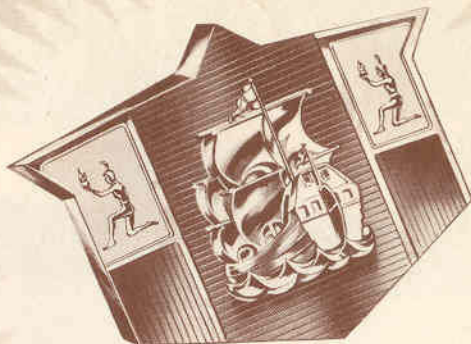


PLYMOUTH

BUILDS GREAT CARS

TRUE YESTERDAY . . . TRUE TODAY



Plymouth Builds Great Cars

Brilliant new beauty and brilliant new engineering. That's what you get in the sensational new line of Plymouths—

Engineering magic greets you right from the start. You don't grope for a starter button or pedal. You don't pull on a choke. You simply turn the ignition key—and the engine starts!

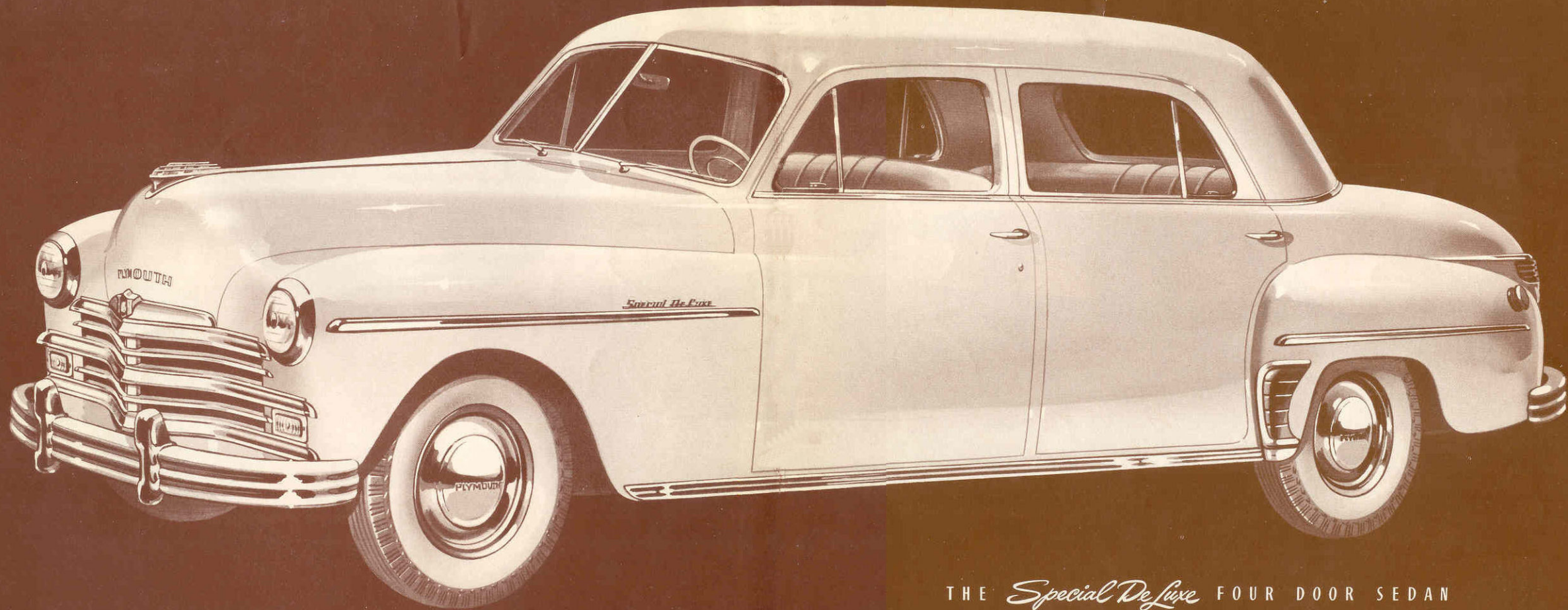
There's a more powerful 97 horsepower engine, that out-performs all of the other great performing Plymouths! There's a new cylinder head in the engine, a higher 7 to 1 compression ratio, and a new intake manifold. New oil control rings and a new chrome compression ring—another Plymouth first—give you important savings on oil consumption and add thousands of miles to the life of the engine.

The New Plymouth is designed to make the best possible use of its greatly increased glass area. There's 37% more in the windshield alone. Blind spots are practically eliminated. The car has a lower center of gravity, hugs the road better. A new body construction makes it a sturdier car. Body and frame are 23% more rigid.

It's designed for greater comfort. The outside dimensions of the new Plymouth have been reduced. But inside, the chair-height seats are now 56 inches wide in the front and 57 inches wide in the rear. You relax on soft, buoyant cushions. Long legs can stretch out and high hats stay put. New rear shock absorbers resist side-sway, help make the famous Plymouth Air Pillow Ride even smoother than ever!

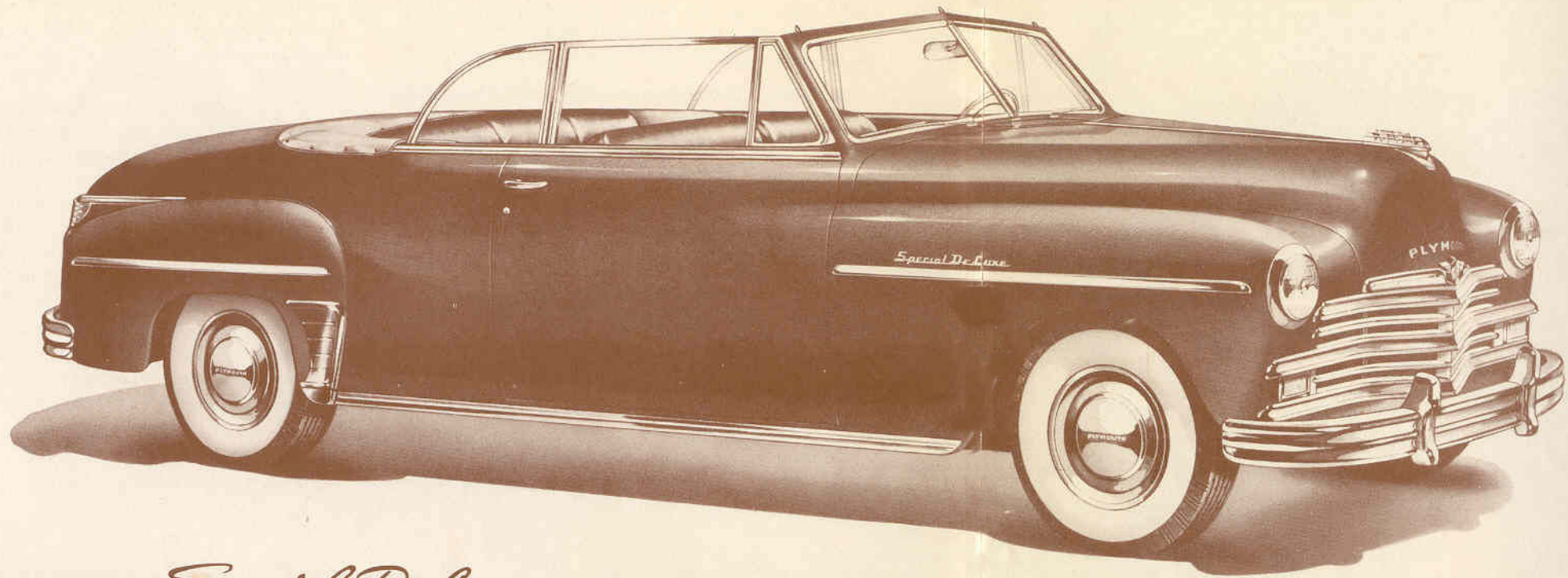
It handles with amazing ease. Because of less overhang, the New Plymouth is easy to drive, easy to park, easy to garage. The clutch and acceleration actions are smoother, lighter. You can drive for hours and still feel fresh. Fenders flow into the body but they're still separate and detachable—and you don't have to repair a major section of the body if you dent one.

Outside and in, it's a completely new Plymouth. Compare it feature for feature. Sit in it. Ride in it. Drive it. Then you'll surely agree: *Now there's more difference than ever in low-priced cars—and the great New Plymouth makes the difference!*



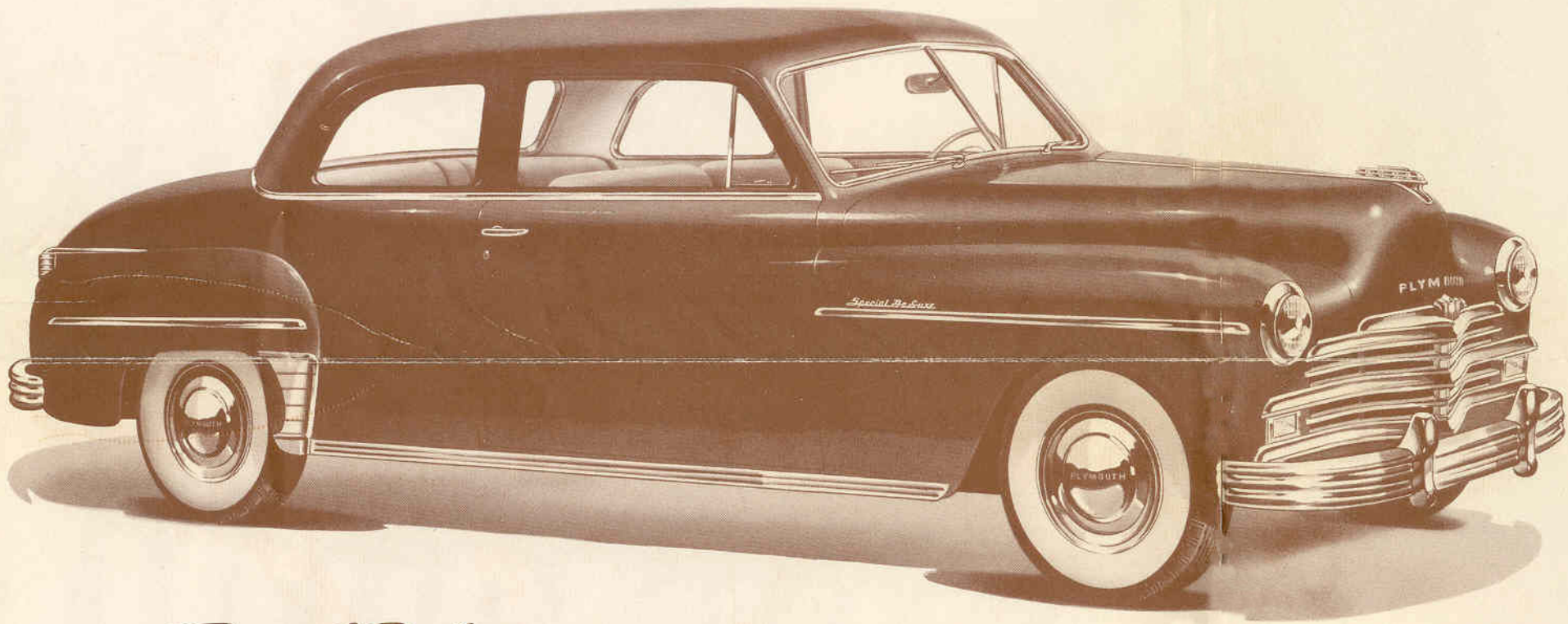
THE *Special De Luxe* FOUR DOOR SEDAN

WHITE SIDE-WALL TIRES, STEEL WHEEL COVERS, AND REAR FENDER SCUFF GUARDS ARE OPTIONAL EQUIPMENT AT EXTRA COST.



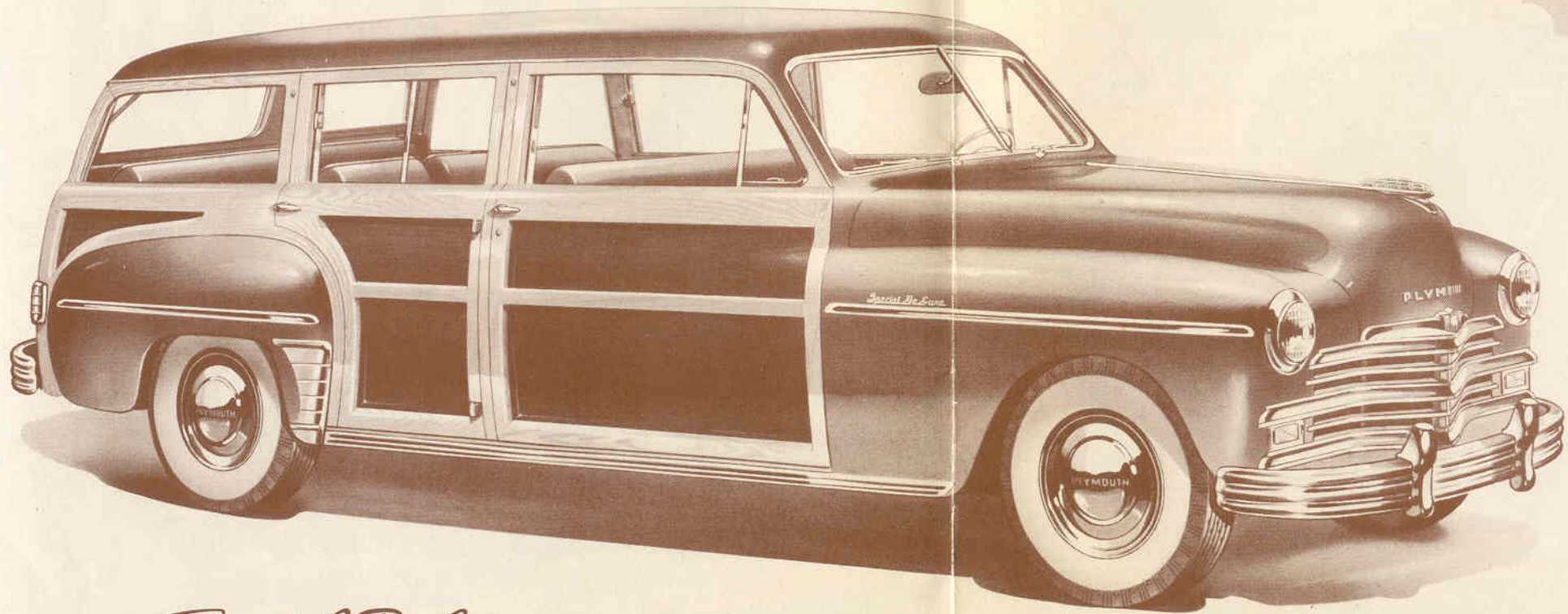
THE *Special De Luxe* CONVERTIBLE CLUB COUPE

White side-wall tires, steel wheel covers, and rear fender scuff guards are optional equipment at extra cost.



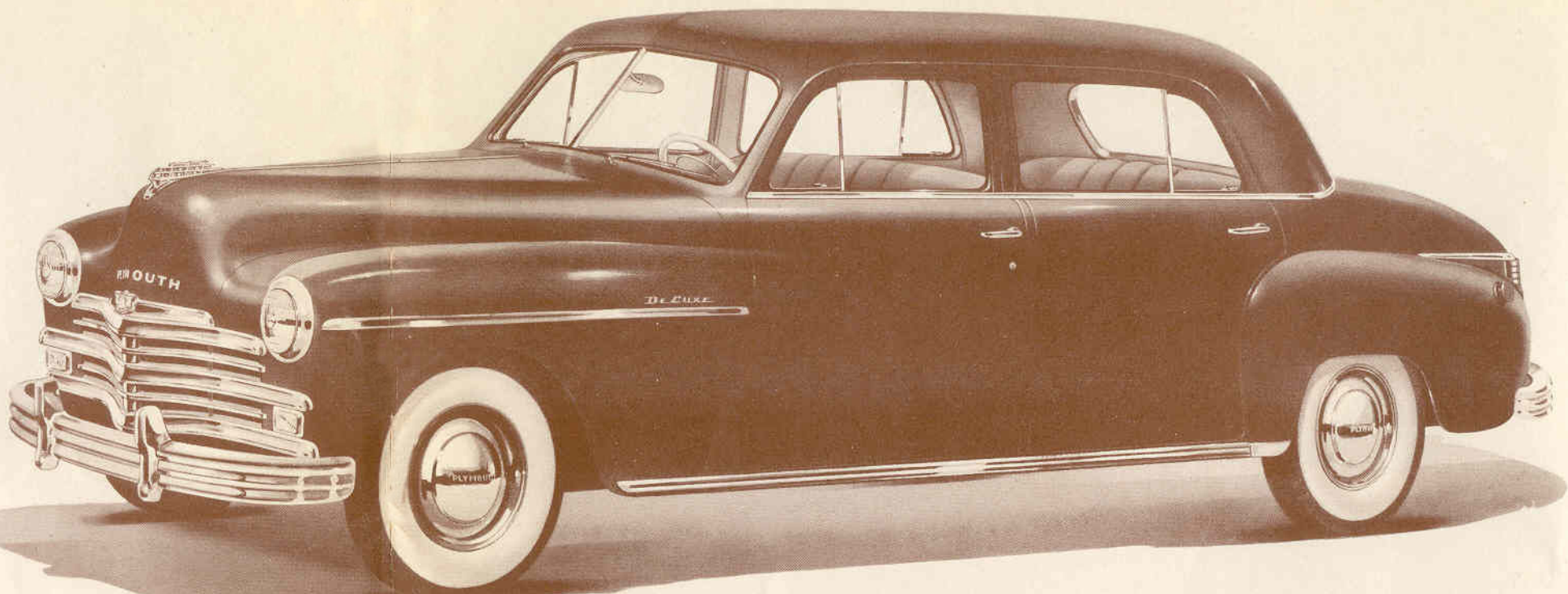
THE *Special De Luxe* CLUB COUPE

White side-wall tires, steel wheel covers, and rear fender scuff guards are optional equipment at extra cost.



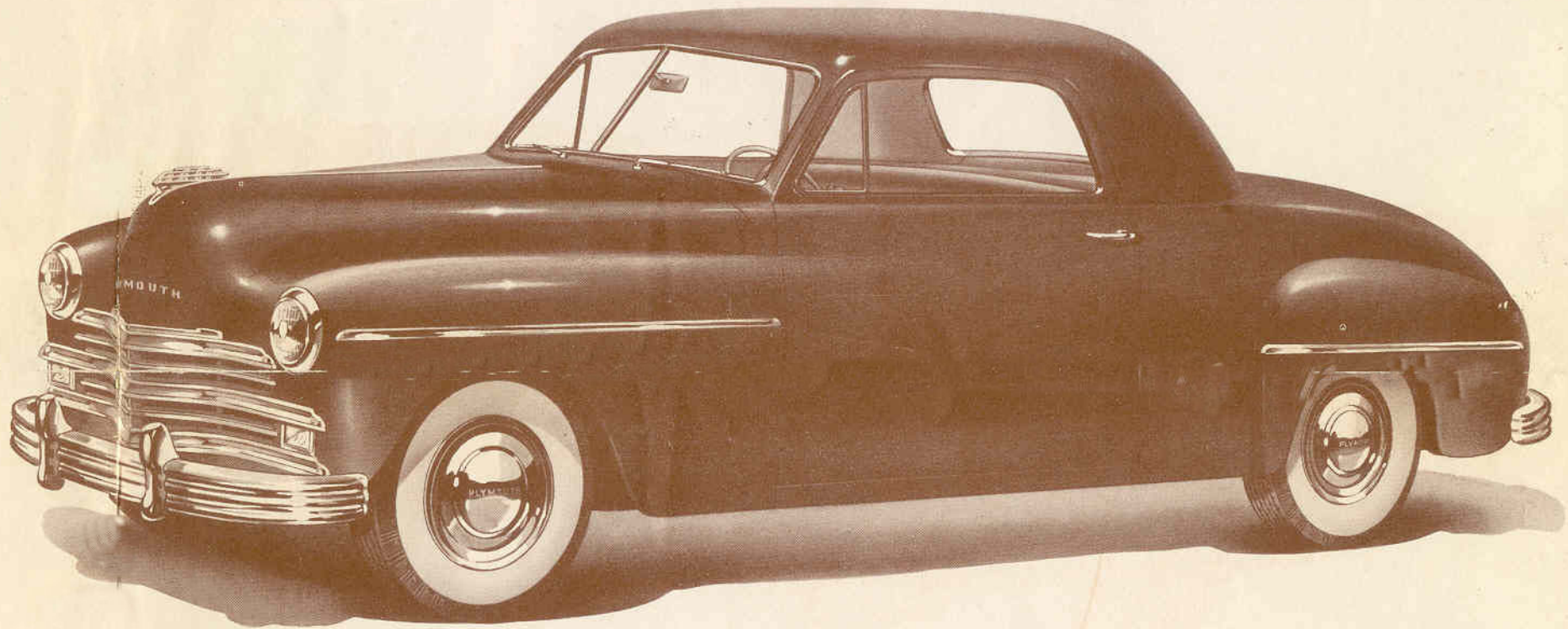
THE *Special De Luxe* STATION WAGON

White side-wall tires, steel wheel covers, and rear fender scuff guards are optional equipment at extra cost.



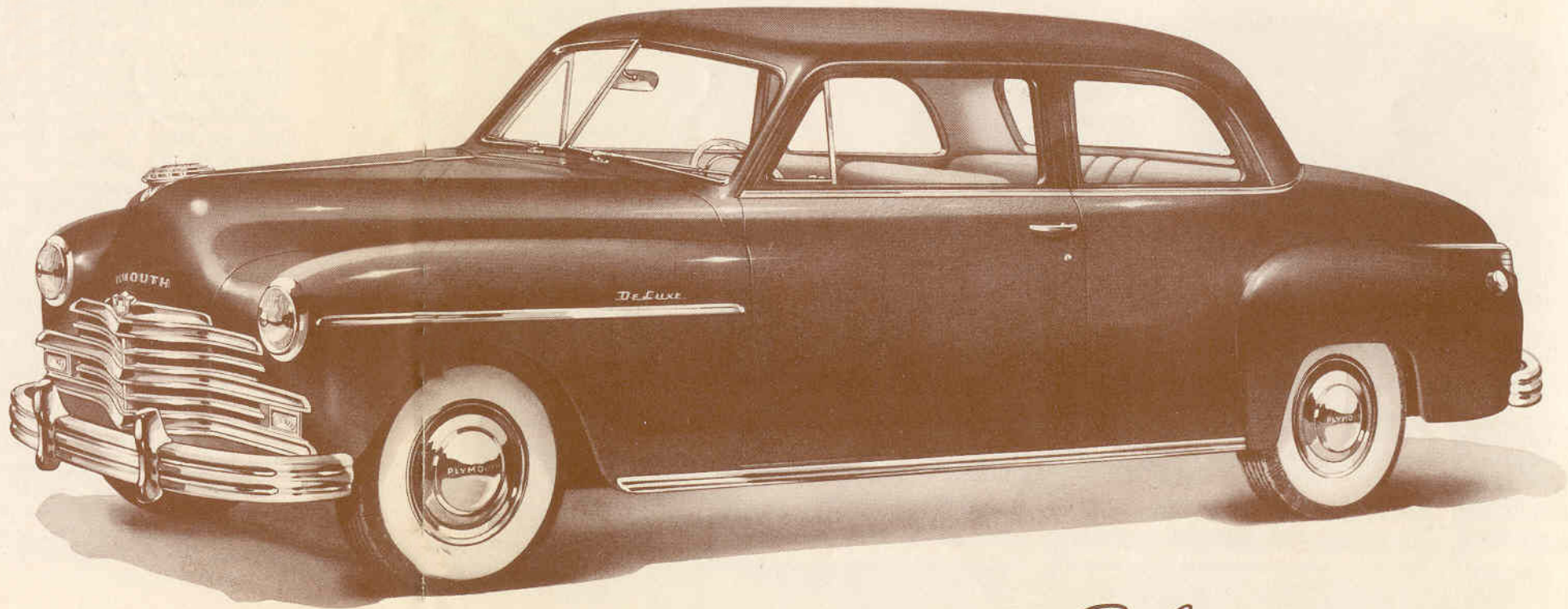
THE *DeLuxe* FOUR DOOR SEDAN

*White side-wall tires and steel wheel covers
are optional equipment at extra cost.*



THE *DeLuxe* THREE PASSENGER COUPE

White side-wall tires, steel wheel covers and bumper guards are optional equipment at extra cost.



THE *DeLuxe* CLUB COUPE

White side-wall tires and steel wheel covers
are optional equipment at extra cost.

*The
Great New*
PLYMOUTH

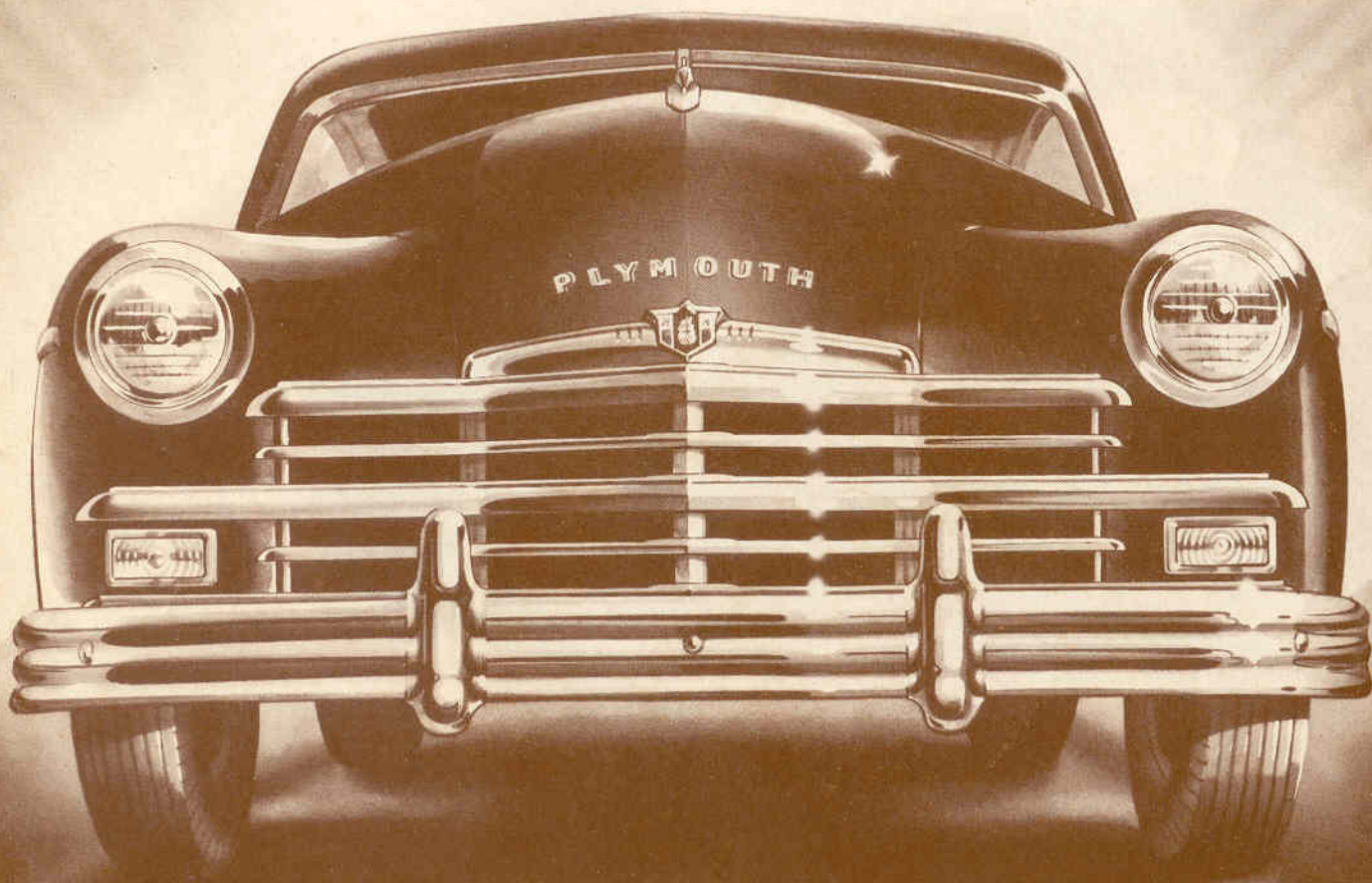
Strikingly beautiful body types to suit every taste and need are included in the great new line of Plymouth models. Each is distinctively styled to give you the utmost in comfort, convenience, safety and long-lasting service. And each brings you the increasingly buoyant thrill of the famous Plymouth Air Pillow Ride. This dazzling array of new Plymouth beauties shows that now—more than ever before—*Plymouth is the low-priced car most like high-priced cars!*



FAMOUS PLYMOUTH FIRSTS

IN THE
LOW-PRICED FIELD

- HYDRAULIC BRAKES
- FLOATING POWER
- HOTCHKISS DRIVE
- FULL-PRESSURE
ENGINE LUBRICATION
- FULLY-AUTOMATIC
SPARK CONTROL
- DOWN-DRAFT
CARBURETOR
- SAFETY ALL
STEEL BODY
- RUSTPROOFING
- OIL FILTER STANDARD
EQUIPMENT
- HYPOID REAR AXLE
- SAFETY-RIM WHEELS
- CHAIN-DRIVEN
CAMSHAFT
- OILITE
GASOLINE FILTER
- INDEPENDENT
HAND BRAKE
- FOUR-RING PISTONS
- SAFETY SIGNAL
SPEEDOMETER
- ROTARY
DOOR LATCHES
- COUNTERBALANCED
TRUNK LID
- SAFE-GUARD BRAKES
- SUPER-CUSHION TIRES
- AIRFOAM
SEAT CUSHIONS
- CHROME
COMPRESSION
RING
- AUTOMATIC CHOKE



Specifications

THE GREAT NEW PLYMOUTH

ENGINE—Six Cylinder "L" Head. Aluminum alloy pistons—97 horsepower at 3600 R.P.M. Bore and stroke $3\frac{1}{4} \times 4\frac{3}{8}$ inches. Piston displacement 217.8 cu. in. Taxable horsepower 25.35.

WHEELBASE—Special DeLuxe and DeLuxe (P-18), 118 $\frac{1}{2}$ inches. DeLuxe (P-17) 111 inches. Tread: front, 55 inches; rear, 56 inches.

GARAGE INFORMATION—Over-all width Special DeLuxe and DeLuxe (P-18), 71 $\frac{7}{16}$ inches. DeLuxe (P-17), 72 $\frac{13}{16}$ inches. Station Wagon (P-18), 71 $\frac{7}{16}$ inches. Over-all length Special DeLuxe and DeLuxe (P-18), 191 $\frac{1}{2}$ inches. DeLuxe (P-17), 185 $\frac{5}{16}$ inches (with guards); Station Wagon (P-18), 186 inches.

BRAKES—Safe-Guard 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—one piece lining—33 $\frac{3}{8}$ 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, 2 $\frac{3}{4}$ inch diameter. Two roller bearing universal joints.

TIRES—Super Cushion mounted on steel disc drop center "K" Flange Safety Wheels. Rim width, 4 $\frac{1}{2}$ inches. Special DeLuxe and DeLuxe (P-18), 6.70 x 15. DeLuxe (P-17), 6.40 x 15.

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

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 2 $\frac{3}{4}$ pints.

STEERING—Worm and Roller type. Wheel diameter Special DeLuxe and DeLuxe (P-18), 17 $\frac{1}{2}$ inches. DeLuxe (P-17), 17 inches.

SPRINGS—Front, Amola Coil Steel independently sprung. Rear, Semi-elliptic Amola Steel, 53 $\frac{5}{8}$ inches long and 1 $\frac{3}{4}$ inches wide with metal covers.

SHOCK ABSORBERS—Hydraulic, double-acting, telescopic, 1 inch 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 3 $\frac{1}{4}$ pints.

BATTERY—6 Volt, 15 plate, 100 ampere-hour capacity.

COOLING—Pump actuated circulation. Oilite Bronze bearing front and rear of pump. Full-length water jacket. Four blade, 17-inch fan. Cooling system water capacity is 3 $\frac{3}{4}$ gallons.

CRANKSHAFT—Four removable precision-type main bearings.

CAMSHAFT—Silent chain driven.

All specifications subject to change without notice.

