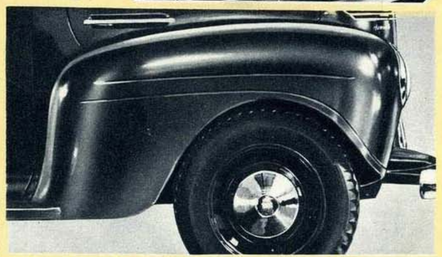
1940 PLYMOUTH "Roadking"

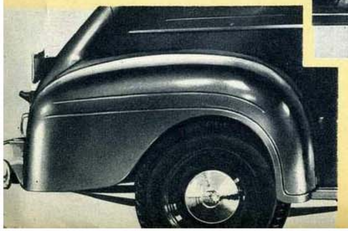
THE LOW PRICED BEAUTY WITH THE *Luxury Ride*

Luxury Styling MAKES THIS NEW PLYMOUTH THE YEAR'S LOW PRICED BEAUTY . . .

CONCEALED HINGES on front doors not only add greatly to the breath-taking beauty of the car. but they make the Luxury Ride more quiet by eliminating the wind whistle that protruding front hinges cause.

HEAVY GAUGE steel fenders are long and massive. Blending into the body lines they become essentially part of the over-all body design, instead of separate units as is usually the case. Note the impression of forward motion given by the speed lines pressed into the fenders.

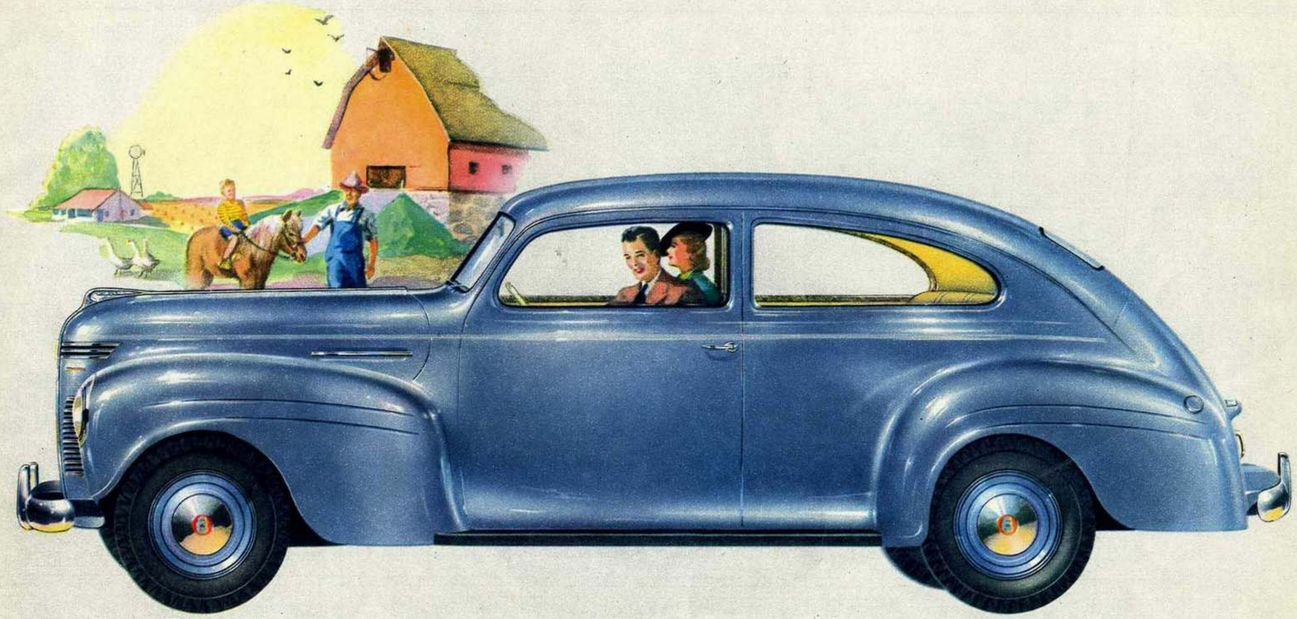




BALANCED DESIGN! One of the most striking style details about the new Plymouth is the way the same basic design is carried out both in front fenders (above) and rear fenders (left). The same graceful contours . . . the same look of massive strength.

SEALED BEAM HEADLAMPS, too, blend with the unified design of the car. Mounted in the fenders, they not only add to Plymouth's modern appearance, but define the full width of the car to approaching drivers at night. Sealed Beam headlamps give better lighting, last longer than ordinary headlamps. Note the attractive appearance of the useful parking lights . . . one above each headlamp.

COMING OR GOING, the Plymouth "Roadking" presents to view the year's greatest accomplishment in modern styling among all low-priced cars. At the front, from the smooth, graceful simplicity of the grille and the fresh new design of the ventilating louvres, the sleek lines flow smoothly back, with no interrupting break. And just look at the artistic *modelling* of this Plymouth rear end. Never before has there been a low-priced car fully as beautiful from a rear view as from the front or side. Never before has there been a low-priced car so beautiful from any view as the new Plymouth!



1940 PLYMOUTH *Roadking* TWO-DOOR TOURING SEDAN

Here is a low-priced car that makes your eyes shine just at sight of it! A dream of luxurious beauty caught and held in enduring steel!

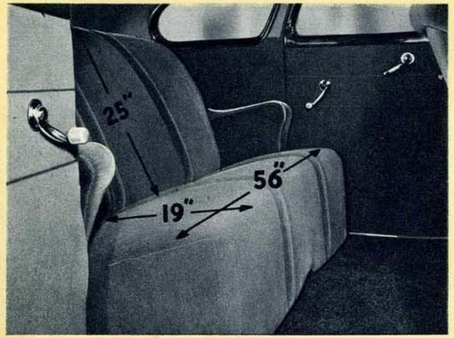
Never before has any low-priced car inspired such enthusiasm as this new Plymouth arouses wherever it is seen. From the front, from the side, from the rear . . . from any point at which you look at it you see new, fresh styling . . . new, streamlined unity of design.

And the same luxurious styling is apparent inside the car. The richly finished interior is far beyond what you could heretofore expect in any car priced so low as the Plymouth "Roadking."

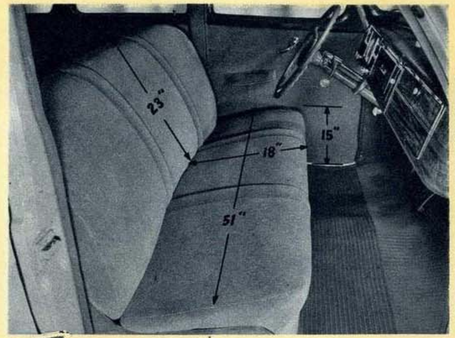
It's the *low-priced beauty*. And its luxury looks are a promise of the most thrilling riding and driving experience any low-priced car can give you . . . Plymouth's great *Luxury Ride!*

PLYMOUTH GIVES YOU A *Bigger,*

MORE ROOM! No need to keep legs crossed or knees tightly together in this big 56-inch rear seat. And note the unusually generous seat room, shoulder room, head room and leg room.



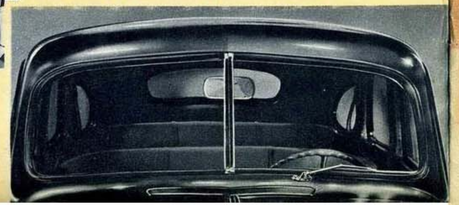
RESTFUL RELAXATION for three is provided by this wide front seat. And, with no obstructing levers in the floor, the center passenger rides as comfortably as those on either side.



LUXURY LOOKS! This handsomely grained instrument board keynotes the luxury styling of the Plymouth "Roadking" interior. Safeguarding the Luxury Ride, all instruments have warning signals.

FULL WIDTH DOORS! Rear doors of the new Plymouth four-door sedans are *straight . . . full width* all the way down to the bottom. Full width means easier entrance and exit. The straight door line adds greatly to the car's handsome appearance.

21.6 CUBIC FEET of trunk space! Spare wheel and tire mounted at the side, easier to get at. The big trunk is lighted at night through inside "windows" in tail-lamps.

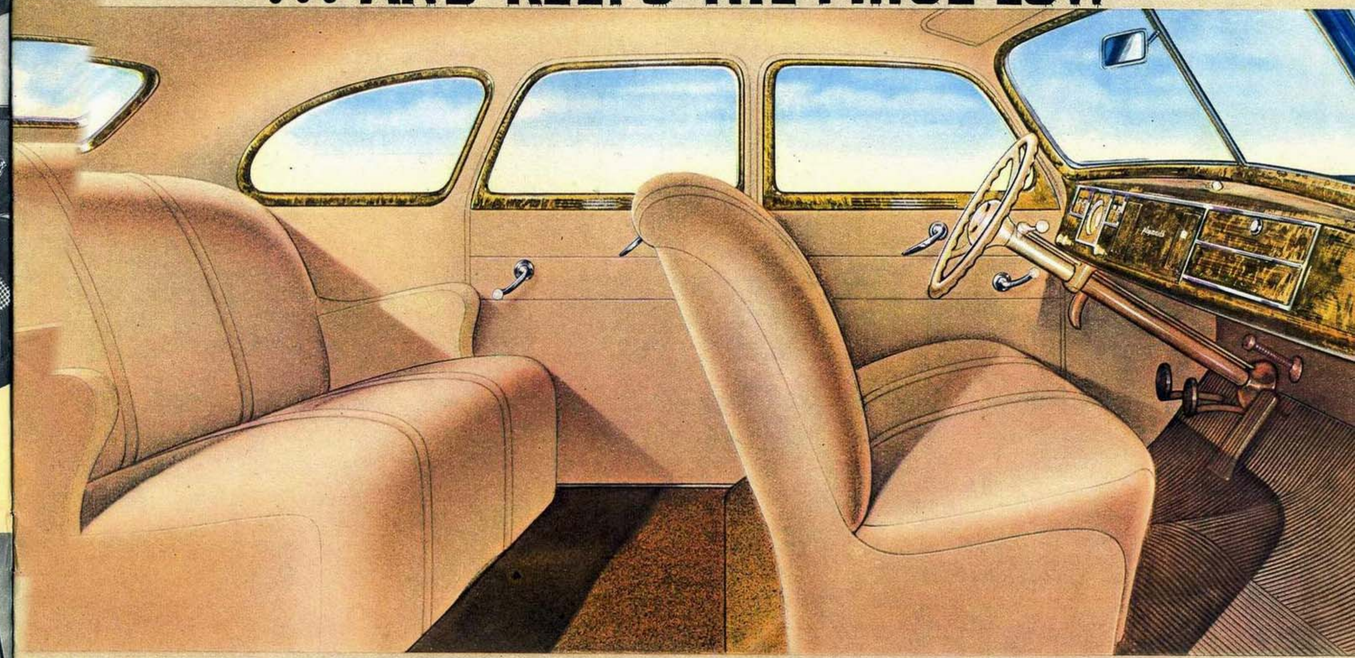


CLEARANCE! The 1940 Plymouth is lower, but there is no sacrifice of generous head room. Ladies and gentlemen both can lean back and relax, with plenty of clearance for hats.

WIDER VISION! The big, V-type windshield of safety plate glass has been increased in size by 95 square inches as compared to the 1939 Plymouth, giving much wider and higher vision. For still better vision, new design of the windshield corner posts greatly reduces "blind spot" area.

Wider, Roomier Car

... AND KEEPS THE PRICE LOW

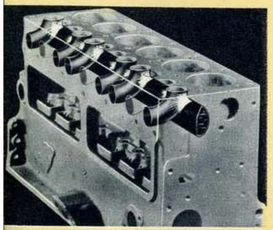


Biggest and roomiest of all popular low-priced cars was the 1939 Plymouth. But in this new 1940 Plymouth, room inside the body has been increased *by ten cubic feet!*

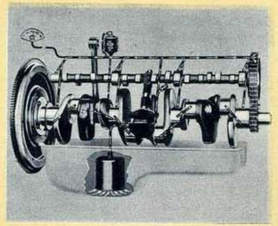
The rear seat of sedan models is seven inches wider at the edge, for increased knee room, with two and a half inches added seat room between the arm rests. Front seats are four inches wider. There's more shoulder room, extra generous head room and leg room. Window area is greatly increased for wider vision from any seat.

This spaciousness, the luxurious comfort of this beautiful interior contribute greatly to your enjoyment of Plymouth's *Luxury Ride.*

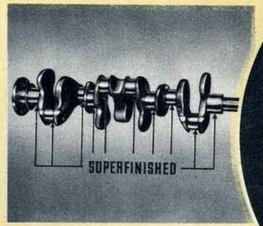
84 HORSEPOWER
SUPERLATIVE PERFORMANCE
GREAT ENGINEERING
for Economy
and Long Engine Life



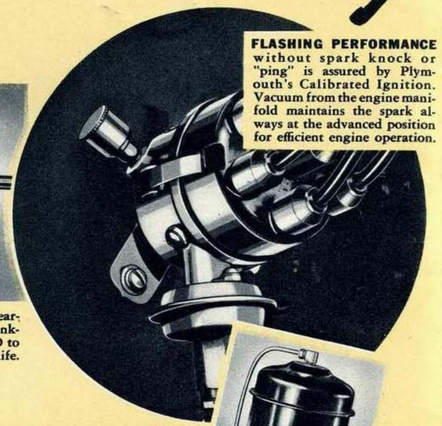
ECONOMY! Drawing shows how all exhaust valve assemblies are cooled uniformly by water fresh from the radiator, saving valve grinding.



LONG LIFE! All Plymouth camshaft bearings as well as main bearings and connecting rod bearings receive oil under *positive pump pressure* for *dependable* lubrication!

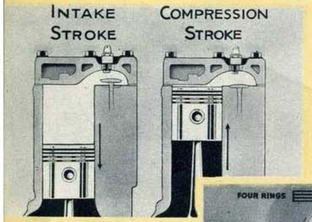


LONG LIFE! Four main crankshaft bearings for better load distribution. Crankshaft journals are SUPERFINISHED to reduce friction, lengthen bearing life.



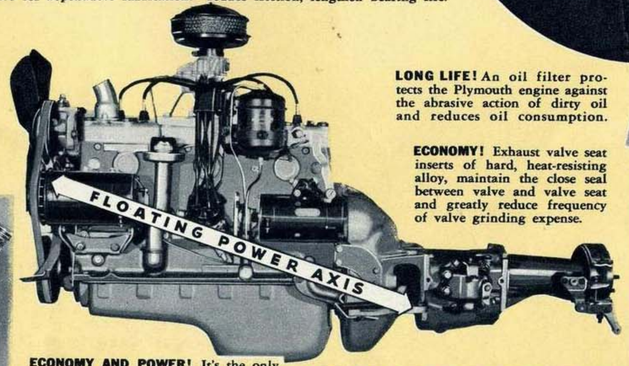
FLASHING PERFORMANCE without spark knock or "ping" is assured by Plymouth's Calibrated Ignition. Vacuum from the engine manifold maintains the spark always at the advanced position for efficient engine operation.

LONG LIFE! An oil filter protects the Plymouth engine against the abrasive action of dirty oil and reduces oil consumption.



POWER WITH ECONOMY! Plymouth's compression ratio is unusually high for a low-priced car... 6.7 to 1. More power from less fuel.

LIGHT WEIGHT aluminum alloy pistons are SUPERFINISHED and stannic coated (with pure tin, not an alloy) for long life.

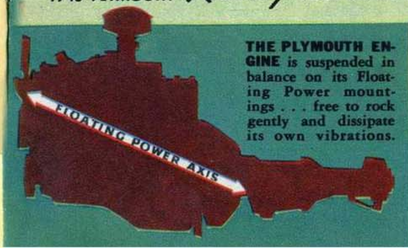


ECONOMY AND POWER! It's the only low-priced car engine that is an L-head Six. L-head design is used by the majority of American cars for permanent quietness and simplicity of servicing.

ECONOMY! Exhaust valve seat inserts of hard, heat-resisting alloy, maintain the close seal between valve and valve seat and greatly reduce frequency of valve grinding expense.

LONG LIFE! Faces of valve lifters, which must always open valves exactly the right distance at exactly the right time are SUPERFINISHED to reduce wear caused by friction of valve operation.

1940 PLYMOUTH *Roadking* FOUR-DOOR TOURING SEDAN

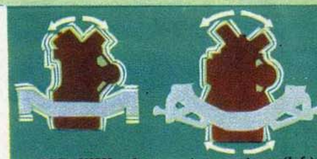


THE PLYMOUTH ENGINE is suspended in balance on its Floating Power mountings . . . free to rock gently and dissipate its own vibrations.

For *economy* with *power*, Plymouth is the only low-priced car that has an L-head, six cylinder engine and the unusually high compression ratio of 6.7 to 1.

For unmatched *smoothness*, this big 84 horsepower engine has patented Floating Power engine mountings. Floating Power frees you from the tiring effects of the vibration that is caused by the power impulses in every automobile engine.

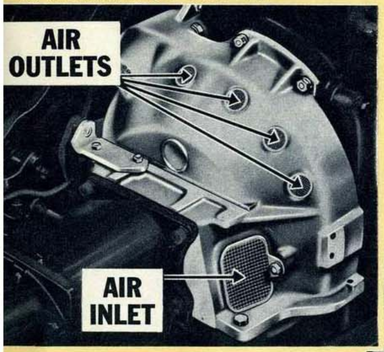
Plymouth's Floating Power is an important factor in the Luxury Ride that only Plymouth among all low-price cars gives you.



OLD WAY of mounting engines (left) aggravated the vibration present in all automobile engines. With Floating Power (right) the engine cannot transmit vibration to the frame.

"Stands up Best" OF ALL LOW PRICED CARS PLYMOUTH IS MOST LIKE THE HIGH PRICED CARS

SILENT IN ALL SPEEDS is the new Plymouth transmission because *all* gears are helically cut. Gears are of Amola steel and operate on anti-friction bearings. A new synchronizer of the blocker type keeps this great transmission remarkably free from clashing or "dead-ending."

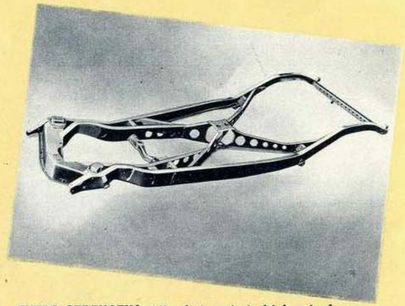


LONG LIFE is assured for Plymouth's easy-action clutch by complete clutch ventilation which carries off the heat caused by the friction of clutch operation. In the 1940 Plymouth, a new type driven disc safeguards against "spinning." For remarkably easy operation, the pedal spring is the over center type. For long life and permanent quietness, the Plymouth clutch has a ball release bearing.

Across the country there is a rapidly growing tendency to measure the values of different low-priced cars by comparing them with America's high-priced cars.

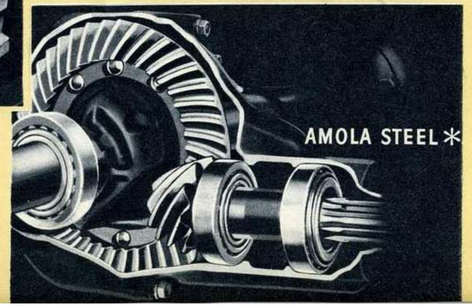
Increasing thousands of buyers who make these careful comparisons before choosing their new cars are choosing Plymouth. For Plymouth brought to low-priced cars the brilliant engineering, the same precision of manufacture formerly applied only to the production of high-priced cars.

Plymouth's close resemblance to America's high-priced cars is largely responsible for its country-wide reputation as "the car that stands up best!" And it is a very important reason why Plymouth, alone among low-priced cars, gives you the great Luxury Ride.

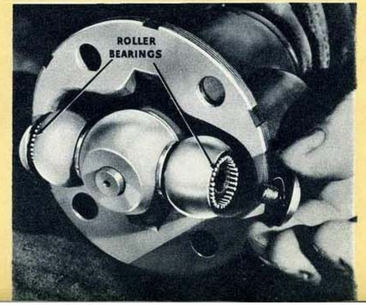


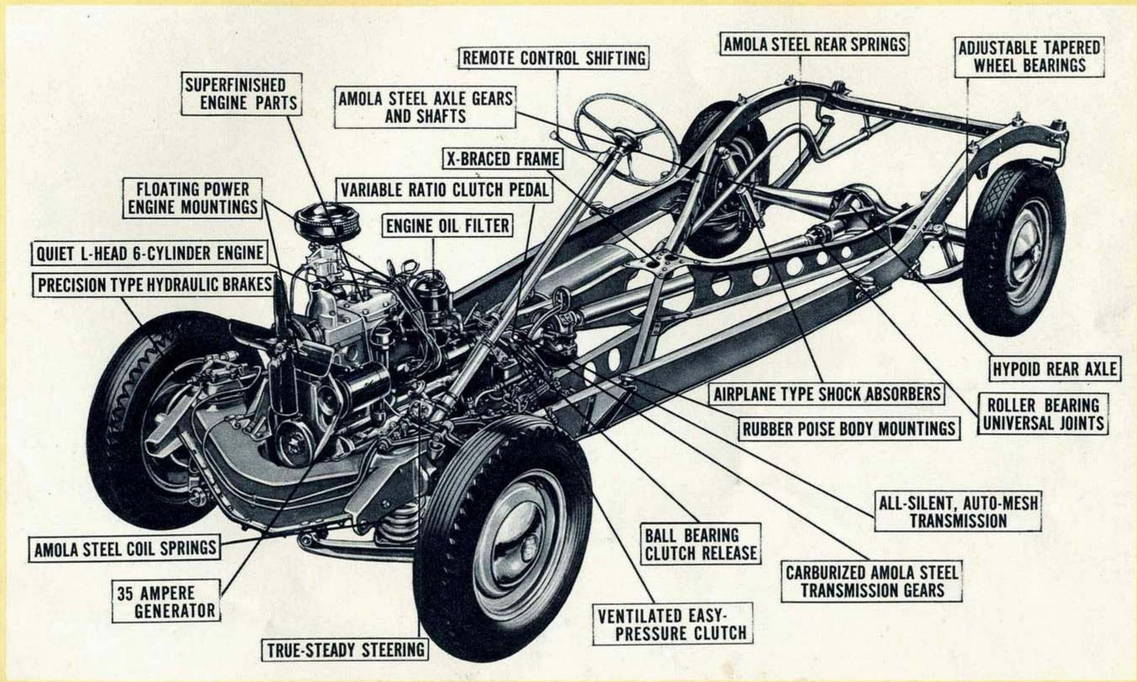
EXTRA STRENGTH! All of America's high-priced cars use an X-braced frame, but not all low-priced cars give you this high-priced car advantage as Plymouth does. In the Plymouth frame, the subside rails extend from the X-member to the front cross-member to form sturdy box sections, which give added rigidity to the frame structure.

LONG LIFE! Plymouth's hypoid rear axle is far stronger and has one and one-half to two times the life of the ordinary spiral bevel type of axle. And because it lowers the drive shaft, the hypoid axle makes possible a low rear compartment floor without a tunnel.



LONG LIFE! Plymouth's two ball and trunnion type universal joints are equipped with roller bearings instead of the usual plain bushings. These roller bearings add greatly to the life of the universals.





IN THIS PLYMOUTH, LOW PRICE BRINGS YOU THE MOST MODERN *Safety*

1940 PLYMOUTH *Roadking* COUPE

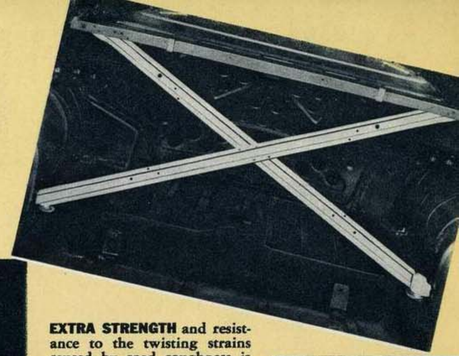
Among low-priced cars, Plymouth has always been the pioneer in engineering for greater safety. Plymouth pioneered the Safety Steel body . . . first introduced Safety Styling to make Safety Steel even safer . . . has long been the only low-priced car to safeguard both the strength and the beauty of its steel body, as well as fenders and sheet metal parts, with complete protection against the ravages of rust.

Every Plymouth ever built has had hydraulic brakes! And Plymouth's brakes are *precision-type* . . . that place stopping the car under the driver's *full control.* In a Plymouth, no uncontrolled "self-energizing" action can exert unexpected braking pressure.

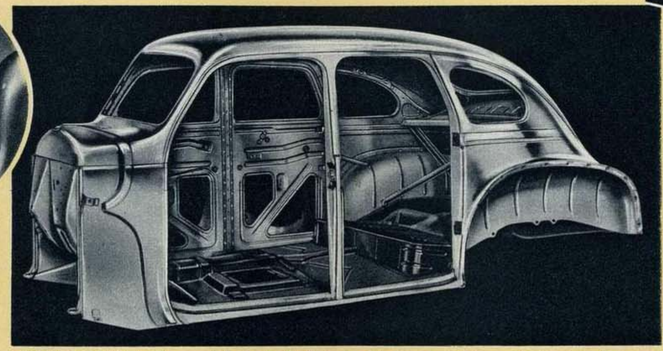
It is the background of long experience in pioneering for safety that enables Plymouth to give you the newest in safety engineering in the 1940 Plymouth car . . . to make Plymouth's great Luxury Ride unequalled for safety by any other low-priced car.

Engineering

RUST-PROOFED SAFETY STEEL BODY

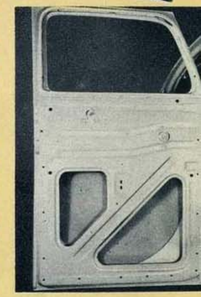


COMPLETELY PROTECTED! Not only fenders and sheet metal parts, but the entire Plymouth body is completely rustproofed beneath its gleaming enamel. This *complete* protection against the ravages of rust is unusual in low-priced cars . . . is an important extra value that you get in the 1940 Plymouth.



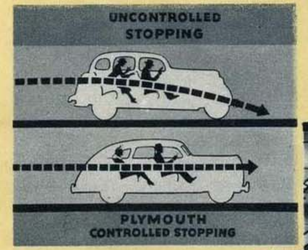
SAFETY STEEL! The Plymouth body is all of steel, with *extra reinforcement* at points of greatest stress and strain. Plymouth made the steel body a safety feature that today's buyers *demand!* And Plymouth still leads in Safety Steel body construction.

EXTRA STRENGTH and resistance to the twisting strains caused by road roughness is given to Plymouth's Safety Steel construction by this massive X-brace in the rear of sedan bodies . . . an example of the way in which the Plymouth body is stoutly reinforced at every point of stress.



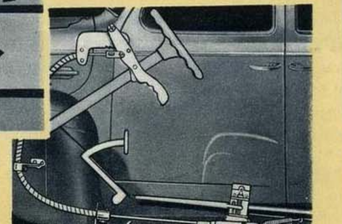
EXTRA STRENGTH! Plymouth's All-Steel doors are of welded construction and are stiffened against the possibility of sagging by sturdy diagonal braces. The new *straight* door post is stronger than the usual rear door post which curves at the bottom around the fender. Rotary latches assure easy and secure closing.

SUPERFINISHED HYDRAULIC BRAKES



SAFE! With Plymouth brakes, uncontrolled self-energizing action cannot cause unexpected braking force . . . an important safety feature, particularly on slippery roads!

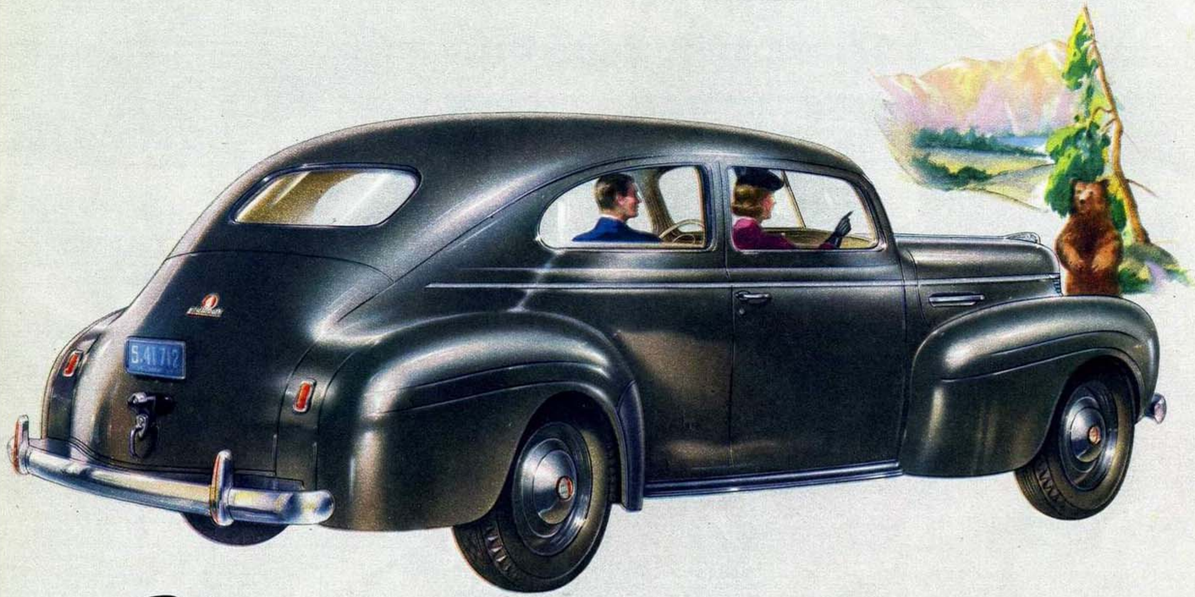
EXTRA BRAKING SYSTEM! Plymouth's handbrake operates on the drive shaft, instead of being merely another way to operate the rear wheel service brakes. Thus the handbrake forms an entirely separate braking system.



YEAR'S GREATEST ADVANCE in braking effectiveness! For quiet and more effective brake operation, Plymouth brake drums at all four wheels are SUPERFINISHED, and the facing surfaces are *precision ground* exactly to match the contours of the drums.

SMOOTH STOPPING! To eliminate uncontrolled "self-energizing" action, *both* Plymouth brake shoes are anchored at the bottom and the rear piston in each hydraulic wheel cylinder is larger than the front piston, exerts more push.

TRY IT...AND YOU'LL FIND THRILLING NEW



1940 PLYMOUTH *Roadking* TWO-DOOR TOURING SEDAN

Adding immensely to your pleasure in Plymouth's Luxury Ride are the unusual ease with which you handle this great car and its remarkable steadiness under all road and weather conditions.

Plymouth's improved Remote Control Shift and new blocker type transmission permits you to shift gears with astonishing ease.

Clutch and acceleration pedals are instantly responsive to remarkably light foot pressure. All controls are easy to reach and to operate.

True-Steady Steering keeps your Plymouth "Roadking" going straight where you want it to go, with a minimum of effort on your part.

When you try the Luxury Ride, when you, yourself, drive a new Plymouth, you will join the thousands of other drivers who say, "This new Plymouth is the easiest car to handle I have ever driven!"

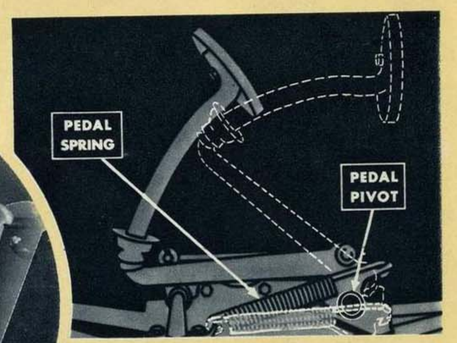
Handling Ease

STANDARD EQUIPMENT at no extra cost on all new Plymouth "Roadking" models is Plymouth's improved Remote Control Gear Shift. It makes shifting easier and quicker, clears the front compartment floor of any obstructing levers, so that three people can ride in complete comfort.

TRUE-STEADY STEERING! It's *center* steering, with drag link eliminated. True-Steady steering keeps your Plymouth going *straight* where you want it to go. For easy steering and parking, steering gear ratio is 18.2 to 1.

JUST RIGHT! The driver's seat in all Plymouth models is easily and quickly adjustable. Adjusting range is 5 inches and the seat rises as adjusted forward.

EASY ACTION! Plymouth's treadle-type accelerator, placed at just the right angle for a restful position of foot and leg, operates easily with light foot pressure. And you get instant, thrilling response from the big, economical 84 horsepower engine for smooth getaway and flashing acceleration.



EASY ACTION! For easy operation, Plymouth has a variable clutch pedal ratio and an over center return spring. As the pedal is depressed, the spring augments the pressure applied by the driver, reducing the foot pressure and consequent effort required for clutch operation to the practical minimum.

DISCOVER LUXURY YOU NEVER DREAMED OF...
TRY THIS NEW PLYMOUTH'S

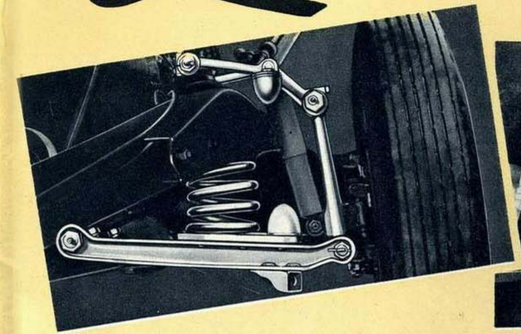
1940 PLYMOUTH *Roadking* COUPE

Plymouth's Luxury Ride is different than any ride you ever had before in a low-priced car. No particular engineering feature or group of features can explain it. It results from a combination of many features. Plymouth's bigger, wider body and 117-inch wheelbase is part of it.

Redistribution of weight with seats nearer the riding center of the car is important to it. Amola steel springs, individual front wheel springing, big airplane type shock absorbers, rubber-poise body mountings, complete body insulation . . . all play their essential parts in giving you Plymouth's great Luxury Ride.

You'll *feel* the difference in your first thousand feet of riding in the 1940 Plymouth. And you'll keep on feeling the difference . . . and enjoying it . . . as long as you continue to drive and ride in this great car.

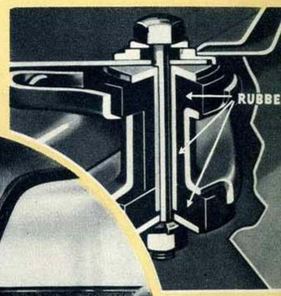
Luxury Ride



AMOLA STEEL COIL SPRINGS! Individual front wheel springing of the kind usually found only in higher-priced cars. *Each* Plymouth front spring is coiled from a rod of Amola Steel nearly eleven feet long . . . *each* nearly 1½ times the *total* spring length of some low-priced cars.

SOUND-PROOFED! The Luxury Ride is a *quiet* ride. At every point in the body where noises could occur, Plymouth uses the exact insulating material which best absorbs that particular noise.

RUBBER-POISE! The Plymouth body "floats" on mountings of live rubber with no metal-to-metal contact between body and body bolts and frame.



AIRPLANE TYPE! Plymouth's big shock absorbers are of the same type used to cushion the landings of giant transport planes. There is one at each wheel . . . *double acting*, so that they control both the upward and the downward movement of the springs, adding immensely to the restfulness of Plymouth's great Luxury Ride.

LUXURIOUS COMFORT! Deep, wide, high-backed seats are luxuriously upholstered over coil spring construction scientifically designed to support you in the most restful sitting position. Generous head room, seat room, shoulder room, knee room and leg room permit luxurious relaxation.

AMOLA STEEL! Because Amola steel is far stronger and tougher than ordinary spring steel, leaves in Plymouth's rear springs can be made thinner than usual, for greater flexibility, a more restful ride.

THE OLD WAY. Stiff front springs and 60 per cent of weight on rear springs gave a "bouncy" ride.

THE PLYMOUTH WAY. Weight and Springing *balanced*. All parts of the car ride the same—level!

DETAILED INFORMATION

1940 PLYMOUTH "Roadking"

AXLE, REAR—Hypoid type, gear ratio 3.9 to 1. Semi-floating, with one-piece housing, two-pinion differential mounted on tapered roller bearings. One-piece forging drive pinion and shaft mounted on two tapered roller bearings. Amola steel axle shafts with tapered roller bearing at each outer end. All tapered roller bearings are fully adjustable.

BODIES—"Safety-Steel," braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness. Rubber-poise mountings. Simplified ventilation in all models.

BRAKES, SERVICE—Plymouth hydraulic, internal-expanding with molded, non-burning brake shoe facings 2" wide. Centrifuse brake drums 10" in diameter with superfinished braking surface for long life and efficiency of operation. Wheel cylinders graduated in size to equalize facing wear of front and rear shoe.

BRAKES, PARKING—Independent in operation, 6" drum at rear of transmission. 2" wide. External-contracting band. Equalized through differential gears.

CARBURETOR—Balanced downdraft, equipped with combination air cleaner and intake silencer. Throttle connected with starter pedal for quick starting. Acceleration pump. Interconnected choke and throttle.

CLUTCH—Single dry plate type, 9¼" driven disc with two woven facings and torsion springs around hub for elimination of transmission gear rattle. Oilite ball retainer in clutch release bearing. Clutch housing ventilated. Variable ratio clutch pedal and overcenter spring reduces pedal pressure required.

COOLING SYSTEM—Water capacity 3½ gallons. Self-adjusting water pump packing seal. Circulation controlled by thermostat. Cellular radiator core cooled by 4-blade (staggered) 17" fan driven by endless V belt.

ENGINE—L-head type. Bore, 3⅛"; stroke, 4⅜"; displacement, 201.3 cubic inches; S. A. E. horsepower, 23.44; compression ratio 6.7 to 1. Fully water-jacketed length of bores, exhaust valve seats cooled by directed circulation of water from header pipe. Full force-feed lubrication by positive gear pump to all crankshaft, camshaft, connecting rod bearings and timing chain. Spray from metered hole in each connecting rod lubricates cylinders and valve mechanism. Oil capacity, 5 quarts. Crankcase ventilation with air cleaner. Oil filter. Four bearing counterweighted crankshaft. All crankshaft and connecting rod bearings steel-backed interchangeable precision type. New U-slot aluminum alloy pistons with 4 piston rings. Compression rings are surface treated. Alloy valve seat inserts. Pistons, valve lifter faces and main bearing and connecting rod bearing journals are SUPERFINISHED for long life and efficiency of operation. Engine suspended on Floating Power rubber engine mountings.

ELECTRICAL SYSTEM—New Sealed Beam headlamps with reflector, lens and filaments combined in sealed unit, beams shift to right and down for passing. Battery, 6 volt, 90 ampere capacity. Generator ventilated, driven by fan belt and pivoted for belt adjustment. Starting motor pinion mechanically engaged with flywheel ring gear before revolving. Distributor automatic vacuum advance for maximum economy and acceleration. 14 mm. spark plugs sealed against dirt and moisture by bakelite caps; all cables heatproof and waterproof. Coil mounted in well-protected location on dash with armored theft-proof cable leading to lock on instrument board. Illuminated ignition keyhole.

FRAME—Rigid-X double drop with double side members for permanent rigidity.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven from camshaft. Fuel pump inverted reducing possibility of vapor lock. Fuel filter. Two-piece welded fuel tank mounted at rear of underbody; capacity 17 gallons.

OVER-ALL LENGTH—Without bumpers, Sedans and Coupes 180¾".

SPRINGS, FRONT—Individual wheel springing of the "wishbone" type fully sealed, with Amola steel coil springs.

SPRINGS, REAR—Semi-elliptic, Amola steel, width, 1¾"; length, 53⅜"; Silent-U shackles and rubber cored shackles.

SHOCK ABSORBERS—Aero-Hydraulic, double acting, telescopic; on all four wheels.

STEERING—Worm and roller semi-irreversible type steering gear, ratio 18.2 to 1. Friction reduced by generous use of tapered roller bearings. Center steering design eliminates road shock.

TRANSMISSION—Syncro-silent with helical gears throughout. 7 ball and roller bearings in transmission.

WHEELS, TIRES—Five steel disc wheels. Spare mounted—Coupe—back of seat; Sedan—vertical on right side of luggage compartment removed through door in rear; airwheel, 5.50x16".

INSTRUMENTS AND EQUIPMENT—Instrument panel includes Safety Signal speedometer, ammeter, oil pressure gauge, electrical gasoline gauge, water temperature indicator, ignition lock switch, light switch, headlamp beam indicator. All instruments have warning signal lights. Choke and throttle control buttons. Horn button at center of steering wheel. Foot controlled headlight beam switch. Equipment includes twin tail lamps, cowl ventilator, automatic windshield cleaner, non-glare rear vision mirror, adjustable horn, stop light with glow lens, glove compartment. Set of tools in all models.

NOTE—All specifications subject to change without notice.

ALSO AVAILABLE WITH 20-INCH WHEELS

For heavy going in rural districts where extra road clearance is needed, you can have Plymouth models with specially designed chassis and 20-inch steel disc wheels—to give 9⅞ inches road clearance. They are used with special front fenders and a special hypoid rear axle with a gear ratio of 4.3 to 1 to give the same engine speed as the regularly equipped Plymouth models.

That extra clearance is often the difference between getting through and getting stuck. It makes life easier for mail carriers, farmers, oil field workers —or anybody who has to drive over high-crowned or deeply rutted roads.

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