

Rambler Boasts Improved Operation

The 1962 Rambler Classic Six and Ambassador V8 models . . . featuring functional changes designed to provide higher quality, improved operation, added safety, reduced maintenance and longer car life were recently announced by American Motors Corp. The new models went on sale at Rambler dealerships across the country last week.

The 1962 Ambassador V-8, Rambler's luxury compact, is nine inches shorter than last year's model, and now has a wheelbase of 108 inches, the same size as the most-popular Rambler Classic Six.

"THIS CHANGE is in line with our marketing studies which show that the size of car pioneered by the Rambler Classic is the area of greatest sales gains in the future. Although shorter, the new Ambassador enjoys the same generous interior dimensions as before," Roy Abernethy, executive vice president, said. "In fact, rear seat legroom on both the Ambassador and Classic have been increased."

A safety innovation on all Ambassador and Classic models is the new Double-Safety brake system with a tandem master cylinder having a separate hydraulic system for front and rear brakes. Should either front or rear hydraulic systems fail through accident, the remaining system will still operate, thus providing a double margin of safety.

THREE MODEL lines are available in 1962 in both the Ambassador and Classic series. They are the Deluxe, the lowest-priced models; the Custom line, which replaces the Super designation but retains many of the features of last year's Custom at a lower price, and the 400, the top-of-the-line series on which bucket seats are offered as an option.

Another Rambler "first" is the front passenger seat which has a hydraulic pump beneath it so that the seat cushion can be elevated to any desired height.

OFFERED IN combination with individual or bucket reclining seats, this Lounge Tilt Seat and headrest option allows the passenger to lower the seat back and raise the cushion in "contour-chair" fashion.

All models impart the appearance of a hardtop because of the slimmer center posts which are concealed by the aluminum window frames. While resembling hardtop styling, the new Rambler offers the structural rigidity and safety of a sedan.

The one-piece grille is an aluminum extrusion with a bright anodized finish. It has a rectangular pattern.

SMOOTHNESS of fine features the exterior styling, with the upper body lines sweeping straight back, dipping slightly and then sweeping down-ward and across the trunk to provide a completeness of design.

Ambassador models have rectangular tail-lights and those of the Classic are circular. Ambassador 400 models have a wide silver anodized aluminum panel which runs the width of the trunk and blends into the side moldings.

THE ROOF panel of both the Classic and Ambassador has a sharp crease running the length of the car. It then wraps across the rear above the rear window.

A deep cut-pile luxury carpet is standard on Ambassador 400 models and a loop-pile carpet is standard on Custom and 400 models of the Classic and the Ambassador Custom.

RADIOS FOR 1962 are all-transistor and thus require no warm-up period as well as providing better tone. Rear-seat speakers, which can be adjusted in volume with a knob under the radio, are standard on Ambassador 400 and Custom sedans and optional on other sedan models.

Fifteen exterior colors are available, including eight newly introduced for 1962. All paints are super-enamels.

The 1962 Rambler American line offers 12 models in a new Deluxe, Custom and "400" series, providing more luxury at no additional cost, Abernethy said. They include two and four-door sedans and station wagons and a two-door convertible.

THE OPTIONAL all-new automatic clutch transmission, called "B-Stick," combines the economy

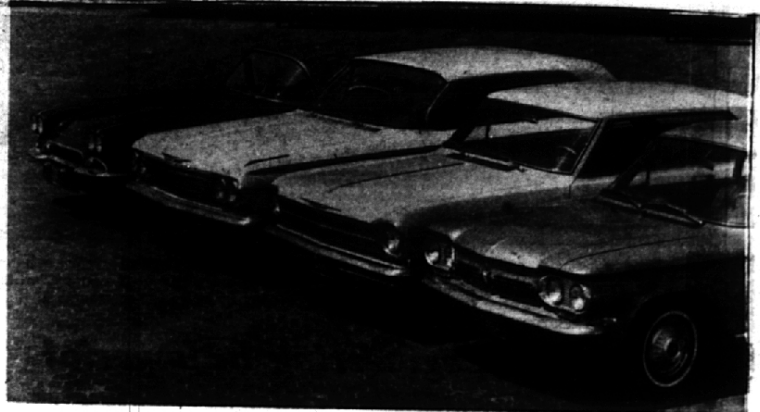
of a manual transmission with the partial convenience of an automatic. The three-speed transmission completely eliminates the clutch pedal. It also is available with optional overdrive.

To further enhance the American's durability, the rocker panels are initially protected with a galvanized coating to improve the rust protection provided by American Motors' "Deep-Dip" paint primer process.

ALL 1962 MODELS will be equipped with special batteries called "Powr-Guard 24." The batteries are designed to require water additions only three to four times a year under normal operating conditions. It carries a warranty for 24 months or 24,000 miles, whichever occurs first.

All-Season air conditioning, Weather Eye heating and ventilating system, and power brakes, continue as optional equipment.

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Four of the Many

A new member (second from right) of the Chevrolet family of passenger cars makes its photographic debut in this group picture of 1962, models. Left to right—the Corvette sports car, Chevrolet Impala Sport Coupe, Chevy II Nova Sport Coupe and the Corvair Monza Club Coupe.



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