



The new Bel Air Convertible with Body by Fisher

Smoothest thing going...that's Chevy!

Chevy's velvet-smooth vitality and solid, road-leveling ride put more pleasure in your driving. And its smoothly sculptured lines and fine finishing touches give you more to be proud of.

That's the beauty of a Chevrolet. Its gay, graceful styling promises a lot of pleasure. And it sure lives up to its promise! The closer you look at it, the more you find to

be proud of. You see solid Fisher Body construction and fine details that would do even a high-priced car proud. Chevy's not just beautiful—it's built to *stay* that way!

When you turn the key, you find the going's every bit as good as the looking. You're directing performance with split-second response—up to 245 h.p.* underfoot—with light, precise steering at your fingertips. You're driving a car that seems to do everything with ease. That goes for taking steep grades, tight turns or just holding a long, straight line on the highway. You begin to see what we mean by sweet, smooth and sassy. Stop in and sample this new Chevrolet in action.



*Optional at extra cost. 270-h.p. high-performance V8 engine also available at extra cost.

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