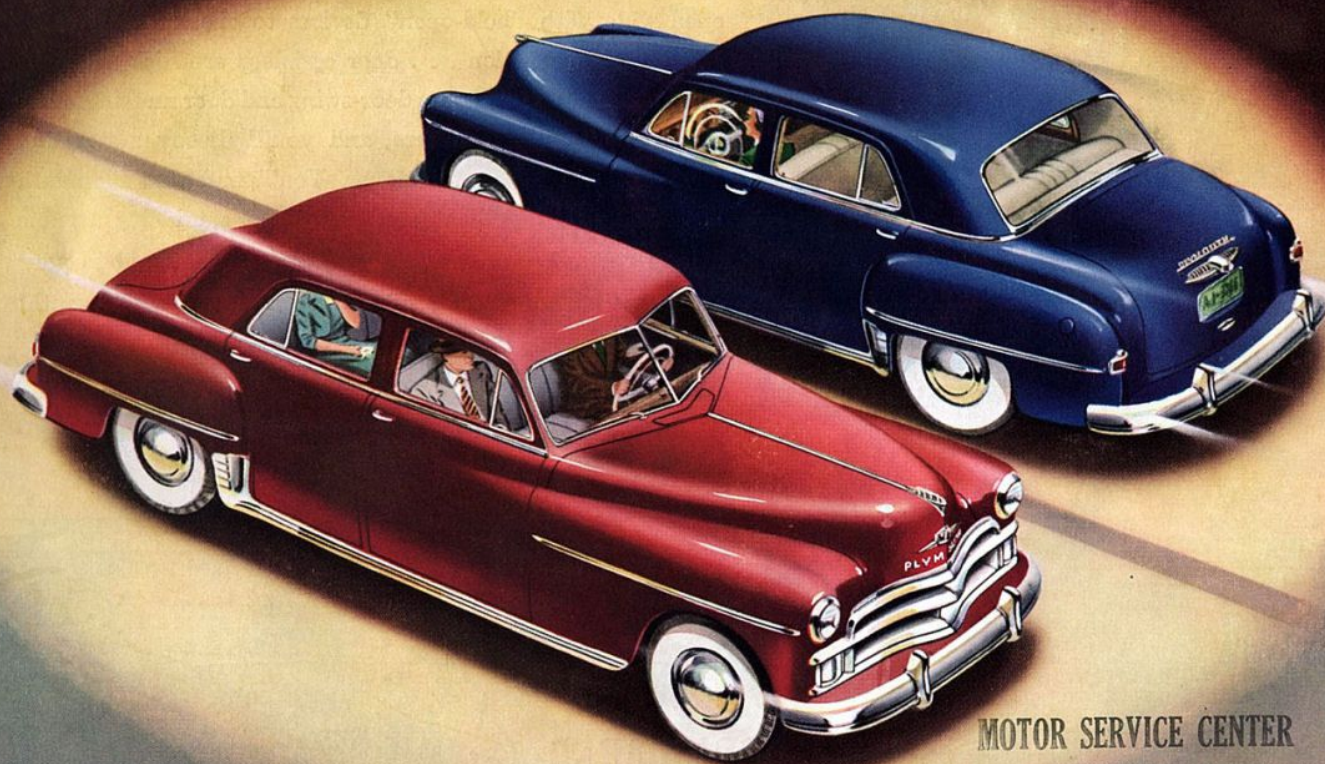


# PLYMOUTH



MOTOR SERVICE CENTER  
WAYNESBORO, PENNA.

*Packed with Value .... and ready to Prove it!*

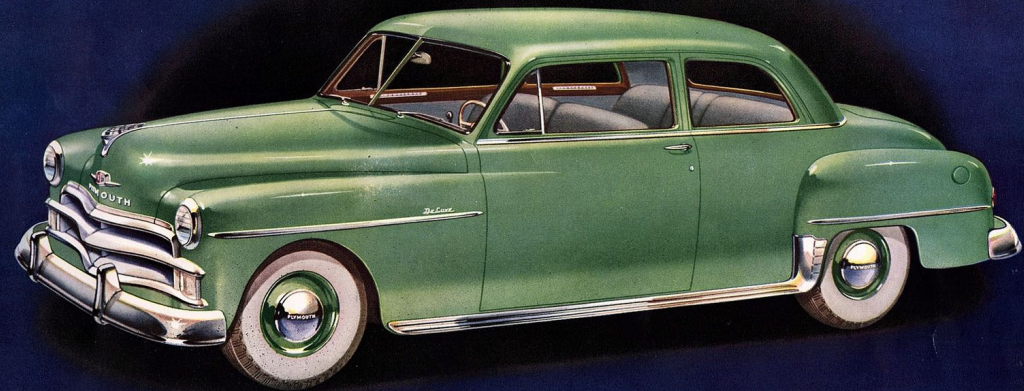




## The Beautifully New Plymouth

After one look at this fresh new beauty your *real enthusiasm* begins! For then you discover how thoughtful Plymouth's styling is. Notice, for example, how easily and gracefully a woman can get in or out of the new Plymouth. That ease and grace has been *planned*, for Plymouth doors are designed to open wide with "hold-open" devices to check them in the extreme open position . . . door openings are *high* and door sills are *floor-level*. Compare door-swing and door measurements with other low-priced cars, and you'll discover startling advantages in Plymouth's favor. You'll find that Plymouth has achieved its brilliant styling without sacrificing a cubic inch of roominess or a single detail that might add to your comfort. *That's the beauty* of the beautifully new Plymouth!

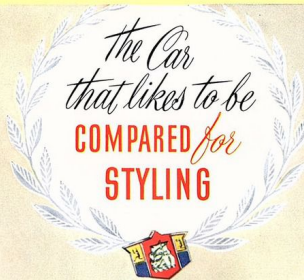
D E L U X E C L U B C O U P E



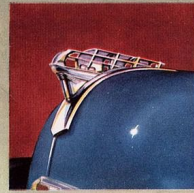
Beautiful chrome door handles are styled smartly to harmonize with the exterior moldings. The latches are rotary type . . . proven for safety and dependability.



The new fenders with their combination stop and tail lights . . . and the new, more massive bumper . . . blend with other rear end details to form a composite of unusual smartness.



The distinctive styling of the Two Door Sedan is further accentuated by the gleaming chrome trim that follows the body contour, across counter-balanced trunk lid, ending at the tail lights.



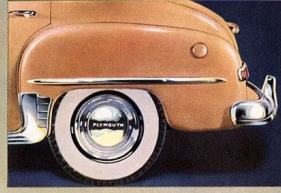
The traditional Plymouth sailing ship, in sparkling chrome, adds a distinctive touch to the overall beauty of the front end styling.



Front fenders sweep backward in graceful lines that blend into the door panels. The newly styled chrome moldings are mounted lower to enhance Plymouth's long, low look. A massive new bumper curves far around and increases fender protection.



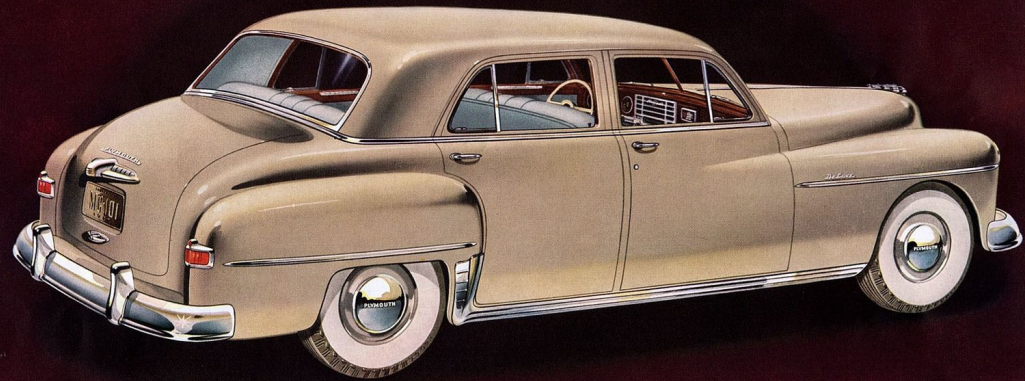
You'll be amazed to find such superb appointments in a low-priced car, and the care shown in the execution of details. Instrument panel is richly grained to harmonize with the quiet elegance of the interior styling. Controls and instruments are grouped for driver convenience.



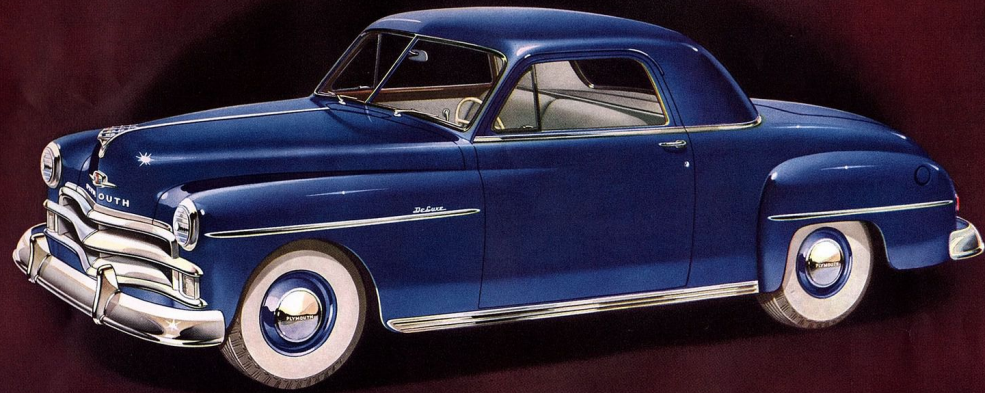
The new, longer lines of the crowned rear fenders flow smoothly into the body. Rear fenders are *bolted on*. They're much less expensive to repair or to replace than *welded-on* fenders. The new taillights are lower and in line with the tapered chrome moldings.



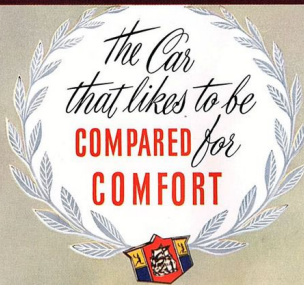
# DE LUXE FOUR DOOR SEDAN



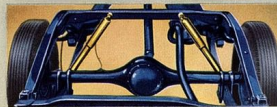
# DE LUXE THREE PASSENGER COUPE



Plymouth's exclusive Air Pillow Ride is an engineered combination of many comfort features, all the way from Super-Cushion Tires on the road to soft, resilient seat cushions that take out the last traces of vibration. Airfoam rubber seat cushions—with millions of tiny air pillows—are available and add still more luxurious comfort. Seat cushions can be added to suit individual requirements for firmness.



Airplane-type shock absorbers with extra-large fluid capacity cancel out the hardest bumps, prevent bouncing, and give a smooth, gliding ride. The rear "sea-leg" shock absorbers (Illustrated below) are diagonally mounted to guard against side-sway.



Stationary rear footrests in Four-Door Sedans provide ample leg room even when the front seat is moved forward or backward.



Plymouth seats approximate regular living room chairs for height. This means you sit up *naturally* and your body gets full support. Your weight is concentrated—you're not tilted back on the base of your spine with knees jackknifed. Chair-height seats mean exceptional freedom from fatigue, particularly on long trips. Compare this comfort feature with seats in *other* low-priced cars!



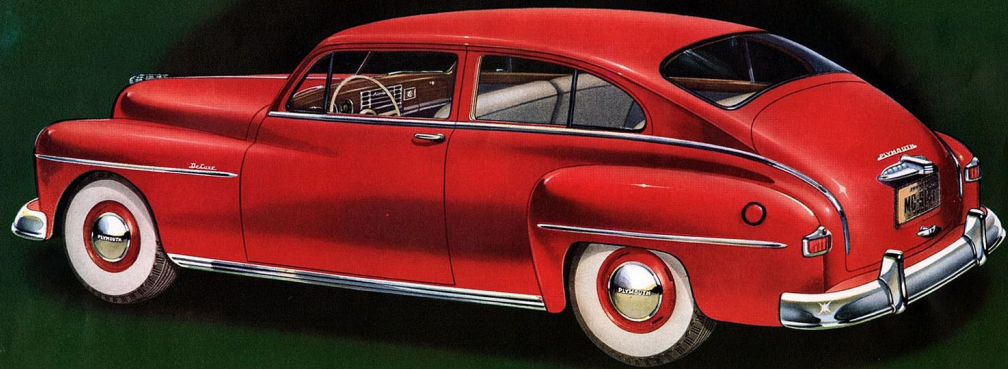
Plymouth provides you with generous head room and hat room. Even when you are in the corner, you sit up straight and relaxed.



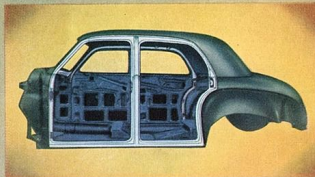
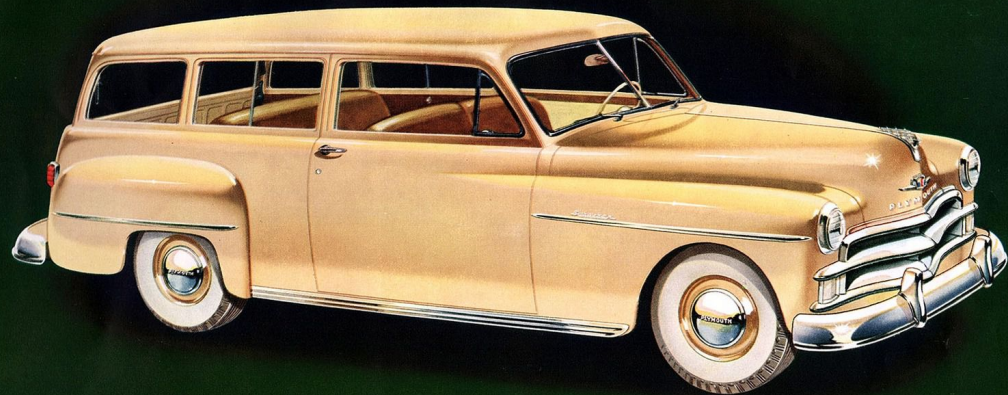
Plymouth vent wings allow easy adjustment of ventilation to suit individual passenger preference. Vent wing locks are made more theft-proof by turning a knurled nut on the release button.



D E L U X E T W O D O O R S E D A N



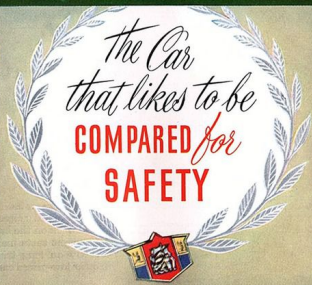
D E L U X E A L L - M E T A L S U B U R B A N



Safety in a car body depends not only on the materials, but on the way they are assembled. Plymouth's Safety All-Steel Body is engineered for great strength and rigidity. For example, the door openings are reinforced by heavy box-sections. This is but one of many of the Plymouth details that contribute to safety.



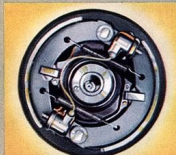
The easy-pull parking brake on the new Plymouth works independently. It grips a drum at the rear of the transmission, providing extra safety.



The extra large wide-angle windshield lets you see far to the side, and much more of the road immediately ahead. Chair-height seats help vision, because you sit up where you can see things close to the car. Windshield wipers clear a larger space for maximum safety in stormy weather.



The glass area of the rear windows of the Four-Door Sedan and Club Coupe have been increased 32%. You have a full wide angle view while backing up, or when cars are passing you from behind.



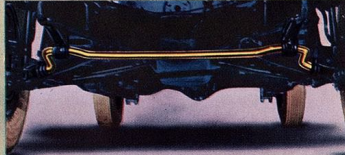
The front brakes which do most of the work on sudden stops, have two hydraulic cylinders instead of one, which gives you more accurate control of brakes, for safer, smoother, surer stops.



In case of a blowout, patented retaining humps on Plymouth's Safety-Rim Wheels hold the deflated tire on the rim, allowing you to make a safe, controlled stop.

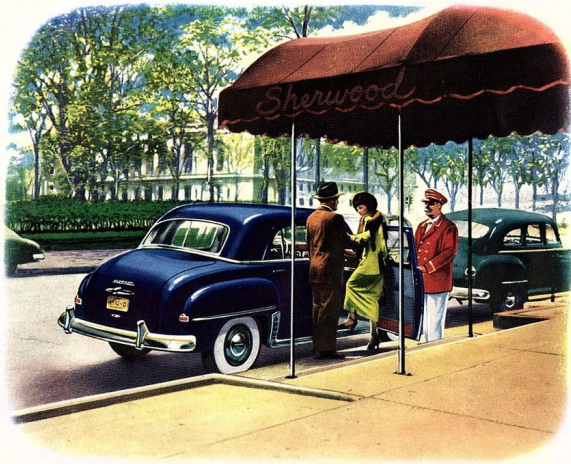


Magic goes to work when you turn Plymouth's ignition key... the engine starts and the automatic choke goes into action... all in one quick, simple operation.



When going around a curve or otherwise changing direction at cruising speed, there is a tendency for a car to lean to the outside. A Front Sway Eliminator Bar, a feature of all Plymouth P-20 models, neutralizes this tendency and holds your Plymouth on an even keel, contributing to your ease of control and safety.

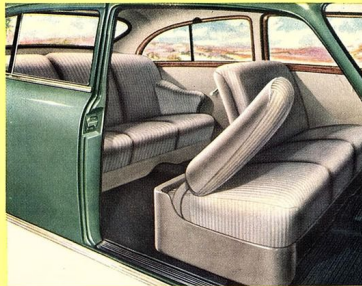




## Beautiful to Look at

There's something about the great new Plymouth that gives you a lift the first time you see it . . . like the sleek, proud lines of a thoroughbred poised for action . . . There's an impression of great length in the new, longer rear fenders . . . a lower, wider look in the redesigned rear end . . . There's a sense of gliding gracefulness in the new profile from the side. And in front, an appearance of massiveness in the brilliant new grille. Best of all, this is beauty with a purpose . . . a car that's *all automobile* . . . built to do the job it was meant to do in the best way modern engineering could devise. When you take the wheel this impression returns with double force. Here, you realize, is a car that's as good as it looks—truly "packed with *value* and ready to prove it!"

## S E D A N



*De Luxe* TWO DOOR SEDAN . . . has an extremely wide door, so that rear seat passengers can get in or out just as easily and gracefully as those who ride in front. Seat cushions are built in three sections. That means a heavy passenger can't tilt the seat surface and make it uncomfortable for two lighter persons beside him. Seats are upholstered in fine broadcloth.



*De Luxe* THREE PASSENGER COUPE . . . is the ideal car for the small family, businessman, or salesman, or for fleet use. Seats three persons comfortably. It has an oversize luggage compartment, storage space behind the seat, and a wide package shelf. Choice of upholstery in dark red vinyl resin fabric or woven fibre fabric. Broadcloth available at slight extra cost.

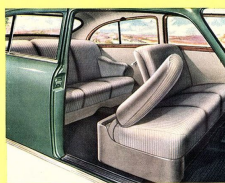
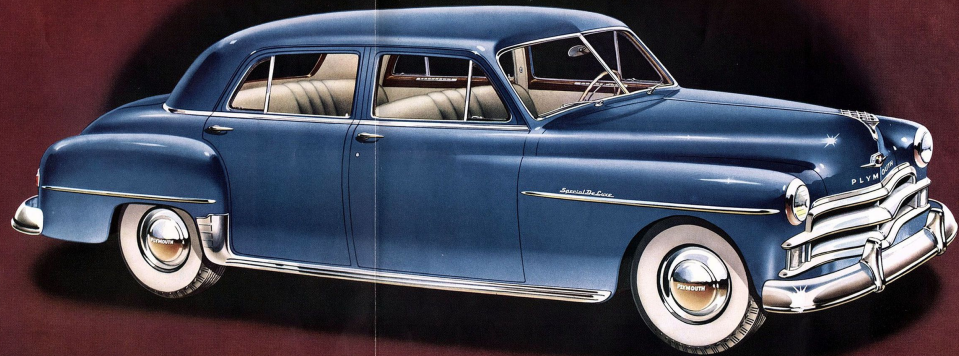


## Beautiful to Ride in

Of all the great values packed into the great new Plymouth none has had more attention than those that contribute to your personal comfort. You'll be amazed at Plymouth's famous Air Pillow Ride . . . the relaxing comfort of chair-height seats, with all seats cradled between the wheels . . . the abundance of usable head room . . . leg room . . . shoulder room. The restful quietness of Plymouth's insulated body . . . the mounting of body and frame on cushions of live rubber so that there is no metal to metal contact, to transmit road noises . . . and there are other features, many of them that contribute the famous Air Pillow Ride. Plymouth, the car that now, more than ever, likes to be *compared*, invites you to test its famous ride . . . try the others, and let the ride decide.



# SPECIAL DE LUXE FOUR DOOR SEDAN

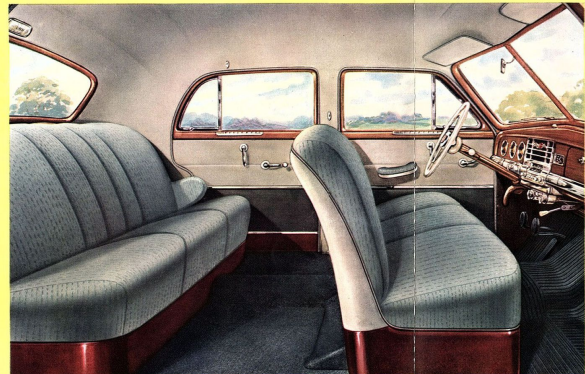


*De Luxe* TWO DOOR SEDAN . . . has an extremely wide door, so that rear seat passengers can get in or out just as easily and gracefully as those who ride in front. Seat cushions are built in three sections. That means a heavy passenger can't tilt the seat surface and make it uncomfortable for two lighter persons beside him. Seats are upholstered in fine broadcloth.



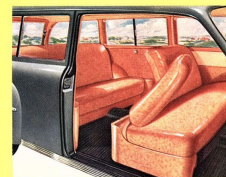
*De Luxe* THREE PASSENGER COUPE . . . is the ideal car for the small family, businessman, or salesman, or for fleet use. Seats three persons comfortably. It has an oversize luggage compartment, storage space behind the seat, and a wide package shelf. Choice of upholstery in dark red vinyl resin fabric or woven fibre fabric. Broadcloth available at slight extra cost.

## Interiors of Unsurpassed Beauty and Luxury



*Special De Luxe* FOUR DOOR SEDAN . . . the fine appointments, the care given to pleasing details, and extra roominess are qualities you'd expect only in a much higher priced car. The luxurious upholstery (your choice of Broadcloth or Fife Fabric) is enriched by beautifully grained garnish moldings, and instrument panel.

Scuff guards protect the upholstery at vital points. Windows go up or down in less than two turns of the crank. An easy-to-reach lever permits adjustment of the front seat to the most comfortable position. And under all this—as in every Plymouth—is the matchless engineered comfort of Plymouth's famous Air Pillow Ride.



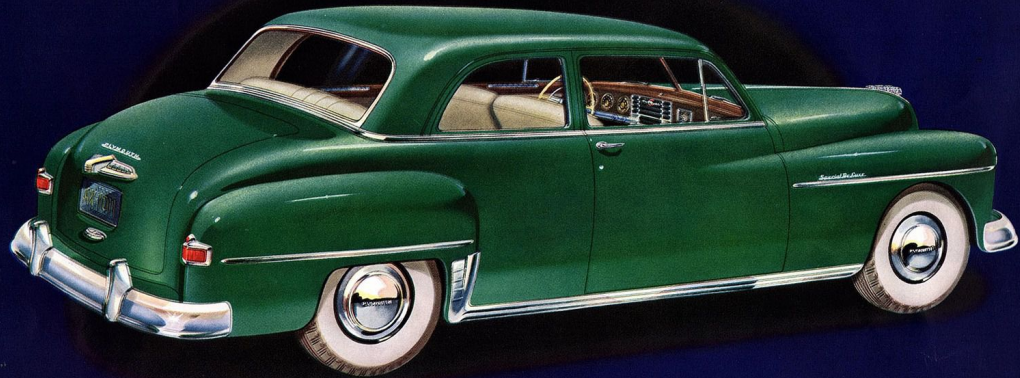
*De Luxe* ALL-METAL SUBURBAN—the car of 101 uses! Serves as a stylish passenger sedan, as a smart town-and-country all purpose car, or converts to a roomy cargo carrier. Upholstered in smooth, long-wearing vinyl-resin fabric that cleans easily. There is a luggage space of 42" behind the rear seat. Or—with rear seat folded into the floor, a cargo space 68" long, 55" wide, and 39" high.



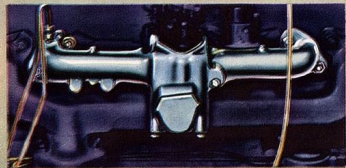
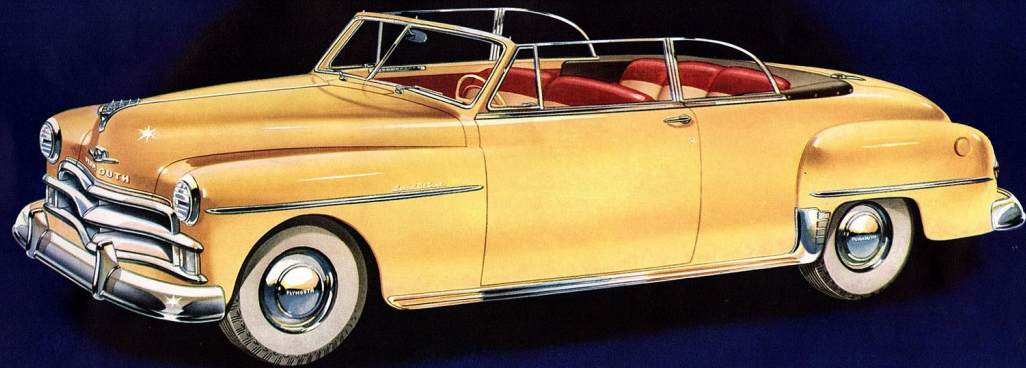
*Special De Luxe* CLUB COUPE . . . is easily and gracefully entered through an extra-wide door. Back of the front seat swings inward as it tilts forward. There's real comfort for six passengers; with abundant head, shoulder and leg room. You may have a choice of Broadcloth or Fife Fabric. Armrests on both doors are standard Special De Luxe equipment.



SPECIAL DE LUXE CLUB COUPE



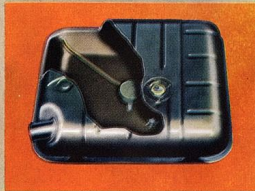
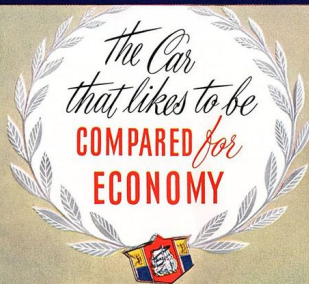
SPECIAL DE LUXE CONVERTIBLE CLUB COUPE



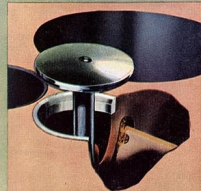
Because of Plymouth's highly-efficient Intake Manifold, the cylinders get more even distribution of the fuel-air mixture. This means faster response to throttle opening. It also means better all-around performance and more efficient burning of gasoline. Every gallon of fuel works long and hard in a Plymouth.



This Automatic Manifold Heat Control adjusts pre-heating of the fuel-air mixture to the temperature. In winter, engine warm-up is quicker. It tends to make fuel burn more efficiently.



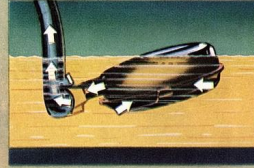
Plymouth's Oilite Fuel Filter is placed right in the gasoline tank, where it prevents dirt and water from clogging the entire fuel system. The filter is self-cleaning and never requires servicing.



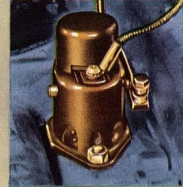
All exhaust valves take severe punishment. In Plymouth, valve seat inserts are used. They are made of a special extra-hard steel for longer life, resulting in less valve grinding.



Plymouth's lightweight aluminum alloy pistons have four rings—two for compression seal and two for oil control—assuring maximum performance and economy.



Plymouth's Oil Intake floats just below the surface of the oil in the pan, where it draws in the cleanest oil, avoiding foam that has risen to the top, or sludge that has settled to the bottom. This clean oil, under full pressure, helps Plymouth's engine last longer.



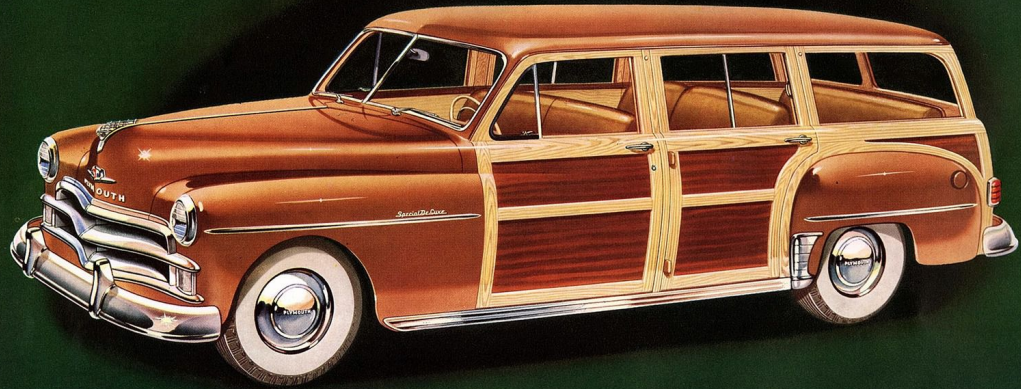
Automatic Electric Choke regulates the fuel mixture for quick, easier, more efficient starting. It prevents waste of fuel that often takes place when choking by hand.



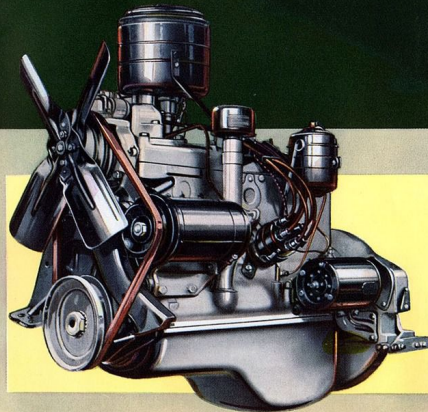
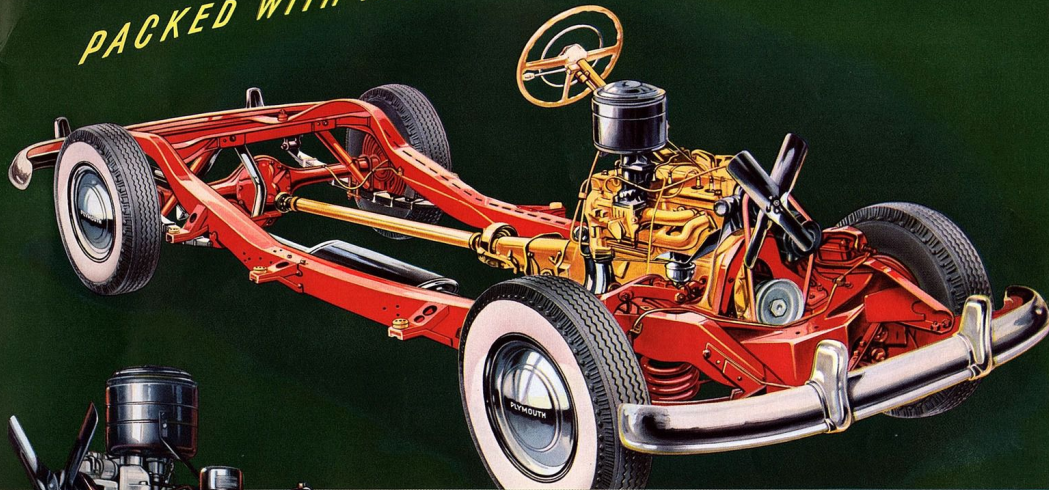
The Micronic Oil Filter removes invisible carbon or dust particles from oil, reducing wear on engine. Oil lubricates at top efficiency... contributes to longer engine life.



# SPECIAL DE LUXE STATION WAGON



*PACKED WITH VALUE....AND READY TO PROVE IT!*



Performance of Plymouth's 6-cylinder, 97-horsepower L-head engine is outstanding not only because of its great power, but for the way that power is delivered.

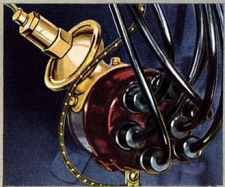
Plymouth performance is smooth because of the unique manner in which the engine is counter-balanced and mounted in live rubber cushions. This exclusive Floating Power principle blocks off vibration from chassis and body. Further cushioning is added by Hotchkiss Drive, a method of mounting the rear axle so that the driving push is through the rear springs.

Plymouth performance is quiet, also for many reasons . . . balanced propeller shaft, hypoid rear axle, and well-placed long-life bearings, to mention only a few.

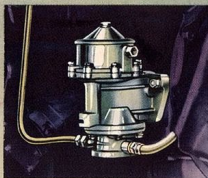
Plymouth performance is easily controlled because of many features including: Easy-press clutch pedal; helical gears in the transmission that slide rather than roll into contact; and a synchronizing device that prevents gear clashing.

And Plymouth performance is dependable. One important factor in reliability is the excellence of the Plymouth chassis, which holds the working parts of the car in smooth-functioning alignment year after year. A rigid, box-type frame gives Plymouth an extra strong, long-lasting "backbone." All these engineering features and hundreds more add up to superior performance you can instantly feel! Drive the great new Plymouth and see for yourself. It's packed with value and ready to prove it!

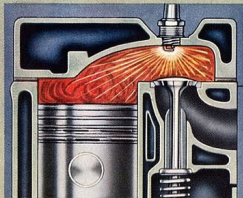
*The Car  
that likes to be  
COMPARED for  
PERFORMANCE*



Dual Automatic Spark Control adjusts the ignition to both engine speed and engine load. The spark is supplied at just the right time to take advantage of all the power in the gasoline. This boosts performance, and helps economy.



This High-Capacity Fuel Pump is Plymouth's strong heart. It assures a steady, dependable flow of gasoline through the lifelines of the engine. A vacuum booster (also illustrated), available at extra cost, assures uninterrupted operation of windshield wipers.



Only Plymouth in the low-priced field offers an engine with the more efficient 7 to 1 high-compression ratio as standard equipment. This means better performance and greater power is squeezed out of every drop of fuel used.



# Specifications PLYMOUTH SPECIAL DE LUXE

**ENGINE**—Six Cylinder "L" Head. Aluminum alloy pistons—97 H.P. at 3600 R.P.M. Bore and stroke  $3\frac{1}{4}$  x  $4\frac{1}{2}$  inches. Piston displacement 217.8 cu. in. Taxable H. P. 25.35.

**WHEELBASE**—All Special DeLuxe Models (P-20), 118 $\frac{1}{2}$  inches. Tread: front 55 $\frac{1}{4}$  inches; rear 58 $\frac{1}{4}$  inches.

**BRAKES**—Safe-Guard four-wheel hydraulic, internal expanding. Twin cylinder type in front—10 inch drums—brake lining contact area 158 sq. in. Parking brake controlled by hand lever, operates independently of all others—one piece lining—33 $\frac{3}{8}$  sq. in. braking area.

**PROPELLER SHAFT**—Tubular, 2 $\frac{1}{2}$  inch diameter. Two roller bearing universal joints.

**TIRES**—Super-Cushion, mounted on Safety-Rim Wheels. Rim width,  $4\frac{1}{2}$  inches. 6.70 x 15.

ITEMS OF SPECIAL EQUIPMENT SHOWN ON SOME MODELS ARE OPTIONAL AT EXTRA COST

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

**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 electric choke.

**TRANSMISSION**—Standard three speeds forward and reverse. Synchronizing all helical gears with synchronous meshing second and third gears. Lubricant capacity 2 $\frac{3}{4}$  pints.

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

**STEERING**—Worm and Roller type. Wheel diameter, 17 $\frac{1}{2}$  inches.

**SPRINGS**—Front, Amola Coil Steel independently sprung. Rear, Semi-elliptic Amola Steel, 53 $\frac{3}{4}$  inches long and 1 $\frac{1}{4}$  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-20), 4.1 to 1 on Station Wagon. Lubricant capacity 3 $\frac{1}{4}$  pints.

**CLUTCH**—Single plate, dry, ventilated, of moulded woven asbestos.

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

ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

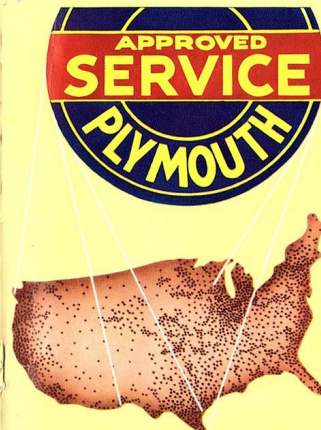
## MORE THAN 10,000 PLYMOUTH DEALERS

Plymouth owners have more authorized sources available to them for service than any other low-priced car.

Best of all, *good mechanics* work on your Plymouth. Tens of thousands of these mechanics all over the country participate in the Master Technicians Service Conference—the largest single organization in the world devoted to the advancement of automotive technical knowledge.

These conferences, in close conjunction with shop work and instruction by factory engineers means real efficiency that saves you time and money when service is required. Plymouth mechanics have the finest of equipment to work with. And they use factory-engineered Plymouth replacement parts, manufactured under strict standards and sold under the same uniform Warranty that covers your Plymouth car.

A careful inspection of the "Plymouth Service Certificate" that comes with each new car, will point out many benefits you receive as a Plymouth owner. Your Plymouth dealer, if you wish, will keep an accurate record of the service performed on your car, reminding you when lubrication, oil change, and seasonal services are needed.



PLYMOUTH BUILDS GREAT CARS... GOOD SERVICE KEEPS THEM GREAT

# Specifications PLYMOUTH DE LUXE

**ENGINE**—Six Cylinder "L" Head. Aluminum alloy pistons—97 H. P. at 3600 R.P.M. Bore and stroke  $3\frac{1}{4}$  x  $4\frac{1}{2}$  inches. Piston displacement 217.8 cu. in. Taxable H. P. 25.35.

**WHEELBASE**—All DeLuxe Models (P-20)—4-Door Sedan—Club Coupe, 118 $\frac{1}{2}$  inches. DeLuxe Models (P-19)—3-Passenger Coupe—2-Door Sedan and Suburban, 111 inches. Tread: front 55 $\frac{1}{4}$  inches; rear, 58 $\frac{1}{4}$  inches.

**BRAKES**—Safe-Guard four-wheel hydraulic, internal expanding. Twin cylinder type in front—10 inch drums—brake lining contact area 158 sq. in. Parking brake controlled by hand lever, operates independently of all others—one piece lining—33 $\frac{3}{8}$  sq. in. braking area.

**PROPELLER SHAFT**—Tubular, 2 $\frac{1}{2}$  inch diameter. Two roller bearing universal joints.

**TIRES**—Super-Cushion, mounted

ITEMS OF SPECIAL EQUIPMENT SHOWN ON SOME MODELS ARE OPTIONAL AT EXTRA COST

on Safety-Rim Wheels. Rim width,  $4\frac{1}{2}$  inches. DeLuxe (P-20), 6.70 x 15. DeLuxe (P-19), 6.40 x 15.

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

**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 electric choke.

**TRANSMISSION**—Standard three speeds forward and reverse. Synchronizing all helical gears with synchronous meshing second and third gears. Lubricant capacity 2 $\frac{3}{4}$  pints.

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

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**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-20), 3.73 to 1 (P-19). Lubricant capacity 3 $\frac{1}{4}$  pints.

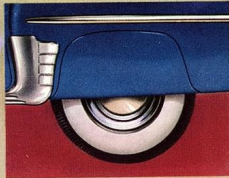
**CLUTCH**—Single plate, dry, ventilated.

**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.

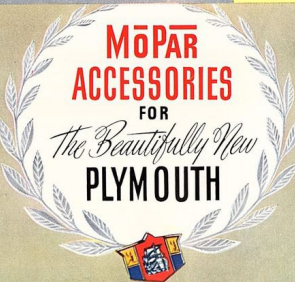
ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



MOPAR Radios give finer performance because they are engineered for your car. Dial, controls and speaker face blend beautifully with Plymouth's instrument panel. Push button tuning, can be reset conveniently to any desired local station.



MOPAR Rear Fender Skirts add greatly to the appearance of your new Plymouth. Styled to harmonize perfectly with graceful fender lines. Heavy gauge metal with strong spring clips to hold skirt rigidly in place. Easily removed for tire changing.



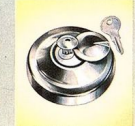
MOPAR Flex-O-Fit Seat Covers are available in choice of four types: dura-fabric, dura-fabric and fibre matting, vinyl-coated matting with leatherette binding, and fibre matting with vinyl coating.



MOPAR Jiffy-Jet Windshield Washer helps provide safe, clear vision driving in bad weather. Twin jets spray windshield at touch of toe on control—wipers whisk dirt away.



MOPAR Rear Window Shade. Many Plymouth owners will want this smart venetian blind made entirely of steel. Keeps your car cooler. The adjustable louvers allow maximum rear-view vision for driver.



MOPAR Theft-proof Gas Caps come in two types. Electric cap operates from inside car only by push button control on dash. Key locking cap snaps open when unlocked. Lock cannot be forced open by twisting cap. Both types are chrome plated.



Maximum protection to grille and trunk are provided by MOPAR Bumper Guards. They are engineered and designed for your Plymouth.

MOPAR All-Weather Comfort Systems provide abundant heat and improved defrosting in winter, as well as perfect ventilation in summer.

