

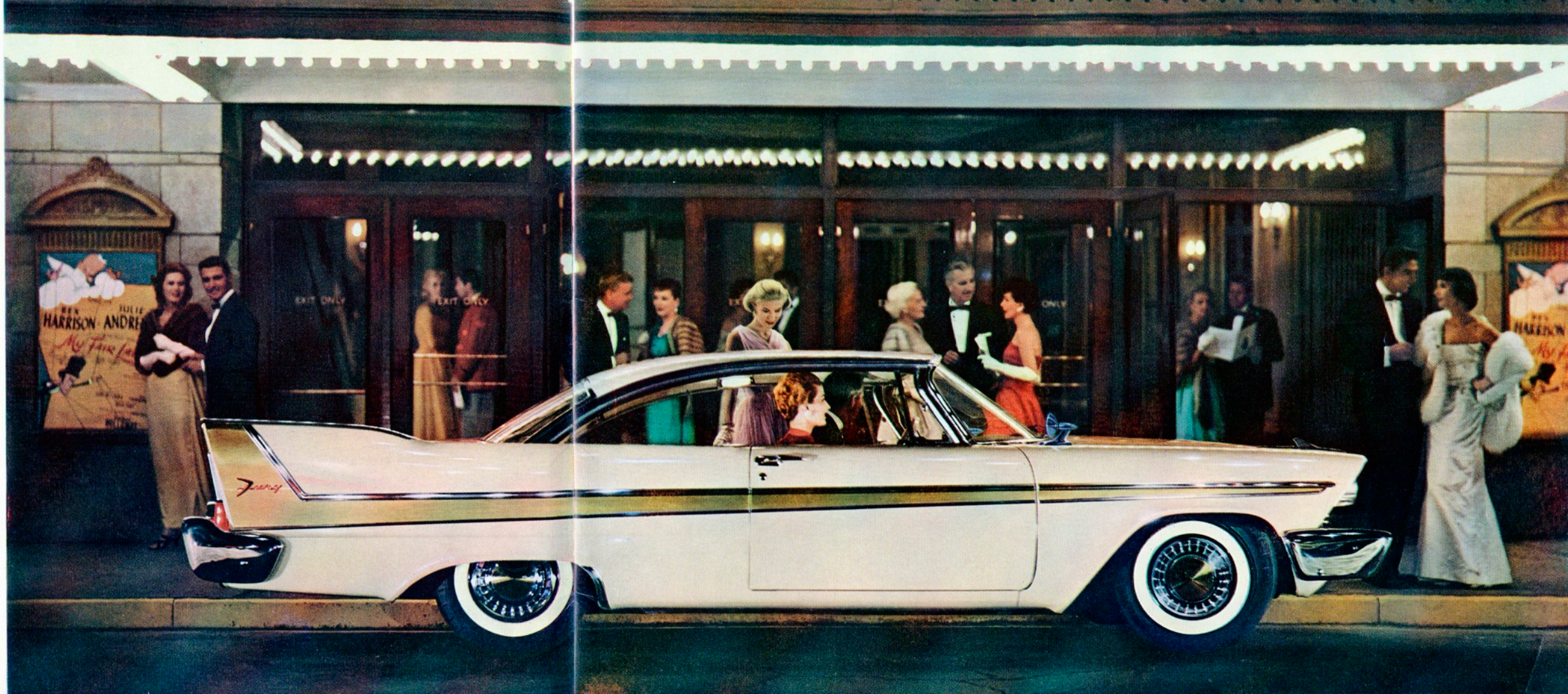


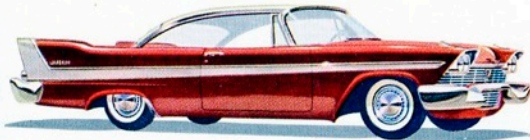
Star of the Forward Look

PLYMOUTH

There's no catching Plymouth now! For this is the *greatest* Plymouth of them all . . . a magnificent new automobile that is further out front than ever before. To those who have wondered what the leader does next, Plymouth now triumphantly replies with exciting new Silver Dart Styling . . . new Golden Commando engines . . . Torsion-Aire Ride . . . Push-Button Driving . . . 3-speed TorqueFlite . . . plus roominess and visibility unmatched in its field. *Never* has there been another low-price car the likes of the one you are about to discover. The day you make it *yours* for keeps will be, unquestionably, one of the proudest of your life.

At right: The Third Limited Edition Fury by Plymouth—"for the man who really loves cars." An automobile of extraordinary beauty and performance, this fabulous new Fury surpasses even its distinguished predecessors. The body color is beautiful new Buckskin Beige trimmed in Gold. Ask your Plymouth dealer for the special new Fury Brochure.





The Belvedere 2-door Hardtop



The Belvedere 4-door Sedan



The Belvedere 2-door Club Sedan



The Belvedere Convertible



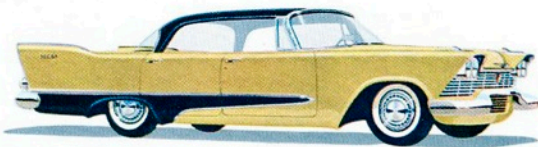
BELVEDERE

Plymouth's brilliant new Belvedere models rank among America's most impressive automobiles. From the outside, you see a long, low, sleek car with the most advanced styling on the road. 15 exciting new exterior colors—in many attractive combinations. Silver anodized aluminum Sportone trim (optional) sweeps majestically back to the graceful Directional Stabilizers. Up front, dual headlights gleam from the massive new grille. Spacious Belvedere interiors (such as above) are available in a wide range of striking new fabrics. See all five sparkling models of the proud new Belvedere, Plymouth's premier line of great automobiles. (Right: the Belvedere 4-door Hardtop shown in Arctic Turquoise with Sportone trim.)



SAVOY

Here are the most luxurious, most beautiful Savoy models in Plymouth history! Never before have so much glamour and excitement been found in any "middle-of-the-line" low-price car. And this year's Savoy's have the performance to match their good looks—with a choice of *four* great engines, topped by the new Golden Commando V-8. As for color, there are 15 distinctive new exterior hues . . . and a wide variety of upholstery fabric-and-color choices. (Right: the new Savoy 2-door Club Sedan in Bluebonnet Blue and Midnight Blue.)



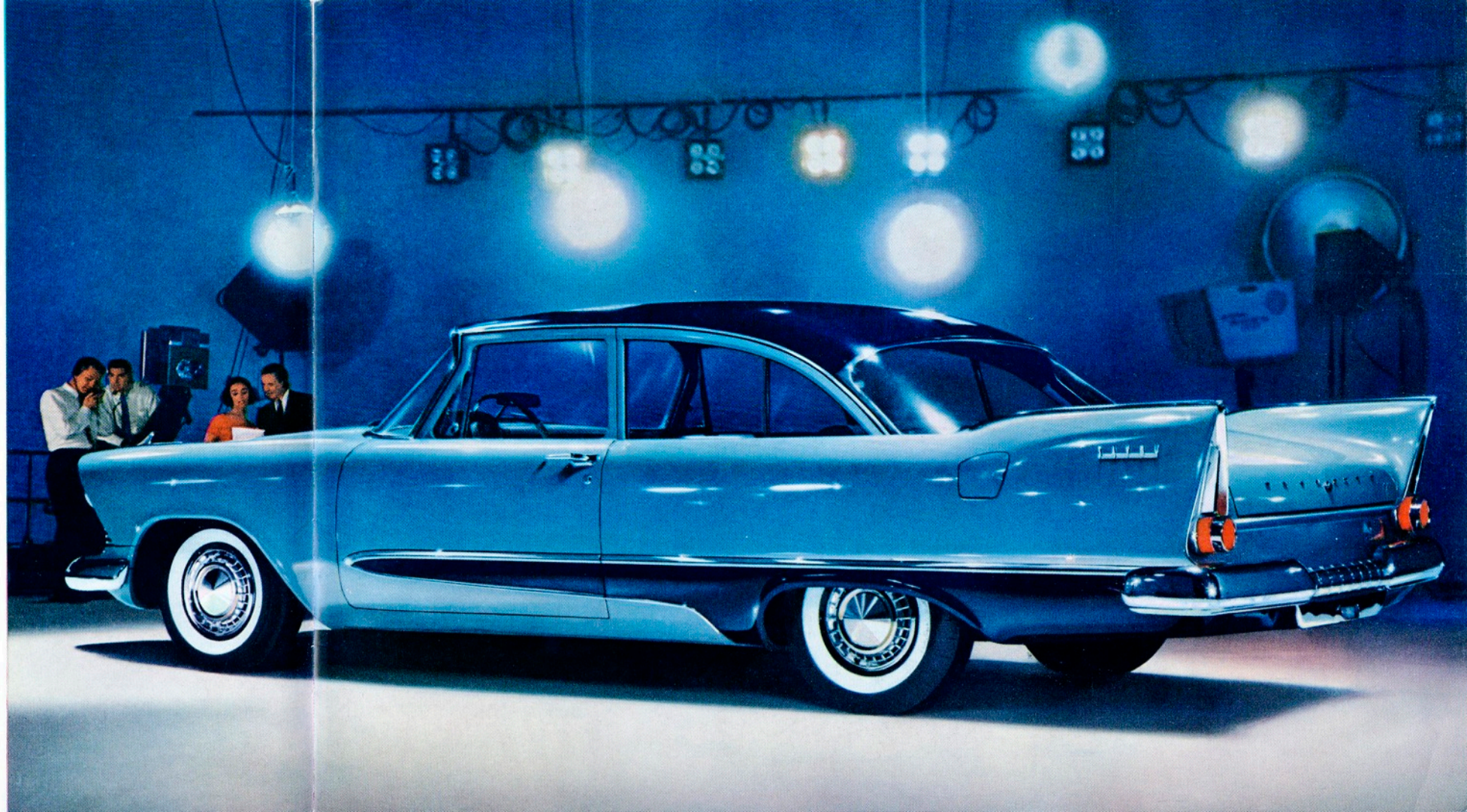
The Savoy 4-door Hardtop

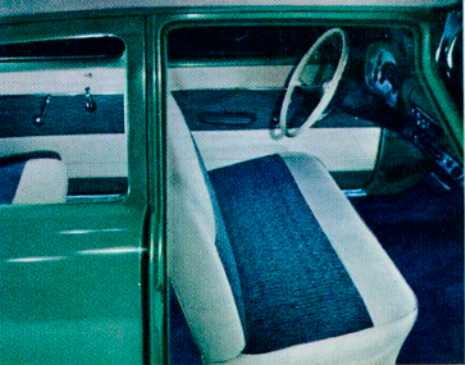


The Savoy 2-door Hardtop



The Savoy 4-door Sedan





PLAZA

Plymouth's traditional "price leader" comes of age as one of the most striking cars on the road! All three new Plaza models are authentic beauties. With the widest choice of exterior color combinations and upholstery materials in Plaza history, Plaza owners now have options formerly reserved only for higher-priced lines. The many advances that put Plymouth *ahead for keeps* have been incorporated in every Plaza. (Right: Plaza 4-door Sedan in Misty Green with Iceberg White Sportone.)



The Plaza 2-door Club Sedan



The Plaza 2-door Business Coupe





STATION WAGONS

Plymouth's station wagons compete, in beauty, with glamorous passenger cars—yet are big and rugged enough to carry cargo any family could wish to transport. All models are 122-inch wheelbase with over 100 cubic feet of cargo space. Rear-facing 3rd seat, back "steps" for easy entry, concealed luggage compartment (optional on 6-passenger models only), electric rear window* that disappears into tailgate are exclusively Plymouth's in the low-price field. (Left: Sport Suburban 4-door, 9-passenger, in Ivy Green and Iceberg White, with Aluminum Sportone.)

*Standard on all 9-passenger models; optional at extra cost on all 6-passenger models.



The Custom Suburban—4-door, 9- or 6-passenger



The Custom Suburban—2-door, 6-passenger



The De Luxe Suburban—2-door, 6-passenger

NEW POWER AND TORSION-AIRE

Five engine options give you the widest choice of power in Plymouth history.

Two great automatic transmissions are offered as optional equipment—time-proven 2-speed PowerFlite, the first Push-Button shift in the low-price field; and new fully automatic 3-speed Push-Button TorqueFlite. Available in all V-8 models, TorqueFlite is tremendously flexible and is especially effective in the middle speed ranges and on hills. As the name indicates, it utilizes torque action to provide the finest automatic shifting in the world today!

Standard equipment is Plymouth's smooth-meshing manual shift. And again this year, money-saving Overdrive is available at moderate extra cost, on all models except the Fury and models equipped with Golden Commando engines.

Only Plymouth in the low-price 3 offers a revolutionary new suspension system as standard equipment on all models. Plymouth's Torsion-Aire—that set an entirely new ride standard last year—has been further improved. On all V-8s, a leaf has been added in each asymmetrical, outtriggered rear spring, providing greater carrying capacity *without* sacrificing Plymouth's soft ride.

With its five crossmembers for extra support, Plymouth's new frame is a model of strength and rigidity. Entire suspension is rubber-mounted to muffle vibrations and noises. Up front, old-fashioned coil springs have been replaced by torsion bars that use *torque* to dissipate shocks. Ball-joints team with specially designed steering knuckles and improved Oriflow shock absorbers to make Plymouth the smoothest riding, easiest handling low-price car *ever!*

ENGINE

1

The brilliant 305-horsepower *Golden Commando* V-8 is an entirely new Plymouth power plant, with two 4-barrel carburetors, special low-restriction dual-exhaust system and high-performance camshaft.

ENGINE

2

The Third Limited Edition Fury by Plymouth boasts as its standard—and exclusive—power plant the great *Dual Fury V-800* engine with 318-cubic-inch displacement and 8-barrel carburetion.

ENGINE

3

The *Fury V-800 with Super-Pak* is specially equipped with a high-performance camshaft, 4-barrel carburetor and dual-exhaust system. Optional at moderate extra cost on all models except Fury.

ENGINE

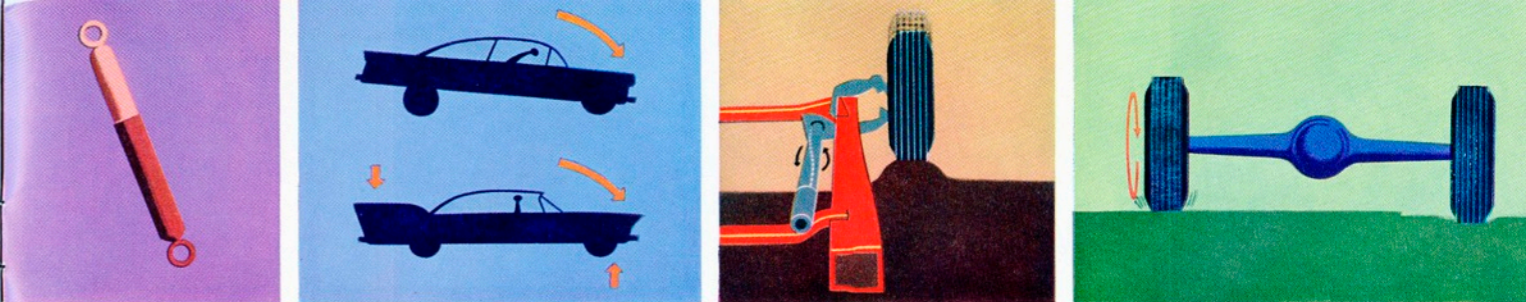
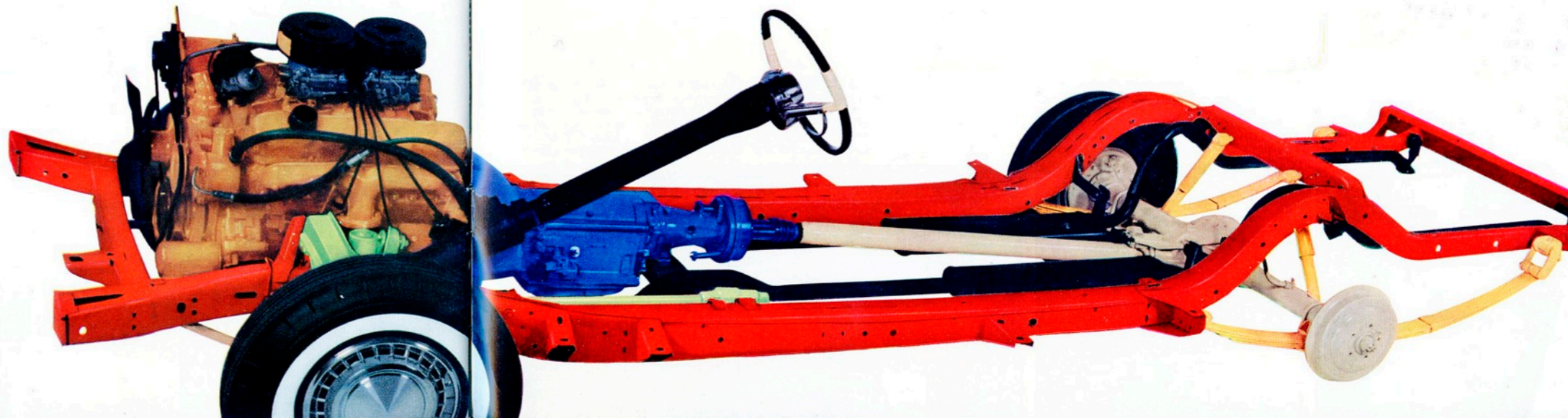
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Hailed as the Mobilgas Economy Run Champion, the 318-cubic-inch *Fury V-800* is the standard V-8 for all Plymouth models except Fury. Remarkably alive, smooth and efficient in all driving ranges.

ENGINE

5

Even further refined, the famous *PowerFlow 6* is probably the most economical engine of its size ever built, proved in millions of miles of efficient and trouble-free service throughout the world.

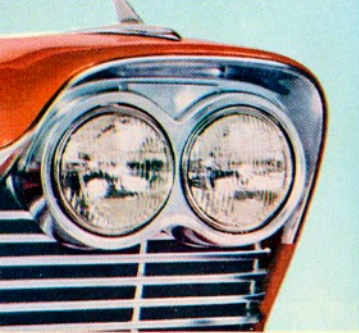


ORIFLOW SHOCK ABSORBERS contribute greatly to Plymouth's unusual steadiness and dissipate road shock. Plymouth is *still* the only car of the low-price 3 to offer this kind of "controlled orifice" shock absorber.

NO DIP, NO ROLL, NO SWAY. With Torsion-Aire Ride, the car stays level even when brakes are applied suddenly. No "nose dive"—no "soaring" on get-away—thanks to Plymouth's Torsion-Aire suspension. You corner nearly level at all speeds—without roll. Side-sway is virtually eliminated at highway speeds in a crosswind.

FRONT TORSION BARS, replacing conventional coil springs, occupy less room and make possible a lower—and surer-footed car. They do away with the "pumping" action of old-fashioned coil springs, and use *torque* to absorb shocks through their rotary twisting motion.

SURE-GRIP DIFFERENTIAL, optional on models with 3.31:1 and 3.73:1 axle ratios, is a safety feature, but also contributes to longer tire life. If one rear wheel hits a slippery surface or soft shoulder, the engine's driving force is instantly and automatically shifted to the wheel maintaining traction. Skid danger is minimized, and your car moves safely ahead.

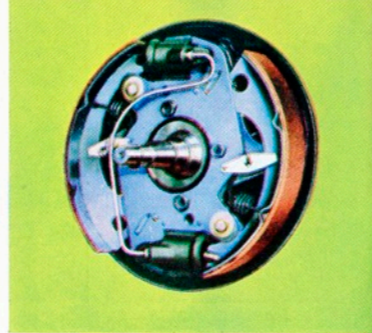


DUAL HEADLIGHTS are standard on all models. Each light is a 5¾-inch sealed beam. In city driving, the two outside lights are used. All four go on when "Bright" light button is depressed. Parking lights are now incorporated with turn indicators, mounted above headlights.



VISIBILITY is truly exceptional in all directions. Windshield of the new Plymouth contains a total of 1444 square inches of glass area in 4-door sedans; 1436 square inches in 2-door hardtops. Total glass area of 4-door sedans is an amazing 4148 square inches. Both windshield and rear window are full

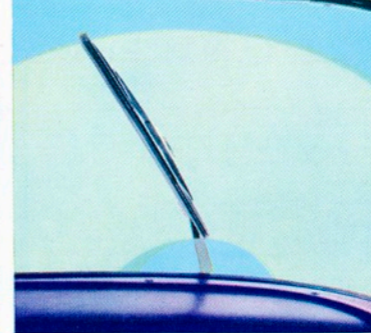
wrap-around type. You feel you're surrounded by glass—and you are! The new Plymouth Convertible offers the sensational "bubble canopy" windshield that wraps fully around at the corners and actually curves into the roof. It all adds up to a new high in safety and comfort for driver and passengers!



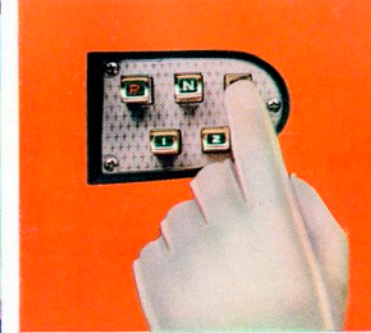
TOTAL-CONTACT BRAKES are exclusive with Plymouth in the low-price field. Pressure is evenly distributed around the drum when foot brake is applied. No major adjustments ever required. Linings wear evenly and last longer. Parking brake has its own independent system.



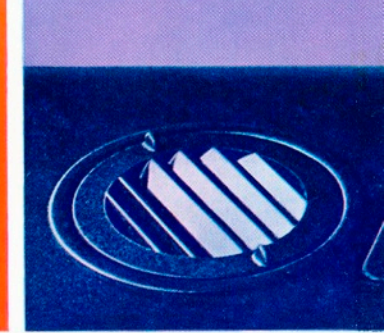
INSTRUMENT CLUSTER of the new Plymouth is logically arranged for easy readability. All instruments are always in plain view of the driver. Handsome, silver-like trim is beautifully embossed with a delicate star pattern. Scientific lighting minimizes annoying glare at night.



WINDSHIELD WIPER BLADES are a full 16 inches in length—33% longer than on most cars. They wipe the glass clean for the entire range of driving vision. Powered by a sure electric motor, Plymouth's windshield wipers never slow down when engine is pulling. Variable speed wipers optional.



PUSH BUTTONS to operate Plymouth's Power-Flite and TorqueFlite automatic transmissions are located within easy reach of the driver, just left of the instrument cluster . . . out of children's reach! As easy to operate as a doorbell, Plymouth's Push Buttons are of the positive mechanical control type.



DEFROSTER outlets are located on top of the dash. They are of the nozzle type, first introduced in the low-price field by Plymouth. Air is so directed that defrosting starts at the line of vision instead of at the bottom of the windshield. Defrosting is speeded nearly 50%.

REAR VIEW. A 30% increase in visibility has been achieved by placing the rear-view mirror to the left of center of the dash panel, and moving it closer to the driver. Adjustments are made easier, and the minimum visible road distance behind the car reduced from 131 to a safer 97 feet.

TAIL LIGHTS are beautiful and efficient. From a round lens at the base, an anodized aluminum tower projects up to the point of the Directional Stabilizer. Safety has been added by mounting tail light, brake light and turn indicator light in a single unit, with lights visible from the side as well as rear.

TRUNK of the new Plymouth has enormous luggage capacity! A full 35.6 cubic feet of usable storage space in every model. To make still more room, the spare wheel and tire are mounted horizontally on the floor, and a slender torsion spring replaces the bulky coil springs commonly used. The trunk lid lifts

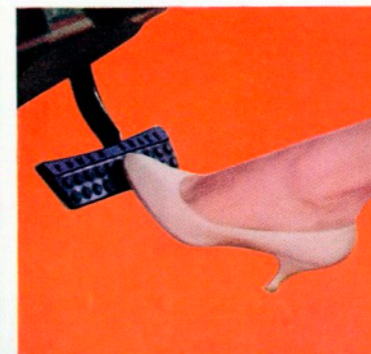
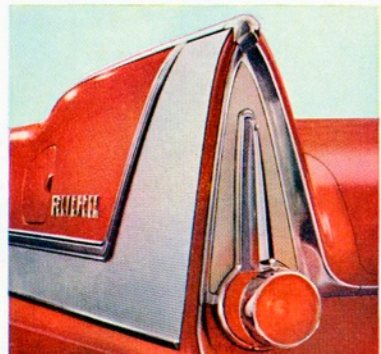
easily and latches (but does not lock) automatically. In 6-passenger station wagons, a concealed locked compartment is available at extra cost. You can store valuables safely out of sight. No need to lock the car every time you leave it. No other station wagon in Plymouth's field offers this feature.

POWER STEERING is available on all models of the new Plymouth at moderate extra cost. Plymouth employs the newly-designed Constant-Control Unit to give you famous Full-Time Power Steering. Makes parking much easier and reduces driving fatigue measurably. Just try it!

POWER BRAKES are also available on all models at nominal extra cost. Coupled with Plymouth's Total-Contact Brakes, they give you the fastest, smoothest and most positive braking in the automotive field. Plymouth's power brakes operate smoothly, instantly with minimum foot pressure.

POWER SEAT adjustments are available in all models of the new Plymouth at extra cost. At the touch of a finger, you move the front seat forward and up, or backward and down. Plymouth front seats are mounted to keep the relationship between the seatback and the seat constant at all times.

POWER WINDOWS are optional in most Plymouth models. Driver can open or close any side window, or each one can be operated individually at the door. Standard on 9-passenger station wagons is the electrically-operated tailgate window (optional on 6-passenger models).



HERE'S HOW PLYMOUTH IS AHEAD FOR KEEPS!

CHASSIS Arc-welded frame with double-channel box-section side rails. Five sturdy crossmembers. X-member design on Convertible. Special high-performance chassis at extra cost on all models equipped with Golden Commando or Dual Fury V-800 engines. Includes heavy-duty torsion-bar springs, heavy-duty Offroad shock absorbers both front and rear, and heavy-duty 6-leaf rear springs. Hydraulic 11-inch Total-Contact Brakes with Cyclobond lining. 164 sq. in. lining area. Internal expanding shoes with self-centering action. Two cylinders at each front wheel, one at each rear. Separate external contracting parking brake with standard transmission. Extra powerful expanding parking brake with PowerFile and TorqueFile transmissions.

WHEELS AND TIRES 14 x 5-inch Safety-Rim wheels with 7.50 x 14 four-ply low-pressure tubeless tire tires. 14 x 5½-inch wheels and 8.00 x 14 tires on 9-passenger station wagon models, optional at extra cost on all other models except when equipped with high-performance chassis. (8.00 x 14 Nylon tires standard on Fury, optional at extra cost on other models.)

SUSPENSION Front: Combined torsion-bar springs and ball joints. Lower unsprung weight. Dip-control upper arms. Wide-angle strut-suspended lower arms. 100% rubber isolation. New Offroad shock absorbers. Rear: 2½-inch outboard-mounted springs with 5 leaves on V-8 models, 6 leaves on all station wagons. 100% rubber isolation. Sea-level mounted Offroad shock absorbers.

STEERING Worm and ball bearing roller gear. Symmetric idler arm linkage for maximum control. Rubber-isolated pivots. Ball-joint steering knuckles for easy handling. Over-all steering ratio 26.8:1. Ratio with Power Steering 19.8:1.

TRANSMISSIONS AND DRIVE TRAIN TorqueFile: Fully automatic 3-speed Push-Button transmission with torque converter; optional at extra cost on all V-8 models. PowerFile: Fully automatic 2-speed Push-Button transmission with torque converter; optional at extra cost on all models with standard chassis. Synchro-Silent manual 3-speed transmission standard on all models. Overdrive available except with high-performance chassis. Hotchkiss drive through rear springs. Hypoid rear axle.

STANDARD REAR AXLE RATIOS (ALL MODELS) TorqueFile V-8—choice of 2.93:1 or 3.15:1 (3.31:1 with high-performance chassis). PowerFile V-8—3.31:1. PowerFile 6-cylinder—3.73:1. Manual V-8—3.54:1 (3.73:1 with high-performance chassis). Manual 6-cylinder—3.73:1. Overdrive V-8—3.90:1. Overdrive 6-cylinder—4.10:1.

ELECTRICAL SYSTEM Heavy-duty 12-volt 50-ampere-hour battery. High-capacity 30-ampere generator; automatic voltage and current control. Ignition key start switch. Lighting circuit protected with circuit breaker. Permanent plastic-coated wiring. Resistor-type spark plugs. Automatic mechanical and vacuum spark control. Splashproof distributor.

FUEL SYSTEM Lightweight aluminum carburetor. Automatic manifold heat control. New dry paper replaceable element air filter. Dual fuel filtration on V-8 models includes woven plastic filter in gas tank and extra-fine ceramic filter at carburetor; 6-cylinder models have woven plastic filter at gas tank. Fuel capacity 20 gallons (23-gallon tank optional); 22 gallons on station wagons.

GENERAL DIMENSIONS Wheelbase 118 inches (122 inches on station wagons). Over-all length 204.6 inches (station wagons, 213.1 inches). Over-all width 78.2 inches.

BODY CONSTRUCTION All-steel welded, completely rust-proofed and insulated Safety Body. Channeled and ribbed floor pan. Box-section reinforcements around all window and door openings. Baked enamel finish.

GOLDEN COMMANDO ENGINE Optional at extra cost in all models. Advanced Deep-Block design 8-cylinder V-type. Horsepower 305 at 5000 RPM. Taxable horsepower 52.7. Torque 370 ft./lbs. at 3600 RPM. Compression ratio 10.0 to 1. Bore 4.062 inches. Stroke 3.375 inches. Piston displacement 350 cubic inches. Two 4-barrel carburetors with balanced fuel flow to each cylinder and separate idle air bleed inlets; matching intake manifold. Two special design concentric dry replaceable element air filters. Overhead valves. Hydraulic valve tappets. High-load valve springs equipped with anti-surge dampers. Pistons especially designed for high-compression ratio. Special high-performance camshaft. Special high-performance resistor-type spark plugs. Automatic mechanical and vacuum spark control. New splashproof dual-breaker distributor. New spool-type rubber rear axle engine mounts. Vibration damper. Rotary oil pump. Full-Flow oil filter. Oil capacity 4 quarts. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets. Special low-restriction dual-exhaust system.

DUAL FURY V-800 Standard engine in the Fury by Plymouth. Not available in other models. Horsepower 290 at 5200 RPM. Taxable horsepower 48.9. Torque 330 ft./lbs. at 3600 RPM. Compression ratio 9.25 to 1. Bore 3.91 inches. Stroke 3.31 inches. Piston displacement 318 cubic inches. Two 4-barrel carburetors. High-performance camshaft and resistor-type spark plugs. Dual-breaker distributor. Rotary oil pump. Shut-type oil filter. Oil capacity 5 quarts. Low-restriction dual-exhaust system.

FURY V-800 Standard V-8 on all models. 8-cylinder overhead-valve V-type. Horsepower 225 at 4400 RPM. Taxable horsepower 48.9. Torque 330 ft./lbs. at 2800 RPM. Compression ratio 9.0 to 1. Bore 3.91 inches. Stroke 3.31 inches. Piston displacement 318 cubic inches. 2-barrel downdraft carburetor. Rotary oil pump. Shut-type oil filter. Oil capacity 5 quarts. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings and to valve rocker arms and tappets.

FURY V-800 WITH SUPER-PAK Available in all models except Fury at extra cost. Basic specifications same as for Fury V-800 above, except for following changes: Horsepower 250 at 4400 RPM. Torque 340 ft./lbs. at 2800 RPM. 4-barrel carburetor with matching intake manifold and special air filter. High-performance camshaft and distributor. Special design free-flow dual exhaust system.

POWERFLOW 6 Available on all models except Fury and Convertible. 6-cylinder in-line L-head valve arrangement. Horsepower 132 at 3600 RPM. Taxable horsepower 25.4. Torque 205 ft./lbs. at 1200 RPM. Compression ratio 8.0 to 1. Bore 3.25 inches. Stroke 4.63 inches. Piston displacement 230 cubic inches. Rotary oil pump. By-pass oil filter standard on most models. Oil capacity 5 quarts. Full-pressure lubrication to all crankshaft, camshaft, and connecting rod bearings.

COOLING SYSTEM Coolant capacity 318* V-8 engines 20 quarts; with heater 21 quarts; 350* V-8 engines 16 quarts; with heater 17 quarts; 6-cylinder 13 quarts; with heater 14 quarts. High-pressure (14 psi) system. 4-blade wing-tipped fan. Full-length water jacketing. Ball bearing water pump with permanent seal. Series-flow porting on 350* engine.

SHIPPING WEIGHT Estimated for 4-door sedans: Belvedere V-8—3465 lbs.; Belvedere 6-cylinder—3325 lbs.; Savoy V-8—3450 lbs.; Savoy 6-cylinder—3310 lbs.; Plaza V-8—3450 lbs.; Plaza 6-cylinder—3280 lbs.

SPECIFIC BODY DIMENSIONS

	4-door Hardtop	4-door Sedan	Club Sedan	2-door Hardtop	Convertible
Front hiproom.....	63.0"	63.0"	63.0"	63.0"	63.0"
Rear hiproom.....	62.7"	62.7"	62.7"	56.0"	56.0"
Front shoulder room.....	60.5"	60.5"	61.0"	61.0"	61.0"
Rear shoulder room.....	60.4"	60.4"	60.4"	60.5"	55.0"
Rear legroom.....	45.5"	45.5"	45.5"	45.5"	45.5"
Rear legroom.....	39.0"	41.5"	41.5"	36.5"	36.5"
Front headroom.....	34.4"	35.7"	35.7"	33.7"	35.0"
Rear headroom.....	34.5"	34.2"	34.2"	34.0"	35.2"
Car height—loaded.....	54.6"	56.6"	56.6"	54.0"	54.8"

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.

ACCESSORIES

Many accessories have been engineered especially for the new Plymouth to make your driving easier and riding more enjoyable. Ask your dealer about these:

Push-Button PowerFile (2-speed fully automatic transmission) • Push-Button TorqueFile (3-speed fully automatic transmission) • Sure-Grip Differential • Overdrive • Safety-Sure Power Brakes • Full-Time Power Steering • Push-Button Power Windows • All-Weather Air Conditioner • Fresh-Aire Heating-Defrosting System • Custom Push-Button Radio • "Search Tune" Radio • Rear-Seat Speaker • Sweep-Second Electric Clock (standard on Belvedere models) • Chrome Bumper Wing-Guards • Wheel Covers • Safety-Padded Instrument Panel and Sun Visors • Concealed Locked Storage Compartment (6-passenger station wagons) • Power Tailgate Window (6-passenger station wagons) • Solex-Tinted Glass • Undercoating • Whitewall Tires.

For specifications of the new FURY by Plymouth or the new Plymouth STATION WAGON, ask your dealer for the special FURY and STATION WAGON BOOKLETS.

Cars illustrated in this catalog are shown with items of optional equipment available at moderate extra cost.