



1938 PLYMOUTH

Commercial Cars

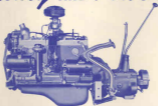
A GREAT ENGINE *that gives you* BOTH *Economy AND Power*

Brilliant engineering gives these Plymouth Commercial Cars their unmatched economy coupled with full power.

Engineers know that the more you compress engine fuel before igniting it, the more power you will get from the fuel and the less fuel you will use.

Plymouth Commercial Car engines have the super-high compression ratio of 8.7 to 1 . . . possible without spark knock and amazingly economical because of Calibrated Ignition.

REASON of efficient operation is control through Plymouth's Calibrated Ignition. The spark is maintained at advanced position by a vacuum from the engine manifold. During moments of sudden load application, such as in combination-line starts, pressure is reduced and the spark automatically retarded.



REASON for permanent operation and ease of starting is the Plymouth Check, air cylinder engine. It develops 10 horsepower at 2000 r.p.m. Plymouth's new "Air Check" is an 8-horse air, heavy Plymouth engine is automatically tested for horsepower before being installed in a vehicle.

REASON Compression Ratio for super-economy. In the Plymouth engine, the aspirated fuel drawn into the cylinder in the **INTAKE STROKE** of the piston is compressed by the **COMPRESSION STROKE** into the space at the top of the cylinder which is only slightly more than 1/3 of the space it occupied during the intake stroke.

INTAKE
STROKE



COMPRESSION
STROKE



REASON Plymouth timing, with vacuum pump and timing belt, to show how metal parts move that engine at high velocity, such as parts of the mechanism, resulting in well-timed timing belt.



REASON Timing belt showing how, with full length timing belt, the rubber cover controls timing of the valve strokes, keeping the pressure throughout the full and protecting the timing belt and cylinder.

REASON Lighter aluminum alloy valves reduce the load on bearings. Piston rings are ground for perfect compression and oil control. Removable, standard type connecting rod bearings for easy, intensive working.

LOWER COSTS DISTRIBUTION

Commercial car operators want a balanced load in an easier load. Plymouth engineers solved this problem of balance by developing heavy Arcaflex steel springs. This is possible to move weight forward to have front springs of unswayed

equalization of load between front and rear. Plymouth front springs carry safely the same amount of load as "frequency" of front and rear axles, level ride.

parts of the vehicle, including reduced savings in upkeep cost. Reducing weight helps importantly to save their money stylish

PLYMOUTH'S *Modern Styling* GIVES YOU EXTRA VALUE *at* NO EXTRA COST

Your first sight of a Plymouth Commercial Sedan or Pick-Up tells you that here is a car on which you'll be proud to display your name. For in commercial cars with unusually long life and economy of operation, Plymouth adds the smartest of modern styling.

The distinguished appearance of Plymouth Commercial Cars is an important extra value to the commercial car operator who appreciates the advertising advantage that smartly styled, modern looking equipment gives to his business.



EFFICIENCY The long, broad, streamlined hood, fenders and modernistic bumper design all contribute to the sparkling new style of Plymouth Commercial Cars.

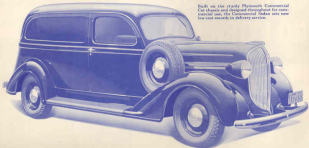
SAFETY STYLING custom crumple fenders with the instrument panel for greater shock absorption, split-entry to doors, leather-trimmed seats in modern gray.

GRACEFUL Carefully sculptured fenders flow from the instrument doors from the front wheel hub to the very corners of the exterior, every panel, line and crease carries a load from the air around the car, the door handles become the new view of the Plymouth Commercial Sedan exceptionally attractive.



1938 PLYMOUTH *Commercial Sedan*

Built on the sturdy Plymouth Commercial Car chassis and designed throughout for commercial use, the Commercial Sedan sets new low-cost records in delivery service.



All the great Plymouth better-life and lower costs are built in.

The handsome, heavy steel 1938 Commercial Car chassis. An 8-cylinder engine which gives valuable prestige to economical operation which pays for its owner!

The load compartment is accessible from the front for side work.

The driver's compartment has footboards without sacrifice of load capacity, long wearing and easy to clean.

The 1938 Plymouth Commercial Sedan needs a racing wheelbarrow.

STANDARD EQUIPMENT: 1938 Plymouth Commercial Sedan is built on a chassis with 100" wheel base, 100" wheel track, 100" wheel height at floor opening, 100" wheel ground clearance, 100" ground approximately.



1938 PLYMOUTH *Commercial* PICK-UP

It's a car of multiple uses in the city or on the farm. Steady steel construction fits it for rough jobs. Plymouth's amazing accuracy makes it a thrifty worker anywhere it is used.

The Plymouth Commercial Pick-Up comes in hardware form, electrical generators, farmers and others who want useful kind in operation.

Plymouth's modern weight distribution fully 22 inches long.

The body is made entirely of steel, to add strength. The steel tailgate is a device.

Like the body, the oak of the Plymouth seat is heavy and comfortable. It features leather-like fabric.

The windshield opens at a turn of a wheel. The power windows are a big small convenient panel for carrying more than



1938 PLYMOUTH *Chassis* WITH CAB



For 1938, Plymouth makes available a Commercial Car chassis with cab on which the user can mount the particular type of special body best suited to his requirements. This unit consists of the Plymouth Commercial Car chassis, including fenders, running boards and hood, on which the cab is mounted.

In all details this chassis is exactly the same as that upon which the Plymouth Commercial Sedan and Pick-Up are built.

The cab is the same as that used for the Plymouth Pick-Up.

Whether you buy commercial cars in single units or in fleets . . . whether your requirements are best met by standard body models or by special bodies . . . look at the new Plymouth Commercial Cars before you buy.

When you have the facts about all commercial cars . . . when you weigh features for feature, value for value, dollar for dollar . . . you will undoubtedly choose Plymouth.

PLYMOUTH

Has All

60 1/2 HIGH FLOOR



REARWHEEL DRIVE



SAFETY BEAM BODY

WHEELS ON



WHEELS ON

