

Valiant/64 style

Best all-around compact



Take styling:

The new Valiant gives you the smartest look around—
for just about the lowest price in town.

You're looking at the new Valiant—Valiant/64 style, we call it—and we think you'll like it. You can't miss the new treatment up front. Or the neat profile. As always, Valiant looks like a lot of car. But, somehow, Valiant still manages to cost less than practically anybody else's compact in town. Quite a trick, especially when you figure in all

of Valiant's virtues: zipping performance, precise handling, terrific economy, to mention the most obvious. And a proud 5-year/50,000-mile engine and drive train warranty* that says "I'm tough." All of which adds up, again, to the best all-around compact—Valiant/64 style. **BEST MAN TO SEE—YOUR PLYMOUTH-VALIANT DEALER.**

*5-YEAR/50,000-MILE WARRANTY—Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1964 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

See Valiant in action on "The Bob Hope Show" and "The Huntley-Brinkley Report"—NBC-TV.

PLYMOUTH DIVISION  **CHRYSLER**
MOTORS CORPORATION

Quips and

We Don't Duel, We Fence

The fence we have built
Keeps our neighbors from viewing
Whatever it is
We are privately doing.

It keeps out their kids
And their cat and their pup, too,
But prevents us from seeing,
Alas, what they're up to!

—Richard Armour

The prospective lady juror asked to be excused because she was too nervous to serve. The judge wanted to know what caused her nervousness. "Did you suffer some sort of accident, madam—automobile, a fall . . .?"

"It wasn't any accident, judge," the lady interrupted. "I was hit by lightning."

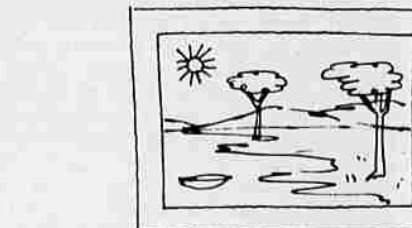
—Ken Kraft

The honeymoon couple were unpacking their bags at a hotel in the Bahamas when the husband noticed his bride holding up her new bathing suit.

"That reminds me," he said in very masterly tones. "I don't want you to go in the water alone. Remember how we first met on the beach? You nearly drowned, and I had to rescue you and then use artificial respiration."

"Don't worry, dear," his bride replied sweetly. "You see, I had to use artificial drowning to get you to use artificial respiration."

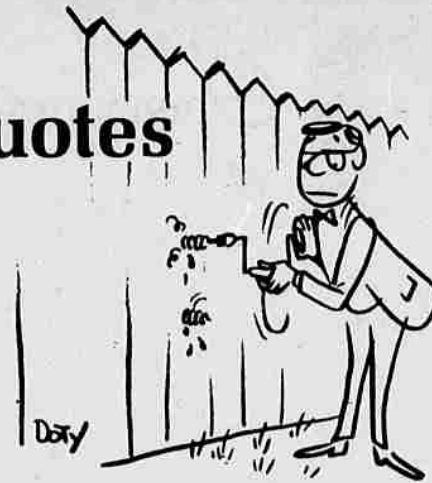
—Dan Bennett



"Hello, Mom,
we were just talking about you."

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Quotes



The country fair was holding harness races, and one keen bettor noticed that the local minister muttered a few words when one horse passed him before the first race. The horse won. When the minister did the same thing before the next race, the bettor immediately bet on the horse and won. This continued for five races, and each horse the minister said some words to paid off handsomely for the bettor.

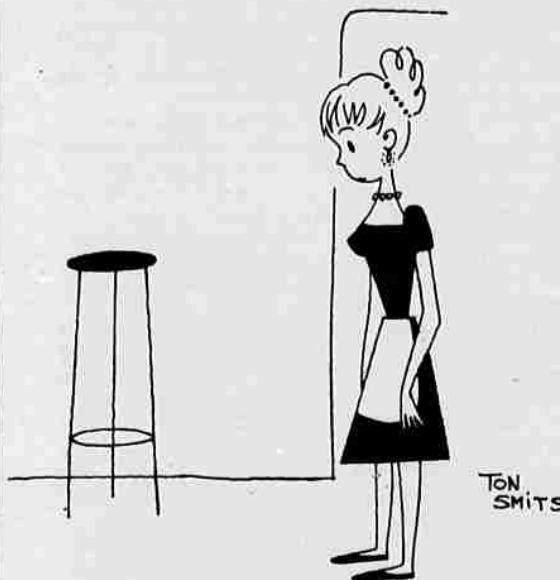
The bettor was so delighted he put all his winnings on the horse in the last race. This trotter, however, fell dead in the stretch, leaving the gambler broke, as usual. The gambler asked the minister why his words hadn't helped the last horse the way they had the others.

"If you'd spend more time in church and less at tracks," the minister replied, "you'd know the difference between a blessing and last rites."

—James Shurluck

Today's commercial traveler is the one who goes to the refrigerator during the sponsor's message.

—Susanne Douglass



TON
SMITS

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Teaching your child RIGHT from WRONG

by Dorothy K. Whyte

The family advisor of one of the world's largest Insurance Companies offers a dependable answer to your child's problems in acquiring a sense of social responsibility.



Teaching your Child RIGHT from WRONG

includes these helpful chapters:

The How and Why of Being Good—What do we mean by right and wrong?

Glad to be a Boy . . . Proud to be a Girl—How to help a child accept himself.

Spare the Child—How to develop the right feelings and express them constructively.

The School and You—Mere academic training is not enough.

Murder in the Living Room—The menace of television; how to help your child acquire taste.

Those Scene-Stealing Siblings—You can't wish envy away; how to make it easy for the older child.

Selfhood: Rx for Brotherhood—How to recognize prejudice and abolish it.

There is Nothing Like a Dad—What a father can do for his child's ethical development.

Buy, Buy Baby—Good and bad attitudes toward money, and other values.

Conspiracy of Silence—A youngster's silences can be more revealing than his speech.

Once More with Feeling—How to build parent-child relationships as a basis for ethical behavior.

WHAT EXACTLY DO WE MEAN BY RIGHT OR WRONG?

. . . by wanting children to be good and to grow up to be good? Not merely that they be well-mannered, certainly not that they be blindly obedient, and decidedly not that they remain docile and unquestioning.

It's a tall order, but ethical behavior is surely the kind of behavior parents want their children to develop. For this is not born into any child; neither is it inherited. It comes from parents' loving recognition that each child is an individual in his own right, and is nurtured by their acceptance of him as he is.

DO YOU WANT TO HELP?

Parents who recognize their responsibility for essential ethical training may not know what they can do to help. Do you? This inspiring book uses the "case method" of actual family experiences to tell you how to help your child handle the principal problems that are bound to arise along the slow, gradual path of growing up to a sense of social responsibility.

WHAT YOU CAN DO TO GUIDE YOUR CHILD'S DEVELOPMENT

Straight-from-the shoulder, hard hitting advice is the keynote of this book. And the advice is specific. Here are some of the guidelines—not formulas—for parents in their for from easy task of helping their children become good citizens and happy, self-reliant, contributing members of society:

- how to start ethical living early
- how to help a child accept himself
- how to anticipate a child's actions
- how to help a child in school—and help the school, too
- how to take a stand about television
- how to help a child be a part of the family—democracy
- how to deal with prejudice
- how to explain difficult situations to a child
- how to keep flexible

MAIL COUPON TODAY FOR FREE 30-DAY EXAMINATION SEND NO MONEY NOW!

Let us send you a copy of TEACHING YOUR CHILD RIGHT FROM WRONG to read and use for THIRTY DAYS FREE. Then if you don't agree that it is by far the finest, sanest, most inspiring book on the subject you've ever seen, simply send it back and pay nothing.

If, however, you decide to keep it, remit only \$3.50 (plus a few cents postage) as payment in full. Mail coupon today to: BASIC BOOKS, INC., Dept. FW, 1727 S. Indiana Ave., Chicago, Ill., 60616.

ABOUT THE AUTHOR

For the past twelve years Mrs. Dorothy K. Whyte has been Director of the Editorial Bureau of the Health and Welfare Division of one of the largest Insurance Companies in America. From her desk have come over one hundred pamphlets helping people to better understanding of themselves and their families. A former Editor of Parents' Magazine and recipient of many awards, her latest commendation is from the Public Health Association of New York City.

BASIC BOOKS, INC., Dept. FW,
1727 S. Indiana Ave., Chicago, Ill., 60616

Please send me a copy of Dorothy K. Whyte's book, **TEACHING YOUR CHILD RIGHT FROM WRONG**, for thirty days Free Examination. If not convinced that it will help my child to become a happy, self-reliant citizen, I may return the book within thirty days and pay nothing. Otherwise, I will send only \$3.50 (plus a few cents postage) as payment in full.

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