

MINIUM ALLOY PISTONS • FULL PRESSURE LUBRICATION • CHAIN CAMSHAFT DRIVE • OIL-BATH AIR CLEANER

ROD BEARINGS • FLOATING PISTON PINS • ROLLER BEARING UNIVERSAL JOINTS • EQUAL LENGTH TIE RODS

GENERATOR OR GREATER • SEA-LEG SHOCK ABSORBERS • AUTOMATIC CHOKE • CENTERPOINT STEERING

PLYMOUTH

*Packed with*  
**VALUE**

...and ready to **PROVE** it!

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*Proof-*

PLYMOUTH HAS 19 OF THE 20 FEATURES  
FOUND IN HIGH PRICED CARS . . .

There is more difference than ever in low-priced cars

AND THE GREAT NEW **PLYMOUTH** MAKES THE DIFFERENCE



Feature for feature, dollar for dollar, Plymouth is the biggest automobile value your money can buy. Manufacturers naturally put the highest quality features into their high-priced cars. Comparing the number of these features found in their high-priced cars is a good index of low-priced car value. Of the 20 quality features found in most high-priced cars, Plymouth has 19, the second low-priced car has 11 and the third low-priced car has 4. The New Plymouth also has many more quality features.

For instance, you don't pull on a choke. You simply turn the ignition key—and the automatic choke mechanism adjusts itself. Each piston has two oil control rings and a chrome-plated compression ring to give you important savings on oil consumption and to add thousands of miles to the life of the engine.

The New Plymouth is designed to make the best possible use of its large glass area. Blind spots are practically eliminated. The car has a low center of gravity, hugs the road better.

It's designed for comfort, too. The long 118½-inch wheelbase provides a cradled ride. Inside, the chair-height seats are 56 inches wide in the front and 57 inches wide in the rear. You relax on soft, buoyant cushions. Long legs can stretch out and high hats stay put.

It handles with amazing ease. Because of relatively short overall length, the New Plymouth is easy to drive, easy to park, easy to garage. The clutch and accelerator actions are smooth, light. You can drive for hours and still feel fresh. Fenders flow into the body but they're still separate and detachable—and you don't have to repair a major section of the body if you dent one.

Compare it feature for feature—add up how much Plymouth extra values are worth to you. Then you'll surely agree: Now there's more difference than ever in low-priced cars—and the great New Plymouth makes the difference!

PLYMOUTH HAS 19 OF THE 20 FEATURES FOUND IN HIGH PRICED CARS!

*Proof!*

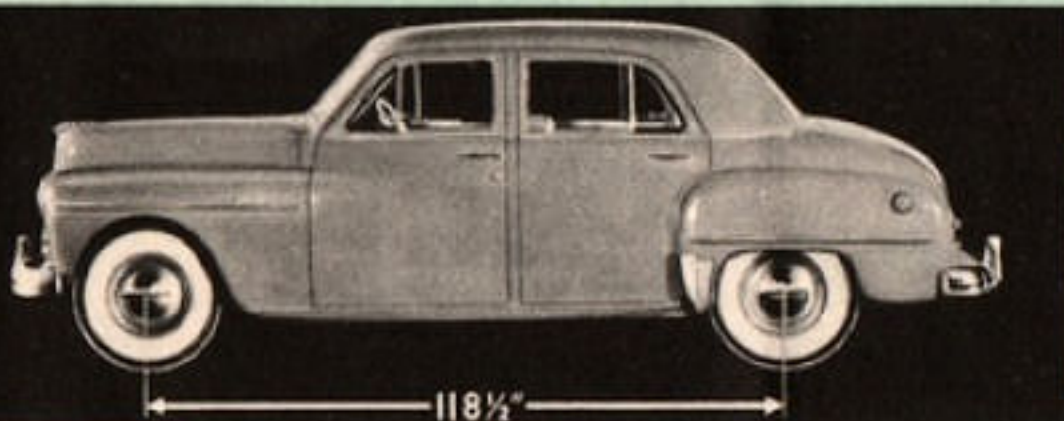
# PLYMOUTH—THE CAR THAT LIKES TO BE COMPARED

**1**  
**118 INCH**  
**OR LONGER**  
**WHEELBASE**

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Continental	Cadillac "62"	Packard Custom Eight
Yes	No	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

**INCREASED COMFORT, ROOM, ROADABILITY**



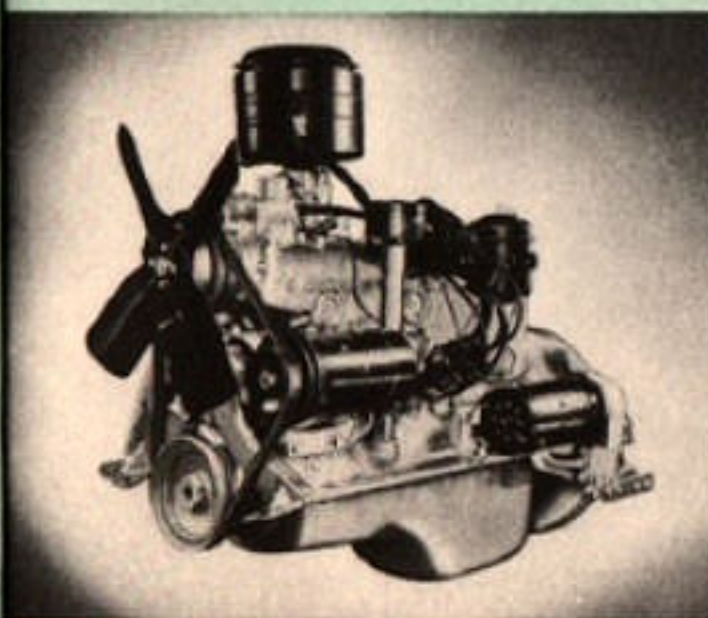
Like all the higher-priced cars, the Plymouth Special De Luxe and De Luxe P20 Models have a long wheelbase. This permits cradling of the passengers between the axles for comfort, increases interior roominess, adds impressive size to the car, and also permits better weight distribution and spring action for safe roadability.

**2**  
**97**  
**HORSEPOWER**  
**OR MORE**

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Continental	Cadillac "62"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

**ABUNDANT POWER**  
**SMOOTH PERFORMANCE**



Plymouth's 97-horsepower engine provides abundant power for fast pick-up, safe passing or extra pull. On the open road, it gives you speed without effort. Because this powerful engine can respond so quickly without "laboring," it avoids excessive strain and wear. Another aid to smooth performance is its Floating Power engine mountings which cushion vibrations.

THERE'S A LOT OF **DIFFERENCE** IN LOW-PRICED CARS

# PLYMOUTH

*Packed with* **VALUE**  
and ready to **PROVE** it!

PLYMOUTH QUALITY CHART	PLYMOUTH SPECIAL DELUXE	FORD CUSTOM EIGHT	CHEVROLET STYLELINE AND FLEETLINE	CHRYSLER NEW YORKER	LINCOLN COSMOPOLITAN	CADILLAC "62"	PACKARD CUSTOM EIGHT
<b>118" OR LONGER WHEELBASE</b> <small>Increases passenger riding comfort, by permitting seats to be cradled between the axles, allowing more interior roominess, and giving better weight distribution and spring action.</small>	Yes	No	No	Yes	Yes	Yes	Yes
<b>97 HORSEPOWER, OR MORE</b> <small>Plymouth's 97 H.P. engine provides abundant power for fast pick-up, safe passing or extra pull. Because it can respond so quickly without effort it avoids excessive strain and wear.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>7 TO 1 COMPRESSION RATIO, OR GREATER</b> <small>Designed for top efficiency with present day gasolines Plymouth's 7 to 1 high compression engine delivers maximum power per gallon of fuel, amazingly free of combustion knock.</small>	Yes	No	No	Yes	Yes	Yes	Yes
<b>ALUMINUM ALLOY PISTONS</b> <small>Use of lightweight pistons reduces load on vital crankshaft bearings. The aluminum alloy pistons in a Plymouth engine are as much as one-third lighter than ordinary cast iron type.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>FULL PRESSURE LUBRICATION</b> <small>Safeguards vital bearings, and assures longer life for moving engine parts by providing positive lubrication to crankshaft, camshaft, connecting rod bearings, and timing chain.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>CHAIN CAMSHAFT DRIVE</b> <small>Quieter and more dependable than direct gear type because a wide, link chain divides the load over many gear teeth rather than just two, with only a fraction as much strain and wear.</small>	Yes	No	No	Yes	No	Yes	Yes
<b>OIL-BATH AIR CLEANER</b> <small>Keeps dust out of engine, lengthens engine life. Does more thorough job than ordinary type, maintains high efficiency longer. Steady oil bath keeps filtering element from "gumming up."</small>	Yes	No	No	Yes	Yes	Yes	Yes
<b>FLOATING OIL INTAKE</b> <small>Oil free of sludge and abrasive particles is vital to your engine. Plymouth floating type oil intake draws only clean oil from the crankcase—keeps bottom sediment out of the oil lines.</small>	Yes	No	No	Yes	No	Yes	Yes
<b>WOVEN ASBESTOS CLUTCH FACING</b> <small>Avoids rough starts for easier car handling—reduces wear on working parts. Superior to ordinary hard clutch facing because it cushions strain in all contacts. Unusually durable.</small>	Yes	Yes	No	Yes	Yes	CADILLAC PROVIDES NO CLUTCH	No
<b>BY-PASS THERMOSTAT</b> <small>Gives faster, more uniform engine warm-up. Maintains uniform temperature top to bottom of cylinders, eliminating engine hot spots, thus reducing alcohol anti-freeze loss due to boiling.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>PRECISION CONNECTING ROD BEARINGS</b> <small>Long life has been built into Plymouth's precision-type micro-bearings. Exact fit and unusual endurance provide the maximum in trouble-free operation and low replacement cost.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>FLOATING PISTON PINS</b> <small>Virtually eliminates the possibility of piston pin "binding." They prevent excessive wear of either connecting rod, or piston, by permitting these parts full freedom of movement.</small>	Yes	Yes	No	Yes	Yes	No	Yes
<b>ROLLER BEARING UNIVERSAL JOINTS</b> <small>Universal joints equipped with roller bearings operate more efficiently than those with plain bearings. They run more smoothly and save power because there is less friction and vibration.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>CENTER STEERING (Equal Length Tie Rods)</b>	No	Yes	Yes	Yes	Yes	Yes	Yes
<b>TAPERED ROLLER DIFFERENTIAL BEARINGS</b> <small>Reduce gear wear—add strength to differential—and lower friction to a minimum, by providing better resistance to gear side-thrust. They assure smooth, quiet operation of rear axle.</small>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>HOTCHKISS DRIVE</b> <small>Improves ride by cushioning starts, stops and changes in speed. Transmits driving force through flexible rear springs, instead of by a rigid torque tube. Reduces unsprung weight.</small>	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>CENTRIFUGE BRAKE DRUMS</b> <small>Cooler—cast iron braking surface dissipates heat quicker. Stronger—steel shell provides extra strength. Superfinished—for smooth, positive action, to reduce wear on linings and drums.</small>	Yes	No	No	Yes	No	Yes	Yes
<b>"SEA-LEG" REAR SHOCK ABSORBERS</b> <small>Improves stability of Plymouth cars on rough roads by double action—checking rear end side-sway as well as cushioning up-and-down motion. This means easier handling, greater safety.</small>	Yes	No	Yes	Yes	Yes	Yes	Yes
<b>40-AMP. GENERATOR, OR GREATER</b> <small>Full battery charge—maximum reliability in any kind of weather—freedom from ordinary failures, these are benefits of the reserve charging rate above normal capacity requirements.</small>	Yes	No	Yes	Yes	Yes	Yes	Yes
<b>AUTOMATIC CHOKE</b> <small>Easier and quicker start—faster warm-up, because fuel-air mixture is just right. This means extra economy in a Plymouth—no hand choke gears work to waste gas or dilute the oil.</small>	Yes	No	No	Yes	Yes	Yes	Yes
<b>TOTAL QUALITY SCORE</b>	<b>19</b>	<b>11</b>	<b>4</b>	<b>20</b>	<b>17</b>	<b>18</b>	<b>19</b>

**Proof!** ALL ITEMS USED IN THIS CHART ARE STANDARD EQUIPMENT. INFORMATION COMPILED BY BOSS ROY, INC., FEBRUARY 1, 1950. PLYMOUTH HAS 19 OF THE 20 FEATURES FOUND IN HIGH PRICED CARS!

# 19 REASONS WHY PLYMOUTH IS MOST LIKE TODAY'S HIGH-PRICED CARS!

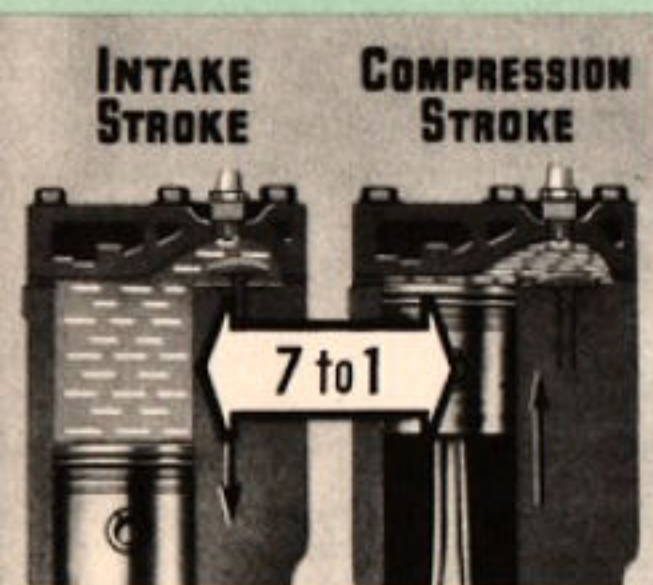
## 3 COMPRESSION RATIO

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	No	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

### PEAK EFFICIENCY AND ECONOMY

With its 7 to 1 compression ratio, the Plymouth engine is designed for top efficiency with present-day gasolines. It delivers maximum power per gallon of fuel. Amazingly free of combustion shock, this L-head engine gives that smooth flow of power which is duplicated only in a few higher-priced automobiles. The simpler L-head design gives quieter performance and has fewer parts to wear or to require adjustments. Thus, maintenance costs are lowered.



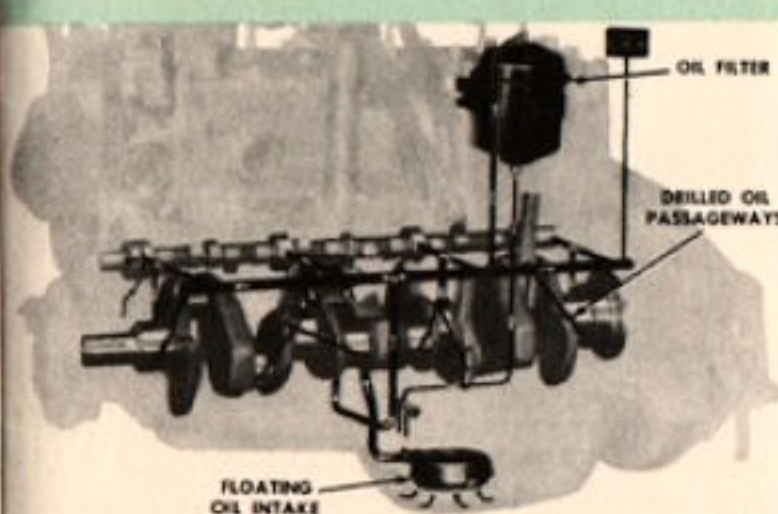
## 5 FULL PRESSURE LUBRICATION

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

### LONGER ENGINE LIFE

Positive lubrication to every vital point at all engine speeds assures longer life for moving engine parts. Oil is pumped under pressure directly to the Plymouth crankshaft, camshaft and connecting rod bearings and timing chain. A pressurized mist of oil protects piston pin bearings and cylinder walls.



## 4 ALUMINUM ALLOY PISTONS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

### REDUCED BEARING LOADS EXACT FIT, LONG LIFE

The use of lightweight pistons reduces the load on vital crankshaft bearings. The aluminum alloy pistons in the Plymouth engine are as much as *one-third lighter* than ordinary cast-iron pistons! They are precision-ground and individually selected for precision fit. And they are tin-plated to resist scuffing and scoring . . . insure long service.



## 6 CHAIN CAMSHAFT DRIVE

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	No	No	Yes	No	Yes	Yes

*What it means to YOU...*

### QUIET, DEPENDABLE SERVICE

Advantages of driving the camshaft with a wide, link chain—instead of with direct gears—can be shown by simple mathematics. A direct gear drive puts the entire load on just two teeth. But a chain divides the load over many teeth. So there is only a fraction as much strain and wear on each. That makes a chain drive run more quietly and dependably.



# 19 REASONS WHY PLYMOUTH IS MOST LIKE TODAY'S HIGH-PRICED CARS!

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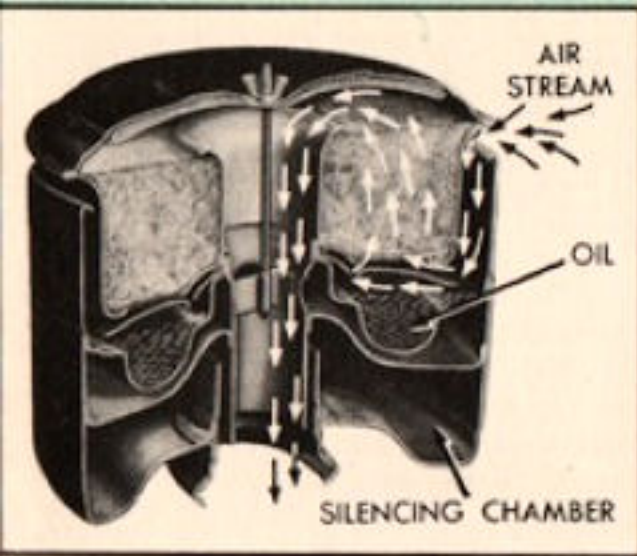
## OIL BATH AIR-CLEANER

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "52"	Packard Custom Eight
Yes	No	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

## CONTINUOUS ENGINE PROTECTION

By keeping dust out of the engine, an oil-bath air cleaner cuts down repair bills and lengthens engine life. The oil-bath type does a far more thorough job than ordinary types of air cleaners. And it maintains high efficiency for a much longer period of time. The steady bath of oil over the filtering element keeps it from "gumming up" as ordinary filters soon do.



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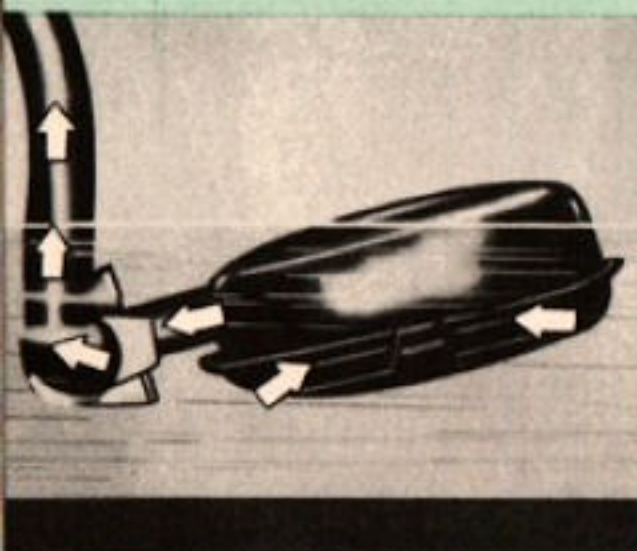
## FLOATING OIL-INTAKE

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "52"	Packard Custom Eight
Yes	No	No	Yes	No	Yes	Yes

*What it means to YOU...*

## CLEAN OIL FOR VITAL ENGINE PARTS

An important engine protection is a hinged oil intake that floats up and down with changes in oil level. This kind of intake—found in Plymouth and higher-priced cars—draws only the clean oil from just below the surface of the oil in the crankcase. It prevents any surface foam or sediment on the bottom of the crankcase from being drawn into the oil lines.



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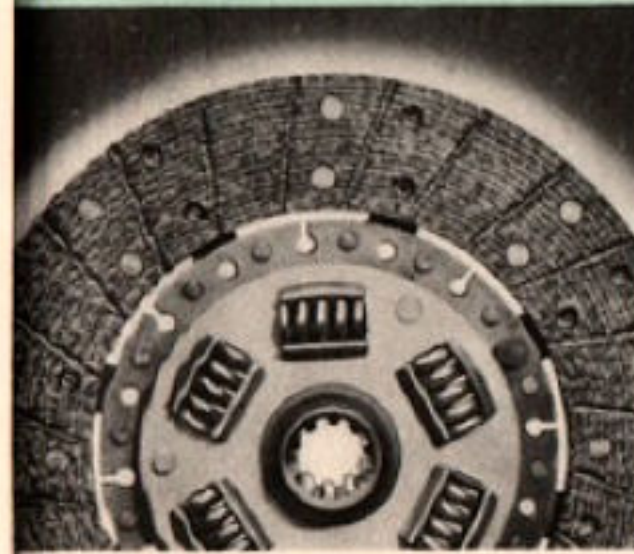
## WOVEN ASBESTOS CLUTCH FACING

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "52"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	CADILLAC PROVIDES NO CLUTCH	No

*What it means to YOU...*

## SMOOTHER CLUTCH ACTION AND LONGER LIFE

A woven-asbestos clutch facing helps to avoid rough starts and excessive wear on working parts. Unlike the usual hard clutch facing, it has an inherent cushioning effect that eases the strain when it makes contacts. It is unusually durable. And long facing life is further assured because the Plymouth clutch is ventilated to get rid of destructive heat.



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## BY-PASS THERMOSTAT

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "52"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

## FASTER, UNIFORM ENGINE WARM-UP

The By-Pass Thermostat, used in the Special De Luxe Plymouth, is definitely superior because it warms up the engine uniformly and does it faster. It maintains uniform temperatures from top to bottom in the cylinder bore. Elimination of engine "hot spots" reduces loss of alcohol anti-freeze due to boiling. Another advantage is the high rate of water flow which provides proper cooling for the exhaust valve seats.



# 19 REASONS WHY PLYMOUTH IS MOST LIKE TODAY'S HIGH-PRICED CARS!

## PRECISION CONNECTING ROD BEARINGS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Stylaine and Flairline	Chrysler New Yorker	Lincoln Cosmo- poltan	Cadillac "62"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

**EXTREMELY LONG LIFE—LOW REPLACEMENT COST**



Exceptionally long life has been achieved by Plymouth engineers in developing these micro-bearings. Manufacturing

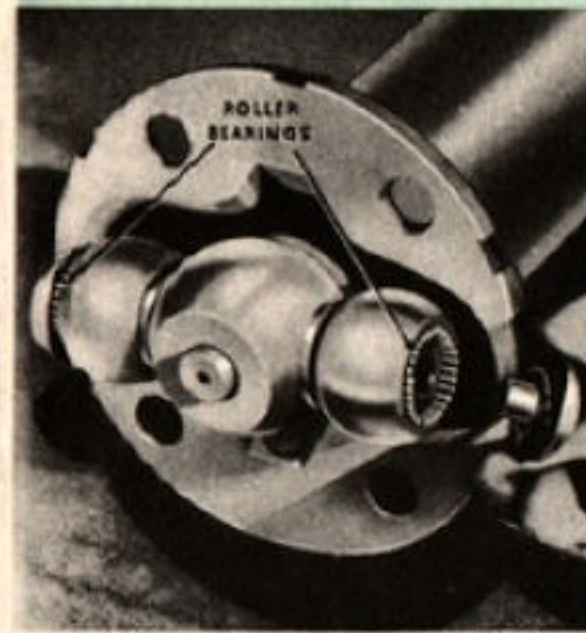
excellence has accomplished proper bearing fit without resorting to the use of shims. All main, connecting rod and camshaft bearings in the Plymouth engine are of the precision type. Their longer life and trouble-free operation mean greater economy through savings in replacement costs.

## ROLLER BEARING UNIVERSAL JOINTS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Stylaine and Flairline	Chrysler New Yorker	Lincoln Cosmo- poltan	Cadillac "62"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

**LESS WEAR AND FRICTION  
—MORE POWER**



Universal joints equipped with roller bearings operate more efficiently than those with plain bushings. They run more smoothly and save power because there is less friction and vibration. This reduces wear, too.

## FLOATING PISTON PINS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Stylaine and Flairline	Chrysler New Yorker	Lincoln Cosmo- poltan	Cadillac "62"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	No	Yes

*What it means to YOU...*

**LONGER, EVEN WEAR**



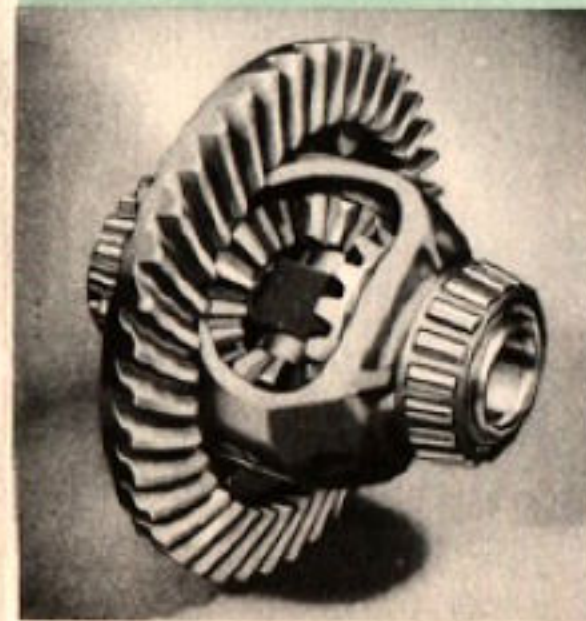
Floating-type piston pins virtually eliminate the possibility of piston pin "binding." Floating pins also prevent excessive wear at either the connecting rod or the piston because they permit free movement of both.

## TAPERED ROLLER DIFFERENTIAL BEARINGS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Stylaine and Flairline	Chrysler New Yorker	Lincoln Cosmo- poltan	Cadillac "62"	Packard Custom Eight
Yes	Yes	Yes	Yes	Yes	Yes	Yes

*What it means to YOU...*

**INCREASED STRENGTH  
AND GEAR LIFE**

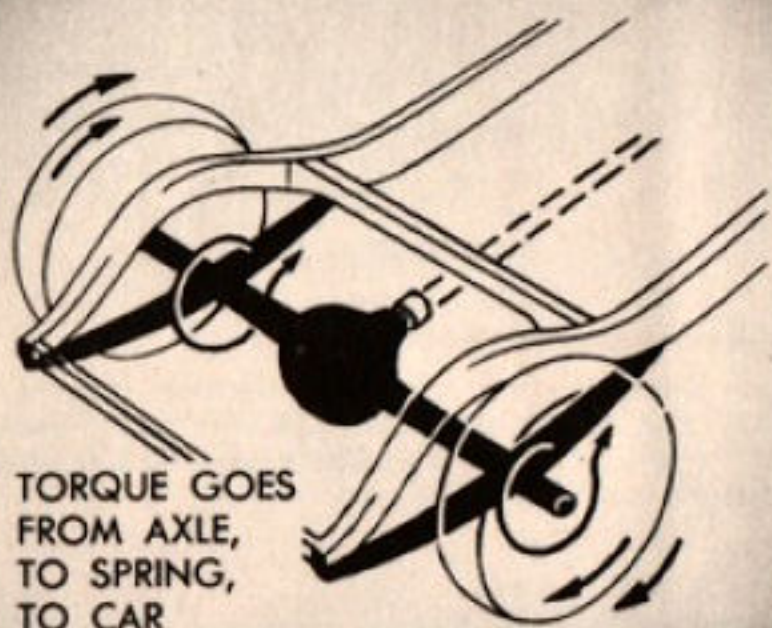


Rear axle gears exert great side thrust against the differential bearings in any car. That is why Plymouth uses tapered roller bearings which can best withstand such thrust. These tapered bearings lengthen gear life. They add strength to the differential. And they reduce friction to the minimum . . . assure unusually smooth and quiet operation of the rear axle.

## 15 HOTCHKISS DRIVE

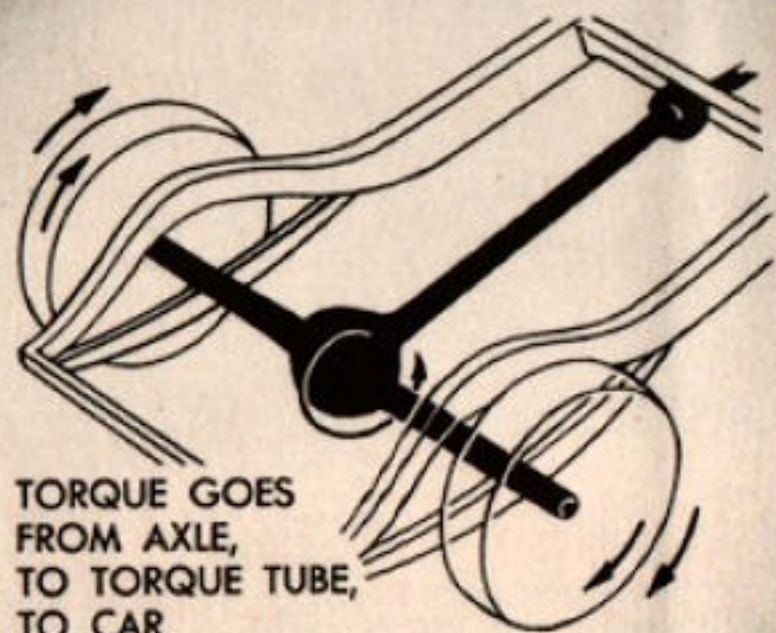
Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "62"	Packard Custom Eight
Yes	Yes	No	Yes	Yes	Yes	Yes

*What it means to YOU...*



TORQUE GOES FROM AXLE, TO SPRING, TO CAR

**CUSHIONED  
STARTS  
AND STOPS —  
EASIER  
RIDE**



TORQUE GOES FROM AXLE, TO TORQUE TUBE, TO CAR

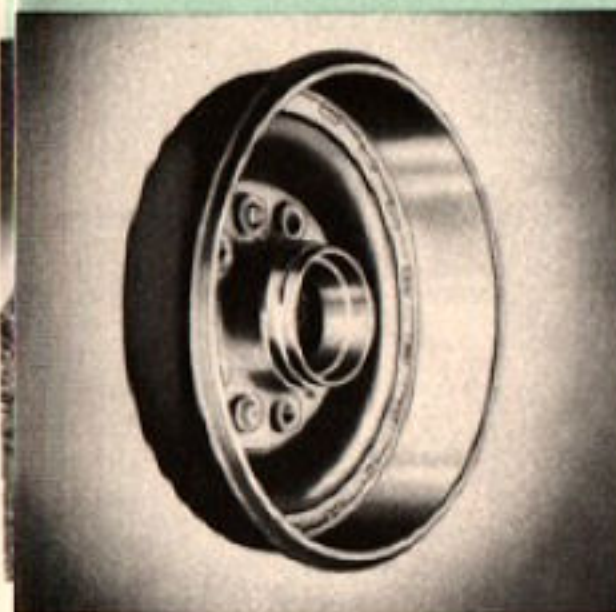
Hotchkiss drive transmits driving, rear braking forces and torque reactions through the rear springs, instead of through a rigid torque tube. It is a flexible connection that cushions the shocks of starting and stopping before they reach the body. Hotchkiss drive also improves riding qualities. With it, there is less unsprung weight to bounce with the wheels of the car.

## 16 CENTRIFUSE BRAKE DRUMS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "62"	Packard Custom Eight
Yes	No	No	Yes	No	Yes	Yes

*What it means to YOU...*

**INCREASED BRAKING SAFETY  
AND ECONOMY**



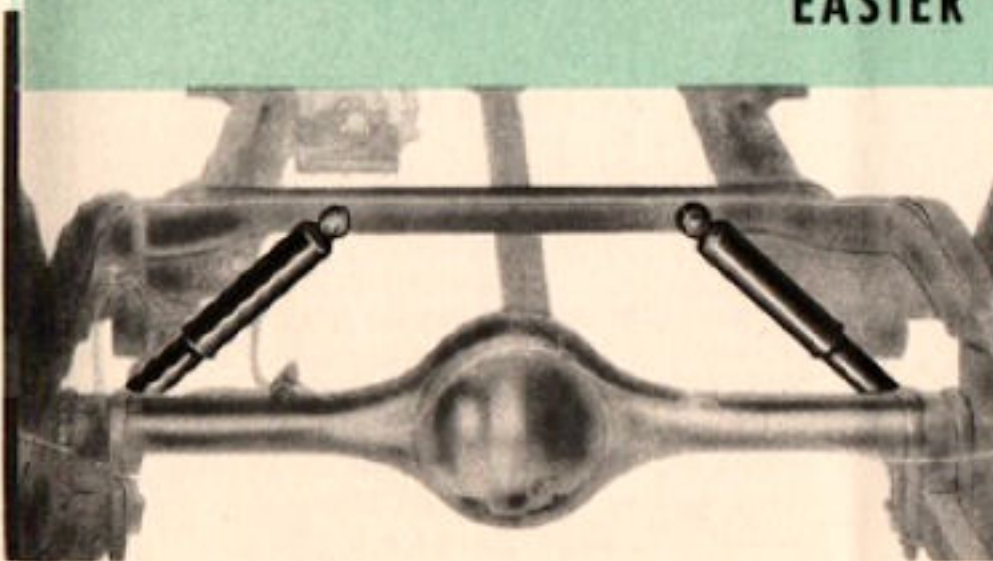
Consist of a cast iron braking surface fused to a steel shell. Plymouth drums provide no less than five important advantages: (1) They dissipate heat into the air more quickly. (2) The steel outer shell provides extra rigid strength. (3) Because of super-finishing, every inch of braking surface works, thereby producing smooth, positive stops. (4) Super-finishing eliminates sharp ridges that could cut brake lining. (5) Superfinished braking surfaces reduce wear on lining and drum.

## 17 SEA-LEG REAR SHOCK ABSORBERS

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmo-politan	Cadillac "62"	Packard Custom Eight
Yes	No	Yes	Yes	Yes	Yes	Yes

*What it means to YOU...*

**EASIER RIDING**



Plymouth rear shock absorber tops are mounted to the chassis so they lean to the center of the car. This "sea-leg" position provides greater stability and better driver control on rough roads by effectively checking rear-end sideways as well as cushioning up-and-down motion.

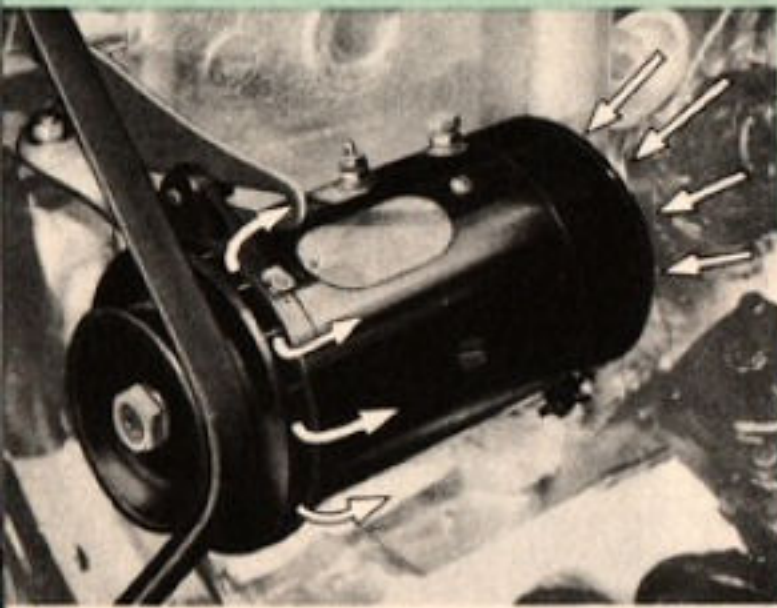
# 19 REASONS WHY PLYMOUTH IS MOST LIKE TODAY'S HIGH-PRICED CARS!

## 18 40 AMPERE GENERATOR OR GREATER

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	No	Yes	Yes	Yes	Yes	Yes

*What it means to YOU...*

### EXTRA STARTING DEPENDABILITY



The powerful Plymouth 40 ampere generator maintains battery at full charge. Has reserve charging rate above normal load requirements to insure maximum reliability during coldest weather. Air-cooled by suction fan to maintain uniform operating temperature and to assure long operating life.

## other PLUS features of the Great New PLYMOUTH

### SHOCK PROOF STEERING

Permits maximum handling ease, precise alignment and makes driving almost effortless.

### SPLASH PROOF DISTRIBUTOR

Avoids annoying ignition failures by all-weather protection against moisture penetration. Assures better engine performance, smoother engine idle and improves radio reception. Has neoprene ignition cable which is both weatherproof and oil resistant and superior to braid and lacquer type.



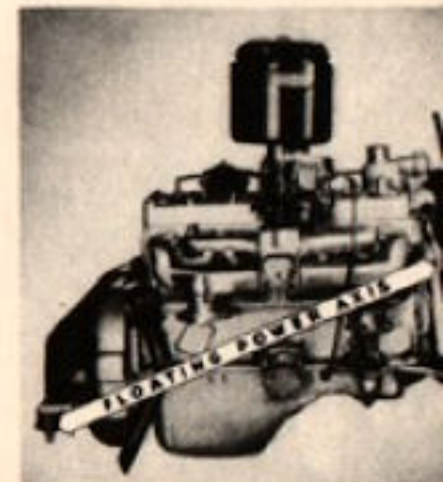
### RIGID BOX-TYPE FRAME

Extra heavy and welded for strength. Adds steadiness to ride. Much stronger than riveted frame used in some low-priced cars.

### FLOATING POWER

Increases life of car and gives quieter engine operation. Floating power dissipates engine vibrations so they do not reach chassis and body.

\*EXCLUSIVE ON PLYMOUTH IN THE LOW-PRICED FIELD.



## 19 AUTOMATIC CHOKE

Plymouth Special De Luxe	Ford Custom Eight	Chevrolet Styline and Fleetline	Chrysler New Yorker	Lincoln Cosmopolitan	Cadillac "52"	Packard Custom Eight
Yes	No	No	Yes	Yes	Yes	Yes

*What it means to YOU...*

### EASIER STARTING FUEL AND OIL ECONOMY



An automatic choke takes the guess-work out of mixture adjustment when starting a cold engine. By regulating the fuel-air mixture precisely, it makes starting quicker and warm-up smoother in cold weather. An automatic choke also eliminates wasting of gasoline. This means less unburned gasoline to dilute the oil.

### POWERFUL STARTER MOTOR

Embodies a special feature to overcome tardy engagement at extremely low temperatures.



*other PLUS features of the*

*Great New PLYMOUTH*

#### CHROME PLATED PISTON RING

Safeguards engine during "wear-in" period and increases resistance to cylinder wall scuffing. Reduces wear on other rings and cylinder bore.

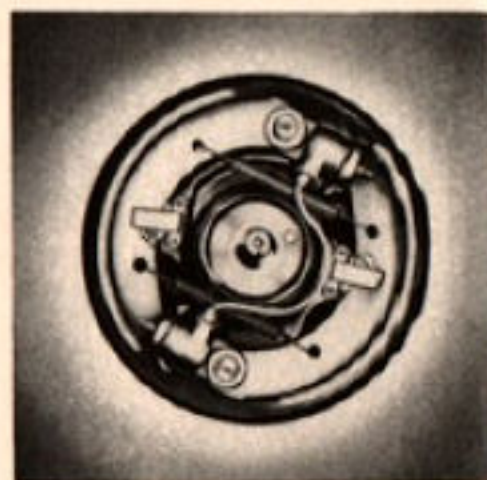
#### REMOVABLE FENDERS

Saves you money on repair bills. Fenders flow into the body but they're still separate and detachable and you don't have to repair a major section of the body if you dent one.



#### ROAD SPLASH ENGINE SHIELDS

Engine cleanliness is achieved by metal and rubber shields in front fender assembly and forward part of the body. Stop road splash from reaching engine.



#### SAFE-GUARD HYDRAULIC BRAKES

Six "wedging" brake shoes, two in each front wheel, and one in each rear wheel, help assure easier, surer stops.

#### THEFT-PROOF IGNITION CABLE

Theft of your new Plymouth is unlikely because the engine cannot be started by wiring around the switch without rewiring under the hood. Ignition wire from switch to dash is protected by an armored cable.

#### STRONG STEEL BODY

Safety for all occupants is provided by extra body rigidity. The underbody is extremely rugged, and box-section reinforcement around door openings gives exceptional strength.

#### INTAKE MANIFOLD



Excellent all-around engine performance and efficient burning of gasoline result from more uniform and faster response to throttle opening.

#### RESISTOR SPARK PLUGS

Spark gap width set for peak efficiency, smoother engine idle, low speed gas economy. Last longer because burning of electrodes is retarded. Prevents interference with FM and Television radio sets.

#### WIDE SAFETY-RIM WHEELS

Helps prevent tires from slipping off rim in event of blowouts. Patented retaining humps hold the tire straight and tight on the rim. \*EXCLUSIVE ON PLYMOUTH IN THE LOW-PRICED FIELD.



#### STORAGE BATTERY

Sealed against leakage of corrosive acid, protects battery holder and body.

18" OR LONGER WHEELBASE • 97 HORSEPOWER OR MORE • 7.0 TO 1 COMPRESSION RATIO OR GREATER • AL

LOADING OIL INTAKE • WOVEN ASBESTOS CLUTCH FACING • BY-PASS THERMOSTAT • PRECISION CONNECTI

APERED ROLLER DIFFERENTIAL BEARINGS • HOTCHKISS DRIVE • CENTRIFUSE BRAKE DRUMS • 40 AMP. 6

LOADING OIL INTAKE

APERED ROLL

18" OR LONG

LOADING OIL

APERED ROLL

LOADING OIL

APERED ROLL

18" OR LONG

LOADING OIL

APERED ROLLE

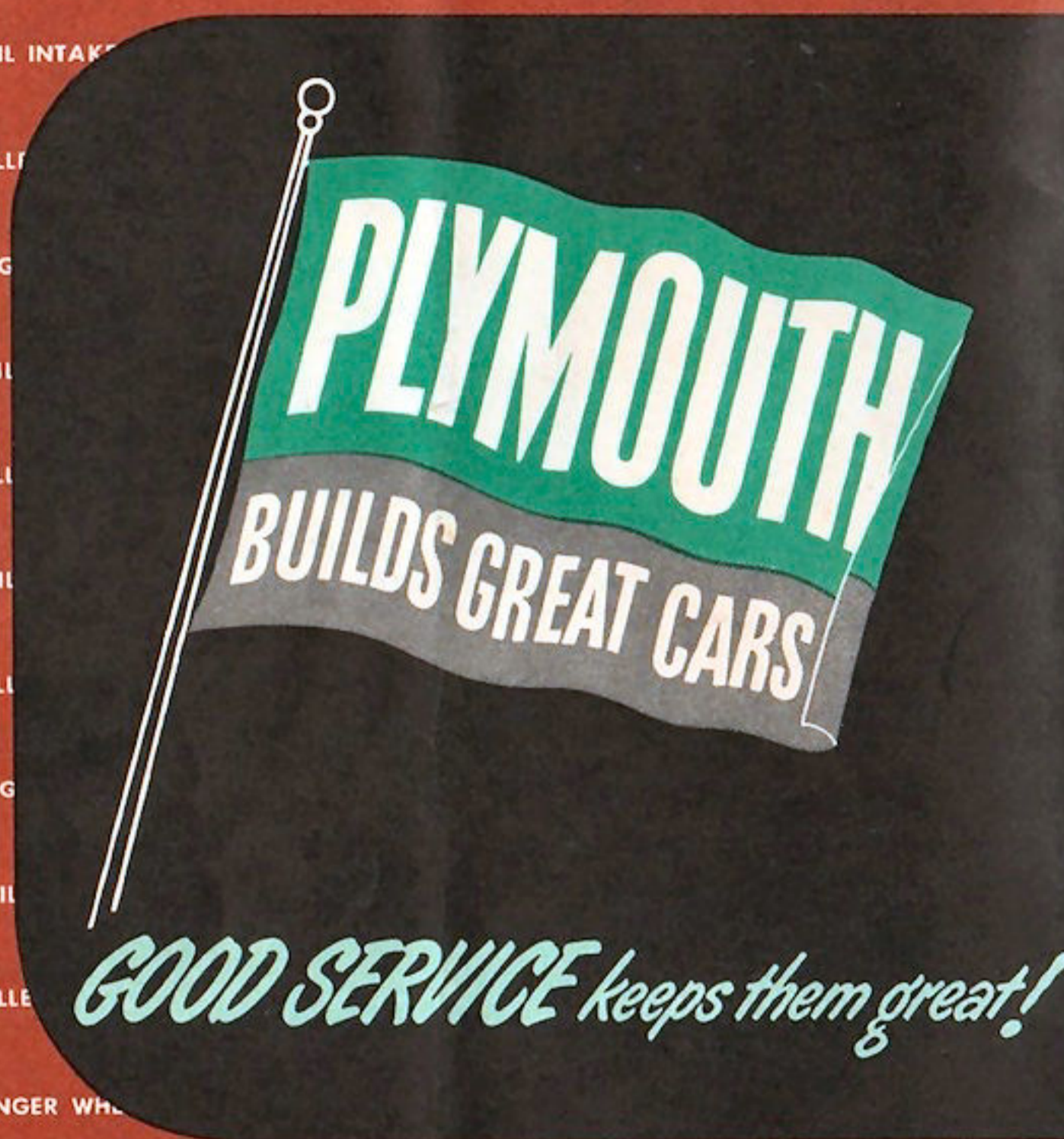
18" OR LONGER WHE

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APERED ROLLER DIFFERENTIAL BEARINGS • HOTCHKISS DRIVE • CENTRIFUSE BRAKE DRUMS • 40 AMP. 6

18" OR LONGER WHEELBASE • 97 HORSEPOWER OR MORE • 7.0 TO 1 COMPRESSION RATIO OR GREATER • AL

APERED ROLLER DIFFERENTIAL BEARINGS • HOTCHKISS DRIVE • CENTRIFUSE BRAKE DRUMS • 40 AMP. 6



*GOOD SERVICE keeps them great!*