

Has 1959 Brought The Car You Asked For?

*Economy
Handling Ease
High Trade-In
Roominess
Performance
Dependability
Comfort-Safety
Beauty*



CHEVROLET



FORD



PLYMOUTH



RAMBLER

1959

X-RAY

**Surveys The Low-Priced
Field And Finds The
Answers Based On Official
Facts From The Literature
Of Car-makers And
From Automotive
Engineering Publications**

X-RAY Records

What Buyers Want

Surveys show that more and more car buyers are headed in a new direction. They know that modern engineering can give them superior cars that are compact yet roomy, comfortable, economical and more fun to drive. In short, cars designed expressly for today's driving.

These surveys clearly point out that car owners have had their fill of big, bulky, unwieldy, hard-to-park automobiles that are continuing to grow in size and price. On the contrary, these buyers indicate what they want in their next cars

ECONOMY • HANDLING EASE • ROOMINESS
HIGH TRADE-IN • PERFORMANCE • SAFETY • BEAUTY
DEPENDABILITY • COMFORT



This factual X-Ray Book impartially analyzes all the leading 1959 automobiles in the low-priced field. It covers each—point by point—feature by feature—in order that you may judge these cars in the light of what you—the buyer—want.

Before you buy any new car, read this booklet thoroughly. You'll discover what each car actually offers you . . . what each car can do for you in terms of your own individual motoring requirements.

Today some families spend 10 per cent of

income after taxes for automobile transportation. In some extreme cases, as much as 50% of family income goes to support a big car. Thus, it is important for you to have all the facts before making such an important purchase.

We trust that this booklet helps you make a valid decision about your next car.

George Romney
 President, American Motors Corporation

What About the '59 Cars?

Undoubtedly you have seen the 1959 cars. What does sober reflection tell you these cars have to offer? To the thoughtful buyer, the very appearance of the 1959

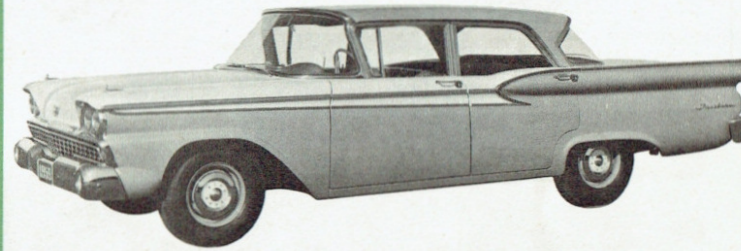
models indicates that most manufacturers are following a beaten path towards monstrous size with excessive overhang and non-functional styling.

CHEVROLET



The traditional General Motors combination of sheer size and radical styling reaches its zenith in Chevrolet. This 1959 edition of the Chevrolet is longer, lower, wider, heavier, and more ostentatious than ever before. Basic functional values are secondary to the dictates of the stylists.

FORD



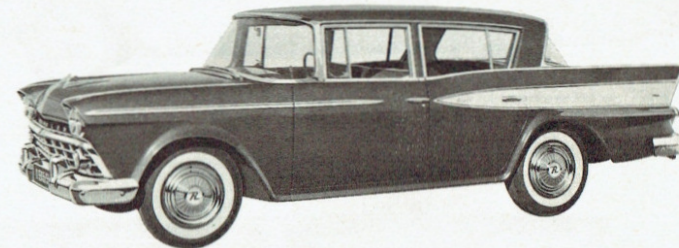
The 1959 Ford follows Chevrolet on the road to increased size—with the result that this car is also longer and heavier. Although Ford's styling change is relatively conservative in character, it does not appear to provide greater functional improvement or owner benefit than Chevrolet.

PLYMOUTH



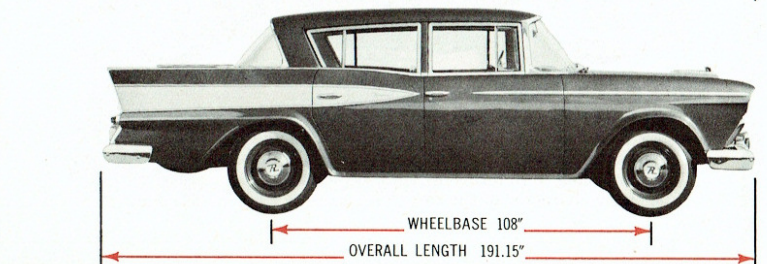
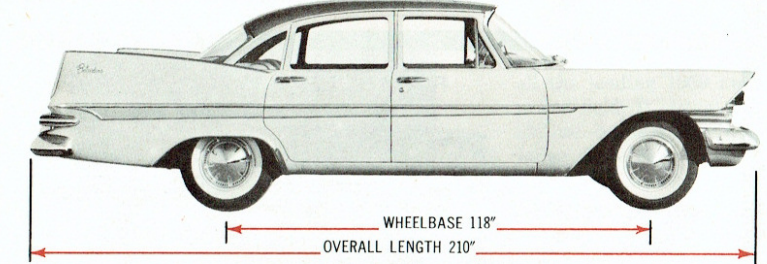
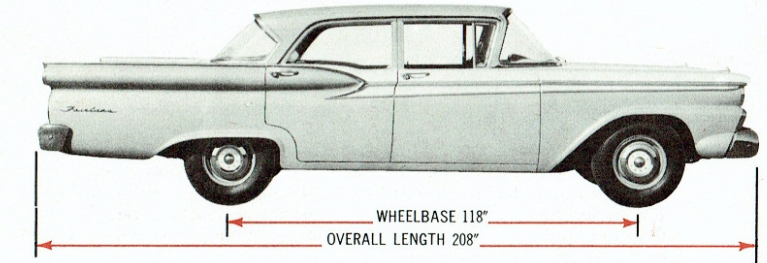
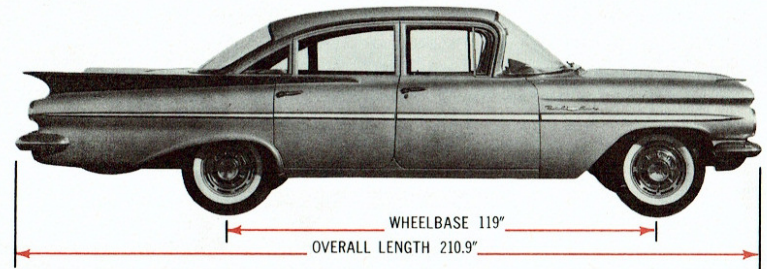
The 1959 Plymouth continues the outworn 1957 Forward Look. The addition of new chrome, higher fins, and pointless gadgets does not hide the fact that Plymouth is as large and heavy as ever. Plymouth continues to sacrifice sensible design for extreme styling that does not add a thing to smart appearance or lasting beauty.

RAMBLER



The 1959 Rambler maintains its compact design, while providing an array of new design and engineering developments into its easier-to-park and drive measurements. Rambler's styling changes are meaningful in terms of owner of benefits and are expressive of the sensible character of the car.

In My Next Car I Want... Smart Styling with Interior Room and Comfort Without Needless Overhang



CHEVROLET

In 1959, Chevrolet is over two inches wider and almost two inches longer—a growth of 13.3 inches in 11 years. Yet these bigger, bulkier, harder-to-park-and harder-to-garage cars offer no more passenger capacity than they did in 1948.



FORD

The 1959 Ford is six inches longer than the 1958 model, and two inches are added to the wheelbase. Ford has grown 16.7 inches longer in 11 years—and it still carries six passengers.



PLYMOUTH

Plymouth's growth of four inches in length and one inch in width reflects only part of the story of unwieldy size. For the overgrown fins make the Plymouth harder to park and garage than its prolonged length indicates... and increase the cost of repairs when fenders are damaged.



RAMBLER

For 1959, Rambler continues its compact 108-inch wheelbase... 191.15 inches of overall length and 72.2-inch width. Rambler is actually 42 inches shorter and 6.73 inches slimmer than the average of the ever-growing low-priced cars. That's why Rambler fits any garage... parks where others can't... eliminates mere bulk for economy, comfort, and performance.



COMPARE

Chevrolet's radical styling brings new discomfort to the "middleman" in the front seat. To obtain lower outside height, the designers raised the center of the floor to a height of only 5" below the topmost level of the front seat.

The "middleman" in the Rambler front seat rides in comfort undisturbed by the unobtrusive contours of the floor. Rambler's sensible styling gives over 2" more of seat height than Chevrolet at the center of the front seat.



COMPARE

Although the all-new Ford is bigger than ever on the outside, rear headroom is smaller on the inside—exactly 1.7" shorter than Rambler. Front headroom is also shorter—by 2 1/2 inches!

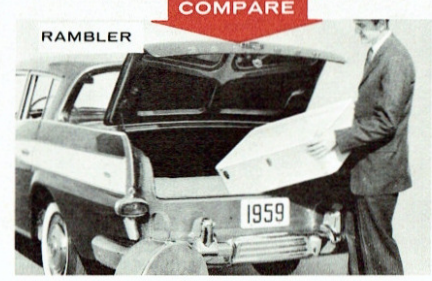
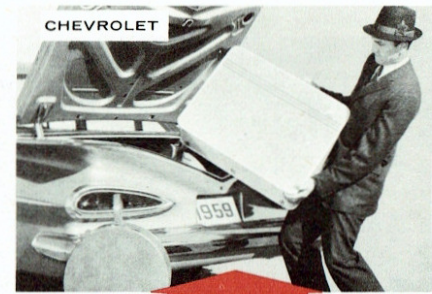
Rambler is not as long, or wide, as Ford. Yet Rambler has ample interior roominess to accommodate six large adult passengers—and, most important, all six passengers ride in equal comfort.



COMPARE

Plymouth's optional front swivel seat is an attempt to solve the entrance problem created by the stylists. However, the rear seat passengers must still contend with "low bridges" and narrow doorways caused by poorly proportioned doors that do not swing fully out.

Getting into a Rambler is an easy and natural movement—acrobatic maneuvers are not required. Rambler's doors swing fully outward to reveal generously proportioned door openings properly located in relation to the seats.



COMPARE

Usefulness is sacrificed for radically-styled rear fender fins. The exaggerated fins extend into the center of the body, thus creating a high "fence" over which luggage must be lifted into the trunk compartment.

The roomy Rambler trunk is easy to use—conservatively-styled rear fenders do not cut into the trunk opening. The square-cut opening extends downward and almost to the rear bumper—luggage does not have to be hoisted high over an obstruction.

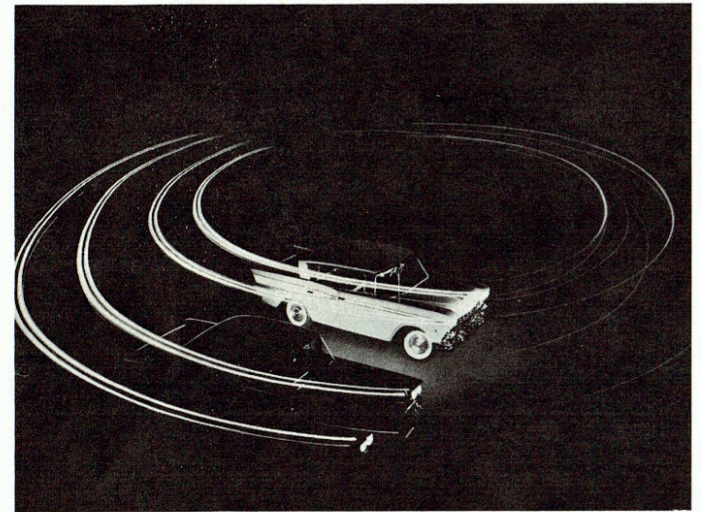
Box Score on Exterior Size... Interior Room

4-DOOR SEDANS & HARDTOPS	RAMBLER	CHEVROLET	FORD	PLYMOUTH
WHEELBASE	108	119	118	118
LENGTH	191.15	210.9	208.0	210.0
WIDTH	72.2	79.9	76.6	80.3
HEIGHT	58.0 (6) 57.8 (V-8)	56.0	56.0	56.6
HIP ROOM, FRONT	59.8	66.1	60.4	63.0
HIP ROOM, REAR	60.1	65.5	60.8	62.7
HEAD ROOM, FRONT	36.0	36.1	33.5	35.7
HEAD ROOM, REAR	35.0	34.3	33.3	34.2
LEG ROOM, FRONT	43.0	45.0	42.7	45.5
LEG ROOM, REAR	40.0	42.8	40.3	41.5
FRONT SEAT ADJUSTMENT	6.0	4.7	4.0	4.8
SEAT HEIGHT, FRONT	10.4	9.2	10.1	10.8
SEAT HEIGHT, REAR	14.2	13.8	12.8	12.0
*WIDTH FACTOR (EXTERIOR WIDTH LESS FRONT HIP ROOM)	12.4	13.8	16.2	17.3
*LENGTH FACTOR (EXTERIOR LENGTH LESS F & R LEG ROOM)	108.15	123.1	125.0	123.0

*Compact Rambler is most efficient in utilization of size.

In My Next Car I Want...

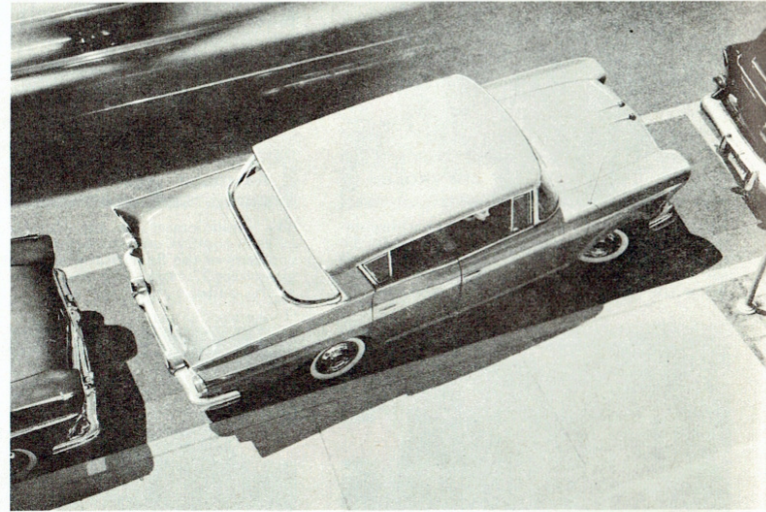
Maneuverability, Riding Comfort and Handling Ease



RAMBLER HAS SHORTEST TURNING DIAMETER

	1958	1959
Chevrolet	38.98	40.80 Feet
Ford	40.63	40.63 Feet
Plymouth	42.25	42.25 Feet
Rambler	37.25	37.25 Feet
	37.62	37.62 Feet (V-8)

Again in 1959, Rambler is the most maneuverable six passenger car on the road. Totally ignoring the pleas of car buyers, other car-makers have done nothing to improve the maneuverability and parking ease of their larger, bulkier cars. The smaller the turning diameter the shorter the turn! Chevrolet has even *increased* turning diameter by almost two feet! X-Ray proves that Rambler is easier to drive than ever before—even Rambler station wagons are easier to handle than other make sedans.

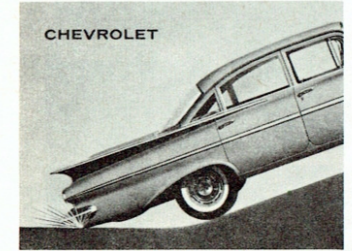


RAMBLER PARKS IN SPACE TOO SHORT FOR OTHER CARS

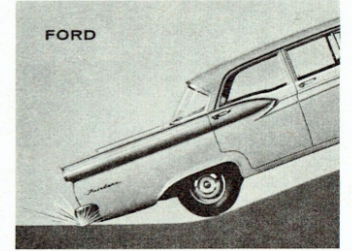
	Parking Space
Chevrolet	117 sq. ft.
Ford	110 sq. ft.
Plymouth	117 sq. ft.
Rambler	96 sq. ft.

The "parking space" figures, based on official overall lengths and widths, show why the ever larger cars are driving parking lot operators, city planners, highway engineers and their owners to desperation. 430 Chevrolets, with bumpers and sides touching, could be parked in a 50,000 square foot parking lot. 520 Ramblers, 90 more, could be parked in the same lot. Small wonder that parking lot operators are beginning to vary charges according to the size of the car!

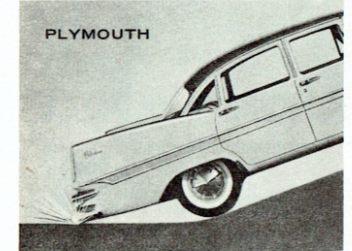
Drivers, too, are being completely frustrated when looking for parking places on busy, crowded streets. Rambler's compact size permits parking in places that the larger, bulkier cars must pass by.



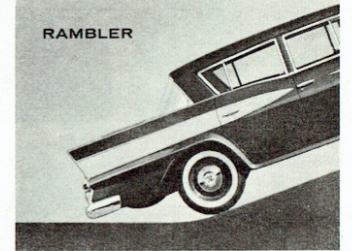
Chevrolet "ramp angle" 12¾ degrees



Ford "ramp angle" 12 degrees



Plymouth "ramp angle" 11 degrees



Rambler "ramp angle" 14½ degrees

Excessive rear overhangs not only add to overall length, but create serious difficulties when entering or leaving sloping driveways and ramps. The scraping of rear bumpers in such driving situations is a common complaint—and the complaints will be louder in 1959.

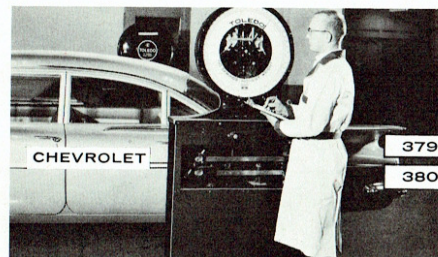
"Ramp angle" is an effective method of measuring a car's ability to negotiate sloping driveways and ramps without scraping the rear bumper—the larger the "ramp angle," the less chance of scraping. Rambler has the largest "ramp angle" of the cars listed.

Rambler's superlative ride does not rely on excessive wheelbase and weight, but rather on precise balance and superior springing. Rambler has coil springs on all four wheels—these springs are long and are perfectly matched in degree of softness. This permits the springs to act in unison, giving a harmonious ride unapproached by other cars with different types of front and rear springs with varying stiffness.

Box Score on Maneuverability Ride and Handling Ease

4-DOOR SEDANS & HARDTOPS	RAMBLER	CHEVROLET	FORD	PLYMOUTH
TURNING DIAMETER, FEET	37.25 (6) 37.62 (V-8)	40.80	40.63	42.25
STEERING WHEEL TURNS	4.7	5.8	5.0	4.8
LENGTH	191.15	210.9	208.0	210.0
WIDTH	72.2	79.9	76.6	80.3
PARKING SPACE, SQ. FT.	96	117	110	117
OVERHANG, FRONT	32.0	32.6	34.2	33.1
OVERHANG, REAR	51.2	59.3	55.8	58.9
RAMP ANGLE, REAR	14½°	12¾°	12°	11°
FRONT SUSPENSION	COIL	COIL	COIL	TORSION BARS
REAR SUSPENSION	COIL	COIL	LEAF	LEAF
AUTOMATIC TRANSMISSION PARK CONTROL	YES	YES	YES	NO
AUTOMATIC TRANSMISSION PUSH-BUTTON CONTROL	YES	NO	NO	YES

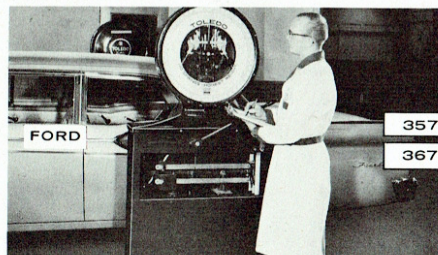
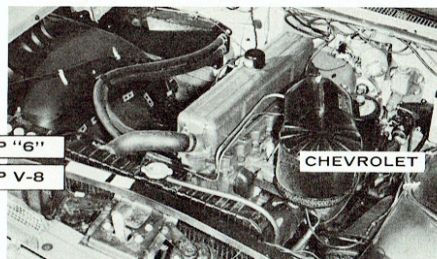
In My Next Car I Want... Performance Without the Penalty of a Gas Hungry Engine



Heavy cars require larger engines with more horsepower to give adequate performance. Bigger engines have bigger appetites. X-Ray checks the figures and shows why Rambler is the economy and performance leader.

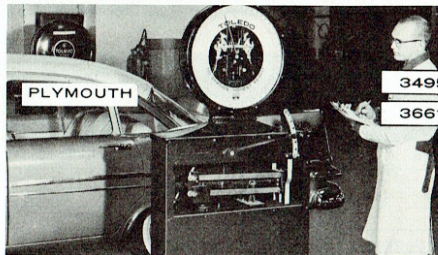
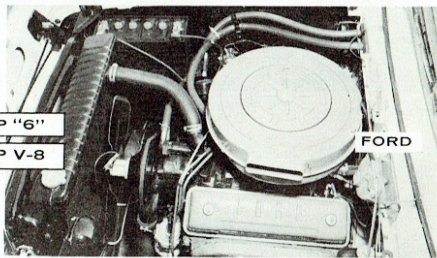
3790 LBS. "6" 28.1 LBS. PER HP 135 HP "6"
 3800 LBS. V-8 20.5 LBS. PER HP 185 HP V-8

Chevrolet's six is only 10 lbs. lighter than its V-8—and the Chevrolet V-8 is the heaviest of all low-priced cars. With 235.5 and 283-cubic inch displacements respectively, the Chevrolet six and V-8 engines must carry far more pounds per horsepower than Rambler. This means less economy and performance.



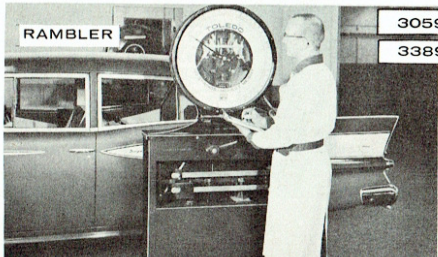
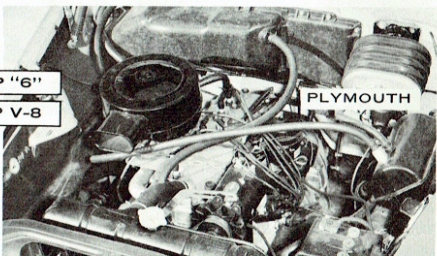
3574 LBS. "6" 24.6 LBS. PER HP 145 HP "6"
 3673 LBS. V-8 18.3 LBS. PER HP 200 HP V-8

The Ford six and V-8 engines carry about the same number of pounds per horsepower as Rambler. However, higher horsepower engines of larger displacement (223 cu. in. for the six, 292 cu. in. for the V-8) are required. Rambler gives equal performance on less gasoline!



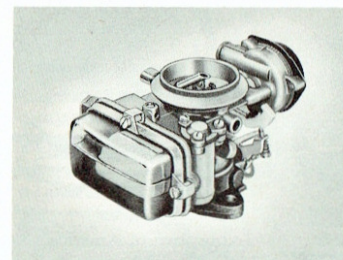
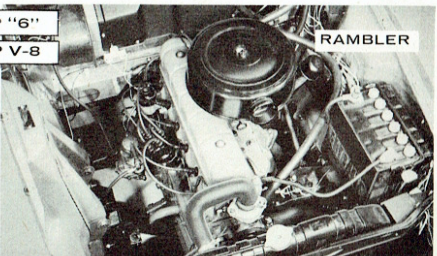
3495 LBS. "6" 26.5 LBS. PER HP 132 HP "6"
 3661 LBS. V-8 15.9 LBS. PER HP 230 HP V-8

Plymouth's antiquated six-cylinder engine (230 cu. in.) must labor to pull its own weight—and hard work creates a big appetite. The excessively large 318-cubic inch Plymouth V-8 cannot match the economy of the Rambler V-8.

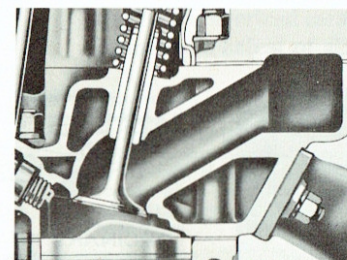


3059 LBS. "6" 24.1 LBS. PER HP 127 HP "6"
 3389 LBS. V-8 15.8 LBS. PER HP 215 HP V-8

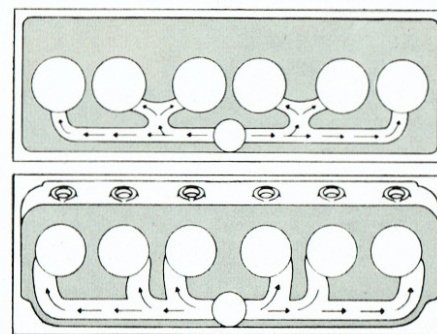
The famed 195.6 cubic inch Rambler Economy Six and 250-cubic inch Rebel V-8 engines combine with Rambler's lighter weight to provide balanced performance and unsurpassed fuel economy. Brute horsepower and large displacement alone cannot give top economy—and cannot even guarantee top performance in other, heavier cars.



RAMBLER "6" single-throat carburetor provides a leaner fuel mixture with less "surge" and better atomization to even further increase Rambler economy.

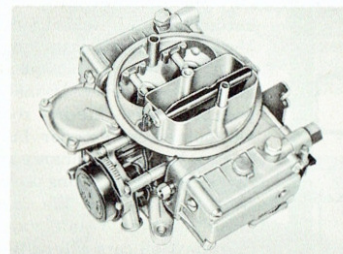


RAMBLER'S exclusive Isothermal Intake Manifold is located inside the cylinder head. This assures even engine temperatures regardless of weather.

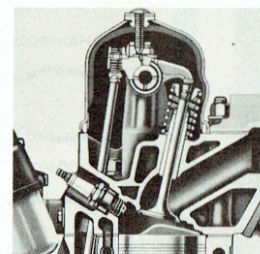


OTHER LOW-PRICED "sixes," like Chevrolet, have 4-port manifolding which tends to starve the end cylinders and flood the center cylinders. This wastes gas and increases motoring expense.

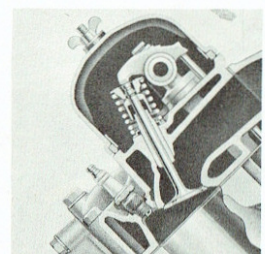
RAMBLER GIVES YOU 6-port intake manifold which meters the fuel-air mixture equally to all cylinders. The result is top economy and top performance in every driving speed range.



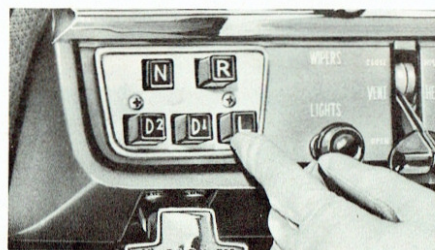
4-BARREL CARBURETOR is standard on Rebel V-8 for better performance with economy than most 2-barrel carburetors.



HIGHLY EFFICIENT Overhead valve design of Rambler 6 and Rebel V-8 engines is engineered to provide top economy with outstanding performance.



HIGH-COMPRESSION RATIO of Rambler Six and V-8 engine assures top performance. Yet the design of combustion chambers permits the use of regular gasoline.

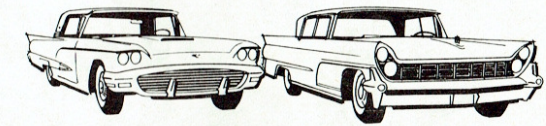
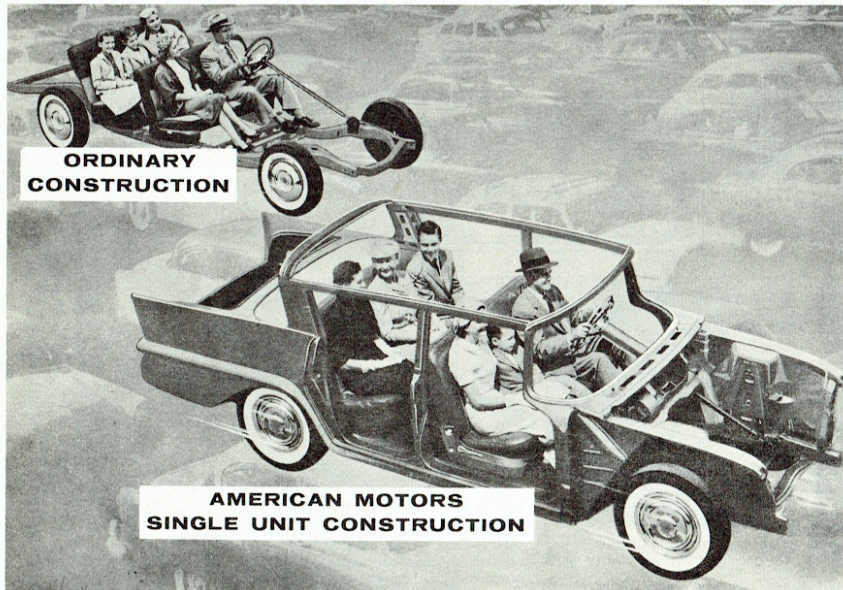


RAMBLER TELOVAC automatic push-button transmission accurately senses engine and speed requirements. Because it is a vacuum system—not mechanical—failures are eliminated... repair bills minimized.

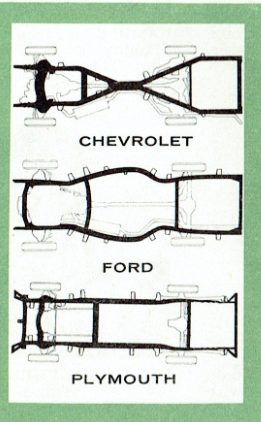
STANDARD POWERPLANTS	6-CYL. MODELS				V-8 MODELS			
	RAMBLER	CHEV.	FORD	PLY.	RAMBLER	CHEV.	FORD	PLY.
DISPLACEMENT, CU. IN.	195.6	235.5	223	230	250	283	292	318
BORE AND STROKE	3.13x4.25	3.56x3.94	3.62x3.60	3.25x4.62	3.50x3.25	3.88x3.00	3.75x3.30	3.91x3.31
COMPRESSION RATIO	8.7	8.25	8.4	8.0	8.7	8.5	8.8	9.0
HORSEPOWER	127	135	145	132	215	185	200	230
TORQUE	180	217	206	205	260	275	285	340
HORSEPOWER PER CU. IN. (HIGH NUMBER BEST)	.650	.573	.650	.574	.860	.654	.685	.724
CAR WEIGHT PER HP (LOW NUMBER BEST)	24.1	28.1	24.6	26.5	15.8	20.5	18.3	15.9
CURB WEIGHT, STD. TRANS., MID-PRICE 4-DOOR SERIES	3059	3790	3574	3495	3389	3800	3673	3661
OVERHEAD VALVE DESIGN	YES	YES	YES	NO	YES	YES	YES	YES
CARBURETOR, BARRELS	1	1	1	1	4	2	2	2

Box Score on Performance

In My Next Car I Want... The Safety of All-Welded Single Unit Construction



ORDINARY FRAMES



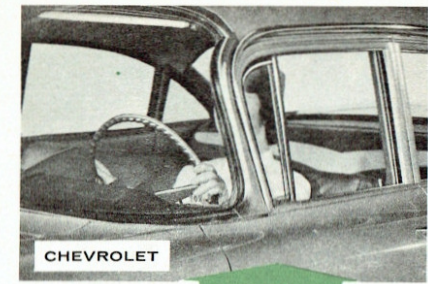
Today, two of America's very highest-priced, quality cars have adopted Single Unit Construction — pioneered by American Motors. It is the only modern way to build automobiles. All-welded Single Unit Construction lasts longer and is free of body-bolt squeaks and rattles forever. It makes possible more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

The wooden-beam and nut-and-bolt were the first units of body-frame construction. Modern engineers started a revolution with welded, unit construction.

Old-fashioned ox carts were built with wood-beam frames. On top was the box (or body). Train builders adopted unit construction. Bus builders followed.

The buggy wagon, "horseless carriage," and yesteryear's trains were built with separate body and frame. Modern jet planes are built as a single unit—like Rambler.

The separate body and frame used on most U.S. cars, except American Motors cars, are relatively easy to bend or twist. Single Unit Construction makes Rambler safer.



CHEVROLET

COMPARE

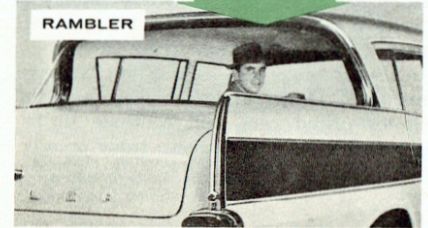


RAMBLER



PLYMOUTH

COMPARE



RAMBLER

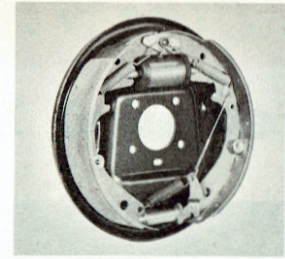
Large total glass area does not necessarily mean more driving enjoyment or safer vision. X-Ray surveys the "greenhouse" area of the 1959 low-priced cars and proves Rambler is safest of all.

Chevrolet's curving front pillar post can create a definite blind spot for the driver . . . obstructs the view of cars and pedestrians approaching from an oblique angle to the left. Huge unusable glass areas increase glare and distortion and make motoring less comfortable and more hazardous.

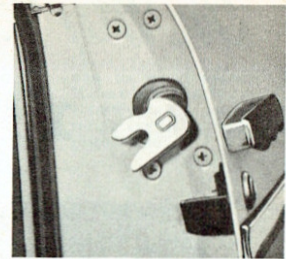
Rambler's vertical windshield post is slim to assure maximum driver vision. The driver has a clear, unobstructed view from every angle, ahead and to the sides.

Plymouth's oversized fins and the large roof overhang extending over the back window cut the view to the rear. The Plymouth driver has difficulty seeing playing children and objects in the street when backing.

Rambler's sensible fin height and clear rear window with 1078.6 square inches of glass area combine to give the driver an unobstructed view to the rear both close-up and at a distance.



RAMBLER'S Self-Cooling flanged brake drums dissipate heat faster to assure quick, sure stops on V-8 models. Optional self-adjusting brakes are exclusive in this price class.



RAMBLER'S cam and lever door latches are far more secure than the so-called "safety" rotary latches used by others. The solid thud of the Rambler doors means they are closed securely.



CHEVROLET

COMPARE



RAMBLER

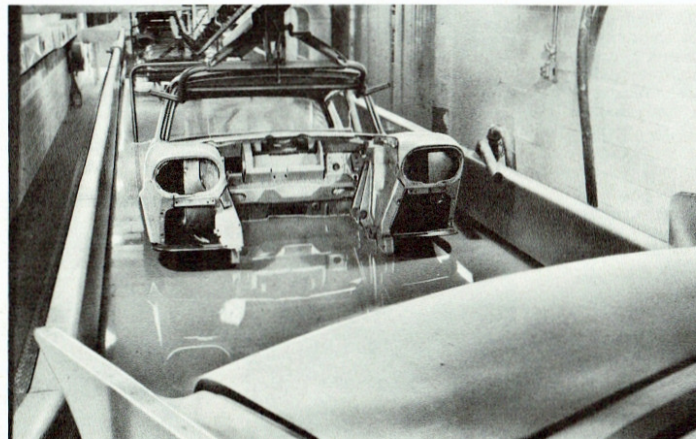
LOW-SET HEADLIGHTS on Chevrolet (left) are in direct line of fire from stones, dirt and mud thrown up by the cars ahead and are very easily damaged. Compare Rambler's above the road, high-set positioning that avoids replacement and repairs and combines night-driving safety with styling beauty.

Box Score on Safety

	4-DOOR SEDANS	RAMBLER	CHEVROLET	FORD	PLYMOUTH
SINGLE-UNIT CONSTRUCTION		YES	NO	NO	NO
ABOVE COWL FRESH-AIR INTAKE		YES	YES	NO	YES
AIR-INTAKE FIBERGLAS FILTER		YES	NO	NO	NO
NON-BLINDING TAIL LIGHTS		YES	NO	NO	YES
SAFETY-PADDED DASH AND VISORS AVAIL.		YES	DASH	YES	YES
CAM-LEVER DOOR LATCHES		YES	NO	NO	NO
EASY-GRIP DOOR HANDLES (LEFT OR RIGHT HAND OPERATION)		YES	NO	NO	NO
GLASS AREA, SQ. IN.		3446.2	4687.1	3728.5	4149
SELF-ADJUSTING BRAKES, OPT.		YES	NO	NO	NO
BRAKE LINING AREA, SQ. IN.		150.1 (6) 167.5 (V-8)	185.6	180.16	184
CURB WEIGHT (SEE PAGE 9)		6 3059 V-8 3389	3790 3800	3574 3673	3495 3661
*POUNDS PER SQ. IN. LINING AREA (LOW NUMBER BEST)		6 20.4 V-8 20.2	20.4 20.5	19.9 20.4	19.0 19.9

*Proves Rambler Brakes compare favorably with best

In My Next Car I Want... **Quality for Long Life and Dependability!**

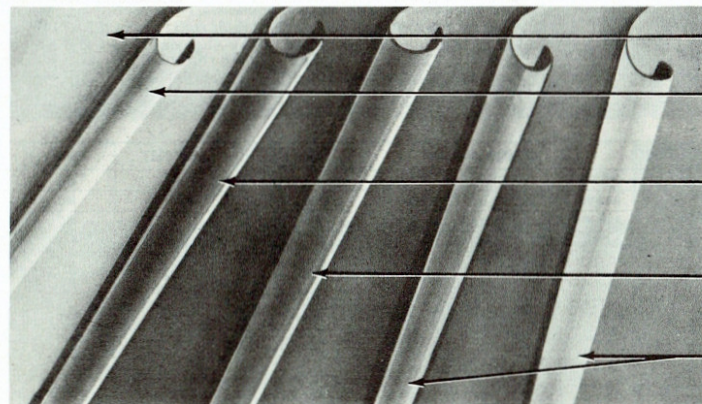
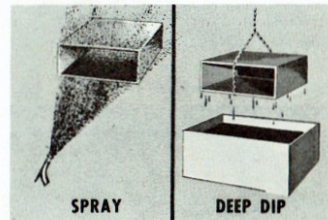


Research proves that the rust and corrosion that mar a car's beauty and destroy its resale value usually start from within. The ordinary spray-on method of rustproofing cannot reach rocker panels and other parts where the ravages of corrosion usually begin. Every Rambler single unit body and frame is immersed in a 15,000 gallon tank of chromate paint primer. All hidden parts are thus rustproofed.

Only Rambler and one of America's highest-priced cars—Lincoln—use this better method. Other American-built cars get only a spraying.

This is assurance that Rambler will retain its new car sparkle years longer . . . will continue to have top resale value at trade-in time.

The schematic drawing at right shows how ordinary spray-on methods fail to reach hidden corners. Compare Rambler's Deep-Dip Method that gets inside girders and sills and other hard-to-get-at body parts.



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

Many 1959 cars are given a "lick and promise" paint job with primer, partial rustproofing and short-lived lacquer only. As the illustration at the left demonstrates, all Ramblers receive two coats of baked enamel, over two prime coats and rustproofing to keep Rambler new-looking much longer. This means that Rambler, already highest in resale among all low-priced cars, will continue to be worth more when it comes time to trade or sell.



CHEVROLET
Chevrolet's grille is a thin piece of stamped sheet metal. The horizontal bars may be distorted by finger pressure. The decorative circular "knobs" are small stampings clipped onto the grille.



FORD
Consider the design of the grille of the 1959 Ford. It is a thin metal stamping with a sharp edged "star" texture. The decorative stars may be easily bent by finger pressure.

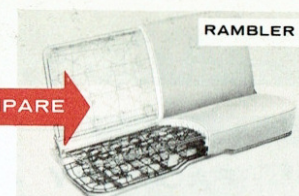
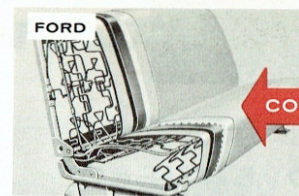


PLYMOUTH
Plymouth's "ice-tray" grille is a fabrication of many aluminum extrusions. Composed of 28 separate parts, the grille has built-in rattles that can be heard by slapping it with the hand.



RAMBLER
The quality of Rambler can be seen and felt in the grille. As in many of the costlier cars, the Rambler grille is composed of solid die-castings that do not bend or rattle. Here is outward proof of Rambler's lasting quality.

"ARMY-BUNK" ZIG-ZAG springs (like Ford) are used in most car seats—result in a stiff, unyielding cushion that means a tiring ride on long trips.



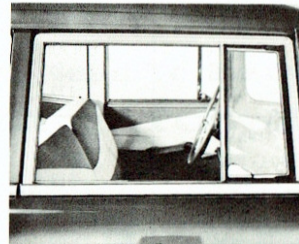
COMPARE

CLOTH HEADLINING and windcords on Chevrolet and most other low-priced cars are easily soiled . . . hard to clean . . . often stretch and sag after long use.



COMPARE

ALUMINUM WINDOW FRAMES on 1959 Rambler models assure long life without pitting or corroding. Other cars in the low-price field use painted frames that do not withstand weather as well.



RAMBLER ALL-COIL Seat Springs are rubber-coated, silent . . . add to world-famous Rambler comfort. Rambler is the easiest riding car in the low-priced field.

VINYL HEADLINING and plastic windcords on Rambler can be easily cleaned with a mere sweep of a damp cloth . . . hold their form-fitting shape for the life of the car.

RAMBLER STEP-ON PARKING BRAKE provides the utmost convenience for driver . . . gives more foot room and better leverage. The hand release is located above the foot pedal.

Box Score on Quality Features

	4-DOOR SEDANS & HARDTOPS	RAMBLER	CHEVROLET	FORD	PLYMOUTH
DEEP-DIP PAINT PRIMING		YES	NO	NO	NO
BAKED ENAMEL		YES	NO	YES	YES
GRILLE CONSTRUCTION		HEAVY 2-PC. DIE-CAST	THIN ALUM. STAMPING	THIN ALUM. STAMPING	MULTIPLE ALUM. SLATS
STEP-ON PARKING BRAKE		YES	YES	YES	NO
COIL SPRING SEATS		YES	NO	NO	NO
VINYL WIND-CORDS AROUND DOORS		YES	NO	NO	NO
VINYL COATED HEADLINING		YES	NO	NO	NO
ALUM. WINDOW FRAMES (EXCEPT HARDTOP)		YES	NO	NO	NO
WIDE FRONT VENT WINDOW		YES	NO	NO	NO
REAR VENT WINDOWS		YES CUSTOM	NO	NO	NO
TWIN ASH TRAYS, FRONT		YES	NO	NO	NO
TWIN RADIO SPEAKERS (OPT.)		YES	NO	NO	NO
FULLY ENCLOSED TORQUE TUBE		YES	NO	NO	NO
WHEEL DISCS, STD. ON CUSTOM		YES	NO	NO	NO

In My Next Car I Want... Low First Cost, Top Operating Economy and Highest Resale

FACTORY ADVERTISED DELIVERED PRICE COMPARISON				
SERIES AND BODY STYLE	RAMBLER	FORD	CHEVROLET	PLYMOUTH
6 CYLINDER				
5915 Deluxe 6—Sedan Rambler A.D.P. Advantage	\$2098	Custom 300 \$2273 175	Biscayne \$2301 203	Savoy \$2283 185
5915-1 Super 6—Sedan Rambler A.D.P. Advantage	\$2268	Fairlane \$2411 143	Bel Air \$2440 172	Belvedere \$2440 172
5919-1 Super 6—Hardtop Rambler A.D.P. Advantage	\$2343	Fairlane No Comparable Model	Bel Air \$2556 213	Belvedere \$2525 182
5915-2 Custom 6—Sedan Rambler A.D.P. Advantage	\$2383	Fairlane 500 \$2530 147	Impala \$2592 209	Fury No Comparable Model
8 CYLINDER				
5925-1 Super "V-8"—Sedan Rebel A.D.P. Advantage	\$2398	Fairlane \$2529 131	Bel Air \$2558 160	Belvedere \$2559 161
5925-2 Custom "V-8"—Sedan Rebel A.D.P. Advantage	\$2513	Fairlane 500 \$2648 135	Impala \$2710 197	Fury \$2691 178
5929-2 Custom "V-8"—Hardtop Rebel A.D.P. Advantage	\$2588	Fairlane 500 \$2720 132	Impala \$2782 194	Fury \$2771 183

NOTE—The above Rambler price advantages are calculated on the published advertised delivered prices which are the manufacturers' recommended selling prices at the factory and include Federal Excise Tax and retail delivery charge.



Rambler costs less to buy. Model for model, it is priced well below comparable models of the other leading low-priced cars. The chart at the left shows how you save when you buy Rambler.

Rambler has the outstanding resale value in the low-priced field. Both national authorities on the value of used cars—the Red Book National Market Reports and the N.A.D.A. Official Used Car Guide prove that Rambler is tops in resale in every region of the United States, month after month.

If you want economy, there is only one car to buy—Rambler. Rambler 6 with overdrive holds the official NASCAR coast-to-coast record—Los Angeles to New York—32.09 miles per gallon.

Rambler 6 with overdrive holds the official NASCAR border-to-border economy record—Winnipeg, Canada to Monterrey, Mexico—33.93 miles per gallon—less than a penny a mile for regular grade gasoline.



Your New 1959 Car Does Not Need To Be Outrageously Extravagant Not When Rambler Offers Top Operating Economy!

Prove It To Yourself!

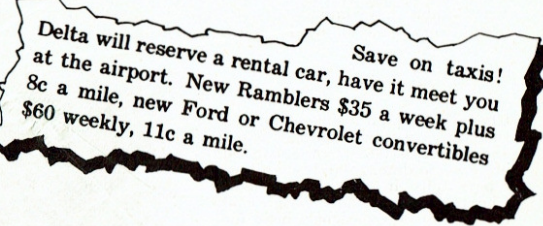
RAMBLER SAVINGS		
1.	Initial cost	Rambler model for model is by far the lowest priced in its class
2.	Annual cost of gas, oil and operation	Rambler economy saves money every mile you drive
3.	Annual Depreciation	Rambler's high resale value reduces high cost of depreciation

Rambler Savings Can Amount to Hundreds of Dollars

Here's Further Proof Of Rambler Operating Economy

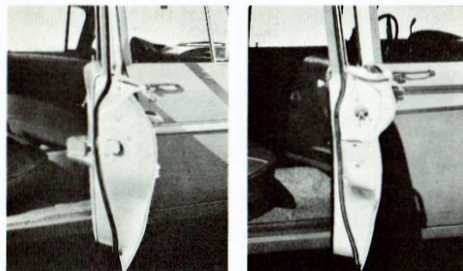
Fleet Owners, Car Rental Companies—Men Who Know Car Operating Costs Best Are Buying Rambler In Record Volume

Read This Excerpt From A Nationally-Known Airline Ad



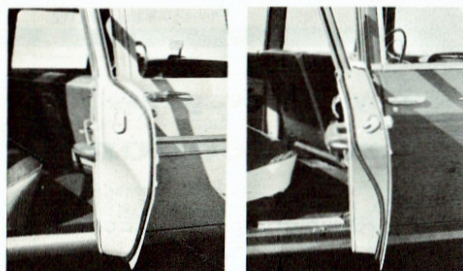
Rambler Costs Less To Operate!

X-RAY Pinpoints Rambler Superiority in Styling Details and Functional Design



CHEVROLET

FORD



PLYMOUTH

RAMBLER

Many car stylists have created excessive outside bulk that contributes nothing to interior passenger room and comfort. The X-Ray gives graphic proof that the space between the inner and outer door panels is completely wasted—and Chevrolet. Ford and Plymouth door widths are almost double that of Rambler. Here is visual proof that Rambler has compact outside dimensions, yet makes use of every available inside inch.

Little things make a big difference! In Plymouth, the driver must reach nearly the width of the instrument panel for the ash tray . . . placed in an inconvenient position.



PLYMOUTH

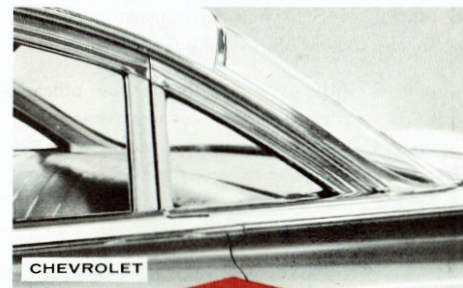
COMPARE



RAMBLER

In Rambler, the twin ash trays are located near the center of the panel—within easy reach . . . for greatest convenience for driver and front seat passengers alike.

Even the highest price Chevrolet—the Impala—has a stationary rear vent window. And the rear pillar post obstructs the view to the side of the rear seat.



CHEVROLET

COMPARE



RAMBLER

The rear vent windows on the Rambler Custom open and close with fingertip touch. The swept-back pillar posts permit rear seat passengers to enjoy the scenery.

The flat contours of the Chevrolet rear window in sedan models obscures vision by acting as a "collecting basin" for snow and dirt and foreign matter.



CHEVROLET

COMPARE



RAMBLER

With Rambler's sharply-angled rear window, snow, rain and other foreign matter rolls off the rear window . . . does not collect to obscure rear vision.

IN FORD, parking lights and directional signals are low set in the corners of the bumper, easily damaged in a front-end collision . . . hard for approaching cars to see.



FORD

COMPARE



RAMBLER

RAMBLER parking lights and turn signals are at grille height for greatest visibility and top protection in case of accident.

The exposed trunk lock on Plymouth invites ice, snow and sleet to freeze the lock. No trunk handle is provided, thus making the trunk lid awkward to open.



PLYMOUTH

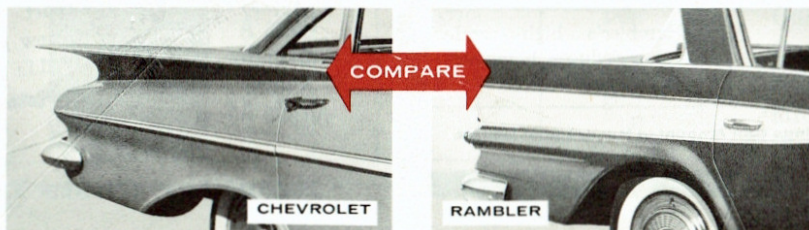
COMPARE



RAMBLER

The trunk lock on Rambler is protected from the elements by the overhang of the large trunk handle. It's easy to open the Rambler trunk in any weather.

Chevrolet's fluted rear fenders, with their intricate and complex design and their massive expanse of metal, are easy to damage and mean huge repair bills in case of accident. Chevrolet's rear fender design is an example of how designers have forsaken practicality for radical styling.



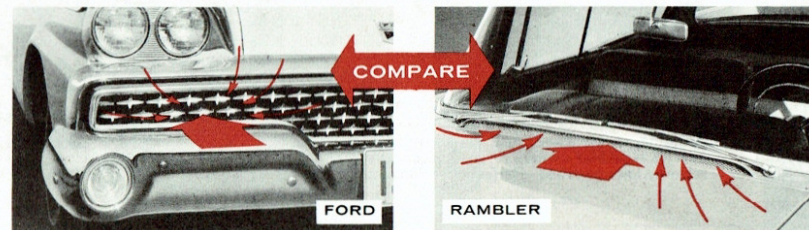
CHEVROLET

RAMBLER

COMPARE

Rambler's clean, trim rear fenders make judicious use of metal—blend with the trim overall design of the car . . . minimize repair bills. The gracefully curving surfaces have been carefully designed for easy repair. Here is functional design at its best.

The low air intake position on Ford is at the bottom of the grille just above the front bumper . . . where carbon monoxide fumes from cars ahead can be scooped up and circulated throughout the car. In 1959, Ford has taken a backward step in returning to this old-fashioned dangerous air intake position.



COMPARE

FORD

RAMBLER

Cowl-level air intake on Rambler breathes in clean, fresh air—above the level of fumes from cars ahead. Rambler passengers breath fresh, filtered air. American Motors introduced the cowl-high fresh air intake heater many years ago. It has since been copied by many other cars—but not by the 1959 Ford.

Rambler Personalized Comfort Features that can't be matched in any other car

Rambler is the world's only car to offer Personalized Comfort—features that mean additional individual comfort for driver and passengers alike. No feature—no element of construction has been overlooked that could mean outstanding comfort, safety and convenience. Personalized Comfort features are exclusive with Rambler and are not available in any other 1959 car, regardless of price.



ADJUSTABLE HEADRESTS, available singly or in pairs, match the color and trim of seats. They are adjustable to 10 positions and may be easily removed or inserted. Real protection in case of a rear-end collision.



A COMFORTABLE NAP COUCH for resting children, or older passengers, too, is but one of the many restful positions available with Rambler's exclusive Airliner Reclining Seats. Even makes up into a chaise longue.



RAMBLER SECTIONAL SOFA FRONT SEATS permit giant six-footers and petite five-footers to ride in equal comfort. Each seat glides forward or backward individually so that the driver and the front seat passenger may enjoy exactly the right legroom for perfect comfort. Not even the highest-priced cars offer this incomparable personalized comfort feature.



AIRLINER RECLINING SEATS are available only on Rambler. Both front seats adjust to five comfortable positions at the flick of a lever . . . adjust individually for both driver and front seat passenger alike.

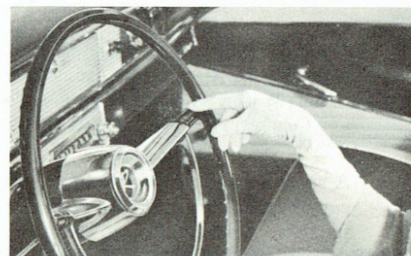


TWIN TRAVEL BEDS—another Rambler exclusive—provide restful all-night sleeping on camping or vacation trips. Make up in a jiffy and let Rambler owners forget hotel and motel reservation worries. Perfect for sportsmen.

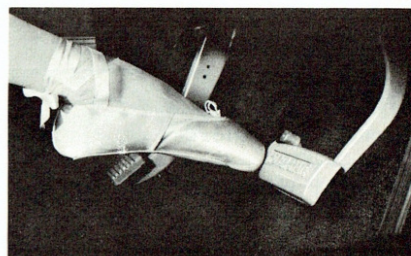


BIG CAR ROOM—Six 6-footers ride with legroom, hiproom and shoulder room to spare in the wide, deep, comfortable Rambler coil-spring seats. Yet for all its roominess, the compact Rambler is easier to park and handle than any other American-built car at any price.

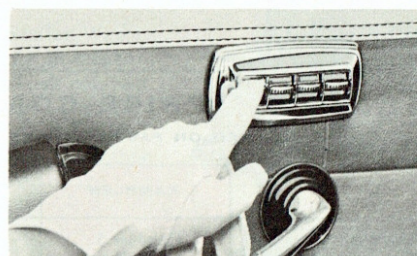
A Host of Optional Features for Added Comfort, Convenience and Safety!



RAMBLER POWER STEERING lets you spin the wheel with your fingertip, yet always gives you the "right feel" of the road . . . makes Rambler's world-famous steering even easier.



RAMBLER POWER BRAKES give surer stops with mere tip-toe touch. They are an optional item available on all models that makes America's easiest handling car even easier to drive.



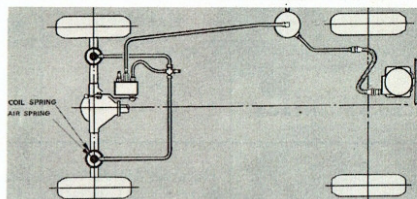
POWER-LIFT WINDOWS MOVE UP AND DOWN AT THE TOUCH OF A BUTTON. With the master control on driver's door, any and all windows can be opened or closed without stopping the car.



LOCKING DIFFERENTIAL—Here is your assurance of positive traction under every driving condition—even should a wheel slip off the pavement onto a soft shoulder. Optional equipment.



CONTINENTAL TIRE MOUNT is available on all Rambler models except station wagons. The mount is protected by the bumper and adds three cubic feet of luggage space.



RAMBLER AIR COIL RIDE automatically changes the action of the air springs to meet changes in road or load. With air springs at the rear only, there are fewer valves and less piping.



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

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

19

Box Score on Heating and Air Conditioning

FACTORY INSTALLED	RAMBLER	CHEVROLET	FORD	PLYMOUTH
HEATER	\$76.00	\$80.25	\$74.50	\$74.40
AIR CONDITIONING (INCLUDES HEATER)	369.00	468.10 + 15.50 TIRES	403.80	445.60
TINTED GLASS	33.00	43.05	INCL. IN ABOVE PRICE	42.60
AIR CONDITIONING & TINTED GLASS	402.00	526.65	403.80	488.20
A. C. AVAILABILITY	6 OR V-8	V-8 ONLY	V-8 ONLY	V-8 ONLY

In My Next Station Wagon I Want...

Family-Size

Room, Budget Saving Economy

PRICE COMPARISONS

BASED ON FACTORY ADVERTISED DELIVERY PRICES

	RAMBLER	FORD	CHEVROLET	PLYMOUTH
MODEL	Rambler-6 Super Cross Country	Ford-6 Country Sedan	Chevrolet-6 Parkwood	Plymouth-6 Custom Suburban
PRICE	\$2562.	\$2745.	\$2749.	\$2762.
RAMBLER ADVANTAGE		183*	187	200
MODEL	Rambler-6 Custom Cross Country	No Comparable Model	Chevrolet-6 Nomad	No Comparable Model
PRICE	\$2677.		\$2891.	
RAMBLER ADVANTAGE			214	
MODEL	Rambler Rebel V-8 Super Cross Country	Ford V-8 Country Sedan	Chevrolet V-8 Parkwood	Plymouth V-8 Custom Suburban
PRICE	\$2692.	\$2863.	\$2867.	\$2881.
RAMBLER ADVANTAGE		171	175	189
MODEL	Rambler Rebel V-8 Custom Cross Country	No Comparable Model	Chevrolet V-8 Nomad	Plymouth V-8 Sport Suburban
PRICE	\$2807.		\$3009.	\$3021.
RAMBLER ADVANTAGE			202	214

*Rambler 6 Super Cross Country models, though better equipped, are priced from \$5 to \$72 less than Ford 6 Ranch Wagon 2 and 4-door models.

X-Ray Looks At All The Leading Low-Priced Station Wagons and Compares them For Utility and Comfort.

A station wagon is both a work and a play car. It must offer sufficient room for all the family . . . plenty of cargo space . . . sturdy dependability to withstand hard usage.

The X-Ray proves that Rambler Cross Country, to a greater degree than any other station wagon, provides the perfect blending of all these desired characteristics.

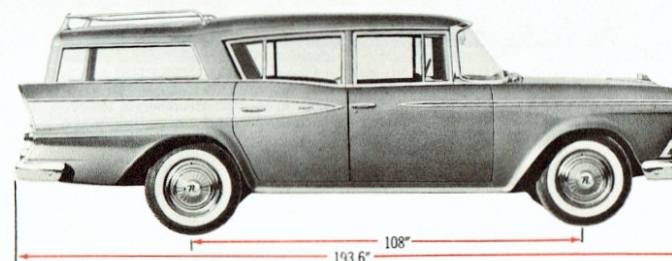
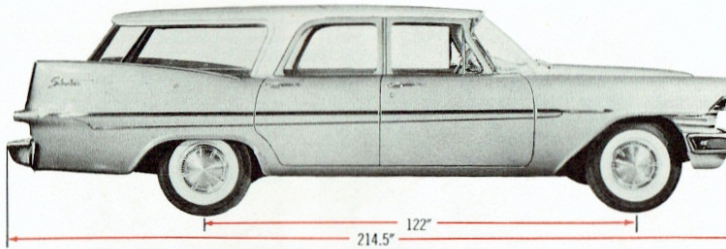
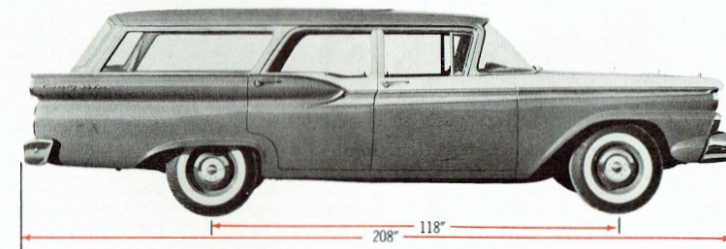
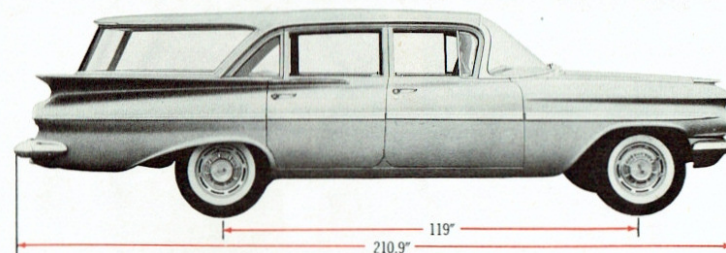
As the price comparison chart at the left proves, Rambler costs less to buy than other low-priced wagons . . . saves hundreds of dollars on initial cost alone.

Rambler's compact size makes it easier to park and handle. Yet the Rambler Cross Country provides big car room for six passengers . . . more than eighty cubic feet of cargo space, plus additional carrying capacity on the Roof-Top Travel Rack.

In Both Rambler Six and Rebel V-8 models, give outstanding economy . . . save owners money every mile they drive.

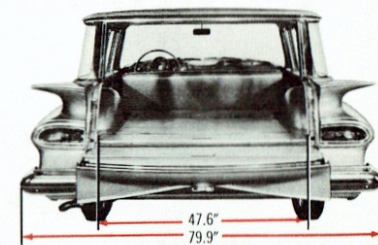
On these and the following pages, X-Ray compares all the 1959 station wagons in the low-price field feature-by-feature . . . point-by-point, value for value.

Compare Station Wagons for Space and Utility



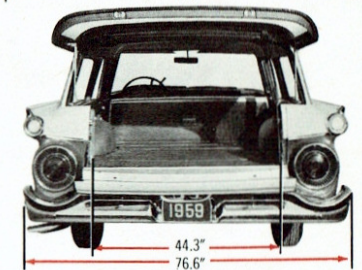
CHEVROLET

The 1959 Chevrolet Station Wagons have grown 1.8 inches in length—2.2 inches in width in just one year. Yet these bigger, bulkier, harder-to-park wagons give no more load-carrying capacity than did their counterparts of five years ago.



FORD

Ford station wagons have upped their overall length by a full 6 inches over 1958 models. Yet the increased bulk, length and weight only make the car harder to park.



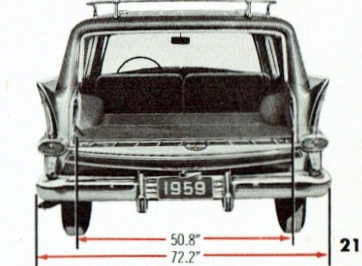
PLYMOUTH

Plymouth has grown in overall length and breadth—yes! But that is only part of its unwieldy size story. For the overgrown fin design makes Plymouth much harder to park, garage and handle in traffic than Rambler station wagons.



RAMBLER

The Rambler Cross Country's compact 108-inch wheelbase . . . 193.6 inches of overall length and compact 72.2 inch width means that Rambler fits any garage . . . parks where others can't . . . substitutes bulk for economy, comfort and performance.

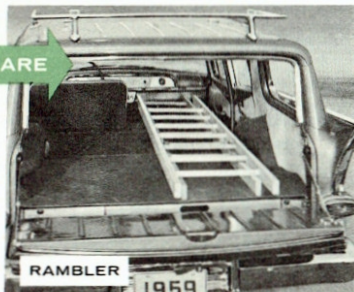
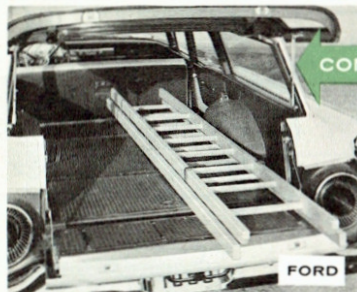


In Quality, Features and Comfort Rambler Leads the Station Wagon Field!



CHEVROLET'S OVERSWEPT REAR FENDERS, extending into the tail gate area, make loading an inconvenient chore. Packages must be lifted over the bulky, flared fin arrangement.

RAMBLER'S CLEAN, SHARP REAR-END design permits full utilization of the tail gate opening. Loading of any sized cargo is a cinch. The ample space is not obstructed by extraneous design details.



TRY TO PUT A 10-foot long object—like a step ladder—in the cargo area of a Ford station wagon. Like in other competitive wagons, the ladder will extend out over the tail gate opening.

THE SAME 10-FOOT LADDER fits entirely within the cargo space of the 1959 Rambler Cross Country. The folded down right front seat gives added cargo space . . . is indicative of Rambler's room.



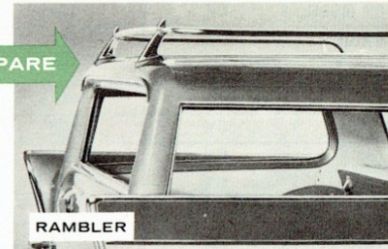
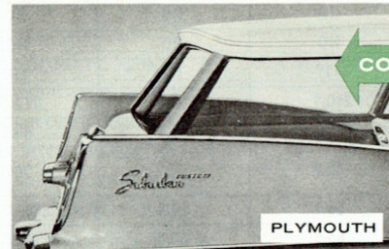
FORD'S upper tail gate, when left open, rattles and is unsafe for children. This type of "head-cracking, stick-out" tail gate makes loading difficult and dates from early days.

RAMBLER'S ROLL-DOWN rear window is safe for children. The one-piece tail gate can be key-locked in three positions for the utmost convenience. Rambler pioneered one-piece tail-gate construction.



NO COUNTERBALANCING to the Chevrolet station wagon tail gate. You are inconvenienced by having to lift the entire gate weight when loading or unloading. Otherwise, it falls down.

COUNTERBALANCED TAIL GATE on the Rambler Cross Country stays fixed in position when lowered . . . makes loading and unloading much easier . . . another evidence of Rambler quality.



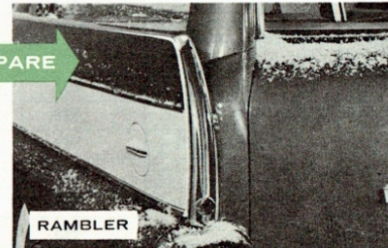
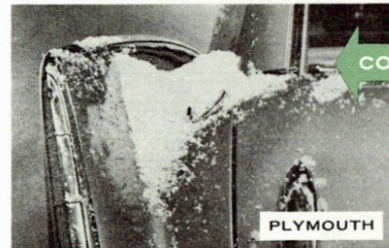
PLYMOUTH—like most competitive station wagons—slopes in sharply at the sides and top of the tail gate opening, making it difficult to load large objects.

RAMBLER'S tail gate opening is a full 4 feet wide, with no hindering upper hinges or upper gate. The result is that loading is simple and convenient.



OUCH! That's the expression frequently used by Ford and other make station wagon owners when they bump their heads against the over-hanging upper tail gate.

RAMBLER'S one-piece tail gate has a roll-down rear window that disappears right into the gate . . . makes loading easy . . . gives safe, added ventilation.



THE UNPROTECTED gas cap opening on Plymouth is open to the ravages of snow, sleet and the elements in general. The cap is often frozen tight in bad weather.

SAFE AND SECURE against the elements is the gas cap on Rambler. The protection of a metal cover and the location flush against the side of the car is an added Rambler "plus".



4 OR 5 PEOPLE can sleep in perfect comfort in Rambler station wagon. Twin Travel Beds, plus the large cargo area makes this extra travel feature possible.



EXTRA LUGGAGE, camping gear, tents, even canoes can be stowed in the Rambler Roof-Top Travel Rack, available at no extra cost, adds to distinctive Rambler appearance.



EVEN A CANOE or rowboat can be stowed with ease in the spacious 80 cubic foot cargo space of the Rambler station wagon. And you still have room to spare.

**Now
Add Up
The
Box-Score
On All
1959
Low-Priced
Cars**

	RAMBLER	CHEVROLET	FORD	PLYMOUTH
LOWEST PRICE, MODEL FOR MODEL	YES	NO	NO	NO
TOP OFFICIAL TRADE-IN VALUE	YES	NO	NO	NO
WHEELBASE	108	119	118	118
LENGTH	191.15	210.9	208.0	210.0
WIDTH	72.2	79.9	76.6	80.3
HEIGHT	58.0 (6) 57.8 (V-8)	56.0	56.0	56.6
HIP ROOM, FRONT	59.8	66.1	60.4	63.0
HIP ROOM, REAR	60.1	65.5	60.8	62.7
HEAD ROOM, FRONT	36.0	36.1	33.5	35.7
HEAD ROOM, REAR	35.0	34.3	33.3	34.2
LEG ROOM, FRONT	43.0	45.0	42.7	45.5
LEG ROOM, REAR	40.0	42.8	40.3	41.5
FRONT SEAT ADJUSTMENT	6.0	4.7	4.0	4.8
SEAT HEIGHT, FRONT	10.4	9.2	10.1	10.8
SEAT HEIGHT, REAR	14.2	13.8	12.8	12.0
*WIDTH FACTOR (EXTERIOR WIDTH LESS FRONT HIP ROOM)	12.4	13.8	16.2	17.3
*LENGTH FACTOR (EXTERIOR LENGTH LESS F & R LEG ROOM)	108.15	123.1	125.0	123.0
TURNING DIAMETER, FEET	37.25 (6) 37.62 (V-8)	40.80	40.63	42.25
STEERING WHEEL TURNS	4.7	5.8	5.0	4.8
PARKING SPACE, SQ. FT.	96	117	110	117
OVERHANG, FRONT	32.0	32.6	34.2	33.1
OVERHANG, REAR	51.2	59.3	55.8	58.9
RAMP ANGLE, REAR	14½°	12¾°	12°	11°
FRONT SUSPENSION	COIL	COIL	COIL	TORSION BARS
REAR SUSPENSION	COIL	COIL	LEAF	LEAF
AUTOMATIC TRANSMISSION PARK CONTROL	YES	YES	YES	NO
AUTOMATIC TRANSMISSION PUSH-BUTTON CONTROL	YES	NO	NO	YES
AUTOMATIC PUSH-BUTTON STARTER	YES	NO	NO	NO
DEEP-DIP PAINT PRIMING	YES	NO	NO	NO
BAKED ENAMEL	YES	NO	YES	YES
GRILLE CONSTRUCTION	HEAVY 2-PC. DIE-CAST	THIN ALUM. STAMPING	THIN ALUM. STAMPING	MULTIPLE ALUM. SLATS
STEP-ON PARKING BRAKE*	YES	YES	YES	NO
COIL SPRING SEATS	YES	NO	NO	NO
VINYL COATED HEADLINING & WIND-CORDS	YES	NO	NO	NO
ALUM. WINDOW FRAMES (EXCEPT HARDTOP)	YES	NO	NO	NO

*Compact Rambler is most efficient in utilization of size.

	RAMBLER	CHEVROLET	FORD	PLYMOUTH
WIDE FRONT VENT WINDOW	YES	NO	NO	NO
REAR VENT WINDOWS	YES, CUSTOM	NO	NO	NO
TWIN ASH TRAYS, FRONT	YES	NO	NO	NO
TWIN RADIO SPEAKERS (OPT.)	YES	NO	NO	NO
FULLY ENCLOSED TORQUE TUBE	YES	NO	NO	NO
WHEEL DISCS, STD. ON CUSTOM	YES	NO	NO	NO
ROOF RACK, STATION WAGON	YES	NO	NO	NO
COUNTERBALANCED TAIL-GATE	YES	NO	NO	NO
ROLL-DOWN TAIL-GATE WINDOW	YES	YES	NO	YES
AIRLINER RECLINING SEATS, BEDS	YES	NO	NO	NO
INDIVIDUAL FRONT SEAT ADJUSTMENT	YES	NO	NO	NO
HEADRESTS, FRONT SEAT	YES	NO	NO	NO
AIR CONDITIONING	6 OR V-8	V-8 ONLY	V-8 ONLY	V-8 ONLY
SINGLE-UNIT CONSTRUCTION	YES	NO	NO	NO
ABOVE COWL FRESH-AIR INTAKE	YES	YES	NO	YES
AIR-INTAKE FIBERGLAS FILTER	YES	NO	NO	NO
NON-BLINDING TAIL LIGHTS	YES	NO	NO	YES
SAFETY-PADDED DASH AND VISORS AVAIL.	YES	DASH	YES	YES
EASY-GRIP DOOR HANDLES (LEFT OR RIGHT HAND OPERATION)	YES	NO	NO	NO
SELF-ADJUSTING BRAKES, OPT.	YES	NO	NO	NO
BRAKE LINING AREA, SQ. IN.	150.1 (6) 167.5 (V-8)	185.6	180.16	184
POUNDS PER SQ. IN. LINING AREA (RAMBLER COMPARES FAVORABLY)	6 V-8 20.4 20.2	20.4 20.5	19.9 20.4	19.0 19.9

STANDARD POWERPLANTS	6-CYL. MODELS				V-8 MODELS			
	RAMBLER	CHEV.	FORD	PLY.	RAMBLER	CHEV.	FORD	PLY.
DISPLACEMENT, CU. IN.	195.6	235.5	223	230	250	283	292	318
BORE AND STROKE	3.13x4.25	3.56x3.94	3.62x3.60	3.25x4.62	3.50x3.25	3.88x3.00	3.75x3.30	3.91x3.31
COMPRESSION RATIO	8.7	8.25	8.4	8.0	8.7	8.5	8.8	9.0
HORSEPOWER	127	135	145	132	215	185	200	230
TORQUE	180	217	206	205	260	275	285	340
HORSEPOWER PER CU. IN. (HIGH NUMBER BEST)	.650	.573	.650	.574	.860	.654	.685	.724
CAR WEIGHT PER HP (LOW NUMBER BEST)	24.1	28.1	24.6	26.5	15.8	20.5	18.3	15.9
CURB WEIGHT, STD. TRANS., MID-PRICE 4-DOOR SERIES	3059	3790	3574	3495	3389	3800	3673	3661
OVERHEAD VALVE DESIGN	YES	YES	YES	NO	YES	YES	YES	YES
CARBURETOR, BARRELS	1	1	1	1	4	2	2	2
AUTOMATIC CHOKE	YES	YES	NO	YES	YES	YES	YES	YES

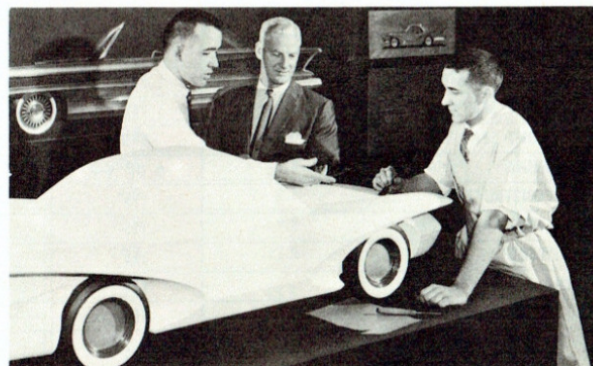
The summary of the cold, impartial facts from the X-Ray plus the reports of owners tell you that the 1959 Rambler is far superior, a far better buy. What these facts cannot tell you is what you must see with your own eyes—and feel at the wheel. Make your own comparison of Rambler with any other low-priced car. See the finer quality, the closer attention to detail. Compare Rambler and the others on all points. Then for the final proof—drive a Rambler yourself. You'll see the big differences.



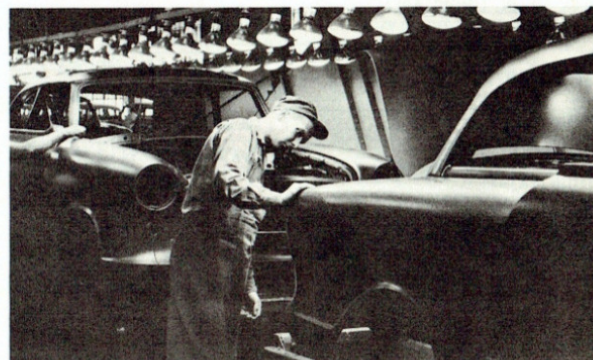
JOIN THE HAPPY
SWING TO
Rambler



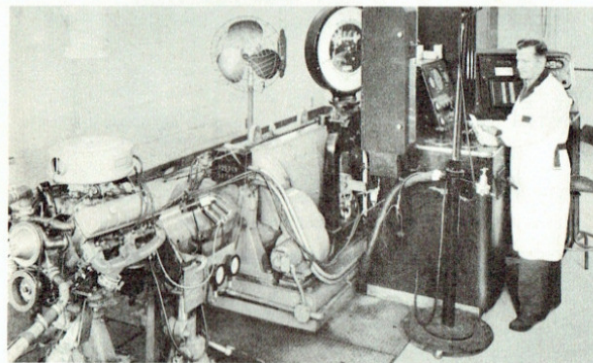
THIS IS AMERICAN MOTORS



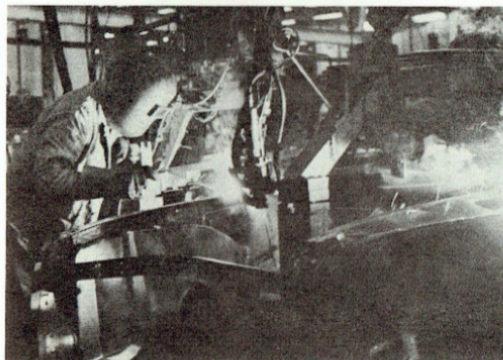
RAMBLER'S TRIM, SMART STYLING is created in one of the industry's most complete design studios located at Detroit headquarters. Here expert designers work years ahead to assure Rambler owners of continued style leadership.



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



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



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

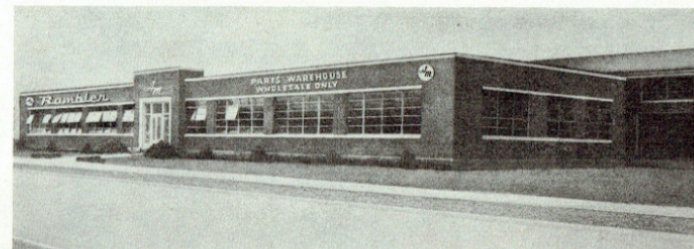
American Motors Corporation is ranked among the world's largest industrial corporations. Its plants, facilities, distributors and dealers are worldwide in scope. Rambler is enjoying the greatest sales increase in recent automotive history.

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

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

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

MORE THAN 2700 RAMBLER DEALERS assure you border-to-border and coast-to-coast service and parts facilities. Drive in where you see the familiar Rambler sign—your guarantee of skilled service.



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

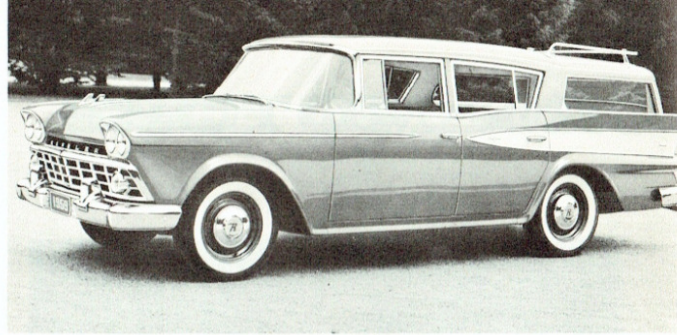


1959 Rambler 6 and Rebel V-8—The Compact Economy Cars

Rambler's outstanding popularity and sales success are based primarily upon the fact that this is the only car in the world to give you the Best of Both:

1. Big Car Room and Comfort
2. Small Car Economy and Handling Ease

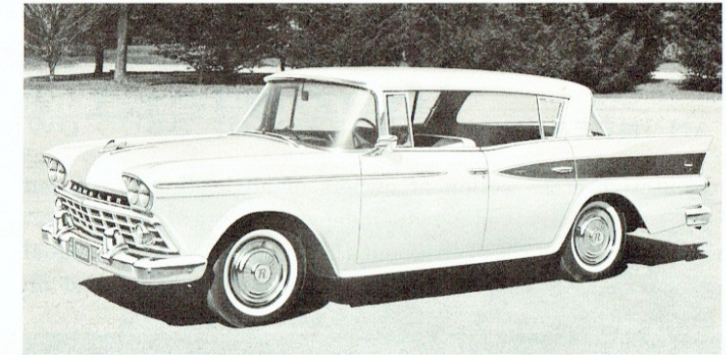
Choose from any of the compact Rambler models pictured on these pages.



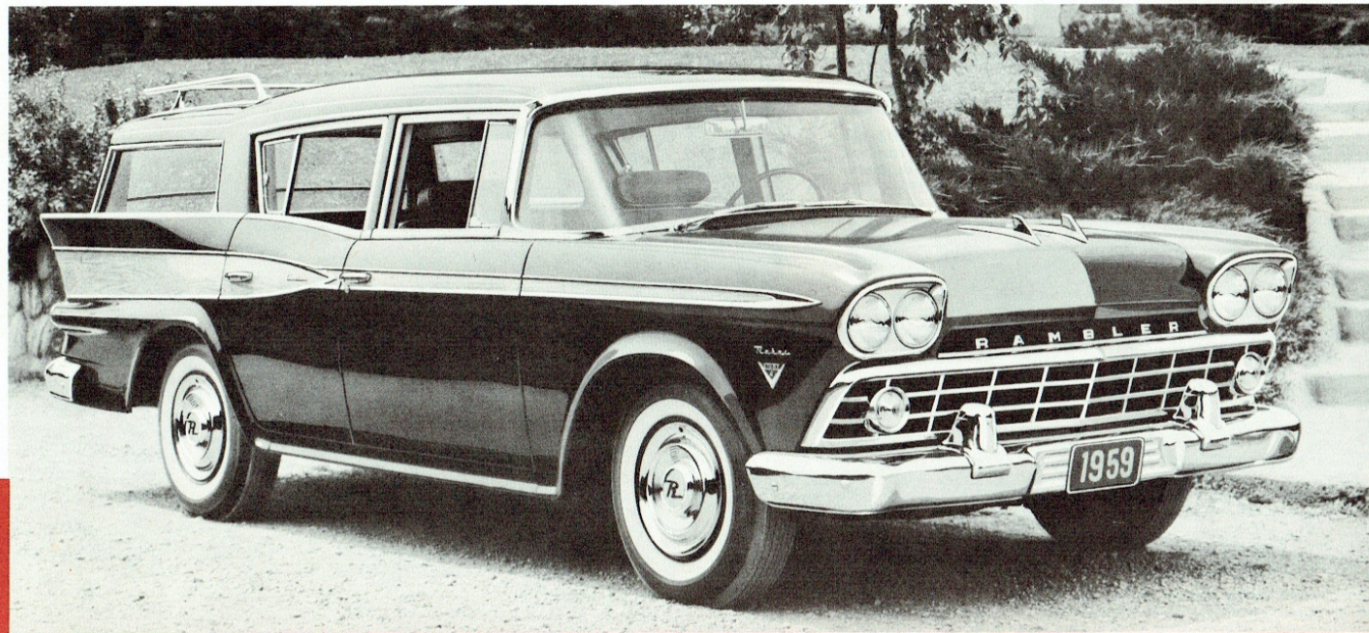
1959 Rambler Super Cross Country. Economy Six and Rebel V-8 Series.



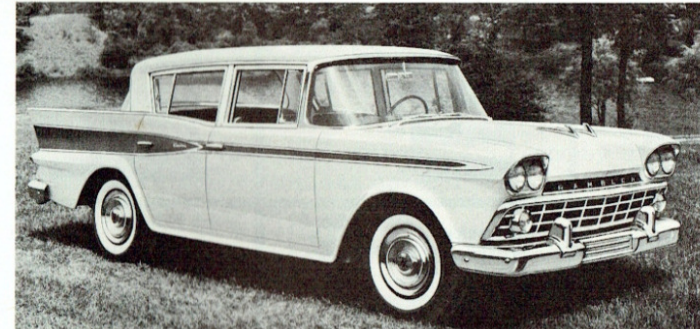
1959 Rambler Rebel V-8 Custom Country Club Hardtop.



1959 Rambler Six Super Country Club Hardtop.



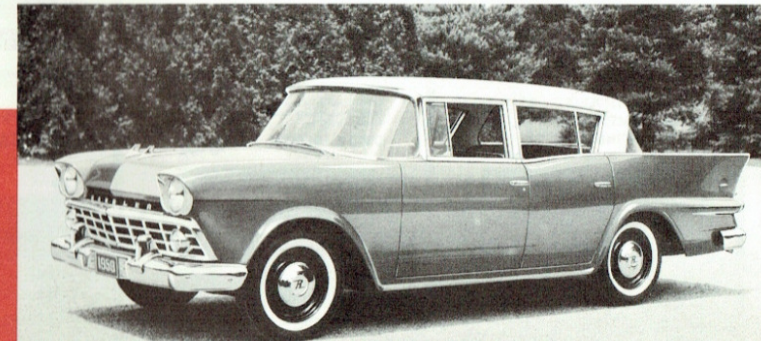
1959 Rambler Custom Cross Country Available in Economy Six and Rebel V-8 Series.



1959 Rambler Custom 4-Door Sedan—Economy Six or Rebel V-8 Engines.



1959 Rambler Super 4-Door Sedan—Economy 6 or Rebel V-8 Engines.



1959 Rambler Six DeLuxe 4-Door Sedan.

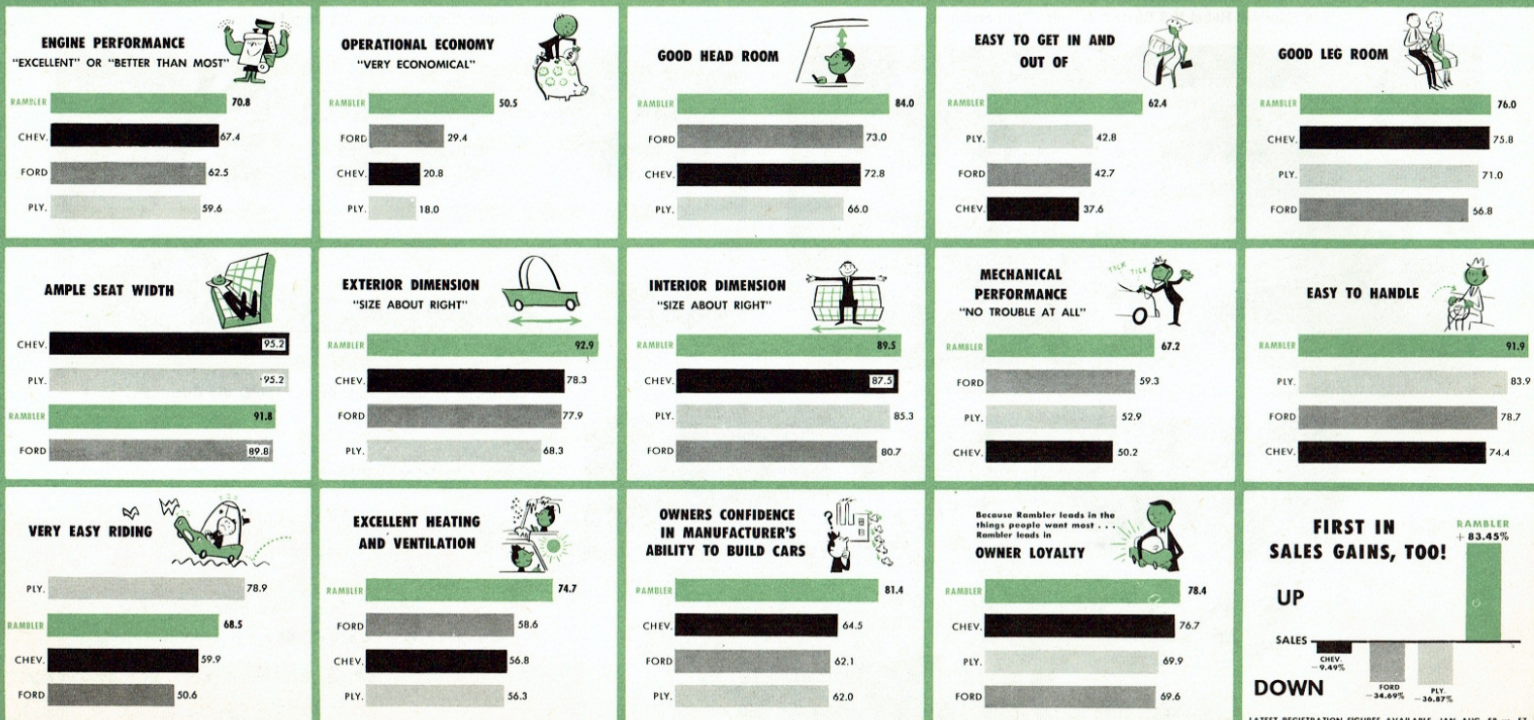
**Drive The Nation's
Number One Sales Success
Car—The Compact Rambler
—Now!**

What Owners Think of the Cars They Drive!

AN INDEPENDENT SURVEY OF 3600 OWNERS OF LEADING 1958 LOW-PRICED CARS

A representative cross-section of owners of all leading low-priced cars was recently surveyed by an independent research organization to determine how they felt about the cars they drive. An equal number of owners of each of the four makes were questioned on

subjects covering performance, economy, comfort and owner loyalty. The results of the survey—showing Rambler way out front in owner estimation—are reproduced below. It presents graphic evidence why Rambler owners are satisfied owners and repeat buyers.



X-RAY Proves that when America Talked...We Listened!

Unmistakably, the motoring public has told Detroit what they want in their new automobiles.

They want interior room and comfort for today's larger families without needless overhang in front, in the rear or at sides. They want good performance without having to pay the penalty for a big, gas-hungry engine.

They want cars that are easy to handle, easy to park, easy to get in and out of their driveways and garages.

They want the safest car that can be built, with sturdy construction that will protect their families.

Most important, they want economy . . . economy in first cost, economy in operating cost and upkeep.

But they do not want a "cheap" car.

They demand quality of workmanship. They want freedom from squeaks and rattles, freedom from frequent repairs.

They want cars built durably so they will depreciate less and command a higher resale price at trade-in time.

Those 1959 models which have increased length, width and weight simply cannot fill the expressed wants of these people.

X-Ray proves that only one car can—the compact Rambler.

RAMBLER HAS WHAT AMERICA WANTS

- ✓ Economy
- ✓ Handling Ease
- ✓ Roominess
- ✓ High Trade-In
- ✓ Performance
- ✓ Safety
- ✓ Beauty
- ✓ Dependability
- ✓ Comfort

RAMBLER LEADS IN FIRST IN SALES GAINS, TOO!

LATEST REGISTRATION FIGURES AVAILABLE, JAN.-AUG. 58 vs. 57

Only RAMBLER Gives the Best of Both . . .

1. BIG CAR ROOM AND COMFORT
2. SMALL CAR ECONOMY AND HANDLING EASE

Lowest First Cost:

In every series, the 1959 RAMBLER 6 and REBEL V-8 cost less than comparable models of other make cars. You save when you buy Rambler.

Lowest Operating Cost:

Rambler is the acknowledged economy leader . . . holds more official economy records than any other U.S. built car. You save when you drive Rambler.

Highest Resale Value:

Month after month, the story is the same all over the country. Rambler's return on the original investment is greater than any other low-priced car, according to official Used Car Guide Books. You get more when you trade your Rambler.



RAMBLER



PLYMOUTH



FORD



CHEVROLET

Go Rambler *The Success Line for '59*