

LITERARY LION ROARS AT BIG CAR COSTS



"I can't even write a check" growled the literary lion. "Sure, I wrote a best-seller, but that big, gas-hungry car keeps drinking up the royalties. Besides, I spend half my day trying to park it."



He took a drive in a new foreign-type U. S. car. As he stooped his way out, he said: "I feel like I've got rider's cramp all over. If I drove this car, I wouldn't be able to write anything but horror stories."



At a literary tea, he found the answer in the bottom of his cup. "Go Rambler" said the leaves. Six cups later, he had the full message: "Get big car room and comfort, small car economy and handling ease."



"Fact or fiction?" he wondered. But not for long. He found Rambler has room for six 6-foot authors; is easy to get in and out of; parks where most other cars can't; is the proved economy king.

RAMBLER DEEP-DIP RUSTPROOFING



"And you get the lion's share of resale value with Rambler. It is *officially highest*" he roared. "Single-Unit" construction and Deep-Dip" rustproofing save you hundreds of dollars in depreciation." **Pioneered by American Motors*



So he bought a Rambler and now he's writing his auto's biography: "Life With Rambler: A Love Story." You'll fall in love with Rambler, too. See your Rambler dealer tomorrow—and save.

RAMBLER — First to understand and meet America's new motoring needs



1960 RAMBLER CUSTOM 4-DOOR HARDTOP... 6 or V-8. Backed by 10 years and 25 billion miles.



RAMBLER AMERICAN

\$1795

Manufacturer's suggested delivered price at Kenosha, Wisc., for 2-Door-Deluxe Sedan, at left. State and local taxes, if any, optional equipment, extra.