

The  
Chrysler  
Plymouth





*Because it so accurately typifies the endurance and strength, the rugged honesty, the enterprise, the determination to achieve and the freedom from old limitations of that Pilgrim band who were the first American colonists, Walter P. Chrysler's new offering to the American public has been named the Plymouth, in honor of their first daring settlement.*

THE ADVENT of the New Plymouth means that the standard by which buyers have been accustomed to judge automobiles in the very moderate price field must be entirely revised.

The new Plymouth is so much more attractive, so much roomier—it presents that appearance of quality which is so much more evident—and its price is so exceedingly low—that its value is nothing less than phenomenal.

It provides the very things that buyers have always coveted, and at an additional cost so

small as to seem insignificant. And it offers that genuine quality, at a low price, for which fifteen million American automobile owners have searched.

The certainty that the Plymouth does assure the full measure of worth and value to which buyers of low priced cars have long been entitled, is indicated by these exceptional advantages:

—Smooth speed up to 60 and more miles per hour and typical Chrysler acceleration given by the new "Silver Dome" high compression

engine with which you can use any standard gasoline; rugged strength to assure the long life and economy of operation so vital to the buyer who would conserve his outlay; the safety secured only by internal expanding hydraulic 4-wheel brakes; and such high priced features as body impulse neutralizer, air cleaner, compensating spring leaves, all-rubber engine mountings, small wheels and full balloon tires.

Its body designs introduce an absolutely new style, grace and distinction. They are luxurious and comfortable, finely upholstered and fitted, and provide a greater body and leg room for adult passengers than any other motor car within hundreds of dollars of their prices.

The lines of the car are the last word in artistic, modern designing. The bodies are long and low, and the ingenious treatment of its streamlines and body contour enhance the effect of length and lowness.

It is evident at a glance that the Plymouth introduces a number of very distinctive and original features. Notice the narrow panel which extends straight through from the radiator to the rear of the tonneau.

Observe the long, sweeping design of the fenders—and mark especially how the front fender protects the radiator from side splashes.

The "narrow profile" radiator is sensationally new. Instead of the customary wide radiator shell, only a comparatively narrow oval chromium-plated portion extends around the outside. The effect is striking and most pleasing.

With its high radiator, and impressive length in front of the windshield, the new Plymouth "looks" the terrific power that is available under the hood. And sitting behind the wheel, one has the sensation of driving a big, roomy,





substantial automobile, with all the vigor and fire that have always characterized the Chrysler.

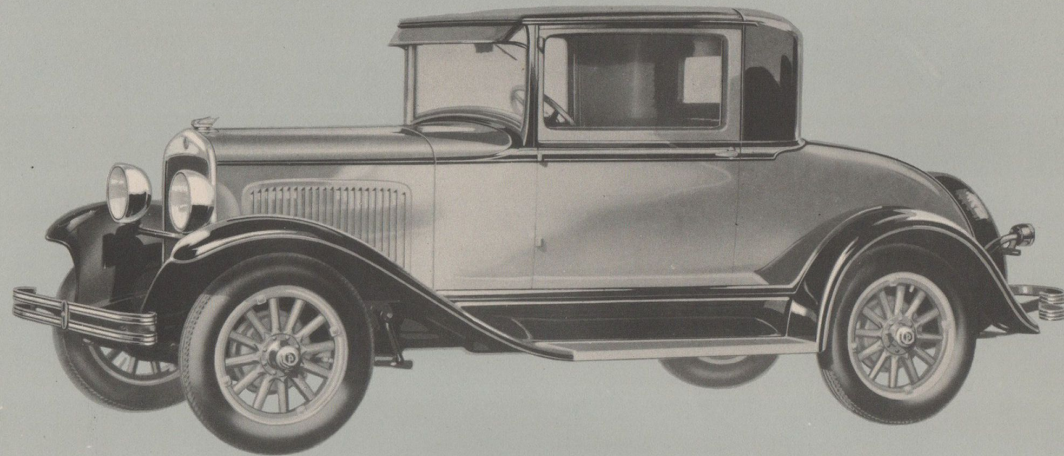
A Plymouth ride is the best demonstration of the ease with which it leaps from 5 to 60 and more miles per hour. It is the best way to realize the quiet of its power, the smoothness of its flight, and an acceleration and climbing ability and liveliness beyond anything you have ever experienced.

You yourself must put your foot to the internal hydraulic four-wheel brakes to know the confidence of the fastest and safest de-

celeration you have ever known.

And above all you must see its beautiful lines and finish, and stretch at ease in its deep upholstered, full adult-size bodies, to comprehend how completely the Plymouth surpasses any car heretofore sold under \$1000.

We invite you to examine and drive the new Plymouth, believing you will find it unique and alone in its price field, offering more than the buyers of low priced cars have ever been accustomed to expect, and advantages which you have hitherto been compelled to search for among cars of considerably greater cost.



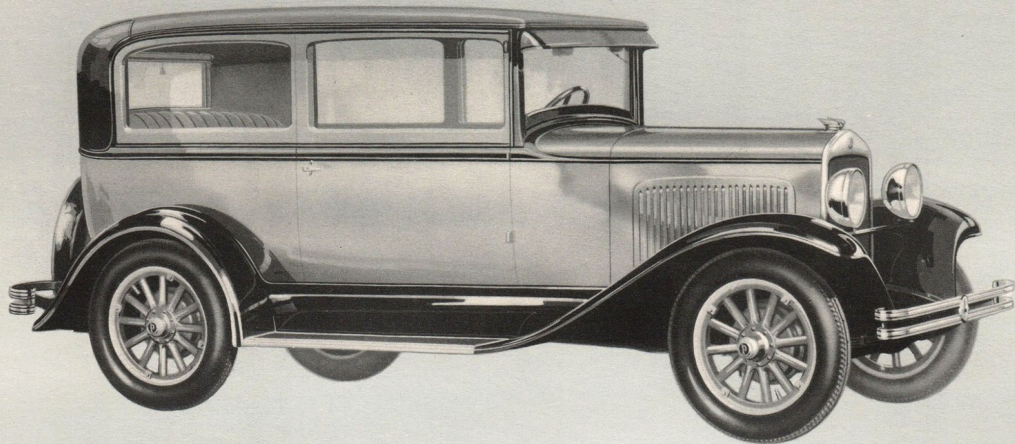
THE PLYMOUTH COUPE

The dash and smartness of this body design are revealed in its smartly moulded fenders, unique radiator design, cleverly moulded body contour and beautiful colors. Leather upholstery and the

roomy luggage compartment are practical points which will impress those whose cars must serve them in their daily work. (Mohair upholstery is available at slight extra cost.)



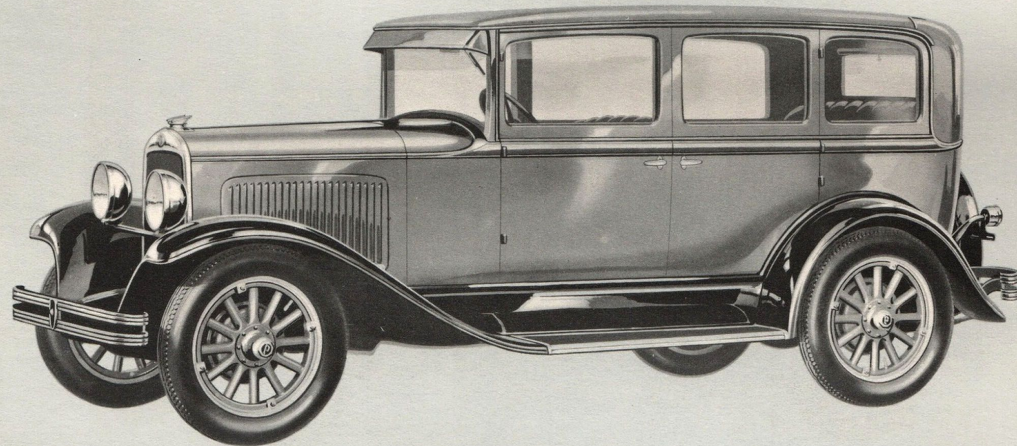




THE PLYMOUTH TWO-DOOR SEDAN

In all the things that combine to make amazing value at low cost, the Plymouth two-door sedan must be judged supreme. Everything that can be seen in a view of the car, will justify that belief. Its interior,

its performance, and its thousands of miles of wonderful, satisfying operation, will more than bear it out. You owe it to yourself to see and try this car.



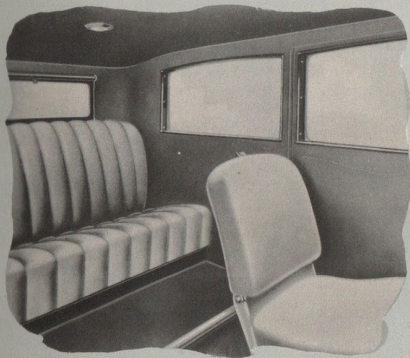
THE PLYMOUTH SEDAN

No family car near its price approaches the Plymouth Sedan. Only a much higher price can buy its equal. In liberal seating space, and in the care with which its upholstery is sloped and fitted, it

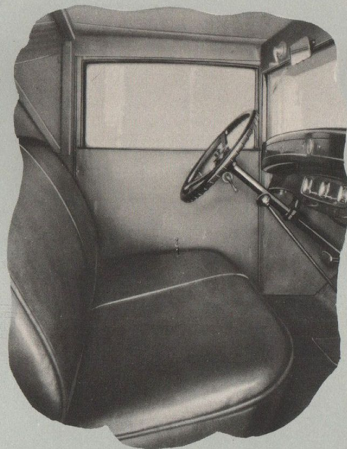
is without even a close rival among comparable cars. In exterior appearance, it speaks for itself, and in point of giving more for the money, it invites and urges a comparison.



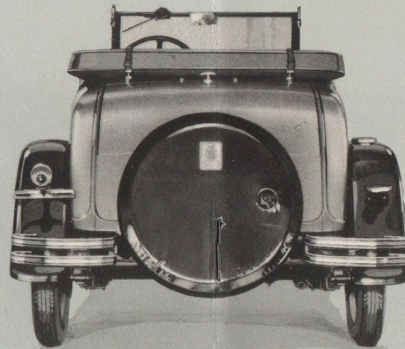




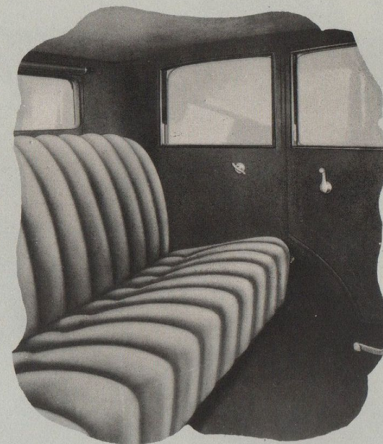
The generous roominess of the Plymouth closed cars is well illustrated by this interior view of the two-door Sedan.



Its smooth, untufted upholstery of fine leather, new design floor mat, and rich-toned lining give a brisk, smart appearance to the interior of the Plymouth DeLuxe Coupe.

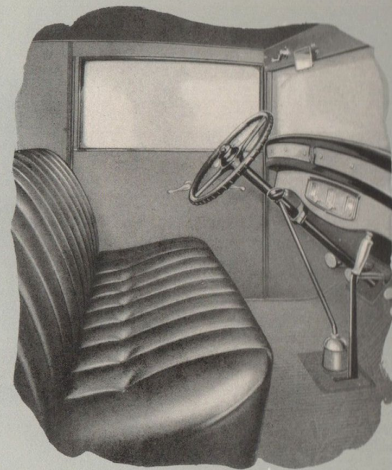


The smartness of Plymouth design extends to every view and angle of the car as this picture shows.

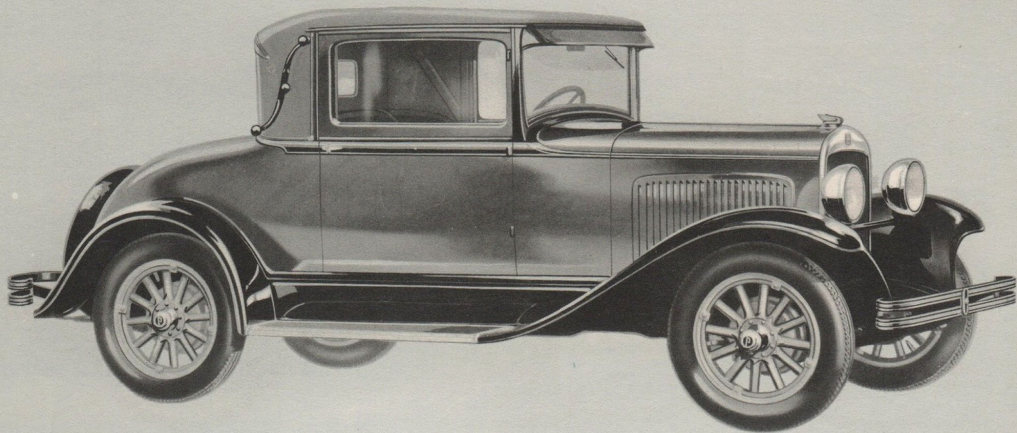


The softness and richness of the upholstery in the Plymouth Sedan is a delightful surprise to everyone familiar with the usual appointments in low cost cars.

The interior of the Plymouth Coupe is clean-cut and businesslike. Every detail looks the fine quality that it is.



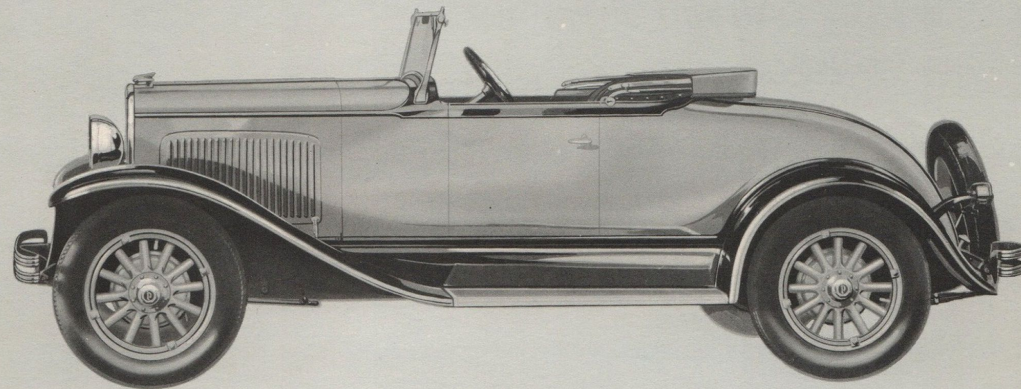




THE PLYMOUTH DE LUXE COUPE

Smart, roomy and inviting. The interior, which contains exceptionally liberal seating room for two, is tastefully upholstered and trimmed. Two more

passengers can ride in the roomy rumble seat. Here is a car that will fully satisfy its owner's pride and justify his judgment.



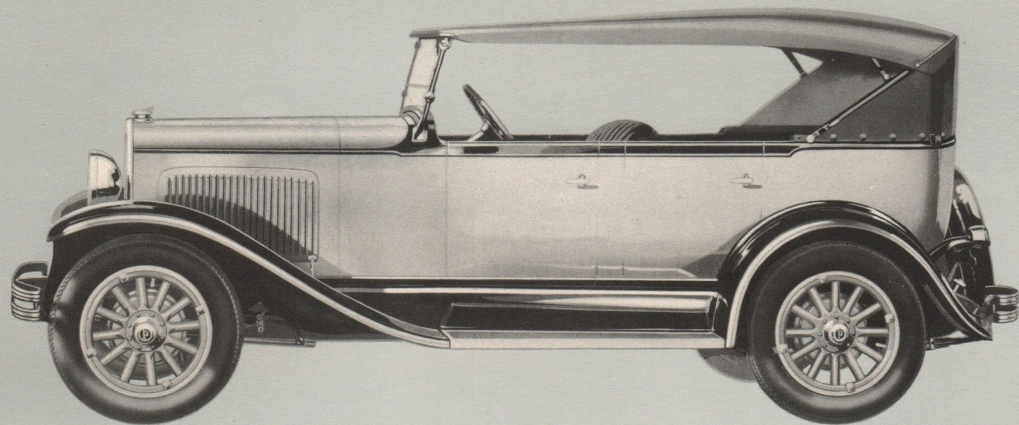
THE PLYMOUTH ROADSTER (with Rumble Seat)

The sparkle and vigor of its lines are fully befitting the performance of the wonderful "Silver Dome" engine which powers this car. Never has the market afforded the appearance and the actuality

of quality which are to be found in this splendid body model. It looks good, and it is good. So much worth has never been bought for so low a price.







THE PLYMOUTH TOURING

Try to find, if you can, such impressive size, such delightful lines, and such very evident high quality. Here is more than you hoped for, at less than you expected to pay. Beauty, ample size, unrivalled

comfort, fine finish and fittings, and a quality that insures the maintenance of its fine performance far beyond the usual life-time of moderate-priced cars. In one word—VALUE.

## Mechanical Excellence that Goes Far Beyond Accepted Standards

In new and original engineering features, and in its construction all the way through, the new Plymouth goes so far beyond the accepted standards that it is a revelation even to mechanical experts.

Chief among the new developments is the latest and greatest product of the Chrysler engineering staff—the new “Silver Dome” high compression engine. Through the perfection of this great motor the advantages of high compression—greater power, greater climbing ability, greater speed and greater acceleration—can be obtained through the use of the ordinary gasolines.

Moulded rubber engine mountings remove

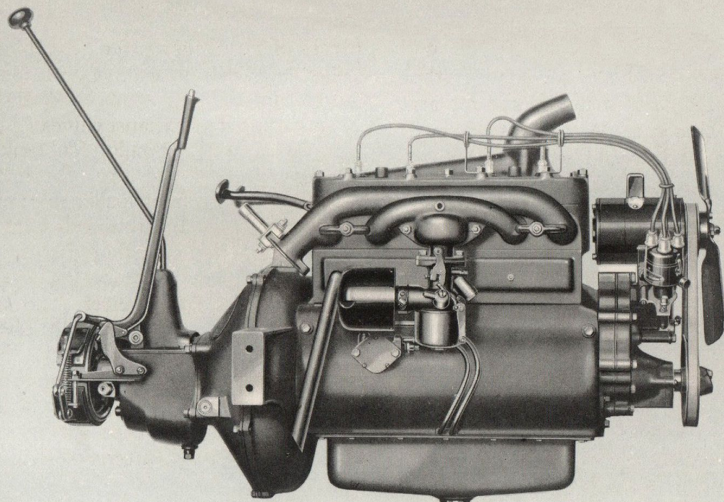
the last suggestion of vibration; and new type compensating spring leaves enhance riding comfort to a remarkable degree.

Another feature altogether unknown in cars of its price is the hydraulic internal expanding four-wheel brakes. They provide a braking system that is always in perfect equalization. There is no need for frequent adjustment.

Rattles and squeaks are eliminated and the annoying necessity for frequent lubrication of toggles and joints is done away with. But their most impressive advantage is the fact that they provide the fastest, safest and smoothest deceleration ever known in a motor car.







The wonderful new "Silver Dome" high compression engine which powers the Chrysler Plymouth is the industry's present outstanding development—and is far and away the greatest feature ever presented in a car of such moderate cost. The number and importance of its superiorities will amaze you.

Pressure lubrication . . . . Advanced Type of air cleaner . . . . Specially

designed manifold . . . . Aluminum Alloy pistons . . . . Unique generator mounting . . . . Simple, positive emergency brake . . . . Long gear shift lever . . . . Touch-action clutch . . . . 45 horsepower . . . . waterproof distributor . . . . Powerful crankcase webbing . . . . Bronze-backed, babbit-lined bearings . . . . Moulded rubber engine mountings . . . . Integral crankcase ventilation . . . . "Silver Dome" high compression head.

If you are of a mechanical mind, you will enjoy reading a partial list of the many further advantages which go to make up the remarkable value of this car. We suggest them to your attention, and would welcome the attempt to find a comparable group of features in any car that ventures to invite your consideration in comparison with the Plymouth.

An absolutely new development in motor car style . . . . New narrow profile chromium-plated radiator . . . . Long, low bodies . . . . New type beaded crown fenders . . . . Moulded edge running boards . . . . Generous room for 2 to 5 passengers, according to body models . . . . Luxurious deep upholstery and appointment detail such as you expect only

in cars of far higher price . . . . New "Silver Dome" high compression engine, for use with any gasoline . . . . New type, alloy pistons . . . . Silcrome steel exhaust valves . . . . Vacuum fuel system, with 11-gallon fuel tank mounted at rear . . . . Bowl-type, chromium-plated headlamps . . . . A propeller shaft of seamless steel tubing . . . . Small wheels with full-sized balloon cord tires . . . . Automatic windshield wiper . . . . Fedco numbering system . . . . Body impulse neutralizer—no vibration . . . . Heavy Chrysler-strength transmission with all chrome steel gears . . . . New type compensating spring leaves for riding comfort never before available in a car under \$1000 . . . . New type spring shackles—reduce noise, wear, attention . . . . Finest equipment in its class.

*NOTE. Bumpers and spare tire are supplied as extra equipment for any body model.*

**PLYMOUTH MOTOR CORPORATION**

*(Division of Chrysler Corporation)*

**DETROIT, MICHIGAN, U. S. A.**





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