

Plymouth proudly announces

SPORT *Fury* FOR '59

America's greatest sports-luxury car has now become a complete line at new low prices!

Now there are five separate and distinct Fury models . . . each a direct descendant of the car that proved that sports-car fire and town-car elegance can be combined in one automobile.

Here in whatever Fury you choose—magnificent Sport Fury 2-door hardtop or convertible . . . or Fury 2-door hardtop, 4-door hardtop or 4-door sedan—is everything you ever wished for in an automobile.

This year, you have the option of choosing the most exciting new engine in decades—the fantastically re-

sponsive New Golden Commando 395 . . . a blazing new V-8 mill that combines top horsepower with top torque for the kind of performance you once could find only in the costliest of custom jobs. What's more, this great engine can be had in any Plymouth made this year—even station wagons.

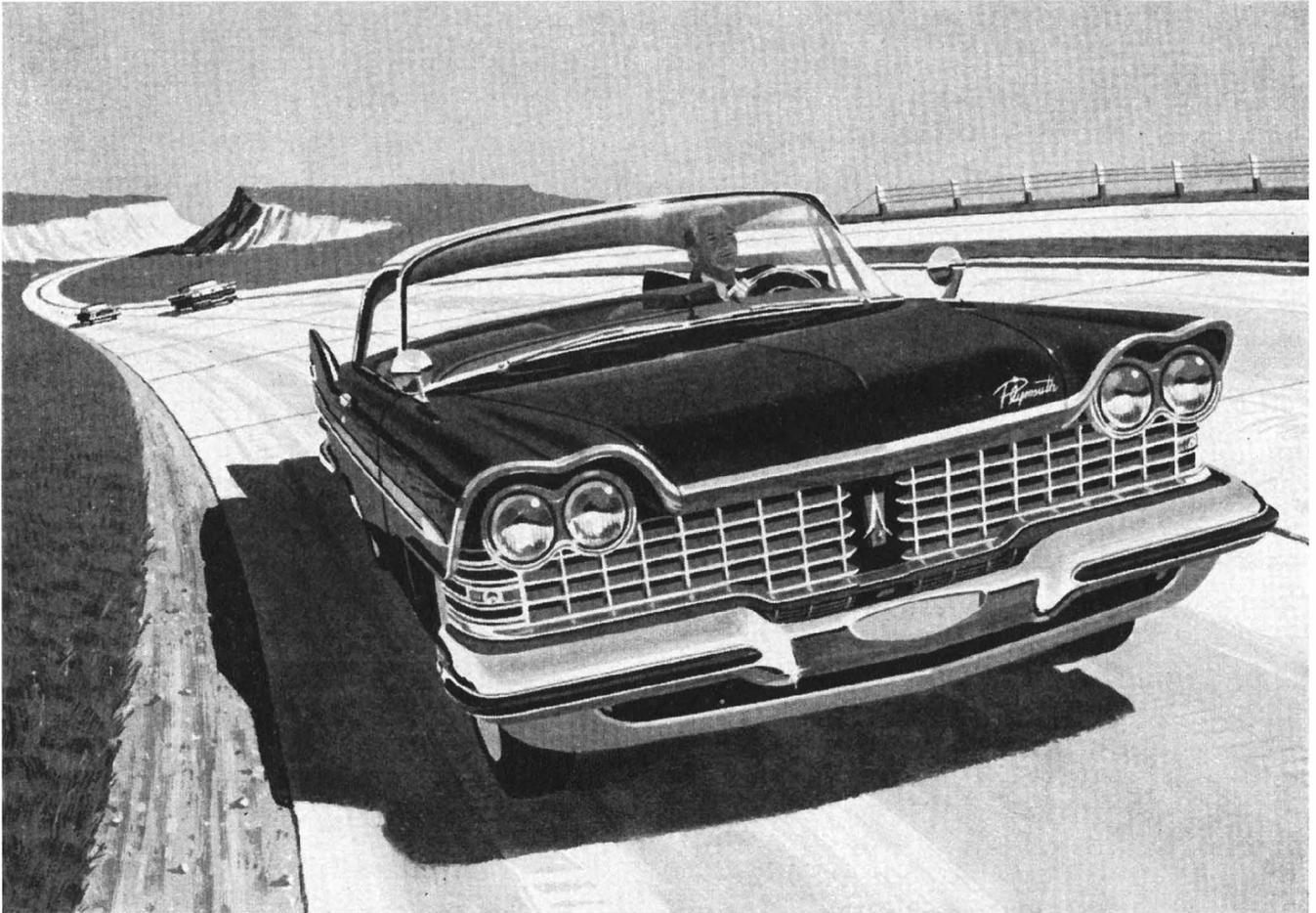
Look over the new Fury models now—and be sure you note the swivel front seat that's standard on all Sport Fury models . . . note, too, the luxurious Sport Deck . . . another standard feature on your Sport Fury (optional on all other Plymouth passenger cars). But whatever you do—drive this sweet-humming ball of beautiful fire. You'll never settle for less again!

Shown, Sport Fury 2-door hardtop and Sport Fury convertible. Photographed at the vast proving grounds of the Chrysler Corporation in Chelsea, Michigan.



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

'59 Plymouth

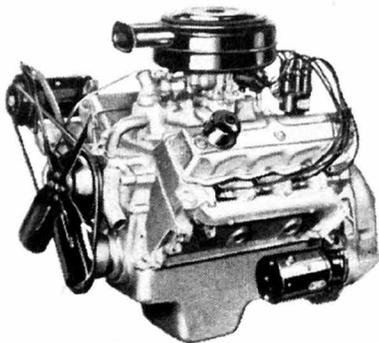


ONLY THE '59 PLYMOUTH GIVES YOU SPORTS CAR HANDLING, PROVED ECONOMY—AND PERFORMANCE, TOO!

You don't have to take our word for it! The experts—impartial automotive writers and editors—agree that in the low-price field, there's no car that *handles* like the '59 Plymouth! As MOTOR LIFE puts it: "... Great handling car... May even surpass some sports cars."

Don't take our word for Plymouth's *economy*, either. It has been thoroughly documented in tough competitions. Today's standard Plymouth V-8s save extra gas with new Fuel-Saver Choke plus new 3-stage carburetor.

As for Plymouth's *ride*, it's Torsion-Aire, yours at no extra cost. There's nothing to compare with it in the low-price field... for smoothness, for minimum of sway or roll, for level-keel cornering, for freedom from dive on stops. And Plymouth's extra roominess inside assures you of the sort of *comfort* you've never before associated with low-price cars! Why don't you ask your Plymouth dealer for the Two-Mile Try-Out that will prove to you what a big difference Plymouth's great engineering makes!



ECONOMICAL FURY V-800 DEVELOPS 230 HP

This is the biggest standard V-8 in the low-price field. A *repeat winner* in its class in the Mobilgas Economy Run, which is the only recognized competitive test for economy in America today. The Fury V-800 has a 318-cubic-inch displacement. Also available at small cost: 305-hp New Golden Commando 395, biggest V-8 in the field.

'59 Plymouth
today's best buy, tomorrow's best trade

NOW PLYMOUTH OFFERS THE BIGGEST V-8 IN ITS CLASS—AT A REDUCED PRICE!

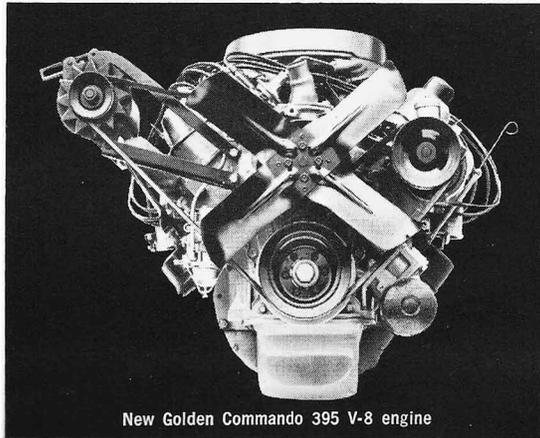
Meet the New Golden Commando 395—bigger and quicker than its 1958 counterpart—yet lower in price! You can get this giant 361 cubic inch engine with stick shift or new water-cooled 3-speed Push-Button TorqueFlite Drive.

Best news about the New Golden Commando 395 is, of course, that lower price. But there's plenty more to gladden your heart, too. For one thing, this special high-performance V-8 is no longer available only in selected models. You can even get it in the lowest priced Savoy Sedans and in Plymouth's popular station wagons too. For another, there's the astonishing new smoothness and cat-quickness of this engine.

It's one of the most responsive power plants for its size ever developed, because it's got the highest torque per cubic inch of any engine built by Chrysler—395 ft. lbs. at 3000 RPM!

Bore of the New Golden Com-

mando 395 is 4.12 inches; stroke 3.38 inches; compression ratio 10 to 1. Maximum horsepower is 305 at 4600 RPM.



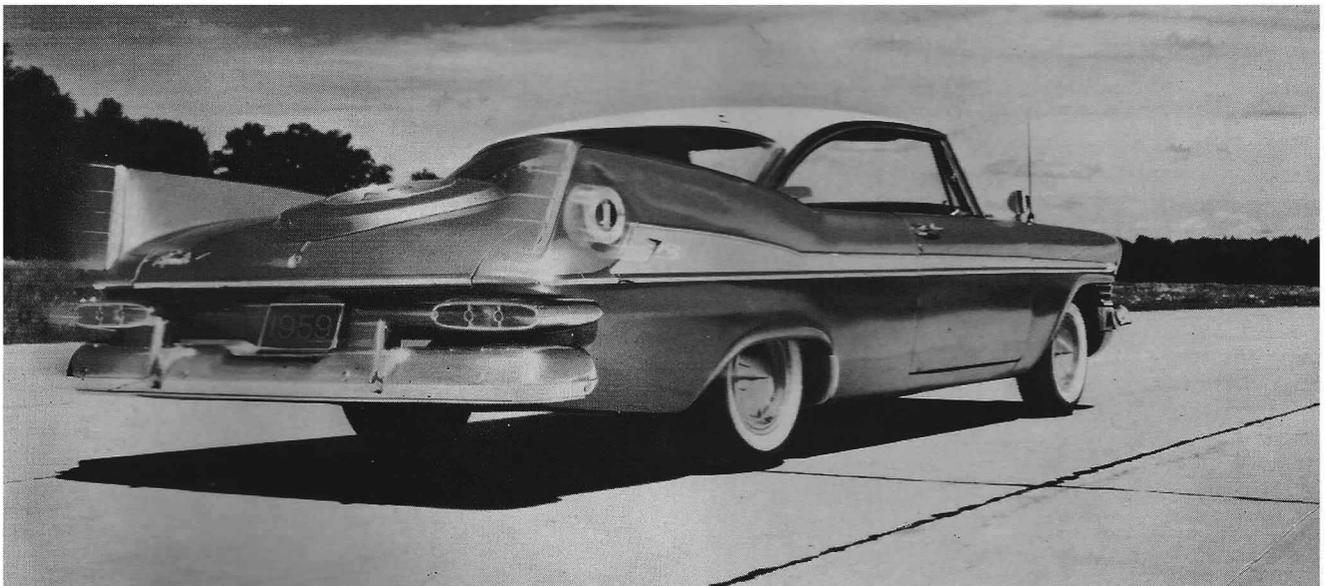
New Golden Commando 395 V-8 engine

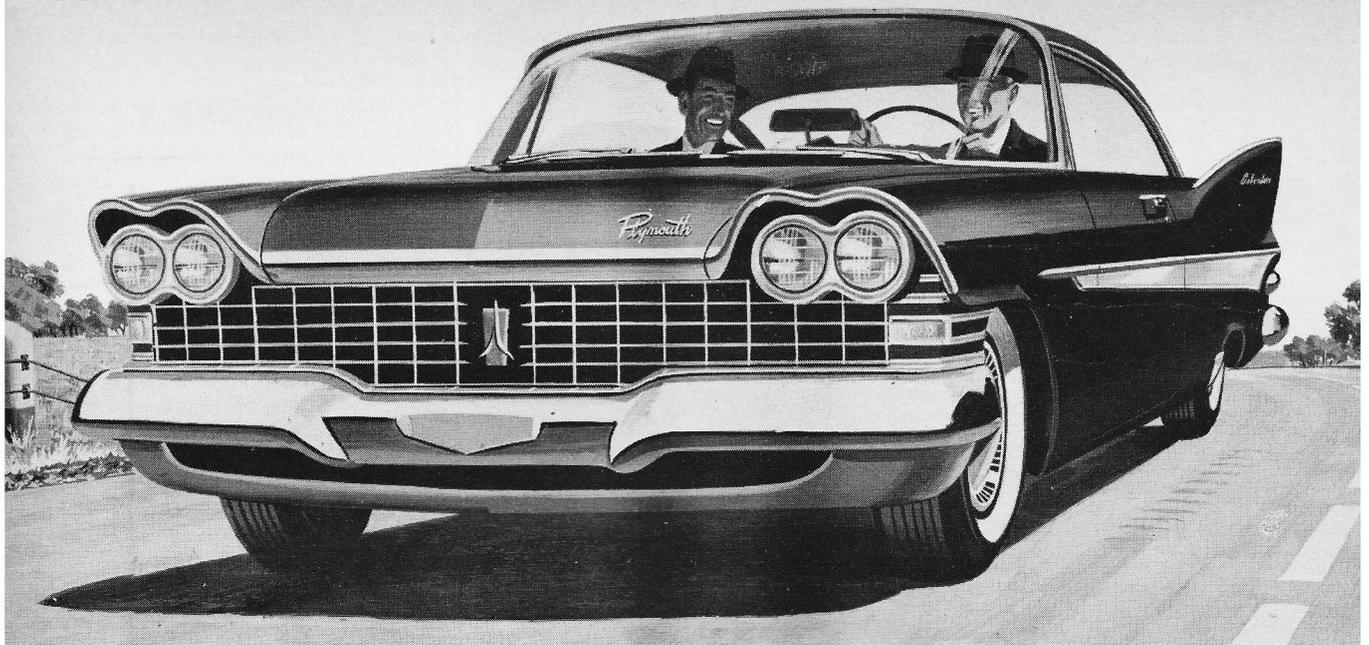
There's a special high-performance camshaft, 4-barrel carburetor, low-restriction dual exhaust system, positive pressure lubrication system and all the other features you expect in a top-notch, specially-engineered power plant from Chrysler Corporation. See your Plymouth dealer and test-drive the New Golden Commando 395 in one of his sleek, sure-footed new Plymouths with famous Torsion-Aire Ride, Total-Contact Brakes, Swivel Seats*, glamorous Sport Deck*, and all of the other advanced features Plymouth offers you for 1959.

* Optional, low extra cost.

TODAY'S BEST BUY... TOMORROW'S BEST TRADE...

Plymouth





THERE'S A BIG DIFFERENCE IN PERFORMANCE TODAY

and Plymouth's got it!...let these experts tell you how!

"MAY PROVE TO BE THE ONLY '59 CAR WHICH HAS ACTUALLY IMPROVED PERFORMANCE... BEST CAR OF THE LOW-PRICED 3... A GREAT PERFORMANCE CAR... I DROVE THIS PLYMOUTH FLAT-OUT... AND THERE WASN'T THE SLIGHTEST SIGN OF OVERHEATING OR BREAKDOWN."

Tom McCahill, Mechanix Illustrated.

"... PROBABLY THE HOTTEST OF THE STANDARD PASSENGER SEDANS... TO BE FULLY APPRECIATED, MUST BE DRIVEN... QUICKEST CAR ON THE

And these are only a few of the raves! See your Plymouth dealer for FREE "Experts Folder" with more enthusiastic quotes. See and try the optional *New Golden Commando 395 V-8*... biggest engine in the low-price field. Discover *all* the news about the **BIG DIFFERENCE IN PERFORMANCE** among low-price cars for 1959!

ROAD IN FURY FORM WITH THE BIG ENGINE... GREAT HANDLING... MAY EVEN SURPASS SOME SPORTS CARS..." *Motor Life.*

"IT'S QUITE A PACKAGE... CORNERING QUALITIES... DESERVE AN 'EXCELLENT' RATING WHEN COMPARED TO ANYTHING OTHER THAN A FULL-FLEDGED SPORTS CAR."

Ray Brock, Hot Rod Magazine.

"THIS YEAR'S 'HOT ONE' MAY BE THE 1959 PLYMOUTH."

Arthur R. Railton, Popular Mechanics.

So much the same in price... so different on the road...

Plymouth

ONE OF THE WORLD'S GREAT ROAD CARS IS INVITING YOU TO COME FOR A TRIAL RUN

It's the only production car of its type in the entire low-price field—the Plymouth Sport Fury '59.

Foreign engineers have marveled at its Torsion-Aire suspension system: a remarkable teaming of torsion bars up front with asymmetrical leaf springs to the rear. It has run with some of the best of the European sports cars on mountain roads in Italy. Tested against a famed Gran Turismo car (priced above \$7000) on our own western mountains, FURY performance caused a famed automotive magazine editor to write that *he'd take the Plymouth!*

Yet Plymouth serves beautifully as a family car as well. That's because it's built with true American functionalism

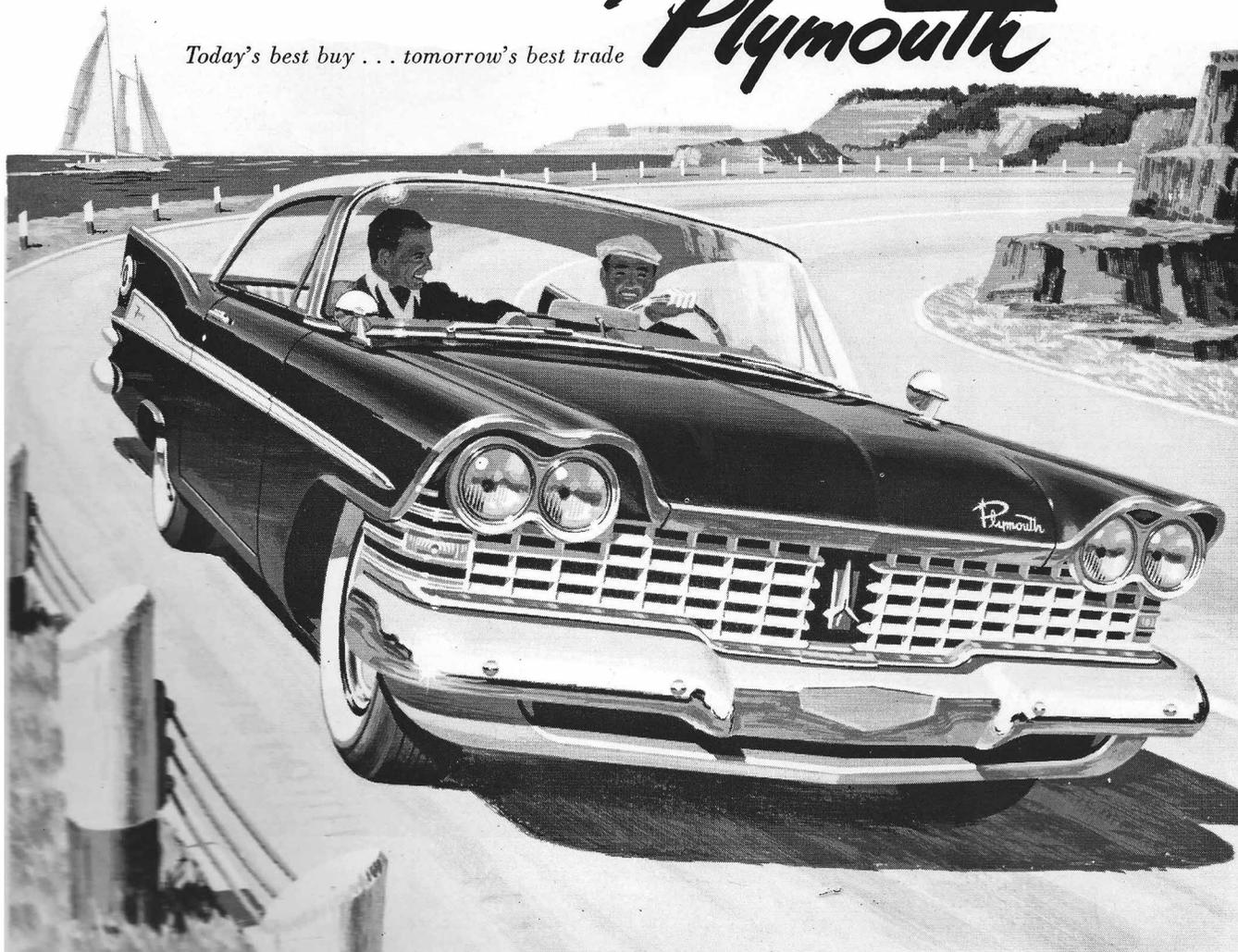
in mind. Most fellows don't own two cars. They need roomy luxury for family travel and ample luggage space for long runs over American distances.

But they still want hustle. That's what Plymouth is built for. Its cornering is incredibly flat and sure-footed. It digs out without squat and stops short without nose-dive. It is unmatched in the field for sheer road performance, as a trial run will swiftly show you, *today*. Come along!

POWER FOR YOUR PLYMOUTH? *You pick that from Plymouth options. For genuine tops in go, try the New Golden Commando 395, biggest V-8 engine in its field.*

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

Plymouth





GOOD TASTE IS NEVER EXTREME

Certain people seem naturally to have it. Certain things, as well—that sense of rightness we call good taste. You recognize it at once when it is there.

It is there in the '59 Plymouth, in the look, the lines of a car deliberately designed with flair, and with restraint. For good

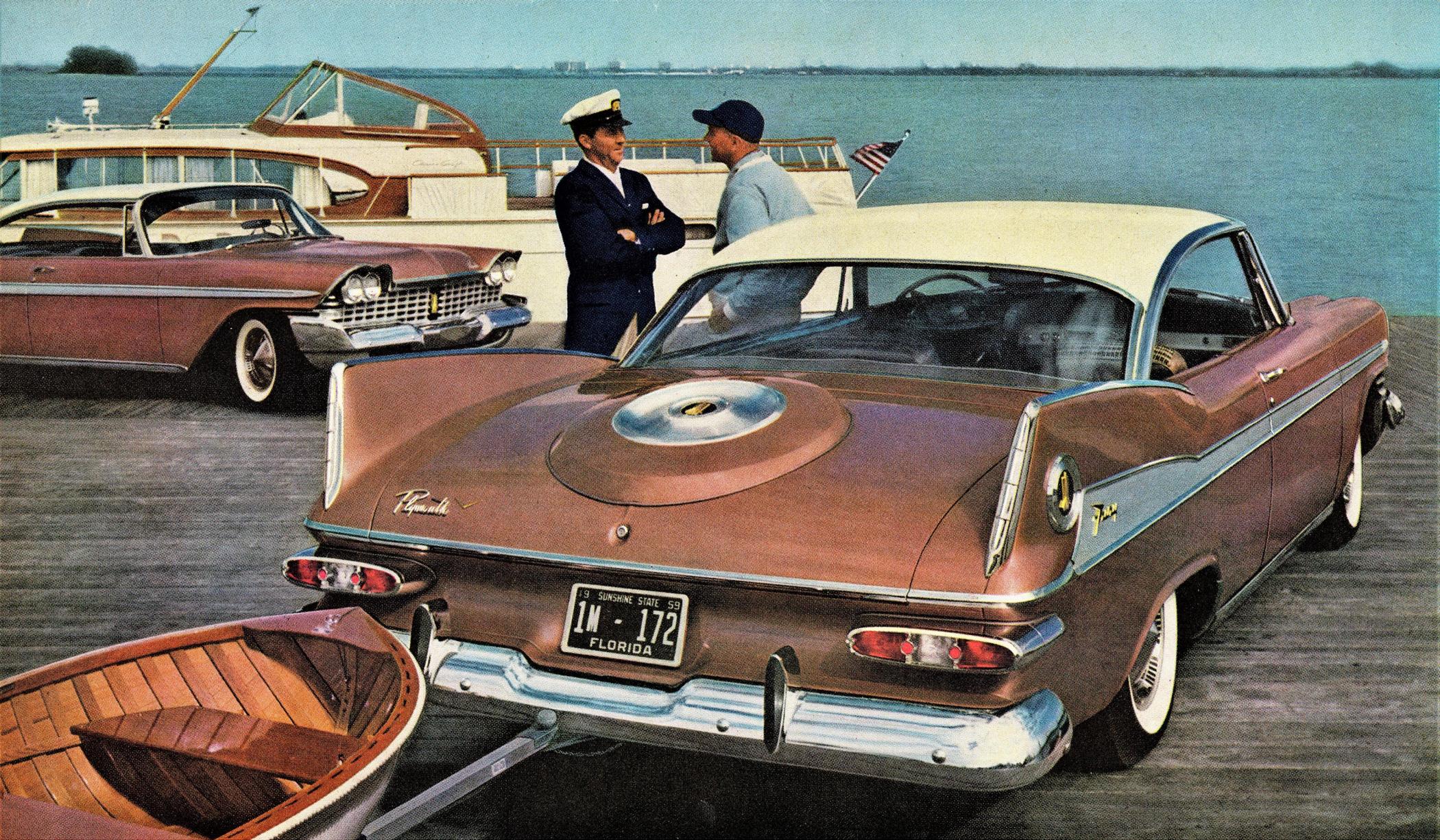
taste is neither stodgy nor bizarre. It is not conspicuous. Nor is it anonymous. It does stand out, yes—but handsomely.

This year, so many people of good taste are responding to the car fashioned most particularly for them. This year Plymouth was fashioned for you.



Plymouth

today's best buy, tomorrow's best trade



Photographed at Jordan Marsh Yacht Landing, Miami, Florida

Plymouth Division of Chrysler Corporation

THEIR BOATS ARE DIFFERENT, BUT THEY BOTH DRIVE PLYMOUTHS

One man owns an outboard, the other owns a cruiser. They are equally proud of their identical '59 Plymouths, for Plymouth offers nearly everything *anyone* could want.

Here's a low-price car that gives a lap-of-luxury ride: Tor-sion-Aire, at no additional cost. Alone in its class, Plymouth offers outstanding optional advances like Swivel Seats, Push-

Button Driving and rear Sport Deck. Its styling is clean and in good taste. And Plymouth economy is indisputable.

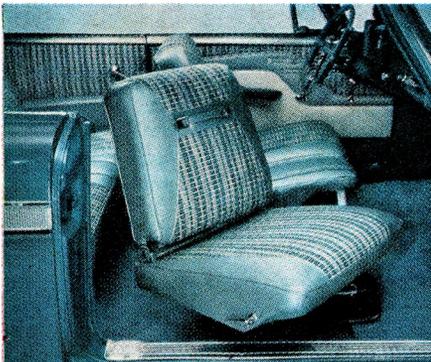
In America's recognized competitive test for gasoline economy, the Mobilgas Economy Run, Plymouth won its class with 21.15 miles per gallon. Why not get aboard Plymouth at *your* dealer's soon?

Plymouth

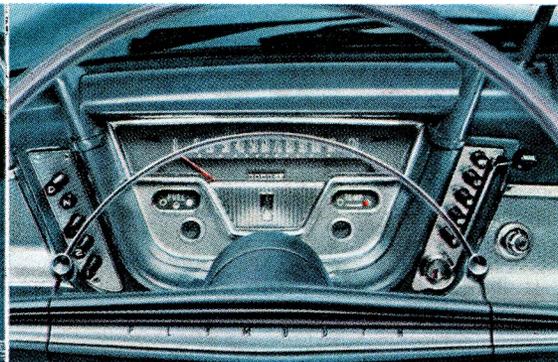
to be fully appreciated, must be driven

JUST LOOK AT THE PLYMOUTH FEATURES THE OTHER LOW-PRICE CARS DON'T HAVE...YET!

SWIVEL FRONT SEATS (standard on Sport Fury models) make entrance and exit easier. Armrest pulls down between seats when two ride in front.



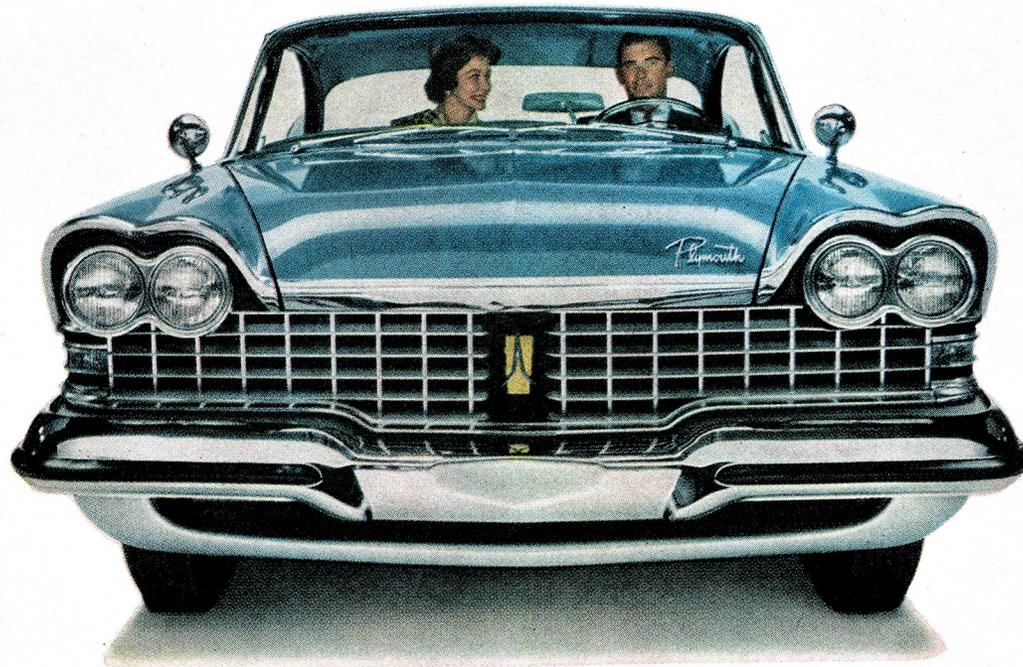
PUSH-BUTTON CONTROL CENTER groups controls in easy reach. Pushbuttons on left of wheel control automatic shift*. On right of the wheel: Push-Button Heater and Defroster*.



REAR SPORT DECK (standard on Sport Fury models) is one of the features that give the low-price Plymouth such a high-price look. No car is so refreshingly youthful — nor runs so nimbly!

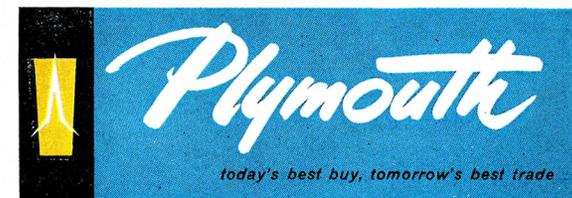


MIRROR-MATIC rear-view mirror* eases tensions of night-time driving by electronically dimming glare from headlights of cars behind.

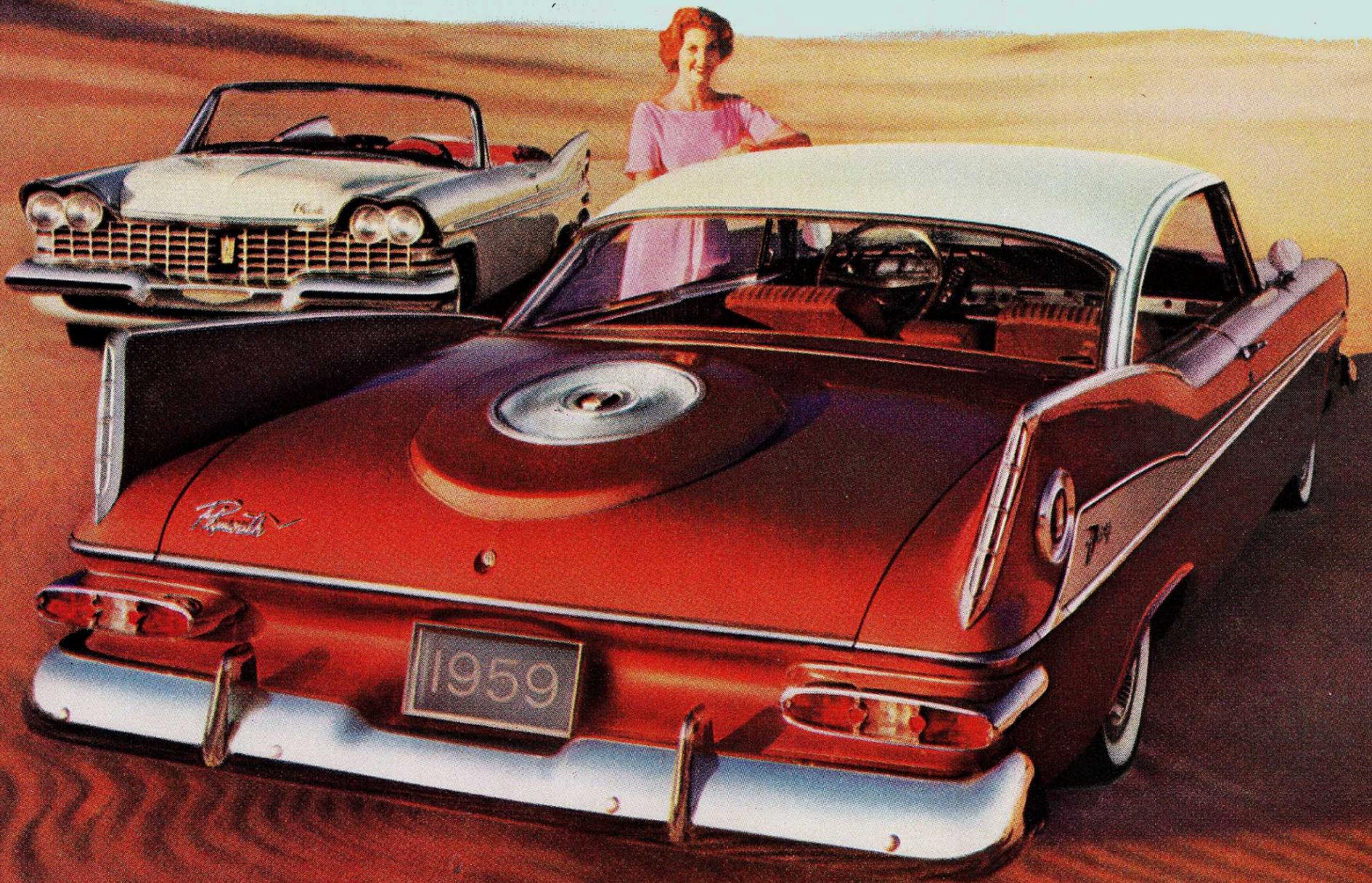


These are only a few of the many new convenience, safety and performance features you'll find on the '59 Plymouth. Don't look for them on any other low-price car . . . *only Plymouth offers them.* Before you buy *any* '59 car, see Plymouth. It's exactly what you've always wanted! Let your Plymouth dealer prove it—soon.

*Optional at low extra cost.



IF IT'S NEW, PLYMOUTH'S GOT IT!



NEW SPORT DECK standard on SPORT FURY models shown above . . . available at slight extra cost in every Plymouth price range. *Optional, extra cost.

ANNOUNCING THE '59 PLYMOUTH Brings you new beauty, new features, and new FURY models at a new low price! Plus a new standard of performance with the New Golden Commando 395 Engine*!

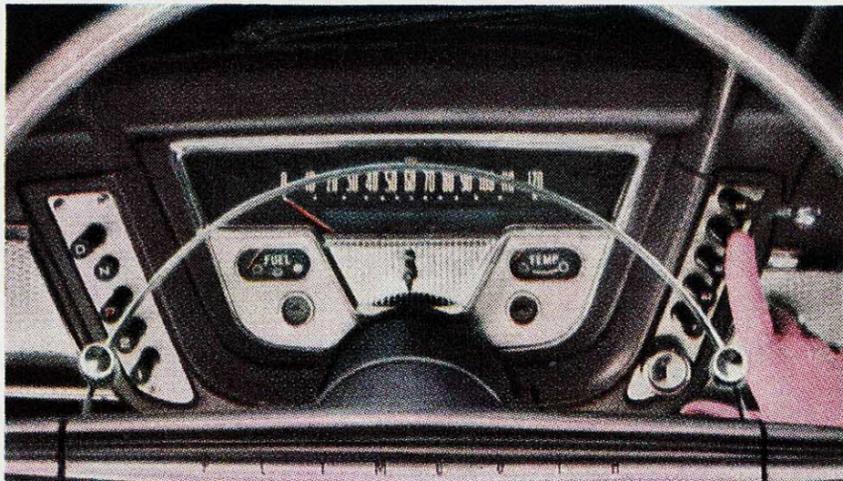
At Plymouth dealers now: Today's best buy...tomorrow's best trade!

'59 Plymouth

YOU ENJOY NEW SWIVEL SEATS that make '59 Plymouth Sport Fury the easiest car to get in and out of. Front seats swing smoothly with you as you enter or leave. New Plymouth exclusive in the low-price field!

YOU GET INSTANT HEAT at finger-tip touch with new Push-Button Heating and Ventilating Controls*. No waiting for warmth on frosty mornings in '59 Plymouth! Teams with Plymouth's magic Push-Button Drive*. All buttons conveniently grouped in an impressive new Master Control Center handy to your reach.

YOU AVOID GLARE as new electronic Mirror-Matic rear-view mirror* automatically dims headlight dazzle from cars behind. A great new safety advance.





For '59...only Plymouth wagons give you so many luxury features...and low price, too!

Station wagons have reached an all-time peak in popularity, and the credit is largely Plymouth's. For no other wagon offers so much room, so many features at such low

prices. *This* year you get a choice of 10 great new wagons. You get all these Plymouth "firsts"—and more: Push-Button PowerFlite* or TorqueFlite* . . . easy-entry Swivel

Seats* . . . safer Total-Contact Brakes . . . new electronic Mirror-Matic Mirror* to end dangerous glare . . . new Automatic Beam Changer*. Take a test drive today!

*at low extra cost

IF IT'S NEW, PLYMOUTH'S GOT IT!

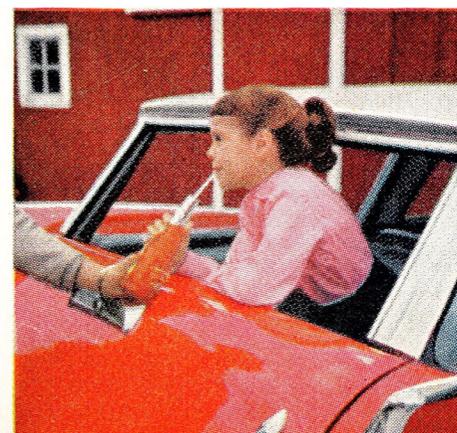
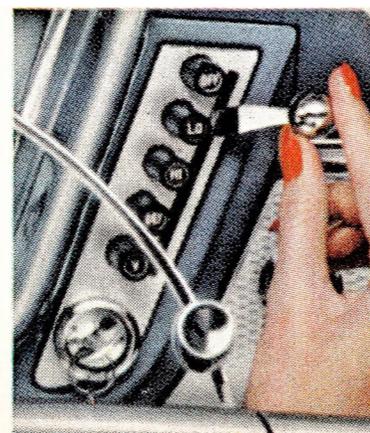
REAR-FACING THIRD SEAT. The famous Plymouth first that lets third-seat passengers in or out without squirming past second seat. Big, comfortable—with room for 3 adults.

BIGGEST OF THE LOW-PRICE FIELD. You get the most cargo space, most passenger room. Second and third seats fold flush with floor, giving you a level 10-foot deck.

PUSH BUTTONS control heat, defrosting and ventilation. New Instant Heater* warms in 30 seconds.

DISAPPEARING REAR WINDOW rolls up or down at touch of button. Electrically operated from driver's seat or from rear.

NEW CONSTANT LEVEL* TORSION-AIRE RIDE keeps you on an even keel no matter how heavy the load. Or choose Torsion-Aire Ride at no extra cost.



'59
Plymouth
today's best buy...tomorrow's best trade



FULL OF FURY AND EAGER TO RUN!

They're off! And this sleek, sure-footed Plymouth Sport Fury steps ahead and *stays* ahead. With its New Golden Commando 395*, biggest V-8 in the low-price field, it gives you instant response without the least bit of strain — all the "horses" you could want for modern driving.

Plymouth "go" is only the beginning. For this well-muscled

beauty handles with sports-car ease, too! A light touch with your toe gives you quick action; a light touch on the wheel keeps you in complete control. And there are many features that make Plymouth a runaway winner in the low-price class. See your Plymouth dealer now. You'll learn why the smart money's riding on Plymouth for '59. *available at extra cost



Plymouth

to be fully appreciated, must be driven