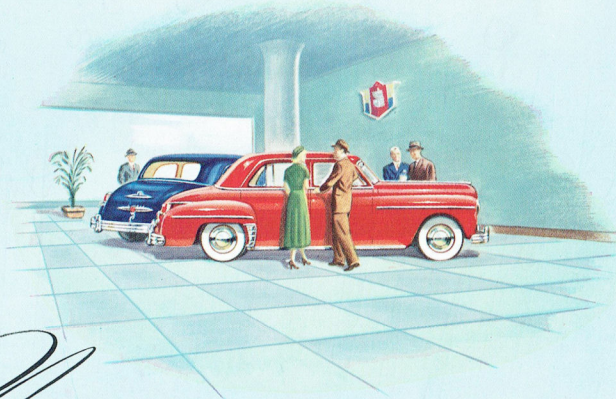




PLYMOUTH

BUILDS GREAT CARS

TRUE YESTERDAY . . . TRUE TODAY



Plymouth builds great cars

Brilliant new beauty and brilliant new engineering—that's what you get in the sensational new line of Plymouths, plus *more economy, amazing performance and greater safety.*

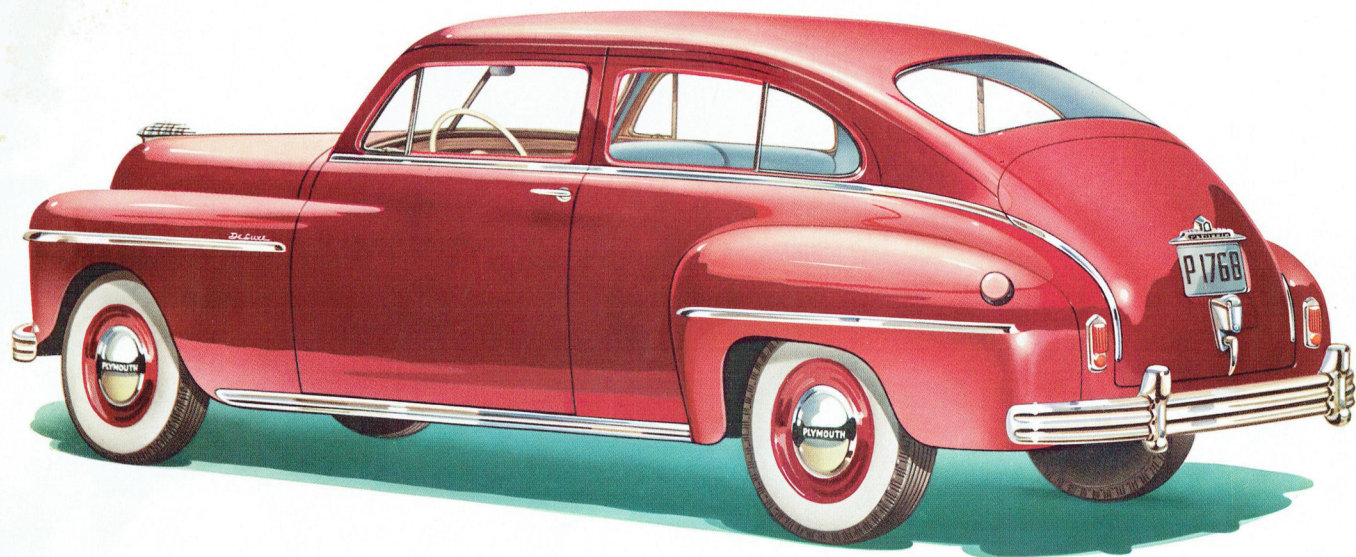
Engineering magic greets you right from the start in these beautiful new Plymouths. Simply turn the ignition key and you're ready to travel—no starter button . . . no choke to pull!

The new Plymouth high compression engine is more powerful. It has many new advances to improve efficiency and long life. Plymouth's sensible styling

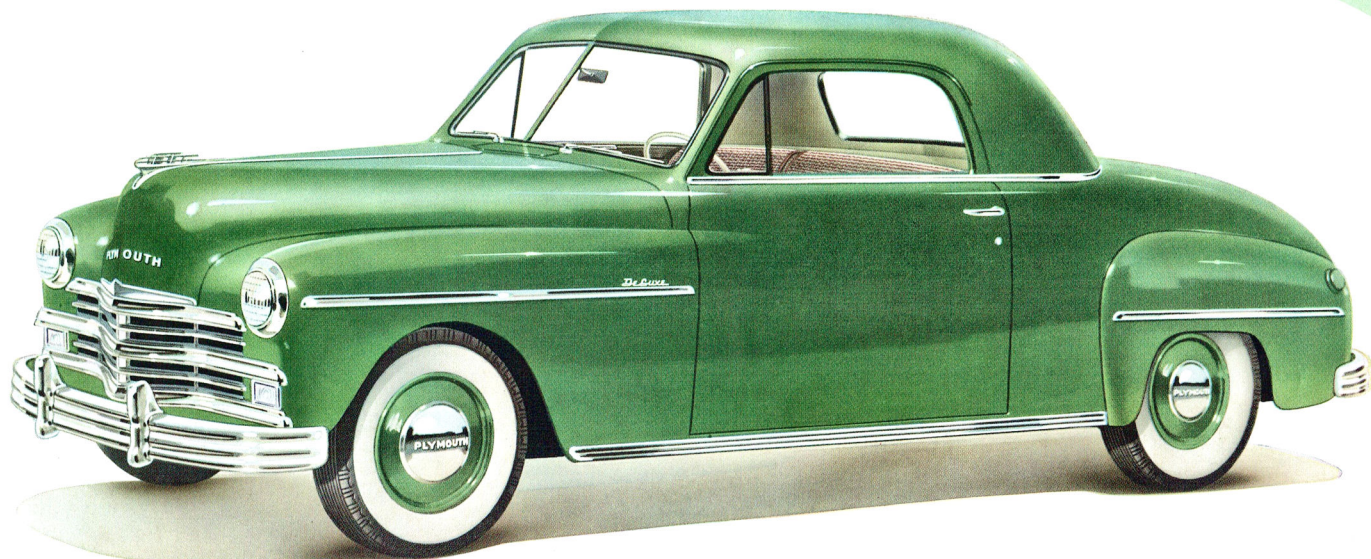
takes full advantage of the increased glass area—more comfort has been built into the larger interiors—the body and frame are even stronger. You get sensational ease in handling—in parking—in garaging.

The *DeLuxe Series* offers five body types and the *Special DeLuxe Line* has four models. You will find among these diversified new Plymouths the exact type to fit your needs. Each is built to Plymouth's high standards of quality—throughout. Each is engineered to give you—feature for feature—dollar for dollar—the *most automobile value* your money can buy.

Plymouth—the low-priced car that likes to be compared!

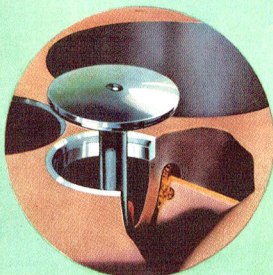
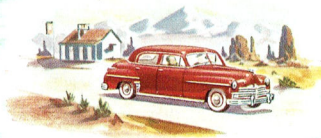


the Plymouth *De Luxe Two Door Sedan*



the Plymouth *De Luxe Three Passenger Coupe*

Compare Plymouth's matchless new Economy



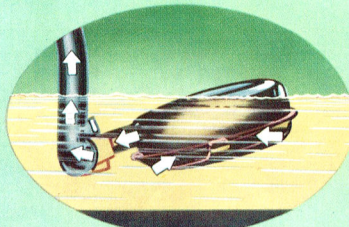
Here's one of the reasons why you get "new car" engine performance for thousands of extra miles in a Plymouth. Super-hard exhaust valve seat inserts reduce expensive valve grinding.



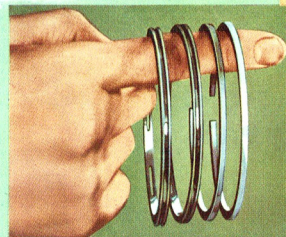
Plymouth's new Heavy-duty Oil-bath Air Cleaner shows amazing efficiency in helping to assure long engine life. In severe dust storm tests covering 2,000 miles, 98 per cent efficiency was retained against only 50 per cent effectiveness of ordinary air cleaners.



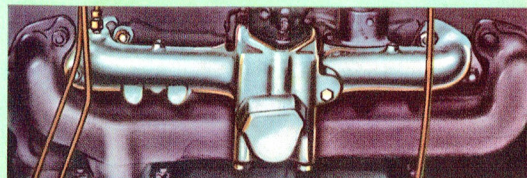
The new Plymouth engine gives long, trouble-free service. One of the important reasons is this Micronic Oil Filter which cleanses the oil so thoroughly it even removes invisible specks.



You have fewer repair bills with a Plymouth and one of the reasons is this Floating Oil Intake which moves up and down with changes in oil level. This allows only clean oil into the lines, keeps impurities out.

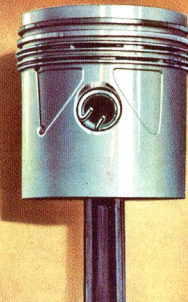


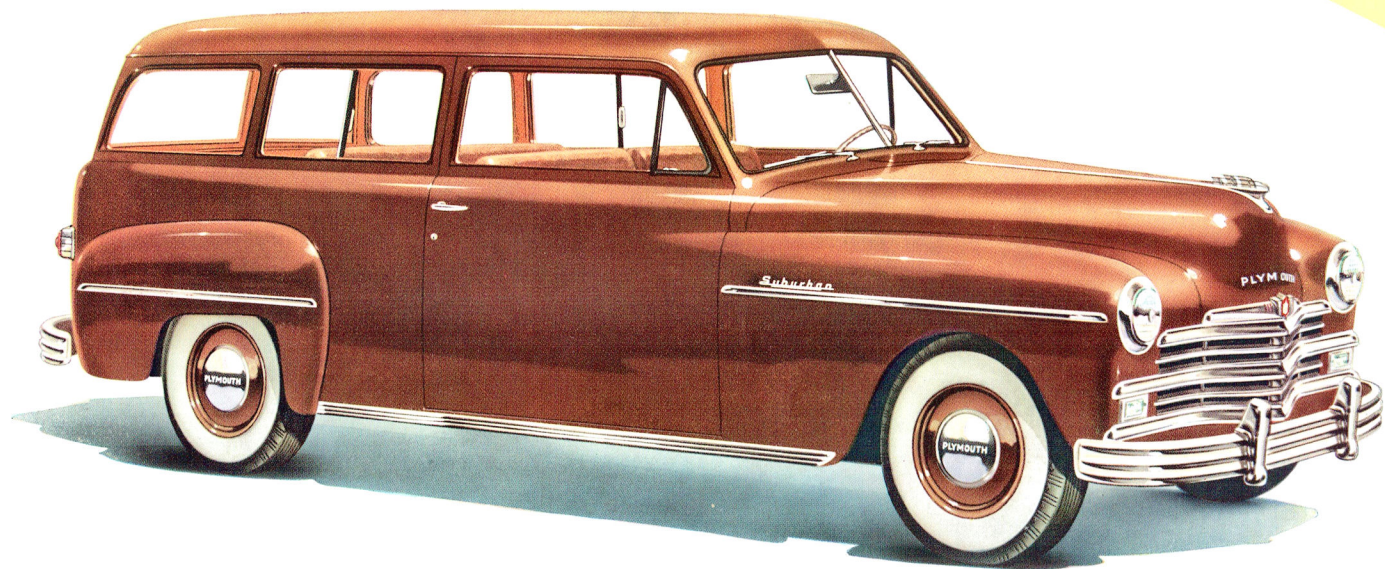
You get even longer engine life and extra oil economy in the new Plymouth and here are two of the reasons. There are two new-type oil control rings—some cars use only one—and the top compression ring is chrome-plated to reduce cylinder wall scuffing and protect the engine during "wear-in" period. Lightweight, tin-plated aluminum alloy pistons reduce the strain and wear on main and connecting rod bearings. As a result, Plymouth bearings give unusually long service. Precision cam grinding of the pistons assures a power-saving fit.



Another reason for the improved performance of the Plymouth engine is the new intake manifold which distributes fuel-air equally to all six cylinders. Every drop of gasoline is burned efficiently. This means greater response to throttle opening, greater all-around fuel economy.

You do not have to wait for the Plymouth engine to warm up in cold weather. This Automatic Manifold Heat Control preheats the fuel mixture before it enters the combustion chamber.



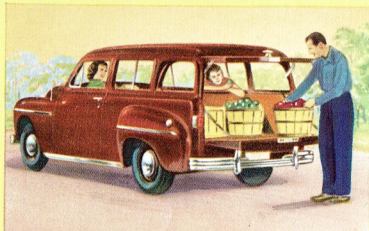


the Plymouth *DeLuxe Suburban*

Compare Plymouth's matchless new *Utility*

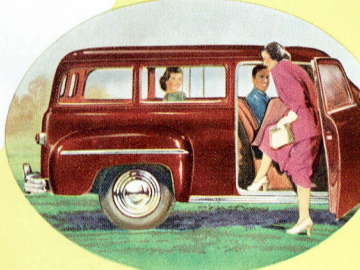


The beautiful new Station Wagon, with its steel top and graceful lines seats eight persons comfortably. Folding seats in rear provide extra large cargo space. Tailgate drops down to increase carrying capacity.

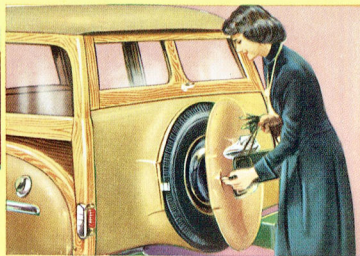


Going to market is no problem at all if you own the new All-Metal Suburban! More than three feet of storage space behind the rear seat and loads more when the rear seat is folded and the tailgate is let down.

Even with the rear seat of the Suburban in use, you have three and one-half feet of storage space in the back.



Here's the sensational new Plymouth Suburban. Doors open wide for easy, comfortable entrance. Front seat is hinged so that you have ready access to back seat.



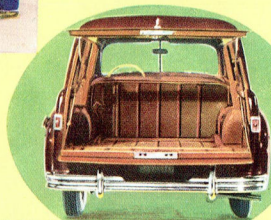
Concealed in the built-in metal cover of the counterbalanced tailgate, the spare tire of the Station Wagon is easy to get at, yet out of the way. Adds a distinctive style note, too.



The Suburban spare tire fits into a specially designed well—easy to get at, yet out of the way. The tight-fitting metal cover leaves the floor absolutely flat.



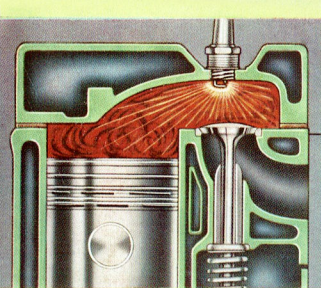
No rattling of jack. It's spring-mounted behind spare tire. Easy to get at, doesn't interfere with luggage.



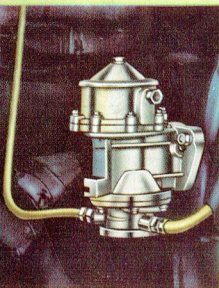
Here you see the spacious, well arranged luggage compartment in the new Four Door Plymouth Sedan. Counterbalanced deck lid is easy to open, stays fully open without support.



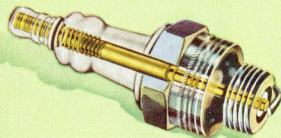
You can plan a long business trip in your new 3-Passenger Plymouth Coupe. The luggage compartment is unusually large.



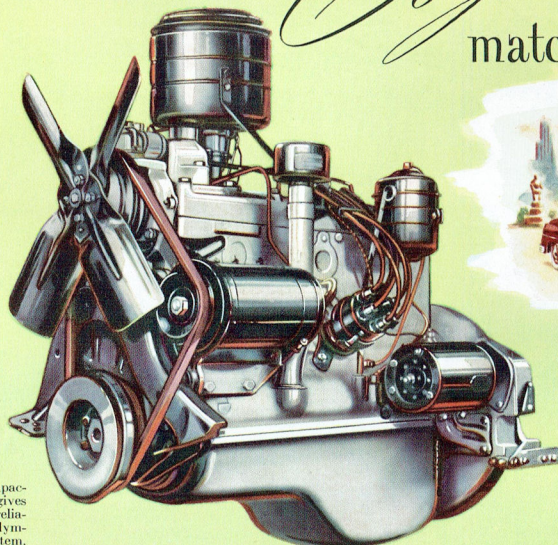
With a Plymouth, you squeeze more power out of every drop of present-day gasolines. New 7.0 to 1 high compression cylinder head makes the most of L-head engine advantages. This means greater performance and economy for you.



The new high-capacity fuel pump gives even greater reliability to the Plymouth fuel system. It improves fuel flow.

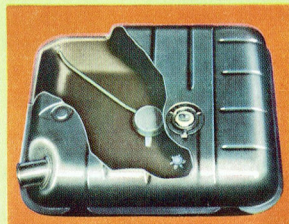


With the new Resistor Spark Plugs, Plymouth owners get new gasoline economy at low speeds and smoother engine idle. These plugs last longer, retard burning of electrodes and prevent FM and TV radio interference.



At the first light touch of the accelerator you feel the *extra* power of the new 97-horsepower six-cylinder L-head engine with its exclusive Floating Power mounting. The new 7.0 to 1 compression ratio—highest of the three low-priced leaders—gives better performance and greater fuel economy. Plymouth's four-in-one carburetor helps produce instant power at all speeds.

Here's one of the reasons why you have fewer repair bills with a new Plymouth. The exclusive new Oilite Fuel Filter prevents dirt and water from entering the fuel lines . . . it is self-cleaning . . . requires no servicing.



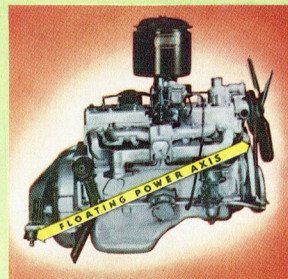
Compare Plymouth's matchless new Performance



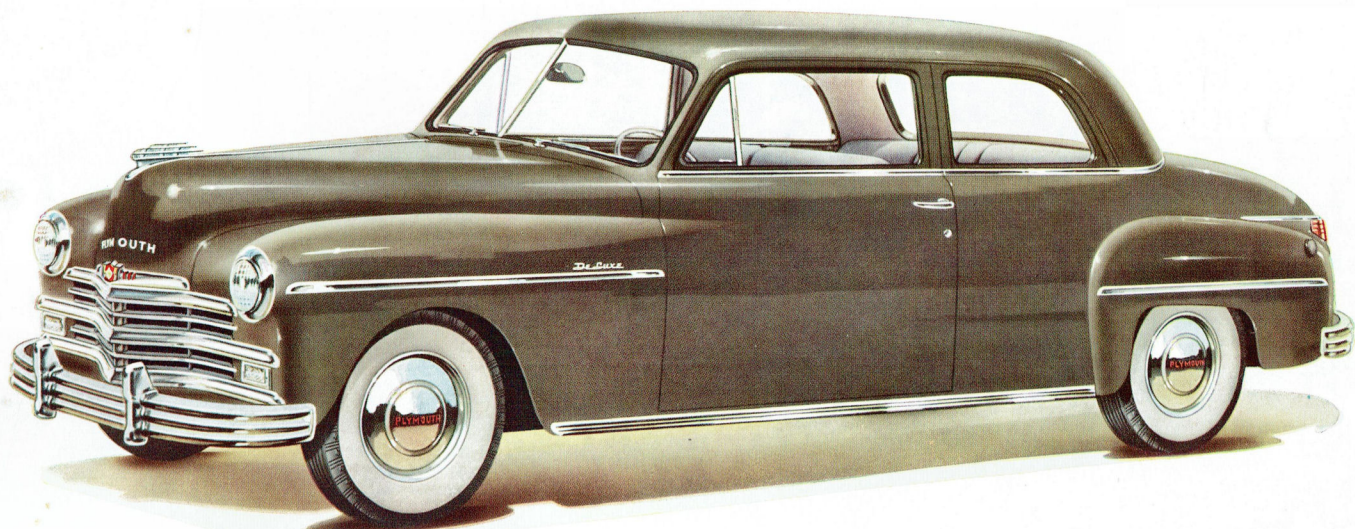
No engine knocking, power loss or excessive fuel waste with this Dual Automatic Spark Control. Supplies spark at just the right time.



Starting is easier in any kind of weather because of Plymouth's new Automatic Electric Choke. Saves gasoline and oil, too. Inconvenience and guesswork of hand-operated choke is eliminated.



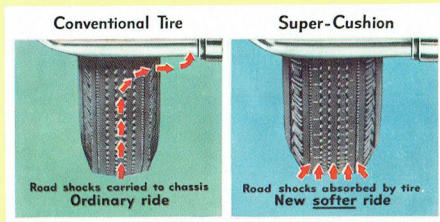
Only Plymouth—in the lowest-price field—gives you the smooth engine performance made possible by Floating Power engine mountings. Engine vibrations are dissipated before reaching chassis and body, contributing much to Plymouth's Air Pillow Ride and longer car life.



the Plymouth *De Luxe Club Coupe*



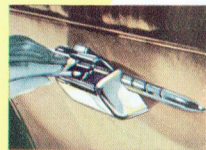
Compare Plymouth's matchless new Comfort



You get sensational Super-Cushion Tires at no extra cost on the new Plymouth. These low-pressure tires soak up road shocks, give greater traction, help make the Plymouth even easier to handle. Because they "roll with the punch," Super-Cushions are less likely to blow out. And they deliver more tire mileage, too.



The new Plymouth is an exceptionally easy car to get in and out of. Door space is wider . . . the doors open all the way . . . and the floor-level sill prevents tripping.



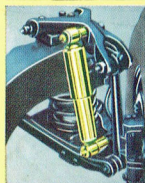
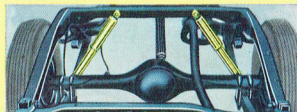
Handsome ash receiver, conveniently located on back of front seat in 4-Door Sedan.



Six passengers ride in luxurious comfort in the new Plymouth. Chair-height seats are wider, deeper from front to back. You get a restful ride because knee-level seat cushions more evenly distribute passenger weight.



No cramping or knee-scraping in the roomy new Plymouth! You can ride for hours without tiring. Fixed footrest in Special Deluxe 4-Door Sedan permits adjusting front seat without disturbing leg room of rear seat passengers.



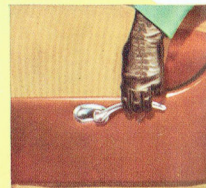
Plymouth's direct acting shock absorbers prevent car bouncing and rear end side-sway. These telescopic-type shock absorbers last longer and operate more quietly. Larger fluid capacity and valves give extra smoothness.



There is abundant head and hat room in either the front or rear compartment of the new Plymouth. You can sit up and relax in drawing room comfort.

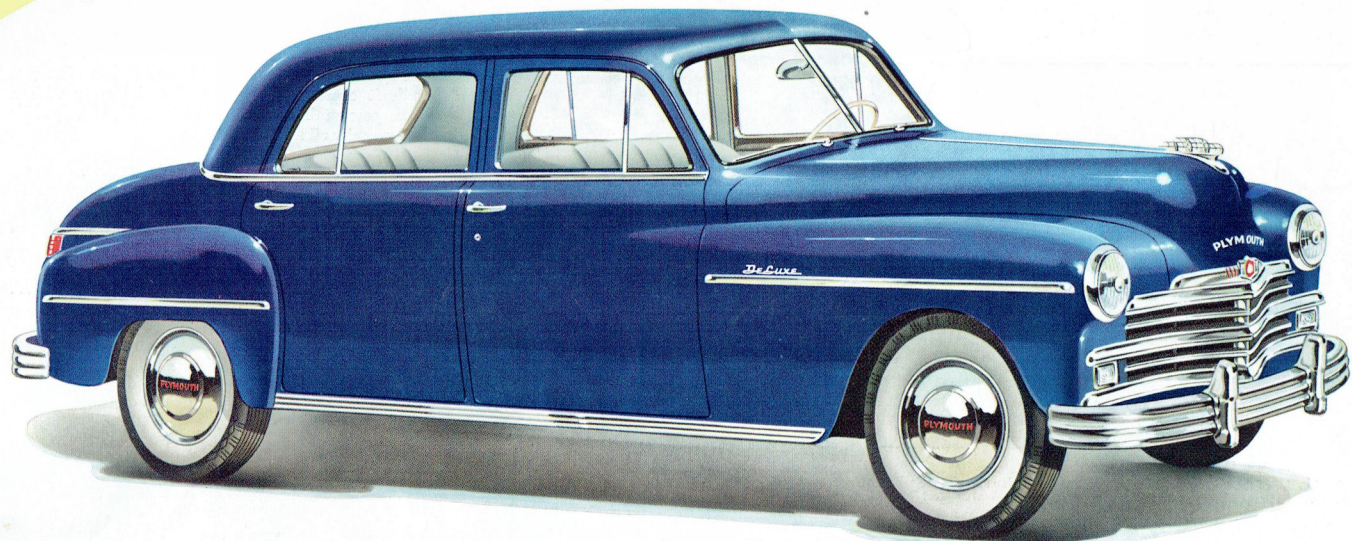


The rear window ventilators open and close easily, give freedom from drafts. Locks are tamper-proof.



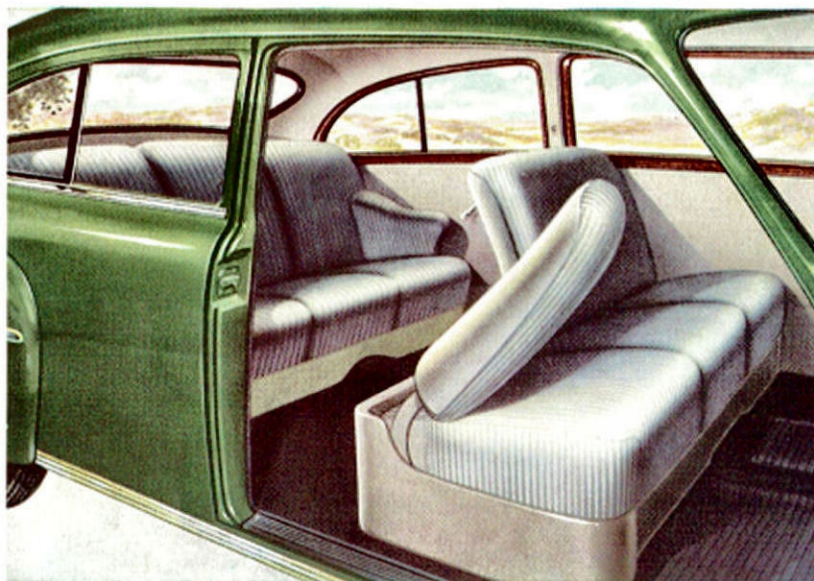
Easy-to-reach control lever at left of driver permits quick adjustment of front seat for desired leg room and driving comfort.

You get ventilation in summer, heat and defrosting in winter with Plymouth's quiet All-Weather Comfort System. Optional at slight extra cost.



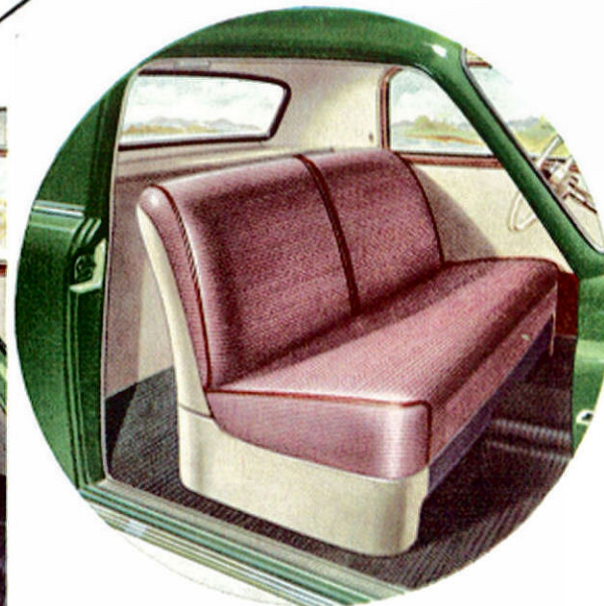
the Plymouth *De Luxe Four Door Sedan*

Compare the new Plymouth for Matchless Luxury



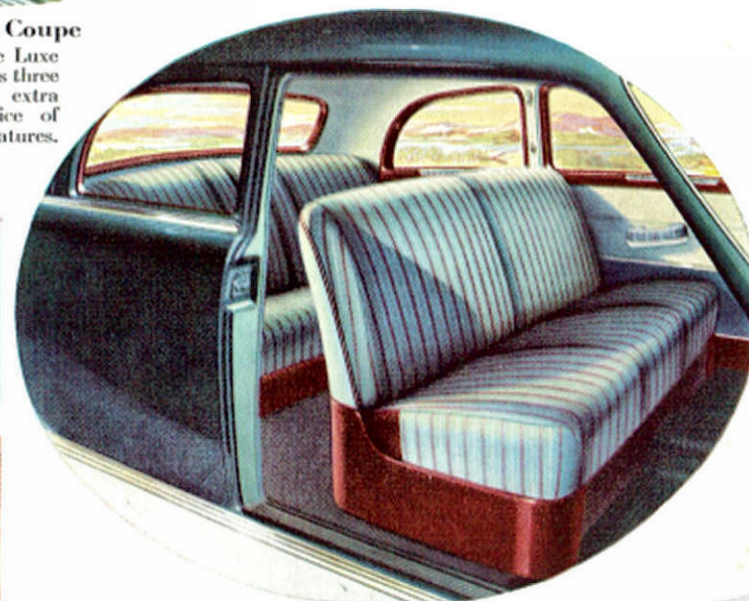
De Luxe Two Door Sedan

The pleasing interior of the lower-priced De Luxe Two Door Sedan surprises all who see it. Its attractiveness in upholstery and appointments enhances unusual comfort features.



De Luxe 3-Passenger Coupe

The wide seat of the De Luxe 3-Passenger Coupe carries three persons in comfort . . . extra storage space and choice of upholstery are other features.



Special De Luxe Club Coupe

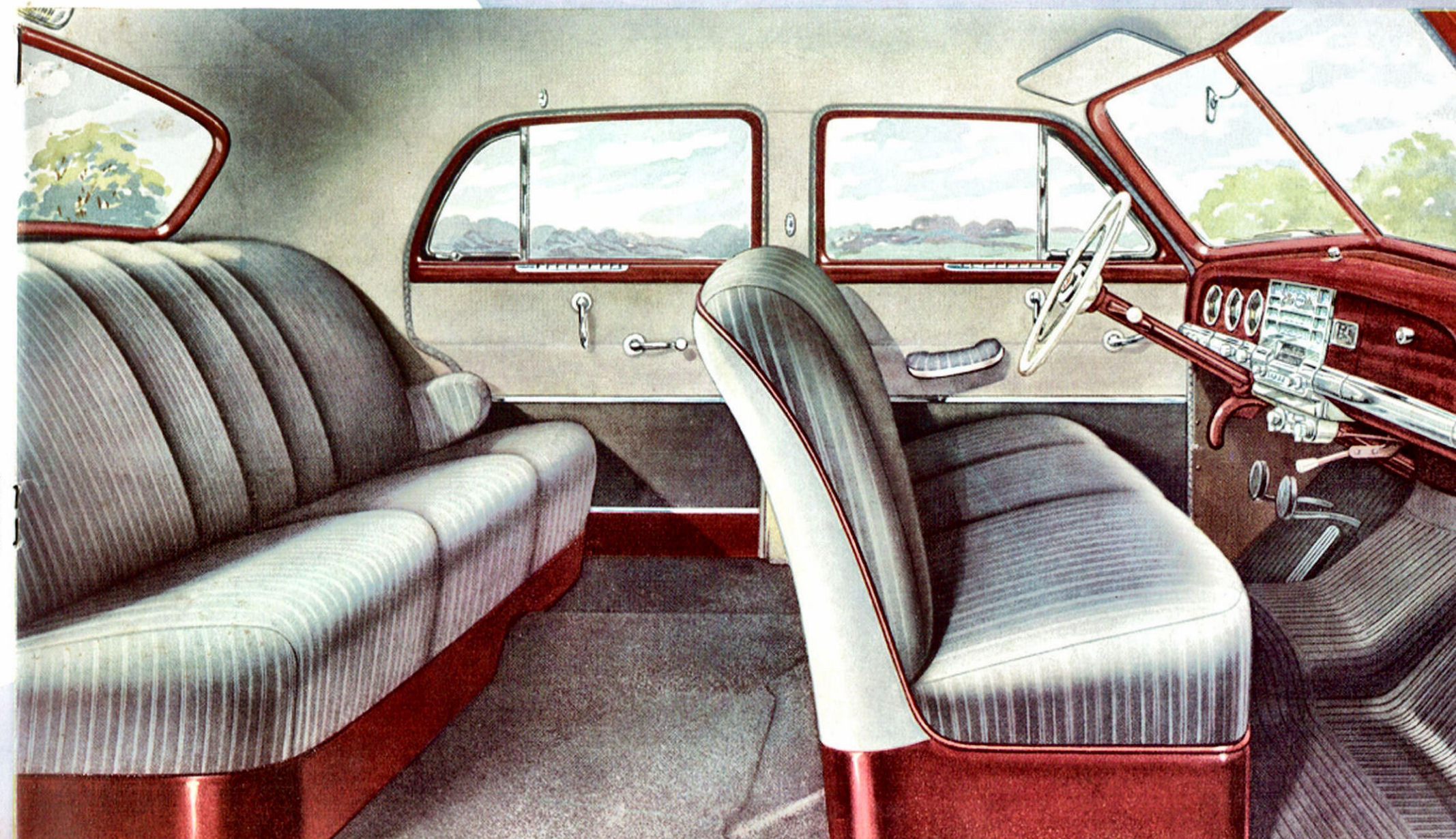
There is luxury and ample room in the popular Special De Luxe Club Coupe interior . . . rich pile fabric and broadcloth are available for upholstery in harmonizing colors.

Plymouth interiors provide luxury and comfort you don't expect in a low-priced car! Beauty with a purpose on the outside makes the inside higher, wider—roomier all around.

There is a generous selection of high-grade upholstery in harmonizing colors, smart and long-wearing . . . topped off by the richness of grained mahogany garnish moldings on instrument panel and doors. Beautiful leather scuff pads add contrast and protection for long years of new-car appearance. Gleaming chrome and plastic hardware highlights the interior . . . and all blend in good taste.

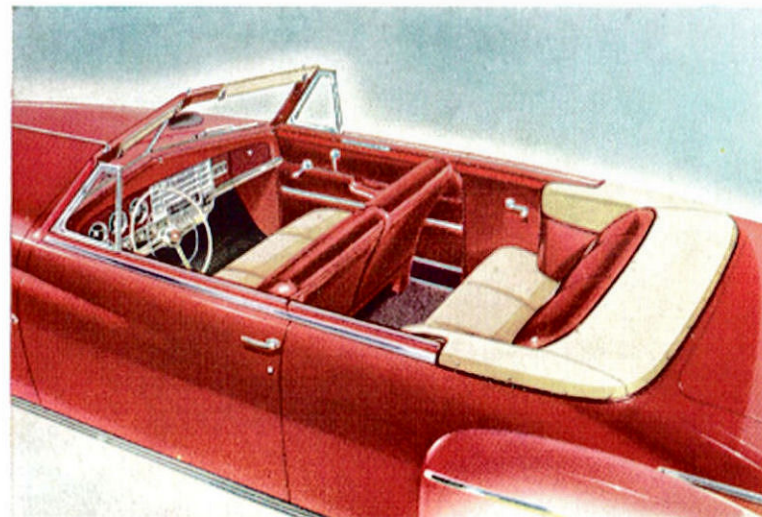
Special De Luxe Four Door Sedan

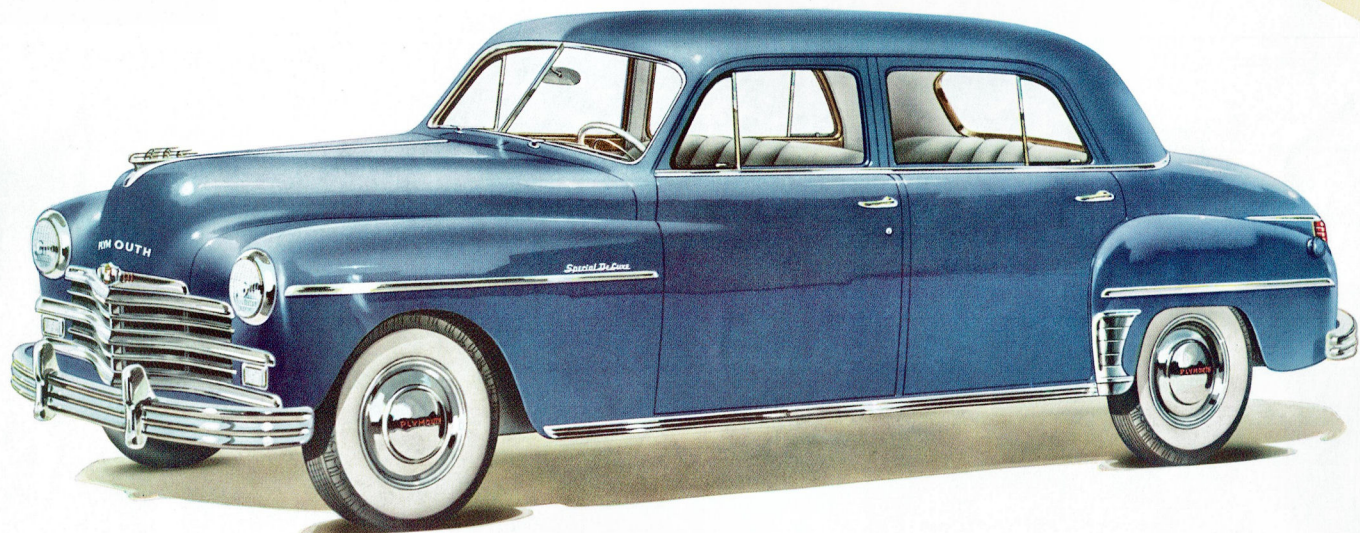
The Special De Luxe Four Door Sedan is tops in comfort, beauty and roominess. Interior is a picture of harmony . . . with rich appointments and choice of fine upholstery.



Special De Luxe Convertible Club Coupe

The smart new Special De Luxe Convertible Club Coupe is up-to-the-minute in styling and all-weather comfort for six passengers. There is a wide choice of body colors.



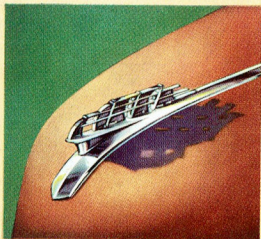
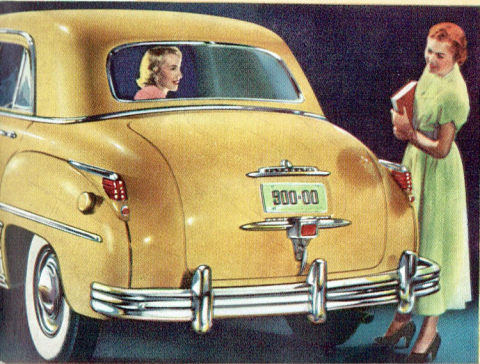


the Plymouth *Special Deluxe Four Door Sedan*

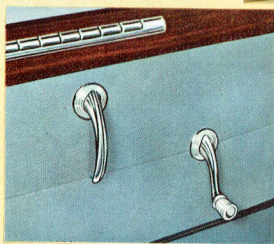
Compare Plymouth's matchless new Beauty



Distinctive styling of the new Plymouth gives it an appearance of newness and richness. Above you see the mass, wider, lower grille—chrome-flashed for extra brilliance. Below—the over-all balance of the new rear end styling, highlighted by the stop light-lock ensemble and taillights.



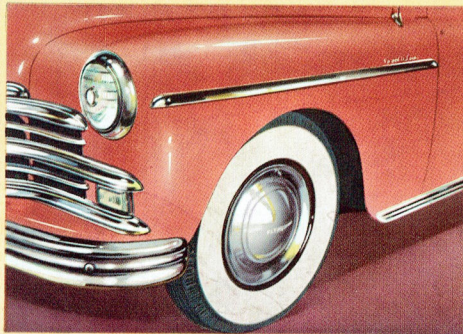
Plymouth's traditional sailing ship hood ornament is decked out in gleaming chrome.



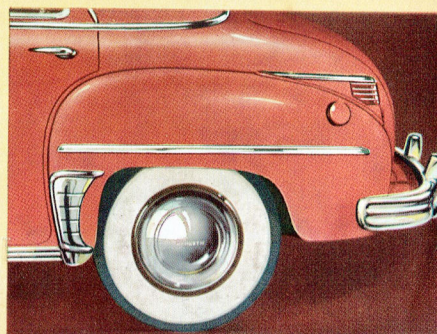
New interior beauty has been added in the chrome and plastic window and door handles.



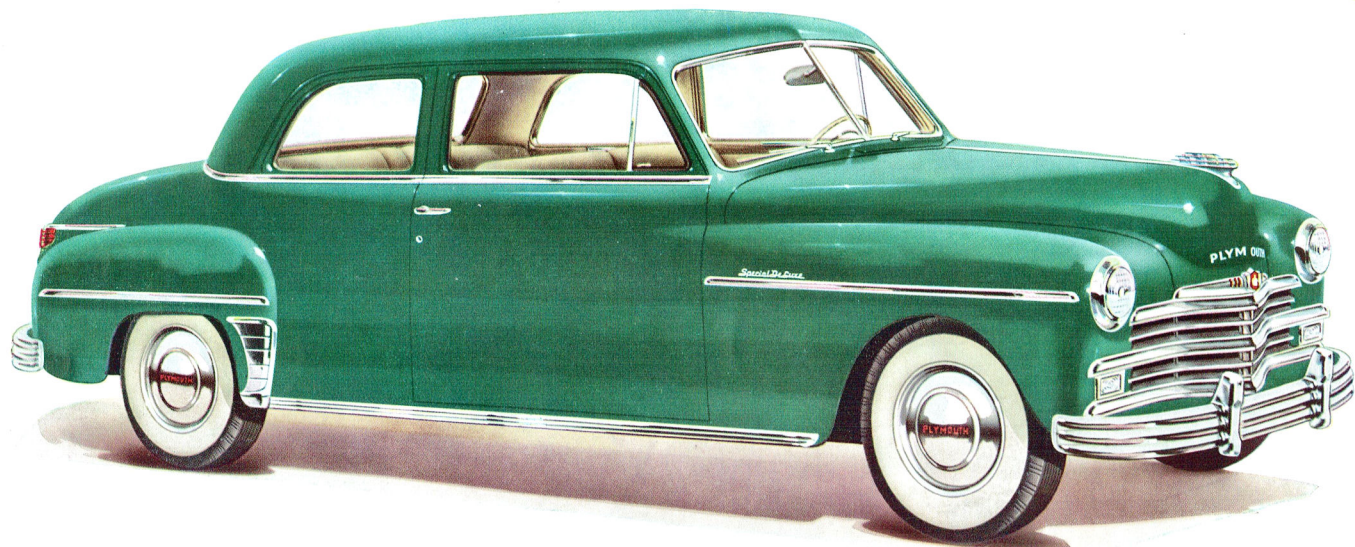
The new Plymouth is an unusually easy car to get in and out of. Wide doors open all the way—not just part way . . . and you do not have to squeeze past protruding rear fenders.



Notice how gracefully the high-line front fenders sweep into the door contours. The long chrome rub rail combines beauty with utility. This is styling that makes sense.



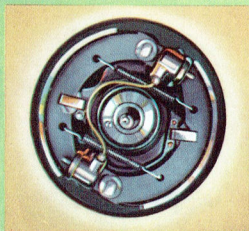
Rear fenders flow into the body panels—and they are separate and detachable. It doesn't cost you a fortune to repair them. Taillights are high, easy to see.



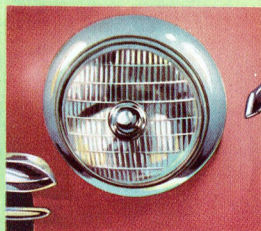
the Plymouth *Special Deluxe Club Coupe*

Compare Plymouth's matchless new *Safety*

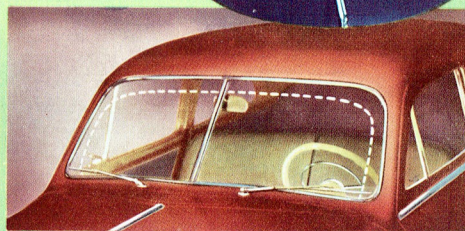
Better vision in the new Plymouth—day and night, rain or shine. New windshield wipers clear 61.5 per cent greater area than before.



Plymouth's famous Safe-Guard Hydraulic brakes have six hydraulic cylinders—two in each front wheel for smoother, surer stops.



New Bullseye Lens in headlights give better light, define full width of car. Parking lights, also full width, are brighter and easier to see.



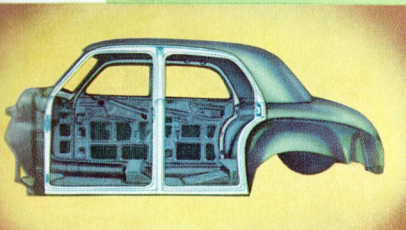
The new, higher and wider windshield has 37 per cent greater glass area. Because its surfaces are flat you see without distortion and with a minimum of reflections. Rear window is 35.4 per cent larger.



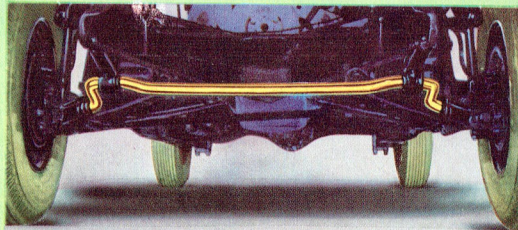
Hand-operated parking brake provides independent braking for emergencies—acts on drum at the rear of transmission. Handle located under instrument panel is easy to reach and operate.



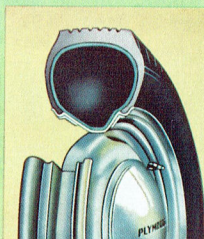
There's no ledge to step over when you get in or out of the new Plymouth. The floor is level with door sill for your added safety and convenience.



The sturdy new Plymouths have 23 per cent greater body rigidity. New box section reinforcement around door openings gives exceptional strength. Rear doors are hinged at center post for increased safety.



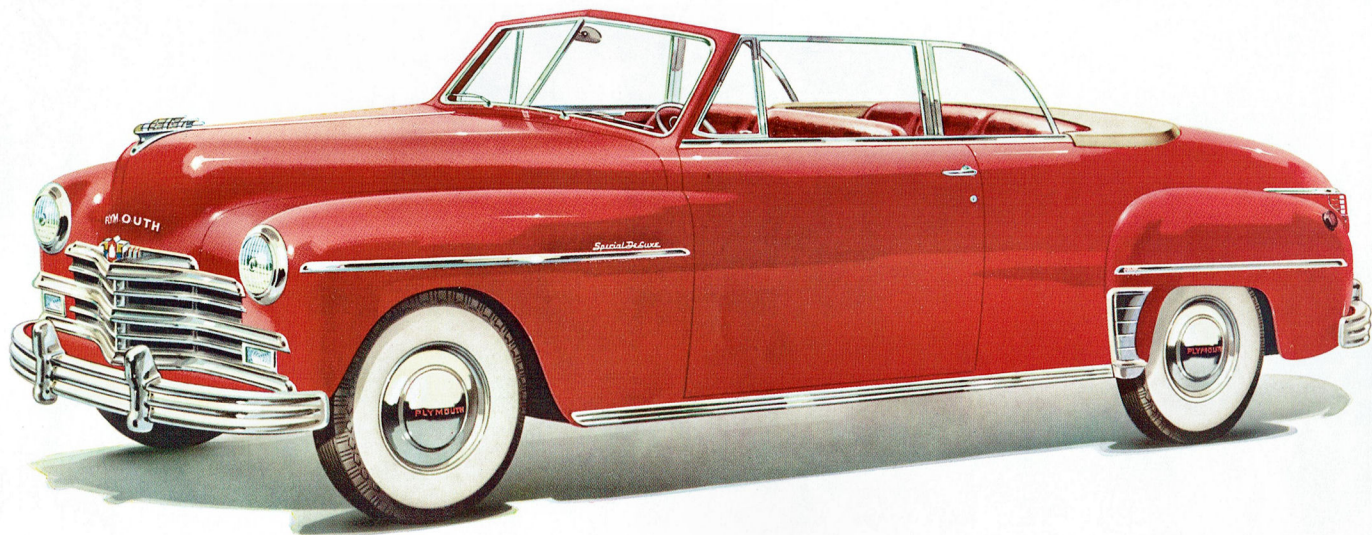
This view shows the front sway eliminator bar which is found on all Special De Luxe Plymouths. The bar gives greater stability on turns, helps make driving the beautiful new Plymouth safer and easier than ever . . . is particularly helpful in rounding curves and in passing other cars.



Only Plymouth, in the lowest-price field, has Safety-Rim Wheels which hold the tire on the rim in event of blowouts, assuring safe stops.

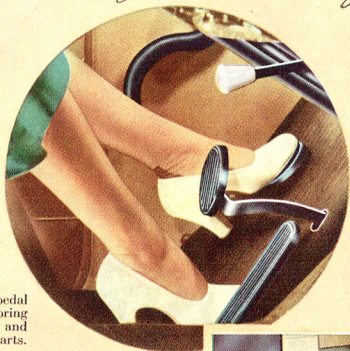
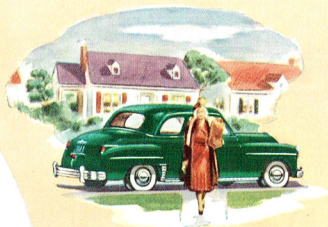


Plymouth owners praise this feature—inside safety locks which eliminate hazard of children opening rear doors accidentally while car is in motion.



the Plymouth *Special Deluxe Convertible Club Coupe*

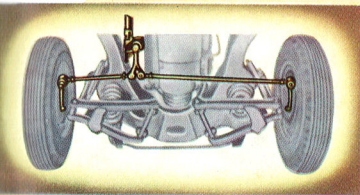
Compare Plymouth's matchless new *Ease of Handling*



Plymouth's easy-press clutch pedal permits very light pressure. Spring action helps move pedal down and slows return to avoid rough starts.



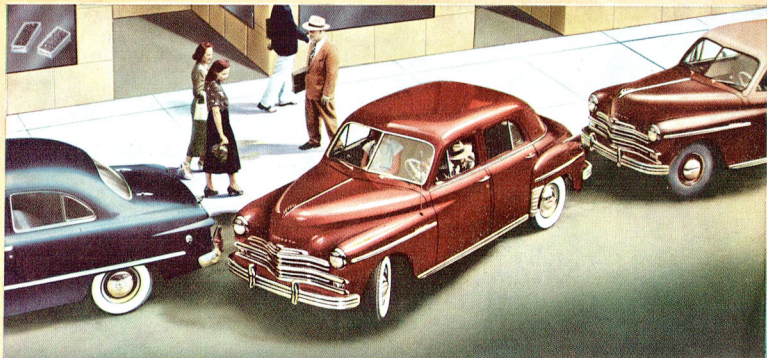
This is a picture of genuine driving ease—the Plymouth way! Steering wheel is lower for comfort and better vision, the larger windshield affords a full view ahead, accelerator and brake pedals respond to a light touch, and the driver relaxes at chair-height! Instrument panel and controls are easy to see and reach, yet out of the way. You can drive your Plymouth for hours and still feel fresh.



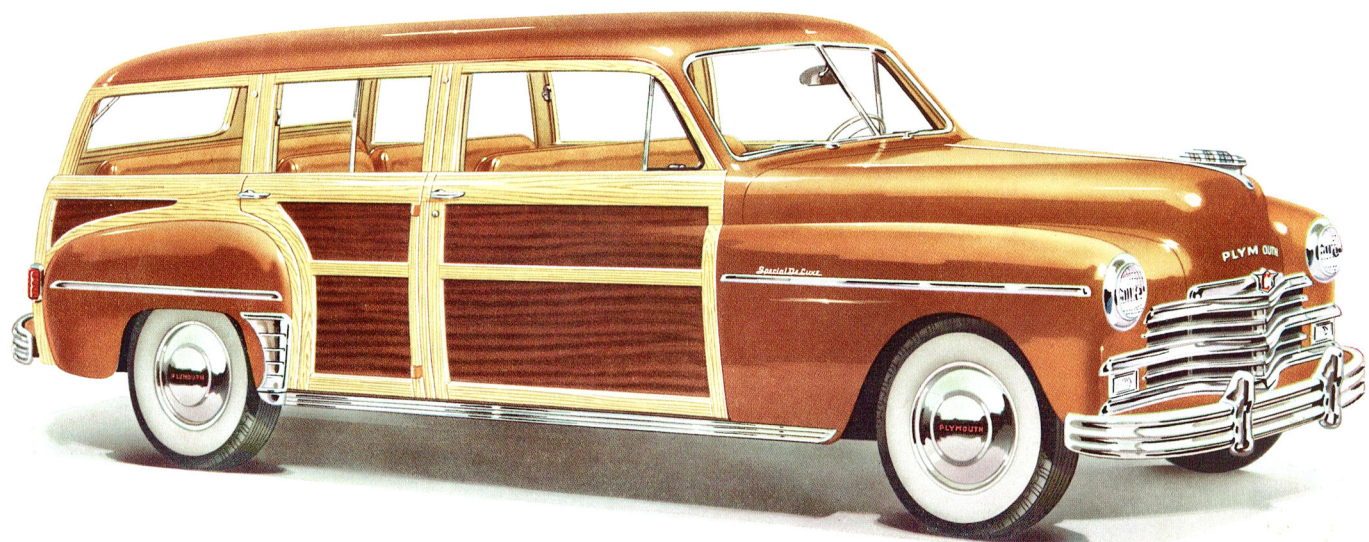
Shock-proof steering makes Plymouth cars unusually easy to handle. Individual tie rods are hinged directly to the steering arm. Precise alignment of the front wheels helps give thousands of miles of trouble-free service.



No starter button to push . . . no choke to pull . . . on the New Plymouth! Simply turn the key and Plymouth's new Automatic Ignition Starting does the rest.



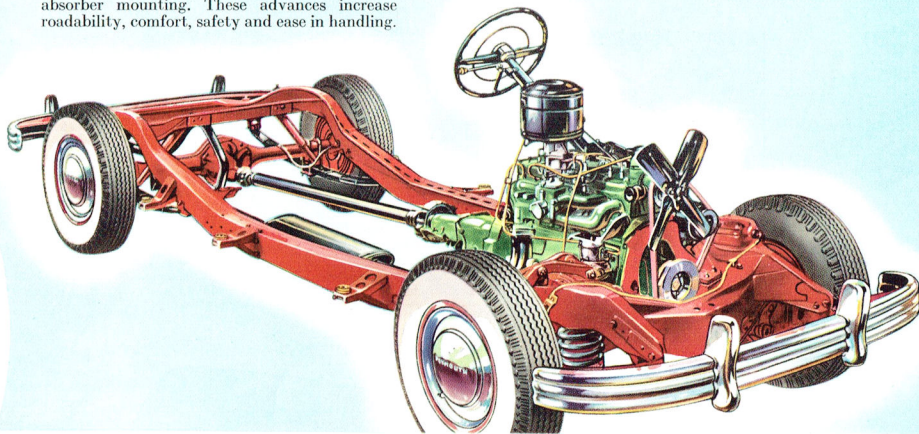
Notice the ease with which the new Plymouth can be parked in tight places. Plymouth owners will get lasting satisfaction from this feature alone. It saves time, fuss and bother in this busy world. Back of Plymouth's great maneuverability is Chrysler engineering skill—there is less body overhang—Plymouth is narrower outside—yet larger inside—and finger-tip steering, light pedal pressures and quick response to controls make parking effortless.



the Plymouth *Special De Luxe Station Wagon*

Compare Plymouth's matchless new Engineering

The chassis of the New Plymouth has a lower, even stronger frame, new weight distribution, advanced spring control and improved shock absorber mounting. These advances increase roadability, comfort, safety and ease in handling.

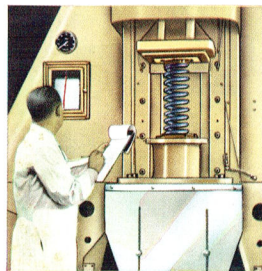


SPECIAL DELUXE CHASSIS FEATURES

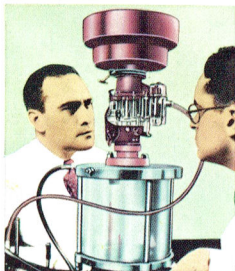
Hotchkiss Drive
 "Sea Leg" Rear Shock Absorbers
 Tapered Roller Differential Bearings
 Oilite Gasoline Filter
 Hypoid Rear Axle
 Tapered Leaf Rear Springs
 Independent Hand Brake
 Safe-Guard Hydraulic Brakes
 Ignition Key Starting
 Theft-Proof Ignition Cable
 Oil Bath Air Cleaner
 Manifold Heat Control
 Improved Intake Manifold
 Electric Automatic Choke
 Dual Automatic Spark Control
 Resistor Type Spark Plugs
 97 Horsepower—7.0 to 1

High Compression L-Head Engine
 Floating Power Engine Mountings
 Silent Chain-Driven Camshaft
 Exhaust Valve Seat Inserts
 Micronic Oil Filter

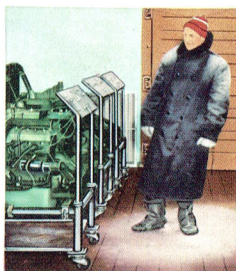
Full-Pressure Lubrication
 Four Rings Per Piston
 Floating-Type Oil Intake
 Splash Proof Distributor
 High Capacity Fuel Pump
 Aluminum Alloy Pistons
 Road Splash Engine Shields
 Rigid Box Type Frame
 Rubber Body Mountings
 Amola Steel Front Coil Springs
 Sway Eliminator
 Shock Proof Steering
 Safety-Rim Wheels
 Super-Cushion Tires
 118½" Wheel Base



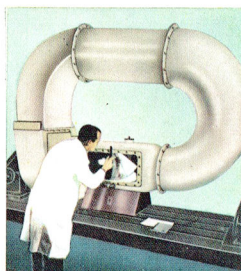
This constant stress machine puts springs through rigorous tests, subjecting them to as many as 600,000 up-and-down cycles under a weight comparable to a Plymouth fully loaded.



Every Plymouth carburetor must pass exacting tests on this carburetor flow stand. The mixture ratios are carefully checked to make certain all fuel requirements are met.

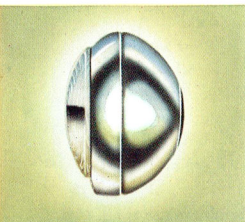


In this cold room, Plymouth engines are tested under subzero conditions. These tests help explain why the Plymouth starts so easily and performs so well in the severest of winters.



A swirling dust storm rages in this tube. Here Plymouth parts are tested. That's why Plymouth owners get peak performance even under severe dust conditions.

MOPAR Accessories custom-designed for the matchless new Plymouth



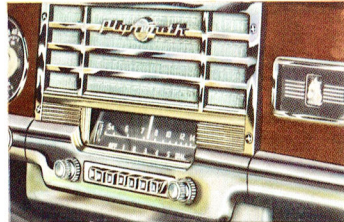
MOPAR Back-up Light provides safety vision in rear of car. Lens throws ample supply of diffused light. Sparkling chrome plating.



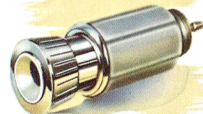
MOPAR Jiffy Jet Windshield Washer sprays two streams of grime-loosening liquid cleaner the instant your foot presses control button. Wiper blades do the rest.



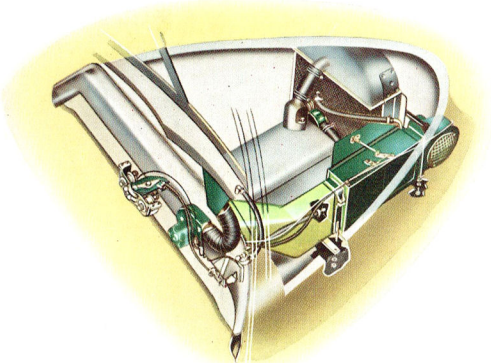
MOPAR's non-glare chrome-plated out side Rear View Mirror provides better vision. Clamps on door edge. Theft-proof when locked. Available for right or left side.



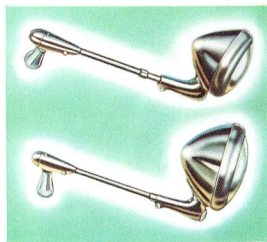
MOPAR radios are precision built for quality performance. Have push button controls for easy, accurate tune-in. New permanent magnet speaker reduces battery drain, gives life-like reproduction. Two models.



MOPAR Automatic Lighter heats when knob is pressed into socket. The attractive chrome-finish knob automatically snaps back with a "click" when element is heated.



MOPAR All-Weather Comfort System provides ventilation in summer, heat and defrosting in winter . . . uniform distribution of fresh air in both front and rear compartments. Heat control improves defrosting of windows and windshield. Concealed under the hood, except for air outlets and controls. Three models.



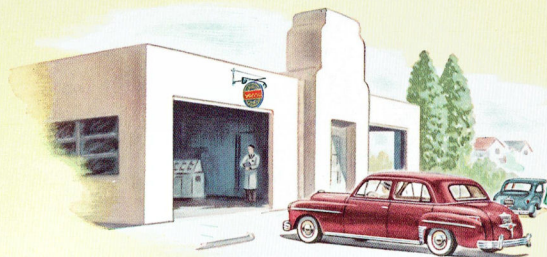
MOPAR Spotlight with sealed light unit gives a brighter view. Thirty-watt lighting unit provides strong, long-range light beam which can be directed to any desired point from within the car. All-chrome head and rust-proofed throughout. Two sizes.



MOPAR's distinctive Seat Covers give long-lasting satisfaction. Custom designed for tailored fit. Tested for durability, colorfastness and quality. Choice of: luxurious rayon-satin in blue, green, or maroon; an exclusive pattern of cotton-rayon-fibre matting; three colorful all-fibre matting covers of excellent quality and beauty, and an all-purpose De Luxe cover of matting, leatherette and cloth.

owner's *Nation-Wide* service

To the Plymouth owner, *NATIONWIDE* Plymouth Service means carefree motoring from coast to coast, border to border. More than 10,000 Plymouth Dealers display the sign of authorized Plymouth Service in cities, towns and villages throughout the United States. This is the sign of skilled mechanics specially trained by factory service engineers in the best methods of servicing Plymouth cars. Here you will find genuine Plymouth replacement parts which were manufactured under strict factory standards. Authorized Plymouth service means courteous and prompt service, at fair prices . . . it helps Plymouth owners get all of the dependable performance built into every Plymouth.

A form titled "Plymouth Service Certificate" with a green decorative border. It contains fields for "No.", "Issued to" (with sub-fields for Name, Address, City, and State), "for" (Plymouth Car), "Delivered" (with sub-field for Vehicle Number), "Issued by" (with sub-fields for Dealer, City, and State), and a note at the bottom: "Keep the Certificate in your car at all times for identification."

Every Plymouth car is sold and serviced with the *Plymouth Service Certificate*. Under its provisions, Plymouth cars are carefully inspected and lubricated at regular intervals. No matter where he may travel, the Plymouth owner enjoys the benefits of a uniform, nationwide service policy.

Plymouth builds great cars . . . good service keeps them great



Specifications

THE GREAT NEW PLYMOUTH

ENGINE—Six Cylinder "L" Head. Aluminum alloy pistons—97 horsepower at 3600 R.P.M. Bore and stroke $3\frac{1}{4}$ x $4\frac{3}{8}$ inches. Piston displacement 217.8 cu. in. Taxable H. P. 25.35.

WHEELBASE—All Special DeLuxe Models (P-18), 118 $\frac{1}{2}$ inches. DeLuxe Models—4-Door Sedan—Club Coupe (P-18), 118 $\frac{1}{2}$ inches. DeLuxe Models—3-Passenger Coupe—2-Door Sedan and Suburban (P-17), 111 inches. Tread: front, 55 inches; rear, 56 inches.

BRAKES—Safe-Guard four-wheel hydraulic, internal expanding. Twin cylinder type in front—10 inch drums—brake lining contact area 153 sq. in. Parking brake controlled by hand lever, operates independently of all others—one piece lining—33 $\frac{3}{4}$ sq. in. braking area.

LUBRICATION—Full pressure to main, lower connecting rods and camshaft bearings—Floating-type oil intake, Crankcase capacity 5 quarts.

White side-wall tires, steel wheel covers, and rear fender scuff guards shown on all models are optional equipment at extra cost.

All specifications subject to change without notice.

BATTERY—6 Volt, 15 plate, 100 ampere-hour capacity.

PROPELLER SHAFT—Tubular, 2 $\frac{3}{4}$ inch diameter. Two roller bearing universal joints.

TIRES—Super Cushion, mounted on steel disc drop center "K" Flange Safety Wheels. Rim width, 4 $\frac{1}{2}$ inches. Special DeLuxe and DeLuxe (P-18), 6.70 x 15. DeLuxe (P-17), 6.40 x 15.

CRANKSHAFT—Four removable precision-type main bearings.

CAMSHAFT—Silent chain driven.

FUEL SYSTEM—17 gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor, oil bath air cleaner. Automatic Choke.

TRANSMISSION—Standard three speeds forward and reverse. Gearshift, remote control manual operation on steering column under wheel. Synchro-silent all helical gears with synchronous meshing second and third gears. Lubricant capacity 2 $\frac{3}{4}$ pints.

STEERING—Worm and Roller type. Wheel diameter Special DeLuxe and DeLuxe (P-18), 17 $\frac{1}{2}$ inches. DeLuxe (P-17), 17 inches.

SPRINGS—Front, Amola Coil Steel independently sprung. Rear, Semi-elliptic Amola Steel, 53 $\frac{5}{8}$ inches long and 1 $\frac{3}{4}$ inches wide with metal covers.

SHOCK ABSORBERS—Hydraulic, double-acting, telescopic, 1 inch Piston.

REAR AXLE—Silent Hypoid Semi-floating with Amola steel gears. Gear ratio 3.9 to 1 (P-18), 3.73 to 1 (P-17), and 4.1 to 1 on Station Wagon. Lubricant capacity 3 $\frac{1}{4}$ pints.

CLUTCH—Single plate, dry, ventilated. Total contact area 77.3 sq. in. Facing of molded woven asbestos.

COOLING—Pump actuated circulation. Oilite Bronze bearing front and rear of pump. Full-length water jacket. Four blade, 17-inch fan. Cooling system water capacity is 3 $\frac{3}{4}$ gallons.

PAMM PRINTED IN U. S. A.

