



P L Y M O U T H

HATHAWAY MOTOR COMPANY
DODGE PLYMOUTH
THIRD AT MERRILL MUSKEGON, MICHIGAN

CONCORD
CAMBRIDGE
CRANBROOK



Plymouth the Jewel of the low price field-

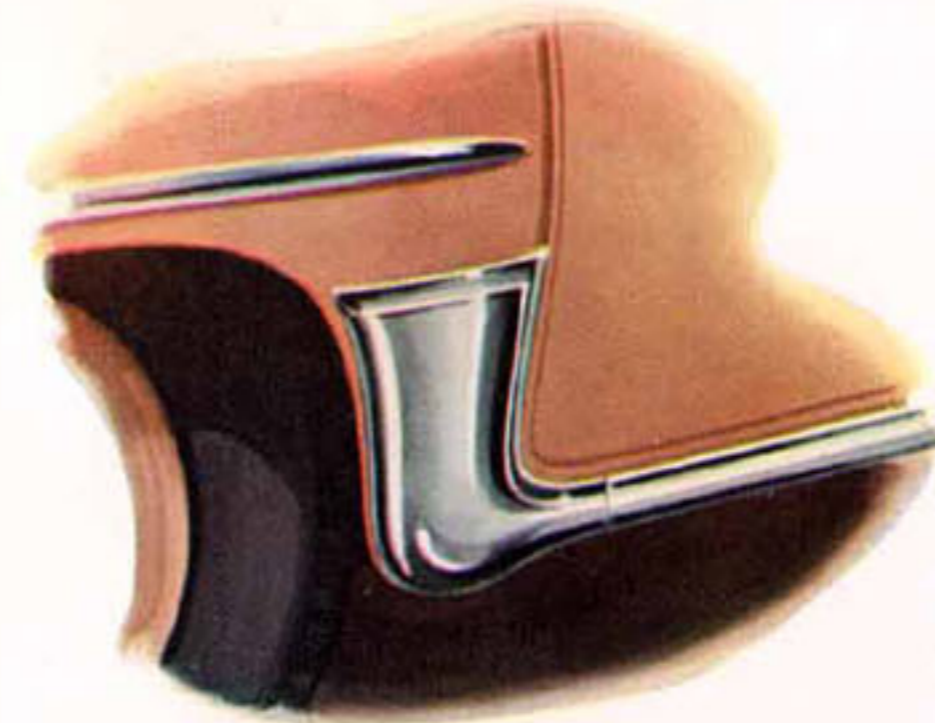
From the luxurious "jewel-case" interiors to the gem-like precision of its fine engineering, quality stands out everywhere in this great Plymouth! Now, more than ever, it's the low-priced car most like the high-priced cars.

It offers you a long list of "exclusives" in the low-priced field, and many features not available even in cars costing hundreds of dollars more!

One such feature is "Safety-Flow Ride," a new use of hydraulics to give you stability, safety and comfort never possible before on rough roads. "Safety-Flow Ride" smooths out bumps and holes, gliding over them in a steady flow of motion that is, quite literally, a new experience in comfort for the passengers and peace of mind for the driver.



The **CAMBRIDGE CLUB COUPE**



THE GLOVE COMPARTMENT is exceptionally roomy, and it's easy to get at, too. The latch is set out from the surface so you get a firm and comfortable grip as you push the button.

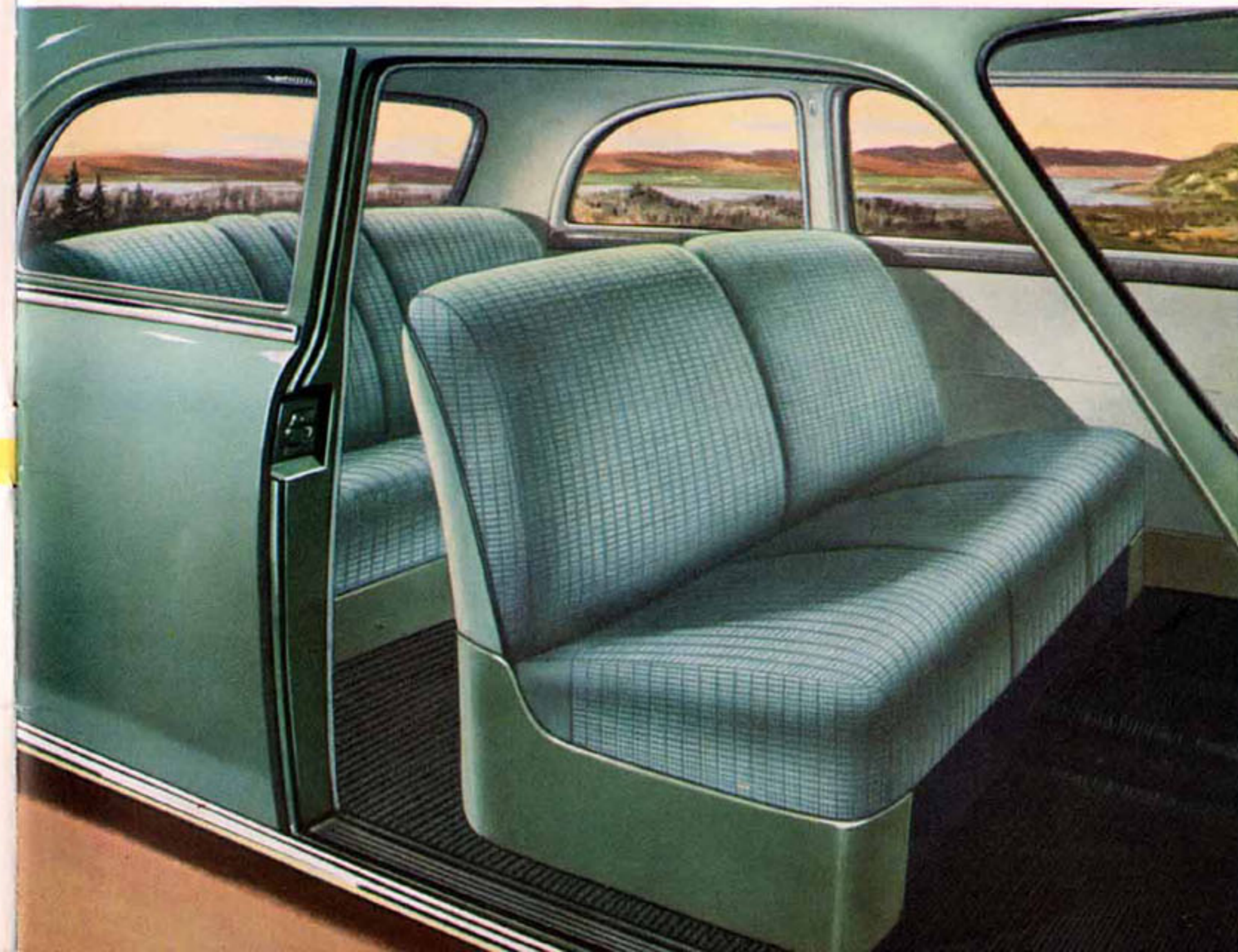
STONE SHIELDS, beautifully chrome-plated, are designed to blend smoothly into the adjacent moulding. They're available as special equipment. The smartly tapered fender moulding is placed low to emphasize the long, low lines of the car.



INTERIOR ILLUMINATION is provided in Plymouth cars by a smartly styled dome light in the rear compartment positioned so that when you turn it on the entire car is flooded with light.



HEAD ROOM isn't sacrificed anywhere, even in the corners, where many modern designs tend to knock your hat off. This Plymouth has even *more* head room than last year's—and Plymouth has always been a roomy car.

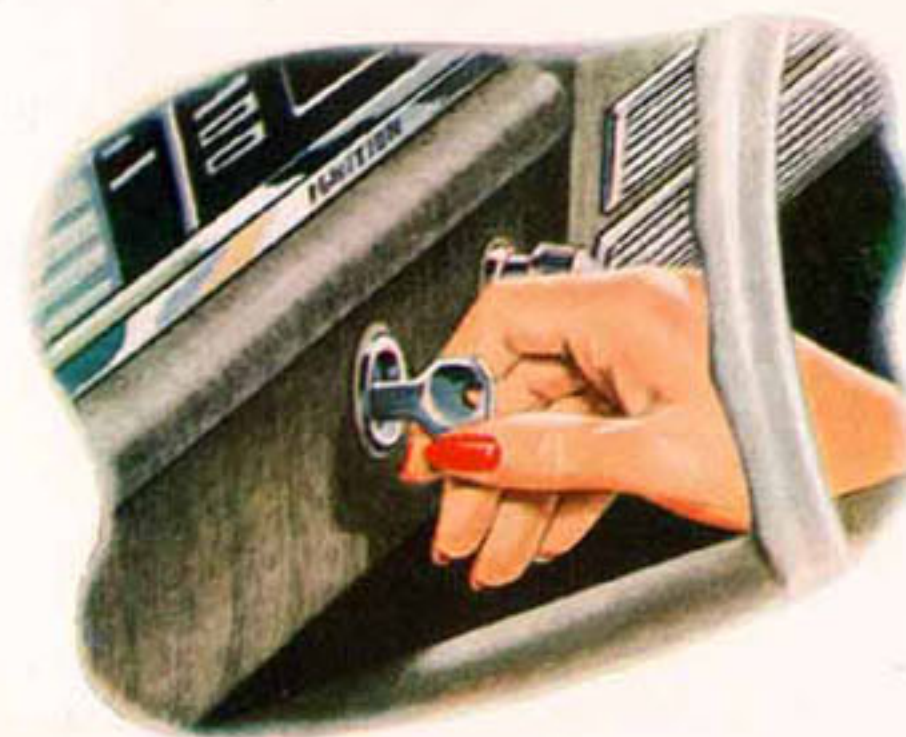


The Color-harmonized Interior of
THE CAMBRIDGE CLUB COUPE

As in all Plymouth models, upholstery, fabrics, and finishing of the interior blend in a rich color harmony that is appropriate for the exterior color. The back of the front seat is recessed at the bottom to allow ample toe and foot room for rear seat passengers. Door openings are extra wide, and front seat backs tilt inward as they fold forward, to allow easy and graceful access to the rear compartment.

Living-room Comfort in the
CAMBRIDGE FOUR DOOR SEDAN

Seats are chair-height and are made in a three-pillow construction that assures full comfort for each individual passenger. In rich color harmony with all the other interior trim, kick pads of vinyl plastic fabric extend around the base of the rear seat cushion, the base of the doors and the base of the front seat. An attractive ash receiver is flush-mounted in the back of the front seat.



TURN THE KEY and three things happen at once: the ignition is on, the engine is running, and the Electric Choke is automatically regulating the fuel mixture for a smooth and economical warm-up. In no other low-priced car does an ignition key do all this!

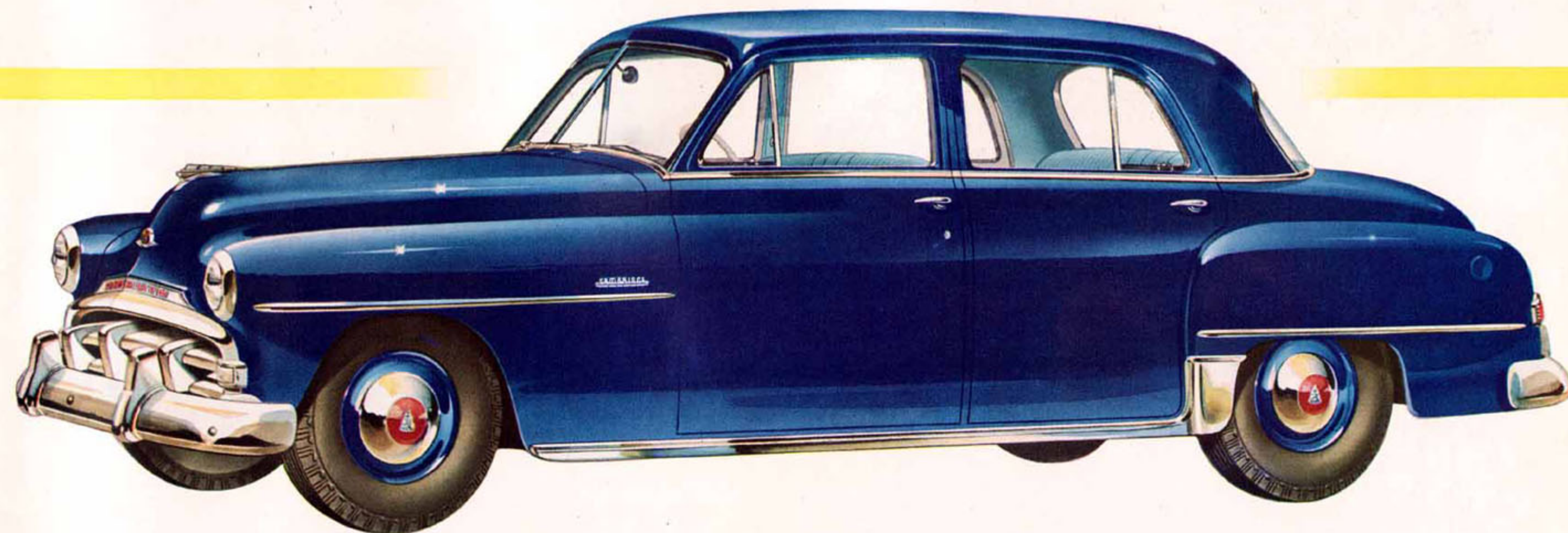
VENTILATION wings on both front and rear doors give you a quick and easy way of controlling air circulation. A special locking nut on these wings protects against thievery. Just turn the nut; then the release button cannot be pushed in and the vent wing will resist prying from the outside.



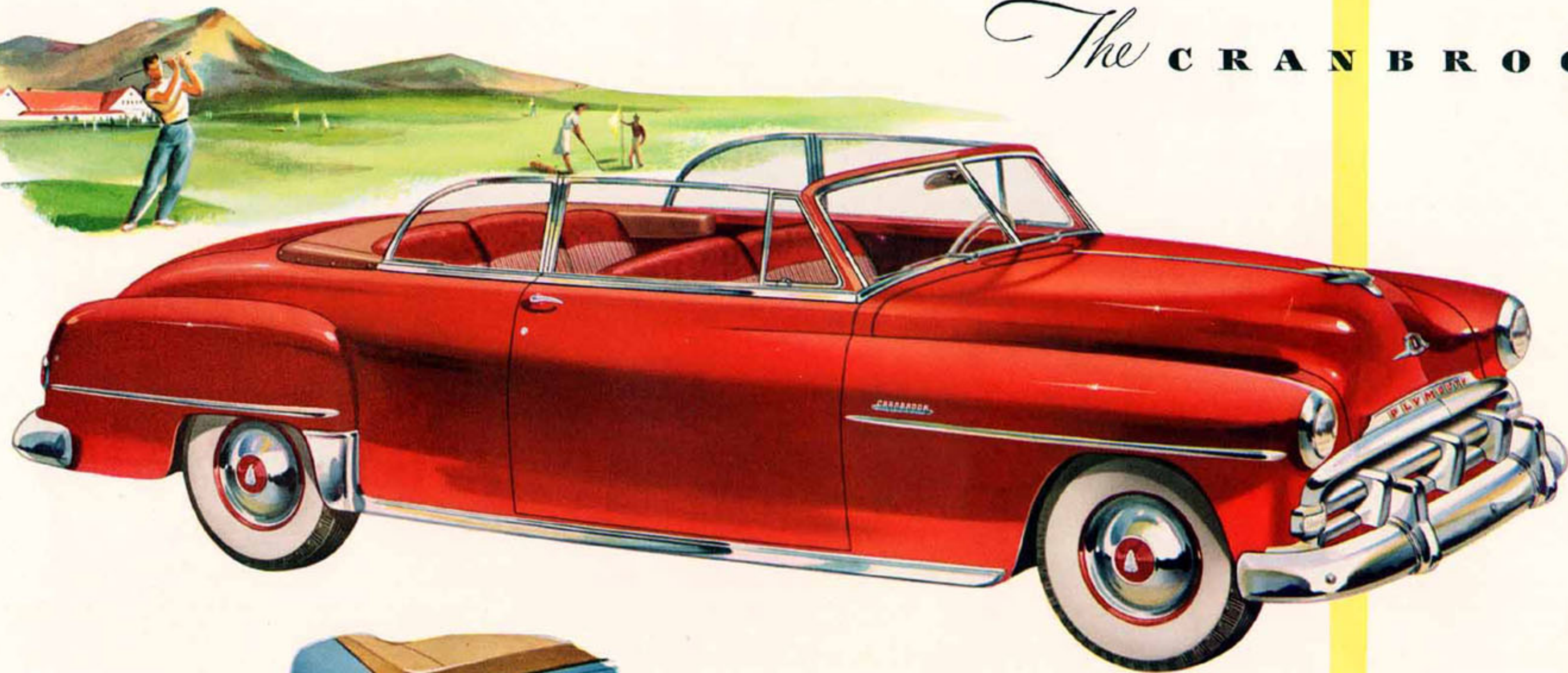
THE LUGGAGE COMPARTMENT is extra roomy and the floor is carpeted to prevent scuffing of luggage. Also, the floor is level with the opening edge so you can slide heavy luggage in without lifting it over a lip or flange. The jack is spring-mounted to prevent rattling.



The **CAMBRIDGE FOUR DOOR SEDAN**



The **C R A N B R O O K C O N V E R T I B L E C L U B C O U P E**



GRACEFUL fenders sweep back to meet the massive bumpers that provide full protection and accentuate the low, wide appearance.

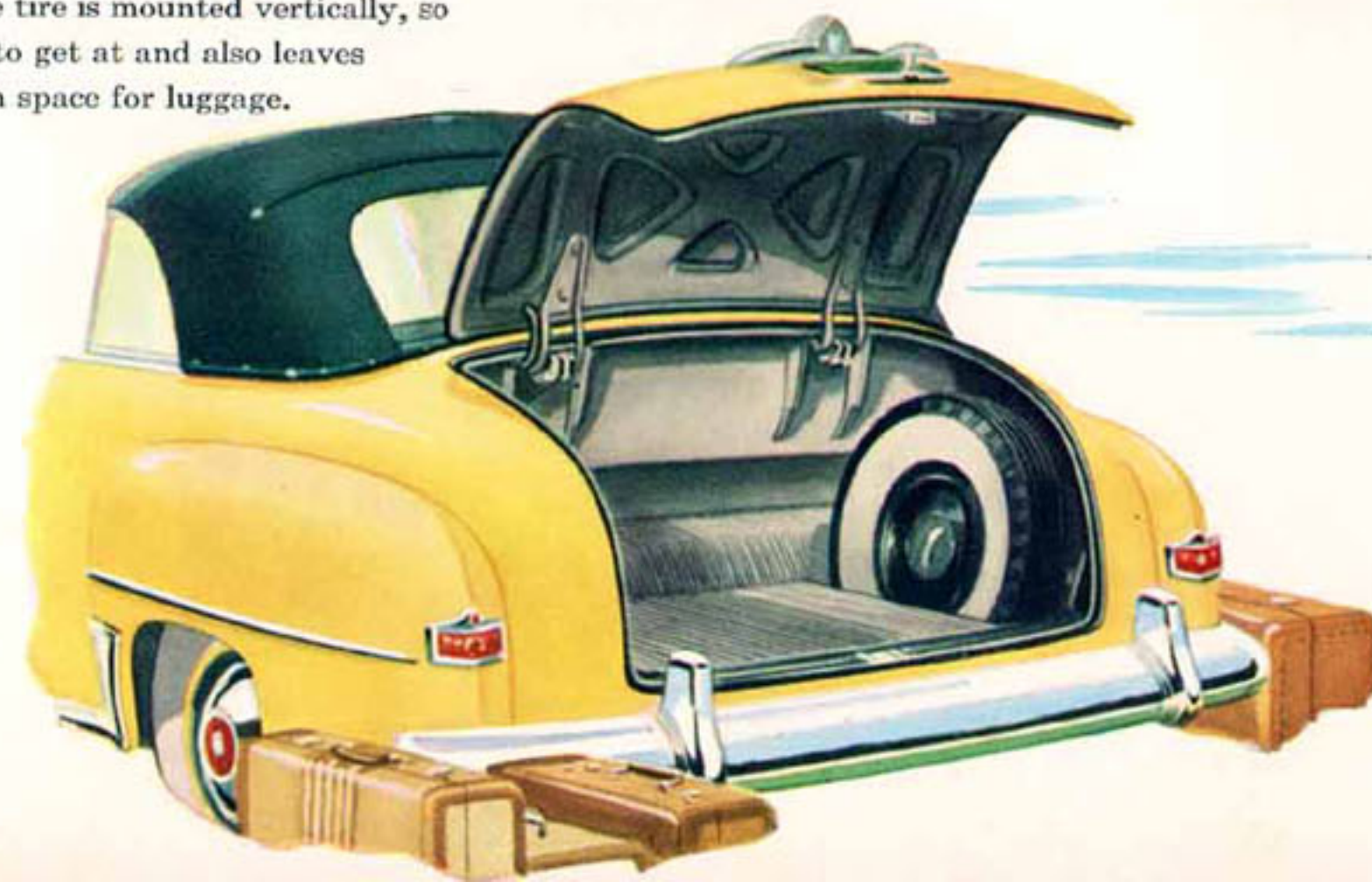


STYLED for enjoyment of living, the "Cranbrook" Convertible can be open to the sky and sun one minute, closed tight and weather-proof the next, for a push of the button brings the top up automatically. It's easily heated and warm in winter. A double-size rear window (made of unbreakable vinyl plastic instead of glass) provides ample vision to the rear. Rear quarter windows also aid all-around vision.

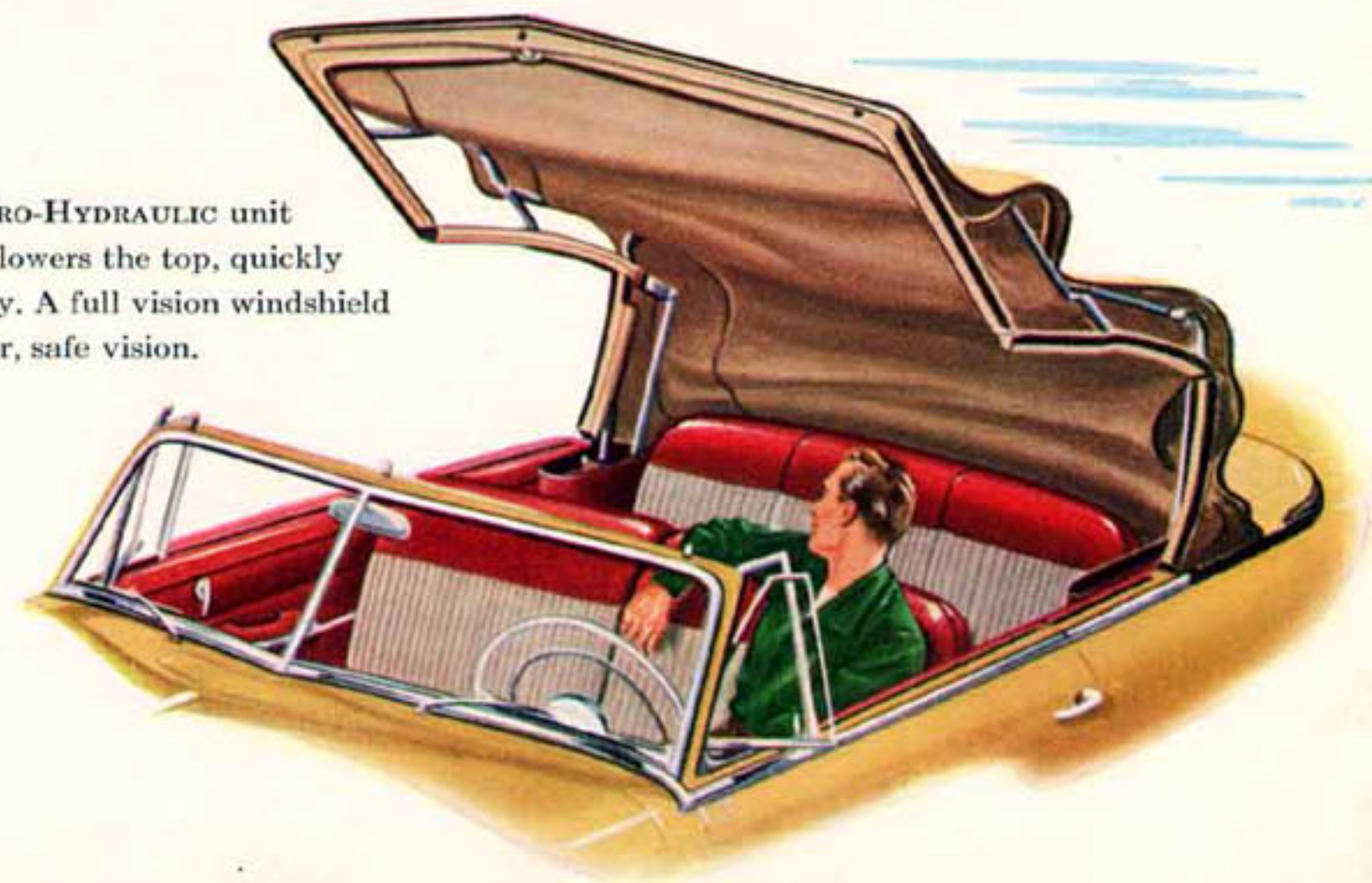
THE INTERIOR is tailored in materials that harmonize beautifully with the exterior color. The wide comfortable seats are upholstered in attractive fabrics, with seat backs and trim in soft, durable vinyl plastic. A heavy "X-member" frame adds great strength and rigidity to the body.



ROOMINESS is a welcome feature of the luggage compartment. The spare tire is mounted vertically, so it's easy to get at and also leaves maximum space for luggage.



AN ELECTRO-HYDRAULIC unit raises and lowers the top, quickly and silently. A full vision windshield allows clear, safe vision.





DOOR OPENINGS are wide, sills low, and doors swing farther open than those of any other low-priced car. This means you can walk right out of the car—or into it, without crouching or edging sideways. It means exits and entrances that are easier and more graceful—a feature you'll appreciate.

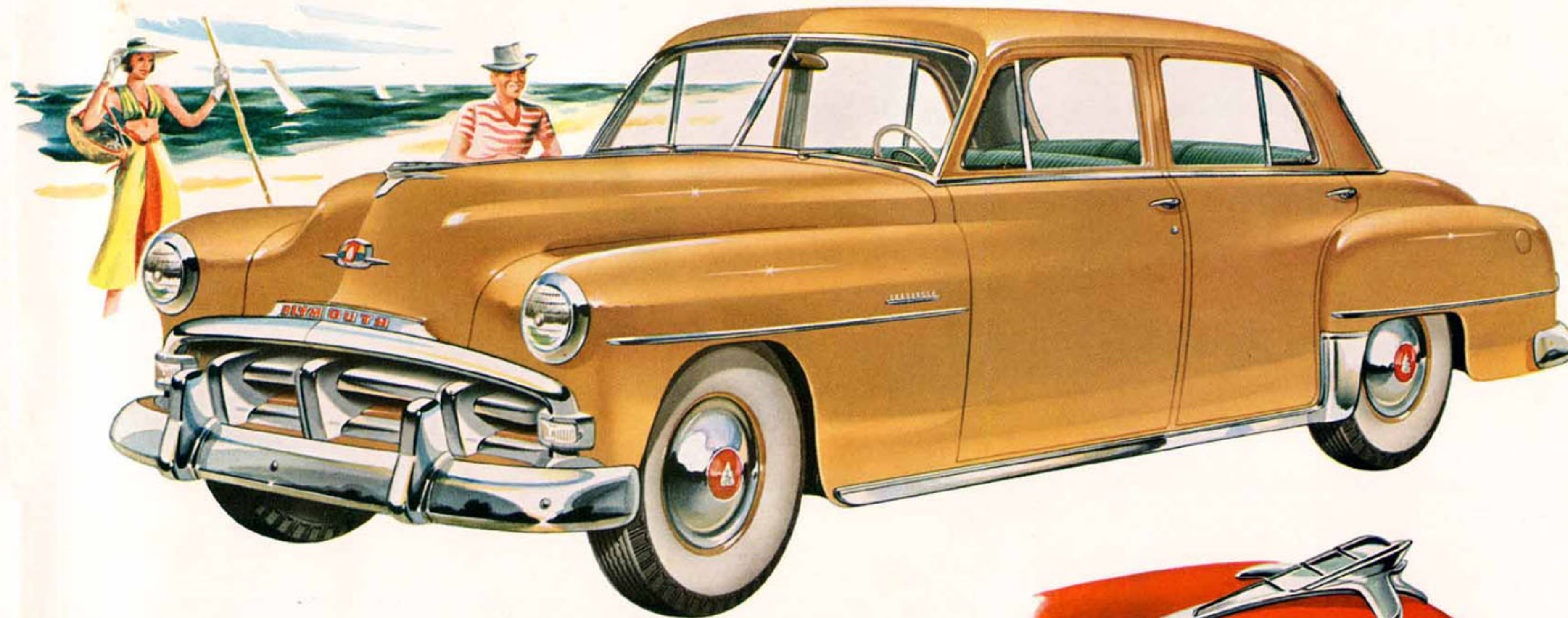


THIS IS TOP LUXURY in the low-priced field—the interior of the "Cranbrook" Four-Door Sedan. Here you'll find roominess, comfort and tasteful color harmony. Fine upholstery fabrics, plastic scuff pads, two-toned door panels, gray walnut-grained dash, garnish mouldings and other trim all blend together in a rich and pleasing combination.



CHAIR HEIGHT seats mean fatigue-free comfort even on the longest trips. Instead of sitting down low, tilted back, with your knees high, you're held up naturally and your legs and back have full support.

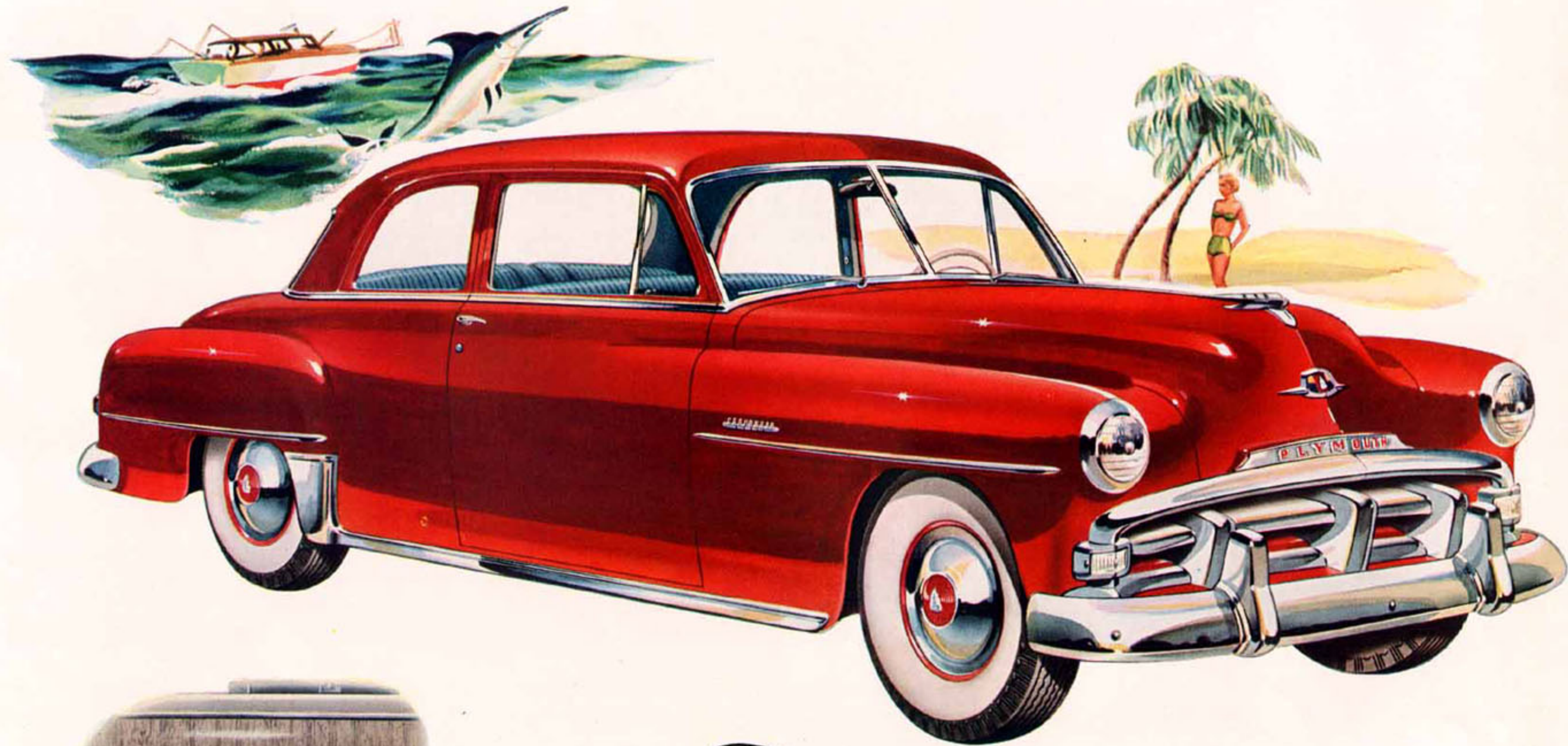
The CRANBROOK FOUR DOOR SEDAN



The roof line curves smoothly, yet provides for great roominess within. The wide, sloping hood means excellent vision; you can see objects close to the car. From front to rear, Plymouth style makes sense—and value!



Symbol of smooth going—this gleaming hood ornament!



The **C R A N B R O O K C L U B C O U P E**

THE GLEAMING DOOR HANDLES are designed for beauty as well as usefulness. Dependable rotary-type latches operate easily and keep the door firmly and quietly closed.

For those who want the smart styling of a coupe and also need the passenger accommodations of a sedan the Cranbrook Club Coupe is ideal. It offers accommodations for six persons, and has an extra spacious luggage compartment at the rear. Interior



LIKE ALL PLYMOUTHS, this model has exceptional all-around vision. The front pillar posts are narrower, the rear-view mirror is wider, and the rear window is larger than in previous models.



THE INSTRUMENT PANEL is finished in an attractive gray walnut vertical grain. This finish is also carried into interior garnish mouldings. The newly designed speedometer and gauges are in a single rectangular housing, where they can be easily read at a glance. Controls are conveniently grouped.



trim and rich upholstery fabrics tailored over chair height seats, blend harmoniously with exciting new exterior body colors to provide new style and luxury. Arm rests on both front doors are provided as an added measure of comfort.

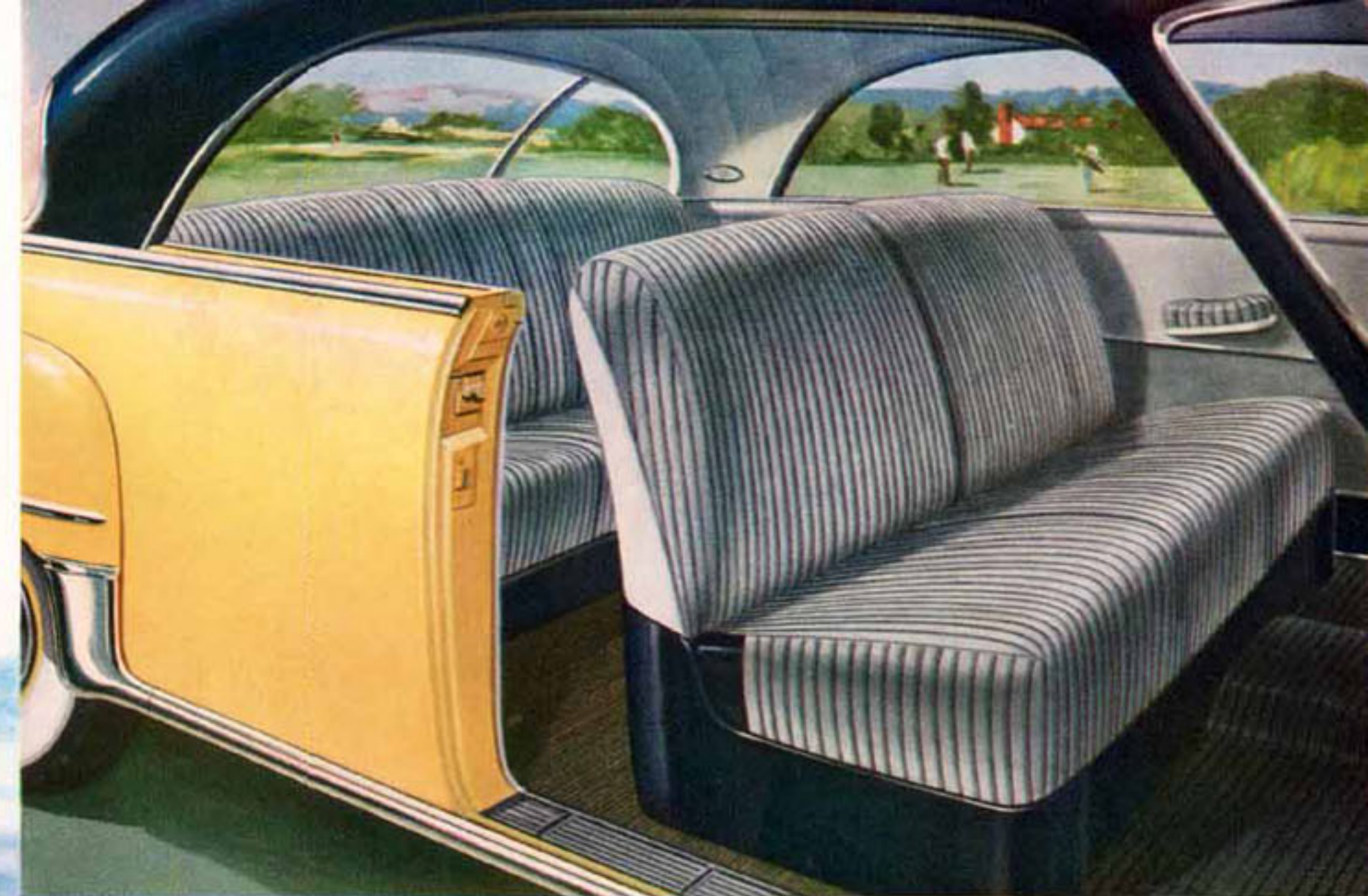
THE FRONT SEAT rises as it moves forward, a great convenience for shorter people. A slight lift of the lever allows the seat to move easily on its roller bearings.



The **PLYMOUTH CRANBROOK BELVEDERE**



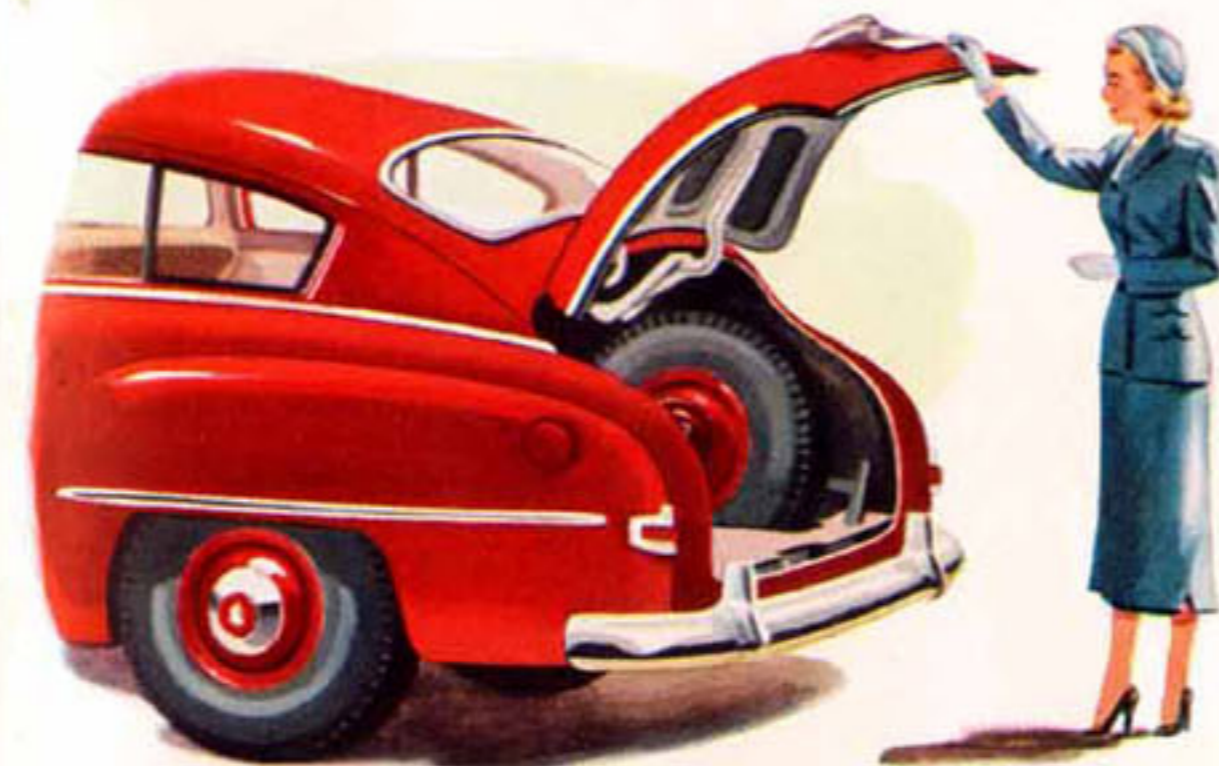
DISTINCTIVE BEAUTY is apparent everywhere in the interior styling of the Belvedere. Notice the smartly tailored seat backs and seats—the alternating dark and light shades in the side and door panels—the large comfortable arm rests—the quarter lights on each side of the rear seat.



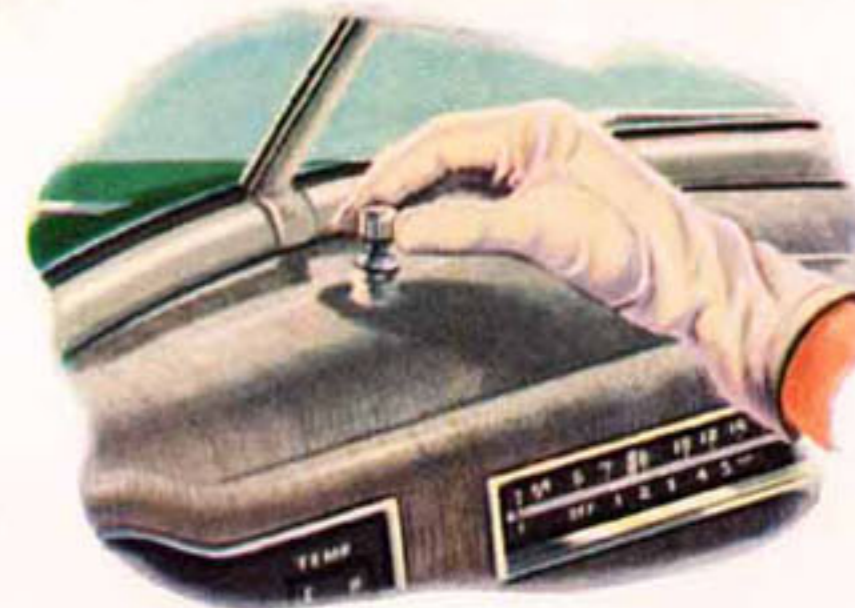
THE BRILLIANT NEW BELVEDERE is a perfect blend of smart styling and unusual gracefulness. Whatever your motoring wants—closed car or semi-sport enclosed car—you will find in the Belvedere the answer to your personal needs. As a sport car the sides are completely open when the windows are down—no post is used between the side windows. With windows up it is as weather tight as a Club Coupe.



The **CONCORD TWO DOOR SEDAN**

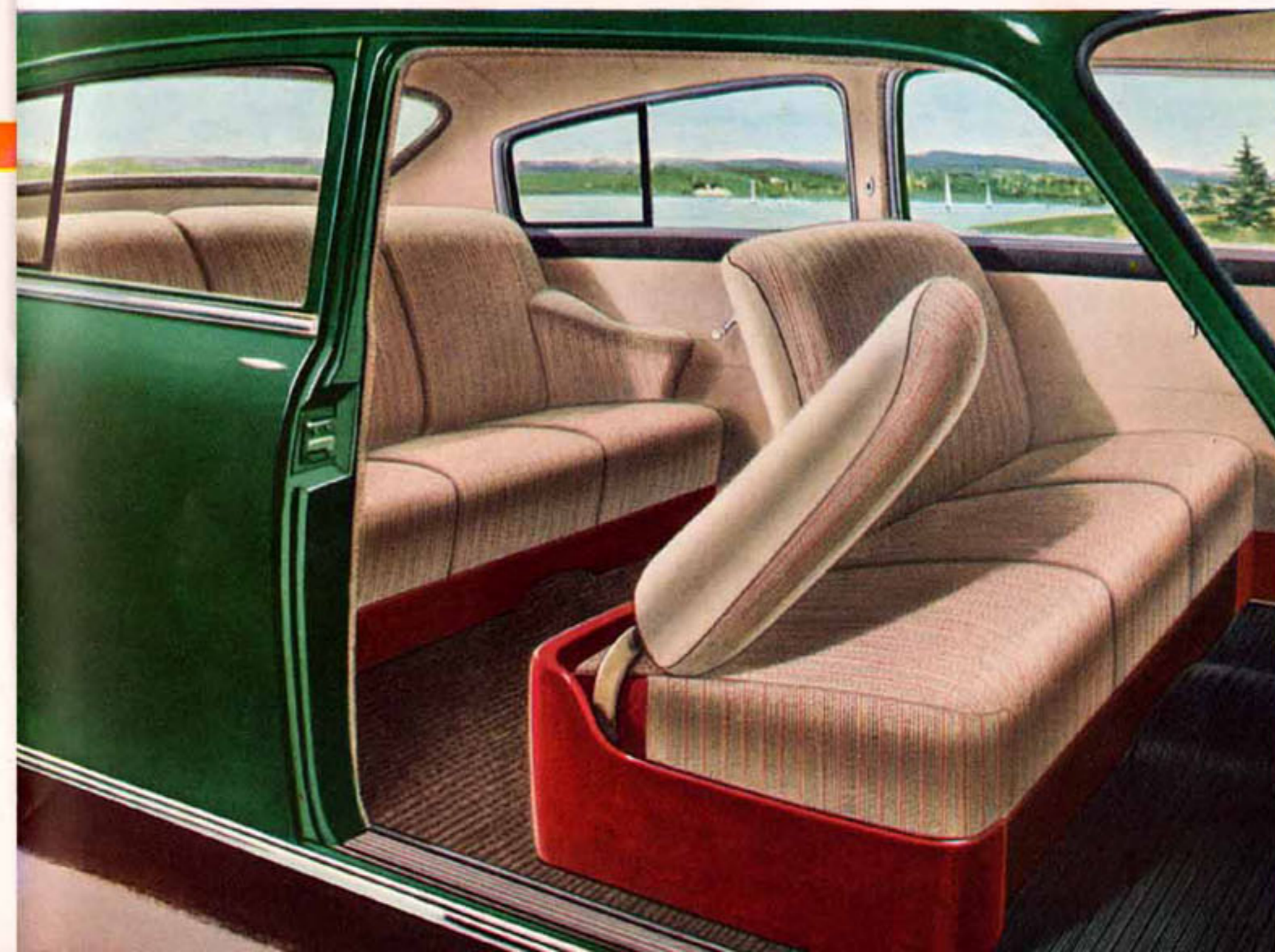
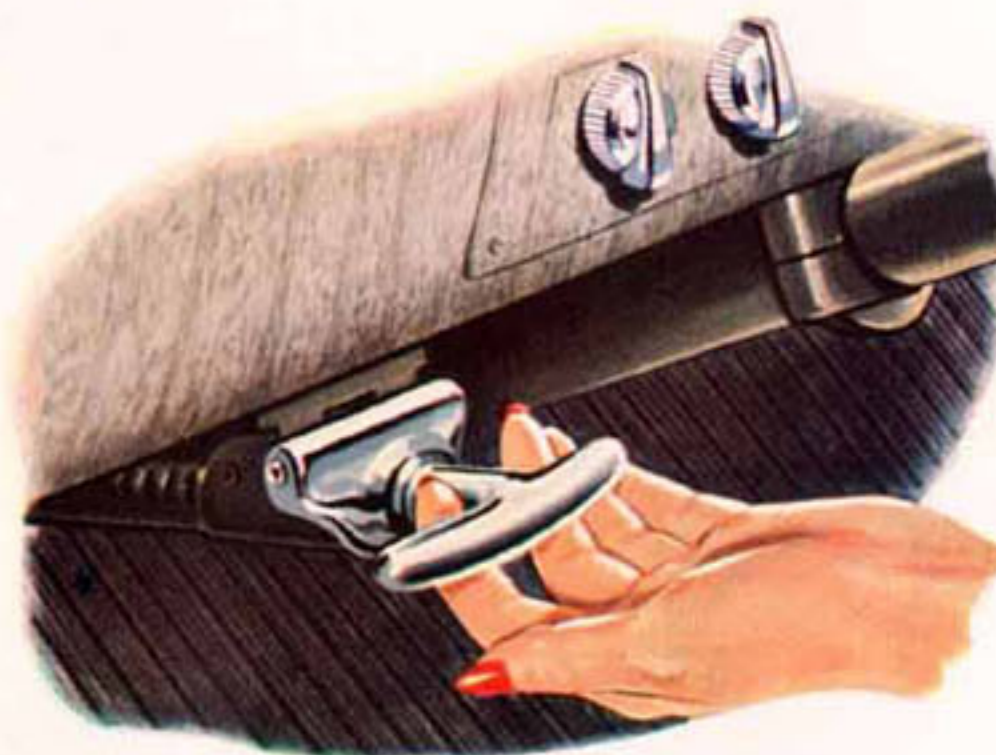


THE COUNTERBALANCED TRUNK LID goes up at the touch of a finger—almost lifts itself when you release the latch. The counter-balance also holds the lid up so it can't fall on your head, and there are no side supports to inconvenience you.



NEW ELECTRIC WINDSHIELD WIPERS operate at a constant speed regardless of engine load or speed of the car. They do not slow up or stop when car is climbing a hill or accelerating. This is very important when passing another car in wet or stormy weather. Wiper blades clear almost three-quarters of the windshield area.

THE NEW HAND BRAKE has an easy-to-grip "T handle." A direct pull locks the brake, and just turning the handle releases it. Also this brake has a multiple panel ratchet, so it's easy to get a positive setting.



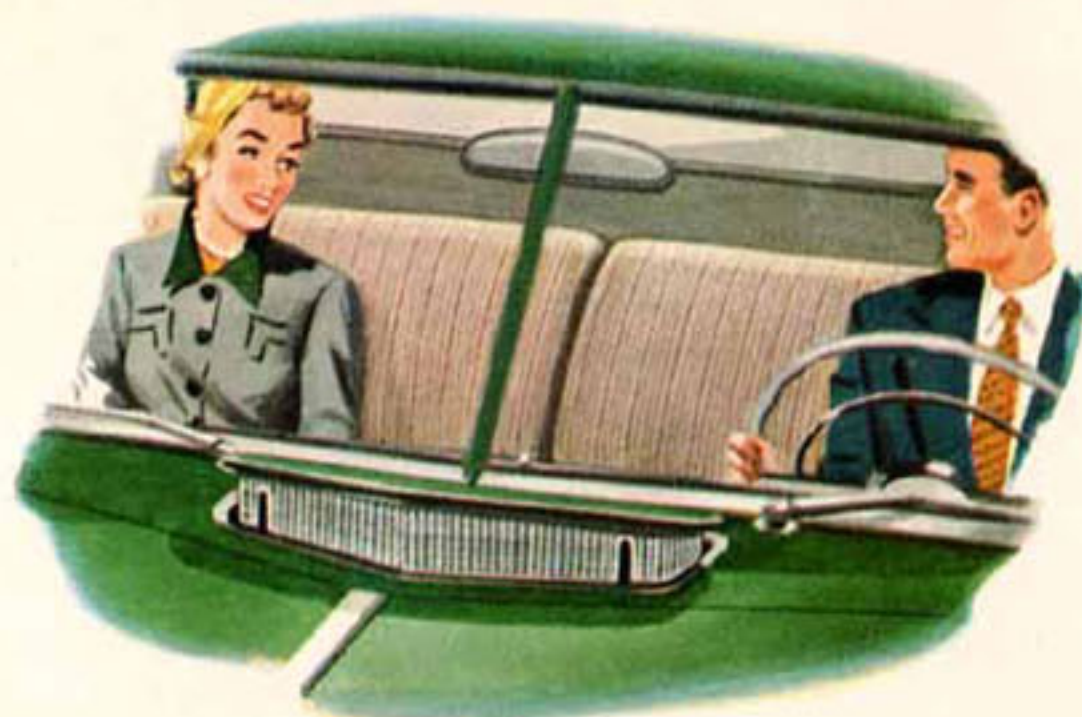
Look what you get in the Interior of
THE CONCORD TWO DOOR SEDAN

Roominess, luxury, and fine engineering. Compare it with what other cars in this price class offer you, then decide which car is the outstanding value! In the "Concord" Two-Door Sedan you get soft, three-pillow seat cushions . . . new gray walnut grained dash with garnish mouldings to match . . . fine and durable fabrics . . . vinyl plastic kick pads . . . a large rear window . . . and a degree of finish, quality, and careful workmanship you expect only in cars that cost hundreds of dollars more.

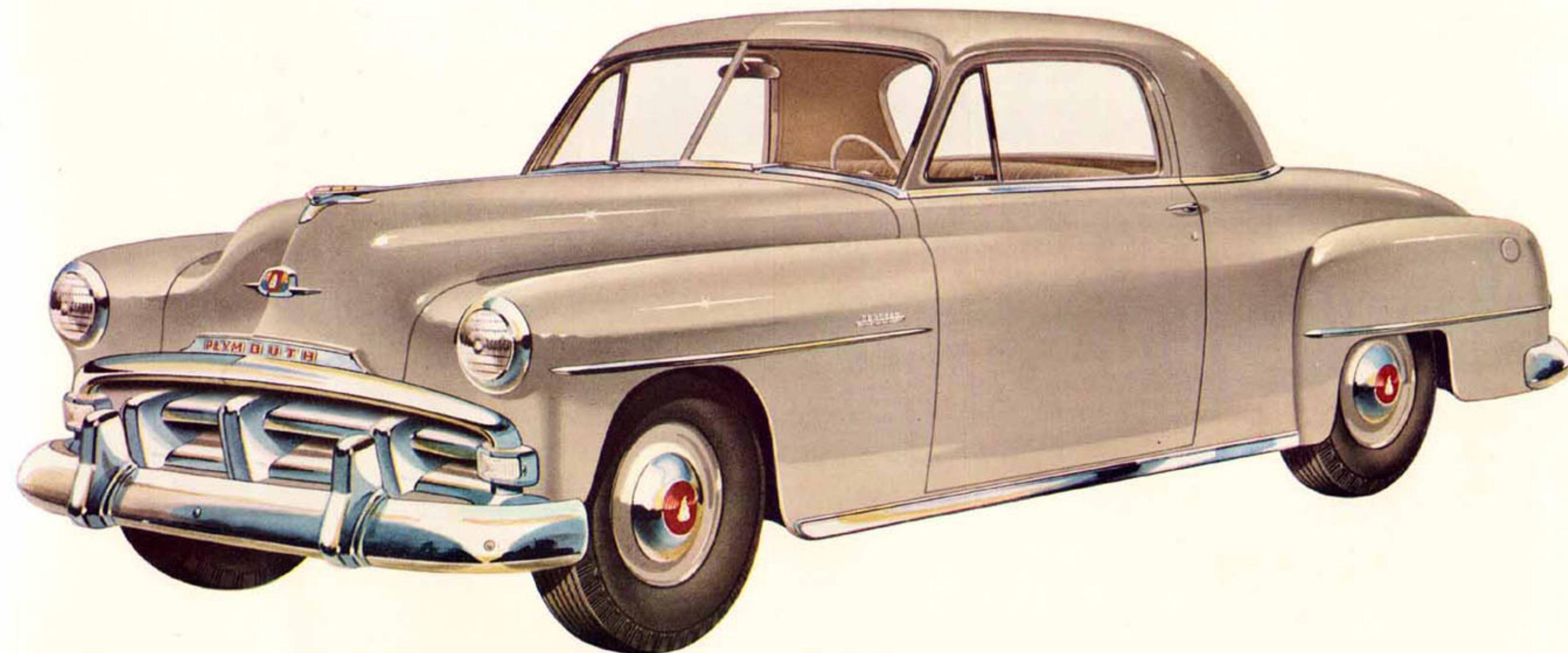
THE COWL VENTILATOR, which you won't find on the other leading low-priced cars, is a welcome feature on broiling hot summer days. It gives you an extra supply of fresh, cool air in the front compartment.



REPLACEABLE GRILLE PARTS are important advantages in the Plymouth. If you should damage the grille, the damaged section can be restored without replacing any of the other pieces. Each outer grille bar is located directly behind a bumper guard and gives the impression of being an extension of the guard, although the two parts are actually separate.



REMOVABLE FENDERS are another example of thoughtful engineering in the Plymouth. Fenders which are integral parts of a body require expensive cutting and welding for replacement and often for repair. But Plymouth fenders, all four of them, are bolted on. They can be removed by any mechanic using ordinary shop tools, therefore cost you much less than replacement or repair of an integral fender.



Comfort and Storage Space inside the
CONCORD THREE PASSENGER COUPE

An excellent model for the small family or the businessman. It seats three persons comfortably. The luggage compartment is enormous and, in addition, there is luggage space behind the seat, and a shelf in front of the rear window where small parcels may be placed. The seat backs tilt in, to facilitate the loading of luggage or other objects into the space behind the seat. Beautiful and durable materials combine in pleasing interior color harmony.

The **CONCORD THREE PASSENGER COUPE**





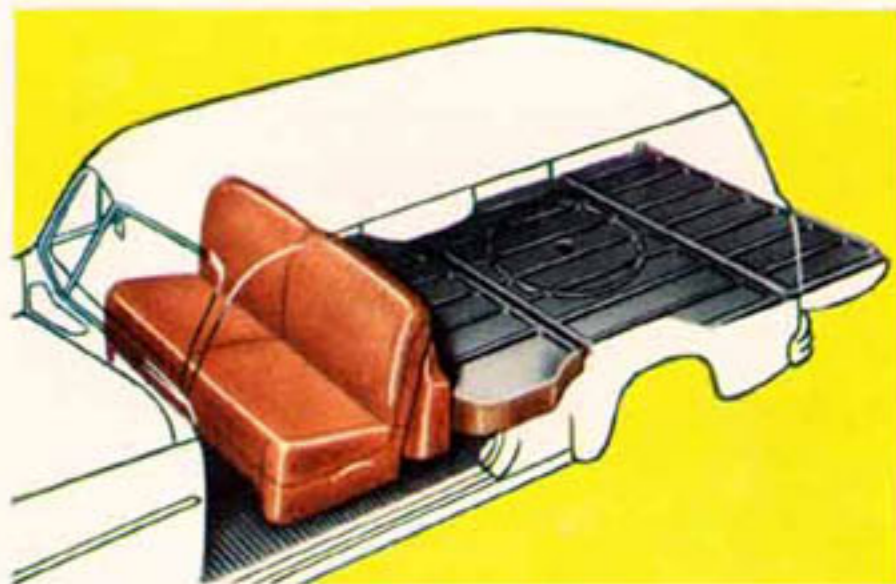
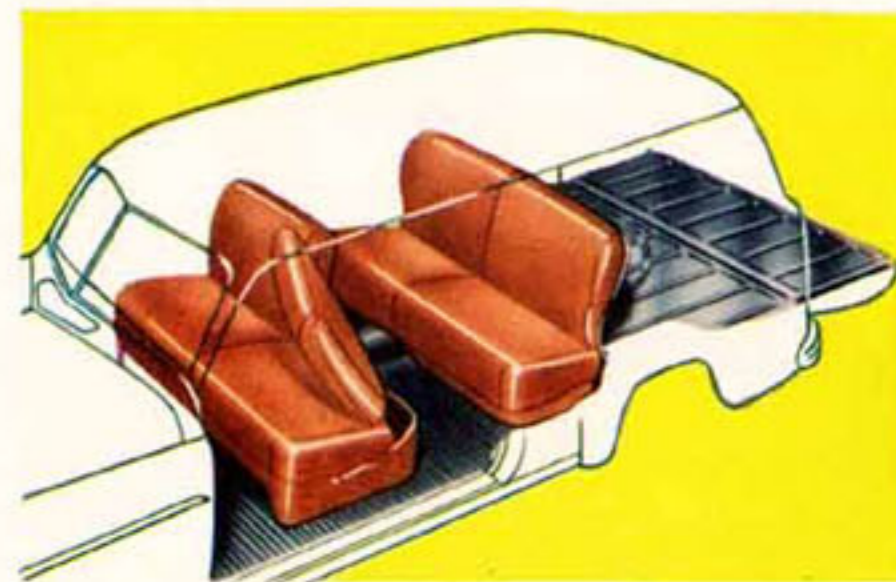
The **C O N C O R D S U B U R B A N**



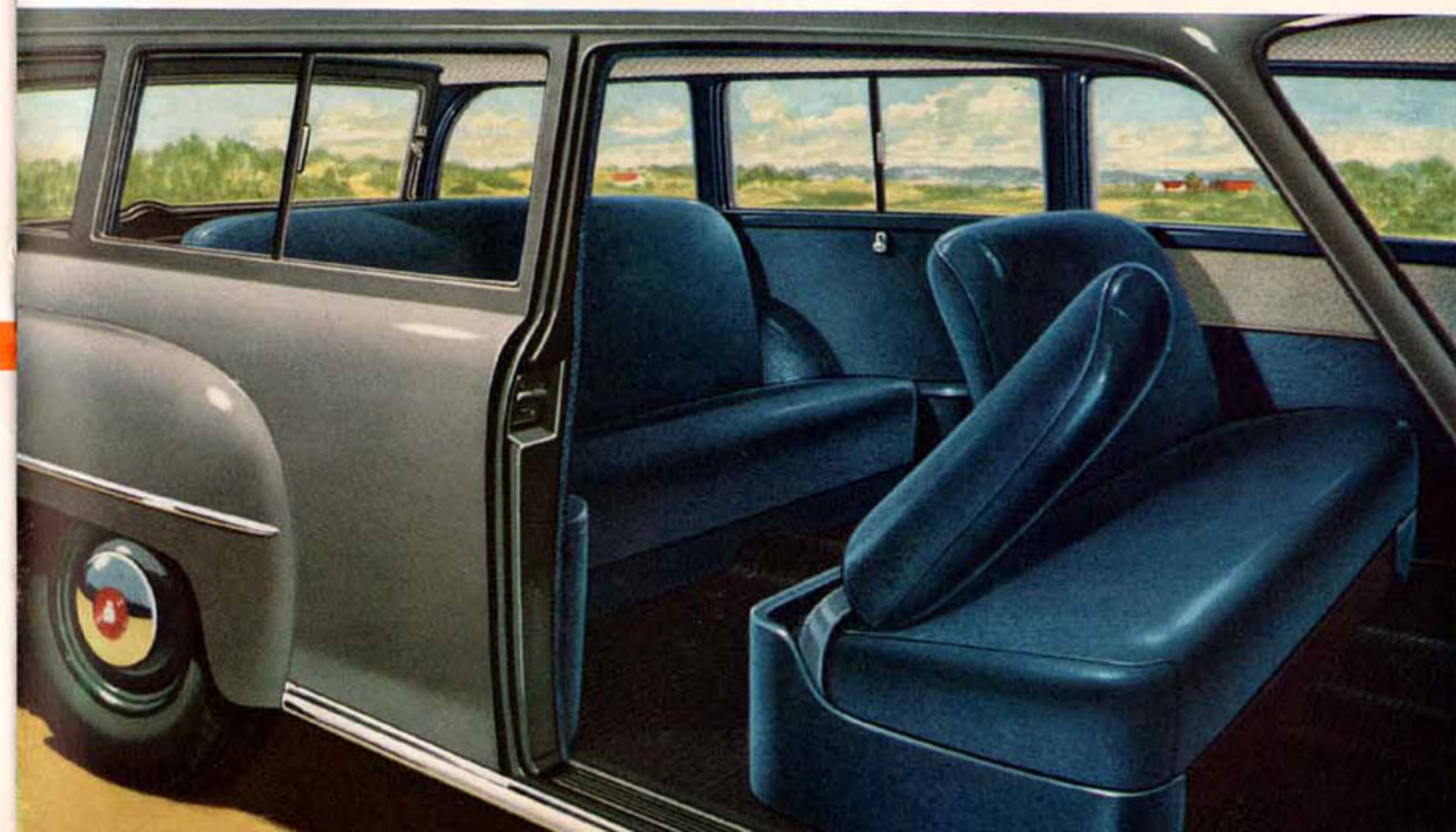
THREE CARS IN ONE. It rides like a fine sedan . . . gives you the smart styling and all-around usefulness of a station wagon . . . and converts to a roomy cargo carrier in a matter of seconds! The rear seat folds into the floor, quickly and easily, forming part of the floor with its metal back. But even with the rear seat up, there is 42 inches of cargo space behind it. This means there is room for five passengers and their luggage.



THE SPARE TIRE is out of the way, yet easy to get at, for it is housed in a well, under a flat cover which forms part of the floor. With the rear seat folded into the floor, there is 66 $\frac{3}{4}$ " of unobstructed floor space from the back of the front seat to the tail gate; with the tail gate down, there is a total of 87 $\frac{3}{4}$ " usable space.



NO NEED TO REMOVE THE REAR SEAT in order to get more space. It simply folds into the floor and presto—you have a cargo carrier! The backs of the front seats tilt inward as they fold forward, to allow easy access to the rear compartment. The tail gate goes down to a horizontal position and is held rigidly, so it's a great help in loading.

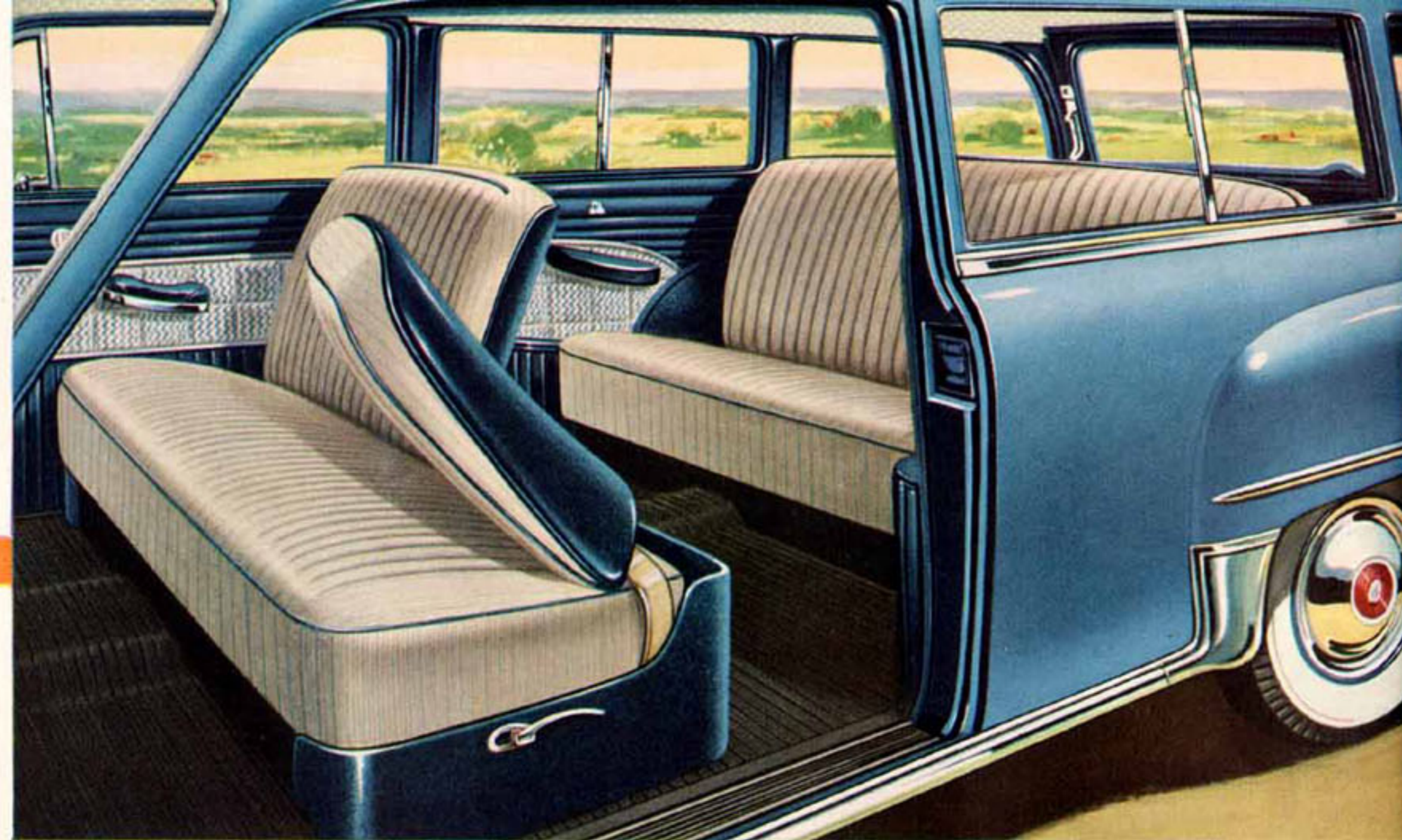


The Easy-to-Clean Interior of
THE CONCORD SUBURBAN

Seats are upholstered in an attractive vinyl plastic fabric. This material is lustrous, soft, easy on the clothing, and won't peel, chip or crack. It is also washable. After using the "Suburban" for gardening, sports, or other cargo work, you can clean seats and floor with soap and water if you wish. The instrument panel has a finish that simulates leather graining. Door panels, headlining, and other interior trim all combine in a pleasing color harmony.

The Luxurious Interior of
THE CONCORD SAVOY

The "Savoy" is a more luxurious version of the "Suburban." The rear seat folds into the floor in order to provide extra space, and the interior dimensions are the same as those of the "Suburban" described on the preceding page. However, you get an extra degree of luxury, with fine quality fabrics used in combination with the vinyl plastic, arm rests on both front and rear seats, and other rich appointments.



BRILLIANT STYLING highlights the exterior of the "Savoy." Like the "Suburban," its all-metal body has a gleaming baked enamel finish, available in a full line of colors. However, the "Savoy" has extra trim such as chrome-plated tail gate hinges and chrome-plated belt moulding.

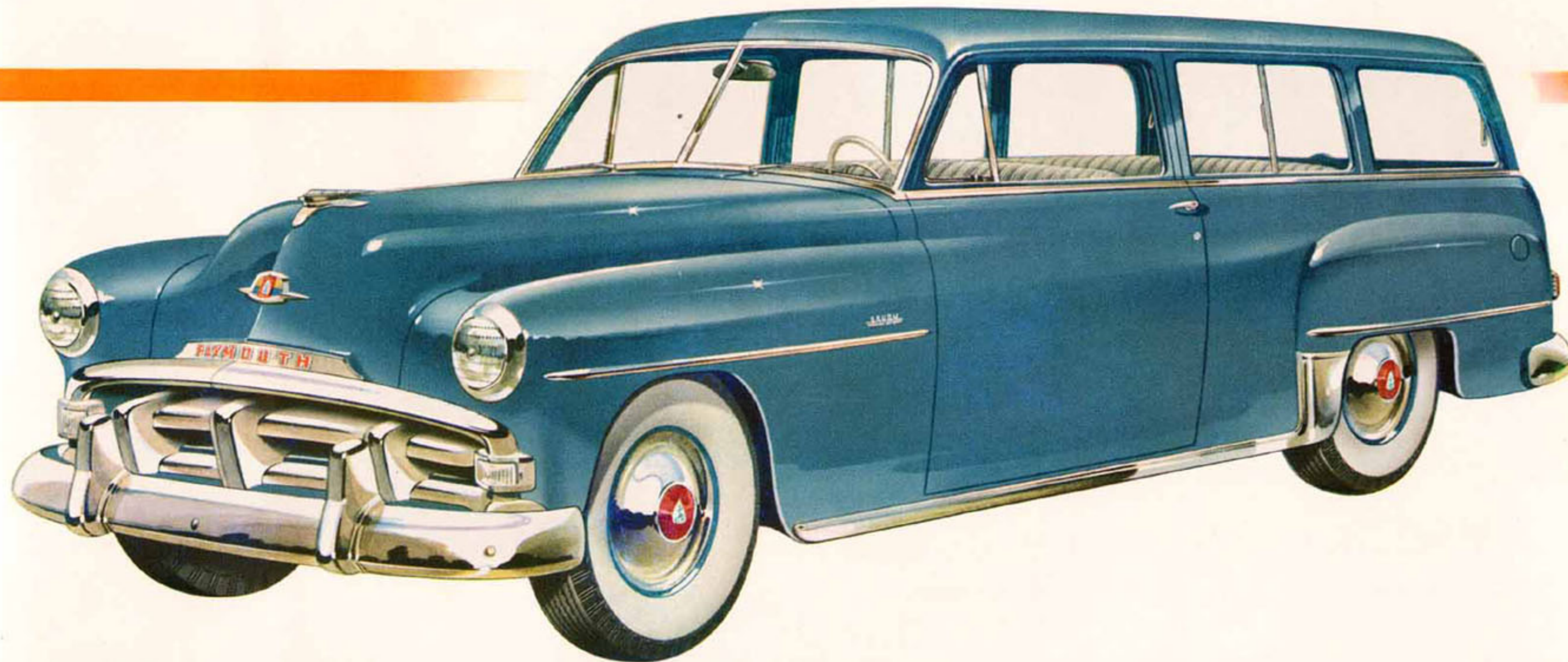


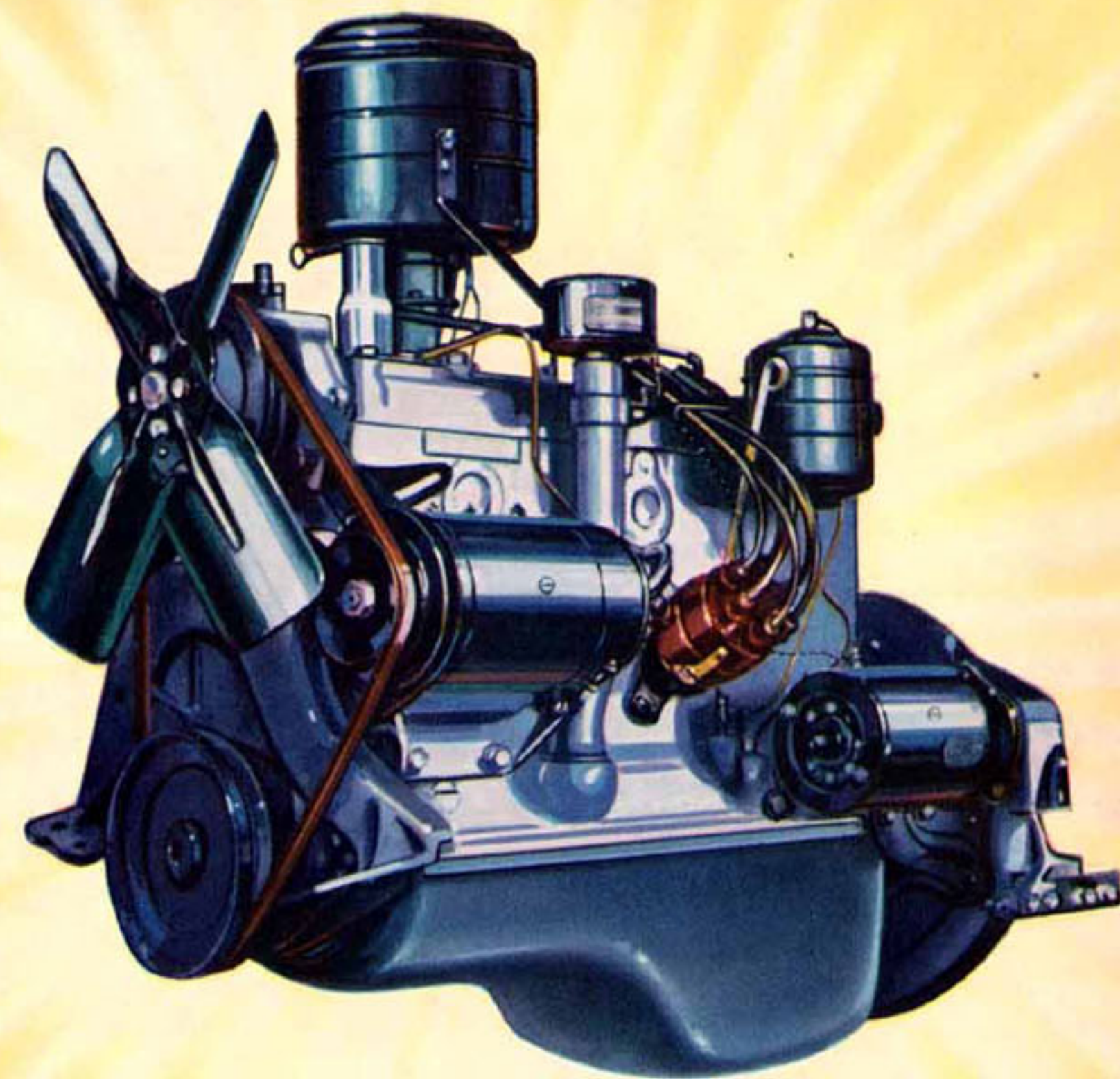
A PACKAGE COMPARTMENT (shown in the picture at right) provides convenient space for the storage of parcels and other objects. One of these compartments is located at each end of the rear seat. They're equipped with durable hinged lids, finished in harmony with the upholstery.



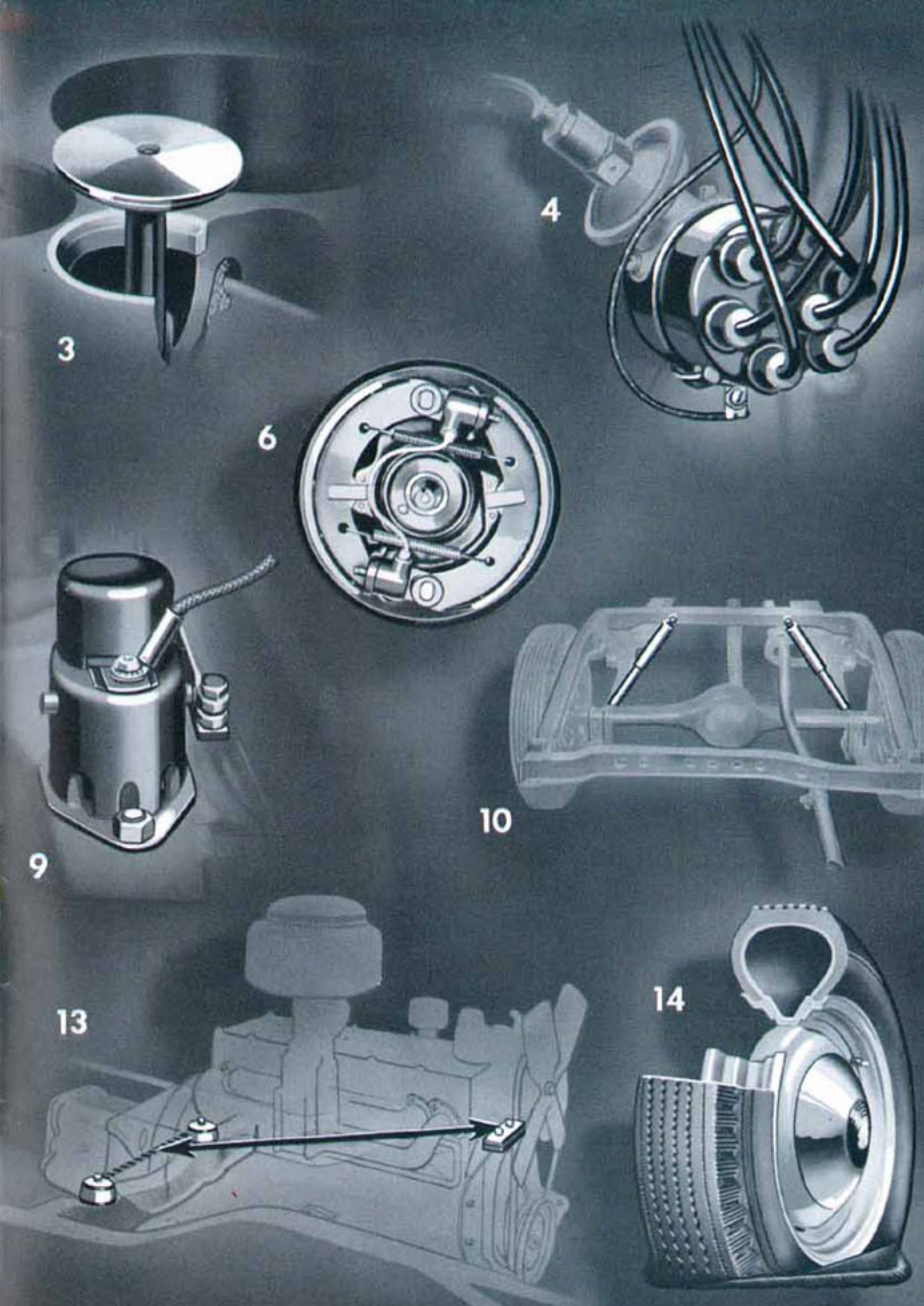
ASSIST STRAPS, beside each rear seat, are typical of the luxurious appointments you'll find in the "Savoy." As in all Plymouths, a pleasing color scheme harmonizes all elements of the interior, including trim, upholstery, door panels and headlining.

The **C O N C O R D S A V O Y**





PEOPLE WHO REALLY KNOW CARS—and keep records on engine performance—have indicated an overwhelming preference for Plymouth. For example, of all standard built cars used as taxicabs, Plymouths outnumber all other makes combined! But Plymouth engineers don't rest on their reputation. Each year brings dozens of refinements and improvements. Several such improvements make their first appearance in this new Plymouth. For example, a new by-pass thermostat, standard on all models, speeds the warm-up. A new radiator pressure cap keeps the water or anti-freeze from boiling away during conditions that tend to overheat a car. The new cap has, in addition, a special vent that releases the pressure when it is not needed, thus keeping the strain on radiator cores and hoses to a minimum. A new longer-wearing fan belt has been added. And in several other ways this great engine has been made still better.



Superbly engineered for your motoring pleasure!

1. POSITIVE-PRESSURE LUBRICATION

Plymouth engines have no vital moving parts dependent upon the splashing of oil. For positive protection, oil is forced to these friction points under full pressure.

2. OILITE FUEL FILTER

The Oilite material filters out water as well as dirt. Located right in the fuel tank, the filter protects the entire fuel system against freezing or clogging. It's self-cleaning; never needs service.

3. VALVE SEAT INSERTS

Exhaust valves, and special valve seat inserts, are made of superhard alloy steel. They resist burning, pitting and wear longer giving you thousands of extra miles without valve grinding.

4. AUTOMATIC SPARK CONTROL

"Timing" is regulated by *both* mechanical and vacuum control. This *dual* system assures you engine performance and economy that is not possible with the single control by either a mechanical or vacuum method.

5. CHAIN-DRIVEN CAMSHAFT

Instead of having camshaft gears mesh directly, Plymouth uses a chain drive for perfect timing. This spreads the contact over many teeth, not just two, assures constant accuracy and the elimination of noise.

6. SAFE-GUARD HYDRAULIC BRAKES

Where other cars have a total of four hydraulic cylinders in the brakes Plymouth has a total of six. There are two in each front wheel. This added control means smoother, more predictable stopping power.

7. FOUR RINGS PER PISTON

Four piston rings keep each combustion chamber tightly sealed for long-lasting high performance and oil economy. The top ring is chrome plated, which helps keep wear on the cylinder wall to a minimum.

8. FLOATING OIL INTAKE

It draws in only the cleanest oil, from just below the surface of oil in the crankcase, avoiding surface foam or sediment on the bottom. Clean oil helps give peak engine performance.

9. AUTOMATIC ELECTRIC CHOKE

Prevents guesswork and waste of fuel that often results from hand choking. Regulates the mixture automatically for quick starting and smooth warm-up. All you have to do is turn the ignition key.

10. ORIFLOW SHOCK ABSORBERS

Oriflow shock absorbers use hydraulics in a new *controlled* way to provide a smoother ride on all types of roads, especially rough roads. They meet the full range of driving conditions because *resistance varies in proportion to the severity of the bump.*

11. HIGH-OUTPUT GENERATOR

In the new Plymouth, generator output has been increased to 45 amperes. This provides ample current for such modern accessories as heater, radio and others you may wish to add.

12. COMPRESSION RATIO—7 TO 1

Compression ratio is a measure of how hard the air-fuel mixture is "squeezed" before it's exploded in the cylinder. The higher this ratio, the better the performance. In Plymouth, compression ratio is 7 to 1.

13. FLOATING POWER

This is a way of mounting the engine so that it is balanced along its axis of weight and in live rubber cushions. This contributes to a smooth and quiet ride and prolongs the life of your car.

14. SAFETY-RIM WHEELS

They protect you in case of a blowout. Special retaining ridges hold a deflated tire on the rim and keep it from twisting. The tire runs straight so you can slow the car to a safe, controlled stop.



**GOOD SERVICE FOR GREAT CARS
ACROSS THE NATION BY MORE
THAN 10,000 PLYMOUTH DEALERS**

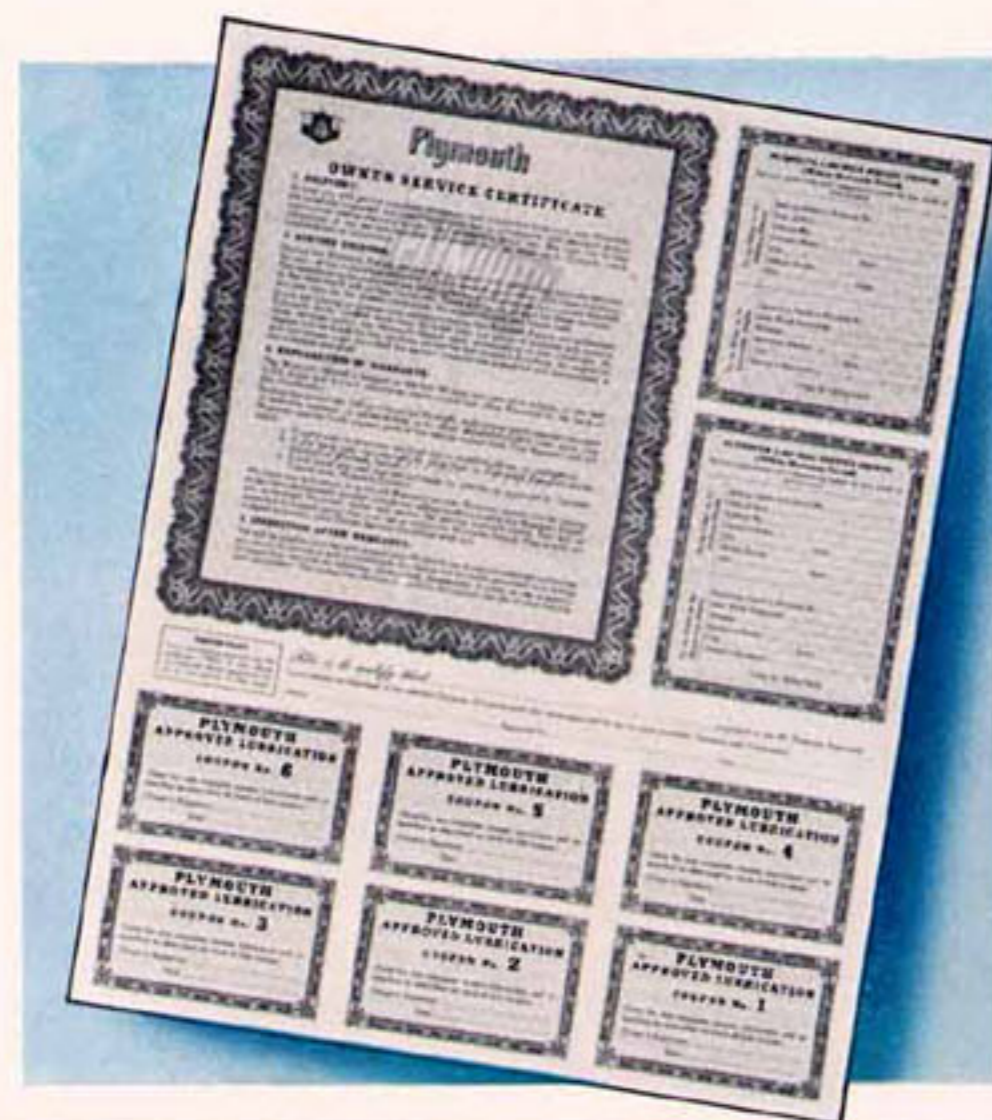
Ready to help you wherever you travel are more than 10,000 Plymouth dealers and over 67,000 expert Plymouth service men. These service men participate in the Master Technician's Service Conference, the largest training program of its kind in the world. That is why, wherever you see the familiar sign of Plymouth Approved Service, you can be sure of friendly service that measures up to high technical standards.

PLYMOUTH BUILDS GREAT CARS — GOOD SERVICE KEEPS THEM GREAT

As a Plymouth owner, you will receive a Plymouth Owner's Service Certificate, which offers you many advantages. For example, it entitles you to two free service check-ups during the warranty period. One of these check-ups comes at 1,000 miles and the other at 3,000 miles. If you happen to be traveling at the time, you can obtain these services at any Plymouth dealer's, and remember there are 10,000 Plymouth dealers across the nation, so you'll always find one nearby.

At any Plymouth dealer's you're also sure of getting factory-engineered Plymouth replacement parts and accessories, sold under the same uniform warranty that covers the new Plymouth.

You can see, from this, that Plymouth owners are literally in a class by themselves! They get, not only "the low-priced car most like the high-priced cars" but the finest service and support in keeping it that way!



SPECIFICATIONS

ENGINE . . .

Six Cylinder "L" Head. 97 H.P. at 3600 R.P.M. Bore and stroke 3¼ x 4¾ inches. Piston displacement 217.8 cu. inches. Four ring pistons.

WHEELBASE . . .

Cranbrook and Cambridge, 118½ inches. Concord, 111 inches.

BRAKES . . .

Safe-Guard four-wheel hydraulic, internal expanding. Twin cylinder type in front—10 inch drums—brake lining contact area 158 sq. in. Parking brake controlled by hand lever, operates independently of all others—one piece lining—33¾ square inch braking area.

PROPELLER SHAFT . . .

Tubular, 2¾ in. diameter. Two roller bearing universal joints.

TIRES . . .

Super-Cushion, mounted on Safety-Rim Wheels. Rim width, 4½ inches.

LUBRICATION . . .

Full pressure to main, lower connecting rod, and camshaft bearings—Floating type oil intake.

CRANKSHAFT . . .

Four removable precision-type main bearings. Six removable connecting rod bearings.

CAMSHAFT . . .

Silent chain driven.

FUEL SYSTEM . . .

17 gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor, oil bath air cleaner. Automatic Electric Choke.

TRANSMISSION . . .

Standard three speeds forward and reverse. Synchro-silent all helical gears with synchronous meshing second and third gears.

BATTERY . . .

6 Volt, 15 plate, 100 ampere-hour.

STEERING . . .

Worm and Roller type. Wheel diameter, 17½ inches.

SPRINGS . . .

Front, Amola Coil Steel independently sprung. Rear, Semi-elliptic Amola Steel, 53¾ inches long and 1¾ inches wide.

SHOCK ABSORBERS—ORIFLOW . . .

Hydraulic, double-acting telescopic, 1 inch Piston.

REAR AXLE . . .

Silent Hypoid semi-floating with Amola steel gears. Gear ratio 3.9 to 1 on Cranbrook and Cambridge; 3.73 to 1 on Concord.

CLUTCH . . .

Single plate, dry, ventilated.

COOLING . . .

Pump actuated circulation. Oilite Bronze bearing front and rear of pump. Full-length water jacket.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

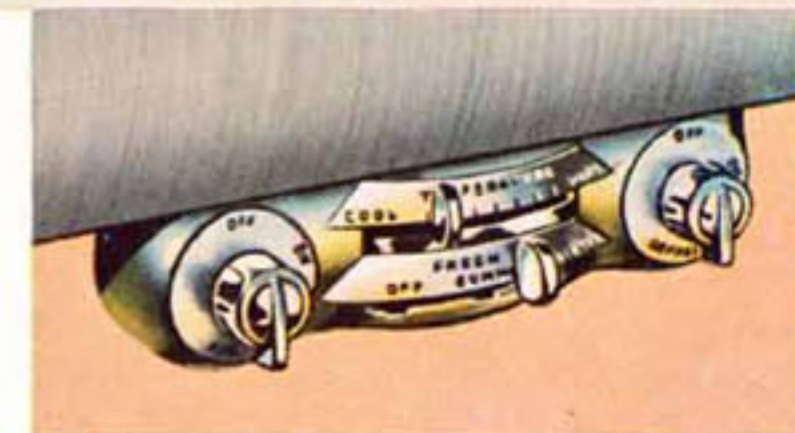
Items of special equipment shown on some models optional at extra cost.

MOPAR accessories for your new Plymouth!



MOPAR SEAT COVERS

Offered in a choice of handsome colors and patterns, in plastic, nylon, or fiber fabric styled to harmonize with the Plymouth interior trim. Careful, custom tailoring assures exact fit.



MOPAR HEATERS

A MoPar All Weather Comfort System in your new Plymouth will keep you snug and warm in winter . . . and in summer, it will ventilate your car with fresh air from outside.



MOPAR WINDSHIELD WASHER

Twin jets of water spray windshield at the touch of your toe on floorboard control button. Wipers whisk windshield clean in a jiffy.



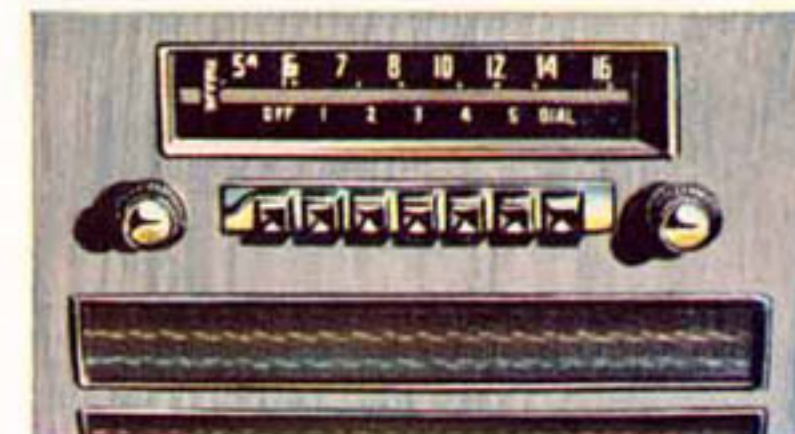
MOPAR SPOTLIGHTS

Smartly styled, streamlined, rust-proof lights with chrome plated heads. Powerful sealed-beam unit throws a brilliant, long-range ray. Available with or without rear view mirror.



MOPAR BACK-UP LIGHTS

Illuminate a wide, clear path behind car and operate automatically when car is in reverse. Mounted on right and left rear quarter panels.



MOPAR RADIOS

MoPar Radios are especially designed for your Plymouth. You get finer performance because these sets have been engineered to the acoustics of the car interior. The attractive dials and controls blend beautifully with the instrument panel.



PLYMOUTH BUILDS GREAT CARS

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