

The image features a stylized, three-dimensional title "PLYMOUTH" in a bold, sans-serif font. The letters are rendered in a bright yellow-orange color with a slight gradient and are positioned on a set of four green, rectangular steps that recede into the distance. The background is a dark, moody space with dramatic lighting. A large, bright yellow-orange beam of light originates from the top right and illuminates the scene, creating a strong contrast with the deep blue and purple shadows on the left. The overall aesthetic is reminiscent of mid-20th-century graphic design or a classic movie title card.

PLYMOUTH

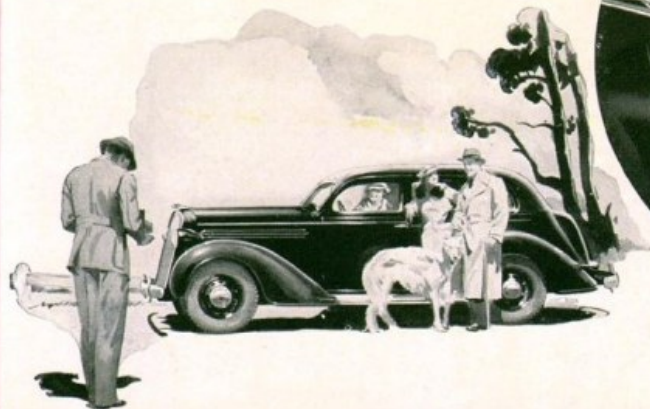


PLYMOUTH *DeLuxe* 2 DOOR SEDAN \*\*

# Perfection

IN A LOW PRICED CAR . . . . .

Measured by all other cars ever before developed for the low price field, this 1936 De Luxe Plymouth is the peak of perfection. Never before has there been offered a car so fine in all its details—so positively right in all its engineering. It is distinctive in its styling. New beauty is apparent in every angle—new radiator grille, ornament, headlamps and hood louvres—new, heavier fenders and more massive body—all expressing *greater value!*



*Simplified! The rear window ventilator operates by this simple latch, eliminating bulky mechanism.*

*The large built-in trunk affords generous loading space. When spare tire is mounted in fenderwell the shelf can be left out. Notice how neatly the trunk interior is finished.*



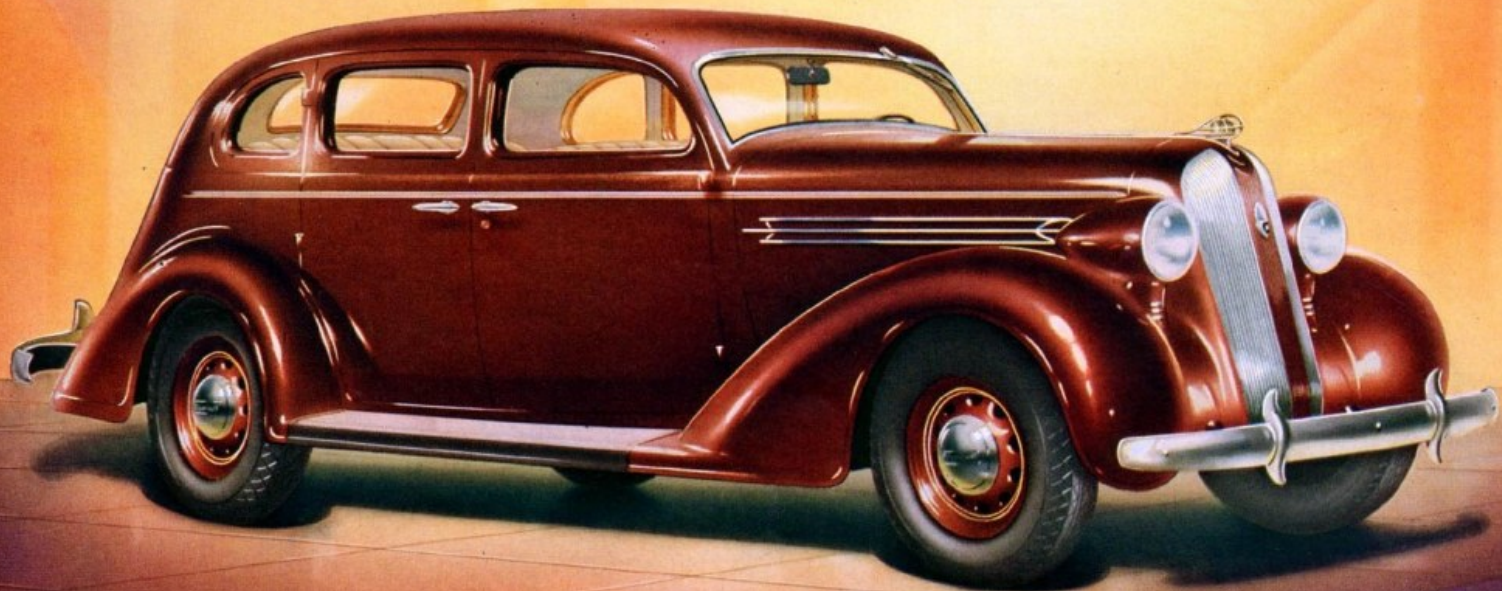
*The vertical stripe of color on the radiator grille is a distinctive new Plymouth style note.*



*The new trunk is a harmonious element in the body contour. Cam lock is pry-proof.*

*Nature's favorite streamline pattern—the teardrop—is seen in the outline of radiator ornament, hood louvre and headlamp.*





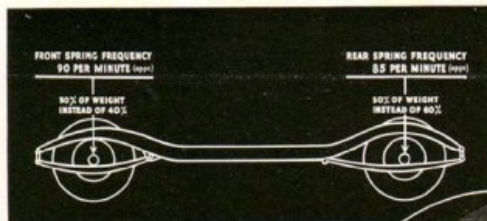
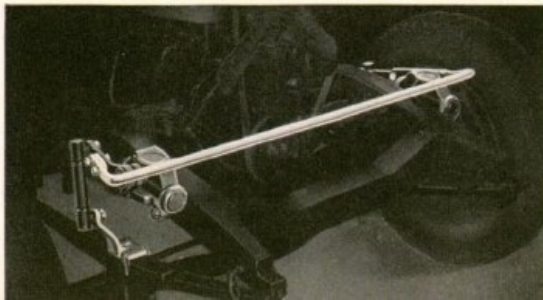
PLYMOUTH *DeLuxe* 4 DOOR SEDAN . .

THE FLOATING RIDE  
PIONEERED BY PLYMOUTH

*Perfected with  
New Solidity*

With new weight distribution and new type springs, Plymouth startled the world. Produced an utterly new ride sensation—named it the “Floating Ride.” Achieved a new “steadiness” with a Sway Eliminator on the front spring assembly. Now a new twice-as-rigid frame, a new Sway Eliminator, a change of front shackles and the miracle has been surpassed. The Perfected Floating Ride.

*The Plymouth sway eliminator controls the action of the springs. Flexing of either spring is resisted by the bar, thus reinforcing the spring.*



*Balanced weight and balanced spring action. All parts of the chassis now ride the same—the perfected Floating Ride!*

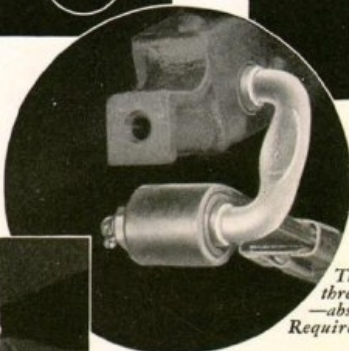
*Finer Steering! The kickshackle on the left front spring—absorbs road shock, keeps it from being transmitted through the steering wheel to the driver.*



*The Plymouth front springs are exceptionally flexible. Note how thin the leaves are—they are made of a special steel “Amola.”*



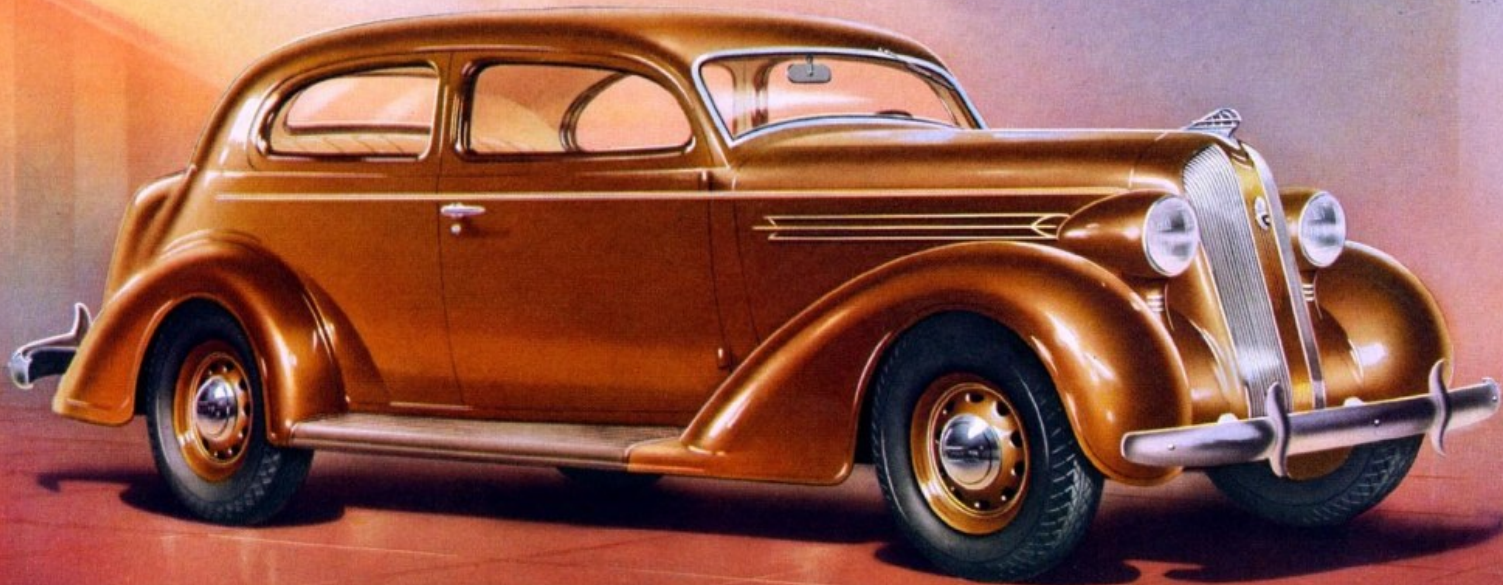
*Where the rear spring fastens to the frame under the car, Plymouth uses this Rubber Cored Shackle—absolutely quiet, trouble-free.*



*The famous Silent-U threaded spring shackle—absolutely free action. Requires little lubrication.*



*The new twice-as-rigid frame. Note its heavy box-section construction. Extraordinary stiffness of this frame gives the Floating Ride new solidity.*

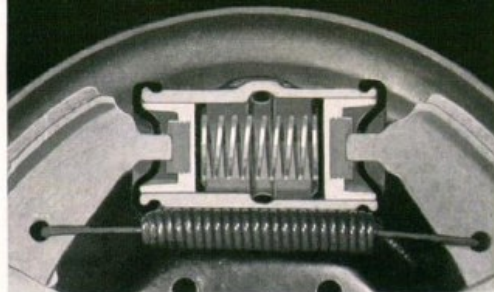


PLYMOUTH *DeLuxe* 2 DOOR TOURING SEDAN \* \*

11 YEARS OF LEADERSHIP  
BEHIND THESE *Perfect*  
*Hydraulic Brakes*

In 1924 Chrysler Corporation pioneered Hydraulic Brakes. The first Plymouth car had them. Out of that long experience has come these perfected brakes. They give you positive hydraulic pressure on *all* brake shoes. Wheel cylinders and brake drums are specially designed for long life to brake facings. The finest Hydraulic Brakes—means the finest automobile brakes of any kind.

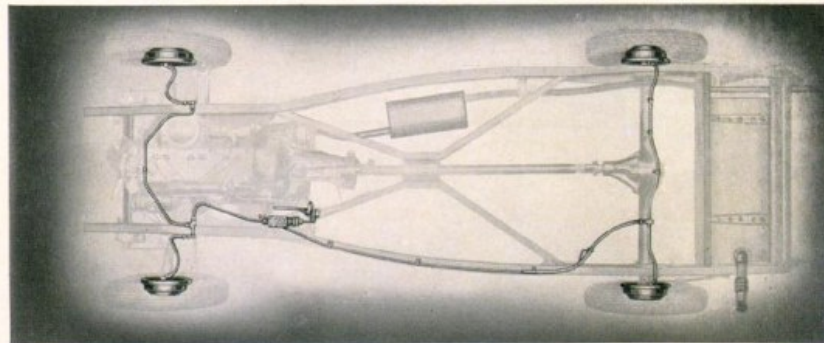
*Hydraulic brakes of the First Plymouth and Plymouth Number One Million both tested "perfect".*



*100% Hydraulic! Both brake shoes at each wheel are actuated hydraulically by individual pistons—instead of relying on the "self-energizing" principle. To equalize and decrease wear of the brake facings—the rear piston is larger, exerts more pressure.*



*Centrifuse Brake Drums will not overheat or become distorted. Longer life for brake facings!*



*Simplicity—a master cylinder, steel tubing carried in the channel of the frame, heavy flexible tubing to the twin brake cylinders at the four wheels.*



*Pedal pressure actuates the piston in this master cylinder; the fluid transmits the pressure equally and undiminished to the four wheels. It is the simplest—the safest type of brake!*

*Hydraulic pressure is directly transmitted to the four wheels through extra heavy steel tubing.*





PLYMOUTH *DeLuxe* RUMBLE SEAT COUPE . .





PLYMOUTH *De Luxe* CONVERTIBLE COUPE . .



PLYMOUTH *De Luxe* 4 DOOR TOURING SEDAN . .

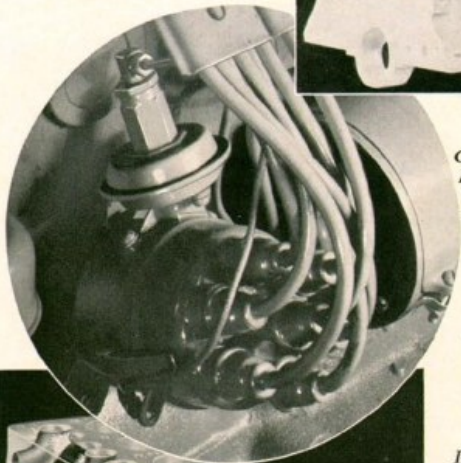
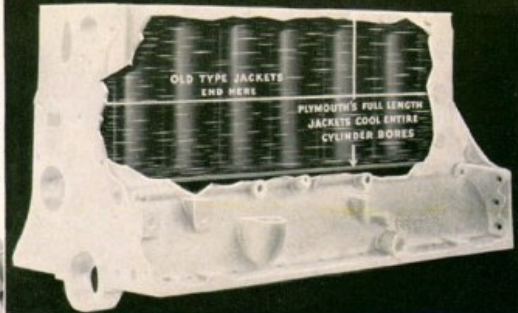
# "Perfect Economy"

SAY OWNERS \* \* \* \* \*

"18-24 MILES PER GALLON".... REPORTED

It's a proven engine—with a brilliant record for economy already established. It's the same engine which made 1935 owners proclaim Plymouth the most economical full-sized car in the world. Economical and long-lived. Designed with more features for fuel economy, oil economy and upkeep economy than any other low priced car in the world. And this engine delivers 82 horsepower with the incomparable smoothness of *Patented Floating Power* engine mountings.

*Full-length Water Jackets—cutaway view showing how water cools the cylinder bores their full length—lowering the temperature of the oil in the crankcase as much as 50°!*



*Calibrated Ignition permits spark advance to point of maximum fuel efficiency under all driving conditions.*

*Aluminum alloy pistons for brilliant engine performance. Precision-type removable bearings for economical service.*



*Inserts of a special heat resisting alloy are used for exhaust valve seats to maintain maximum compression and to reduce the frequency of valve grinding.*



*Directional Water Circulation—all exhaust valve seats are cooled equally and directly by water fresh from the radiator which is distributed at high velocity.*



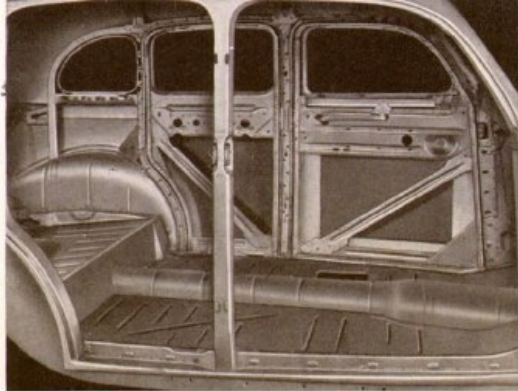


PLYMOUTH *DeLuxe* BUSINESS COUPE . .

# 21 YEARS OF PIONEERING THE *Safety Steel Body*

The experiences of thousands who have been protected by steel bodies in emergencies are influencing people to demand this safety construction. The steel protection that is essential is in the side members. Outside all bodies are of steel but not all use metal reinforcements. Note, in the picture above, the steel construction of the Plymouth door pillars. Here is enduring strength—that will deteriorate little throughout the years. No other low price car body in the world is so firmly and rigidly mounted on its frame—it is the supreme achievement of long experience in steel body engineering.

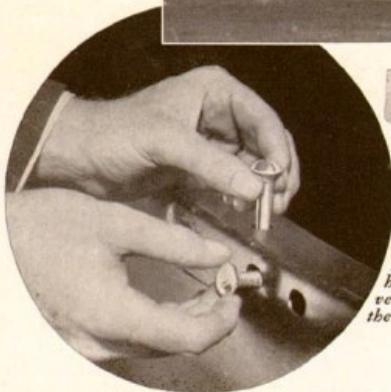
*Steel welded to steel! This body is actually a single rigid unit. Note the steel forming of its pillars. And the anti-sag bracing of the doors. This body will not warp, shrink or swell. It is of steel—permanently strong!*



*For years the engineers have tested Plymouth steel bodies by subjecting them to every kind of strain and impact. Right—throwing 1932 Plymouth down a hillside. Left—upsetting 1936 Plymouth at high speed.*



*This massive X-brace in the rear of sedans having built-in trunks provides unusual reinforcement.*



*The Plymouth body is bolted to the frame by 36 body bolts applied horizontally as well as vertically—instead of the usual 16 or 18 bolts.*





PLYMOUTH *DeLuxe* 7 PASSENGER SEDAN \* \*

# Bigness and Luxury

## WITH EXQUISITE INTERIOR FINISH

Compared with previous Plymouths, interiors in the new 1936 model are more luxurious and roomier. The car is longer and seats are wider. Upholstery is of the richest, tailoring has a new charm. *Tenite* fittings grace the appointments. And convenience reaches a new high in the design of foot rests, ash receivers, glove box and in the placing of instruments in this big new *De Luxe* Plymouth. It brings new luxury to the low price field!

**Complete ventilation! Windshield OPENS**  
—by means of a handy center control.



*Ash trays protected from the wind and exquisitely ornamented.*



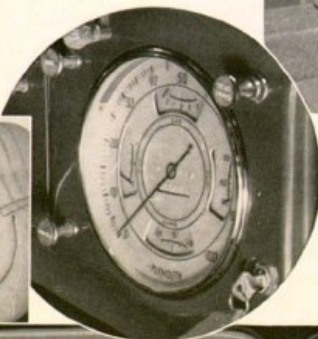
*Spare tires for coupes are tucked away out of sight in this new space in back of the seat.*



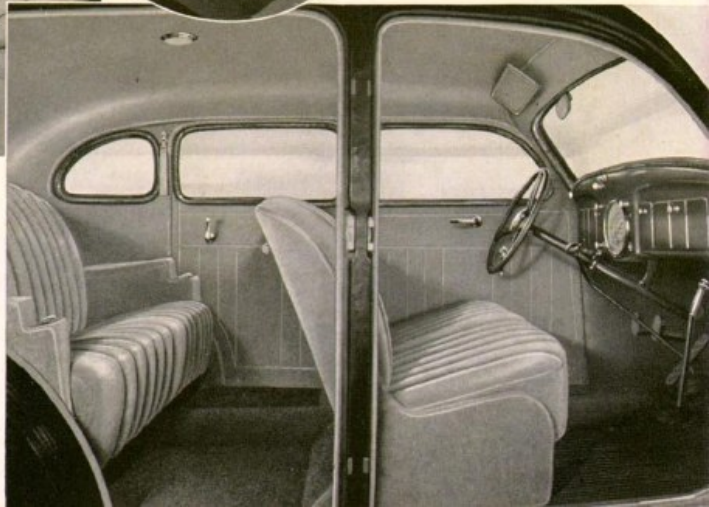
*The beauty and luxury of modern home furniture. Rear compartment foot rest is part of the front seat.*



*On the beautiful new instrument board a single, large dial contains all of the instruments. Convenience!*



*Rich new fabrics are tailored in modernistic vertical effects. Chair height seats. Deep, luxurious seat cushions. Roominess!*



# BUILDING *Safe* CARS \* \* \* PROMOTING *Safe* DRIVING

Part of Chrysler Corporation's contribution to safe driving is the production of cars which offer every known safety feature. Steel bodies were pioneered by Dodge cars as early as 1915. Chrysler Corporation leads the automobile industry in steel body construction. In 1924 the original Chrysler car pioneered hydraulic four-wheel brakes. Today all cars produced by Chrysler Corporation have genuine hydraulic brakes.

Having produced the safest car to operate, Chrysler Corporation seeks to encourage the car driver to operate it safely—the human element is the most important safety factor. Chrysler Corporation has equipped "Safety Education" cars for police departments. With the cooperation of the National Safety Council, Plymouth has produced a safety education film, "Everybody's Business", which has been shown in over three thousand theatres. Plymouth has encouraged the work of school Safety Patrols by establishing competition among boys engaged in this public service.

A safety minded driver operating a car engineered for safety—that can be said to express Chrysler Corporation's aim in its efforts to promote safety on the highway.

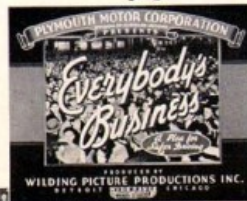


*Twenty years ago Dodge Brothers announced the world's first safety steel bodies.*



*Chrysler pioneered Four Wheel Hydraulic Brakes in 1924. Every Plymouth built has had them.*

*To promote traffic safety Plymouth has given ranking school patrol boys a trip to Washington.*



*This picture has been shown in more than three thousand theatres to millions of people urging them to drive safely.*



*"Everybody's Business" shows that traffic supervision is a matter of civic concern.*



*Police departments everywhere are using Plymouth cars in promoting safe driving.*

## BE SURE YOUR NEXT CAR HAS THESE SAFETY FEATURES

- Genuine Hydraulic Brakes
- Centrifuse Brake Drums
- Independent Hand Brake
- Safety Steel Body
- Interlocking Body Bolts
- Rigid-X Frame
- Low Center of Gravity
- Tubular Front Axle
- Air Wheel Tires
- Sway Eliminator
- Longitudinal Leaf Springs
- Roller Bearing Universal Joints
- "Safe Driving" Lights
- Threaded Spring Shackles
- Shockless Steering