

The World's Largest Builder of Compact Cars Announces

NEW RAMBLER FOR '60

The New Standard of Basic Excellence



MOST ADVANCED COMPACT CARS. Above is the new Rambler Cross Country, one of 17 new station wagons for 1960. 6 or V-8. At right is new Rambler 4-door Sedan.



BRAND-NEW 4-DOOR RAMBLER AMERICAN SEDAN for 1960 is here by popular demand. See American 2-door sedans, station wagons. Power Steering, Automatic Shift.



NEW AMBASSADOR V-8 BY RAMBLER, 1960's compact luxury car. Fits garages and parking spaces other medium-priced cars have outgrown. New improved economy.

YOU can see the most-imitated cars of the year—the brand-new Ramblers for 1960—at your dealer's now.

See America's smartest Compact* cars—ahead by 10 years and 25 billion happy owner miles. See styling that is entirely new and classically Rambler in its fresh, clean design. See completely new models no American car has offered before. See brand-new features—with many new improvements for 1960.

See the new cars with better balance: fine performance balanced with top economy . . . big car room balanced with small car handling ease . . . high quality balanced with low price.

Visit your Rambler dealer. See and drive the wonderful new Rambler models for 1960. Discover why Rambler is America's No. 1 success car.



3 WIDE SEATS, 5 BIG DOORS. The tailgate is a fifth door with outside key lock so children can't open from inside. Rear seat passengers step in—no scrambling over seats or tailgate.

**YOUR
RAMBLER
DOLLAR
IS A
BIGGER
DOLLAR**



**ONLY RAMBLER
GIVES YOU THE BEST OF BOTH:**



**Big car room and
comfort**



**Small car economy
and handling ease**

*Trademark American Motors

See the New Standard of Basic Excellence tomorrow at your nearby Rambler Dealer