



Chevrolet Impala Convertible—Jet-smooth way to visit GM's Futurama at the New York World's Fair

WHY YOU CAN GIVE IN TO THIS CONVERTIBLE

You may think an Impala Convertible looks irresistible now, but it's positively mouth-watering when you see the Chevrolet price. If you like to be coaxed, though, keep on reading. Chevrolet value looks even better as you go along.

Sink into those soft vinyl seats and feel that thick deep-twist carpeting underfoot.

You'll see why Chevrolet owners like to sit back and gloat a little about what all this luxury doesn't cost them.

But there's more to make you feel good than just the nice things we put inside that big beautiful Body by Fisher.

WITH A CLEAR CONSCIENCE

Chevrolet's luxurious Jet-smooth ride, for instance, with a big coil spring at each wheel easing you over bumps as if they didn't exist.

And great highway performance, too, with 16 engine/transmission choices—including an extra-cost 425-hp V8 and 4-speed stick shift that's enough to make

some cars gnash their gears with envy.

One of the nicest things about every Chevrolet, though—as you'd expect, what with all the value we build into them and the satisfaction people get from owning them—is the fact that they're worth so much at trade-in time.

So what's to feel guilty about? Nothing.

Except, maybe, not seeing your Chevrolet dealer long before this. . . Chevrolet Division of General Motors, Detroit, Michigan.

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