

HERE! THE GREATEST SHOW ON WORTH! 

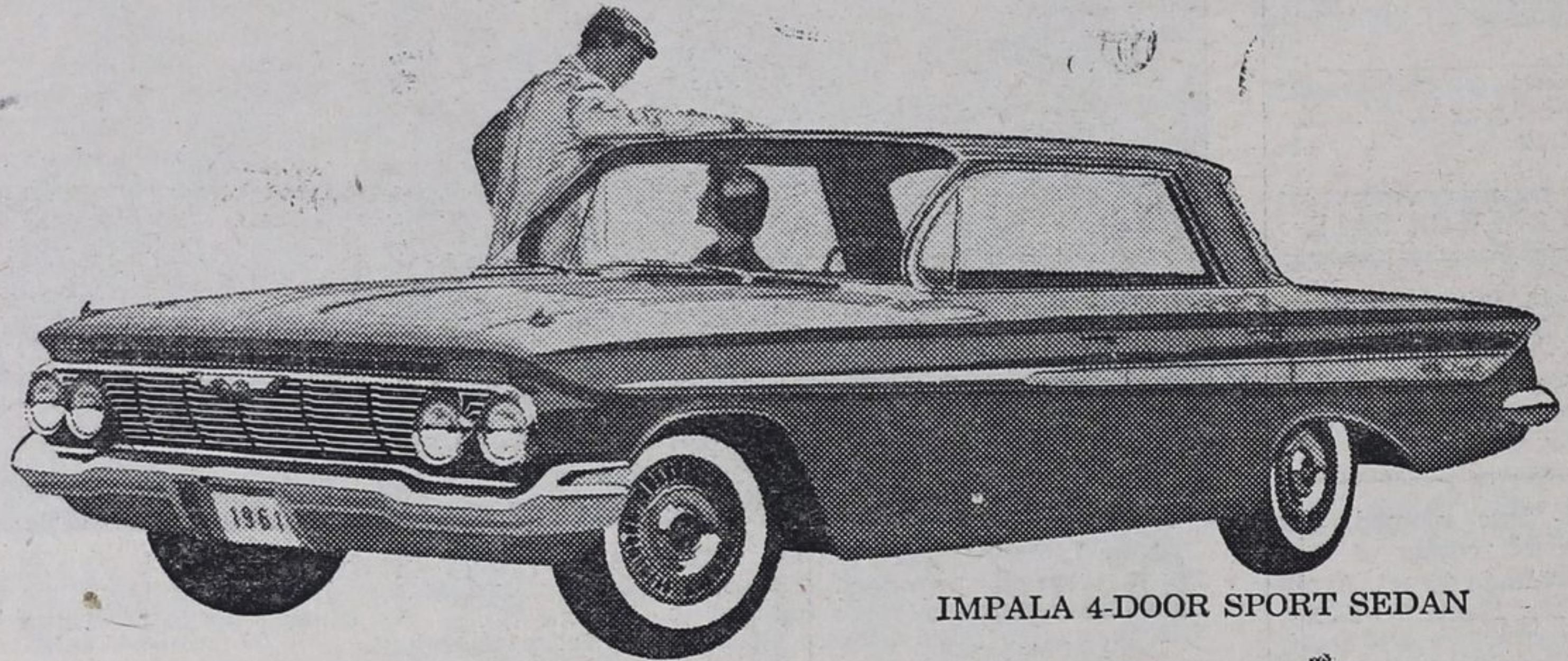
SIXTY-ONE DERFUL CHEVROLET

Here's the car that reads you loud and clear — the new-size, *you-size* '61 Chevrolet. A car so right for you in so many ways that once you compare it with the rest of the crop you'll agree nothing else near the money measures up to it.

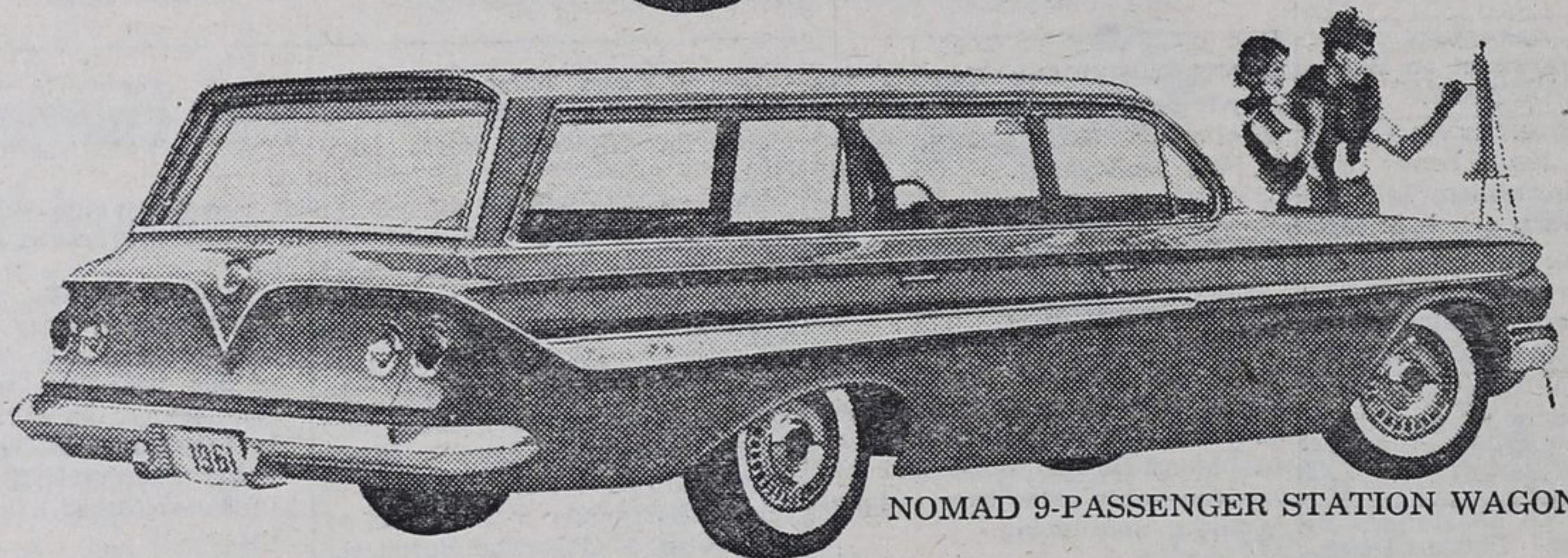
We started out by trimming the outside size a bit (to give you extra inches of clearance for parking and manoeuvring) but inside we left you a full measure of Chevy comfort. Door openings are as much as 6 inches wider to give feet, knees and elbows the undisputed right of way. And the new easy-chair seats are as much as 14% higher — just right for seeing, just right for sitting.

Once you've settled inside you'll have high and wide praises for Chevrolet's spacious new dimensions (in the Sport Coupes, for example, headroom has been upped as much as 2 inches, and there's more legroom, too — front and rear). Chevy's new trunk is something else that will please you hugely — what with its deep-well shape and bumper-level loading it holds things you've never been able to get in a trunk before.

Yet, generously endowed as this car is with spaciousness and clean-etched elegance, it holds steadfastly to all the thrifty, dependable virtues Chevrolet buyers have come to take for granted. Your dealer's the man to see for all the details that make this sensationally sensible '61 Chevy a new measure of your money's worth.

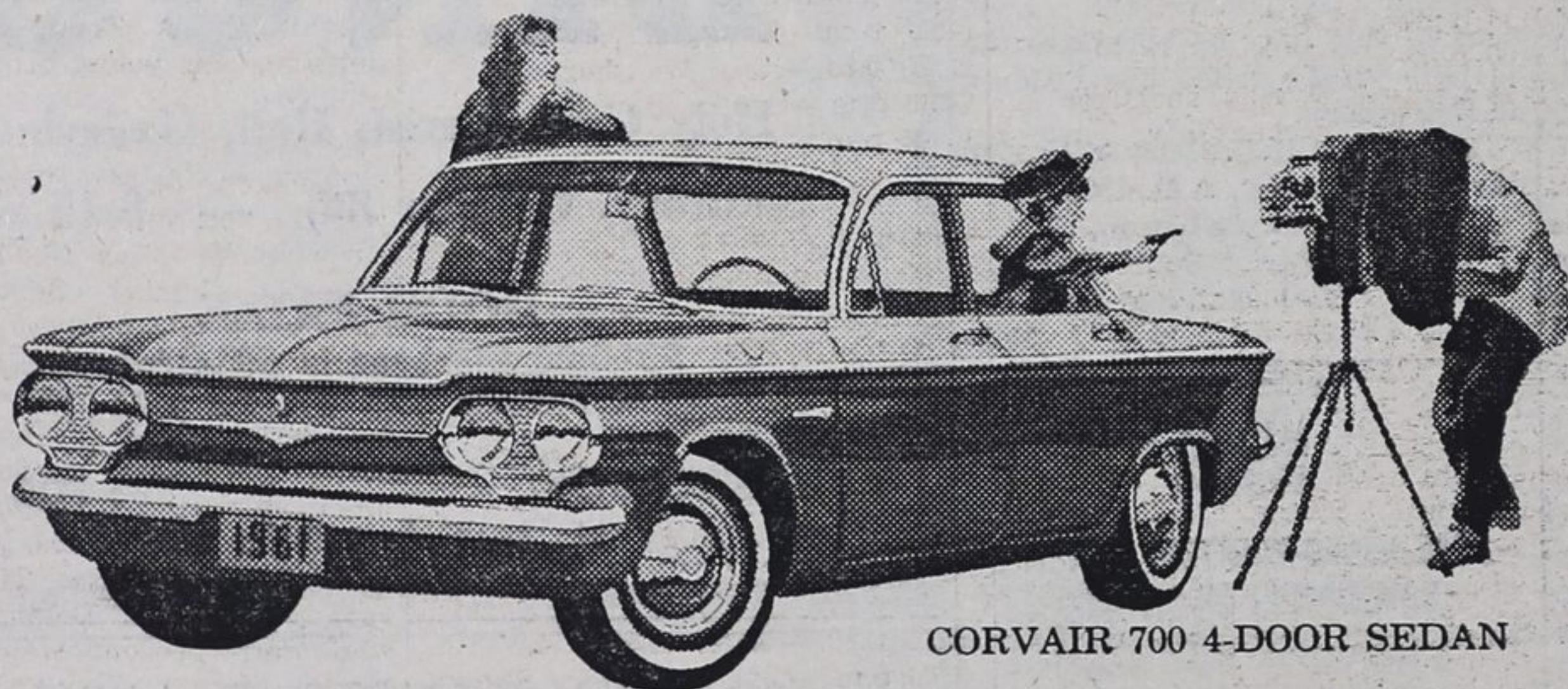


IMPALA 4-DOOR SPORT SEDAN

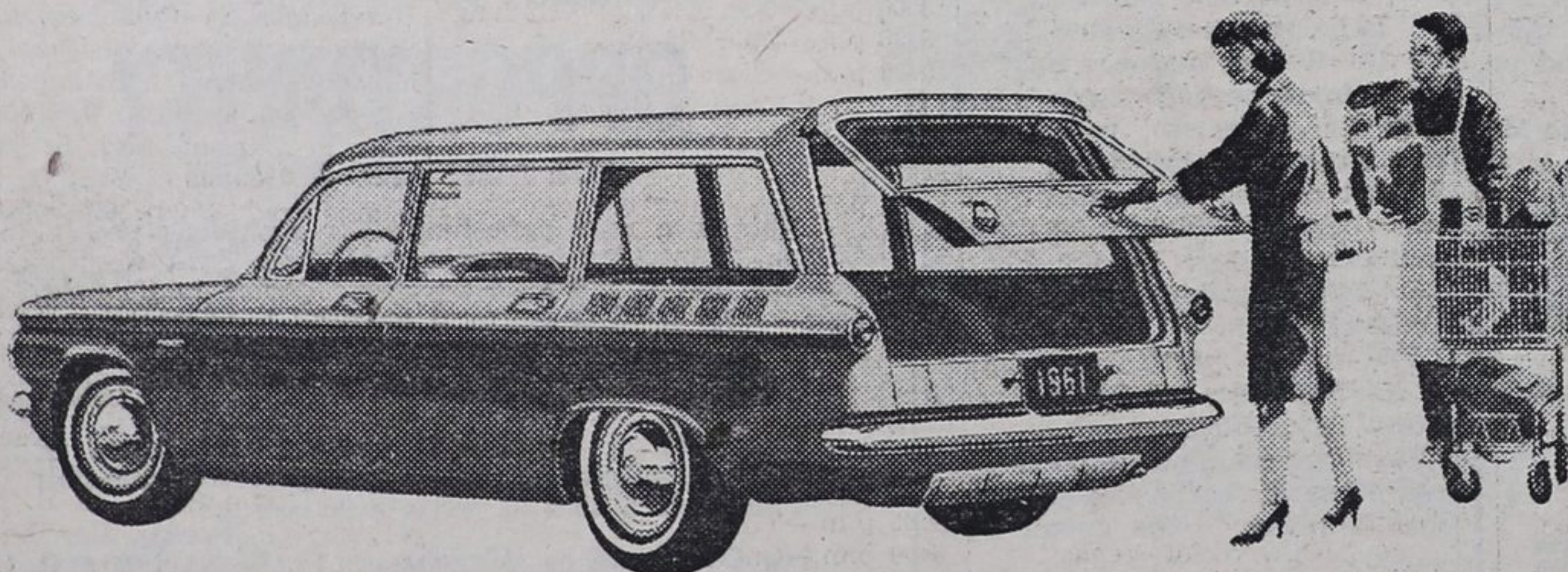


NOMAD 9-PASSENGER STATION WAGON

NEW '61 CHEVY CORVAIR More space... more spunk and wagons, too!



CORVAIR 700 4-DOOR SEDAN



THE CORVAIR 700 LAKEWOOD 4-DOOR STATION WAGON

Each a General Motors Value
Whitewall tires optional at extra cost

More room — more for you, more for your things. More dependable operation. Smarter, smoother styling. More miles per gallon. Station Wagons, too.

Corvair for '61: a complete line of complete thrift-cars from Chevrolet.

To start with, every Corvair Sedan and Coupe costs less. And Corvair goes on from there to save you even more. With extra miles per gallon... quicker-than-ever cold-start warmup so you start saving sooner... a new extra-cost optional heater that warms everybody evenly. Riding along with this extra economy: more room inside for you, more room up front for your luggage (sedans and coupes have almost 12% more useable trunk space).

And our new wagons? You'll love them. They're the greatest thing for families since houses. The Lakewood Station Wagons do a man-sized job with cargo, up to 68 cubic feet of it. The Greenbrier Sports Wagons you're going to have to see — they give you up to 175.5 cubic feet of space for you and your things. Compare *that* with any other Canadian wagon going!

Corvair's whole thrifty line-up gets its pep from a spunkier 145-cu.-in. air-cooled rear engine. Same rear-engine traction, same smooth 4-wheel independent-suspension ride. See the polished and refined 1961 Corvair first chance you get at your Chevrolet dealer's.

C-161C

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CONNELLY MOTORS

ARMSTRONG STREET

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