

Every Day
More and More
FORD OWNERS
Are Trading Their Cars
For The New
1958 RAMBLER

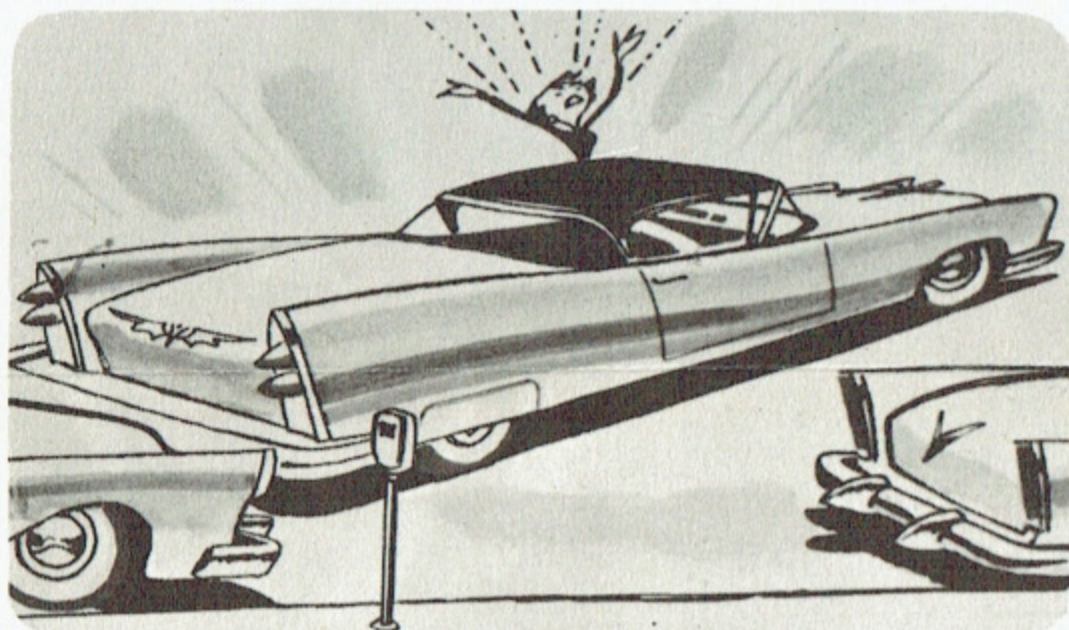
HERE'S WHY.....





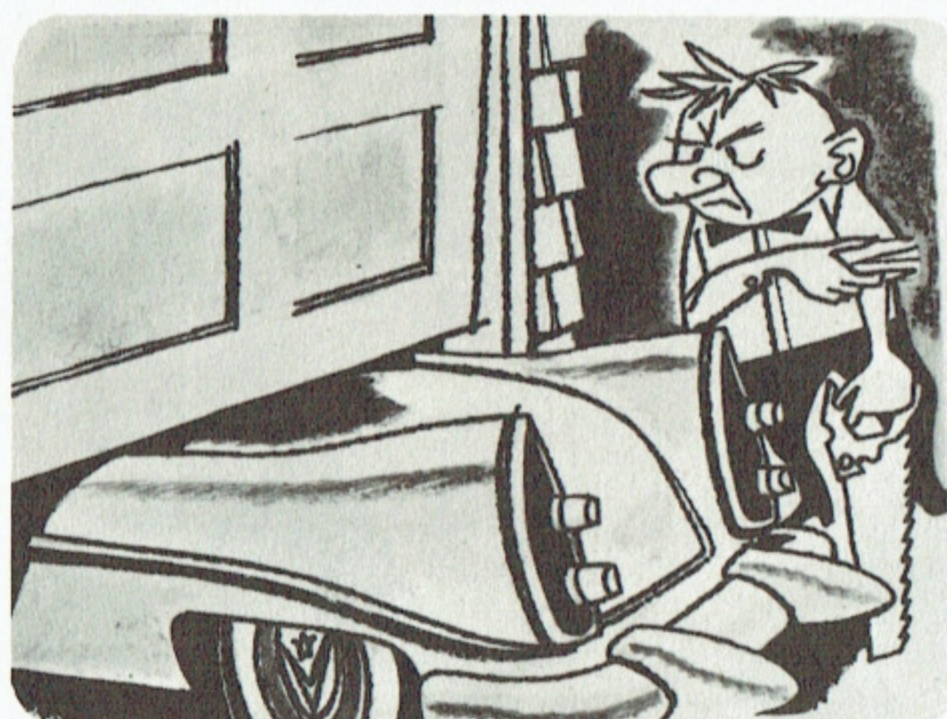
**RAMBLER COSTS LESS TO BUY
AND TO OPERATE . . .
BRINGS MORE WHEN YOU
TRADE OR SELL!**

Lowest first cost . . . lowest operating cost . . . high resale value . . . that's the interesting Rambler story. Model for model, Rambler costs less than other full size cars on the road. Official NASCAR records prove that Rambler 6 with overdrive holds the border-to-border and coast-to-coast economy records—only a penny-a-mile for regular grade gasoline. And official Used Car Guide Books show that Rambler has top resale value—month after month.



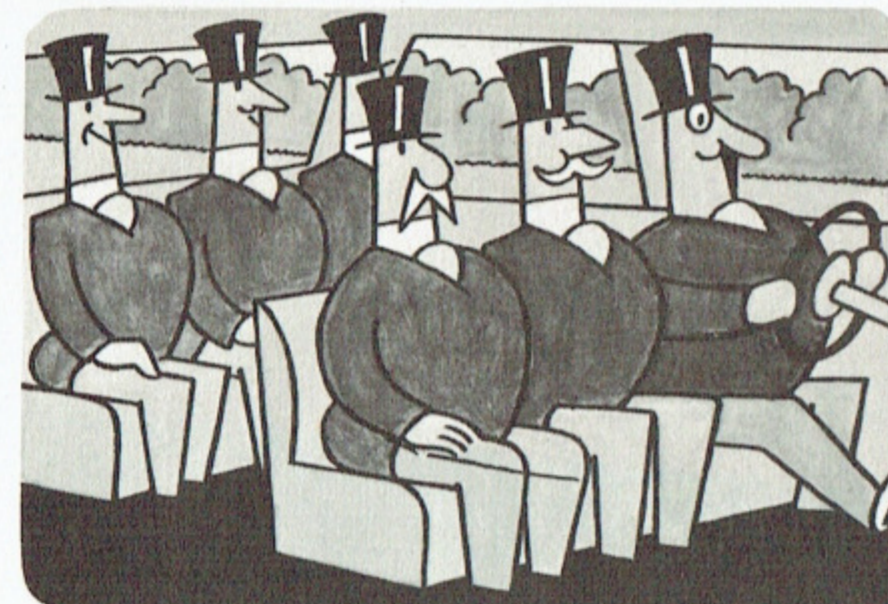
**RAMBLER IS EASIEST
TO PARK AND
HANDLE IN TRAFFIC!**

Compare your car with Rambler for real driving fun. Actually there is no comparison. Rambler can park in spots you have to pass up now. Rambler is more maneuverable in traffic . . . can be steered with mere fingertip control . . . brings real pleasure back to motoring. Just try it yourself. Take Rambler around the block . . . across town . . . out on the open highway. See the difference in Rambler driving. You'll be convinced.



**RAMBLER
FITS YOUR GARAGE!**

Are you faced with the problem of paying good money to increase the size of your family garage in order to house your car? Not if you are driving a Rambler. For, despite its generous interior room—Rambler is a compact car. You are not bothered with overgrown fins that stick out beyond the garage door . . . are easily damaged and expensive to repair. Rambler is tailored to modern driving.



**RAMBLER GIVES BIG CAR
ROOM, RIDE AND COMFORT**

We invite you to measure the interior roominess of Rambler with your present car. You will find that Rambler has a full measure of headroom, legroom, hip-room when compared with the other "3". With Deep Coil Springs on all 4 wheels and rubber-coated All-Coil Seat Springs, it is an exceptionally comfortable car. A ride will prove it to you.



**RAMBLER IS STRONGER,
SAFER, LONGER LASTING!**

Rambler is the only U.S. car—short of the Lincoln and Thunderbird—to offer the extra strength, safety and long life of Single Unit Construction. Some day all cars will be built this more modern way. With a single all-welded unit replacing a separate body-frame structure such as you have in your present car, you and your passenger ride surrounded by a safety belt of steel. And you are lastingly free of body-bolt squeaks and rattles. The X-Ray tells you why.

AND LOOK AT THESE ADDED RAMBLER EXCLUSIVES!



No matter what price you pay for a car, you can't get many of the features available to you in Rambler. For they belong to Rambler alone . . . features that mean more comfort, more driving satisfaction and greater safety. The X-RAY tells you about them all. Here are just a few Rambler exclusives . . .

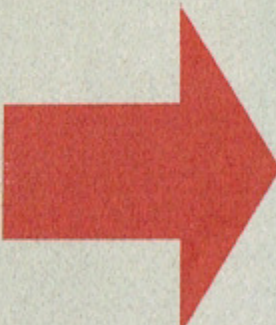
- ★ Airliner Reclining Seats that adjust to 5 comfortable positions . . . and Twin Travel Beds.
- ★ Deep-Coil Ride.
- ★ Weather Eye Heating and Ventilating.
- ★ Lowest-cost All-Season Air Conditioning.
- ★ Single Unit Construction.

The 1958 X-RAY Compares Rambler
Point-By-Point With
Other Low Price Cars!

IT'S FREE



FORD
Superiority Over
Proves RAMBLER



*Point-By-Point the **X-RAY** Proves
RAMBLER Superiority Over FORD
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!