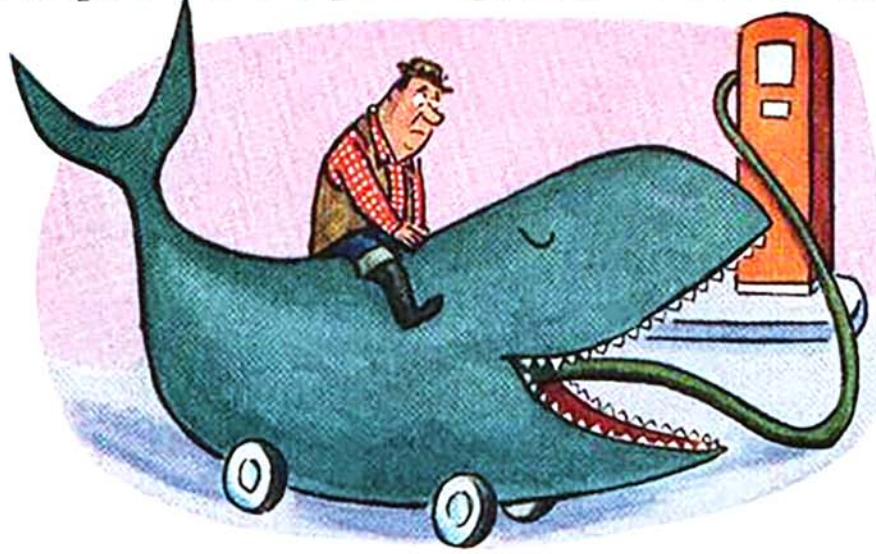


# The Fisherman Who Got Hooked by W<sup>m</sup> Steig



There was this ardent fisherman who went car-shopping. He saw a great big dreamboat and went for it—hook, line and sinker.



But he found that he had bought a whale for gasoline. And for parking. And for garaging. Said the fisherman: "I've been hooked."



So he looked at an economical little foreign car. But it wouldn't hold a tent, ten fishing rods, and five boon companions.



Then he looked at the new '58 Rambler, saw jet stream styling, Pushbutton driving, and room for six tall fishermen with their waders on.



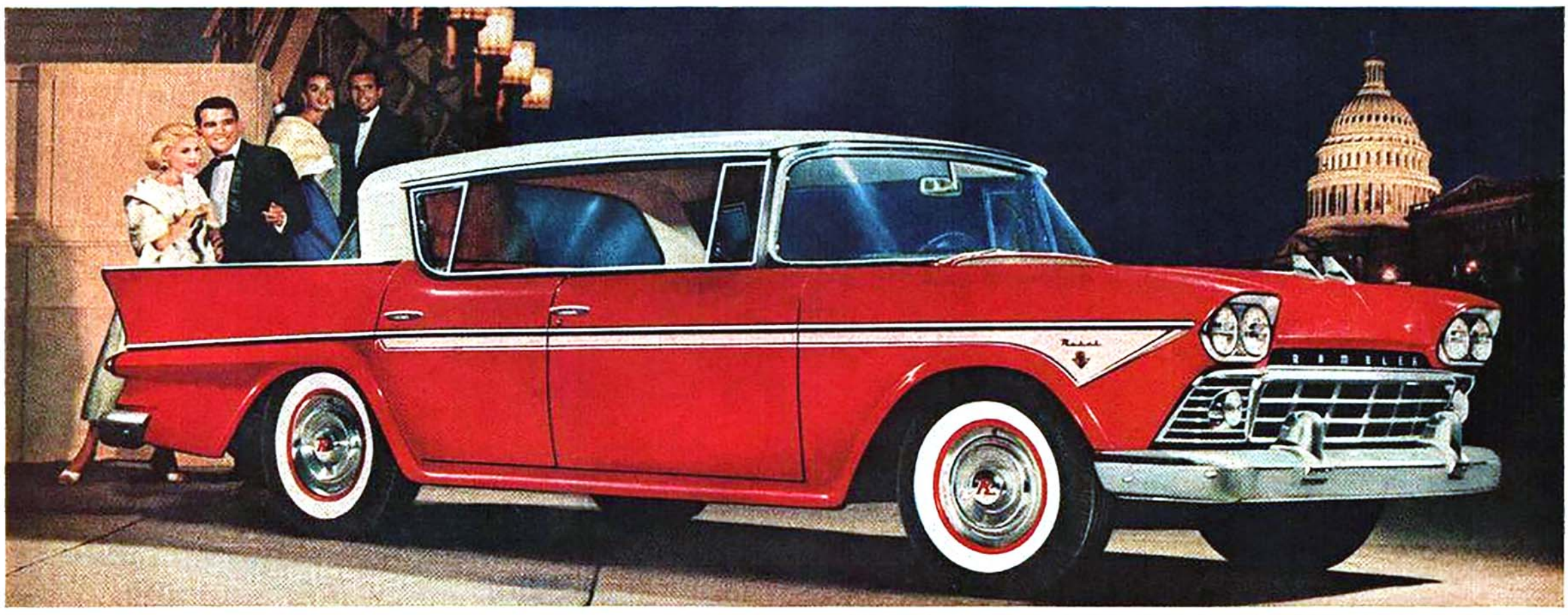
He saw Airliner Reclining Seats, Twin Travel Beds, and the lowest-cost air conditioning. He heard about Rambler's proven fuel economy.



"I'll take the new '58 Rambler Economy 6," said he. "But reserve one of those new Rambler Rebel V-8's for my wife. She's tired of being a fishing widow."

- 1 Get American big car room and comfort
- 2 Get European small car economy, handling ease

## Get the Best of Both—Go Rambler!



See the all-new Rambler with the all-new differences! All-new jet stream styling. All-new Pushbutton transmission with amazing Telovac control! All-new self-cooling brakes. All-new Powr-Lok anti-slip V-8 differential. All-new 100% full-dip rust-proofing to keep your Rambler

sparkling new much longer. All-new interiors. Airliner Reclining Seats, Twin Travel Beds. Lowest-cost, more efficient All-Season Air Conditioning. See the Rambler that's first in sales gains, first in trade-in value. Be smarter. Buy Rambler and save!  
*American Motors Means More for Americans*

**AT ALL RAMBLER DEALERS**

**100-INCH WHEELBASE RAMBLER AMERICAN**

**\$1789**

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisc., including fed. taxes. Flash-O-Matic transmission, white wall tires and other optional equipment, if desired, state and local taxes, if any, extra. \*Los Angeles-Miami, with overdrive



**35.39 MILES PER GALLON NASCAR RUN\***