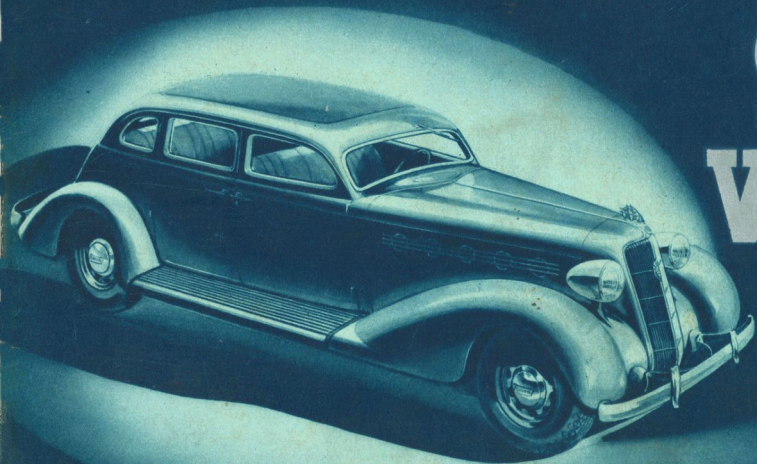
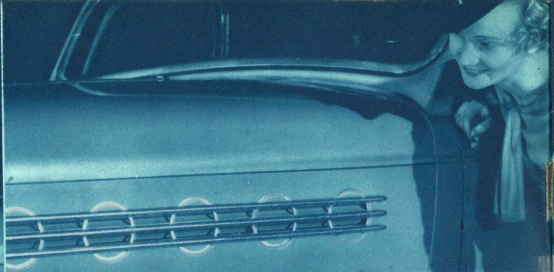
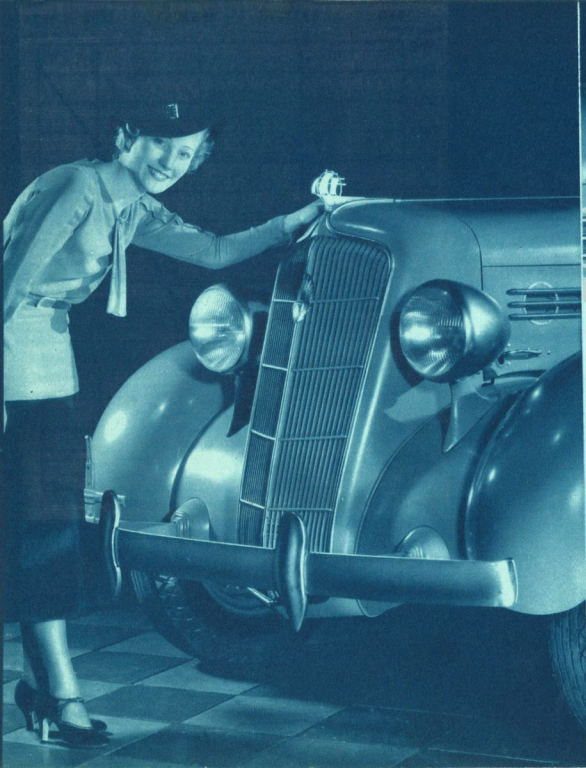


*A New Picture of*

**CAR**

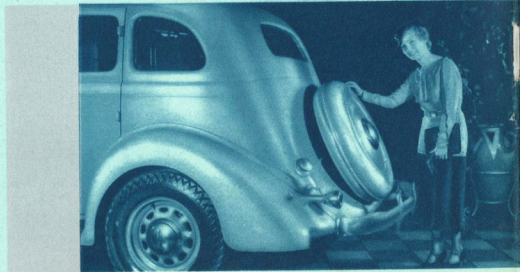
**VALUE**





*New Hood Louvres*

**STYLE** *wi*





*Simplified Ventilation*

## Change habits this year

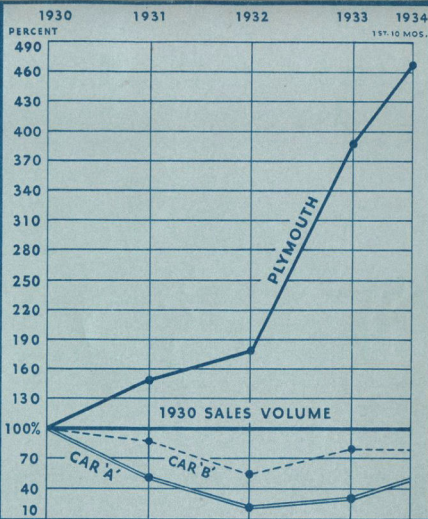
HERE is a new picture of car value—divided into many pictures of important new value points. When you have looked through this book, you will certainly know whether or not Plymouth has what you want in your new automobile.

For this book makes the picture clear. The price of a new low price car is around half of the Average Man's yearly income! The choice should be made carefully. This book will help you make an intelligent decision.

In six years, over a million people have changed from the make of car they had been driving and bought Plymouths. Asked why, most of these have said: "To get a better engineered car". The 1935 models are undoubtedly the best engineered cars Plymouth has ever built.

But also for people who buy chiefly on Style—the 1935 Plymouth has something very special. The 1935 Plymouth is the most beautiful car that Plymouth has ever built. It has brilliant new streamline style. Viewed front or rear, it is a car that wins admiration to a greater degree than any previous Plymouth.

Examine carefully the style points pictured on these pages. Plymouth style will certainly change car buying habits this year.



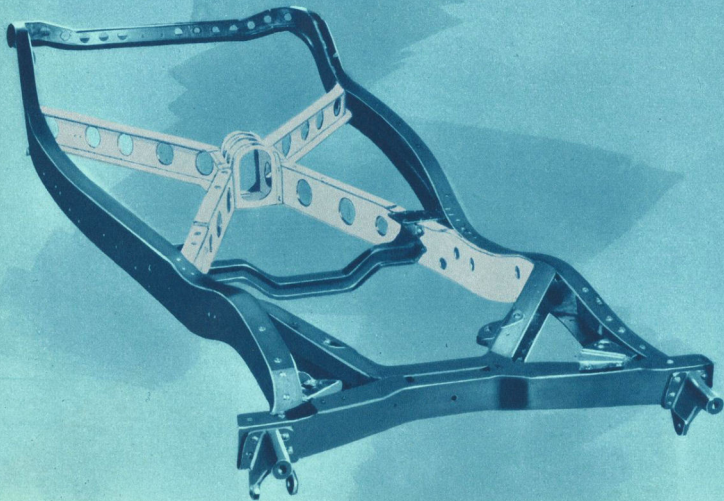
Look at that Plymouth sales curve. Up and up it has gone! Showing that each year, more and more people change to Plymouth. First a few, then more and now hundreds of thousands of people a year change from their favorite, buy Plymouths, to get GREATER VALUE!



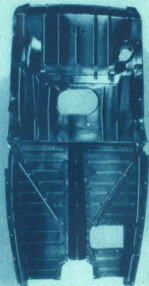
# **ANY** low priced car would be a better car with *this* **FRAME**

**B**ECAUSE it makes a car safer, Plymouth adopted the double-drop frame four years ago—and was, for at least a year, the only low-price car to have that design. Then, for greater strength, Plymouth pioneered the Rigid-X frame. This newest Plymouth frame is a Rigid-X double-drop frame of an improved design for even greater strength and rigidity to resist twisting strains of uneven roads. Note the sturdy box section of the sidemembers!

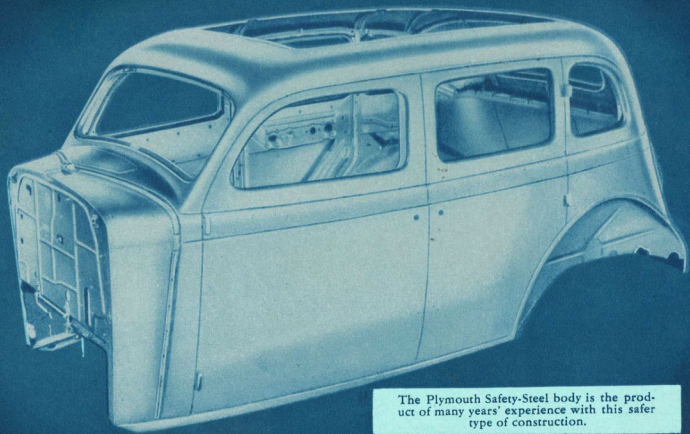
In the new Plymouth, the frame has become an even more important safety factor—frame and body are securely interlocked at 46 points, forming a single all-steel unit of extraordinary strength.



Notice that the Plymouth body floor panel is bolted to X-member of the frame giving extra rigidity.



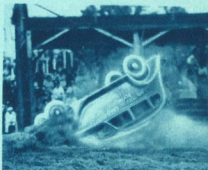




The Plymouth Safety-Steel body is the product of many years' experience with this safer type of construction.



The driver is inside! For years Plymouth engineers have been carrying on tests like these to improve the safety of Plymouth's Safety-Steel bodies.



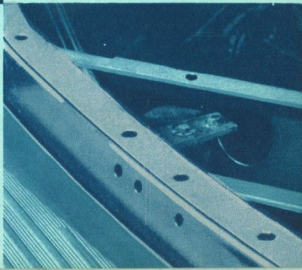
The Plymouth body now fits down over the frame and is anchored with 46 instead of 18 bolts, applied horizontally and vertically.

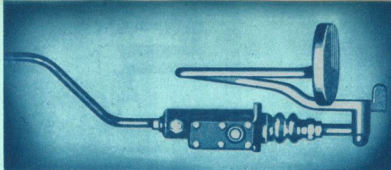
**BUY SAFE**  
*get a* **STEEL** *body*  
*by* **PLYMOUTH**

**S**TEEL reinforced with steel is the modern way to build an automobile for strength without bulkiness, for permanent rigidity—for safety.

Outside, all bodies are of steel, but not all bodies use metal 100% for reinforcement. The trend is to steel reinforced with steel. Even higher-priced, small-volume cars are paying the higher price and offering all-steel bodies now—for greater strength, rigidity and permanent quietness.

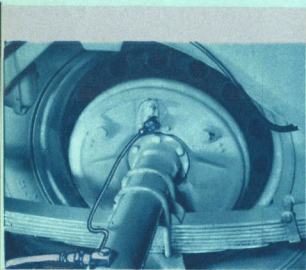
Inquire carefully as to the body construction of whatever car you consider. Remember that only a steel body can be welded into the solid rigid unit which may some day be called upon to *save your very life!*



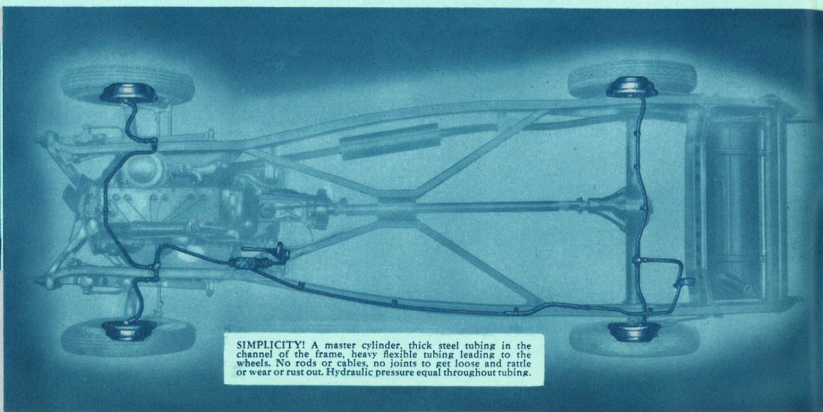


Pedal pressure actuates the piston in this master cylinder; the fluid transmits the pressure equally to the four wheels.

*Engineers... Taxi Cab Operators... Plymouth Owners*  
and today even **OTHER MANUFACTURERS**

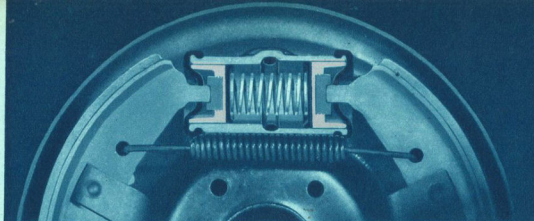


The hydraulic pressure is transmitted to the wheels through heavy flexible tubing.

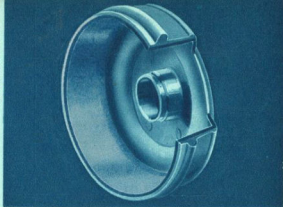


**SIMPLICITY!** A master cylinder, thick steel tubing in the channel of the frame, heavy flexible tubing leading to the wheels. No rods or cables, no joints to get loose and rattle or wear or rust out. Hydraulic pressure equal throughout tubing.

For longer life to brake facings, to equalize facing wear—Plymouth's front brake shoe on all wheels is now actuated by a smaller piston, receives less pressure than the rear brake shoe receives.



Plymouth uses Centrifuse brake drums. They combine the best qualities of cast iron and steel—will not overheat, or become distorted—give much longer life to brake facings.



# say: "HYDRAULIC BRAKES are SAFEST"

IN the last ten years, some THREE MILLION cars with Hydraulic Brakes have been produced. Each year, more and more people insist on having this safer, more reliable type of brake. Each year, more manufacturers adopt Hydraulic Brakes rather than longer oppose the trend.

Hydraulic Brakes cost more to put on a car, but any Plymouth owner will tell you he would not ever again have a car without them. They are the simplest type of brake, the most reliable and the safest. They use no rods or cables, no joints to get loose and rattle, or wear or rust out. The pressure of the foot on the brake pedal is transmitted *equally and undiminished* to the four wheels. Thus they are self-equalizing.

Practically all faulty brake operation is due to one cause—poor equalization between the four wheels. It is almost impossible to maintain perfect equalization *at all speeds* with mechanical brakes. Hydraulic

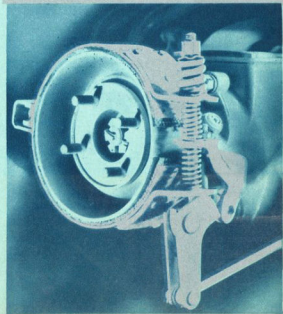
Brakes are self-equalizing—they stop the car without *swerving*, even with your hands off the wheel!

Being self-equalizing, Hydraulic Brakes assure equal wear of brake *facings* on all four wheels—fewer relinings. They reduce *tire wear*, for all tires share equally the wear of stopping. They require no maintenance as is required for tightening, equalizing and lubricating a mechanical brake system.

Over a million Plymouths have been built with Hydraulic Brakes. In that time, there have been minor changes in manufacturing the parts of the unit, but never has any change been *needed* or made in the *basic design*. There was never any reason why any manufacturers should hold back from using Hydraulic Brakes, except the one of cost, or an idea that the public was not ready for them.

The public has bought enough Plymouths to show that they are ready for Hydraulic Brakes and are even demanding them—for SAFETY!

The Plymouth handbrake operates on the driveshaft, eliminating rods to the rear wheels—is independent of foot brake system!





# FLOATING POWER

*spoils you for any other car*

THE big swing of public preference to Plymouth started when Floating Power engine mountings were first announced. Here was a development which eliminated engine vibration—that shaking, buzzing vibration which people had experienced from the very origin of automobiles.

“It saves my nerves”, people declared.

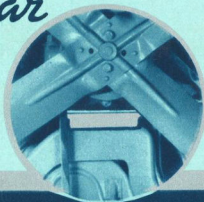
“It rests me as I ride”, traveling salesmen would state after day-long drives covering hundreds of miles.

“It spoils you for any other car”! say thousands of Plymouth owners. For who wants a car that jangles your every nerve when a smooth, vibrationless ride can be had! Science has found that vibration creates fatigue—lowers your alertness—even though you may not be conscious of it.

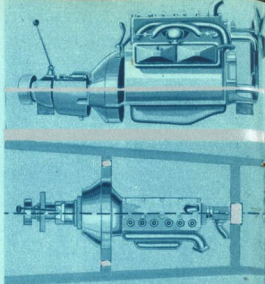
Rubber engine mountings alone do not duplicate the patented features of Floating Power engine mountings. And it is not a question of inherent engine smoothness. All engines have a tendency to rotate on their mountings, and it is the effects of this *torsional* vibration that Floating Power eliminates. In other words, the vibration Floating Power corrects is in ALL ENGINES—fours, sixes or eights!

Again in 1935, the only one of the three leading low-price cars which can give you patented Floating Power mountings is Plymouth.

RIGHT—The front Floating Power engine mounting of live rubber, inseparably bonded to steel.

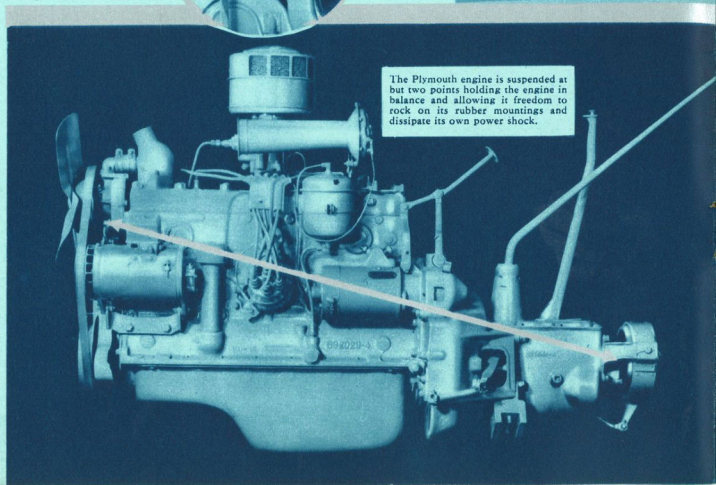


Before, engines were too heavy as suspended in the frame. Naturally this unbalanced condition increased the tendency to vibrate.



Mounting the engine rigidly at three or four points was the old way. This restraint tended to aggravate engine vibration to a noticeable degree.

The Plymouth engine is suspended at but two points holding the engine in balance and allowing it freedom to rock on its rubber mountings and dissipate its own power shock.



# Here is a sensational **NEW DEVELOPMENT**

## **POWER** *stepped up -* **FUEL COSTS** *reduced!*

**CALIBRATED IGNITION**—the secret of Plymouth's amazing new high compression economy. New vacuum control permits spark advance to point of maximum economy under all driving conditions without "ping," requiring only ordinary fuel.

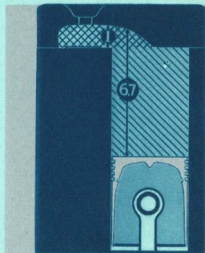
**T**o increase power without increase of fuel costs would be an achievement. To reduce fuel costs without reduction of power would be an achievement. To reduce fuel costs and increase power—to do both at once—was nothing short of a miracle! That's what Plymouth engineers have done in the 1935 Plymouth engine.

The power an engine develops from an amount of fuel is increased by the extent to which the fuel is compressed before being ignited. Increase the compression and you increase the power, if you can adjust the spark properly.

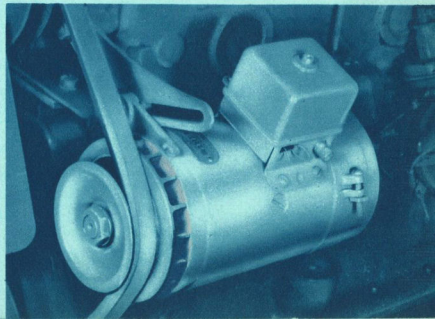
Compression ratios of more than 6 to 1 have in the past required premium anti-knock gasoline to avoid engine "ping" during moments of acceleration. There seemed to be no way to raise compression ratios and use ordinary fuel. But Plymouth engineers have created a way.

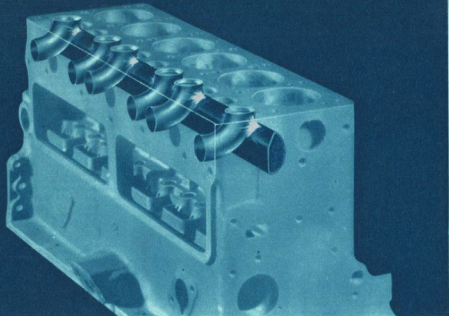
With Plymouth's new Calibrated Ignition, the engine now has 6.7 to 1 compression ratio. It has a cast-iron head. It uses ordinary fuel. It does not "ping" under any driving conditions. Compared with the 1934 Plymouth engine, it develops more power with 15 to 20% less fuel!

The upstroke of the piston compresses the fuel charge to less than  $\frac{1}{6}$  of its previous volume. Thus compressed before being ignited, the fuel explodes with tremendous force.



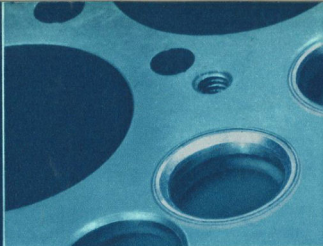
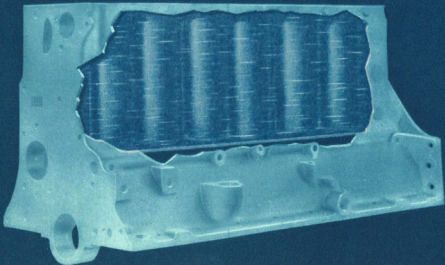
The new generator is ventilated for greater efficiency and long life—air is drawn in at the rear and expelled at the front—its output is increased to meet the demands of a car radio, heater fan or other special equipment.



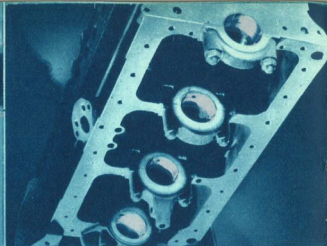


Directional Circulation—phantom view omitting intake valve ports to show how all exhaust valve seats—the hottest points in any engine—are cooled equally by water fresh from the radiator and directed at them under high velocity for positive cooling.

Full-length Water Jackets—cutaway view showing how water now cools the cylinder bores their full length—thus lowering the temperature of the oil in the crankcase, lengthening its life and increasing its usefulness in protecting the bearings.



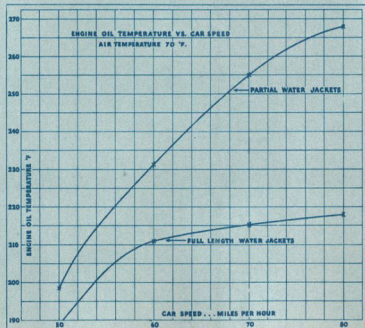
These valve seat inserts are more heat resistant than the cylinder block iron, reduce frequency of valve grinding.



Higher price cars and Plymouth use four main bearings, instead of the usual three, to better support the crankshaft!

# NEW *in* 1935

Heat breaks down oil, thus it, makes it unfit for use. Lower the temperature of the oil and you increase bearing life. Note the differences in oil temperature, between ordinary partial water jacketing and the new Plymouth full-length jacketing.



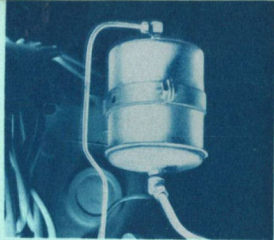




To protect the oil from dust or grit the oil filler pipe has this air cleaner.



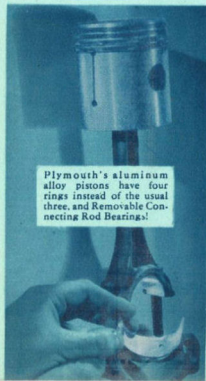
Full Pressure Lubrication—oil is forced with 35 pounds of pressure to all camshaft, connecting rod and main bearings.



Oil Filter—cleans the oil, removing solid particles which might injure the engine.

# the first engine in history with this

# HEAT CONTROL



Plymouth's aluminum alloy pistons have four rings instead of the usual three, and Removable Connecting Rod Bearings!

**T**HE most destructive force in an automobile engine is heat. The more complete the lubrication safeguards and the more thorough the circulation of the water, the longer life will the parts have.

The 1935 Plymouth engine uses full pressure lubrication—*not all low-price cars have that!*

The Plymouth engine uses an oil filter—*not all low-price cars have that!*

And to assure unusual oil economy, the 1935 Plymouth engine has FULL-LENGTH water jackets—which mean an important reduction in the temperature of cylinder bore walls, so that the oil which lubricates them is not subjected to their previous terrific heat!

Longer life for oil, new protection for bearings.

That is only *part* of Plymouth's new Heat Control—new Directional Circulation of the water now provides fresh, cool water under high velocity direct to each exhaust valve seat water jacket. It assures faster cooling of these parts—uniform cooling, all parts are cooled equally. Plymouth has led the field in using heat-resisting exhaust valve seat inserts and silcrome exhaust valves. Valve grinding had been reduced. With this Plymouth Directional Circulation, you can expect even longer life to these parts.

For greater economy of oil, and of upkeep, for greater satisfaction, get the best engineered low-price car!

# GET *the* EASIEST

## PLYMOUTH'S *new* VENTILATED CLUTCH

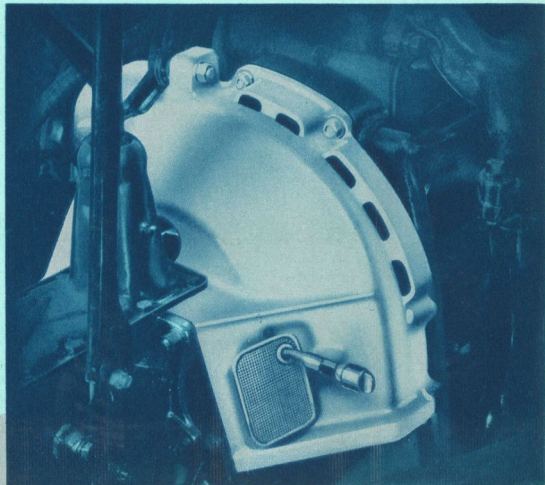
*Operates with 30% less pedal pressure*

Larger than the last year's Plymouth clutch, it has 15% greater capacity. Note the screened opening where air is drawn in. The air outlet holes are at the outer rim.

THE engagement of a clutch depends on friction. The continued good operation requires this friction with a minimum of heat. For excessive heat destroys, causes undue wear, causes clutch slippage and finally, failure to operate.

The new Plymouth clutch is *ventilated*. It draws in air through a screen at the rear of the clutch case and expels it at the outer edge. Excessive heat is carried off. You can be sure that this clutch will operate perfectly with a minimum of adjustment throughout the life of the car.

For improved driving ease, this clutch operates with thirty per cent less pedal pressure than is ordinarily required. It was achieved by a simple redesigning of the pedal linkage, and it is appreciated as a major advantage by men as well as women.

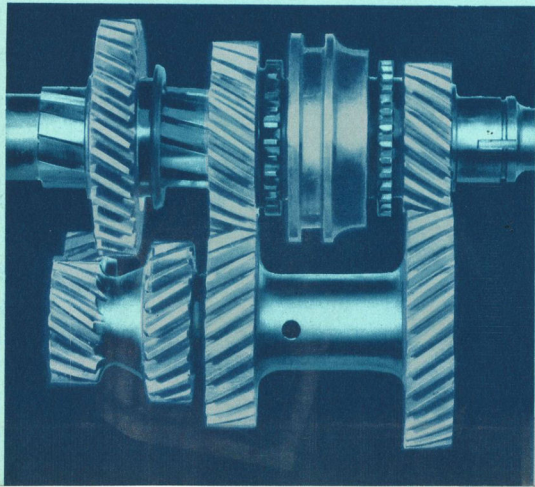


# HANDLING CAR

## NEW SYNCRO-SILENT TRANSMISSION

*Shifts gears quickly...without* **CLASH**

SYNCRO-SILENT—the gears are synchronized, brought to the same rate of speed, making a no-clash engagement. And it is an all-silent transmission—*tooth contact is continuous.*



**T**HE quicker and easier the shift from second to high or *high to second*, the better control you have over your car. In the new Plymouth transmission, the different gears are quickly brought to the same rate of speed by your first touch on the gear shift lever. With the gears thus rotating at the same rate of speed, the shift is made easily without clashing.

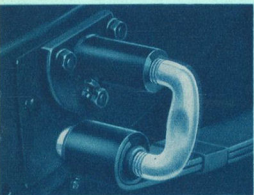
And this is an all-silent transmission. All the gears are of the expensive helical design, so that every speed range—including reverse—is practically as quiet as high gear.

It is not only the quietest transmission but one that will *stay quiet!* For, while it has always been common practice of other manufacturers to use bronze bushings, the Plymouth countershaft is mounted on roller bearings, the mainshaft on two ball bearings and a roller bearing.

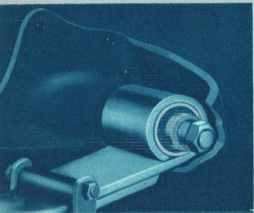


Truly the

# FLOATING RIDE..



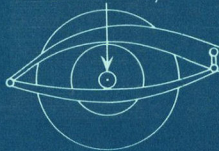
The rear ends of both springs use this threaded-type Silent-U Shackle, which allows absolute freedom of movement and requires no attention other than occasional lubrication.



Where the rear spring fastens to the frame under the car Plymouth uses this Rubber-cored Shackle, absolutely quiet, trouble-free, needs no lubrication at any time!

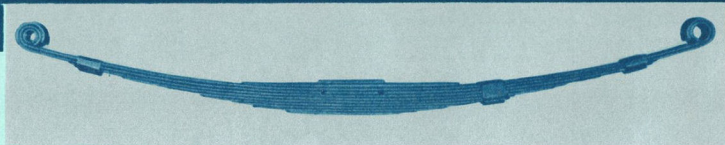
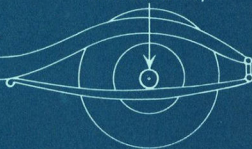
FRONT SPRING FREQUENCY  
90 PER MINUTE (appr.)

50% OF WEIGHT  
INSTEAD OF 40%



REAR SPRING FREQUENCY  
85 PER MINUTE (appr.)

50% OF WEIGHT  
INSTEAD OF 60%



The new front spring uses two main leaves, the lower one split at the center. Note how thin the leaves are —made of a special steel—"Mola."

Equalized spring action and weight distribution (engine and passenger weight moved forward) as pioneered by Chrysler Motors engineers last year in the sensational Airlflow cars! Front springs and rear springs each carry approximately the same weight, have the same frequency, all parts of the chassis ride the same!

# - here is the simple explanation of the 1935 PLYMOUTH'S *amazing* ROADABILITY

THE great difference between higher price cars and those of lower price was always in the matter of the ride. Wheelbase was considered the explanation, but the fact was that the front springs, being short, were stiff. Plymouth has now produced the first short spring in automobile history that is soft and resilient, but long lived. It is an utterly new design and it required the use of a new spring steel.

With these new front springs and the application of the Chrysler Motors principle of weight distribution (moving engine and passenger weight forward) as pioneered last year in the sensational Airflow cars—an astonishing new ride was achieved.

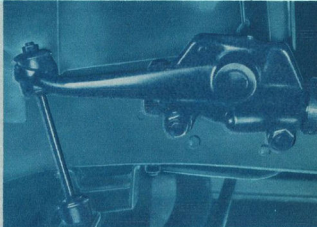
In the 1935 Plymouth, front springs and rear springs carry approximately the same weight, have the same frequency—all parts of the chassis ride the same.

The back seat ride of the 1935 Plymouth is a revelation. Front end bounce is controlled by *double-acting* shock absorbers on the front springs.

Even on straight driving, you will be astonished by the feeling of "steadiness" provided by this great new development in riding comfort.

Sidesway is eliminated by the use of a torsion spring (Sway Eliminator) *at the front*, which keeps the car level under all conditions.

Here is a ride story that would have seemed improbable a year ago. It didn't even exist then! It is exclusive to Plymouth in the low-price field.



Double-acting hydraulic shock absorbers control the action of the new soft front springs eliminating front end bounce which means a finer back seat ride.



Independent front spring action is controlled by the Sway Eliminator. Flexing of either spring alone twists the bar, which lends reinforcing to the spring.

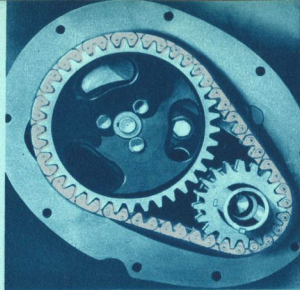
# Only the years can tell all of this **QUALITY** story . . .

PLYMOUTH'S reputation as the "best engineered low-priced car" grew from the fact that owners found unusual quality in their Plymouth. Here was a car which seemed to have eliminated the petty upkeep troubles which used to send low-price cars into the shop, week after week.

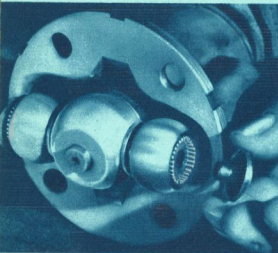
And the years have shown that on the long pull, too, Plymouth gives unusual upkeep econ-

omy. One of the important reasons is the bearings. Like the jewels of a watch, the number of ball bearings and roller bearings in a car is one of the most significant measures of quality there is. Only the years can show up their importance properly.

The Plymouth chassis has always had more anti-friction bearings than other low-price cars. Get this *quality* in your next automobile!

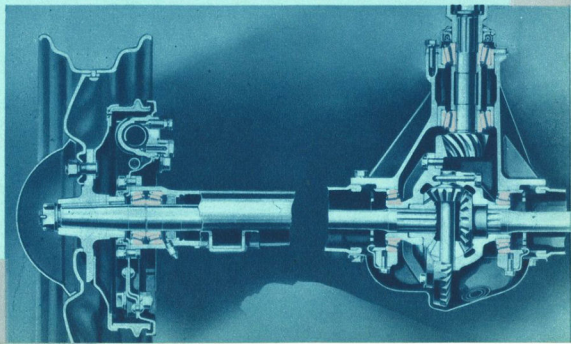


The Plymouth camshaft is driven by a short wide timing chain specially designed to give permanent quietness. An unusual quality feature.

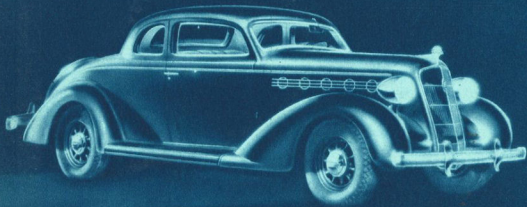


Plymouth Universal Joints are of finest design used on automobiles. Small roller bearings give frictionless universal action. Lubrication is seldom needed.

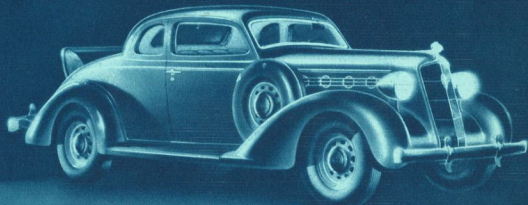
In the rear axle assembly are eight tapered roller bearings—two in the differential, two supporting the pinion shaft and two at each wheel! This is *Quality*.







PLYMOUTH *De Luxe* BUSINESS COUPE



PLYMOUTH *De Luxe* RUMBLE SEAT COUPE

*This* **BUSINESS COUPE** *is specially designed for business*

WITH the 6.7-1 high compression, calibrated ignition, directional water circulation, the 1935 Plymouth De Luxe Business Coupe gives sensational *operating economy*; and this coupe is a full-sized car in every respect—with the same wheelbase, same engine, same transmission, same brakes, same general long-life and economy features, same *Ride*—as the other 1935 Plymouths.

It is the most comfortable low price business coupe. Floating Power and Plymouth's new ride feature are assurance that the man who drives this coupe for business will not have "car fatigue".

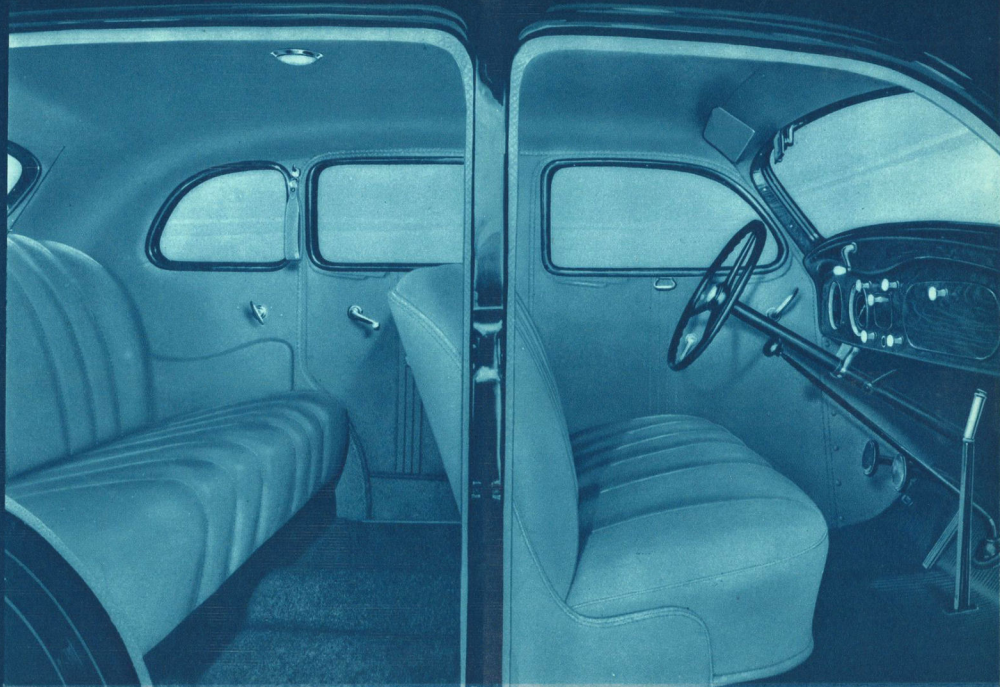
Back of the driver's seat is this commodious shelf, seventeen inches deep.



The rear deck is big and roomy giving ample space for sample cases, other luggage or even a fair-sized camping outfit. The space back of the driver's seat is wide and deep so that small luggage can be handily stowed away there.

Add it all up and you have in this 1935 Plymouth De Luxe Business Coupe a car that offers the utmost in convenience, comfort, safety, long-life—and **OPERATING ECONOMY!**

If you use a car for business and want one that will stick to the budget in a real business-like way—get this coupe!



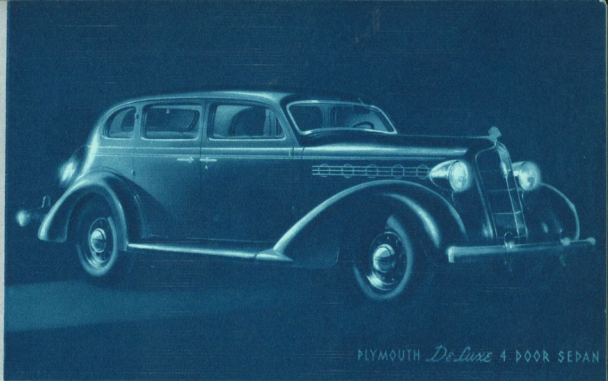
*The 1935 Plymouth interior gives you a spacious roominess that is not to be had in other low price cars!*

## LUXURIOUS *Interior*

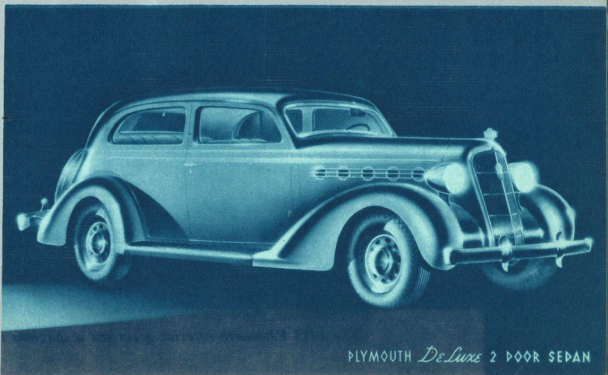
**I**t is the most beautiful car that Plymouth has ever built. It has the finest upholstery material and the smartest tailoring. The rug is thick and heavily padded underneath. Metalware is in a beautiful new design.

The body is more spacious: 3 inches wider and longer—189 inches from bumper to bumper. Note that the floor is lower, giving greater leg-room. And there is a space permitting circulation of air under the front seat, to make the rear compartment better heated in winter, cooler in summer!

New body construction brings the floor closer to the running board, makes the step-up short and provides more height inside.

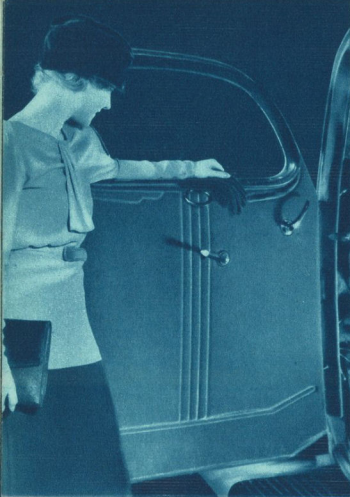


PLYMOUTH *De Luxe* 4 DOOR SEDAN



PLYMOUTH *De Luxe* 2 DOOR SEDAN





Front doors are hinged at the front and note that this door-locking handle is placed forward out of the way. The new luxurious upholstery tailoring and the new interior fittings win exclamations of admiration from everyone.

The ash receiver for the rear compartment is now conveniently located where all passengers can reach it handily. A silken robe cord is a graceful feature of four-door sedans.



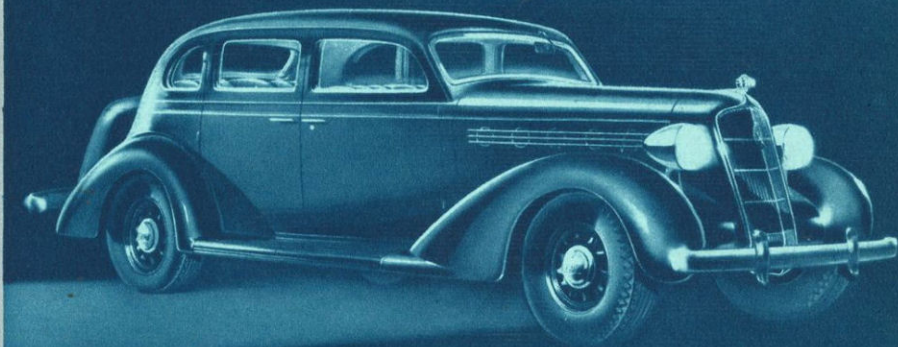
It's called a Cove Ceiling—a beautiful new treatment of the roof contour which eliminates seams and braiding. Smarter—neater—advance style.



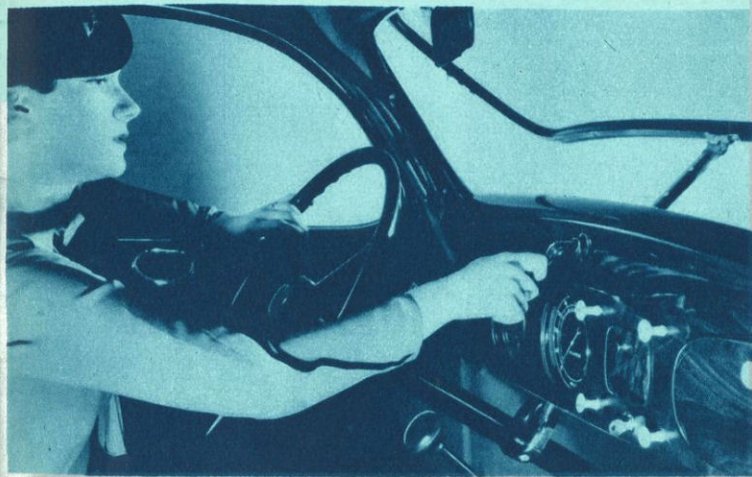
Here's spaciousness. See how high the seat back is—how wide and deep the seat. The rear window curtain is concealed behind the seat back. It rolls upward—fastens with a snap-button.



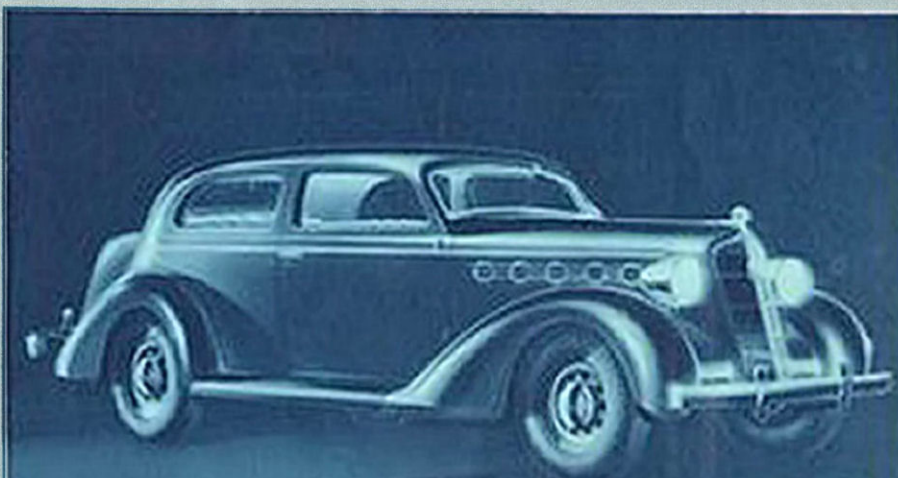
Here's real luggage convenience! Trunk space extends clear to the seat. If fender well tire mounting is wanted, that shelf above the wheel is left out making an even larger loading space.



PLYMOUTH *De Luxe* 4 DOOR TOURING SEDAN



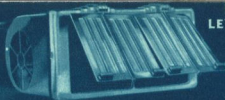
The windshield OPENS—by means of this handy center control. The windshield is of Duplate Safety Plate Glass. On the beautiful instrument board controls are conveniently located. The ash receiver in the center can be replaced with the dial of a custom-built Plymouth radio at slight extra cost. The glove compartment is wide and deep.



PLYMOUTH *De Luxe* 4 DOOR TOURING SEDAN



HAND BRAKE  
LEVER EXTENSION



HOT WATER HEATER



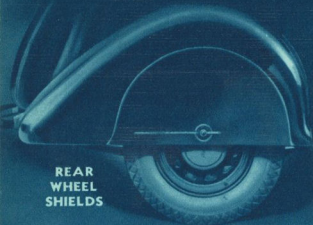
TRAVEL CASES



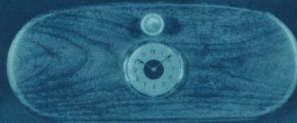
DUAL  
HORNS



CLOCK AND MIRROR



REAR  
WHEEL  
SHIELDS



ELECTRIC CLOCK



PLYMOUTH-PHILCO RADIO



WHEEL MOULDING

## INDIVIDUAL CAR!

Special colors can be had for slight extra cost. And fender wells for carrying one or two spare tires forward. If you want two windshield wipers, or two sun visors or two tail lamps, they can be included on the car order at only nominal added costs.

### PLANS PLAN

Remember that payment plans. General Credit Co. financial institutions. The rates are low. General Motors—Company and security.

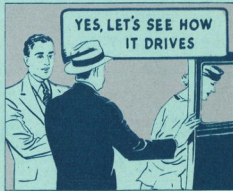
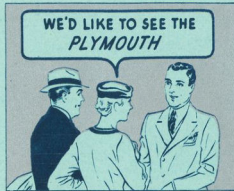
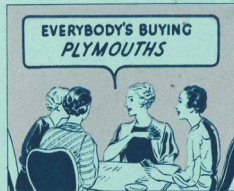
A special value is available in what is called the De Luxe Accessory Group—Dual Chromium Air-tone Trumpet Horns, Cigar Lighter, extra Windshield Wiper, Sun Visor, Tail Lamp—at a lower price than the cost of these items ordered singly.

Remember, these extras which make your car individual can be added to the order so that they increase the monthly payments by only a few cents.



# HOW WILL YOU BUY YOUR NEXT CAR ?

*on habit? on prestige? . . . on value?*



IN SIX YEARS  
OVER A MILLION  
PEOPLE WHO HAD  
BEEN DRIVING  
OTHER CARS  
HAVE CHANGED  
TO  
PLYMOUTH

NO OTHER CAR *at*  
ANY PRICE HAS  
SUCH A RECORD  
OF GROWTH IN  
SALES AS  
PLYMOUTH

*No other low priced car can equal this*  
list of MODERN FEATURES

Floating Power  
6.7 to 1 Compression Ratio  
Calibrated Ignition  
Full Length Water Jackets  
Directional Circulation  
T-Slot Aluminum Alloy Pistons  
Hydraulic Brakes  
Safety-Steel Body  
Sway Eliminator

"Mola" Springs with Equalized  
Spring Loads  
Silent-U Shackles  
Ventilated Clutch  
Syncro-Silent Transmission  
Roller Bearing Universals  
28 Anti-Friction Bearings  
Bonderized Fenders and Sheet Metal  
Simplified Ventilation

# 1935 De Luxe PLYMOUTH—Detailed Information

## AXLE, FRONT—Tubular.

**AXLE, REAR**—Gear ratio 4.125 to 1. Semi-floating with one-piece two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Chrome-molybdenum axle shafts with two tapered roller bearings at each outer end. All tapered roller bearings are fully adjustable.

**BODIES**—"Safety-Steel", braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness. Simplified ventilation in all models. 46 body bolts.

**BRAKES, SERVICE**—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings 2" wide. Centrifuge brake drums, 10" in diameter. Wheel cylinders graduated in size to equalize facing wear of front and rear shoe.

**BRAKES, PARKING**—Independent in operation, 6" drum at rear of transmission. 2" external-contracting brake band. Equalized through differential gears.

**CARBURETOR**—Downdraft, equipped with combination air cleaner and intake silencer. Throttle connected with starter pedal for quick starting. Acceleration pump. Interconnected choke and throttle.

**CLUTCH**—Single dry-plate type, 9 $\frac{1}{4}$ " driven disc with torsion springs around hub for absorbing shock of starting. Ball bearing clutch release. Clutch housing ventilated.

**COOLING SYSTEM**—Water capacity 3 $\frac{3}{4}$  gallons. Self-adjusting water pump packing seal. Circulation controlled by special by-pass thermostat, an un-

usual construction which circulates water in cylinder block alone during warming up period. Cellular radiator core cooled by 4 blade (staggered) 17" fan driven by endless V belt.

**ENGINE**—L-head type. Bore, 3 $\frac{3}{8}$ "; stroke, 4 $\frac{5}{8}$ "; displacement, 201.3 cubic inches; S. A. F. horsepower, 23.44; standard compression ratio, 6.7 to 1. Fully water-jacketed length of bores, exhaust valve seats cooled by directed circulation of water from header pipe. Full force-feed lubrication by positive gear pump to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Oil capacity, 5 quarts. Crankcase ventilation with air cleaner. Oil filter. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-backed interchangeable precision type. New T-slot aluminum alloy pistons with 4 piston rings. Alloy valve seat inserts. Engine suspended on Floating Power rubber engine mountings.

**ELECTRICAL SYSTEM**—Battery, 6 volt, 86 ampere capacity. Generator ventilated with voltage control, driven by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor advance fully automatic with vacuum retard for acceleration. 14 mm. spark plugs; all cables heatproof and waterproof. Coil mounted in well-protected location on dash with armored theft-proof cable leading to lock on instrument board. Illuminated ignition keyhole.

**FRAME**—Rigid-X double drop with box section channels.

**FUEL SYSTEM**—Fuel is drawn from supply tank by fuel pump with air dome, driven from camshaft. Fuel filter. Fuel tank mounted at rear of frame; capacity, 15 gallons.

**OVER-ALL LENGTH**—With bumpers, Sedan 189".

**SPRINGS**—Semi-elliptic. Rear springs; width, 1 $\frac{3}{4}$ "; length, 53 $\frac{3}{8}$ "; Silent-U shackles and rubber cored shackles. Front springs, Mola steel, double main leaf; width 1 $\frac{3}{4}$ "; length, 37 $\frac{1}{4}$ ".

**STEERING GEAR**—Cross-steering design to eliminate road shock. Steering gear semi-irreversible type. Friction reduced by generous use of tapered roller bearings. Roller shaft on Oilite bushings. Steering gear ratio 18.2 to 1.

**TRANSMISSION**—Syncro-silent with helical gears throughout. 5 ball and roller bearings in transmission.

**WHEELS, TIRES**—Five steel artillery wheels with spare mounted rear. Airwheel, 6/16 tires.

**INSTRUMENTS AND EQUIPMENT**—Instrument panel includes speedometer, ammeter, oil pressure gauge, electrical gasoline gauge, water temperature indicator, ignition lock switch, light switch, choke and throttle control buttons. Horn button at center of steering wheel. Foot controlled headlight beam switch. Equipment includes cowl ventilator, automatic windshield cleaner, non-glare rear vision mirror, adjustable horn, stop light with glow lens, glove compartment. Full set of tools on all models. Closed cars equipped with built-in radio antenna.

**NOTE**—All specifications subject to change without notice.

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