ONE-STOP SHOPPING FOR A NEW CAR at your Chevrolet dealer's!

Now you can make your car-shopping rounds the easy way—all under one roof! For '61 your Chevrolet dealer offers nearly any type of car you could want—at the kind of price that’ll make you want it all the more. There's a whole new crop of Chevy Corvairs with lower priced sedans and coupes and four wonderful new wagons unlike any ever built before in the land. There are new Chevy Biscaynes—the lowest priced full-size Chevrolets, beautiful Bel Airs, elegant Impalas, six easier loading Chevy wagons, including three 9-passenger models.

Come in and pick and choose to your heart's content!

New '61 Chevrolet
NOMAD 9-PASSENGER STATION WAGON
There are six easier loading Chevrolet wagons for '61—ranging from budget-pleasing Brookwoods to luxurious Nomads. Each has a cave-sized cargo opening measuring almost five feet across and a concealed compartment for stowing valuables (with an optional extra-cost lock).

New '61 Chevrolet IMPALA 2-DOOR SEDAN
Here's a new measure of elegance from the most elegant Chevrolets of all. There's a full line of five Impalas—each with sensible new dimensions right back to an easier-to-pack trunk that loads down at bumper level and lets you pile baggage 15% higher.

New lower priced '61 CORVAIR 700 CLUB COUPE
There's a whole crew of new Chevy Corvairs for '61—polished and perfected to bring you spunk, space and savings. Lower priced sedans and coupes offer nearly 12½ more room under the hood for your luggage—and you can also choose from four new family-lovin' wagons.

New '61 Chevrolet BEL AIR SPORT SEDAN
Beautiful Bel Airs, priced just above the thriftiest full-size Chevies, bring you newness you can use: larger door openings, higher easy-chair seats, more leg room in front, more foot room in the rear, all wrapped up in parkable new outside dimensions.

New '61 Chevrolet 4-DOOR BISCAYNE 6
NOW—BIG-CAR COMFORT AT SMALL-CAR PRICES—Chevy's new Biscaynes, 6 or 8V, are built to save in a big way. They offer a full measure of Chevrolet quality, roominess and proved performance, yet they are priced right down with many cars that give you a lot less.