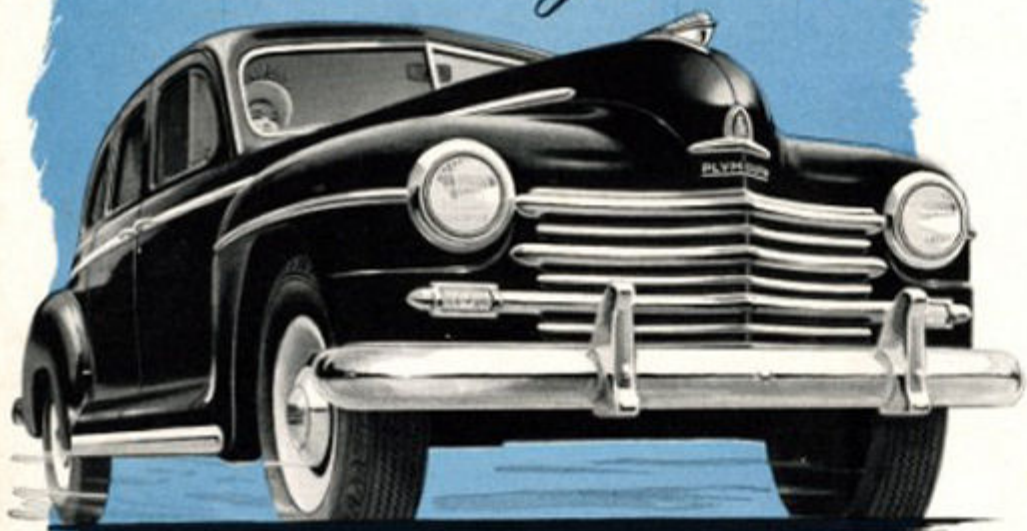


If it's
VALUE *you want...*



JOE FISHER
DODGE & PLYMOUTH DISTRIBUTOR
1313 W. BURNSIDE
PORTLAND 9, OREGON

...it's **PLYMOUTH** *you want*

Here's your **VALUE** finder...

NEW PLYMOUTH QUALITY CHART

FEATURE COMPARISON	PLYMOUTH SPECIAL DE LUXE	FORD CUSTOM EIGHT	CHEVROLET FLEETMASTER AND FLEETLINE	CHRYSLER CROWN IMPERIAL	LINCOLN COSMOPOLITAN	CADILLAC '75	PACKARD CUSTOM EIGHT
L-HEAD ENGINE	YES	YES	NO	YES	YES	YES	YES
FULL PRESSURE ENGINE LUBRICATION	YES	YES	NO	YES	YES	YES	YES
CHAIN CAMSHAFT DRIVE	YES	NO	NO	YES	YES	YES	YES
FOUR RINGS PER PISTON	YES	YES	NO	YES	NO	YES	YES
VIBRATION DAMPER	YES	NO	YES	YES	YES	NO	NO
OIL BATH AIR CLEANER	YES	NO	NO	YES	YES	YES	YES
FLOATING-TYPE OIL INTAKE	YES	NO	NO	YES	YES	YES	YES
VALVE TAPPET ADJUSTMENT	YES	NO	YES	YES	NO	YES	YES
AUTOMATIC CHOKE	NO	NO	NO	YES	YES	YES	YES
BY-PASS THERMOSTAT	YES	YES	NO	YES	YES	YES	YES
PRECISION-TYPE LOWER CONNECTING ROD BEARINGS	YES	YES	NO	YES	YES	YES	YES
COIL FRONT SPRING	YES	YES	NO	YES	YES	YES	YES
FOUR SPRINGS	YES	YES	YES	YES	YES	YES	YES
117" OR LONGER WHEELBASE	YES	NO	NO	YES	YES	YES	YES
95 HORSEPOWER OR HIGHER	YES	YES	NO	YES	YES	YES	YES
RUSTPROOFED BODY	YES	YES	YES	YES	YES	YES	YES
ROLLER BEARINGS ON TRANSMISSION COUNTERSHAFT	YES	YES	NO	YES	YES	YES	YES
ROLLER BEARINGS ON UNIVERSAL JOINTS	YES	YES	YES	YES	YES	YES	YES
TAPERED ROLLER DIFFERENTIAL BEARINGS	YES	YES	YES	YES	YES	YES	YES
HYPOID REAR AXLE	YES	YES	YES	YES	YES	YES	YES
HOTCHKISS DRIVE	YES	YES	NO	YES	YES	YES	YES
TOTAL QUALITY SCORE	20	14	8	21	19	20	20

The Facts PROVE... It's PLYMOUTH for VALUE

STUDY the new, up-to-the-minute Quality Chart shown above and the facts speak for themselves—Plymouth is still the low-priced car most like high-priced cars! Of 21 important features found in many cars costing hundreds of dollars more, Plymouth has 20. Both of the other leading lowest-priced cars fall far short of this mark. But Plymouth's greater value doesn't stop here. Look what Plymouth gives you as standard equipment at no extra cost. You get bigger, fatter Super-Cushion Tires on new, wider Safety-Rim Wheels. You get powerful, easy-to-operate Safe-Guard Hydraulic Brakes... smoother performance with Floating Power Engine Mountings... more level riding with 117" Wheelbase—longest in the low-priced field! These are just a few of the basic advantages that make Plymouth the great Value Car in the lowest-priced field.

There's a lot of difference

in low-priced cars



and PLYMOUTH makes the difference!



S P E C I F I C A T I O N S

ENGINE—Six Cylinder "L" Head. Aluminum alloy pistons—95 horsepower at 3600 R.P.M. Bore and stroke $3\frac{1}{4} \times 4\frac{3}{8}$ inches. Piston displacement 217.8 cu. in. Taxable horsepower 25.35.

WHEELBASE—117 inches; over-all length, $196\frac{3}{4}$ inches. Tread—front, 57 inches; rear, $59\frac{15}{16}$ inches. Over-all width, $73\frac{5}{8}$ inches; Station Wagon, 77 inches.

BRAKES—Safe-Guard four-wheel hydraulic, internal expanding—Twin cylinder type in front—10 inch drums—brake lining contact area 158 sq. in. Parking brake controlled by hand lever, operates independently of all others—has $33\frac{3}{8}$ sq. in. braking area.

LUBRICATION—Full pressure to main, lower connecting rods and camshaft bearings—Floating-type oil intake. Crankcase capacity, 5 quarts.

CLUTCH—Single plate, dry, ventilated. Total contact area 77.8 sq. in. Facing of molded woven asbestos.

PROPELLER SHAFT—Tubular, $2\frac{3}{4}$ inch diameter. Two roller bearing universal joints.

TIRES—Super Cushion 6.70 x 15, mounted on steel disc drop center "K" Flange Safety Wheels. Rim width, $4\frac{1}{2}$ inches.

CRANKSHAFT—Four removable precision-type main bearings.

CAMSHAFT—Silent chain driven.

FUEL SYSTEM—17 gallon gasoline tank with Oilite self-cleaning filter in tank. Down-draft carburetor, heavy duty oil bath air cleaner. Manual Choke control.

TRANSMISSION—Standard three speeds forward and reverse. Gear-shift, remote control manual operation on steering column under wheel. Synchro-silent all helical gears with synchronous meshing second and third gears. Lubricant capacity $2\frac{3}{4}$ pints.

STEERING—Worm and Roller type. Wheel diameter 17 inches.

SPRINGS—Front, Amola Coil Steel independently sprung. Rear, Semi-elliptic Amola Steel $53\frac{5}{8}$ inches long and $1\frac{3}{4}$ inches wide with metal covers.

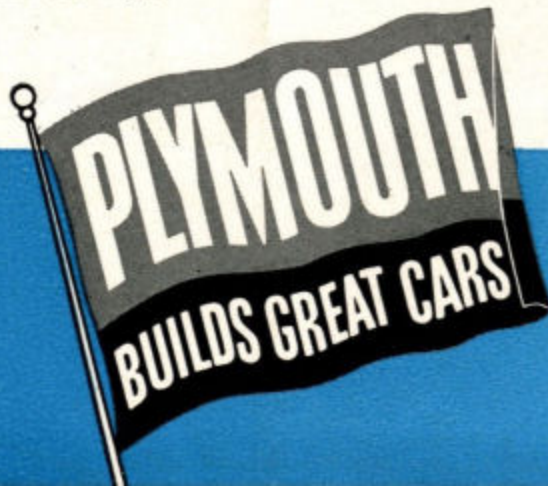
SHOCK ABSORBERS—Hydraulic, double-acting, telescopic with one inch diameter piston.

REAR AXLE—Silent Hypoid Semi-floating with Amola and Nickel Molybdenum steel Gears. Gear ratio 3.9 to 1 Standard, and 4.1 to 1 on Station Wagon. Lubricant capacity $3\frac{1}{4}$ pints.

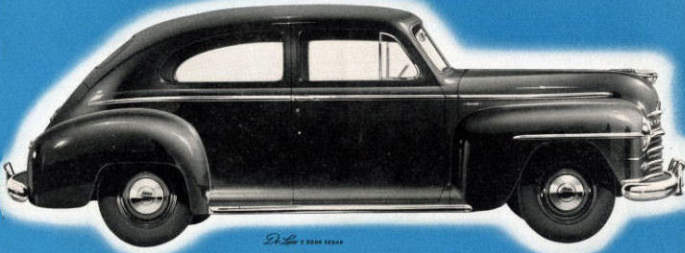
BATTERY—6 Volt, 15 plate, 100 ampere-hour capacity.

COOLING—Pump actuated circulation. Oilite Bronze bearing front and rear of pump. Full-length water jacket. Four blade, 17-inch fan. Cooling system water capacity is $3\frac{3}{4}$ gallons.

All specifications subject to change without notice.



THE PLYMOUTH *DeLuxe*



DeLuxe 2 DOOR SEDAN



DeLuxe 4 DOOR SEDAN



DeLuxe COUPE

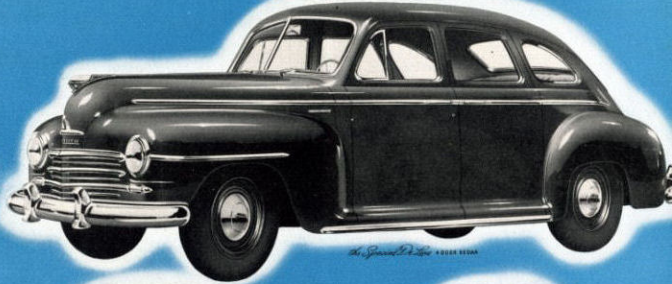


DeLuxe COUPE



the Special DeLuxe STATION WAGON

THE PLYMOUTH *Special DeLuxe*



the Special DeLuxe 4 DOOR SEDAN



the Special DeLuxe 2 DOOR SEDAN



the Special DeLuxe 2 DOOR COUPE



the Special DeLuxe COUPE



the Special DeLuxe CONVERTIBLE

PLYMOUTH
BUILDS GREAT CARS

For Town or Country

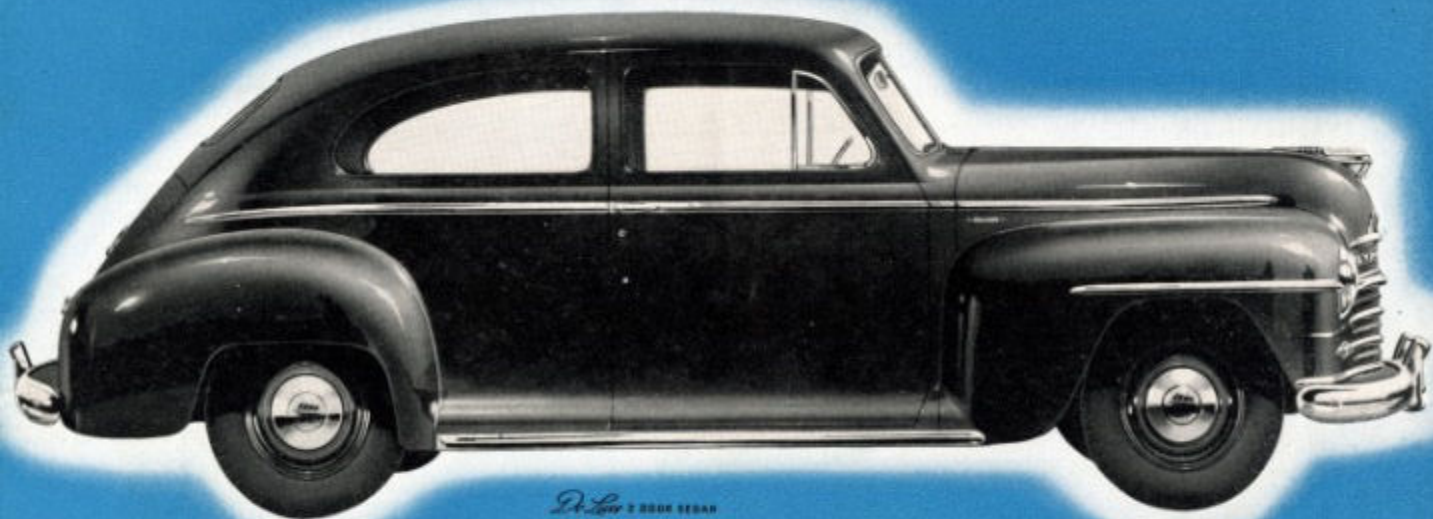
PLYMOUTH PRESENTS

Aristocrat of the line—and yet the most serviceable, all-around passenger car on wheels, is the New Plymouth Special DeLuxe Station Wagon. There are comfortable leatherette chair-height seats for eight, safely housed in a custom body of mahogany or natural finish. Either of the two roomy rear seats is removable for loading luggage, sports equipment, business material or whatever you may wish to carry.

Here's real appeal—in the sportiest, most beautiful convertible coupe that Plymouth has ever built! The convertible top is automatic and goes up or down at the touch of a button. It fits snugly, too, for Year 'round practicality. Smart upholstery blends with body colors. You'll drive the standout in any crowd when you're behind the wheel of this ultra-modern Plymouth Convertible Coupe!

PLYMOUTH... The LOW Priced Car Most Like HIGH Priced Cars!

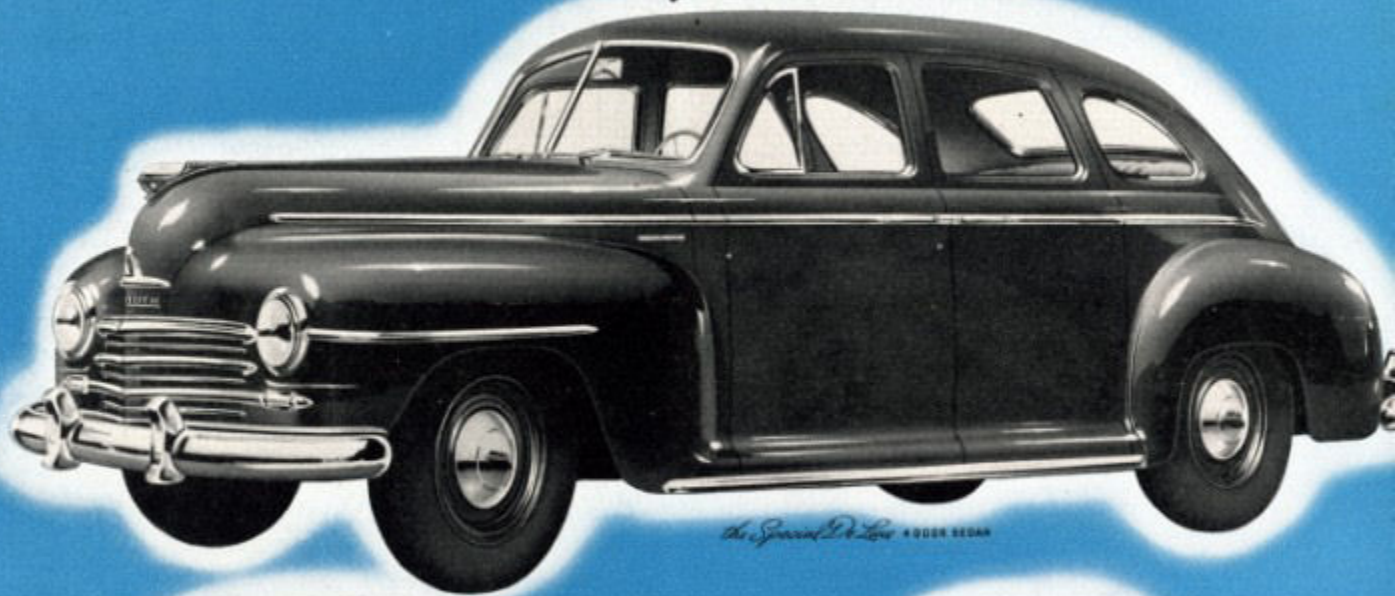
THE PLYMOUTH *De Luxe*



De Luxe 4 DOOR SEDAN



THE PLYMOUTH *Special De Luxe*



the Special De Luxe 4 DOOR SEDAN



De Luxe 4 DOOR SEDAN

De Luxe COUPE



De Luxe CLUB COUPE



the Special De Luxe STATION WAGON



For Town or Country

PLYMOUTH PRE

Aristocrat of the line—and yet the most serviceable, all-around passenger car on wheels, is the New Plymouth Special De Luxe Station Wagon. There are comfortable leatherette chair-height seats for eight, safely housed in a custom body of mahogany or natural finish. Either of the two roomy rear seats is removable for loading luggage, sports equipment, business material or whatever you may wish to carry.

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PLYMOUTH... *The* LOW Priced Car M

PLYMOUTH
BUILDS GREAT CARS

City or Country

PLYMOUTH PRESENTS

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the Special De Luxe 2 DOOR SEDAN

the Special De Luxe CLUB COUPE



the Special De Luxe CLUB



the Special De Luxe CONVERTIBLE COUPE

ed Car Most Like HIGH Priced Cars!