

Rambler Saves Day

by Ted Baker



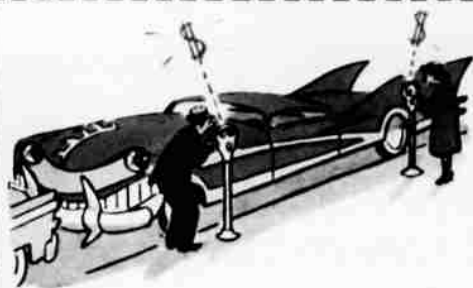
Mr. Day was up to his ears in a sea of bills. "Help!" he cried to a financial expert. "I earn a good salary, I watch the pennies. Yet, I'm always broke."



"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."



"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.



At a nearby Rambler showroom, they discovered Personal 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!



Rancher School V-S County (CA) Rancher

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 Keno-
sha, Wisconsin, for 2-door sedan at
left. State and local taxes, if any,
automatic transmission and optional
equipment extra.