



DANA-FRANE MOTOR CO

Dodge Sales and Service

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Andover 2200

Oakland, Ca

904.00

1940 PLYMOUTH

THE LOW PRICED BEAUTY WITH THE *Luxury Ride*

As Exciting to Look At As It Is Thrilling to Drive



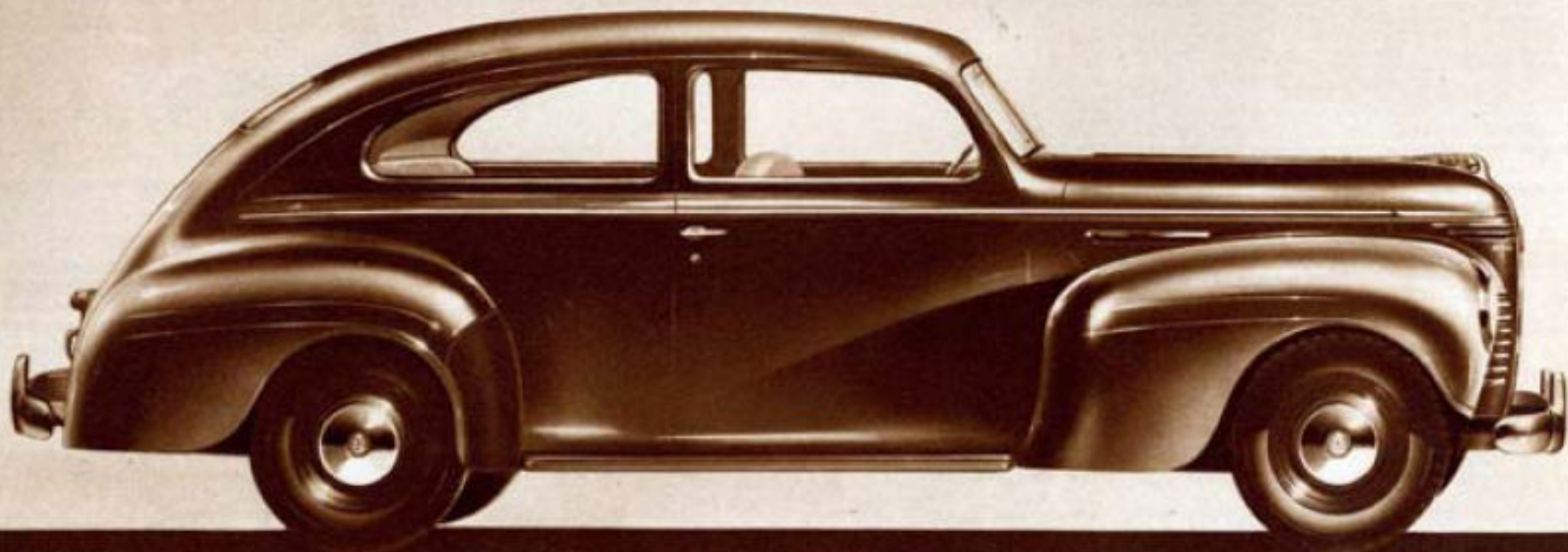
From the smooth, modern simplicity of the grille and the fresh new design of ventilating louvres, the sleek lines of the hood flow smoothly back, with no interrupting break. And Plymouth's new styling makes fenders essentially a part of the body design.

Plymouth for 1940 gives you not only new smartness of design, but a new dignity and character in a low-price car.

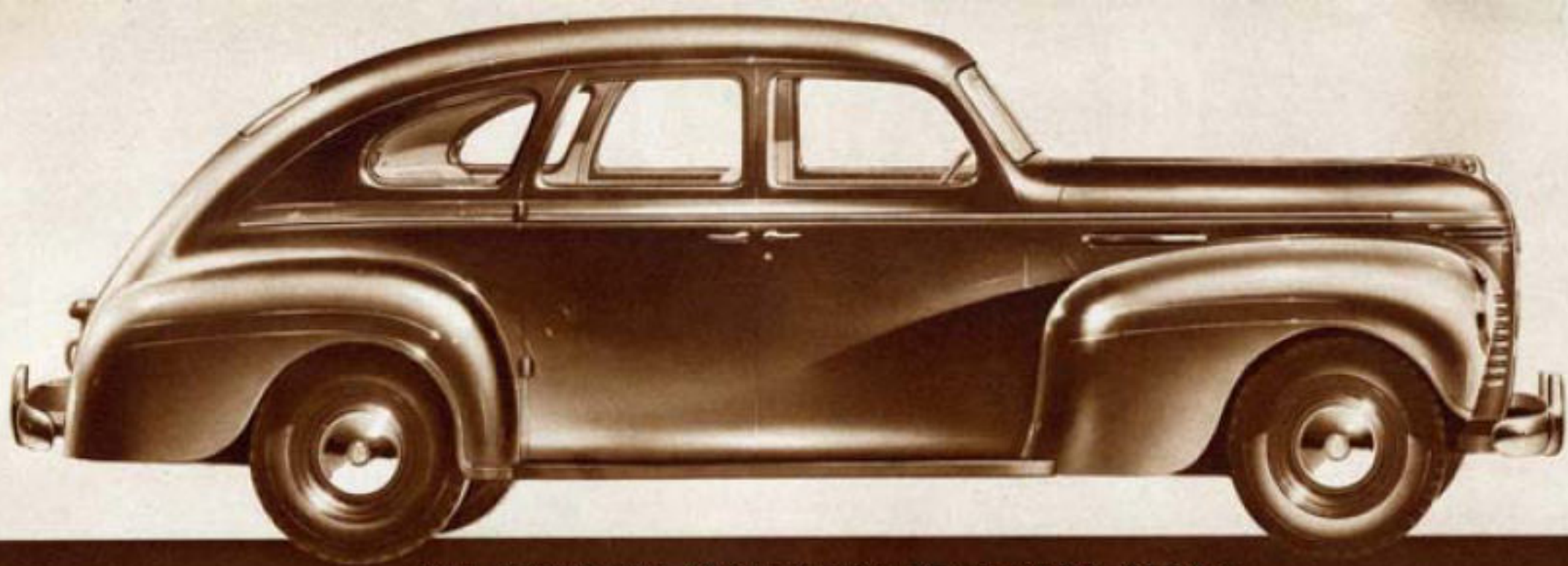
People involuntarily turn to watch the 1940 Plymouth pass in the street—gather around it at the curb—and you can see in their eyes that this is a kind of beauty they respect. It is beauty with a different quality. It has flair, but not flashiness—it is grace, good taste, charm, all rolled into one.

Notice the low, compact, swift-flowing beauty of Plymouth's exterior. See how the massive, sweeping fenders blend into the body to give it new, streamlined unity . . . how the sleek, modern rear end design completely conceals the huge trunk—makes the back of the car as beautiful as the front.

Plymouth for 1940 is indeed the low-priced beauty . . . **THE LOW-PRICED BEAUTY with the LUXURY RIDE!**



THE PLYMOUTH "ROADKING" TWO-DOOR SEDAN



THE PLYMOUTH "ROADKING" FOUR-DOOR SEDAN



One of the most striking style details about the new 1940 Plymouths is the way the same basic design is carried out in both front and rear fenders . . . the same graceful contours . . . the same impression of massive strength.



Rear doors in Plymouth sedan models are *straight* . . . full width across the bottom for greatly improved appearance and much easier entrance and exit.



Never seen before in automobile design is this dynamic sloping of the rear of the body, this graceful modeling of the trunk lid as it sweeps away from the massive, speed-lined fenders. Twin tail lamps are standard equipment on all models at no extra cost.

New Sealed-Beam headlamps with inset parking lights are more than a beauty feature. They give from 50% to 60% brighter road lighting . . . are longer-lived than former type lamps.





THE PLYMOUTH "ROADKING" COUPE



Luxury styling in every detail is evidenced by this beautifully grained instrument panel of the De Luxe Plymouth. To safeguard the Luxury Ride all instruments have warning signal lights.



A look inside either the De Luxe Plymouth (left) or the Plymouth "Roadking" (right) is an invitation to luxurious ease. *Spaciousness* is apparent at a glance. And the handsomely grained mouldings, the big windows, the gleaming fittings, the deep, wide, soft seats, the deeply-piled carpeting all combine to give these interiors a richness of appearance usually associated only with cars much higher in price.



Plymouth's wide, *straight* rear door and generous headroom add greatly to ease of entering and leaving the rear compartment.



This big front seat is 51 inches wide! And, with no obstructing levers in the floor, the center passenger rides as comfortable as those on either side!



21.6 cubic feet of trunk space! And the trunk is lighted at night by reflectors in the tail-lamps!

Wider range of vision through this bigger windshield adds greatly to your enjoyment of Plymouth's Luxury Ride. Windshield wipers are vacuum operated for dependable service.



Bigger, Wider Bodies... New Spaciousness ... New Luxurious Comfort



Rear windows in sedans are of single-piece safety glass, curved to match the body contour. More expensive than flat glass, of course, but it adds much to Plymouth's luxury appearance.

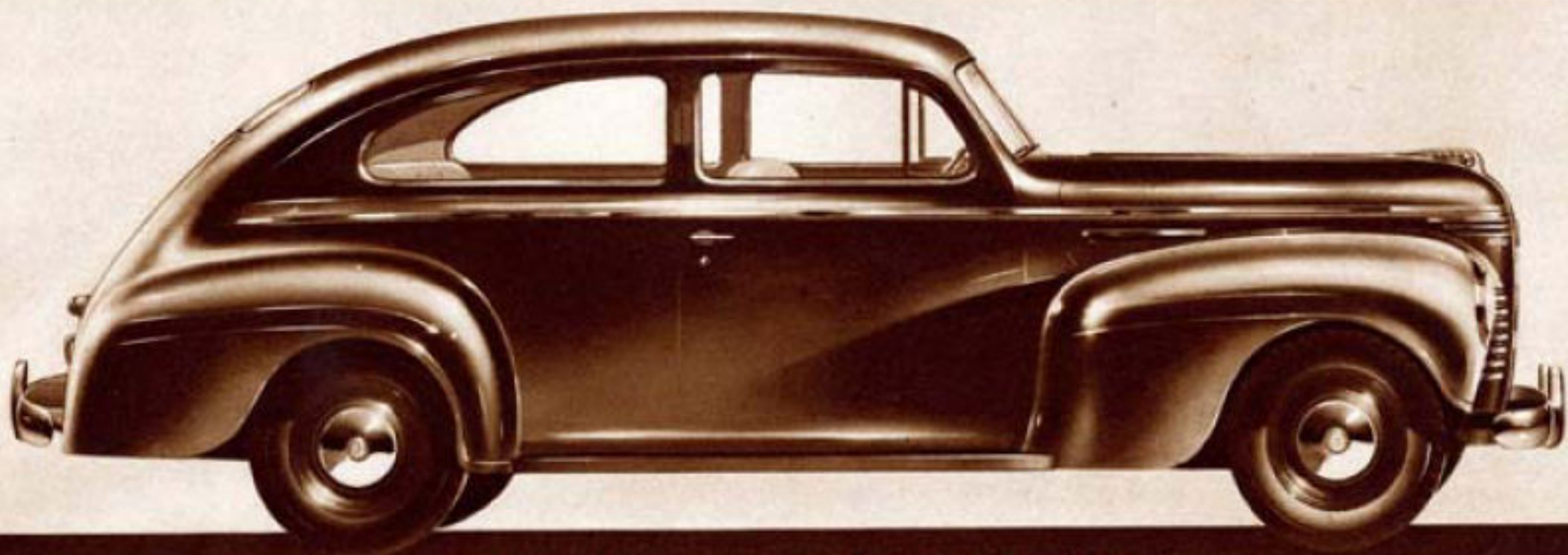
Room and luxury such as this might be expected in an expensive car . . . scarcely in one whose price is so low.

The relaxing, chair-high seats are wider than ever. Floor space, shoulder room, practically every dimension has been increased to give you generous, usable, stretchable room.

Plymouth's high, wide windshield and unusually large windows permit of "observation car" visibility.

Rich, lavish interior styling creates an air of custom-designed luxury.

But to know how truly wonderful this great car is, step inside . . . settle back in solid comfort . . . and take the *Luxury Ride!*



THE DE LUXE PLYMOUTH TWO-DOOR SEDAN

Try This Thrilling New Experience That Time Cannot Dull . . . the Luxury Ride



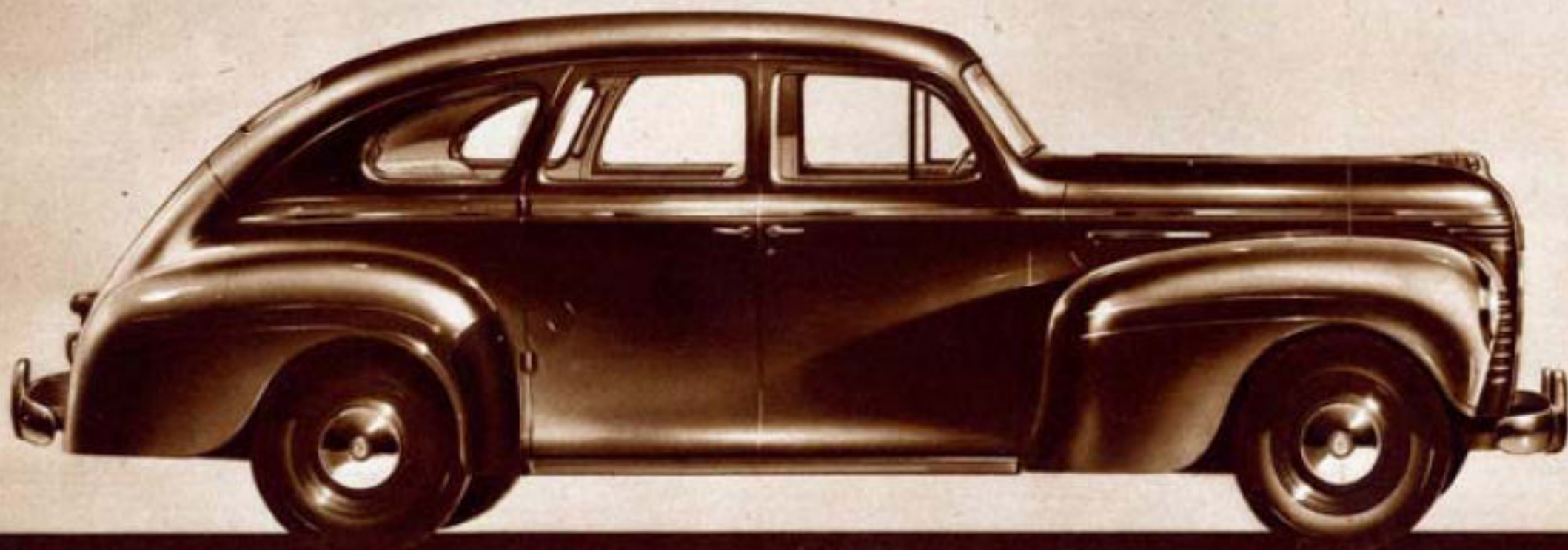
Plymouth's improved Remote Control Gearshift is standard equipment at no extra cost on all 1940 De Luxe and "Roadking" models. Quicker, easier shifting. A clear front compartment floor!

Plymouth's Luxury Ride is so smooth, so soft, so utterly restful . . . it's like nothing you've ever known in a low-priced car!

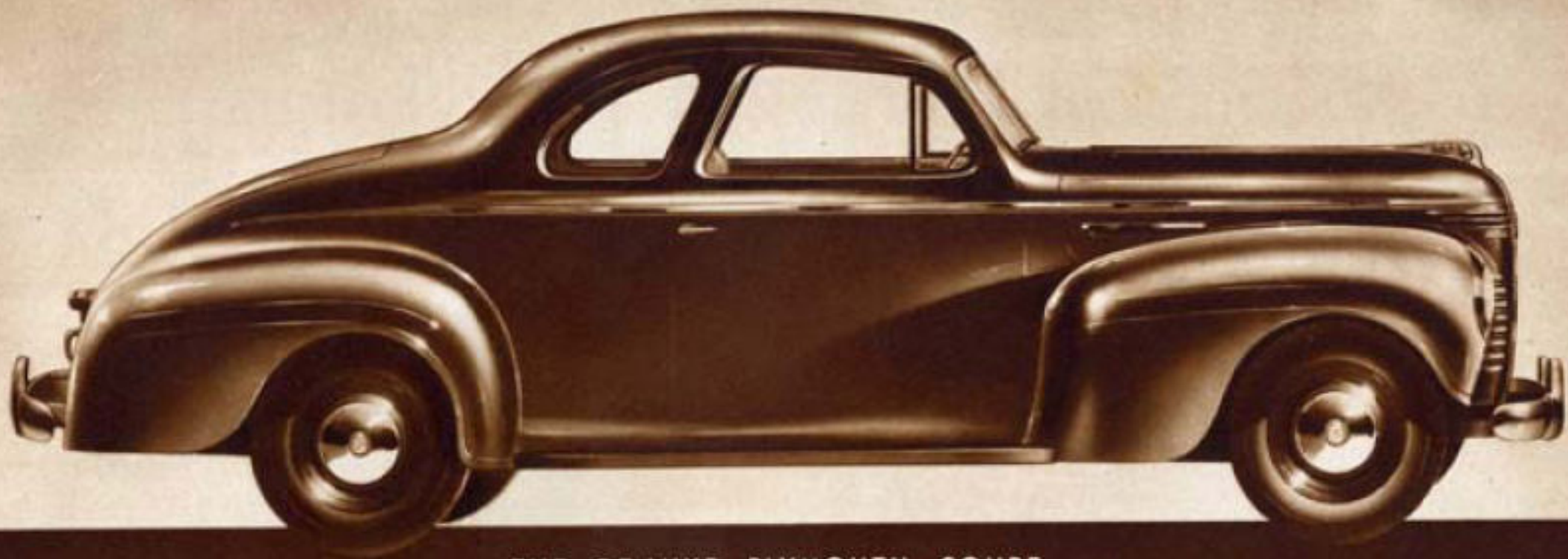
This year, Plymouth passengers ride $7\frac{1}{2}$ inches further ahead of the rear axle. Wheelbase has been lengthened . . . center of gravity lowered. As a result, you'll notice the car "hugs" the road . . . has a truer, steadier "feel." In fact, the back seat rides as smoothly comfortable as the front!

Independent front coil springs of soft-acting Amola Steel and huge airplane-type shock absorbers effectively banish bumps and jolts. Floating Power engine mountings insulate against vibration. And "radio studio" sound-proofing insures restful freedom from annoying road hum and drumming.

But remember . . . a mile in this luxury car will tell you more than words can ever express. Try Plymouth's Luxury Ride . . . *soon!*



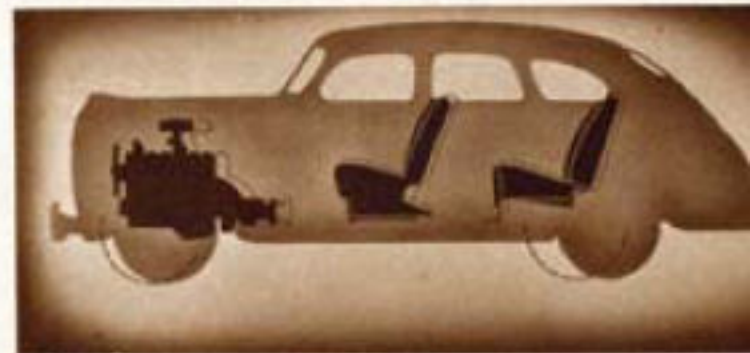
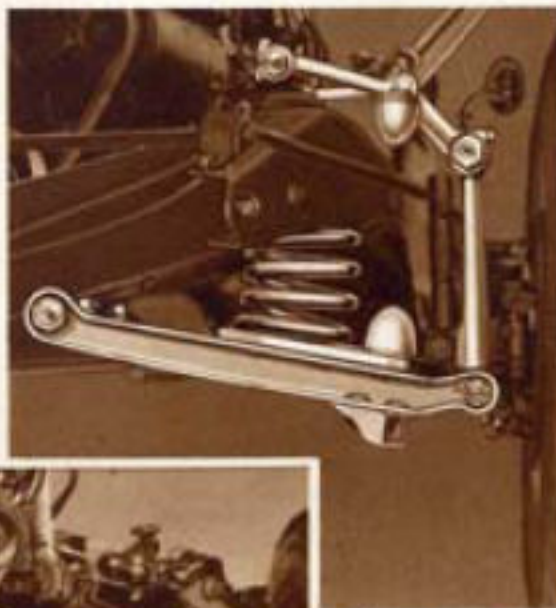
THE PLYMOUTH DE LUXE FOUR-DOOR SEDAN



THE DE LUXE PLYMOUTH COUPE

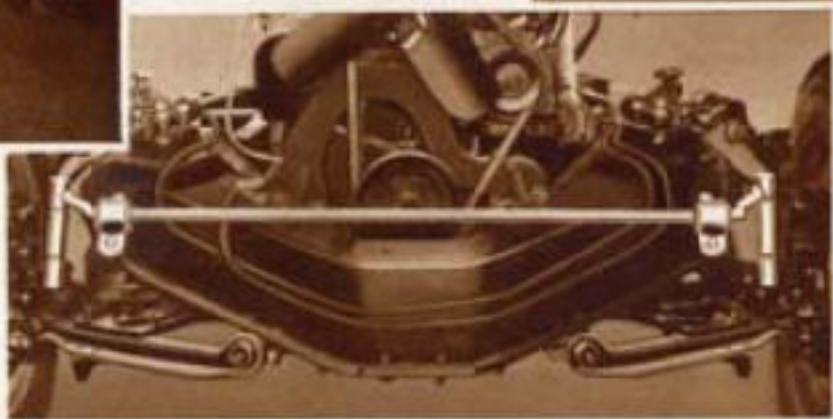


Plymouth brings to the low-price field individual front wheel springing of the type formerly found only in higher priced cars, and Plymouth is the only low-priced car that gives you individual front springing with Amola Steel coil springs. Each Plymouth front spring is coiled from a rod of Amola steel nearly eleven feet long . . . an important factor in Plymouth's Luxury Ride!



Plymouth pioneered scientific weight distribution for improved riding, and for 1940 Plymouth takes another long forward step in this important ride engineering. Now, the rear seat is *entirely ahead* of the axle, and both front and rear seat are equally close to the center of car weight where road unevenness has least effect on comfort.

Brilliant engineering lowers the entire car, yet provides unusually generous headroom. And the greater than usual distance from the seat back to the rear window makes impossible the crowded feeling that has formerly been associated with the rear compartments of low-priced cars.



This sturdy sway eliminator keeps the De Luxe Plymouth on an even keel at all times, even when rounding curves.



Rubber-poise body mountings, which keep road noises from being transmitted from frame to body, are of great importance in making the Plymouth Luxury Ride a *quiet* ride.

Plymouth's big, airplane-type, double-acting shock absorbers — one at each wheel — control both the upward and the downward movement of the springs.

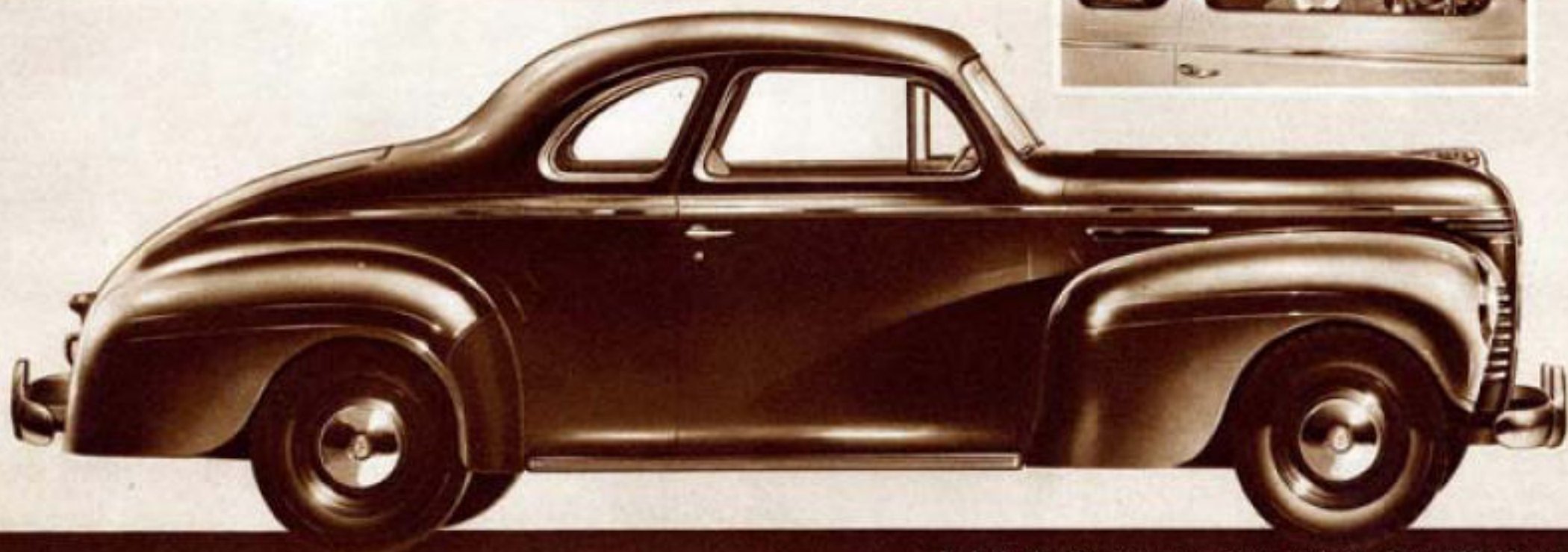
For Economy with Power...an L-Head Six For Unmatched Smoothness...Floating Power



With most of the weight above the mountings (left) an engine's tendency to vibrate is intensified and transmitted to frame and body. With Floating Power (right) the weight below the center of balance resists movement by the equal weight above and power impulses result only in a gentle rocking motion.

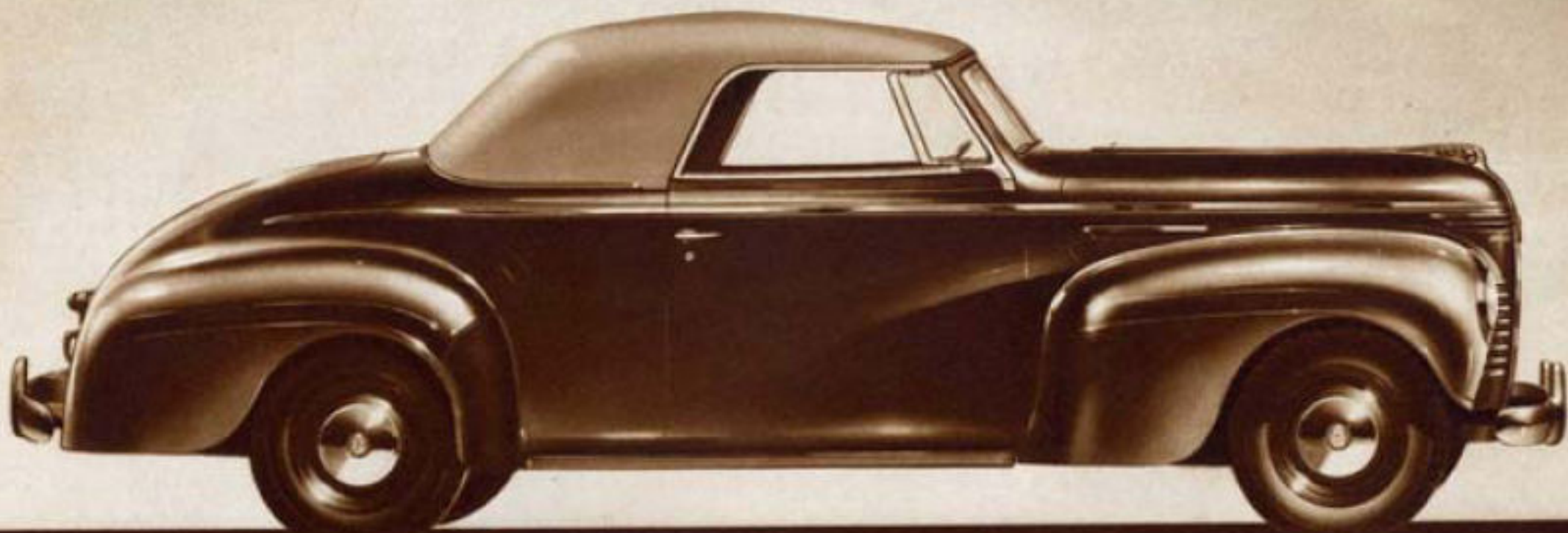
Plymouth's 84 horsepower, L-head engine is an important factor in the Luxury Ride. Owners will tell you that Plymouth has the greatest engine of any low-priced car. They'll tell you, too, that no other low-priced car matches Plymouth in engine *smoothness*. That's because Plymouth is the only low-priced car with patented Floating Power engine mountings. Floating Power frees you from the tiring effects of the vibration that occurs in every automobile engine. Because the Plymouth engine is *suspended in balance*, the shocks of power impulses give it only a gentle rocking motion. This gentle motion is absorbed by the live rubber of the mountings so that it cannot reach the frame and body of the car.

Plymouth's Floating Power adds greatly to the *restfulness* of the Luxury Ride!



THE DE LUXE PLYMOUTH FOUR-PASSENGER COUPE

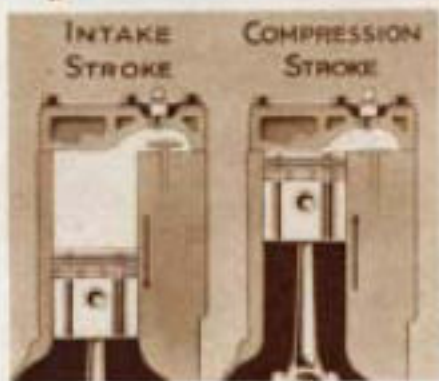
In both the Four-Passenger Coupe and the Convertible Coupe, auxiliary seats accommodate two extra passengers. When not in use, these seats fold completely out of the way, making the big space behind the driver's seat available for luggage or other articles.



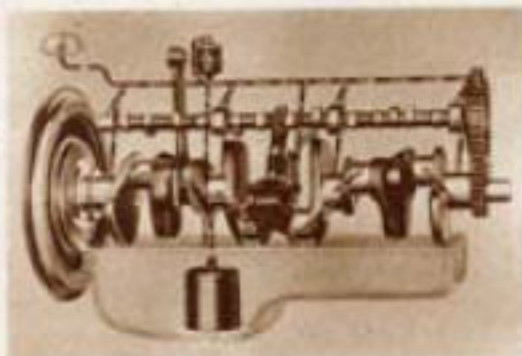
THE DE LUXE PLYMOUTH CONVERTIBLE COUPE



The only low-priced car engine that is an L-head six! L-head design is used by the great majority of American cars for its permanent quietness and simplicity of servicing. For long life, vital parts in the Plymouth engine are Superfinished... by the amazing process developed by Chrysler Corporation for finishing metal surfaces to microscopic smoothness never before possible in large scale manufacturing.



Unusually high compression ratio — 6.7 to 1—gives more power from less fuel.



In the Plymouth engine, oil is directed under positive pump pressure to all main bearings, connecting rod bearings and camshaft bearings. Dependable lubrication for long engine life!



Full length water jackets assure uniform expansion of cylinder bores... safeguard against wear.

Pistons are lightweight aluminum alloy... stannic coated (pure tin, not an alloy) to safeguard against scoring.

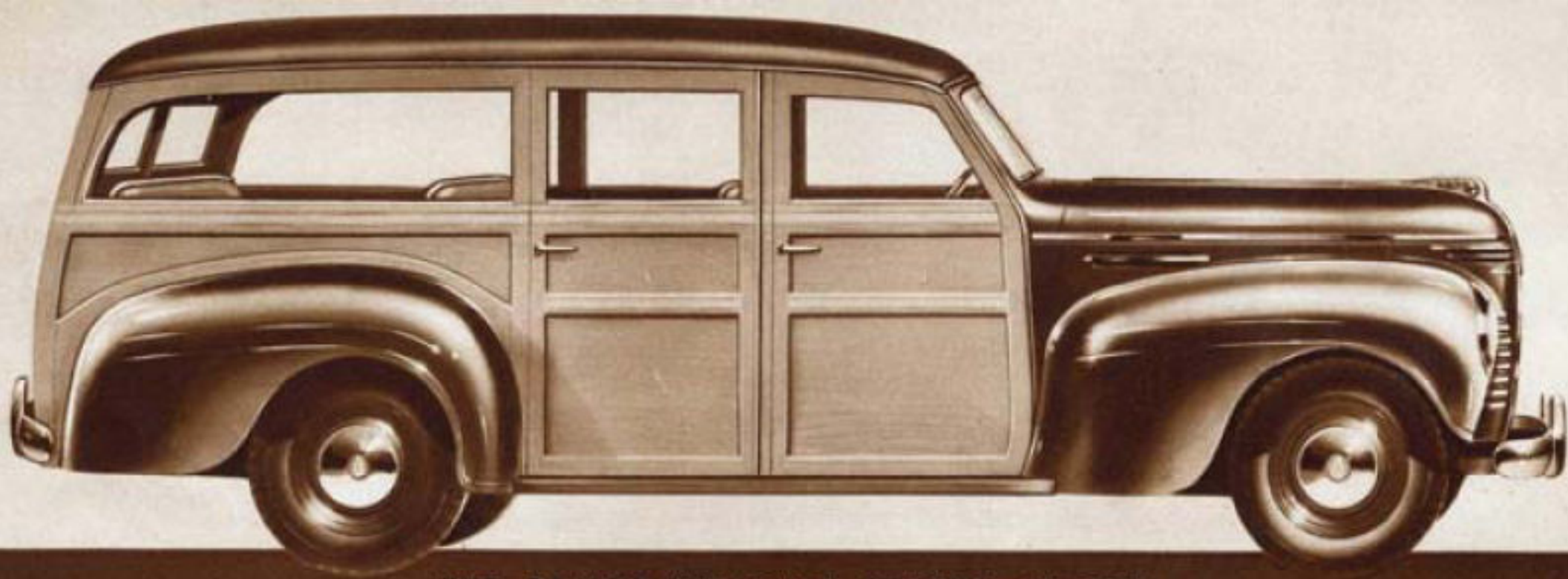
Exhaust valve seat inserts save fuel, reduce the frequency of valve grinding expense.



Through jets in this water distributing tube, water of the same temperature, fresh from the radiator, is directed under pressure to each exhaust valve assembly for uniform cooling. Longer life, greater economy!



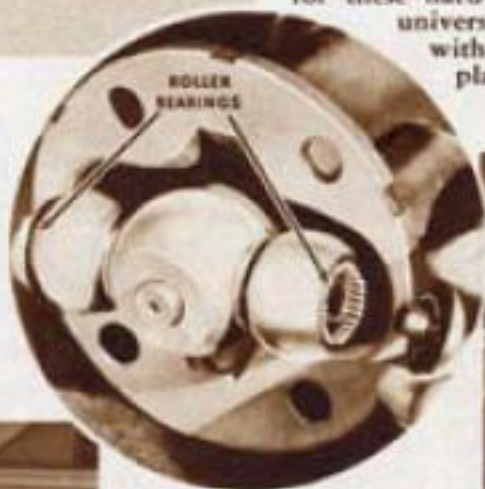
For permanent silence of operation and long life, the Plymouth camshaft is driven by this broad chain.



THE DE LUXE PLYMOUTH STATION WAGON



Structural foundation of the 1940 Plymouth's great Luxury Ride is this massive X-braced, box-section frame. The X-type frame is noted for extreme rigidity and resistance to twisting strains. Not all low-price cars have X-braced frames, although the highest priced cars use this type of frame construction.



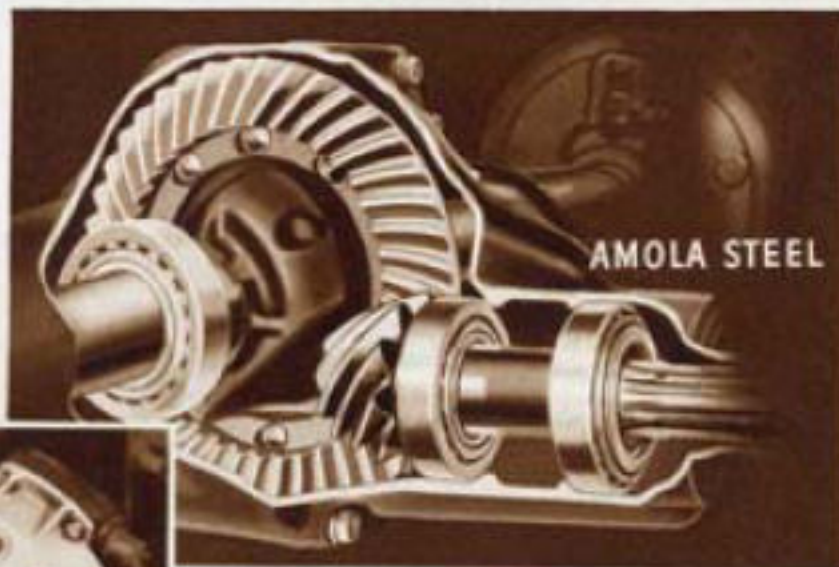
True-steady steering, with drag link eliminated, keeps your Plymouth going *straight* where you want it to go! For *easy* steering and parking, steering gear ratio is 18.2 to 1.

Plymouth's hypoid rear axle, with gears of Amola steel, has from one and one-half to two times the life of the ordinary spiral bevel type axle. The hypoid axle lowers the drive shaft, permits a low floor without a tunnel.

To eliminate heat caused by friction and to assure long life and quiet operation for these hard-working units, Plymouth universal joints are equipped with roller bearings instead of plain bushings.

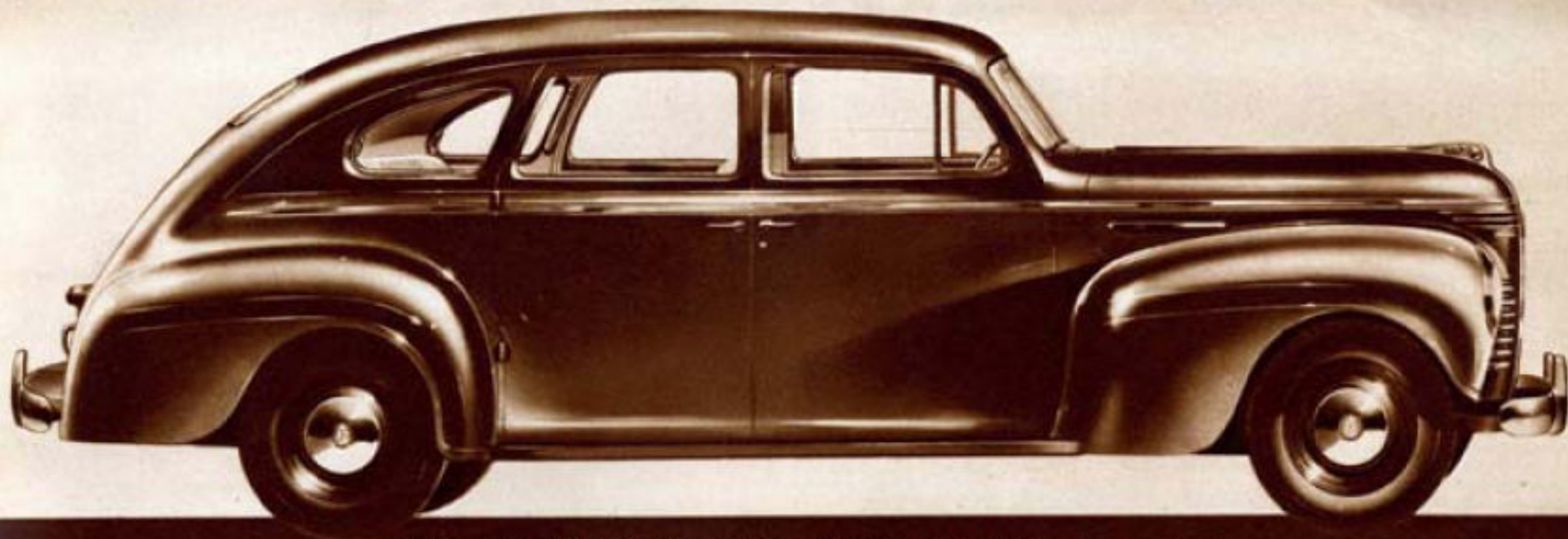


For long life, the Plymouth clutch is ventilated to dispel the heat caused by the friction of clutch operation. Variable ratio pedal pressure and over-center return spring make the clutch pedal exceptionally easy to operate.



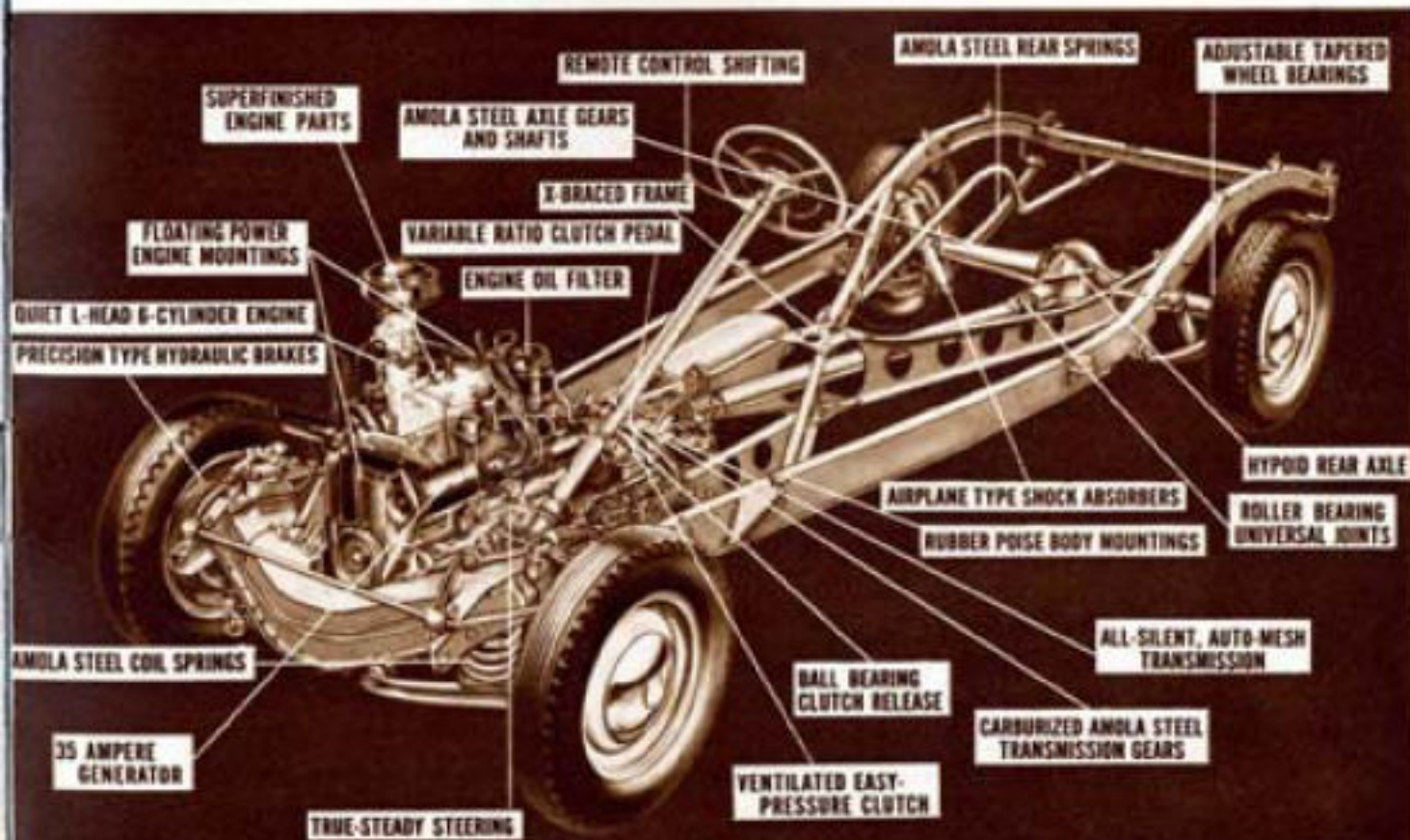
Plymouth's transmission is of a new blocker type, remarkably free from clashing and "dead-ending." All gears are helically cut of carburized Amola steel for long life and quiet operation in *all* speeds.





THE DE LUXE PLYMOUTH SEVEN-PASSENGER SEDAN

Of "All Three" Low-Priced Cars, Plymouth Is Most Like the Higher-Priced Cars



Across the country there is a rapidly growing tendency to measure the values of different low-priced cars by comparing them with America's high-priced cars.

Buyers who make these careful comparisons before choosing their new cars are choosing Plymouth. For Plymouth brought to low-priced cars the brilliant engineering, the same precision of manufacture formerly applied only to higher priced cars.

Plymouth's close resemblance to America's high-priced cars is largely responsible for its reputation as "the car that stands up best!" And it is a very important reason why Plymouth, alone among low-priced cars, gives you the great Luxury Ride.

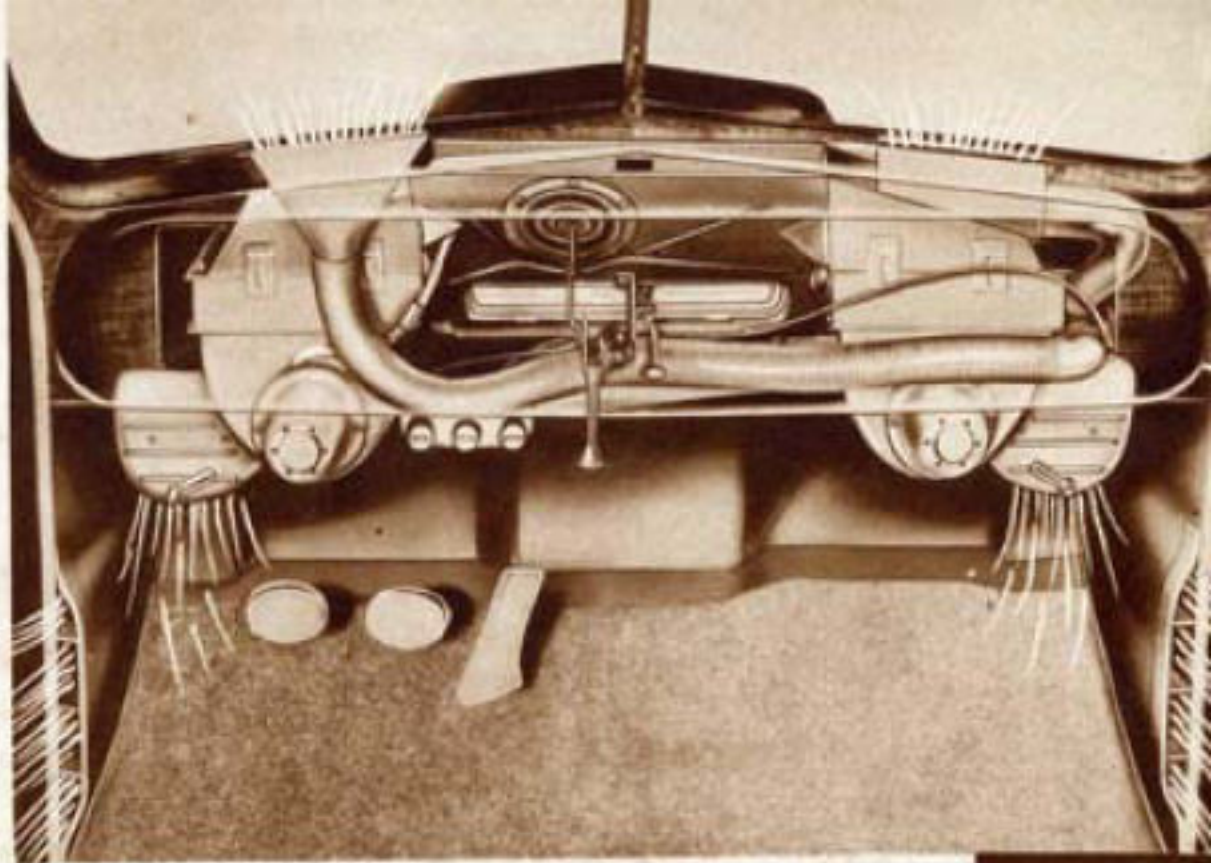
Now, in a Low-Priced Car, Perfected All-Weather Heating and Ventilation

Imagine—you can now control the temperature and circulation of air inside the new Plymouth as easily as you control the temperature of your home!

Plymouth's new All-Weather Aircontrol System (available at low extra cost) provides fresh, filtered, properly heated air, winter *and* summer.

With this new contribution to the Luxury Ride, air is drawn in through the cowl ventilator, is heated as much or as little as you choose, and is scientifically distributed throughout the car by means of side wall vents, insuring a uniform and comfortable temperature for *both* front and rear seat passengers.

When heat is needed, you get the exact amount you want merely by operating a simple control that regulates the amount of hot water flowing through the heating elements. In warm weather, these heating



Perfected all-weather heating and ventilating now available for the first time—and in a low-priced car! Seven different adjustments make possible an almost limitless range of operation to keep driver and passengers most comfortable—without drafts and without steam on windows but with *fresh* air—in any weather.

elements can be entirely shut off and the heater fans used to circulate fresh air taken in from outside the car . . . an important advantage when the car is standing still or crawling through heavy traffic in hot, humid weather.

And because the cowl ventilator keeps out water, *fresh* air is circulated throughout the car in any weather. Regardless of rain, snow or cold, six people can ride in complete comfort *without fogging the windshield and windows!*

With Plymouth's All-Weather Aircontrol system, *fresh* air—unheated or heated to any degree desired—is circulated *throughout* the car, whether the car is standing still or in motion. And with the cowl ventilator open, adequate heat and air circulation is possible without use of the heater fans when the car is running at or over forty-five miles an hour.

