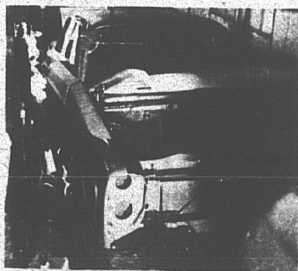


Plymouth Fury's 21½ lbs. of paint isn't just for looks.

It helps protect your new Plymouth Fury against the ugly inroads of rust.

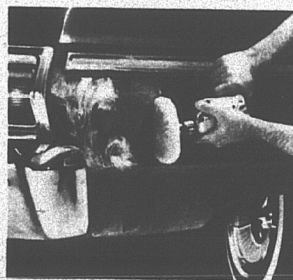


It all starts with six dips and seven sprays of the best corrosion-inhibitor in the in-

dustry, put there to protect the metal under the paint.

This finish also gives your Plymouth a higher resale potential. Plymouth's new acrylic enamel finishes are buffable. You can buff off surface scratches and dirt and give your Plymouth a nearly new shine even at trade-in time.

And come to think of it, these new Plymouth buffable acrylic enamel finishes are so downright mirror-like



you can see yourself in them. So, go see yourself at your Plymouth Dealer's, today.

You'll probably be surprised to discover how many of the value-engineered

features built into *every* Plymouth—Fury, Belvedere, Valiant, and Barracuda—are



multiple-benefit features like Plymouth's new exterior paint finish.



THE ROARING '65s
FURY
BELVEDERE
VALIANT
BARRACUDA

Plymouth

PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION