

*you couldn't be prouder no matter how much more you paid!*

*This new Chevrolet—low priced as it is—puts you right in the height of fashion. You'll find it has just about everything anyone could want in a car—fresh, fine Slimline design, a roomier, quieter Body by Fisher, a lustrous Magic-Mirror finish that practically does away with waxing and polishing. Yet with all these things to perk up your pride, Chevy offers plenty of practical advantages too—vast new areas of visibility, bigger, better cooled brakes and a power choice for every preference, from high-compression V8's to a new Hi-Thrift 6 that goes and goes on a gallon of regular gas. Stop by your Chevrolet dealer's and drive a Chevy. You'll find there's no reason to want a car that costs more—and no car you'll want that costs less.*



Like all new Chevies, this Impala Sport Coupe reflects the quality craftsmanship of Body by Fisher.

*See your local authorized Chevrolet dealer.*