\$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.

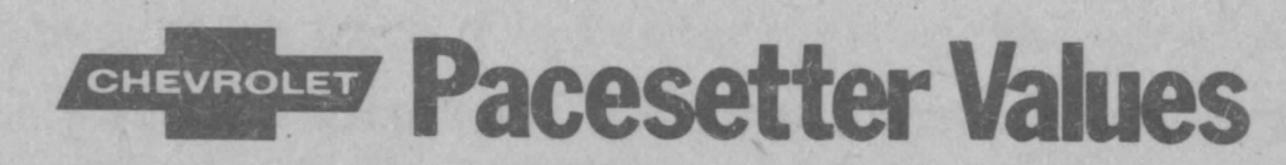
Like an example? Take our Impala Custom Coupe, equipped with a 300-hp Turbo-Fire V8, power front disc brakes, Turbo Hydra-matic transmission, head restraints, whitewalls and wheel covers. And we'll take \$120.50* off last year's price.

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.



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