

Already established as . . .

sixty's sizzler!

You can tell already, by the growing number of new Chevrolets you see on the road, that this one's the sizzler for Sixty! It was bound to happen. When you make an effort to find out all the things most people want in a car, then make sure they're all designed into a car most people can afford, you're sure to get a pretty hot reception.

People look over Chevrolet's 16 freshly styled '60 models. They

see a choice of 24 engine-drive combinations, including a new Economy Turbo-Fire V8. They drive a Chevy. They like the way the ride has been polished and perfected, made practically sound-proof with new rubber cushion body mounts. They like Chevy's wide seats, its wonderfully easy handling, its good solid feel on the road. Then they decide there really isn't any good reason for looking any further.

The closer you look, the easier it is to see that Chevrolet has a corner on quality and fine features in its field. How about far costlier cars? Chevrolet goes them all one better by matching elegance with economy, by offering luxury like you've never seen before in Chevy's price class. We've got a hunch you'll go for this one. Drive it around your Chevrolet dealer's block. Then just think it over.

The Superlative '60 Chevrolet



See your local authorized Chevrolet dealer

The Bel Air 4-Door Sport Sedan with beautiful Body by Fisher.