

1961

# RAY

*Checks Today's  
LUXURY CARS in the  
LOW-PRICED FIELD  
On The Basis Of  
Usefulness  
To The User*

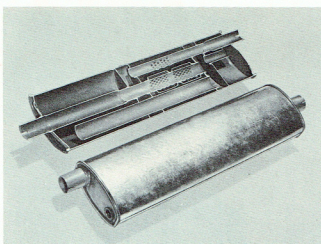




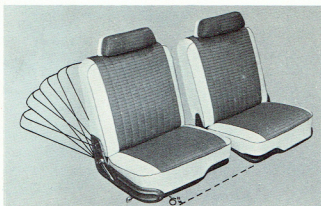
This couple shopping all the fine cars in the low-priced field on behalf of the X-Ray take the opportunity to drive the Ambassador. Follow them in the pages of this X-Ray as they compare all cars in this field.

## How well do the Luxury Cars in the Low-Priced Field Fit Your Needs?

**CHECK FOR EXCELLENCE!** Only Rambler offers a Ceramic-Armored muffler and tailpipe. Your Rambler dealer, for the life of the car while the original buyer owns it, will repair or replace without charge any Rambler Ceramic-Armored muffler or tailpipe which is defective in material or workmanship.



**CHECK FOR EXCELLENCE!** Some cars offer only basic seats. Rambler offers individually adjustable front seats—airliner reclining seats that convert into Twin Travel Beds—and adjustable headrests.



**CHECK FOR EXCELLENCE!** New Cushioned Acoustical ceilings of molded fiber-glass—another Rambler first! The all-new molded fiber-glass ceilings deaden road noises to a whisper—*increase headroom—insulate against summer heat and winter cold—non-flammable and waterproof—permanently shaped for perfect fit.*



A new automobile is one of the most important purchases you will make in a lifetime. It deserves your most serious consideration from the standpoint of its basic usefulness to *you*—its user.

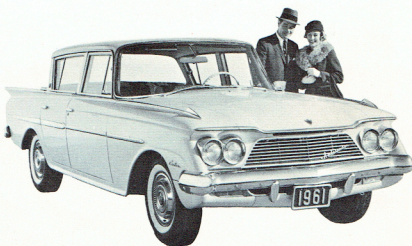
What do you specifically need and want in a motor car? How do the various 1961 cars fit your requirements?

You wouldn't buy a suit of clothes without first trying it on for size and fit? Why do less when you make the infinitely greater investment in a new automobile?

This X-Ray compares all the 1961 luxury cars in the low-priced field on the basis of quality—excellence—room and comfort—economy—performance and features. Other X-Ray Books in this series make similar comparisons between the other low-priced cars and the cars in the economy compact field. Your Rambler dealer will be glad to give you copies of each of these three informative books, without charge or obligation.

Before you buy any new car, read the X-Ray Book covering the field in which you are interested. You'll learn what each car actually offers you . . . what each can do for you in terms of your own individual motoring requirements.

It can help you make a valid decision about your next new car in terms of its basic excellence and its usefulness to *you*—its user.



**CHECK FOR EXCELLENCE!** The distinguished new Ambassador V-8 offers the one great luxury other fine cars deny you—the modern luxury of compactness. Choose from six compact luxury models.

# X-RAY Checks Styling Utility

Automotive styling must be considered on the basis of its practicality and usefulness to the user. Are entrance room, headroom, passenger comfort sacrificed for low roof lines and gingerbread appearance? Does the over-all styling provide stability that assures maximum retention of value? X-RAY checks the 1961 luxury cars in the low-priced field on this basis.



**CHEVROLET IMPALA**

Chevrolet's severe sculpturing of a few years ago has been modified in the Impala series to produce for 1961 a slightly smaller car, without fins, that again offers nothing new in terms of "usefulness to the user."



**FORD GALAXIE**

The 1961 Ford Galaxie retains and even accentuates an over-all heavy appearance. Bulbous, large front fenders and wider hood replaces the curved fender line and drooped hood look of last year's model.



**MERCURY**

In design as well as in features, the 1961 Mercury is basically but a larger, more expensive Ford. The broad hood line and flaring rear fenders give Mercury an exaggerated appearance.



**PLYMOUTH FURY**

Even more ostentatious than Plymouth's less expensive models, the 1961 Fury has over-emphasized headlight eyebrows and rear tail lights in pods. This is advancement which adds neither value nor utility.



**DODGE DART PHOENIX**

The Dodge Dart over-emphasizes its new fin treatment. It presents a heavy, cumbersome-looking car that does not add to comfort or driving ease and falls well short of excellence in design.

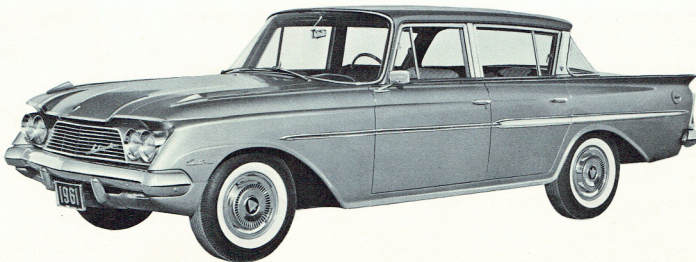


**PONTIAC CATALINA**

The 1961 Pontiac Catalina, sharing the Chevrolet basic body, sacrifices usefulness to the user for questionable and supposed high-fashion. Pontiac's emphasis on "wide track" design creates excessive width.

## **AMBASSADOR V-8**

The 1961 Ambassador V-8 by Rambler is new in design, with gracefully sloping hood, distinctive fender profile and integrated aluminum grille enhancing Ambassador's distinctive beauty and luxury. The new Ambassador styling treatment represents the latest, most modern trend in car design.



# X·RAY Checks Exterior Dimensions

X-Ray proves that of all luxury cars in the low-priced field, only one car offers true luxury, room and comfort combined with compact car economy and handling ease, plus outstanding V-8 performance. X-Ray checks exterior dimensions to determine how the cars in this field compare in these important characteristics . . . proves that Ambassador V-8 is outstanding.



117.0"  
199.0"

## AMBASSADOR CUSTOM V-8 by Rambler

Ambassador excellence is evident in its compact dimensions—shorter and trimmer than the other cars—therefore, easier to park and handle—yet, with comparable room and more luxury.



56.9"

73.6"



119.0"  
209.9"

## FORD GALAXIE

The 1961 Ford Galaxie is nearly 11 inches longer than Ambassador, yet has only 2 inches more wheelbase. This imbalance between wheelbase and over-all length makes Ford harder to park and handle.



55.0"

79.9"



119.0"  
209.3"

## CHEVROLET IMPALA

The 1961 Chevrolet Impala is almost identical to Ford Galaxie in over-all dimensions. Thus, it is equally as hard to park and handle, but has no more passenger capacity than Ambassador.



55.5"

78.4"



118.0"  
209.5"

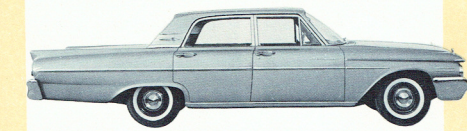
## PLYMOUTH FURY

Excessive width and bulk characterize the 1961 Plymouth Fury. The car is almost 1½ inches wider than last year's model, thus creating additional garaging difficulties with no additional passenger room.



54.6"

80.0"



120.0"  
214.6"

## MERCURY METEOR 800

The 1961 Mercury is a big car—long, wide and heavy—with all the drawbacks those characteristics mean . . . hard-to-park, hard-to-garage. Yet the Mercury carries no more passengers than the compact, luxurious Ambassador.



55.1"

79.9"



119.0"  
210.0"

## PONTIAC CATALINA

Pontiac Catalina's wide track principle of design creates an excessively broad-looking car with an over-all length nearly a foot more than the Ambassador. Yet it has no more passenger room . . . not as much passenger comfort.



55.3"

78.2"



118.0"  
209.4"

## DODGE DART PHOENIX

While termed a compact by its makers, the Dodge Dart is actually a big car—nearly 10½ inches longer and 5 inches wider than the Ambassador. Yet it has virtually the same passenger capacity.



54.8"

78.7"

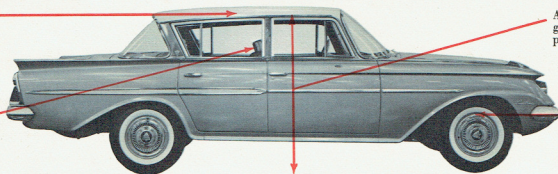
# X-RAY Checks on Room and Comfort

How do the '61 luxury cars in the low-priced field compare on room and comfort? Do they offer you

the features you want for really pleasant driving? X-Ray checks them all to bring you the answers.

Rambler's exclusive Cushioned Acoustical molded fiber-glass ceiling deadens noises to a whisper, for a quieter, more pleasant ride . . . provides greater interior headroom.

Headrests, individually adjustable seats, and airliner reclining seats that make-up into beds are exclusive with Ambassador in this field.



Ambassador's generous door-top to ground measurement of 51.2 inches permits easy entrance and exit.

Ambassador's front shock absorbers are redesigned to give a bounce-free ride. A rebound hydraulic cut-off system gives outstanding ride control.



COMPARE



Ambassador has a flush front floor and a slightly recessed rear door sill. Passengers get in and out easily from both front and rear compartments.

Chevrolet Impala's depressed floor in both front and rear can make getting in and out difficult. The high door sill can trip an unwary passenger.



COMPARE

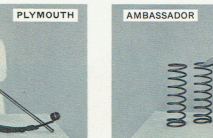


Dodge Dart's sloping rear roof line allows only 33.5 inches of headroom for rear seat passengers. Also, sloping seat backs can be uncomfortable.

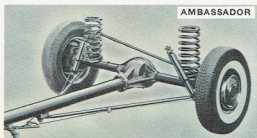
Ample headroom permits three passengers to ride in comfort in the rear seat of the Ambassador. Seat backs are contoured for correct posture and comfort.



The front torsion-bar and rear leaf spring suspension system of the Fury is too harsh for real comfort over many kinds of roads. Road shocks are easily transmitted to the passenger compartment.



The 1961 Ford Galaxie uses a combination of front coil and rear leaf springs that cannot offer the balanced riding qualities of Ambassador's deep coil suspension springs at all 4 wheels.



The sealed-in Torque-Tube drive system stays in line . . . effectively absorbs driving and braking forces. Contrast this with open drive-shaft design on other cars.



MERCURY



CHEVROLET



PLYMOUTH



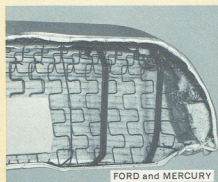
PONTIAC



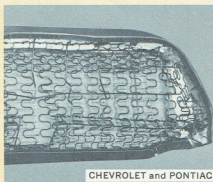
AMBASSADOR

Mercury Meteor—Chevrolet Impala—Plymouth Fury and Pontiac Catalina all have extremely high transmission humps that force the middle passenger to ride with knees high. Contrast the low hump on

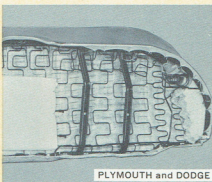
the Ambassador that affords comfort to the passenger in the middle. Ambassador's sill-height floor materially reduces the height of the transmission hump for greater comfort.



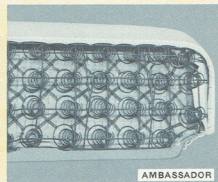
FORD and MERCURY



CHEVROLET and PONTIAC



PLYMOUTH and DODGE



AMBASSADOR

Seat springs in all of the cars—like Galaxie, Impala and Fury—are the zig-zag "Army-hunk" type that result in a harder, stiffer cushion. Note that Ambassador features All-Coil seat springs which are

rubber-coated, silent . . . add to passenger comfort. Rambler excellence is personified in the attention to details . . . like seat spring design . . . that mean additional riding comfort.

## BOX SCORE ON ROOM AND COMFORT

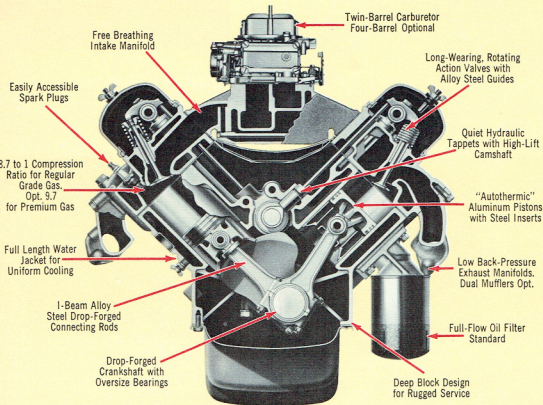
V-8 Models	Rambler AMBASSADOR Custom	Ford GALAXIE	Mercury METEOR 800	Chevrolet IMPALA	Pontiac CATALINA	Plymouth FURY	Dodge DART Phoenix
Front Door-Top to Ground Height	51.2	50.1	50.2	50.4	50.4	49.2	49.2
Headroom, Front and Rear	36.0, 34.5	33.5, 33.8	33.5, 33.8	34.5, 34.0	34.2, 34.4	33.3, 33.5	33.3, 33.5
Shoulder Room, Front and Rear	57.7, 57.6	59.9, 61.2	59.9, 61.2	59.0, 58.0	58.7, 57.2	60.4, 59.8	60.4, 59.8
Hiproom, Front and Rear	59.8, 60.1	62.1, 63.5	62.1, 63.5	63.5, 63.5	63.2, 63.2	63.8, 62.9	63.8, 62.9
Legroom, Front and Rear	43.0, 40.0	43.3, 41.6	43.0, 40.7	45.0, 42.0	45.3, 40.8	45.1, 42.1	45.1, 42.1
Seat Height, Front and Rear	10.0, 13.9	9.3, 13.1	8.8, 12.4	11.0, 14.0	12.1, 13.5	11.4, 13.3	11.4, 13.3
Seat Adjustment, Front and Rear	6.0	5.5	5.5	4.5	4.5	4.5	4.5
Steering Wheel to Cushion	6.0	5.2	5.2	5.0	5.4	6.0	6.0
Reclining Seats	Std.	No	No	No	No	No	No
Individual Seats, Opt.	Yes	No	No	No	No	No	No
Headrests, Opt.	Yes	No	No	No	No	No	No
Seat Construction	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag*	Zig-Zag*
Rear Seat Foam Pad (Front Std.)	Std.	N.A.	N.A.	Std.	Ext.	N.A.	Ext.
Windshield and Rear Window Angle	47°, 44°	38°, 47°	38°, 47°	33°, 43°	33°, 43°	35°, 33°	35°, 33°
Coil Springs at 4-Wheels	Yes	No	No	Yes	Yes	No	No
Torque Tube Drive	Yes	No	No	No	No	No	No

\*Coil on Station Wagon, except Zig-Zag for front cushion.

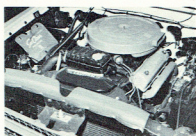
# X-RAY Checks on Economy and Performance

Of course you want maximum gasoline economy from your next car. But you also want safe, dependable, efficient performance under all driving conditions. X-RAY checks the 1961 luxury

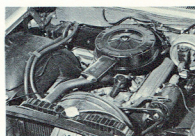
cars in the low-priced field on . . . the essential points of all-around performance . . . finds Ambassador excellence to be outstanding on the basis of both operating economy and performance.



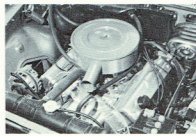
The many advanced features of the Ambassador V-8 engine are the result of fine engineering and precision craftsmanship. A high efficiency of .765 horsepower per cubic inch, coupled with proved dependability, makes this Ambassador precision engine a model of perfection among V-8 powerplants and sets a new standard of outstanding V-8 fuel economy.



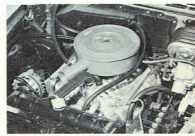
FORD GALAXIE V-8 . . . 22.47 lbs. per H.P. Each Ford horsepower must work hard to pull over 22 lbs. of weight, lowering performance and economy.



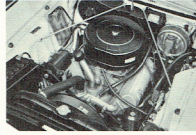
CHEVROLET IMPALA V-8 22.76 lbs. per H.P. With a 283-cubic inch displacement, the Impala carries more pounds per H.P. than Ambassador.



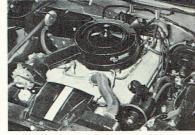
PLYMOUTH FURY V-8 . . . 16.70 lbs. per H.P. Utilized construction gives Plymouth Fury a weight-to-horsepower rating that only approaches Ambassador's.



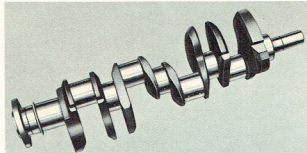
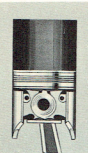
DODGE DART PHOENIX V-8 16.76 lbs. per H.P. Like Fury, Dodge Dart has a relatively fair weight-to-horsepower ratio but still falls short of Ambassador.



AMBASSADOR CUSTOM V-8 14.31 lbs. per H.P. The best weight-to-power ratio gives Ambassador top performance and outstanding economy.



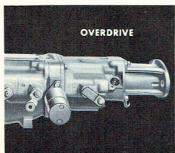
PONTIAC CATALINA . . . 17.50 lbs. per H.P. Pontiac's superfluous weight and relatively low horsepower rating reduce economy of operation.



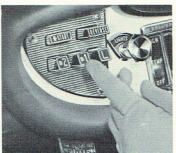
Low-Friction Design, for more power and longer engine life, is achieved in Ambassador with a large 4" bore in relation to a short stroke of 3 3/4".

The Ambassador crankshaft is 100% mass-balanced while running in the engine. This balancing method provides smooth operation at all speeds.

Ambassador's Pow-Saver Fan (optional) reduces fan speed and noise with appreciable power savings. Not available in most competitive cars.



Only Ambassador, Galaxie and Impala—of all cars in this comparison—offer a complete choice of transmissions including fuel-saving overdrive.

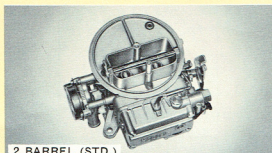


Ambassador's push-button automatic transmission is easier to operate. Just push a button to start and push another button to select the desired gear.

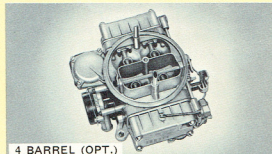


Telo-Vac automatic transmission control accurately senses engine and speed requirements. A vacuum system—not mechanical—minimizes adjustment.

## AMBASSADOR CARBURETORS



2 BARREL (STD.)



4 BARREL (OPT.)

The 250 H.P. Ambassador V-8 engine gives peak performance on regular-grade gasoline, adding further to Ambassador economy. For the ultimate in performance with premium fuel, the optional 270 H.P. Ambassador V-8 features a four-barrel carburetor, a 9.7 compression ratio and dual-exhausts.

## BOX SCORE ON ENGINE AND MECHANICAL FEATURES

Standard V-8 Engine	Rambler AMBASSADOR Custom	Ford GALAXIE	Mercury METEOR 800	Chevrolet IMPALA	Pontiac CATALINA	Plymouth FURY	Dodge DART Phoenix
Displacement, Cu. In.	327	292	292	283	389	318	318
Bore and Stroke	4.00 x 3.25	3.75 x 3.30	3.75 x 3.30	3.88 x 3.00	4.06 x 3.75	3.91 x 3.31	3.91 x 3.31
Bore—Stroke Ratio (high best)	1.23	1.14	1.14	1.29	1.08	1.18	1.18
Compression Ratio	8.7	8.8	8.8	8.5	8.6	9.0	9.0
Horsepower @ RPM	250 @ 4700	175 @ 4200	175 @ 4200	170 @ 4200	230 @ 4000(2)	230 @ 4400	230 @ 4400
Torque @ RPM	340 @ 2600	279 @ 2200	279 @ 2200	275 @ 2200	380 @ 2000(2)	340 @ 2400	340 @ 2400
Curb Weight, Sedan (1)	3577	3932	4026	3869	4024	3840	3855
Weight per HP (low best)	14.31	22.47	23.01	22.76	17.50	16.70	16.76
Gas Tank, Gallons	20	20	20	20, 19 S.W.	25, 19 S.W.	20, 21 S.W.	20, 21 S.W.
Overdrive, Optional	Yes	No	No	Yes	No	No	No
Auto. Trans. Speeds	3	2 or 3	2 or 3	2 or 3	3	2 or 3	2 or 3
Auto. Trans. Push-Button	Yes	No	No	No	No	Yes	Yes

(1) Auto. trans., radio, heater, power steering, power brakes, gas.  
 (2) Std. trans. engine horsepower 215, torque 390.

# X-RAY Checks on Handling Ease

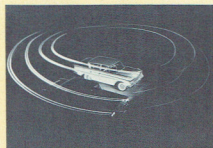
True excellence in an automobile depends, in part, upon the ease of handling that the car offers. Is it easy to park, turn and garage? X-RAY

checks on the luxury cars in low-priced field to find out how they rate in these important characteristics that add immeasurably to driving pleasure.

Ambassador's compact dimensions—only 199 inches of over-all length and 73.6 inches of over-all width—means that the Ambassador parks in spaces other cars have to pass up.



Again in 1961, as since its introduction, Ambassador has outstanding maneuverability. Its turning diameter is only 39.5 feet, as much as 6½ feet less than some other cars in the field. The smaller the turning diameter, the easier the turn.



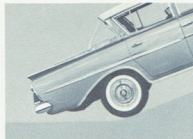
MERCURY



CHEVROLET



DART



AMBASSADOR

OVERHANG RAMP ANGLE	
Mercury . . . . .	60.8° 11.0°
Chevrolet . . . . .	57.5° 13.0°
Dart . . . . .	58.0° 10.2°
Ambassador . . . . .	50.4° 12.7°

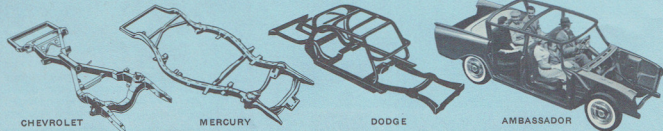
Ambassador with its shorter rear overhang resulting in a greater ramp angle can negotiate sloping driveways and ramps with less chance of scraping the bumper. The shorter the overhang, the less chance of scraping.

## BOX SCORE ON HANDLING EASE

Sedans and Station Wagons—V-8 Models	Rambler AMBASSADOR Custom	Ford GALAXIE	Mercury METEOR 800	Chevrolet IMPALA	Pontiac CATALINA	Plymouth FURY	Dodge DART Phoenix
Wheelbase	117.0	119.0	120.0	119.0	119.0	118, 122	118, 122
Length	199.0	209.9	214.6, 214.4	209.3	210.0, 209.7	209.5, 217.7	209.4, 214.8(1)
Width	73.6	79.9	79.9	78.4	78.2	80.0	78.7
Parking Area, Sq. Ft.	102	116	119	114	114	116, 121	115, 118
Rear Overhang (low best)	50.4	58.5	60.8	57.5	57.0	55.4	58.0
Rear Ramp Angle (high best)	12.7°	11.6°	11.0°	13.0°	13.2°	11.1°	10.2°
Turning Diameter, Ft.	39.5	41.0	41.6	40.8	46.0	42.2, 43.9	42.4, 44.0
Steering Wheel Turns, Manual and Power	4.7, 4.6	5.5, 3.9	5.5, 3.9	5.8, 5.2	5.5, 4.3	5.5, 3.5	5.5, 3.5
Front Suspension	Coil	Coil	Coil	Coil	Coil	Torsion-Bar	Torsion-Bar
Rear Suspension	Coil	Leaf	Leaf	Coil	Coil	Leaf	Leaf
Torque Tube Drive	Yes	No	No	No	No	No	No
Tire Size, Sedan	8.00 x 14	7.50 x 14	7.50 x 14	7.50 x 14	8.00 x 14	7.50 x 14	7.50 x 14
Tire Size, Wagon	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14

(1) 219.5 with extra cost bumper guards.

# X-RAY Checks on Construction & Safety



CHEVROLET

MERCURY

DODGE

AMBASSADOR

Chevrolet and Pontiac still use the old-fashioned method—separate body mounted on a separate frame—susceptible to body bolt squeaks and rattles. Ford and Mercury also use this type of body and frame construction.

Dodge and Plymouth advertise Unibody construction. But only stub frames extend forward of the firewall. Contrast Ambassador's solid Single-Unit construction that affords passenger protection up-forward and all around.

Without question, safety is an important consideration when buying a new car. X-Ray checks the luxury cars in the low-priced field, determines that Ambassador excellence surpasses all competition in the matter of safety and construction factors.



COMPARE



COMPARE

Pontiac's single-wall trunk compartment does not offer a high degree of durability and real protection.

Ambassador's heavy double-wall trunk compartment construction gives greater strength and protection.



COMPARE



COMPARE

The safety of padded instrument panels and visors is available to Galaxie owners only as an extra cost option.

Padded instrument panel and sun visors are available as standard equipment on 1961 Ambassador Custom models.

## BOX SCORE ON SAFETY FEATURES

V-8 Models	Rambler AMBASSADOR Custom	Ford GALAXIE	Mercury METEOR 800	Chevrolet IMPALA	Pontiac CATALINA	Plymouth FURY	Dodge DART Phoenix
Single-Unit Body	Yes	No	No	No	No	Semi	Semi
Padded Instrument Panel	Std.	Ext.	Ext.	Ext.	Ext.	Ext.	Ext.
Padded Sun Visors	Std.	Ext.	Ext.	No	No	No	No
Bonded Brake Linings	Yes	No	No	Yes	No	Yes	Yes
Brake Lining Effect. Area	167.5	180 (190 S.W.)	180 (190 S.W.)	185.6	173.7	184 (207 S.W.)	184 (207 S.W.)
Curb Weight, Sedan (1)	3577	3932	4026	3869	4024	3840	3955
Lbs. per Sq. In. Lining (low best)	21.36	21.84	22.37	20.65	23.17	20.87	20.95
Self-Adjusting Brakes	Opt.	Std.	Std.	No	No	No	No
Lock-O-Matic Door Lock, Opt.	Yes	No	No	No	No	Yes	Yes
Headrests, Opt.	Yes	No	No	No	No	No	No
Auto. Trans. Park Control	Yes	Yes	Yes	Yes	Yes	No	No
Step-On Park Brake	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Safety Rim Bead Wheels	Yes	No	No	No	No	Yes	Yes
Safety Cushioned Front Seat-Back	Yes	No	No	No	No	No	No

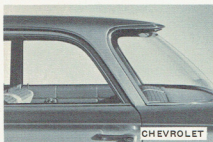
(1) Auto. trans., radio, heater, power steering, power brakes, gas.

# X-RAY Checks on Over-all Superiority

Before you buy any new car add up the total of the features that give you the outstanding excellence you want. The X-RAY compares the other

cars with the Ambassador V-8 from the standpoint of over-all superiority . . . proves again that Rambler basic excellence is outstanding.

Rear-seat passengers in the 1961 Chevrolet Impala do not enjoy the fresh-air advantages of vent windows. Rear-seat vent windows are standard on Ambassador.



CHEVROLET

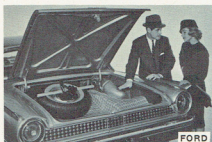


DODGE



PLYMOUTH

Center front seat passenger can block driver's view to the rear because of the position of Plymouth's rear view mirror—on top of the dash.



FORD

Contrast the shallow depth of the Ford Galaxie trunk with the deep Ambassador luggage compartment. Ambassador has a full 27.8 cubic feet of trunk volume.

Dodge Dart, like other cars in this field, has fabric headlinings that offer neither acoustical nor insulation properties. Ambassador's Cushioned ceilings of molded fiber-glass cut road noise 30%—insulate against summer heat and winter cold—increase headroom—never sag.



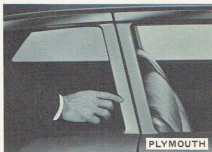
FORD

No other car but Ambassador Custom offers the Handi-Pak carrier net which conveniently stores, above the visor, the many items that motorists like to have at hand while at the wheel.



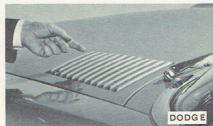
CHEVROLET

Chevrolet's deep-well in the luggage compartment makes loading difficult and awkward. Contrast Ambassador's level floor for convenient loading.



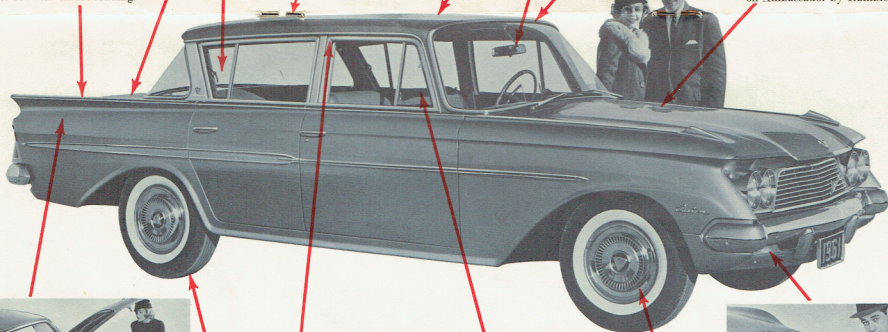
PLYMOUTH

Ambassador has aluminum window frames around all side windows . . . another proof of superior excellence. Plymouth Fury window frames by contrast, are simple plain metal stampings.



DODGE

Hood louvers on the Dodge Dart are mere affectations . . . offer no practical value. Contrast the clean hood design on Ambassador by Rambler.



FORD

Ford and others carry the spare tire in an awkward position at the back of the trunk compartment. Baggage must be unloaded to reach the tire. Ambassador's spare tire can be removed with less disturbance of luggage.



DODGE

Dodge Dart, like Plymouth in this field, has basic built-in seat back support that cannot be changed. Contrast the individual comfort offered by the adjustable, removable headrests offered as an optional Ambassador feature.



DODGE

Dodge Dart front parking lights are located in the tip of the bumper where they can be easily damaged. Ambassador parking lights are well protected.



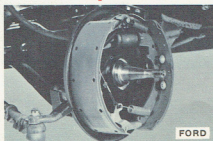
OTHERS

Chevrolet, Ford, Mercury, Plymouth and Dodge heavier weight sedans use smaller 7.50 x 14 tires. Ambassador's 8.00 x 14 tires mean greater load carrying capacity and longer tire life.



PLYMOUTH

The sharp angle on the Plymouth Fury's front door can be hazardous. Contrast Ambassador's well-rounded safety doors.



FORD

Ford still uses riveted brake linings. Compare this with Ambassador's bonded brake linings which provide longer brake life without danger of scored drums. Self-adjusting brakes are a low-cost Ambassador option.



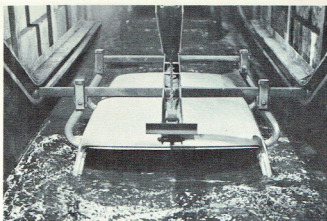
# X-RAY Checks on Basic Excellence

Sound engineering, quality construction plus careful craftsmanship determine the true basic excellence of an automobile. X-Ray shows that the Ambassador V-8 by Rambler is truly out-

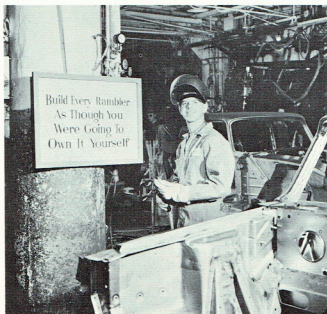
standing in this regard. Careful attention to details by designers, engineers and craftsmen assures Ambassador owners of a long-lasting, finer-performing luxury automobile.



The Perfect Balance of Performance and Economy—Luxurious 1961 Ambassador V-8 Custom 4-Door Sedan



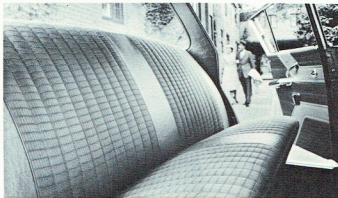
All Ambassador bodies are submerged up-to-the-roof in a rustproofing paint primer bath for lasting protection against rust and corrosion. Even hidden spots—impossible to reach with ordinary "spray-on" methods—are protected. No other car uses this superior protective method that pays off to the owner in longer car life and higher resale value.



The craftsmen at the Rambler plants in Kenosha and Milwaukee, Wisconsin, are dedicated to building every car the better way. Throughout the plants are signs that will express the creed to which these men and women are dedicated—"Build Every Rambler As Though You Were Going To Own It Yourself." You can be sure of quality when you drive Ambassador V-8 by Rambler.



Single-Unit construction, pioneered by American Motors more than two decades ago, is stronger, safer, more durable, lastingly free of body-bolt squeaks and rattles. Many other cars are still built with old-fashioned separate body and frame. Some cars with unitized construction terminate the forward protection at the fire wall.



Ambassador excellence carries through the luxurious interior appointments. Buyers may choose from a wide array of upholsteries and trim combinations that reflect the ultimate in high fashion. New miracle fabrics and breathable vinyls in color combinations that harmonize beautifully with the exterior body colors are available on all Ambassador models.



Only Rambler—in the entire automotive field—offers Cushioned Acoustical ceilings of molded fiber-glass. This all-new advanced ceiling cuts road noise 30 per cent—insulates against summer heat and winter cold—increases headroom—is non-flammable and waterproof—and is permanently shaped for perfect fit.

# X-RAY Checks on Features and Options

Of course you want an automobile that suits your individual needs and desires . . . certain features and options that add to your driving comfort and pleasure. X-Ray finds that many of the features described and illustrated on these

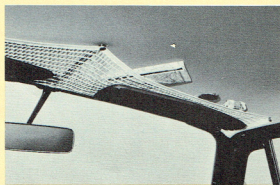
pages are available only with Ambassador V-8 in this field. Because of space limitations, only a few such can be shown. Your Rambler dealer will be glad to give you more information on these and other features.



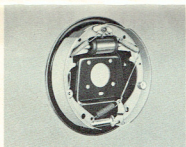
Ambassador excellence is well personified in the many optional comfort features offered. Airliner Reclining Seats adjust to five comfortable positions at the flick of a lever. Adjustable headrests are available for added comfort, as are individually adjustable front seats. Each seat glides forward and backward individually to provide just the right amount of legroom for driver and front seat passenger. These outstanding comfort features are not available on any other luxury car.



Airliner Reclining Seats in the 1961 Ambassador convert into restful Twin Travel Beds that sleep three in comfort . . . are perfect for all-night sleeping on vacation or camping trips.



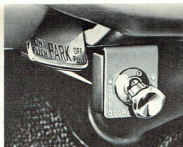
Only Ambassador Custom models—no other U.S. built car—offer as a standard feature the Handi-Pak Carrier. Maps, notes, cigarettes and small packages are within easy reach in netting above the visors.



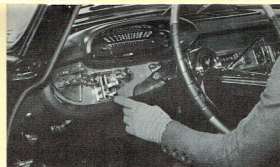
Ambassador owners have the option of Self-Adjusting Brakes that eliminate periodic brake adjustments—improve brake operation. Chevrolet, Plymouth, Pontiac and Dodge do not offer this feature.



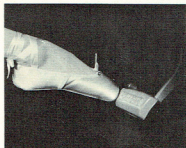
Twin Grip Differential, offered as optional equipment on the Ambassador, gives added assurance of positive traction under difficult driving conditions such as deep snow, mud or icy roads.



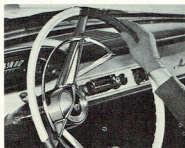
As a low-cost option, Ambassador Lock-O-Matic door locks are controlled by a switch. All doors can be locked simultaneously. Ford, Chevrolet, Mercury and Pontiac do not offer this optional feature.



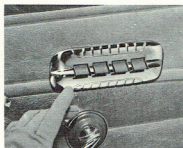
All-Season Air Conditioning—a factory-installed option—cools in summer—heats in winter—ventilates the year-around. It is the lowest-cost air conditioning system on the market.



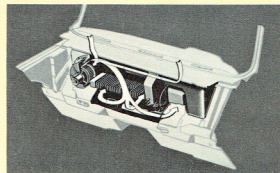
Optional Power Brakes give Ambassador owners safer, surer stops with tip-toe touch. Bonded brake linings are standard and eliminate expense of scored brake drums, an example of Rambler excellence.



Direct-Action Power Steering, optional on all 1961 Ambassador V-8 models, removes the last vestige of effort from driving America's most maneuverable luxury car . . . gives finger-tip steering ease.



Power-Lift Windows are optional on all 1961 Ambassador models . . . move up and down at the touch of a button. All windows can be controlled from a master switch or individually.



World-famous Weather Eye Heating and Ventilating System scoops in clean, fresh air at cowl level . . . heats it thermostatically . . . and circulates the warm air uniformly throughout the car.

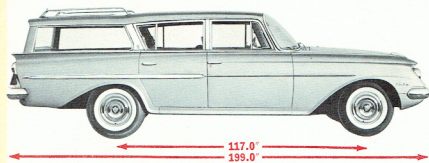
## BOX SCORE ON FEATURES AND OPTIONS

V-8 Models	Rambler AMBASSADOR Custom	Ford GALAXIE	Mercury METEOR 800	Chevrolet IMPALA	Pontiac CATALINA	Plymouth FURY	Dodge DAFT Phoenix
Ceramic-Armored Muffler and Tail-pipe	Yes	No	No	No	No	No	No
Deep-Dip Rustproofing	Yes	No	No	No	No	Partial	Partial
Body Paint	Enamel	Enamel	Enamel	Lacquer	Lacquer	Enamel	Enamel
Aluminum Window Frames	Yes	No	No	No	No	No	No
Rear Door Vent Window	Yes	No	No	No	No	No	No
Molded Fiber Glass Ceiling	Yes	No	No	No	No	No	No
Handi-Pak Net Carrier	Yes	No	No	No	No	No	No
Overdrive, Opt.	Yes	Yes	No	Yes	No	No	No
Twin-Grip Axle, Opt.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reclining Seats	Std.	No	No	No	No	No	No
Individual Seats, Opt.	Yes	No	No	No	No	No	No
Headrests, Opt.	Yes	No	No	No	No	No	No
Self-Adjusting Brakes, Opt.	Yes	Std.	Std.	No	No	No	No
Lock-O-Matic Doors, Opt.	Yes	No	No	No	No	Yes	Yes
Twin Ash Trays, Front	Yes	No	No	No	Ext.	No	No
Wheel Discs	Std.	Ext.	Ext.	Ext.	Ext.	Ext.	Ext.
Compound-Curve Windshield	Yes	Semi	Semi	No	No	No	No

# X-RAY Checks on Station Wagon Dimensions

Station wagons serve a dual purpose . . . as a passenger car and a family cargo carrier. X-Ray checks the station wagons in Ambassador's field

to determine their value to you from the standpoint of passenger comfort and utility, including such essentials as room and maneuverability.



117.0"  
199.0"

## AMBASSADOR CUSTOM CROSS COUNTRY

Ambassador V-8 Cross Country is the only compact station wagon in the luxury low-priced field. It will fit any garage with room to spare . . . park where others can't . . . offers outstanding V-8 economy and top V-8 performance without needless bulk, in both 2-seat and 3-seat models.



57.1"

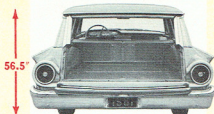
73.6"



119.0"  
209.9"

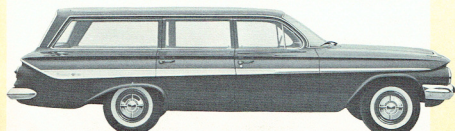
## FORD COUNTRY SQUIRE

Almost 11 inches longer than Ambassador, the Ford Country Squire is that much harder to park and garage. Ford carries no more passengers than Ambassador. A slight edge in cargo space is offset by exterior bulk.



56.5"

79.9"



119.0"  
209.3"

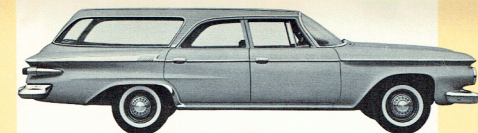
## CHEVROLET NOMAD

The 1961 Chevrolet Nomad retains approximately the same excessive length and width dimensions of its predecessor. This big, bulky, hard-to-park wagon offers no more performance or economy than the less expensive Ambassador.



56.0"

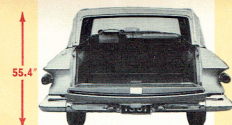
78.4"



122.0"  
217.7"

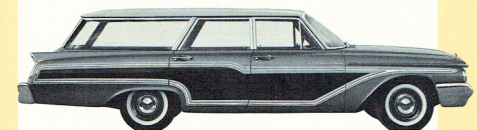
## PLYMOUTH SUBURBAN SPORT

Plymouth is the longest of all medium-priced station wagons—actually three inches longer than last year's unwieldy model. And its overgrown rear-end design adds further to the difficulty of parking, garaging and handling.



55.4"

80.0"



120.0"  
214.4"

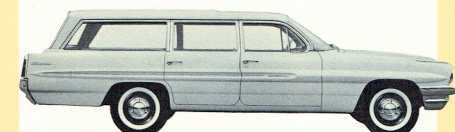
## MERCURY COLONY PARK

Mercury Colony Park is a big station wagon—long and wide—with all the disadvantages that size entails in the matter of parking and maneuverability. Yet its passenger and cargo capacities are not proportionately larger than Ambassador V-8 Cross Country.



56.7"

79.9"



119.0"  
209.7"

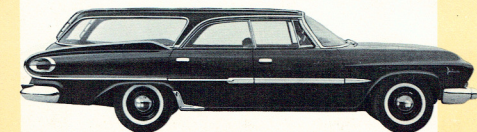
## PONTIAC SAFARI CATALINA

Pontiac's "wide track" design philosophy is evident again in the Safari station wagon. 4½ inches wider and more than 10 inches longer than the Ambassador, it does not make up in passenger and cargo capacity what it loses to the Ambassador V-8 Cross Country in handling and parking advantages.



56.9"

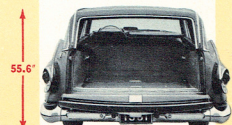
78.2"



122.0"  
214.8"

## DODGE POLARA

Built on the same wheelbase as Plymouth and actually 20 inches longer than Ambassador when extra-cost bumper guards are added, the Dodge Polara station wagon is cumbersome and hard to park. It offers none of the compact advantages of Ambassador.



55.6"

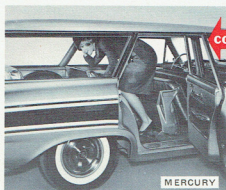
78.7"

\*219.5" With extra-cost bumper guards

# X-RAY Checks on Station Wagons

Despite similarities in appearance, all station wagons are by no means alike in the usefulness they offer to their owners. X-RAY

checks on 1961 station wagons to determine the degree of usefulness that is yours when you own them.



COMPARE



The Mercury requires third seat passengers to crouch past the middle seat. Others with a third seat require passengers to climb over the tail-gate and depend on others to close the tail-gate.

Ambassador's exclusive 5th door on 3-seat models swings wide, permitting convenient entry and exit. Passengers step right in without having to climb over a tail-gate or the middle seat.



It is rather difficult to lift the tail-gate on Plymouth station wagon models. Ladies, in particular, find lifting them extremely burdensome.

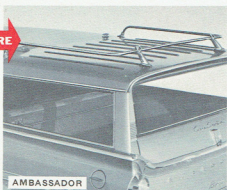
COMPARE



Contrast the ease of lifting the Ambassador tail-gate, thanks to counter-balanced design. Owners may choose the optional side-hinged 5th-door in place of standard tail-gate on 2-seat station wagon models.

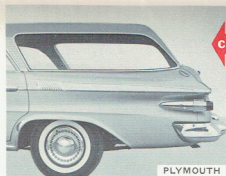


COMPARE

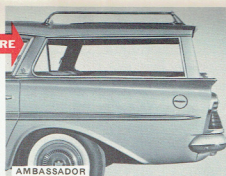


Chevrolet Nomad, like all other station wagons, except Rambler, does not offer a roof-top travel rack as standard equipment. In many cases, such a rack is not available as factory equipment.

On all Ambassador station wagon models, the Roof-Top Travel Rack is standard equipment. This smart-seating rack means additional carrying space for luggage and camping gear.



COMPARE



The sharply slanted rear-end design of Plymouth's station wagons reduces the amount of available cargo room... loading space is awkward to reach.

The clean, straight rear styling of the 1961 Ambassador V-8 Cross Country station wagon models provides full use of the ample cargo space with easy access.



Hard fiber ceilings in Mercury and Ford station wagons amplify vibrations and road noises which are most distracting to passengers.

COMPARE



Ambassador excellence is further personified in the Cushioned Acoustical ceilings of molded fiberglass that hush road noise—have insulating properties—fit perfectly—never sag or droop.



COMPARE



It is actually a difficult task to lower the rear seat in the Dodge Dart station wagon in order to convert the rear seat into additional cargo area.

The Ambassador rear seat-back can be lowered flush with the floor with relative ease to give additional cargo space. There is no need to move the cushion.

## BOX SCORE ON STATION WAGONS

V-8 Models	Ambassador CROSS COUNTRY Custom	Ford COUNTRY SQUIRE	Mercury COLONY PARK	Chevrolet NOMAD	Pontiac SAFARI Catalina	Plymouth SUBURBAN Sport	Dodge POLARA
Roof Rack, Std.	Yes	No	No	No	No	No	No
Roll-Down Tail-Gate Window	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3rd. Seat Facing Direction	Rear	Front	Front	Rear	Rear	Rear	Rear
Side-Hinged Tail-Gate Door	Std. 3-Seat Opt. 2-Seat	No	No	No	No	No	No
Curb Weight (1)	3692	4296	4395	4224	4241	4240	4295
Std. Horsepower	260	175	175	170	230	230	265
Weight per HP (low best)	14.77	24.55	25.11	24.85	18.44	18.43	16.21
Brake Lining Effective Area	167.5	190	190	185.6	172.7	207	230
Lbs. per Sq. In. Lining (low best)	22.04	22.61	23.13	22.76	24.42	20.48	18.67
Tire Size	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14	8.00 x 14
Gas Tank, Gallons	20	20	20	19	19	21	21
Captive-Air Tires, 3-Seat Wag., Std.	Yes	No	No	No	No	No	No

(1) Auto. trans., radio, heater, power steering, power brakes, gas.



# RAMBLER—A Car For Every Purpose— To Help Every Purse



**1 RAMBLER AMERICAN**—the Leading Economy Compact Car. 173.1" long. Top quality, top economy. 90 or 125 HP Six.



**2 RAMBLER CLASSIC 6 and V-8**—the All-Purpose Compact. 183.8" long. 127 or 138 HP Six. 200 or 215 HP V-8. Room for six 6-footers.



**3 AMBASSADOR V-8 by RAMBLER**—the High-Performance, Luxury Compact. 197" long. 250 or 270 HP V-8.



Ambassador V-8 by Rambler—4-Door Station Wagon



Ambassador V-8 by Rambler—5-Door Station Wagon



Ambassador V-8 by Rambler—4-Door Sedan

## Three Basic Family Sizes World's Widest Choice of Compact Cars

### AMBASSADOR by Rambler

The 117-inch wheelbase Ambassador V-8 by Rambler (above) is America's first luxury compact—the one car that looks and performs like the finest, yet is priced among the low-priced cars.



Rambler Classic 6 and V-8—4-Door Station Wagon



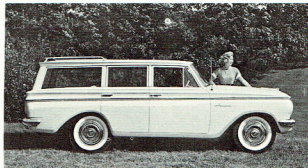
Rambler Classic 6 and V-8—4-Door Sedan

### 1961 RAMBLER CLASSIC

The 108-inch wheelbase Rambler Classic 6 and V-8, in Deluxe, Super and Custom models, is the all-purpose compact that combines big car room and comfort with compact car economy and handling ease.

### 1961 RAMBLER AMERICAN

The 100-inch wheelbase Rambler American—the economy compact car—is America's most compact automobile . . . easiest of all to park, handle and garage . . . tops in economy . . . yet has ample room for a family of six.



Rambler American 4-Door Station Wagon



Rambler American 2-Door Sedan

# RAMBLER—America's Most Experienced Builder of Compact Cars

American Motors giant production plants at Kenosha, Wisconsin, are constantly being expanded. More complete automobiles are built here than in any other single automobile plant in America.



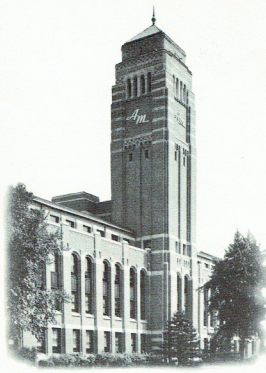
The huge Rambler body plant at Milwaukee—one of the most efficient in the industry—builds bodies for Rambler Classic 6 and V-8 and Ambassador V-8 models. Rambler American bodies are built at the Kenosha Rambler plant.



Air view of Rambler's new Kenosha Lakefront body plant which boasts Rambler production.



Strategically-located zone warehouses throughout the country put Rambler parts within easy access of all Rambler dealerships.



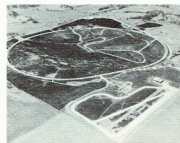
American Motors Corporation is ranked among the world's largest industrial concerns. Its plants, facilities, distributors and dealers are world-wide in scope. Its Automotive Division—with domestic manufacturing plants located at Kenosha and Milwaukee, Wisconsin—is America's most experienced builder of compact cars.

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

Headquarters for American Motors worldwide operations are located in the Central Administration Building, Detroit, Mich.



Rambler's trim, smart styling is created in one of the industry's most complete design studios located at Detroit headquarters. Here, stylists work years ahead to assure continued smart style leadership for every Rambler series and model.



Burlington, Wisconsin, is the site of the American Motors Proving Grounds. Here engineers, research specialists and expert test drivers put present and future Ramblers through endless miles of grueling tests over all types of driving conditions.



The nerve center of the vast Rambler parts pipeline is the modern Parts and Service Center located in Milwaukee, Wisconsin. From its vast warehouse stocks, parts are channeled to zone warehouses and Rambler dealers throughout the world.



American Motors is proud of the integrity and business statesmanship of its dealer organization. More than 3000 Rambler dealers assure you border-to-border and coast-to-coast service and parts facilities. Drive in where you see the Rambler sign—your guarantee of skilled service.



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The information presented in this 1961 X-Ray is taken from official sources, from the literature of car makers and from automotive engineering publications.

