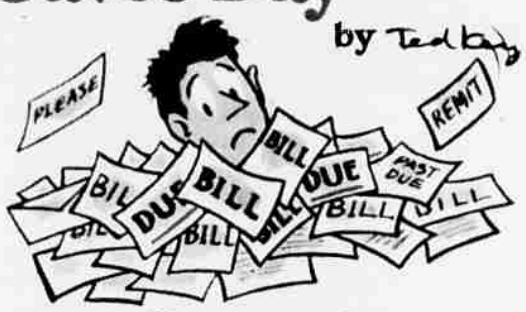
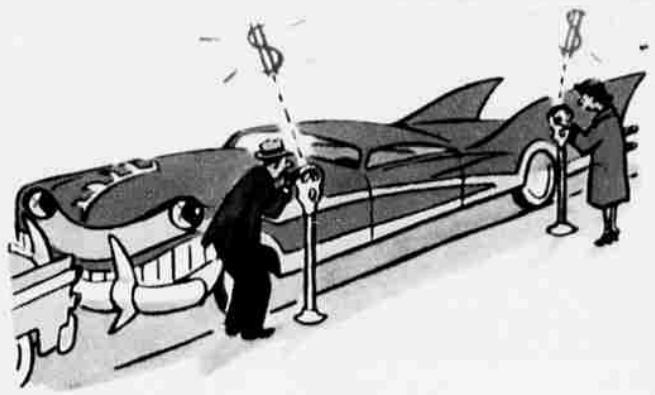
# Rambler Saves Day

by Ted Key




Mr. Day was up to his ears in a sea of bills. "Help!" he cried to a financial expert. "I earn a good salary, I watch the pennies. Yet, I'm always broke."

"You're pouring a fortune into your big car," said the expert. "More than $1500 a year in depreciation, gas, repairs, etc. Cut excessive car costs and you're saved."



"Hooray!" said the Days. So they hit the road in their big gas-guzzler and, after stopping once or twice for gas, they finally squeezed into a couple of parking spaces on Automobile Row.

"How about a little foreign car," said Mr. Day to his wife. "What do we do with the children—hire a bus?" she asked. "The answer," said the expert, "is the compact Rambler."

At a nearby Rambler showroom, they discovered *Personalized Comfort:* individually adjustable front seats. "Perfect comfort," said 5' 2" Mrs. Day and 6' 1" Mr. Day.

Oh happy Days! They traded for a Rambler, and their savings grew and grew and grew. If you are swamped by big car bills, see your Rambler dealer. You'll be happy, too.

# *Want big car room? Want small car economy?*

## GET THE BEST OF BOTH IN THE COMPACT '59 RAMBLER!

Rambler Rebel V-8 Country Club Hardtop

**With most other '59 cars bigger,** costlier, thirstier—car buyers are switching to Rambler at the fastest rate ever! Rambler saves you more than ever on first cost, gives even *more* miles per gallon, is easiest to turn and park. Try Rambler Personalized Comfort: sectional sofa front seats; reclining seatbacks; adjustable headrests; Weather Eye heating and ventilating. Go Rambler, the compact quality car, and *save!*

**SEE YOUR RAMBLER DEALER**

RAMBLER 6 or V-8 · AMBASSADOR V-8 · METROPOLITAN

New 100 inch wheelbase Rambler American

$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.