

here for the
first time
anywhere...
elegance with economy



There's nothing like a new car . . . and no new car like this Impala 4-Door Sport Sedan.

SUPERLATIVE '60 CHEVROLET

Here's new gem-bright beauty, new room to sprawl in and sit tall in. New lean-muscle engine economy, new spirit and silence in its going. For fineness of features, for precise craftsmanship—for all the things that make a car good to own—the '60 Chevrolet stands alone in its price field.

Just wait till you see it. Everything about the '60 Chevy, every styling accent, every engineering detail, has been polished and refined to a degree of perfection never before thought possible of a car in Chevrolet's price class.

Picture practicality and economy (there's even more of it in a new gas-saving V8!) combined with much of the luxury and hushed comfort

usually associated with high-priced automobiles. That's Chevy for '60. Its overall effect is one of quiet elegance, a sophisticated new shape that embodies spacious inner dimensions. Space for long legs and broad shoulders, with sofa-wide seats and even more foot room for front seat passengers. Space that specializes in family travel!

Really, you have to see this one up close to

appreciate its fresh beauty and fine workmanship. You have to take a turn behind the wheel to know its astonishing smoothness and almost total absence of road hum and vibration. We'll admit our enthusiasm's showing just a bit . . . but when you drop into your dealer's and discover all that's new and different about this '60 Chevy, we're sure yours will be, too.

NEAREST TO PERFECTION A LOW-PRICED CAR EVER CAME!

See your local authorized Chevrolet dealer