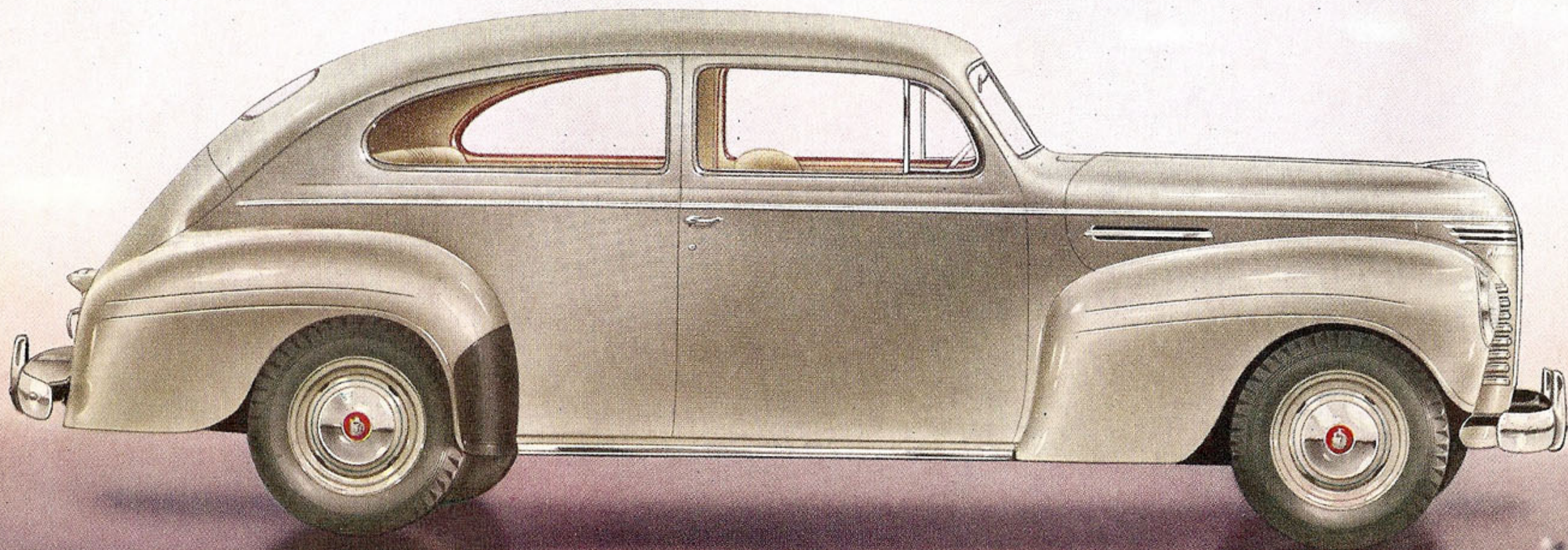
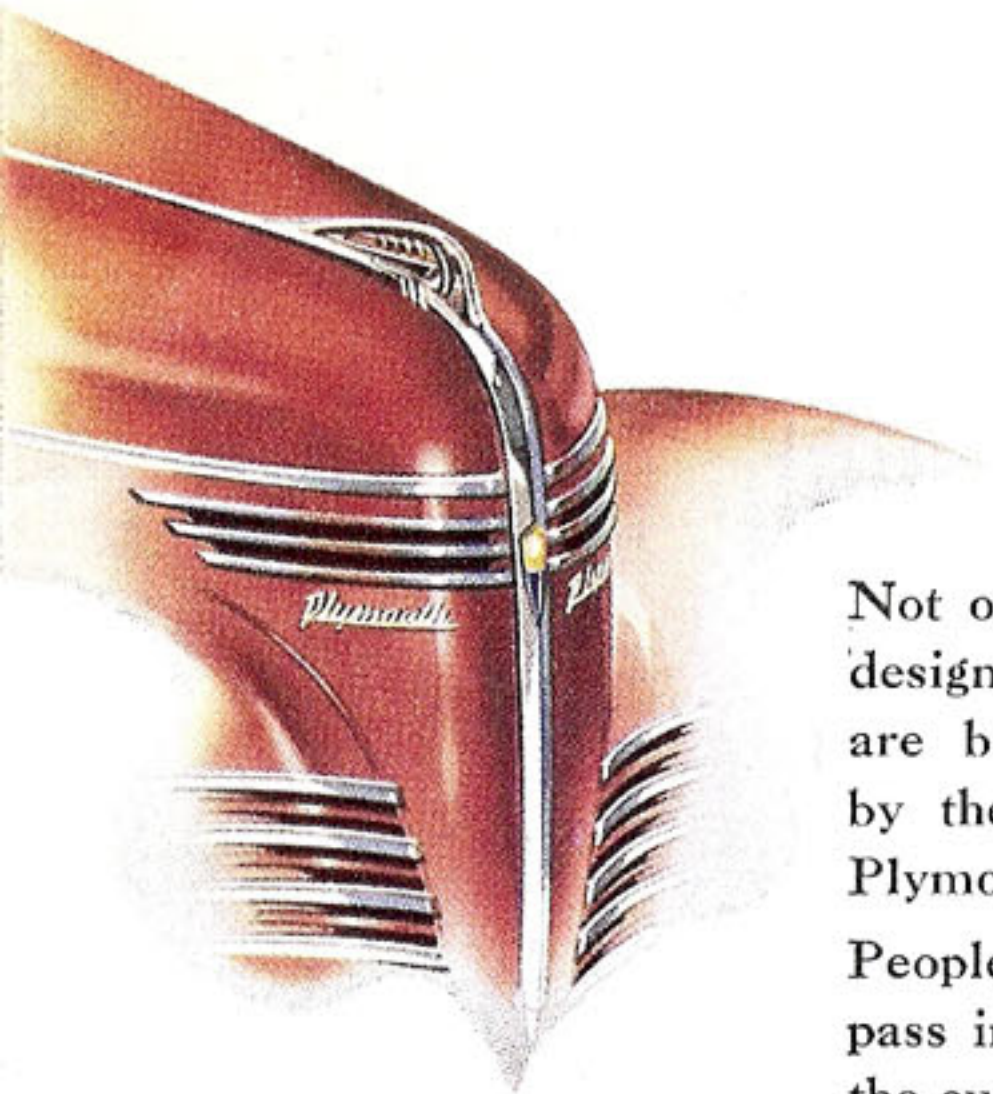


DeLuxe **PLYMOUTH** *for 1940*

THE DE LUXE PLYMOUTH TWO-DOOR TOURING SEDAN



As Exciting to Look at as it is Thrilling to Drive



Not only new smartness of functional design, but new dignity and character are brought into the low-price field by the beautiful new 1940 De Luxe Plymouth.

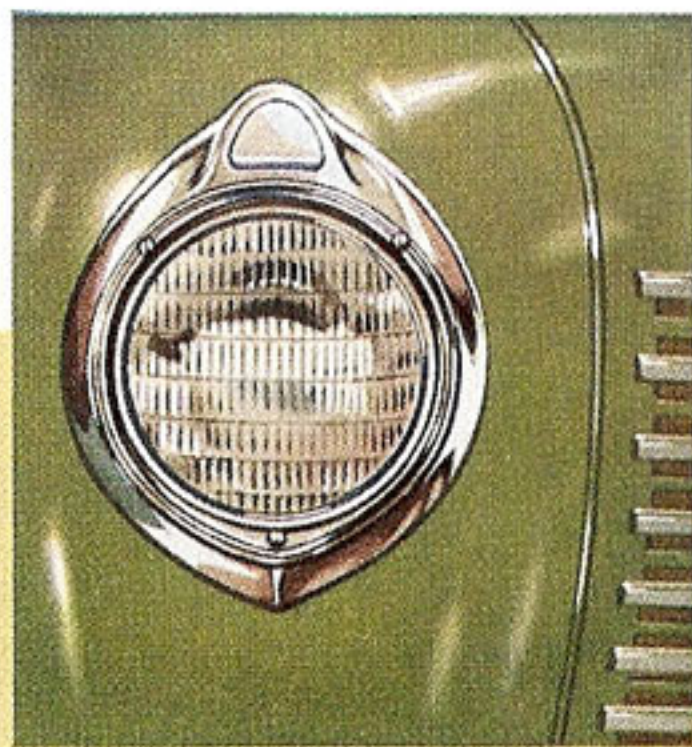
People involuntarily turn to watch it pass in the street—gather around it at the curb—and you can see in their eyes that this is a kind of beauty they respect. It is beauty with a different quality. It has flair, but not flashiness—it is grace, good taste, charm, all rolled into one. And it is yours at *low price!*

Notice the low, compact, swift-flowing beauty of Plymouth's exterior. See how the

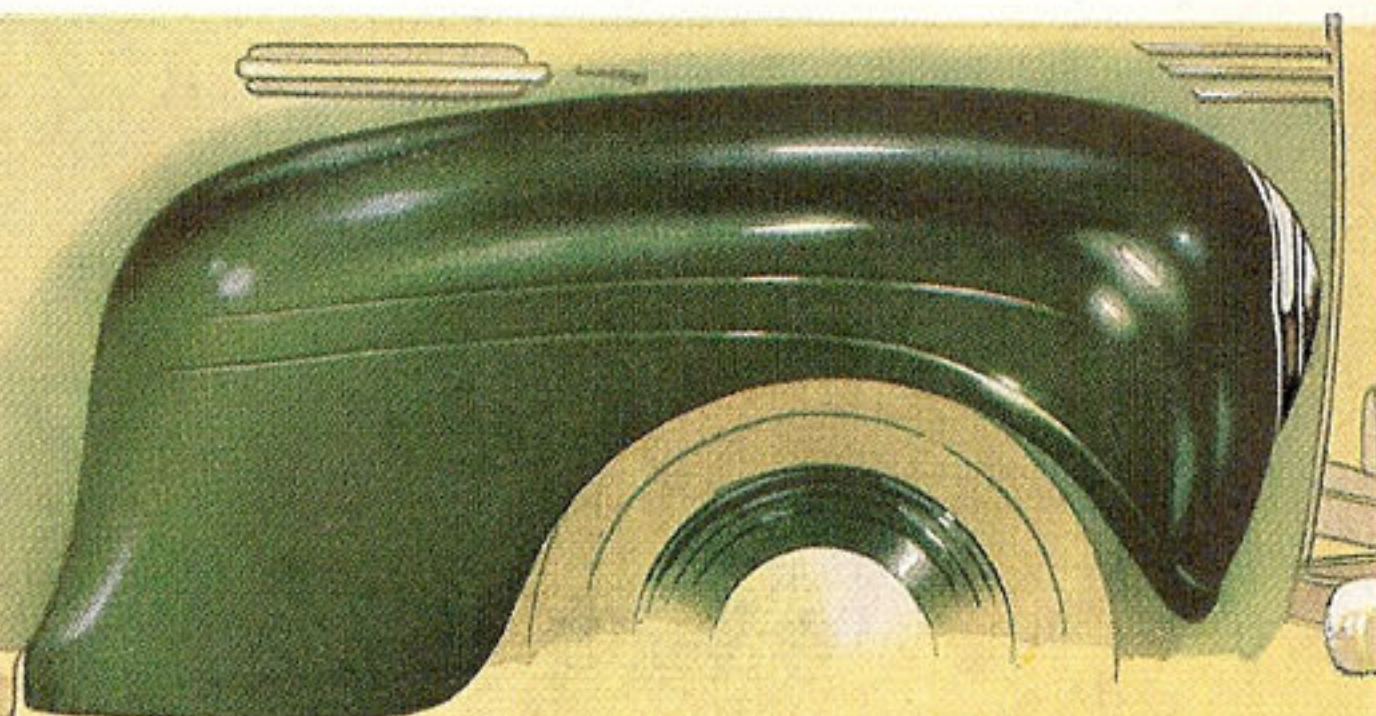
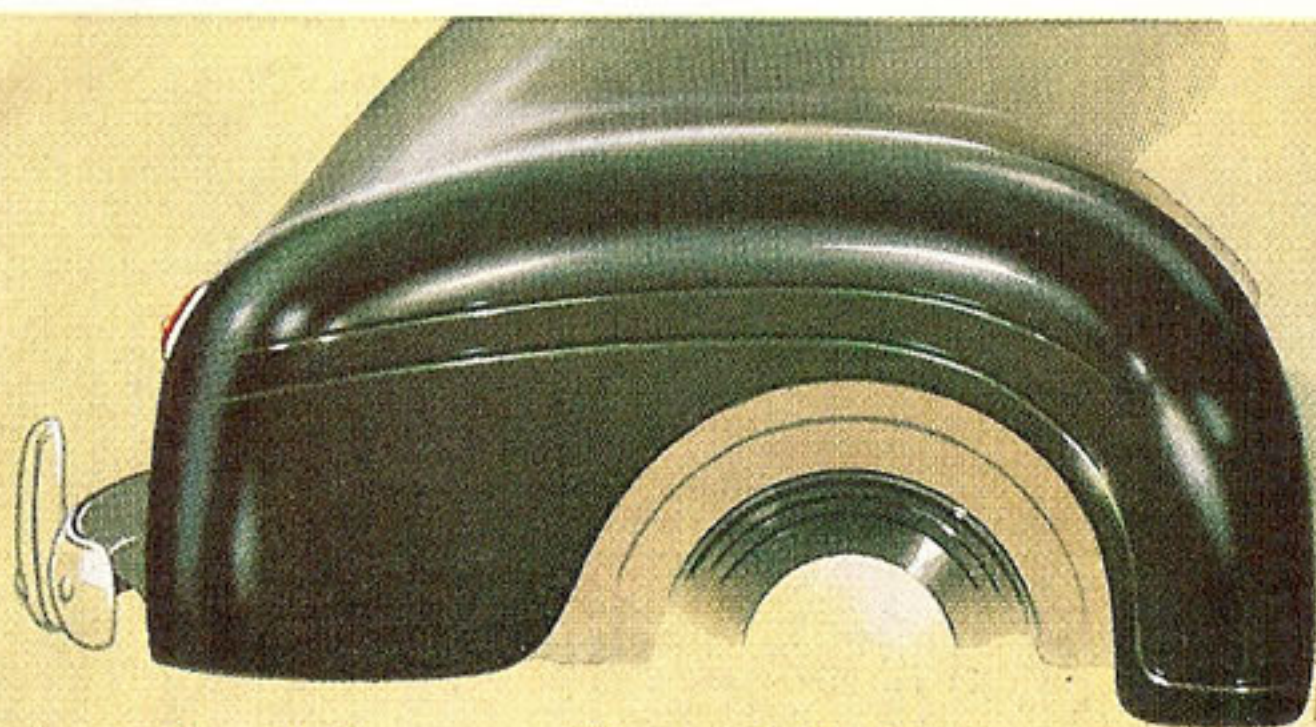
massive, sweeping fenders blend into the body to give it new, streamlined unity . . . how the sleek, modern rear end design completely conceals the huge trunk—makes the back of the car as beautiful as the front.

Plymouth's rear doors are full width at the bottom, with no "notched-out" corners. Front door hinges are invisible. Running boards are optional at no difference in cost.

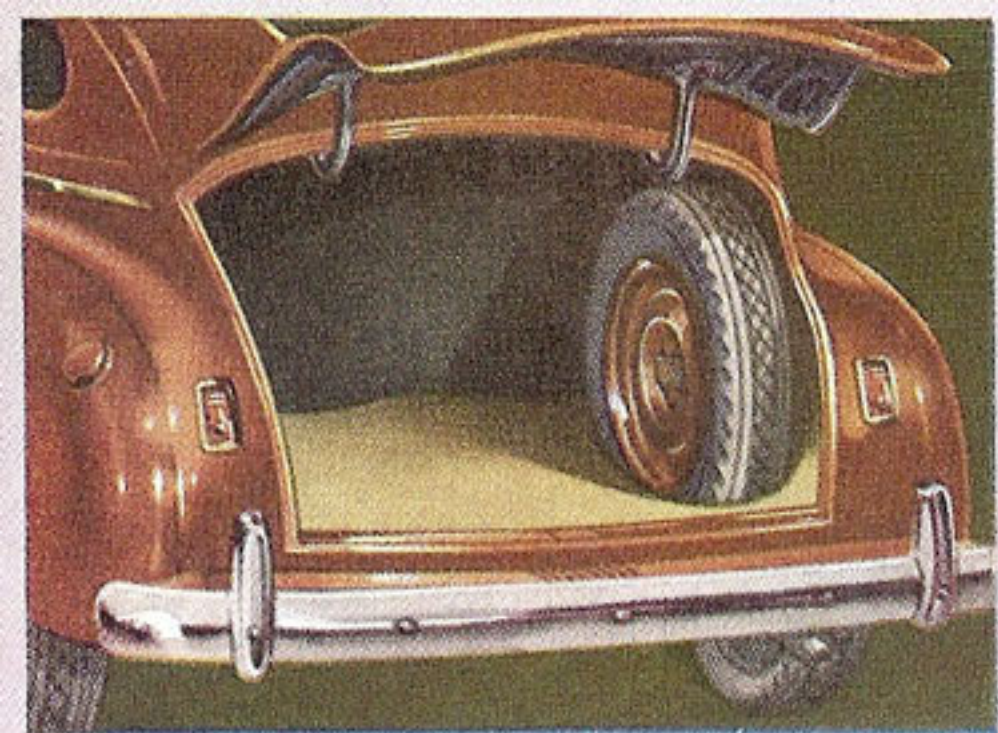
Never before has it been possible to enjoy in a low-priced car such freshness of styling, such luxurious beauty as this new 1940 De Luxe Plymouth gives you. And never before has a low-priced car offered you so thrilling an experience in riding and driving as this new Plymouth's great Luxury Ride.



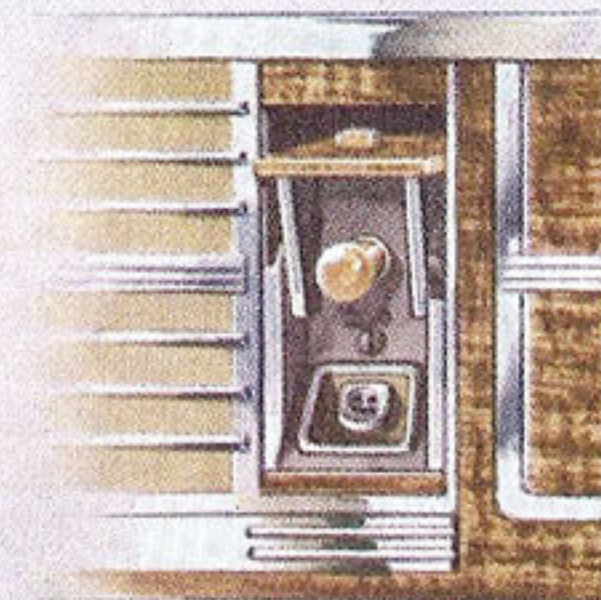
Headlamps, set like jewels in wide-band chromium frames, are hermetically sealed for long life — give greatly improved road lighting.



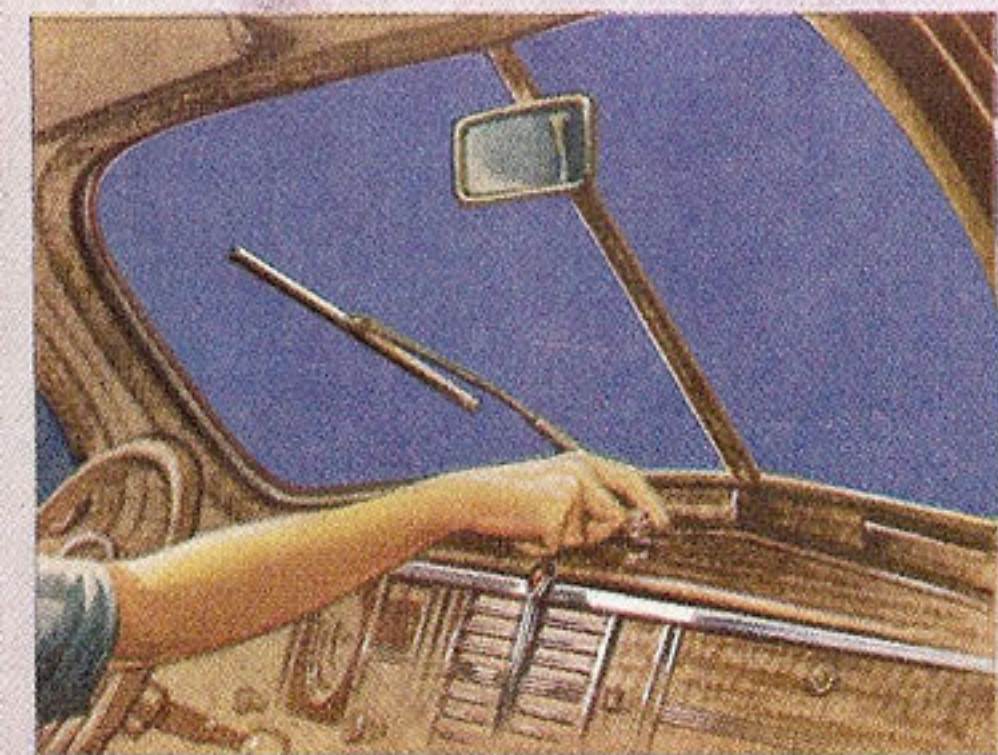
One of the most striking style details about the new Plymouth is the way the same basic design is carried out both in rear fenders (left) and front fenders (right).



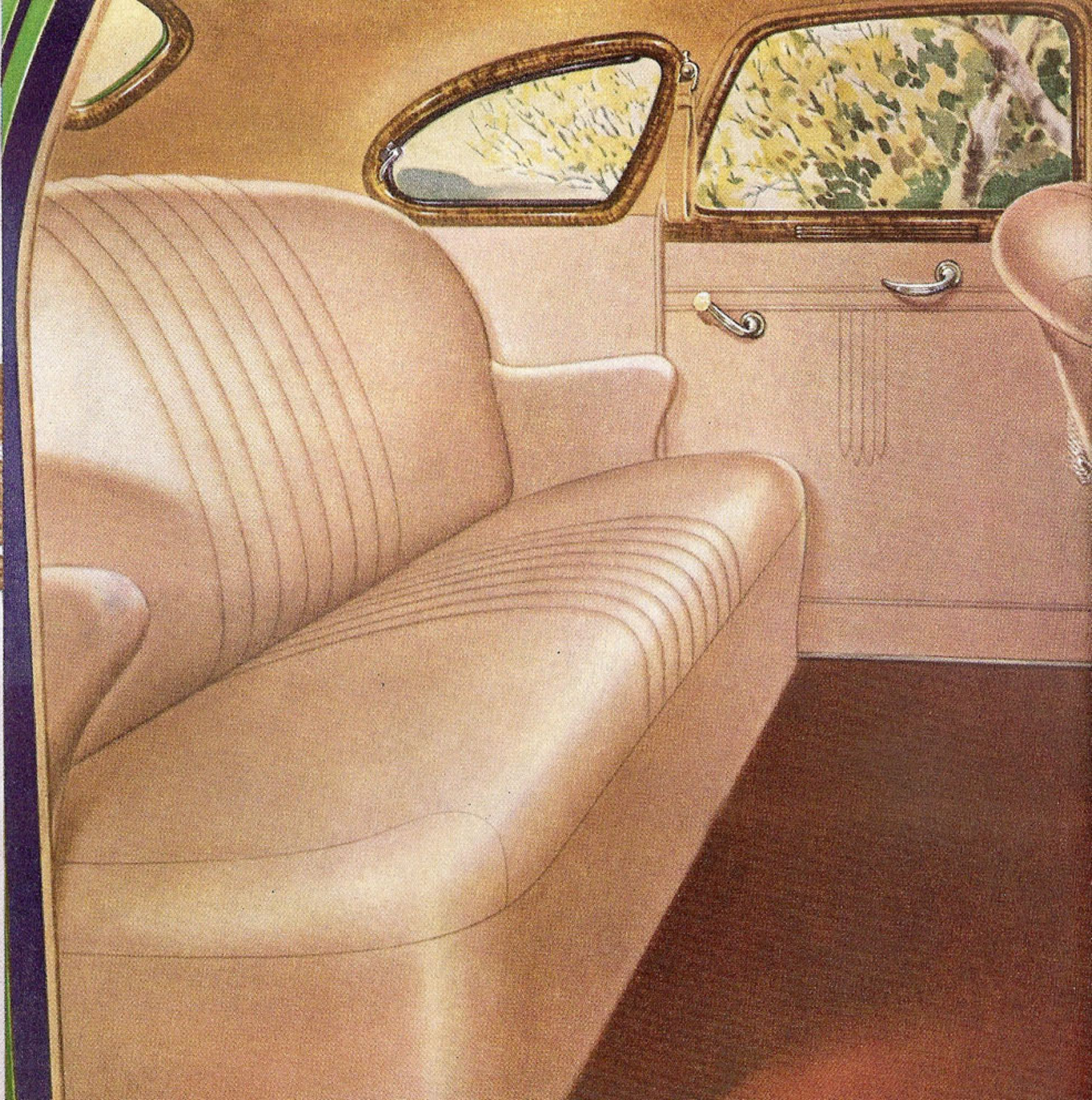
Plymouth's huge concealed trunk is illuminated for greater convenience at night. Spare tire is mounted at side . . . easily accessible.



A special recess for ash tray and lighter (extra equipment) is hidden by a revolving panel on Plymouth's distinctive new instrument board.



Clear vision in any weather is insured by big chromium finished windshield wipers which operate from the bottom of the glass.



Bigger, Wider Body . . . New Spaciousness . . . New Luxurious Comfort

There's hardly a person who views this 1940 Plymouth interior who isn't honestly astounded by the size of it. Room and luxury such as this might be expected in an expensive car . . . scarcely in one whose price is so low.

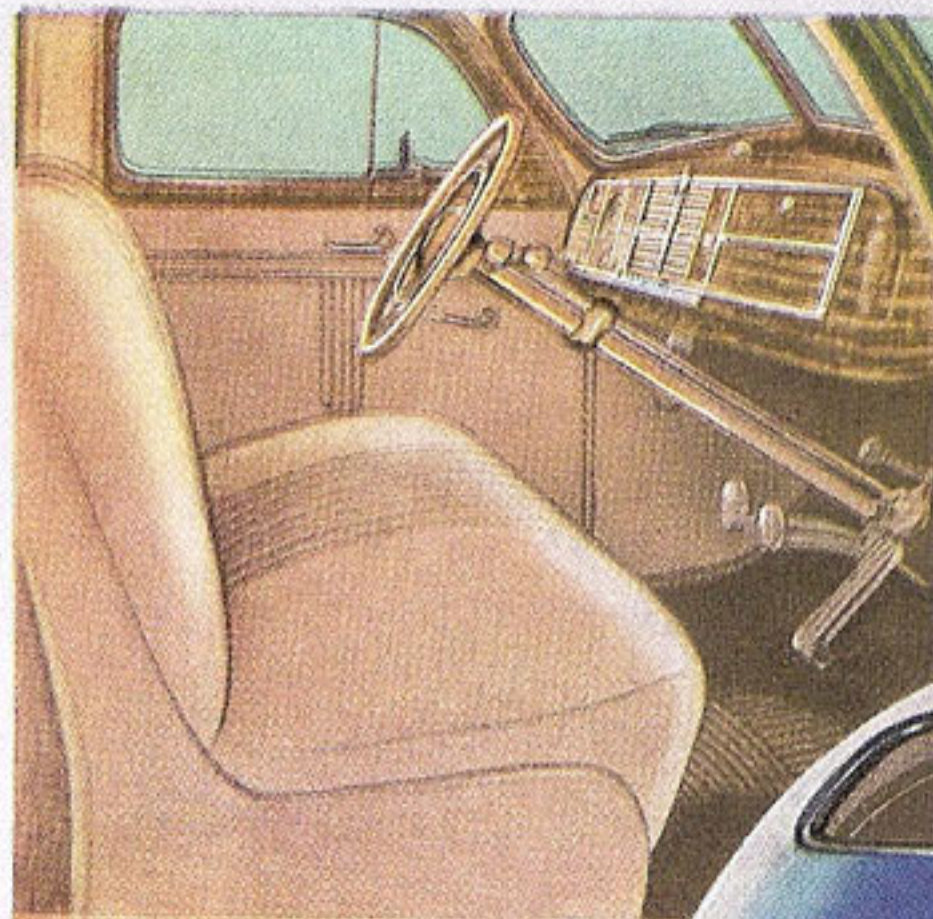
The deeply upholstered seats are wider than ever. Floor space, head room, practically every dimension has been increased to give you generous, usable, "stretched-out" room.

Plymouth's high, wide windshield and unusually large windows permit of "observation car" visibility.

Rich, lavish interior styling, smartly tailored door and window trim and richly-grained garnish moldings create an air of custom-designed luxury.

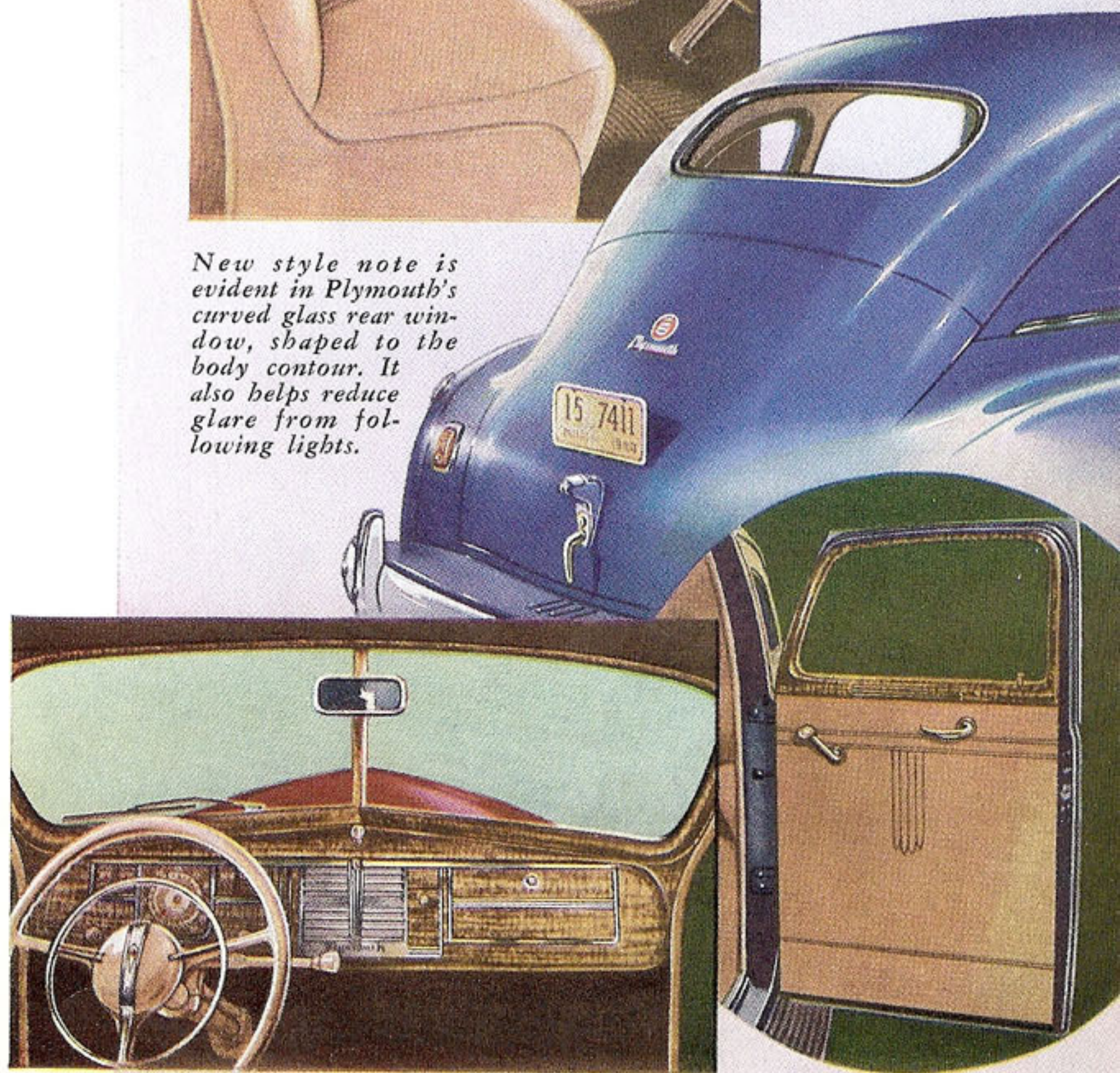
The De Luxe Plymouth's upholstery fabrics, in harmonizing shades, are tailored in a luxurious 3-pillow design. A thick carpet of sable brown covers the floor of the rear compartment. Interior hardware is of a bright-finished classic pattern.

But again, mere words cannot do justice to Plymouth's inspiring interior beauty. To know how truly wonderful this great car is, step inside . . . settle back in relaxed comfort . . . and take the *Luxury Ride!*



Three can relax comfortably in this spacious front seat. Narrow corner posts aid in giving increased forward and side vision.

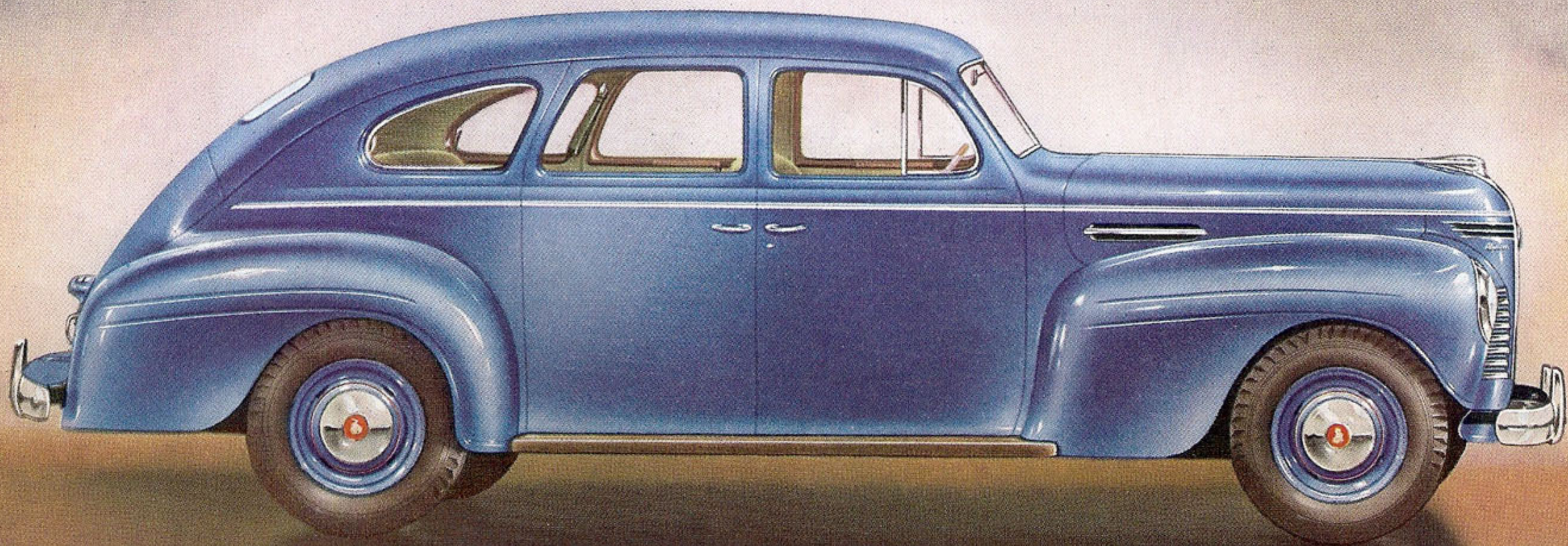
New style note is evident in Plymouth's curved glass rear window, shaped to the body contour. It also helps reduce glare from following lights.



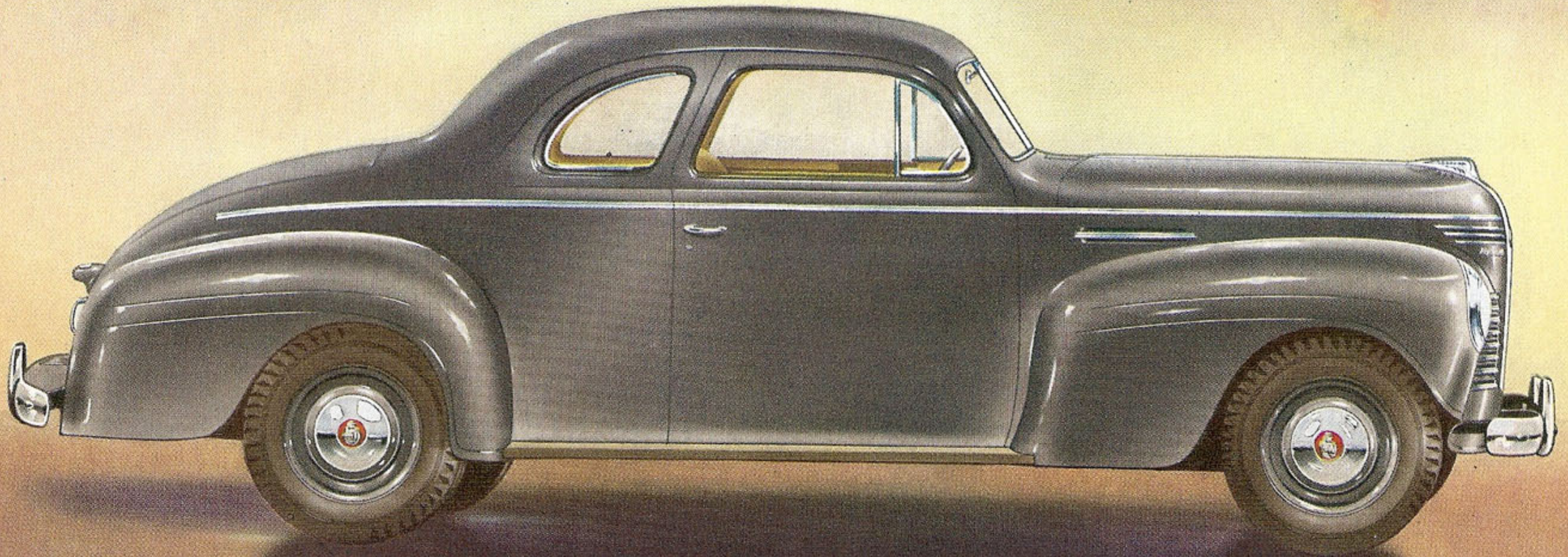
The sparkling, distinctively styled instrument panel has safety signals on all gauges. And instruments are easy to read at a glance, indirectly illuminated at night.

Plymouth's straight rear doors are full width at the bottom to permit easy entrance and exit.

THE DE LUXE PLYMOUTH FOUR-DOOR TOURING SEDAN



THE DE LUXE PLYMOUTH COUPE



Never before has a low-priced car been so easy to handle

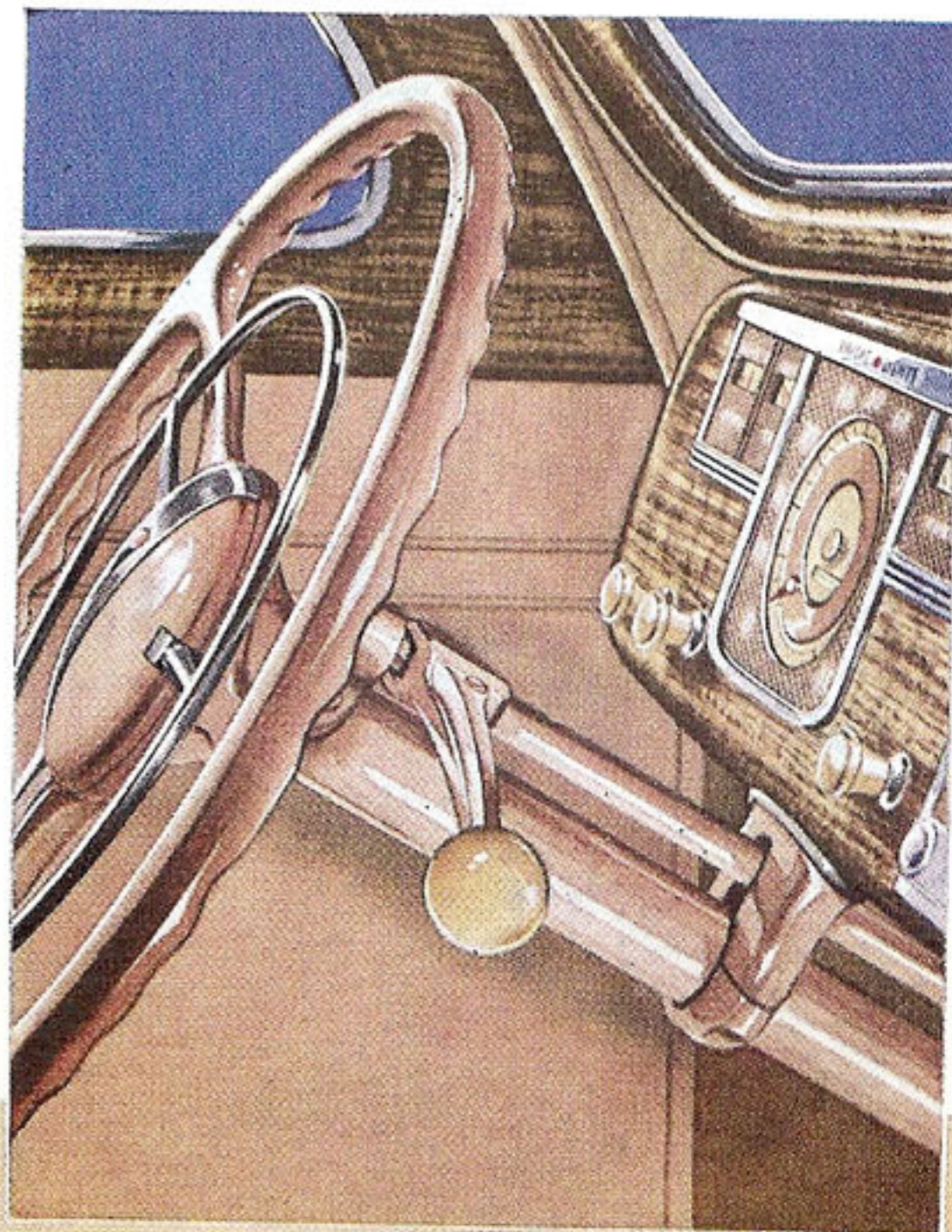
Whether most of your driving is mile-after-mile on the open highway or a block at a time in city traffic, you will discover new enjoyment in driving this spirited De Luxe Plymouth.

And you will enjoy it from the moment you slide behind the handsome, comfortably-placed steering wheel. Controls at your fingertips . . . hand brake lever up under the cowl at the left . . . pedals easy to touch, yet with ample floor space for long legs.

And Plymouth's steering-post gear shift (standard equipment at no extra cost) has new smoother action . . . requires less arm motion. It's 1-2-3 and you've shifted gears smoothly and with the slightest of effort.

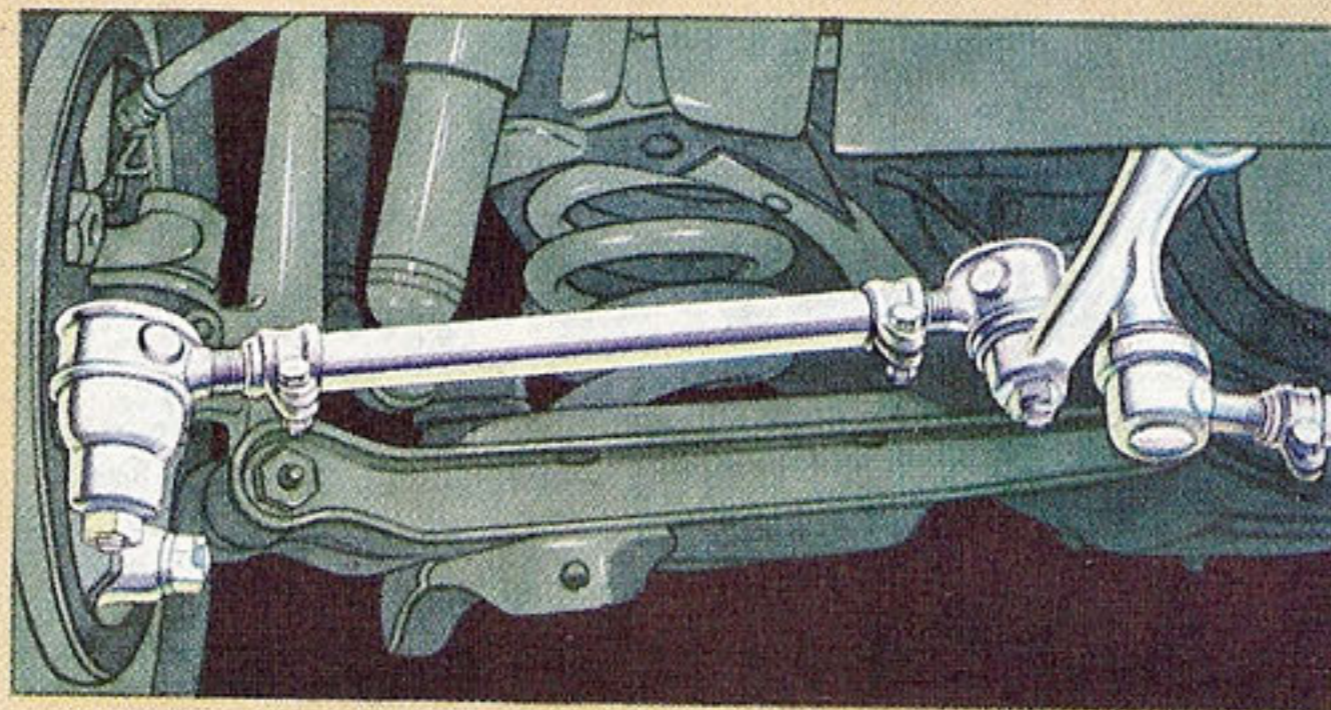
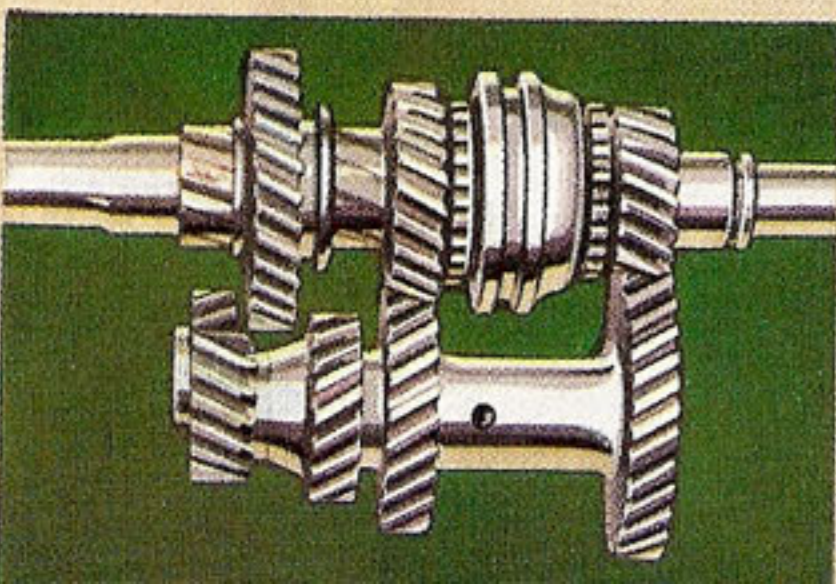
True-Steady steering combines with this De Luxe Plymouth's low center of gravity and front end sway eliminator to give unique stability and feeling of security . . . to minimize side sway on curves.

In short, this remarkable Plymouth ease of control is one more reason the Luxury Ride is creating such a sensation among motorists everywhere.



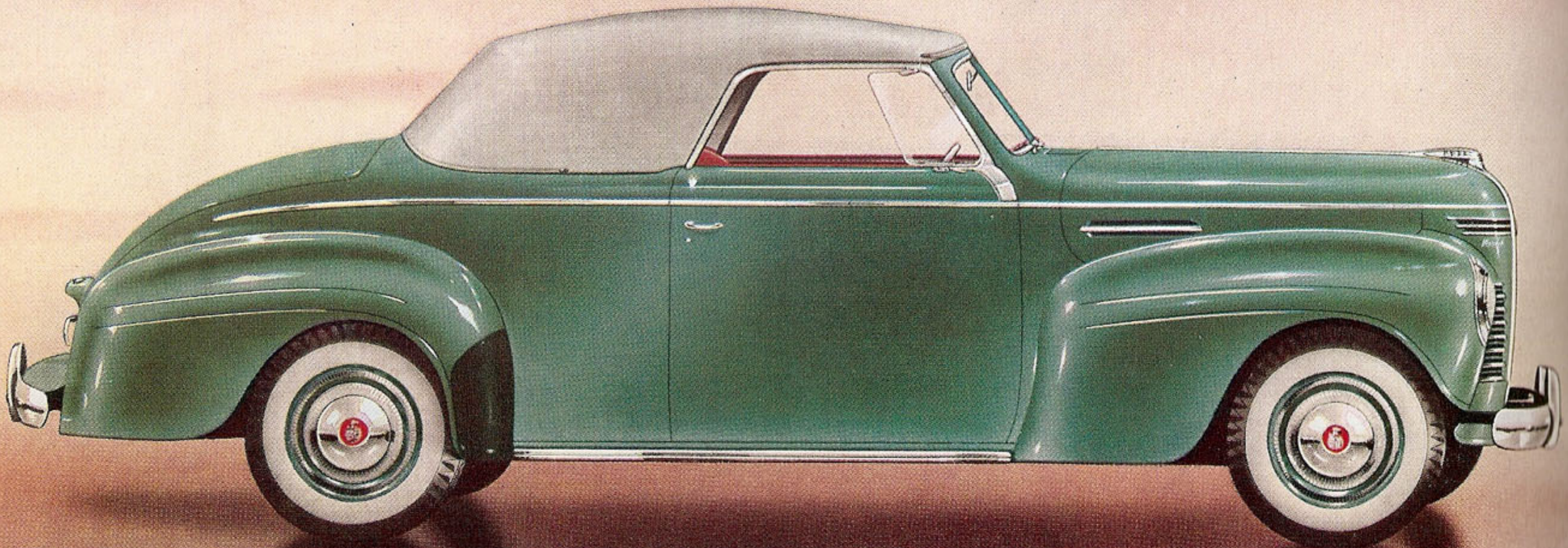
Plymouth's improved steering-post gear shift, standard equipment at no extra cost, is easier than ever to operate. No need to take your hands from the wheel to shift. Nor even to blow the horn, for in the De Luxe Plymouth the stylish chromium horn ring is standard equipment, too?

Plymouth's new design transmission, with helical-cut gears, makes shifting quicker, quieter, easier . . . remarkably free from clashing or "dead-ending."

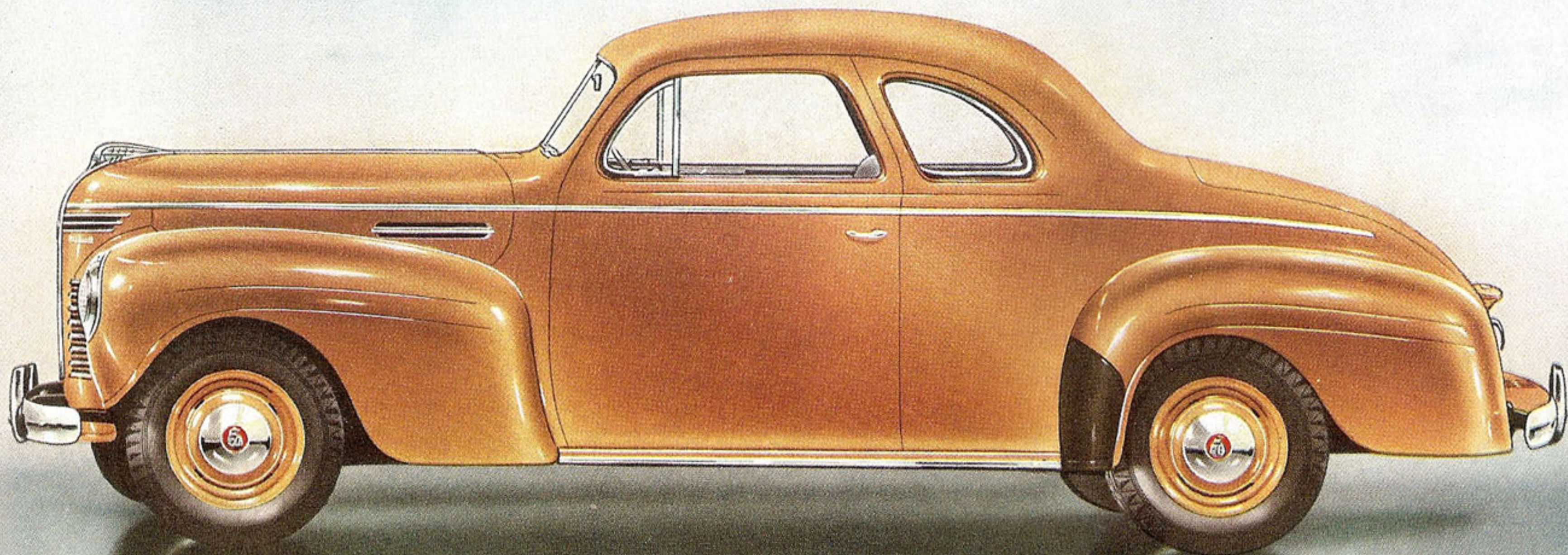


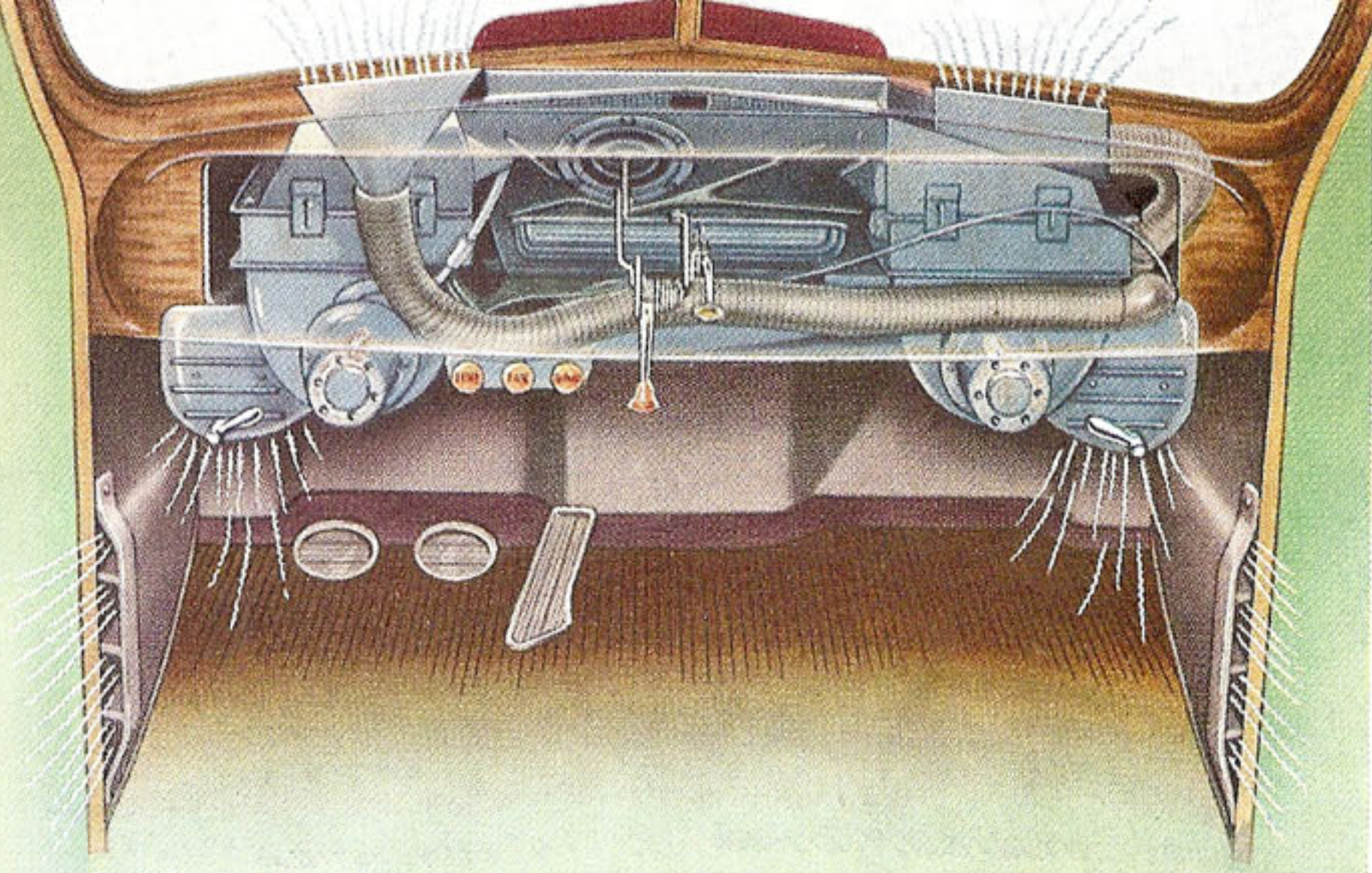
True-Steady steering (left) makes the car literally a joy to handle. Individual tie-rods are hinged to move up and down freely with the individually suspended front wheels eliminating road shock. The steering gear ratio of 18.2 to 1 makes parking delightfully easy.

THE DE LUXE PLYMOUTH CONVERTIBLE COUPE



THE DE LUXE PLYMOUTH FOUR-PASSENGER COUPE





In Plymouth's All-Weather Aircontrol System, seven different adjustments make possible an almost limitless range of operation to keep driver and passengers most comfortable—without drafts and without steam on windows, but with fresh air—in any weather. Rear seat and front seat passengers ride in equal comfort of warmth in winter, cooling air motion in summer—rain or shine, in crowded traffic or on the open highway!

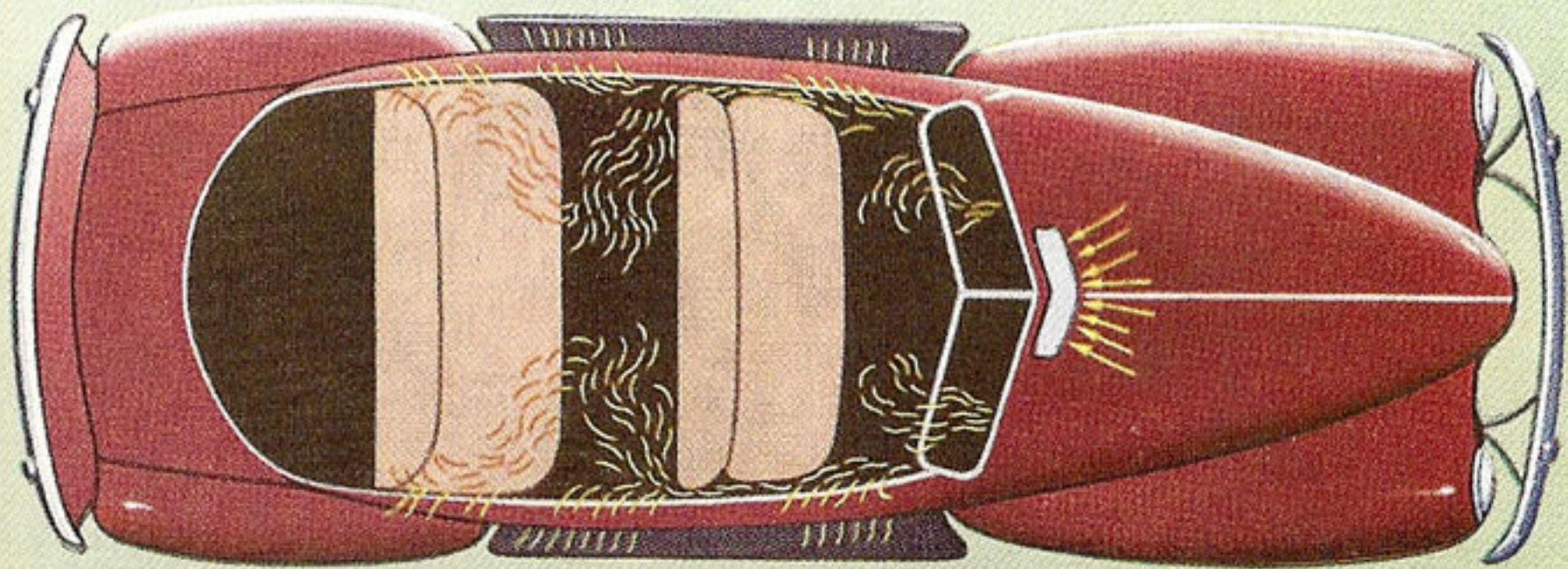
Now, in a low-priced car Perfected All-Weather Heating and Ventilation

Imagine—you can now control the temperature and circulation of air inside the new Plymouth as easily as you control the temperature of your home!

Plymouth's new All-Weather Aircontrol System (available at low extra cost) provides fresh, filtered, properly heated air, winter *and* summer.

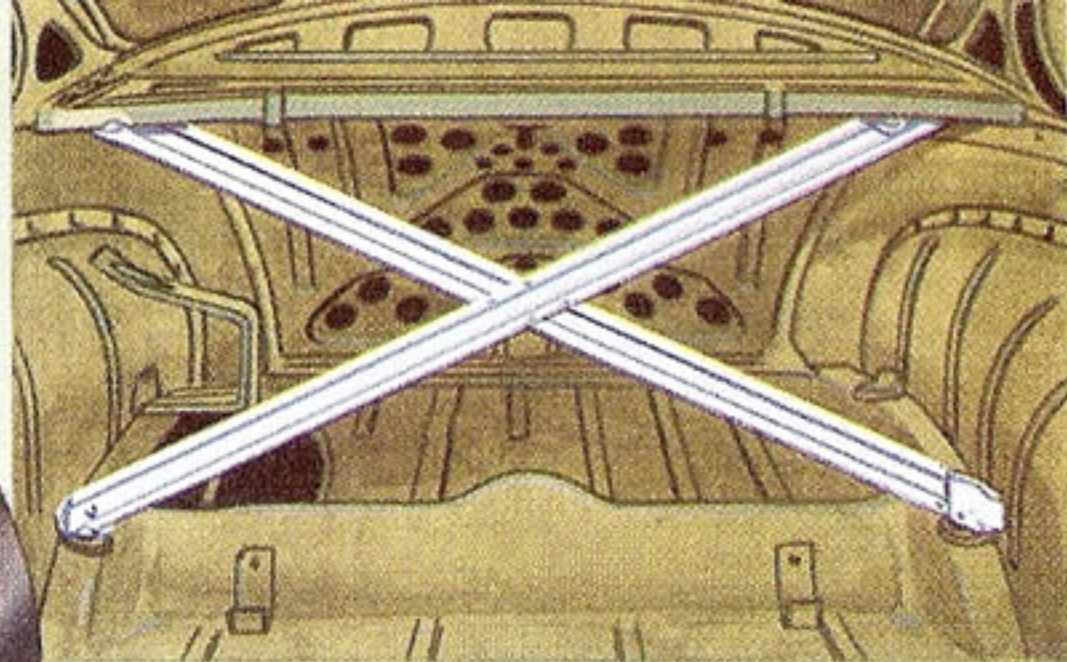
With this new contribution to the Luxury Ride, air is drawn in through the cowl ventilator, is heated as much or as little as you choose, and is scientifically distributed throughout the car by means of side wall vents, insuring a uniform and comfortable temperature for *both* front and rear seat passengers.

And because the cowl ventilator keeps out water, *fresh* air is circulated throughout the car in any weather, so that regardless of rain, snow or cold, six people can ride in complete comfort *without* fogging the windshield and windows!



Fresh air is drawn through the cowl ventilator in such volume that even six passengers will not add humidity enough to fog the windows. This fresh air may be heated to any desired degree by regulating the amount of hot water flowing through the heating units. The powerful dual fans force the air through ducts, circulating it under slight pressure and without drafts to all parts of the car. The slight pressure inside the car—not noticeable by passengers—causes any air leakage around doors and windows to be from the inside outward . . . thus eliminating drafts.

Typical of the extra reinforcing throughout Plymouth's Safety Steel body is the big X-brace in the rear of sedan models.

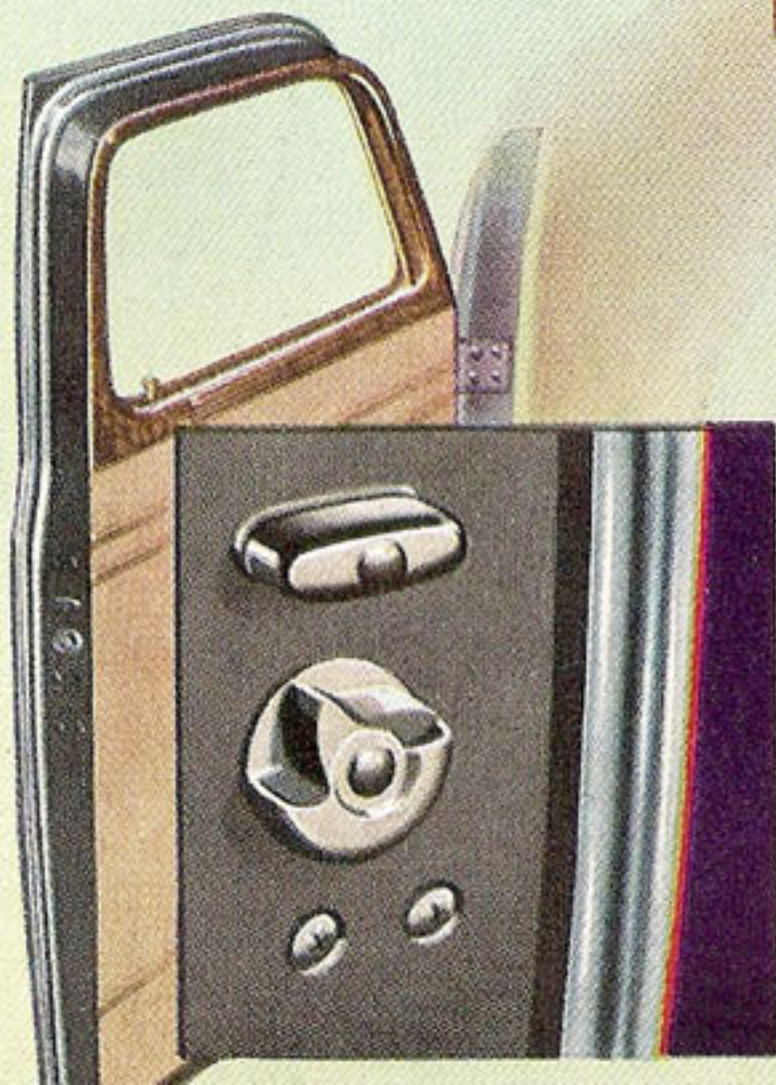


Plymouth's rustproof coating forms an unusually strong bond between the steel and the surface finish. And if the finish ever should be chipped or scratched, the rustproofing prevents the undermining spread of rust.



De Luxe Plymouth ventilating wings swing outward on friction pivots . . . are easily adjusted, without cranks, to deflect or to scoop in the breeze. The dividing bar between wing and window lowers with the window. Rear quarter windows in Touring Sedans also open outward, and, like the ventilating wings in front doors, they can be locked when closed.

Plymouth rear doors are straight . . . full height and width across bottom . . . permitting unusually easy entrance to and exit from the rear compartment. A straight post instead of the usual curved post on which each rear door is hung adds strength and rigidity to the Plymouth body at this point. All DeLuxe Plymouth doors have sponge rubber seals all the way around. Door latches (inset) are of the rotary type for easy and secure closing.



Plymouth's bigger, roomier Safety Steel Body is Rustproofed throughout

High among the many factors that contribute to Plymouth's Luxury Ride, is the markedly superior quality of its body construction . . . not only in strength and safety, but in the thoughtful consideration of passenger comfort.

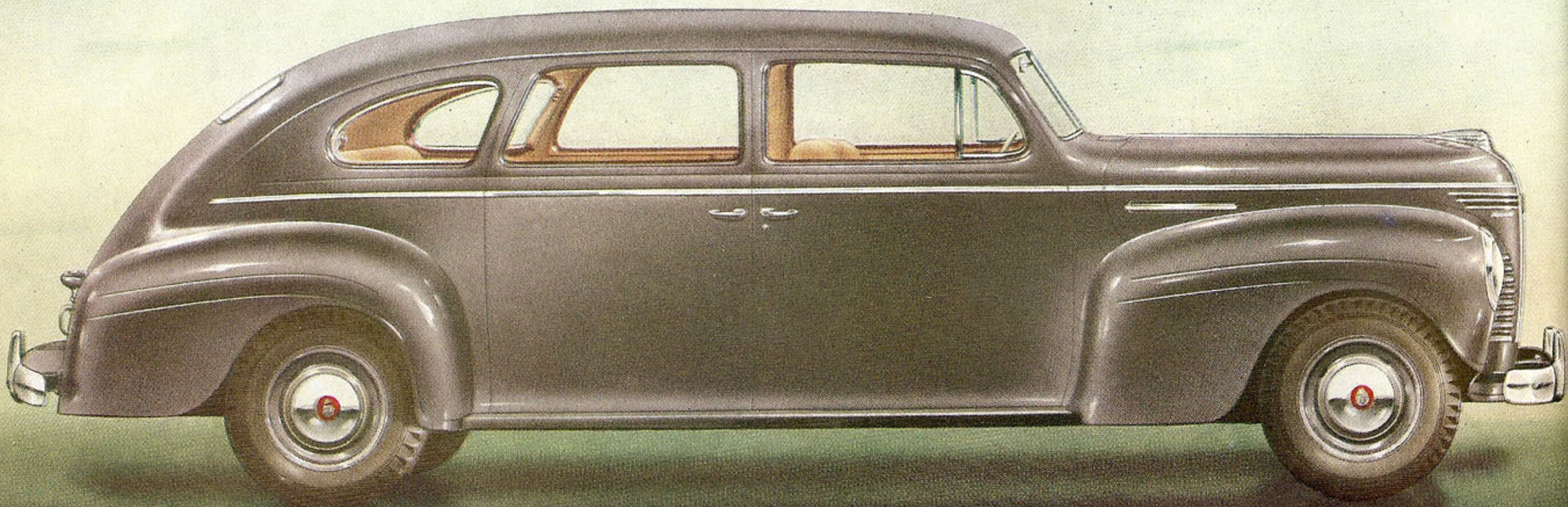
For 1940, the De Luxe Plymouth's body is bigger, roomier than ever, with new feather-touch rotary door locks . . . new sponge rubber door seals to keep out dust and drafts . . . new narrow corner posts and door pillars for maximum visibility.

From bumper to bumper, every square inch of fenders, sheet metal *and* body on the 1940 Plymouth is rustproofed to insure lasting, lustrous beauty. And the entire body is carefully and scientifically insulated against heat and road noise.

The top, floor, side panels and posts of Plymouth's body are welded into a single unit of solid steel. Extra steel reinforcing at every point of strain gives added strength and rigidity.

And inside, special care is given to eliminating protruding points, knobs and sharp edges. It's Plymouth's famed Safety Styling . . . one more contribution of Chrysler Corporation research and engineering to Plymouth's great Luxury Ride.

THE DE LUXE PLYMOUTH SEVEN-PASSENGER SEDAN



The Year's Big Advancement in Brake Efficiency

...SUPERFINISHED DRUMS

Plymouth pioneered hydraulic brakes in low-priced cars. *Every Plymouth ever built has had hydraulic brakes!*

Plymouth's precision-type hydraulic brakes are an important contribution to your enjoyment of the Luxury Ride under all driving conditions. *Smooth* stopping, always under your perfect control! No uncontrolled self-energizing . . . no unexpected brake pressure!

Foot pressure on the Plymouth brake pedal is transmitted *entirely* by hydraulics to *both* brake shoes at each wheel. And to offset the tendency of the front shoes to throw themselves against the drums harder than the rear shoes, the rear piston in the hydraulic cylinder at each wheel is larger and exerts more push than the front cylinder.

And now, for still greater braking efficiency, the cast-iron surfaces of Plymouth's brake drums are *Superfinished*.

Superfinish is the amazing new method developed by Chrysler Corporation engineers for finishing metal surfaces. It makes possible perfection in smoothness hitherto impossible in large-scale manufacturing.

Along with Superfinished drums, Plymouth has contour-ground brake *facings* . . . so that the contour of each facing exactly matches the contour of its drum surface. The result is that when the brakes are applied, the facings come into *complete contact* with the brake drums *at every point*, for the perfect application of all the braking pressure.

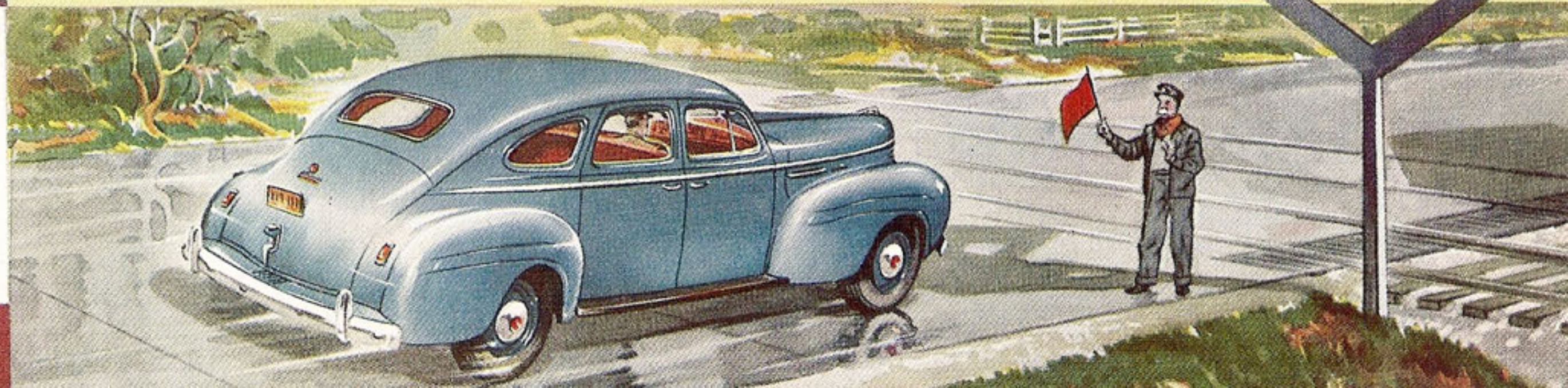
The entire brake drum area at all four wheels is left free for the operation of the foot brakes. The Plymouth hand brake operates on the drive shaft. Instead of being merely another way to operate the foot brakes, the Plymouth hand brake is an *entirely separate* braking system!

GROUND SURFACE

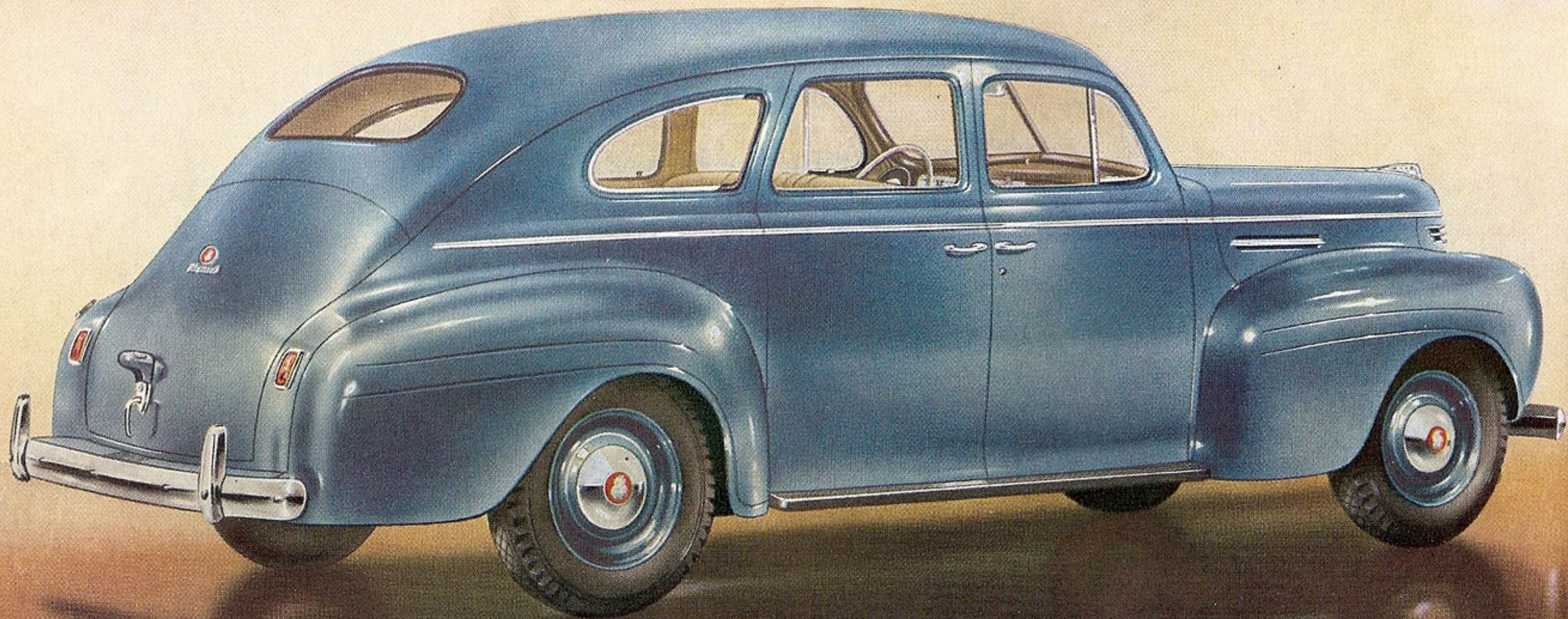
This diagram of two metal surfaces, greatly enlarged, shows the comparative smoothness of a Superfinished surface and an ordinary ground surface. Irregularities in the ground surface can be measured in thousandths of an inch . . . the few irregularities in the Superfinished surface are so small they can be measured only in millionths of an inch!

SUPERFINISH SURFACE

On wet or icy roads you doubly appreciate the braking control that Plymouth's precision-type hydraulic brakes give you. Because Plymouth brakes do not permit uncontrolled "self-energizing" action to exert braking pressure, the pressure is always the same on all four wheels.



THE DELUXE PLYMOUTH FOUR-DOOR TOURING SEDAN



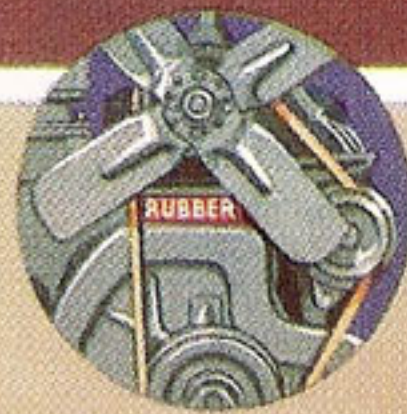
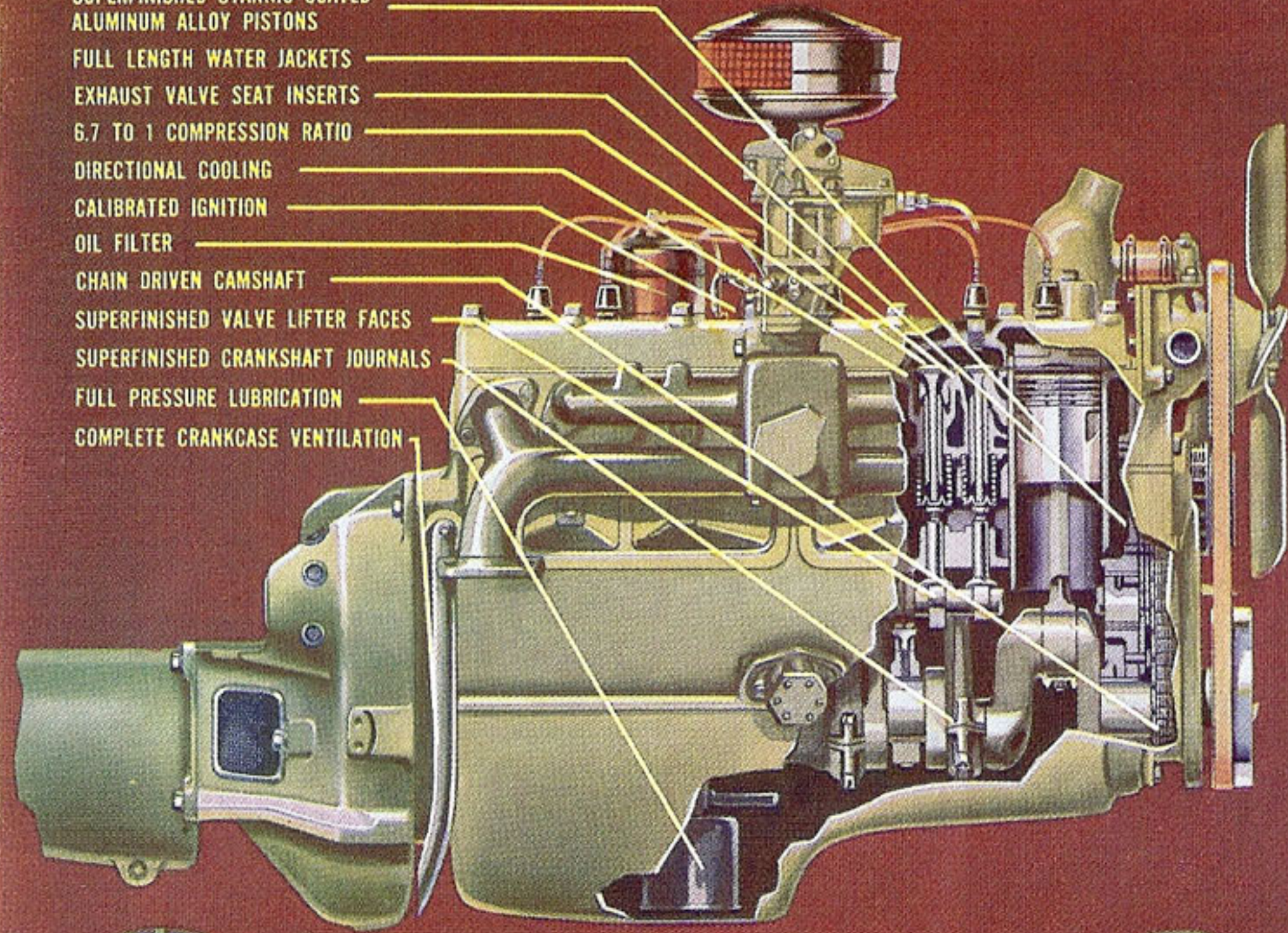
For Economy with Power ...AN L-HEAD SIX For Unmatched Smoothness ...FLOATING POWER

No other low-priced car engine has so many advanced engineering features that contribute to thrilling performance, outstanding economy, quiet operation, long life!

6.7 to 1 compression ratio, for *more power*, from *less fuel*! Calibrated Ignition that prevents spark knock and "ping"! An Oil Filter that safeguards the engine against wear and reduces oil consumption! Exhaust Valve Seat Inserts that reduce frequency of valve grinding expense! Directional Cooling and Full Length Water Jackets that safeguard against deterioration caused by heat! Full Pressure Lubrication to *all* bearings for long life! Lightweight Aluminum Alloy Pistons, now Superfinished and stannic coated with pure, soft tin (not an alloy), for reduced wear on pistons and cylinder bores. All these are among the reasons why owners will tell you that Plymouth has the greatest engine in any low-priced car.

And Plymouth is the only low-priced car with patented Floating Power engine mountings. Floating Power frees you from the tiring effects of the vibration that occurs in every automobile engine. Plymouth's Floating Power adds greatly to the *restfulness* of the Luxury Ride!

- SUPERFINISHED STANNIC COATED ALUMINUM ALLOY PISTONS
- FULL LENGTH WATER JACKETS
- EXHAUST VALVE SEAT INSERTS
- 6.7 TO 1 COMPRESSION RATIO
- DIRECTIONAL COOLING
- CALIBRATED IGNITION
- OIL FILTER
- CHAIN DRIVEN CAMSHAFT
- SUPERFINISHED VALVE LIFTER FACES
- SUPERFINISHED CRANKSHAFT JOURNALS
- FULL PRESSURE LUBRICATION
- COMPLETE CRANKCASE VENTILATION



Floating Power mountings are high at the front of the Plymouth engine.



Floating Power mountings are low at the rear of the Plymouth engine.



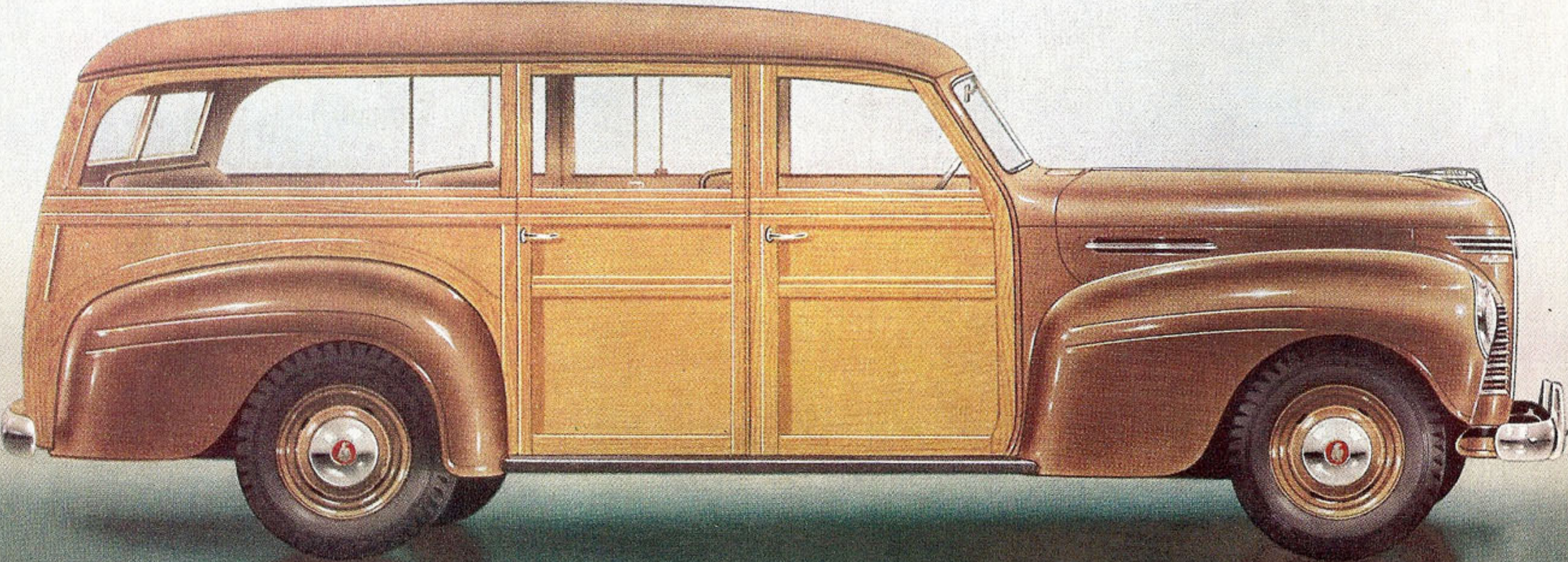
Suspended in balance, the Plymouth engine is free to rock and dissipate its own vibrations.



With most of the engine weight above the mountings (right) vibration is intensified and transmitted to frame and body of a car. With Floating Power (left) the weight below the center of balance resists movement by the equal weight above and the power impulses result only in a gentle rocking motion.



THE DELUXE PLYMOUTH STATION WAGON



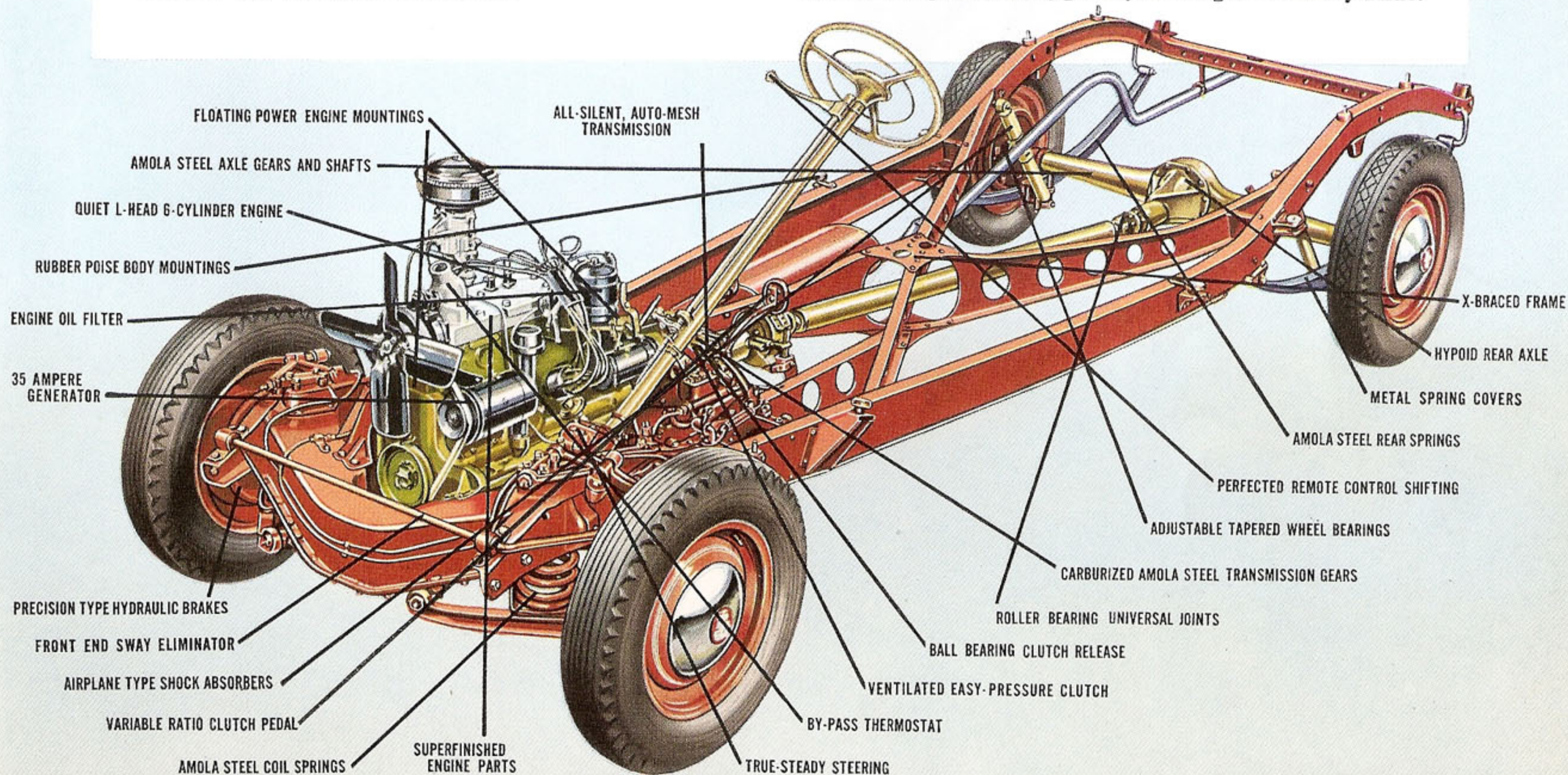
Of "All Three" low-priced cars, Plymouth is most like the high-priced cars

Across the country there is a rapidly growing tendency to measure the values of low-priced cars by comparing them with the high-priced cars . . . many of which are built by manufacturers who also build low-priced cars.

And buyers who make these careful comparisons before choosing their new cars are choosing Plymouth. For Plymouth brought to low-priced cars the brilliant engineering, the same precision of manufacture formerly applied only to higher-priced cars.

Today among people who choose their new cars on a basis of *value* and *value alone*, Plymouth is generally recognized as the one low-priced car that is most like the high-priced cars.

Plymouth's close resemblance to America's high-priced cars in engineering and construction is largely responsible for its reputation as "the car that stands up best!" And it is a very important reason why Plymouth, alone among low-priced cars, gives you the great Luxury Ride.

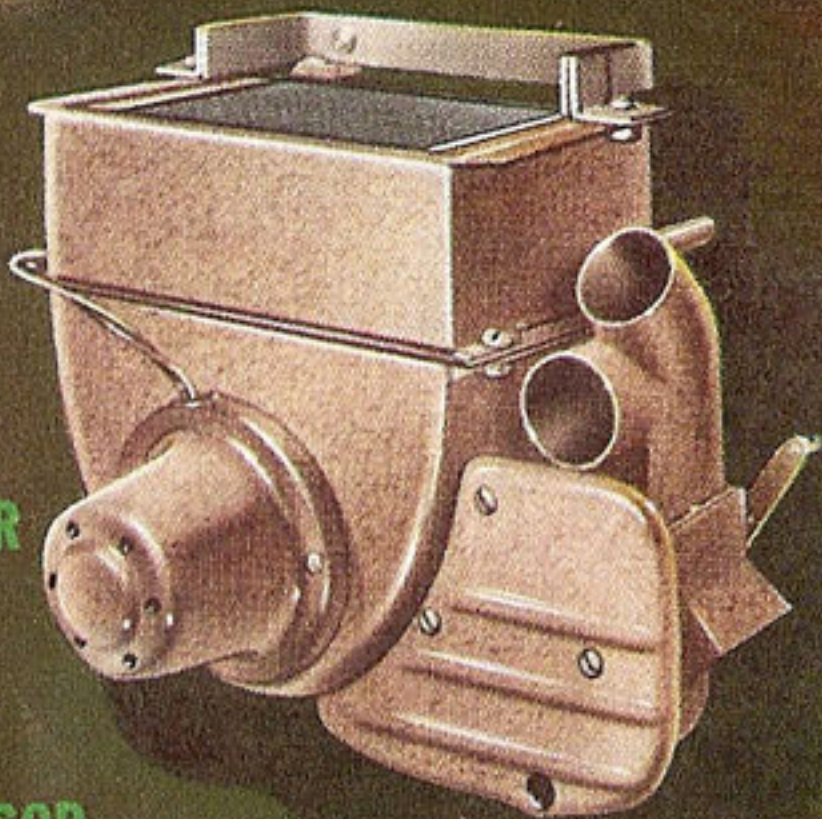




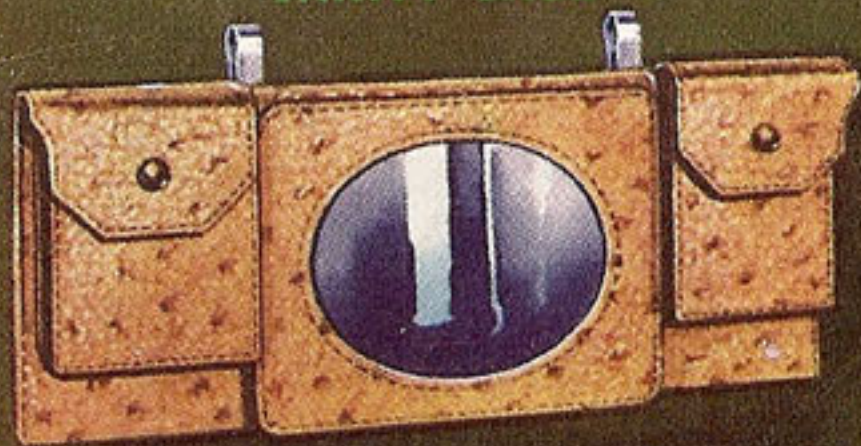
ELECTRIC
CLOCK



COMFORTMASTER
HEATER



SUN VISOR
VANITY CASE



CUSTOM BUILT
RADIO



You Can Buy Your 1940 PLYMOUTH on Convenient TIME PAYMENTS

You will find Plymouth *easy to buy*. Your present car will probably represent a large proportion of Plymouth's low delivered price . . . with the balance payable in surprisingly low monthly instalments.

Insurance, which you get with your time payment contract, provides protection against fire loss, theft and collision. The number of payments is a matter of choice, ranging from 6 months to 18 months.

Your Plymouth dealer will be glad to discuss the matter of time payments with you. He has a ready reckoning finance company chart which will quickly show you how much the monthly payments will be under various time payment plans.

Distinctive Items that add but little to the cost

Illustrated here are just a few of the many items of extra equipment specially engineered for Plymouth. They are available to you at low extra cost. Order your special equipment at the same time you order your new Plymouth. Then its low cost will mean the addition of only a small sum to your regular monthly payments.

SKYWAY
ANTENNA

