

Every Chevrolet has to make it  
before we mark it.

# \$120.50 less than last year's Impala comparably equipped.



## Now more car really does cost less.

Normally, you expect to pay more to get more.

So you'd naturally expect Canada's favourite car, Impala, to cost more than a '68 Impala with the same equipment. Well . . . the price spiral stops right here.

Like an example? Take our Impala Custom Coupe, equipped with a 300-hp Turbo-Fire V8, power front disc brakes, Turbo Hydra-matic transmission, head restraints, whitewalls and wheel covers. And we'll take \$120.50\* off last year's price.

How come? Because this year we've cut the price on the 300-hp motor, the Turbo Hydra-matic transmission and the power discs, and we've made head restraints standard equipment. So you save a bundle.

And on top of all this, Impala's a better car this year. By now you should be getting the message. More car, less money.

And your Chevrolet dealer will be happy to prove it.

\*Based on manufacturer's suggested maximum retail prices, including federal sales and excise tax and suggested dealer delivery and handling charges.

**CHEVROLET** Pacesetter Values

SEE YOUR LOCAL AUTHORIZED CHEVROLET DEALER

**SPADONI BROS. LIMITED**

**Schreiber, Ont.**

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