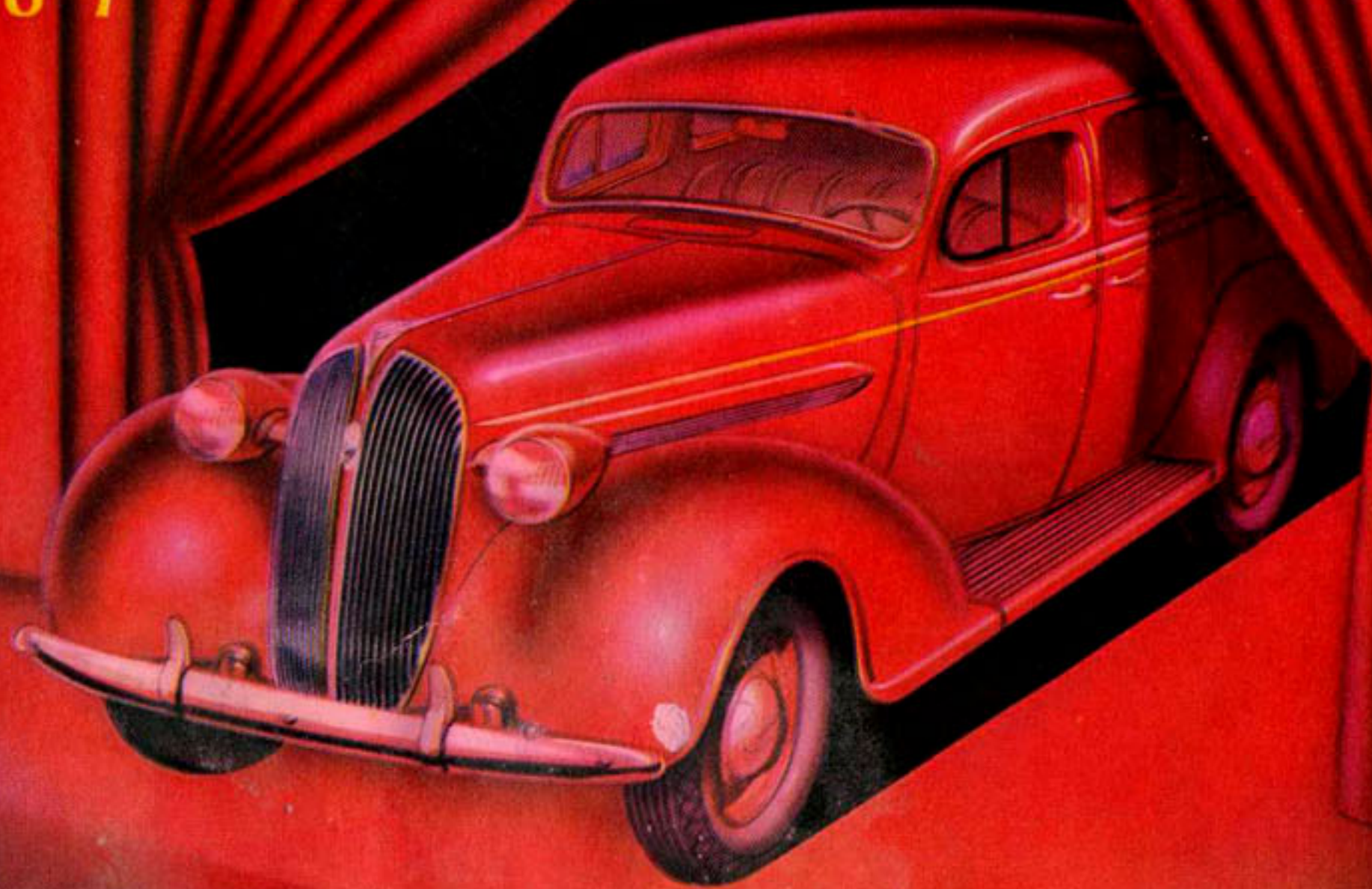
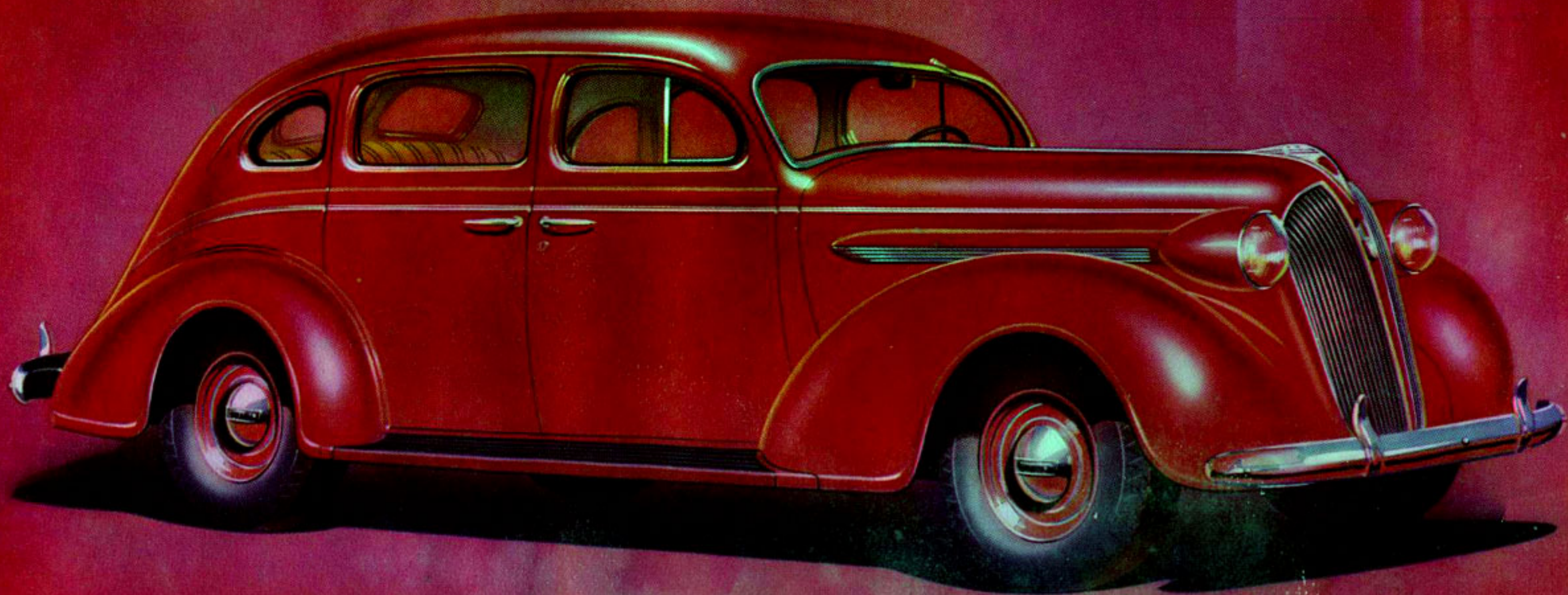


PLYMOUTH

For 1937





PLYMOUTH *De Luxe* FOUR DOOR SEDAN

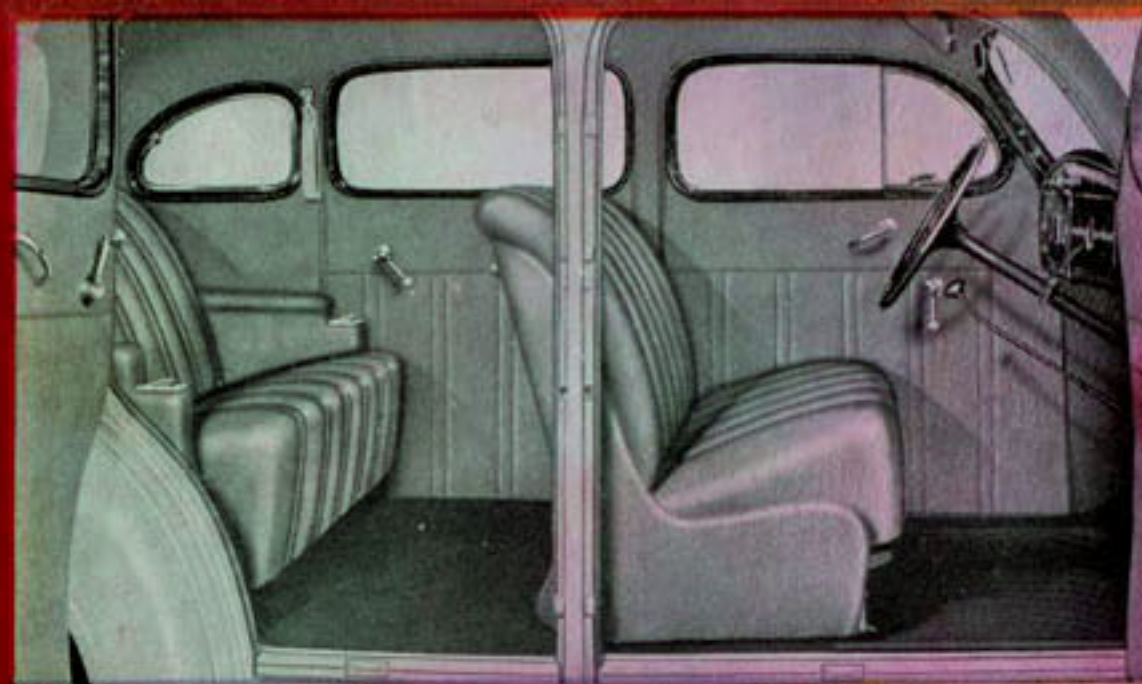
Still Priced with the Lowest
... with LUXURY that only

Extra Size can give

Never before in all its history has Plymouth provided so much value for the buyer of a low-priced car.

If, to you, value is first of all a matter of comfort and room, you will be particularly well pleased in this beautiful new Plymouth. No low-priced car has ever been of such luxurious size. You will form new ideas of how comfortable and roomy a car can be when you try the chair height seats, the front seat 47 inches, the rear seat 48½ inches wide!

You'll find not only ample seat-room for six big people, but extra leg-room and head-room as well. And in the spacious rear compartment, the center passenger rides as comfortably as those at either side. For in a Plymouth there is no shaft tunnel rising above the floor. Plymouth's Hypoid rear axle lowers the drive shaft, makes a shaft tunnel unnecessary!



Spacious . . . comfortable . . . luxurious! Wider, chair height seats, upholstered for greatest comfort. Extra leg-room and head-room. Rich, new, long-wearing fabrics. Modern, jewel-like fittings.



It's all usable room, as gasoline filler pipe does not run through the trunk. Sedans without trunks have luggage compartments as big and roomy as the trunks found on many other cars.

TUNNEL NOW ELIMINATED!

No tunnel—yet Plymouth has a low floor and chair height seats. New Hypoid rear axle, much stronger and longer lived than the usual spiral bevel gear axles, lowers the drive shaft, makes a tunnel unnecessary.





PLYMOUTH *DeLuxe* TWO DOOR SEDAN

BEAUTY that makes you

Proud to Own it

Newest note in motor car design—Plymouth's *Safety Styling*. You see it in the inward curve of door handles . . . in the heavily padded roll of the front seat back . . . in the instrument panel, free of protruding knobs and controls, and with a *rounded edge* raised above knee-height of passengers.

The sparkling *beauty* of this big new Plymouth is an abiding source of pride. The harmonious *total* of its striking design causes the eye to linger . . . to search out the details that make this great car so modernly beautiful, so distinctive. You note the handsome radiator grille, topped by its graceful ornament. You follow the flowing curves of the gleaming body, up over the long hood, across the unbroken lines of the solid steel top, down the sweeping curve at the rear.

You observe how the new, heavy fenders blend into the body lines—with no interrupting surfaces between front fenders and louvre panel. There's appealing freshness to the handling of the louvres. And those gleaming discs with their sparkling chromium plate might be ornaments instead of sturdy wheels of heavy steel!



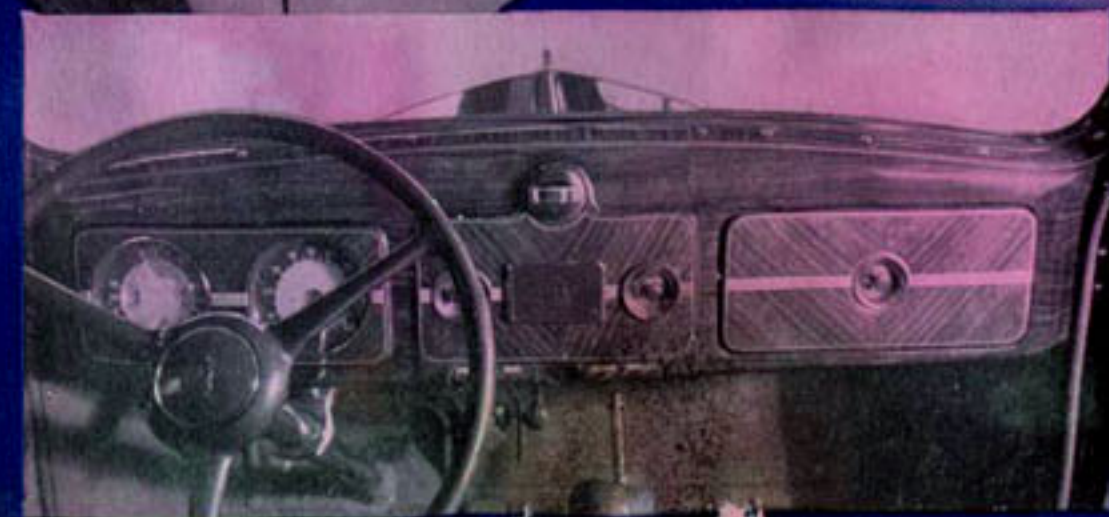
Rich modernity! In massive fenders that blend gracefully with body lines; in the long, sleek hood!

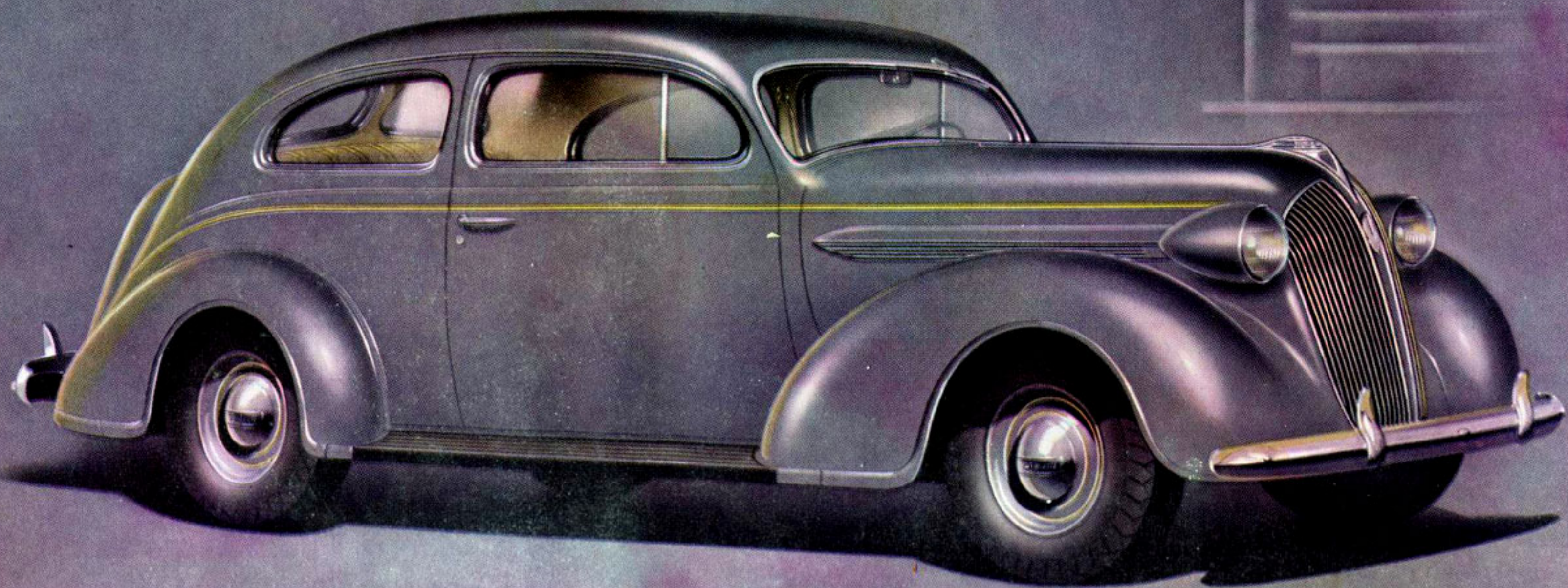
The rounded curve of the one piece steel top sweeps down to blend harmoniously with the trunk.



Safety Styling! Door handles curve inward, cannot catch sleeves or other parts of clothing. And note their beauty!

Safety Styling sets all controls flush with the instrument panel. Nothing protrudes!





PLYMOUTH *DeLuxe* TWO DOOR TOURING SEDAN

SAFETY STEEL OVERHEAD

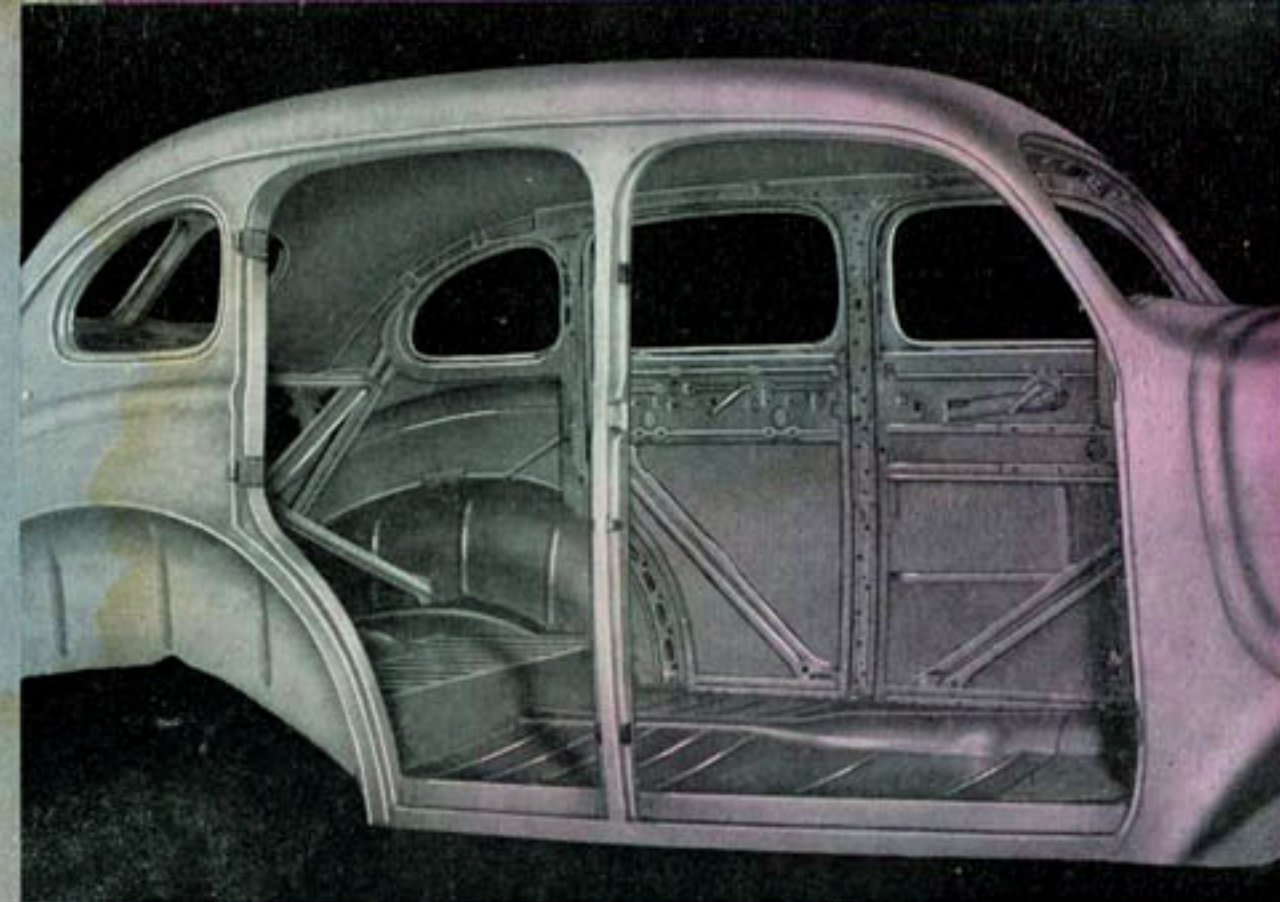
and . . .

All Around You

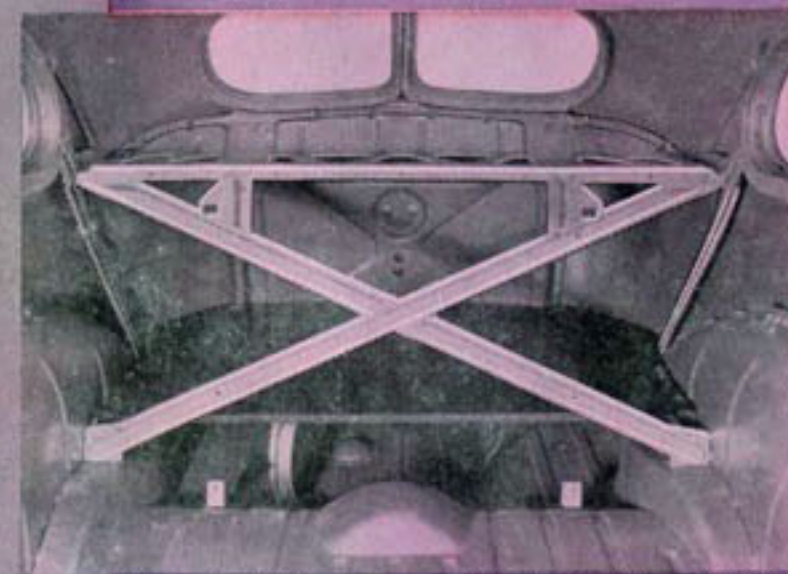
Plymouth was a pioneer in the use of all-steel bodies in the low price field. Much of Plymouth's sensational success is due to the public demand for this protection. In all cars, the parts of the body you *see*—the *outside*—are of steel. But in a Plymouth, all the structural parts that *cannot be seen* are also of steel. And it is the use of steel in these *unseen* parts of the body that is essential to safest construction.

In a Plymouth, you and your family ride completely surrounded by Safety Steel—steel top, steel floor, steel posts, steel panels, all *reinforced* by steel.

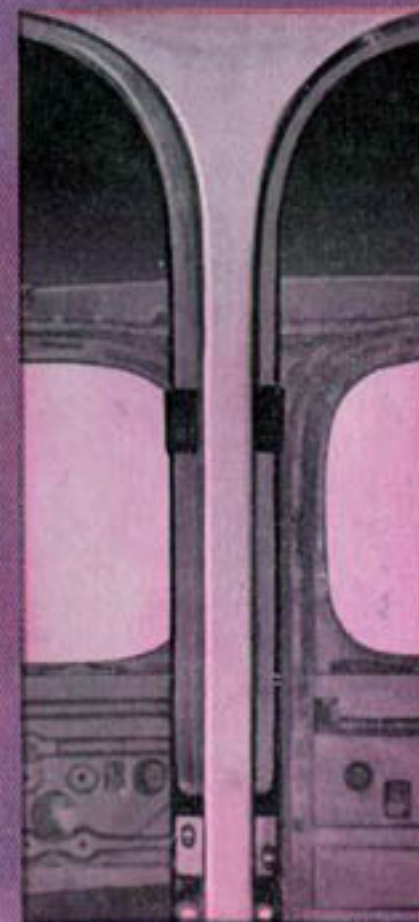
And to *safety* Plymouth adds *silence*. Wherever body noise could occur or road noise be transmitted, Plymouth's Safety Steel body is made quiet by the exact insulating material best suited to absorb the noise. In all, five kinds of special sound-deadening material, in addition to rubber, are used to eliminate noises. That is why Plymouth has the most *silent* ride of any low-priced car.



One piece steel top, steel pillars, panels and floor, all reinforced with steel!



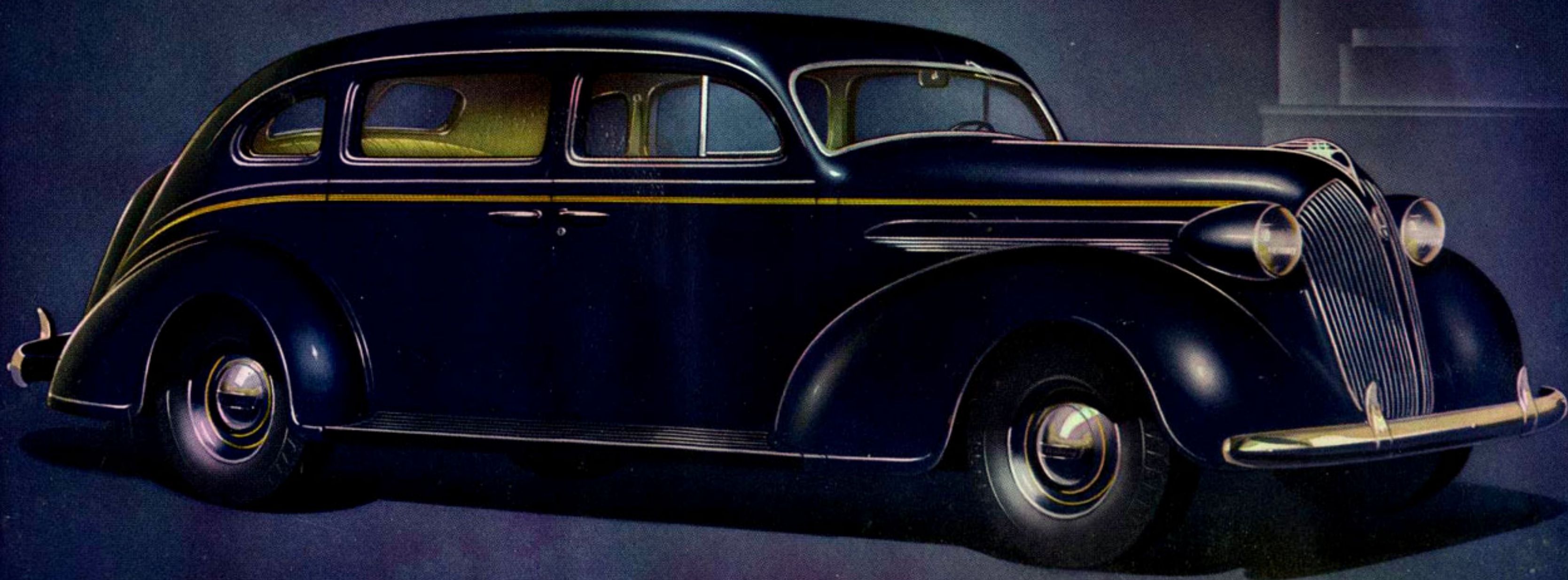
This massive X-brace in the rear of sedan models having built-in trunks provides unusual rigidity.



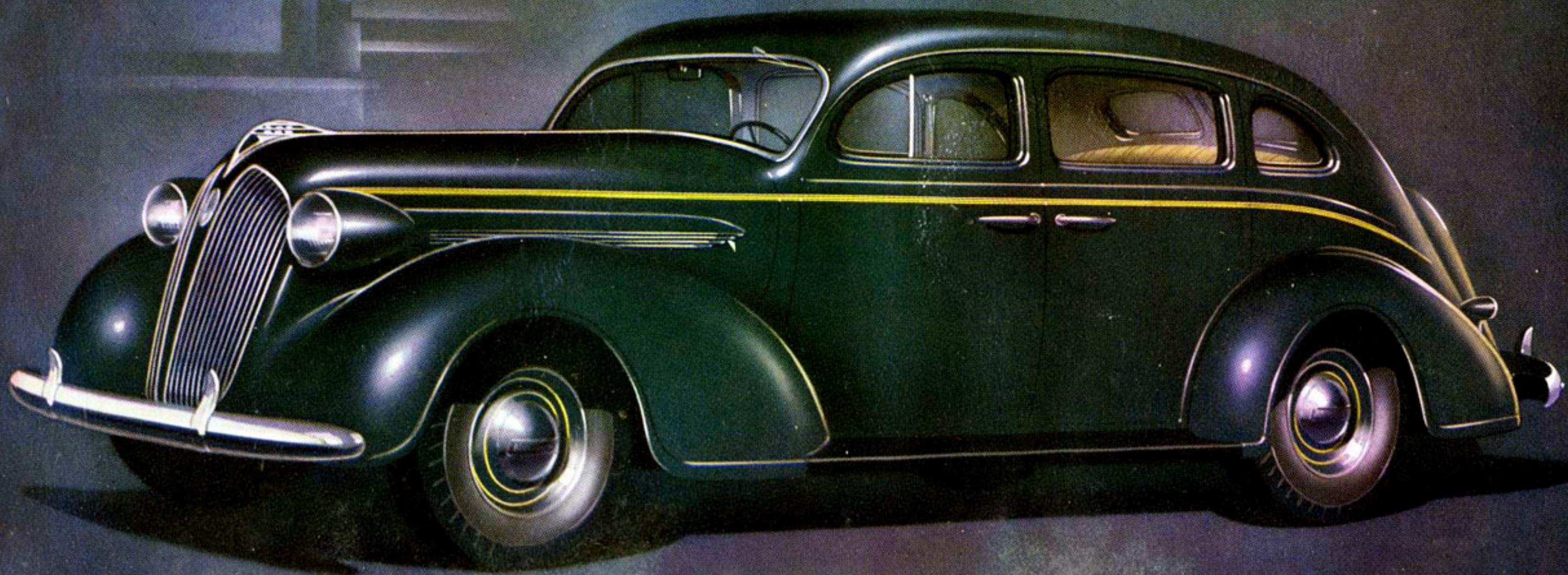
This offset construction adds to the strength of the sturdy steel center posts.



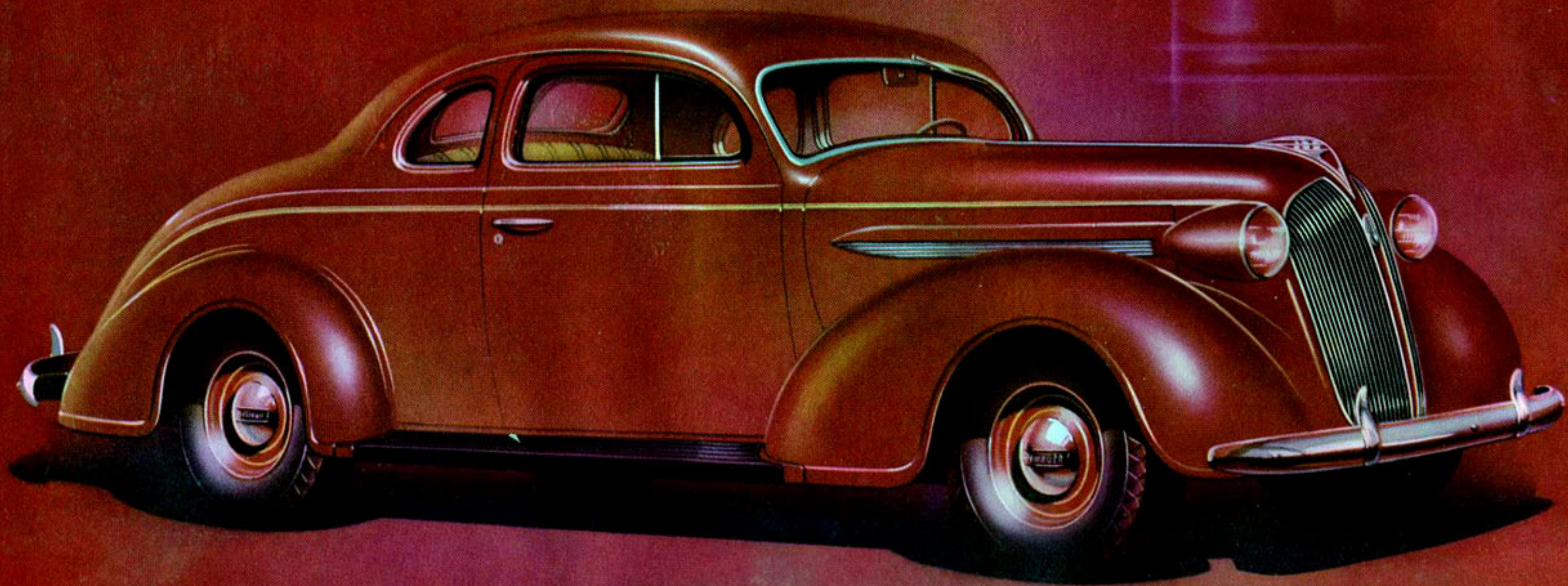
For years, the engineers have tested Plymouth bodies by subjecting them to every kind of strain.



PLYMOUTH *De Luxe* SEVEN PASSENGER SEDAN



PLYMOUTH *De Luxe* FOUR DOOR TOURING SEDAN



PLYMOUTH *DeLuxe* COUPE

SAFEST STOPPING because
CONTROLLED..with DOUBLE-ACTION

Hydraulic Brakes

A few years ago only a small minority of all American cars had hydraulic brakes. Plymouth's dramatic success called public attention to the superiority of hydraulic brakes over other types . . . and the public demand for this safer type of stopping became increasingly insistent year by year. Today, all but one quantity manufacturer has changed over to some kind of hydraulic brakes.

But the experiences of car owners have proved that there are important differences in hydraulic brakes as found on various cars today. Not all other car manufacturers have the advantage of long experience with this type of brakes that Plymouth has. Since 1924, all automobiles built by Chrysler Motors have had hydraulic brakes. Every Plymouth ever built has had them.

The result of this long experience is seen in the quick, smooth stopping of a Plymouth—stopping that is entirely controlled by the driver under circumstances.

STOP

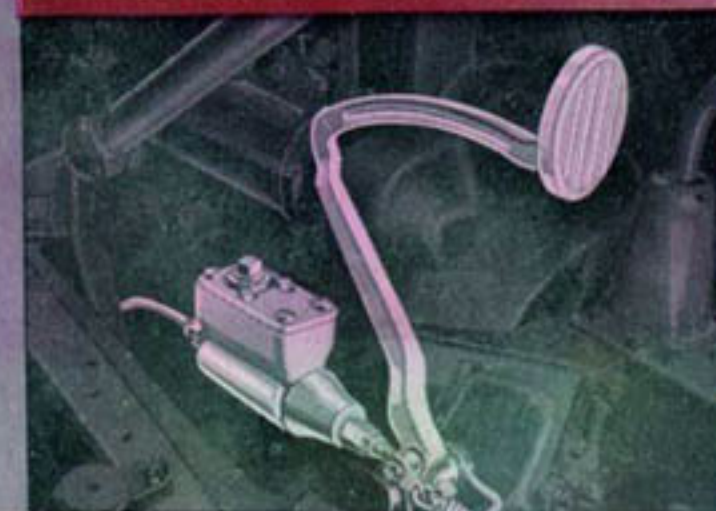
STOP

STOP

STOP

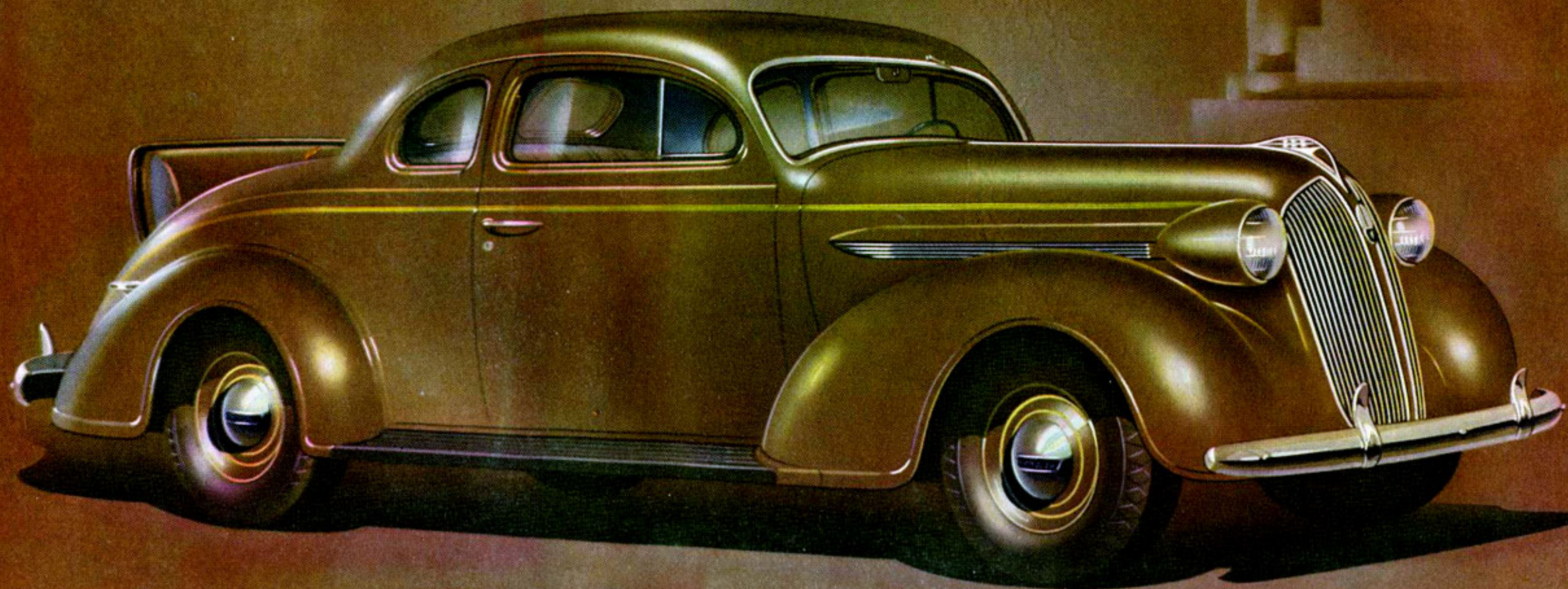


Hydraulic pressure is exerted against both brake shoes. To offset the tendency of the front shoe to throw itself against the drum, to equalize wear of facings, the rear piston in the hydraulic wheel cylinder is larger than the front piston.



Pressure at all brake shoes is in direct proportion to pressure exerted at the pedal . . . controlled by the driver.

Pressure exerted by the driver at the brake pedal is transmitted equally and at the same instant to all four wheels.



PLYMOUTH *DeLuxe* RUMBLE SEAT COUPE

Full length water jackets keep oil as much as 50° cooler.

ON RECORD as America's

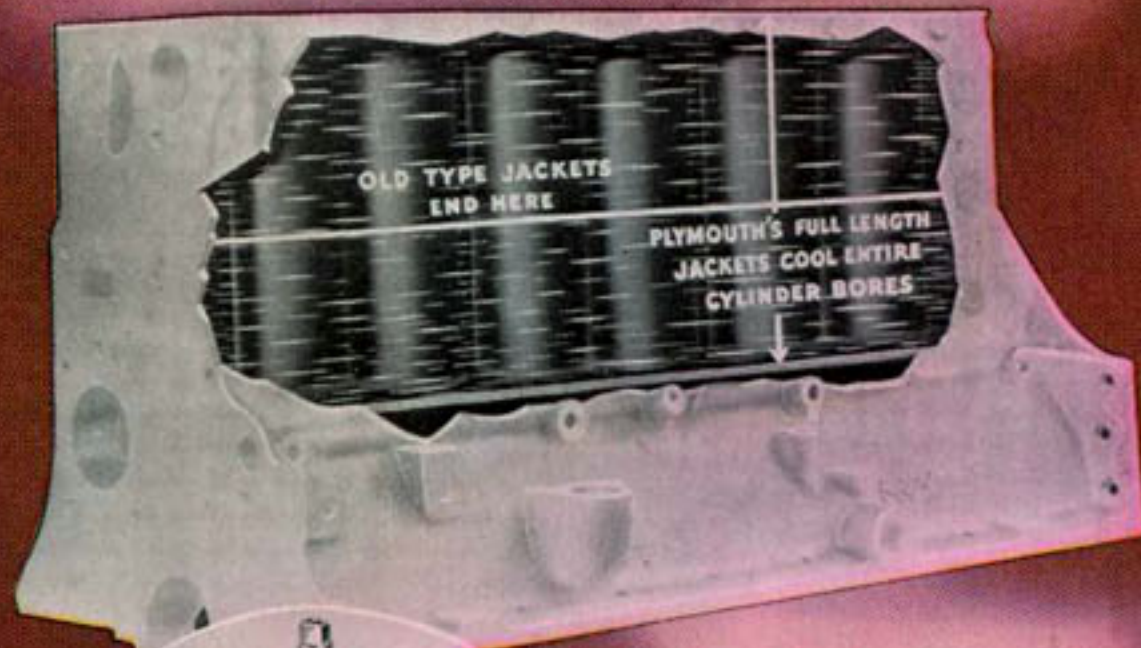
Most Economical

full-size car

18 to 24 miles to the gallon of gasoline is the astonishing mileage reported by 1936 Plymouth owners all over the country—with amazingly little oil used!

For 1937, Plymouth again has more features for fuel economy, oil economy and upkeep economy than any other low-priced car. There's the super-high compression ratio of 6.7 to 1—possible without spark knock from ordinary gasoline because of Calibrated Ignition . . . without engine roughness because of Plymouth's patented Floating Power engine mountings.

Full length water jackets and directional water circulation assure uniform cooling and important oil economy. Heat resisting exhaust valve seat inserts, aluminum alloy, Anodic coated pistons and removable, precision type bearings are among the other great engineering accomplishments which give Plymouth its unmatched reputation for record-making economy and long life.



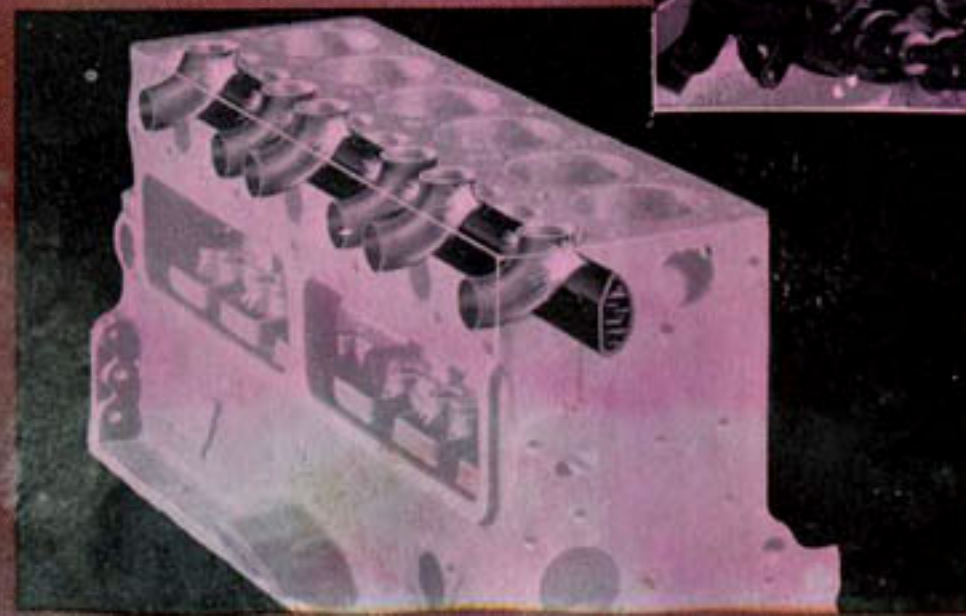
Calibrated Ignition permits spark advance to point of maximum operating efficiency under all conditions, without requiring the use of anti-knock fuel!

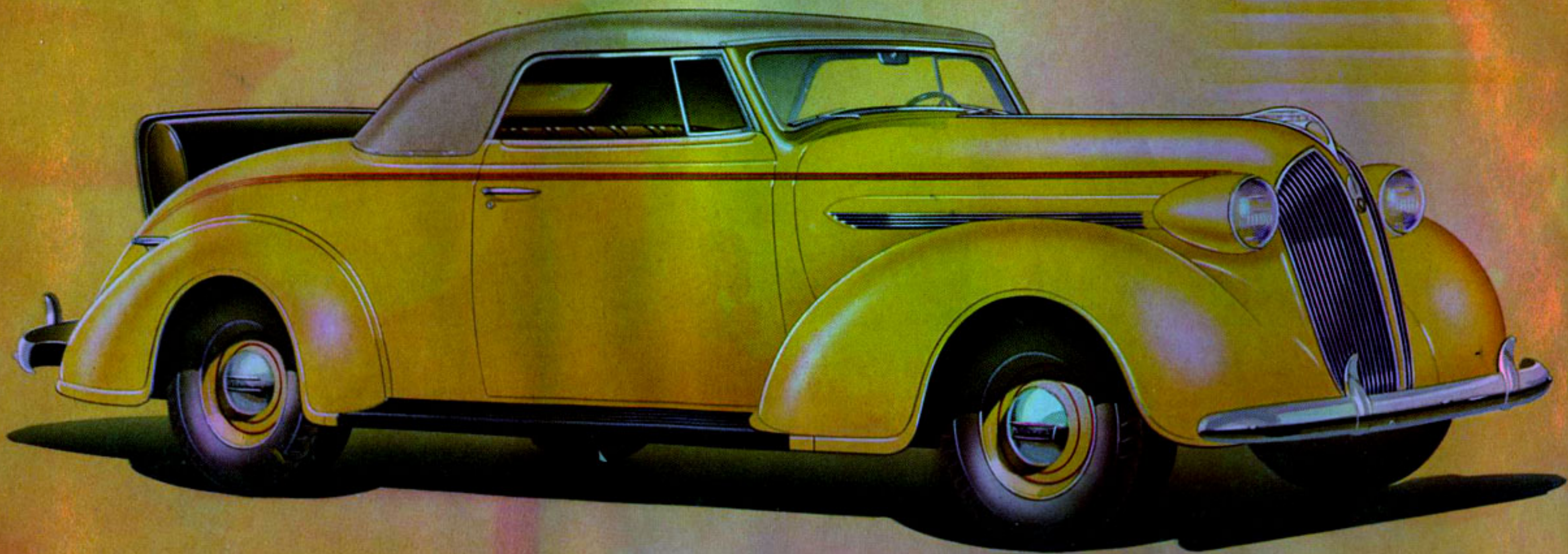


An oil filter of the latest efficiency design cleans the oil and reduces need of oil changes.



Directional Circulation—water is directed first to exhaust valve seats, cooling them equally.





PLYMOUTH *De Luxe* CONVERTIBLE COUPE

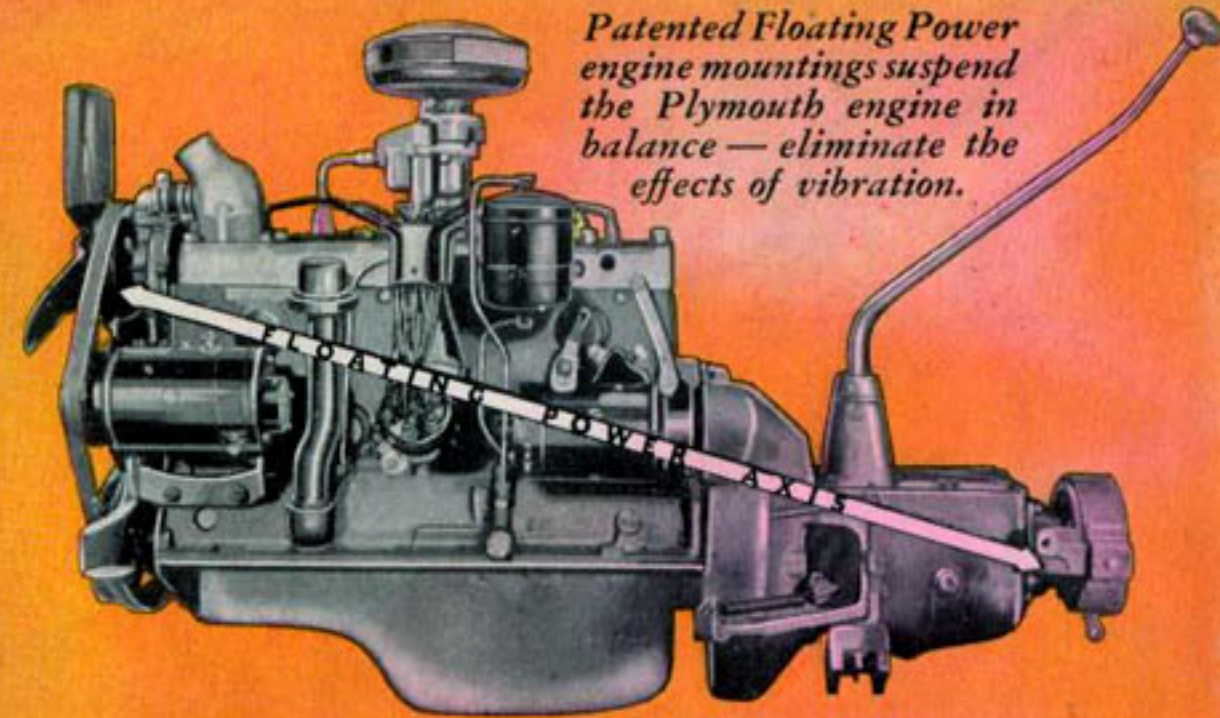
1937 ENGINEERING brings you

A Great New Ride

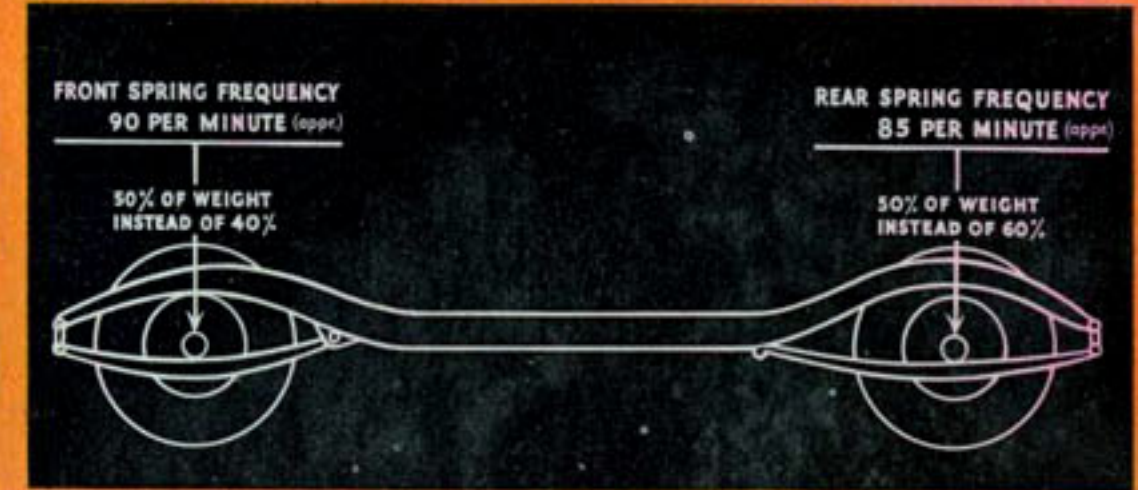
A boulevard ride no matter where you go! No other low-priced car has so many engineering advancements to make the *ride* level and shockless under all conditions.

Scientific distribution of weight and new type, thin-leaved springs of special Amola steel have made the Plymouth ride unequalled among low-priced cars for smoothness and comfort. And for 1937, the big, beautiful new Plymouth gives you the added ride advantage of big Aero-Hydraulic shock absorbers and rubber-poised body mountings. The results—less work for springs to do . . . far less movement of the body as your car passes over the rough spots in the road.

And with Plymouth's patented Floating Power engine mountings, the *balanced* weight of the engine overcomes the power shocks that occur in every motor car engine so that they cannot be transmitted to the frame and body of the car. Thus you are freed from the tiring effects of engine vibration. In a Plymouth, you reach your destination untired, refreshed—even after driving all day.



Patented Floating Power engine mountings suspend the Plymouth engine in balance—eliminate the effects of vibration.



Balanced weight and balanced spring action are achieved by moving weight forward and using springs of special Amola steel.

Right: Big Aero-Hydraulic shock absorbers on all four wheels utilize a large volume of liquid to absorb shocks.



Rubber poised! Between rigid-X frame and Safety Steel body are spool-shaped mountings of live rubber. The body "floats" free of the frame—cannot pick up road shocks and noises.



A TIME-PAYMENT SERVICE *Endorsed* BY CHRYSLER MOTORS

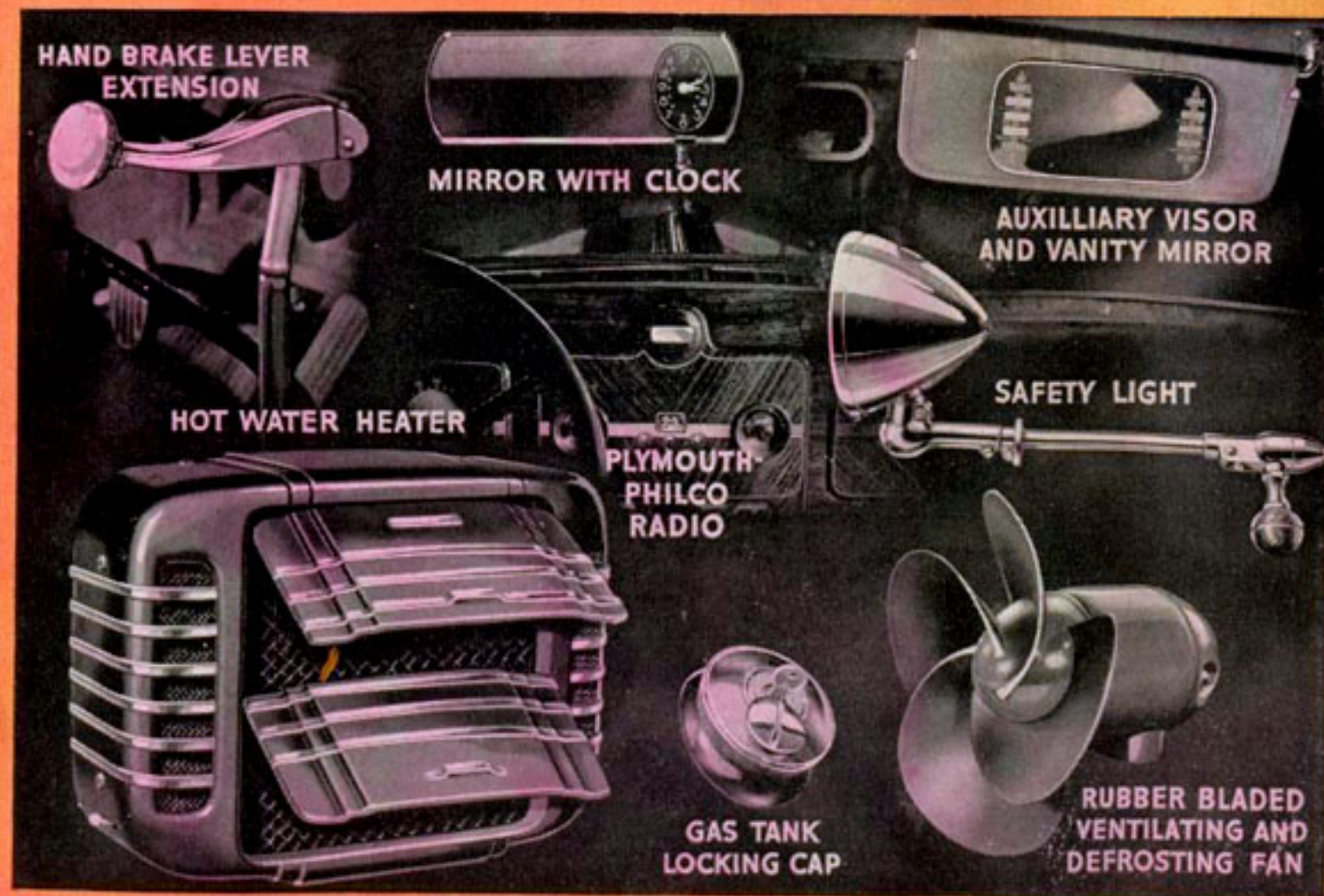
When you buy your new car, remember that there are differences in time payment plans. The official Chrysler Motors-Commercial Credit Company finance plan is backed by two great institutions. Through volume operations the rates are low. Payments are arranged to suit your convenience.

The official finance plan can be applied to the purchase of de luxe accessories and equipment as well as to new cars. Nearly everyone has his own ideas about the extras he wants on his car. And, of course, it is always most satisfactory to use

specially built equipment approved by the engineers who designed the car.

If you desire to individualize your new Plymouth by the addition of special equipment, the slight extra cost will add only a small amount to your monthly payments under the official Chrysler Motors-Commercial Credit Company finance plan.

On this page are shown some of the popular items of special equipment which you may have on your De Luxe Plymouth at slight extra cost. All are specially engineered for Plymouth to add to your pleasure and pride of ownership.



WHATEVER CAR YOU BUY.. *Drive Safely!*

Safety on American streets and highways depends to a large extent upon the owners and drivers of the nation's automobiles. Every driver can do his share to make motoring completely safe by *driving safely* himself at all times.

Safe driving under all conditions is impossible without a *safe car*. So rapid has been the increase of safety factors built into modern cars that some cars only two or three years old fall far short of today's models from the standpoint of safety.

Even today, some cars are more completely engineered for safety than others. That is a fact to keep in mind when deciding on a new car . . . for almost everybody wants the most *safety* his money can buy. And that is why low price car owners in steadily increasing thousands are changing to Plymouth!