

**SPECIAL
DE LUXE**

Plymouth

FOR 1941

Featuring

*Fashion
Tone*

Interior

**Buy Wisely—Here's the new low-priced
car that can give you the Greatest
Pleasure and Satisfaction you
have ever experienced**



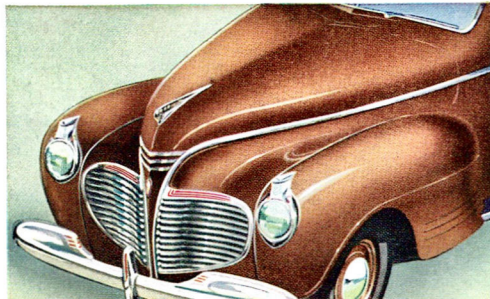
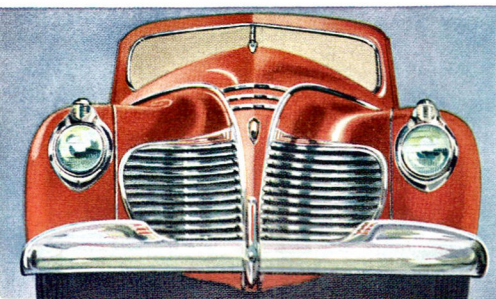
A PORTRAIT OF GLEAMING CHROME, this broad-shouldered new Plymouth! Long and wide and low-swung—with a sparkling new grille, new body and fender mouldings of bright stainless steel, dynamic new headlamp design. Big full-width bumper bars have new 7½-inch deep flanges.

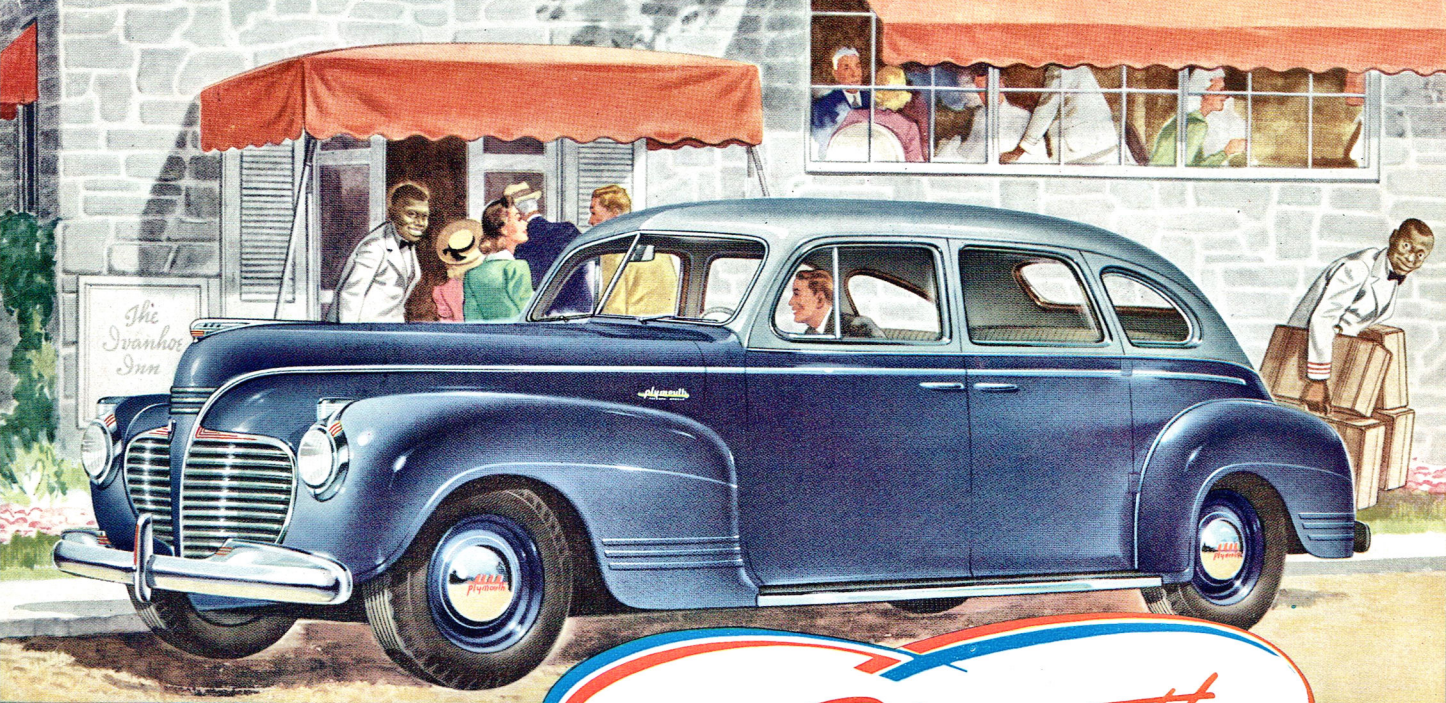
MAGNIFICENT NEW ARTISTRY OF DESIGN, a pleasing new smoothness for the long front-opening hood. Here is exquisite beauty, unmarred by center-strip or hood handles, the broad fenders blending gracefully into the new high moulding line. Bright metal fender welts, also new, add further smart distinction.

BUY WISELY—get the most for your money. Look over this big, beautiful new Special De-Luxe Plymouth. Learn what it can give you in pleasure and satisfaction. You'll agree that Plymouth's the One for '41.

It's a pleasure to remind yourself that this luxurious car is *low-priced*! It gives you brilliant new styling, exquisite new luxury of roominess, rich upholstery, smart appointments, the Luxury Ride. It gives you astonishing new ease of handling, a new sense of mastery. You'll thrill to the new High Torque engine performance. You'll feel pride in this Plymouth's economy of fuel and upkeep. You'll marvel at the long life that has been engineered into this "low-priced car most like the higher-priced cars." In size and style, performance and safety, long life, economy and luxury, here's the car for your money.

ALL PLYMOUTHs have two tail lights. And license light and spotlight are combined so when brakes are applied a third red light flashes an unmistakable warning. Directional indicator signal system can be installed, available at slight extra cost.

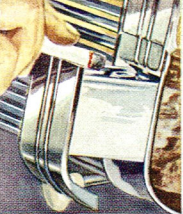




Special DeLuxe Plymouth
FOUR-DOOR SEDAN

1941 Plymouth

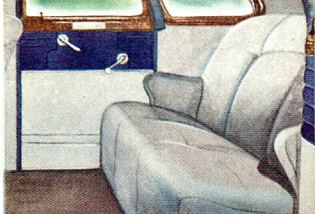
**Puts Brand New Zest
into Car Ownership**



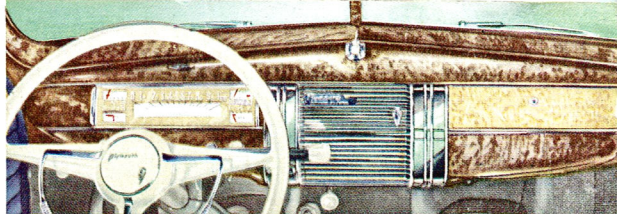
HANDSOME new ash receiver, pull lightly to open. Completely enclosed, reduces fire hazard.



EXTRA ROOM for the tall person, provided by this richly-carpeted foot-rest. Recessed deeply into the rear of the front seat, sloped for enjoyable riding.



RICH NEW FABRIC, softly glowing colors . . . sparkly new metalware, handsomely grained mouldings, a lavish use of the oyster-white tenite plastic . . . a picture of great richness, great luxuriousness!



THIS HANDSOME INSTRUMENT PANEL, richly grained, has control buttons in the beautiful oyster-white tenite plastic. Matches the attractiveness of Plymouth's new steering wheel, a new design with new clear vision for the famous Safety Signal Speedometer and other instruments which have warning signals. High in the center is the convenient location of the new 1941 Plymouth's windshield wiper control.

Surround yourself with the brilliant luxury of Plymouth's exciting new

Fashion-Tone

Interior

SO BEAUTIFUL is this Fashion-Tone door trim, it's a pleasure to remember Plymouth's low delivered price. Upper-panelling is a gorgeous blue, with attractive bright bead separating it from the larger panel of rich gray.

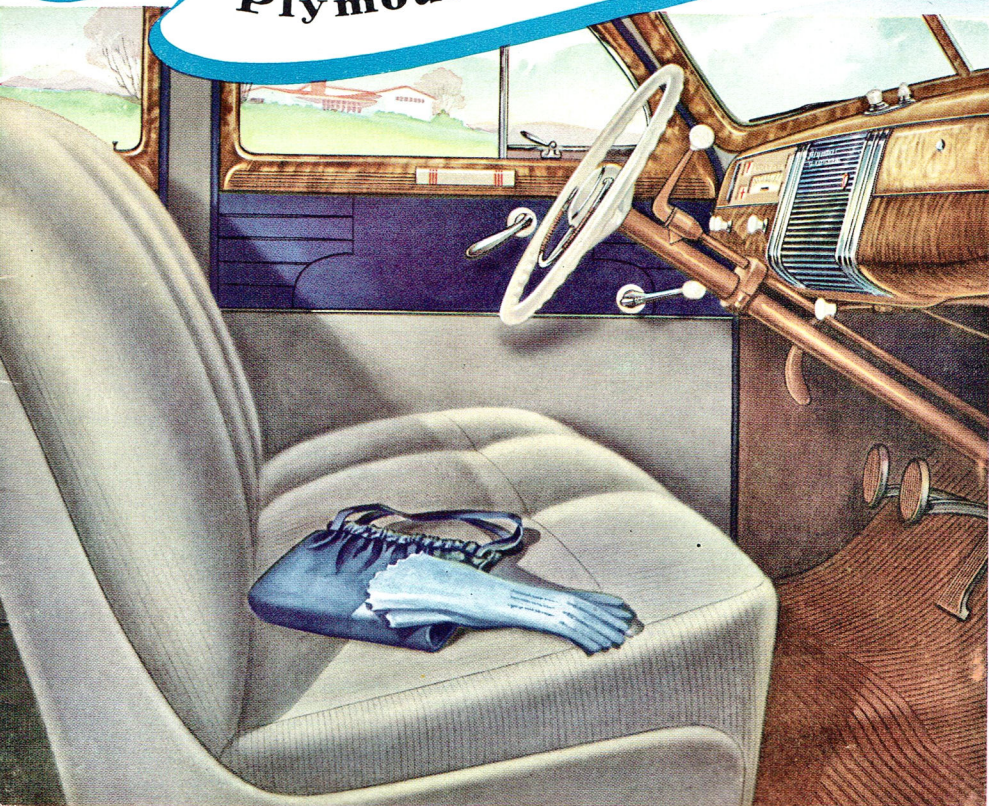


GET MORE LUXURY this year. Get the amazing new comfort Plymouth now gives. To sink luxuriously into the big, deep cushions is a revelation in what low price can now buy. To run your hand over the soft, rich upholstery tells you: this is quality—new and better value for the money.

All around you, a new luxuriousness of interior and appointments that give great new satisfactions. You find it hard to realize you can get a low-priced car with an interior so glamorous, so intriguing, so incredibly beautiful as the new Fashion-Tone Interior. Yet here it is, the rich colors, the eye-attracting appointments, the deep cushions with new "luxury type" springs, giving a wonderful new sense of luxuriousness delightful to experience. Especially so, when you recall Plymouth is one of the lowest-priced cars.

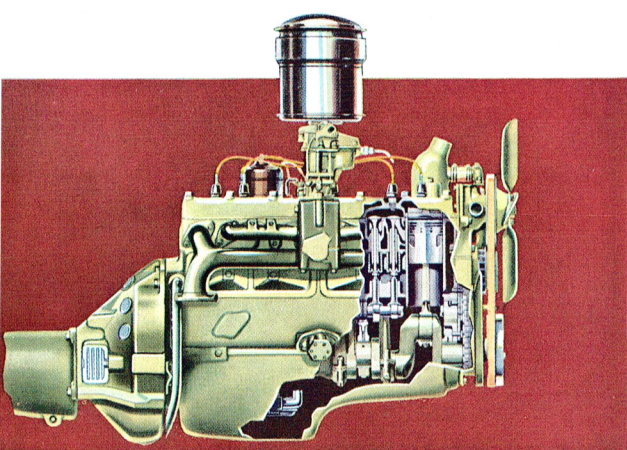
Plymouth for '41, you'll find, gives abundantly of roominess, comfort, styling. Gives generously of fine quality and great luxury. Here is evidence of tremendous new value-giving in a lowest-priced car! Buy wisely—get the most for your money. Plymouth's the One for '41!

Plymouth's New *Fashion-Tone* Interior



**A Miracle
in Color,
Fabric and
Appointments
that Commands
Admiration**



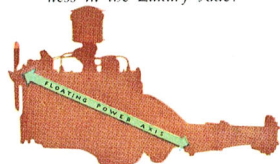


- Greater Horsepower
- Increased Torque
- New Transmission Ratio
- New Gear Ratio in Rear Axle
- New Powermatic Shifting, available on all models
- New High Duty Engine Bearings
- Oil Bath Air Cleaner
- New Ignition Protection
- New Oil Rings
- Battery under hood, in windstream of the fan

Floating Power mountings are **HIGH AT THE FRONT** of the Plymouth engine.



SUSPENDED IN BALANCE, the Plymouth engine is free to rock, dissipate its vibrations—smoothness in the *Luxury Ride!*



Floating Power rubber mountings of the Plymouth engine are **LOW AT THE REAR**.



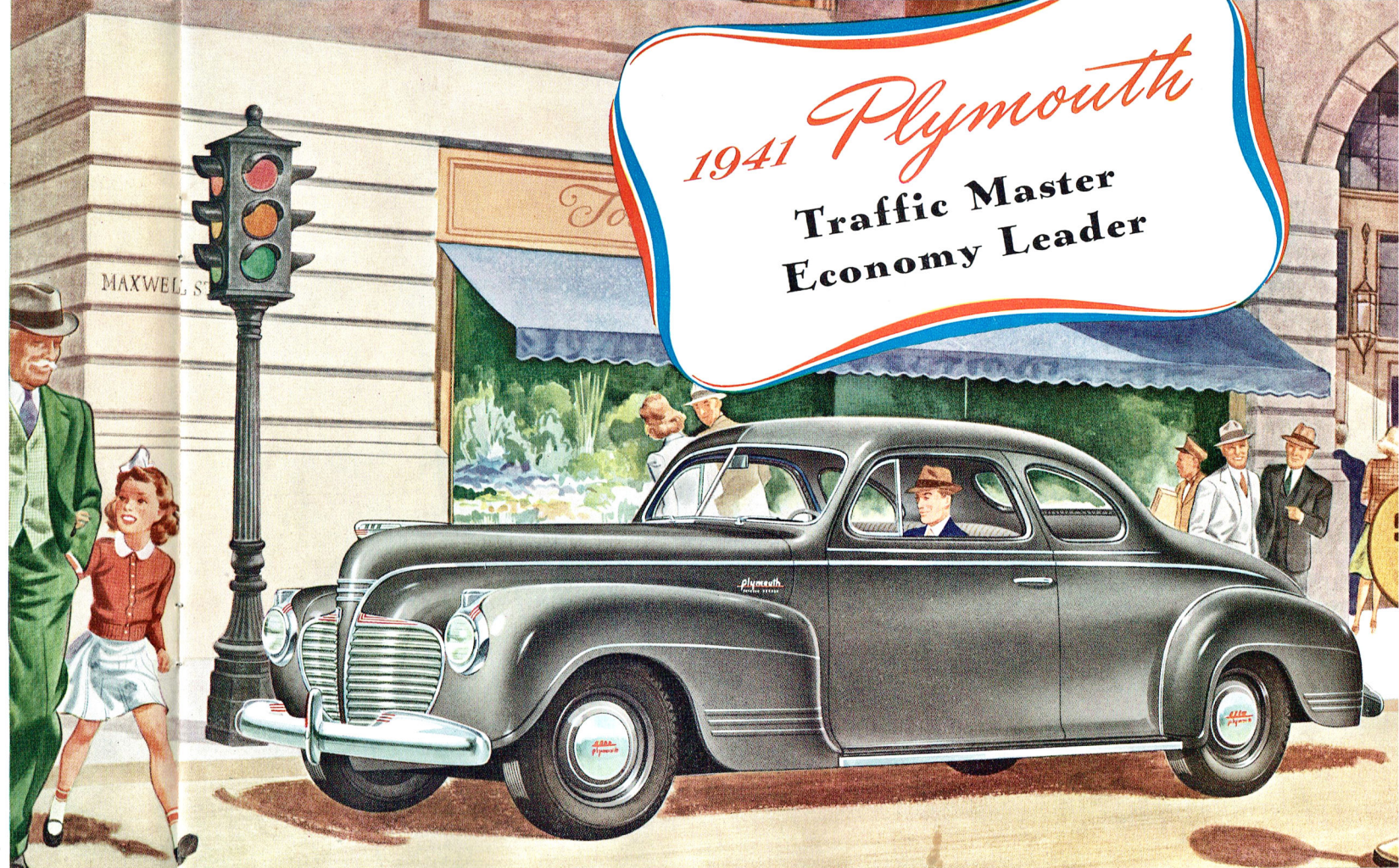
High Torque new Mastery of hills and distance, a new found Zest for Driving, anywhere!

PUT THE NOSE of this New *Special DeLuxe* Plymouth to the wind! Let its great power take you places. Feel the new quick-stepping eagerness, the thrill of it! Here's new mastery to enjoy. A brand new kind of performance in a low-priced car.

You get all this from Plymouth's new high torque performance. Increased horsepower, with the incredible smoothness of Floating Power. A new axle ratio and in the new transmission a new gear ratio, each contributing importantly to new powerful performance. You will find you can do most of your driving in two speeds—second and high. Thus, performance is stepped-up 4-ways.

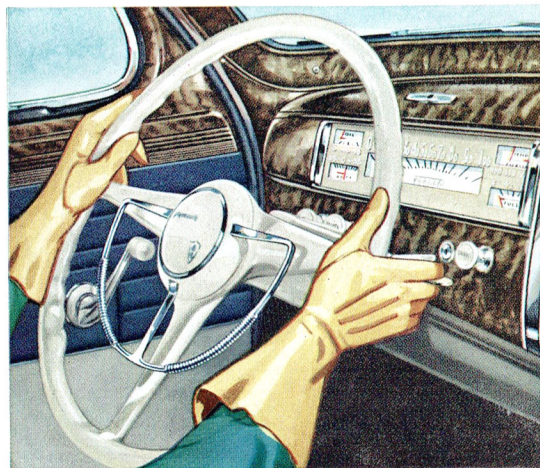
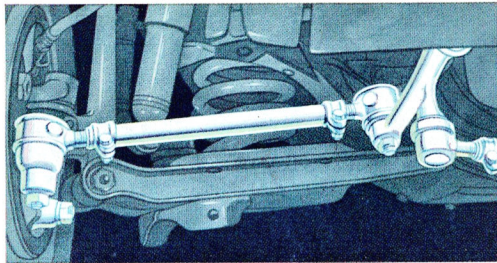
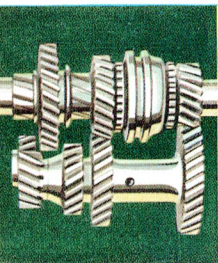
Further enjoyment is added to your driving by *Powermatic Shifting*, available on all models. Here's a great new development that brings a revelation in driving ease — makes shifting practically as easy as moving the finger!

Special DeLuxe Plymouth COUPE



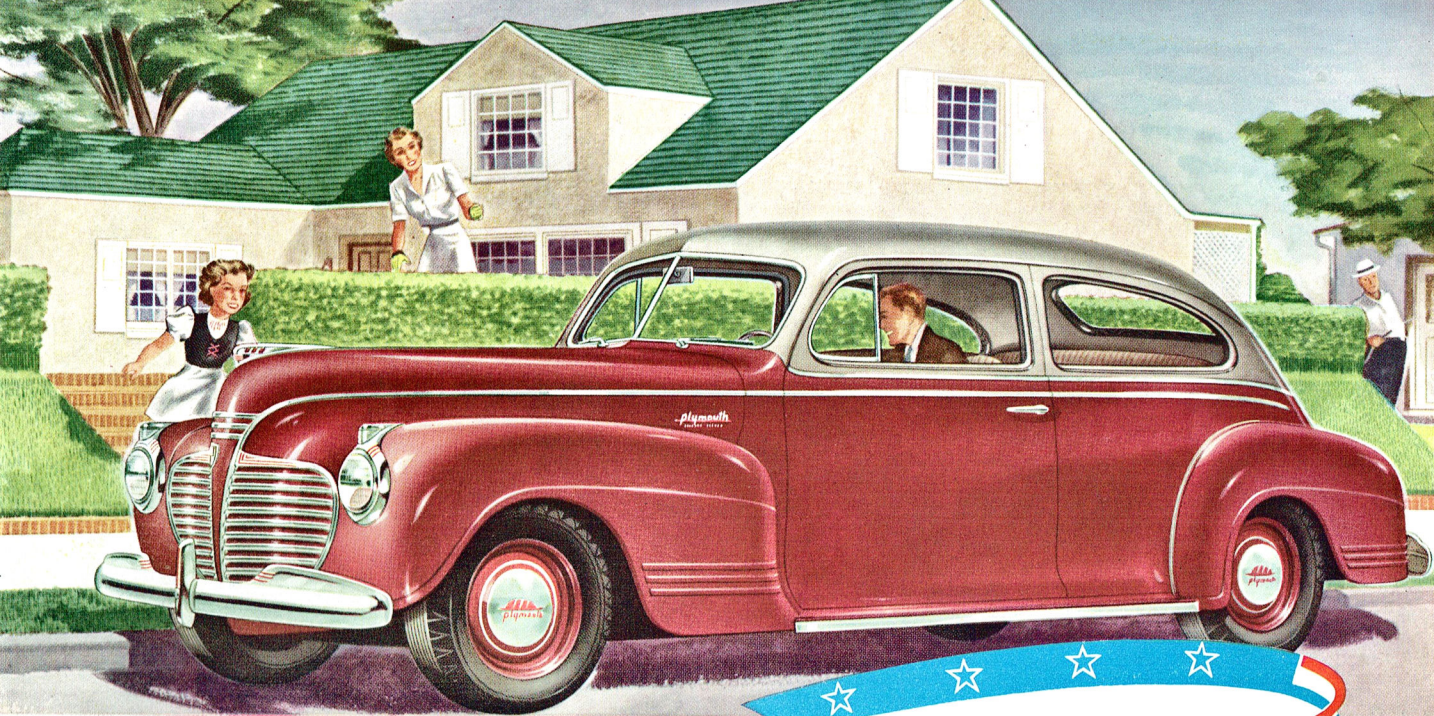
At this wheel
you drive with a thrilling
new sense of Mastery and
Control!

PLYMOUTH'S NEW TRANSMISSION of **TRUE-STEADY STEERING** makes the New Plymouth exceptionally easy to handle, keeps your car going straight with little effort. *Amola Steel* gives easier, smoother, quieter shifting. Rubber-mounted to keep road shock from reaching the wheel. Easy-to-park steering gear ratio. Contributes to enjoyable driving!



A GREAT NEW THRILL awaits when you try Plymouth's new Powermatic Shifting. Here is a great new 1941 development that permits vast reduction in driving effort, available on all models. The new-style butterfly shifting knob tells you: here is Powermatic Shifting. *Look for it!*

GET THE NEW THRILL of driving a car with brand new performance. Get behind the wheel of this *New Plymouth*, and travel! You find new acceleration, trigger-quick. Responsiveness, that gives you a new sense of control. New power, exciting to command. Smooth power, with "Floating Power" engine mountings. This is the car for you! And here is the car that's easy to park. You'll discover new pleasure in putting this car in its place, as well as through its paces.



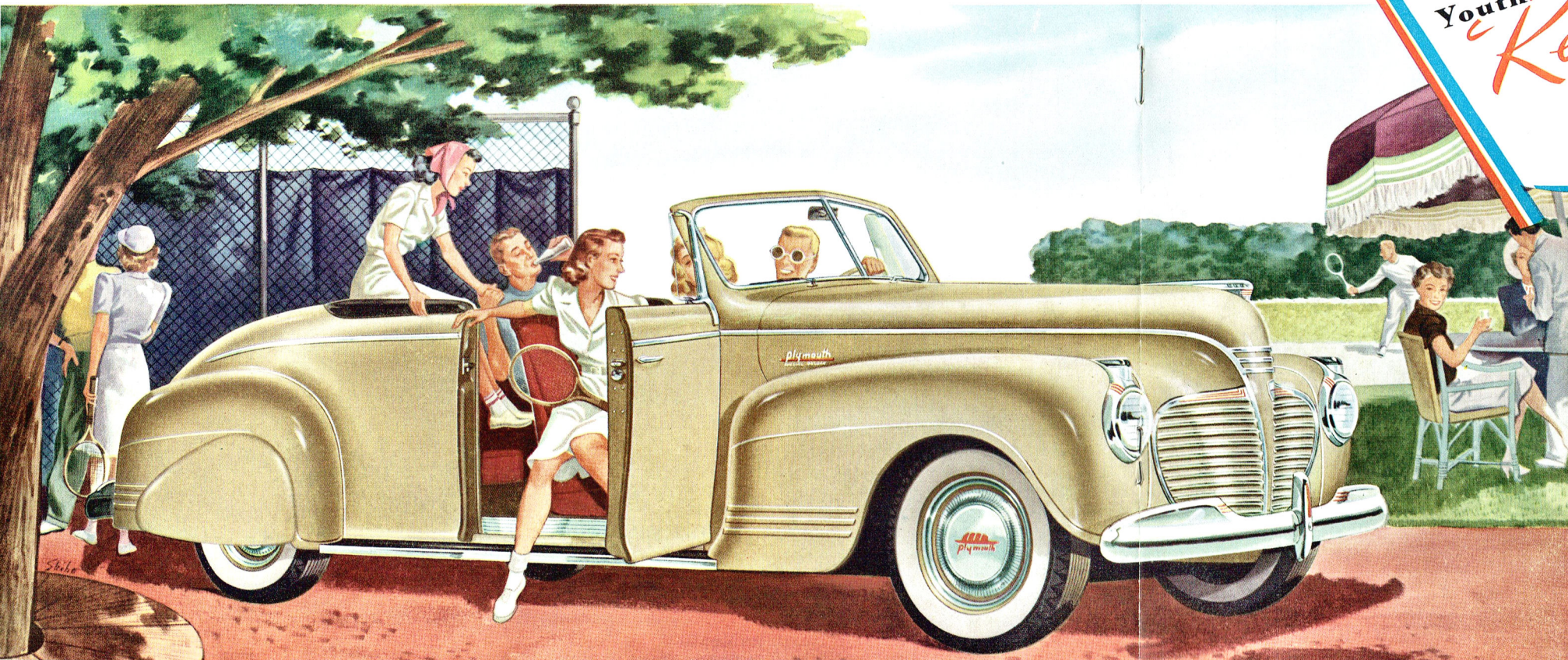
Special DeLuxe Plymouth TWO-DOOR SEDAN

You get straight, smooth stops. In a Plymouth, braking force is always the same at all four wheels; there's no uncontrolled "self-energizing" action to wrest control from the driver. Too, Plymouth gives you the additional protection of an *entirely separate* braking system, the handbrake operating independently on the drive shaft. Hair-trigger responsiveness, new parkability, velvet-grip braking—a new sense of control in driving. You get it in this 1941 Plymouth!

1941 *Plymouth*

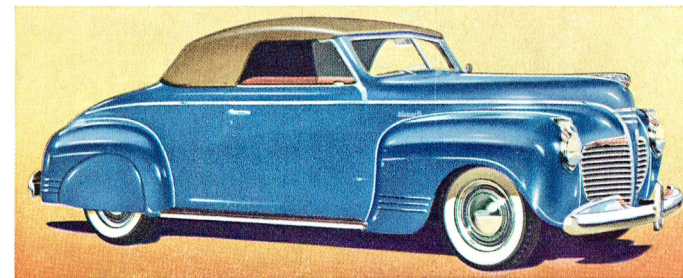
**Hair-trigger Responsiveness
New Parkability—Velvet-grip
Braking**

The New Plymouth's Exciting to look at . . . Thrilling to drive . . . TRY IT!

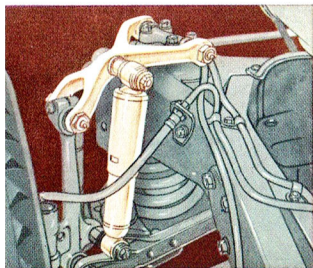


Youth and Adventure
Re-awakened
by this dreamed-of new
1941 Plymouth Convertible

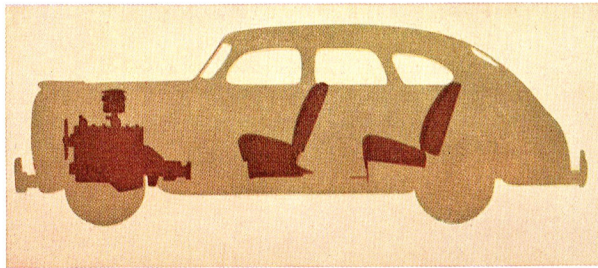
HAVE THE THRILL of driving a convertible, this 1941 Plymouth Convertible Coupe, colorfully new and smart and youthful! Let down the top, let the breeze whip briskly about you, the sun pour in—this is fun, a new pleasure to enjoy, enthusiastically. What if clouds do appear, the rain begins to patter down! Here is an open-air car undaunted by sudden storms . . . a flick of the control and up comes the top, ready to quickly be locked in position. The engine does all the work! Drive this car that's the spirit of youth itself, that wins admiring glances wherever you go.



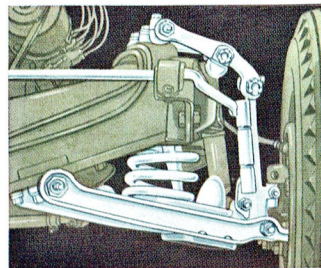
Special DeLuxe Plymouth Convertible Coupe, Power-Operated Top



BIG AIRPLANE-TYPE, double-acting shock absorbers control both the upward and downward movement of *all four* Plymouth springs—cushions your ride!



LONG WHEELBASE, 117 inches, permits this scientific weight distribution which places driver and passengers close to the center of the car where unevenness of the road has least effect. Long wheelbase and scientific weight distribution are important to smooth riding, an enjoyable comfort you get in a Plymouth!



SOFT-ACTING AMOLA STEEL, a rod nearly 11 feet long—nearly $1\frac{1}{2}$ times the total spring length of some low-priced cars—forms each of Plymouth's front coil springs.

In this new Plymouth you experience a brand new Development in Luxurious Comfort... *It's the ride sensation of 1941*



You get new smoothness, new softness, new riding ease. It's Plymouth's Luxury Ride for 1941, the ride you'll want to try!

PLYMOUTH's Luxury Ride for '41 is a new ride — with new enjoyable comfort, almost unbelievable smoothness. It's the ride you'll want to try. Picture a ride that's utterly smooth, soft, restful. That's the ride you want. That's the Luxury Ride this New Plymouth gives you.

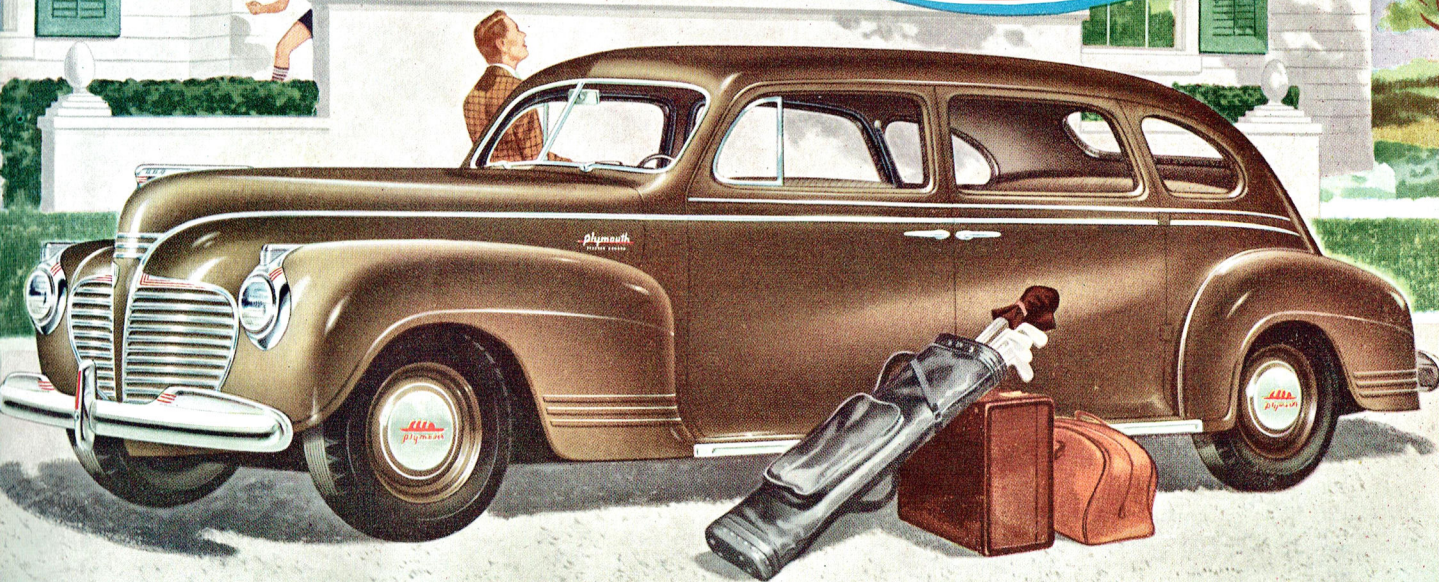
Plymouth gives you the luxurious roominess of the 117-inch wheelbase. Gives you front coil springs of Amola Steel and grooved rear springs, with spring covers standard equipment. You ride closer to the riding center of the car. That's due to scientific weight distribution and long wheelbase.

Roominess is a Plymouth luxury feature. Room to stretch out, to ride in enjoyable comfort. And the big seat cushions come clear to the floor. You'll find a new conception of comfort here.

Special DeLuxe Plymouth
SEVEN-PASSENGER SEDAN

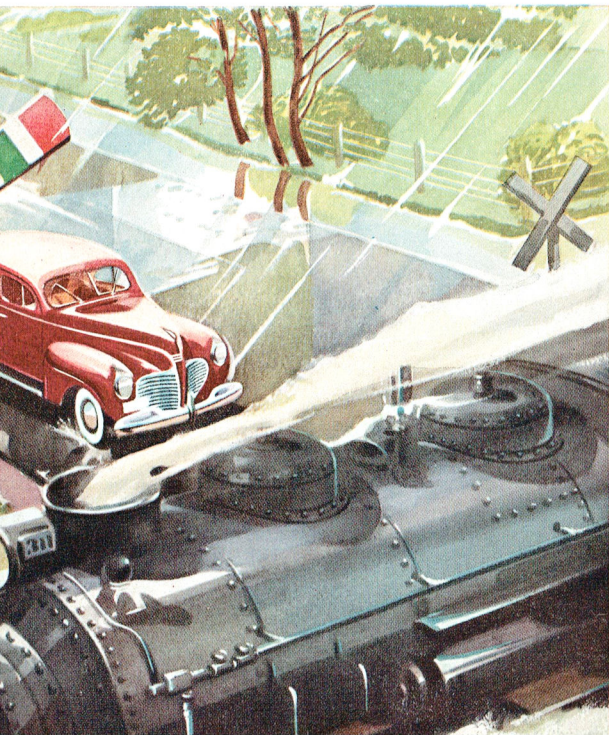
1941 *Plymouth*

Long wheelbase
Comfort and Luxury



“Pedal Control” lets you stop this new 1941 Plymouth as smoothly as it starts . . . “Balanced Braking”

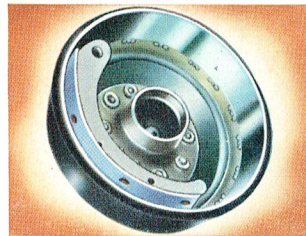
For Straight, Safe STOPS!



YOU GET SAFE, smooth stops with a Plymouth. You get balanced braking, no uncontrolled “self-energizing” action when brakes are applied. Stopping of the car is under the driver’s full control at all times. Braking effect is always the same at all four wheels and, through “pedal feel,” you can always control the amount of braking pressure. Here is a definite advantage, a direct safety benefit, which not all types of hydraulic brakes give you.

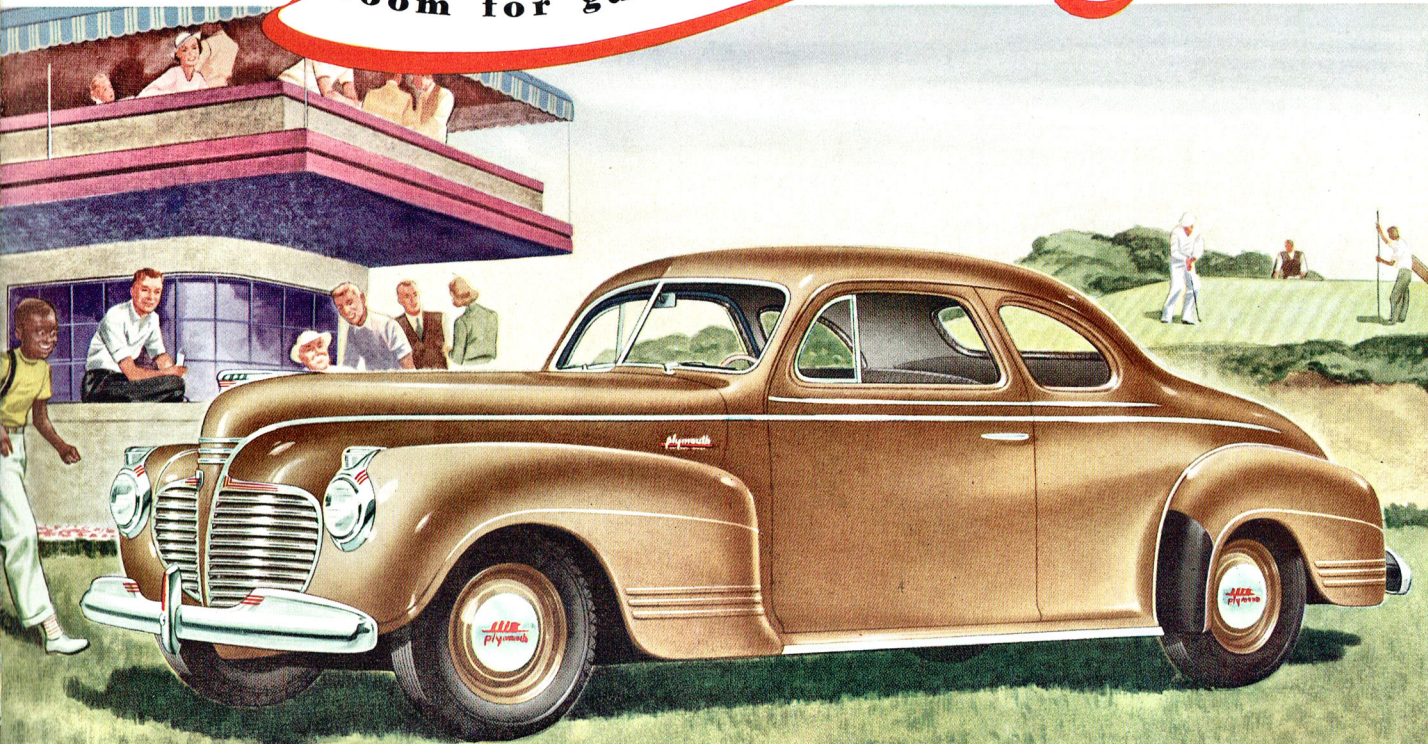
Facings of Plymouth Precision-Type Hydraulic Brakes are contour-ground to assure that the entire surfaces of the facings come into contact with the drums when brakes are applied. The rear piston in each wheel cylinder is larger, exerts more push than in the front shoe, gives more even facing wear. Every Plymouth ever built has had hydraulic brakes.

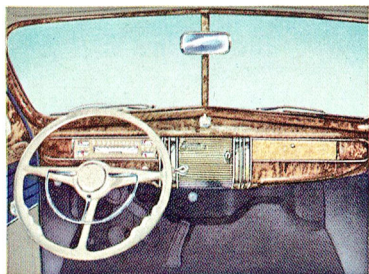
SUPERFINISHED Brake Drums you get in a 1941 Plymouth give quiet, more effective operation and longer life. *Smooth braking!*



Special DeLuxe Plymouth
FOUR-PASSENGER COUPE

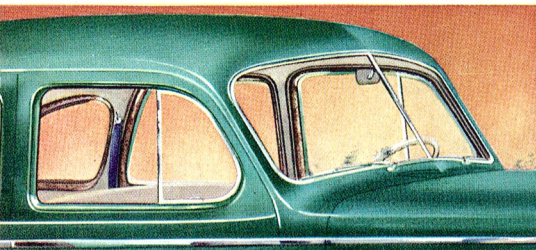
Enjoy Coupe smartness with
room for guests when wanted



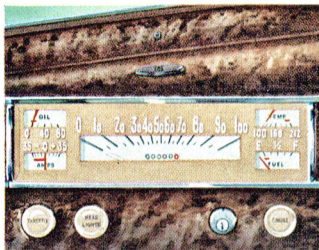


HIGH, WIDE VISION for the driver is a result of the large size of Plymouth's sparkling-clear Safety Glass windshield. Instrument panel control buttons of oyster-white tenite plastic are grouped behind the steering wheel, are convenient to use.

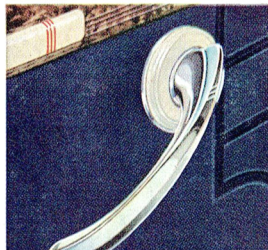
BETTER VISION ALL-AROUND for driver and passengers alike. This delightfully wide vision adds to the feeling of spaciousness you enjoy when you ride in a 1941 Plymouth. Safety Glass in all windows adds its protection to your enjoyment of Plymouth's smooth Luxury Ride.



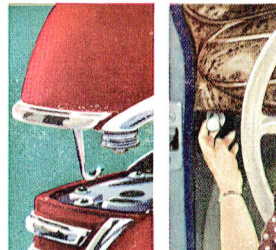
SAFETY SIGNAL SPEEDOMETER is newly streamlined, has warning light changes of green, amber and red. All other instruments have warning signals of red.



BEAUTIFUL OYSTER-WHITE tenite escutcheons — newly - styled door handles, curved to prevent catching or tearing people's clothes.



NEW FRONT-OPENING HOOD has tenite control release just below instrument panel, with safety catch at the front.



“Past Awards” for outstanding Safety Design support your preference for this 1941 Plymouth Safety Steel Body

IT IS NATURAL that you should want the safest car body, the added protection it affords. Past awards for outstanding safety design tell you: Among “All 3” low-priced cars, Plymouth has it! This leadership in safety design of course is the result of foresighted engineering which has characterized the Plymouth car from its inception. Every Plymouth ever built has had hydraulic brakes and Plymouth was an early pioneer of safety steel body construction, of rustproofing the body as well as fenders and sheet metal parts. Plymouth was the first car in the low-price field to introduce safety styling—minimizing projections inside the car. Make Plymouth your 1941 car; know the wonderful sense of security the driving of a Plymouth gives you!

19 MAJOR ADVANCEMENTS

NEW

SAFETY WHEEL RIMS prevent "throwing" of the tire in case of blowout or puncture, giving the driver better control of the car.

NEW

A HOST OF SMART COLORS standard equipment, with brilliant new two-tone combinations available on the Special DeLuxe Sedans at extra cost.

NEW

LUXURY-TYPE SEAT CUSHION SPRINGS, a quality feature contributing enjoyable new riding comfort in the Special DeLuxe models.

NEW

COUNTERBALANCED TRUNK LID on all Plymouth sedan models, goes up or down easily at a touch, has concealed hinges.

NEW

INCREASED HORSEPOWER, MORE TORQUE . . . it's a "powerhouse" to drive.

NEW

FASHION-TONE INTERIOR . . . a miracle in color, fabric, appointments . . . so beautiful it's hard to realize this is a low priced car.

NEW

RUBBER-MOUNTED REAR SPRINGS . . . newly insulated shackles at the rear of the springs, need no lubrication service.

NEW

GEAR RATIO, stepped up for new powerful performance . . . contributes importantly to the new driving pleasure in a Plymouth.

NEW

INCREASED AXLE RATIO . . . you will find you can do most of your driving in two speeds, second and high.

NEW

FRONT-OPENING HOOD, controlled from the driver's seat . . . must be released from the front to open fully.

NEW

TWO-TONE UPHOLSTERY . . . rich, luxurious, soft to the touch. Standard in the Special DeLuxe closed models.

NEW

BATTERY UNDER HOOD, located ahead of radiator in fan's windstream—easy accessibility.

NEW

POWERMATIC SHIFTING . . . a great new 1941 development that brings a revelation in driving ease, available on all models.

NEW

IGNITION PROTECTION . . . distributor guarded against moisture—for quick, easy starts in all types of weather.

NEW

OIL BATH AIR CLEANER . . . vast improvement in protection of engine against abrasive dirt and grit—a long life feature.

NEW

HIGH-DUTY ENGINE BEARINGS . . . life of main and connecting rod bearings in the Plymouth engine increased two to three times.

NEW

GROOVED SPRINGS . . . rear spring leaves are grooved for softer spring action and longer life, are of famed Amola Steel.

NEW

METAL SPRING COVERS . . . now standard on even the lowest-priced models—protection against dirt; give a better ride.

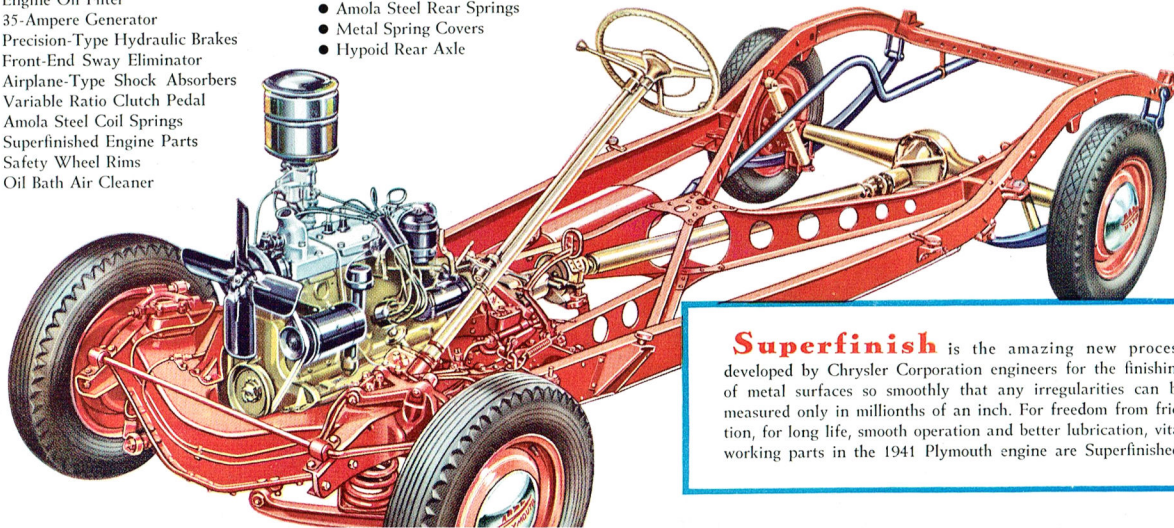
NEW

SEALING THROUGHOUT BODY against dust, water, heat and noise.

“Engineered Most Like The High-Priced Cars”

- Floating Power Engine Mountings
- Amola Steel Axle Gears and Shafts
- Quiet L-Head 6-Cylinder Engine
- Rubber-Poise Body Mountings
- Engine Oil Filter
- 35-Ampere Generator
- Precision-Type Hydraulic Brakes
- Front-End Sway Eliminator
- Airplane-Type Shock Absorbers
- Variable Ratio Clutch Pedal
- Amola Steel Coil Springs
- Superfinished Engine Parts
- Safety Wheel Rims
- Oil Bath Air Cleaner

- All-Silent Auto-Mesh Transmission
- True-Steady Steering
- By-Pass Thermostat
- Ventilated Easy-Pressure Clutch
- Ball Bearing Clutch Release
- Roller Bearing Universal Joints
- Amola Steel Transmission Gears
- Adjustable Tapered Wheel Bearings
- Amola Steel Rear Springs
- Metal Spring Covers
- Hypoid Rear Axle



MEAURING the values of “All 3” low-priced cars, comparing them in important features with the higher-priced cars, is the way to be sure of getting the most for your money. And your own examination of the facts will show you that, of “All 3” low-priced cars, Plymouth is most like the high-priced cars!

The 1941 Plymouth gives you brilliant new performance, stepped-up 4-ways; the wonderful new driving feature — Powermatic Shifting, available on all models. The extra roominess and comfort of a 117-inch wheelbase, the Luxury Ride; the thrilling performance of a big “Floating Power” L-head six-cylinder engine, famous for economy. The New Plymouth gives you 19 Major Advancements—great new values in a 1941 car. Buy wisely—Plymouth’s the One for ‘41!

Superfinish is the amazing new process developed by Chrysler Corporation engineers for the finishing of metal surfaces so smoothly that any irregularities can be measured only in millionths of an inch. For freedom from friction, for long life, smooth operation and better lubrication, vital working parts in the 1941 Plymouth engine are Superfinished.

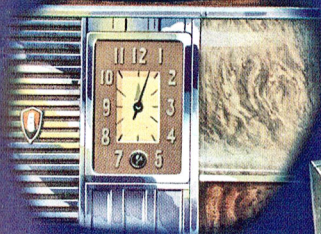
1941 Plymouth

Low Priced.. Easy to Buy

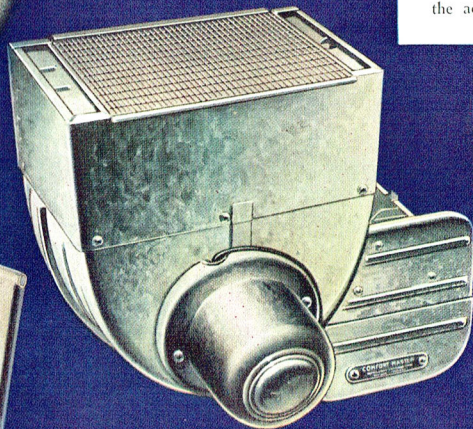
YOUR PRESENT CAR will probably represent a large proportion of a new 1941 Plymouth's low delivered price . . . with the balance in surprisingly low monthly instalments. You can get insurance in your time payment contract to provide protection against fire loss, theft and collision. The number of payments is a matter of choice, ranging from six months to eighteen months. This can be determined when you go over the ready-reckoning finance company chart which the dealer can show you. This chart will quickly indicate to you the amount of the monthly payments under the various time payment plans. The dealer will be glad to give you complete information on time-payment buying, show you how easy it is to start driving a beautiful New 1941 Plymouth right away!

Distinctive Items that add but little to the cost!

Illustrated here are just a few of the many items of extra equipment, especially engineered for the 1941 Plymouth. They are available to you at low extra cost. Order your special equipment at the same time you order your new Plymouth. Then its low cost will mean the addition of only a small sum to your payments.



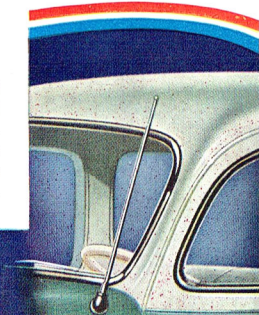
ELECTRIC CLOCK



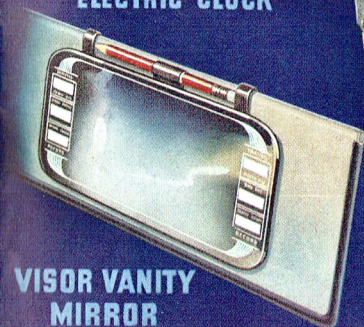
COMFORT MASTER HEATER



CUSTOM BUILT RADIO



SKYWAY ANTENNA

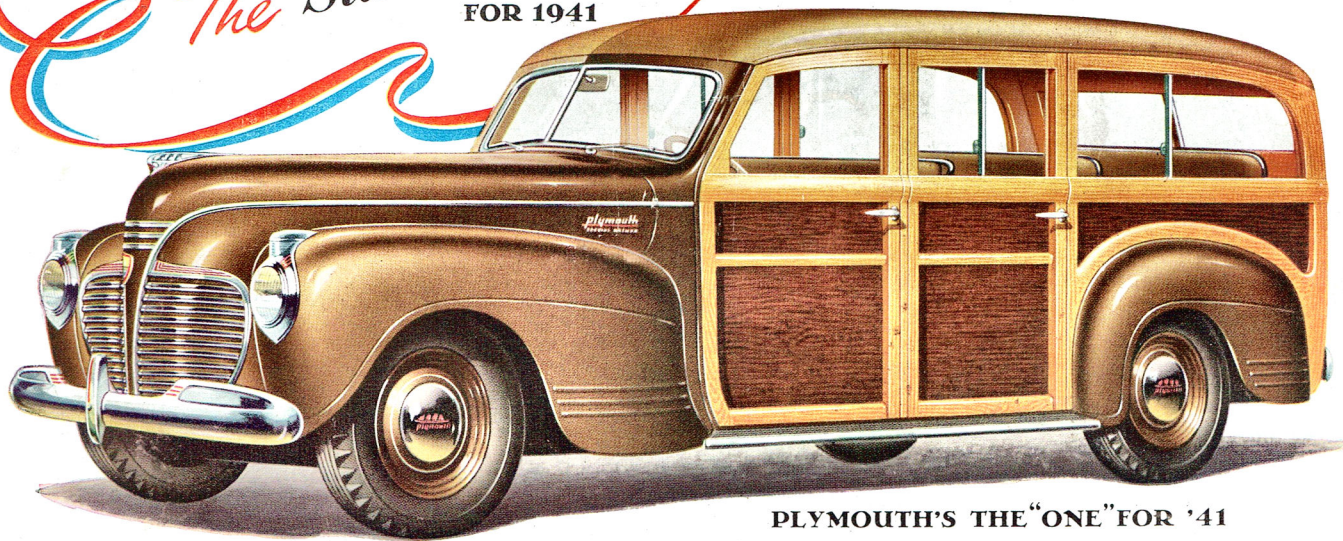


**VISOR VANITY
MIRROR**

PLYMOUTH

The Station Wagon

FOR 1941



PLYMOUTH'S THE "ONE" FOR '41

