

**MOST ZESTFUL, RESTFUL DRIVING YOUR DOLLARS
EVER BOUGHT!** *This new Chevrolet has got the kind of avid V8 action that'll make
you marvel. And you'll find it's as easy riding as it is on your budget!*

Better get a good look at Chevy's low price tag before you take a trial ride. Once you're on the road the feeling comes over you fast that this one moves strictly in the high-price class.

No other car in Chevrolet's field coddles you with such a soft ride or responds with such eager-to-please power. New

Full Coil suspension is standard on every model—or you can even have a real air ride* if you wish. Add to this the smoothest power team in its field—the radically new Turbo-Thrust V8* and triple-turbine Turboglide*—and

you've got a combination that puts you right in step with the costliest of cars. Yet, with all these advances, you'll find Chevrolet prices begin right down at the bottom of the ladder.

**Optional at extra cost.*

SEE YOUR LOCAL AUTHORIZED CHEVROLET DEALER



The Bel Air Impala Sport Coupe. Every window of every Chevrolet is Safety Plate Glass.