



The beautifully new Bel Air Sport Sedan—one of 29 new Chevrolets. Sweet and low—and longer for '57!

'57 CHEVROLET! SWEET, SMOOTH AND SASSY!

Chevy goes 'em all one better for '57 with a daring new departure in design (looks longer and lower, and it is!), exclusive new Turboglide automatic transmission with triple turbines, a new V8 and a bumper crop of new ideas including fuel injection!



Chevy's new beauty wins going away! Body by Fisher, of course.

Chevy's new and Chevy shows it—from its daring new grille and stylish lower bonnet to the saucy new slant of its High-Fashion rear fenders. It's longer and lower—and every inch a beauty!

And new style is just the start. There are new V8 power options that range up to 245* h.p. Then, you've a choice of two automatic drives as extra-cost options. There's an even finer Powerglide, and new nothing-like-it Turboglide with Triple-Turbine take-off.

Come see the new car that goes 'em all one better. And, better yet, drive it!

SEE YOUR AUTHORIZED CHEVROLET DEALER



*A special 270-h.p. engine also available at extra cost. Also revolutionary Ramjet fuel injection engines with up to 258 h.p. in Corvair and passenger car models.



**270-h.p. V8 also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p.*

That new V8 in the '57 Chevrolet is as quiet as a contented cat and as smooth as cream. And it's cat-quick in response when you ask for action!

No household tabby sitting in a sunny window ever purred more softly than Chevy's new V8 engine. It's so kitten-quiet and cream-smooth that you can scarcely even tell when it's idling.

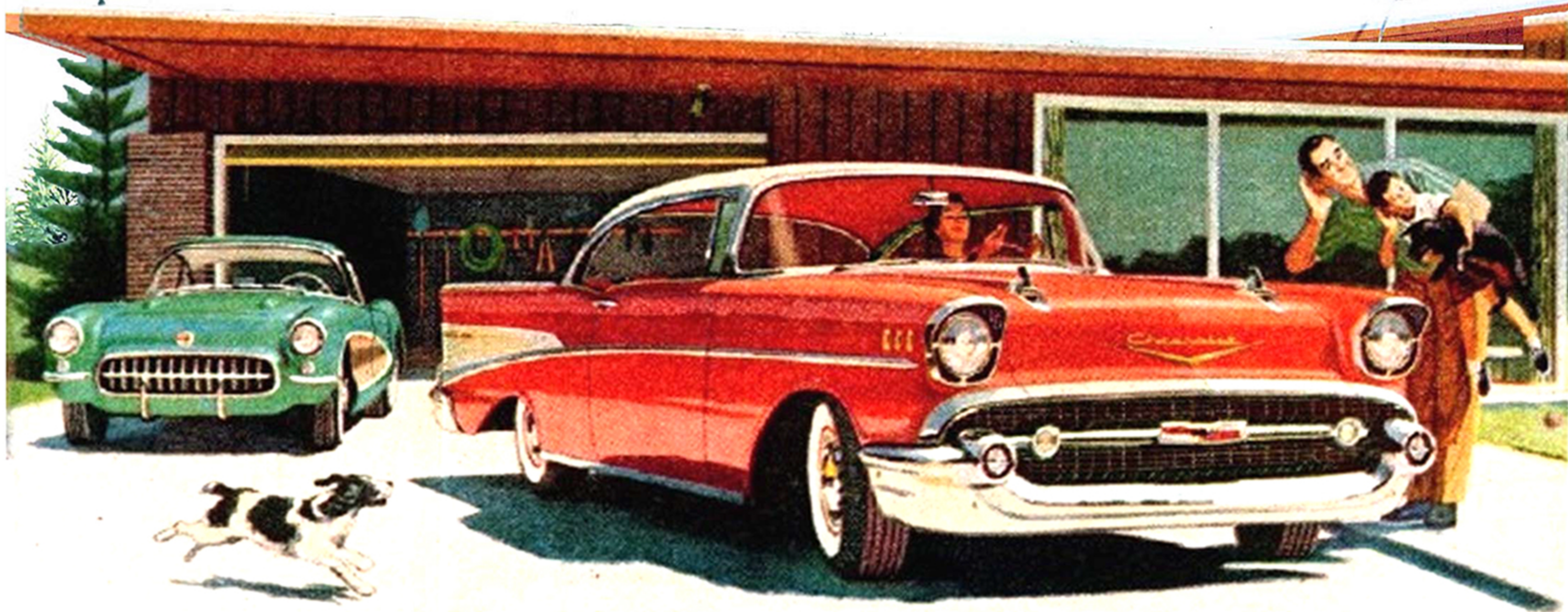
But when you nudge the accelerator, you know it's there, all right! It pours out the kind of velvety action that helps you be a surer, safer driver. Its right-now response keeps you out of highway emergencies. It overpowers steep hills with such ease they seem like level landscape.

New Chevy V8 engine options put up to 245* high-compression horsepower under your command. With 283 cubic inches of displacement, this beautifully designed V8 is a new, bigger and better

edition of the engines that have put Chevrolet at the top of the performance ladder. It's sassy, sure—but as tame to your touch as a purring pussycat.

Try the smoothest V8 you ever put a toe to, and all the good things that go with it. Like new Turboglide—the first and only triple-turbine automatic drive (an extra-cost option). And Chevy's own special sweet and solid way of going. Stop by your Chevrolet dealer's. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Chevy puts the purr in performance



Sweet, smooth and sassy! The dashing new Corvette (left) and the Bel Air Sport Coupe with Body by Fisher (above) — two of 20 beautiful new Chevies.