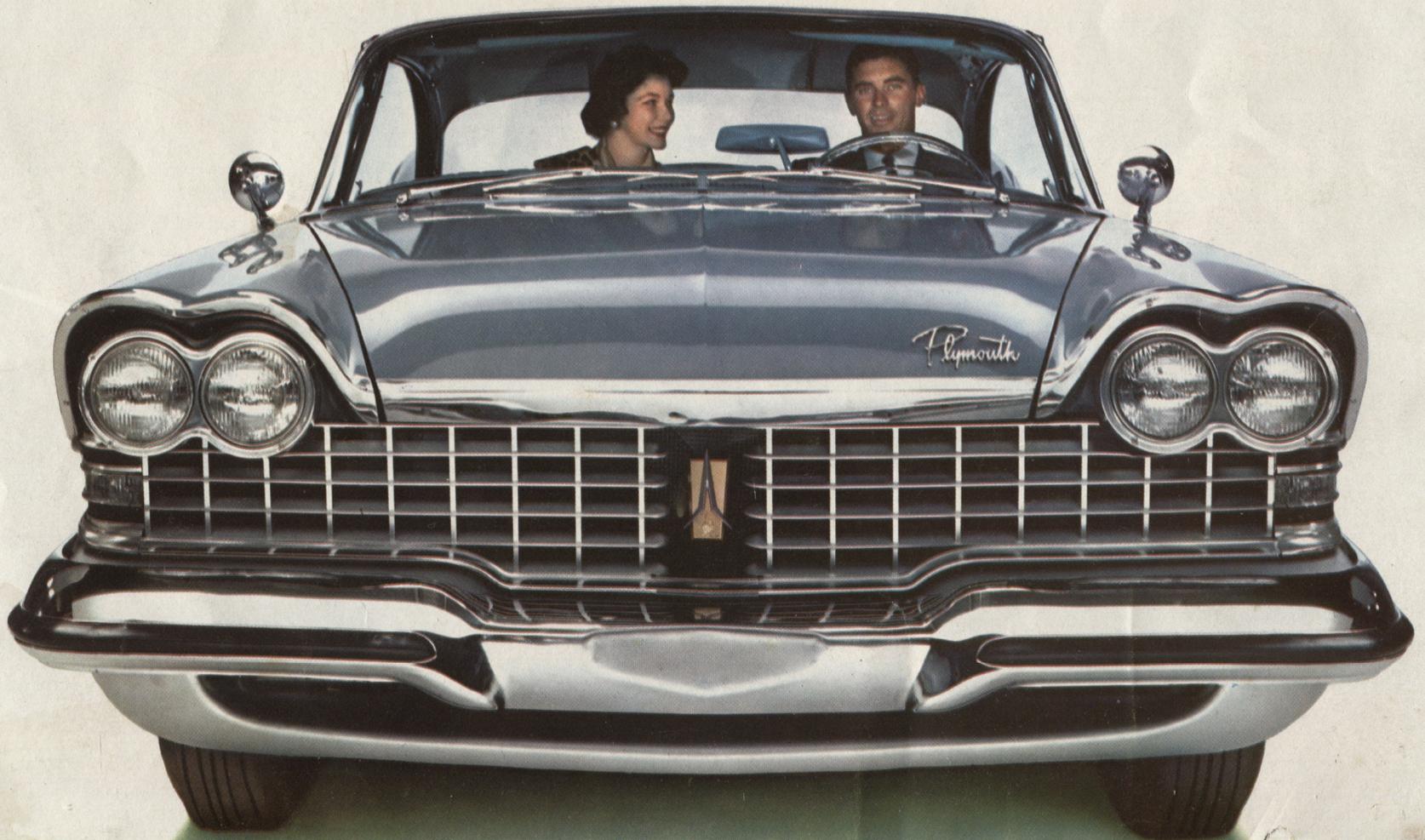
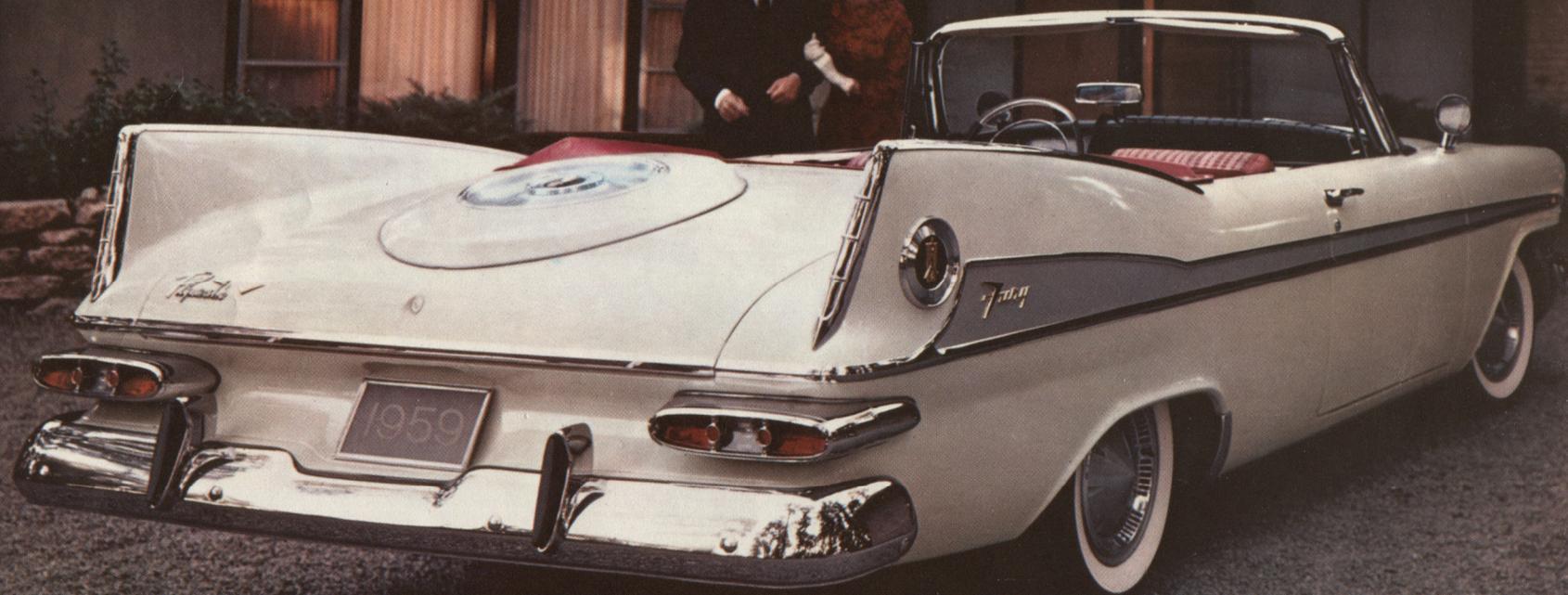


Look what **exciting** things
have happened to **Plymouth**
since you bought yours!





PICTURE THIS BEAUTY IN YOUR DRIVEWAY—the '59 Plymouth Sport Fury Convertible!

Now you can choose from *FIVE* new Fury models

ALL AT NEW LOW FURY PRICES!



Sport Fury Convertible, V-8



Sport Fury V-8 2-door Hardtop



Fury 4-door Sedan, V-8



Fury 4-door Hardtop, V-8



Fury 2-door Hardtop, V-8

There's a big difference in Plymouth this year. And it shows not only in the new lower-priced Fury models, but in the entire Plymouth line. Plymouth has the big difference in styling . . . in features . . . in ride . . . and in performance, too. Yet you don't *pay* for this big difference, because model for model, Plymouth prices are comparable with the other two top-selling low-price cars. That's why many a man who used to be content just *admiring* the famed Plymouth Fury is now being admired in his own. It makes *sense* to get this car with the big difference—especially, when Plymouth has made ownership easier by introducing *five* new models, at new low prices! Take a "Two-Mile Try-Out" in a Fury model, or *any* Plymouth model. You'll find it *proves* the big difference—and shows you how proud you feel to own, and drive a Plymouth!

ALL THESE FEATURES ARE STANDARD ON SPORT FURY MODELS

New Swivel Front Seats—New Rear Sport Deck—Star-View Windshield—Aluminum side trim insert—Stone shields rear quarter panel—Wheel covers—Safety padded instrument panel—Front and rear carpeting—Rear arm rests—Rear ash receiver—Electric clock—Cigar lighter—Fury V-800 engine with Super-Pak—Dual exhausts—Replaceable-element oil filter—Dual side trim mouldings—Chrome garnish mouldings—Deck lid moulding—Rear foam seat cushion—Glove box lock—Rear quarter pocket lamp—Luggage compartment side liners—Owner's name-plate on glove box door.

Look at all
 the bright new
ideas Plymouth
 has come up
 with since you
 bought yours!



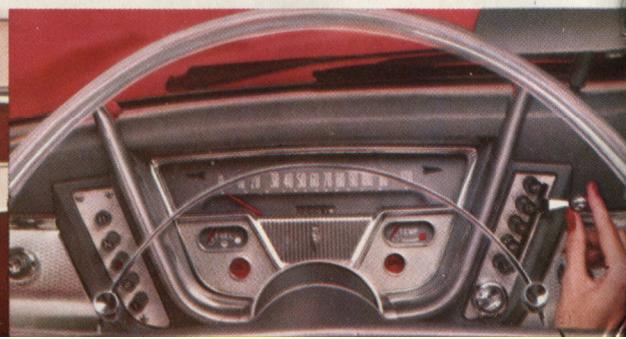
NEW SWIVEL SEATS! Open either front door, swivel the seat out with a finger touch, then sit down and swivel inside. There's a comfortable center arm rest you can pull down when two are riding in front, or push up to

accommodate three. Only Plymouth in its field offers the luxury of Swivel Seats—standard on Sport Fury models, available at low extra cost on several others. Just one part of Plymouth's big difference in features.

NEW MIRROR-MATIC rear-view mirror* electronically dims the dazzle of headlights behind you. Makes a big difference in night-time driving. Also available for '59: an optional new Automatic Beam Changer that courteously dims your headlights.

YOU'LL LIKE THE NEW LOOK OF LUXURY and distinctiveness this beautiful rear *Sport Deck* gives '59 Plymouth. It's standard on Sport Fury models, available at very slight extra cost in every Plymouth price range. A real touch of big-car elegance!

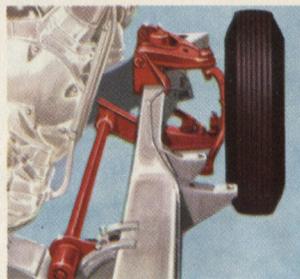
PUSHBUTTONS MAKE A BIG DIFFERENCE! And Plymouth's still the only car in its field to offer them. New: on the right, pushbuttons for instant heat, defrosting, ventilation*. On the left, pushbuttons to control Plymouth's TorqueFlite Drive.*





Here's why today's Plymouth is the finest riding car of them all!

BIGGEST REASON is Plymouth's famous no-extra-cost Torsion-Aire suspension—a system that combines torsion bars up front with out-board leaf springs and Oriflow shock absorbers in the rear. This suspension produces a ride that's not only *smooth*, but so well stabilized you'd think you were handling a sport car! No other car in Plymouth's class offers Torsion-Aire. It's the finest ride of them all. One more part of the Plymouth big difference that you don't pay anything extra to get.



IF YOU PREFER, you can have '59 Plymouth's new *Constant Level Torsion-Aire* suspension system on any model you choose. This optional system, available at moderate extra cost, employs air bellows along *with* rear leaf springs to keep your car automatically leveled regardless of the load you carry or the road you travel.

TOTAL-CONTACT BRAKES are another exclusive no-extra-cost feature with Plymouth in its field. They make a big difference. You feel safer on the road just knowing you have these brakes. For they have *two* cylinders in each front brake, instead of one. Pressure is evenly distributed over the entire braking surface, so that you stop smoother, and linings last up to 30% longer.



SNOW AND MUD WON'T BOTHER YOU a bit if you have Plymouth's optional Sure-Grip Differential on the job. This special differential automatically channels power to the wheel that has traction, instead of the wheel that's *lost* it. Available at extra cost on all Plymouth models.

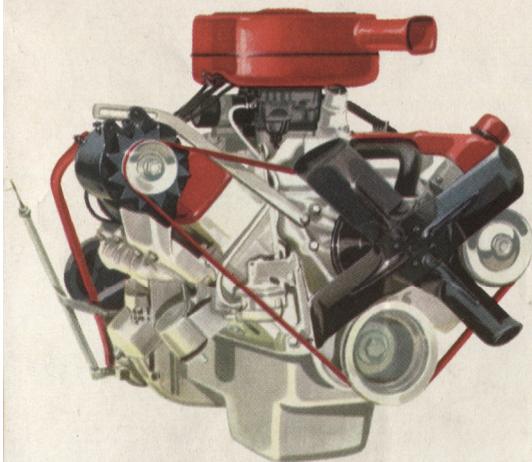
**optional at low extra cost*

WONDERING ABOUT PERFORMANCE?

Plymouth's got the biggest V'8s in its class!

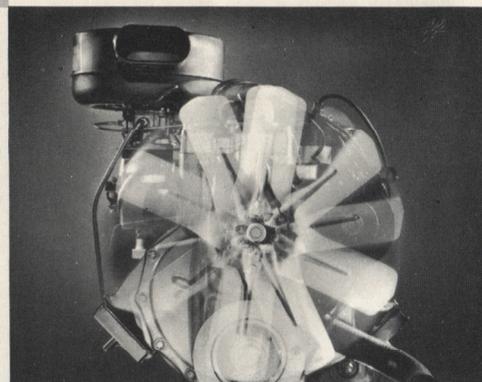


YOU DON'T HAVE TO BE A HOT-RODDER to appreciate having extra power to tame tough hills, or give you safe passage around long trailers on the highway. And Plymouth certainly *offers* you that extra power, today, in every one of its three big V-8s. The standard Fury V-800 engine develops 230 h.p. and uses regular gasoline. The Fury V-800 with Super-Pak gives you 260 h.p. Yet with this big difference in power, these '59 Plymouth engines are thrifter than ever with gas. New features such as the 3-stage carburetor, fuel-saver choke, and new-type manifolding help you get more miles out of every gallon you buy.

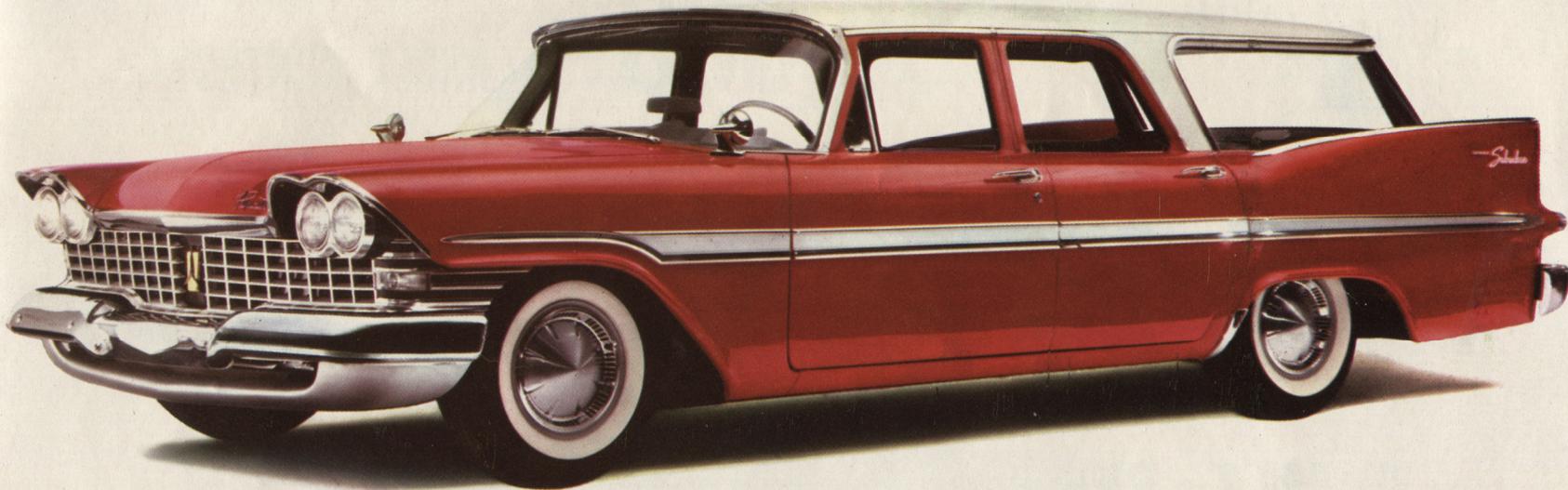


*Here's the most advanced V-8 in any car—
'59 Plymouth's New Golden Commando 395*

You'll be glad to know that this new optional V-8 with 305 h.p. actually costs *less* than its famous predecessor. The new Golden Commando 395 has a 10 to 1 compression ratio, high-performance camshaft, low-restriction dual exhaust system—all the features that add up to top-notch performance. You can get this big 361 cubic-inch V-8 with either a stick shift or 3-speed PushButton TorqueFlite Automatic Drive. If you're after a *really* big difference in performance, this is for you!



PREFER A RUGGED, ECONOMICAL SIX? Then this 132 h.p. Plymouth PowerFlow Six is just the engine for you. Dependability is its middle name. And your Plymouth dealer will be glad to demonstrate all the reasons why.



Look how Plymouth wagons have grown in size, value and popularity!

It's no exaggeration to say that Plymouth offers the biggest, most advanced wagons in its field. That's why you've been seeing more and more of them on the streets. Most people know, for example, that Plymouth led the way in increasing wagon size, with its big 122-inch wheelbase, allowing over 100 cubic feet of cargo space. They know, too, that Plymouth pioneered such

features as the rear-facing third seat, the disappearing tailgate window, the locked "secret" luggage compartment, and space-saving tire-storage in the right rear fender of 9-passenger models. Now, '59 Plymouth even offers Swivel Front Seats as an optional feature on the new Sport Suburban model. These are just a few of the ways Plymouth wagons give you the big difference!

THERE'S PLENTY OF ROOM for three big passengers on Plymouth's rear-facing third seat. And when it's not in use, you can fold it flat into the cargo deck, completely out of the way. "Back steps" allow easy entrance and exit.

HOW'S THIS FOR CARGO SPACE? Thanks to Plymouth's big 122-inch wheelbase, there's over 100 cubic feet of load-carrying capacity here. And you can use every bit of it, without hampering the smoothness of Plymouth's Torsion-Aire Ride!



JUST PHONE FOR A PLYMOUTH "TWO-MILE TRY-OUT RIDE"

Nothing would be easier . . . or more eye-opening. Just look in the Yellow Pages of your Telephone Directory for the nearest Plymouth dealer. Call and tell him what time you'd like to take a Plymouth "Two-Mile Try-Out." He'll be over to pick you up . . . and *prove* Plymouth's big difference!

The policy of Plymouth Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.

Find Your
Nearest Dealer
In The
Yellow Pages



ENTER PLYMOUTH'S

\$50,000⁰⁰

FAMILY FUN
JINGLE CONTEST!

Try your skill in this special competition restricted to a selected list of people receiving Plymouth contest mailings.



WIN a Plymouth for you, and your youngsters, too!

Grand Prize winners get their choice of a brand new 1959 Plymouth Sport Fury hardtop, or Plymouth Sport Suburban model . . . and their youngsters get a new Plymouth Fury Jr.

10 GRAND PRIZES:

EACH CONSISTS OF THE FOLLOWING: (1) YOUR CHOICE OF A '59 PLYMOUTH SPORT FURY 2-DOOR HARDTOP OR A '59 PLYMOUTH SPORT SUBURBAN; (2) A NEW '59 PLYMOUTH FURY JR. FOR THE YOUNGSTERS.

150 RUNNER-UP PRIZES:

Each is a MOTOROLA POCKET RADIO. New 8-transistor model. Extra-large Golden Voice speaker. Vernier tuning. Most sensitive reception of any radio its size.



OFFICIAL PLYMOUTH FAMILY FUN JINGLE CONTEST RULES

- Contest is open only to addressees of Plymouth Family Fun Jingle Contest mailings, or their spouses. Official contest entry blank included in mailing must be used. Addressee or spouse may submit as many entry blanks as he/she receives.
- Print your name, address, city and state in the specific lines on the entry blank, and sign your name indicating agreement to the contest rules.
- Write a last line for the jingle printed on the official entry blank.
- Take your entry blank to any authorized Plymouth dealership. Your entry will not be considered unless the dealer or any of his designated employees validates the bottom portion of the official entry blank and retains the stub.
- Mail entry blank to: PLYMOUTH FAMILY FUN JINGLE CONTEST, P. O. BOX 1210, CHICAGO 77, ILLINOIS. To be eligible for judging, entries must be postmarked before midnight March 22, 1959, and received no later than March 31, 1959.
- Prizes will be awarded on the basis of originality, aptness and clarity of thought by the R. L. Polk Company, an independent judging organization. Judges decisions are final and duplicate prizes will be awarded in case of a tie. All entries, contents and ideas therein become the property of Plymouth Division, Chrysler Corporation, to be used as it sees fit, and none will be returned.
- Each of the top ten (10) contest winners will receive their choice of a 1959 Plymouth Sport Fury Two-Door Hardtop, or a 1959 Plymouth 9-passenger Sport Suburban. In addition, each of these same top ten (10) winners will receive a 1959 model power-driven Fury Junior. The next 150 winners will receive a Motorola portable transistor radio.
- Accessories, colors and optional equipment for the above mentioned Hardtops and Suburbans will be determined by the Plymouth Division of Chrysler Corporation, whose decision will be final.
- Any of the top ten (10) winners, who has purchased a 1959 model Plymouth from an authorized Plymouth dealer during the period of this contest (January 15, 1959 to March 22, 1959 inclusive), before he/she wins a Plymouth car, will receive, instead of another new Plymouth, an immediate final cash award amounting to the full factory retail value of the car he/she purchased.
- Contestants hereby release Chrysler Corporation, its subsidiaries and affiliated companies, its dealers and its advertising agencies, and the R. L. Polk Company, from any and all claims or damages arising from or in any way connected with or resulting from their participation in this contest.
- Entrants must be residents of the continental United States or Alaska, and must be 21 years of age or older. Employees and their spouses of Chrysler Corporation, its subsidiaries or affiliated companies, its dealers, and its advertising agencies, and the R. L. Polk Company will not be eligible to enter this contest.
- Each entry must be the original work of the contestant, filled out by contestant in his/her own name and must be signed in the space provided.
- All winners will be notified personally or by mail. List of winners will be sent after close of the contest upon request, accompanied by stamped self-addressed envelope, directed to the above address.
- Contest is subject to all Federal, State and local regulations.

YOUR NEIGHBORHOOD PLYMOUTH DEALER