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JUNE 1

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A CENTURY



OF PROGRESS

INTERNATIONAL

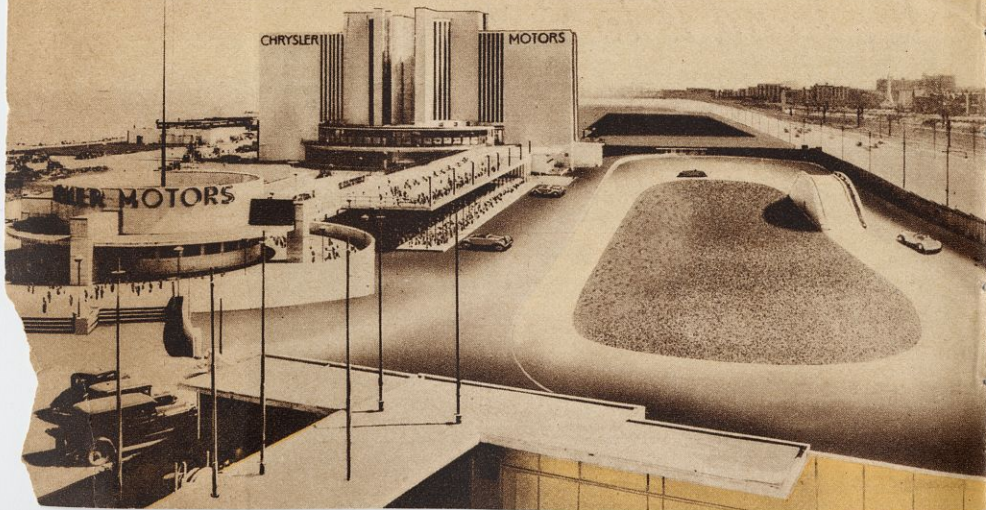
EXHIBITION

CHICAGO 1933

Compliments of

PLYMOUTH MOTOR CORPORATION

The magnificent Chrysler Motors Exhibit covering seven acres of space. It is the largest private exhibit, in area, in the Exposition and includes a race track, sunken gardens, cyclorama and startling new mechanical displays. The main building is a spectacular example of idyllic architecture stretching upward to the lofty height of 125 feet.



Because it
MADE GOOD
the trend is to Plymouth!

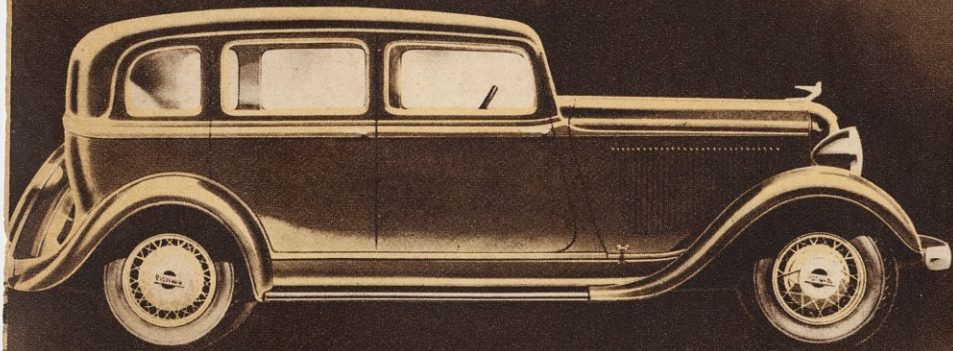
FOR TWENTY YEARS most of the low price cars were produced by two big manufacturers. Again and again other big companies entered that field and after six or eight months—gave up.

People became superstitious about it. There spread a romantic childish idea of a mass production magic—some great, closely guarded secret . . . Plymouth broke the spell, two years ago. Proved that a third manufacturer with the right product could compete in the low price car field. That Plymouth car reflected the very latest ideas in car design.

The public welcomed the Plymouth heartily. It was a low volume year for the automobile industry but a record-breaking year for Plymouth.

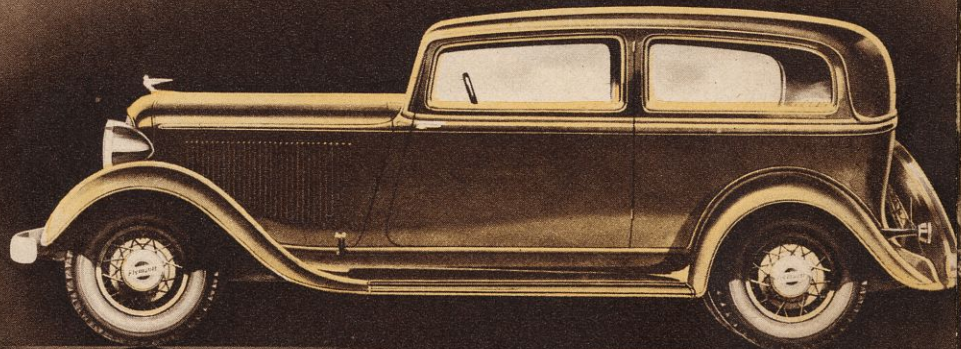
Would Plymouth owners repeat? They did. The following year was a continuation of the triumph. Plymouth style, Plymouth engineering—Plymouth Value—had **MADE GOOD!** The swing away from the other low price cars, to Plymouth, is getting bigger every day.





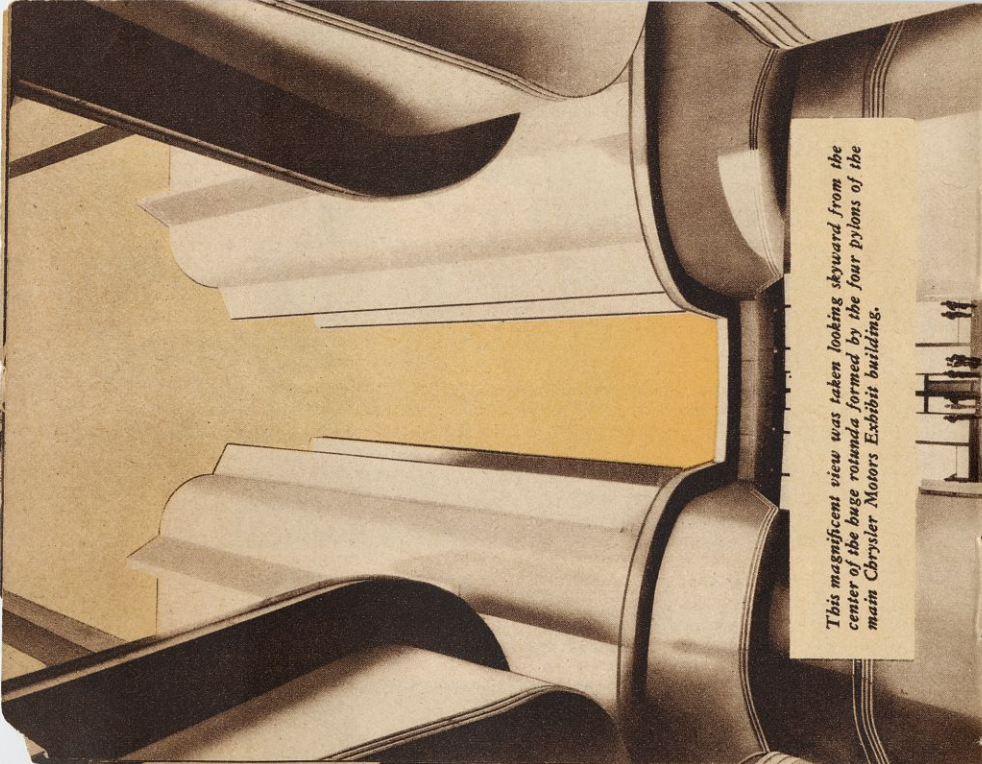
STANDARD PLYMOUTH FOUR-DOOR SEDAN

Style, roominess and big car comfort at a price no higher than for an ordinary low price car. Its Rigid-X Double-drop Frame gives it extraordinary lowness for beauty and Safety! A car you can own with real economy.



STANDARD PLYMOUTH TWO-DOOR SEDA

It's a big 70 horsepower six with Floating Power engine mountings. An L-head six as used in eighty per cent of all cars for greatest simplicity and economy of upkeep.



This magnificent view was taken looking skyward from the center of the huge rotunda formed by the four pylons of the main Chrysler Motors Exhibit building.

It's time to
Go MODERN
*even if you have always bought
just one certain make of car*

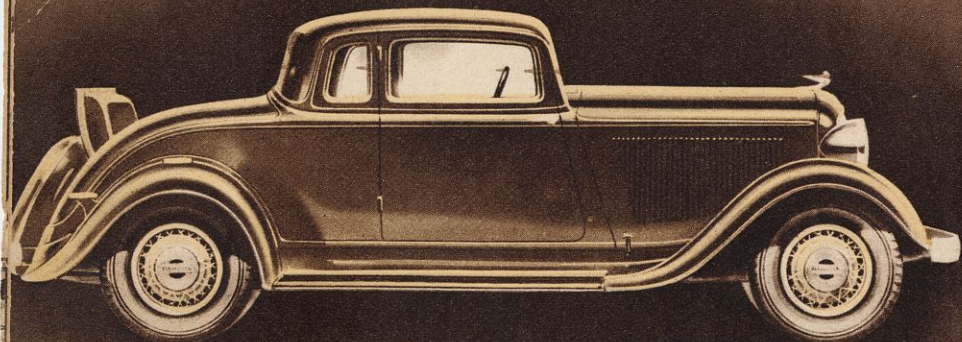
THE TREND is to Plymouth because it made good. It offered more than people had been used to having in a low price car. So much more that people were astonished. They refused to believe.

But those who investigated, found that Plymouth actually was offering a revolutionary new type of low price car. Those that bought Plymouths found the car fully lived up to the promise of the first ride.

Today those people would not drive a car without Hydraulic Brakes. They find a car without Plymouth steering awkward to handle. They feel unsafe in anything but a Safety-steel body. They like its greater roominess. And they'll tell you that a car without Floating Power engine mountings is nerve wracking. Plymouth owners live in a different world!

Look into the enthusiasm of Plymouth's three hundred thousand owners. It is based on greater satisfaction *at no greater cost.*





STANDARD PLYMOUTH RUMBLE SEAT COUPE

You can have a Standard Plymouth Coupe with or without a rumble seat. Each is a value leader! Each has the famous Safety-steel body for greater roominess and safety.

FLOATING POWER

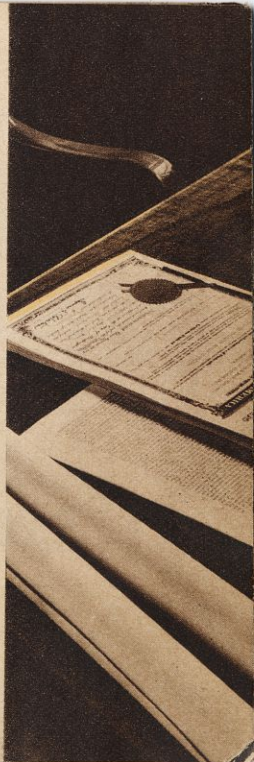
*forced other manufacturers
to rubber mountings then to
non-rigid Engine Suspension*

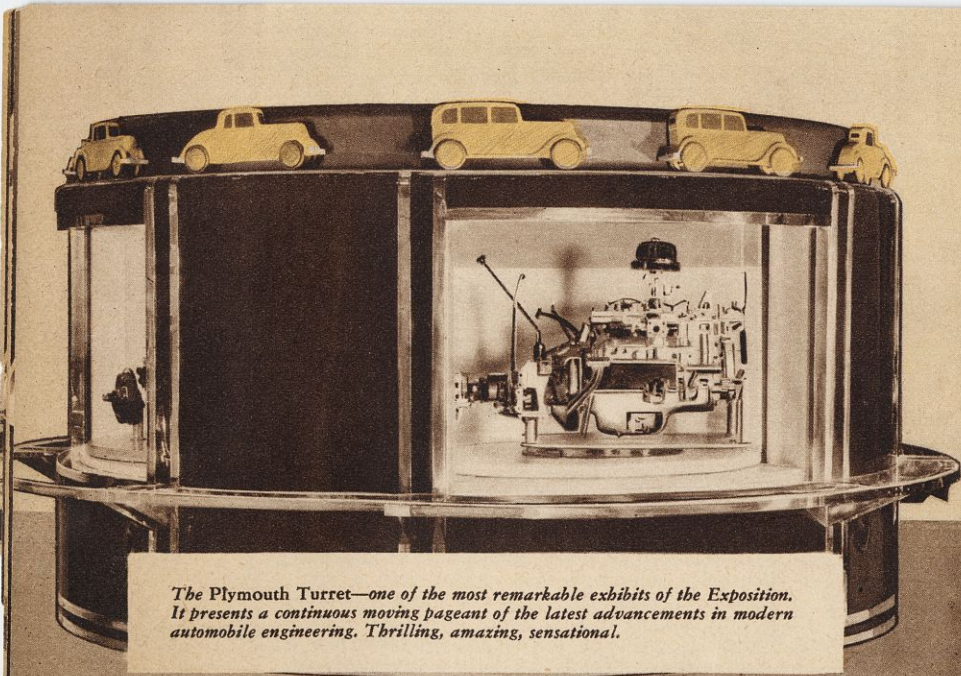
FLOATING POWER was a storm center. It was so different, people couldn't believe in it. Engineers attacked it. They couldn't adopt Floating Power engine mountings because they are *patented*.

Plymouth was the first low price car to mount the engine on rubber. The others followed, forced by public clamor for engine smoothness like Plymouth's. But rubber mountings were not enough!

Plymouth's smoothness is the product of Floating Power engine mountings which embody a *new principle* in engineering. Now, other low price cars mount their engines with a certain amount of freedom to rock. But it isn't Floating Power!

For, the Plymouth engine is suspended *in balance*—is mounted at but two points, one high in front and the other low at the rear. The engine rocks slightly on these mountings so that it dissipates its own power shock. The result is the smooth, vibrationless ride which startled the world and launched an important new trend!





The Plymouth Turret—one of the most remarkable exhibits of the Exposition. It presents a continuous moving pageant of the latest advancements in modern automobile engineering. Thrilling, amazing, sensational.

Hydraulic Brakes COST MORE

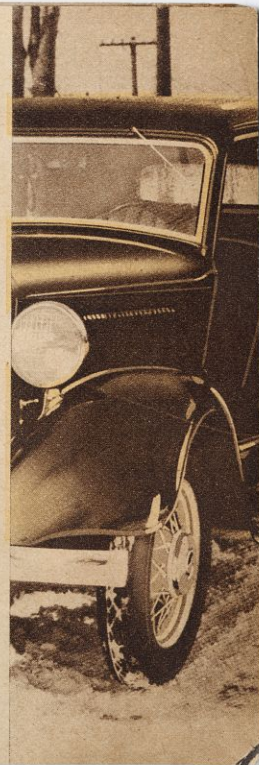
all engineers know they are BETTER

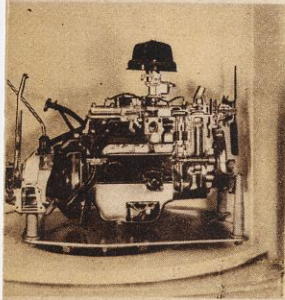
IN THE LAST TEN YEARS there have been built over one million cars and taxicabs with Hydraulic Brakes. They are the simplest and most effective type of brakes used for automobiles. They are the safest.

It is common knowledge among engineers that mechanical brakes, with all of the mechanical units involved, do not lend themselves to permanent adjustment. And it is poor equalization of brakes at the four wheels more than any other one mechanical factor which causes accidents. Plymouth Hydraulic Brakes are self-equalizing, quick and positive.

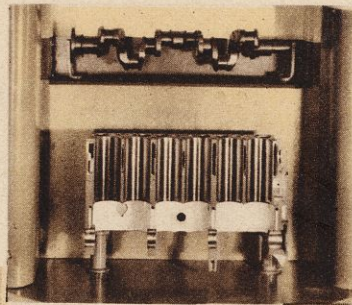
Hydraulic brakes cost more to put on a car but they save money for the owner in upkeep. They require the least imaginable attention. They give longer life to the brake facings and tires.

Get these modern brakes on the next car you buy. You will prefer them to any other. Plymouth is the *only low price car* that is equipped with Hydraulic Brakes.

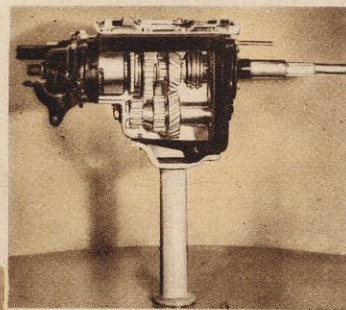




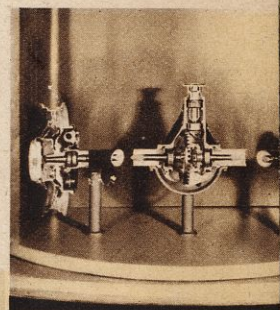
The Plymouth 70 horsepower L-head engine with Floating Power engine mountings.



The Plymouth four bearing crankshaft and the engine cut away to show cylinder finish.

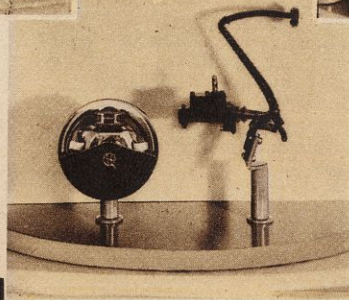


The all-silent Plymouth transmission with cam and roller Free Wheeling and Easy Shift.

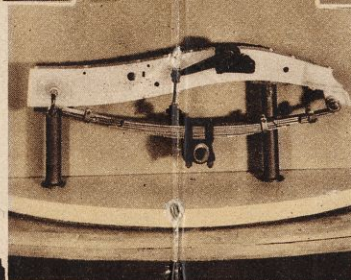


Plymouth's Rear Axle showing the eight tapered roller bearings and wide gear faces.

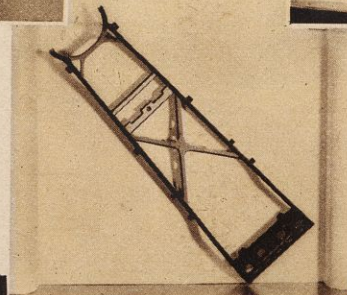
Plymouth Hydraulic brakes with Centrifuse brake drums for long life to brake facings.



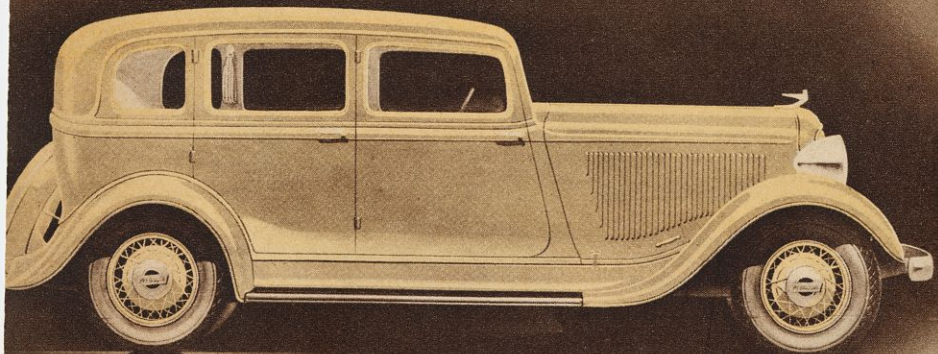
Oilite springs with rubber cored shackles and the famous free-acting Silent-U shackles.



Plymouth's Rigid-X Double-drop frame with the new style box-section formation.

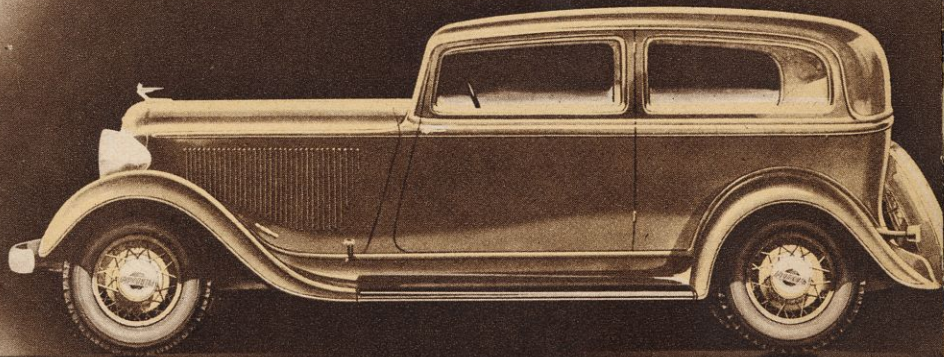


WHAT THE PLYMOUTH TURRET SHOWED -



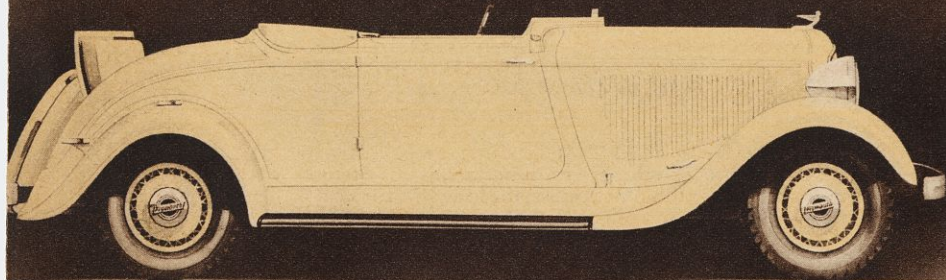
DELUXE PLYMOUTH FOUR-DOOR SEDAN

Long and low—this 112-inch wheelbase Plymouth model is a car you will be proud to own and pleased to drive. As with all DeLuxe models, free Wheeling is standard equipment and Automatic Clutch optional at a small extra cost.



DELUXE TWO-DOOR SEDAN

Small diameter wheels, a smartly styled radiator with chrome louvres, long hood, deep-crowned fenders and the beaver-tail effect at the rear of the car are all important elements of DeLuxe Plymouth beauty and Style.



DELUXE CONVERTIBLE COUPE

Roadster freedom or Coupe shelter . . . it's just a matter of seconds with this trim DeLuxe Convertible Coupe. Neatly encased in the boot, the lowered top fits flush. The windshield folds, adding to fleet appearance.

Progress Demanded
SAFETY STEEL BODIES

.. and yet they are still a BIG ISSUE

THIS IS THE AGE OF STEEL! Steel ships, steel railroad coaches, steel airplanes, steel girders in buildings . . . Steel is preferred for strength without bulkiness, for long life, for *safety*.

And yet, for automobile bodies, the wood-and-steel type of construction is still being offered—in spite of the fact that the steel body has been established for at least five years! Inquire carefully as to the body construction when you buy a car.

The De Luxe Plymouth body is of Safety Steel construction. It is formed of huge steel stampings. All joints are welded, making the body a solid, rigid unit. The doors will not shrink, or swell or sag. The body will not twist or get out of line. It will not squeak or rattle.

The Plymouth Safety-steel body saves you around twenty dollars a year in body upkeep—tightening of joints, replacing decayed wood, stopping squeaks. And it may be called upon to *save the very life of someone in your family.*





The Cyclorama—This one feature of the Chrysler Motors Exhibit depicting a transcontinental aerial journey across the United States cost more than \$50,000 to construct.

ENGINEERING

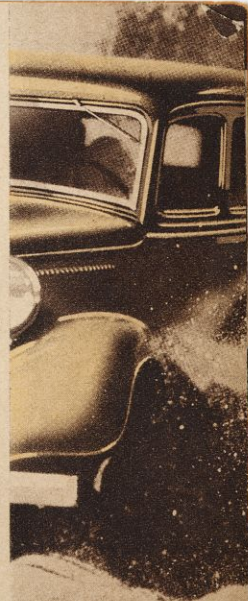
says.. Quality has nothing to do with the size of the car..

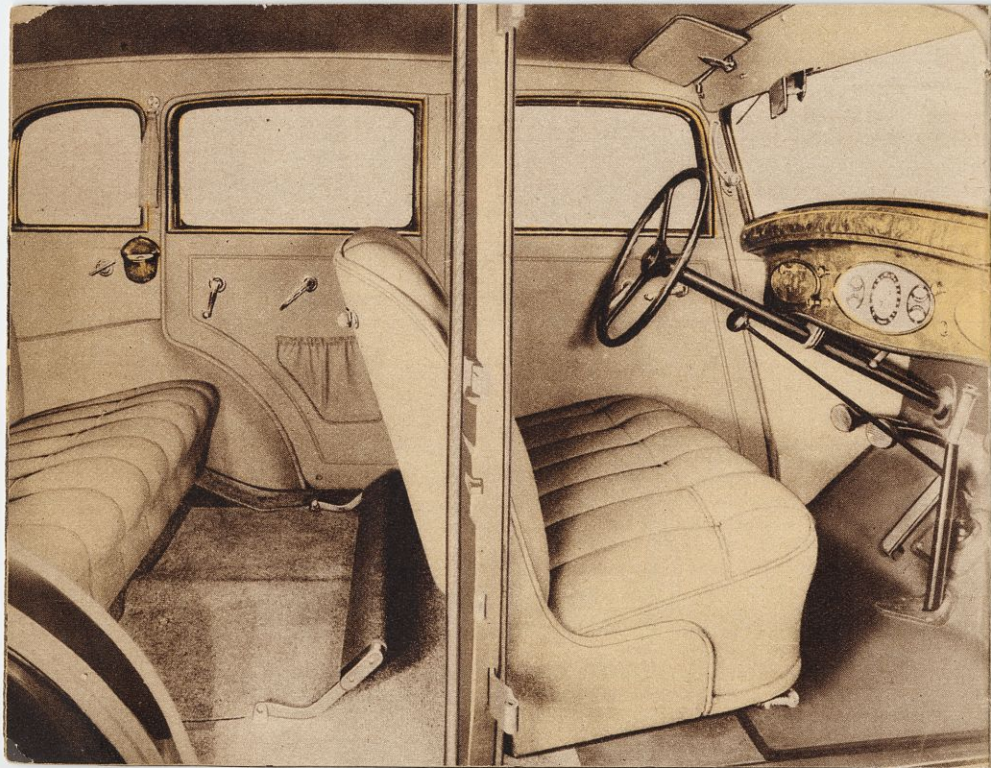
LOW PRICE CARS are driven as hard as any cars. They are subjected to the same kinds of strains and wearing-out conditions. Your De Luxe Plymouth will withstand any service conditions that any higher price car will withstand. It's got the Quality! . . . *unusual* Quality . . .

The De Luxe Plymouth has *full pressure* lubrication for correct engine protection. The crankshaft rides on *four* large main bearings and has an impulse neutralizer. The universal joints move frictionlessly on *roller* bearings.

The De Luxe Plymouth has more anti-friction bearings than any other low price car. It is the only low price car with valve seat *inserts*—they reduce the frequency of valve grinding. It is the only low price car with an oil *filter* although this is a feature of recognized importance.

In field tests the Plymouth axle and transmission have been proved to be the equal of those in any car at any price and the finest in the low price field.





Low Cost

for service and parts

OWNERS will tell you that Plymouth is the most economical car they have ever possessed. There are many reasons why this has been their experience.

Primarily, Plymouth construction calls for costlier design and materials; more expensive workmanship. Thus there are more anti-friction bearings than are used on any other low price car. This means longer life for scores of parts.

Four piston rings instead of three give an important oil economy. Hydraulic brakes require less adjustment; brake linings wear less; are more economical to maintain.

There are at least a dozen such examples of Plymouth design, materials and construction, exclusive to Plymouth among low price cars, which save many dollars of expense to Plymouth owners.

Also, your purchase of a Plymouth entitles you to a liberal guarantee of materials and workmanship covered by an Owner's Service Policy. And as further insurance of the most economical car ownership you have yet enjoyed, Plymouth parts or service that you may require at any time are exceptionally low in cost.

Owner's Service Policy

ISSUED TO

Name _____

Address _____

City _____ State _____

Make, Color _____ Body Type _____

Car Model No. _____

Engine No. _____

Accessory Kit No. _____

Door Key No. _____

Tire Lock Key _____

Throttle Key _____



However You Measure It —



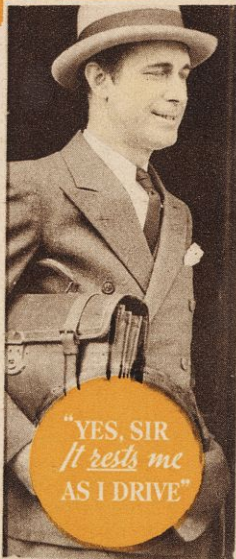
"IT'S A
Tightwad
ON GAS"



"ITS
Safety
SOLD ME"



"WE LIKE
Its 70
HORSE-
POWER"



"YES, SIR
It rests me
AS I DRIVE"

AMERICA'S BIGGEST CAR BU

22 Outstanding Standard Plymouth Six Features

Floating Power
70 Horsepower
Safety-Steel Bodies
Hydraulic Brakes
T-Slot Aluminum Alloy
Pistons
Full Pressure Lubrication
Rubber Core Shackles
Silent-U Spring Shackles
Shockless Cross Steering

Air Cleaner and Intake
Silencer
Hand Brake on
Transmission
Hydraulic Shock Absorbers
Easy-Shift Transmission
Rigid-X Double-Drop Frame
Precision-Type Removable
Connecting Rod and Main
Bearings

Oil Filter
Manual Type Starter
Silent Timing Gear Chain
Alloy Valve Seat Inserts
Ball Bearing Clutch Release
Roller Bearing Universal
Joints
Bonderized Fenders and
Sheet Metal Parts

10 Additional Features of the DeLuxe Plymouth

112-Inch Wheelbase
All-Silent Easy-Shift
Transmission
Automatic Manifold Heat
Control

Automatic Clutch (at extra
cost)
Oilite Springs
Centrifuse Brake Drums
Free Wheeling

Built-In Radio Antenna
Duplate Safety Plate Glass
Windshield
Chromium Plated
Headlamps

SOUVENIR

JUNE 1

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A CENTURY OF PROGRESS
INTERNATIONAL EXHIBITION



CHICAGO 1933

Compliments of

PLYMOUTH MOTOR CORPORATION