The magnificent Chrysler Motors Exhibit covers 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 aesthetic 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.
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 Plymouts 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.
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!
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.
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, floorboards, 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 louvers, 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.
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.

DE LUXE CONVERTIBLE COUPE
Roadster freedom or Coupe shelter... it's just a matter of seconds with this trim De Luxe Convertible Coupe. Neatly encased in the boot, the lowered top fits snug. The windshield folds, adding to fleet appearance.
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 filler 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.

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.
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.