

WEATHER MAN STORMS AT HIGH CAR COSTS



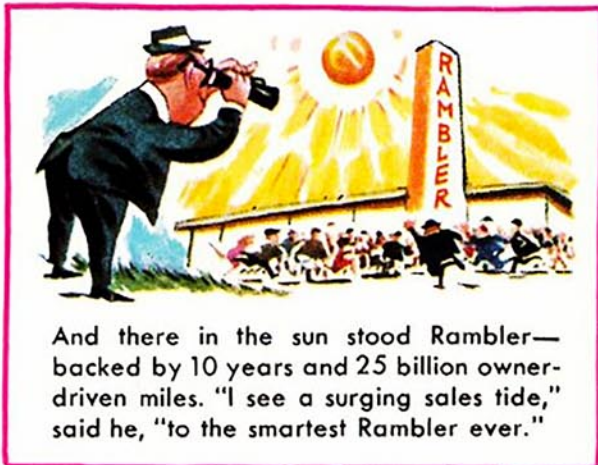
"Thunderation!" cried the weather man. "The 1960 prices of my low-priced car are high as a hurricane's eye, and it's as big as a blimp. I predict a sudden change."



So he cast his weather-eye over one of the new foreign-size U. S. cars, but ran smack into a low ceiling. "Run up the small craft warnings!" he cried. "It's a twister!"



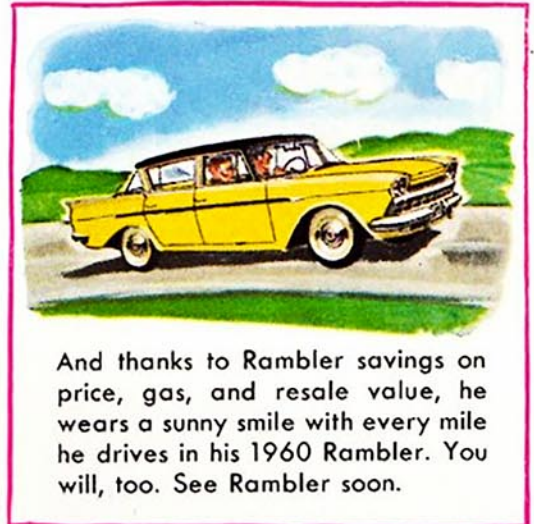
Then, quick as lightning, this thought flashed through his mind: "What I need," said he, "is the only car with the best of both—big car room and comfort, small car economy and handling ease."



And there in the sun stood Rambler—backed by 10 years and 25 billion owner-driven miles. "I see a surging sales tide," said he, "to the smartest Rambler ever."



He found Rambler's ride as gentle and quiet as a billowy cloud, parking a breeze. "And there's room inside for six big forecasters complete with high barometers," he said.



And thanks to Rambler savings on price, gas, and resale value, he wears a sunny smile with every mile he drives in his 1960 Rambler. You will, too. See Rambler soon.

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