

**SEE MORE...DO MORE...  
HAVE MORE FUN! THE  
*Hertz Rent A Car Way!***



**Idaho's Sun Valley** is world renowned for skiing... and for much more. Richly appointed, elaborately equipped, Sun Valley offers vacationers all the facilities of an exciting sun-bathed holiday-land... from skiing and ice skating to outdoor, warm-water swimming.

For an exciting vacation—midwinter or any other season—do it up right with a clean, new Hertz car. You'll be able to do more... see more... have more fun by traveling to your favorite vacation spot by train or by plane and renting a Hertz car on arrival.

It'll be economical... surprisingly so! For example, you can rent a new Ford or other fine car in Sun Valley, Idaho... drive it 200 miles in one week as your very own... and the cost is only \$63.00... or \$12.60 per person if five ride! (Convertible rates slightly higher. And all rates vary slightly in different sections of the country.) Remember! Hertz furnishes all gasoline, oil... and proper insurance for the entire rental period—at no extra cost!

## **HERTZ SERVICE:** *what it is and how to get it...*

**Simply look in your** telephone directory under "H" for your nearest Hertz office. Show your driver's license and proper identification at the office and off you go in a car as private as your own. Rent for an hour, day, week or longer. It's as easy as checking into your hotel.

**For the entire rental period,** Hertz furnishes all gasoline, oil... Public Liability, Property Damage, Fire and Theft Insurance, and \$100.00 deductible collision protection—at no extra cost! If you pay for additional gasoline or oil on your trip, Hertz will reimburse you for the full amount.

**To be sure of a Hertz car locally** or in another city, make a reservation in advance. Any Hertz office will make

one for you, anywhere, for any time. **Always insist on Hertz!**

**Hertz Rent A Car Service** is available at nearly 900 offices in over 600 cities throughout the world. For your convenience, Hertz issues Charge Cards to qualified individuals and firms, and honors Air Travel and Rail Credit Cards.

**Additional Information**—call your nearest Hertz office or—write or phone Hertz Rent A Car System, Department 812, 218 South Wabash Avenue, Chicago 4, Illinois. Phone: Webster 9-5165.



**HERTZ Rent A Car SYSTEM**

Now serving you in more than 600 cities in the United States, Canada, Alaska, Mexico, Hawaii, New Zealand, Cuba, Haiti, Puerto Rico, Jamaica, the Virgin Islands, Great Britain, Ireland, France, Belgium, Holland, Switzerland and Italy.