

Imported Cars? Domestic Cars?



FORD ANGLIA



HILLMAN MINX



OPEL REKORD



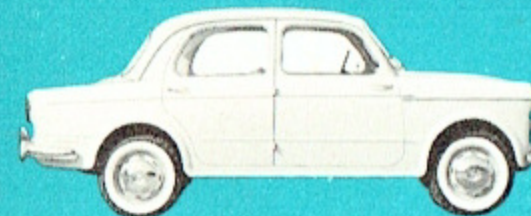
RENAULT DAUPHINE



VOLKSWAGEN



VAUXHALL VICTOR



FIAT 1100



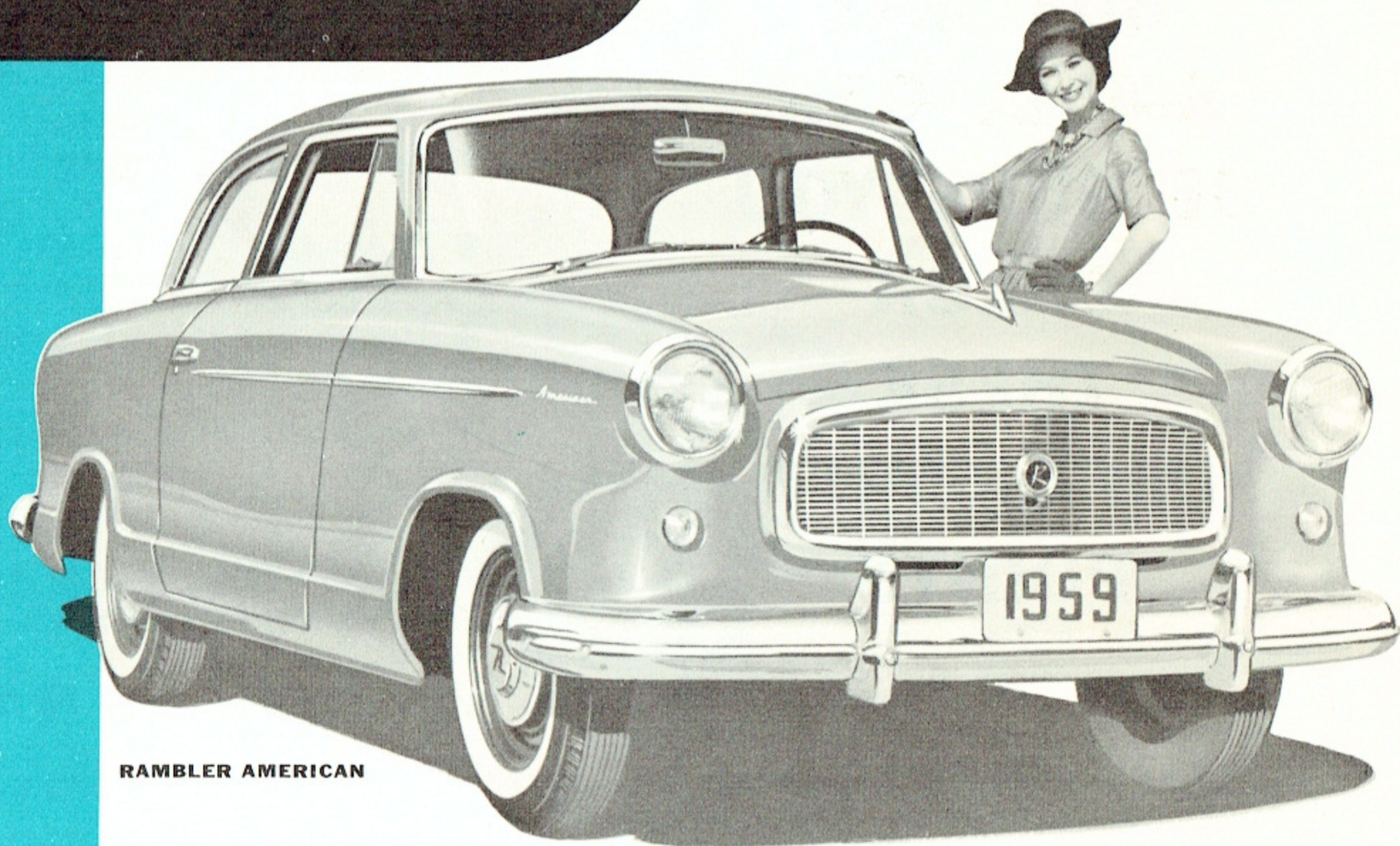
SIMCA ARONDE



VOLVO



STUDEBAKER LARK



RAMBLER AMERICAN

X·RAY

COMPARES THE
SMALLER CARS
AND GIVES YOU
THE STRAIGHT FACTS

AUTHENTIC FACTS AND RATINGS ON—PRICE • ROOM • COMFORT • MAINTENANCE
AND SERVICE • ECONOMY • SAFETY • PERFORMANCE • RESALE VALUE

**BEFORE YOU
BUY ANY
SMALL CAR,
BE SURE YOU
CHECK
THESE
IMPORTANT
POINTS**

- Parts and service—readily available in every section of the country?
- Power—adequate to minimize shifting?
- Engine—smooth and quiet in operation?
- Transmission—is fully automatic transmission available?
- Heater—will it insure comfort under extreme cold conditions?
- Ride—is it comfortable on all road surfaces?
- Room—has it 5-passenger comfort for you and your family?
- Trade-In—has it good resale value?

On the eight important small car buying considerations listed above, Rambler American earns a "best-buy" rating.

Your Best Buy Is The **RAMBLER AMERICAN**

PUBLISHED* PRICE COMPARISON

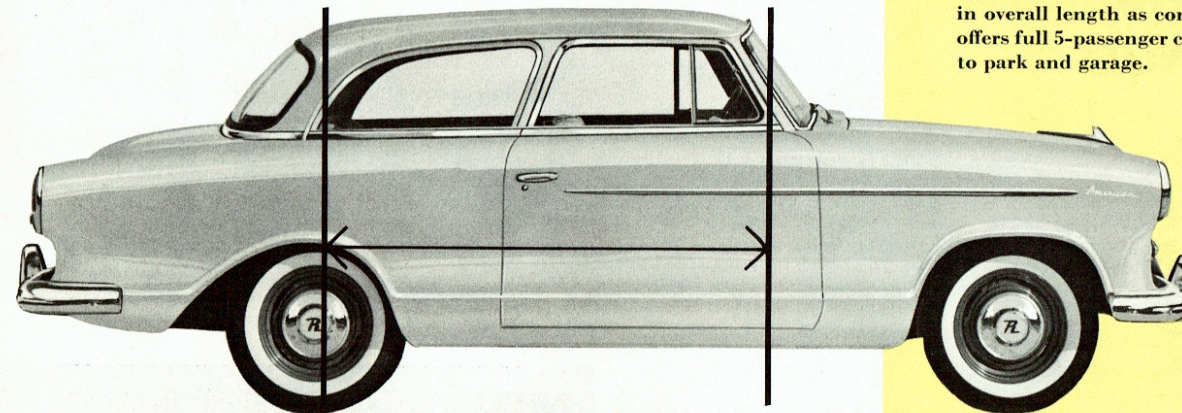
RAMBLER AMERICAN DELUXE (5 Pass.)	FORD ANGLIA STANDARD (4 Pass.)	HILLMAN MINX (4 Pass.)	OPEL REKORD (4 Pass.)	RENAULT DAUPHINE (4 Pass.)	FIAT 1100 (4 Pass.)	SIMCA ARONDE DELUXE (5 Pass.)	VOLVO (4 Pass.)	VAUXHALL VICTOR (4 Pass.)	STUDEBAKER LARK DELUXE (6 Pass.)	VOLKSWAGEN DELUXE (4 Pass.)
\$1835	\$1561	\$1699[†]	\$1988	\$1645[†]	\$1743[†]	\$1833	\$2239[†]	\$1988	\$1925	\$1545[†]

*Rambler American and Studebaker Lark prices are Manufacturer Suggested Retail Price at Kenosha, Wisconsin and South Bend, Indiana, all Federal taxes paid. State and local taxes, if any, automatic transmission, white sidewalls and other optional equipment, if desired, extra. Foreign small car prices are from reliable published sources at New York Port of Entry.

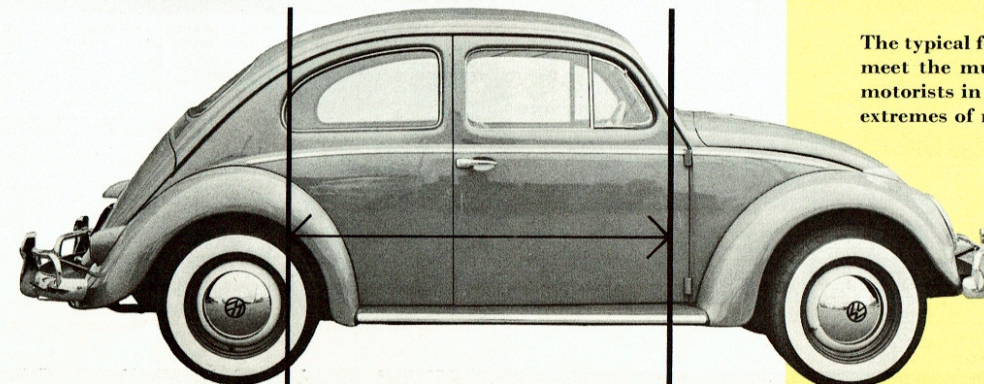
[†]Hillman, Renault, Fiat, Volvo and Volkswagen prices do not include Retail Delivery Charges.

X-Ray

**CHECKS ON CAR SIZE
AND PASSENGER CAPACITY**



Passenger room and capacity are the criteria of sensible car size. The Rambler American—while 37 inches less in overall length as compared to the average U.S. car, offers full 5-passenger capacity. Yet it is so much easier to park and garage.



The typical foreign small car is too small to adequately meet the multiple requirements of large numbers of motorists in this country with its great distances and extremes of road and driving conditions.

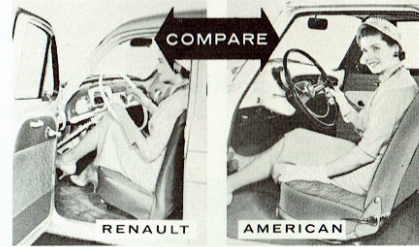
X-Ray CHECKS ON ROOM AND COMFORT



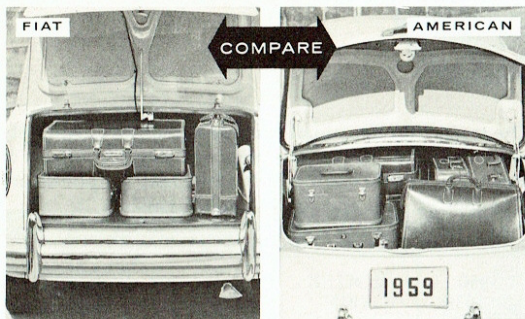
ANGLIA—Like so many foreign cars, the Ford Anglia can crowd two passengers into the rear seat. The Rambler American offers expansive room for two in the wide rear seat.



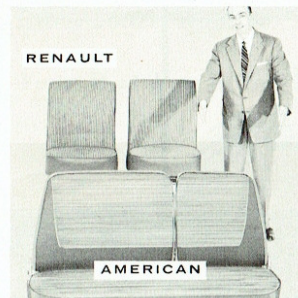
AMERICAN—Good headroom and wide seats are Rambler American characteristics. The rear seat is full two passengers wide . . . ample legroom permits maximum riding comfort.



Rambler American is built for typical long-legged American families. Compare its legroom, front and rear, with that of the Renault Dauphine or other leg-cramping foreign small cars. Comparison proves Rambler superiority.



Many cubic feet difference in luggage room—in the Rambler American's favor—in comparison with the Fiat. That's typical of the extra dimensions you get in the Rambler American as compared with foreign cars. This all adds up to extra convenience and comfort.

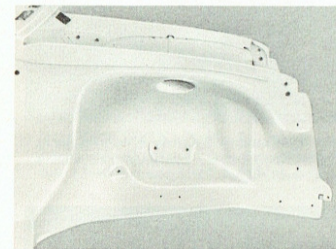


3-passengers wide describes the front seat of the Rambler American. In contrast, the Renault Dauphine and many other foreign cars have "bucket" seats that afford room only for the driver and one passenger.

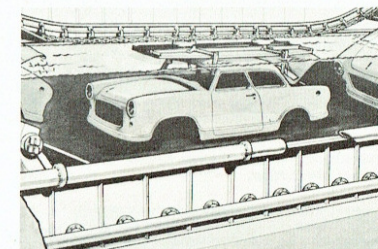
BOX SCORE ON ROOM							
MODELS	COMPARE	HIPROOM FRONT, REAR	SHOULDER ROOM FRONT, REAR	HEADROOM FRONT, REAR	LEGRROOM FRONT, REAR	DOORS	PASS- ENGRS
RAMBLER AMERICAN		58.0, 45.3	51.5, 49.8	35.2, 34.0	44.0, 37.5	2	5
FORD ANGLIA		50.8, 38.2	46.5, 44.0	35.3, 33.4	43.4, 37.4	2	4
HILLMAN MINX		47.0, 43.0	47.0, 44.8	36.0, 33.0	43.0, 42.0	4	4
OPEL REKORD		52.4, 52.8	48.8, 49.0	37.0, 33.6	43.3, 37.1	2	4
RENAULT DAUPHINE		48.0, 47.0	45.0, 44.0	37.5, 35.5	44.0, 42.0	4	4
VAUXHALL VICTOR		51.6, 52.0	46.8, 47.2	35.5, 35.3	43.0, 39.5	4	4
VOLKSWAGEN		49.2, 51.6	47.8, 47.0	37.5, 34.8	42.1, 39.0	2	4
FIAT 1100		49.5, 51.0	47.5, 49.0	35.0, 33.0	40.0, 41.0	4	4
SIMCA ARONDE		47.0, 44.0	47.0, 46.0	36.0, 33.0	43.0, 41.5	4	5
VOLVO PV-444		48.0, 42.0	47.0, 46.0	38.0, 35.0	40.0, 40.0	2	4
STUDEBAKER LARK		59.5, 59.0	55.5, 54.5	36.0, 35.0	44.0, 41.0	2 or 4	6

X-Ray CHECKS ON CONSTRUCTION

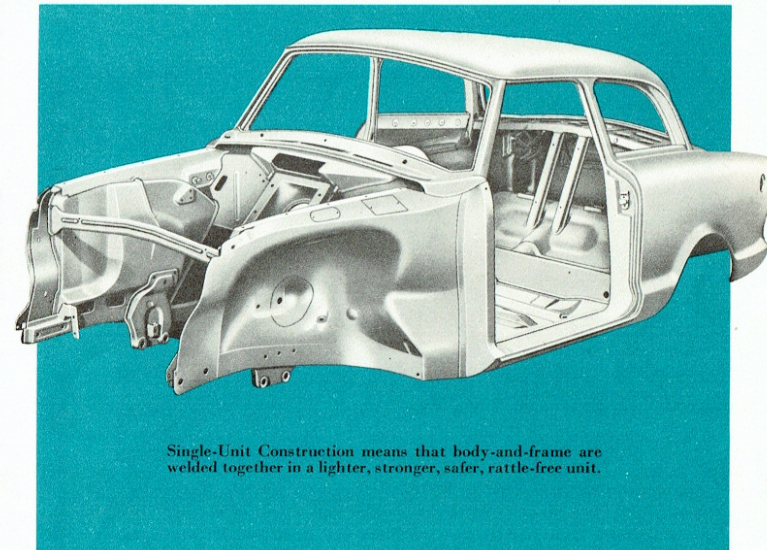
Many foreign cars have adopted Single Unit Construction, among them the American Motors Metropolitan. In the United States, American Motors pioneered this type of construction and over a period of years has brought to perfection this better way of building automobiles. The RAMBLER AMERICAN, like all American Motors-built cars, is built with Single Unit Construction. Lincoln, Thunderbird and Continental—all high priced cars—have followed AMC's lead and now offer Single Unit Construction.



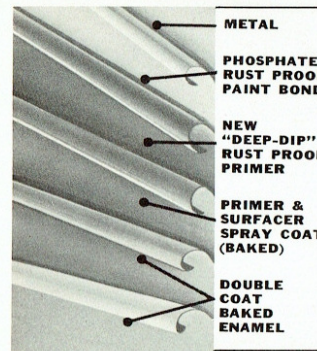
Rambler American's box section steel girders extend forward through the massive box-girder cowl for maximum protection in event of front-end impact.



Rambler American bodies are deep-dipped in paint primer for over-all rust protection, even in hidden areas. Competitive spray-on methods do not give complete protection.



Single Unit Construction means that body-and-frame are welded together in a lighter, stronger, safer, rattle-free unit.

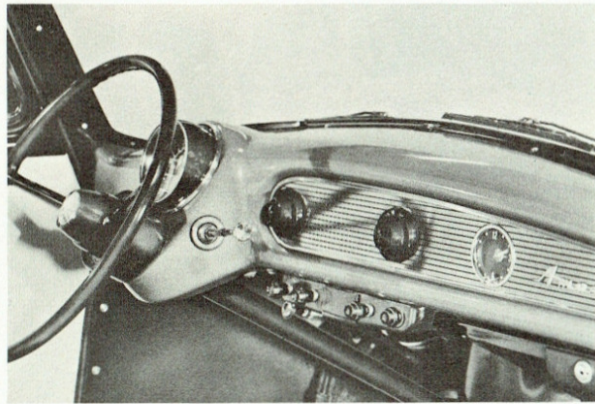


Rambler American metal goes through a seven-stage rust-proofing process, topped by two coats of baked enamel. Enamel gives a finer, longer lasting finish than lacquers . . . retains new-car appearance.

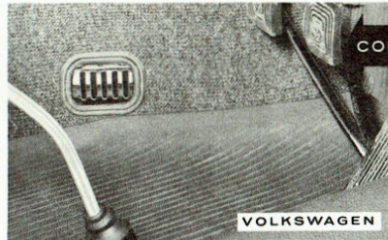
BOX SCORE ON SIZE								
MODELS	COMPARE	SINGLE-UNIT CONSTRUCTION	WHEELBASE	LENGTH	WIDTH	HEIGHT	TREAD FRONT, REAR	TURNING DIAMETER
RAMBLER AMERICAN		Yes	100.0	178.2	73.0	57.3	54.6, 55.0	36.0'
FORD ANGLIA		Yes	87.0	149.7	60.7	58.7	48.0, 47.5	34.5'
HILLMAN MINX		Yes	96.0	160.5	60.7	59.5	49.0, 48.5	34.3'
OPEL REKORD		Yes	100.0	174.5	63.6	58.7	49.6, 50.0	34.8'
RENAULT DAUPHINE		Yes	89.0	155.6	60.0	57.0	49.5, 48.0	29.2'
VAUXHALL VICTOR		Yes	98.0	166.5	62.0	58.0	50.0, 50.0	34.0'
VOLKSWAGEN		Yes	94.5	160.2	60.5	59.0	51.0, 49.2	36.0'
FIAT 1100		Yes	92.1	148.6	57.5	58.5	48.4, 47.6	34.5'
SIMCA ARONDE		Yes	96.2	162.0	61.3	59.8	48.3, 49.3	35.2'
VOLVO PV-444		Yes	102.5	177.0	62.5	60.3	51.0, 51.8	35.5'
STUDEBAKER LARK		NO	108.5	175.0(1)	71.4	57.5	57.4, 56.6	37.5'

(1) 177.0 with extra cost bumper guards.

X-Ray CHECKS ON CONVENIENCE AND RIDING EASE



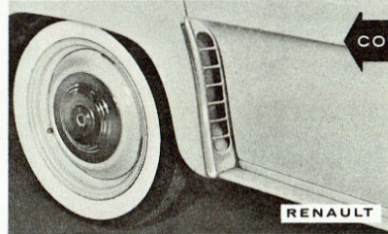
The convenience and comfort inherent in the Rambler American are apparent from your very first view of the instrument panel. All instruments are grouped in a single cluster directly in front of the driver where they are readily visible. All controls are within finger-tip reach for safety and convenience. Radio controls and grille are in the center of the panel . . . the glove drawer to the right. Many foreign cars omit even the vital gasoline gauge.



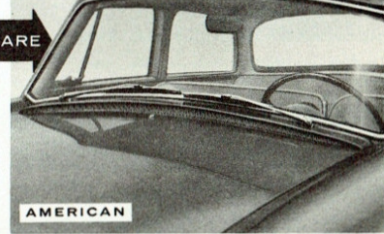
VOLKSWAGEN—Many foreign cars use old-fashioned, inefficient manifold-type heater that gives poor heat circulation.



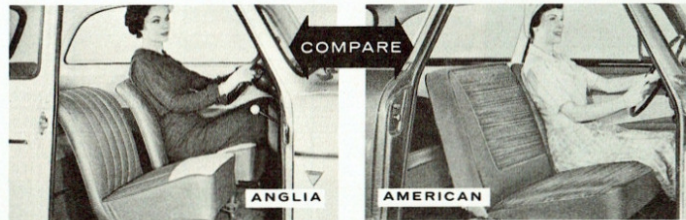
AMERICAN—Famous Weather Eye System in Rambler American heats, ventilates, circulates clean, fresh, warm air.



RENAULT—Some cars have rear engine air intake only. Passengers must depend on an open window for fresh air.

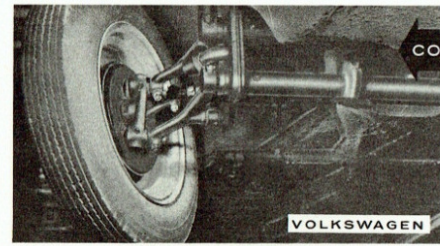


AMERICAN—Above-hood fresh air intake scoops in fresh clean air above level of monoxide fumes from cars ahead.

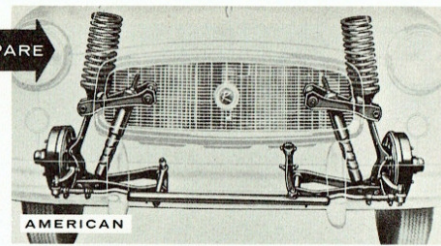


ANGLIA—Many small foreign cars have uncomfortable "bucket" seats which are stiff and unyielding and will not accommodate more than two passengers up front. "Bucket" seats are definitely impracticable.

AMERICAN—Rambler American has a bench type front seat accommodating three passengers. In addition, Rambler American has the Airliner Reclining Seat which adjusts to five comfortable positions for utmost travel comfort.

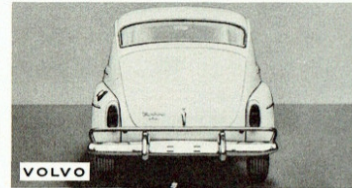


VOLKSWAGEN—Volkswagen and many other foreign cars use torsion bar suspension which is far less flexible, more harsh riding than Rambler American suspension.

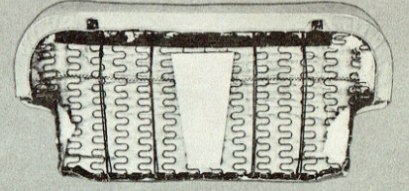


AMERICAN—Deep Coil Front Suspension on Rambler American cushions bumps . . . does not transmit road shocks to passenger compartment.

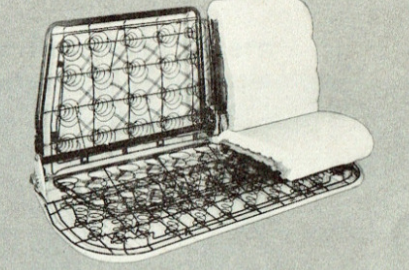
VOLVO—The Volvo has a relatively narrow rear window which restricts visibility.



AMERICAN—The Rambler American full-vision rear window offers unobstructed rear vision. Rugged rear bumper guards protect from damage due to bumper over-ride.



FORD ANGLIA



RAMBLER AMERICAN

Most small foreign cars use "Army-Bunk" zig-zag seat springs (above, right) that result in a stiff, unyielding cushion that means a tiring ride on long trips. Rambler All-Coil Seat Springs (below, right) are rubber-coated, silent . . . add to passenger comfort. The Rambler American is the easiest riding automobile in the small car field.

BOX SCORE ON GENERAL FEATURES

MODELS	COMPARE	FRONT SEAT TYPE	RECLINING SEAT (OPT.)	FRONT SEAT CONSTRUCTION	HIGH-LEVEL AIR INTAKE	SUSPENSION FRONT, REAR	GAS TANK CAPACITY	ELECTRICAL SYSTEM, VOLTS	STANDARD TIRE SIZE	SELF-ADJ. BRAKES (OPT.)	TWIN-GRIP AXLE (OPT.)
RAMBLER AMERICAN		Bench	Yes	Coil	Yes	Coil, Leaf	20.0	12	5.90 x 15	Yes	Yes
FORD ANGLIA		Bucket	No	Zig-Zag	No	Coil, Leaf	8.4	12	5.20 x 13	No	No
HILLMAN MINX		Bench	No	Zig-Zag	No	Coil, Leaf	8.7	12	5.60 x 15	No	No
OPEL REKORD		Bench	No	Zig-Zag	Yes	Coil, Leaf	10.6	6	5.60 x 13	No	No
RENAULT DAUPHINE		Bucket	No	Zig-Zag	No	Coil	8.4	6	5.00 x 15	No	No
VAUXHALL VICTOR		Bench	No	Zig-Zag	Yes	Coil, Leaf	9.6	12	5.60 x 13	No	No
VOLKSWAGEN		Bucket	No	Wire-Mesh	No	Torsion Bar	10.6	6	5.60 x 15	No	No
FIAT 1100		Bench	No	Coil-Mesh	No	Coil, Leaf	10.0	12	5.20 x 14	No	No
SIMCA ARONDE		Bench	Yes	Coil	No	Coil, Leaf	11.4	12	5.60 x 14	No	No
VOLVO PV-444		Bucket	No (1)	Coil	No	Coil	9.5	6	5.90 x 15	No	No
STUDEBAKER LARK		Bench	Yes	Zig-Zag	No	Coil, Leaf	18.0	12	5.90 x 15	No	Yes

(1) Bed provision with rear seat back.

X-Ray

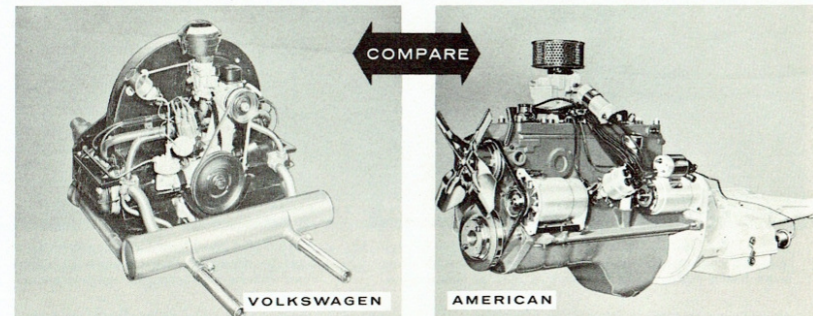
SHOWS RAMBLER AMERICAN PLUS AMERICAN

OFFERS FOREIGN CAR ECONOMY STANDARDS OF PERFORMANCE



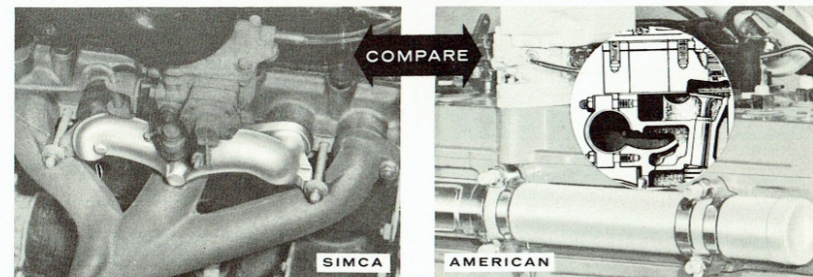
35.39 MILES PER GALLON

Economy of less than a cent a mile is proved by the Rambler American in a record-breaking 2837-mile trip from Los Angeles to Miami. Using only four tankfuls of regular grade gasoline, the Rambler American with overdrive delivered 35.39 miles per gallon at an average speed of more than 40 miles an hour—an all-time NASCAR record.



VOLKSWAGEN—The flat, 4-cylinder Volkswagen engine has only 72.74 cu. in. piston displacement . . . must be shifted often for hills and passing.

AMERICAN—90-Horsepower Rambler American L-Head 6-Cylinder engine has plenty of power for peak performance under all driving conditions.

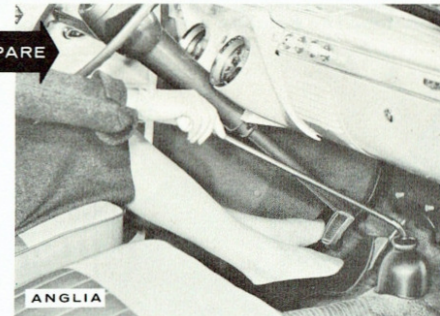


SIMCA—Bolted-on intake manifolds, employed on other cars and exposed to outside air cannot deliver an even temperature-controlled fuel-air mixture to the engine. Consequently, engine efficiency is reduced.

The "Iso-Thermal Intake Manifold" used on the Rambler American is cast into the block. The manifold permits engine coolant to pre-heat the fuel-air mixture to increase operating efficiency.



COMPARE



ANGLIA



Popular Science Magazine tests show that Rambler American, with its efficient, powerful 6-cylinder engine, accelerates from 0-to-60 miles per hour in only 15 seconds, compared to 29 and 30 seconds for Volkswagen and Renault respectively. The Rambler American climbs grades far steeper than such foreign cars as Volkswagen which must shift down on moderate up grades. The superior power and performance characteristics of the Rambler American combined with its record-breaking economy, make it a delight to drive.

Rambler American Offers Fully Automatic Transmission—

. . . also Available with Overdrive

The "automatic clutch" featured by some foreign small cars is a far cry from a fully automatic transmission. Certain foreign cars have shift patterns in reverse to conventional American shift, making shifting awkward.

Rambler American's optional Flash-O-Matic transmission is fully automatic, no shifting and no clutch pedal. Rambler also, offers optional gas-saving overdrive.

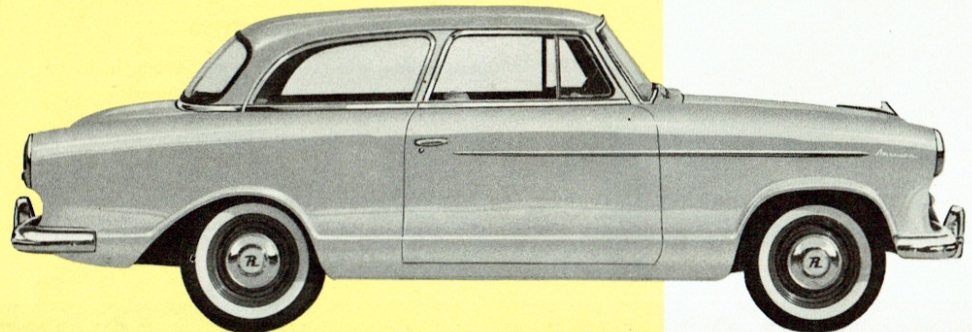
BOX SCORE ON ENGINE & MECHANICAL FEATURES

MODELS	COMPARE	TYPE	LOCATION	COOLED	BORE & STROKE	DISPL. CU. IN.	COMP. RATIO	HORSE-POWER	TORQUE	SHIP. WT.	LBS/HP	TRANSMISSIONS			
												GEAR SHIFT	STD. SPEEDS	OVER-DRIVE	FULLY AUTO.
RAMBLER AMERICAN	6-L-Head	Front	Water	3.12 x 4.25	195.6	8.0	90 @ 3800	150 @ 1600	2476	27.5	Post	3	Yes	Yes	
FORD ANGLIA	4-L-Head	Front	Water	2.50 x 3.64	71.5	7.0	36 @ 4500	52 @ 2500	1683	46.7	Floor	3	No	No, Semi	
HILLMAN MINX	4-OHV	Front	Water	3.00 x 3.00	85.0	8.0	51 @ 4400	72 @ 2200	2135	41.8	Floor or Post	4	No	No, Semi	
OPEL REKORD	4-OHV	Front	Water	3.15 x 2.91	90.8	7.5	56 @ 4400	84 @ 2400	2100	37.5	Post	3	No	No	
RENAULT DAUPHINE	4-OHV	Rear	Water	2.28 x 3.15	51.5	7.3	32 @ 4250	48 @ 2000	1400	43.7	Floor	3	No	No, Semi	
VAUXHALL VICTOR	4-OHV	Front	Water	3.13 x 3.00	92.0	7.8	55 @ 4200	85 @ 2400	2105	38.3	Post	3	No	No	
VOLKSWAGEN	4-OHV	Rear	Air	3.03 x 2.52	72.7	6.6	36 @ 3700	56 @ 2000	1530	42.5	Floor	4	No	No	
FIAT 1100	4-OHV	Front	Water	2.68 x 2.95	66.4	7.0	43 @ 4800	51 @ 2700	1840	42.8	Post	4	No	No	
SIMCA ARONDE	4 OHV	Front	Water	2.91 x 2.95	78.7	6.8	48 @ 4800	65 @ 2800	2010	41.8	Post	4	No	No, Semi	
VOLVO PV-444	4-OHV	Front	Water	3.13 x 3.15	97.0	8.2	85 @ 5500	87 @ 3500	2083	24.5	Floor	3	No	No	
STUDEBAKER LARK	6-L-Head	Front	Water	3.00 x 4.00	169.6	8.3	90 @ 4000	145 @ 2000	2577	28.6	Post	3	Yes	Yes	

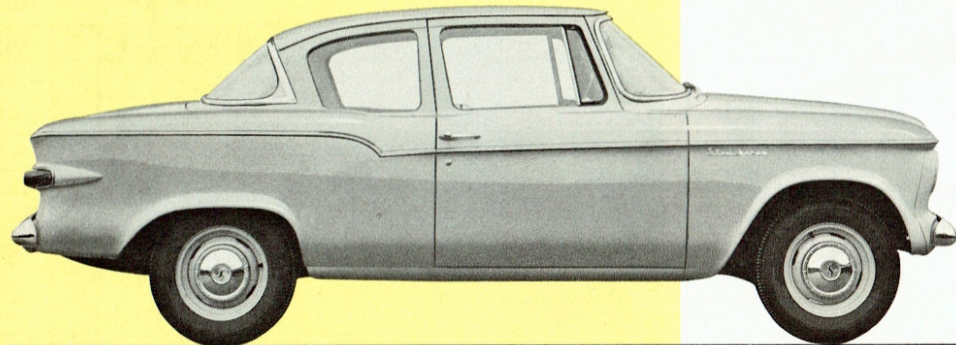
X-Ray COMPARES RAMBLER AMERICAN AND STUDEBAKER LARK

Studebaker Lark is the newest entrant in the expanding compact car field. But on many points it definitely suffers in comparison with the Rambler American. The Lark does not offer the extra safety, durability and long life of Single Unit Construction. *The Rambler American*

can do. The Rambler American's larger displacement engine out-performs the Lark, and the American leads the Lark in gasoline economy. The Rambler American's smooth-flowing styling has far more eye-appeal than the stubby lines of the Lark.



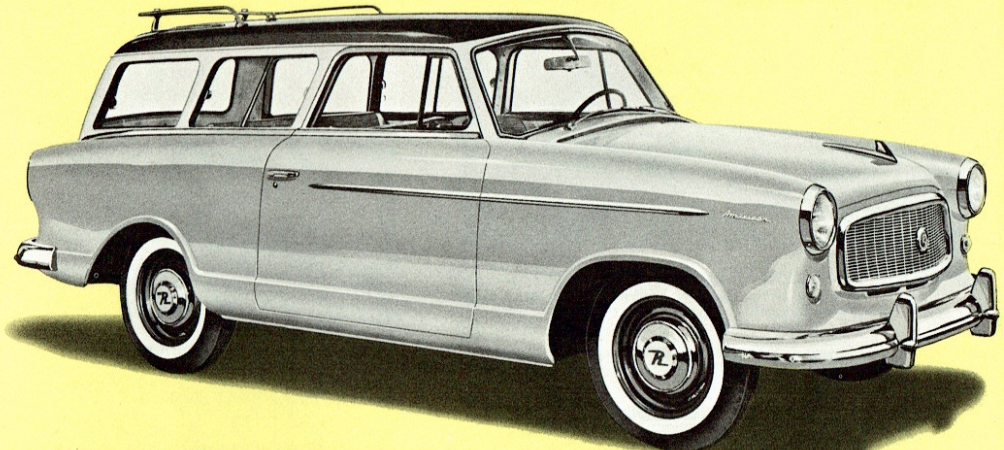
The clean, crisp Rambler American lines are reflected in the smart front-end appearance. High-set headlights and oval grille design are both practical and eye-pleasing.



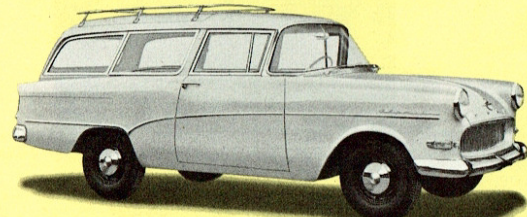
Boxy grille and a "chopped-off" appearance characterize the strictly utilitarian front-end appearance of the Studebaker Lark. It is strictly "Plain Jane."

X-Ray CHECKS ON SMALL STATION WAGON FEATURES AND COMPARISONS

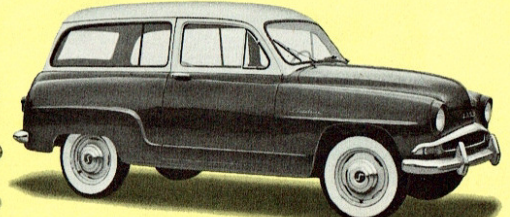
The station wagon has a dual function . . . to serve as a comfortable passenger car and a practical cargo carrier. X-Ray comparisons show the Rambler American Station Wagon best fulfills these two functions in the small car field.



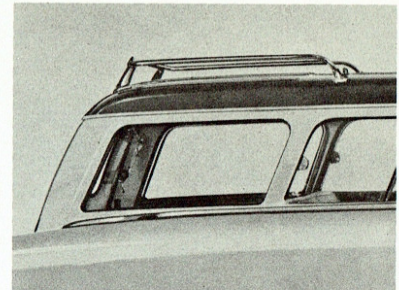
Rambler American Station Wagon has more than 52 cubic feet of cargo space contained in the 90.3 inches of cargo length extending from the back of the front seat to the open tail gate . . . yet has full 5 passenger capacity.



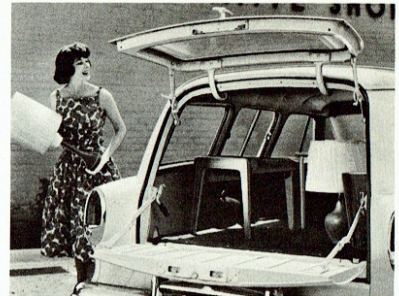
The Opel Station Wagon—like most small foreign-built wagons—suffers in comparison with the Rambler American, on both important considerations. The Opel has only 68.9 inches of cargo length from front seat to tail gate.



Simca Chatelaine Station Wagon—with tail gate open—has a cargo platform 90 inches in length—only 66 inches with gate closed. The rear opening is only 37.8 inches wide compared to the American's 39.4 inch loading width.



Rambler American Super offers the smart Roof-Top Travel Rack, an attractive style feature that enables the owner to carry extra luggage and camping gear when traveling.

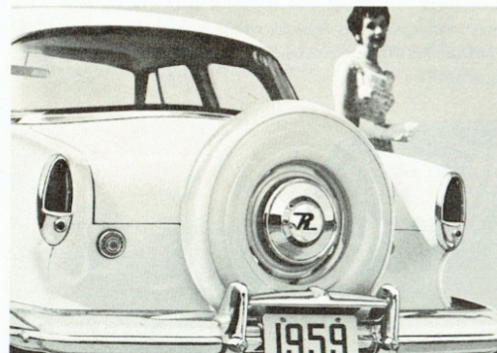


Rambler American's tail gate easily swings out of the way for easy loading. The opening height makes the loading of big objects easy.

OPTIONAL EQUIPMENT AVAILABLE ON RAMBLER AMERICAN



AIRLINER RECLINING SEAT is adjustable to five comfortable positions, at the mere flick of a lever, even makes up into a nap couch for resting children or adults on long trips.



SMART, CONTINENTAL REAR TIRE MOUNT adds a distinctive style note to the Rambler American . . . saves luggage space in the spacious trunk compartment.

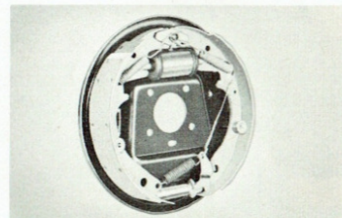


TWIN GRIP DIFFERENTIAL gives added assurance of positive traction under every driving condition—even should a wheel slip off the pavement onto a soft shoulder. Optional equipment.

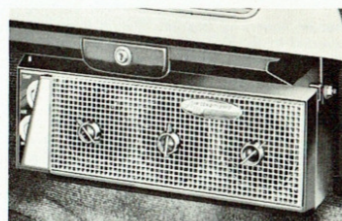


AVOID SQUINT—AVOID SUN GLARE with Solex Glass, available on all Rambler American models as optional equipment. Tinted glass diffuses sun rays . . . keeps car cooler.

No other smaller car even begins to compare with the Rambler American's comfort and convenience features. In addition to the many such features incorporated in the car, many others are available as optional equipment. A few of these are illustrated and described on this page.



NEW SELF-ADJUSTING BRAKES eliminate brake adjustment problems forever . . . improves brake operation . . . assure quick, safe stops for the life of the linings.



NEW AIR CONDITIONING KIT—easily installed by any Rambler dealer—refrigerates and circulates cool air throughout car. Thermostatic temperature control.

X-Ray

SHOWS THE AMERICAN-BUILT RAMBLER AMERICAN HAS TRULY NATIONWIDE PARTS AND SERVICE

CENTRAL OFFICE,
DETROIT, MICHIGAN



MAIN AUTOMOTIVE PLANT,
KENOSHA, WISCONSIN

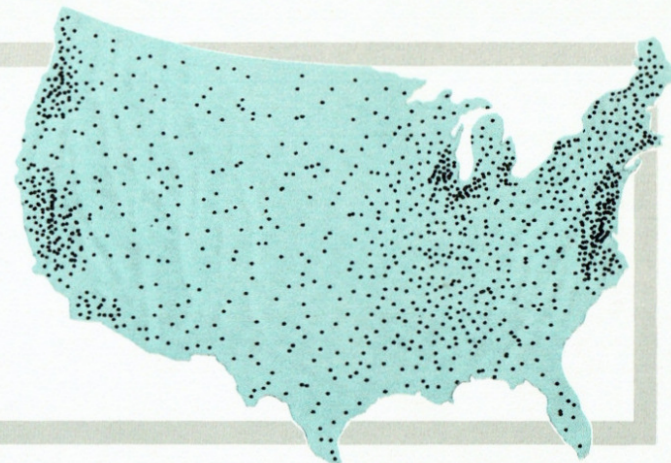


15

Strategically-located Rambler
Parts Warehouses to Guarantee
Availability of Parts

2700 PLUS

Rambler Dealers to Serve You
Wherever You Travel



X-RAY WARNS—

One serious drawback in driving many foreign cars is lack of parts and service facilities. A big percentage of foreign car dealers is located in relatively few states. The Rambler American is sold and serviced

by over 2700 Rambler Dealers. Wherever you live . . . wherever you travel in all 49 States and most foreign countries in the Free World, you'll find a Rambler Dealer nearby.

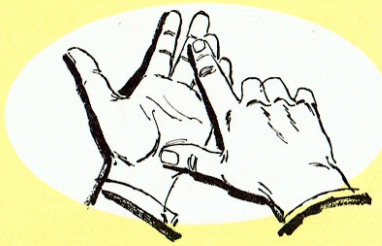


BODY PLANT,
MILWAUKEE, WISCONSIN

PRODUCT OF AMERICAN MOTORS

American Motors Corporation is ranked among the world's largest industrial corporations. Its plants, facilities, distributors and dealers are worldwide in scope. In addition to Rambler and Metropolitan automobiles, American

Motors manufactures and distributes refrigerators, ranges, freezers, home laundry equipment and other household and commercial appliances under the Kelvinator, Leonard and ABC brands.



ADD UP THE X-RAY BOX SCORE ON THE LEADING SMALL CARS

COMPARE	MODELS	RAMBLER AMERICAN	FORD ANGLIA	HILLMAN MINX	OPEL REKORD	RENAULT DAUPHINE	VAUXHALL VICTOR	VOLKSWAGEN	FIAT 1100	SIMCA ARONDE	VOLVO PV-444	STUDEBAKER LARK
SINGLE-UNIT CONSTRUCTION		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NO
WHEELBASE		100.0	87.0	96.0	100.0	89.0	98.0	94.5	92.1	96.2	102.5	108.5
LENGTH		178.2	149.7	160.5	174.5	155.6	166.5	160.2	148.6	162.0	177.0	175.0(1)
TURNING DIAMETER		36.0'	34.5'	34.3'	34.8'	29.2'	34.0'	36.0'	34.5'	35.2'	35.5'	37.5'
SHOULDER ROOM, FRONT, REAR		51.5, 49.8	46.5, 44.0	47.0, 44.8	48.8, 49.0	45.0, 44.0	46.8, 47.2	47.8, 47.0	47.5, 49.0	47.0, 46.0	47.0, 46.0	55.5, 54.5
HEADROOM, FRONT, REAR		35.2, 34.0	35.3, 33.4	36.0, 33.0	37.0, 33.6	37.5, 35.5	35.5, 35.3	37.5, 34.8	35.0, 33.0	36.0, 33.0	38.0, 35.0	36.0, 35.0
LEGROOM, FRONT, REAR		44.0, 37.5	43.4, 37.4	43.0, 42.0	43.3, 37.1	44.0, 42.0	43.0, 39.5	42.1, 39.0	40.0, 41.0	43.0, 41.5	40.0, 40.0	44.0, 41.0
PASSENGERS		5	4	4	4	4	4	4	4	5	4	6
FRONT SEAT TYPE		Bench	Bucket	Bench	Bench	Bucket	Bench	Bucket	Bench	Bench	Bucket	Bench
RECLINING SEAT, OPT.		Yes	No	No	No	No	No	No	No	Yes	No (2)	Yes
SUSPENSION, FRONT, REAR		Coil, Leaf	Coil, Leaf	Coil, Leaf	Coil, Leaf	Coil	Coil, Leaf	Torsion Bar	Coil, Leaf	Coil, Leaf	Coil	Coil, Leaf
TIRE SIZE, STANDARD		5.90 x 15	5.20 x 13	5.60 x 15	5.60 x 13	5.00 x 15	5.60 x 13	5.60 x 15	5.20 x 14	5.60 x 14	5.90 x 15	5.90 x 15
SELF-ADJ. BRAKES, OPT.		Yes	No	No	No	No	No	No	No	No	No	No
TWIN-GRIP AXLE, OPT.		Yes	No	No	No	No	No	No	No	No	No	Yes
ENGINE TYPE		6-L-Head	4-L-Head	4-OHV	4-OHV	4-OHV	4-OHV	4-OHV	4-OHV	4-OHV	4-OHV	6-L-Head
DISPLACEMENT, CU. IN.		195.6	71.5	85.0	90.8	51.5	92.0	72.7	66.4	78.7	97.0	169.6
HORSEPOWER		90 @ 3800	36 @ 4500	51 @ 4400	56 @ 4400	32 @ 4250	55 @ 4200	36 @ 3700	43 @ 4800	48 @ 4800	85 @ 5500	90 @ 4000
SHIPPING WEIGHT		2476	1683	2135	2100	1400	2105	1530	1840	2010	2083	2577
POUNDS PER HORSEPOWER		27.5	46.7	41.8	37.5	43.7	38.3	42.5	42.8	41.8	24.5	28.6
GEAR SHIFT LOCATION		Post	Floor	Floor or Post	Post	Floor	Post	Floor	Post	Post	Floor	Post
STD. TRANS. SPEEDS		3	3	4	3	3	3	4	4	4	3	3
OVERDRIVE, OPT.		Yes	No	No	No	No	No	No	No	No	No	Yes
FULLY AUTO. TRANS., OPT.		Yes	No, Semi	No, Semi	No	No, Semi	No	No	No	No, Semi	No	Yes

(1) 177.0 with extra cost bumper guards.

(2) Bed provision with rear seat back.

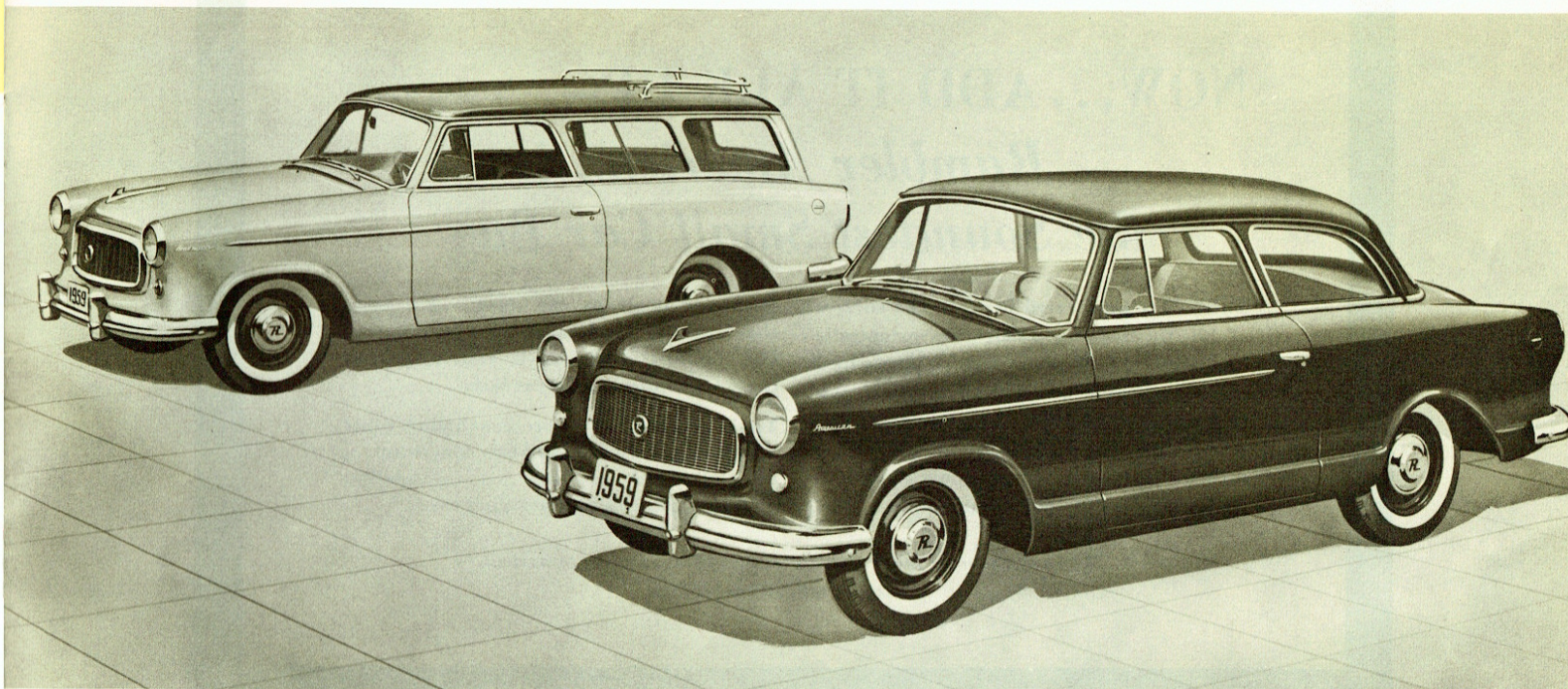
The box score proves the Rambler American is the one small car with all the answers to today's driving needs. More room than most foreign small cars. Lower priced than many foreign small cars or any other American-built car—the Rambler American takes the inflation

out of motoring. Be sure to drive the Rambler American before you buy any small car, foreign or domestic. You'll be many dollars ahead in savings, many miles ahead in performance, years ahead in comfort and convenience and motoring pleasure.

AMERICAN MOTORS CORPORATION, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME WITHOUT NOTICE AND WITHOUT INCURRING OBLIGATION. INFORMATION ON OTHER MAKE CARS CONTAINED IN THIS BOOKLET WAS, TO THE BEST OF OUR KNOWLEDGE, CORRECT AT TIME OF PUBLICATION. HOWEVER, WE ASSUME NO OBLIGATION FOR FUTURE CHANGES IN THESE PRICES AND SPECIFICATIONS.

RAMBLER AMERICAN America's Most Economical Family-Size Car!

Whether you choose the Rambler American 2-Door Family-Size DeLuxe or Super Club Sedan or Station Wagon, you'll be driving the car with the top economy of all American-built automobiles . . . with more room and comfort than any small European car. You'll have a car that is easy to park, handle and garage . . . the big buy in small cars for 1959. See and drive the Rambler American of your choice . . . Sedan or Station Wagon . . . at your Rambler dealer's now!



SEE THE SUCCESS LINE FOR '59

NOW... ADD IT ALL UP—

***Rambler American is
the Soundest Small Car Buy***

The X-Ray has peered beneath the surface of all the leading small cars—domestic and imported. Without bias, it has wiped off the chrome and polish to show you the value inherent in each car from the standpoint of construction—comfort—performance—roominess—economy and relative price plus optional equipment available.

Now—add it all up. We think you'll agree that from the standpoint of all these criteria, the Rambler American is your soundest, most economical small car buy.

You'll receive even more convincing proof when you drive a new Rambler American . . . experience its amazing maneuverability, handling, parking and garaging ease.

*We invite you to make your own test of a Rambler American—
without obligation—today*