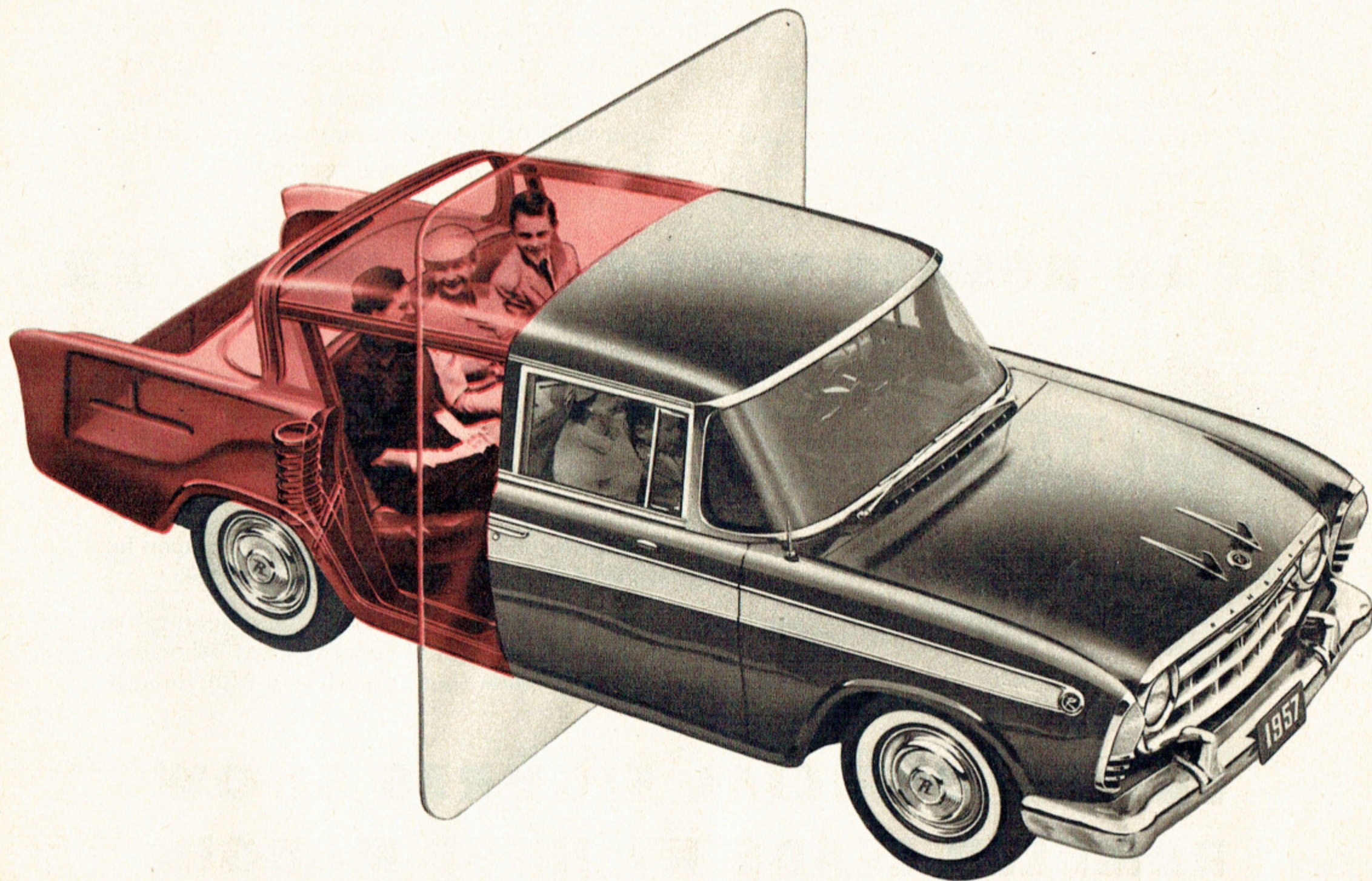


1957 X-RAY

COMPARES THE LOW PRICED CARS

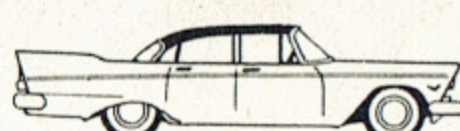
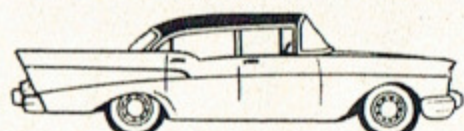
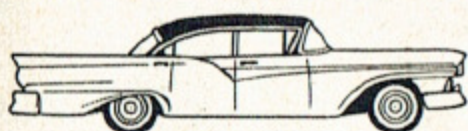
NEW! DARING, AUTHENTIC COMPARISONS NEVER PUBLISHED BEFORE!



OFFICIAL FACTS*

PERFORMANCE • SAFETY • ECONOMY
ROOM • TRADE-IN VALUE • COMFORT
STYLE • HANDLING EASE

*Facts are taken from engineering publications and manufacturers' literature



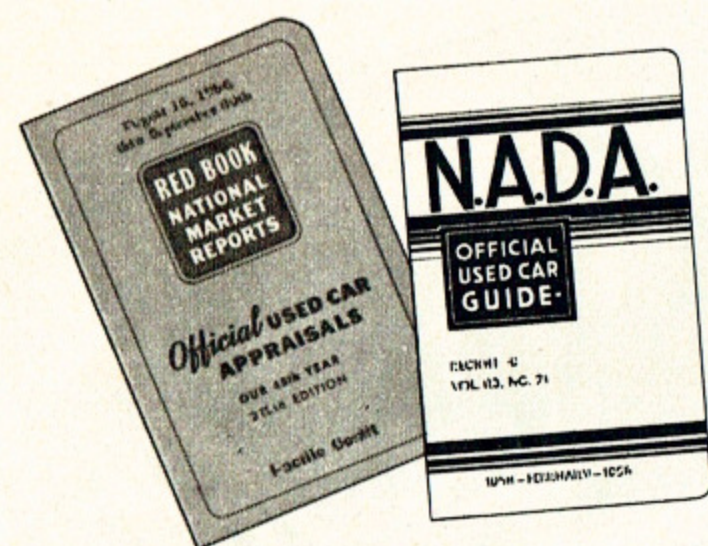
One Low-Priced Car— RAMBLER:

1ST IN SALES GAINS AS A NEW CAR!

Intelligent car buyers in every section of the country have given Rambler the greatest sales gain in the American industry, percentage-wise. Rambler sales in 1955 and 1956 averaged more than double what they were in 1954.

These figures give convincing proof that thousands and thousands of smart Americans will rebel against the overweight, over-long, over-wide 1957 cars of other makes—and switch to Rambler in ever-growing numbers.

1ST IN RESALE VALUE AS A USED CAR



Don't let anyone kid you about trade-in value. There are only two nation-wide authorities of used car values: "The Official Used Car Guide of the National Automobile Dealers' Association" and the "Red Book National Market Reports." . . . both listing prices in all parts of America.

These are the books which banks, finance companies, new and used car dealers and insurance companies rely upon for accurate, unbiased reports of actual used car prices.

And both books show repeatedly that Rambler depreciates less, returns more of its original cost than any other low-priced car. Rambler leads them all—month after month.

LATEST OFFICIAL FIGURES SHOW RAMBLER LEADS BY HUGE MARGIN

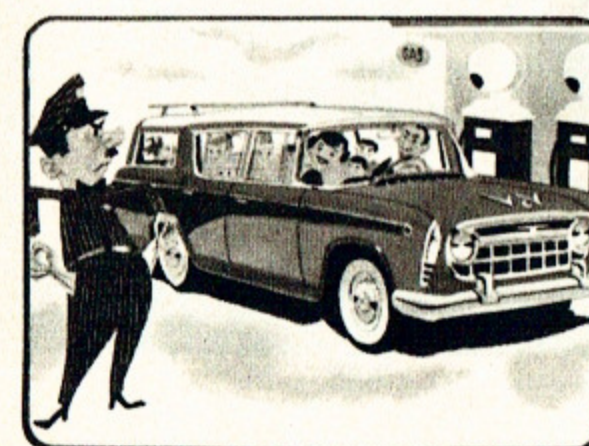
"Official Used Car Guide" prices for March, 1957, published in both books and based on lowest-priced 4-door sedans, show Rambler can save you money on resale value alone.

Rambler resale value is tops because Ramblers are popular and high in public demand as used cars. They give the economy, comfort, room and performance that buyers want.

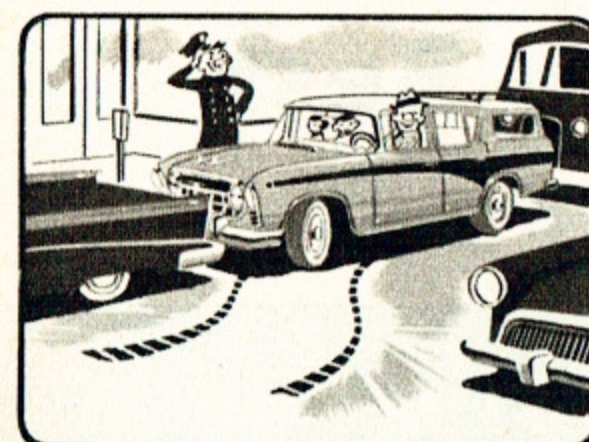
Ramblers are the fastest selling used cars on the market today. Because of this, used Ramblers are difficult to locate. Ask any used car dealer how he regards a Used Rambler and he will probably tell you he will buy all you can find. He puts them in the front row. Experience has proved to him that Ramblers move from his lot in a jiffy—create buying traffic.



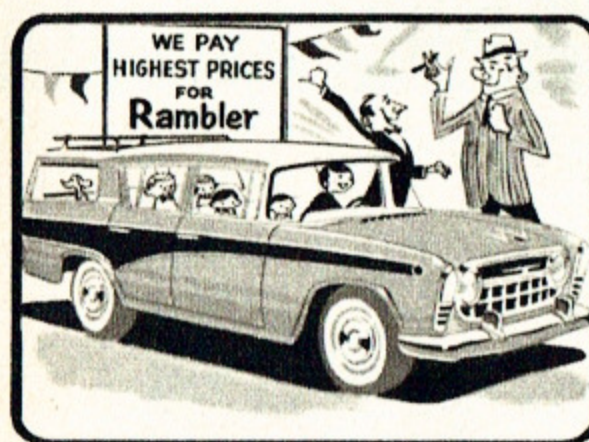
SHOWS WHY RAMBLER IS THE CAR FOR YOU!



✓ It is a compact car that combines big car room and comfort with European car economy and handling ease.



✓ It offers exceptional economy under all driving conditions— heavy city traffic or on the open highway.



✓ It parks in places other cars have to pass up . . . maneuvers through traffic with the touch of a finger.

✓ It provides a choice of Economy Six or Blazing V-8 power.

✓ Model for model, Rambler is priced lower than any other full size car on the market.

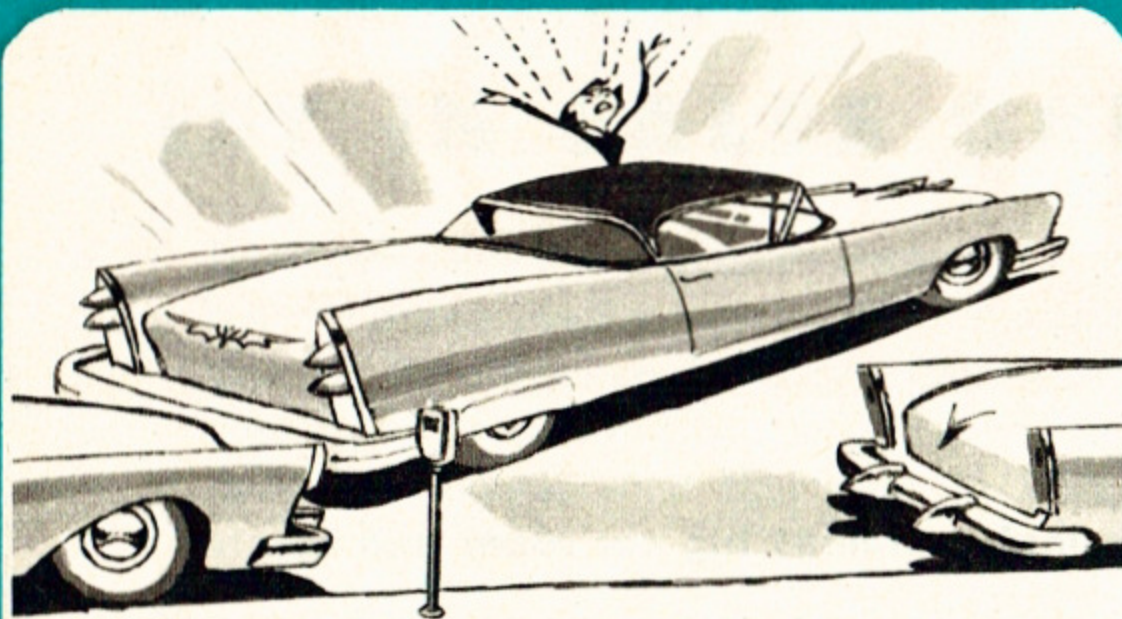
✓ Rambler is worth more when you sell it.

If you want highest trade-in value
You'll Buy RAMBLER!

Read The Following Pages
**FOR THE FACTUAL REASONS WHY RAMBLER
IS TODAY'S SMARTEST CAR BUY!** →

THE PROVED DOUBLE STRENGTH OF SINGLE UNIT CONSTRUCTION MAKES POSSIBLE A NEW DIMENSION IN CARS!

FORMERLY CAR BUYERS HAD ONLY TWO CHOICES...



The Oversize, Overweight Big Car



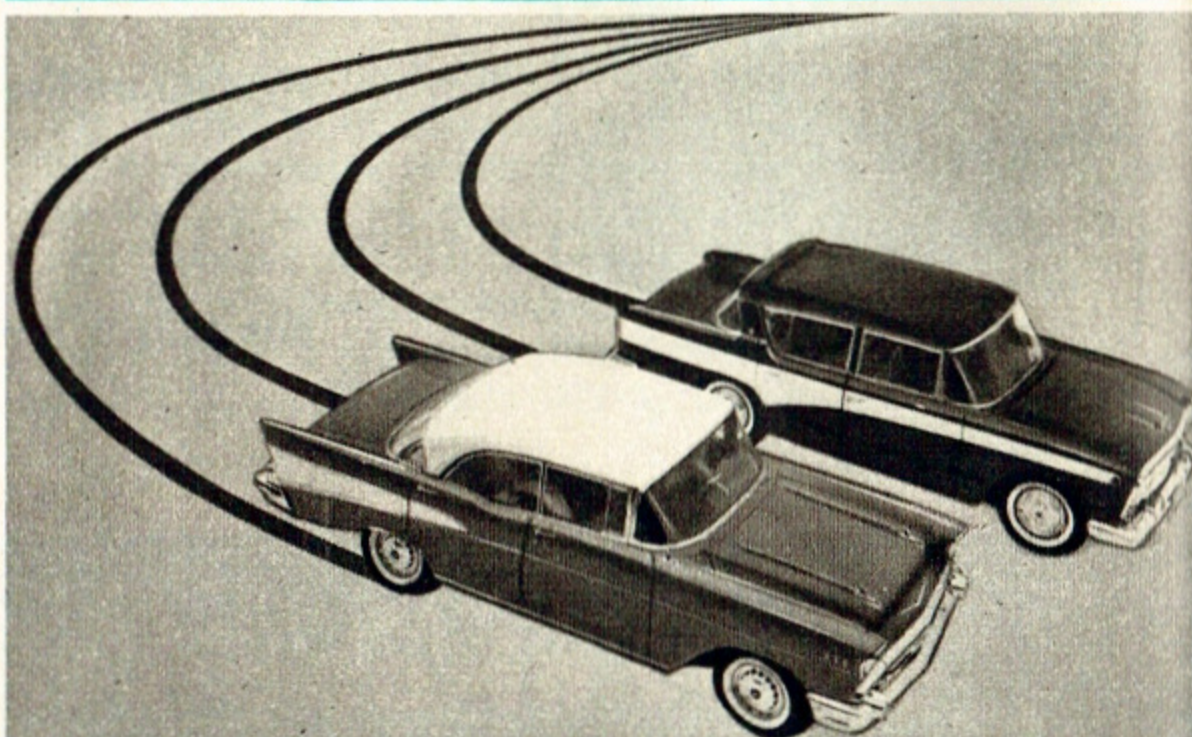
Or The Small European Car

Only Rambler With Single Unit Construction, Gives You The Best Advantages of Both!

- 1. BIG CAR ROOM, PERFORMANCE AND COMFORT
- 2. COMPACT CAR HANDLING EASE, "PARKABILITY" AND ECONOMY



ROOM TO SPARE FOR SIX BIG HUSKY 6-FOOTERS. Rambler tops the entire low-priced car average in shoulder room and head room.



RAMBLER TURNS CIRCLES INSIDE OTHER CARS. Turning diameter of Rambler is only 37½ feet, as much as four feet less than other cars. Rambler, "6" with overdrive, tops in economy, set the NASCAR Cross Country Record—32.09 MPG.

X-Ray

SHOWS ADVANTAGES OF SINGLE UNIT CONSTRUCTION

- 1. **DEPENDABILITY**—All-welded single unit construction will take greater punishment and remain like new, free of rattles and squeaks, longer than any other construction.
- 2. **MORE ROOM**—Single unit construction gives you usable room inside—where room means comfort—not just outside bulk.
- 3. **BETTER ECONOMY**—Single unit construction, by getting rid of useless "hang-over" bulk and weight, saves gasoline.
- 4. **BETTER PERFORMANCE**—6 or V-8! Single unit construction eliminates the drag of dead weight to give a better power-to-weight ratio.
- 5. **SUPERIOR RIDING COMFORT**—Single unit construction, permits the use of longer coil springs that absorb bumps better than short, stiff springs.
- 6. **EASIEST HANDLING**—Free of bulging bulk. Rambler turns sharper, parks and steers easier than any other American sedan.
- 7. **CONVENIENCE**—A survey of multi-car families owning Ramblers and bigger cars showed four out of five drive the Rambler most. This is because Rambler is more convenient, handier, fun to drive.
- 8. **FAR SAFER**—Single unit construction extends big, steel box-girders almost to the grille and up to fender level. Rambler is stronger up front where other cars are weakest. The passenger compartment is surrounded by a "safety cage" of steel box-girders.

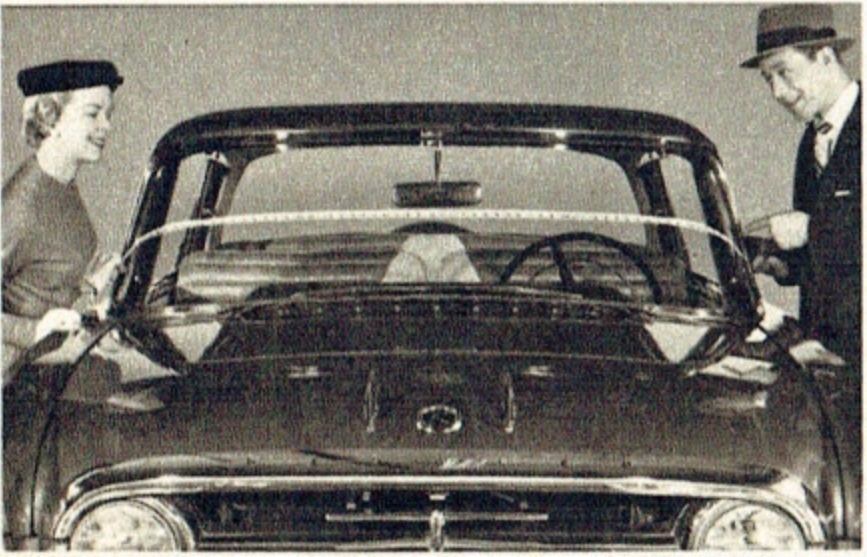
LABORATORY TESTS PROVE Rambler Is Up To Twice As Strong AS OTHER LOW-PRICED CARS



Yes, tests prove that cars bolted together with separate body-and-frame construction have far less torsional rigidity than American Motors exclusive all-welded Double Safe Single Unit Car Construction. At left you see the scientific test equipment used to measure the amount of weight required to twist a car one degree, by adding weights to the end of the loading bar scale. It proves Rambler is safer because its basic structure is up to twice as strong as the Ford, Chevrolet, Plymouth or Studebaker.

X-Ray

PROVES RAMBLER 1st IN VISION AND ROOM WHERE IT COUNTS



Measure It Yourself! The tape proves Rambler wrap-around windshield is wider than the average of the low price field . . . wider than some higher-priced cars.



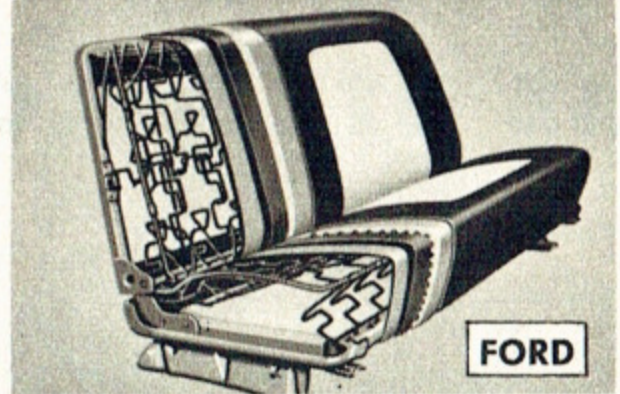
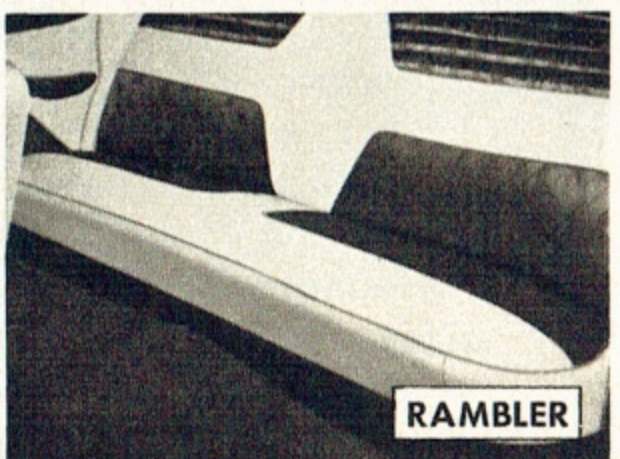
Rambler Tops Low-Priced Car Average for rear window width, too. And the distinctive Fashion Safety Arch over the rear window is a style feature being copied by others in '57. This arch gives more interior room, greater safety and vision.



Rambler Tops Average of Low Price Field In Head Room and the '57 Rambler has more door height for easy entrance than the "Big Three." Yet, from the outside, Rambler has that sleek, low-roof-line appearance that spells smart car.



Again, Rambler Tops The Low Price Field in average shoulder room. Front and rear, the '57 Rambler beats the average with plenty of room for six big six-footers to stretch out and relax.



RAMBLER—Rambler All-Coil Seat Springs are rubber-coated, silent . . . add to world-famous Rambler comfort.

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

FORD—"Army bunk" zig-zag springs (like Ford) are in most car seats—result in a stiff, unyielding cushion.

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



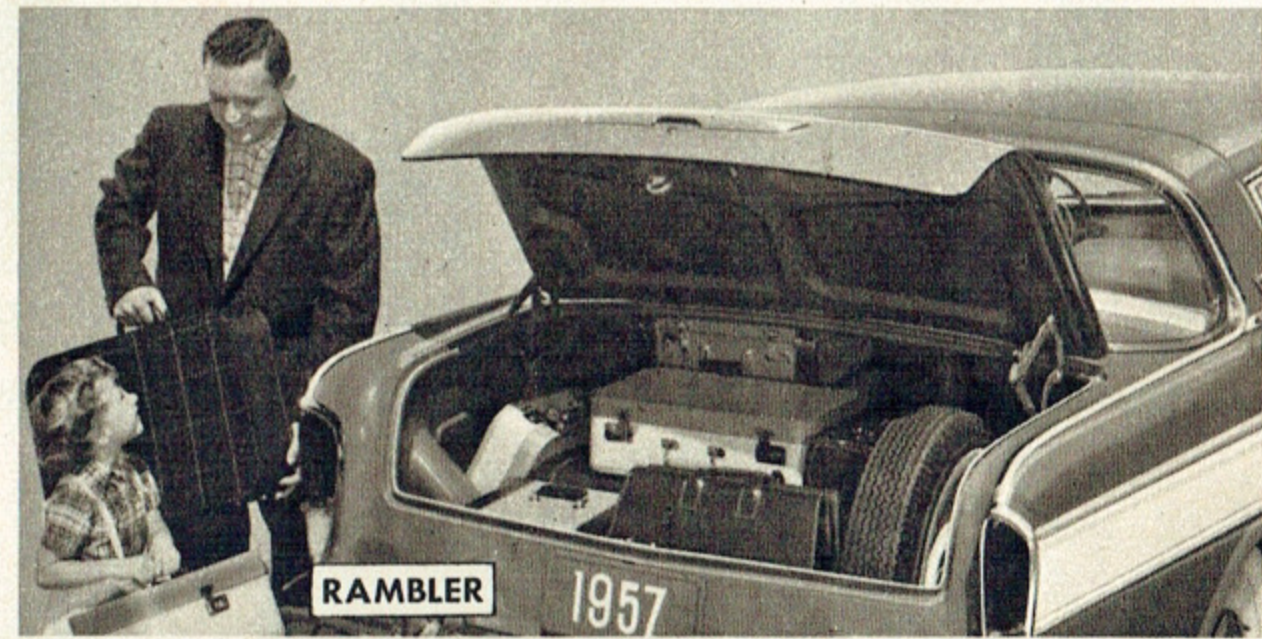
CHEVROLET
DON'T LET IMPRACTICAL DESIGN CHEAT YOU out of easy entrance to your car. Beware of narrow, low jig-saw front and rear doors that call for an acrobat to get in and out with any degree of ease.



RAMBLER
RAMBLER BEATS THE LOW PRICE FIELD for comfortable entrance room. Front and rear, Rambler doors are higher and wider. And they don't make a puzzle game out of getting into the car.



STUDEBAKER
WHY LEAVE NEEDED GEAR AT HOME? Old-fashioned construction takes up valuable storage space with excess outside sheet metal, instead of usable room for family necessities.



RAMBLER 1957
KING-SIZE RAMBLER LUGGAGE SPACE actually holds as many as 4 more suitcases than other cars in the low price field. With the Continental Spare Tire Mount, you get 25 cubic feet of usable, easy-to-pack luggage storage. Rambler trunk compartment has as much usable room as the average home closet.

IF YOU WANT PLENTY OF ROOM, WITHOUT HARD-TO-HANDLE, HARD-TO-GARAGE BULK . . . YOU'LL BUY RAMBLER!

BOX SCORE ON ROOM

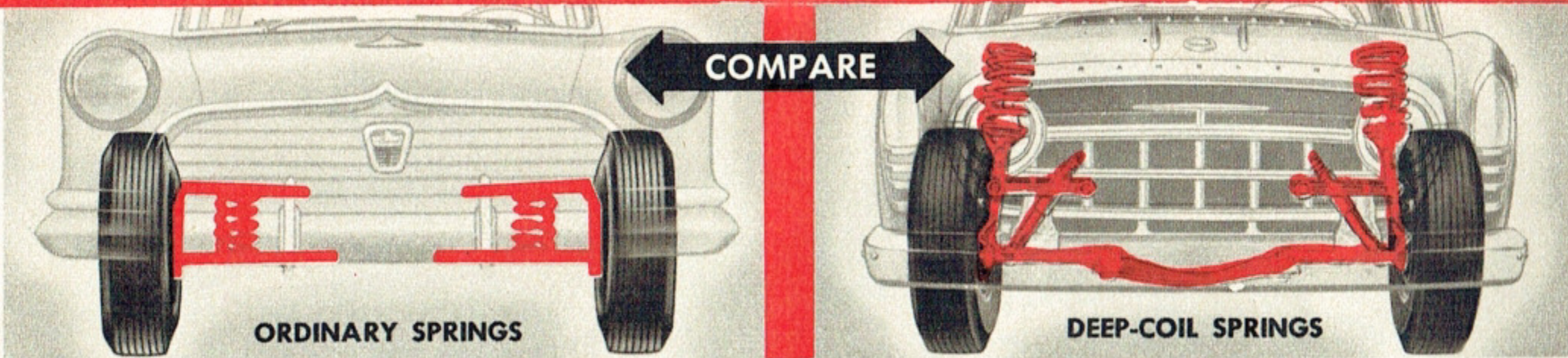
	RAMBLER	OTHER "4" AVERAGE	FORD	CHEVROLET	PLYMOUTH	STUDEBAKER
OVERALL LENGTH	191.14	202.17	201.7*	200.0	204.6	202.4
OVERALL WIDTH	71.32	76.22	77.0	73.9	78.2	75.8
FRONT SEAT HIPROOM	59.75	61.23	60.3	62.1	63.0	59.5
★FRONT SHOULDER ROOM	57.72	57.63	57.6	56.9	60.5	55.5
REAR SEAT HIPROOM	60.1	61.25	60.3	63.0	62.7	59.0
★REAR SHOULDER ROOM	57.62	57.08	57.0	56.4	60.4	54.5
★FRONT HEAD ROOM	36.0	35.68	34.9	36.0	35.3	36.5
★REAR HEAD ROOM	35.0	34.73	33.6	35.6	34.2	35.5
FRONT LEG ROOM	43.0	44.35	44.3	44.7	45.9	42.5
★REAR LEG ROOM	42.0	40.53	41.8	39.8	41.5	39.0
LUGGAGE SPACE (CUBIC FEET)	22.4**	26.33	29.2	20.0	35.6	20.5
★FRONT SEAT ADJUSTMENT	6.0	4.98	5.0	4.4	5.0	5.5
★WINDSHIELD WIDTH	59.75	58.15	60.1	59.2	63.2	50.1
★REAR WINDOW WIDTH	58.75	57.93	58.3	58.4	60.4	54.6
★ROAD CLEARANCE	6.31	5.90	6.0	5.9	5.2	6.5

* Fairlane—207.7 ** 25 Cu. Ft. With Cont. Tire
★ RAMBLER tops the average in 9 IMPORTANT DIMENSIONS

X-Ray

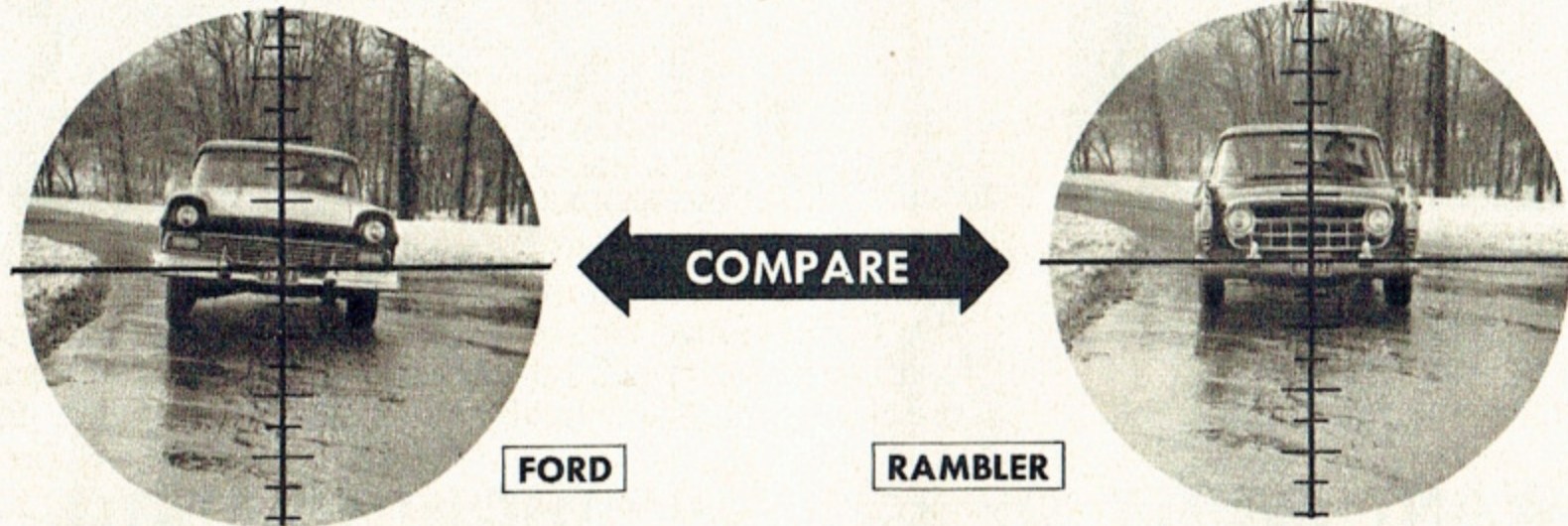
RATES RAMBLER 1st ROADABILITY—

IN RIDING COMFORT— HANDLING EASE



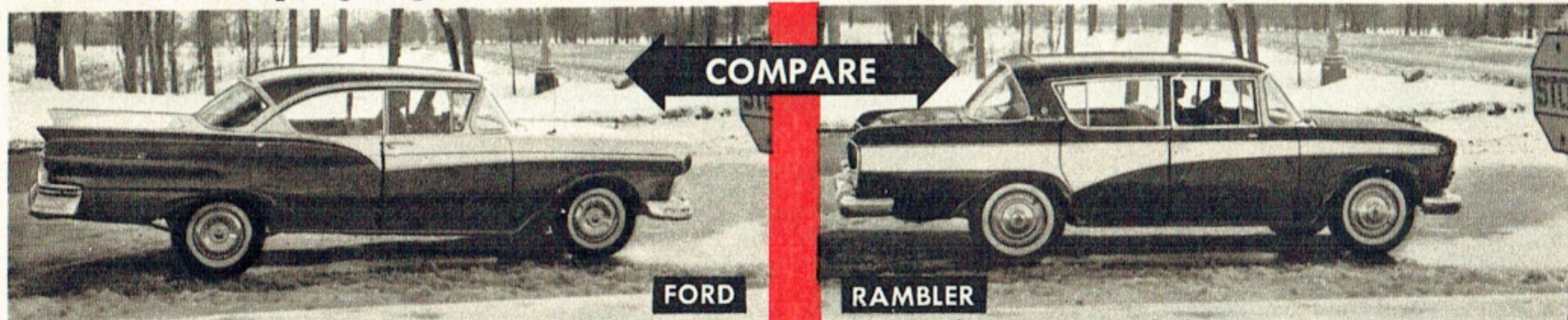
STIFF, "MIDGET" SPRINGS on other low-priced cars are set far from the wheels because of old-fashioned construction. They cause a jolting ride.

KING-SIZE RAMBLER SPRINGS are longer and direct-acting. They absorb shocks three times better, resist sway on turns, give "sports car" cornering.



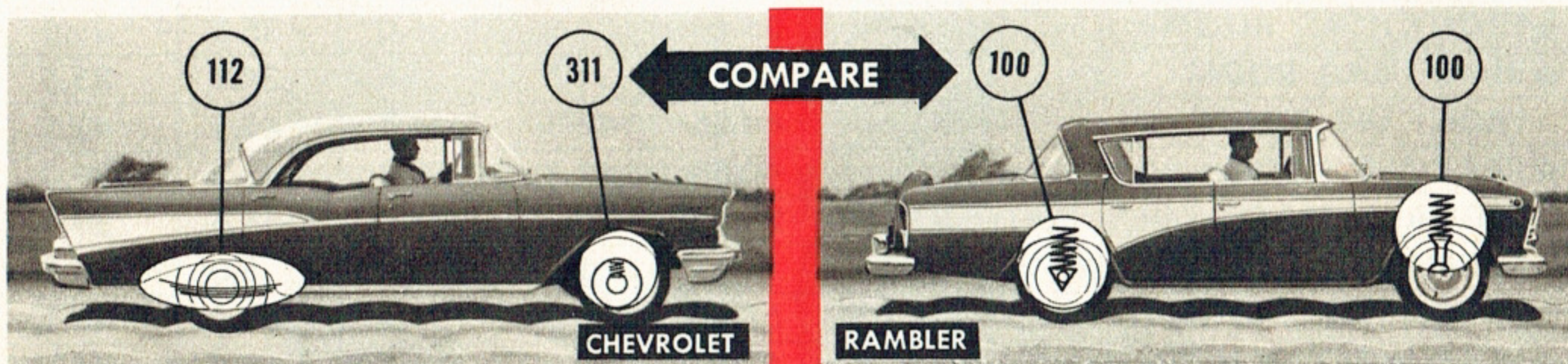
LET THE PLUMB LINE SHOW YOU how one well-known car shows excessive lean on curves due to old-fashioned front spring suspension.

SAME SPEED, SAME CURVE! This photograph shows how Rambler, with wide tread and angled deep-coil springs, stays on the level.



WATCH HOW OLD-FASHIONED CONSTRUCTION ENCOURAGES NOSE DIVE! This car with Hotchkiss Drive squats down in rear when you give her the gas, dives when you put on the brakes.

RAMBLER STAYS ON AN EVEN KEEL. Advanced Torque-Tube Drive takes the pain and strain out of driving. Torque-tube drive and coil springs minimize nose dive and squatting.



DIFFERENCE IN SPRING RATE IS AS MUCH AS 300% in many competitive low-priced cars. Result: uneven, pitching ride that can cause "car sickness" . . . never allows for comfortable motoring.

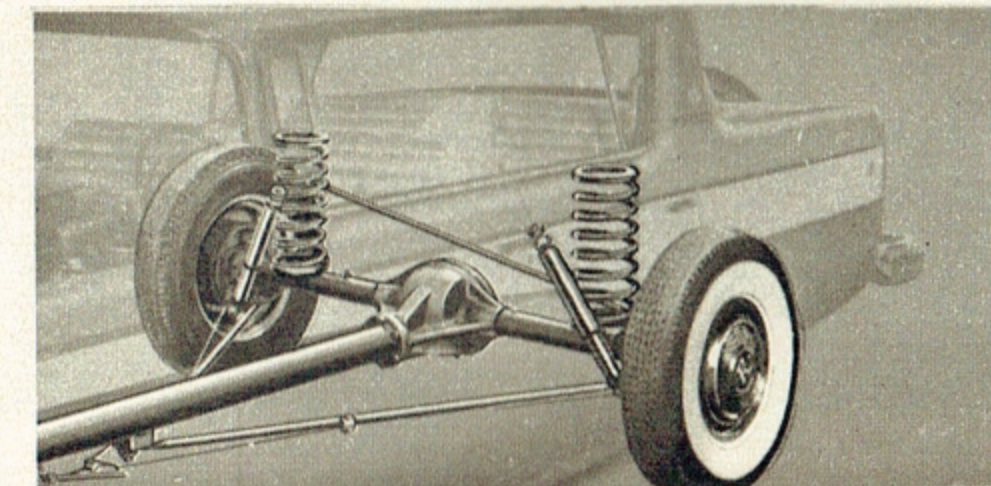
BALANCED SPRING RATES make Rambler the most comfortable riding low-priced car on the road. The suspension system compensates for weight distribution . . . gives you a smooth, level ride.



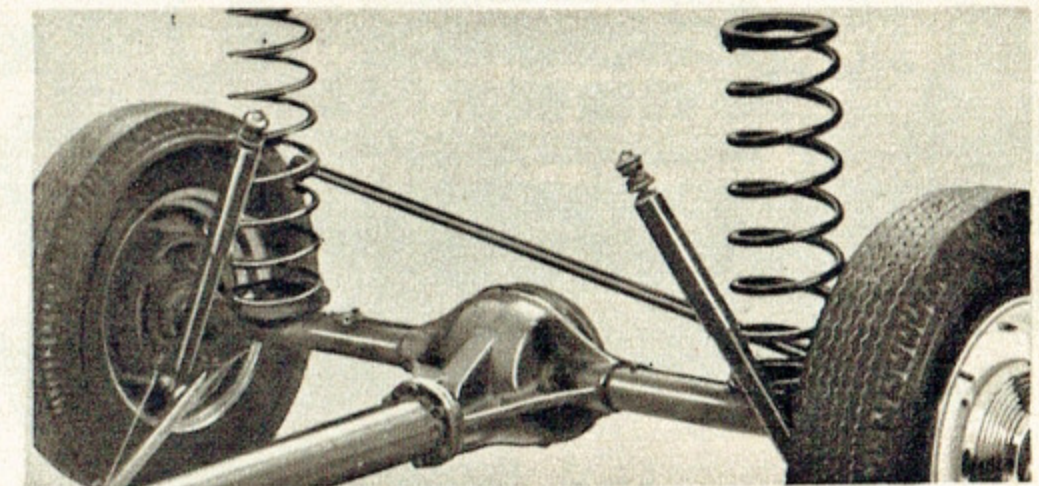
STOP-ACTION PHOTOGRAPH can't stop the tiring vibration passengers receive in this competitive low-priced car. Fuzzy image shows how riding comfort is impaired by old-fashioned construction.



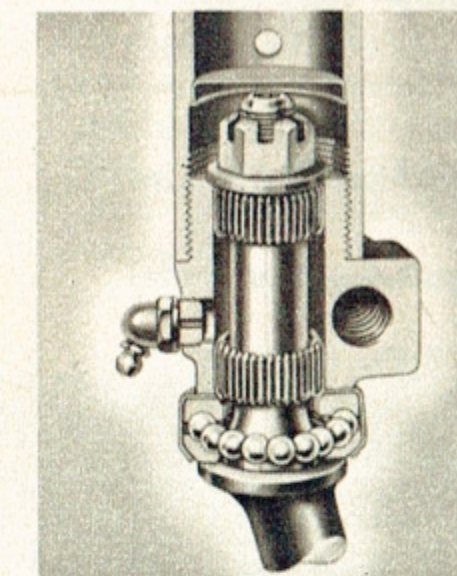
SAME KIND OF STOP-ACTION PHOTO, on same road, shows relaxing comfort which led experts to say that Rambler actually rides softer, easier and smoother than the \$5,000 cars.



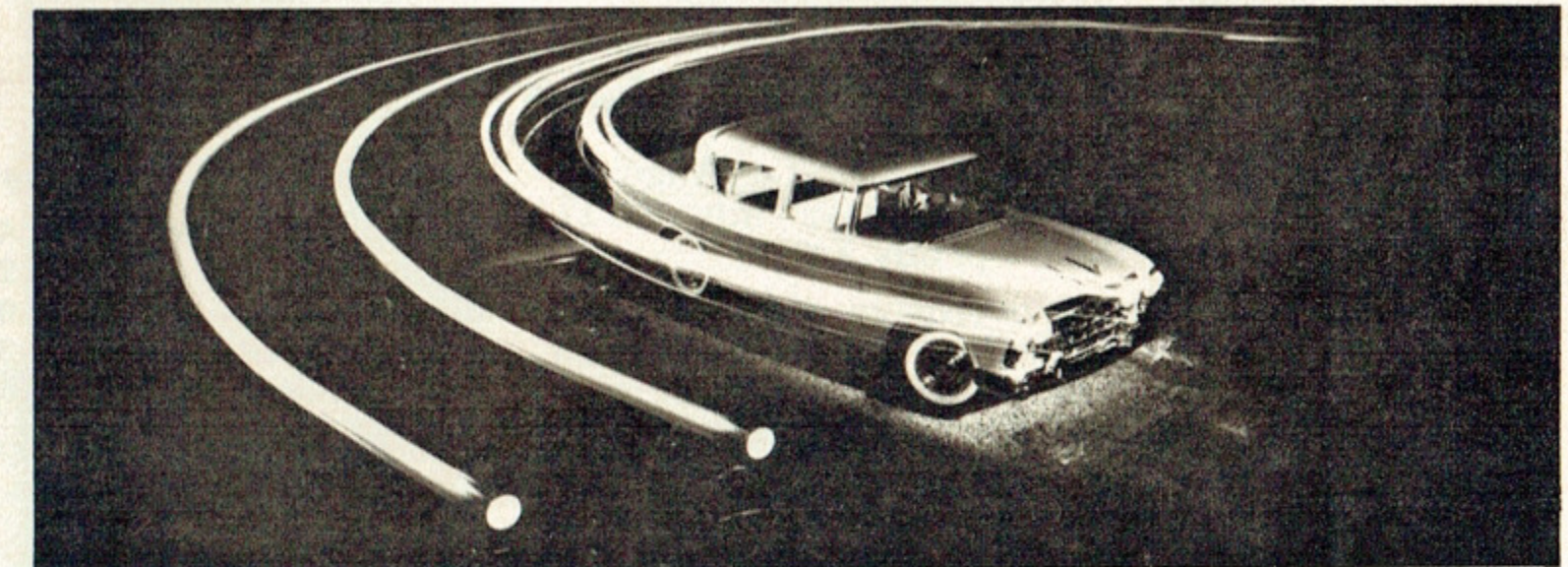
RAMBLER'S REVOLUTIONARY TORQUE-TUBE DRIVE stays in line for life of the car. It absorbs driving stresses. Springs stay free to do their primary job of cushioning your ride on any type of road.



A RAMBLER EXCLUSIVE AMONG LOW-PRICED CARS! Deep-Coil Springs on all four wheels give friction-free service. They never wear out or stiffen up. No lubrication or spring servicing ever needed.



STEER WITH EASE, thanks to Rambler's Ball-and-Twin-Needle bearing system. This revolutionary Rambler device operates with less friction than any other kind of steering system.



TURN ON A DIME! With its compact 37½-foot turning diameter, all Rambler models, even the Station Wagons, turn sharper and park easier than sedan models of all other low-priced cars.

ADD UP THE BOX SCORE!
IF YOU WANT BIG CAR COMFORT—PLUS EASIEST HANDLING—
YOU'LL BUY RAMBLER

	RAMBLER	FORD	CHEVROLET	PLYMOUTH	STUDEBAKER
COIL SPRINGS ON ALL FOUR WHEELS	YES	NO	NO	NO	NO
BALANCED SPRING RATE, FRONT AND REAR	YES	NO	NO	NO	NO
SPRINGS ABOVE CENTER OF GRAVITY	YES	NO	NO	NO	NO
TORQUE TUBE DRIVE	YES	NO	NO	NO	NO
FRONT SPRINGS ANGLED OUT ("SEA LEGS")	YES	NO	NO	*	NO
FRICION-FREE BALL AND TWIN NEEDLE BEARING STEERING	YES	NO	NO	NO	YES
KINGPIN ELIMINATED	YES	YES	YES	YES	NO
"FLAT-CORNERING" SHORTER UPPER CONTROL ARM	YES	NO	NO	YES	NO
TURNING DIAMETER	37' 6"	40' 1"	41' 6"	42' 5"	39'
<small>*Torsion Bar</small>					

X-Ray

Shows Rambler First In Economy



Rambler Coast-To-Coast **NASCAR** Record—**32.09** Miles Per Gallon With Overdrive

How would you like to drive from Los Angeles, California, to New York City for only \$26.17 for gas? . . . less than a penny a mile.

A Rambler Six, with overdrive, did it! The result is official—certified by NASCAR officials who measured mileage, time, and fuel consumption by the most accurate methods.

Here are the amazing facts revealed by the

official NASCAR log of this record-breaking run:

Total Miles Traveled . 2,961.423
Gasoline Used . . . 92.272 gals. (regular grade)
Miles Per Gallon . . . 32.0945
Average Speed . . . 40.3533 Miles Per Hour
Cost Per Mile 0.8837¢

No other car has set such a record—less than a penny a mile for gasoline.

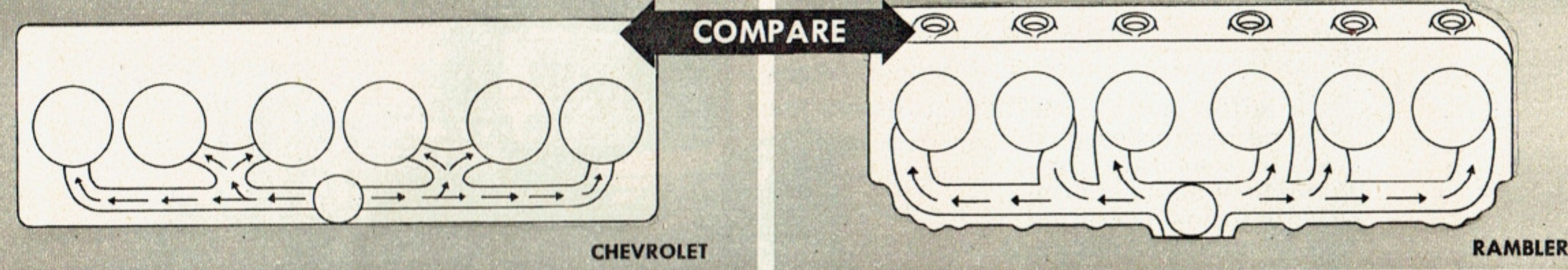
OFFICIAL RESULTS WITH AUTOMATIC DRIVE

	Miles Per Gallon	Ton Miles Per Gallon
RAMBLER 6	24.3545	48.2218
STUDEBAKER CHAMPION 6	20.0467	39.7426
FORD CUSTOMLINE 8	20.5217	47.7643
PLYMOUTH BELVEDERE 8	20.6793	47.7381
CHEVROLET BEL AIR 6	21.1715	47.2124
CHEVROLET BEL AIR 8	20.7032	46.3752
FORD FAIRLANE 8	18.7496	44.2490
AVG: FORD, CHEV., PLY., STUDE.	20.3120	45.5136

RAMBLER First In Mobilgas Economy Run

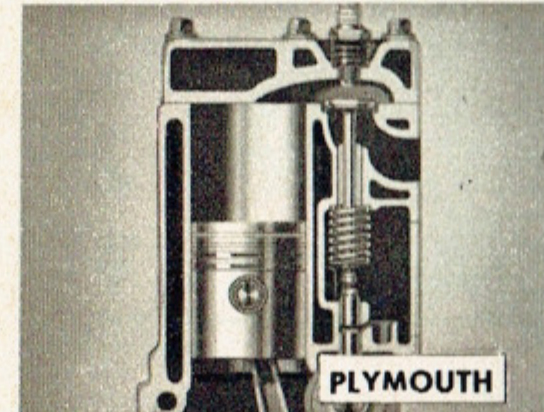
In the 1956 Mobilgas Economy Run, Rambler chalked up a record of more miles per gallon than any other car. With automatic drive, the Rambler led its own price class and all other entries with a record of 24.35 miles per gallon. This was more than four miles per gallon better than the average of Ford, Plymouth, Chevrolet and Studebaker.

Here's Why Rambler Cuts Operating Costs Up To **33%**

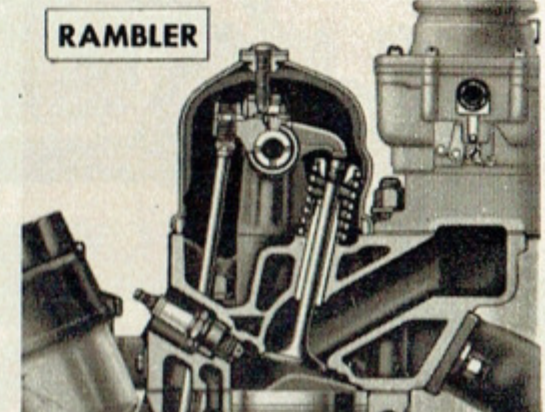


OTHER LOW-PRICED "Sixes" have 4-port manifolding which tends to "starve" the end cylinders and flood the center cylinders and waste gas.

RAMBLER GIVES YOU 6-port intake manifold which meters the fuel-air mixture equally to all cylinders. Result: top economy and top performance.

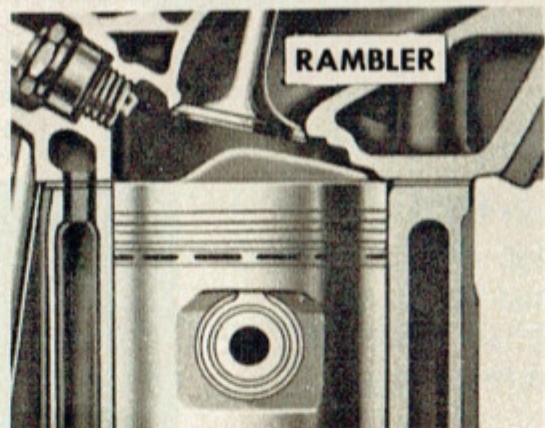


IT IS A RECOGNIZED FACT that the overhead valve engine is superior in power capabilities to the now outdated Plymouth and Studebaker L-head design.

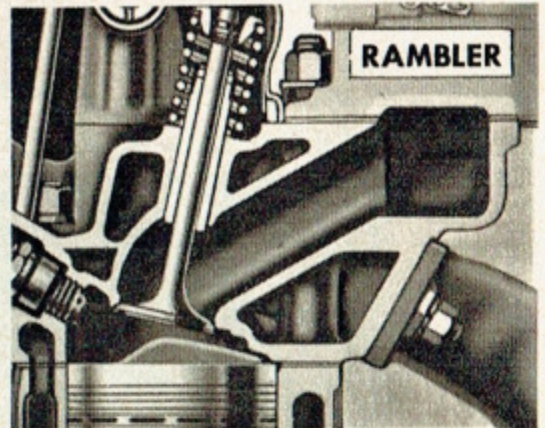


THE RAMBLER TYPHOON Overhead Valve engine provides a more efficient cylinder arrangement than competitive engines where cylinders are located off center.

VARIABLE WEDGE DESIGN of the new 1957 Rambler pistons allows maximum compression ratio with regular grade gasoline. You get more horsepower per gallon of gasoline.



NO OTHER CAR HAS IT! Rambler's exclusive Isothermal Intake Manifold is located inside the cylinder head. This maintains even temperature regardless of outside temperature.



BOX SCORE ON 6-CYLINDER ENGINES

	RAMBLER	CHEVROLET	FORD	PLYMOUTH	STUDEBAKER
OVERHEAD VALVE ENGINE	YES	YES	YES	NO	NO
6-PORT INTAKE MANIFOLD	YES	NO	NO	NO	NO
ISOTHERMAL INTAKE MANIFOLD	YES	NO	NO	NO	NO
HORSEPOWER @ RPM	125 @ 4200 135 @ 4500*	140 @ 4200	144 @ 4200	132 @ 3600	101 @ 4000
TORQUE @ RPM	175 @ 1600 180 @ 1800*	210 @ 2400	212 @ 2400	205 @ 1600	152 @ 1800
DISPLACEMENT, CU. IN.	195.6	235	223	230	185.6
H.P. PER CU. IN.	.639 .690*	.595	.645	.574	.544
LBS. PER HORSEPOWER	24.27 22.47*	24.69	23.45	26.31	29.1
CURB WEIGHT, STD. TRANS. 4-DR. SEDAN, GAS, OIL, WATER	3034	3458	3377	3475	2944

*With Optional Dual Throat Carburetor

If You Want To Cut Operating Costs By One-third...
YOU'LL BUY RAMBLER

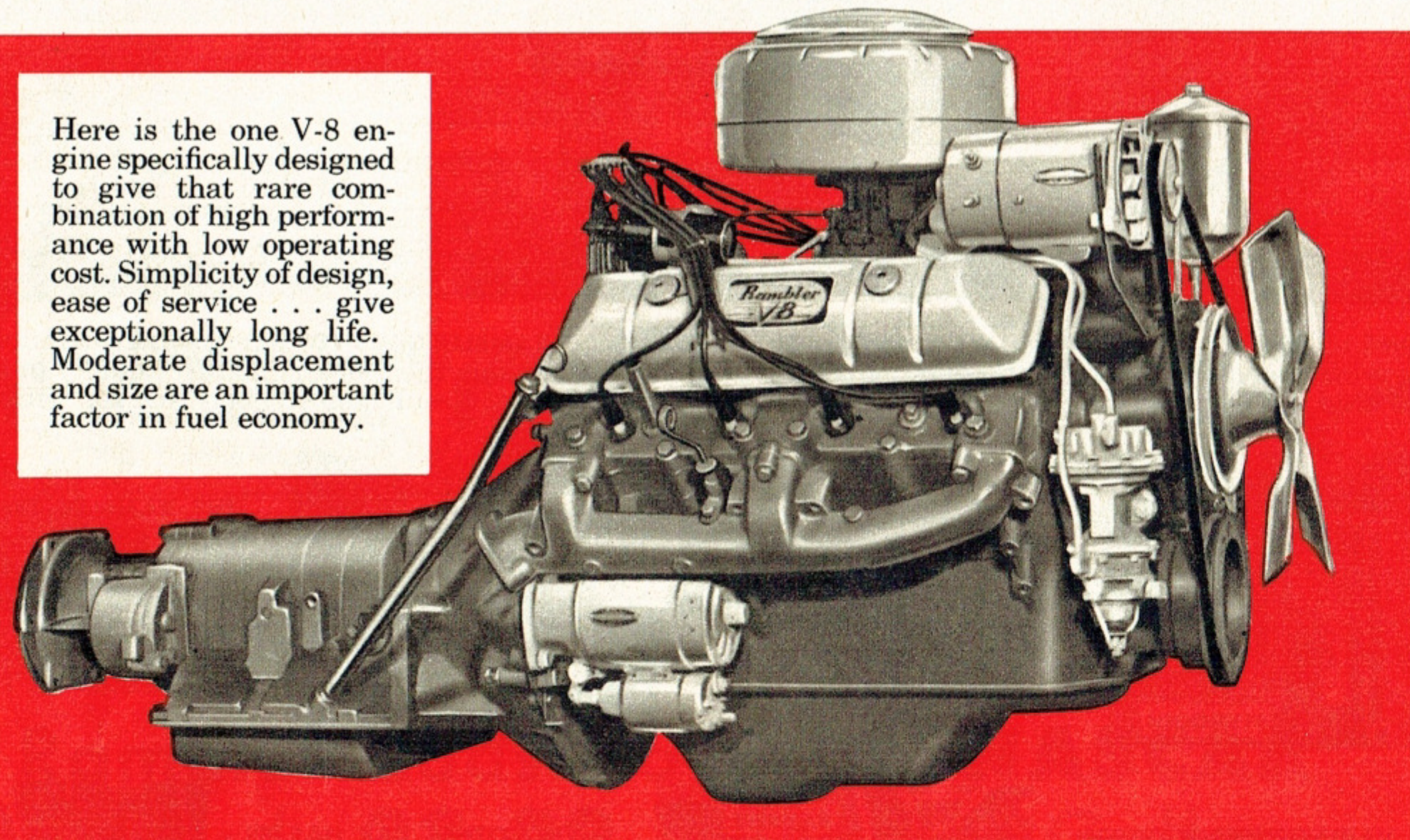
X-Ray

COMPARES

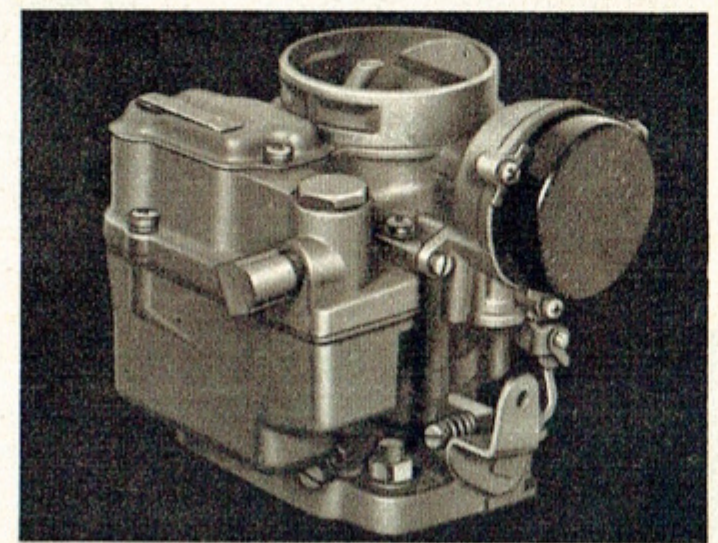
V-8 ENGINES

SHOWS RAMBLER PERFORMANCE AND ECONOMY

Here is the one V-8 engine specifically designed to give that rare combination of high performance with low operating cost. Simplicity of design, ease of service . . . give exceptionally long life. Moderate displacement and size are an important factor in fuel economy.



← **COMBUSTION SYSTEM** controls burning cycle in such a way that the Rambler V-8 engine thrives on regular grade gasoline*



→ **TWIN-THROAT, DOWNDRAFT CARBURETION** adds to Rambler economy. Here is a V-8 engine that consumes less gasoline than any other V-8 car.



← **DUAL-EXHAUST** gives Rambler another plus in power and performance. Tailpipes point downward, are hidden by rear bumpers.



→ **100% COUNTERBALANCED V-8 CRANKSHAFT** gives Rambler the engine performance you normally expect to find only in the highest-priced cars.

STATE POLICE TEST PROVES RAMBLER FASTEST IN PICKUP

SPEED AT 1/4 MILE FROM STANDING START	
RAMBLER V-8	76.33 m.p.h.
CHEVROLET V-8	76.00 m.p.h.
FORD V-8	69.33 m.p.h.

Acceleration trials, under supervision of State Police authorities, prove Rambler has top performance characteristics among V-8's in the low price field. From a standing start, the 1957 Rambler V-8 reached a speed of 76 miles per hour in just a quarter of a mile!



ONLY RAMBLER V-8—NO OTHER LOW-PRICED CAR—OFFERS YOU FLASHAWAY HYDRA-MATIC DRIVE



Among all the low-priced cars, only Rambler V-8 brings you the most advanced automatic transmission known to the automotive industry—Flashaway Hydra-Matic Drive. This famous transmission was designed for use in cars selling at twice the Rambler price. Time-proved by millions of

miles of service, it is truly worthy of the power and performance potential of the advanced Rambler V-8 Engine.

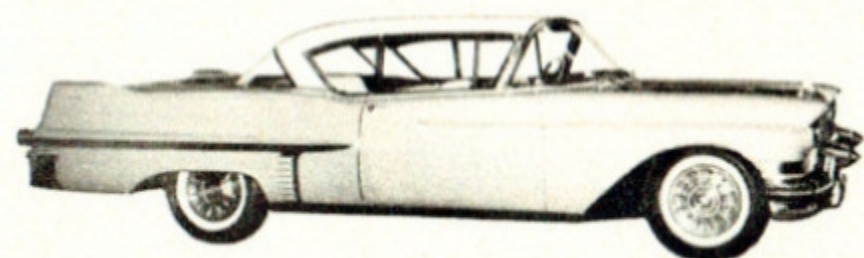
For smooth, instant engine response and unusual V-8 fuel economy—no other V-8 on the road is a match for Rambler with Flashaway Hydra-Matic.

BOX SCORE ON STANDARD V-8's						
<i>Shows Rambler 1st in Power per inch . . . 1st in Power per pound</i>						
	RAMBLER	CHEVROLET	FORD	PLYMOUTH	STUDEBAKER	
IF YOU WANT FASTEST PICKUP WITH AMAZING ECONOMY YOU'LL BUY RAMBLER V-8						
DUAL EXHAUSTS AT NO EXTRA COST	YES	NO	NO	NO	NO	
HYDRA-MATIC DRIVE AVAILABLE	YES	NO	NO	NO	NO	
OVER-SQUARE ENGINE (Bore Larger than Stroke)	YES	YES	YES	YES	YES	
INSTANT-RESPONSE MECHANICAL VALVE LIFTERS—STANDARD	YES	NO	YES	YES	YES	
DISPLACEMENT, CU. IN.	250	265	272	277	259	
STANDARD HORSEPOWER @ RPM	190 @ 4900	162 @ 4400	190 @ 4500	197 @ 4400	180 @ 4500	
TORQUE @ RPM	240 @ 2500	257 @ 2400	270 @ 2700	270 @ 2400	260 @ 2800	
H.P. PER CUBIC INCH	.76	.61	.70	.71	.69	
LBS. PER HORSEPOWER	17.59	21.25	18.44	18.43	18.20	
CURB WEIGHT, Std. Trans. 4-Dr. Sedan, Gas, Oil, Water	3343	3443	3504	3631	3274	

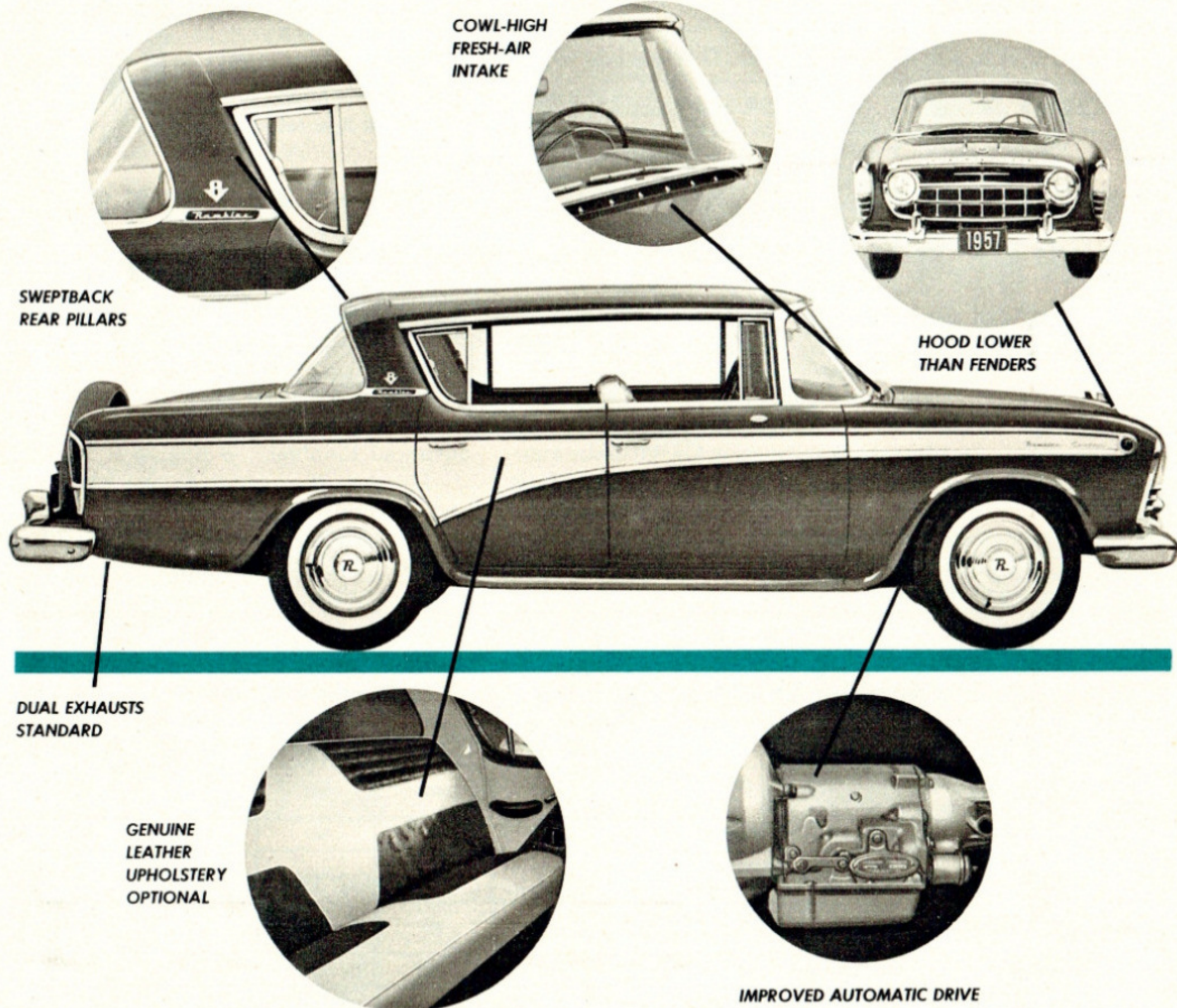
X-Ray

**SHOWS WHY THEY
CALL RAMBLER THE
"JUNIOR CADILLAC"**

**ONLY RAMBLER—
NO OTHER LOW-PRICED CAR,
MATCHES CADILLAC IN STYLE,
QUALITY AND FEATURES**



Cadillac Fleetwood Coupe De Ville



COWL-HIGH
FRESH-AIR
INTAKE

SWEPTBACK
REAR PILLARS

HOOD LOWER
THAN FENDERS

DUAL EXHAUSTS
STANDARD

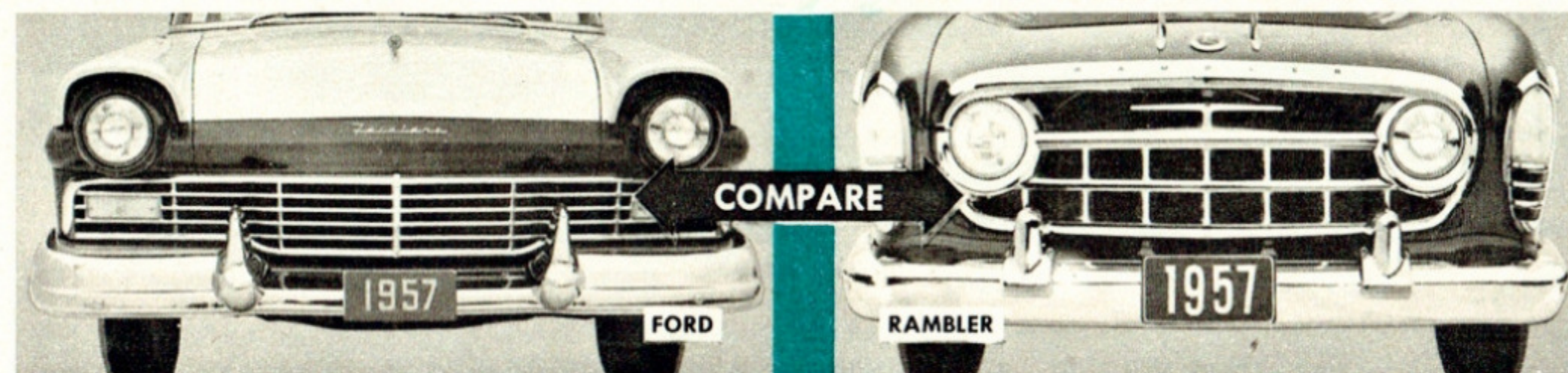
GENUINE
LEATHER
UPHOLSTERY
OPTIONAL

IMPROVED AUTOMATIC DRIVE

If there ever was a low-priced car with the "Solid Gold Luxury" of \$5,000 cars, it's the new Rambler, with feature after feature that General Motors puts on "top-of-the-line" cars—features you can't get on Chevrolet! In fact, sweptback rear pillars,

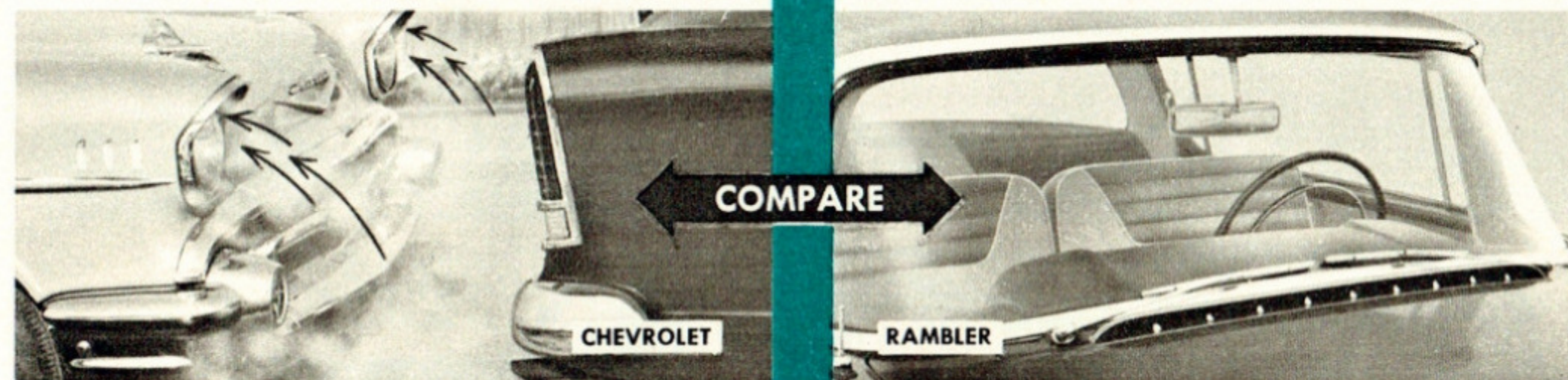
cowl-high fresh-air intake and lower hood were Rambler features years before Cadillac adopted them. Soon you'll see the high-priced cars copying many other exclusive Rambler features—No. 1 being Single Unit Construction.

**NOW COMPARE THE FINE CAR STYLING OF RAMBLER
WITH THE OTHER LOW-PRICED CARS**



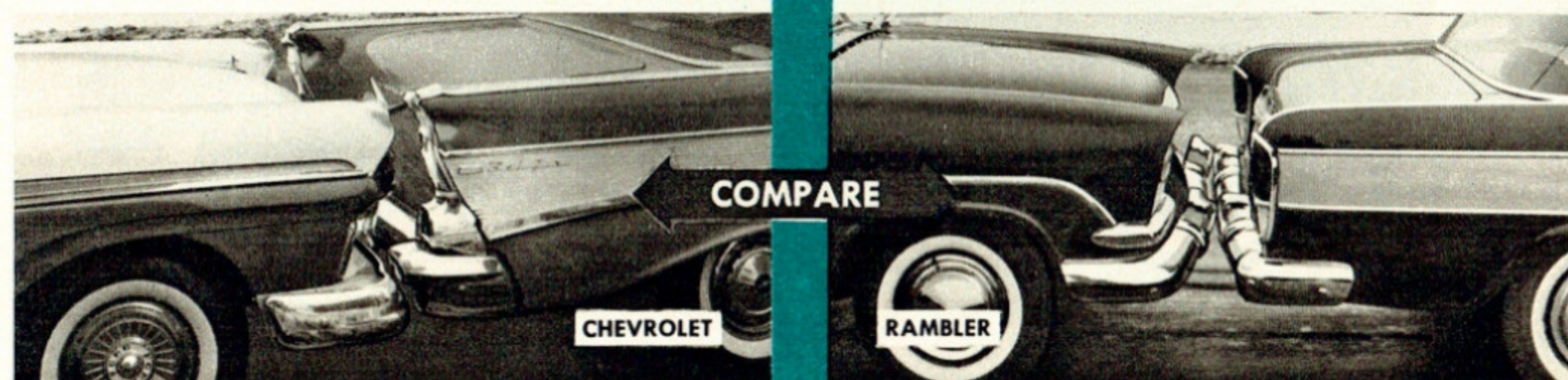
Typical thin, flimsy grille on many cars is easily damaged expensive to repair.

Massive, one-piece, die-cast Rambler grille is distinctive, rattlefree.



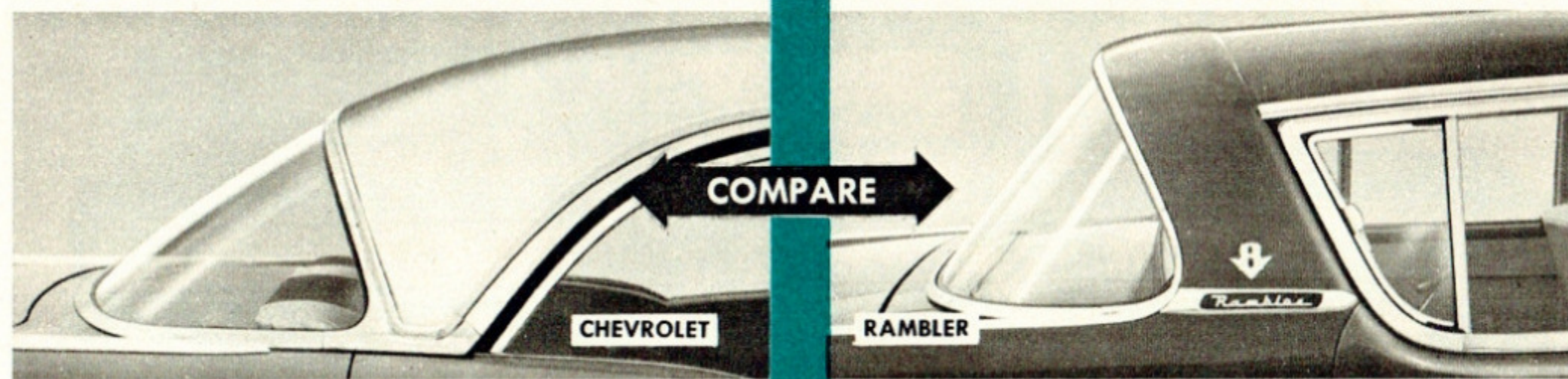
Air intake in the front fender is too close to exhaust of car ahead in slow traffic.

Rambler functional fresh-air intake is up high at cowl level, above fumes.



Money down the drain when stick-out fishtail fins meet an obstacle.

Sensible Rambler styling keeps bumpers well out beyond fenders.



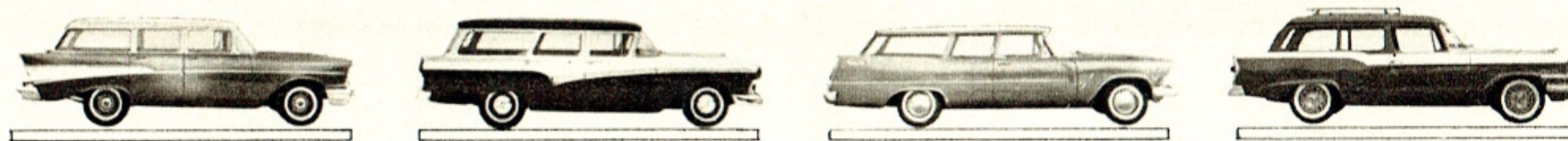
Old-fashioned "blinder" rear pillars hide the view from rear seat riders.

Style-leader, sweptback rear pillars give everyone the widest eye-level vision.

**IF YOU WANT FINE CAR STYLING
YOU'LL BUY RAMBLER**

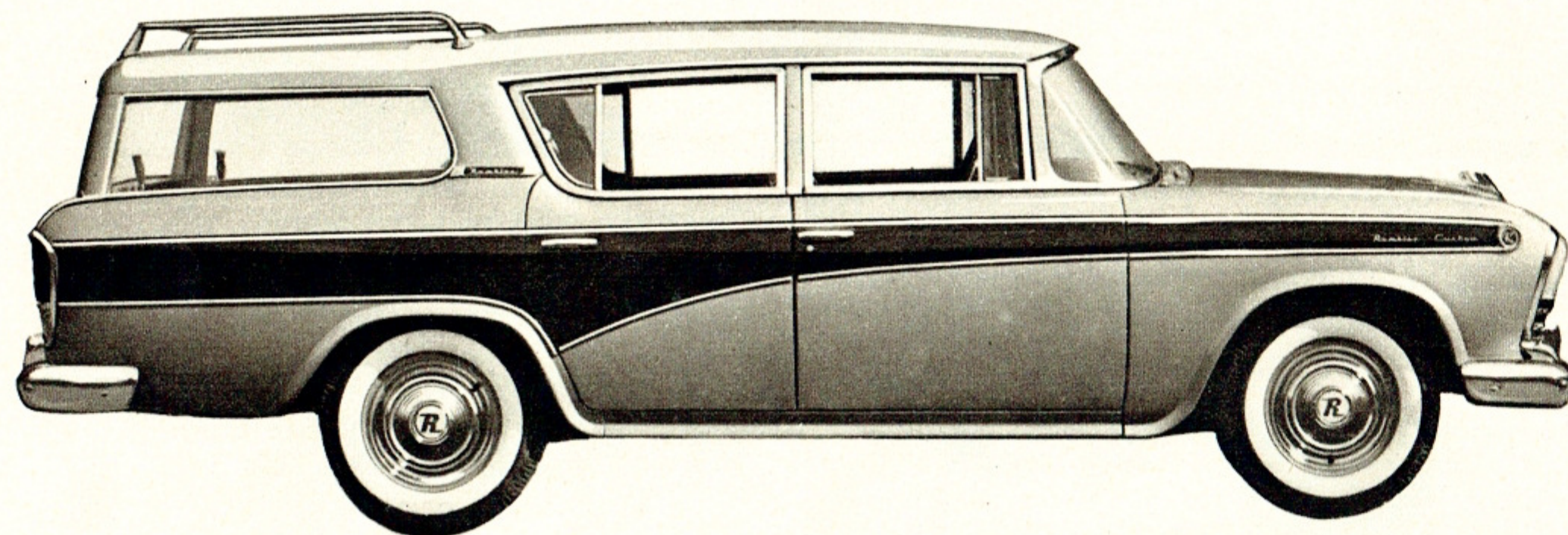
X-Ray

**COMPARES THE
LOW-PRICED 1957
STATION WAGONS**

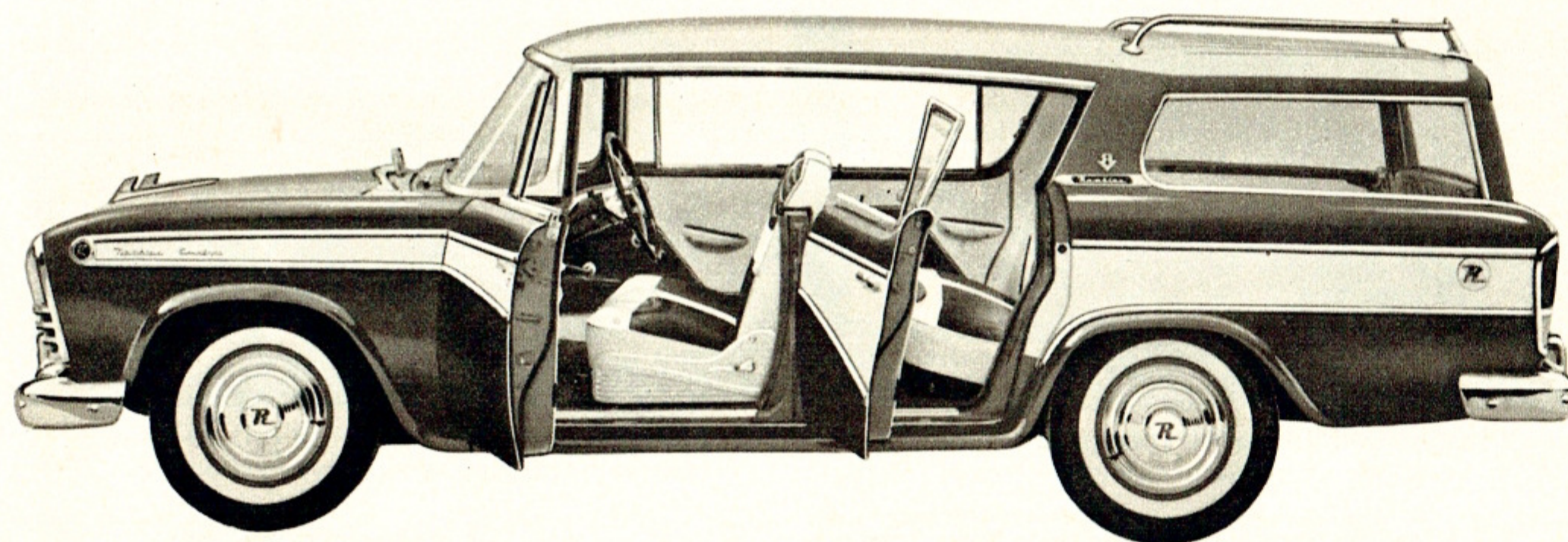


**PROFILE SHOWS MOST HAVE
"BOXY" PANEL TRUCK-TYPE ROOF**

**ONLY RAMBLER SPORTS THE SMART, DISTINCTIVE
"TOWN CAR" TOPLINE**

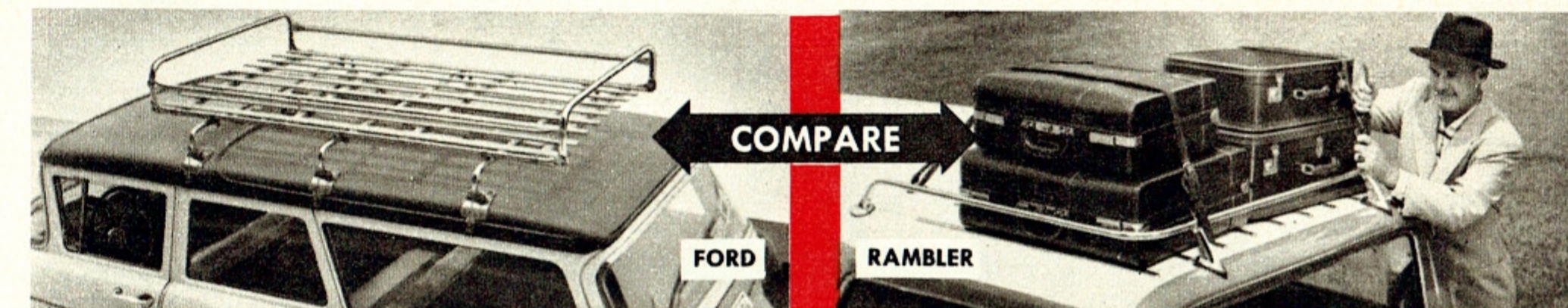


**AND ONLY RAMBLER OFFERS
THE "HARDTOP" STATION WAGON!**



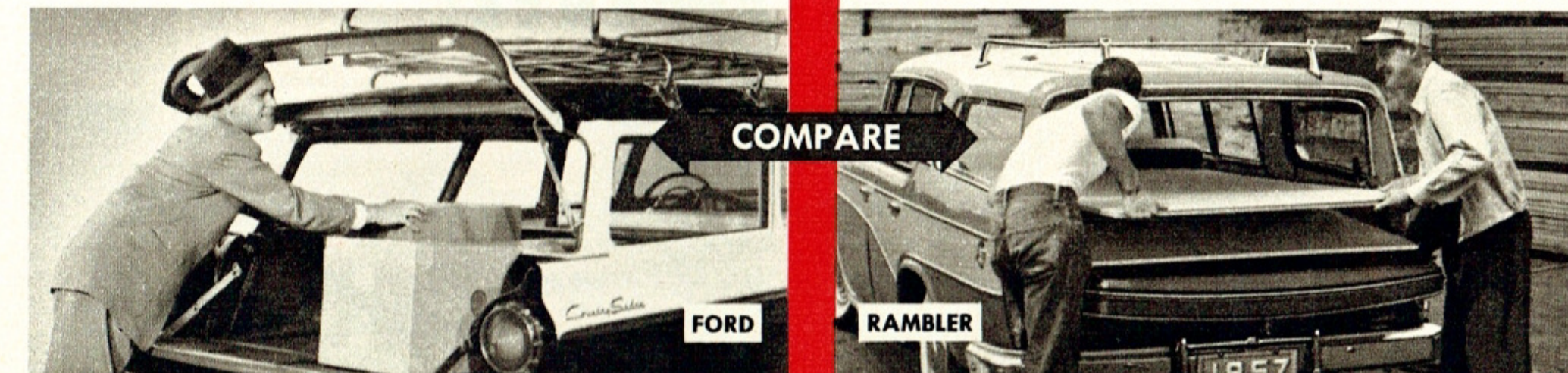
Here's another Rambler styling "first"—the four-door hardtop Cross Country. Introduced by Rambler in 1956, it has been copied for 1957 by cars costing up to \$742 more—Mercury, Oldsmobile and Buick.

No other low-priced car offers anything like it! See and drive America's smartest, smoothest riding and quietest station wagons—the Rambler Cross Country and Cross Country hardtop.



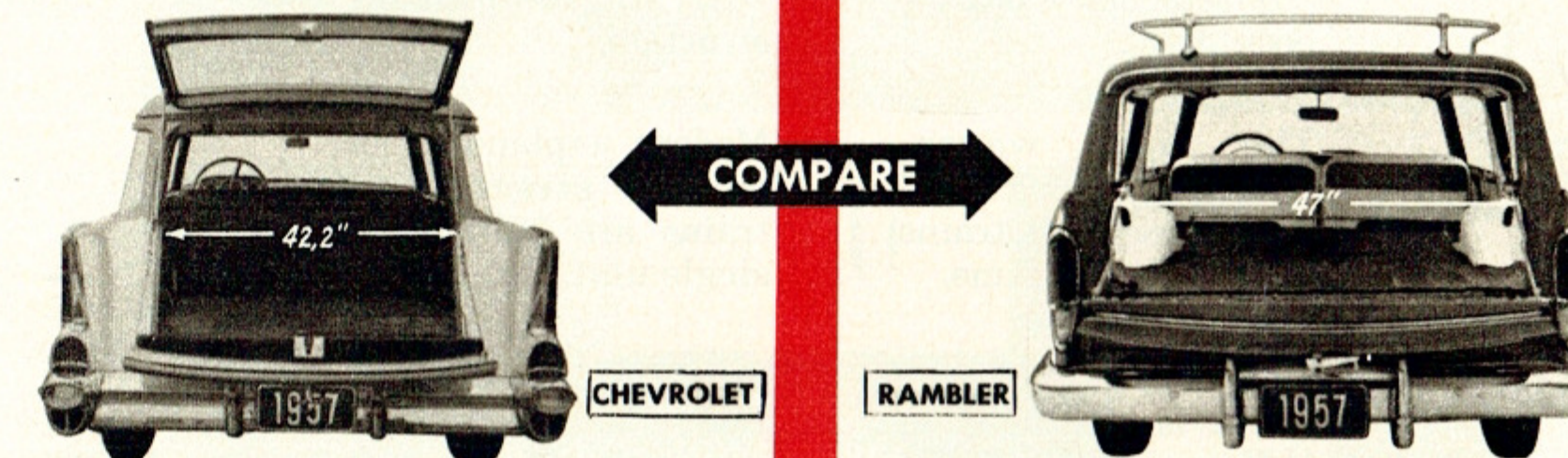
Other station wagons offer only "accessory" luggage racks—over \$50 extra. Unattractive and awkward to install.

Even the lowest priced Rambler Cross Country gives you the swanky, distinctive "Travel Rack" at no extra cost.



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

Roll down rear window makes loading a cinch. Can be key-locked at partially open position to keep youngsters safe.

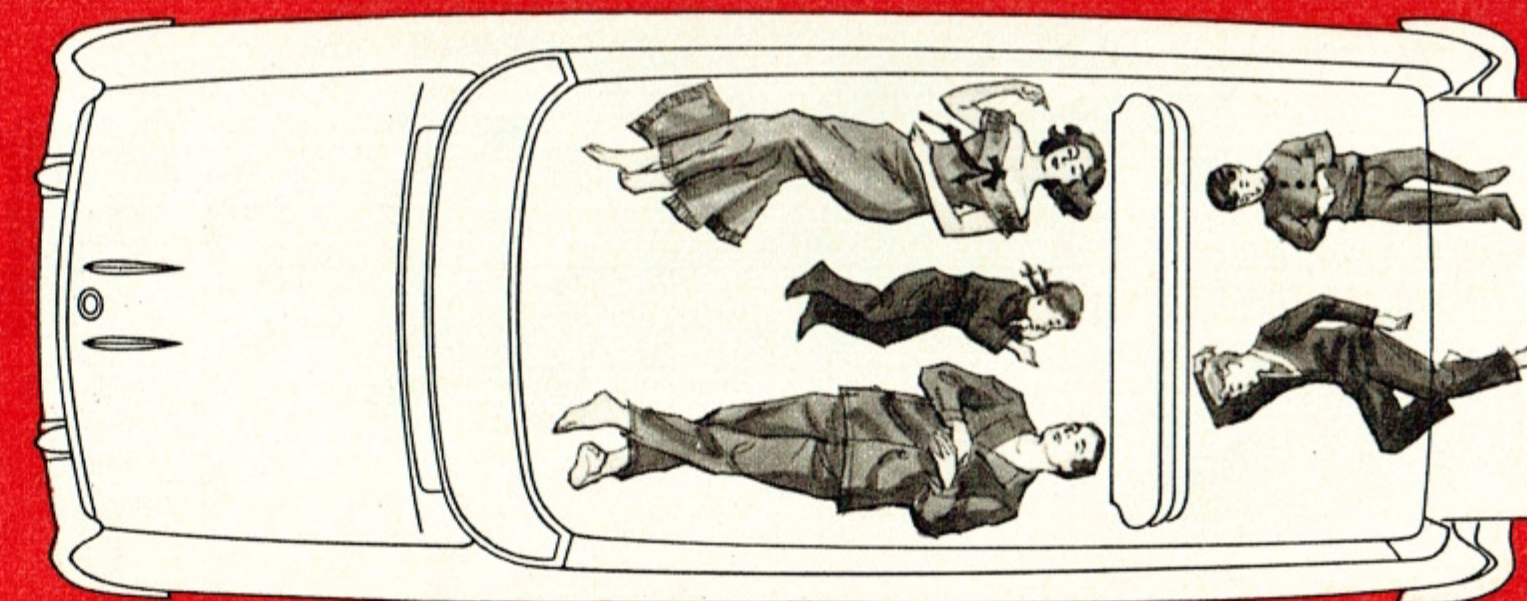


Competitive station wagons slope in sharply at the top, making it impossible to load large rectangular objects.

Rambler's tail-gate opening is 47 inches wide at the top with no upper hinges or upper gate to hinder loading.

**THE RAMBLER CROSS COUNTRY IS THE ONLY
STATION WAGON THAT SLEEPS A FAMILY OF 4 OR 5!**

TWIN TRAVEL BEDS SLEEP TWO ADULTS AND A CHILD



WITH
TAIL-GATE
LOWERED,
TWO CAN
SLEEP ON
AIR
MATTRESSES
BEHIND
REAR SEAT

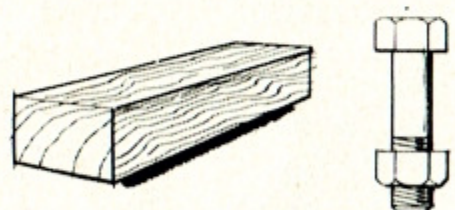
X-Ray

COMPARISON SHOWS WHY

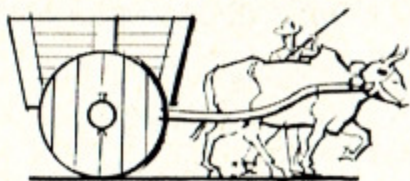
Single Unit Construction is the Greatest Safety Advance of All Time

SEE THE DIFFERENCE!

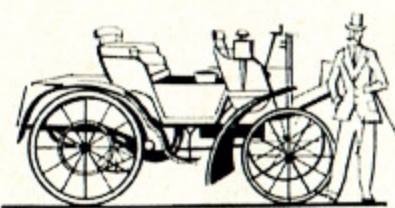
THE OLD WAY



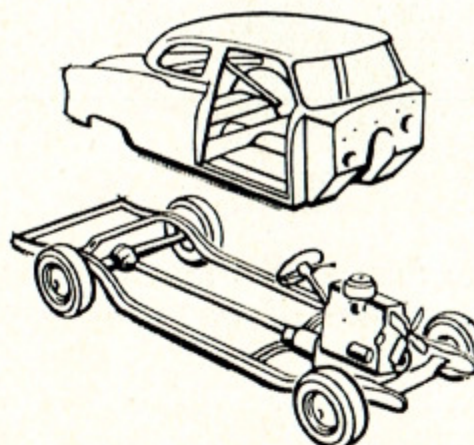
The wooden beam and the nut-and-bolt were the old units of body-frame construction.



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



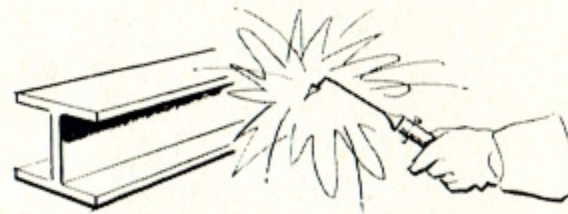
The buggy, wagon, "horseless carriage" and yesteryear's trains were built the same.



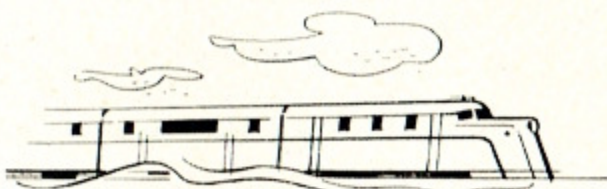
The separate frame which is still used on U.S. cars, except American Motors cars, is flat and thus relatively easy to bend or twist.

THE AMERICAN MOTORS WAY

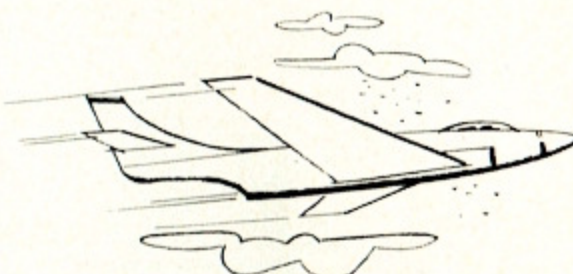
Modern engineers started a design revolution with welded, unitized construction.



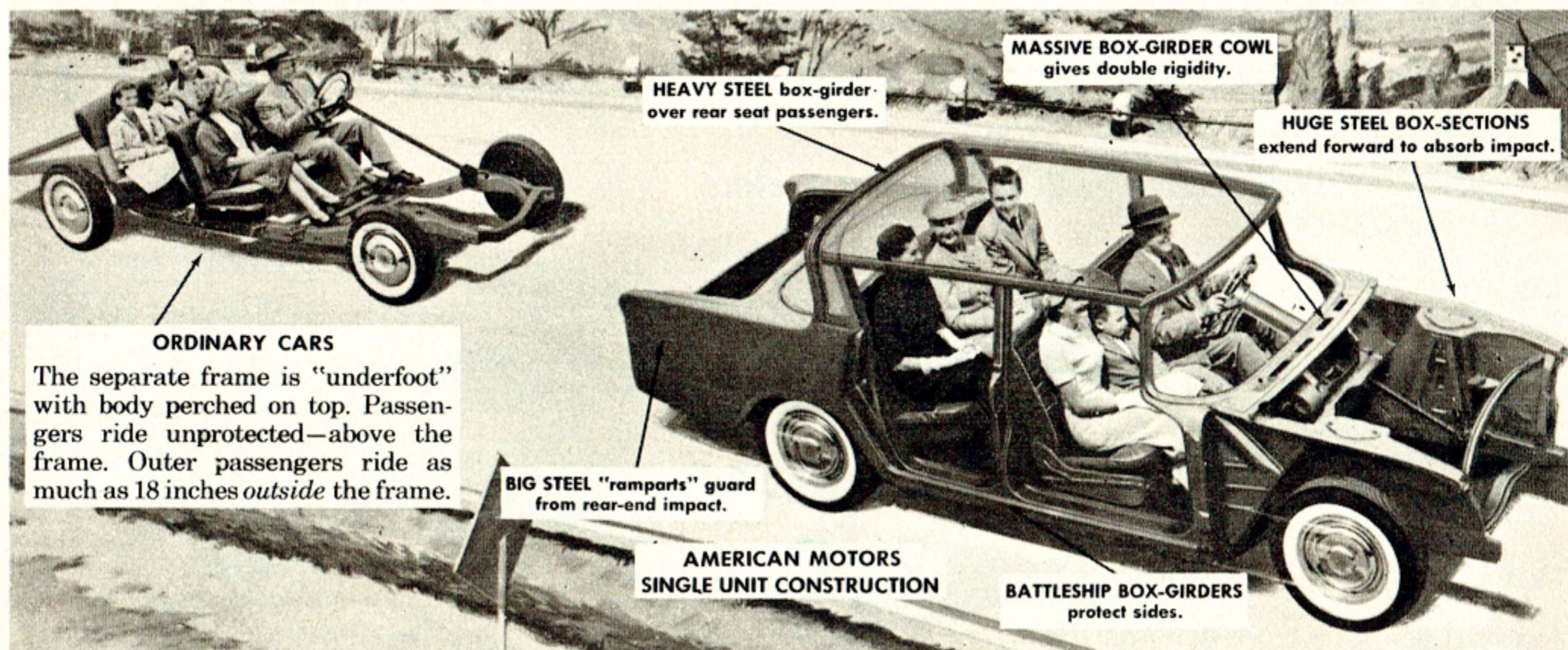
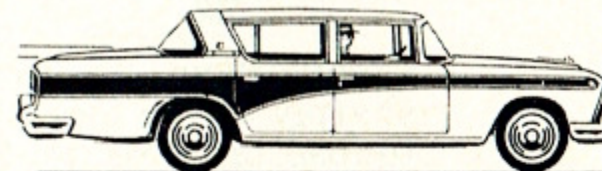
Train builders adopted this improved method. Bus makers followed with single-unit construction.



Modern jetplanes, like modern streamlined trains are built as a single unit.



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



Only Rambler, no other low-priced car, offers such safety for you and yours. All-welded single unit construction is twice as strong, twice as safe. Your family rides in a steel, box-girder enclosure, pro-

tected in every direction. Don't entrust those you love to insecurely bolted, separate body-and-frame construction. Give them double protection with double safe single unit construction.

NEWS PHOTO OF ACCIDENT PROVES GREATER SAFETY OF AM CARS



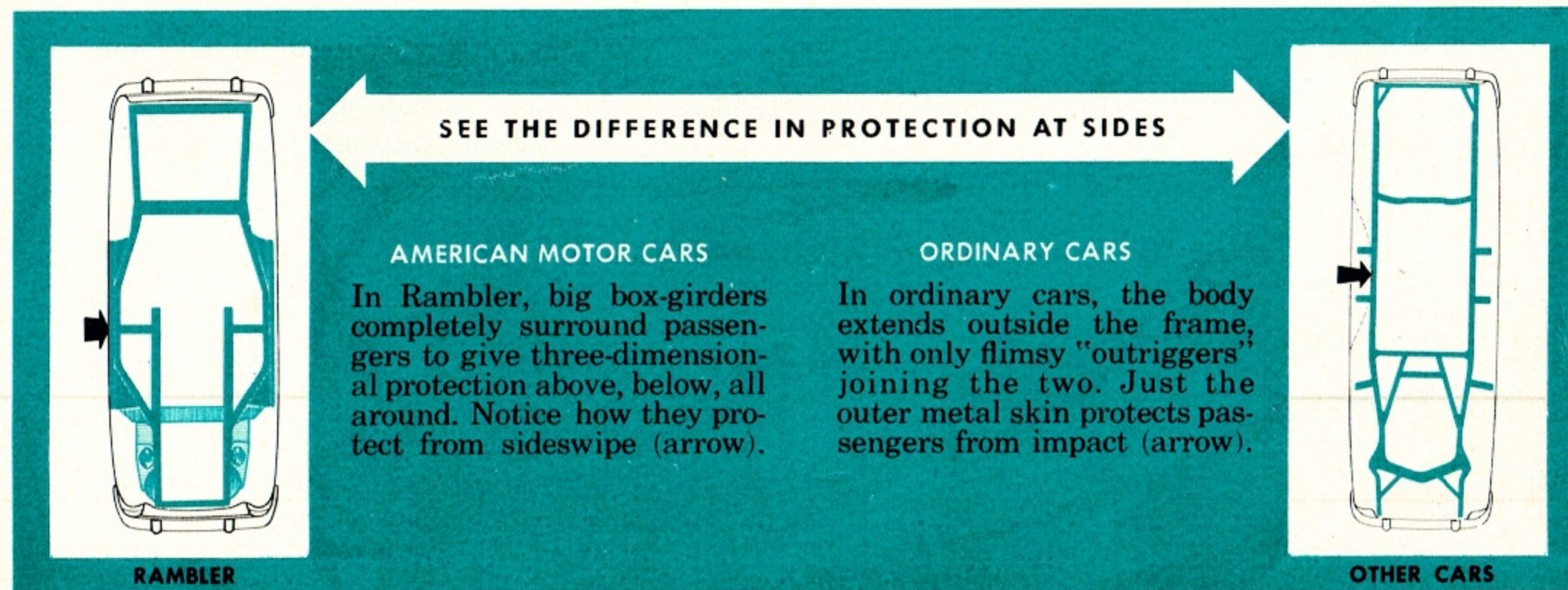
Pictured above is an actual photograph of the aftermath of a head-on collision between an American Motors car and a medium-priced car, built with ordinary nuts-and-bolts construction. Note the only damage to the AMC car is a broken grille and headlights, slight crum-

pling of fenders and hood. The whole front end of the other car is obliterated. The engine is forced back into the passenger compartment. The pictures below show why Rambler, with exclusive American Motors single unit construction, offers you greater protection.



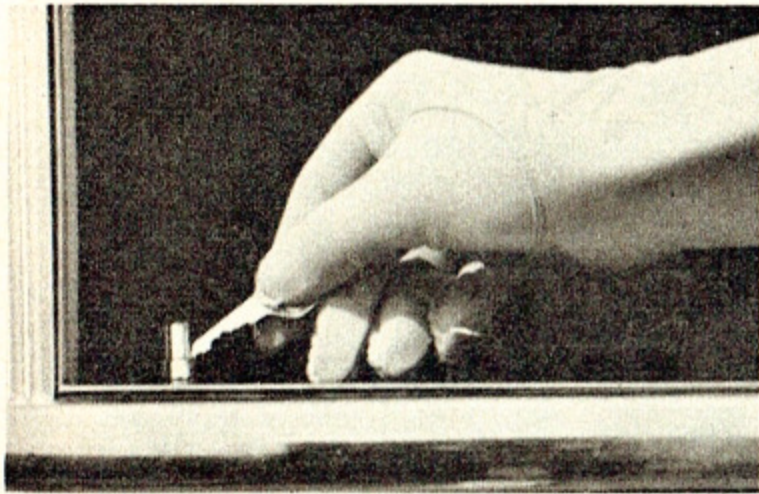
See how big box-sections extend forward from the massive box-girder cowl on each side of the Rambler engine to absorb impact (left). At

right, see the complete lack of protection above floor level against front-end impact in cars built the ordinary "nuts-and-bolts" way.



X-Ray

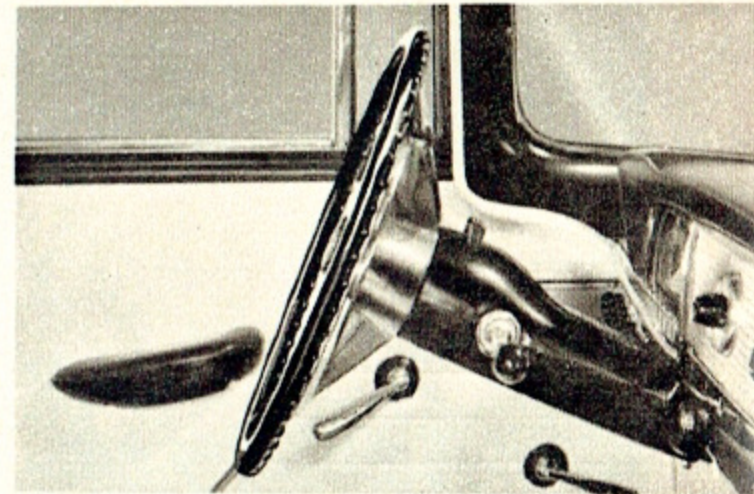
SHOWS MORE RAMBLER SAFETY ADVANTAGES



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



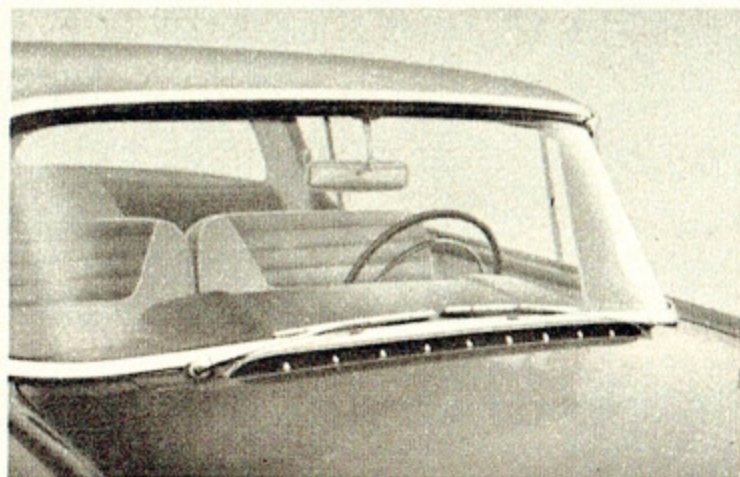
ROLL-DOWN tail window of Cross Country locks at various heights from outside. Safer!



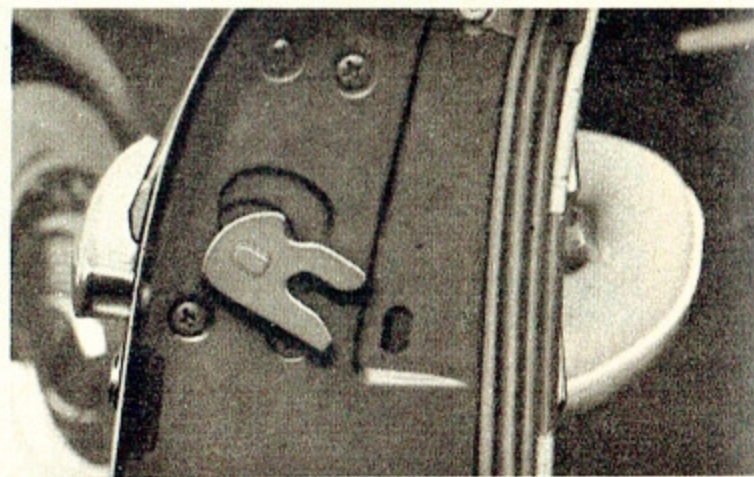
"DISHED" Steering Wheel with recessed hub is standard on all Rambler models.



SAFETY BELTS are an American Motors "first" (1950), optional on all Ramblers.



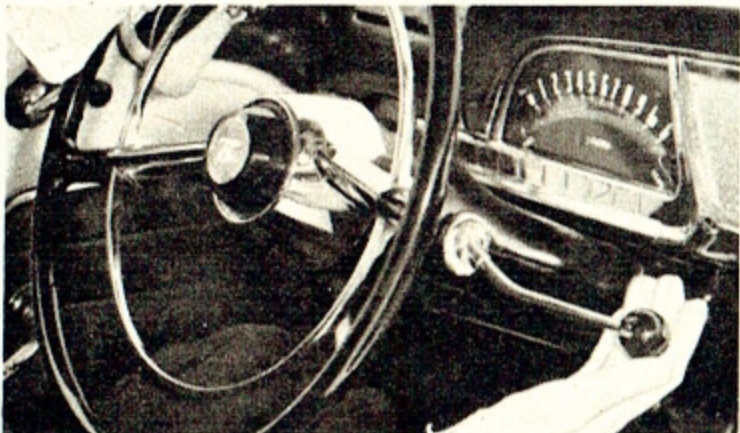
SAFETY Cowl-Level Fresh-Air Intake, another Rambler "first" in 1950. Widely copied.



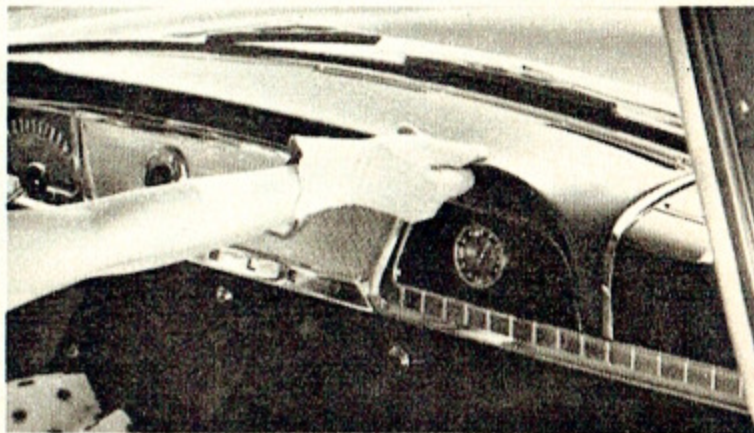
CAM-LEVER DOOR LATCHES on Rambler are more secure than so-called "safety" rotary latches.



PANORAMIC one-piece, curved windshield a Rambler "first" in 1950, ends "blind spots."



SELECTO-LIFT Safety Starting with automatic transmissions, pioneered by Rambler.



SAFETY-PADDED Instrument Panel and Sun Visors are optional equipment on all Ramblers.

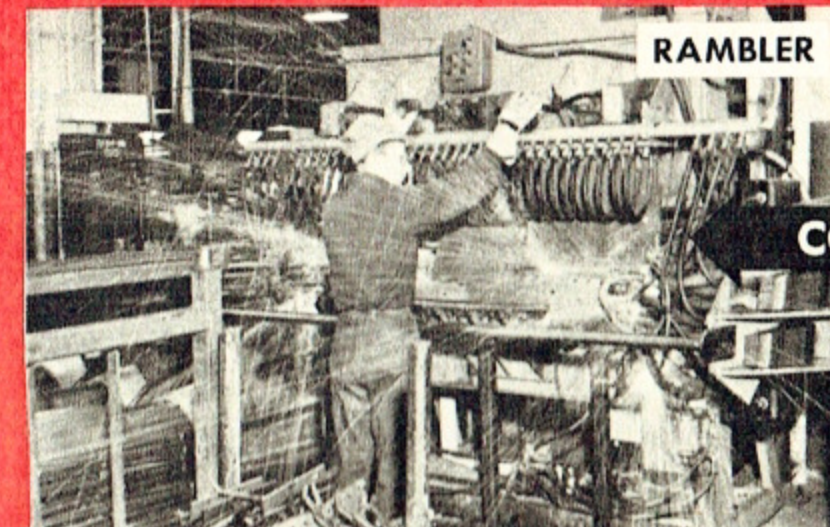
ADD UP THE SAFETY BOX SCORE!

If You Want the Safest Car—You'll Buy **RAMBLER!**

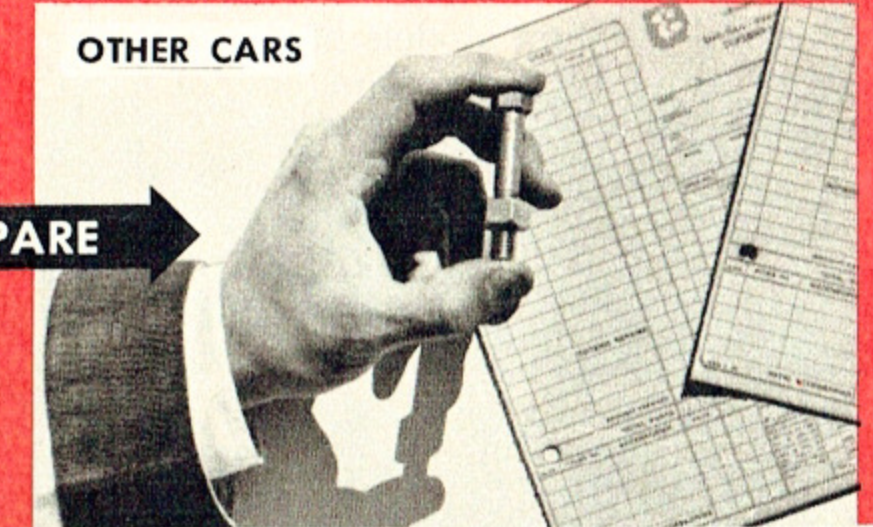
	RAMBLER	CHEVROLET	FORD	PLYMOUTH	STUDEBAKER
BODY-AND-FRAME WELDED AS SINGLE UNIT, INSTEAD OF BOLTED	YES	NO	NO	NO	NO
FRAME BOX-GIRDERS OUTSIDE OF ALL PASSENGERS	YES	NO	NO	NO	NO
IMPACT-ABSORBING BOX-SECTIONS FORWARD	YES	NO	NO	NO	NO
CHILD GUARD REAR DOOR LOCKS (accessory)	YES	NO	NO	NO	NO
ABOVE-COWL FRESH-AIR INTAKE	YES	NO	YES	YES	NO
SAFETY-PADDED DASH AND VISORS AVAILABLE	YES	DASH ONLY	YES	YES	YES
ROLL-DOWN TAIL-GATE WINDOW ON STATION WAGONS	YES	NO	NO	YES	NO
CAM-LEVER SAFETY DOOR LATCHES	YES	NO	NO	NO	NO
SELECTO-LIFT SAFETY STARTING	YES	NO	NO	NO	NO

X-Ray

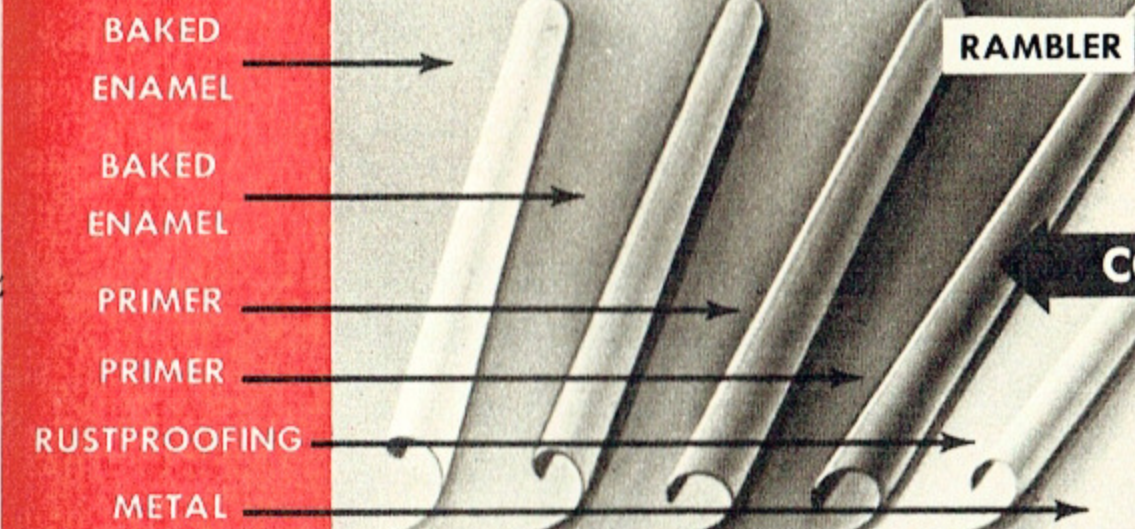
ANALYSIS SHOWS RAMBLER 1ST IN QUALITY AND LUXURY FEATURES



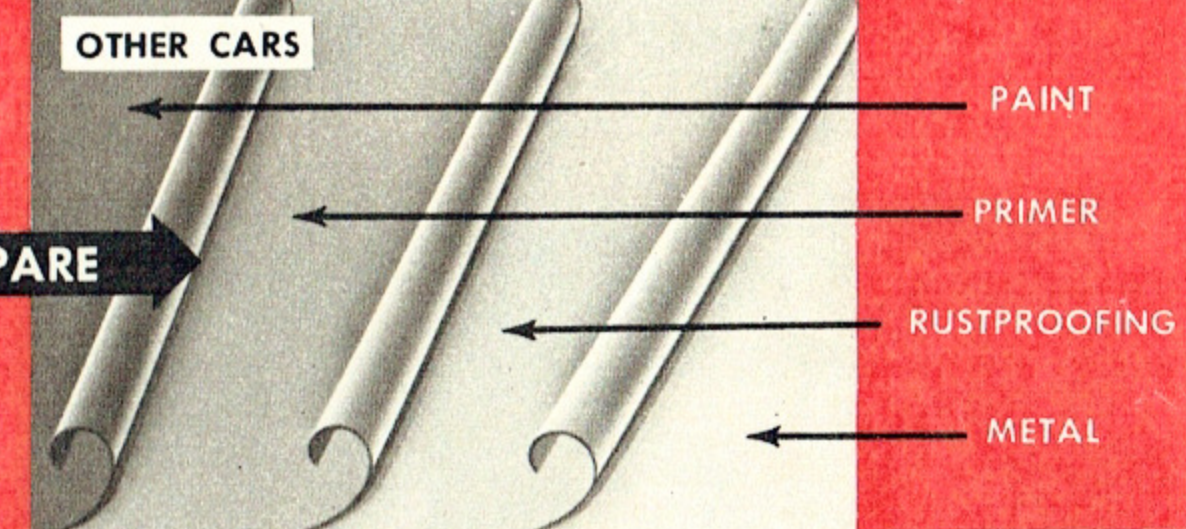
OVER 9,000 ELECTRIC WELDS—strongest construction known—make Rambler one double-strong unit . . . silent . . . safer.



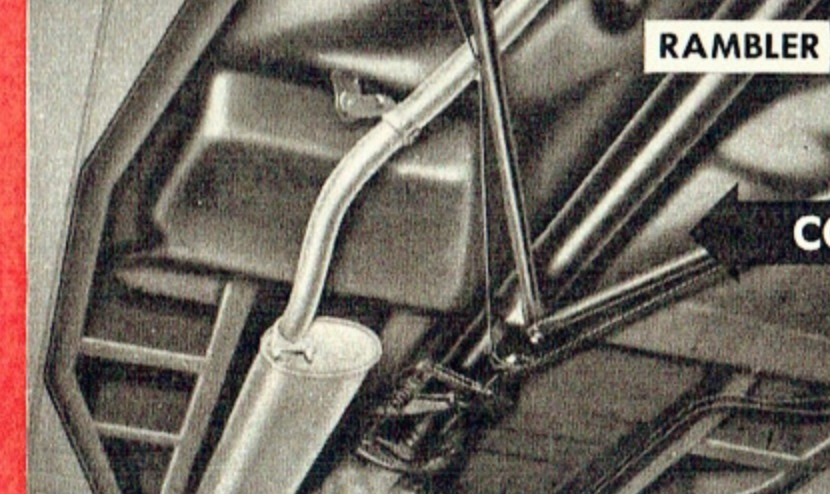
ONLY A HANDFUL—14 to 18 little bolts—is all that holds separate body and frame cars together . . . all that protects passengers.



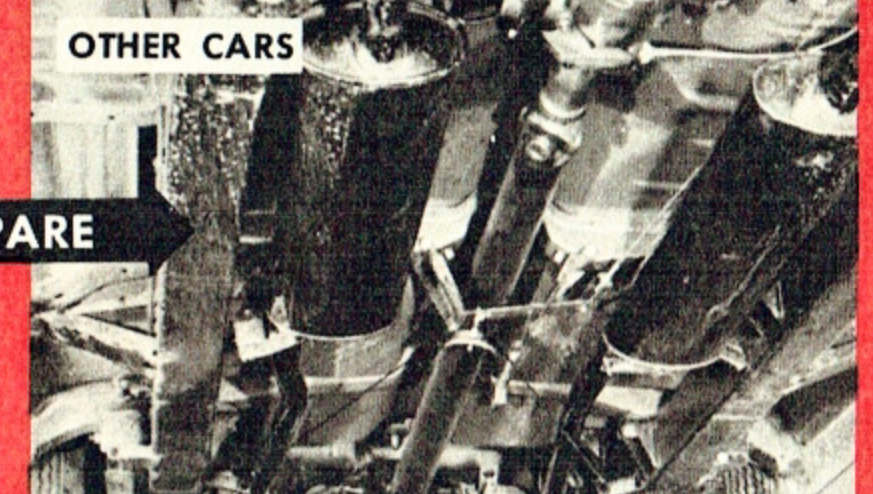
COSTLY DOUBLE BAKED ENAMEL (two coats)—two prime coats, plus rustproofing, keep Rambler new-looking, longer.



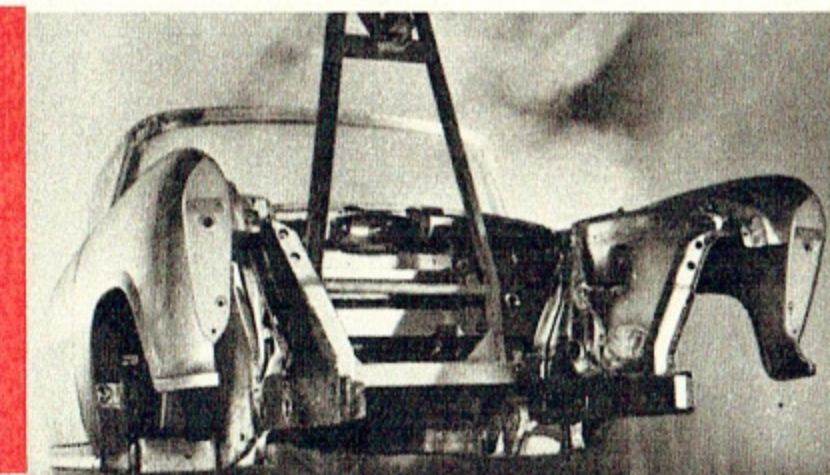
CUTTING CORNERS—Many cars are given a "lick and a promise" with primer and short-lived lacquer only.



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



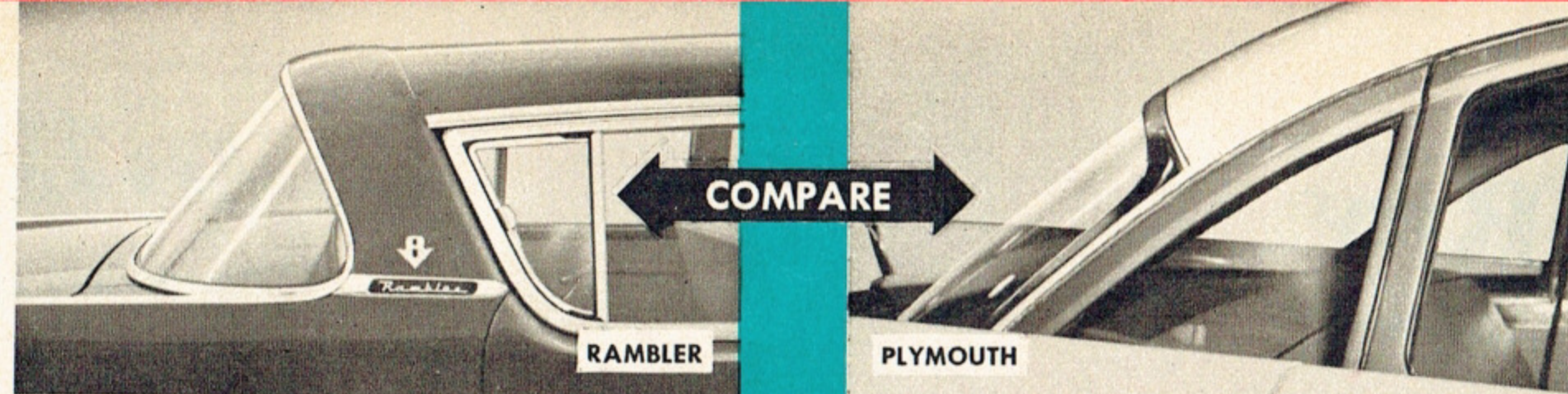
LIKE SWEEPING DUST under the carpet, other cars use cheap "chassis black" where it doesn't show.



ALL RAMBLER metal parts are 100% rust-proofed. Further evidence of extra quality built into every Rambler.

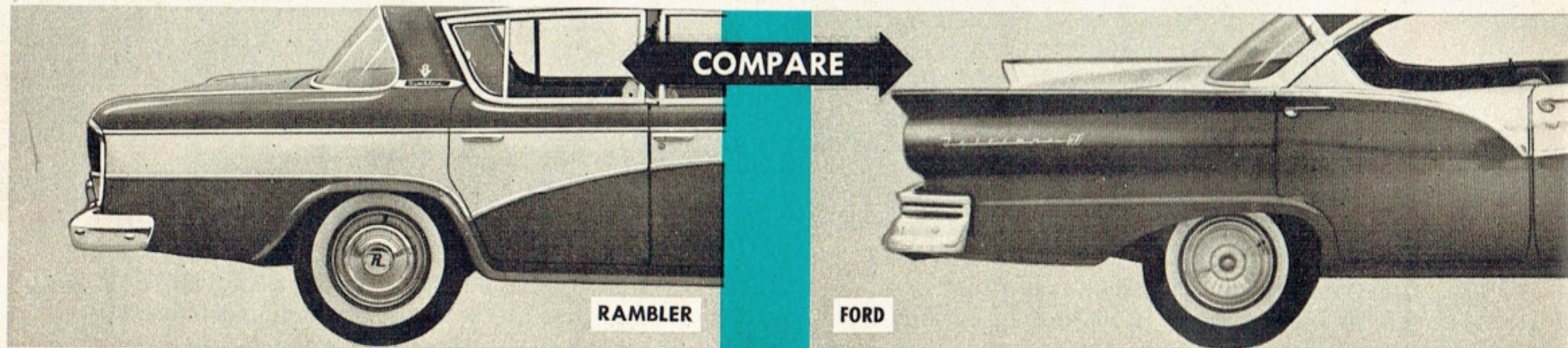


RESULT: Rustproofing and costly baked enamel keep this 1954 Rambler sparkling like new after 100,000 miles.



All Rambler Custom Models have rear vent windows to permit a constant flow of fresh air to the rear compartment.

In Plymouth and other cars, solid rear windows—without vent panes—admit no fresh air to rear seat passengers.

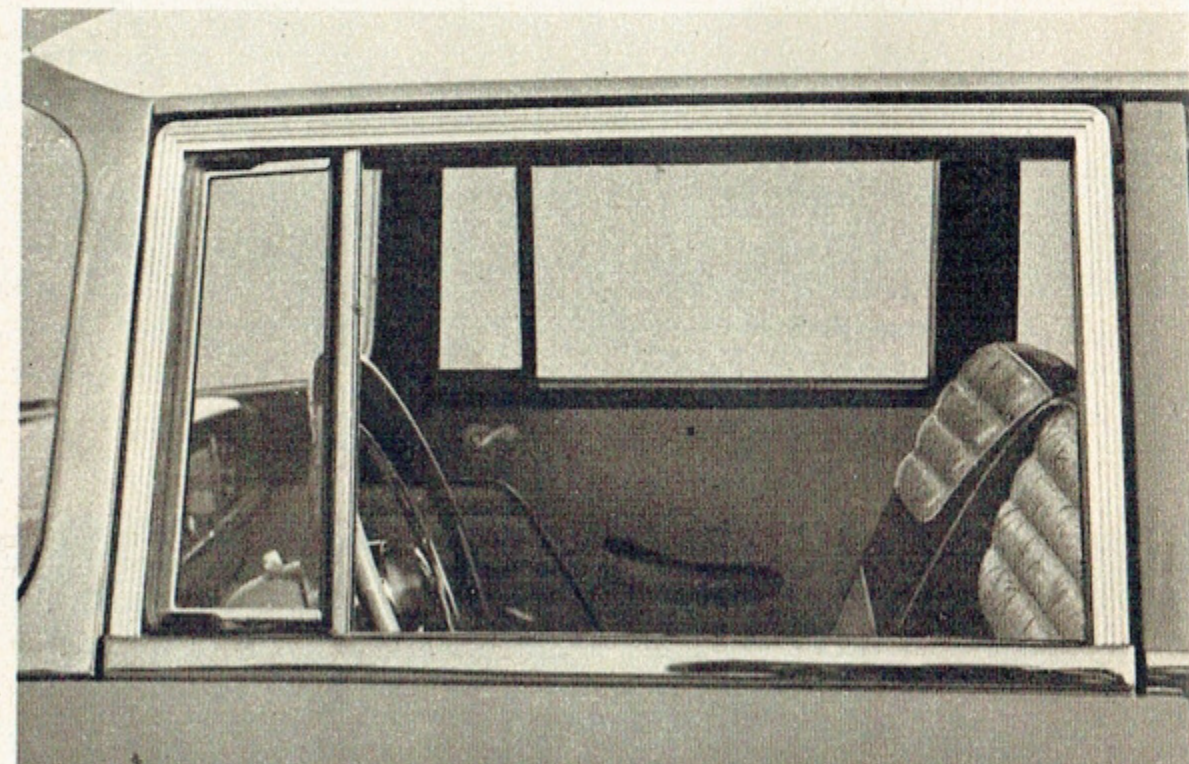


The trim rear-end treatment of the '57 Rambler permits this smart compact car to travel any road—fit any garage.

Excessive rear overhang of the 1957 Ford design is liable to drag on steep driveways. Makes off-highway touring hazardous.



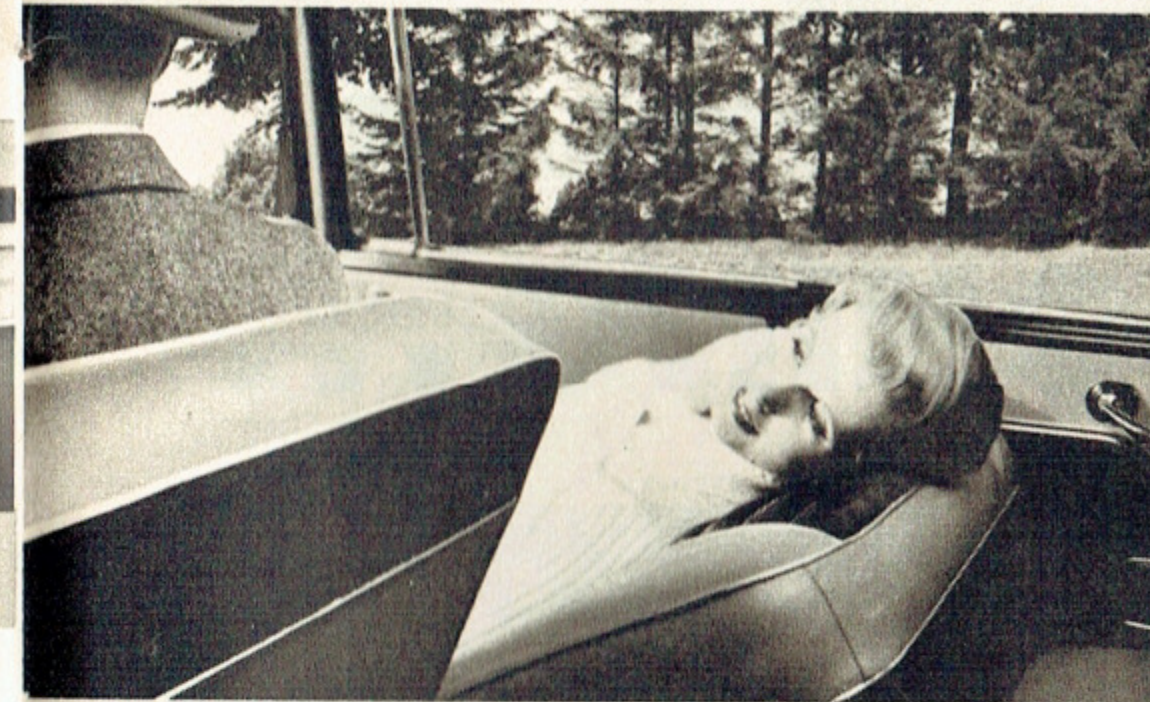
Famous Weather Eye Heating and ventilating acclaimed best by auto experts.



Rustproof aluminum window frames decrease weight, stay sparkling bright.



Enjoy New Travel Luxury! Airliner Reclining Seats, Twin Travel Beds



RAMBLER'S RECLINING SEAT, soon to be copied by the expensive Pontiac Safari, offers five comfortable positions.



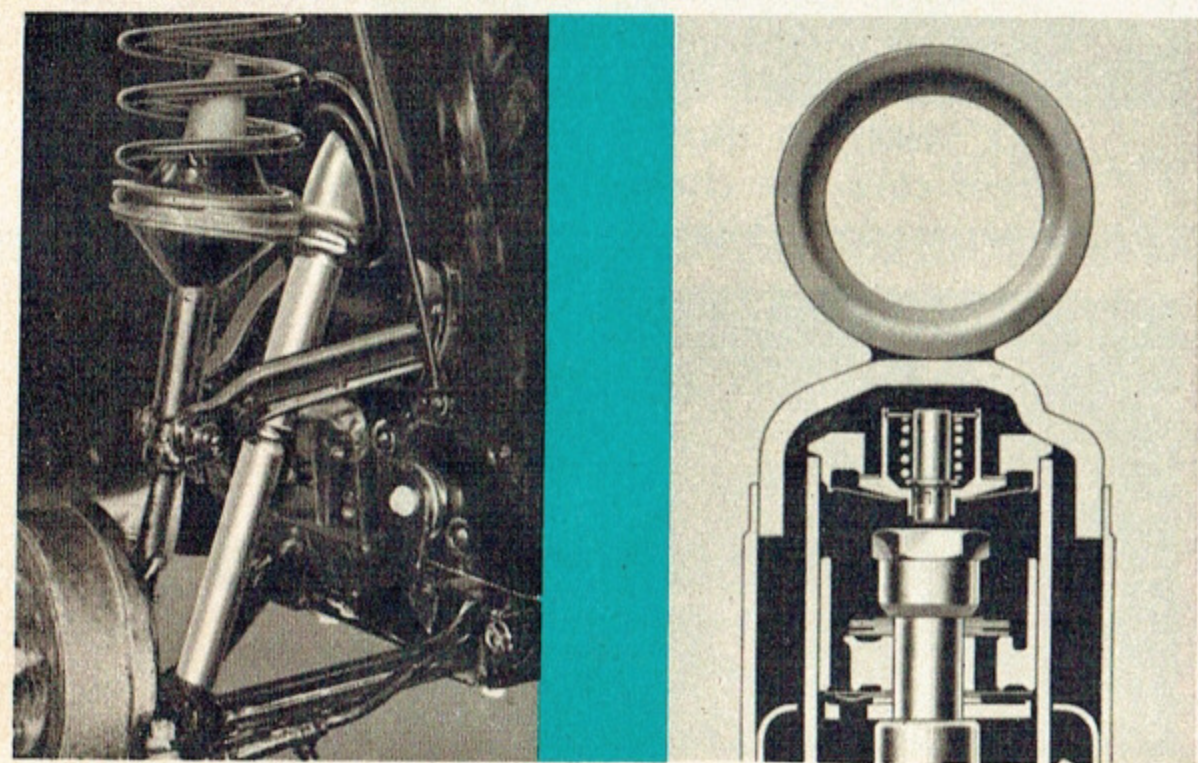
IMAGINE A CHAISE LONGUE in a car for "feet up" relaxation. That's just one of many comfortable positions that can be yours in Rambler.



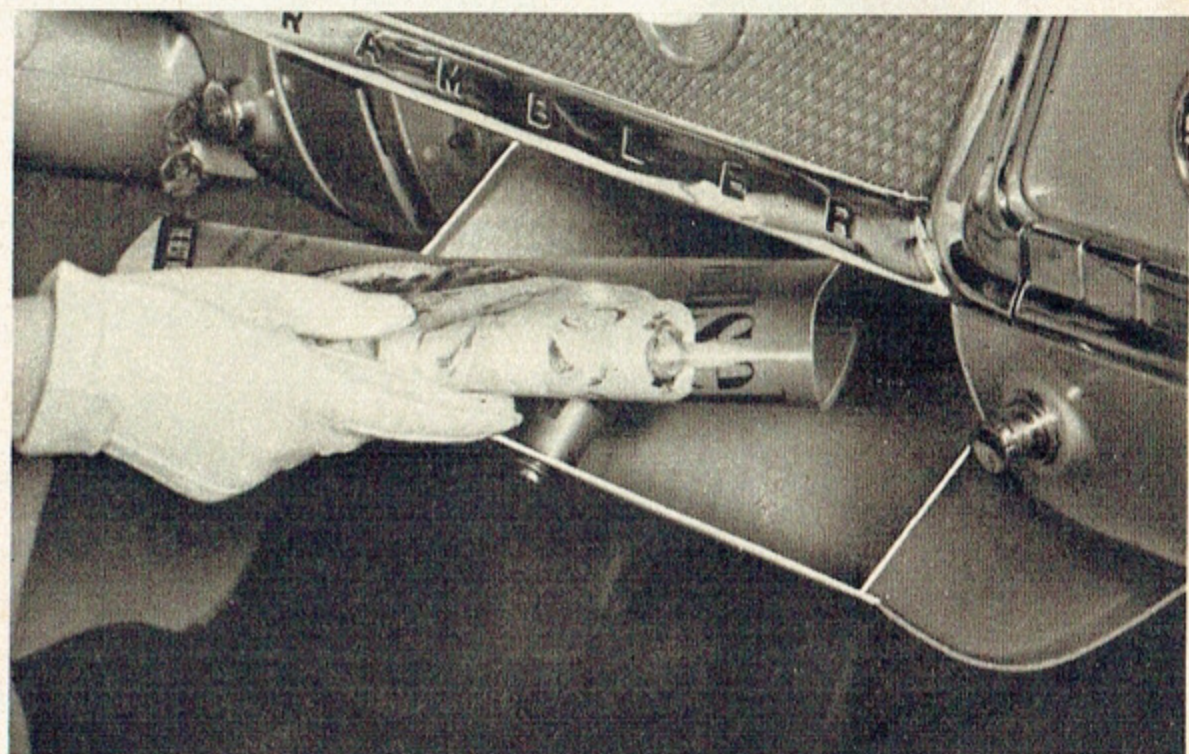
INSTANT "NAP COUCH" for the youngsters make even long trips a delight. No more frets or fidgets. They nap on schedule!



EMERGENCY AMBULANCE. Many doctors, police and fire officials choose Rambler for this life-saving feature!



Huskiest, weatherproof two-stage shock absorbers—constantly smooth.



Swing-Down Glove Drawer is another exclusive Rambler convenience!



NO WORRIES about "No Vacancy." With Rambler Twin Travel Beds you don't have to drive long hours looking for a room.



FATHER AND SON (or whole family)—fishing, hunting and camping trips are twice the fun. No bother with tents or cots.



Why swelter in summer?



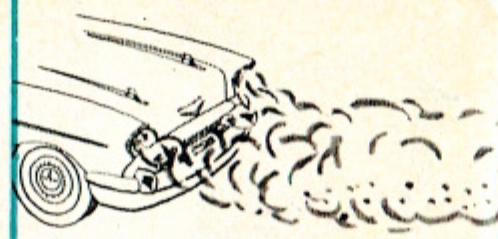
Why freeze in slow-warming cars?



Why arrive mussed and windblown?



Why rack your nerves with traffic noise?



Why risk monoxide fumes?

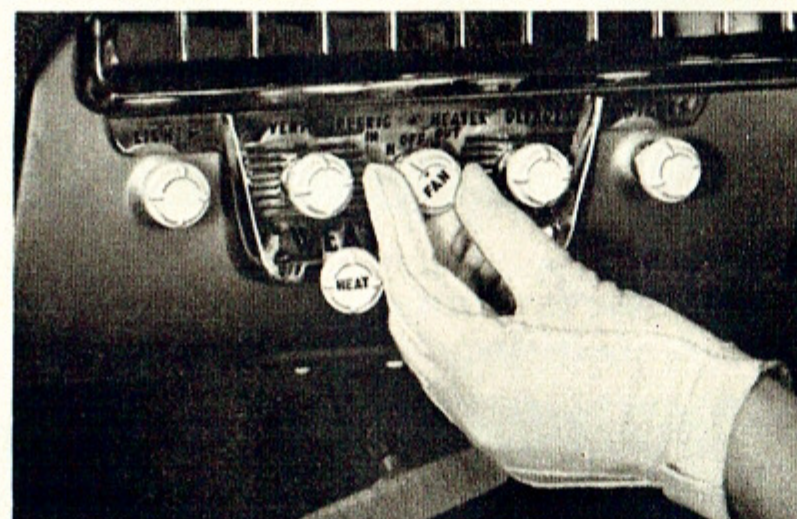
Rambler All-Season AIR CONDITIONING...



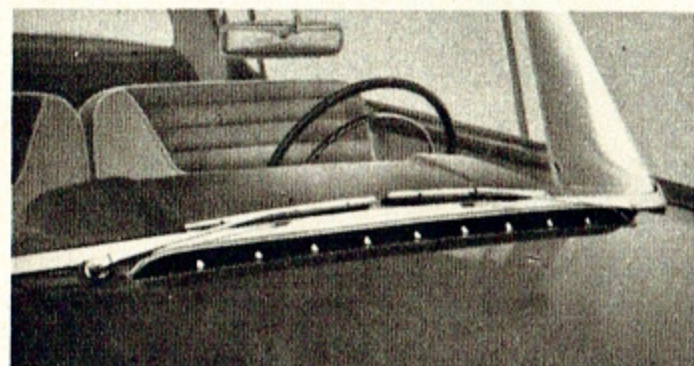
... is so much lower in price and adds so much to resale value, it may repay you most or all of its cost when you sell or trade!

It's astounding, but true! You can have refrigerated Air Conditioning in your new Rambler for only \$286 more than the cost of Weather Eye heating system alone. Yet, the Official Used Car Guide shows that substantial additional allowance is added to the value of a used car when it is equipped with air conditioning.

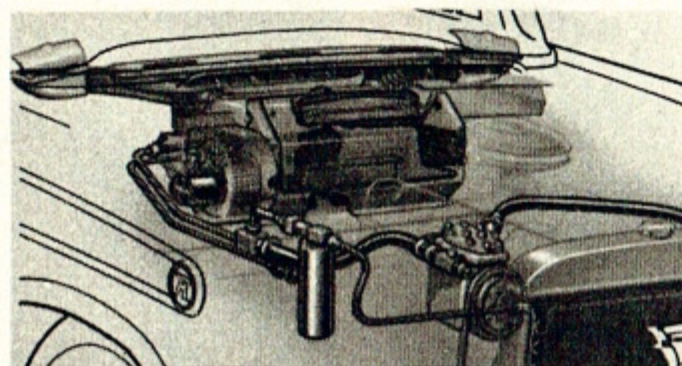
Now you can easily afford to give your family the greatest health, comfort and safety feature ever put in a car—American Motors All-Season Air Conditioning. Cools you faster in summer, warms you faster in winter, filters air all year around.



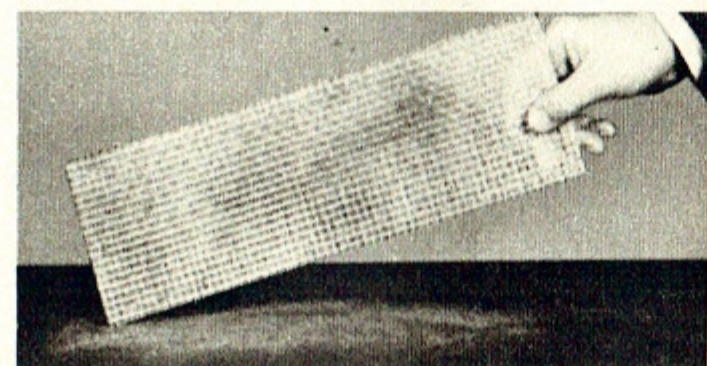
Simple controls. Year-round comfort with the flick of a finger.



Only the cleanest, freshest air comes in, cowl-high.



Everything up front, no wasted passenger or luggage space.



HAY FEVER? Replaceable Fiberglass filter screens most pollen.

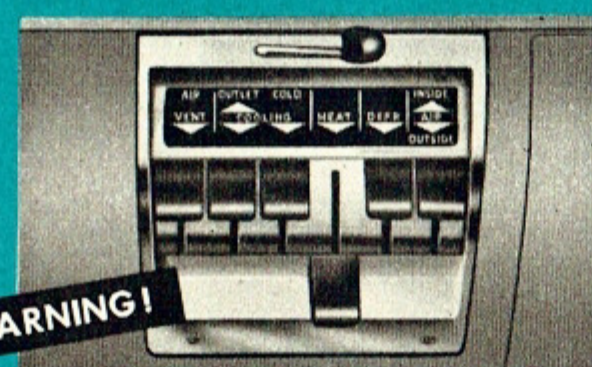
WATCH FOR HAZARDS OF OTHER SYSTEMS!



WARNING! Beware of carbon monoxide with front-end intakes.



WARNING! Garage-installed systems in trunk waste luggage space.



WARNING! Imagine trying to drive while fumbling with many controls!

If you want year 'round comfort for your family—

YOU'LL BUY AN AIR-CONDITIONED RAMBLER

Now Total the X-Ray Box Score For All the Low-Priced Cars

	RAMBLER	FORD	CHEVROLET	PLYMOUTH	STUDEBAKER
ALL NEW V-8 ENGINE SERIES	YES	NO	NO	NO	NO
4-DOOR HARDTOP	YES	YES	YES	YES	NO
HARDTOP 4-DOOR STATION WAGON	YES	NO	NO	NO	NO
COIL SPRINGS ON ALL 4 WHEELS	YES	NO	NO	NO	NO
TORQUE-TUBE DRIVE	YES	NO	NO	NO	NO
LOWEST PRICE, MODEL FOR MODEL	YES	NO	NO	NO	NO
HIGHEST OFFICIAL TRADE-IN VALUE	YES	NO	NO	NO	NO
UNITIZED, DOUBLE SAFE CONSTRUCTION	YES	NO	NO	NO	NO
SAFE, COWL-HIGH, FRESH-AIR INTAKE	YES	YES	NO	YES	NO
SWEPTBACK REAR WINDOW PILLARS	YES	NO	NO	NO	YES
SQUEEZE-TYPE DOOR HANDLES	YES	NO	NO	NO	NO
ONE-PIECE, DIE-CAST, RATTLEPROOF GRILLE	YES	NO	NO	NO	NO
HYDRA-MATIC DRIVE AVAILABLE	YES	NO	NO	NO	NO
TURNING DIAMETER	37' 6"	40' 1"	41' 6"	42' 5"	39'
BALL-AND-NEEDLE BEARING STEERING	YES	NO	NO	NO	YES
SPRINGS ABOVE CENTER OF GRAVITY	YES	NO	NO	NO	NO
SPRINGS BRACED OUTWARD	YES	NO	YES	NO	NO
SPRING RATE, FRONT & REAR, ABOUT EQUAL	YES	NO	NO	NO	NO
KINGPIN ELIMINATED	YES	YES	YES	YES	NO
SELECTO-LIFT STARTING	YES	NO	NO	NO	NO
AIRLINER RECLINING SEATS	YES	NO	NO	NO	NO
TWIN TRAVEL BEDS	YES	NO	NO	NO	NO
COIL-SPRING SEAT CONSTRUCTION	YES	NO	NO	YES	YES
DOUBLE-BAKED ENAMEL	YES	YES	NO	YES	YES
REAR DOOR VENT WINDOW (CUSTOM)	YES	NO	NO	NO	NO
DUAL-EXHAUSTS NO EXTRA COST (V-8)	YES	NO	NO	NO	NO
GENUINE LEATHER UPHOLSTERY AVAILABLE	YES	NO	NO	NO	NO
BAKED ENAMEL UNDERSIDE	YES	NO	NO	NO	NO
SWING-DOWN GLOVE DRAWER	YES	NO	NO	NO	NO
RUSTPROOF ALUMINUM WINDOW FRAMES	YES	NO	NO	NO	NO
FACTORY-INSTALLED AIR CONDITIONING—ALL MODELS	YES	NO	NO*	NO*	NO*
FILTERS AIR FOR HEATING, COOLING, VENTILATING	YES	NO	NO	YES	YES
ALL-SEASON AIR CONDITIONING LESS THAN \$286 MORE THAN COST OF HEATER ALONE	YES	NO	NO	NO	NO
FRONT HEAD ROOM	36.0"	34.9"	36.0"	35.3"	36.5"
FRONT SHOULDER ROOM	57.72"	57.6"	56.9"	60.5"	55.5"
FRONT LEG ROOM	43.0"	44.3"	44.7"	45.9"	42.5"
REAR HEAD ROOM	35.0"	33.6"	35.6"	34.2"	35.5"
REAR SHOULDER ROOM	57.62"	57.0"	56.4"	60.4"	54.5"
REAR LEG ROOM	42.0"	41.8"	39.8"	41.5"	39.0"

*V-8 Only.

The cold, impartial facts prove Rambler gives you greater safety, more comfort, easier handling, more usable room, smarter styling, better economy and performance—more of everything you want than other low-priced cars, yet Rambler is priced lower, model for model, than any other car in its field.

Rambler retains as much or more of its original value, as proved by latest official used car figures, than other low-priced cars.

If you want the best investment in cars... **YOU'LL BUY RAMBLER**

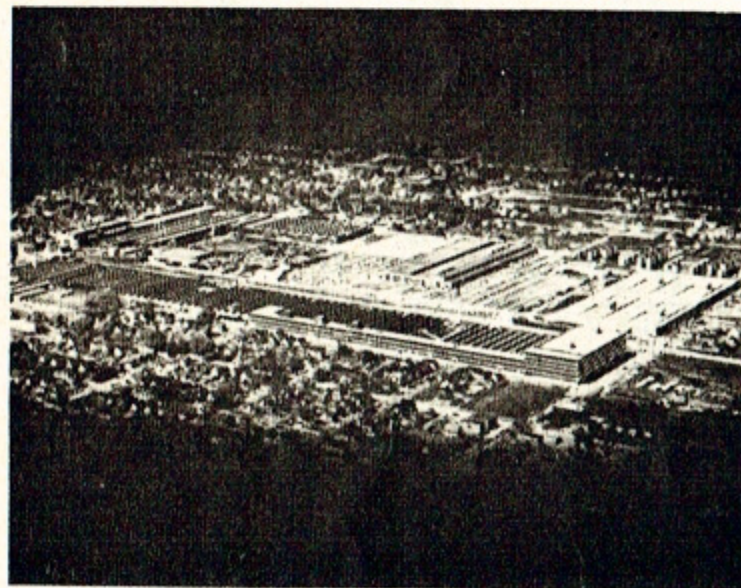
RAMBLER IS BUILT AND BACKED BY AMERICAN MOTORS

One of the 80 Largest Industrial Corporations

American Motors Corporation is among the 80 largest industrial corporations in the United States. It is one of the automobile industry's most diversified companies and is an important leader in world trade. The Appliance Division, which manufactures and

distributes Kelvinator and Leonard refrigerators, ranges and other household and commercial appliances, and ABC laundry equipment, is one of the world's largest. American Motors also has one of the largest financing organizations for appliance dealers.

A NATION-WIDE, WORLD-WIDE ORGANIZATION



KENOSHA, WISCONSIN

One of the world's most efficiently integrated automobile production plants.



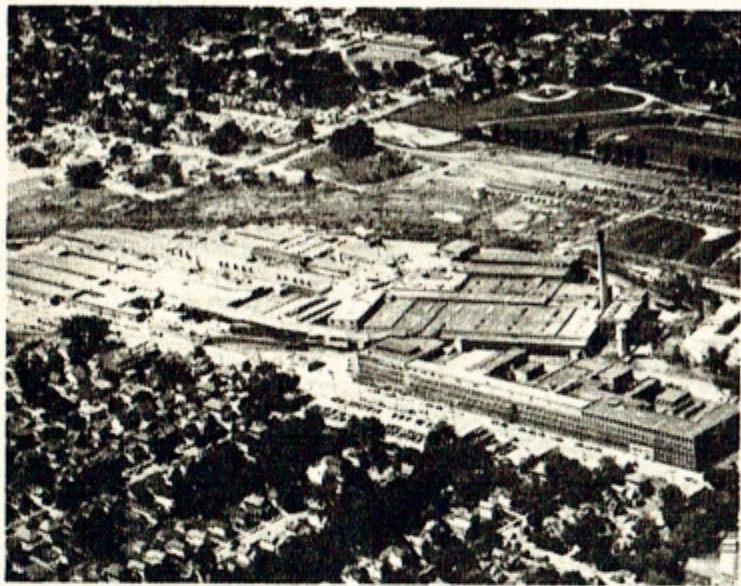
MILWAUKEE, WISCONSIN

One of the industry's largest auto body plants. Home of Single Unit Construction.



MILWAUKEE, WISCONSIN

Hub of a nation-wide network of modern parts warehouses and service training facilities.



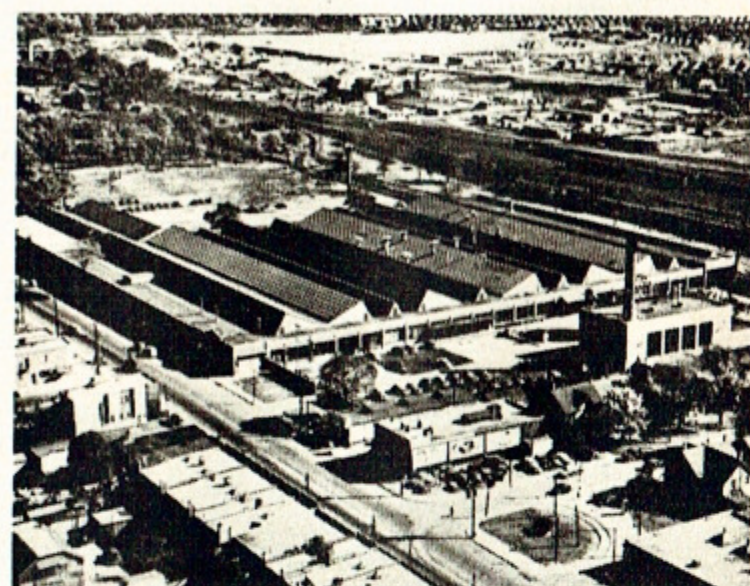
GRAND RAPIDS, MICHIGAN

One of the largest appliance plants in the world—Kelvinator.



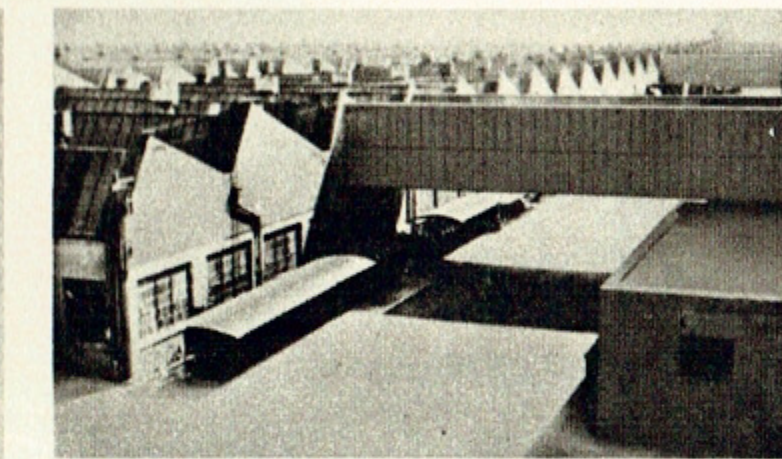
PEORIA, ILLINOIS

ABC, a pioneer leader in laundry equipment products.



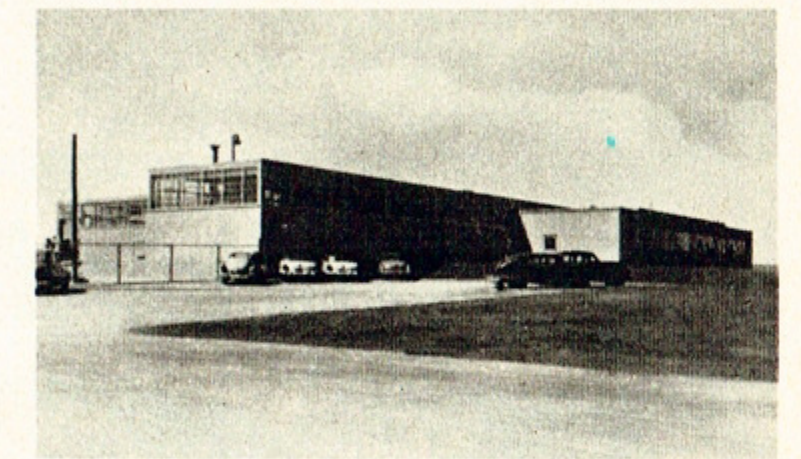
TORONTO, CANADA

American Motors Canadian automotive assembly plant.



CREWE, ENGLAND

Supplier of Kelvinator products to the sterling areas of the world.



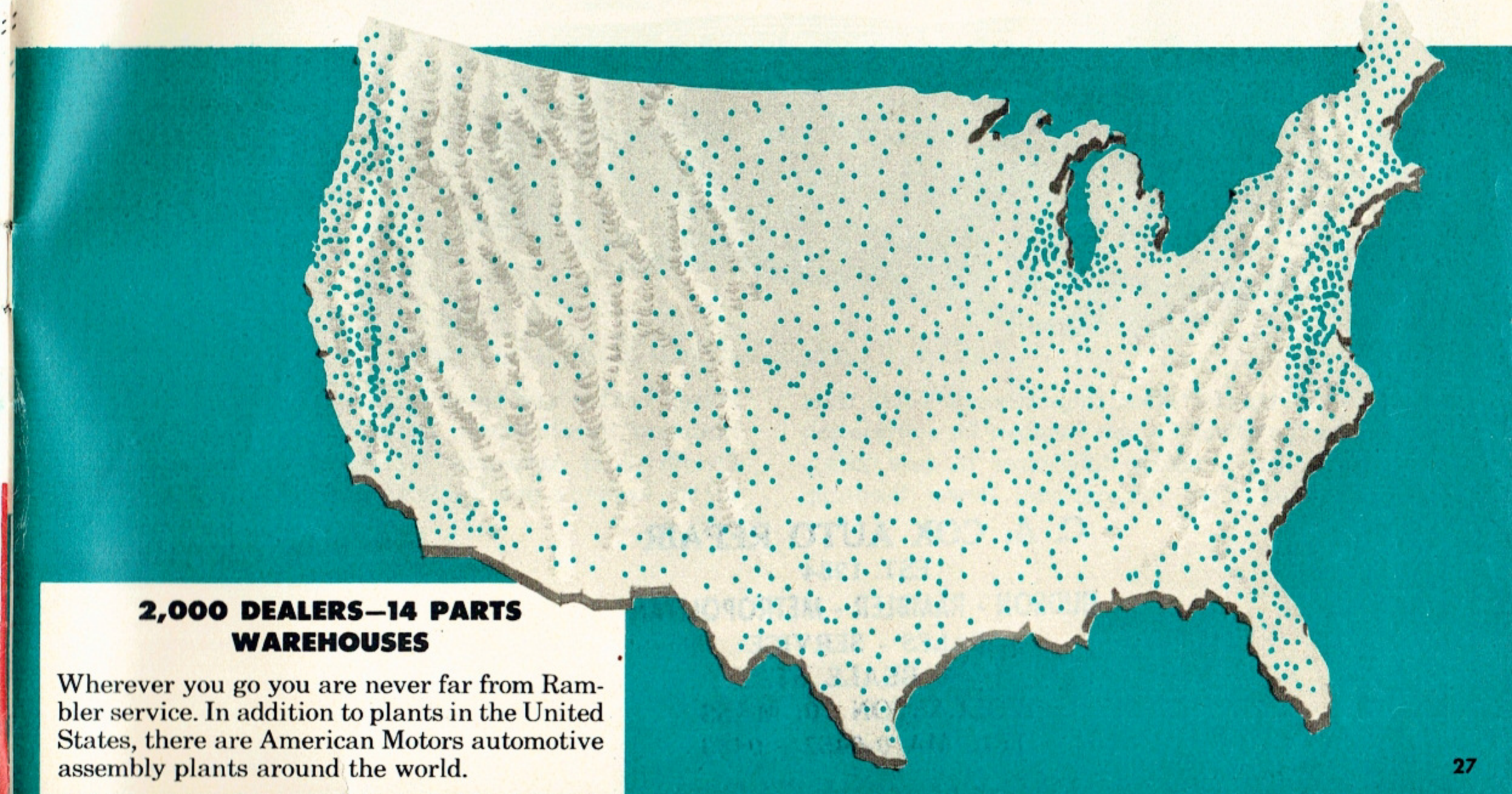
EVART, MICHIGAN

Leader in the manufacture of large molded plastic parts.

DETROIT HEADQUARTERS Central Office Management, Research, Engineering.

YOU CAN DEPEND ON AMERICAN MOTORS SERVICE

American Motors maintains service training schools, holds service clinics, trains dealer personnel to be experts in the servicing of *all* American Motors cars. You'll enjoy quick, expert service from your Rambler dealer's factory-trained mechanics.

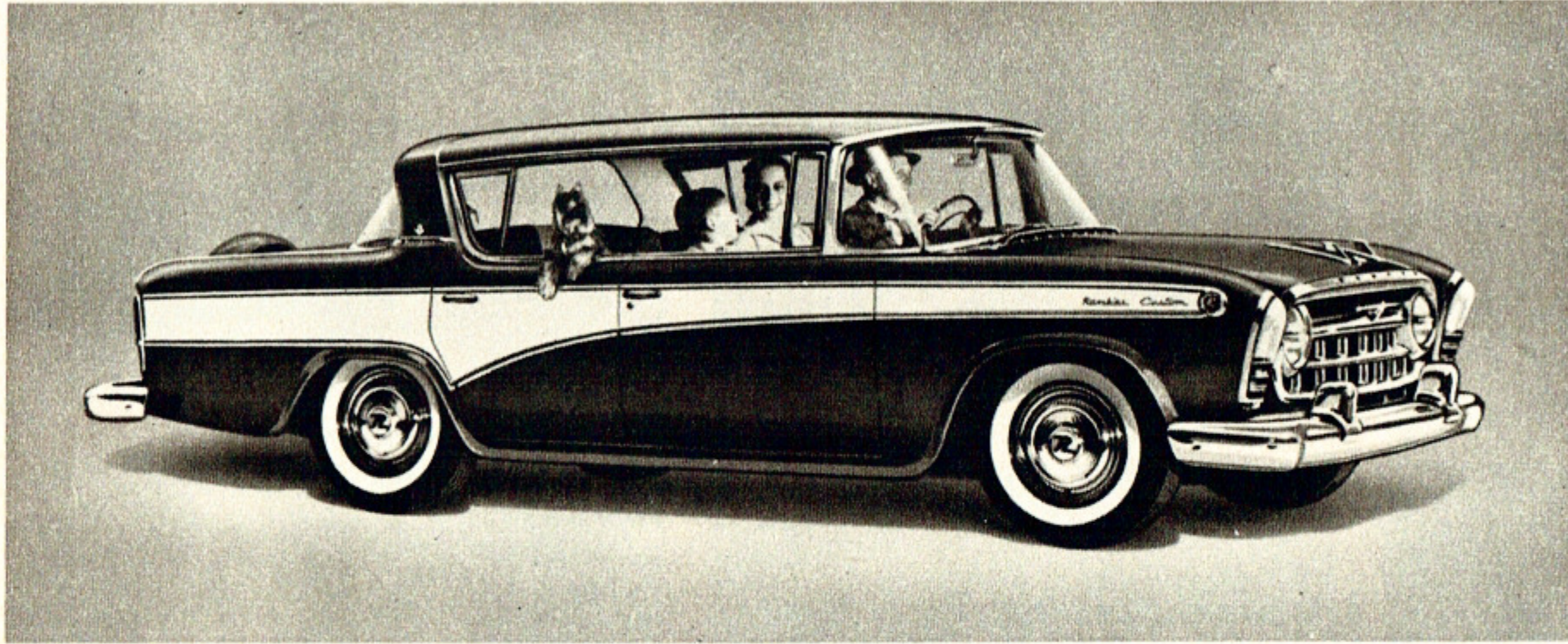


2,000 DEALERS—14 PARTS WAREHOUSES

Wherever you go you are never far from Rambler service. In addition to plants in the United States, there are American Motors automotive assembly plants around the world.

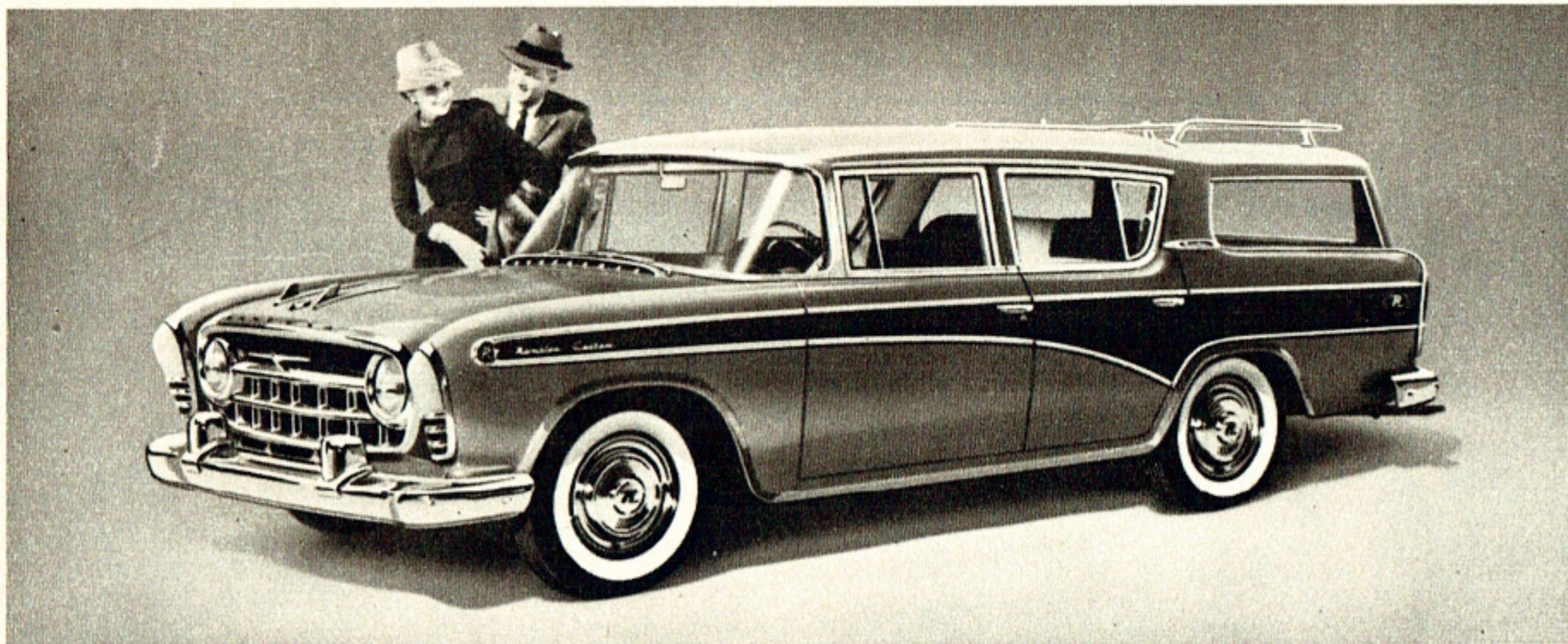


American Motors Means More For Americans



1957 RAMBLER
CUSTOM FOUR-DOOR HARDTOP

Get A Lift Out Of Going . . .
Go Rambler 6 or V-8



1957 RAMBLER
CROSS COUNTRY
STATION WAGON

Get the true facts from this authentic X-Ray, then take the wheel of a new Rambler for a revelation as to the amazing differences in cars today. Rambler offers you optional Power Steering,

Power Brakes and three transmission choices: Standard Synchromesh, gas-saving Automatic Overdrive, or Automatic Transmission. Ask us for the keys to a new Rambler now!