

# The Greatest Motor Car Value in the World Jo-day

OTORING History was being made in the Chrysler plant. The under-current of excitement running through the knot of men grouped at the end of the assembly line increased as the leading car came nearer. Eagerly they watched as each man "on the line" began and finished his job.

Presently, just one man stood between the car and the end of the line. As he worked, it was obvious that the tenseness, plain in the watchers, had been transmitted to him.

Then—suddenly, it seemed—he straightened. Finished! An exultant murmur greeted the car as it came to the end of the line and a white-clad figure stepped into the driving-seat. The murmur died suddenly . . . to be replaced by the whirr of a starter, the cheerful burble of the motor as it broke into life.

Smiles spread over the eager faces that watched the final test as the car swung away under its own power. . . .

The hours, days, months of planning were complete . . . the new Chrysler Plymouth was an established fact. . . .

Ten years have marched past since then . . . ten triumphant years

... each enhancing the amazing reputation of Chrysler Plymouth....

So . . . this year . . . Chrysler celebrates the Tenth Anniversary of Chrysler Plymouth . . . proudly . . . with the finest Chrysler Plymouth ever built.

In this catalogue four-colour illustrations barely do justice to the beautiful lines of this car . . . the sweep and curve of them . . . the symmetry. Here, too, are illustrations of the mechanical features of a car with the finest, smoothest motor ever designed for a car in its field. An engine far more refined even than that magnificent power plant of last year. Here are illustrations of the more comfortable, more roomy than ever interiors that give you the last word in luxury.

Chrysler Plymouth's amazing performance cannot be illustrated —nor adequately described. It is a sensation you must experience. If you've already done so—recall it to mind and enjoy over again the surge . . . the smoothness of the power . . . the complete ease of handling. And so . . . Chrysler in 1938 presents the Jubilee Chrysler Plymouth . . . outstandingly the finest Chrysler Plymouth ever built . . . and . . . the greatest motor car value in the world to-day!





## CHRYSLER PLYMOUTH DE LUXE TOURING SEDAN

OTHING has been overlooked to make this the finest Chrysler Plymouth ever built.

It is upholstered in hand-buffed chrome leather; ash receiver in rear compartment; another, combined with cigar lighter, in the instrument panel; an automatic light is fitted to the streamlined trunk at rear; in fact everything calculated to give you the utmost in luxurious comfort has been remembered.







#### CHRYSLER PLYMOUTH DE LUXE UNIVERSAL COUPE



HIS attractively streamlined body style, with built-in trunk at the rear, seats five passengers in luxurious comfort. Luggage carrying capacity is considerably increased by a specially designed rear seat squab. And an upward and forward pull on the top of the squab turns both squab and seat over into an upright position behind the rear of front seat. Suitable means are provided for locking driving seat securely in each of the positions.





#### CHRYSLER PLYMOUTH DE LUXE SEVEN-PASSENGER SEDAN

ITH a wheelbase of 152 inches and bodies 17 inches longer than the new 5-passenger Sedans, the new De Luxe Chrysler Plymouth 7-passenger Sedan is roomy enough to seat 9 persons of average size without crowding. The auxiliary seats fold flush with the new, flat floors of the rear compartments when not needed. Leg-room and head-room are increased in both front and rear compartments.



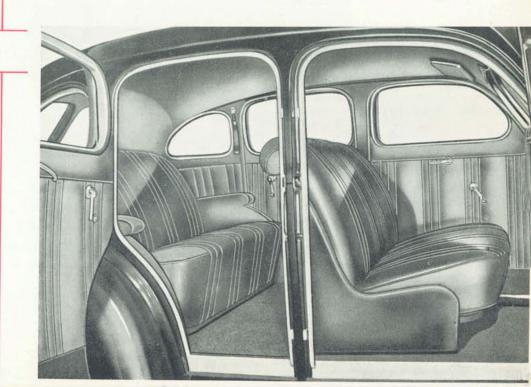


## DESIGN FOR LUXURY

Plymouth De Luxe Sedan, you have the feeling of being in a drawing-room on wheels. Its greater spaciousness, the quality and exquisite tailoring of its upholstery, its broad, flat floors, carpeted from door to door, its convenient appointments and its handsome hardware all accentuate the new width of its seats, the new, greater space for legs, and the increased head room that has been provided in these new cars.

## DE LUXE INTERIOR (above), STANDARD INTERIOR (right)

THE interior refinements of the Standard Chrysler Plymouth Sedan are rated de luxe by the standards of ordinary motor cars. Six can ride in these roomy cars as comfortably as five in ordinary cars. The seats are the height of the chairs to which you are accustomed, and have high backs, supporting the passengers in a natural, restful posture. There is full support beneath the knees and plenty of freedom for the legs and feet.







#### CHRYSLER PLYMOUTH TOURING SEDAN

ITH its new smart lines, this model combines particularly fine interior appointments and comforts. Foot rests and rug rail are provided; an ashtray is set in the back of the front seat. A dust and waterproof streamlined trunk at the rear with a balanced lid carries the spare tyre and tool box with room as well for all your luggage.





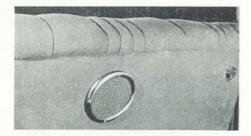


#### CHRYSLER PLYMOUTH STANDARD UNIVERSAL COUPE

N ideal body style for doctors, travellers and families with young children, preventing the danger of them opening the rear doors. As in the de luxe model, the rear compartment provides an exceptional amount of additional luggage space when rear passengers are not being carried.



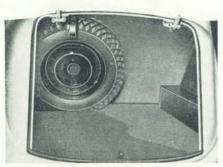
## EVERY THOUGHT FOR YOUR ENTIRE COMFORT



The Comfortone courtesy speaker, sold as an accessory to the radio, installs in the back of the front seat, and special provision for the installation has been made in manufacturing. Gives perfect reception and balanced volume for both front and rear seat passengers.



The inner ends of all four springs are firmly anchored to the frame, in noiseless, rubber-cored shackles.



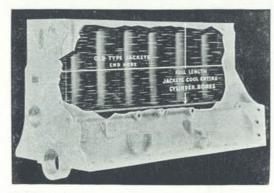
The commodious built-in luggage compartment, whilst providing ample space for luggage. also houses the spare tyre and wheel. Note the side-mounted tool box, which makes access to tools particularly convenient.

New out-riggertype body mountings anchor the bodies to the frames —are completely insulated by five rubber bushings, that absorb road and

tyre noises.



The incredible comfort of the new Chrysler Plymouths could only result from deliberately engineering all units of the cars to attain perfection in riding qualities, spaciousness, silence and seating. So, by combining the effects of the famous Chrysler Plymouth Floating Ride with new, longer and wider all-steel bodies, with steel tops, having their roomier, new seats perfectly balanced between the axles, by adding rigidity to the entire structure, and by engineering anew for extreme quiet, Chrysler Plymouth engineers have provided more comfort in the Chrysler Plymouth than can be found in any motor car at or near its moderate price.



Full-length water jackets keep the engine temperature uniform, preventing the distortion of cylinder walls, reducing wear and waste of fuel and oil.

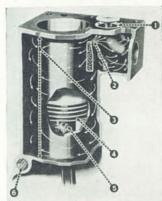


It is essential that a car radio be designed for the car in which it is installed. Built to specifications dictated by Plymouth engineers, the Chrysler Plymouth radio fits compactly under the instrument panel.

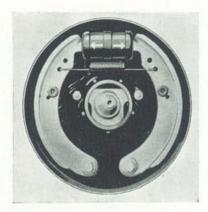


A kick-shackle compensates for variations in spring movement, reducing road shock in the steering wheel to a minimum,

- 1. Hardened Exhaust Valve Seat Inserts.
- 2. Directional Cooling Tube.
- 5. Full length Water Jackets.
- 4. Four Piston Rings per piston.
- 5. Aluminium Alloy Pistons.
- 6. Full Pressure



## IMPOSING ARRAY OF MECHANICAL FEATURES

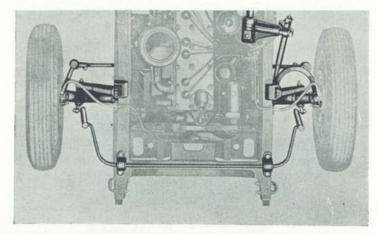


Famous Chrysler-designed equal-pressure hydraulic brakes with stepped wheel cylinders have been further refined for even smoother action.



The iron-cast braking surfaces of the steel brake drums dissipate heat and reduce lining wear.

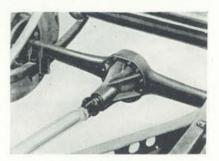
Precision, beginning with the engineering of even the least important component, and ending only with the final assembly of all into a completed Chrysler Plymouth, is what gives this famous product of Chrysler engineers its stamina to proudly endure, mile upon mile, year upon year, all road and climatic conditions that take quick toll of ordinary cars.



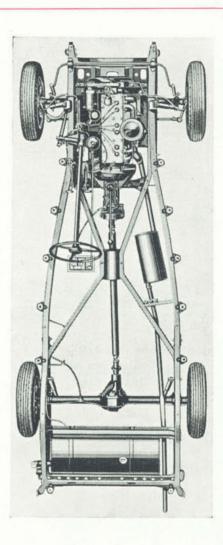
The stabilizer, mounted at the front end of the new chassis, controls side-sway when rounding curves. Direct, double-acting shock absorbers are at both front and rear axles.



Engineering refinements have made the air-cooled clutch even smoother operating.



The new Hypoid rear axle, with the pinion located below centre, not only is sturdier and quieter, but it aids in the elimination of tunnels in the rear compartments.



The sturdy X-type frame is one of the most rigid ever built with steel, box-section reinforcing at both front and rear.

## CHRYSLER PLYMOUTH TOURING SEDAN AND UNIVERSAL COUPE SPECIFICATIONS



#### OUTSTANDING FEATURES

CHRYSLER PATENTED FLOATING POWER ENGINE MOUNTINGS. SYNCHRO-ALL-SILENT TRANSMISSION. NEW, MORE ROOMY BRACED STEEL UNITOP SAFE-T-STEEL BODY, RIBBED AND WELDED INTO ONE COMPLETE UNIT FOR STRENGTH. ARMOUR-PLATE SAFETY GLASS IN SEVEN WINDOWS. IMPROVED, ADJUSTABLE VENTILATION SYSTEM. FRONT MOUNTED SWAY ELIMINATOR.

AXLE—Front: Tubular. Rear: hypoid. Gear ratio, 4.1 to 1. Semi-floating, with one-piece two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Amola Axle Shafts, with tapered roller bearings at each outer end. All roller bearings fully adjustable.

BODY: Chrysler-designed Unitop SafeTsteel construction with one-piece steel top, braced, ribbed and welded into one complete unit for strength. Thoroughly insulated against noise, heat and cold. Cowl ventilator. Drip mouldings integral. Far more roomy; capable of accommodating six passengers. Spacious streamlined trunk with balanced lid; spare wheel carried within. Real leather upholstery. Automatic vacuum wiper with dual blades. ARMOUR-PLATE safety glass in seven windows. Adjustable front seat, foot rest, rug rail, ash receiver rear of front seat, tonneau light, rear seat arm-rests, assist loops, rear blind, and lined glove box in instrument panel.

BRAKES—Service: Chrysler Plymouth hydraulic, with moulded, non-burning brake shoes, 10-inch diameter brake drums. Stepped wheel cylinders for equal pressure on both front and rear brake shoes. Parking: Independent in operation at rear of transmission.

CARBURETTOR: Down-draft, with combination oil-bath type air cleaner and intake silencer. Inter-connected choke and throttle control. Graduated accelerator to prevent jerky starts.

CLUTCH: Air-cooled single, dry-plate type; 94-inch driven disc, with torsion springs around hub for absorbing shock of starting. Ball-bearing clutch release.

COOLING SYSTEM: Cellular-type radiator. Self-adjusting water-pump packing seal. Full-length water jackets and directional water circulation, giving more uniform temperature. Orilices in tube direct water to exhaust valve seats.

ENGINE: Six-cylinder L-head type. Bore, 5½ inches. Stroke, 4½ inches. Displacement, 201.55 cubic inches. S.A.E. horsepower, 25.44. Developed horsepower, 82. Standard compression ratio, 6.7 to 1. Fully water-jacketed length of bores: exhaust valve seats cooled by a direct circulation of water from header pipe. Full force-feed lubrication to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod

CHRYSLER SELF-EQUALISING HYDRAULIC BRAKES WITH STEPPED WHEEL CYLINDERS. CENTRIFUSE BRAKE DRUMS. AIR-COOLED CLUTCH. DIRECTIONAL COOLING WITH FULL LENGTH WATER JACKETS. NEW ANODIC COATED U-SLOT PISTONS WITH FOUR RINGS. MORE SCIENTIFIC WEIGHT DISTRIBUTION. NEW HYPOID TYPE REAR AXLE GIVING FLAT FLOOR IN REAR COMPARTMENT.

lubricates cylinders and valve mechanism. Crankcase ventilation with air cleaner. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-back interchangeable precision type. New anodic-coated U-slot aluminium alloy pistons with four piston rings. Alloy exhaust valve seat inserts. Engine suspended on Floating Power rubber engine mountings.

ELECTRICAL SYSTEM: Six-volt battery. Air-cooled generator with increased output. Vacuum-operated, fully automatic spark control. Starting motor pinion mechanically engaged with fly-wheel ring gear before revolving. All cables heatproof and waterproof.

FRAME: Rigid-X, double-drop, with full-length box section channels for permanent rigidity.

FUEL SYSTEM: Pump driven from camshaft, with integral fuel filter. Tank capacity, 15 gallons. Water collecting sump.

SPRINGS: Newly-designed, tapered leaf, semi-elliptic type, with double main leaf.

SHACKLES—Front: Silent U-thread type shackles at front end. Rear end of right front spring mounted with special kick shackle. Rear: Silent U-thread type shackles at rear end. Rubber cored at front.

SHOCK ABSORBERS: New direct double-acting hydraulic type.

SWAY ELIMINATOR: Front mounted to prevent side-sway.

STEERING GEAR: Worm and roller semi-irreversible type. Friction reduced by generous use of tapered roller bearings. Road shock eliminator at rear end of right front spring.

TRANSMISSION: Synchro-silent type. Silent in all gears, including reverse.

UNIVERSAL JOINTS: Anti-friction roller-type bearings.

WHEELS AND TYRES: Five steel disc wheels equipped with 16 x 6.00 low-pressure tyres.

WHEELBASE: 112 inches.

### DE LUXE CHRYSLER PLYMOUTH SPECIFICATIONS

#### OUTSTANDING FEATURES

CHRYSLER PATENTED FLOATING POWER ENGINE MOUNTINGS. SYNCHRO-ALL-SILENT TRANSMISSION (AUTOMATIC OVERDRIVE AVAILABLE AT EXTRA COST). NEW, MORE ROOMY BRACED STEEL UNITOP SAFE-T-STEEL BODY, RIBBED AND WELDED INTO ONE COMPLETE UNIT FOR STRENGTH. NEW, ATTRACTIVE INTERIORS. ARMOURPLATE SAFETY GLASS IN SEVEN WINDOWS. IMPROVED ADJUSTABLE VENTILATION SYSTEM. FRONT MOUNTED SWAY ELIMINATOR.

AXLE—Front: Tubular, Rear: Hypoid. Gear ratio, 4.1 to 1 without overdrive. Semi-floating, with one-piece two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Amola axle shafts, with tapered roller bearings at each outer end. All roller bearings fully adjustable.

BODY: Chrysler-designed Unitop SafeTsteel construction, with one-piece steel top, braced, ribbed and welded into one complete unit for strength. Thoroughly insulated against noise, heat and cold. Cowl ventilator. Drip mouldings integral. Far more roomy; capable of accommodating six passengers. Spacious streamlined trunk with balanced lid and automatic light; spare wheel carried within.

ARMOURPLATE safety glass in seven windows: adjustable front seat, foot rest, rug rail. Soft, chrome-leather upholstery. Improved adjustable ventilation system, incorporating rear quarter windows. Dual sun-visors, automatic vacuum wiper with dual blades. Inside door handles, window regulators and escutcheons attractively designed in nickel and tenite. Modernly designed lighting on both centre door pillars and over rear light. Courtesy switch operating with near rear door. Cigar lighter and ash tray on dashboard; ash receiver in rear compartment; assist cords, rear blind. Centre arm-rest in rear compartment; front door arm-rests lined glove box in instrument panel.

BRAKES—Service: Chrysler Plymouth hydraulic, with moulded, non-burning brake shoes: 10-inch diameter brake drums. Stepped wheel cylinders for equal pressure on both front and rear brake shoes. Parking: Independent in operation at rear of transmission.

CARBURETTOR: Down-draft, with combination oil-bath type air cleaner and intake silencer. Inter-connected choke and throttle control. Graduated accelerator to prevent jerky starts.

CLUTCH: Air-cooled single, dry-plate type, 94-inch driven disc, with torsion springs around hub for absorbing shock of starting. Ball-bearing clutch release.

COOLING SYSTEM: Cellular-type radiator. Self-adjusting water-pump packing seal. Circulation controlled by special by-pass thermostat, an unusual construction which circulates water in cylinder block alone during warming-up period. Full-length water jackets and directional water circulation, giving more uniform temperature. Orifices in tube direct water to exhaust valve seats.

ENGINE: Six-cylinder L-head type. Bore, 5½ inches. Stroke, 4¾ inches. Displacement, 201.35 cubic inches. S.A.E. horsepower, 25.44. Developed horsepower, 82. Standard compression ratio, 6.7 to 1. Fully water-jacketed length of bores; exhaust valve seats cooled by a direct

CHRYSLER SELF-EQUALISING HYDRAULIC BRAKES WITH STEPPED WHEEL CYLINDERS. CENTRIFUSE BRAKE DRUMS. AIR-COOLED CLUTCH. DIRECTIONAL COOLING WITH FULL LENGTH WATER JACKETS. NEW ANODIC COATED U-SLOT PISTONS WITH FOUR RINGS. MORE SCIENTIFIC WEIGHT DISTRIBUTION. NEW HYPOID TYPE REAR AXLE GIVING FLAT FLOOR IN REAR COMPARTMENT.

circulation of water from header pipe. Full force-feed lubrication to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Crankcase ventilation with air cleaner. Oil filter. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-backed interchangeable precision type. New anodic-coated U-slot aluminium alloy pistons with four piston rings. Alloy exhaust valve seat inserts. Engine suspended on Floating Power rubber engine mountings.

ELECTRICAL SYSTEM: Six-volt battery. Air-cooled generator with increased output. Vacuum-operated fully automatic spark control. Starting motor pinion mechanically engaged with fly-wheel ring gear before revolving. All cables heatproof and waterproof.

FRAME: Rigid-X double-drop, with full-length box section channels for permanent rigidity.

FUEL SYSTEM: Pump driven from camshaft, with integral fuel filter. Tank capacity, 13 gallons. Water collecting sump.

SPRINGS: Newly-designed, tapered leaf, semi-elliptic type with double main leaf.

SHACKLES—Front: Silent U-thread type shackles at front end. Rear end of right front spring mounted with special kick shackle. Rear: Silent U-thread type shackles at rear end, Rubber cored at front.

SHOCK ABSORBERS: New direct double-acting hydraulic type.

SWAY ELIMINATOR: Front mounted to prevent side-sway.

STEERING GEAR: Worm and roller semi-irreversible type. Friction reduced by generous use of tapered roller bearings. Road shock eliminator at rear end of right front spring.

TRANSMISSION: Synchro-silent type. Silent in all gears, including reverse. Automatic Free Wheel and Overdrive, reducing engine speeds 30 per cent., available at extra cost. Axle ratios with Overdrive, 4.5 to 1, lower ratio; Overdrive ratio, 3.03 to 1.

UNIVERSAL JOINTS: Anti-friction roller type bearings.

WHEELS AND TYRES: Five steel disc wheels, equipped with 16 x 6.25 low-pressure tyres. (Seven-passenger models, 16 x 6.50 low-pressure tyres.)

WHEELBASE: 112 inches. Seven-passenger Sedan, 132 inches.

Specifications subject to alteration without notice.

FLINDERS MOTOR COMPANY
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