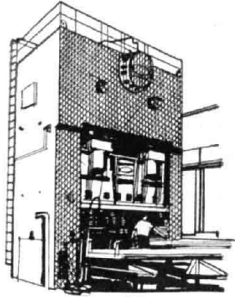
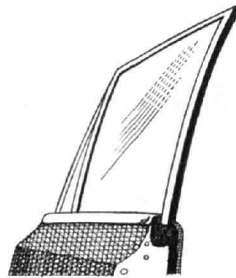


# How to build your own totally new Rambler American '64



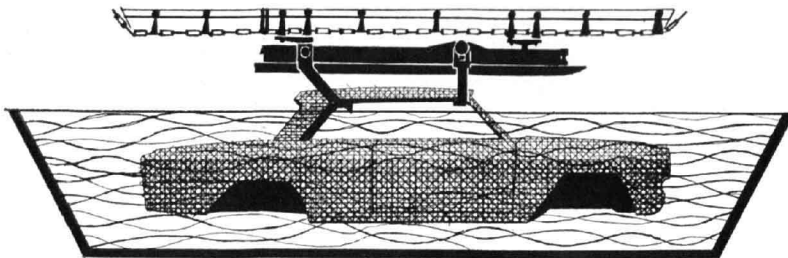
Use an 800-ton capacity press to stamp out massive one-piece unisides. (This Advanced Unit Construction defies strains that cause squeaks and rattles.)



Get curved-glass side windows like you'll find in no other car in its class. (They let doors curve right up into the roof for easier entrance and easier exit.)



Devise an exclusive new kind of front-end suspension with many parts lubricated for life. (Get an amazingly smoother, quieter ride as a bonus.)



String up a conveyor system to deep-dip car bodies—right to the roofline—in a monster tank containing 12,000 gallons of rustproofing primer paint. (Most other car makers settle for spray-on rustproofing.)



Add Double-Safety Brakes for doubled security. (With separate braking systems, front and rear, you can stop when other cars can't.)



New American 440-H hardtop

Dress all these advances beneath the head-turning beauty of the all-new Rambler American for '64. (The new economy king finds room for 6 adults—has the shortest turning diameter in the industry.)

**P.S.** And with all this, Rambler American is still America's lowest-priced\* car!

\*Price comparison based on manufacturers' suggested retail prices.

## Insist on more in '64—go Rambler

Rambler American • Rambler Classic 6 or V-8 • Rambler Ambassador V-8

Watch the Danny Kaye Show on CBS-TV, Wednesday Evenings