



The stylish new Bel Air 4-Door Sedan

The beautiful way to be thrifty!

## The '58 CHEVROLET

*Economy never looked, or performed, or rode like this before. But now look what the '58 Chevrolet offers you in the biggest, boldest move a car ever made!*

Not in two blue moons have so many fine new things come along in a car to delight and excite you—especially a car in the low-price field.

You can see the new Chevrolet has style. It looks so ready for action that you almost expect the one above to pick up and roll off the page.

And a Chevrolet can move, all right. Its new Turbo-Thrust V8\* engine pours out a sweet, all-new version of spice and spirit, guarantees your money's worth in performance. Just sample it. And for the quickest combination of silkiness and response that there is, add Chevrolet's Turboglide,\* first and only triple-turbine transmission.

Even Chevrolet's tried-and-true Blue-Flame 6 has new spunk for 1958—and thrifty ways!

It's for certain, too, that economy never rode like this. The new Full Coil suspension, standard with Chevrolet, is as gentle and easy as if a Chevy were striding along on tiptoe. There is also a real air ride\*—and you can't have it softer than riding on air.

You'll want to sample all of Chevrolet's new features and remarkable ways—the solid ride that comes from its new body-frame design, the new smoothness in Powerglide,\* the new foot-operated parking brake, the beautiful interiors!

For the super surprise, see Chevrolet's special models, the Bel Air Impala Sport Coupe and Convertible. See your Chevrolet dealer and pick your Chevrolet, the beautiful way to be thrifty. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost*



THE BEAUTIFUL WAY TO BE SPORTY! New 1958 Corvette with new style, new power and new sparkle, strictly for those who speak the Corvette's special language. Get the feel in the new '58 Corvette cockpit. Sample any one of its four ultra-compact V8's (including the 200-h.p. Fuel Injection\* version); and its three transmissions. You'll be driving the absolutely best road car in America.

*\*Optional at extra cost*

