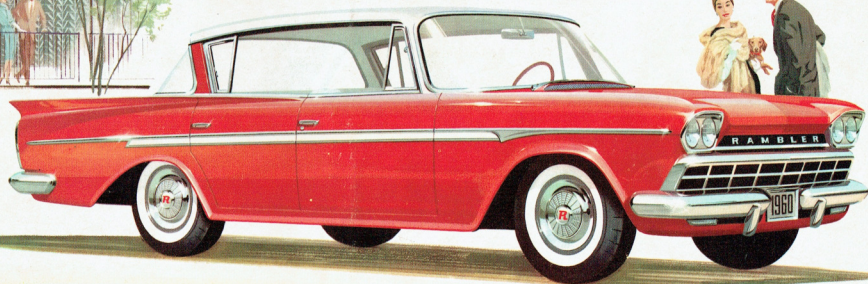


IRA L. & A. C. BERK
Studebaker - Morris - Rambler
116 WICKHAM ST. VALLEY
PHONE 53561 BRISBANE

*The New Standard Of Basic Excellence
In Compact Cars For 1960*



RAMBLER

SOME OF THE PLUS FEATURES OF BASIC EXCELLENCE YOU GET WITH RAMBLER FOR 1960

Your Rambler brings you more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price.

The features illustrated and described

on this page are exclusive to Rambler. Each means more value and more pleasure for you in your 1960 Rambler. Ask your dealer for a demonstration and complete information.



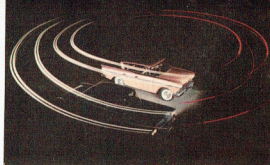
SHORT OR TALL—BIG OR SMALL—each front seat passenger rides in equal comfort with Rambler's adjustable front seats. Each seat slides forward and backward independently to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on Rambler and Ambassador models.



ADJUSTABLE HEADRESTS, available singly or in pairs on the 1960 Rambler and Ambassador, match the color and trim of seats. Adjustable to 10 positions. A comfort and safety feature available as a low-cost option.



FIVE COMFORTABLE POSITIONS at the flick of a lever are yours to enjoy with Air-Liner Reclining Seats in Rambler for 1960. Airliner Reclining Seats make up into restful Twin Travel Beds in Rambler 6, Rebel V-8 and Ambassador models.



RAMBLER'S SHORT TURNING RADIUS lets you make U-turns in streets 3 to 4 feet too narrow for most other cars . . . gives outstanding maneuverability.



DEEP-DIP RUSTPROOFING. All Rambler, Rambler American and Ambassador bodies are dipped in a point primer bath that gives lasting protection against rust and corrosion.

1960 RAMBLER SPECIFICATIONS

RAMBLER 6

MODELS, 4-DOOR: Deluxe, Super and Custom Sedan, Deluxe, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.3". (57.5" station wagon). Front tread 57.75". Rear tread 58". Economy axle ratios standard, other ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 9" diameter servo-action bonded lining brakes. Coil springs with torque-tube drive.

ENGINE: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.15". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual exhausts. Four-barrel carburetor, horsepower 215, torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

RAMBLER REBEL V-8

MODELS, 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.1" (57.3" station wagon). Front tread 58.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-fan shroud

at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive.

ENGINE: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual exhausts. Four-barrel carburetor, horsepower 215, torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

AMBASSADOR V-8

MODELS, 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 117". Over-all length 198.5". Width 72.2". Loaded height 56.9" (57.1" station wagon). Front tread 57.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-fan shroud

ENGINE: Overhead valve V-8. Displacement 251 cu. in. Piston bore

4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Two-barrel carburetor, horsepower 250. Torque 340. Optional engine with 9.7:1 compression ratio, dual-exhausts, four-barrel carburetor, horsepower 270, torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. 22 gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

RAMBLER AMERICAN

MODELS: Deluxe and Super 2-Door Club Sedan, Deluxe and Super 2-Door Station Wagon, Deluxe and Super 4-Door Sedan.

MECHANICAL: Wheelbase 100". Over-all length 178.32" (185.44" with opt. Continental tire). Width 73". Loaded height 57.27" (57.67" Sta. Wag.). Front tread 34.62". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 5.90-15-4 ply Tyrex tubeless. Optional tire size 6.40-15-4 ply Tyrex or Nylon tubeless. Station Wagon tire sizes 6.40-15-4 ply Tyrex, Nylon optional. Optional whitewall tires. Coil springs front. Leaf springs with Hotchkiss driver rear. Direct action shock absorbers. Servo-action 9" diameter bonded lining brakes.

ENGINE: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter YF single-barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 22 gallon fuel tank. Operates on regular grade gas. 12-volt electrical system.

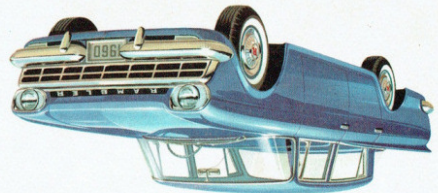
A wide selection of optional equipment such as Radio, Weather Eye Heater, All-Season Air Conditioner, Flash-O-Matic Transmission, etc., are available at extra cost. Your Rambler Distributor will furnish complete information.



RAMBLER'S COMPACT SIZE lets you slip into tight parking spaces you would have to pass up in other cars. Rambler is easiest of all American-built cars to park and garage.

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PRICES AT ANY TIME WITHOUT NOTICE OR WITHOUT INCURRING ANY LIABILITY.

WICKHAM & C. BERK
Studebaker - Nash - Rambler
116 WICKHAM ST., VALLEY
PHONE 53561 BRISBANE



1960 RAMBLER CUSTOM 4-DOOR SEDAN—ECONOMY 6 OR REBEL V-8 ENGINES

RAMBLER—more compact than ever
 with new advanced styling
 Rambler offers greater value than ever for 1960. That's because you get so much more in quality, economy, performance and trouble-free operation. Here is new styling—economy carburetion for more miles per gallon on regular grade fuel—new compact handling ease.
 On every score, Rambler brings you 1960's best balanced values. Drive Rambler today and discover why it's America's No. 1 Success Car.

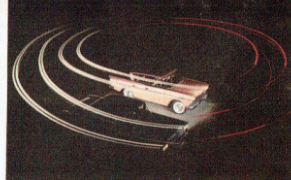


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RAMBLER



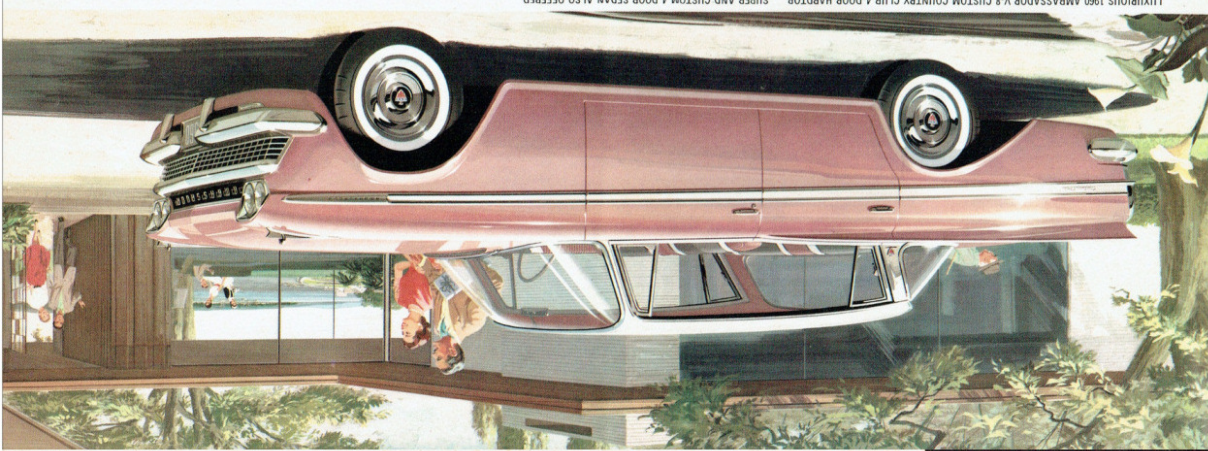
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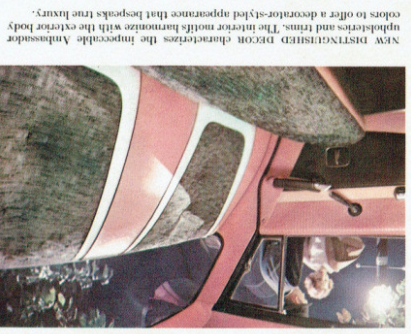


RAMBLER'S COMPACT SIZE lets you slip into tight parking spaces you would have to pass up in other cars. Rambler is easiest of all American-built cars to park and garage.



LUXURIOUS 1960 AMBASSADOR V-8 CUSTOM COUNTRY CLUB 4-DOOR HARDTOP . . . SUPER AND CUSTOM 4-DOOR SEDAN ALSO OFFERED

The Compact Luxury Car—1960 AMBASSADOR V-8 by Rambler
 The New 1960 Ambassador proudly presents its credentials. This distinguished automobile conclusively that a luxury car need not be big, bulky, hard to handle and park . . . expensive to buy and operate.
 Ambassador offers the ultimate in tasteful elegance . . . the peak in comfort and refinement, yet its compact dimensions make it a genuine pleasure to drive, park and garage.
 The 250 H.P. Ambassador V-8 engine gives this luxury car a high power-to-performance ratio for peak performance and improved V-8 economy on regular grade fuel.
 Drive a new 1960 Ambassador and discover the finest in motoring pleasure and performance.



New distinguished Debon characterizes the impeccable Ambassador upholstery and trim. The interior motifs harmonize with the exterior body colors to offer a decorator-style appearance that bespeaks true luxury.

SOME OF THE PLUS FEATURES OF BASIC EXCELLENCE YOU GET WITH RAMBLER FOR 1960

Your Rambler brings you more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price. The features illustrated and described

on this page are exclusive to Rambler. Each means more value and more pleasure for you in your 1960 Rambler. Ask your dealer for a demonstration and complete information.



SHORT OR TALL—BIG OR SMALL—each front seat passenger rides in equal comfort with Rambler's adjustable front seats. Each seat slides forward and backward independently to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on Rambler and Ambassador models.



ADJUSTABLE HEADRESTS, available singly or in pairs on the 1960 Rambler and Ambassador, match the color and trim of seats. Adjustable to 10 positions. A comfort and safety feature available as a low-cost option.



FIVE COMFORTABLE POSITIONS at the flick of a lever are yours to enjoy with Air-Liner Reclining Seats in Rambler for 1960. Airliner Reclining Seats make up into restful Twin Travel Beds in Rambler 6, Rebel V-8 and Ambassador models.

1960 RAMBLER SPECIFICATIONS

RAMBLER 6
MODELS: 4-DOOR: Deluxe, Super and Custom Sedan, Deluxe, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.3" (57.5" station wagon). Front tread 57.25". Rear tread 58". Economy axle ratios standard, other ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 9" diameter servo-action bonded lining brakes. Coil springs with torque tube drive.

ENGINE: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Horsepower 127. Torque 180. Optional engine with twin-throat carburetor, horsepower 138. Torque 185. Heavy-duty cellulose-fiber air cleaner standard. Oil-bath air cleaner optional (std. with twin-throat carb). Partial flow disposable oil filter opt. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

RAMBLER REBEL V-8
MODELS: 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.1" (57.3" station wagon). Front tread 58.75". Rear tread 58.125". Economy axle ratios standard, other ratios available

at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive.

ENGINE: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual-exhausts, four-barrel carburetor, horsepower 215, torque 260. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

AMBASSADOR V-8
MODELS: 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 117". Over-all length 198.5". Width 72.2". Loaded height 56.9" (57.1" station wagon). Front tread 57.75". Rear tread 59.125". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14-4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque tube drive. Front sway-stabilizer torsion bar. Radiator-to-fan shroud.

ENGINE: Overhead valve V-8. Displacement 247 cu. in. Piston bore

4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Two-barrel carburetor. Horsepower 250. Torque 340. Optional engine with 5.7:1 compression ratio, dual-exhausts, four-barrel carburetor, horsepower 270, torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. 22 gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

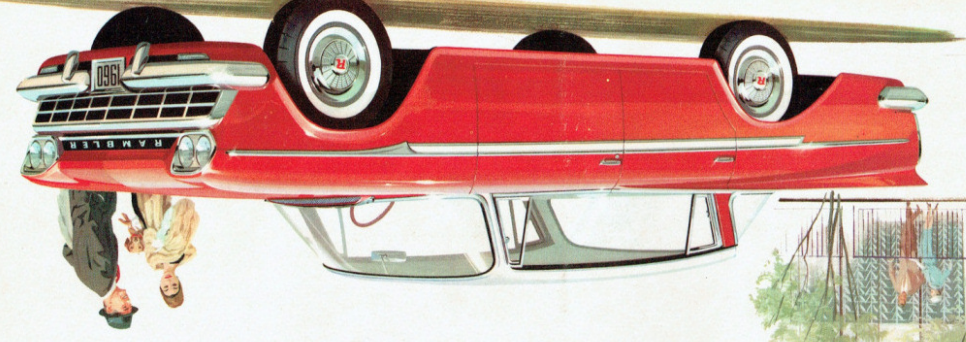
RAMBLER AMERICAN
MODELS: Deluxe and Super 2-Door Club Sedan, Deluxe and Super 2-Door Station Wagon, Deluxe and Super 4-Door Sedan.

MECHANICAL: Wheelbase 100". Over-all length 178.32" (185.44" with opt. Continental tires). Width 73". Loaded height 57.27" (57.67" Sta. Wagon). Front tread 54.25". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 5.80-15-4 ply Tyrex tubeless. Optional tire size 6.40 x 15-4 ply Tyrex or Nylon tubeless. Station Wagon tire sizes 6.40x15-4 ply Tyrex, Nylon optional. Optional whitewall tires. Coil springs front. Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo-action 9" diameter bonded lining brakes.

ENGINE: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter V-2 single barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 22 gallon fuel tank. Operates on regular grade gas. 12-volt electrical system.

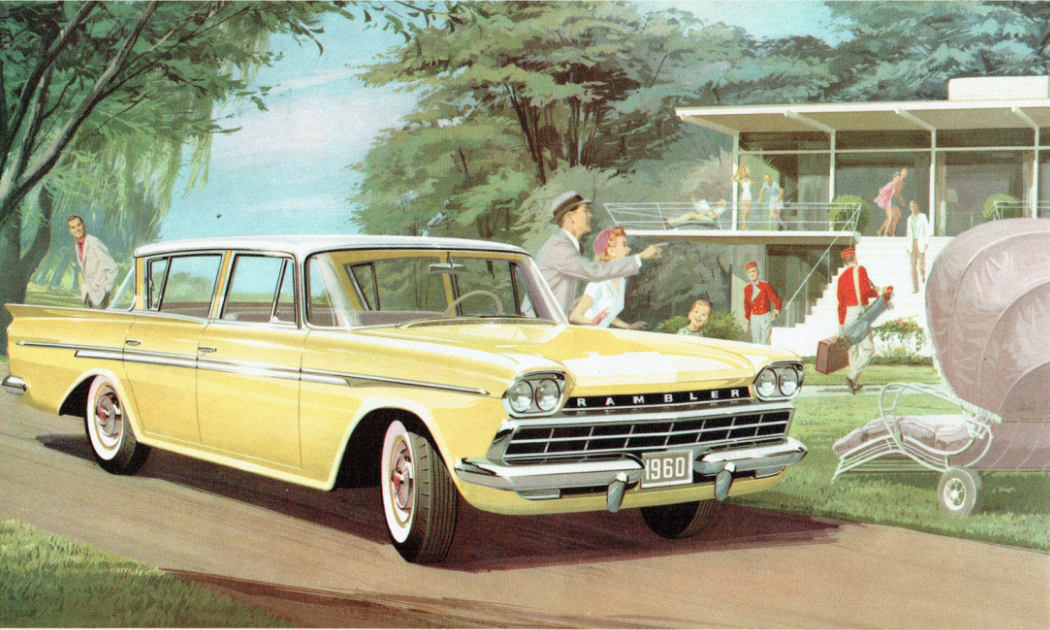
A wide selection of optional equipment such as Radio, Weather Eye Heater, All-Season Air Conditioner, Flash-O-Matic Transmission, etc., are available at extra cost. Your Rambler Distributor will furnish complete information.

RAMBLER



The New Standard Of Basic Excellence
In Compact Cars For 1960

INA L. & A. C. BERK
Suzuki - Motel - Rambler
116 WICKHAM ST. VALLEY
BRISBANE
PHONE 53561



1960 RAMBLER CUSTOM 4-DOOR SEDAN—ECONOMY 6 OR REBEL V-8 ENGINES



1960 RAMBLER SIX DELUXE 4-DOOR SEDAN

**RAMBLER—more compact than ever
with new advanced styling**

Rambler offers greater value than ever for 1960. That's because you get so much more in quality, economy, performance and trouble-free operation. Here is new styling—economy carburetion for more miles per gallon on regular grade fuel—new compact handling ease.

On every score, Rambler brings you 1960's best balanced values. Drive Rambler today and discover why it's America's No. 1 Success Car.



LUXURIOUS 1960 AMBASSADOR V-8 CUSTOM COUNTRY CLUB 4-DOOR HARDTOP... SUPER AND CUSTOM 4-DOOR SEDAN ALSO OFFERED



NEW DISTINGUISHED DECOR characterizes the impeccable Ambassador upholstery and trims. The interior motifs harmonize with the exterior body colors to offer a decorator-styled appearance that bespeaks true luxury.

YOU GET WITH RAMBLER FOR 1960

Ambassadors available in any of four or five compact, comfortable positions in the car. Rear seat folds forward and backward for extra leg room. Front seat folds forward and backward for extra leg room. Front seat folds forward and backward for extra leg room. Front seat folds forward and backward for extra leg room.

1960 RAMBLER SPECIFICATIONS

MECHANICAL: Whitehall 188" Over-all length 188.5" Width 72.2" Lined height 57.1" 1.37" station wagon. Front tread 58.5" Rear tread 58.5" Economy valve V-8. Displacement 272 cc. in. Piston bore 4.125" Stroke 3.5" Compression ratio 8.1:1. Solid valve lifters. Standard 250 T. Torque 215. Fuel economy 20.5 mpg city, 27.5 mpg highway. 12-volt electrical system. 12" wheel disc brakes. Four-wheel disc brakes with tapered drums. Coil spring with torque tube drive. Front sway bar. Custom hardtop. Custom hardtop. Custom hardtop. Custom hardtop.



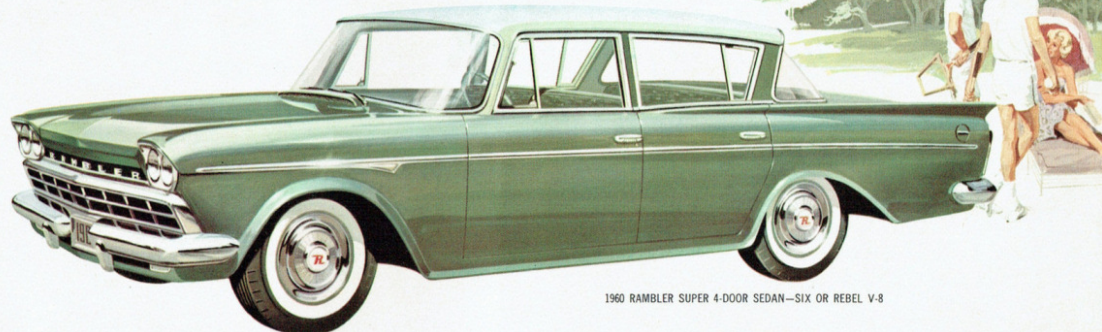
RAMBLER GIVES YOU THE BEST OF BOTH:

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

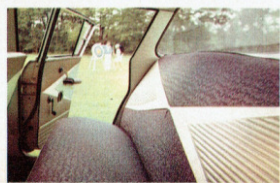
Rambler for 1960 is the car with perfect balance. Fine performance balanced with top economy . . . big car room balanced with small car handling ease . . . highest quality balanced with lowest price. In brief, the new 1960 Rambler is so perfectly balanced that it sets an altogether new standard of basic

excellence for automobiles . . . superb quality, trouble-free performance, top economy.

When you drive the new Rambler, you'll discover that only *one* compact car can give you the Best of Both: Big car room and comfort with small car economy and handling ease. That car is Rambler!



1960 RAMBLER SUPER 4-DOOR SEDAN—SIX OR REBEL V-8



UPHOLESTERY AND TRIM COMBINATIONS are available to suit every taste in the 1960 Rambler. Hardware and appointments harmonize beautifully with the nylon, viscose and vinyl fabrics.

ALL-NEW RAMBLER CROSS COUNTRY 3-SEAT STATION WAGON. The tail-gate is a fifth door. No climbing over tail-gate or seats to get into the third seat. Two-seat station wagons also available in Rambler-6, Rebel V-8 and Ambassador V-8, Super and Custom models.



1960 RAMBLER 4-DOOR CUSTOM CROSS COUNTRY STATION WAGON (ALSO OFFERED—DELUXE, SUPER AND CUSTOM SIX . . . SUPER AND CUSTOM REBEL V-8)

TWO DECADES OF EXPERIENCE IN BUILDING MODERN AIRPLANE-TYPE SINGLE UNIT CONSTRUCTION

More than twenty years ago, American Motors pioneered Single Unit Construction. Body and frame are built together in one strong, all-welded unit. It means a stronger, safer car . . . with more room inside and less bulk outside. No body squeaks and rattles. It's the only way a real compact car should be built. And only American Motors has the experience to do it properly.



SMART, NEW RAMBLER INSTRUMENT PANEL groups all controls and dials within the direct line of the driver's vision. Steering wheel is recessed for greater safety. Wide, soft seats assure perfect comfort for six adult passengers.



ENJOY TRUE LUXURY IN A DISTINGUISHED COMPACT CAR

A Complete line of Models and Color Choices in Ambassador by Rambler for 1960

In the 1960 Ambassador line, you'll find a wide selection of models, color combinations and optional features to suit your individual taste. The luxurious Custom 4-Door Hardtop Station Wagon (right) is another one of the eight distinguished models available. Every 1960 Ambassador model offers the new Scena-Ramic windshield that extends upwards into the roof line and provides 24% more glass area to give outstanding forward visibility. Rear door posts are five inches narrower for greater side vision and smart, distinguished appearance.



NEW RAMBLER AMERICAN FOR 1960



BRAND NEW RAMBLER AMERICAN SUPER 4-DOOR SEDAN—here by popular demand—provides family-size ease of entrance and exit. All four doors swing wide. Generous headroom and legroom permit five six-footers to ride in genuine comfort. Also Deluxe.



RAMBLER AMERICAN SUPER 2-DOOR SEDAN is America's lowest-priced family sedan. Full 5-passenger room. Ideal for families with small children and for business use. Available in both Super and Deluxe series for 1960.

Here is America's lowest-priced family car . . . with the top economy of all American-built cars, plus more room and comfort than any small European car. The compact 100-inch wheelbase and 178.32 inches of overall length make the Rambler American a delight to drive in traffic . . . a pleasure to park. Now—for 1960—the Rambler American presents a brand new 4-Door Sedan—an ideal family car. Distinctive Continental Rear Tire Mount is available as optional equipment on all 1960 Rambler American Sedan models.



RAMBLER AMERICAN INTERIORS are roomy and richly appointed . . . color-coded to harmonize with the wide choice of exterior body colors in solid and two-tone combinations.

RAMBLER AMERICAN SUPER STATION WAGON offers the economy and maneuverability of a small car with the family room and carrying capacity of a station wagon. Ample cargo space for all the luggage and gear needed by a family of five, plus trim Roof-Top Travel Rack for extra loads. Deluxe also offered.

