



Announcing the new *Plymouth*

Solid comfort! Solid performance! Solid safety! Solid beauty! You'll find them all in this 1960 Plymouth, with rustproof and rattleproof Unibody, new inclined overhead-valve six-cylinder engine and a whole car-full of other solid improvements new to the low-price field!

Here is a car with revolutionary new Unibody construction that eliminates body bolts to give you a more solid, quieter ride than ever!

Here is a car that features the most comprehensive rustproofing treatment in the industry!

Here is a car that delivers up to 50 extra miles on every tank of gas, with a completely new kind of overhead-valve six-cylinder engine inclined at a 30-degree angle like modern racing models!

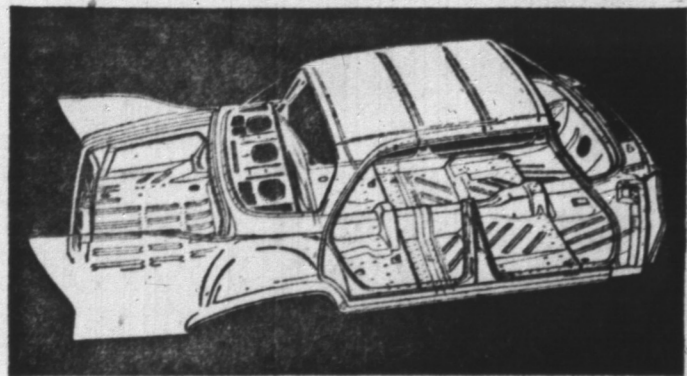
Here is a car with a purposeful new kind of sculptured beauty and space to spare.

Here is Plymouth . . . built a new solid way to give you solid satisfaction.

Not a bolt in the body

No car in Plymouth's class was ever built like this before. And Plymouth's remarkable new Unibody "bridge truss" construction makes the difference.

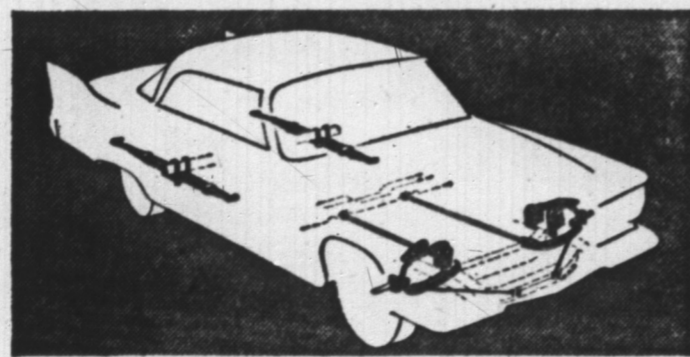
Please note that the Plymouth structure is *all one piece*—frame, body, crossmembers and exterior panels—without a body bolt in it to spoil the solid silence of your Plymouth ride. And that's only the beginning.



There's not a bolt in this Plymouth Unibody to spoil the solid quiet of your Plymouth ride. And this plastic scale model demonstrates the point. Body, frame, crossmembers and panels are all one solid piece of steel. In addition, every Unibody is dipped seven times to provide maximum protection against costly rust and corrosion!

For the Unibody is stronger and safer than conventional frame-and-body assemblies, too.

Unibody is one and one-half times stronger, end to end, than conventional types. It is *twice* as resistant to twist. And it is *four times* as durable.



Torsion-AIRE Ride—improved for 1960—weds with new Unibody to keep you level when you start, when you stop, when you wheel around the roughest country corner.

Most comprehensive rustproofing of any car—ever

Not only is your Plymouth built to withstand wear and road punishment; it's designed to resist the ravages of weather, too. For this year, Plymouth introduces a completely new rustproofing process, more comprehensive than any rust preventive treatment ever known to the auto industry.

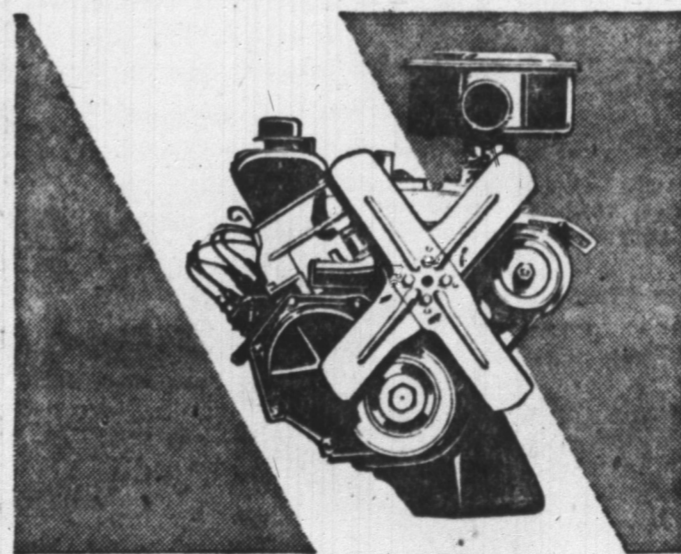
Every Plymouth Unibody is dipped (not just sprayed, mind you) a full seven times to protect it—and your investment—for years to come!

New Six . . . new savings!

Just lift the hood on a new Plymouth 30-D Economy Six. You'll see a totally new kind of automobile engine as revolutionary in the way it looks as it is in the wonderful way it saves and performs.

It's inclined to the side—just like modern racing engines—at an angle of 30 degrees. This permits a straight air intake with no elbows or angles to impede engine breathing. And even more important, inclining the engine allows Plymouth to introduce a *straight-line, individual-cylinder manifold system* that feeds the right diet of gas to each cylinder *independently*.

Result: This is an engine that turns out more torque, more horsepower than ever. Yet it still gives you up to *50 extra miles on every tank of gas!*



Plymouth's new overhead-valve, six-cylinder engine—inclined like modern racing models—delivers up to 50 extra miles per tank of gas! (Plymouth V-8's are money-savers, too!)

Special engine mounting

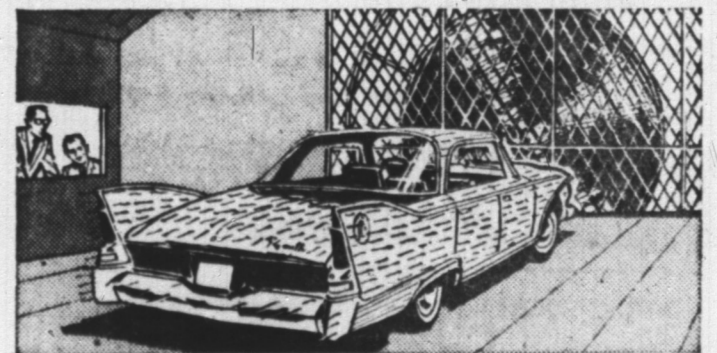
The engine in your new Plymouth is more carefully mounted than any engine ever put into a passenger car. Chrysler Corporation developed more than five hundred individual engine mount designs, then made *300,000 specific electronic calculations* on each design before the one ideal engine mount was settled on for

use in your Plymouth. And you can *feel* the result: An engine in perfect tune with the rest of the car—with virtually no engine vibration to dampen your pleasure at the wheel!

Plymouth makes the big changes the others overlooked

You've only begun to learn about Plymouth for 1960. Here are automatic door locks that lock all doors at the flick of a switch. Here are automatic swivel seats and a high-back Command seat for the driver. And here are Plymouth's own Torsion-AIRE Ride, push-button drive, Total-Contact brakes—improved for 1960.

Yet for all its engineering advances, Plymouth is an automobile that *looks* as new as it drives and rides. Though you get more stretch-out room than ever inside your '60 Plymouth, nothing has been sacrificed to make this the contemporary beauty of the year!



Even Plymouth's styling is functional. Wind-tunnel tests prove that Plymouth's sleek lines reduce air drag 14%. Your Plymouth performs and handles better, uses less gas.

But why not look for yourself? Your Plymouth dealer has a new Plymouth awaiting your trial and inspection right now. Please visit him soon. You'll find your best buy is a new Plymouth . . . solid for '60.

A QUALITY PRODUCT OF CHRYSLER CORPORATION ENGINEERING

1960 Plymouth...built a new solid way to give you solid satisfaction

F. R. McLAIN LIMITED
Malpeque Road, Charlottetown

MULLEN MOTORS
Mount Stewart