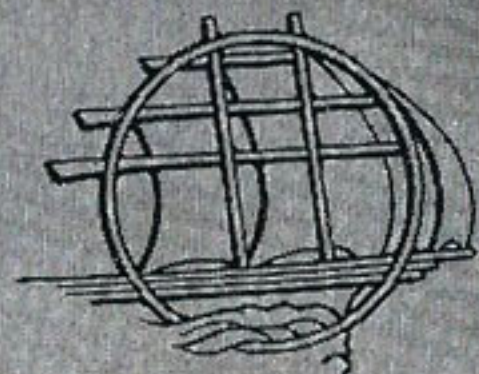
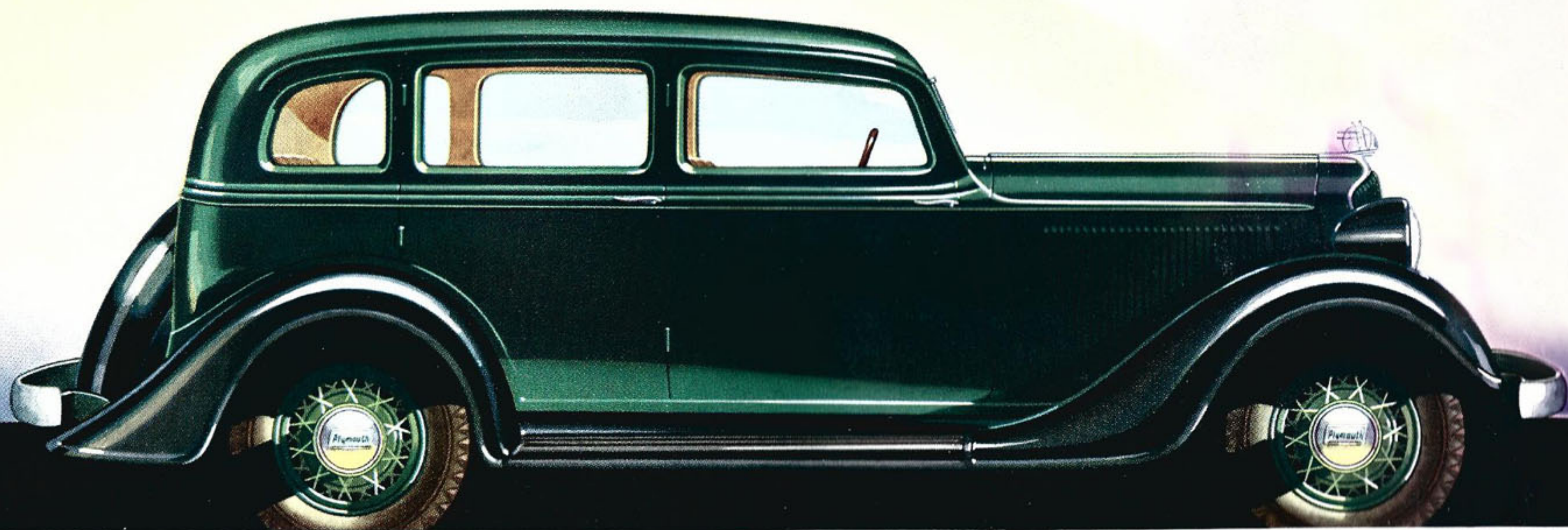


THE NEW

PLYMOUTH SIX

AND THE NEW *De Luxe* PLYMOUTH SIX





The Four-Door Sedan
NEW PLYMOUTH SIX



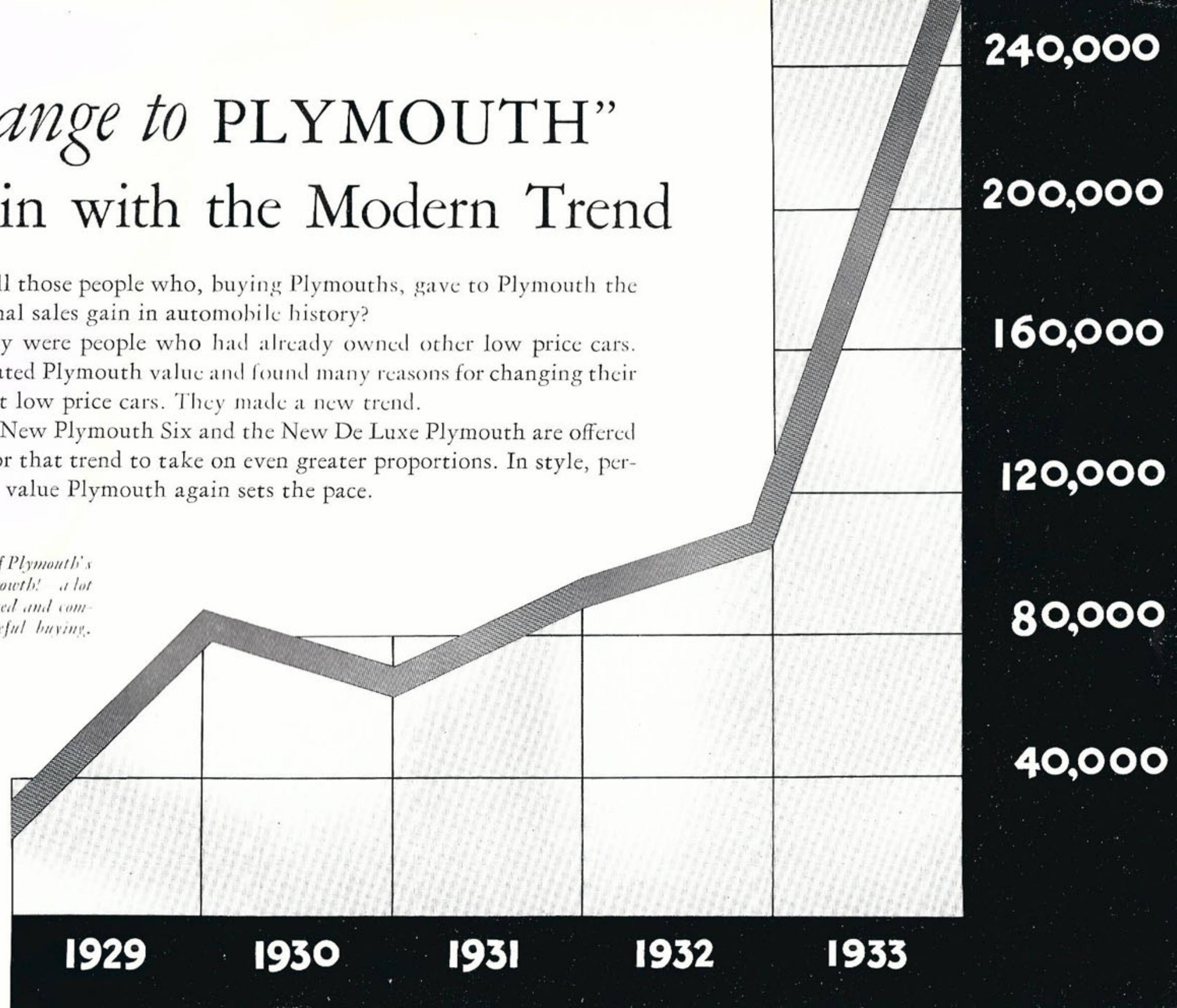
“Change to PLYMOUTH” is to join with the Modern Trend

WHO were all those people who, buying Plymouths, gave to Plymouth the most sensational sales gain in automobile history?

Mostly, they were people who had already owned other low price cars. They investigated Plymouth value and found many reasons for changing their opinions about low price cars. They made a new trend.

Now in the New Plymouth Six and the New De Luxe Plymouth are offered new reasons for that trend to take on even greater proportions. In style, performance, and value Plymouth again sets the pace.

Look at that curve of Plymouth's sensational sales growth! a lot of people investigated and compared. That's careful buying.





The Two-Door Sedan
NEW PLYMOUTH SIX



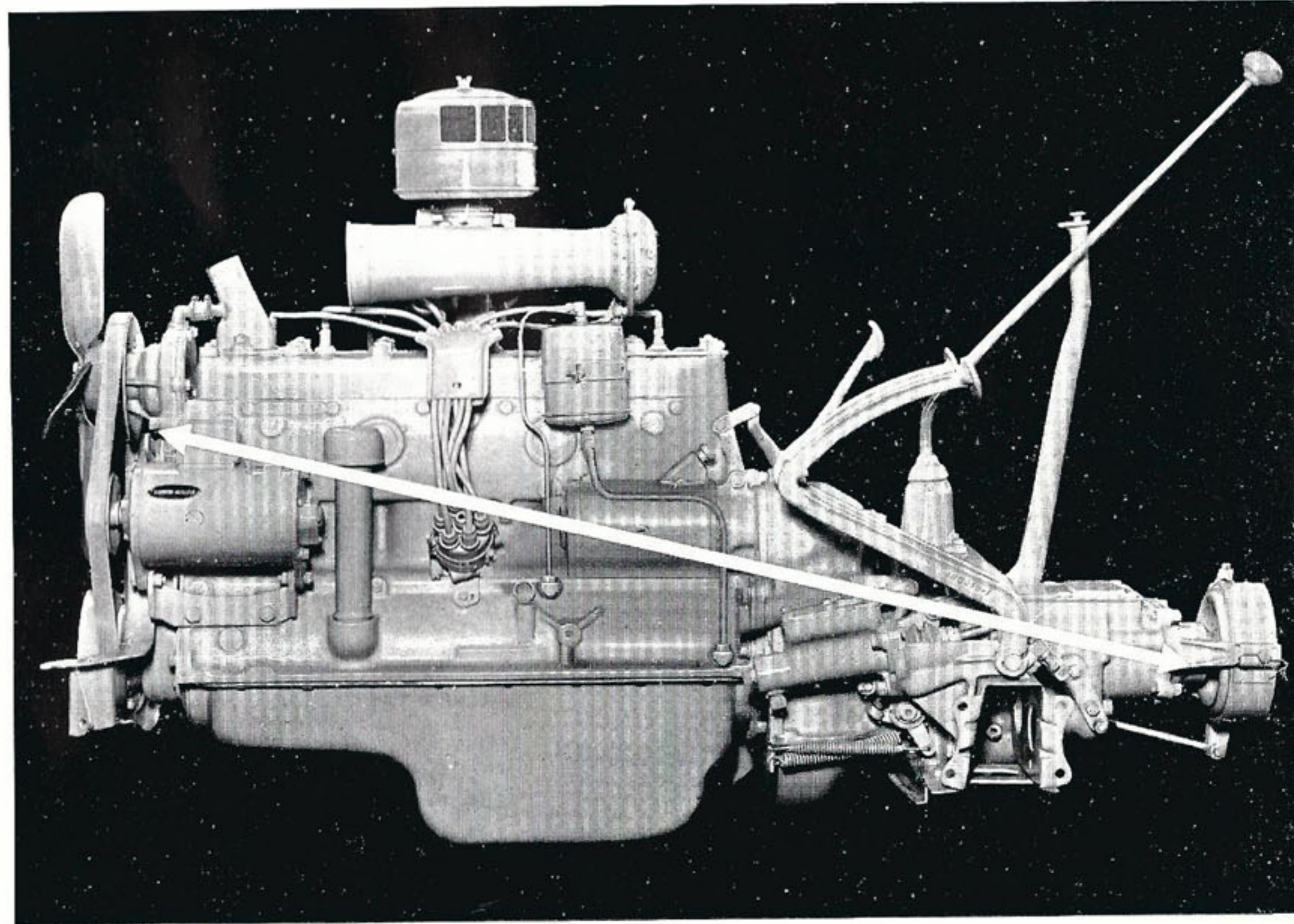
Thousands have *Changed to* PLYMOUTH to get PATENTED FLOATING POWER

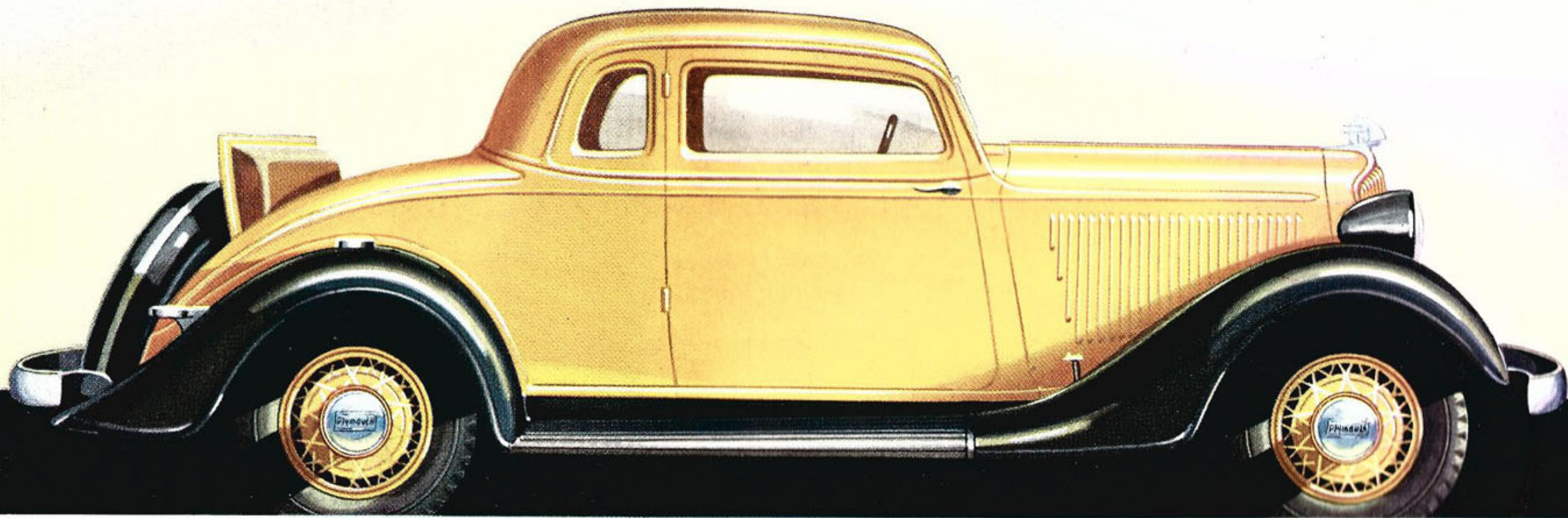
FLOATING POWER engine mountings, more than any one feature, placed Plymouth in the front rank of popularity—caused more talk—induced more people to change to Plymouth. It is patented. It continues to be the greatest ride feature of recent times.

Floating Power engine mountings *eliminate engine vibrations!* Vibration is tiring, whether you realize it or not. Salesmen who drive all day long report that driving a Plymouth rests them—that they are able to drive farther, faster and feel better at the end of the trip.

Now Plymouth presents a new 77-horsepower engine with Floating Power engine mountings. New speed, new power and the exclusive smoothness that makes Plymouth enthusiasts of all who experience it.

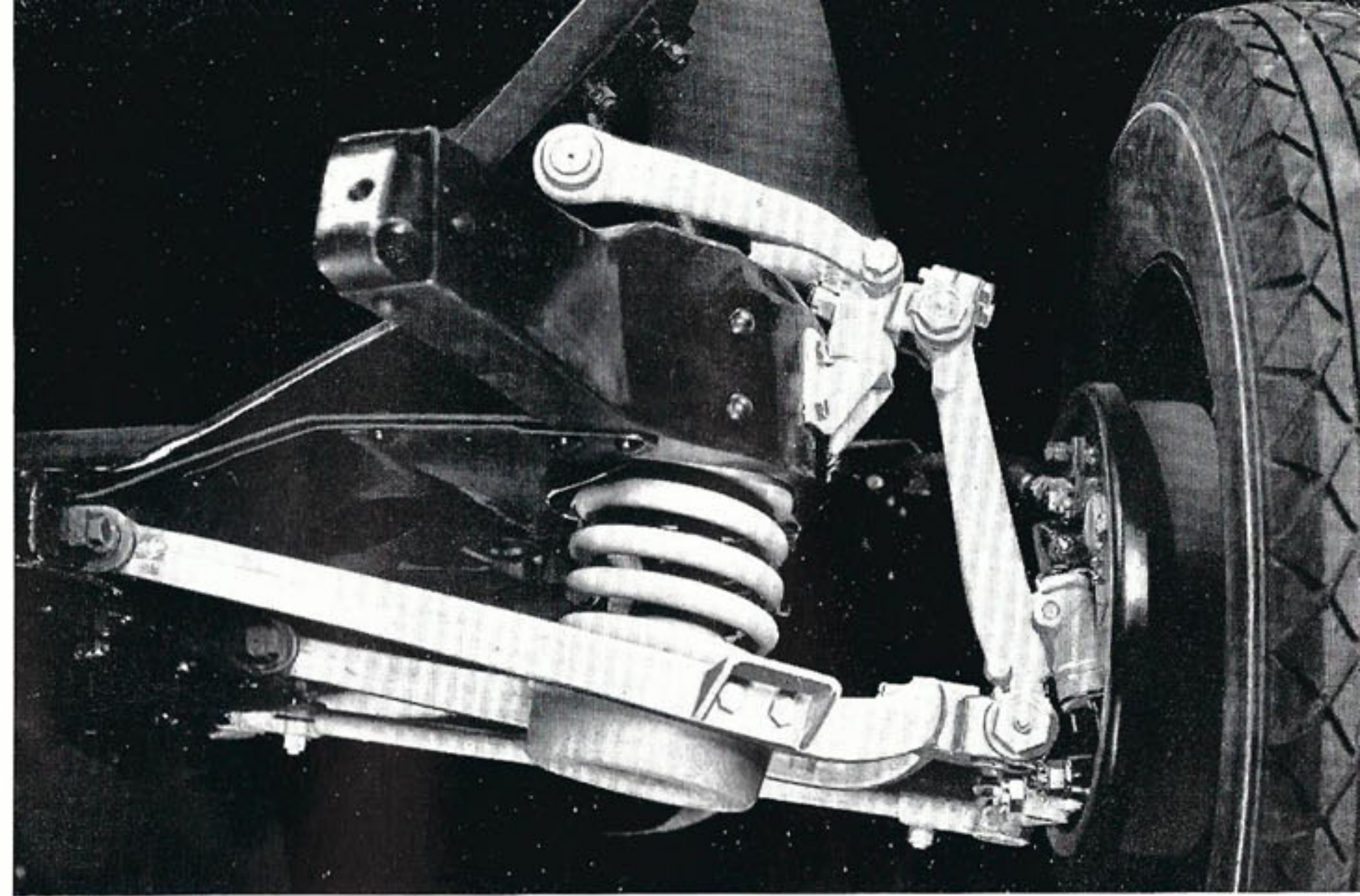
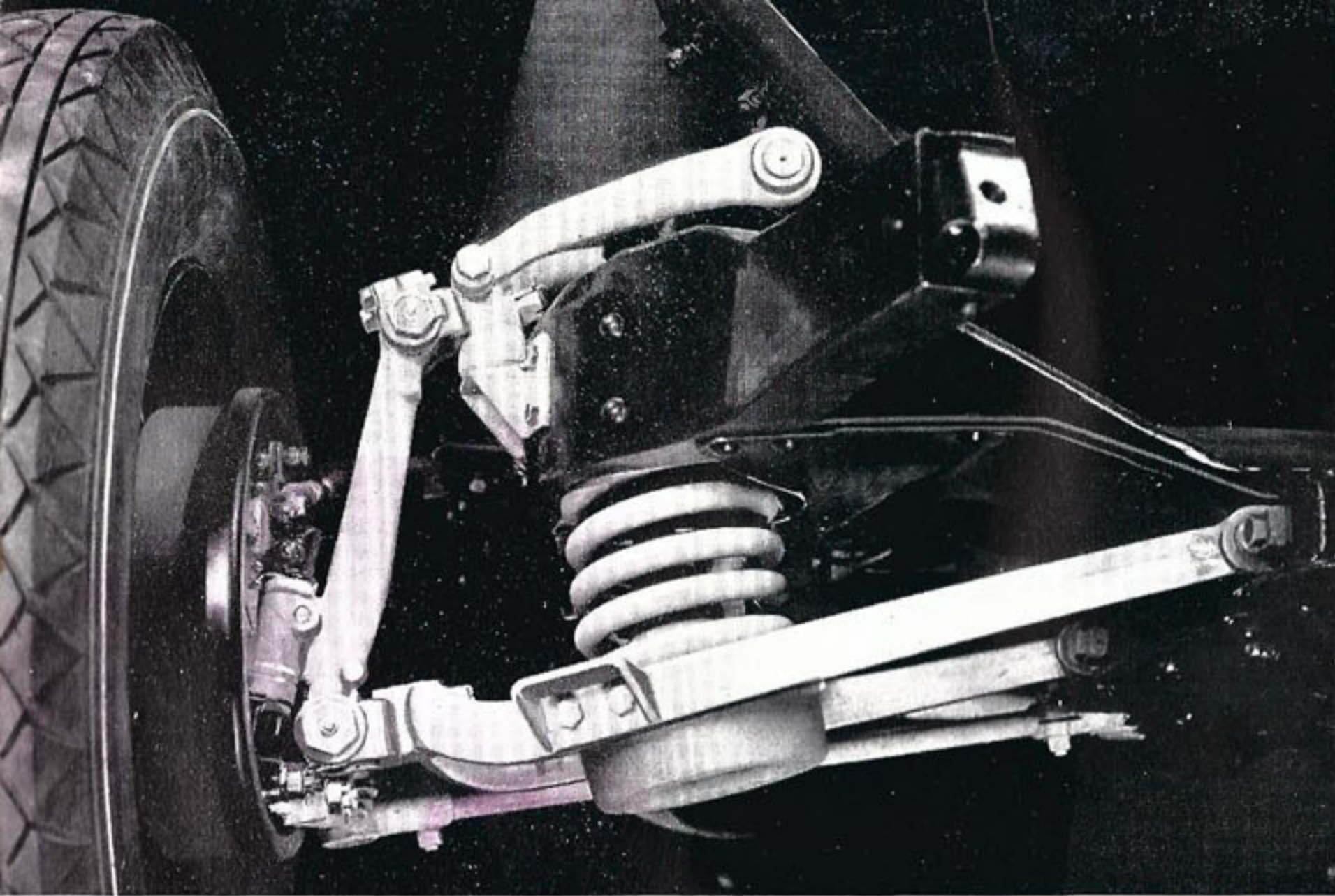
At RIGHT the new 77-horsepower Plymouth engine. The arrow points to the locations of the two Floating Power engine mountings which suspend the engine in perfect balance





The Rumble-Seat Coupe
NEW PLYMOUTH SIX





Individual WHEEL SPRINGING *Plus* CROSS STEERING
the other half of PLYMOUTH'S 1934 *ride story*

PLYMOUTH presents Individual Front Wheel Springing and the end of *galloping!*—with Cross Steering and the end of steering wheel wiggles!

Consider this new wheel springing first. Each front wheel takes its own bumps. There is no axle to transmit road shock from one wheel to the other. Each front wheel has its own coiled spring. As the wheel meets a bump it rides over it without swaying the car. The new coil spring absorbs the shock.

BUT—and this is very important—Individual Front Wheel Springing alone does not eliminate road fight at the steering wheel. And without proper engineering it can make steering over rough roads very uncomfortable. Plymouth provides shockless steering through its Cross Steering, first introduced a year ago.

With its new Rigid-X frame, its perfect rear spring shackle action, and Individual Front Wheel Springing, your New Plymouth Six rides the roughest roads serenely.



The Business Coupe
NEW PLYMOUTH SIX



Two Million Owners Praise **HYDRAULIC BRAKES**

TEN years ago Hydraulic Brakes were first offered on automobiles. Five years ago Plymouth introduced them in the low price car field. Still Plymouth is the only low price car offering this superior type of brake equipment.

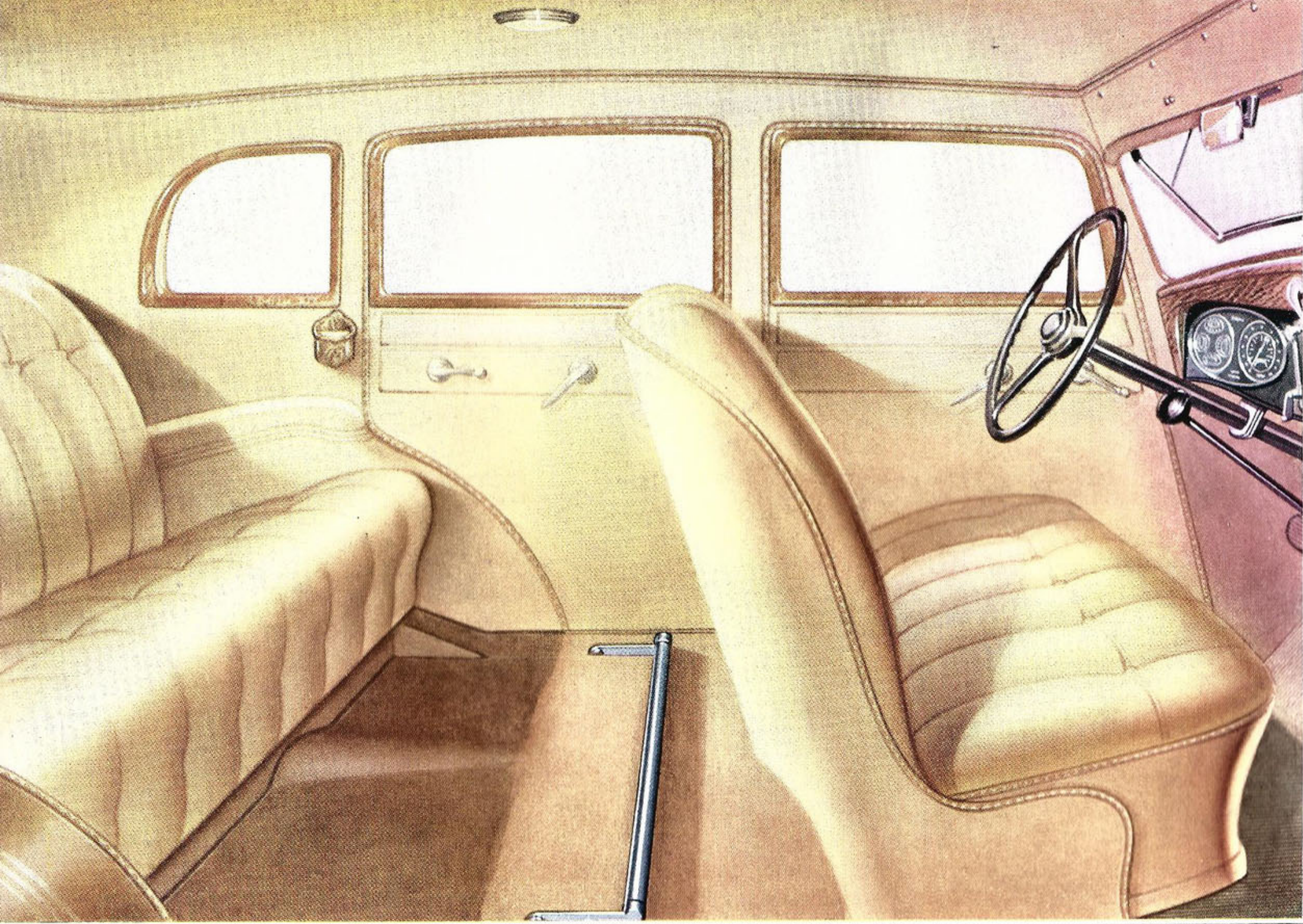
There is but one criticism that engineers have ever made against Hydraulic Brakes—they cost more. But today, over two million people will tell you they are worth more.

They are the simplest brakes. They are self-equalizing. Look at the picture—a piston at the brake pedal and some thick tubing running to the wheels. Pressure on the pedal is transmitted equally to all four wheels. No rods, joints or toggles to get out of order or require lubricating.

Road speeds are faster today. Brakes should be better. Plymouth owners will tell you that Hydraulic Brakes are by far the most satisfactory brakes

for their SIMPLICITY
ECONOMY
GREATER SAFETY





*Luxurious
Interior*

NEW
PLYMOUTH
SIX

The *Modern* Way

to

Build for Safety



—with **STEEL** *reinforced by STEEL!*

THE outsides of all automobile bodies are steel. But a body is only as strong as its reinforcements. Plymouth bodies are built of steel reinforced with steel—for greatest strength without bulkiness, for long life, for permanent *safety*. This is the modern way to build for safety. Even high-priced cars, without benefits of mass production—and therefore at tremendously greater cost, are now being built “all steel.”

Inquire carefully as to the body construction when you buy

a car. Remember that not all bodies can be welded into a solid rigid unit as the Plymouth Safety-Steel body is.

Plymouth doors will not shrink or swell or sag. The body will not get out of line. It will not squeak or rattle or rumble. Compared with the old-fashioned body the Plymouth Safety-Steel body may save you as much as twenty dollars a year in upkeep—body tightening, stopping squeaks.

Question—which type of body would you feel *safest* in?

NEW PLYMOUTH SIX — Detailed Information

AXLE, Front—None, see INDIVIDUAL FRONT WHEEL SPRINGING.

AXLE, Rear—Gear ratio 4.11 to 1. Semifloating with one-piece two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Chrome-molybdenum axle shafts with two tapered roller bearings at each outer end. All tapered roller bearings are fully adjustable.

BODIES—"Safety-Steel," braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness.

BRAKES, Service—Plymouth hydraulic, internal-expanding with molded, nonburning brake shoe facings, 1½" wide. Brake drums, 10" in diameter.

BRAKES, Parking—Independent in operation, 6" drum at rear of transmission. 2" external-contracting brake band. Equalized through differential gears.

CARBURETOR—Downdraft, equipped with combination air cleaner and intake silencer. Throttle connected with starter pedal for quick starting. Acceleration pump. Interconnected choke and throttle.

CLUTCH—Single dry-plate type. 9" driven disc with torsion springs around hub for absorbing shock of starting. Ball bearing clutch release.

COOLING SYSTEM—Water capacity 3¼ gallons. 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. Cellular radiator core cooled by 4-blade (staggered) 18" fan driven by endless V belt.

ENGINE—L-head type. Bore, 3⅝"; stroke, 4⅜"; displacement, 201.3 cubic inches; S. A. E. horsepower, 23.44; developed horsepower, 77 with standard compression head and 82 with aluminum head. Full force-feed lubrication by positive gear pump to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Oil capacity, 5 quarts. Crankcase ventilation with air cleaner. Oil filter. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-

28 SUPERIORITIES

Floating Power	Precision-Type Removable Connecting Rod and Main Bearings
77 Horsepower	Complete Crankcase Ventilation
Safety-Steel Bodies	Manual Type Starter
Hydraulic Brakes	Silent Timing Gear Chain
All-Silent Transmission	Alloy Valve Seat Inserts
T-Slot Aluminum Alloy Pistons	Ball Bearing Clutch Release
Full-Pressure Lubrication	Roller Bearing Universal Joints
Individual Front Wheel Springing	Bonderized Fenders and Sheet Metal Parts
Rubber Core Shackles	Custom Built Radio (at extra cost)
Silent-U Spring Shackles	30 Anti-Friction Ball or Roller Bearings
Shockless Cross Steering	New Thermostatic Water Circulation Control
Air Cleaner and Intake Silencer	Automatically Sealed Water Pump
Hand Brake on Transmission	
Hydraulic Shock Absorbers	
Rigid-X Double-Drop Frame	
Oil Filter	

backed interchangeable precision type. New T-slot aluminum alloy pistons with 4 piston rings. Alloy valve seat inserts. Engine suspended in Floating Power rubber engine mountings.

ELECTRICAL SYSTEM—Battery, 6-volt, 84-ampere capacity. Generator driven by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor advance fully automatic. 14 mm. spark plugs; all cables heatproof and

waterproof. Coil mounted in well-protected location on dash with armored theftproof cable leading to lock on instrument board. Illuminated ignition keyhole.

FRAME—Rigid-X double-drop with box section channels for still greater strength.

INDIVIDUAL FRONT WHEEL SPRINGING—Each front wheel is free to move independently of the other. A coil spring of special steel alloy cushions the shock of uneven roads at each front wheel. Double acting shock absorbers control the spring action. Pivot points in assembly move on free acting threaded bearings which require no adjustment and are permanently quiet.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump, mounted at right side of engine, driven from camshaft. Fuel filter. Fuel tank mounted at rear of frame, capacity, 11 gallons.

OVER-ALL LENGTH—With bumpers, Sedan 180".

SPRINGS—Rear springs semielliptic, width 1½"; length 53½"; Silent-U shackles and rubber-cored shackles. Front springs coil type with individual wheel springing.

STEERING GEAR—Cross-steering design to eliminate road shock. Steering gear semi-irreversible type. Friction reduced by tapered roller bearings plus a roller mounted on straight roller bearing. Roller shaft on Oilite bushings. Steering gear ratio 18.2 to 1.

TRANSMISSION—All-Silent easy-shift with helical gears throughout. 5 ball and roller bearings in transmission.

WHEELS, TIRES—Five wire wheels with spare mounted rear. Balloon cord nonskid tires 5.25/17. Airwheels with wire or steel artillery wheels optional at slight extra cost.

INSTRUMENTS AND EQUIPMENT—Hydraulic shock absorbers on all springs. Instrument panel includes speedometer, ammeter, oil pressure gauge, electrical gasoline gauge, water temperature indicator, ignition lock switch, light switch, choke and throttle control buttons. Horn button at center of steering wheel. Equipment includes cowl ventilator, automatic windshield cleaner, nonglare rear vision mirror, adjustable horn, stop light with glow lens. Full set of tools on all models.

NOTE: All specifications subject to change without notice.



The New

DE LUXE PLYMOUTH



114-INCH WHEELBASE

AIR WHEELS

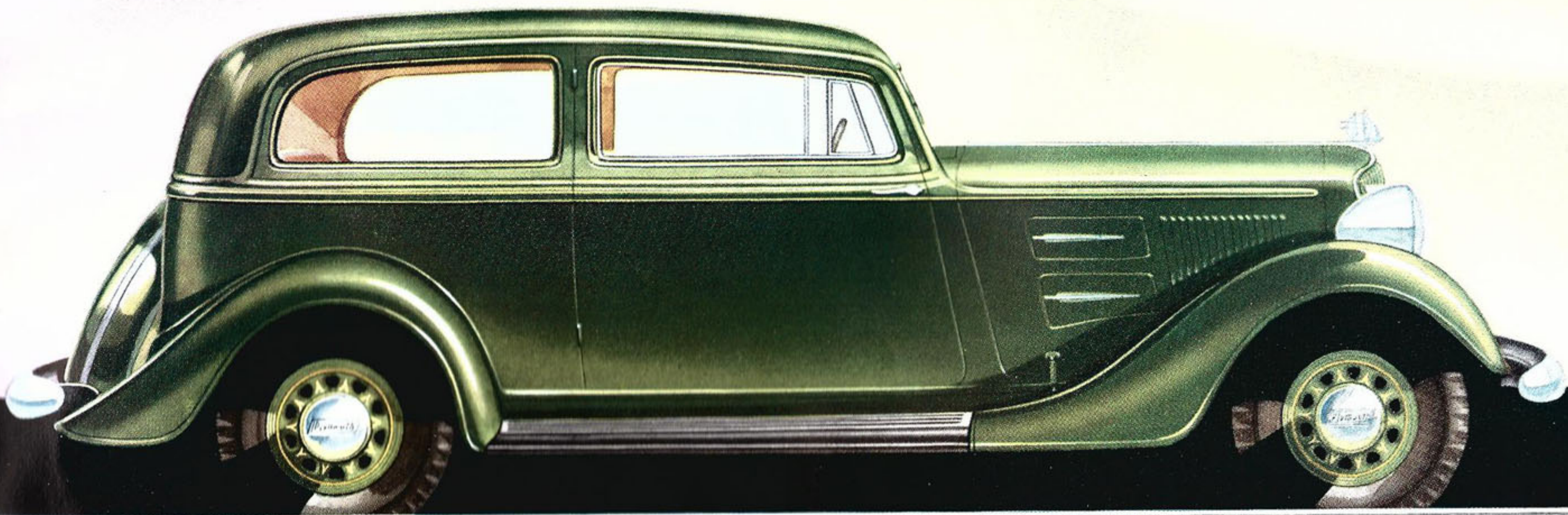
FREE WHEELING

PERFECTED VENTILATION



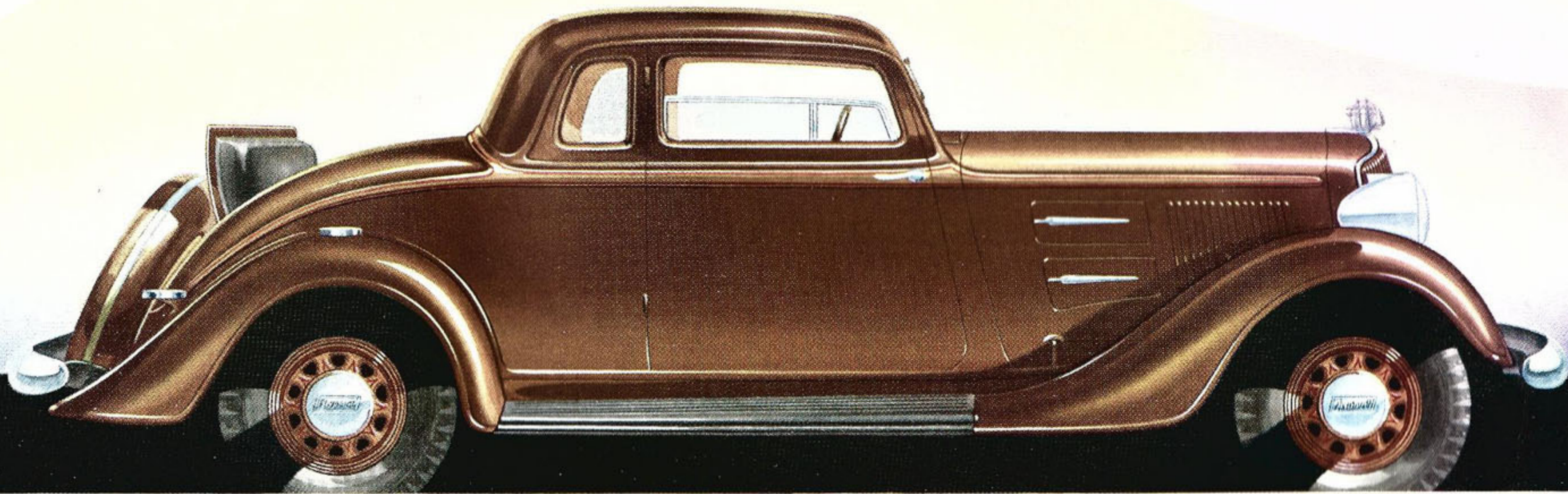
The Four-Door Sedan
NEW DE LUXE PLYMOUTH





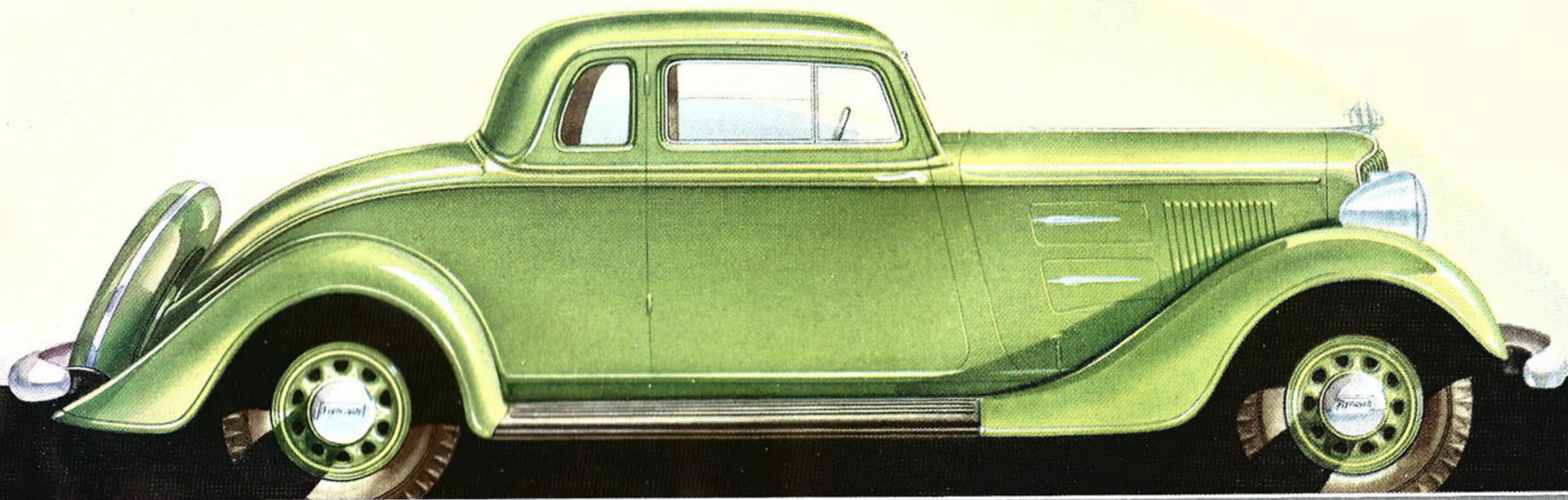
The Two-Door Sedan
NEW DE LUXE PLYMOUTH





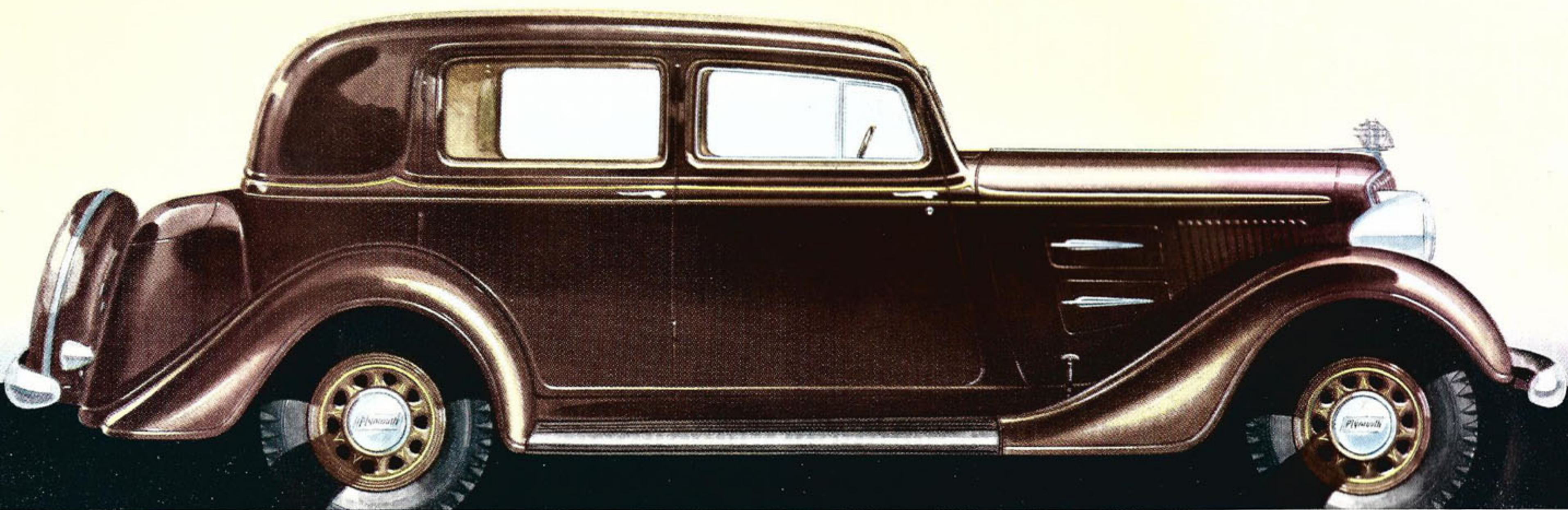
The Rumble-Seat Coupe
NEW DE LUXE PLYMOUTH





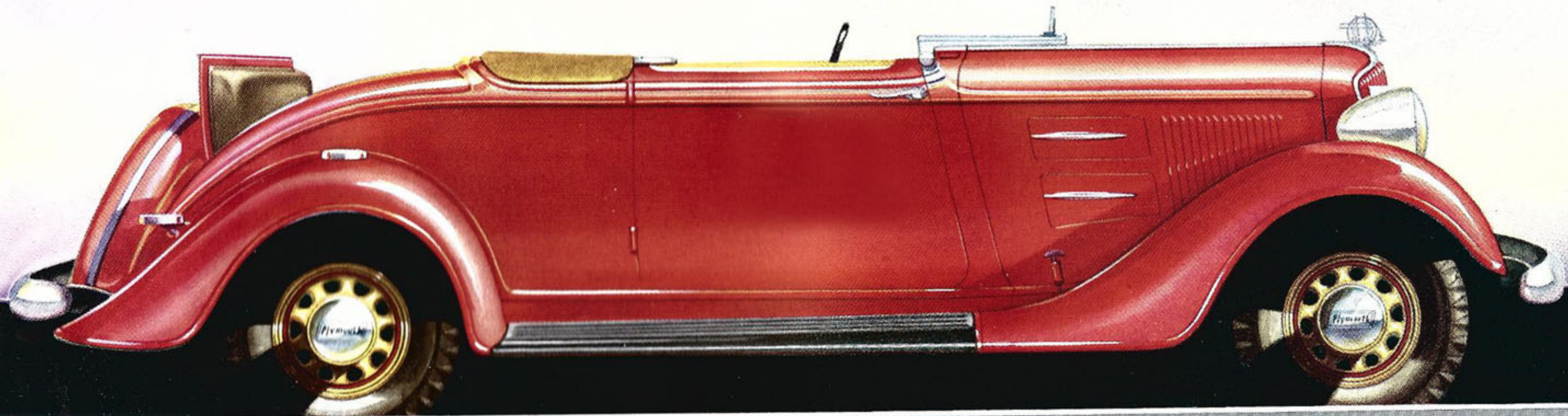
The Business Coupe
NEW DE LUXE PLYMOUTH





The Town Sedan
NEW DE LUXE PLYMOUTH





The Convertible Coupe
NEW DE LUXE PLYMOUTH



THE DE LUXE PLYMOUTH — *Detailed Information*

AXLE, Front—None, see INDIVIDUAL FRONT WHEEL SPRINGING.

AXLE, Rear—Gear ratio: Sedans 4.375 to 1; Coupes 4.11 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. Chrome-molybdenum axle shafts with two tapered roller bearings at each outer end. All tapered roller bearings are fully adjustable.

BODIES—"Safety-Steel," braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness. Perfected ventilation in all models.

BRAKES, Service—Plymouth hydraulic, internal-expanding with molded, nonburning brake shoe facings 2" wide. Centrifuse brake drums, 10" in diameter.

BRAKES, Parking—Independent in operation. 6" drum at rear of transmission. 2" external-contracting brake band. Equalized through differential gears.

CARBURETOR—Downdraft, equipped with combination air cleaner and intake silencer. Throttle connected with starter pedal for quick starting. Acceleration pump. Interconnected choke and throttle.

CLUTCH—Single dry-plate type. 9" driven disc with torsion springs around hub for absorbing shock of starting. Ball bearing clutch release. Improved automatic clutch control at slight extra cost.

COOLING SYSTEM—Water capacity 3 1/2 gallons. 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. Cellular radiator core cooled by 4-blade (staggered) 17" fan driven by endless V belt.

ENGINE—L-head type. Bore, 3 1/8"; stroke, 4 3/8"; displacement, 201.3 cubic inches; S. A. E. horsepower, 23.44; developed horsepower, 77 with standard compression head and 82 with aluminum head. Full force-feed lubrication by positive gear pump to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Oil capacity, 5 quarts. Crankcase ventilation with air cleaner. Oil filter. Four-bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-backed interchangeable

10 SPECIAL FEATURES

Perfected Ventilation
114-Inch Wheelbase
Automatic Manifold Heat Control
Oilite Springs—Rear
Wider Centrifuse Brake Drums
Free Wheeling
Built-In Radio Antenna
Duplate Safety Plate Glass Windshield and Window Ventilators
Steel Artillery Wheels
Airwheel Tires

precision type. New T-slot aluminum alloy pistons with 4 piston rings. Alloy valve seat inserts. Engine suspended in Floating Power rubber engine mountings.

ELECTRICAL SYSTEM—Battery, 6-volt, 84-ampere capacity. Generator with voltage control, driven by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor advance fully automatic. 14 mm. spark plugs; all cables heatproof and waterproof. Coil mounted in well-protected location on dash with armored

theftproof cable leading to lock on instrument board. Illuminated ignition keyhole.

FRAME—Rigid-X double-drop with box section channels for still greater strength.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump with air dome, mounted at right side of engine, driven from camshaft. Fuel filter. Fuel tank mounted at rear of frame; capacity, 15 gallons.

INDIVIDUAL FRONT WHEEL SPRINGING—Each front wheel is free to move independently of the other. A coil spring of special steel alloy cushions the shock of uneven roads at each front wheel. Double acting shock absorbers control the spring action. Pivot points in assembly move on free acting threaded bearings which require no adjustment and are permanently quiet.

OVER-ALL LENGTH—With bumpers, Sedan 186".

SPRINGS—Rear springs semielliptic; width 1 3/4"; length 53 3/8"; Oilite discs between leaves; Silent-U shackles and rubber-cored shackles. Front springs coil type with individual wheel springing.

STEERING GEAR—Cross-steering design to eliminate road shock. Steering gear semi-irreversible type. Friction reduced by tapered roller bearings plus a roller mounted on straight roller bearing. Roller shaft on Oilite bushings. Steering gear ratio 18.2 to 1.

TRANSMISSION—All-Silent easy-shift with helical gears throughout. 7 ball and roller bearings in transmission.

FREE WHEELING—In all forward speeds, cam-and-roller type—controlled by button on instrument board.

WHEELS, TIRES—Five steel artillery wheels with spare mounted rear. Airwheel tires 6.00/16.

INSTRUMENTS AND EQUIPMENT—Instrument panel includes speedometer, ammeter, oil pressure gauge, electrical gasoline gauge, water temperature indicator, ignition lock switch, light switch, choke and throttle control buttons, free wheeling control. Horn button at center of steering wheel. Foot controlled headlight beam switch. Equipment includes cowl ventilator, automatic windshield cleaner, nonglare rear vision mirror, adjustable horn, stop light with glow lens, glove compartment. Full set of tools on all models. Closed cars equipped with built-in radio antenna.

NOTE—All specifications subject to change without notice.

