

Now what about the *richest* price?
You will be frankly, and physically, surprised.
You can own a *richest* for a price substantially
below comparable American cars—and you're
getting European-car reliability and gas economy.
And don't make the mistake of comparing
richest to small European cars. For example,
several of the currently popular European cars
selling in *richest*'s price range weigh
several hundred pounds less,
and are smaller... *richest* car economy... that's

Toyota
CROWN

Toyota Motor Sales, U.S.A., Inc.

You also have the advantage of a large,
well-stocked network and ready service... complete
parts, expert service available 24 hours a day by
trained mechanics, all centrally located at

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Test Drive *richest* Today!



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TOYOPET CROWN...what you've always wanted in a car!

You get **BIG-CAR COMFORT**: no crouching and contorting to get in — effortless as any large American car. No lurching, swaying, wheel-squealing ride—as smooth and comfortable as any ride you've tried. No spine-bending seating—head room and leg room to spare. You get **LITTLE-CAR ECONOMY**: no budget-breaking gas appetite—TOYOPET is a 30-miles-per-gallon car on highway or city street. And there are no doodads to buy—just straight, modern lines at a money-saving price...anyway you look at it...it's a **BIG** car with **LITTLE-CAR ECONOMY**...a **LITTLE** car with **BIG-CAR COMFORT**...priced well within the range of everyone!

"Look, Andy, the Toyopet's really a big car." Plenty of room for even my pleasant father but...and your long legs?"
 ("Over 31 feet long, more than 2 feet wide and 2 feet high. Leg room and head room in the American car manner.")



"Say, Dandy, look here. This 40 horsepower engine is really something! But it's terrible on the freeway. It'd sure save me gas, the way I drive."
 ("Mature, super-efficient, square-block engine with short-stroke 4-cylinder overhead-valve design delivers top performance in the gallon at good speeds.")



"Andy, would you look at this! This workmanship is absolutely beautiful—and I've never seen such insurance upholstery!"
 "Why, I've seen your sister's 1958 make that one's compare. That's real American comfort!"



her viewpoint

"Now this is the smartest way to build a little car. And, it's not me, I'd never worry about Andy on the freeway with a temper! It's strong enough, steady enough and big enough to be a wonderful go-to-work car for Andy."

"And it's not 'mini-sized' like so many small cars. So much wonderful window area. Plenty of room for all three kids and 'Pepper' in the back seat."

"What fun I'd have with a Thruget on a shopping spree. When it's my turn to drive, five of us can ride in the Thruget — kids and all. And that upholstery! As nice as the new sofa we just bought for the living room."

"I guess Andy'll let me drive our Thruget often, Angony. I hope so... it's so wonderfully easy to handle."



his viewpoint

"Wow, what an engine! Isn't the power at the often best their best when they are this beautiful?"

"Isn't going to be too rough on the family finances either... getting around 30 miles to the gallon."

"Then, just look at the room in the trunk, and that big back seat for couples. Like saving a much bigger car without paying the price!"

"Thing I like about Thruget especially is the fine craftsmanship and attention to the smallest detail of design."

"It'll be fun on weekends, with Brenda and the kids... taking them to the park, out to the desert, up to the mountains... all the time saving gas and avoid big car expenses. Nothing like a Thruget for little car savings."

