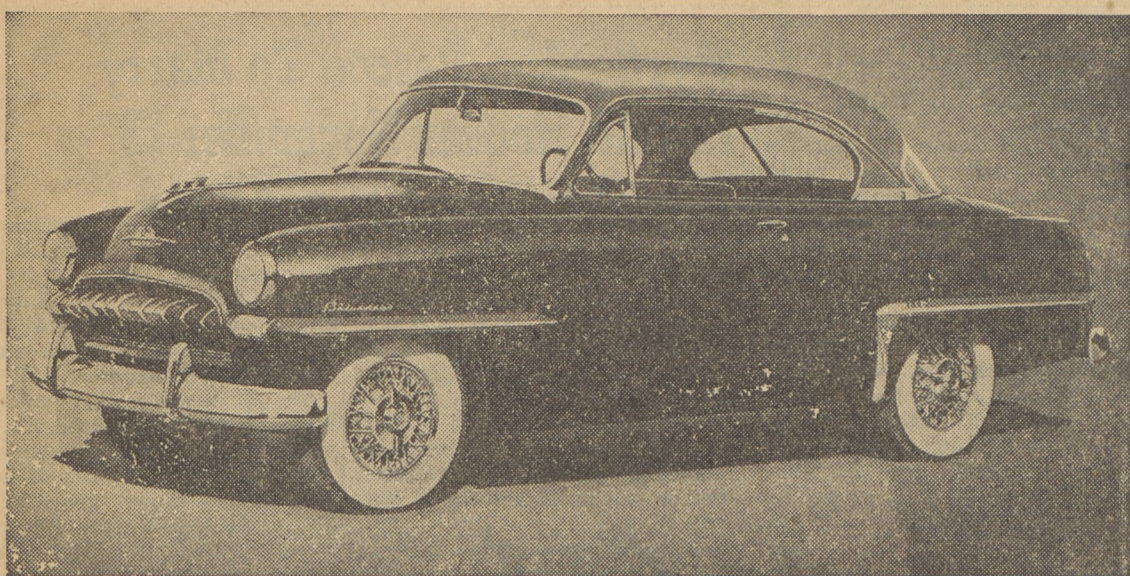


Plymouth's New Belvedere Hardtop for 1953



A new concept of automobile design in the low-priced field co-ordinates superb styling with advanced engineering developments in Plymouth's line of 1953 models. Here is the dashing Belvedere Hardtop. Interior tailoring and appointments blend harmoniously with its two-tone exterior colors. Even the steering wheel is color co-ordinated. Powered by the lively and dependable Plymouth engine with its increased rating of 100 horsepower and 7.1 to 1 compression ratio, the Belvedere is one of nine body styles offered in the 1953 line. Wire wheels shown are optional at extra cost.

New Plymouth Reveals Greatest Changes In A Quarter Century

The 1953 Plymouth was presented to the public last night by Howard Isaacs and L. L. Richardson, local dealers.

"Advanced engineering and styling make the new Plymouth more than ever before the outstanding car of the low-priced field," Mr. Richardson said.

The 1953 Plymouth models will be on display at Mr. Isaacs's, Salesroom in Trucksville, and at Mr. Richardson's Salesroom in Dallas.

The 1953 Plymouth is the most completely new Plymouth to be presented to the public in the quarter-century.

"This year Plymouth is introducing a new concept of automobile design in the low priced field," President John P. Mansfield of Plymouth Motor Corporation declared in describing the 1953 models. "Superb styling is co-ordinated with radical engineering developments."

Height of the new Plymouth has been reduced for improved appearance. Yet engineers have designed even more room into the car's interior and luggage compartment.

The lively and dependable Plymouth engine has been given even greater power. The horsepower has been increased to 100 and the com-

pression ratio stepped up to 7.1 to 1.

"This car is a tribute to the engineers," Mansfield said. "They have succeeded in controlling to an unprecedented degree the three movements which have plagued designers since the first automobile was built—roll, pitch and bounce." Virtually gyroscopic stability with consequent easier handling of the car on turns has been achieved.

There is sweep and grace in the styling of the new bodies. The car is lower and completely streamlined. Chrome trim is integrated as part of the design to further enhance the long, low, wide appearance.

"Control Tower" visibility is provided through a one-piece, more uniformly-curved windshield and a new, larger, one-piece rear window which extends into each rear quarter panel. Total glass area has been increased almost 16 per cent for virtually 360-degree vision range with minimum distortion.

Interior styling is entirely new. Box type seat trim gives both front and rear seat backs a smart appearance. Cushions are divided into thirds. The triple division adds a new style note with its more pleasing proportions.

A clever innovation on all two-

door models is the front seat which is divided, not in the traditional manner at the center, but at one-third of its width to permit easier entrance and exit for rear seat passengers from the curb side. Two can sit comfortably on the wider portion of the front seat while the remainder is tilted forward for easy back seat access.

Beauty and utility combine in the instrument grouping which occupies a long, horizontal island set into the instrument panel itself. A thoughtful touch is the center-mounted glove compartment, convenient to both driver and passenger.

The smartly-styled Business Coupe is available with a removable rear seat. Without this seat the car provides a spacious, unobstructed area for sample cases or luggage. With the seat installed—a matter of only minutes for one person—the car becomes a Six-Passenger Club Coupe.

Rear fender appearance is improved through relocation of the gasoline filler pipe at the left corner of the rear sill, which also provides for easier fueling.

For increased driving comfort and economy, Plymouth Automatic Overdrive may be added to the famous Synchro Silent Transmission at moderate extra cost. The overdrive increases fuel and oil economy, lengthens engine life, and as a highway cruising "fourth speed" gear, adds measurably to driving and

Sight Six Point Buck Crossing Pioneer Ave.

John Bush and Frank McGarry, Dallas, sighted a six-point buck bounding across Pioneer Avenue, streaking it through the Ralph Smith yard, and plunging down the wooded hill toward Forty Fort Dairy, slowing their car Wednesday afternoon to allow it safe passage. It broke from cover at Mrs. Mae Townend's Twin Spruces, where a number of deer have been seen this season.

Mrs. Donald Harris To Take Presidency

New officers for Women of Kiwanis who will be seated at the December 17th meeting are: Mrs. Donald Harris, president; Mrs. William Thomas, first vice president; Mrs. David Joseph, second vice president; Mrs. R. E. Neal, secretary; Mrs. Alta Travis, corresponding secretary, and Mrs. William Guyette, reelected for a second term as treasurer.

Retiring officers are Mrs. Kenneth Rice, president; Mrs. Harris as vice president; Mrs. Clyde Cooper, second vice president; Mrs. William Wright, secretary.

Serving on the nominating committee which reported at Wednesday night's supper meeting at Irem Country Club were Mrs. Frank Werner, Mrs. William Thomas, and Mrs. Robert Maturi. Mrs. Werner, past president, will install new officers.

Herbie's mother caught him in an act of violence." He had cut a worm in two.

"Why did you do such a cruel thing?" asked his mother.

"Well, Mom," explained Herbie, "he seemed so lonesome!"

A father, angry at his daughter for being too modern in manners and appearance, stormed: "You girls of today don't mind if your hair looks like a mop."

To which the daughter boredly replied: "What's a mop?"

riding comfort.

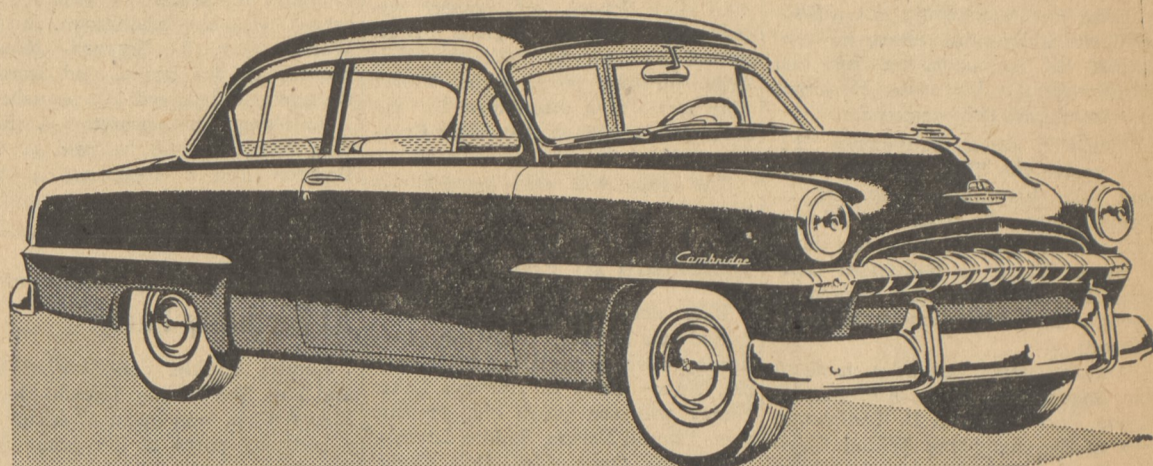
Plymouth's prime objective for 1953 was a car that was easier to park, easier to handle and easier to ride in. A trial ride quickly proves that this objective was attained.

Moving the engine forward more than two inches gave more body room. Relocation of wheel housing gave more hip room.

All of these features combine to give the 1953 Plymouth owner an automobile that is unequalled in its price class for riding and driving enjoyment, performance, beauty and economy.

You won't believe it's a low-priced car!

'53 Plymouth



• you may win one free!

You're in for a real treat when you see the beautiful new Plymouth! We'll proudly show you its exciting new features, luxurious styling never before offered in a low-priced car. We'll be glad to arrange for you a demonstration of its great new truly balanced ride!

And — we want to give you entry blanks and details of the big \$25,000 "MEET THE NEW PLYMOUTH" Contest. You may win a new 1953 Plymouth free by telling us (in 50 words or less) what you like most about the new Plymouth. Hundreds of cash prizes, too! Come in today!

HOWARD ISAACS

Chrysler-Plymouth Dealer

Main Highway

L. L. RICHARDSON

Dodge-Plymouth Dealer

Trucksville

50 Lake St.

Dallas

Don't Be Misled!

IT ISN'T SUMMER YET! WE JUST PUT THE YOUNG LADY HERE TO CATCH YOUR EYE!

Now, if you will look at this part of the ad we will tell you what we've really driving at in this message

DON'T BE MISLED ABOUT TV CONVERSION

Too many inexperienced television dealers are offering low-priced conversion for the new channels and stations which will soon be available. IT CAN'T BE DONE CHEAPLY. A true conversion of your set will cost approximately \$30.00 no matter what type set you have. When conversion becomes necessary it will pay you to consult a bonafide TV Service Company.

GUYETTE'S

TRUCKSVILLE RADIO & TELEVISION SERVICE

Main Highway

Phone 4-1181

Trucksville

