

IRA L. & A. C. BERK
Sudbaker - Morris - Rambler
116 WICKHAM ST. VALLEY
PHONE 53561 BRISBANE

*The New Standard Of Basic Excellence
In Compact Cars For 1960*



RAMBLER



1960 RAMBLER CUSTOM 4-DOOR SEDAN—ECONOMY 6 OR REBEL V-8 ENGINES



1960 RAMBLER SIX DELUXE 4-DOOR SEDAN

*RAMBLER—more compact than ever
with new advanced styling*

Rambler offers greater value than ever for 1960. That's because you get so much more in quality, economy, performance and trouble-free operation.

Here is new styling—economy carburetion for more miles per gallon on regular grade fuel—new compact handling ease.

On every score, Rambler brings you 1960's best balanced values. Drive Rambler today and discover why it's America's No. 1 Success Car.



LUXURIOUS 1960 AMBASSADOR V-8 CUSTOM COUNTRY CLUB 4-DOOR HARDTOP . . . SUPER AND CUSTOM 4-DOOR SEDAN ALSO OFFERED



NEW DISTINGUISHED DECOR characterizes the impeccable Ambassador upholstery and trims. The interior motifs harmonize with the exterior body colors to offer a decorator-styled appearance that bespeaks true luxury.

*The Compact Luxury Car—
1960 AMBASSADOR V-8 by Rambler*

The New 1960 Ambassador proudly presents its credentials.

This distinguished automobile proves conclusively that a luxury car need not be big, bulky, hard to handle and park . . . expensive to buy and operate.

Ambassador offers the ultimate in tasteful elegance . . . the peak in comfort and refinement, yet its compact dimensions make it a genuine pleasure to drive, park and garage.

The 250 H.P. Ambassador V-8 engine gives this luxury car a high power-to-weight ratio for peak performance and improved V-8 economy on regular grade fuel.

Drive a new 1960 Ambassador and discover the finest in motoring pleasure and performance.

RAMBLER GIVES YOU THE BEST OF BOTH:

1. Big Car Room and Comfort

2. Small Car Economy and Handling Ease

Rambler for 1960 is the car with perfect balance. Five performance balanced with top economy . . . big car room balanced with small car handling ease . . . highest quality balanced with lowest price. In brief, the new 1960 Rambler is as perfectly balanced as it fits in as together as standard of basic

excellence for automobiles . . . superb quality, trouble-free performance, top economy. . . . When you drive the new Rambler, you'll discover that only one compact car can give you the Best of Both: Big car room and comfort, with small car economy and handling ease. That car is Rambler!



1960 RAMBLER SUPER 4-DOOR SEDAN—616 OR 662L 1-8



SPENDERS AND TIME CONSUMERS are available to suit every taste in the 1960 Rambler. Blanket and upholstery luxurious beautifully, with the nylon, clove and vinyl fabrics.

ALL NEW RAMBLER CROSS COUNTRY GREAT STYLING is available. The tailgate is built down. No climbing over tailgate or seats to get into the third row. The most serious require also available in Rambler 4, Buick Wildcat and International V-8 Super and Custom models.



1960 RAMBLER 4-DOOR CUSTOM CROSS COUNTRY STATION WAGON
HULL 619940-5000L, SUPER AND DOOR 218 . . . SUPER AND DOOR 218 1-8

TWO DECADES OF EXPERIENCE IN BUILDING MODERN AIRPLANE-TYPE SINGLE UNIT CONSTRUCTION

More than twenty years ago, American Motors pioneered Single Unit Construction. Body and frame are built together in one strong, all-welded unit. It means a stronger, safer car . . . with more room inside and less bulk outside. No body separate and parties. It's the only way a real compact car should be built. And only American Motors has the experience to do it properly.



SMOOTH, NEW RAMBLER INSTRUMENT PANEL groups all controls and dials within the direct line of the driver's vision. Steering wheel is recessed for greater safety. V-8, six, six-cylinder engines provide smooth, six-cylinder performance.

ENJOY TRUE LUXURY IN A DISTINGUISHED COMPACT CAR

A Complete line of Models and Color Choices in Ambassador by Rambler for 1960

In the 1960 Ambassador line, you'll find a wide selection of models, color combinations and optional features to suit your individual taste. The luxurious Custom 4-Door Hardtop Station Wagon (right) is another one of the eight distinguished models available. Every 1960 Ambassador model offers the new Sevea-Plastic windshield that extends upward into the roof line and provides 21% more glass area to give outstanding forward visibility. Four door posts are five inches narrower for greater side vision and smart, distinguished appearance.



NEW RAMBLER AMERICAN FOR 1960



BRAND NEW RAMBLER AMERICAN 4-DOOR SEDAN—here by popular demand—provides healthiest view of outside and city. All four doors swing wide. Crisp, handsome and lightness provide the distinctive touch in modern compact. One Drive.



RAMBLER AMERICAN SUPER 2-DOOR SEDAN is America's lowest priced family car. Fuel 5 passenger room. Available for families with small children and for business use. Available in both Super and Deluxe series for 1960.

Here is America's lowest priced family car . . . with the top economy of all American built cars, plus more room and comfort than any small European car. The compact 109-inch wheelbase and 178.52 inches of overall length make the Rambler American a delight to drive in traffic . . . a pleasure to park. Now — for 1960 — the Rambler American presents a brand new 4-Door Sedan — an ideal family car. Distinctive Continental Rear Tire Mount is available as optional equipment on all 1960 Rambler American Sedan models.



RAMBLER AMERICAN INTERIOR offers strong and sleek appearance . . . color-keyed to harmonize with the wide choice of exterior body colors in solid and two-tone combination.

RAMBLER AMERICAN SUPER STATION WAGON offers economy and versatility of a small car with the healthiness and security of a station wagon. Angle coupe covers for all the luggage and gear mounted in a family of five, plus the Hot Top Travel Rack for extra loads. Deluxe also offered.



SOME OF THE PLUS FEATURES OF BASIC EXCELLENCE YOU GET WITH RAMBLER FOR 1960

Your Rambler brings you more in comfort, safety and all-around motoring satisfaction than you can get in any other automobile, regardless of price.

The features illustrated and described

on this page are exclusive to Rambler. Each means more value and more pleasure for you in your 1960 Rambler. Ask your dealer for a demonstration and complete information.



ADJUSTABLE HEADRESTS, available singly or in pairs on the 1960 Rambler and Ambassador, match the color and trim of seats. Adjustable to 10 positions. A comfort and safety feature available as a low-cost option.



FIVE COMFORTABLE POSITIONS at the flick of a lever are yours to enjoy with Airliner Reclining Seats in Rambler for 1960. Airliner Reclining Seats make up into restful Twin Travel Beds in Rambler 6, Rebel V-8 and Ambassador models.

SHORT OR TALL—BIG OR SMALL—each front seat passenger rides in equal comfort with Rambler's adjustable front seats. Each seat slides forward and backward independently to give driver and front seat passenger the exact amount of legroom each needs for perfect comfort. Optional on Rambler and Ambassador models.

1960 RAMBLER SPECIFICATIONS

RAMBLER 6

MODELS, 4-DOOR: Deluxe, Super and Custom Sedan, Deluxe, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.3" (57.5" station wagon). Front tread 57.75". Rear tread 58". Economy axle ratios standard, other ratios available at no extra cost. Five stud 4.5" wheel rim. Standard tire size 6.40 x 15-4 ply tubeless. Optional tire size 6.70 x 15. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 9" diameter servo-action bonded lining brakes. Coil springs with torque tube drive.

ENGINE: Overhead valve six. Displacement 195.6 cu. in. Piston bore 3.13". Stroke 4.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 177. Torque 180. Optional engine with twin-throat carburetor, horsepower 138, torque 185. Heavy-duty cellulose-fiber air cleaner standard. Oil-bath air cleaner optional (std. with twin-throat carb.). Partial-flow disposable oil filter opt. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

RAMBLER REBEL V-8

MODELS, 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 108". Over-all length 189.5". Width 72.2". Loaded height 57.1" (57.3" station wagon). Front tread 58.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14.4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-foam shroud.

at no extra cost. Five stud 5.5" wheel rim. Tire size 7.50 x 14.4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive.

ENGINE: Overhead valve V-8. Displacement 250 cu. in. Piston bore 3.5". Stroke 3.25". Compression ratio 8.7:1. Solid valve lifters. Two-barrel carburetor. Horsepower 200. Torque 245. Optional engine with dual-exhausts, four-barrel carburetor, horsepower 215, torque 250. Heavy-duty cellulose-fiber air cleaner standard. Full-flow disposable type oil filter optional. 22 gallon fuel tank. Regular grade gasoline. 12-volt electrical system.

AMBASSADOR V-8

MODELS, 4-DOOR: Super and Custom Sedan, Super and Custom Station Wagon, Super and Custom 3-seat Station Wagon, Custom Hardtop Station Wagon, Custom Hardtop.

MECHANICAL: Wheelbase 117". Over-all length 198.5". Width 72.2". Loaded height 56.9" (57.1" station wagon). Front tread 57.75". Rear tread 59.13". Economy axle ratios standard, other ratios available at no extra cost. Five stud 5.5" wheel rim. Tire size 8.00 x 14.4 ply. Whitewall and/or nylon tires optional. Four Captive-Air nylon tires standard on 3-seat wagon, four or five optional on all others. 10" diameter servo-action bonded lining brakes with flanged drums. Coil springs with torque-tube drive. Front sway-stabilizer torsion bar. Radiator-to-foam shroud.

ENGINE: Overhead valve V-8. Displacement 327 cu. in. Piston bore

4". Stroke 3.25". Compression ratio 8.7:1. Hydraulic valve lifters. Two-barrel carburetor. Horsepower 250. Torque 340. Optional engine with 9.7:1 compression ratio, dual-exhausts, four-barrel carburetor, horsepower 270, torque 360. Heavy-duty cellulose-fiber air cleaner and full-flow disposable type oil filter is standard. 22 gallon fuel tank. Regular grade gasoline (premium for optional engine). 12-volt electrical system.

RAMBLER AMERICAN

MODELS: Deluxe and Super 2-Door Club Sedan, Deluxe and Super 2-Door Station Wagon, Deluxe and Super 4-Door Sedan.

MECHANICAL: Wheelbase 100". Over-all length 178.32" (185.44" opt. Continental tire). Width 73". Loaded height 57.27" (57.67" Sta. Wag.). Front tread 54.62". Rear tread 55". Economy axle ratios standard, other ratios available at no extra cost. Standard tire size 5.90 x 15-4 ply Tyres tubeless. Optional tire size 6.40 x 15-4 ply Tyrex or Nylon tubeless. Station Wagon tire sizes 6.40x15-4 ply Tyrex. Nylon optional. Optional whitewall tires. Coil springs front, Leaf springs with Hotchkiss drive rear. Direct action shock absorbers. Servo-action 9" diameter bonded lining brakes.

ENGINE: L-Head six. Displacement 195.6 cu. in. Bore 3.13". Stroke 4.25". Compression ratio 8.0:1. Solid valve lifters. Horsepower 90. Torque 150. Carter YF single-barrel downdraft carburetor. Fuel filter. Vacuum booster fuel pump. 22 gallon fuel tank. Operates on regular grade gas. 12-volt electrical system.

A wide selection of optional equipment such as Radio, Weather Eye Heater, All-Season Air Conditioner, Flash-O-Matic Transmission, etc., are available at extra cost. Your Rambler Distributor will furnish complete information.



RAMBLER'S SHORT TURNING RADIUS lets you make U-turns in streets 3 to 4 feet too narrow for most other cars . . . gives outstanding maneuverability.



DEEP-DIP RUSTPROOFING. All Rambler, Rambler American and Ambassador bodies are dipped in a paint primer bath that gives lasting protection against rust and corrosion.



RAMBLER'S COMPACT SIZE lets you slip into tight parking spaces you would have to pass up in other cars. Rambler is easiest of all American-built cars to park and garage.

AMERICAN MOTORS, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE SPECIFICATIONS, MODELS OR PARTS AT ANY TIME WITHOUT NOTICE OR WITHOUT INCURRING OBLIGATION.

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