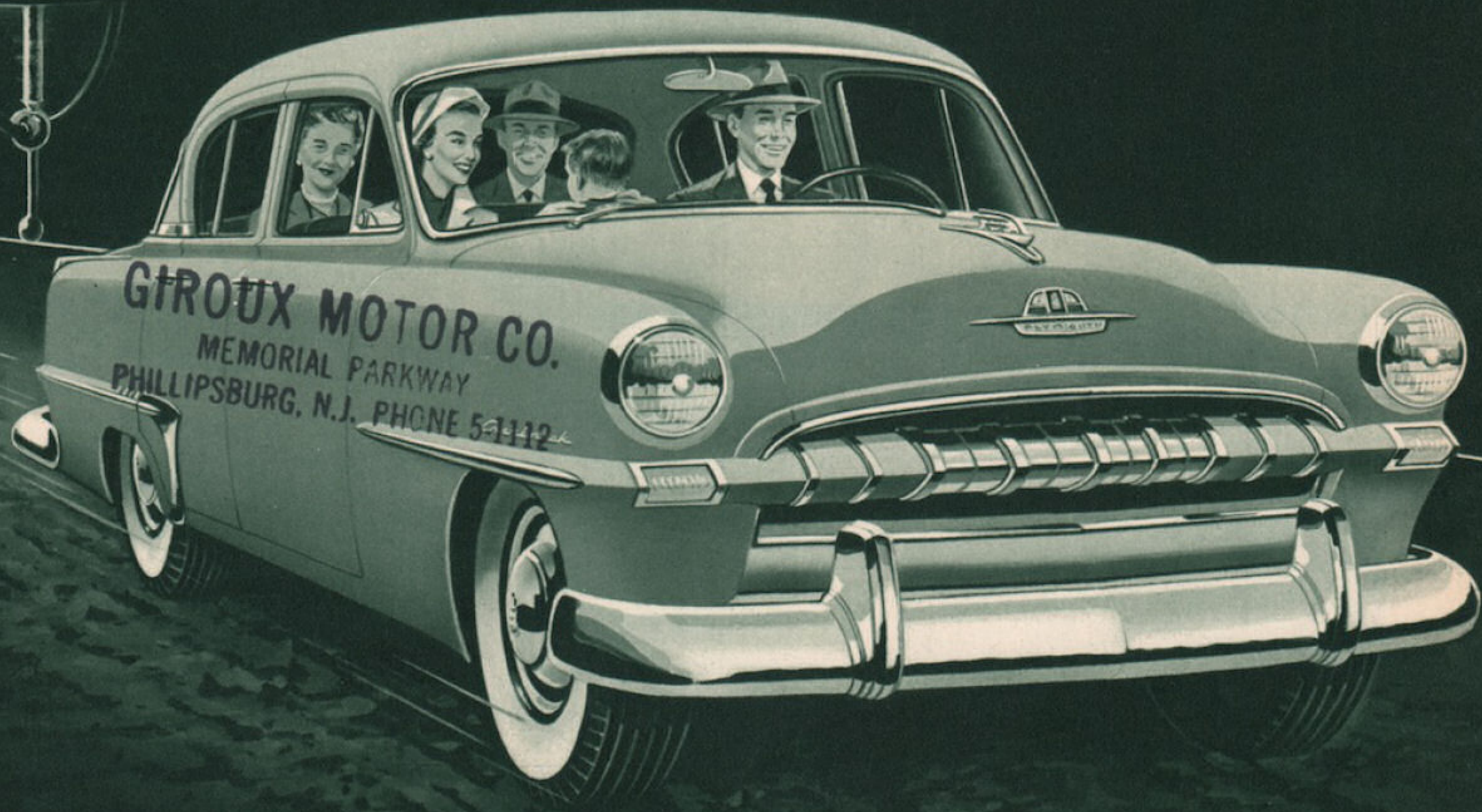
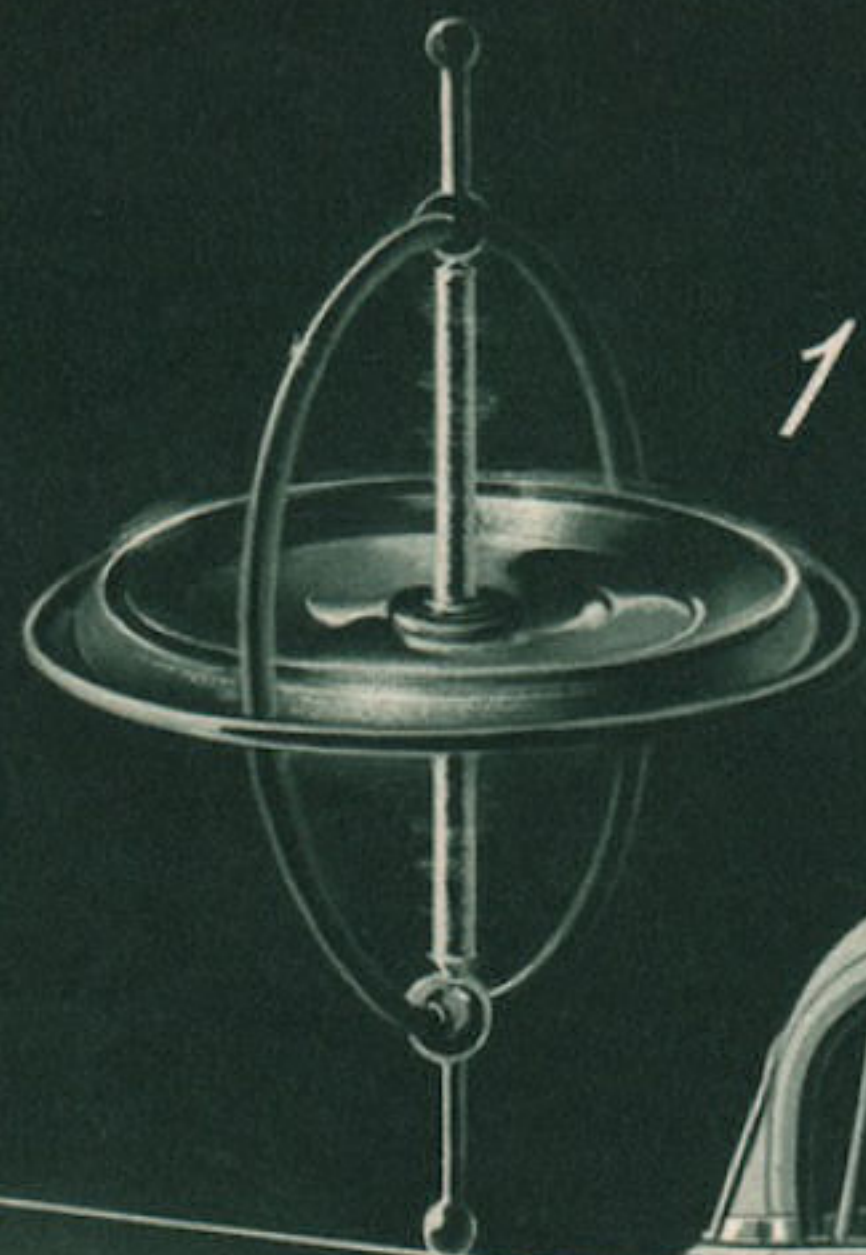


1953 *Plymouth*

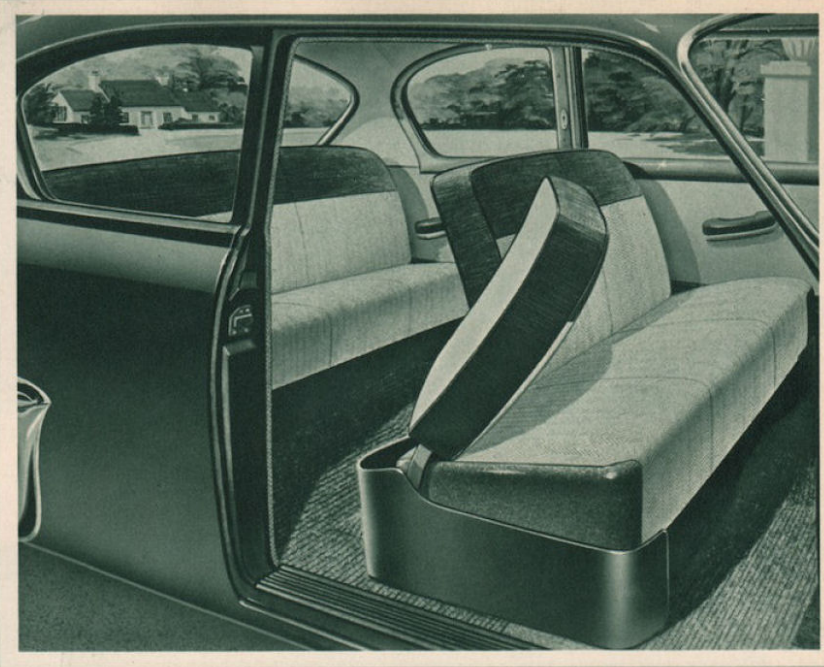


GIROUX MOTOR CO.
MEMORIAL PARKWAY
PHILLIPSBURG, N.J. PHONE 5-1112

THE MOST TRULY BALANCED CAR EVER BUILT

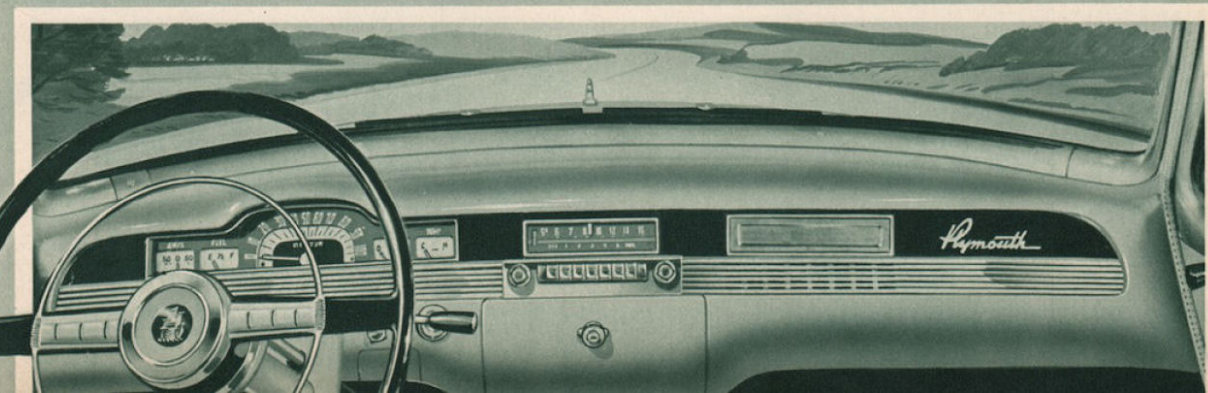
Distinctive interior styling
THE CRANBROOK CLUB COUPE

Carefully selected combinations of restful colors and luxurious textures add lasting charm to Plymouth's all-new interiors. In the handsome Cranbrook club coupe are accommodations for six passengers to relax on Plymouth's famous chair height seats. Convenient interior appointments, comfortable foam rubber seat cushions (optional), all give evidence of craftsmanship you expect only in highest priced cars.

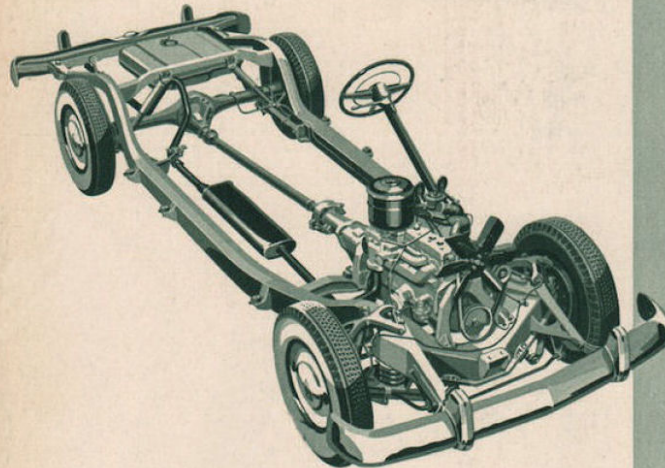


Styled for function
THE NEW INSTRUMENT PANEL

Utility, convenience and beauty characterize the new instrument panel. All instruments and dash controls are grouped for maximum driving ease and safety with an "eyebrow" over the dials to prevent glare. Relocated glove compartment in the center of the panel is within easy reach from driver or passenger positions. The windshield wipers are electric-powered, never slow down when you suddenly step on the throttle.



PLYMOUTH THE CAR THAT STANDS UP BEST



Beneath its glamorous exterior, the great new Plymouth for '53 hides a masterpiece of automotive engineering. High-compression engine, smoothly working drive train and rugged, perfectly poised chassis . . . all function as one to give you a new conception of balanced performance. With a new wider frame, a lower center of gravity, new suspension, and many other features to give you the most truly balanced ride you ever experienced.

1953 PLYMOUTH SPECIFICATIONS

ENGINE SPECIFICATIONS
Type: The 1953 Plymouth power plant is an "L" head, 6-cylinder engine, developing 97 horsepower at 3600 RPM. Bore, 3 1/4". Piston displacement, 217.8 cubic inches. Compression ratio, 7 to 1. Floating Power type engine mountings dissipate engine vibrations. Counter-

balanced crankshaft with four main bearings. Silent chain-driven camshaft. Lightweight alloy pistons with two compression and two oil rings. Top compression ring chrome plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts for smooth operation and long, trouble-free life.

Lubrication: Full pressure lubrication to all crankshaft, camshaft and connecting-rod bearings; pressurized mist to cylinder walls, piston pins and valve lifters. Rotary type oil pump to maintain positive oil pressure. Micronic Oil Filter (standard on Cranbrook) and Floating Oil Intake to assure clean oil supply for all vital engine parts. Oil capacity, five quarts.

Cooling System: Six-bladed fan. Permanent by-pass temperature control. Full-length water jacket. Pressure-vent radiator cap. Water pump with Oilite bronze bearings.

Fuel System: Oilite fuel filter in gas tank to protect entire fuel system against water or dirt. Down-draft carburetor with integral automatic choke. Heavy-duty, oil-bath type air cleaner. Automatic manifold heat control valve to pre-heat fuel mixture during warm-up.

Ignition: Resistor type spark plugs for smooth engine idle and economy. Automatic mechanical and vacuum spark control. Splash-proof distributor to protect against wet weather failure.

BODY SPECIFICATIONS
Dimensions: Wheelbase, 114 in. Over-all length, 189 1/2 in. Over-all width, 73 3/4 in. Tread, 55 1/2 in., front & 58 1/2 in., rear.

Construction: All-steel, welded, completely rust-proofed body. Channeled and ribbed floor pan. Box section reinforcements around window and door openings. Insulated against heat, cold, noise, water and dust. Baked enamel finish for resistance to fading. Molded rubber body mountings to minimize road shock and vibration.

Ventilation: Large, screened cowl ventilator. Ventilating wings in each front door (also in rear doors of Cranbrook models). Full-width windshield defrosting.

Electrical: Heavy-duty, 15 plate, 100 amp. hr. battery. High capacity, 45 amp. generator with automatic voltage and current control. Ignition-key starter switch. "Follo-Thru" starter opera-

tion for sure, positive starts. Sealed Beam headlights with bull's-eye lens. Separate circuit breakers for each major lighting circuit for protection against complete black-out of all lights. Constant-speed, center-parking electric windshield wipers.

CHASSIS SPECIFICATIONS

Frame: Rugged, steel frame with double-channel arc-welded, box-type side rails. Four sturdy cross-members. Cranbrook Convertible Coupe has X-type cross member between side-rails.

Front Suspension: Independent front wheel suspension with coil springs. Non-parallel control arms for improved stability and increased roll resistance on curves. Oriflow Shock Absorbers for effective ride control on any kind of road surface. Torsion bar sway eliminator.

Rear Suspension: Wider, soft-acting rear springs for better cushioning, splay-mounted for stability. Wax-impregnated inner-liners to minimize friction. Sea-Leg mounted Oriflow Shock Absorbers to resist sudden side-to-side shifting as well as up-and-down motion.

Steering: Worm and roller type steering gear. Over-all steering ratio, 21.4 to 1. Shock-proof rubber mounting to prevent vibration from reaching steering wheel.

Drive: Hotchkiss Drive, through rear springs. Hypoid rear axle. Axle housing mounted forward on springs for resistance to wheel hop.

Brakes: Safe-Guard hydraulic brakes with individually anchored shoes for smooth, positive, driver-controlled braking. Two cylinders and two wedging shoes in each front wheel for maximum braking effort with minimum pedal pressure. Cyclebond linings for long lining life.

Tires and Wheels: Low pressure, 6.70 x 15 tires for smooth, cushioned ride. Safety-Rim wheels with retaining humps hold tire in place on wheel for extra safety in event of a blowout.

Specifications subject to change without notice.

Cars have been illustrated to show some items of special equipment that are optional at extra cost.



WITH TRULY BALANCED ENGINEERING



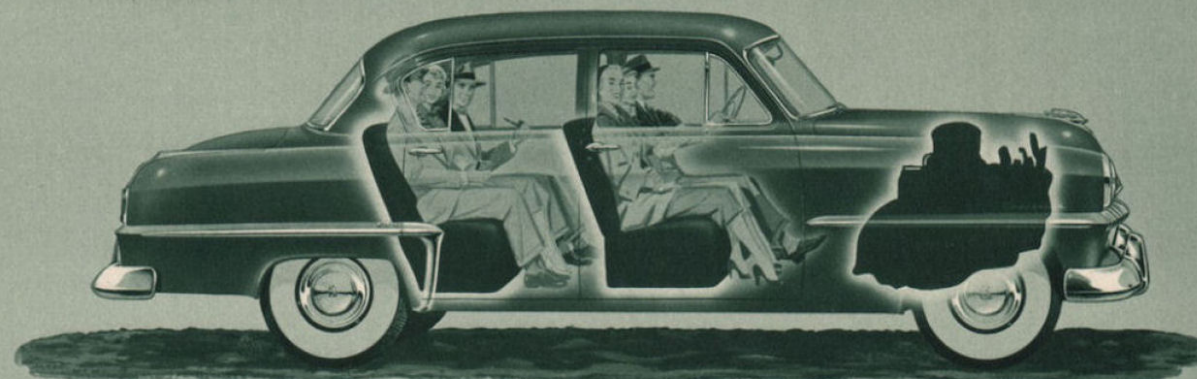
THE MOST TRULY BALANCED CAR EVER BUILT



THE PLYMOUTH
CRANBROOK CLUB COUPE



THE FIRST MOTOR CAR WITH A TRULY BALANCED RIDE



Inside the 1953 Plymouth's all-new styling, beneath the luxurious interiors, there's an epoch-making engineering achievement—the first truly balanced ride! It's smoother, softer, quieter than any ride you've ever known.

Plymouth's new truly balanced design was perfected through years of concentrated effort; announced only after months of intensive road testing. The first truly balanced ride, found only in the 1953 Plymouths, is more than just a step forward; it marks an important contribution to automotive development.

What true balance means to you

You seem to float along the road in a 1953 Plymouth. No matter how rough or uneven the road surface may be, an amazing new suspension system shields you from road shock. You drive relaxed, with the confidence that comes from knowing your automobile is under your complete control.

And you drive with far greater ease. The most severe jolt from the road causes barely a quiver in the steering wheel. Your truly balanced Plymouth is instantly responsive to an effortless touch

of the wheel. Even in high winds, in negotiating sharp turns, in parking, the balanced steering mechanism needs only a gentle hint from your hand.

How true balance was created

The unbelievably smooth ride you enjoy in a 1953 Plymouth results from a balanced control of roll, pitch and bounce, the three riding motions of a car. These undesirable riding motions have always been present in automobiles. They have stood as an ever-present challenge to automotive engineers and designers.

Now, with truly balanced designing, Plymouth engineers have



IMAGINE READING A BOOK
AT 50 MILES PER HOUR!

controlled these riding motions to a degree never before achieved, to give you a car with almost gyroscopic stability on any type of road surface.

Beauty balanced with better vision

Truly balanced design in the new Plymouth benefits you in other ways, too! The sleek, poised beauty of its all-new design brings you Control Tower visibility, with almost 360° vision range from any seat in the car! With a new curved, one-piece windshield, new quarter windows in the rear, a larger rear window, there's nearly 16% more glass area; safer vision. To reduce the glare and heat of the sun, Solex Safety Glass is offered as optional equipment at slight extra cost.

Beauty balanced with comfort

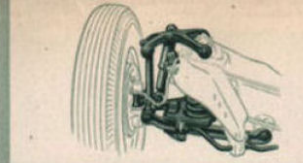
The new Plymouth is lower, wider—yet there's more head room, more shoulder room, more leg room! Plymouth's famous Chair-Height seats give the extra support needed for lasting riding comfort. Rear seats have full depth springs all the way to the back of the cushion. New arm rests, centered glove compartment, instrument panel, all interior appointments combine with restful, pleasing colors to give you truly luxurious comfort.

Beauty balanced with performance

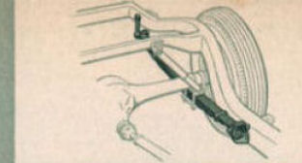
Under the gleaming hood of the new Plymouth is the mighty strength of a high compression 97 horsepower engine, but its performance is smooth and whisper-quiet at any speed. The balanced mounting of the Plymouth engine, "floating" on live rubber cushions, blocks out engine pulsations, gives you a restful and relaxed ride.

For greater fuel economy, longer engine life and increased driving ease, Plymouth offers Automatic Overdrive as optional equipment at moderate additional cost.

You get more value when you get a Plymouth. And the truly balanced 1953 Plymouth gives you more value than ever before!



FRONT SPRINGS, made from tough, flexible, alloy steel, allow either front wheel to independently "step over" the roughest bumps with minimum impact.



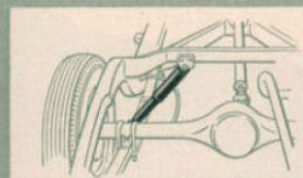
REAR SPRINGS are wider, more flexible for better cushioning; splay-mounted for greater stability. Wax-impregnated interliners tend to minimize friction.



BOX-TYPE SIDE RAILS, made of two sturdy channels welded together, make the new wider frame extremely resistant to twisting strain from road inequalities.



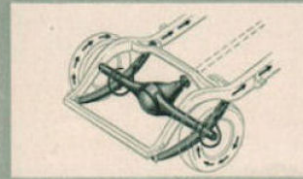
SHOCK-PROOF STEERING is assured by rubber mounting of the steering gear assembly to the frame. This keeps frame vibration from the steering wheel.



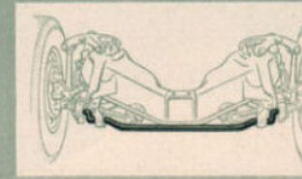
ORIFLOW SHOCK ABSORBERS provide full spring control on any type of road. Also, Sea-leg mounting allows them to resist sudden side-to-side motion.



RUBBER BODY MOUNTINGS, of exclusive design, prevent metal-to-metal contact between frame and body. Result: quieter ride, longer body life.

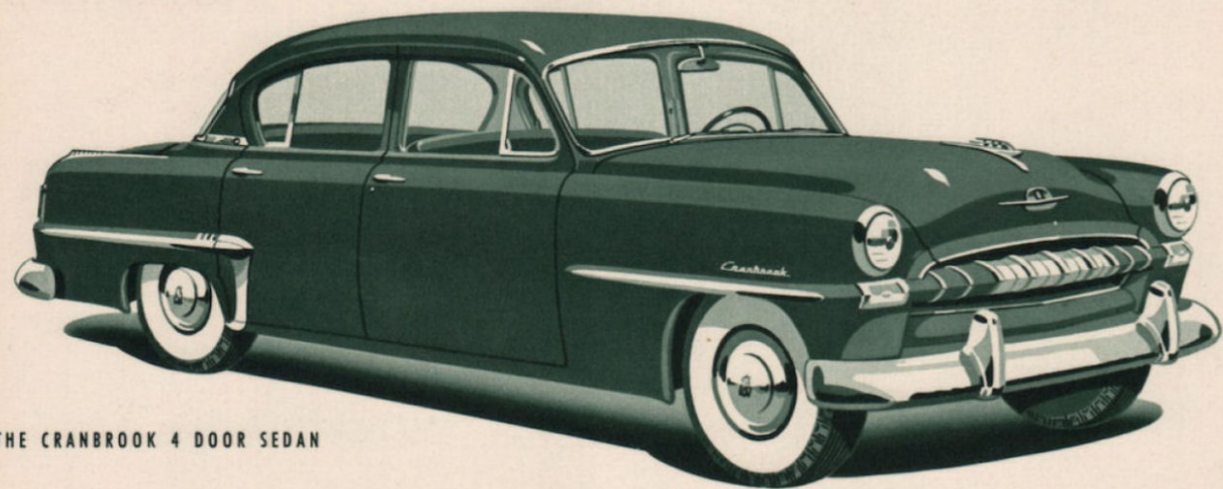


HOTCHKISS DRIVE lets the rear springs absorb the shocks of sudden starts or stops, making a smoother ride, saving wear on drive-line parts.

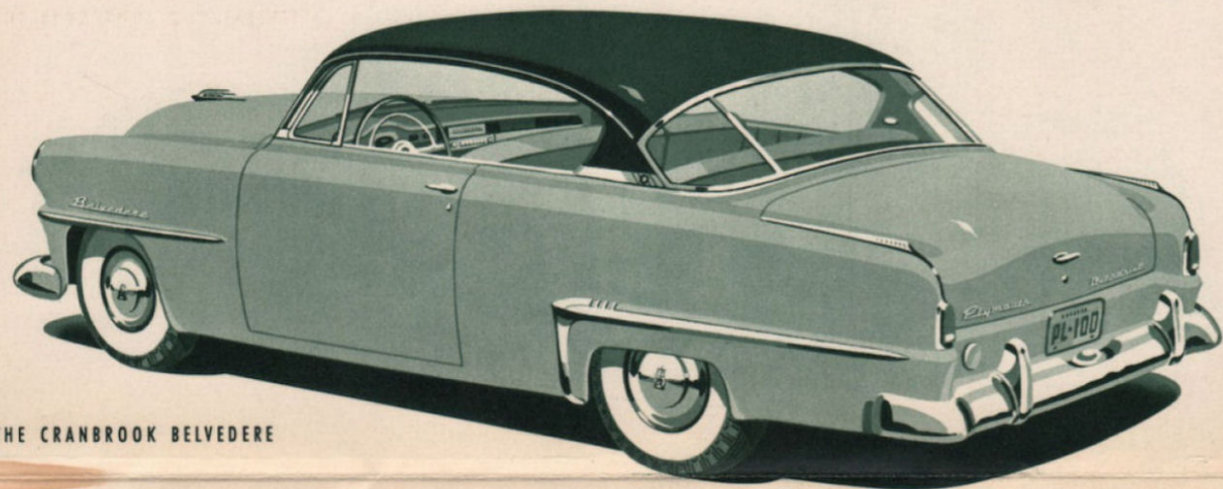


SWAY ELIMINATOR BAR helps "level out" Plymouth's Balanced Ride. Even on the sharpest curves, the Plymouth body stays more nearly on an even keel.

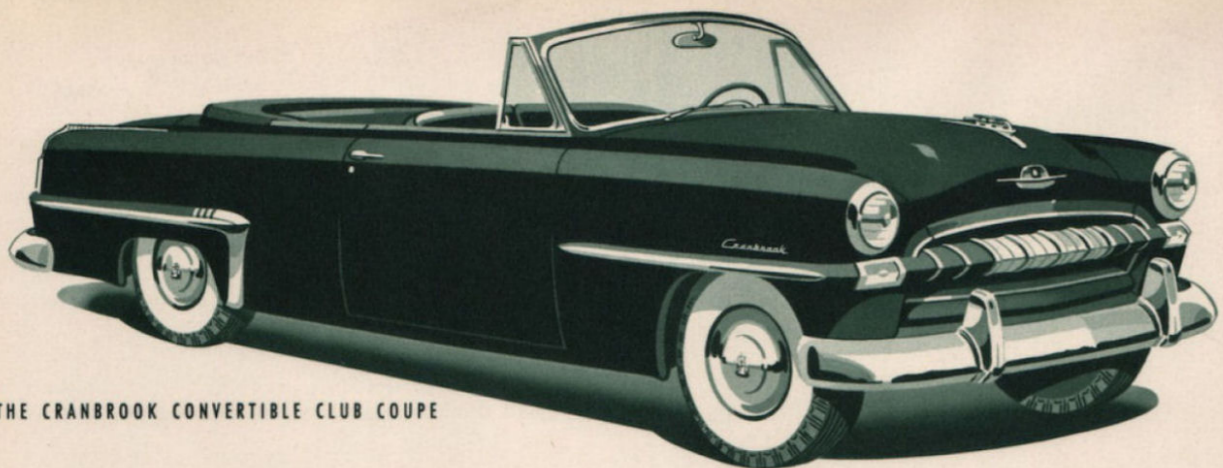
THE BEAUTIFULLY NEW PLYMOUTH FOR 1953



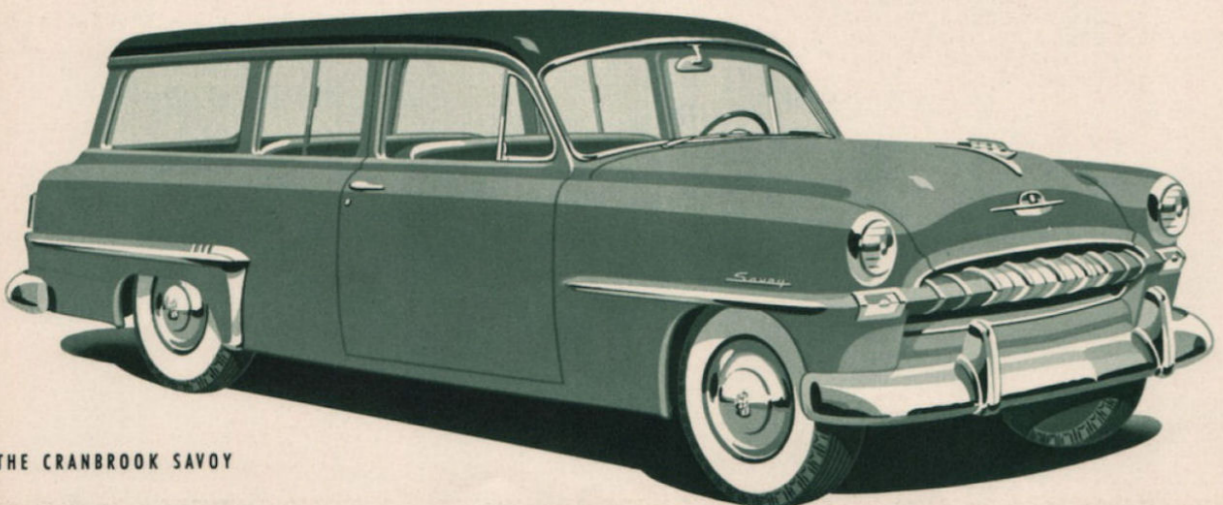
THE CRANBROOK 4 DOOR SEDAN



THE CRANBROOK BELVEDERE



THE CRANBROOK CONVERTIBLE CLUB COUPE



THE CRANBROOK SAVOY



With fresh new beauty, new roominess, and luxury offered by no other car in its field, the 1953 Plymouth line includes a body style to meet exactly any motoring need.

The nine different body styles available are sure to draw admiring glances for their sleek, racy lines, their smart highlights of chrome and bright metal trim, their brilliant baked enamel finishes, selected from a wide range of exciting colors and combinations. The matching color

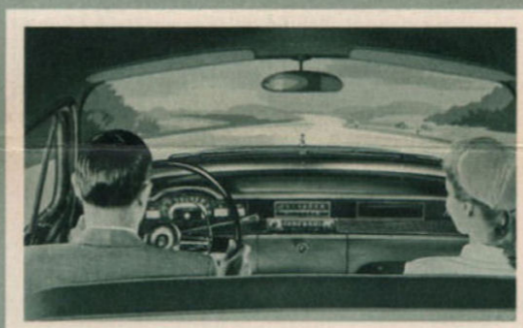
schemes of the beautifully blended interiors are an exciting new concept of color styling, with a complete harmony of tones in upholstery, headlinings, floor coverings, the washable vinyl door panels . . . even to the harmonizing steering wheels.

Engineering excellence, distinctive styling, and refinement of design have long made Plymouth the low-priced car most like the high-priced cars. And now, with the sparkling appearance and superb performance of True Balance Designing, the beautiful new Plymouth is now more than ever the value leader of the low-price field.



**Convenient, new type
"E-Z" EXIT FRONT SEAT**

One exciting new feature in Plymouth two door models is the new type front seat that divides, not in the exact center, but one third of the way. If two people are in the front seat, no one has to get out to let someone in or out of the rear compartment. The front seat passenger slips over beside the driver, the one-third portion folds down, and the way to the rear compartment is open.



**Control tower visibility
WIDER GLASS, NARROWER POSTS**

Exceptional safety is provided in the '53 Plymouth by the new one-piece windshield with its new, more uniform curvature that cuts distortion to give you a clear view. Corner posts have been narrowed and positioned so they do not disturb your view of the road. Solex-tinted safety glass that helps reduce glare and keeps out the heat of the sun is available at slight extra cost.



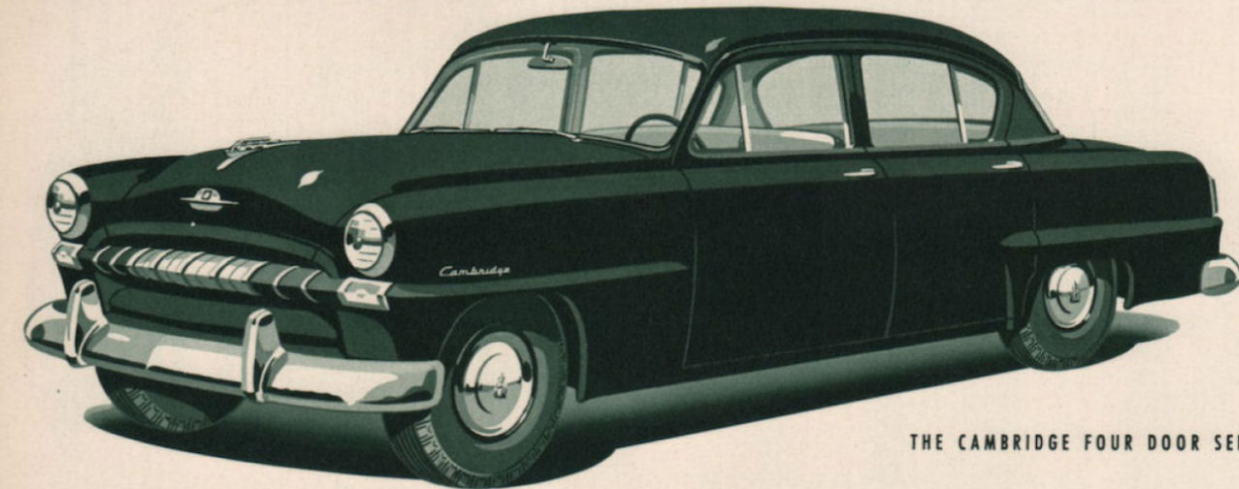
**Spacious, well planned
LUGGAGE COMPARTMENT**

Appearances can be very deceiving! You'd never dream there could be so much usable space in the newly styled Plymouth luggage compartment. The already spacious storage space has been increased nearly 30%. The lid hinges have been moved far over to the sides where they cannot mar or interfere with the luggage.

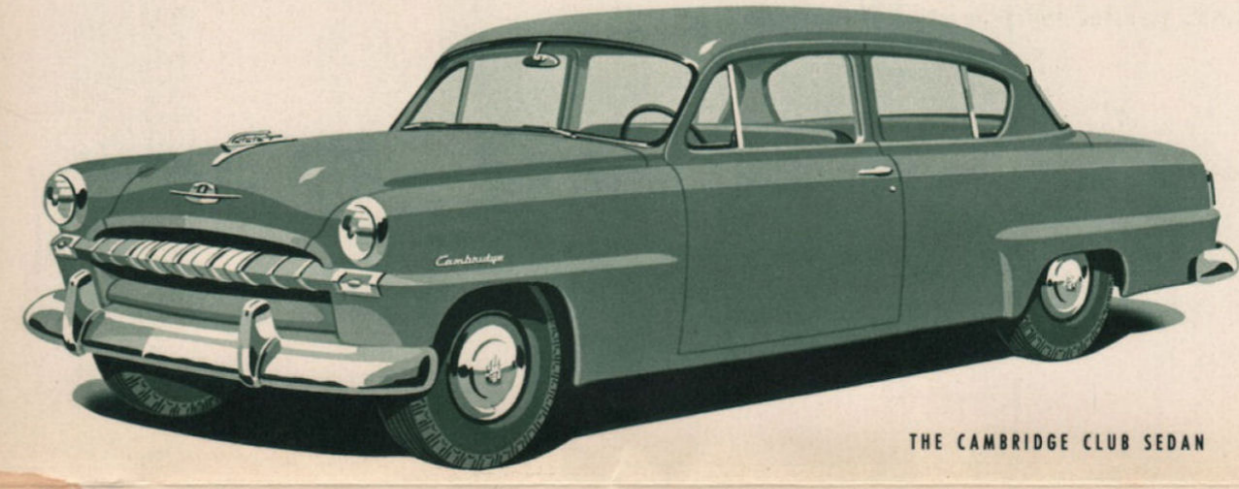


**Graceful exits and entrances thru
WIDE DOOR OPENINGS**

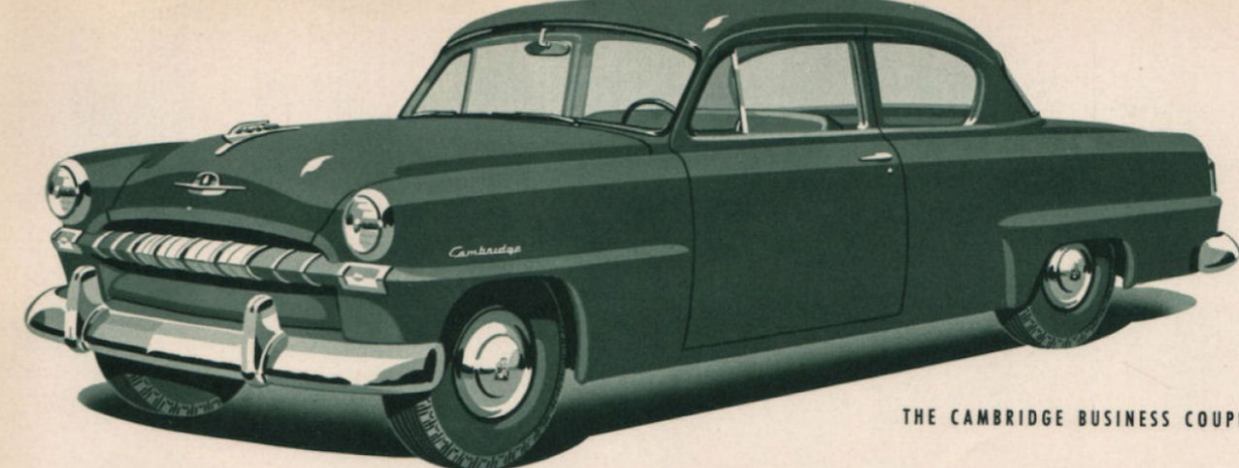
Plymouth doors open exceptionally wide to straight-out position, so you don't have to edge sideways getting in or out. They swing upward a trifle in opening, so you won't get them "hung up" on a curb. Also, to reduce the space required to open the doors, hinges are in-swinging type . . . a feature you'll like in crowded parking lots.



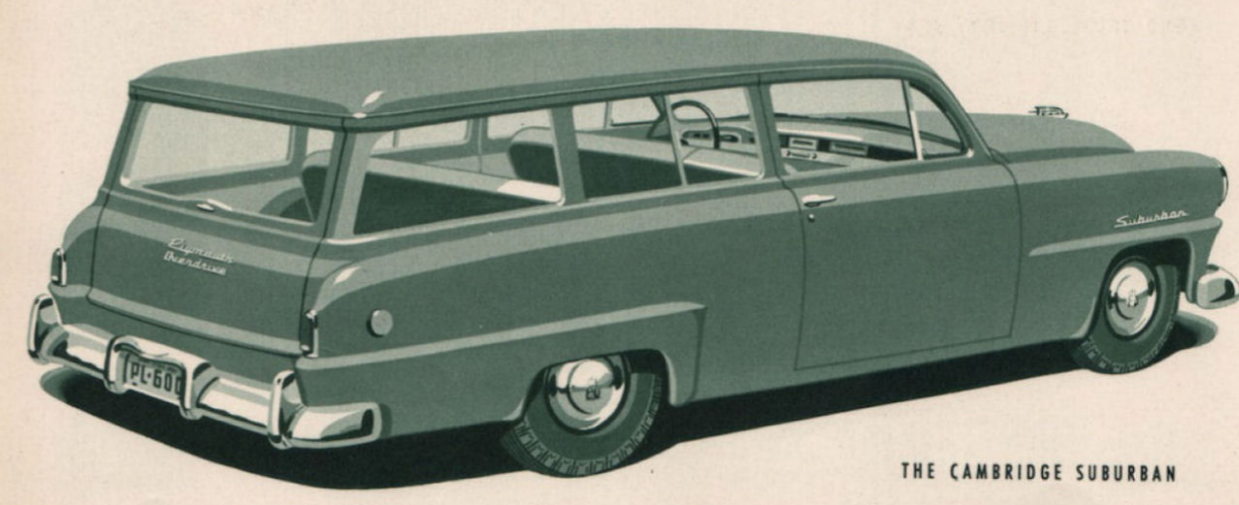
THE CAMBRIDGE FOUR DOOR SEDAN



THE CAMBRIDGE CLUB SEDAN



THE CAMBRIDGE BUSINESS COUPE



THE CAMBRIDGE SUBURBAN

