

here
for the
first time
anywhere—
elegance with economy



The Impala 4-Door Sport Sedan.

Here's new gem-bright beauty, new room to sprawl in and sit tall in. New lean-muscled 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 combined with the luxury and hushed comfort usually associated with high-priced cars. That's Chevy! You have to see it up close to

appreciate its 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 once you've dropped into your dealer's we're sure yours will be, too. *There's nothing like a new car—and there's never been a new car like this '60 Chevrolet! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.*

SUPERLATIVE



Impala Sport Coupe—one of 16 fresh-minted '60 Chevrolets you can choose from.

'60 CHEVROLET

NEAREST TO PERFECTION A LOW-PRICED CAR EVER CAME!