

As Mr. Bright
Sees the New
'59 Cars

by B. TOBEY



He was shocked to see most '59 U.S. cars bigger and hungrier . . . foreign cars still too little and cramped. He saw the compact new '59 Rambler and cheered!



1959 RAMBLER CUSTOM CROSS COUNTRY. Brand-new edition of the top car success of the decade. Also in sedans and hardtops—Six or Rebel V-8. Priced to fit every budget.

ANNOUNCING RAMBLER FOR '59



LUXURIOUS 270 HP AMBASSADOR V-8 HARDTOP FOR '59. Also available in Sedans and Station Wagons.

THE COMPACT CAR WITH THE BEST OF BOTH: Big Car Room · Small Car Economy

Here's wonderful news from Rambler for '59. While other 1959 models grow bigger and bigger, hungrier and hungrier for gas—the compact Rambler alone gives you the best of both: *big car room with small car economy.*

For '59, America's top car success steps ahead again with new sleek styling, new models, new exclusive features—and even better economy. Yes, the nation's thriftiest six now offers even more miles per gallon with new gas-saving carburetion. There's new luxury the costliest cars can't match—Personalized Comfort that pampers your every whim. All pushbutton conveniences, too. See all the brilliant new Ramblers—sedans, hardtops, station wagons—at your Rambler dealer tomorrow.



NEW! Personalized Comfort! Front seats are sectional sofas that glide back and forth independently. Long legs and short legs—all have the legroom most comfortable for them.



NEW! Adjustable headrests optional with Airliner Reclining Seats for the most relaxing travel ever. An important new safety feature, too!



NEW! Rambler American Station Wagon, America's newest. Tops in economy. 100-inch wheelbase. Also in two-door club sedan models. Offers you a choice of fully automatic, standard or overdrive transmissions. Turns in 18-foot radius. Roomy comfort for five, plenty of cargo space. Quiet 90 HP Six with lots of pep.