

1938 *Deluxe*

•
IT'S THE GLAMOUR CAR
OF 1938

•
MORE LUXURIOUS BECAUSE
OF SIZE

•
SAFEST BODY EVER
BUILT

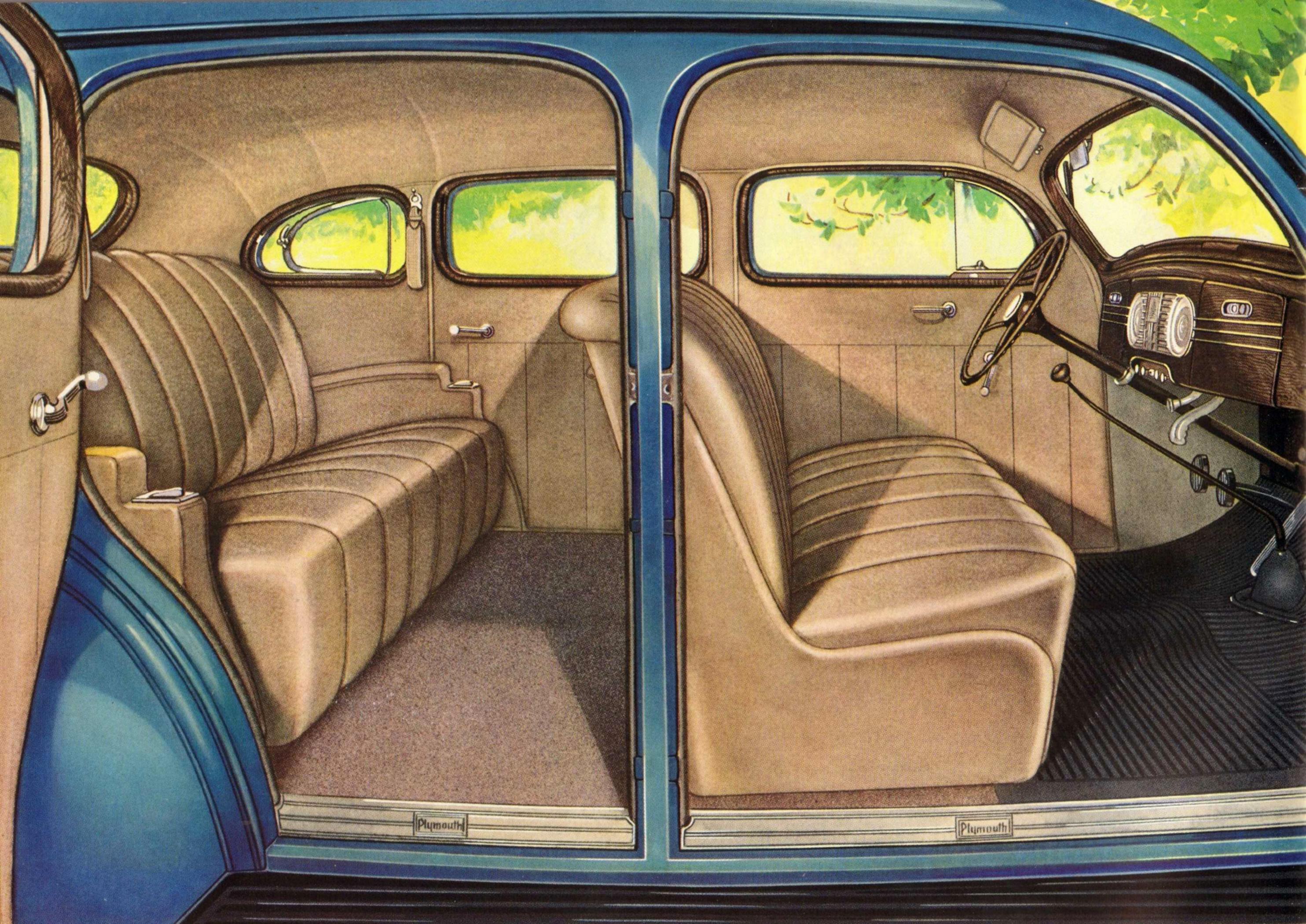
•
FOR UTMOST PROTECTION
BRAKES ARE 100% HYDRAULIC

•
ANOTHER STEP FORWARD
IN SMOOTHNESS

•
A MIRACLE
OF CUSHIONED QUIET

•
RECORD ECONOMY AND
FULL POWER

THE CAR THAT STANDS UP BEST





IT'S THE

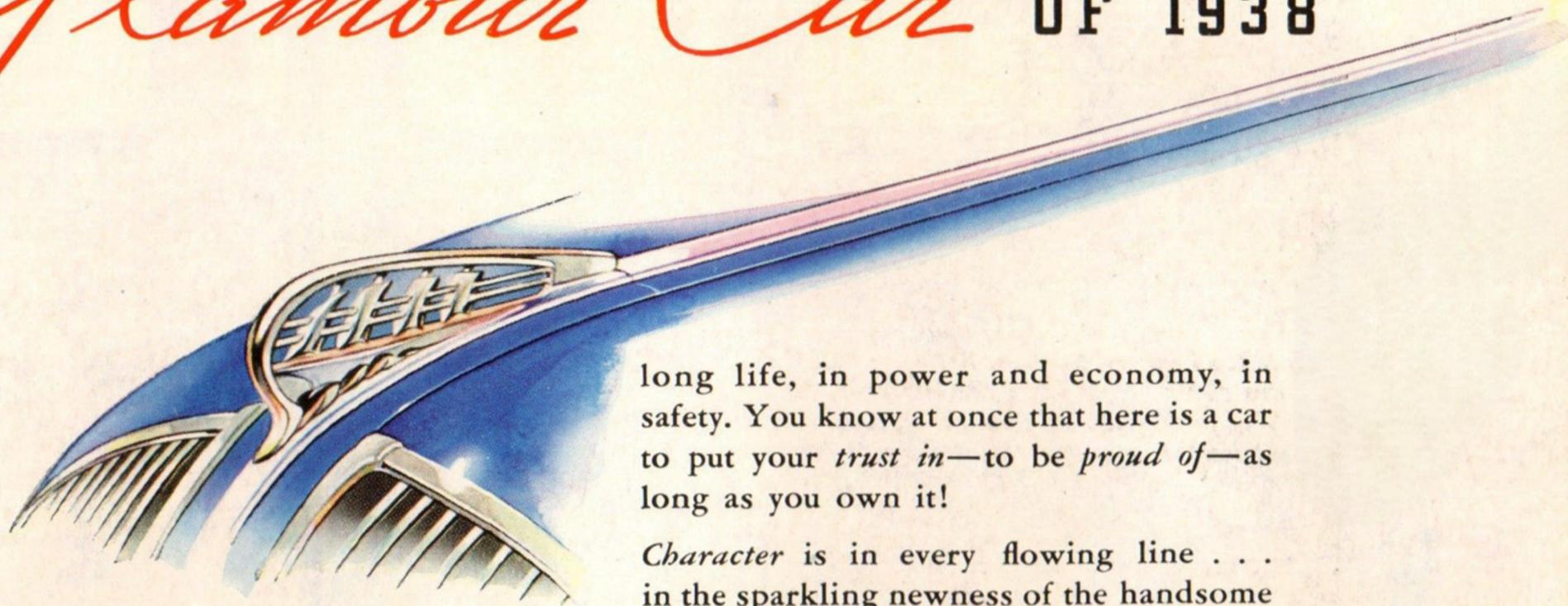
Glamour Car

OF 1938

This big, beautiful 1938 De Luxe Plymouth climaxes ten epochal years of great low price cars.

In those years, Plymouth has made the most sensational sales record of all automobile history! Year after year has seen spectacular increases in the numbers of people who—accustomed to buying the same old favorite make of low price car—changed over to Plymouth. Each year, new thousands of such buyers have investigated Plymouth and *changed their buying habits* to get the greater values only Plymouth could give them in the low price field!

For 1938 Plymouth again brings you *greater values*. As you look at this newest De Luxe Plymouth, the fact that *Plymouth builds great cars* is more evident than ever before. Just seeing it calls to mind the famous Plymouth qualities of leadership in engineering, in

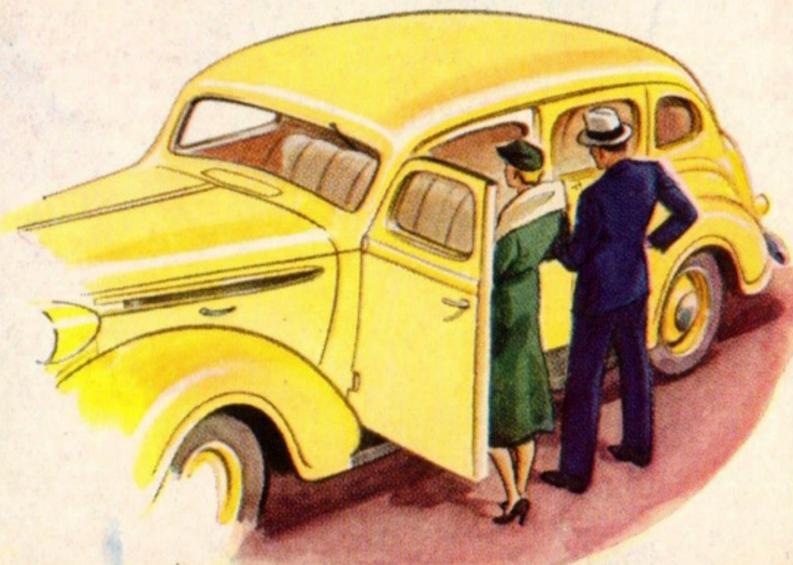
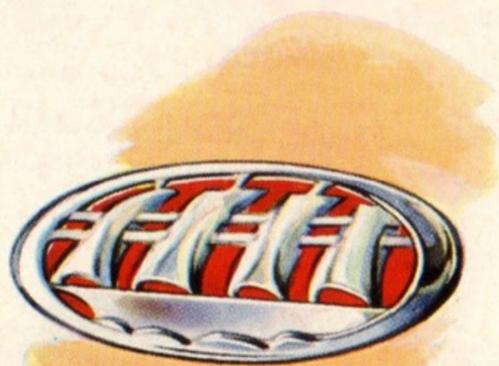


long life, in power and economy, in safety. You know at once that here is a car to put your *trust in*—to be *proud of*—as long as you own it!

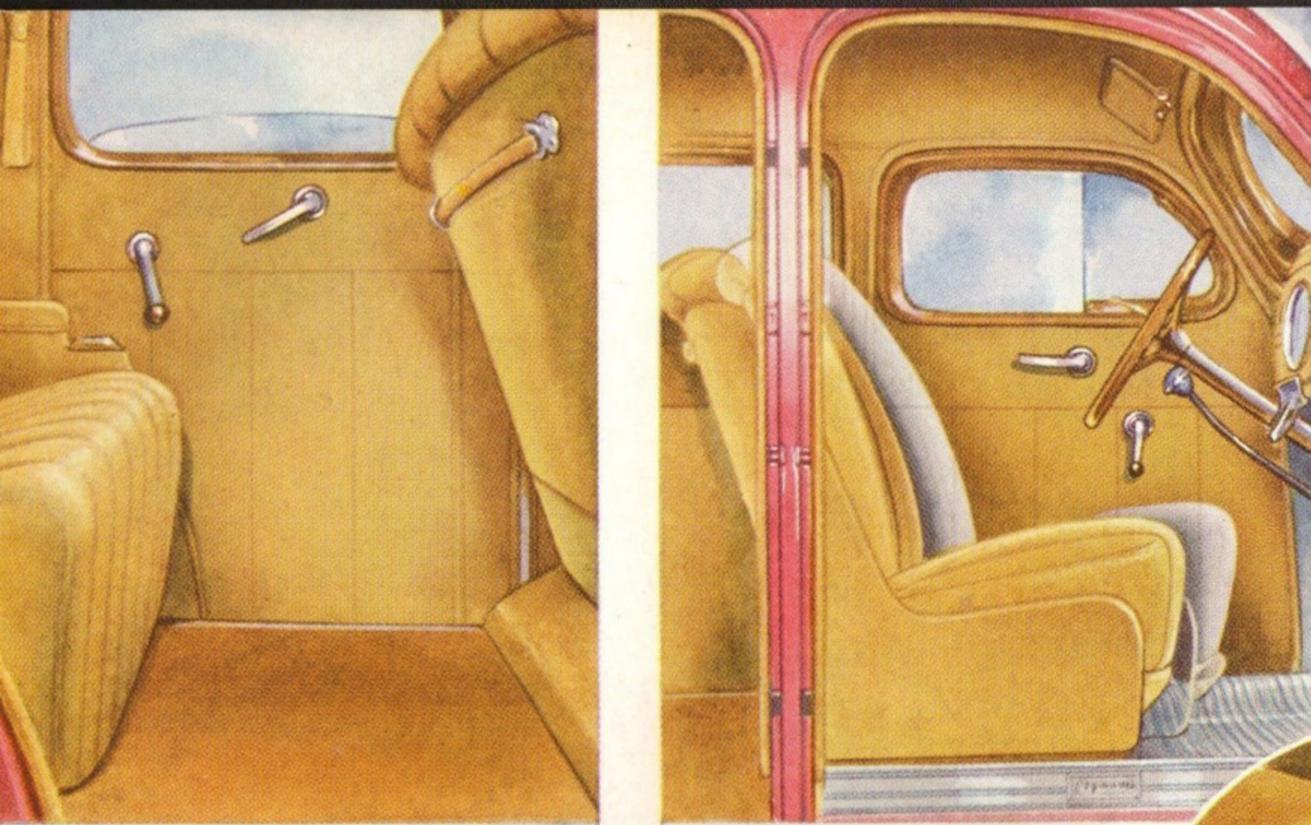
Character is in every flowing line . . . in the sparkling newness of the handsome radiator grille . . . in the sweeping curves of fenders and body . . . in the massive strength and gleaming chrome of the wheels.

There is glamorous smartness to the new interior . . . an invitation to luxurious ease. Your eyes tell you that you will find gracious relaxation in this Plymouth . . . with surroundings of charm and comfort such as you might choose for your own living room.

Your decision to own one of these newest and greatest of Plymouths could well be based on appearance alone . . . for the point is established that "Plymouth builds Great Cars!"

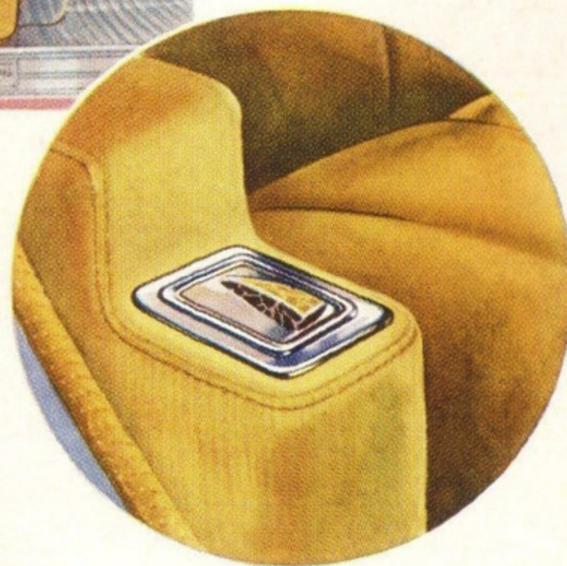


More Luxurious



Luxurious! The wide front seat (right) moves upward when adjusted to the forward position. Both front seat and rear seat are chair height from the low floor, to give natural sitting positions. And note the absence of a tunnel in that low rear compartment floor (left).

Deflect the breeze or scoop it in with Plymouth's modern, complete ventilating system. Ventilating wings (below) are quickly adjusted without a crank.



Convenient! In both rear seat arm rests of soft sponge rubber are beautifully ornamented covered ash receivers.



Is it extra *head* room you are looking for in a new car? Extra *shoulder* room . . . *seat* room . . . *leg* room?

Plymouth's generous dimensions give you the extra room you want. Wide seats, with cushions painstakingly designed to rest you on the longest ride. And seats are "chair height" from the floor, so that your sitting position is as natural and restful as in your favorite chair.

In the Plymouth rear compartment there is no shaft tunnel to take up valuable floor space. Plymouth's *hypoid* rear axle lowers the drive shaft, makes possible a low floor without a tunnel.

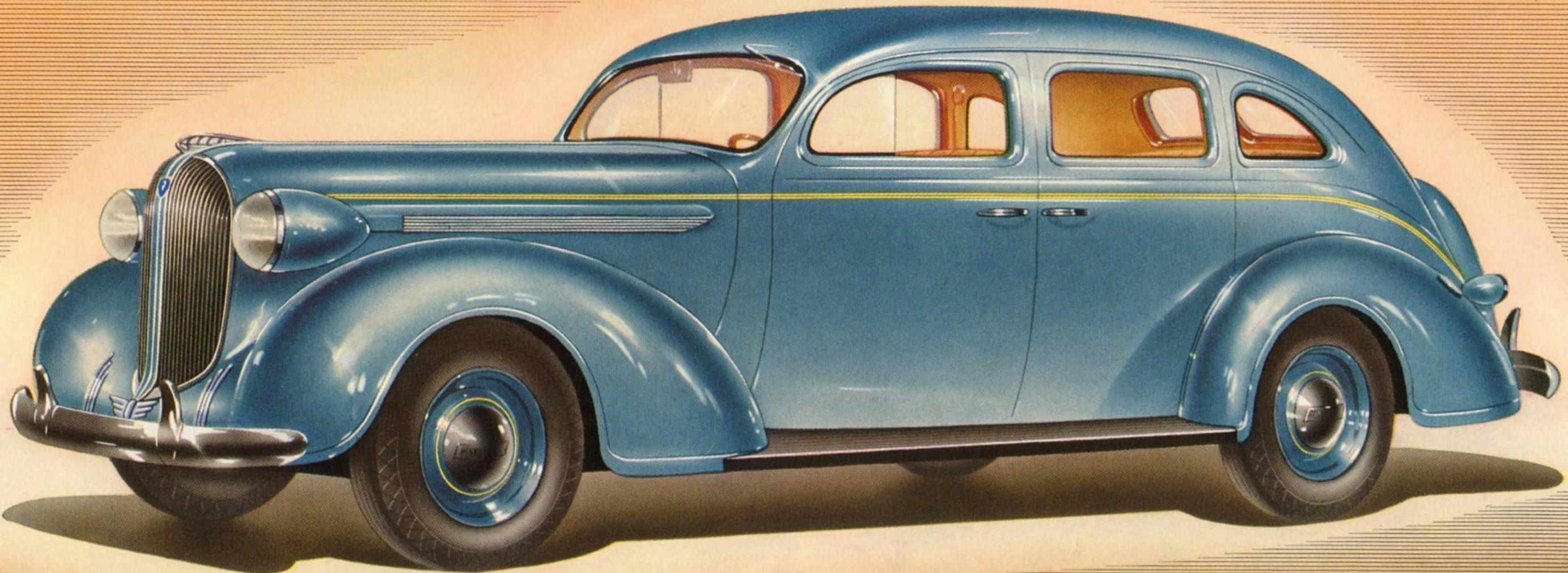
No hand brake lever to steal room from the front compartment! The hand brake is up under the dash, out of the way. That's a big advantage when three want to ride in the wide front seat!

To the luxury of extra *size*, Plymouth adds the luxury of modern appointments. As you look around the Plymouth interior you'll find every detail that makes for luxurious travel . . . whether you are driving in the city or out on the open road on a long cross-country trip.

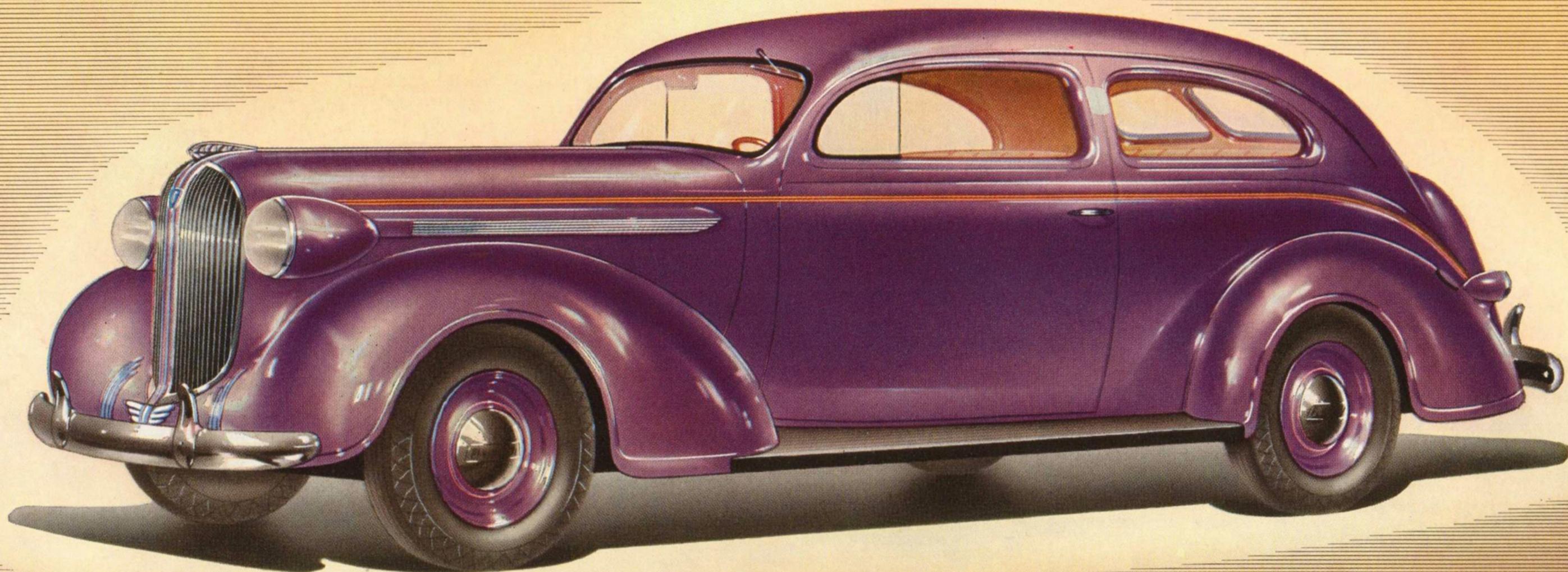
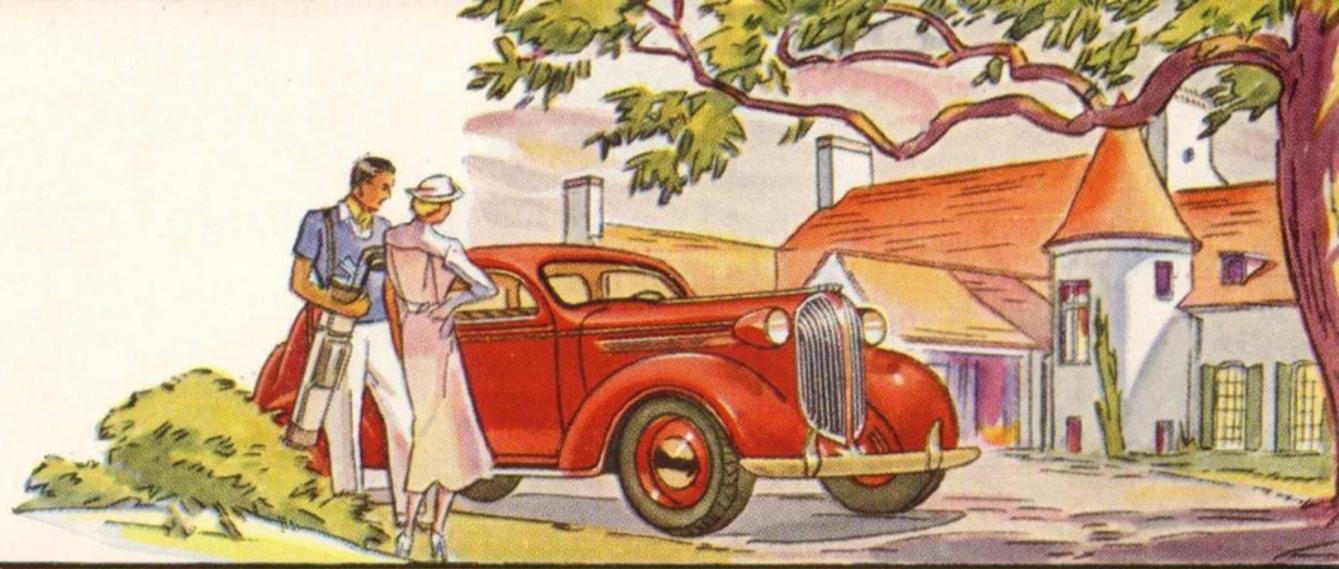
BECAUSE OF

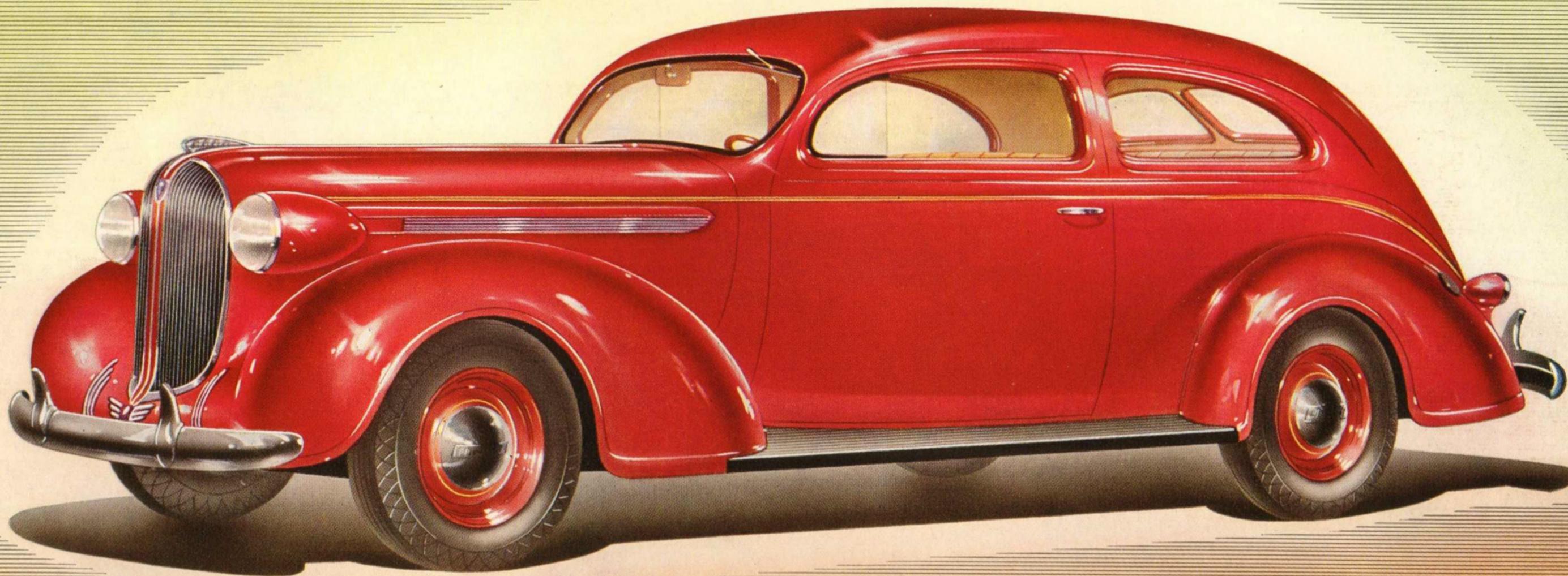
Size!

THE DELUXE FOUR-DOOR TOURING SEDAN

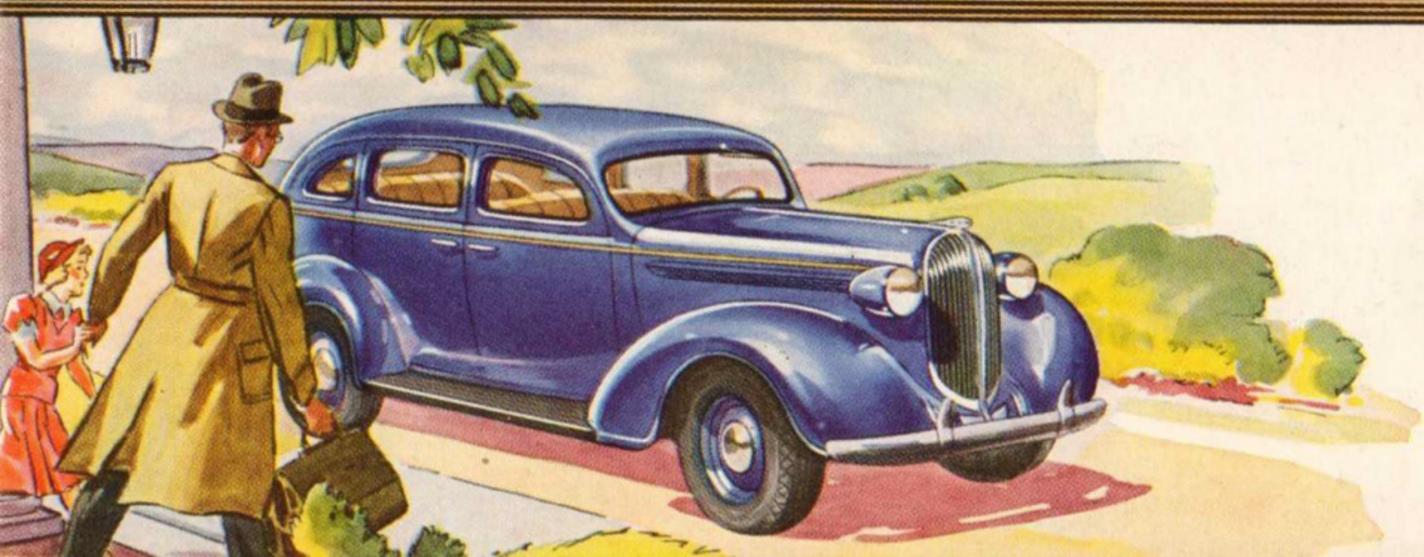


THE DELUXE TWO-DOOR TOURING SEDAN



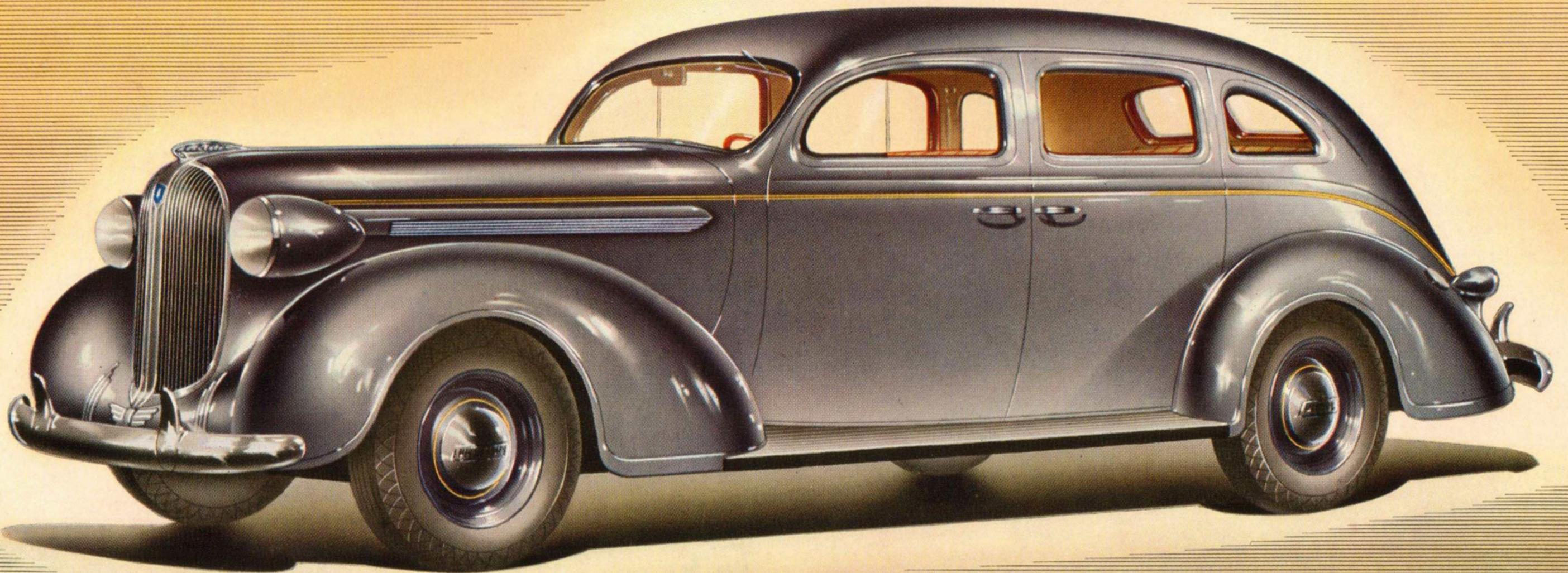


THE DELUXE TWO-DOOR SEDAN



Safety Styling **MAKES THIS** *Safety Steel*

THE DELUXE FOUR-DOOR SEDAN



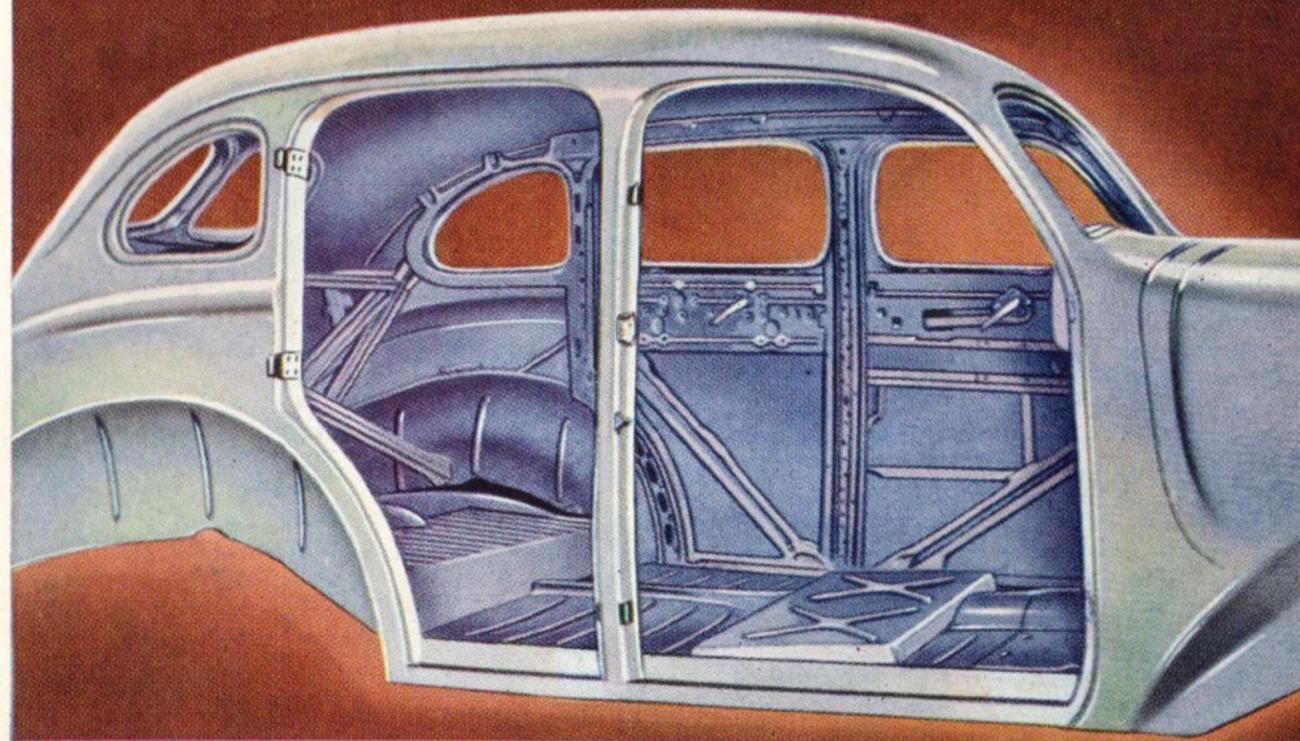
Body **THE** Safest Ever Built



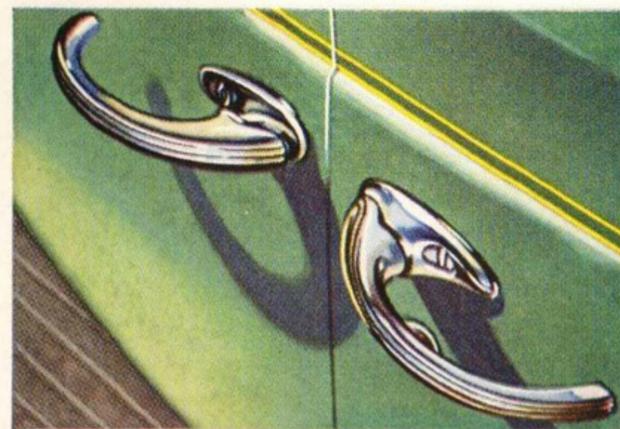
Plymouth pioneered the Safety Steel body . . . educated the public to demand "steel for safety." Today Plymouth, the pioneer of Safety Steel bodies, still leads in all-steel construction . . . has set new standards of safety through the development of Safety Styling.

Look inside the 1938 Plymouth. You'll see that control buttons are placed flush with the handsome instrument panel

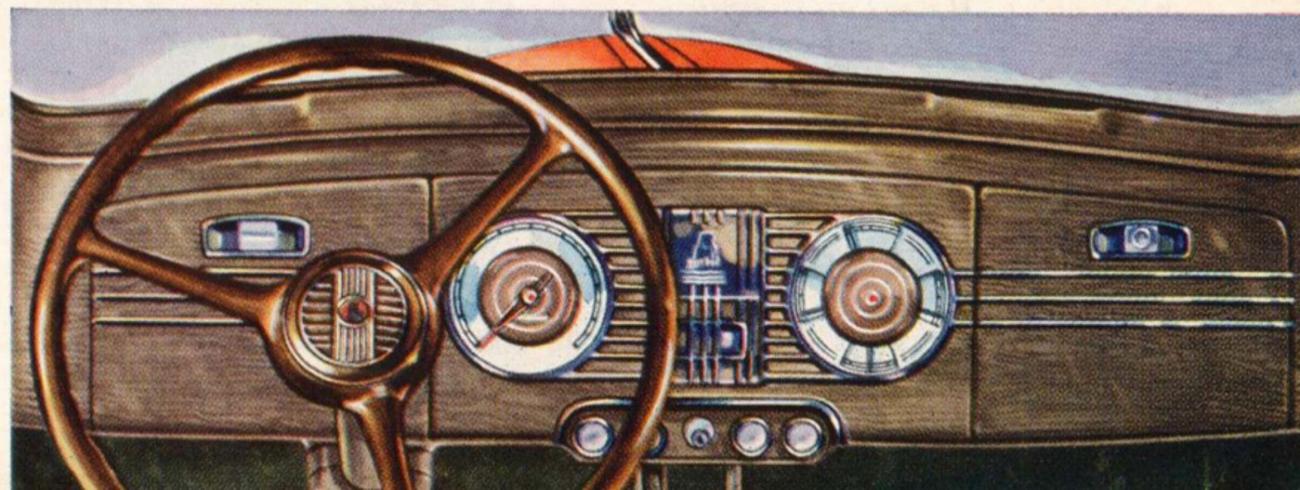
. . . that the *rounded* bottom edge of the instrument panel is above knee height . . . that the back of the front seat is gracefully rolled and heavily padded. These brilliant advancements spell *safety* if for any reason passengers should be thrown forward suddenly. As you open the door, see how handles, both outside and inside, curve gracefully inward. *Safer*, because they offer no sharp points to bump against or to catch sleeves or other parts of the clothing.

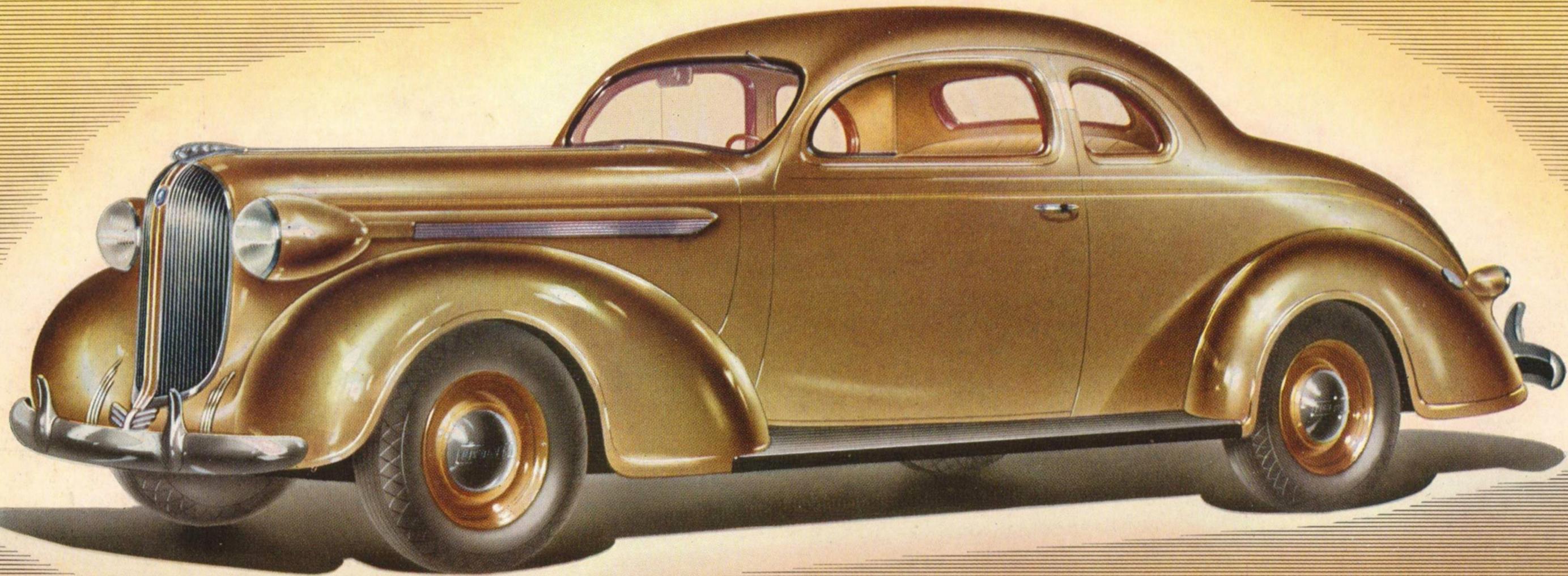


All-steel for safety! Steel pillars, steel panels, steel floor, one-piece steel top . . . all reinforced with steel and welded into a solid, rigid unit. Note the extra-strength steel bracing in the doors, the pillars and rear quarter section.



Safety Steel plus Safety Styling! Outside door handles (left) and inside door handles (right) curve gracefully inward so as not to catch clothing . . . present no protruding points to bump against. Control buttons are recessed flush with the handsome instrument panel (below) and the rounded lower edge of the panel is raised to give ample knee clearance.





THE DELUXE COUPE



FOR UTMOST PROTECTION

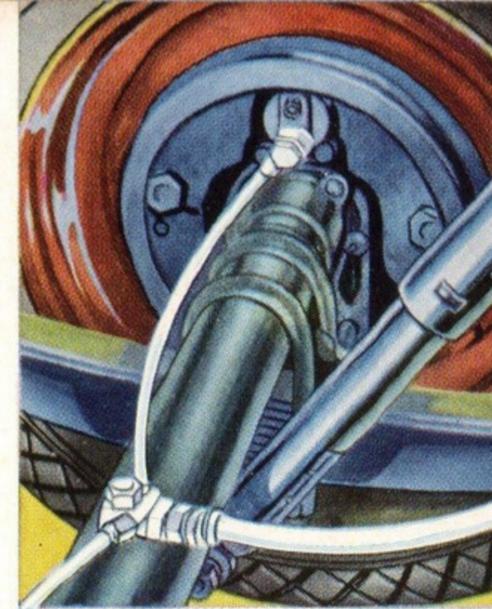
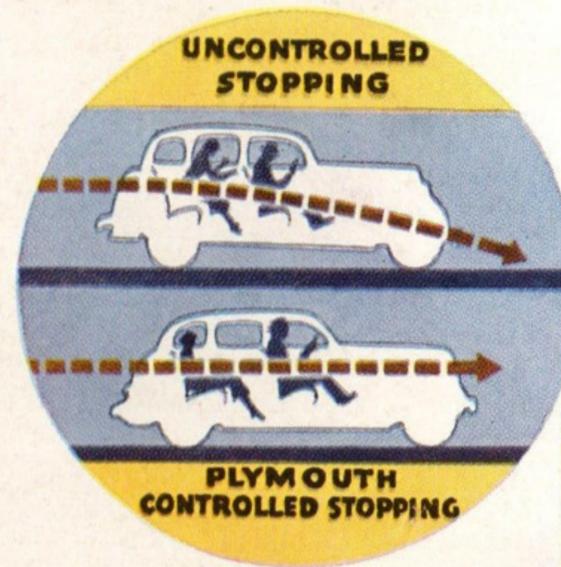
BRAKES ARE

100% *Hydraulic*

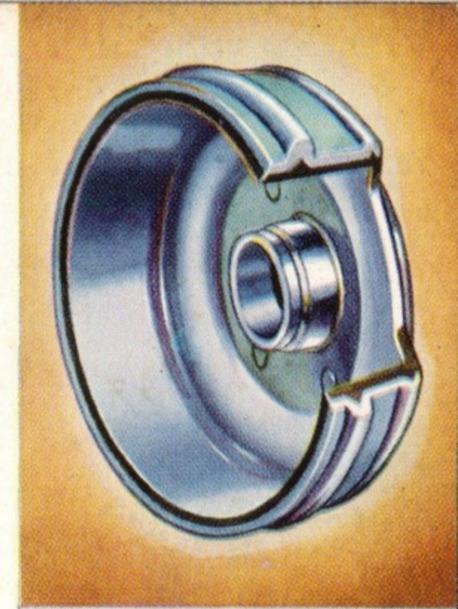
Do you remember when only a few cars had hydraulic brakes? Every Plymouth ever built has had 100% Hydraulic Brakes. Largely through Plymouth the public became acquainted with this safer type of stopping. Car buyers in increasing thousands demanded "brakes like Plymouth's" . . . forced other car manufacturers to follow Plymouth's leadership. Today, every quantity manufacturer but one has changed over to some kind of hydraulic brakes.

Yet thousands of low priced car owners have discovered that a car may have hydraulic brakes, yet not have "brakes like Plymouth's." Plymouth brakes are 100% *Hydraulic*. Foot pressure on the pedal is transmitted *entirely* by hydraulics to the brake shoes at each wheel. Each brake shoe is anchored at the bottom. Thus, Plymouth brakes cannot apply uncontrolled braking action by wrapping themselves around the drums.

You'll quickly appreciate what *controlled* braking means to safety and comfort when you drive a Plymouth. And you'll doubly appreciate your absolute *control* over Plymouth's stopping the first time you drive on wet or icy pavement.



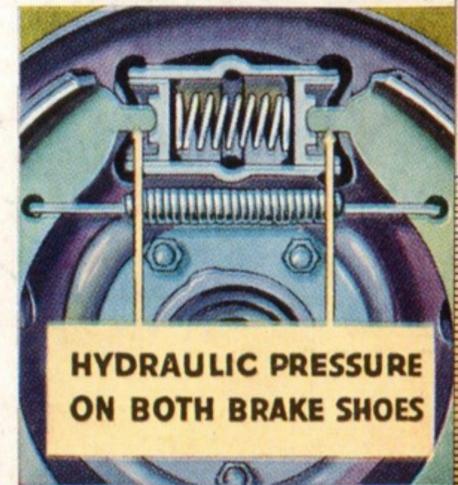
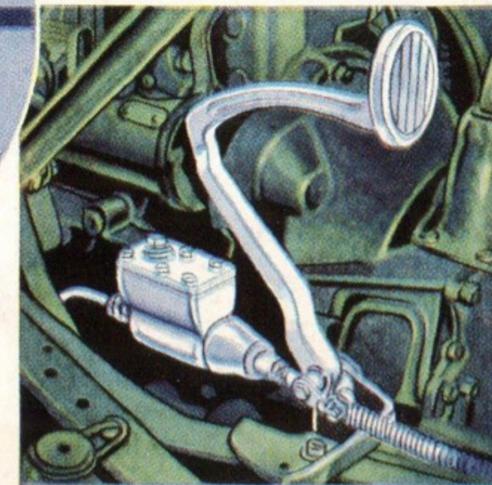
Simple! This heavy tubing is used to transmit hydraulic pressure to the wheel cylinders.



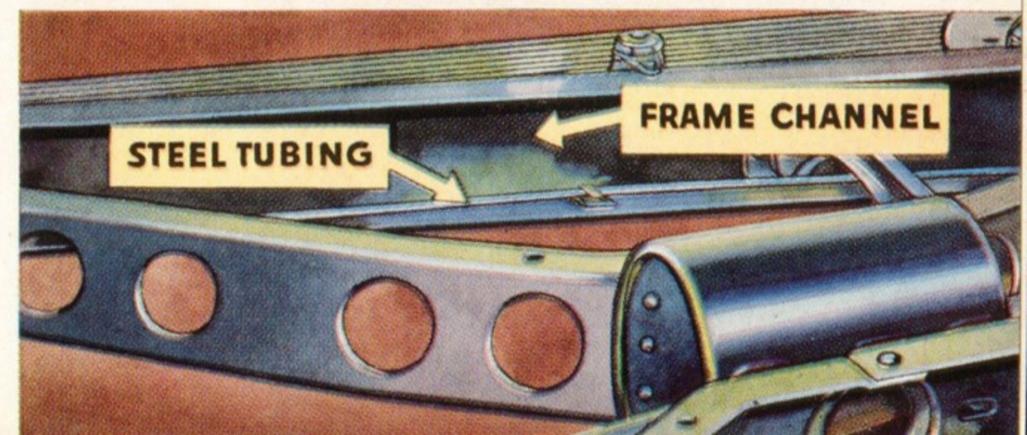
Centrifuse drums! Light, quick-cooling steel . . . firm, smooth-braking cast iron.

Equal pressure! The pedal actuates the piston in the master cylinder, causing hydraulic pressure to be transmitted equally and at the same instant to the brakes at all four wheels.

Each Plymouth brake shoe is anchored and is operated by a separate hydraulic piston.



No cables or rods! And this heavy steel brake tubing is carried in the frame channel . . . shielded!

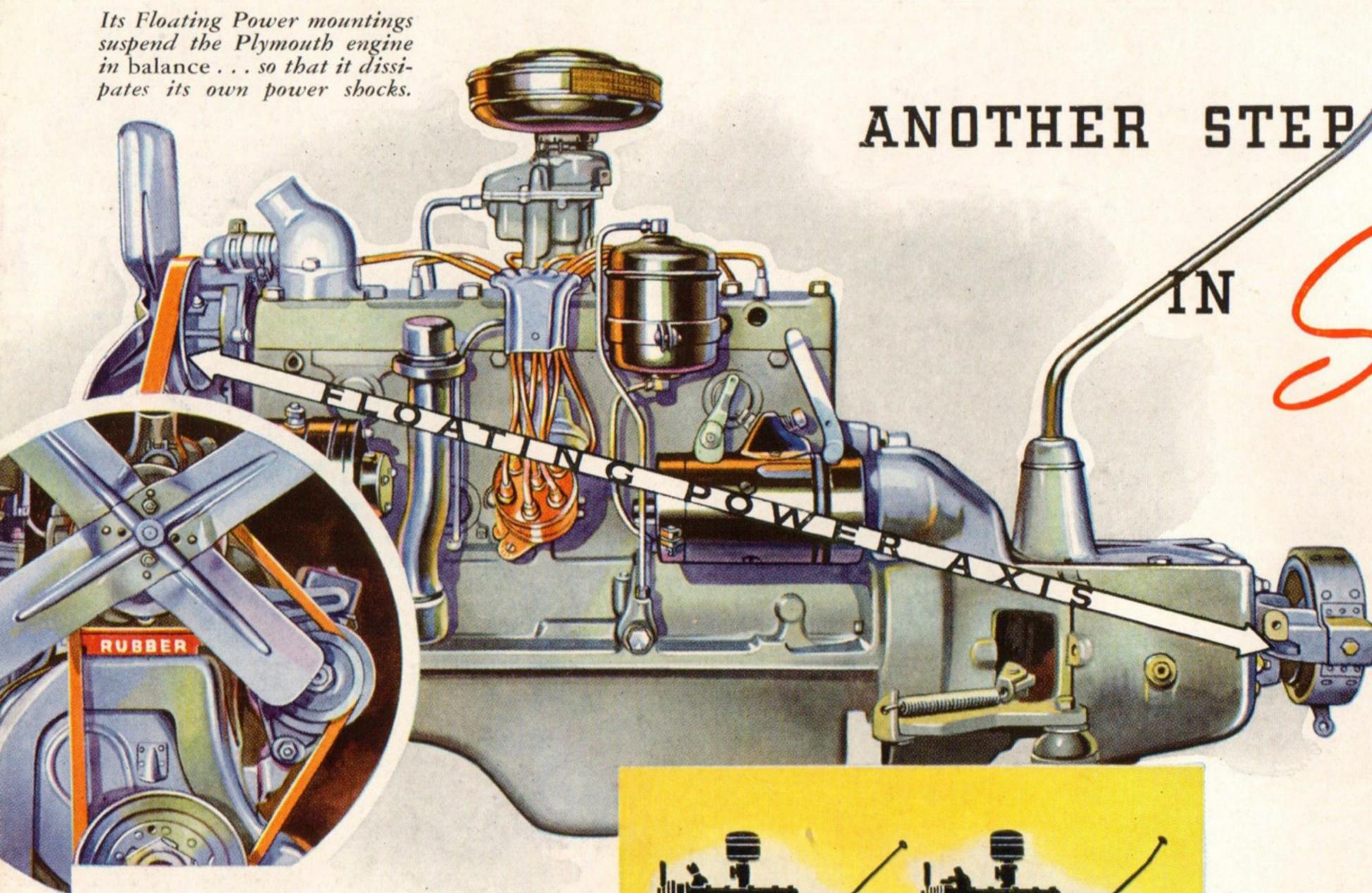


Its Floating Power mountings suspend the Plymouth engine in balance . . . so that it dissipates its own power shocks.

ANOTHER STEP FORWARD

IN

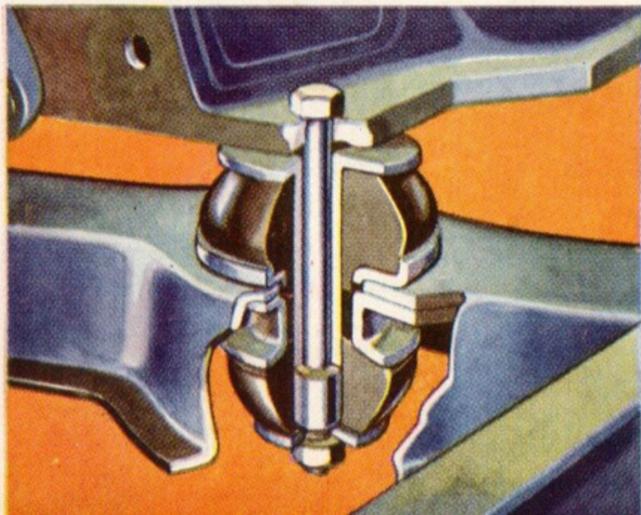
Smoothness . . .



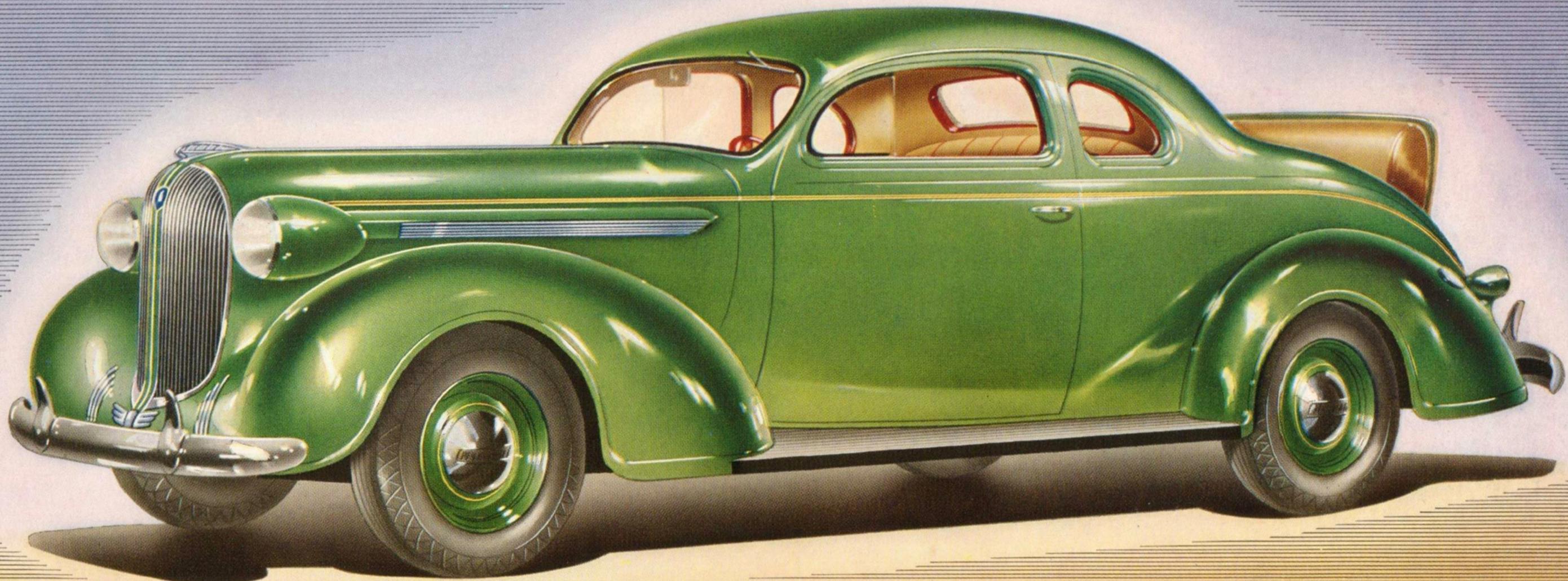
Better engineering has been a principal reason for Plymouth's spectacular rise. Among the many engineering developments pioneered by Plymouth, none has been more sensational than Floating Power engine mountings. For Floating Power made possible a really smooth engine.

Now, after long, painstaking researching and testing, Plymouth engineers announce a new design of live-rubber mounting which makes the Floating Power principle more effective than ever. When you are drifting along in "high" at six or eight miles an hour, or when you're driving at cruising speed, the new Floating Power not only blots up vibration but smothers the effect of sudden load applications, such as in acceleration and hill climbing.

The front Floating Power mounting is of live rubber bonded inseparably to steel (in circle). The rear mountings are "spools" of live rubber (below). Plymouth's patented engine mountings eliminate vibration.



Floating Power



THE DELUXE RUMBLE SEAT COUPE

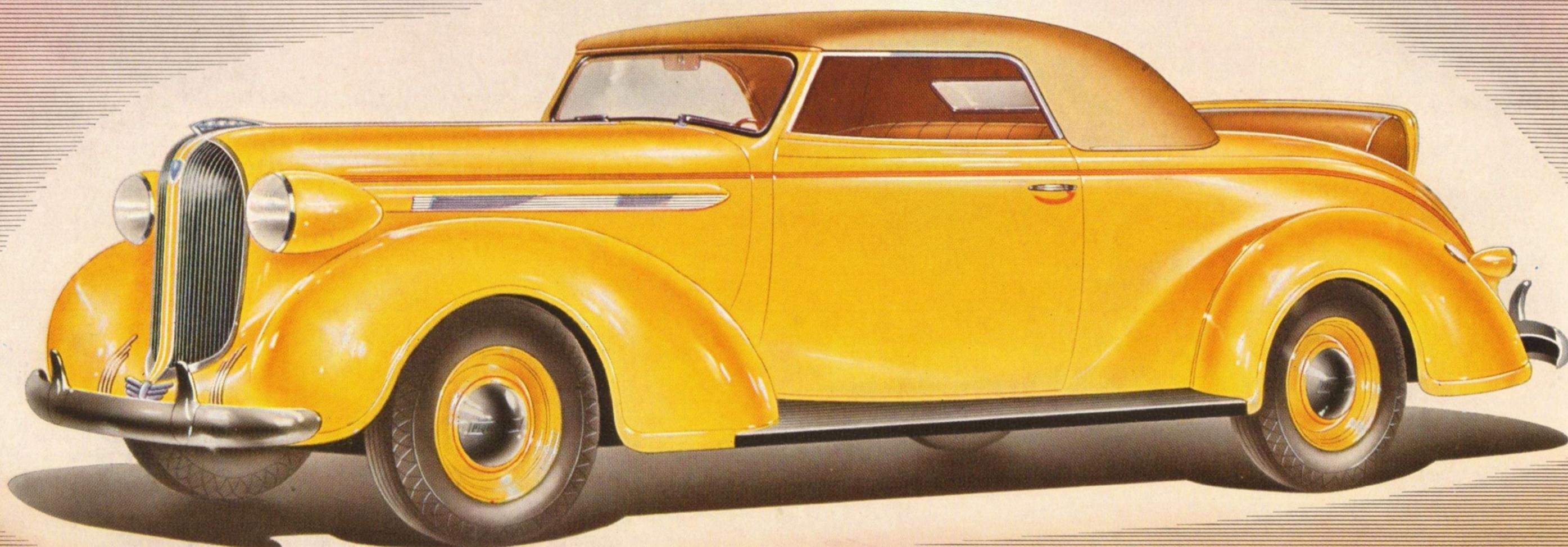
WITH

Important Improvements

A MIRACLE OF CUSHIONED

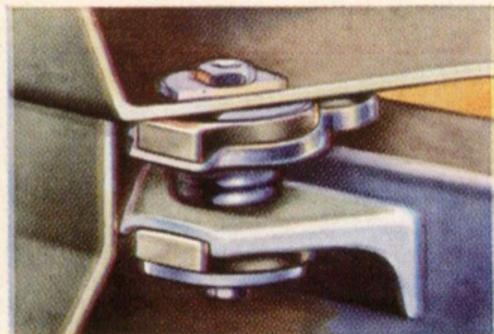
Quiet

THE DELUXE CONVERTIBLE COUPE



THE

Hushed Ride



Unique, spool-shaped mountings of live rubber keep road noises from reaching the body.



Airplane type! Plymouth's big Aero-Hydraulic shock absorbers control both upward and downward movement of all springs.

"The greatest *ride* you can get in any low price car." That's what Plymouth owners everywhere will tell you. It is what you, yourself, will declare after you have driven this big, beautiful 1938 Plymouth.

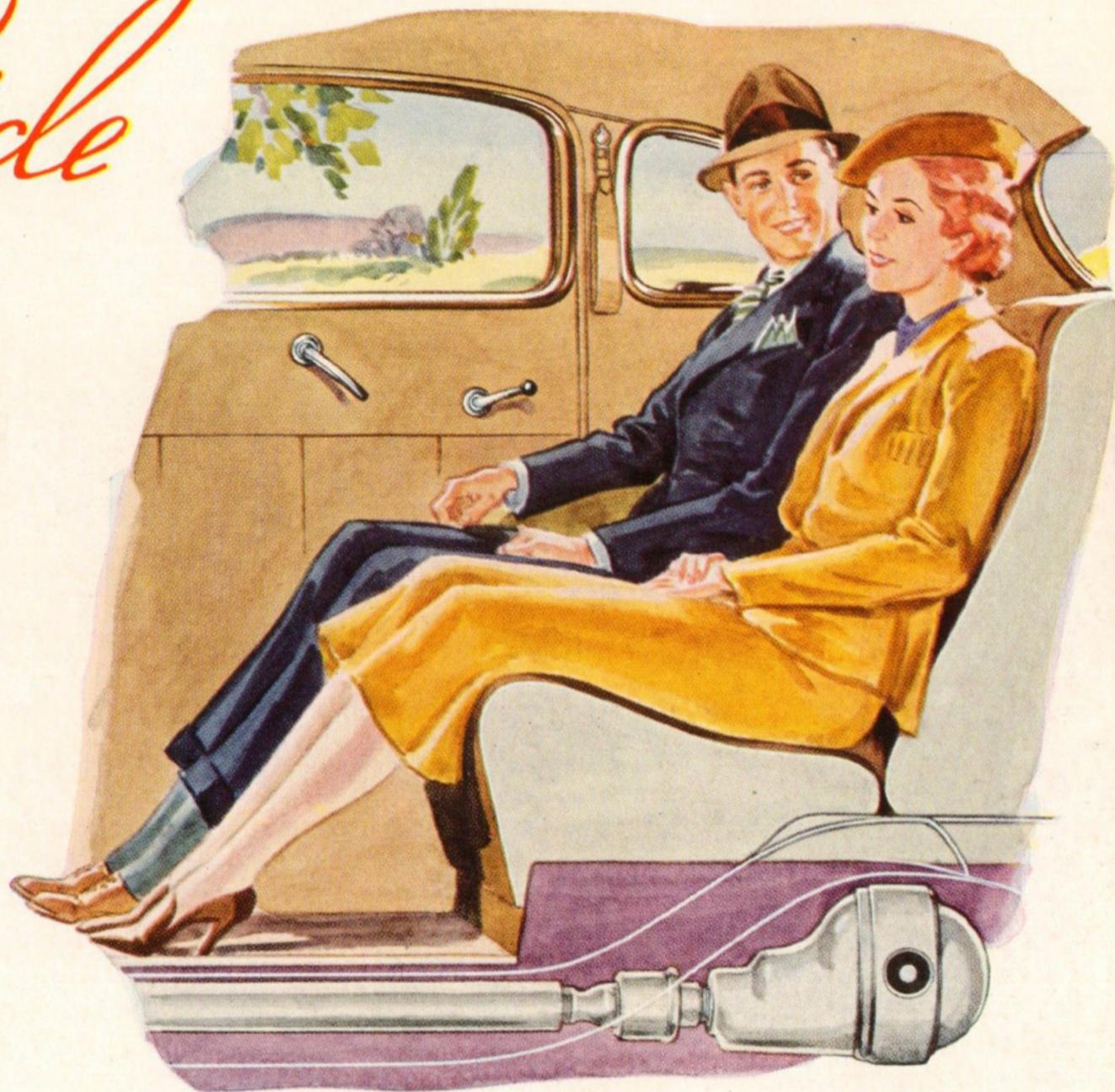
Engineering leadership is back of it! *Balanced* weight and *balanced* springing . . . thin, tapered-leaf springs of special Amola steel . . . big, Aero-Hydraulic shock absorbers . . . a *front-end* sway eliminator . . . rubber-poise body mountings . . . no other low priced car offers so many modern engineering advancements to give you a gliding, level ride!

And it's a *hushed* ride. Rubber-poise body mountings "float" the Safety Steel body free of the frame, keep out road noises and vibration. And at every point in the body where rumble or other noise could occur, Plymouth is made quiet by the exact insulating material which most completely absorbs that particular noise.

Again and again you'll be thankful for the brilliant advancements engineered into the 1938 Plymouth to give you a *restful* ride for whatever distance you want to drive.



For long gear life and silence in all speeds, helical-cut transmission gears!



Low floor . . . no tunnel! Plymouth's hypoid rear axle . . . much stronger and longer-lived than the ordinary kind . . . lowers the drive shaft, permits a low floor without the usual obstructing tunnel.

Balanced weight and balanced springing . . . a level ride!

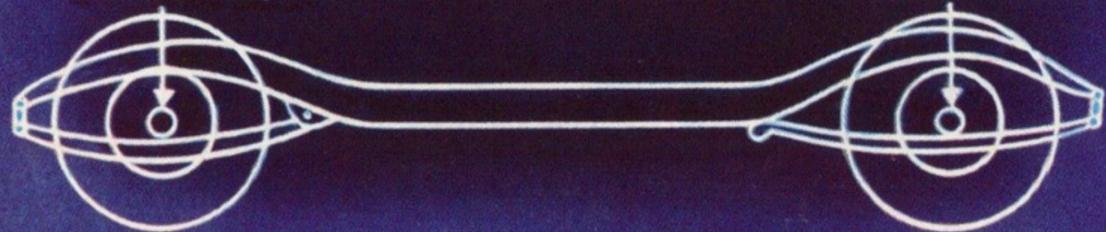
FRONT SPRING FREQUENCY
90 PER MINUTE (APPR.)

50% OF WEIGHT
INSTEAD OF 40%

Weight is moved forward
. . . springs are of soft-acting
extra-strong Amola steel.

REAR SPRING FREQUENCY
85 PER MINUTE (APPR.)

50% OF WEIGHT
INSTEAD OF 60%



RECORD

Economy . . . AND Full



Oil lasts longer! This efficient oil filter keeps oil free from dirt and grit. Protects the engine . . . prolongs the lubricating usefulness of oil.

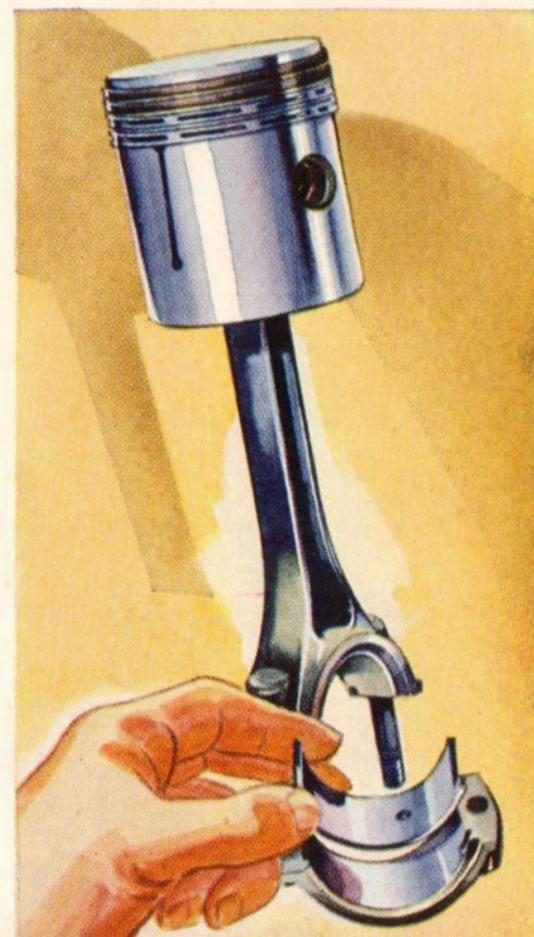
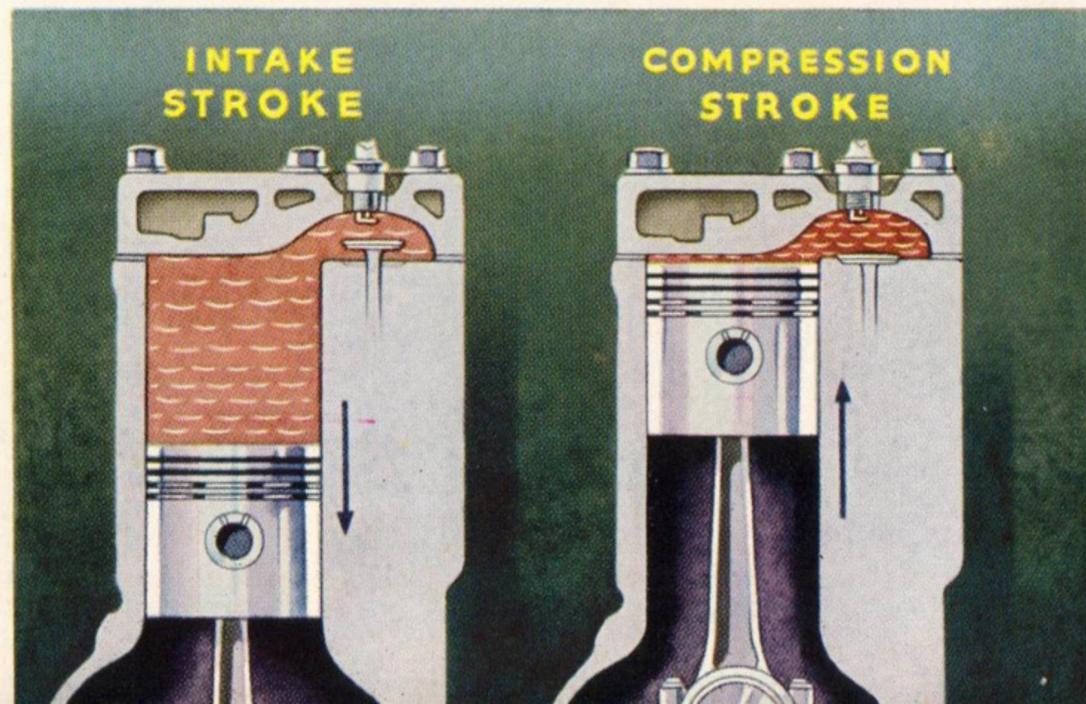
Economy with power! Plymouth's unusually high compression (6.7 to 1) wrings the last ounce of power out of fuel . . . gets more power from less gasoline.

There's no need to sacrifice either power *or* economy when you are choosing a low priced car. You get *both* full power *and* record economy in the big, beautiful 1938 Plymouth!

Calibrated ignition makes it possible for Plymouth to have the amazingly high compression ratio of 6.7 to 1 . . . without spark knock or "ping." This super-high compression extracts the last possible ounce of power from ordinary gasoline . . . means that you get *more* power from *less* fuel.

For years, Plymouth owners have reported 18 to 24 miles to the gallon of gasoline . . . with surprisingly little oil used. In the 1938 Plymouth important improvements in engine sealing reduce oil consumption still further.

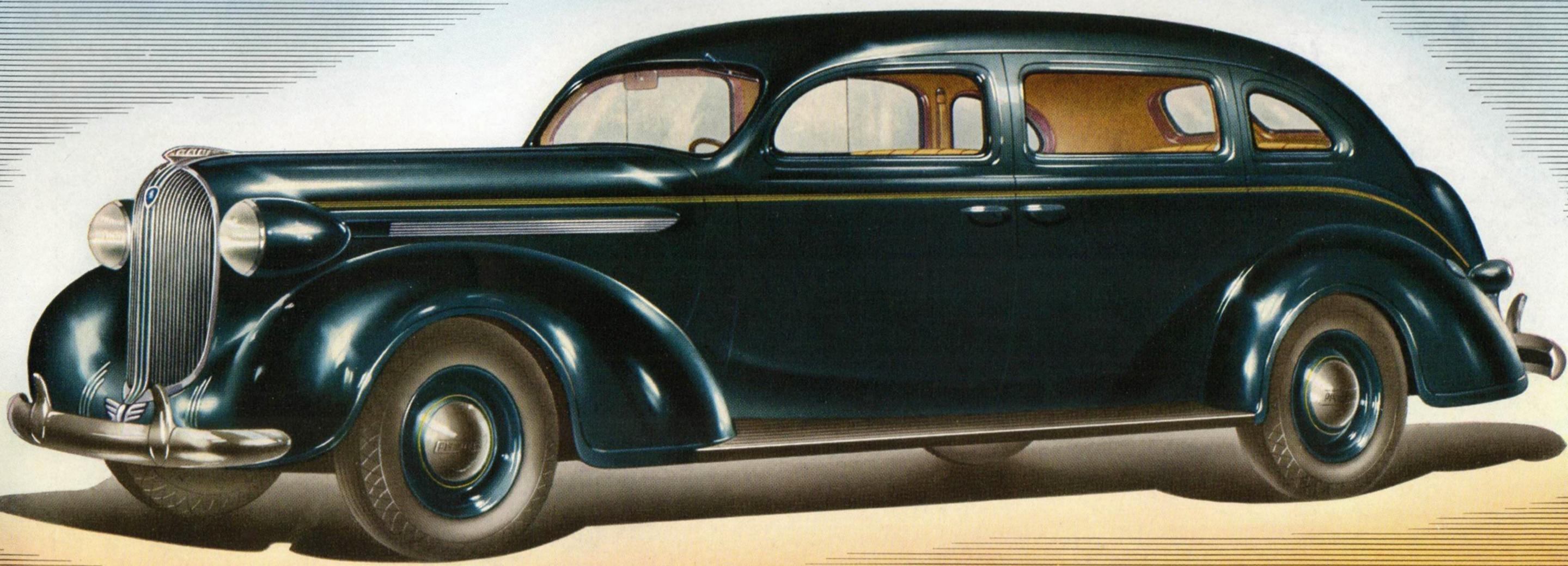
For better acceleration, less load on bearings, Plymouth pistons are of aluminum alloy. Four rings per piston for better power sealing, greater oil saving. Removable precision type connecting rod bearings!



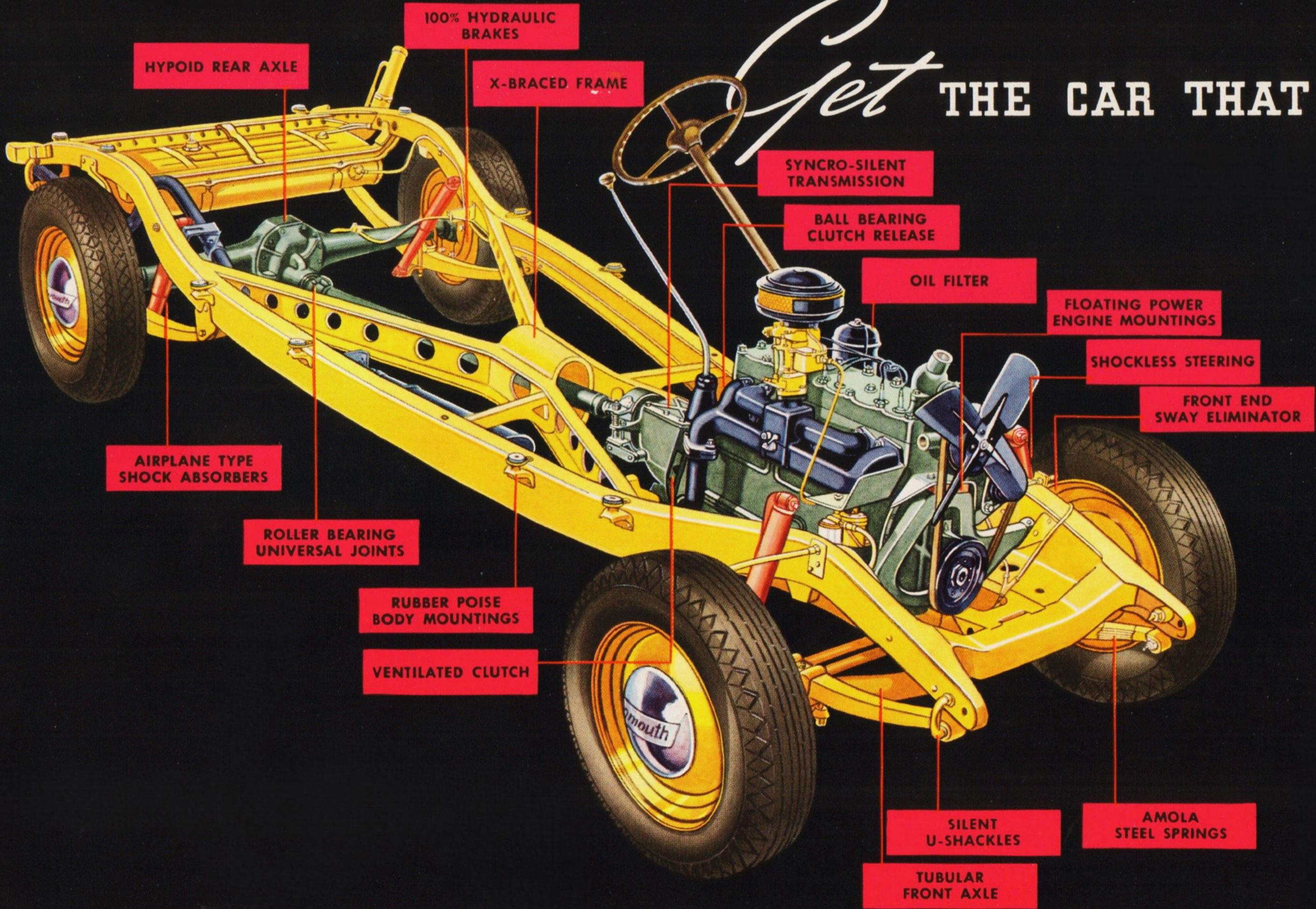
High compression, no "ping"! With Plymouth's Calibrated Ignition, the spark is maintained at advanced position by a vacuum from the engine manifold. During moments of acceleration the vacuum force is diminished (as on the windshield wiper) and the spark is momentarily retarded. Thus the spark is always in the right position for most efficient engine operation. Spark knock and ping are eliminated!

Power . . . IN THIS *Extra Size* CAR

THE DELUXE SEVEN-PASSENGER SEDAN



Get THE CAR THAT



HYPOLID REAR AXLE

100% HYDRAULIC BRAKES

X-BRACED FRAME

SYNCHRO-SILENT TRANSMISSION

BALL BEARING CLUTCH RELEASE

OIL FILTER

FLOATING POWER ENGINE MOUNTINGS

SHOCKLESS STEERING

FRONT END SWAY ELIMINATOR

AIRPLANE TYPE SHOCK ABSORBERS

ROLLER BEARING UNIVERSAL JOINTS

RUBBER POISE BODY MOUNTINGS

VENTILATED CLUTCH

SILENT U-SHACKLES

AMOLA STEEL SPRINGS

TUBULAR FRONT AXLE

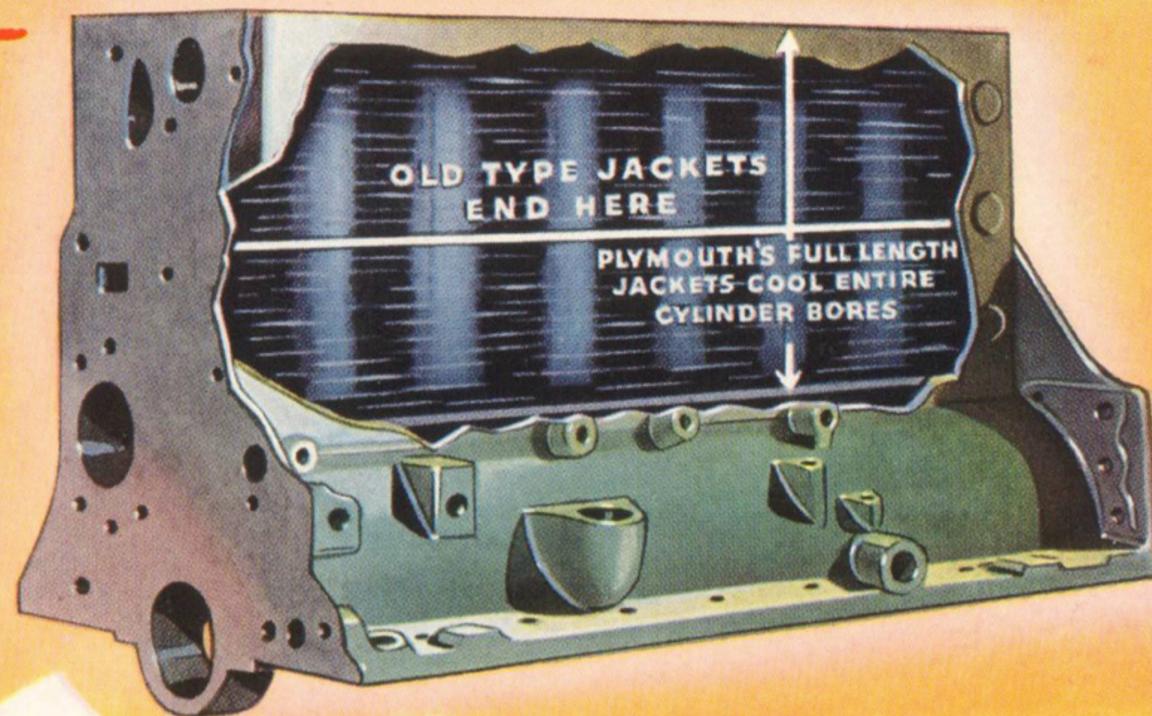
Stands up Best

"Nickels and dimes! A quarter last week . . . a dollar today . . . for repeated small repairs and miscellaneous parts!" That was the complaint of low priced car owners only a few years ago. Then Plymouth brought to the low priced field the brilliant engineering, the same precision of manufacture, as were used in building higher priced cars!

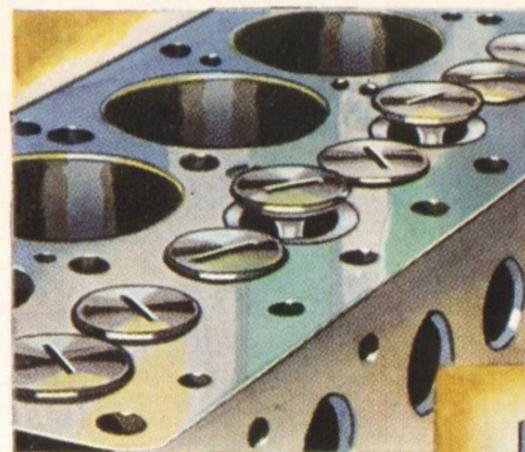
Just as Plymouth changed public thinking about brakes and bodies, it taught people to expect long, dependable life in a low priced car. Today, Plymouth is known everywhere as *the car that stands up best!*

Before you buy your new car, it will pay you to find out more about the features described on this page and about those spotlighted on the opposite page.

Your Plymouth dealer will gladly explain the many ways in which brilliant engineering and precision workmanship are combined in the 1938 Plymouth to give you *the car that stands up best.*

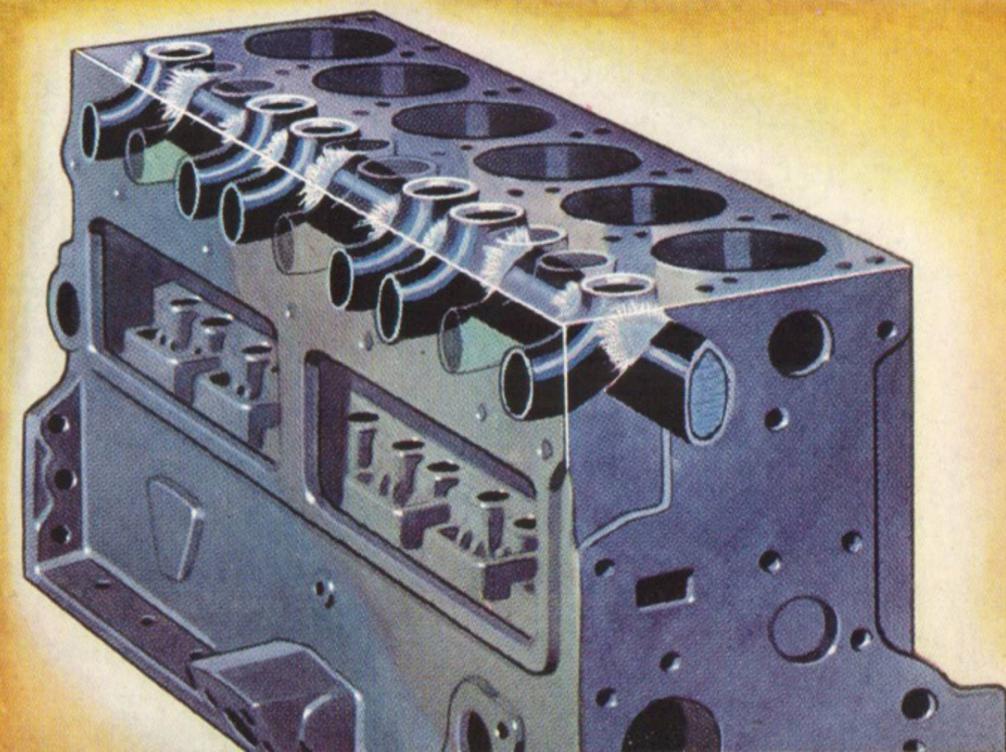


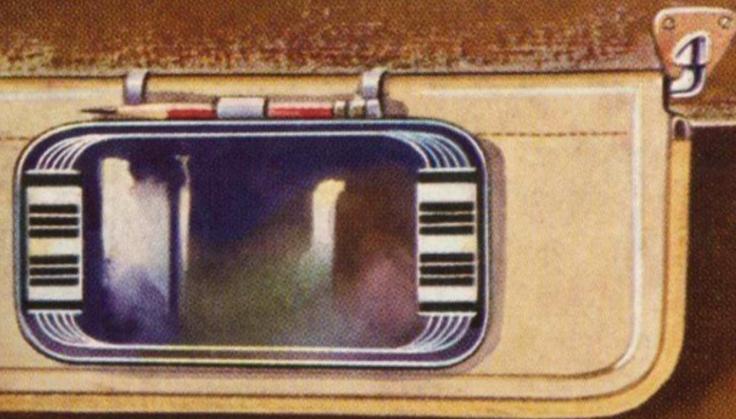
A cool engine stands up best. Cutaway view showing how with Full Length Water Jackets, water cools the cylinder bores their whole length.



Phantom drawing with exhaust valve ports emphasized to show how all exhaust valve assemblies are cooled uniformly by water fresh from the radiator—at high velocity to wash off steam bubbles that would interfere with cooling.

Less valve grinding! Rings of hard, heat-resisting alloy are inserted into the cylinder block. By maintaining the close seal between exhaust valves and valve seats, they reduce the frequency of valve grinding expense.





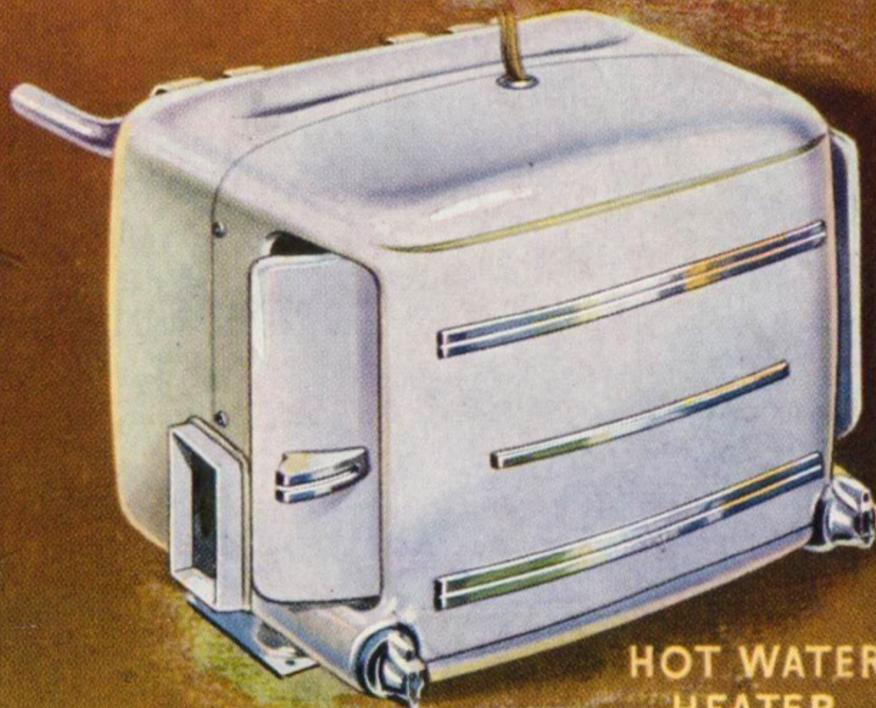
AUXILIARY VISOR
and VANITY MIRROR



MIRROR WITH CLOCK



PLYMOUTH PHILCO RADIO



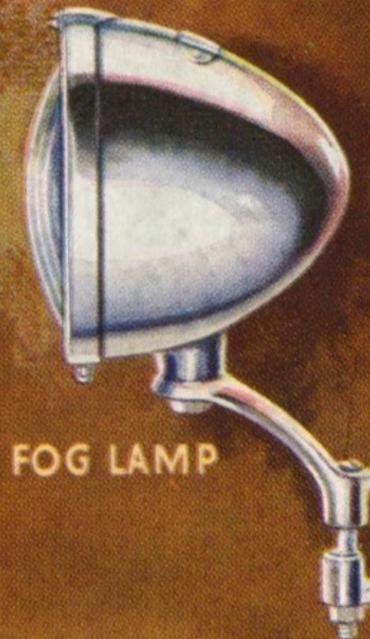
HOT WATER
HEATER

TO MAKE IT YOUR
Individual CAR

Nearly everyone has his own ideas about the extra equipment he wants on a car. And it is always most satisfactory to use the equipment specially built for that car and approved by the engineers who designed the car.

Shown here are a few of the popular items of special equipment you may have on your new Plymouth at slight additional cost. All are especially engineered for Plymouth to add to your pleasure and pride of ownership.

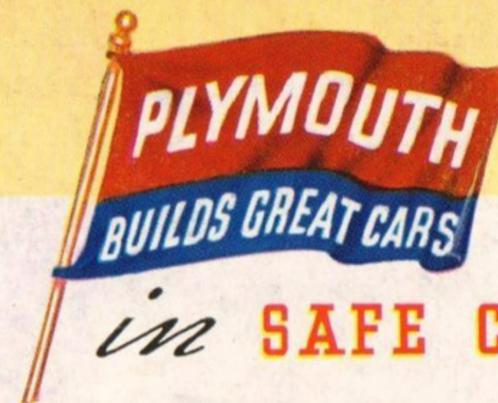
Order your extra equipment when you order your new Plymouth. Then its cost will mean adding only a small sum to your regular monthly payments.



FOG LAMP



EXHAUST DEFLECTOR



SAFE DRIVING *Depends on* SAFE DRIVERS *in* SAFE CARS . . .

Safety on American streets and highways depends to a large extent upon the owners and drivers of the nation's automobiles. Every driver can do his share to make motoring completely safe by *driving safely* himself at all times.

Safe driving under all conditions today is impossible without a *safe car*.

So rapid has been the increase of safety factors built into modern

cars that some cars only two or three years old fall far short of today's models from the standpoint of safety.

Even today, some cars are more completely engineered for safety than others. That is a fact to keep in mind when deciding on a new car . . . for almost everybody wants the most *safety* his money can buy. And that is why low price car owners in steadily increasing thousands are changing to Plymouth!