



THE

*Biggest
Value*

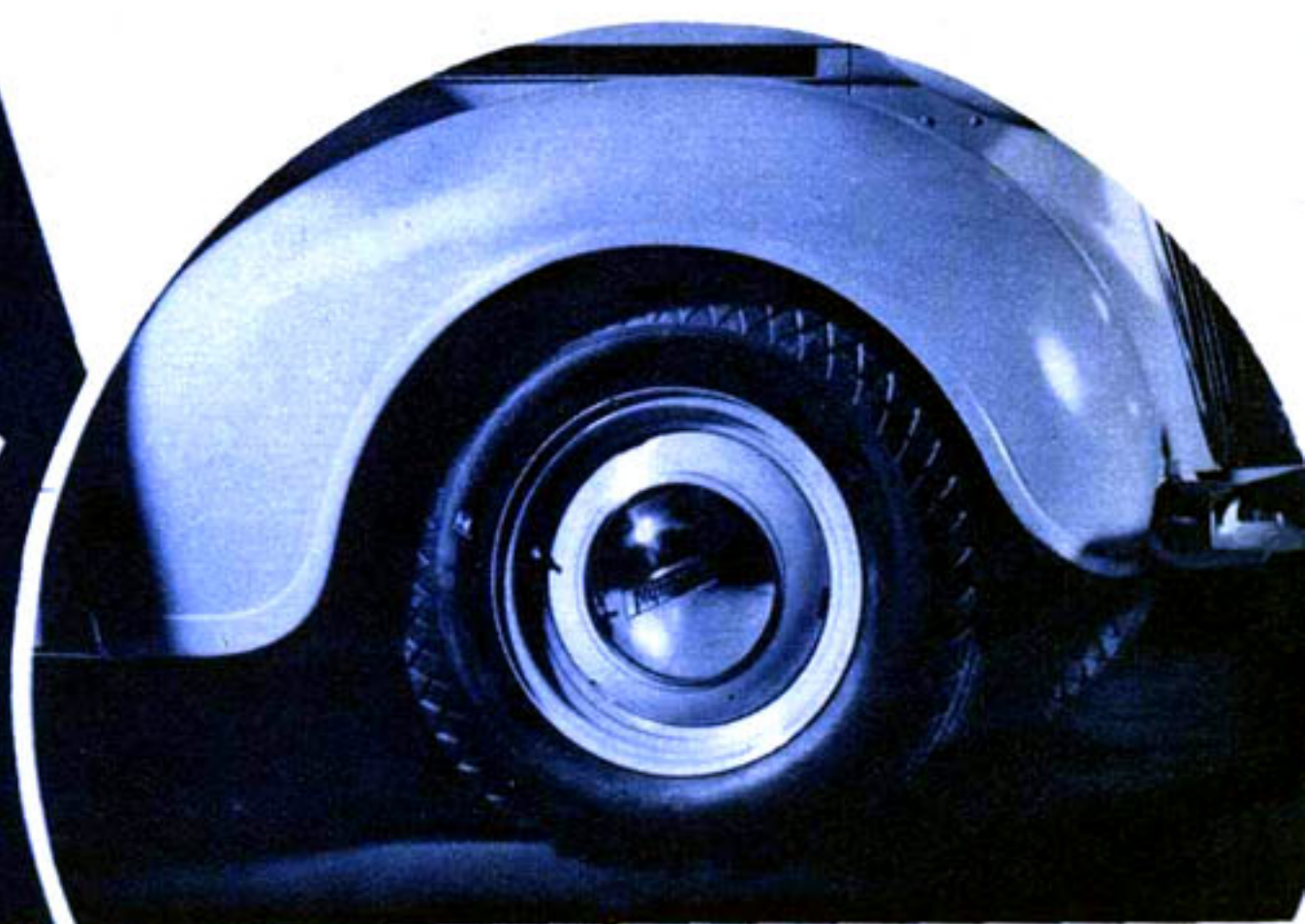
IN

PLYMOUTH HISTORY

"ALL THREE"

cost about the same

...But the



Wide, massive fenders! Steel disc wheels with huge chromium hub caps! They not only contribute beauty but add solidity to Plymouth's modern design.



Body lines flow unbroken from radiator grille up over the solid one-piece steel top . . . emphasizing the new Plymouth's greater size.

The long, sleek hood and the modernistic louvres with their bars of gleaming chrome combine in giving the big new Plymouth its appearance of rich modernity.



Differences in Value are Tremendous



Value means *what you get for your money*. There are astonishing differences among all three lowest price cars. And since these differences are really significant they must represent significant differences in *value*.

In this De Luxe Plymouth you will find more *size*, more *room*, greater *beauty*; sensational *ride* improvements; amazing *silence*; throughout the car, engineering advancements that emphasize Plymouth's reputation as "the best engineered low priced car."

If, in considering a new car, you will concentrate on *actual values*—forgetting all else—you will select this new 1937 De Luxe Plymouth . . . the biggest value in Plymouth history!

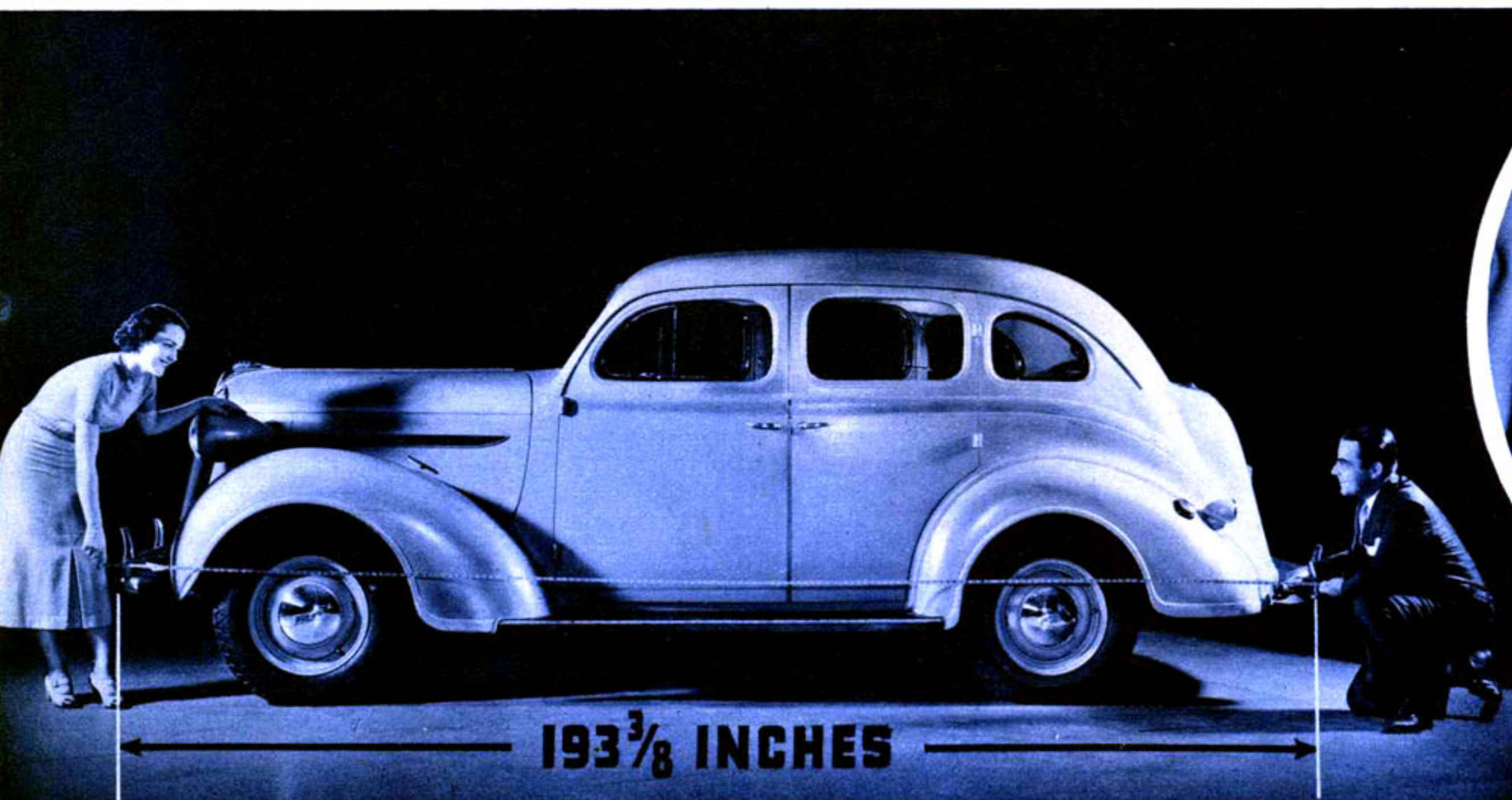
Note how the lines of the fenders are joined with the swelling curves of the smoothly rounded radiator shell.

The trunk blends smoothly into the flowing lines of the rear end, essentially a *part* of the body design.



There is *Extra Value* in the

No wonder it looks like such a *big* car! You don't usually expect $193\frac{3}{8}$ inches of length in a low-priced car—yet that is what this big new Plymouth measures. Greater length means finer appearance, more room, greater comfort. And when you look inside the car—when you sit in it—the extra roominess you discover is really amazing. If to you *value* is a matter of *size*, you will like this big new Plymouth.

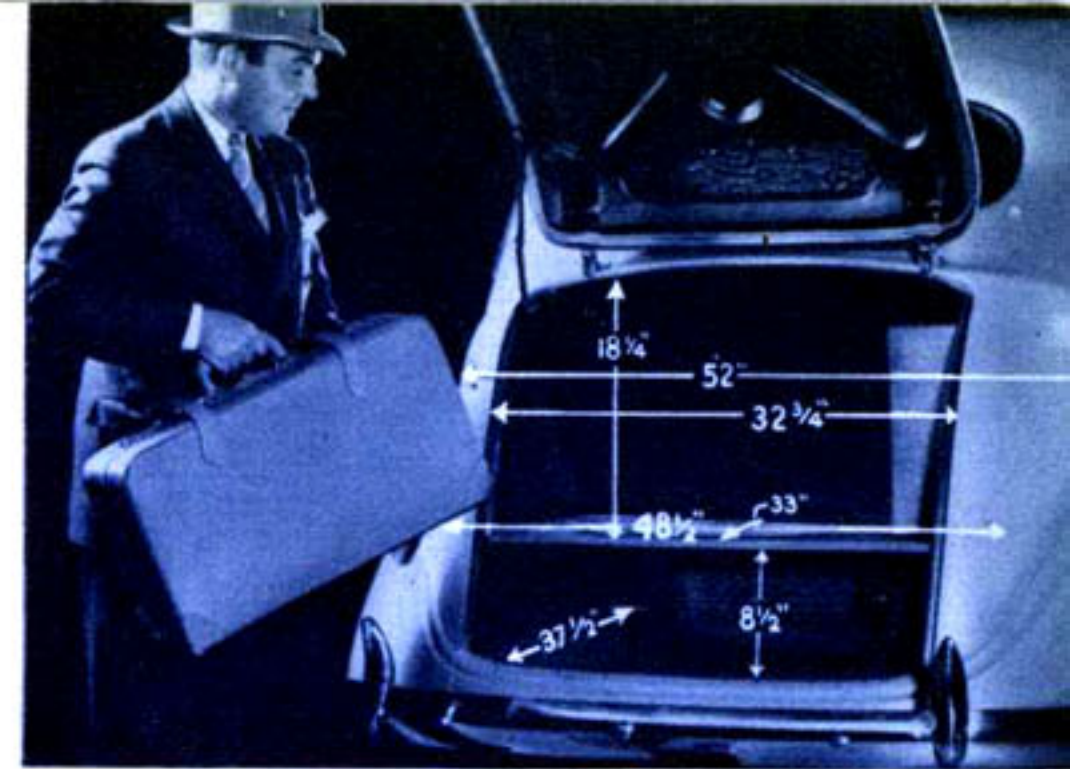


Extra leg room is afforded by this foot rest, recessed into the back of the front seat in sedan models at just the proper angle for maximum comfort. Note the absence of a tunnel in this low floor. The height of the seat is that of the most comfortable living-room chairs.

THREE inches wider than the old standard width. That means more seat room, greater comfort. A windshield 43 inches wide gives better vision, increased safety.



Room and to spare! Note the unusual dimensions of this big trunk. And it is all *usable* room . . . the gasoline filler pipe does not go through the trunk! Sedan models without trunks have luggage compartments as big as the trunks on many other cars.



SIZE

of this 1937 Plymouth

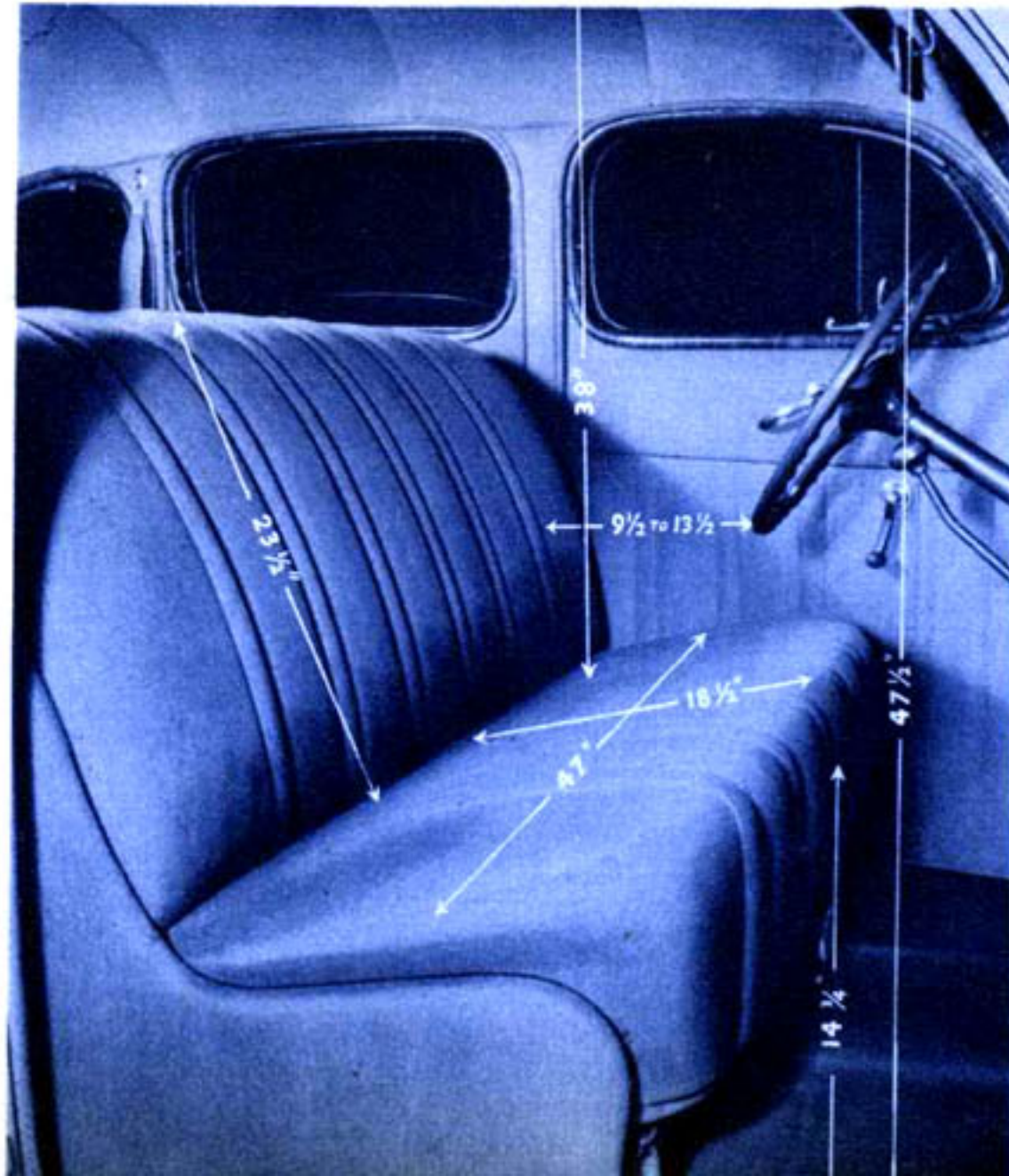
No low priced car has ever before offered such impressive *size*, such luxurious *roominess* as this new Plymouth gives you. 193 3/8 inches overall length! Front seat 47 inches, rear seat 48 1/2 inches wide! *Extra* inches of head room, leg room, seat room! Greater carrying space!

Seats are "chair-height" from the low floor, permitting a normal sitting position with no sacrifice of head room.

The extra wide body permits a wider windshield, for better, clearer vision . . . and there are *two* big rear windows!

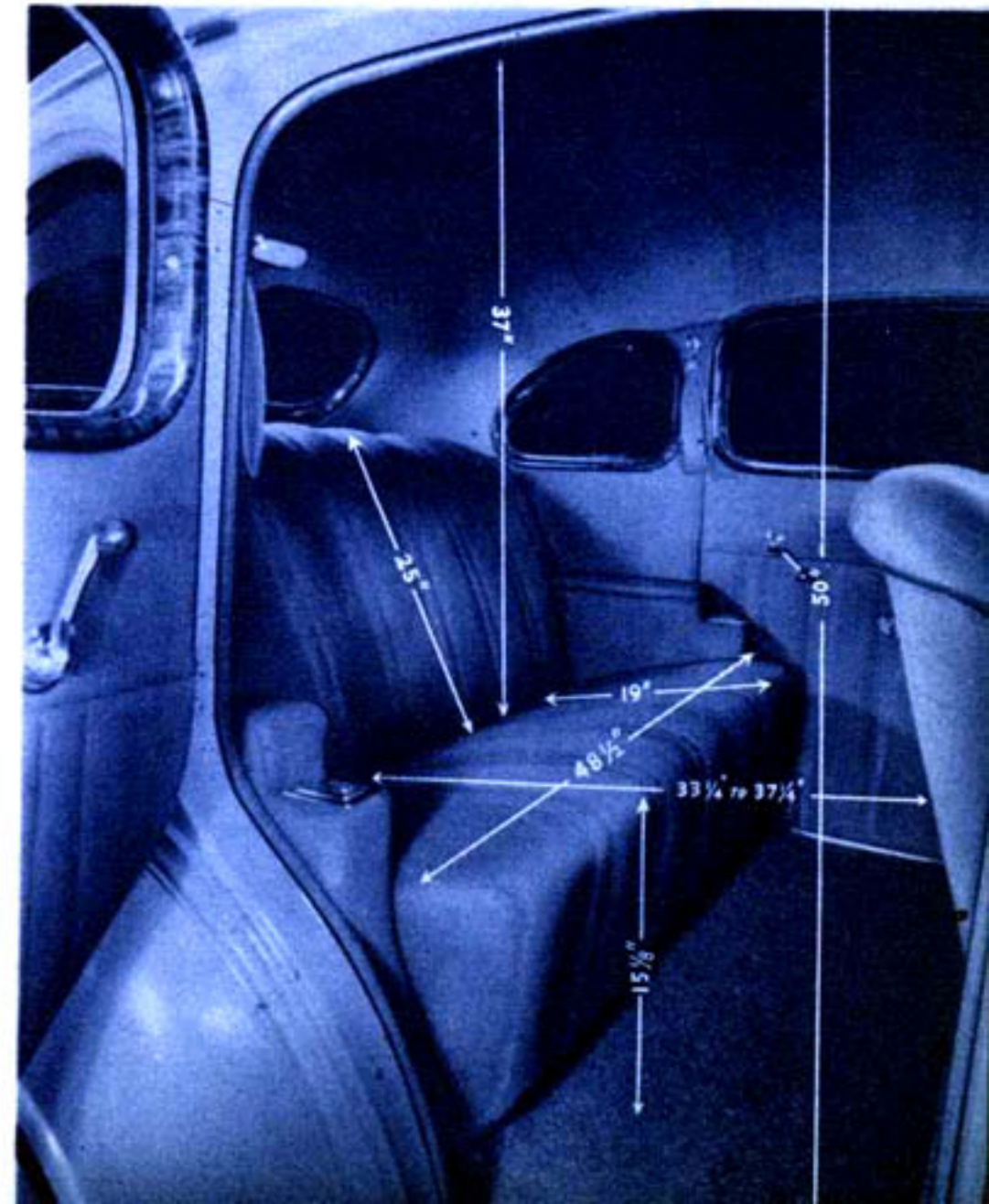
Yet with all its added size, Plymouth retains the economy of operation that has placed it on record as America's most economical full size car.

When it doesn't *cost* extra, don't you prefer the luxury and comfort of *extra size*?

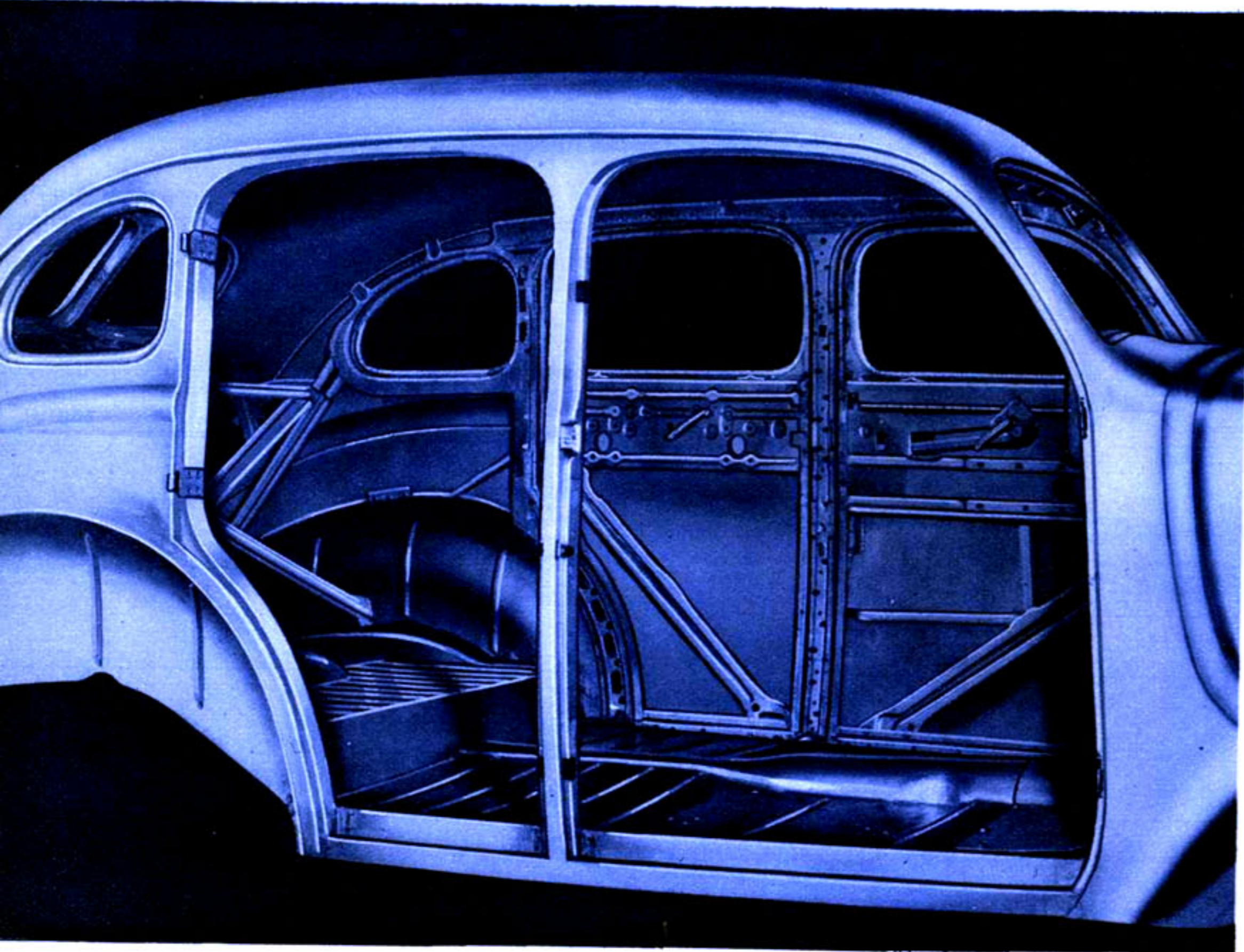


Commodious! Many a car far above Plymouth in price fails to measure up to Plymouth in providing generous seat room, shoulder room, leg room and head room. Front seat is fully adjustable to suit any driver.

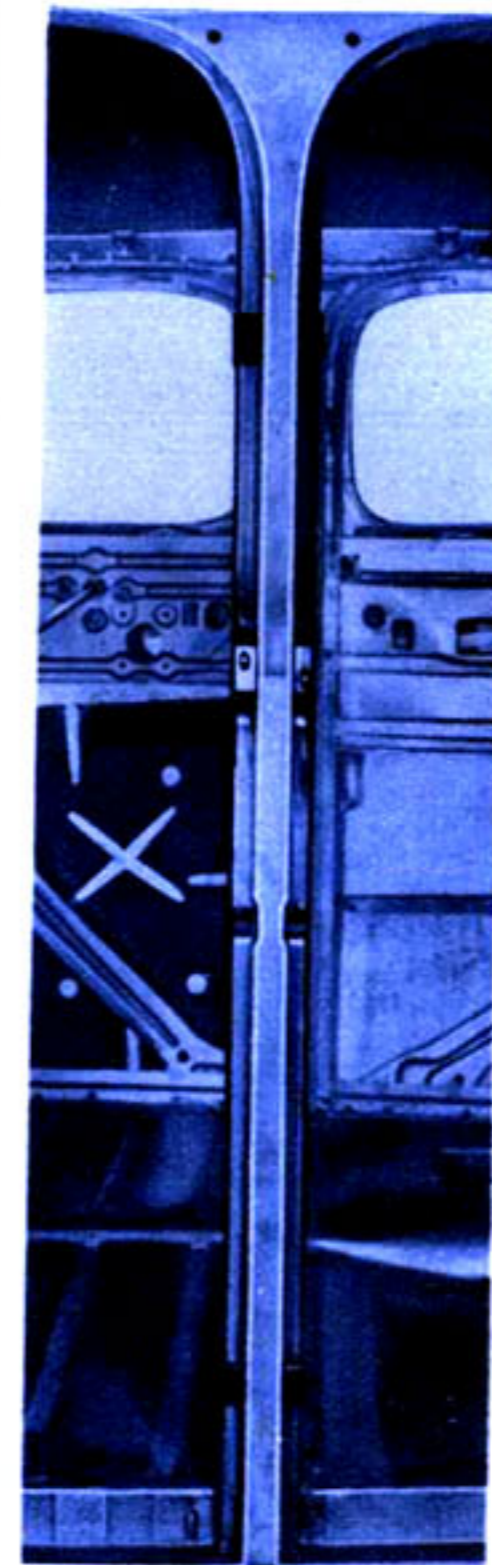
Three won't crowd this deep, wide, luxuriously upholstered rear seat. Chair height seats mean greater comfort — less fatigue on long drives — because sitting position is *natural*.



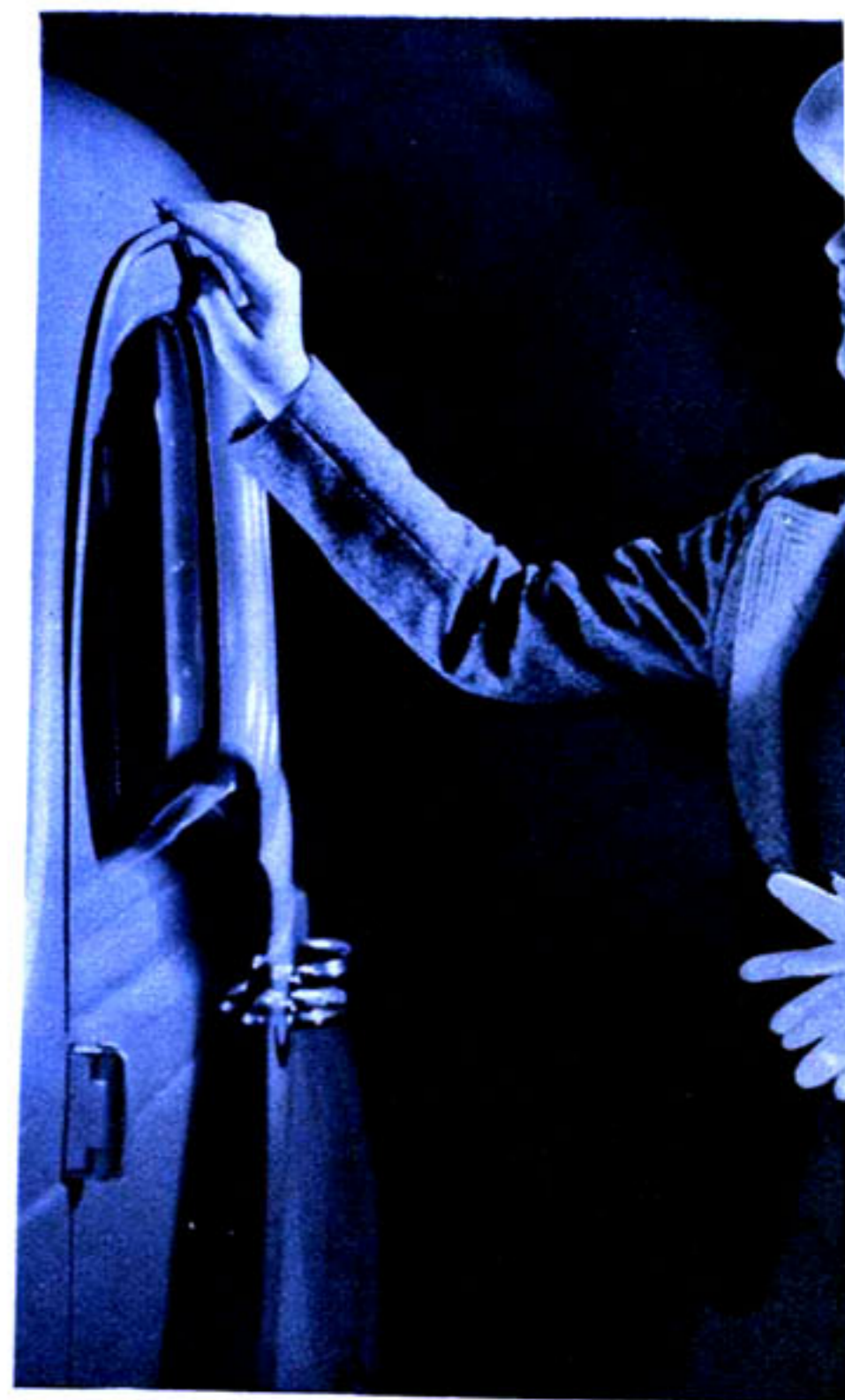
SAFETY-STEEL means



Steel pillars, steel panels, steel floor, one-piece steel top . . . all welded into a solid, rigid unit. Observe the sturdy steel bracing on the doors, the pillars and in the rear quarter section. Cowl and instrument panel, too, are reinforced with steel. In your new car, insist on all steel for safety.



Stiffer! Steel in the side members is what makes the safest bodies. The "offset" construction of Plymouth's steel center post adds strength.

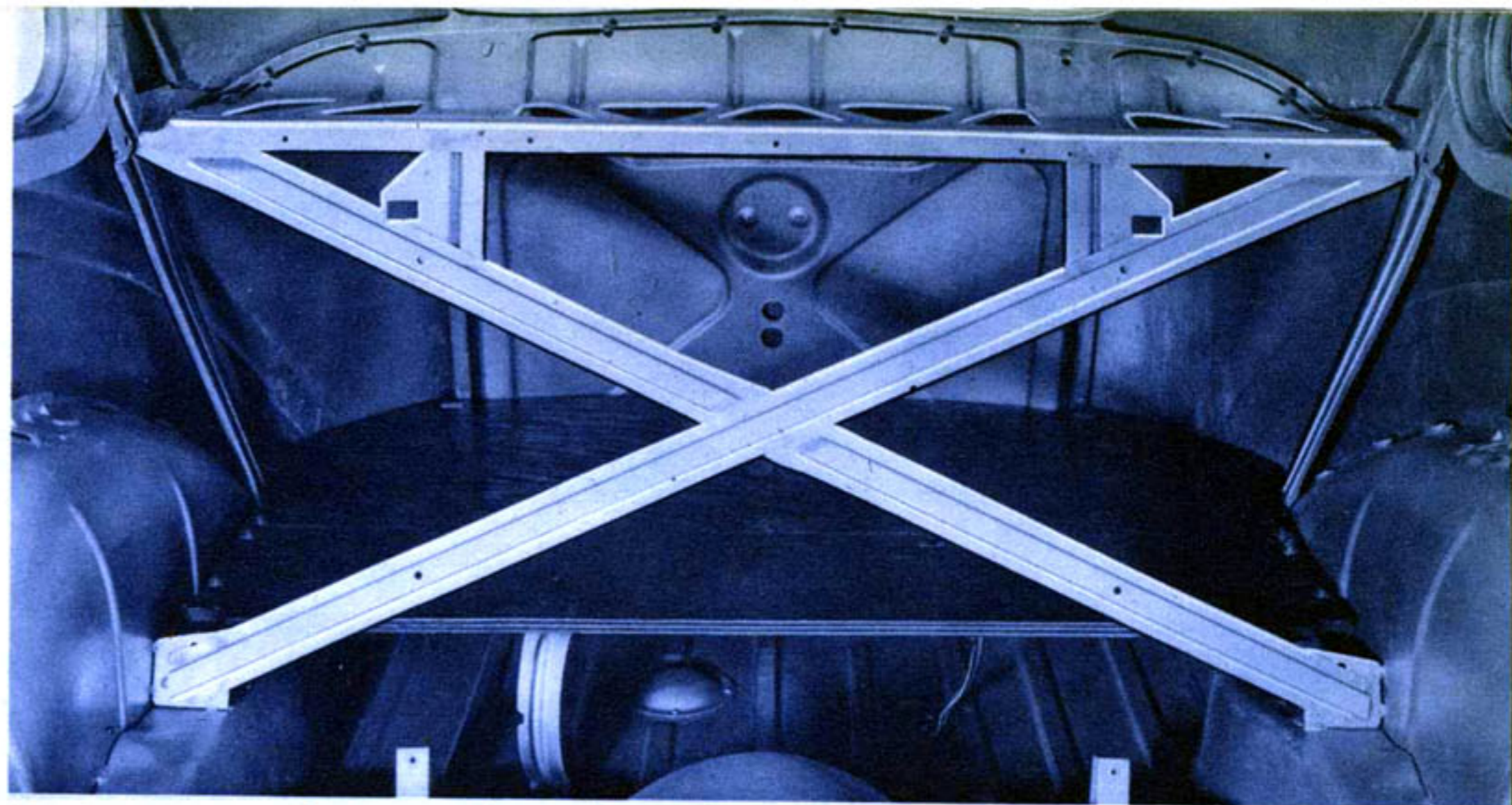


In rainy weather, water flowing from the smooth steel roof is carried off by this wide, deep drip-moulding which extends above the doors from cowl to rear quarter panels. No water drips on passengers as they get in or out of a Plymouth! And when driving in the rain, windows can safely be opened for ventilation.

Steel Overhead

and

all around you!

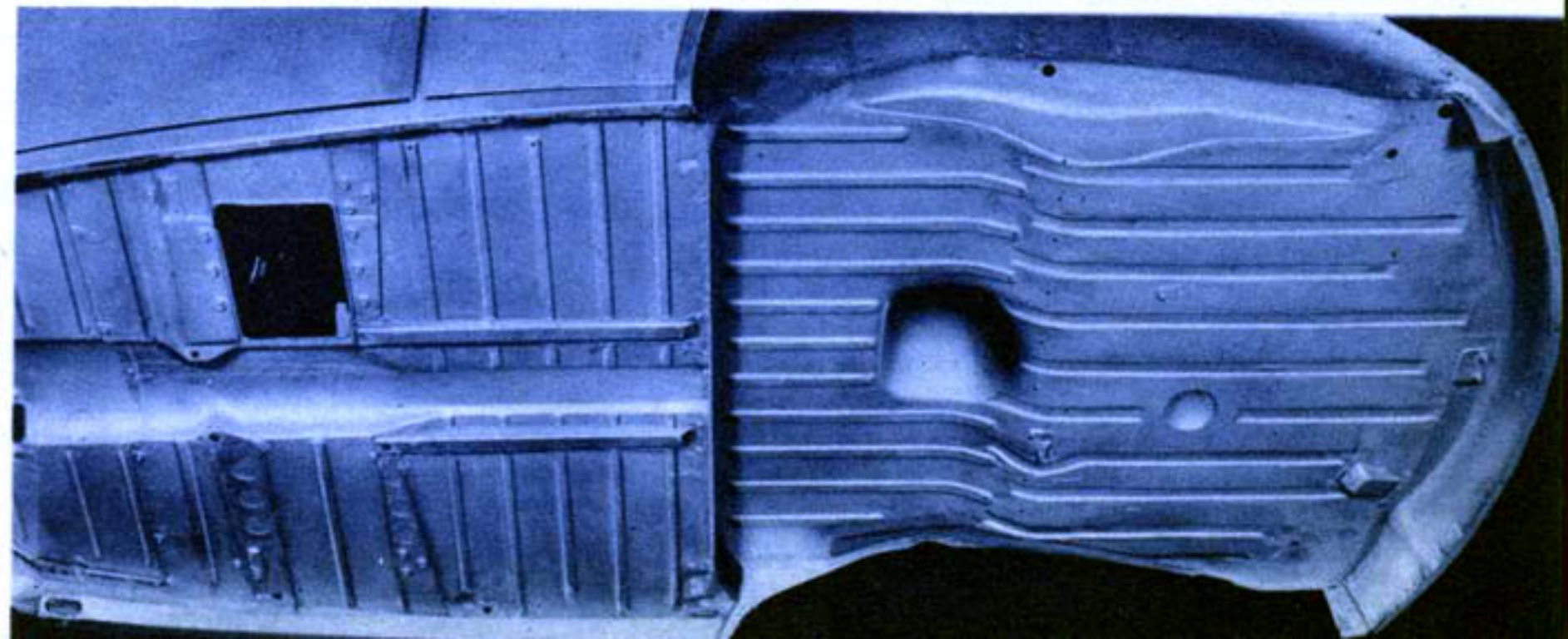


Massive steel X-braces in the rear of all Plymouth sedan models provide unusual reinforcement. And note the steel bracing between rear quarter panels and rear wheel housings. Steel reinforced with steel for greatest rigidity—greatest *safety!* It's the sturdiest body construction known.

Steel is the first essential in designing a safe automobile. The recent trend to the use of steel in automobile bodies of all makes emphasizes the *safety* importance of all-steel construction. Plymouth was one of the first low priced cars to offer a steel body. But even today, not all car bodies use steel to the extent Plymouth does.

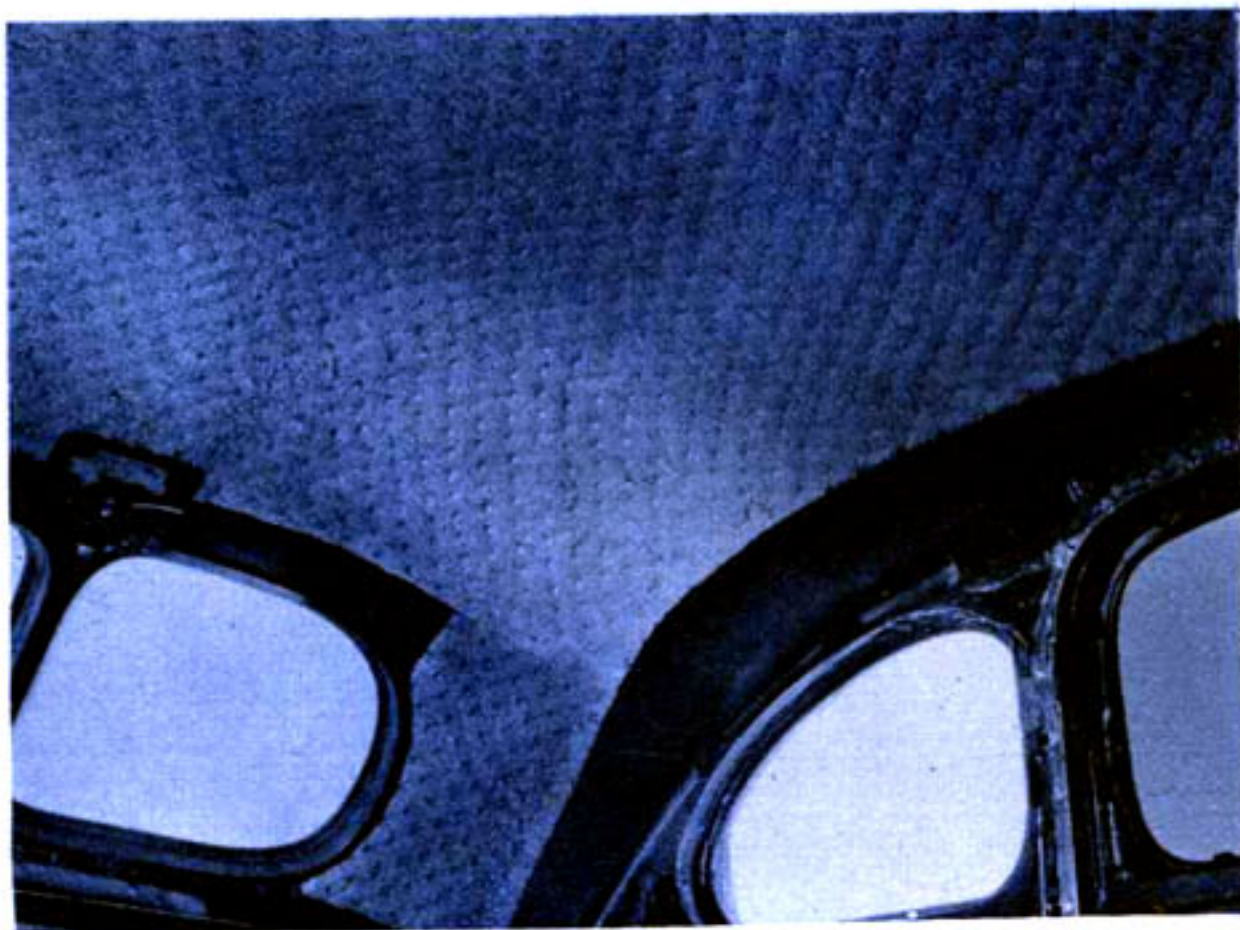
As you consider a new car this year will you be satisfied with less than the utmost safety for yourself and for your family? Won't you want to have the *proven* Safety of a Plymouth Safety-Steel body?

Note the wide reinforcing ribs which give additional stiffness to the solid steel Plymouth floor. No wonder Plymouth bodies withstand twisting strains 30 times more severe than ordinary use!



PLYMOUTH brings to the LOW PRICE *Silence* ENGINEERING..

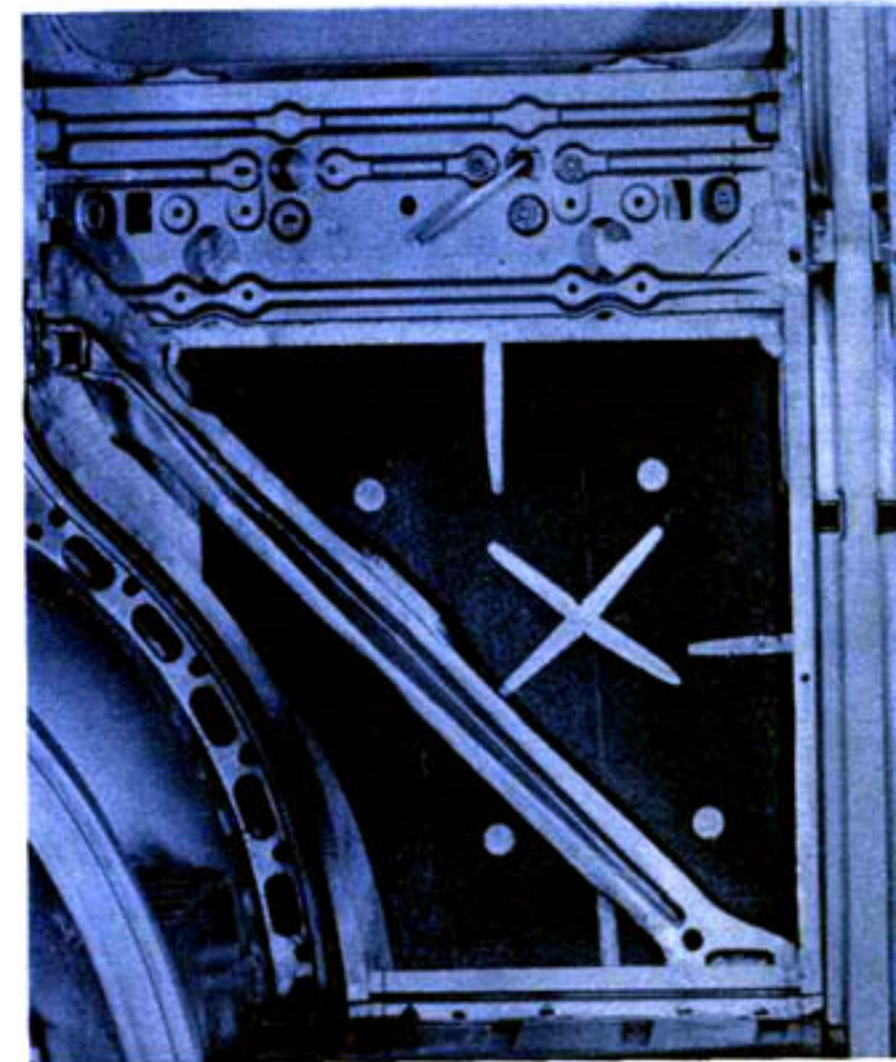
Steel roof, upper rear quarters and cowl sides are covered with this new waffle-like material. Plymouth engineers developed special instruments solely to track down the sources of noise in a car. Then they found the exact insulating material that would best absorb each kind of noise. In all, there are five different kinds of insulating material, in addition to rubber, used to give Plymouth the most silent ride of any car in the low price field.



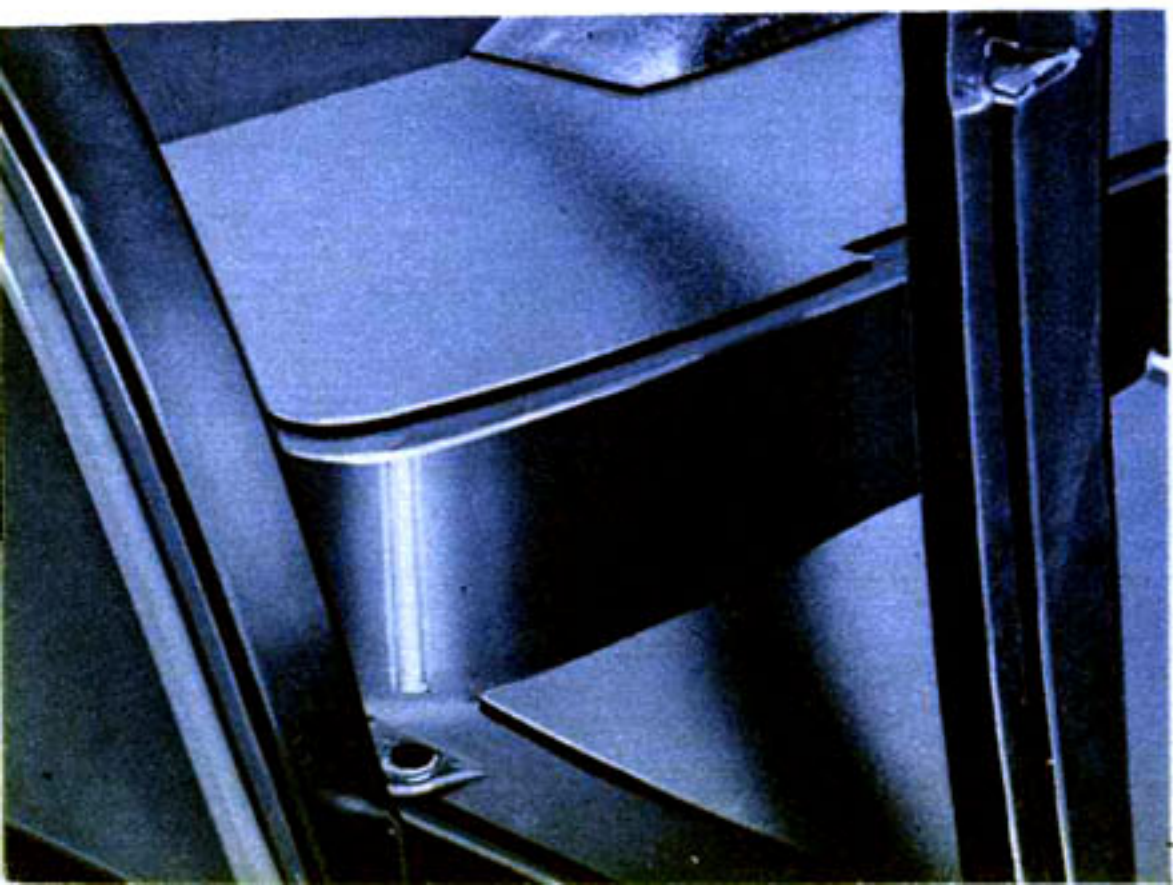
Never before has a low price car been made so *quiet* as the big, beautiful new Plymouth is. It's like a modern broadcasting studio—*completely sound-proofed*.

Different kinds of noise can occur in different parts of a car—and in each of those different parts Plymouth uses the exact material which best absorbs those particular noises.

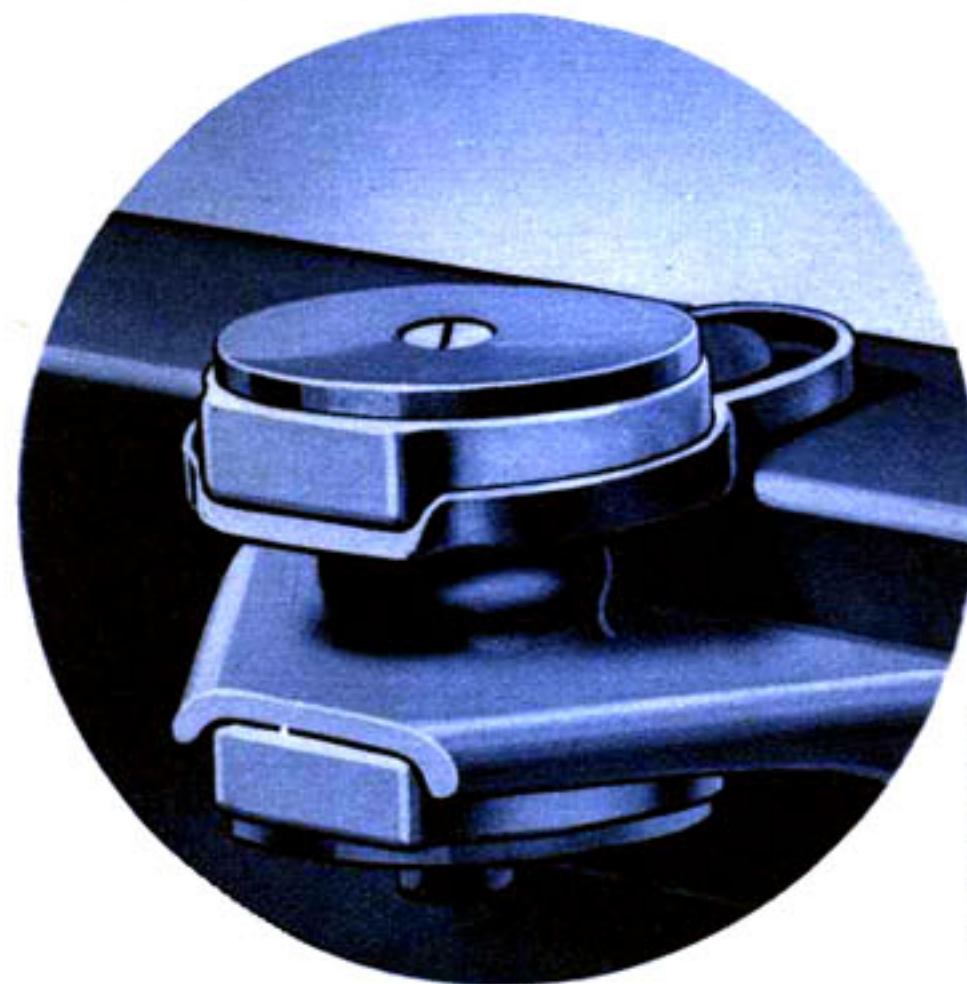
Don't you want a *permanently quiet* ride in your new car?



Door panels and side panels are thoroughly insulated against noise . . . and against heat and cold . . . with heavy, asphalt base insulating material.

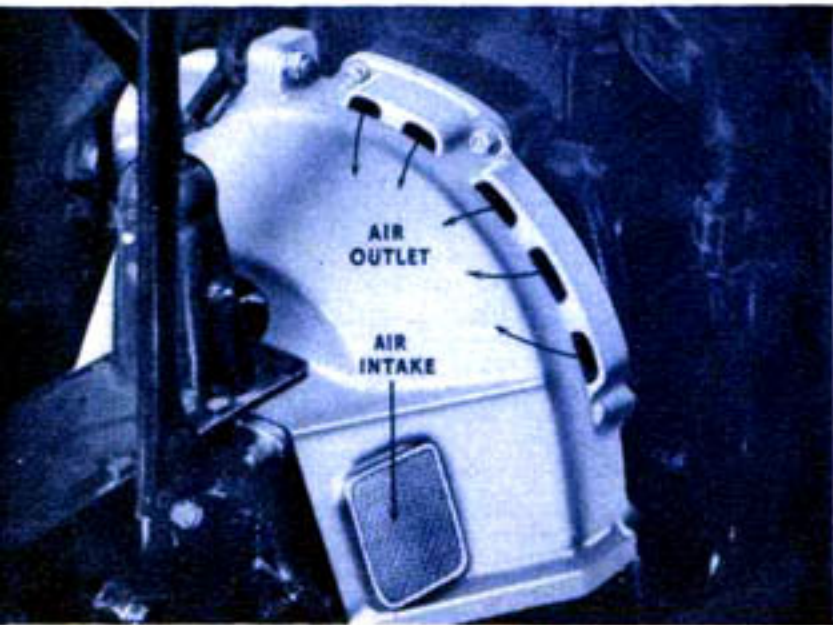


It's a "hushed" ride—with marvelous freedom from the customary noises of motoring that wear on a person's ear drums and act as a source of fatigue on long journeys. And Plymouth's *complete* insulation protects you from weather changes, too. For example, the heavy insulating material "vulcanized" to the steel floor not only absorbs road noises but keeps out heat and cold, as well.



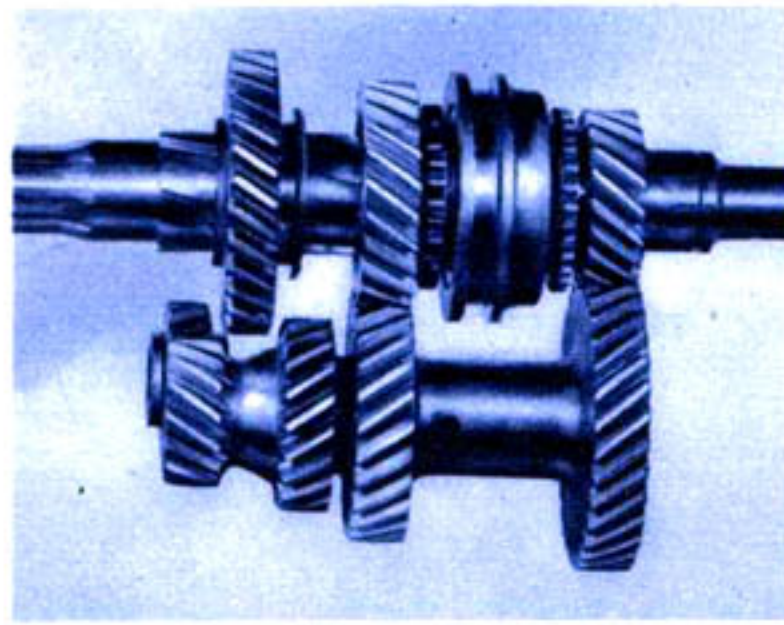
Separating the Safety-Steel body from the rigid X-frame are spool-shaped mountings of live rubber to which frame and body are each bolted, eliminating metal-to-metal contact! Thus the frame cannot transmit road noises to the body.

FIELD *New achievements in*

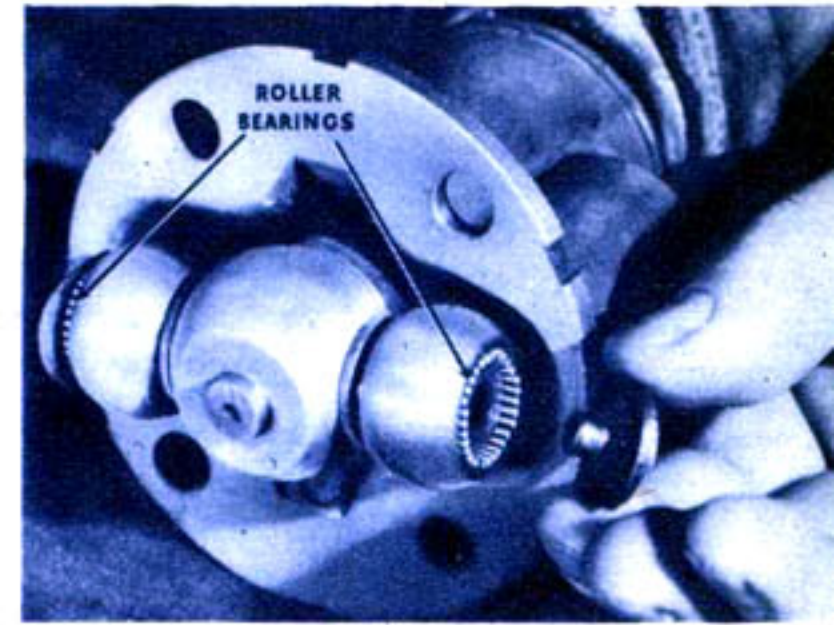


The famous Plymouth *light pressure* clutch is self-ventilating, for efficient cooling and long life. The ball release bearing never requires attention for lubrication.

Silence and long life! Plymouth gears are helical cut for silence in all speeds and for long life the transmission is mounted on anti-friction bearings throughout.

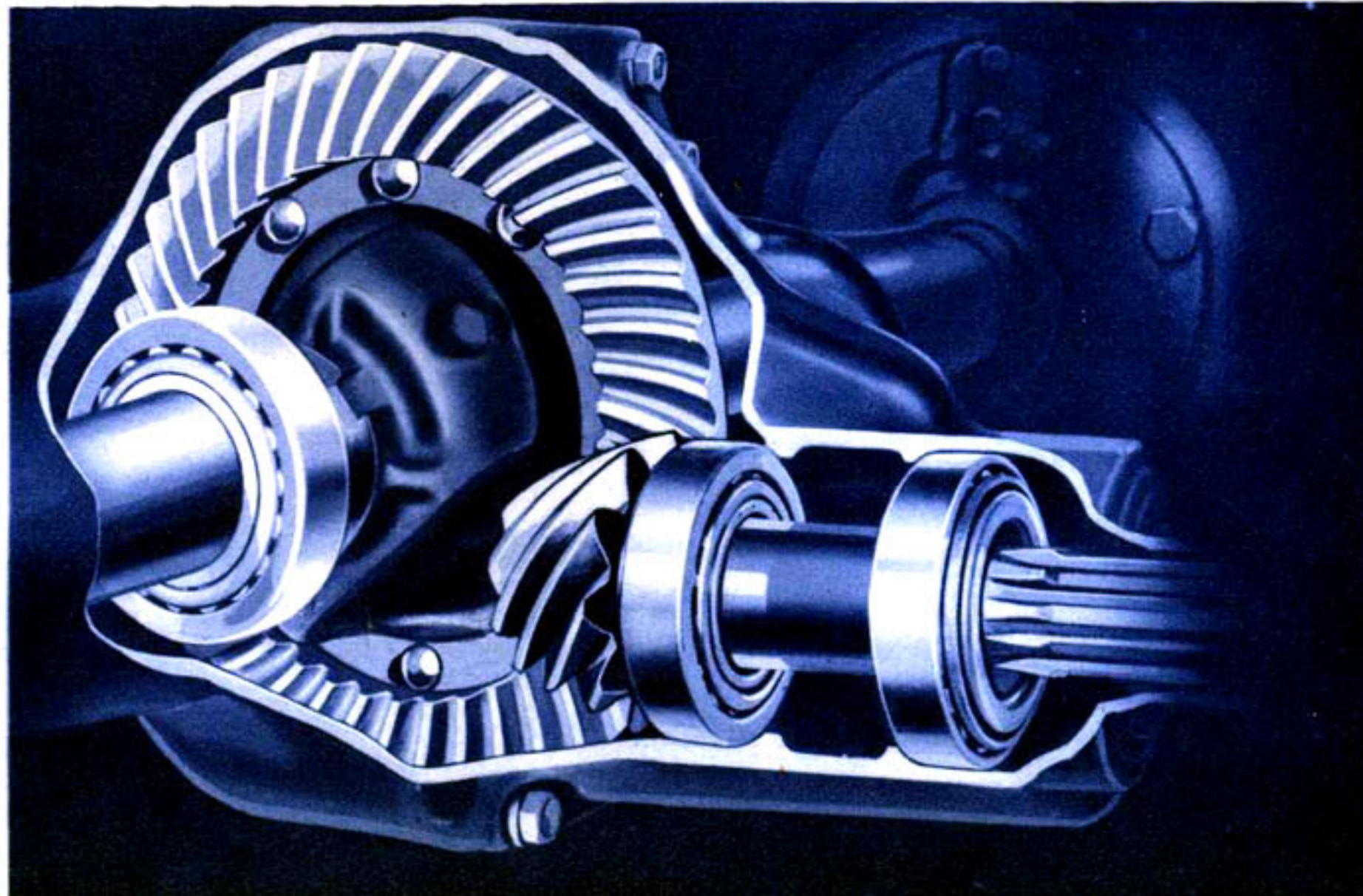


With roller bearings instead of plain bushings, Plymouth universal joints require far less attention than ordinary universals. Lubrication is sealed in—does not require renewal for thirty thousand to forty thousand miles of ordinary driving.



combined with new Ease of Operation

Most modern development in rear axle design, the hypoid rear axle. Plymouth is the first low priced car to have it. The hypoid type of axle has one and one-half to two times the life of the spiral bevel type, and axle operation is infinitely more quiet. The pinion is much larger, yet the hypoid design is more compact. Because the new hypoid rear axle lowers the drive shaft, a tunnel in Plymouth's low floor is unnecessary.



Right from the time you first depress the clutch pedal you realize that here is a car engineered throughout to require the minimum of effort on the part of the driver.

Clutch operation is exceptionally soft and easy. Gears shift quickly, without clash at any speed. The big, powerful engine responds instantly to light pressure on the accelerator pedal.

Although women particularly appreciate Plymouth's ease of operation, men, also, boast about it to their less fortunate friends who own other cars.

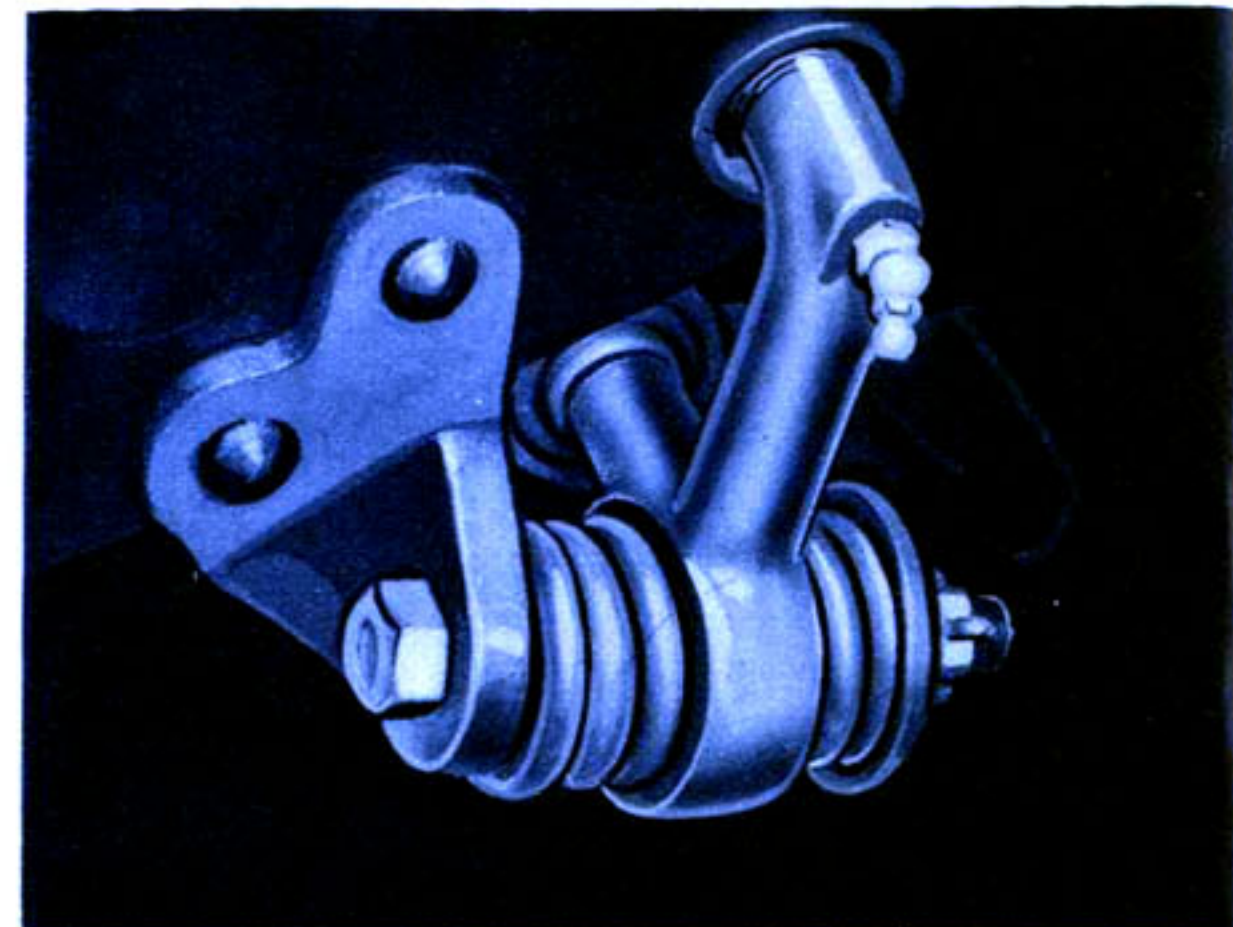
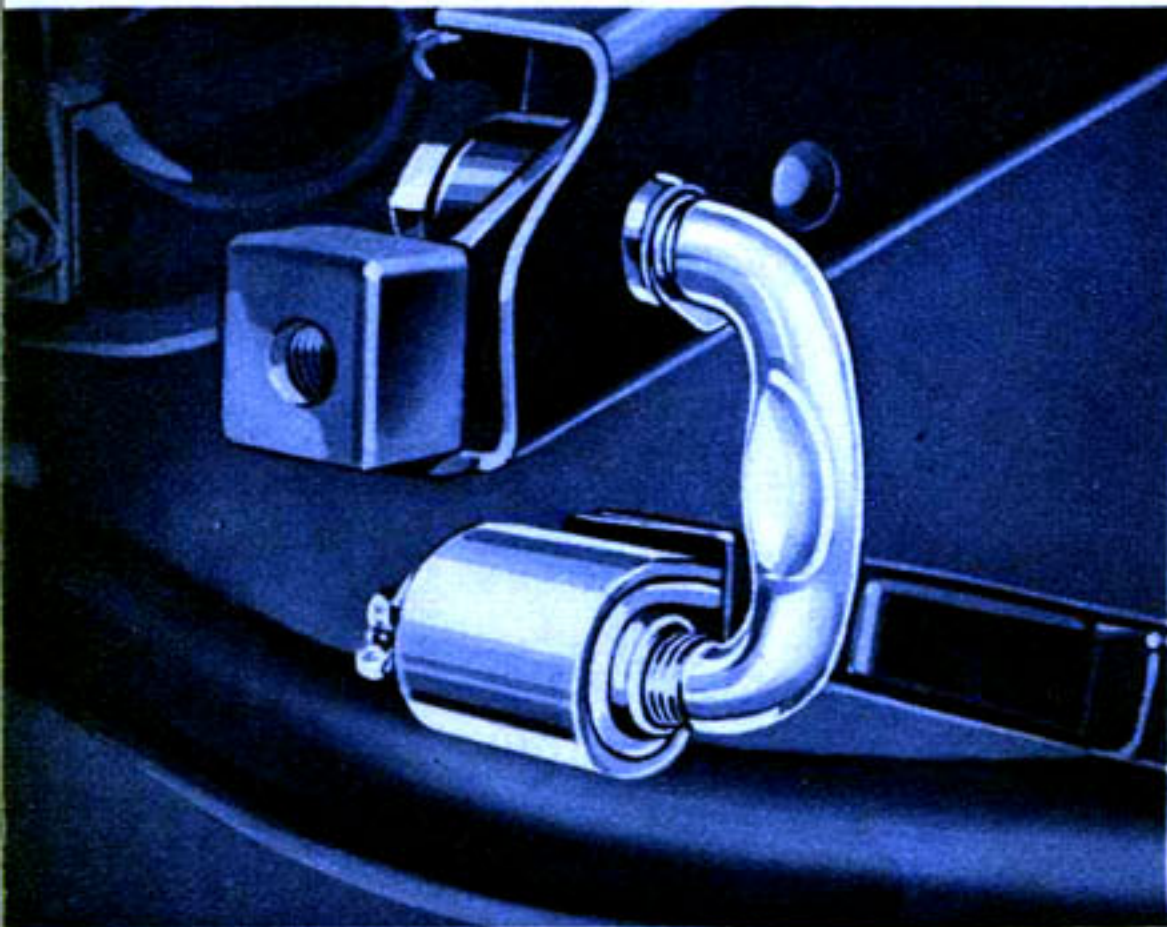
For your wife, for yourself, don't you think your new car should give as much driving pleasure as Plymouth does?

.. and New *Steering Ease*

for

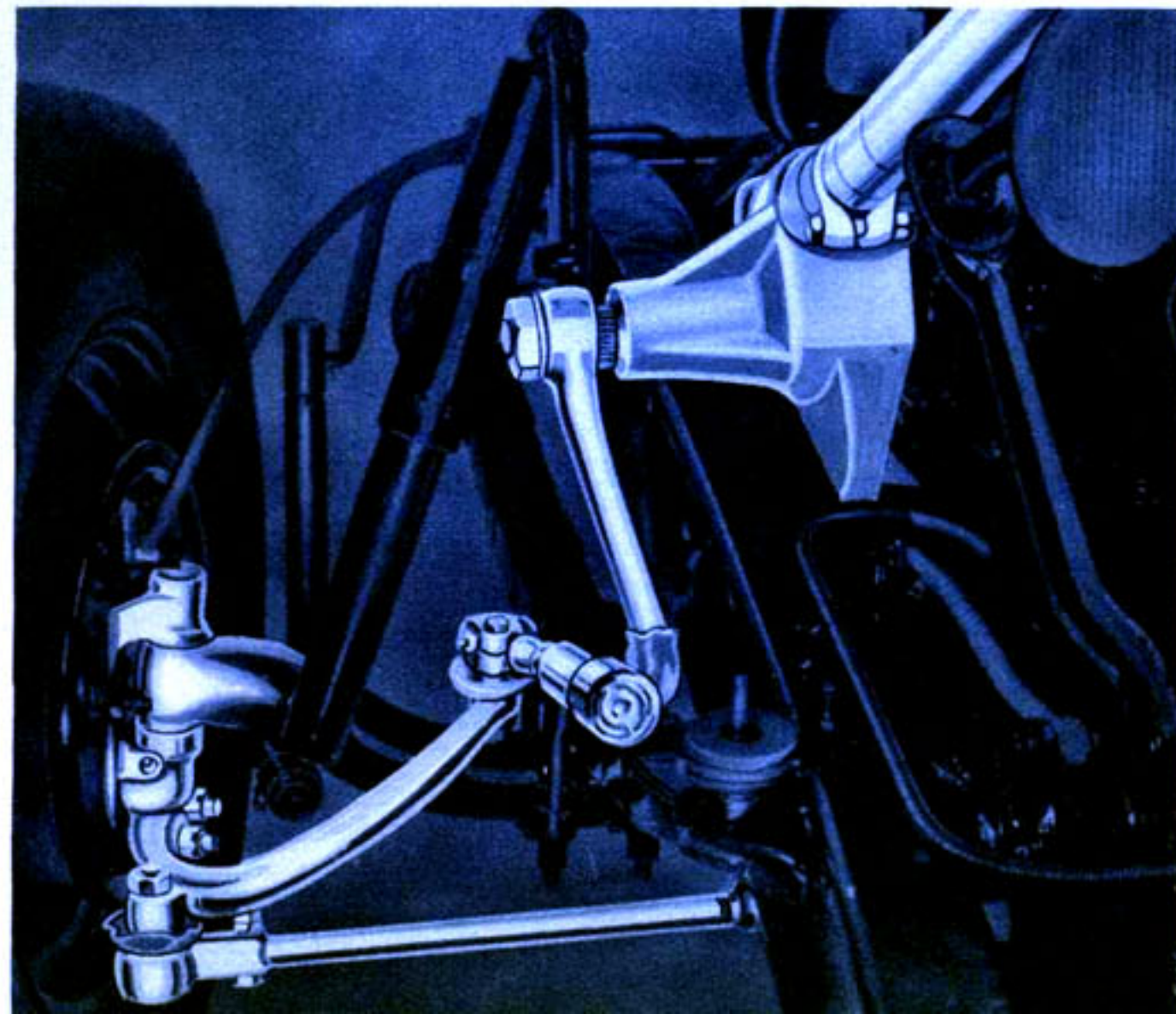
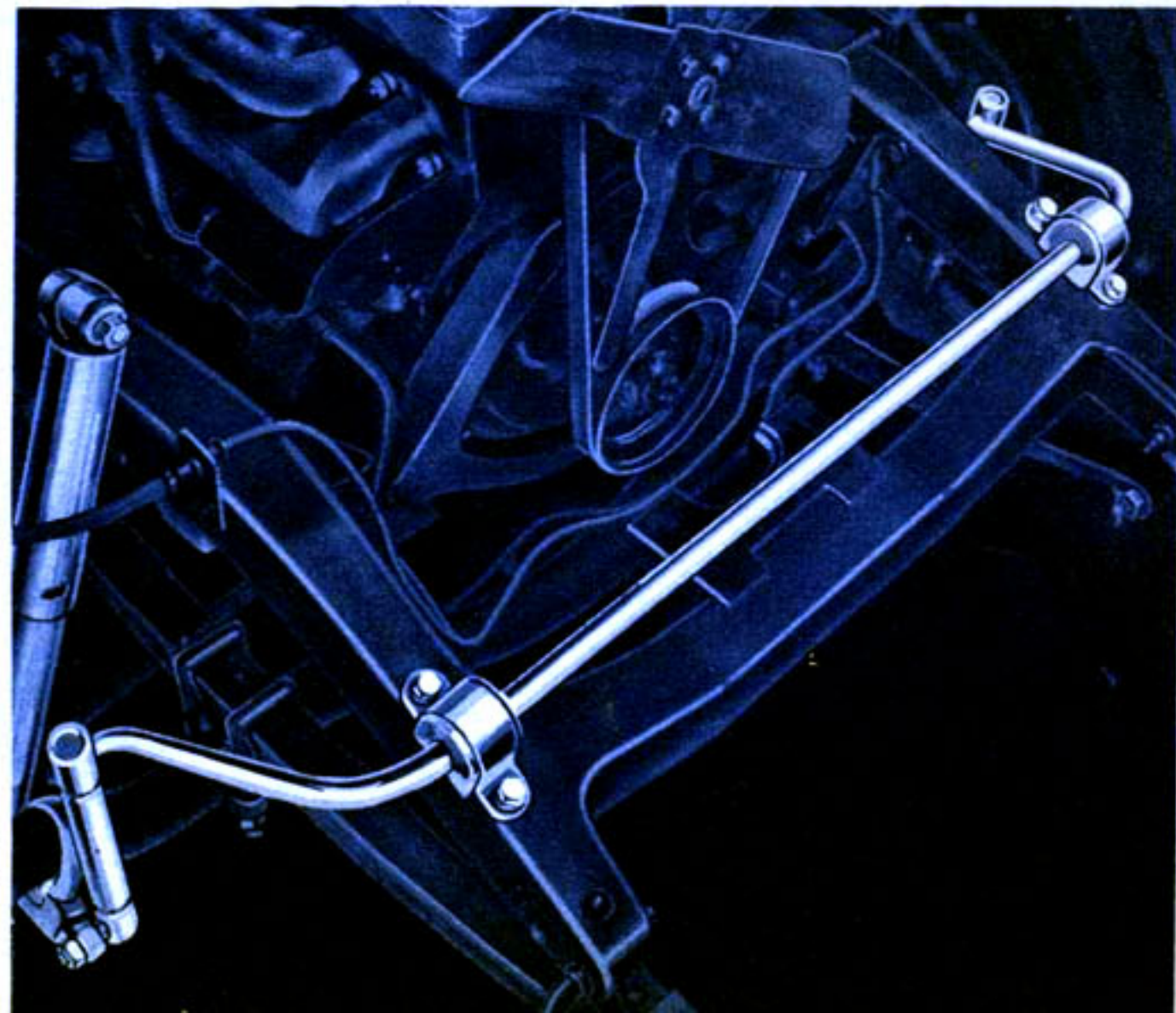
**ROUGHEST ROADS
or CITY PARKING**

Plymouth owners take exceptional steering ease for granted. But owners of other low price cars, when first they try a Plymouth, always remark about its famous Shockless Steering. In the 1937 Plymouth, a new steering gear ratio results in faster response with less effort at the steering wheel.



For silence and perfect freedom of shackle action, silent U-shackles are used at rear end of rear springs and front end of front springs. Shackling the front springs at their front ends greatly improves steering.

Plymouth's Sway Eliminator is connected directly to the front axle, where a change in the car's forward motion first affects stability. It keeps the car always on an even keel.



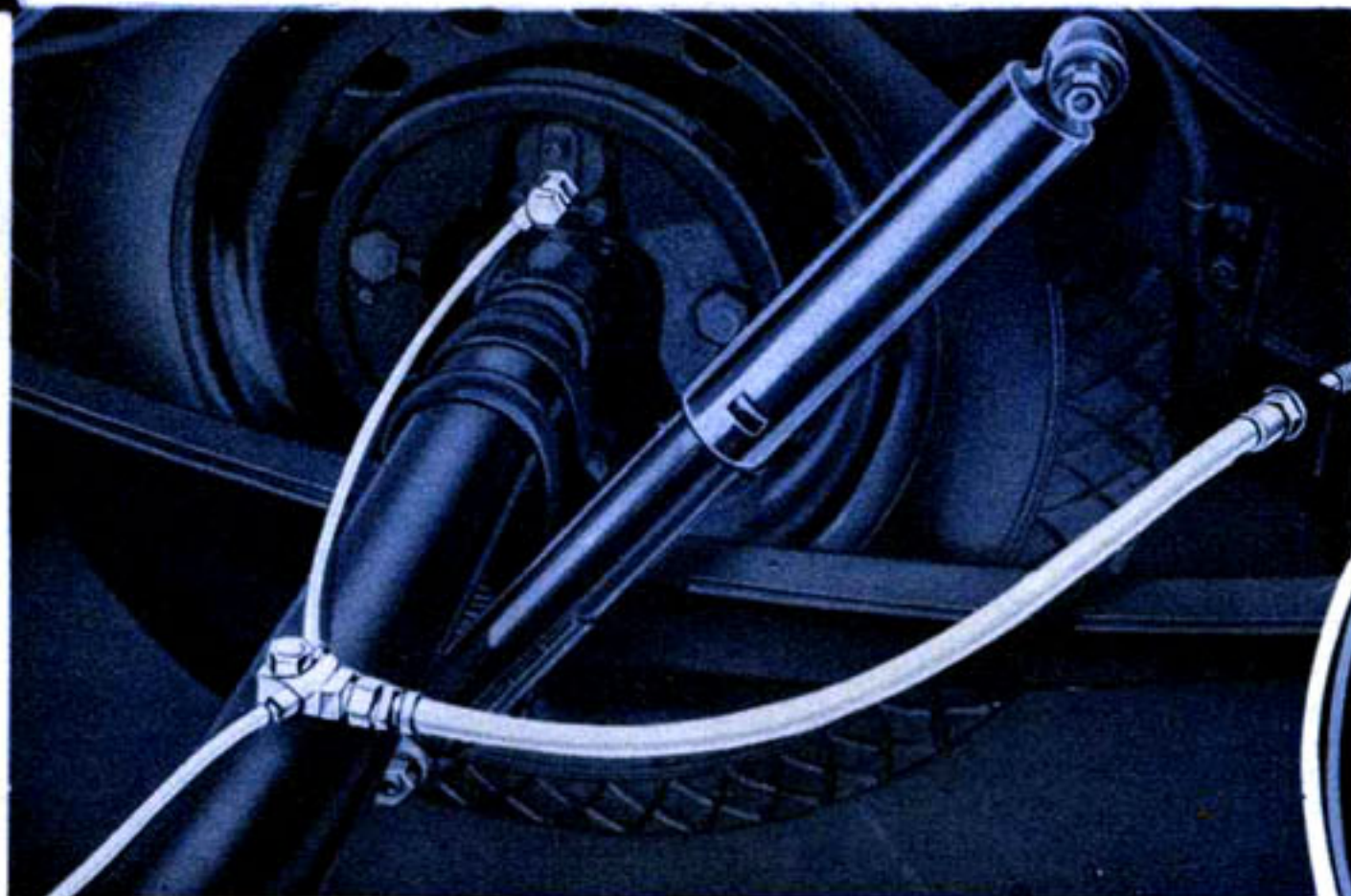
A Steering Shock Eliminator, located at the rear of Plymouth's left front spring, absorbs road shock which might otherwise be felt in the steering gear.

Plymouth's steering gear is virtually unaffected by any up and down travel of the axle caused by road unevenness. "Wheel fight" is eliminated. Wheels keep straight ahead in gravel, heavy dust or snow.

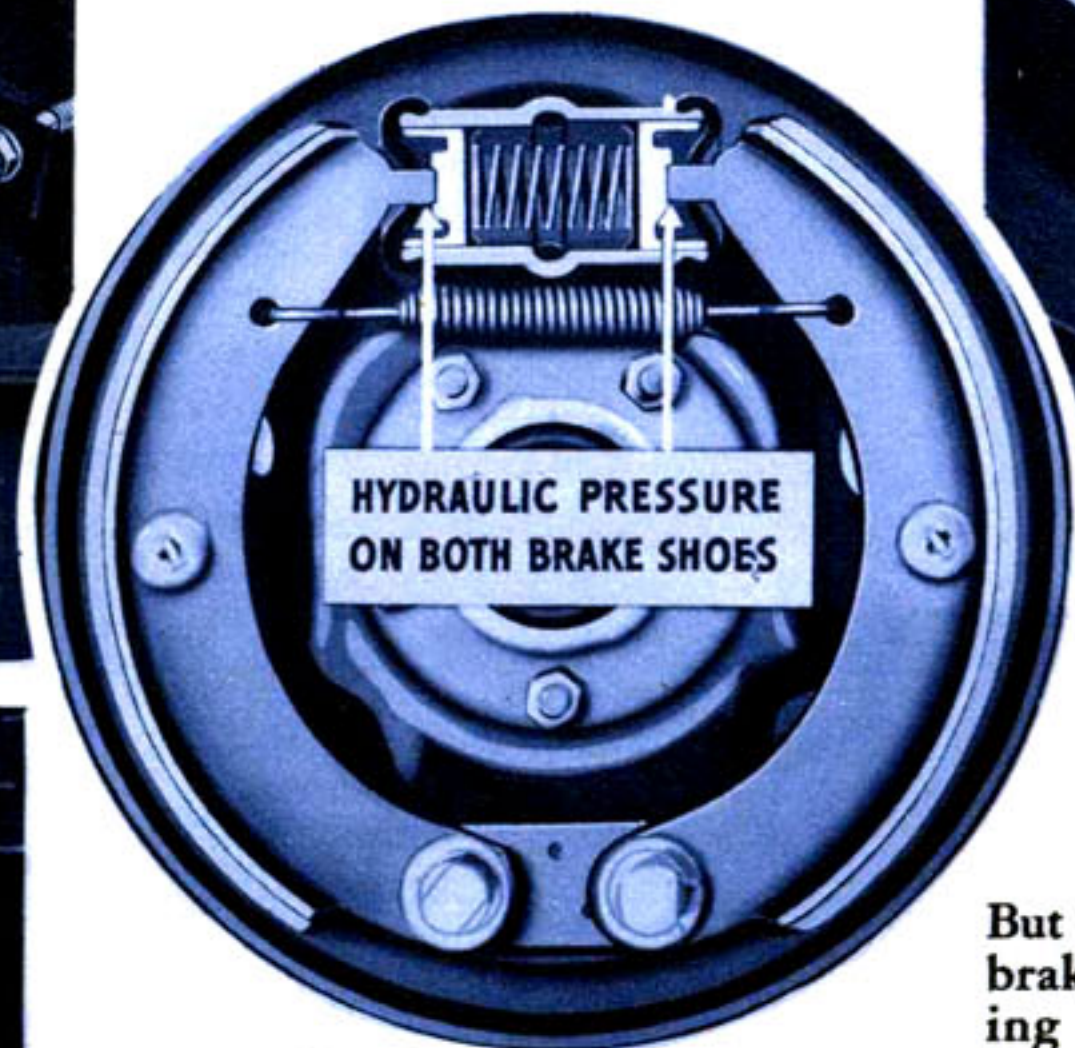
PLYMOUTH has a *Different kind of Brakes*

Above—Plymouth uses Centrifuse brake drums, combining the lightness and strength of steel with the superior braking qualities of cast iron.

Right—Heavy flexible tubing—that withstands fifteen times more pressure than it would be subjected to in normal service is used at the wheels to transmit hydraulic pressure.

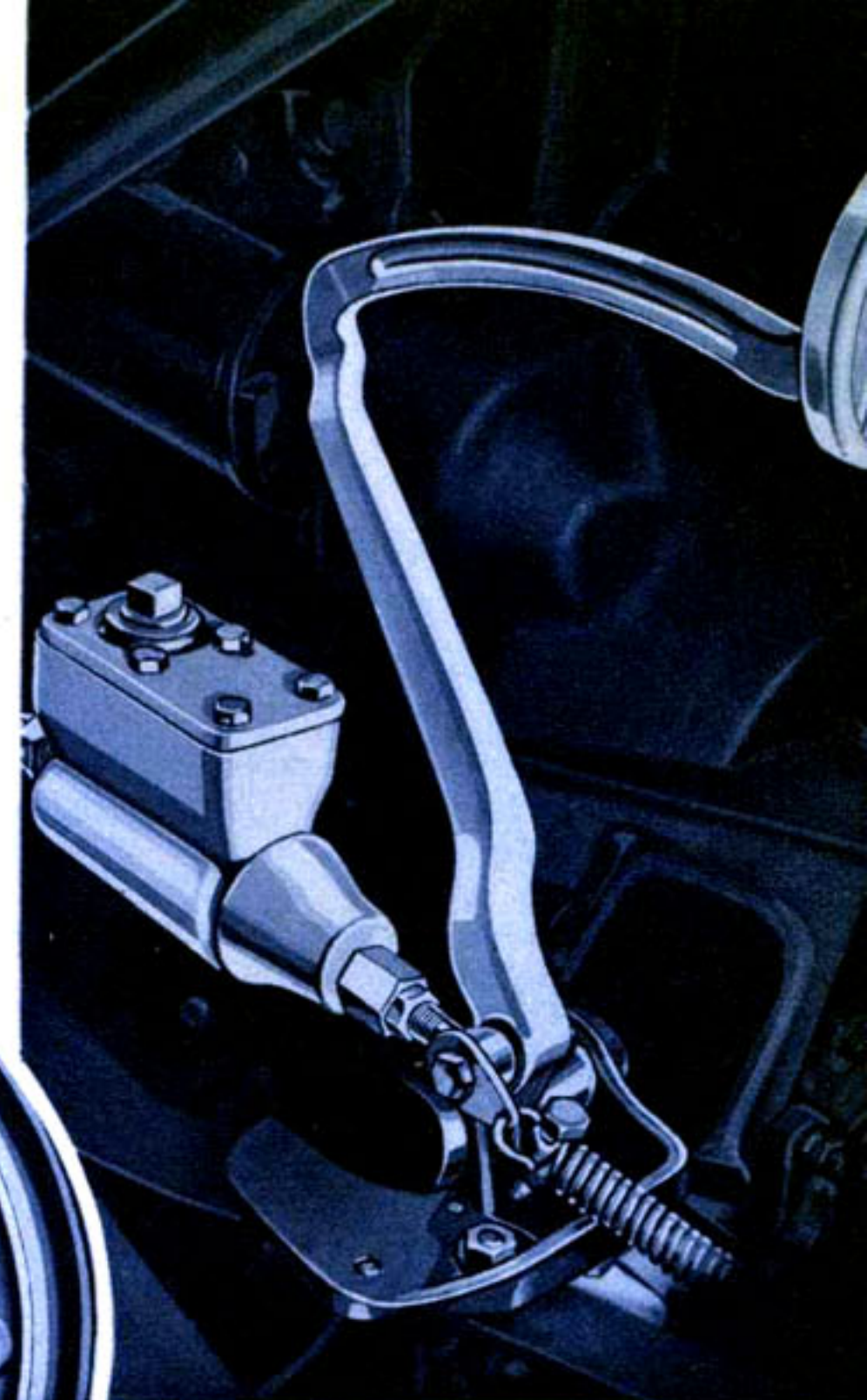


Pressure applied at the brake pedal actuates the piston in the master cylinder and is transmitted equally and at the same instant to all four wheels.



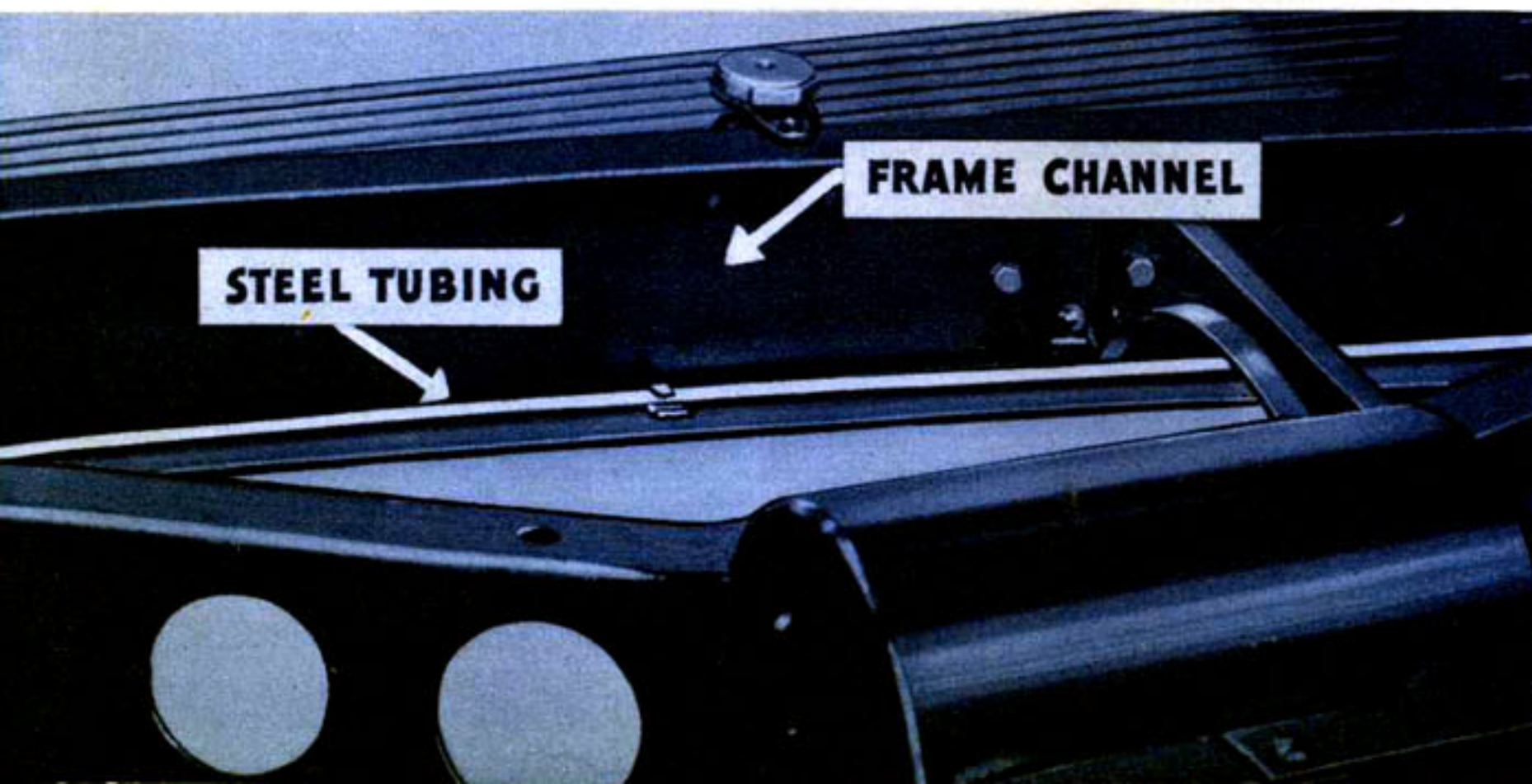
100% Hydraulic! Both brake shoes at each wheel are actuated hydraulically by individual pistons in the wheel cylinders. To equalize wear of facings, the rear piston is larger.

Left—The heavy steel tubing which transmits hydraulic pressure from the master cylinder, is carried in the frame channel . . . protected!



Today, the cars of every volume manufacturer but one are equipped with hydraulic brakes of some kind. But only genuine, *completely* hydraulic brakes, such as Plymouth uses, put braking entirely under the driver's *control*, because in completely hydraulic braking systems all brake shoes are actuated hydraulically, the only pressure being that exerted by the driver at the pedal.

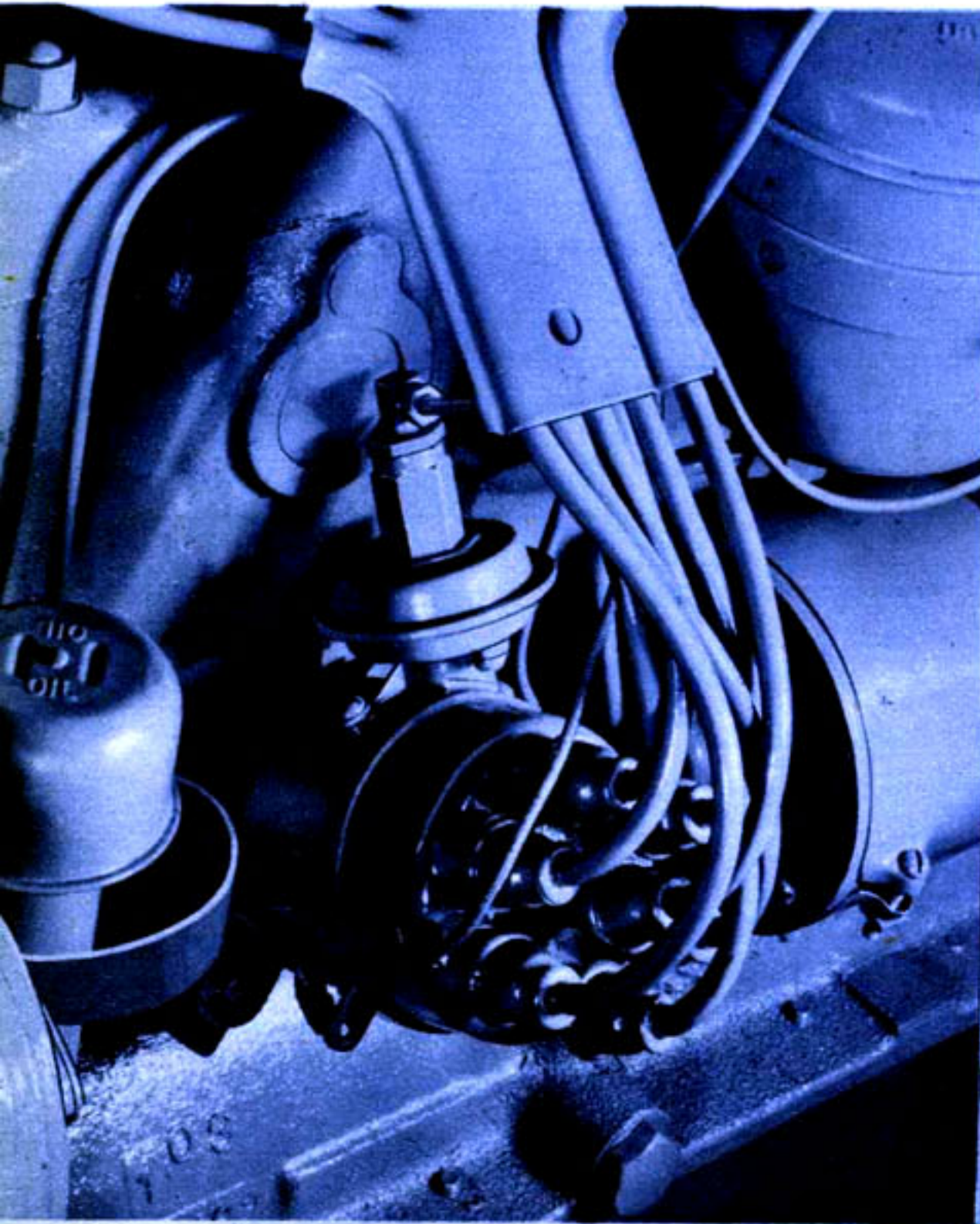
Isn't it reasonable to expect the best hydraulic brakes on the car which has *always* had them . . . which pioneered them in the low price field?



Floating Power and High

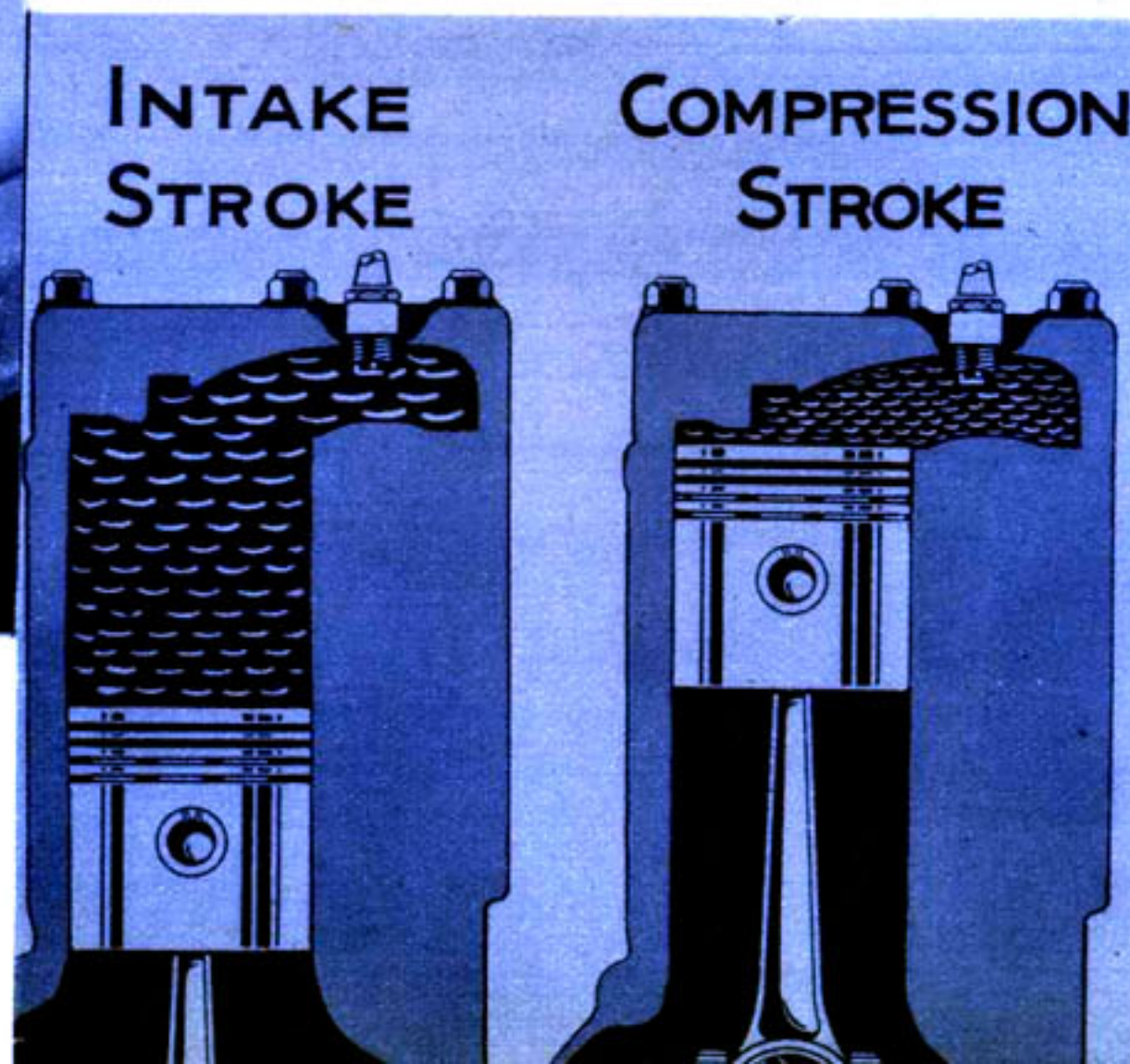
give you

BIGGEST



Plymouth's Calibrated Ignition—the spark is maintained at advanced position by a vacuum from the engine manifold. During moments of acceleration the vacuum force is diminished (as on the windshield wiper) and the spark is momentarily retarded. Thus the spark is always maintained at the position for most efficient operation.

Below:—6.7 to 1 Compression Ratio. The power an engine develops from an amount of fuel is increased by the extent to which the fuel is compressed before being ignited. In the Plymouth engine the vaporized gasoline drawn into the cylinder by the INTAKE STROKE of the piston is compressed by the COMPRESSION STROKE into the space at the top which is only 1/6.7 of the space it occupied during the intake stroke.



It's an engine so good that thousands of people are unwilling to consider any other. It has broken all records for economy. No wonder owners have written emphatically to Plymouth saying "*Don't change the engine!*"

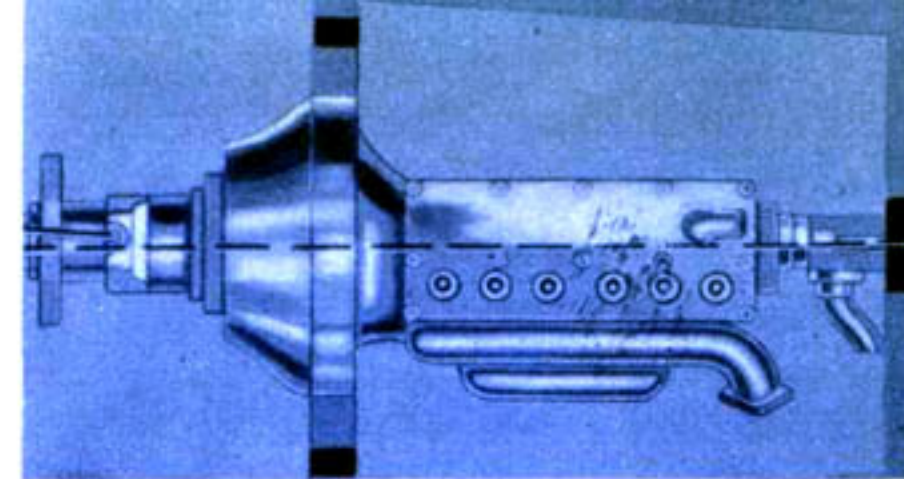
Brilliant engineering has given Plymouth its famous economy! Engineers know that the more you compress fuel before you ignite it, the more power is derived from it. The more advanced the spark without spark knock, the more economy is achieved.

Plymouth has the super-high compression ratio of 6.7 to 1 . . . possible without roughness because of Floating Power engine mountings . . . sensationally economical because of Calibrated Ignition.

Compression



The old-way—engine top-heavy on its mountings—it increased the tendency to vibrate.



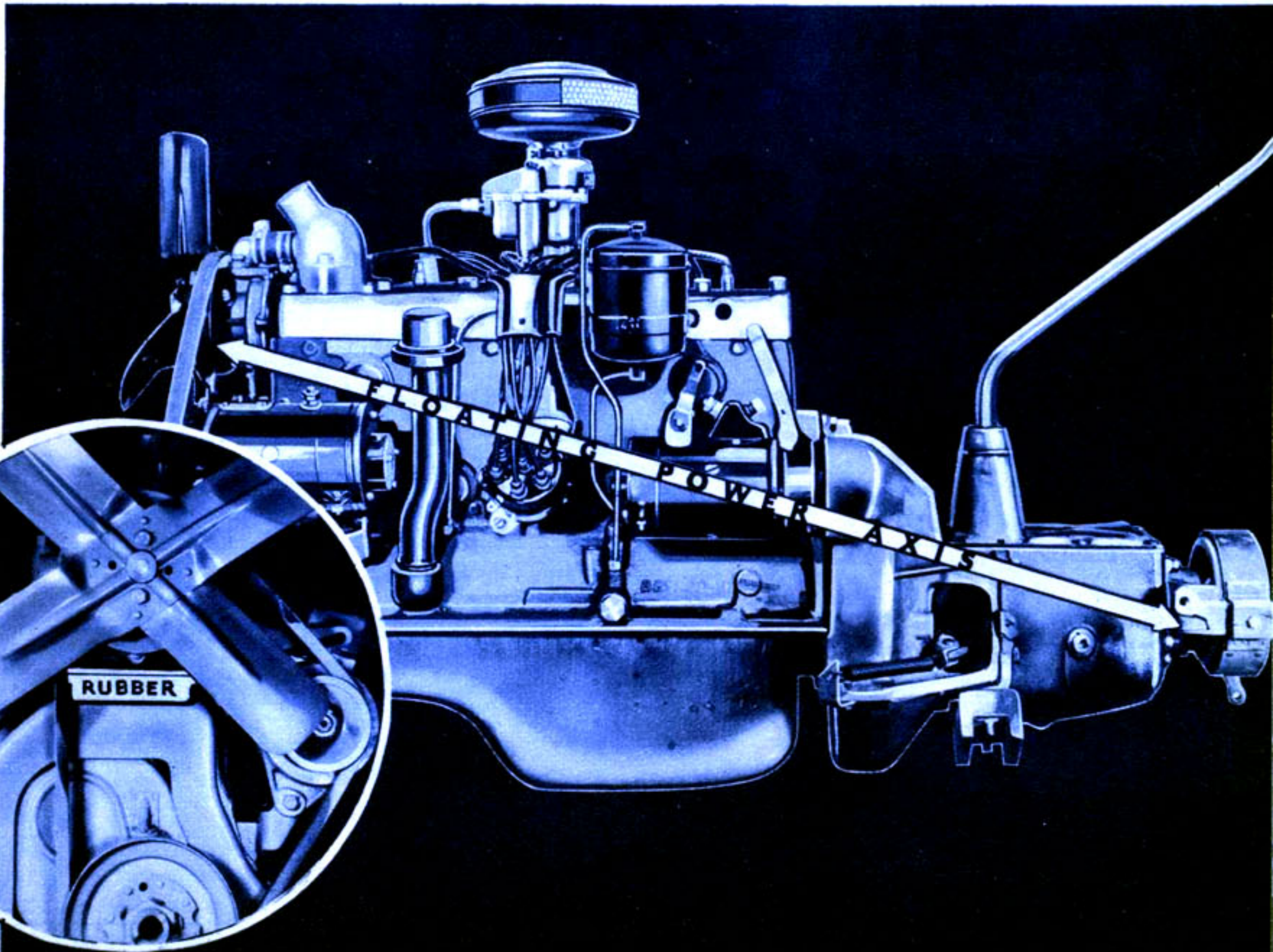
Mounting engines rigidly at three or four points aggravates vibration.

The Plymouth engine is of the simple L-head type, preferred for its permanent quietness and ease of servicing. The axis shows how the Floating Power engine mountings—high in front, low at the rear—support it *in balance*. When power impulses tend to sway the mass above the axis, the equal weight below the axis sets up a counteracting force.

VALUE

in

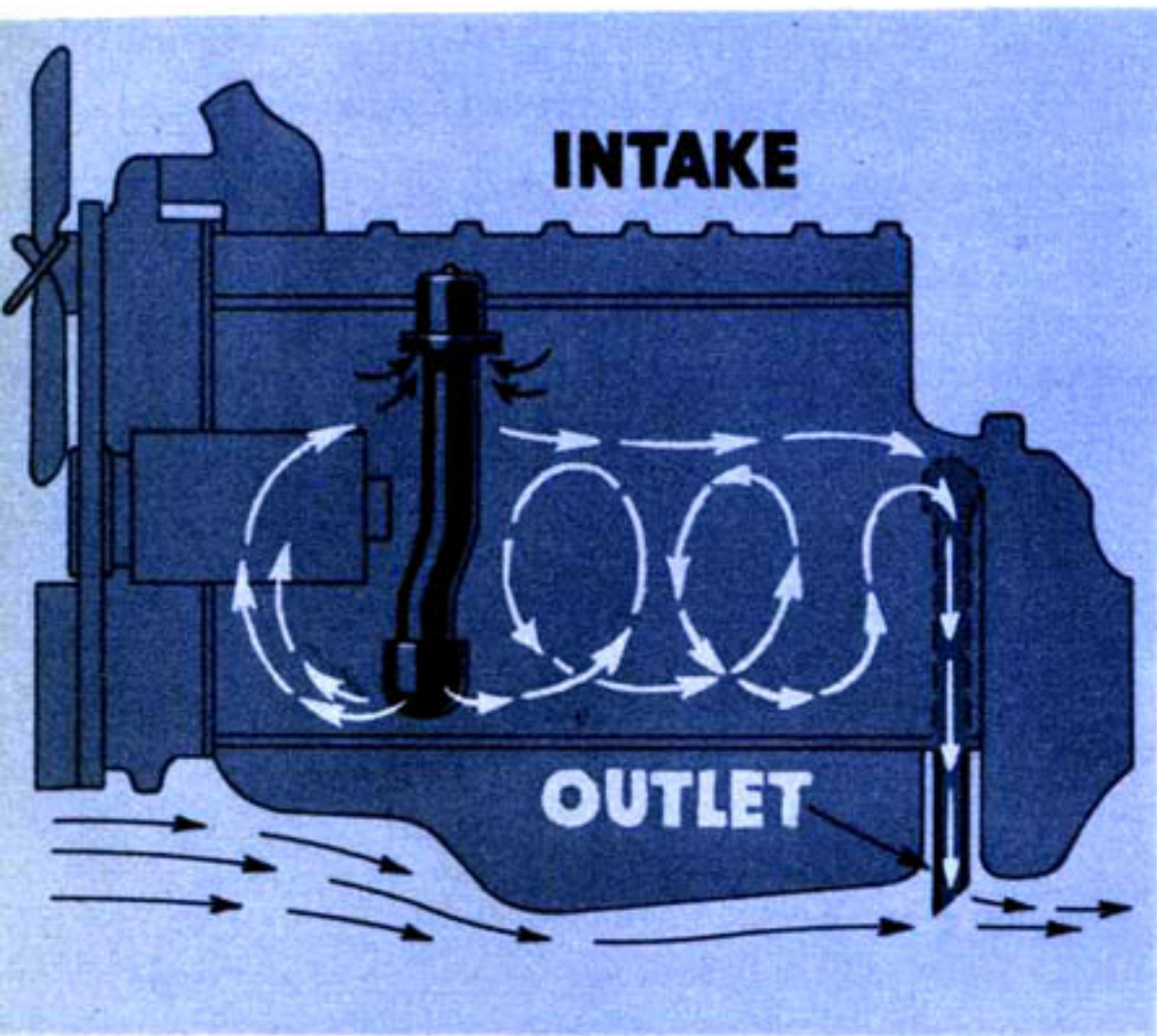
Economy



The front Floating Power engine mounting of live rubber bonded to steel. Plymouth's patented engine mountings eliminate vibration.

.. and **PLYMOUTH** economy is

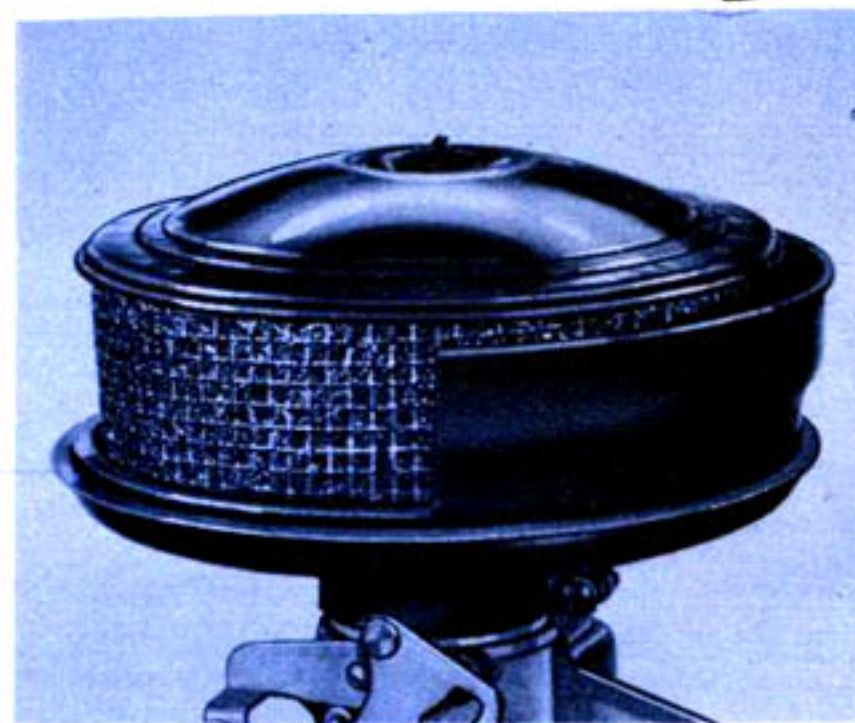
Lasting...



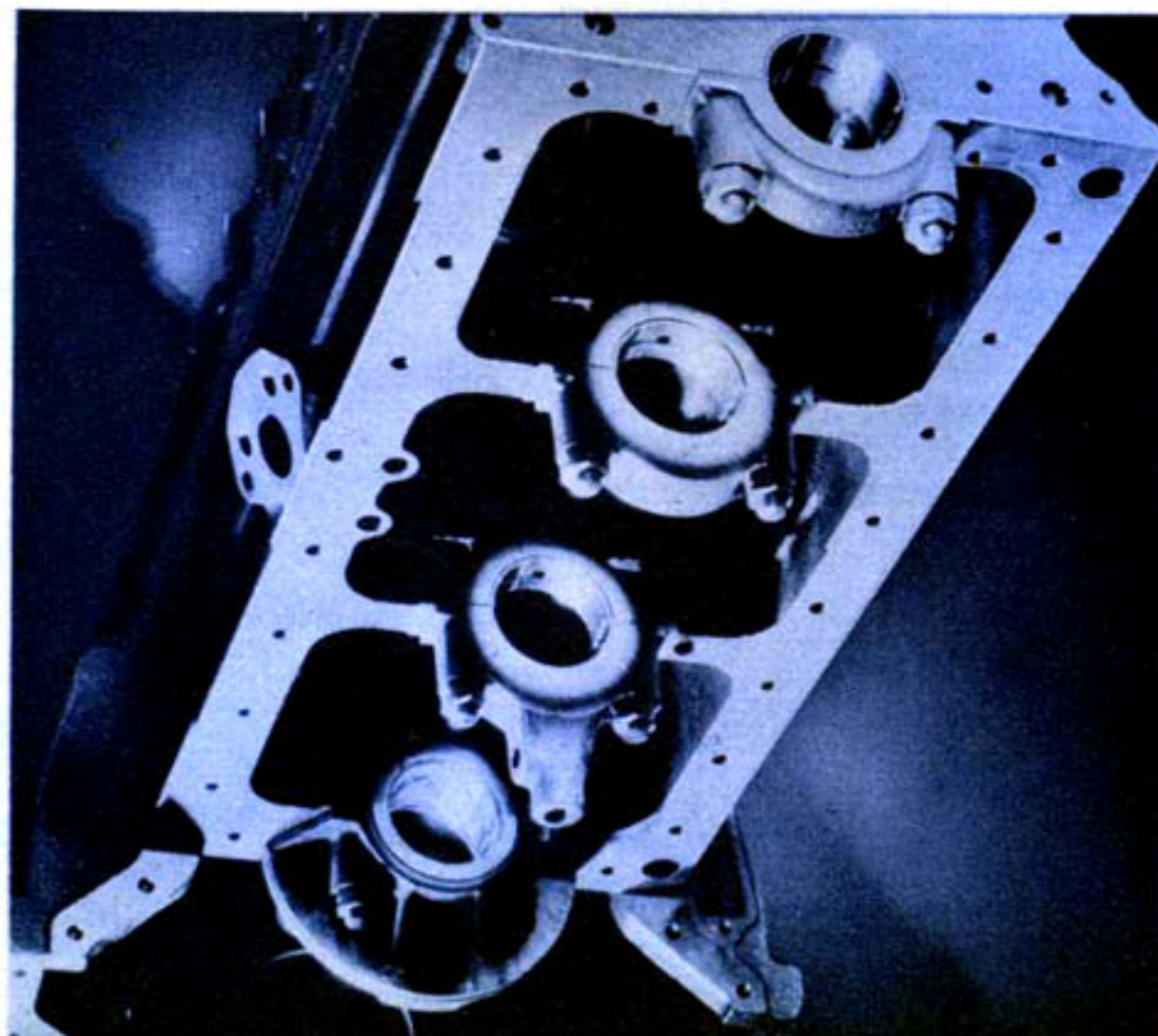
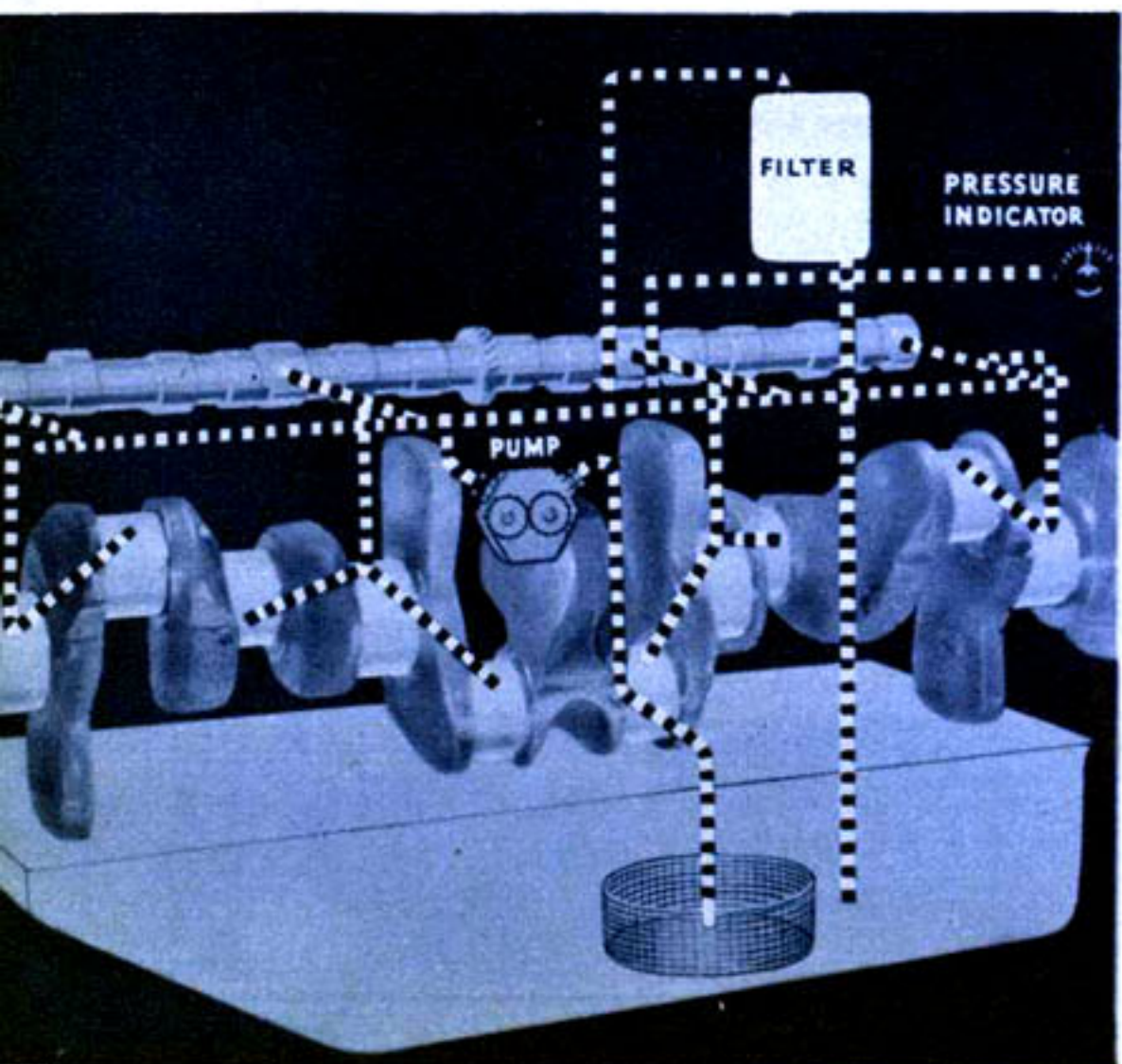
Left—Complete crankcase ventilation. Cleaned air is drawn into the Plymouth crankcase through the oil filler cap and harmful gases are drawn out through an outlet pipe on the right rear side of the crankcase.

Below, left—All camshaft bearings as well as connecting rod bearings and main bearings in the Plymouth engine receive oil under 35 pounds pressure. An oil pressure indicator is conveniently placed on the instrument panel. Even today, not all low priced cars have full pressure lubrication!

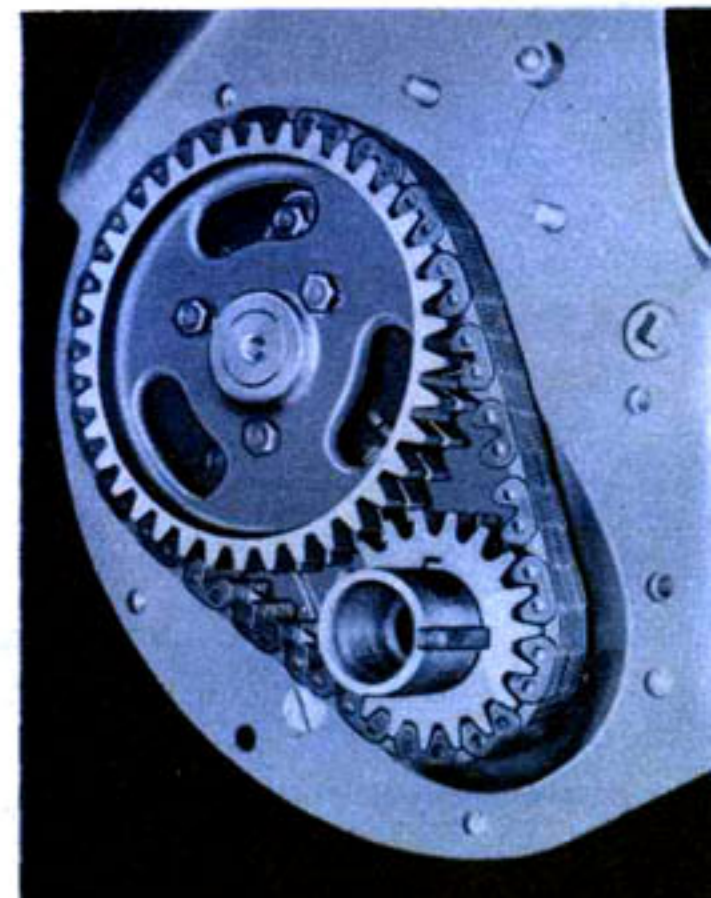
Below—The rigid Plymouth crankshaft rests on four main bearings instead of the three usual in other low priced cars. Thus bearing load is better distributed, resulting in longer bearing life. Precision type bearings for longer life and economical servicing.



All air "breathed in" by the Plymouth engine must first pass through an oil impregnated copper mesh screen filter, located above the carburetor and which removes dust and other abrasive particles—keeps them from damaging cylinder walls or bearings.



The Plymouth camshaft has a special quiet cam design and rests on four large bearings, all pressure lubricated. It is driven by a chain—much more quiet than gears, which are apt to wear and become increasingly noisy. Chain drive on the camshaft adds to manufacturing costs but it increases owner satisfaction.





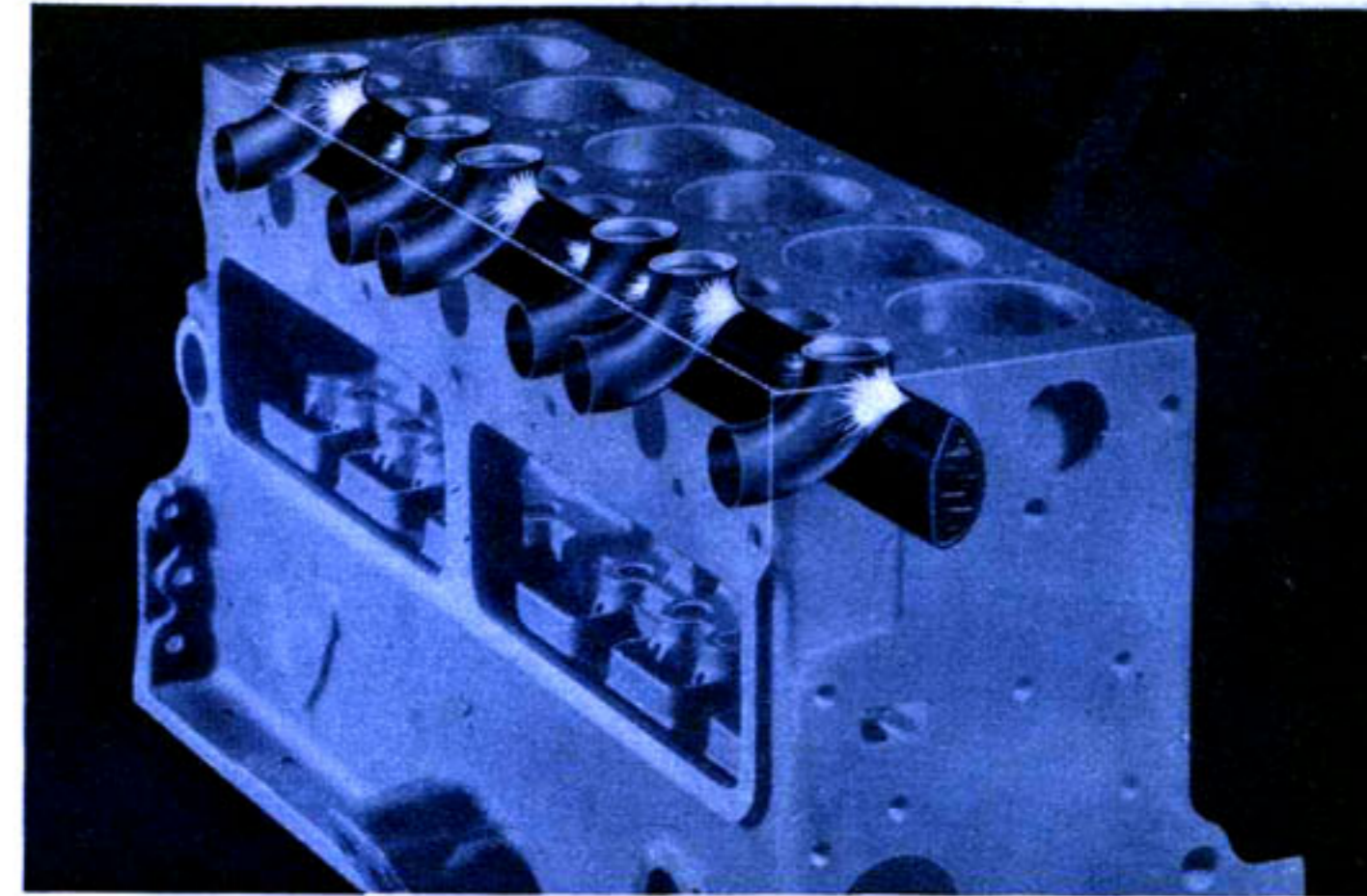
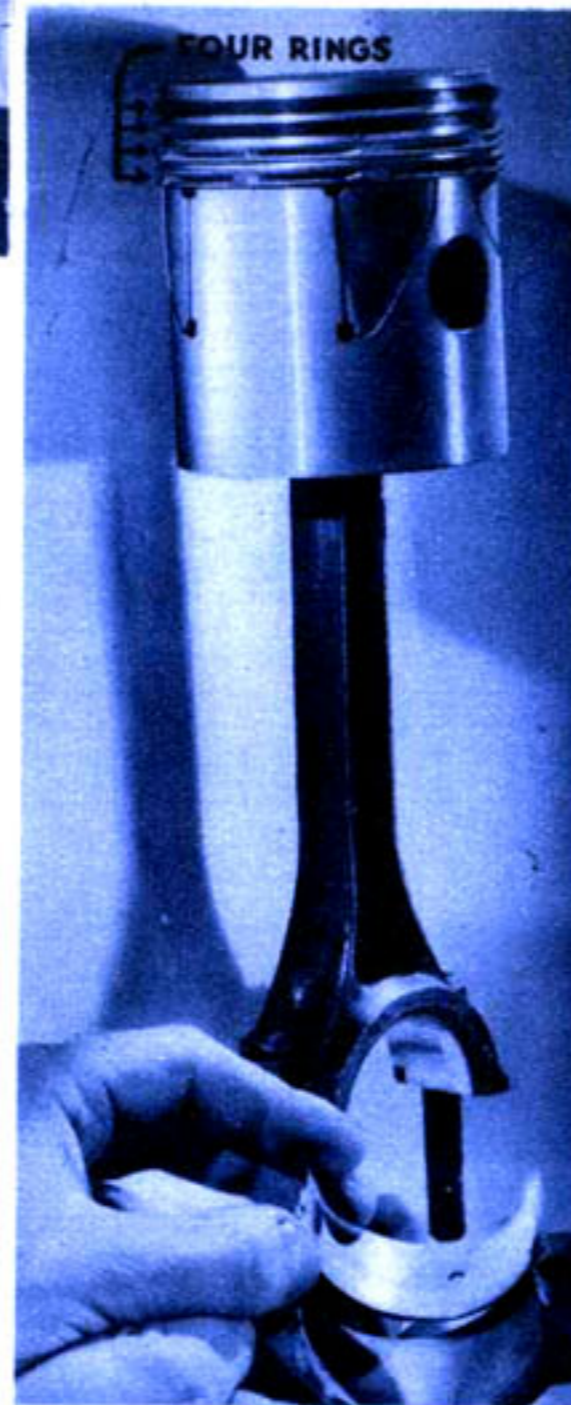
Not all low priced cars have an oil filter, but Plymouth has one to keep engine oil clean and reduce the need of oil changes.



Left—Air to carry off injurious vapors from the crankcase is cleaned as it passes through this filter.

Below—Phantom drawing with intake valve ports omitted to show how all exhaust valve assemblies are cooled uniformly by water fresh from the radiator, at high velocity to wash off steam bubbles.

because of unusual *Long Life Features*



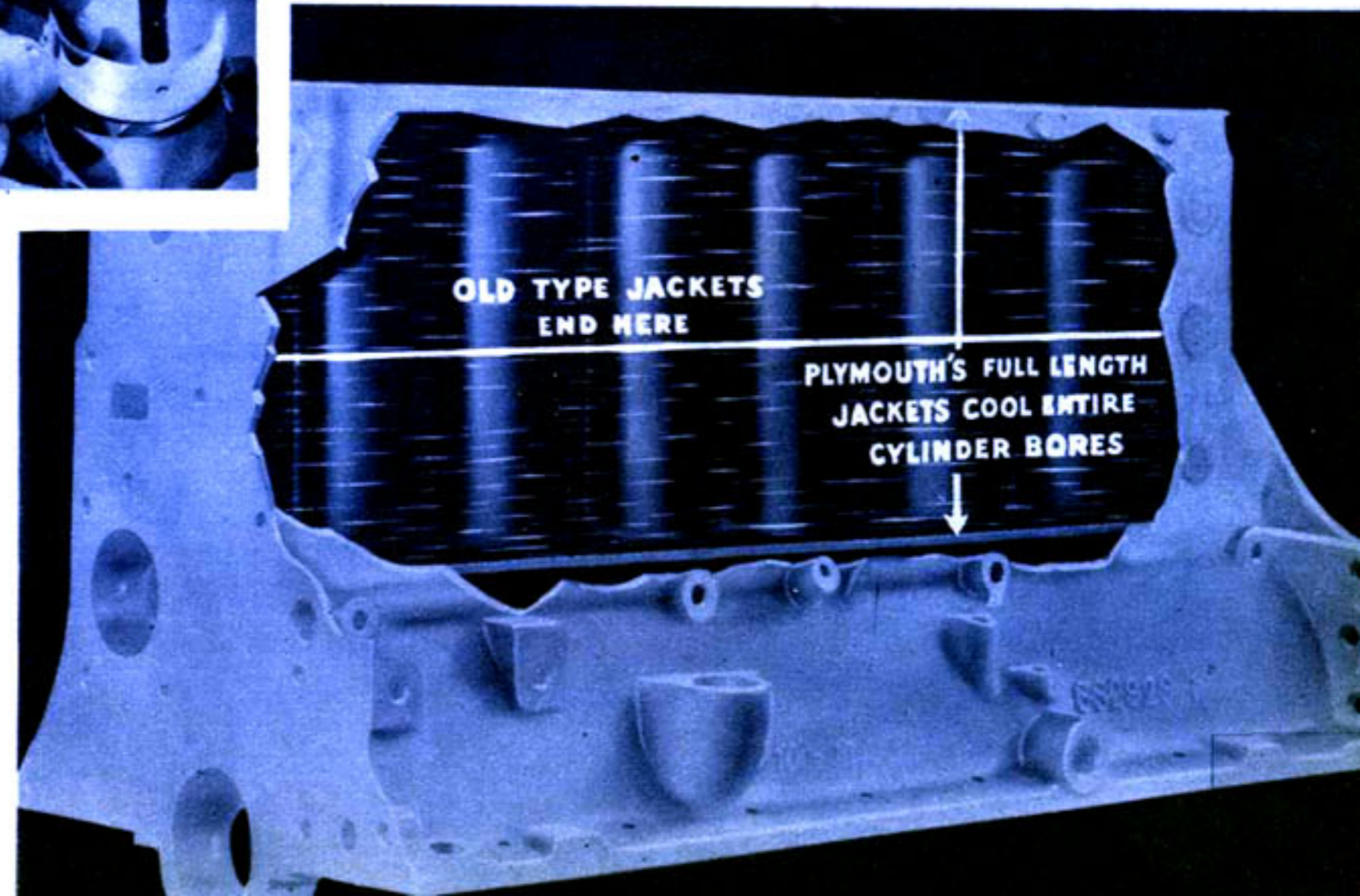
Below—Cutaway view showing how with Full Length Water Jackets the water cools the cylinder bores their whole length, lowering the temperature of the crankcase oil as much as 50°, lengthening its life and prolonging its usefulness.



**HARDENED
EXHAUST VALVE
SEAT**

Above—Aluminum alloy pistons for finer acceleration and lighter bearing loads. Four rings per piston for perfect compression and oil conservation. Precision connecting rod bearings.

Left—Rings of hard, heat-resisting alloy are inserted in the cylinder block to form seats for the exhaust valves. By maintaining the close seal between valve and valve seat, they greatly reduce the frequency of valve grinding.





The old way. Stiff front springs and 60 per cent of weight on rear springs caused front end bounce.



The Plymouth way. Spring action is equalized, front end bounce eliminated. All parts of the car ride the same . . . it's a level ride!

Balanced Weight and Balanced Springing

In the low price field, there is no other ride like Plymouth's. No other low priced car has achieved *balanced weight* and *balanced springing* . . . with leaf springs at the front as flexible and strong as those at the rear.

This revolutionary *ride* achievement belongs to Plymouth engineers . . . and the result is a new ride sensation, Plymouth's famous Floating Ride. Certainly the kind of *ride* a car gives you is one of the most important factors in its value, isn't it?

FRONT SPRING FREQUENCY

90 PER MINUTE (appr.)

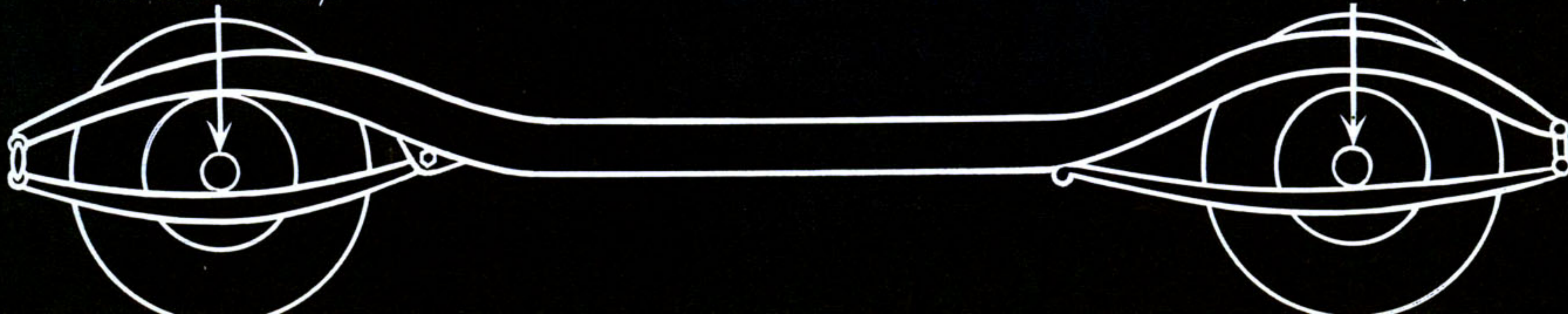
50% OF WEIGHT
INSTEAD OF 40%

Plymouth's Balanced Weight Distribution and Balanced Spring Action were achieved by developing soft-acting springs of strong "Amola" steel and moving weight forward.

REAR SPRING FREQUENCY

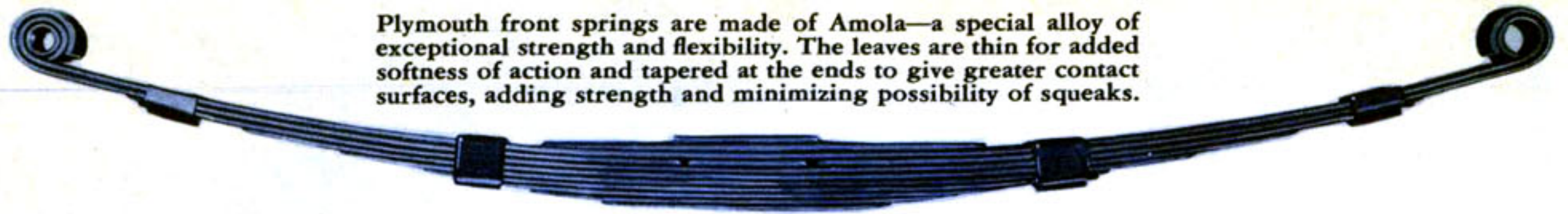
85 PER MINUTE (appr.)

50% OF WEIGHT
INSTEAD OF 60%





Big Airwheel tires contribute to easier riding, by cushioning the Plymouth from all ordinary road shocks.



Plymouth front springs are made of Amola—a special alloy of exceptional strength and flexibility. The leaves are thin for added softness of action and tapered at the ends to give greater contact surfaces, adding strength and minimizing possibility of squeaks.

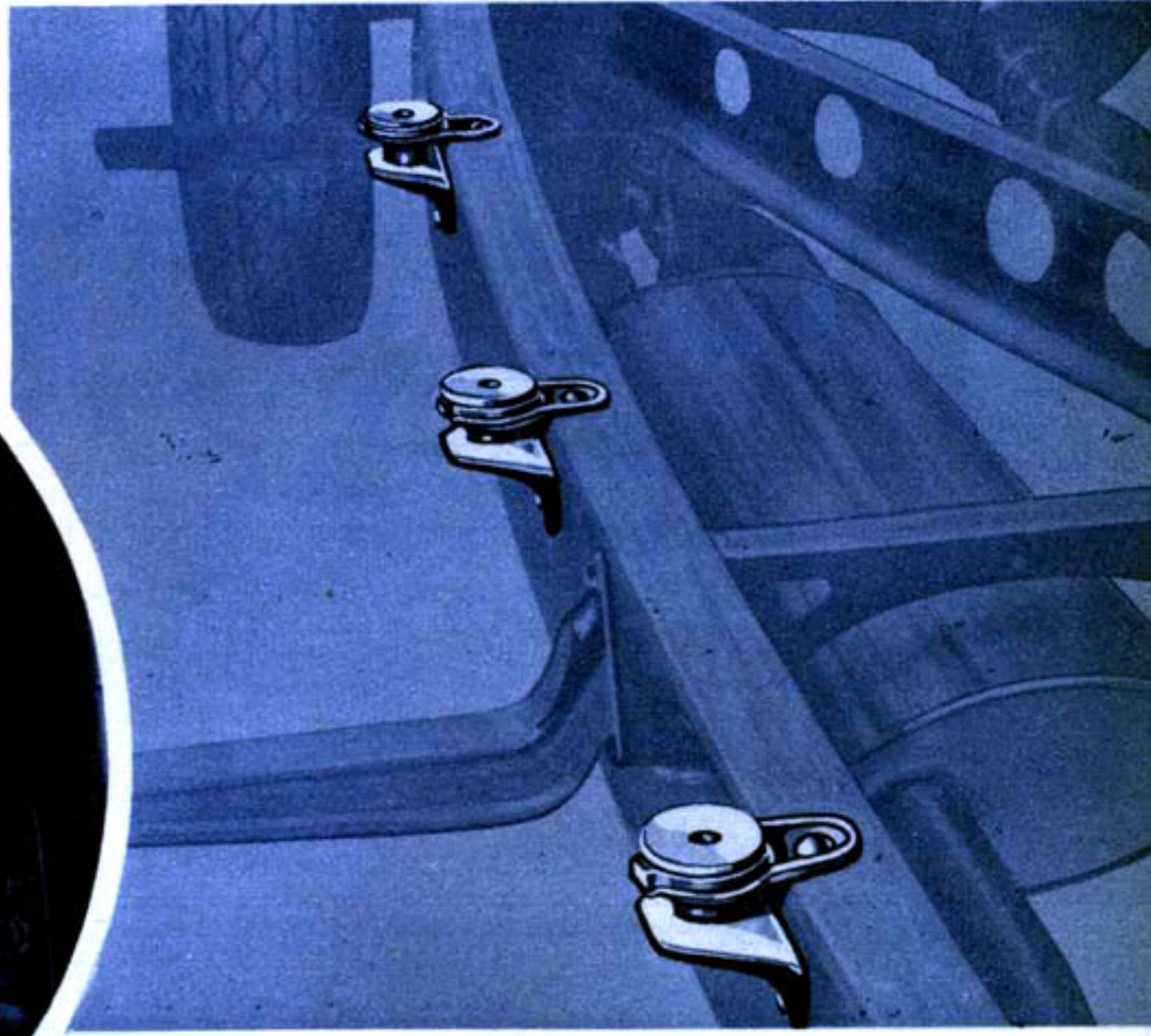
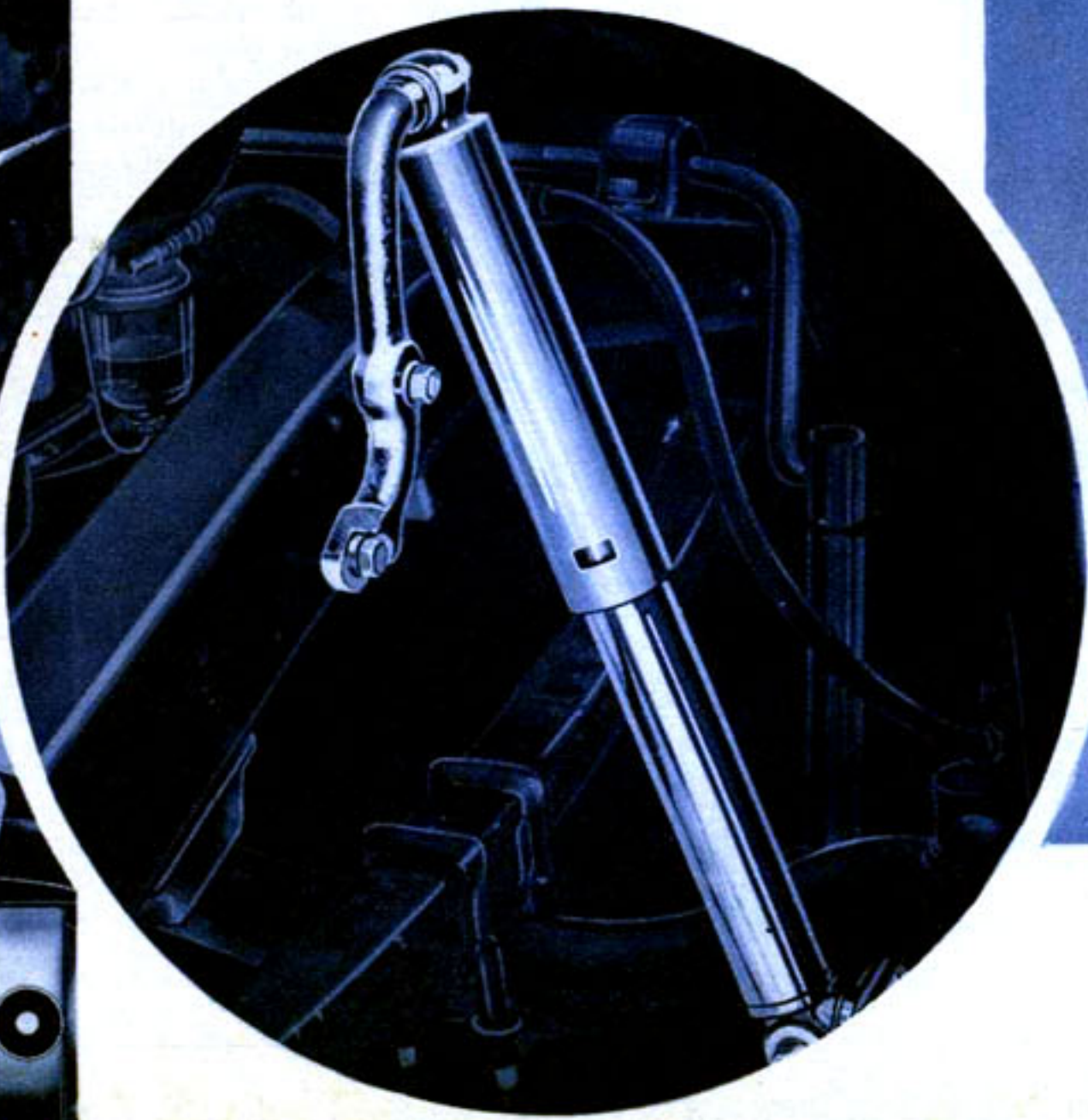
make **IMPORTANT** differences in *Ride*



**LOW FLOOR
-NO TUNNEL**

With no tunnel in the floor, the center passenger in Plymouth's deep, wide rear seat rides as comfortably as those on either side. Absence of rear compartment floor tunnel is made possible by use of the new *hypoid* rear axle which lowers the driveshaft, making a tunnel unnecessary.

Large, airplane-type shock absorbers. A large volume of liquid instead of a small volume for cushioning shocks! Plymouth's big Aero-Hydraulic shock absorbers are of the low pressure, direct-acting type.



With Plymouth's sensational rubber-poised body mountings, the body "floats" free of the frame, cushioned on live rubber. Road shocks and vibrations are smothered by these rubber cushions before they can reach the body.

NEWEST NOTE in *Modern Luxury*



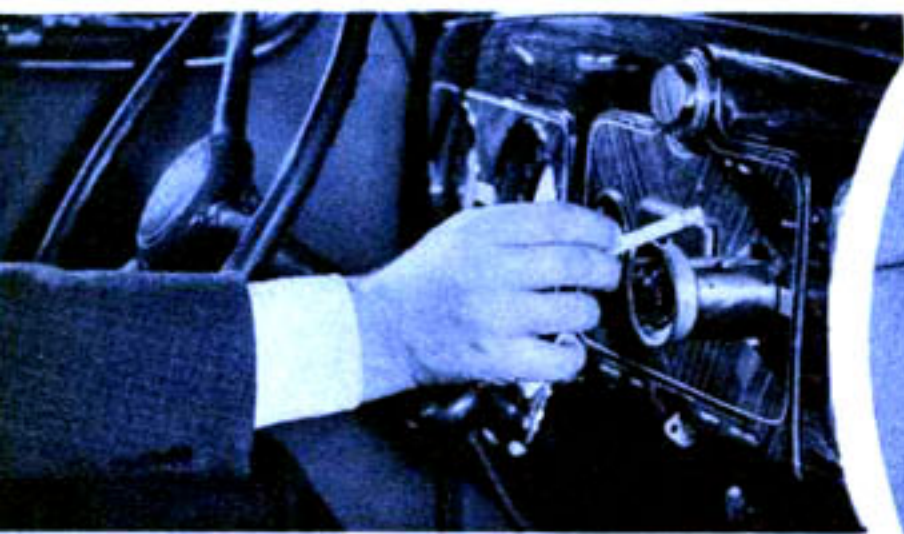
Complete ventilation. Windshield opens wide at a few turns of the control placed within convenient reach of driver and front seat passengers. A comfort necessity!



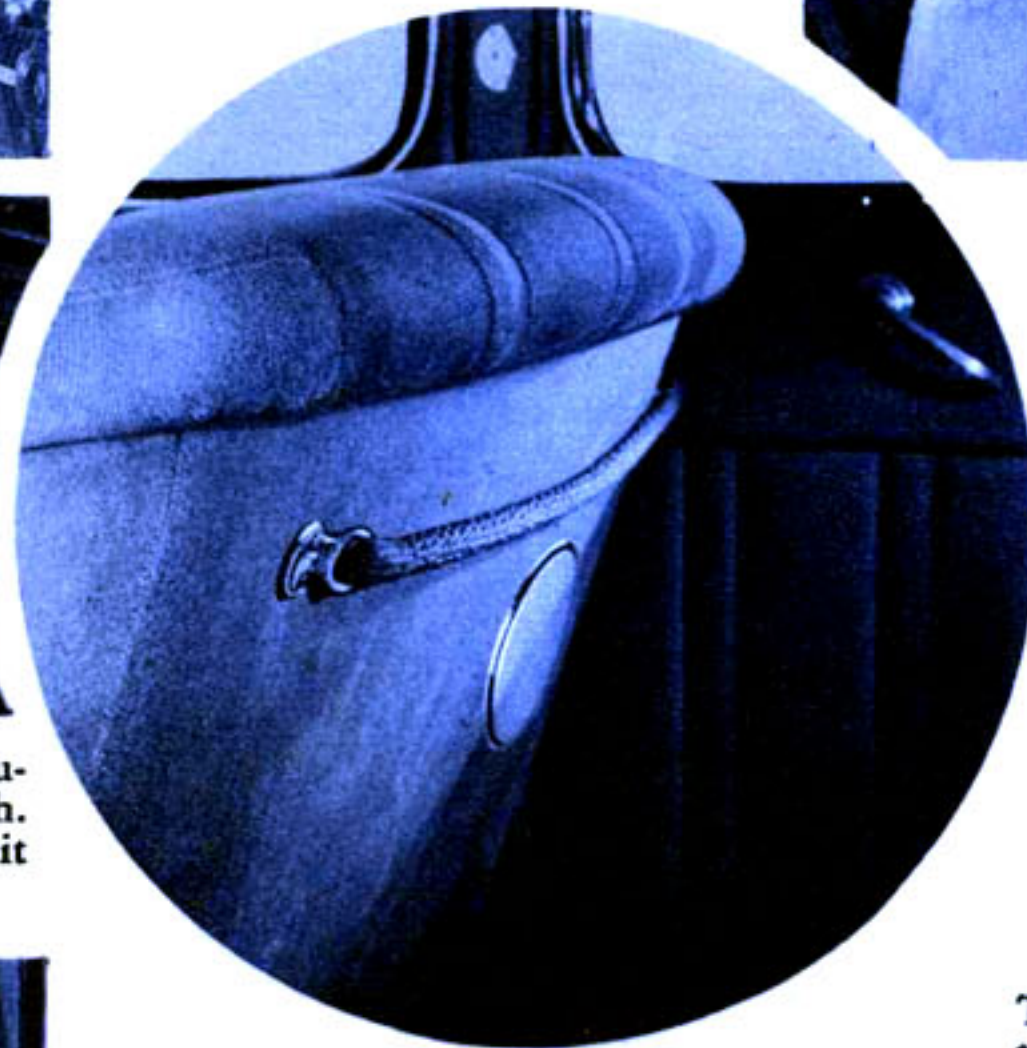
Convenient! Rear quarter windows of four-door sedans are hinged and swing outward on friction pivots. No protruding knobs or cranks.



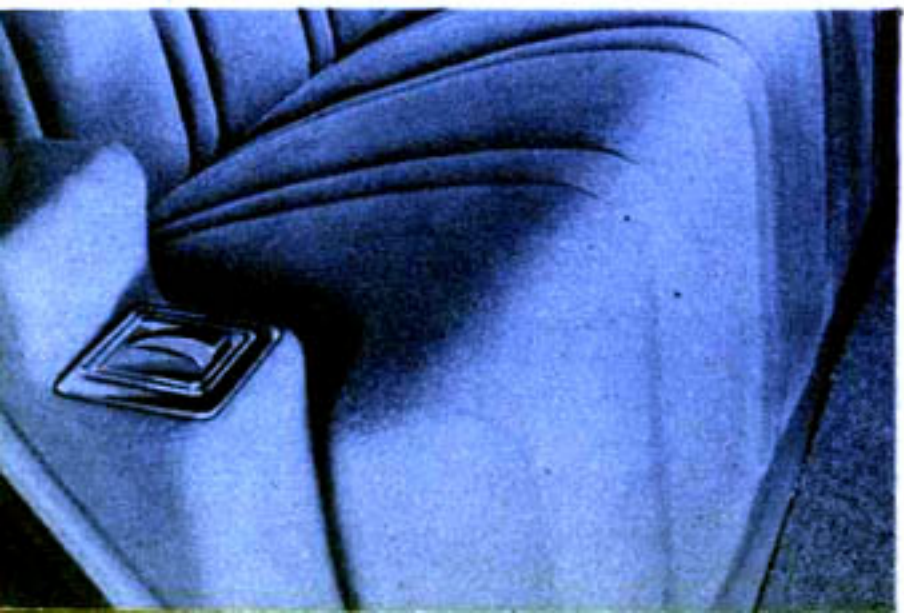
Most effective, easiest to operate ventilating system in any low priced car. Easily adjusted ventilating wings are built into the forward section of each front window.



This cylindrical ash receiver in the instrument panel pulls out to convenient reach. When it is not in use, Safety Styling sets it flush with the surface of the panel!



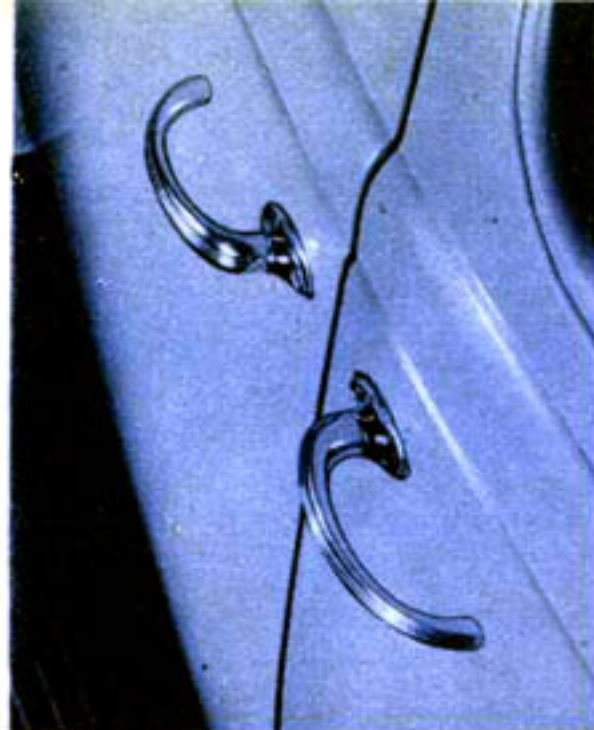
Left—In each rear compartment arm rest is one of these beautifully ornamented ash receivers . . . protected from wind, yet right at hand. Beneath their upholstery, arm rests are of sponge rubber . . . softer, safer!



Luxurious. In four-door sedans there is provision for installing an auxiliary radio loud speaker in the back of the front seat, facing rear seat passengers.

The richness of smartly tailored, long-wearing fabrics . . . jewel-like fittings . . . and striking interior trim give an atmosphere of luxurious living unexpected in a low priced car. And the extra inches of leg-room, seat-room and head-room assure that no one need ever feel cramped.





Safety Styling! Outside door handles (*far left*) and inside door handles (*left center*) curve gracefully in toward the body, cannot catch sleeves or other parts of the clothing. And where would you match them for beauty!

Left—the graceful roll of this front seat back and its generous padding spell protection for the rear seat passengers.

Handy! Behind the rear seat in sedan models is this wide shelf!

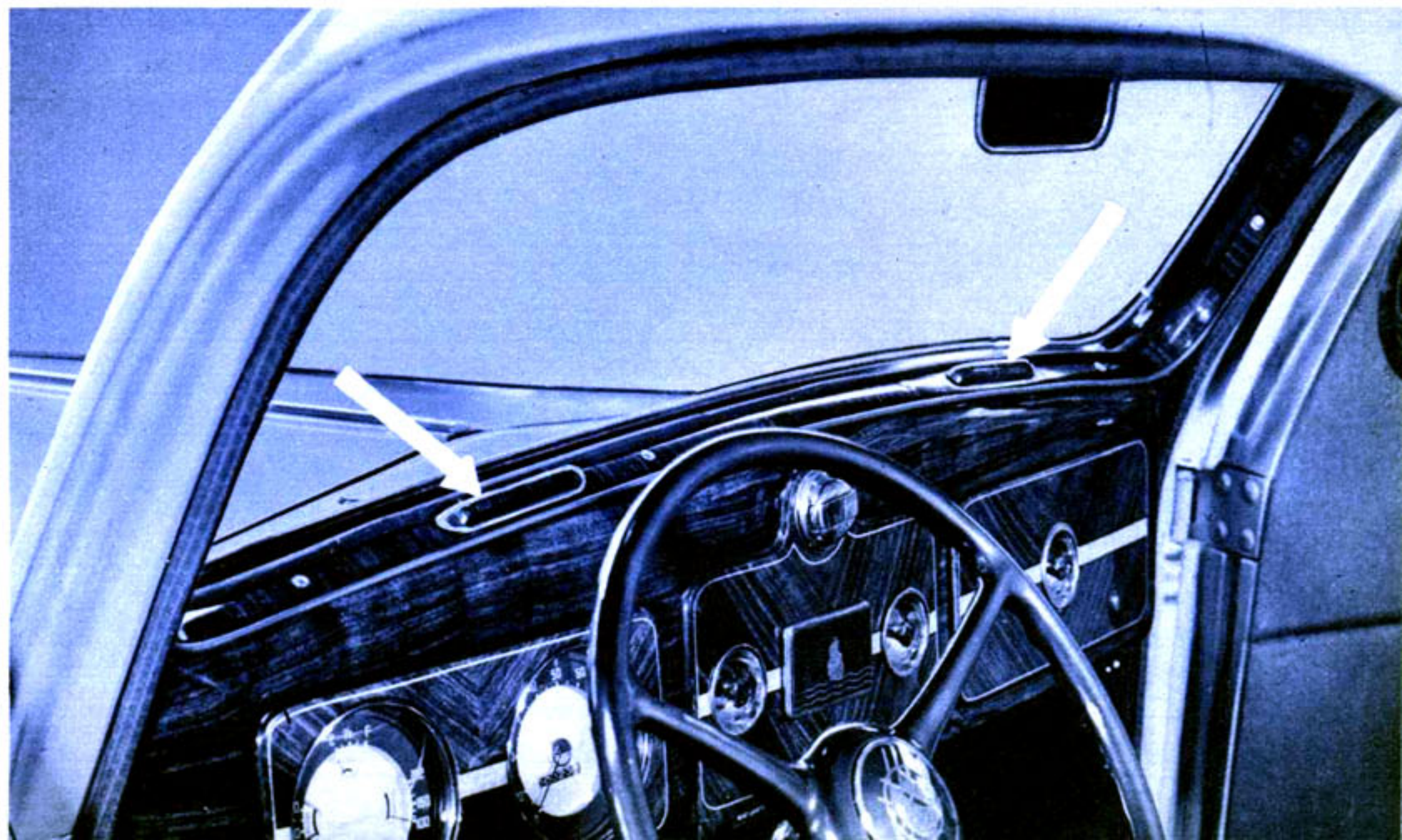
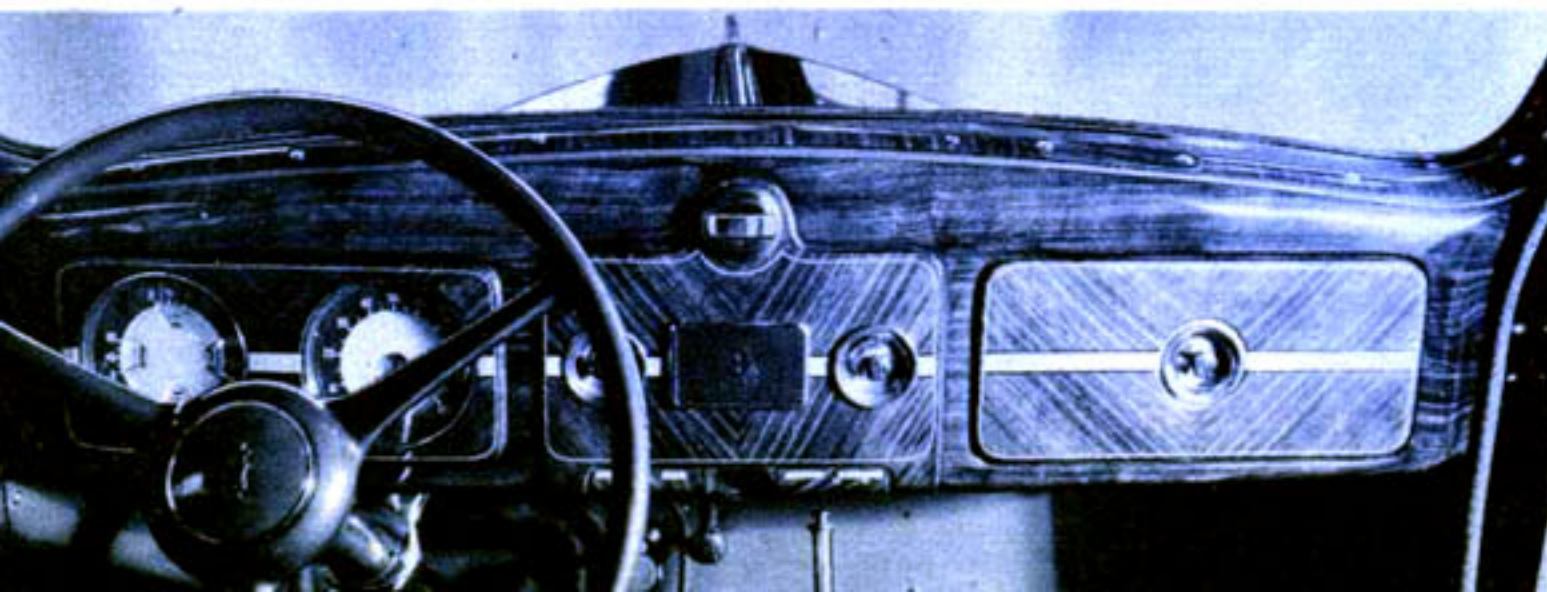


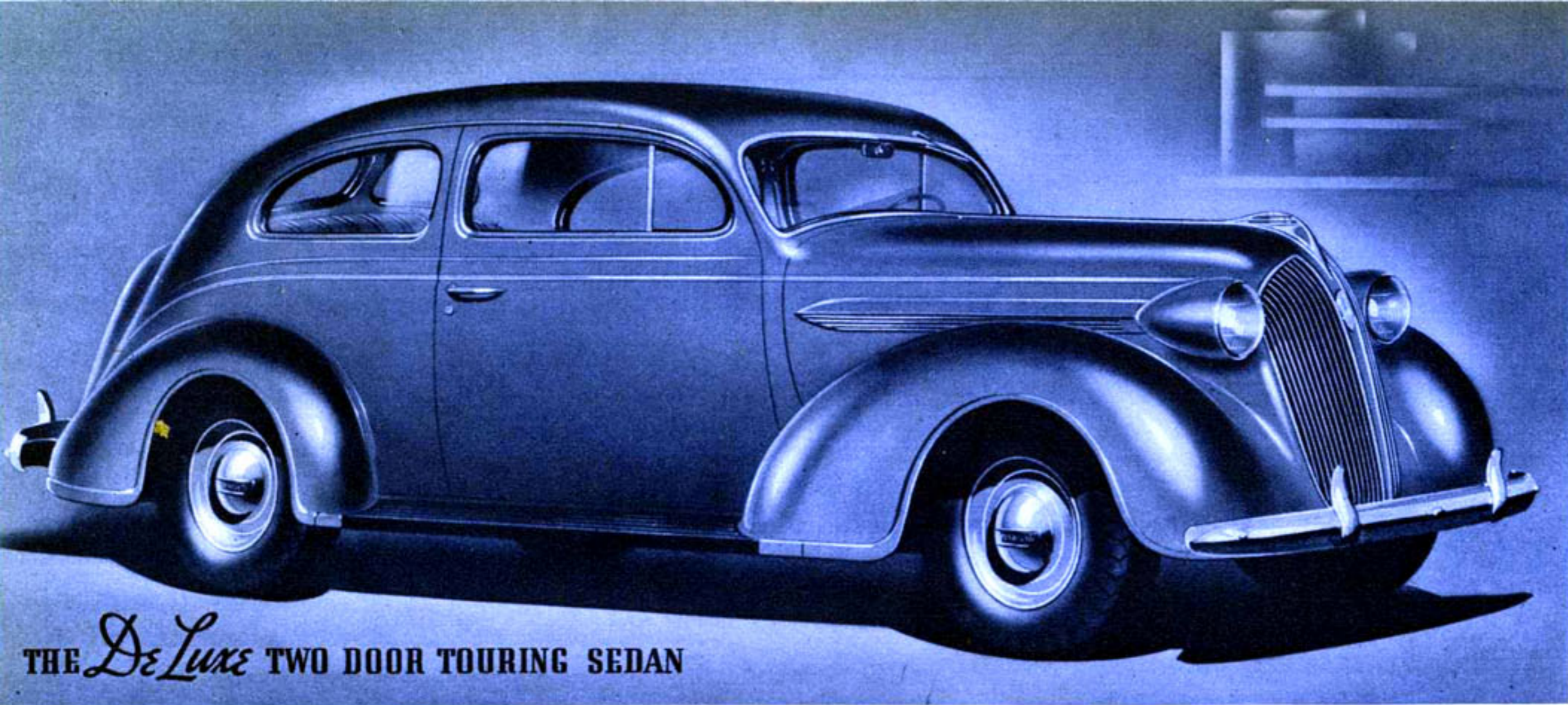
combined with *Safety Styling*

Plymouth engineers have done a G-man job of tracking down and eliminating enemies of safety! As a result, the Plymouth interior has been cleared of everything that might mean potential danger. And in working toward greater *safety*, Plymouth engineers found it possible to develop new *beauty* that raises the standard of style for all cars.

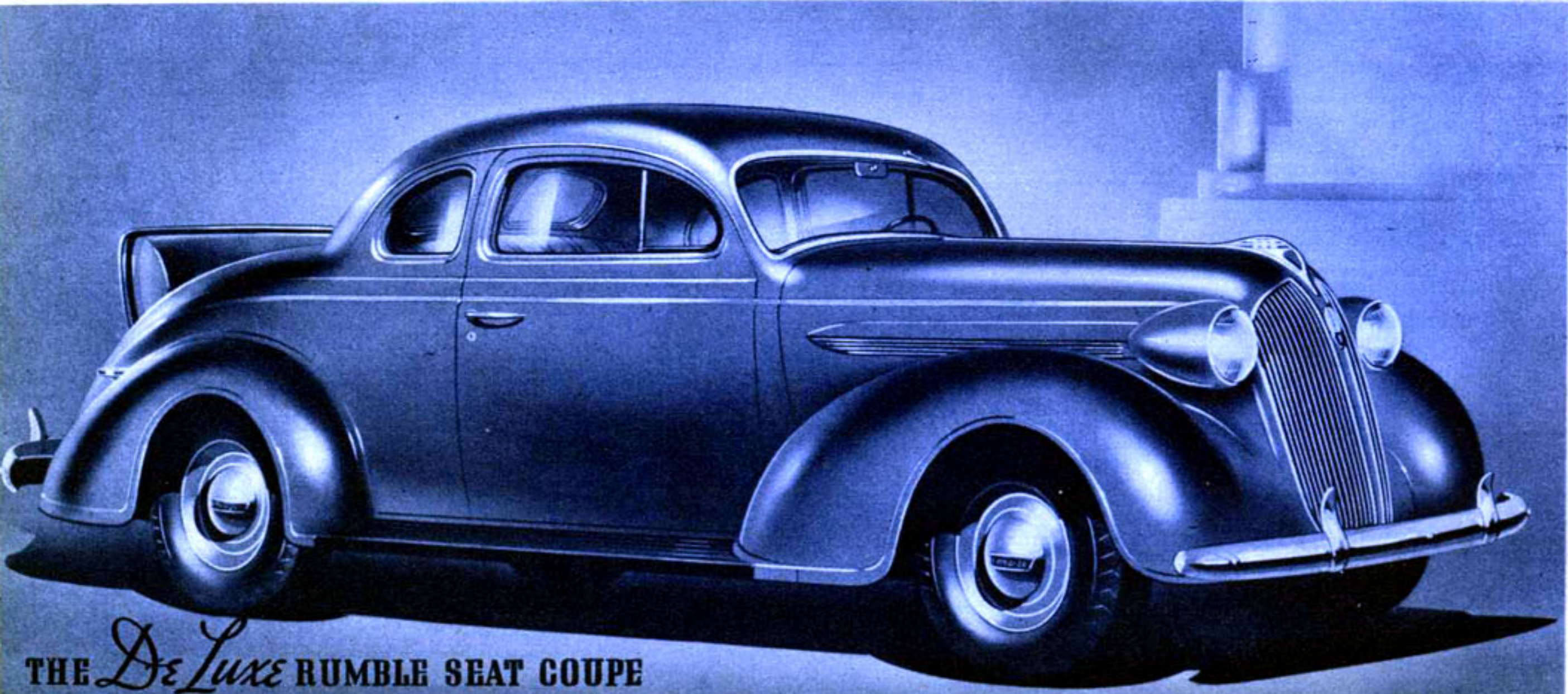
Nothing protrudes! In this handsome instrument panel Safety Styling recesses all knobs and controls flush with the surface. Lower edge of the panel is rounded and is high for knee clearance.

At last—a way to keep the windshield free of frost or mist without cumbersome blowers or fans. Through these vents in the bottom of the windshield frame, warm air can be directed over the glass.



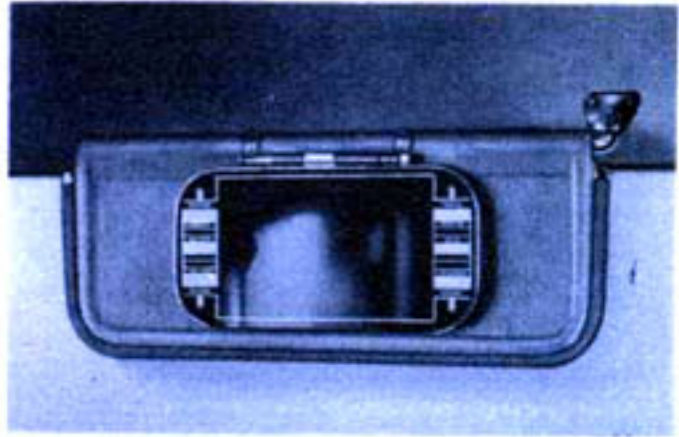


THE *DeLuxe* TWO DOOR TOURING SEDAN



THE *DeLuxe* RUMBLE SEAT COUPE

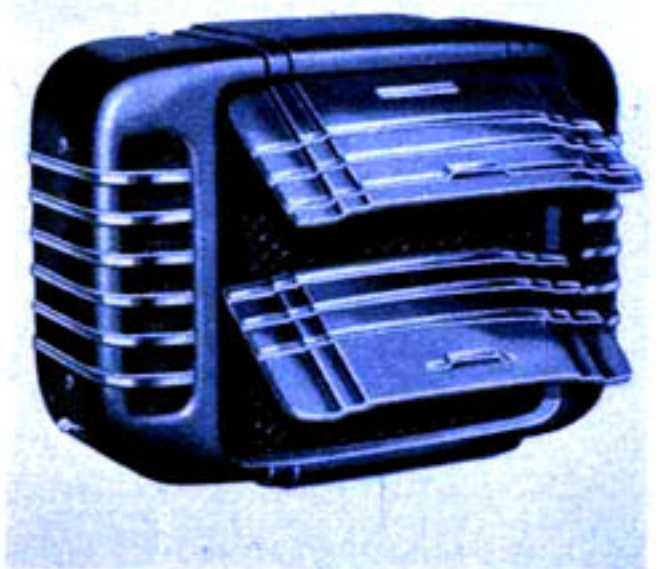
**CUSTOM
ACCESS
ADD**
Pride of



Nearly everyone has his own ideas about the extras he wants on a car. And, of course, it is always most satisfactory to use the equipment approved by the engineers who designed the car and specially built for that car.

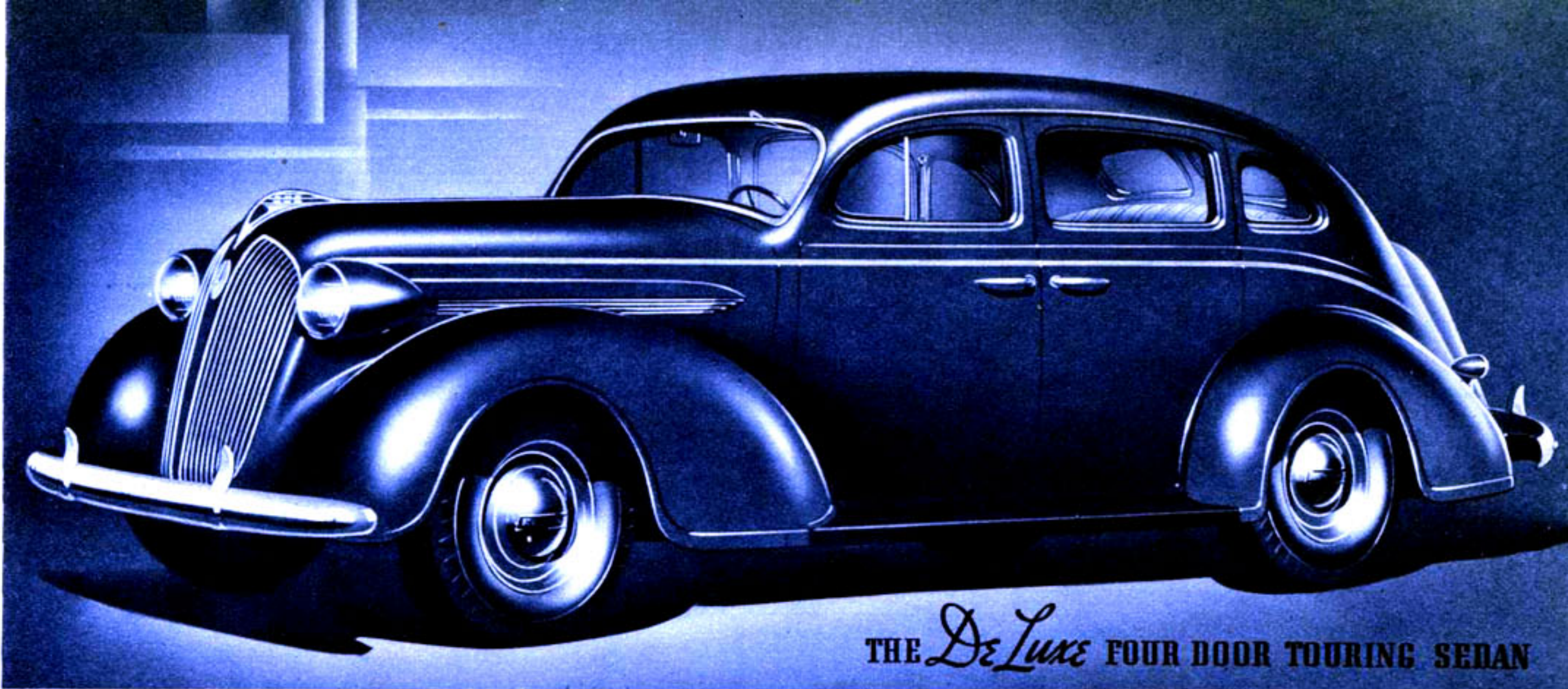
Above are a few of the popular items of special equip-

**BUILT
ORIES
TO**
Ownership

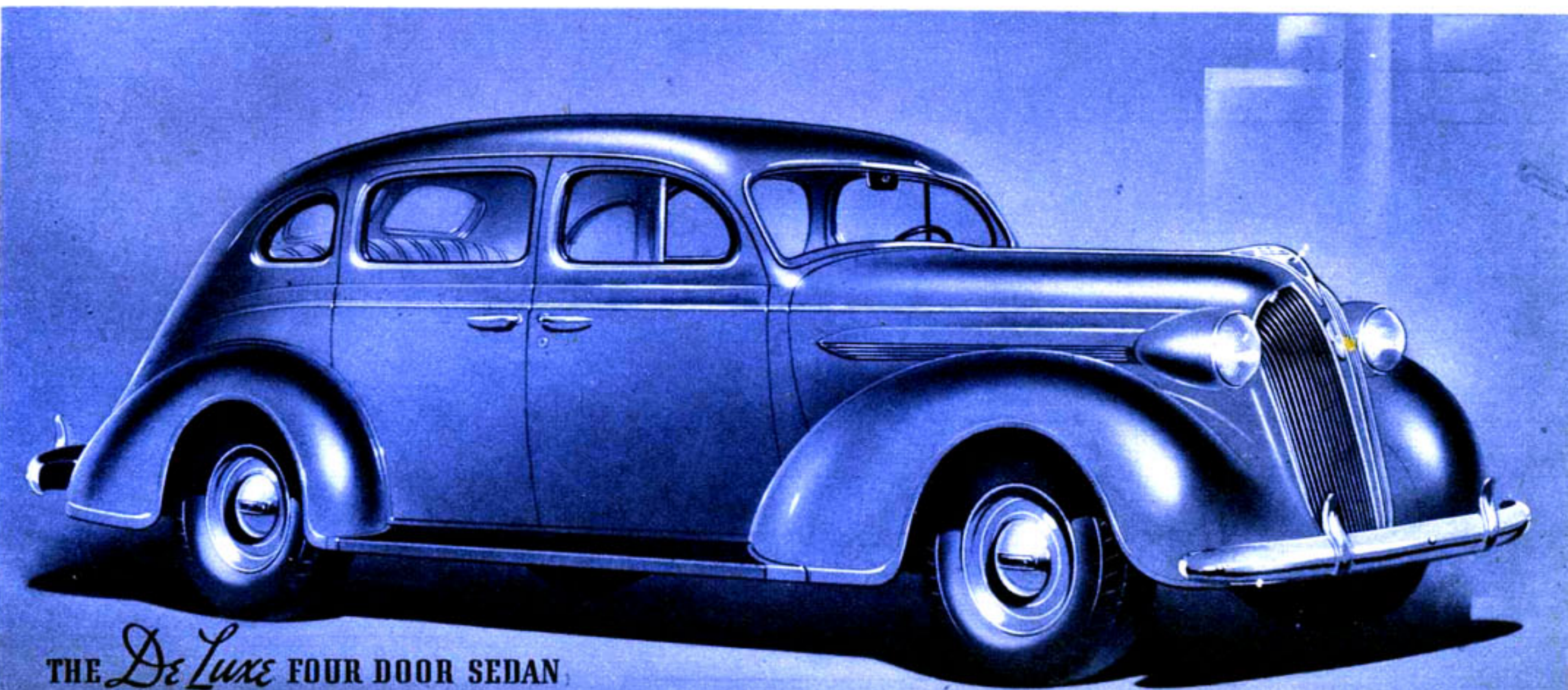


ment you may have on your De Luxe Plymouth at slight additional cost. All are specially engineered for Plymouth to add to your pleasure and pride of ownership.

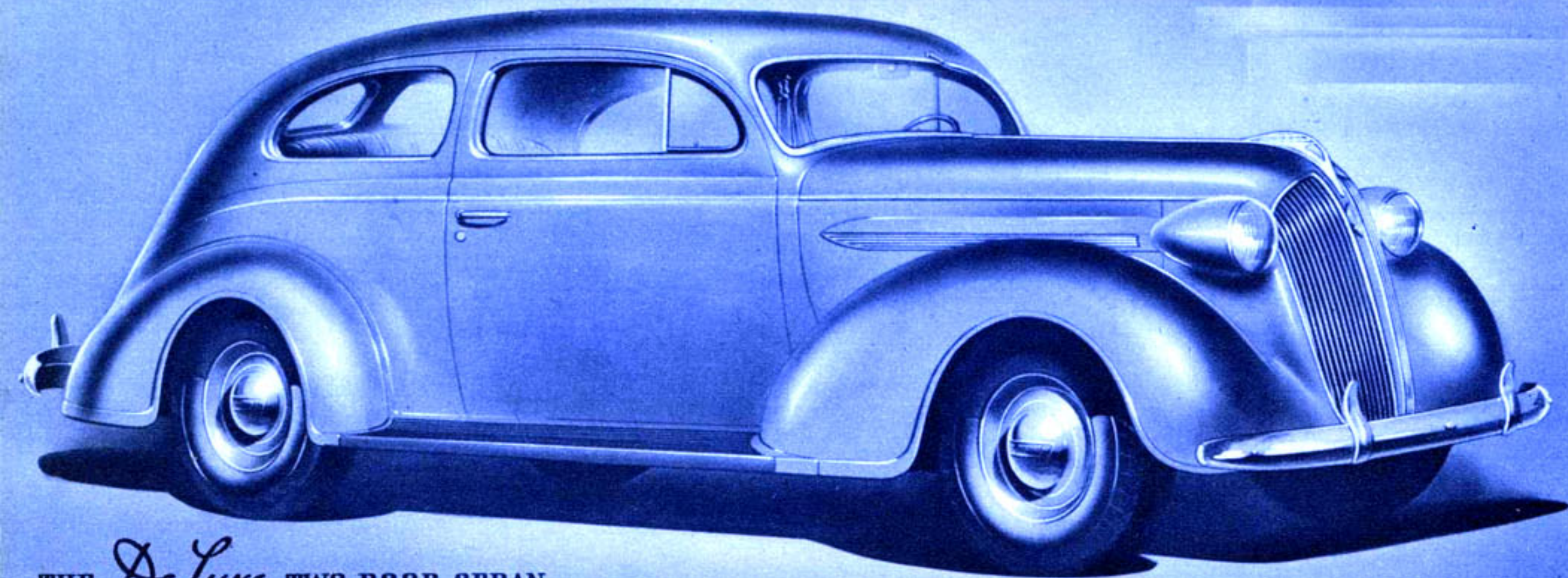
Order them when you order your new car. Then their cost will mean adding only a small sum to your monthly payments.



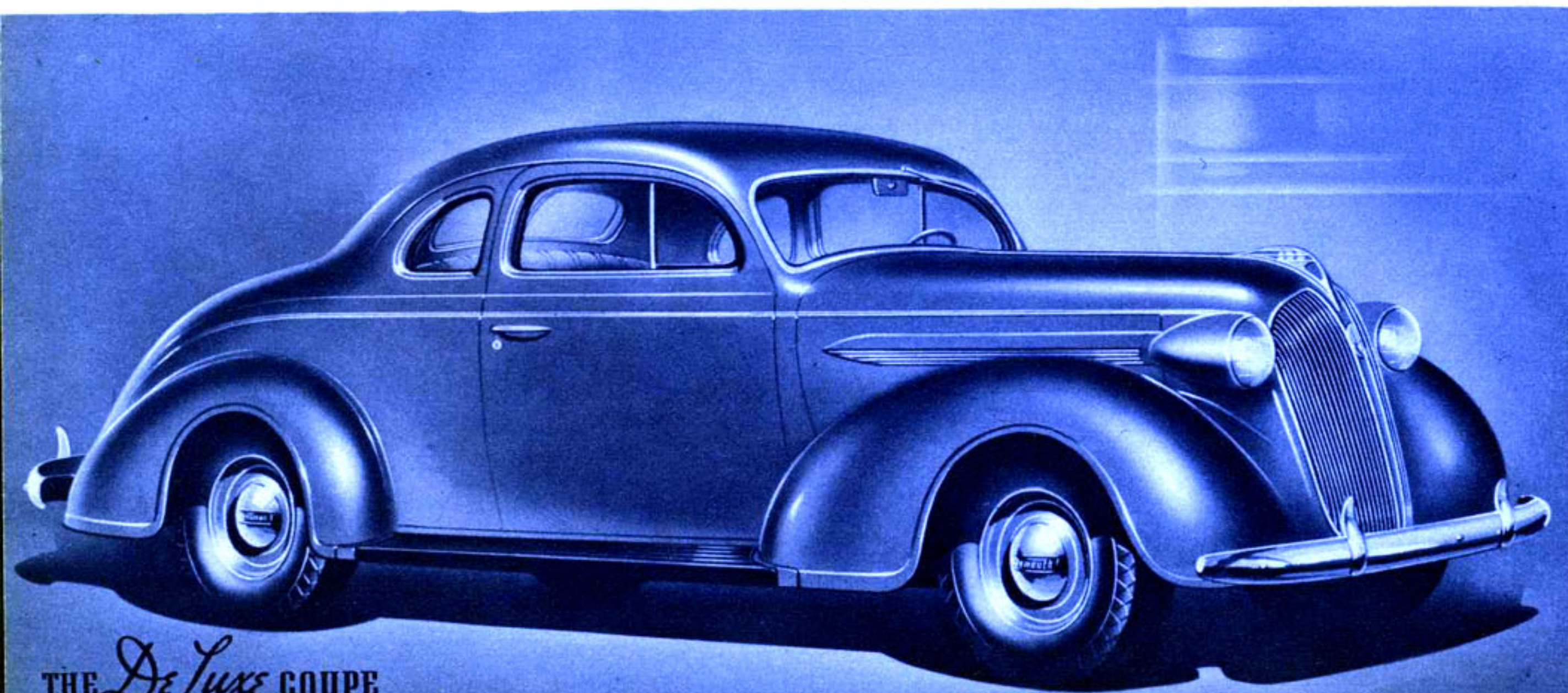
THE *De Luxe* FOUR DOOR TOURING SEDAN



THE *De Luxe* FOUR DOOR SEDAN



THE *DeLuxe* TWO DOOR SEDAN



THE *DeLuxe* COUPE

**BUY YOUR
ON THE
COMMERCIAL**
*Time
Plan*

When you buy your new car, remember that there are differences in time payment plans.

For the purchase of a Plymouth, there is an official time payment service which offers you many important advantages. This official time payment service is backed by two great institutions—Chrysler Corporation and Commercial Credit Company.

The services of Commercial Credit Company have been used by Chrysler Corporation dealers since long before the first Plymouth car. It is one of the largest organizations of its kind in the country. It has a national reputation of long standing for being fair and considerate in its dealings with the individual car

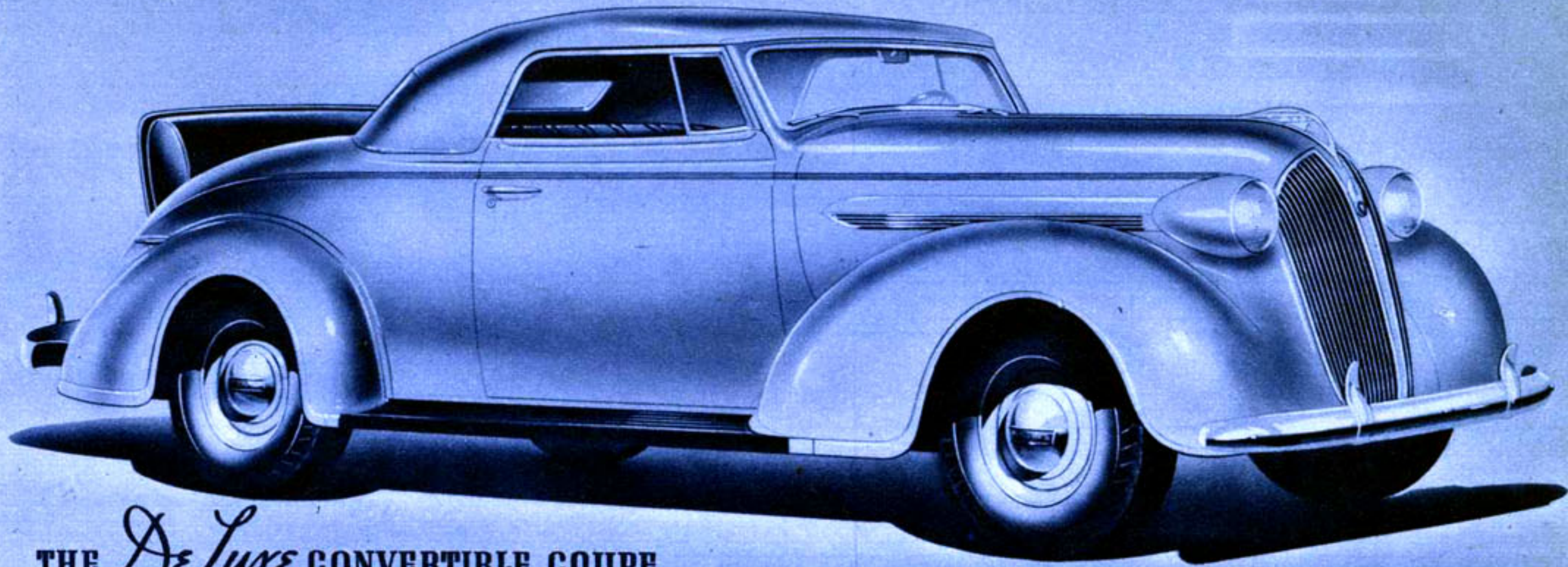
PLYMOUTH OFFICIAL CREDIT *Payment*



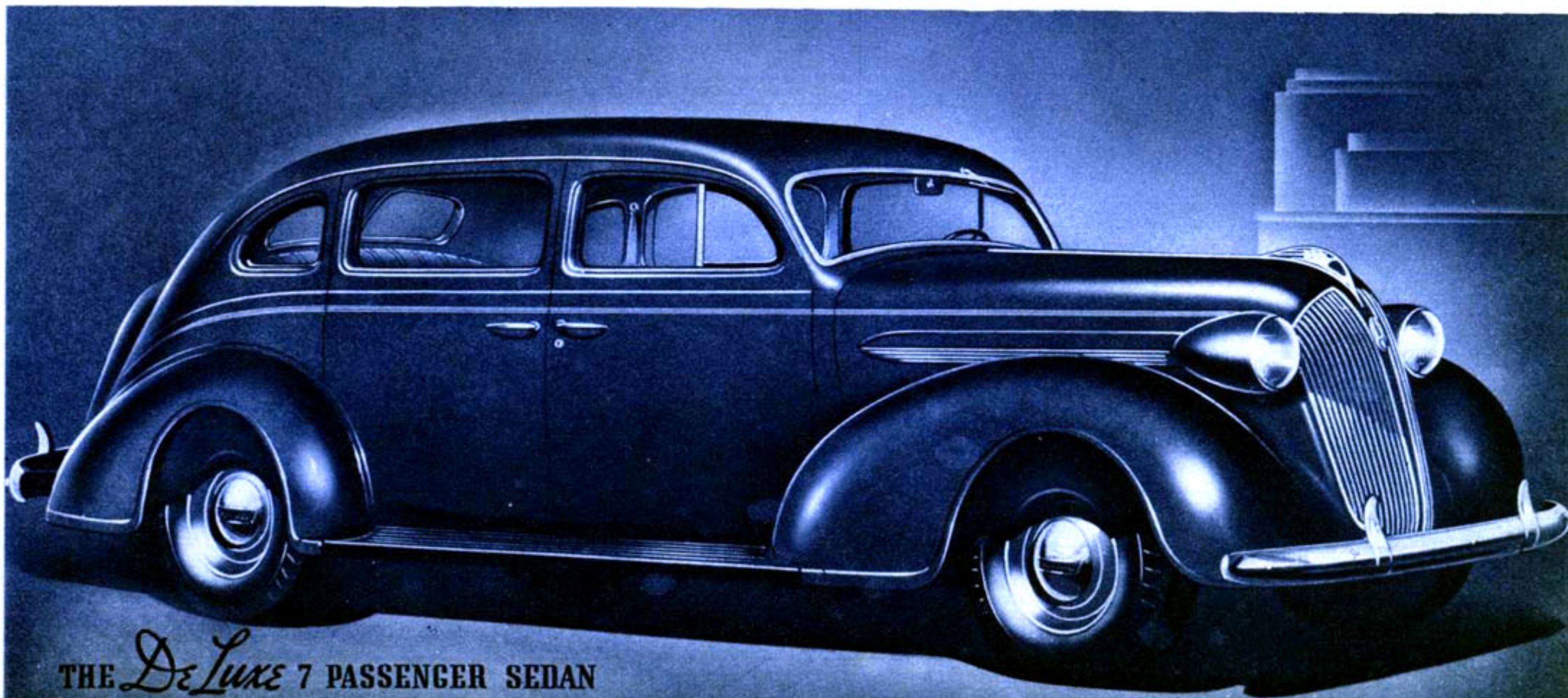
buyer. It provides the soundest type of insurance, with an unsurpassed record of prompt, equitable adjustment of claims. And through volume operations, rates are low. Payments are arranged to suit your convenience.

By taking advantage of this official finance plan to buy a Plymouth, you enter into business relations with an organization whose greatest interest is to maintain your satisfaction in your purchase.

Plymouth is famous for its great body of satisfied owners. None are more enthusiastic than the thousands who bought their cars under the official Chrysler Motors—Commercial Credit time payment plan.



THE *DeLuxe* CONVERTIBLE COUPE



THE *DeLuxe* 7 PASSENGER SEDAN

SPECIFICATIONS of the 1937 DE LUXE PLYMOUTH

AXLE, FRONT—Tubular.

AXLE, REAR—New hypoid type. 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 steel axle shafts with 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. Rubber-poised mountings. Complete ventilation in all models.

BRAKES, SERVICE—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings 2" wide. Centrifuse brake drums, 10" in diameter. Wheel cylinders graduated in size to equalize facing wear of front and rear shoe.

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 1/4" driven disc with torsion springs around hub for absorbing shock of starting. Oilite collar on ball clutch release bearing. Clutch housing ventilated.

COOLING SYSTEM—Water capacity 3 3/4 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 3/8"; stroke, 4 3/8"; displacement, 201.3 cubic inches; S. A. E. horsepower, 23.44; standard compression ratio, 6.7 to 1. Fully water-jacketed length of bores, exhaust valve seats cooled by directed circulation of water from header pipe. 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

Whatever Car You Buy

DRIVE SAFELY

Every driver can do his share to make motoring *completely safe* by *driving safely* himself at all times.

Among today's cars, some are more completely engineered for safety than others. That is an important fact to keep in mind when deciding on a new car . . . for almost everybody these days demands safety first, and wants the safest car his money will buy. And that is one reason why low price car owners in steadily increasing thousands are changing over to Plymouth.

crankshaft and connecting rod bearings steel-backed interchangeable precision type. New U-slot aluminum alloy pistons with 4 piston rings. Alloy valve seat inserts. Engine suspended on Floating Power rubber engine mountings.

ELECTRICAL SYSTEM—Battery, 6 volt, 90 ampere capacity. Generator ventilated, with continuous 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 with vacuum retard for acceleration. 14 mm. spark plugs; all cables heat-proof and waterproof. Coil mounted in well-protected location on dash with armored theft-proof cable leading to lock on instrument board. Illuminated ignition keyhole.

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

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump with air dome, driven from camshaft. Fuel lines go up left side of frame away from exhaust system. Fuel filter. Fuel tank mounted at rear of frame; capacity, 16 gallons.

OVER-ALL LENGTH—With bumpers, Sedan, 193 3/8".

SPRINGS—Semi-elliptic. Rear springs; width, 1 3/4"; length, 53 3/8"; Silent-U shackles and rubber cored shackles. Front springs, Amola steel, double main leaf and two rebound plates; width, 1 3/4"; length, 37".

SHOCK ABSORBERS—Aero-Hydraulic, double-acting, telescopic; on all four wheels.

STEERING GEAR—Worm and roller semi-irreversible type, ratio 16.4 to 1. Friction reduced by generous use of tapered roller bearings. Road shock eliminator at rear end of left forward spring.

TRANSMISSION—Synco-silent with helical gears throughout. 6 ball and roller bearings in transmission.

WHEELS, TIRES—Five steel disc wheels. Spare mounted—Coupe—back of seat, Sedan—in luggage compartment removed through door in rear; Touring Sedan—in trunk. Airwheel, 6/16 tires.

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

NOTE—All specifications subject to change without notice.