

The Chief who Shot Too Many Bucks...by CHAUCE



This Indian chief struck it rich. Oil. So he bought himself a big, showy car. Next, he fell in love with a beautiful princess... and married her.



After a while, his bride said: "Ugh! Chief shoot too many bucks on big car for gas and oil. Pretty soon, money will run out. Gotta economize!"



"Lo! The poor Indian," said the chief, and traded the big gas-hungry buggy on a little European car. Then his wife said: "Expect family. Need more room."



"Women!" said the chief, and went hunting for a car with lots of room and quality but a small appetite for gas. Found same... at Rambler dealer's.



"Wow!" said the chief. "Plenty room for 6 big chiefs with eagle feathers on... or twelve papooses! Travel plenty suns on tank of gas, too. Save heap wampum."



"I'll take two. Better than one big car," said chief. "Now have peace in family!" So will you when you trade a big, gas-thirsty car on a newly styled 1959 Rambler.

Big Car Room - Small Car Economy

Get the Best of Both - GO RAMBLER The Compact Car



1959 Rambler Custom 4-Door Sedan

Rambler, first in economy, first in sales success, is now first to offer Personalized Comfort: Front seats are sectional sofas that glide back and forth independently so driver and passenger each have the right amount

of legroom. Airliner Reclining Seats now offer adjustable headrests. Try the new Air Coil Ride. See Rambler's fresh new styling, every push button convenience. Drive the compact '59 Rambler today.

New 100 inch wheelbase
Rambler American



STATION WAGON



SEDAN

\$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.

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