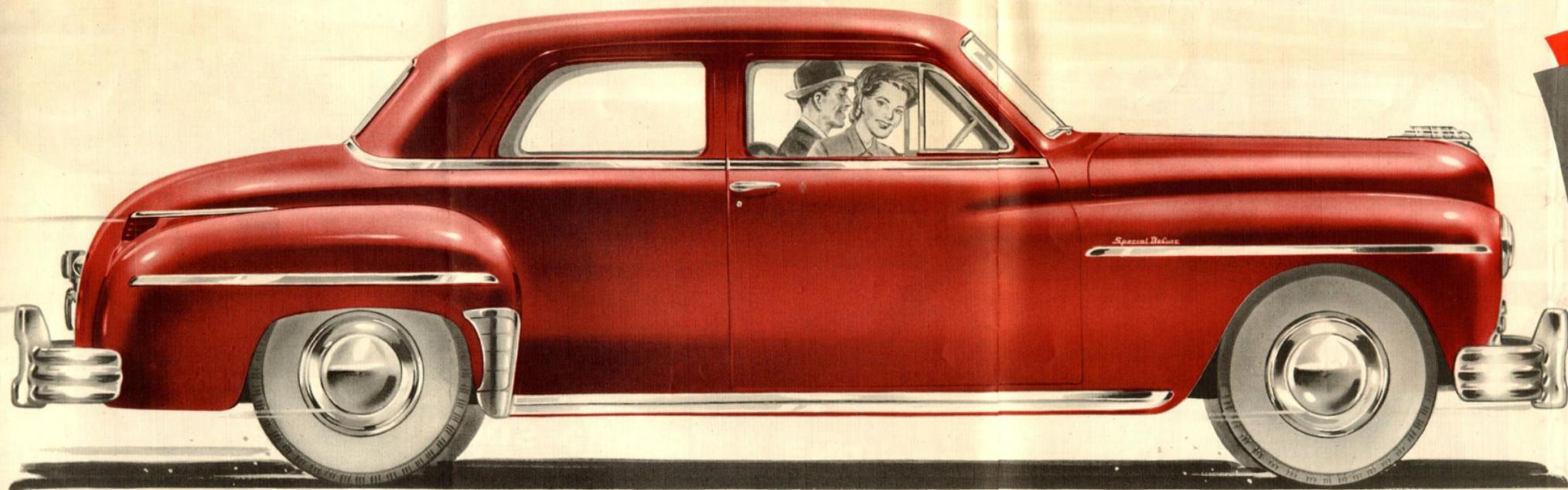




THE GREAT *New*
Plymouth-
UNMATCHED FOR VALUE!

Illustrated above—THE NEW PLYMOUTH DE LUXE FOUR DOOR-SEDAN

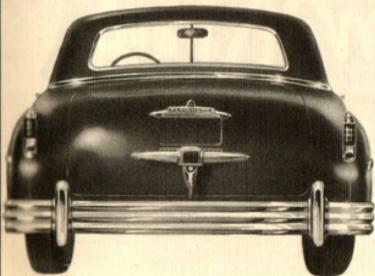


COMPARE
Plymouth's
*New Style... Ride...
 Performance... Economy*

NEW PLYMOUTH SPECIAL DE LUXE CLUB COUPE

Here is *functional* car styling at its best. In Plymouth's sweeping lines, in its low "hug-the-road" look, you see the unmistakable hallmark of modern lines and good taste. These big, handsome Plymouths are styled to *stay* beautiful . . . styled to protect your car investment and to confirm your good judgment in buying Plymouth. With Plymouth's functional body design, fenders are retained . . . *with Plymouth* a minor scrape will not mean a *major* repair.

Plymouth's new "bustle back" is distinctively styled. Its careful designing allows plenty of head room and ample luggage space. Twin tail lights are set higher and plastic lenses are improved for extra safety. Overall height is reduced approximately 2".



Front end styling features a handsome chrome grille, fluted chrome bumper and bumper buffers. Improved sealed beam headlights are higher and spaced wider apart for better lighting. Wrap-around bumpers on front and rear provide maximum protection.

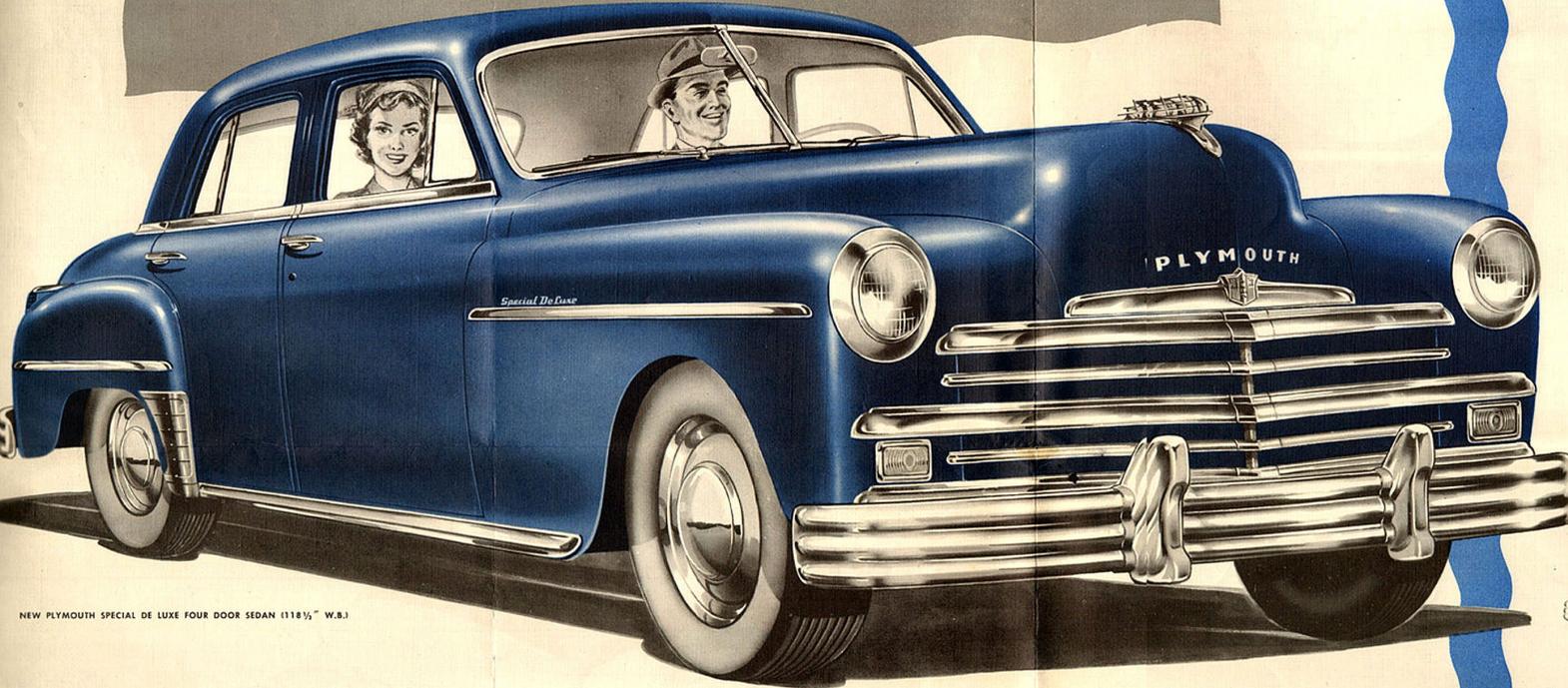
You'll enjoy a *relaxed* ride in this biggest and finest of all Plymouths. Its longer, 118½" wheelbase* . . . scientific distribution of car and passenger weight . . . soft-acting coil front springs . . . airplane-type shock absorbers at every wheel . . . big, low-pressure Super Cushion tires on Plymouth Safety-Rim wheels all combine to give you a ride that is unbelievably soft and restful.

Plymouth's famous Floating Power Engine Mountings, bigger softer rubber body mountings and improved soundproofing help absorb vibrations and road noises. Ample leg room and head room plus *wider* front and rear chair-height seats provide relaxing comfort for long legs and broad shoulders. *Except 2-Door Sedan, Business Coupe and Suburban which have 111" wheelbase.

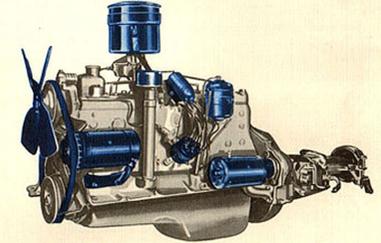
the New

Plymouth

THE LOWEST PRICED CAR WITH
FAMOUS CHRYSLER ENGINEERING!



NEW PLYMOUTH DE LUXE CLUB COUPE (118 1/2" W.B.)



Powerful 97 H.P. ENGINE

NOW WITH 6.7 TO 1 COMPRESSION RATIO

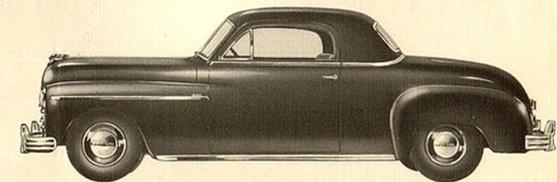
With Plymouth's powerful 6-cylinder L-head engine you'll enjoy the thrill of 97 horsepower performance coupled with fuel and oil economy . . . a smoother engine warm up and better fuel distribution provided by a redesigned intake manifold . . . easier starting with an automatic choke . . . a more reliable fuel system with a new, higher capacity fuel pump . . . longer spark plug life and better idling by the use of new suppressors in the spark plugs and in the distributor . . . greater electrical output by a larger, 40 Amp. generator. All these plus Plymouth's time-tested engine features are yours in the great new PLYMOUTH.



NEW PLYMOUTH DE LUXE SUBURBAN (111" W.B.)



NEW PLYMOUTH DE LUXE TWO-DOOR SEDAN (111" W.B.)



NEW PLYMOUTH DE LUXE 3-PASSENGER COUPE (111" W.B.)

NEW PLYMOUTH SPECIAL DE LUXE FOUR DOOR SEDAN (118 1/2" W.B.)

Quality is engineered into the great new PLYMOUTH! From the sleek, modern lines that first catch your eye to the unseen stamina that underlies its beautiful appearance, Plymouth is engineered for long, trouble-free service.

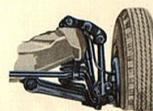
The new PLYMOUTH is the lowest-priced car with famous Chrysler Engineering. In the new Plymouth you get outstanding Chrysler-Engineered features such as Super-finishing on all vital working parts for longer life, minimum oil consumption . . . four rings per piston for better compression, fuel and oil economy . . . chain-driven camshaft for longer, quieter operation . . . Hotchkiss Drive for smoother stopping and starting . . . front-end sway eliminator to make Plymouth a "road-hugger" on curves . . . 6-cylinder brakes for safe, smooth stops with a minimum of pedal pressure . . . floating oil intake

for longer, more efficient engine life . . . an oil filter as STANDARD equipment . . . a self-cleaning Oilite fuel filter in the gas tank. In the new PLYMOUTH gear shifting has been made still easier and clutch action smoother. These are only a few of the many Chrysler-Engineered advancements of the great new PLYMOUTH—your dealer will show you many more.

Watch for the new PLYMOUTH 2-Door Sedan, 3-Passenger Coupe and the beautiful PLYMOUTH Suburban on 111" wheelbase. You'll like the Suburban's beautifully-styled all-metal body which has been designed for comfort as well as utility. It can serve as a 5-passenger car and also as a utility car for the sportsman or suburbanite. The rear seat folds into the floor to provide extra space and when folded away gives a usable luggage space of over 84 cubic feet inside the body.

Extra Comfort

Plymouth's instruments are located for quick reading—lighting of the panel is rheostatically-controlled. Switches are dependable rotary type. Easier starting is provided by combining the starter with ignition switch. Protection against theft is provided by an armoured ignition cable.



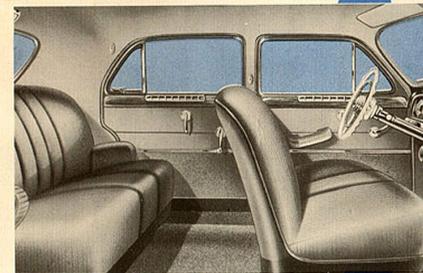
Plymouth interiors are luxurious and richly upholstered. Simulated leather kick pads around base of seats and doors protect against scuffing. You'll find it easy to enter and leave the Plymouth car through its wide doors—doors are hinged on front edge so that wind pressure keeps them closed. Arm rests on rear seats are standard on all models. Door hardware is handomely designed. Window regulators roll windows up or down with less than two turns.

Greater Safety

Visibility has been increased in all directions in the great new Plymouth. Windshield area is 37% greater—rear window 23.4% larger and for greater safety, in stormy weather, Plymouth windshield wipers clean 61.5% more area. Windshield defroster vents are larger and more efficient in operation.



Big, soft-acting coil springs and Plymouth's time-tested independent front wheel suspension permits Plymouth to "step over" bumps and smooth out uneven roads. Four double-acting airplane-type, shock absorbers control upward and downward spring action. Rear shock absorbers are mounted "sea leg" fashion to increase lateral stability for added comfort.



Interior view, Plymouth Special De Luxe Four-Door Sedan

Better Performance

Specifications

PLYMOUTH DELUXE and PLYMOUTH SPECIAL DELUXE

FRONT AXLE—Independent coil-spring front wheel suspension, wishbone-type very flexible spring action controlled by direct double-acting telescopic shock absorbers. Front sway bar.

REAR AXLE—Ratio 3.9 to 1 (3.73 to 1—P-17 Models) Semi-floating with one piece, two pinion differential case, mounted on tapered roller bearings. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings. Amola Steel axle shafts mounted on two tapered roller bearings, and carried in a tubular steel housing. All tapered roller bearings are fully adjustable.

BODIES—Safety steel with seamless top braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness, drip mouldings integral, safety glass throughout. Both front doors may be locked from outside. Swing-type ventilating windows.

BRAKES (Service)—Time-tested hydraulic internal self-equalizing four wheel brakes 10" diameter which feature an aluminum anodized wheel-cylinder piston and an improved tight-fitting wheel-cylinder boot. Weatherproof, cast iron brake drums with cast-in steel backs, moulded brake shoe facings. Front wheel brake shoes actuated by individual cylinders.

BRAKE—(Hand Brake)—Independent in operation 6" drum at rear of transmission 2" external contracting brake band equalized through differential gears.

CARBURETOR—Down-draft equipped with oil-bath cleaner and intake silencer. Accelerator Pump. Fast engine idle controlled by automatic choke.

CLUTCH—Single dry-disc type with torsion springs around hub for smooth get-away and to absorb torsional vibration in drive line. Clutch housing ventilated.

CHASSIS LUBRICATION—Pressure grease system.

COOLING SYSTEM—Cooling capacity (3 Imperial gallons) Full-length water jacket on engine block, water distributor tube full length of block directs water flow around exhaust valve seats. Circulation control by special by-pass thermostat an unusual construction which circulates water in cylinder block only, during warming-up periods. This contributes to long engine life, greater fuel mileage and greater oil economy. Cellular radiator core cooled by four-blade fan driven by endless V Belt.

ENGINE—Horsepower 97. Displacement 218.06 cu. in. Compression ratio 6.7 to 1, L-Head type. Full-length water jackets. Exhaust valve seats cooled by direct circulation from water distributor tube. Automatic manifold heat control. Alloy steel inserted exhaust valve seats. Crankshaft drop-forged from special high-carbon steel, balanced at rest and in motion, seven counterweights. Crankshaft and connecting rod bearings, steel-backed, removable, precision-type. Pistons cam-ground U-slot, stannic-coated aluminum alloy, with four stannic-coated rings.

CRANKSHAFT VIBRATION DAMPER ON SPECIAL DELUXE MODELS—The Special DeLuxe Models are equipped with a Vibration Damper mounted on the front end of the crankshaft which absorbs torsional crankshaft vibration and contributes to smoother engine operation.

ENGINE LUBRICATION—Force-feed from Rotor type Oil Pump to all crankshaft, connecting rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil lead. Oil capacity 4 Imperial quarts. Oil Filter, crankcase ventilation.

ELECTRICAL SYSTEM—15 Plate Battery 6 volt 100 ampere-hour capacity. Generator belt-driven, ventilated with automatic current and voltage regulation. Ignition Distributor timing fully automatic, controlled by centrifugal weights and manifold vacuum, spark plugs 14 M.M. all cables heat-resistant and waterproof. Coil mounted on engine to reduce radio interference. Hand Control starting motor with switch on instrument panel.

FINAL DRIVE—Hotchkiss type—Tubular propeller shaft statically and dynamically balanced. Universal Joints are of cross-type design with needle bearings fully enclosed.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel Tank capacity 12.95 Imperial gallons, 13.8 Imperial gallons on P17 Suburban, mounted at rear of car with sediment collecting sump. Fuel Filter, self-cleaning located in fuel tank.

FRAME—6" side members of box-section construction. Very rigid both in beam and in torsional strength. Side channels follow contour of body.

SUSPENSION—Front coil springs, rear spring, semi-elliptic grooved plates with tapered ends, amola steel with metal covers on rear. Double acting telescopic shock absorbers front and inclined-from-side-to side rear shock absorbers. Rubber silent block at front ends of rear springs.

STEERING—Worm and roller steering gear with ratio 18.2 to 1 semi-irreversible type.

TRANSMISSION—All-quiet automesh with helical gears throughout, quiet in all gears including reverse, blocker type and synchronizer between 2nd and direct. Steering column type handy control gear shift.

VENTILATION—Perfected clear vision system including swing-type vents in front and rear doors. Forward opening cowl ventilator equipped with screen.

WHEELS AND TIRES—Five demountable steel disc 15 x 4½ K air-wheel type Safety Rim with five 15 x 6.40 tires on P-17 and five 15 x 6.70 tires on P-18 models.

WHEELBASE—118½" P-18
111" P-17

White side-wall tires, wheel rings, stoneguards, rear bumper buffers on De Luxe models, electric clock, as illustrated, available at additional cost.

NOTE: All specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada Limited. Chrysler, Plymouth, Fargo Division.

EQUIPMENT AS SHIPPED

DELUXE

5 Aero-disc 15" wheels; P18 5 15 x 6.70 4-ply tires, P17 5 15 x 6.40 4-ply tires; Sealed-beam headlamps; Two sun visors; Dual tail lights; Dual vacuum windshield wipers (chrome); Dual horns (Airtone); Ash receiver—1 front; Centre license plate lamp and license bracket; Oil Filter; Down-draft carburetor with automatic choke; Oil-bath air cleaner and intake silencer; Handy-control gear shift; Bumpers and front bumper guards; Foot rest (sedans only); Genuine safety steel "Unitop" roof (all models); Glove compartment; Auto jack; Counterbalanced luggage compartment lid; Cowl vent screen; Chrome body moulding; Chrome head around windshield, all body models except 3-passenger coupe and Suburban; Outside door locks, both front doors; P17—17" steering wheel; P18—17½" steering wheel; P18—2 coat hooks; Front and rear door vent windows; P18—One arm rest, left front door; Parking transmission brake; Starting switch on instrument panel; Sway eliminator; Luggage compartment floor insulation; Imitation leather scuff pads on bottom of doors; Metal rear spring covers; Drip moulding; Chrome sill moulding; Dome light over rear window; Safety glass throughout; Shock absorbers.

SPECIAL DELUXE

5 Aero-disc 15" wheels; 5 15 x 6.70 4-ply tires; Safety glass throughout; Metal rear spring covers; Two sun visors; Dual tail lights; Dual vacuum windshield wipers (chrome); Dual horns (Airtone); Sealed-beam headlamps; Remote-control horn ring; Ash receiver, 1 front, 1 rear, Back of front seat (4 door sedans), 1 front, 2 rear, right and left rear quarter (club coupe); Front and rear door vent windows; Drip moulding; Center license plate lamp and license bracket; Arm rests in both front doors; Handy-control gear shift; Oil-bath air cleaner and intake silencer; Oil filter; Down-draft carburetor with automatic choke; Vibration Damper; Parking transmission brake; Bumpers and buffer plates on front and rear; Shock absorbers; Sway eliminator; Foot rest—sedans only; Genuine safety Steel "Unitop" roof, —all models; Glove compartment with lock; Counterbalanced luggage compartment lid; Auto jack; Radio grille; Cowl vent screen; Chrome body moulding; Chrome head around windshield; Luggage compartment floor insulation; Imitation leather on doors; 2 coat hooks in rear compartment; 17½" steering wheel; Outside locks on both front doors; Chrome sill moulding; Automatic door light switch—right front door; Starting switch on instrument panel; Dome light over rear window.