



New Rambler  
American...  
Smartest,  
Lowest-Priced  
Convertible!

# All New! A Convertible with Rambler Excellence

AMERICA'S NEWEST, SPORTIEST, LOWEST PRICED!

Why just hope  
for economy?



**Proved Economy King.** Rambler American Custom with overdrive beat Falcon, Corvair, all other competition, in 1961's biggest, toughest economy contest. *That's Rambler Excellence.*

Think squeaks are  
standard equipment?



**So quiet, you won't believe it's a convertible.** Rambler American is the *only* U.S. compact convertible with rattle-free, all-welded Single-Unit construction. *That's Rambler Excellence.*

Rust busting out all over?



**Greatest rust fighter** is Rambler's Deep-Dip rustproofing—with entire body immersed right up to the roof in rustproofing compound for longer protection against rust. *That's Rambler Excellence.*

Leaving vacation  
gear behind?



**50% bigger trunk** in Rambler American sedans for 1961. Take all your vacation luggage. Convertible has far more luggage space than any other compact convertible. *That's Rambler Excellence.*

Pay \$478 less for  
this convertible

It's true. Rambler American costs at least \$478\* less than the lowest-priced Ford or Chevy 6-cylinder convertible. Beautiful new styling.

\*Price comparisons based on manufacturers' suggested factory-delivered prices.



World Standard of Compact Car Excellence