

# X-RAY

**Checks the 1962  
Economy Compacts**

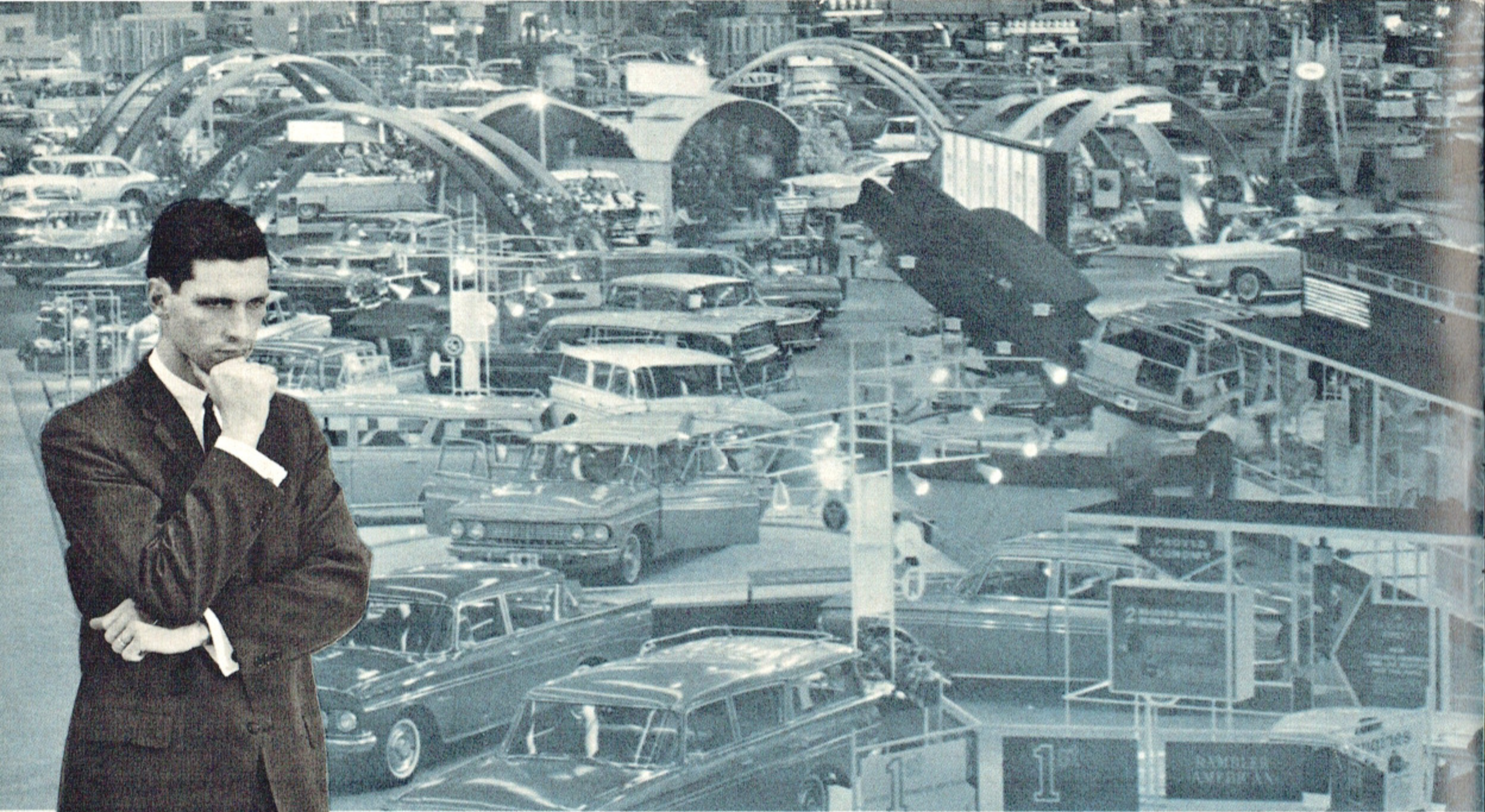
*Corvair • Falcon  
Comet • Valiant  
Lancer • Lark  
Chevy II*

**RAMBLER AMERICAN**

**DR. X-RAY** Compares All Economy Compact Cars  
On Basis Of Value And Usefulness To User







## Confused about all the new cars?

*You've been asked to think big . . .  
think small . . .*

**FOR YOUR OWN PROTECTION**

# THINK HARD!

*How to check for yourself on the basis of Value—*

To check exterior dimensions . . . . . See Pages 4 and 5  
 To check interior dimensions . . . . . See Pages 6 and 7  
 To check comfort features . . . . . See Pages 8 and 9  
 To check maneuverability . . . . . See Pages 10 and 11  
 To check economy and performance . . . . . See Pages 12 and 13  
 To check safety . . . . . See Pages 14 and 15  
 To check overall superiority . . . . . See Pages 16 and 17  
 To check long life and service . . . . . See Pages 18 thru 21

To check hidden quality . . . . . See Pages 22 and 23  
 To check station wagons . . . . . See Pages 5 and 24  
 To check convertibles . . . . . See Page 24  
 To check features and options . . . . . See Page 25  
 To check quality and manufacturer . . . . . See Pages 26 and 27  
 To check car models and series . . . . . See Pages 28 and 29  
 To check advertised prices and value features . . . . . See Pages 30 and 31



## 1962 Car Buyers' Guide

This X-Ray Book, identified by the Red Cover, checks the smaller economy compacts for 1962. A companion volume, with the Blue Cover, makes similar comparisons with the larger, popular-priced cars. Together, they help you determine the true value of the following cars.

**THE  
ECONOMY  
COMPACTS**  
\$1800  
to  
\$2500

- Rambler American
- Corvair
- Falcon
- Comet
- Valiant
- Lancer
- Lark
- Chevy II

Perhaps You Are Interested In This Field

**THE  
POPULAR-  
PRICED  
SIXES**  
\$2000  
to  
\$3000

- Rambler Classic
- Ford Fairlane
- Mercury Meteor
- Ford Galaxie
- Chevrolet
- Plymouth
- Dodge Dart
- Pontiac Tempest (4-Cyl.)
- Buick Special V-6

Standard & Compact

Maybe You Want The Extra Power  
And Performance of V-8's

**THE  
POPULAR-  
PRICED  
V-8's**  
\$2500  
to  
\$3500

- Rambler Ambassador
- Ford Fairlane
- Mercury Meteor
- Ford Galaxie
- Chevrolet
- Plymouth
- Dodge Dart
- Olds F-85
- Buick Special
- Pontiac Tempest

Standard & Compact

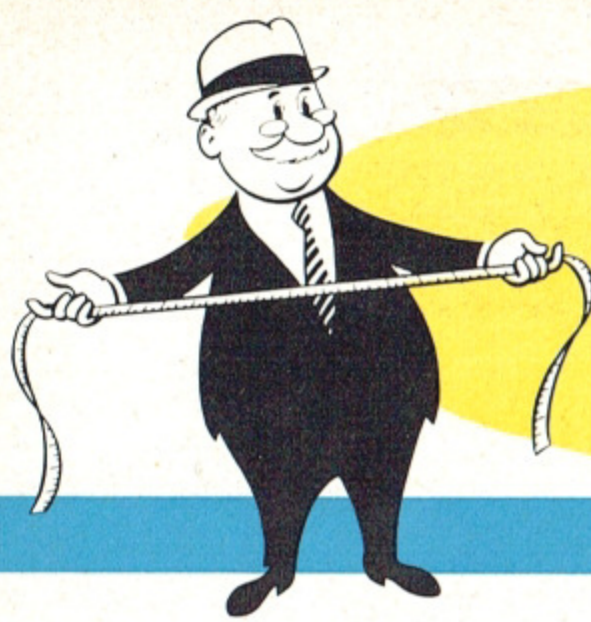
Some manufacturers ask you to "Think Big" when purchasing a new car. Others ask you to "Think Small." The shrewd buyer will "THINK HARD", dip deep into the true facts about each make and determine which offers the greatest value . . . which gives him the most for his motor-car dollar.

Price is important, of course. But of even greater significance is what that price brings by comparison with built-in features and advantages, in terms of trouble-free service . . . long-life . . . safety . . . comfort . . . economy and performance.

This 1962 X-RAY compares only the economy compacts. A companion volume makes the same comparisons of the 1962 popular-priced Sixes and V-8's. Your Rambler dealer will be happy to give you a copy of either, or both, X-Ray books, without charge or obligation.

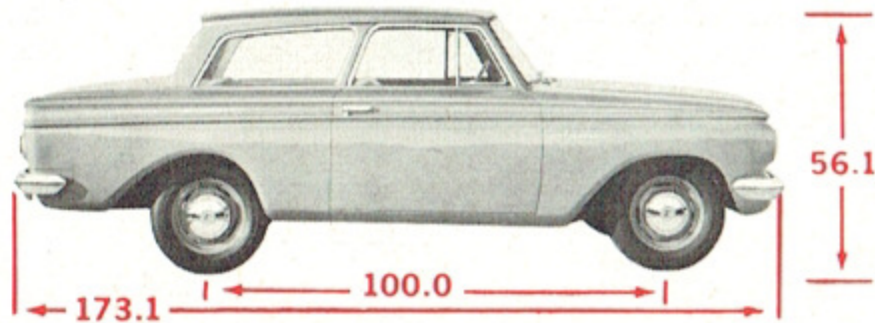
Before you buy any new car, we suggest you read thoroughly the X-Ray Book covering the car field in which you are interested. It can save you hundreds of dollars in the purchase of your next car by showing you what each make and model actually offers you . . . what each can do for you in the light of your own individual motoring requirements.





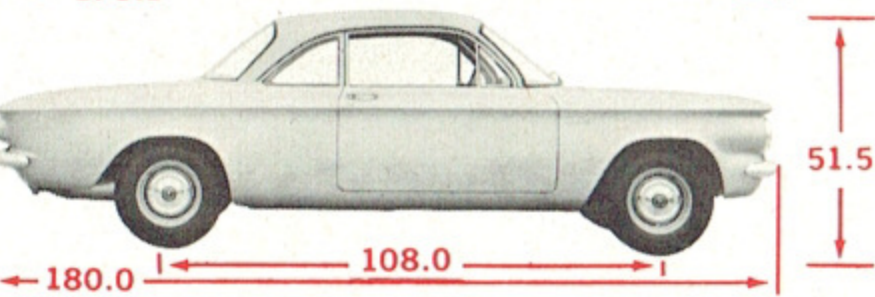
# Dr. X-Ray checks exterior dimensions

How do the 1962 Economy Compact Cars compare on the basis of wheelbase, overall length, width and height? Do their dimensions assure outstanding parking and handling ease, without sacrifice of comfort? Many cars have copied Rambler's size in the past two years. Have they done so at the sacrifice of true usefulness to the user? X-Ray makes side-by-side comparisons to find out.



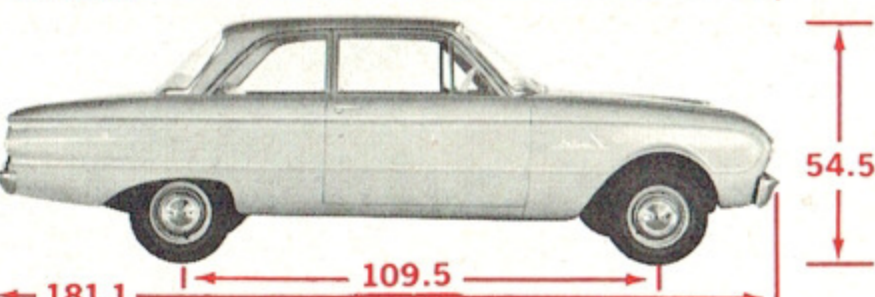
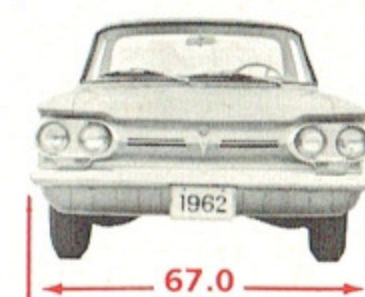
## RAMBLER AMERICAN

Truly compact dimensions make Rambler American the easiest car to park, handle and garage. Cumbersome, overhanging sheet metal is eliminated.



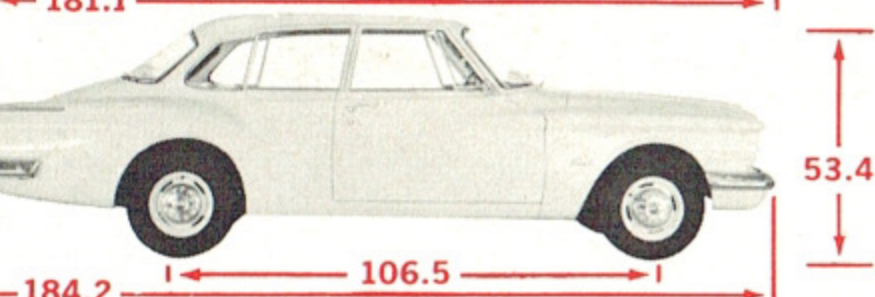
## CHEVROLET CORVAIR

With 7 inches more overall length than Rambler American, Corvair is harder to park. Yet Corvair's narrow width and low height reduce passenger room.



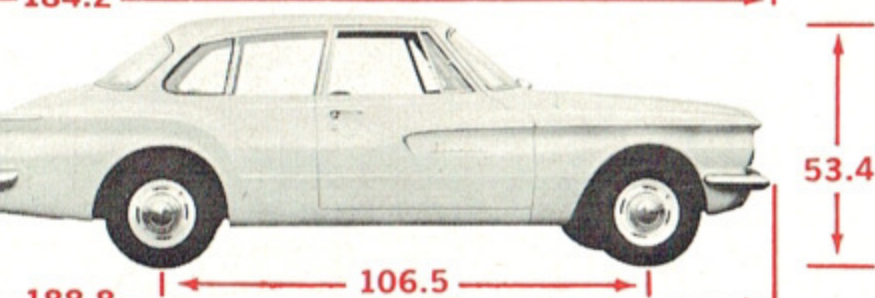
## FORD FALCON

Falcon is 8 inches longer than Rambler American. This, plus a turning diameter that is over 2-feet greater, reduces parking maneuverability and handling ease.



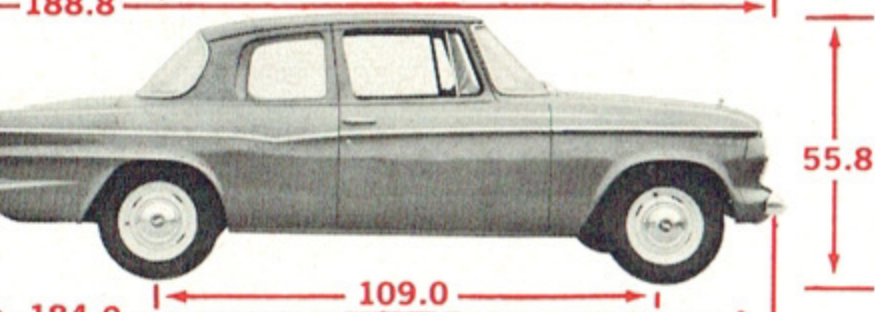
## PLYMOUTH VALIANT

Nearly a foot longer in overall length, the Valiant does not provide the parking, turning and garaging ease of the more compact Rambler American.



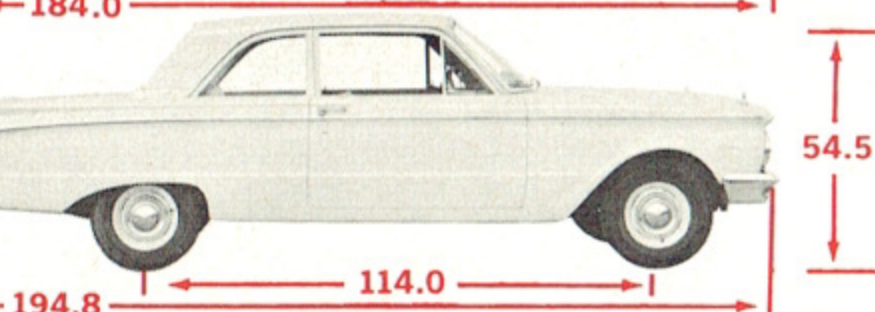
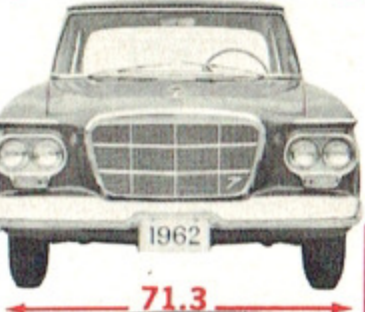
## DODGE LANCER

With the same wheelbase as the Valiant, Lancer is nearly 15 inches longer than American. The extra sheet metal gives an overhang that reduces parking ease.



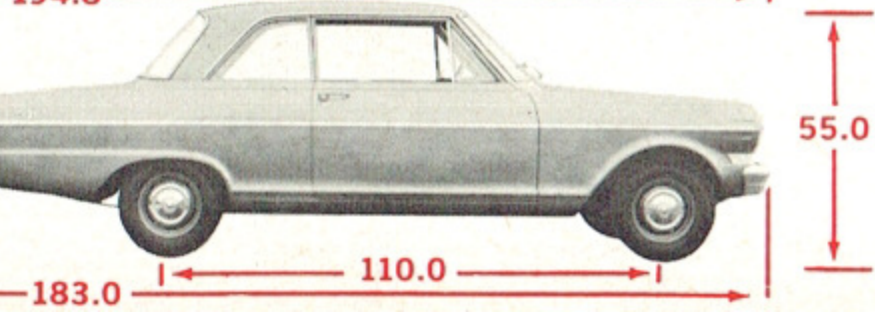
## STUDEBAKER LARK

Lark 2-door models are 11 inches longer over-all than Rambler American. Lark 4-doors, 15 inches longer, require even more turning room.



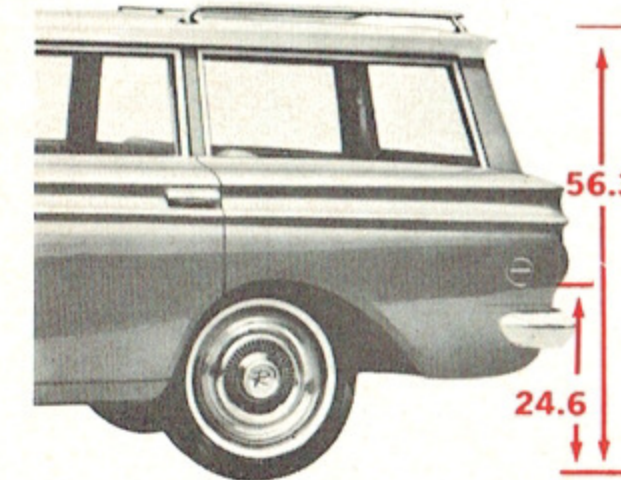
## MERCURY COMET

The Comet's elongated overall length and wheelbase tend to minimize the advantage a compact car should have in terms of parking and handling ease.

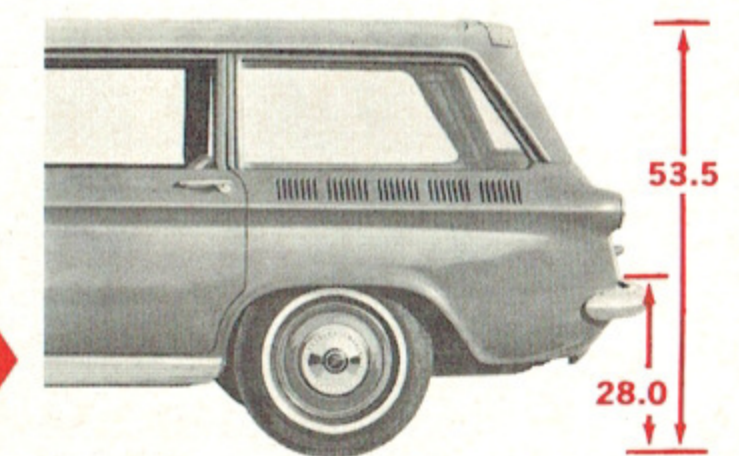


## CHEVY II

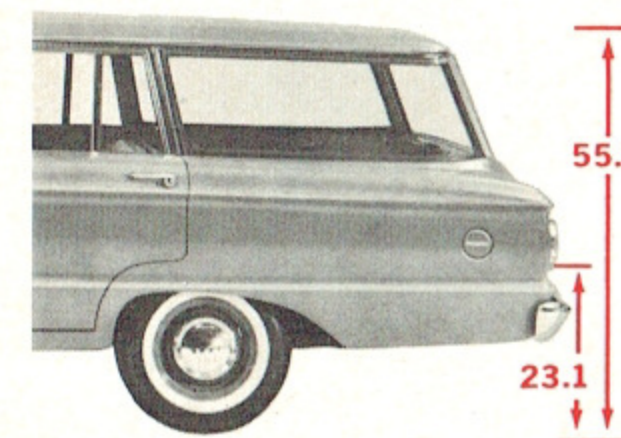
Chevy II is ten inches longer overall than Rambler American. Yet, its passenger room is not significantly better. Here is bulk without compensating room.



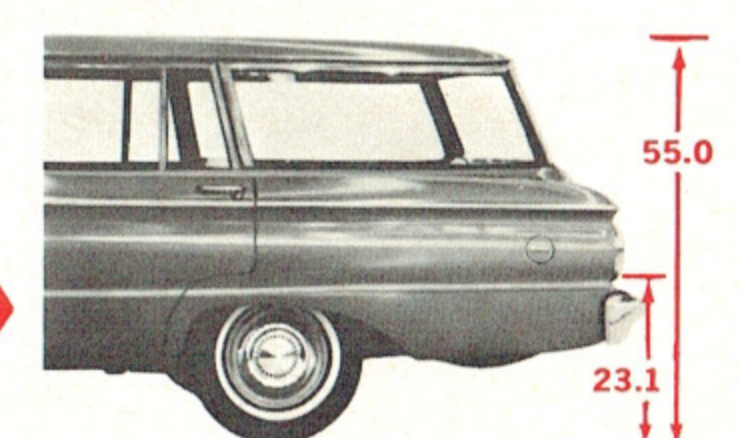
RAMBLER AMERICAN'S low tailgate-to-ground dimension makes loading exceedingly easy. The convenient lift-gate is another loading asset.



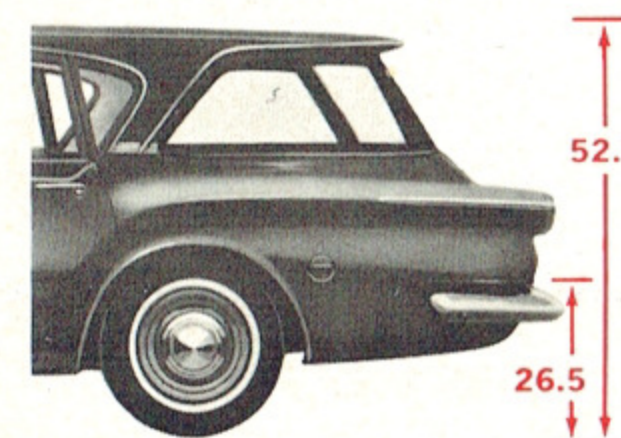
CORVAIR wagon has 6 cubic feet less cargo volume than Rambler American. The lift-door and high cargo floor is inconvenient.



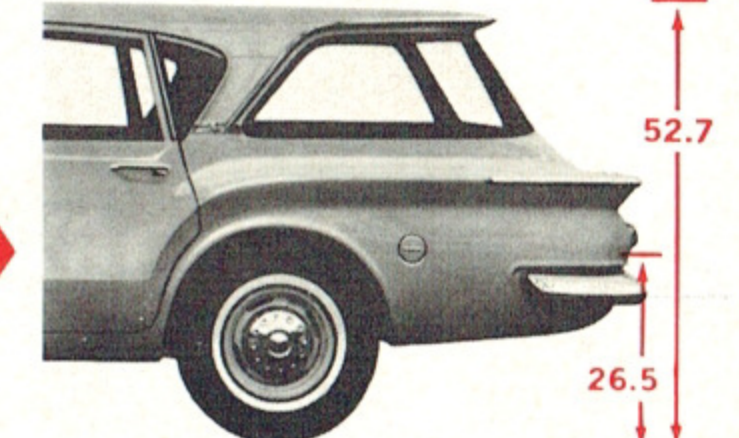
FALCON, like all economy compact wagons, except Rambler American Custom and "400", does not offer a Roof-Top Travel Rack as standard equipment.



COMET wagon uses the same wheelbase as Falcon but has longer overall length. Yet it carries no more passengers than the more compact Rambler American.



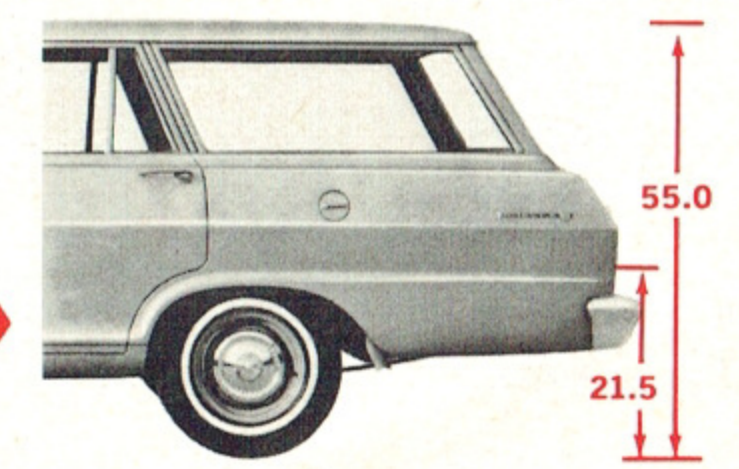
LANCER, in common with other economy compact station wagons, has a cargo area not as well designed for ordinary family requirements as Rambler American.



VALIANT, nearly a foot longer than Rambler American, is lower in overall height. The sloping rear end and lower height curtails the amount of cargo that can be carried.



LARK station wagon is longer and wider than most economy compacts, thus making it less maneuverable. But its passenger capacity is the same as the American.



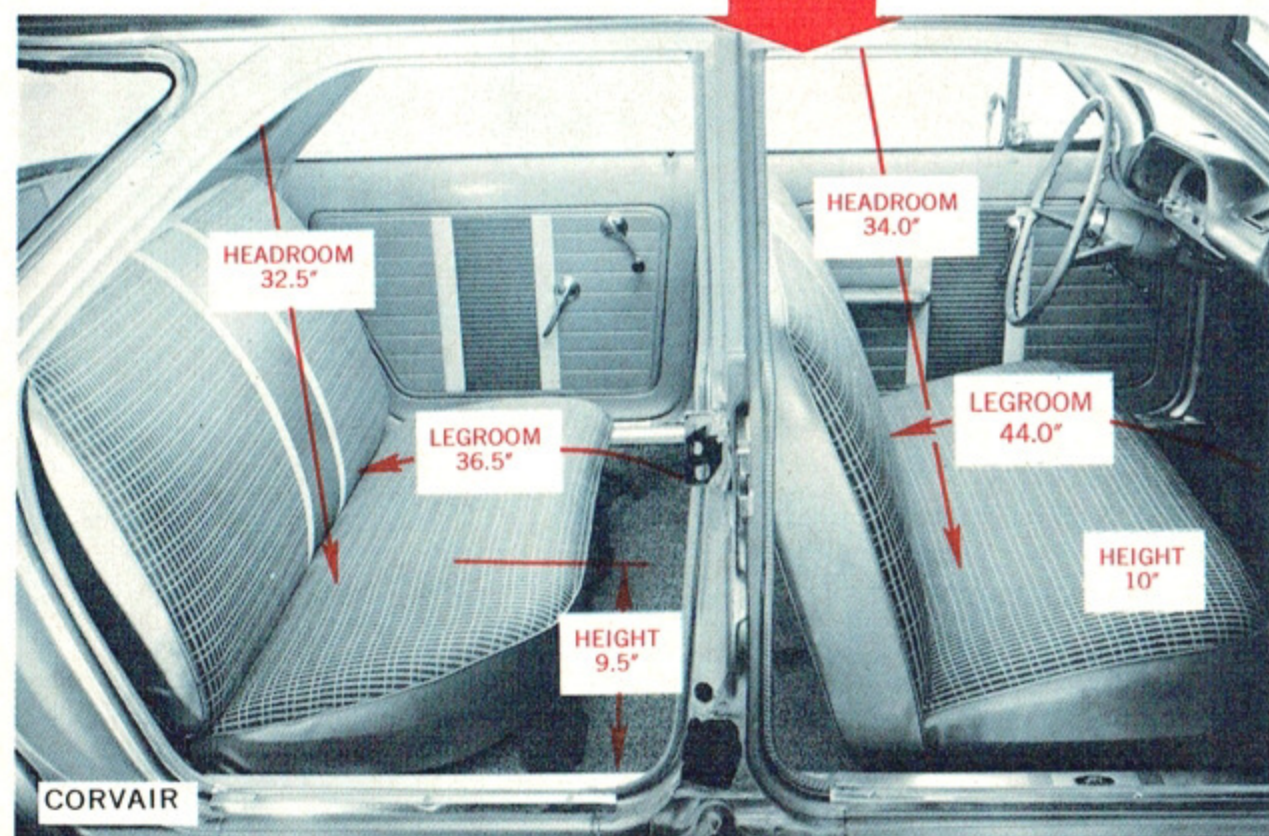
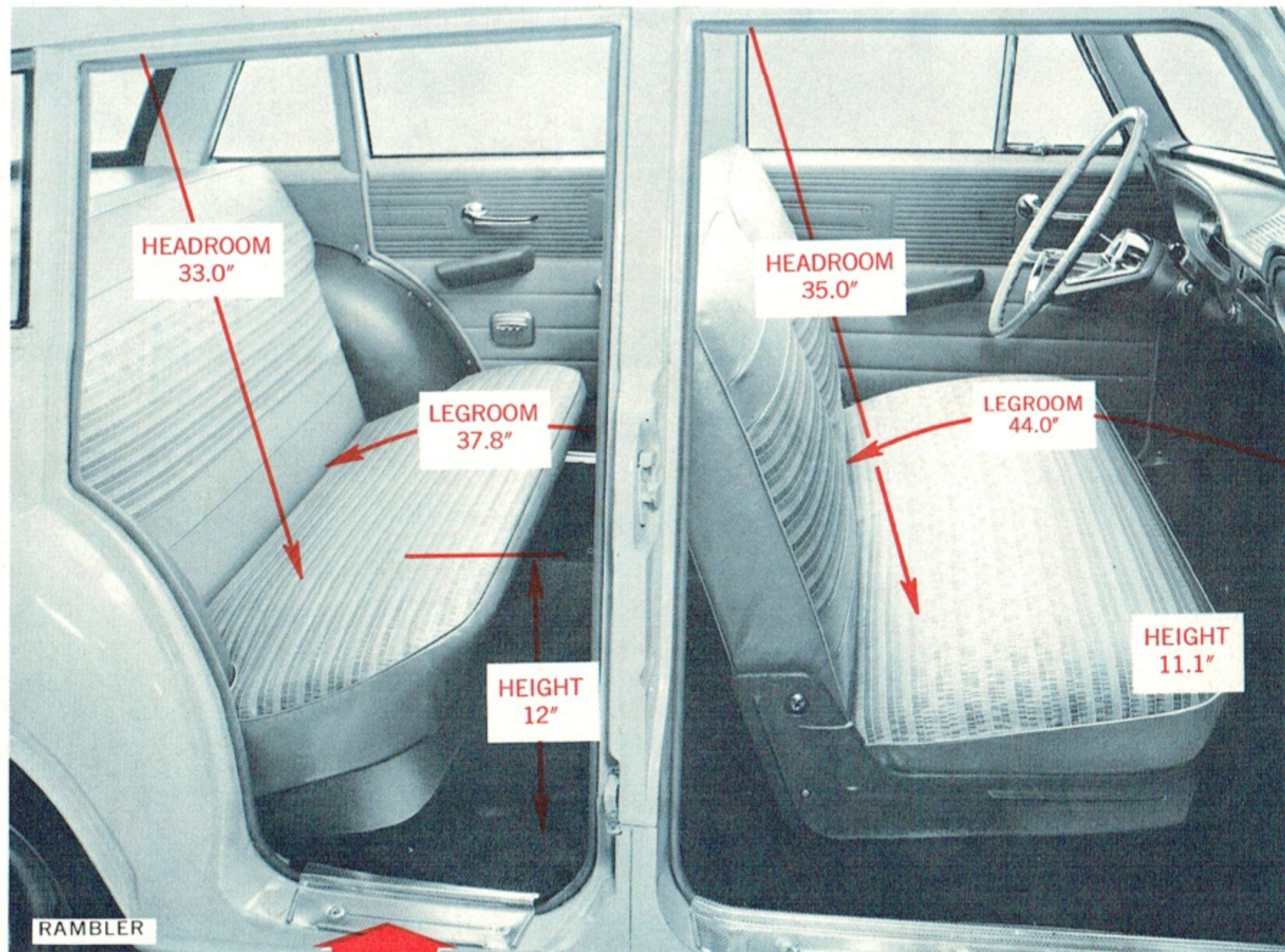
CHEVY II station wagon is more than 14 inches longer than Rambler American. The smaller tires and single-leaf rear springs reduce cargo capacity.

Station Wagon dimensions shown are over-all and ground-to-tailgate heights.





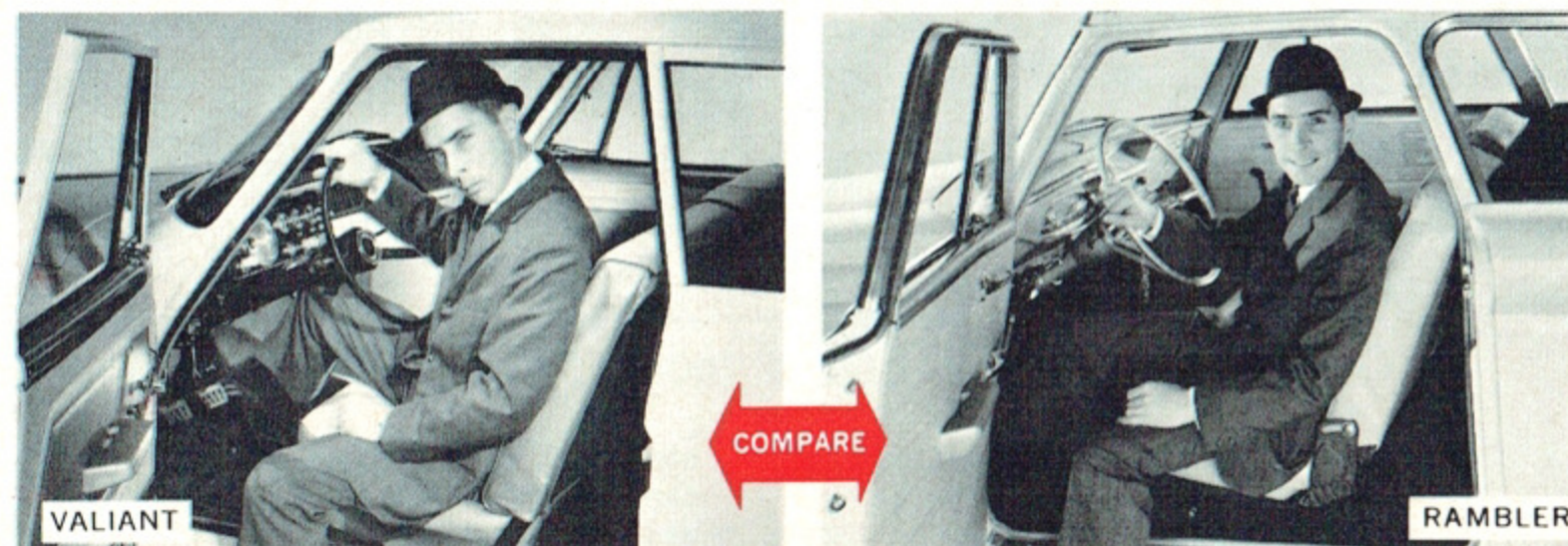
# Dr. X-Ray checks interiors



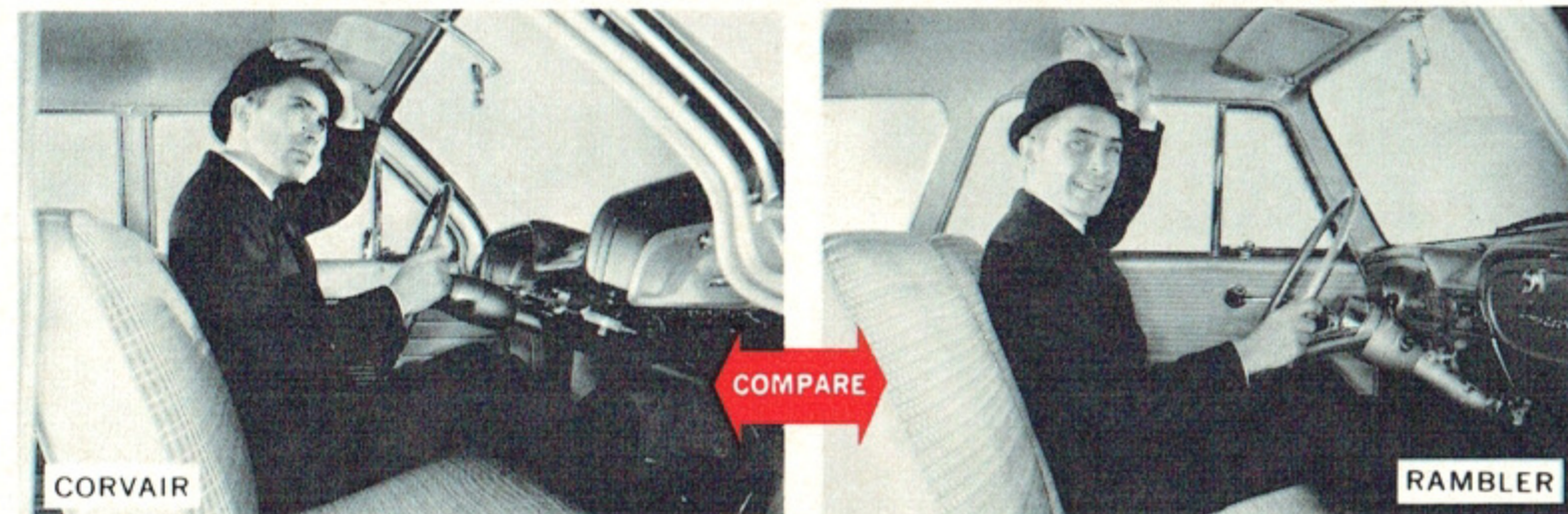
The illustration above is of the 1962 Rambler American 4-door sedan. It shows the headroom, legroom and the height of seats from the floor—all important comfort dimensions.

Contrast the same vital dimensions in the Corvair 4-door sedan illustration at the left. Corvair's smaller headroom, lesser legroom and lower seat heights reduce riding comfort, especially for tall passengers. Notice the more comfortable room provided by the interior dimensions of Rambler American.

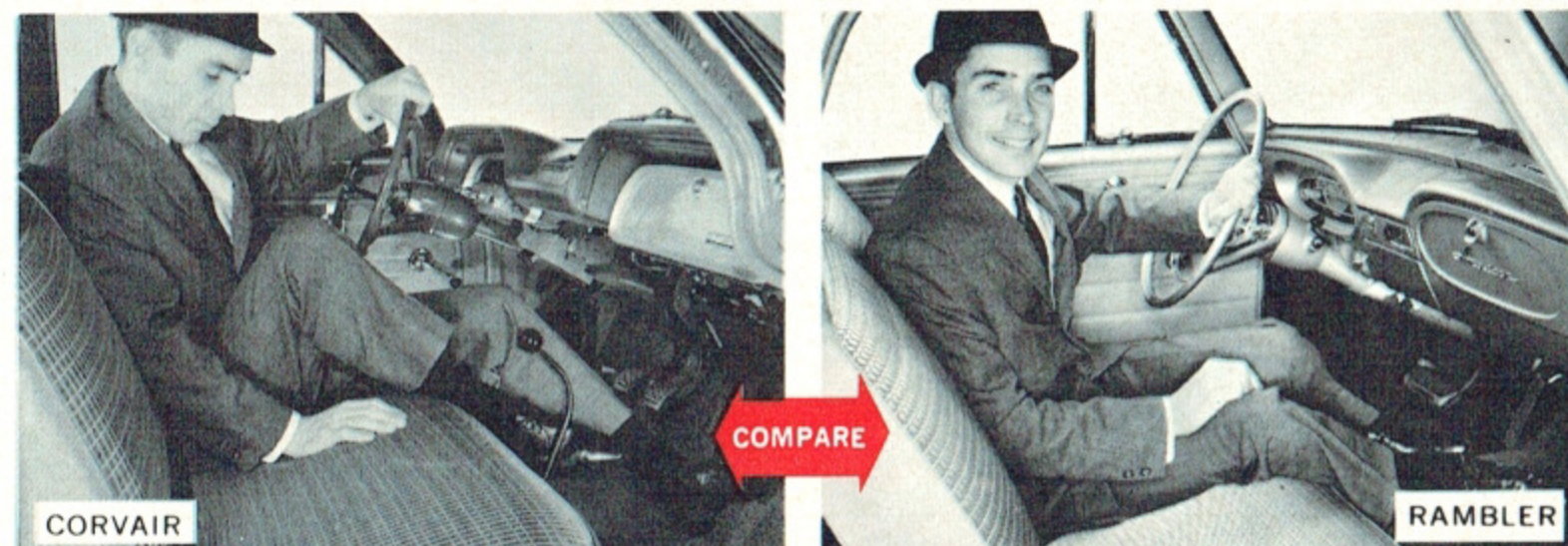
You want family-size room in the economy compact you drive . . . ample hiproom, legroom, headroom—comfortable seat height. And you want features that add to the pleasures of driving. X-Ray checks the 1962 economy compacts on all important interior dimensions to find out how they compare for comfort. Here is information that will help you derive extra driving pleasure throughout every mile you own your car.



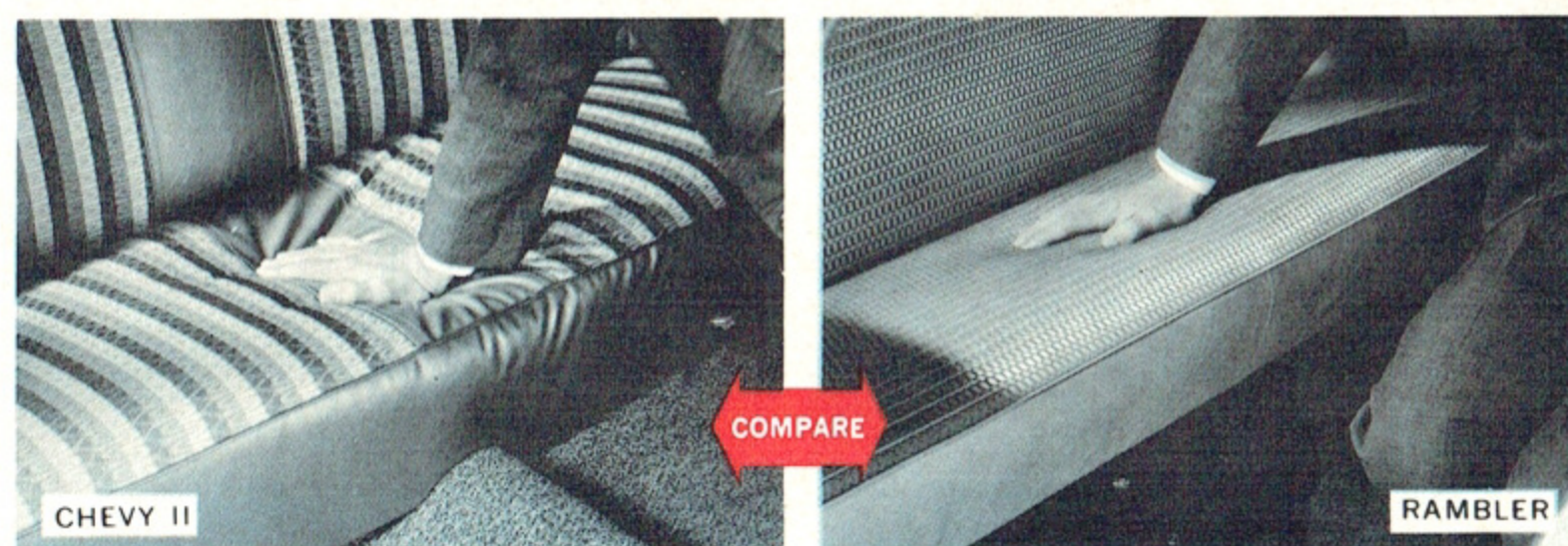
Rambler American's high, wide doors and level front floor make entrance and exit easy. Contrast Valiant and Lancer's narrow width and low height that make getting in and out awkward and difficult.



Rambler American actually has a full inch more front seat headroom than Chevrolet Corvair. This additional "high-hat" headroom, plus the American's deep, soft seat-cushions mean extra comfort.



Exiting on the curb side is safer but Corvair's floor shift makes this a tricky maneuver. Comfort of the middle passenger is also impaired. Compare the convenience of Rambler's column-mounted shift lever.

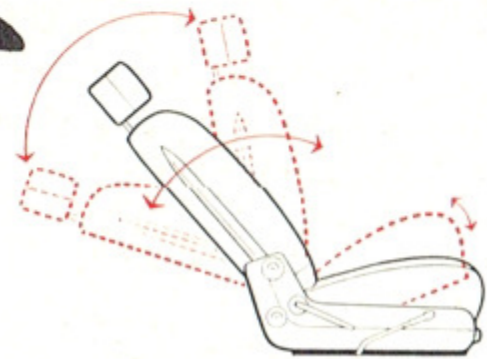


Check cushion thickness of Chevy II and Rambler American. You'll be amazed at the difference. Chevy's seat with zig-zag springs is thin and shallow, particularly over drive-shaft hump. Rambler American's coil seat springs offer greater comfort for every passenger.





# Dr. X-Ray checks comfort



Passenger comfort is of paramount importance in determining car value. What does each car in the economy compact field offer in lessened driver and passenger fatigue . . . in personalized comfort . . . proper seating posture . . . in real family living room? Dr. X-Ray checks to find out.

## RAMBLER AMERICAN—OFFERS TRUE PERSONALIZED COMFORT!

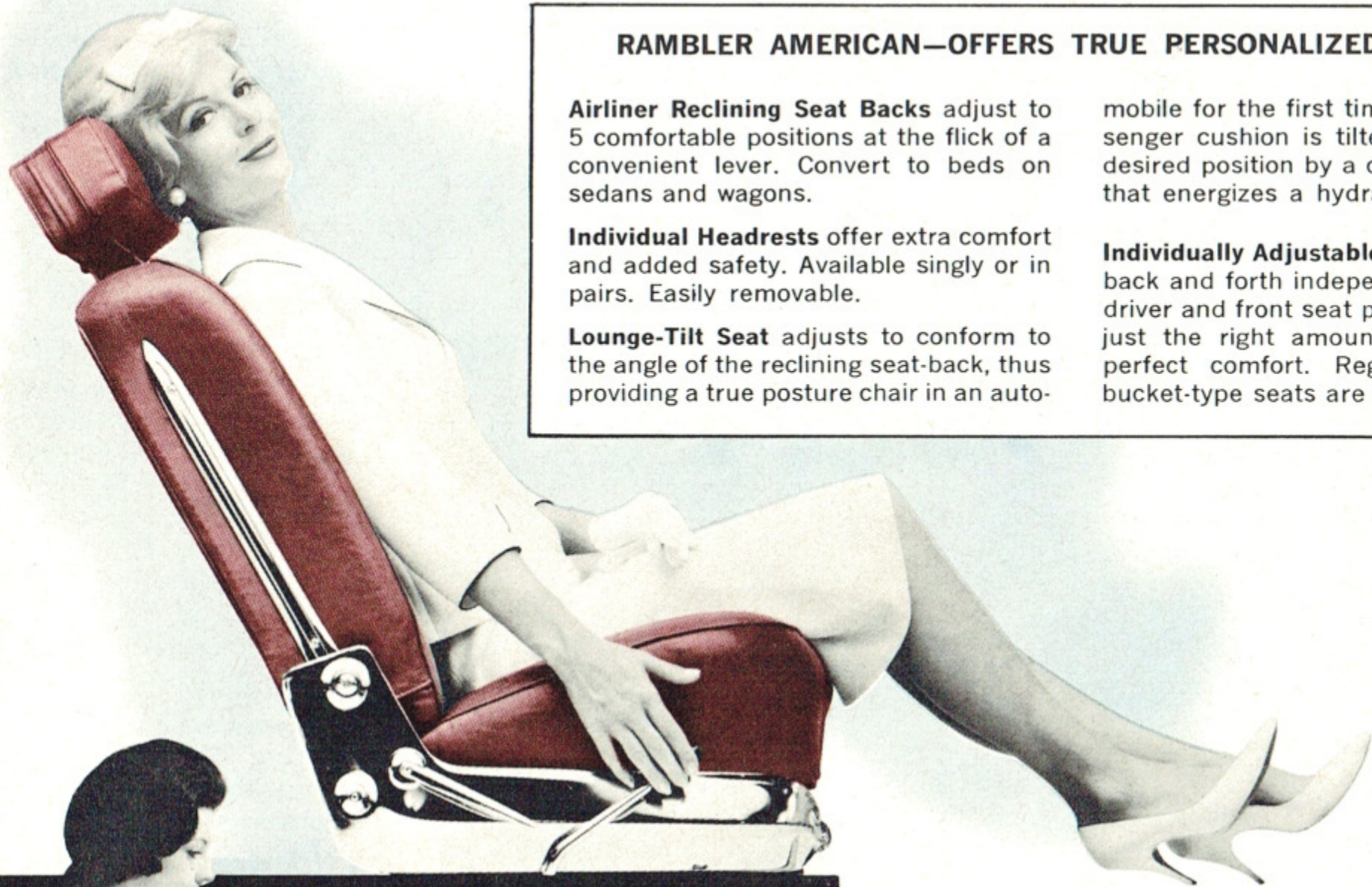
**Airliner Reclining Seat Backs** adjust to 5 comfortable positions at the flick of a convenient lever. Convert to beds on sedans and wagons.

**Individual Headrests** offer extra comfort and added safety. Available singly or in pairs. Easily removable.

**Lounge-Tilt Seat** adjusts to conform to the angle of the reclining seat-back, thus providing a true posture chair in an auto-

mobile for the first time. The front passenger cushion is tilted upward to the desired position by a convenient handle that energizes a hydraulic cylinder.

**Individually Adjustable Front Seats** glide back and forth independently to enable driver and front seat passenger to enjoy just the right amount of legroom for perfect comfort. Regular contour or bucket-type seats are offered.

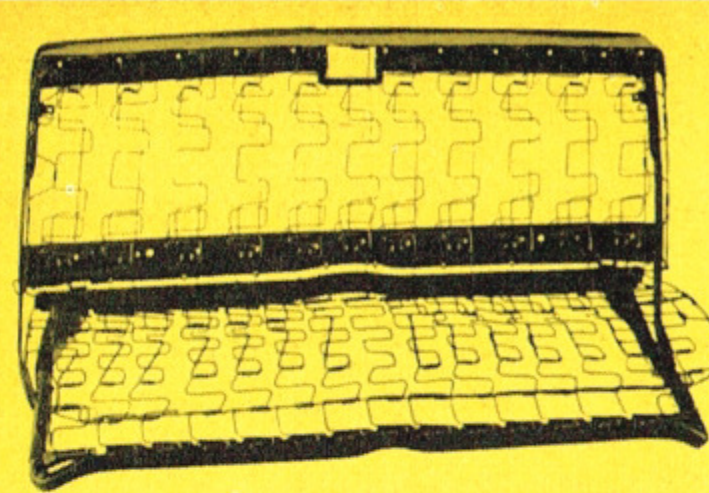


RAMBLER

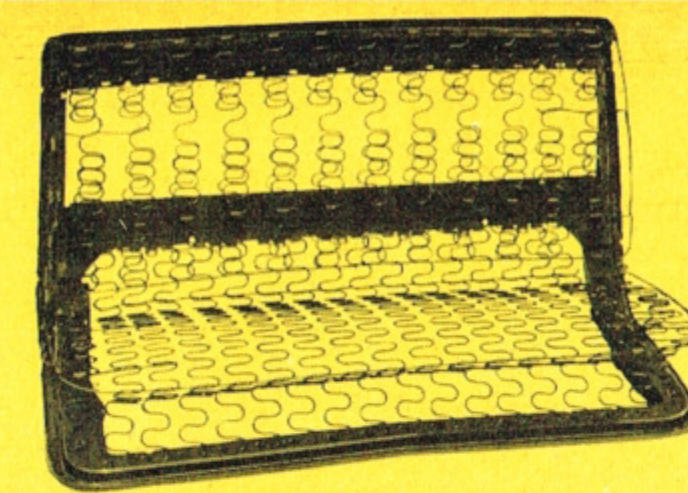


OTHERS

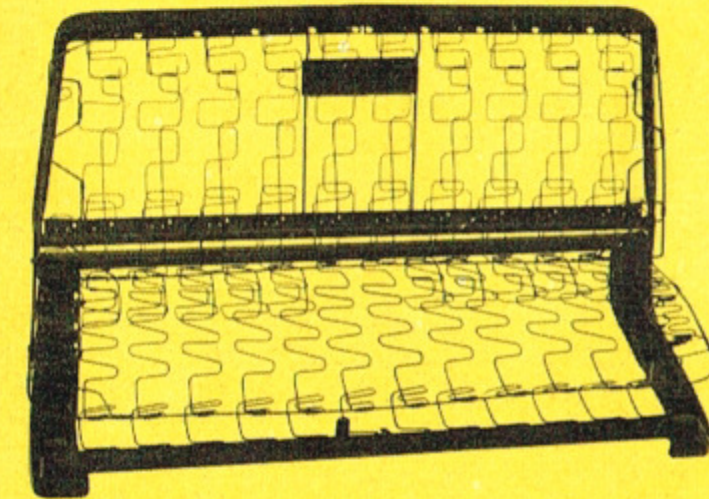
Compare the personalized seating comfort that is available on all 1962 Ramblers with the fixed, upright posture that passengers in most other compact cars must undergo. Early fatigue is often the result. The front seats cannot be adjusted individually for the short driver and tall passenger. The seatbacks are straight and rigid . . . zig-zag seat springs instead of full-coils. Knee position is often awkward and cannot be changed.



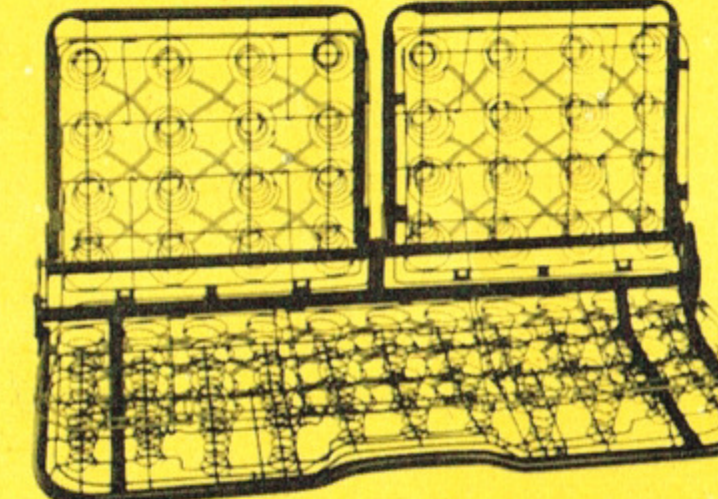
FALCON zig-zag seat spring construction



CORVAIR zig-zag seat spring construction



VALIANT zig-zag seat spring construction



RAMBLER Deep-Coil seat construction

Note the difference in seat construction between Rambler American and the other economy compacts as illustrated. Rambler All-Coil front and rear seat springs are silent (rubber-coated cushion springs) and soft . . . increase riding comfort. The others still use zig-zag, "Army-bunk" seat springs.



CHEVY II



RAMBLER

COMPARE

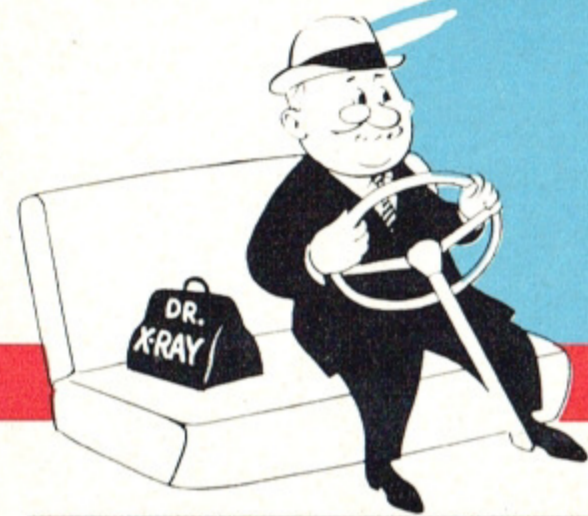
Without the convenience of Airliner Reclining Seats, a long trip with small children in a Chevy II and most other economy compacts could be a nightmare for parents. The kiddies have no opportunity to enjoy a restful nap like they do in a Rambler.

A restful nap couch is but one of the many uses to which Airliner Reclining Seats can be adapted to in Rambler American sedans and station wagons. The children—and older folks, too—can relax and nap the miles away . . . arrive at their destination refreshed.

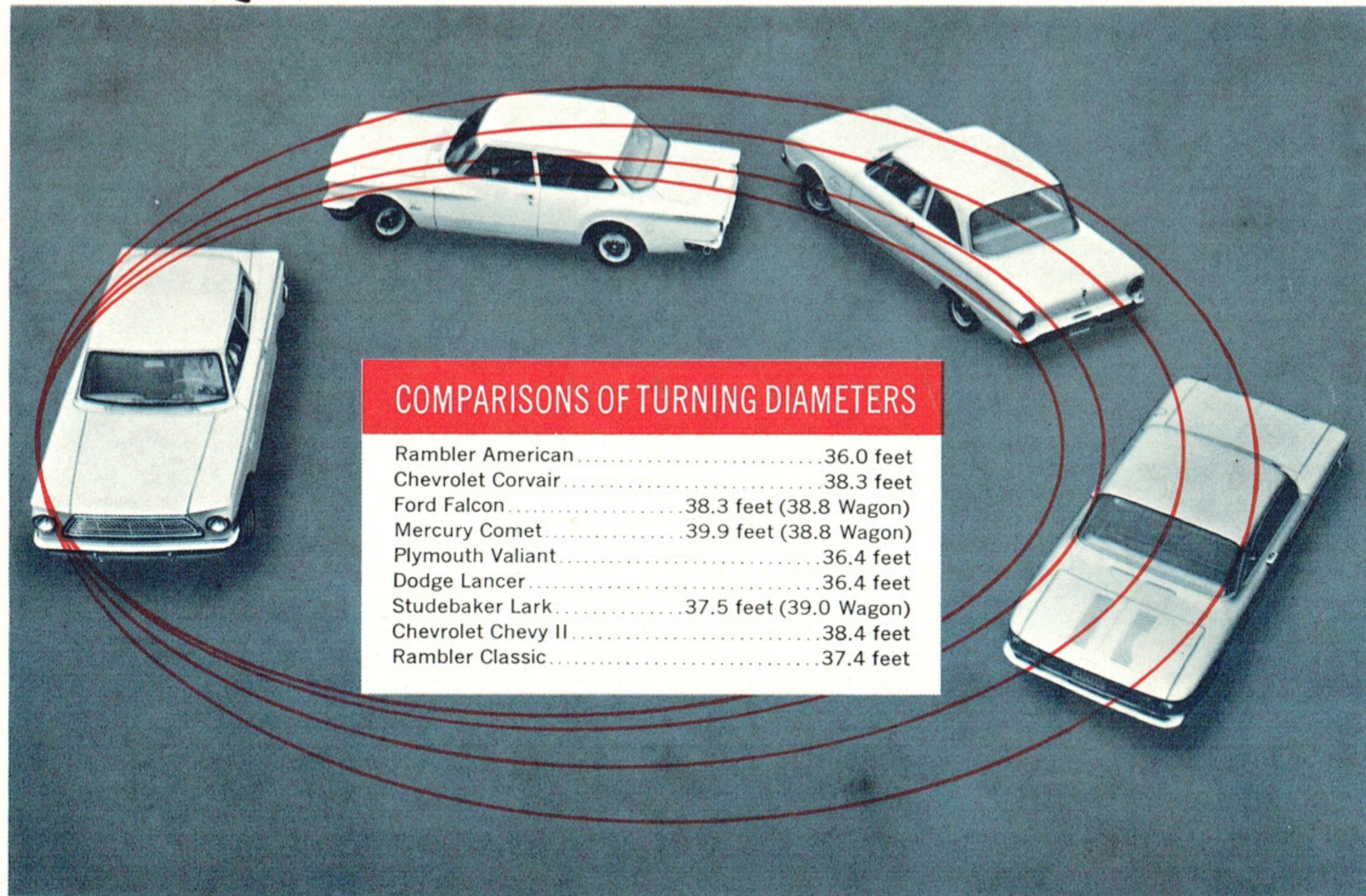
## BOX SCORE ON ROOM AND COMFORT

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II	Rambler CLASSIC
Front Door—Top to Ground Height	50.7	46.5	49.3	49.3	49.2	49.2	51.5	50.5	51.0
Headroom, Front and Rear	35.0, 33.0	34.0, 32.5	34.2, 33.0	34.2, 32.7	33.6, 33.1	33.6, 33.1	36.0, 35.0	35.0, 33.5	36.0, 34.5
Legroom, Front and Rear	44.0, 37.8	44.0, 36.5, 4-Dr. 32.0, 2-Dr.	43.4, 39.3	43.4, 39.3	42.8, 39.8	42.8, 39.8	44.3, 39.0	43.5, 38.5	43.6, 40.3
Shoulder Room, Front and Rear	51.5, 49.8	54.0, 52.0	55.3, 55.1, 4-Dr. 54.8, 2-Dr.	55.3, 55.1, 4-Dr. 54.8, 2-Dr.	54.0, 54.1	54.0, 54.1	55.4, 55.0	55.5, 55.5	58.1, 58.5
Hiproom, Front and Rear	58.0, 45.3	58.5, 57.0	57.1, 57.0, 4-Dr. 56.5, 2-Dr.	57.1, 57.0, 4-Dr. 56.5, 2-Dr.	56.8, 56.9	56.8, 56.9	59.5, 59.4	59.0, 59.0	59.7, 60.4
Seat Height, Front and Rear	11.1, 12.0	10.0, 9.5	11.5, 14.2	11.5, 14.2	11.2, 13.7	11.2, 13.7	11.5, 11.3	12.0, 13.0	10.0, 13.9
Seat Adjustment, Front	6.0	4.0	4.0	4.0	4.5	4.5	5.9	4.0	6.0
Steering Wheel to Cushion and Back	5.2, 13.8	5.0, 17.5	5.5, 13.0	5.5, 13.0	6.0, 14.6	6.0, 14.6	6.4, 15.0	5.5, 17.0	5.9, 14.0
Reclining Seats, Optional	Yes	No	No	No	No	No	Yes	No	Yes
Lounge-Tilt Seat, Optional	Yes	No	No	No	No	No	No	No	Yes
Headrests, Optional	Yes	No	No	No	No	No	Yes	No	Yes
Seat Springs, Cushion and Back	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Coil	Zig-Zag	Coil
Gear Shift Location	Post	Floor	Post	Post	Post	Post	Post	Post	Post

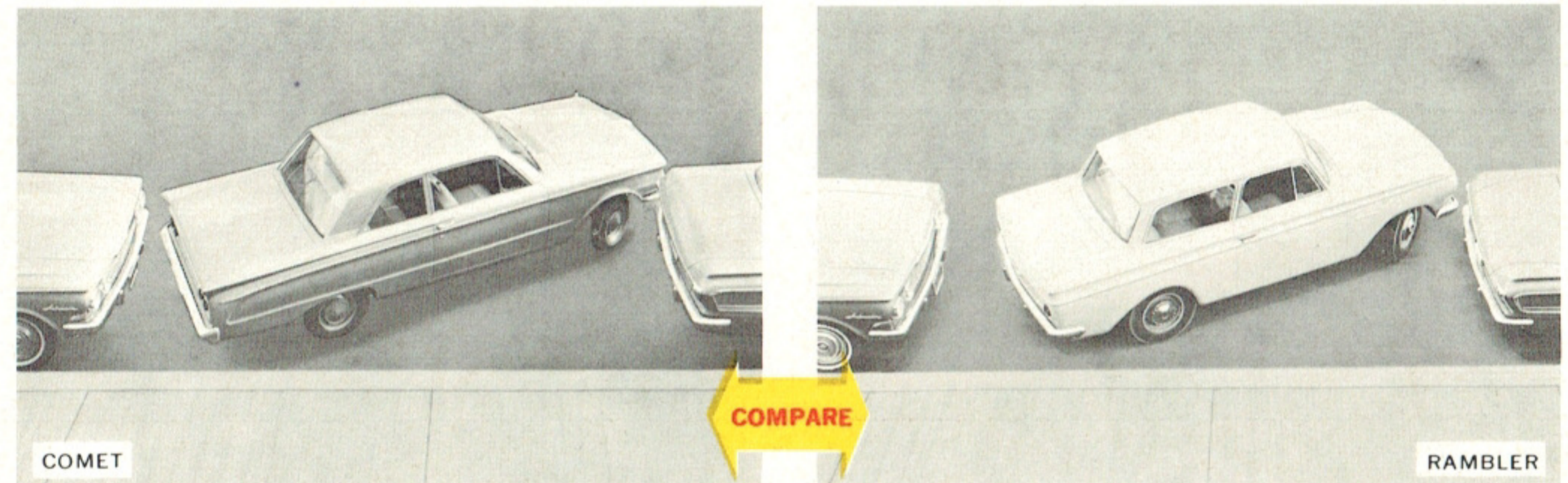




# Dr. X-Ray checks on maneuverability

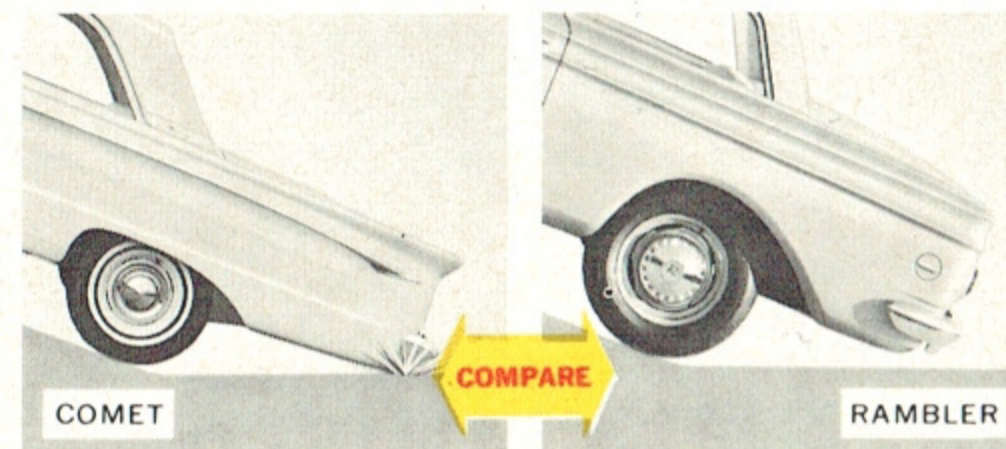


Ease of turning, parking, handling are to be expected in an economy compact car. But here again, there are relative values. These pages prove that Rambler out-turns and out-parks the others and still offers superior road clearance.

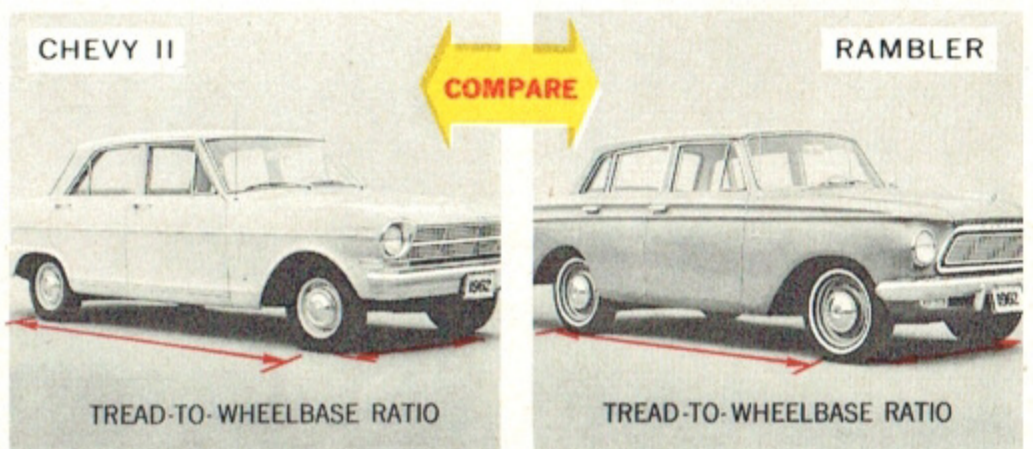


COMET  
With 194.8 inches of overall length and an excess of protruding sheet metal front and rear, the Mercury Comet, like other economy compacts, is hard to park in tight spots.

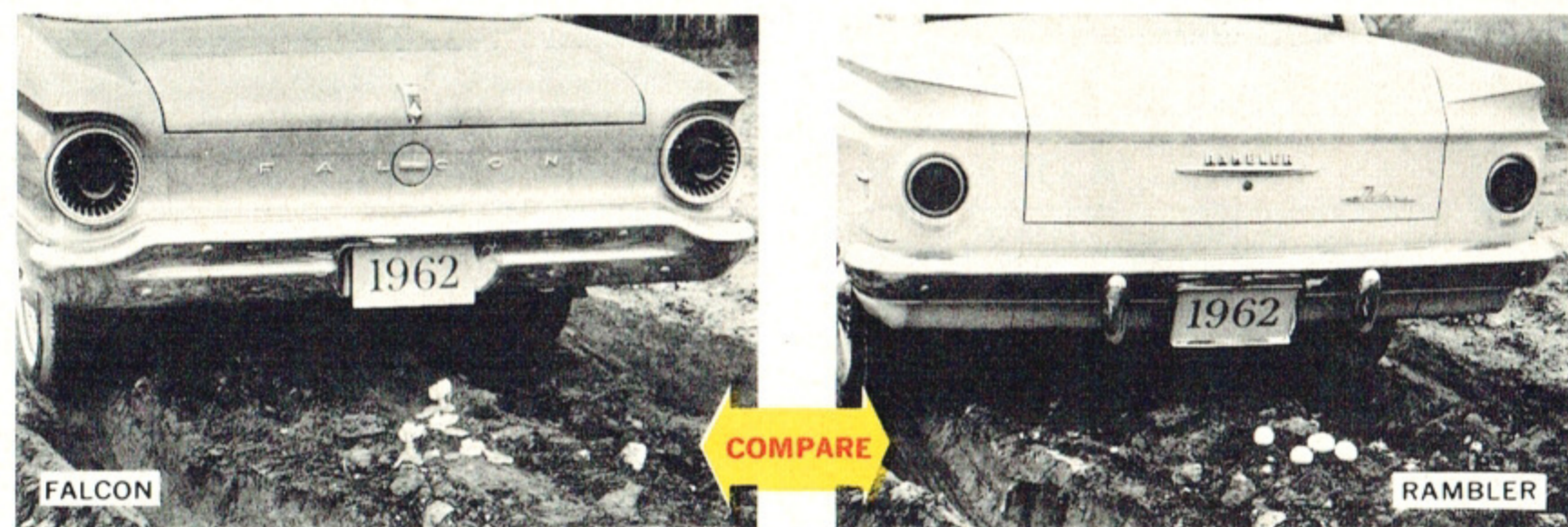
RAMBLER  
Rambler American's compact 173.1 inches of overall length and trim body design lets it park in places too small for other cars. The American is America's most compact car.



COMET  
Rear-body overhang is important in determining a car's ability to negotiate steep driveways or garage ramps without scraping the rear underbody. Contrast the American's overhang of only 44.8 inches with Comet's 50 inches.



CHEVY II  
RAMBLER  
TREAD-TO-WHEELBASE RATIO  
The ratio of a car's front-tread width to its wheelbase is an important factor in determining stability, cornering and handling ease. Rambler American's ratio of .546 to 1, as compared to Chevy II's .516 to 1, indicates superior stability.

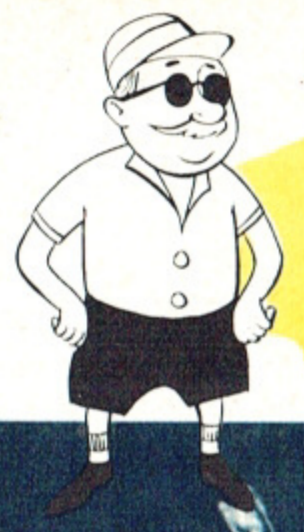


FALCON  
RAMBLER  
The egg-test graphically shows Rambler American's superior road clearance over Falcon and other economy compacts. Both cars were driven over eggs placed on a rutted road. The American passed over without disturbing a single egg. "Scrambled eggs" resulted from Falcon's passing. The American's 6.4 inches of road clearance—more than most compacts in its price class—is a real boon when driving on high-crowned or rutted roads.

## BOX SCORE ON MANEUVERABILITY

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II	Rambler CLASSIC
Sedans and Wagons									
Wheelbase	100.0	108.0	109.5	114.0, 109.5	106.5	106.5	109, 2-Dr. 113, 4-Dr. & Wag.	110.0	108.0
Length	173.1	180.0	181.1, 189.0	194.8, 191.8	184.2	188.8	184, 2-Dr. 188, 4-Dr. 187, 4-Dr. Wag.	183.0, 187.4	190.0
Width	70.0	67.0	70.6	70.4	70.4	72.3	71.3	70.8	72.4
Turning Diameter, Feet	36.0	38.3	38.3, 38.8	39.9, 38.8	36.4	36.4	37.5, 39.0	38.4	37.4
Tread, Front and Rear	54.6, 55.0	54.5, 54.5	55.0, 54.5	55.0, 54.5	55.9, 55.6	55.9, 55.6	57.4, 56.6	56.8, 56.3 Sed. 56.3, 55.8 Wag.	58.1, 58.0
Front Tread to Wheelbase Ratio (high best)	.546:1	.505:1	.502:1	.483:1, .502:1	.525:1	.525:1	.527:1, .508:1	.516:1, .511:1	.538:1
Tire Size	6.00 x 15 6.50 x 15 Opt.	6.50 x 13 7.00 x 13 Wag.	6.00 x 13 6.50 x 13 Wag.	6.00 x 13 6.50 x 13 Wag.	6.50 x 13	6.50 x 13	6.00 x 15 6.50 x 15 Opt.	6.00 x 13 6.50 x 13 Conv., Wag.	6.50 x 15 6.70 x 15 Opt.
Power Steering, Optional	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Power Brakes, Optional	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Ground Clearance, Minimum	6.4	6.0	5.9	5.9	5.5	5.5	7.0	6.0	7.0
Rear-Body Overhang	44.8	41.7	42.3, 50.2	50.0, 51.5	48.5	49.4	46.0, 45.2	46.0, 50.4	49.5



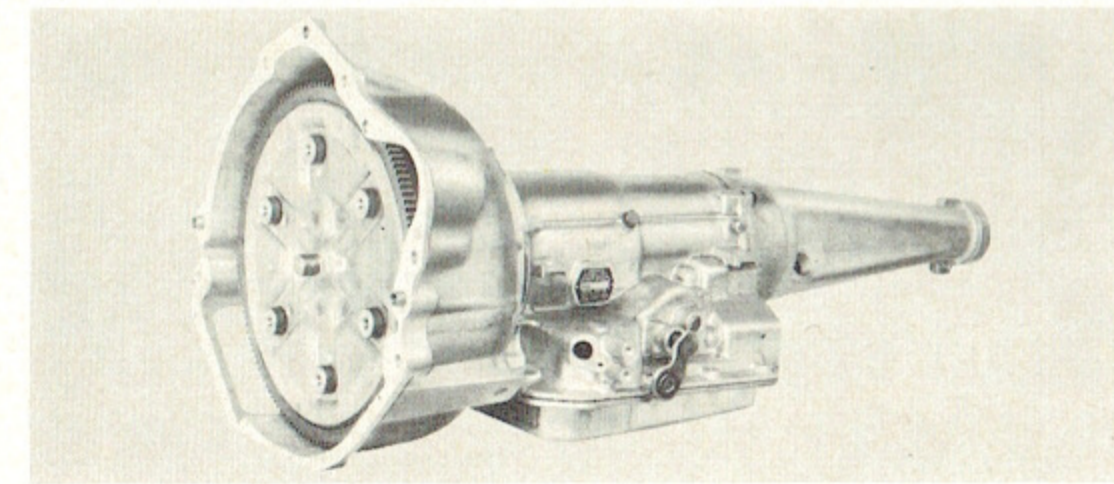
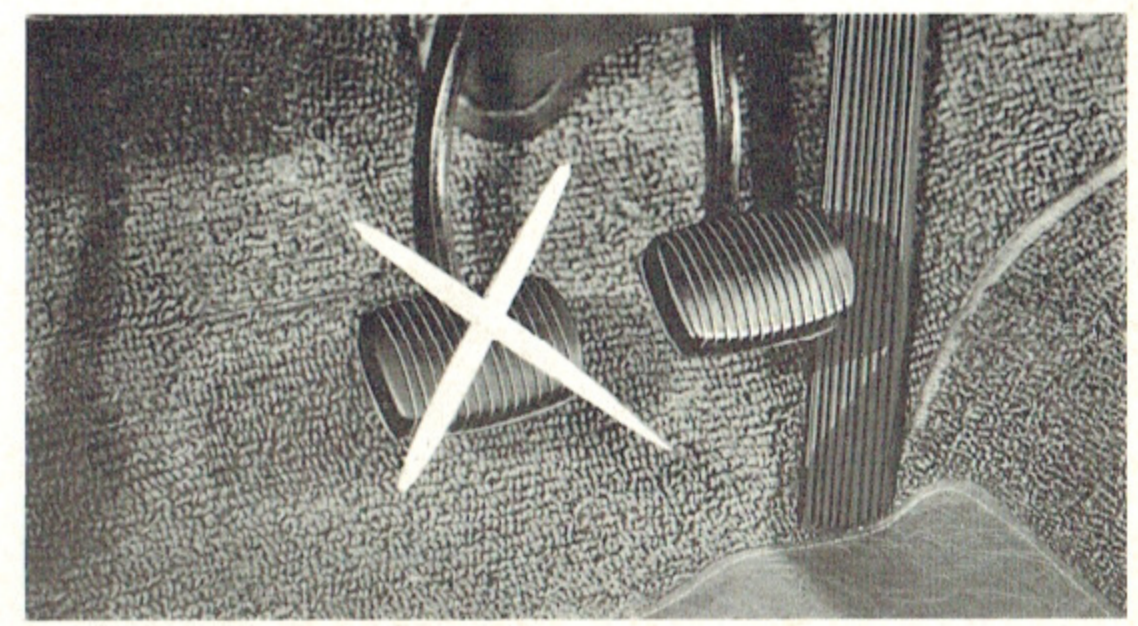


# Dr. X-Ray checks economy and performance

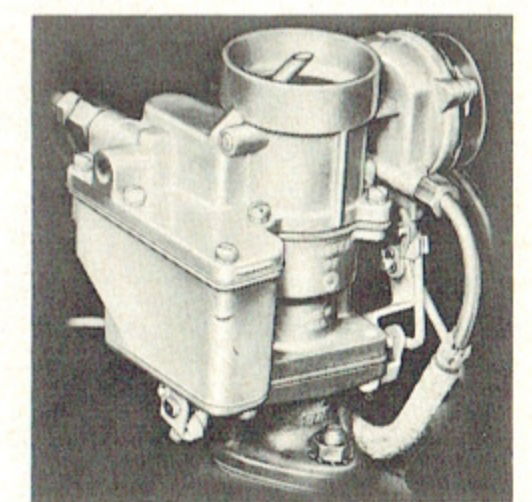


Rambler holds more officially-sanctioned economy run awards than all other compact cars combined. Shown are the major trophies won by Rambler in recent years.

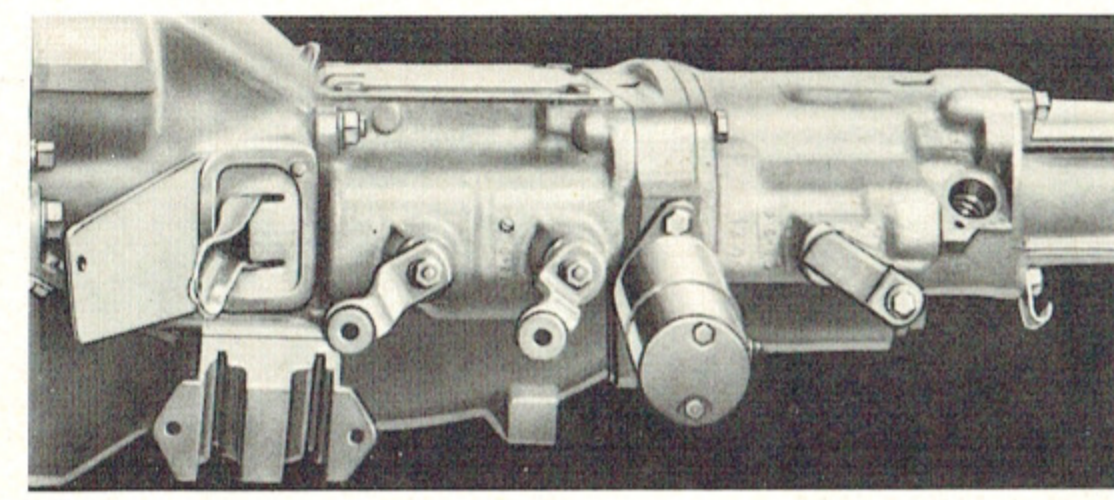
Only the 1962 Rambler American—of all U.S.-built cars—offers the option of the new E-STICK NO-CLUTCH-PEDAL TRANSMISSION. This advanced transmission offers the precise control, economy and fun of personal shifting, without the inconvenience of a clutch pedal. It gives virtual automatic shifting at about 1/3 the cost of fully automatics. E-Stick is available with either standard or optional overdrive, thereby providing the Rambler American with 5 distinct transmission choices to meet every need and desire. No other car offers so many. Optional.



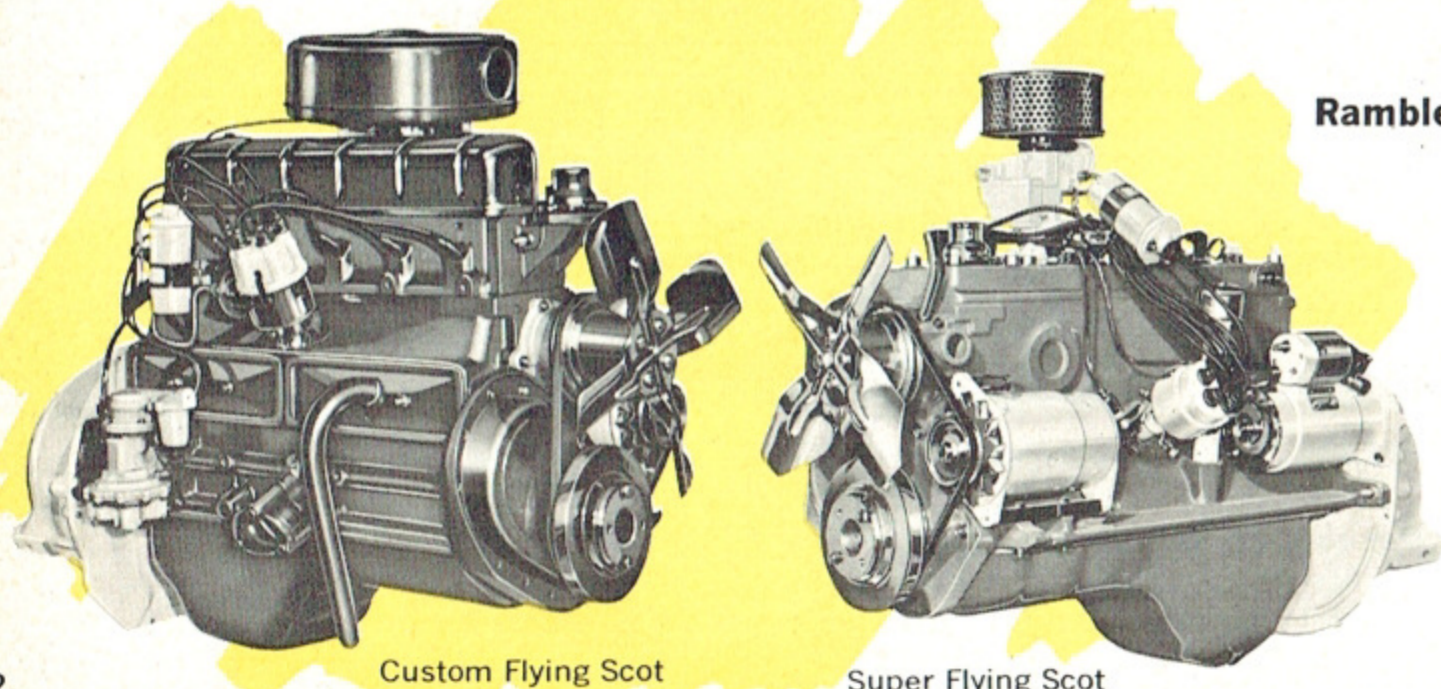
Rambler American Flash-O-Matic is a fully-automatic, 3-speed transmission (not 2-speed) combining torque converter and gear box. The unit is new and improved for 1962. Cast-aluminum alloy housing saves weight and provides top cooling efficiency. Optional.



Rambler American's single-throat carburetor seldom requires adjustment. Corvaire uses twin carburetors that require periodic synchronized adjustment for best engine efficiency. Chevy II (4-cyl.) and Falcon use manual choke—American, automatic choke.



Only Rambler and Lark in the economy-compact field offer fuel-saving Overdrive transmission. Overdrive reduces engine speed 30% for quieter, more economical driving and longer engine life. Optional.



## Rambler American Offers A Choice Of Two High-Economy, High-Performance 6-Cylinder Engines

At left, the 90-H.P. L-Head Super Flying Scot provides an unusual combination of smooth, quiet performance and record-breaking gasoline mileage—standard on Deluxe and Custom models. The 125-H.P. Overhead Valve Custom Flying Scot, with top economy and higher horsepower is standard on American "400" models—optional at low cost on Deluxe and Custom models. Oil filters are standard.

## BOX SCORE ON ENGINE AND MECHANICAL

	Rambler* AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II—4, 6	Rambler CLASSIC
Six-Cylinder Models									
Displacement, Cu. In., Std. and Opt.	195.6	145	144, 170	144, 170	170, 225	170, 225	169.6	153, 194	195.6
Bore and Stroke, Std. and Opt.	3.13 x 4.25	3.44 x 2.60	3.50 x 2.50 3.50 x 2.94	3.50 x 2.50 3.50 x 2.94	3.40 x 3.13 3.40 x 4.13	3.40 x 3.13 3.40 x 4.13	3.00 x 4.00	3.88 x 3.25 3.56 x 3.25	3.13 x 4.25
Compression Ratio, Std. and Opt.	8.0:1, 8.7:1	8.0:1, 9.0:1	8.7:1	8.7:1	8.2:1	8.2:1	8.25:1	8.5:1	8.7:1
Horsepower @ RPM, Std.	90 @ 3800	80 @ 4400	85 @ 4200	85 @ 4200	101 @ 4400	101 @ 4400	112 @ 4500	90 @ 4000	127 @ 4200
Horsepower @ RPM, Opt.	125 @ 4200	102 @ 4400	101 @ 4400	101 @ 4400	145 @ 4000	145 @ 4000	—	120 @ 4400	138 @ 4500
Torque @ RPM, Std.	160 @ 1600	128 @ 2300	134 @ 2000	134 @ 2000	155 @ 2400	155 @ 2400	154 @ 2000	152 @ 2400	180 @ 1600
Torque @ RPM, Opt.	180 @ 1600	134 @ 2900	156 @ 2400	156 @ 2400	215 @ 2800	215 @ 2800	—	177 @ 2400	185 @ 1800
Curb Weight, 4-Door Sedan, lbs. (with Heater)	2619, 2704	2495	2408, 2414	2566, 2572	2640, 2610	2675, 2645	2919	2570, 2665	3006
Weight per HP, Std. (low best)	29.10	31.19	28.33	30.19	26.14	26.49	26.06	28.56	23.67
Weight per HP, Opt. (low best)	21.63	24.46	23.90	25.47	18.00	18.24	—	22.21	21.78
Automatic Choke	Yes	Yes	No	Yes	Yes	Yes	Yes	No (Yes, 6)	Yes
Gas Tank, Gallons	20	14	14	14	14	14	18	16	20
'61 Pure Oil Economy Trials, MPG	26.859*	24.854	23.080	—	—	19.897 Opt. Eng.	22.201	—	—
Overdrive Optional	Yes	No	No	No	No	No	Yes	No	Yes
Automatic Clutch (E-Stick), Opt.	Yes	No	No	No	No	No	No	No	No
Auto. Trans. Speeds and Park	3, Yes	2, No	2, Yes	2, Yes	3, Yes	3, Yes	3, Yes	2, Yes	3, Yes

\*125 HP Std. on "400," Opt. on Deluxe and Custom

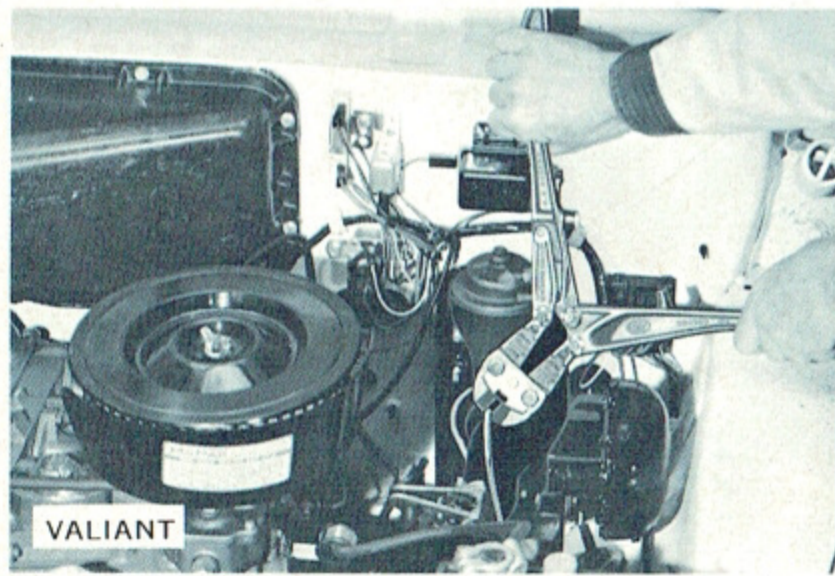




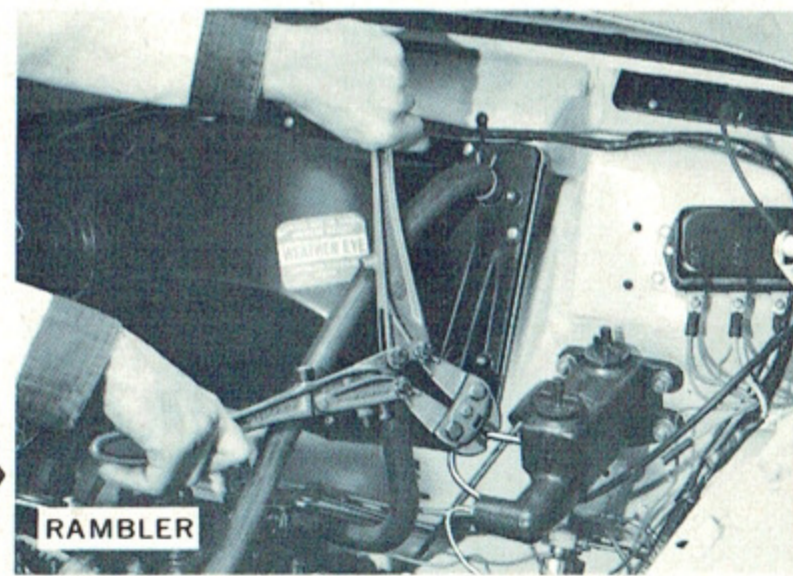
# Dr. X-Ray checks safety

Safety is of paramount consideration in the purchase of a motor car. X-Ray proves that all Rambler models offer more built-in safety features at no extra cost than any other economy compact. Only Rambler (and Cadillac!) has Self-Adjusting, Double-Safety Brake System . . . tandem master cylinders—one for front brakes, the other for rear. If one system is damaged,

the other still works. The illustration at the right gives dramatic evidence of this *extra* safety. The brake feed line on an American and two competitive compacts was cut; the cars were sent speeding toward a paper barrier. On signal, the brakes on all 3 cars were applied. With its Double-Safety Brake System, the American stopped safely and surely. The others smashed the barrier.



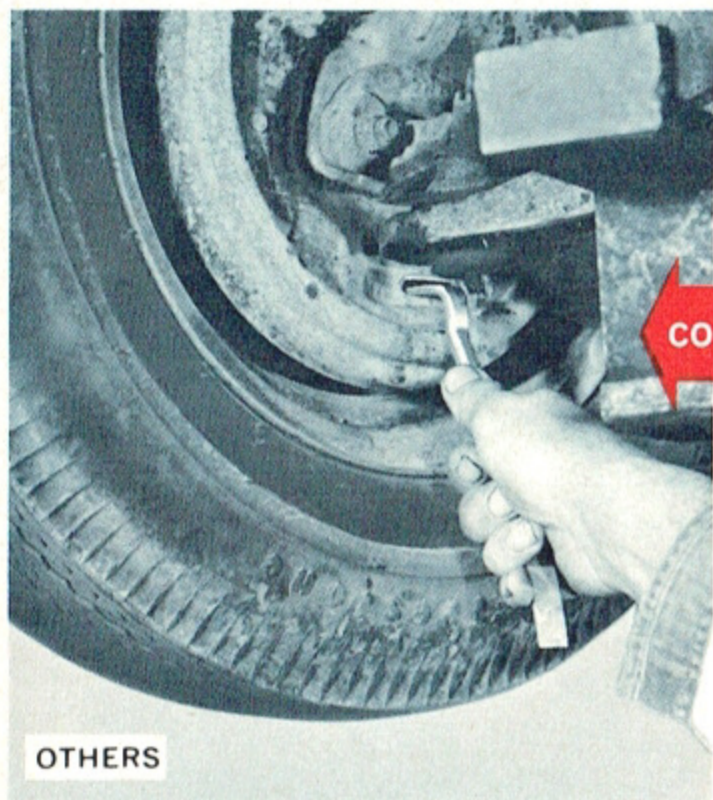
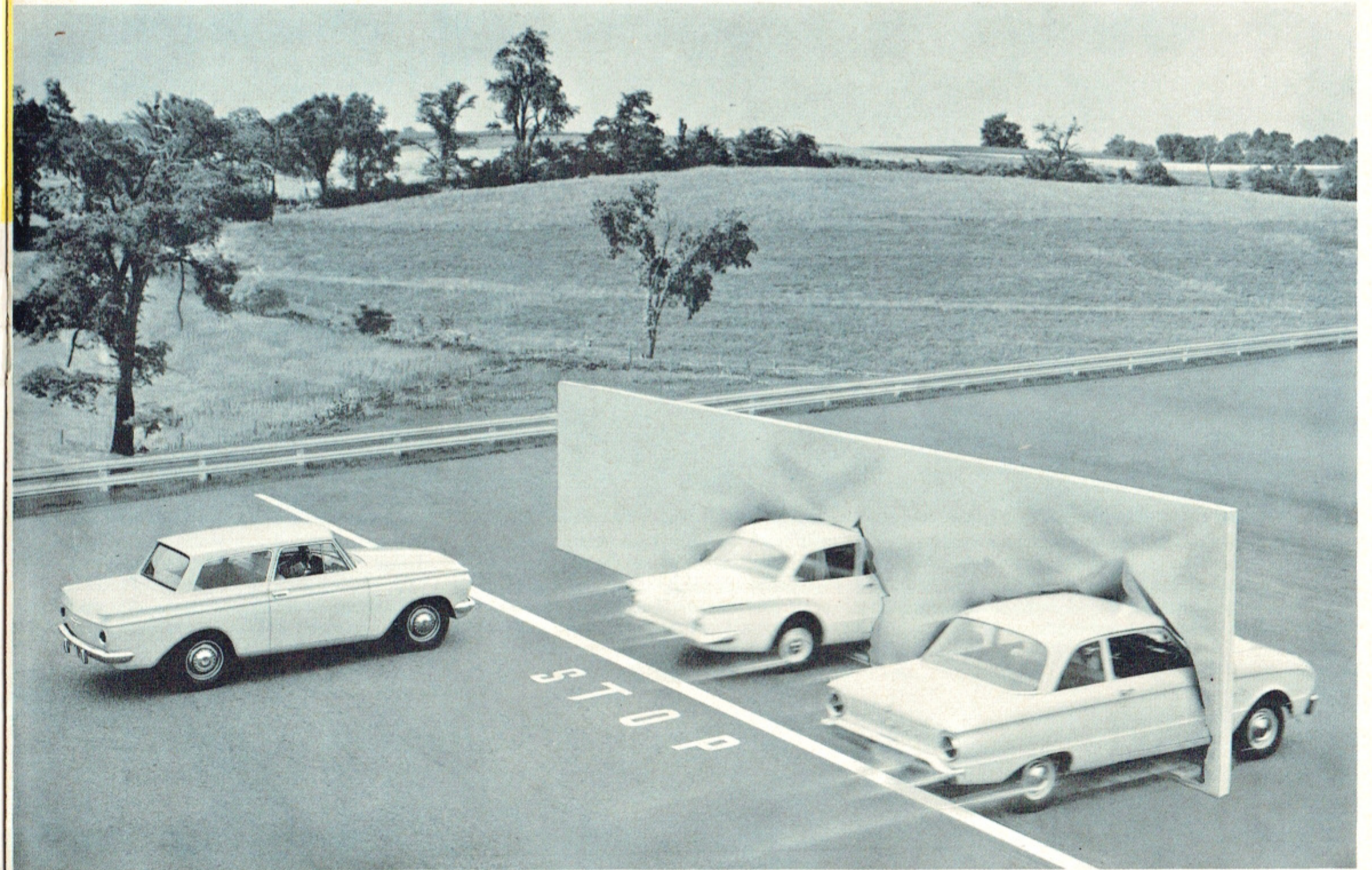
VALIANT  
Mechanic cuts Valiant hydraulic brake line before start of demonstration. The Valiant brake pedal is rendered useless when applied.



RAMBLER  
The front hydraulic brake line on the American is similarly cut. But the rear brake line still works to bring the car to a quick, sure stop.



Rambler American, Valiant and Falcon at starting line before heading for the paper barrier.



OTHERS

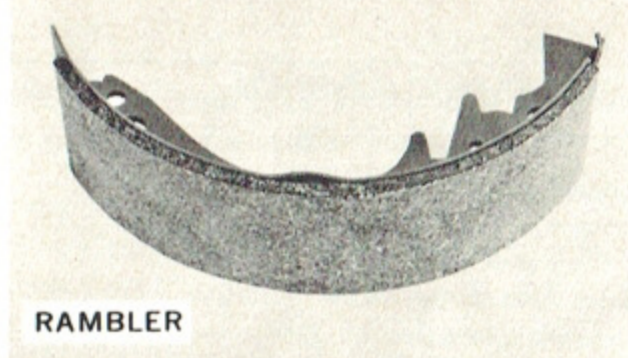


RAMBLER



OTHERS

Falcon and Comet still use riveted brake linings that can result in scored drums when linings wear.



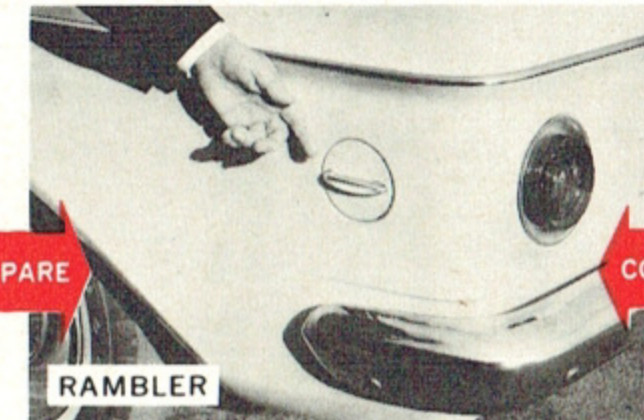
RAMBLER

Rambler American *bonded* brake linings last longer than old-fashioned riveted linings without danger of scored drums.

Only Rambler American in the entire economy compact field offers time-saving, money-saving, trouble-saving Self-Adjusting brakes as standard equipment at no extra cost. The brakes on other compacts require adjustment by a mechanic at periodic intervals. Here is more proof of the extra value and extra safety that belongs to Rambler.



FALCON



RAMBLER



CORVAIR

Gas tank construction and location is a safety consideration. Falcon's 14-gallon tank serves as the floor of the trunk compartment . . . Corvaire's

front tank location could be a hazard. Rambler American's 20-gallon tank is rear-positioned below the floor for greatest safety.

## BOX SCORE ON SAFETY

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II—4, 6	Rambler CLASSIC
Sedans and Wagons									
Double-Safety Brake System—Self-Adj.	Yes	No	No	No	No	No	No	No	Yes
Self-Adjusting Brakes	Yes	No	No	No	No	No	No	No	Yes
Bonded Brake Linings	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Brake Lining Eff. Area, Sq. In.	139.5	126.1	114.3	114.3	153.5	153.5	146.4	145.0	153.7
Curb Weight, 4-Door Sedan, Lbs. (with Heater)	2619	2495	2408	2566	2640	2675	2919	2570, 2665	3006
Lbs. per Sq. In. Lining (low best)	18.77	19.79	21.07	22.45	17.20	17.43	19.94	17.72, 18.38	19.56
Wheel Size and Attaching Points	15", Five	13", Four	13", Four	13", Four	13", Five	13", Five	15", Five	13", Four	15", Five
Gas Tank Location and Gallons	Rear, 20	Front, 14	Rear, 14	Rear, 14	Rear, 14	Rear, 14	Rear, 18	Rear, 16	Rear, 20
Auto. Trans. Park Control	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Padded Dash and Sun Visors	Std. 400, Opt. Others	Dash Only, Opt.	Opt.	Opt.	Dash Only, Opt.	Dash Only, Opt.	Dash Only, Std.	Dash Only, Opt.	Std. 400, Opt. Others
Twin-Grip Axle, Optional	Yes	Yes	No	No	No	No	Yes	Yes	Yes
Single-Unit Body	Yes	Yes	Yes	Yes	Yes	Yes	No	Semi	Yes
Headrests, Optional	Yes	No	No	No	No	No	Yes	No	Yes



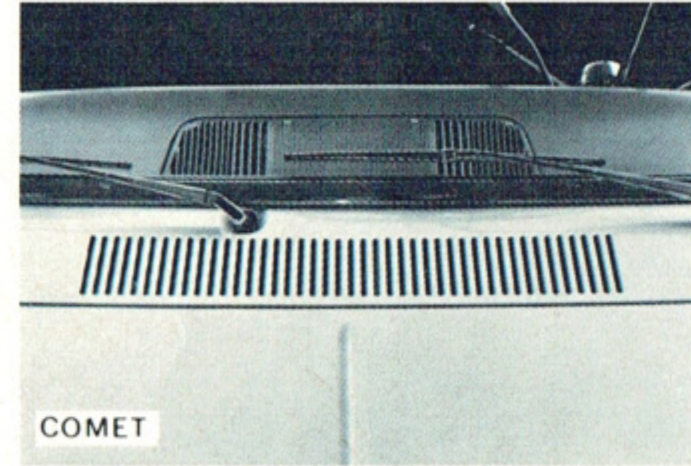
# Dr. X-Ray checks over-all superiority of the economy compacts

The value of your motor car dollar is determined, in large measure, by the sum of the points of superiority that a car offers. X-Ray checks the economy compacts on the basis of

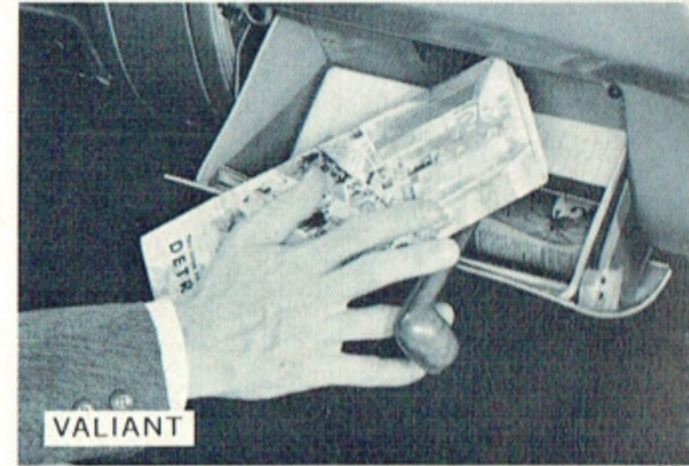
overall superiority . . . determines that Rambler American offers many superior design and construction features that mean a better value in product and price.



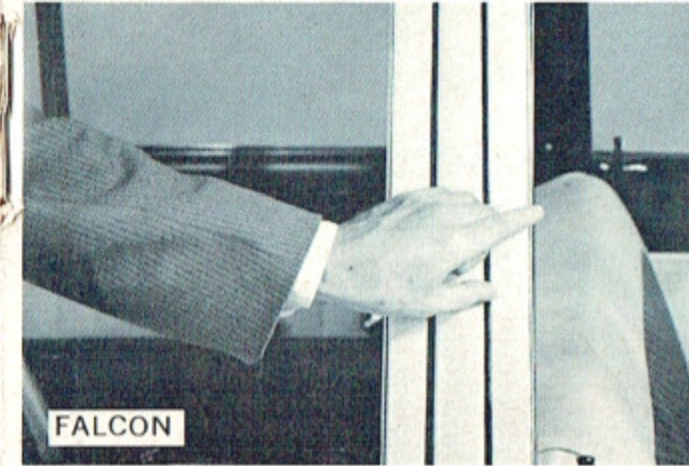
**FALCON**  
Contrast Rambler American's counter-balanced hood with the Falcon hood-opening arrangement. The Falcon and Comet still use the old-fashioned prop rod to hold the hood open.



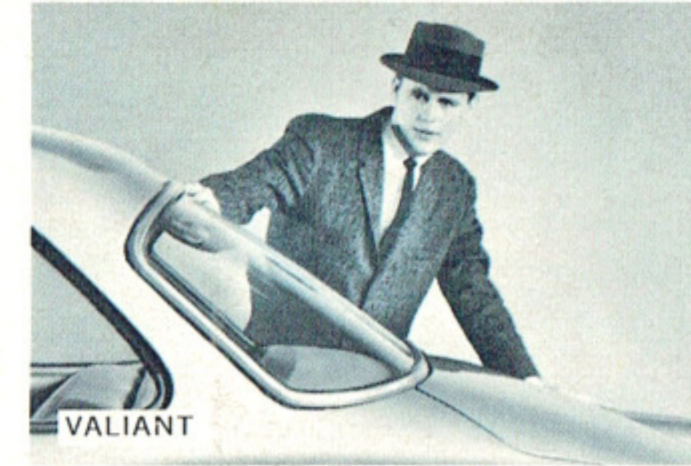
**COMET**  
Rambler American has a protective fresh-air intake screen that prevents leaves from clogging passages. Falcon, Corvair and others lack the protection of an air intake screen.



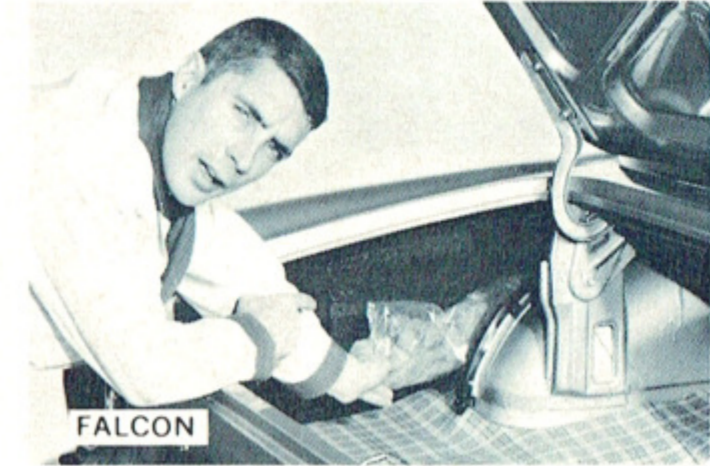
**VALIANT**  
The small flip-down Valiant glove-box design means that objects can fall out when the door is opened. Rambler American molded-plastic glove compartment has a deep recess.



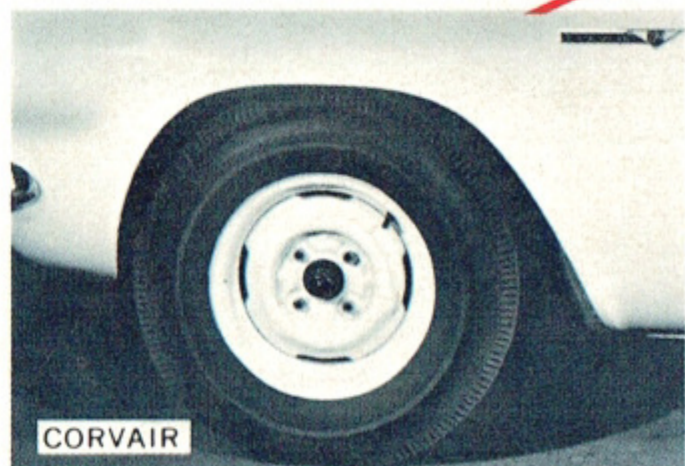
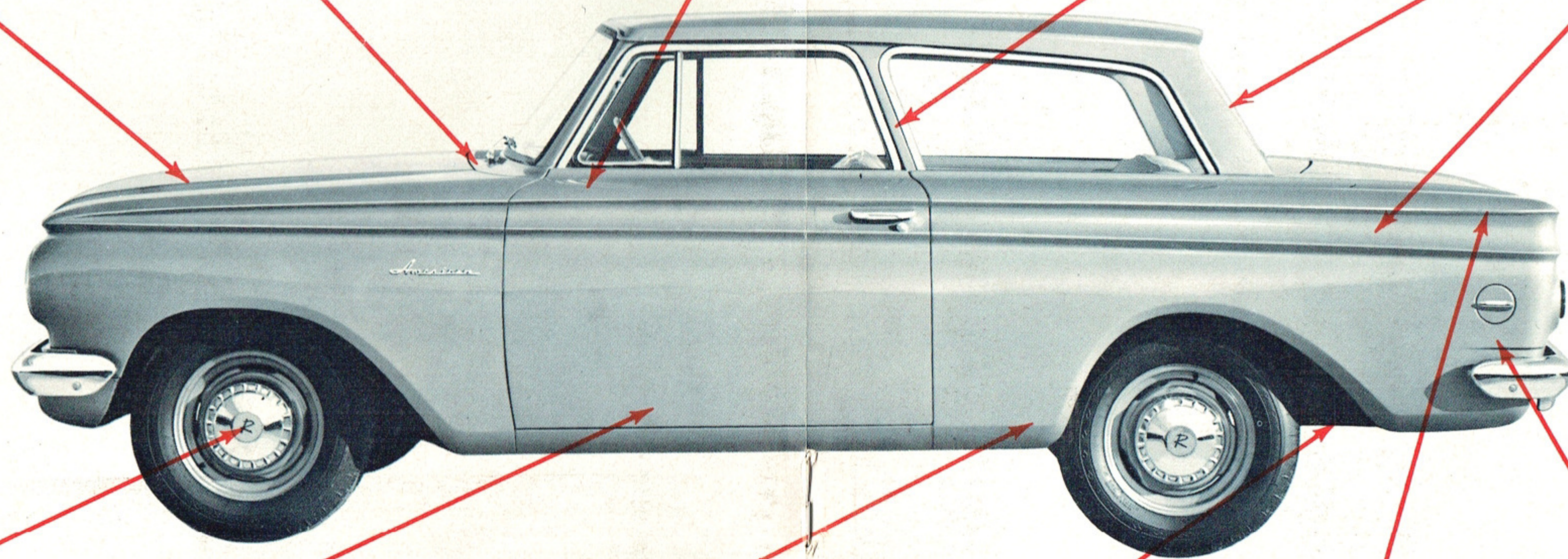
**FALCON**  
Falcon and other compacts have plain, painted window frames. Compare Rambler American's extruded aluminum frames that last longer, give a brighter, smarter appearance.



**VALIANT**  
Valiant's highly angled rear window adds little to rear vision . . . collects snow more readily. Contrast Rambler American's more nearly vertical window that gives outstanding rear vision.



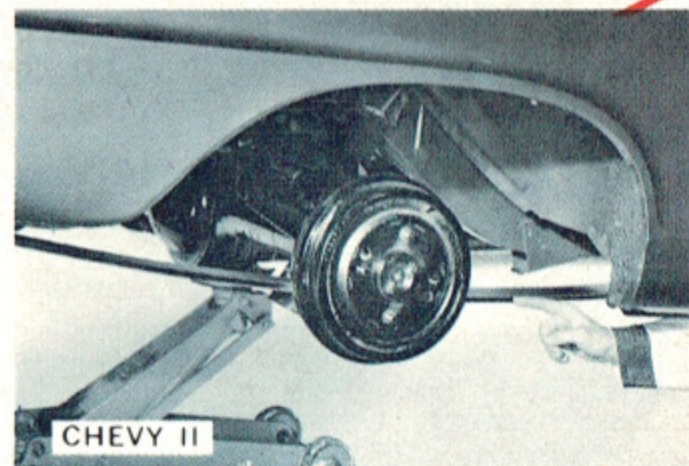
**FALCON**  
Separate padding inserts are used in the Falcon trunk compartment to deaden sound. Rambler American, on the other hand, does not require makeshift sound-deadening.



**CORVAIR**  
Only four wheel lug nuts are used on Chevy II, Corvair, Falcon and Comet. Five such lug nuts on Rambler American are further evidence of Rambler's greater quality, excellence and value.



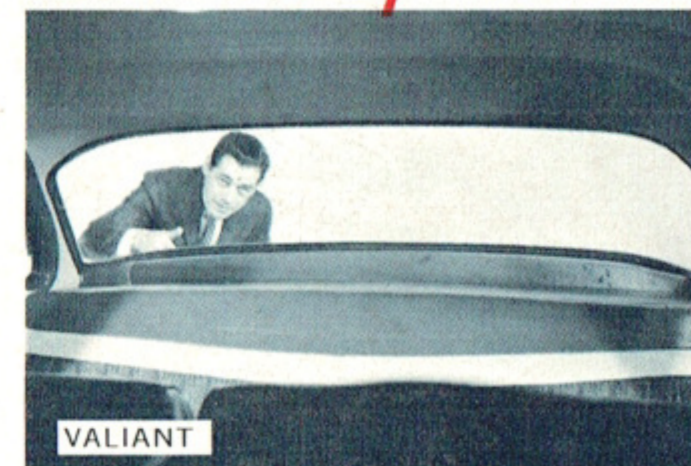
**VALIANT**  
Valiant and others front seat cushions are not readily removable. Rambler seat cushions are easily removed and securely mounted on rugged tubular frames that adjust a full 6 inches.



**CHEVY II**  
Chevy II uses only a single-leaf rear spring that does not provide the resiliency and road shock absorption qualities of Rambler American's multiple-leaf rear springs.



**FALCON**  
Check Falcon and Rambler American trunk floor construction. The former uses separate fiber-board inserts at the side, and trunk floor is formed by gas tank (removed).



**VALIANT**  
The Valiant driver cannot use the rear fender as a guide when backing, due to the low fender line and high upper body contours. American fenders are clearly visible from the driver's seat.

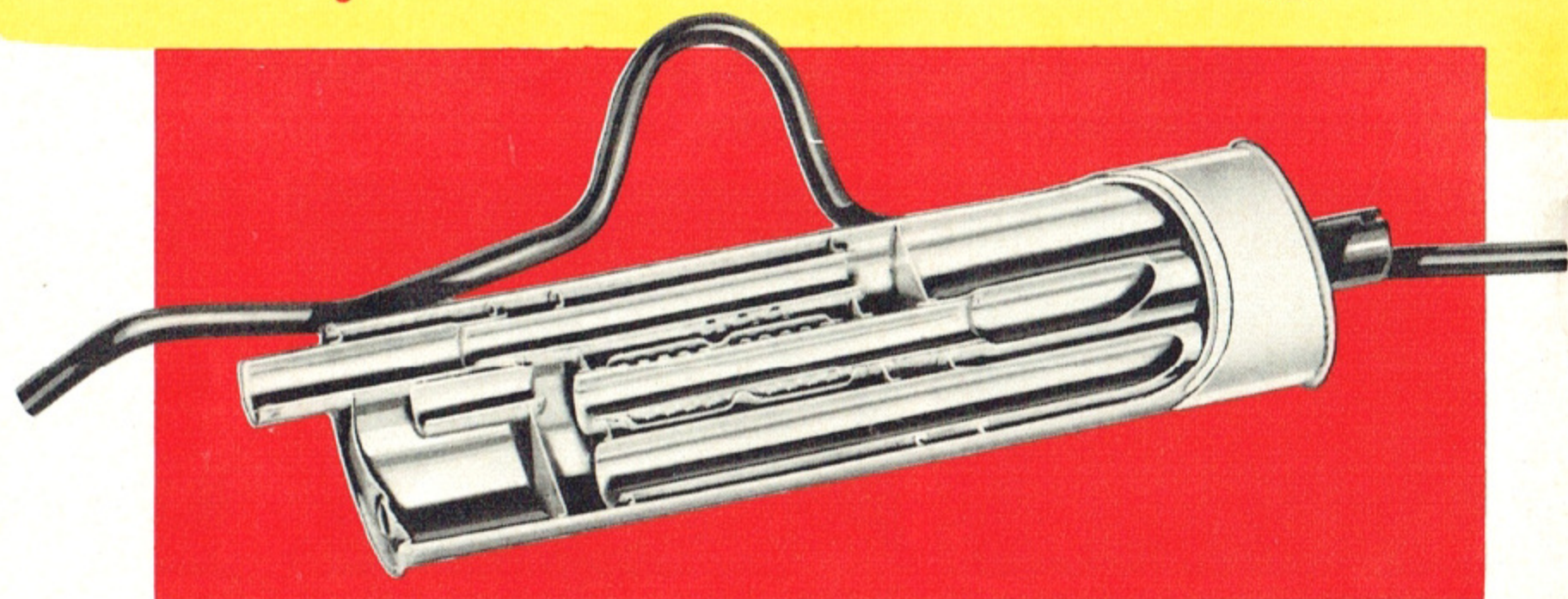


**CORVAIR**  
Corvair's spare tire is located above and to the side of the rear engine where the rubber is subjected to engine heat. Rambler American's spare tire is carried conveniently in the trunk.

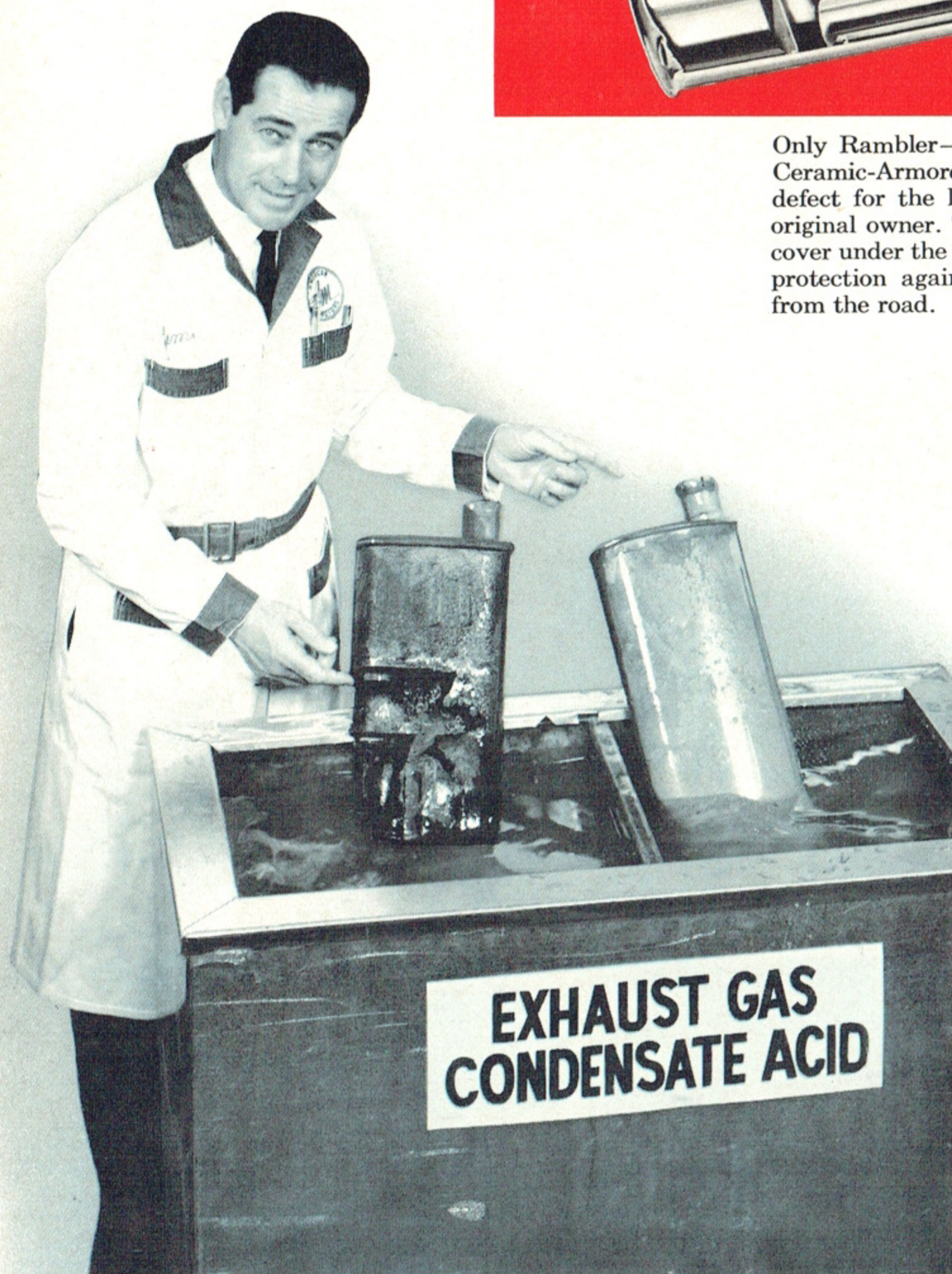




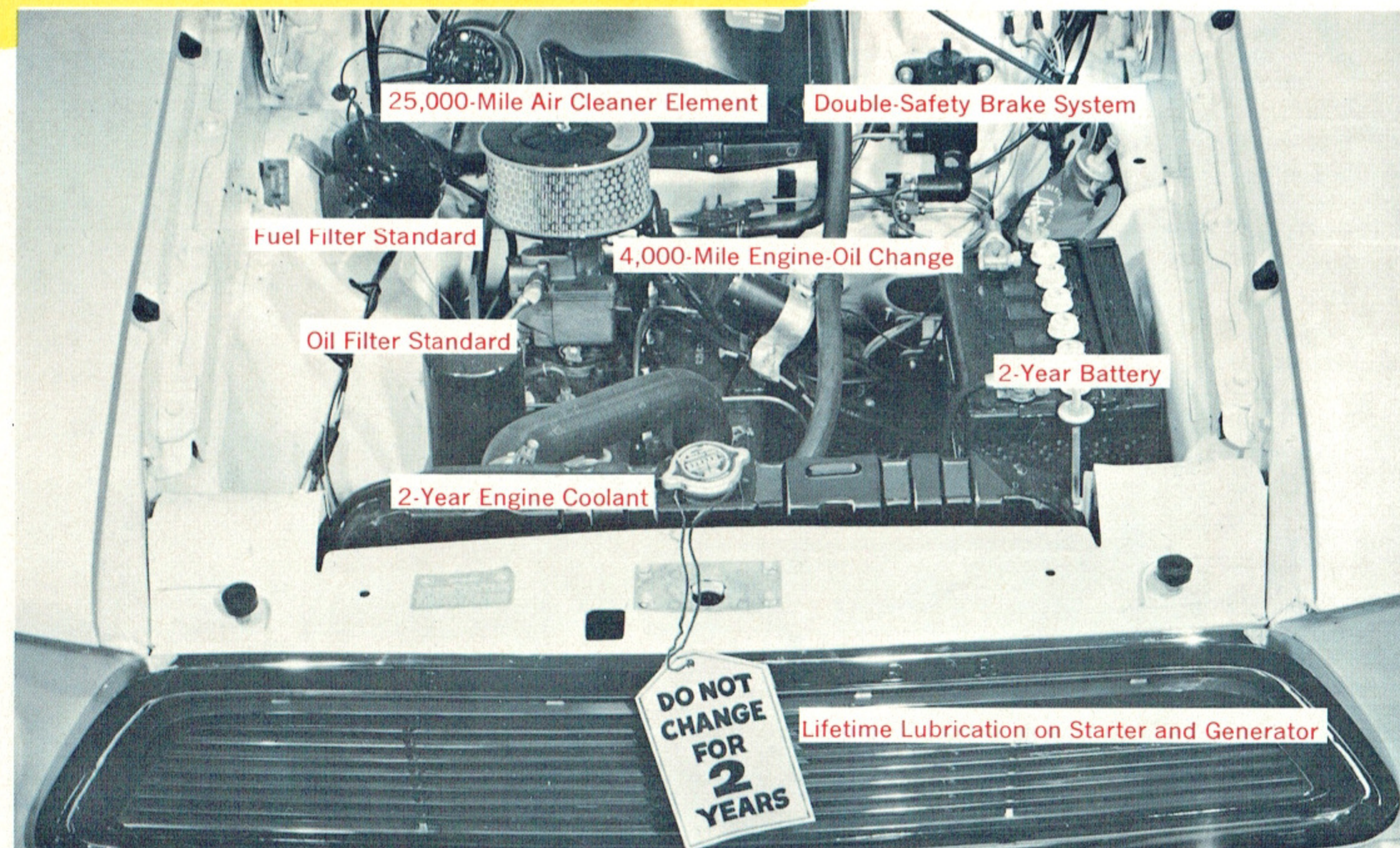
# Dr. X-Ray checks on long-life and trouble-free service



Only Rambler—not another car on the road—offers the Ceramic-Armored muffler and tailpipe, guaranteed against defect for the life of the car while in the hands of the original owner. The muffler is insulated with an asbestos cover under the new aluminized metal shield to give added protection against stones and other objects thrown up from the road.



Comparison tests conducted on sections of a Rambler Ceramic-Armored muffler and competitive mufflers prove why Rambler will pay the cost if a muffler rusts out. To demonstrate the long life and trouble-free service that this muffler provides, typical sections were immersed in a test vat of exhaust gas condensate acid. This acid bath simulates the corrosive acids that eat out mufflers from within in normal car use. After days and weeks of immersion, the special ceramic coating had offered complete protection. The competitive muffler sections, by contrast, were eaten through by the destructive acid in many places . . . were actually riddled with holes.



25,000-Mile Air Cleaner Element

Double-Safety Brake System

Fuel Filter Standard

4,000-Mile Engine-Oil Change

Oil Filter Standard

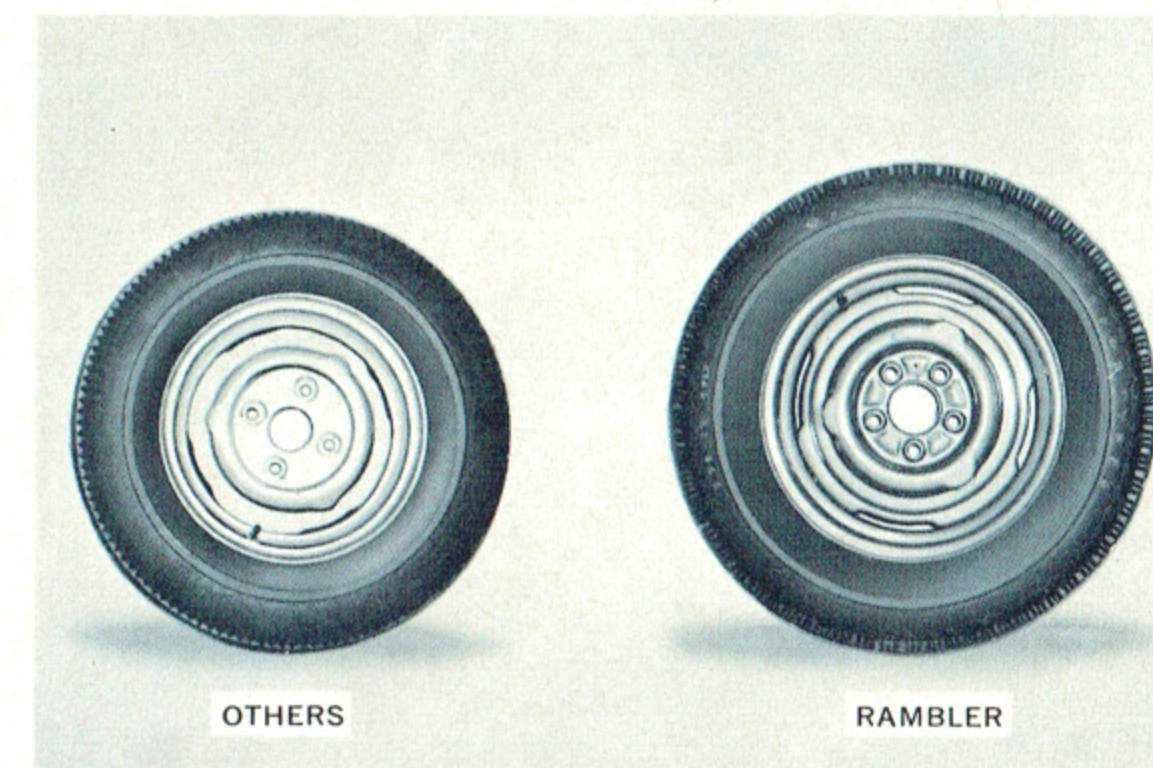
2-Year Battery

2-Year Engine Coolant

Lifetime Lubrication on Starter and Generator

DO NOT CHANGE FOR 2 YEARS

No other compact car offers *all* the long-life, trouble-free features of Rambler. The Dowgard Full-Fill Engine Coolant protects to 40 degrees below zero—will not boil away in the hottest weather—need not be replaced for 2 years—guaranteed against loss for 2 years or 24,000 miles. The Rambler Powr-Guard Battery carries an unconditional—not a pro-rata—2-year or 24,000-mile guarantee. Oil filters are standard on all Rambler models. The air cleaner element need not be replaced for 25,000 miles compared to lesser miles on some other cars. Starter and generator are lubricated for life. And the period for normal engine-oil changes is doubled to 4,000 miles. X-Ray proves Rambler costs less to maintain—as well as to buy.

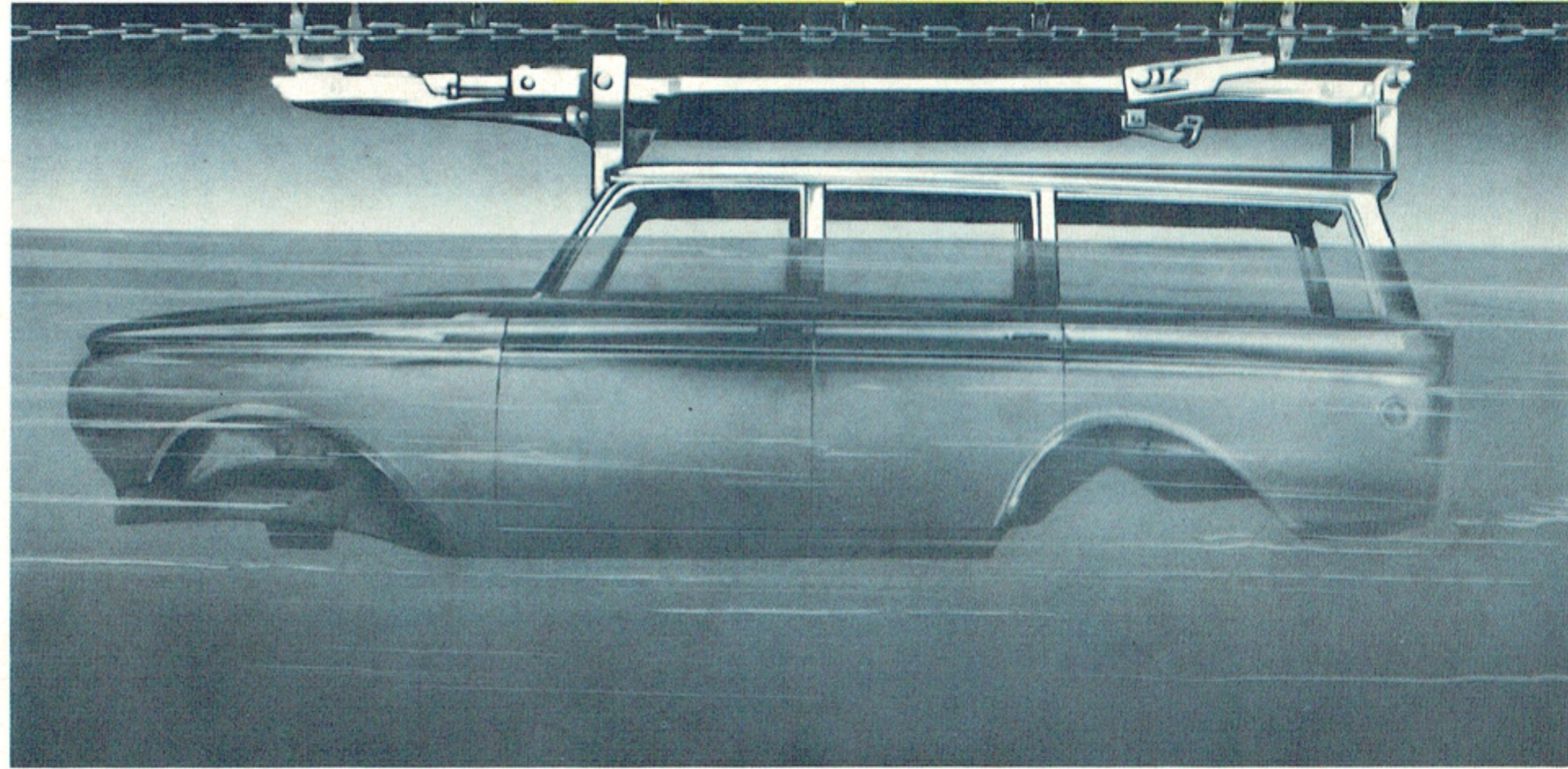


Longer tire life, greater load-carrying capacity and greater riding comfort result from the 15-inch diameter wheels and tires used on Rambler American. Most all other economy compacts use small 13-inch diameter wheels and tires. The larger Rambler tire results in about a million *less* tire revolutions in every 10,000 driving miles. The resultant longer tire life is readily apparent.

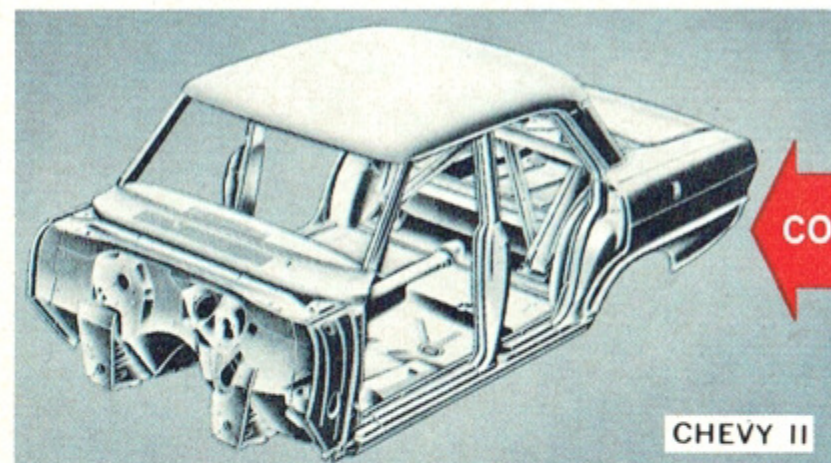




# Dr. X-Ray checks further on long life and trouble-free service



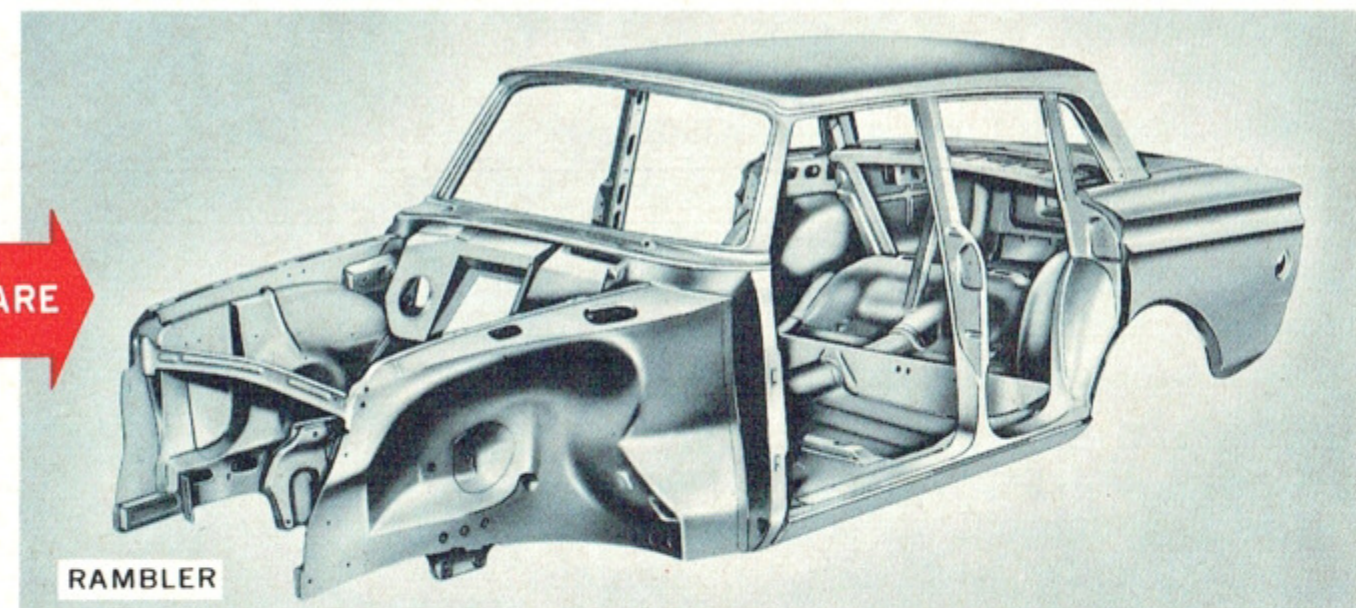
To further protect against rust and corrosion, Rambler rocker panels are galvanized (zinc-clad steel). Here, panels are chemically treated to assure bonding of paint primer.



CHEVY II

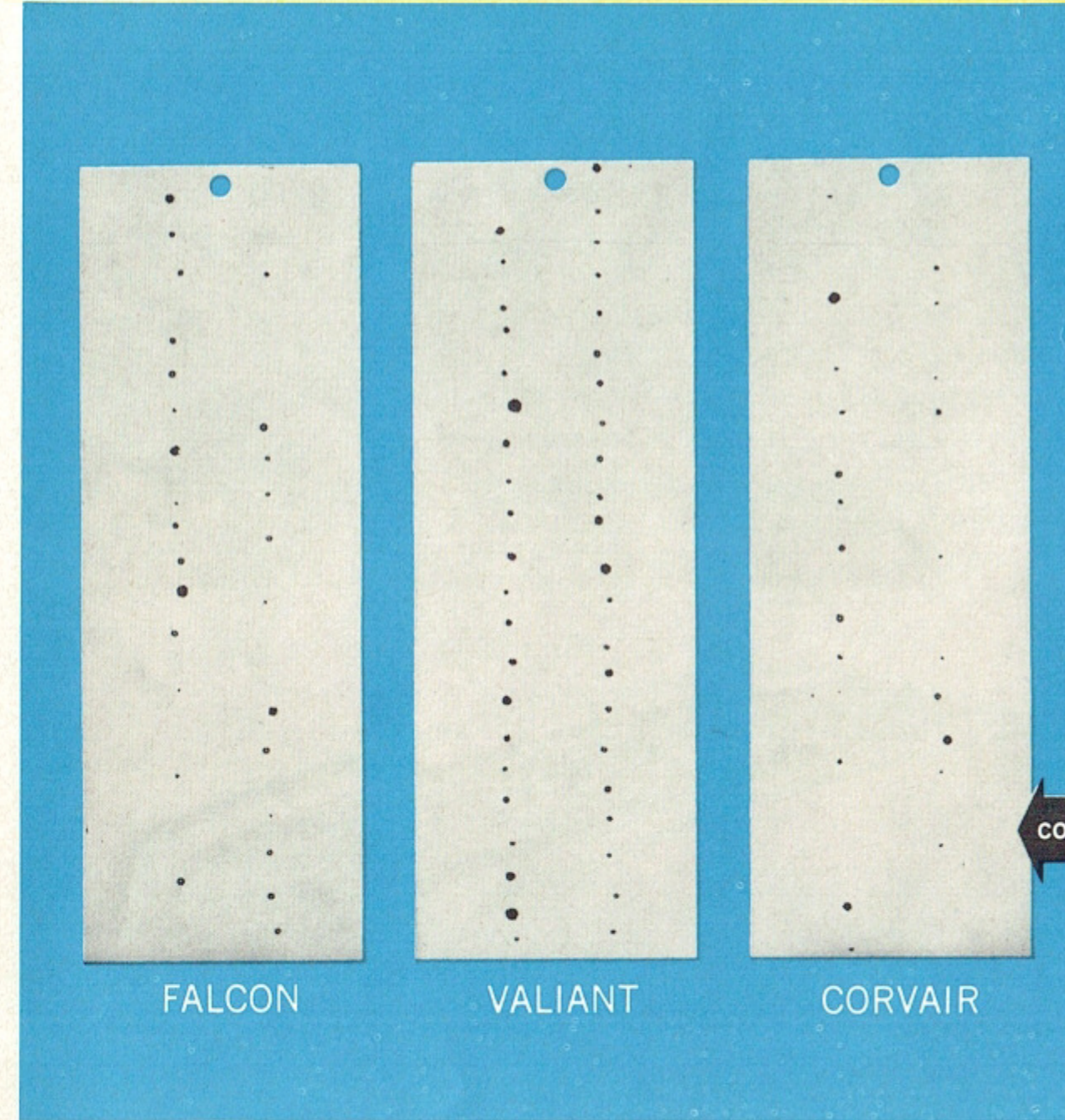
Bolted-on front-end structure minimizes the strength and rigidity of Chevy II construction. Because of this, the Chevy II actually offers only semi-unit construction.

Rambler is the only car that takes a bath in Deep-Dip rustproofing clear to the roof. The entire body is immersed in a paint primer tank that covers surfaces more effectively than spray-on methods used by many automotive manufacturers. Every hidden nook and cranny is protected against the ravages of rust and corrosion by this thorough process. Deep-Dip rustproofing . . . pioneered by American Motors . . . is another example of the quality manufacturing that assures longer car life and more trouble-free service.



RAMBLER

Compare Rambler's all-welded solid Single-Unit construction. Heavy box girders completely surround the passenger compartment—above, below and to the sides—even extend forward of the passenger compartment for added protection. Perfected over 22 years.

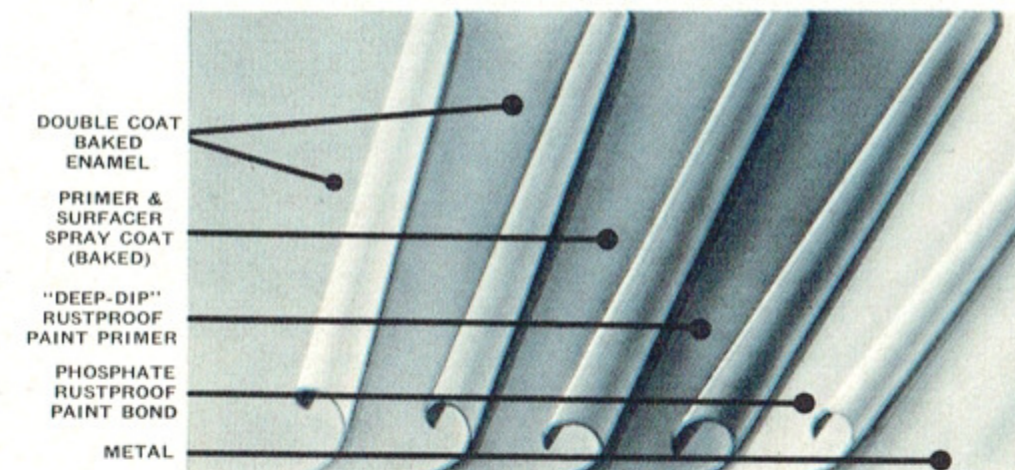


COMPARE



RAMBLER

To test the long-life and chip-resistant qualities of the body paint, sample paint panels used on Rambler and competitive compacts were subjected to a gruelling test. 1/4-inch steel balls were fired at each panel at a velocity approximating that of objects thrown up from the road against the body when the car is traveling at high speed. Compare the paint fractures on the competitive panels at the left with the relatively unharmed Rambler panel below. Here is proof that Rambler keeps its new car beauty longer.



Rambler American is built to stay new years longer. Instead of ordinary lacquer used on other competitive cars, Rambler uses two coats of baked-on super-enamel over two primer coats. The body metal is initially chemically bonded for rustproof protection before paint primer is applied.

## BOX SCORE ON LONG-LIFE AND SERVICE-FREE FEATURES

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II	Rambler CLASSIC
Sedans and Wagons									
Deep-Dip Rustproofing	Yes	No	No	No	Partial	Partial	No	No	Yes
Ceramic-Armored Muffler and Tailpipe	Yes	No	No	No	No	No	No	No	Yes
Body Paint	Enamel	Lacquer	Enamel	Enamel	Enamel	Enamel	Enamel	Lacquer	Enamel
Aluminum Window Frames	Yes	No	No	No	No	No	No	No	Yes
Bonded Brake Linings	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes
Self-Adjusting Brakes	Yes	No	No	No	No	No	No	No	Yes
Engine-Oil Filter, Standard	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Engine-Oil Change, Normal Miles	4,000	4,000	6,000	6,000	4,000	4,000	2,500-3,000	4,000	4,000
Chassis Lubrication, Miles	2,000	1,000	1,000	1,000	32,000	32,000	1,000	1,000	33,000
*2-Year Battery Guarantee	Yes	No	No	No	No	No	No	No	Yes
*2-Year Engine-Coolant Guarantee	Yes	—	Yes	Yes	No	No	No	No	Yes

\*or 24,000 miles, whichever occurs first



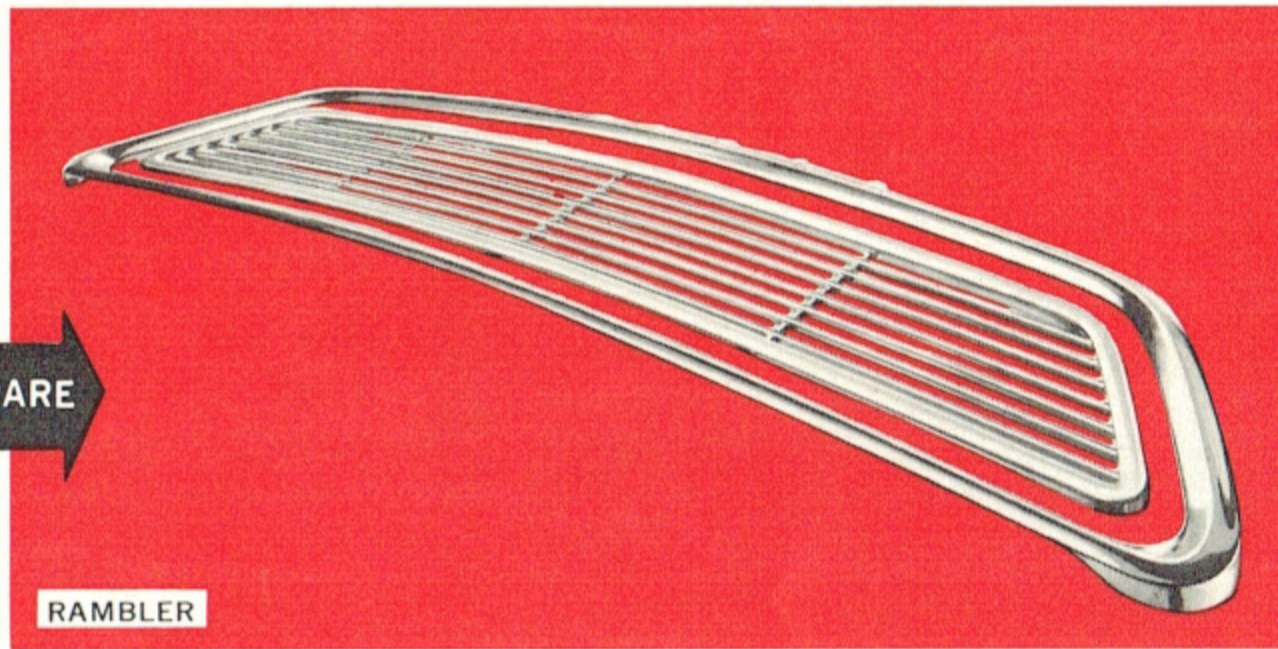


# Dr. X-Ray checks on hidden quality

What's "under the skin" often determines the relative value of motor cars. X-Ray examines the 1962 economy compacts to determine hidden qualities that can mean savings, longer life and more trouble-free service.



Consider the grille construction on the 1962 economy compact cars. They are indicative of in-built quality. The illustration on the left shows how easily a Chevy II grille can be twisted and bent, even by hand. Imagine what might happen in the event of light impact, or even parking bumps. Contrast this flimsy construction with the solid die-cast grille on all Rambler American models, as shown below.



COMPARE

RAMBLER



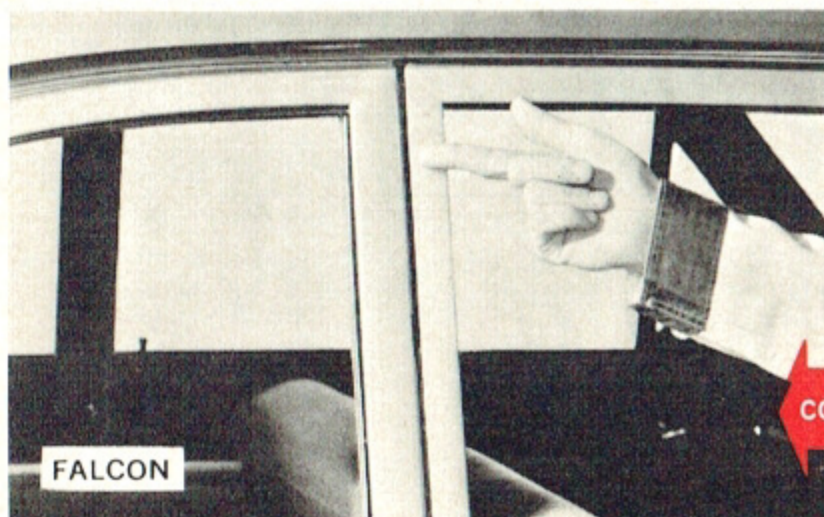
CORVAIRE



RAMBLER

COMPARE

Corvaire (far left) and other economy compacts have only a single rubber door seal to hush outside sounds, cushion doors and keep out weather. Rambler American, on the other hand, uses double seals on the upper door frames to give twice the protection.



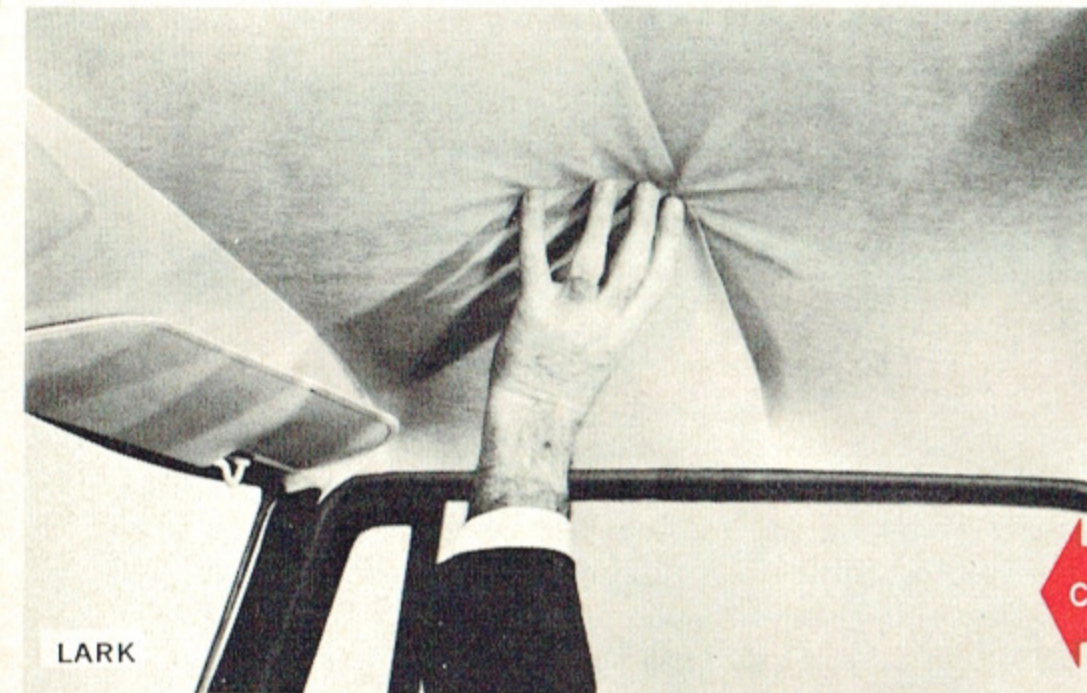
FALCON



RAMBLER

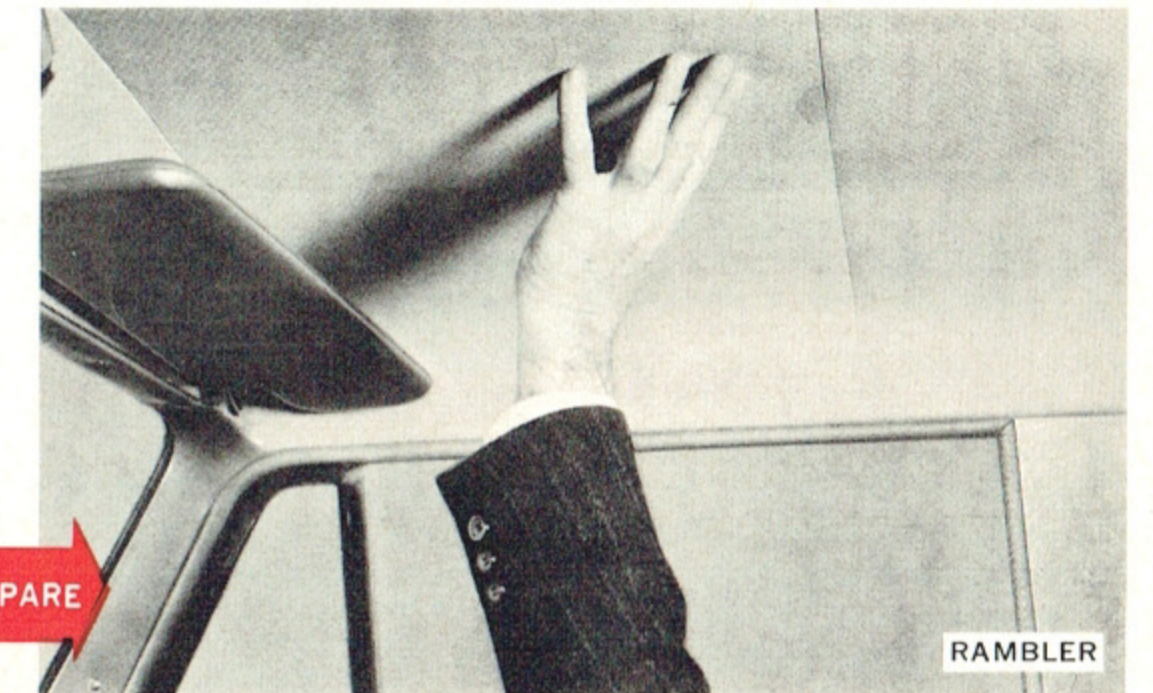
COMPARE

Rambler American (left) has extruded-aluminum door-window frames that contribute to its lasting good looks. Falcon (far left), Comet and other economy compacts, in comparison, have only plain, painted window frames.



LARK

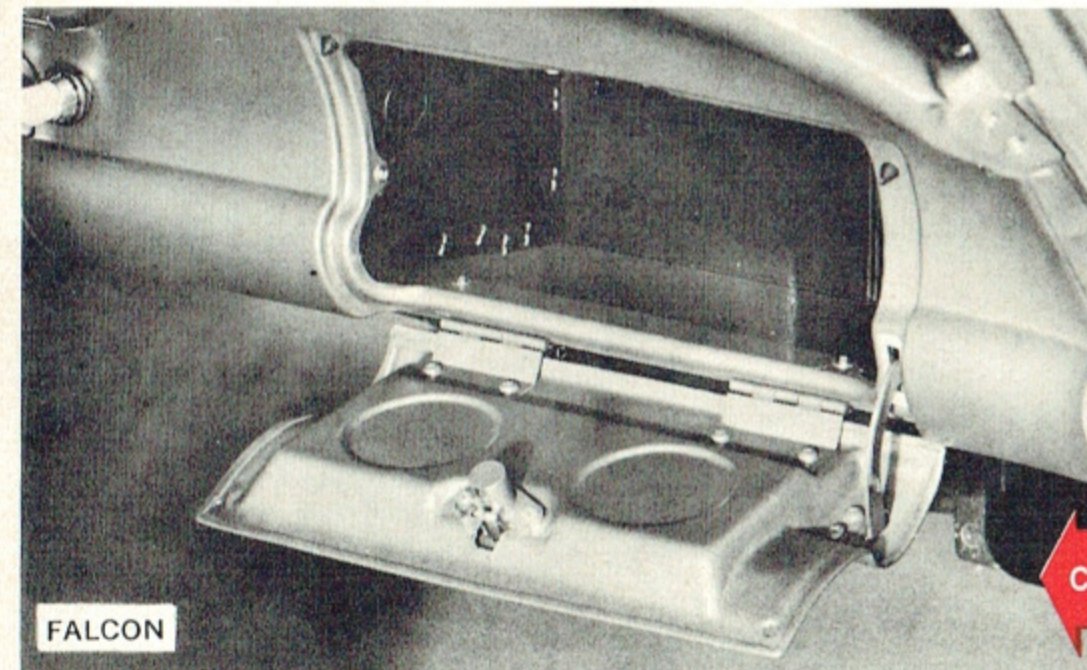
COMPARE



RAMBLER

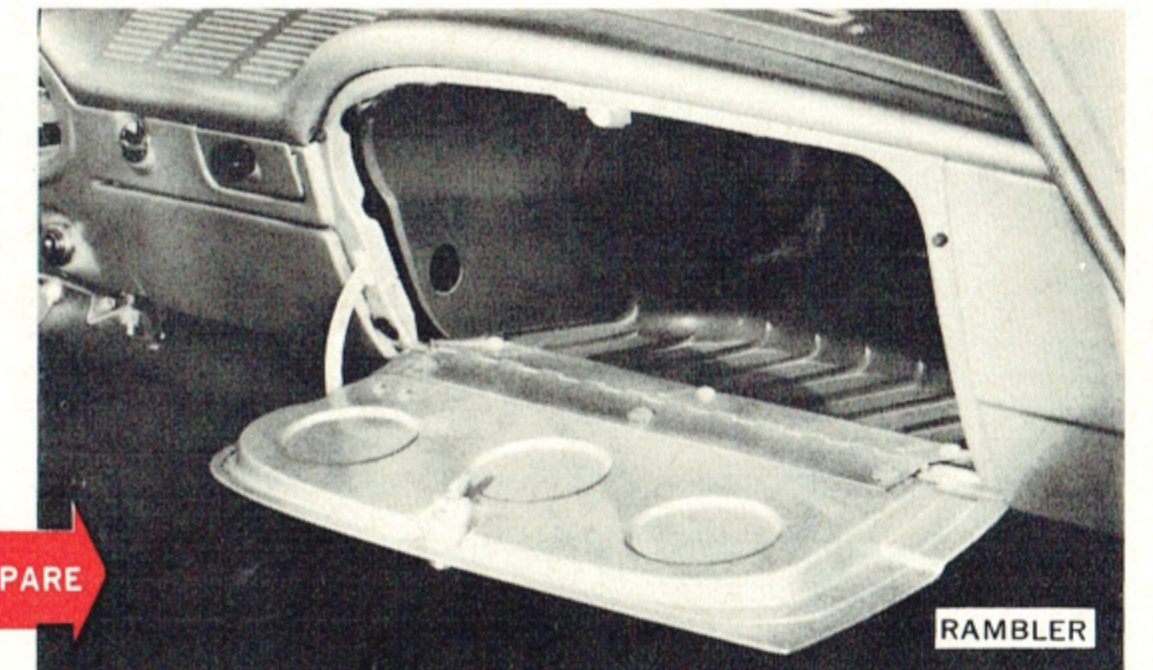
Lark, like most economy compacts, provides only a thin layer of fabric, while some other cars also provide partial sections of fiber padding as a ceiling liner.

Rambler American, by contrast, offers full padded ceiling that provides more protection . . . hushes road noise . . . deadens interior sounds . . . provides insulation.



FALCON

COMPARE



RAMBLER

The glove box in the 1962 Falcon, Comet and others has small capacity . . . is made with stapled, light fiber board.

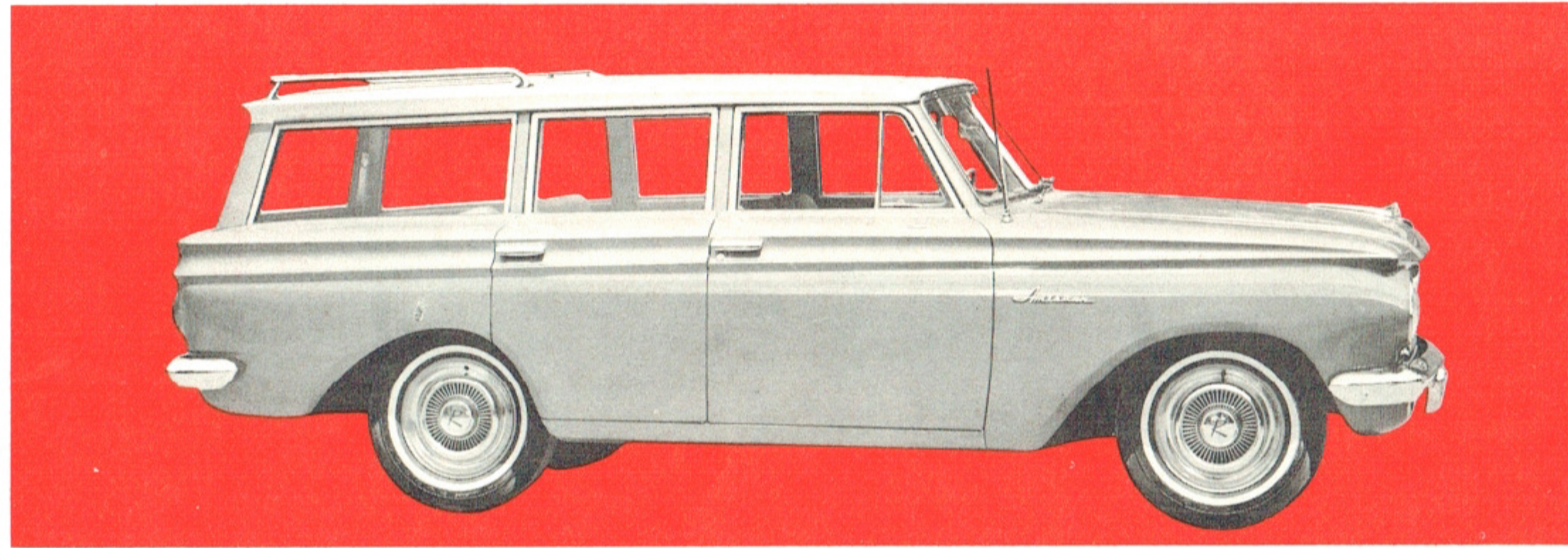
Contrast the Rambler American glove compartment made of strong molded plastic for long-lasting good looks.

## BOX SCORE ON HIDDEN QUALITY

	Rambler AMERICAN	Chevrolet CORVAIRE	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II	Rambler CLASSIC
Grille Construction	Die-Cast	Stamping, Rr.	Stamping	Stamping	Stamping	Stamping	Stamping	Stamping	Extruded Aluminum
Double-Rubber Seals, Upper Door	Yes	No	No	No	No	No	No	No	Yes
Aluminum Window Frames	Yes	No	No	No	No	No	No	No	Yes
Roof Padding (Full)	Yes	No	Yes	Yes	Yes	Yes	No	No	Yes, Molded Fiber-Glass
Screen for Air-Intake Grille	Yes	No	No	No	No	No	No	No	Yes
Wheel Discs Std. on Top-Line 4-Door	Yes	Yes	No	No	No	No	No	No	Yes
Glove Box Construction	Molded Plastic	Fiber Board	Fiber Board	Fiber Board	Molded Fiber	Molded Fiber	Fiber Board	Fiber Board	Molded Plastic
Counterbalanced Engine Hood	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Trunk Ledge to Ground	21.5	28.5	27.7	28.5	22.9	22.9	22.5	25.0	20.6
Trunk Volume, Cu. Ft.	23.8	12.6	23.7	29.8	24.9	24.9	16.2	25.5	27.9
Station Wagon Rack, Std.	Custom & 400	No	No	No	No	No	No	No	Yes



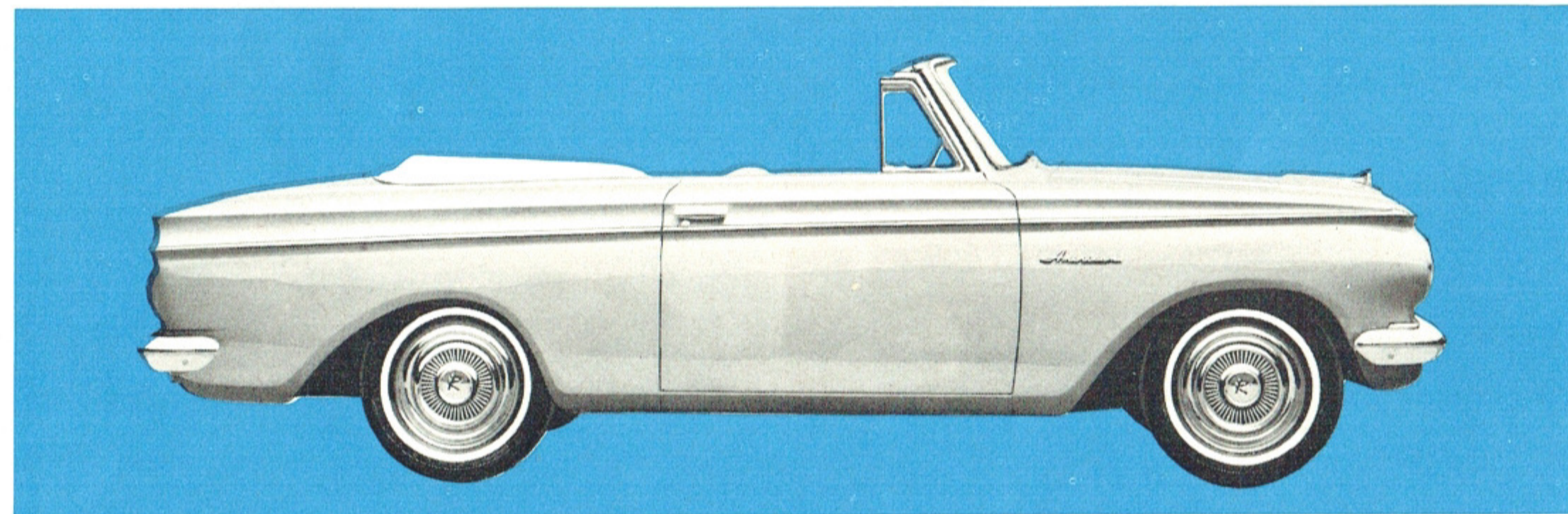
# Compare Economy Compact Station Wagons



X-Ray checks all the station wagons in the economy compact field . . . finds that only Rambler American offers all of these extra-value standard-equipment features such as Roof-Top Travel Rack (Custom and "400" models) for additional cargo . . . scuff-proof,

easily cleaned molded-plastic cargo-area side panels . . . 15-inch wheels and tires for extra load-carrying capacity . . . Double-Safety Brake System. And Rambler American's 100-inch wheelbase makes it the most compact, most agile U.S.-built 2 or 4-door wagon.

# Compare Economy Compact Convertibles



Comparisons prove Rambler American is the lowest-priced, quality-built convertible on the road. Its trim lines make it smartly stylish, too. A powered top that is weather-tight is standard equipment. Individually adjustable bucket-type front seats with reclining

backs, Lounge-Tilt Seat and headrest are optional. The American convertible features Single-Unit construction plus an underbody that is reinforced with a welded X-member for super strength and rigidity. American is the easiest convertible to handle and park.

## Box Score On Convertible Prices Including Heater And Defroster

Comparable Convertible Models	American 400	Lark Regal	Chevy II Nova 400	Pontiac Tempest	Buick Special V-6	Olds F-85
Advertised* Delivered Price	\$2418†	\$2667†	\$2475	\$2564	\$2587	\$2760
American Price Advantage		\$ 249	\$ 57	\$ 146	\$ 169	\$ 342

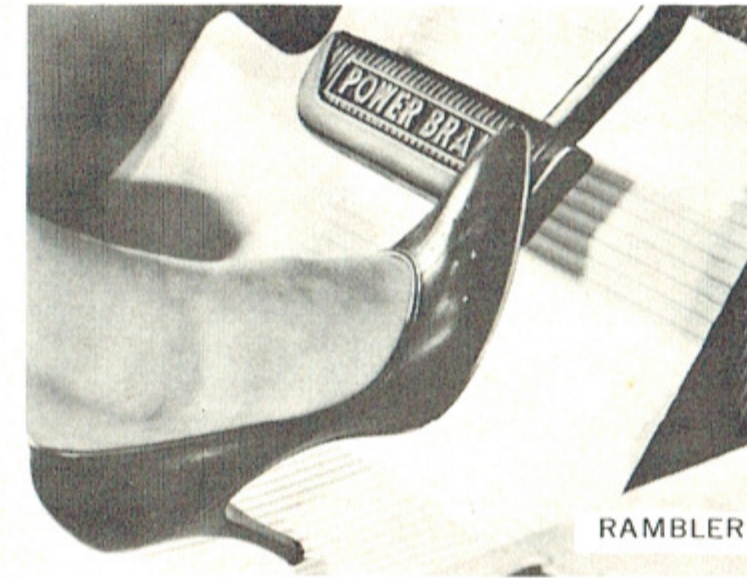
\*The prices shown are manufacturers' suggested advertised delivered prices at the factory and include retail delivery charge and Federal Excise Tax. They do not include state and local taxes, if any, or extra equipment such as overdrive or automatic transmission, whitewall tires and the like.

†Power-Top Standard

Rambler American "400" convertible is a "top-of-the-line" series offering many features and advantages over competitive models. Ceramic-Armored Muffler and Tailpipe, Double-Safety Self-Adjusting Brakes, and Wheel Discs are all standard equipment exclusively on the American.

Power-Top which is standard on the Rambler American and Lark is either an extra-cost option or not available on other models.

# Rambler American features and options



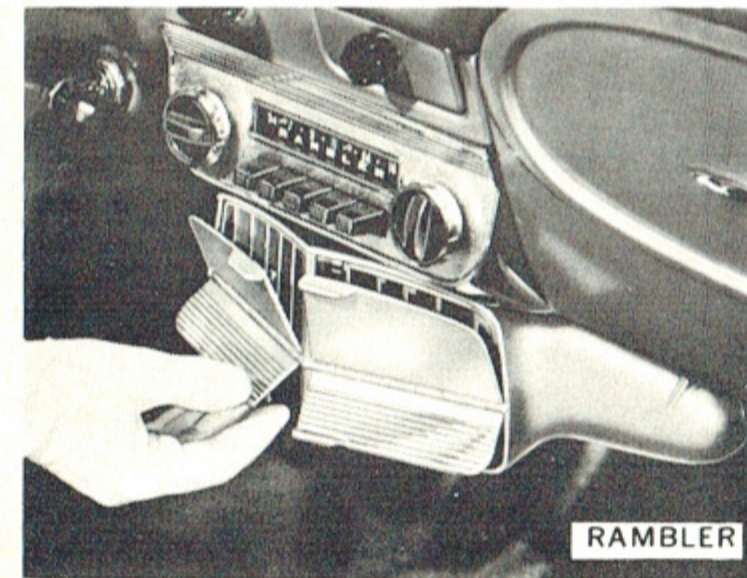
RAMBLER



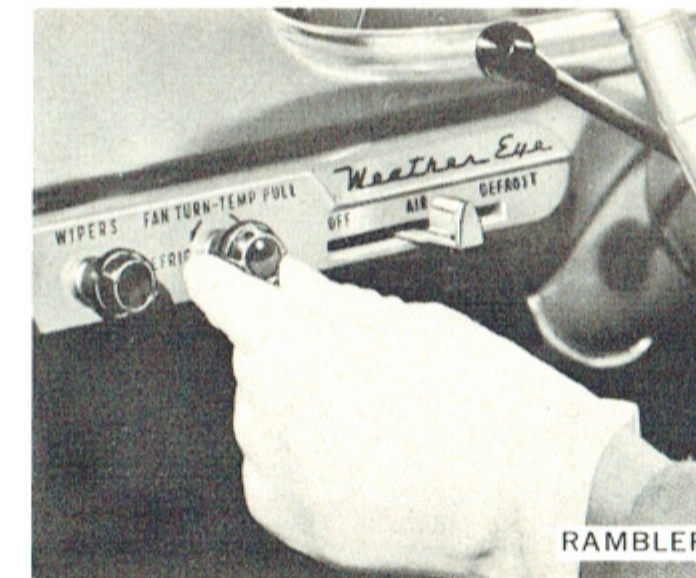
RAMBLER

Rambler American Power Brakes (far left) give safe, sure stops with a minimum of pedal pressure. A low-cost option not available on Falcon, Comet or Corvair.

Direct-Action power steering (left), optional on Rambler American but not available on Falcon, Comet, or Corvair—removes the last vestige of effort from driving America's easiest steering car.



RAMBLER



RAMBLER

Rambler All-Season Air Conditioning (far left)—factory or dealer-installed option—cools in summer, heats in winter, ventilates year-around, priced amongst the lowest on the market.

Rambler Weather Eye (left) is the finest heating and ventilating system in the industry. Clean, fresh air is taken in at cowl level and circulated to give uniform warmth in passenger compartment.



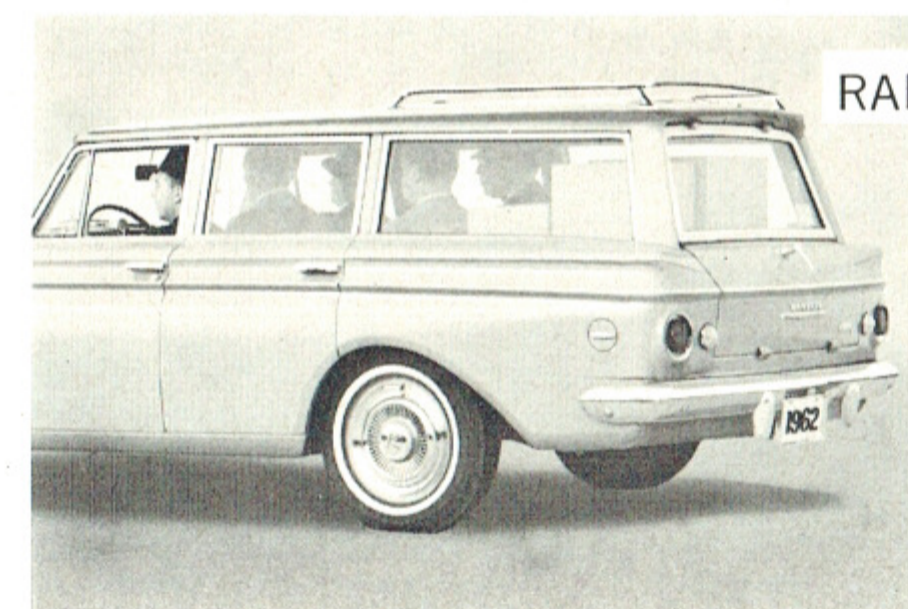
RAMBLER



RAMBLER

Twin-Grip differential (far left), optional on Rambler American, gives added assurance of positive traction under difficult driving conditions. Not available on Falcon, Comet, Valiant or Lancer.

Rambler seat belts (left) are a low-cost, factory or dealer installed option for added safety. Front installation plates and rear locator points for quick dealer installation are standard.



RAMBLER



Optional load-levelers (left), replacing conventional rear shock absorbers, prevent excessive rear-end sag when hauling heavy loads or when pulling a heavy trailer. Not available as factory installation on other cars.

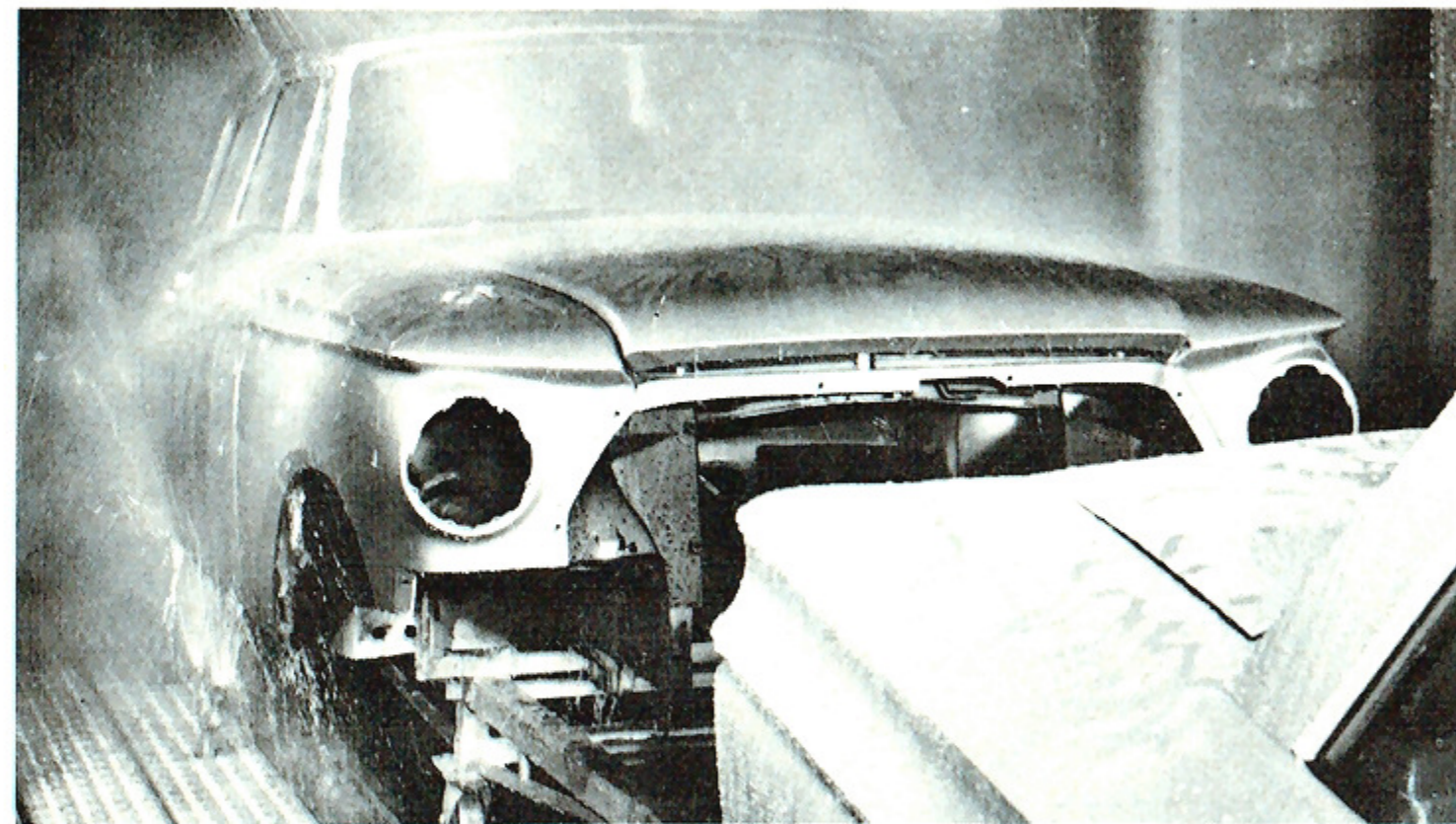
Rambler American buyers may order, at modest cost, heavy-duty springs, shock absorbers and over-size tires.



# RAMBLER quality is assured by America's most experienced builder of compact cars

American Motors originated the compact car concept . . . has had more than 12 years' experience in building this more useful type of automobile. No other compact car has been on the market for as many years. With this broad background, Rambler can offer an obviously

better value in product and price. From raw materials to finished cars, quality is a fetish. At every step of the way, checks and rechecks, tests and inspections assure the quality that makes Rambler the World Standard of Compact Car Excellence.



Typhoon Room where Ramblers are tested for water tightness

Typical of the care with which Rambler builds every car is the Typhoon Room where each Rambler is tested for water-tightness. Inspectors riding inside each body search for leaks as water is pressure-sprayed from top, bottom and sides.

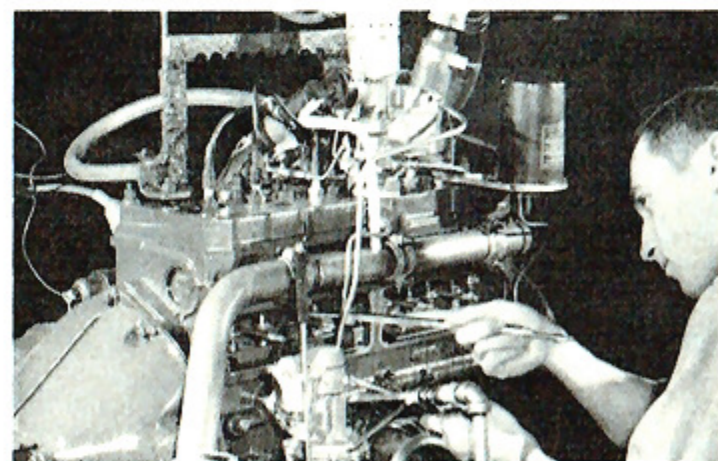
Every Rambler engine is tested for air, water and oil tightness on an ingenious test machine, and then checked for performance on run-in tests before it is approved for use.

Body inspection is detailed and thorough. Sensitive hands feel every Rambler body for possible imperfections. That's why Rambler bodies are ripple-free.

After the body goes through the Deep-Dip rustproofing primer-paint bath, a special wax compound is sprayed into hidden areas to further protect against rust and corrosion.

All wheel and tire assemblies are statically balanced at the factory to assure smoother riding and longer tire life.

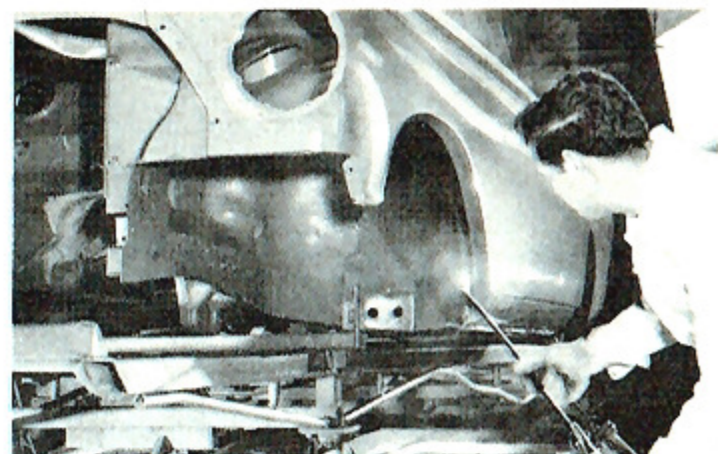
When a new Rambler reaches the end of the final assembly line, it undergoes a tread-mill performance test before it receives an OK for shipment.



Rambler Engine Testing Department



Meticulous body inspection by hand



Wax compound protects hidden areas



Static balancing of wheels and tires



Final inspection on the treadmill

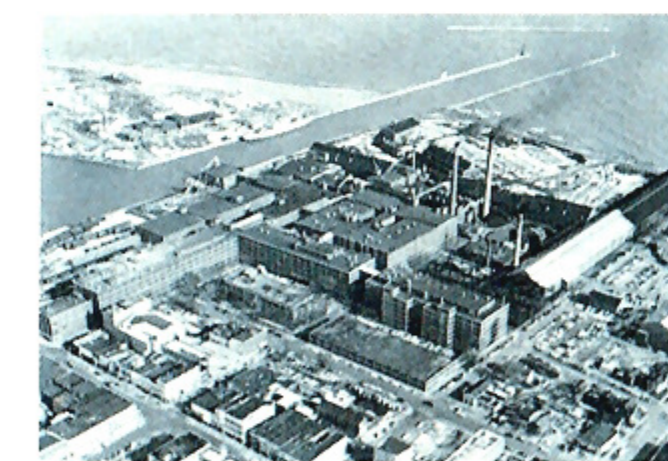
American Motors Corporation is ranked among the world's largest industrial concerns. Its plants, facilities, distributors and dealers are world-wide in scope—its broad line of household appliances and quality-built compact Ramblers are sold throughout the world.

In the main Rambler manufacturing plant at Kenosha, Wisconsin, more automobiles are built than in any other single plant in the United States.

Under the Kelvinator and Leonard brand names, American Motors refrigerators, ranges, freezers, laundry equipment and other home appliances are world-famous.



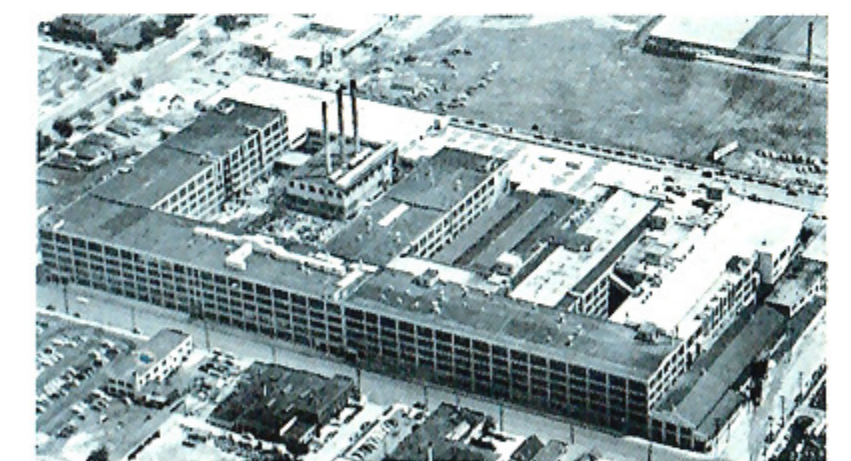
Main Rambler manufacturing plant at Kenosha



New Kenosha Lake Shore Body Plant



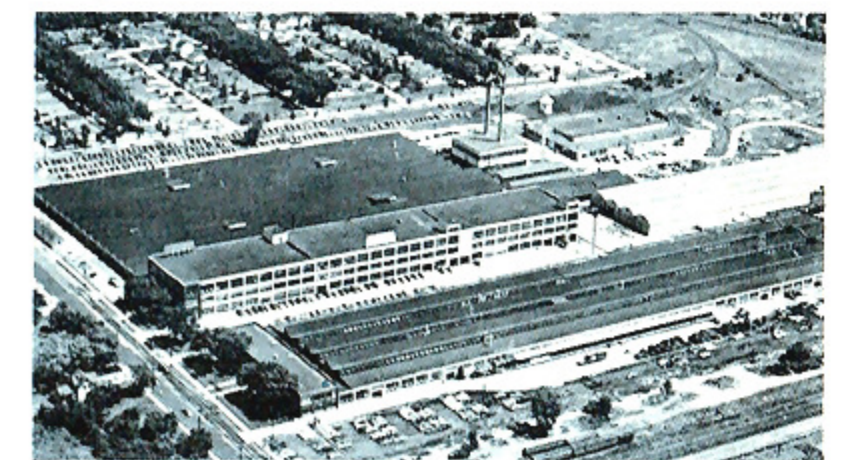
American Motors Corp. Central Office, Detroit



Huge Rambler Body plant at Milwaukee, Wisconsin



One of many parts warehouses strategically located throughout the United States



Nerve center of vast Rambler parts pipeline is this Parts and Service Center at Milwaukee



# Rambler American—quality-built, family-sized, lowest-priced



Rambler American "400" 4-Door Sedan. Deluxe and Custom models also available.



Rambler American "400" Convertible

With twelve models and five distinctively different body styles, the Rambler American offers the broadest and most complete line of any economy compact car. All are quality-built, all are family-sized, all are sold at America's lowest prices. Representative 1962 Rambler American models are pictured on this page.



Rambler American Deluxe 2-Door Club Sedan. Custom and "400" models also available.



Rambler American "400" 4-Door Station Wagon. Deluxe and Custom models also available.

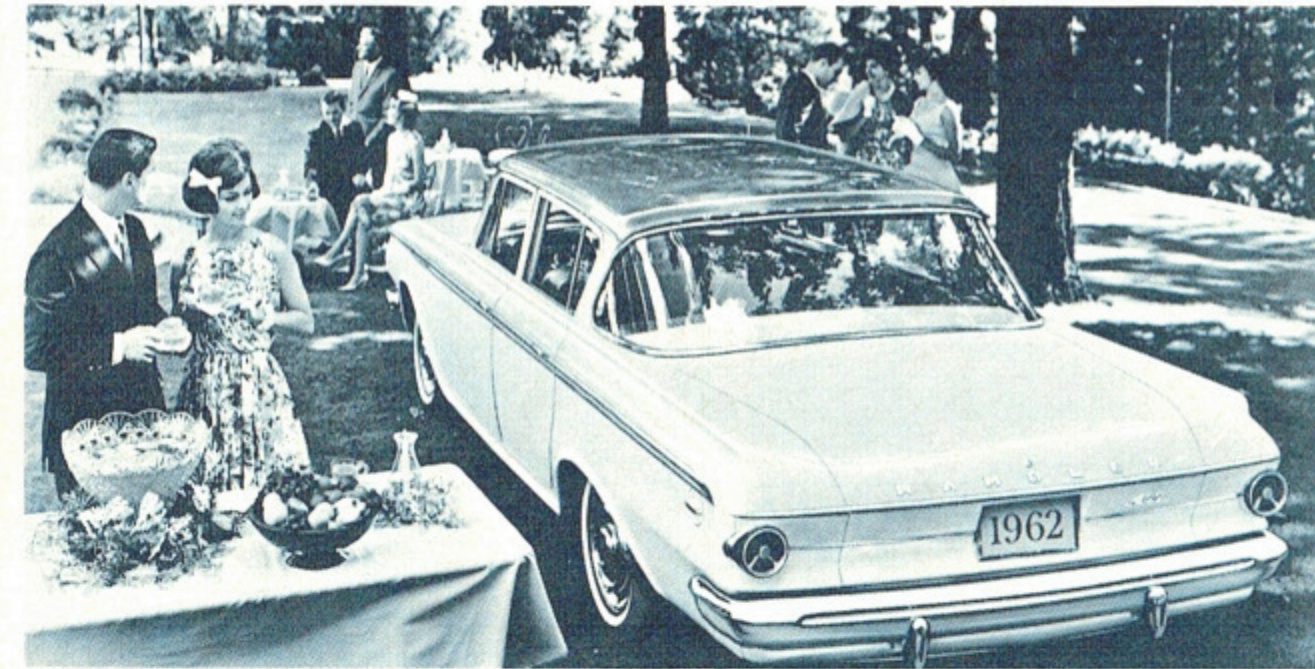
Rambler American Custom 2-Door Station Wagon. Deluxe model also available.

# In every compact price-class, in every compact size, Rambler gives you more

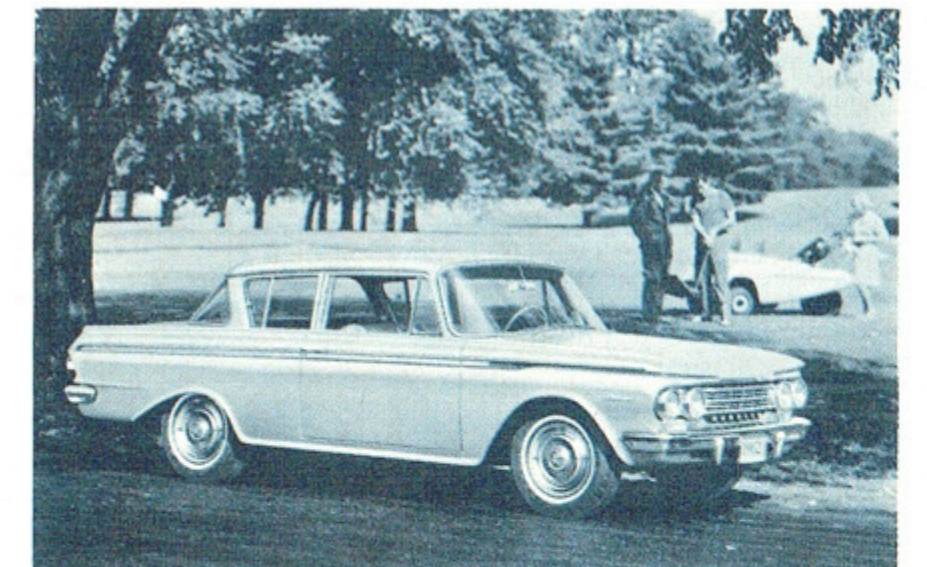
Whatever your needs and desires in a compact car may be, you'll find the answer in Rambler for 1962. The Rambler Classic 6—the All-Purpose Compact—is America's original compact car with generous room for six 6-footers . . . compact car economy and handling ease on a 108-inch wheelbase. The 1962 Rambler Ambassador V-8 is the world's only Action-Packed Compact. The

250-horsepower V-8 engine (270-H.P. optional) gives brilliant performance with outstanding V-8 economy. Interior decor and upholsteries mark a new high note in luxury and good taste.

Representative Classic and Ambassador models are shown on this page. See the complete line at your Rambler dealer's.



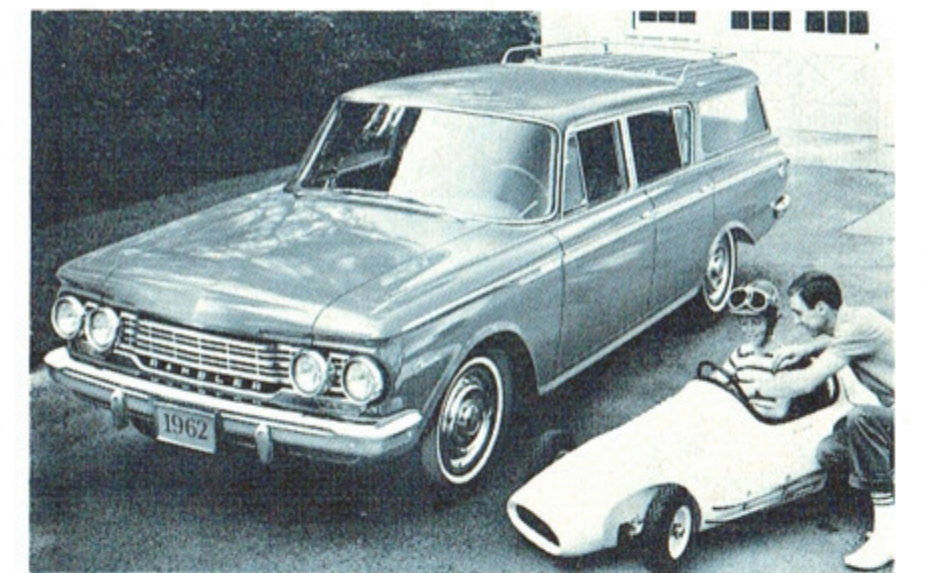
1962 Rambler Classic Six "400" 4-Door Sedan. Also available in Custom and Deluxe models.



1962 Rambler Classic Six "400" 2-Door Sedan. Also available in Custom and Deluxe models.



1962 Rambler Ambassador V-8 "400" 4-Door Sedan. Custom model also available.



1962 Rambler Classic Six "400" 4-Door Station Wagon. Also available in Custom and Deluxe models. Rambler Classic 3-seat, 5-door wagon available in Custom series.



1962 Rambler Ambassador V-8 "400" 4-Door Station Wagon. Custom model, plus 3-seat, 5-door wagon in "400" series.





# Dr. X-Ray checks advertised prices and resale values

In comparing car prices, the value of features and equipment should be carefully analyzed. Every Rambler American provides Rambler's extended warranty, Deep-Dip rustproofing, exclusive Ceramic-Armored muffler and tailpipe, 2-year Powr-Guard battery, Double-Safety Self-Adjusting Brakes, balanced wheels, foam cushion front seats, etc. as standard equipment. Hence, in the price chart below, the value of these "built-in extras" has been added to Rambler's net (A.D.P.) price advantage to more equitably demonstrate value differential, the total Rambler savings for the new car buyer.

Resale value, too, is another evidence that Rambler is the World Standard of Compact Car Excellence. Rambler's high resale value is proved month after month in the prices quoted by both national authorities on the used car market—the N.A.D.A. Official Used Car Guide and Red Book National Market Reports. You save when you buy Rambler. You save again when it comes time to trade or sell.



## COMPARE THE "VALUE DIFFERENTIAL" WHEN YOU COMPARE PRICE

Under each car model, the American's price advantage is shown based on factory advertised delivered prices. The upper figure is the amount of Rambler's price advantage. The bottom figure indicates the estimated "value differential"—the total Rambler savings or advantage when all standard equipment and built-in extras are taken into consideration. For example, Corvair's (A.D.P.) price is \$72 over Rambler, yet Rambler offers an estimated additional \$60 in built-in extras providing a total difference of \$132 in over-all value. This total can amount to as much as \$434 in the case of the Rambler 4-Door Custom Station Wagon when compared with Lark. See page 24 for Convertible prices.

BOX SCORE ON ADVERTISED DELIVERED PRICES INCLUDING HEATER AND DEFROSTER									
Comparable Models in Basic Series	2-Door Sedans		4-Door Sedans		2-Door S.W.		4-Door S.W.		Comparable Models in Next Higher-Priced Series
	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential	
Rambler American Deluxe	\$1920	—	\$1969	—	\$2155	—	\$2204	—	Rambler American Custom
Chevrolet Corvair 500	1992	\$72/132	—	—	—	—	—	—	Chevrolet Corvair 700
Ford Falcon Standard	1985	65/134	2047	\$78/147	2298	\$143/212	2341	\$137/206	Ford Falcon Deluxe
Mercury Comet Standard	2084	164/164	2139	170/170	2396	241/241	2439	235/235	Mercury Comet Custom
Plymouth Valiant V-100	2004	84/125	2065	96/137	—	—	2359	155/196	Plymouth Valiant V-200
Dodge Lancer 170	2025	105/116	2085	116/127	—	—	2380	176/187	Dodge Lancer 770
Lark Deluxe	2013	93/150	2118	149/206	—	—	2483	279/336	Lark Regal
Chevrolet** Chevy II (4) 100	2003	83/131	2041	72/120	—	—	2339	135/183	Chevrolet** Chevy II (4) 300
Rambler Classic Deluxe	2076	—	2126	—	—	—	2456	—	Rambler Classic Custom

BOX SCORE ON ADVERTISED DELIVERED PRICES INCLUDING HEATER AND DEFROSTER															
Comparable Models in Basic Series	2-Door Sedans		4-Door Sedans		2-Door S.W.		4-Door S.W.		Comparable Models in Next Higher-Priced Series						
	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential	Price A.D.P.	American Advantage Value Differential							
Rambler American 400	\$1983	—	\$2032	—	\$2215	—	\$2264	—	Rambler American 400	\$2174*	—	\$2163	—	\$2394	—
Chevrolet Corvair Monza	2057	\$74/150	2111	\$79/155	—	—	2407	\$143/219	Chevrolet Corvair Monza	2273	\$99/228	2273	\$110/239	2569	\$175/304
Ford Falcon Futura	2071	88/148	2133	101/161	2384	\$169/229	2427	163/223	Ford Falcon Futura	2232	58/195	—	—	2603	209/346
Mercury Comet S-22	2171	188/207	2226	194/213	2483	268/287	2526	262/281	Mercury Comet S-22	2368	194/266	—	—	—	—
Plymouth Valiant	2100	117/148	2161	129/160	—	—	2455	191/222	Plymouth Valiant	No Comparable Model					
Dodge Lancer	2126	143/172	2188	156/185	—	—	2482	218/247	Dodge Lancer	No Comparable Model					
Lark	—	—	2268	236/301	—	—	2633	369/434	Lark	No Comparable Model					
Chevrolet Chevy II-6 Nova 400	2084	101/159	2122	90/148	—	—	—	—	Chevrolet Chevy II-6 Nova 400	2198†	84/163	2236	73/152	2497	103/182
Rambler Classic 400	2226	—	2276	—	—	—	2568	—	Rambler Classic 400	2435*	—	2425	—	2716	—

The prices and savings shown are calculated on published (A.D.P.) advertised delivered prices, and heater, which is standard on some cars. Rambler offers Weather Eye, the foremost car heating

including Federal Excise Taxes, retail delivery charges and ventilating system in the industry, as optional.

\*Price for bucket seats added for comparison purposes.

\*\*The Chevy II is available with a 6-cylinder engine at \$60 additional.

†Bucket seats not available. Comparison made with American at \$2114.

## BOX SCORES SHOW RAMBLER

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II-4, 6	Rambler CLASSIC
Deep-Dip Rustproofing	Yes	No	No	No	Partial	Partial	No	No	Yes
Ceramic-Armored Muffler and Tailpipe	Yes	No	No	No	No	No	No	No	Yes
*2-Year Battery Guarantee	Yes	No	No	No	No	No	No	No	Yes
*2-Year Engine-Coolant Guarantee	Yes	—	Yes	Yes	No	No	No	No	Yes
Double-Safety Brake System, Self-Adj.	Yes	No	No	No	No	No	No	No	Yes
Ground Clearance, Minimum	6.4	6.0	5.9	5.9	5.5	5.5	7.0	6.0	7.0
Front Door—Top to Ground Height	50.7	46.5	49.3	49.3	49.2	49.2	51.5	50.5	51.0

\*or 24,000 miles, whichever occurs first

## AMERICAN FEATURE VALUES

	Rambler AMERICAN	Chevrolet CORVAIR	Ford FALCON	Mercury COMET	Plymouth VALIANT	Dodge LANCER	Studebaker LARK	Chevrolet CHEVY II-4, 6	Rambler CLASSIC
Reclining Seats, Optional	Yes	No	No	No	No	No	Yes	No	Yes
Lounge-Tilt Seat, Optional	Yes	No	No	No	No	No	No	No	Yes
Headrests, Optional	Yes	No	No	No	No	No	Yes	No	Yes
Seat Springs, Cushion and Back	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Coil	Zig-Zag	Coil
Horsepower @ RPM, Std.	90 @ 3800	80 @ 4400	85 @ 4200	85 @ 4200	101 @ 4400	101 @ 4400	112 @ 4500	90 @ 4000	127 @ 4200
Horsepower @ RPM, Opt.	125 @ 4200	102 @ 4400	101 @ 4400	101 @ 4400	145 @ 4000	145 @ 4000	—	120 @ 4400	138 @ 4500
Automatic Clutch (E-Stick), Opt.	Yes	No	No	No	No	No	No	No	No

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME 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 INADVERTENT ERRORS OR FUTURE CHANGES.



# How Dr. X-Ray can help you select your next car

In the pages of this booklet, Dr. X-Ray helps you obtain the greatest value for your money in the purchase of your next car.

Here are facts you should know before you buy any new car. Features, equipment, design and performance are analyzed and compared. The advantages and disadvantages of each car are presented in clear, non-technical language and pictures.

Dr. X-Ray shows you how to compare value . . . how to figure the value differential among cars—the total savings or advantages when all standard equipment and built-in extras are considered. These facts can save you hundreds of dollars when you buy.

Be informed! Choose your next car on the basis of its usefulness to you with the help of the 1962 X-Ray!