



New Hood Ornament of chrome and transparent plastic accents the new Plymouth front end.

New Stop Light and Tail Lights

add a touch of beauty to the distinctive new rear end styling.







Multi-Point All-Weather \ lation is easily controlle suit the most exacting dem



New Car-Width Parking Lights are skillfully blended into the over-all front-end beauty. Mounted directly under the headlights in the fenders, they show the full Plymouth width to oncoming cars.



New Rear Fender Treatment shields more of the wheel, adding to the smart streamlined appearance.



Adjustable Front Seat permits moving the comfortable chair-height seat forward or backward as desired.



Extra Rear Seat Foot Ro is provided by the ni beneath the front seat.



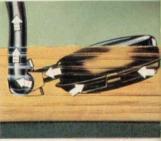
I-Beam Headlights pronaximum lighting. High v beams are foot controlled.



Concealed Running Boards are hidden by full-width doors... beauty and safety are scientifically combined.



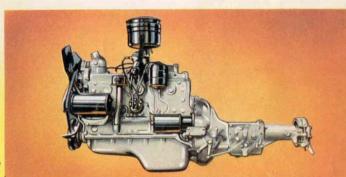
Burn-Resistant Exhaust Valve Seat Inserts help prevent excessive valve seat wear and resulting power loss.



Floating Type Oil Intake permits use of only the cleanest oil, keeps sludge or dirt out of oil lines.



y-Steel Body gives the new Plymouth great strength. The steel floor, cowl, steel pillars, steel side-panels and one-piece steel top are all welded one solid, rigid, safe unit. The new Plymouth is built for rugged duty.



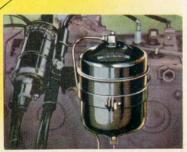
Plymouth's Six Cylinder, L-Head Engine, with Floating Power engine mountings, gives unrivaled wide range performance—flexibility in traffic—abundant power for tough going—economy that is a constant source of owner satisfaction.



y Rim Wheels hold tires sition on rim in case of ss, insure safer stopping.



New Improved Safety Hydraulic Brakes increase braking efficiency, give easier control, softer pedal action.



New "Micronic Filtration" Oil Filter constantly filters the oil stream, removing harmful dirt and abrasives.



Scuffproof Aluminum Pistons, with four rings, reduce bearing load, increase engine efficiency.



The PLYMOUTH HE TWE CLUB COUPE

THE PLYMOUTH Special We Live 4 DOOR SEDAN





The PLYMOUTH We Twe COUPE



The PLYMOUTH HE TWE 2 DOOR SEDAN



The PLYMOUTH WE LIVE 4 DOOR SEDAN



Interior PLYMOUTH SPECIAL DE LUXE 4 DOOR SEDAN

From the distinctive, modern styling of the wood-grain and rests . . . a built-in, richly carpeted footrest in the rear . . . chrome instrument panel to the broad package shelf in the rear, the new Plymouth interior is expertly designed for beauty, comfort and durability. Note the door panels with their leather-finished scuff panels, contrasting fabrics, chrome mouldings, plastic knobs on the attractive controls and the gray-tan garnish mouldings. There are leather-finished arm-

convenient assist straps and robe cord...a new reading lamp with an automatic switch. Spacious, "chair height" seats are covered with soft, durable pile fabric or pencil-striped broadcloth . . . roomy floors have thick carpet in the rear, heavy rubber matting up front. There's long-lived quality styling throughout-with an accent on comfort and convenience. THE PLYMOUTH Special The Live CONVERTIBLE COUPE



THE PLYMOUTH SPECIAL STATION WAGON



THE PLYMOUTH Special He Luce COUPE



THE PLYMOUTH Special We Live CLUB COUPE



THE PLYMOUTH Special He Live 2 DOOR SEDAN



manuelled for THE YEARS TO COME

AIR-COOLED, SOFT-ACTION CLUTCH Reduces heat, gives longer life.

AIRPLANE-TYPE SHOCK ABSORBERS Cushion the ride, smother bumps.

CALIBRATED KNOCK-FREE IGNITION Eliminates engine "ping".

CHAIN-DRIVEN CAMSHAFT Quieter operation, longer life.

FLOATING POWER ENGINE MOUNTINGS
Smothers engine vibration.

FLOATING-TYPE OIL INTAKE Selects only the cleanest oil.

FOUR RINGS PER PISTON

Economy of gas, oil. Finer performance.

FULL-LENGTH WATER JACKETS
Uniform cooling for greater economy.

FULL-PRESSURE ENGINE LUBRICATION
Positive lubrication at all speeds.

FRONT COIL SPRINGS

Level rough roads, make riding smoother.

"GEROTOR" OIL PUMP

Full pressure assured at all engine speeds.

HOTCHKISS DRIVE

Less unsprung weight, smoother getaway.

HYPOID REAR AXLE

Quieter, stronger, longer-lived.

LARGE CAPACITY EXHAUST SYSTEM

Quieter, less back-pressure, more efficient.

METAL SPRING COVERS

Protect springs from dust and dirt.

95 AMPERE-HOUR BATTERY
Ample current for every need,

OIL BATH AIR CLEANER
Removes dust from air entering carburetor.

OILITE BEARINGS Self-lubricating for longer life. OILITE "SCREEN UNIT" GAS FILTER
Filters out even the finest dirt particles.

PRECISION-TYPE CONNECTING ROD BEARINGS

Servicing is simpler, less expensive.

RIGID CRANKSHAFT WITH VIBRATION

Amazingly smooth engine performance.

ROLLER BEARING UNIVERSAL JOINTS
Less vibration. Reduce wear, last longer.

RUBBER MOUNTED STEERING MECHANISM Shockproof, easy steering.

RUBBER-POISE BODY MOUNTINGS
Absorb road noise and vibrations.

IMPROVED SAFETY HYDRAULIC BRAKES

Braking efficiency increased by 32%.

SAFETY-RIM WHEELS

Safeguard against "blowout" hazards.

SCUFFPROOF LIGHTWEIGHT ALUMINUM PISTONS

Reduce bearing load, increase efficiency.

STARTER

Actuated by starter button on instrument panel.

SUPERFINISH

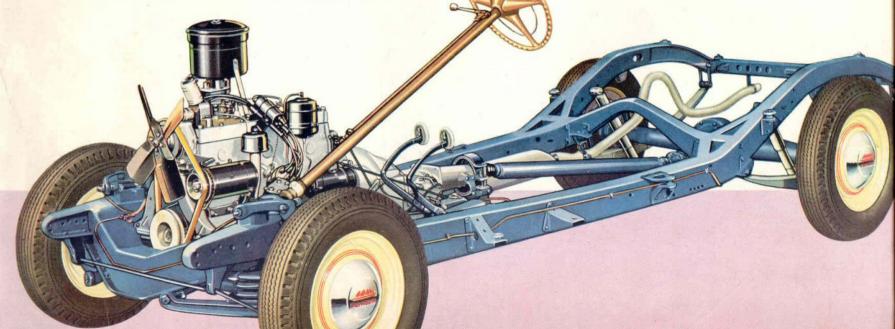
Less wear on vital working parts.

SUPER-RIGID DOUBLE CHANNEL FRAME Stronger, steadier, more rigid.

SWAY ELIMINATOR

Steadier, safer on turns and curves.

TAPERED ROLLER DIFFERENTIAL BEARINGS Greater strength, longer gear life.





SPECIFICATIONS

ENGINE—Six Cylinder "L" Head. Aluminum alloy pistons—95 horsepower at 3600 R.P.M. Bore and stroke 3½ x 4½ inches. Piston displacement 217.8 cu. in. Taxable horsepower 25.35.

WHEELBASE—117 inches over-all length—19634 inch tread—57 inch front and 59½6 inch rear —over-all width 735% inches. Station Wagon, 77 inches.

BRAKES—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—has 33% sq. in. braking area.

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

CLUTCH—Single plate, dry, ventilated. Total contact area 77.8 sq. in. Facing of molded woven asbestos.

PROPELLER SHAFT—Tubular, 2¾ inch diameter. Two roller bearing universal joints.

TIRES—6.00 x 16, mounted on steel disc drop center "E" Flange Safety Wheels, Rim width, 4 inches.

CAMSHAFT-Silent chain driven.

FUEL SYSTEM—17 gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor, heavy duty oil bath air cleaner. Manual Choke control.

TRANSMISSION—Standard three speeds forward and reverse. Gearshift, remote control manual operation on steering column under wheel. Synchro-silent all helical gears with synchronous meshing second and third gears. Lubricant capacity 2¾ pints.

STEERING—Worm and Roller type, Wheel diameter 17 inches,

SPRINGS—Front, Amola Coil Steel indepently sprung. Rear, Semi-elliptic Amola Steel 535% inches long and 1¾ inches wide with metal covers.

SHOCK ABSORBERS—Hydraulic, doubleacting, telescopic with one inch diameter piston.

REAR AXLE—Silent Hypoid Semi-floating with Amola and Nickel Molybdenum steel Gears. Gear ratio 3.9 to 1 Standard, and 4.1 to 1 on Station Wagon. Lubricant capacity 3½ pints.

CRANKSHAFT—Four removable precision-type main bearings.

BATTERY-6 Volt, 15 plate, 95 ampere-hour capacity.

COOLING—Pump actuated circulation Oilite
Bronze bearing front and rear of pump. Fulllength water jacket, four blade, 17-inch fan.
Cooling system water capacity is 334 gallons.

All specifications subject to change without notice.

