

*here's the choice that makes choosing
a new car easier than ever!*



New '61 Corvette. Squeeze your cap and get a taste of the real McCoy!



Nomad 9-Passenger Station Wagon. One of 6 easier loading Chevy wagons!



Bel Air Sport Sedan. How about Chevy's new 4-door hardtop roof line!



Impala Convertible. Hey, all you top-downers out there—look what Chevy's got!

New! Big-car comfort at small-car prices...**NEW '61 CHEVY BISCAIYNE 6** the lowest priced, full-sized Chevrolet




Biscayne 4-Door. Lets you keep to a budget and still enjoy big-car quality.

No matter what you pay, you won't find a car that pays more attention to your comfort than the jet-smooth '61 Chevy. With Full Coil springs at each wheel, and with hundreds of insulators built into the body and chassis, you enjoy a ride that's sumptuously soft, relaxingly quiet. The first time you slip inside a Chevrolet you'll also see the world of difference some well-placed inches can make in your comfort. As much as 6 inches added to door openings make your ins and outs easier. Seats up to 14% higher make for easy sitting as well as easy seeing. There's more rear-seat foot room for the man in the middle. And as for that huge bin of a trunk—there's never been one quite like it before. It's easier to load with the lid opening as much as 10½ inches lower. And you stack luggage 15% higher because of the new recessed floor. Yet—the fascinating fact remains—this '61 is slimmer and trimmer, inches shorter than last year's model, to make parking and garaging easier. Your dealer will be happy to fill you in on all the delightful details. And while you're talking you might take the wheel and see how conversation-quiet this jet-smooth Chevy can be.

Chevrolet Division of General Motors, Detroit 2, Michigan.

1961 CHEVROLET

the car with  *the jet-smooth ride!*

Impala Sport Coupe. You'll find 5 models in the elegant Impala Series for '61.

