



there are
five ways to
Let yourself go...
Plymouth
in '66

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Plymouth Fury II is the finest possible combination of beauty, quality and moderate price in the Fury line. A new dual grille theme and massive new, deep-section bumpers are classic examples of contemporary styling. And its bright vinyl trim and shock-mounted cloth fabrics are prime examples of its apt combination of practical versatility with lasting beauty. There's no better way to show off your good taste, or your good sense for car value than by your choice of a Fury II sedan or station wagon. Two more reasons to let yourself go . . . Plymouth.



Plymouth Fury II 4-Door Sedan in Dark Blue Metallic

Fury II

Fury I is the economy-styled member of the Plymouth Fury line. But economy is no lackluster thing with this car. Fury I gives you a choice of 11 solid exterior colors or nine optional two-tones. And it's every inch a full-size Fury in comfort and durability. It gives you a choice of a 225-cu.-in. standard "6", or a standard 318-cu.-in. V8, for two conventional ways to go. Or three optional Coronado V-6s, if you don't mind a little extra coin for a lot of extra performance. Maybe this is the Fury for you when you decide to *let yourself go . . . Plymouth.*



Plymouth Fury I Sedan, Gold or Bronze

Fury I

Where else can you get such value of best-in-class pickup? None, even at Valiant 200's price—with front independent suspension. Or optional front-wheel disc brakes. Or so many standard safety features. Ask around . . . and let us know if you find another car that's so good looking, fun to handle, comfortable. And with this combination: standard and optional equipment galore, low initial cost, economical habits. Chances are, the reason you'll come to another Valiant . . . like the one shown on the next page. Another reason to *Let yourself go . . . Plymouth.*



Plymouth Valiant 200 A-Dies Sales to Meet Your Price

Valiant 200