

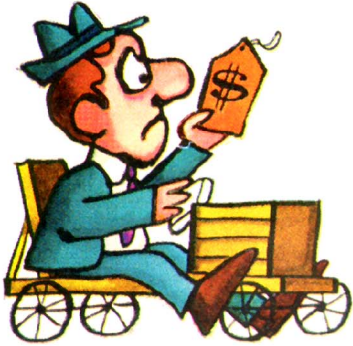
Tired of stoop and squeeze?

You're right to be fed up with low-bend entrances and too-snug seating. That's why Rambler is big inside—trim outside. That's why Rambler gives you curved-glass side windows which permit the doors to curve up into the roof for easy entry and exit.



Straitjacket seats?

Why sit stiff and straight for hours on end on a seat that gives you that walled-in feeling? Unwind! Stretch out! Ride in Rambler *reclining* seats! They're low-cost options; can be had with headrests. And they're so relaxing—and great for en route snoozing!



Why pay a luxury price for a "Plain Jane" car?

Finding car prices a bit hair-raising? Relax! Luxury *can* carry a small price tag. Example: A luxurious Rambler with smart bucket seats and console, spacious interior—even extra-comfort coil springs in seat cushions—costs you less than many cars that have ordinary seats and flat-wire zigzag seat springs.



Casual workmanship?

Jittery about peek-a-boo door joints? Join the hundreds of thousands who go for Rambler because of the tight and solid Rambler body, the snug door fit, the freedom from squeaks and rattles. (Each worker helps build each Rambler as if he were going to own it himself!)

Rambler—No. 1 in usefulness to the user

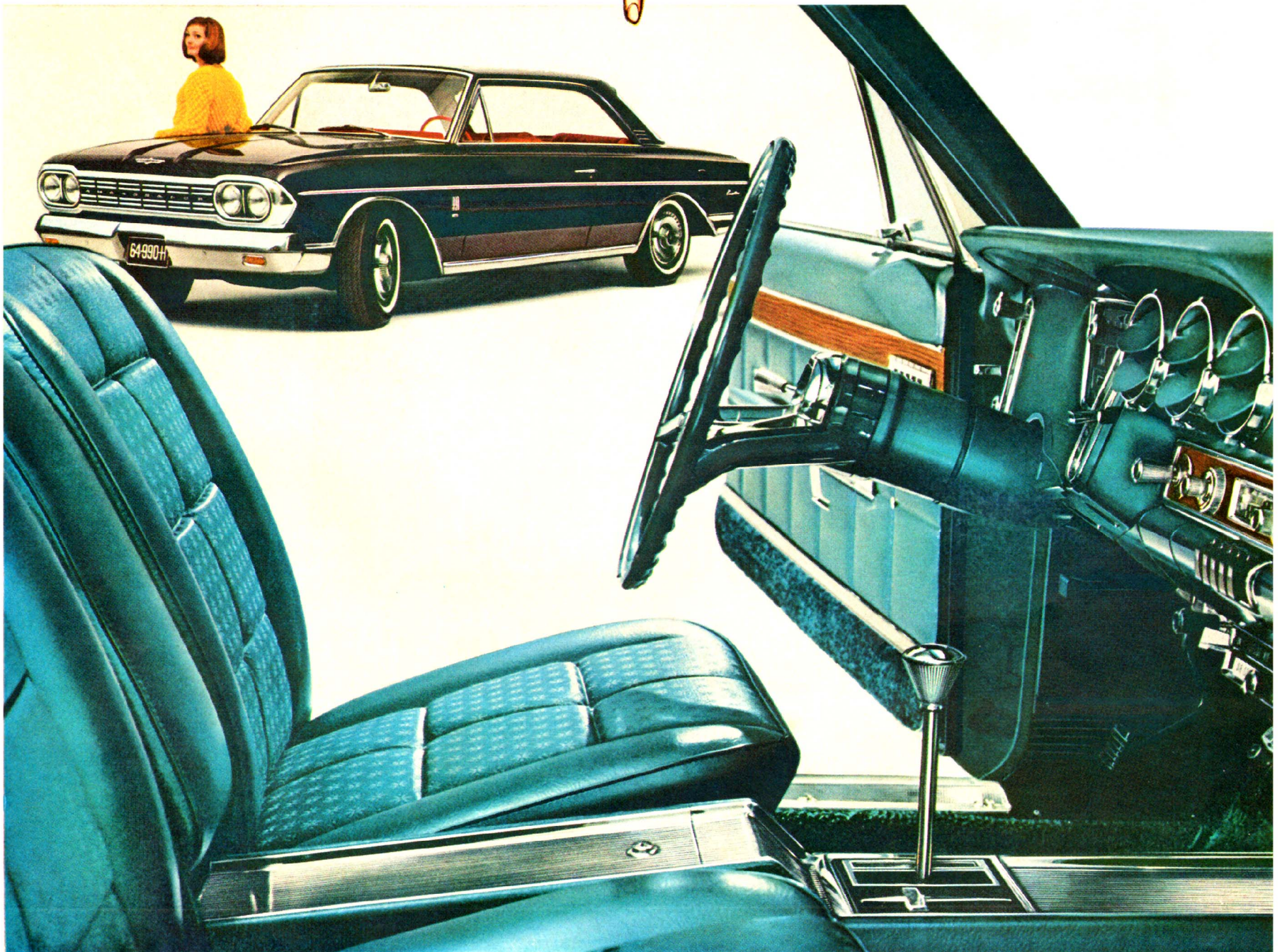
Here are solid Rambler values, like rattle-free Advanced Unit Construction, combined with luxury matching anything on the road. And you get it in a high-performance Ambassador V-8 at a popular price.



Rambler '64

NO. 1 IN COMPACT-CAR SALES—AMERICAN • CLASSIC 6 or V-8 • AMBASSADOR V-8

Watch the Danny Kaye Show on CBS-TV, 10:00-11:00 P.M., EST, Wednesdays



Magnificently new for '64, the Rambler Ambassador 990-H hardtop comes with reclining bucket seats, console, center armrests front and rear, and

270-hp V-8 as standard. Shift-Command automatic floor shift, Adjust-O-Tilt 7-position steering wheel, optional. Insist on more in '64... go Rambler!