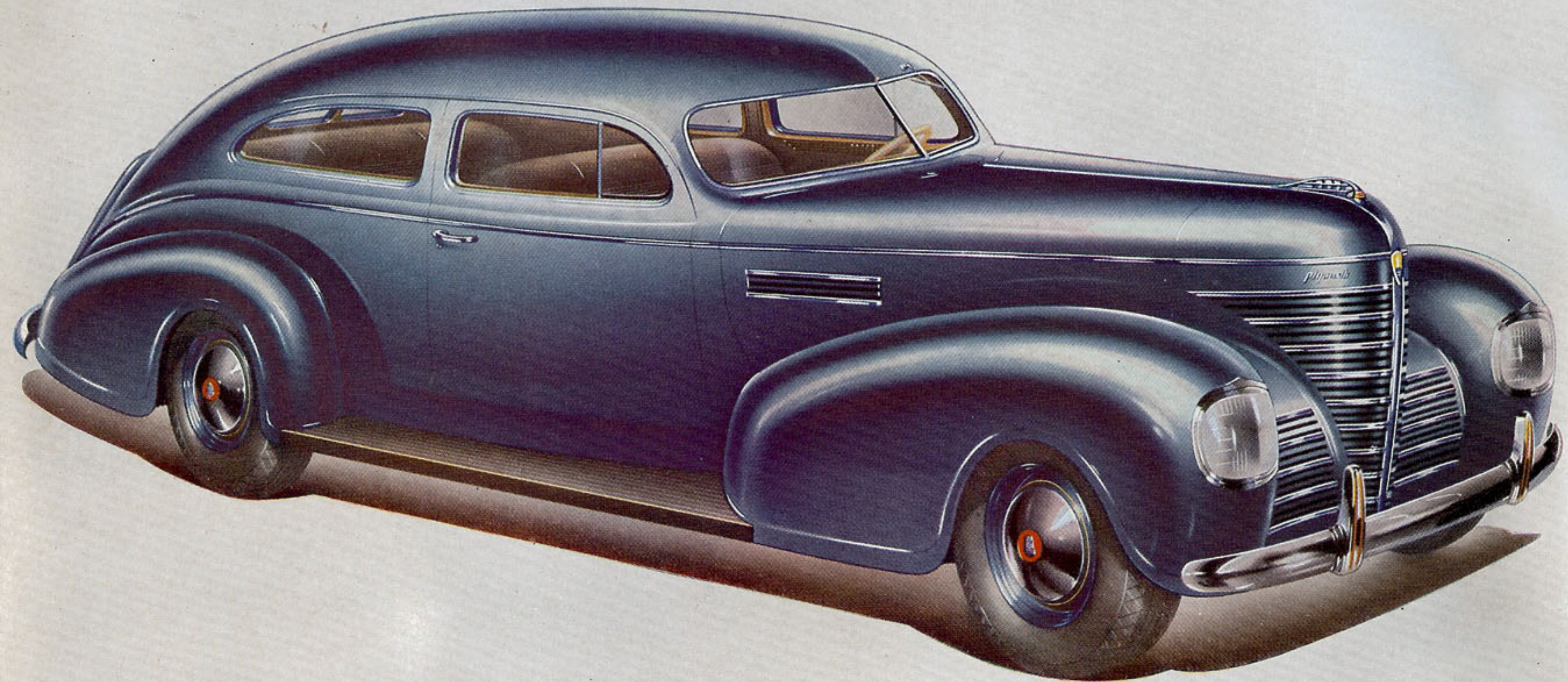


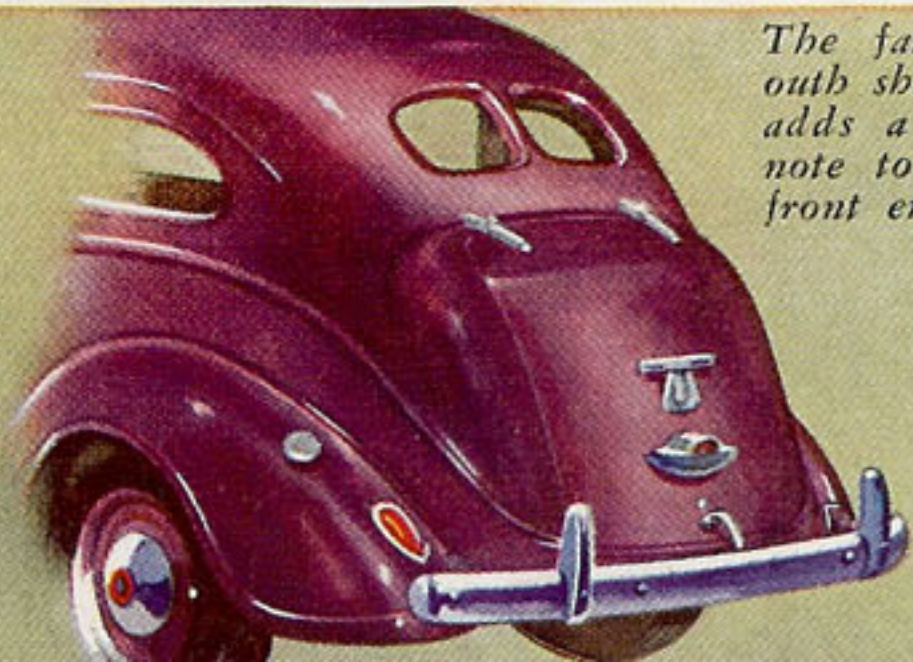
THE DELUXE **PLYMOUTH** FOR 1939



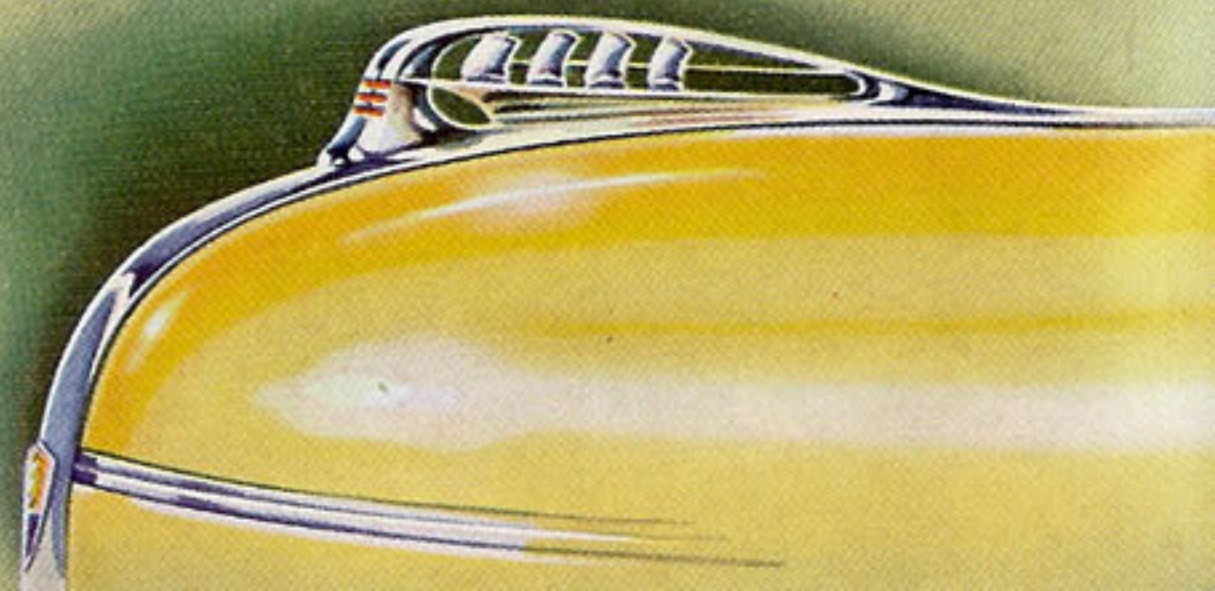
THE DE LUXE PLYMOUTH TWO-DOOR TOURING SEDAN

*Glowing in royal blue, yellow and silver, this richly enameled medallion ornaments the grille.*

*At the rear, the beauty of the body modeling is enhanced by the new grace of fenders, the classic design of the license light.*



*The famous Plymouth ship ornament adds a decorative note to Plymouth's front end design.*



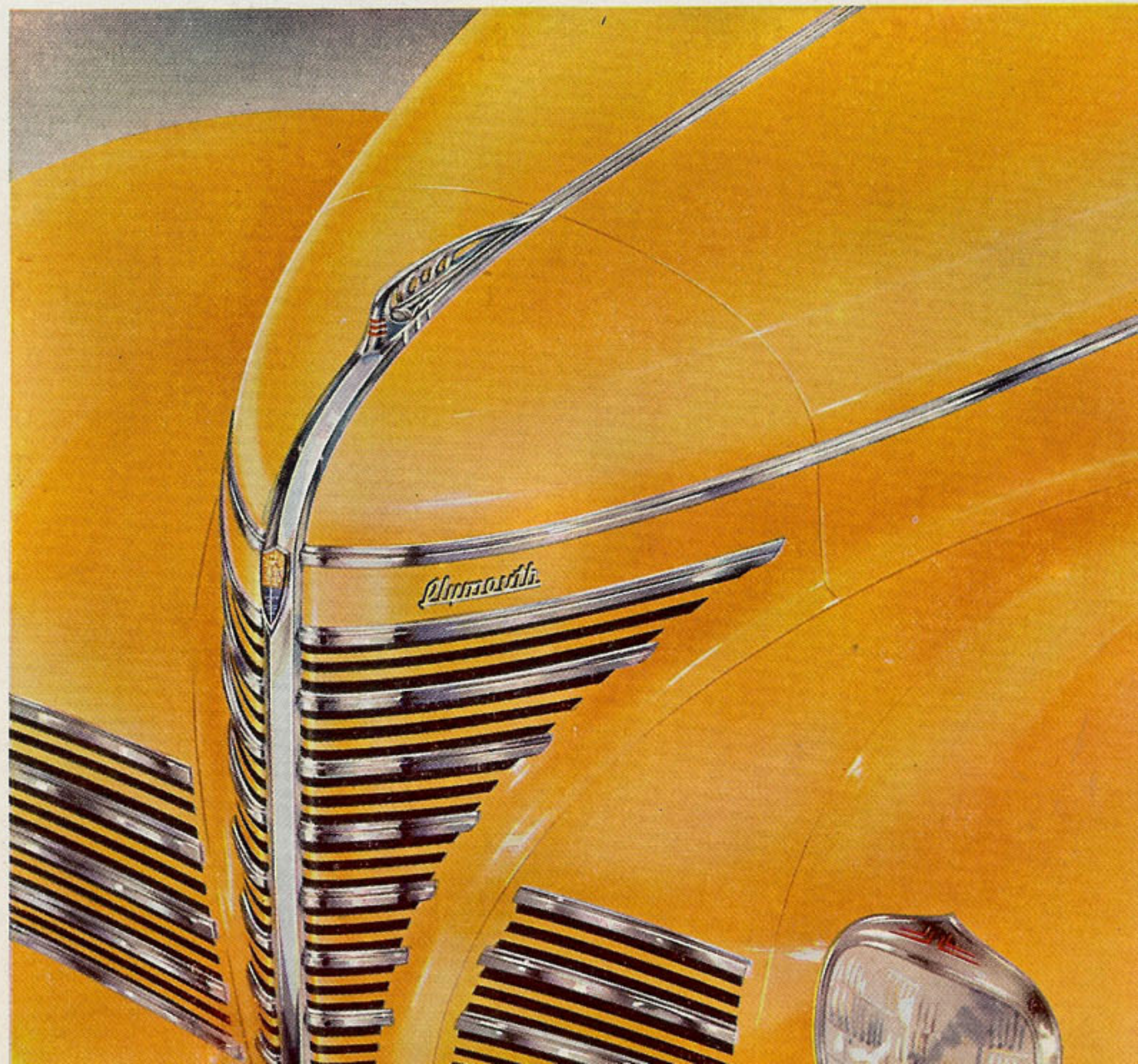
# Breath-taking Beauty makes this big New De Luxe Plymouth the Style Sensation among low price cars . . . . .

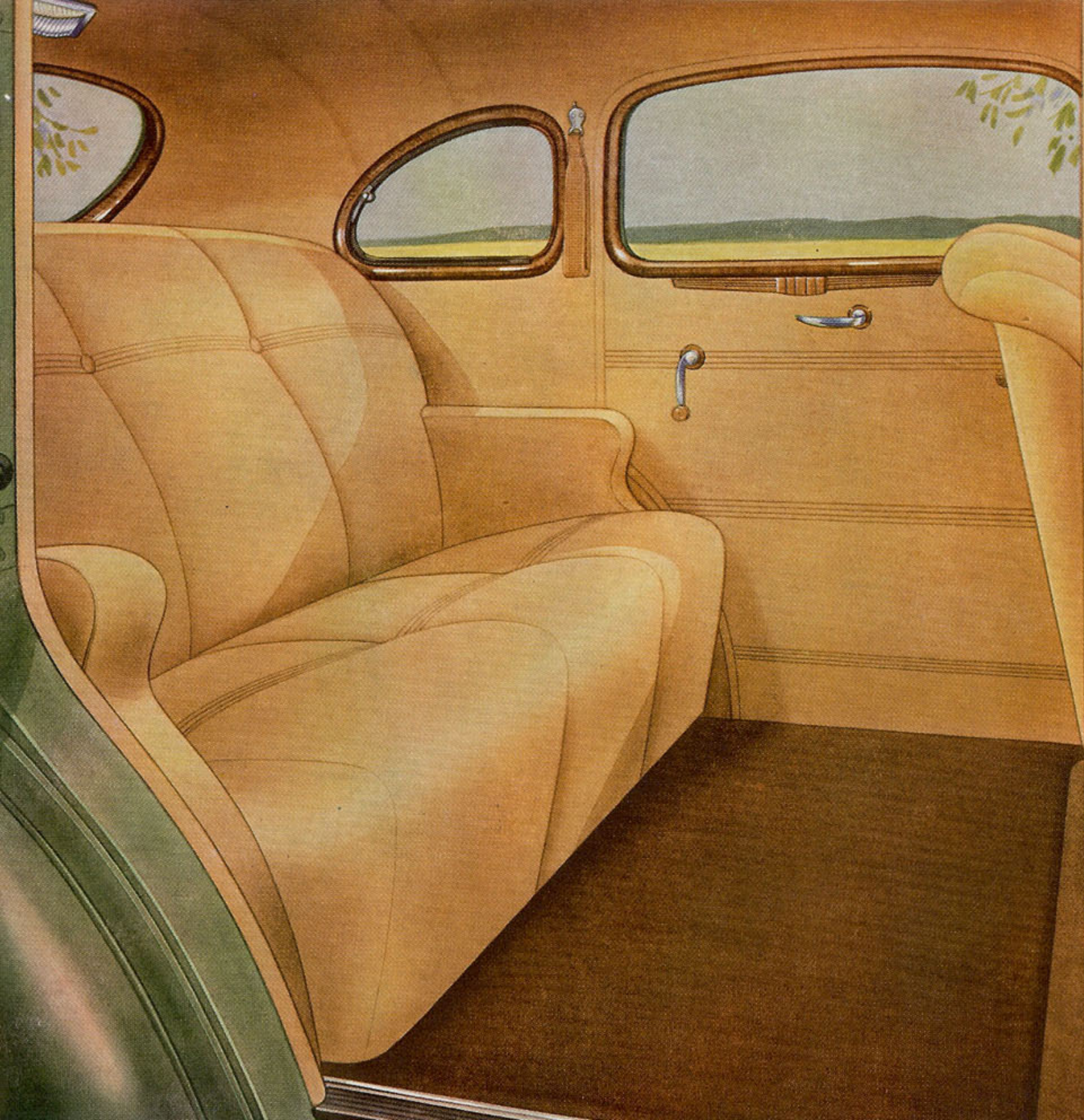
Glamorous new *distinction* in styling . . .  
*new* from front bumper to rear bumper  
. . . *new* outside and inside! Thrilling  
*freshness* of appearance from every view-  
point! *Richness* of beauty never before  
associated with a low-priced car! At first  
sight of it you will agree that this year,  
*Plymouth's the car!* And the longer you  
look at this new Plymouth, the greater  
your delight in its distinguished beauty.

It is only natural to want the car you will be  
proudest to own. It is no more than human  
to desire a car that arouses the envious  
admiration of all who see it. Such a car is  
yours in the big, beautiful 1939 DeLuxe  
Plymouth . . . so beautiful you wouldn't  
believe it is a low-priced car!

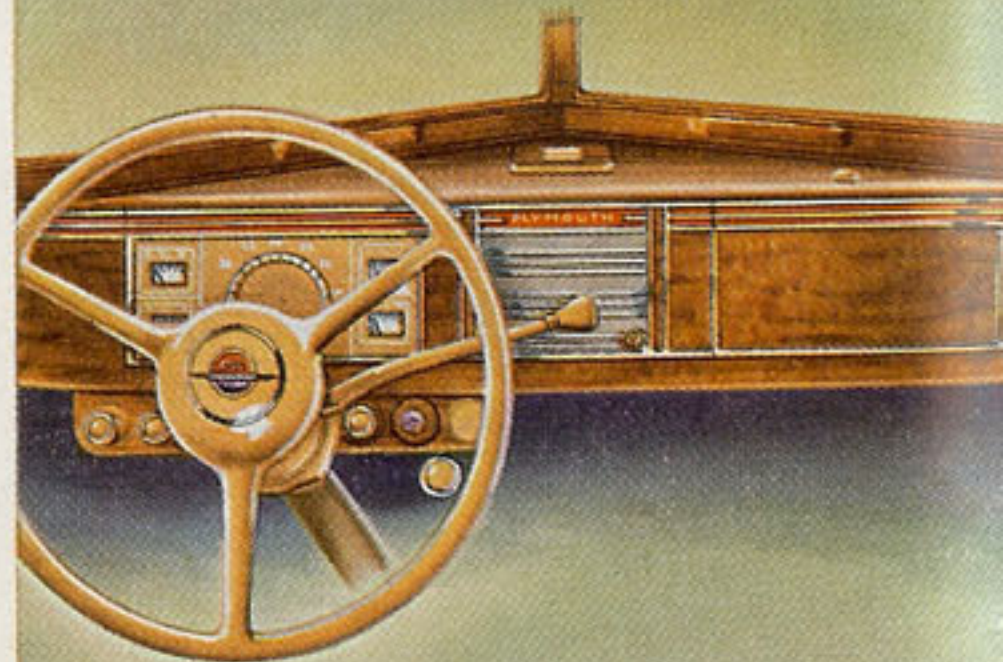
*"I've had three Plymouths in six  
years and drove my last Plymouth  
127,000 miles before turning it in  
for my present one."*

DAVID H. W. BENSON,  
Far Rockaway, N. Y.



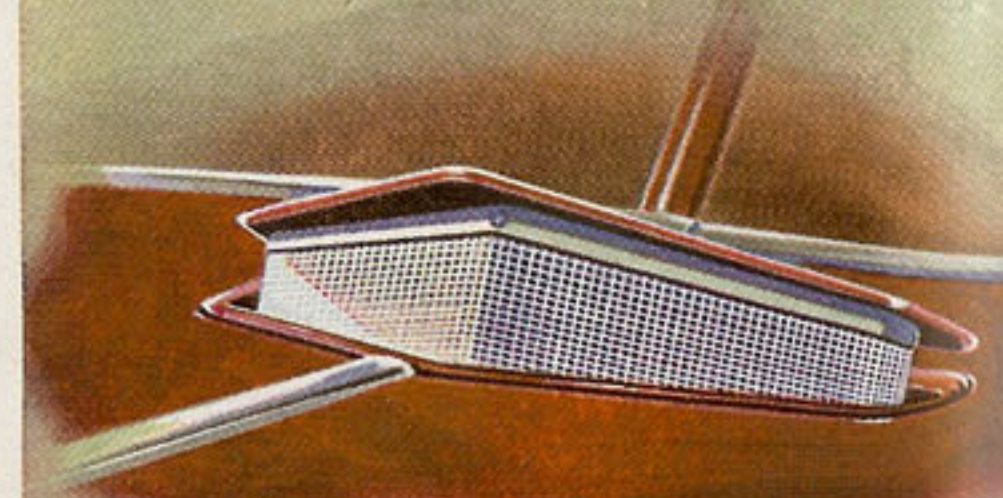


*Ventilating wings are easily adjusted to any desired position. When closed, they are securely locked.*



*Glamorous new distinction is given to the DeLuxe Plymouth interior by this beautifully grained, richly ornamented instrument panel.*

*Wet-weather ventilation is provided by a rain trap in the DeLuxe Plymouth's screened cowl ventilator, which can be kept open even in rainy or snowy weather to admit fresh air.*



# You will marvel that a Low- Priced Car can give you the Extra Size and Room, the Sumptuous Luxury of this new De Luxe Plymouth . . .

Extra inches of seat room, of head room, of leg room in the big, beautiful 1939 De Luxe Plymouth mean restful relaxation in place of being cramped and crowded.

And in the roomy new Plymouth interior you find lavish provision for pleasing your sense of beauty and luxury.

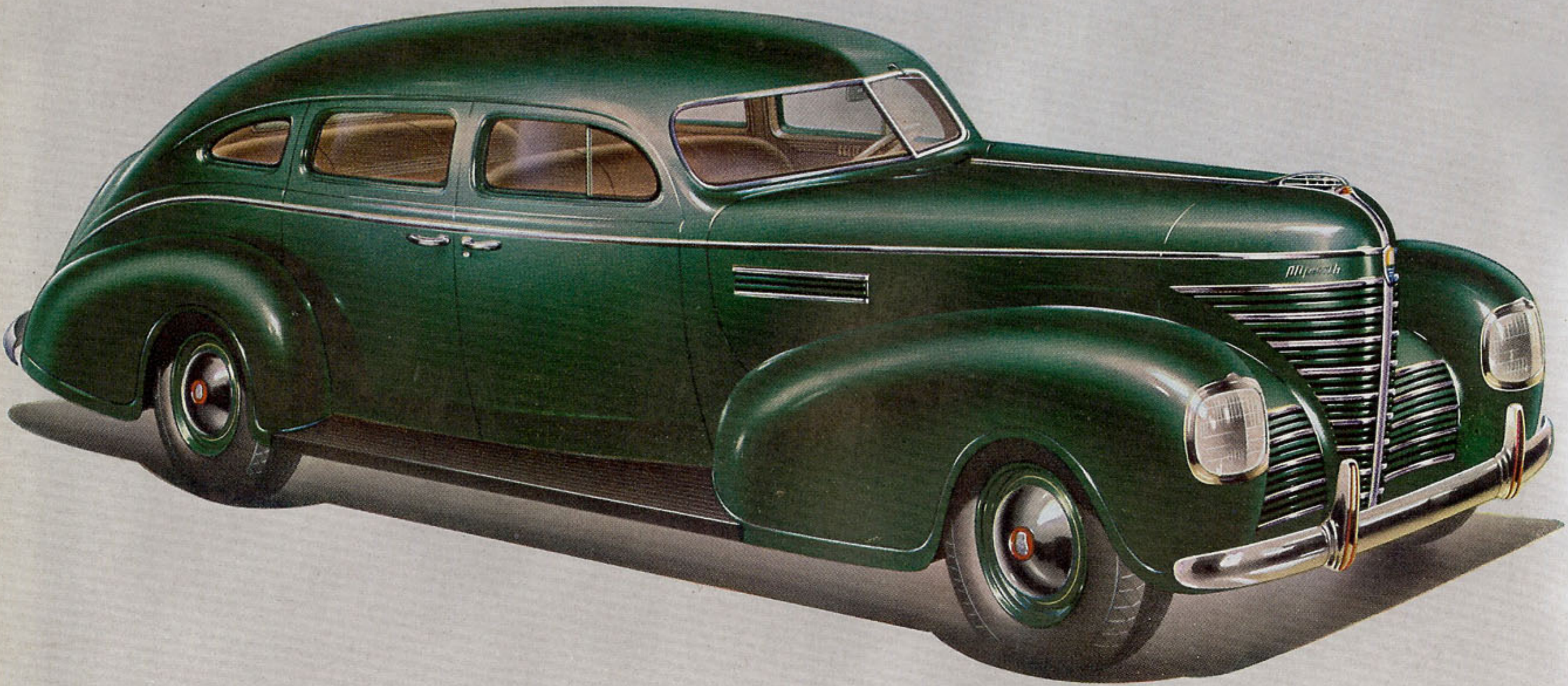
This year, determine to get the most size and room, the most luxurious transportation your money will buy. Choose the new 1939 De Luxe Plymouth as your next car.



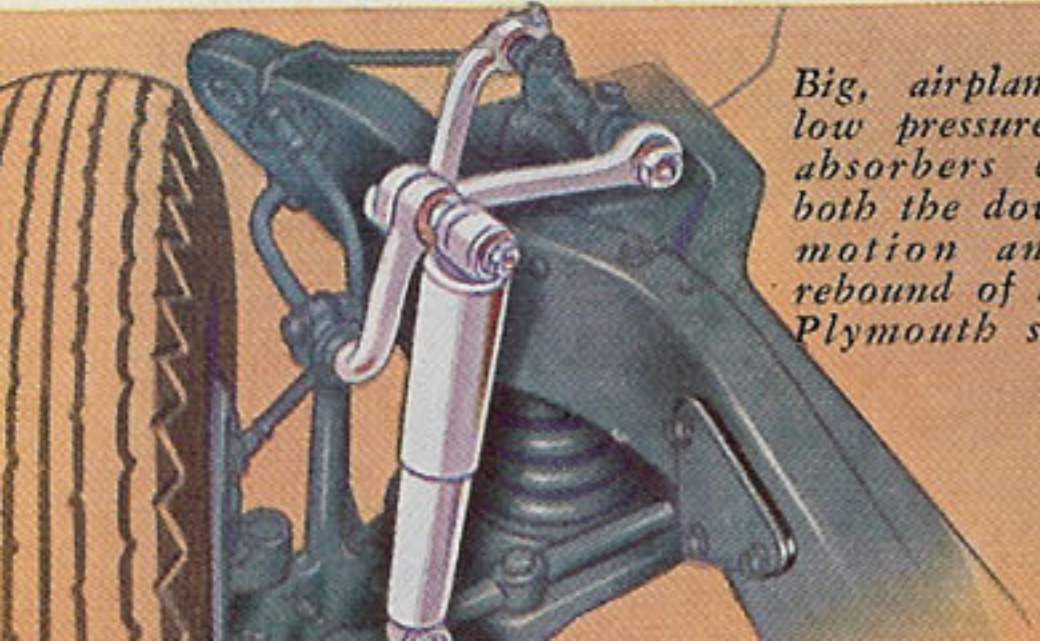
*"This is my second Plymouth, although there are three in our immediate family. This car has gone more than 7000 miles with no upkeep expense whatsoever. I average 20 to 23 miles per gallon according to the trip and never add oil between changes."*

MRS. DOROTHY M. WEIGL,  
Bellaire, N. Y.





THE DE LUXE PLYMOUTH FOUR-DOOR TOURING SEDAN

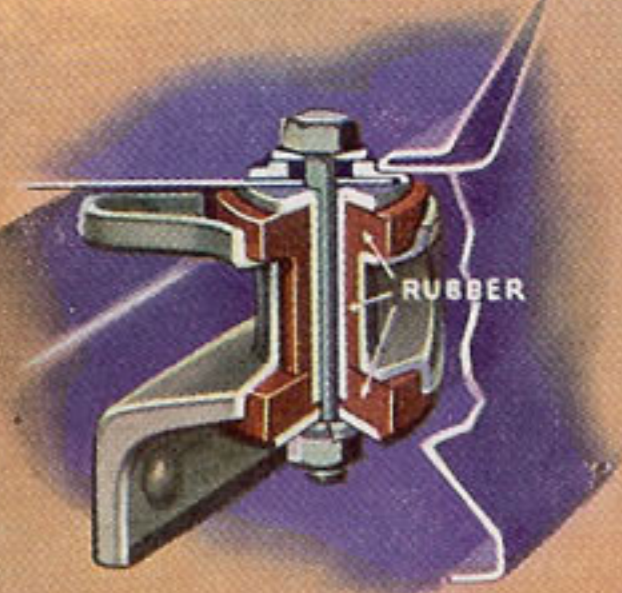


*Big, airplane type low pressure shock absorbers control both the downward motion and the rebound of all four Plymouth springs.*



*Seats chair height from the low, flat floor give the most natural and restful sitting position.*

*Rubber-poise body mountings absorb road noises usually transmitted from the frame to the body of a car.*



**Around the block or across the continent,  
this new Plymouth amazes you with a  
Ride such as no other low-priced car ever  
gave before . . . . .**

Now, in a low-priced car, you can have the kind of *ride* you have hoped some day to have! Now, in the De Luxe Plymouth for 1939, you get a ride so soft, so steady, so luxuriously restful that you won't believe it is a low-priced car.

New Amola Steel Coil Springs give you individual front wheel springing of the design formerly used only on higher priced cars! Soft-acting rear springs, with thin, tapered leaves of Amola Steel cradle you gently.

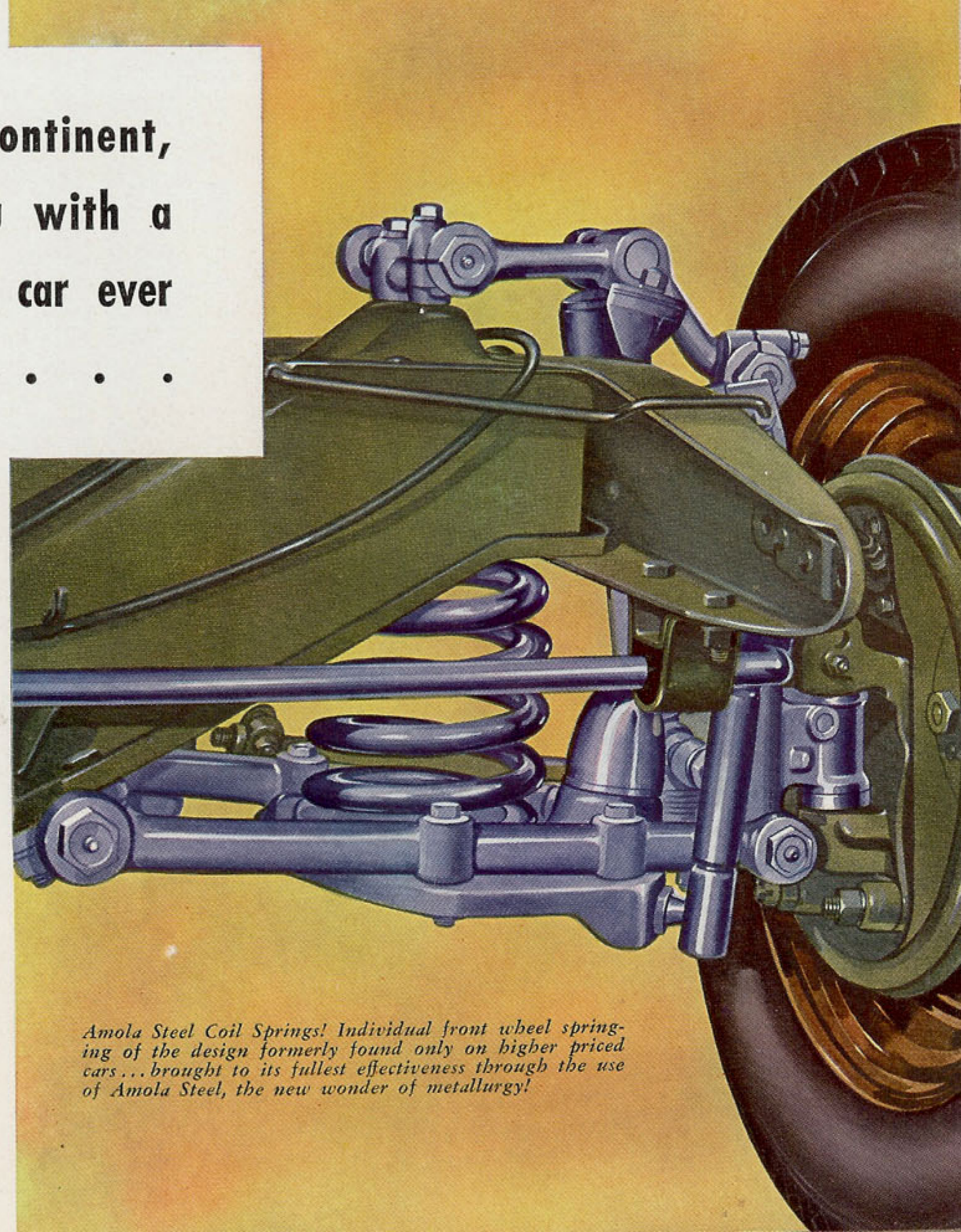
"Radio studio" sound-proofing shuts out nerve-tiring noise. Floating Power engine mountings free you from the fatiguing effects of vibration.

When you ride in a De Luxe Plymouth you arrive at your destination relaxed and rested.

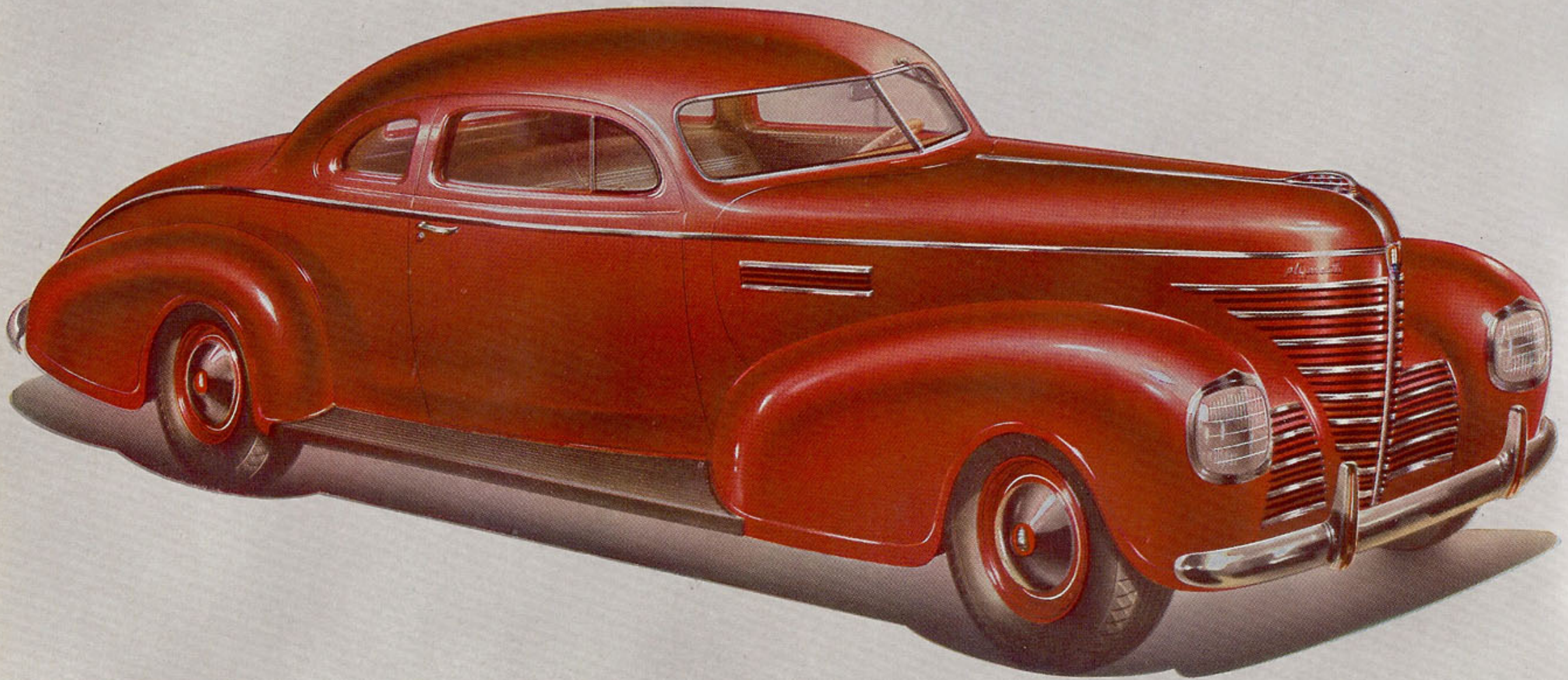


*"I've driven my Plymouth over 82,000 miles—plenty of abuse—and the head has never been off the motor. Once in a while I spend a few dollars for upkeep. I get better than 20 miles to the gallon, use very little oil."*


C. EDWARD BLANCHARD,  
Uxbridge, Mass.



*Amola Steel Coil Springs! Individual front wheel springing of the design formerly found only on higher priced cars...brought to its fullest effectiveness through the use of Amola Steel, the new wonder of metallurgy!*



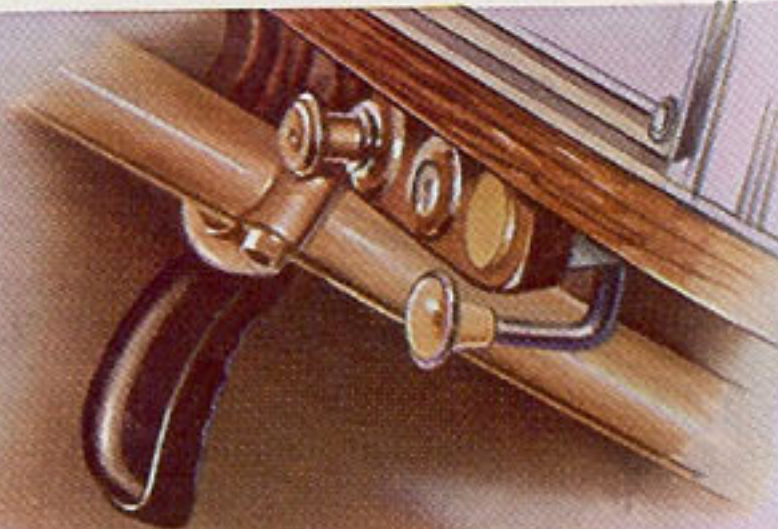
THE DE LUXE PLYMOUTH COUPE



Clear front compartment floor! Nothing to obstruct leg room. The center passenger rides as comfortably as those on either side.



Along with Perfected Remote Control Shifting, a new All-Silent Auto-Mesh Transmission, with helical-cut carburized gears of Amola Steel.



Up under the cowl to the left, the handbrake lever is out of the way yet easy to reach.



## The year's most startling development for handling ease and driving thrill . . . Perfected Remote Control Shifting . . . .

Who would expect so revolutionary an improvement as *standard equipment* on a *low-priced car*? Yet Plymouth's got it . . . and this new, easier way to shift gears is yours at *no extra cost!*

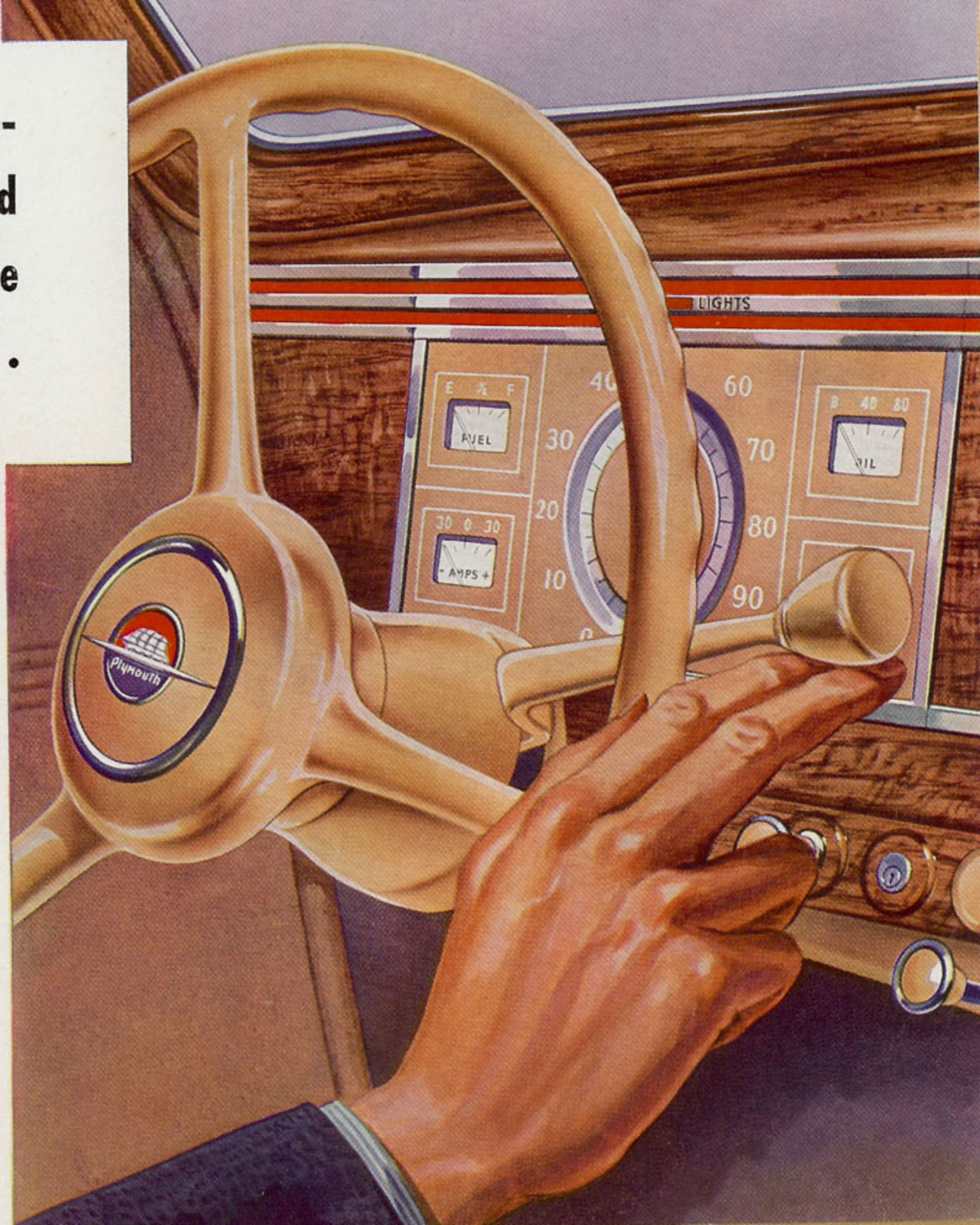
Shift as you always have—there's nothing new to learn. Yet the shifting lever on the steering post is much easier to operate than the old lever in the floor . . . and it's much more convenient.

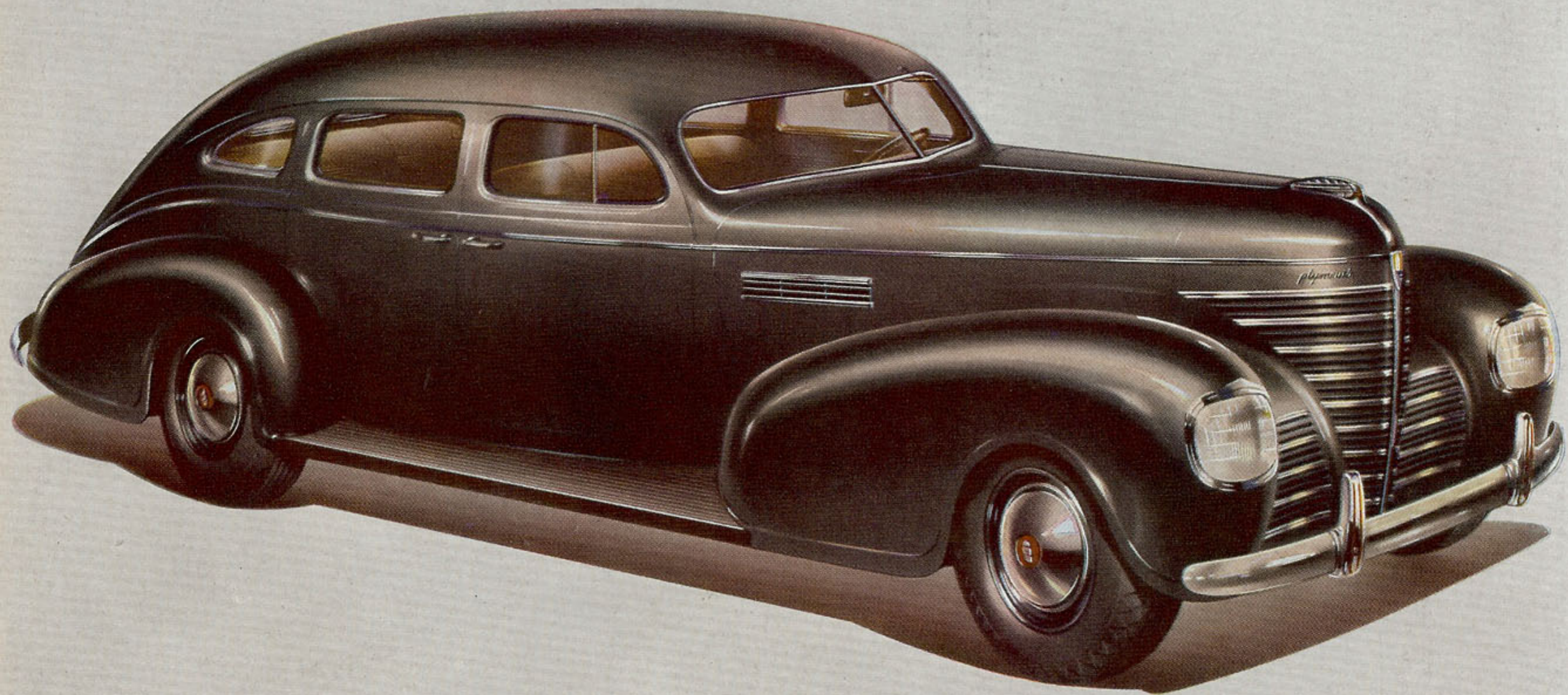
And now, with no gear shift lever in the floor, with the handbrake up under the cowl to the driver's left, nothing obstructs the leg room of the front compartment.



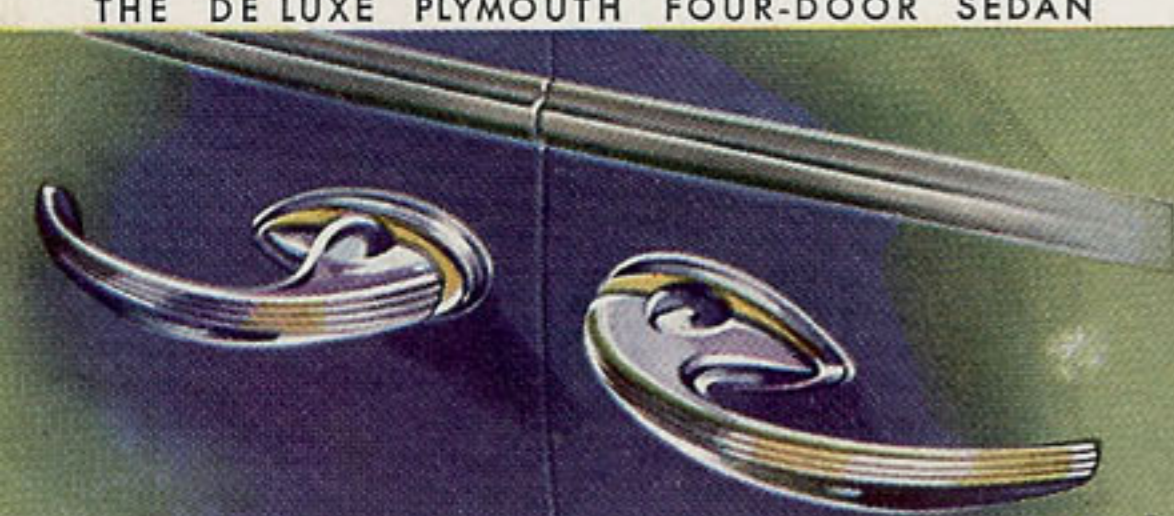
*"I've had practically no expense on three Plymouths and I drive about 35,000 miles a year."*

CLARENCE W. KLECKNER,  
Rockford, Illinois





THE DE LUXE PLYMOUTH FOUR-DOOR SEDAN



*Door handles of modern classic design curve gracefully inward.*

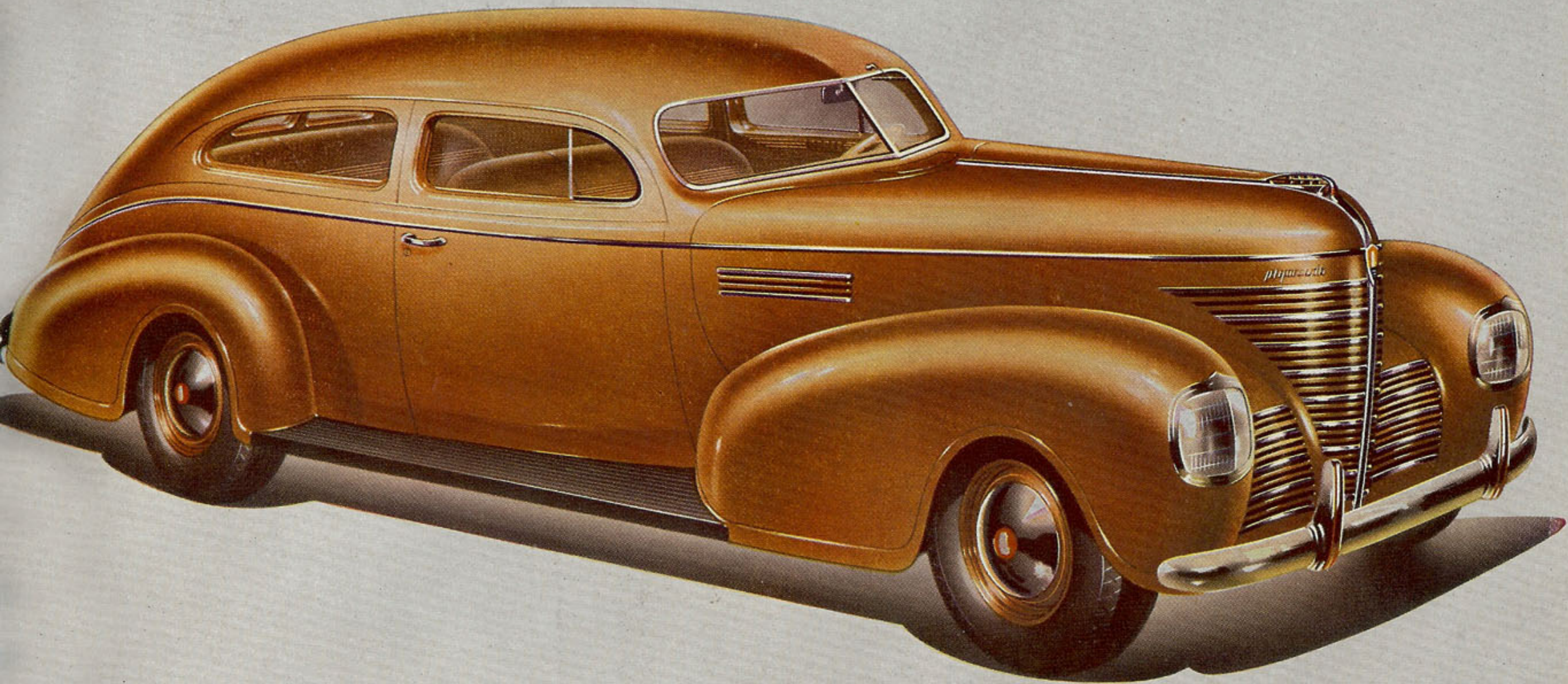


*The unique reading lamp.*



*The rear license light.*

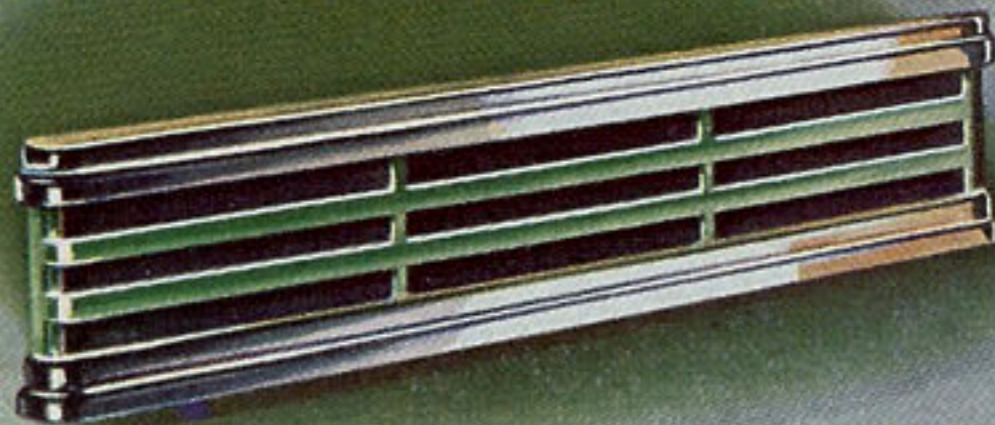




THE DE LUXE PLYMOUTH TWO-DOOR SEDAN

*Brilliant new functional styling gives 1939 Plymouth headlamps new high efficiency. Safer, less glare, wider and further illumination!*

*A distinctive style note is added by the smart hood louvers, trimmed in sparkling chrome.*



*A distinctly decorative touch is given by the medallion-like tail-lamp.*



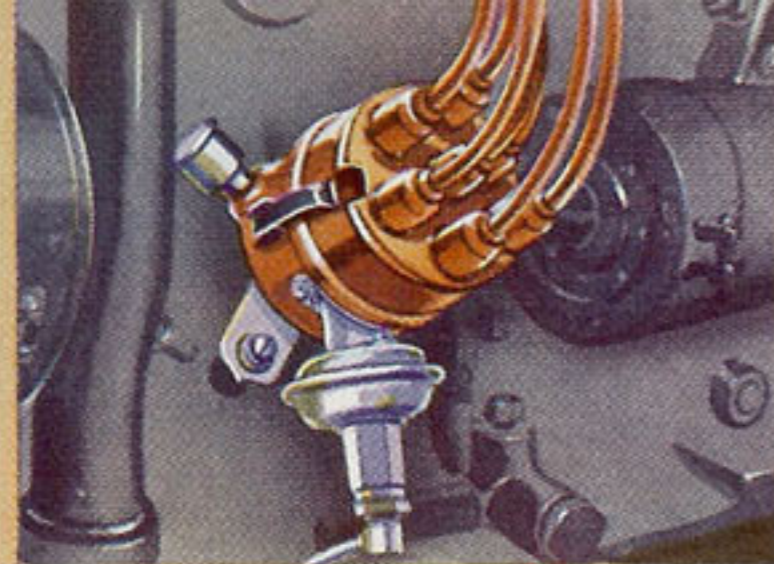


**ECONOMY!** This De Luxe Plymouth oil filter makes oil last longer.



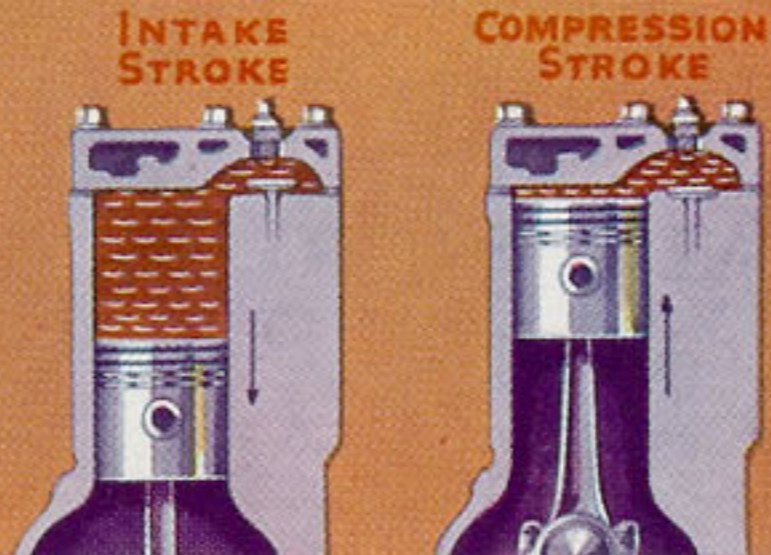
**LONG LIFE!** Complete crankcase ventilation expels harmful gases.

**ECONOMY!** Light weight aluminum alloy pistons, with four rings.

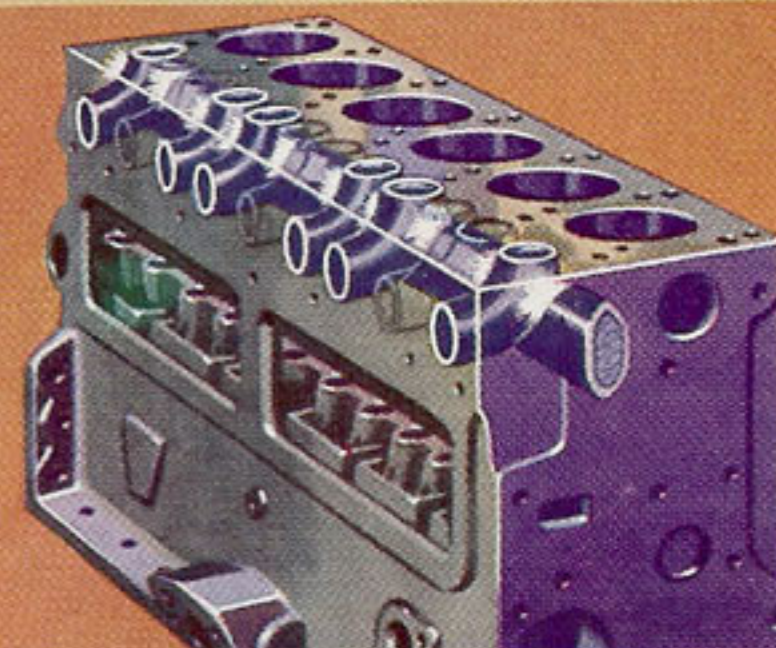
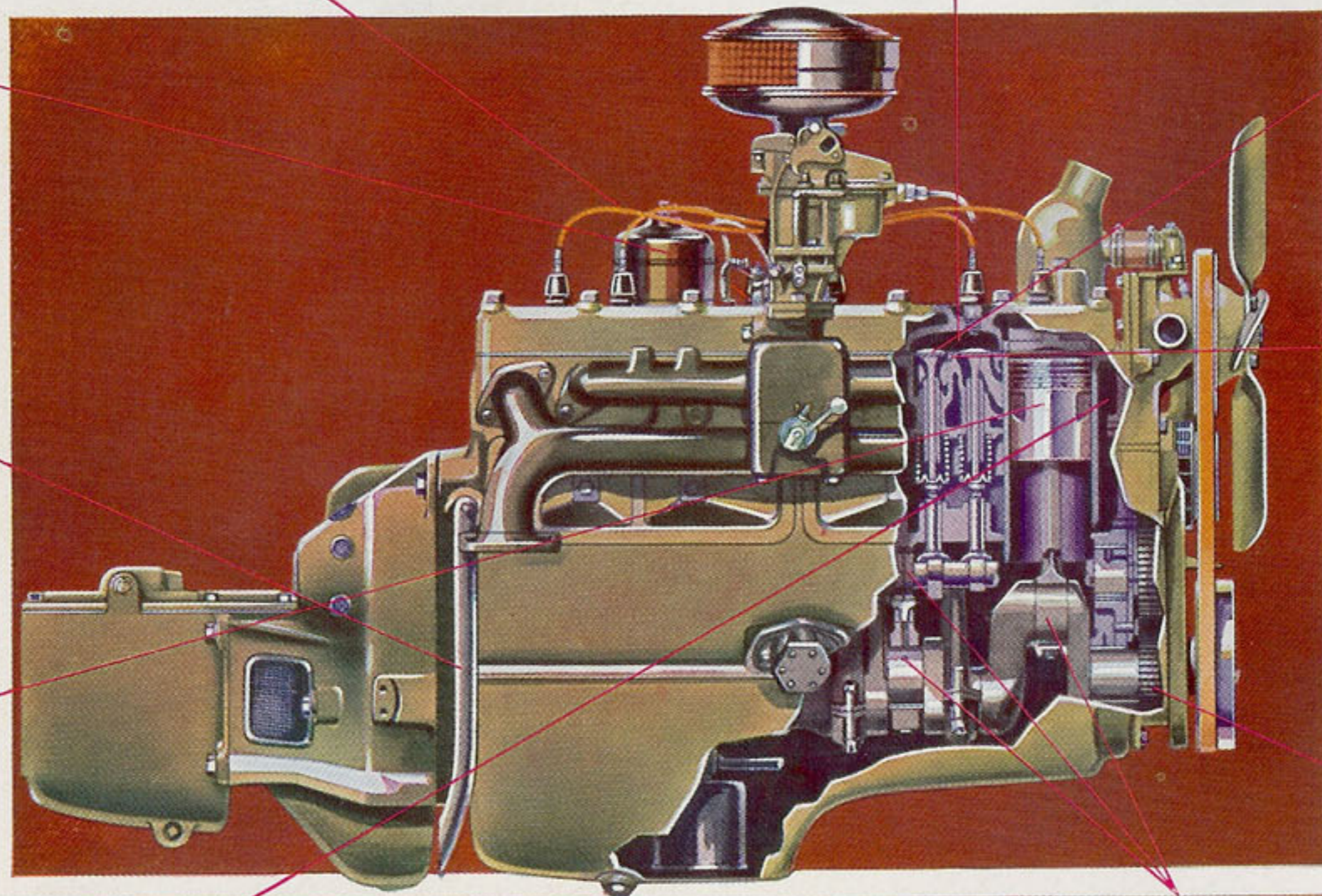


**QUIET!** Calibrated Ignition prevents spark knock and engine "ping."

**ECONOMY AND POWER!** 6.7 to 1 compression ratio—more power from less fuel.

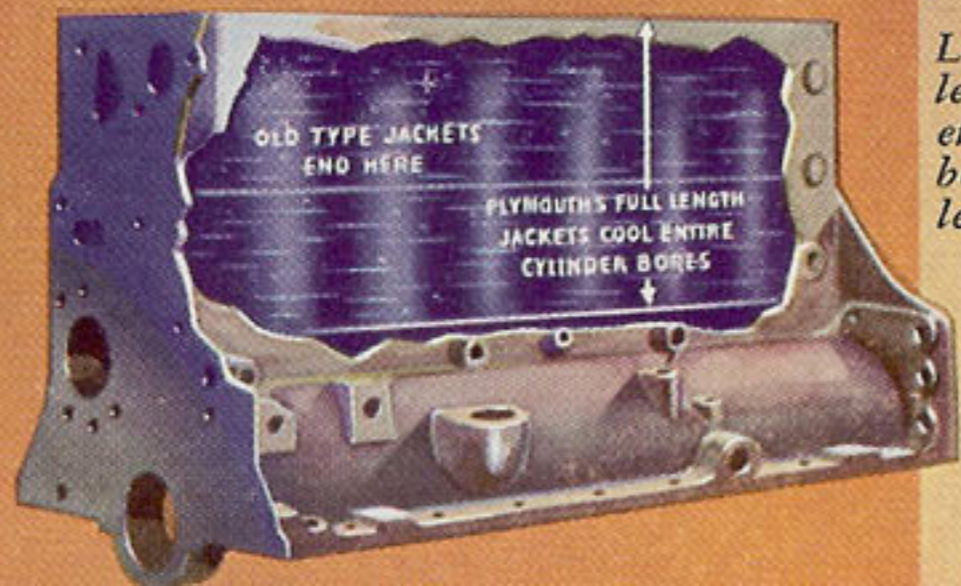


**ECONOMY!** By maintaining the close seal between valve and valve seat, exhaust valve seat inserts greatly reduce frequency of valve grinding.



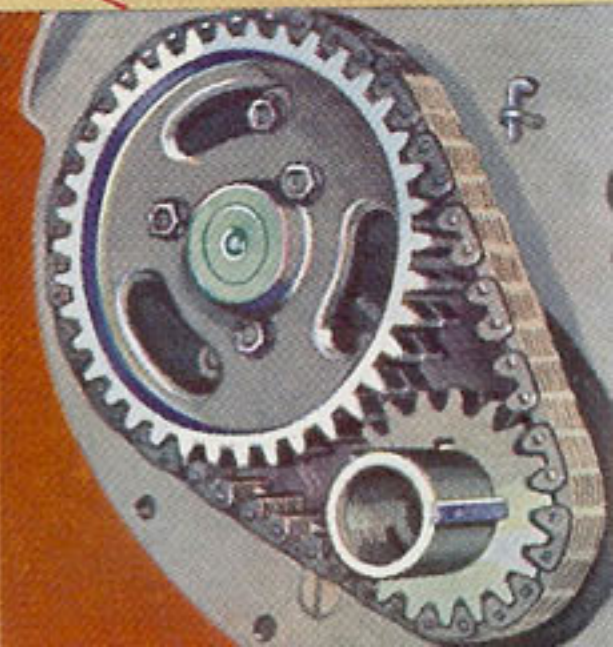
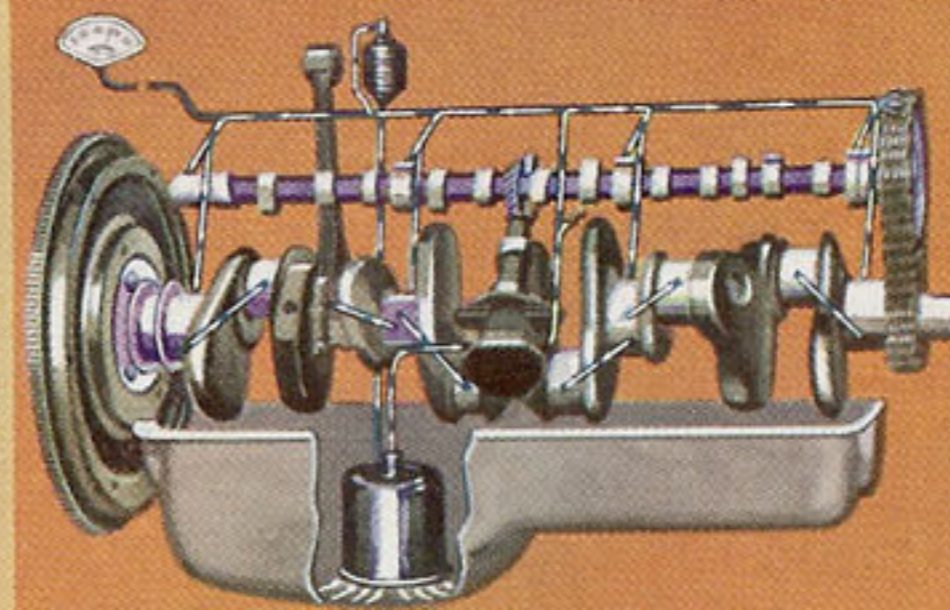
**LONG LIFE!** Drawing shows how all exhaust valve assemblies are cooled by water of the same temperature.

**QUIET!** Plymouth's chain camshaft drive has far greater contact surface than gears alone and gives permanently quiet operation.



**LONG LIFE!** Full length water jackets cool cylinder bores their entire lengths.

**LONG LIFE!** Full pressure lubrication to all camshaft, main and connecting rod bearings.



# In the new Plymouth, you get an engine as famous for its Brilliant, Full-powered Performance as for its Record Economy and Long Life . . .

No other low-priced car engine has so many advanced engineering features that contribute to greater economy, thrilling performance, quiet operation, longer life!

Now, for 1939, important developments in design increase the engine torque, give you new high-torque engine performance!

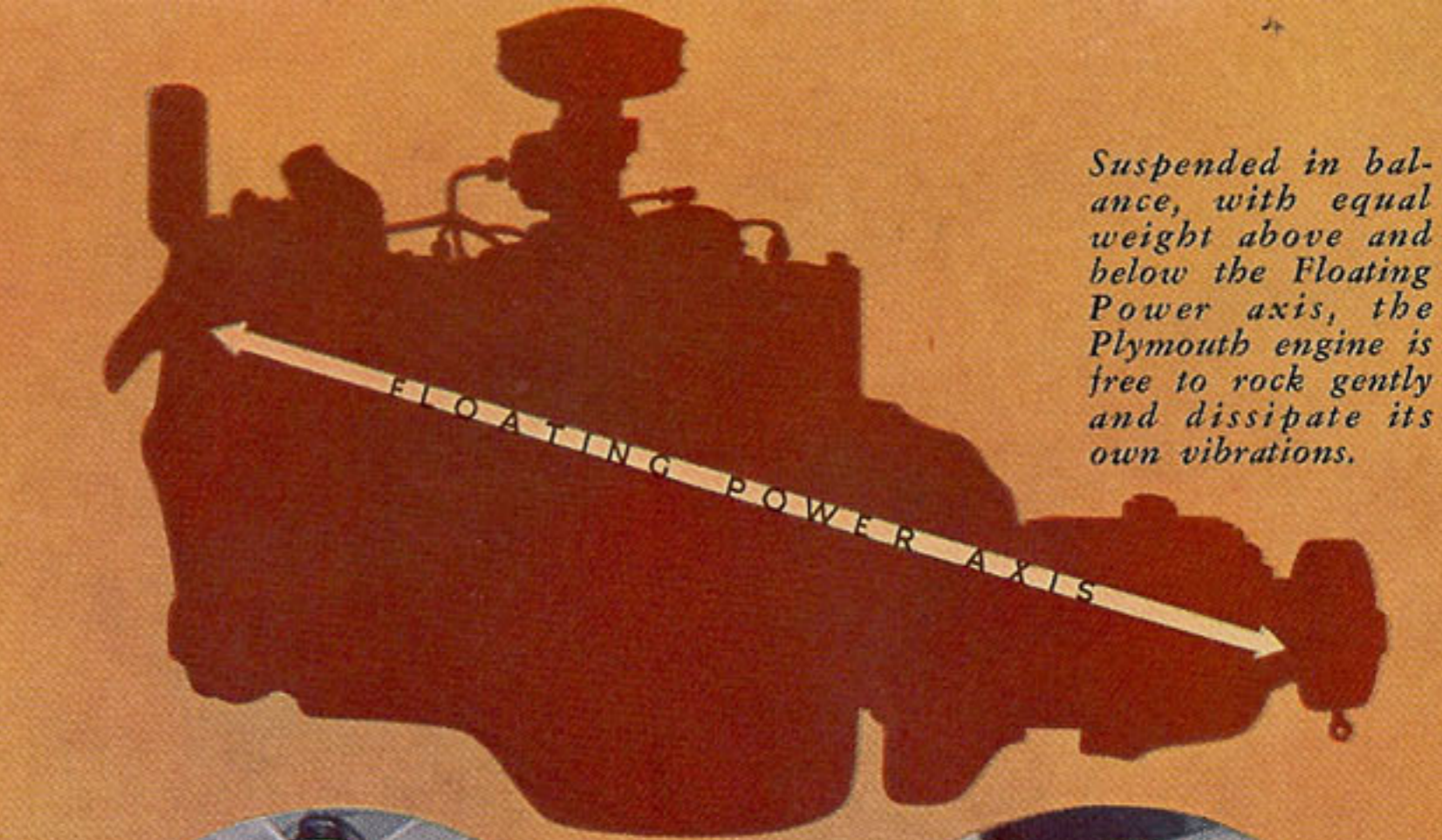
Now, the newest advancements in piston construction and new surface-treated compression rings safeguard against the possibility of scoring cylinders . . . against power loss and oil waste!

And there is no need to decide between power and economy in your new car. Choose a big, beautiful De Luxe Plymouth and get both!

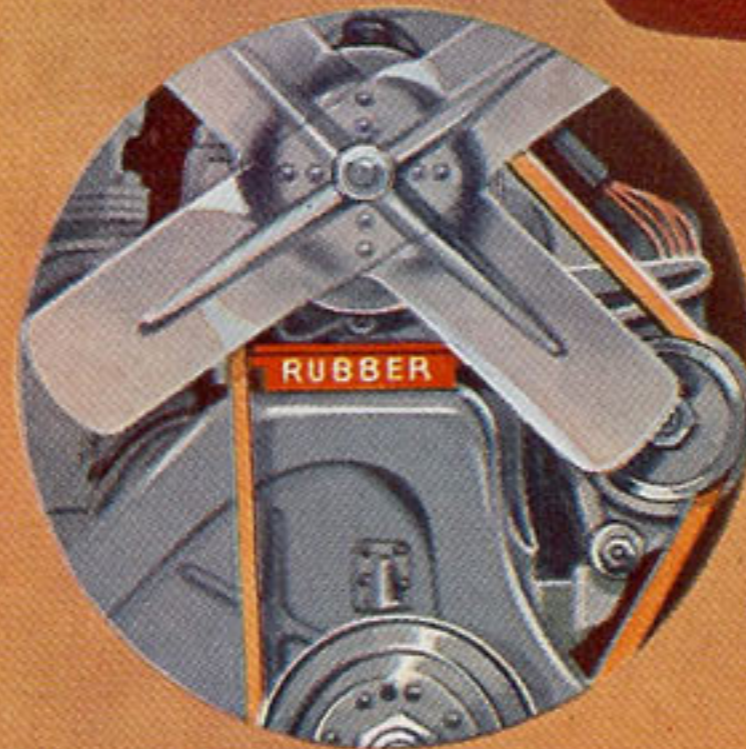


*"I drive 50 miles daily between home and office and have never had the slightest engine trouble with the car. I average 19 miles per gallon on these trips and find the car taking the steepest hills smoothly and easily."*

MISS GRACE MONTGOMERY,  
Los Angeles, Calif.



*Suspended in balance, with equal weight above and below the Floating Power axis, the Plymouth engine is free to rock gently and dissipate its own vibrations.*



*At the front, the Plymouth engine is suspended by this patented Floating Power mounting of live rubber inseparably bonded to steel.*

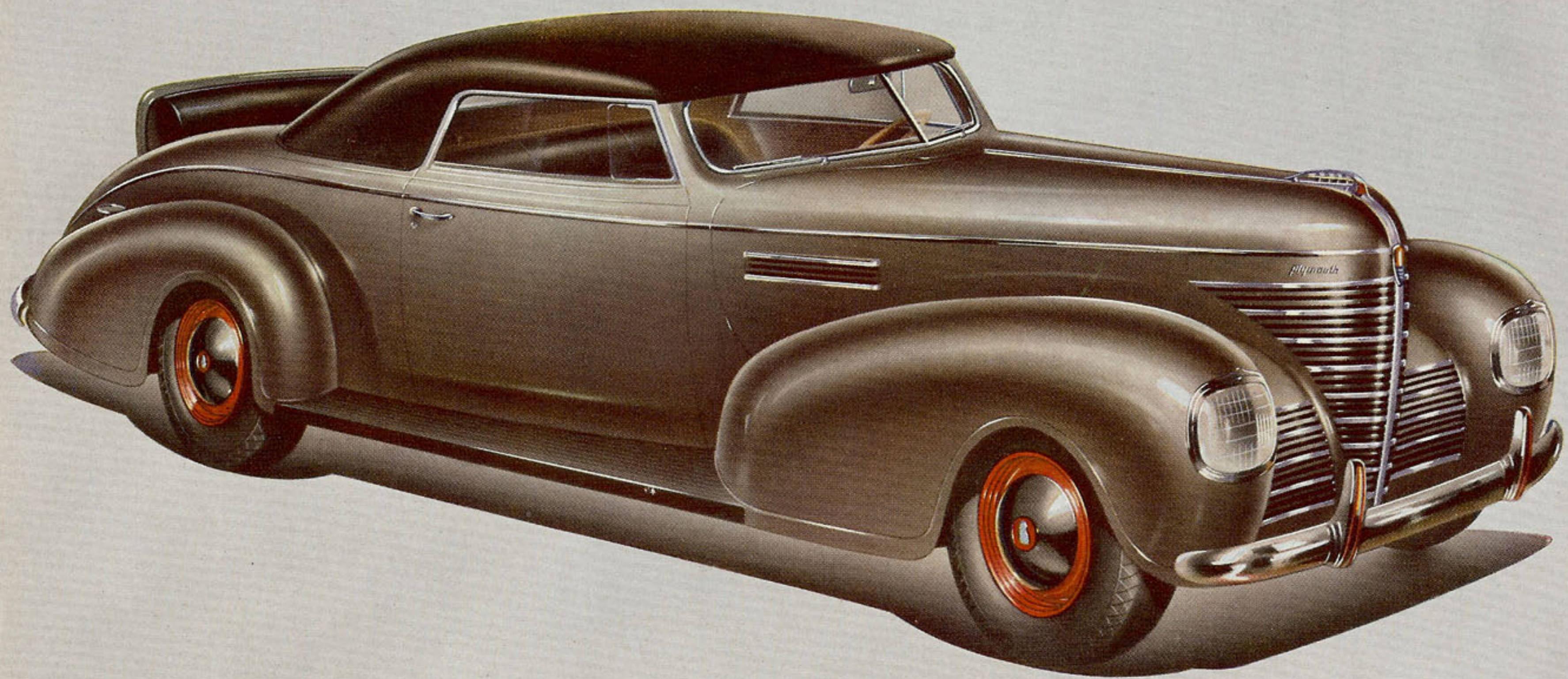


*Spool-shaped mountings of live rubber, low at the rear of the Plymouth engine, absorb the gentle rocking motion of the engine.*



*All automobile engines vibrate as the result of power impulses. With most of weight above the mountings, (right) this vibration is intensified and transmitted to frame and body. With Floating Power (left) the weight below the center of balance resists movement by the equal weight above and the power impulses result only in a gentle rocking motion.*

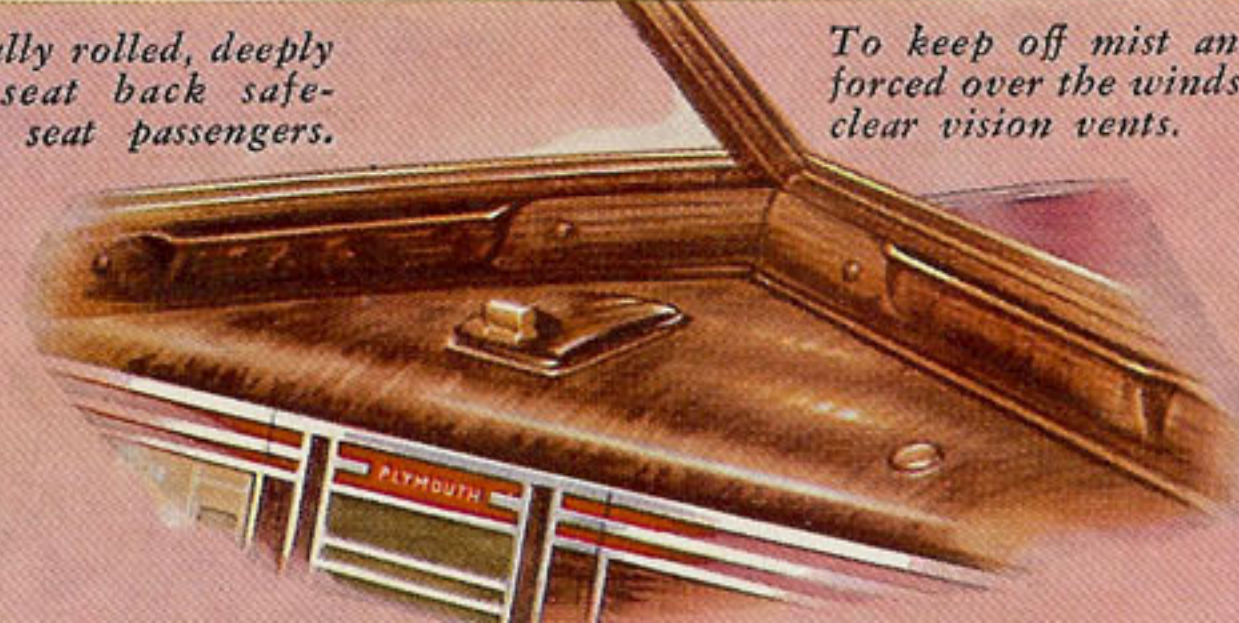




DE LUXE PLYMOUTH CONVERTIBLE COUPE



*This gracefully rolled, deeply cushioned seat back safeguards rear seat passengers.*



*To keep off mist and frost, air can be forced over the windshield through these clear vision vents.*

*Safety Signal Speedometer flashes a green light at car speeds up to thirty miles an hour... amber from thirty to fifty... beyond fifty, a warning red.*



# PLYMOUTH presents a CONVERTIBLE COUPE

that is

*Quickly  
Convertible*

It's the most sensational advancement ever before available in a convertible model!

Gone is the struggle to change from closed to open car. With the engine running, a light twist of your fingers on a button in the instrument panel—and the top of this new Plymouth Convertible Coupe rises into position. You lock it securely . . . easily . . . from the driver's seat.

Then—unlock it . . . another twist on the control button . . . and, with practically effortless assistance from you to accelerate the operation, the top folds back and is lowered into the boot.

That's all there is to it! That's all it requires to turn this 1939 Plymouth Convertible from closed car to open car, or from open to closed car. Two vacuum cylinders, connected to the engine manifold do all the work!

Now, get this new thrill of driving a Convertible! Plymouth gives it to you . . . in the 1939 De Luxe Plymouth Convertible Coupe.



*This sensational power-operated top is standard equipment at no extra cost on the big, beautiful 1939 De Luxe Plymouth Convertible Coupe.*

# To get the newest in Safety, choose Plymouth's Safety Steel Body and Safety Styling . . . . .

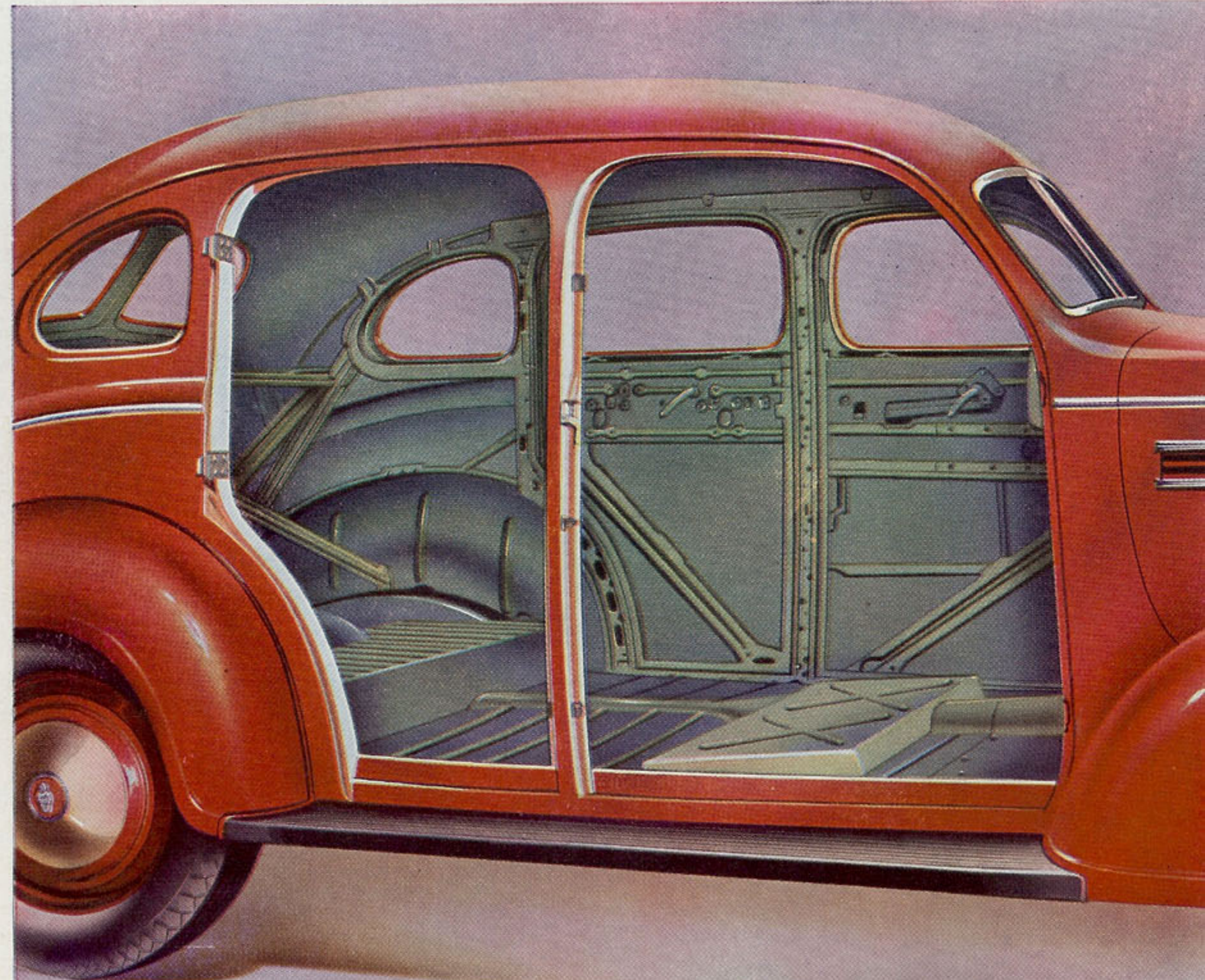
Plymouth, pioneer of the Safety Steel body, still leads in all-steel body construction. Not only are the top, floor, side panels and posts of the Plymouth Safety Steel body welded into a rigid unit all of steel. Extra steel reinforcing, extra steel bracing at every point of greatest stress and strain give the Plymouth body unusual strength, rigidity and long life.

And today, the newest in safety means a Safety Styled interior, with no protruding points and knobs, no sharp edges that could result in injury to passengers . . . and interior such as that of the big, beautiful 1939 Plymouth.

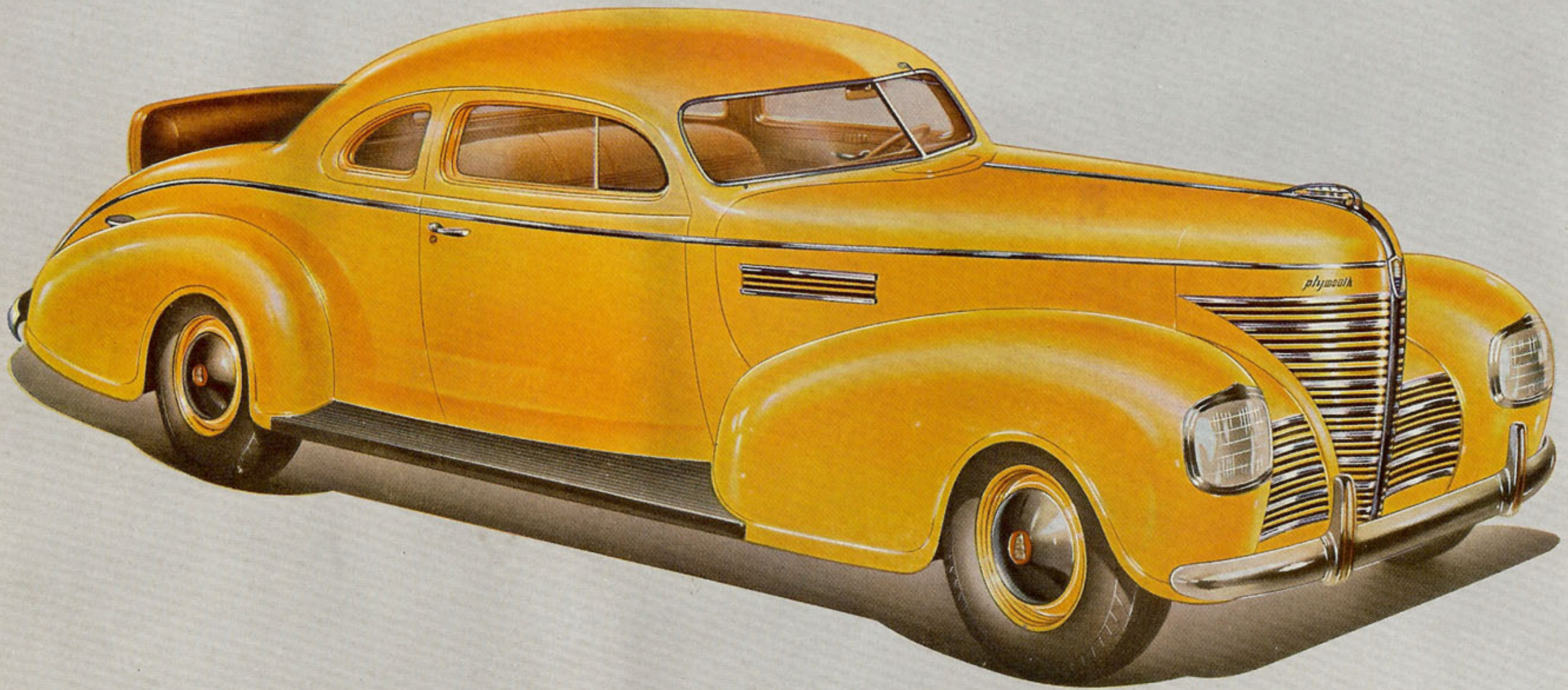
*"I wouldn't buy any other car. More than 73,000 miles and no valve grind, bearings okey . . . plenty of power . . . everything fine!"*



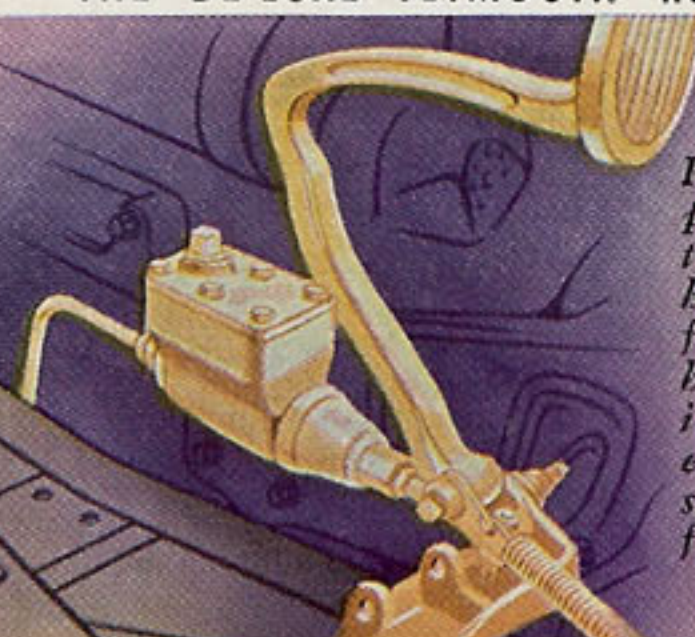
FLOY CASKEY,  
Reedley, California



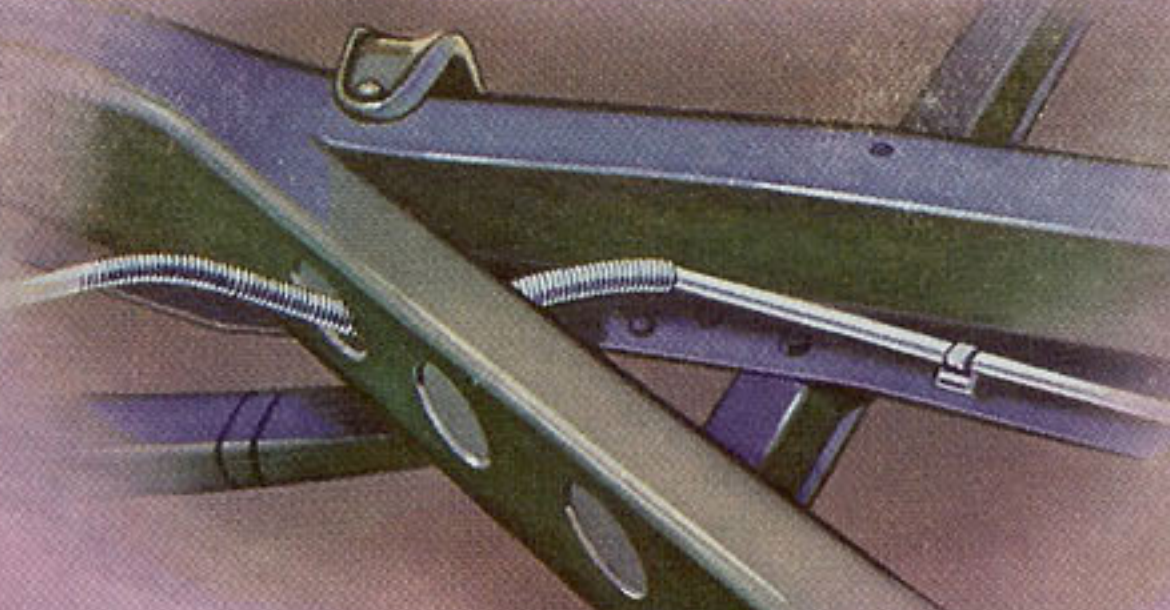




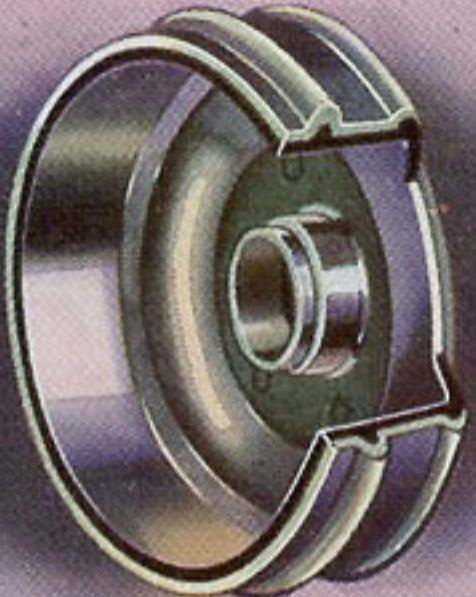
THE DE LUXE PLYMOUTH RUMBLE SEAT COUPE



Pressure on the pedal moves a piston in the master hydraulic cylinder from which the hydraulic pressure is transmitted equally and at the same instant to all four wheels.



The heavy tubing containing the fluid through which the hydraulic pressure is transmitted is carried inside the frame channels... protected!



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

## The Smooth Control engineered into Plymouth's 100% Hydraulic, Double-Action Brakes assures you the Safest Stopping

*Smooth* stopping, always under your perfect control! No harmful "self-energizing" . . . no unexpected brake pressure to throw passengers forward.

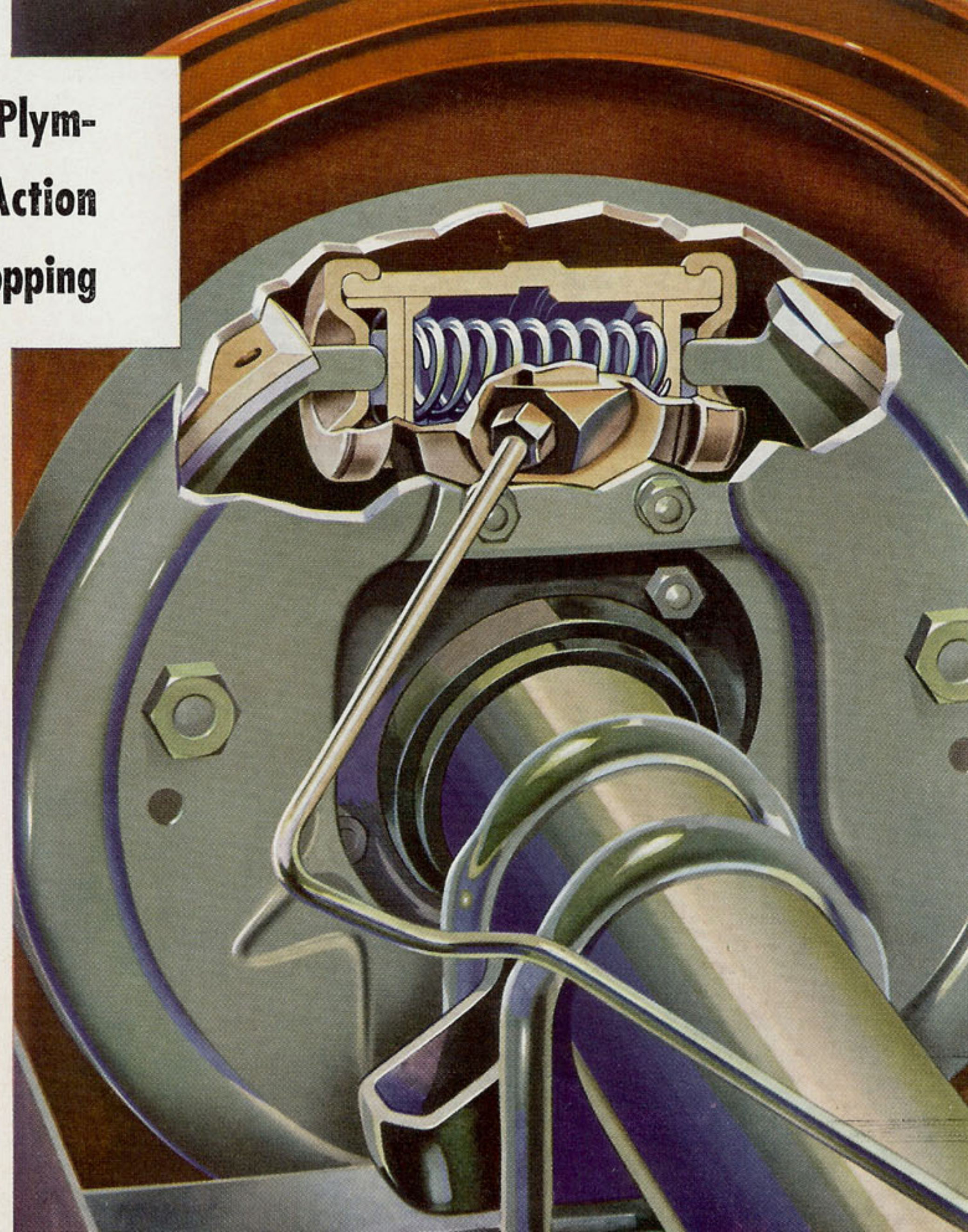
Foot pressure on the Plymouth brake pedal is transmitted *entirely* by hydraulics to *both* brake shoes at each wheel. And to offset the tendency of front shoes to throw themselves against the drums harder than rear shoes, the rear piston in the hydraulic cylinder at each wheel is larger than the front cylinder, exerts more push.

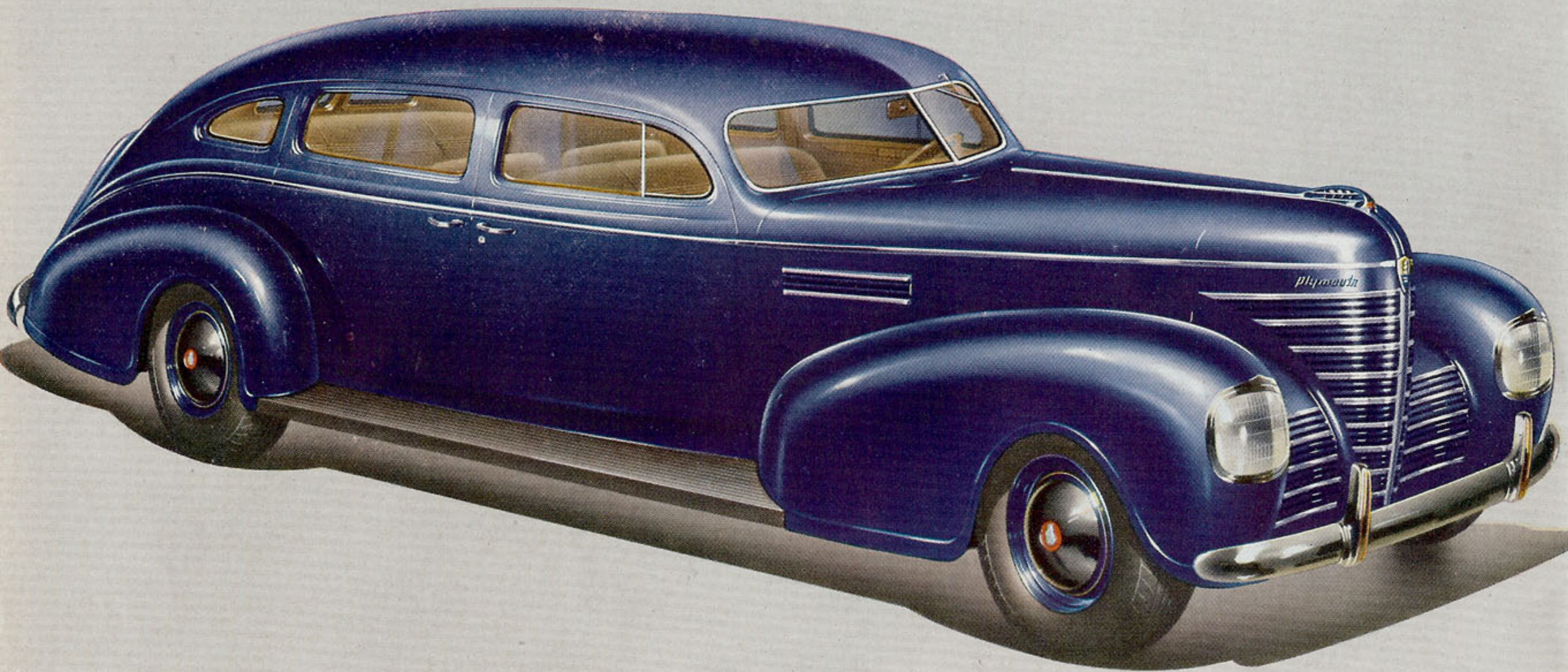
Instead of being merely another way to operate the foot brakes, the Plymouth hand-brake operates on the drive shaft. The entire brakedrum area at all four wheels is left free for the operation of the foot brake.



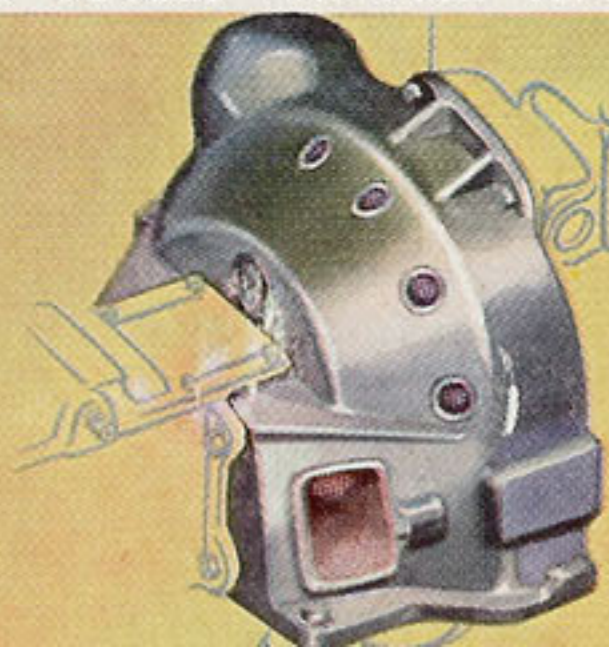
*"Plymouth stands up better. I find that the economical trade-in point is 100,000 miles. That is exceptional in the taxicab business."*

J. E. CLAYTON, Pres.,  
Blue Bird Cab Co.,  
Winston-Salem, North Carolina

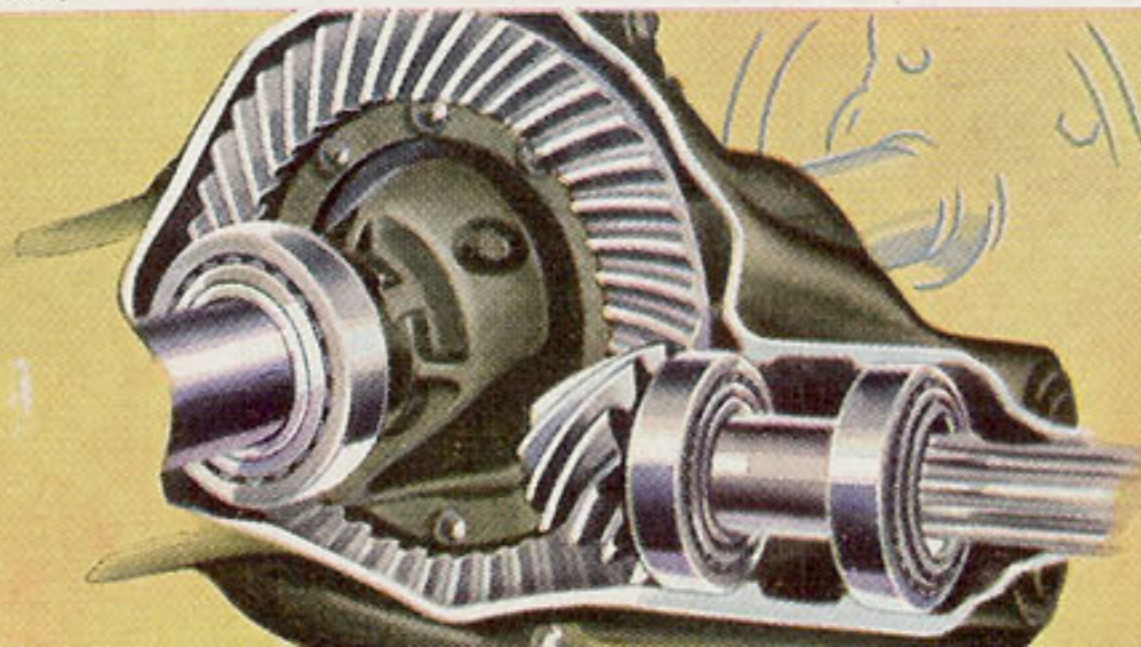




THE DE LUXE PLYMOUTH SEVEN PASSENGER SEDAN

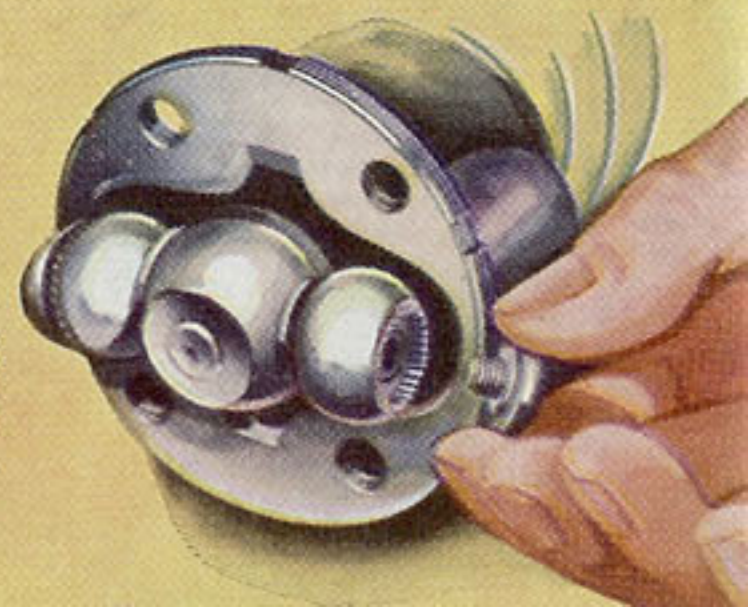


*The Plymouth clutch is ventilated ... lengthening the life of the clutch by expelling the intense heat caused by friction.*



*Plymouth's hypoid rear axle has from one and one-half to two times the life of the ordinary spiral bevel type of axle.*

*Roller bearings in the universal joints add greatly to the life of these important units.*



# Plymouth owners have given Plymouth its Priceless Reputation as "The Car That Stands Up Best!" . . . . .

It is a reputation that began to spread rapidly soon after the first Plymouths to be built were in the service of owners.

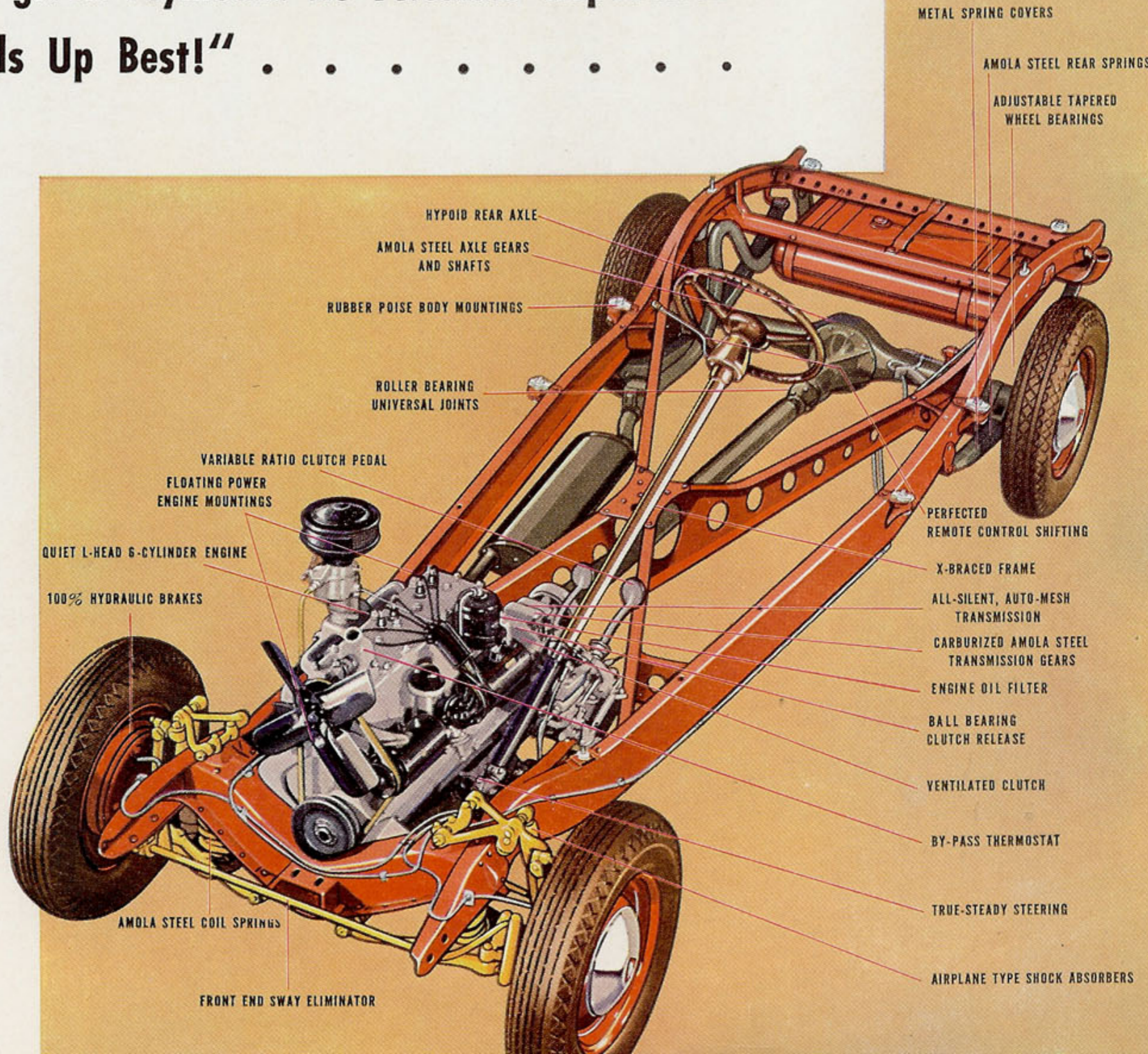
For Plymouth brought to low price cars the brilliant engineering, the same precision of manufacture formerly applied to the manufacture of higher priced cars only. And Plymouth owners, delighted to be free of the frequent nickel and dime repairs that low-priced car owners used to expect, were quick to spread the news about "the car that stands up best."

Even today, many important engineering features found in most high priced cars are to be had only in Plymouth among all the low-priced cars.



*"Night and day our Plymouth gets tough abuse. Always on the go...yet we never so much as had the pan off in the first 50,000 miles."*

O. V. KELLEY,  
Chief of Police,  
Iola, Kansas



METAL SPRING COVERS

AMOLA STEEL REAR SPRINGS

ADJUSTABLE TAPERED  
WHEEL BEARINGS

HYPOID REAR AXLE

AMOLA STEEL AXLE GEARS  
AND SHAFTS

RUBBER POISE BODY MOUNTINGS

ROLLER BEARING  
UNIVERSAL JOINTS

VARIABLE RATIO CLUTCH PEDAL  
FLOATING POWER  
ENGINE MOUNTINGS

QUIET L-HEAD 6-CYLINDER ENGINE

100% HYDRAULIC BRAKES

PERFECTED  
REMOTE CONTROL SHIFTING

X-BRACED FRAME

ALL-SILENT, AUTO-MESH  
TRANSMISSION

CARBURIZED AMOLA STEEL  
TRANSMISSION GEARS

ENGINE OIL FILTER

BALL BEARING  
CLUTCH RELEASE

VENTILATED CLUTCH

BY-PASS THERMOSTAT

TRUE-STEADY STEERING

AIRPLANE TYPE SHOCK ABSORBERS

AMOLA STEEL COIL SPRINGS

FRONT END SWAY ELIMINATOR

# YOU CAN BUY YOUR 1939 PLYMOUTH ON CONVENIENT TIME PAYMENTS . . .

**Y**OU will find that the 1939 Plymouth is easy to buy. If you now own a car of average value, it will probably represent a large proportion of Plymouth's low Delivered Price. The balance may be paid in easy time payments.

A large number of all cars in use were bought on time payments and your Plymouth Dealer is able to offer you helpful suggestions in regard to time payment financing service.

Modern time payment plans usually include the cost of insurance for protecting your investment through the period covered by the time payments. The insurance you get with your time payment contract generally provides protection against fire loss, theft, collision which might result in the loss of your investment. Your Plymouth Dealer is in position to offer you a time payment service to fit your budget and providing this type of insurance.

The Down Payment may consist of the allowance for your present car or a cash payment, or both. Naturally, the larger the Down Payment you make, the smaller your Unpaid Balance; making the monthly payments and the charge for financing proportionately smaller. The number of payments is a matter of your choice, ranging from six months to eighteen months.

Here is how the monthly payments are calculated:

- (1) Write down the local Delivered Price, including taxes, of the Plymouth Model you have selected.
- (2) Deduct the amount of your Down Payment (trade-in allowance or cash, or both).
- (3) Then add to this amount the charge for financing and insurance. This gives you the Unpaid Balance. Divide it by the number of months you decide on to arrive at the amount of your monthly payments.

Your Plymouth Dealer has a ready reckoning finance company chart with various unpaid balances and the respective monthly payments all worked out for your convenience which will show you how much the monthly payments will be.

You will find your Plymouth Dealer glad to discuss the subject of time payments with you, explaining fully the provisions of the insurance and making helpful suggestions as to the amount of Down Payment and the number of monthly payments which will be satisfactory to you.



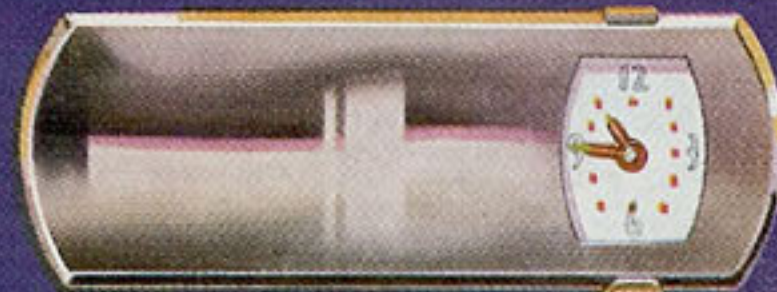
ELECTRIC CLOCK



DE LUXE AIRSTREAM HEATER



CUSTOM BUILT RADIO



30 HOUR CLOCK & MIRROR



SKYWAY ANTENNA

## DISTINCTIVE ITEMS THAT ADD BUT LITTLE TO THE COST

*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 the addition of only a small sum to your regular monthly payments.*