

1952

PLYMOUTH

WITH NEW *power flow* ENGINE SMOOTHNESS

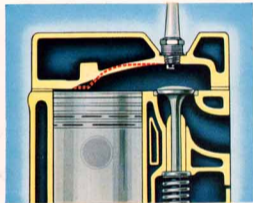


*Cranbraak * Cambridge * Cancard*

A NEW KIND OF SUSTAINED

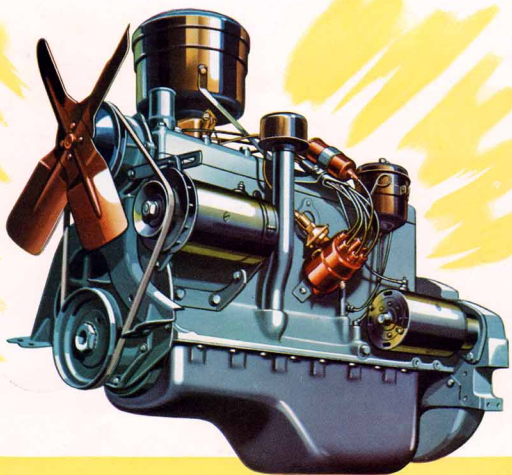
power flow...

WHEN YOU DRIVE the beautiful new 1952 Plymouth, you will immediately notice the amazing new smoothness of its famous 6 cylinder 97 horsepower 7 to 1 high compression engine. This smoothness is made possible by a newly-designed cylinder head combustion chamber. Plymouth engineers have provided a new kind of sustained *power flow*, operating with velvety smoothness and quietness.



This is a cross-section view of the newly designed combustion chamber in the 1952 Plymouth. Here is the basic reason for Plymouth's new engine smoothness. Dotted line indicates contour of old chamber.

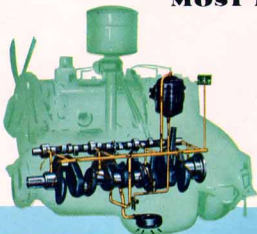
Here is the power plant in the 1952 Plymouth—a 6-cylinder, 97-horsepower engine with 7 to 1 high compression ratio. For an abundance of power and pickup—minimum fuel consumption, using today's regular-grade, non-premium fuels—this great engine gives you the "effortless action" and "quality feel" you usually associate with the most expensive automobiles.



1952 Plymouth Engine...

Great Engineering MAKES PLYMOUTH MOST LIKE THE HIGH-PRICED CARS

In some low-priced cars, engine lubrication is partially dependent on the hit-and-miss splashing of oil. Not so in the 1952 Plymouth. For positive protection, oil is forced to all vital friction points under pressure.



PLYMOUTH OWNERS are in a class by themselves because they get the benefit of outstanding features found in no other low-priced car. These quality features, plus fine car engineering and design, make Plymouth the low-priced car most like the high-priced cars. Below are a few of the many engineering advantages found in a Plymouth. These are part of the great value you get when you become a Plymouth owner.



SAFE-GUARD HYDRAULIC BRAKES

Where most other cars have four hydraulic cylinders in the brakes Plymouth has six—two in each front wheel where needed most. This added control means smoother, more predictable stopping power.



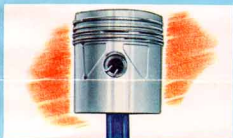
CYCLEBONDED BRAKE LININGS

Cyclebonded brake linings provide more stopping power due to increased braking area. Elimination of rivets also increases lining life by increasing the usable thickness of the lining.



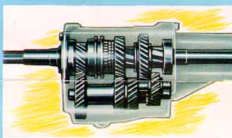
SAFETY-RIM WHEELS

Safety-Rim wheels protect you in case of a blowout. Special retaining ridges hold the deflated tire on the rim and keep it from twisting off, so you can slow the car to a safe, controlled stop.



FOUR PISTON RINGS

Four piston rings keep each combustion chamber tightly sealed for peak performance and oil economy. The top ring is chrome plated, to keep wear on the cylinder wall to a minimum.



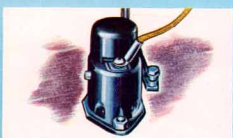
SYNCHRO-SILENT TRANSMISSION

Synchro-silent matched helical gears, with synchronous meshing second and third, give you effortless shifting, and quiet, easy transmission operation.



EXHAUST VALVE INSERTS

Exhaust valves, and special valve seat inserts, are made of super-hard alloy steel to resist burning and pitting. They wear longer and postpone expensive valve grinding for thousands of extra miles.



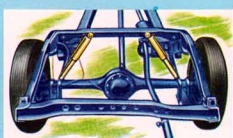
AUTOMATIC ELECTRIC CHOKE

The automatic electric choke goes into operation when you turn the ignition key. It makes starting easy by providing just the right fuel mixture only as long as necessary, thus preventing waste of fuel.



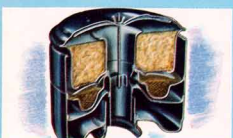
AUTOMATIC SPARK CONTROL

Ignition of the fuel mixture in the combustion chamber is regulated by both mechanical and vacuum control. This dual system assures you maximum engine performance and economy.



ORIFLOW SHOCK ABSORBERS

Oriflow shock absorbers use hydraulics in a new controlled way to provide a smoother ride. They meet the full range of driving conditions because resistance varies in proportion to the severity of the bump.



OIL BATH AIR CLEANER

Plymouth's heavy duty oil bath air cleaner prevents dust and dirt from entering the air intake, keeps the engine clean, adds thousands of trouble-free miles to the life of your car.



FLOATING OIL INTAKE

The floating oil intake is hinged, so it floats just below the surface of the oil in the crankcase. It draws in only the cleanest oil and prevents surface foam or bottom sludge from entering the oil lines.



MICRONIC OIL FILTER*

The micronic oil filter prolongs engine life and reduces bearing wear by removing tiny particles of dust and grit from the oil that circulates to engine parts.

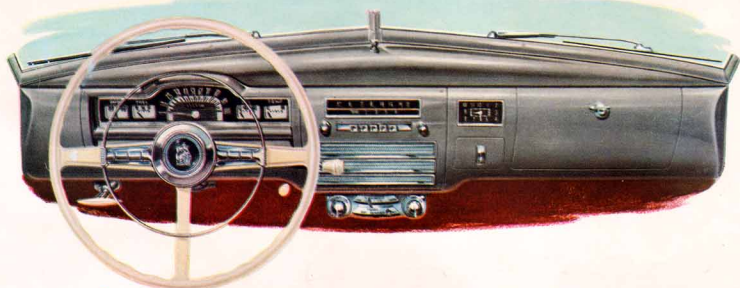
*Standard Equipment on Cranbrook and Cambridge Models



NEW *Tone-Tailored* INTERIORS . . .

As you open the door of the 1952 Plymouth, your eyes light up at the beautiful color harmony of the new *Tone Tailored* interior. Here, in every tasteful detail, is the luxury look, the exquisite appointments you have always associated with the highest-priced

cars. As you examine closer, you discover the quality materials and superb workmanship that are in evidence everywhere. Textured-weave upholstery fabrics, two-toned door panels, flooring and trim all blend in magnificent *Tone Tailored* harmony.



NEW *Lustre-Tone* INSTRUMENT PANEL

One of the exciting highlights of the 1952 Plymouth interiors is the new *Lustre Tone* instrument panel—reflection-proof, with easy-to-read dials, and controls located where you want them. The

graceful slope of the lower part of the panel offers pleasing style plus added legroom and kneeroom for front seat passengers. Cigar lighter, radio, heater and clock are offered as extra equipment.



Chair-Height seats

You will find chair-high seats in both front and rear of all Plymouths. They provide full-contact support from hips to shoulders, hold you in an easy, natural sitting position.



The 1952 Plymouth . . .

IS ENGINEERED FOR YOUR COMFORT

Passenger comfort and convenience are keynotes of the 1952 Plymouth. Every detail of this beautiful new car is designed to increase your enjoyment. The "Follow-Thru" starter has an anti-kickout device that keeps the starter engaged—will give you quick, sure starts at all times. Solex tinted safety glass that wards off glare of lights or heat of sun is available as optional equipment. Shown here are just a few of the many features that make the new Plymouth such a pleasure to ride in—to drive—to own!

Ignition key starting

Your ignition key turns on the ignition and also engages the starter with a slight added twist to the right. The key automatically returns to the ignition-on position after the engine starts.



Graceful entrances and exits

Exits and entrances are easy in the 1952 Plymouth. You don't have to crouch or edge sideways. Door openings are wide, sills low and doors swing wide open.

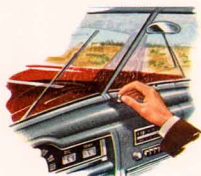
Constant cool air

A supply of fresh air is provided through ventilating wings in the door and a large, screened cowl ventilator. All-weather comfort systems also available (at extra cost).



Electric windshield wipers

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





THE CRANBROOK CLUB COUPE



THE CAMBRIDGE FOUR DOOR SEDAN



THE CONCORD TWO DOOR SEDAN



THE CRANBROOK FOUR DOOR SEDAN

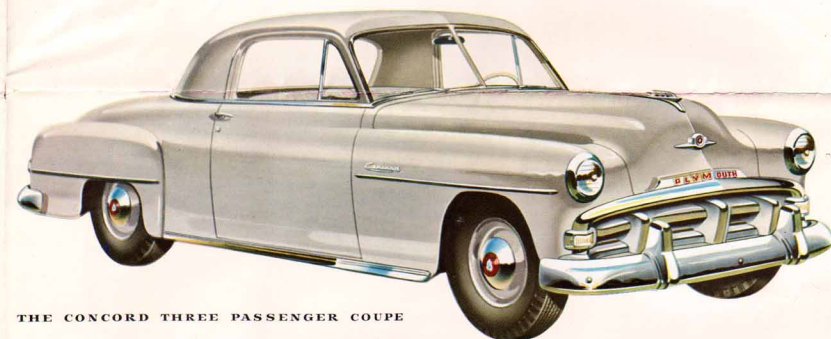
THE 1952 PLYMOUTH

CRANBROOK • CAMBRIDGE • CONCORD

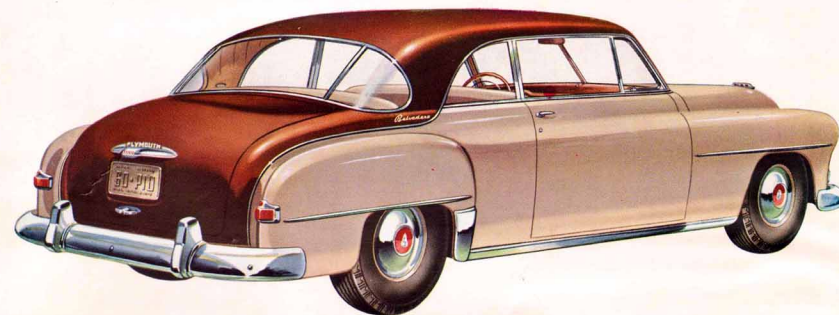
BRILLIANTLY STYLED AND ENGINEERED to give you value never before offered in the low-priced field, the Plymouth line for 1952 provides a body type to meet every motoring need.

New *Tone Tailored* interiors offer beautifully blending color combinations. Upholstery fabrics, door panels, trim—the entire interior ensemble is in perfect harmony. Brilliant new body colors of durable hard baked enamel finish set off the bright metal ornaments and functional parts with pleasing new smartness. Inside and out, you find richness and refinements in the new Plymouth that are offered in no other low-priced car.

For distinctive styling, for engineering excellence, for riding comfort and dependable performance, the 1952 Plymouth takes its proud place as the latest of all the great Plymouths. Here—as never before—is *the low-priced car most like the high-priced cars!*



THE CONCORD THREE PASSENGER COUPE



THE CRANBROOK BELVEDERE



THE CONCORD SUBURBAN



THE CRANBROOK CONVERTIBLE CLUB COUPE



THE CAMBRIDGE CLUB COUPE



THE CONCORD SAVOY

PLYMOUTH GIVES YOU *Value...* FAR BEYOND THE PRICE...

PLYMOUTH BUILDS GREAT CARS . . .



GOOD SERVICE KEEPS THEM GREAT

Ready to help you wherever you travel are more than 10,500 Plymouth dealers and over 67,000 expert Plymouth service men that participate in the Master Technician's Service Conference, the largest training program of its kind in the world. That is why the familiar sign of Plymouth Approved Service means

friendly service that measures up to highest technical standards. Also, at any of the more than 10,500 Plymouth dealers throughout the country, you are sure of getting factory-engineered Plymouth replacement parts and accessories that are sold under same uniform warranty that covers your new Plymouth.

SPECIFICATIONS: *Cranbrook · Cambridge · Concord*

ENGINE—Six cylinder. Four ring aluminum pistons. Bore $3\frac{1}{4}$ ". Stroke $4\frac{3}{8}$ ". Piston displacement 217.8 cu. inches. 97 H.P. at 3600 R.P.M. Compression ratio 7 to 1.

WHEELBASE—Cranbrook and Cambridge, 118 $\frac{1}{2}$ inches. Concord, Suburban, Savoy, 111 inches.

BRAKES—Safe-Guard four-wheel hydraulic, internal expanding. Twin cylinder type in front—10 inch drums—Bonded brake lining, contact area 158 sq. in. Hand lever parking brake—operates independently—33 $\frac{3}{8}$ square inch braking area.

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

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

LUBRICATION—Full pressure to main, lower connecting rod, and camshaft bearings. Floating-type oil intake. Rotary type pump. Micronic oil filter standard on Cranbrook and Cambridge.

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

CAMSHAFT—Silent chain driven.

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

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

CLUTCH—Single plate, dry, ventilated.

STEERING—Worm and roller type. Wheel diameter, $17\frac{1}{2}$ inches.

SPRINGS—Front, Amola coil steel independently sprung. Rear, semi-elliptic Amola steel, $53\frac{3}{8}$ inches long and $1\frac{3}{4}$ inches wide.

SHOCK ABSORBERS—Oriflow, hydraulic, double-acting telescopic, 1 inch Piston.

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

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

COOLING—Pump actuated circulation. Full-length water jacket. Constant by-pass system. Oilite bronze bearing front and rear of pump.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

All items of Special Equipment illustrated are optional at extra cost and are subject to availability at time of purchase.