

GOLF PRO TRAPPED BY BIG CAR COSTS

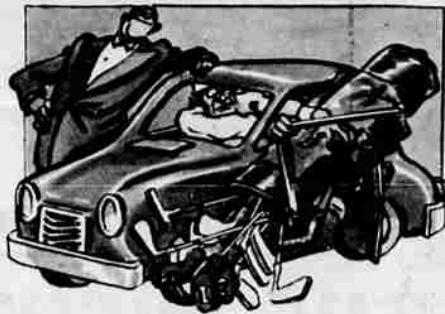
by Richard Martin



"I'm stymied by my big car," moaned the top-ranking pro. "It's burning up my winnings in gas and repairs... now the 1960 models are rougher still... way out of line in size and price."



One short drive around the course had him convinced: Rambler rode like a brand-new ball on a freshly manicured green, sliced gas costs in half, and parked as easily as a "gimme" putt on the 18th hole.



In desperation, he tried to wedge his way into one of the new foreign-size U. S. economy cars—but found the low ceiling too tough a handicap for a long-legged linksman like himself.



Now he's taking top money on the tournament trail because he arrives relaxed in Rambler Personalized Comfort: separate front seats glide back and forth individually; Airliner reclining seat backs; adjustable headrests.



Meanwhile, back at the clubhouse, six 6-foot dufers, complete with clubs, pulled up in the Compact® car. "It's Rambler," said the pro, "with the Best of Both: big car room and comfort, small car economy and handling ease."



And, wherever he goes, the crowds all cheer the smartest-styled Rambler ever—backed by ten years' experience and 25 billion owner-driven miles. See for yourself... and save. See your Rambler dealer soon.

RAMBLER LEADS THE WAY

Highest Quality • Lowest Price • Top Resale Value

*Pioneered by American Motors



NEW 1960 RAMBLER
AMERICAN SEDAN

\$1795

Suggested delivered price at Kenosha, Wis., for 2-Door Deluxe Sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

FROM AMERICA'S MOST EXPERIENCED BUILDER OF COMPACT CARS... Rambler Custom Cross Country Station Wagon