

PONTIAC



OLDSMOBILE



MERCURY



EDSEL



DODGE



DESOTO



CHRYSLER



BUICK



AMBASSADOR



AUTOMOTIVE

X-ray

**Compare the
1958
Medium Priced
Cars**

*For styling, room, comfort,
safety, performance, economy,
handling ease and value*

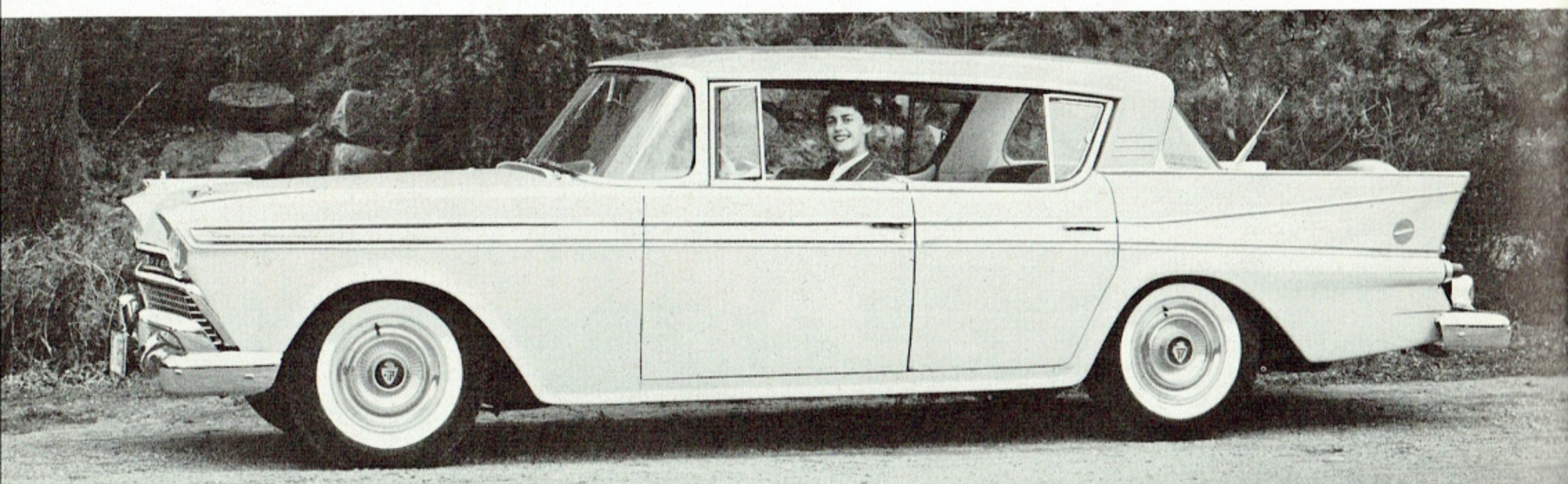


What do you want in the next car you buy?

DEPENDABILITY? ECONOMY? ROOMINESS? COMFORT?
HANDLING EASE? PERFORMANCE? TOP RESALE VALUE?

Take a few minutes to read the X-Ray facts and engineering data about today's cars taken directly from official literature of automotive manufacturers and from automotive engineering publications. You will see there are amazing differences in cars today. Differences in dependability, economy, roominess, handling ease, performance, safety, comfort and resale value that can save you hundreds of dollars in purchasing an automobile. They are fully explained in this X-Ray.

They all look good on the showroom floor...



but...

It pays to look beneath the paint and chrome—with X-Ray eyes. That's when you discover that some cars are gas hogs, oil burners. Some are cumbersome, hard to handle and park. Some develop rattles and squeaks almost before you get them to your driveway. So, before you buy any car . . . before you sign on the dotted line—read the X-Ray facts and figures and take a test-drive in a new Ambassador V-8 by Rambler. You'll be amazed at the difference in the Ambassador—and the savings, too—when you buy, while you drive—and when you trade or sell. The 1958 Ambassador offers you the first word in luxury—the last word in comfort and performance. The X-Ray shows you why.

IF YOU WANT THE BEST CAR VALUE FOR YOUR MONEY—COMPARE ALL THE 1958 CARS AND BE SURE YOU GET THE 7 BETTER DIFFERENCES

Never before such a fine car priced so close to the lowest

Comparing the prices of the medium-price cars, the X-Ray finds every Ambassador model is the lowest-priced in its class, saving the buyer as much as \$590 on first cost alone, compared to competitive cars. Yet upon close inspection of quality in construction, fabrics, luxurious features and appointments, the Ambassador is shown to be far superior to the other medium-price cars. Price comparisons shown below are based on

factory-delivered prices, adjusted in those cases where standard equipment on one car costs extra or is not available on another. For example, the Buick Century 4-door hardtop station wagon in actual dollars is priced \$715 higher than the same Ambassador model, but since automatic transmission is standard on the Buick Century, the cost* of this item is deducted from the difference shown below, to give a net saving of \$485.

	AMBASSADOR Super	BUICK Special		DESOTO Firesweep	DODGE Coronet 8	EDSEL Ranger	MERCURY Monterey	OLDS 88	PONTIAC Chieftain
4-Door Sedans	Ambassador's Lower Price Saves You	\$113		\$232	\$50	\$102	\$134	\$250	\$51
4-Door Station Wagons	Ambassador's Lower Price Saves You	\$264		\$385	\$149	\$149	No Model	\$403	\$138

	AMBASSADOR Custom	BUICK Century	CHRYSLER Windsor	DESOTO Firedome	DODGE Royal 8	EDSEL Pacer	MERCURY	OLDS Super 88	PONTIAC Super Chief
4-Door Hardtop Station Wagon	Ambassador's Lower Price Saves You	\$485*	No Model	No Model	No Model	No Model	\$289 VOYAGER	\$507	No Model
4-Door Sedan	Ambassador's Lower Price Saves You	\$354*	\$397	\$353	\$60	\$215	\$274 Montclair	\$380	\$102

	AMBASSADOR Custom	BUICK Century	CHRYSLER Windsor	DESOTO Fireflite	DODGE Royal 8	EDSEL Pacer	MERCURY Montclair	OLDS Super 88	PONTIAC Star Chief
4-Door Station Wagon	Ambassador's Lower Price Saves You	No Model	\$590	\$774	\$181	\$376	No Model	No Model	\$324
4-Door Hardtop	Ambassador's Lower Price Saves You	\$384*	\$457	\$679	\$88	\$253	\$313	\$517	\$292

*Allowance made for Ambassador Flash-O-Matic Transmission at \$229.50

If you want the finest car ever priced so close to the lowest . . .

You'll buy the *Ambassador*

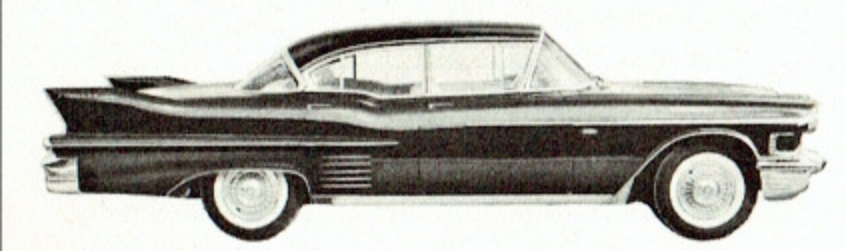
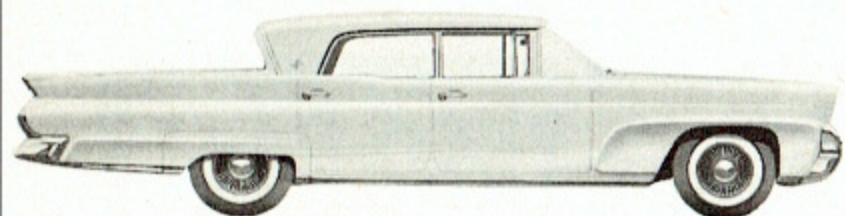
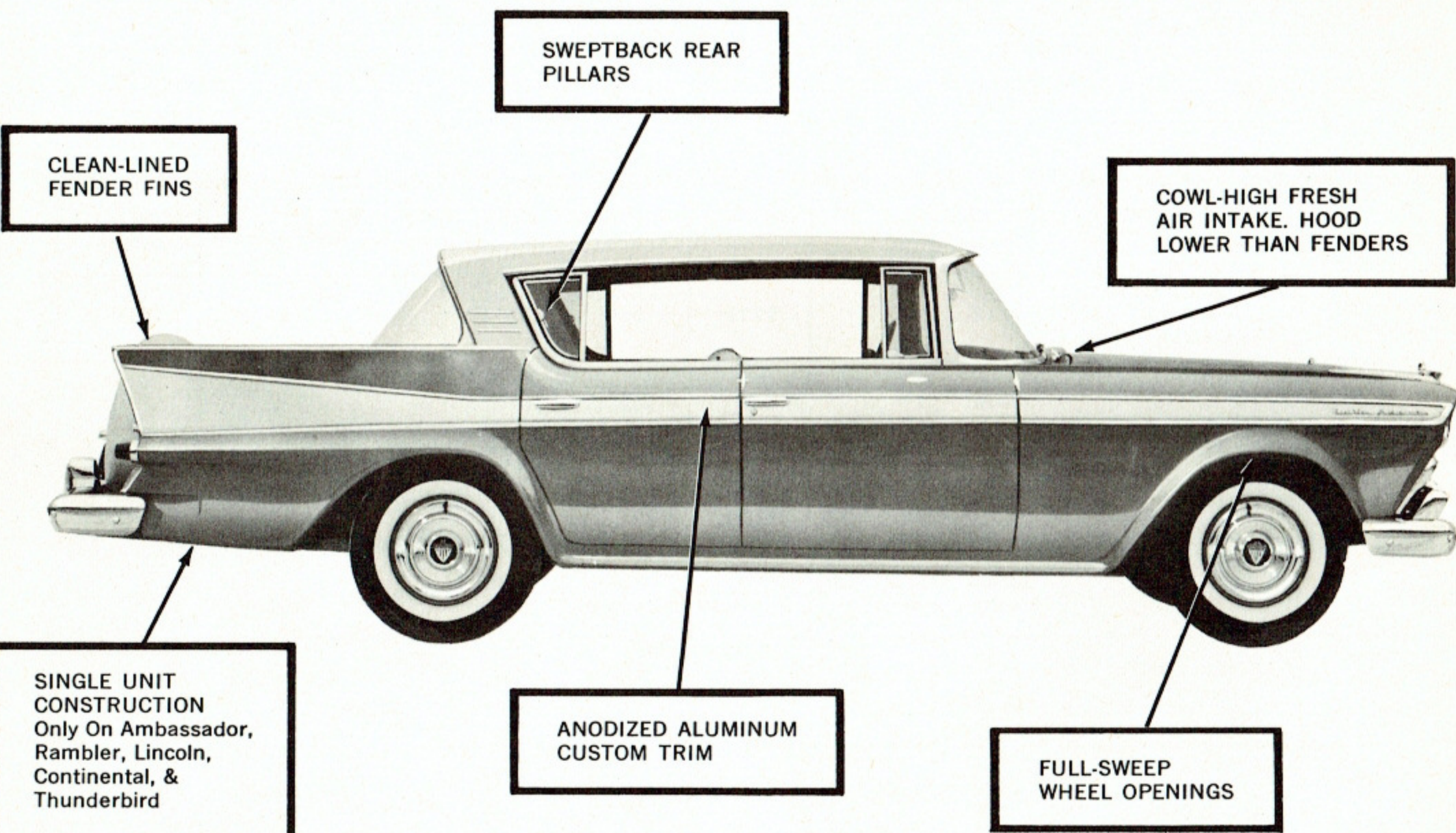
Medium-
Priced Car

X-ray

REVEALS

BETTER DIFFERENCE No. 1

Ambassador Proved finest styled car ever priced so close to the lowest

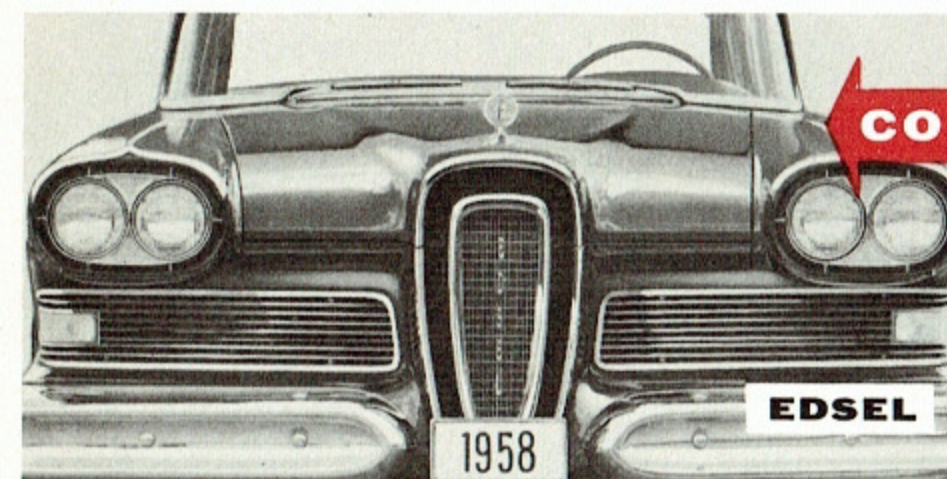


ONLY AMBASSADOR GIVES YOU THE FINEST FEATURES OF THE FINEST CARS

Never before has a car so fine as the Ambassador been priced so close to the lowest. In fact, many of the top features of top-priced cars were copied from American Motors' cars. Sweptback rear pillars, cowl-high fresh air intake and lower hood were Ambassador features before Cadillac adopted them. And now, the first of the highest-priced cars has copied Single Unit Construction. Watch the others follow soon.

FRESH, DISTINCTIVE, JET STREAM STYLING

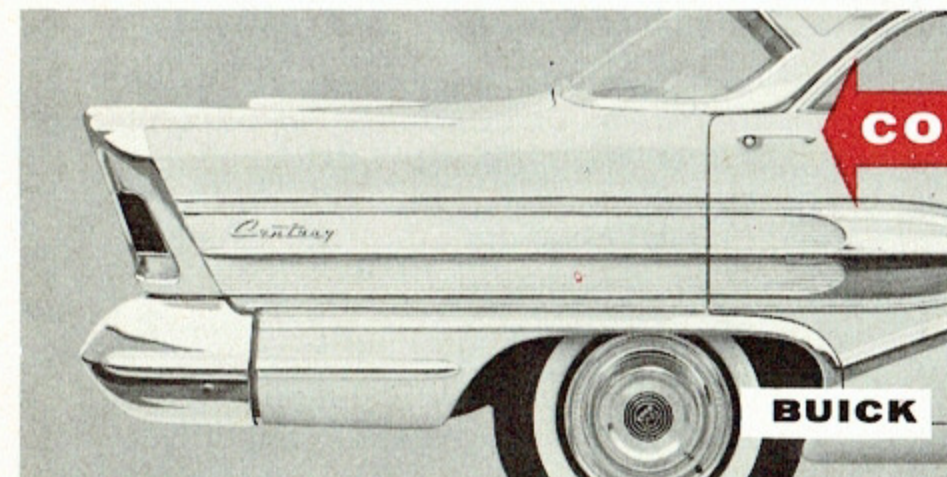
Compare *Ambassador's* fine car style features



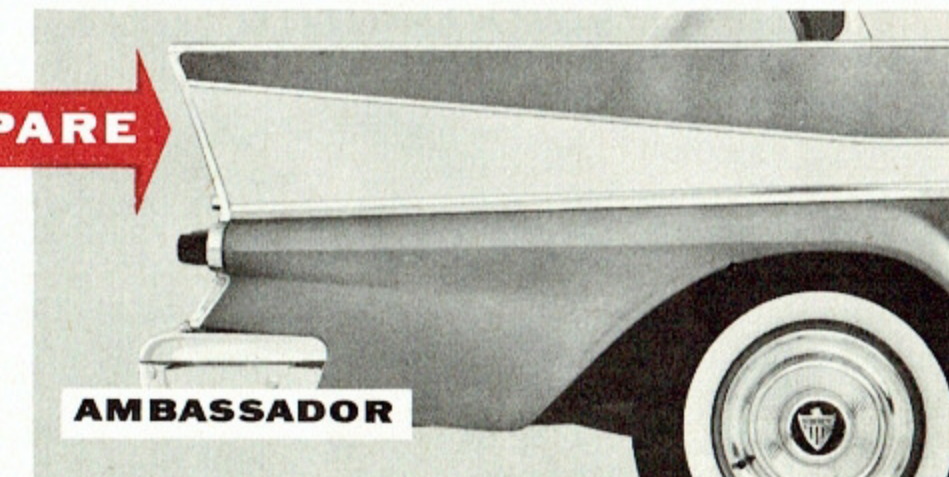
Non-functional grille design on many cars is easily damaged, expensive to repair. Little bumper protection.



One-piece anodized aluminum grille is distinctive, rattle-free. Rugged bumpers offer greater protection.



Excessive use of chrome and metal trim results in whopping repair bills in case of accident to rear fenders.



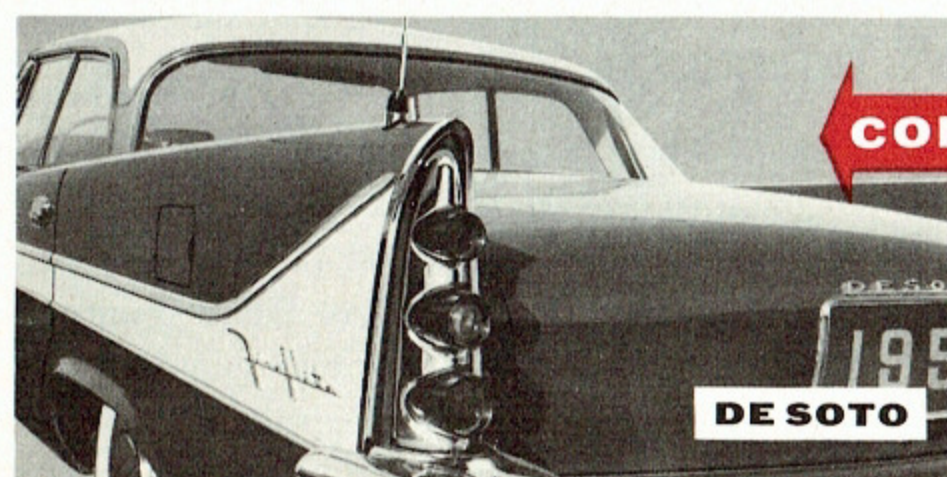
The clean, trim rear-styling of the Ambassador is beautiful as well as functional . . . reduces repair bills.



A lack of smoothness characterizes the "broomstick" design of many cars. This styling lacks simplicity.



Advanced-style trim mouldings are horizontal and dynamic in treatment. The overall effect is neat and trim.

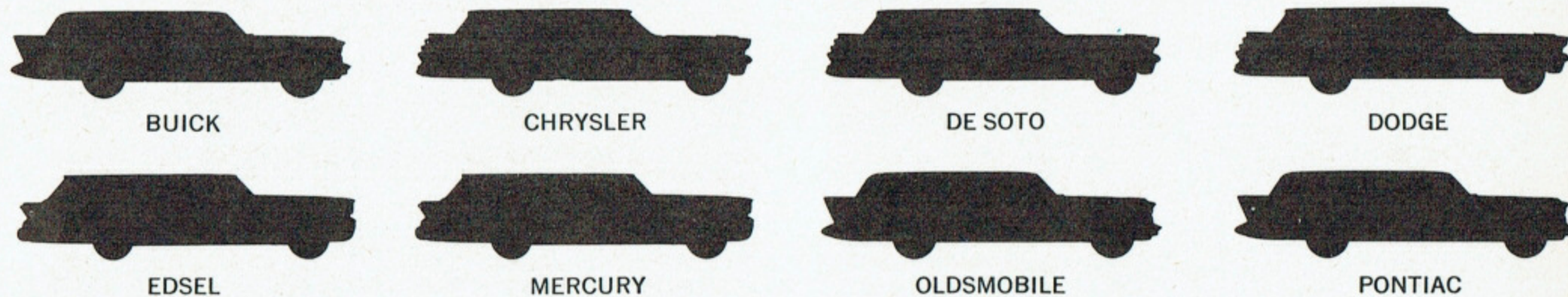


Oversized rear fins give a broken-back effect. Easily damaged fins are expensive to repair . . . obstruct rear vision . . . increase parking and garaging troubles.

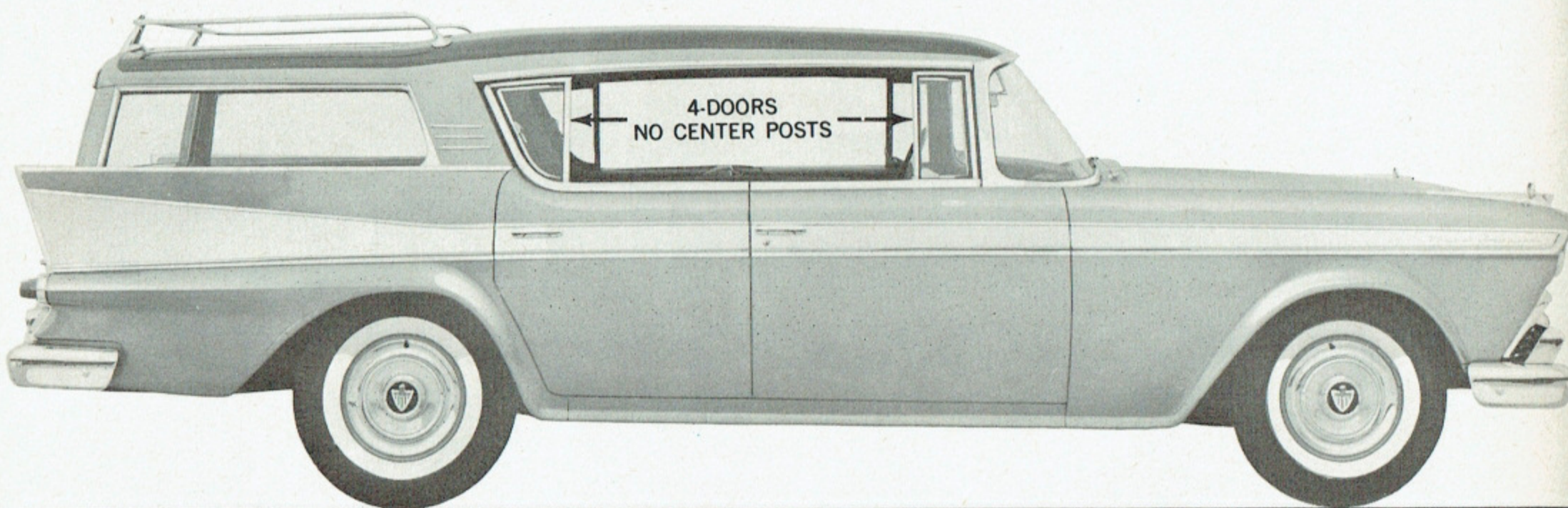


Sensible fin height gives Ambassador a modern functional look . . . does not obstruct vision . . . minimizes repair bills in event of accident.

COMPARE STATION WAGON STYLING, TOO!



Profile shows others have "boxy" panel truck-type roof
Only Ambassador has smart "Town-Car" topline



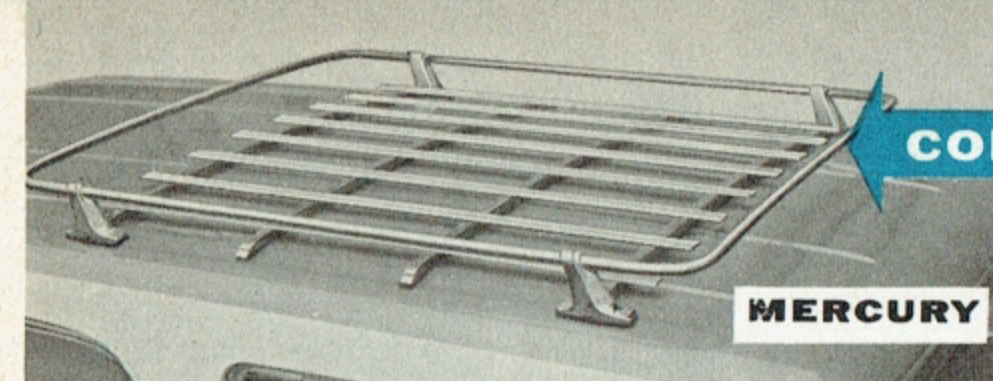
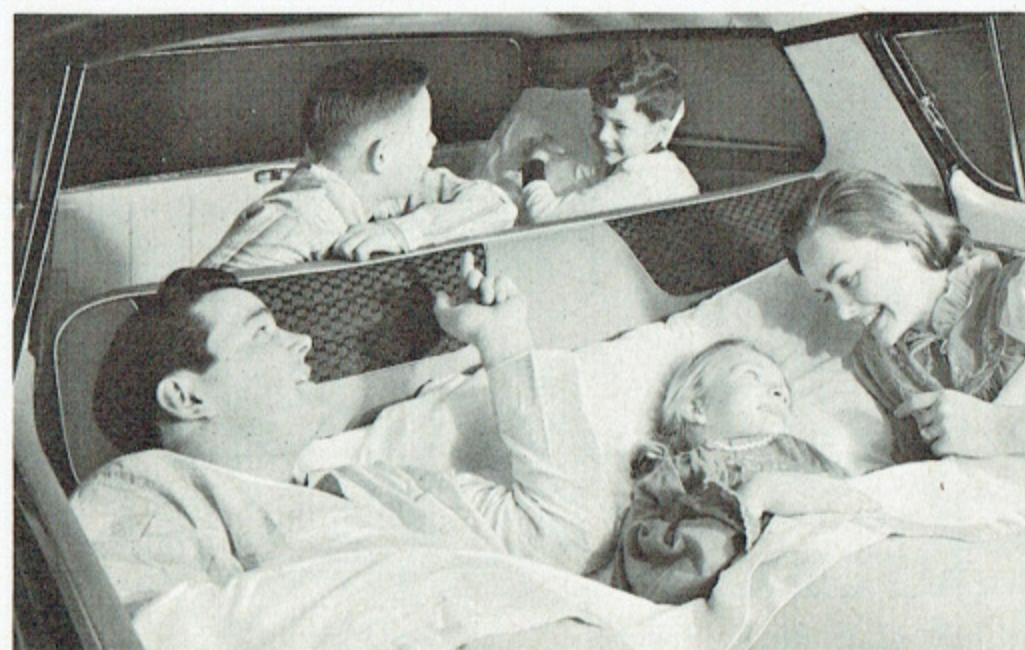
NO OTHER CAR WITHIN \$289 OF THE AMBASSADOR PRICE

No other car within \$289 of the Ambassador price offers you a four-door hardtop station wagon. Here's another American Motors styling "first",

introduced in 1956, now being copied in models priced more than \$289 higher than the Ambassador price. See this exciting new kind of car today.

ONLY OUR STATION WAGONS COMFORTABLY SLEEP 4 OR 5

The uniquely spacious Ambassador station wagon interior design makes it the ideal car for travelers, hunters, fishermen and campers. The exclusive Twin Travel Beds sleep two adults and a child in absolute comfort. And with tail-gate lowered, two more adults can sleep on air mattresses behind the rear seat.



MERCURY

Other station wagons, except top-price models, offer only "accessory house" luggage racks—over \$50 extra.



AMBASSADOR

Even the lowest-priced Ambassador Super Cross Country gives you the "Travel Rack" at no extra cost.



BUICK

"Stick-out" upper tail gates make loading difficult. If left open, they rattle, are unsafe for children.



AMBASSADOR

Roll down rear window makes loading a cinch. Can be key-locked in 3 convenient positions.



DE SOTO

Competitive station wagons slope in sharply at the top, making it impossible to load large rectangular objects.



AMBASSADOR

Ambassador's tail-gate opening is nearly 4 feet wide at the top with no upper gate to hinder loading.

Add Up the Box Score on Styling, Size, Features

	AMBASSADOR	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet	De Soto Firesweep	Chrysler Windsor
Wheelbase	117	122	122	122.5	122	118	122	122	122
Length, Overall	200.1	210.5	211.8	208.2	213.2	213.2	213.8	216.5	218.1
Width, Overall	72.2	77.4	78.1	78.8	81.1	78.8	78.3	78.3	79.6
Height, Overall	57.6	57.0	57.6	57.4	56.6	56.4	56.6	56.8	56.8
Wide Front Vent Window	Yes	No	No	No	No	No	No	No	No
Opening Rear Vent Window	Yes	No	No	No	No	No	No	No	No
Full Wheel Cutouts (Front and Rear)	Yes	No	No	No	No	No	No	No	No
Twin Ash Trays, Front	Yes	Opt.	No	No	No	No	No	No	No
Twin Ash Trays, Rear	Yes	No	No	No	No	No	No	No	No
Twin Radio Speakers, Front	Yes	No	No	No	No	No	No	No	No
Handi-Pak Net Carrier	Yes	No	No	No	No	No	No	No	No
Aluminum Window Frames	Yes	No	No	No	No	No	No	No	No
Travel-Rack, Station Wagon Standard	Yes	No	No	No	No	No	No	No	No
Roll-Down Tail-Gate Window	Yes	No	No	No	Yes	No	Yes	Yes	Yes
Counterbalanced Tail-Gate	Yes	No	No	No	No	No	No	No	No
4-Door Hardtop Station Wagon Offered	Yes	No	Yes	Yes	Yes	No	No	No	No
Aluminum Grille	Yes	Yes	No	Yes	No	No	No	Yes	Yes

If you want the finest car styling ever...

You'll Buy the *Ambassador*

Medium-
Priced Car **X-ray**

REVEALS BETTER DIFFERENCE No. 2 SINGLE UNIT CONSTRUCTION

Lincoln, Thunderbird Adopt American Motors Single Unit Construction

DETROIT—Proud boast of the new 1958 Lincoln is that it is "the only fine car with single unit construction." The new Thunderbird has also adopted this modern way of building cars, which was pioneered by American Motors, and it is expected other makers will follow.



The industry is following American Motors' lead away from the old-fashioned separate body and frame to single unit construction because it is the only modern way to build cars. All welded single unit construction will take greater punishment and remain like new, free of rattles and squeaks longer than any other. It gives more room without hard-to-park bulk. It gives better economy, better performance by eliminating useless weight. It is proved far safer. Its longer life gives the Ambassador, like all Ramblers, highest resale value. All cars will have it some day. Now you can have it only in American Motors' and much higher-priced cars.

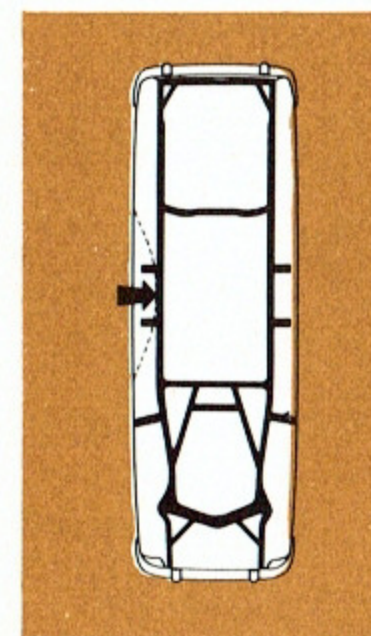


OTHER CARS
Lack of complete protection above floor level against front-end impact in cars built the ordinary old-fashioned "nuts-and-bolts" way.



AMBASSADOR
See how big box-sections extend forward from the massive box-girder cowl on each side of the Ambassador engine to absorb impact.

SEE THE LIFE-SAVING DIFFERENCE



OTHER CARS

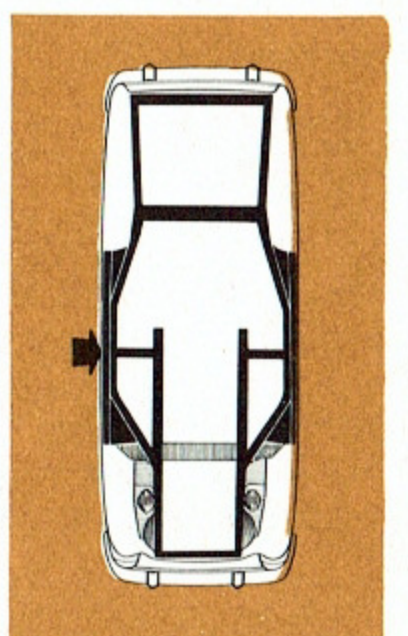
SEE THE DIFFERENCE IN PROTECTION AT SIDES

ORDINARY CARS

In ordinary cars, the body extends outside the frame, with only flimsy "outriggers" joining the two. Just the outer metal protects passengers from impact (arrow).

AMERICAN MOTORS CARS

In the Ambassador, big box-girders completely surround passengers to give three-dimensional protection above, all around. Notice how they protect from sideswipe (arrow).

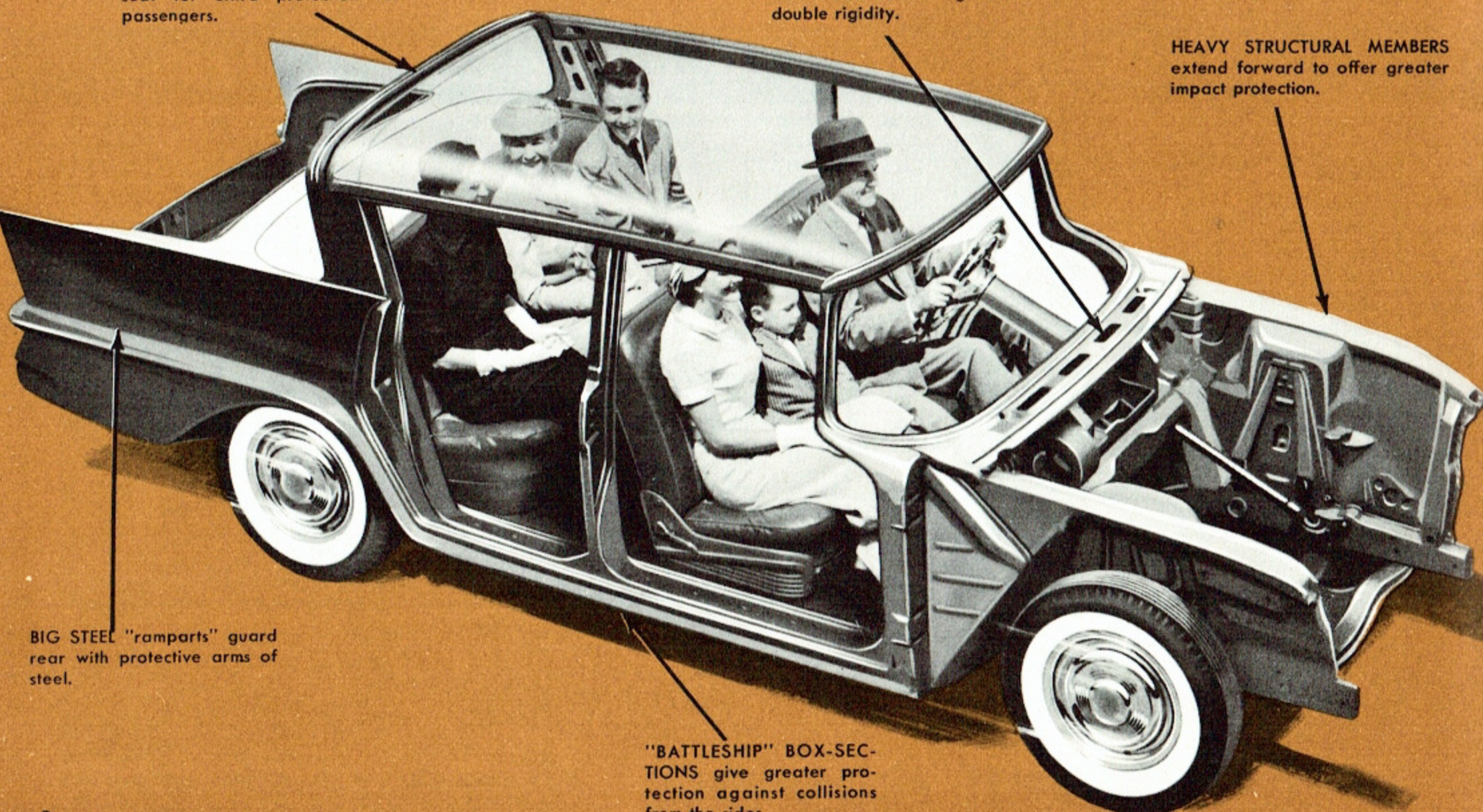


AMBASSADOR

HEAVY STEEL GIRDERS over rear seat for extra protection for passengers.

MASSIVE BOX-GIRDER Cowl Construction gives double rigidity.

HEAVY STRUCTURAL MEMBERS extend forward to offer greater impact protection.



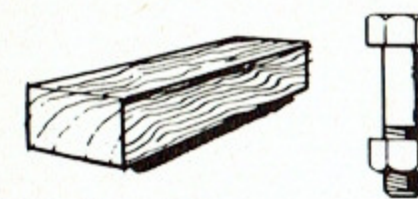
BIG STEEL "ramparts" guard rear with protective arms of steel.

"BATTLESHIP" BOX-SECTIONS give greater protection against collisions from the sides.

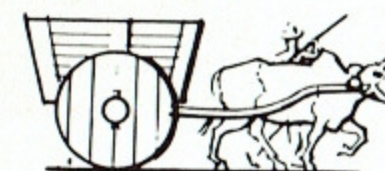
THE OLD WAY

SEE THE DIFFERENCE

THE AMERICAN MOTORS WAY



The wooden beam and the nut-and-bolt were the old units of body-frame construction.



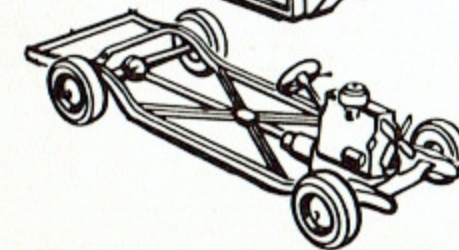
Old-fashioned oxcarts were built with wood-beam frames, on top was attached a box (or body).



The buggy wagon, "horseless carriage" and yesterday's trains were built the same antiquated way.



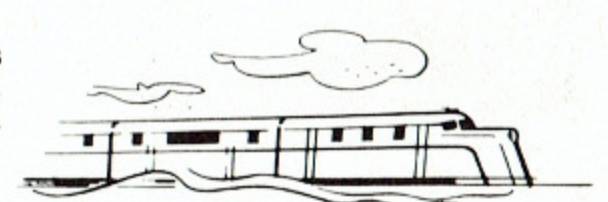
The separate frame which is still used on most cars built in the United States, is flat and thus relatively easy to bend or twist.



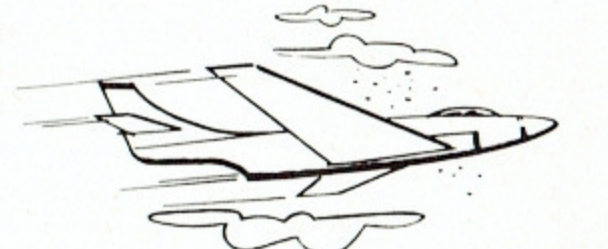
Modern engineers started a design revolution with welded, unitized construction.



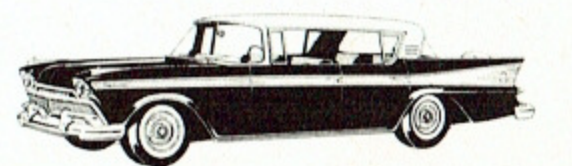
Train builders adopted this improved method. Bus makers followed with single-unit construction.



Modern jet planes, like modern streamlined trains are built as a single all-welded unit.

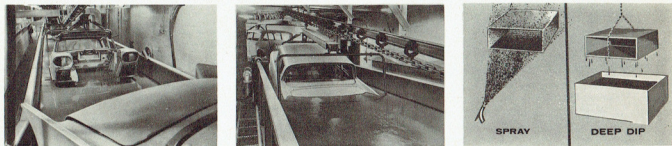


Single Unit Construction—body and frame one welded unit—is twice as strong, makes the Ambassador safer, more spacious.



Medium-
Priced Car **X-ray**

PROVES *Ambassador* HAS NEAREST THING TO A "LIFETIME" CAR BODY

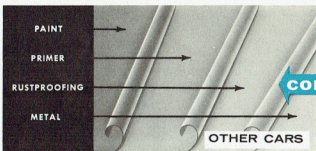


Every square inch of basic structure is deep-dipped in the 15,000 gallon tank of chromate paint primer

AMERICA'S FIRST DEEP-DIP RUST PROOFING

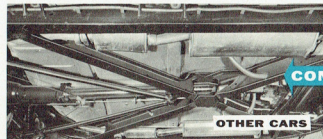
No more hit-or-miss spraying of rustproofing compounds. No danger that hidden areas of the body will be left bare to rust. Every American Motors single unit body and frame is submerged in a 15,000 gallon tank of chromate paint primer. (Lincoln also uses the dip method, but dips only the bottom 18 inches of the body. All other American cars get only a spraying which cannot get into the inside hard-to-get-at body parts and areas.)

Thus America's longest-lasting construction—all welded single unit construction—now gets protection from rust and corrosion that no other American car can offer. This means that the Ambassador's present top resale value will be even higher in the future with the nearest thing yet to the "LIFETIME CAR BODY." And remember . . . "Deep-Dip" rustproofing is another outstanding American Motors exclusive!



CUTTING CORNERS Many cars are given a "lick and a promise" with primer, partial rustproofing and short-life luster lacquer only.

COSTLY DOUBLE-BAKED ENAMEL. (two coats)—two prime coats, plus rustproofing, keep Ambassador new-looking, longer.



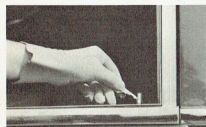
LIKE SWEEPING DUST under the carpet, other cars use cheap "chassis black" paint where it doesn't show.



EVEN THE BOTTOM IS TOPS! Ambassador even channels the under side, prevents the formation of rust three times longer.

Medium-
Priced Car **X-ray**

PROVES *Ambassador* HAS MORE SAFETY FEATURES



CHILD GUARD rear door locks. You unlock with ignition key. Keep children safe. (Accessory)



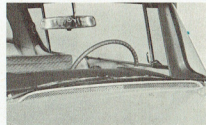
ROLL-DOWN tail window of Cross Country locks at various heights from outside for ventilation. Safer!



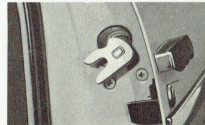
"DISHED" Steering Wheel with recessed hub is standard on all Ambassador models.



SEAT BELTS are an American Motors "first" (1950), an accessory on all Ambassadors.



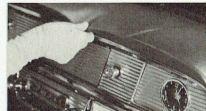
SAFETY Cowl-Level Fresh-Air Intake, an American Motors "first" in 1950. Widely copied.



CAM-LEVER DOOR LATCHES on Ambassador are more secure than rotary latches.



PANORAMIC one-piece, curved windshield on Ambassador ends "blind spots."



SAFETY-PADDED Instrument Panel is standard on custom Ambassador. Children are safer.



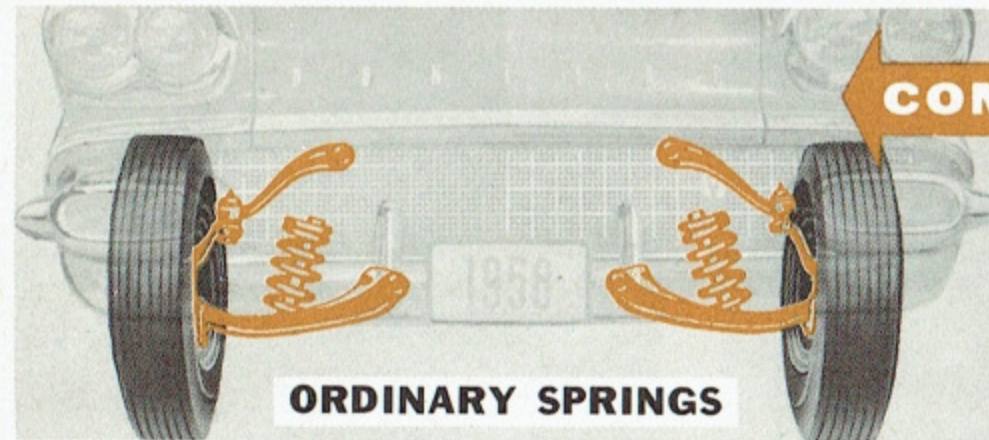
SAFETY-PADDED Sun Visors offer additional protection for front seat passengers. Std. on custom.

Add Up The
SAFETY
Box Score
You'll Be Happier
Driving An
Ambassador

	AMBA- SSADOR	Pontiac Chieftain	Buick Special	Oldsmobile	Mercury Moustery	Edsel Ranger	Chrysler Coronet	De Soto Firearrow	Chrysler Windstar
Body-and-Frame Constructed & Welded as Single Unit Instead of Bolted	Yes	No	No	No	No	No	No	No	No
Impact-Absorbing Box-Sections-Forward	Yes	No	No	No	No	No	No	No	No
Non-Blinding Tail-Light System	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes
Safety-Padded Dash & Visors Available	Std. Cost.	Dash only	Opl.	Dash only	Opl.	Opl.	Opl.	Dash only	Dash only
Roll-Down Tail-Gate Wind. on Stz. Wags.	Yes	No	No	No	Yes	No	Yes	Yes	Yes
Self-Adjusting Brakes Available	Yes	No	No	No	Yes	Yes	No	No	No
Power-Lok Differential (Optional)	Yes	Yes	No	Yes	No	No	Yes	Yes	Yes
Easy-Grasp Door Handles (Left or Right Hand Operation)	Yes	No	No	No	No	No	Yes	Yes	Yes
One-Piece Bumpers, Front & Rear	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Separate Bumper Guards, Front & Rear	Yes	Yes	No	No	No	Opl.	No	No	No
Vacuum Boosters for Windshield Wipers	Yes	Yes	Yes	Yes	Yes	Opl.	Electric	Electric	Electric

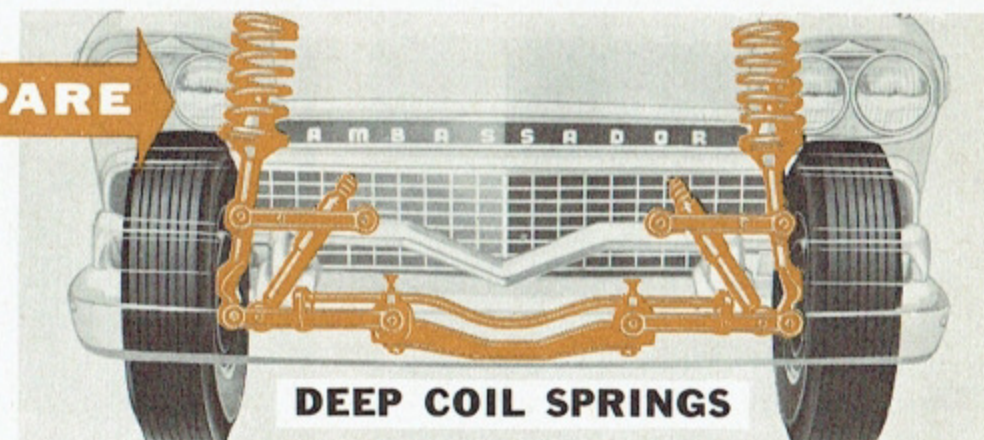
Medium-
Priced Car **X-ray**

REVEALS BETTER DIFFERENCE No. 3— *Ambassador* OUT RIDES THE OTHER CARS WITH ITS DEEP-COIL RIDE



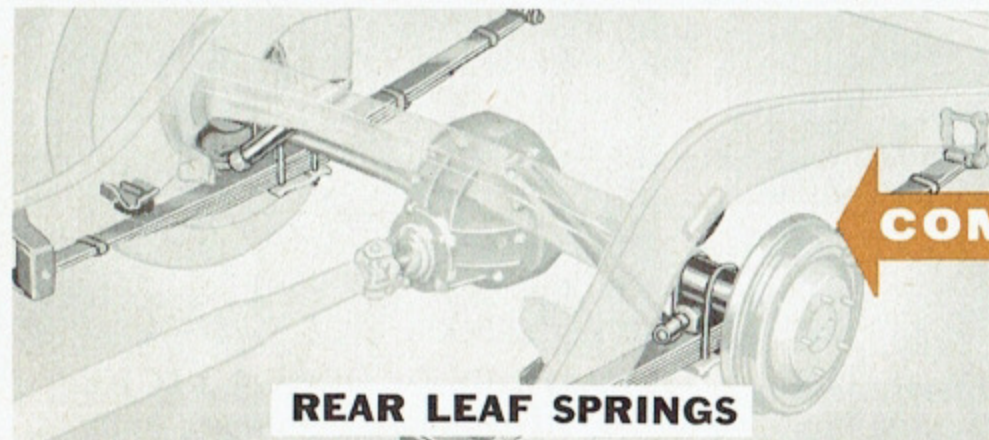
ORDINARY SPRINGS

STIFF, SHORT SPRINGS on other cars are set far from the wheels because of old-fashioned construction. They cause a jolting ride.



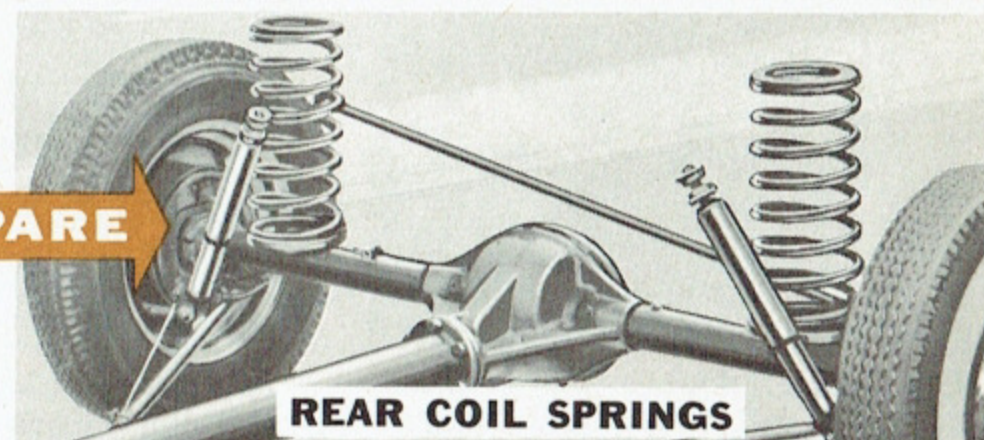
DEEP COIL SPRINGS

AMBASSADOR SPRINGS are "king size"—longer and direct-acting. They absorb shocks three times better, resist sway on turns, give "sports car" cornering.



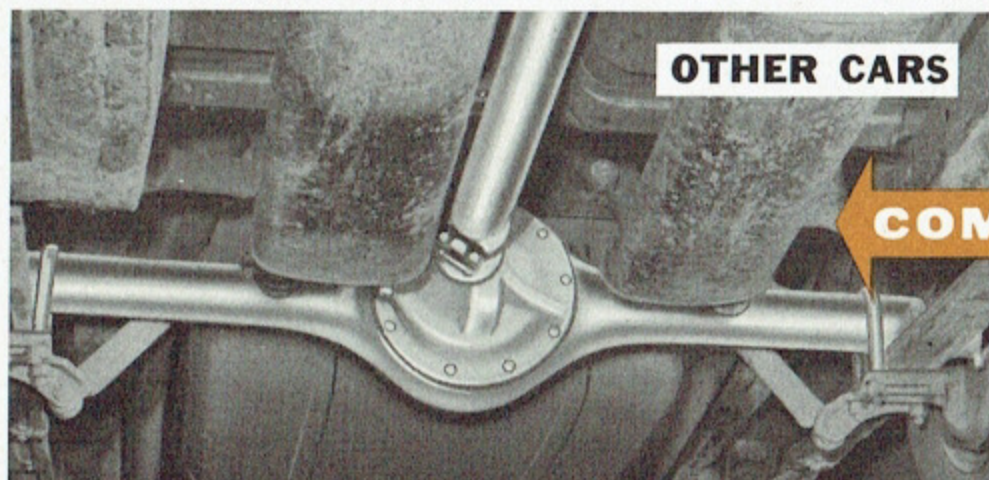
REAR LEAF SPRINGS

ORDINARY "LEAF" SPRINGS used on most other cars for rear suspension provide a less comfortable ride on rough roads, need frequent servicing.



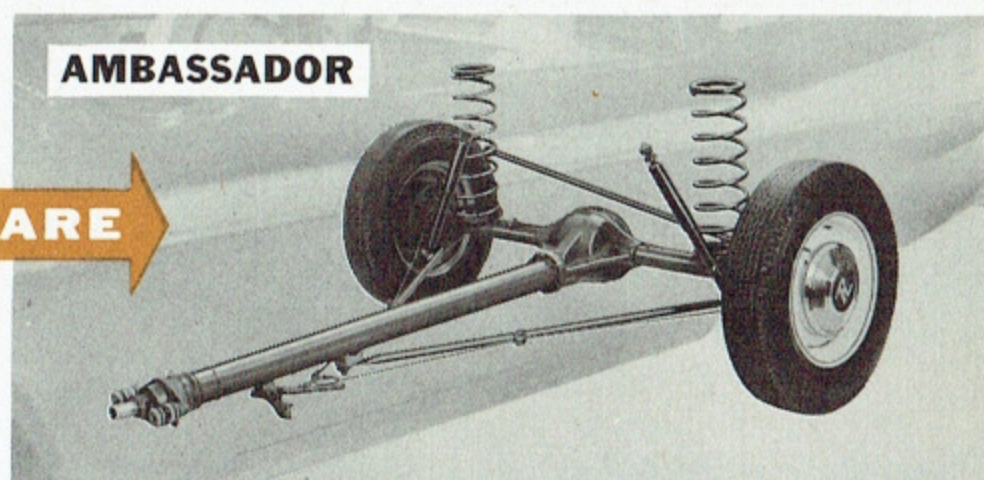
REAR COIL SPRINGS

DEEP COIL SPRINGS on all four wheels of the Ambassador never wear out or stiffen up. No lubrication or spring servicing is ever needed.



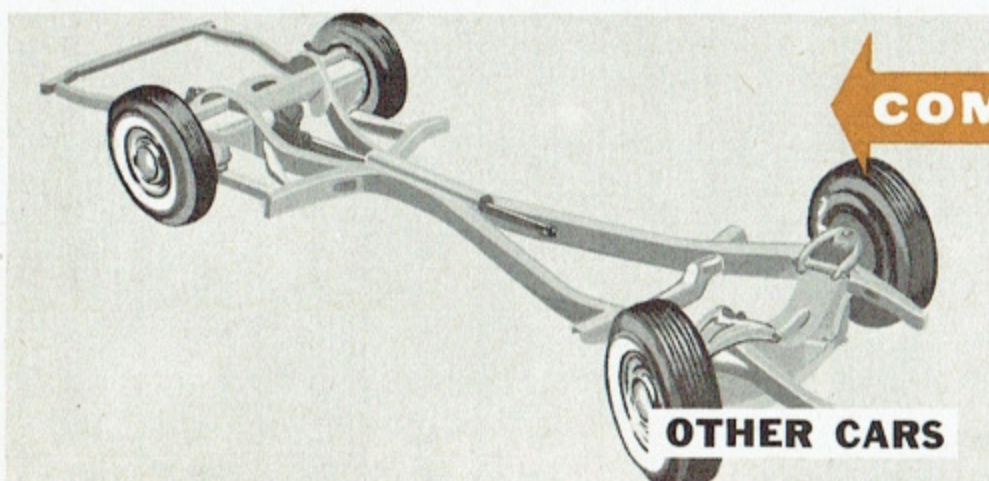
OTHER CARS

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



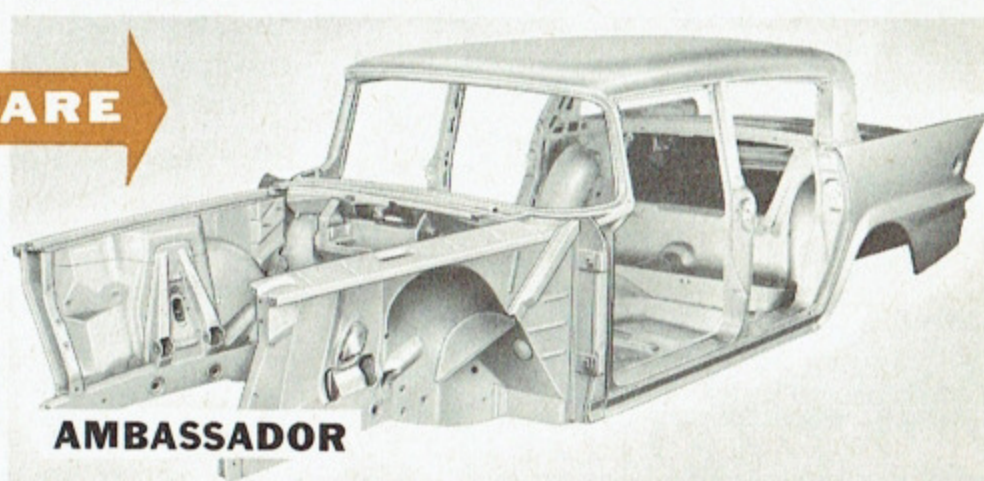
AMBASSADOR

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



OTHER CARS

Old-fashioned frames used on other cars are subject to distortion—do not permit use of long coil springs needed for better riding qualities.



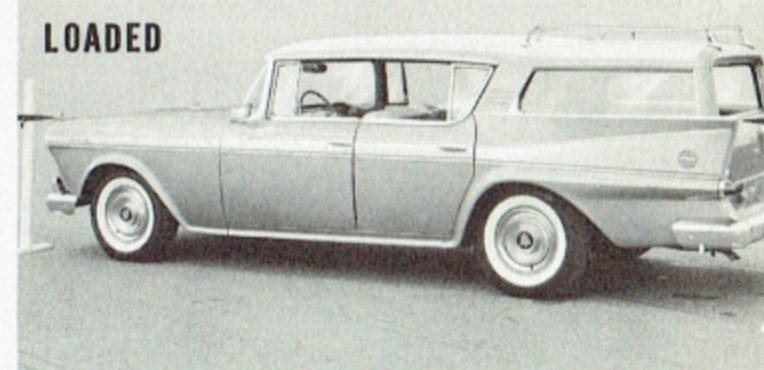
AMBASSADOR

Rigid Single Unit Construction of Ambassador makes possible Deep Coil Ride, greater quiet throughout the life of the car.

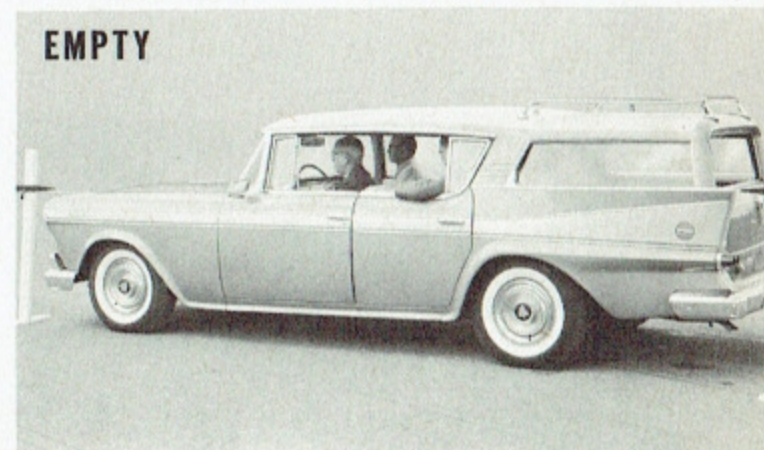
AND NOW... For an even smoother, Level Ride... Ambassador offers Optional AIR-COIL RIDE

The Ambassador's wonderfully comfortable ride can be even smoother for you with American Motors new Air-Coil Ride.

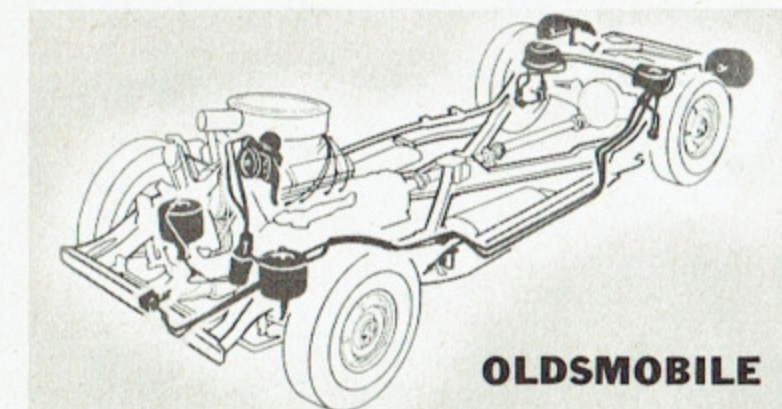
This revolutionary new system automatically changes the action of the air springs to meet changes in road or load. This gives you better control on severe bumps, increased stability when cornering and a "boulevard-smooth" ride over washboard roads. The car rides constantly level regardless of the load, as its "level brain" keeps it at the same height whether the car is empty or loaded. Because of advanced Deep Coil Springs on front wheels, air springs on front wheels are unnecessary on Ambassador.



LOADED

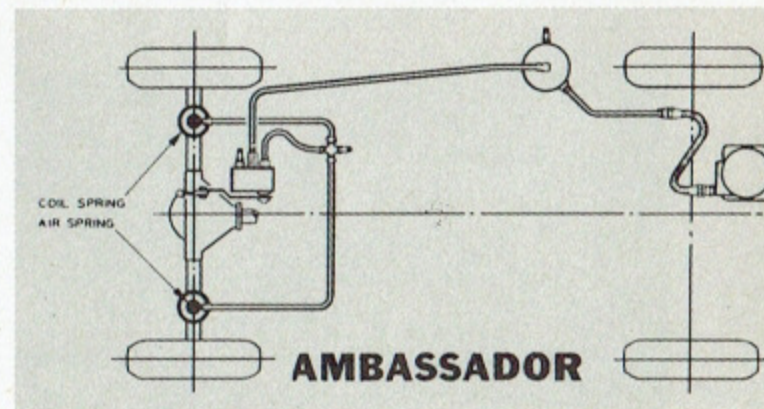


EMPTY



OLDSMOBILE

Compare the simplicity of Ambassador Air-Coil Ride System with others. Because Ambassador requires air springs at the rear only, there are fewer valves and much less piping than with other systems. Ambassador Air-Coil Ride is virtually trouble-free.



AMBASSADOR

Add Up The Box Score On Ride And Roadability

	AMBAS- SADOR	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Coil Springs, All 4-wheels	Yes	Yes	Yes	No	No	No	No	No	No
Fully-Enclosed Torque Tube Drive	Yes	No	Yes	No	No	No	No	No	No
Ball-Bearing Steering Gear Box	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Coil Spring Seats	Yes	No	No	No	No	No	No	No	No
Road Clearance, Minimum	6.7	6.3	6.1	6.1	5.9	6.2	5.4	5.3	5.5
Road Clearance, Rear Axle	6.9	6.6	7.4	6.9	7.3	7.4	7.5	7.5	7.5
Wheelbase	117	122	122	122.5	122	118	122	122	122
Front & Rear Tread (Average)	58.44	59.10	59.25	58.50	59.22	59.22	60.80	60.35	60.35
Wheelbase to Tread Ratio (low number best)	2.00	2.06	2.06	2.09	2.06	1.99	2.01	2.02	2.02
Air Suspension, Rear Only (needed most at rear)	Yes	No	No	No	No	No	No	No	No
Air Suspension, Simple to Service and Maintain	Yes	No	No	No	No	No	No	No	No
Air Suspension Price	\$98.50	\$188.13	\$188.13	\$215.00	N.A.(2)	\$188.30	—	—	—
Tire Size	8.00 x 14	8.00 x 14	7.10 x 15	8.50 x 14	8.00 x 14	8.00 x 14	7.50 x 14	8.00 x 14	8.00 x 14

(2) Announced but not in production.

If you want true big car comfort
you'll be happier driving an *Ambassador*

Medium-
Priced Car **X-ray**

PROVES BETTER DIFFERENCE No. 4 ROOM AND VISION WHERE IT COUNTS



OLDSMOBILE

COMPARE

Ambassador equals the medium price field for rear window visibility. The Ambassador roof does not obstruct rear vision through the large one-piece rear window.



AMBASSADOR



DODGE

COMPARE

Ambassador rear seat passengers can easily see out the vent-windows while relaxed against the cushion. Passengers in other cars must lean forward to see out.



AMBASSADOR



BUICK

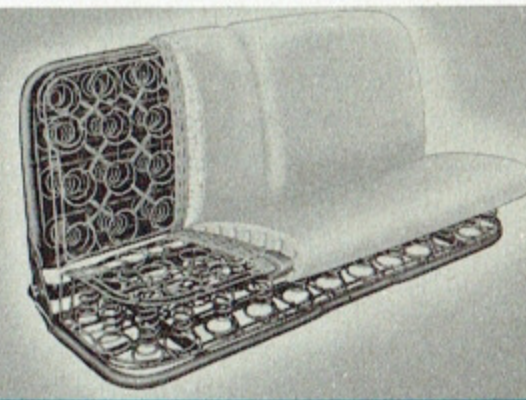
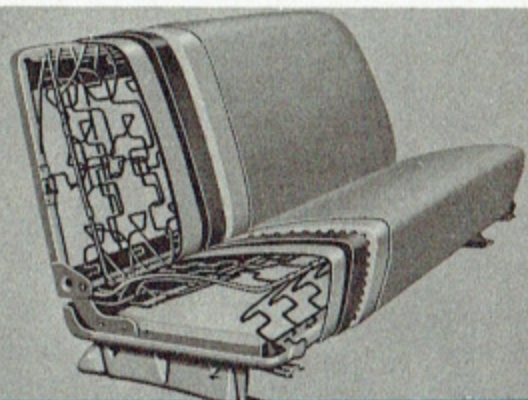
COMPARE

Ambassador's smoother hood is low to assure maximum driver vision. Compare it with Buick's higher road post that lessens forward visibility.



AMBASSADOR

MERCURY—"Army bunk" zig-zag springs are in most other car seats—result in a stiff, unyielding cushion.



AMBASSADOR All-Coil Seat Springs are rubber-coated, silent . . . add to Ambassador comfort.

OTHERS—Pity the middleman, with knees near his chin, because of huge drive-shaft center hump.



AMBASSADOR—Low-set drive-shaft permits even the "Man in the Middle" to ride in real comfort.



MERCURY

COMPARE



AMBASSADOR

DON'T LET IMPRACTICAL DESIGN CHEAT YOU out of easy entrance to your car. Beware of narrow, low jig-saw front and rear doors that call for an acrobat to get in and out with any degree of ease.

AMBASSADOR BEATS MOST CARS for comfortable entrance room. Front and rear, Ambassador doors are higher and wider. And they don't make a puzzle game out of getting in the car.



CHRYSLER

COMPARE



AMBASSADOR

CRUSHED HEADGEAR and "spine-sitting" postures are the result of the minimum headroom offered by most other cars in the medium-price field.

AMBASSADOR offers more headroom than the average of other cars . . . enables passengers to sit comfortably upright in both front and rear compartments.

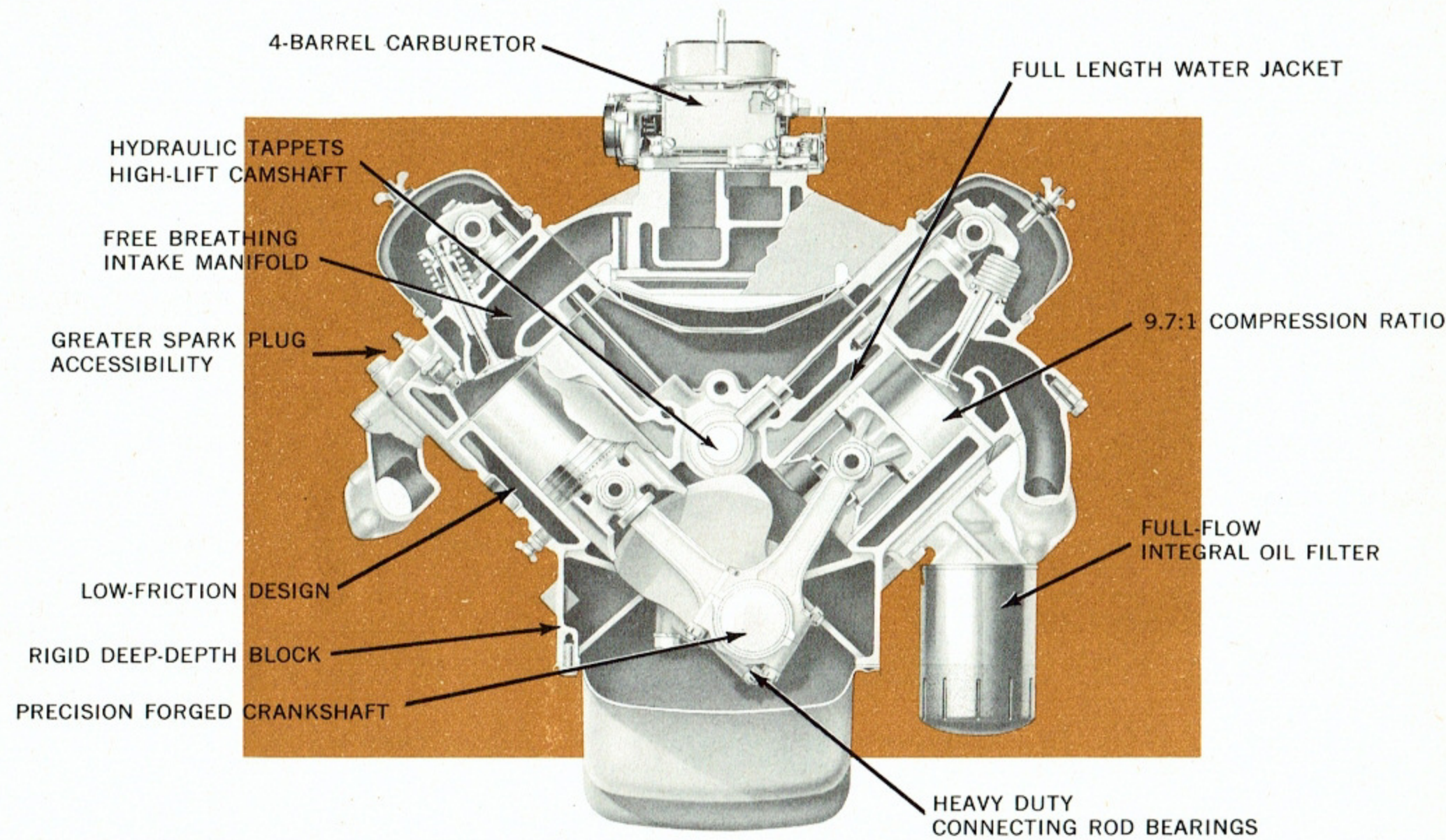
If You Want Plenty of Room For Six 6-Footers
... You'll Be Happier Driving *Ambassador*

ADD UP THE BOX SCORE ON ROOM

	AMBASSADOR	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Hip Room, Front	59.8	62.0	62.6	62.5	61.3	60.0	63.0	63.0	63.0
Hip Room, Rear	60.1	63.1	62.1	62.1	62.9	60.1	62.7	62.7	62.7
Shoulder Room, Front	57.7	56.4	56.9	56.9	60.2	57.2	60.5	60.5	60.5
Shoulder Room, Rear	57.6	56.2	55.7	55.7	60.2	57.0	60.4	60.4	60.4
Head Room, Front	36.0	35.0	34.9	35.1	34.0	33.8	35.7	35.7	35.7
Head Room, Rear	35.0	34.3	33.4	33.5	33.2	33.5	34.5	34.5	34.5
Leg Room, Front	43.0	44.7	43.0	44.0	44.1	43.1	45.5	45.5	45.5
Leg Room, Rear	40.0	41.6	41.7	41.2	43.4	40.7	42.5	43.0	43.0
Front Seat Adjustment	6.0	4.7	4.7	5.3	5.0	5.0	5.0	4.8	4.8
Steering Wheel to Seat	5.6	5.1	5.6	5.5	5.5	5.6	6.0	6.0	6.0
Seat Depth, Front	18.0	18.3	17.8	17.8	18.4	18.6	18.6	18.6	18.6
Seat Depth, Rear	18.0	18.4	18.7	18.7	18.6	18.2	18.6	18.6	18.6
Seat Height, Front	10.4	10.4	10.9	11.2	10.5	10.7	10.8	10.8	10.8
Seat Height, Rear	14.2	13.0	12.0	11.8	14.5	13.9	12.0	12.0	12.0
Windshield Width	59.8	60.3	60.9	60.8	62.6	60.1	63.2	63.2	63.2
Rear Window Width	58.8	60.2	58.6	58.9	63.4	59.2	60.4	60.4	60.4

Medium-
Priced Car **X-ray**

REVEALS BETTER DIFFERENCE No. 5— BEST CAR IN PERFORMANCE AND ECONOMY



MORE POWER PER POUND THAN ANY CAR IN THE MEDIUM-PRICE CLASS

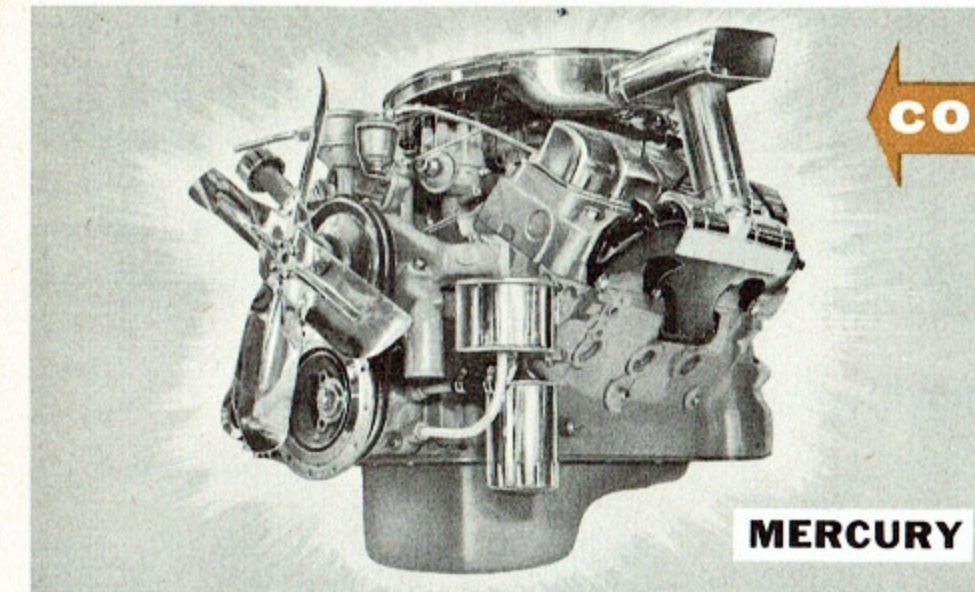
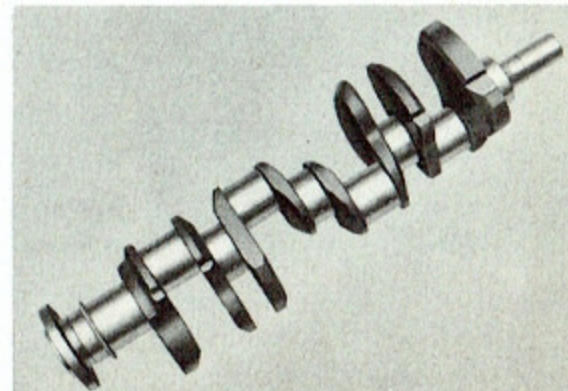
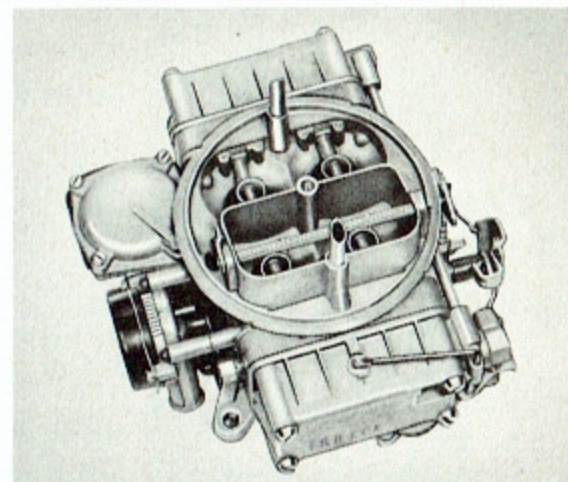
AMBASSADOR CARRIES LESS WEIGHT PER HORSEPOWER

	HORSEPOWER	WEIGHT*	WEIGHT PER HP
Ambassador	270	3653	13.53
Pontiac Chieftain	270	4123	15.27
Buick Special	250	4397	17.59
Oldsmobile 88	265	4362	16.46
Mercury Monterey	312	4317	13.84
Edsel Ranger	303	4130	13.63
Dodge Coronet 8	252	3905	15.50
DeSoto Firesweep	280	4015	14.34
Chrysler Windsor	290	4205	14.50

*Curb Weight, 4-Dr. Sedan, Auto. Trans., Radio, Heater, Power Steering, Power Brakes, Gas, Oil, Water.

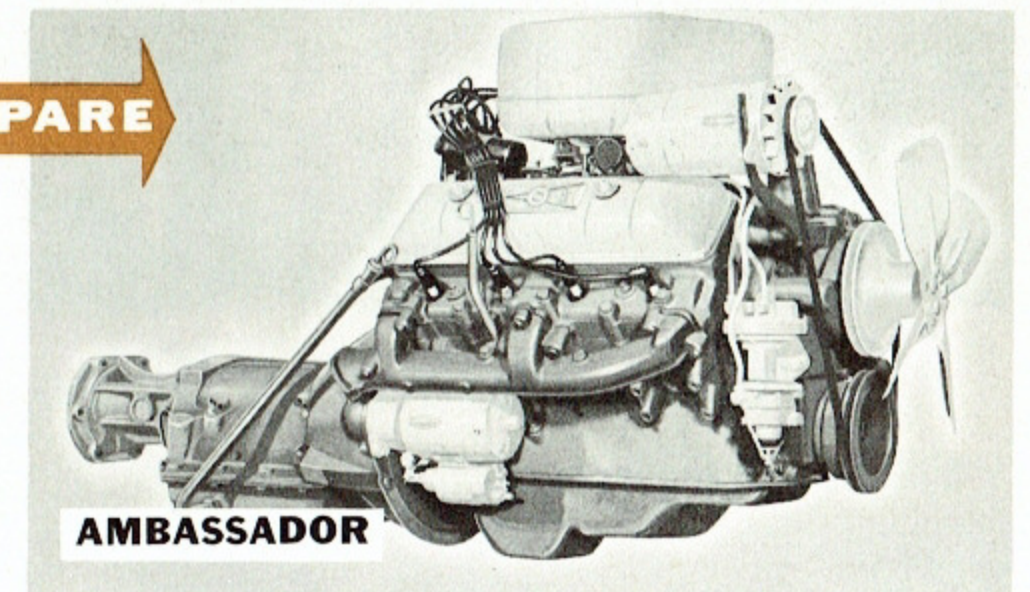
4-BARREL CARBURETOR is standard at no extra cost. The 4-barrel carburetor gives better performance with better fuel economy than 2-barrel carburetors on other V-8 models.

100% COUNTER-BALANCED V-8 CRANKSHAFT gives the Ambassador engine the smoothness you normally expect to find only in highest-priced cars.



MERCURY

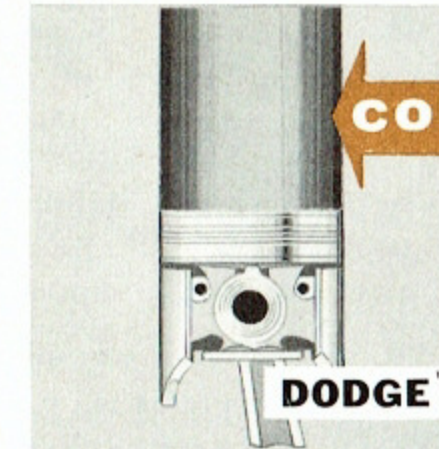
OVER-POWERED ENGINES used in many other cars offer unuseable power and wasteful fuel consumption, especially so in urban driving.



AMBASSADOR

CLEAN, EFFICIENT DESIGN characterizes the Ambassador V-8 engine. It offers top performance balanced with economy and easy accessibility.

The design of many other V-8 engines results in excessive piston wear and loss of engine efficiency and a reduction in the utilization of available power.



DODGE



AMBASSADOR

AMBASSADOR'S large bore, short stroke design reduces piston speeds—has less friction energy loss, more power and longer engine life.

Spherical combustion chambers used in some other cars often permit engine harshness and excessive carbon deposits.



OTHER CARS



AMBASSADOR

AMBASSADOR'S wedge-type combustion chamber gives far better turbulence and more efficient combustion.

PERFORMANCE AND ECONOMY FACTORS

	Ambassador	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Dual Exhaust System at no extra cost	Yes	No	No	No	No	No	No	No	No
4-Barrel Carburetor at no extra cost	Yes	No	No	No	Yes	Yes	No	No	No
Oil Filter at no extra cost	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes
Over-Square Engine (Bore larger than stroke)	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Bore & Stroke	4.00 x 3.25	4.06 x 3.56	4.13 x 3.40	4.00 x 3.69	4.30 x 3.30	4.05 x 3.50	3.69 x 3.80	4.06 x 3.38	3.94 x 3.63
Displacement, Cu. In.	327	370	364	371	383	361	325	350	354
Compression Ratio	9.7:1	8.6:1 10.0:1*	9.5:1	10.0:1	10.5:1	10.5:1	9.0:1	10.0:1	10.0:1
Horsepower @ RPM	270 @ 4700	240 @ 4500 270 @ 4600*	250 @ 4400	265 @ 4400	312 @ 4600	303 @ 4600	252 @ 4400	280 @ 4600	290 @ 4600
Torque @ RPM	360 @ 2600	354 @ 2600 388 @ 2800*	380 @ 2400	390 @ 2400	405 @ 2900	400 @ 2800	345 @ 2400	380 @ 2400	385 @ 2000
Horsepower Per Cu. In. (high number best)	.826	.649, .730*	.689	.714	.814	.839	.776	.800	.819
Car Weight Per HP (low number best)	13.53	15.27	17.59	16.46	13.84	13.63	15.50	14.34	14.50
Curb Weight, 4-Dr. Sedan, Auto. Trans. Gas, Oil, Water	3653	4123	4397	4362	4317	4130	3905	4015	4205
Radio, Heater, Power Steering, Power Brakes, Powr-Saver Fan (Optional)	Yes	No	No	No	Yes	No	No	No	No

*Auto. Trans. Power plant.

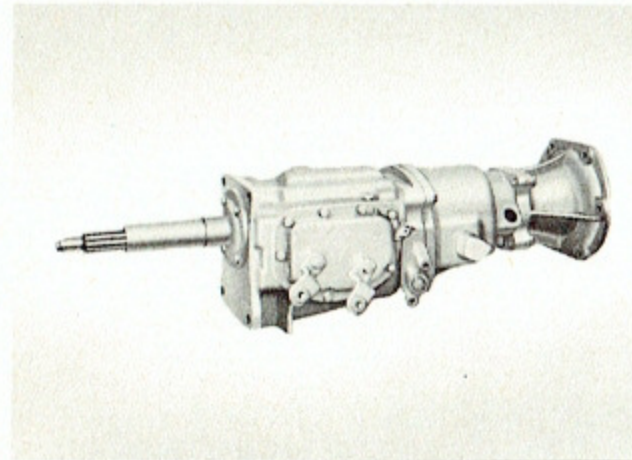
Medium-
Priced Car

X-ray

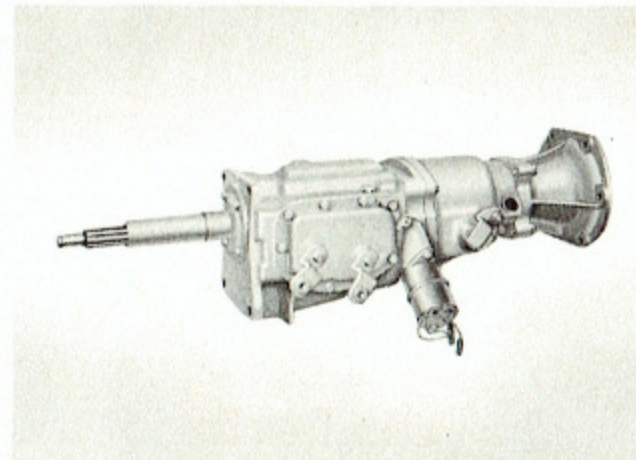
REVEALS 1958 OUTSTANDING FOR YOUR GREAT

Ambassador OFFERS MECHANICAL FEATURES ER DRIVING PLEASURE

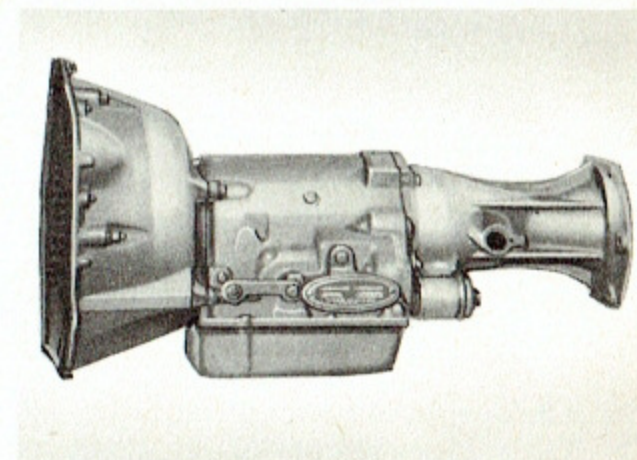
Your Choice of Three Great Transmissions



STANDARD SYNCROMESH transmission is standard equipment. Durable and quiet, it is easy to operate under all conditions.



GAS-SAVING OVERDRIVE is optional on all 1958 Ambassador V-8's, reduces engine speed in relation to car speed by 30 per cent.



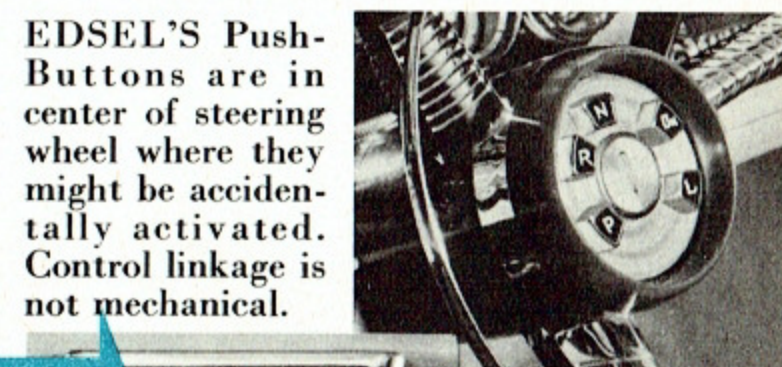
PUSH-BUTTON FLASH-O-MATIC transmission is a torque converter with gears system to provide smoothest automatic shifting.

Ambassador

**Mechanical
Push Button
Shifting
Eliminates
Trouble**



AMBASSADOR Push-Button Controls are conveniently located to left of steering post and are well lighted for night driving. Positive-action cable linkage gives trouble-free service.



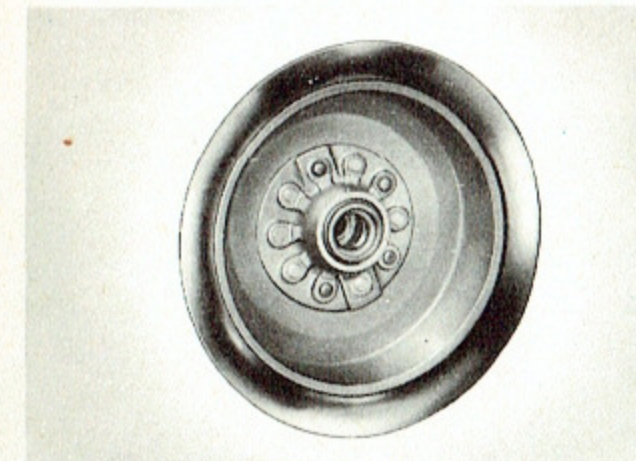
EDSEL'S Push-Buttons are in center of steering wheel where they might be accidentally activated. Control linkage is not mechanical.



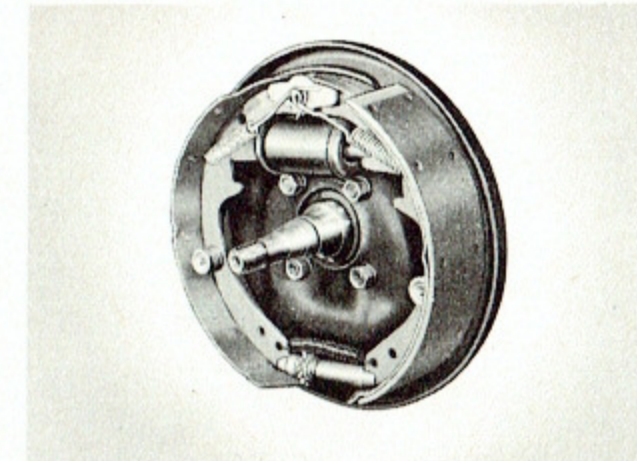
MANY CARS use a quadrant control that requires manual lever shifting from one range to another.

COMPARE

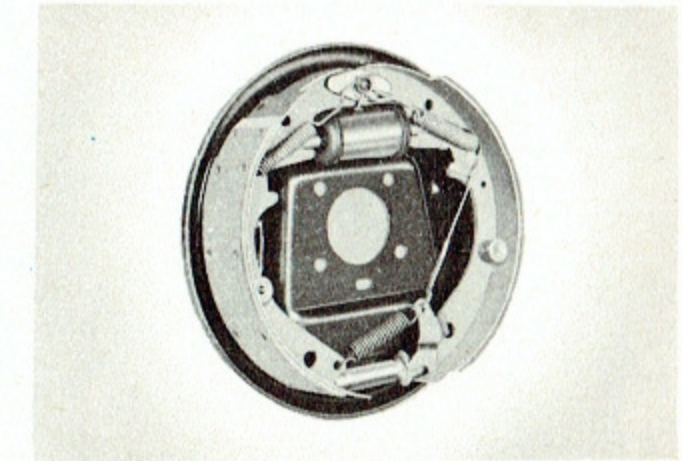
Ambassador Brakes Give Greater Safety and Longer Life . . . Require Less Service



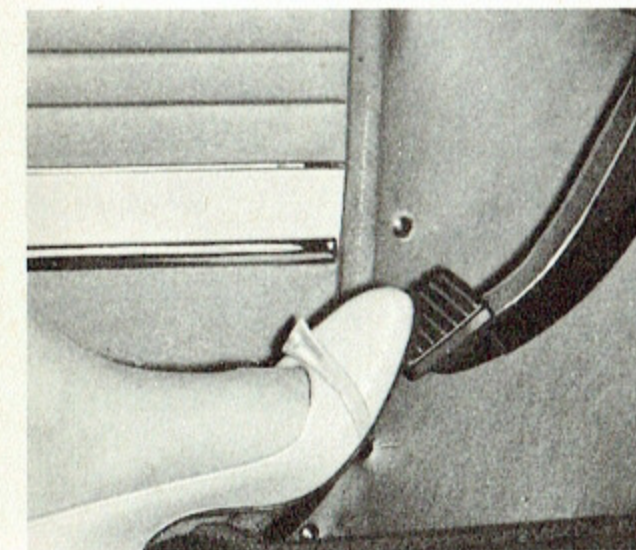
SELF-COOLING, FLANGED brake drums dissipate heat faster to give quick, sure stops.



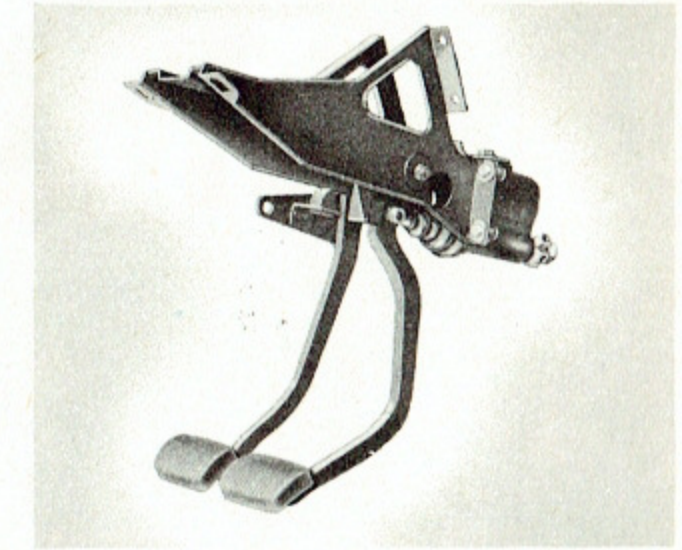
SERVO-ACTION BRAKE SHOES on Ambassador are self-energizing, reduce pedal effort.



SELF-ADJUSTING BRAKES, optional on Ambassador, eliminates adjustment service needs.



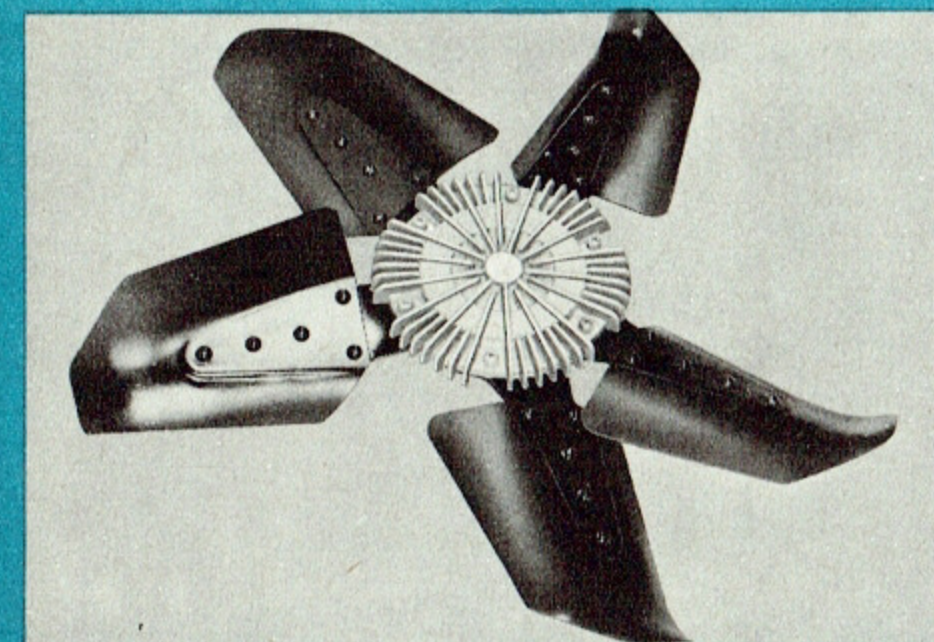
NEW "STEP-ON" PARKING BRAKE offers greater convenience than the hand brakes used on most other cars in all price classes. Suspended brake pedal on the Ambassador provides more foot room in the front compartment and better leverage. Infinitely more convenient.



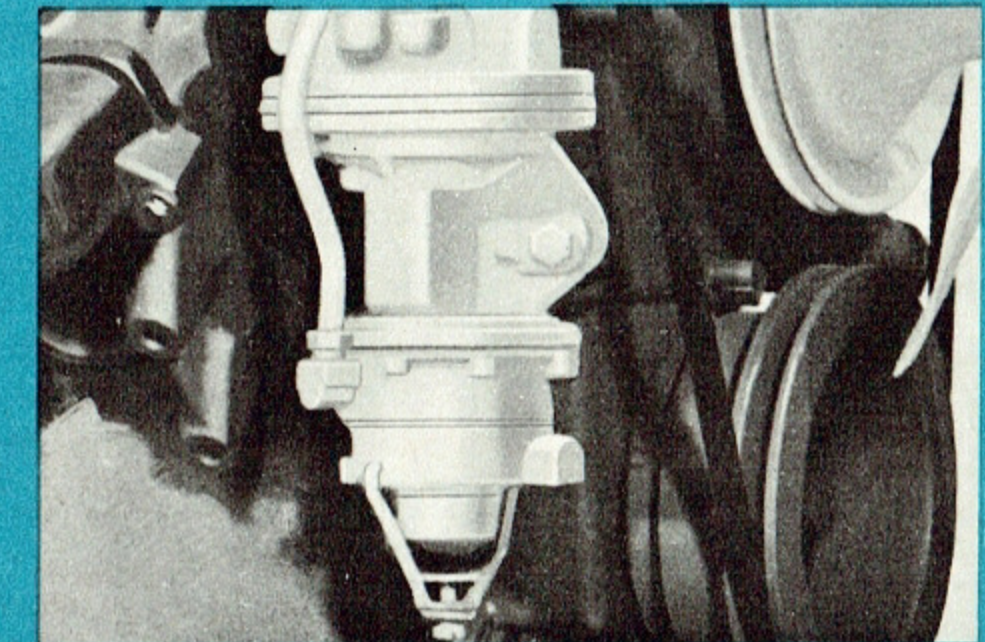
TOP SAFETY is assured by Ambassador's unique transmission lockout system. When "park" position is engaged, all buttons are locked, eliminating danger of false starts.

FLASH-O-MATIC MORE EFFICIENT

	Ambassador	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Std. Trans. Offered	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Overdrive Offered	Yes	No	No	No	Yes	Yes	No	No	No
Type of Auto. Trans.	Torque Converter	Fluid Coupling	Torque Converter	Fluid Coupling	Torque Converter	Torque Converter	Torque Converter	Torque Converter	Torque Converter
Push-Button Control	Yes	No	No	No	Yes	Yes, Opt.	Yes	Yes	Yes
Push-Button Type	Cable	No	No	No	Cable	Electric	Cable	Cable	Cable
Park Control	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Double Drive Ranges	Yes	Yes	No	Yes	No	No	Opt.	Opt.	Yes
Engine to Trans. Control	Vacuum ("Tolovac")	Linkage	Linkage	Linkage	Linkage	Linkage	Linkage	Linkage	Linkage



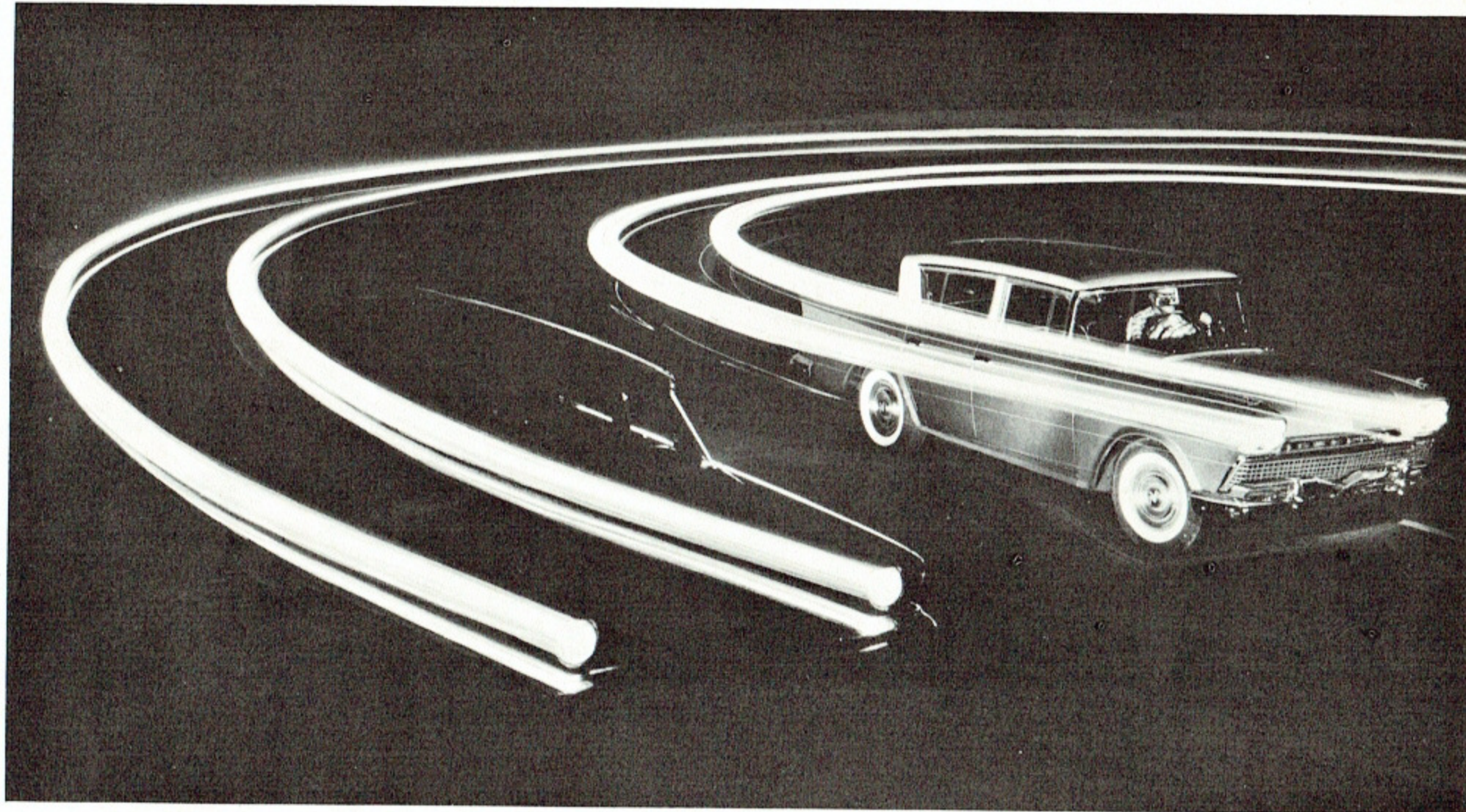
AMBASSADOR POWR-SAVER FAN reduces fan speed and noise up to 40% . . . saves up to 55% fan horsepower for greater economy. Requires no service. Optional equipment at slight extra cost.



ADVANCED AMBASSADOR FUEL PUMP operates on an eccentric mechanism from the camshaft . . . features a vacuum booster as standard equipment for positive windshield wiper action.

Medium-
Priced Car **X-ray**

PROVES BETTER DIFFERENCE No. 6— EASIEST CAR OF ALL TO DRIVE, PARK AND GARAGE

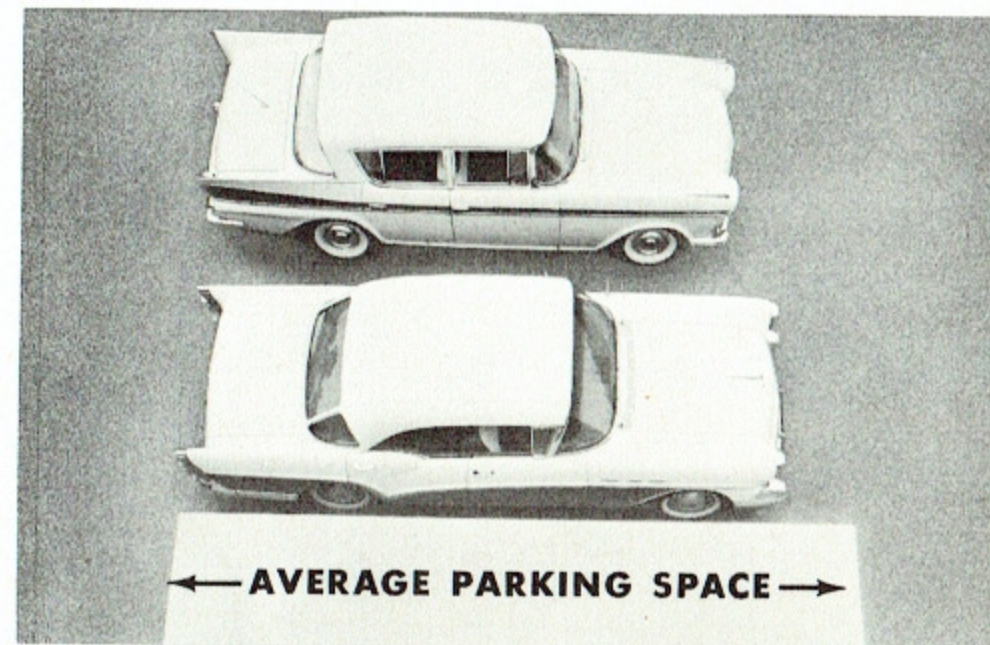


OUT-TURNS OTHERS! Ambassador makes U-turns easily in streets that are difficult to turn in for other cars. Turning radius is only

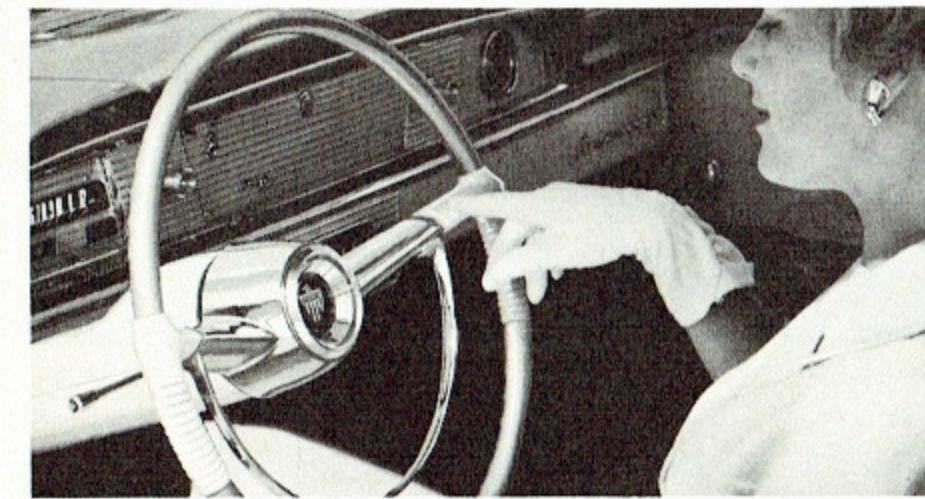
19 feet 10½ inches. Even Ambassador station wagons handle and park easier than most other-make sedans.



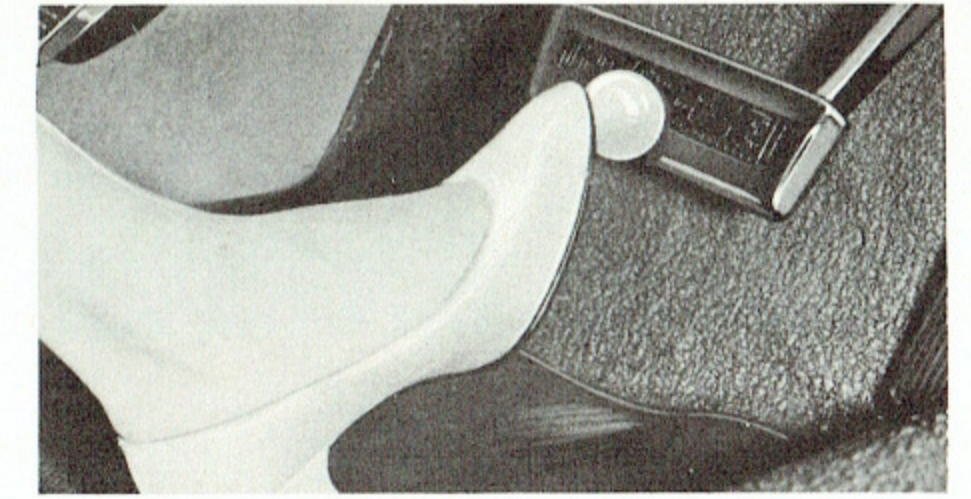
AMBASSADOR'S wide tread-to-wheelbase ratio assures road stability. On some other cars, the rear tread is as much as two inches narrower than the front.



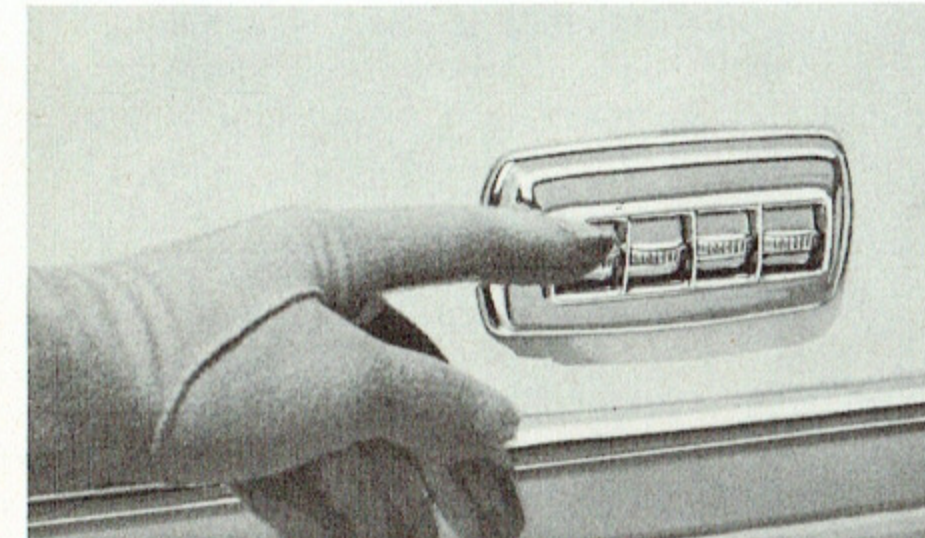
Two to three feet shorter overall length lets the Ambassador park where others can't. The new Ambassador fits the ordinary home garage with room to spare.



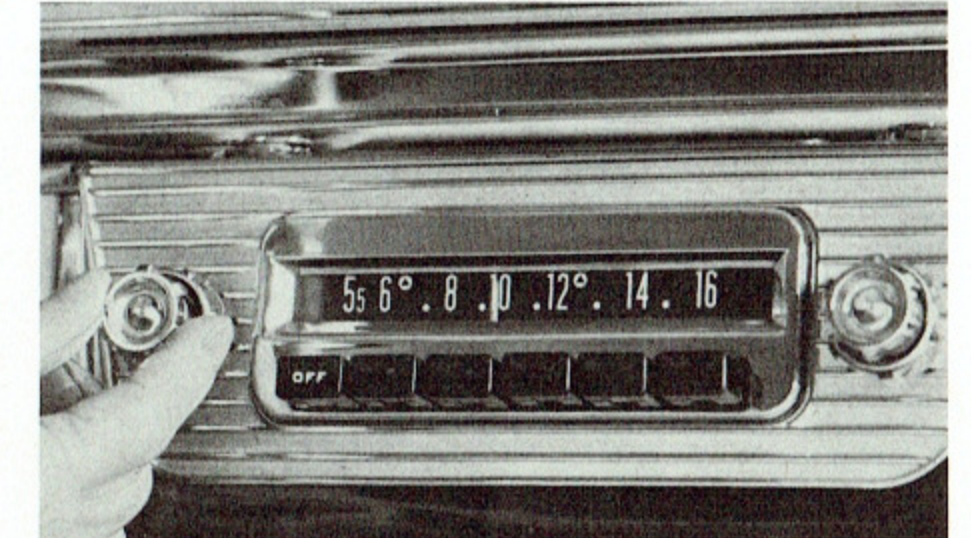
AMBASSADOR POWER STEERING lets you spin the wheel with a finger, yet you always retain the good "feel of the road." Optional.



AMBASSADOR POWER BRAKES are another optional extra to make America's easiest handling car even easier and safer to drive.



PUSHBUTTON WINDOWS have a master control on driver's door. You can close any window without stopping car in case of rain. Optional.

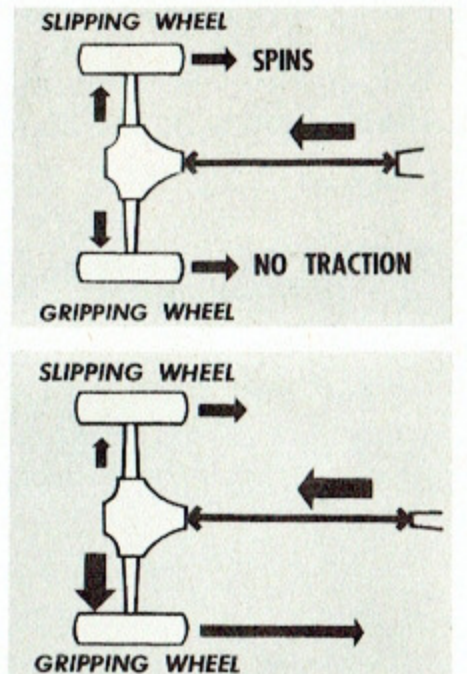


TRANSISTOR-TYPE Rambler Radio features Push Button Control for easiest tuning. Dual speakers give concert-hall clarity and fidelity.



New Control of the road with Ambassador's Powr-Lok anti-spin differential.*

Ordinary differential lets wheel on slippery surface spin while wheel on dry surface gets no power. Driving with ordinary differential on slick surface, one rear wheel may spin causing the car to swerve. With Ambassador's Powr-Lok, driving force to each wheel is automatically compensated for safe, sure traction. Cars used to get "stuck" at an icy curb, even though one wheel was on dry pavement. Now you can ease right out.



*Optional at extra cost.

**Add up the
Box Score on
Handling Ease
You'll Be Happier
Driving an
Ambassador**

	AMBAS- SADOR	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Turning Diameter, Average, Feet	39.75	41.70	43.20	42.00	42.54	41.71	43.57	43.57	43.57
Steering Wheel Turns (Std. & Power)	4.7, 4.6	5.0, 4.3	5.0, 4.0	4.8, 4.0	5.5, 4.5	5.0, 5.0	5.2, 3.5	5.2, 3.5	5.2, 3.5
East to Park in a Tight Spot	Yes	No	No	No	No	No	No	No	No
Wheelbase	117	122	122	122.5	122	118	122	122	122
Length, Overall	200.1	210.5	211.8	208.2	213.2	213.2	213.8	216.5	218.1
Width, Overall	72.2	77.4	78.1	78.8	81.1	78.8	78.3	78.3	79.6
Overhang, Front	32.0	34.5	37.6	33.8	33.7	37.5	35.1	37.0	36.9
Overhang, Rear	51.2	54.0	52.2	51.9	57.5	57.6	56.7	57.5	59.2
Step-On Park Brake	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Automatic Transmission Park Control	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Automatic Trans. Push-Button Control	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Double Drive Ranges	Yes	Yes	Opt.	Yes	No	No	Opt.	Opt.	Yes
Powr-Lok Differential (Optional)	Yes	Yes	No	Yes	No	No	Yes	Yes	Yes

Medium-
Priced Car **X-ray**

PROVES BETTER DIFFERENCE No. 7— *Ambassador* OFFERS THE GREATEST COMFORT FEATURES EVER BUILT INTO A CAR

Airliner Reclining Seats and Twin Travel Beds



Here is every owner's delight—five position Airliner Reclining Seats that rest you on long drives, give you far more comfort than ordinary cars on jaunts around town.

Copied by one of the country's most expensive cars (which has only *one* reclining seat). Reclining Seats are an American Motors' feature that hundreds of thousands of owners call "the greatest comfort feature ever built into a car." Seats adjust instantly to make Twin Travel Beds, long hailed by campers, travelers, outdoorsmen. Here's a feature you certainly want in your next car.

R-E-L-A-X! Why do double driving when someone else is at the wheel? Here's how to arrive at your destination fresh as a daisy.



GOING ON A TRIP? Just think of the hotel and motel bills you'd save with built-in beds in your car. You get them only in American Motors cars.

A CHAISE LONGUE IN A CAR! Exactly. You can lean back and take it easy. Read. Knit. Watch the world go by as you travel in luxury.

NEED AN EMERGENCY AMBULANCE? Many doctors, nurses, police and fire officials choose the Ambassador for this life-saving feature.



Weather-Eye and All-Season Air Conditioning



If you have felt you can't afford the obvious benefits of Air Conditioning, here's wonderful news.

Ambassador All-Season Air Conditioning is so much lower in price and adds so much to resale value, it may repay you most or all of its cost when you trade. According to Used Car Guides, \$200, \$300 or even more may be added to the value of a used car equipped with air conditioning.

Ambassador All-Season Air Conditioning costs only \$315 more than the Weather-Eye Heating and Ventilating System alone. And it's generally agreed by engineers and owners alike that Weather-Eye is by far the best and most efficient heating and ventilating system.

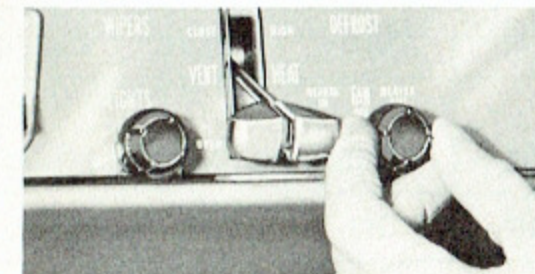


Think of traveling on hottest days with the whole family spotlessly clean and cool, breathing clear, filtered, refrigerated air, arriving daisy-fresh after a day-long trip. The Ambassador's system cools you faster in summer, warms you faster in winter—costs least of all.

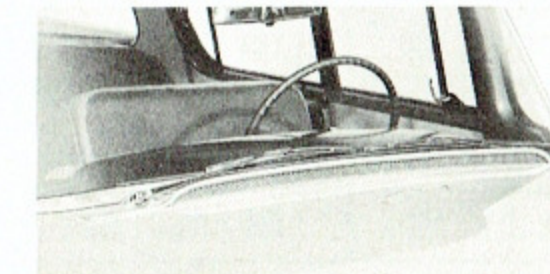
CHECK THIS BOX SCORE ON HEATER AND AIR CONDITIONING PRICES

Factory Installed Equipment	Ambassador	Pontiac Chieftain	Buick Special	Oldsmobile 88
Heater, Vent & Defrost	\$ 82.50	\$ 96.30	\$102.13	\$ 96.52
Air Conditioning (Heat, Vent, Defrost)	398.00	526.70	532.13	526.92
Tinted Glass	33.00	37.63	37.63	37.62
Air Cond. & Tinted Glass	431.00	564.33	569.76	564.54
Added Price for Air Cond. over Heater	315.50	430.40	430.00	430.40
Air Conditioning System Availability	All Models	Automatic Trans. Only	All Models	All Models

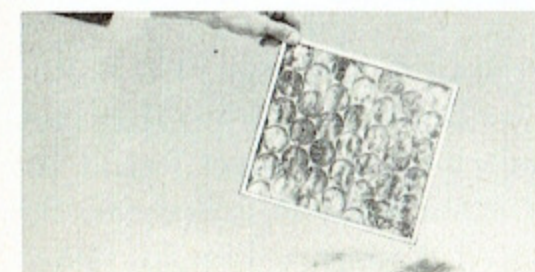
	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Heater, Vent & Defrost	\$ 91.40	\$ 93.45	\$ 83.65	\$ 89.30	\$ 93.30
Air Conditioning (Heat, Vent, Defrost)	458.75	417.70	459.10	492.85	506.35
Tinted Glass	34.40	34.00	31.95	31.95	38.05
Air Cond. & Tinted Glass	493.15	451.70	491.05	524.80	544.40
Added Price for Air Cond. over Heater	367.35	324.25	375.45	403.55	413.05
Air Conditioning System Availability	Except Medalist	All Models	Except 6-Cyl.	All Models	Automatic Trans. Only



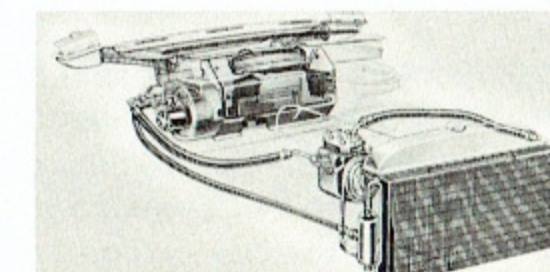
Simplest controls. Year-round comfort at finger touch.



Only the cleanest, freshest air comes in, above the cowl.



Hay Fever! Fiberglass filter screens out most dust and pollen.



Everything up front, no wasted passenger or luggage space.

You'll be happier
in an air conditioned
Ambassador

NOW ADD UP THE BOX SCORE ON ALL THE MEDIUM-PRICE CARS

	Ambassador	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Single-Unit Construction	Yes	No	No	No	No	No	No	No	No
Airliner Reclining Seats, Twin Beds	Yes	No	No	No	No	No	No	No	No
Double Coat Baked Enamel	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Deep-Dip Rust-Proof Primer	Yes	No	No	No	No	No	No	No	No
Wheelbase	117	122	122	122.5	122	118	122	122	122
Length, Overall	200.1	210.5	211.8	208.2	213.2	213.2	213.8	216.5	218.1
Width, Overall	72.2	77.4	78.1	78.8	81.1	78.8	78.3	78.3	79.6
Height, Overall	57.6	57.0	57.6	57.4	56.6	56.4	56.6	56.8	56.8
Head Room, Front	36.0	35.0	34.9	35.1	34.0	33.8	35.7	35.7	35.7
Head Room, Rear	35.0	34.3	33.4	33.5	33.2	33.5	34.5	34.5	34.5
Wide Front Vent Window	Yes	No	No	No	No	No	No	No	No
Opening Rear Vent Window	Yes	No	No	No	No	No	No	No	No
Twin Ash Trays, Front & Rear	Yes	No	No	No	No	No	No	No	No
Twin Radio Speakers, Front	Yes	No	No	No	No	No	No	No	No
Handi-Pak Net Carrier	Yes, Custom	No	No	No	No	No	No	No	No
Aluminum Window Frames	Yes	No	No	No	No	No	No	No	No
Travel-Rack, Std. on Sta. Wag.	Yes	No	No	No	No	No	No	No	No
Roll-Down Tail-Gate Window	Yes	No	No	No	Yes	No	Yes	Yes	Yes
Counterbalanced Tail-Gate	Yes	No	No	No	No	No	No	No	No
4-Door Hardtop Sta. Wag.	Yes	No	Yes	Yes	Yes	No	No	No	No
Aluminum Grille	Yes	Yes	No	Yes	No	No	No	Yes	Yes
Non-Blinding Tail-Lights	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes
Safety-Padded Dash and Visors	Std. Custom Opt. Super	Dash Only Opt.	Dash Only Opt.	Dash Only Opt.	Opt.	Opt.	Opt.	Dash Only Opt.	Dash Only Opt.
One-Piece Bumpers, Front & Rear	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Separate Bumper Guards, Front & Rear	Yes	Yes	No	No	No	Opt.	No	No	No
Vacuum Booster for Windshield Wipers	Yes	Yes	Yes	Yes	Yes	Opt.	Electric	Electric	Electric
Easy-Grip Door Handles (Right or Left Hand Operation)	Yes	No	No	No	No	No	Yes	Yes	Yes
Coil Spring Seat Construction	Yes	No	No	No	No	No	No	No	No

	Ambassador	Pontiac Chieftain	Buick Special	Oldsmobile 88	Mercury Monterey	Edsel Ranger	Dodge Coronet 8	De Soto Firesweep	Chrysler Windsor
Turning Diameter, Feet	39.75	41.70	43.20	42.00	42.54	41.71	43.57	43.57	43.57
Steering Wheel Turns (Std. & Power)	4.7, 4.6	5.0, 4.3	5.0, 4.0	4.8, 4.0	5.5, 4.5	5.0, 5.0	5.2, 3.5	5.2, 3.5	5.2, 3.5
Easy to Park in a Tight Spot	Yes	No	No	No	No	No	No	No	No
Step-On Parking Brake	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Auto. Trans. Park Control	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Auto. Trans. Push-Button Control	Yes	No	No	No	Yes	Yes, Opt.	Yes	Yes	Yes
Double Drive Ranges	Yes	Yes	Opt.	Yes	No	No	Opt.	Opt.	Yes
Overdrive Offered	Yes	No	No	No	Yes	Yes	No	No	No
Coil Springs, All 4-Wheels	Yes	Yes	Yes	No	No	No	No	No	No
Fully-Enclosed Torque Tube Drive	Yes	No	Yes	No	No	No	No	No	No
Ball-Bearing Steering Gear Box	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Air Suspension, Rear Only	Yes	No	No	No	No	No	No	No	No
Air Suspension, Simple to Service	Yes	No	No	No	No	No	--	--	--
Air Suspension Price	\$98.50	\$188.13	\$188.13	\$215.00	Not in Production	\$188.30	--	--	--
Air Conditioning Price	\$398.00	\$526.70	\$532.13	\$526.92	\$458.75	\$417.70	\$459.10	\$492.85	\$506.35
Powr-Saver Fan, Optional	Yes	No	No	No	Yes	No	No	No	No
Dual Exhaust System, no extra cost	Yes	No	No	No	No	No	No	No	No
4-Barrel Carburetor, no extra cost	Yes	No	No	No	Yes	Yes	No	No	No
Oil Filter, no extra cost	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes
Compression Ratio	9.7:1	10:1	9.5:1	10.0:1	10.5:1	10.5:1	9.0:1	10.0:1	10.0:1
Horsepower @ RPM	270@4700	270@4600	250@4400	265@4400	312@4600	303@4600	252@4400	280@4600	290@4600
HP. per Cu. In. (high number best)	.826	.730	.689	.714	.814	.839	.776	.800	.819
Curb Weight, Equipped (see page 16)	3653	4123	4397	4362	4317	4130	3905	4015	4205
Car Weight per HP. (low number best)	13.53	15.27	17.59	16.46	13.84	13.63	15.50	14.34	14.50
Road Clearance, Minimum	6.7	6.3	6.1	6.1	5.9	6.2	5.4	5.3	5.5
Wheelbase to Tread Ratio (low number best)	2.00:1	2.06:1	2.06:1	2.09:1	2.06:1	1.99:1	2.01:1	2.02:1	2.02:1
Self Adjusting Brakes, Opt.	Yes	No	No	No	Yes	Yes	No	No	No
Powr-Lok Differential, Opt.	Yes	Yes	No	Yes	No	No	Yes	Yes	Yes
Tire Size	8.00 x 14	8.00 x 14	7.10 x 15	8.50 x 14	8.00 x 14	8.00 x 14	7.50 x 14	8.00 x 14	8.00 x 14



The reports of owners and the cold, impartial facts from the 1958 X-Ray tell you the Ambassador is far superior, a far better buy. What they cannot tell you is what you must see with your own eyes—and feel at the wheel. Compare an Ambassador with any other medium-priced car. See the finer quality, the close attention to detail. Compare door fit, upholstery, whatever you like. Then drive a 1958 Ambassador.

If you want best value, finest quality
and highest official resale value . . .
You'll be happier driving a 1958 Ambassador



AMBASSADOR is built and backed by American Motors

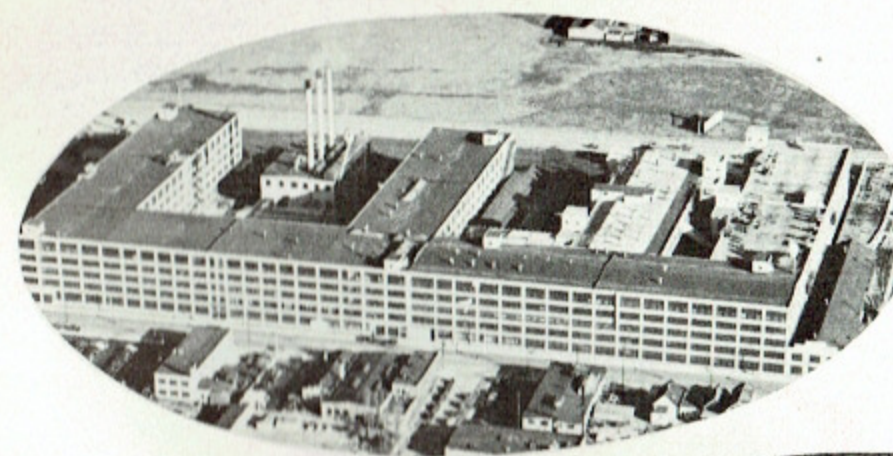
One of the 80 Largest Industrial Corporations

American Motors Corporation is ranked among the U.S.A.'s largest industrial corporations. It is one of the automobile industry's most diversified companies. American Motors, through its Appliance Division, manufactures and distributes refrigerators, ranges, freezers, home laundry equipment and

many other household and commercial appliances, under the Kelvinator, Leonard and ABC brands. There is ReDisCo, financing organization for appliance dealers, and the Plastics Division with plants at Evart, Mich., and Milwaukee. American Motors is a leader in domestic and world trade.



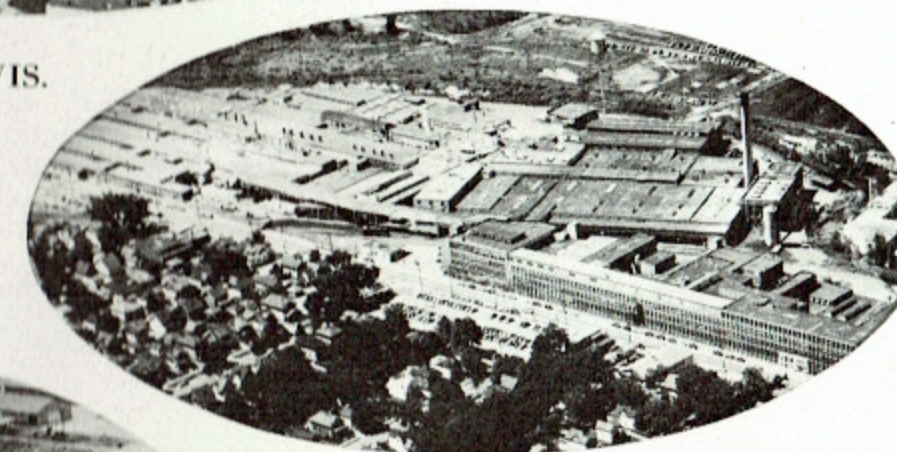
MAIN PLANT,
KENOSHA, WIS.



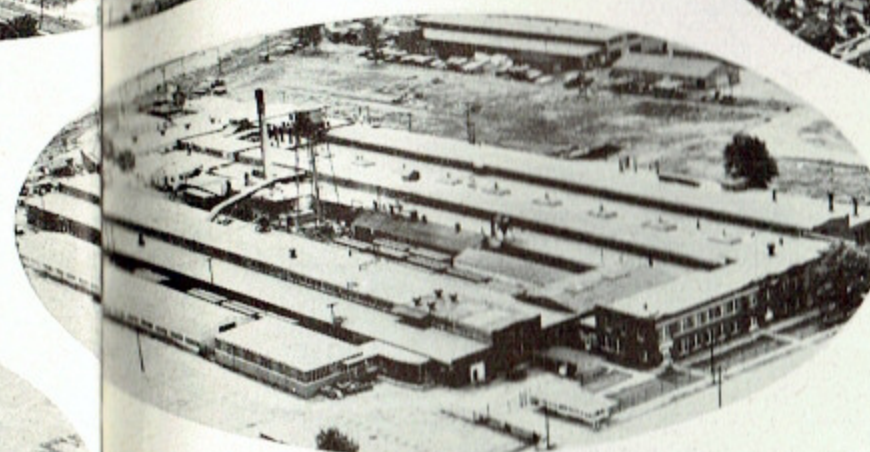
APPLIANCE PLANT,
GRAND RAPIDS,
MICH.



PARTS and
SERVICE CENTER,
MILWAUKEE, WIS.



BODY PLANT,
MILWAUKEE, WIS.



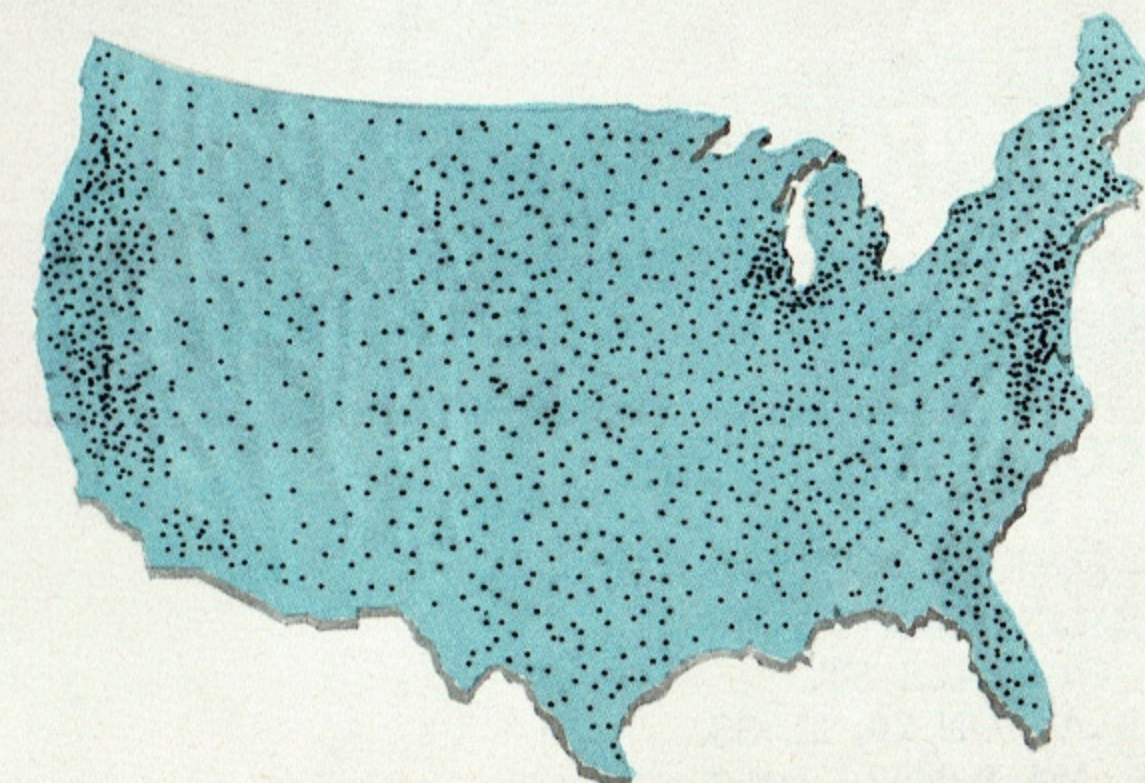
LAUNDRY
EQUIPMENT PLANT,
PEORIA, ILL.



PROVING GROUNDS,
BURLINGTON, WIS.

2400 OF THE FINEST DEALERS IN AMERICA give you coast-to-coast, border-to-border service and parts facilities. There are many other American Motors plants and service centers in 66 foreign countries.

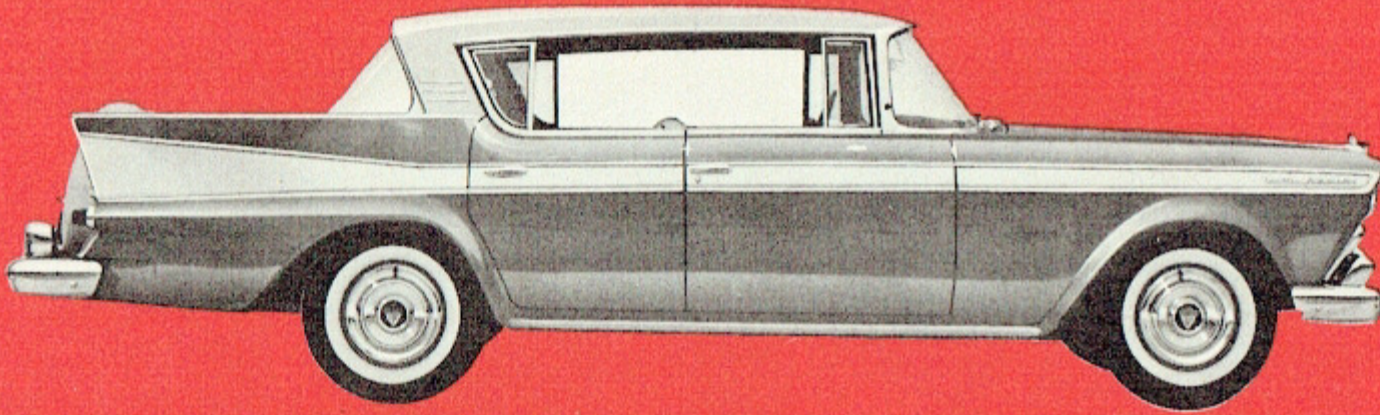
14 WAREHOUSES put Ambassador parts within convenient reach of all dealers' service centers. Parts warehouses are never farther away than a few hours by air.



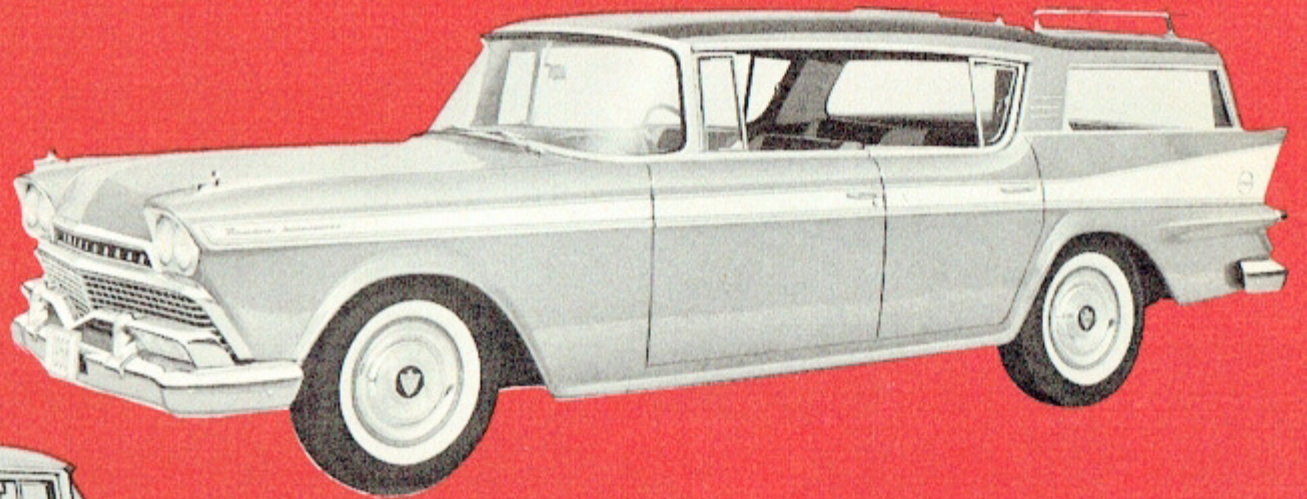
HERE IS DETROIT HEADQUARTERS—Central Office Management, Research, Engineering, and important manufacturing plant for component parts.

There's an Ambassador Here for You!

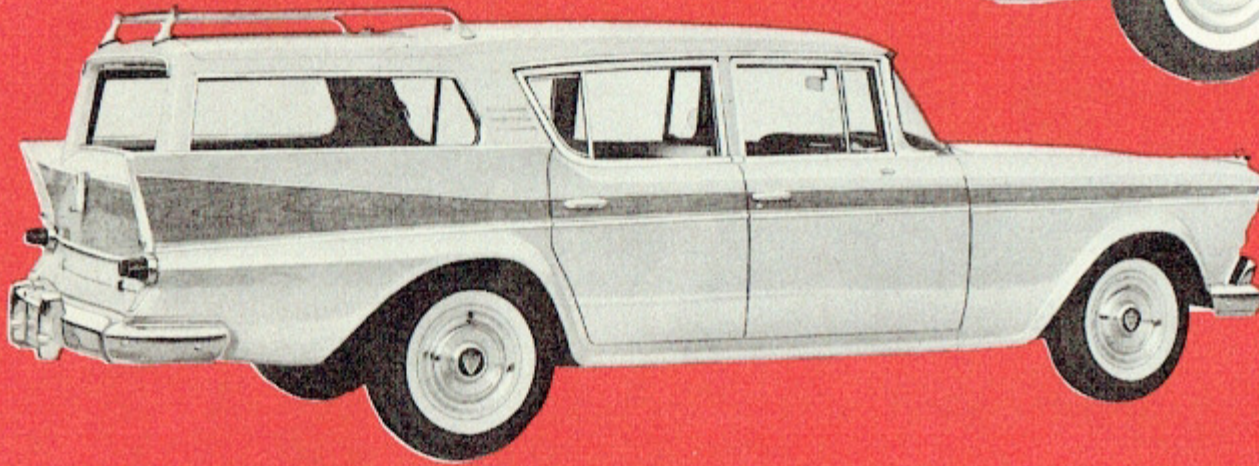
TEST DRIVE IT TODAY!



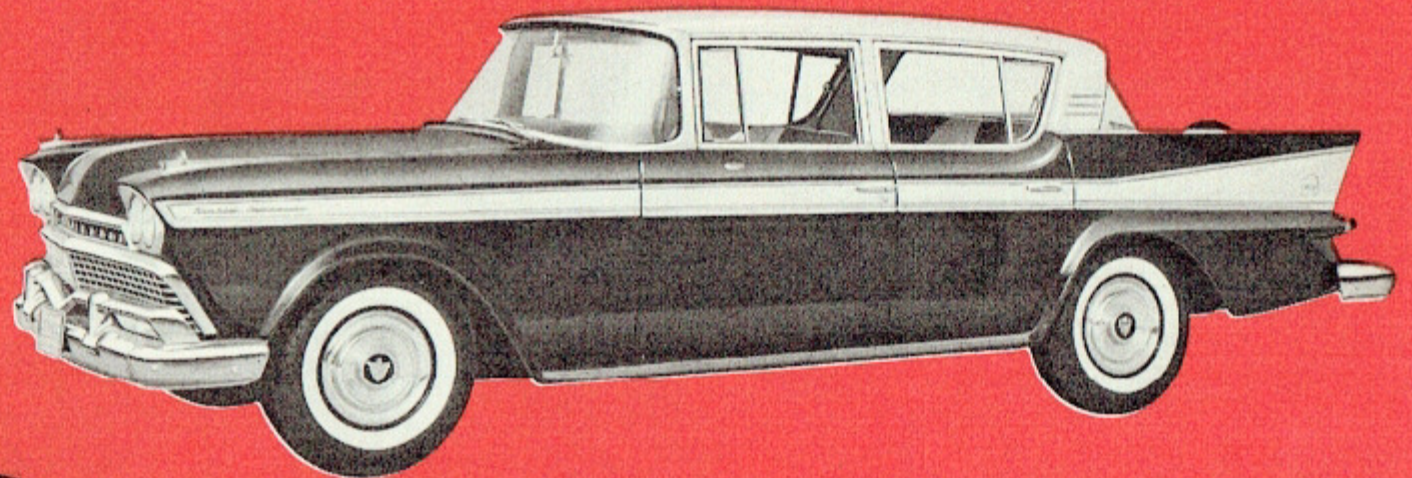
AMBASSADOR CUSTOM 4-DOOR
COUNTRY CLUB HARDTOP



AMBASSADOR CUSTOM 4-DOOR CROSS
COUNTRY HARDTOP STATION WAGON



AMBASSADOR 4-DOOR
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CUSTOM AND SUPER SERIES



AMBASSADOR 4-DOOR SEDAN—
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Ambassador v8
BY RAMBLER

*Finest Car Ever Priced
So Close to the Lowest!*