



**1940**  
**DELUXE PLYMOUTH**  
*Convertible Coupe*

*with Power Operated Top*



*Thrilling* TO LOOK AT *Exciting* TO DRIVE...

## THE 1940 PLYMOUTH CONVERTIBLE COUPE



*Sunshine*

...PULL THE BUTTON AND DOWN IT COMES

*Cloudy*

...PUSH THE BUTTON AND UP IT GOES

*Quickly*

...THE ENGINE DOES ALL THE WORK!

Enthusiasm hits a new high when you head the nose of this smart convertible coupe down the road . . . top smartly down . . . breeze briskly whipping around you . . . glorious sunshine pouring in. Nor can that enthusiasm be dampened should clouds appear, for at the first drop of rain . . . just a push of the control button and you're thrillingly snug and comfortable and weatherproof.

It's easy to change this 1940 Plymouth Convertible from closed car to open car, or from open to closed car . . . the engine does all the work! TO LOWER—raise the single, conveniently located locking lever—then, a light pull on the control button in the instrument panel and, with practically effortless assistance from you to accelerate the operation, the top folds back and is lowered into place. TO RAISE—simply push in the control button . . . the top rises into position . . . and you lock it securely, easily, from the driver's seat.



TO UNLOCK the smart top of this new 1940 Plymouth Convertible Coupe, you simply raise the single, conveniently located locking lever. A light pull on the control button . . . and the engine lowers the top!



BIG, AIRWHEEL TIRES add to your enjoyment of Plymouth's thrilling Luxury Ride. White sidewalls of the tires and sparkling chromium wheel rings give added dash and smartness!

STANDARD EQUIPMENT on the Plymouth Convertible Coupe includes White Sidewall Tires, Five Chromium Wheel Rings, Safety Glass, Front and Rear Bumpers, Bumper Guards, Spare Tire and Tube, Metal Spring Covers for Rear Springs, Arm Rests, Dual Trumpet Horns, Dual Windshield Wipers, Dual Side Viewers, Cigar Lighter, Chrome License Plate Frames, Dual Tail Lights, Sealed Beam Headlamps, Oil Filter, Perfected Remote Control Gear Shift, Metal Glove Box and Lock.

BOTH for carrying luggage and safely securing wraps, parcels and other valuables, there's a huge compartment under the rear deck which can be securely locked.



## LOW COST *Luxury Service* FOR MANY USES...

### THE 1940 PLYMOUTH STATION WAGON ON THE DELUXE PLYMOUTH CHASSIS

Wherever smart people gather . . . this stunning new Plymouth Station Wagon is "in the picture." And it's well-nigh unbelievable that this big beauty with its spacious interior is a *low-priced* car!

The handsome new Plymouth Station Wagon has a big, roomy body of natural-finish maple and ash. Built on the De Luxe Plymouth chassis (117-inch wheelbase), it offers the utmost in riding luxury and smoothness.

Seats are much wider . . . new safety glass windows all around . . . and the auxiliary seats are quickly removable and interchangeable. Style, size, economy and comfort . . . all rolled into one. A smart all-around utility vehicle for individual users, estates, clubs, smart hotels and resorts!



THIS INGENUOUS FASTENING used on the Plymouth Station Wagon assures a securely locked tail gate and eliminates rattle at that point. The tail gate can be fastened either from inside or from outside the car. The window above the tail gate conveniently opens outward.



THE BIG TAIL GATE lowers flush with the floor so that articles can easily be slid in or out. The lowered tail gate permits carrying extra long or bulky articles, or it provides additional loading space for articles not accommodated inside the body.



SAFETY GLASS THROUGHOUT is standard equipment in the De Luxe Plymouth Station Wagon. Safety glass rear door and rear quarter windows are of the sliding type, easily adjusted. They can be securely locked when closed. Front door safety glass windows may be quickly and easily rolled up or down by means of a crank-type control.

STANDARD EQUIPMENT on the Plymouth Station Wagon includes Sealed Beam Headlights, Oil Filter, Perfected Remote Control Gear Shift, Front and Rear Bumpers, Bumper Guards, Spare Tire and Tube (mounted behind driver's seat), Metal Spring Covers for Rear Springs, Safety Glass.



THE ENTIRE FLOOR SPACE behind the front seat is made available as carrying space or for other purposes, by removal of the rear seat and the center seat . . . particularly useful to clubs and individuals requiring a dual-purpose vehicle. The floor is covered by a full-length rubber mat.



GENEROUS ACCOMMODATION FOR EIGHT PASSENGERS is provided in the Plymouth Station Wagon when all seats are in place. And there's carrying space behind the rear seat and additional space on the lowered tail gate for luggage and other articles. This convenient luggage space is 40 3/4 inches deep.



INTERCHANGEABLE SEATS—The seats behind the driver's seat are interchangeable so that either can easily and quickly be placed in the center or the rear position, or one or both can be removed. No tools or mechanical skill are required to interchange or remove the seats.

**1940 PLYMOUTH—THE LOW PRICED BEAUTY WITH THE *Luxury Ride***





**1940 PLYMOUTH**  
*Station Wagon*

*On the DeLuxe 117 inch Wheelbase Chassis*