

It's the most useable, liveable, likeable car ever built—the '61 Chevrolet. Less out size that leaves extra inches of clearance for parking and garaging. More in size with seats as much as 14% higher (just right for sitting, just right for seeing) and a shaved down driveshaft tunnel (more foot room in the rear). Larger door openings (up to 6 inches wider) make an open and shut case for comfort and convenience all by themselves, and that new hold-everything trunk (you can stack cargo 15% higher) shows you that Chevy thinks big about baggage, too. Loading is an easy lift to the new bumper-level deck lid opening and packing odd-sized objects is a cinch, thanks to the recessed deep-well floor. Drop by your Chevrolet dealer's tomorrow for sure and see the one '61 that gives you a whole new measure of your money's worth!

THE GREATEST SHOW ON WORTH

measurably new, immeasurably nice

SIXTY-ONE DERFUL

CHEVY



Impala Sport Coupe. One of five Impalas in Chevrolet's intriguing 20-model lineup for '61!

Now...introducing big car comfort at small car prices

NEW '61 CHEVY BISCAYNE 6

the lowest priced full-sized Chevrolet!

These new Chevrolet Biscaynes (6 or V8) give you a full measure of Chevy quality, roominess and proved performance—but they're priced right down with many cars that give you a lot less. You can be on a budget and still afford big-car style, roominess and comfort!



Biscayne 4-Door Sedan. With sensible new dimensions right back to its easier loading deep-well trunk!