

The beautifully new Bel Air Sport Coupe with Body by Fisher.

JUST OUT AND JUST WONDERFUL! SEE THE '57 CHEVROLET TODAY! IT'S SWEET, SMOOTH AND SASSY!

Chevy goes 'em all one better—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!

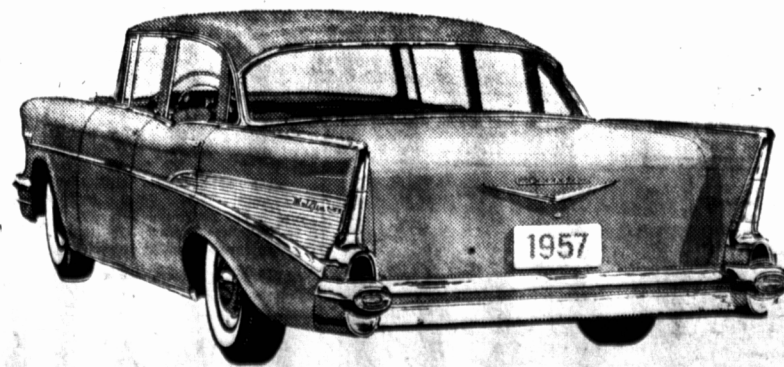
New right down to the wheels it rolls on — that's the '57 Chevrolet!

By now you know it's new in style. But treat yourself to another look. Let your eyes linger on that stylish new bonnet, that daring new grille, the deeply hooded headlights, the saucy new slant of those High-Fashion rear fenders. Chevy's new and Chevy shows it all over! It's longer and lower for '57. And Chevrolet's new in lots of ways that don't show up in our picture. It's new in 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 that brings you Triple-Turbine take-off and a new flowing kind of going. It's the only one of its kind — the newest, sweetest, smoothest automobile of them all!

NOW — FUEL INJECTION OFFERED FOR THE FIRST TIME!

Greatest engine advance since overhead valves! Chevrolet engines with Ramjet fuel injection, available at extra cost in the Corvette and passenger car models, deliver up to 283 h.p. Come see the new car that goes 'em all one better — the new 1957 Chevrolet!



The new Bel Air 4-Door Sedan — one of 20 striking new Chevis.



*(Special high-performance 270 h.p. engine also available at extra cost.)

Only franchised Chevrolet dealers  display this famous trademark

DOWD MOTORS LIMITED

203 FITZROY STREET

DIAL 6571