

Test Turbo-Thrust Chevrolet scats up a punishing grade, two miles high in the Chilean Andes.



## Even the Andes aren't high enough to make this V8 breathe hard! CHEVY TURBO-THRUST!

Tackle the toughest roller coaster of a road you can find—one that scrambles to a dizzy 12,572 feet—and even then you won't take the real measure of Chevy's new Turbo-Thrust V8!\* We proved that on the fantastic General San Martin Highway over the South American Andes, on gravel grades that ran up to 30 percent out of hairpin turns, in air so thin drivers gasped for oxygen. The tremendous torque of Turbo-Thrust's 348 cubic inches made every foot of the climb seem incredibly easy; its radical combustion-chamber-in-block metered out flawless performance from sea level to 2 miles in the sky! The Turbo-Thrust ran ocean to ocean and back in 41 hours 14 minutes—and the ignition key was never turned off, the hood was sealed shut! It's the greatest engine going in the low-price field today—and you can prove that right in your hometown traffic! Sample it and see for yourself! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Optional at extra cost.





# Almost too new to be true!

## '58 CHEVROLET

Here are just *some* of the real surprises that await you in Chevrolet's three new series, its new line of station wagons, its 17 all-new models:

**A revolutionary new V8!** That's Turbo-Thrust, with V8\* combustion chambers *in the block* and up to 280 h.p.! Three new versions of the Turbo-Fire V8, too, and more power for the Blue-Flame Six.

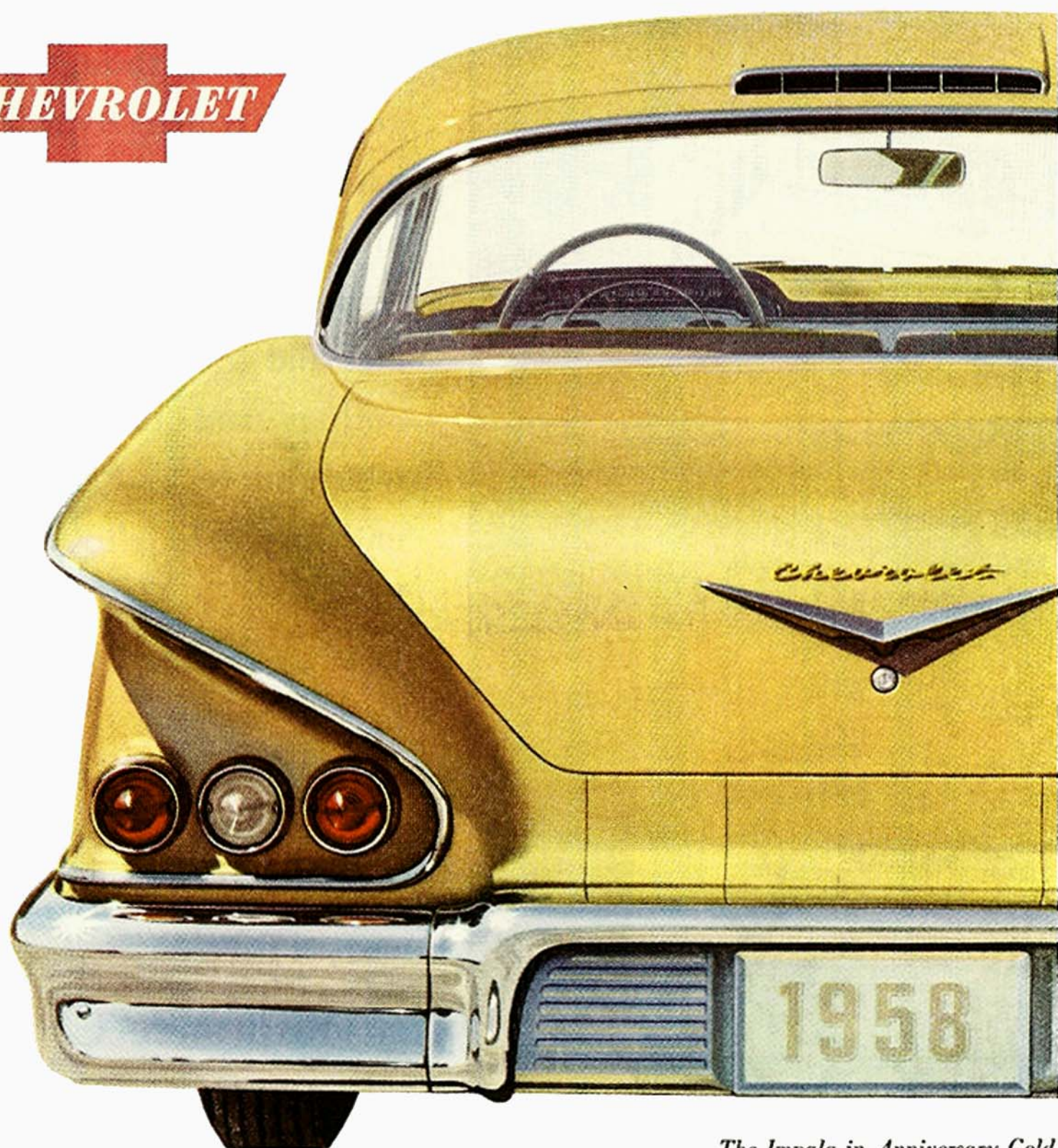
**New body-frame construction!** New X-design Safety-Girder frame gives extra safety

with lower center of gravity, less side sway.

**All-new 4-coil suspension!** A fabulous combination of super-soft coil springs *and* the super stability of Chevy's exclusive four-link rear suspension.

**You can even ride on air!** Level Air suspension\* puts air springs at *every* wheel—and the car stays level, regardless of load! . . . See the year's newest car at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Extra-cost option.



*The Impala in Anniversary Gold.*



The Impala Sport Coupe—every window of every Chevrolet is Safety Plate Glass.



**EXCITEMENT RIDES WITH YOU** every mile you roll in your new **CHEVROLET**. At rest or on the road, this sleek style-setter promises action, gaiety, glamor—and it keeps its promises beautifully. Come aboard and take the key to the happiest traveling on the highway!

One look at those saucy lines and you know this new Chevy's ready to shove off for wherever you say.

Just name your course—a bustling highway, a tumbling mountain road or a side street to the corner grocery. Here's the car with the kind of eager-going gait that turns any route into a pleasure cruise.

You'll see what we mean the first time you feel the quick-sprinting torque of Chevrolet's new Turbo-Thrust V8\* whisk you up a steep hill. Or learn how this engine loves to shrink the miles out where they're long and lonesome.

And you'll find still more to be proud of in the way Chevy takes the wrinkles out of aging roads. There's a choice of two completely new rides—Full Coil suspension as standard and a real air ride\* besides. Each is engineered to achieve a gentleness you'd expect only in the costliest cars.

The plain truth is that you're missing one of the most rewarding experiences on the road if you haven't yet taken the wheel of this new Chevrolet. It's an oversight your dealer will gladly remedy. . . . Chevrolet Division of General Motors, Detroit 2, Michigan. \*Optional at extra cost



**CHEVROLET**



The Impala Convertible with Body by Fisher. Safety Plate Glass means better seeing in all new Chevies.



**YOU'LL HAVE PLENTY TO SHOW OFF** *in the high-spirited performance of your* **NEW CHEVROLET.** *With its radical new Turbo-Thrust V8\* and new action in all engines, it's so quick, agile and eager that once you take the wheel, you'll never want to leave it. You've got your hands on something really special!*

Your pride can't help showing just a bit when you slide behind the wheel of this new Chevrolet. You couldn't be sitting prettier—and you know it.

You're in charge of one of the year's most looked at, most longed for cars. Chevy's crisply sculptured contours and downright luxurious interiors are enough to make anybody feel like a celebrity.

Move your foot a fraction on the gas pedal and you feel the instant, silken response of a unique new kind of V8. You ride smoothly and serenely—cushioned by deep coil springs at every wheel. You can even have a real air ride\*, if you wish.

See your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Mich. \*Optional at extra cost.





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



**YOUR PRIDE WILL PERK UP** whenever you're seen in your '58 CHEVROLET. One look at those low, wind-whisked lines and you know you're bound to be noticed. And you'll find still more to be proud of in the quick, sure way Chevy responds to your touch.

There's just something about Chevy's low, straining-at-the-bit beauty that makes people sit up and take notice. And the way this Chevrolet *moves!* It's got quick-sprinting power and a reassuring way of keeping its poise, even on sudden dips and curves.

Another big reason you'll be prouder of a Chevy is that it's the only honest-to-goodness *new* car in the low-price field. There's a new X-built Safety-Girder frame . . . new Turbo-Thrust V8\* . . . a choice of new standard Full Coil suspension or a real air ride.\* Cars just don't come any newer!

Make it a point to stop by your Chevrolet dealer's real soon. What he's selling is high on pride but low on price. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost.*





*The Biscayne 4-Door Sedan with Body by Fisher. Every window of every Chevrolet is Safety Plate Glass.*



**YOU'LL GET THAT CHEVY FEELING—FAST,**  
*when you discover how quickly and surely this car responds, how beautifully it behaves. And the ride makes roads seem as smooth as sea-packed sand!*

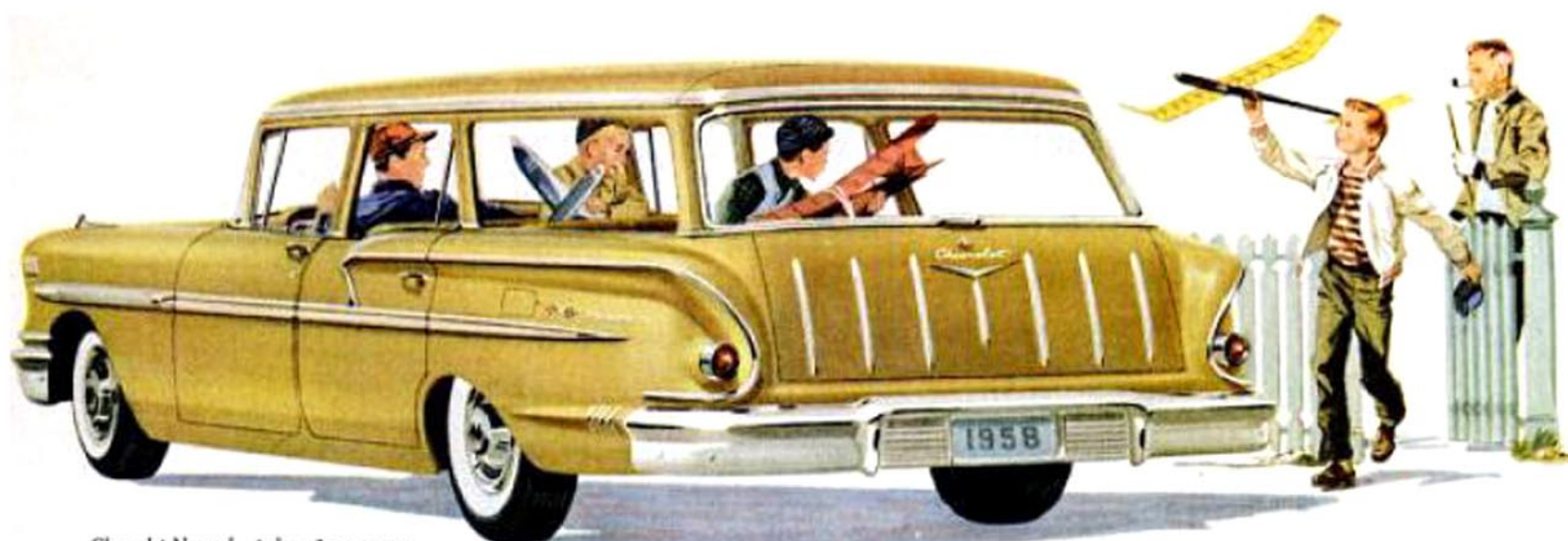
Wait till you're breezing along with the rapid response of a Turbo-Thrust V8\* under your toe and you feel Chevy's easy, accurate steering and Full Coil smoothness. You can't help but get that Chevy feeling! It comes over you the moment your hands curve around that slim steering wheel, and it just keeps mounting every mile you drive.

You can see Chevrolet's the most completely new car in its class. You'll find, too, that Chevrolet prices start right down at the bottom of the ladder. But you have to feel Chevy's pulse out on the road to discover all the life and pure driving pleasure that's packed into those long, low lines. Let your Chevrolet dealer arrange it. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost*







Chevrolet Nomad—4-door 6-passenger

## NEW WAGONS WITH WONDERFUL WAYS—

**THESE NEW '58 CHEVROLETS!** *There's new lilt in the way they look. New verve in their way with roads and loads. And you have five to choose from. Pick a two-door model or four, six-passenger or nine, you can be sure of this: You'll move in the smartest station wagon set there is!*

You never had handsomer or more practical reasons to move into a new station wagon. These 1958 Chevrolets are dramatically lower and wider—and nine crisp inches longer.

Notice that the larger liftgate curves clear around at the corners. It's hinged into the roof and raises completely out of the way for easier loading and maximum-size loads.

Chevrolet's new standard Full Coil sus-

pension puts an extra-soft cushioning of deep coil springs at every wheel. Or, as optional choice at extra cost, you can have the ultimate of a real air ride—Level Air suspension. Bumps get swallowed up in cushions of air. And your wagon automatically keeps its normal level, regardless of how heavy the load.

There's still more to like. More steam in Chevy's budget-minded Blue-Flame 6. More really potent performance with

the new 250-h.p. Turbo-Thrust V8,\* an ideal running mate for honey-smooth Turboglide\* drive. Better see your Chevrolet dealer . . . and join this year's smart station wagon set. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost.*



Chevrolet Brookwood—4-door 6-passenger





The stylish new Bel Air 4-Door Sedan

The beautiful way to be thrifty!

## The '58 CHEVROLET

*Economy never looked, or performed, or rode like this before. But now look what the '58 Chevrolet offers you in the biggest, boldest move a car ever made!*

Not in two blue moons have so many fine new things come along in a car to delight and excite you—especially a car in the low-price field.

You can see the new Chevrolet has style. It looks so ready for action that you almost expect the one above to pick up and roll off the page.

And a Chevrolet can move, all right. Its new Turbo-Thrust V8\* engine pours out a sweet, all-new version of spice and spirit, guarantees your money's worth in performance. Just sample it. And for the quirked combination of silkiness and response that there is, add Chevrolet's Turboglide,\* first and only triple-turbine transmission.

Even Chevrolet's tried-and-true Blue-Flame 6 has new spunk for 1958—and thrifty ways!

It's for certain, too, that economy never rode like this. The new Full Coil suspension, standard with Chevrolet, is as gentle and easy as if a Chevy were striding along on tiptoe. There is also a real air ride\*—and you can't have it softer than riding on air.

You'll want to sample all of Chevrolet's new features and remarkable ways—the solid ride that comes from its new body-frame design, the new smoothness in Powerglide,\* the new foot-operated parking brake, the beautiful interiors!

For the super surprise, see Chevrolet's special models, the Bel Air Impala Sport Coupe and Convertible. See your Chevrolet dealer and pick your Chevrolet, the beautiful way to be thrifty. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost*



THE BEAUTIFUL WAY TO BE SPORTY! New 1958 Corvette with new style, new power and new sparkle, strictly for those who speak the Corvette's special language. Get the feel in the new '58 Corvette cockpit. Sample any one of its four ultra-compact V8's (including the 200-h.p. Fuel Injection\* version); and its three transmissions. You'll be driving the absolutely best road car in America.

*\*Optional at extra cost*





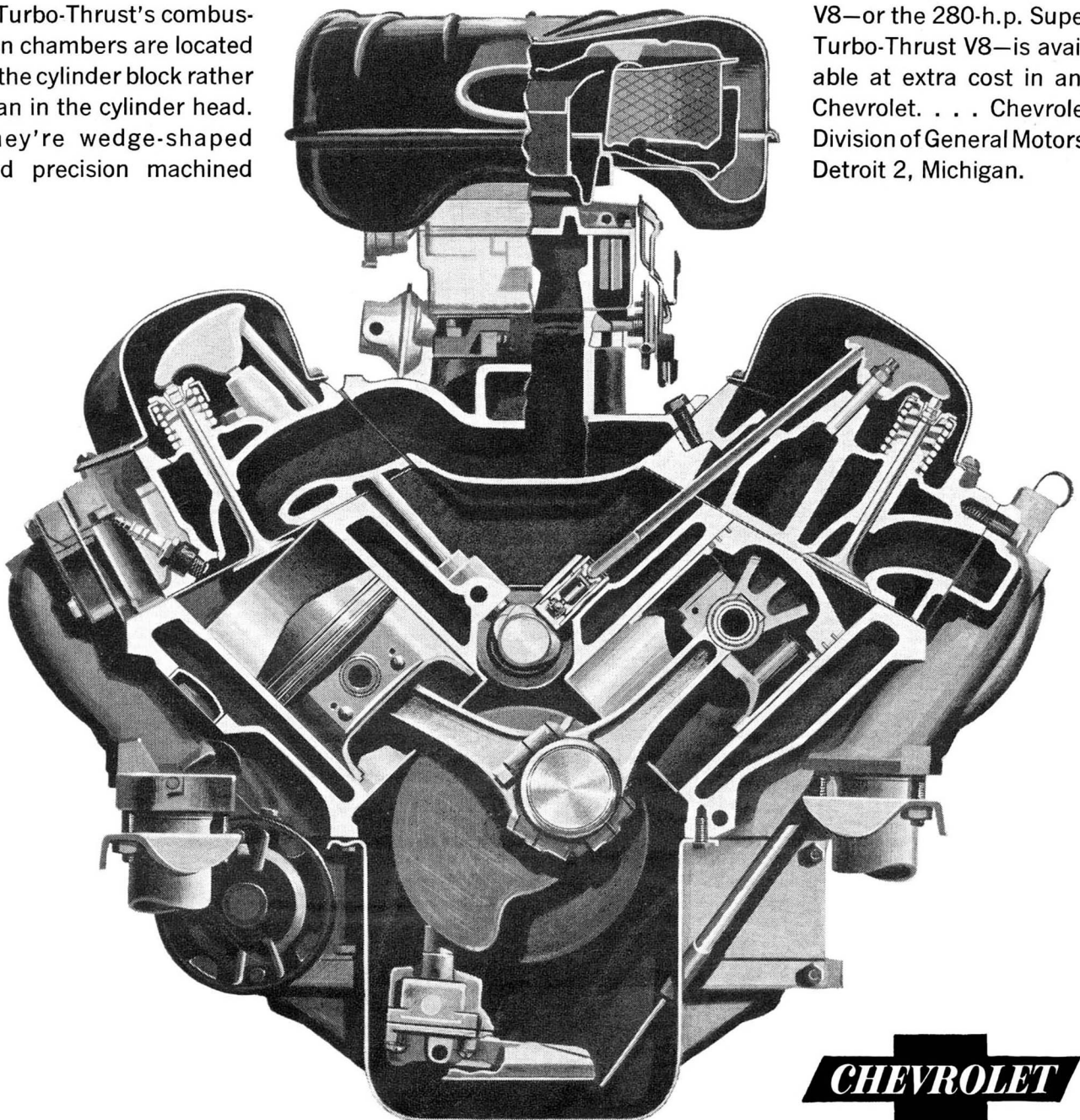
# New in the way it looks...in the way it feels —Chevy's Turbo-Thrust V8!

Here's an engineering achievement you can feel the instant your toe touches the treadle. You feel a new kind of response—an ultra-smooth pickup. And when you lift that Chevrolet hood you'll see why. You'll see an engine so radical it even looks different. It's the Turbo-Thrust V8. It's built around a revolutionary design that contributes to constant smoothness at all engine speeds and to exceptional efficiency as well.

Turbo-Thrust's combustion chambers are located in the cylinder block rather than in the cylinder head. They're wedge-shaped and precision machined

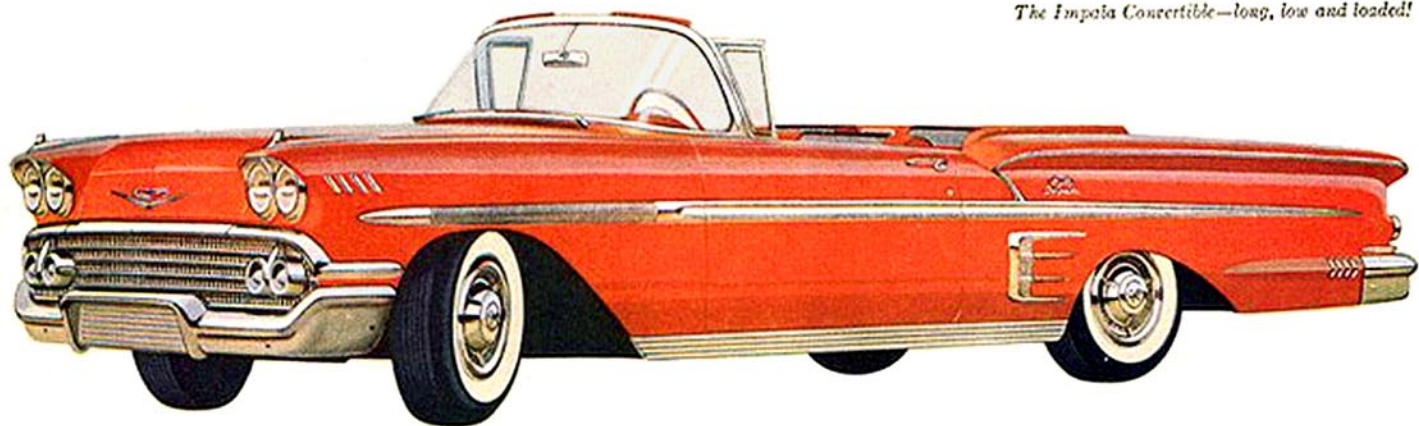
for even, efficient combustion. Since each chamber is precisely the same size, each piston does the same work. The result is a velvet-smooth flow of power from idling speed right on up. A whopping 348 cubic inches of displacement gives you power when you need it—with plenty in reserve. Visit your Chevrolet dealer today. Lift the hood and see the difference . . . take a drive and you'll feel it!

The 250-h.p. Turbo-Thrust V8—or the 280-h.p. Super Turbo-Thrust V8—is available at extra cost in any Chevrolet. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.





*The Impala Convertible—long, low and loaded!*



**NOTHING GOES WITH SPRINGTIME LIKE A BRIGHT NEW CHEVY!** *Here are cars to rejoice in... sports-minded, fun-hearted and beautiful as all outdoors. The way they perform, ride and handle makes for the happiest driving you've ever known. Got spring fever? Trade it for that Chevrolet feeling!*

There's something about these new Chevs that was made to order for the warm, wonderful days ahead.

You can see it in the eagerness of their low-thrusting silhouettes. You can feel it in the spirited way they take to an open stretch of highway, in the nimble way they negotiate a winding country road.

These are cars to rejoice in—the surest, happiest cure ever invented for an old-fashioned case of spring fever. And the treatment becomes habit-forming with your first close-up look at the gull-wing glamor of that all-new Body by Fisher.

Every one of these new Chevrolet passenger cars is lower, wider and more luxurious in every detail. And every one is loaded with engineering advances that make driving more restful and zestful. Give some rein to the radically new Turbo-Thrust V8,\* for instance, and see how it loves to shrink the miles out where they're long and lonesome. Or follow your wanderlust down a dipping backwoods road—and feel the putting-green smoothness of Chevrolet's new kind of ride.

Your local dealer will be glad to fill you in on all the details—including prices as low as Chevy's roofline!... Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost.*



*The dashing Corvette—America's only authentic sports car.*



*The Bel Air Sport Coupe—every window of every Chevrolet is Safety Plate Glass.*



SWEET  
SEVENTEEN—  
AND NOT  
TO BE  
MISSED!



**IMPALA CONVERTIBLE**—another new luxury model in the Bel Air Series. How about those long, low lines! And colors—wait till you see the samples!



**CORVETTE**—America's only authentic sports car! Offers five V8's, two with Fuel Injection;\* three drives, including 4-speed manual shift.\*



**BEL AIR SPORT SEDAN**—with Turbo-Thrust V8\* and Turboglide,\* you'd have the smoothest power combination in Chevrolet's class.



**BEL AIR NOMAD**—star of a high-styled five-wagon lineup for '58! Seats for six in this one. Choose any Chevy engine; up to 280 h.p. in V8's.



**BISCAYNE 4-DOOR SEDAN**—in Chevrolet's middle priced series. Biscaynes, you'll notice, have a bright look of beauty that's all their own!



**BISCAYNE 2-DOOR SEDAN**—ready to take you for a super-smooth ride with Full Coil suspension at all 4 wheels! New air ride\* is also offered.



**BROOKWOOD 4-DOOR 9-PASSENGER**—you can take half the neighborhood to school in this one! Upholstery is easy to keep clean.



**DELRAY 2-DOOR SEDAN**—you'll save with a Delray and still get everything Chevy's famous for: smooth ride, easy handling, real performance!



**YEOMAN 4-DOOR 6-PASSENGER**—comes with any one of Chevrolet's superb new engines. For biggest savings, choose the new 145-h.p. Six.



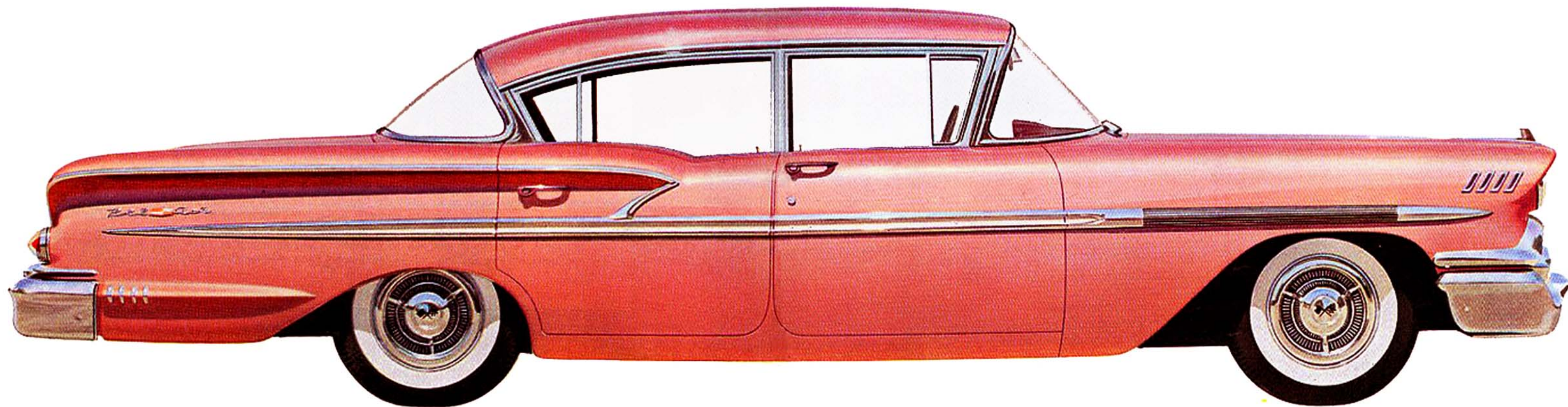
**YEOMAN 2-DOOR 6-PASSENGER**—pile the family in and you're out for a good time; put in a cargo (up to a 1/2 ton) and you've got a real worker!

*Here's Chevrolet's whole happy family. Here's styling that sets a new style—new developments in riding comfort that make the high-priced cars jealous—new peaks of performance (V8 or 6) in every model. Don't miss seeing and driving a '58 Chevrolet before you buy that new car. It's a beautiful way to be thrifty! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.*

\*Optional at extra cost.



The stylish new Bel Air 4-Door Sedan



The beautiful way to be thrifty!

*Economy never looked like this, performed like this, or rode like this, up to now. But now look what the '58 Chevrolet offers you in the biggest, boldest move any car ever made!*

Not in two blue moons have so many fine new things come along in a car to delight and excite you—especially in the low-price field.

You can see the new Chevrolet has style. It's nine inches longer, rakishly lower and wider. It looks so ready for action you expect the one above to roll right off the page.

And a Chevrolet can move, all right. Its new Turbo-Thrust V8\* engine pours out a new version of spirited performance that guarantees your money's worth in action. For the quickest, silkiest combination that

there is, add Chevrolet's Turboglide,\* first and only triple-turbine transmission in Chevy's field.

Even Chevy's faithful Blue-Flame 6 has new spunk in its thrifty ways.

It's for certain, too, that economy never rode like this. Chevrolet's new standard Full Coil suspension is as jolt-free and jounce-free as if a Chevy were striding along on tiptoe. There is also a real air ride—as an optional choice at extra cost—and you can't have it softer than riding on air.

These are only a few of Chevrolet's new features and remarkable ways. You'll want to sample them all. The body-frame design is new and stronger. Transmissions, including Powerglide,\* are smoother. The new 4-head-light system sends out a longer, stronger beam to assure sharper, safer seeing.

The '58 CHEVROLET

For the super surprise, head for Chevrolet's two new models, the Bel Air Impala Sport Coupe and Impala Convertible. They're the lowest passenger cars in Chevrolet's whole beautiful line—and a new high in luxury. See your Chevrolet dealer and pick *your* Chevrolet. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

THE BEAUTIFUL WAY TO BE SPORTY! New 1958 Corvette with new style, new power and new sparkle, strictly for those who speak the Corvette's special language. Get the feel in the new '58 Corvette cockpit. Sample any one of its four ultra-compact V8's (including the 290-h.p. Fuel Injection\* version); and its three transmissions. You'll be driving the absolutely best road car in America.

*\*Optional at extra cost*



The dashing new '58 Corvette

