

Plymouth Offers Options Of Three Drives; 11 Body Types; Brand New Styling

Plymouth's 1954 line of automobiles is on display in dealer show rooms throughout the nation and at the Carcade at the Armory now.

The new models have optional power steering and three choices in power drives.

They are longer than last year's models. New body lines, a new front end design, new interiors, new advanced design seat cushions

and engine improvements are among the 64 advancements in styling and engineering design. "We are confident that people will like the new beauty of our 1954 cars," John P. Mansfield, Plymouth president, said. "We are absolutely certain that they are the most durable, best riding, best performing and roomiest cars that Plymouth has ever built."

Plymouth is using the link type of power steering. The hydraulic "muscle" is in the steering linkage. Plymouth officials say it is the most effective, compact and serviceable installation produced for cars in the low price field. It reduces steering effort up to 80 per cent, permits fingertip control in tight parking situations and promotes safe driving through lessening the driver fatigue and absorption of road shock.

In its 1954 line, Plymouth offers three options in power drives. Hy-drive, a no-shift unit made up of a combination of torque converter and three-speed transmission, was introduced during the 1953 model year. It will be in volume production for 1954 models. The two other options are Synchro-Silent three-speed transmission and Synchro-Silent with overdrive, which provides a fourth forward speed for cruising. Mansfield said more than half the Plymouths now being produced have either hy-drive or overdrive.

The new Plymouth line is made up of 11 body types in three series. Aristocrats of the line are the Belvederes consisting of a sport coupe of "hardtop" design, a four-door sedan, convertible and Suburban steel-bodied station wagon type of car, all beautifully color-styled in two-tone combinations. In the Savoy series are a four-door sedan, club coupe and two-door sedan. In the lowest priced Plaza series are a four-door sedan, two-door sedan, business coupe and Suburban.

All models have completely new interiors. Other changes include an increase of 3½ inches in overall length, a new front end styling treatment, new chromium side moldings and modifications in virtually all exterior design features. Interiors are designed with emphasis on color harmony and modern decor. Seat and back cushions and door side panels are upholstered in new types of fabrics which are exceptionally resistant to wear.

Plymouth is introducing a new type of seat cushions with dual flex springs. They are made up of a combination of coil springs and Jack springs which, working in combination, provide a softer cushioning action in normal riding situations and resistance to "bottoming" when the car hits a bump.

To extend top engine performance over a long period of time, Plymouth is using new silicon chromium alloy intake valves in 1954 models. Exhaust valve inserts have been retained to maintain high compression engine performance in years of service.

Other mechanical improvements include a higher capacity oil pump, new improved clutch and improved electric windshield wipers.

Plymouth's new full time power steering system, available on all 1954 models, makes driving safer as well as easier, says Plymouth Chief Engineer Robert Anderson.

Driving is safer because the same mechanism which helps the driver turn the front wheels resists turns when they are not desired, he says. "For example, when one of the front wheels hits a bump or deep hole, the power steering unit goes to work automatically and immediately," he said. "It keeps the car on the course the driver has set. It helps him bring the car to a safe, smooth stop, if necessary. The power steering mechanism absorbs virtually all of the shock."

Power steering also contributes to safer driving by lessening driver fatigue on long trips, Anderson says.

Plymouth is using the link type of power steering. The system consists of a rotary oil pump coupled to the generator, rubber hose lines and a hydraulic power cylinder built into the steering linkage. The cylinder has special, integral valving which permits the cylinder to meet all driving requirements automatically.

Engineering tests show that parking a Plymouth with power steering on a dry pavement requires only 6.7 pounds of effort, compared to 30.5 pounds with manual steering. Rounding a city corner at 15 miles per hour with power steering requires 3.4 pounds of effort, compared to 10.7 pounds with manual steering.

New Yorker Deluxe. Custom Imperial models have adopted six major engine modifications, resulting in an increase from 180 to 225 brake horsepower. The torque has also increased from 312 to 330 pounds-feet.

FINE FABRICS

Fine fabrics and careful color coordination highlight the new interiors and reflect the importance of close color harmony between interiors and exteriors in the 1954 Chrysler.

POWER STEERING

Chevrolet, which introduced Power Steering in the low-price field, has substantially reduced prices on the device this year.



The 1954 Plymouth is longer and looks wider and lower as a result of design modifications. Front view shows new massive bumpers and new grille design with attractive Plymouth identification. The front is designed with a view to ease of cleaning and simplification of repairs.

New Color Styling By Studebaker

Color styled interiors of the new 1954 Studebakers bring to automotive styling a trend in the use of color that is as far advanced as is the exterior styling.

The charm of color-styled interiors is in the selective blending of colors, weaves and textures of upholstery materials to harmonize with the exterior color chosen by the owner. They give interiors of the new 1954 Studebaker models the same nerve and freedom from convention that characterize the long, low silhouette of the exterior lines.

Miss Eleanor Le Maire, noted industrial colorist who designed the interiors said Studebaker's new interior styling creates a "oneness" with the dashing body lines in passenger car designed by Raymond Loewy.

"In the 1954 Studebaker there is an emphasis on harmony," Miss Le Maire said. "Through color-styled interiors we have a young, fresh approach to the harmony of color that complements a young, vigorous automobile."

There are 41 standard combinations of color-styled interiors—21 cloth and color combinations in the sedans, 16 in the 5-passenger coupes, and four in the hardtop convertibles. These various combinations provide the prospective owner with considerable latitude in deciding on color and trim most suited to personal or family taste.

"One of the great satisfactions that comes from owning an automobile is family pride," Miss Le Maire said. "In the new Studebaker the wife gets what she wants in interior beauty, while the husband gets what he wants in design and mechanical features. This makes for a oneness in pride of ownership."

In sedans, coupes and hardtops selection of a particular one of twelve solid or ten two-tone exterior colors also includes harmonizing interior trim, upholstery material, and pattern of weaves, as well as color of headliner, sun visor and carpeting.

All upholstery fabrics were created especially for Studebaker.

In the hardtop convertible models plaited vinyl upholstery in scarlet red, golden tan and light tan is optional at no extra cost. In the sedans and 5-passenger coupes plaited vinyl upholstery is optional at extra cost. All sedans, coupes and hardtops have plaited leather upholstery optional at extra cost.

Equally pleasing are the interior and exterior blending of colors in the Conestoga, the Studebaker station wagon being introduced as one of the new models. The Conestoga is available in three 2-tone vinyl upholstery combinations.

GOOD VISIBILITY

Maximum visibility and freedom from eye strain are provided on the 1954 Chrysler through use of edge lighting by which only the numerals, pointers and dial graduations glow brightly on each instrument against a completely dark background.



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Styling Trends Studied To Design Plymouth Interiors

American women had an important influence on the styling of 1954 Plymouth cars, particularly their interiors, says V. M. Exner, who directed the work which created the new models.

Exner said his staff of designers and stylists studied trends in home furnishing and decoration and reached some conclusions about what should go into the new models. Their principal conclusion was that color coordination is of utmost importance to women—and to their husbands, too.

"Color and color coordination are tremendous factors in the achievement of new effects in design," he says. "Women are particularly conscious of color. They reflect it in their choice of clothes and in the decoration of their homes."

One result of this study is that color coordination is carried to the smallest details, including, for example, the horn button, headlining

and the instrument panel. Another trend apparent in the '54 Plymouth, partly inspired by studies of home furnishing, is the use of new fabrics, synthetics and combinations of synthetics and natural, which have a rich appearance while offering an easy-to-care-for quality. The new fabrics, in addition to being more attractive, are more durable and thus maintain car value, Exner says.

Plymouth has three separate series of cars in its 1954 line. The aristocrats of the line are the Belvederes in four body types—a sport coupe of "hardtop" design, a four-door sedan, a convertible and a Suburban. Inspiration for the color styling of these models came from the far west, Exner says.

"We've chosen colors from California, indicative of life on the open road," he says. "Americans are traveling more and more, and they

like to travel with the colors they enjoy in their homes."

San Diego gold, San Pedro blue, San Gabriel green and Santa Rosa Coral are the new basic colors in the Belvedere cars, all of which are finished in two-tone color combinations with either ivory or black as the secondary color. Thus Plymouth offers eight choices of color schemes in the Belvedere series.

Plymouth also offers a wide selection of colors in the Savoy and Plaza series. The Savoy series is made up of a four-door sedan, club

coupe and two-door sedan. In the lowest priced Plaza series are a four-door sedan, two-door sedan, business coupe and Suburban.

RUGGED GEARS

The new regular production three-speed transmission of the 1954 Chevrolet has greater wearing quality, higher load carrying capacity and operates quieter. Now included as regular equipment are needle bearings on the counter gear, formerly available only in heavy-duty transmission for taxicab use. After the regular gear hardening process, gears are shot-peened to strengthen resistance to wear.

LUBRICATION

Spring lubrication and spring covers are no longer required in rear springs of the 1954 Chevrolet passenger car chassis because of various insert buttons seated in embossed pockets near the leaf ends.

ALUMINUM PISTONS

Offset-plunged aluminum type pistons of the 1954 Chevrolet engine reduce possibility of piston slap, thus providing quieter engine operation regardless of loading conditions.

"I want value for my automobile dollar!"



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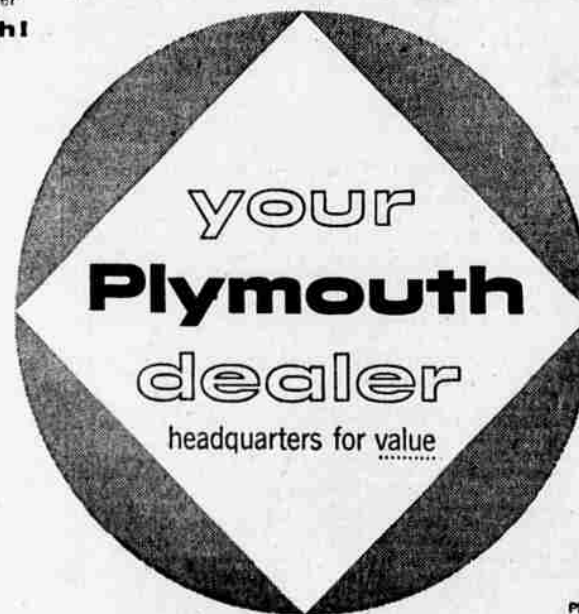
Brother, now you're talking Plymouth's language!

We'd like to show you the biggest package of value-per-dollar ever offered in the low-price field—the new '54 Plymouth!

And we'd like to prove that value to you, item by item.

There's the smoothness of the famous Balanced Ride, plus safety and comfort features no other low-price car can match. There's the endurance and economy that make Plymouth famous—two big reasons why there are more Plymouths used as taxicabs than all other makes combined! There are many other value features we want you to see—so, we invite you to come in, compare, and drive the new Plymouth, soon!

Like to drive without shifting? Plymouth's Hy-Drive is the newest, smoothest no-shift drive in the low-price field. And be sure to try Plymouth's new, full-time power steering—it gives you effort-free steering, finger-tip parking! Both at low extra cost.



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