



Beautiful new Rambler American Deluxe 2 Door Sedan, above, is America's lowest priced car.

Rambler Excellence

gives you top quality - at lowest price

Ask Your Rambler Dealer About
PAYMENTS TO RAMBLER
BUYERS AS SALES INCREASE

Tens of thousands of Rambler and Metropolitan buyers already have received U. S. Savings Bonds in American Motors' revolutionary Customer Progress Sharing Program as Rambler sales soar. Total payments, December-March inclusive, can reach \$24,930,751 (maturity value). See your Rambler Dealer for details.

50% more trunk room in sedans,
23% more cargo space in wagons, result
of smart styling
for function,
not frills.

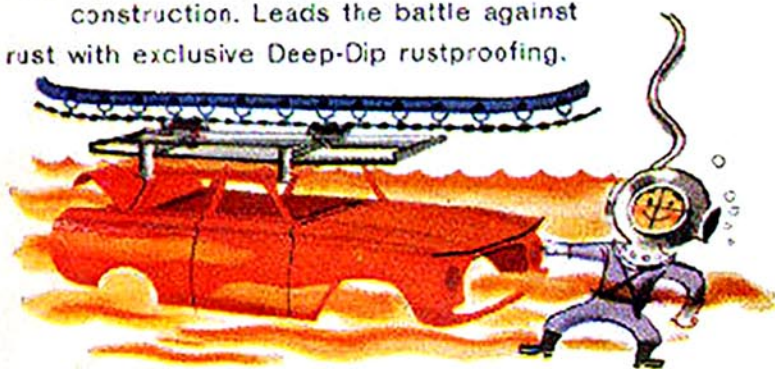


Unchallenged economy king.
Rambler American Custom
won Compact Class
and highest gas
mileage honors in
1960 Mopar gas
Economy Run.



Most livable interiors. Individual
sectional sofa front seats,
reclining seat backs to make
Travel Beds (optional extra).

Rambler started the trend to compact
cars and rattleproof Single-Unit
construction. Leads the battle against
rust with exclusive Deep-Dip rustproofing.



World's First! New Ceramic-
Armored muffler or tailpipe will be
repaired or replaced without
charge by a Rambler
dealer, if it is
defective in materials
or workmanship,
for life of car
while original
buyer owns it.

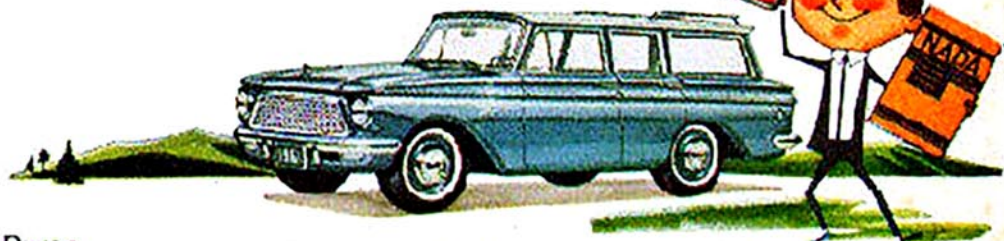


Styling continuity
that avoids "annual
styling obsolescence" keeps
Rambler resale
value officially,
consistently
high.

The New World Standard of Basic Excellence

Rambler

Three Rambler Sizes to Meet Every Purpose—and Help Every Purse



New for '61 Rambler American 4 Door Wagon