

plymouth

CRANBROOK

CAMBRIDGE

CONCORD...



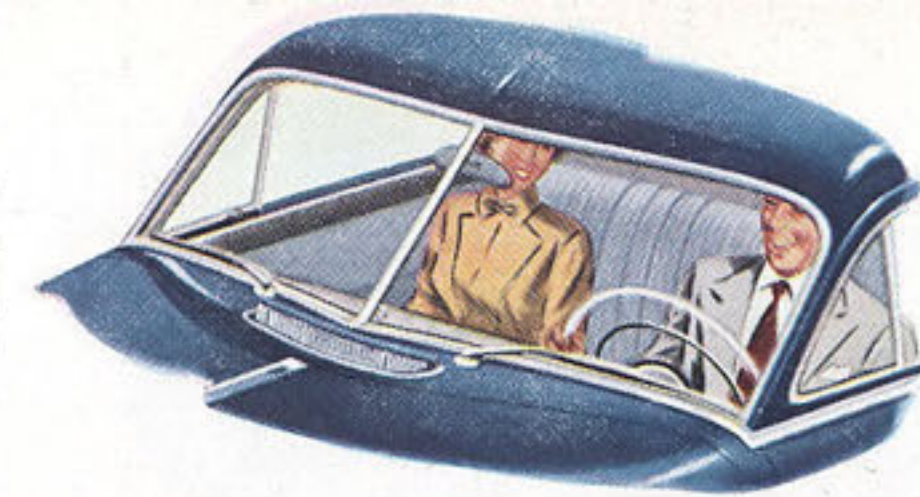
New luxurious interiors in rich color harmony!

The new Plymouth brings you a wide choice of quality materials—plus a degree of color harmony—never offered before in the lowest-priced field. For the exterior color you choose, there are interiors to match, and all parts of the ensemble—upholstery, trim, door panels, dash—harmonize to produce the sort of interior decoration you'd expect only in the most expensive and luxurious cars. New, softer springing has been built into the seat cushions and backs.



Ignition key starting

You simply turn the key and the engine starts, with the choking done automatically... no buttons to push, no chokes to pull.



Cool Air cowl ventilator

Only Plymouth, among the leading low-priced cars has a cowl ventilator in addition to other ventilating equipment. It's a big "plus" in hot weather!

Superbly engineered for your motoring pleasure!

Taxicab operators, independent garage mechanics and other unbiased observers will tell you this: *The best engineered car in the lowest-priced field today is Plymouth.* You'll find evidence of this not only in the way Plymouth rides and handles, but in many thoughtful features that make motoring more pleasant. We suggest that you compare them with corresponding features in other low-priced cars. Then put your own valuation on the "extras" Plymouth offers at no extra cost. Your own figures will show you how much more Plymouth gives you for the money.



Chair High seats

You're not tilted back with knees high—you sit up naturally, with full, comfortable support that reduces fatigue.



Electric windshield wiper

They operate more constantly than the vacuum type. No hesitating or slowing when the engine is under a heavy load.



Graceful entrances and exits

No crouching here! The new Plymouth door openings are larger, and the doors swing open further than other cars in the lowest-priced field.



A Dashing New Dash

Here's the completely redesigned dash. Colors harmonize attractively with the rest of interior. Controls are conveniently grouped. Newly designed instruments are easily read at a glance. Radio and clock are special equipment items.

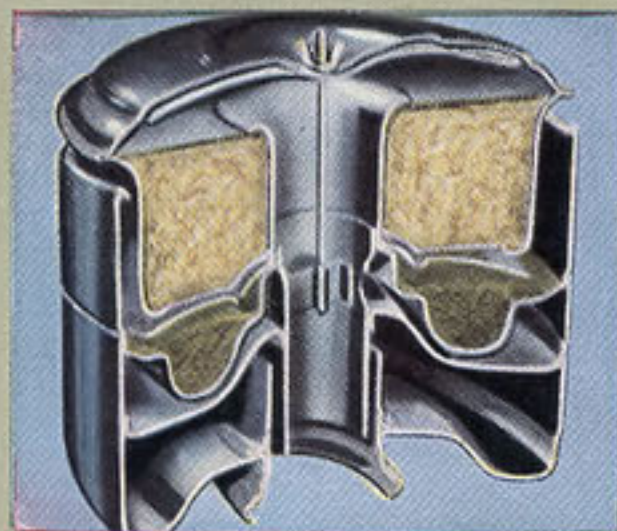
ONLY ON HIGH-PRICED CARS WILL YOU FIND COMPARABLE *Engineering Features...*



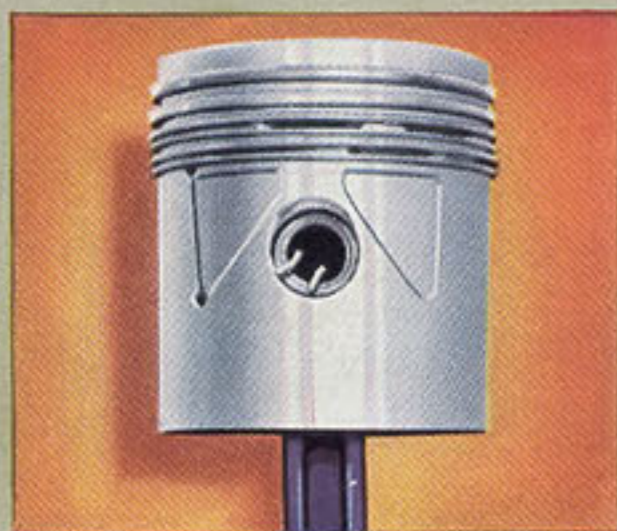
SAFE-GUARD HYDRAULIC BRAKES give you more predictable action because they have a total of 6 cylinders (two at each front wheel, where they're needed most). The other two leading low-priced cars have only one cylinder per wheel.



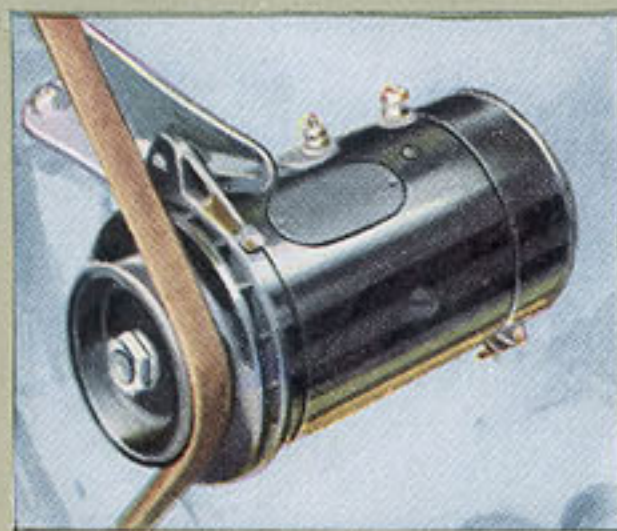
SAFETY-RIM WHEELS, a Plymouth "exclusive" in the lowest-priced field, protect you in case of a blowout. Rims have special retaining ridges that keep a deflated tire from twisting. The tire runs straight so you can slow to a safe, sure stop.



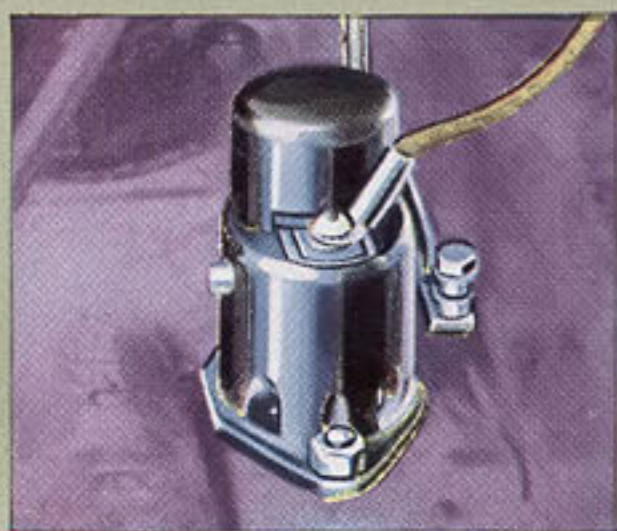
A HEAVY DUTY OIL-BATH AIR CLEANER is standard equipment on Plymouth (other low-priced cars charge extra for it). By keeping your engine free of grit and dirt, it adds thousands of miles to the trouble-free life of your car.



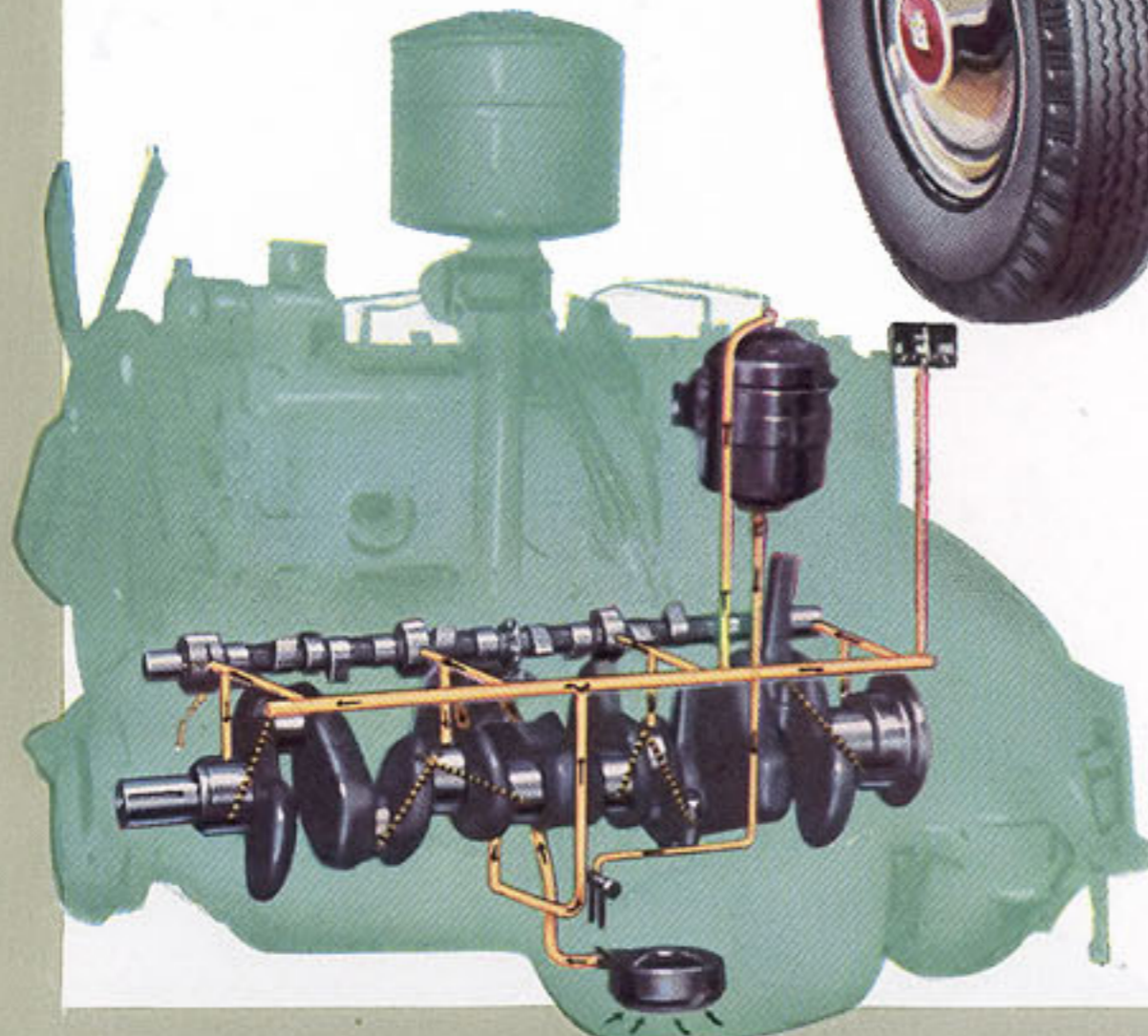
FOUR RINGS PER PISTON keep the combustion chamber tightly sealed for long-lasting high performance and low oil consumption. Top ring is chrome-plated, which protects the cylinder wall against wear, particularly during the break-in period.



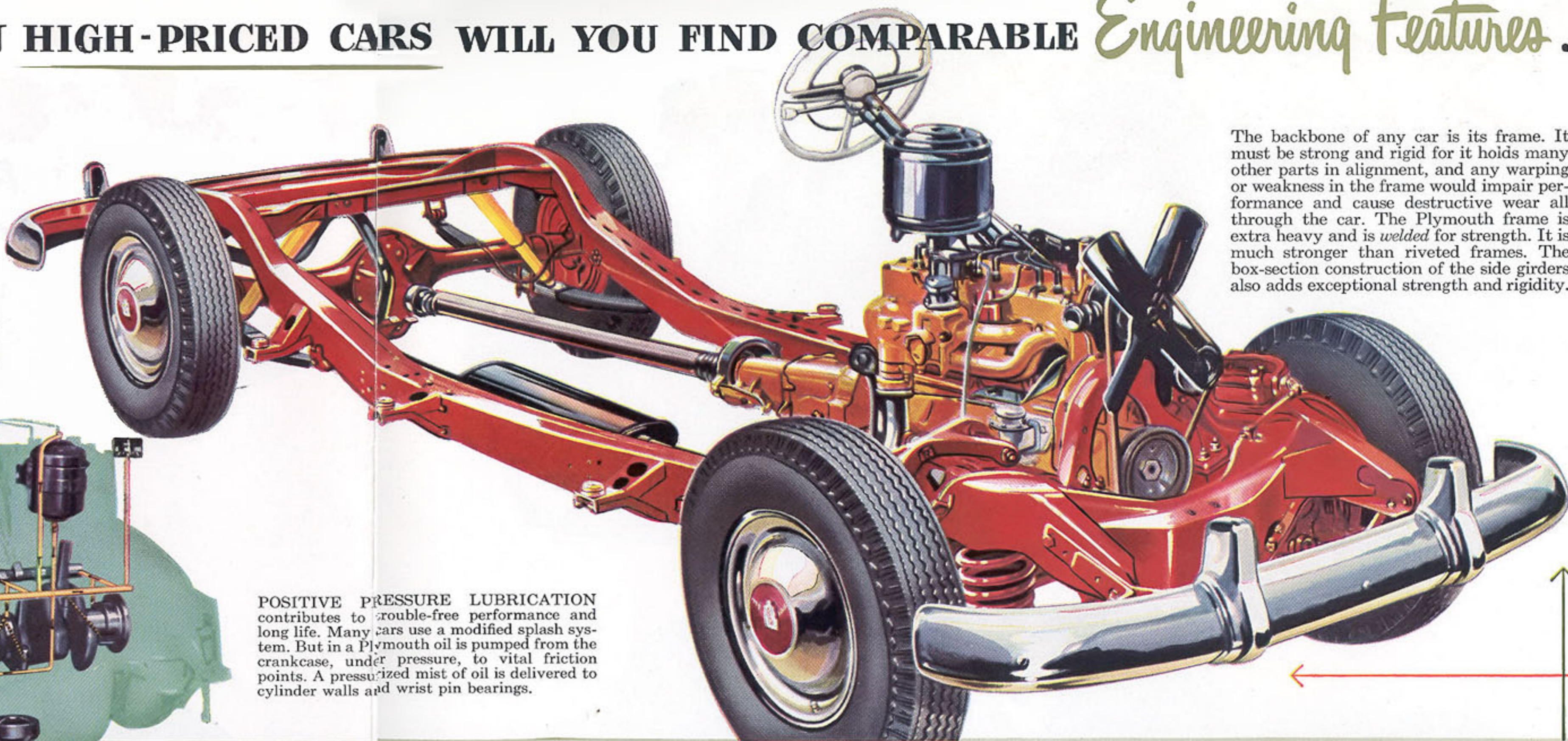
INCREASED GENERATOR CAPACITY. This little power house is mightier than before. It has reserve charging rate above normal needs to keep your battery fully charged even with the strain of coldest weather.



THE AUTOMATIC ELECTRIC CHOKE makes starting easier. It means a smoother warm-up, since the fuel-air mixture is adjusted automatically. It also avoids fuel waste that may result from hand choking.



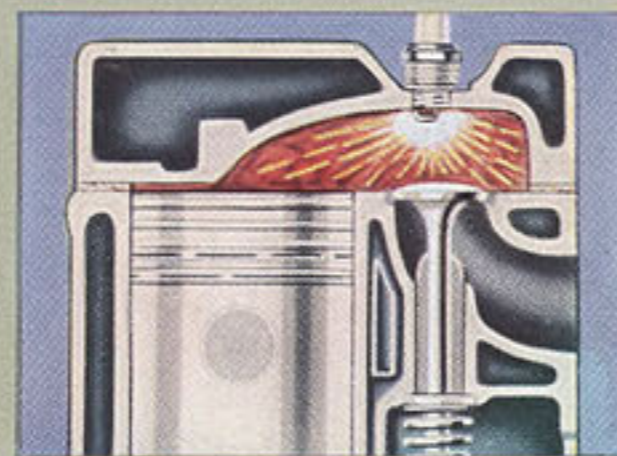
POSITIVE PRESSURE LUBRICATION contributes to trouble-free performance and long life. Many cars use a modified splash system. But in a Plymouth oil is pumped from the crankcase, under pressure, to vital friction points. A pressurized mist of oil is delivered to cylinder walls and wrist pin bearings.



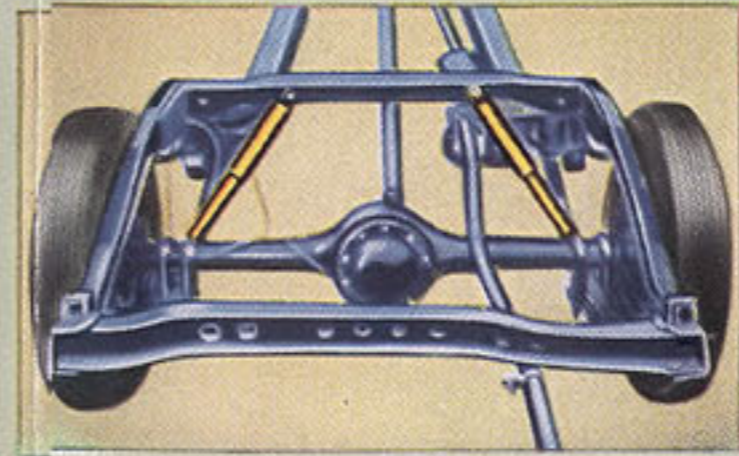
The backbone of any car is its frame. It must be strong and rigid for it holds many other parts in alignment, and any warping or weakness in the frame would impair performance and cause destructive wear all through the car. The Plymouth frame is extra heavy and is welded for strength. It is much stronger than riveted frames. The box-section construction of the side girders also adds exceptional strength and rigidity.



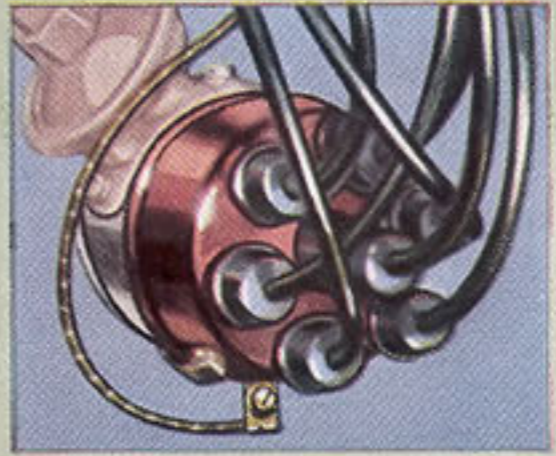
EXHAUST VALVE SEAT INSERTS of hard Silichrome steel provide extra resistance to wear and the corrosion of hot gases. They postpone expensive valve grinding for many thousands of miles.



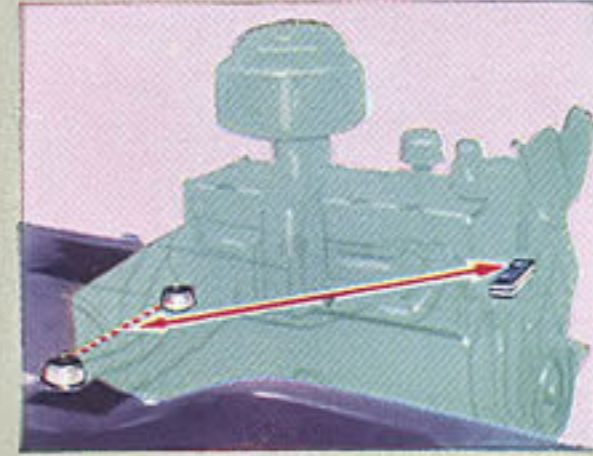
COMPRESSION RATIO is a measure of how hard the fuel-air mixture is "squeezed" before it's exploded. The higher this ratio, the better the performance. In Plymouth, the compression ratio is 7.0 to 1.



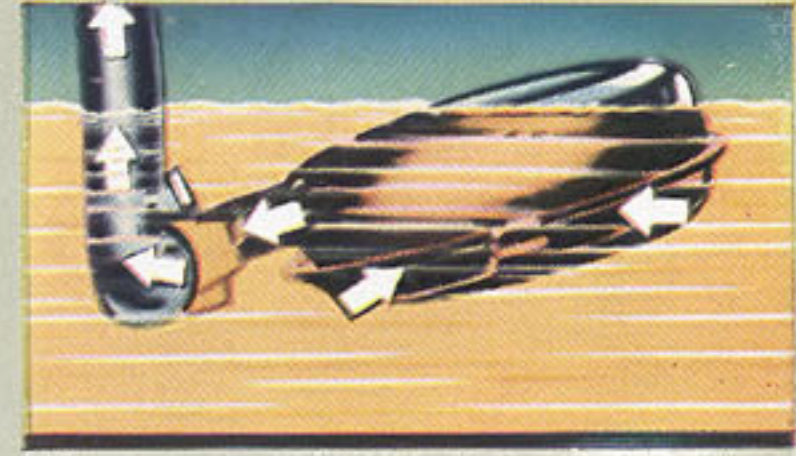
NEW ORIFLOW SHOCK ABSORBERS, with a wider range of protection, play a big part in the new Plymouth "Safety-Flow Ride." Notice, also, that they're diagonally mounted at the rear to resist sideward as well as up-and-down motion.



A SPLASH-PROOF DISTRIBUTOR protects against ignition failures. The neoprene ignition cables are water and oil resistant and are far superior to braid-and-lacquer type.



FLOATING POWER is a way of mounting the engine so that it's balanced on its center of weight and resting on live rubber cushions. This cuts vibration and prolongs the life of chassis and body.



THE FLOATING OIL INTAKE floats in the crankcase so that the oil pump draws oil from just below the surface. Thus it avoids any foam that may be on the top, or sediment from the bottom of the crankcase. And the cleaner the oil, the longer an engine lasts.

The exciting new

Plymouth

Cranbrook Cambridge Concord



With its three sparkling new series, the Concord, the Cambridge and the Cranbrook, Plymouth introduces an entirely new experience in riding and driving ease . . . a completely new kind of ride. It is a new use of hydraulics—a new way to make cushions of oil give you a smooth ride on rough roads . . . a softer ride on smooth pavement. When your car encounters violent bumps, dips and other irregularities, instead of the bouncing or possibly "bottoming" on the springs, your car continues in a level flow of motion. The rough road actually seems to be ironed out beneath you!

when you see a sudden bump ahead. The shock is not going to reach you or affect the steering of the car. You ride relaxed, and are much more rested at the end of your trip. You're also a safer driver, because you can watch the whole view ahead, instead of looking for bumps or holes immediately in front of the car. Also, you enjoy more peace of mind, for you don't have to worry about giving your passengers a toss or thump by hitting a rough spot at cruising speed. But "Safety-Flow Ride" can't be expressed in words alone! It's something you must experience. Ask your dealer for a demonstration.



THE CRANBROOK FOUR DOOR SEDAN



THE CRANBROOK BELVEDERE



THE CRANBROOK CONVERTIBLE CLUB COUPE



THE CRANBROOK CLUB COUPE



THE CAMBRIDGE CLUB COUPE



THE CAMBRIDGE FOUR DOOR SEDAN



THE CONCORD THREE PASSENGER COUPE



THE CONCORD TWO DOOR SEDAN



THE CONCORD SAVOY



THE CONCORD SUBURBAN

PLYMOUTH BUILDS GREAT CARS



GOOD SERVICE KEEPS THEM GREAT

S P E C I F I C A T I O N S

Cranbrook — Cambridge — Concord

ENGINE—Six Cylinder "L" Head. Bore $3\frac{1}{4}$ inches. Stroke $4\frac{3}{8}$ inches. Four Ring Pistons. Piston displacement 217.8 cu. inches. 97 H.P. at 3600 R.P.M. Compression ratio 7.0 to 1.

WHEELBASE—Cranbrook and Cambridge, $118\frac{1}{2}$ inches. Concord, 111 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— $33\frac{3}{8}$ square inch braking area.

PROPELLER SHAFT—Tubular, $2\frac{3}{4}$ in. diameter. Two roller bearing universal joints.

TIRES—Super-Cushion, mounted on Safety-Rim Wheels. Rim width, $4\frac{1}{2}$ inches.

LUBRICATION—Full pressure to main, lower connecting rod, and camshaft bearings—Floating-type oil intake.

CRANKSHAFT—Four removable precision-type main bearings. Six removable connecting rod bearings.

CAMSHAFT—Silent chain driven.

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

TRANSMISSION—Standard three speeds forward and reverse. Synchro-silent all helical gears with synchronous meshing second and third gears.

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

STEERING—Worm and roller type. Wheel diameter, $17\frac{1}{2}$ 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—ORIFLOW—Hydraulic, double-acting telescopic, 1 inch Piston.

REAR AXLE—Silent Hypoid semi-floating with Amola steel gears. Gear ratio 3.9 to 1 on Cranbrook and Cambridge; 3.73 to 1 on Concord.

CLUTCH—Single plate, dry, ventilated.

COOLING—Pump actuated circulation. Oilite Bronze bearing front and rear of pump. Full-length water jacket.

SPECIFICATIONS SUBJECT TO
CHANGE WITHOUT NOTICE



*Items of Special Equipment shown on
some Models are optional at extra cost.*