PAGE TWO

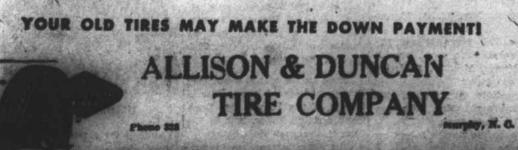
THURSDAY, MAY 98, 1968





- Sparkling beauty to match the elegance of any car.
- Famous Goodysar quality construction throughout.
- Big trade-in állowance on your old tires.

Get new Goodyear White Sidewalls — the smartest tires you can put on your car — at an economical price AND we'll pay you today's top dollar for the tires you trade in! So why wait — get your new Goodyear White Sidewalls at today's low prices AND a liberal deal for your present tires.



THAN THE OTHER 2 CARS combined !

high-price-car features

HIGH-PRICE-CAR FEATURES	Low- price Plymouth	Lew- price Car A	Low- price Car B	HIGH-PRICE-CAR FEATURES	Low- price Plymouth	Low- price Car A	Low- price Car B
1 Electric windshield wipers, that operate at a constant speed.	YES	NO*	NO	7 Baked enamel exterior finish, with special rustproofing undercoat.	YES	NO	YES
2 Independent parking brake, for greater safety in emergencies.	YES	NO	NO	8 Full-time Power Steering, that operates 100% of the time (optional).	YES	NO	NO
3 Oriflow shock absorbers, that have twice as much cushioning action.	YES	NO	NO	9 Ollite fuel filter, that keeps water out of fuel line.	YES	NO	NO
4 Bonded brake linings, which last up to 50% longer than riveted linings.	YES	YES	NO	10 Resistor-type spark plugs, that last up to 5 times as long as other types.	YES	NO	NO
5 Safety-Rim Wheels, help hold a de- flated tire on rim in case of a blowout.	YES	NO	NO	11 Oil-bath air cleaner, to protect engine from abrasive dust and dirt.	YES	NO*	NO
6 High-level air Intako, which can be closed when not in use.	YES	NO	NO	12 Automatic choice, built into the carburetor for quick, easy starts.	YES	YES	NO
PLYMOUTH HAS FAR MORE HIGH-	PRICE-C	AR FE	ATURE	THAN THE OTHER TWO COMBINED	12	2	1

A glance at this chart will show you how far Plymouth leads other low-price cars in value as it does in performance.

When you see and drive a new Plymouth, you'll be surprised how much like a high-price car it is - in everything except the low figure on its price tag. And don't be

107 Valley River Ave.

fooled by the claims of medium-price cars that they cost "practically the same" as Plymouth. You'll find that, model for model, Plymouth costs as much as \$500 less, and gives you more car for your money!

* aptional at extra

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Why not get the whole story of Plymouth's value today?

BEST BUY NEW; BETTER TRADE-IN, TOO

E. C. MOORE