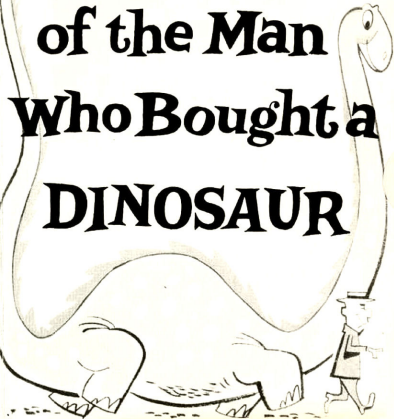



**The Story
of the Man
Who Bought a
DINOSAUR**



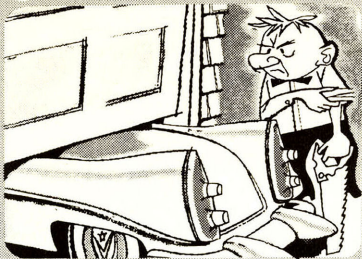
1

The Story of the Man Who Bought a **DINOSAUR**



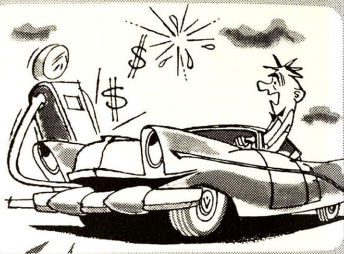
Once upon a time, there was a man who bought a great, big dinosaur. That's what he called it. Actually, it was a great, big . . .

2



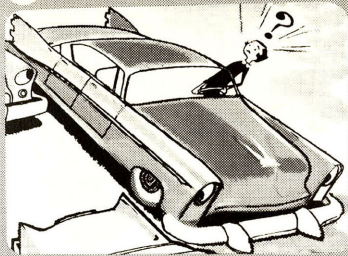
automobile. It was so big it wouldn't fit into his garage. So he had to rebuild the garage so the car would fit.

3



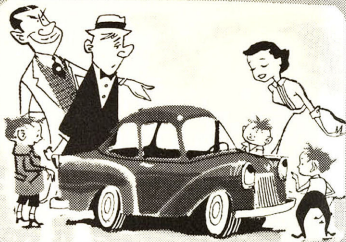
When the man drove the car on the road, it guzzled gas like an intercontinental bomber. He was known as the gas station's best friend.

4



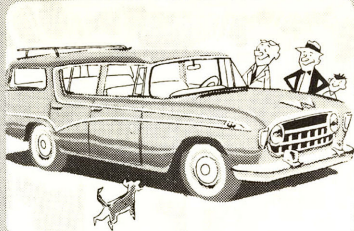
And when his wife went to the grocery store, or the drug store, or the beauty parlor, she spent half her time trying to park that big, long juggernaut of a car.

5



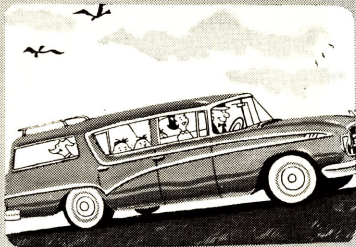
Finally, the man and his wife flipped their lids. "We've had enough of this nonsense," they said. "Let's get an economical European car." So they looked at one—but it wouldn't hold all their family.

6



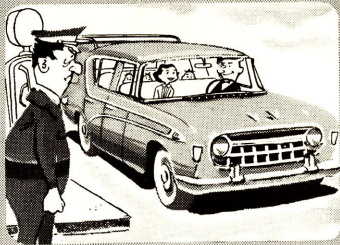
So then they looked at the only car that has big-car roominess and comfort, plus European-car maneuverability and economy. It was a Rambler. It was as pretty as a speckled pup. It fitted in their garage and left room for them to go in and out, too.

7



When they loaded up the family, there was room for five kids and three dogs, and them, too. And they had more fun on trips, with beds to nap the kids.

8



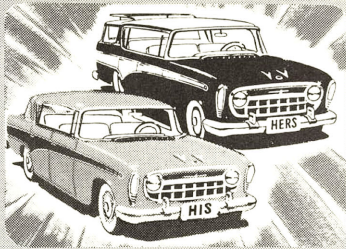
And when they drove up to the gas station, their old friend the manager gave them sour looks. "You're only usin' half as much gas," he grouched. "What are you gettin', 30 miles to the gallon?"

9



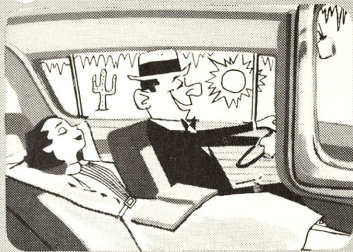
Recently, the man and his wife decided to trade their '56 Rambler in on the new 1957 Economy 6 model. They found that Rambler has the highest trade-in value of all low-priced cars. So they started figuring . . .

10



They found their Rambler had cost less than half as much to own as their old "dinosaur". Now they could afford to own two Ramblers. Were they happy! So they bought a new 1957 Rambler 6 and a new Rambler V-8, too.

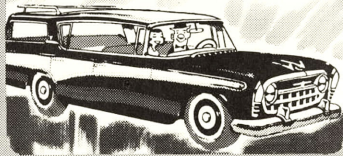
11



They got lowest-priced All-Season Air Conditioning that adds so much to resale value it may repay its full cost when you trade again. And they got Airliner Reclining Seats that make Twin Travel Beds.

12

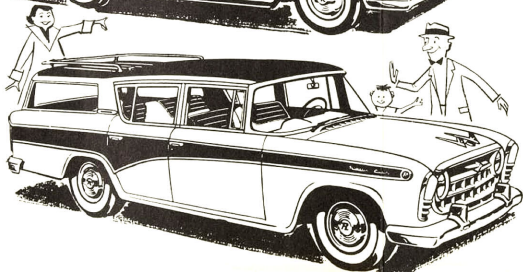
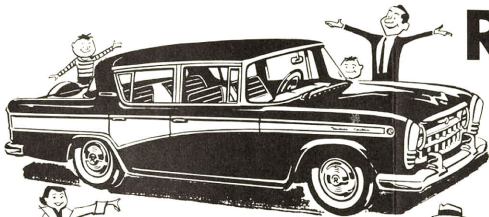
Rambler



If you're tired of feeding a dinosaur, try Rambler. Prove to yourself you can own two smarter new Ramblers for the cost of one big gas-guzzler. And Rambler's lots more fun to drive.

Come In Today! Fun Test a New '57 Rambler

V-8 or 6!



Be our guest! Get behind the wheel of a new Rambler and put it through its paces! See how roomy Rambler is! How it slips through traffic . . . how easily it parks! Save when you buy, save as you drive, get lots more when you trade with Rambler!