PLYMOUTH...SOLID BEAUTY**



*Announcing the most beautiful turn of the century! Plymouth for '61!*



*Never before a Plymouth so dramatically new and different! See and feel the head start it gives you into 1961, with its startling new looks, its eagerness, its sureness, its tight snug quality. Beneath the all-new lines is the Solid Plymouth Unibody—one-piece, welded, tough and quiet. So get with the newest! Get with '61 Plymouth—at your Plymouth dealer's now!*

## 61 PLYMOUTH...SOLID BEAUTY

*America's No. 1 low-price economy car...a Chrysler-engineered product*