



Eager to please ... that's Chevy!

This sweet, smooth and sassy Chevrolet looks as high-spirited as a colt in clover. And the lively, light-hearted way it responds to your touch makes for the happiest driving you've ever known.

Here's the carefreest feeling behind a wheel you've ever known ... this new beautifully built '57 Chevrolet!

It lets you take every driving situation in your stride, so confident in your handling. Hills ahead? This '57

Chevy floats up them so effortlessly that other cars seem muscle-bound!

There's a real output of power here, from the finest V8 engine in its field. And there's performance here to spare ... eager, responsive, surging and smooth. But then, you don't need to be reminded of the prowess this new Chevy has displayed from the start!

If your heart's been giving you a nudge each time a new Chevrolet glides by, better face it! Put that Chevy through its sweet, smooth and

sassy paces at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

