

All New! A Convertible with Rambler Excellence

AMERICA'S NEWEST, SPORTIEST, LOWEST PRICED!



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.





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

Rust busting out all over?



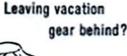


Greatest rust fighter is Rambler's Deep-Dip rustproofing-with entire body immersed right up to the roof in rustproofing compound for longer protection against rust. That's Rambler Excellence.

Pay \$478 less for this convertible

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

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







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.

