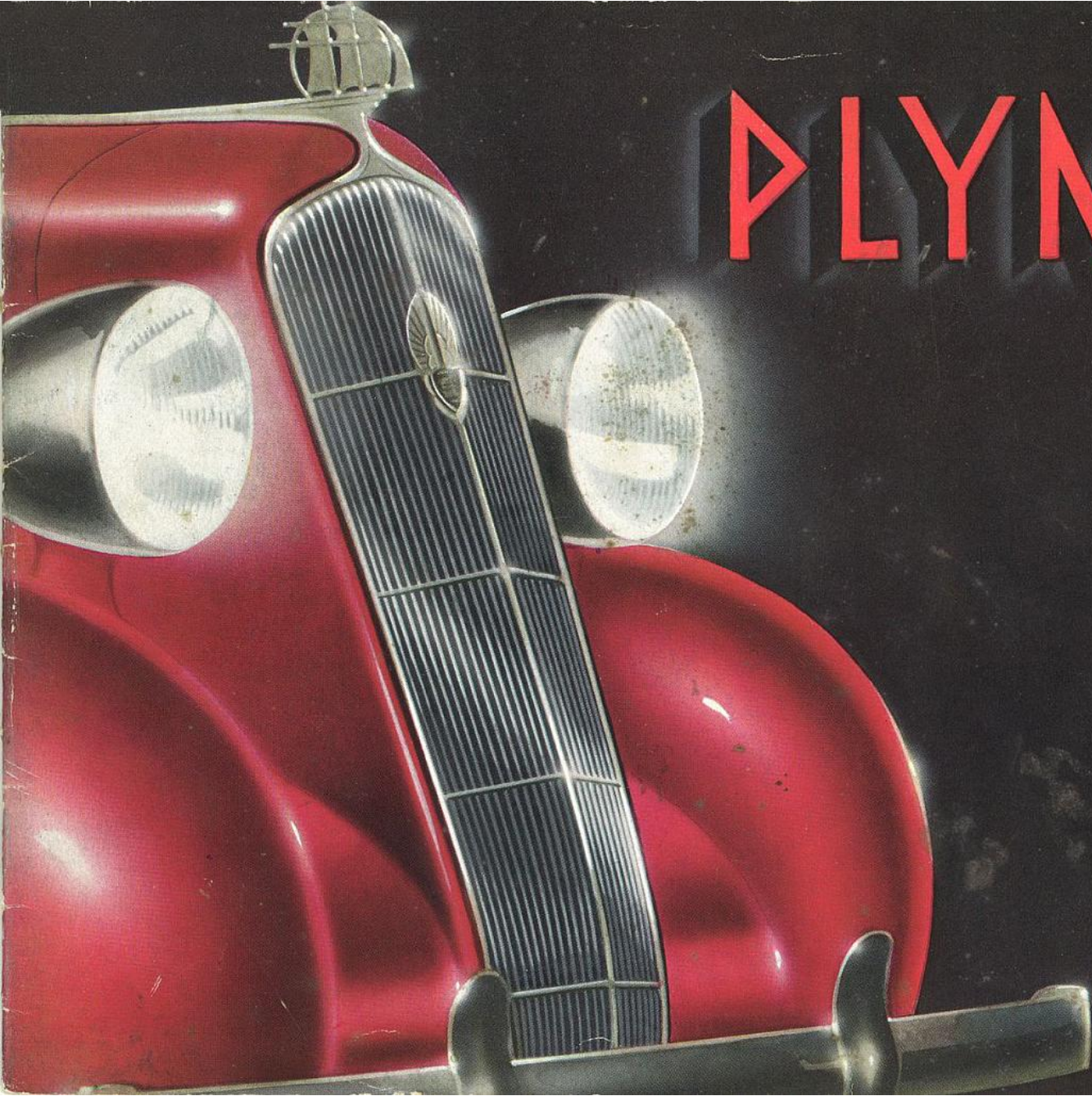
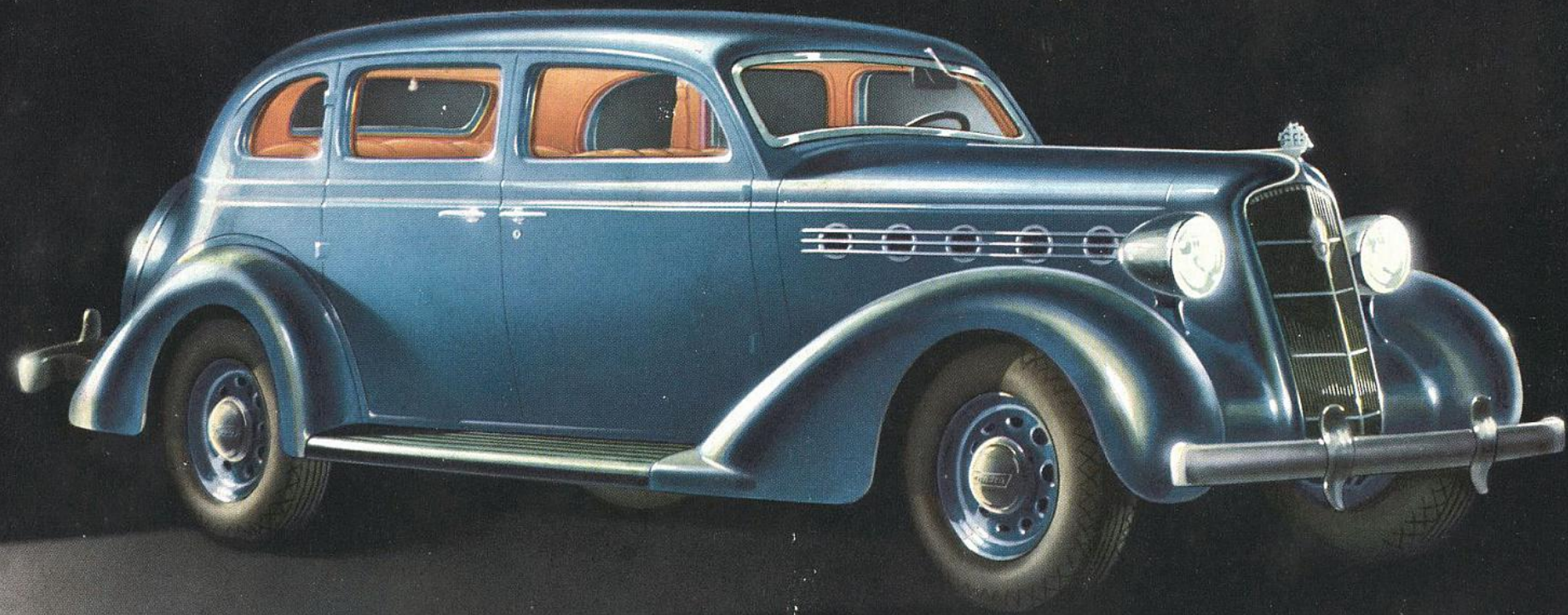


PLYMOUTH





PLYMOUTH *DeLuxe* 4 DOOR SEDAN

STYLE *will change habits this year*

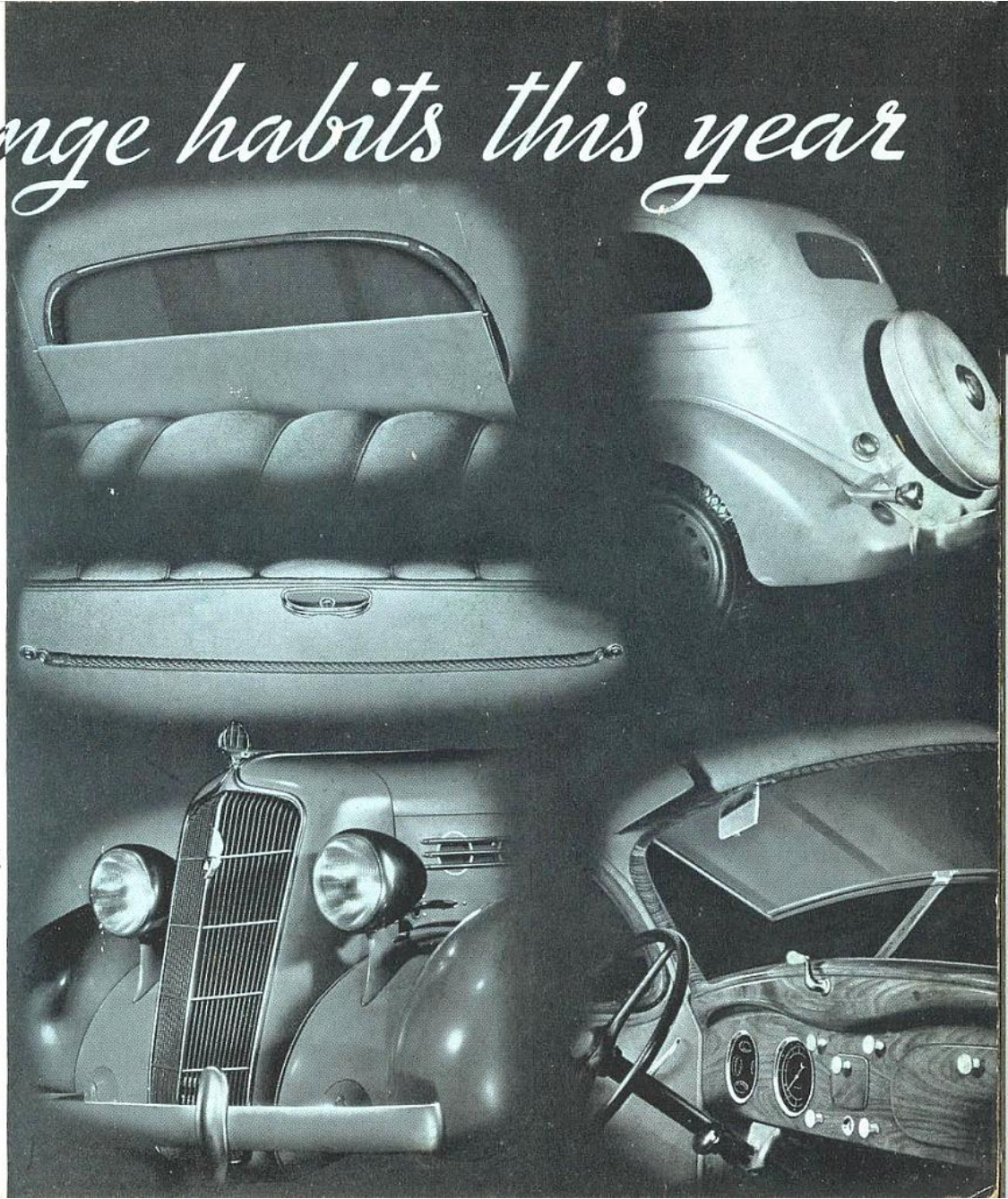
In six years a million people changed from the make of car they had been driving, and bought Plymouths. No other car ever built up so swiftly such a record of public confidence. Out of the experiences of these owners, the Plymouth automobile has become known everywhere as "the best engineered low priced car."

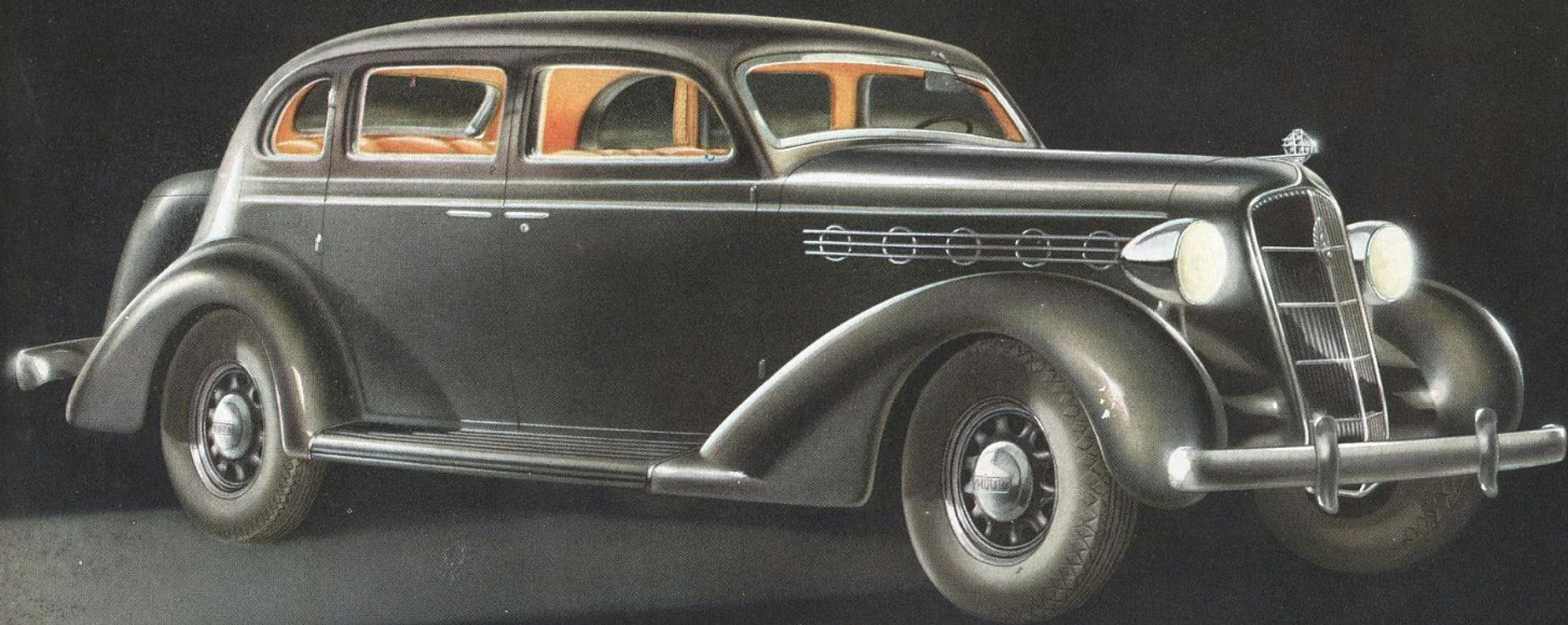
No low price car had ever offered people a double-drop frame when Plymouth introduced it five years ago; the others followed. Plymouth introduced rubber engine mountings for smoother engine performance; the others followed. Plymouth popularized the steel body and the others are following . . .

For four years Plymouth has been the only one of the three low price cars with Floating Power engine mountings; for six years the only low price car with Hydraulic Brakes. No wonder that Plymouth has changed the car-buying habits of people who compared Plymouth with their old favorites!

And in 1935, the best engineered low price car is also the unquestioned style leader of the field.

If you want the most beautiful low price car of all time—you will choose Plymouth!





PLYMOUTH *De Luxe* 4 DOOR TOURING SEDAN

Low Price need not reduce ROOMINESS or SAFETY

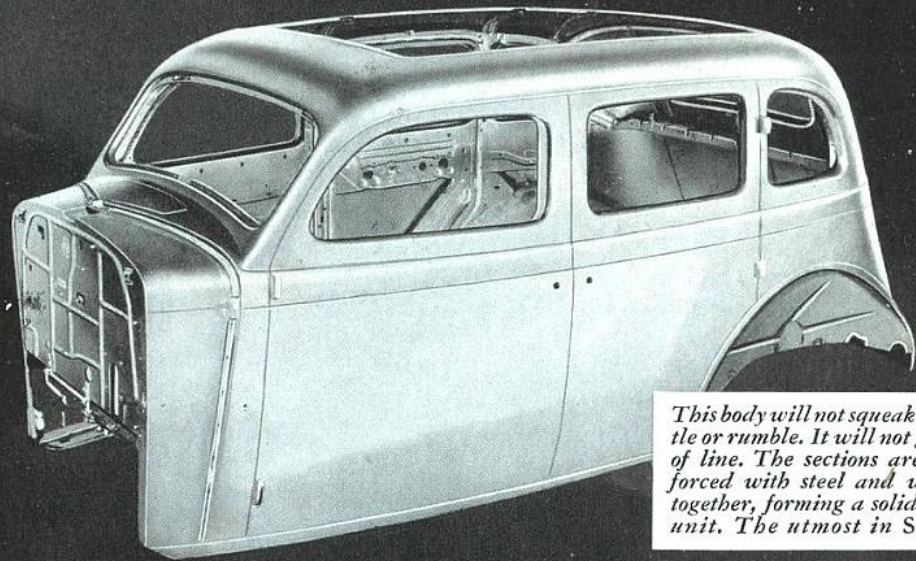
Cars that sold for fifteen hundred dollars ten years ago were smaller than this new Plymouth! Even in the matter of size Plymouth gives *extra value*.

Compared with last year's Plymouth the body is three inches wider—the seats roomier. The car is three inches longer—189 inches from bumper to bumper: It sets lower without sacrifice of headroom.

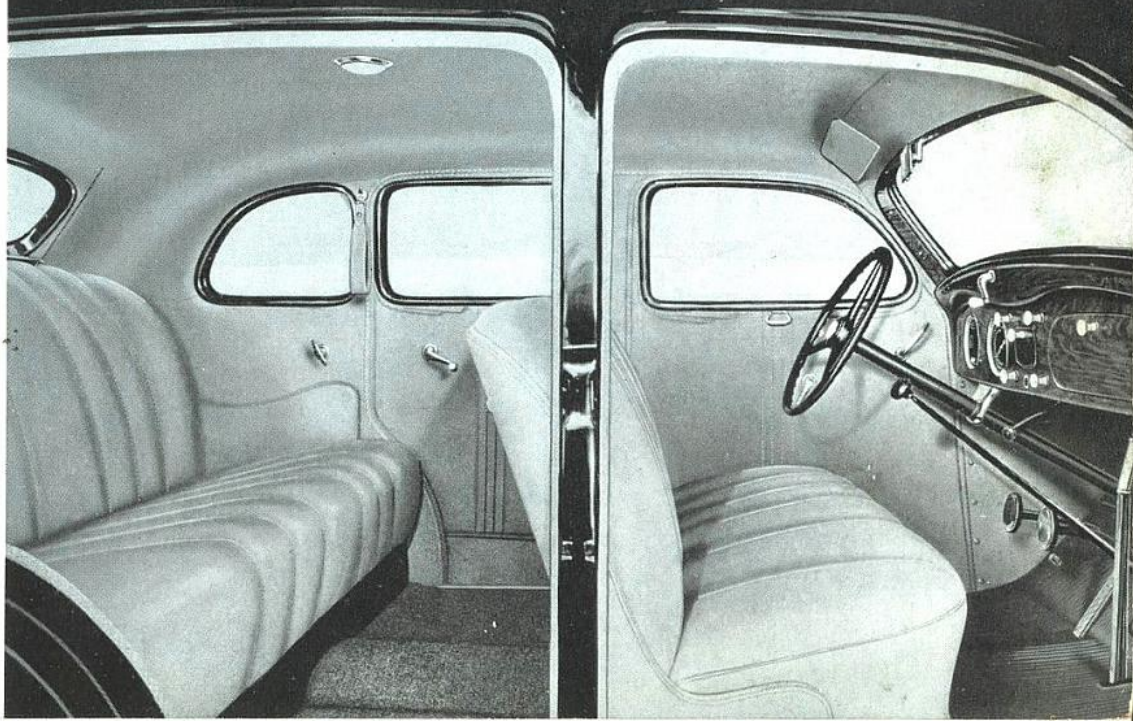
Lowness means fleet beauty but it also means safety against turning over. A still more important safety feature is the construction of the Plymouth body. It is of steel reinforced with steel—product of many years' experience in designing steel bodies for greatest strength without bulkiness, for long life, for permanent *safety*.

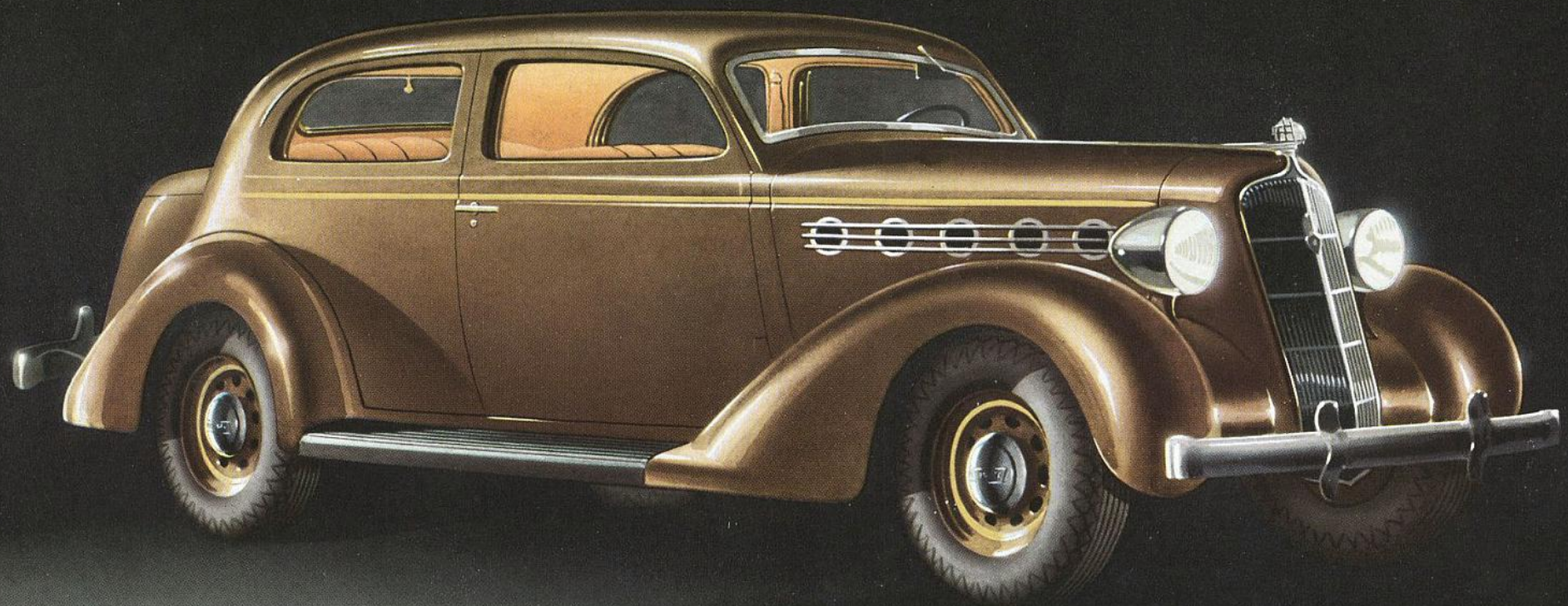
The new Plymouth body is interlocked horizontally and vertically to the frame with forty-six body bolts instead of the usual eighteen. No other low price car body in the world is so firmly and rigidly mounted on its frame—for safety dictated by *long experience in steel body engineering*.

Inquire carefully as to the body construction when you buy a car. Remember that the modern construction is steel reinforced throughout with steel.



This body will not squeak or rattle or rumble. It will not get out of line. The sections are reinforced with steel and welded together, forming a solid, rigid unit. The utmost in Safety!





PLYMOUTH *DeLuxe* 2 DOOR TOURING SEDAN

Now PLYMOUTH has the FLOATING RIDE...

The great difference between higher price cars and those of lower price was always in the matter of the ride. Wheelbase was considered the explanation, but the fact was that the front springs, being short, were stiff. Plymouth has now produced the first short spring in automobile history that is soft and resilient, but long lived. It is an utterly new design and it required the use of a new spring steel.

In the 1935 Plymouth, front springs and rear springs carry approximately the same weight, have the same frequency—all parts of the chassis ride the same! The back seat ride of the 1935 Plymouth is a revelation. Front end bounce is controlled by *double-acting* shock absorbers on the front springs.

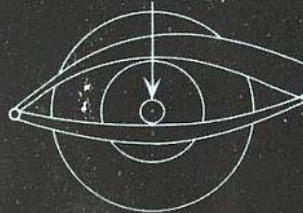
Sidesway is eliminated by the use of a torsion spring at the front which keeps the car level under all conditions. Even on straight driving you will be astonished by the feeling of "steadiness" provided by this great new development in riding comfort.

Here is a ride story that would have seemed improbable a year ago. It didn't even exist then! It is exclusive to Plymouth in the low price field.

Note that these new springs have each two full length leaves. The torsion bar permits only slight flexing of either of the front springs independent of the other. An utterly new design!

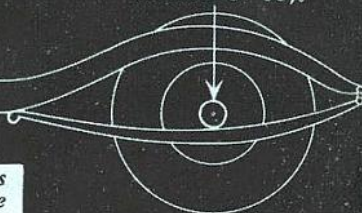
FRONT SPRING FREQUENCY
90 PER MINUTE (approx.)

50% OF WEIGHT
INSTEAD OF 40%

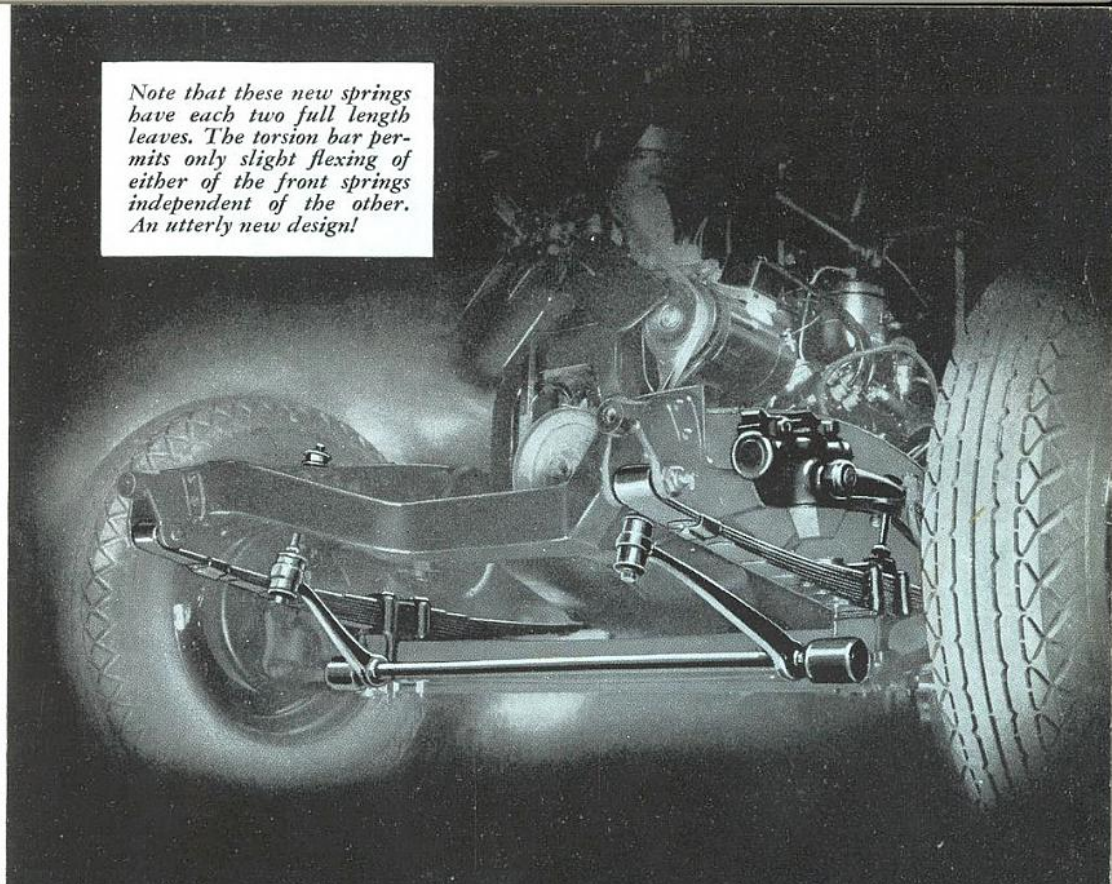


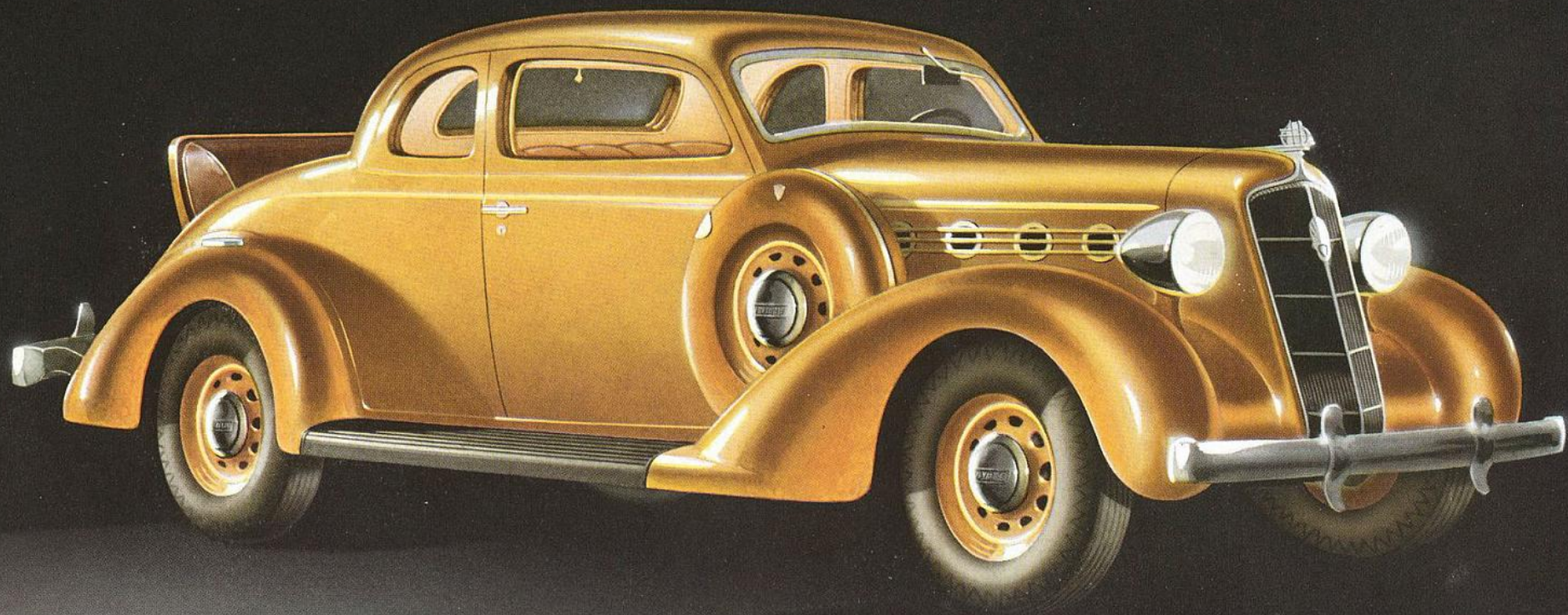
REAR SPRING FREQUENCY
85 PER MINUTE (approx.)

50% OF WEIGHT
INSTEAD OF 60%



Now front springs and rear springs each carry approximately the same weight, have the same frequency—all parts of the chassis ride the same!





PLYMOUTH *DeLuxe* RUMBLE SEAT COUPE

FLOATING POWER *spoils you for any*

other Low Price Car

The big swing of public preference to Plymouth started when Floating Power engine mountings were first announced. Here was a development which eliminated engine vibration—that shaking, buzzing vibration which people had always experienced from the days of the very first automobiles.

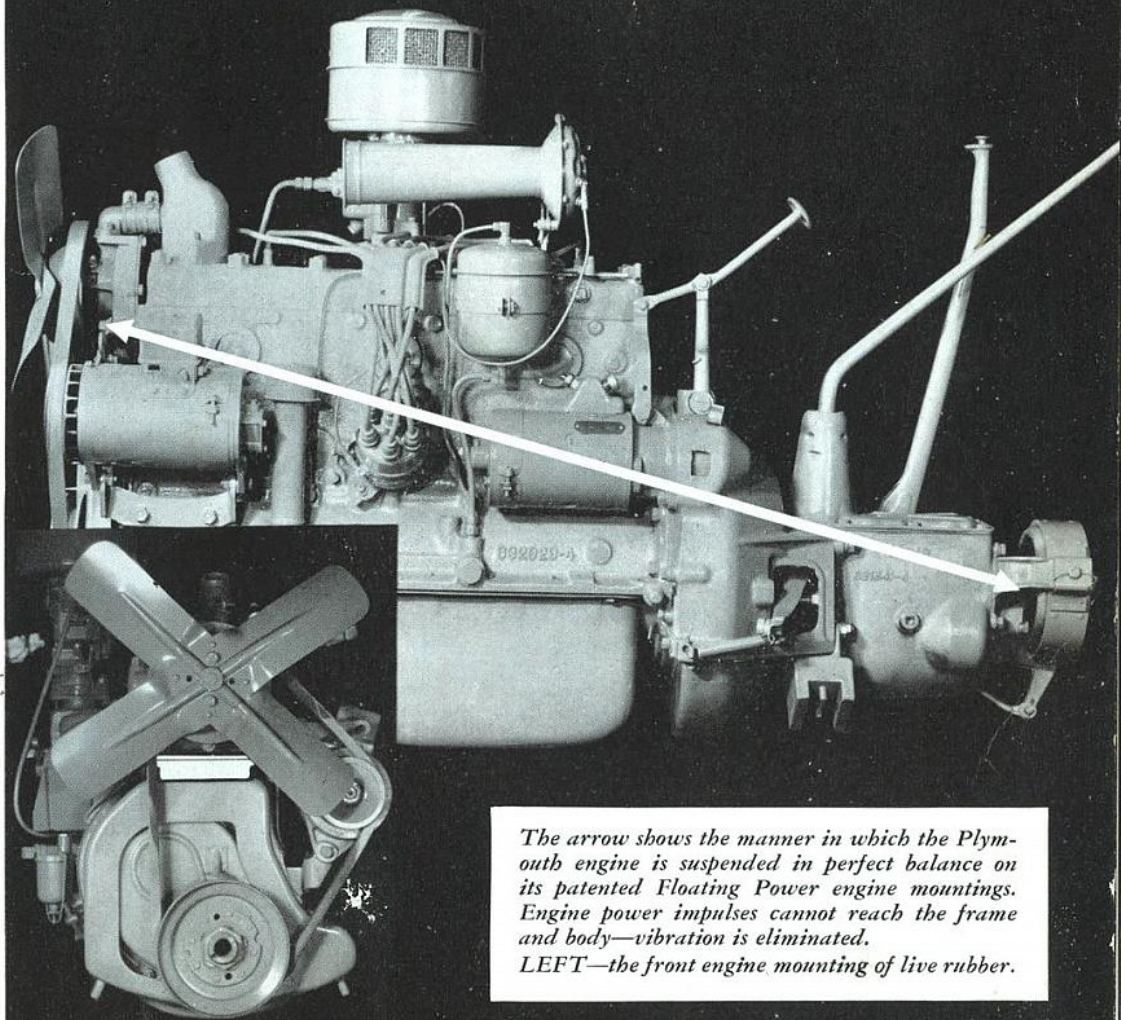
“It saves my nerves,” people declared.

“It rests me as I ride,” traveling salesmen would state after day-long drives covering hundreds of miles.

“It spoils you for any other car!” say thousands of Plymouth owners. For who wants a car that jangles your every nerve when a smooth vibrationless ride can be had! The Plymouth engine is suspended in balance, so that—free to rock on its live rubber mountings—it dissipates its own power impulses so that engine tremors never reach the passengers.

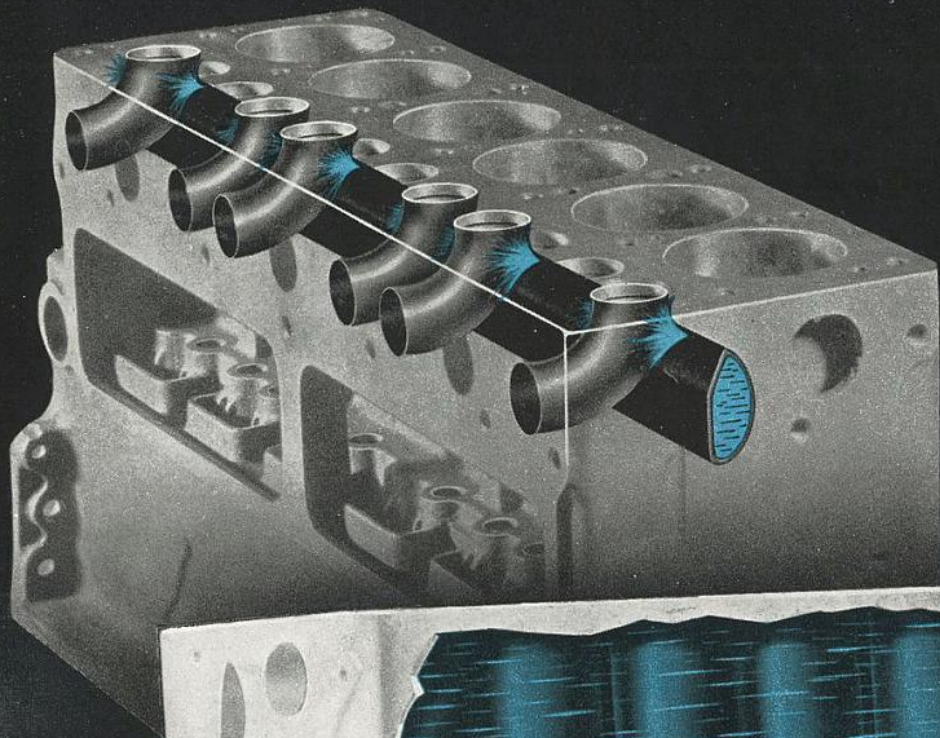
Science has found that vibration creates fatigue—lowers your alertness, impairs your ability to drive carefully—even though you may not be conscious of it.

Again in 1935 Plymouth is the only one of the three leading low price cars which gives you Floating Power.



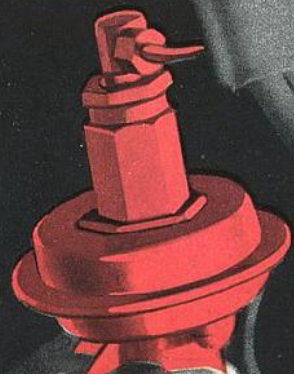
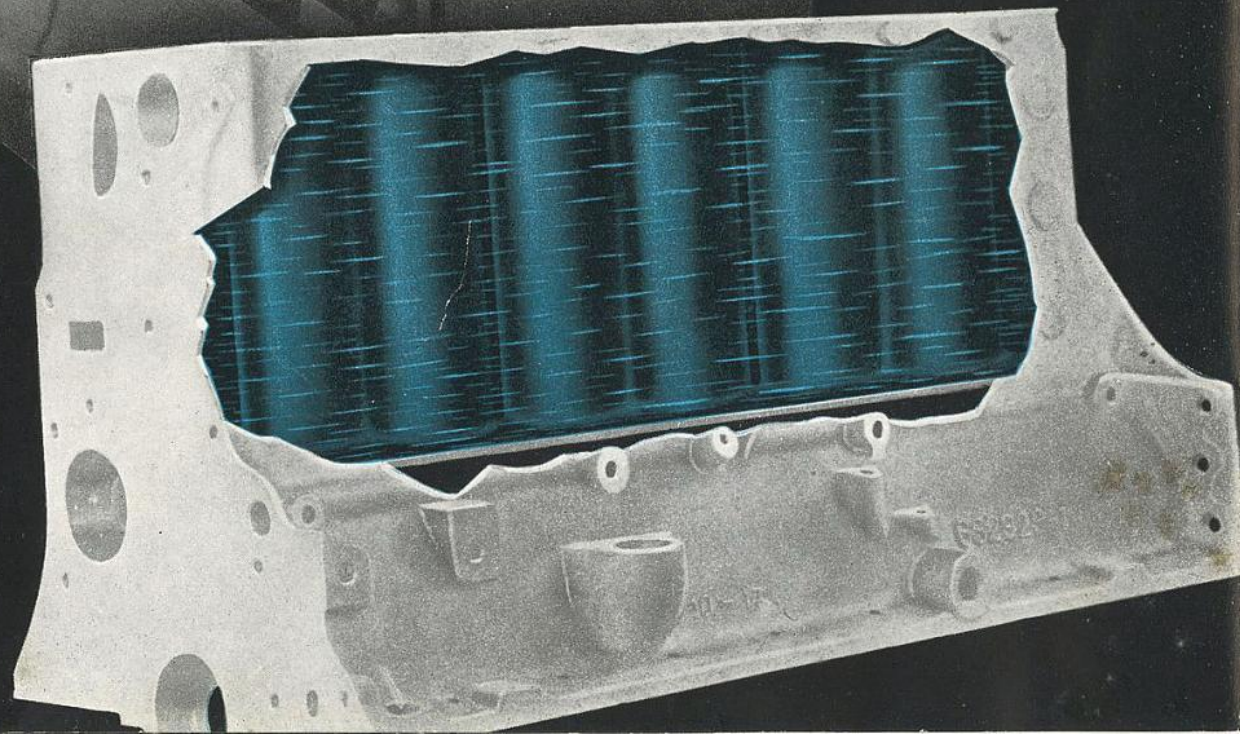
*The arrow shows the manner in which the Plymouth engine is suspended in perfect balance on its patented Floating Power engine mountings. Engine power impulses cannot reach the frame and body—vibration is eliminated.
LEFT—the front engine mounting of live rubber.*

CALIBRATED IGNITION—An important feature of the Plymouth high compression engine's fuel efficiency. The new vacuum spark control permits advance to point of maximum economy without "ping"—using ordinary fuel under all driving conditions!



HEAT CONTROL!
LEFT—A phantom view of the Plymouth engine block omitting intake valve ports to show how Directional Circulation provides a spray of fresh cool water to each of the exhaust valve seat water jackets.

BELOW—Cut-away view of engine block showing the new full-length water jackets which keep cylinder bores cool—save oil!



Sensational ENGINE REFINEMENTS with new FUEL ECONOMY-OIL ECONOMY-DURABILITY

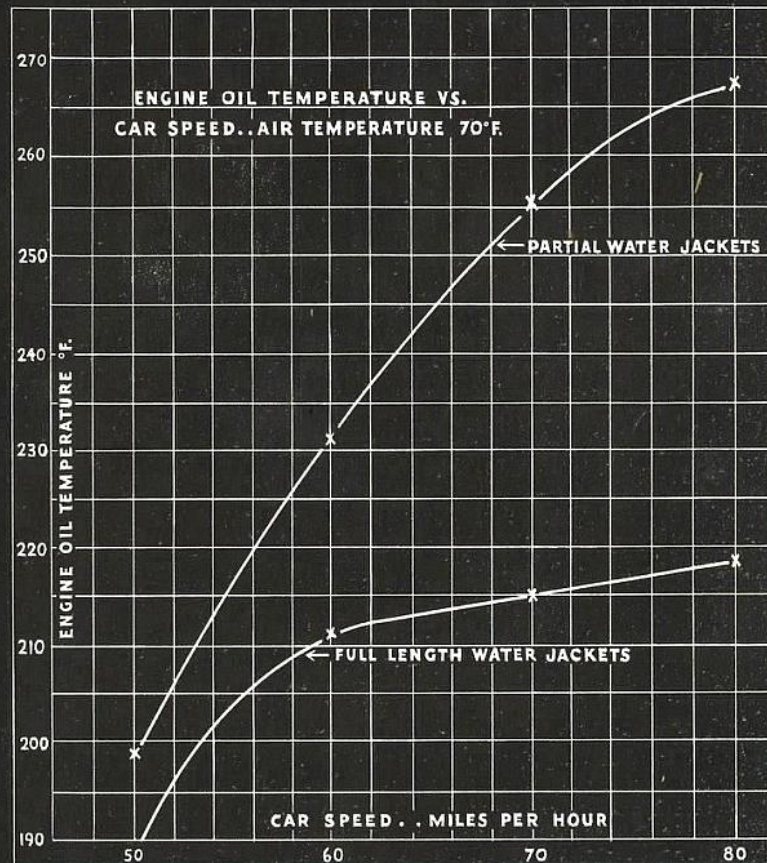
Plymouth owners repeat—because the Plymouth engine has always been extraordinary for the low price field.

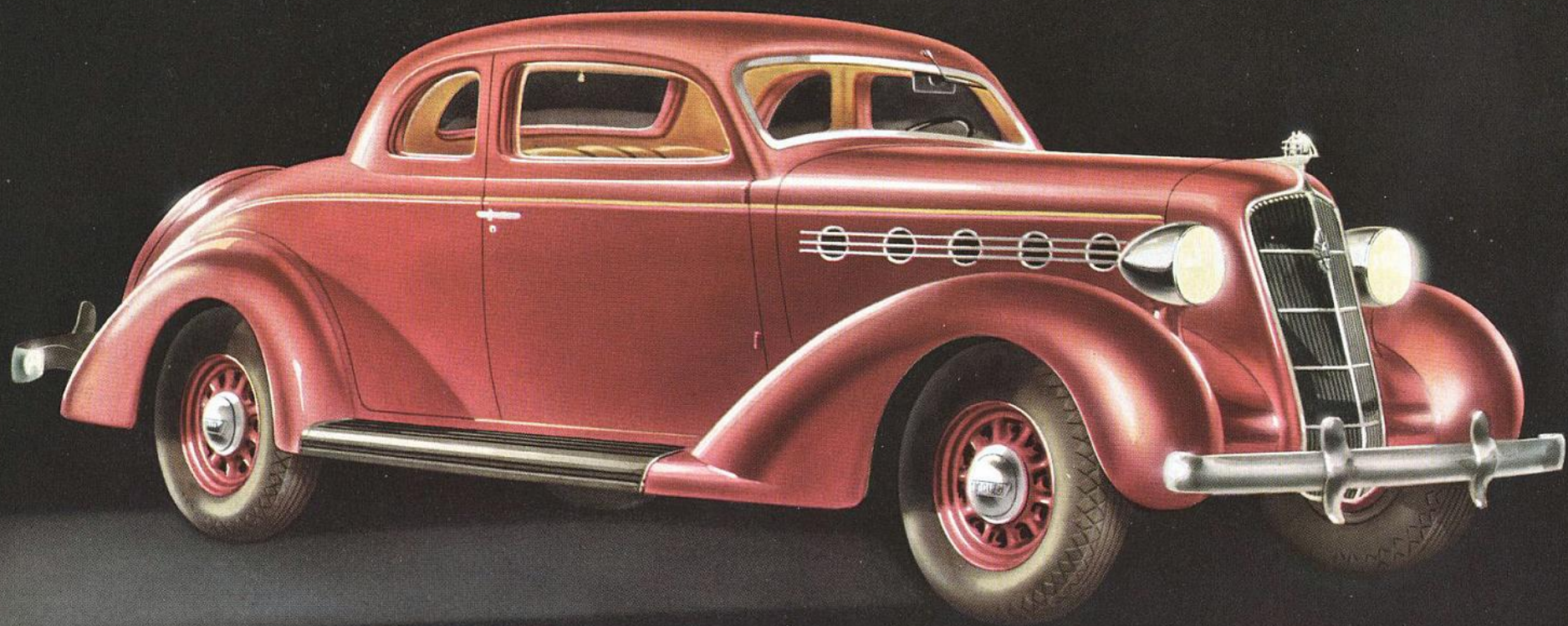
It was the first to have the protection of full pressure oiling. The first to have an oil filter. Plymouth is the only low price car with a four-bearing crankshaft, although it is a recognized feature of modern engineering.

The Plymouth engine embodies such important accepted features as L-head valve arrangement, preferred for its simplicity and permanent quietness; heat-resisting valve seat inserts and silchrome exhaust valves save on valve-grinding; aluminum alloy pistons for highest type piston performance . . . and the 1935 Plymouth engine offers 15 to 20% improvement in fuel economy and an increase in horsepower!

With an increase of compression ratio (6.7 to 1) which would normally increase engine heat, the oil temperature has been reduced 50 degrees—giving tremendously improved oil economy. And by Directional Circulation of water around valve seats a great reduction of heat at these points has been achieved!—*longer life to these parts.*

It is the greatest of all great Plymouth engines for economy, for long life, for maximum performance *without engine "ping," using ordinary fuel.*





PLYMOUTH *De Luxe* BUSINESS COUPE

Plymouth's New "SYNCR0-SILENT" Transmission Gives You New Driving Pleasure

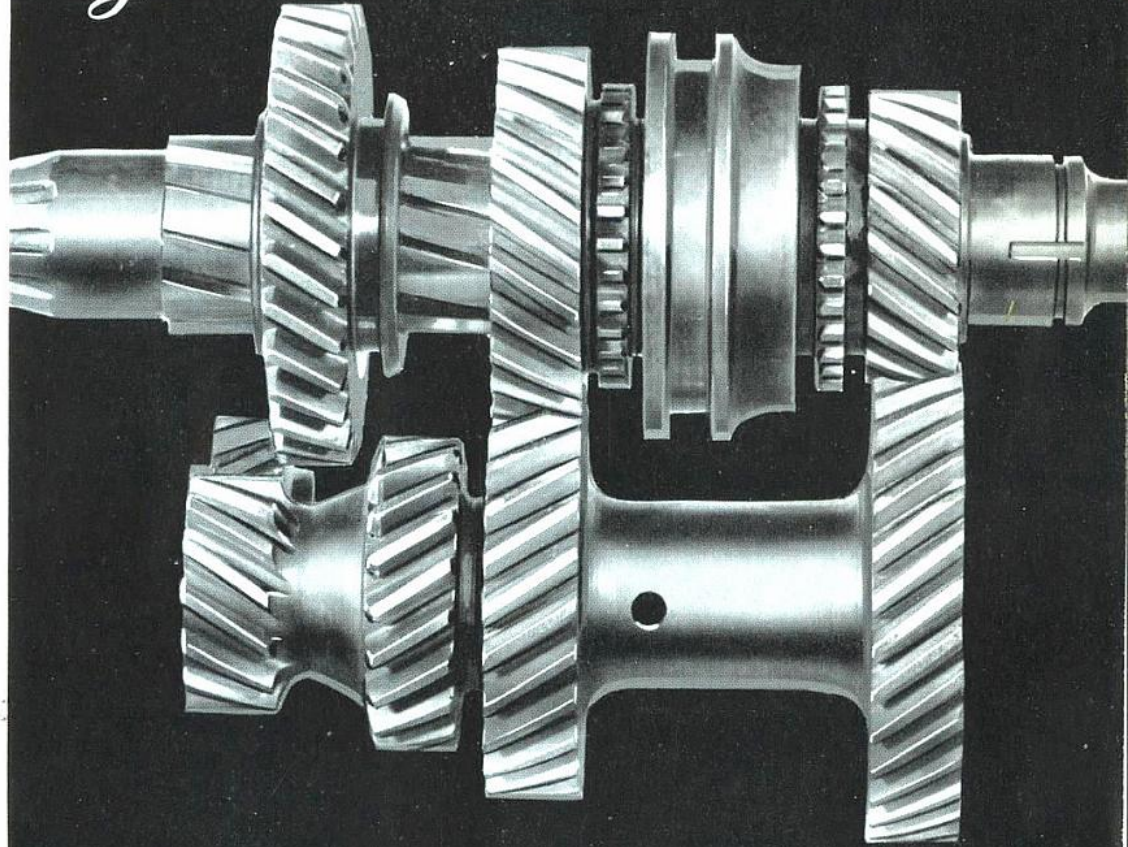
Ease in shifting gears without clashing is not only a comfort feature but a definite safety feature! The quicker and easier the change from second to high *or from high to second*, the better control you have over your car.

In the new Plymouth transmission the gears that are to be engaged with each other are caused to revolve at the same rate of speed by your first touch on the gear shift lever. Thus, the shift is made easily, without any possibility of clashing.

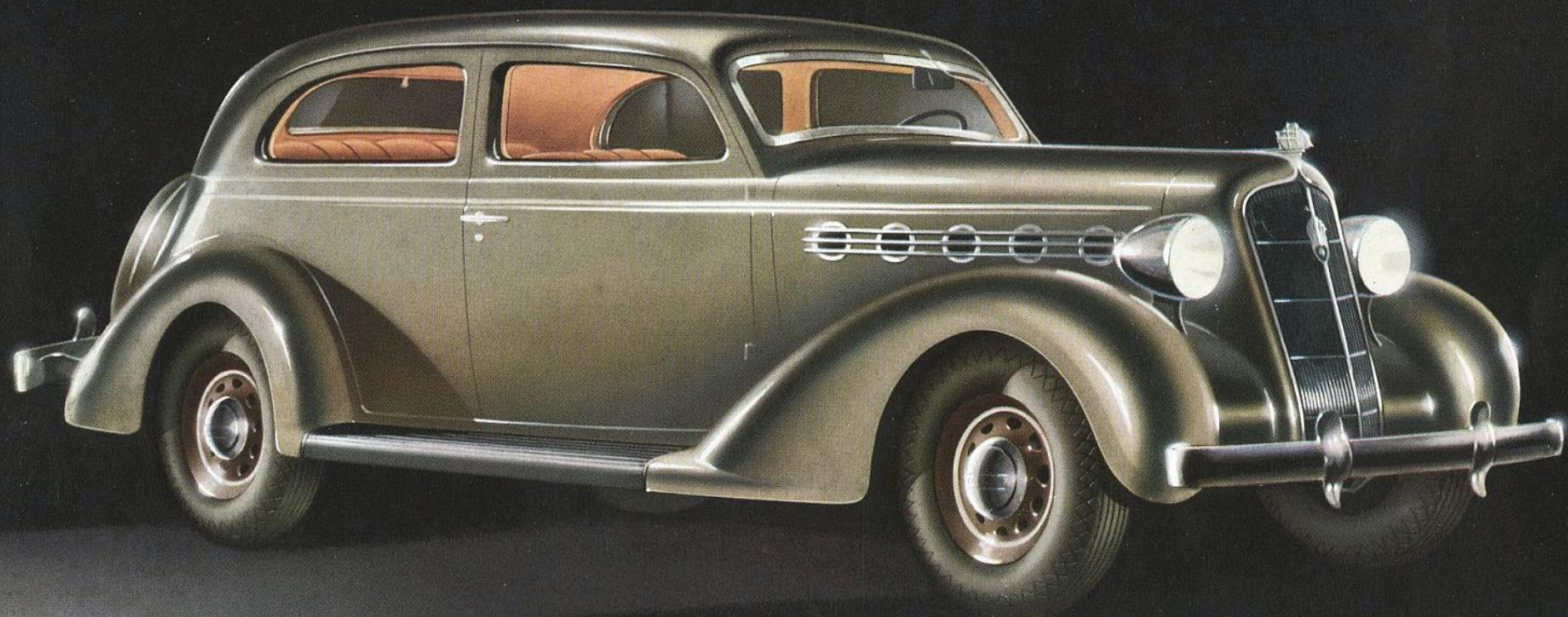
And all the gears are of the expensive helical design so that every speed range—including reverse—is practically as quiet as high gear. The helical-cut gears operate silently because there is no interruption between the engagement of one tooth and the engagement of the following tooth. Gear tooth contact is continuous—silent.

The new clutch is also a revelation in driving ease for it requires 30% less foot pressure to operate it. And it is of a new ventilated design for quickly disposing of the heat which develops in any clutch.

To have the low price car that will give you the utmost in handling ease—get a Plymouth!



*SYNCR0-SILENT—At your first touch of the shift control lever the gears are synchronized, brought to the same rate of speed, making a no-clash engagement. And it is an all-silent transmission—note the helical design of the gears—*tooth contact is continuous—silent!**



PLYMOUTH *DeLuxe* 2 DOOR SEDAN

WHY *this tremendous swing* to HYDRAULIC BRAKES !

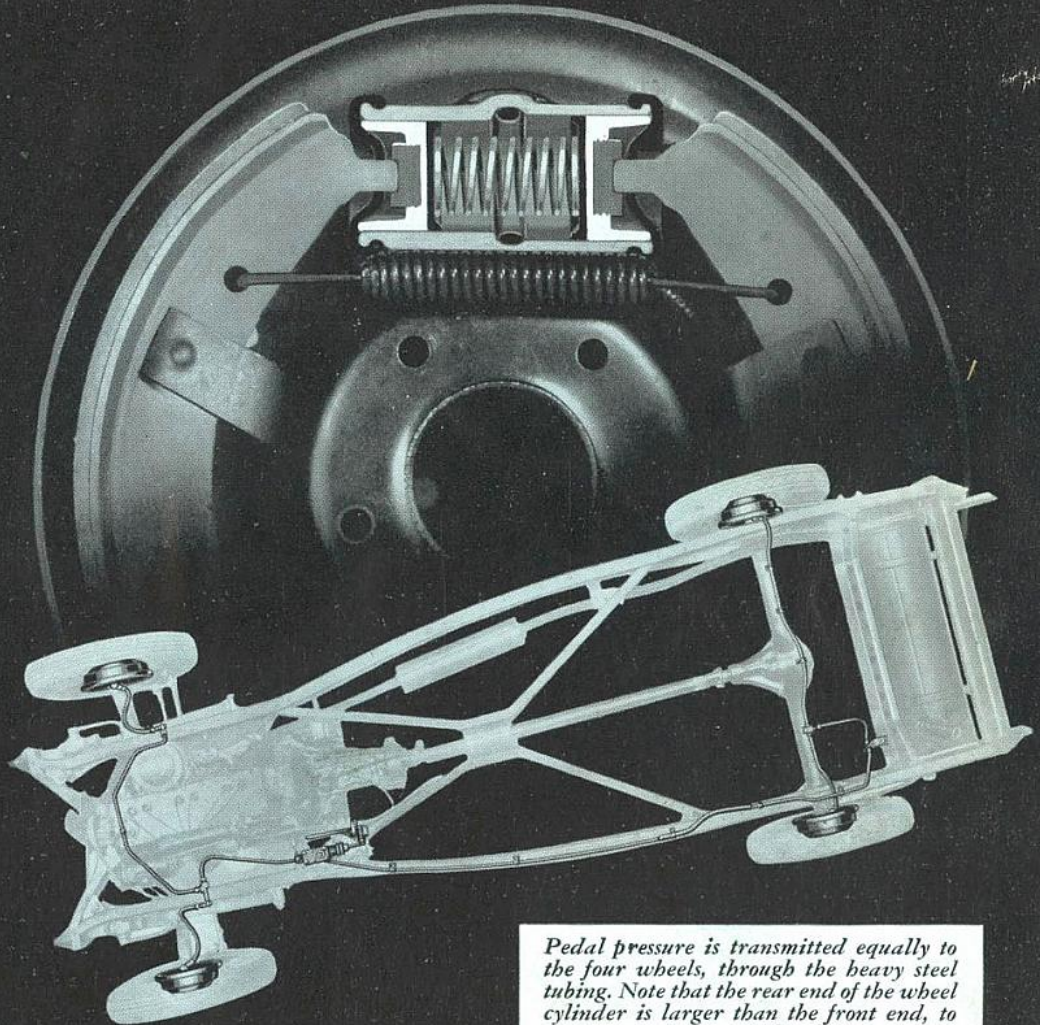
Six years ago Plymouth pioneered Hydraulic Brakes in the low price car field. Today over three million cars with Hydraulic Brakes have been built, and each year more manufacturers drop mechanical brakes in favor of this simpler, more economical, more dependable design.

Hydraulic brakes are self-equalizing. It is common knowledge among engineers that mechanical brakes require frequent adjustment. Poor equalization of brakes causes more accidents than any other one mechanical factor.

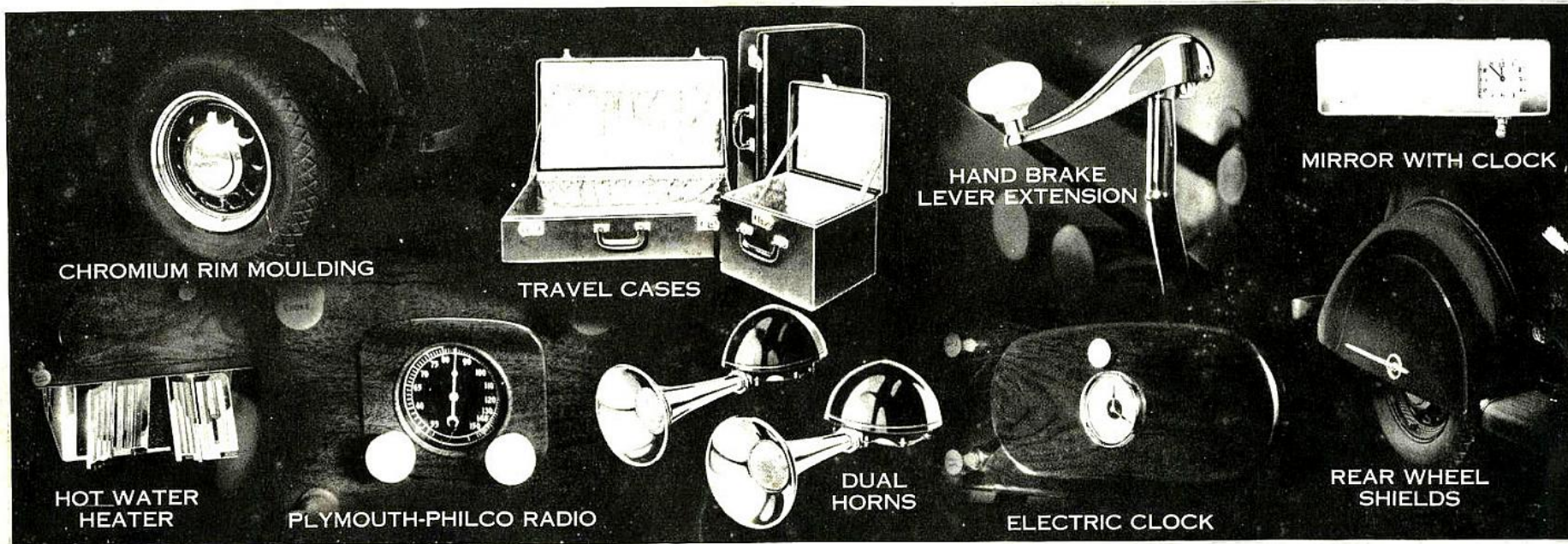
Hydraulic Brakes cost more to put on a car but they save money for the owner. Being self-equalizing they require very little attention and give longer life to the tires as well as to the brake facings.

And out of Plymouth's long experience with this type of brake has come developments for brake facing economy. Plymouth's new 1935 Hydraulic Brakes use wheel cylinders of a new design, adjusting pressure on front and rear shoes of each wheel so as to make brake facing wear more uniform and thus add considerably to the life of brake facings. *Fewer relinings!*

Road speeds are faster today. Brakes should be better. Plymouth owners will tell you that they wouldn't have a car without Hydraulic Brakes!



Pedal pressure is transmitted equally to the four wheels, through the heavy steel tubing. Note that the rear end of the wheel cylinder is larger than the front end, to compensate for unequalized facing wear.



To Make It Your Individual Car

Above are shown some of the popular items of special equipment which may be had on your De Luxe Plymouth at slight extra cost. Everyone has his own ideas about the extras on a car.

It is always best to use equipment engineered for that car. The Plymouth-Philco radio was designed for best radio reception in a Plymouth. Its control dial harmonizes with the Plymouth instrument board. The speaker does not interfere with the installation of the approved Plymouth heater. And the heater is designed to install and operate properly in a radio-equipped Plymouth.

Special colors can be had for slight extra cost. And fender wells for carrying one or two spare tires forward. If you want two windshield wipers, or two sun visors or two tail lamps, they can be included on the car order at only nominal added costs.

A special value is available in what is called the De Luxe Accessory Group—Dual Chromium Air-tone Trumpet-Horns, Cigar Lighter, Extra Windshield Wiper, Sun Visor, Tail Lamp—at a lower price than the cost of these items ordered singly.

Remember, these extras which make your car individual can be added to the order so that they increase the monthly payments by only a few cents.

A CHRYSLER MOTORS PLAN

**For Buying on Time
Payment Basis**

When you buy your new car remember that there are differences in time payment plans. The *Chrysler Motors—Commercial Credit Co.* finance plan is backed by two great institutions. Through volume operations the rates are low. Buy your new car on *Chrysler Motors—Commercial Credit* terms.