



PLYMOUTH'S ON THE MOVE

YOU HAVE TO OWN ONE TO CATCH ONE

We put everything we had into this new Plymouth. Everything. First, it had to be new. We gave it clean, uncomplicated lines. Flat, smooth decks. The result is the best-looking Plymouth that ever bore the name. We made it big, brawny

—made it master of the Plymouth-Ford-Chevrolet league. It now carries America's first 5-year warranty (see opposite page for details). To sum up: you have to own one to catch one. Plymouth 63 —quality-engineered by Chrysler Corporation.

PLYMOUTH 63