

# TOP-FLIGHT TRAVELER WITH A LOW PRICE TAG!

*Almost as soon as you slip behind the wheel of this **NEW CHEVROLET** you have the feeling you couldn't be sitting prettier. Here's a ride that coddles you with costly car comfort. Here's V8 action itching for your touch. Yet, no matter how closely you figure, you can't do better by your budget!*

A few short years ago you couldn't travel like this at *any* price. Yet now Chevrolet brings you a new kind of gull-wing grace, low-cradled comfort and sports car spunk—all at a price that's trimmed right down to the size of your pocket.

Ordinarily any one of these advances would earn a car the right to

be called "new." But once you've taken inventory of this '58 Chevy—with its Body by Fisher, its Full Coil suspension, its Turbo-Thrust V8\* with Wedge-Fire design—you'll see it's in no way an ordinary car. Seldom in automotive history has

progress achieved such a pace. Yet to drive this Chevrolet you'd think it was the leisurely product of decades, so precise is its engineering, so fine and clean are its details. Your dealer's waiting now to show you exactly what we mean. \*Optional at extra cost



**SEE YOUR LOCAL AUTHORIZED CHEVROLET DEALER**



*The Impala Sport Coupe with Body by Fisher. Every window of every Chevrolet is Safety Plate Glass.*