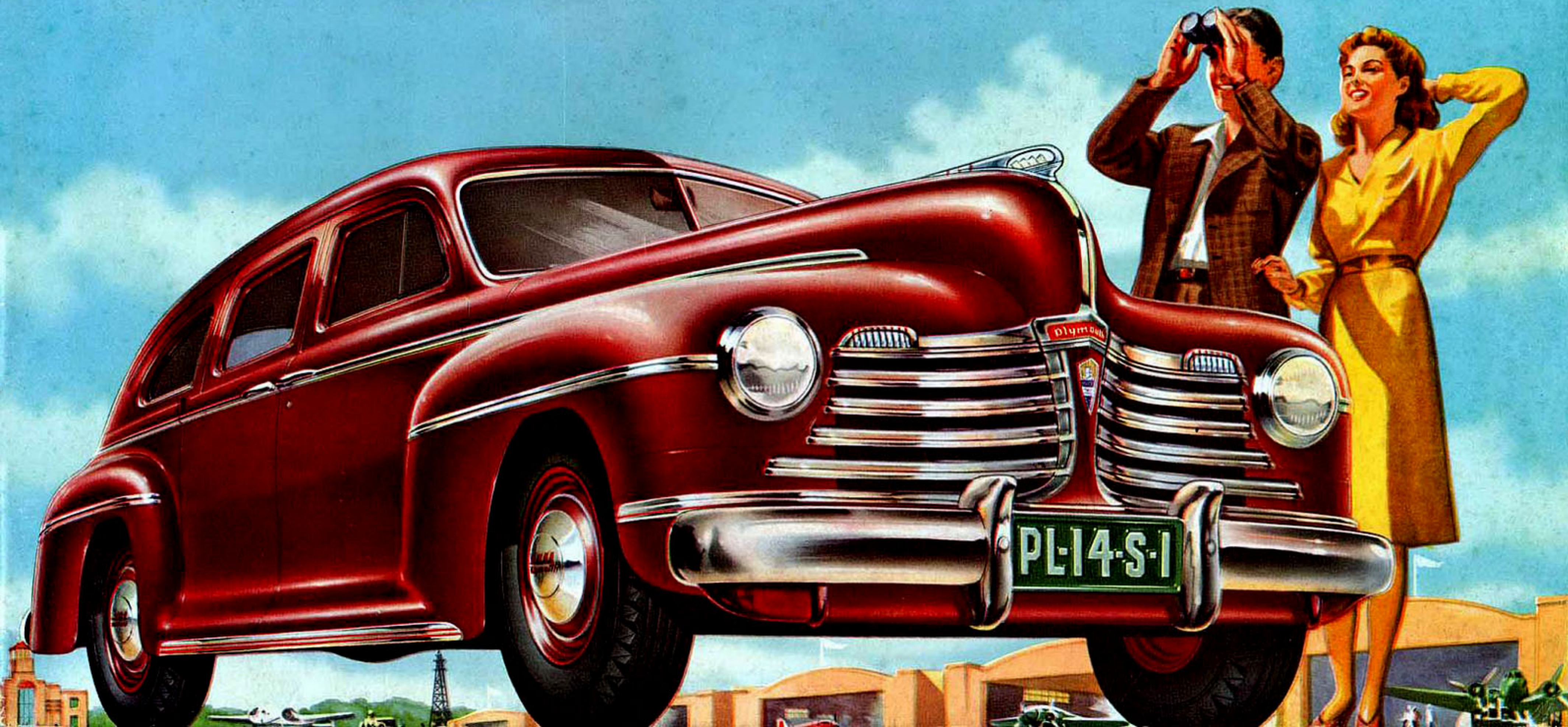


# PLYMOUTH'S FINEST





*Chrysler Corporation's No. 1 Car*

THROUGHOUT its thirteen years of manufacturing quality automobiles, Plymouth has pioneered in the low price field many of the important advancements which today all buyers demand. Plymouth led the way with high-compression engines . . . steel bodies . . . hydraulic brakes! And year after year Plymouth has given the buyers of low-priced cars many more of the quality engineering features usually found only in high-priced cars.

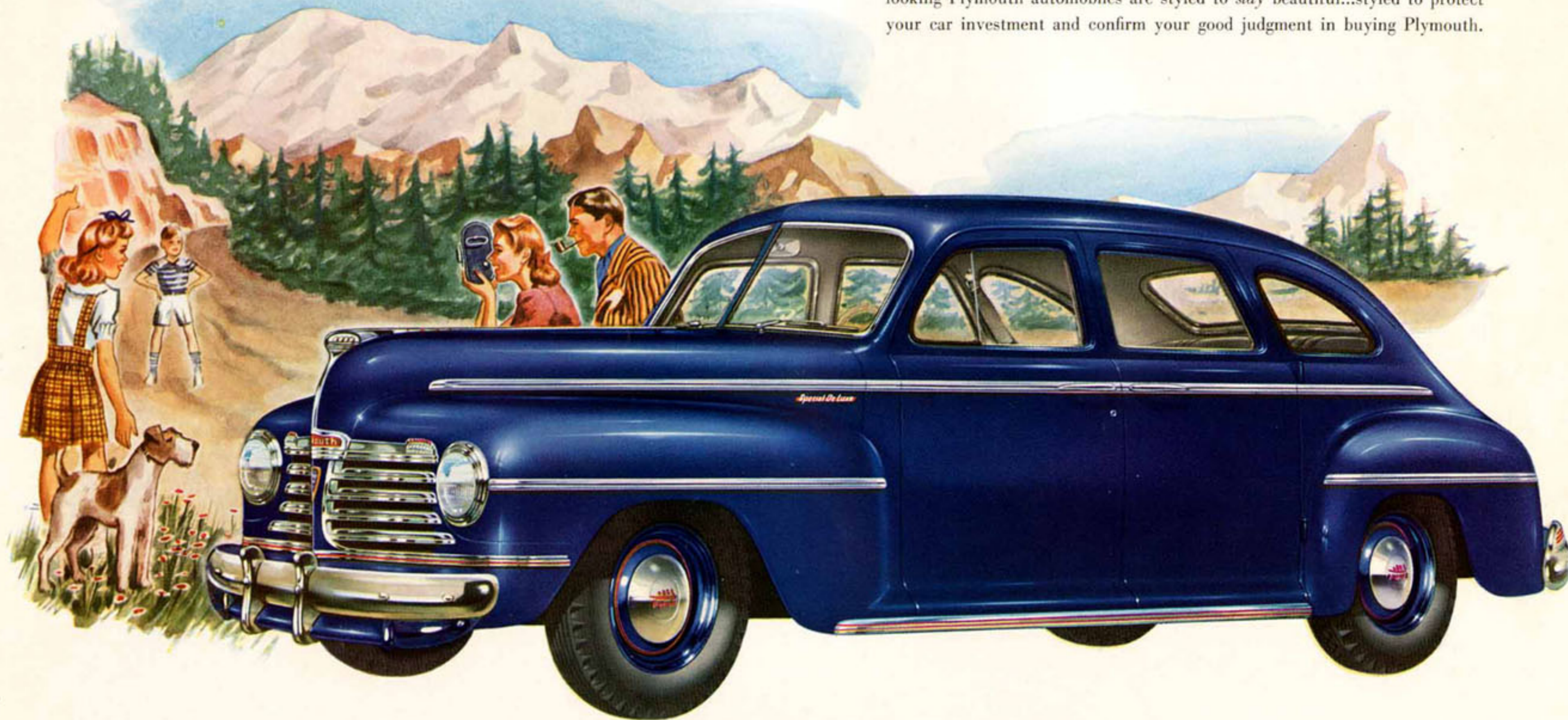
Because of the present requirements of the National Defense program, fewer cars of this Plymouth model will be produced, but the *value* and *quality* for which Plymouth has been famous throughout the years is at a new high. From the standpoint of style and appearance, of power and performance, of economy and long life, of safety and great riding qualities, of size and roominess — this Plymouth is beyond doubt *Plymouth's Finest!*

PRODUCTS OF CHRYSLER CORPORATION

ARMY TANKS • ANTI-AIRCRAFT GUNS  
 AIRCRAFT PARTS • ARMY VEHICLES • PASSENGER CARS • TRUCKS • MARINE AND INDUSTRIAL ENGINES • DIESEL ENGINES • OILITE BEARINGS  
 AIRTEMP HEATING AND AIR CONDITIONING

*Drive the Most Beautiful Low-Priced Car*

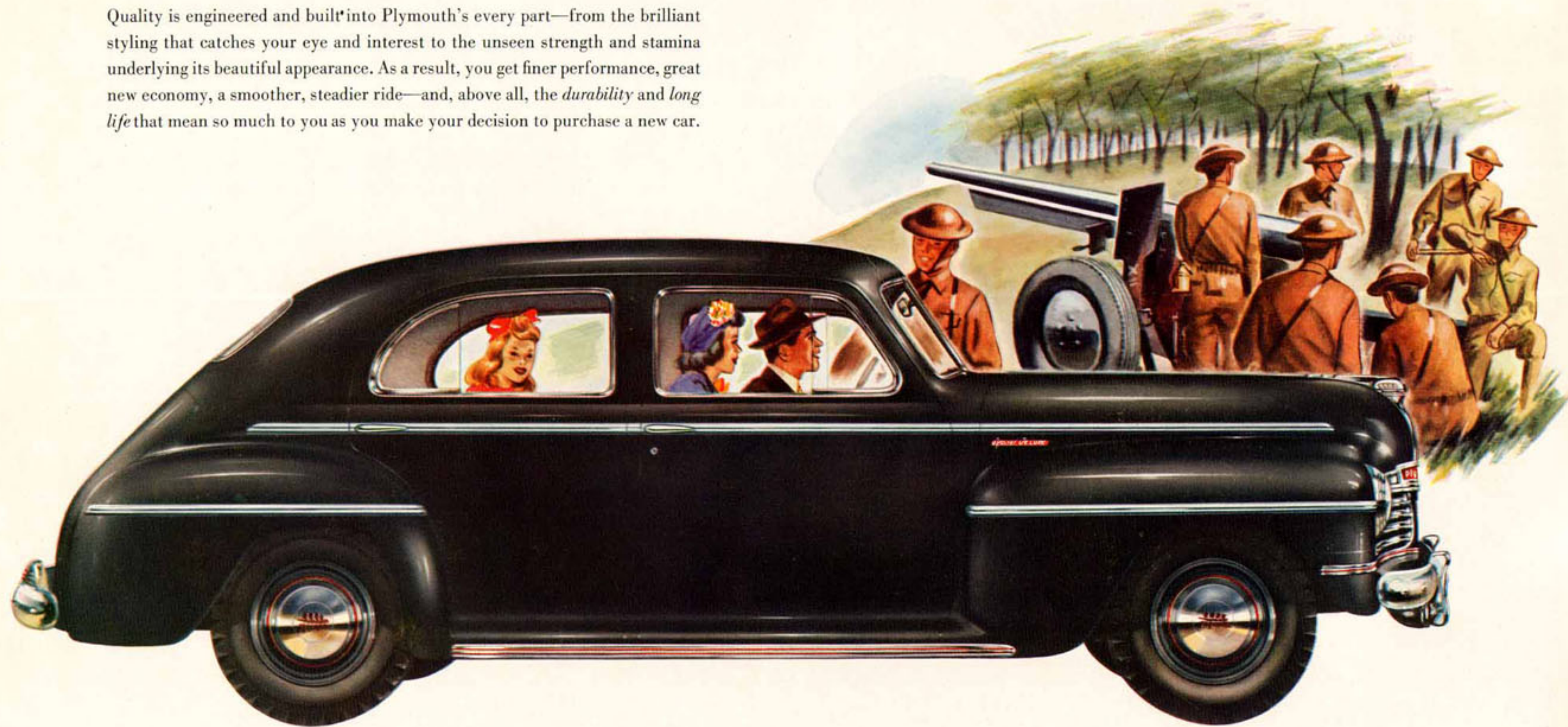
Here is beauty that looks ahead—beauty at its best and brightest. In Plymouth's graceful contours, in its low-slung, sweeping lines, you see the unmistakable hallmark of modern good looks and good taste. These big, handsome, powerful-looking Plymouth automobiles are styled to *stay* beautiful...styled to protect your car investment and confirm your good judgment in buying Plymouth.



PLYMOUTH SPECIAL DE LUXE FOUR DOOR SEDAN Standard equipment includes: Guards on bumpers (front and rear), front window and rear quarter-window ventilation, door-controlled light, glove box lock, front door arm rests, robe cord, assist straps, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights, outside locks on both left and right front doors. Prices and specifications subject to change without notice.

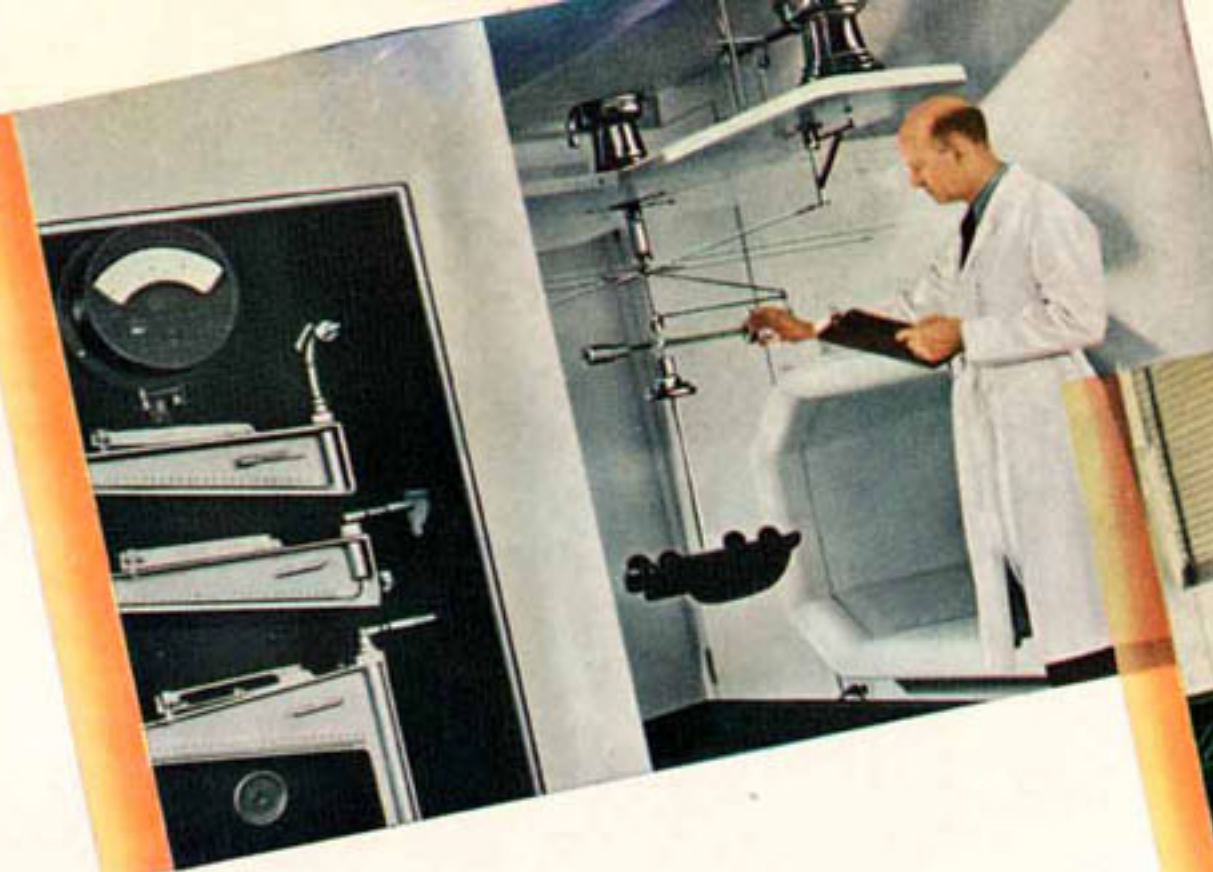
*Enjoy the Finest of what you want in your new car...*

Quality is engineered and built into Plymouth's every part—from the brilliant styling that catches your eye and interest to the unseen strength and stamina underlying its beautiful appearance. As a result, you get finer performance, great new economy, a smoother, steadier ride—and, above all, the *durability* and *long life* that mean so much to you as you make your decision to purchase a new car.

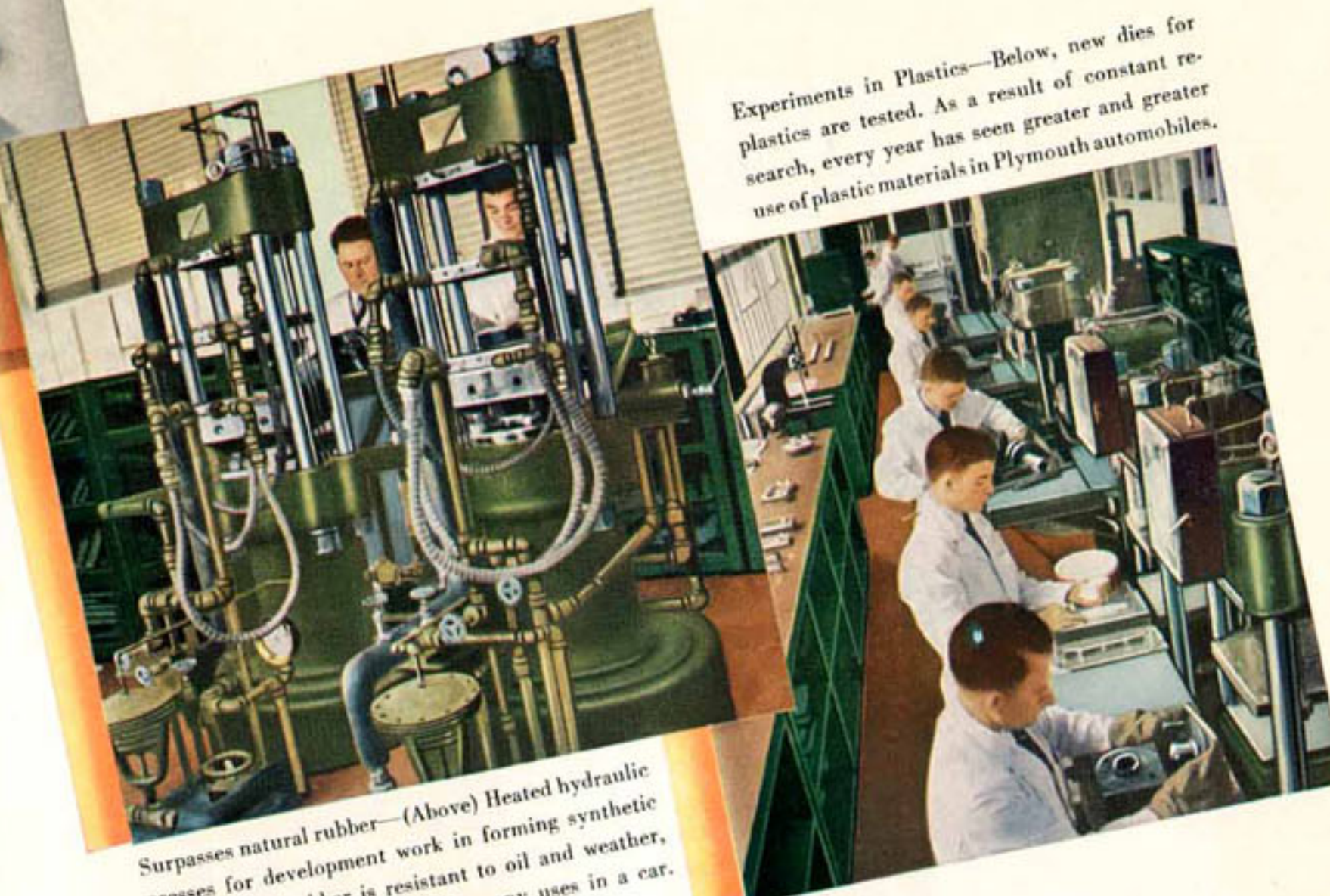


PLYMOUTH SPECIAL DE LUXE TOWN SEDAN Standard equipment includes: Guards on bumpers (front and rear), front and rear window ventilation, door-controlled light, glove box lock, front door arm rests, robe cord, assist straps, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.

Aerodynamics Laboratory—Wind tunnel studies of scale models of cars enable Chrysler Corporation to determine designs that best reduce wind resistance and so reduce fuel consumption at cruising speeds.



Experiments in Plastics—Below, new dies for plastics are tested. As a result of constant research, every year has seen greater and greater use of plastic materials in Plymouth automobiles.



“ *Best-Engineered* ”

The outstanding performance, economy, beauty, safety and riding comfort you get in this Plymouth and the durability and long life you can look forward to, result from far-sighted engineering research that has ceaselessly pioneered great improvements in the low price field. The first Plymouth ever built was years ahead in quality. And because Chrysler Corporation has always been a leader in research and in the development of better ways to build automobiles and better materials to use in building them, automobile buyers today find in Plymouth a greater car than Plymouth has ever built before—*Plymouth's Finest!*

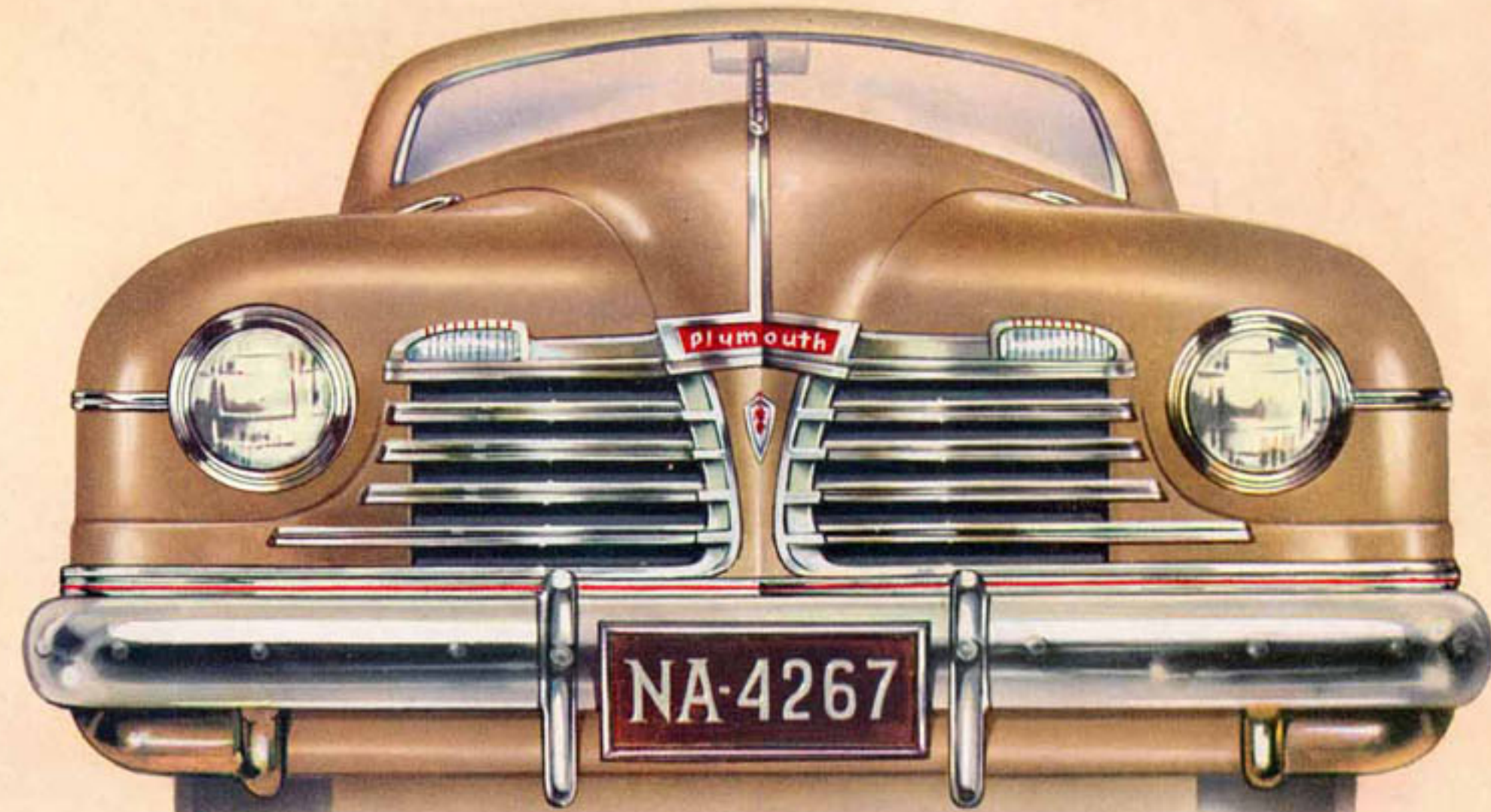
Surpasses natural rubber—(Above) Heated hydraulic presses for development work in forming synthetic rubber. This rubber is resistant to oil and weather, better than natural rubber for many uses in a car.

Ferrous Metals Laboratory (below, at left) is the scene of constant research and experimentation. Experimental Rubber "Mixing Bowl" (below)—Part of the ceaseless research in synthetic rubbers.

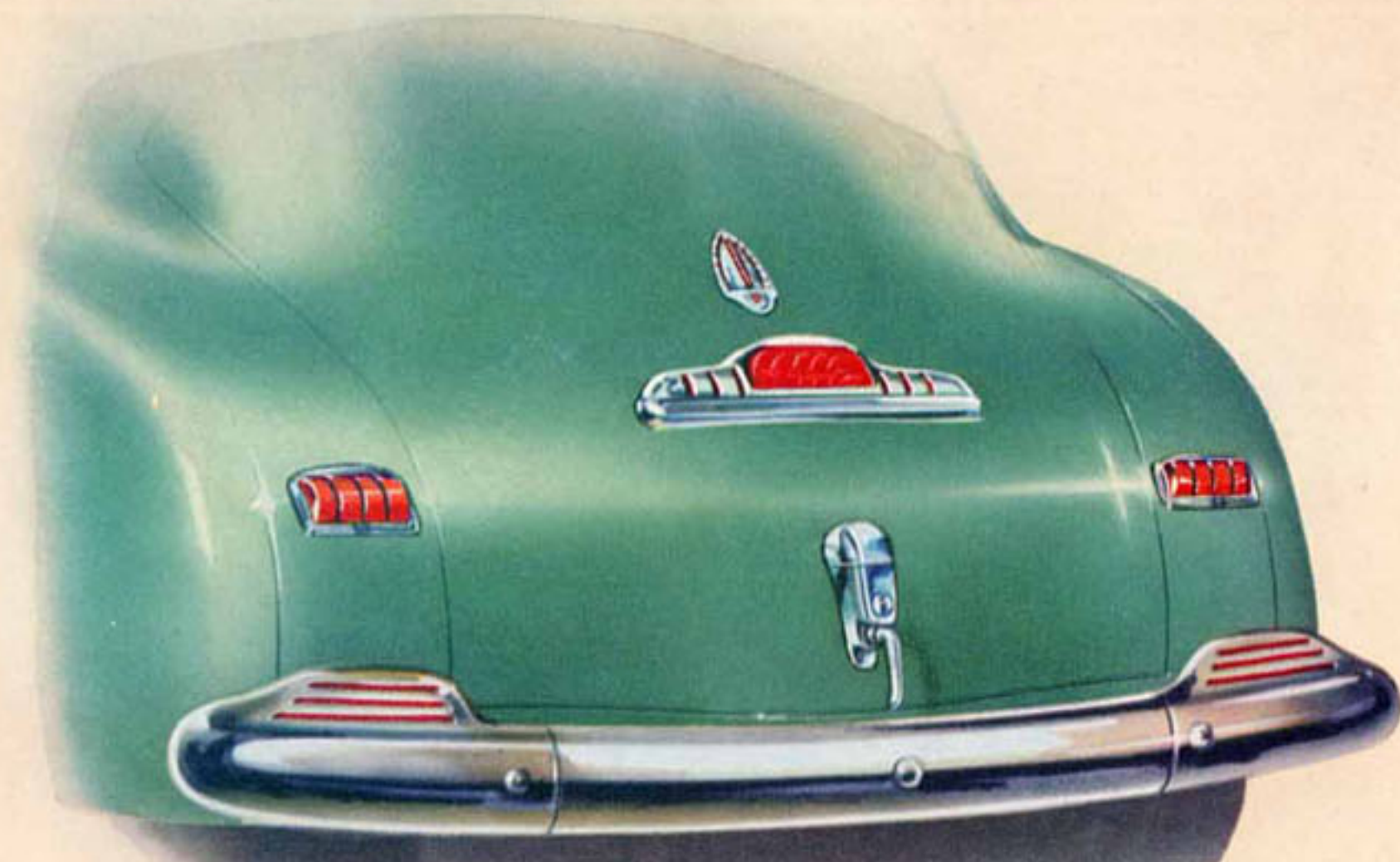




This beautiful radiator ornament with modern plastic insert adds grace to the hood's smooth slope.



There's a look to this wide front end that says: "Here's a powerful performer!" The air-scoop below the massive bumper gives "race-track cooling" to the engine. A full-width splash guard helps keep mud and slush from the windshield and lights.



In the streamlined rear deck, twin tail lamps have reflector buttons for safety. Stop light is in the special license plate holder. A light in the luggage compartment lock shines upward to illuminate the license plate.

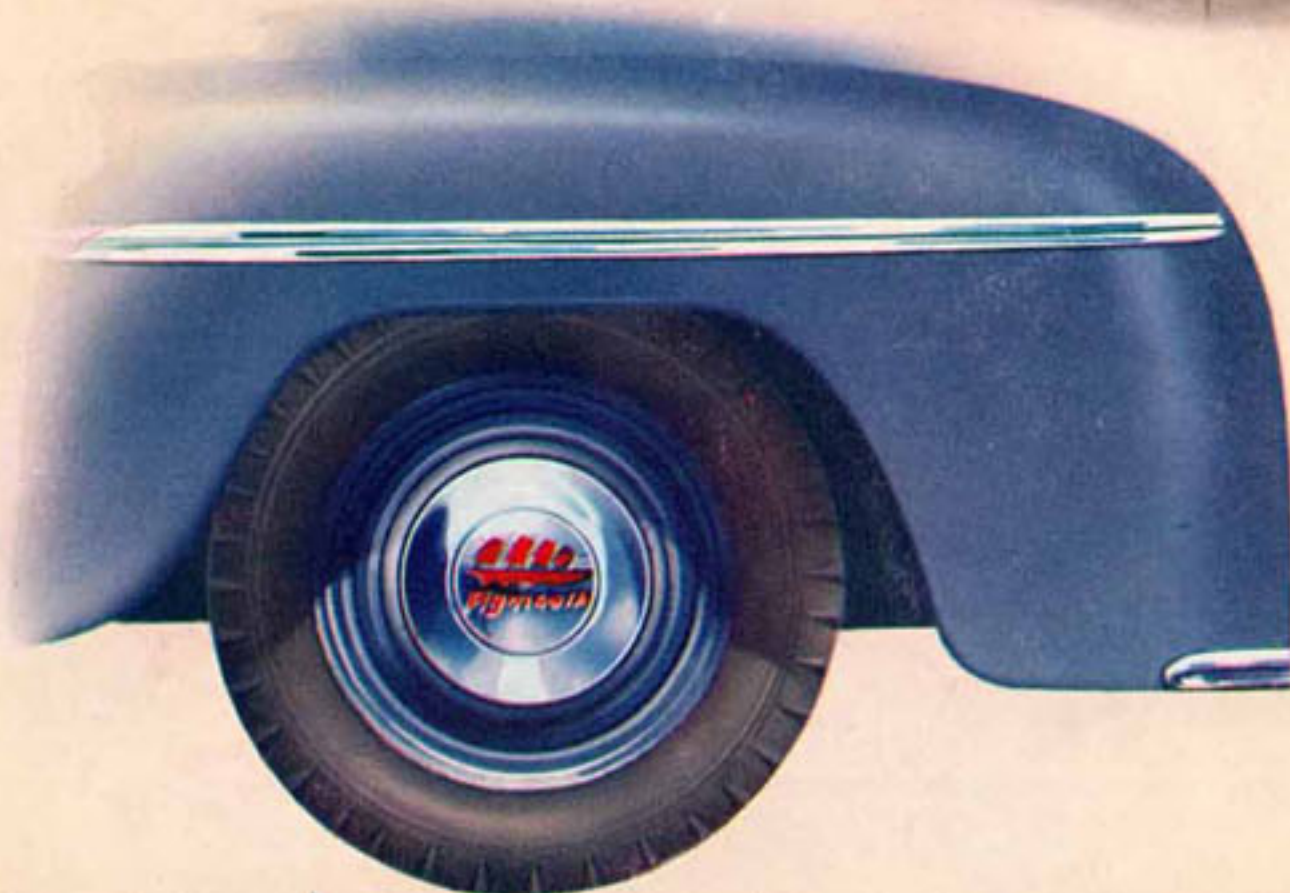
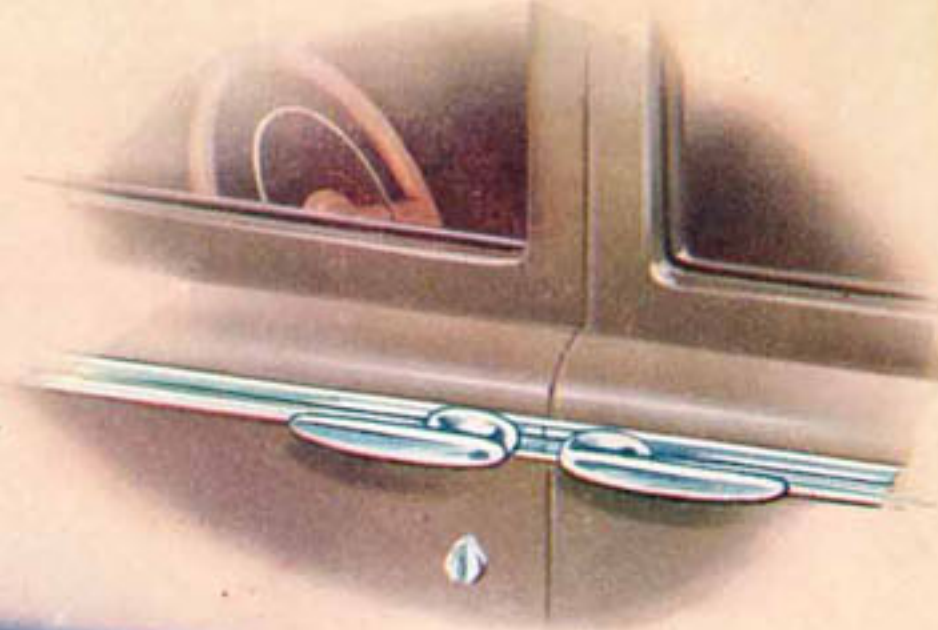


Headlights set in the fenders and parking lamps set in the grille add much to the unity of design and the streamlined beauty of Plymouth's styling. Bright mouldings running back along the widest part of each fender add to the long, sleek look of the car.



This graceful sweep of the doors encloses the running boards, adding to Plymouth's streamlined beauty. Running boards are protected from dirt, snow, ice and slush.

Outside door locks are provided on both front doors for safety and convenience. Either can be locked or unlocked with same key. It is impossible to lock yourself out of a Plymouth with the key inside.



Plymouth Safeguard Wheels are standard on all Plymouth De Luxe and Special De Luxe passenger cars. The hubcap is massive, handsome, colorful.

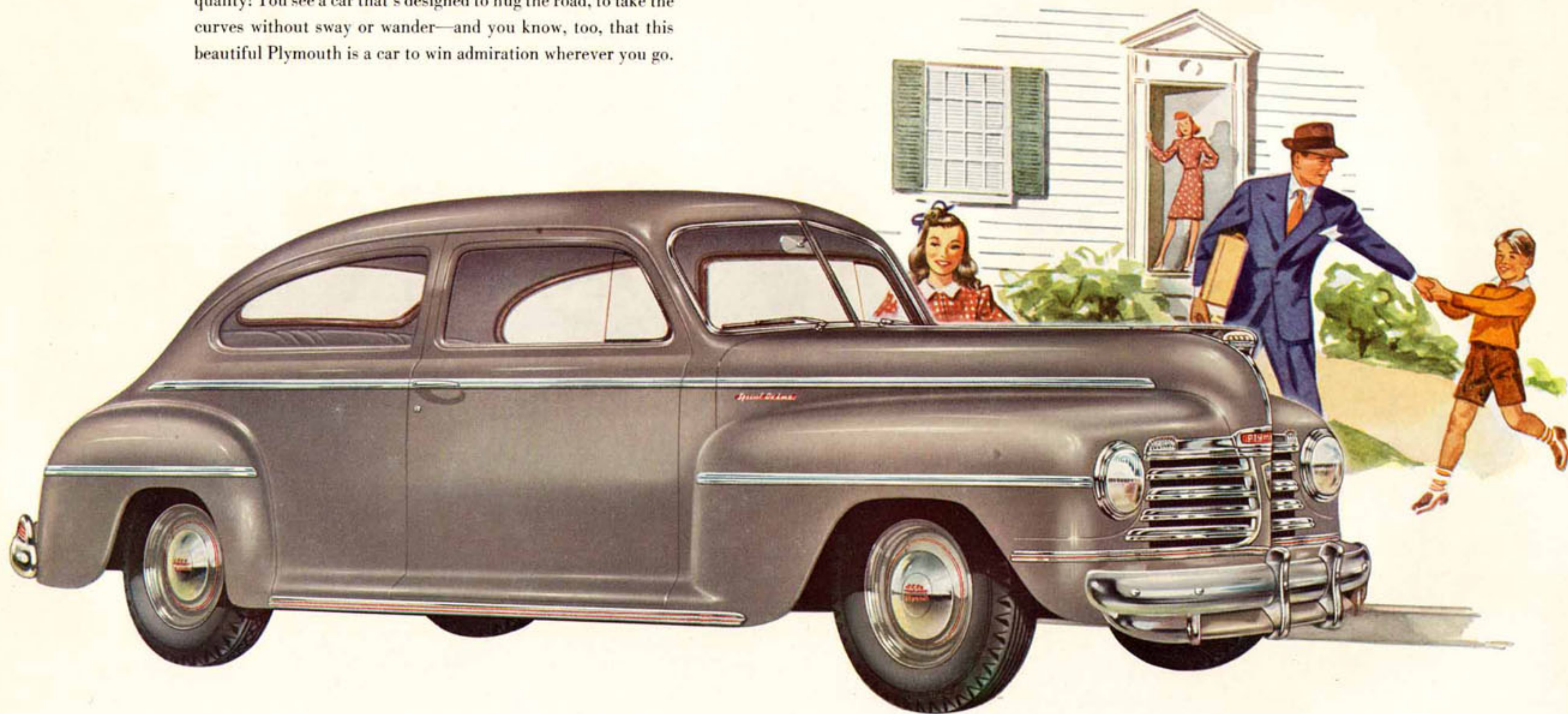
## Graceful and Gracious

HERE IS BEAUTY WITHOUT  
EQUAL IN A LOW-PRICED CAR

The more carefully you look over this fine Plymouth, the more you will appreciate its smart styling. You will appreciate, too, how useful each style feature is—the extra safety and convenience you will enjoy as a result of Plymouth's full-width, completely concealed safety running boards...the smartly designed luggage compartment lock that is on a level with the handle so that key cases won't catch when locking or unlocking the lid...the great convenience of outside locks on both front doors...the important protection of stone-and-splash guards front and rear...the modern air-scoop that adds so much to the massive power of the front end appearance and so much to engine cooling efficiency. In style and convenience, this is Plymouth's Finest!

# Big . . . Broad . . . Beautiful

As your eyes take in the wide, low-slung Plymouth, you know that here is a car for going places. It has that look of unmistakable quality! You see a car that's designed to hug the road, to take the curves without sway or wander—and you know, too, that this beautiful Plymouth is a car to win admiration wherever you go.



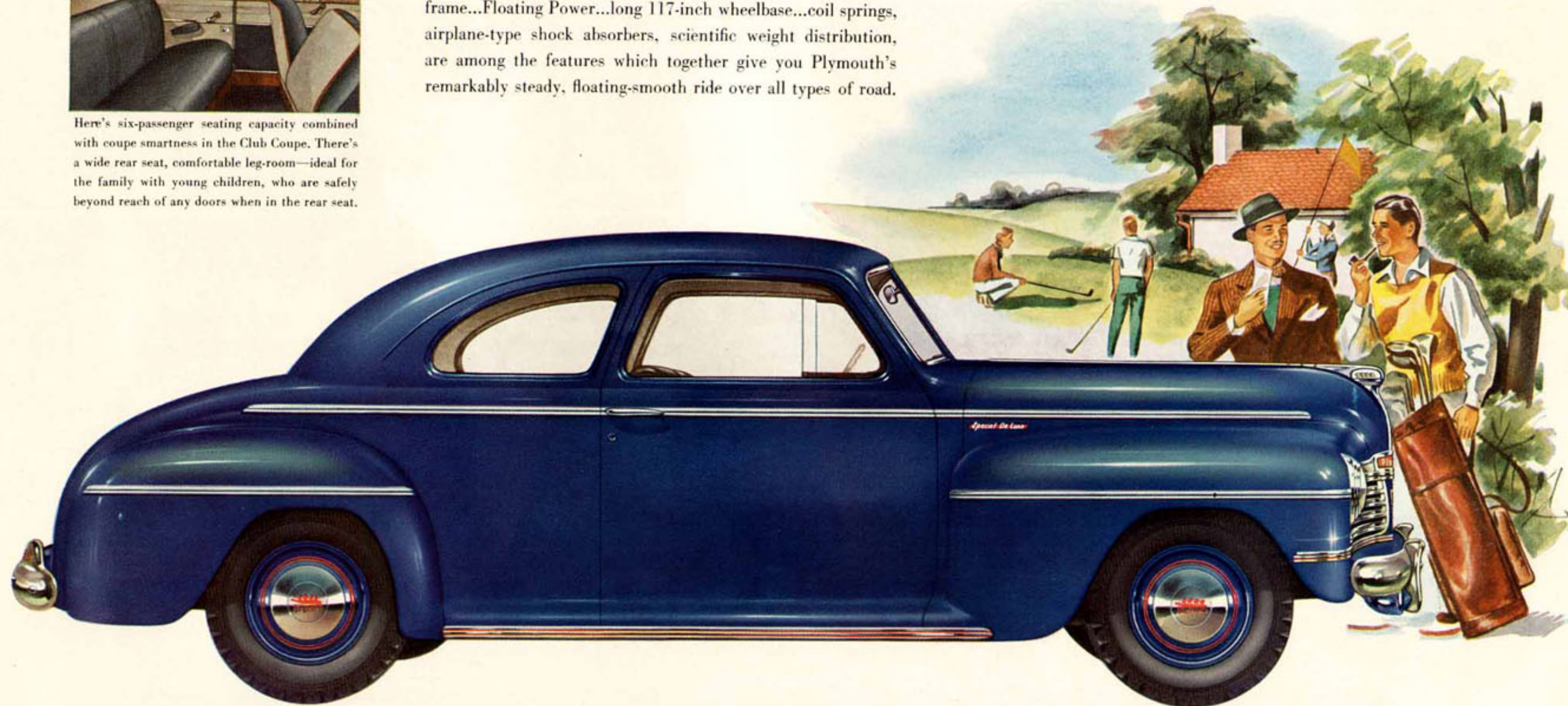
PLYMOUTH SPECIAL DE LUXE TWO DOOR SEDAN Standard equipment includes: Guards on bumpers (front and rear), front window ventilation, door-controlled light, glove box lock, front door arm rests, assist straps, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.

# LOW . . . CLOSE TO THE ROAD . . . Plymouth Gives You a Great Ride

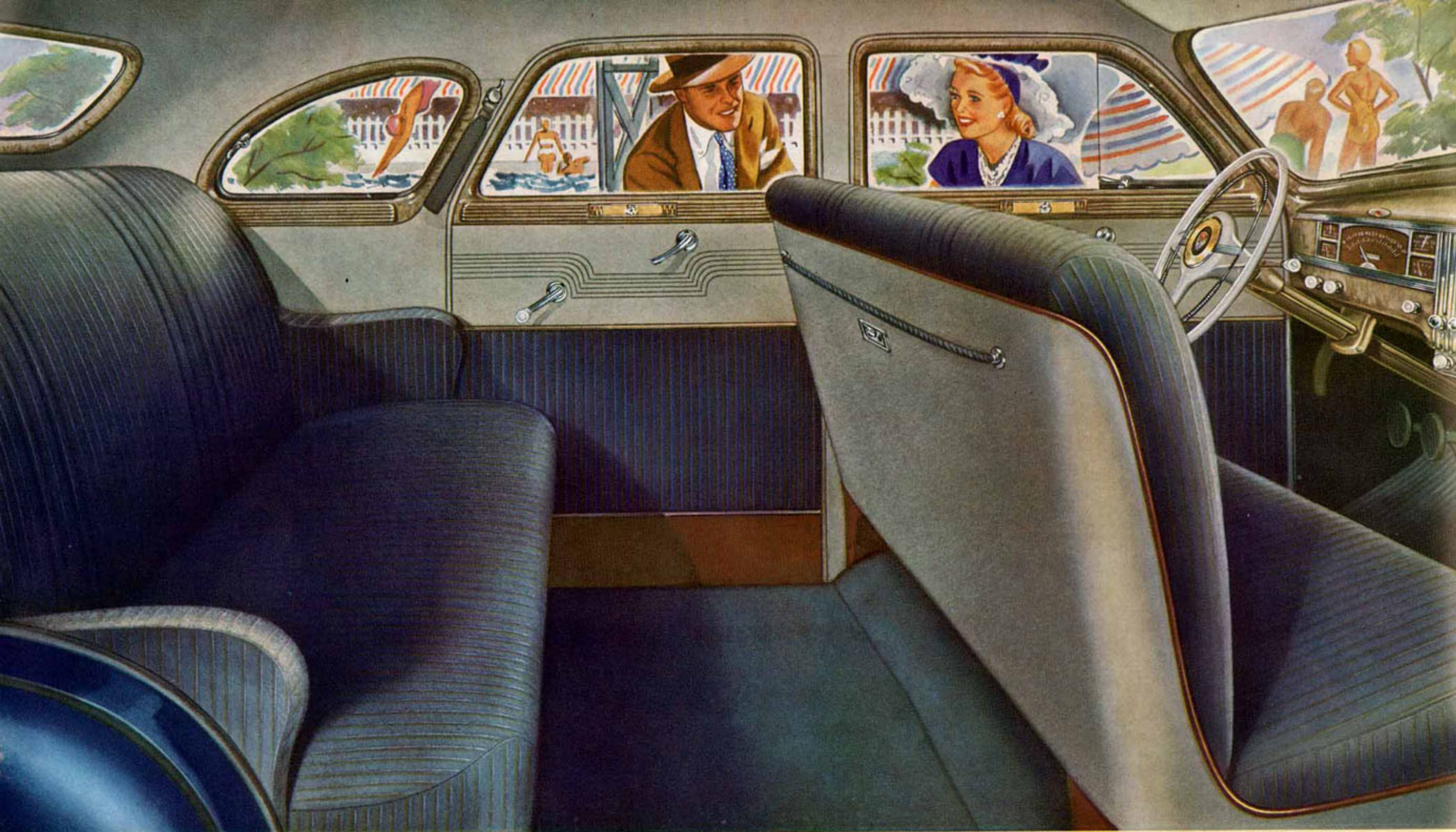


Here's six-passenger seating capacity combined with coupe smartness in the Club Coupe. There's a wide rear seat, comfortable leg-room—ideal for the family with young children, who are safely beyond reach of any doors when in the rear seat.

Many important qualities combine in Plymouth to give you the finest ride of all low-priced cars. Lowness...super-rigid frame...Floating Power...long 117-inch wheelbase...coil springs, airplane-type shock absorbers, scientific weight distribution, are among the features which together give you Plymouth's remarkably steady, floating-smooth ride over all types of road.



PLYMOUTH SPECIAL DE LUXE CLUB COUPE Standard equipment includes: Guards on bumpers (front and rear), front window ventilation, door-controlled light, glove box lock, front door arm rests, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.



## Interior of Plymouth Special De Luxe Four Door Sedan

In Special De Luxe Plymouth sedans and closed coupes, colors of interior upholstery harmonize with exterior body colors. You have a choice of broadcloth or pile fabric. There are ash receivers for both front and rear seat passengers. Panels of

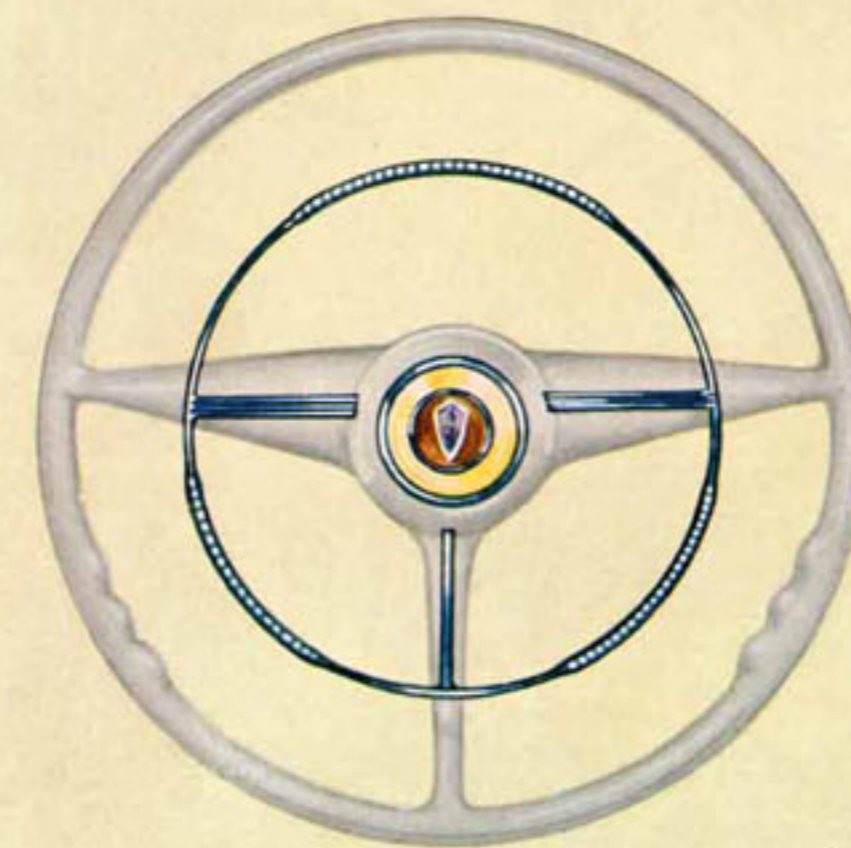
fine leather-finished fabric protect doors from scuffing. For convenience in entering the car at night the dome light turns on automatically when the right front door is opened. Both doors can be locked or unlocked from the outside with the key.

Beauty goes hand in hand with convenience and efficiency in this beautifully grained instrument panel. When lighted, the dial of the Safety Signal Speed-

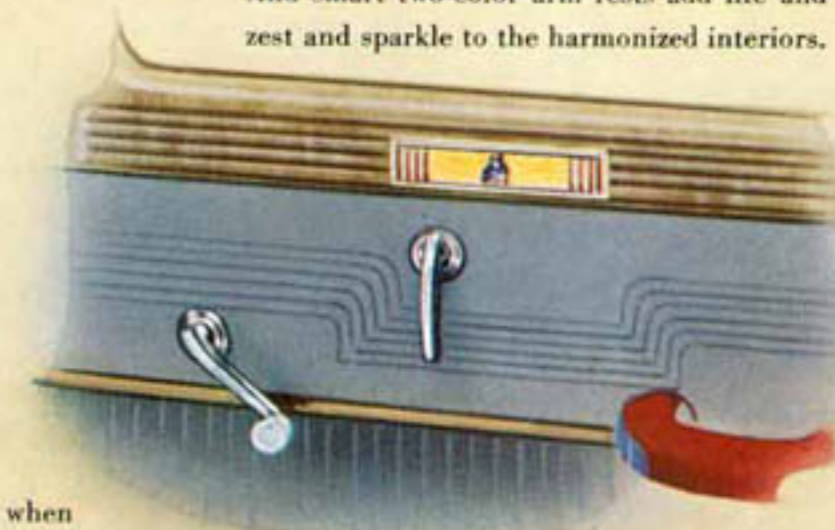
ometer changes color at 30 and 50 miles per hour to warn of speed changes. Instruments have plastic faces with easy-to-read airplane-type numerals.



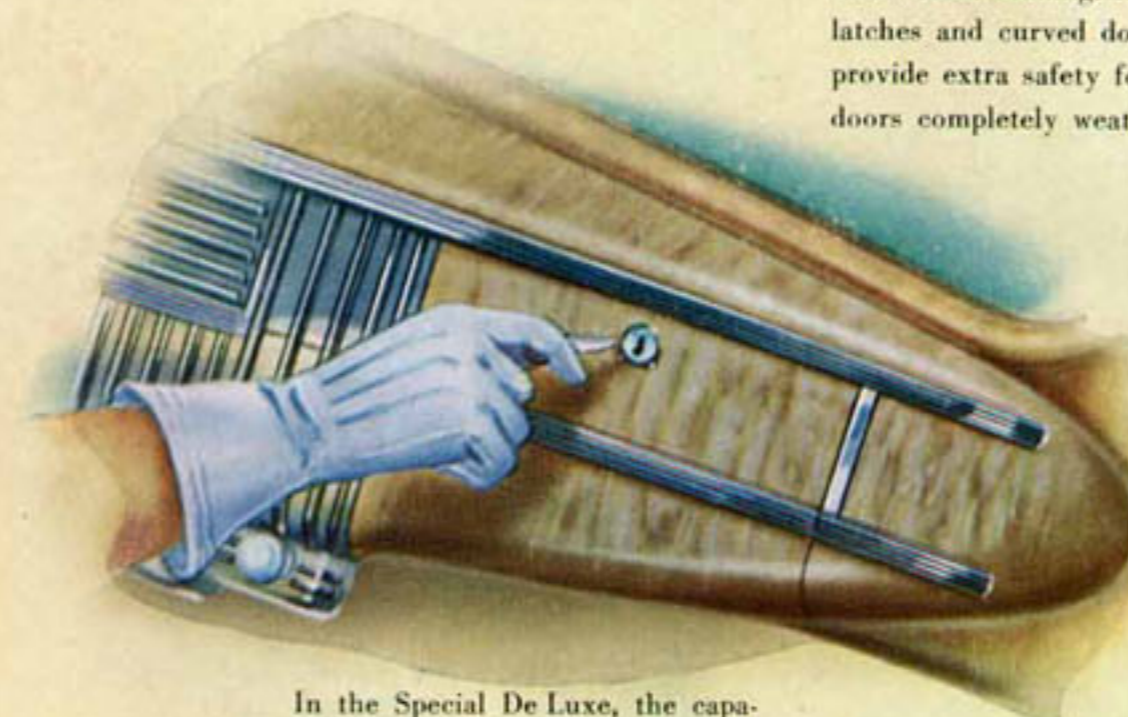
Set in the beautifully grained garnish moulding is a handsome golden plastic escutcheon. And smart two-color arm rests add life and zest and sparkle to the harmonized interiors.



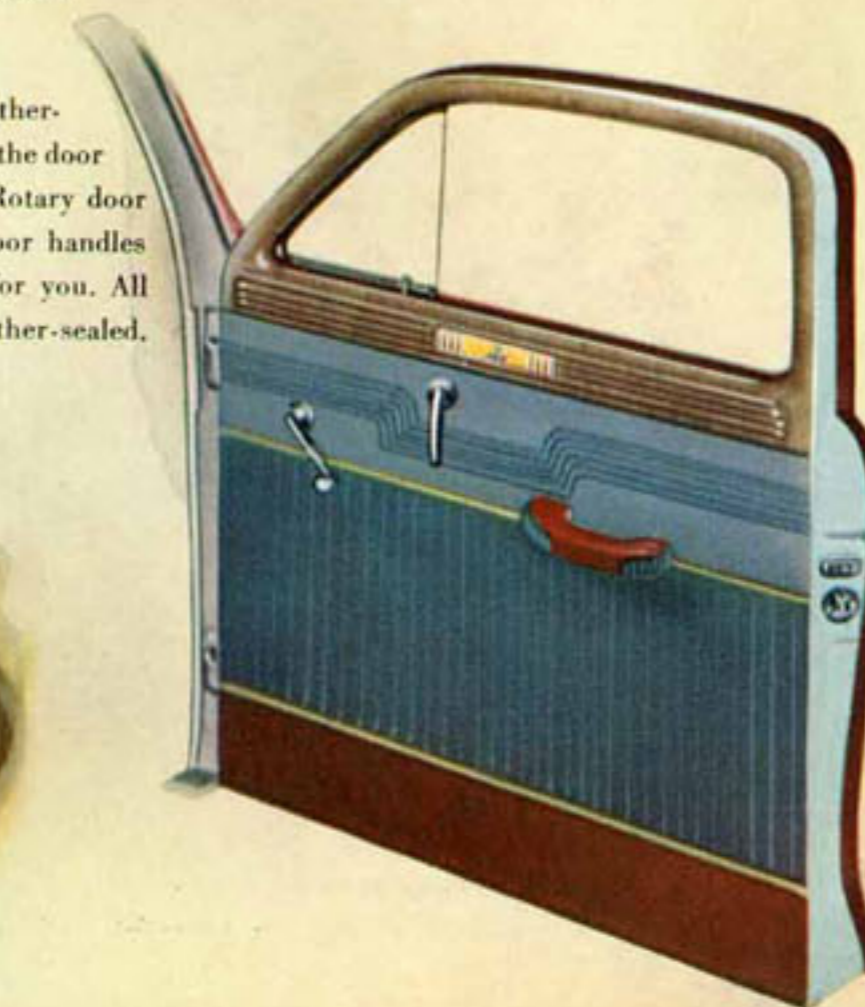
Horn cannot blow when ignition is off. Horn ring and golden plastic horn button are standard on Special De Luxe models.



Panels of fine leather-finished fabric protect the door fabric from scuffing. Rotary door latches and curved door handles provide extra safety for you. All doors completely weather-sealed.



In the Special De Luxe, the capacious glove box is fitted with a lock.



## "Most Admired"

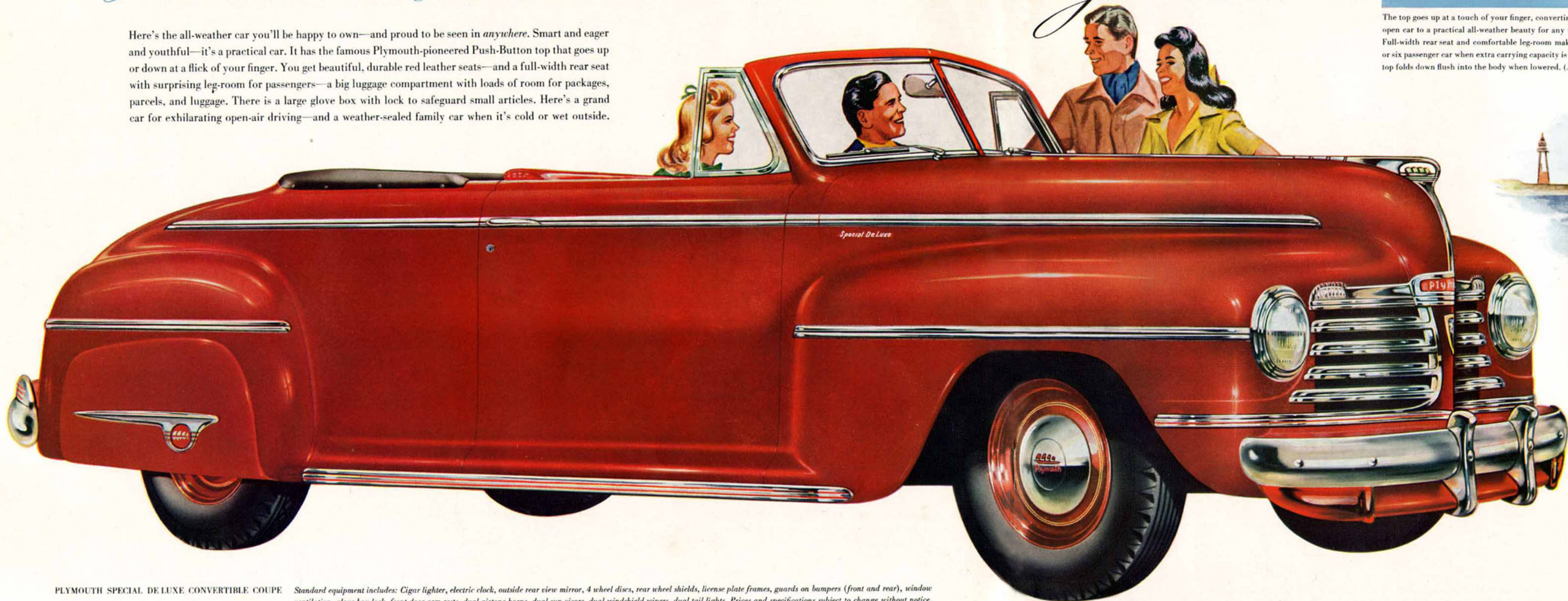
### HARMONIZED STYLING

### ...AND YARDS OF ROOM

You'll find so much to be proud of in this Plymouth—and with great reason! There's a quality look to the appointments...a quality *feel* to the fabrics. There's an instrument panel that's stunning by day—even more beautiful when lighted at night. It's interior styling in the best of taste and the smartest of design. Everywhere you look, thoughtfulness and good judgment are evident. Beautiful plastics and gleaming metals blend with the soft beauty of smart and serviceable fabrics. You relax in wide seats with softly buoyant seat springs—and in the extra room that makes every trip a restful ride!

# Handsome to Handle - - - A Beauty to Own

Here's the all-weather car you'll be happy to own—and proud to be seen in *anywhere*. Smart and eager and youthful—it's a practical car. It has the famous Plymouth-pioneered Push-Button top that goes up or down at a flick of your finger. You get beautiful, durable red leather seats—and a full-width rear seat with surprising leg-room for passengers—a big luggage compartment with loads of room for packages, parcels, and luggage. There is a large glove box with lock to safeguard small articles. Here's a grand car for exhilarating open-air driving—and a weather-sealed family car when it's cold or wet outside.



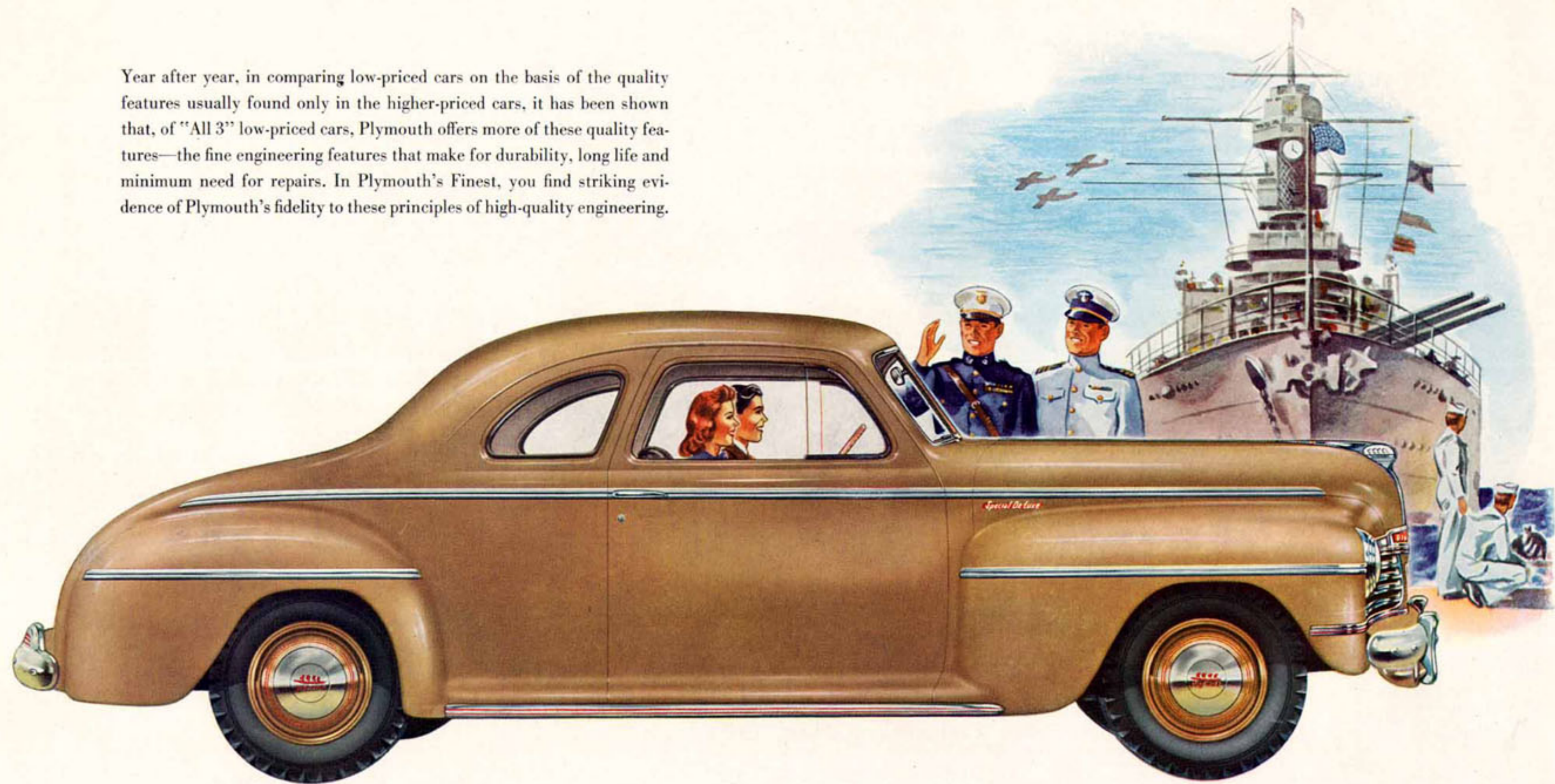
The top goes up at a touch of your finger, converting this smart open car to a practical all-weather beauty for any use! (Above) Full-width rear seat and comfortable leg-room make this a five or six passenger car when extra carrying capacity is needed. The top folds down flush into the body when lowered. (Above, right)



PLYMOUTH SPECIAL DE LUXE CONVERTIBLE COUPE Standard equipment includes: Cigar lighter, electric clock, outside rear view mirror, 4 wheel discs, rear wheel shields, license plate frames, guards on bumpers (front and rear), window ventilation, glove box lock, front door arm rests, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.

# Plymouth is Most Like the High-Priced Cars

Year after year, in comparing low-priced cars on the basis of the quality features usually found only in the higher-priced cars, it has been shown that, of "All 3" low-priced cars, Plymouth offers more of these quality features—the fine engineering features that make for durability, long life and minimum need for repairs. In Plymouth's Finest, you find striking evidence of Plymouth's fidelity to these principles of high-quality engineering.

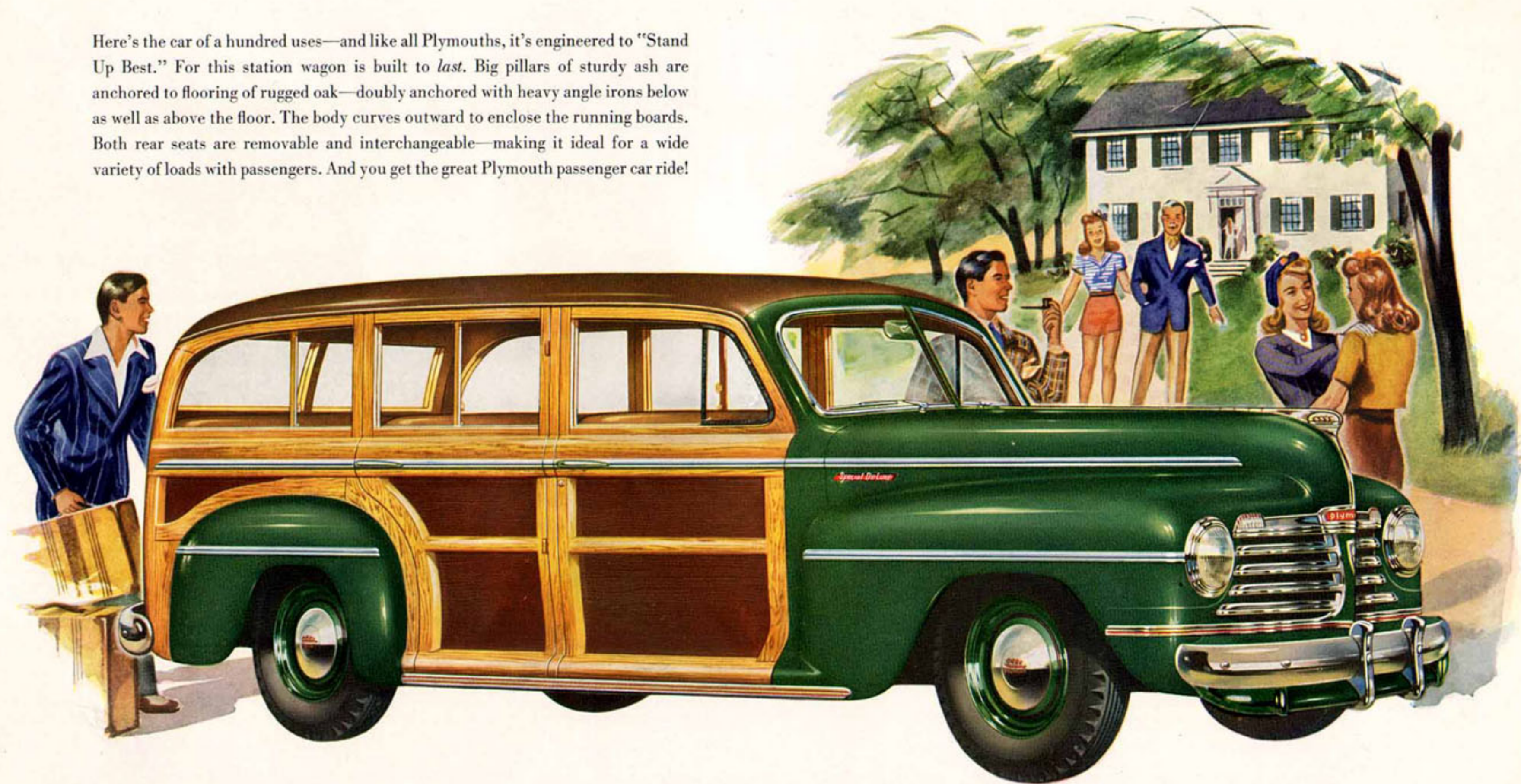


PLYMOUTH SPECIAL DE LUXE COUPE Standard equipment includes: Guards on bumpers (front and rear), window ventilation, glove box lock, arm rests, door-controlled light, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.

# A Zestful Playboy - A Husky Handyman

RIGHT AND READY FOR EVERY OCCASION

Here's the car of a hundred uses—and like all Plymouths, it's engineered to "Stand Up Best." For this station wagon is built to last. Big pillars of sturdy ash are anchored to flooring of rugged oak—doubly anchored with heavy angle irons below as well as above the floor. The body curves outward to enclose the running boards. Both rear seats are removable and interchangeable—making it ideal for a wide variety of loads with passengers. And you get the great Plymouth passenger car ride!



PLYMOUTH SPECIAL DE LUXE STATION WAGON Body is available in either natural finish or in two-tone combination as shown above. Standard equipment includes: Front bumper guards, front window ventilation, glove box lock, front door arm rests, dual airtone horns, dual sun visors, dual windshield wipers, dual tail lights. Prices and specifications subject to change without notice.



*New Economy* ADDS TO  
YOUR DELIGHT IN 95 HORSEPOWER

*Performance*

Treat yourself to the ever-new thrill of Plymouth's 95 horsepower performance, coupled with new advancements in fuel and oil economy. Plymouth's powerful 6-cylinder, L-head engine saves gasoline and oil because its great reserve power enables it to give flashing performance throughout a wide range of car speeds without effort or strain. And just as a horse that pulls only light loads needs less food than one which works hard at heavy pulling, so Plymouth needs less fuel because the engine turns slowly in relation to car speeds. The valves open and close less often each mile so that less fuel is pumped into the cylinders. And you put fuel into the tank less often! There is less wear and therefore longer engine life because of reduced engine speed. You save in every way!

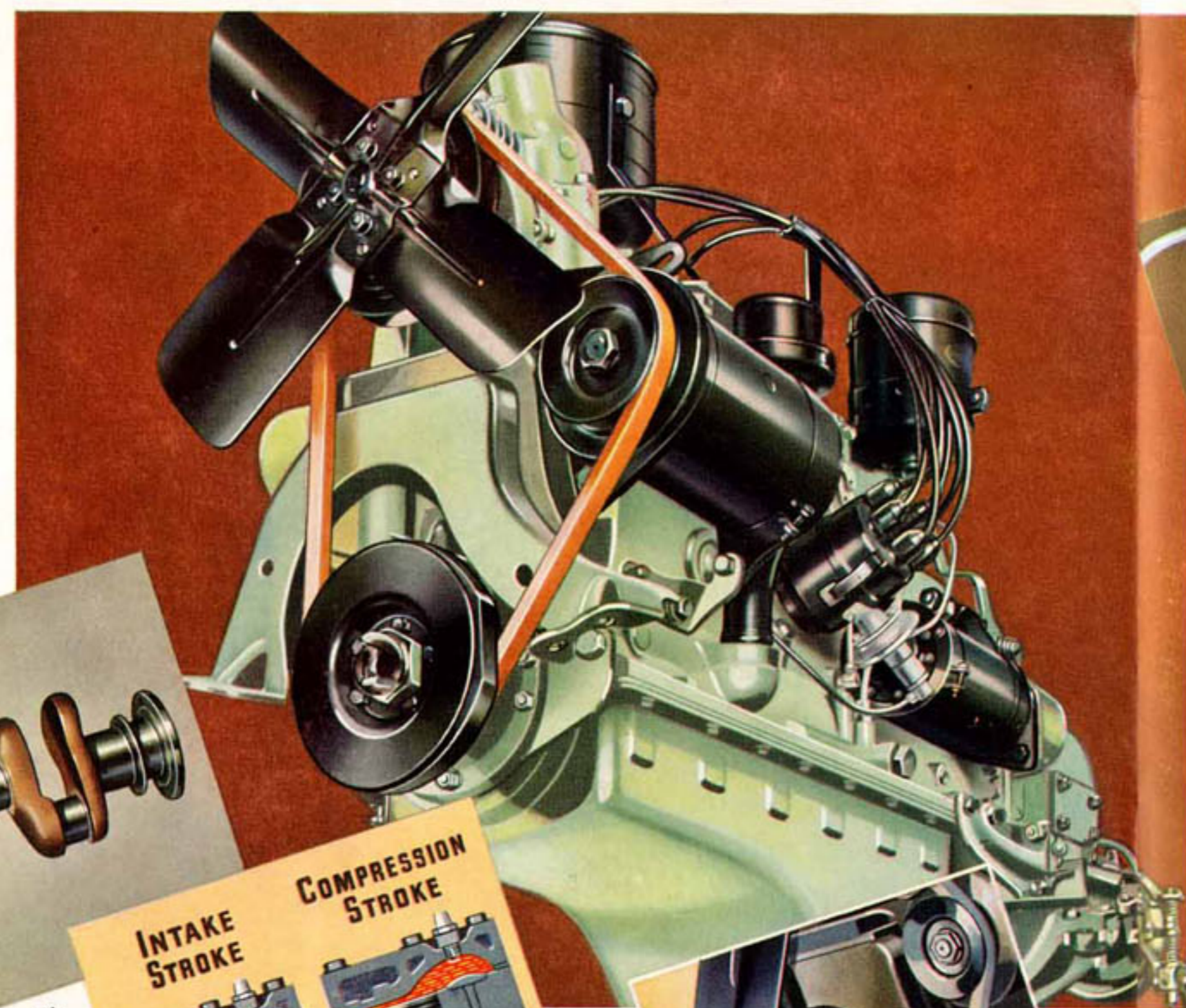
**FLOATING POWER SMOOTHNESS**

"Great power in a velvet glove"—that's the effect of Plymouth's patented "Floating Power" engine mountings. Suspended in balance in rubber, mounted high at the front and low at the rear, the engine is allowed to "give" with the force of each cylinder explosion, just as an experienced fighter "rolls" with an opponent's blow. Vibration is smoothed to keep it from reaching the frame and the passengers.



Plymouth's rigid, heavily counterweighted, Superfinished crankshaft (above) and the vibration damper (extreme right) give amazingly smooth engine operation. Plymouth's super-high compression (diagram, right) squeezes more power and more miles from each gallon of fuel.

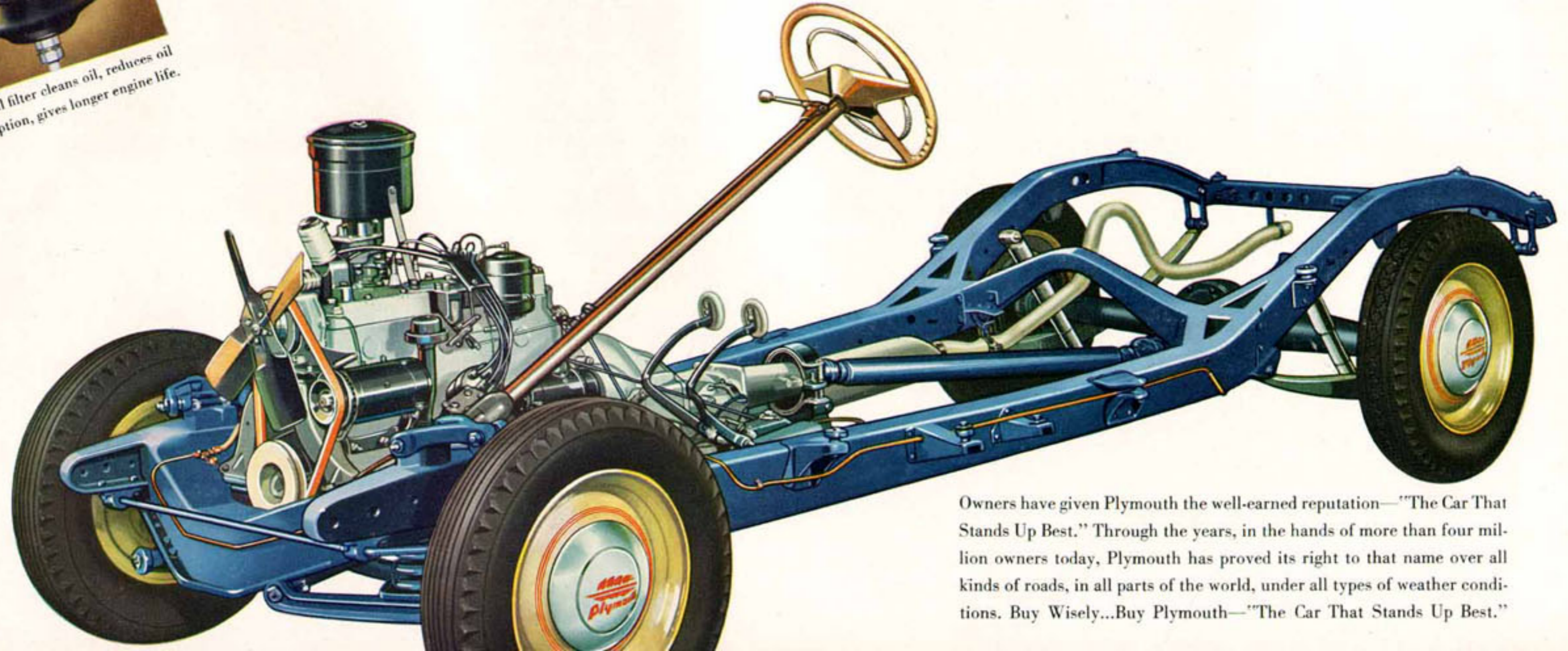
**INTAKE STROKE**      **COMPRESSION STROKE**



Engine oil filter cleans oil, reduces oil consumption, gives longer engine life.

*Thousands and thousands of miles from now...*  
**YOU'LL BE GLAD YOU OWN "THE CAR THAT STANDS UP BEST"**

- HIGH DUTY ENGINE BEARINGS**  
*2 to 5 times longer bearing life.*
- HYPOID REAR AXLE**  
*Quieter, stronger, longer-lived.*
- PRECISION-TYPE CONNECTING ROD BEARINGS**  
*Servicing is simpler and less expensive.*
- CHAIN-DRIVEN CAMSHAFT**  
*Quieter operation, longer life.*
- ROLLER BEARING UNIVERSAL JOINTS**  
*Reduce wear, last longer. Less vibration.*
- FOUR RINGS PER PISTON**  
*Economy of fuel and oil. Finer performance.*
- TAPERED ROLLER DIFFERENTIAL BEARINGS**  
*Greater strength, longer gear life.*
- OIL BATH AIR CLEANER**  
*Removes dust from air entering carburetor.*
- METAL SPRING COVERS**  
*Protect springs from dust and dirt.*
- FLOATING-TYPE OIL INTAKE**  
*Selects only the cleanest oil.*
- FULL-PRESSURE ENGINE LUBRICATION**  
*Positive, sure lubrication at all speeds.*
- RUBBER-POISE BODY MOUNTINGS**  
*Absorb road noise and vibrations.*
- FRONT COIL SPRINGS**  
*Level rough roads, smooth the ride.*
- SAFEGUARD WHEELS**  
*To safeguard against "blowout" hazards.*
- SUPERFINISH**  
*Less wear on vital working parts. Long life!*
- HOTCHKISS DRIVE**  
*Less unsprung weight, smoother getaway.*
- AIRPLANE-TYPE SHOCK ABSORBERS**  
*Cushion the ride, smother bumps.*
- SWAY ELIMINATOR**  
*Great steadiness and safety on curves.*
- RUBBER-RIGID DOUBLE CHANNEL FRAME**  
*Stronger, sturdier, more rigid.*
- RUBBER MOUNTED STEERING MECHANISM**  
*To keep road shock from reaching the driver.*
- VENTILATED EASY-PRESSURE CLUTCH**  
*Reduces heat, gives longer life.*
- PLYMOUTH BALANCED BRAKING**  
*Safest, smoothest braking in any weather.*
- LARGE CAPACITY EXHAUST SYSTEM**  
*Quieter, less back-pressure, greater efficiency.*
- RIGID CRANKSHAFT WITH VIBRATION DAMPER**  
*Amazingly smooth engine performance at all speeds.*
- 95 AMPERE BATTERY**  
*Ample current for every need—and to spare.*
- DUAL AIRTONE HORNS**  
*Mellow, deep-throated—a safer warning signal.*
- TRUE-STEADY STEERING**  
*Great handling ease, restful driving.*
- STREAMLINED VALVE THROATS**  
*Efficient power over a wider range of speeds.*



Owners have given Plymouth the well-earned reputation—"The Car That Stands Up Best." Through the years, in the hands of more than four million owners today, Plymouth has proved its right to that name over all kinds of roads, in all parts of the world, under all types of weather conditions. Buy Wisely...Buy Plymouth—"The Car That Stands Up Best."

A LONG FORWARD STEP TOWARD THE EVERLASTING CAR - *Superfinish!*

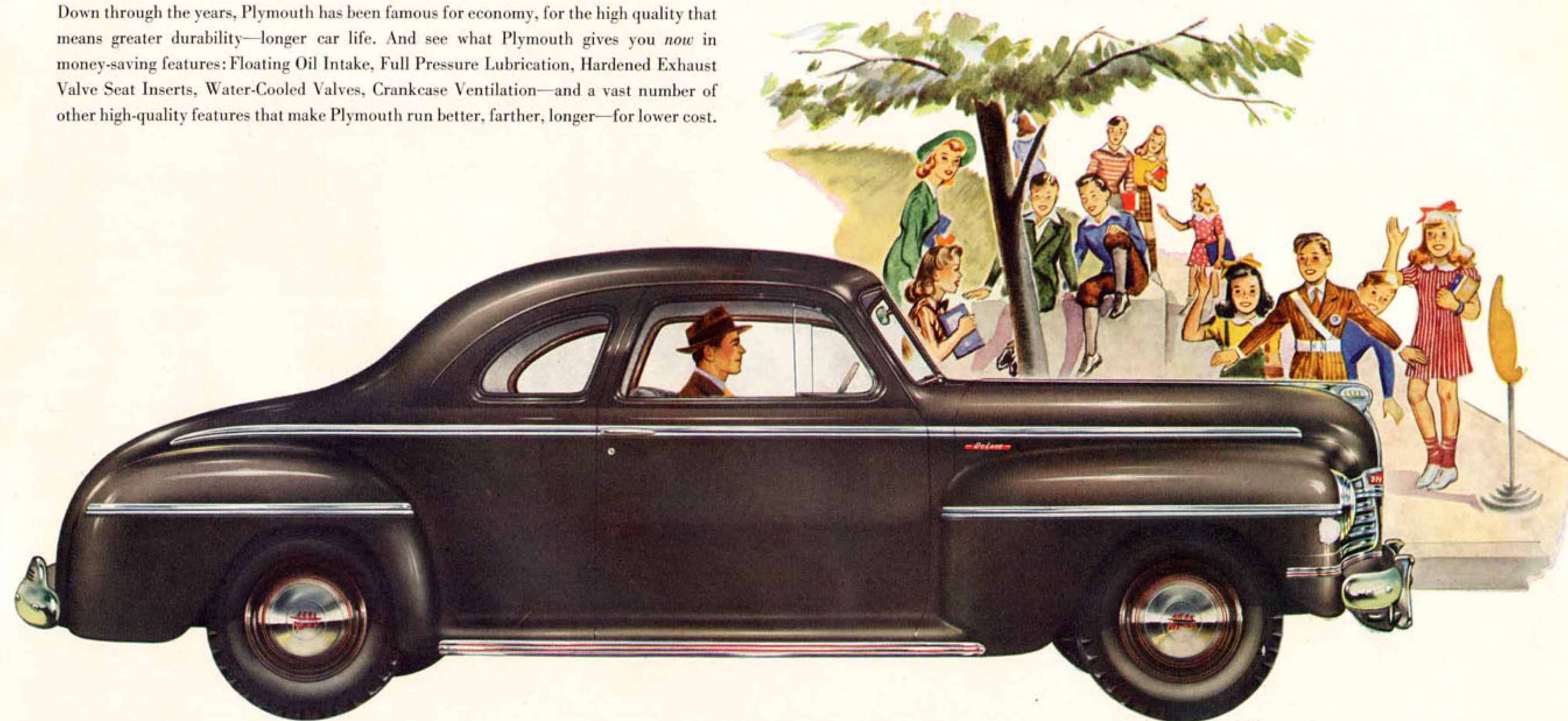
The longer you own and drive a Plymouth, the greater reason you will have to congratulate yourself for choosing the low-priced car that gives you Chrysler Corporation Superfinish. Because Superfinish removes even microscopic irregularities from metal surfaces, it enables these surfaces to maintain a close fit without discernible wear, with resulting longer life, minimum oil consumption, less repair bills—finer performance and all-round economy.



PLYMOUTH DELUXE FOUR DOOR SEDAN *Standard equipment includes: Front bumper guards, front window ventilation, dual airtone horns, dual tail lamps, outside locks on both front doors. Rear bumper end guards, extra windshield wiper and visor available at slight extra cost. Prices and specifications subject to change without notice.*

*More Miles per Dollar - Now and for years to come*

Down through the years, Plymouth has been famous for economy, for the high quality that means greater durability—longer car life. And see what Plymouth gives you *now* in money-saving features: Floating Oil Intake, Full Pressure Lubrication, Hardened Exhaust Valve Seat Inserts, Water-Cooled Valves, Crankcase Ventilation—and a vast number of other high-quality features that make Plymouth run better, farther, longer—for lower cost.



PLYMOUTH DE LUXE COUPE *Standard equipment includes: Front bumper guards, window ventilation, dual airtone horns, dual tail lamps, outside locks on both doors. Rear bumper end guards, extra windshield wiper and visor available at slight extra cost. Prices and specifications subject to change without notice.*

# Plymouth Builds Great Cars

## Again FIRST IN SAFETY

Plymouth has long been the number one safety car in the low price field. Plymouth pioneered in giving to buyers of low-priced cars such important features as hydraulic brakes, the Safety Steel body, Safeguard Wheels, Safety Styling, rotary door latches, the sway eliminator, the Safety Signal Speedometer. No other low-priced car has ever given the buyer all of these great and important safety features. Buy Wisely—Buy Safety—Buy Plymouth!

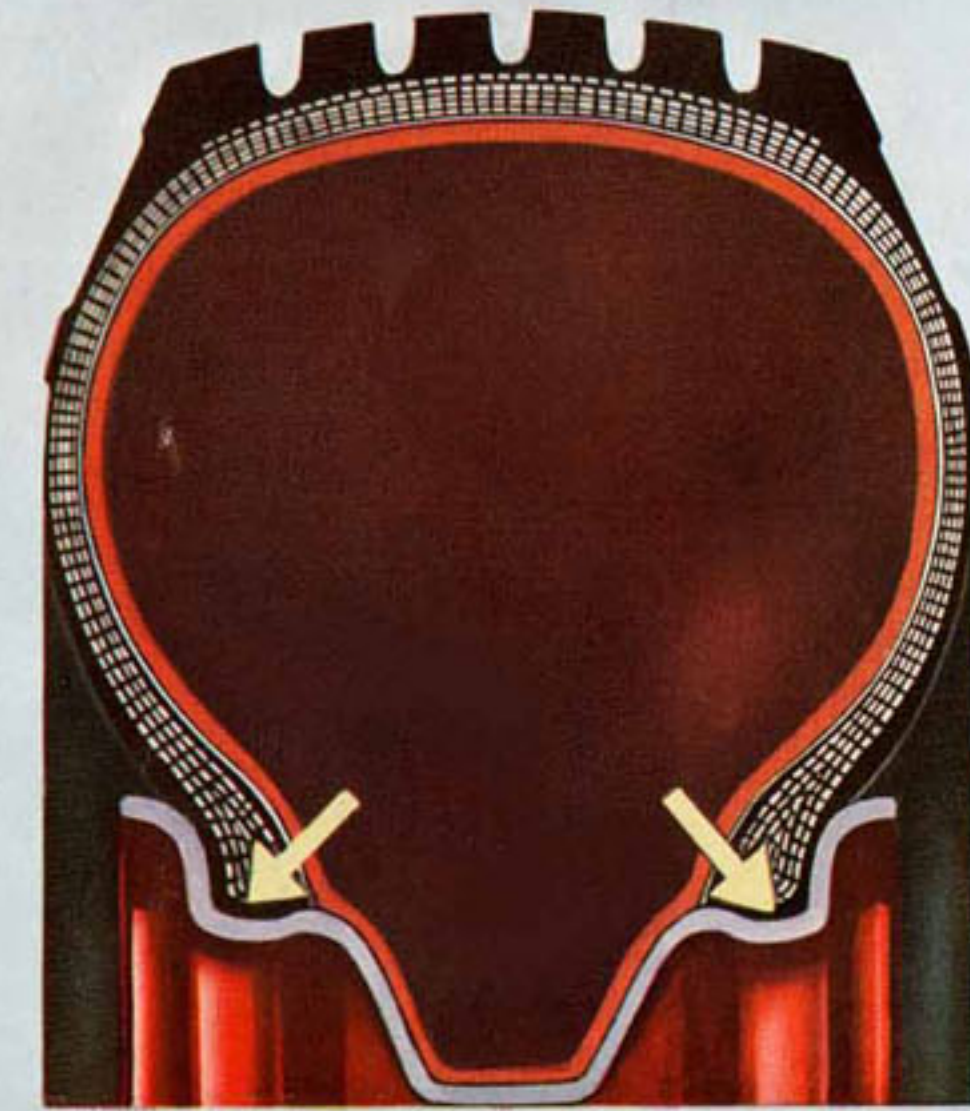
Safety Concealed Running Boards are completely enclosed by the wide sweep of the doors. The lip of the running board mat holds the carpet in place—easy to clean! Entry is easy because there is no sill. Running boards are protected from dirt, snow and ice...strangers cannot jump on running boards. Here's a great combination of safety with beauty and convenience.



Plymouth's Hydraulic Brake Drums are Superfinished for smoothness—long lining life. Plymouth's Braking is Balanced—there is no uncontrolled "self-energizing" action to cause sudden, abrupt stops. You get smoother braking on any road—safer braking in any weather!



Plymouth's Safety Signal Speedometer changes color to warn of speed changes. When lighted, the dial is green up to 30 miles per hour, amber from 30 to 50 and red above 50. This enables the driver to know by a glance whether he is driving at a dangerous speed.

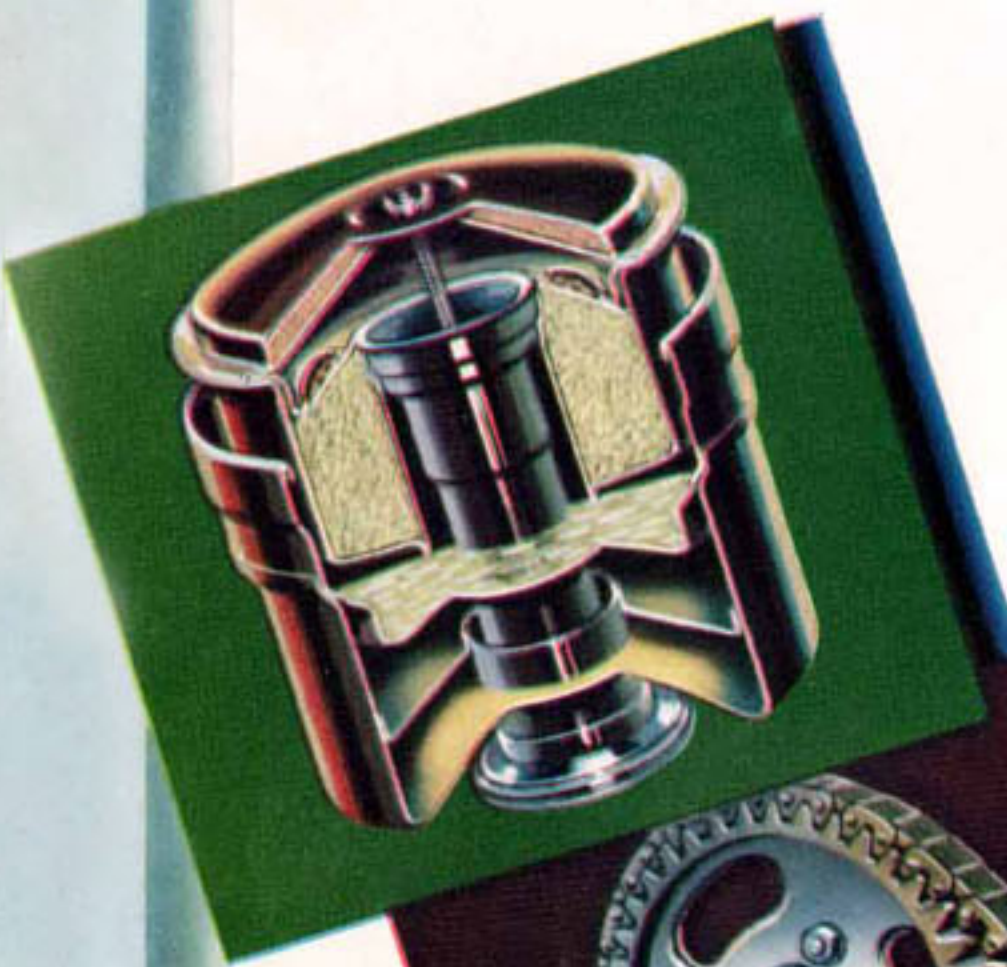


Safeguard Wheels, introduced by Plymouth to the low price field, have been acclaimed as the greatest safety advance in the history of automobile wheel design. The tire beads rest in "safety slots" (see arrows above), designed to keep the tire from slipping down into the rim or rolling off the wheel in case of blowout or puncture, so as to give the driver more time to slow down and stop safely. The possibility of damaging the tires is also lessened.



Plymouth's Super-Rigid, Double Channel Frame supplies great steadiness to the body, and by lowering the center of gravity, gives great safety on curves. It furnishes a solid foundation for the justly famous Plymouth Safety Steel Body.

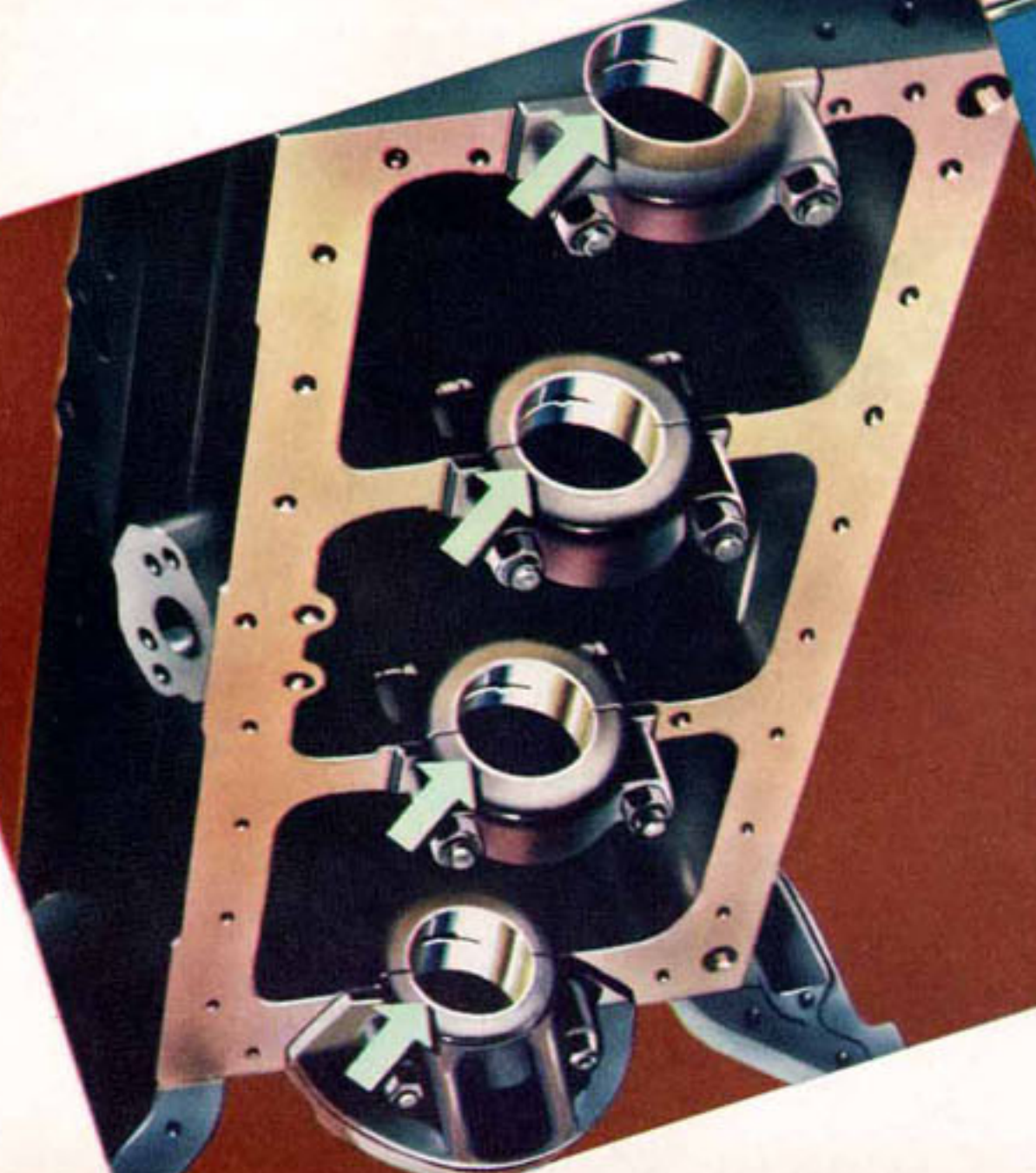
In Plymouth, you get great and important engineering *extras* not usually found in low-priced cars—*extra* quality features such as High Duty Engine Bearings, Oil Bath Air Cleaner, Superfinish, Chain-driven Camshaft, Hypoid Rear Axle, Oil Filter, Floating Power, Hotchkiss drive—all of which contribute to performance, economy and long life. And the solid satisfaction you get from longer car life and lower upkeep cost is one of the many benefits you receive in buying Plymouth—"The Best-Engineered Low-Priced Car."



The Oil Bath Air Cleaner is more than 98% efficient in removing grit and dust from air entering the carburetor—13 times more efficient than ordinary air cleaners. Vital engine parts are protected from wear-causing grit and dust—engine life is greatly increased! (Cutaway view, top)



Chain-Driven Camshaft provides greater contact surface and therefore wears longer and is much quieter. (Above)



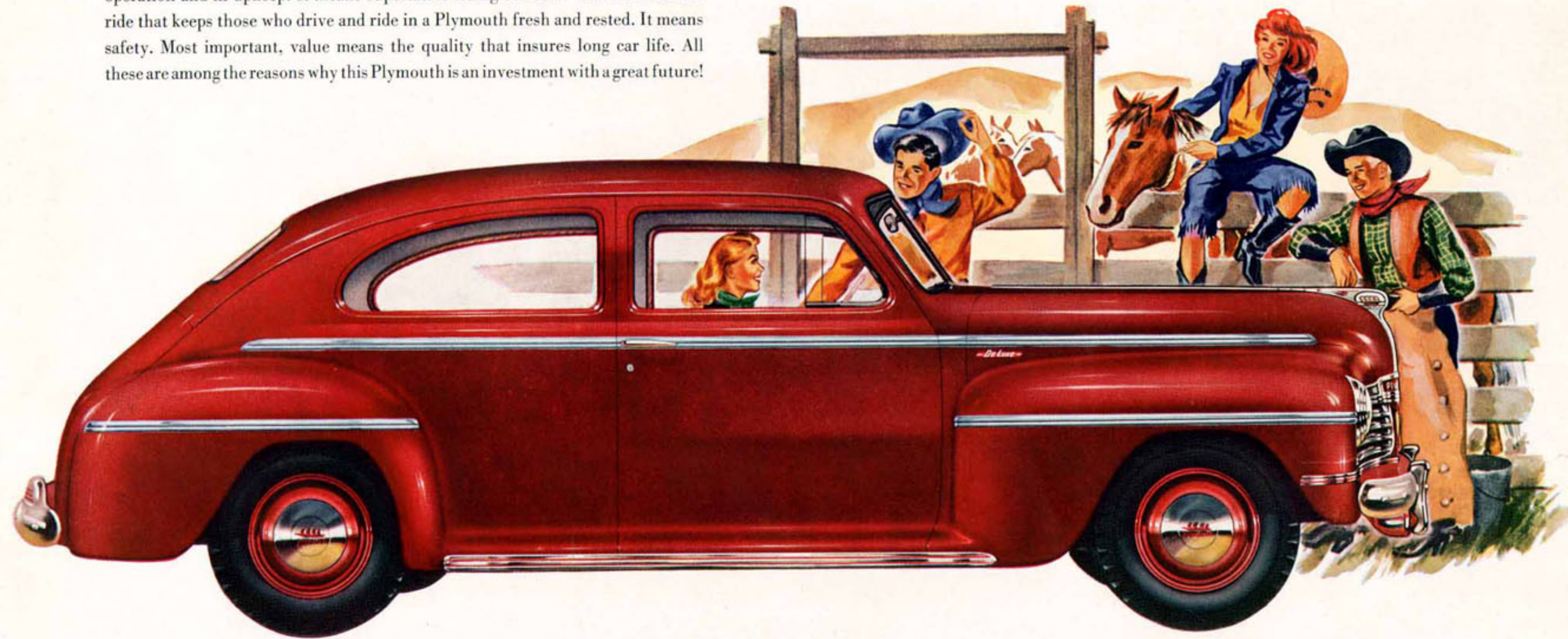
High Duty Engine Bearings (at left), developed by Chrysler Corporation engineers, last 2 to 5 times longer than ordinary bearings.



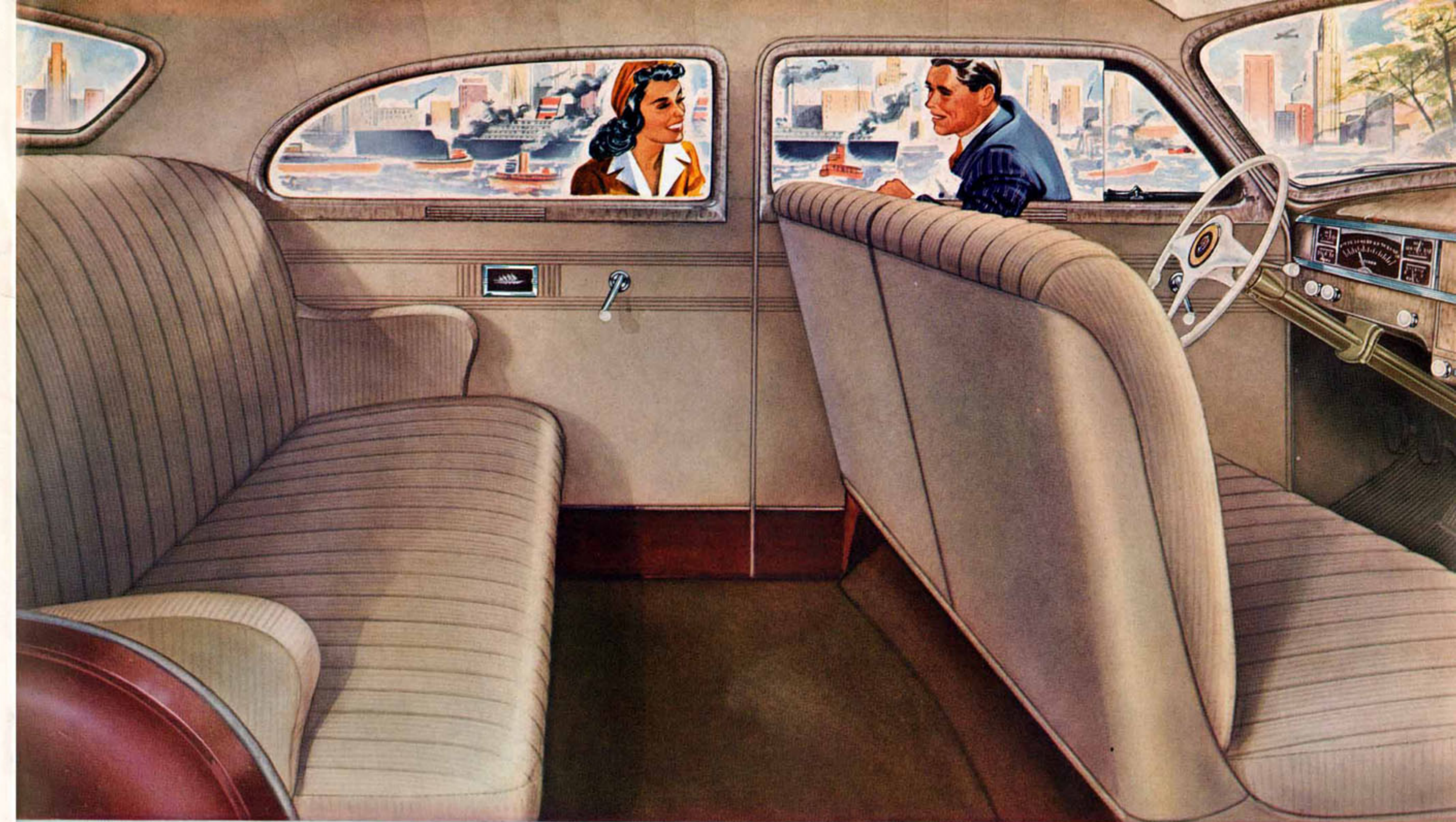
Rustproofing of body, fenders, sheet metal, exposed nuts and bolts was pioneered in the low-price field by Plymouth. The beautiful finish is safeguarded against rust. (Above)

# Buy Wisely - - - Buy Plymouth!

In choosing a low-priced car, the *value* you get for your car dollar is of tremendous importance. And value means many things. It means beauty that is styled to *stay* beautiful. It means finer performance, great economy—both in operation and in upkeep. It means superlative riding comfort—the vibrationless ride that keeps those who drive and ride in a Plymouth fresh and rested. It means safety. Most important, value means the quality that insures long car life. All these are among the reasons why this Plymouth is an investment with a great future!



PLYMOUTH DE LUXE TWO DOOR SEDAN Standard equipment includes: Front bumper guards, front window ventilation, dual airtone horns, dual tail lamps, outside locks on both doors. Rear bumper end guards, extra windshield wiper and visor available at slight extra cost. Prices and specifications subject to change without notice.



INTERIOR OF THE PLYMOUTH DE LUXE TWO DOOR SEDAN

All Plymouth sedans have ash receivers for passengers in rear seats as well as in front. Front ash receiver is at right.

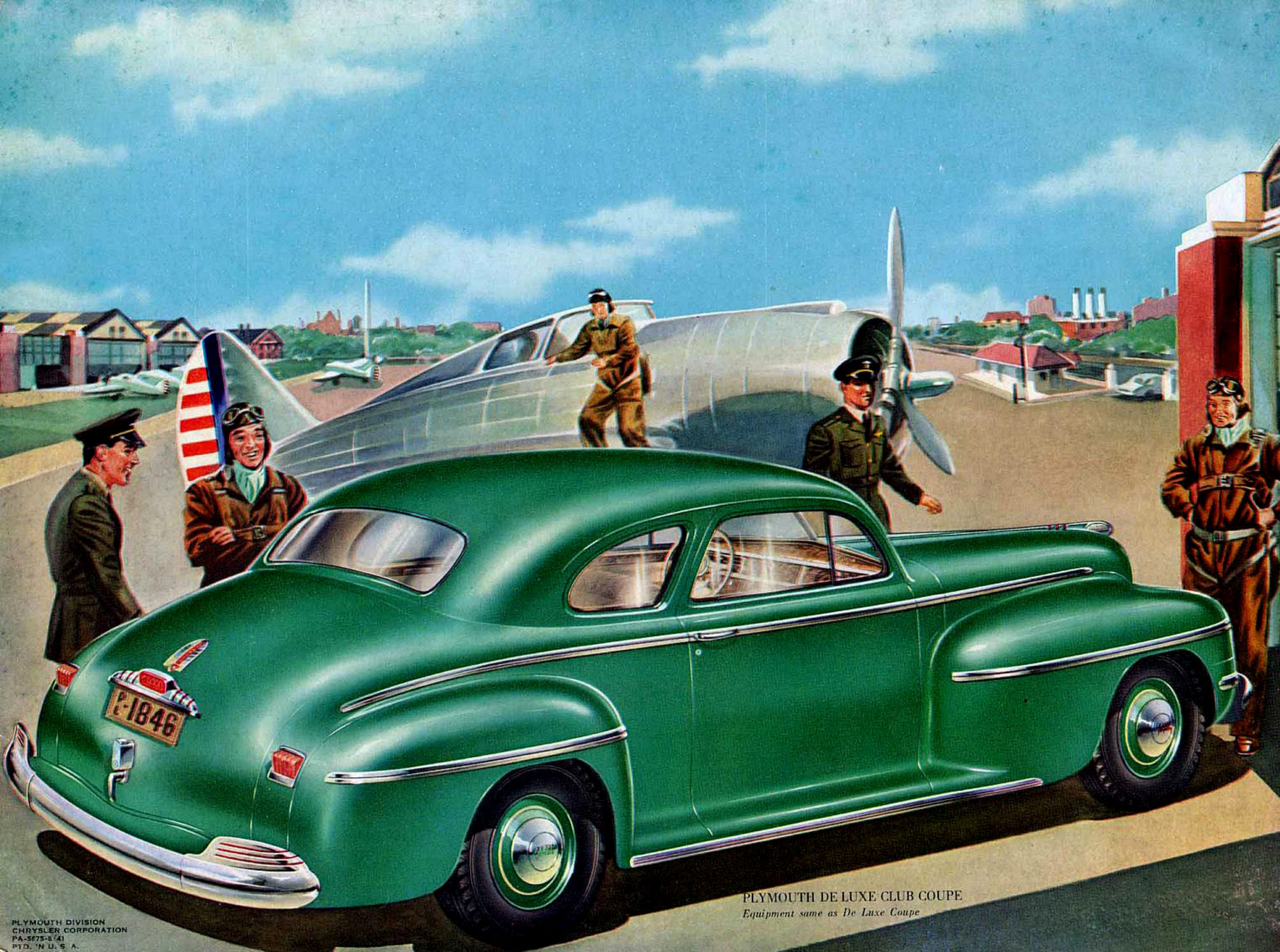


This handsomely grained instrument panel on the Plymouth De Luxe is easy on eyes and pleasing, too.



A beautiful enticement of maroon and silver plastic sets off the harmonizing fabric in this smartly styled interior.





PLYMOUTH DE LUXE CLUB COUPE  
*Equipment same as De Luxe Coupe*

PLYMOUTH DIVISION  
CHRYSLER CORPORATION  
PA-5675-3 (4)  
PTD. 'N U. S. A.