

THE De Luxe

long wheelbase

PLYMOUTH

Because it **MADE GOOD** *the trend is to Plymouth!*

FOR TWENTY YEARS most of the low price cars were produced by two big manufacturers. Again and again other big companies entered that field and after six or eight months—gave up.

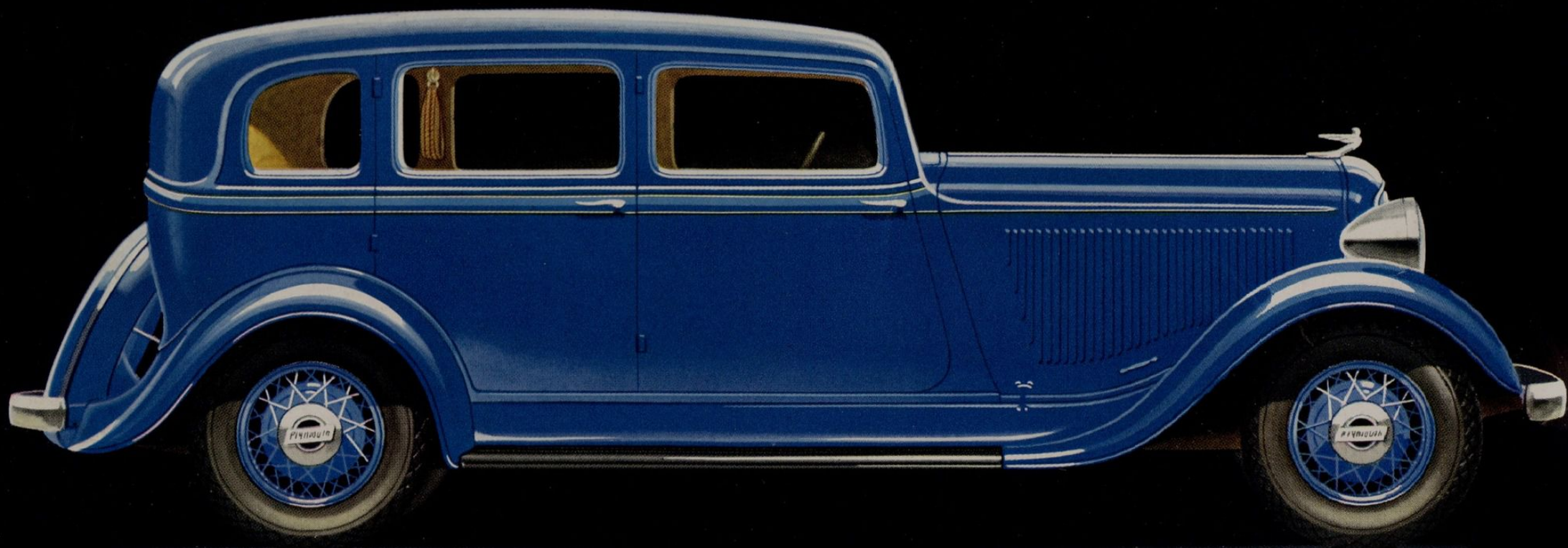
People became superstitious about it. There spread a romantic childish idea of a mass production magic—some great, closely guarded secret . . . Plymouth broke the spell, two years ago. Proved that a third manufacturer with the right product could compete in the low price car field. That Plymouth car reflected the very latest ideas in car design.

The public welcomed the Plymouth heartily. It was a low volume year for the automobile industry but a record-breaking year for Plymouth.

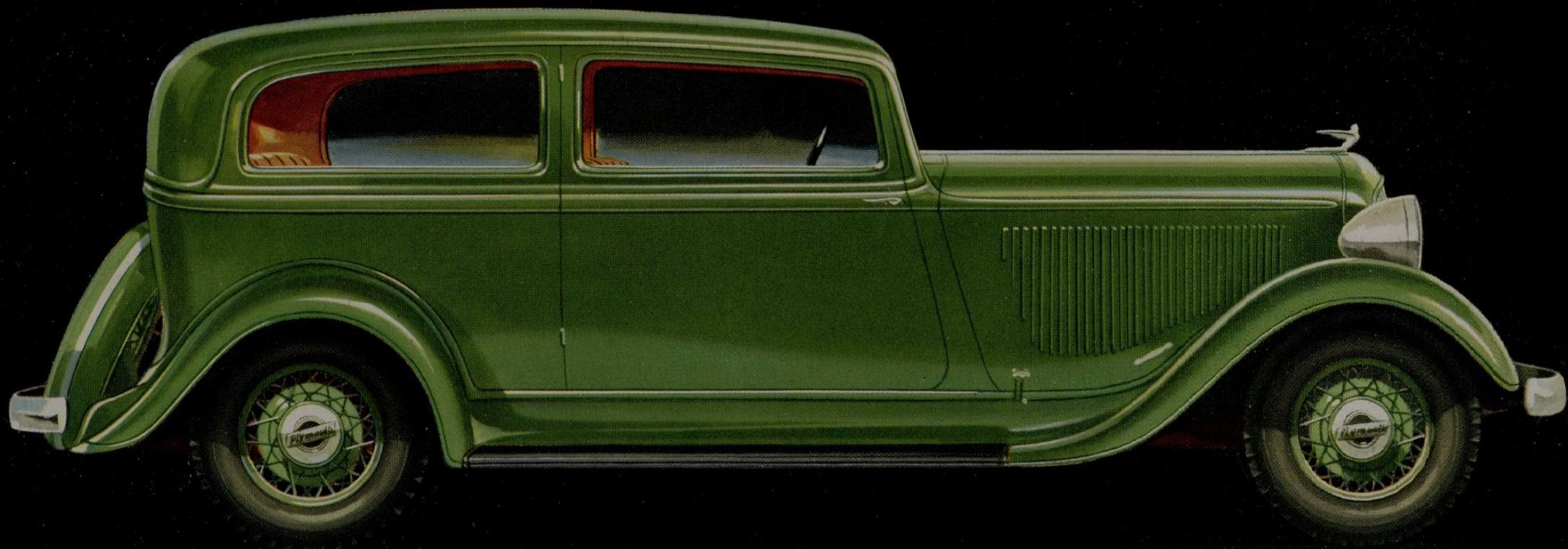
Would Plymouth owners repeat? They did. The following year was a continuation of the triumph. Plymouth style, Plymouth engineering—Plymouth Value—had MADE GOOD! The swing away from the other low price cars, to Plymouth, is getting bigger every day.



The DeLuxe PLYMOUTH Four Door Sedan



The DeLuxe PLYMOUTH Two Door Sedan



It's time to
GO MODERN
*even if you have always bought
just one certain make of car*

THE TREND is to Plymouth because it made good. It offered more than people had been used to having in a low price car. So much more that people were astonished. They refused to believe.

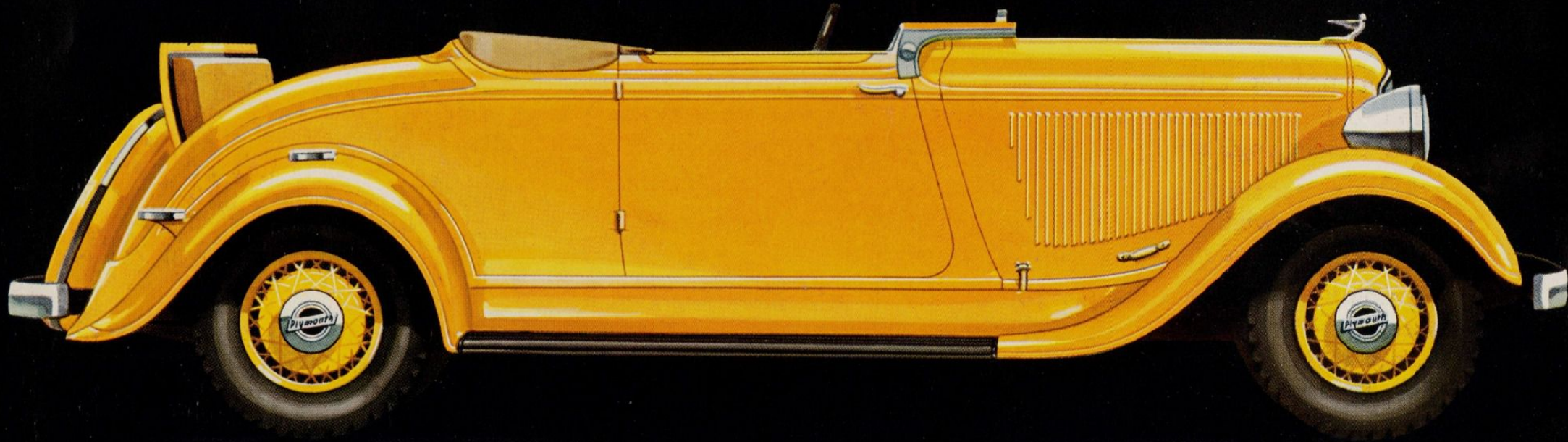
But those who investigated, found that Plymouth actually was offering a revolutionary new type of low price car. Those that bought Plymouths found the car fully lived up to the promise of the first ride.

Today those people would not drive a car without Hydraulic Brakes. They find a car without Free Wheeling awkward to handle. They feel unsafe in anything but a Safety-steel body. They like its greater roominess. And they'll tell you that a car without Floating Power engine mountings is nerve wracking. Plymouth owners live in a different world!

Look into the enthusiasm of Plymouth's three hundred thousand owners. It is based on greater satisfaction *at no greater cost.*



The DeLuxe PLYMOUTH Convertible Coupe



FLOATING POWER

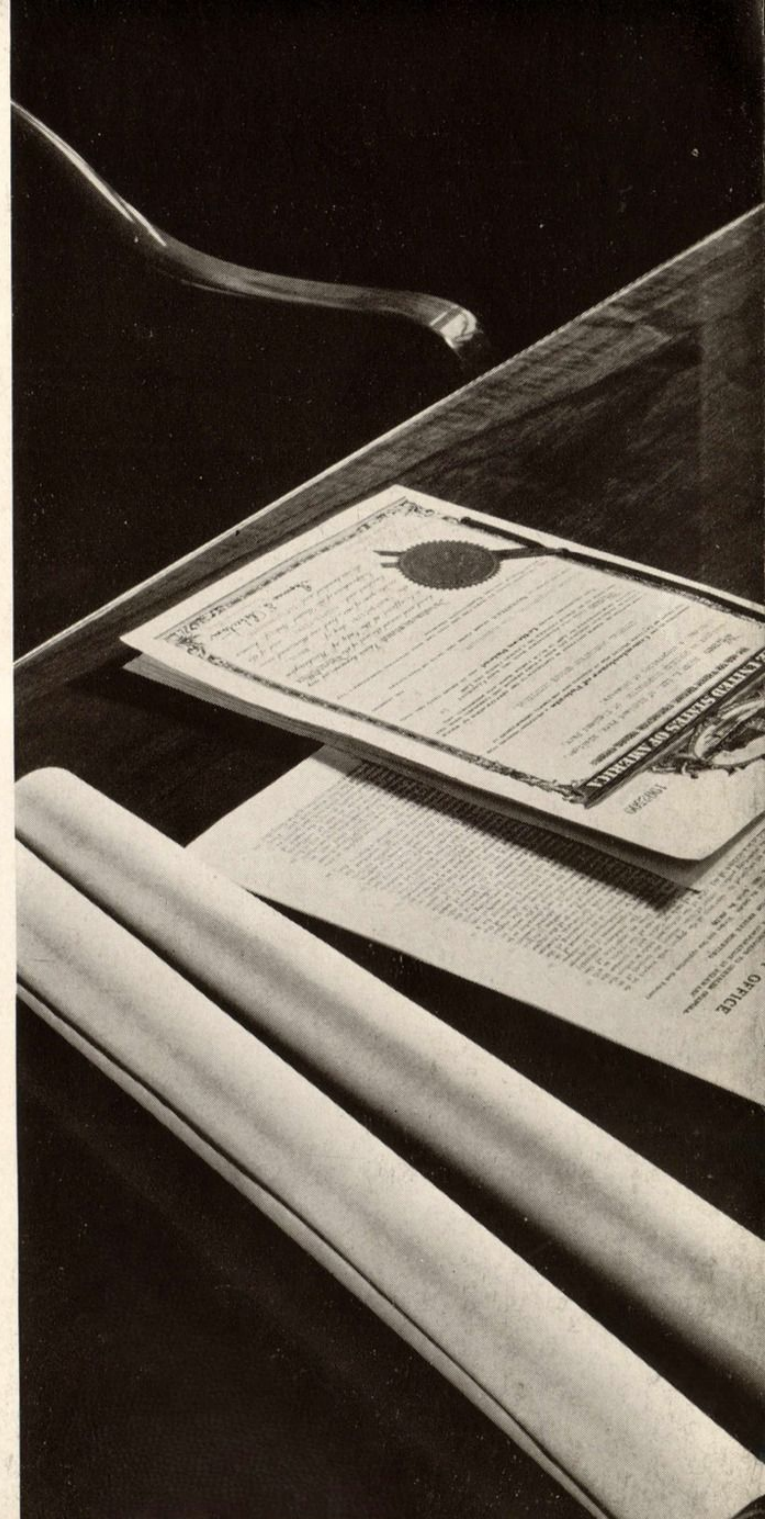
*forced other manufacturers
to rubber mountings then to
non-rigid Engine Suspension*

FLOATING POWER was a storm center. It was so different, people couldn't believe in it. Engineers attacked it. They couldn't adopt Floating Power engine mountings because they are *patented*.

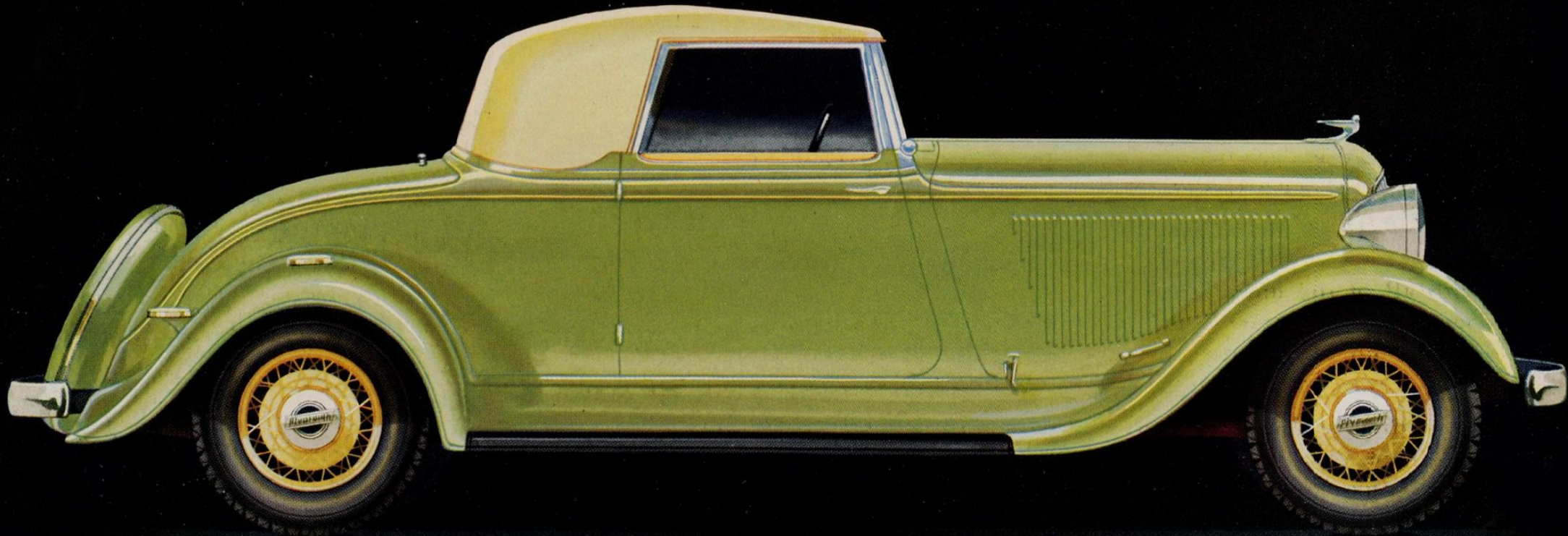
Plymouth was the first low price car to mount the engine on rubber. The others followed, forced by public clamor for engine smoothness like Plymouth's. But rubber mountings were not enough!

Plymouth's smoothness is the product of Floating Power engine mountings which embody a *new principle* in engineering. Now, other low price cars mount their engines with a certain amount of freedom to rock. But it isn't Floating Power!

For, the Plymouth engine is suspended *in balance*—is mounted at but two points, one high in front and the other low at the rear. The engine rocks slightly on these mountings so that it dissipates its own power shock. The result is the smooth, vibrationless ride which startled the world and launched an important new trend!



The DeLuxe PLYMOUTH *Convertible Coupe*



Hydraulic Brakes COST MORE *all engineers know they are BETTER*

IN THE LAST TEN YEARS there have been built over one million cars and taxicabs with Hydraulic Brakes. They are the simplest and most effective type of brakes used for automobiles. They are the safest.

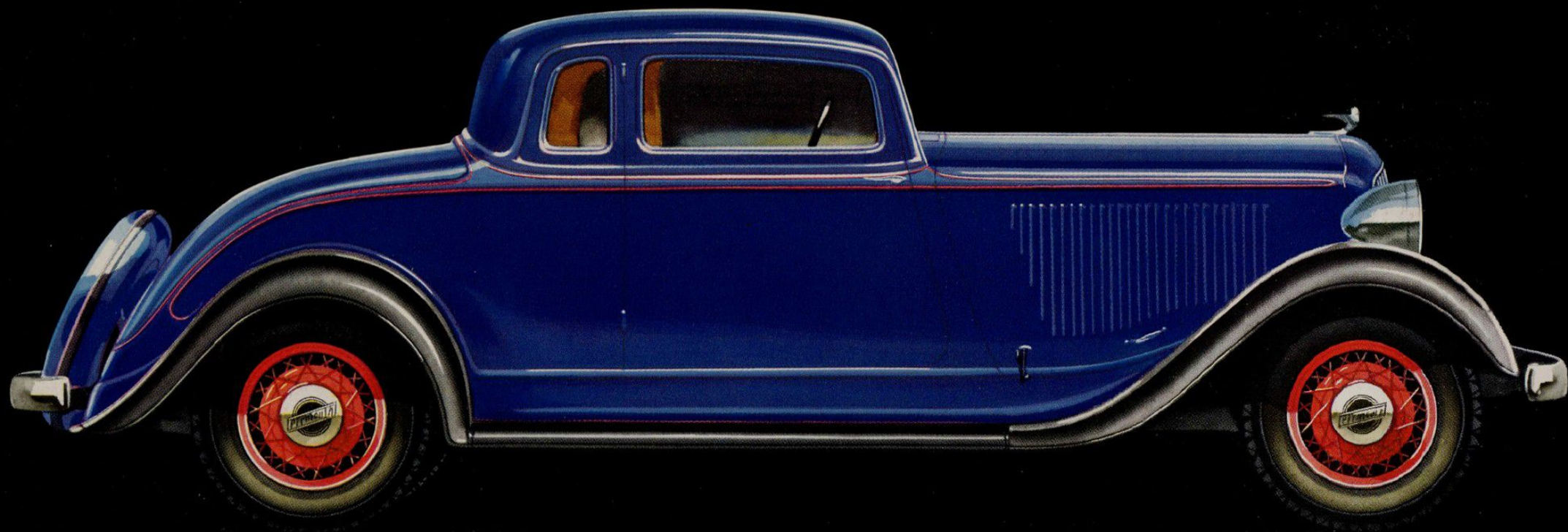
It is common knowledge among engineers that mechanical brakes, with all of the mechanical units involved, do not lend themselves to permanent adjustment. And it is poor equalization of brakes at the four wheels more than any other one mechanical factor which causes accidents. Plymouth Hydraulic Brakes are self-equalizing, quick and positive.

Hydraulic brakes cost more to put on a car but they save money for the owner in upkeep. They require the least imaginable attention. They give longer life to the brake facings and tires.

Get these modern brakes on the next car you buy. You will prefer them to any other. Plymouth is the *only low price car* that is equipped with Hydraulic Brakes.



The DeLuxe PLYMOUTH *Business Coupe*



Progress Demanded SAFETY STEEL BODIES *.. and yet they are still a BIG ISSUE*

THIS IS THE AGE OF STEEL! Steel ships, steel railroad coaches, steel airplanes, steel girders in buildings . . . Steel is preferred for strength without bulkiness, for long life, for *safety*.

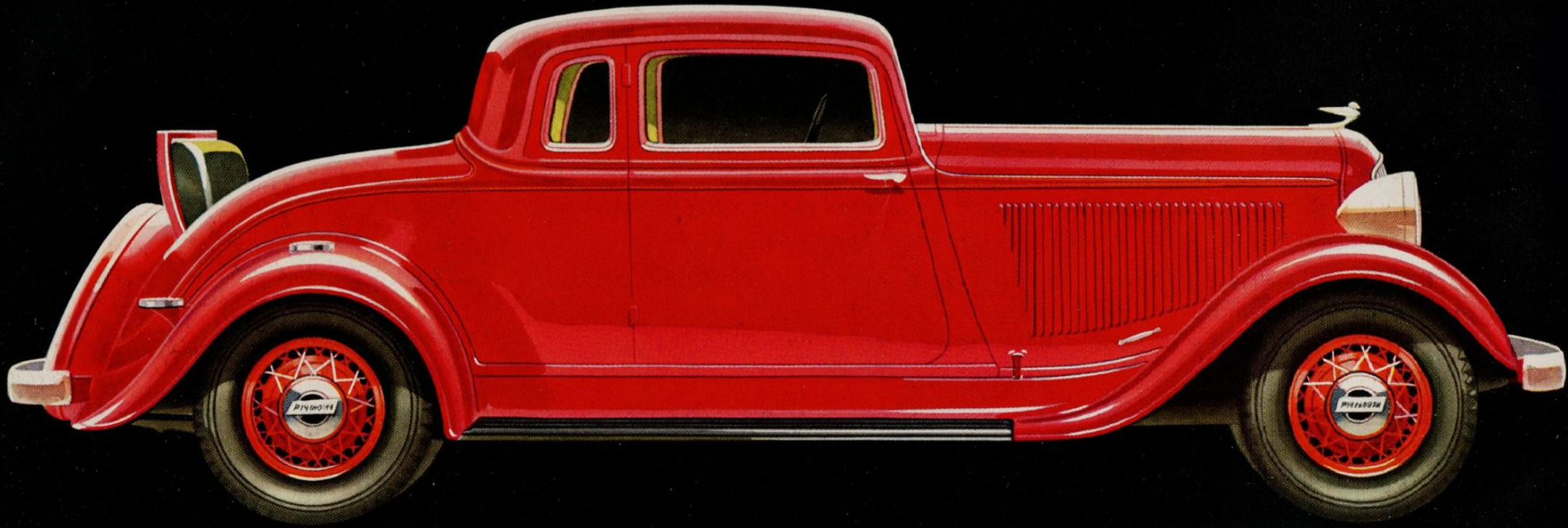
And yet, for automobile bodies, the wood-and-steel type of construction is still being offered—in spite of the fact that the steel body has been established for at least five years! Inquire carefully as to the body construction when you buy a car.

The De Luxe Plymouth body is of Safety Steel construction. It is formed of huge steel stampings. All joints are welded, making the body a solid, rigid unit. The doors will not shrink, or swell or sag. The body will not twist or get out of line. It will not squeak or rattle.

The Plymouth Safety-steel body saves you around twenty dollars a year in body upkeep—tightening of joints, replacing decayed wood, stopping squeaks. And it may be called upon *to save the very life of someone in your family!*



The DeLuxe PLYMOUTH Coupe (with rumble seat)



ENGINEERING

*says.. Quality has nothing
to do with the size of the car..*

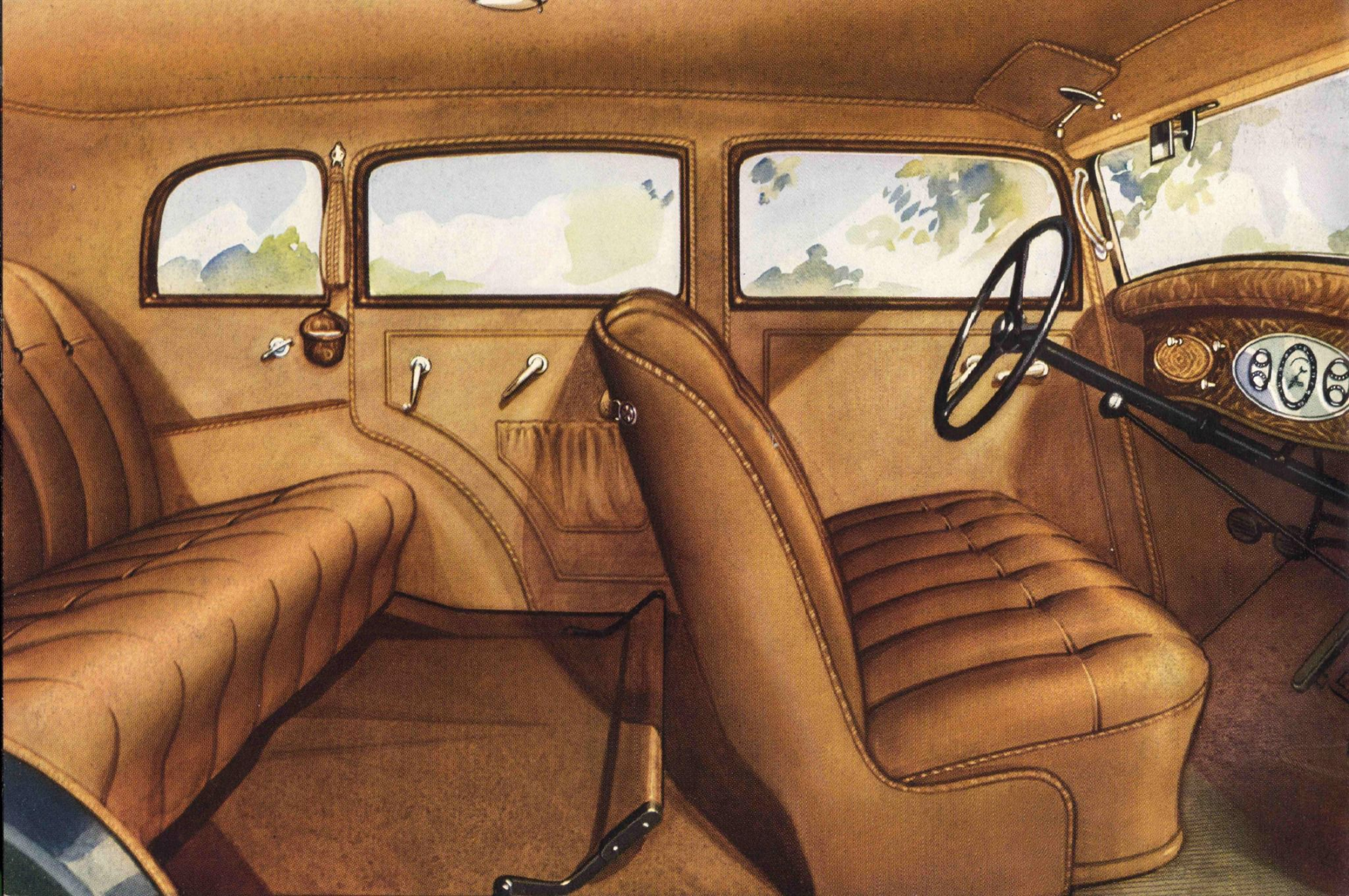
LOW PRICE CARS are driven as hard as any cars. They are subjected to the same kinds of strains and wearing-out conditions. Your De Luxe Plymouth will withstand any service conditions that any higher price car will withstand. It's got the Quality!.. *unusual* Quality . . .

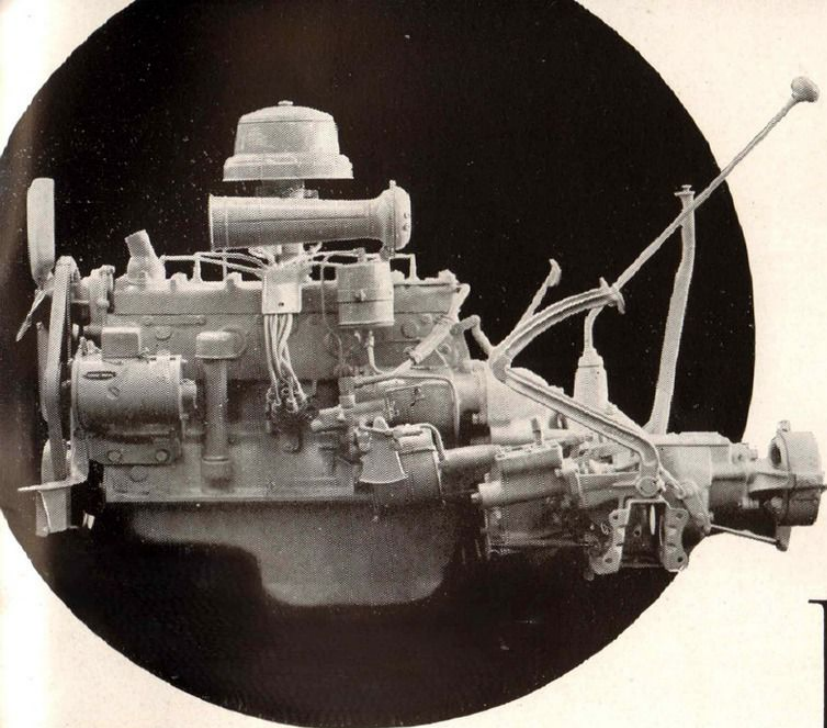
The De Luxe Plymouth has *full pressure* lubrication for correct engine protection. The crankshaft rides on *four* large main bearings and has an impulse neutralizer. The universal joints move frictionlessly on *roller* bearings.

The De Luxe Plymouth has more anti-friction bearings than any other low price car. It is the only low price car with valve seat *inserts*—they reduce the frequency of valve grinding. It is the only low price car with an oil *filter* although this is a feature of recognized importance.

In field tests the Plymouth axle and transmission have been proved to be the equal of those in any car at any price and the finest in the low price field.

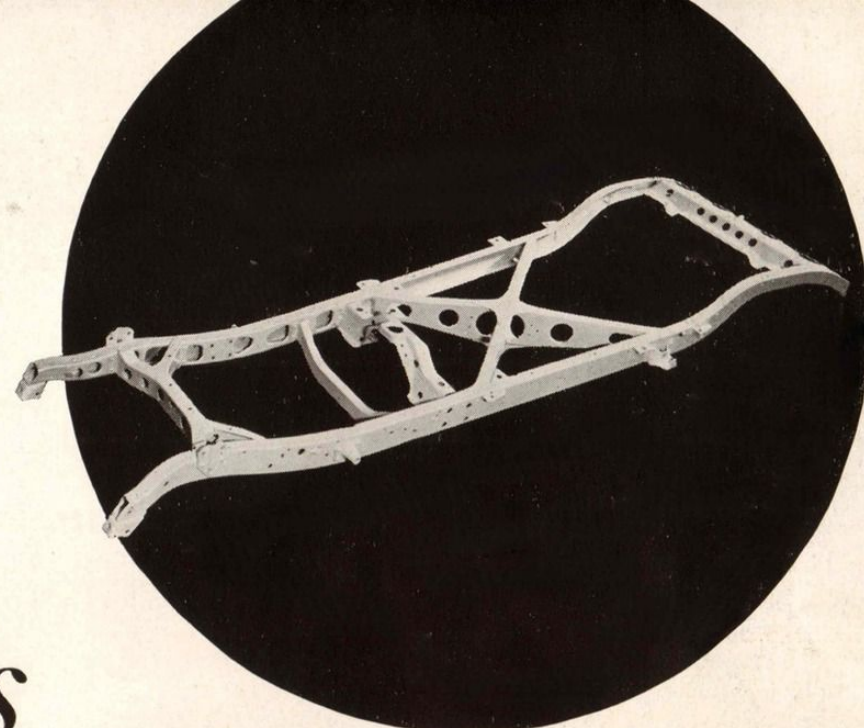
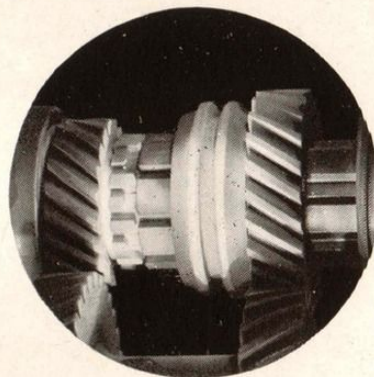






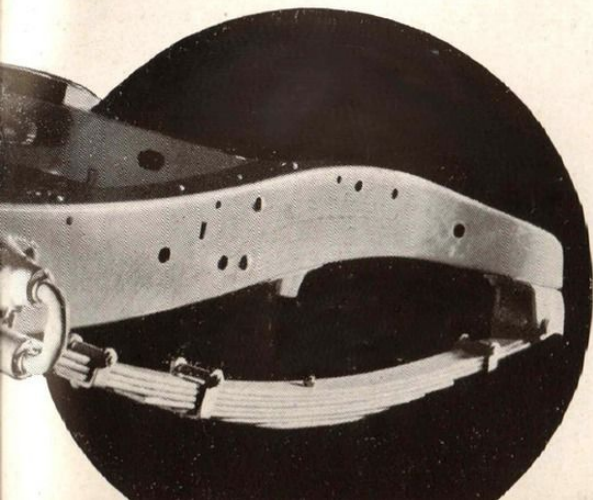
Test the De Luxe Plymouth's 70 horsepower six cylinder engine . . . its power, its pick-up, its amazing smoothness.

Plymouth's All-silent Constant-mesh transmission with Easy-Shift greatly increases the pleasure of driving.



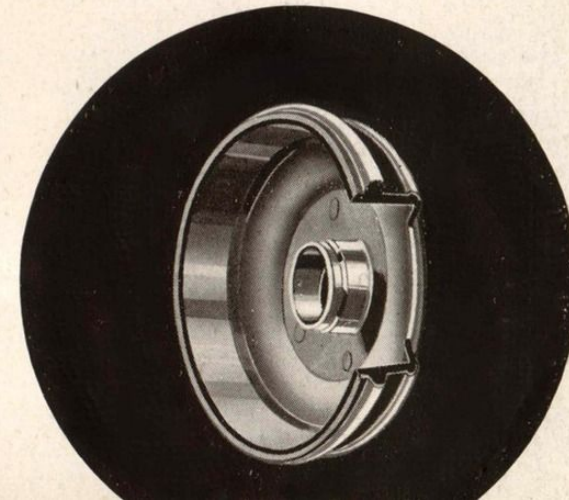
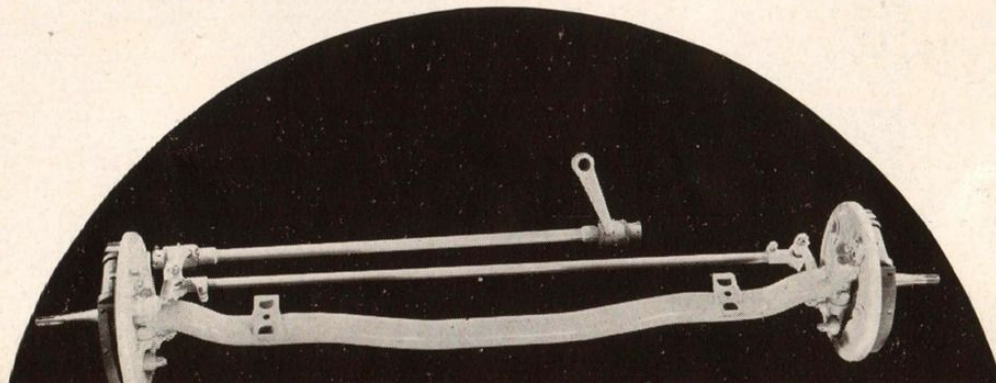
Plymouth's Rigid-X Double-drop frame contributes importantly to the ride. It reduces sidesway, it *feels* solid and safer.

Oilite, with the silent U-shackle and the rubber cored shackle made Plymouth spring action soft and silent.



Riding is BELIEVING

To reduce unsprung weight (and wheel bouncing) Plymouth uses a *tubular* front axle. Greater strength with less weight.



Centrifuse brake drums provide soft, firm braking with longer life to brake facings. They do not get hot nor distort.

