

1958

X-RAY

COMPARES THE LOW-PRICED CARS



It Pays To Trade Your
CHEVROLET
Now On A New
RAMBLER
During Our Special
Trade-In Week!
Read Why.....

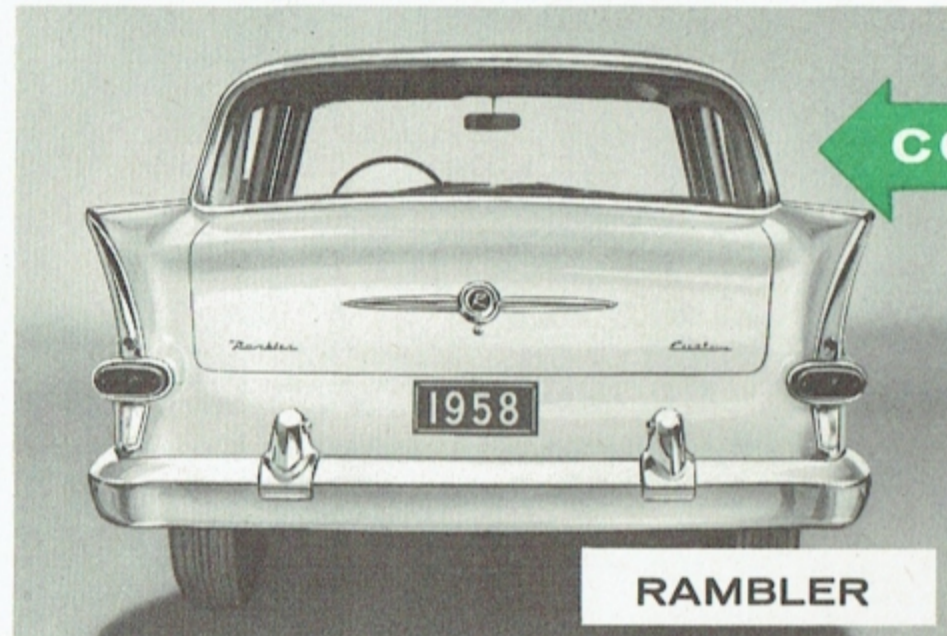
RAMBLER

OFFICIAL FACTS*

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

*From official literature of car makers and from automotive engineering publications.

The 1958 Automotive X-Ray Compares All Low-Price Cars Here Are A Few Of The Revealing Comparisons With Chevrolet

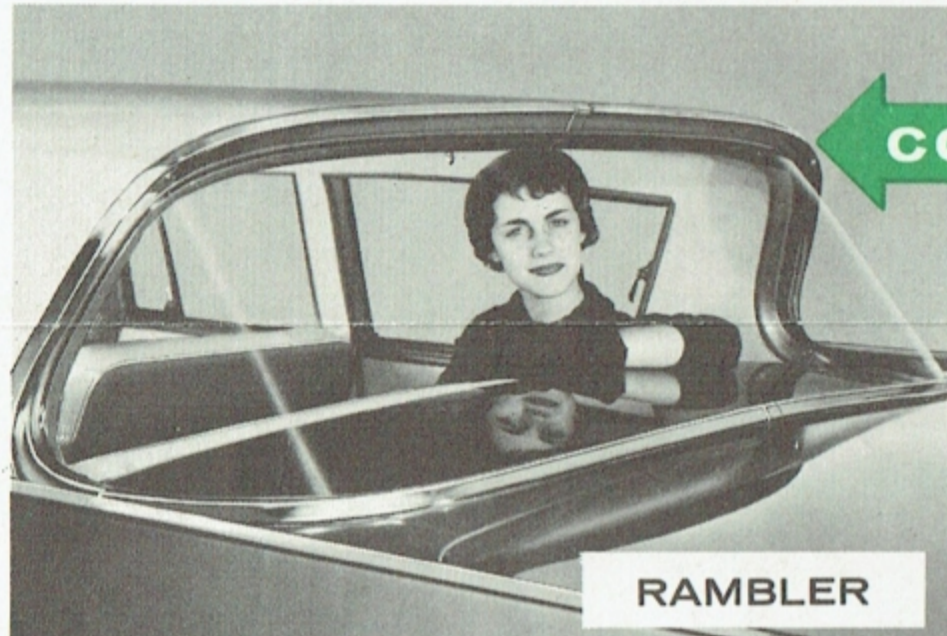


COMPARE



Rambler's vertical fin styling gives rear a smart, modern appearance. Extra wide trunk lid permits loading of packages and luggage with ease.

Lop-over fins increase width to 77.7 inches, about 4" wider than the '57 model, yet styling compromises force a trunk lid that makes loading difficult.



COMPARE



Rambler tops the Average of the Low-Priced Field for rear window width.

Chevrolet rear window has 22 square inches less glass area than Rambler.



COMPARE

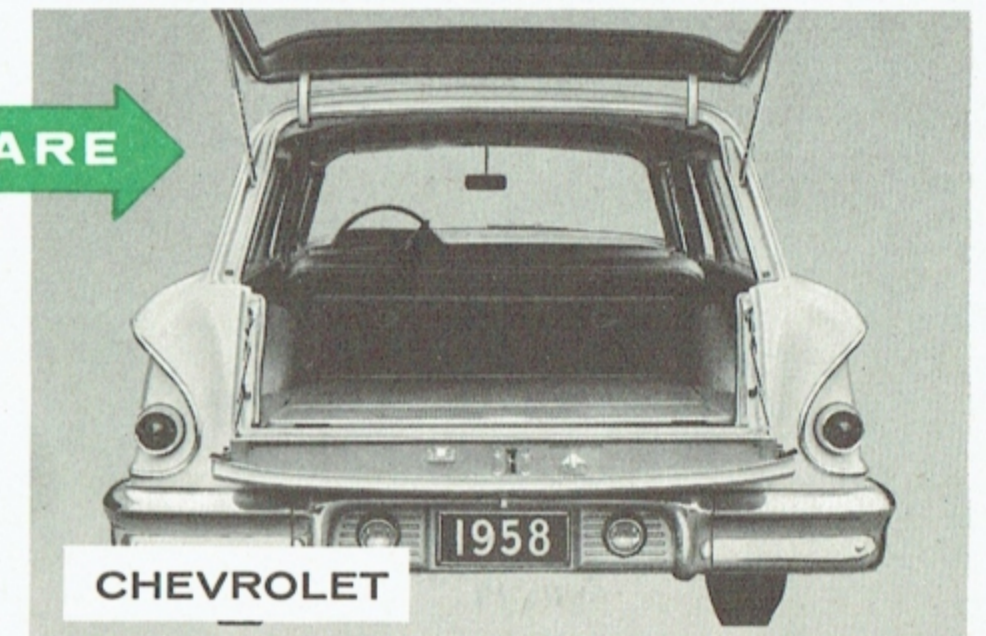


King-size Rambler luggage space holds as many as 2 more suitcases than other cars in the low price field. With the Continental Spare Tire Mount, you get more cubic feet of luggage storage.

Why leave needed gear at home? Excess sheet metal takes up outside storage space.

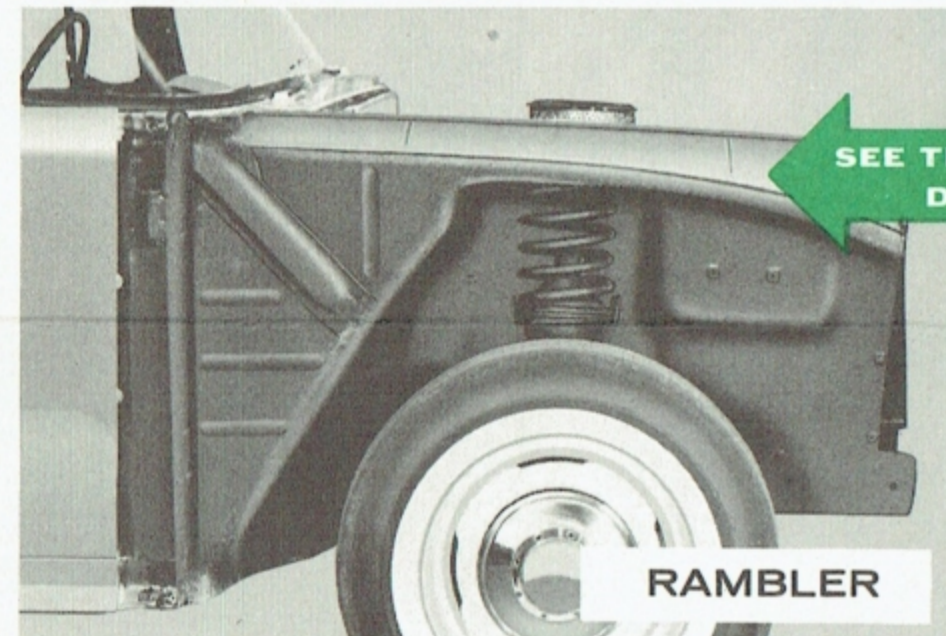


COMPARE

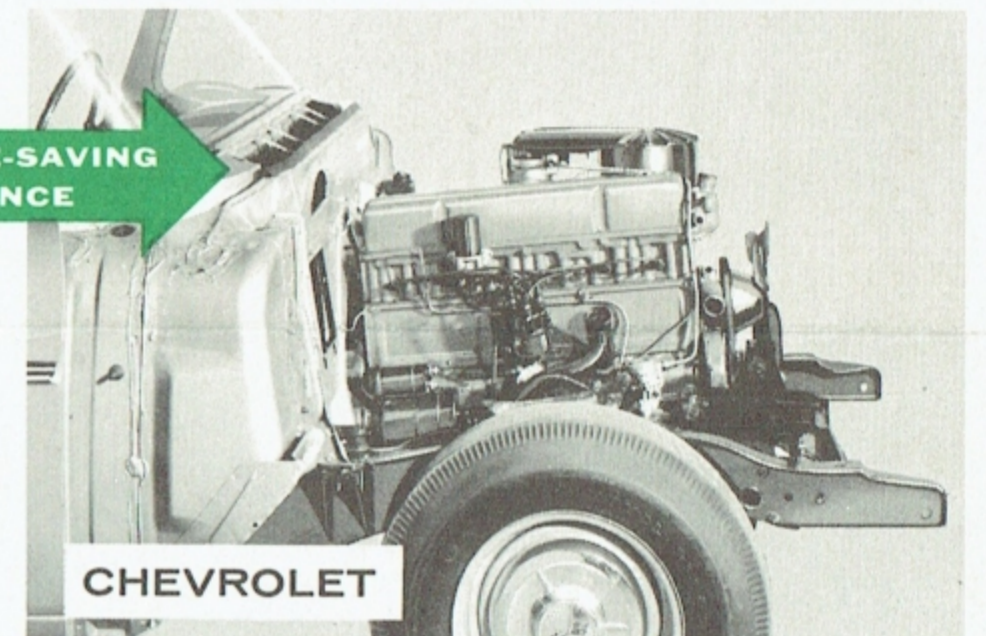


Rambler's tail-gate opening is nearly 4 feet wide with no hindering upper hinges or upper gate.

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

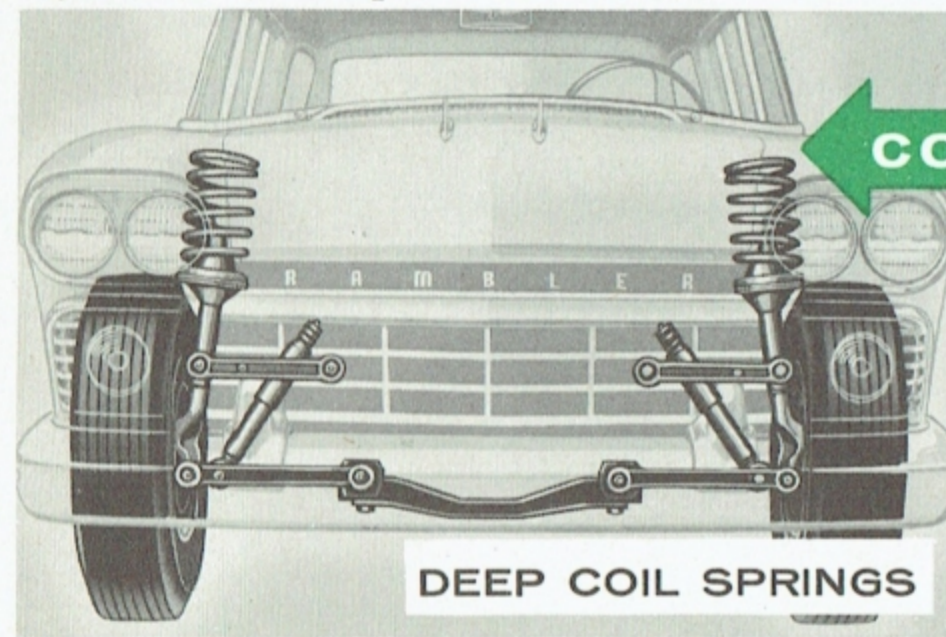


SEE THE LIFE-SAVING DIFFERENCE

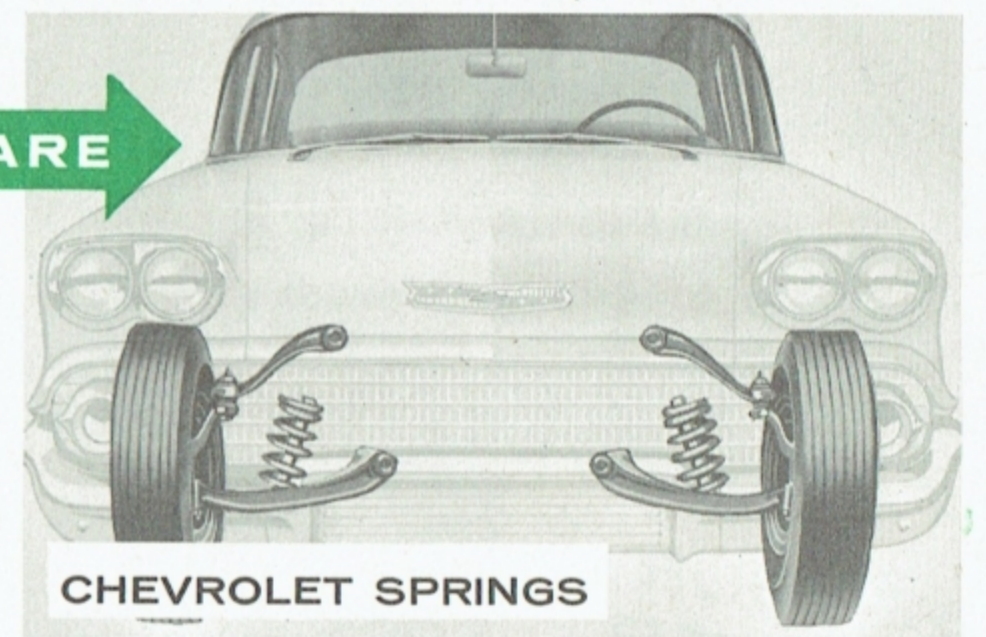


See how big box-sections extend forward from the massive box-girder cowl on each side of the Rambler engine to absorb impact.

Complete lack of protection above floor level against front-end impact in cars built the ordinary old-fashioned "nuts-and-bolts" way.



COMPARE



Rambler springs are "King size"—longer and direct-acting. They absorb shocks three times better, resist sway, give "sports car" cornering.

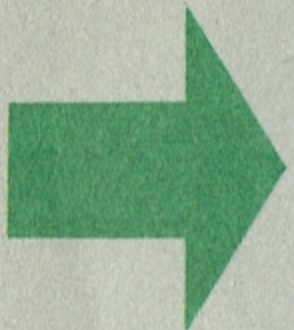
Short, stiff springs on other low-priced cars are set far in from the wheels because of old-fashioned construction. They cause a jolting ride.

Get More Car For Your Money — See **FREE** Offer On Reverse Side . . .

And All Other
Low-Price Cars
See Inside...

CHEVROLET
Superiority Over
PROVES RAMBLER

The **X-RAY**



*Point-By-Point the **X-RAY** Proves
RAMBLER Superiority Over CHEVROLET
and All Other Low-Price Cars...*

**BEFORE YOU BUY ANY NEW CAR
YOU OWE IT TO YOURSELF TO GET
YOUR FREE COPY OF THE 1958 X-RAY!**

**SEE YOUR
RAMBLER
DEALER
TODAY**
No Obligation!