

LOWEST OPERATING COSTS

LOWEST UPKEEP COSTS

HIGHEST RESALE

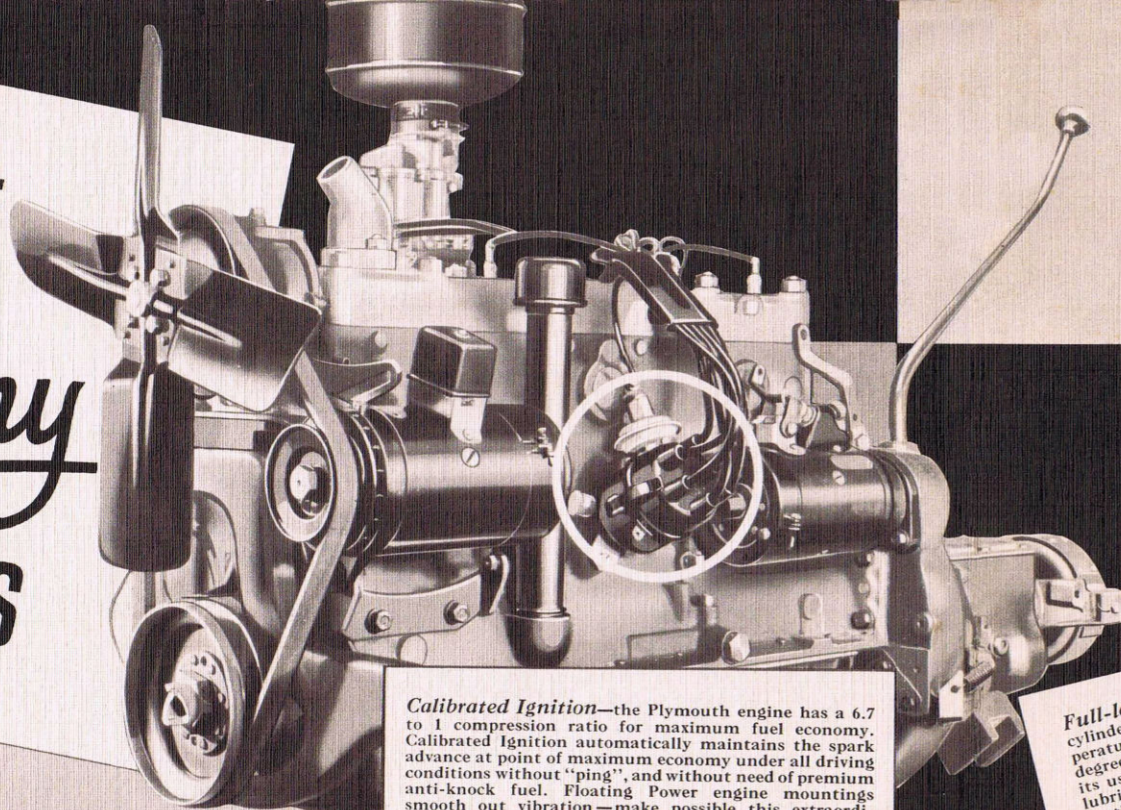
-with the All Day Restfulness
OF
FLOATING POWER

Among those people to whom an automobile is primarily a business machine, Plymouth popularity has increased as rapidly as it has with the general public. For not only does Plymouth provide the utmost economy in transportation, but also provides exceptional safety with genuine Hydraulic Brakes and Safety-Steel Body—exceptional comfort with shockless steering, equalized weight distribution and vibrationless Floating Power engine mountings. No other low price car offers so many features for protecting the driver from fatigue and traffic strain, as well as insuring the owner of the car against excessive operating and upkeep costs.

THE NEW BUSINESS PLYMOUTHS . . .

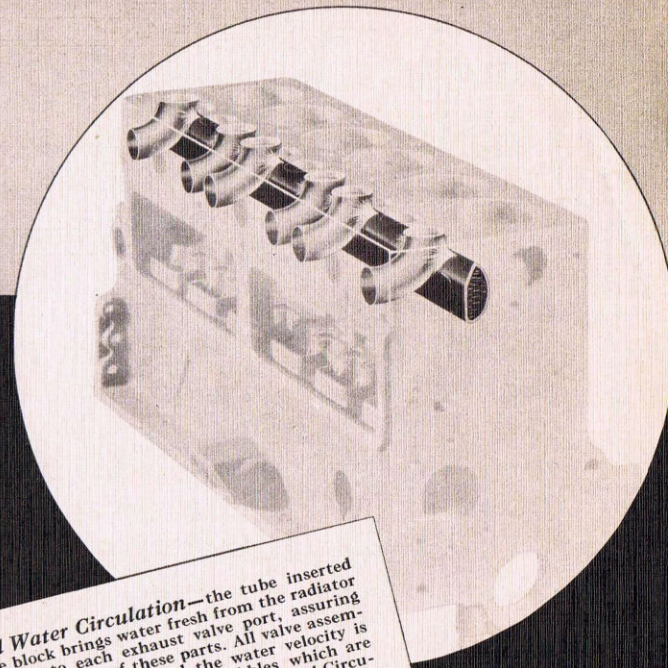
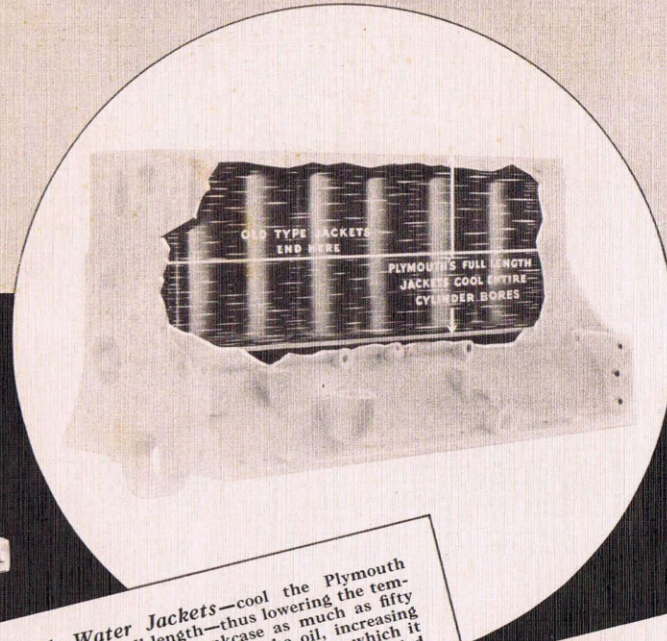
for 1936

*** BECAUSE
OF THESE
Economy
FEATURES



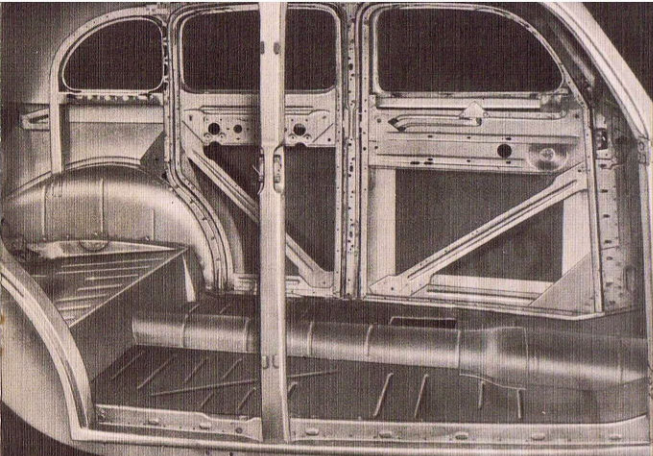
Calibrated Ignition—the Plymouth engine has a 6.7 to 1 compression ratio for maximum fuel economy. Calibrated Ignition automatically maintains the spark advance at point of maximum economy under all driving conditions without "ping", and without need of premium anti-knock fuel. Floating Power engine mountings smooth out vibration—make possible this extraordinary high compression ratio without engine roughness.

Full-length Water Jackets—cool the Plymouth cylinder bores their full length—thus lowering the temperature of the oil in the crankcase as much as fifty degrees and lengthening the life of the oil, increasing its usefulness in protecting the working parts which it lubricates. With half length water jackets the uncooled portion of the cylinder bores expands excessively causing irregular piston ring travel and undue piston ring wear.

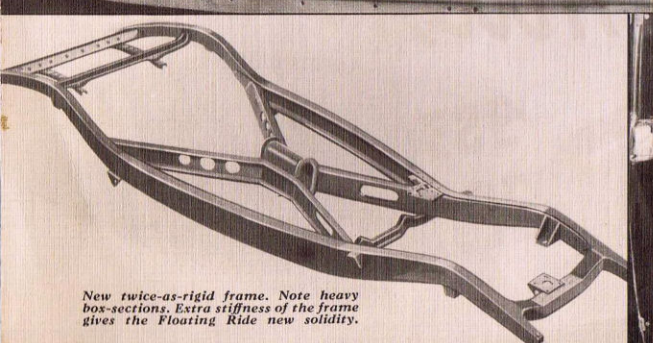


Directional Water Circulation—the tube inserted in the engine block brings water fresh from the radiator in equal volume to each exhaust valve port, assuring positive uniform cooling of these parts. All valve assemblies are thus cooled equally and the water velocity is great enough to wash away steam bubbles which are insulators and prevent proper cooling. Directional Circulation contributes importantly to the life of the engine.

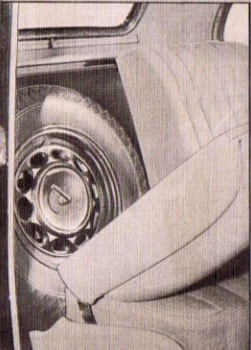
THE MOST ECONOMICAL *Full Sized* CAR IN AMERICA



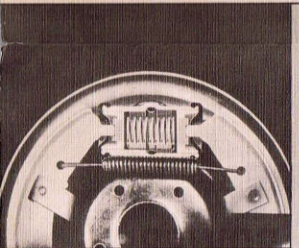
Steel welded to steel. The Plymouth Safety Steel body is a single rigid unit. It will not warp, shrink or swell.



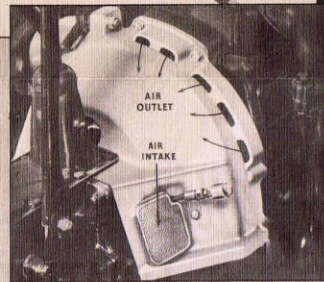
New twice-as-rigid frame. Note heavy box-sections. Extra stiffness of the frame gives the Floating Ride new solidity.



Spare tires for Coupes are now tucked away here in this new compartment back of the seat.



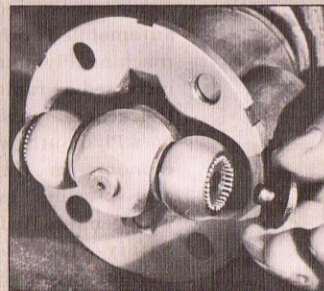
100% hydraulic. Each shoe receives hydraulic pressure—no reliance on self-energizing.



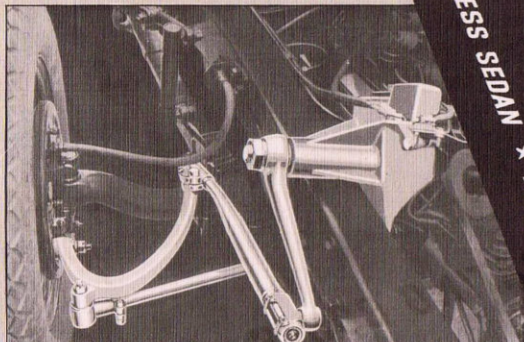
Ventilated Clutch—filtered air passes through at a high velocity maintaining the clutch at the proper temperature—for longer clutch life!



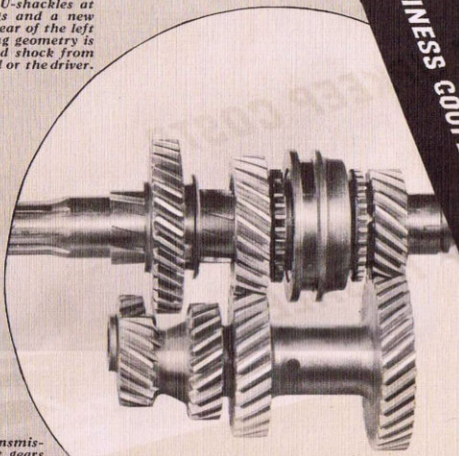
To protect the oil from dust or grit the oil filler pipe has this air cleaner.



Small roller bearings instead of plain bushing used in universal joint. Lubrication is seldom required.



New steering ease! With U-shackles at the front of front springs and a new Shock Eliminator on the rear of the left front spring, a new steering geometry is established to prevent road shock from reaching the steering wheel or the driver.



Synco-Silent transmission. Helically cut gears are used throughout for quietness in all speeds.

FRONT SPRING FREQUENCY
90 PER MINUTE (approx)

50% OF WEIGHT
INSTEAD OF 40%

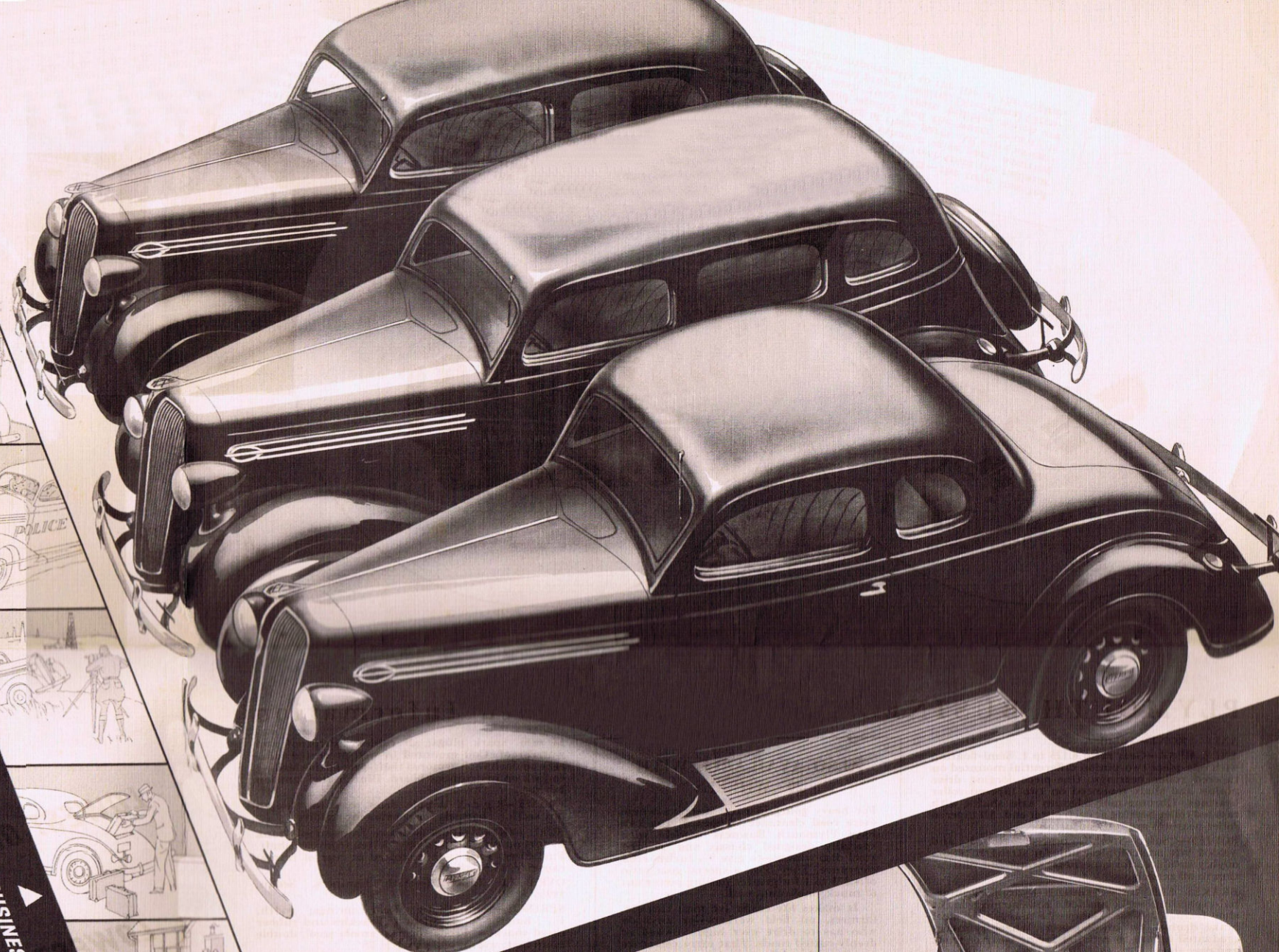


REAR SPRING FREQUENCY
85 PER MINUTE (approx)

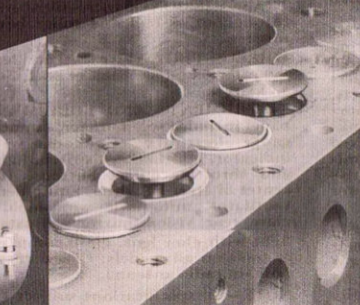
50% OF WEIGHT
INSTEAD OF 60%

Plymouth Weight Re-distribution—balanced weight and balanced spring action—it is the perfected Floating Ride!

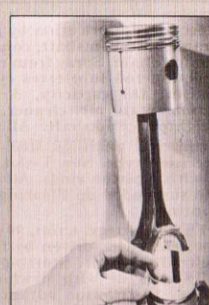
★ PLYMOUTH 2-DOOR BUSINESS SEDAN ★ PLYMOUTH 4-DOOR BUSINESS SEDAN ★ PLYMOUTH BUSINESS COUPE ★



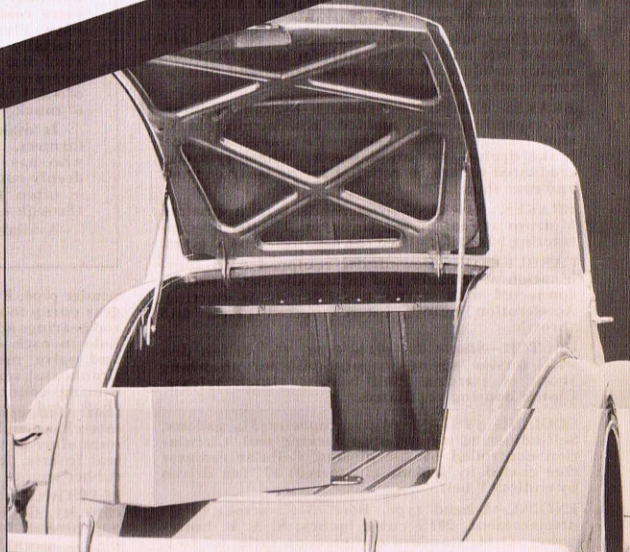
Inserts of a special heat-resisting alloy for exhaust valve seats reduce valve grinding frequency.



Air-cooled generator—vacuum fan and ventilating louvers circulate cool air. Higher output—and no overheating.



Light aluminum alloy pistons fitted with four piston rings.



New design coupe luggage compartment. The spare tire is carried behind the right half of the front seat. The rear deck lid closes flush with the floor of the rear compartment. No framing to interfere with sliding loads in or out. Easier loading.

THE MOST ECONOMICAL *Full Sized* CAR IN AMERICA

PLYMOUTH BUSINESS MODELS — 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 tapered roller bearing 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.

BRAKES, SERVICE—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings 2" wide. Composite manganese steel 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 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 thermostat. Cellular radiator core cooled by 4-blade (staggered) 17" fan driven by endless V belt.

ENGINE—L-head type. Bore, 3 $\frac{1}{8}$ "; stroke, 4 $\frac{3}{8}$ "; displacement, 201.3 cubic inches; S. A. E. 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

ALSO AVAILABLE WITH 20" WHEELS

For heavy going in rural districts where extra road clearance is needed, you can have Plymouth Business models with specially designed chassis and 20-inch steel disc wheels—to give 9 $\frac{3}{4}$ inches road clearance. They have a special gear ratio of 4.375 to 1 for greater pulling power out of muck, snow and mud.

It makes life easier for mail carriers, farmers, oil field workers—or anybody who has to drive over high-crowned or deeply rutted roads. That extra clearance is often the difference between getting through and getting stuck.

Available on Special Order.

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. 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, 90 ampere capacity. Generator ventilated, 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 full length box section channels for permanent rigidity.

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, 15.5 gallons.

OVER-ALL LENGTH—With bumpers, Sedan, 189 $\frac{1}{2}$ ".

SPRINGS—Semi-elliptic. Rear springs; width, 13 $\frac{1}{4}$ "; length, 53 $\frac{3}{4}$ "; Silent-U shackles and rubber cored shackles. Front springs, amola steel, double main leaf; width, 13 $\frac{1}{4}$ "; length, 38".

STEERING GEAR—Worm and roller semi-irreversible type, ratio 18.2 to 1. Friction reduced by generous use of tapered roller bearings. Road shock eliminator at rear end of left forward spring.

TRANSMISSION—Synco-roller with helical gears throughout. 5 ball and roller bearings in transmission.

WHEELS, TIRES—Five steel artillery wheels. Spare mounted—Coupe—back of seat, Sedan—rear; 17 x 5.25 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. 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.