

Onedownsmanship.



You remember one-upsman­ship. If the next guy vacations in Acapulco, you go to Majorca. If he gets a Chevy, you get an Olds.

Well, the smart guys, the ones who really know how to play the game, are playing it in reverse.

He goes to Acapulco, you go to the zoo and a Mexican restaurant. It may not be quite the same, but no tourists in shorts, and you're two grand ahead.

He gets that Chevy — you guessed it, you go for the Honda Coupe.

It costs a bundle less. And it gets up

to 40 miles to the gallon. Which adds up to a few more bucks a month saved.

The skilled onedownsmanship player takes the money he saves on his car and other things and invests it wisely.

And one day before too long he's got more money than he knows what to do with.

And that, dear reader, is how one-downsmanship is really oneupsman­ship.

The Honda Coupe. Under \$1700*.
It makes a lot of sense.