



*SUGGESTED RETAIL PRICE, WEST COAST, P.O.E. ©1960 VOLKSWAGEN

Think small.

18 New York University students have gotten into a sun-roof VW; a tight fit. The Volkswagen is sensibly sized for a family. Mother, father, and three growing kids suit it nicely.

In economy runs, the VW averages close to 50 miles per gallon. You won't do near that; after all, professional drivers have canny trade secrets. (Want to know some? Write VW,

Box #65, Englewood, N. J.) Use regular gas and forget about oil between changes.

The VW is 4 feet shorter than a conventional car (yet has as much leg room up front). While other cars are doomed to roam the crowded streets, you park in tiny places.

VW spare parts are inexpensive. A new front fender (at an authorized VW dealer) is

\$21.75.* A cylinder head, \$19.95.* The nice thing is, they're seldom needed.

A new Volkswagen sedan is \$1,675.* Other than a radio and side view mirror, that includes everything you'll really need.

In 1959 about 120,000 Americans thought small and bought VWs. Think about it.

