

An unfair comparison between

Because the Ambassador comes with air conditioning standard, we thought it much too unfair to compare it to the Chevrolet Impala or the Ford Galaxie, which list for about the same price.

So we chose the renowned Rolls-Royce Silver Shadow 4-door Saloon for our comparison.

It goes without saying that the Silver Shadow, which costs \$19,600, is impeccably built. And we wouldn't have the effrontery

to suggest that our Ambassador, which lists for \$2918, is built from Rolls-Royce parts.

But the Rolls-Royce, like the Ambassador, comes with air conditioning standard. The similarity doesn't end there.

The Rolls-Royce has individually adjustable reclining seats. They're available as an option on the Ambassador.

The Rolls-Royce has unit body construction. So does the Ambassador.

the Rolls-Royce and the Ambassador.

The Rolls-Royce has less headroom than a Cadillac. The Ambassador has more.

The Rolls-Royce uses coil springs in its seats. So does the Ambassador. The Rolls-Royce has deep-dip rustproofing. So does the Ambassador.

Most American cars don't have all of these things. For economy reasons, mostly. And we understand.

But the Ambassador is the finest car we make.

And when you pay \$2918 for an automobile, we feel you have every right to all the comfort, luxury and value we can give you.

Not everyone can afford a Rolls.

American Motors

Ambassador • Rebel • Rambler American • Javelin • And the new AMX



The Rolls-Royce Silver Shadow



The Ambassador DPL