



“It’s a rich man’s kind of car...but my kind of price!”

“I might be a rich man myself some day . . . but why wait! I feel like one right now in my new Plymouth! It has the luxury and features of cars costing thousands more. It *looks* like a rich man’s car, it *rides* like a rich man’s car. And it’s right in the low-price 3! No wonder they’re saying: there’s no catching Plymouth!”

- SILVER DART STYLING  
A long, low sweep of beauty
- TORSION-AIRE RIDE  
Luxurious big-car comfort
- GOLDEN COMMANDO V-8\*  
New, advanced engine design
- DIRECTIONAL STABILIZER FINS  
Safer travel on the nation’s highways
- PUSH-BUTTON TORQUEFLITE\*  
World’s smoothest, easiest driving  
\*optional at low extra cost



Star of the Forward Look

**Plymouth**...ahead for keeps!

Prestige · Performance · Personality

yours in the *Fury* by Plymouth



Only FURY offers you the all-important "three P's" of modern driving—in a unique blending of family car comfort and the exciting capabilities of a true competition car!

**PRESTIGE** comes naturally because, in your FURY, you are piloting neither a tough-talking "hot rod" nor an undersized "sports car," but a supreme combination of the best features of both.

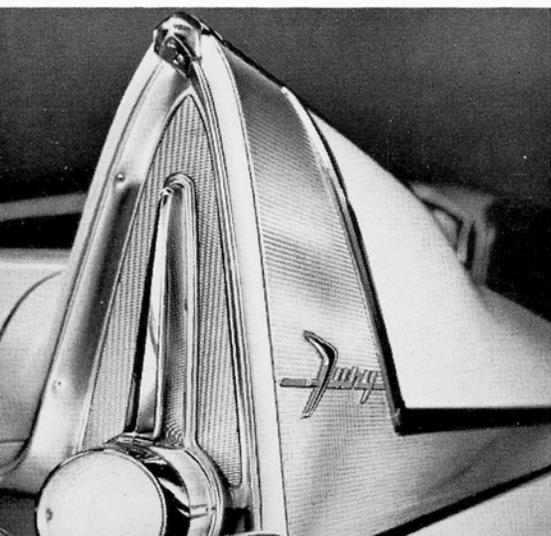
**PERFORMANCE** is assured by FURY's new *Golden Commando V-8\** engine: an utterly new design and a triumphant step forward in engineering . . . married to the

magnificent roadability of famed *Torsion-Aire* suspension. Nylon tires standard equipment. No other production model in the low-priced three has them!

**PERSONALITY** stands out in FURY's exclusive Buckskin Beige and Gold finish . . . with tasteful interiors designed for discriminating sportsmen . . . special trim . . . and, crowning all, the FURY insignia—one of the great names in American motoring! Take *your* FURY test drive today!

*\*Optional at low extra cost*

**FOR THE MAN WHO REALLY LOVES CARS**





*Announcing... the third limited edition of one of the world's great motor cars*

*Fury*  
by Plymouth



It's definitely not made for you if you're just looking for "basic transportation"... not this jewel in Buckskin Beige and Gold... the fabulous new FURY... a supreme car that actually outclasses even the FURY of other years!

If you know cars—you know that's hard to do! But study this gem of a famed sporting family! Introducing the new GOLDEN COMMANDO V-8 engine\*... 350 cubic inch, 10 to 1 compression, dual quads. This mill gives the greatest performance in Plymouth's history.

\*Optional, at low extra cost.

With famous Torsion-Aire Ride, featuring torsion bar front suspension, this new FURY really hugs the pavement, corners flat and stops level—without nose-dive. You don't just drive a FURY... you virtually wear it!

Don't wait until a magnificent new FURY pulls alongside of you at a stop light to look one over... let your Plymouth dealer show you the terrific things that happen when the builders of great motor cars set out to surpass themselves—and succeed!



*Star of the Forward Look... •Fury by Plymouth*



## ONLY FROM PLYMOUTH: THE BROADWAY LOOK AT A MAIN STREET PRICE

When you go to pick *your* beautiful new Plymouth, with all its glamour, you actually choose from *some of the lowest-price models in the low-price 3.*

But one thing is certain as you drive out in quiet pride... you're in command of a glorious combination of years-ahead beauty and ad-

vanced engineering features that no other car in Plymouth's field can match! In your magnificent new Plymouth, you own the big exclusive advantages that are making car history:

*Silver Dart Styling*, with sweeping, distinctively graceful *Stabilizer Fins* that make highway travel easier and safer. The revolutionary

floating ease of *Torsion-Aire Ride*...Plymouth's top luxury ride at not a penny extra cost. Safer, surer *Total-Contact Brakes*. And you get exactly the power you want—your choice of five exciting engine options... including the fabulous new *Golden Commando V-8*... created by a group of the world's finest power engineers.

There's *more* than getting "more for your money" in owning a Plymouth. Add to the dollars you save the proud knowledge that one of the world's greatest cars is yours. Don't settle for less. No matter what your budget is, there's a Plymouth to fit... as your Plymouth dealer will gladly prove to you... today!

*Plymouth Belvedere 2-door hardtop.*



Star of the Forward Look...

**Plymouth**

Announcing the car that's **AHEAD FOR KEEPS!**

Above all others in the world, the leader is most fiercely challenged. This is true in every endeavor; and in the automotive field, many have asked of Plymouth: "What can you possibly bring us that is finer?" The proud reply is here today. The builders of the most exciting cars on the road bring you an even greater new Plymouth . . . Star of the Forward Look . . . with many new and important features that will *keep* you years ahead!

- **SILVER DART STYLING** A long, low sweep of beauty!
  - **TORSION-AIRE RIDE** Luxurious big-car comfort!
  - **GOLDEN COMMANDO V-8\*** New, advanced engine design!
  - **DIRECTIONAL STABILIZER FINS** For safer travel on the nation's highways!
  - **PUSH-BUTTON TORQUEFLITE\*** World's smoothest . . . easiest driving!
  - **LUXURY-LINE INTERIORS** With beauty-blended fabrics!
- \*Optional at extra cost



There's no catching **Plymouth**

