

LIVE BETTER



BY FAR



WITH A BRAND NEW



CAR!



Yearning to get *more* out of life? Longing to pack extra pleasure in a picnic or put more zest in your sports? Buy a brand new 1959 car—and put a world of excitement in your life!

You'll find you'll live better by far with a brand new car—because owning and driving a sleek, sweet-sounding, smooth-riding '59 model will give you a brand new outlook on life! Sure, buying a new car is a major investment—it's one of the *big* accomplishments in your life. It sets you apart as a person who is going places and doing things—in the manner and style that you so richly deserve.

Your local car dealers are making a *special* effort during these "Total Selling" days—April 6-18—to get you going places in a brand new car. Take a good look at their ads on the pages of your "Total Selling" medium—the daily newspaper.



Herald and News