



"Blazes!" cried the Chief...
"This gas burner guzzles faster than a pumper at a 4-alarm fire, and parks like a hook and ladder. Better switch to a smaller car before my cash goes up in smoke."



It was the Compact* Rambler for 1960—with a 20-year head start in building cars with modern, aircraft-type Single-Unit* construction, and years ahead with Deep-Dip* rustproofing, too. *Trademark American Motors



So he hot-footed it down to see the new small foreign-type U.S. cars, but snapped his red suspenders trying to crawl in. "I can't bend like a fire hose," he fumed.



"I'll take a red one," said the Chief, and away he went with a Rambler full of 6-foot, 200-pound firemen. Yet, with all its room, he found Rambler even easier to park, easy to handle in heavy traffic.



Then, as he headed back to the firehouse, his eyes lit up when he saw the one car with the Best of Both: big car room and comfort, small car economy and handling ease.



Best of all, he axed his car costs in half with famous Rambler economy—proved by 25 billion owner-driven miles. You can save, too. See the 1960 Ramblers—6s and V-8s... at your dealer's now.

GO RAMBLER FOR 1960

The New Standard of Basic Excellence



1960 RAMBLER AMERICAN

Suggested delivered price, Kenosha, Wisconsin, for 1960 Rambler American 3-door Deluxe Sedan (illustrated above). State and local taxes, if any, automatic transmission and optional equipment, extra.

\$1795



FROM THE WORLD'S LARGEST BUILDER OF COMPACT CARS... 1960 Rambler Custom Hardtop Sedan (foreground) and 1960 Custom 4-Door Sedan 6 or V-8.