

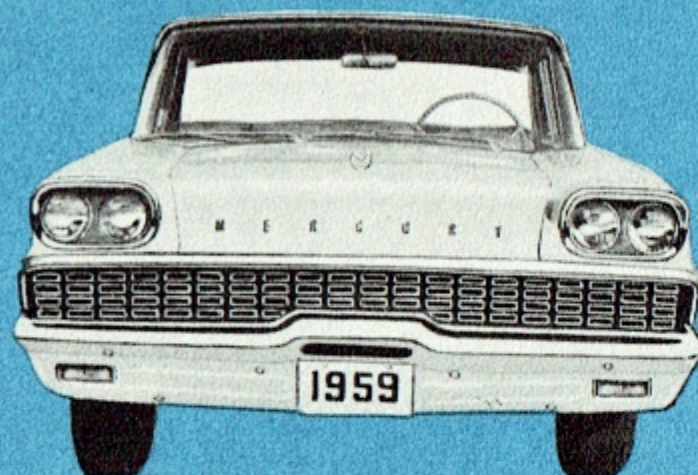
OLDSMOBILE



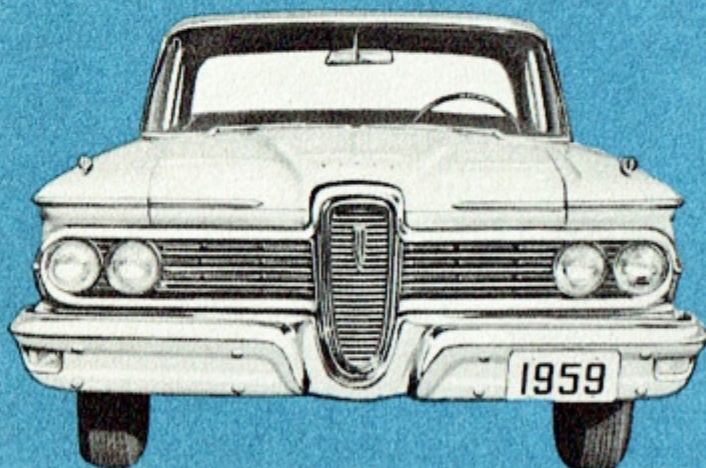
BUICK



PONTIAC



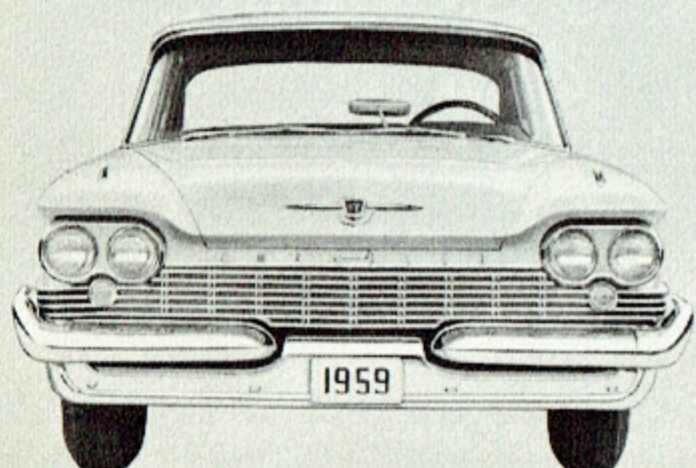
MERCURY



EDSEL



DODGE

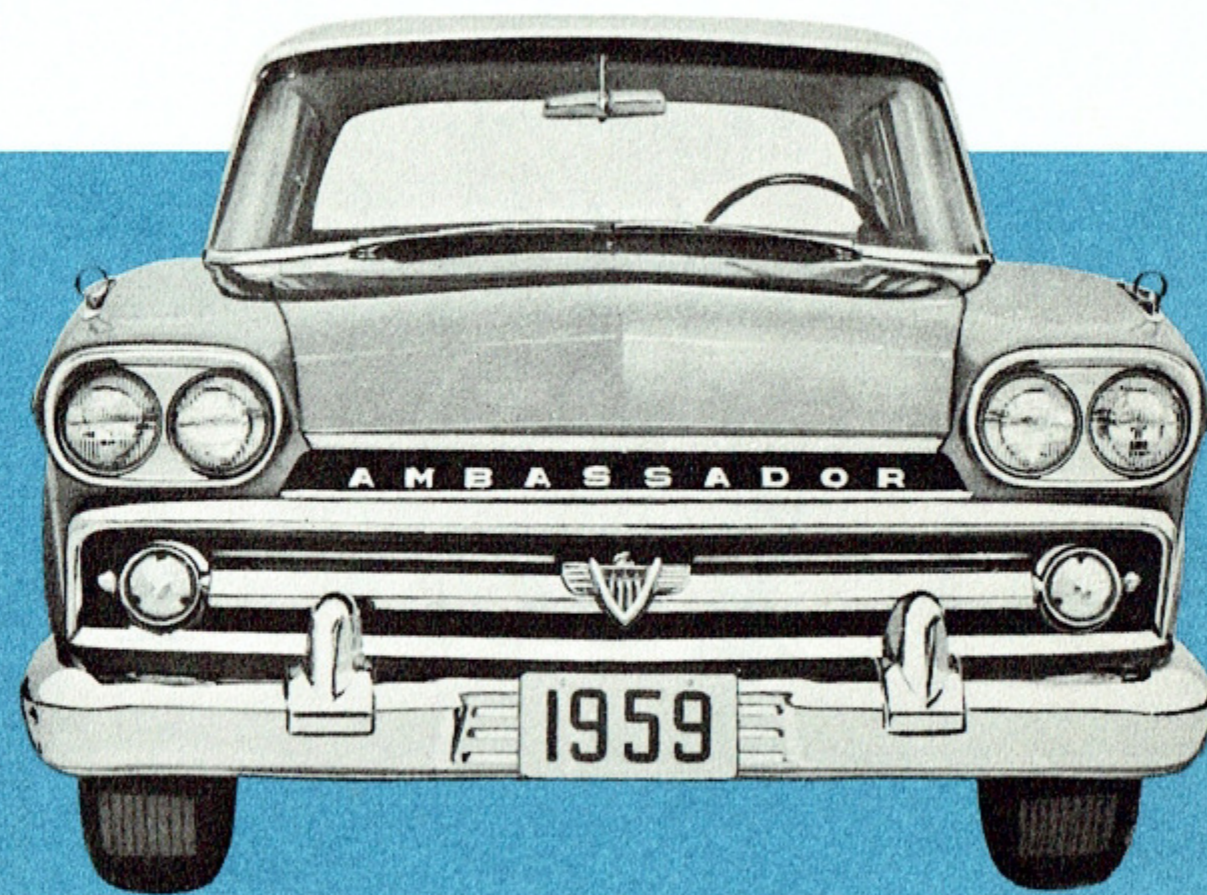


CHRYSLER



DE SOTO

What Do You Look For In A Luxury Car?



V-RAY
SURVEYS THE MEDIUM
PRICE FIELD FOR 1959
TO HELP YOU FIND
THE ANSWER

What is a Luxury Car?

Perhaps there are many definitions. Some associate luxury with high cost...others with bulk and width and length. But everyone agrees that . . .

- *A Luxury Car Is Roomy* • *A Luxury Car Is Superbly Comfortable* • *A Luxury Car Offers Top V-8 Performance*
- *A Luxury Car Is Impressive In Appearance*
- *A Luxury Car Is Of The Highest Quality*

But *X-RAY* Proves

A luxury car need not be big, bulky, hard-to-park and garage, expensive to buy and operate. Nor need it be embellished with gimmicks and overdoses of chrome.

On the contrary, good taste and *good sense* demand that a luxury car be sensibly priced . . . economical to own and operate . . . inexpensive to maintain . . . dependable . . . tastefully designed and equipped.

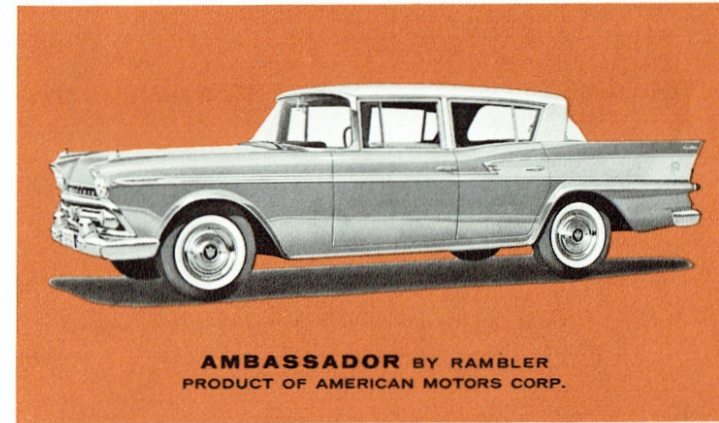
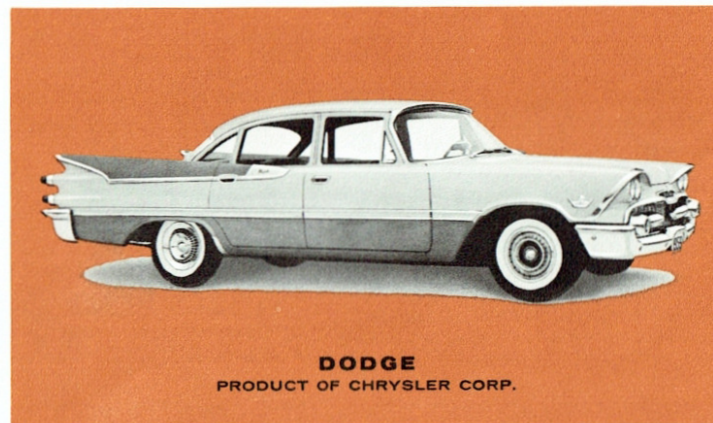
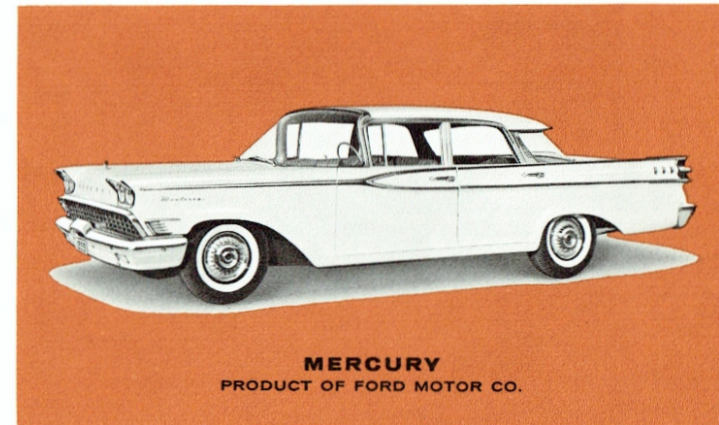
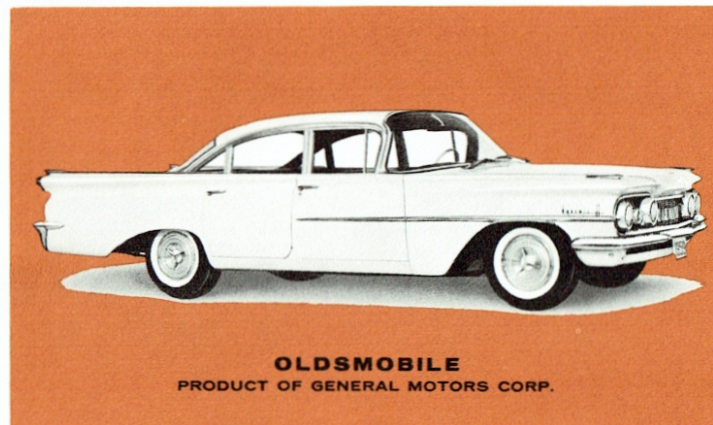
In the pages of this X-RAY you will find a factual,

unbiased point-by-point, feature-by-feature comparison of all the luxury cars in the medium price range. It is designed to help you determine which car offers you the best value . . . the greatest comfort, performance and quality.

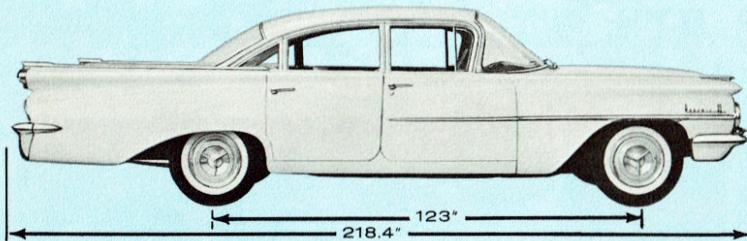
We trust it may help clear away much of the confusion that results from conflicting claims among cars in the medium price range.

X-RAY Looks at the 1959 Medium Price Cars

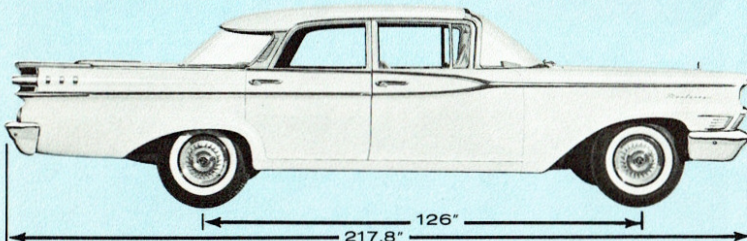
X-Ray analyzes the medium price field . . . picks as a basis of comparison cars that are typical of all in this price range built by their respective manufacturers . . . examines them for the luxury and quality features buyers have a right to demand.



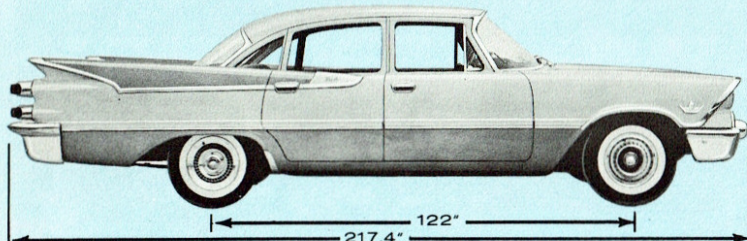
Must luxury cars be . . . Big and Bulky in order to carry 6 passengers in luxurious comfort?



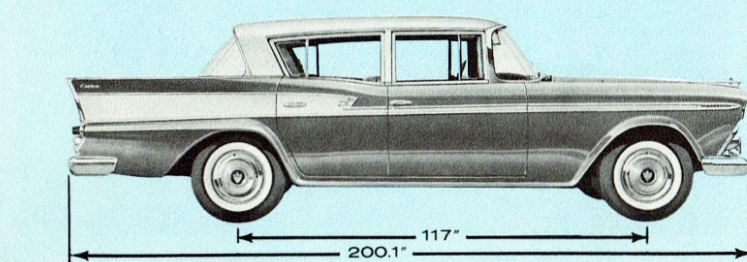
OLDSMOBILE
Following the General Motors trends to larger size, the 1959 Oldsmobile is more than 10 inches longer and 2 inches wider than the 1958 model. Yet, passenger capacity is not increased. It is still a six-passenger car providing less headroom than the Ambassador. Oldsmobile's useless bulk adds nothing to passenger comfort.



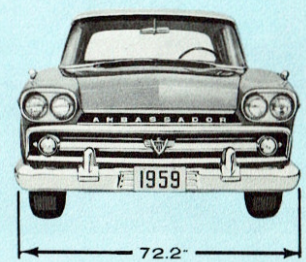
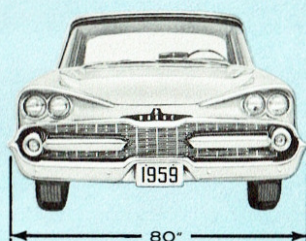
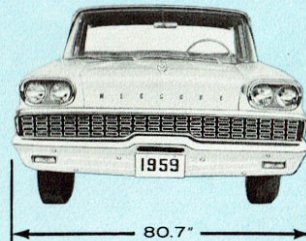
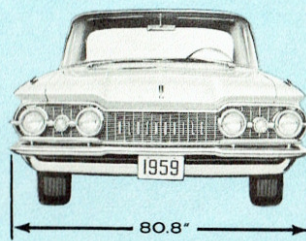
MERCURY
The new Mercury is longer and lower than ever before. Wheelbase is increased by four inches—to make the Mercury even more difficult to park and garage. Although Mercury is higher priced, it offers less front and rear headroom than the 1959 Ford.



DODGE
Flashy new fins and simulated "jet-exhaust" tail lights on the 1959 Dodge add 3.6 inches to overall length but do not contribute to increased passenger comfort. All interior dimensions remain unchanged from those of the 1958 model. The 1959 face lifting has only resulted in larger fins and greater bulk.



AMBASSADOR
Only Ambassador offers luxurious six-passenger comfort in combination with compact outside dimensions. Ambassador is nearly 18 inches shorter than the average of the cars pictured above, yet it has more headroom than any of the three—and only Ambassador offers the concept of Personalized Comfort.



Although the 1959 Oldsmobile is far bigger and bulkier than Ambassador on the outside, rear headroom is nearly 1 inch less than Ambassador. Front headroom is also 1 inch less.

Ambassador is not as long or wide as Oldsmobile. Yet Ambassador has ample interior roominess to accommodate six large adult passengers—and, most important, all six passengers ride in equal comfort.



Mercury's extremely wide front door sill and set-back front seat make exiting awkward. Ladies' hosiery can easily be torn by rubbing on the overly wide door sill when getting out of the car.

The 1959 Ambassador has a narrow door sill—and the front seat extends nearly flush with the door opening. The result is that front seat passengers get in and out easily and naturally.



The transmission hump on the 1959 Dodge brings real discomfort to the "middleman" in the front seat. The hump rises to a height near the topmost level of the front seat.

The "middleman" in the Ambassador front seat rides in comfort undisturbed by the contours of the floor. Ambassador, at the center of the front seat, has more seat height than Dodge.



Acrobatic maneuvers are required to get in and out of the Oldsmobile rear compartment. Rear seat passengers must contend with "low bridges" and narrow doorways caused by poorly proportioned doors.



Getting into an Ambassador is easy and convenient. Ambassador's doors swing fully outward to reveal generously proportioned door openings properly located in relation to the seat positions.

Box Score on Exterior Size vs. Interior Room

	4-Door Sedans	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	DeSoto Firesweep	Chrysler Windsor
Wheelbase	117	123	123	122	126	120	122	122	122	122
Length	200.15	218.4	217.4	213.7	217.8	210.9	217.4	217.1	216.6	216.6
Width	72.2	80.8	80.7	80.7	80.7	79.8	80.0	78.7	79.3	79.3
Height	57.6	56.0	57.1	56.4	55.7	56.2	56.8	56.8	56.8	56.8
Shoulder Room, Front	57.7	60.5	60.4	60.4	60.5	56.7	60.5	56.8	60.5	60.5
Shoulder Room, Rear	57.6	59.7	59.0	59.0	60.8	57.0	60.4	60.4	60.4	60.4
Head Room, Front	36.0	34.9	34.7	34.8	33.2	33.8	35.7	35.7	35.7	35.7
Head Room, Rear	35.0	34.2	33.9	33.9	32.9	33.5	34.5	34.5	34.5	34.5
Leg Room, Front	43.0	44.8	44.0	44.6	44.3	42.8	45.5	45.5	45.5	45.5
Leg Room, Rear	40.0	42.5	42.8	42.2	43.6	40.4	42.5	43.0	43.0	43.0
Front Seat Travel	6.0	5.4	4.7	4.8	5.0	4.0	4.8	4.8	4.8	5.0
Seat Height, Front	10.4	9.8	9.8	9.9	10.4	10.1	10.8	10.8	10.8	10.8
Seat Height, Rear	14.2	13.7	13.2	13.6	12.4	12.8	11.9	11.9	11.9	11.9
*Width Factor (Car Width Less Shoulder Room)	14.5	20.3	20.3	20.3	20.3	23.1	19.5	18.2	18.8	18.8
*Length Factor (Car Length Less F & R Leg Room)	117.15	131.1	130.6	126.9	129.9	127.7	129.4	128.6	128.6	128.1

*Ambassador more efficient in size utilization.

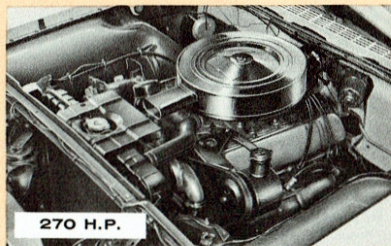
Must luxury cars be . . . Expensive to Operate in Order to Provide Powerful V-8 Performance



4526 LBS.

Luxury cars are expected to provide smooth, powerful V-8 performance. But they need not be expensive to operate. The elimination of useless weight and bulk makes big displacement engines unnecessary—and results in a favorable power-to-weight ratio that gives top performance with outstanding fuel economy.

OLDSMOBILE DYNAMIC 88
Power-to-weight ratio: 16.76 lbs. per H.P.



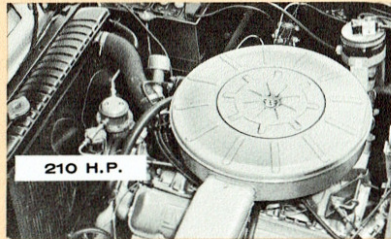
270 H.P.



4212 LBS.

The heavy Oldsmobile has a huge, relatively inefficient 371 cubic inch displacement engine. Each horsepower must carry 16.76 pounds of weight. Performance and economy are both adversely affected.

MERCURY MONTEREY
Power-to-weight ratio: 20.06 lbs. per H.P.



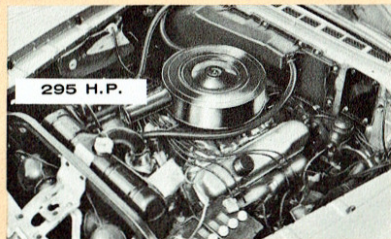
210 H.P.



3958 LBS.

Each Mercury horsepower must work hard to pull more than 20 lbs. of weight. A heavy car with a comparatively inefficient engine means lowered performance and fuel economy.

DODGE ROYAL
Power-to-weight ratio: 13.41 lbs. per H.P.



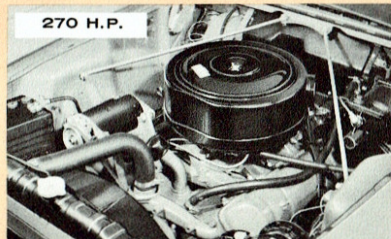
295 H.P.



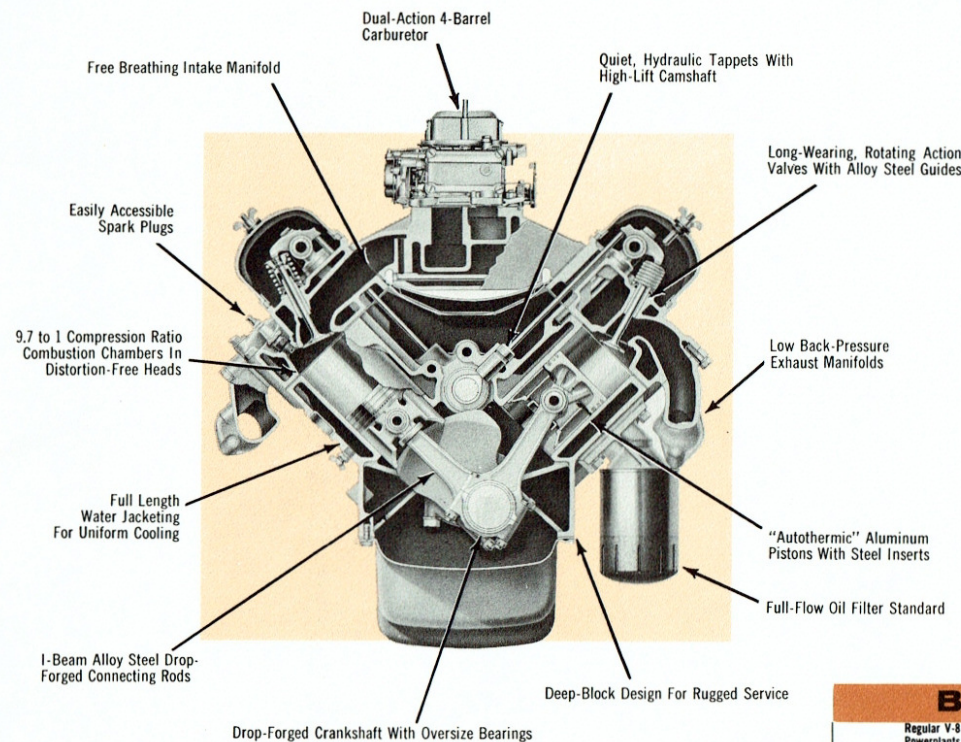
3634 LBS.

The balanced combination of an efficient 327 cubic inch displacement V-8 and an outstanding power-to-weight ratio gives Ambassador top performance with outstanding fuel economy—proving that luxury cars need not be expensive to operate.

AMBASSADOR CUSTOM
Power-to-weight ratio: 13.45 lbs. per H.P.



270 H.P.



The many advanced features of the Ambassador V-8 engine are the result of fine engineering and precision craftsmanship. A high efficiency of .826 horsepower per cubic inch, coupled with proved dependability, makes this a model of perfection among V-8 powerplants and sets a new standard of spirited performance with outstanding fuel economy.



AMBASSADOR

LOW-FRICTION DESIGN is achieved with large 4" bore in relation to a short stroke (3 1/4"). Since piston travel is shorter, this means less friction-energy loss for more power and longer life for the engine.

AMBASSADOR CRANKSHAFT is 100% mass-balanced while running in the engine with fly-wheel, connecting rods, pistons and pulley attached. This balancing method provides smooth operation at all speeds.



OLDSMOBILE



AMBASSADOR

COMPARE

OLDSMOBILE'S Automatic Transmission has an old-fashioned hand lever shifter. The dial is inconveniently placed near the bottom of the steering column where it is hard to read.

AMBASSADOR'S Push-Button Automatic shifting is easier to operate. Just touch a button to start and push another button to select the gear you want. Illuminated console, too.

Box Score on Performance

Regular V-8 Powerplants	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Displacement, Cu. In.	327	371	364	389	312	332	361	361	383
Bore and Stroke	4.00 x 3.25	4.00 x 3.69	4.13 x 3.40	4.06 x 3.75	3.80 x 3.44	4.00 x 3.30	4.12 x 3.38	4.12 x 3.38	4.03 x 3.75
Bore-to Stroke Ratio (High Number Best)	1.23	1.08	1.21	1.08	1.10	1.21	1.22	1.22	1.07
Compression Ratio	9.7	9.75	10.5 (Std. Trans.)	10 (Std. Trans.)	8.75	8.9	10.1	10.0	10.1
Horsepower	270	270	250	280 (245 Std.)	210	225	295	280	305
Torque	360	390	384	408 (392 Std.)	325	325	390	380	410
HP Per Cu. In. (High Number Best)	.826	.727	.687	.720 (.63 Std.)	.673	.678	.817	.804	.796
Car Weight Per HP (Low Number Best)	13.43	13.45	16.76	18.04	15.34	20.06	17.64	13.41	13.76
Car Weight, 4-Dr. Auto. Trans., Radio, Heater, Power Steer., Power Brakes	3625	3634	4526	4510	4294	4212	3966	3958	3988
Carburetor, Barrels	4	2 (4 Opt.)	2	2 (4 Opt.)	2	2	2	2	2
Push-Button Control, Auto. Trans.	Yes	No	No	No	No	No	Yes	Yes	Yes
Overdrive Offered	Yes	No	No	No	No	No	No	No	No

Must luxury cars be... Difficult to Maneuver and Hard to Park?

Raise Parking Fee on Bigger '59 Cars

NEW YORK, Nov. 3.—(AP)—It's going to cost 15 to 30 per cent more to park one of the longer and wider 1959 automobiles in many garages in this city.

Occasional users of garages, not steady customers, would be hit with the higher surcharges.

The decision to increase rates for larger cars was reached at an executive board meeting of the Metropolitan Garage Board of Trade. The group represents 400 Manhattan and Bronx owners.

Longer, Fancier Cadillacs Banned by Parking Firm

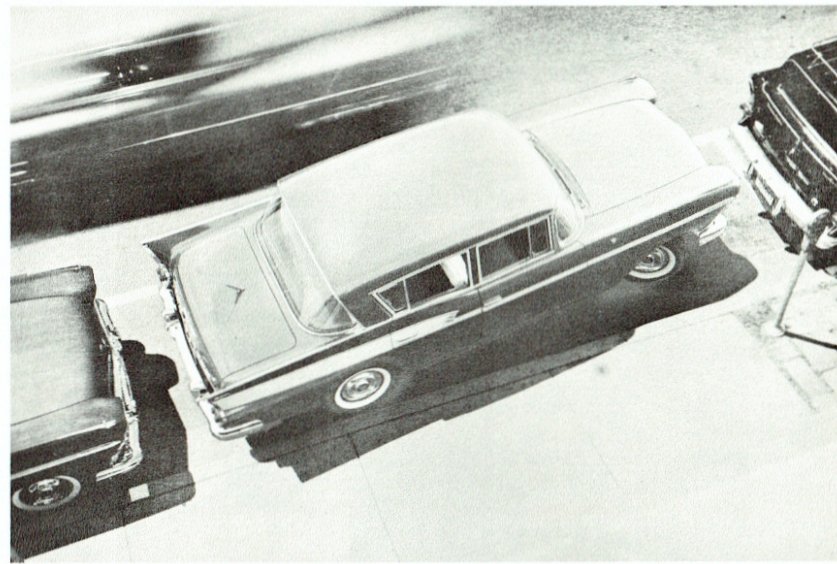
ST. LOUIS—(AP)—Some 1959 model autos are too long, too low and covered with too many expensive gadgets to risk parking them, a St. Louis parking firm has decided.

Wayne Stedelin, vice president of the City and Parks Co., said new Cadillacs are nine inches longer this year and so long and wide that "we would have to rebuild our ramps to accommodate them."

Owners of the 1959 Cadillacs were warned in newspaper advertisements to stay away from the firm's six parking lots.

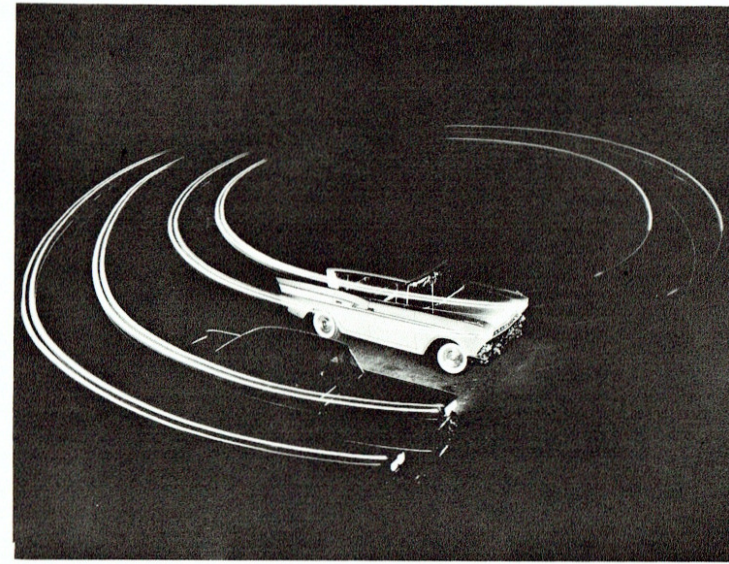
Mr. Stedelin said lights in the front bumpers of some models, plus fancy grill-work, add to the legal perils of operating the firm.

"We are studying dimensions of other cars now on the production lines," he said. "We may have to extend our bar to other new models."



	Parking Space
Oldsmobile	122½ sq. ft.
Mercury	122 sq. ft.
Dodge	121 sq. ft.
Ambassador	100 sq. ft.

The "parking space" figures, based on official overall lengths and widths, show why medium-price cars, except Ambassador, are driving parking lot and public garage operators, city planners, highway engineers and even car owners themselves to distraction. 408 Mercurys, for example, with bumpers and sides touching, could be parked in a 50,000 square foot parking lot. 498 Ambassadors, 90 more cars, could be parked in the same lot. Little wonder that some parking lot operators in many cities charge more for the bigger longer cars.

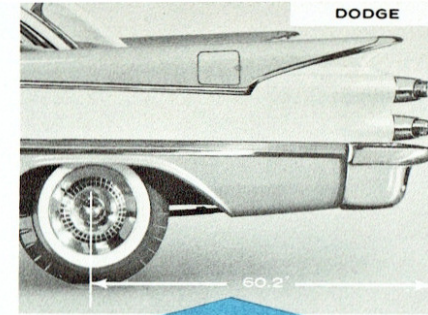


X-Ray compares turning diameters

	1958	1959
Oldsmobile Dynamic 88	42.00	44.60 Feet
Mercury Monterey	42.54	43.90 Feet
Dodge Royal	43.57	43.70 Feet
Ambassador	39.75	39.75 Feet

Again in 1959, Ambassador is the most maneuverable six passenger car in the medium price field. Despite owners' pleas to the contrary, other car makers have built their products to bigger, bulkier dimensions, making them even more difficult to maneuver and park. The smaller the turning diameter, the shorter the turn.

X-Ray proves that the Ambassador is easier to drive than ever before—even the Ambassador station wagon is easier to handle than other make medium priced sedans.



Excessive rear overhang of the 1959 Dodge adds to overall length, but creates serious difficulties when entering or leaving sloping driveways and ramps.

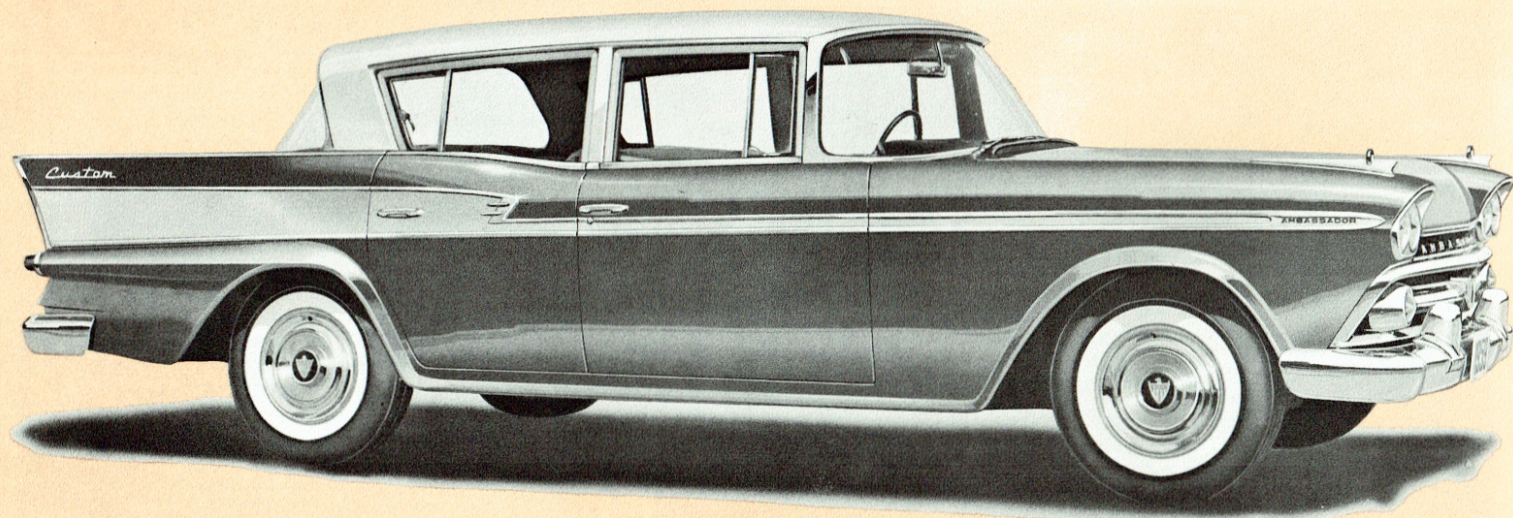


The Ambassador has a rear overhang 9" less than Dodge thus reducing materially the risk of scraping rear bumpers on driveways and ramps.

Box Score on Handling Ease

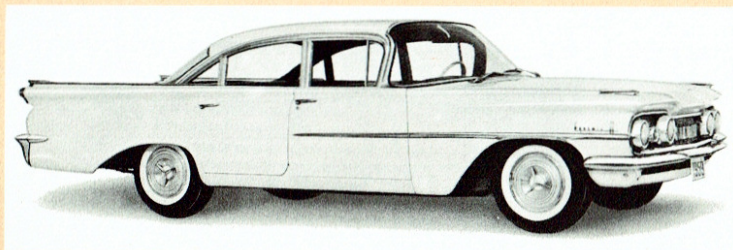
	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Turning Diameter, Feet	39.75	44.6	44.0	42.7	43.9	41.9	43.7	43.7	43.7
Length	200.15	218.4	217.4	213.7	217.8	210.9	217.4	217.1	216.6
Width	72.2	80.8	80.7	80.7	80.7	79.8	80.0	78.7	79.3
Parking Space, Sq. Ft.	100	122½	122	120	122	117	121	119	119
Overhang, Front	32.0	36.4	34.6	35.2	34.7	35.5	35.2	35.0	34.8
Overhang, Rear	51.15	59.0	59.8	56.5	57.1	55.4	60.2	60.1	59.8
Ramp Angle, Rear	13.5°	12.1°	14.2°	12.1°	11.3°	11.8°	9°	10°	10°
Steering Wheel Turns Manual and Power	4.72, 4.62	4.75, 4.0	5, 4	5.56, 4.06	5.4, 3.7	5	5.2, 3.5	5.2, 3.5	5.2, 3.5
Tire Size	8.00 x 14	8.50 x 14	7.60 x 15	8.00 x 14	8.00 x 14	7.50 x 14 (8.00 Auto. Tr.)	8.00 x 14	8.00 x 14	8.00 x 14
Park Control, Auto. Trans.	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Push Button Control, Auto. Trans.	Yes	No	No	No	No	No	Yes	Yes	Yes

Must luxury cars be . . . Radically Styled to have a pleasing and impressive appearance?

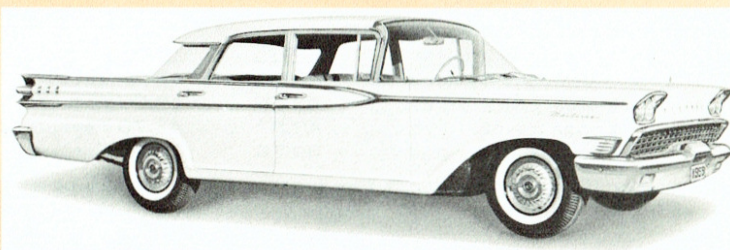


In tune with the increased appreciation of good taste and sanity in car design, the 1959 Ambassador's appearance is marked by quiet dignity and distinction. Clean, crisp lines are perfectly proportioned to create a visual expression of Ambassador's superb quality and compact outer dimensions.

While other luxury cars attempt to capture an impressive appearance through sheer bulk and overwhelming chrome decoration, Ambassador achieves this elusive goal by an inspired blending of line, form and proportion. All are accented by a wealth of functional styling details that will continue to have meaningful benefits long after fads and fancies so important to other cars have been forgotten.



The 1959 Oldsmobile typifies the General Motors "Land Battleship" styling approach. Sheer bulk and a multitude of styling complexities are expected to overwhelm the beholder.



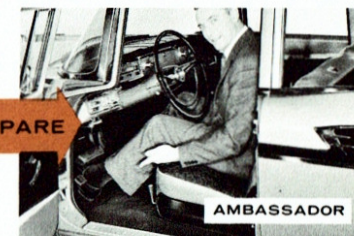
The 1959 Mercury is a conglomeration of styling details that unfortunately do not combine to present a distinctive and impressive overall appearance befitting a luxury car.



Looking as though it stepped out of a satirical British cartoon, the 1959 Dodge is a warmed-over version of the 1957 Forward Look. The plucked front fender-brows and larger-than-ever rear fins do nothing except add to the overall length.



OLDSMOBILE

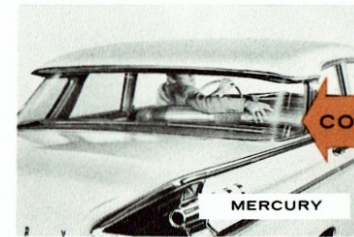


AMBASSADOR

COMPARE

Oldsmobile's low front seat height forces passengers to stretch their legs in almost straight position in order to be comfortable.

Ambassador's chair height front seats permit passengers to ride in a comfortable position . . . give the comfort of an easy chair at home.



MERCURY

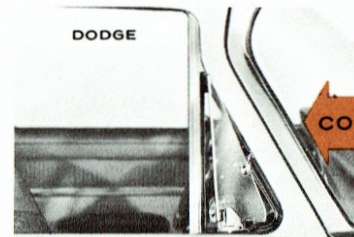


AMBASSADOR

COMPARE

Mercury's overhanging rear roof line obstructs driver vision to the rear. The driver has difficulty seeing children playing in the street or other objects when backing.

Ambassador's clear wide rear window, with 1078.6 square inches of glass area gives the driver an unobstructed view to the rear, both close-up and at a distance.



DODGE



AMBASSADOR

COMPARE

Dodge's front vent window is more decorative than useful. Its extremely narrow proportions do not permit a sufficient flow of fresh air.

Ambassador's wide front vent window is of generous proportions . . . opens to full width to let in a free, uninterrupted flow of fresh air.

Must luxury cars be . . . High-priced in order to have high quality and lasting dependability?

PRICE COMPARISON X-RAY

Based on Factory Advertised Delivered Prices
Ambassador Super & Custom price Advantages shown for each competitive car

4-DOOR MODELS	SEDAN AMB. ADVANTAGE SUPER . . . CUSTOM	HARDTOP AMB. ADVANTAGE CUSTOM	STATION WAGON AMB. ADVANTAGE SUPER . . . CUSTOM	HARDTOP STATION WAGON AMB. ADVANTAGE
AMBASSADOR SUPER	\$2587	—	\$2881	—
AMBASSADOR CUSTOM	\$2732	\$2822	\$3026	\$3116
OLDSMOBILE DYNAMIC 88	\$2902 \$315 . . . \$170	\$3036 \$214	\$3365 \$484 . . . \$339	NOT OFFERED
BUICK LE SABRE	\$2804 \$217 . . . \$72	\$2925 \$103	\$3320 \$439 . . . \$294	NOT OFFERED
PONTIAC CATALINA	\$2704 \$117 . . . \$28(-)	\$2844 \$22	\$3101 \$220 . . . \$75	NOT OFFERED
MERCURY MONTEREY	\$2832 \$245 . . . \$100	\$2918 \$96	NOT OFFERED	\$3215 \$99
EDSEL CORSAIR	\$2812 \$225 . . . \$80	\$2885 \$63	NOT OFFERED	NOT OFFERED
DODGE ROYAL	\$2934 \$347 . . . \$202	\$3069 \$247	\$3318 \$437 . . . \$292	NOT OFFERED
DE SOTO FIRESWEEP	\$2904 \$317 . . . \$172	\$3038 \$216	\$3366 \$485 . . . \$340	NOT OFFERED
CHRYSLER WINDSOR	\$3204 \$617 . . . \$472	\$3353 \$531	\$3691 \$810 . . . \$665	NOT OFFERED

The Ambassador Custom models offer as standard equipment: Airliner Reclining Seats . . . Foam Seat Cushions . . . Wheel Discs . . . Padded Instrument Panel and Visors . . . Electric Clock . . . Handi-Pak Net Carrier. These items are either extra cost or not available on most other cars. See "Box Score on Equipment Prices" on page 19.

What Constitutes Quality?

Quality may be simply defined as excellence of character and craftsmanship. As related to automobiles, quality transcends sheer physical size, transitory styling effects or the amount of the price tag. Ambassador's superior quality begins on the drawing boards and is carefully nurtured by dedicated craftsmen who take pride in their skill in producing a luxury automobile offering quality above and beyond the normal expectations of buyers.



Top Resale Value

The N.A.D.A. Used Car Guide, national used car pricing authority shows that Ambassador retains its value better than other cars in its field.

The table below shows you how much Ambassador saves you in depreciation alone in the very first year compared to other leading medium-price cars as reported by a recent N.A.D.A. Guide.

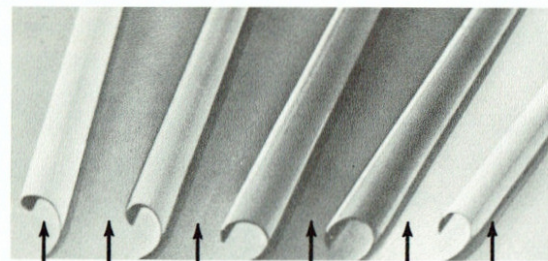
ON DEPRECIATION AMBASSADOR SAVES

Up To \$207 Over Pontiac
Up To \$323 Over Mercury
Up To \$111 Over Buick
Up To \$192 Over Dodge
Up To \$212 Over Olds
Up To \$351 Over DeSoto
Up To \$378 Over Edsel

**AMBASSADOR HAS TOP RESALE
VALUE IN THE MEDIUM PRICE
FIELD.**



Every Ambassador body-frame structure is submerged in a 15,000 gallon tank of chromate paint primer to protect even the hidden areas against rust and corrosion. Ordinary "spray-on" methods used on most other cars cannot reach these nooks and crannies.



TWO COATS OF SUPER ENAMEL (BAKED)
PRIMER AND SURFACER (BAKED)
EXCLUSIVE "DEEP-DIP" RUSTPROOF PRIMER
PHOSPHATE RUSTPROOF PAINT BOND
METAL

Every Ambassador body is finished with two coats of Baked Super Enamel, over two prime coats, plus phosphate paint bond to keep the car new looking much longer. Most other medium price cars use only spray primer, partial rustproofing and short-lived lacquer only.

Ambassador All-Coil Seat Springs (right) are rubber-coated, silent . . . add to passenger comfort. Other medium-price cars use "Army bunk zig-zag" springs that result in a stiff, unyielding cushion.



Ambassador's die-cast grille (below) is distinctive in appearance, sturdy, rattle-free. The new, heavier bumpers are 22% sturdier. Ambassadors feature hood insulation as standard equipment.

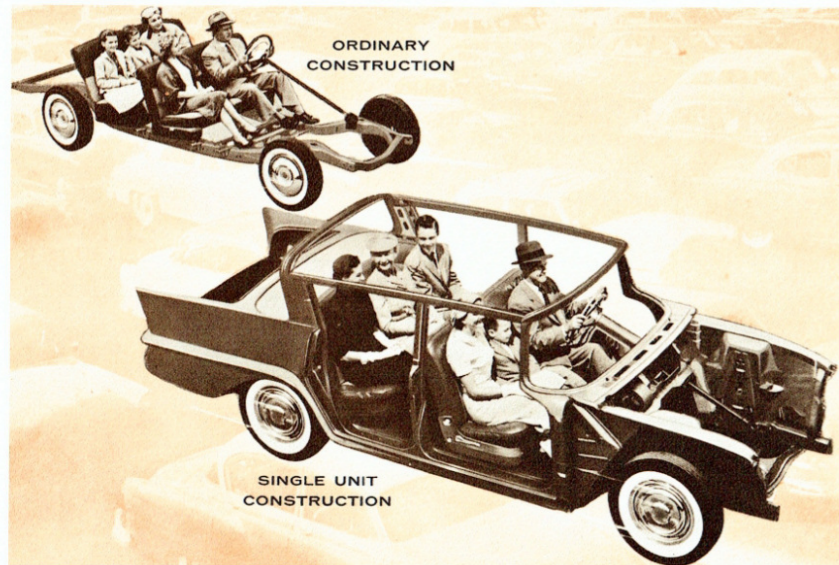
"STEP ON" Parking Brake (lower right) offers greater convenience than the hand brake used on many other cars in the medium price—is another example of superior Ambassador quality.



Box Score on Quality Features

	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Paint Priming	Dip Plus Spray	Spray	Spray	Spray	Spray	Spray	Spray	Spray	Spray
Paint Type	Enamel	Lacquer	Lacquer	Lacquer	Enamel	Enamel	Enamel	Enamel	Enamel
Wheel Bearings	Taper-Roller	Ball	Ball	Ball	Taper-Roller (Ball, Rear)	Taper-Roller (Ball, Rear)	Taper-Roller	Taper-Roller	Taper-Roller
Step-On Parking Brake	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Coil Spring Seats	Yes	No	No	No	No	No	No	No	No
Alum. Window Frames (Except Hardtops)	Yes	No	No	No	No	No	No	No	No
Wide Front Vent Window	Yes	No	No	No	Yes	No	No	No	No
Rear Vent Window	Yes	No	No	No	No	No	No	No	No
Twin Ash Trays, Front	Yes	Yes	No	No (Yes, Star Chief)	Yes	No	No	No	No
Twin Radio Speakers Standard	Yes	No	No	No	No	No	No	No	No
Easy-Grip Door Handles	Yes	No	No	No	No	No	Yes	Yes	Yes

Must luxury cars be . . . Extremely heavy in order to provide a solid, quiet, comfortable ride?

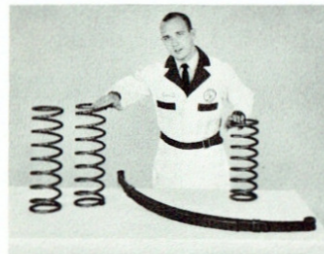


AMBASSADOR ALL-WELDED SINGLE UNIT CONSTRUCTION OFFERS GREATER STRENGTH, SAFETY, DURABILITY, WHILE ELIMINATING EXCESSIVE BULK AND WEIGHT

Today, two of America's very highest-priced quality cars have adopted Single Unit Construction—pioneered by American Motors. It is the only modern way to build automobiles. All-Welded Single Unit Construction lasts longer and is free of body-bolt squeaks and rattles forever. It makes possible more interior room without excessive bulk. It gives better performance and economy by eliminating useless weight. Its longer life gives Ambassador higher resale value. Someday all cars will be built this better way . . . Today, it is yours only in American Motors cars—and the three very highest-priced cars on the road.



AMBASSADOR—OLDSMOBILE

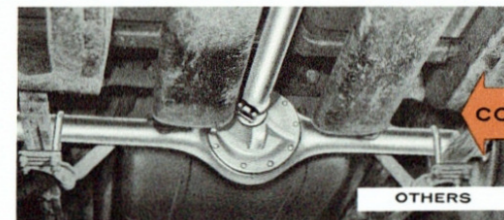


AMBASSADOR—MERCURY



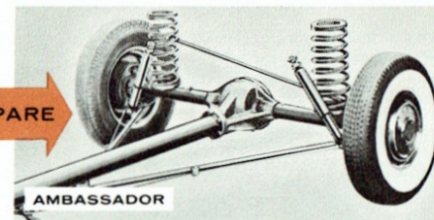
AMBASSADOR—DODGE

Ambassador's superlative ride is the result of precise balance and superior springing. Ambassador has long, soft coil springs on all four wheels—all perfectly matched in degree of softness. This lets the springs act in unison, giving a ride far superior to that of cars with different types of front and rear springs with varying stiffness.



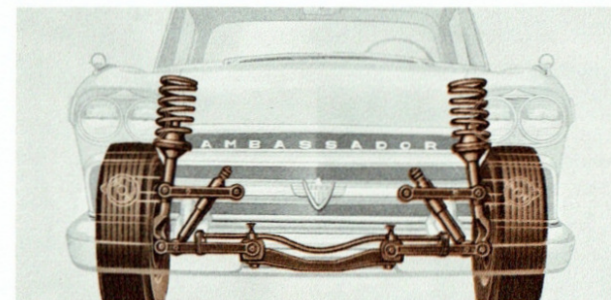
OTHERS

HOTCHKISS DRIVE is used on most cars. Rear leaf springs must drive the car as well as support it. Can get out of line on long wheelbase cars.



AMBASSADOR

AMBASSADOR TORQUE-TUBE DRIVE stays in line for the life of the car. It absorbs driving stresses. Springs stay free to cushion your ride.



AMBASSADOR DEEP-COIL RIDE suspension features king size front springs angled inward like "sea-legs" to resist sway on turns. Longer, direct-acting springs absorb road shock for a smoother, more comfortable ride.



OLDSMOBILE

The Oldsmobile frame is a combination ladder and X-type frame—however, like other frames, it is bolted to a separate body.



MERCURY

Mercury's conventional ladder-type frame is bolted to a separate body. Hardtop models require extra frame reinforcements.



DODGE

The narrow ladder-type Dodge frame requires long, outboard support brackets. Full-width crash protection is not provided.

Box Score on Ride & Safety

	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Single-Unit Construction	Yes	No	No	No	No	No	No	No	No
Front Suspension	Coil	Coil	Coil	Coil	Coil	Coil	Torsion Bar	Torsion Bar	Torsion Bar
Rear Suspension	Coil	Leaf	Coil	Coil	Leaf	Leaf	Leaf	Leaf	Leaf
Torque Tube Drive	Yes	No	Yes	No	No	No	No	No	No
Above Cowl Fresh-Air Intake	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Safety-Padded Dash and Visors	Std. Cust. Opt. Sup.	Dash Only Opt.	Dash Only Opt.	Dash Only Opt.	Opt.	Opt.	Dash Only Opt.	Dash Only Opt.	Dash Only Opt.
Self-Adjusting Brakes	Opt.	No	No	No	Std.	Std.	No	No	No
Brake Lining Area, Sq. In.	167.5	191.7	218	191	233	191.5	207	230	230
Curb Weight (See Page 7)	3625, 3634	4526	4510	4794	4717	3966	3958	3988	4133
#Pounds Per Sq. In. Lining Area	21.6 21.7	23.6	20.7	22.5	18.1	20.7	19.1	17.4	18.0

#Brake Performance, Ambassador Compares Favorably.

X-RAY PINPOINTS AMBASSADOR SUPERIORITY

Pity the "middleman" in the rear seat of a 1959 Oldsmobile. The excessive drive shaft hump height makes him travel with his knees close to his chin.



OLDSMOBILE

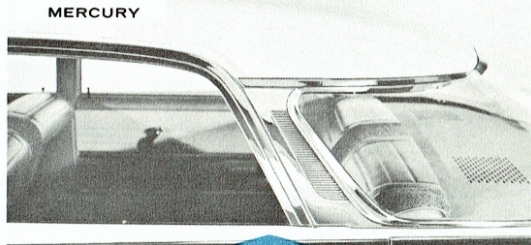


COMPARE

AMBASSADOR

Ambassador's low-set drive shaft permits even the "man in the middle" to ride in perfect comfort. The Ambassador is built for superior passenger comfort.

Even the highest-priced Mercury models do not offer the convenience and fresh air comfort of a rear vent window.



MERCURY

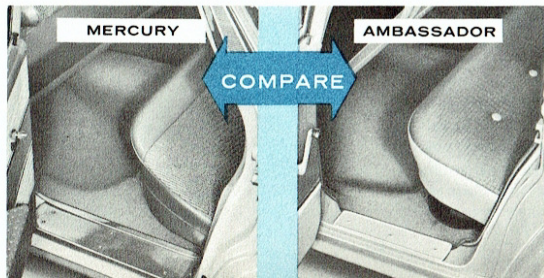


COMPARE

AMBASSADOR

Every Ambassador has rear vent window that can be opened or closed as the passenger desires . . . another proof of Ambassador superiority.

The straight, unyielding upright rear seat in the Mercury is not designed to fit body contours, results in an uncomfortable ride, on long trips.

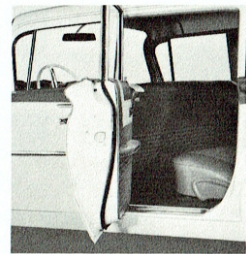


MERCURY

AMBASSADOR

COMPARE

Ambassador's rear seat is built like an easy chair . . . sofa-soft and designed to correspond to body contours. It is far more comfortable.



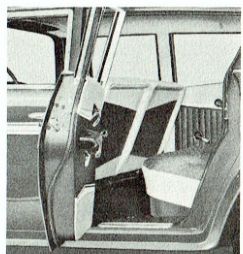
OLDSMOBILE



MERCURY



DODGE



AMBASSADOR

Many car stylists have created excessive outside bulk that contributes nothing to interior passenger room and comfort. Oldsmobile, Mercury and Dodge door widths are almost double that of Ambassador. Here is visual proof that Ambassador has compact outside dimensions, yet makes use of every available inside inch.

MERCURY parking lights are set low in the bumpers. This position makes them more susceptible to damage.



MERCURY

COMPARE



AMBASSADOR

AMBASSADOR parking lights are positioned for greatest safety and visibility, right below the headlights.

OLDSMOBILE low-set headlights are easily damaged in case of mild front-end impact.



OLDSMOBILE

COMPARE



AMBASSADOR

AMBASSADOR headlights are positioned at normal eye-level above the normal damage line.

MERCURY windshield wipers do not cover the side windshield area as well as Ambassador.



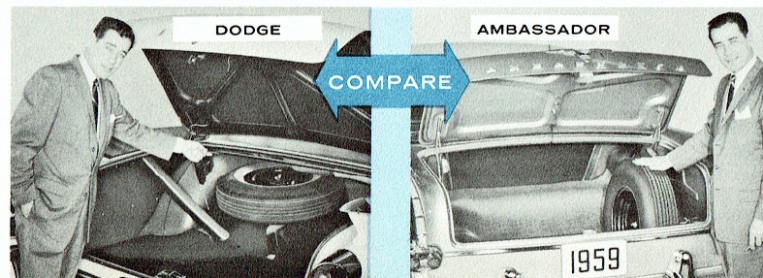
MERCURY

COMPARE



AMBASSADOR

FULL-SWEEP Ambassador windshield wipers clear a much greater proportion of the glass area.



DODGE

AMBASSADOR

COMPARE

Imagine the back-breaking difficulty of removing the Dodge spare tire from its inaccessible position at the rear end of the trunk space.

Compare Ambassador's easily accessible positioning of spare tire. It can easily be removed without disturbing luggage or gear in the trunk.

Ambassador's Exclusive Personalized Comfort and Travel Features

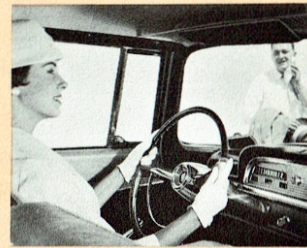


Ambassador is the only car in the medium price field to offer **Personalized Comfort**—features that mean additional comfort for drivers and passengers alike. No feature—no element of construction has been overlooked that could mean outstanding comfort, safety and convenience. Only American Motors cars—no others at any price—offer Personalized Comfort.

AMBASSADOR SECTIONAL SOFA FRONT SEATS permit giant six-footers and petite five-footers to ride in equal comfort. Each seat glides forward and backward individually so that the driver and the front seat passenger may enjoy exactly the right legroom for perfect comfort.

ALL-SEASON AIR CONDITIONING is the world's most efficient car cooling system. It refrigerates in summer, heats in winter, ventilates year-around.

WEATHER EYE HEATING AND VENTILATING scoops in clean fresh air at cowl level . . . heats it thermostatically . . . filters dust and pollen and circulates the warm air.

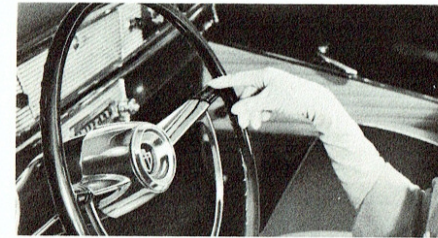


TWIN TRAVEL BEDS—another Ambassador exclusive—provide restful all-night sleeping on camping or vacation trips. Make up in a jiffy and let Ambassador owners forget hotel and motel reservation worries.

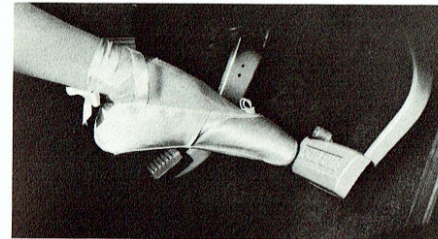


A **COMFORTABLE NAP COUCH** for resting children, or older passengers, too, is but one of the many restful positions available to you with Airliner Reclining Seats. They make up into a Chaise Longue, too.

Optional Equipment Available for Added Comfort, Safety and Convenience



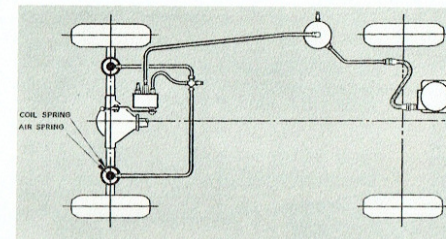
AMBASSADOR POWER STEERING lets you spin the wheel with your fingertip, yet always gives you the "right feel" of the road . . . makes Ambassador's steering even easier.



AMBASSADOR POWER BRAKES give surer stops with mere tip-toe touch. An optional item available on all models that make this compact luxury car even easier to drive.

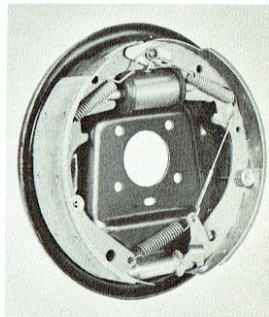


TWIN-GRIP DIFFERENTIAL—Here is assurance of positive traction under every driving condition—even should a wheel slip off the pavement onto a soft shoulder.



AMBASSADOR AIR COIL RIDE automatically changes the action of the air springs to meet changes in road or load. With air springs at the rear only, there are fewer parts.

NEW SELF-ADJUSTING BRAKES eliminate brake adjustment problems forever . . . improves brake operation. Optional equipment on all 1959 models.



AMBASSADOR POWER-SAVER FAN reduces fan speed and noise up to 40% . . . saves up to 55% of fan horsepower for greater economy. Requires no service. Optional equipment at slight extra cost.



ADJUSTABLE HEADRESTS, available singly or in pairs, match the color and trim of seats. They are adjustable to 10 positions and may easily be removed or inserted. An outstanding comfort feature.



AIRLINER RECLINING SEATS are available only on Ambassador in the medium price field. Both front seats adjust to five comfortable positions . . . adjust individually for both driver and front seat passenger alike.

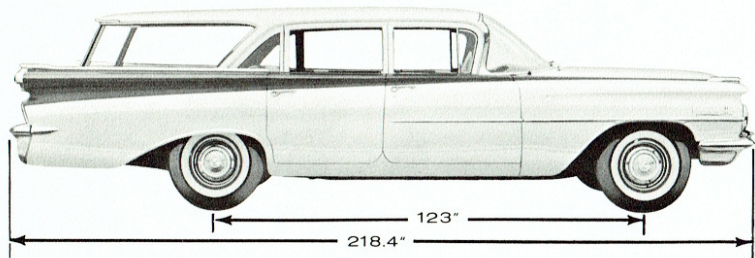


POWER-LIFT WINDOWS move up and down at the touch of a button. With the master control on the driver's door, all windows can be operated without stopping the car.

Box Score on Equipment Prices

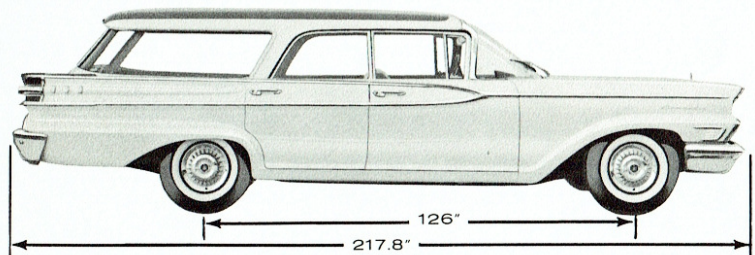
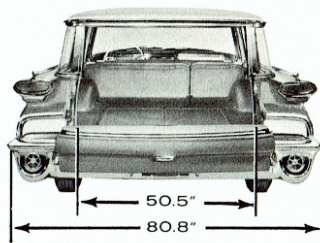
Delivered Prices	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick Le Sabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Automatic Trans.	229.50	231.34	220.38 and 295.63	231.34	225.80 and 244.50	189.60 and 236.80	189.10 and 226.90	189.00 and 226.80	226.90
Push-Button Radio	91.90	101.65	102.13	101.65	87.00	64.95	86.50	94.20	99.80
Power Steering	89.50	107.50	107.50	107.50	107.50	81.80	92.15	106.30	107.60
Power Brakes	39.95	43.00	43.00	43.00	43.75	43.25	42.60	42.60	43.50
Air Ride	98.50 (Rear)	None	145.13 (Rear)	188.13 (Front & Rear)	None	None	127.55 (Rear)	139.55 (Rear)	144.90 (Rear)
Power Windows (4-Doors)	99.50	107.50	107.50	107.50	107.50	102.05	102.30	106.30	107.60
Locking Differential	42.50	53.75	53.75	51.60	None	None	49.70	49.70	51.70
Power Saver Engine Fan	19.50	None	None	None	None	None	None	None	None
Self-Adjusting Brakes	7.45	None	None	None	Std.	Std.	None	None	None
Heater (Includes Defroster)	82.50	101.88	102.13	101.65	91.40 and 109.45	74.45 and 90.10	93.55	97.80	101.90
Air Conditioning (Includes Heater)	398.00	532.28	532.13	532.05	488.70	431.20	459.10	501.00	510.40
Tinted Glass	33.00	43.00	43.00	43.00	43.70	37.90	42.60	42.60	43.10

Compare Station Wagons for Space and Utility



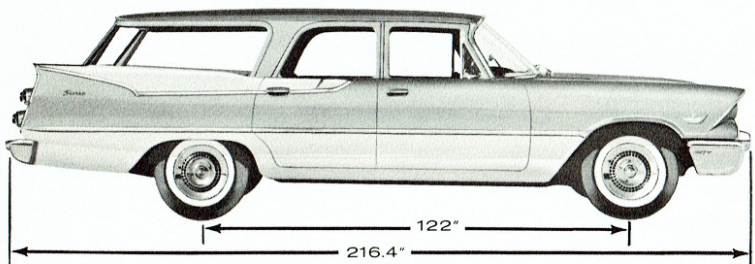
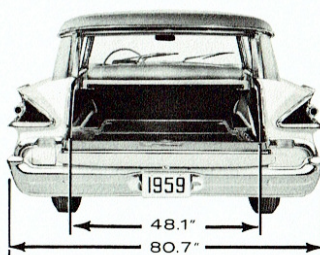
OLDSMOBILE

Almost 16 inches longer and more than 8 inches wider on the outside than Ambassador, the Oldsmobile station wagon has a narrower tail gate floor opening. Extra bulk does not make loading easier.



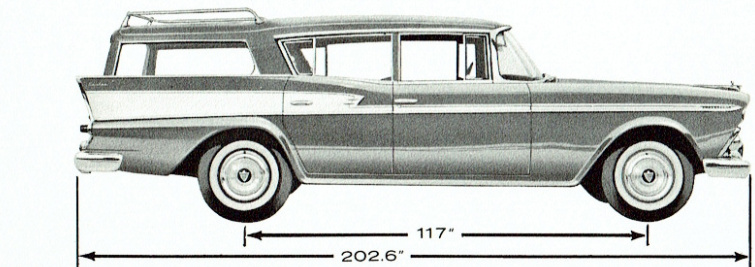
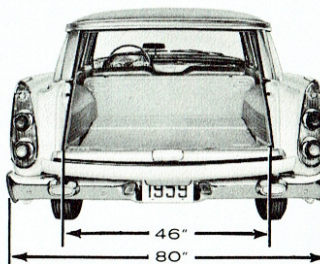
MERCURY

The Mercury station wagon is nearly 16 inches longer and 8½ inches wider than Ambassador, yet it does not offer as wide a tail gate opening as Ambassador . . . America's most versatile luxury station wagon.



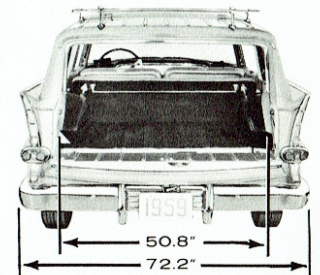
DODGE

The Dodge rear opening width is 4.8 inches narrower than Ambassador, yet the car is almost 14 inches longer and nearly 8 inches wider. Flying fins and fancy chrome do not add to usefulness or luxury.



AMBASSADOR

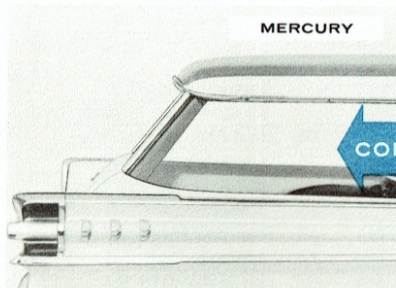
The Ambassador Cross Country is the only station wagon to bring the compact concept into the luxury car field. It provides outstanding station wagon versatility and comfort—yet all needless bulk is eliminated.



Oldsmobile—like most other medium priced station wagons—does not offer the extra carrying capacity and smart style note of a Roof-Top Travel Rack as standard equipment.



Ambassador's smart Roof-Top Travel Rack permits extra luggage, camping gear, tents, even canoes to be stowed in an easy-to-get-at location . . . adds to distinctive Ambassador appearance.



The sloping design of the rear of the 1959 Mercury station wagon is both flamboyant in appearance and impractical. It does not permit full use of the tail gate width for easy loading.



Ambassador's square design of the rear tail gate contours conforms to the overall car design and permits full use of the wide tail gate opening for easy loading of large objects.



Set far deep in a well in relation to the tail gate, the spare tire location in the 1959 Dodge station wagon makes back-breaking work necessary when the tire must be removed from its awkward position.



Easy to get at . . . yet concealed below the cargo deck door . . . the spare tire location in the Ambassador Cross Country station wagon is in keeping with superior standards of comfort and convenience.



Compare the width of Ambassador and Mercury station wagon rear seat cushions. The Ambassador cushion is nearly 7 inches wider, providing ample hip room support for three big six-footers.



Counterbalanced tail gate on the Ambassador Cross Country is easy to lower and lift . . . makes loading and unloading much easier . . . another evidence of Ambassador quality.



AMBASSADOR'S roll-down rear window in the Cross Country station wagon is safe for children. The one-piece tail gate can be locked in three positions for utmost convenience.

Now add up the Box Score on all the Medium Price Cars

	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick LeSabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Lowest Price, Model for Model	Yes	No	No	No	No	No	No	No	No
Top Resale Value, Med. Pr. Field	Yes	No	No	No	No	No	No	No	No
Wheelbase	117	123	123	122	126	120	122	122	122
Length	200.15	218.4	217.4	213.7	217.8	210.9	217.4	217.1	216.6
Width	72.2	80.8	80.7	80.7	80.7	79.8	80.0	78.7	79.3
Height	57.6	56.0	57.1	56.4	55.7	56.2	56.8	56.8	56.8
Shoulder Room, Front	57.7	60.5	60.4	60.4	60.5	56.7	60.5	60.5	60.5
Shoulder Room, Rear	57.6	59.7	59.0	59.0	60.8	57.0	60.4	60.4	60.4
Head Room, Front	36.0	34.9	34.7	34.8	33.2	33.8	35.7	35.7	35.7
Head Room, Rear	35.0	34.2	33.9	33.9	32.9	33.5	34.5	34.5	34.5
Leg Room, Front	43.0	44.8	44.0	44.6	44.3	42.8	45.5	45.5	45.5
Leg Room, Rear	40.0	42.5	42.8	42.2	43.6	40.4	42.5	43.0	43.0
Front Seat Travel	6.0	5.4	4.7	4.8	5.0	4.0	4.8	4.8	5.0
Seat Height, Front	10.4	9.8	9.8	9.9	10.4	10.1	10.8	10.8	10.8
Seat Height, Rear	14.2	13.7	13.2	13.6	12.4	12.8	11.9	11.9	11.9
*Width Factor (Car Width Less Shoulder Room)	14.5	20.3	20.3	20.3	20.3	23.1	19.5	18.2	18.8
*Length Factor (Car Length Less F & R Leg Room)	117.15	131.1	130.6	126.9	129.9	127.7	129.4	128.6	128.1
Turning Diameter, Feet	39.75	44.6	44.0	42.7	43.9	41.9	43.7	43.7	43.7
Parking Space, Sq. Ft.	100	122½	122	120	122	117	121	119	119
Overhang, Front	32.0	36.4	34.6	35.2	34.7	35.5	35.2	35.0	34.8
Overhang, Rear	51.15	59.0	59.8	56.5	57.1	55.4	60.2	60.1	59.8
Ramp Angle, Rear	13.5°	12.1°	14.2°	12.1°	11.3°	11.8°	9°	10°	10°
Tire Size	8.00 x 14	8.50 x 14	7.60 x 15	8.00 x 14	8.00 x 14	7.50 x 14 (8.00 Auto. Tr.)	8.00 x 14	8.00 x 14	8.00 x 14
Park Control, Auto. Trans.	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Push Button Control, Auto. Trans.	Yes	No	No	No	No	No	Yes	Yes	Yes
Emergency Start Possible By Pushing Car, Auto. Trans.	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Single-Unit Construction	Yes	No	No	No	No	No	No	No	No
Front Suspension	Coil	Coil	Coil	Coil	Coil	Coil	Torsion Bar	Torsion Bar	Torsion Bar
Rear Suspension	Coil	Leaf	Coil	Coil	Leaf	Leaf	Leaf	Leaf	Leaf
Torque Tube Drive	Yes	No	Yes	No	No	No	No	No	No
Above Cowl Fresh-Air-Intake	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Safety-Padded Dash and Visors	Std. Cust. Opt. Sup.	Dash Only Opt.	Dash Only Opt.	Dash Only Opt.	Opt.	Opt.	Dash Only Opt.	Dash Only Opt.	Dash Only Opt.
Self-Adjusting Brakes	Opt.	No	No	No	Std.	Std.	No	No	No

*Ambassador more efficient in size utilization.

	AMBASSADOR Super & Custom	Oldsmobile Dynamic 88	Buick LeSabre	Pontiac Catalina	Mercury Monterey	Edsel Corsair	Dodge Royal	De Soto Firesweep	Chrysler Windsor
Paint Priming	Dip Plus Spray	Spray	Spray	Spray	Spray	Spray	Spray	Spray	Spray
Paint Type	Enamel	Lacquer	Lacquer	Lacquer	Enamel	Enamel	Enamel	Enamel	Enamel
Step-On Parking Brake	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Coil Spring Seats	Yes	No	No	No	No	No	No	No	No
Alum. Window Frames (Except Hardtops)	Yes	No	No	No	No	No	No	No	No
Handi-Pak Carrier Net	Yes, Cus.	No	No	No	No	No	No	No	No
Rear Vent Window	Yes	No	No	No	No	No	No	No	No
Twin Ash Trays, Front	Yes	Yes	No	No (Yes, Star Chief)	Yes	No	No	No	No
Twin Radio Speakers Standard	Yes	No	No	No	No	No	No	No	No
Easy-Grip Door Handles	Yes	No	No	No	No	No	Yes	Yes	Yes
Air Ride	\$ 98.50 (Rear)	None	\$145.13 (Rear)	\$188.13 (Front & Rear)	None	None	\$127.55 (Rear)	\$139.55 (Rear)	\$144.90 (Rear)
Locking Differential	\$ 42.50	\$ 53.75	\$ 53.75	\$ 51.60	None	None	\$ 49.70	\$ 49.70	\$ 51.70
Air Conditioning (Includes Heater)	\$398.00	\$532.28	\$532.13	\$532.05	\$488.70	\$431.20	\$459.10	\$501.00	\$510.40
Roof-Rack, Std., Sta. Wag.	Yes	No	No	No	No	No	No	No	No
Counterbalanced Tail-Gate	Yes	No	No	No	No	No	No	No	No
Roll-Down Tail-Gate Window	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Airliner Reclining Seats, Beds	Opt. & Std.	No	No	No	No	No	No	No	No
Individual Front Seat Adjustment	Yes, Opt.	No	No	No	No	No	No	No	No
Headrests, Front	Yes, Opt.	No	No	No	No	No	No	No	No
Displacement, Cu. In.	327	371	364	389	312	332	361	361	383
Bore and Stroke	4.00 x 3.25	4.00 x 3.69	4.13 x 3.40	4.06 x 3.75	3.80 x 3.44	4.00 x 3.30	4.12 x 3.38	4.12 x 3.38	4.03 x 3.75
Bore-to-Stroke Ratio (High Number Best)	1.23	1.08	1.21	1.08	1.10	1.21	1.22	1.22	1.07
Compression Ratio	9.7	9.75	10.5 (8.5 Std. Trans.)	10 (8.6 Std. Trans.)	8.75	8.9	10.1	10.0	10.1
Horsepower	270	270	250	280 (245 Std.)	210	225	295	290	305
Torque	360	390	384	408 (392 Std.)	325	325	390	390	410
HP Per Cu. In. (High Number Best)	.826	.727	.687	.720 (.63 Std.)	.673	.678	.817	.804	.796
Car Weight Per HP (Low Number Best)	13.43 13.45	16.76	18.04	15.34	20.06	17.64	13.41	13.76	13.55
Curb Weight, 4-Dr. Auto. Trans., Radio, Heater, Power Steer., Power Brakes	3625 3634	4526	4510	4294	4212	3966	3958	3988	4133
Carburetor, Barrels	4	2 (4 Opt.)	2	2 (4 Opt.)	2	2	2	2	2
Rotating Valves, Intake, Exhaust	Yes	No	No	No	Yes	Yes	Exhaust Only	Exhaust Only	Exhaust Only
Overdrive Offered	Yes	No	No	No	No	No	No	No	No

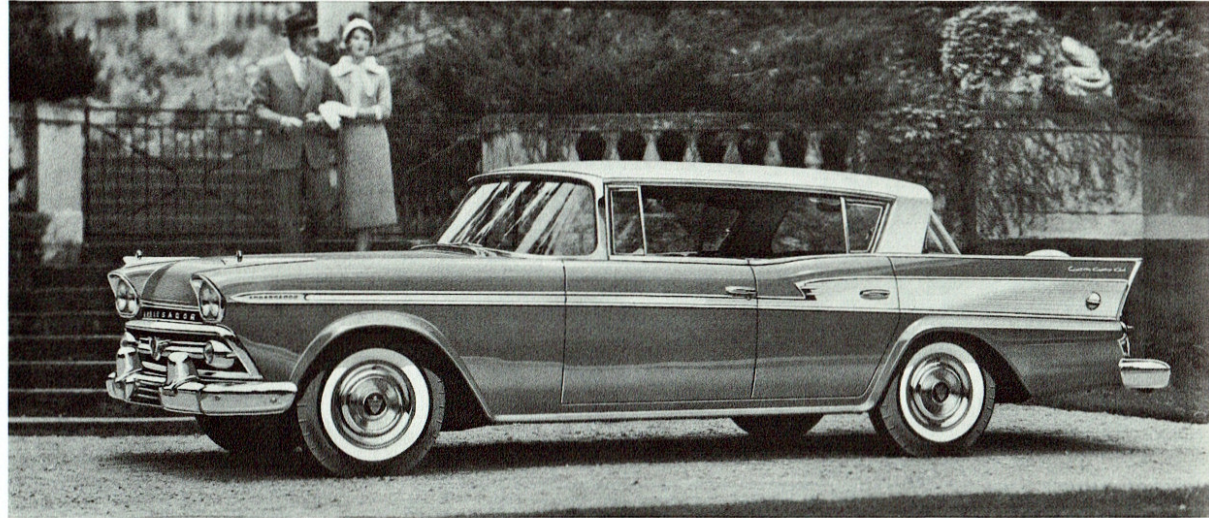
The reports of owners and cold, impartial facts from the 1959 X-Ray tell you that the Ambassador is a far superior, a far better buy. It is the compact luxury car. But what these facts cannot tell you is what you must see with your own eyes—and feel at the wheel. Compare Ambassador with any other medium priced car. See the finer quality, the close attention to detail. Compare door fit, upholstery, whatever you like. Then drive a 1959 Ambassador. Discover why it is unmatched even by cars costing twice as much.

Ambassador Custom Country Club Hardtop with optional continental tire an exclusive Ambassador feature in the Medium Price Field.



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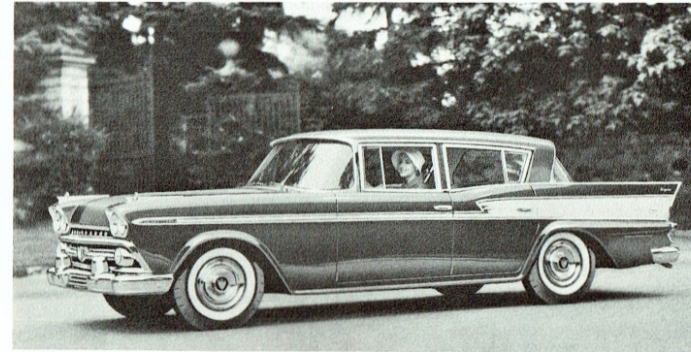
The Luxurious 270 H.P. Ambassador V-8 BY RAMBLER *For 1959*



AMBASSADOR CUSTOM COUNTRY CLUB HARDTOP



AMBASSADOR CUSTOM 4-DOOR SEDAN



AMBASSADOR SUPER 4-DOOR SEDAN



AMBASSADOR CUSTOM CROSS COUNTRY HARDTOP STATION WAGON



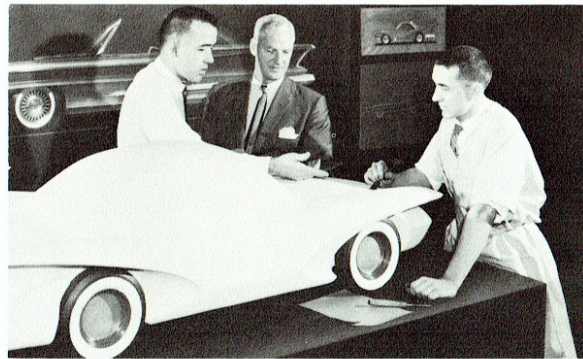
AMBASSADOR CUSTOM CROSS COUNTRY STATION WAGON



AMBASSADOR SUPER CROSS COUNTRY STATION WAGON



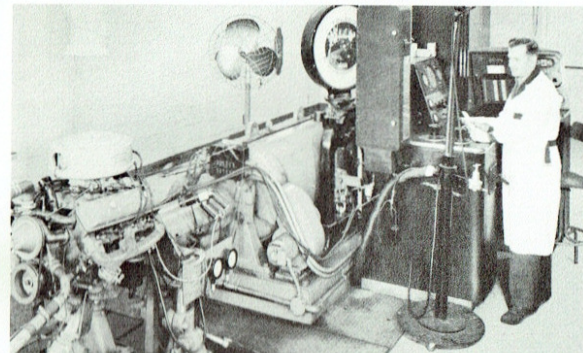
THIS IS AMERICAN MOTORS



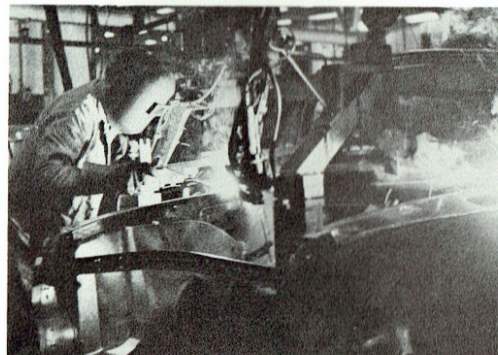
RAMBLER'S TRIM, SMART STYLING is created in one of the industry's most complete design studios located at Detroit headquarters. Here expert designers work years ahead to assure Rambler owners of continued style leadership.



LONG LIFE AND LASTING BEAUTY are Rambler characteristics. All body surfaces are carefully hand-rubbed after emerging from the Deep-Dip Primer Coat Bath. Ramblers are built to last longer . . . not look longer.



RAMBLER QUALITY is guaranteed by constant checks and tests at every step of the way in modern engineering laboratories. Here a thrifty Rambler engine, picked at random from the production line, undergoes a precise dynamometer test.



9000 ELECTRIC WELDS replace old-fashioned body nuts-and-bolts in Rambler Single Unit Construction. Rambler has one of the most integrated manufacturing operations in the industry at its expanded Kenosha and Milwaukee plants.



15 WAREHOUSES put Rambler parts within convenient reach of all dealers' service centers. Parts warehouses are never farther away than a few hours by air from any Rambler dealership. You can be sure your nearby Rambler dealer will always have any part you might need.

American Motors Corporation is ranked among the world's largest industrial corporations. Its plants, facilities, distributors and dealers are worldwide in scope. Rambler is enjoying the greatest sales increase in recent automotive history.

Through its Appliance Division, American Motors manufactures and distributes refrigerators, ranges, freezers, home laundry equipment and many other household and commercial appliances under the Kelvinator, Leonard and ABC brand names.

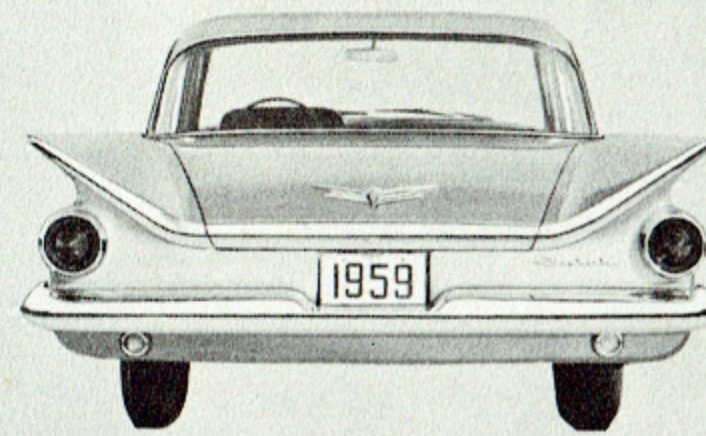
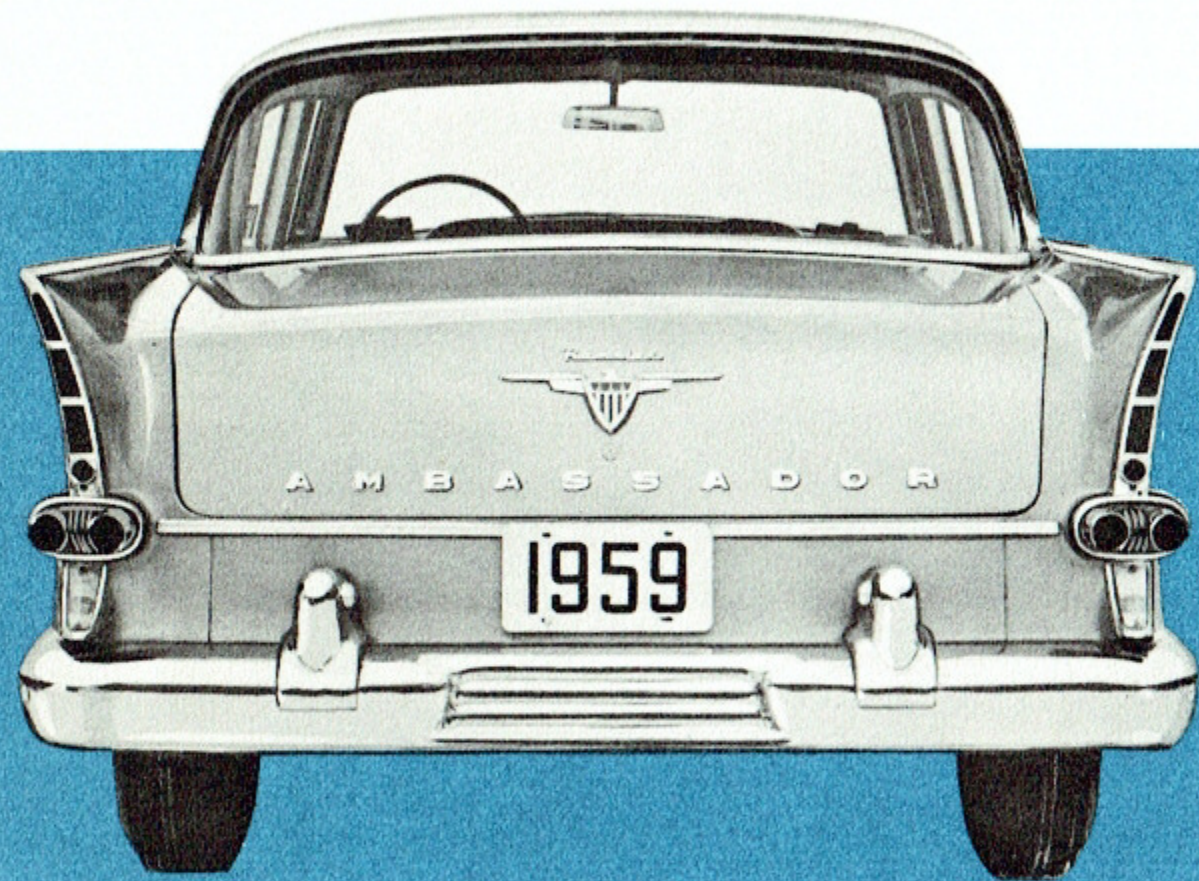
ReDisCo, another subsidiary of American Motors Corporation, is the financing organization for appliance dealers.

American Motors has a modern Plastics Division with plants at Ewart, Michigan and Milwaukee, Wisconsin.

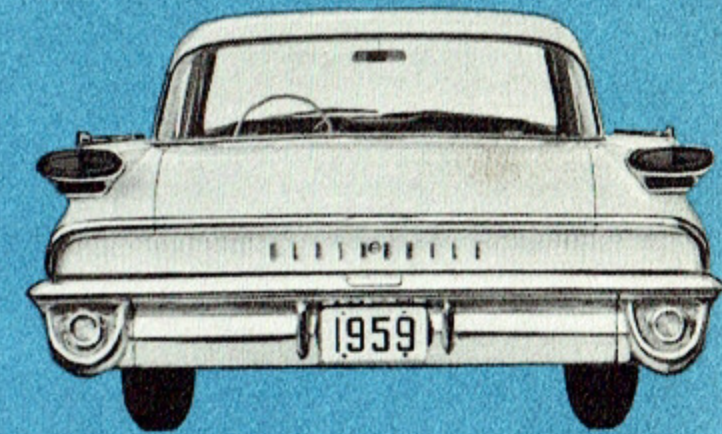
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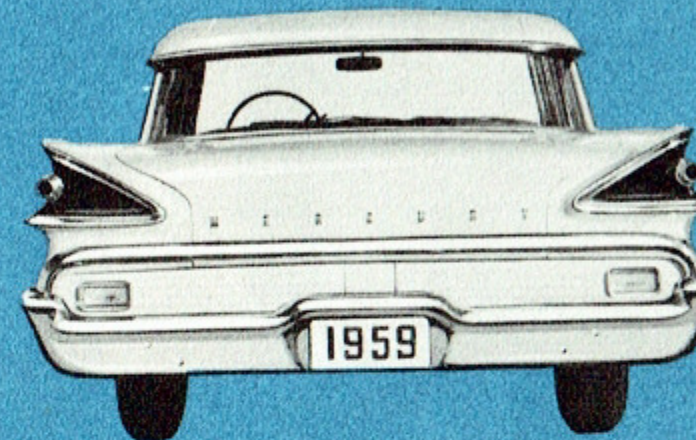
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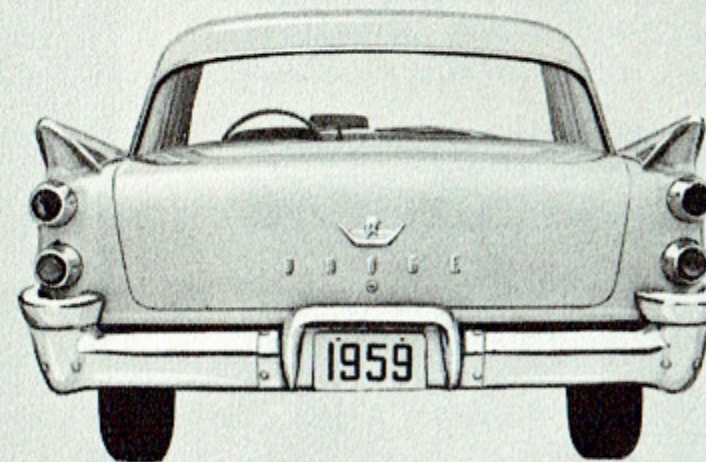
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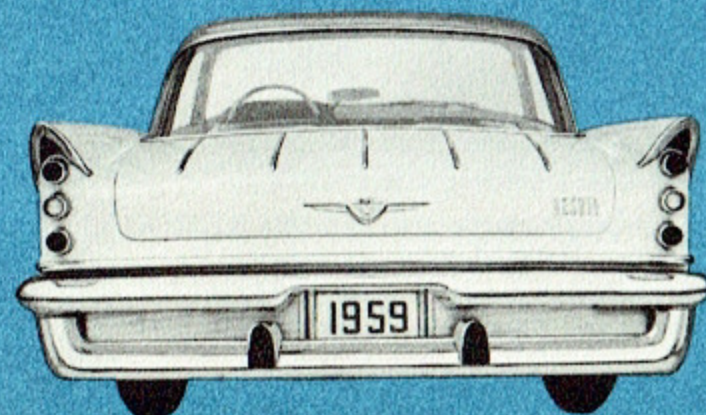
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