

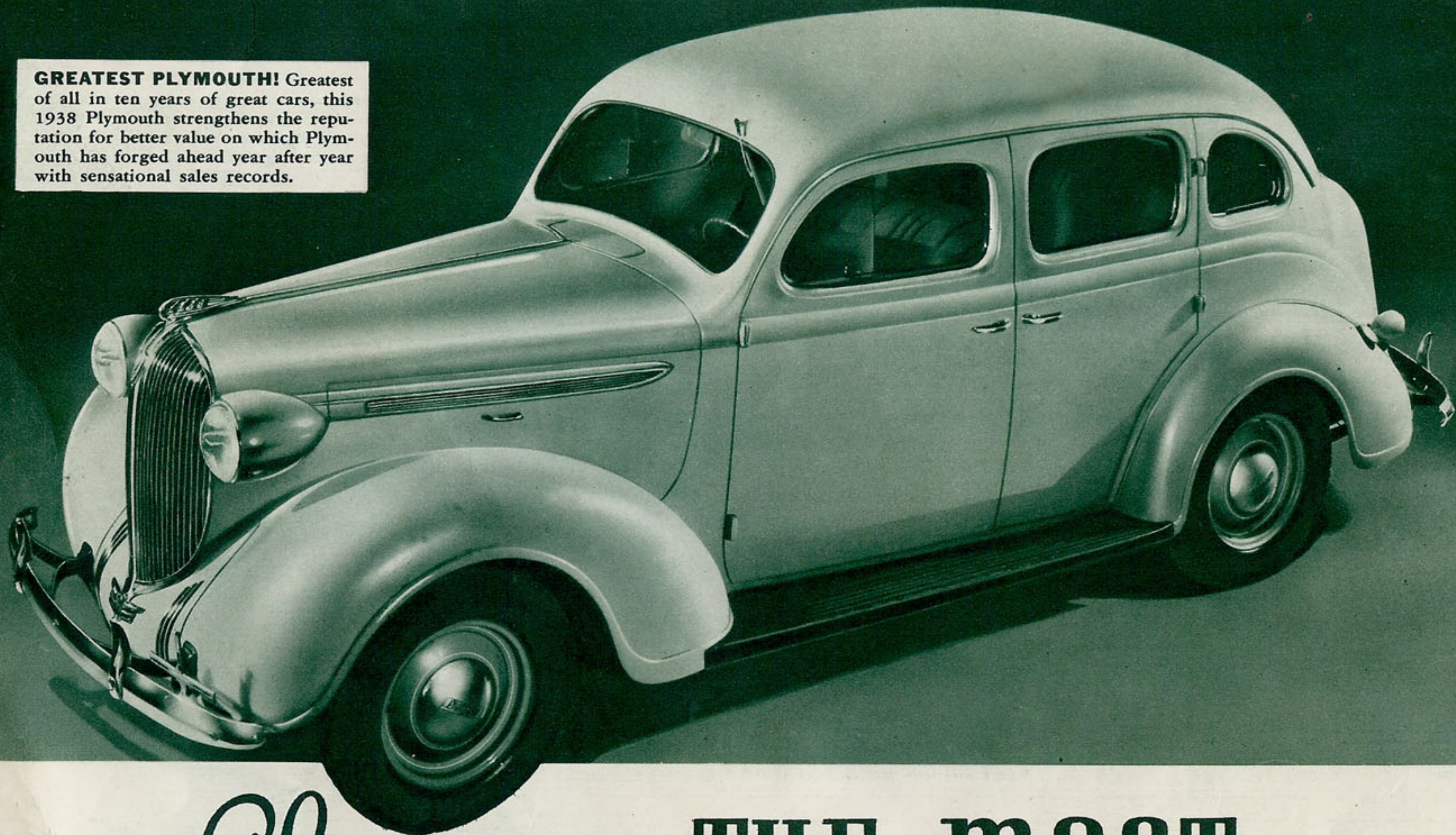
Get

THE CAR THAT STANDS UP BEST. . .

P L U M B U T H

1938 DE LUXE

GREATEST PLYMOUTH! Greatest of all in ten years of great cars, this 1938 Plymouth strengthens the reputation for better value on which Plymouth has forged ahead year after year with sensational sales records.



Climaxing **THE MOST**
AMAZING 10 YEAR RECORD



SPARKLING STYLE in every graceful, flowing line . . . every detail of design belongs with and supports all other details.

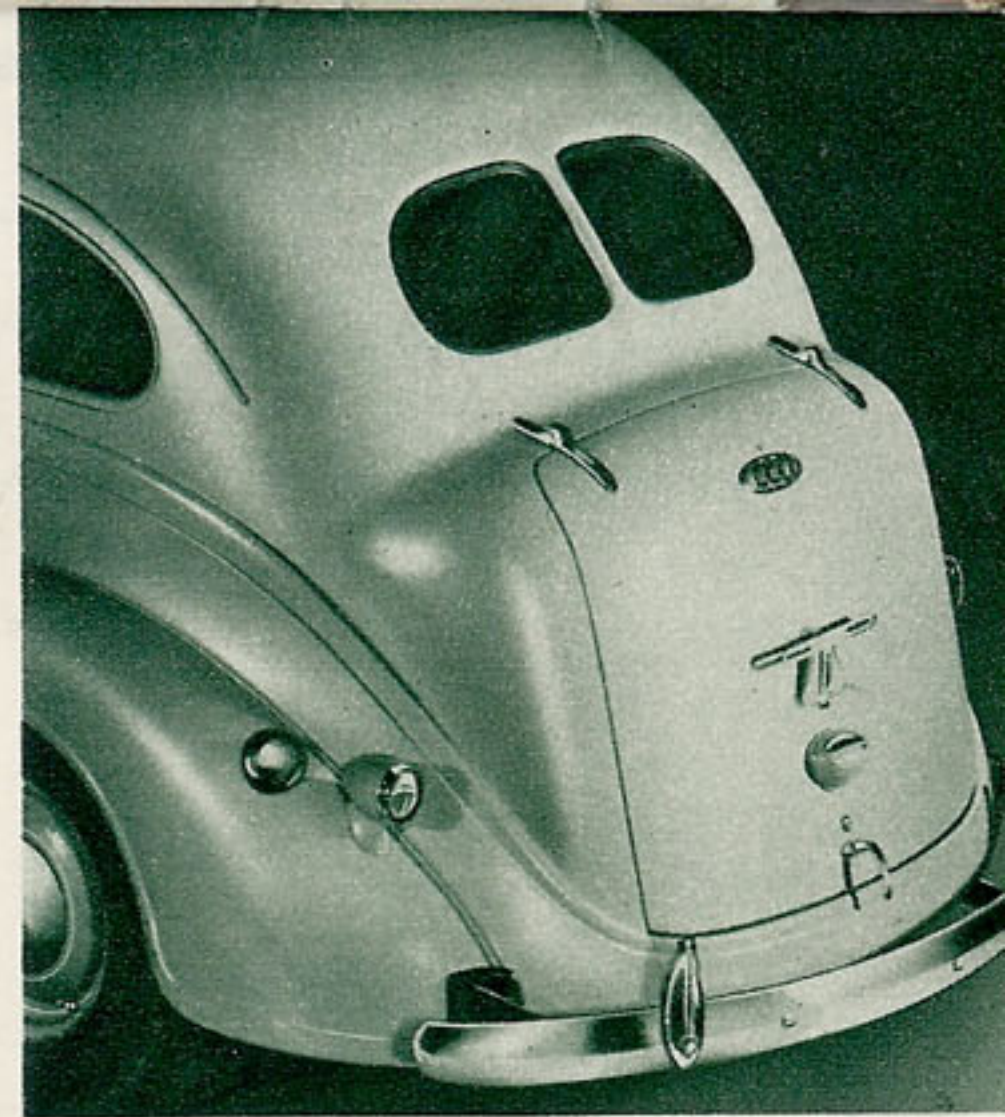
in the History of Automobiles

Behind this great new Plymouth for 1938 are ten epochal years of great cars . . . years that have seen a great army of Plymouth owners grow from *nothing* to MILLIONS!

In that short span of years Plymouth has achieved the most amazing growth in public preference . . . the most sensational sales record . . . in all automobile history. Practically all of the millions who drive Plymouths today changed over from old favorite makes of low priced cars to get the better values Plymouth offered.

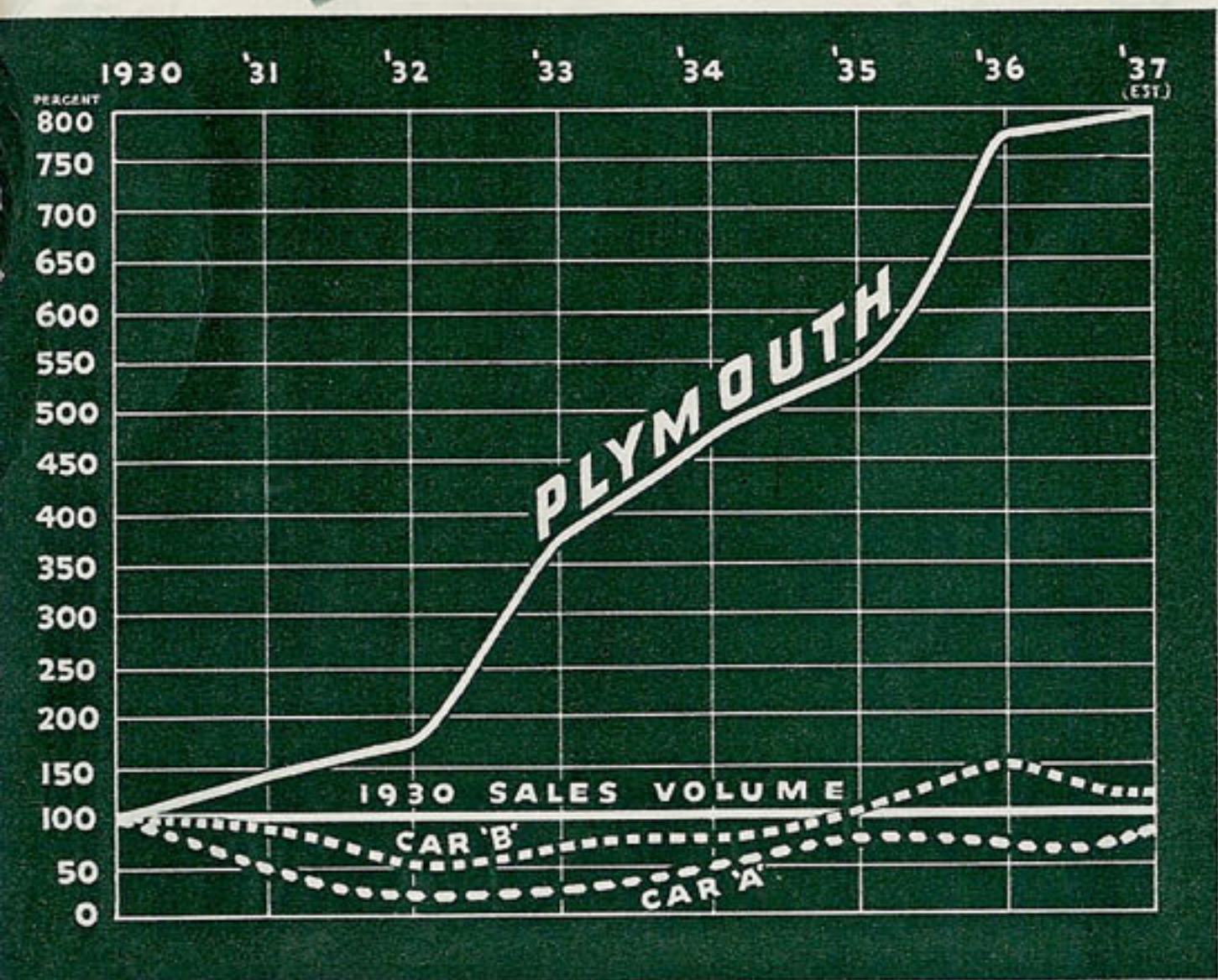
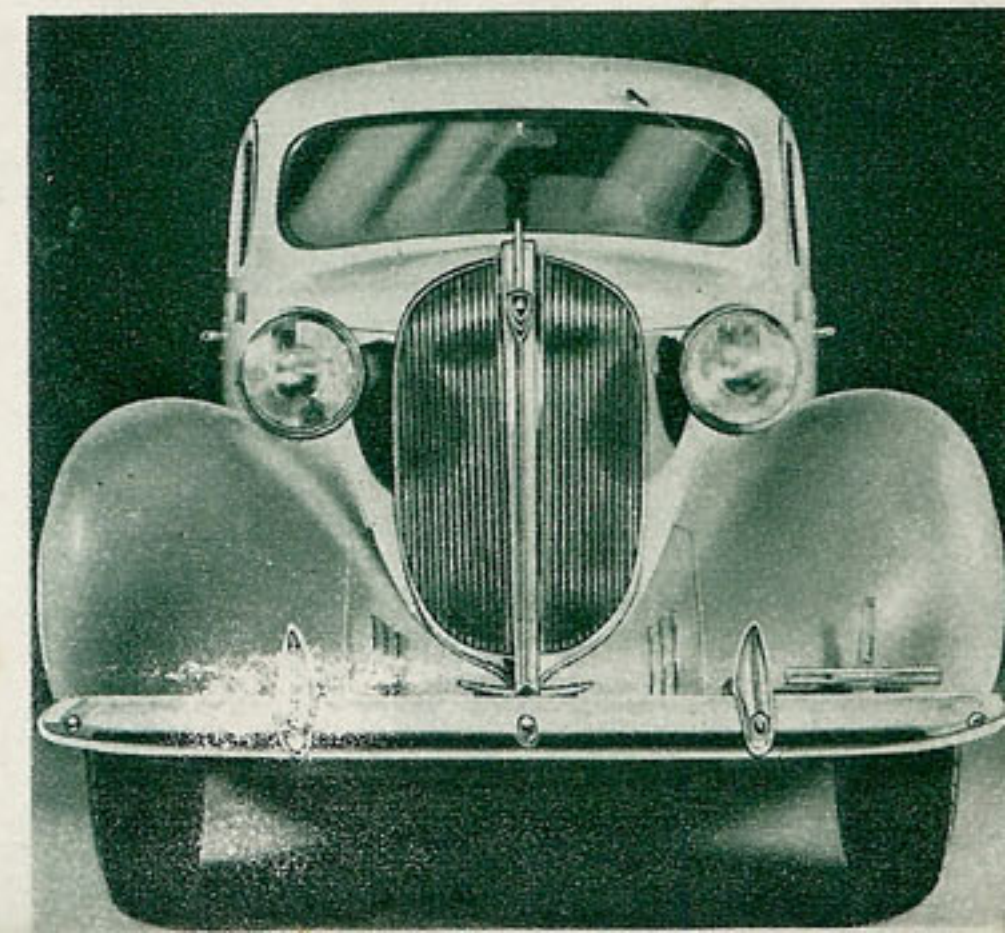
The REASONS for this unapproached record of sales advances, increase in owners and owner satisfaction are important to everyone considering the purchase of a low priced car. In brief, they are best summed up in the phrase that owners everywhere now use to describe their Plymouths—"It's the car that stands up best!"

Fresher, more appealing style . . . extra size, unmatched safety . . . record economy . . . unusual riding and driving ease . . . all these are Plymouth better value qualities that result from better engineering . . . that set the big, 1938 Plymouth apart in the low price field as the Best Buy of "All Three"!



SMOOTH! The trunk blends into the flowing lines of the rear end . . . is essentially a part of the body design. Its smart colorful new Plymouth emblem adds a distinctive note.

SOLIDITY and dynamic character are expressed in the swelling curves of smoothly rounded fenders and the bold vertical face of the new radiator grille.

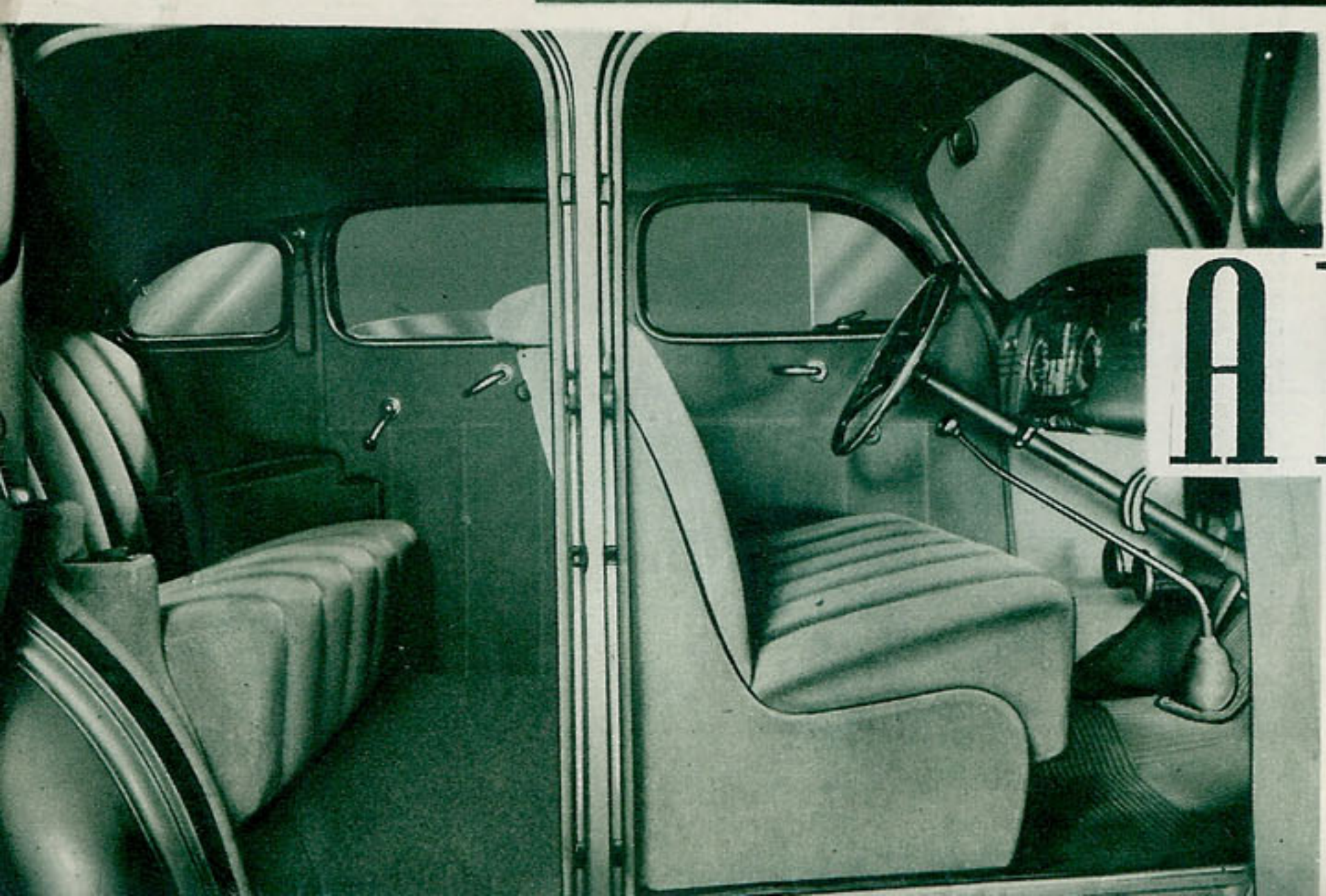
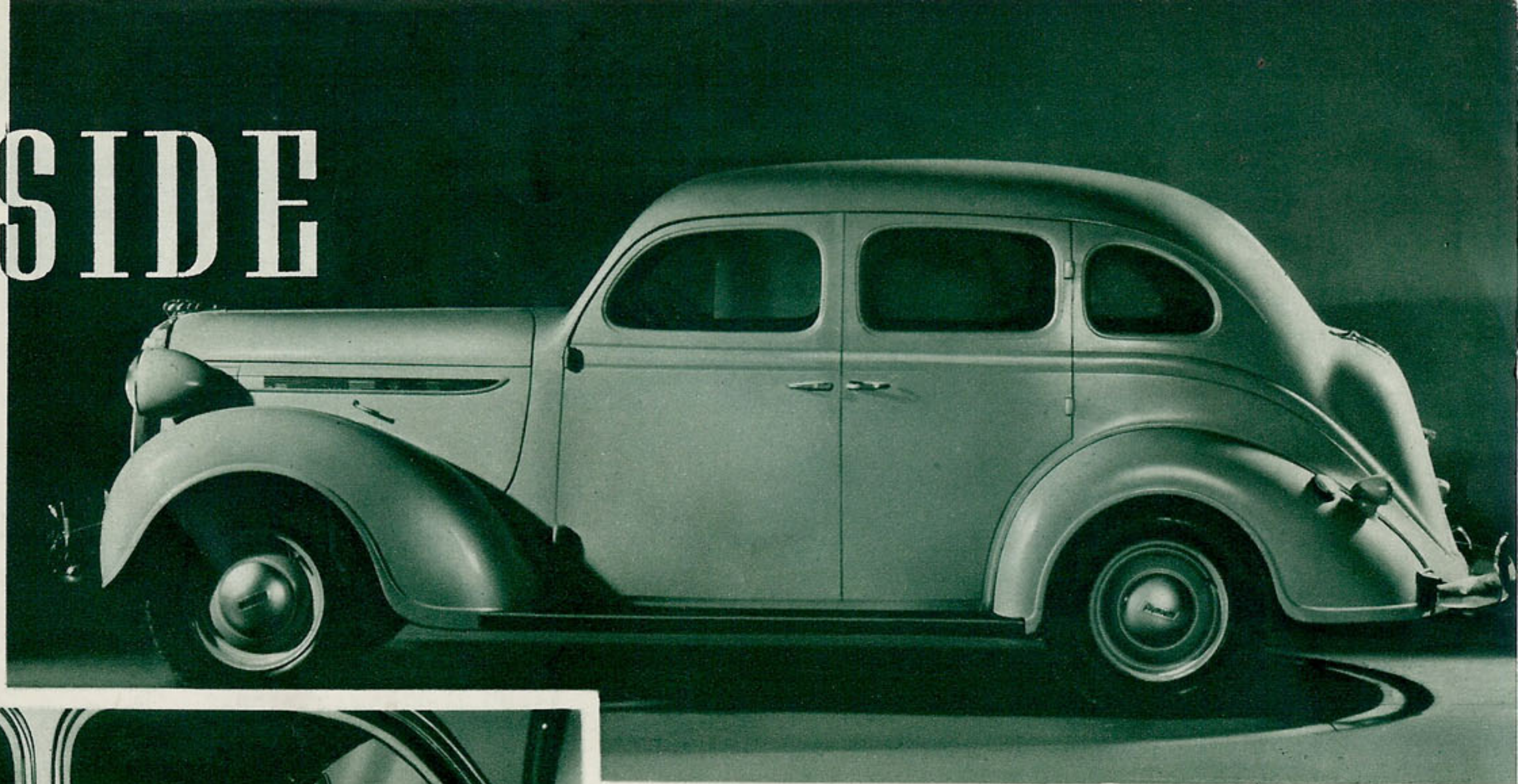


UP AND UP! Year after year thousands of buyers have "looked at All Three" . . . and changed to Plymouth. To make these continuous gains in public preference Plymouth had to give more of what people want in an automobile . . . at no extra cost.

OUTSIDE

BIGNESS AND BEAUTY combine to give the 1938 Plymouth its impressively distinguished appearance.

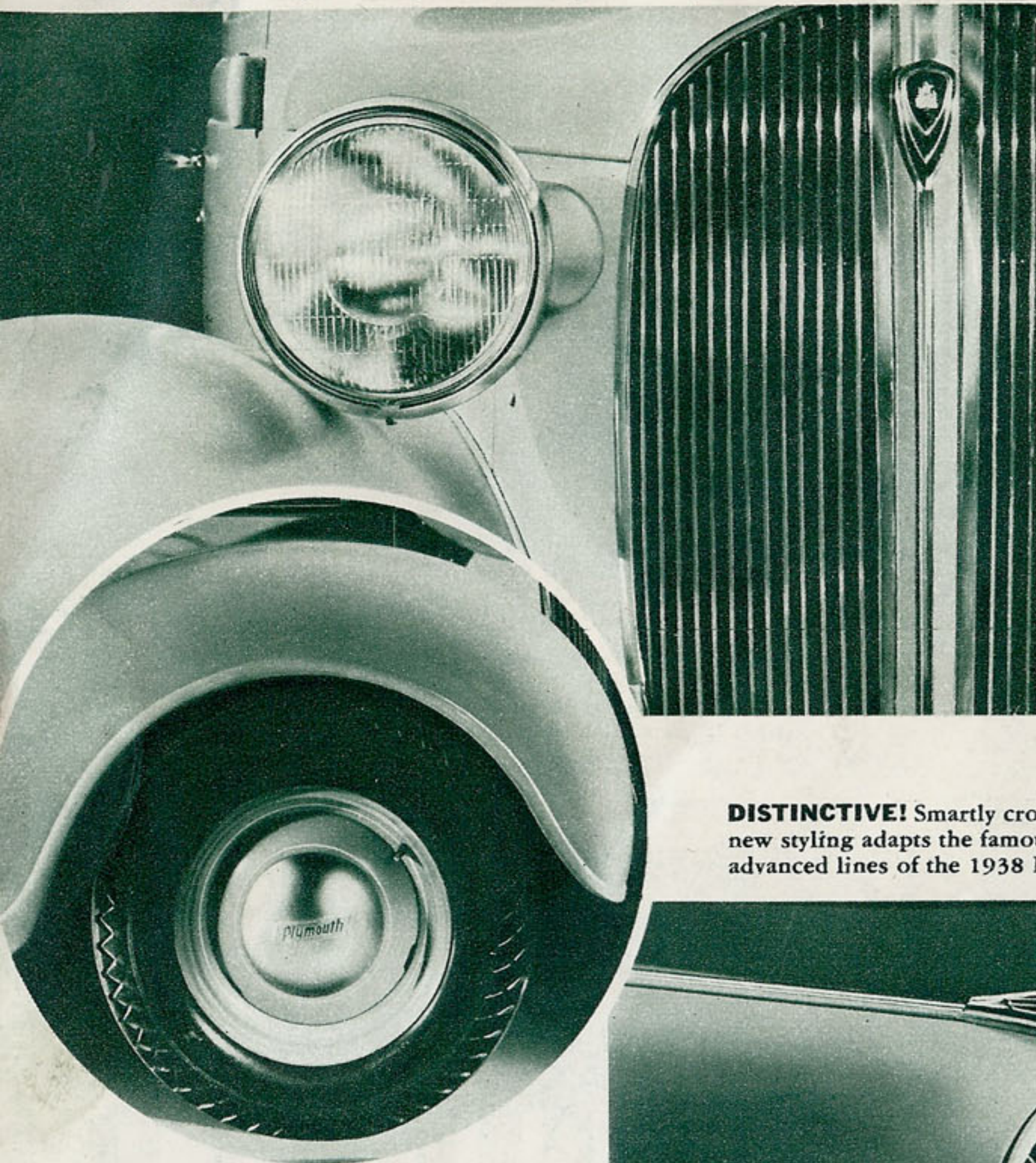
INVITATION TO EASE! Extra roominess! Deep, restful cushions. Rich new fabrics. Smartly modern tailoring. Chair height seats.



AND INSIDE...

It's AMERICA'S
MOST BEAUTIFUL

BRIGHTER! Larger headlamps not only contribute to appearance, but also increase safety of night driving. Teardrop contour sweeps smoothly into the long, sleek hood lines.



Low Price CAR

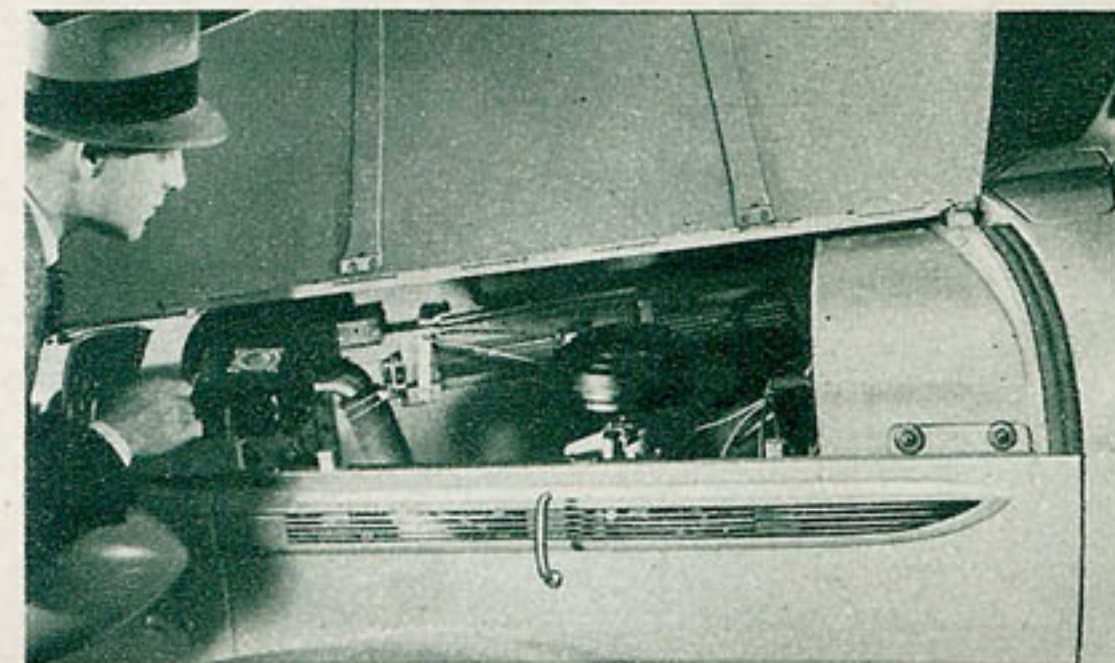
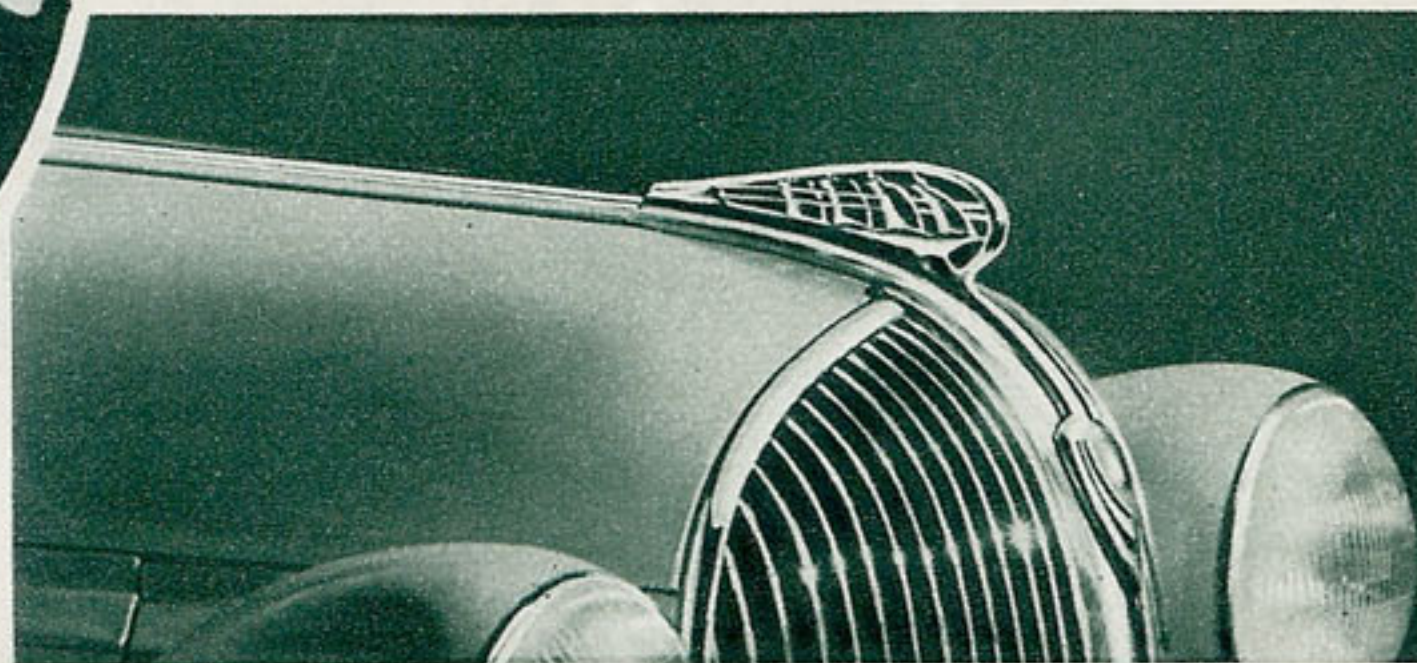
Many people, secure in the knowledge that Plymouth builds great cars, will buy this 1938 Plymouth on appearance alone.

Distinctive, sparkling new style meets your eye from whatever angle you view this great car. And there's *dignity* and *character* in the harmonious *unity* of Plymouth's design . . . with no particular feature demanding individual notice. Every flowing line and curve, every ornament and piece of equipment, harmonizes.

Your first impression of the 1938 Plymouth is one of admiration for both its beauty and its bigness. And when you look more closely, you discover that its distinguished appearance is, indeed, largely due to unusual size—spaciousness *you should expect* today in a low priced car.

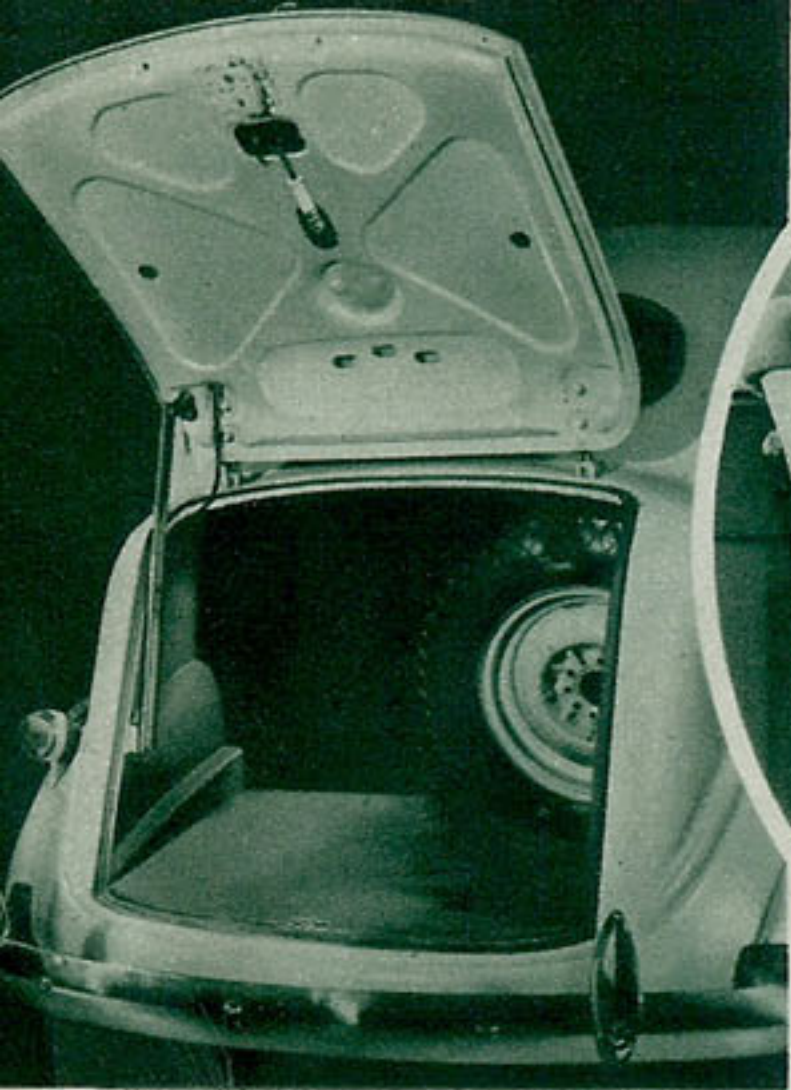
DISTINCTIVE! Smartly crowning the massive radiator grille, new styling adapts the famous Plymouth ship ornament to the advanced lines of the 1938 Plymouth.

SEALED! Hood opens at top. Side panels are bolted in place. Shields between engine and frame protect the engine from mud and water.



MODERN! One might think the sturdy wheels of heavy steel had no purpose but to add decoration.

NATURALLY YOU WANT THE CAR WITH MOST MODERN STYLE



EXTRA SPACE for luggage is provided by vertical mounting of spare tire. Trunk can be lighted by license plate light.

LOW FLOOR—NO HUMP! There is no tunnel to obstruct the rear compartment floor.



COMPREHENSIVE ADJUSTMENT! As seat is adjusted to forward position it also *moves upward* . . . raises the eye level of the driver for better vision.



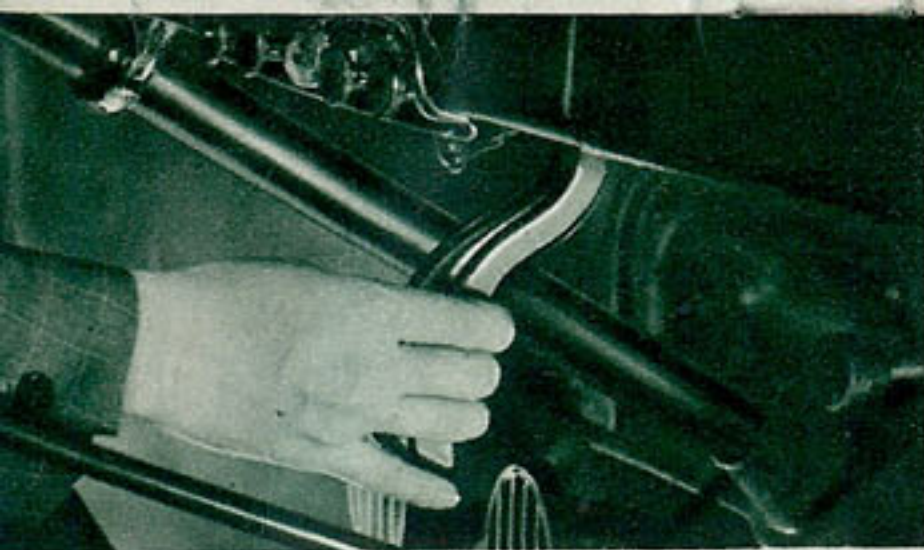
LUXURIOUS ROOMINESS! Plymouth's deep, luxuriously upholstered seats are built for perfect relaxation. Note the extra-generous width of this restful rear seat.



EXTRA KNEE SPACE! (Below) Hand brake lever is up under the instrument panel, within easy reach, but out of the way of front seat passengers.

Extra **SIZE** . . .
Amazing **LUXURY** . . .

AT NO EXTRA COST



FOOT CLEARANCE! For tall people extra provision is made in this foot rest recessed into the rear of front seat.



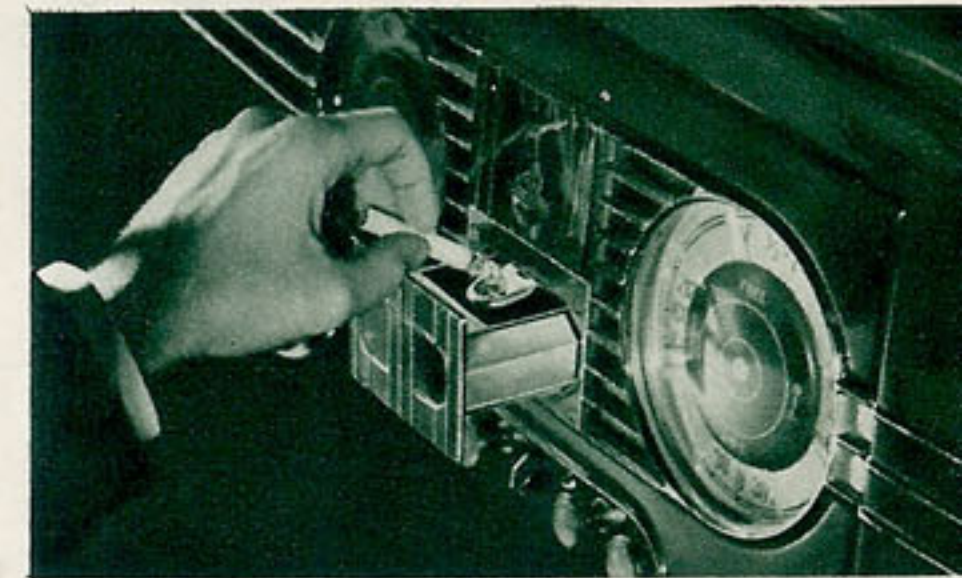
It takes *bigness* to give real luxury in a car. The big, beautiful 1938 Plymouth gives you extra size and room in abundance. Every inside dimension is unusually generous. From the standpoint of roominess, extra inches of head room, of seat room, of shoulder room, of leg room, put Plymouth far ahead even of many cars much higher in price.

Seats that are "chair height" from the low floor permit a normal sitting position, far and away the most restful on long drives. There is no "hump" in the low floor of the spacious rear compartment. Plymouth's hypoid rear axle makes possible the low, unobstructed floor.

And for luxurious travel, note that the 1938 Plymouth is unmatched by any other low priced car in the completeness and convenience of its appointments.



RIGHT AT HAND! Rear seat arm rests are fitted with ornamented ash receivers. **FLICK!** Convenient front seat ash receiver.



COMPLETE VENTILATION! Most effective, easiest to operate ventilating system in any low priced car. Partially opening the wings circulates a gentle current of air throughout the car.



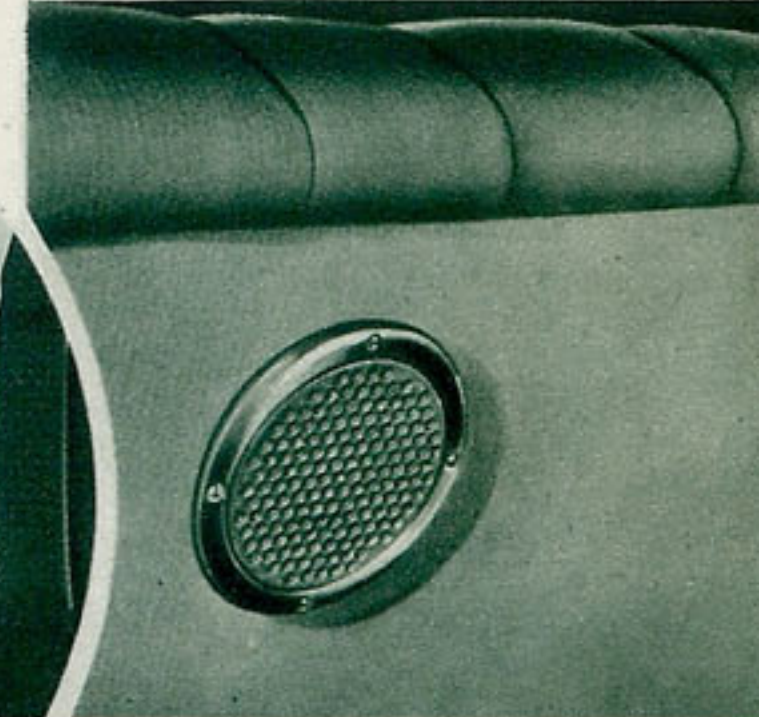
IF YOU WANT A BREEZE! Swinging the ventilating wings out *scoops* in the air. No crank to turn to adjust the ventilating wings. Simply push them into position and there they stay. Rear section of window lowers completely. Lock firmly secures latch when wing is closed.



CONVENIENT! Rear quarter windows on 4-Door Sedans are hinged . . . give back seat passengers controlled fresh air. As simple to operate as front ventilating wings.

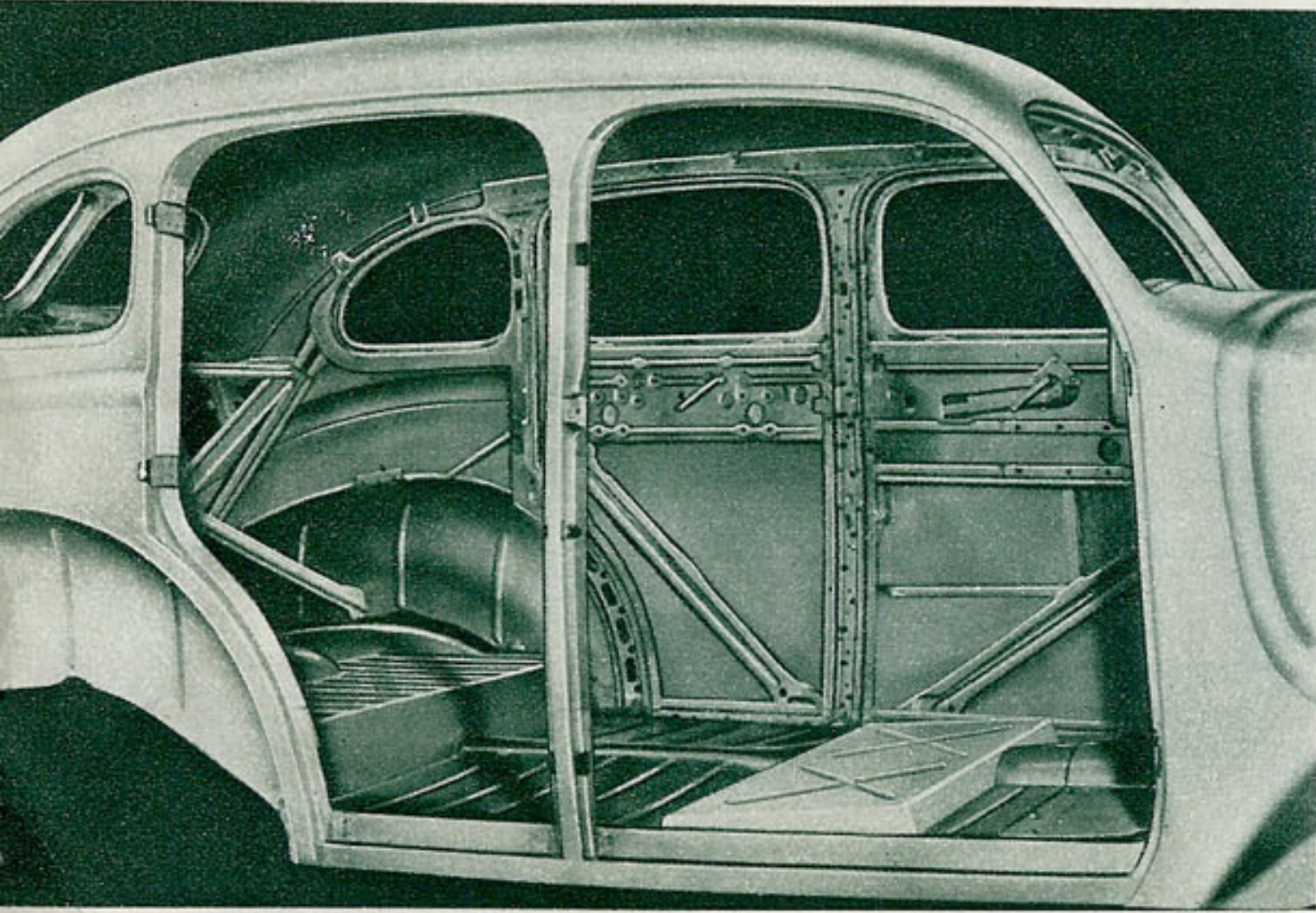


FOR REAR SEAT PASSENGERS provision is made for installation of radio speaker (special equipment) in back of front seat.



IT'S GOOD JUDGMENT TO GET EXTRA SIZE AND LUXURY AT NO EXTRA COST

SAFETY STEEL is made SAFER



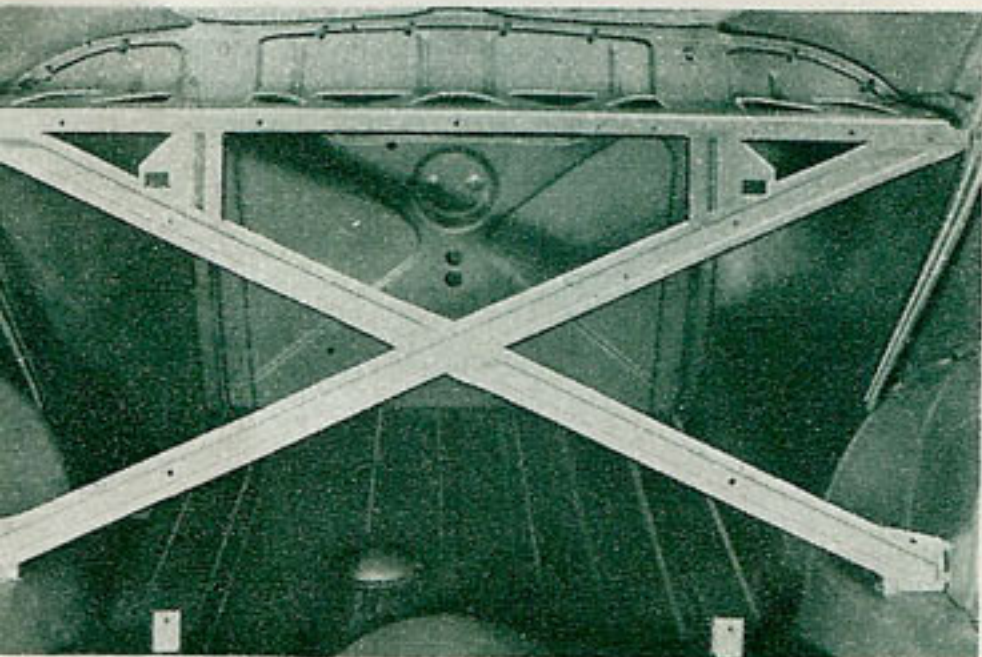
Plymouth pioneered Safety Steel bodies . . . made the all-steel body a feature that today's buyers *demand* in low priced cars. And Plymouth leads today in all-steel construction!

Not every body is built for strength and safety in the way Plymouth builds steel bodies. In the pictures on this page, note the unusual sturdiness of the steel reinforcing . . . the stronger-than-necessary steel bracing . . . that give the Plymouth body its great strength and rigidity.

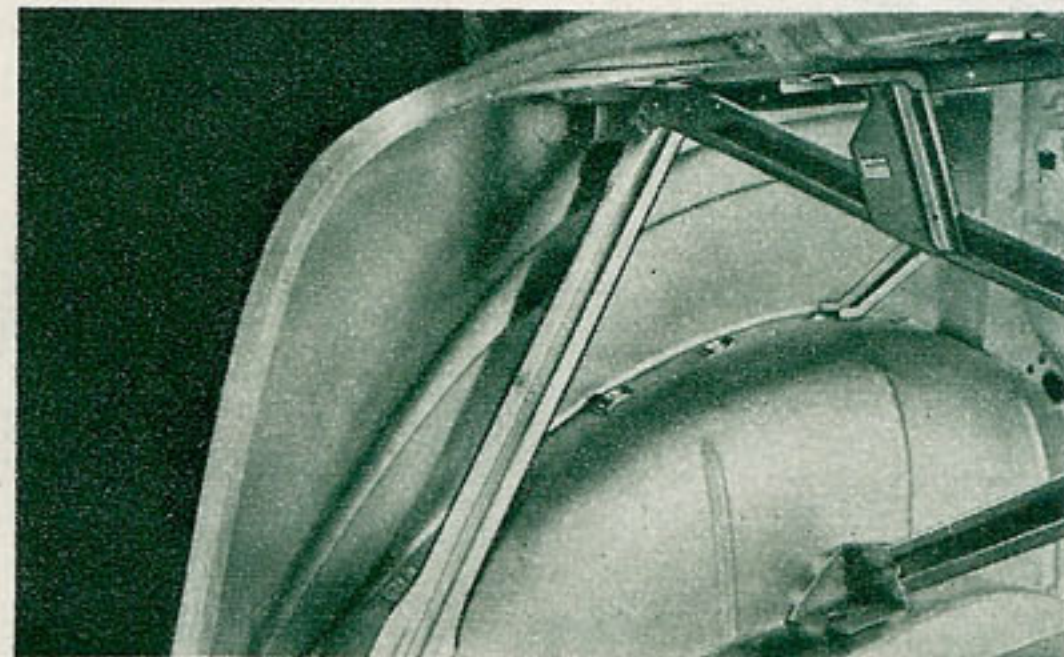
Another important point to look for in considering a body is the way it is protected from the ravages of rust. Plymouth rust proofs the *entire body* as well as fenders and sheet metal parts. Not all low priced cars give you such complete body protection.

ALL STEEL FOR SAFETY! Steel pillars, steel floor, one-piece steel top . . . all welded into a solid, rigid unit. Doors, pillars, rear quarter section, cowl and instrument panel reinforced with steel.

STIFFER! "Offset" design of steel center posts adds strength.



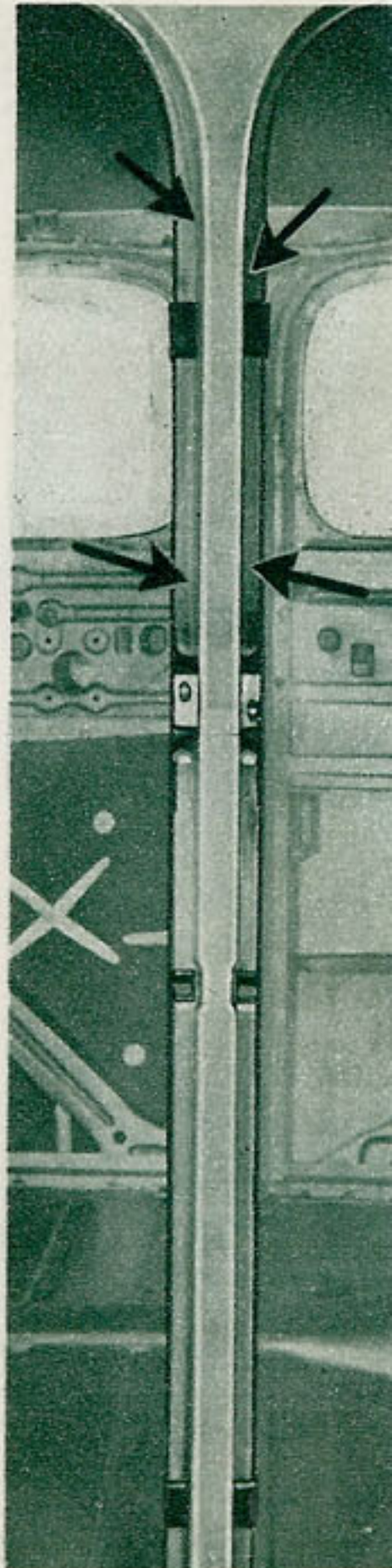
STURDIEST CONSTRUCTION! Big steel X-braces reinforce the rear section of all Plymouth sedans.



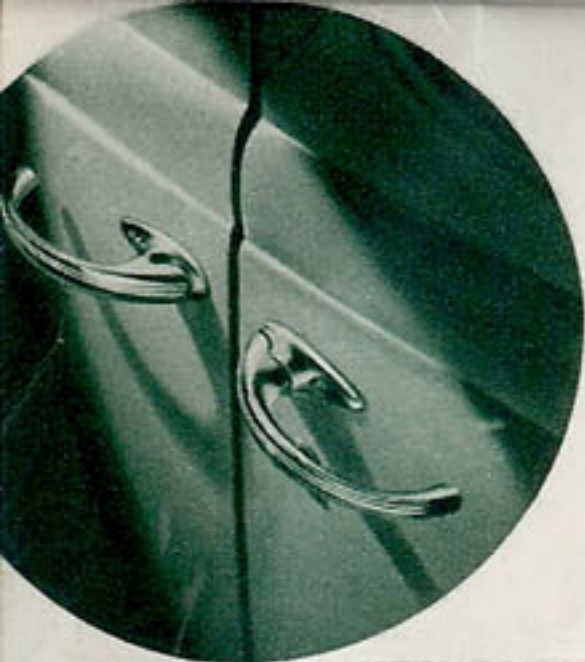
HIDDEN BUT VITAL is the extra-strong bracing from rear quarter windows to rear wheel housings. It adds great strength and rigidity to the rear of the body.



NO SPLINTERS! In non-structural parts, such as tacking strips, Plymouth uses a special non-splintering fibre.



... because of
SAFETY STYLING



NO PROTRUDING POINTS! Outside door handles (above) and inside door handles (below) curve gracefully inward.



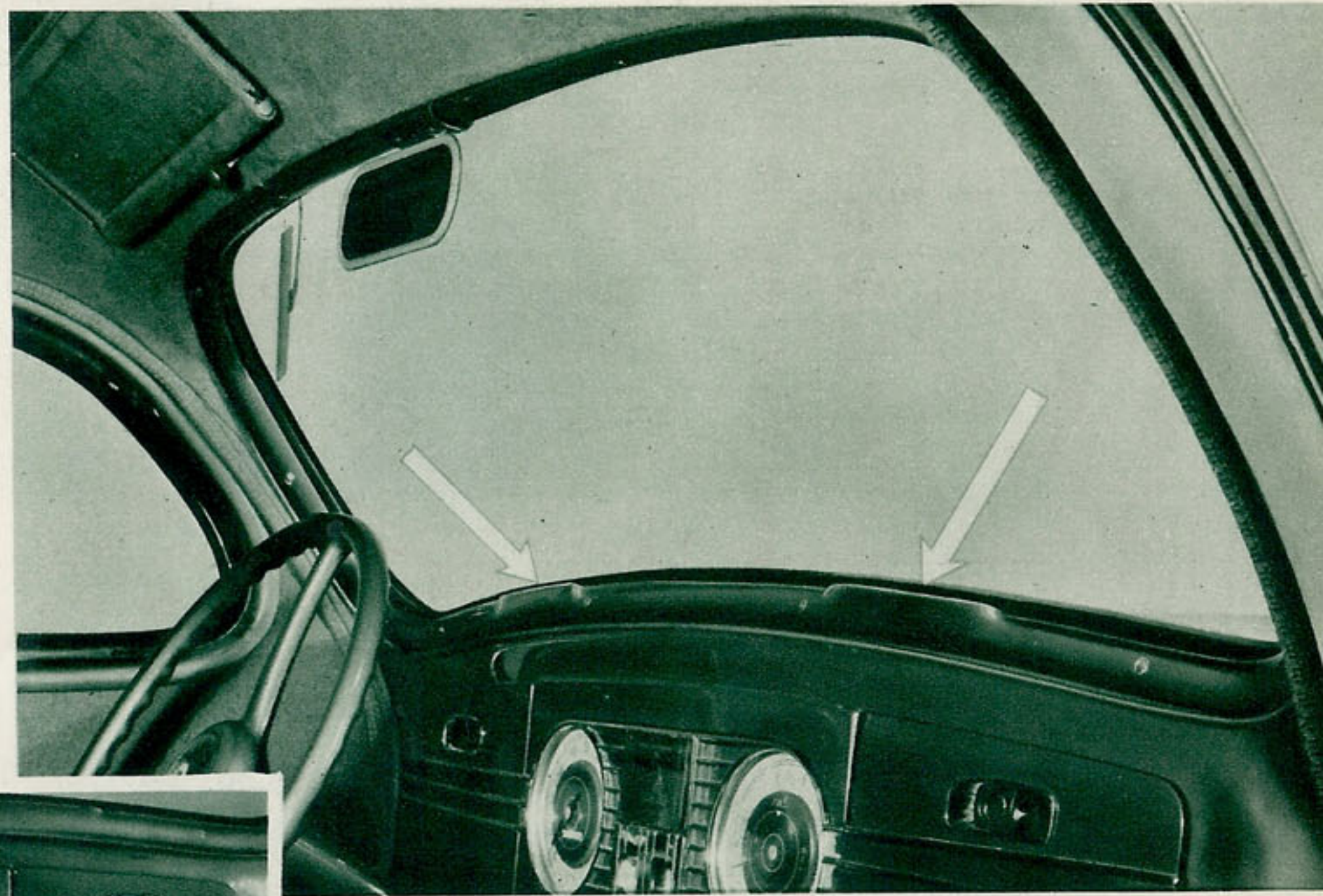
REAR SEAT SAFETY is provided by this graceful, heavily cushioned front seat back.



You'll grasp the importance of Safety Styling at a glance. The recessed controls; the *rounded* lower edge of the instrument panel, raised to give ample knee clearance; the graceful inward-curving door handles; the deeply upholstered roll of the front seat back . . . all these details have been made a part of the 1938 Plymouth to give it the *safest body ever built*.

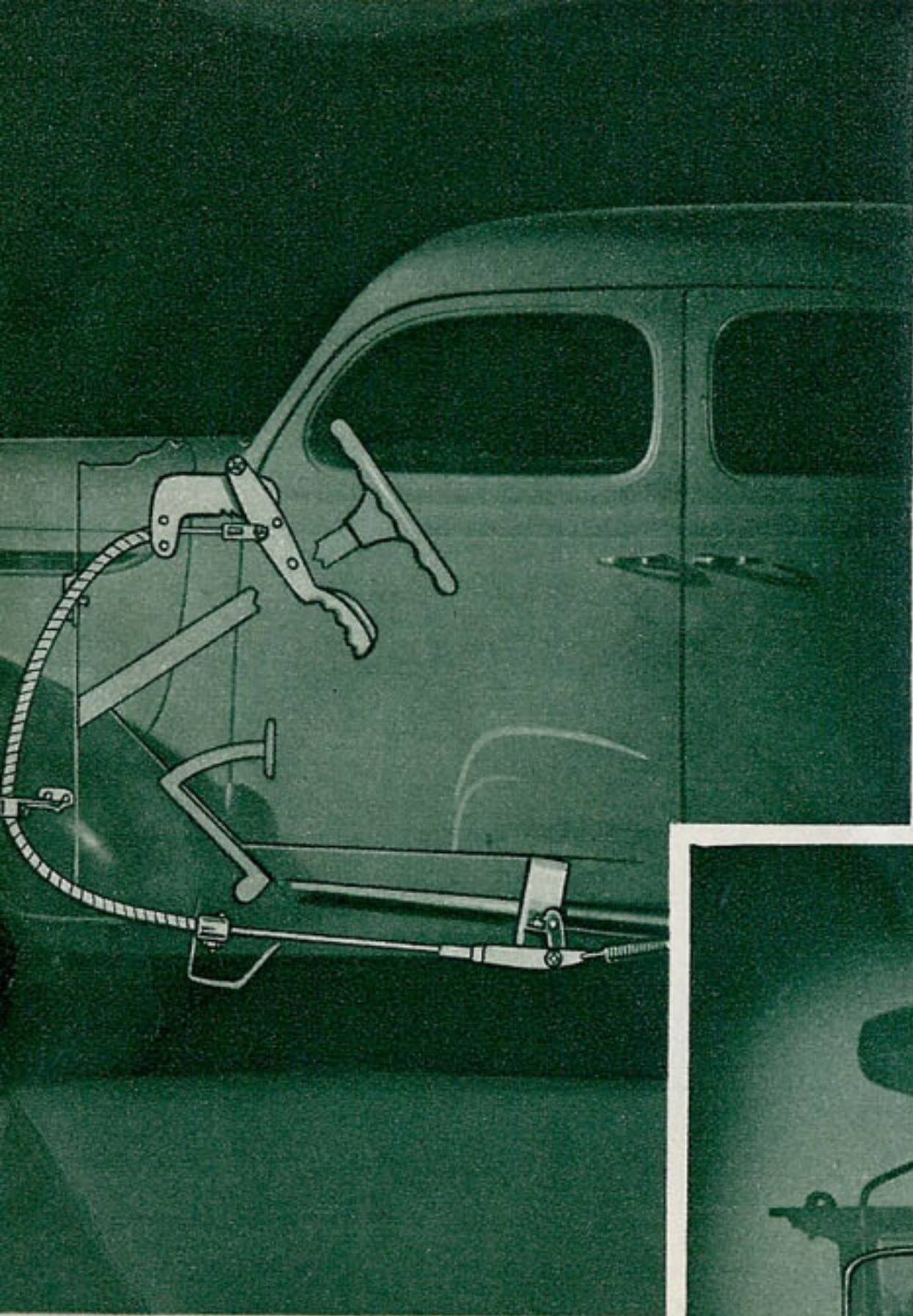
And in designing and building for your greater *safety*, Plymouth engineers have achieved new style and beauty which contributes greatly to the charming appearance of the 1938 Plymouth interior.

PREVENTS BRUISES! In this handsome instrument panel the control buttons are flush with the surface.



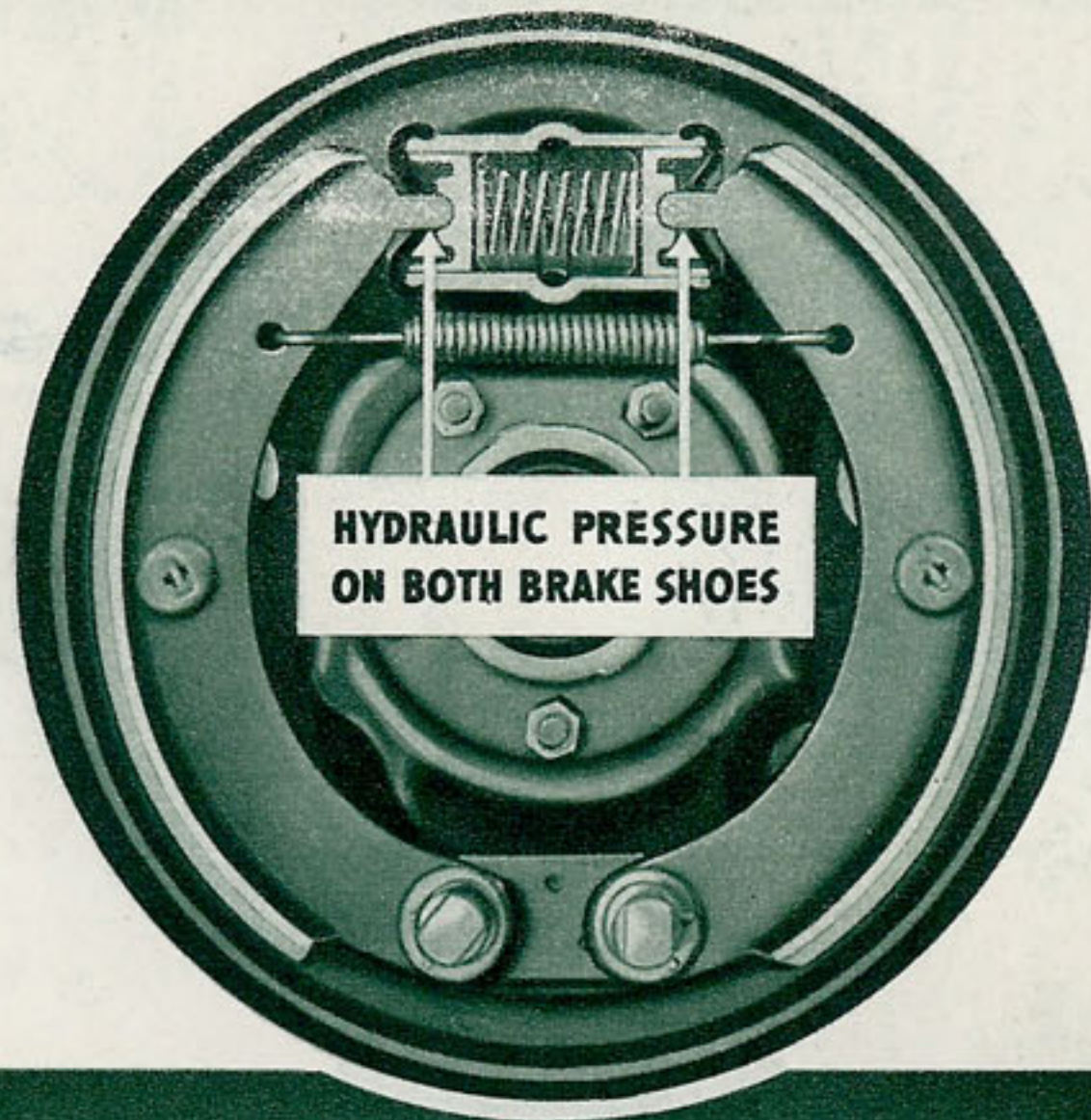
CLEAR VISION IN ALL WEATHER! Air circulated by the heater fan can be directed over the glass through the Windshield Clear Vision Vents to keep off frost and mist.

OF COURSE YOU'LL DEMAND THE SAFEST BODY YOU CAN GET

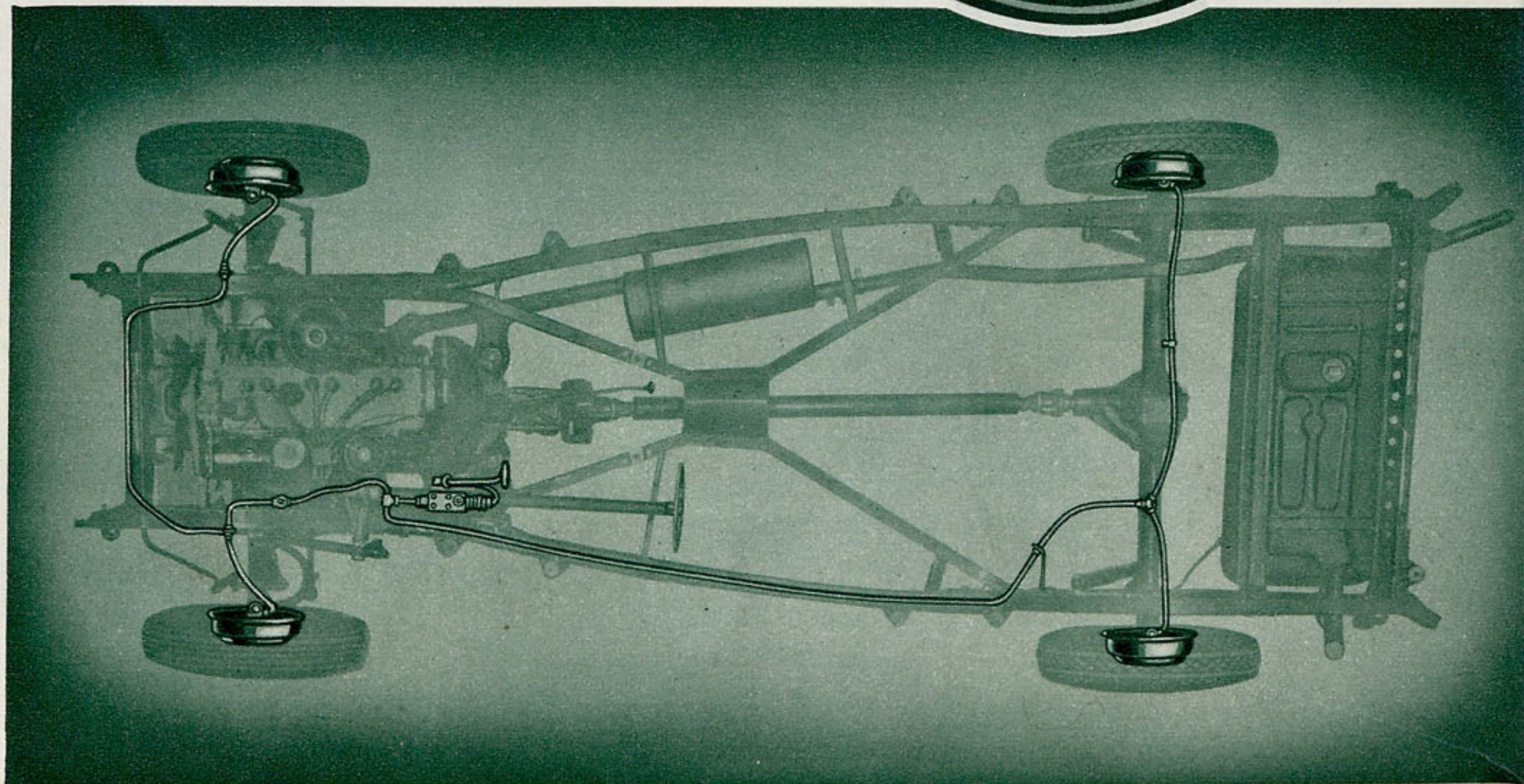


100% HYDRAULIC! Both brake shoes at each wheel are actuated *hydraulically* by individual pistons. Both shoes are anchored at the bottom, cannot wrap themselves around drums and thus set up uncontrolled braking action. And to offset the tendency of the front brake shoes to throw themselves against the drums . . . to equalize wear of facings . . . rear pistons and cylinders are larger, exert more pressure.

NEW HANDBRAKE! The Plymouth handbrake lever is now located up under the instrument panel . . . leaving extra leg room for front seat passengers. The handbrake is cable actuated . . . operates on the drive shaft, leaving more braking area for the foot brake. Thus, for added safety, Plymouth has *two* complete braking systems.



SIMPLICITY! A master cylinder, steel tubing carried in the channel of the frame, heavy flexible tubing to the twin brake cylinders at the four wheels. No rods, cables or other devices to get loose and rattle. And with braking action 100% Hydraulic, the pressure is always equalized at all four wheels!

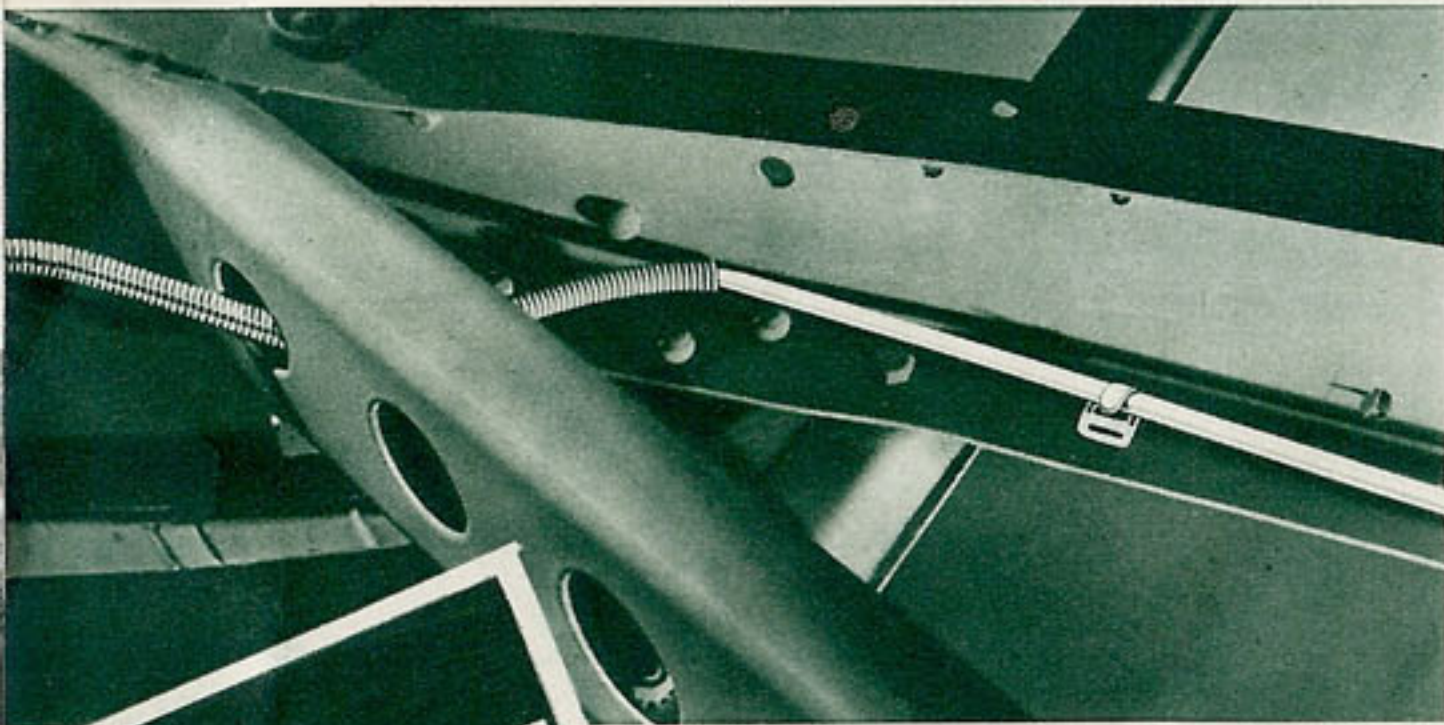


With 100% HYDRAULIC BRAKES you CONTROL Stopping

Many low priced car owners have discovered that a car may have hydraulic brakes, yet not have brakes *like Plymouth's*.

Plymouth brakes are 100% Hydraulic. Foot pressure on the pedal is transmitted *entirely* by hydraulics to the brake shoes at each wheel. Even at the wheels there are no mechanical linkages.

And *each* brake shoe is anchored at the bottom. Thus, Plymouth brakes cannot apply uncontrolled braking action by wrapping themselves around the drums.

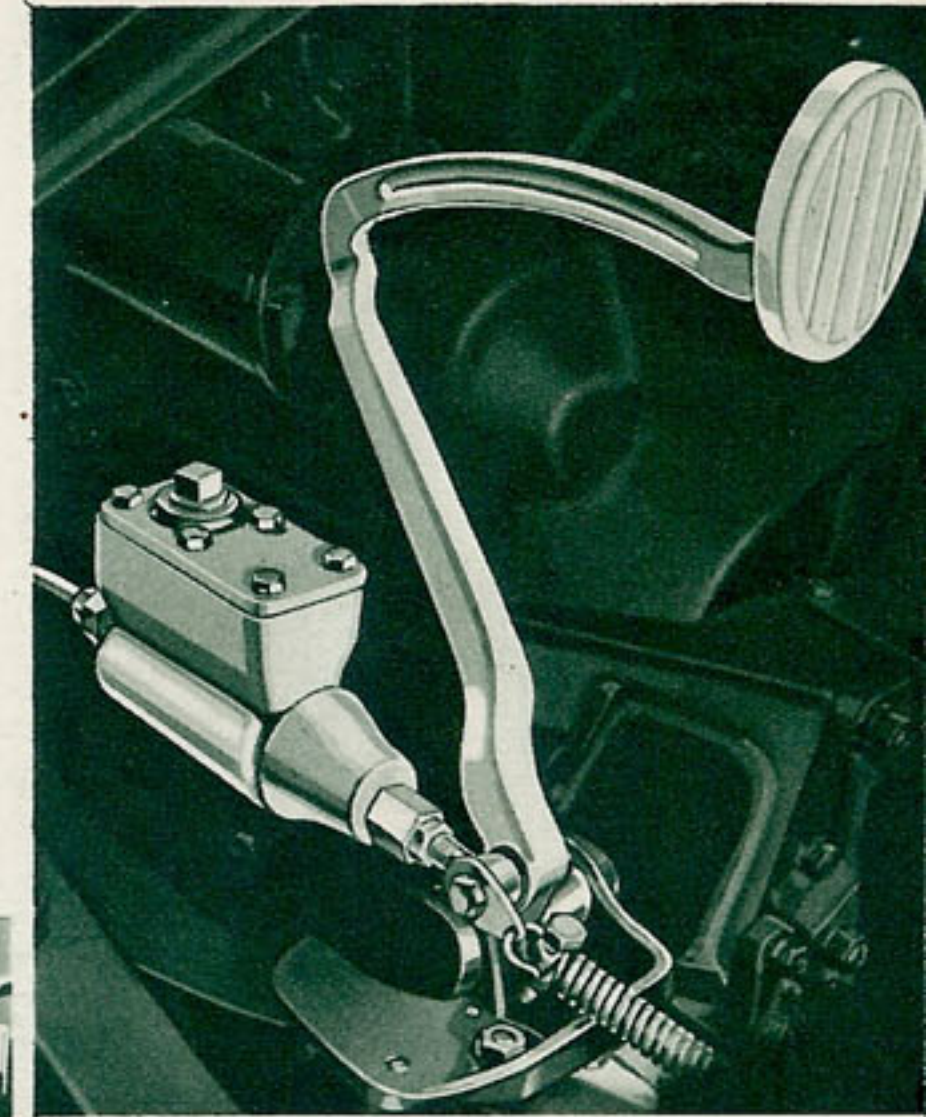
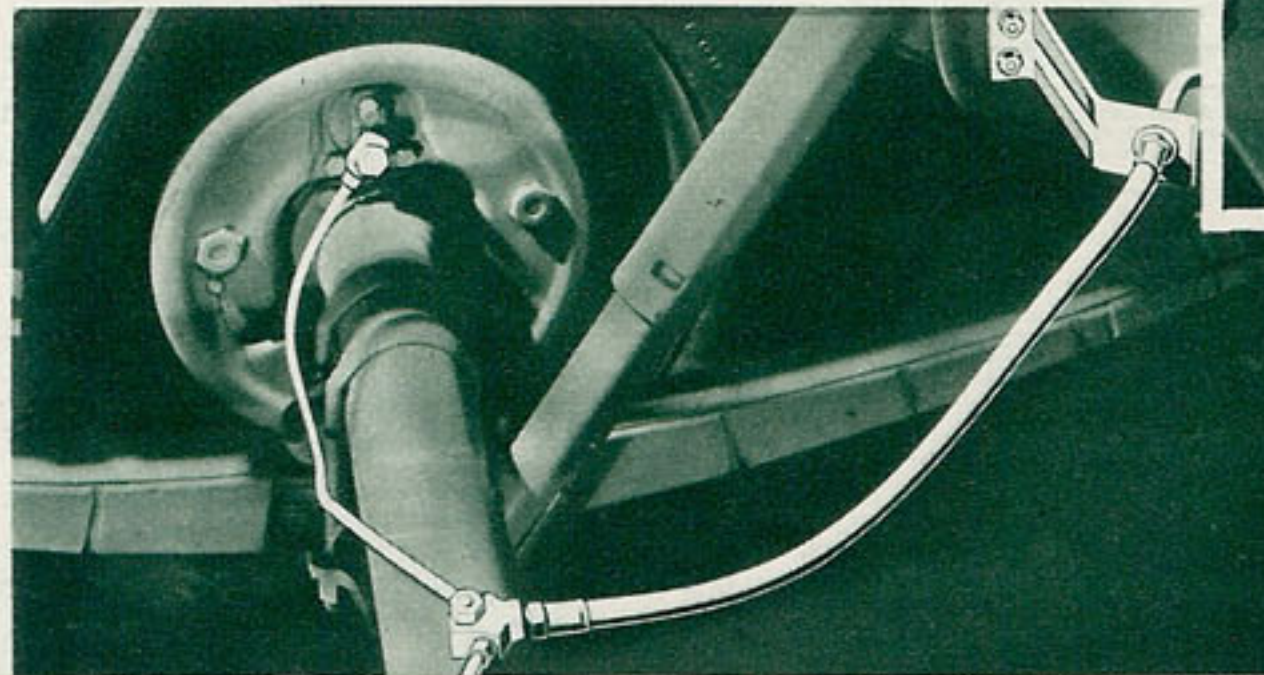


SHIELDED! Heavy steel tubing which transmits hydraulic pressure from the master cylinder is carried in the frame channel.



CENTRIFUSE DRUMS! They combine the lightness and quick-cooling of steel with the firmness and smooth braking characteristics of cast iron.

SAFETY MARGIN! Heavy tubing, that withstands fifteen times more than normal service pressure, is used at the wheels.



ALWAYS EQUALIZED! Foot pressure on the Plymouth brake pedal actuates the piston in the master cylinder and is transmitted equally and at the same instant to all four wheels.

YOU'LL ALWAYS BE GLAD YOUR BRAKES ARE 100% HYDRAULIC

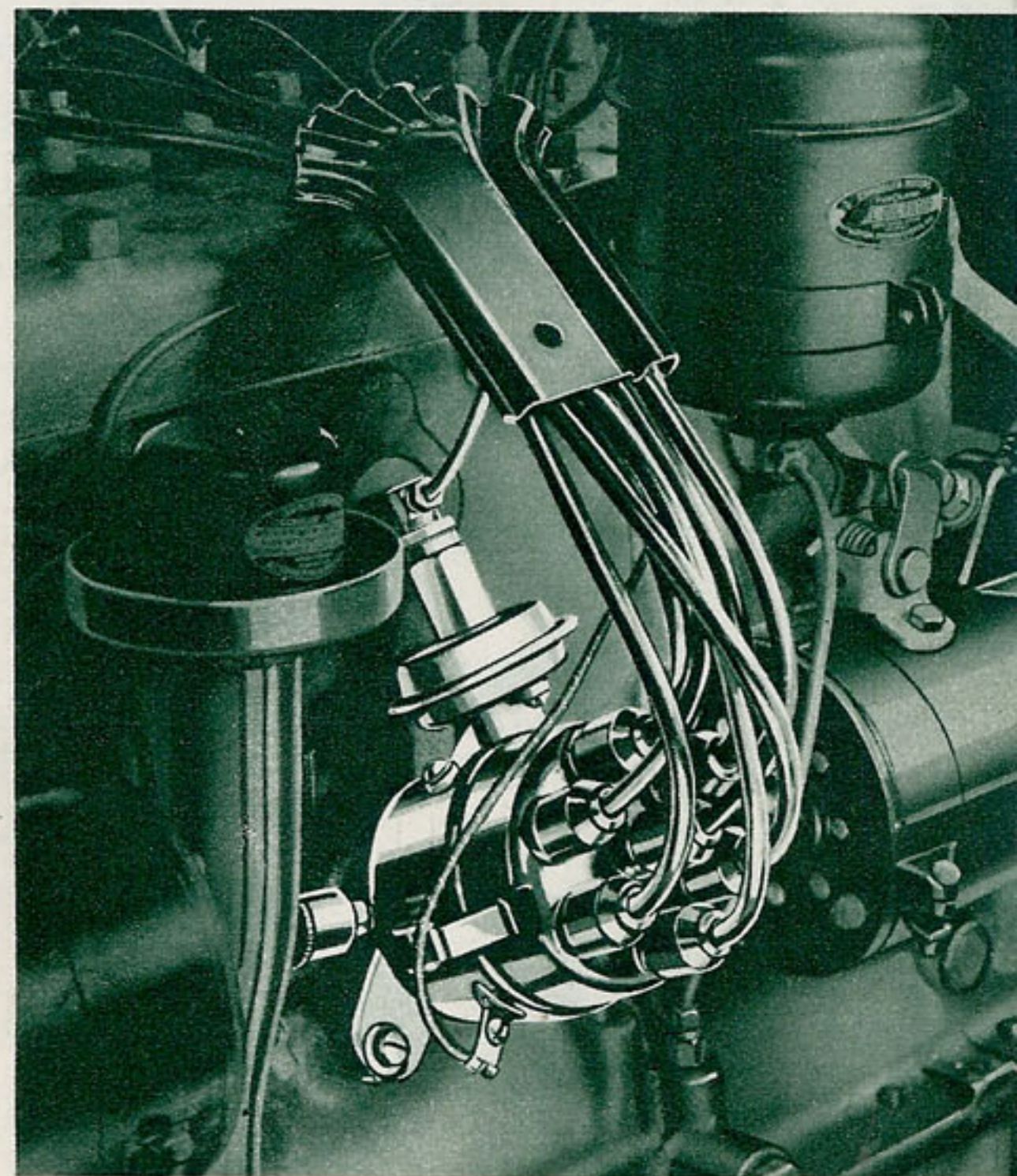
No need to Sacrifice POWER OR ECONOMY...

YOU GET BOTH IN PLYMOUTH

Every automobile engineer knows that the more the fuel is compressed in your engine before igniting, the more power you get from that fuel and the less fuel you use.

Plymouth's compression ratio is unusually high—6.7 to 1. Calibrated Ignition makes it possible to use ordinary gas in this high compression engine without annoying spark knock or "ping."

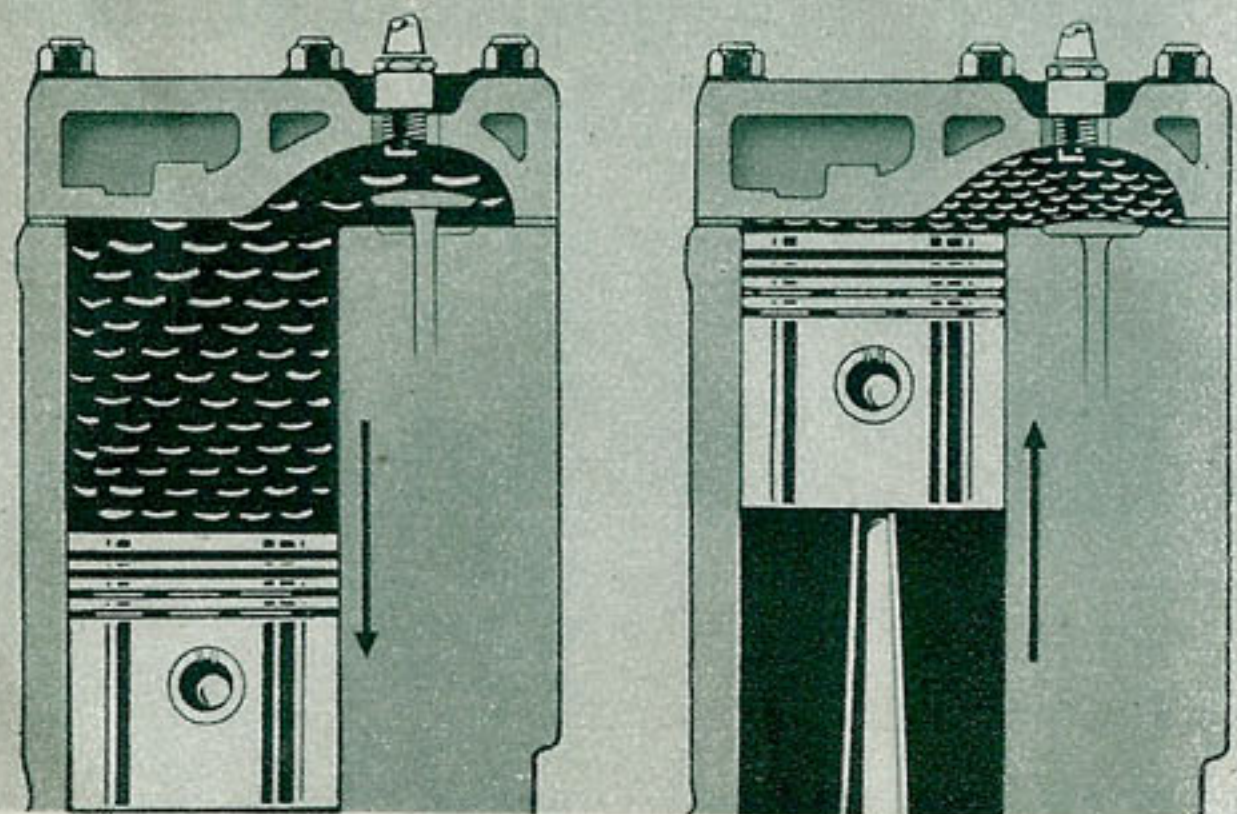
High compression is an important reason why Plymouth owners report 18 to 24 miles to the gallon of gasoline.



NO "PING"! Vacuum from the engine manifold maintains the spark at the most advanced position for efficient engine operation. During moments of sudden load increase—such as in acceleration or hill climbing—the spark is momentarily retarded automatically.

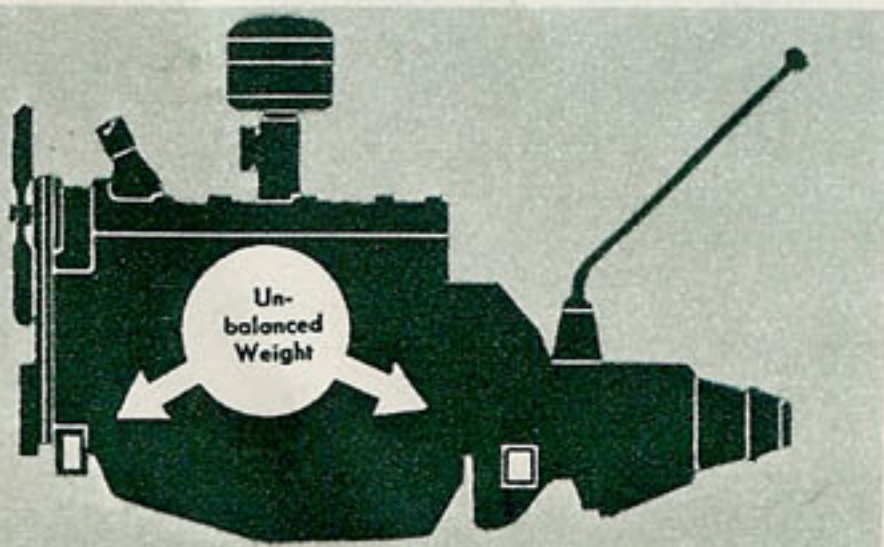
INTAKE
STROKE

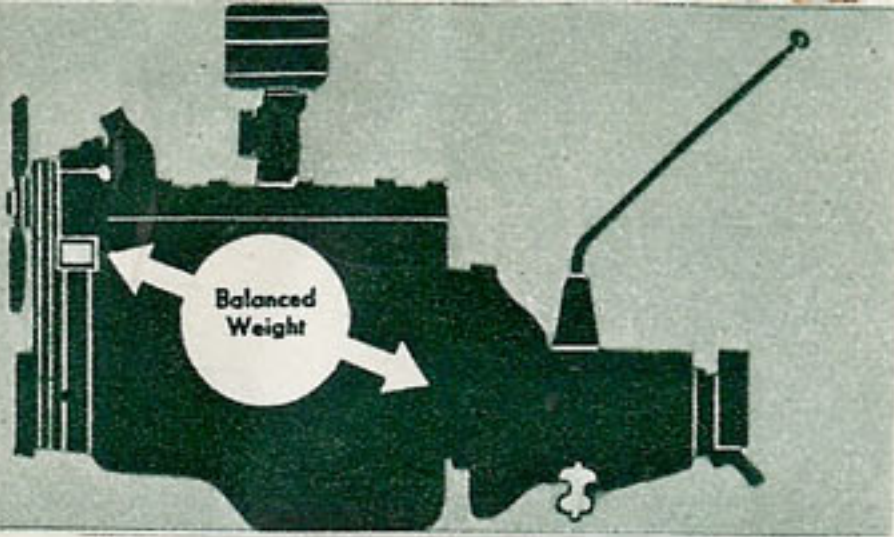
COMPRESSION
STROKE



ECONOMY WITH POWER . . . 6.7 to 1 COMPRESSION RATIO! The vaporized gasoline drawn into the cylinder by the intake stroke of the piston (left) is compressed by the compression stroke (right) into the space at the top, which is less than 1/6 of the space it occupied during the intake stroke. You get *more power* from *less gasoline*.

OLD WAY—engine top-heavy on its mountings; increased tendency to vibrate. Mounting engines rigidly at three or four points also aggravated vibration.

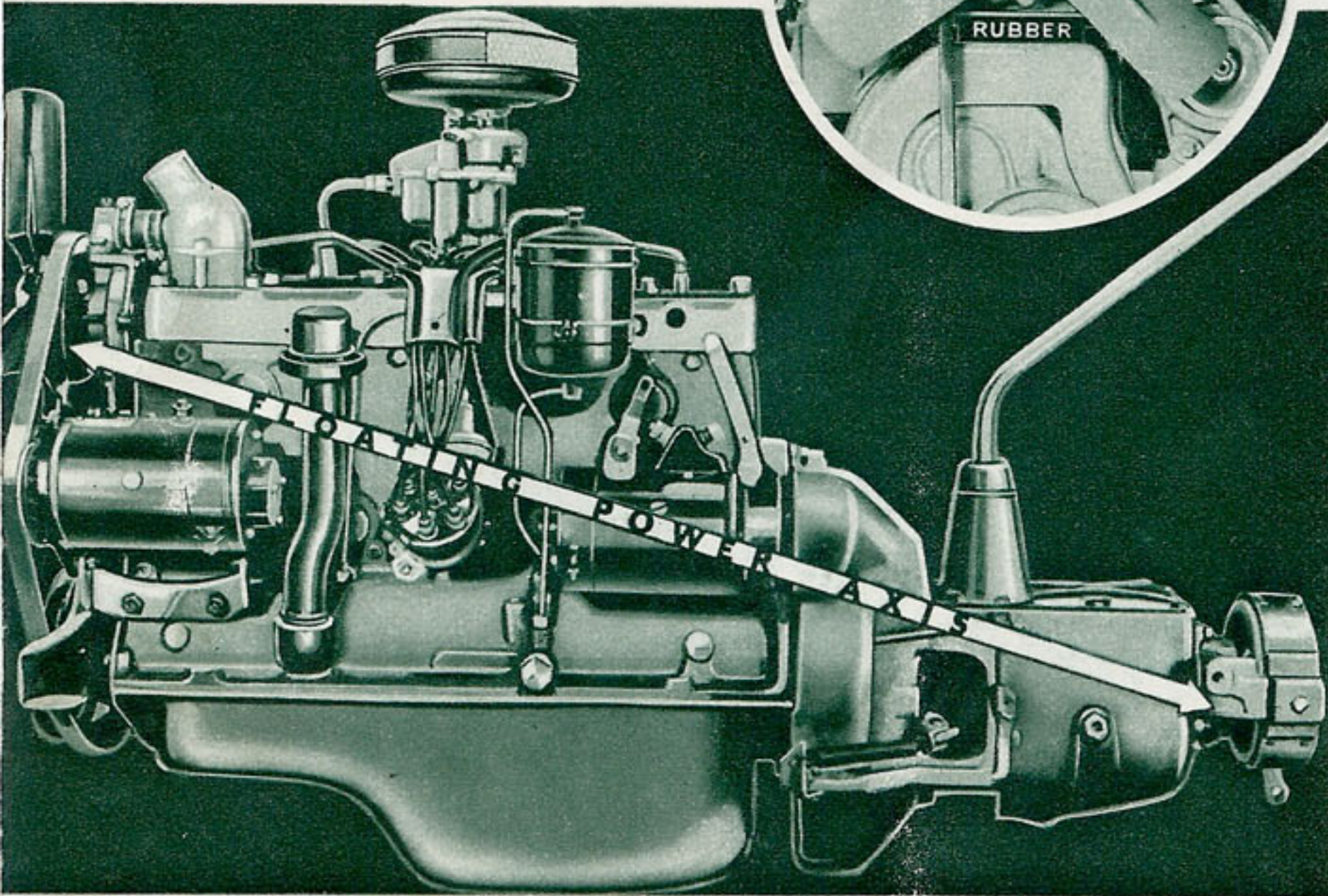
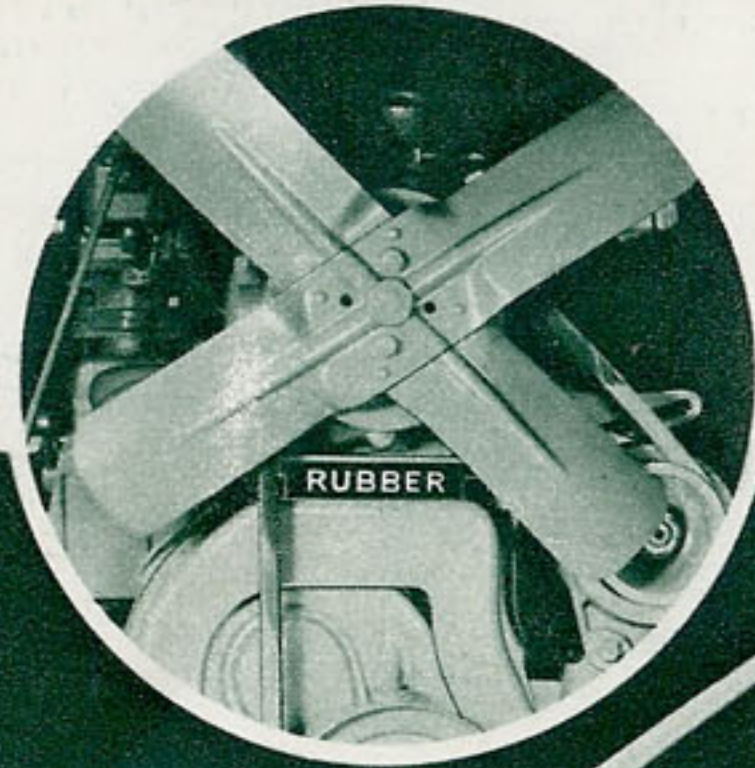




.. plus the Smoothness of
**PATENTED FLOATING
 POWER**

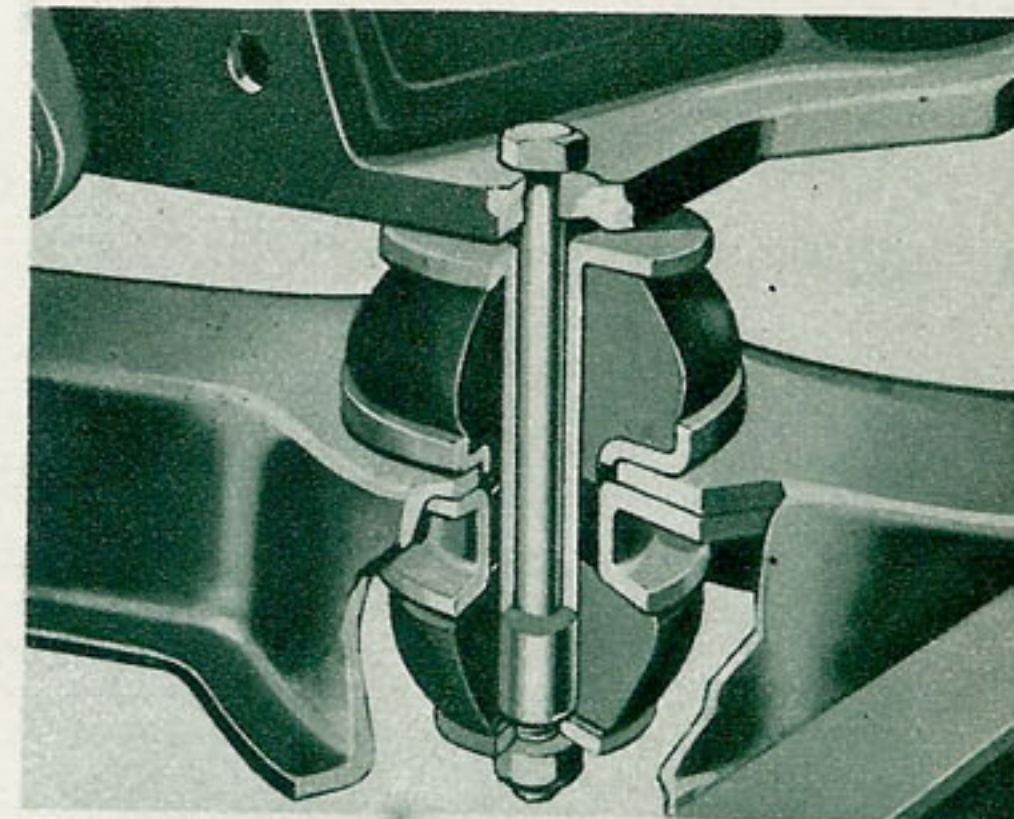
FLOATING POWER! Mountings of the Plymouth engine are placed high at front, low at rear. The engine is suspended in balance.

SMOOTH! Suspended in balance on Floating Power mountings, the Plymouth engine is free to rock gently and dissipate its own vibrations. Inset shows front Floating Power engine mounting of live rubber bonded to steel.



Actually, every automobile engine vibrates as a result of the impulses from which its power is derived. Floating Power mountings permit the engine to *dissipate its own vibration*, without transmitting it to the frame and body.

The big, beautiful 1938 Plymouth achieves a new climax in smoothness. The live rubber mountings at the rear of Plymouth engines are of a new type which makes the Floating Power principle more effective than ever in banishing vibration.



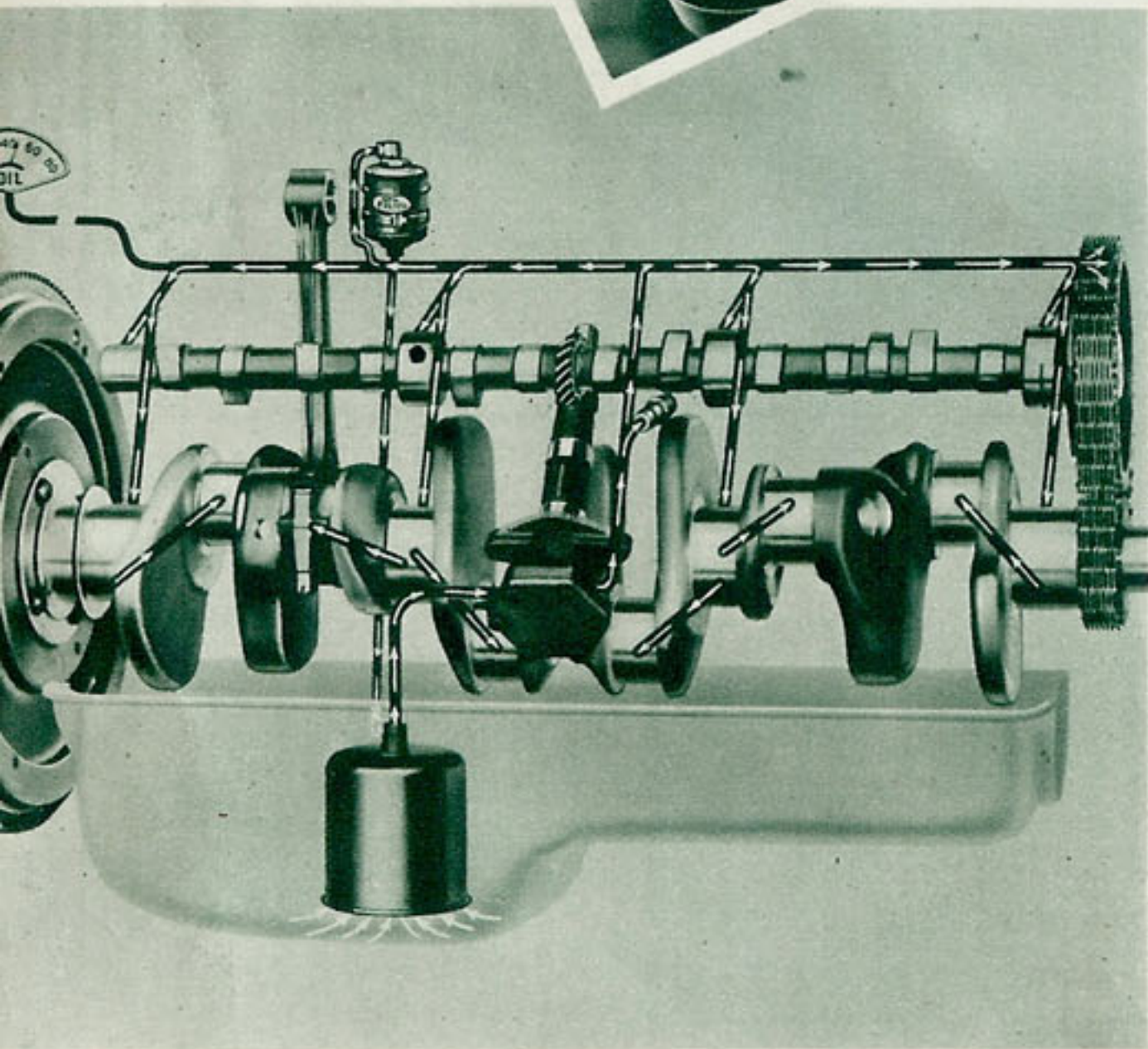
NEW CLIMAX IN SMOOTHNESS is attained through use of new, spool-shaped live rubber mountings at rear of Plymouth engines. Floating Power mountings not only blot up vibrations, but smother the effects of sudden load applications, such as in acceleration.

FULL POWER, RECORD ECONOMY, UNEQUALLED SMOOTHNESS...YOU CAN HAVE THEM ALL

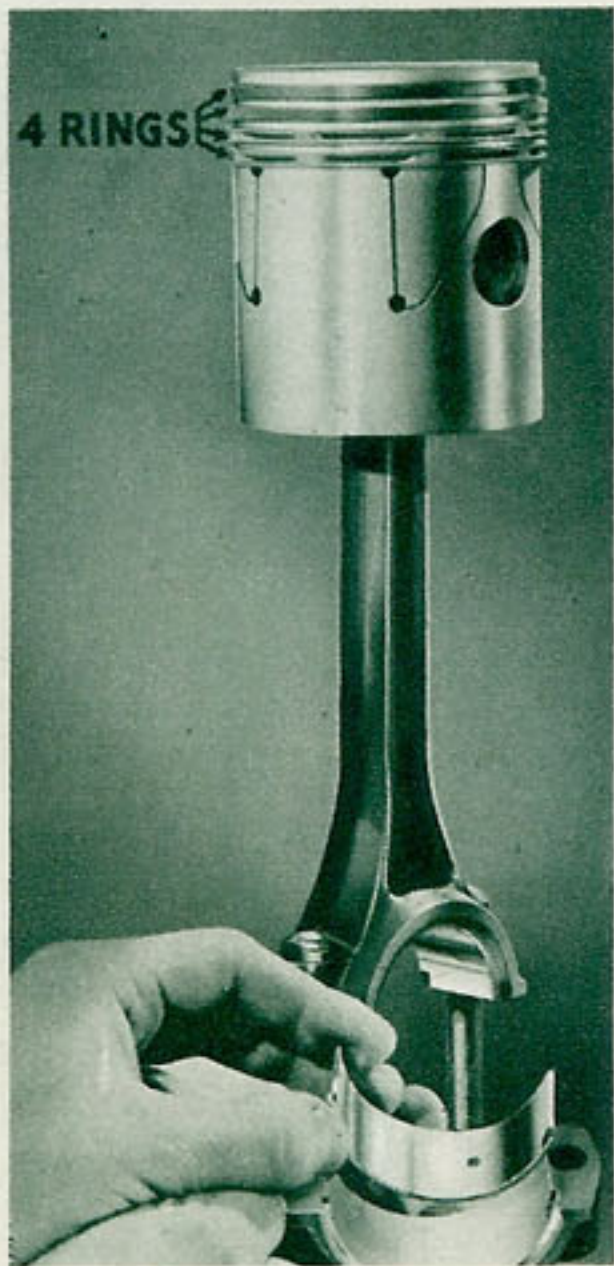
...and ENGINE PROTECTION

such as no other **LOW PRICE CAR** gives you

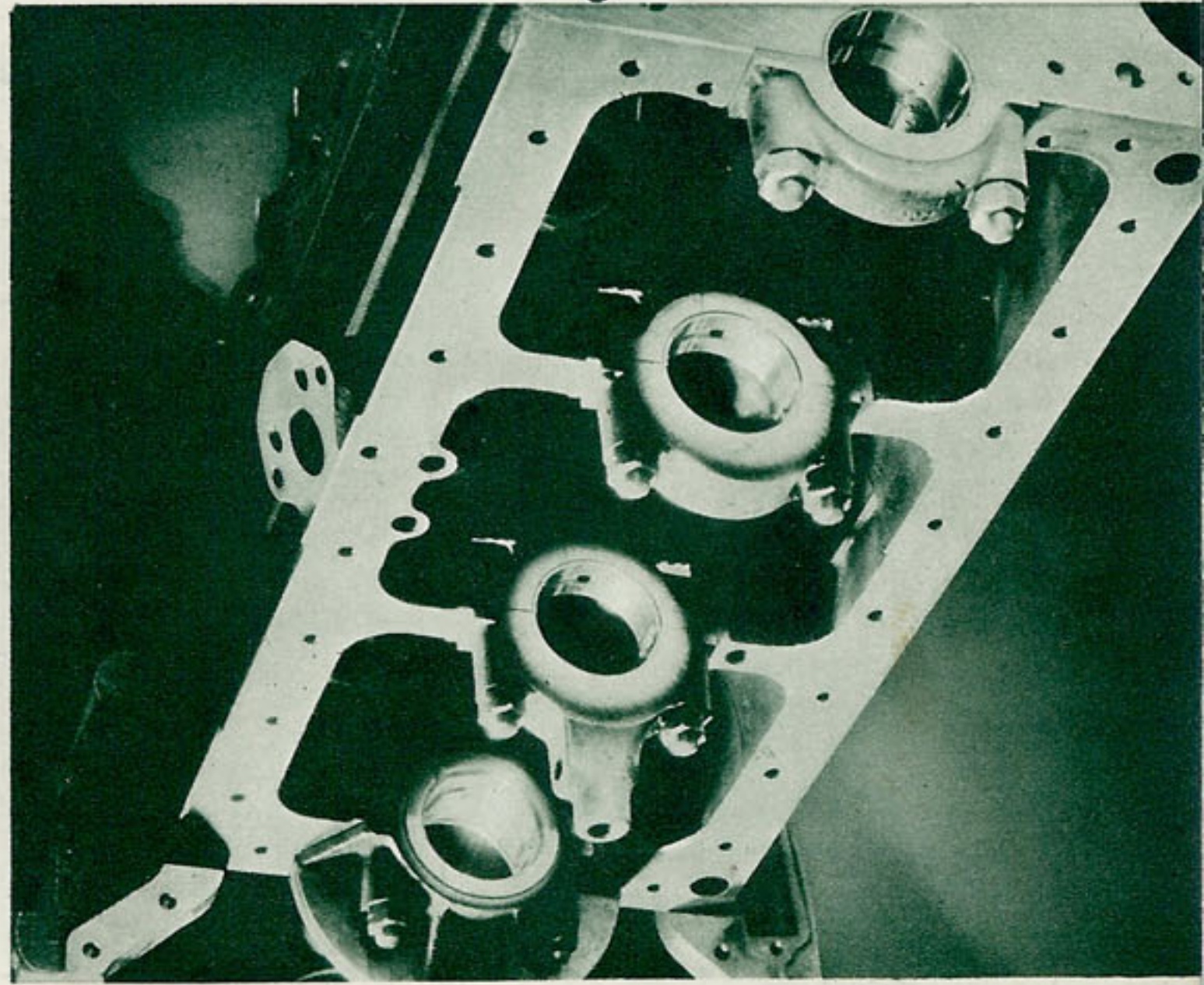
CLEANS AIR!
Fresh air for crankcase ventilation is drawn through this filter in the oil filler pipe, which filters out dust.



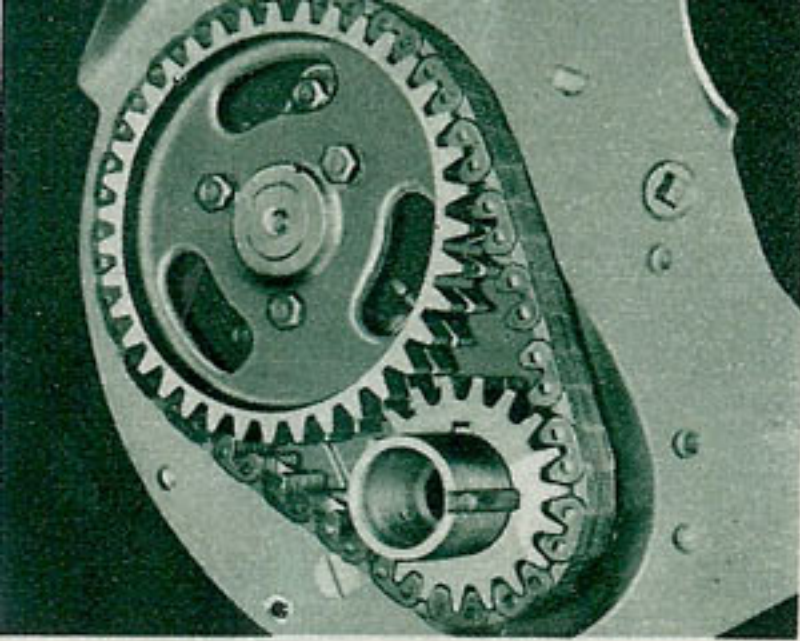
FULL PRESSURE LUBRICATION! All camshaft bearings as well as connecting rod bearings and main bearings in the Plymouth engine receive oil under 35 pounds pressure. An oil pressure indicator is conveniently located on the instrument panel. Not all low priced cars have full pressure lubrication.



LIGHT WEIGHT aluminum alloy pistons reduce load on bearings, contribute to fast pick-up. Four rings per piston, for better oil and power sealing.



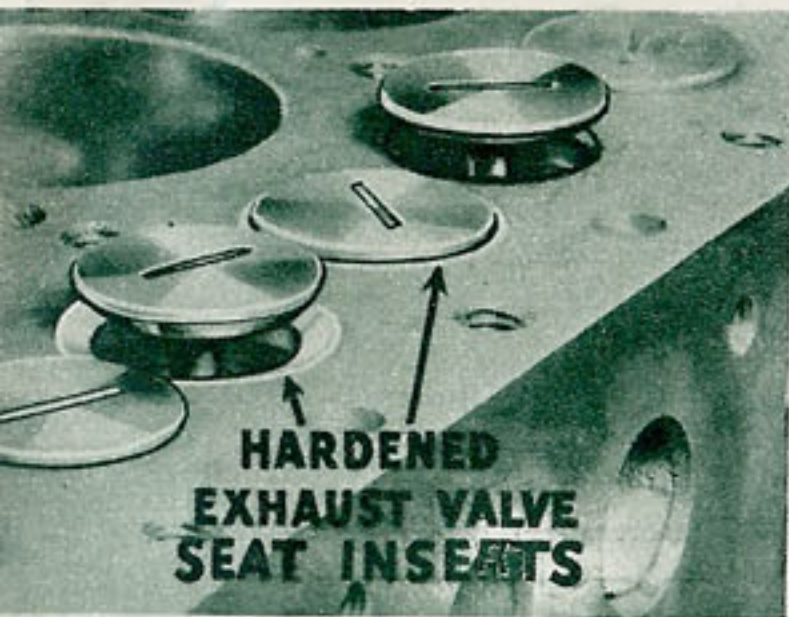
SMOOTHER OPERATION—LONGER LIFE! The rigid Plymouth crankshaft rests on four main bearings instead of three. Thus, bearing load is better distributed, resulting in smoother performance and longer bearing life. Having four main bearings helps the Plymouth engine to "stand up best."



QUIET! Plymouth's camshaft is driven by a chain. Result—permanently quiet operation.

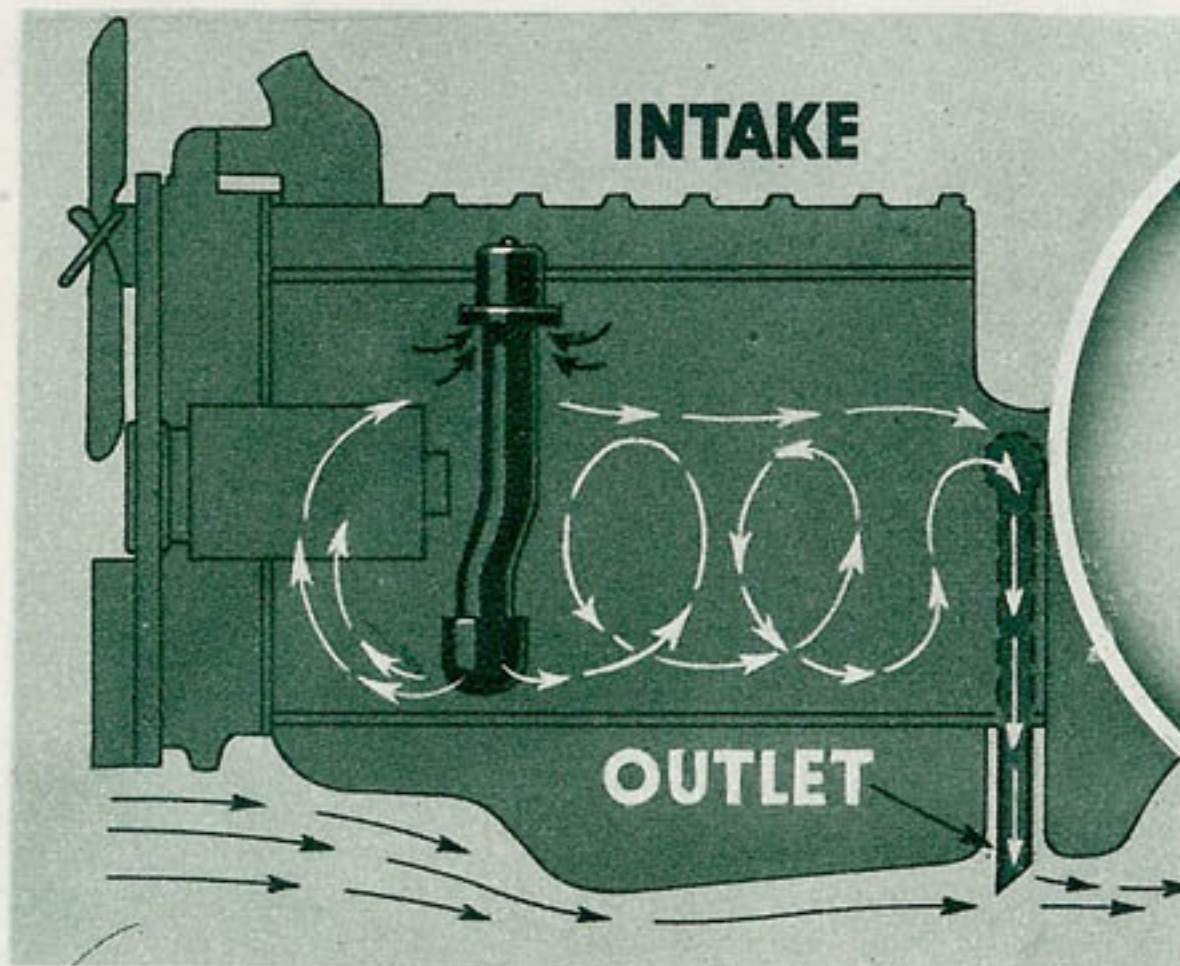
Gone forever are the days when regular nickel and dime repairs were part of the "pleasure" of owning a low priced car. Those days passed when Plymouth brought to the low price field the brilliant engineering, the same precision manufacture, used in building higher priced cars.

On these pages are some of the better engineering features which give the Plymouth engine its unusually long, economical life . . . features that help to make Plymouth "the car that stands up best!"



HARDENED EXHAUST VALVE SEAT INSERTS

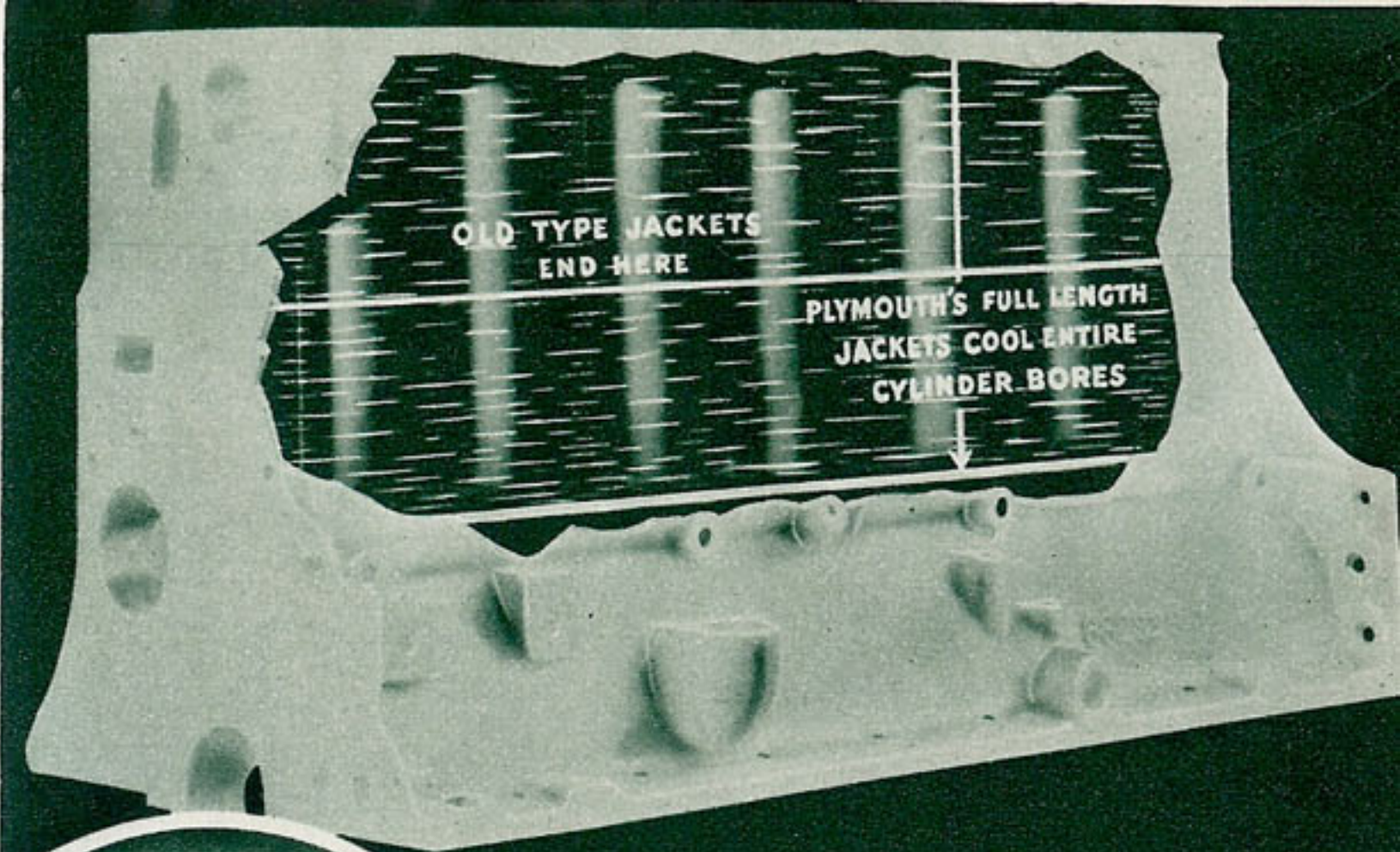
REDUCE EXPENSE! Rings of hard, heat-resisting alloy are inserted in the cylinder block to form seats for exhaust valves. They greatly reduce frequency of valve grinding expense.



COMPLETE CRANKCASE VENTILATION! Filtered air is drawn into the Plymouth crankcase through the oil filler cap and harmful gases are drawn out through an outlet pipe on the right rear side of the crankcase.

KEEPS OUT DIRT! This air filter prevents abrasive particles from getting through carburetor.

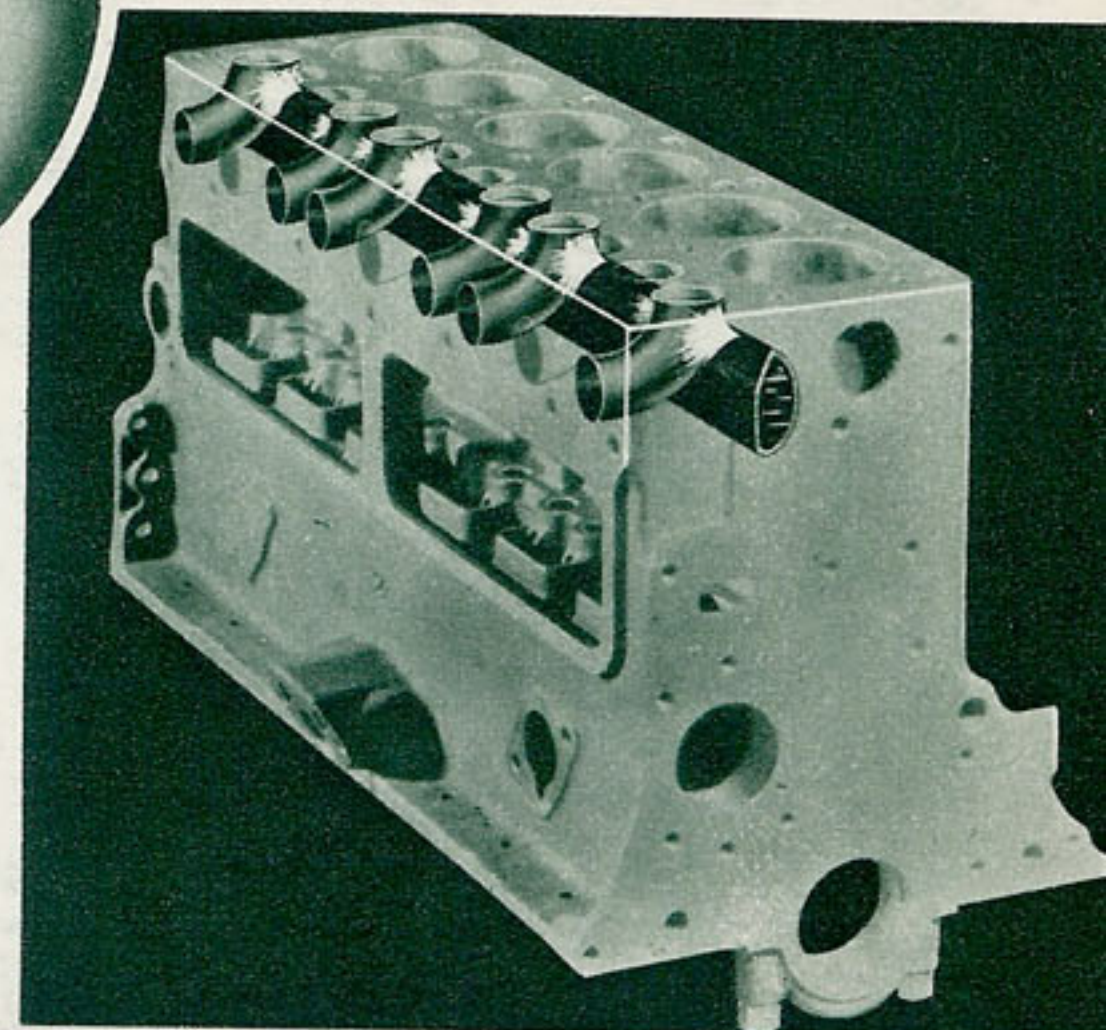
DIRECTIONAL COOLING! Drawing with exhaust ports emphasized shows how all exhaust valve assemblies are cooled uniformly by water fresh from radiator, at high velocity to wash off steam bubbles.



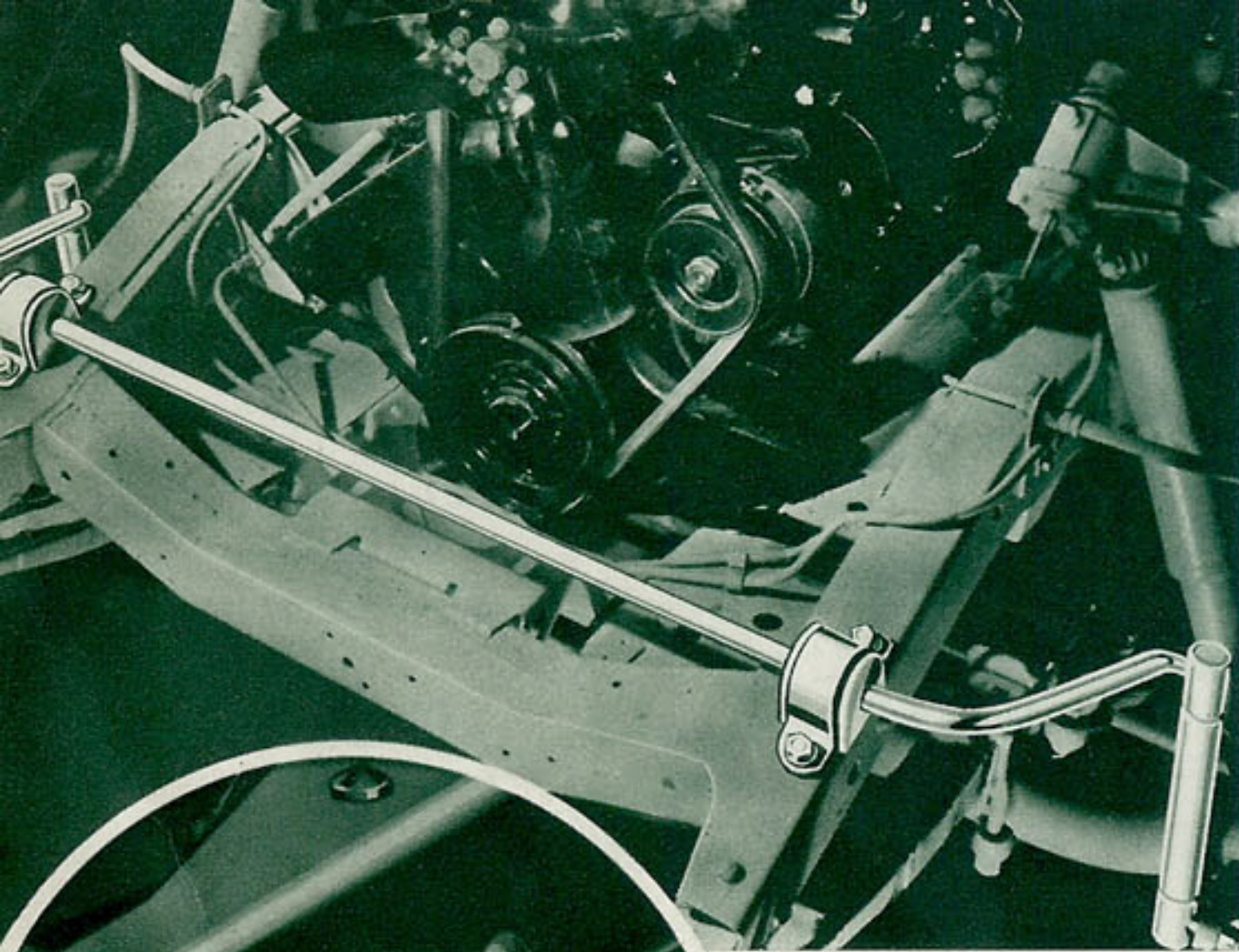
LONGER LIFE! Full Length Water Jackets cool the cylinder bores their whole length, lowering the temperature of crankcase oil as much as 50°.



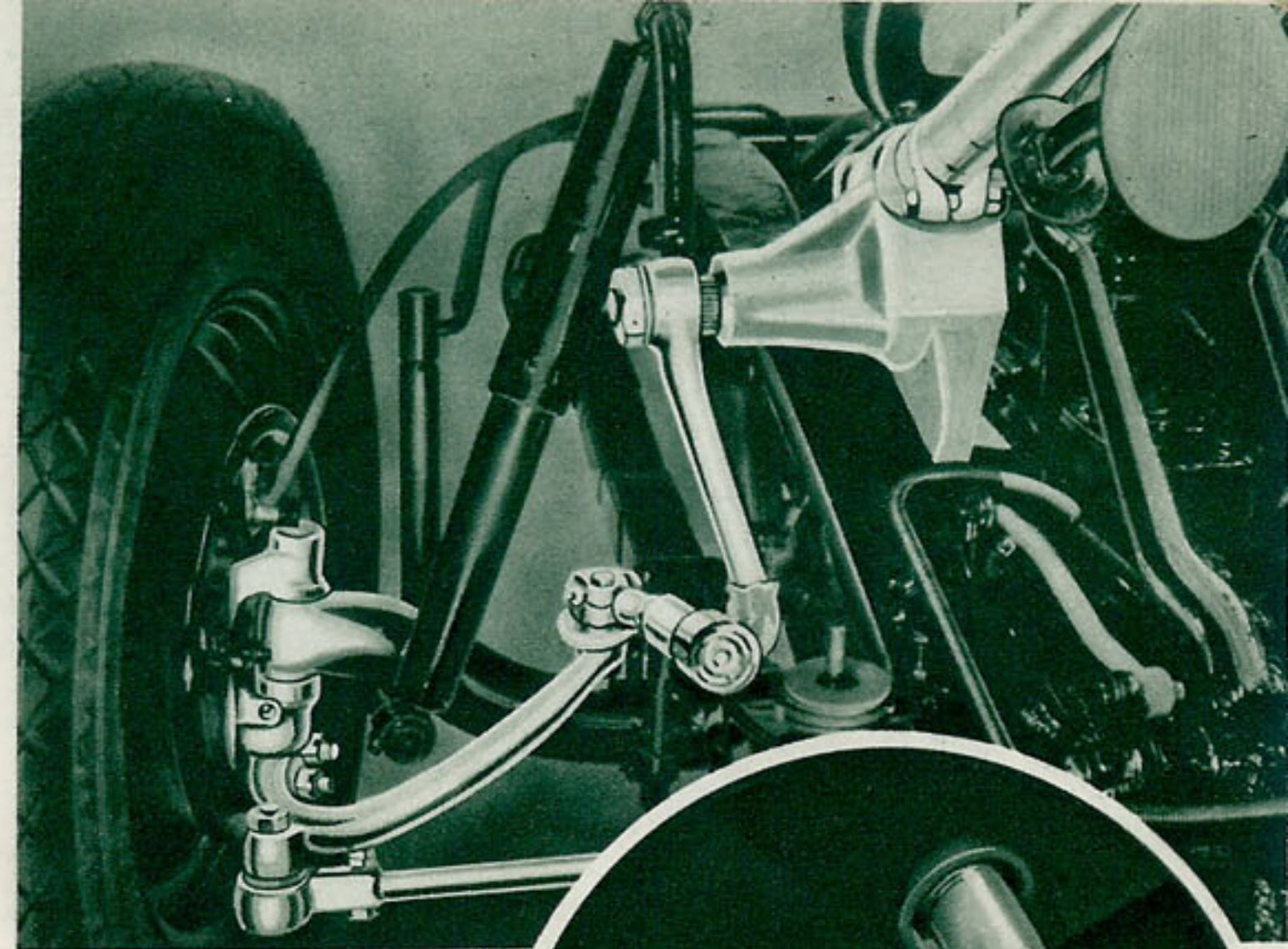
SAVES OIL! Plymouth's oil filter keeps engine oil clean and reduces the need of oil changes.



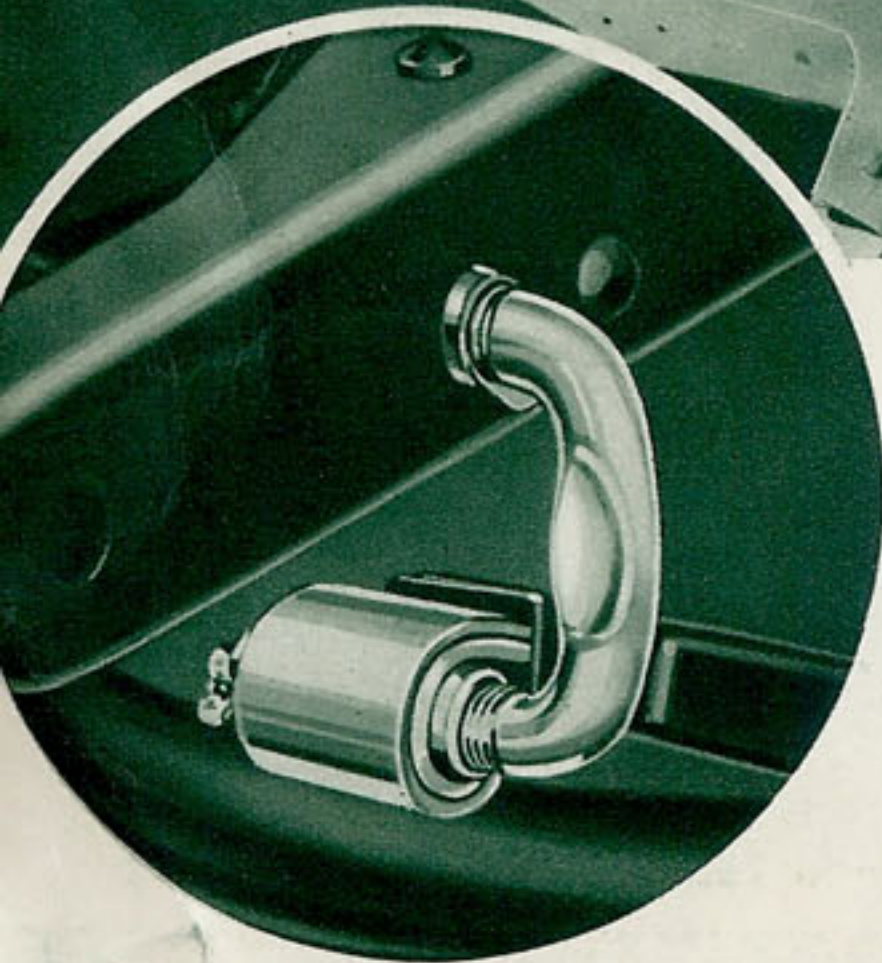
DECIDE NOW TO HAVE THE ENGINE THAT STANDS UP BEST



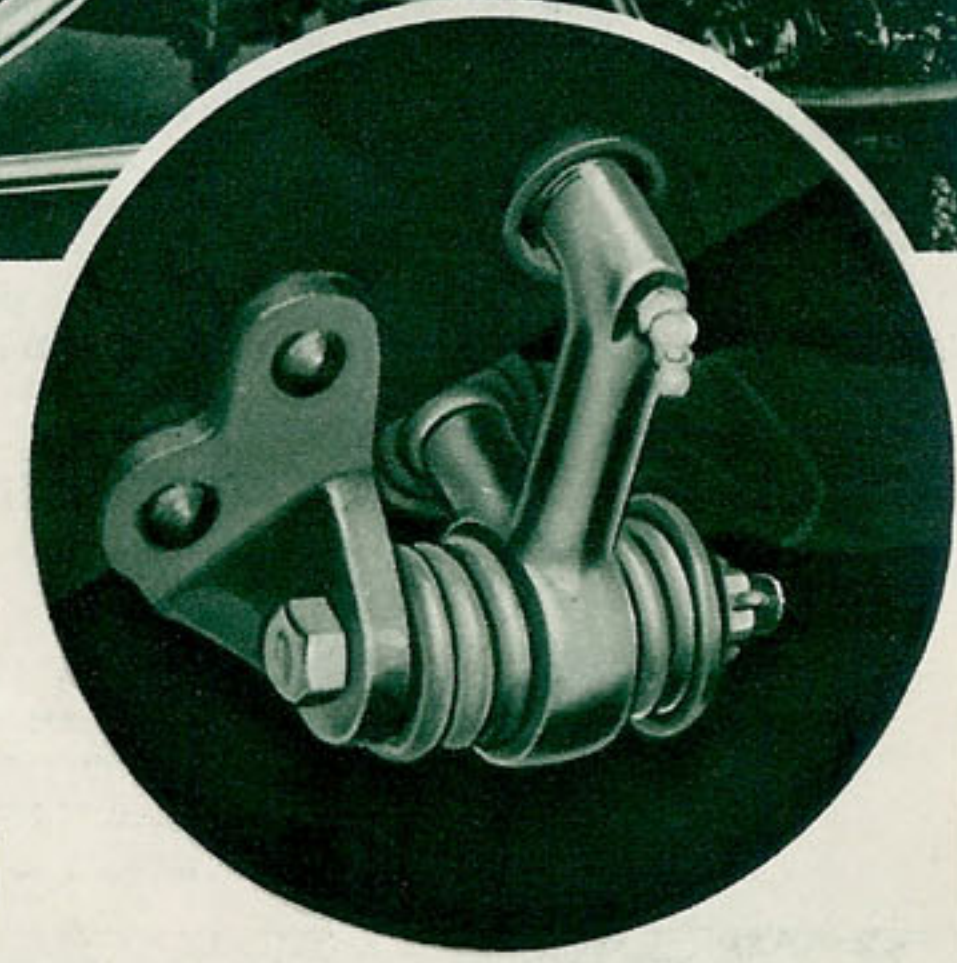
SWAY-PROOF! Plymouth's Sway Eliminator is connected directly to the front axle, where a change in the car's forward motion first affects stability. It keeps the car always on an even keel when turning.



SHOCKLESS STEERING! Plymouth's steering wheel is virtually unaffected by any up and down travel of the axle caused by road unevenness. Roller bearings in king pins increase steering ease. 14.6 to 1 steering gear ratio permits unusually fast handling.

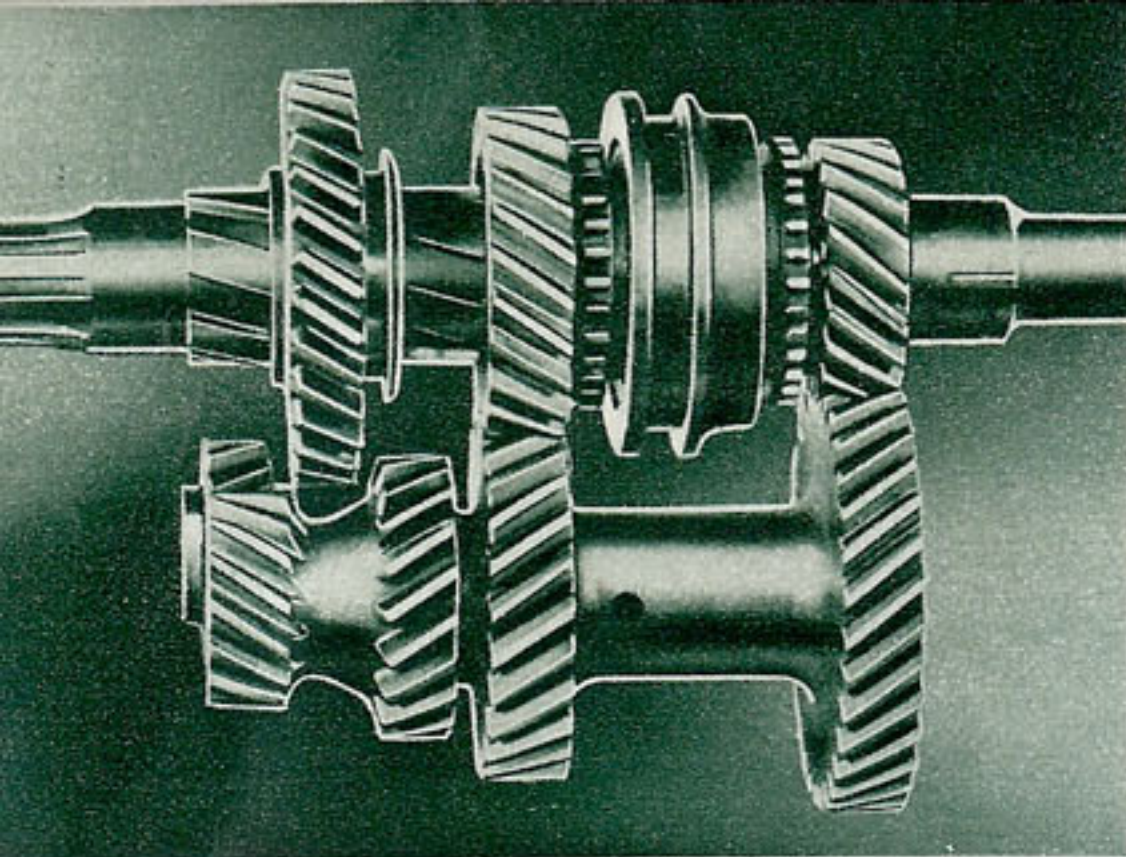


SILENT ACTION! For silence and perfect freedom of shackle action, silent U-shackles are used at rear end of rear springs and front end of front springs. Shackling the front springs at their front ends greatly improves steering ease.

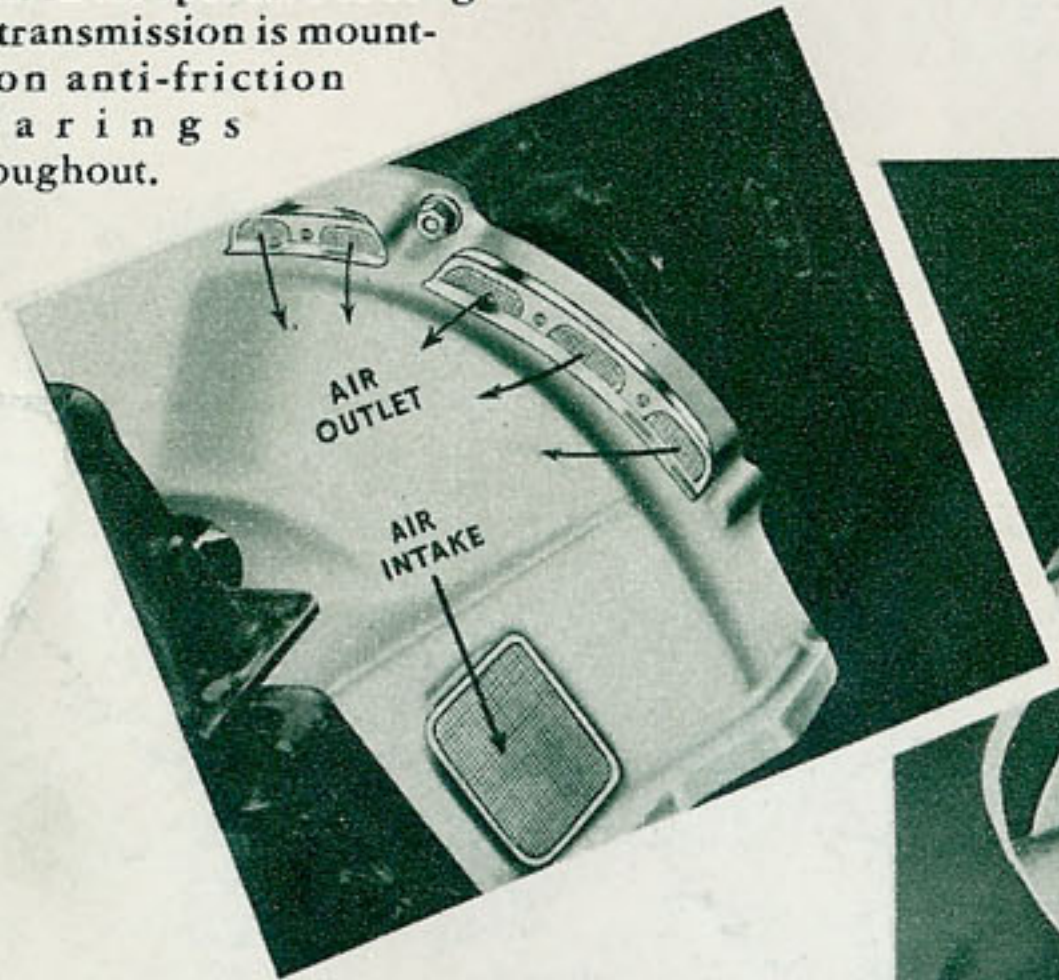


ABSORBS SHOCK! The steering shock eliminator is located at the rear of Plymouth's left front spring. It absorbs shock which might otherwise be felt at the steering wheel. Plymouth's shockless, effortless steering takes fatigue out of driving on long trips.

Unusual
HANDLING EASE
makes driving always a
THRILLING EXPERIENCE



SILENCE AND LONG LIFE! Plymouth transmission gears are helical cut—silent in all speeds. For long life the transmission is mounted on anti-friction bearings throughout.



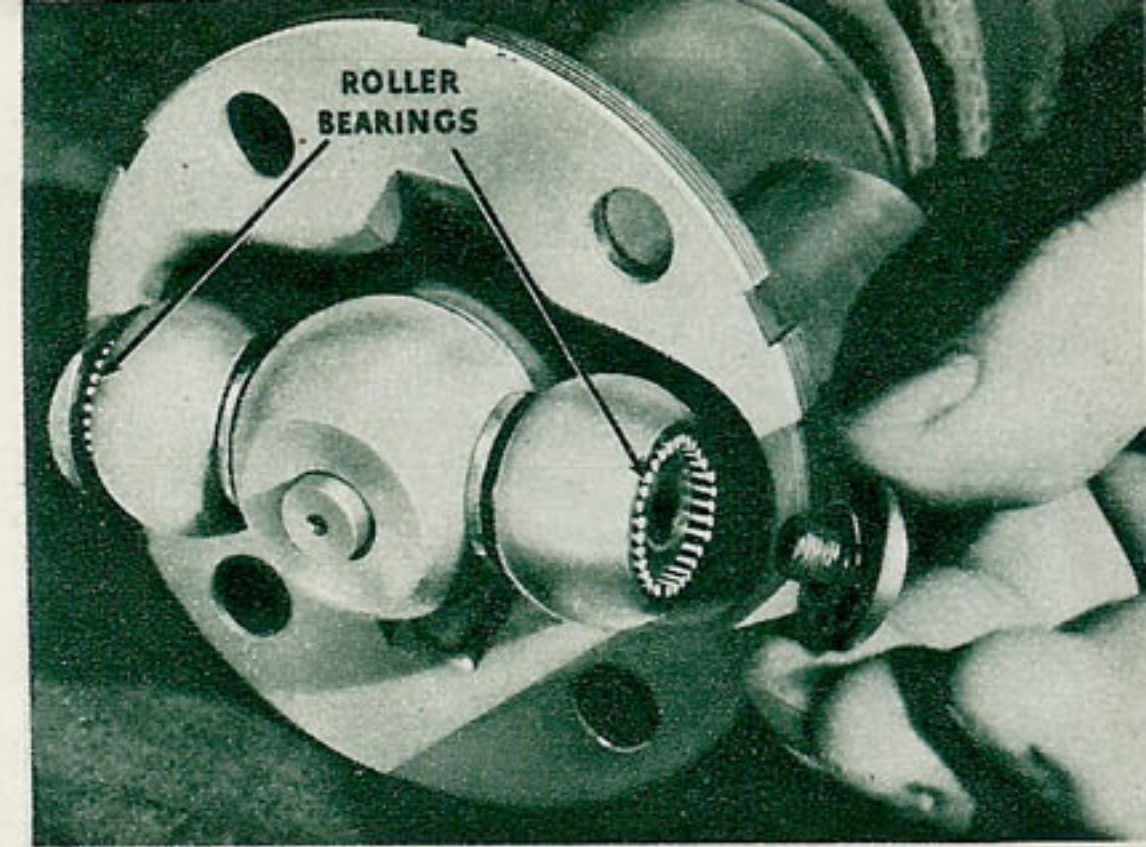
LIGHT PRESSURE CLUTCH! Even easier to operate than previous Plymouth clutches! It is self-ventilating for efficient cooling and long life. A special baffle plate keeps out oil and water vapors that might cause wear.

The more you can feel that you and your car *act together as one* . . . the less driving effort is required . . . the more *pleasure* it becomes to drive.

When you drive the big 1938 Plymouth it responds so promptly and smoothly to so little effort from you that you feel the car is cooperating with you.

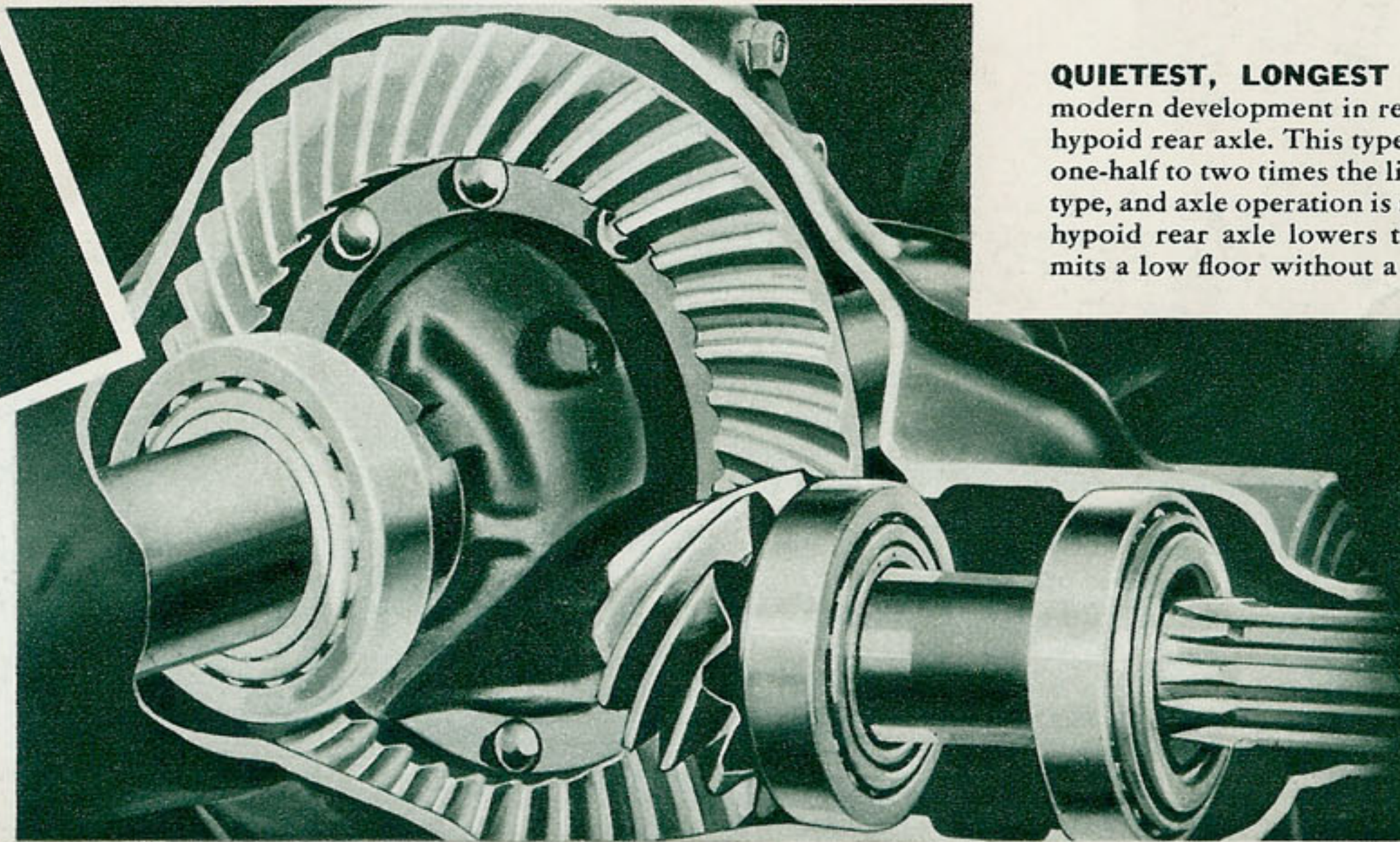
Clutch operation is exceptionally soft and easy. Gears shift quickly, without clash at any speed. The big, powerful engine responds instantly to light pressure on the accelerator pedal.

The low steering gear ratio—14.6 to 1—results in remarkably fast handling and ease of control. Small roller bearings in the king pins and a shorter-than-usual Pittman arm greatly reduce the effort needed to turn the wheel either in driving or in parking.



ROLLER BEARING UNIVERSALS STAND UP BEST! With roller bearings instead of plain bushings, Plymouth universal joints require far less attention than ordinary universals. Lubrication is sealed in . . . does not require renewal for 30,000 miles of ordinary driving.

QUIETEST, LONGEST WEARING! Most modern development in rear axle design is the hypoid rear axle. This type of axle has one and one-half to two times the life of the spiral bevel type, and axle operation is more quiet. The new hypoid rear axle lowers the drive shaft—permits a low floor without a tunnel.



YOU'LL ALWAYS BE DELIGHTED WITH THE WAY PLYMOUTH HANDLES

The GREATEST RIDE in the Low Price Field



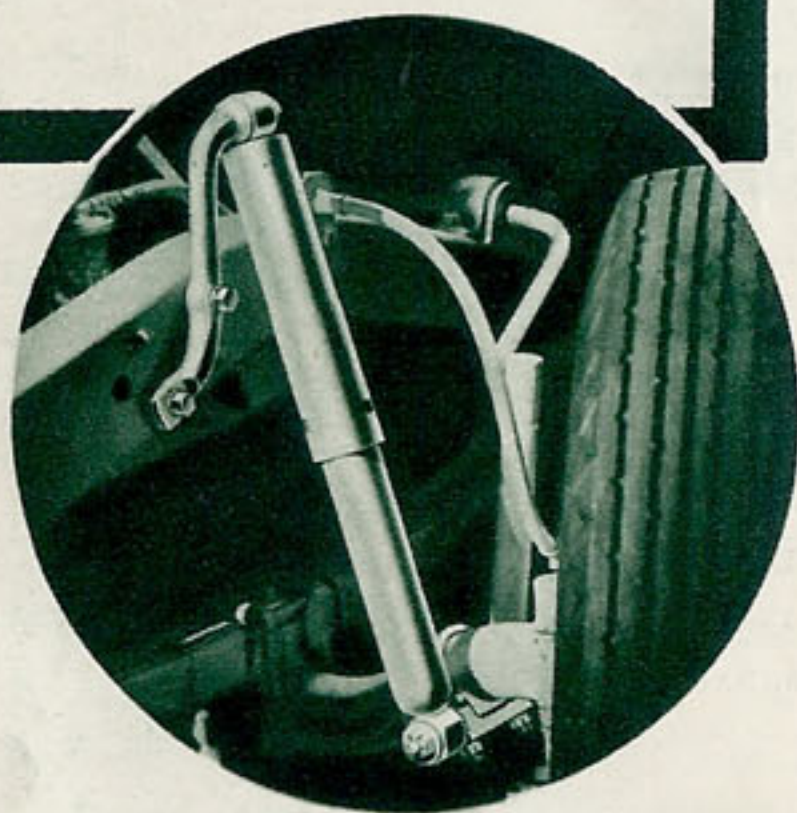
The old way. Stiff front springs and 60 per cent of weight on rear springs caused front end bounce.



The Plymouth way. Weight and springing *balanced*. All parts of the car ride the same.

CUSHIONED!

Large, airplane type shock absorbers. A large volume of liquid instead of a small volume, for cushioning shocks! Plymouth's big Aero-Hydraulic shock absorbers are low pressure, direct-acting.



EXTRA STRONG AND FLEXIBLE! Thin leaves for flexibility! Amola steel for unusual strength! Tapered ends to reduce friction.



Greater size and more room are part of it. Chair height seats are important to it. The smooth stopping from 100% Hydraulic Brakes; vibrationless engine performance; unusual handling ease; the front end Sway Eliminator, all contribute to give Plymouth the greatest ride of any low priced car.

But the underlying reason for this great ride is *great ride engineering*. No other low priced car has achieved *balanced weight* and *balanced springing* . . . with leaf springs at the front as flexible and strong as those at the rear. And controlling both the upward and the downward movement of the springs, Plymouth has big Aero-Hydraulic shock absorbers at each wheel.

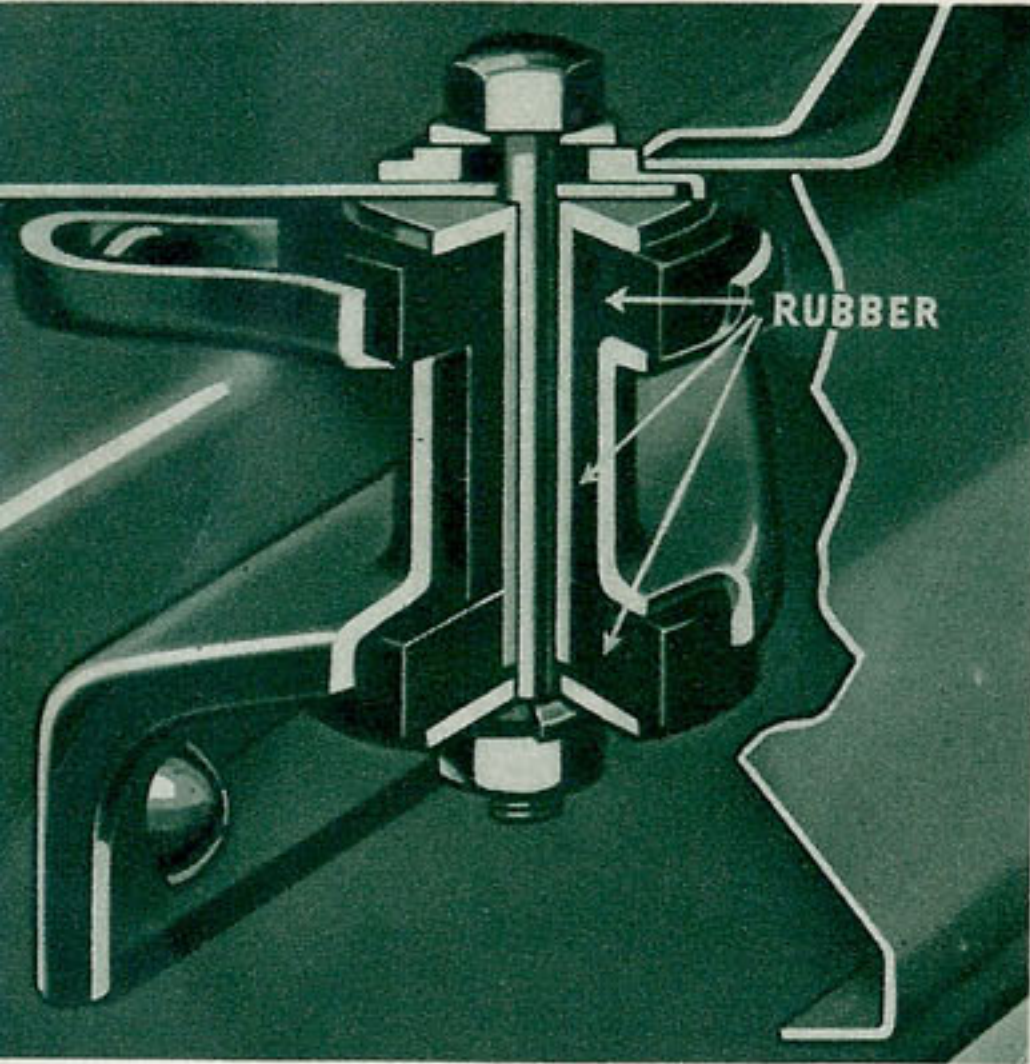
The ride is an *extremely important* feature of car value. And when, in choosing your next car, you judge low priced car value by the ride, you'll choose the 1938 Plymouth.



LOW FLOOR
-NO TUNNEL

LOW FLOOR! No tunnel . . . center passenger in rear seat rides as comfortably as those on either side.

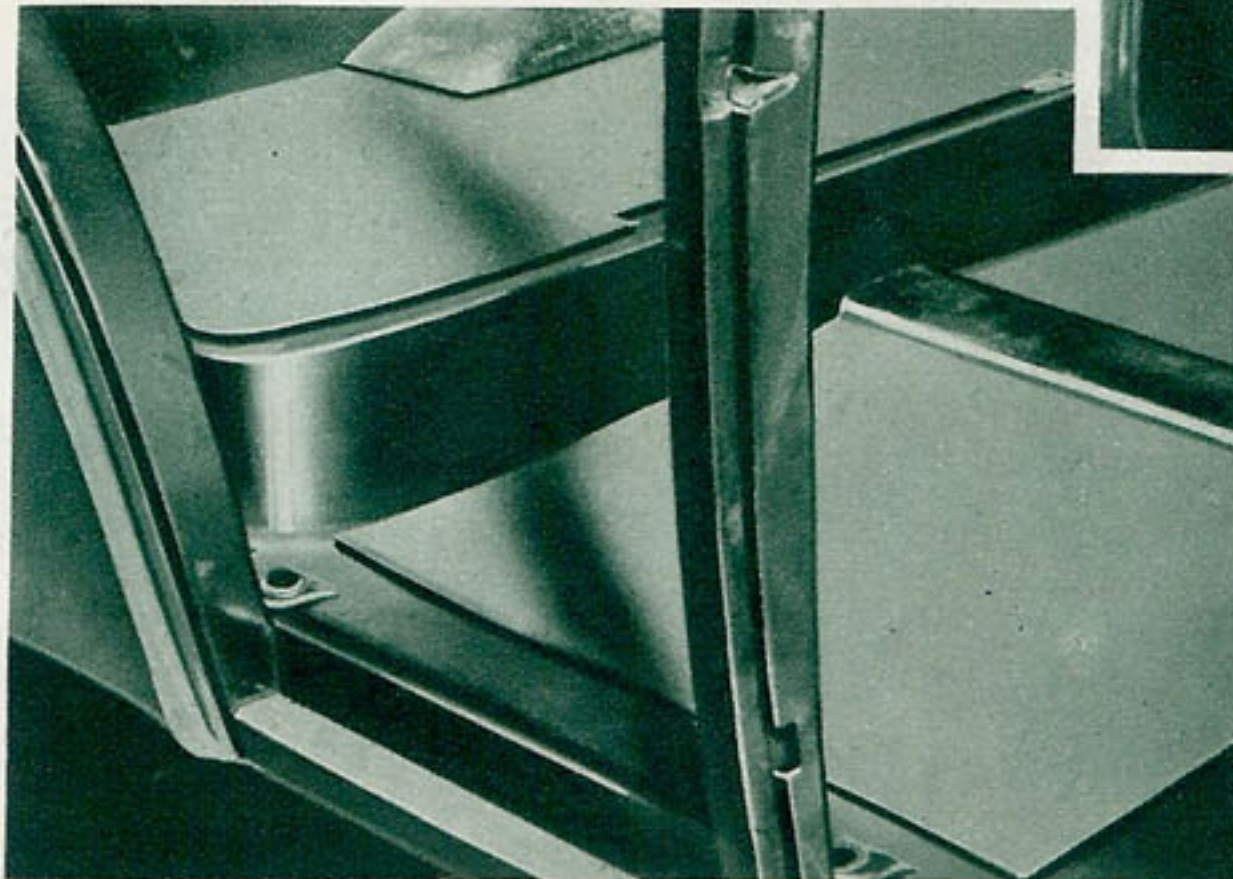
. . . so **SILENT** it's called the
"HUSHED RIDE"



At every point in a car where noise could occur or be transmitted Plymouth makes liberal use of the exact kind of insulating material best suited to eliminate that particular noise. And to keep road noises from reaching the body through the frame, the Plymouth body "floats" on mountings of live rubber.

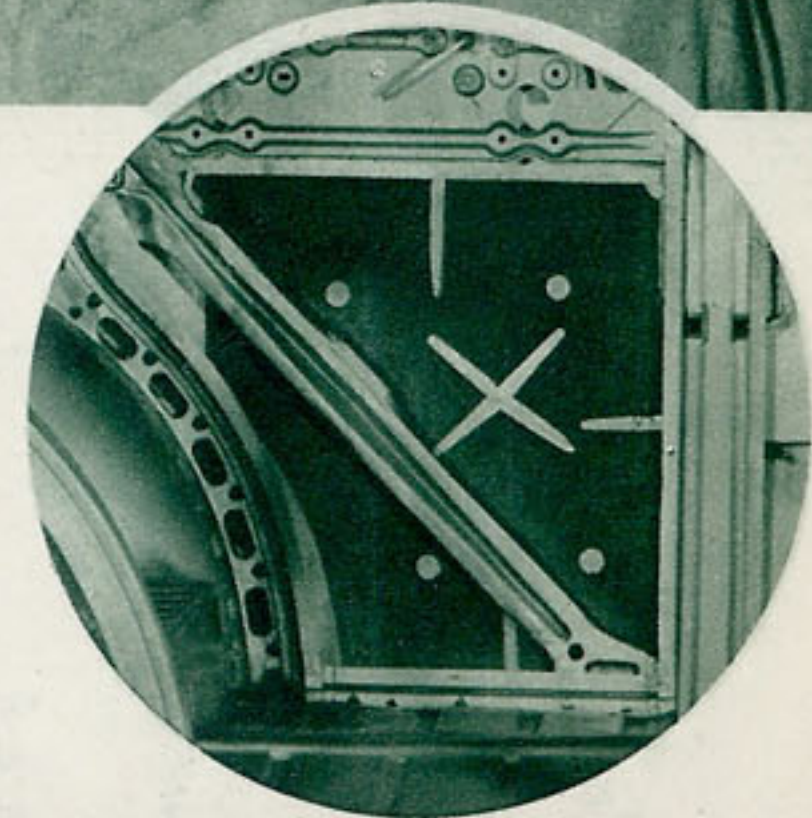
RUBBER POISED! The Safety Steel body "floats" free of the rigid X-frame on spool-shaped mountings of live rubber, so that the frame cannot transmit road noises to the body.

HUSHED RIDE! Plymouth's complete insulation protects you from noise . . . and from weather changes. Heavy insulating material "vulcanized" to the steel floor not only absorbs road noises, but keeps out heat and cold as well.



SOUND-PROOFED! This workman is applying the thick insulating material Plymouth uses to line the steel roof, upper rear quarters and cowl sides.

COMPLETE INSULATION! Door panels and side panels are heavily insulated against noise . . . and against heat and cold . . . with thick asphalt-base insulating material.

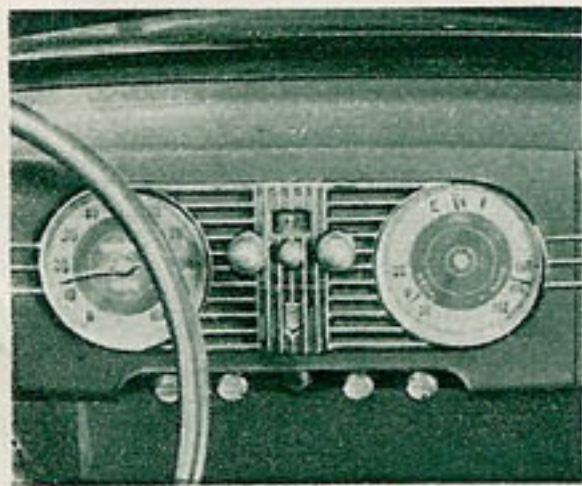


IF YOU JUDGE VALUE BY THE RIDE, YOU'LL CHOOSE PLYMOUTH

**CUSTOM BUILT
ACCESSORIES**

ADD TO

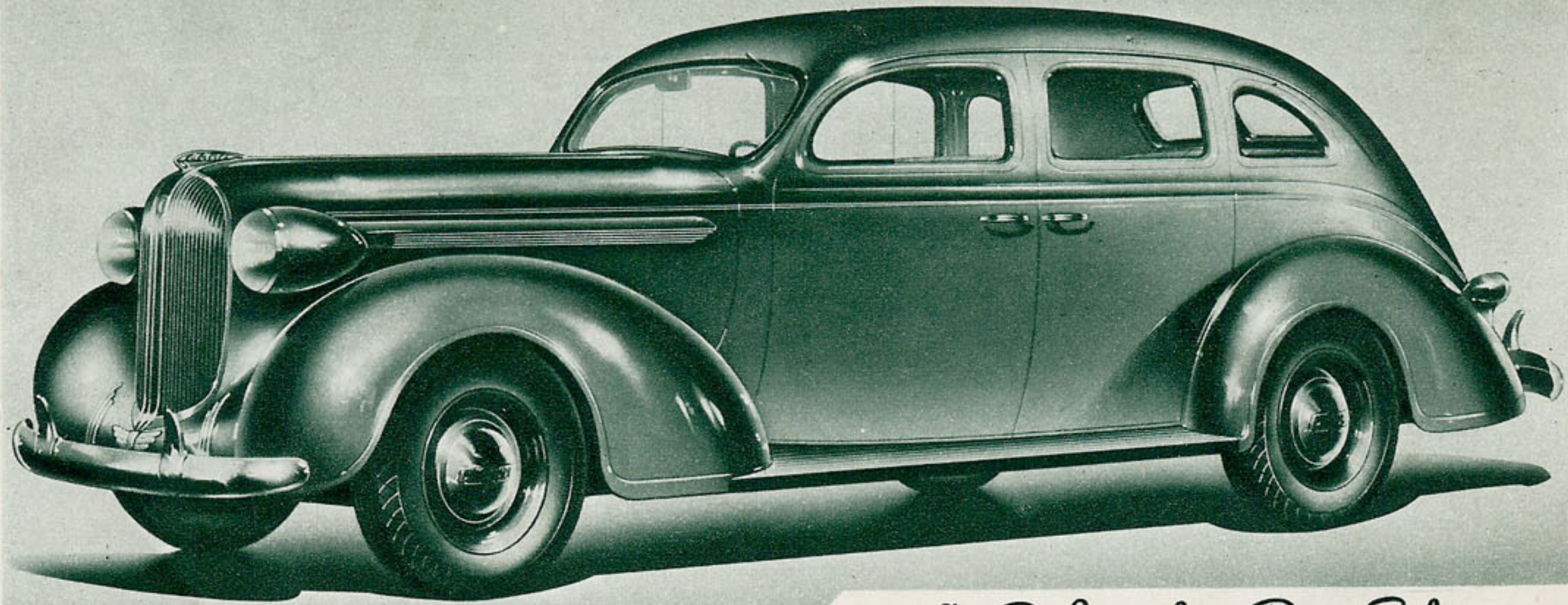
*Pride of
Ownership*



Radio

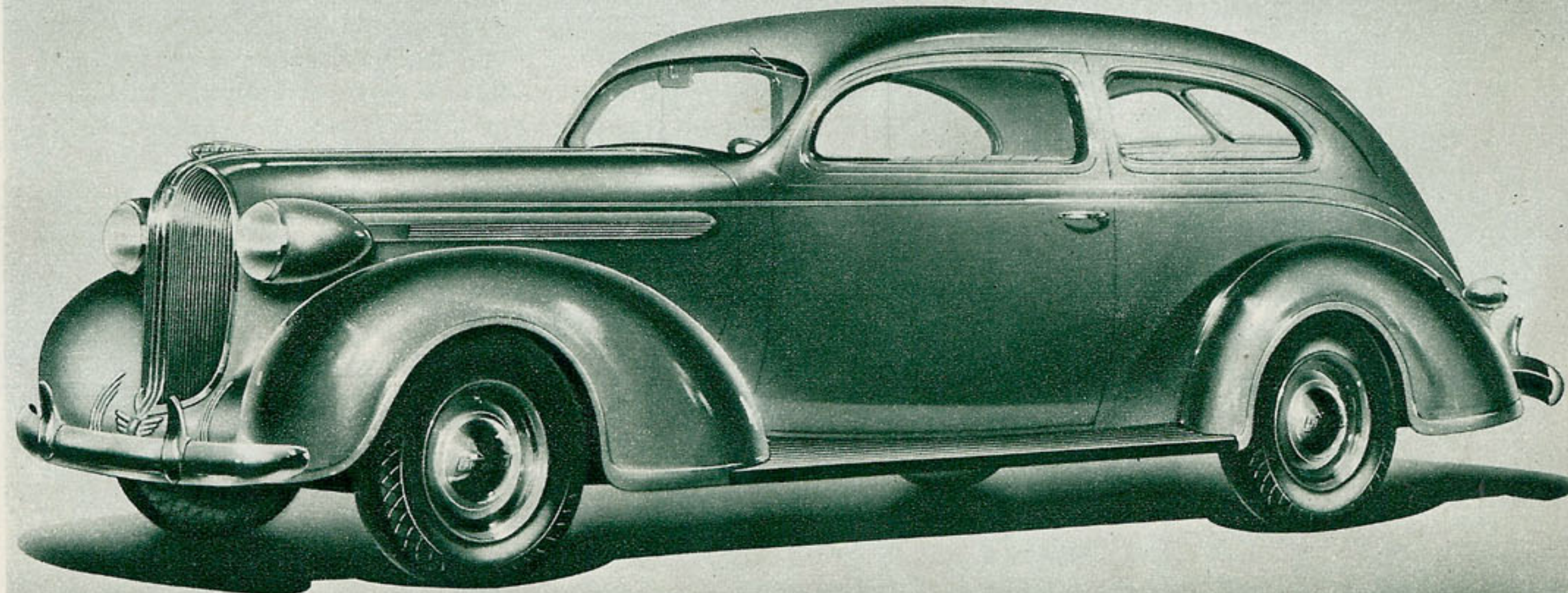
Nearly everyone has his own ideas about the extras he wants on a car. And, of course, it is always most satisfactory to use the equipment approved by the engineers who designed the car and specially built for that car.

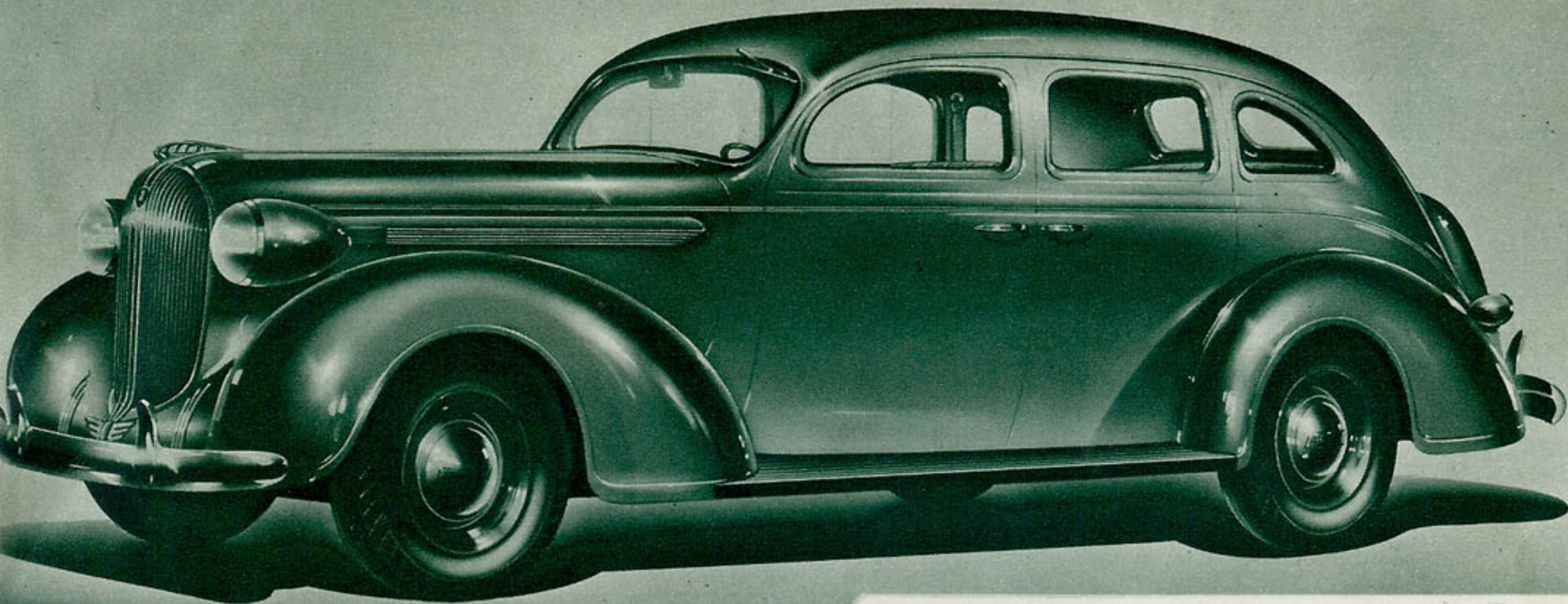
On these pages are a few of the popular items of special



The De Luxe Four Door Sedan

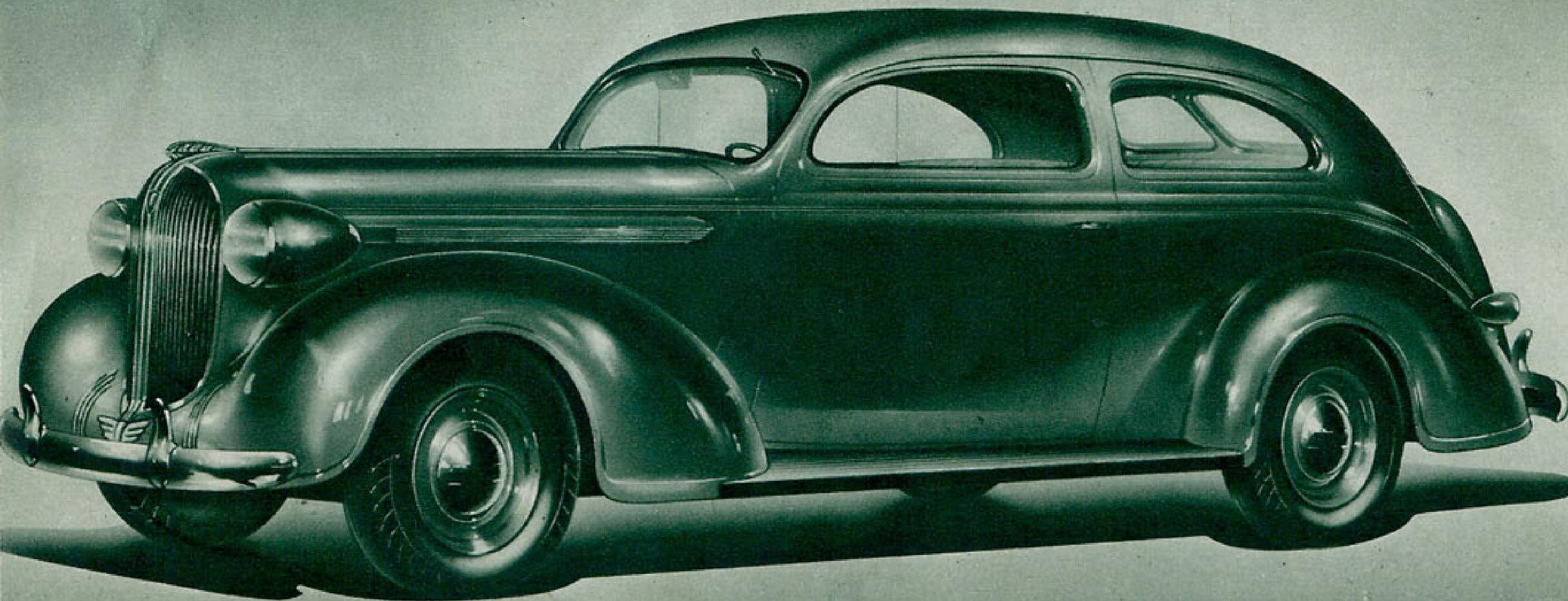
The De Luxe Two Door Sedan





The De Luxe Four Door Touring Sedan

The De Luxe Two Door Touring Sedan

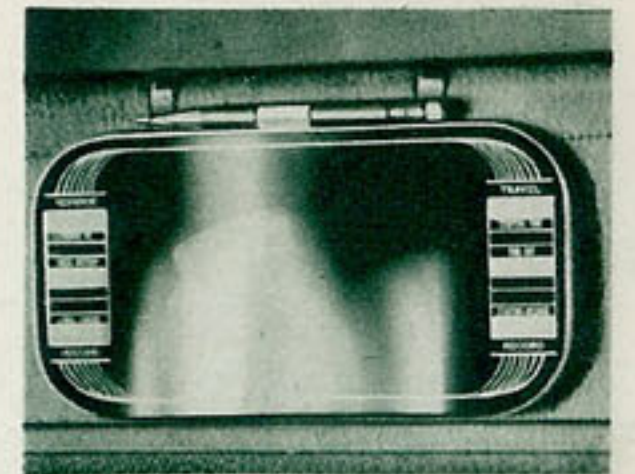


equipment you may have on your De Luxe Plymouth at slight additional cost. All are specially engineered for Plymouth and add to your pleasure and pride of ownership.

Order them when you order your new 1938 Plymouth. Then their cost will mean adding only a small sum to your monthly payments.



Heater

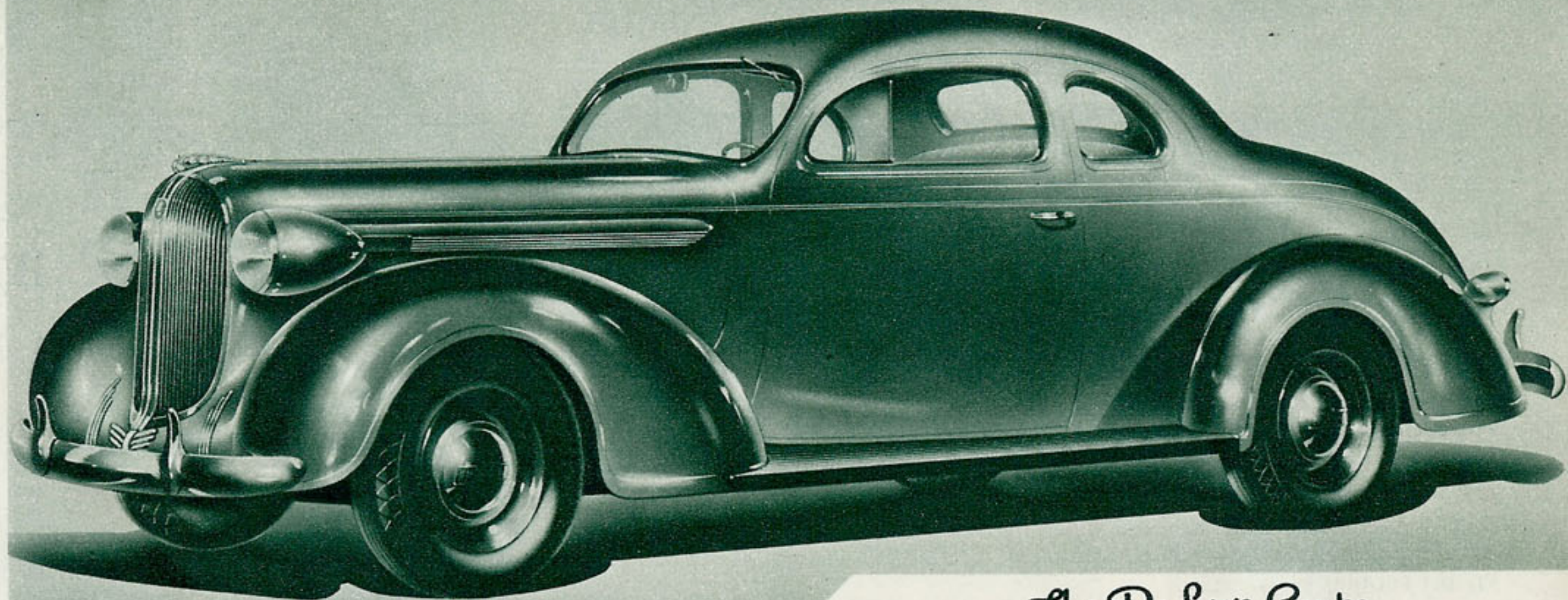


Vanity Mirror



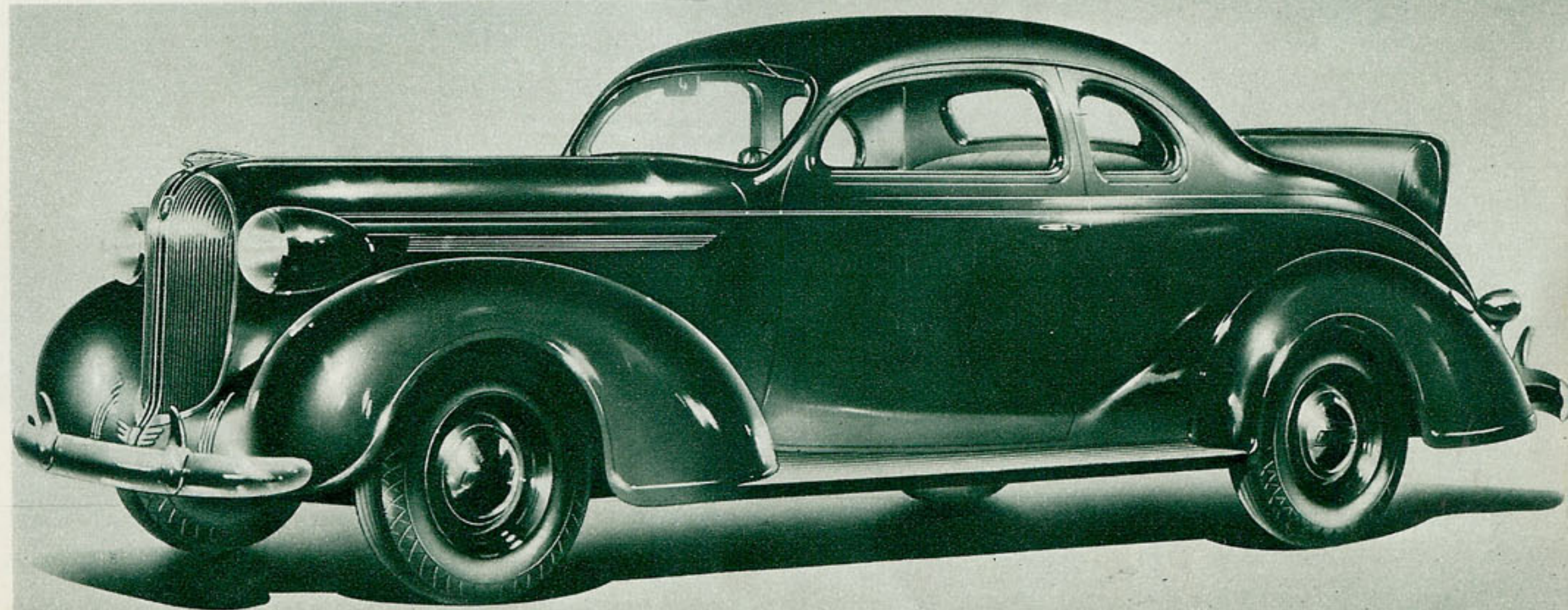
Exhaust Extension

**BUY YOUR
PLYMOUTH
ON THE
OFFICIAL
COMMERCIAL CREDIT
*Time Payment
Plan***



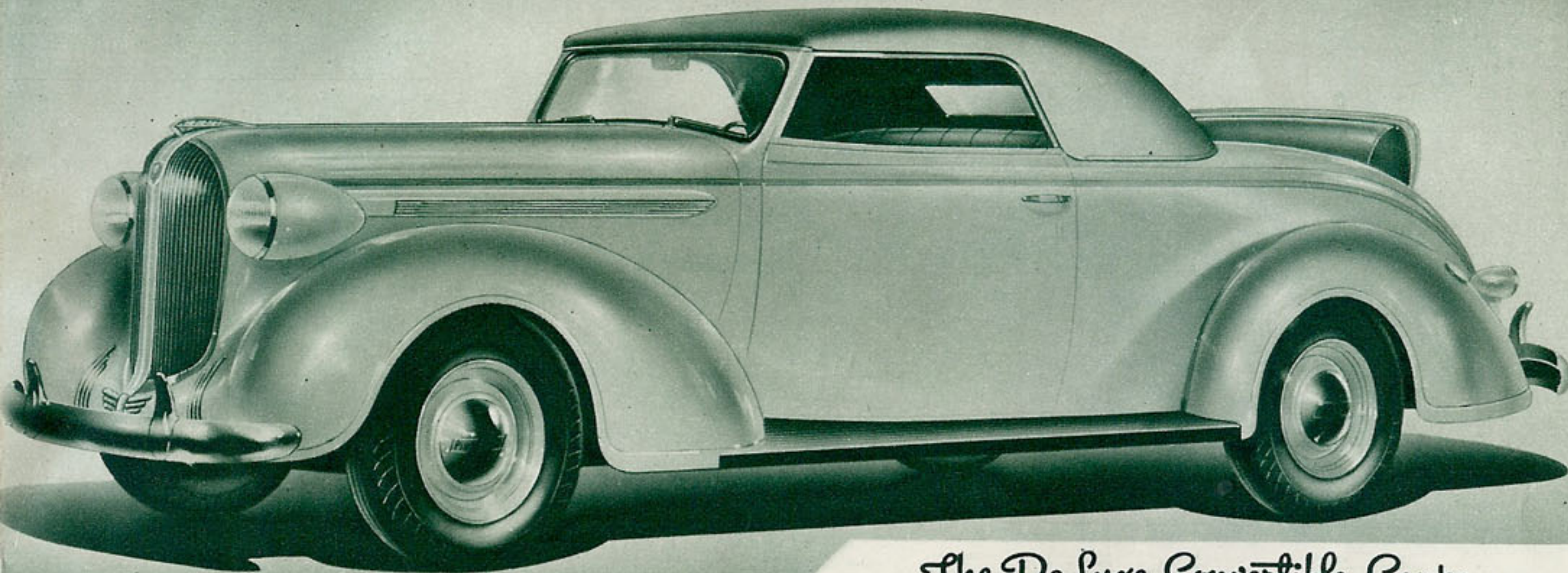
The De Luxe Coupe

The De Luxe Rumble Seat Coupe



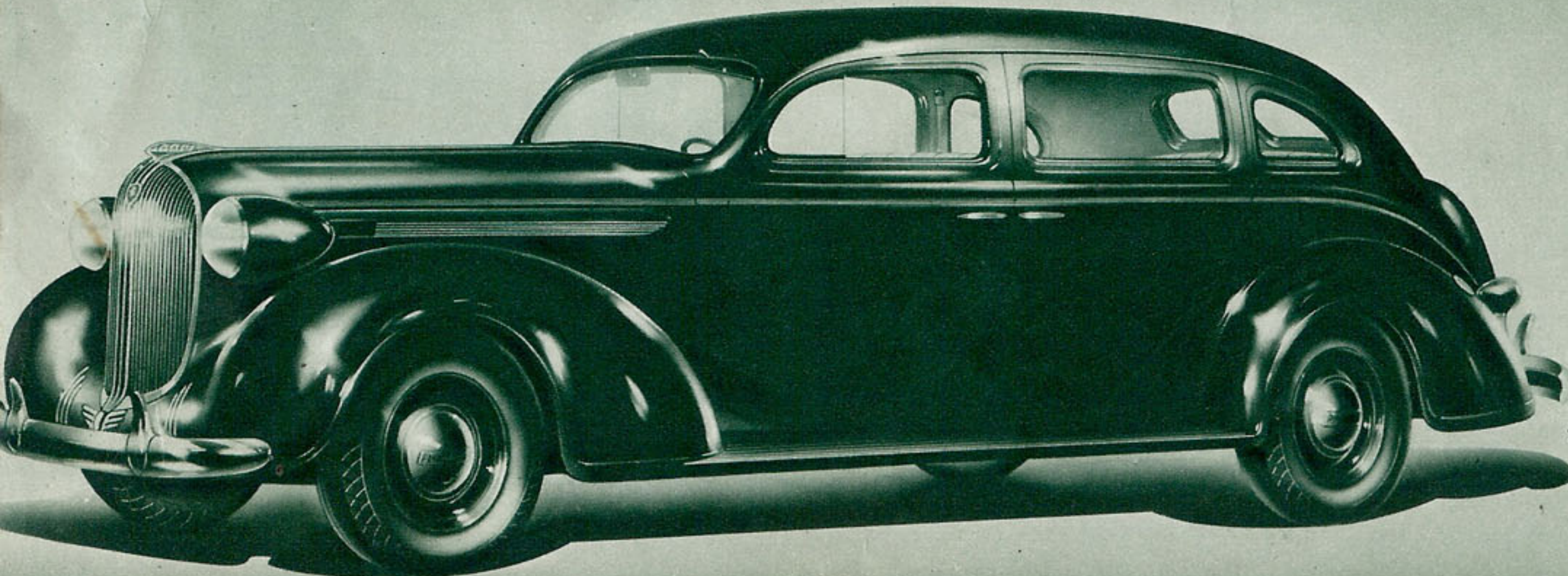
When you buy your new car, remember that there are differences in time payment plans.

To assure that the whole transaction of buying a Plymouth results in utmost value for the buyer, there is an official time payment service which offers you many important advantages. This time payment service is backed by two great institutions—Chrysler Corporation and Commercial Credit Company.



The De Luxe Convertible Coupe

The De Luxe Seven Passenger Sedan



The services of Commercial Credit Company have been used by Chrysler Corporation dealers since long before the first Plymouth car. It is one of the largest organizations of its kind in the country. It has a national reputation of long standing for being fair and considerate in its dealings with the individual car buyer. It provides the soundest type of insurance, with an unsurpassed record of prompt, equitable adjustment of claims. And through volume operation, rates are low. Payments are arranged to suit your convenience.

Plymouth is famous for its great body of satisfied owners. None are more enthusiastic than the thousands who bought their cars under the official Chrysler Corporation - Commercial Credit time payment plan.



DETAILED INFORMATION

1938 De Luxe PLYMOUTH...

AXLE, FRONT—Tubular.

AXLE, REAR—Hypoid type. Gear ratio 4.1 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. Amola steel axle shafts with 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. Rubber-poised mountings. Complete ventilation in all closed models.

BRAKES, SERVICE—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings 2' wide. Centrifuse 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 two woven facings and torsion springs around hub for absorbing shock of starting. Oilite retainer on ball clutch release bearing. Clutch housing ventilated.

COOLING SYSTEM—Water capacity 3 $\frac{1}{2}$ gallons. Self-adjusting water pump packing seal. Circulation controlled by special by-pass thermostat, an unusual 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 $\frac{1}{8}$ "; 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 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 inter-changeable

ALSO AVAILABLE WITH 20" WHEELS

For heavy going in rural districts where extra road clearance is needed, you can have Plymouth models with specially designed chassis and 20-inch steel disc wheels—to give 9 $\frac{7}{8}$ inches road clearance. They have a special gear ratio of 4.375 to 1 for greater pulling power out of muck, snow and mud.

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

Available on Special Order.

precision type. New U-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, with continuous voltage control driven

by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor automatic vacuum advance for maximum economy and acceleration. 14 mm. spark plugs; all cables heat-proof and water-proof. 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 lines go up left side of frame away from exhaust system. Fuel filter. Fuel tank mounted at rear of frame; capacity, 16 gallons.

OVER-ALL LENGTH—With bumpers, Sedan, 194 $\frac{1}{16}$ ".

SPRINGS—Semi-elliptic, Amola steel. Rear springs: width, 1 $\frac{3}{4}$ "; length, 53 $\frac{5}{8}$ "; Silent-U shackles and rubber cored shackles. Front springs: double main leaf and two rebound plates; width, 1 $\frac{3}{4}$ "; length, 37"

SHOCK ABSORBERS—Aero-Hydraulic, double-acting, telescopic; on all four wheels.

STEERING GEAR—Worm and roller semi-irreversible type, fully adjustable; ratio 14.6 to 1. Friction reduced by generous use of tapered roller bearings. Road shock eliminator at rear end of left forward spring.

TRANSMISSION—Synco-silent with helical gears throughout. 6 ball and roller bearings in transmission.

WHEELS, TIRES—Five steel disc wheels. Spare mounted—Coupe—back of seat, Sedan—in luggage compartment removed through door in rear; Touring Sedan—in trunk. 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, headlamp beam indicator, 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, horn, stop light with glow lens, glove compartment. Full set of tools on all models.

NOTE—All specifications subject to change without notice.