

what could you be thinking about that Chevy hasn't thought of?

Even people who were once traditionally bound to higher priced cars find themselves running off with Chevrolets. And why not? Chevy gives you easily as much basic comfort and as fine a ride as any of them. As much power and performance as you'd ever need. (With more engine-transmission combinations than anybody!) And for more extra value features (at no extra cost) than you'd ever expect to find in Chevy's price class. Look into one of Chevrolet's 18 models sometime soon. And drive it, of course. Find out what it's like to be completely satisfied—and have money left over.

Roomier Body by Fisher with a lower, narrower transmission tunnel that gives you more foot room.

Pride-pleasing style (you'll like the way it combines good looks with good sense—take a look at that easier-to-load vacation-sized trunk, for instance).

New Economy Turbo-Fire V8 (makes friends fast by getting up to 10% more miles on a gallon of regular—yet gives you the "git" Chevy's famous for).

Shift-free Turboglide*—Chevy's the only car in its field with an automatic transmission that eliminates even a hint of a shift.

Hi-Thrift 6 (built, of course, to deliver Chevy's famous economy and ever-faithful dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts, Chevrolet almost lets you forget there's a road under you).

Bonded-lining Safety-Master brakes (they stop quicker with less pedal pressure—another important reason Chevy's the kind of friend you can count on).

*Optional at extra cost.



Chevrolet Division
of General Motors,
Detroit 2, Michigan



There's nothing like a new car—and no new car like a Chevrolet. This is the Bel Air 4 Door Sedan.

Air Conditioning*—temperatures made to order—for all weather comfort. Get a demonstration.