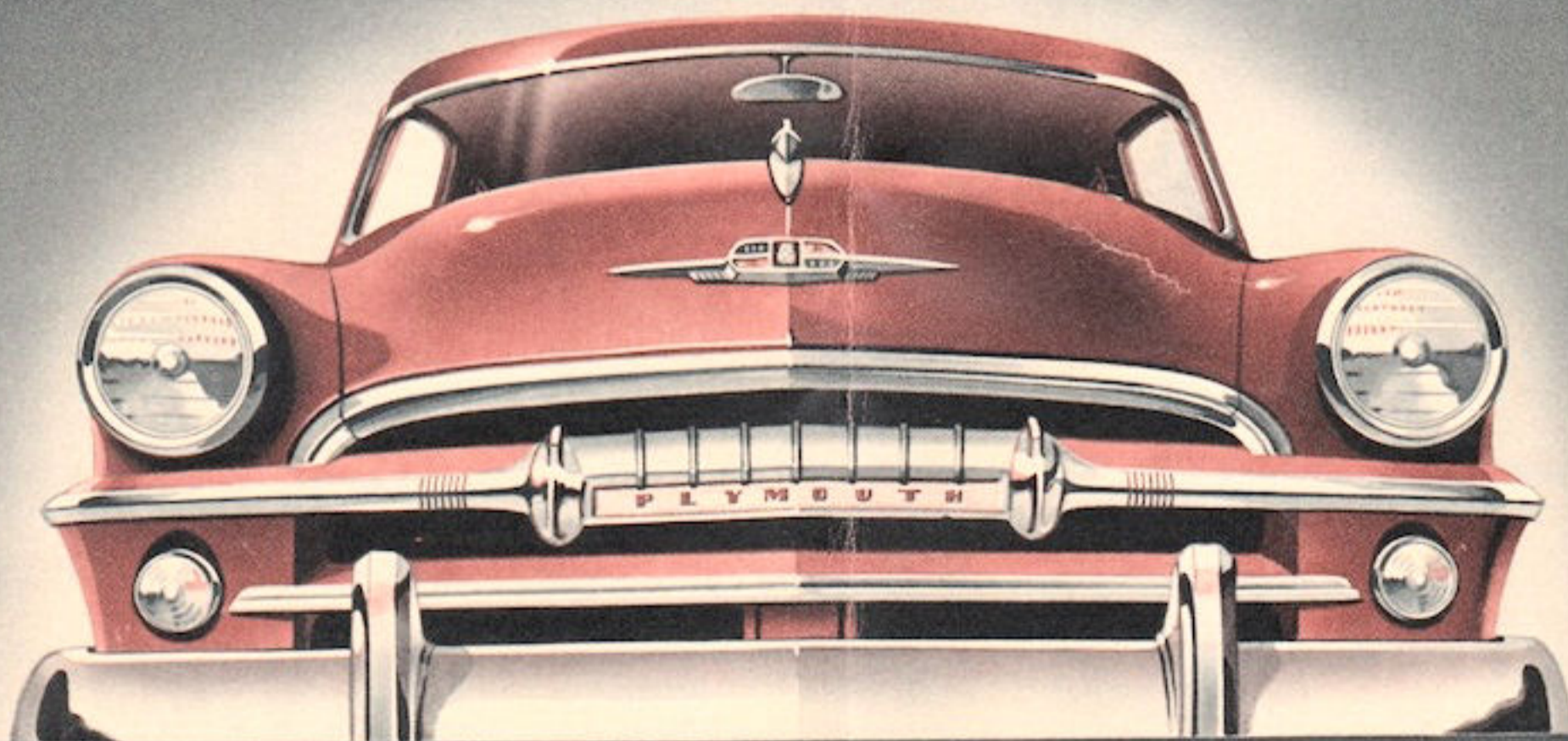


PLYMOUTH'S

*Hidden
Values*

GIVE YOU MORE FOR YOUR MONEY



CHRYSLER CORPORATION'S NUMBER ONE CAR

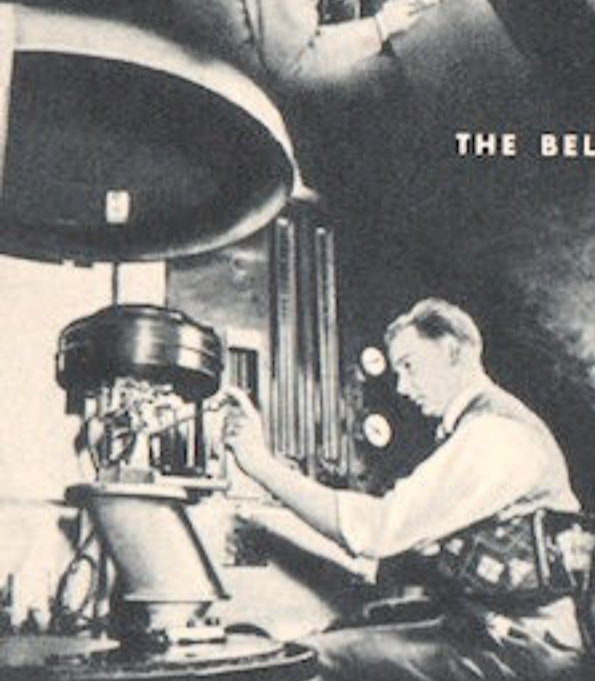
ACCELERATED WEAR TEST



THE BELGIAN ROLLS



SERVICE IMPACT TEST



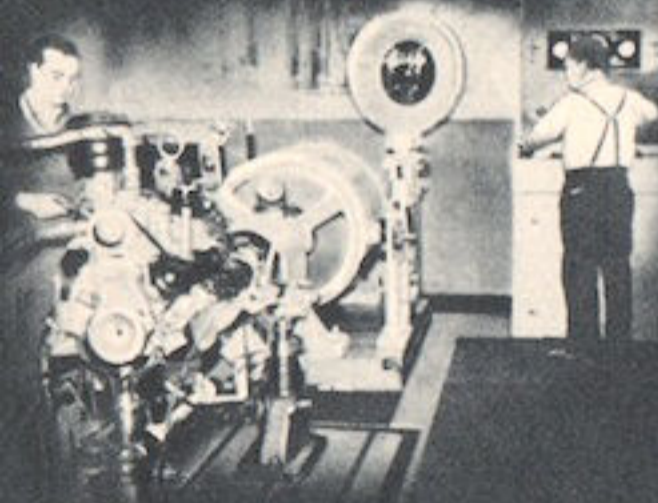
CARBURETION FLOW TEST



SPLASH TEST



SPRING LIFE TEST

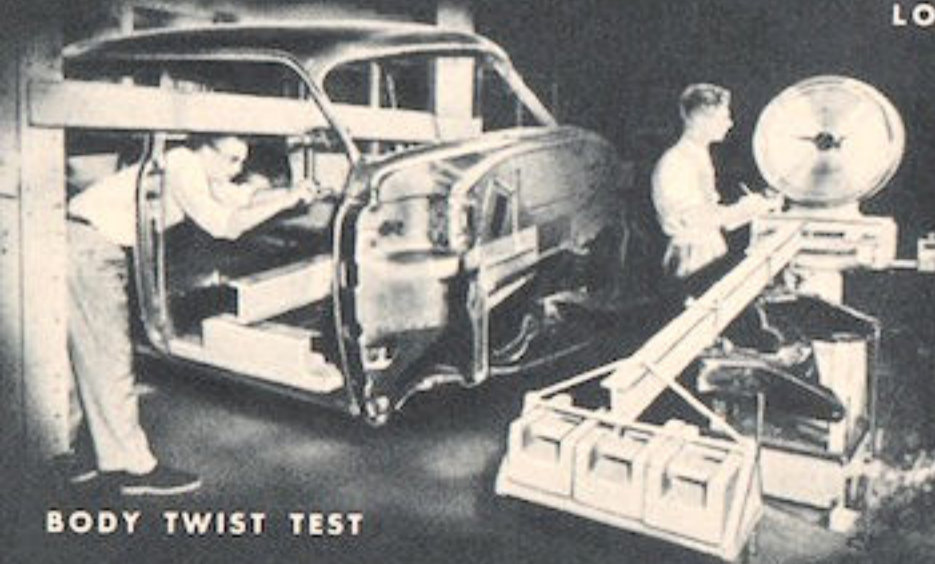


ENGINE DYNAMOMETER TEST



LOW TEMPERATURE TESTS

 **VALUE**



BODY TWIST TEST



ENDURANCE IN SAND TEST

ALL THREE

cost about the same... but look at the

differences

in

VALUE



means "what you get for your money"

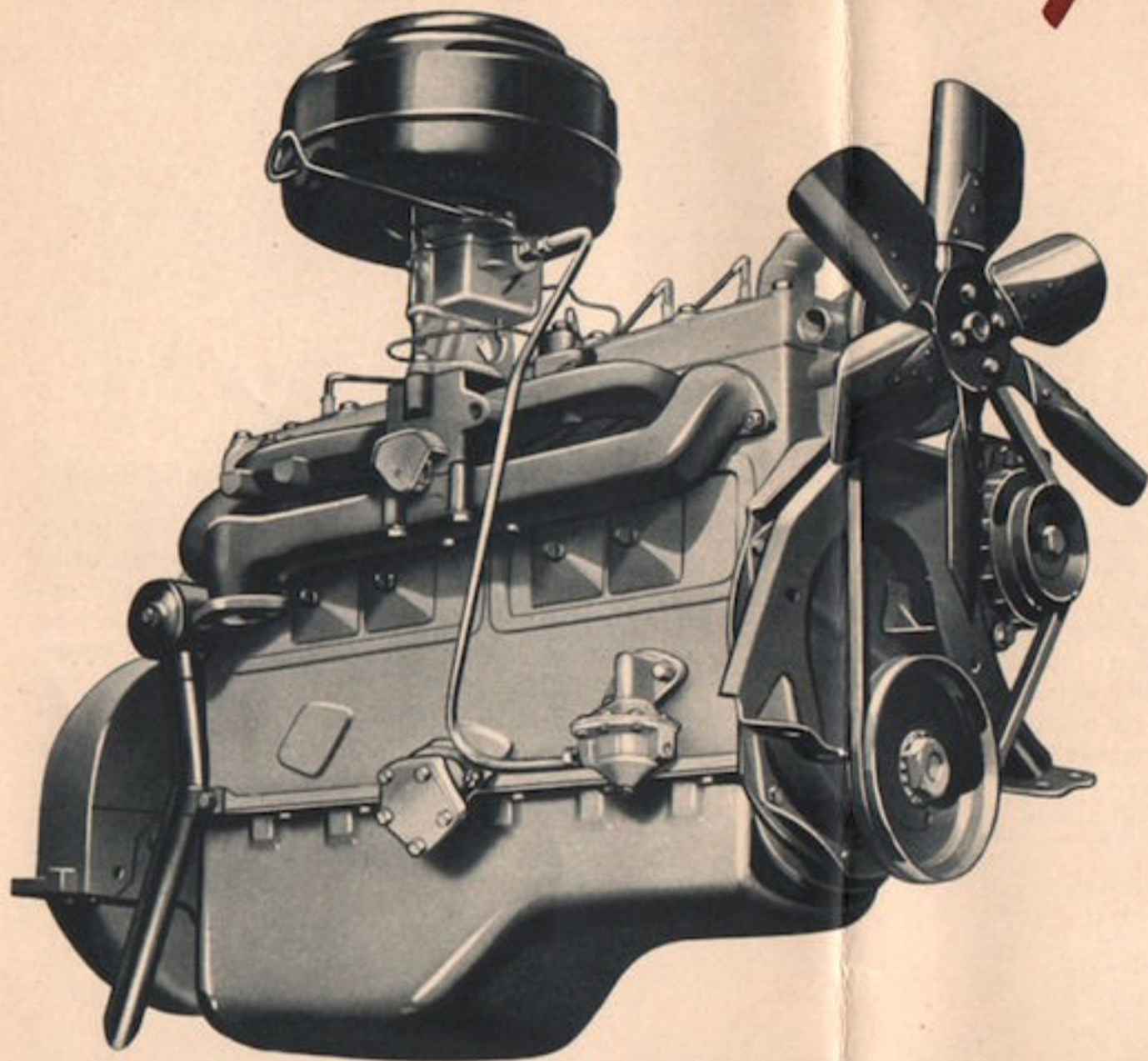
You have to look beyond the price tag for the real measurement of value when comparing the three leading passenger cars in the low-price field. That's the only sure way to find the differences and that's where you'll find Plymouth scoring in feature after feature . . . many of them hidden . . . all of them important to you and your family. This book offers an im-

pressive picture of Plymouth's "hidden values" . . . the solid benefits behind the Hy-Styled beauty that is distinctively Plymouth's. You'll find they reemphasize Plymouth's time-honored reputation for building a balanced car . . . balanced in performance, comfort, convenience, ride, safety, economy—in short—all the things you've asked for in the car you drive.

←A few of the many Plymouth Engineering tests where cars and parts are proved and improved to help build a better car for you.

PLYMOUTH'S FAMOUS

Power Flow



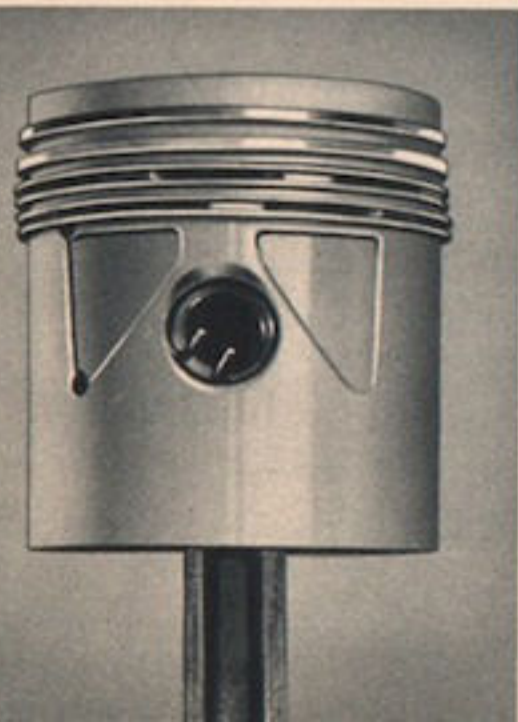
SMOOTH, QUIET OPERATION DEPENDABLE PERFORMANCE LASTING, CAREFREE ECONOMY

The new Plymouth's husky 100-horsepower, 6-cylinder engine has combustion chambers designed to assure even, controlled burning of the entire fuel charge in each cylinder. Result: Plymouth's famous **POWER FLOW** . . . new efficiency in smooth, quiet application of power . . . less strain on vital parts . . . rock-bottom maintenance costs because of extreme simplicity of construction . . . more lasting satisfaction over the miles.

LIGHTWEIGHT PISTONS WITH CHROME TOP RING



Plymouth's pistons contribute to long, economical performance of the engine. Made of aluminum alloy, plated with tin, they're *extra light*. This lightness reduces the load on main and connecting rod bearings. What's more, the connecting rod operates with two-way freedom on *full-floating piston pins*. And Plymouth has *four* piston rings on each piston . . . two upper compression rings and two lower oil rings. The extra oil ring gives extra assurance of good oil economy. The *chrome-plated* top compression ring permits higher speeds after a shorter break-in period, reduces tendency to scuff cylinder walls, lessens wear of cylinder bore to a point where there is practically no wear for the life of your car.



VALVE SEAT INSERTS

Plymouth's exhaust valve inserts help stretch out new car performance for thousands of extra miles. Their super-hard alloy resists super-heated exhaust gases, whose corrosive action pits and burns normal seats.

CHAIN DRIVEN CAMSHAFT

The camshaft in the new 1954 Plymouth features a silent-chain drive. Quietness and long life make this type of drive superior to the gear type operation. The camshaft itself is made from special cast iron for long, reliable service.



Engine

**BEST VALUE BECAUSE
IT'S BEST ENGINEERED**



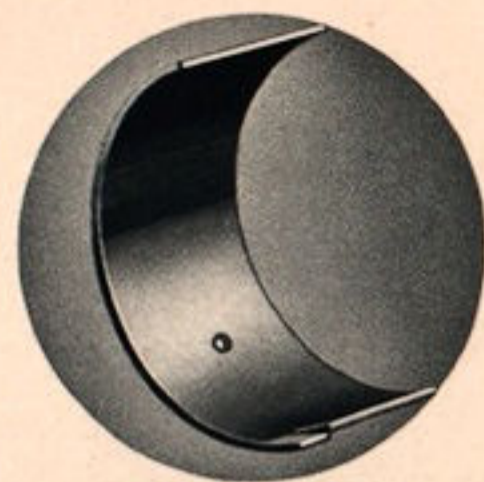
FLOATING POWER

Plymouth's live rubber engine mountings, producing the "plane of support" shown here, let the engine's weight counterbalance the "kick" of firing cylinders . . . absorb the easy rocking motion that remains . . . effectively block off engine pulsations from chassis and body for true *floating power*.



7.1 TO 1 COMPRESSION RATIO

The more you compress a coiled spring, the greater the force of its rebound. The more your car's fuel mixture is compressed in a properly designed combustion chamber, the more power per gallon of gas, the greater your fuel economy. Plymouth squeezes the fuel mixture to less than 1/7 of its original volume before it is burned; in a combustion chamber designed to take *full advantage* of this higher compression ratio.



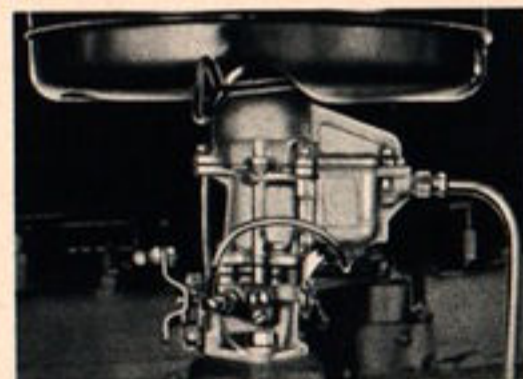
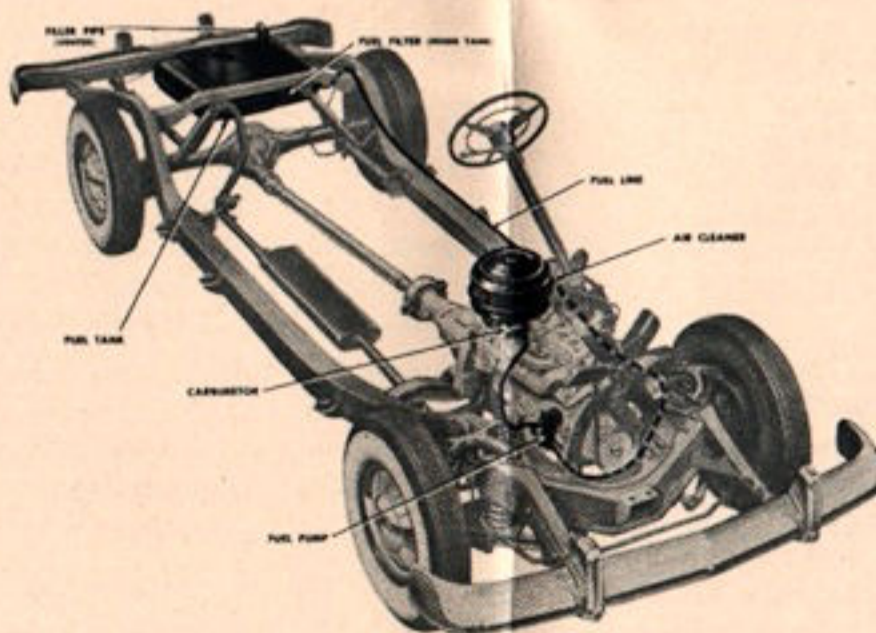
PRECISION TYPE BEARINGS

Replaceable, precision type bearings in the new Plymouth engine are made of micro-babbitt, steel backed bearing material that resists tendency to fatigue and flake off. It lasts three to five times longer than ordinary bearing material. And, if service should ever be needed, they can be replaced easily, at low cost.



PLYMOUTH'S FUEL SYSTEM... SUPPLY LINE FOR PLYMOUTH'S BALANCED ENGINE PERFORMANCE

Supplying fuel that is clean and free from water . . . feeding it in varying amounts and proportions on split-second notice . . . is the job of Plymouth's uniquely efficient fuel system. Traveling along the route shown at the right, the Plymouth fuel line is protected from vibration and abrasion at critical points by armored cover . . . and it's on the cooler side of the car, opposite exhaust pipe.



ALL-PURPOSE CARBURETOR

Here's a carburetor with four coordinated metering systems that meet every driving situation . . . economical cruising, full power output, low-speed "loafing" or instant acceleration.

BUY WISELY..

BUY PLYMOUTH



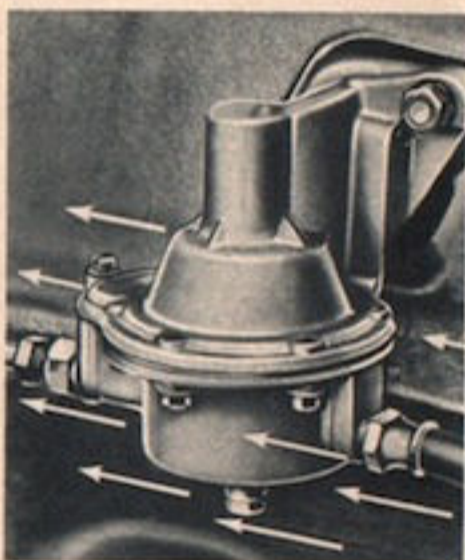
OIL BATH AIR CLEANER

This heavy-duty Plymouth unit takes two cracks at dust in the air destined for the carburetor. One, with an oil reservoir; the other, with an oil-wetted wire mesh. In dust storm tests, it has proved much more efficient than ordinary cleaners. And—after 2,000 miles of test driving, it is almost twice as efficient as ordinary cleaners.



PULSATING TYPE FUEL PUMP

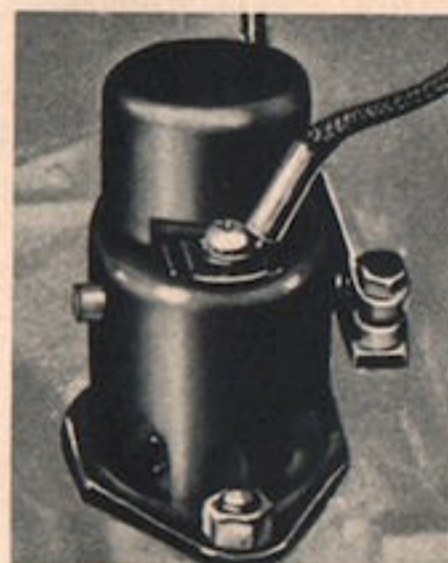
For reliability and fuel economy, it's hard to match this Plymouth fuel pump. Plymouth uses a special improved seal to insure quiet, trouble free operation. Simple construction means easier, more economical maintenance. And its location in the cooling air stream effectively minimizes the possibility of vapor lock.



NEW VENTED FUEL TANK

Here's a new convenience feature added to the 1954 Plymouth. An air vent on the filler pipe of the car's fuel tank prevents gasoline fumes from entering the passenger compartments of your car. Since it is now possible to fill the tank faster, you save time and avoid those unsightly gasoline streaks from sudden "blow-back" when you buy gas. What's more,

the rear location of the fuel tank's filler cap makes it easier to reach from either side of the car . . . eliminates the chance that service station attendants may put gas hose scratches on the rear deck of your car.



AUTOMATIC CHOKE

You'll bless this Plymouth feature every time you turn the ignition key starter. Starting is easier. You're automatically assured of smooth engine operation during warm-up. Overchoking is avoided. You get just the right fuel-air mixture at all times. The automatic control is governed by the degree of heat developed in the exhaust manifold. When the engine reaches normal operating temperature, the idle speed is returned to normal.



AUTOMATIC MANIFOLD HEAT CONTROL

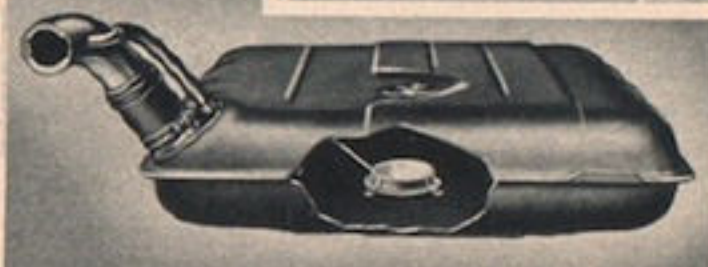


Preheating the fuel mixture . . . making it vaporize more completely and burn more efficiently while the engine is warming up . . . is this feature's contribution to Plymouth's outstanding performance. *Here's how it works:* when your engine is cold, a thermostatically controlled valve diverts hot gases from the exhaust manifold into a heat chamber around the intake manifold inlet.



OILITE FUEL FILTER

Dirt and water never get a chance to enter even the fuel lines, let alone the engine, with this watchdog guarding the entire fuel system. That's because it's a better filter and is mounted inside the fuel tank, rather than at the fuel pump. Result: fuel lines are kept free of dirt and any water condensation in the tank is prevented from entering the lines and freezing in cold weather. And the Plymouth Oilite filter never has to be replaced, needs no servicing for the swishing action of fuel keeps it clean.



THE CAR THAT STANDS UP BEST!

THE ELECTRICAL SYSTEM

ENGINEERED FOR POSITIVE STARTING AND EFFICIENT OPERATION

The electrical system on the new Plymouth is a real bear for work. It has the capacity to handle all the jobs you ask of it without being overburdened. Supplying current for ignition . . . starter, lights, horn, windshield wipers and electrical accessories . . . it handles them all, while always maintaining a reserve supply of current.



DUAL AUTOMATIC SPARK CONTROL

Like a conductor directing the tempo of a great orchestra, Plymouth's dual automatic spark control regulates the Plymouth engine's exact timing. A governor control and a vacuum spark advance in the distributor do the job automatically, matching ignition timing to both engine speed and engine load.

RESISTOR SPARK PLUGS

Here's money in the bank for the wise motorist. Plymouth resistor spark plugs give greater gasoline economy at low speeds, better performance and longer life. The magic is worked by a special resistor, built into the spark plug porcelain, which allows the original setting of the gap to be at the most efficient width. And they should not require as frequent resetting as ordinary spark plugs.



SPLASH-PROOF DISTRIBUTOR

A car paralyzed on the road by moisture in the distributor is one headache you can cross off your list when you drive a Plymouth equipped with this splash-proof distributor. Its smooth cap fits tightly and sheds water like a duck to protect you against wet-weather ignition failures. And for more plus-performance, special attention has been given to the interior design of the distributor cap. Concentric ridges, rings and radial barriers inside the cap prevent "arcing" and electrical loss or leakage.



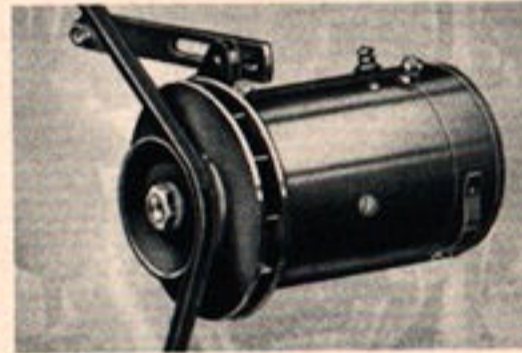
"FOLLOW THROUGH" STARTER

Every Plymouth car has a starter that gets in there and keeps pitching. It has an anti-kickout device that keeps the starter engaged until the engine actually starts. You're saved the annoyance of "false starts." And you're money ahead because of less starter wear and undue drain on the battery.



HIGH CAPACITY GENERATOR

As a reliable source of electrical power, Plymouth's husky 45-ampere generator is just what the doctor ordered. High capacity, with ample reserve for abnormal requirements, make it a truly reliable unit. And it's air-cooled by a built-in fan for safe temperatures and long life.



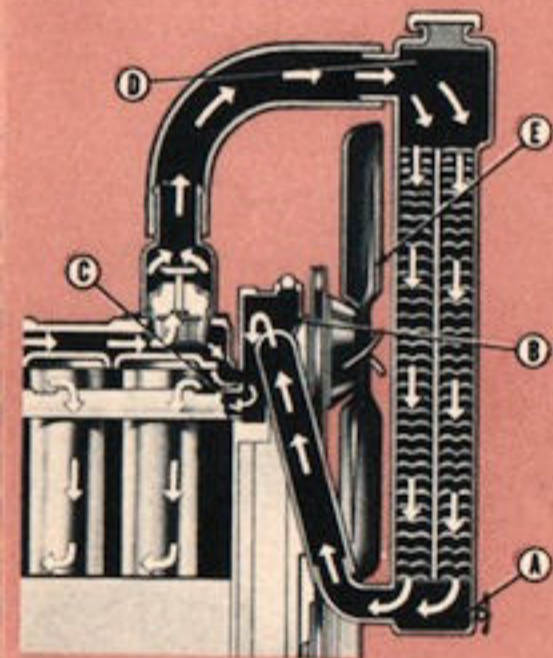
PLYMOUTH... *Now More Than Ever* THE

THE COOLING SYSTEM

Plymouth's cooling system, with its 13-quart capacity (14-quart with heater), handles three important jobs for you in assuring precision temperature control. First, it guarantees uniform engine warm-up. Second, even under severe driving and weather conditions, it maintains engine temperature within the range that means top performance. There are no variations to cut down your gas mileage, hamper performance, and cause excessive engine wear. Third, it protects your engine from the building up of heat at critical internal points.

BY-PASS WATER CIRCULATION

Plymouth's by-pass cooling system gives you quick, *even* engine warm-up. A thermostatic control keeps water circulating within the engine block when the engine is first started. Parts of the engine that tend to heat up rapidly pass this heat on to the circulating water. This heated water is used to warm cooler engine areas, giving a Plymouth engine an even, controlled warm-up not provided by ordinary cooling systems. In the cooling cycle illustrated, the centrifugal pump (B) draws water from lower tank (A) of radiator, forces it into water distributing tube (C). Heated water travels to upper tank (D) and is cooled by air pulled through radiator by fan (E).



PRESSURE-VENT RADIATOR CAP

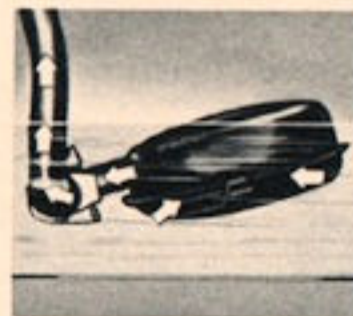
The unique vent valve in Plymouth's pressure-vent radiator cap keeps the cooling system at atmospheric pressure under normal driving conditions, eliminating unnecessary strain on the radiator core and hoses. Then as coolant temperature nears the boiling point, the valve closes and the system is "sealed" and under pressure. This lowers the coolant heat—avoids boiling over.



POSITIVE-PRESSURE

There's probably nothing more important to the life and performance of your car engine than correct lubrication. Hit-or-miss lubrication can result in metal-to-metal contact of vital parts that grinds away metal and years off the life of the engine. That's why Plymouth's Positive-Pressure Lubrication System is so important to you. It safeguards the trouble-free performance and long life of the Plymouth engine by providing an ample supply of oil . . . to every vital point of the engine . . . under all operating conditions. Oil is pumped from the crankcase, under pressure, directly to crankshaft bearings, camshaft bearings, connecting rod bearings and timing chain. And a pressurized mist of oil is delivered to cylinder walls and piston pin bearings.

FLOATING OIL INTAKE

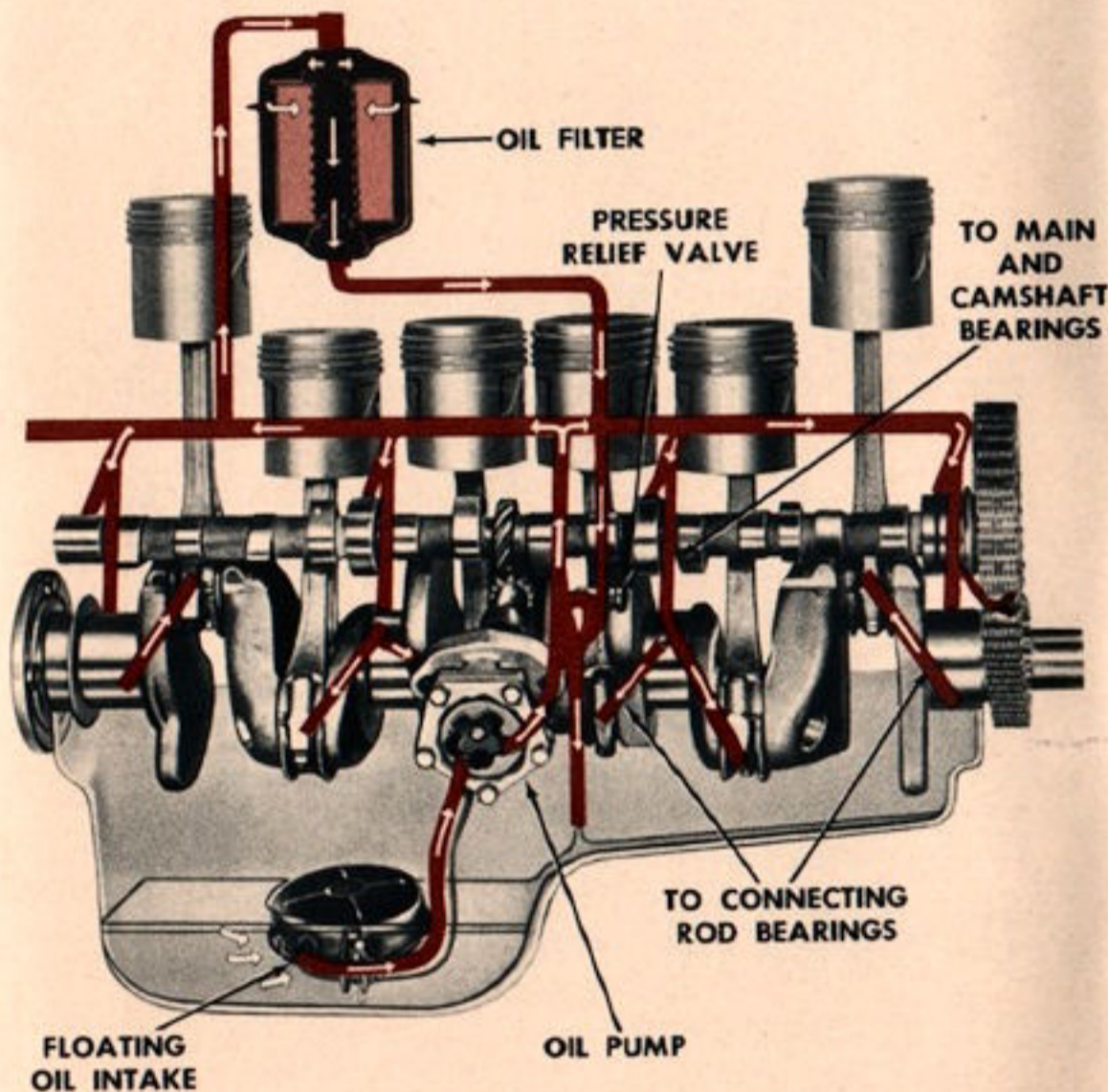


FLOATS ABOVE SEDIMENT

Clean oil is vital to engine operation . . . and Plymouth draws only the cleanest oil from the crankcase, for engine lubrication! In the Plymouth crankcase, a floating oil intake with filtering screen, draws only the oil from just below the surface of the oil in the crankcase. Foam at the top of the oil or sediment on the bottom of the crankcase can't enter the oil lines. And the hinged intake moves up and down with changes in oil level.

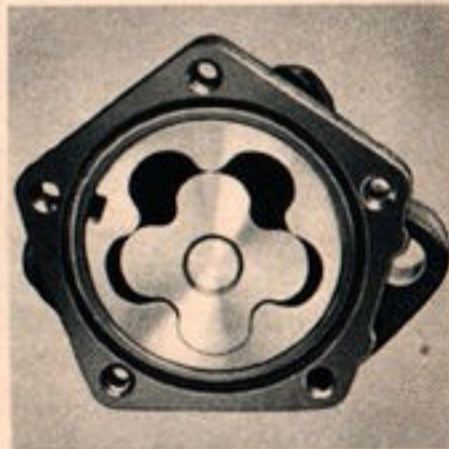
BEST ENGINEERED LOW PRICE CAR!

LUBRICATION SYSTEM



ROTARY-TYPE OIL PUMP

For reliability and economy, it's hard to touch the performance of Plymouth's efficient rotary-type oil pump . . . the heart of Plymouth's full-pressure lubrication system. It keeps the oil flowing steadily and dependably throughout the system. This pump has several advantages over the pumps found on some cars. It is quiet and long-lasting. There is less wear than with a gear-type oil pump because the rolling action of the rotors does not create the friction produced by gears. Its simple construction never requires maintenance. It maintains proper pressure consistently . . . at low, as well as high, engine speeds. That's why you're always sure of proper lubrication for the moving parts of your Plymouth engine.



MICRONIC OIL FILTER

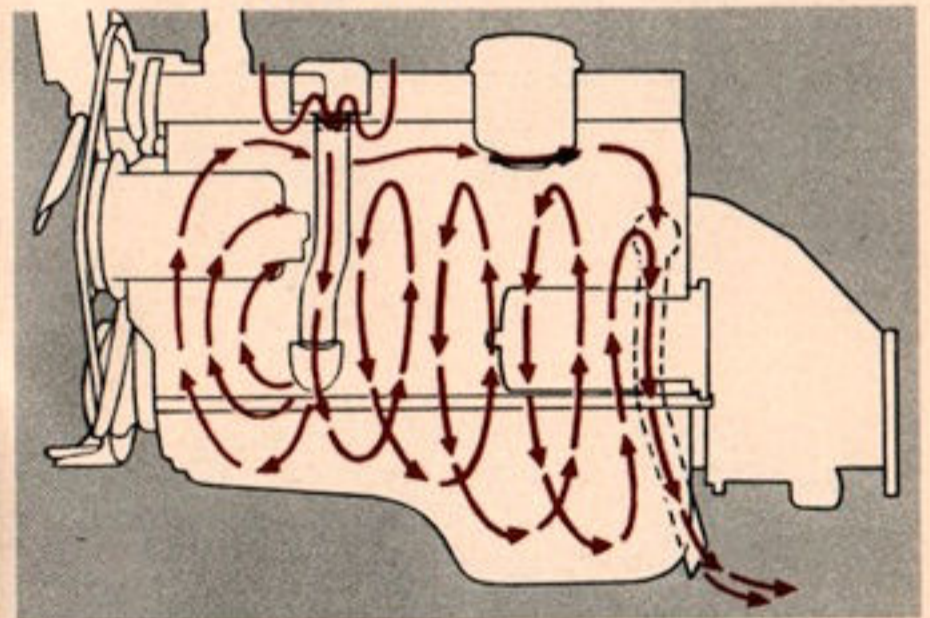
The Plymouth micronic oil filter stands guard over the lubrication system to keep out tiny particles of carbon or other foreign matter. Sometimes held in suspension by the oil in an engine, these particles are too small to be trapped by the Floating Oil Intake. In fact, it removes specks so tiny they are almost invisible. As a result, abrasive foreign matter is prevented from re-entering the



engine. The micronic filter is standard on Belvedere and Savoy models. The remarkable cleansing job it does on the lubricating oil makes an important contribution to the life of the engine.



VENTILATED CRANKCASE



Plymouth's crankcase ventilating system gets rid of harmful gases, condensed moisture and corrosive acids that form in any car engine and dilute oil, resulting in loss of lubricating efficiency, corrosion of metal parts and formation of sludge. Air is drawn through a filter in

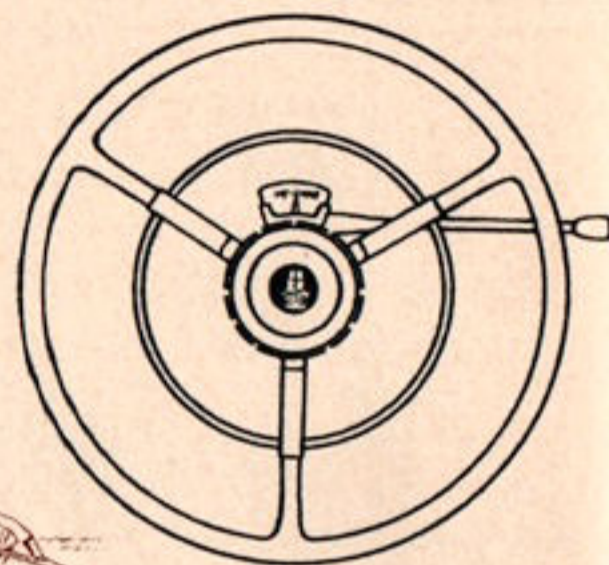
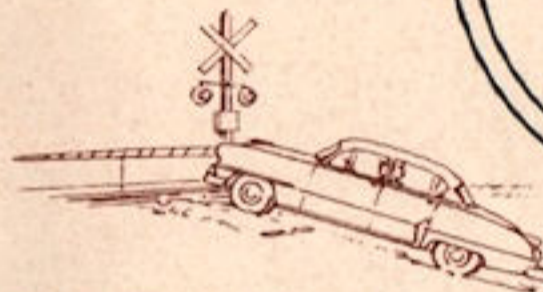
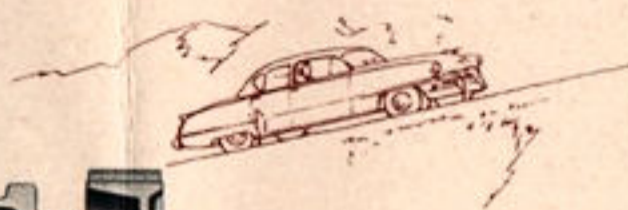
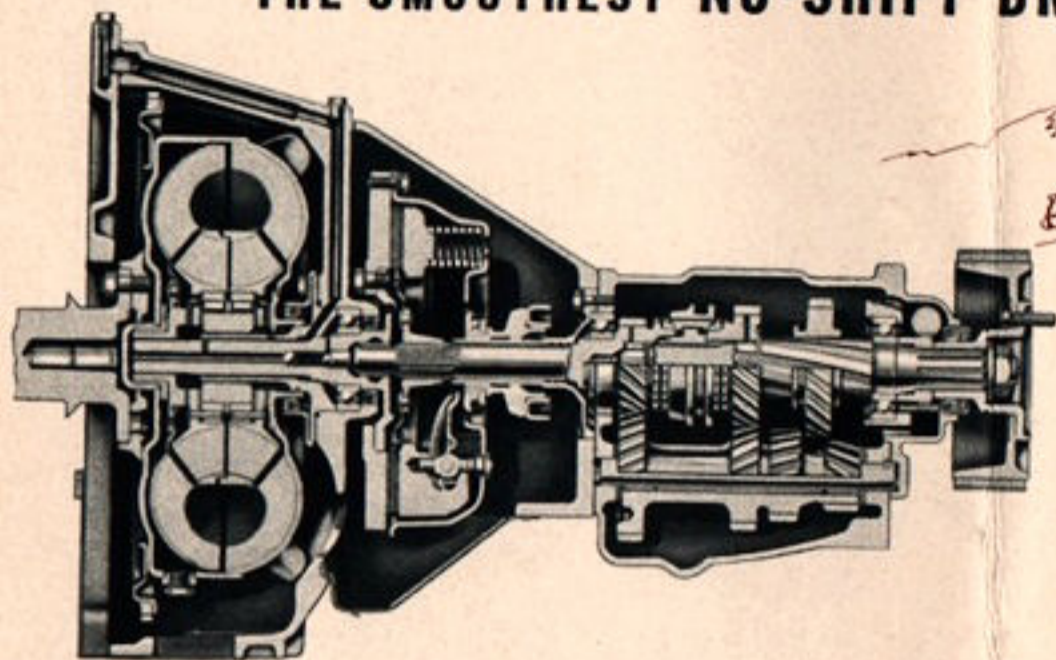
the oil filler cap. It then circulates through the crankcase and valve chamber, and is expelled through an air cleaner outlet vent pipe.



YOUR CHOICE OF 3 GREAT TRANSMISSIONS

HY-DRIVE

THE SMOOTHEST NO-SHIFT DRIVING IN THE LOW-PRICE FIELD

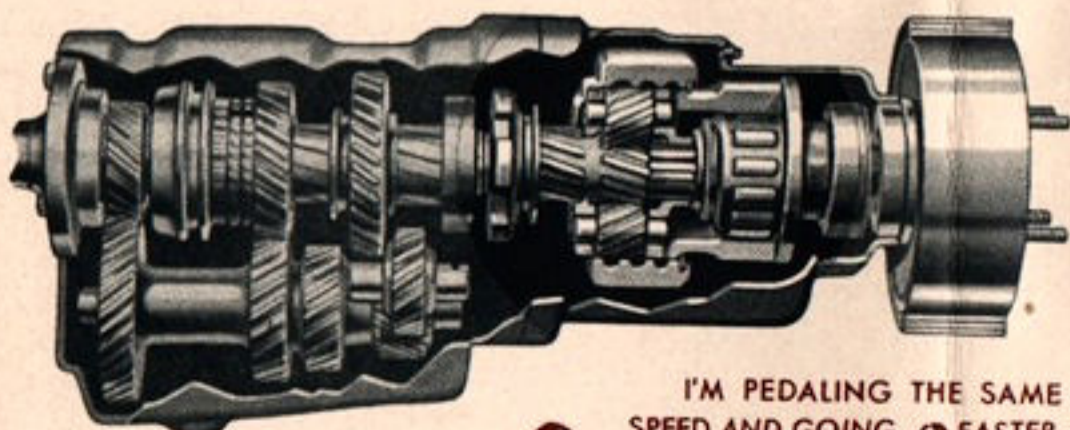


Plymouth offers you its incomparable Hy-Drive, if you want the utmost in over-all driving ease. This versatile unit, optional at moderate additional cost, gives you the smoothest, simplest, yet most economical no-shift driving in the low-price field. It's easy to use . . . smooth at the start or when you're stopping . . . levels the hills . . . takes the fatigue out of your start-and-stop city driving. What's more, when you make a

brief stop on an upgrade Plymouth Hy-Drive lets you hold your car without touching anything but the accelerator. It gives you better control in starting on icy, wet, or slippery pavements because power is applied smoothly in high gear to the rear wheels. It's economical to buy and own . . . needs no special adjustment, special care, or expensive upkeep. And its maintenance is simplicity itself.

AUTOMATIC OVERDRIVE

QUIET—ECONOMICAL PERFORMANCE



I'M PEDALING THE SAME
SPEED AND GOING FASTER



OVERDRIVE

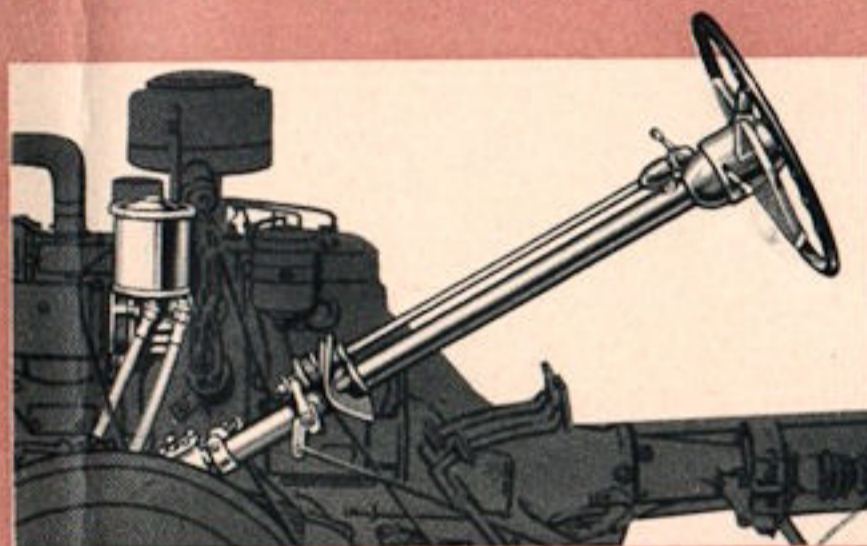
Extra driving ease, as well as economy, is available to the Plymouth purchaser in still another way. You have but to choose the new 1954 Plymouth equipped with Overdrive, optional at moderate extra cost. As Overdrive works its magic, you can travel at a road speed of 50 m.p.h., while your engine "loafs" at about 35 m.p.h. Result: smoother, quieter operation, less wear and tear on the engine, better gas and oil mileage. The higher gear ratio provided with Overdrive gives you a faster getaway than most cars can deliver with standard transmission only. And for easy, more flexible driving, Overdrive provides unusually good acceleration *in second gear from a standing start.*

... Plus SENSATIONAL NEW POWER STEERING

FULL-TIME POWER STEERING FOR EFFORTLESS STEERING WITH PERFECT CONTROL

For the easiest of turns, take the wheel of a 1954 Plymouth equipped with new Power Steering! Of course, Plymouth's conventional steering mechanism is easy to operate—but Plymouth Power Steering, available at extra cost, gives you the advantage of a hydraulic helper *working full time*, multiplying your finger pressure *many times*, doing the work you used to do.

You turn the front wheels almost without effort—even while your car is motionless. However, there's nothing new to learn. You have a safe feel of the road at all times. Recovery after a turn is excellent. Tight



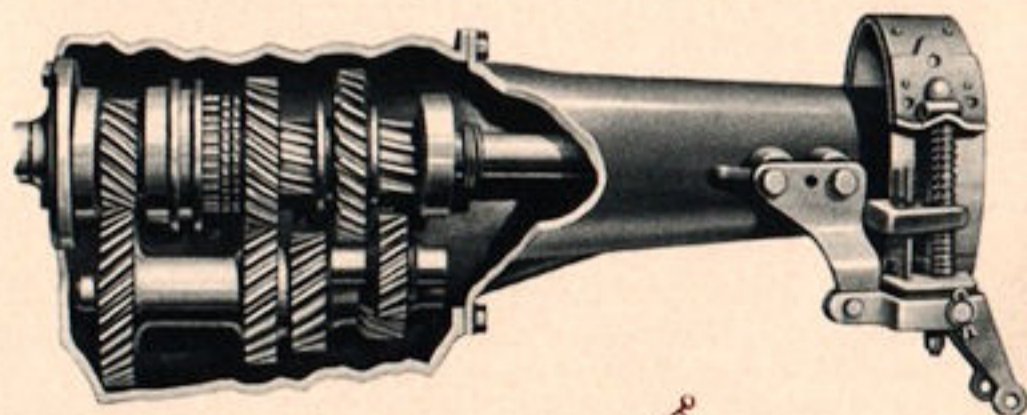
HERE'S HOW PLYMOUTH'S NEW POWER STEERING
MAKES DRIVING EASIER—SAVES YOUR ENERGY!

	Without Power Steering	With Power Steering
PARKING requires an effort of.....	31 lbs.....	6 $\frac{3}{4}$ lbs.
AT 15 M.P.H. turning requires an effort of.....	11 lbs.....	3 $\frac{1}{2}$ lbs.
AT 45 M.P.H. turning requires an effort of.....	8 lbs.....	2 $\frac{1}{2}$ lbs.

parking spots are no longer a problem. On the highway, Plymouth Power Steering takes the fight out of "wheel fight". And the car can always be steered—even if there's no help from the power cylinder.

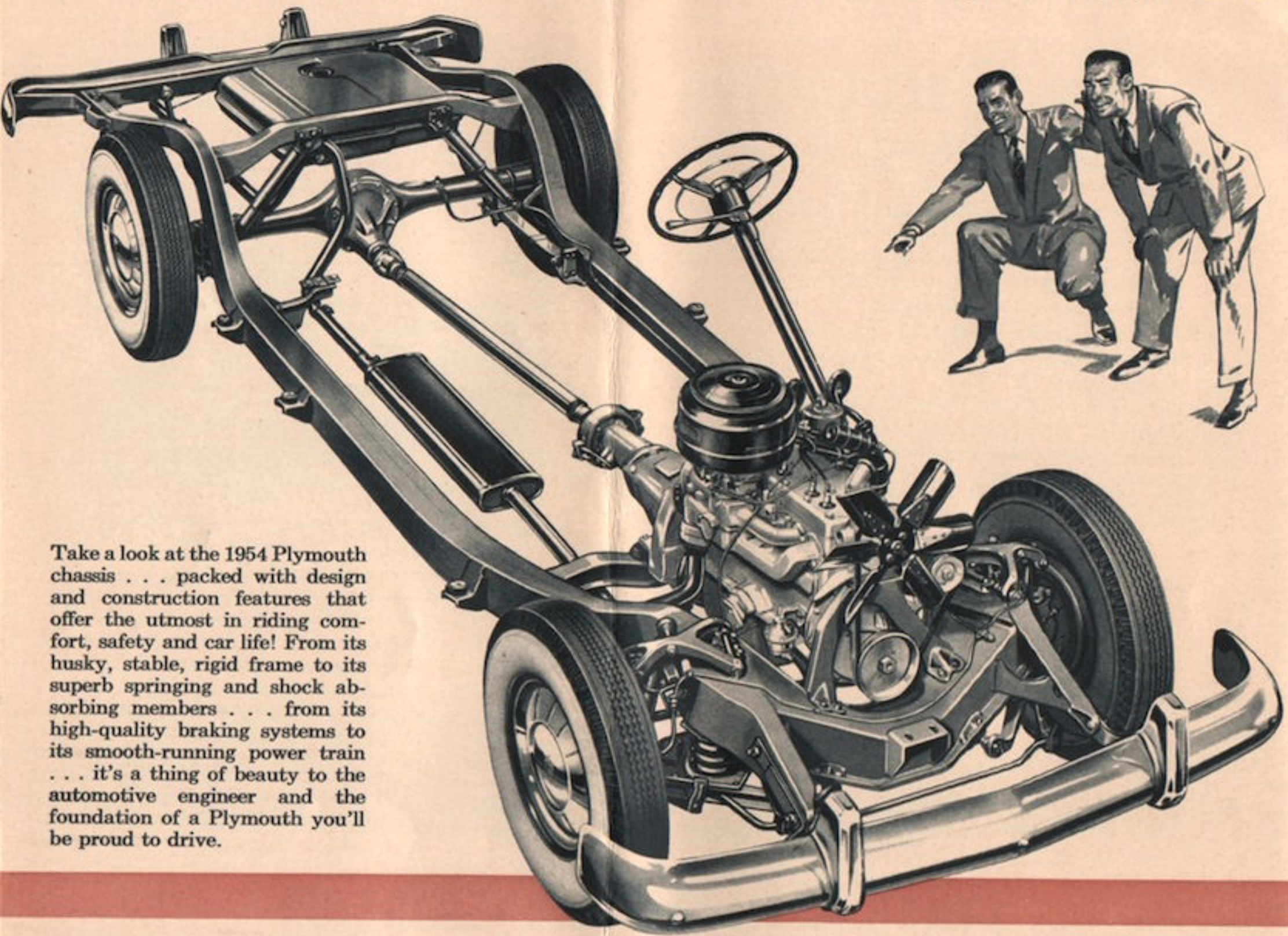
What's more, the power unit reacts instantaneously in every emergency to keep your front wheels headed *in the exact direction you have pointed them*. Whether you are in a tight turn or headed straight down the road, they refuse to be turned by a soft shoulder, bad chuck hole, or water on the highway!

SYNCHRO-SILENT TRANSMISSION

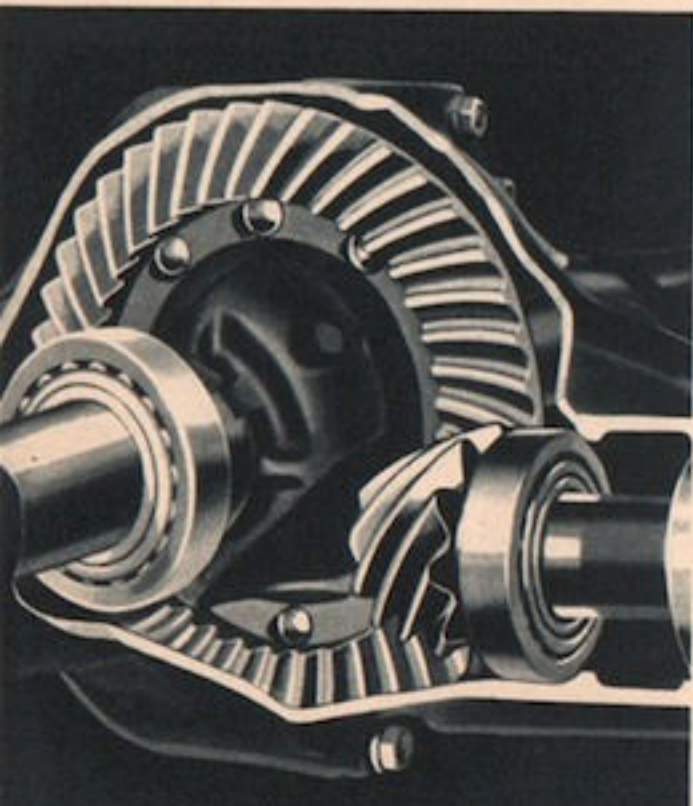


There's never a protesting clash, when Plymouth's gears are shifted. The gearshift lever slides into position easily and quietly. Plymouth's outstanding design features and precision manufacturing combine to do the job. A synchronizer equalizes the speed of mating parts, eliminating the clash of gear teeth. Anti-friction bearings keep the gears lined up perfectly with each other even after many thousands of miles of operation. Gears are "lapped" in pairs—a process which gives them a fine polish and assures smooth meshing of teeth. And the mated gears are tested together in a soundproof laboratory before final assembly.

Thousands of Miles from Now... YOU'LL BE



Take a look at the 1954 Plymouth chassis . . . packed with design and construction features that offer the utmost in riding comfort, safety and car life! From its husky, stable, rigid frame to its superb springing and shock absorbing members . . . from its high-quality braking systems to its smooth-running power train . . . it's a thing of beauty to the automotive engineer and the foundation of a Plymouth you'll be proud to drive.

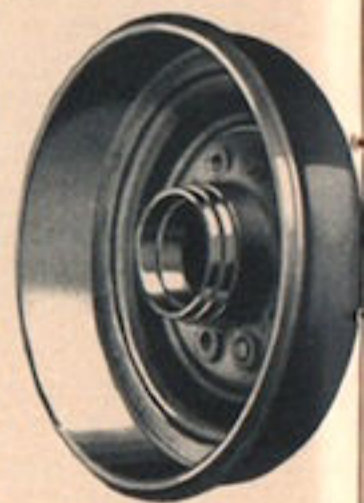


HYPOID REAR AXLE

Here's the Plymouth unit that transmits power from the propeller shaft to the rear wheels . . . smoothly, quietly, reliably. It's at the end of the line, so it has to be good. And Plymouth builds it with quality-plus for reliability . . . from smooth-meshing hypoid gears, which operate on heavy duty, tapered-roller bearings to axle shafts that have 16 splines for greater strength.

CENTRIFUSE BRAKE DRUMS

Plymouth uses a special process of manufacturing in which the cast-iron braking surface is centrifugally cast and fused to the steel outer shell for strength and lightness. The braking surface is machined to an especially smooth finish. The long wearing cast iron absorbs the heat of braking and quickly transfers it to the steel outer shell for dissipation into the air. This keeps brakes operating at a cooler temperature, during long applications.



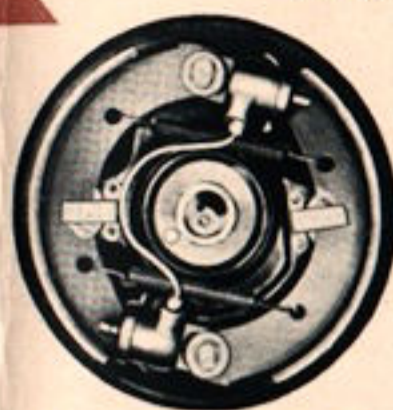
Glad YOU CHOSE THE CAR THAT STANDS UP BEST



In engineering laboratories, like this famous "Cold Room," Plymouth cars are tortured and tested under conditions far more rigorous than you would ever encounter in actual driving. Then they're taken out and road-tested where YOU actually will drive your car. Every kind of road surface, every degree of heat and cold, every altitude, every weather condition is experienced before engineers put their stamp of approval on a new model. No wonder Plymouth has a richly desired reputation for rugged reliability.

And speaking of reliability, did you know that of all standard-built cars registered as taxicabs, there are more Plymouths than all other makes combined! This overwhelming choice speaks volumes to you . . . for underneath the surface, the mechanical parts of taxicabs and passenger cars are essentially the same. And the things you want are the same . . . long life, reliability and economy . . . in short, Plymouth!

SAFE-GUARD HYDRAULIC BRAKES



Plymouth pioneered hydraulic brakes in the low-price field, and has led in efficient, dependable braking ever since. These better Safe-guard Hydraulic brakes permit consistently smooth, quick stops to give you better control of your car. They also give better distribution of braking effort for longer lining life. On the front wheels,

they feature double cylinders, shoes and anchors to give more braking effort on the front of your Plymouth. This takes advantage of the fact that front wheels are pressed harder against the ground by the forward shift of weight as you stop your car.

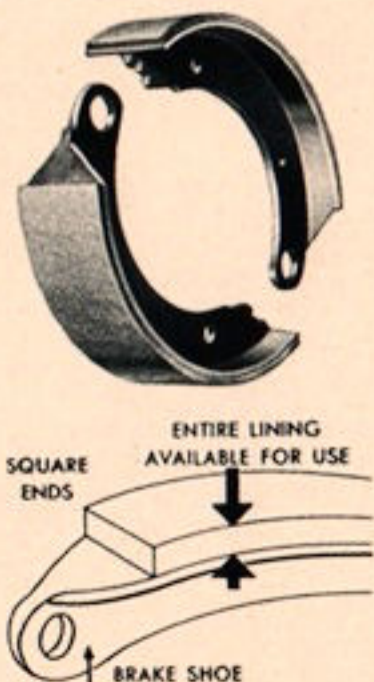
INDEPENDENT PARKING BRAKE



Like a ship riding on double anchors for safety, Plymouth gives you not one, but *two* braking systems. The independent parking brake is the second . . . completely independent of the service brakes. Mounted on the propeller shaft, it acts on a drum at the rear of the transmission. Besides being used as a parking brake, it can also be used in an emergency as a reserve braking system to stop the car.

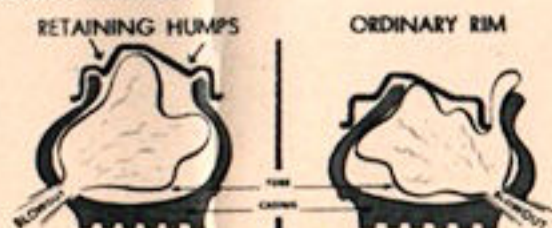
CYCLEBOND BRAKE LININGS

Permanently fused to the brake shoes, using no rivets, Plymouth Cyclebond brake linings give up to 50% longer life because they can be used practically down to the brake shoe, but conventional linings should be replaced before they are worn to the rivets. Without rivets or tapered ends you get 20% more braking area—and square ends clean off abrasive dust from the drums, reducing wear.

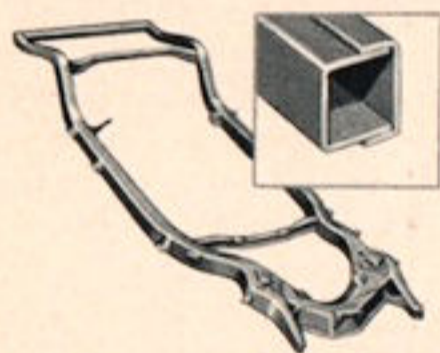
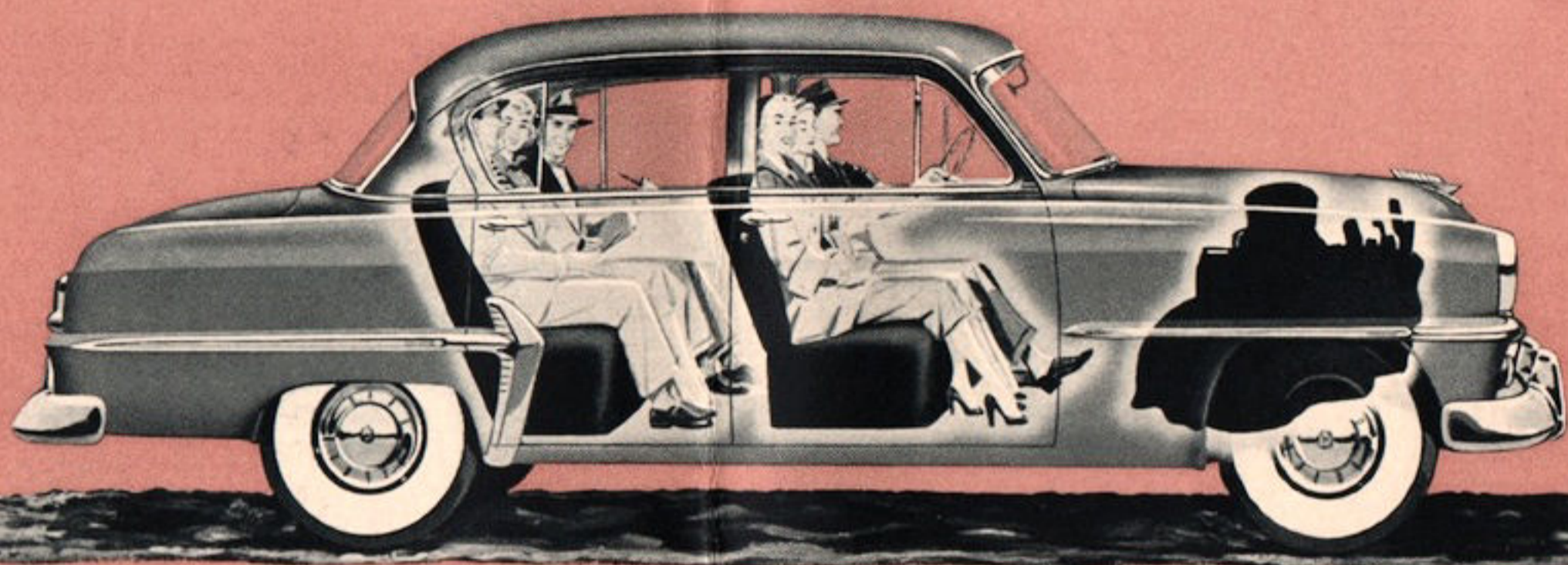


SAFETY-RIM WHEELS

The danger of tire blowouts—one of the most serious driving hazards—is greatly reduced by Plymouth Safety-Rim wheels. They provide protective retaining humps on rims which hold blown tires securely in place, permitting a safer controlled stop. With conventional wheels a blowout may mean a whipping tire . . . which may cause you to lose control.



PLYMOUTH'S SENSATIONAL *BALANCED RIDE* SPOILS

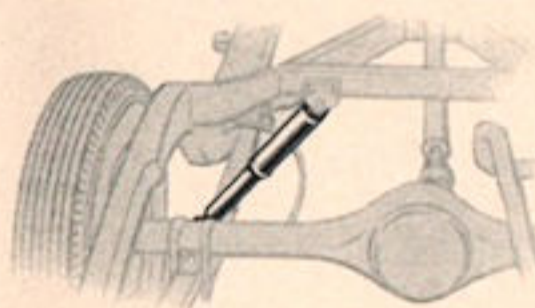


BOX-TYPE FRAME

When you talk about strength and rigidity, Plymouth's box-type frame has it to spare and provides a firm foundation for building Plymouth's Truly-Balanced Ride. To meet the need for rigidity, Plymouth uses box-section girders—one

of the strongest of structural forms—in the frame side rails, the massive front suspension member, the rear engine support member. And the frame is made wide, so body-mounting brackets can be kept short for extra rigidity.

ORIFLOW SHOCK ABSORBERS



Tailoring the ride to suit the road is the big job of this famous Plymouth feature. Oriflow shock absorbers control the car's springs so they won't travel too far or too fast during their flexing and rebound action.

You're always sure of perfect ride-control. And Oriflow shock absorbers are mounted, "Sea-Leg" fashion, to help control lateral and vertical movements of the suspension.

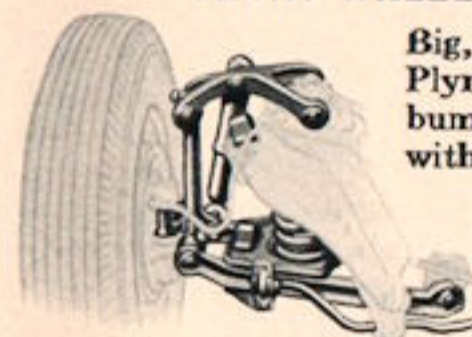
REAR SPRING MOUNTING



To help the 1954 Plymouth float smoothly over bumps, the rear wheels are mounted on long, easy-acting, tapered-leaf springs—perfectly matched to the weight they carry in each model. Permanently lubricated by wax-impregnated interliners between the leaves. They are

mounted so that front ends are closer together than at the rear (splay-mounting), to contribute to stability on turns.

FRONT WHEEL SUSPENSION



Big, easy-acting coil springs let a Plymouth's front wheels roll over bumps, or in and out of hollows, without jarring or tilting the body.

They have plenty of space for unrestricted spring action which soaks up just about any bump without bottoming. And a special

non-parallel arrangement of the control arms helps reduce body rolls on turns.

YOU FOR ANY OTHER CAR

*No Roll, No Pitch, No Jounce
Soft, Smooth, Steady*



Your riding comfort, your safety were the twin goals of Plymouth engineers designing the famous "Balanced Ride." The payoff comes in the way this handsome traveler smooths out rough spots; takes corners with hardly a hint of sidesway; cushions starts and stops; and achieves maximum freedom from vibration . . . with the stability and smoothness of a gyroscope!

MAGIC CARPET SMOOTHNESS



feature shown on these pages to give you the steadiest, smoothest, safest ride you've ever known!

The ancient story-book wizards gliding through space have to move over and make room for you when you're cruising the highways in a new 1954 Plymouth. Magic? No, just sound, imaginative engineering that blends every

ARM CHAIR COMFORT



springing, and lots of legroom, hiproom and headroom mean pure comfort wherever you drive.

If you've ever wished for riding comfort that matches your favorite arm chair at home, you'll pinch yourself to make sure you're not dreaming when you stretch out in a Plymouth. Chair-height seats, full-depth coil-

READ A BOOK AT 50 MI. PER HR.



field. Owners tell us it's so smooth you can read a book at 50 miles per hour.

The kind of a ride you've always wanted is yours to enjoy in the 1954 Plymouth. Credit it to Plymouth's new way of controlling three motions . . . roll, pitch and jounce . . . in perfecting a level-line ride that's set a new high in the low-price

"CORNERS" LIKE A CAT



the ground to give you the most relaxing ride you've ever experienced under all conditions.

No need to tense up at the sight of a sharp curve in the road ahead when you're driving the new 1954 Plymouth! This road-hugging beauty "corners" like a cat on sharp turns, refuses to tip or sway, keeps its feet firmly on

STEERS STRAIGHT AND TRUE



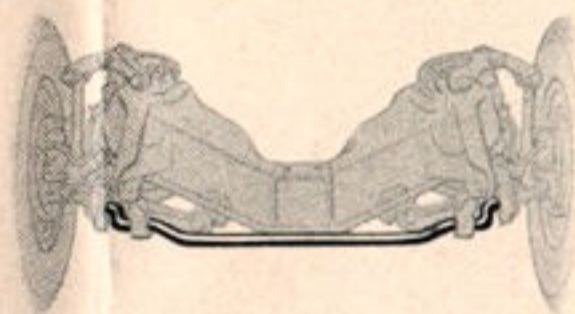
steering that's easy, safe, true and remarkably free from fatiguing road shock mile after mile.

On even the roughest roads, your Plymouth will steer straight and true with hardly a quiver of the steering wheel. Proper balance and springing of the front end . . . the rubber-insulated, shockproof steering mechanism . . . give you

RUBBER BODY MOUNTINGS



By minimizing the transfer of road shocks and vibration into the body, Plymouth's thick moulded rubber body mountings give you a more relaxing ride and a quieter, longer-lasting body. With a special design that's exclusive with Plymouth, in its field, these mountings completely insulate the car body from the frame.

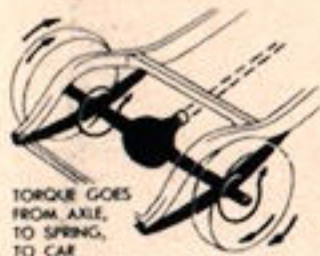


SWAY ELIMINATOR

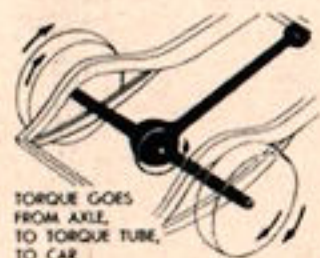
Even on the sharpest curves, the Plymouth body stays more nearly on an even keel. The sway eliminator bar, mounted on rubber pivots, stretches its spring steel legs from side to side to help maintain stability.

HOTCHKISS DRIVE

Stopping or starting, you get the same smooth riding qualities as you do when cruising along. Plymouth's full Hotchkiss Drive lets easy-acting rear springs gently cushion the shocks of starting, accelerating, and stopping . . . keeps the frame from receiving a sudden shock of driving power or braking action, as it does with a conventional torque tube drive.



TORQUE GOES FROM AXLE, TO SPRING, TO CAR



TORQUE GOES FROM AXLE, TO TORQUE TUBE, TO CAR

SHOCKPROOF STEERING

Here's a Plymouth feature that protects you against fatiguing road shock; gives you easier, more comfortable driving, makes you less accident-prone. Plymouth's steering column is mounted firmly to the frame, but the steering gear assembly is completely insulated from the frame by shock-absorbing rubber cushions.

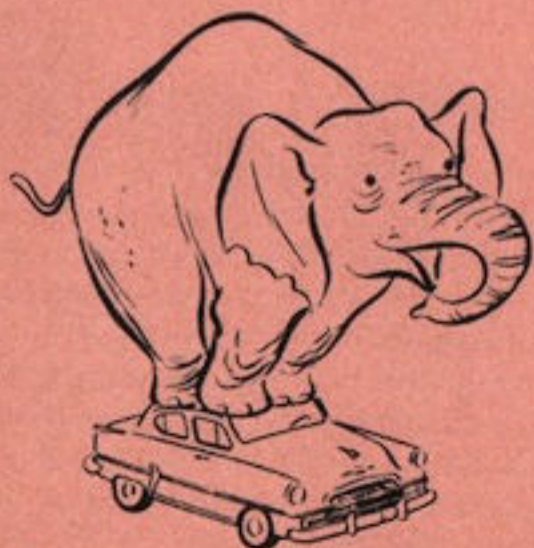
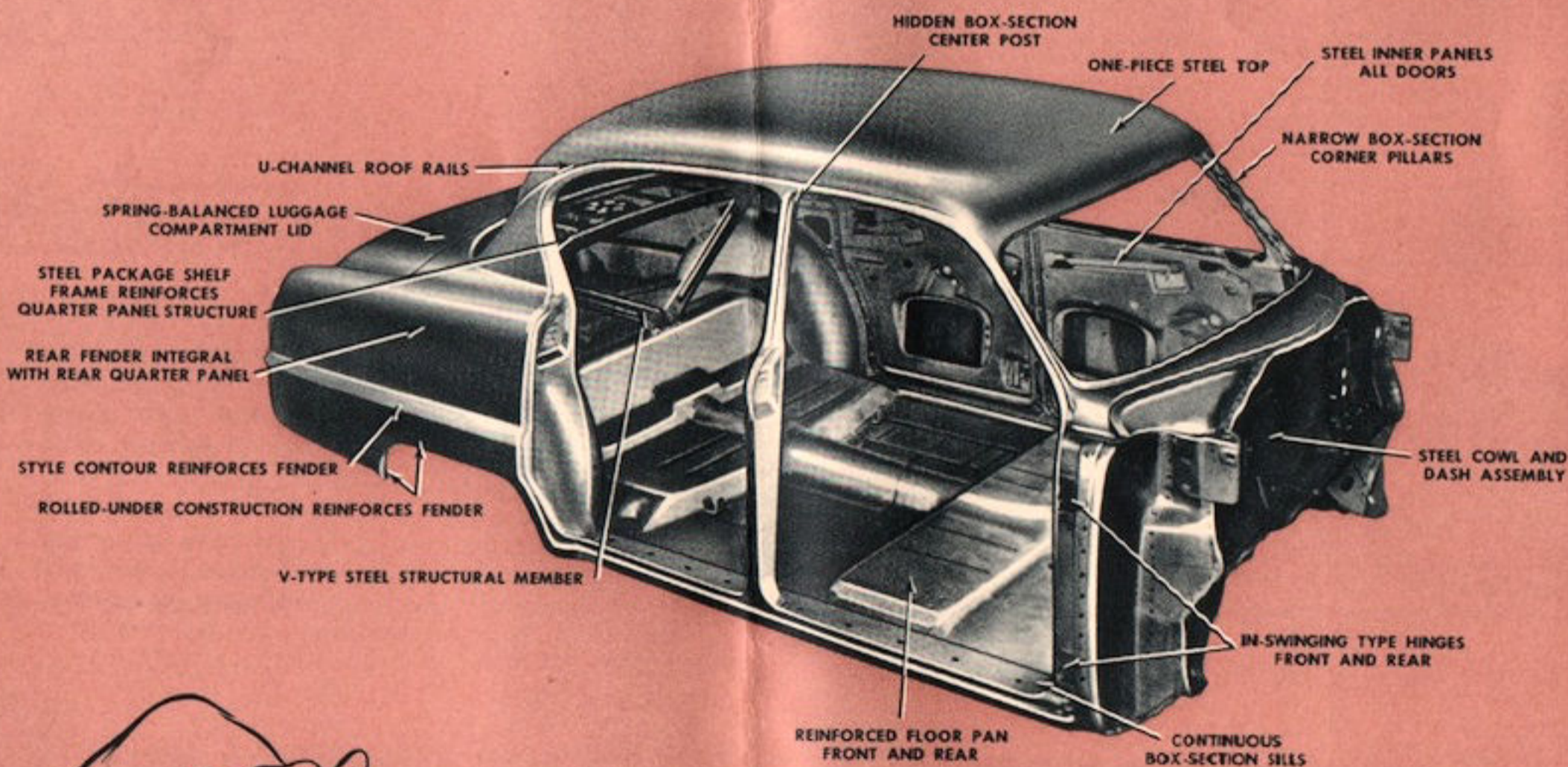


Top, Sides, Floor... EVERY INCH IS STEEL!

EXTRA VALUE FOR YOU IN PLYMOUTH'S SAFETY-STEEL-BODY RUSTPROOFED AND SOUNDPROOFED...

If you can take your eyes off the 1954 Plymouth's beautiful Hy-Styling for a moment, there are three important things you should know about this handsome traveler's body construction. First, it's all-steel to cradle you and your passengers in a compartment that's safe, rugged, reliable. Secondly, Plymouth body interiors are shielded

against vibration, road noise, and weather by a variety of sound-proofing and insulating materials. And, thirdly, the Plymouth body is finished to stay beautiful through years of hard service and long exposure outdoors. This durable beauty is the result of complete body and fender rust-proofing and the use of a hard-baked enamel finish.



You'll probably never want to perch an elephant on top of your 1954 Plymouth. But, believe us, the Plymouth body is built to stand pressures and strains almost that tough! It's a unit-steel structure, formed of sturdy steel body panels welded to a rugged steel framework. Door and window openings are surrounded by box like reinforcements. A V-member support is placed behind the rear seat. The floor pan is stamped and ribbed to provide additional strength and to prevent drumming.

PLYMOUTH'S FAMOUS

Safety Steel Body



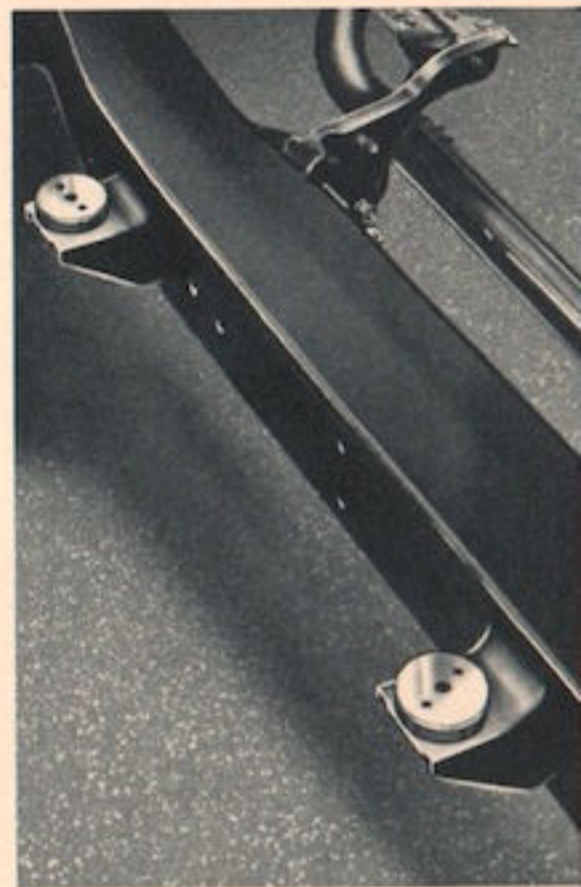
COMPLETE RUSTPROOFING

Every Plymouth car is treated with a process in which the bare metal is rustproofed before the other finish is applied. Rustproofing prevents the spread of corrosion should the finish

be nicked, scratched or otherwise penetrated. And it also provides an ideal bond for the primer coat.

LIVE RUBBER BODY MOUNTINGS

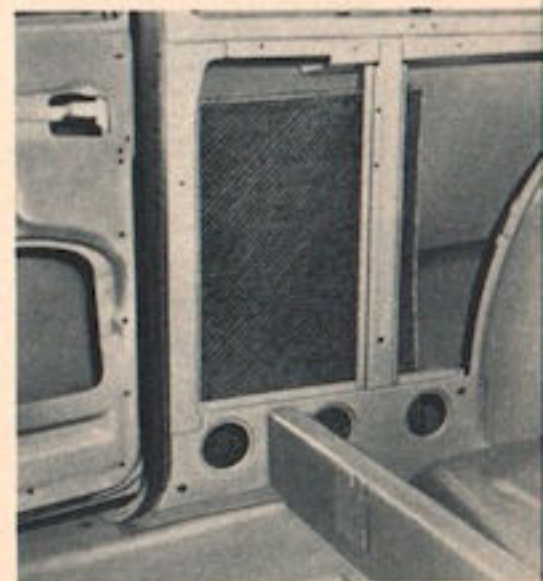
By doing a thorough job of minimizing the objectionable transfer of shocks and vibration into the body, Plymouth's live rubber body mountings assure you of a quieter, longer lasting body. They form a cushion of thick molded rubber that is specially designed. Unlike many other cars, they are used at *every* body mounting point on Plymouth . . . to completely insulate the car body from metal-to-metal contact with the frame.



SOUND PROOFING AND INSULATION

Every 1954 Plymouth is sprayed with mastic sound deadener in strategic spots around to body to hold noise to a minimum and give you miles and miles of pleasant motoring. If you took a Plymouth apart, you'd find this material covering the entire floor pan. You'd find liberal quantities of mastic sound deadener between inner and outer door panels. And you'd discover it around wheel housings under the rear fenders to deaden the noise made by road gravel. In addition, there's a special thick dash and cowl liner that cuts

off engine heat and sound. Plymouth body interiors are thoroughly insulated with a variety of materials which help keep you and your passengers cool in summer, warm in winter. Heavy fiber linings are used under floor mats and floor carpets. And Plymouth's roof panel blanket-type insulation stands head and shoulders above even the highest priced cars. Body seals and gaskets, made of many different materials and compounds, are used throughout the body to keep out dirt and dust, moisture and drafts.



YOU GET *Extra Value* WITH PLYMOUTH'S



COWL VENTILATOR

Here's a popular feature not found on most competitive cars. It gives you an extra supply of fresh, screened air in the front compartment . . . takes the air in at a level well above road heat . . . as a real boon to hot weather motoring. Styled to the curve of the windshield, it closes flush with the rear edge of the hood, operates from a convenient control lever located below the instrument panel.



flush with the rear edge of the hood, operates from a convenient control lever located below the instrument panel.



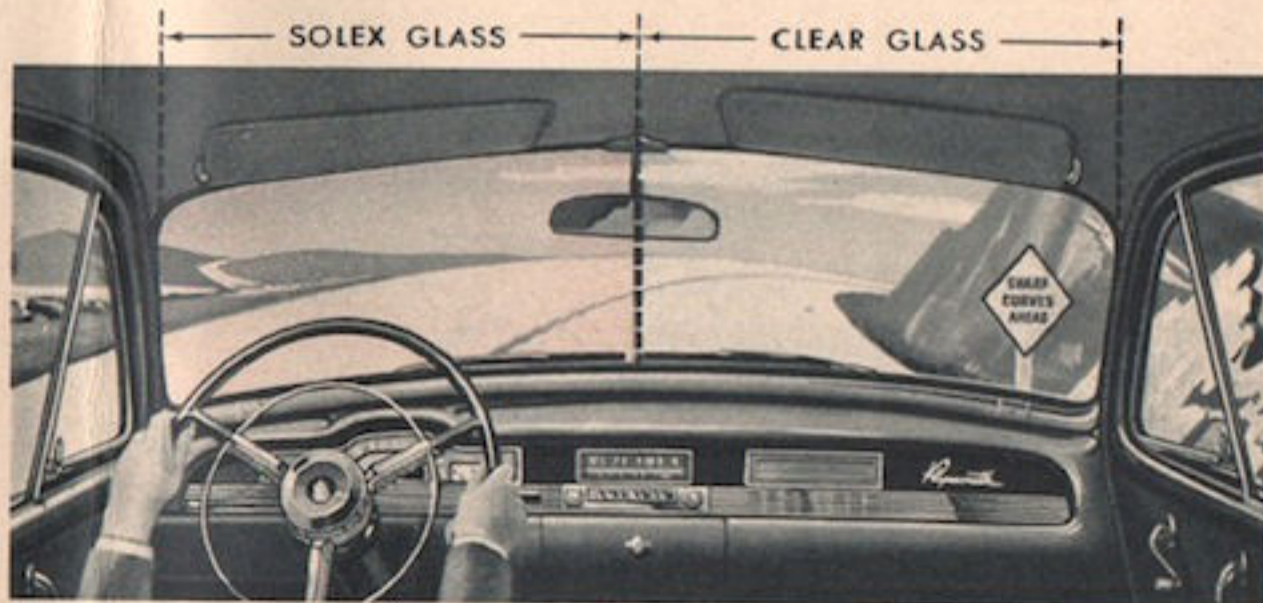
FRONT AND REAR VENTILATOR WINGS

Easy-operating front door vent wings let you choose your ventilation . . . from a breath to a full blown breeze. Four-door Belvedere and Savoy models have rear door vent wings, too, for the comfort of rear compartment passengers. And when you want to shut out air, vents can be latched tightly against the window divider strips.



**LEARN
FOR YOURSELF!
PLYMOUTH PROVES THAT
ALL-DAY, ALL WEATHER DRIVING
CAN BE COMFORTABLE**

"In all design and construction, the comfort and convenience of the Plymouth owner must be a primary consideration . . ." That's Plymouth Principle No. 1, and never have you found it better expressed than in the beautiful 1954 models! It comes to light in a hundred ways and places. In all-day, all weather driving, for instance, you'll find Plymouth's superb ventilation, excellent visibility, riding comfort and driving ease seem to take miles off your trip and troubles off your mind.



SOLEX TINTED GLASS FOR DRIVING COMFORT

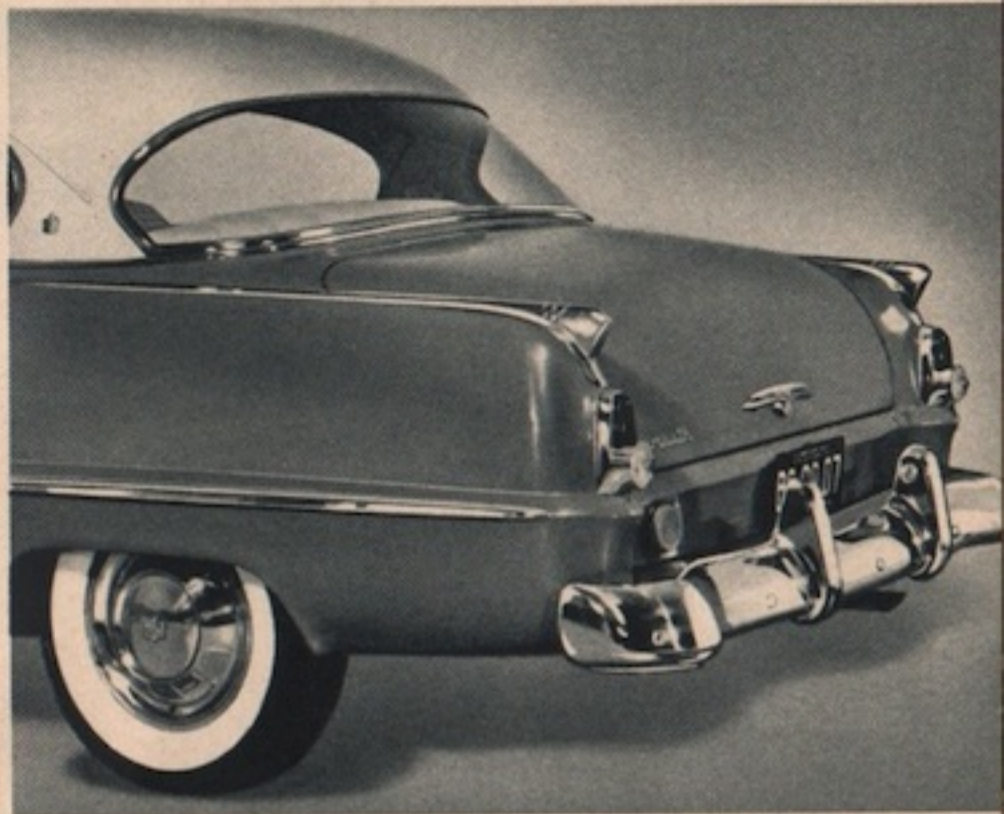
This special glass, offered at moderate extra cost, helps reduce eyestrain and fatigue much as sun glasses do . . . keeps the passenger compartment cooler . . . minimizes the glare of oncoming headlights at night . . . keeps fabrics fresher by filtering out many of the sun's rays that cause colors to fade.



EXTRA COMFORT and CONVENIENCE

NEW REAR DECK PUSH BUTTON LOCK

There are many occasions—such as picnics, or short trips to the supermarket—when you want your trunk lid firmly closed, but prefer not to have it locked so a key must be used to reopen it. At such times, you merely close your Plymouth's lid. The latch holds it tightly shut, yet you can release the latch whenever you like by pushing the button. And when you do use the key, notice how easily it turns—because its only function is to lock or unlock the latch.



EASY WINDOW OPENING

Even the window operating controls of the new 1954 Plymouth are geared for your utmost convenience. Plymouth window regulators need fewer turns than most cars to completely raise or lower windows. If

you've ever been caught in a sudden downpour of rain or run into a dusty stretch of road while driving, you know what a difference a few seconds make in getting windows closed in a hurry.



CONVENIENT GASOLINE FILLING

The gas tank filler pipe cap is located in the rear deck sill panel to make fueling easy from either side of the car. This eliminates dragging a fuel hose across the deck, or fuel stains on the fender.

CONVENIENT TRUNK

Plymouth's trunk yawns widely from fender to fender to make loading easy—with a mouth deep enough to swallow four rows of average size luggage without straining. The floor is covered by a practical no-scuff rubber mat. The spare tire is tucked in the right side; tilted to gain extra inches of storage space. Behind the tire—the bumper jack is held firmly in place by a coil spring. And hinges are located well over to the side where they cannot interfere with luggage.



MORE *EXTRA WORTH* IN THESE FINE

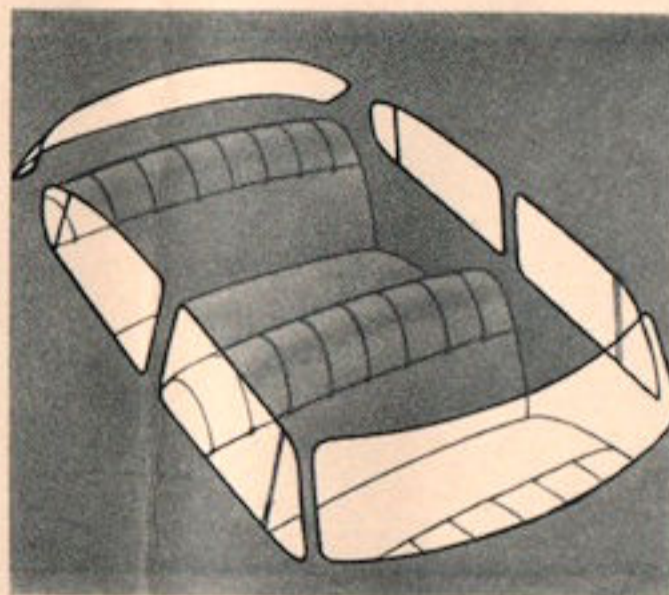
EXTRA VALUE IS DESIGNED INTO EVERY PLYMOUTH DETAIL BY THE ENGINEERING LEADERS OF THE INDUSTRY

The first Plymouth started a safety revolution in the automotive industry by introducing four-wheel hydraulic brakes. And for the past quarter-century, Plymouth engineers have kept faith with those early days by building safety into every car that has rolled off the assembly lines. Today, you'll find the new 1954 Plymouth is safety engineered to give you and your family the protection you want.

It's safer on the go because of Safety-Rim wheels, optional Power Steering, greater stability and the shockproof features of conventional steering. It's safer when you stop because of Safe-guard hydraulic brakes, and independent parking brake, centrifuse brake drums and Cycle-bond brake linings.

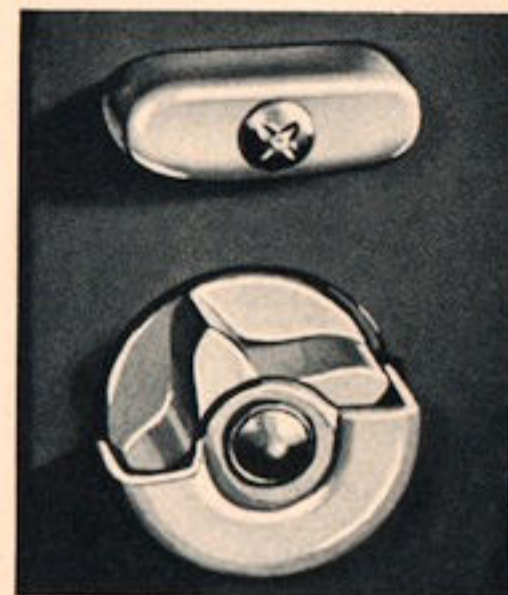
It's safer for seeing because of control tower vision, chair-height seats, laminated Safety Glass with optional Solex-tinting, electric windshield wipers, full-width defrosting, sliding sun visors, better lighting and a modern instrument panel.

It's safer for riding because of an all-steel body, a husky chassis and balanced weight distribution. And it's safer on count after count because of such extras as floor-level door sills, rear door safety locks on four-door sedans, counter-balanced hood and luggage compartment lid, and rotary door latches.



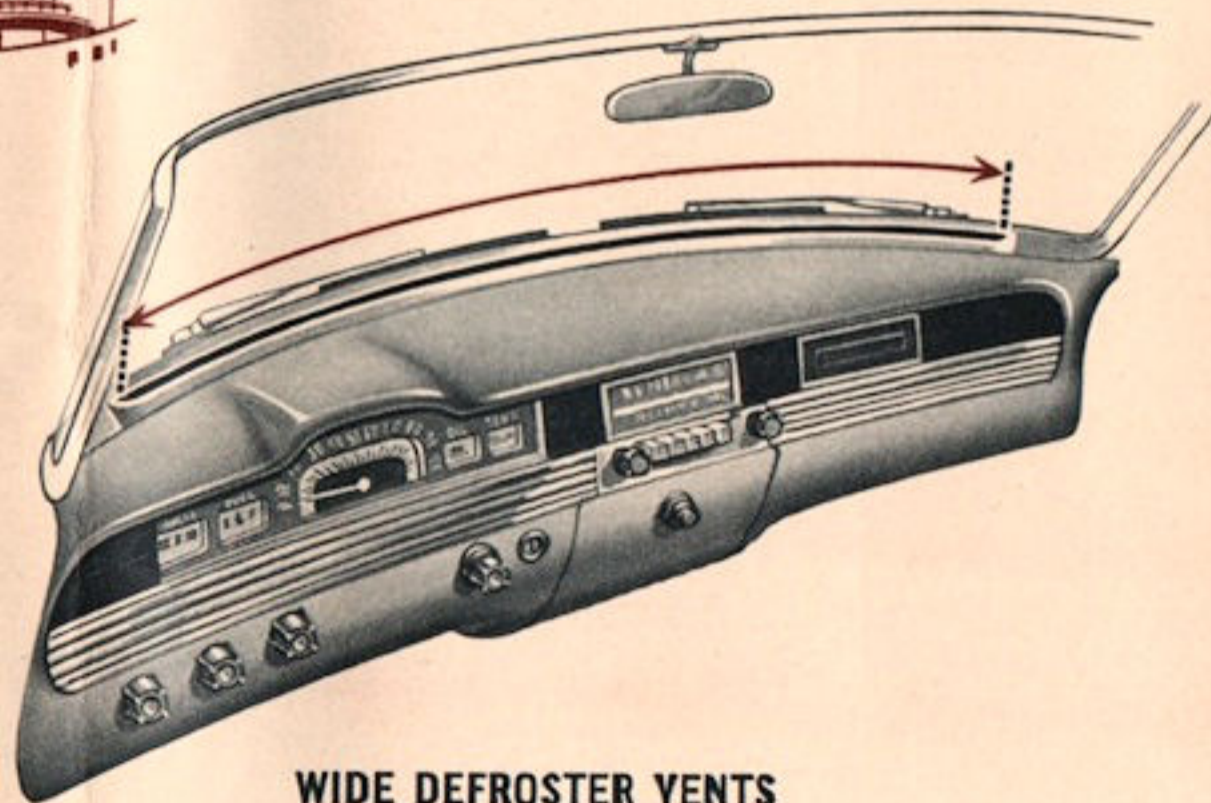
CONTROL TOWER VISIBILITY

Like the control tower of an airport, Plymouth gives you full, clear vision in all directions. The one-piece windshield curves in a nearly constant arc to cut distortion. Chair-height seats and the slope of the hood mean better "down front" vision. Rear door contour extends side windows to within a few inches of the big, wrap-around rear window to greatly reduce blind spots.



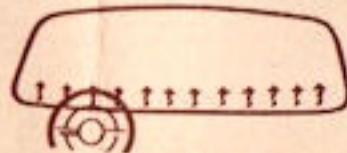
ROTARY DOOR LATCH

Plymouth rotary-type door latches keep doors firmly and noiselessly closed under all driving conditions. The motion of the car tends to tighten rotary-type latches for safety and silence. You'll find they operate easily and efficiently, close and open with a minimum of noise.



WIDE DEFROSTER VENTS

Plymouth's full-width defrosting eliminates the streaks of ice or fog commonly left on the windshield by defroster vents with multiple openings. This Plymouth feature is achieved by directing the air blast from the blower fan entirely across the windshield. You get good, clear visibility when you need it most . . . an important safety feature in bad-weather driving.



PLYMOUTH *Safety Features!*

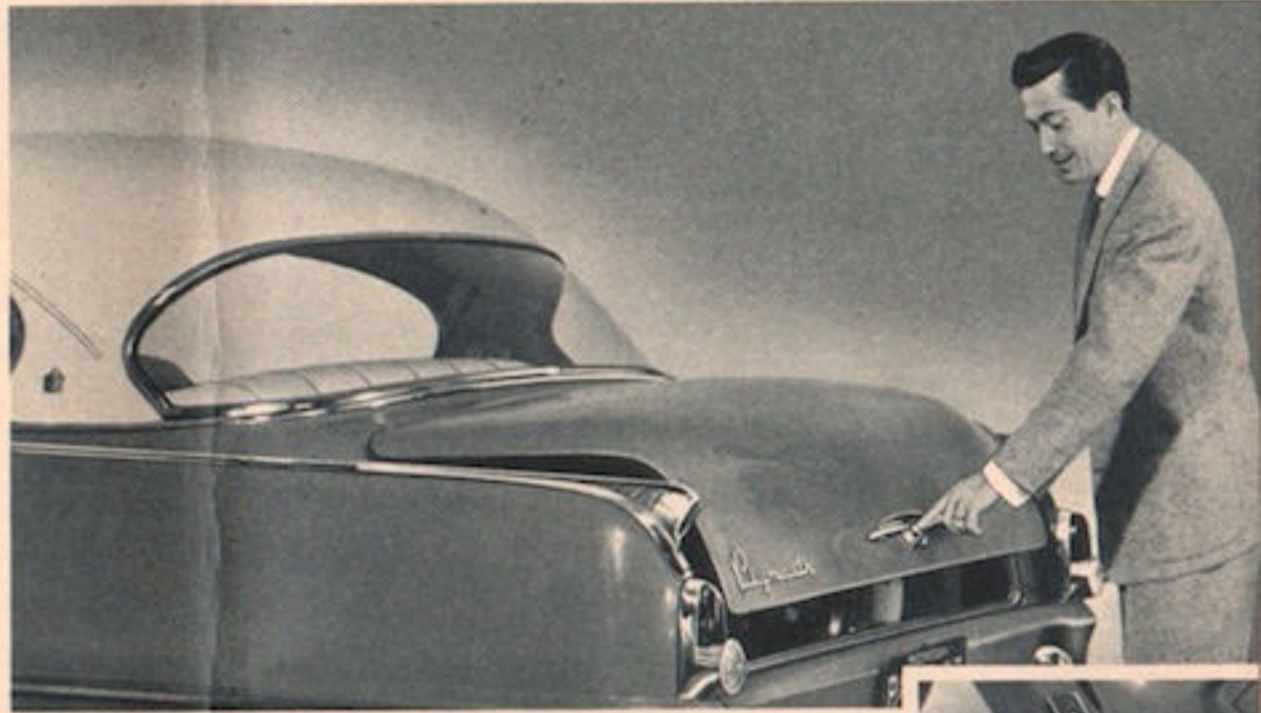


ELECTRIC WINDSHIELD WIPERS

Plymouth's powerful, electrically-operated windshield wipers give you clearer vision because they do not slow down or stop when the car is climbing hills or accelerating. With the steady stroke of a pendulum clock, they clear almost three-quarters of the windshield—park near the bottom and at the center of the windshield so that full height of their sweep is more nearly in line with your normal field of visibility.

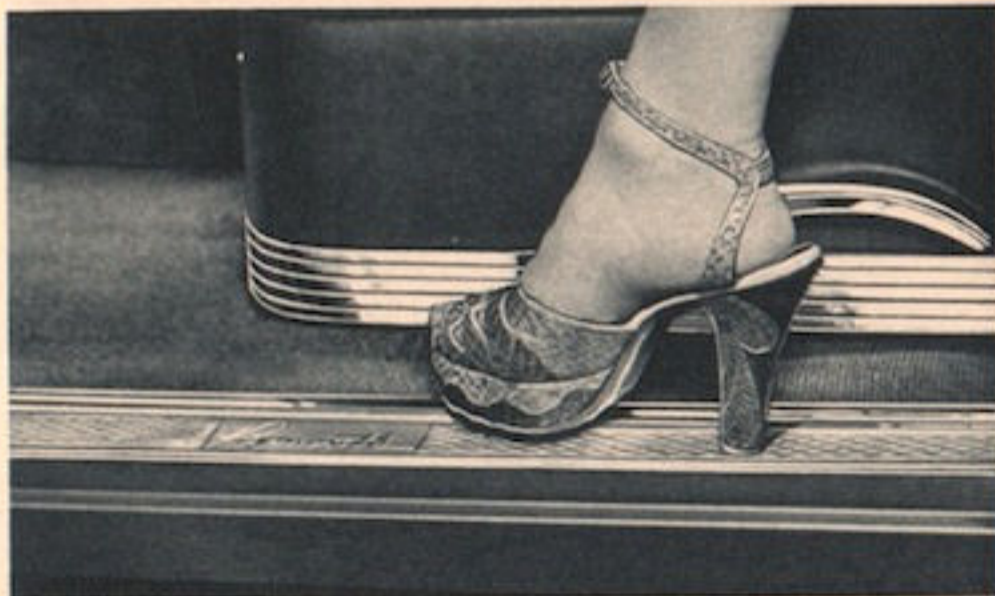


UNVARYING



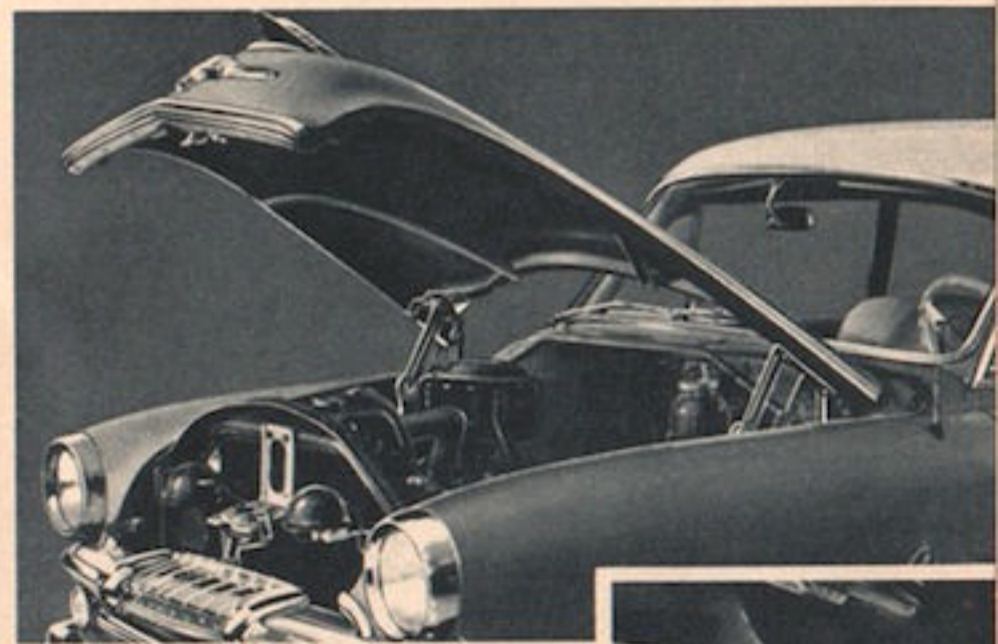
COUNTERBALANCED TRUNK LID

Here's a feature that's worth plenty when you're struggling with a couple of armfuls of luggage. The Plymouth trunk lid is spring-balanced, requiring a minimum of effort to raise. Once it's up, it stays up, firmly open, without your using any props. The hinges are located near the corners out of the way of luggage.



FLOOR LEVEL DOOR SILLS

There's no tripping, no slipping with the new Plymouth's floor-level door sills. They provide safe, sure footing for you and your passengers when entering or leaving the car. There's no ledge to step over or trip over. And besides these safety advantages, they make it easier to clean the floor of either front or rear compartments.



COUNTERBALANCED HOOD

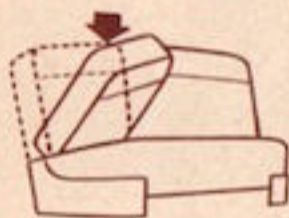
Plymouth's one-piece, front-opening, counterbalanced hood is unusually easy to raise or lower. Over-center springs keep it up without danger of falling. And a latch-plus-safety-catch prevents unexpected openings.





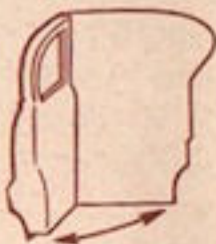
NEW TYPE "E-Z" EXIT FOLDING SEAT

Here's a real convenience feature that lets two people remain comfortably seated in the front seat while rear seat passengers are entering or departing through the right door. The $\frac{1}{3}$ - $\frac{2}{3}$ front seat back division on all two-door models turns the trick. Young parents like it, too, because baby's car seat can be fastened on the driver's side, eliminating danger of the child being thrown forward during emergency stops.



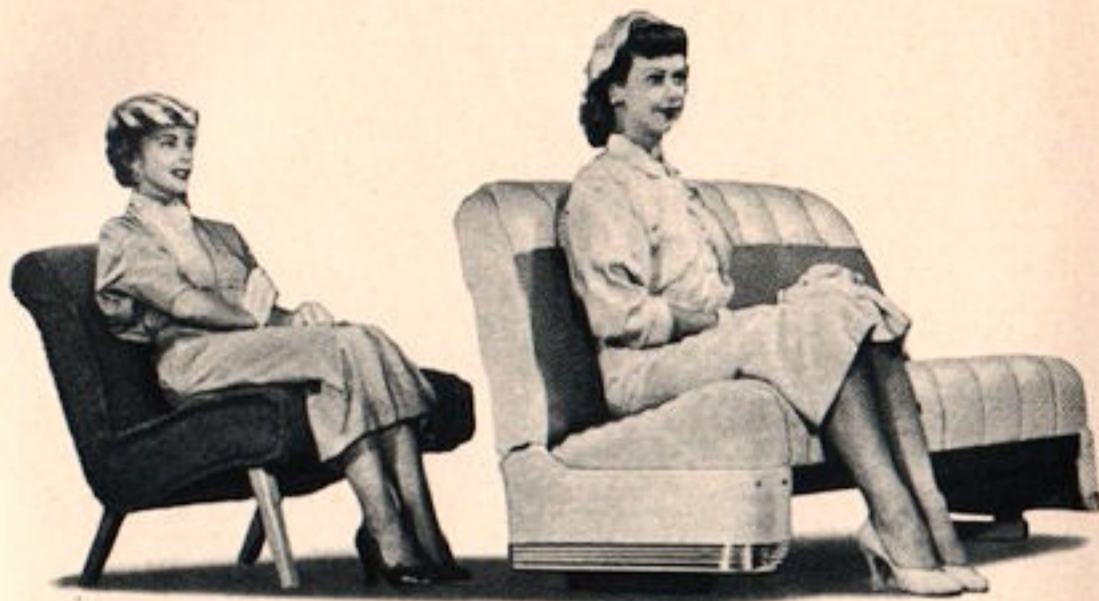
WIDE DOOR OPENINGS

High, wide and handsome . . . that's the description of door openings on every 1954 Plymouth. Stepping inside or leaving the car is easy. An added convenience feature on four-door models is the smartly contoured rear door. It provides shoulder room even a professional wrestler would find ample, makes it far more convenient and graceful for women. What's more, the hinged edge of doors recess about two inches into the body when fully open—give you more room to get out when you are parked in cramped quarters.



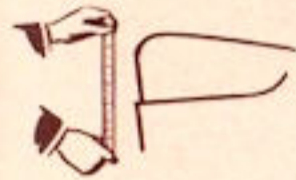
STATIONARY RECESSED FOOT REST

The new 1954 Plymouth uses part of the space underneath the front seat to provide a recessed alcove that means real stretch-out comfort for rear seat passengers. What's more the floor is angled to form a fixed footrest. The combination can't miss with your taller friends on long pleasure jaunts.



CHAIR-HIGH SEATS GIVE YOU LIVING ROOM COMFORT

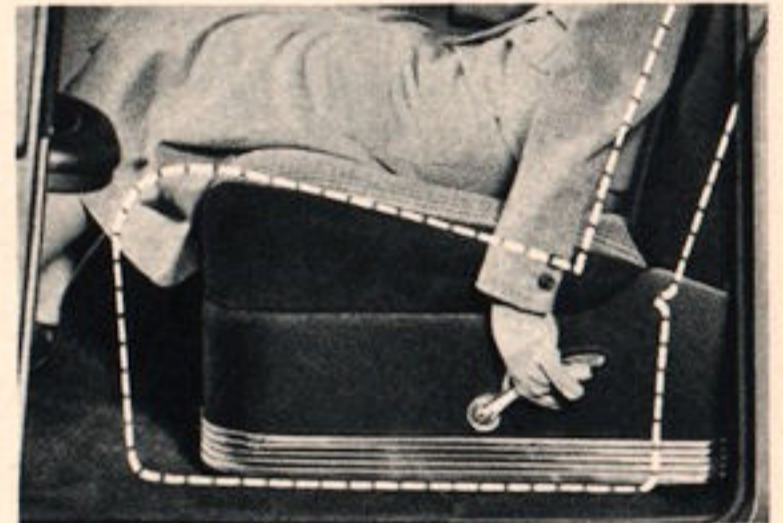
For living room comfort in your car, you can't beat the scientifically-designed Plymouth chair-high seats. They extend their gentle support well up under the thighs, almost to the knees. The seat backs—also softened by padding and coil springs—give full contact support from hips to shoulders. Whether you're



enjoying a turn at the wheel or lolling in the luxury of the large rear compartment—you're postured for genuine comfort in Plymouth chair-high seats.

REAL LIVING-ROOM STYLE AND LUXURY THAT YOU EXPECT ONLY IN THE HIGH-PRICE CARS

The 1954 Plymouth is BIG inside—and styled to match that bigness. Real roominess here—hiproom aplenty for three in front or rear with legroom and headroom to spare. Luxurious appointments—feature after feature—convenience after convenience. Here's the high-price look and feel that you would not expect to find in a low-price car!



ADJUSTABLE FRONT SEAT

It's no problem to seat tall or short people comfortably and conveniently at the controls of the 1954 Plymouth . . . with excellent visibility. That's because the front seat is adjustable fore and aft a full five inches. Seat height is also adjusted as it slides forward. And the seat is easy to move. An easy lift on the adjustment lever beside you does the trick.

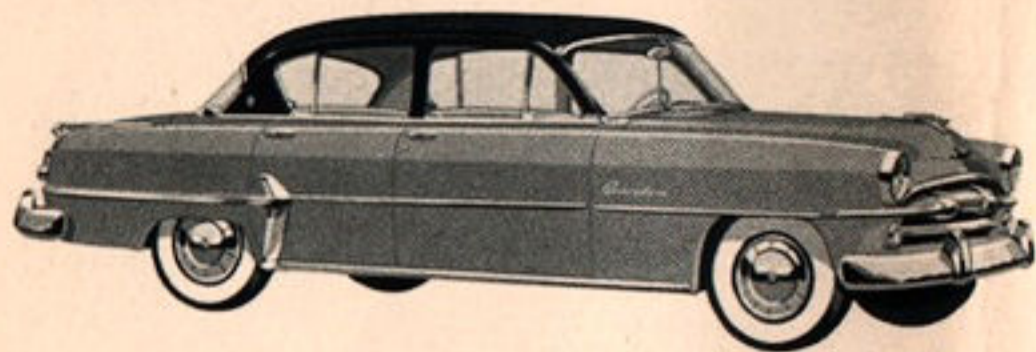


FULL DEPTH FRONT AND REAR CUSHION SPRINGS

Plymouth gives you another comfort extra in seats and seat backs with coil springs across the full width and depth. These individual coil springs flex in conformity with the body, providing correct support. Seat cushions feature a special new design—Dual-Flex springs. Underneath the coil springs are eleven rows of jack springs to give a super-cushioning system—Springs mounted on springs that give extra protection against "bottoming" when seat loads are heavy and roads are rough.



Masterpieces of Value... THE



the Belvedere four door sedan



the Belvedere convertible coupe



the Belvedere sport coupe



the Belvedere suburban

THE BEAUTIFUL NEW 1954

Belvedere

Breathtakingly beautiful with their own distinctive and exclusive color harmonies, these new Belvedere models present a unity of color never before offered in the low price field. Exterior colors are perfectly color-mated with rich, luxurious interior to achieve a new high in styling.



the Savoy club coupe



the Savoy four door sedan

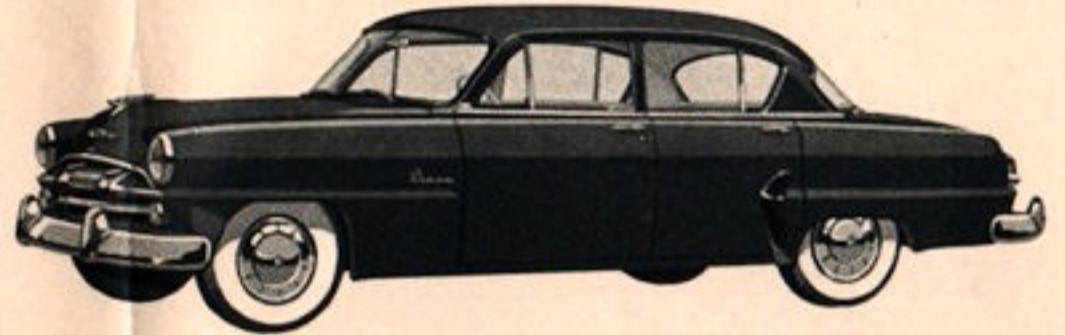
BEAUTIFUL NEW PLYMOUTHS FOR 1954



the Plaza club sedan



the Plaza suburban



the Plaza four door sedan



the Plaza business coupe

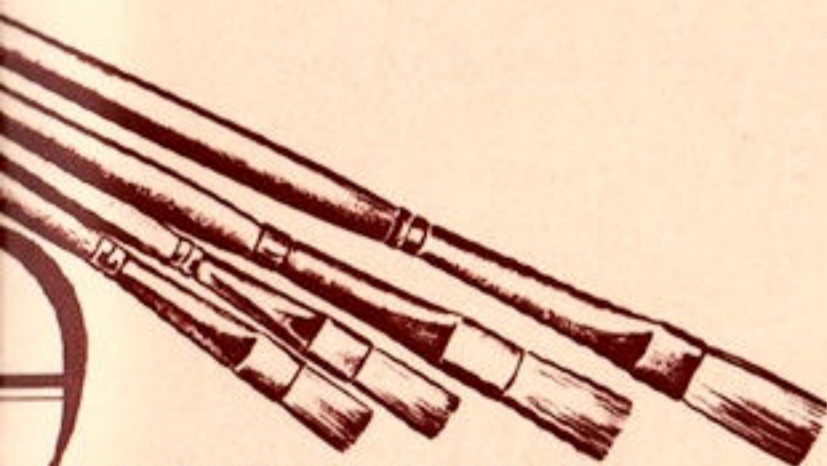


the Savoy club sedan

THE BEAUTIFUL NEW 1954

Plaza

Also joining the 1954 Plymouth parade of color harmony are four new Plaza models. Upholstered in handsome, durable fabrics, their interior styling echoes the smart color blending of the new Plymouth line.

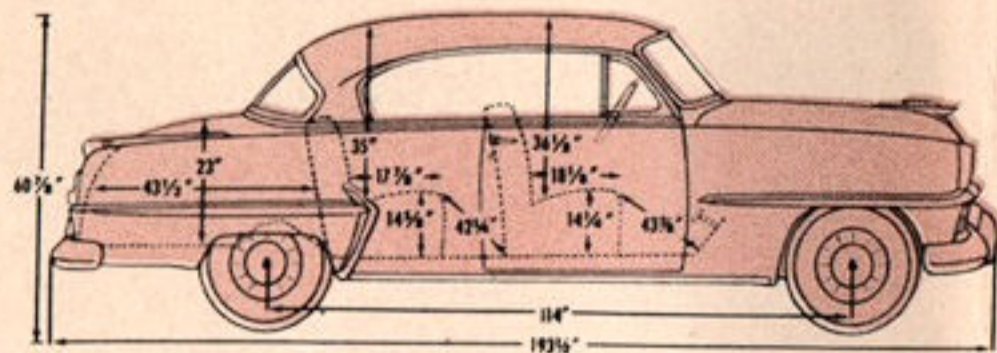


THE BEAUTIFUL NEW 1954

Savoy

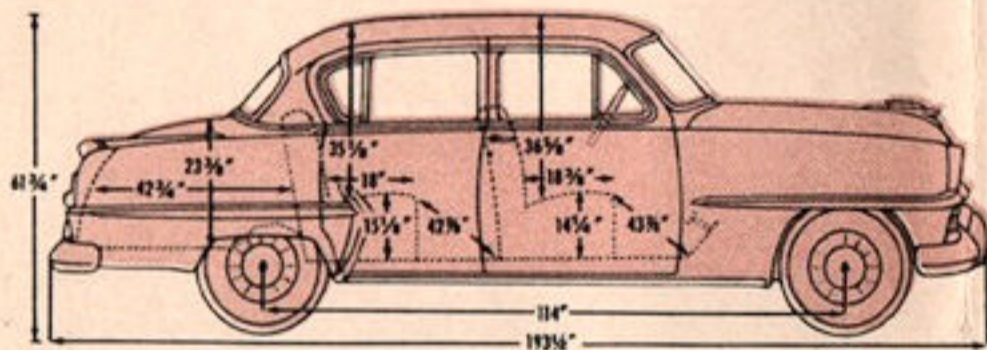
This smartly-styled trio features deep shades in combination with light shades to produce perfect two-tone color harmony in seats and door panels. What's more, there is an interior trim theme to harmonize with every exterior body color.

DETAILED SPE



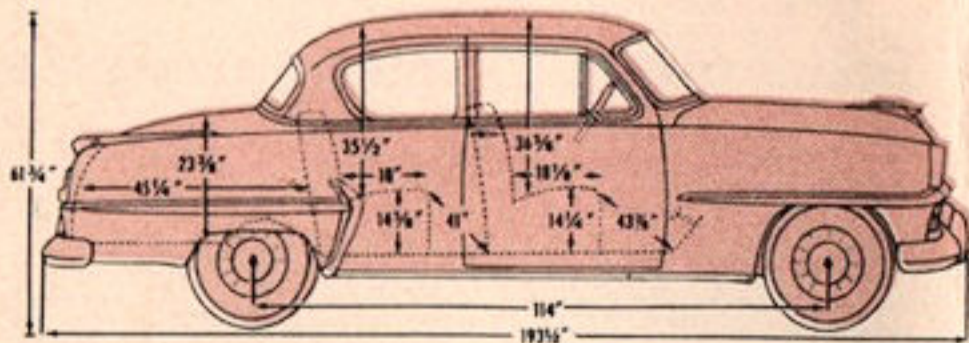
SPORT COUPE

Overall Width.....	74 1/4"	
Hiproom.....	Front 58 1/2"	Rear 58"
Width of Trunk.....	Max. 51 3/8"	Min. 37 1/8"



FOUR DOOR SEDAN

Overall Width.....	74 1/4"	
Hiproom.....	Front 59 3/4"	Rear 58 3/4"
Width of Trunk.....	Max. 51 3/8"	Min. 37 1/8"



CLUB COUPE and BUSINESS COUPE

Overall Width.....	74 1/4"	
Hiproom.....	Front 59 3/4"	Rear 58 3/4"
Width of Trunk.....	Max. 51 3/8"	Min. 37 1/8"

ENGINE SPECIFICATIONS

TYPE: The 1954 Plymouth power plant is an "L" head, 6-cylinder engine, developing 100 horsepower at 3600 RPM. Bore, 3 1/4". Piston displacement, 217.8 cubic inches. Compression ratio, 7.1 to 1. Floating Power type engine mountings dissipate engine vibrations. Counterbalanced crankshaft with four main bearings. Silent chain-driven camshaft. Lightweight alloy pistons with two compression and two oil rings. Top compression ring chrome plated. Adjustable valve tappets with heat-resistant alloy steel exhaust valve seat inserts.

LUBRICATION: Full pressure lubrication to all crankshaft, camshaft and connecting-rod bearings; pressurized mist to cylinder walls, piston pins and valve lifters. Rotary type oil pump to maintain positive oil pressure. Micronic oil filter (standard on Belvedere and Savoy) and Floating oil intake to assure clean oil supply for all vital engine parts. Oil capacity, five quarts.

COOLING SYSTEM: Six-bladed fan. Permanent by-pass temperature control. Full-length water jacket. Pressure-vent radiator cap. Water pump with Oilite bronze bearings.

FUEL SYSTEM: Oilite fuel filter in gas tank to protect entire fuel system against water or dirt. Down-draft carburetor. Automatic choke. Heavy-duty, oil-bath type air cleaner. Automatic manifold heat control valve to preheat fuel mixture during warm-up.

IGNITION: Resistor type spark plugs for smooth engine idle and economy. Automatic mechanical and vacuum spark control. Splash-proof distributor to protect against wet weather failure.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 114 in. Overall length 193 1/2 in. (Suburban 189 1/2 in.) Overall width, 74 1/4 in. Tread, 55 1/8 in., front; 58 1/2 in., rear.

CONSTRUCTION: All-steel, welded, completely rust-proofed body. Channeled and ribbed floor pan. Box section reinforcements around window and door openings. Insulated against heat, cold, noise, water and dust. Baked enamel finish for resistance to fading. Molded rubber body mountings to minimize road shock and vibration.

VENTILATION: Large, screened cowl ventilator. Ventilating wings in each front door (also in rear doors of Belvedere and Savoy four-door models). Full-width windshield defrosting.

BUSINESS COUPE REAR COMPARTMENT

Maximum Panel-to-Panel at Front Seat Base.....	62"
Rear Partition Width at Belt Line Level.....	52 3/4"
Front Seat Base to Rear Partition (Minimum).....	32"*
Top of Front Seat Back to Rear Partition (Minimum).....	35"*
Floor to Lower Edge of Side Window Opening.....	28 3/8"

*Rear Seat and Spare Tire Removed. Front Seat in Extreme Rear Position.

C I F I C A T I O N S

ELECTRICAL: Heavy-duty, 15 plate, 100 amp. hr. battery. High capacity, 45 amp. generator with automatic voltage and current control. Ignition-key starter switch. "Follow-Thru" starter operation for sure, positive starts. Sealed-beam headlights with bull's-eye lens. The lighting system is protected by a circuit breaker. Constant-speed, center-parking electric windshield wipers.

CHASSIS SPECIFICATIONS

FRAME: Rugged, steel frame with double-channel arc-welded, box-type side rails. Four sturdy cross-members. Belvedere Convertible has X-type cross member between side-rails.

FRONT SUSPENSION: Independent front wheel suspension with coil springs. Non-parallel control arms for improved stability and increased roll resistance on curves. Oriflow shock absorbers for effective ride control. Torsion bar sway eliminator.

REAR SUSPENSION: Wider, soft-acting rear springs for better cushioning, splay-mounted for stability. Wax-impregnated inner-liners to minimize friction. Sea-leg mounted Oriflow shock absorbers to resist sudden side-to-side shifting as well as up-and-down motion.

STEERING: Worm and roller type steering gear. Over-all steering ratio, 21.1 to 1. Shock-proof rubber mounting to prevent vibration from reaching steering wheel.

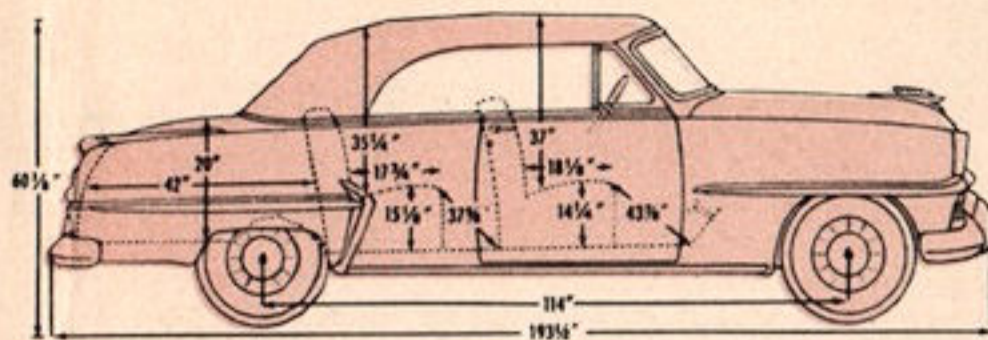
DRIVE: Hotchkiss drive, through rear springs, to absorb thrusts of starting and stopping. Hypoid rear axle. Axle housing mounted forward past center of springs for resistance to wheel hop.

BRAKES: Safe-Guard hydraulic brakes with individually anchored shoes for smooth, positive braking. Two cylinders and two wedging shoes in each front wheel for maximum braking with minimum pedal pressure. Cyclebond linings use no rivets—have longer lining life.

TIRES AND WHEELS: Extra low pressure, 6.70 x 15 tires for smooth, cushioned ride. Safety-Rim wheels with retaining humps hold tire in place on wheel for extra safety in event of a blowout.

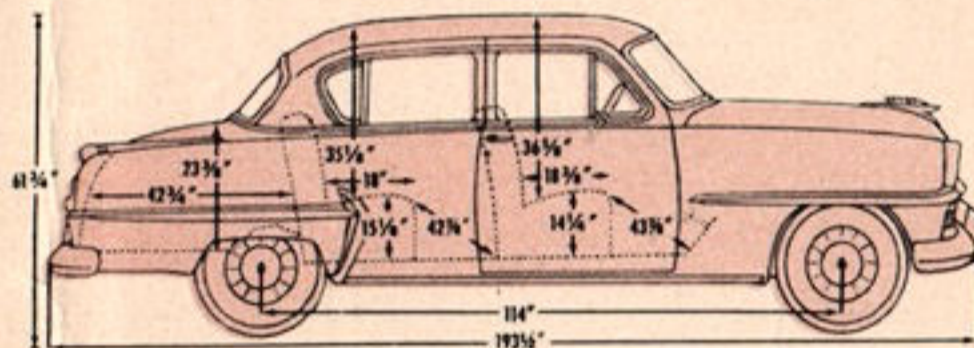
SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

Cars have been illustrated to show some items of special equipment that are optional at extra cost.



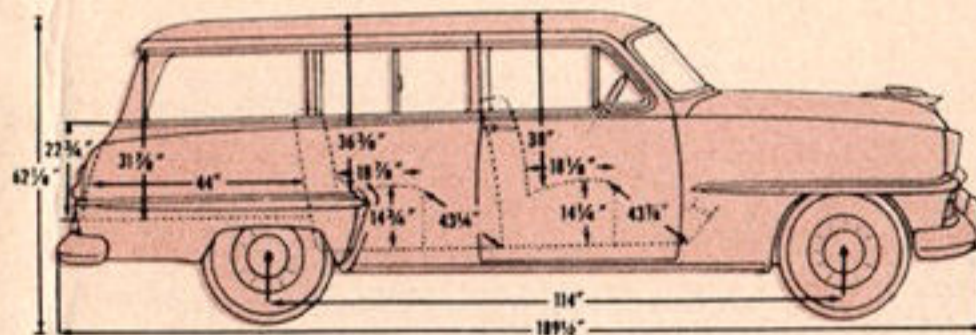
CONVERTIBLE

Overall Width.....74 1/4"
Hiproom.....Front 58 1/2".....Rear 47 3/8"
Width of Trunk.....Max. 51 3/8".....Min. 37 1/8"



CLUB SEDAN

Overall Width.....74 1/4"
Hiproom.....Front 59 3/4".....Rear 58 3/4"
Width of Trunk.....Max. 51 3/8".....Min. 37 1/8"



SUBURBAN

Overall Width.....74 1/4"
Hiproom.....Front 58 1/2".....Rear 58 1/2"
Cargo Compartment
Width.....Max. 49 5/8".....Min. 46 1/8"

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