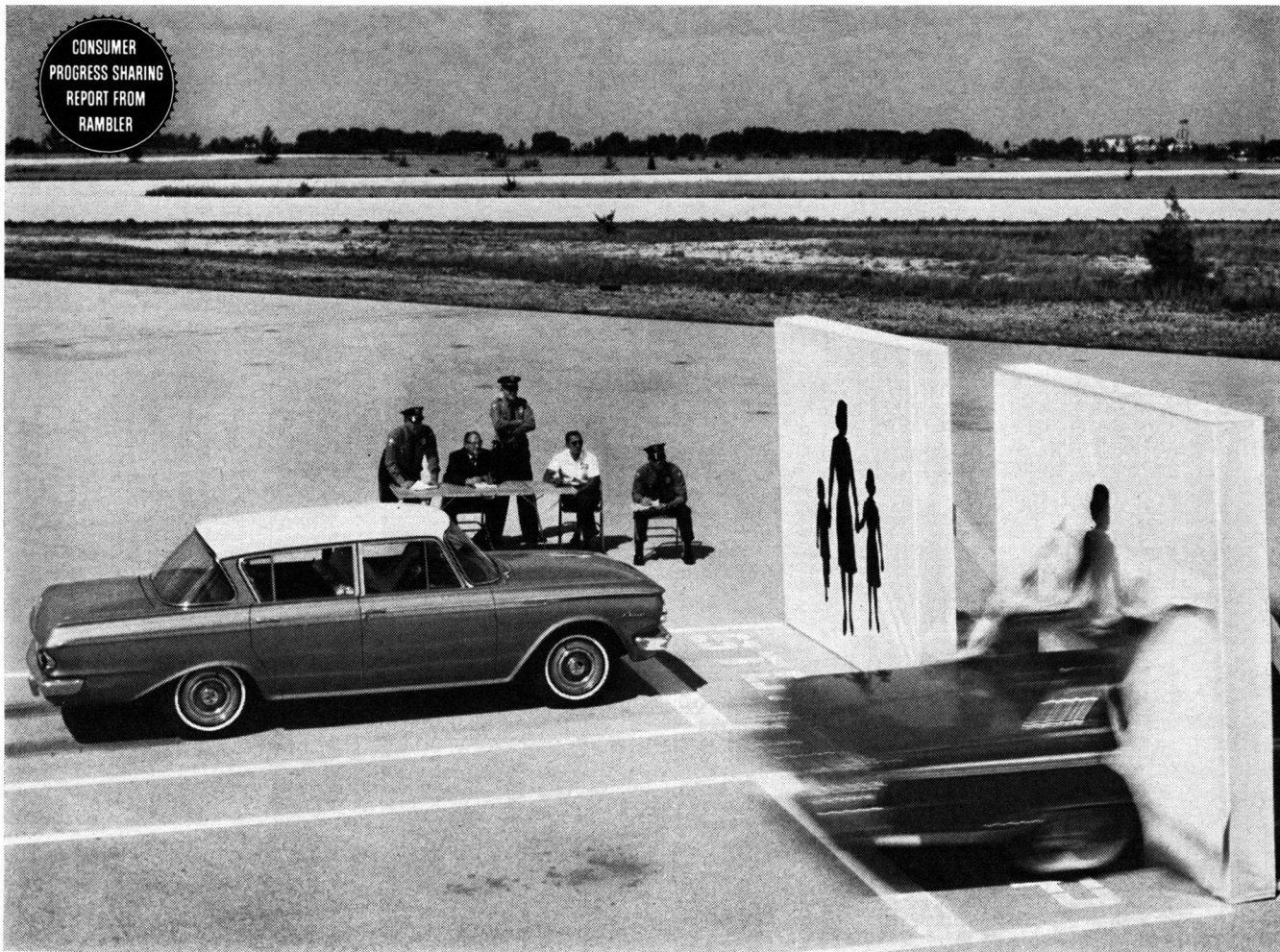
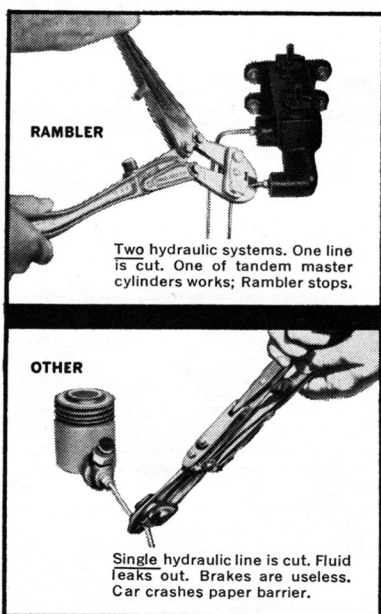


CONSUMER
PROGRESS SHARING
REPORT FROM
RAMBLER



Why wait for the law to make these new brakes a "must"?



This dramatic test, supervised by the Metropolitan Public Safety Dept., Dade County, Miami, Florida, shows how Rambler's Double-Safety Brakes stop when others fail. (See photos at left.) These standard production-line '62 cars started together, braked together.

The law may require brakes like Rambler's on all cars someday. Today, they're *standard equipment* on Rambler (and Cadillac, no other U.S. cars). One of 102 improvements that make Rambler an obviously better value in product and price.

All these benefits are made possible because Rambler avoids the useless kind of annual styling changes and concentrates on basic improvements.

This has earned Rambler the best record of owner loyalty in the whole automobile industry.

You get quality in every detail, not just where it shows. As the famous auto expert Tom McCahill of *Mechanix Illustrated* says, "I've never met a Rambler owner who wasn't satisfied—a statement I can't make about any other car."

The free X-Ray Books at your Rambler dealer's prove Rambler gives you an estimated value bonus of up to \$434 over competitors. Join the Trade Parade to Rambler. See why more people are switching from other makes to Rambler than ever before—why sales this model year are the highest in history.

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