

Crowning The Greatest Success Of Any New Make In Nearly Two Decades

*American Motors
Presents*

THE ALL-NEW, ALL-AMERICAN
'56 Rambler



YONKER - NASH SALES
2245 GETTY ST.
MUSKEGON HTS., MICH.

DRIVE THE Rambler - YOU'LL MAKE THE SMART SWITCH FOR '56



Before you consider other low-priced cars
drive the Rambler
 and may the best car win!

Rambler is the fastest growing car in popularity, and leads all low-priced cars in resale value. Why? In talking to Rambler owners, I find these reasons:

Economy—Did you know Ramblers are so economical you can operate two for less cost than one of most makes?

Because they're smart and "cute as a bug's car".

Ramblers are more Fun to Drive because of their ease of handling and maneuverability. One multiple car owner recently wrote, "I drive a larger car but I don't mind confessing that I borrow the wife's Rambler whenever I get a chance because I love to drive it."

They are more versatile, being better suited for personal transportation and yet roomy and comfortable for long distance family trips.

Because they have the superior comfort and safety resulting from the modern engineering that has produced single-unit body and frame construction.

For 1956, we have been most mindful of these facts in bringing out the All-New, All-American Rambler.

Do you like sleek, beautiful styling? Would you like snappy performance with up to 30 miles a gallon? Would you like to get top resale value when you trade? Would you like the extra protection of three-dimensional single-unit construction? Would you like to have a compact, easy to park car with plenty of comfort and room inside?

You can have all this—but you be the judge—slip behind the wheel of a Rambler and see for yourself. I know the car you will buy if you do.

Sincerely,

President and Chairman of the Board
 American Motors Corporation

Greatest Sales Gains...Greatest Popularity Growth of Any New Car Introduced in 17 Years

- Apr., 1950—10 million people through showrooms to see the first car designed for modern traffic, easiest to park, most economical.
- Mar., 1951—31.05 m.p.g.—all-time Mobilgas Economy Run record.
- Aug., 1951—Wins over 25 big cars in 400-lap race, Washington, D.C.
- Jan., 1952—Highest place of any American car in Monte Carlo Rally.
- Aug., 1953—4 out of 5 two-car families prefer Rambler to other car.
- Jan., 1954—Rambler introduces lowest-priced line in America.
- May, 1954—American Motors, the new industrial giant, is born.

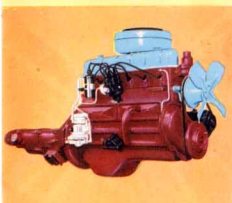
- June, 1954—First low-priced car with All-Season Air Conditioning.
- Mar., 1955—Another Mobilgas record, 27.47 m.p.g. with Hydra-Matic.
- June, 1955—Official National Automobile Dealers' Association Used Car Guide figures show Rambler now tops all other low-priced cars in resale value, everywhere in the U.S.A.
- Aug., 1955—Cross Country now 2nd largest selling 4-door station wagon.
- Sept., 1955—Rambler sales for 1955 top any previous year.
- Oct., 1955—Now 256,730 smart American families own Ramblers.

Why buy a "warmed over" Model?



Make the Smart Switch.....) for '56

Rambler THE ONLY ENTIRELY NEW LOW-PRICED CAR



ALL-NEW Typhoon OHV 120-horsepower engine is America's newest, most advanced, 6-cylinder engine. It combines high efficiency with economy that means up to 30 miles a gallon.



ALL-NEW Scena - Ramic wrap-around windshield is the biggest, widest and clearest in the entire low-priced field. Slim, double-strong pillars almost completely eliminate blind area.



ALL-NEW Most distinctive front-end styling on the road. Sports-racer grille has low-set Safety-Vu inboard headlights to pierce fog, rain, darkness. "Running lights" in fenders stay on.



ALL-NEW 12-Volt Ignition to give a more powerful starting "kick" for cold weather. More efficient battery charging, better high-speed performance, extra power for accessories.



ALL-NEW Now there's 33% more cargo space in the new Rambler Cross Country, world's smartest station wagon. 80 cubic feet with rear seat down. Tailgate opening is over 4 feet wide.



ALL-NEW Fashion Safety Arch is an entirely new idea in safety and styling. A massive box-section structure arches up over the rear window, greatest overhead protection ever offered.



ALL-NEW Rambler for '56 holds the road on curves like a streamlined train on a track. The new wider tread is as wide as a locomotive's wheels. New lower center of gravity, too.



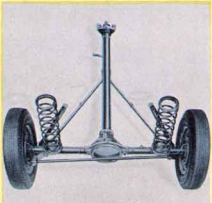
ALL-NEW There's new room everywhere in the Rambler—space for 3 extra bags in the new 25% bigger luggage compartment. Plenty of room for all the family's vacation luggage—and then some.



ALL-NEW Rambler now tops its field in room where room really counts—more shoulder room front and rear, more head room, and more glass area than the whole low-priced field average.



ALL-NEW Feather-touch Power Brakes are now standard on all Rambler Custom models. New, 50% bigger brakes on all models give far more brake area per pound.

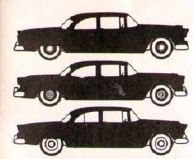


ALL-NEW First low-priced car with Deep Coil Springs on the rear wheels too—entirely new riding smoothness. And another Rambler exclusive—enclosed sealed Torque-Tube drive.



ALL-NEW Rambler Power Steering lets you park with 75% less effort. Yet the driver retains complete "feel of the wheel." Power Steering is optional, at slight extra cost.

the Amazing Rise of Rambler

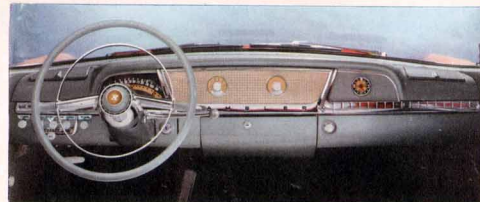


Why be satisfied
with the "All Three
Look"?

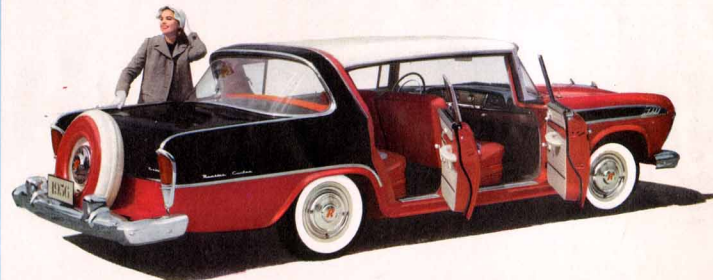
Make the
Smart Switch
for '56

Rambler WITH THE "Solid Gold Look"

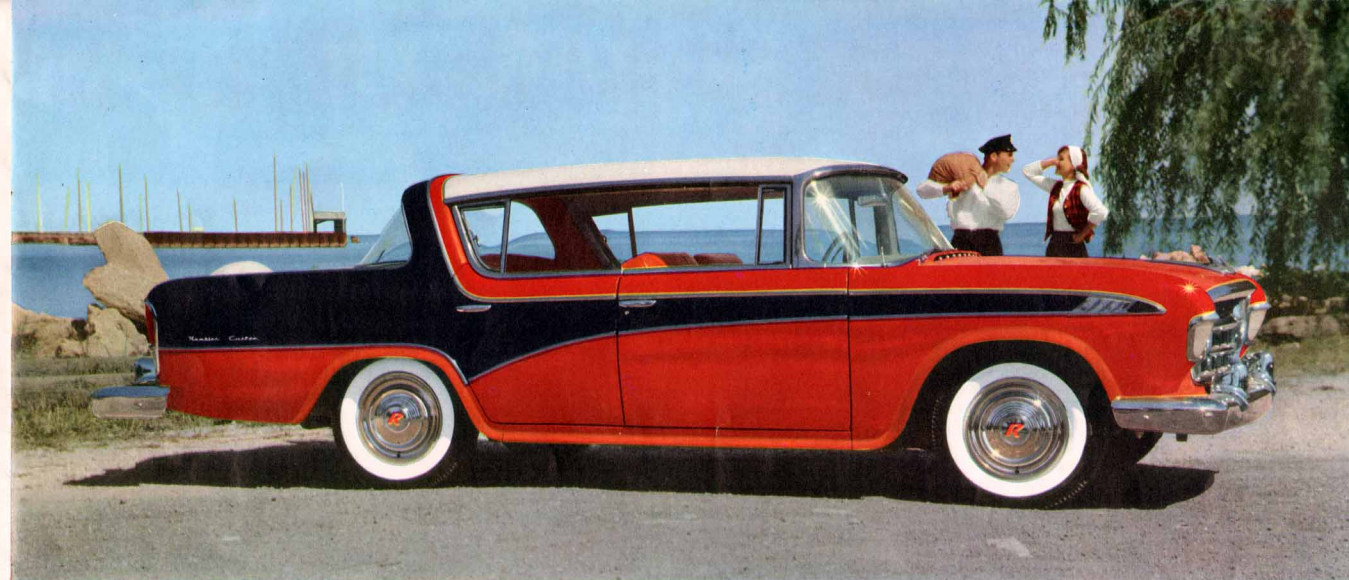
We ask you to compare the 1956 Rambler feature-by-feature and appointment-by-appointment with every car you've ever known. You'll find it offers 24-karat quality you've been missing in other low-price cars. In fact, the new Rambler matches cars at two and three times its price and even adds a few luxury items not even the costliest cars offer. Literally, nothing has been omitted in Rambler to make driving more pleasant.



You'll sit behind the most modern, most beautiful instrument panel of all. Every dial and gauge in easy eye-range. With Hydra-Matic Drive, the exclusive Selecto-Lift system starts your engine only in neutral.



LOOK AT RAMBLER FROM ANY ANGLE—You'll see smart styling without equal. And what visibility! The angled rear pillar posts permit the wide and deep rear window to wrap-around the sides for the finest rear view on the road.



PRESENTING THE WORLD'S SMARTEST, LOW PRICED FOUR-DOOR HARDTOP

Where else in the world can you have all the fun and open air of a convertible . . . all the snug comfort and safety of a sedan . . . all the easy entrance of four doors . . . all in one top luxury car—and all at a low price? Drive this all-new Rambler model. You'll quickly learn that this is the car that has put fun back into motoring. You'll marvel at the price tag, too. Never has a car so fine been priced so low.



SWING OPEN THE WIDE, WIDE DOORS (actually as wide as doors in your house). Slide easily into 5-foot seats tailored in the richest, most exciting choice of nylon fabrics with vinyl or genuine leather ever seen in Rambler's field. There's a rainbow of colors to harmonize with every exterior color and color combination.



FACE OF CARS TO COME. No mistaking this bold new front with massive new sports-racer grille. New Safety-Vu headlights are set low to pierce fog and darkness.



ALL-NEW SCENA-RAMIC WINDSHIELD (above) is widest in any low-priced car. Cowl-High Fresh Air Intake was pioneered by Rambler.



NEW FASHION SAFETY ARCH brings a distinctive new style note to Rambler . . . affords extra built-in protection for rear seat passengers.



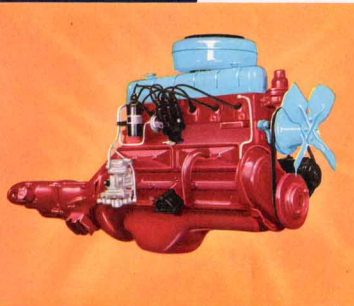
Make the Smart Switch for '56

Rambler

AMERICA'S MOST MILES-A-GALLON CAR



CLIMBS LIKE A COMET! Rambler's exclusive Typhoon OHV engine design gives appreciably faster pick-up in all legal speed ranges where you need—and can use it.



This is it—the all-new Typhoon OHV engine—120 H.P. Imagine—all Rambler's seatback getaway, all its record economy, all coupled with brand-new overhead valve zoom. Result is the miracle powerplant of the automotive industry—the totally new Typhoon engine. The Rambler Typhoon OHV Engine performs miracles in getting maximum energy from every drop of gasoline. And its easy accessibility makes servicing a cinch.



New 12-Volt Ignition doubles Rambler's starting punch.



Record Mileage Economy Run, 27.47 M.P.G. with Hydra-Matic.



New Uniflow-Jet Downdraft carburetor responds faster.



New Combustion Chambers blast more power from gasoline.



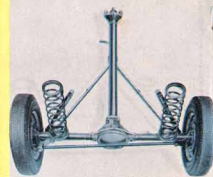
Now the First Low-Priced Car with Coil Springs on All 4 Wheels!

WHY ENDURE THE BOUNCE AND JOUNCE OF ORDINARY "LOW-PRICED CAR RIDES"?

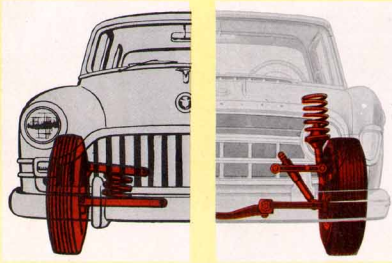


Try something completely new and different in riding comfort—smoothness, quietness never before known in a low-priced car. What we have done is to take the revolutionary Deep Coil Front Springs that made

Rambler famous as the best-riding, safest-cornering car in its class—and we've added their twins in the rear. Then we added the true-tracking rigidity of torque-tube drive to free rear springs from the duty of thrusting the car forward, freeing them to do their true job of cushioning your ride. We lowered the center of gravity—and widened tread as much as 5 inches. The result is simply unbelievable until you try it. You can ride hour after hour on long trips without feeling fatigue. There's simply nothing like it within hundreds of dollars of Rambler's price.



COIL SPRINGS ALL AROUND AND TORQUE-TUBE DRIVE give freedom from pitch and jolts even when wheel hits large objects. Springs never require service and Torque-Tube drive protects all moving parts against dust, grit and moisture... ends "nose dive" when brakes are applied. Exclusive with Rambler in low priced field.



RAMBLER'S LONGER, SOFTER FRONT SPRINGS (right) are mounted high, above center of gravity, control sway on curves—give a more stable ride. In other cars (left), short, stiff springs are below center of gravity.

PRESENTING THE ALL-NEW "Cross Country"

They said it couldn't be done! The enthusiastic Rambler Cross Country buyers said it couldn't be improved on. But look at the Cross Country now—look what it can do for you. It's a white-tie-and-tails town sedan you'll be proud to park at a formal wedding. It's a space-eating travel car with Airliner Reclining Seats, Twin Travel Beds and 33% more room for the family's luggage. It's a king-size carryall with 80 cubic feet of cargo space for the "do-it-yourself" fans. It turns sharper, parks quicker than any competitive sedan. Wherever you live—city, suburb or farm—see and drive the all-new, all-purpose Rambler built for young American families on the go. It's the All-New Rambler for 1956.



IT'S A SAFETY PLAY PEN for the toddlers in the family. And they love it! They can't fall from seat in case you brake suddenly, can't open doors.



ROLL-DOWN REAR WINDOW disappears into tailgate at your command. The one-piece cargo door eliminates upper hinges—gives more loading room—improves ventilation.



NEVER BEFORE has a car so downright practical offered you such sheer luxury. The most beautiful interiors ever seen in any station wagon at any price. Choose from washable plastics, nylon fabrics, genuine leathers.

Why Buy a "Garage Crowder"?



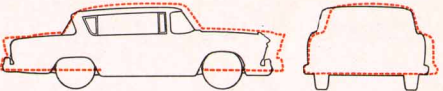
Make the Smart Switch for '56

Rambler FITS EVERY GARAGE, EVERY PARKING SPACE, EVERY BUDGET



It's King Size Inside
It's Rambler Size Outside

Rambler now tops the whole low-priced field average in shoulder room, head room and glass area—yet it still turns in the sharpest circle, parks quickest of all. Now with five-foot-wide seats and nearly half a foot more shoulder room, the all-new Rambler is actually two inches slimmer outside to make getting in and out of your garage and driveway even easier. You slip into garages many cars can barely squeeze into—and have space to spare.



THREE PASSENGERS WIDE, the all new Rambler for '56 offers travel comfort and convenience unmatched even by cars costing twice as much.



SHORTEST TURNING CIRCLE! Dramatic night photo graphically portrays outstanding maneuverability of 1956 Rambler with 38 foot turning diameter.

AND YOU GET TRAVEL LUXURIES THAT \$5,000 CARS CAN'T MATCH!



IMAGINE AN AIRLINER RECLINING SEAT in your car. Adjusts to a Chaise Longue that lets you put your feet up and relax. Enjoy the scenery in comfort.



SMALL FRY NEVER FRET or fidget when you can trip one lever and have a wide day-bed in seconds—still have sit-up room for grown-ups. Driver's seat-back adjusts, too.



TWIN TRAVEL BEDS IN A TWINKLE. Whether it's a family vacation or a weekend fishing or hunting trip with your sons, you never bother with a tent or cots.

RAMBLER TOPS ITS FIELD IN ROOM WHERE ROOM COUNTS

	Rambler	Average "All 3" Low-Priced Cars
Windshield Width	59.75	59.16
Total Glass Area (Sq. In.)	3493.2	3417.33
Front Shoulder Room	57.72	57.26
Rear Shoulder Room	57.62	57.00
Front Head Room	36.0	35.26
Rear Head Room	35.0	34.73
Front Leg Room	43.0	43.96
Rear Leg Room	42.0	42.40



Why swelter in summer?



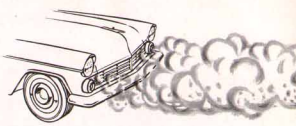
Why freeze in "slow-warming" cars?



Why breathe dust, pollen?



Why arrive mussed and wind-blown?



Why risk monoxide fumes?

Enjoy The Greatest Of All Health, Comfort and Safety Features For Hundreds of Dollars Less!
ALL-NEW, ALL-SEASON AIR CONDITIONING



NO MATTER HOW HOT, humid or dusty outside, you travel fresh, and cool all summer. Simple fingertip control.

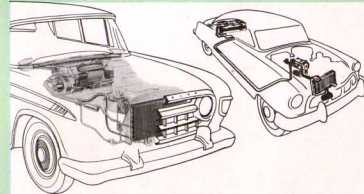
Now Rambler, world's first low-priced car with All-Season Air Conditioning and cowl-high safety air intake, announces a completely new and better system.

It warms you faster in winter, cools you faster in summer than any other system or combination of systems! It wrings "clammy" moisture from air on hot humid days. Prevents fogging or frosting of windshield or windows. It filters dust and pollen all year 'round.

SAFER! Hospital research proves you're only half as alert when it's 95° as at 75°. Think of your family. Don't travel in hot weather without All-Season Air Conditioning.



WORLD'S FINEST HEATING and ventilating system is Rambler Weather Eye. Complete air change every 60 seconds.



NOW SEE THE DIFFERENCE. Look how other "makeshift" cooling systems (right), are placed in trunk, robbing you of luggage space. In Rambler (left), everything is forward of passenger compartment. No wasted trunk space. You get refrigerated air scientifically. No drafts to annoy you.



SMOKE BOMB was exploded in side Rambler with windows closed.



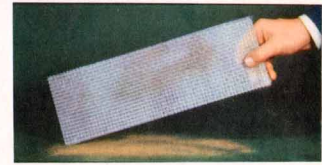
WITH WEATHER EYE on, all smoke was gone in 60 seconds.



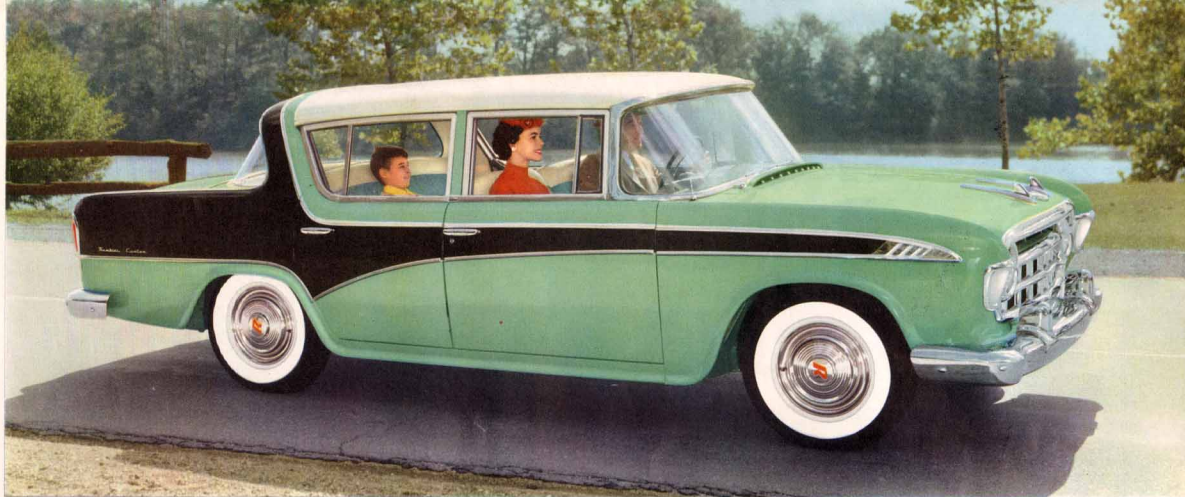
COWL FRESH AIR INTAKE pioneered by Rambler in low-price field.



SOLEX GLASS, with Air Conditioning, ends all summer discomfort.



BREATHE FILTERED AIR. See if the wonderfully efficient Fiberglas filter in Rambler doesn't help you as it has so many others who suffer from allergies or asthma. Whether you buy a Rambler with All-Season Air Conditioning, or with Weather Eye Heating and Ventilating System alone, you get the benefit of constant, year-round filtering of all air that enters fresh air intake.



The All-New Glamour-New

RAMBLER FOUR-DOOR SEDAN

It's the smart, spacious, family sedan for young American families on the go. You get all Rambler's distinctive new styling . . . all Rambler's new king-size room . . . all Rambler's new split-second starting, split-second acceleration, split-second turning, split-second parking, split-second braking—all at lowest Rambler prices. In the Rambler, you can have matchless comfort with Airliner Reclining Seats, and Twin Travel Beds. Power Brakes, standard on Custom models. You get fine car Power Options such as Power Steering and famed Hydra-Matic Drive as optional extras. Pictured above is the glamorous new Rambler Custom Four-Door Sedan for 1956. It's also available in Super and Deluxe models.



LOOK! It's Rambler's new huge luggage compartment that now gives you over 22½ cubic feet of room with easy access—more than you'd need for a long summer vacation for all the family.

TO THE QUEEN'S TASTE and yours! For glamour, luxury, smartness, the Rambler interior is unsurpassed. And you're the decorator, choosing among rich leathers, gleaming vinyls, exciting nylon fabrics styled to your taste.



Why Buy The
Built-In Rattles
of a
Nuts and Bolts Car?

Make the
Smart Switch
for '56

Rambler

THE "DOUBLE-LIFETIME" CAR

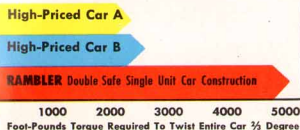
DOUBLE SAFE SINGLE UNIT CAR CONSTRUCTION

Brings You New Life-Guarding Safety—
Greater Rigidity, Longer Car Life

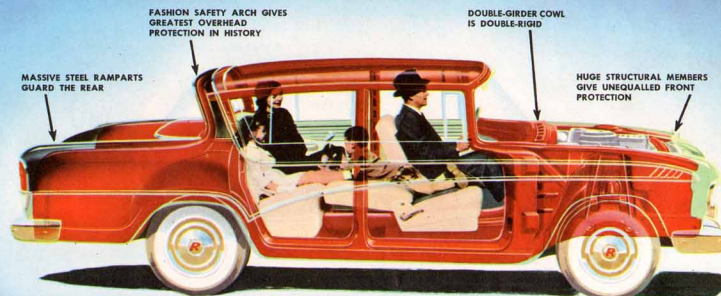


Built like a modern streamlined train . . . or a supersonic jet plane, the new Rambler has frame-and-body as a single all-welded unit. And it's even stronger, even safer, even more rigid than ever before with new larger, sturdier box girders . . . new, more massive protective structural members in front for greater safety. You and your family literally ride in a cradle of steel—with 3-dimensional protection against the stress of impact, above, below and all around. No other car in the Rambler field offers such priceless protection for your loved ones. No other car in its price class provides the *silent* safety of the Rambler—the complete freedom from body bolt squeaks and rattles—the shockproof ride of the Rambler—because no other car in the low priced field has the Rambler's double strength, Double Safe Single Unit Construction—that's as far ahead of ordinary car construction as a modern streamlined train is over old-fashioned railway coaches.

NOW Proved Twice as Rigid
as Cars Costing Twice as Much!
Torsional Deflection Chart

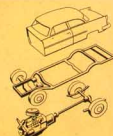


This plaque stands for greater safety, longer life, higher resale value. Look for it.



SEE THE BIGGEST DIFFERENCE THAT EVER EXISTED IN LOW-PRICED CARS

50 YEARS ADVANCED over old-fashioned, bolted body-and-frame (at left), in Rambler, (above), you see how the Double Safe Single Unit Construction is one welded mass of steel. See the huge box-girders that extend around passengers and engine for protection in every direction. This means more safety, more car for your money when you buy, more money for your car when you sell.



Torsion tests prove Rambler has up to twice the rigidity of even highest-priced cars.



Double-baked enamel keeps Rambler new and shiny-looking years longer.

RAMBLER RESALE NOW TOPS "ALL 3"

Official N.A.D.A. Used Car Guide Figures for latest available period (at time of publication) show Rambler returns a higher percent of original price than any other low-priced car.

PERCENT OF ORIGINAL COST EACH MAKE RETURNED:	RAMBLER	78%
	CAR C	74%
	CAR F	72%
	CAR P	71%

1956 Rambler

SPECIFICATIONS

BODY: Double Safe Single Unit Car Construction, Bond-erized for rust protection. Wheelbase 108". Overall length 191.14" (198.89" with optional Continental tire). Width 71.32". Loaded height 58" (58.57" Cross Country). Front tread 57.75". Rear tread 58". Rear axle road clearance 8.1".

MODELS: Deluxe, Super and Custom 4-Door Sedan. Custom 4-Door Hardtop. Custom 4-Door Cross Country Sta. Wag. Custom 4-Door Cross Country Convertible Sta. Wag.

MECHANICAL: Typhoon overhead valve engine, 6 cylinders, 195.6 cu. in., 120 H.P., 170 lb. ft. torque, 7.47:1 compression ratio. Down-draft single throat carburetor. Integral Iso-Thermal intake manifold. U-Flex lower oil control ring. Deep Coil front suspension. Coil springs, all four wheels. Torque tube drive. 9" diameter brakes. Three transmissions: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Syncromesh. 6.40 x 15 tubeless tires. 20-gallon fuel tank. 12-Volt electrical system.

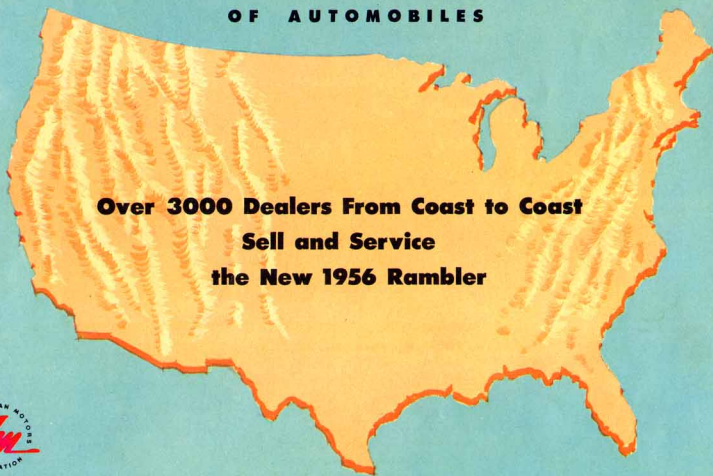
EQUIPMENT: Custom models shown include as standard equipment: Power Brakes. Foam front cushions. Nylon with vinyl upholstery. Cigarette lighter. Glove box light. Automatic dome light. Custom style stainless steel trim moldings. Hood insulation (Standard on all).

EXTRA COST EQUIPMENT: Weather Eye Heating and Ventilating System. All-Season Air Conditioning (heats, cools, ventilates). Radio. Airliner Reclining Seats and Twin Travel Beds. Directional Signals. Electric Clock. Chrome wheel discs. Continental Spare Tire. Power Steering. Power Brakes (Standard on Custom). Dual-Range Hydra-Matic. Automatic Overdrive. Oil Filter. Oil Bath air cleaner. Solex Glass. Hood ornament. Special leather seat trim (for Customs only). Two-Tone colors. Three-Tone Colors (for Customs only). Back-O-Matic lights. Windshield washers. Seat belts. Whitewall tires. 6-ply tires. Heavy-duty rear springs and shock absorbers.

ALL NEW, ALL-AMERICAN

Rambler FOR 1956

PRODUCT OF AMERICAN MOTORS
AMERICA'S FASTEST GROWING BUILDER
OF AUTOMOBILES



Over 3000 Dealers From Coast to Coast
Sell and Service
the New 1956 Rambler



AMERICAN MOTORS MEANS MORE FOR AMERICANS