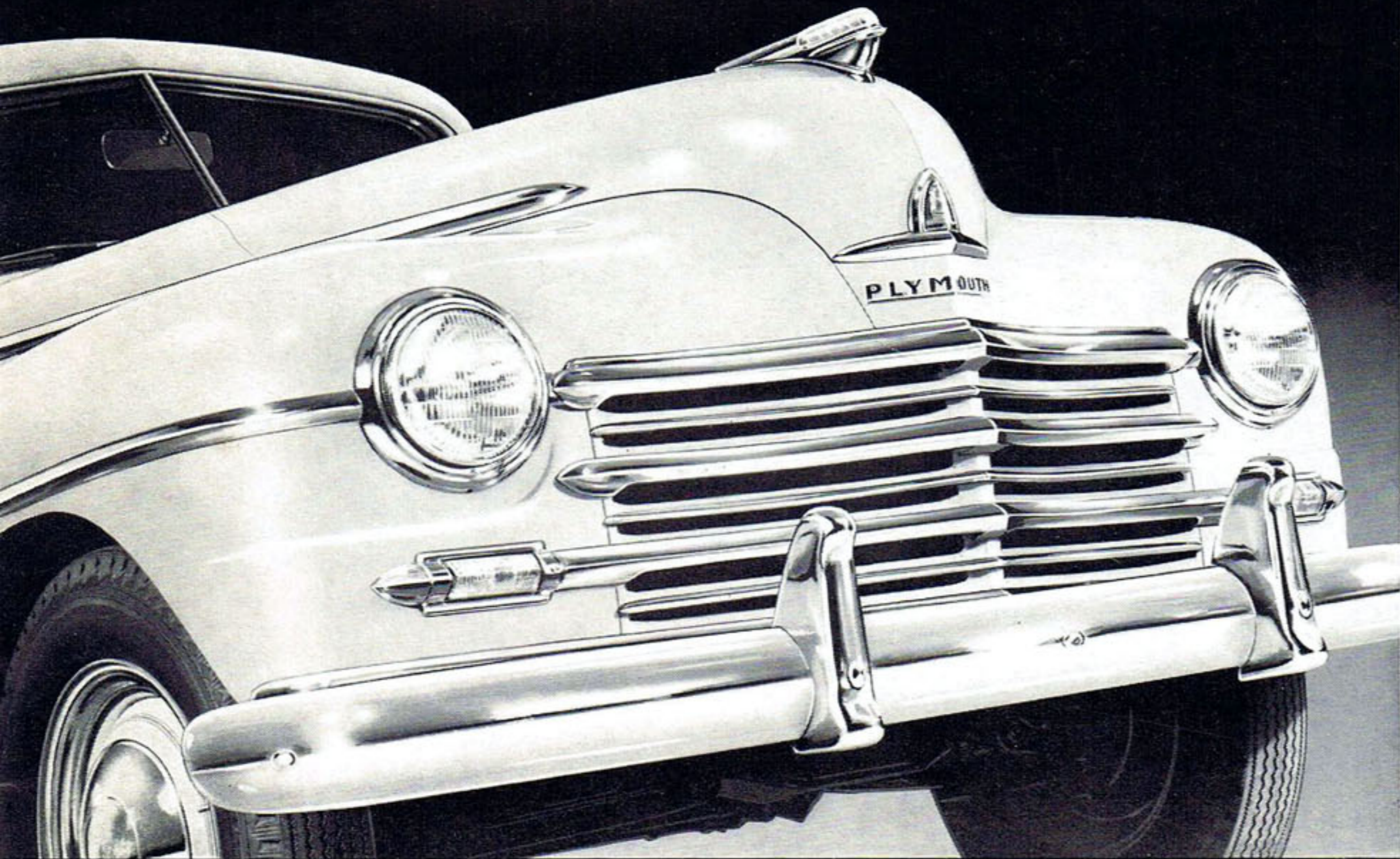


PLYMOUTH



WILLARD KARL MOTORS, INC.

FOUR YEARS BETTER THAN BEFORE!

Four Years Better than Before...

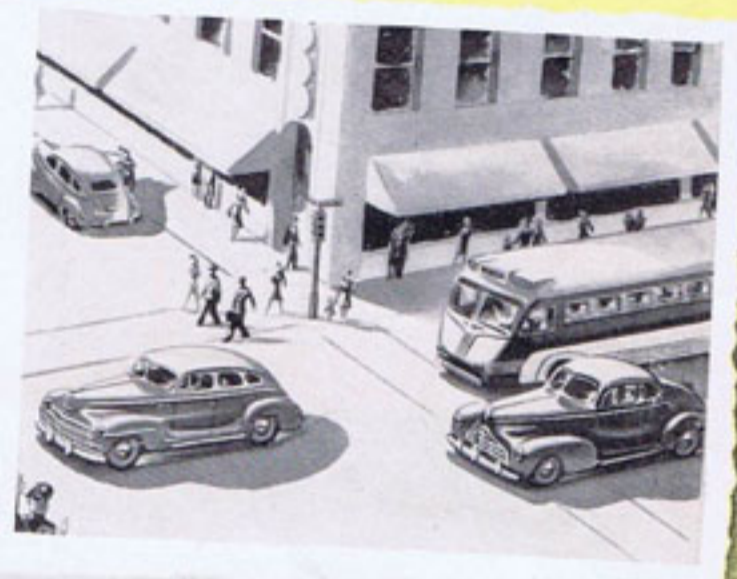
in Style..

There's a sleek, low, hug-the-road appearance about the new Plymouth. The graceful front and rear fenders are fashioned low over the wheels. Wide, brilliant stainless steel fender and body mouldings add to the sweeping lines. The new front end is a masterpiece of styling . . . with wide, heavy stainless steel grille . . . car-width parking lights . . . attractive new chrome and plastic hood ornament—the new Plymouth is brilliantly styled inside and out. . . . Four Years Better Than Before.



in Performance

Touch the starter button on the instrument panel and you barely hear the gentle purr of Plymouth's powerful 95 H.P. (6.6 to 1) high compression L-Head Engine . . . gently press the accelerator pedal and head smoothly and quietly for the open road. You'll hardly know the engine is there because of its famous Floating Power. The Solar spark coil has a new location right atop the engine where shortened wires to the distributor carry a more powerful spark, for easier starting and improved performance.



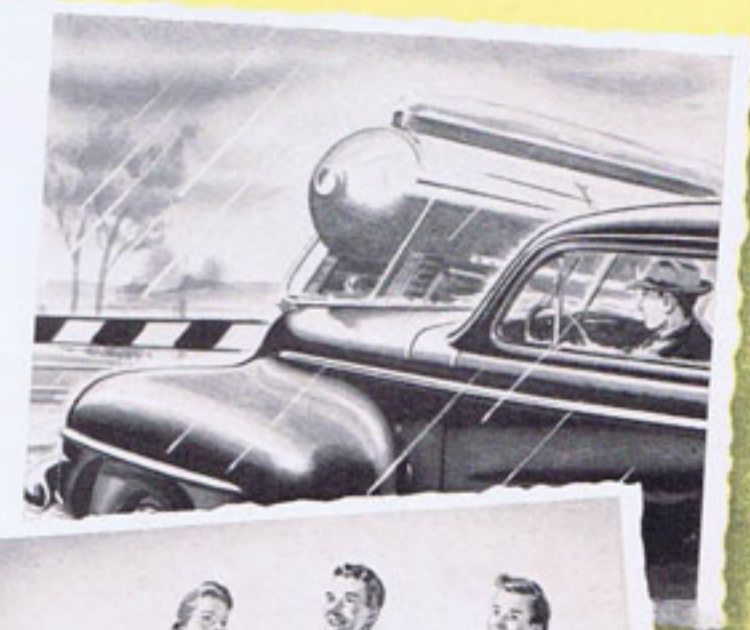
in Economy.

The L-Head power plant is the keystone of Plymouth's low cost of operation and upkeep. To the basically fine engine design are added such features as new scuff-resistant lightweight aluminum pistons with four rings, downdraft carburetor, oil-bath air cleaner, Oilite gas filter, automatic manifold heat control, full-pressure lubrication, burn-resistant exhaust valve seat inserts. The sum total is the new Plymouth engine which offers smooth, powerful performance with record-making economy.



in Safety...

Plymouth's new Safety Hydraulic Brakes are the greatest improvement in automobile brakes since Chrysler Corporation engineers first introduced hydraulic brakes in 1924. They not only increase control and stopping-power, but actually reduce by almost one-third the foot-pressure required to operate them. High on Plymouth's impressive list of safety features are Safety Rim Wheels . . . Safety glass throughout . . . independent pistol-grip hand brake . . . new shock-proof steering . . . and the super-strong Safety-Steel Body with concealed running boards.



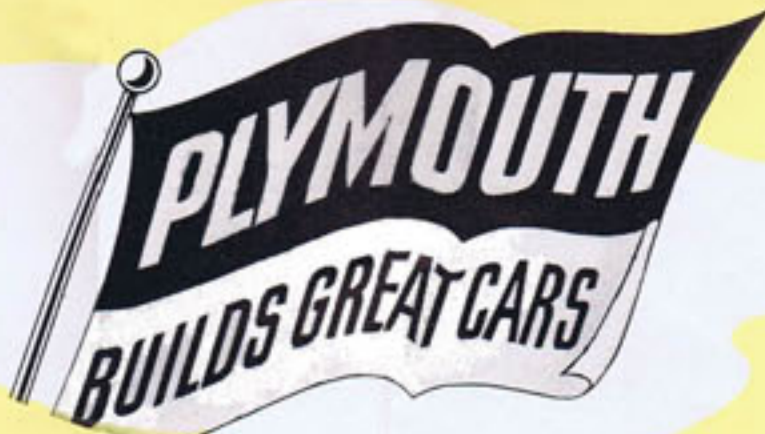
in Comfort..

When you lounge back in the luxury of Plymouth's "chair-height" seats you can really relax—relax and be thoroughly comfortable with Plymouth's controlled, draft free ventilation. The famous Plymouth Balanced Ride is smoother than ever. It's a scientific combination of many features—the long, 117-inch wheelbase, which permits passengers to ride cradled between the axles; airplane-type shock absorbers; independent front wheel springing; front-end sway eliminator; the famed Hotchkiss Drive and numerous other features, all of which combine to provide Plymouth's great ride.

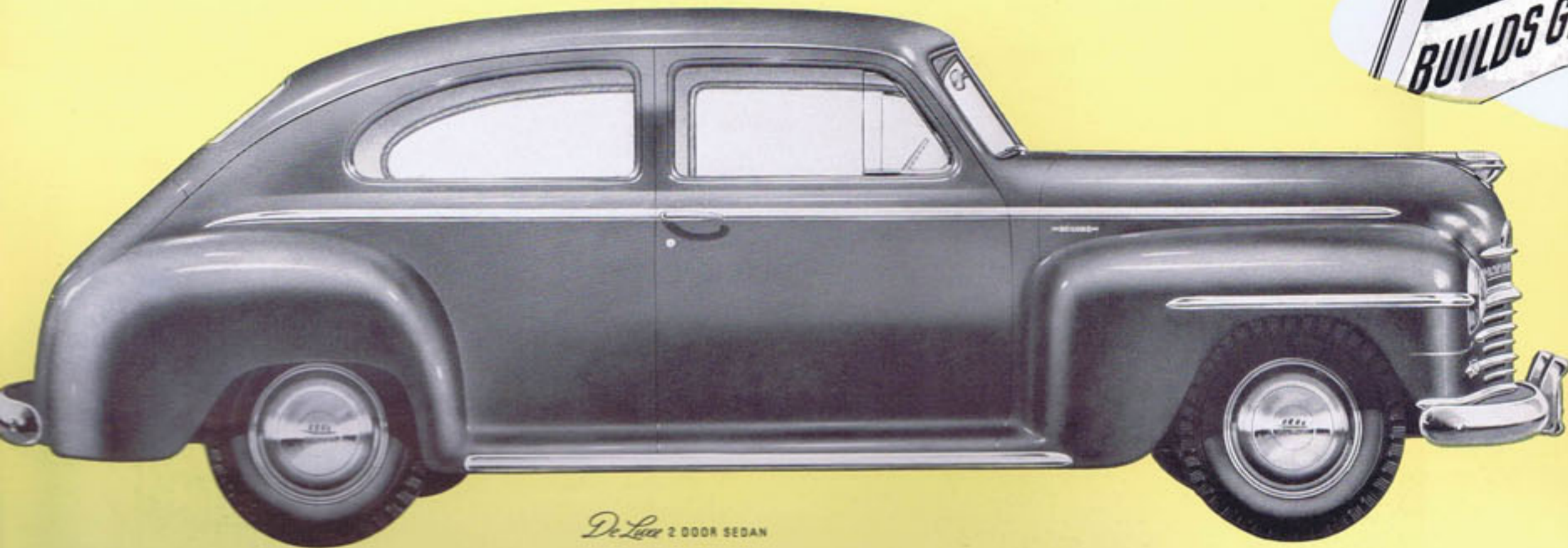


CHRYSLER CORPORATION'S NUMBER ONE CAR

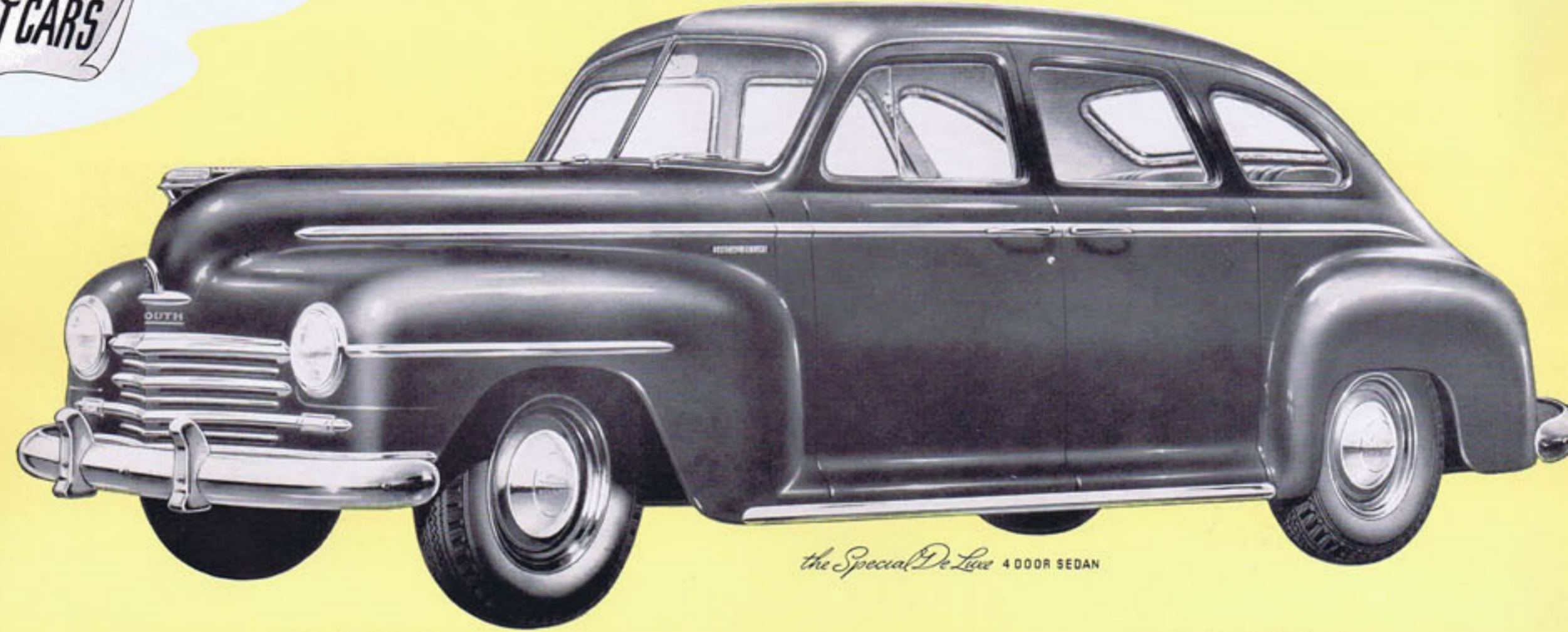
THE PLYMOUTH *DeLuxe*



THE PLYMOUTH *Special DeLuxe*



DeLuxe 2 DOOR SEDAN



the Special DeLuxe 4 DOOR SEDAN



DeLuxe 4 DOOR SEDAN



DeLuxe COUPE



the Special DeLuxe 2 DOOR SEDAN



the Special DeLuxe CLUB COUPE



DeLuxe CLUB COUPE



the Special DeLuxe COUPE



the Special DeLuxe STATION WAGON

For Town or Country

PLYMOUTH PRESENTS

Aristocrat of the line—and yet the most serviceable, all-around passenger car on wheels, is the New Plymouth Special DeLuxe Station Wagon. There are comfortable leatherette chair-height seats for eight, safely housed in a custom body of mahogany or natural finish. Either of the two roomy rear seats is removable for loading luggage, sports equipment, business material or whatever you may wish to carry.

Here's a real appeal—in the sportiest, most beautiful convertible coupe that Plymouth has ever built! The convertible top is automatic and goes up or down at the touch of a button. It fits snugly, too, for Year 'round practicality. Soft leather upholstery matches the color of your choice. You'll drive the standout in any crowd when you're behind the wheel of this ultra-modern Plymouth Convertible Coupe!



the Special DeLuxe CONVERTIBLE COUPE

THE LATEST, GREATEST PLYMOUTH... FOUR YEARS BETTER THAN BEFORE!

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PLYMOUTH
BUILDS GREAT CARS