

Jet-Smooth '62 Chevrolet...

Refreshing beauty with a restful ride!

Any more elegance would be extravagance. Here's all the room, refinement and riding comfort you could reasonably want. Rich new interiors tastefully topped by a striking slim-roof silhouette. A new choice of road-relishing V8 power. A road-gentling Jet-smooth ride. You could scarcely expect more at any price. So why pay more?

Time was when elegance cost a pretty penny. But not this time! The '62 Chevrolet has everything you could reasonably want in a car, *including* a reasonable price. Things like a satiny Jet-smooth ride (with Full-Coil suspension). Beauty that stays beautiful (thanks to protective measures such as new steel front fender undershirts that fend off rust). Power

all the way up to 409 hp* (6 engines in all to choose from, including standard 6 and V8). A high-capacity heater-defroster that's standard equipment. All this and more—beautifully packaged with Body by Fisher finesse. Sounds like a lot of car? That's what it is . . . except, in price. Drop in on your Chevrolet dealer and see for yourself. *Optional at extra cost.



Impala Sport Coupe . . . couldn't look more like a convertible unless it were one.

the new Chevy II



Chevy II 300 4-Door Sedan

dependability never looked so dapper!

Here's a totally new line of cars with all the virtues you know you can count on in the Chevrolet family—plus some surprises you've never seen on any car before. Thrifty? Your choice of a frugal 4- or a spunky 6-cylinder engine (in most models). Roomy? Sedans seat six solid citizens, bag and baggage. Price? A real pleasant surprise!

It's easy to park, pack and pay for. Easy to service. Easy to maintain. Very easy on gas. Nine models to choose from. And it rides like many a big car, thanks to a new kind of design—Mono-Plate rear springs. Sound good? Go see! . . . Chevrolet Division of General Motors, Detroit 2, Mich.