



Impala Sport Coupe — such luxury never come out of the low-price field before!

ALMOST TOO NEW TO BE TRUE ...

'58 CHEVROLET!

THE BIGGEST, BOLDEST MOVE ANY CAR EVER MADE!



Meet the beautifully moving '58 Chevrolet! It's so panther-quick, so silk-smooth it goes far beyond even the great Chevrolet performers of the past. Here are radical new departures in power, ride and body-frame design, a V8 unlike any other, a Full Coil suspension system and a real air ride! Even two new super models! See the '58 Chevrolet today!

Look at Chevrolet's new styling, airy new gull-wing fenders. That's how new Chevrolet is all over! It's lower and wider—and nine crisp inches longer.

There's an all-new Turbo-Thrust V8* engine with a new brand of velvety action. Pair it up with Turboglide* and you'll command the quickest, smoothest combination on the road! There are two new rides — cradle-soft Full Coil suspension — and the first real air ride*

in Chevy's field. The body-frame design is new, the wheelbase is longer, for a sweet new handling feel.

There's plenty more — a new 4-headlight system for safer seeing, new 6 and V8 power, a new foot-operated parking brake. Improved transmissions include a smoother-than-ever Powerglide*. And two new super models make their debut — the Impala Sport Coupe and Convertible. They're the lowest, most luxurious Chevrolets of all.

See all that's new at your Chevrolet dealer's! *Optional at extra cost.



Bel Air 4-Door Sedan — bold new beauty and Fisher Body quality!



The eye-filling new Nomad . . . 4-door, 6-passenger station wagon!

A GENERAL MOTORS VALUE

DOWD MOTORS LIMITED