
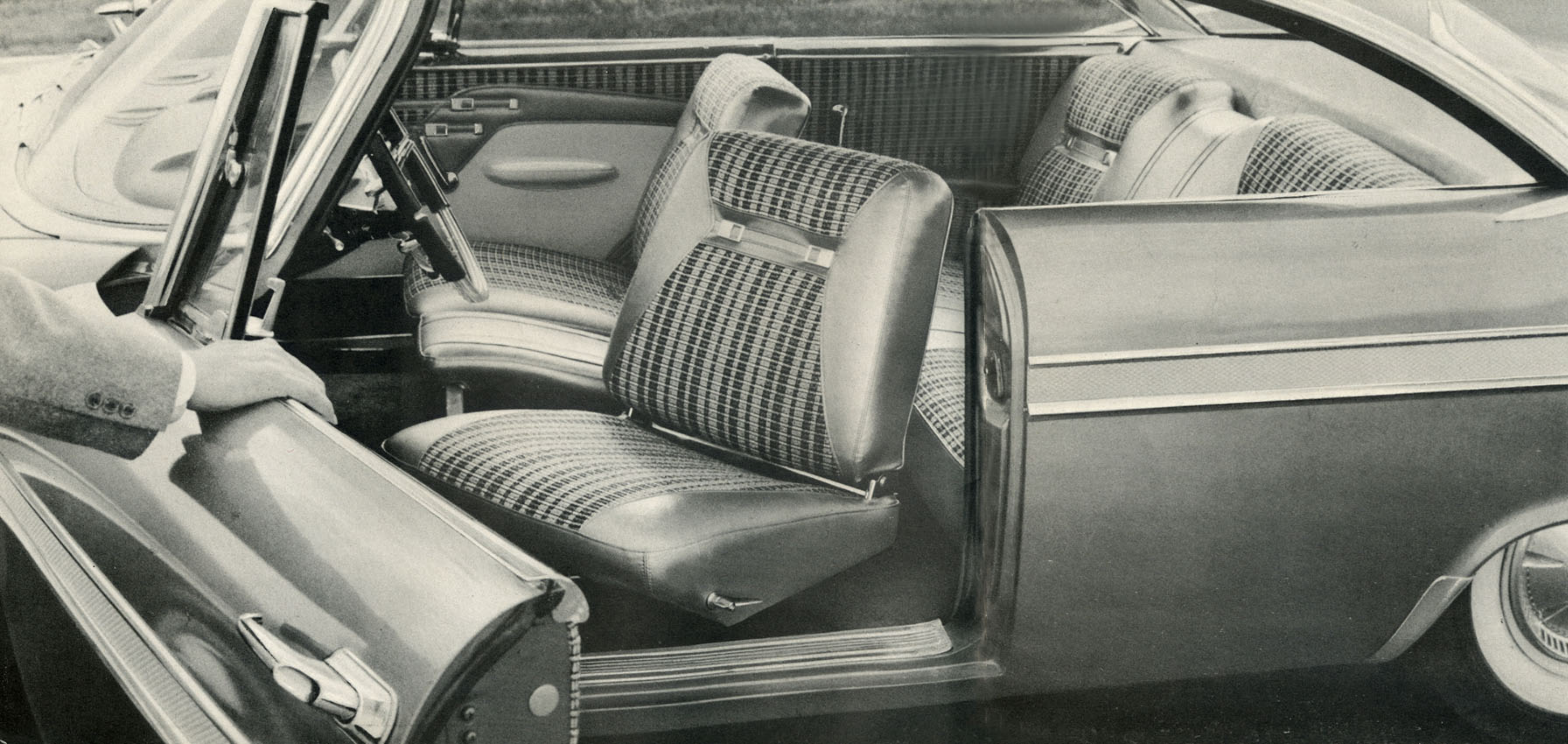


COME ALONG FOR A RIDE

A black and white advertisement for the 1959 Plymouth. In the foreground, a large, detailed hand wearing a dark, textured sleeve holds a set of keys. The hand is positioned as if about to hand the keys to someone. In the background, a classic 1959 Plymouth sedan is parked on a driveway. The car features a prominent chrome grille with a grid pattern, dual round headlights, and a chrome bumper. The setting is a suburban neighborhood with houses and trees visible in the distance under a clear sky.

you'll enjoy the most thrilling experience of your
motoring life from the instant you step into the
NEW '59 PLYMOUTH



OPEN THE DOOR TO UNPRECEDENTED LUXURY

The door we are holding open for you is the door of a new '59 *Plymouth Sport Fury*, the luxury car that's *competitively priced* in the low-price field. The first thing you'll notice is that both front seats *swivel to face the opened doors*. This makes it easier for you to get in and out. You don't have to stoop, bend or duck. You simply open the door, swivel the seat to face the curb, sit down, swivel to face the front and close the door. *Plymouth introduced this fine-car feature to the low-price field, and only Plymouth has it!* . . . Tell the truth—have you ever seen such a downright luxurious interior? Just look at the upholstery! It's unbelievably rich looking. Notice how the colors blend . . . upholstery, wall-to-wall carpeting and the exterior are in complete harmony, with no interrupting or contrasting intrusions. It's hard to imagine this *Sport Fury* in the low-price field—but that's where it is, priced right in line with comparable models of other low-price cars!

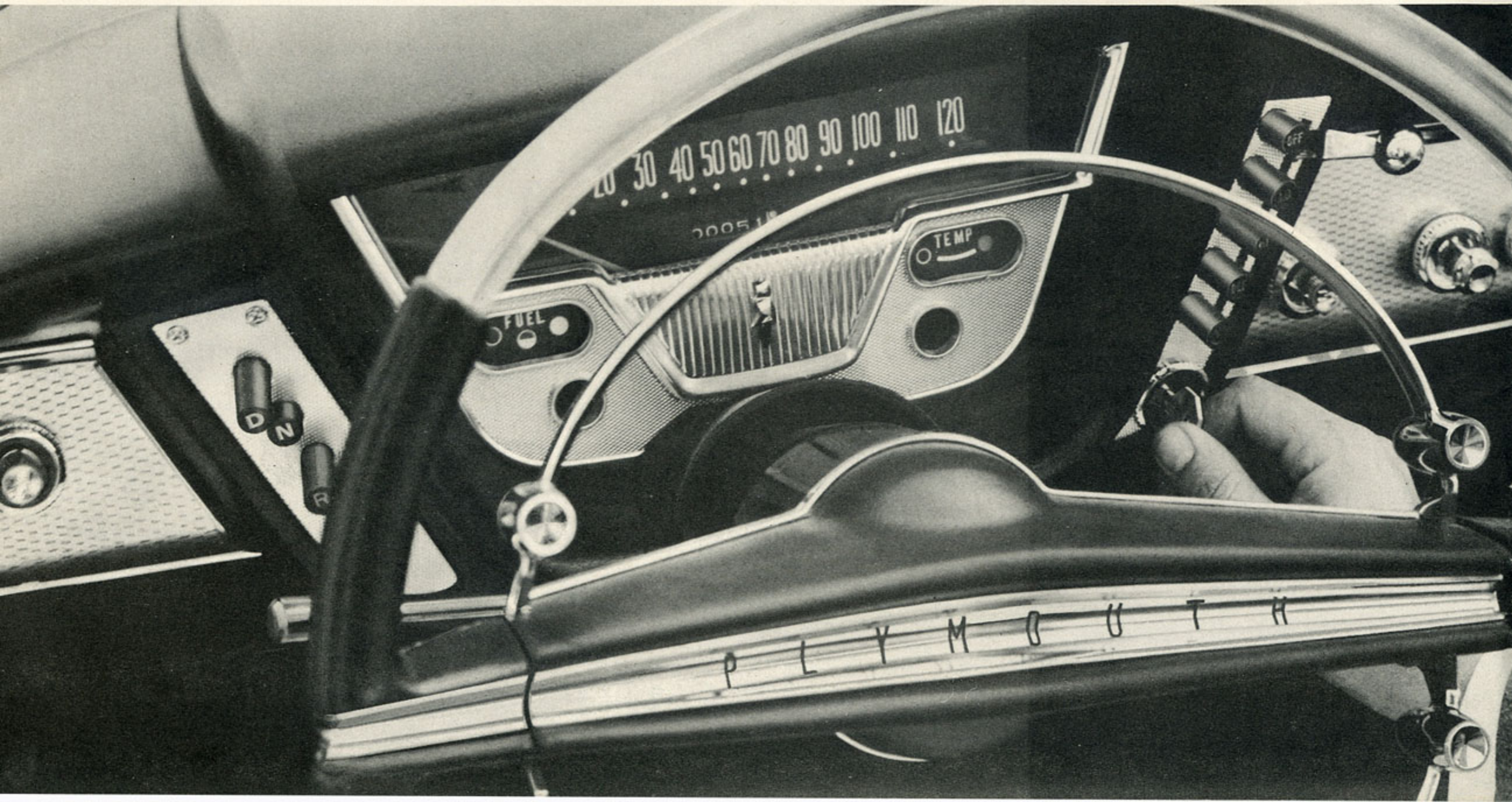


SLIP BEHIND THE WHEEL AND RELAX

You've swiveled the driver's seat forward and you've closed the door. Take the wheel in your hands and lean back. That's a mighty comfortable seat, isn't it? Foam cushioned, of course, and the *angle* is scientifically designed for *comfort*. If you want to move your seat forward and up or backward and down, simply adjust the convenient lever. And if you like a rest for your right arm, just pull it down from its nesting place in the seatback. The steering wheel fits your hands nicely, doesn't it? It's a new Plymouth design. And *all* your instruments—on all '59 Plymouths—are right before your eyes; all your controls within finger-tip reach. The huge Star-View "picture window" compound windshield lets you see the scenery as well as the road. The '59 Plymouth is designed to take the *strain* out of driving and put all the *pleasure* back in! A good idea, isn't it?

**NOW TURN THE KEY,
PRESS A BUTTON...
AND YOU'RE OFF!**

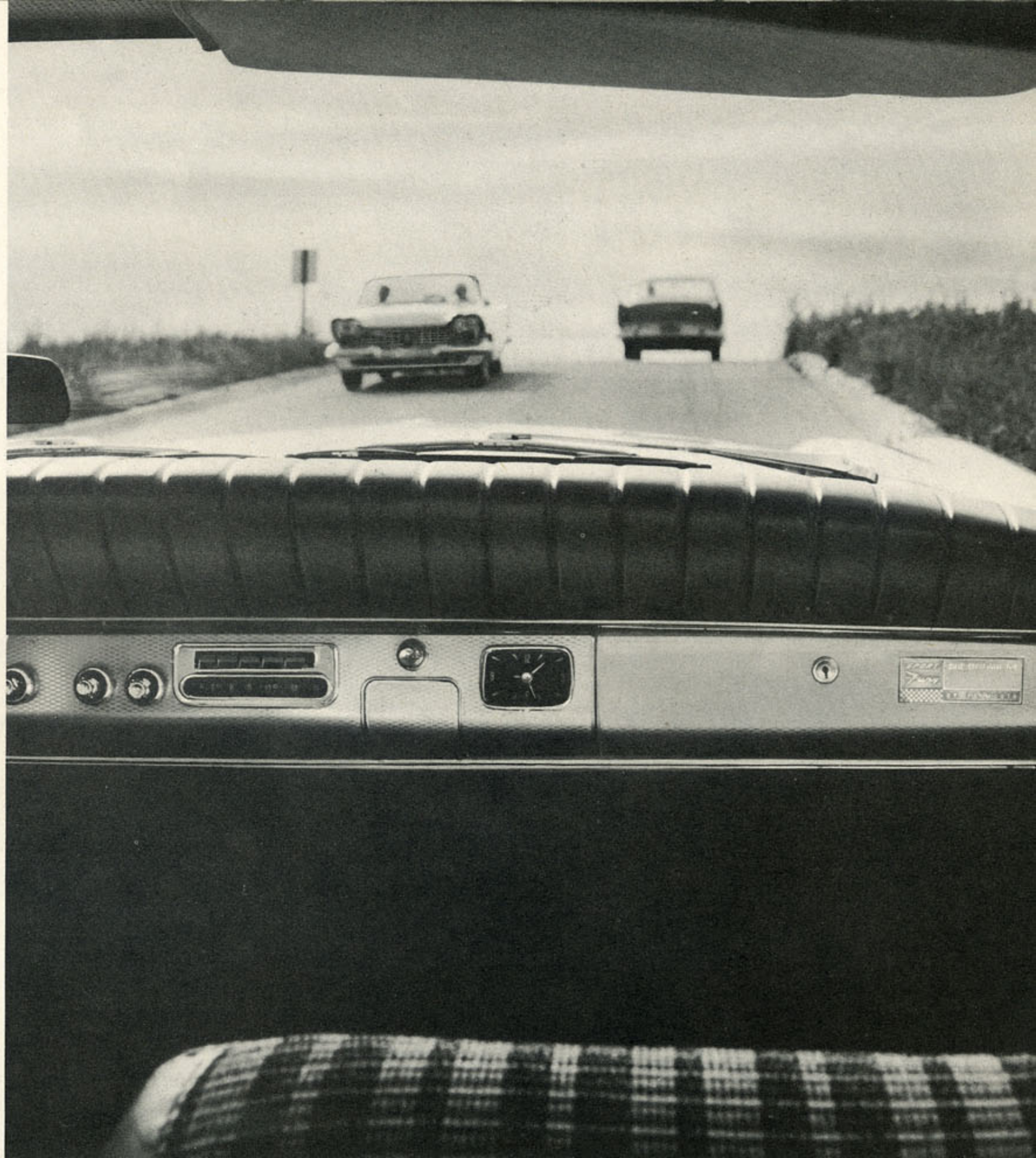
That's the ignition switch at the bottom of the right-hand push-button panel. The buttons above it control your comfort; ventilation, *Instant Heater* (that starts delivering hot air in 30 seconds), defrosting or *Airtemp Air Conditioning*. The left-hand push-buttons operate the *TorqueFlite* 3-speed automatic transmission (2-speed *PowerFlite* is also optional on all other '59 models). Push the "Neutral" button while the car is standing still. To start the engine, simply turn the switch key. Listen closely, because you'll hardly hear the purr of that big *Fury V-800 with Super-Pak engine*, it's so quiet! Ready to go? Release the hand brake and press the drive button "D". Put your foot on the accelerator *but just tickle it*, because this *Sport Fury* is nimble-footed and big-muscled and it's itchin' to run!



"FLATTEN" A STEEP HILL

Wheel the '59 Plymouth up Big Hill Road—the one on which you've always had to shift a couple of hundred yards from the top. Start *slowly* and pick up speed as you go.

When you get to the spot where you always had to shift, *give 'er the gun!* Man, you're *sailing* now . . . with never a murmur or protest from your big V-8 . . . just an eager go, go, GO! That engine you've got is the standard *Sport Fury* job, the 260-h.p. *Fury V-800 with Super-Pak*, but optional at low extra cost is the giant 305-h.p. *New Golden Commando 395*—the *most advanced engine on any car at any price—anywhere!*



....AND IF YOU NEED RESERVE POWER... PLYMOUTH'S GOT IT!

Want to pass that driver ahead of you?

First you make sure the road ahead is clear and then inch up. Now pull out and step down on the accelerator.

Don't swing back in until you can see the whole of the car behind you in your rear-view mirror. There! You've passed him—much sooner than you expected, because now you're traveling like *Fury!*

That's the way *every* '59 Plymouth runs, because *every* Plymouth is *fully powered*. Even the dependable, economical *PowerFlow 6* engine develops 132-h.p.!



NOW TAKE A SHARP CORNER

You're on the open road and your lane is clear. Your Plymouth takes it—and you hardly know you're cornering. Exclusive, standard-equipment Torsion-Aire suspension keeps your car *glued to the road*, and you corner *level*. No sway, no roll, no swing. Your own body might lean a little *but your car won't*.

You thought only little sports cars handle like this, didn't you? Well, *all '59 Plymouths* do. They *all* have Torsion-Aire—even the lowest-priced models—and Torsion-Aire doesn't cost you a penny extra!



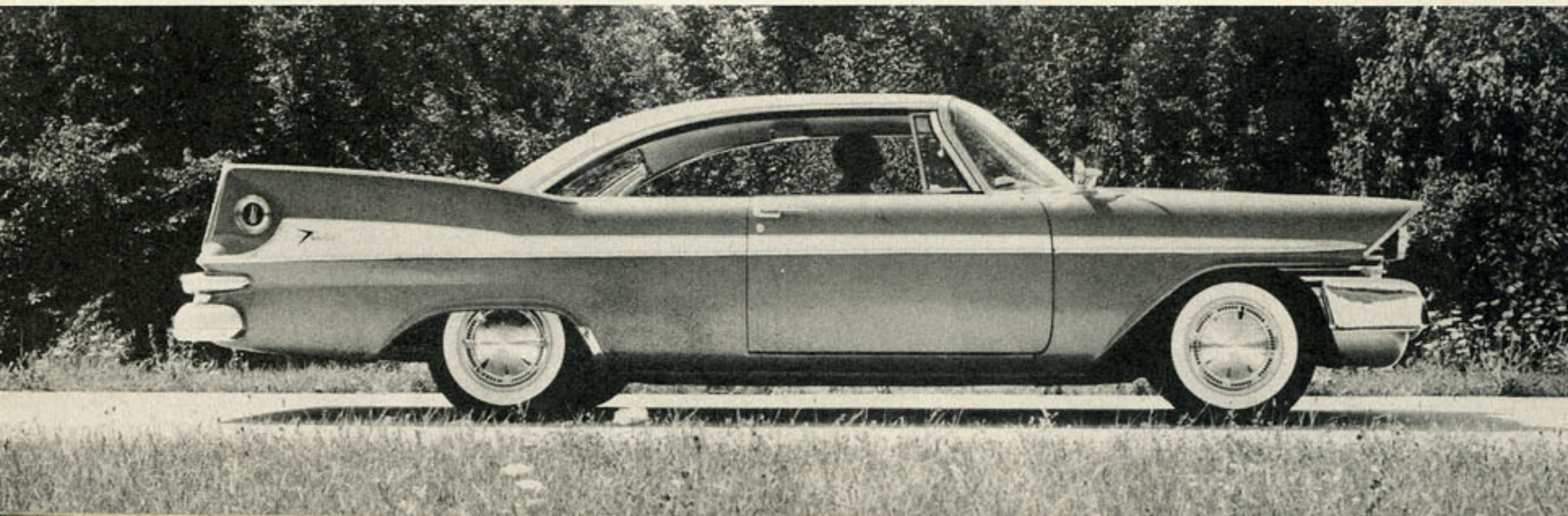
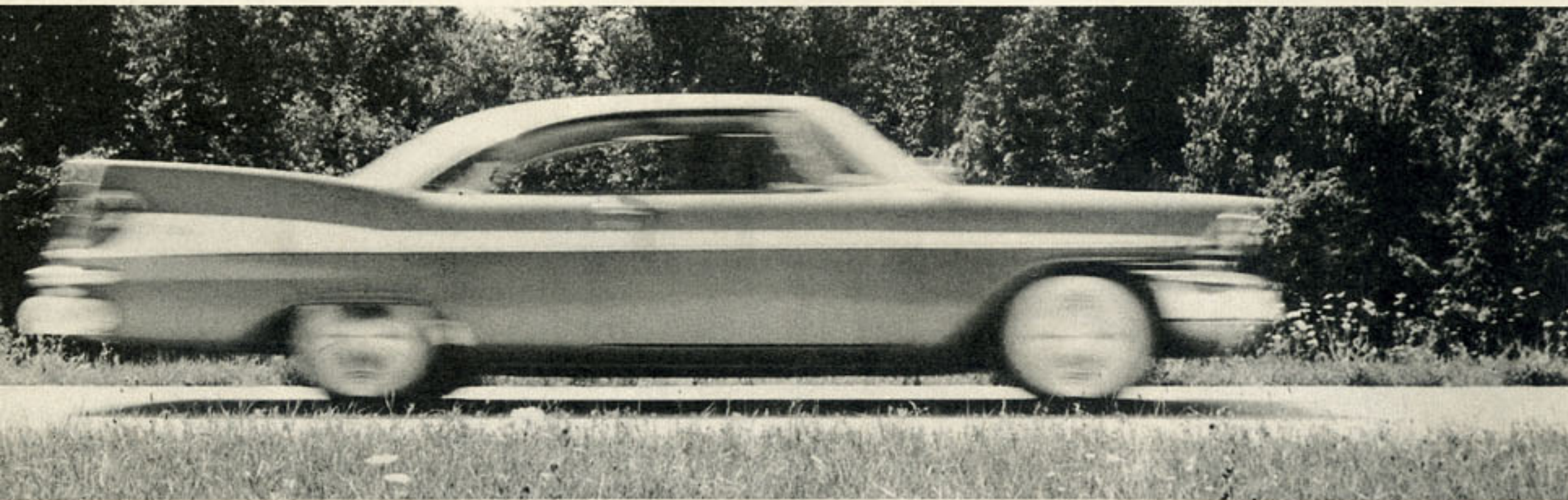
THEN TRY PLYMOUTH'S EXCLUSIVE TORSION-AIRE RIDE ON THE ROUGHEST ROAD YOU KNOW

Down by the old quarry there's an abandoned road that's full of chuck holes and bumps. Try moving your Plymouth along it slowly and then accelerate gently until you're hitting the legal limit. You'll feel *some few* bumps, of course—nothing on wheels can travel this sort of road without *a little* jarring! *But this*

Plymouth will give you the smoothest ride of any low-price car in the world! Most of the bumps won't reach you at all. Those exclusive Plymouth front torsion bars *anticipate* road shocks and *dissipate* them before they get to the body of the car. In back, new out-rigged wide-leaf springs are asymmetrically mounted to add stability and keep the wheels

pressed to the road. Improved Oriflow shock absorbers (the only ones in the field with controlled orifices!) cushion your ride to an unbelievable degree of smoothness. You'll say that on this rough quarry road you've had an almost unbelievably smooth ride, *and you'll be so right!*





... AND JAM THE BRAKES TO AN EMERGENCY STOP

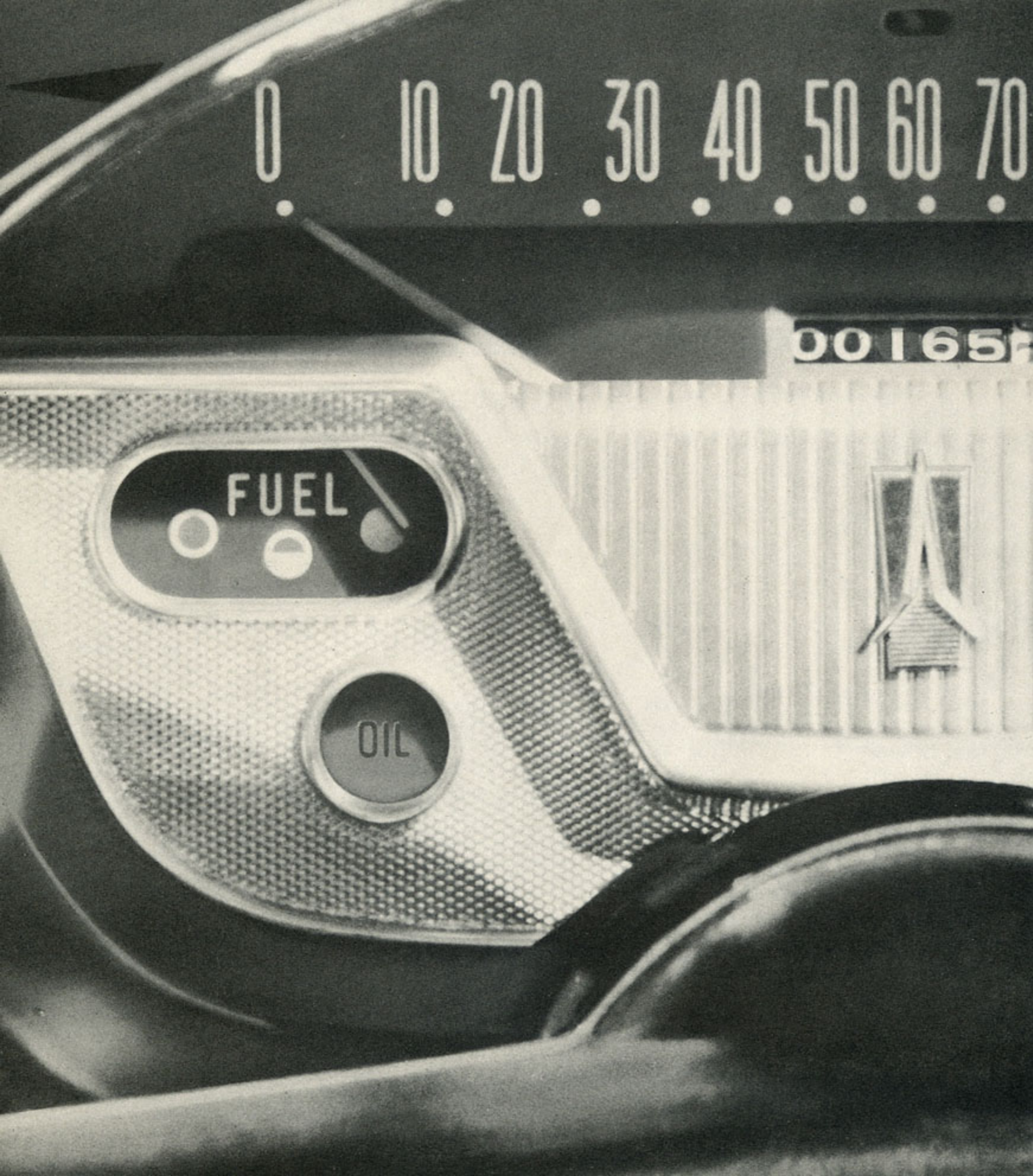
That *Sport Fury* you're in has Power Brakes, so step on the brake pedal gently. Even models *without* Power Brakes have Plymouth's exclusive Total-Contact Brakes, with *two* cylinders in each front wheel instead of just one. So in *any* Plymouth, you'll stop *fast* and *even* and *smoothly*. And the amazing thing is that there's *no nose-dive*—none at all! That's another thing Torsion-Aire suspension does for you in a Plymouth—and Plymouth is still the *only* car in the low-price field that gives it to you!

"PEACE-OF-MIND" DRIVING IS ALWAYS YOURS

Look! A storm has come up, just as you're ending your drive. Turn on your *Instant Heater* and press the Defroster button. In 30 seconds, *hot* air is flowing over the vision area of your windshield. Turn on the windshield wiper button. Full 16-inch blades clear a big arc ahead of you—they're electrically operated and maintain a constant speed. A car following you flashes its headlights into your Mirror-

Matic rear-view mirror. Electronically, it eliminates the glare. A car ahead approaches, your headlights courteously low-beam themselves—*automatically*. And since your Automatic Beam Changer is red-sensitive, cars ahead of you won't be subject to glare from your headlights, either. All *you* have to do is to drive carefully—the new '59 Plymouth does all the little *worry jobs* for you *automatically*!





NOTICE HOW LITTLE GAS PLYMOUTH USES...

HERE'S WHY:

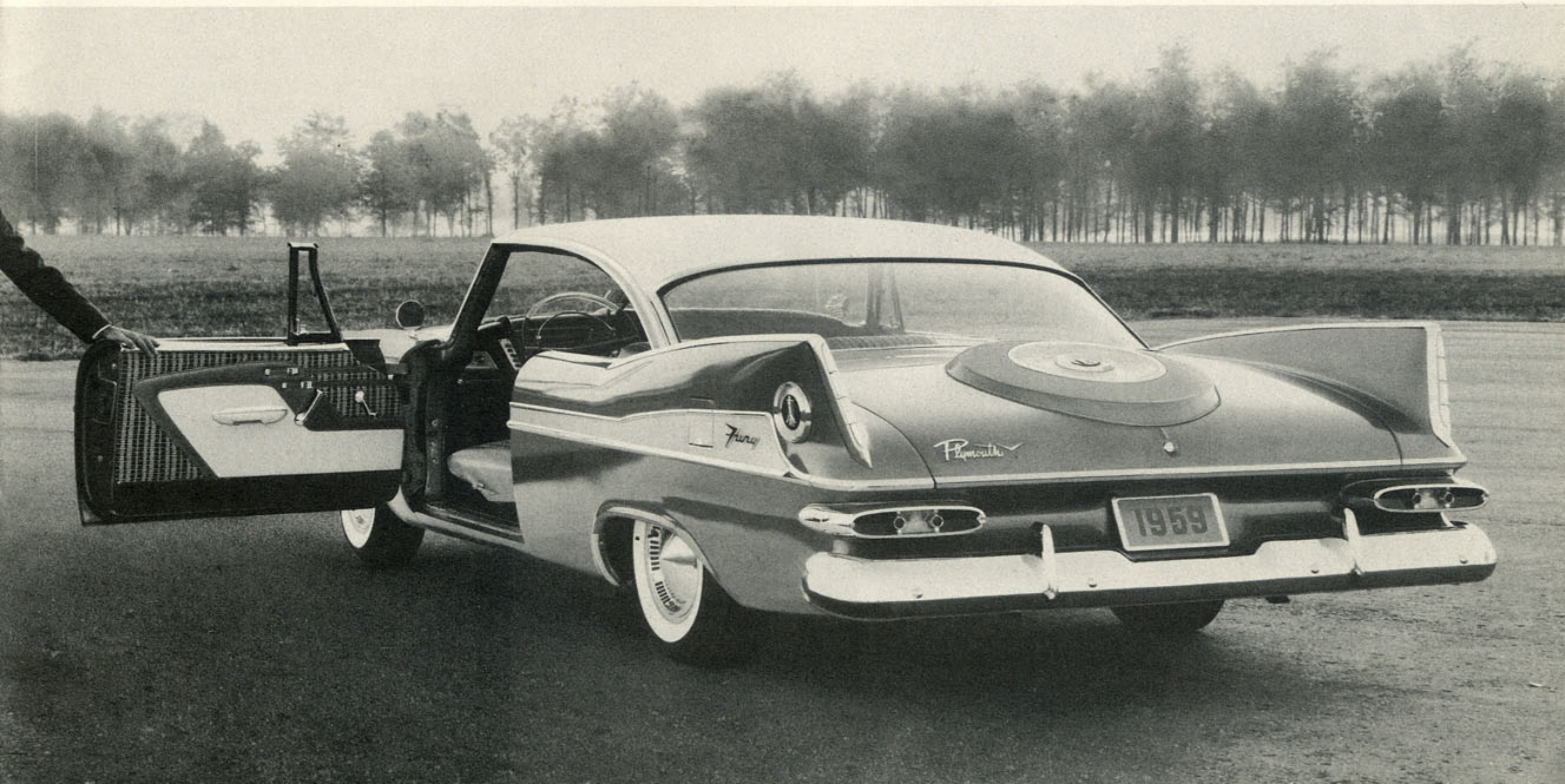
Plymouth's amazing economy of operation is due to many exclusive engineering advances. One is the famed *Fuel-Saver Choke* that "rations" gas to the engine in the lower speed ranges. The Fuel-Saver Choke played an important role in Plymouth's winning of the famous Mobilgas Economy Run—two years in succession.

This year, Plymouth has added (at no extra cost to you) the new *3-Stage Carburetor* that cuts gas consumption in the middle speed ranges, where much of your driving is done. This feature is also standard on all Plymouth V-8s for '59.

So the fact that you have used so little gas is not just a matter of happenstance. Plymouth's great engineering is responsible for making today's Plymouth—pound for pound and power for power—the *most economical* full-size car in America!

WE'RE HOLDING A DOOR OPEN FOR YOU

Now that you've had your arm-chair ride in a new Plymouth Sport Fury for '59, perhaps you'll permit us to give you a real demonstration in any one of the 29 new Plymouths for '59. Until you actually drive one, you'll never know how *young* a car can be! The '59 Plymouth is more than just a fresh new face in automobiles—it's a car that is youthfully eager in its response, full of spirit and anxious to take you through its paces! We're enthusiastic because, frankly, we've never before seen such a car in the low-price field. So we're anxious to have you drive one, because a drive will bring out the difference *great* engineering makes. Won't you come in for a demonstration? We'll do everything in our power to make *you* a happy owner of the world's *happiest* car—'59 Plymouth!





STAR OF THE FORWARD LOOK... *Plymouth*