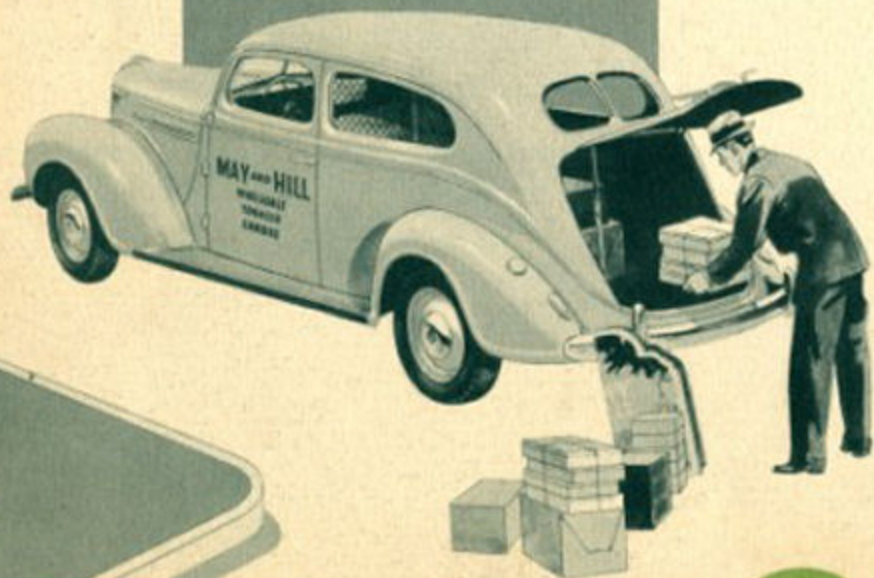


New 1939

PLYMOUTH

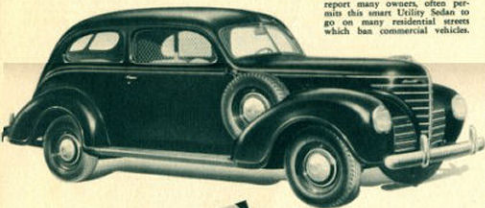
UTILITY SEDAN



LOUIS A. BLEYLE, INC.
2655-57 Delaware Ave.
BUFFALO, N. Y.

PASSENGER CAR BEAUTY *and* COMFORT

with UNUSUAL *Carrying Space*

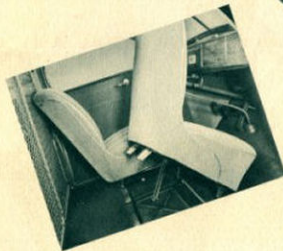


PASSENGER CAR STYLING report many owners, often permit this smart Utility Sedan to go on many residential streets which ban commercial vehicles.

Business demanded this new Plymouth model. Fleet buyers asked for this Plymouth passenger car, converted to give big carrying space, yet still retaining its Plymouth passenger car appearance.

It's the Plymouth Utility Sedan. Ideal for many individual business firms who use only one or two delivery vehicles just as it is for the large fleet operators. A conversion of the Plymouth "Roadking" Two-Door Sedan—with rear seat removed so that the whole big rear compartment is available for carrying space—easily reached either from the rear door or the front doors.

The Utility Sedan is especially adapted to the use of merchants for small package delivery, tobacco salesmen, food and bakery salesmen, drug and cosmetic salesmen, and others who carry merchandise and counter or window displays on their daily rounds.



FOR CONVENIENCE in loading or unloading from the front, the right hand seat tips forward. For extra long objects, the right front seat can be removed, making available extra loading space.

YOUR DRIVERS BECOME Salesmen!

Drivers of the Plymouth Utility Sedan take more pride in their jobs—they feel more like *salesmen*, less like just *drivers* than is the case when they are supplied with vehicles that are unmistakably commercial cars.

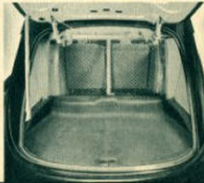
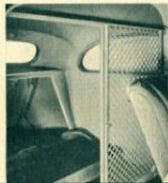
Plymouth's great *ride engineering* . . . with Amola Steel coil front springs . . . makes this beautiful Utility Sedan unmatched in easy riding by any other low-priced delivery vehicle. The driver is safeguarded against fatigue, suffers no loss of efficiency as the end of the day approaches. And the great *economy* and *long life* of "the car that stands up best" are reasons why Plymouth is *best for business*.

SAFEGUARD your valuable load against theft anywhere, by this sliding screen, available at slight extra cost, which can be locked so that the load is always safe.

AT THE FRONT loading or unloading is equally convenient with the screen installed. The screen is divided, and the right hand section is easily slid open and closed.

ANY TYPE OF LOAD usually handled in an enclosed delivery vehicle of ordinary height, can be carried conveniently and economically in the Utility Sedan.

BIG LOADING SPACE, easily reached through the rear door, makes the Plymouth Utility Sedan an exceptionally useful vehicle for every light delivery purpose.



Easy TO LOAD OR UNLOAD *Either* FRONT OR REAR—SHORTER STOPS—MORE CALLS

1939

PLYMOUTH COMMERCIAL

AND UTILITY MODELS

*Save Money
For Business!*



THE "PICK-UP"—Biggest of "All Three" low-price pick-ups! A sturdy, long-lived economical vehicle for those who require open delivery vehicles of the popular "express" type.



THE "COMMERCIAL CHASSIS WITH CAB" for the commercial car operator whose business requires a special built body. Truck-built for light hauling needs of today's business to reduce hauling costs.



THE "AMBULANCE CONVERSION" is quickly changed from passenger car to ambulance, and vice versa. Available in either the De Luxe or "Roadking" touring sedan models.



THE "COUPE PICK-UP" for the user who requires a part-time pick-up, easily and quickly converted into a passenger car. The removable pick-up box can be used with either the De Luxe or the "Roadking" Coupe.



THE "STATION WAGON" on the De Luxe Plymouth Chassis, provides a smartly styled, unusually roomy vehicle of almost countless uses.

THE "PANEL DELIVERY" combines unusually smart appearance, with big load space, amazing economy and long life, and unequalled safety, handling ease and comfort.