



# WAYS TO WIN

that are open to you  
as a Plymouth owner...



**YOU WIN** because of the big difference Plymouth offers you this year. See details inside.

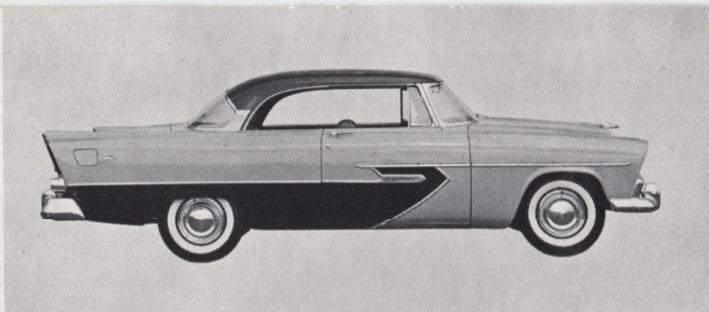


**...AND YOU CAN WIN A VALUABLE PRIZE** in a special \$50,000 Plymouth Contest restricted to a selected list of people like yourself who receive Plymouth Contest mailings. See official details on last page of this booklet.

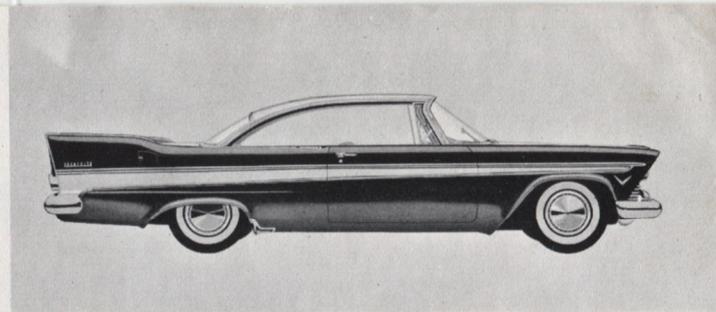
**YOU ALREADY "OWN" MORE OF A BEAUTIFUL '59 PLYMOUTH THAN YOU**



**MAY THINK**



If your present car is a '56 Plymouth,  
it will probably take only a few hundred  
dollars cash difference to put you into a '59!



If your present car is a '57 Plymouth,  
it in all probability represents more  
than your down payment on a new '59!



*New 1959 Plymouth Sport Fury 2-door hardtop.*

**...IT'S EASY TO  
OWN ALL OF IT**

You'll find it makes particularly good sense to invest in a new Plymouth this year, and here's the reason:

All three of the best-selling low-price cars COST about the same for '59. But Plymouth, as you'll see in the following pages, gives you the big difference in VALUE. This big difference shows in Plymouth's new Fury styling . . . its exclusive features . . . its incomparable ride . . . and its performance, too. It's a difference that makes Plymouth *the* outstanding buy of the big three. Read about the big difference, then find out about it first-hand with a Plymouth "Two-Mile Try-Out". It'll really open your eyes!

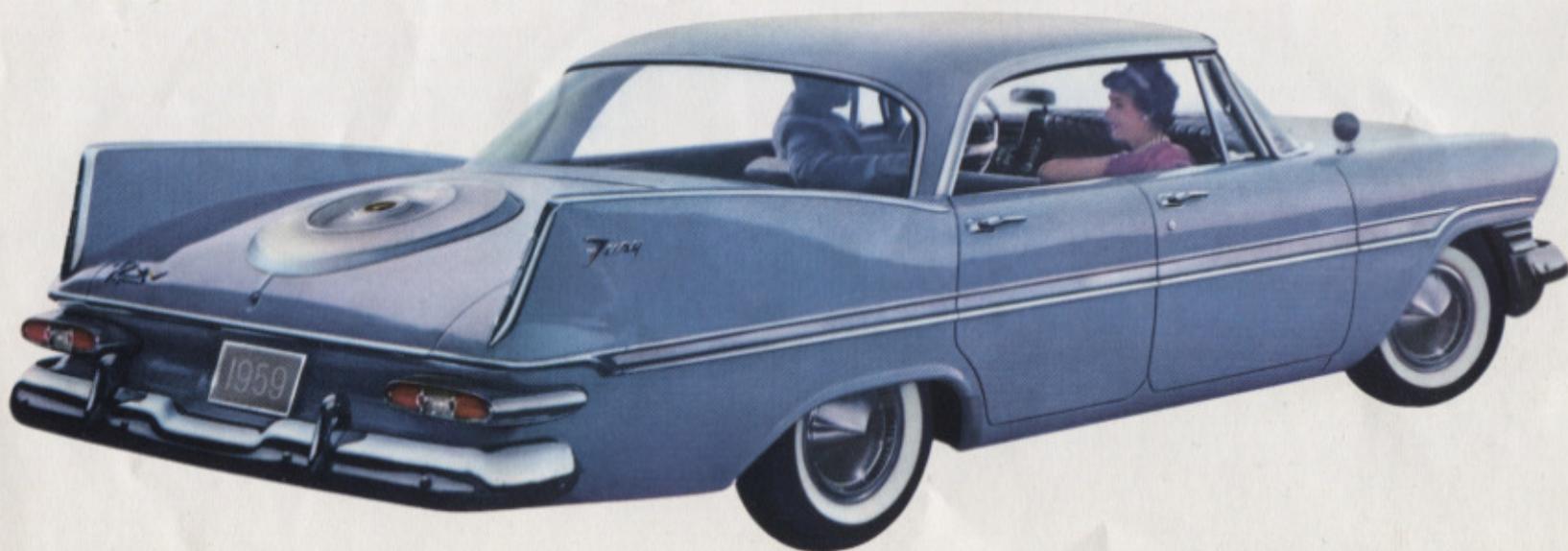
HERE ARE JUST A FEW REASONS WHY PLYMOUTH IS

**TODAY'S BEST BUY...**

**TOMORROW'S BEST TRADE**

As a Plymouth owner, nobody knows better than you how much of a *style leader* the Plymouth car has become, and how much it has done to set the pace for other American cars. And this styling leadership continues in the brilliant new '59 Plymouth. This is, of course, one of the prime reasons why Plymouth is wanted as a new car . . . and *still* wanted later as the most

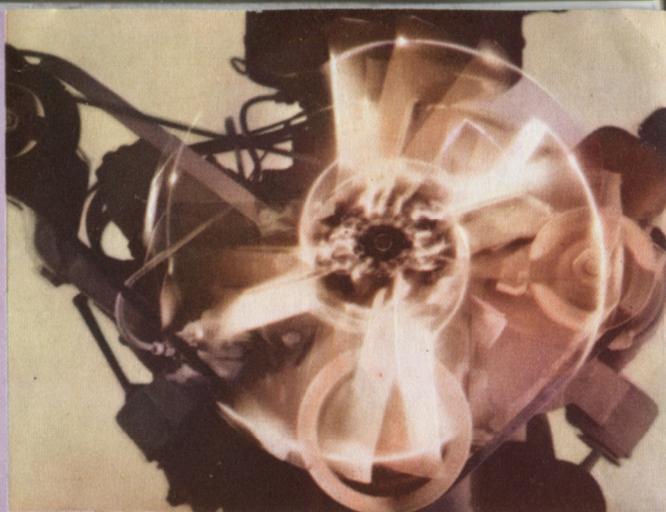
advanced of *used* cars. The '59 Plymouth with its long, sleek body lines, graceful canted Directional Stabilizer fins, and rich-looking extruded aluminum grille is as beautiful in action as it is in appearance. It gives you the big difference in style that makes the big difference in cash value when trade-in time rolls around. Today's best buy becomes tomorrow's best trade!



## BIG DIFFERENCE IN POWER—ECONOMY!

V-8 for V-8, the '59 Plymouth offers more horsepower *with lower gas consumption* than either of its two major competitors. The big difference, first apparent when Plymouth V-8s won the tough Mobilgas Economy Run in the class *twice in succession*, is now bigger than ever. For '59, unique 3-stage carburetion has been teamed with Fuel-Saver Choke and today authoritative tests *prove* that Plymouth's standard 230 h.p. Fury V-800 Engine—*using regular gas*—gives far greater mileage than any

other standard V-8 in the low-price field. The big difference in *power* goes right up the line, too. The Fury V-300 with Super-Pak delivers 260 h.p., while the biggest engine in the field, the 361 cubic-inch New Golden Commando 395 (pictured at right), develops a whopping 305 h.p. (Available in all models at a new low price). If you want maximum economy, choose Plymouth's famed 132 h.p. PowerFlow 6, recognized as the most rugged and dependable of all full-size "sixes".



## BIG DIFFERENCE IN ROADABILITY!

For not a penny of extra cost, Plymouth offers you the famous ride which impartial experts have called "the world's smoothest and safest." This unique Torsion-Aire Ride system employs torsion bars up front, and a combination of outboard leaf springs and Oriflow shock absorbers in the rear. It makes a big difference. The result is a ride of

luxurious smoothness, and almost uncanny stability in action. It lets you corner as though you were driving a sports car. Take bumps as though they didn't exist. And always, you have a feeling of perfect control. If you want the additional advantage of self-levelling, Plymouth's new Constant Level Torsion-Aire is available at moderate extra cost.



## BIG DIFFERENCE IN STATION WAGONS!

Plymouth's big, beautiful 122-inch wheel-base wagons give you over 100 cubic feet of cargo space—room enough to carry practically any load a family could wish. And, of course, Plymouth offers the original rear-facing third seat that folds flush into the cargo deck, plus such other advanced features as the disappearing tailgate window, the concealed

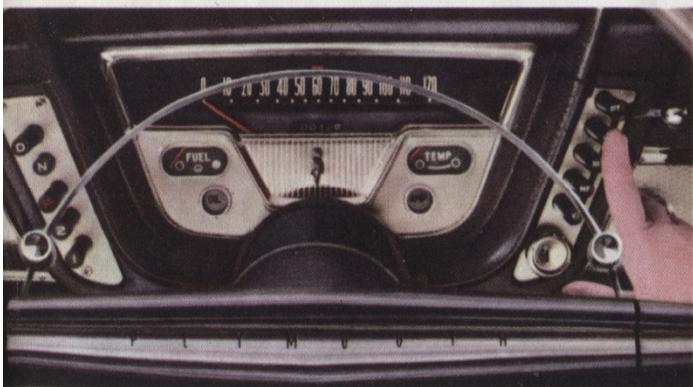
luggage compartment (optional on 6-passenger models only), and space-saving tire-storage in the right rear fender of 9-passenger models. You can even get new Swivel Front Seats (at low extra cost) on the '59 Plymouth Sport Suburban model. Just one *more* example of the big difference Plymouth offers you in station wagons this year.



**ONLY  
PLYMOUTH  
IN ITS CLASS  
CAN OFFER  
YOU THESE  
EXCITING  
NEW IDEAS!**



**INGENIOUS NEW SWIVEL SEATS** are standard on the '59 Plymouth Sport Fury, available at moderate extra cost on several other models. You can't imagine how easy and effortless it is simply to touch a lever, swing the seat out, sit down and swing inside. It's one of those exciting *modern* ideas that are part of Plymouth's big difference.



**NEW PUSH-BUTTON CONTROL CENTER** is the last word in modern driving convenience. New: pushbuttons at right control instant heat, defrosting, ventilation.\* Pushbuttons at left control Plymouth's TorqueFlite or PowerFlite Drives.\*



**NEW MIRROR-MATIC** rear-view mirror\* electronically dims headlight dazzle from behind that could endanger your vision. It's a real safety feature.



**THIS LUXURIOUS-LOOKING REAR SPORT DECK** styling is a feature no other car in Plymouth's class offers. Really gives a beautiful "going away present" to the traffic behind you. Standard on Sport Fury models, optional at extra cost on all others.

\*Optional, low extra cost.

## FURY



Sport Fury Convertible, V-8



Sport Fury 2-door Hardtop, V-8



Fury 2-door Hardtop, V-8



Fury 4-door Hardtop, V-8



Fury 4-door Sedan, V-8

## BELVEDERE



Belvedere Convertible, V-8



Belvedere 4-door Hardtop, V-8 or 6



Belvedere 2-door Hardtop, V-8 or 6



Belvedere 4-door Sedan, V-8 or 6



Belvedere 2-door Sedan, V-8 or 6

**WHICH OF THESE  
18 BEAUTIES  
WOULD  
YOU LIKE TO OWN?**

## SAVOY



Savoy 4-door Sedan, V-8 or 6



Savoy 2-door Sedan, V-8 or 6



Savoy 2-door Business Coupe 6

## STATION WAGONS



Sport Suburban 4-door (6 or 9 passenger) V-8 only



Custom Suburban 4-door (6-passenger)  
V-8 or 6 (9-passenger) V-8 only



Custom Suburban 2-door (6-passenger) V-8 only



DeLuxe Suburban 4-door (6-passenger) V-8 or 6



DeLuxe Suburban 2-door (6-passenger) V-8 or 6

**MODEL FOR MODEL, PLYMOUTH PRICES ARE COMPARABLE WITH CAR "C" AND CAR "F" BUT LOOK AT THE BIG DIFFERENCE PLYMOUTH OFFERS!**

All you need do is look at the new Official Price Stickers to discover how little actual dollars-and-cents difference there is between Plymouth and its competitors. But there's certainly a big difference when it comes to **VALUE!** Plymouth's big difference shows in its stay-ahead styling that means *money* to you at trade-in time. Plymouth's big

difference shows in all the bright, new ideas you've seen in this folder that only Plymouth in its class offers. And Plymouth's big difference shows, too, in its luxurious Torsion-Aire Ride . . . safer-stopping Total-Contact brakes . . . Safety-Rim Wheels that are yours at no extra cost! See your Plymouth dealer for specific details on prices and terms. You'll get a pleasant surprise.

Find your  
Plymouth dealer  
in the Yellow Pages

**JUST PHONE FOR A PLYMOUTH "TWO-MILE TRY-OUT" RIDE** Nothing could 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 call for you . . . and let you *prove* Plymouth's big difference to yourself.

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. Cars illustrated with certain items of optional equipment.

ENTER PLYMOUTH'S

\$50,000<sup>00</sup>

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 R. L. Polk & Co., 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 R. L. Polk & Co., 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 R. L. Polk & Co. 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