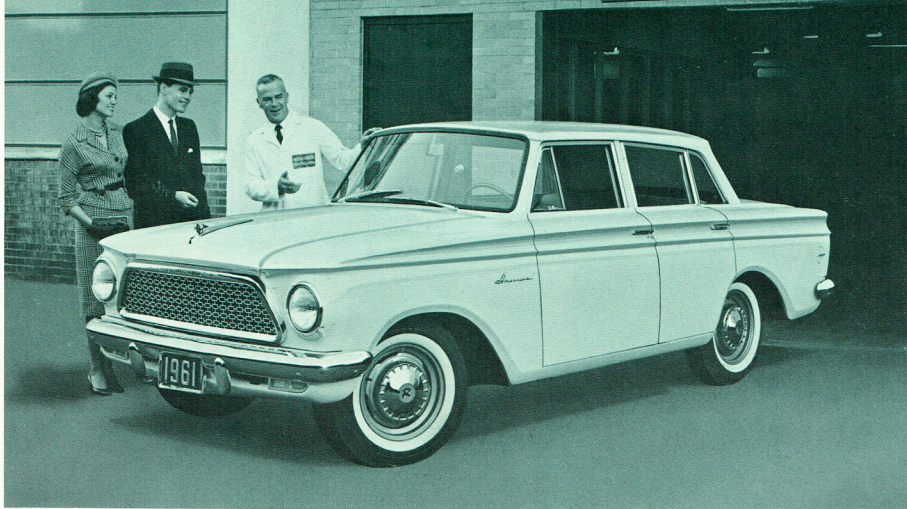


1961

# RAY

*Checks Today's  
ECONOMY  
COMPACT CARS  
On The Basis Of  
Usefulness  
To The User*

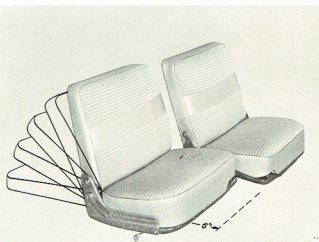




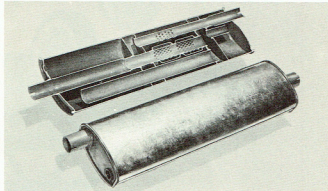
Ready for test, this typical couple shopping the economy compact field are ready to check on the Rambler American. Follow them as they compare all the cars in this field.

## How well do the Economy Compact Cars fit your needs?

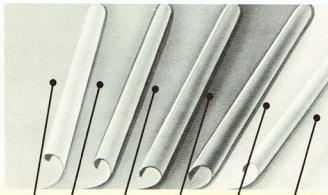
**CHECK FOR EXCELLENCE!** Some cars offer only basic seats. Rambler offers individually adjustable front seats—and airliner reclining seats that convert into Travel Beds.



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



**CHECK FOR EXCELLENCE!** Not all cars offer the lasting beauty and chip-resistance of double coat baked-super enamel finish applied to a baked-primer and surfacer spray coat and a rustproof paint primer bond. Rambler does.



DOUBLE COAT BAKED ENAMEL PRIMER & SURFACER SPRAY COAT (BAKED) "DEEP-DIP" RUSTPROOF PAINT PRIMER PHOSPHATE RUSTPROOF PAINT BOND METAL

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

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

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

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

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

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



**CHECK FOR EXCELLENCE!** Many cars make yearly style change for mere change's sake, thus depreciating the investments owners have in their cars. America's new compactness, roomy interior, are styled for years to come.

# X-RAY Checks Styling Utility

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

**CHEVROLET CORVAIR**



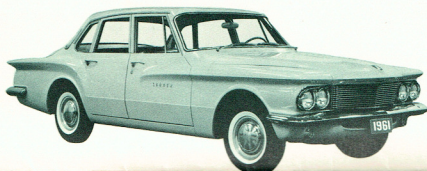
The design of Corvair again expresses a radical approach. The short, low roof and door height are unchanged for 1961, thus providing less usefulness to the user in room and comfort.

**FORD FALCON**



Basically unchanged from last year's model, the 1961 Falcon still lacks the balanced proportion of outside-inside dimensions that are necessary for true styling utility. The low roof line and long over-all length indicate the lack of compact car virtues.

**DODGE LANCER**



The new Dodge entry in the economy compact field... the Lancer... is but a longer, more expensive version of the Valiant. Dodge Lancer owners are buying the same basic Valiant design, with its minimum usefulness to the user.

**PLYMOUTH VALIANT**



The 1961 Valiant is but a warmed-over version of the 1960 model. Here, design does not contribute to usefulness as reflected in the long, low silhouette and the imitation spare wheel cover.

**MERCURY COMET**

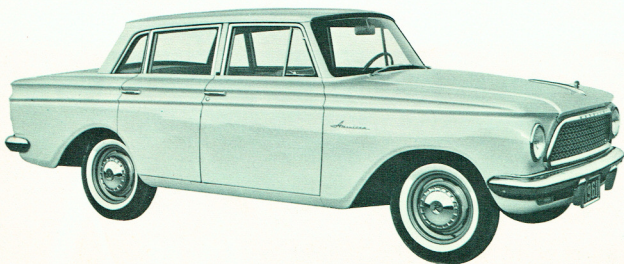


Wide rear pillar and use of chrome distinguishes the Comet from the Falcon. Yet, basically, the Comet design is the same as the Falcon, but on a longer wheelbase with more imbalance of proper exterior-interior dimensions for minimum passenger comfort and handling ease.

**STUDEBAKER LARK**



The "Plain Jane" basic appearance of the Lark is retained for 1961. The same box grille and too-short, stubby appearance used in the past, characterize the 1961 models.

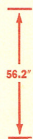
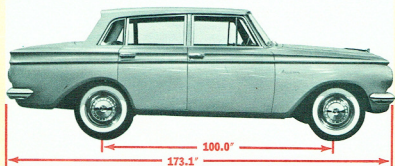


**RAMBLER AMERICAN**

All-new in styling from bumper to bumper, the 1961 Rambler American introduces a styling trend that will remain fresh and smart for years to come. The smoothly sculptured lines provide ample door height and interior room for a family of six.

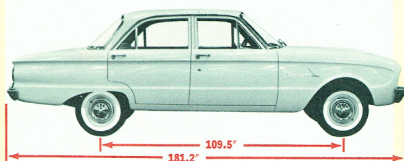
# X-RAY Checks Exterior Dimensions

Rambler introduced the word "compact" to the automotive vocabulary as a term meaning the proper combination of dimensions that would give outstanding handling and parking ease, plus economy, without sacrifice of room and comfort. The success of Rambler has induced other manufacturers to introduce new entries in the economy compact field. X-RAY checks the exterior dimensions of all these cars to determine how they compare in these important characteristics.



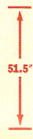
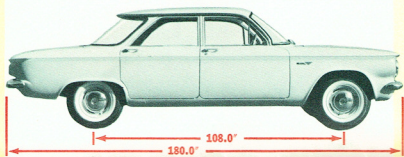
## RAMBLER AMERICAN

Five inches shorter and three inches narrower than previous models, the new American is even easier to park and turn, yet retains the same generous interior room and comfort.



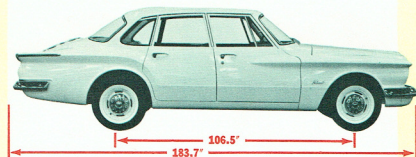
## FORD FALCON

Falcon's wheelbase and over-all length are longer than Rambler American, giving Falcon a turning diameter almost 3 feet greater, thus reducing maneuverability and ease of handling.



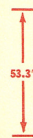
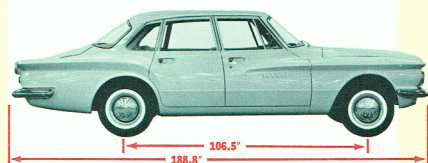
## CHEVROLET CORVAIR

The Corvair's longer wheelbase and over-all length impair handling ease. The skimpy 66-inch body width and low height of only 51.5 inches puts the "squeeze" on passengers.



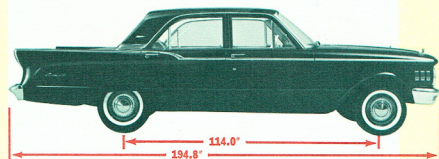
## PLYMOUTH VALIANT

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



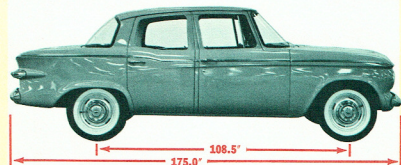
## DODGE LANCER

With the same wheelbase as the Valiant, the Lancer is approximately 5 inches longer and two inches wider than Valiant. The extra sheet metal gives an overhang that reduces parking ease.



## MERCURY COMET

The Comet's excessive over-all length and wheelbase tends to minimize the advantage that a compact car should have in terms of parking and handling ease.



## STUDEBAKER LARK

The disproportion between the Lark's wheelbase and over-all length—8½ inches and almost two inches greater than the Rambler American respectively—makes the Lark more cumbersome to handle and park.

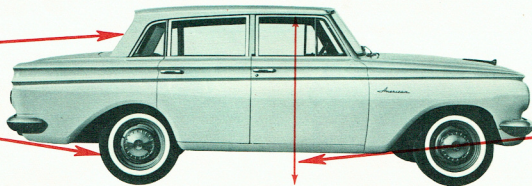
# X-RAY Checks on Room and Comfort

You want plenty of room and comfort for all the family in the next car you buy. And you want features that add to the pleasures of driving. X-RAY checks on the 1961 economy com-

part cars to see how they measure up on these important standards. Here is the information that pays off in extra driving pleasure throughout every mile you own your car.

Compare the clear undistorted view to the rear that you get with Rambler American's sharp-angle rear window to the lack of vision of cars with long sloping windows.

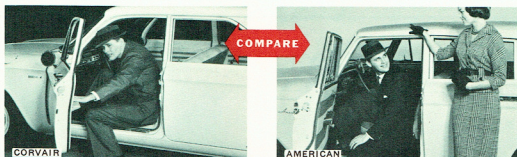
Rambler American's standard, larger 15 inch tires last longer, look better and can carry a heavier load than 13 inch size used on most other economy compact cars.



Rambler American's one-piece, wrap-around bumpers, front and rear, give real impact protection. Twin bumper guards are standard at no extra cost. Some cars charge \$20.00 for guards.

Rambler American's generous door-top to ground measurements—50.8 inches—permits passengers to get in and out easily.

Corvair's narrow front door width, low car height and recessed floor make exiting from the front seat difficult and inconvenient. People find getting in and out of a Corvair an awkward, ungraceful, even difficult maneuver.



Rambler American's high, wide doors and level front floor make entrance and exit easy and natural. Lady drivers appreciate the generous proportions of door openings and the well-conceived front seat height that facilitates their movements.

The large transmission humps in the front compartments of Falcon (near right) and Valiant (far right) force the middle seat passenger to ride with knees up high. Contrast these uncomfortable positions with the far more comfortable leg angle made possible by Rambler American's much smaller transmission hump.



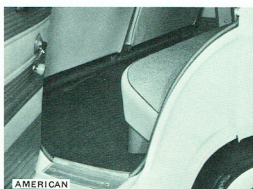
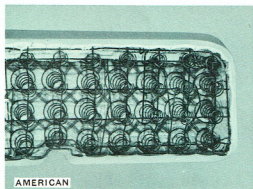
The deep recessed floor and narrow entry, make entering and leaving a Valiant a difficult maneuver. American has generous space between door post and rear seat with minimum "step-down."

Note the awkward position of the front seat adjustment lever on Falcon—beneath the driver's leg. The Rambler American adjustment lever is conveniently placed beside the seat cushion.

Lancer's floor gear shift lever interferences with the middle seat passenger. Compare the ease and convenience of the steering column-mounted shift lever on the Rambler American.

The Comet's rear seat center position with the huge drive-shaft hump forces the passenger to ride with knees high. Rambler American's low-height tunnel adds to passenger comfort.

Rambler American's modest-sized drive-shaft hump provides stretch room. Generous seat height coupled with full-coil seat springs provide real comfort for center passenger in rear seat.



Exclusive Rambler American All-Coil front and rear seat springs are silent, soft . . . increase riding comfort. Contrast this construction with the zig-zag, "Army-bank" type of seat springs used on the other economy compacts.

Rambler American's wide front door opens a full 75 degrees. The generous space between front pillar and seat cushion make it easy to get in and out. Contrast this with the narrow front door openings on some other economy compacts.

Seat cushions scientifically designed to fit the body are essential for true riding comfort. Compare Rambler American's generous chair-height seats with the lower, more uncomfortable seat heights of other cars.

## BOX SCORE ON ROOM AND COMFORT

	Rambler AMERICAN	Ford FALCON	Mercury COMET	Chevrolet CORVAIR	Plymouth VALIANT	Dodge LANCER	Studebaker LARK
Front Door-Top to Ground Height	50.8	49.3	49.3	46.5	48.2	48.3	52.7
Headroom, Front and Rear	35.0, 33.0	33.8, 32.7	33.8, 32.7	33.5, 33.5	33.6, 33.1	33.6, 33.1	35.3, 34.8
Shoulder Room, Front and Rear	51.5, 49.8	55.3, 55.1	55.3, 55.1	54.0, 53.5	54.0, 54.1	54.0, 54.1	55.5, 54.5
Hiproom, Front and Rear	58.0, 45.3	57.1, 57.0	57.0, 57.0	58.5, 58.0	56.8, 56.9	56.8, 56.9	59.5, 59.0
Legroom, Front and Rear	44.0, 37.5	43.3, 39.4	43.3, 39.4	44.0, 36.5	42.8, 39.8	42.8, 39.8	43.5, 40.0
Seat Height, Front and Rear	19.0, 12.0	11.4, 14.2	11.4, 14.2	10.0, 11.5	11.2, 13.7	11.2, 13.7	12.0, 11.5
Seat Cushion Width, Front	54.5	53.7	53.7	50.0	52.7	52.7	54.5
Seat Adjustment, Front	6.0	4.0	4.0	4.0	4.5	4.5	5.5
Steering Wheel to Cushion	5.7	5.5	5.5	5.1	6.4	6.4	6.5
Reclining Seats, Opt.	Yes	No	No	No	No	No	Yes
Individual Seats, Opt.	Yes	No	No	No	No	No	Yes
Seat-Cushion Springs	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag
Seat-Back Springs	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag
Gear Shift Location	Post	Post	Post	Floor	Floor	Floor	Post
Windshield and Rear Window Angle	52°, 57*	39°, 48*	39°, 46*	38°, 38*	40°, 33*	40°, 33*	45°, 43*

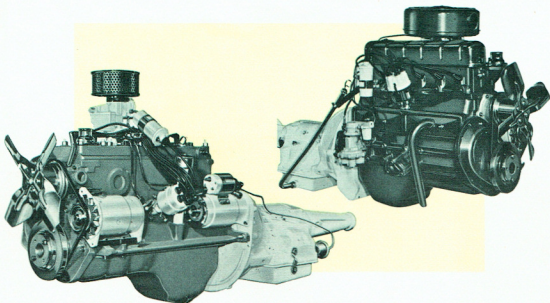
# X-RAY Checks Economy and Performance

Of course you want excellent gasoline economy in your next car. But you also want safe, dependable performance under all driving conditions.

X-Ray checks the 1961 economy compact cars for excellence on all essential points of all-around performance.

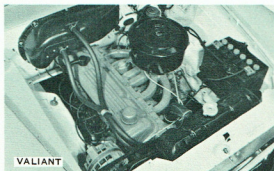
## 90 H.P. L-HEAD SUPER FLYING SCOT

Offers lots of go and economy, too, with its unusual blending of smooth, quiet performance and record gasoline mileage, proved in coast-to-coast NASCAR supervised economy runs. Uses regular grade gasoline for extra savings. This time-proven powerplant is standard on Deluxe and Super models.



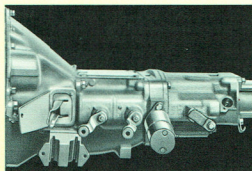
## 125 H.P. OVERHEAD VALVE CUSTOM FLYING SCOT

Provides a superb combination of top fuel economy and peak, effortless performance on regular grade gasoline. This powerplant won the Compact Car Class and gave most miles per gallon of all cars in 1960 Mobilgas Economy Run. Standard on Custom models—optional on Deluxe and Super models.

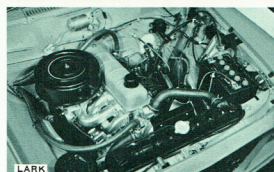
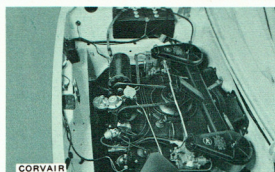


The Falcon and Comet engines have a very small 144.3 cubic inch displacement and low power with resulting loss of peak performance. Rambler American engines have a displacement of 195.6 cubic inches for excellence in performance and economy.

Valiant and Lancer engines are inclined at a 30 degree angle to fit the engine compartment. Engine servicing is difficult on right side. Its small displacement—25.6 cubic inches less than Rambler American—results in less performance.

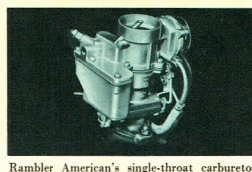


Only Rambler American and Lark in the economy compact field offer three transmission choices, including fuel-saving overdrive. This means the buyer can have a car geared to his individual driving needs.



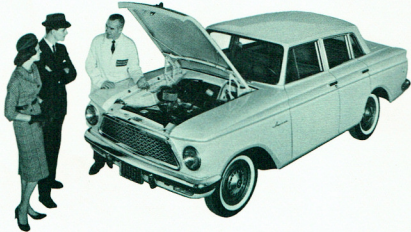
Corvair has the only rear-mounted, air-cooled engine in any U.S.-built passenger car. The flat-6 has a small displacement with resulting loss of performance. Twin-carburetor synchronizing is a difficult operation. Spare tire is awkwardly stored above engine.

Lark offers a redesigned six cylinder engine with relatively poor power-to-weight ratio, resulting in performance and economy that are inferior to those you can expect from either the Rambler American 90 H.P. L-Head Six or 125 H.P. OHV Six engines.



Rambler American's single-throat carburetor seldom requires adjustment. Corvair uses twin carburetors that must be kept in constant synchronized adjustment for optimum engine efficiency. Corvair and Falcon use manual choke.

Both the 90 H.P. and 125 H.P. Rambler American engines are compact, thus affording plenty of extra room in the engine compartment for easy servicing and maintenance.



Others may talk economy. Rambler American proves it in official tests. Rambler American Custom won compact car class in 1960 Mobilgas Economy Run—topped all cars in all classes for most miles per gallon, adding to Rambler economy laurels won in other tests.

## BOX SCORE ON ENGINE AND MECHANICAL FEATURES

Six Cylinder Models	Rambler* AMERICAN	Ford FALCON	Mercury COMET	Chevrolet CORVAIR	Plymouth VALIANT	Dodge LANCER	Studebaker LARK
Displacement, Cu. In., Std. and Opt.	195.6	144, 170	144, 170	145	170	170, 225	169.6
Bore and Stroke, Std. and Opt.	3.13 x 4.25	3.50 x 2.50 3.50 x 2.94	3.50 x 2.50 3.50 x 2.94	3.44 x 2.60	3.40 x 3.13 3.40 x 4.13	3.40 x 3.13 3.40 x 4.13	3.00 x 4.00
Compression Ratio, Std. and Opt.	8.0-1, 8.7-1	8.7-1	8.7-1	8.0-1	8.2-1	8.2-1	8.5-1
Horsepower @ RPM, Std.	90 @ 3800	85 @ 4200	85 @ 4200	80 @ 4400	101 @ 4400	101 @ 4400	112 @ 4500
Horsepower @ RPM, Opt.	125 @ 4200	101 @ 4400	101 @ 4400	98 @ 4600	148 @ 5200	145 @ 4000	None
Torque @ RPM, Std.	160 @ 1600	134 @ 2000	134 @ 2000	128 @ 2300	155 @ 2400	155 @ 2400	154 @ 2000
Torque @ RPM, Opt.	180 @ 1600	156 @ 2400	156 @ 2400	132 @ 3000	153 @ 4200	215 @ 2800	None
HP per Cu. In., Std., Opt. (high best)	46, 64	59, 59	59, 59	55	59, 67	59, 64	56
Curb Weight, 4-Door, Lbs.	2649, 2702	2396	2318	2440	2665	2665	2805
Weight per HP, Std. (low best)	29.43	28.19	29.62	30.50	26.39	26.39	25.04
Weight per HP, Opt. (low best)	21.62	23.72	24.93	24.90	18.01	18.38	None
Automatic Choke	Yes	No	Yes	No	Yes	Yes	Yes
Gas Tank, Gallons	20	14	14	14	13	13	18
'60 Mob. Econ. Run, Auto. Trans.	28.35 mpg	25.64 mpg	None	27.03 mpg	27.30 mpg	None	21.86 mpg
Gear Shift Location	Post	Post	Post	Floor	Floor	Floor	Post
Overdrive Optional	Yes	No	No	No	No	No	Yes
Auto. Trans. Speeds and Park	3, Yes	2, Yes	2, Yes	2, No	3, Yes	3, Yes	3, Yes

\* 125 HP Std. on Custom, Optional on Deluxe and Super.



# X-RAY Checks On Over-all Superiority

Before you buy any new car, add up the total of features that mean the outstanding superiority you need and want. The X-RAY compares all

the economy compact cars with 1961 Rambler American excellence from the standpoint of over-all superiority.



Lark has trunk volume of only 16.5 cubic feet compared to Rambler American's generous 23.8 cubic foot space. Corvair has even less space with only 12.6 cubic feet in the front trunk.



Valiant's angled rear window can cause distortion, while adding nothing to visibility. Contrast Rambler American's more nearly vertical window that gives outstanding rear vision.



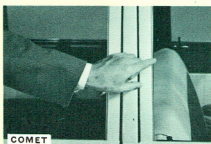
The glove box in the 1961 Comet has small capacity. Contrast the generous size of the Rambler American glove box with plenty of room for all objects ordinarily carried in a glove compartment.



Corvair door panels are light pressed paper board. Contrast this with the Rambler American quality-built panels of vinyl-covered fibre board for long-lasting good looks.



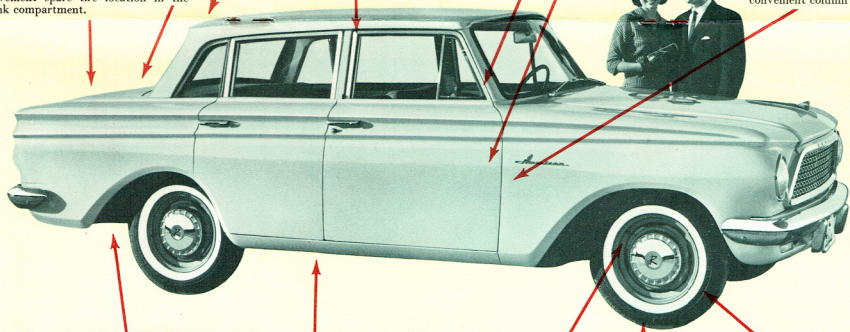
Corvair's spare tire is carried directly above the rear engine where the rubber can be adversely affected by engine heat. Contrast Rambler American's safe, convenient spare tire location in the trunk compartment.



As further evidence of quality that means longer, brighter appearance, Rambler American has extruded-aluminum door-window frames. Comet and all others, in comparison, have only plain window frames.



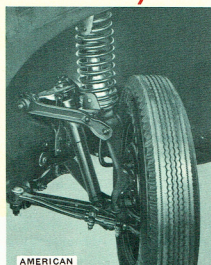
Lancer, as well as Valiant and Corvair, has floor gear shift on manual transmission, interfering with passenger room, and makes exiting difficult. Rambler has convenient column shift.



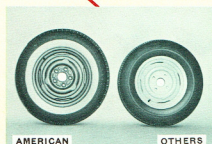
Corvair's 14-gallon gas tank requires more frequent, bothersome service station stops. This is also true of most other economy compacts. Corvair's front tank location could be dangerous. By comparison, Rambler American has a 20-gallon, rear-positioned tank.



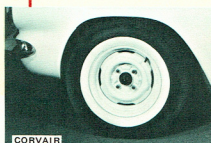
Only Rambler—not any other car on the road—offers the Ceramic-Armored muffler and tailpipe, guaranteed against defect for the life of the car while in the hands of the original owner.



Rambler American's "Deep Coil Ride" front suspension brings true riding comfort and handling ease to the economy compact field. Most others use shorter coil springs or torsion bars that give a harder ride.



Rambler American has large 15-inch wheels that assure longer tire life. Falcon, Comet, Corvair, Valiant and Lancer have smaller 13-inch tires with less tire life and carrying capacity.



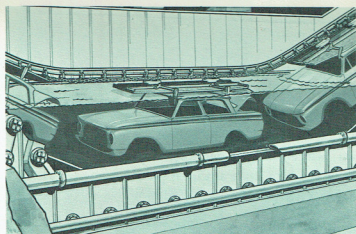
Only four wheel lug nuts are used on Falcon, Comet and Corvair, while, typical of Rambler's basic excellence, five are used on the American.



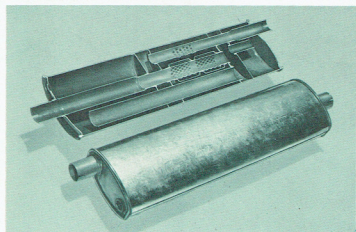
# X-RAY Checks on Basic Excellence

Quality construction plus careful craftsmanship determine the true basic excellence of an automobile. X-Ray shows that the Rambler American is truly outstanding in this regard.

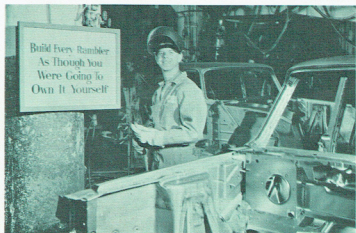
The new Rambler American Convertible, illustrated below, is a case in point. This is the only compact convertible built with rattle-free Single-Unit construction.



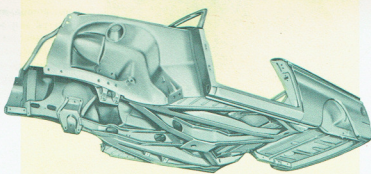
All Rambler bodies are submerged up to the roof in a rustproofing paint primer bath for lasting protection against rust and corrosion. Even hidden spots—impossible to reach with ordinary "spray-on" methods—are protected. No other car uses this superior protective method that pays off to the owner in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



Rambler American's Ceramic-Armored muffler and tailpipe are warranted against defects for the life of the car while in the hands of the original owner. Both muffler and tailpipe are completely coated with a special ceramic material that protects against rust and corrosion. A galvanized-steel muffler shield gives added protection.

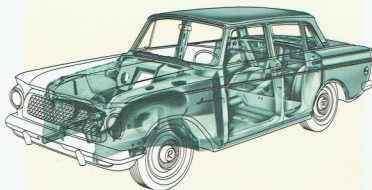


The craftsmen at the Rambler plants in Kenosha and Milwaukee, Wisconsin, are dedicated to building every car the better way. Throughout the plants are signs that well express the creed to which these men and women are dedicated—"Build Every Rambler As Though You Were Going To Own It Yourself." As a result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



The new 1961 Rambler American Convertible is the only compact convertible on the road built of strong, rugged Single-Unit construction. This means it's rattle-free, too, thus eliminating one of the major disadvantages of other convertible models. You can be sure with the strength and safety of the box-girder and X-member construction of this new convertible.

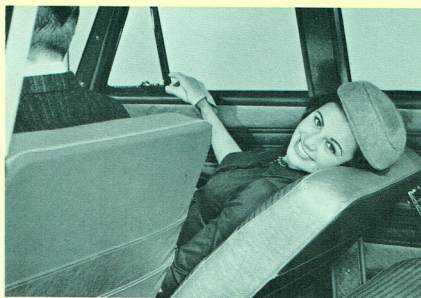
Every Rambler American is built of solid Single-Unit construction . . . pioneered by American Motors more than two decades ago. Passengers ride completely surrounded by strong box girders—above, below and to the sides. The girders even extend forward of the engine compartment to give added protection against front-end impact. This all-welded construction is the strongest—safest—quietest—longest-lasting . . . another proof of Rambler's extra quality and basic excellence.



# X-RAY Checks on Features and Options

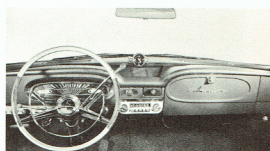
Of course you want an automobile that suits your individual needs and desires . . . certain features and options that add to your driving comfort and pleasure. X-Ray finds that many of the features described and illustrated on these

pages are available only with Rambler. Because of space limitations, only a few such can be shown. Your Rambler dealer will be glad to give you more information on these and many more such features.



Short or tall—big or small—each front seat passenger can ride in equal comfort and with the right amount of legroom in the Rambler American. Rambler's Personalized Comfort is designed to meet the needs of the owner—another example of Rambler excellence. As an optional feature, each front seat slides forward and backward individually. Airliner Reclining Seat Backs adjust to five comfortable positions at the flick of a lever. Neither Falcon, Corvaer, Comet, Valiant nor Lancer offer these comfort features at any price.

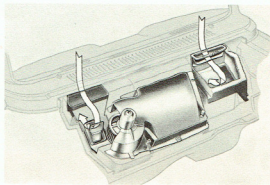
As a low-cost option on all Rambler American models for 1961, you may enjoy the extra safety of a soft, deep, shock-absorbing safety pad covering the upper surface of the instrument panel.



Rambler's Weather Eye System is the finest heating and ventilating system in the industry. Clean, fresh air is taken in at the cowl level and circulated throughout the car to give uniform warmth in front and rear compartments.

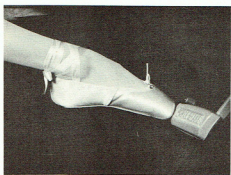


The 1961 Rambler American has two separate fresh air ventilators which bring a flow of fresh air directly into the passenger compartment. The redesigned contours of the front seat cushions at the sides give free passage of air to the rear compartment.

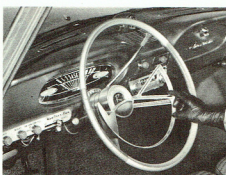


Airliner Reclining Seats in American sedan and station wagon models convert into restful Twin Travel Beds that sleep three in comfort . . . are perfect for all-night sleeping on vacation or camping trips.

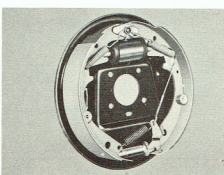
Rambler All-Season Air Conditioning—factory or dealer-installed—cools in summer—heats in winter—ventilates the year-around. It is the lowest-cost air conditioning system on the market.



Optional Power Brakes—not available on Falcon, Comet or Corvaer—give Rambler American surer, safer stops with tip-toe touch. Bonded brake linings eliminate danger of scored brake drums.



Direct-Action Power Steering, optional on Rambler American but not available on Falcon, Comet or Corvaer, removes the last vestige of effort from driving America's easiest-steering car.



Only Rambler American in the entire economy compact car field gives owners the option of Self-Adjusting Brakes that eliminate periodic brake adjustments—improve brake operation.



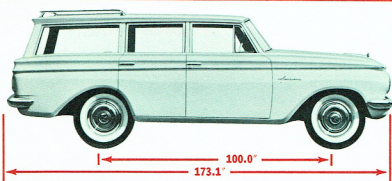
Twin Grip Differential, optional on Rambler American, gives added assurance of positive traction under difficult driving conditions. Not available on Falcon, Corvaer, Comet, Valiant or Lancer.

## BOX SCORE ON FEATURES AND OPTIONS

	Rambler AMERICAN	Ford FALCON	Mercury COMET	Chevrolet CORVAIR	Plymouth VALIANT	Dodge LANCER	Studebaker LARK
Ceramic-Armored Muffler and Tailpipe	Yes	No	No	No	No	No	No
Deep-Dip Rustproofing	Yes	No	No	No	Partial	Partial	No
Body Paint	Enamel	Enamel	Enamel	Lacquer	Enamel	Enamel	Enamel
Aluminum Window Frames	Yes	No	No	No	No	No	No
Trunk Volume, Cu. Ft.	23.8	23.7	28.5	12.6	24.9	24.9	16.5
Trunk Ledge to Ground	21.6	27.7	27.5	28.5	21.9	21.8	28.1
Counterbalanced Hood	Yes	No	No	Yes	Yes	Yes	Yes
Convertible Offered	Yes	No	No	No	No	No	Yes
Overdrive, Opt.	Yes	No	No	No	No	No	Yes
Twin-Grip Axle, Opt.	Yes	No	No	No	No	No	Yes
Reclining Seats, Opt.	Yes	No	No	No	No	No	Yes
Individual Seats, Opt.	Yes	No	No	No	No	No	Yes
Air Conditioning, Opt.	Yes	Yes	Yes	No	Yes	Yes	Yes
Self-Adjusting Brakes, Opt.	Yes	No	No	No	No	No	No
Power Brakes, Opt.	Yes	No	No	No	Yes	Yes	Yes
Power Steering, Opt.	Yes	No	No	No	Yes	Yes	Yes
Metal Edged Vent Windows	Yes	Yes	Yes	Yes	No	No	Yes

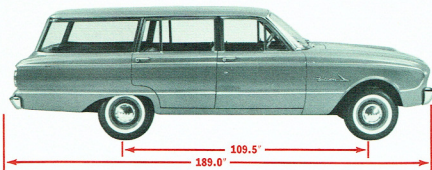
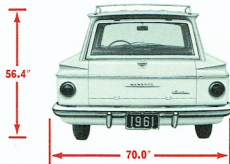
# X-RAY Checks on Station Wagon Dimensions

Station wagons serve a dual purpose . . . as a passenger car and a family cargo carrier. X-Ray checks the station wagons in the Economy Compact class to help you determine their value to you from the standpoint of passenger comfort and utility including such essentials as room, maneuverability and cargo area.



## RAMBLER AMERICAN

Here is America's most compact station wagon . . . easiest of all to park, handle and garage. Yet it offers interior room for a family of six, plus 64 cubic feet of cargo space.



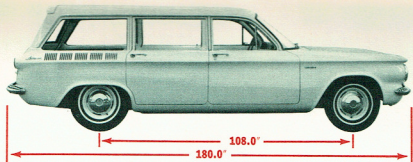
## FORD FALCON

Falcon's wheelbase and over-all length are longer than the Rambler American making the turning diameter nearly 3 feet greater and reducing maneuverability and ease of handling.



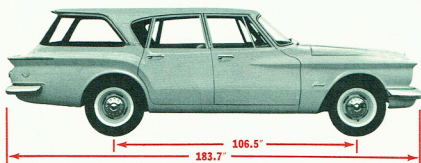
## MERCURY COMET

The Comet wagon uses the same wheelbase as the Falcon but has a larger over-all length. Yet it carries no more passengers than the more compact Rambler American.



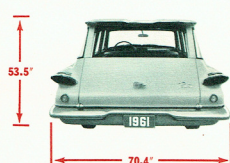
## CHEVROLET CORVAIR

The Corvair station wagon is lower and narrower than the Rambler American counterpart, thus reducing passenger comfort. And its greater wheelbase and over-all length make it harder to park.



## PLYMOUTH VALIANT

The Valiant station wagon is longer and wider than the Rambler American station wagon . . . is less like an economy car. Yet its exaggerated dimensions provide no more usable room.



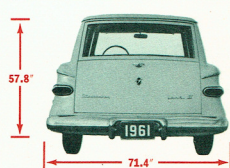
## DODGE LANCER

X-Ray shows the Lancer has the same wheelbase as the Valiant but its greater over-all length creates excessive overhang. And it costs considerably more to buy than the 1961 Rambler American station wagon.



## STUDEBAKER LARK

The Lark station wagon is longer, wider and higher than most other economy compact station wagons. This tends to impair its maneuverability. Yet it carries no more passengers than the Rambler American station wagon.



# X-RAY Checks on Station Wagon Advantages

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

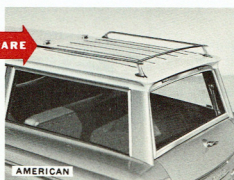
1961 economy compact station wagons to determine the degree of usefulness and the basic excellence that are yours when you own them.



FALCON

Falcon, like all other competitive economy compact wagons, except Rambler, does not offer a Roof-Top Travel Rack as standard equipment. In most cases, such a rack is not even available at extra cost.

COMPARE



AMERICAN

On all Rambler American Super and Custom station wagon models for 1961, the Roof-Top Travel Rack is standard equipment. This smart rack means additional carrying space for luggage and gear.



CORVAIR

The absence of a tail-gate on Corvair station wagon models means less cargo floor length than Rambler offers.

COMPARE



AMERICAN

Rambler American station wagons have a utilitarian tail-gate that gives extra cargo platform length when folded flat.



CORVAIR

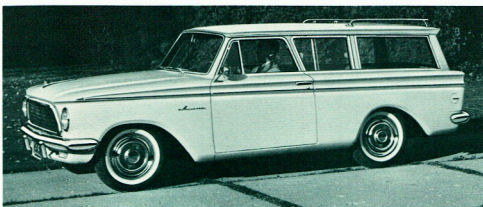
Because of its controversial rear positioning, the engine in the Corvair station wagon is located under the cargo deck, creating servicing difficulties and heat problems for stored cargo.

COMPARE



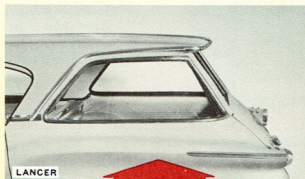
AMERICAN

The standard front-end position of the Rambler American engine means easy servicing and no heat problems to affect stored cargo. Contrast this with the difficulties presented by Corvair's rear engine.



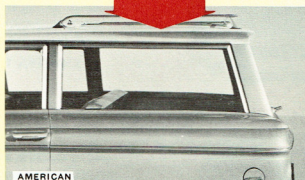
Rambler American provides six versatile models in two- and four-door choices to meet every family work and fun requirement. Here is full family room for six and ample cargo space. Corvair, Valiant and Lancer offer only four-door models.

Lancer, in common with other economy compacts, offers a cargo area not well designed for ordinary family requirements.



LANCER

COMPARE



AMERICAN

Rambler American station wagons have a cargo volume of 64 cubic feet—more than enough for every family need.



Lack of enduring quality is evidenced by the plain metal frame around the tailgate window of the Lark station wagon. It detracts from exterior appearance.



LARK

COMPARE

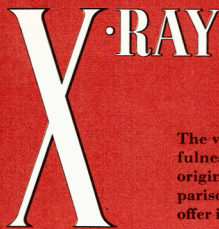


AMERICAN

Contrast the smart extruded-aluminum frame around the Rambler American tail-gate window. Here is luxury appearance. Here is evidence of Rambler's basic excellence.

## BOX SCORE ON STATION WAGONS

	Rambler AMERICAN	Ford FALCON	Mercury COMET	Chevrolet CORVAIR	Plymouth VALIANT	Dodge LANCER	Studebaker LARK
Body Styles, Door	2 or 4	2 or 4	2 or 4	4 only	4 only	4 only	2 or 4
Roof Rack, Std.	Super or Custom	No	No	No	No	No	No
Cargo Volume, Cu. Ft.	64	76	76	58	72	72	68
Tire Size	6.00 x 15 (6.50 Opt.)	6.50 x 13	6.50 x 13	7.00 x 13	6.50 x 13	6.50 x 13	6.00 x 15 (6.50 Opt.)
Upper Tail-gate Type	Lift-Gate	Roll-Down Window	Roll-Down Window	Fixed Window	Roll-Down Window	Roll-Down Window	Lift-Gate
Open Tail-gate Width @ Floor	39.2	45.5	45.5	46.4	40.7	40.7	45.0
Open Tail-gate Height	25.9	27.0	27.0	25.6	27.4	27.4	29.1
Inside Floor Length to Front Seat	73.7	86.2	86.2	77.2	82.6	82.6	82.5
Tail-gate to Ground	24.7	23.2	23.2	27.0	24.3	24.3	25.6
Floor Width Between Wheels	40.6	42.1	42.1	38.9	43.6	43.6	42.0
Inside Height @ Wheels	30.5	33.1	33.1	26.7	31.3	31.3	33.5



# Checks Advertised Delivered Prices and Resale Value

The value of an automobile, in terms of its usefulness to its user, is determined partially by its original price. How much does a car cost in comparison to other cars in its class? What does it offer in extra value. X-Ray checks the advertised

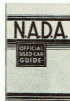
delivered price of all cars in the compact economy field to give you a standard of comparison and finds that the Rambler American offers America's lowest-priced car and best value. Resale value, too, demonstrates Rambler excellence.

## BOX SCORE ON ADVERTISED DELIVERED PRICES\* FOR ECONOMY COMPACT CARS

Comparable Models in Basic Series	2-Door Sedan		4-Door Sedan		2-Door Sta. Wagon		4-Door Sta. Wagon	
	Price	American Advantage	Price	American Advantage	Price	American Advantage	Price	American Advantage
Rambler American Deluxe	\$1845		\$1894		\$2080		\$2129	
Ford Falcon, Std.	1912	\$ 67	1974	\$ 80	2225	\$145	2268	139
Corvair 500	1920	75	1974	80	N.A.	--	2266	137
Lark Deluxe 6	1935	90	2005	111	2290	210	2370	241
Valliant V-100	1953	108	2014	120	N.A.	--	2327	198
Comet Standard	1998	153	2053	159	2310	230	2353	224
Rambler 170	2007	162	2069	175	N.A.	--	2382	253
<b>Comparable Models in Next Higher Priced Series</b>								
Rambler American Super	1930		1979		2165		2214	
Ford Falcon w/dlx pkg.	1990	60	2052	73	2303	138	2346	132
Corvair 700	1985	55	2039	60	N.A.	--	2331	117
Lark Regal 6	N.A.	--	2155	176	N.A.	--	2520	306
Valliant V-200	N.A.	--	2110	131	N.A.	--	2423	209
Comet w/dlx pkg.	2085	155	2140	161	2397	232	2440	226
Rambler 770	N.A.	--	2154	175	N.A.	--	2466	252
<b>Custom Series</b>								
Rambler American Custom	2060		2109		2295		2344	

The Rambler American Custom is a unique third series in the economy compact price field. The Custom series provides, as standard equipment, an O.H.V. 125 H.P. engine, special custom interior and exterior trim and many extra luxury appointments not offered by all its competitors.

AMERICAN CUSTOM CONVERTIBLE AT \$2369 is \$185 LESS than Lark Regal 6, the only other convertible in the economy compact field.



### SAVE WHEN YOU TRADE!

You save when you trade or sell your Rambler American. Built-in excellence and style that does not change for change's sake accounts for America's high resale value. Top resale value proved month by month as quoted by both national authorities on used car market—the N.A.D.A. Official Used Car Guide and Red Book National Market Reports.



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

## Now add up the Box Score for 1961

	Rambler AMERICAN	Ford FALCON	Mercury COMET	Chevrolet CORVAIR	Plymouth VALIANT	Dodge LANCER	Studebaker LARK
Single-Unit Body	Yes	Yes	Yes	Yes	Yes	Yes	No
Ceramic-Armored Muffler and Tailpipe	Yes	No	No	No	No	Yes	No
Deep-Dip Rustproofing	Yes	No	No	No	Partial	Partial	No
Body Paint	Enamel	Enamel	Enamel	Lacquer	Enamel	Enamel	Enamel
Wheelbase: Sedan	100.0	109.5	114.0	108.0	106.5	106.5	108.5
Wagon							113.0
Length: Sedan	173.1	181.2	194.8				175.0
Wagon		189.0	191.8	180.0	183.7	188.8	184.5
Width	70.0	70.6	70.4	67.0	70.4	72.3	71.4
Front Door-Top to Ground Height	50.8	49.3	49.3	45.3	48.2	48.3	52.7
Headroom, Front and Rear	35.0, 33.0	33.8, 32.7	33.8, 32.7	33.5, 33.5	33.6, 33.1	33.6, 33.1	35.3, 34.8
Legroom, Front and Rear	44.0, 37.5	43.3, 39.4	43.3, 39.4	44.0, 36.5	42.8, 39.8	42.8, 39.8	43.5, 40.0
Seat-Cushion Springs	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag
Seat-Back Springs	Coil	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Zig-Zag	Coil
Turning Diameter, Ft.	36.0	38.8	39.9, 38.8	39.3	37.8	37.8	37.5, 39.0
Front Suspension	Coil	Coil	Coil	Coil	Torsion-Bar	Torsion-Bar	Coil
Rear Suspension	Leaf	Leaf	Leaf	Coil	Leaf	Leaf	Leaf
Tread, Front and Rear	54.62, 55.00	55.00, 54.50	55.00, 54.50	54.00, 54.00	56.00, 55.50	56.00, 55.50	57.38, 56.56
Front Tread to Wheelbase Ratio (low best)	1.83:1	1.99:1	2.07:1, 1.99:1	2.00:1	1.90:1	1.90:1	1.89:1
Tire Size: Sedan	6.00 x 15	6.00 x 13	6.00 x 13	6.50 x 13	6.50 x 13	6.50 x 13	6.00 x 15
Wagon	(6.50 Opt.)	6.50 x 13	6.50 x 13	7.00 x 13	6.50 x 13	6.50 x 13	(6.50 Opt.)
Bonded Brake Linings	Yes	No	No	Yes	No	No	Yes
Brake Lining Effective Area, Sq. In.	139.5	114.3	114.3	120.8	129.1	129.1	146.4
Lbs. per Sq. In. Lining (low best)	18.99	20.96	22.03	20.20	20.64	20.64	19.16
Displacement, Cu. In. Std. and Opt.	195.6	144, 170	144, 170	145	170	170, 225	169.6
Horsepower @ RPM, Std.	90 @ 3800	85 @ 4200	85 @ 4200	80 @ 4400	101 @ 4400	101 @ 4400	112 @ 4500
Horsepower @ RPM, Opt.	125 @ 4200*	101 @ 4400	101 @ 4400	98 @ 4600	148 @ 5200	145 @ 4000	None
HP per Cu. In., Std., Opt. (high best)	.46, .64*	.59, .59	.59, .59	.55	.59, .87	.59, .64	.66
Curb Weight, 4-Door, Lbs.	2649, 2702	2396	2518	2440	2665	2665	2805
Weight per HP, Std. (low best)	29.43	28.19	29.62	30.50	26.39	26.39	25.04
Weight per HP, Opt. (low best)	21.62*	23.72	24.93	24.90	18.01	18.38	None
Automatic Choke	Yes	No	Yes	No	Yes	Yes	Yes
Gas Tank, Gallons	20	14	14	14	13	13	18
Gear Shift Location	Post	Post	Post	Floor	Floor	Floor	Post
Auto. Trans., Speeds and Park	3, Yes	2, Yes	2, Yes	2, No	3, Yes	3, Yes	3, Yes
Bumper Guards Std., Front and Rear	Yes	No	No	No	No	No	No
Overdrive, Opt.	Yes	No	No	No	No	No	Yes
Twin-Drive Axle, Opt.	Yes	No	No	No	No	No	Yes
Reclining Seats, Opt.	Yes	No	No	No	No	No	Yes
Individual Seats, Opt.	Yes	No	No	No	No	No	Yes
Air Conditioning, Opt.	Yes	Yes	Yes	No	Yes	Yes	Yes
Self-Adjusting Brakes, Opt.	Yes	No	No	No	No	No	Yes
Power Brakes, Opt.	Yes	No	No	No	Yes	Yes	Yes
Power Steering, Opt.	Yes	No	No	No	Yes	Yes	Yes
2- or 4-Door Station Wagon	2 or 4	2 or 4	2 or 4	4 only	4 only	4 only	2 or 4
Station Wagon Roof Rack, Std.	Super or Custom	No	No	No	No	No	No
Convertible Offered	Yes	No	No	No	No	No	Yes

\*125 HP Std. on Custom, Optional on Deluxe and Super.

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**Proof that RAMBLER is the New World Standard of Basic Excellence**

# RAMBLER—A car for every purpose— to help every purse



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



Rambler American 2-Door Club Sedan



Rambler American 4-Door Station Wagon



Rambler Classic 6 and V-8—Sedans and Station Wagons



**2** **RAMBLER CLASSIC 6 and V-8**—The All-Purpose Compact Car. 108.8" long. 127 or 138 HP Six, 200 or 215 HP V-8. Room for six & 6-footers.



Rambler American Custom Convertible



**3** **AMBASSADOR V-8** by RAMBLER—The High-Performance Luxury Compact. 199" long. 250 or 270 HP V-8.



Rambler American 4-Door Sedan



Rambler American 2-Door Station Wagon



Ambassador V-8 by Rambler—Sedans and Station Wagons

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

### 1961 RAMBLER AMERICAN

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

### 1961 RAMBLER CLASSIC

The 108-inch wheelbase Rambler Classic 6 and V-8 (illustrated at left) is the all-purpose compact that combines big car room and comfort with compact car economy and handling ease.

### AMBASSADOR by Rambler

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

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

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



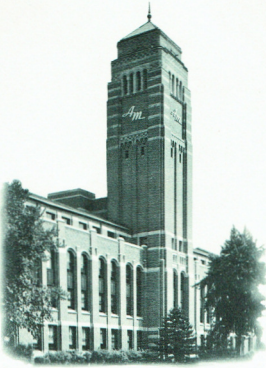
The huge Rambler body plant at Milwaukee—one of the most efficient in the industry—builds bodies for Rambler Classic 6 and V-8 and Ambassador V-8 models. Rambler American bodies are built at the Kenosha Rambler plant.



Air view of Rambler's new Kenosha Lakeland body plant which boosts Rambler production.



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



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

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

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



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



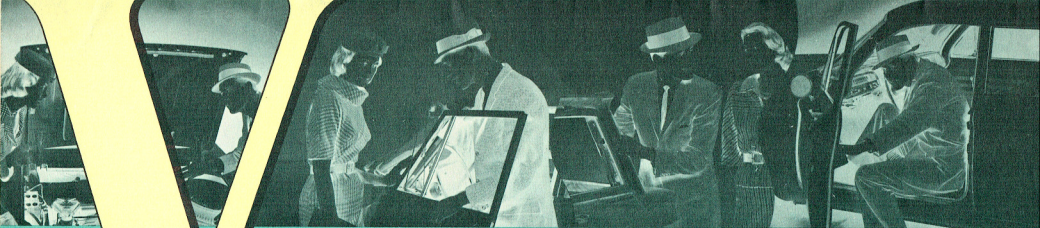
Burlington, Wisconsin, is the site of the American Motors Proving Grounds. Here engineers, research specialists and expert test drivers put present and future Ramblers through endless miles of grueling tests over all types of driving conditions.



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



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



1961

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

