## ANNOUNCING RAMBLER

## with the Power and Economy News of '57!

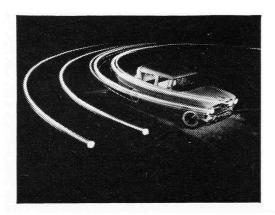


## Like Volume and Profit?

SELL RAMBLER!



Americans in the new Rambler. Actually more head room, more hip room, more leg room than the average of all other low-priced cars.



U-turns are a cinch! Rambler can turn around in streets too narrow for other cars . . . park with ease in spaces other cars pass by . . . take "hairpin" curves on an even keel.

Never before has any new-car franchise offered the opportunity that Rambler does. For Rambler is America's fastest growing car in popularity. Sales figures prove it. In 1956, while the industry average showed a general sales decline, Rambler actually improved its market position!

For '57, with crisp new styling and two great engine choicesan improved Economy 6 and a new, American-Motors-built 190H.P. V-8—Rambler will have even greater appeal. And Rambler alone offers the incomparable handling ease and economy of the small European cars PLUS all of the comfort and luxury of big American cars.

Why not look into the profit potential presented by Rambler. Call or write Dealer Development Department, American Motors Corp., Detroit 32, Michigan, for complete details—in confidence.

Now More Than Ever...

## IT PAYS TO SELL

American Motors Means More For Americans

