

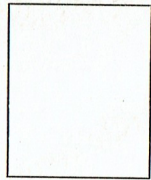


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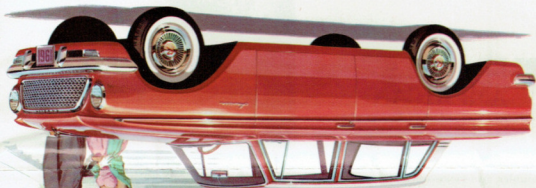
Wonderful World

Of Compacts

By RAMBLER

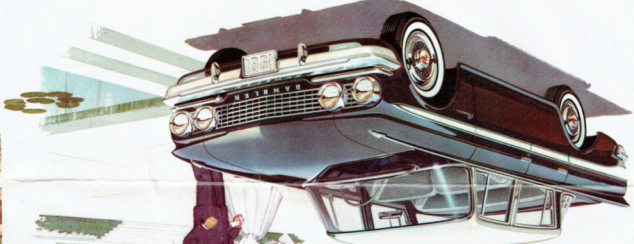


Meet the new American Beauty! Completely new in wheelbase, 1961 Rambler American is advanced in concept . . . clean, smart, contemporary, 125 H.P., Overhead Valve Custom Flying Scot engine is standard on Custom models—optional on Super and Deluxe models, 90 H.P., L-Head Super Flying Scot engine is standard on Super and Deluxe models. Both give top performance and economy on regular grade fuel.



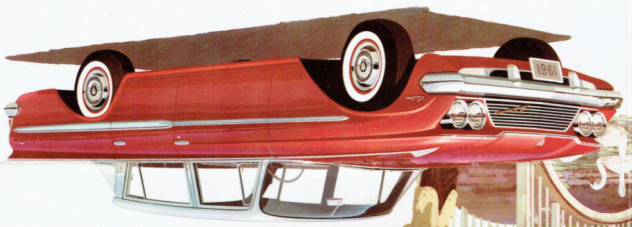
1961 RAMBLER AMERICAN CUSTOM SEDAN
America's
Leading Economy Compact

Classic in style . . . classic in its smooth, economical finish to the user. Choose from three great engines—14 models in America's most wanted body styles. High-Performance and Economy V-8. All give maximum performance and economy on regular grade gasoline.



1961 RAMBLER CLASSIC 6 and V-8
The All-Purpose Compact

For 1961, Ambassador V-8 offers the one great luxury of V-8 economy. Big car room and comfort balanced with superb performance and outstanding performance and economy. Choose from six models including outstanding power-to-weight ratios for top performance. New, modern exterior and interior styling. Other fine cars deny you . . . the modern luxury of 250 and 270 H.P., Ambassador V-8 engines provide with compact car gearing and handling ease. The



1961 AMBASSADOR V-8
By Rambler
America's
First Luxury Compact

Why America's Happiest Car Owners Are RAMBLER Owners



Rambler owners are happy owners! In a recent survey more Rambler owners than any other car-owning group said they would buy the same make again. Rambler sales have topped previous months sales for over three years! Because of its popularity, Rambler resale is tops, too. Rambler is the undisputed success car of recent automotive history!



No wonder. Rambler is built around a single, all-welded unit that is as strong as steel. . . . unlike old-fashioned body-bolted-to-frame construction used by most cars. Inside you'll find personalized comfort features such as individually adjustable, reclining front seats . . . a new Cushioned Acoustical ceiling of molded fiber-glass, standard on Classic and Ambassador models, that cuts road noise 30% . . . a new Ceramic-Armored muffler and tailpipe!



And Rambler delivers proved economy. A Rambler American Custom took first place in its class in the most recent Mobilgas Economy Run! Also, owner reports show you save on maintenance and upkeep, too.

See Rambler soon at your Rambler dealer.

By RAMBLER
Of Compacts
Wonderful World
The



1961 RAMBLER AMERICAN CUSTOM CONVERTIBLE America's Favorite Model in America's Most Popular Size



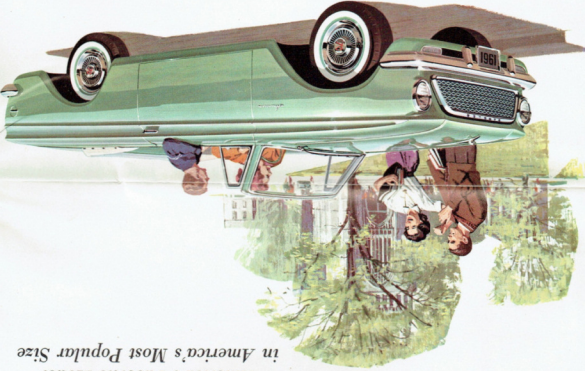
Newest member of American Motors family of compacts, this 1961 American Custom Convertible offers all the quality and economy Rambler is famous for! Styling is as fresh as a spring morning . . . and it's designed to stay fresh-looking in the years ahead!

This fun car features optional adjustable, reclining front seats . . . a packed-with-power 125 H.P. Overhead Valve Custom Flying Scot engine . . . and a top that behaves at the push of a button! See America's most lookable, lovable convertible soon!

PHOTO IN U.S.A.

PHOTO IN U.S.A.

STRONGEST GUARANTEE OF ANY POPULAR-PRICED CAR. 1. For 12 months or 12,000 miles, whichever occurs first, your Rambler dealer will repair or replace without charge any Rambler part which is defective in material or workmanship, except tires which are covered by the tire manufacturer's warranty. Owners will be responsible for normal service maintenance, including normal replacement of such parts as filters, spark plugs, ignition points and wiper blades. 2. The Rambler Ceramic-Armored muffler and tailpipe are further guaranteed against such defects for the life of the car while original buyer owns it.



1961 RAMBLER AMERICAN
CUSTOM CONVERTIBLE
*America's Favorite Model
in America's Most Popular Size*

Newest member of American Motors family of compact, this 1961 American Custom Convertible offers all the quality and economy Rambler is famous for! Overhead Valve Custom Flying Scot engine . . . and a top that behaves at the push of a button! See America's most lockable, lovable convertible soon!

designed to stay fresh-looking in the years ahead!



The
Wonderful World
Of Compacts
By RAMBLER



AMH-1722

U.S. IN. 1722



*Why America's Happiest Car Owners Are
RAMBLER Owners*

Rambler owners are happy owners! In a recent survey, more Rambler owners than any other car-owning group said they would buy the same make again. Rambler sales have topped every month's sales for over three years! Because of its popularity, Rambler resale is top, too. Rambler is the undisputed success car of recent automotive history!

No wonder, Rambler is built around a single, all-welded unit that is rattle-free, squeak-free . . . makes old-fashioned body-balled-to-rattle construction used by most cars. Inside you'll find personalized comfort features such as individually adjustable, reclining front seats . . . a new fiber-glass, standard on Classic and Ambassador models, that cuts road noise 30% . . . a new Ceramic-Armored muffler and tailpipe! Rambler American Custom took first place in its class in the most recent Mobilgas Economy Run! Also, owner reports show you save on maintenance and upkeep, too.

See Rambler soon at your Rambler dealer. Such defects for the life of the car which original buyer owns it.

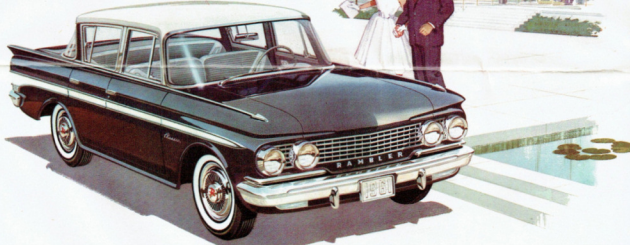
Meet the new American Beauty! Completely new in styling from bumper to bumper. Representing design continuity, the functional new styling of the 100-inch wheelbase 1961 Rambler American is advanced in concept . . . clean, smart, contemporary. 125 H.P.

Overhead Valve Custom Flying Scot engine is standard on Custom models—optional on Super and Deluxe models. 90 H.P. L-Head Super Flying Scot engine is standard on Super and Deluxe models. Both give top performance and economy on regular grade fuel.

1961 RAMBLER AMERICAN
CUSTOM SEDAN
*America's
Leading Economy Compact*



1961 RAMBLER CLASSIC 6 and V-8
The All-Purpose Compact



Classic in style . . . classic in its smooth, economical performance . . . classic in its concept of big car room and comfort combined with compact car economy and handling ease, the 108 inch Rambler Classic for 1961 represents the Rambler idea of maximum use-

fulness to the user. Choose from three great engines—all-new Die-Cast Aluminum Six, cast-iron Six, or the High-Performance Economy V-8. All give maximum performance and economy on regular grade gasoline. 14 models in America's most wanted body styles.

1961 AMBASSADOR V-8
By Rambler
*America's
First Luxury Compact*



For 1961, Ambassador V-8 offers the one great luxury other fine cars deny you . . . the modern luxury of compactness. New, modern exterior and interior styling balanced with superb performance and outstanding V-8 economy. Big car room and comfort balanced

with compact car garaging and handling ease. The 250 and 270 H.P. Ambassador V-8 engines provide outstanding power-to-weight ratios for top performance and economy. Choose from six models including 4-door sedans, and 2- or 3-seat station wagons.

Only Rambler Offers All 3 Sizes Of Compact Cars...Choose The One That Fits Your Needs!

SIZE NO. 1

RAMBLER AMERICAN

The Rambler American steps out in new style. Shortest, most maneuverable of any U.S. car. Rambler American offers room for six adults. Get 50% more luggage space; high, wide doors for easy entrance and exit. Rambler American is the economy leader with lowest price, lowest upkeep, most miles per gallon. 13 models. See American first!



RAMBLER AMERICAN CUSTOM 4-DOOR STATION WAGON



RAMBLER AMERICAN DELUXE 2-DOOR SEDAN



ALL NEW RAMBLER AMERICAN CUSTOM CONVERTIBLE



RAMBLER AMERICAN CUSTOM 2-DOOR STATION WAGON

SIZE NO. 2

RAMBLER CLASSIC 6 and V-8

Now a still more beautiful version of the car that gives the best of both: big car room and compact car economy. Smartly restyled inside and out, the Rambler Classic boasts a new Die-Cast Aluminum Six engine—major break-through in engine design. Or choose the high-performance V-8 that gives outstanding economy on regular grade fuel. 14 models. Go Rambler Classic—and save!



RAMBLER CLASSIC CUSTOM 4-DOOR SEDAN



RAMBLER CLASSIC SUPER 4-DOOR SEDAN

RAMBLER CLASSIC CUSTOM 3-SEAT STATION WAGON



RAMBLER CLASSIC CUSTOM 4-DOOR STATION WAGON



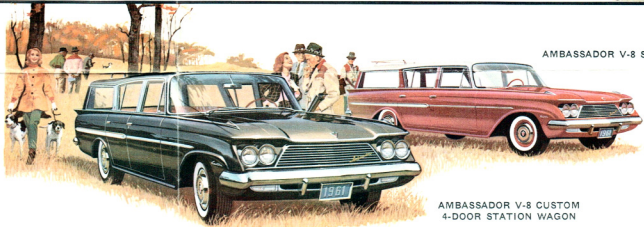
SIZE NO. 3

AMBASSADOR V-8 by Rambler

America's original compact luxury car will be the most imitated of 1961. But neither the old-fashioned luxury cars nor the new compact imitators can offer such a perfect balance of all that's best: elegant interiors, 6-passengers big, on an easy-to-park 117-inch wheelbase; 250 to 270 H.P. performance from thrifty V-8's; fine car craftsmanship balanced with a modest price tag. 6 models.



AMBASSADOR V-8 CUSTOM 4-DOOR SEDAN



AMBASSADOR V-8 SUPER 4-DOOR STATION WAGON

AMBASSADOR V-8 CUSTOM 4-DOOR STATION WAGON



AMBASSADOR V-8 SUPER 4-DOOR SEDAN



AMBASSADOR V-8 CUSTOM 3-SEAT, 5-DOOR STATION WAGON