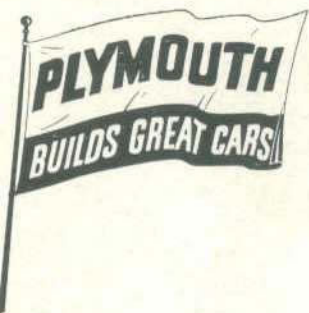


What's New
since '42?

It's Plymouth!



PRINTED
IN U.S.A.

"The Latest, Greatest Plymouth
is Tops in Any League!"

—says
Dick Wakefield
after talking to
Plymouth's
engineer-
ing chief



Dick Wakefield, young, hard-hitting outfielder for the Detroit Tigers, 1945 World Series winners, gets some fast pitching right over the plate from Newton F. Hadley, Plymouth's chief engineer, on the "Latest, Greatest Plymouth."

Hadley winds up for the first pitch by telling Dick that the Latest, Greatest Plymouth is . . .

"Four years better than before
—with 50 major
Improvements!"



"Sure sounds like Plymouth has something on the ball, Mr. Hadley!"

"You can bet on that, Dick! And Plymouth is better because of real teamwork in research, design, precision engineering, and manufacturing. That's why Plymouth builds great cars!"

"How about these improvements? Where did you start?"

"We started with *Style*"



1 "... and designed a wide, low-sweeping grille of stainless steel

2 "... larger parking lights located below the Sealed-Beam head lamps ... more visibility and added safety ...

3 "... and a wide, rugged Body-Guard bumper extending further around the fenders ...

"Looks like a million, but what about rear-end styling?"

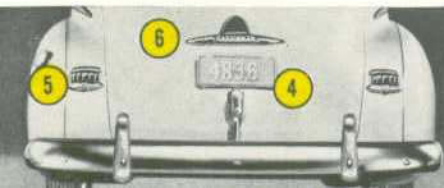
4 "Attaching the rear license plate is easier, Dick ... and the light reflects directly onto the plate.

5 "... twin taillights are set in a distinctive new mounting ... and a new 'directed beam' lens provides more intense light.

6 "This same 'directed beam' type lens is used in the stop light.

7 "To protect the body from flying stones and dirt this new stone shield is used.

8 "New rear fenders cover more of wheel. They're lower, smarter looking. Now, Dick, get behind the wheel, and I'll tell you more!"



9 "A new push-button starter on the instrument panel makes starting easy and convenient.

10 "New steering wheel color blends with the instrument panel ... and

11 "... is set off by this handsome plastic center ornament and chrome (Special De Luxe) ring horn.

12 "And note this Safety-Signal Speedometer has been improved, Dick. The color lighting of both the pointer and the dial is more intense. Both dial and pointer change color to warn of changing speed ranges.

13 "White numerals on a dark, non-glaring background make all instruments more clearly read ... and

14 "... increased lighting makes instrument reading easy at night.

15 "New finish on the instrument frames adds a modern note.

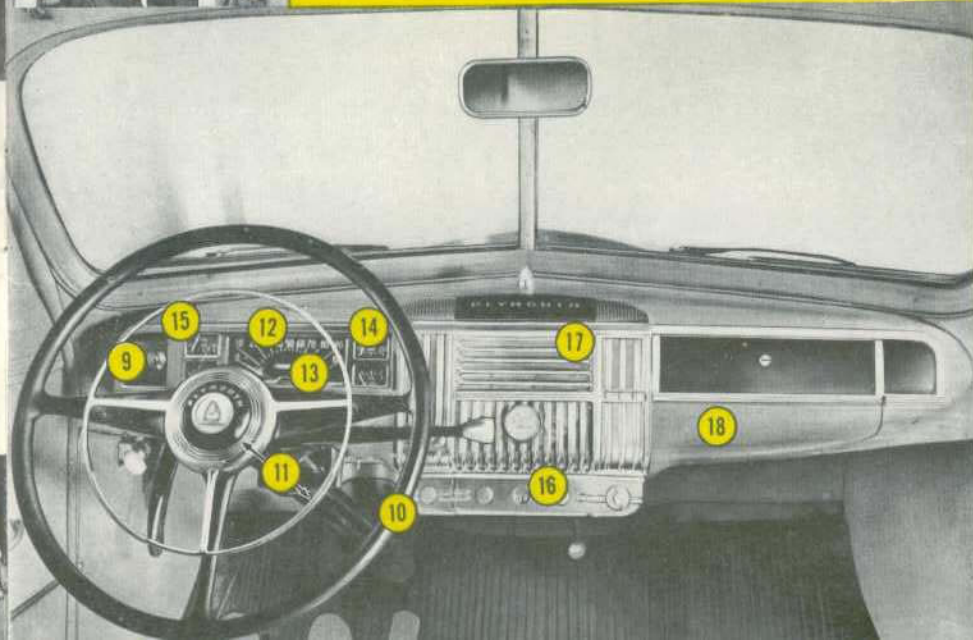
16 "Control knobs of a new distinctive color are of durable, good-looking plastic."

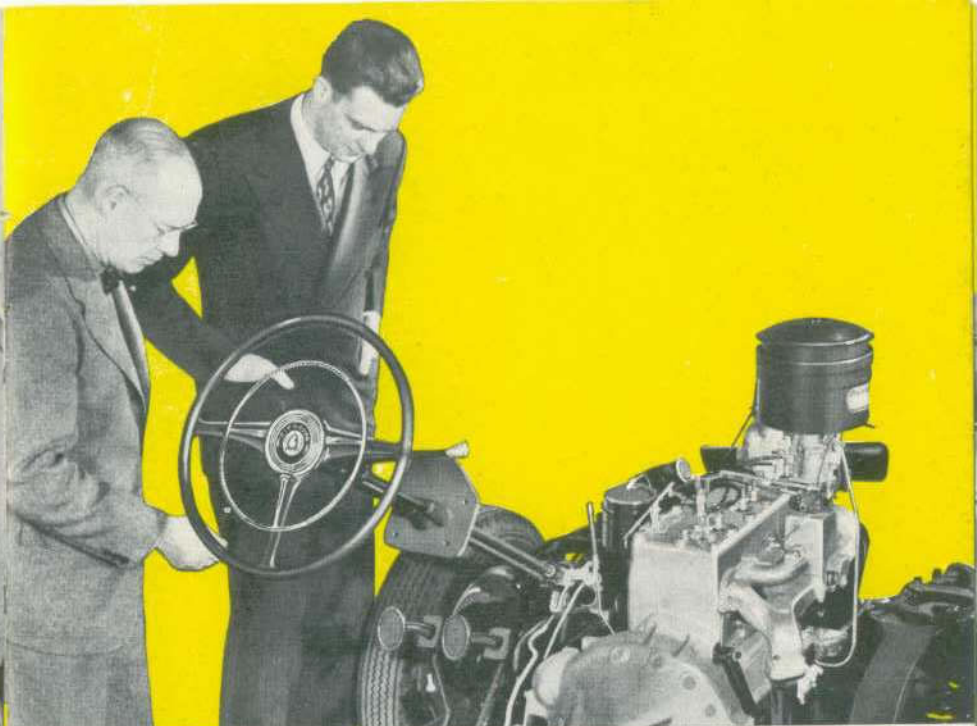
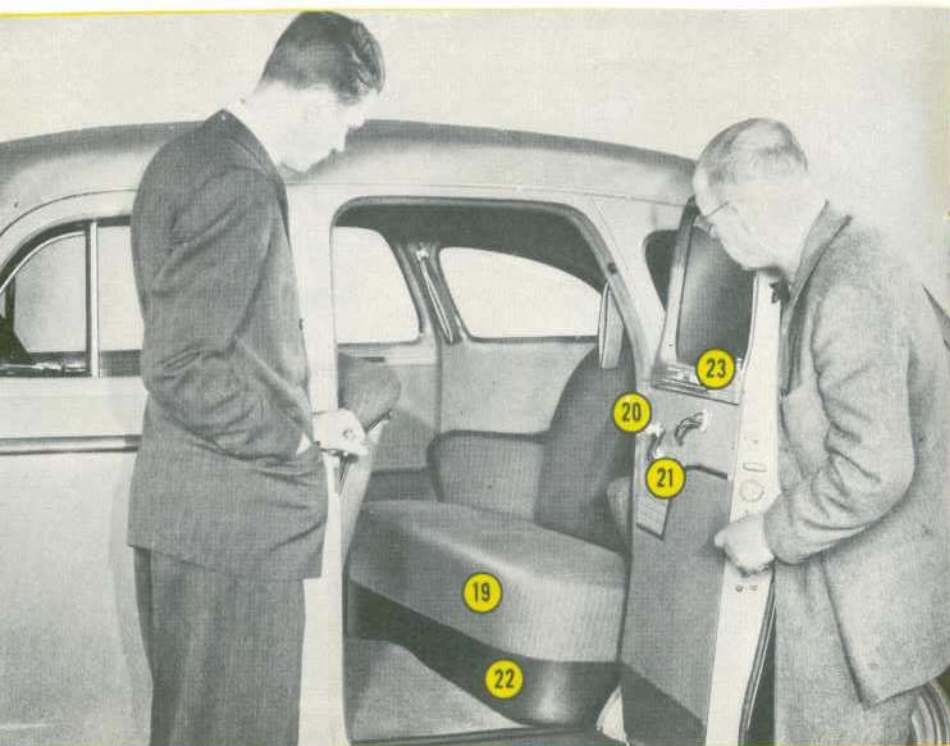
"What's the radio screen made of, Mr. Hadley?"

17 "It's chrome-plated wire mesh, Dick. Adds sparkle, doesn't it?"

18 "... and new wood graining on the panel adds richness.

"We combined smart styling, comfort and convenience in the front end compartment"





"Now, give me the lowdown on Improvements in this big rear compartment"

- 19** "First, Dick, notice the unusual smartness and dignity of this newly styled trim.
- 20** "Then . . . how the addition of oyster white plastic window regulator knobs which are accentuated by . . .
- 21** ". . . new plastic escutcheons for window regulator handles and door handles (Special De Luxe) increase tone and color harmony.
- 22** "Dark-red scuff panels at the base of seats and doors touch off lighter interior colors . . . protect fabric.
- 23** "Also, Dick, note how the wood grain finish on the window trim increases the beauty of this big, comfortable rear compartment."

"Comfortable is right! I'm six feet, four inches tall and there's plenty of room!"

"Dick, here's the biggest improvement in brakes since we first introduced hydraulic brakes"

- 24** "Plymouth's improved 'Safety Hydraulic Brakes' represent the greatest advance that has been made in braking efficiency since the introduction of the hydraulic brake. "This revolutionary hydraulic brake system utilizes an individual cylinder for each shoe in the front wheel brakes while the rear wheel brakes are designed to operate in conjunction with those in front. This system assures balanced brake action under all conditions.
- "Balanced brake action means **greater safety, greater ease of operation, and more economy.** Better braking efficiency is also provided . . . foot pedal effort is reduced 25%. More accurate control and 60% more brake action gives surer, safer stops. Better distribution of brake lining wear results in longer life . . . fewer adjustments . . . lower maintenance."

Mr. Hadley: "That's another hit for Chrysler Corporation's SAFETY engineering."

"And there are 10 major improvements in the chassis alone!"

"That looks like another big inning for Plymouth! What's the story, Mr. Hadley?"



"First, we have the new Safety Hydraulic Brakes, which we've just discussed. They offer greater controllability, safer stops, easier operation. . .

25 ". . . and a new oil seal protects against lubricant leaking into brake housing.

26 ". . . tire chain strap slots on wheels are larger . . . it's easier to put on chains.

27 "A new sway eliminator bar gives more stability on curves . . . more front wheel clearance.

28 "Brake and clutch pedal shake is reduced by improved shaft mounting.

29 "An improved rear universal joint gives longer life with minimum service.

30 "A synthetic rubber boot on front end of propeller shaft keeps out dirt and water.

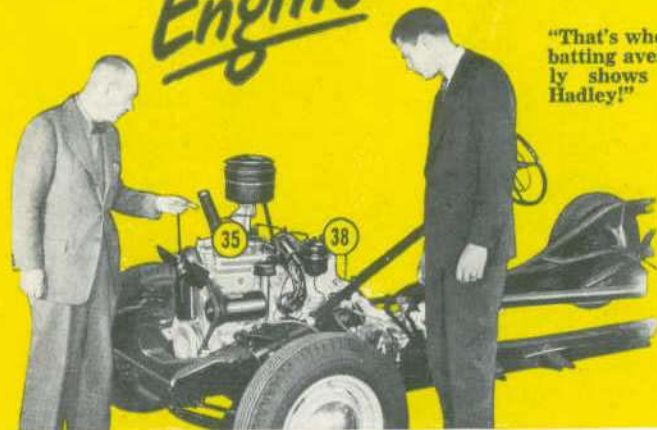
31 "Gearshifting has been made even easier . . . and

32 ". . . an engineering change in the transmission improves synchronization of gears when shifting.

33 "And to make it easier to remove tires, a new bumper jack also serves as a tool to remove tires from rims."

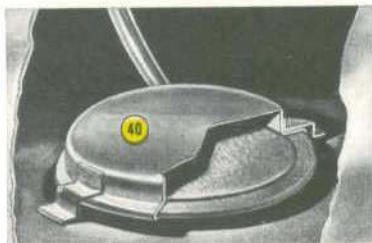
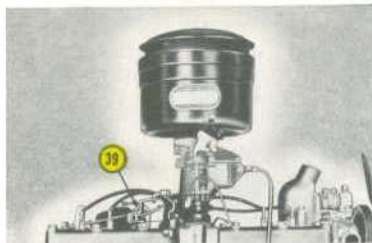
"That lineup of improvements packs more dynamite than an All-Star game, Mr. Hadley! No wonder Plymouth is first choice with so many people! It certainly is the best engineered of all three!"

"We also improved *Engine* performance"



"That's where a car's batting average really shows up, Mr. Hadley!"

- 34 "Right, Dick, and what a wallop this Plymouth engine packs! That's because of such features as light-weight 'U' slot, plated-aluminum pistons . . .
- 35 "an improved copper and asbestos cylinder head gasket . . .
- 36 "and a new rotary type oil pump increases idle pressure and is even quieter.
- 37 "More punch is added by plating the two upper (compression) rings in each cylinder.
- 38 "Here's another performance booster—a new oil filter using airplane-type oil filtration!
- 39 "New throttle linkage gives more direct pedal-to-carburetor control . . . less 'drag' . . . fewer parts.
- 40 "And Plymouth now uses a new lifetime Oilite gasoline filter located in the fuel tank. Our engineers developed this filter during the war for Army vehicles."



"How about Plymouth's improved Safety-Steel body?"

- 41 "Dick, more of the underpart and inside of the body is now treated against corrosion . . . stays safe longer.
- 42 "A primer-coat on inside of the doors keeps sheet metal in doors rust-free longer. Rusty metal is not safe."
"Why even an 'ump' would have to call you safe in a Plymouth body, Mr. Hadley!"
- 43 "Absolutely, Dick, and we also fight damaging rust by improved door and body drainage.



- 44 "Window regulator action stays smooth longer due to increased corrosion protection for moving parts.

"Here's still another group of features that are *New* since '42!"



- 45 "For instance, Dick, the generator regulator is now protected by a dust- and waterproof case. That means longer, steadier service.
- 46 "Dick, these new spark plugs are built for heavy-duty use. Heavier electrodes give wider operating range.
- 47 "We've gained a big lead over wiring troubles by relocating electrical units and simplifying the wiring system.
- 48 "We improved Plymouth's ignition wiring by placing the ignition coil above the distributor."

"What a play-by-play story, Mr. Hadley! Forty-eight improvements! Plymouth sure does build great cars!"

"But, wait, Dick . . . that's not all the story!"

"Here's a bonus of *Additional* features!"

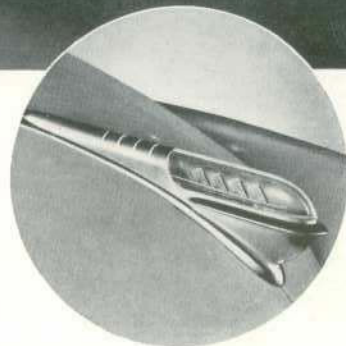


"Do you mean to tell me, Mr. Hadley, that there are actually more than forty-eight improvements in the new Plymouth?"

"That's right, Dick. We have already looked at 48 . . . but we didn't stop there. Here's a few more:

"Improved body insulation and sealing in the Latest, Greatest Plymouth protects passengers against temperature extremes and absorbs vibration and noises.

"Then, too, the wider, smarter belt molding around the body is there to stay . . . plenty of fasteners are used!

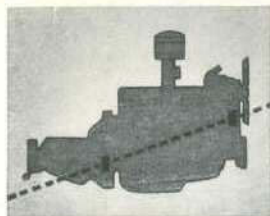


"And adding a final touch of smartness to the new Plymouth is a clear plastic and chrome-plated hood ornament."

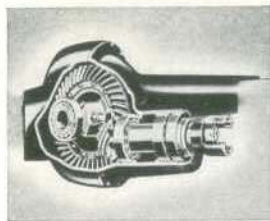
What about Plymouth's famous "engineering extras," Mr. Hadley?



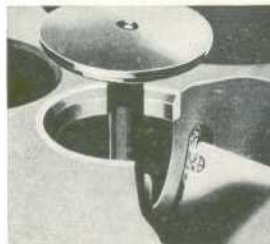
"Dick, Plymouth's advanced engineering is out in front more than ever!"



Floating Power



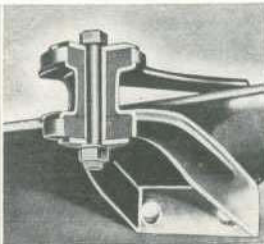
Hypoid Rear Axle



Exhaust Valve Seat Inserts



Chain-Driven Camshaft



Rubber Body Mountings

"Plymouth offers many important features not usually found in low-priced cars.

"For example, Plymouth Floating Power Engine Mountings, which reduce engine vibration . . . Hypoid Rear Axle—quieter, longer-lived than the ordinary spiral bevel type . . . Exhaust Valve Seat Inserts which cut down valve grinding expense and maintain good performance . . . a quiet, long-lasting Chain-Driven Camshaft . . . Rubber-Cushion Body Mountings to keep out chassis and road noise . . . Six Cylinder L-Head Engine for power, plus economy . . . Floating-Type Oil Intake for better lubrication . . . Rotary Door Latches . . . high-priced car roominess . . . that's only a few, Dick!"

"That makes Plymouth the winner on my score card, Mr. Hadley! Plymouth sure has raised value standards in beauty, safety, performance, and economy!"

The car that's
Really New
—and
Worth Waiting For



—It's

PLYMOUTH