

New Plymouth Here — at Lower Prices!

BIG NEWS

VALUE IS UP, Price is Down...New Plymouth Gives You a Longer Wheelbase ... New High-Torque Engine Performance... Perfected Remote Control Shifting...New Auto-Mesh Transmission...New Amola Steel Coil Springs ...New True-Steady Steering...New "Safety Signal" Speedometer.

*Bigger, Brilliant
New "Roadking" and
"De Luxe" Models*

NOW ON DISPLAY

HERE ARE the most sensational new cars the low-price field has ever known...the beautiful, new 1939 Plymouths!

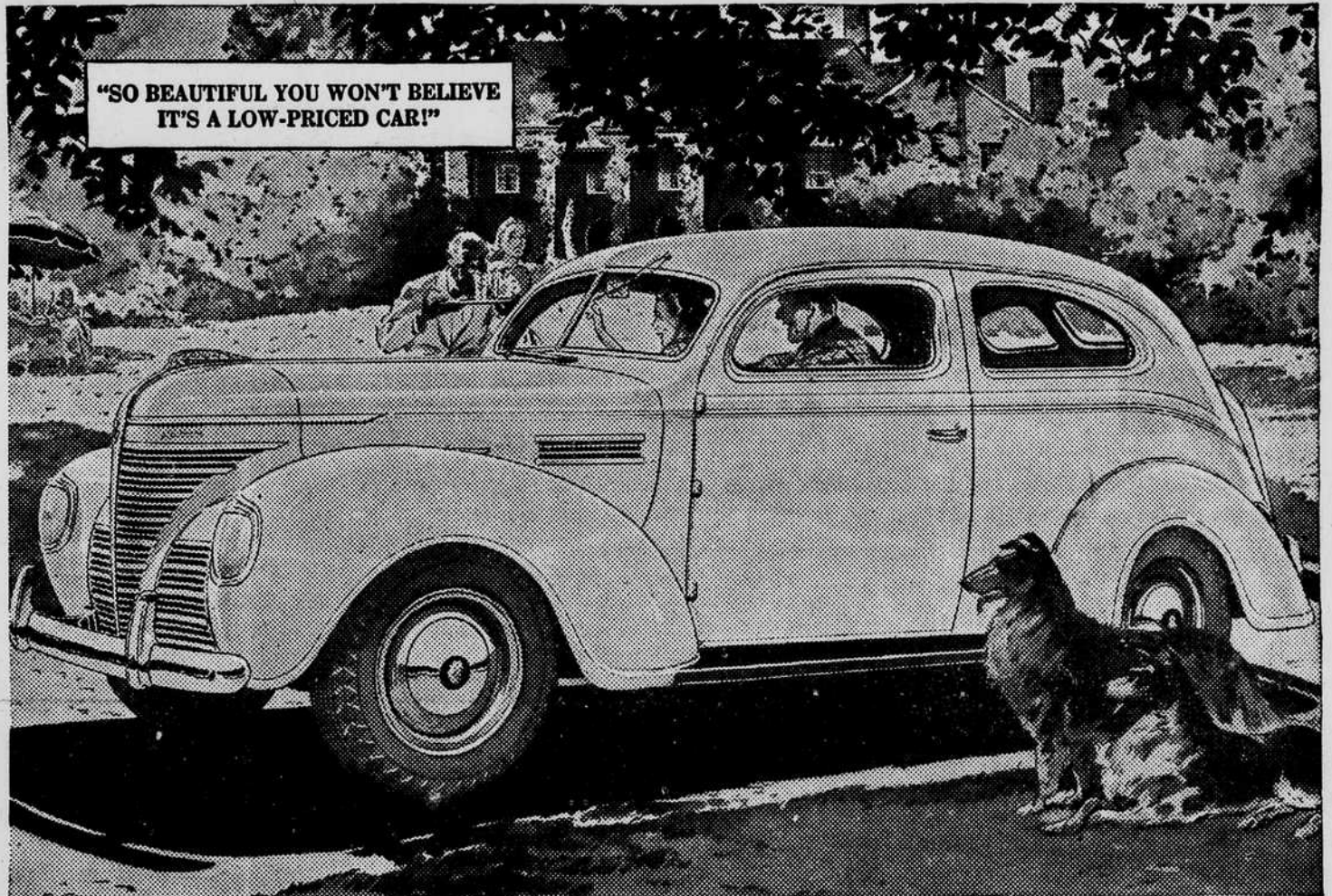
At new lower prices, they bring you magnificent new styling—sweeping modern lines...extra room...luxurious new upholstery.

And Plymouth has a new ride that will astonish everybody!

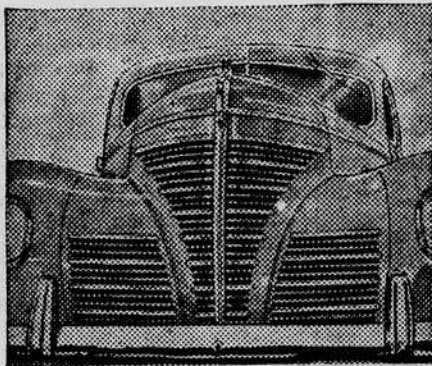
With new Amola Steel Coil Springs, the big new Plymouth gives you an amazingly smooth, soft ride on the roughest roads.

You'll get a new thrill from Plymouth's sparkling, new High-Torque engine performance. And yet the 1939 Plymouth is still more economical in every way.

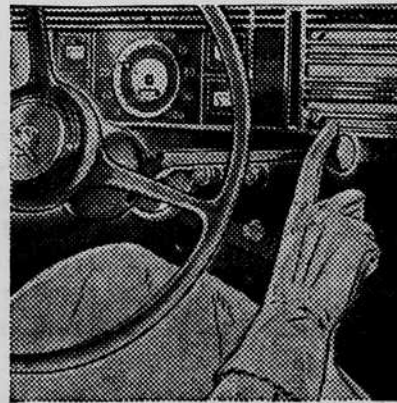
Easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...balance in surprisingly low monthly instalments.



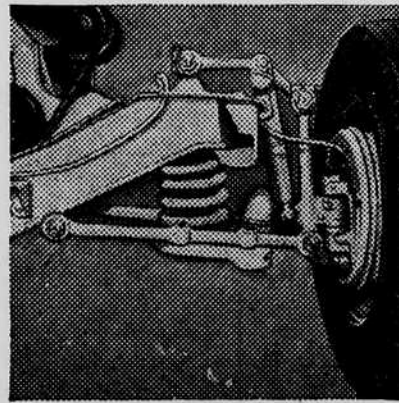
THE NEW 1939 PLYMOUTH "ROADKING" Two-Door Touring Sedan! Experience the new smoothness of its patented Floating Power engine mountings, its 100% hydraulic, double-action brakes. See this great new car—drive it—at your nearby Plymouth dealer.



SO BEAUTIFUL you won't believe it's a low-priced car...new style headlamps give greatly increased road lighting.



PERFECTED Remote Control Gear Shifting—with Auto-Mesh Transmission, standard on "De Luxe."



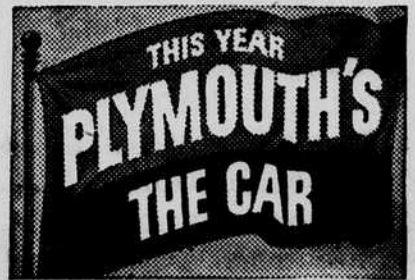
THE FINEST springing design known, wonderful new ride...Amola Steel Coil Springs, miracle of metallurgy.

EASY TO BUY CONVENIENT TERMS

"Detroit delivered prices" include front and rear bumpers and bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C. B. S. NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

**PLYMOUTH BUILDS
GREAT CARS** THE "ROADKING"
THE "DE LUXE"



• NEW PLYMOUTH NOW ON DISPLAY AT-

Bounds Motor Co.

WELDON, N. C.