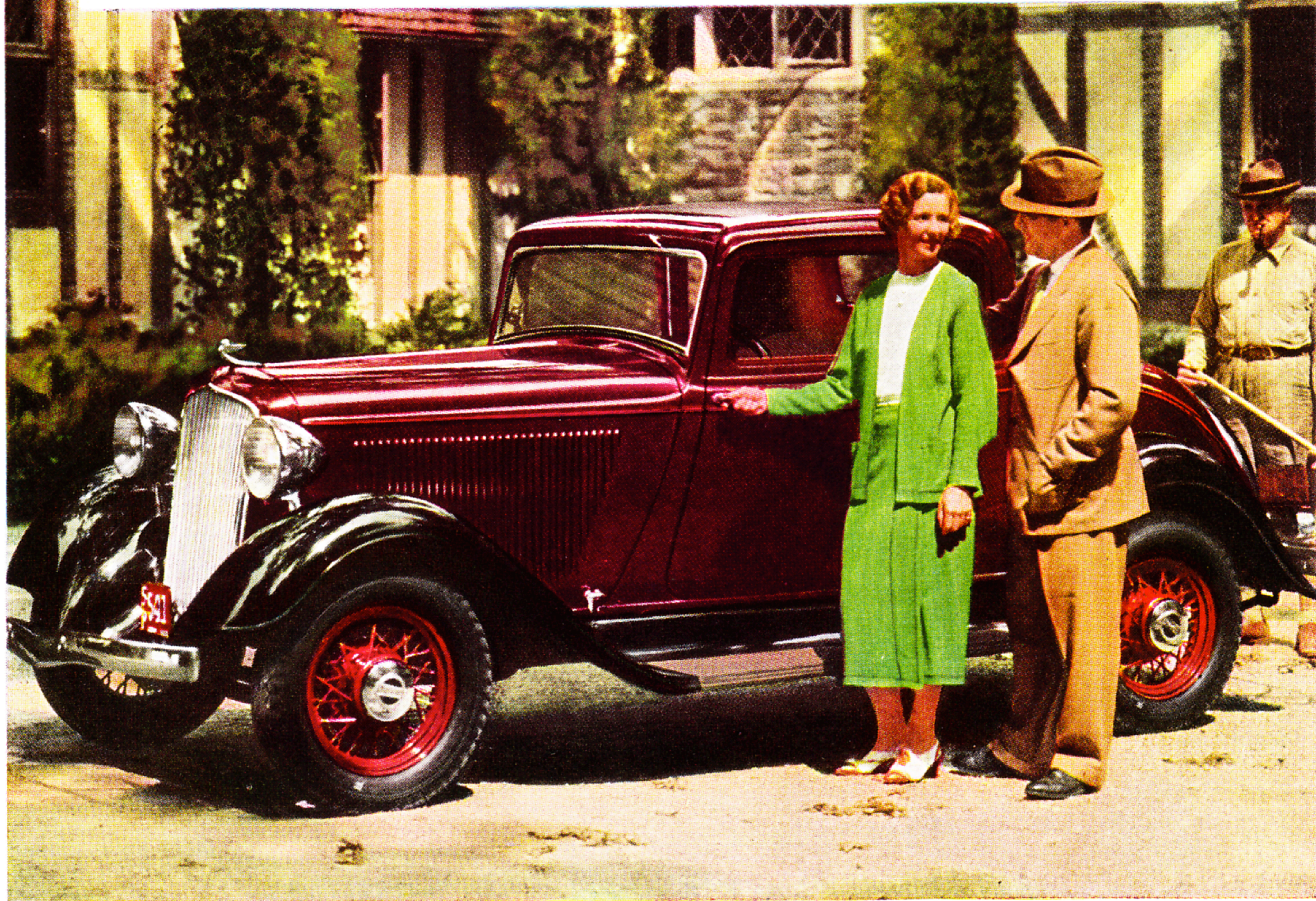




"We're a Two-car Family

AND THEY'RE
BOTH PLYMOUTHS!"



An Interview with JOHN ALDEN THAYER, Editor and Publisher, Ridgefield Press

UP AROUND Ridgefield, Conn., they know John Alden Thayer as an up-and-coming young editor with a lot of good ideas. And one of them, it seems, was his choice of a low-priced car—Plymouth.

He bought his first one a year ago for a trip to Maine. Within a year—so well was he pleased with its performance—he had added a second.

"The thing I like best," he told us when asked about details, "is Floating Power.

"Most cars develop rattles and squeaks, when you drive them over these 'back country' roads around here. But our old car has

been driven *hard* for 15,000 miles—and there's not a rattle in it!" And he'll give you a ride—and prove it!

That is something to remember about Floating Power engine mountings. They shield you from tiring vibration. They also help lengthen the car's life.

"Look at all three" low-priced cars. Ride in them—and compare them. Plymouth's better value will speak for itself.

Standard models priced from \$445 to \$510; De Luxe models, \$495 to \$595. All prices F.O.B. factory, and subject to change.

See the full line at any Dodge, De Soto or Chrysler showroom.

\$445
AND UP F.O.B. FACTORY, DETROIT

PLYMOUTH SIX WITH PATENTED FLOATING POWER