

# PLYMOUTH'S FINEST



CHRYSLER CORPORATION'S NUMBER ONE CAR

# Plymouth's Finest—Styled To Stay Beautiful



There's a look to this front end that says: "Here's a powerful performer." The wide, sweeping, horizontal lines of the grille accent Plymouth's broad, low-to-the-ground looks. The modern air-scoop below the massive bumper gives "race-track cooling" for "high duty" efficiency and longer engine life.

Here is beauty that looks ahead—beauty at its best and brightest. In Plymouth's graceful contours, in its low-slung, sweeping lines, you see the unmistakable hallmark of modern good looks and good taste. These big, handsome, powerful-looking Plymouth automobiles are styled to *stay beautiful* . . . styled to protect your car investment and to confirm your good judgment in buying Plymouth's Finest.



Twin tail lamps are mounted horizontally, have safety reflector buttons. Separate stop light and license light. Luggage compartment lock is flush with the handle so your key case won't catch.



This graceful sweep of the doors encloses the running boards, adding to Plymouth's streamlined beauty. Running boards are protected from dirt, snow, ice and slush. They're smart, safe, convenient.



Behind the big, massive front bumper that helps protect Plymouth's front end beauty is a full-width splash guard to protect windshield and headlamps from mud or slush thrown by the front wheels . . . also helps protect the beautiful finish from stones.



Standard equipment includes: Guards on bumpers (front and rear), front window and rear quarter-window ventilation, door-controlled lights, glove box lock, front door arm rests, radio cord, axian strips, dual struts horns, dual air doors, dual windshield wipers, dual tail lights, outside locks on both left and right front doors. Prices and specifications subject to change without notice.



This beautiful radiator ornament with its up-to-the-minute plastic insert adds grace to the sloping hood. You unlock the hood from inside the car with a control under the dash. There is a second safety catch at the front to prevent accidental opening.



Headlights set into the fenders and parking lamps in the grille add to the unity of design and the streamlined beauty of Plymouth styling. The bright moulding running back along the fender from the headlight adds to the long, sleek look of the car . . . and also helps to prevent accidental scuffing of fender paint.



Outside door locks are provided on both front doors. You can't lock yourself out with the key inside the car!



INTERIOR OF THE PLYMOUTH TWO-DOOR DE LUXE SEDAN



Here's a rear seat cushion that's just as wide as the big front seat—ample room for three to ride in comfort—great roominess that makes every trip a restful ride. (The Special De Luxe is shown.)



Low and modern as Plymouth is, there's still no sacrifice of headroom. There's a yard of space from seat cushion to roof—headroom!



Plymouth gives you space to stretch out. Footrest is recessed under the front seat.

# Gracious Beauty and YARDS OF ROOM

In these handsomely styled interiors, you find fabrics that are in smart harmony with exterior body colors. Everywhere you look, great convenience and brilliance of design are evident. Beautiful plastics blend with the soft beauty of the smart and serviceable upholstery. You have wide seats, softly buoyant seat springs, deep floor carpeting, distinctive scuff panels of fine leather-finished fabric, and the extra room that means genuine riding comfort and driving enjoyment for you in Plymouth.

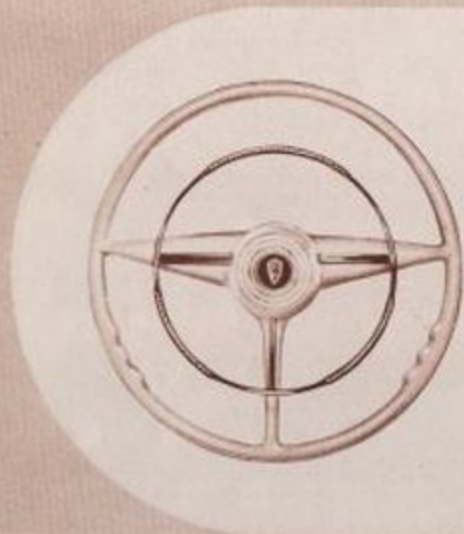


4-DOOR SEDAN DIMENSIONS



In the Special De Luxe 4-Door Interior at right, you have a choice of materials — long-wearing, beautiful broadcloth or pile fabric.

# "MOST ADMIRABLE" — *so many reasons to be proud of this Plymouth*



Set in the handsome steering wheel, is the golden plastic horn button (Special De Luxe). The full-circle horn ring is standard on all Special De Luxe models. Horn cannot be blown when ignition key is out of the lock.



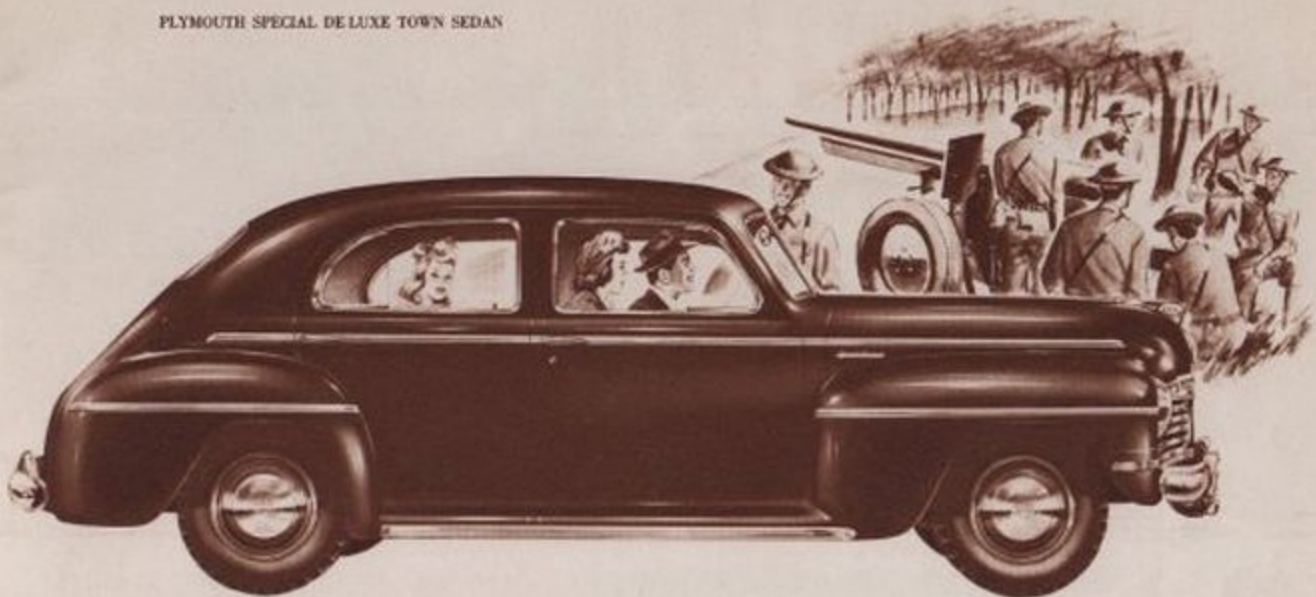
Plymouth's beautiful grained instrument board is an eye-pleasing picture of metal and plastics. All instruments have faces of plastic with large clear airplane-type numerals for convenience and ease of vision. The entire dial of the Safety Signal Speedometer changes color at night to warn of speed range changes. Controls are plastic. (Special De Luxe shown.)

You'll take lasting pride in the many fine style features which Plymouth's Finest gives you. There's a handsome instrument panel that's even more beautiful when lighted at night . . . a steering wheel that's a joy to put your hand to . . . all-round interior styling in the best of taste and the smartest of design.



Custom-smart scuff panels of fine quality leather-imitated fabric at bottoms of doors and seats are a smart, practical note. (The Special De Luxe illustrated at right.)

PLYMOUTH SPECIAL DE LUXE TOWN SEDAN



*Standard equipment includes: Guards on bumpers (front and rear), front and rear window ventilation, door-controlled light, glove box lock, front door arm rest, robe card, assist straps, dual airline horns, dual sax stoves, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.*



In the Special De Luxe, the capacious glove box is fitted with a lock—especially convenient when car doors are left unlocked in parking lots or garages.



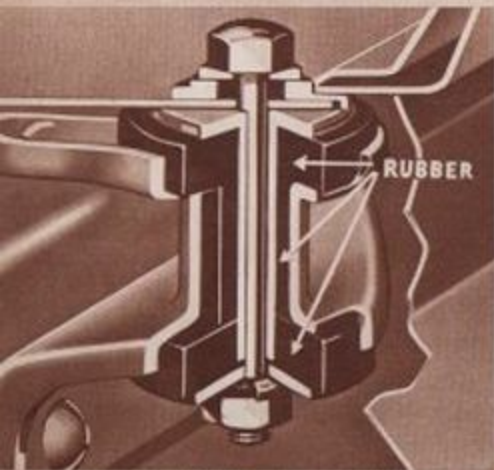
Softly gleaming, golden plastic escutcheons add to the pleasing harmony of tone and color. (Illustration shows the Special De Luxe.)



Big, wide windows and a high, wide windshield provide the clear vision that makes for safety. Front window ventilating wings are standard equipment on all De Luxe and Special De Luxe models of Plymouth's Finest.

LOW... CLOSE TO THE ROAD —

## A GREAT RIDE!



Rubber-poise Body Mountings are designed to eliminate metal-to-metal contact between body and frame, and to absorb road noises and vibrations.



Metal spring covers, standard equipment on all Plymouth De Luxe and Special De Luxe models at no extra cost, keep dust and dirt from the springs, contribute to the long-lived quietness of the ride.



Many important qualities of engineering and construction combine in Plymouth's Finest to give you the greatest ride of all low-priced cars. The low center of gravity gives a feeling of sureness and steadiness, and together with the super-rigid Plymouth double channel frame, gives you a firm, yet floating-smooth ride over all types of road—road-hugging safety on curves. Floating Power engine mountings and rubber body mountings help to keep vibration and noise from those who drive and ride Plymouth. Plymouth's long 117-inch wheelbase, front-end sway eliminator, front coil springs, airplane-type shock absorbers and scientific distribution of car and passenger weight, all help in giving you a ride that's unusually smooth and soft and restful.

In the big, spacious rear compartment of Plymouth's Finest, you always ride smoothly and comfortably. Seats are scientifically designed to give you untiring riding pleasure.

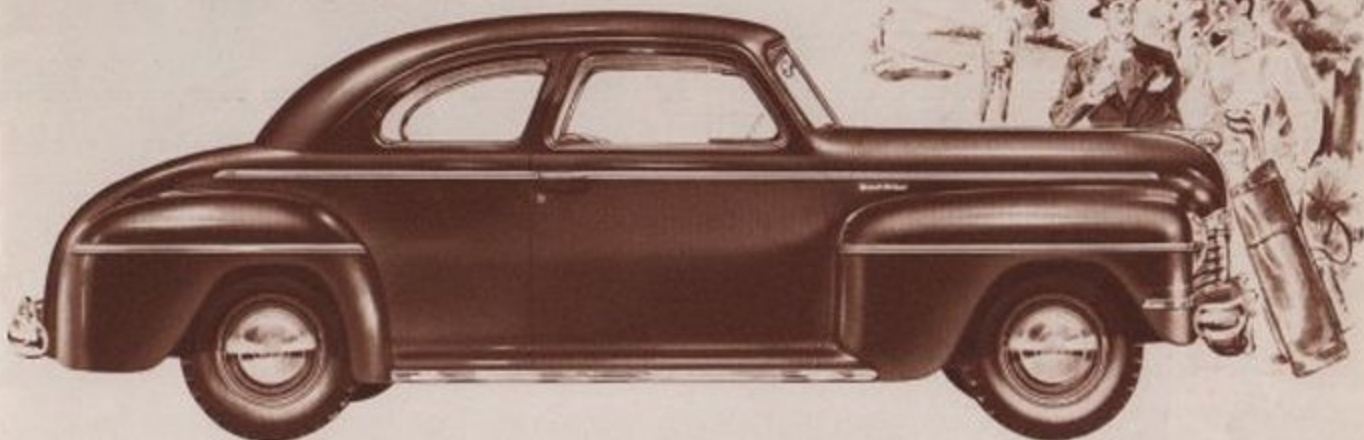
Scientific distribution of car weight and passenger weight contributes importantly to Plymouth's great ride. Driver and passengers are cradled between the axles where unevenness of the road has least effect on the ride. And the low center of gravity of Plymouth's Finest gives you steadiness.



Interior of the Club Coupe. Generous seat width, legroom and headroom make this model a practical and comfortable car for five or six passengers.



PLYMOUTH SPECIAL DE LUXE CLUB COUPE



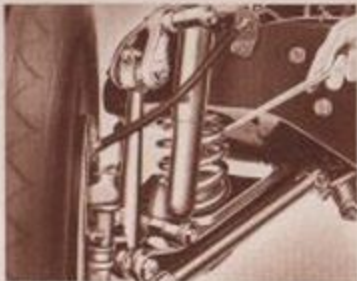
Standard equipment includes: Guards on bumpers (front and rear), front window ventilation, door-controlled light, glove box lock, front door arm rests, dual airline horns, dual fan motors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.



Thick insulating material protects Plymouth passengers against the tiring effects of noise and vibration.



The Plymouth front-end sway eliminator helps keep this great car on an even keel when rounding curves—adds to the steadiness of the Plymouth ride, contributes to safety and to the firm feeling of confidence you have in driving Plymouth's Finest.



Another big reason why this Plymouth gives you such a smooth ride—big, soft-acting front coil springs level the bumps on uneven roads. Amazingly smooth independent springing!



Four big airplane-type, double-acting shock absorbers control upward, downward spring action.

# On Performance... *YOU'LL BUY PLYMOUTH*

Here's the ever-new thrill of 95-horsepower performance coupled with great fuel mileage! Plymouth's powerful engine saves gasoline and oil because its great reserve power enables it to give flashing performance with comparatively slow engine speed. Since the engine turns slowly in relation to car speed, less fuel and oil are used, there is less wear on engine parts, and therefore longer engine life. Get behind the wheel of this great car soon!



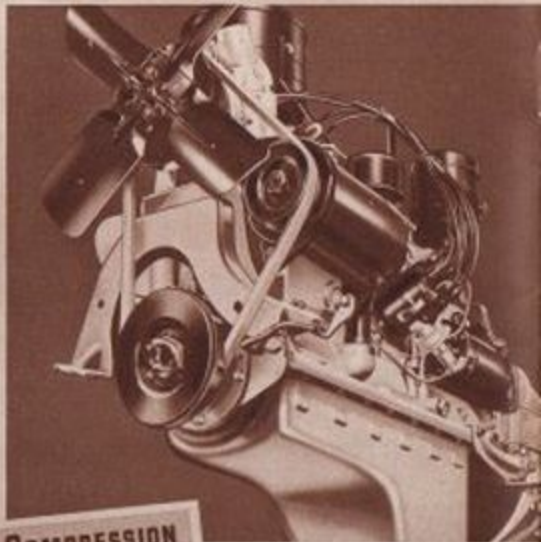
## ENJOY THE INCREDIBLE SMOOTHNESS OF FLOATING POWER



**OLD-STYLE MOUNTINGS:** Nearly all engine weight above mountings—results in top-heaviness, aggravates vibrations which occur in all engines.



**PLYMOUTH FLOATING POWER:** Movement of weights above the axis is resisted by the equal weights below. The engine's own weight absorbs vibration.



Plymouth's powerful 6-cylinder, L-head engine develops 95 horsepower at the slow engine speed of only 3400 revolutions per minute. You enjoy great pulling power on hills, flashing getaway in traffic and effortless operation on long trips or short with new economy!

Super-high compression (6.80 to 1) gives Plymouth exceptional economy with sparkling performance. By this great compression of fuel vapor, more power and more miles are squeezed from each gallon of fuel! You save!

PLYMOUTH SPECIAL DELUXE TWO DOOR SEDAN



*Standard equipment includes: Guards on bumpers (front and rear), front window ventilation, door-controlled light, glove box lock, front door arm rests, assist straps, dual air hose horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.*



Calibrated ignition combined with Plymouth's super-high compression gives you flashing performance without "ping" even though you do not use premium fuel.



Plymouth's light weight pistons impose less load on bearings, giving longer bearing life and finer engine performance. Ribs reinforce the piston walls, making them exceptionally strong and rigid.



Plymouth's heavily counter-weighted crankshaft is balanced to prevent the occurrence of a "vibration point," for smooth operation at all speeds. The crankshaft has a vibration damper on the forward end to prevent vibrations and give you amazingly smooth and even engine performance.

# Thousands and Thousands of miles from now You'll be glad You Own "THE CAR THAT STANDS UP BEST"

**HIGH DUTY ENGINE BEARINGS**  
*2 to 3 times longer bearing life.*

**HYPOID BEAR AXLE**

*Quieter, stronger, longer-lived.*

**PRECISION-TYPE CONNECTING ROD BEARINGS**

*Scoring is simpler and less expensive.*

**CHAIN-DRIVEN CAMSHAFT**

*Quieter operation, longer life.*

**ROLLER BEARING UNIVERSAL JOINTS**

*Reduce wear, last longer. Less vibration.*

**FOUR RINGS PER PISTON**

*Economy of fuel and oil. Finer performance.*

**TAPERED ROLLER DIFFERENTIAL BEARINGS**

*Greater strength, longer gear life.*

**OIL BATH AIR CLEANER**

*Removes dust from air entering carburetor.*

**METAL SPRING COVERS**

*Protect springs from dust and dirt.*

**FLOATING-TYPE OIL INTAKE**

*Selects only the cleanest oil.*

**FULL-PRESSURE ENGINE LUBRICATION**

*Positive, sure lubrication at all speeds.*

**RUBBER-POISE BODY MOUNTINGS**

*Absorb road noise and vibrations.*

**FRONT COIL SPRINGS**

*Level rough roads, smooth the ride.*

**SAFEGUARD WHEELS**

*To safeguard against "blowout" hazards.*

**SUPERFINISH**

*Less wear on vital working parts. Long life!*

**HOTCHKISS DRIVE**

*Less unsprung weight, smoother getaway.*

**AIRPLANE-TYPE SHOCK ABSORBERS**

*Cushion the ride, smother bumps.*

**RIGID CRANKSHAFT WITH VIBRATION DAMPER**

*Amazingly smooth engine performance at all speeds.*

**SUPER-RIGID DOUBLE CHANNEL FRAME**

*Stronger, steadier, more rigid.*

**RUBBER MOUNTED STEERING MECHANISM**

*To keep road shock from reaching the driver.*

**VENTILATED EASY-PRESSURE CLUTCH**

*Reduces heat, gives longer life.*

**PLYMOUTH BALANCED BRAKING**

*Safest, smoothest braking in any weather.*

**LARGE CAPACITY EXHAUST SYSTEM**

*Quieter, less back-pressure, greater efficiency.*

**SWAY ELIMINATOR**

*Great steadiness and safety on curves.*

**95 AMPERE BATTERY**

*Ample current for every need—and 10 spare.*

**DUAL AIRTONE HORNS**

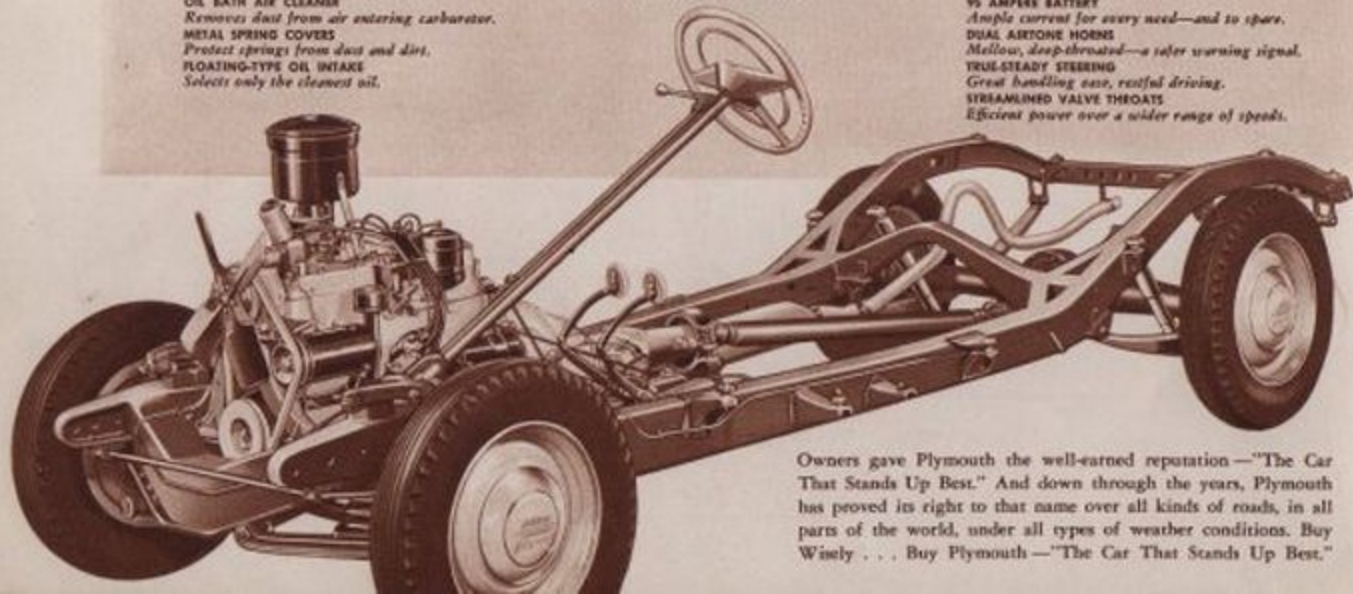
*Mellow, deep-throated—a safer warning signal.*

**TRUE-STEADY STEERING**

*Great handling ease, restful driving.*

**STREAMLINED VALVE THERATS**

*Efficient power over a wider range of speeds.*



Owners gave Plymouth the well-earned reputation—"The Car That Stands Up Best." And down through the years, Plymouth has proved its right to that name over all kinds of roads, in all parts of the world, under all types of weather conditions. Buy Wisely . . . Buy Plymouth—"The Car That Stands Up Best."

# A Long Forward Step Toward The "EVERLASTING CAR—" CHRYSLER CORPORATION'S *Superfinish*



The longer you own and drive Plymouth's Finest, the greater reason you will have to congratulate yourself for choosing the low-priced car that gives you Chrysler Corporation Superfinish.

Because Superfinish removes even microscopic irregularities from metal surfaces, it enables these surfaces to maintain a close fit without appreciable wear, with resulting longer life, minimum oil consumption, less repair bills — and you enjoy finer performance and all-round economy in Plymouth's Finest!

**SUPERFINISHED** faces of valve lifters — smooth to millionths of an inch — give precision operation, reduce wear — safeguard the split second timing of the valves' openings.

**SUPERFINISHED** brake drums give you the safe, sure braking for which Plymouth is justly famous. You get quieter, smoother, surer braking with less frequent brake adjustment.

**SUPERFINISH** on main and connecting-rod bearing journals removes irregularities above the surface, giving a smooth, mirror-like finish to minimize friction and heat—to give long life to these vital working parts.



# Best VALUE because Best ENGINEERED...



Easy-Pressure, Ventilated Clutch. Directed streams of air cool the Plymouth clutch, an important contribution to long life.



Chain-driven Camshaft is quieter. Because there is greater contact area, there is less wear. Long life!

Quality is engineered into every part of Plymouth's Finest — from the brilliant styling that catches your eye and interest to the unseen strength and stamina underlying this beautiful appearance.

In Plymouth, you get great and important engineering extras not usually found in low-priced cars. You get a chain-driven camshaft for longer, quieter operation — roller bearings on universal joints — roller bearings on transmission countershaft — tapered roller wheel bearings. You get Superfinish on vital working parts — and you get a hypoid rear axle — *far longer lived!* The solid satisfaction of long life and lower upkeep is one of the many benefits you get in Plymouth — "The Best-Engineered Low-Priced Car."



Long life and quiet operation are assured in Plymouth by the liberal use of ball or roller bearings in such vital and hard-working parts as the transmission, axles, wheels, universal joints and many other places where the elimination of friction is important in order to reduce heat and to reduce wear. Money saves for you!



Plymouth's hypoid axle has  $1\frac{1}{2}$  to 2 times the life of the ordinary spiral bevel type — is stronger and lower, permitting a more nearly level rear floor. Another of the many high-quality features in Plymouth's Finest!



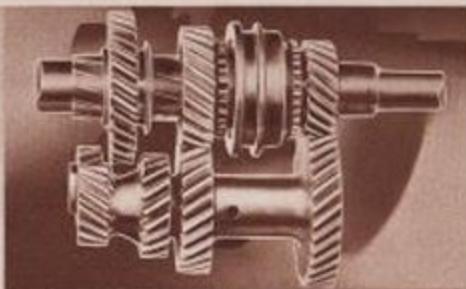
Plymouth's universal joints have roller bearings instead of the usual plain bushings. Roller bearings reduce heat.

### PLYMOUTH SPECIAL DE LUXE COUPE

Standard equipment includes: Guards on bumpers (front and rear), window ventilation, glove box lock, wire seats, dash-controlled light, dual air-line horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.



Four rings are provided on each Plymouth piston, to give better compression, to prevent power loss, to minimize oil and fuel consumption. This quality feature is usually found only on the higher-priced cars!



Tough, quiet, long-wearing is Plymouth's all-silent automatic transmission. You get easier, smoother, quieter shifting—no hum or howl of gears. Plymouth was first to give this great contribution toward driving ease to buyers of low-priced cars.



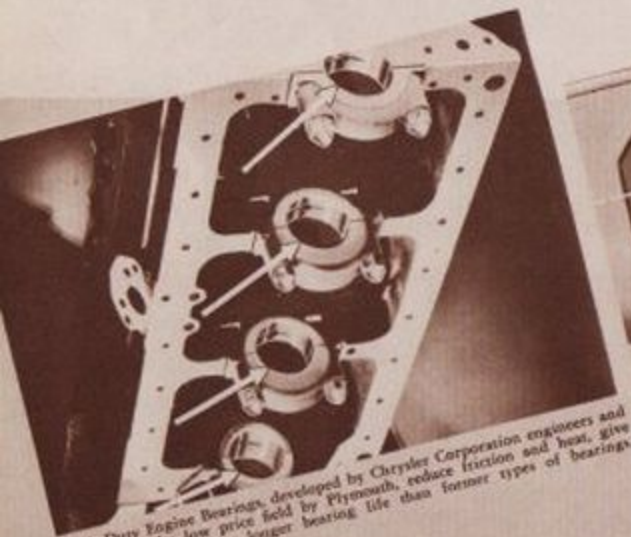
Rustproofing of body, fenders, sheet metal parts, exposed nuts and bolts, long exclusive to Plymouth in the low price field to protect the fine finish from the damaging effects of rust—to protect your car investment!

# Get most miles per dollar... *NOW AND FOR YEARS TO COME*

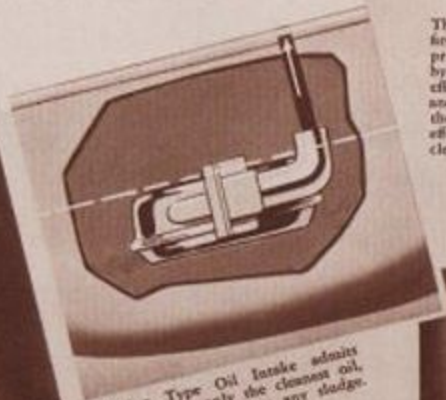
In choosing your new car, your best purchase is the car which gives you the finest of what you want and costs you least to operate over a period of time.

Down through the years, Plymouth has been famous for economy, for the high quality that means longer car life and lower repair bills. And see what Plymouth's Finest gives you in money-saving features:

Longer-lived High Duty Engine Bearings, an Oil Bath Air Cleaner, an Oil Filter, Floating Type Oil Intake, Full Pressure Lubrication, Hardened Exhaust Valve Seat Inserts, Water-cooled Valve Seats, Crankcase Ventilation — are among the many high-quality features that make Plymouth's Finest run better, farther, longer — at lower cost.



High Duty Engine Bearings, developed by Chrysler Corporation engineers and brought to the low price field by Plymouth, reduce friction and heat. Give you two to five times longer bearing life than former types of bearings.



Floating Type Oil Intake admits into oil lines only the cleanest oil, below the froth, above any sludge.



Plymouth's engine oil filter cleans oil as it circulates through the engine, protecting engine parts against dirt and grit—long life, economy!



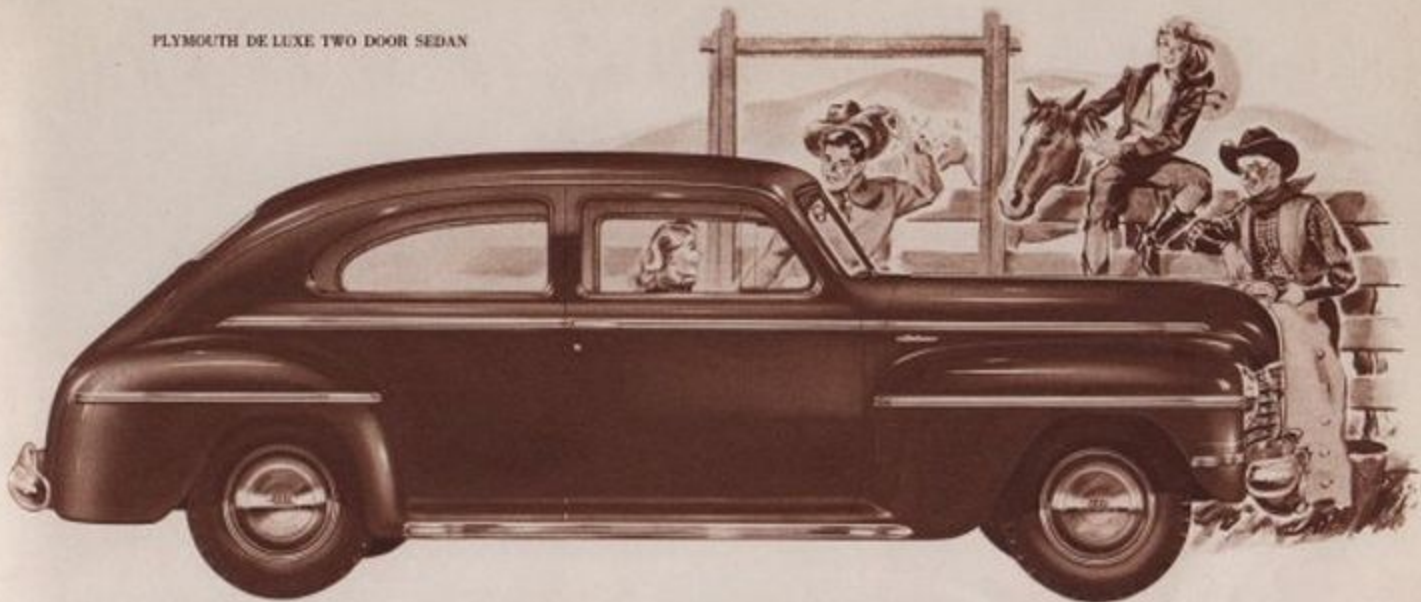
The Oil Bath Air Cleaner, best offered to buyers of low-priced cars at no extra cost by Plymouth, is over 98% efficient in removing grit and dust from air entering the carburetor, 15 times more effective than ordinary air cleaners. Longer engine life!



Complete crankcase ventilation contributes greatly to long life by carrying off the injurious vapors that form in crankcases, to prevent dilution of oil and to protect important engine parts against corrosive action.



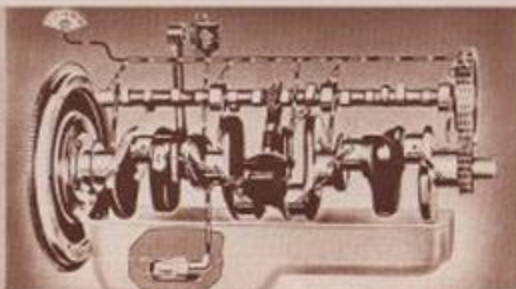
PLYMOUTH DE LUXE TWO DOOR SEDAN



*Standard equipment includes: Front bumper guards, front window ventilation, dual air-line horns, dual tail lamps, outside locks on both doors. Rear bumper end guards, extra windshield wiper and stove available at slight extra cost. Prices and specifications subject to change without notice.*



Directional cooling forces strong streams of water at high velocity against exhaust valve seats for more effective, uniform cooling of these, the hottest parts of any engine.



Plymouth gives you full-pressure lubrication. Main bearings, connecting rod bearings and camshaft bearings receive oil under positive pump pressure at all car speeds. No reliance is placed on so-called "splash-type" lubrication at these important points.



Hardened exhaust valve seat inserts, treated to resist heat, maintain a close seal between valves and valve seats, reduce the frequency of valve-grinding expense. Another Plymouth feature that saves you money.

# *Easy on EFFORT* means *Easy on FUEL*

Everyone consumes more food when he works hard than when he is taking things easy. And an automobile engine runs on the same principle. The less work the engine must put forth to cruise over the road, the less fuel it consumes. The tremendous reserve power in Plymouth's great 95-horsepower engine enables it to propel the car throughout a wide range of car speeds without effort or strain. The engine turns slowly in relation to car speed (95 horsepower at 3400 R.P.M.), the valves open and close less often each mile, and so allow less fuel into the cylinders. And you put fuel into the tank *less often!*

PLYMOUTH DELUXE COUPE



*Standard equipment includes: Front bumper guards, window ventilation, dual airline horns, dual tail lamps, outside locks on both doors. Rear bumper and roof guards, extra windshield wiper and glass available at slight extra cost. Prices and specifications subject to change without notice.*

# Again PLYMOUTH is FIRST IN SAFETY!



Safeguard Wheels, introduced by Plymouth to the low price field, have been acclaimed as the greatest safety advance in the history of automobile wheel design. The tire beads rest in "safety slots" (see arrow) in "safety grooves" designed to keep the tire from slipping down into the rim or rolling off the wheel in case of blowout or puncture, so as to give the driver more time to slow down and stop safely. The possibility of damage to tires in case of puncture is lessened.



Rotary-type door latches have a continuous "take-up" to tighten doors as you ride along — safety!



Safety Concrete Running Boards are completely enclosed by the wide sweep of the doors, protected from dirt, snow and ice. Running boards can't be bumped on.

Plymouth has long been America's Number One *Safety Car* in the low price field. Plymouth pioneered in giving to buyers of low-priced cars Hydraulic Brakes, the Safety Steel Body, Safeguard Wheels, Safety Styling, Rotary Door Latches, the Sway Eliminator, the Safety Signal Speedometer. You can drive this Plymouth with confidence, knowing that no car could give greater protection to you and those who ride with you. Buy Wisely . . . Buy Safety . . . Buy Plymouth.



Plymouth's super-rigid, double channel frame supplies great steadiness to the body, and by lowering the center of gravity, contributes to safety on curves. It furnishes a solid foundation for the famous Plymouth Safety Steel Body. Safety, long life.



Plymouth's Safety Signal Speedometer changes color to warn of speed changes. When lighted, the dial is green up to 30 miles per hour, amber from 30 to 50 and red above 50. This enables the driver to know at a glance if he is driving at a dangerous speed.


# Safest, Smoothest Braking in Any Weather

## *PLYMOUTH BALANCED BRAKING*


Choose the car that gives you the sure "stopping ability" for which Plymouth hydraulic brakes have always been famous. Plymouth brakes are safer and better because you control the braking force through pedal feel — you get smooth braking without reliance on uncontrolled "self-energizing" action which might jam on the brakes harder than you intend. The result is smoother, straighter stops under all road conditions. Brake drums are Super-finished for quietness and smoothness. Brake shoes are contour-ground to give more perfect contact with drums. Better braking!



Plymouth's Hydraulic Brake Drums are Superfinished for smooth stopping. Brake shoes are contour-ground for maximum braking force.



Be sure that you have the safest possible means of stopping your car. In Plymouth you get hydraulic brakes that have been proven in the service of more than 4,000,000 owners. For Plymouth introduced hydraulic brakes to the low price field and every Plymouth ever built has had them!



In Plymouth's Finest you get two braking systems — the famous Plymouth hydraulic braking system on all four wheels operated by the foot pedal and a separate parking brake on the propeller shaft.

# Handsome To Handle... A Beauty To Own



The top goes up at a touch of your finger, converting this smart open car to a practical, all-weather beauty for any use. Top is of wrinkle and wear-resistant material.



A full-width rear seat, with much more than usual leg-room, makes the Plymouth Convertible a five or six passenger car when extra carrying capacity is needed. Seats are leather.

Here's the all-weather car that you'll be proud to own — and proud to be seen in *anywhere*. Smart and eager and youthful — it's a *practical* car. The Plymouth Convertible gives you beautiful, durable red leather seats — and a full-width rear seat with surprising leg-room for passengers! It has the famous Plymouth-pioneered push-button top that meets any change in weather at a flick of your finger. It's a grand car for exhilarating open-air driving — and a weather-sealed family car when it's cold or wet outside!

PLYMOUTH SPECIAL DE LUXE CONVERTIBLE COUPE



Standard equipment includes: Cigar lighters, electric clock, outside rear view mirror, 4 wheel discs, rear wheel shields, license plate frames, guards on bumpers (front and rear), window ventilation, glove box lock, front door arm rests, dual air hose horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.

## A Zestful Playboy — A Husky Handyman — *Right and Ready for every Occasion*

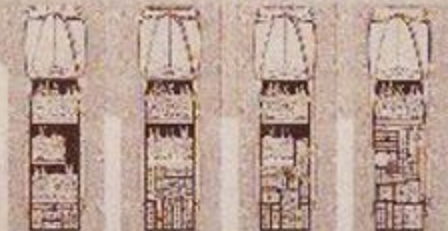
Here's the car of a hundred uses — and like all Plymouths, it's built to "Stand Up Best." For this station wagon is engineered and constructed to last. Big pillars of sturdy steel are anchored to flooring of rugged steel—doubly anchored with heavy angle irons below, as well as above the floor. Rear seats are removable, immovable—ideal for hauling a variety of loads with passengers (see seating diagrams below). And you get the great Plymouth passenger car ride!



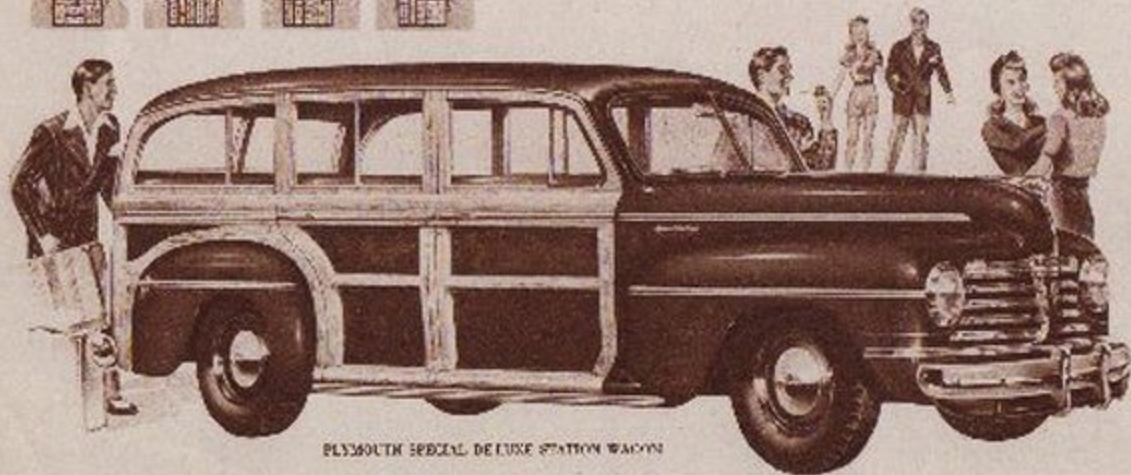
Interchangeable and removable rear seats make this station wagon practical for party, day—or night, school, church, sporting crowd or for general business use.

The wide sweep of the doors enclose the standing boards, which are flush with the car floor. They do more, help to keep clean!

This center floor spring plug the tail gate is available for use. A full length rubber mat covers the floor. Tire easily accessible.



With its availability in either standard body or in a more sophisticated or more deluxe Standard appearance body. Most complete power, floor-mount exclusive glass lift, lock, heater and air, dual exhaust, dual carburetors, dual windshield wipers, dual fuel lights, Pumps and accessories which to keep without extra.



PLYMOUTH SPECIAL DELUXE STATION WAGON

# PLYMOUTH BUILDS GREAT CARS

The outstanding performance, economy, beauty, and riding comfort you enjoy in Plymouth's Finest and the continued beauty, economy and long life you can look forward to, result from far-sighted engineering — the kind of engineering that has ceaselessly pioneered great improvements in the low price field. The first Plymouth ever built was years ahead in quality and this, the Finest Plymouth ever built, is equally ahead in high-quality engineering and construction. Now, more than ever before, in choosing your new car it will pay you to Buy Wisely . . . Buy Quality . . . Buy Plymouth!

PLYMOUTH DELUXE FOUR DOOR SEDAN



*Standard equipment includes: Front bumper guards, front window ventilation, dual air-flow horns, dual tail lamps, outside locks on both front doors, Rear bumper rail guards, extra windshield wiper and wiper available at slight extra cost. Prices and specifications subject to change without notice.*