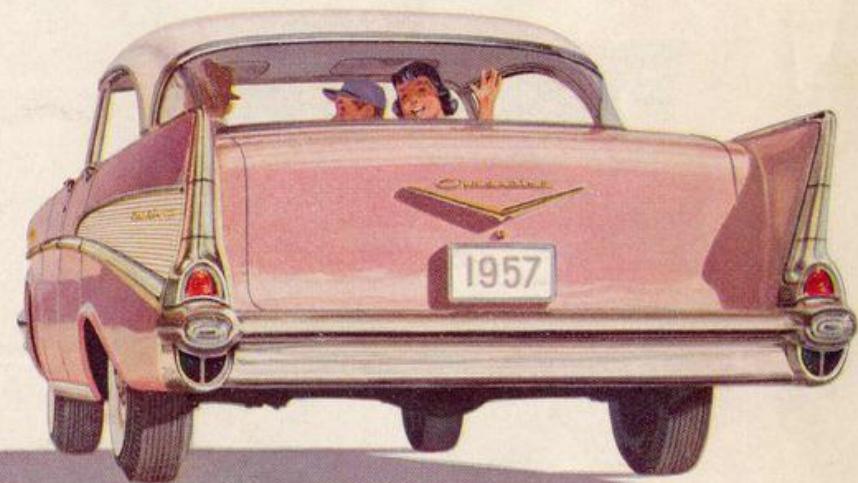
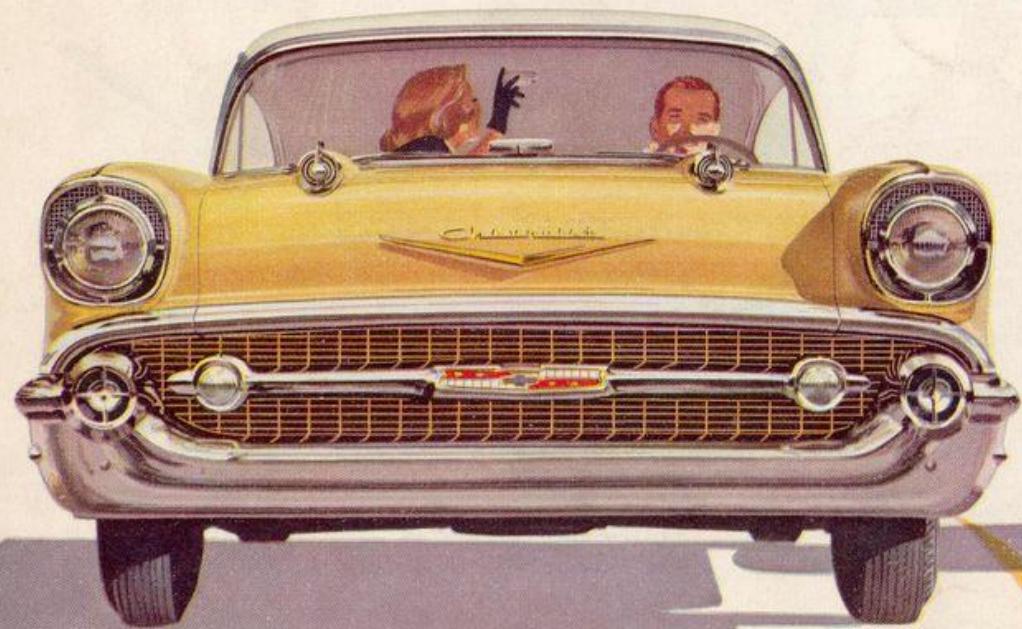


CHEVROLET 1957



SWEET, SMOOTH and SASSY



GOING PLACES IN A GLAMOROUS NEW WAY

The '57 Chevy goes 'em all one better—with exciting **new** looks . . . zippy **new** power . . . luxurious **new** interiors . . . revolutionary **new** Turboglide, the newest, smoothest thing in automatic drives and famous Powerglide, proved by billions of miles. These are among the many advances that mark Chevrolet the importantly **new** car in its field!

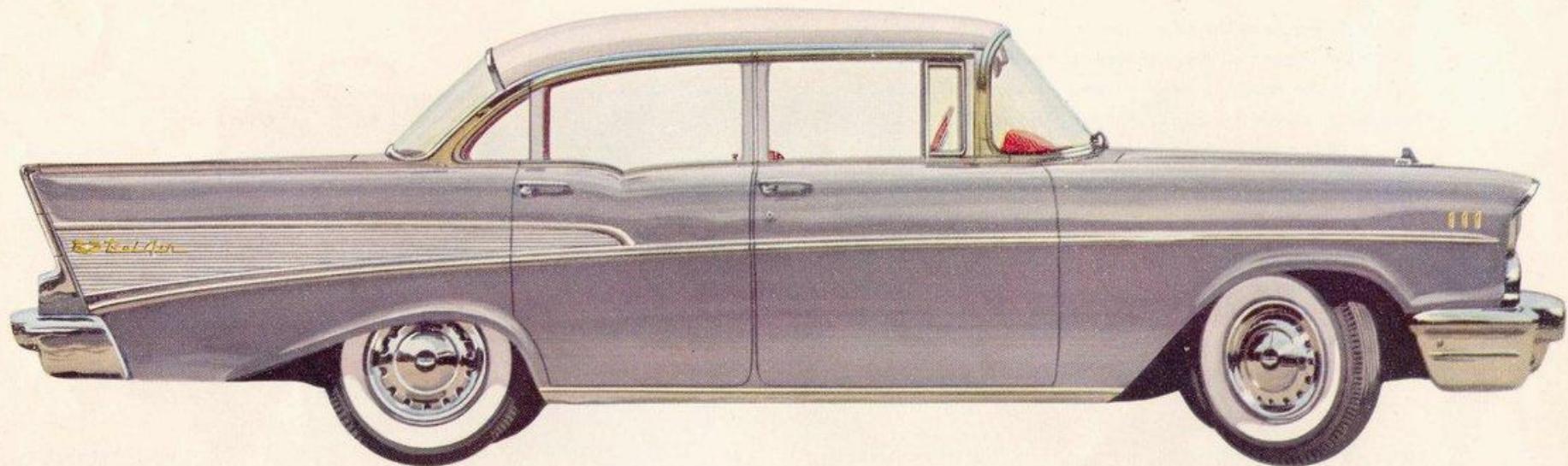
There are twenty stunning models (including a more powerful Corvette) . . . three great series—Bel Air, "Two-Ten" and "One-Fifty" . . . **new** exterior styling, from **new** front grille to **new** high-set rear fenders . . . **new** high-fashion colors . . . choice of V8 or Six, with **new** engines delivering up to 283 high-compression horsepower! There are **new** luxury-size tires and wheels, and a **new**, smoother ride . . . a **new** view for safer driving . . . **new** instrument panel . . . and a **new** wider choice of power teams!

But that's not all! Now, for the first time, Chevrolet announces Ramjet Fuel Injection! This major engineering development entirely eliminates the carburetor. It means you'll experience more useable engine power . . . performance more instantly responsive than ever before! And there are still other new features for '57, all adding up to a great **new** feel at the wheel—with **new** performance, economy and smoothness for greater motoring pleasure in your '57 Chevrolet!



the BEL AIR 4-door sedan

SHOWN IN IMPERIAL IVORY AND SILVER GREY METALLIC



Each of this trio of roomy sedans has its own new look of distinction and individual two-tone interiors. Note the high-fashion appeal of this sedan above with its gold-anodized aluminum fender louvers, full-disc wheel covers and rakish sweep of chrome. Here is styling elegance comparable to the costliest cars in all but price! In all models, even the driver's view is new—up to 75 square inches more glass area.



BEL AIR 4-DOOR Interior

Here is fabric and color to delight the eye. Flecks of red nylon add highlights to black Jacquard-loomed cloth. Supple vinyls have the sheen of grain and patent leathers. All models offer interior styling smartly color-keyed to the exterior color of your choice.

the "ONE-FIFTY" 4-door sedan

SHOWN IN SEMINOLE RED



the "TWO-TEN" 4-door sedan

SHOWN IN MIST GREEN AND HIGHLAND GREEN

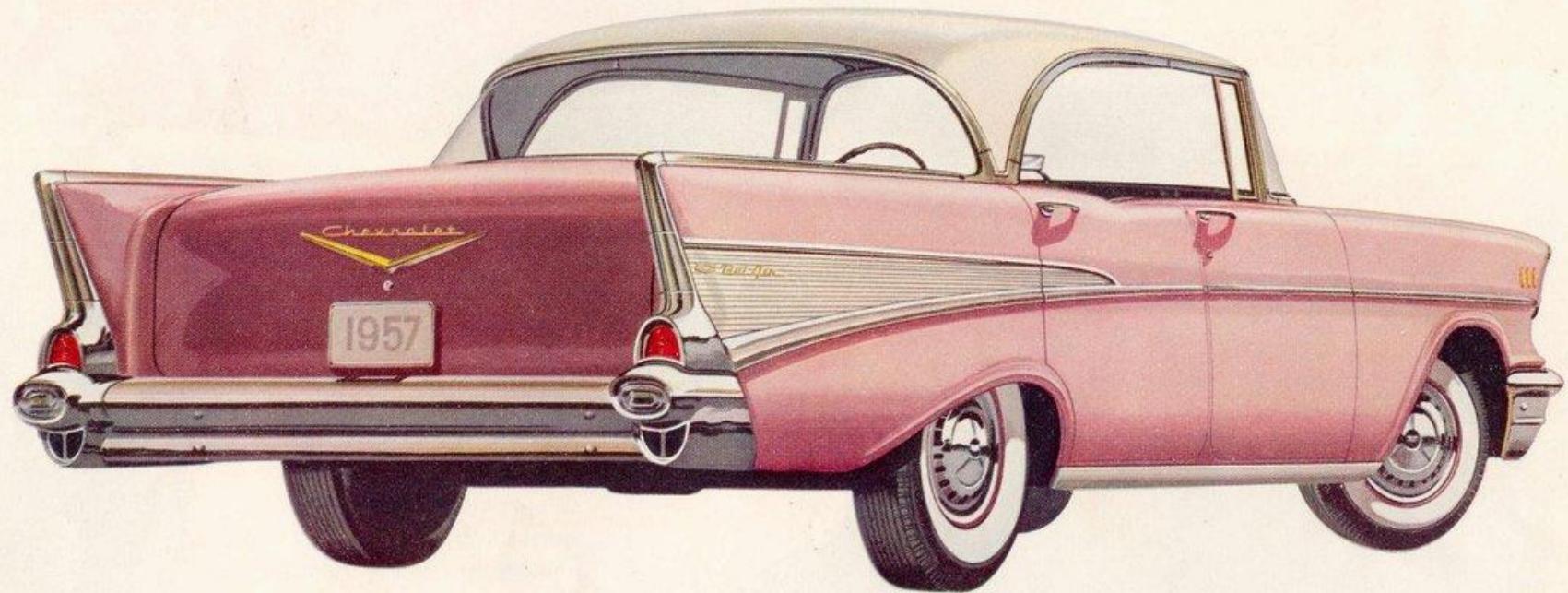


High fashion can be functional, too! Chevrolet's rakish new high-set rear fender sweeps down to form a unit combining tail, stop and directional signal lights, bumper guard, and space for accessory backup lights. A panel in the left fender molding swings aside to reveal the fuel filler cap!

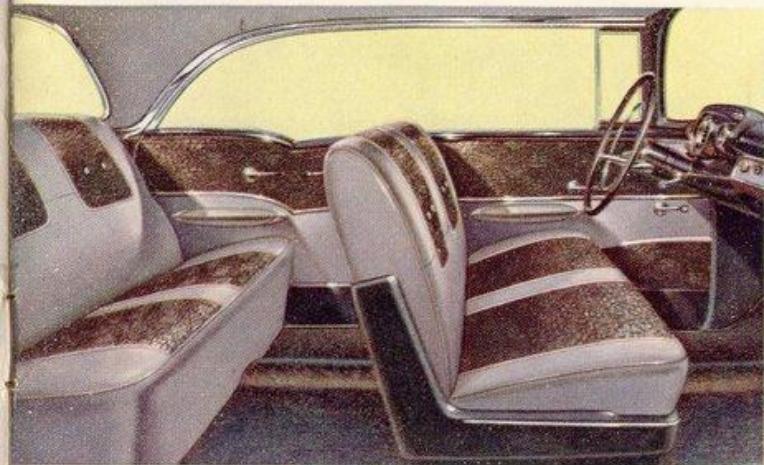


the BEL AIR sport sedan

SHOWN IN IMPERIAL IVORY AND DUSKY ROSE



You're headed for wide-open pleasure in this spirited new hardtop—just one of eight lively, lovely sport models. All reflect Chevrolet's dashing new styling. All are alive with new colors and accents of gold or chrome. All offer new comfort and luxurious interiors. No wonder the '57 Chevrolet is such fun to go in, so glamorous to be seen in!



BEL AIR SPORT SEDAN Interior

This belle of the Chevrolet hardtops offers a blending of open-air dash with the comfort of a closed 4-door sedan. This Bel Air interior reflects contemporary styling in new slenderly crafted seats and smart combinations of Jacquard-loomed pattern cloth and vinyl. Shown in silver and black.



the "TWO-TEN" sport sedan

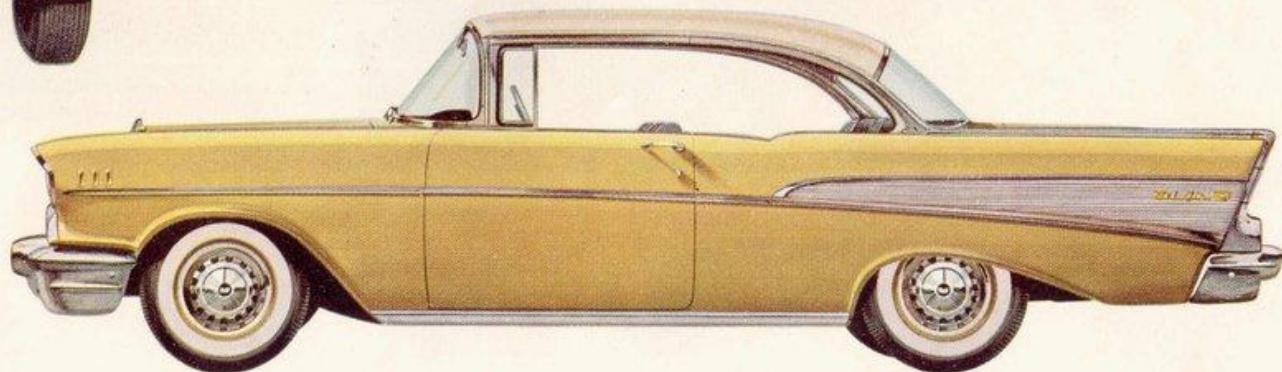
SHOWN IN LARKSPUR BLUE AND HAVEN BLUE



The integrated bumper and grille styling introduces a note of massiveness and width, setting the stage for all that is new in the '57 Chevrolet! Note the more widely spaced headlights and new twin windsplits on the hood.

the BEL AIR sport coupe

SHOWN IN DOVER WHITE AND CORONADO YELLOW



the BEL AIR convertible

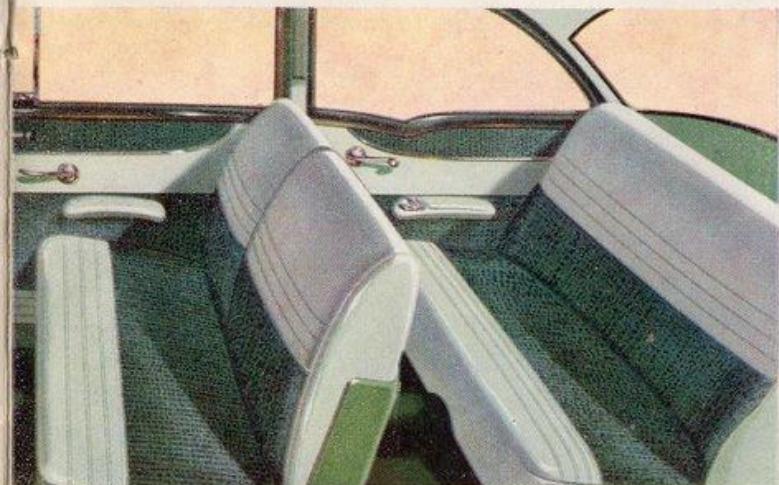
SHOWN IN DUSKY ROSE WITH IVORY TOP

Here's the prettiest picture of top-down fun under the sun—in the large economy size! Sixteen handsome colors to choose from—and color-coordinated tops to contrast or blend with exteriors. Lavish interiors feature smart new vinyls, foam rubber seat cushions and deep-pile carpets. And when the weather's not its best, the power-operated top gives snug protection at a button-touch.



the DELRAY club coupe

SHOWN IN HIGHLAND GREEN AND MIST GREEN

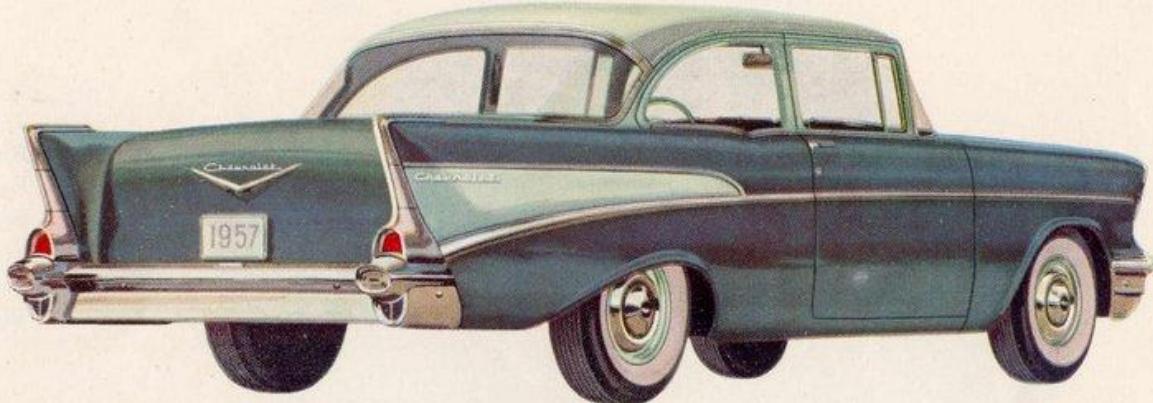


DELRAY CLUB COUPE Interior

Distinctive new "Two-Ten" interior styling lends this six-passenger coupe a smartness all its own! For on-the-go families, its all-vinyl interior makes it doubly attractive (seats, headlinings and sidewalls are washable!).

the "TWO-TEN" sport coupe

SHOWN IN COLONIAL CREAM



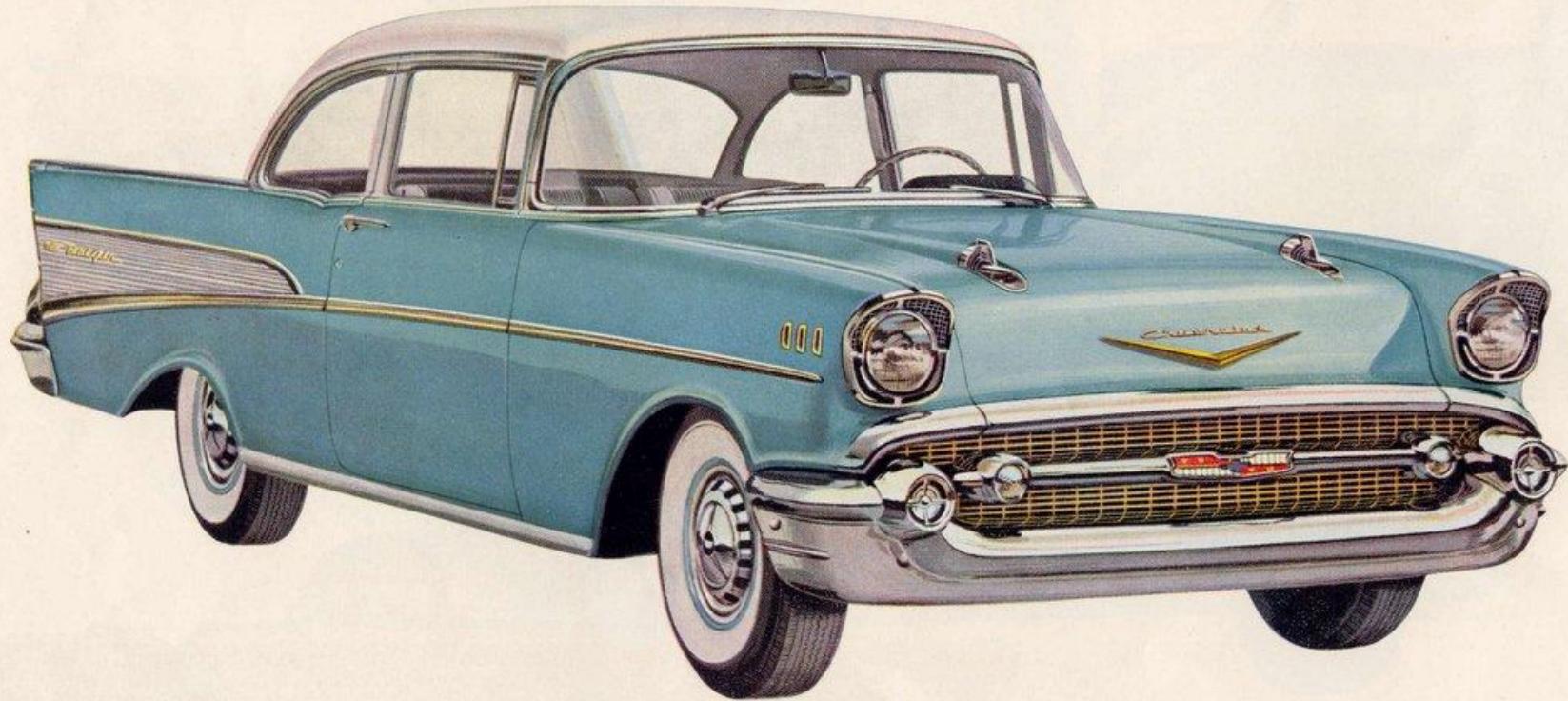
Take command behind this trim new "flight" panel! Instruments are clustered for easy reference, fully visible through the slimly tailored steering wheel with its safety-style, recessed hub and off-centered spokes. Control knobs are finger-tip close, set deeply in a cove for added safety and smartness.

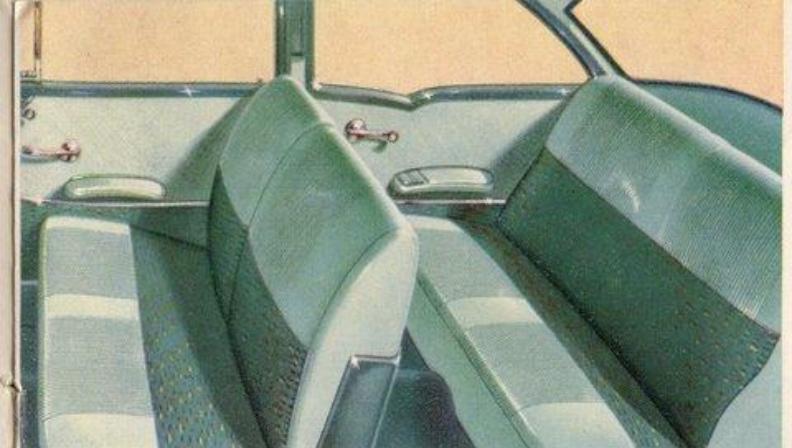


the **BEL AIR** 2-door sedan

SHOWN IN DOVER WHITE AND TROPICAL TURQUOISE

Here is glamor—in the four most beautiful 2-door sedans in the low-price field! In every new detail the Bel Air series offers luxury far beyond its class. In the "One-Fifty" series you'll note fine car quality and stay-ahead styling at its lowest cost. Even the 3-passenger Utility Sedan, with extra load space in the rear compartment, offers nimble performance and eye-fetching good looks.



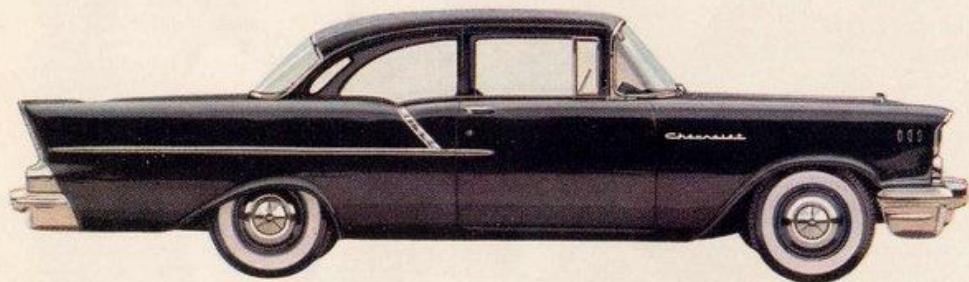


"TWO-TEN" 2-DOOR SEDAN Interior

There's a full measure of comfort in this roomy interior with foam rubber seat cushions in front. New appointments and trim show an attention to detail you expect only in more expensive cars.

the "TWO-TEN" 2-door sedan

SHOWN IN DOVER WHITE AND MIST GREEN



the "ONE-FIFTY" utility sedan

SHOWN IN ONYX BLACK

the "ONE-FIFTY" 2-door sedan

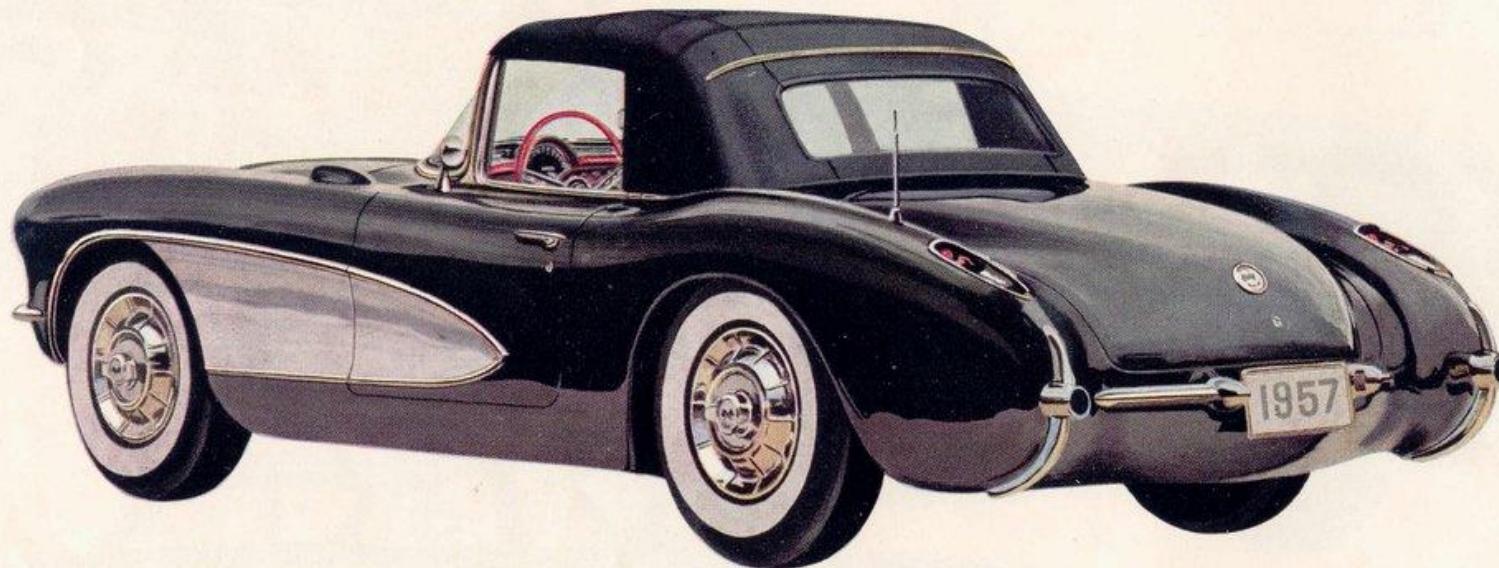
SHOWN IN DOVER WHITE AND COLONIAL CREAM



the CORVETTE

SHOWN IN ONYX BLACK AND SILVER

With the announcement of the '57 Corvette, Chevrolet unveils a new sports car V8 engine with Ramjet Fuel Injection, the most advanced performance feature ever offered on a production engine! Ramjet Fuel Injection* is revolutionary. It does away with the carburetor entirely and makes greater usable power a wonderful reality. Accelerator response is instantaneous! Power? Clear up to 283 h.p.! And there are other high-powered, high-compression V8's too! In looks, the '57 Corvette magnificently combines the classic with the new. It reflects sports car styling tradition, yet is as far advanced in convenience and luxury as it is in power. Roll-up windows, for instance, and a choice of tops. Colors? They're beautiful, with six solids and six two-tones to choose from.



*Extra-Cost Option

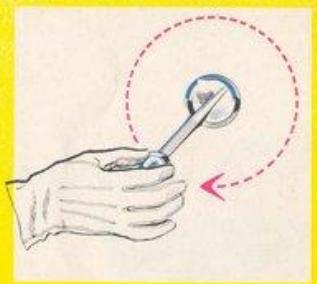
CORVETTE SPECIFICATIONS

ENGINE—Valve-in-head V8, 283-cubic-inch displacement, 3.88" bore x 3.0" stroke, 9.5 to 1 compression ratio. 220 h.p. with 4-barrel carburetor. 245 h.p. with twin 4-barrel carburetion.* 250 h.p. with Ramjet Fuel Injection system.* High-lift cam-shaft, hydraulic valve lifters. Cast aluminum rocker covers on optional engines. Buffed aluminum racing-type oil-wetted air cleaners, single chrome with fuel injection. Full-pressure lubrication system with full-flow oil filter. Full dual exhaust system. Shielded ignition, 12-volt electrical system. Engine precision balanced after assembly. 283-h.p. maximum performance engine* available only with close-ratio Synchro-Mesh features Ramjet Fuel Injection system, 10.5 to 1 compression ratio, competition-type cam-shaft, and high-speed valve system with mechanical valve lifters. **TRANSMISSION**—Choice of special 3-speed close-ratio Synchro-Mesh (2.2:1 low and reverse, 1.31:1 second, 1:1 high) with high-capacity 10-inch semi-centrifugal clutch, or optional Powerglide special automatic transmission.* Floor-mounted gear or range selector.

CHASSIS

Drive System—Hotchkiss drive, with unit-balanced tubular propeller shaft and universal joints. **Rear Axle**—With Powerglide, 3.55:1 ratio; with close-ratio Synchro-Mesh 3.70:1. Positraction axle optional* (3.70:1, 4.11:1 or 4.56:1 ratio) with Synchro-Mesh. **Frame**—Extra-rigid box girder frame reinforced with "X" member. **Suspension**—Independent coil front suspension with ride stabilizer. Outrigger mounted semi-elliptic rear springs. Direct double-acting shock absorbers. **Steering**—Full anti-friction steering gear with balanced steering linkage, 16:1 overall ratio. Turning diameter (curb to curb), 36.55 feet right, 36.93 feet left. **Brakes**—Hydraulic 11-inch self-energizing brakes with bonded linings. Mechanical parking brake on rear wheels. **Wheels and Tires**—Choice of black or white sidewall* 6.70-15 4-ply tubeless tires. Chrome wheel covers with simulated knock-off hubs. **Fuel Tank**—13½-gallon capacity. Filler cap concealed in left fender. **EXTERIOR FEATURES**—Glass-fibre-reinforced plastic body with sculptured side panels. Front hinged hood with automatic support. Large luggage locker with spare wheel well under floor, concealed top well behind seats. Dual exhaust ports. Chrome-bound windshield. Choice of manually operated fabric top or lightweight easily removable plastic hardtop. Power operation* and hardtop* also optional with fabric top. **INTERIOR FEATURES**—Individually adjustable bucket seats with safety belt* and shoulder harness.* Wide doors with built-in arm rest, pushbutton door handle, key lock, inside door release. Choice of crank-operated or power* window lifts. Ash tray and glove compartment between seats; simulated roll on instrument panel and doors, rubber-backed carpeting, metal door kick panels, sills, and step plates. Competition-type steering wheel with three spring steel spokes. Speedometer, tachometer, ammeter, fuel level, oil pressure, and coolant temperature gauges. Signal-seeking transistorized radio*, heater*, directional signals, electric clock, cigarette lighter, outside and inside rear-view mirror, windshield washer*. **COLORS**—The 1957 Corvette is available in your choice of six solid exterior colors or six two-tone combinations with color-keyed interior and matching or contrasting top. **DIMENSIONS**—Wheelbase, 102". Length 168.0". Overall height: top down, 49.2"; Convertible top, 51.1"; hardtop, 51.0". Height at door, 33.0". Road clearance, 5.8". Width, 70.5". Tread, 57.0" front, 59.0" rear.

*Optional at extra cost.



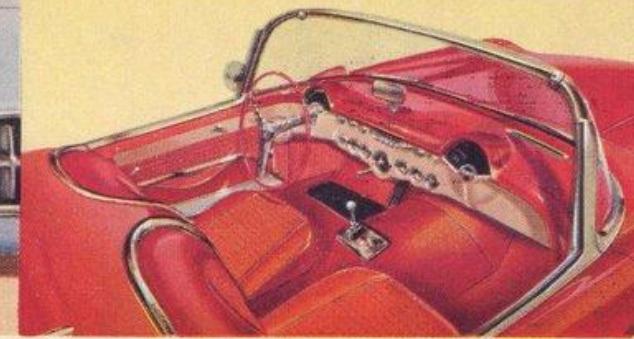
ALL-WEATHER COMFORT

Weather-tight **roll-up** windows, crank operated, are standard equipment in the Corvette. Power window lifts add luxury as an extra-cost option.



LOOK-AHEAD STYLING

The Corvette's looks are enhanced by **sculptured side panels** in high-set fenders. Headlights extend forward to continue its theme of rakish length.



COCKPIT LUXURY

In this colorful cockpit, form-fitted luxury is the keynote. A **competition steering wheel** and full instrument complement including clock and tachometer add sports car convenience. Notice the floor-mounted **stick shift** within easy reach.



HERE IS TOP NEWS FOR SPORTS CAR FANS!

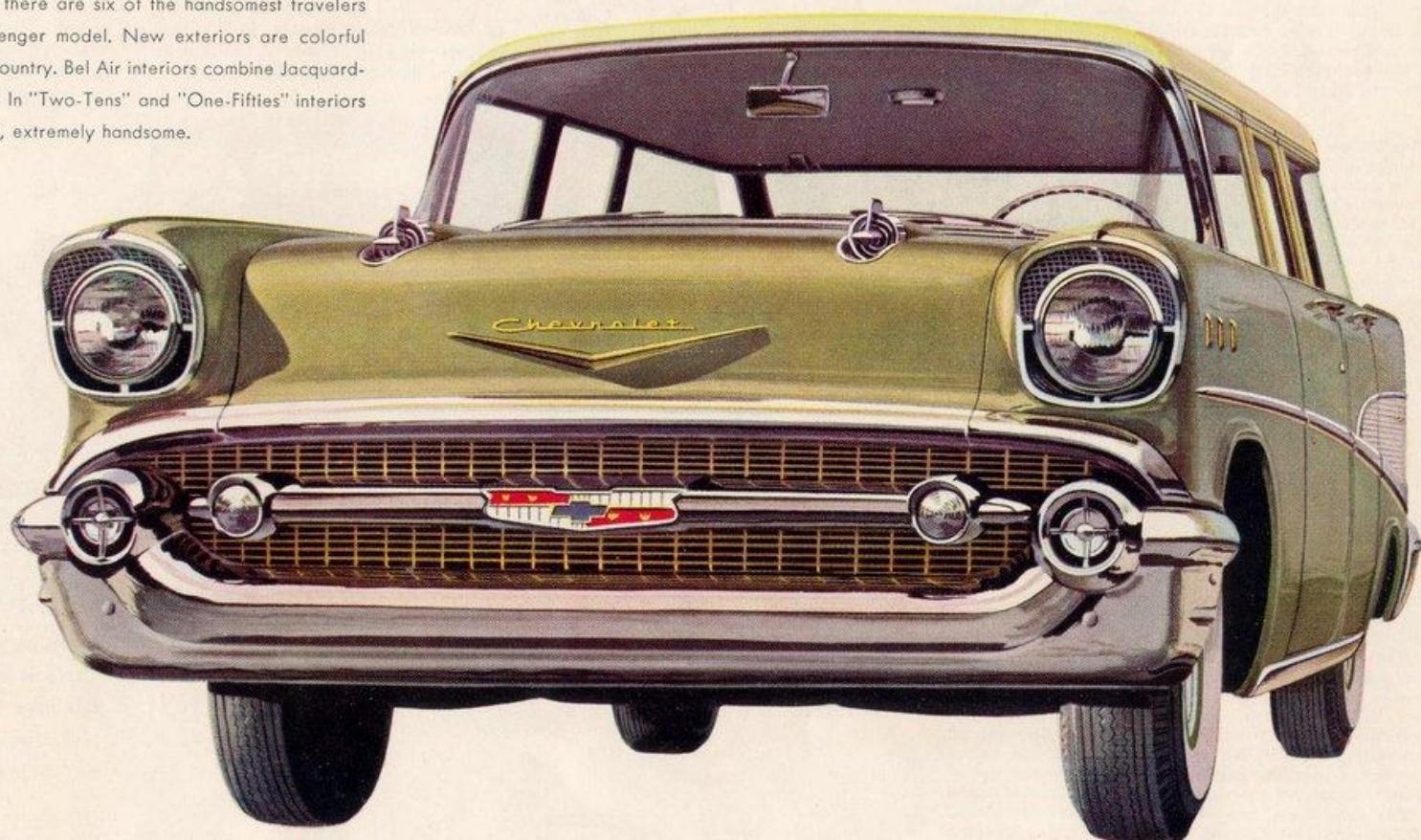


Sports car weather lasts all year round in the '57 Corvette! There's a choice of **manual** or **power-operated fabric top**, or a **lightweight**, easily removable **hardtop**. You can change from roadster to coupe quickly and handily.

the BEL AIR TOWNSMAN 4-door 6-passenger station wagon

SHOWN IN COLONIAL CREAM AND LAUREL GREEN

Chevrolet station wagons are born with a wanderlust—eager to go at the drop of a tailgate! For '57 there are six of the handsomest travelers ever, including one big 9 passenger model. New exteriors are colorful and smart—either for town or country. Bel Air interiors combine Jacquard-loomed pattern cloth with vinyl. In "Two-Tens" and "One-Fifties" interiors are all vinyl—washable, rugged, extremely handsome.



"TWO-TEN" BEAUVILLE Interior

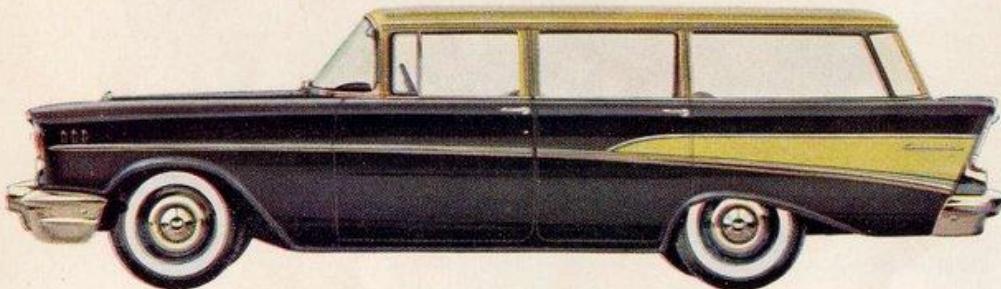
This all-purpose station wagon offers sedan luxury and comfort for nine. For extra load space the rear seat removes in a jiffy. But that's not all! Fold the second seat and you have a cargo platform nearly nine feet long with tailgate lowered.



the '55 **"TWO-TEN" BEAUVILLE** 4-door 9-passenger station wagon

SHOWN IN LARKSPUR BLUE

Think of the many wonderful uses for that generous cargo area! Going on a camping trip? Pile in your gear (a half-ton is not too much). Garden tools to haul? Lumber for that do-it-yourself project? A Chevrolet station wagon can handle it beautifully! There's 87 cubic feet of space ready and willing for any chore!



the '55 **"TWO-TEN" TOWNSMAN** 4-door 6-passenger station wagon

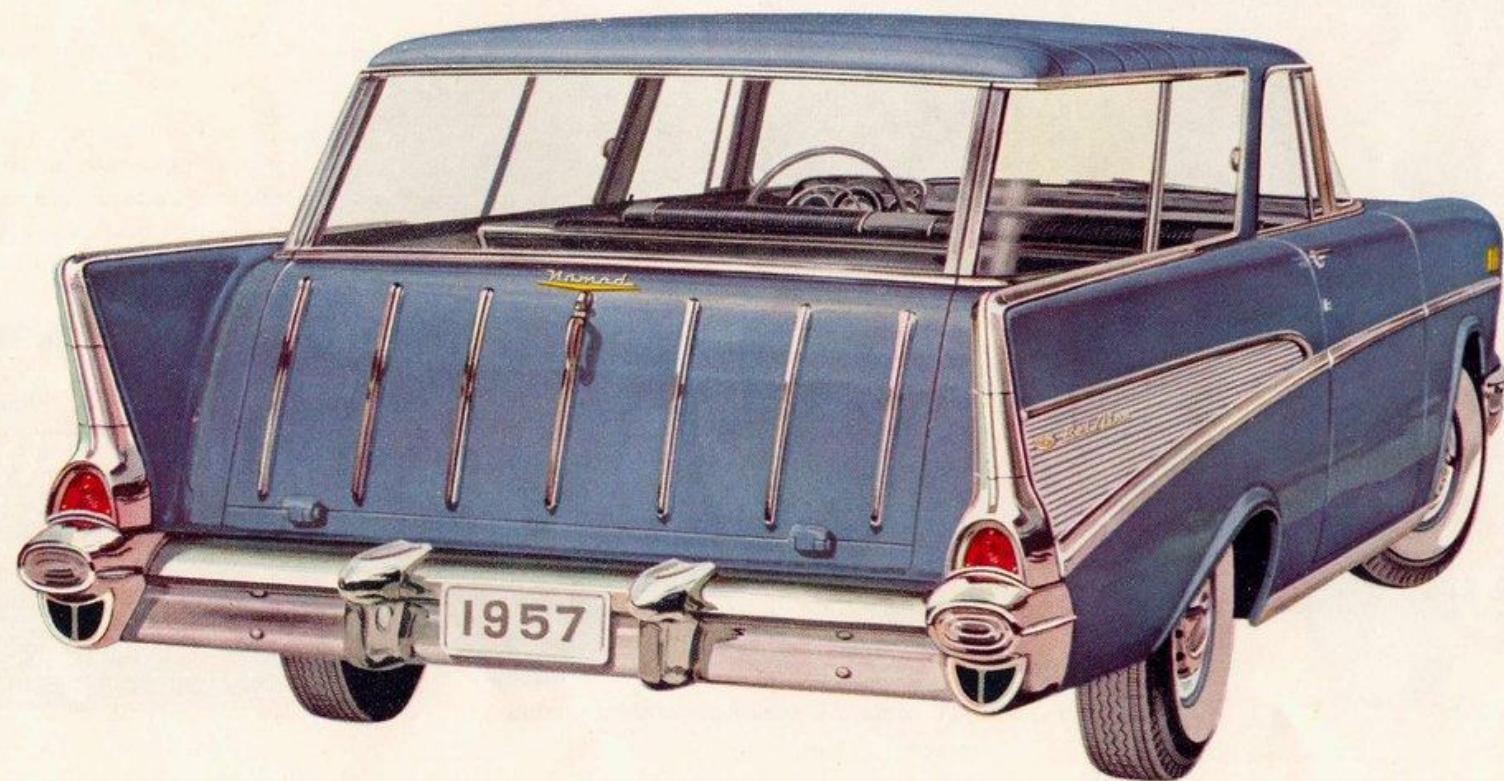
SHOWN IN ONYX BLACK AND COLONIAL CREAM



the BEL AIR NOMAD 2-door 6-passenger station wagon

SHOWN IN HARBOR BLUE

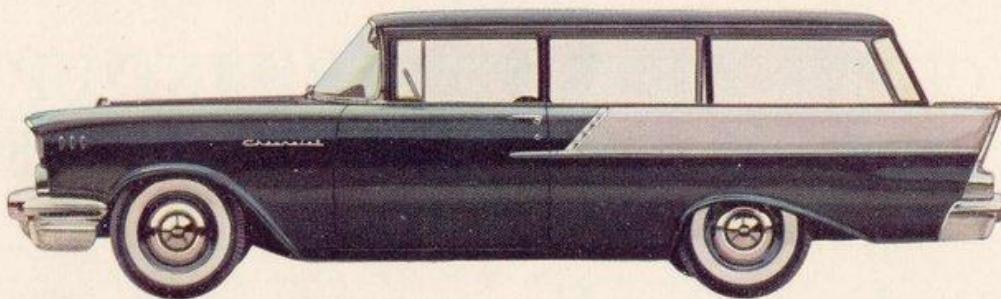
If you've set your heart on a 2-door station wagon, here is a handsome threesome. The sports model Nomad is a dream car come true, beauty queen of all station wagons. The "Two-Ten" has a fashionable appeal of its own. And the budget-priced "One-Fifty" Handyman is the station wagon buy of the year. No matter which you choose, there's a barrel of fun ahead for you in your '57 Chevrolet station wagon!





BEL AIR NOMAD Interior

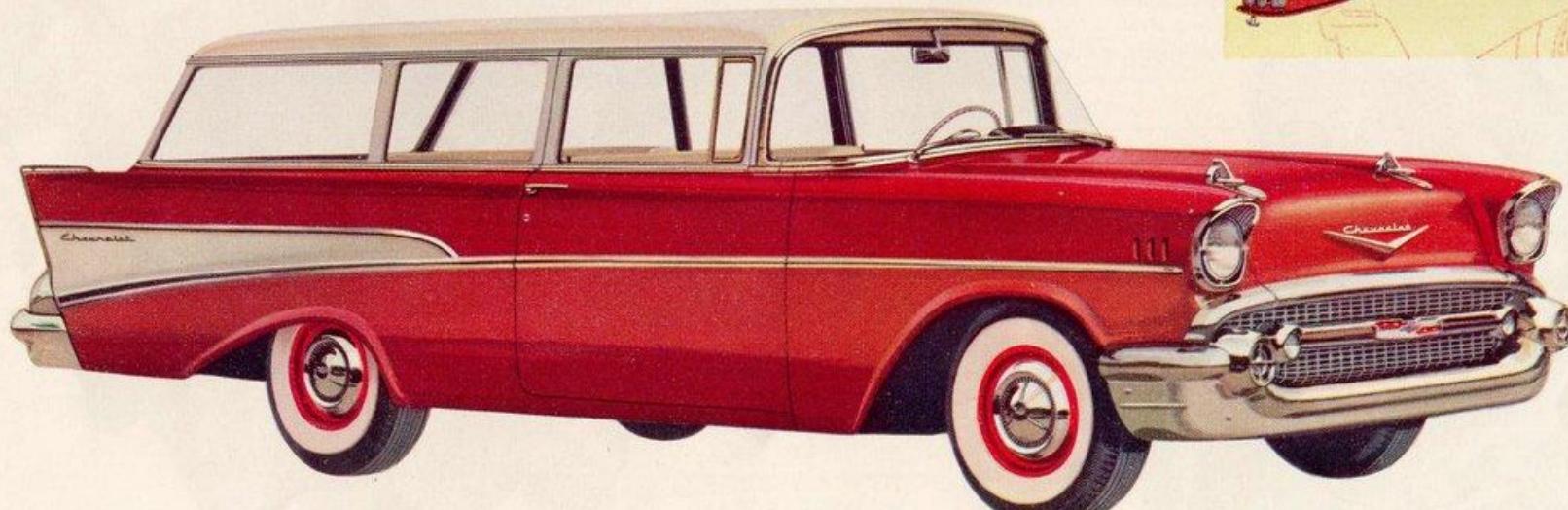
The sports model Nomad is a dream car come true—luxurious is the word for it. In this stylish interior you set your own fashion, with many two-tone color combinations to choose from (as in all Bel Air models). The Nomad's bright metal roof bows accent the textured vinyl headlining.



the "ONE-FIFTY" HANDYMAN 2-door 6-passenger station wagon

SHOWN IN ONYX BLACK AND DOVER WHITE

Workaday wonders—Chevrolet station wagons! In 6-passenger models the rear seat folds flush with the floor, extending the load platform 35 inches. Interiors in "Two-Tens" and "One-Fifties" are of washable vinyl that thrives on hard wear.



the "TWO-TEN" HANDYMAN 2-door 6-passenger station wagon

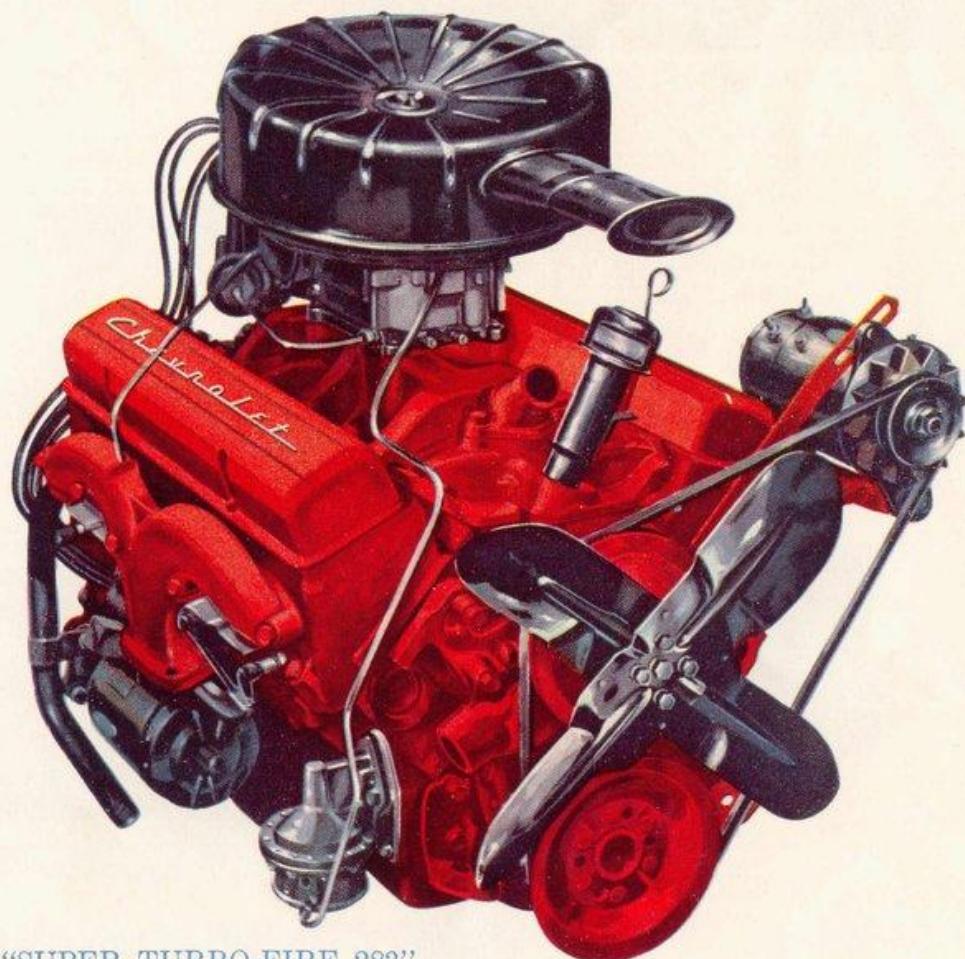
SHOWN IN DOVER WHITE AND SEMINOLE RED

CHEVROLET'S POWER LINE-UP FOR '57 OFFERS SENSATIONAL NEW RAMJET FUEL INJECTION!

*Up to One Horsepower
per Cubic Inch!*

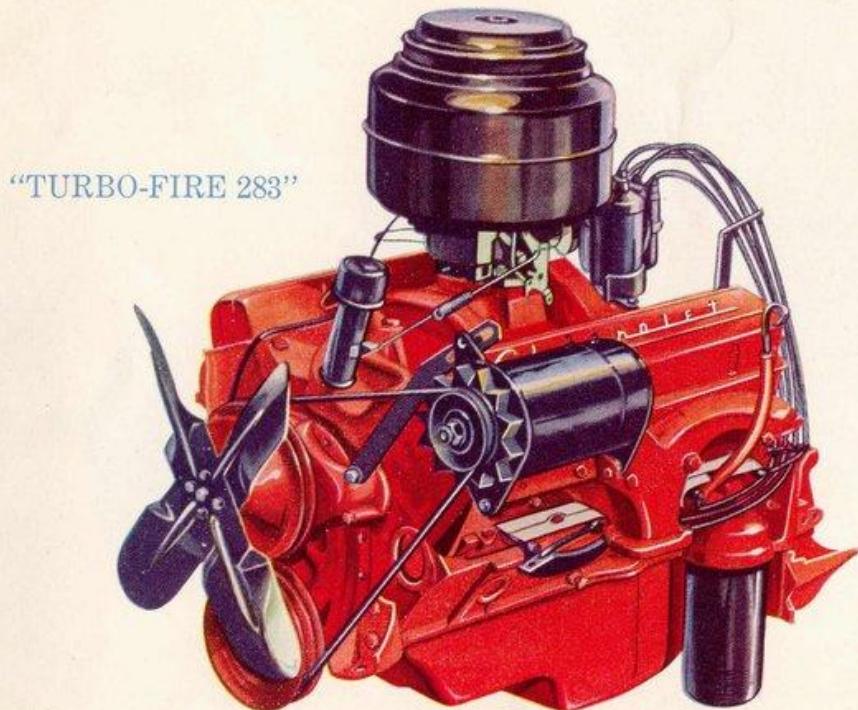
Never in automotive history have production engines packed more power for their size! Chevrolet's advanced new V8's for '57 get up to 283 horsepower from just 283 cubic inches of piston displacement—one horsepower per cubic inch—with Ramjet Fuel Injection, greatest engine advance since overhead valves! This is headline power news that Chevrolet is making in its wide new choice of V8 engines. Even with regular carburetion, as in the mighty "Super Turbo-Fire 283" you get a brand-new kind of action all Canada's going for! A full 220 h.p. with 4-barrel carburetor, new ram's horn exhaust headers, full dual exhausts, new high-lift camshaft and a host of additional power features. What's more it is available in all passenger car models and with your choice of four great drives!

Power Teams listed below at extra cost	Turbo- glide	Power- glide	Over- drive	Synchro- Mesh	Close- Ratio Synchro- Mesh
283 h.p. "Corvette V8"** Ramjet Fuel Injection				•	•
270 h.p. "Corvette V8"** Twin 4-barrel carburetion				•	•
250 h.p. "Corvette V8"** Ramjet Fuel Injection	•	•		•	•
245 h.p. "Corvette V8"** Twin 4-barrel carburetion	•	•		•	•
220 h.p. "Super Turbo-Fire 283" V8* Single 4-barrel carburetion	•	•	•	•	



"SUPER TURBO-FIRE 283"

*Extra-Cost Option



"TURBO-FIRE 283"

V8 Power at Low Cost!

Chevrolet's lower cost versions of "Turbo-Fire" design—engineered for economical V8 performance—feature high-compression horsepower and husky torque. Like their more powerful running mates they offer all the advantages of Chevrolet's famous short-stroke, valve-in-head design—light, compact, low in friction and long on wear. All V8's are precision-balanced after assembly for new peaks in smooth V8 performance.

	Turboglide	Powerglide	Overdrive	Synchro-Mesh
185 h.p. "Turbo-Fire 283" V8* 2-barrel carburetion	•	•		
165 h.p. "Turbo-Fire 283" V8* 2-barrel carburetion				•
162 h.p. "Turbo-Fire 265" V8* 2-barrel carburetion			•	•

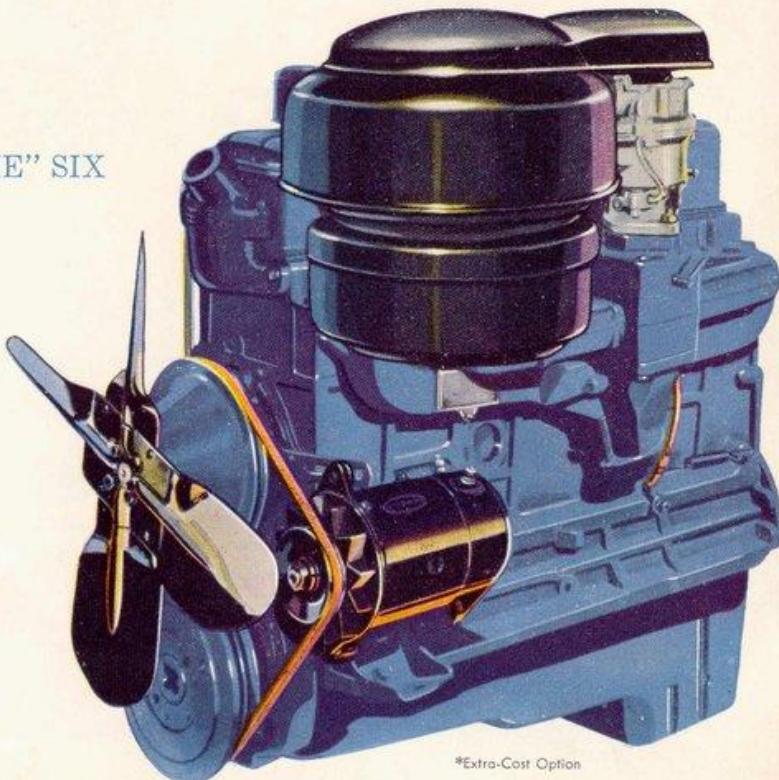
*Extra-cost option

World's Standard of Six-Cylinder Power!

You get remarkable performance, smooth acceleration from standstill to full throttle—plus extra mileage from every drop of fuel in Chevrolet's famous "Blue-Flame" Six! It's the favorite Six on the road, quality-built by the valve-in-head leader. Full-circle, full-depth cooling...hydraulic valve lifters...alloy steel exhaust valves...controlled full-pressure lubrication...these features are only a few that make it the world's leading Six!

	Powerglide	Overdrive	Synchro-Mesh
140 h.p. "Blue-Flame" Six Single-barrel carburetion	•	•	•

"BLUE-FLAME" SIX



*Extra-Cost Option

REVOLUTIONARY NEW TURBOGLIDE

*with triple-turbine-takeoff
...the greatest new contribution
to automatic driving in years!*



New Hill Retarder Feature!



You'll welcome the convenience of Turboglide's selector quadrant with its five positions: Park, Reverse, Neutral, Drive and Hill Retarder. To help save your car's regular brakes, Hill Retarder gives extra braking on steep downgrades.

Chevrolet pioneers again—introducing still another engineering first! This **all-new** automatic drive* puts **three turbines** to work, bringing new smoothness and performance to the low-price field! With an infinitely variable torque ratio from standstill to cruising speed, you experience an unbroken flow of power—and not the slightest hint of a shift! Single forward Drive range! Amazing new Hill Retarder! All this is achieved with **less weight, fewer parts and simpler controls!**

PLUS **3** OTHER OUTSTANDING DRIVES TO CHOOSE FROM!

POWERGLIDE—Proved by Billions of Miles

Powerglide* lets you go lightly and sprightly. It's simply a matter of slipping the selector lever into Drive, and automatically you're on your merry way! Over two million owners have made Powerglide their choice for carefree motoring—with billions of miles of smooth, quiet, economical city-and-country cruising as solid proof that this is **Canada's favorite** automatic transmission.



Touch-Down OVERDRIVE

You'll enjoy Overdrive's* wonderful **fuel savings** and if you need top performance the touch-down feature delivers that too!

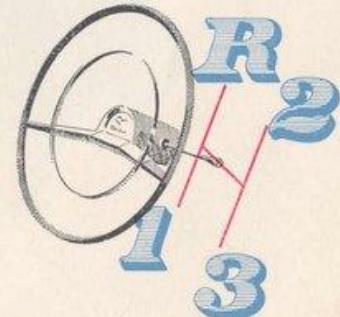
ENGINE SPEED REDUCED **19%**



*EXTRA-COST OPTIONS

Famous 3-Speed SYNCHRO-MESH

You have standard driving at its finest in Chevrolet's smooth-shifting 3-speed Synchro-Mesh, **improved** for greater operating ease.



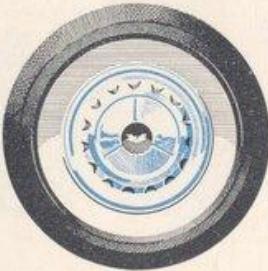
NEXT BEST THING TO RIDING ON A CLOUD!



Chevrolet's **rigid, low-slung chassis** is the rugged foundation that makes the car so great. Its easy handling, solid road feel, whopping-big brakes and stay-put cornering make the fun of going every bit equal to the fun of getting therel.

NEW LOW-PRESSURE TIRES

A **smoother ride** for '57! These luxurious-looking 7.50 x 14 tires soak up more road shock, and with all the safety of tubeless tires.



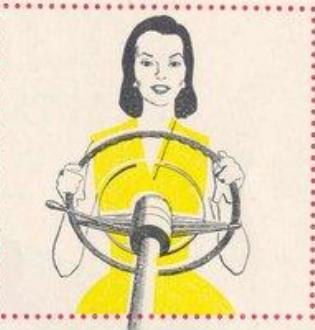
GLIDE-RIDE FRONT SUSPENSION

Chevrolet's spherical joint design and **extra rugged** shock absorbers tame the roughest travell.



DOUBLE-PUNCH 12-VOLT SYSTEM

Fast, powerful starting is always a snap! Chevrolet's powerful electrical system delivers an extra jolt of high ignition power to spark plugs.



BALL RACE STEERING

No matter where you turn—you will enjoy the **light touch** and **precise control** of Chevrolet's low-friction ball bearing steering.

HUSKY OUTRIGGER REAR SPRINGS

The going is **always easy** in Chevrolet! Extra long rear springs are outside the frame to steady the ride and cushion drive shocks.



SOLID BEAUTY CRAFTED WITH A VIEW TO SAFETY!

Beneath the gleaming beauty of Chevrolet's Body by Fisher lies a safety-engineered structure with double walls of steel! Just a few advanced-design features are four-fender visibility, brawny roof bow, massive roof rails, unitized side frames, and safety glass all around. **Engineered-in safety all around you**—that's Fisher Body quality Chevrolet shares with the highest priced cars!



NEW HIGH-VOLUME VENTILATION

Hooded air intakes at the headlights deliver **high, clean air** in large amounts, to make driving the great new '57 Chevrolet a **refreshing** experience no matter what the weather.

EXCLUSIVE BODY BY FISHER

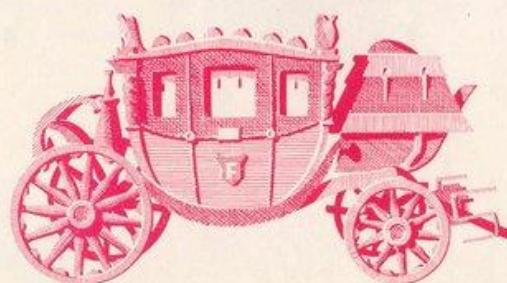
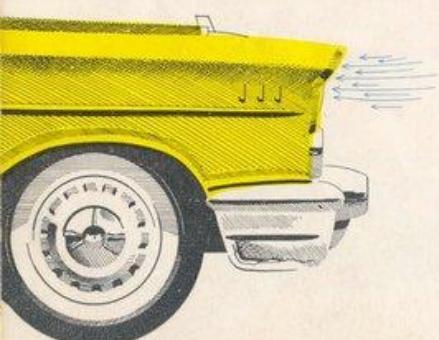
The Fisher Body emblem—**hallmark of craftsmanship**—is exclusive to Chevrolet in its field. In every detail the '57 Chevrolet reflects fine car coachcraft.

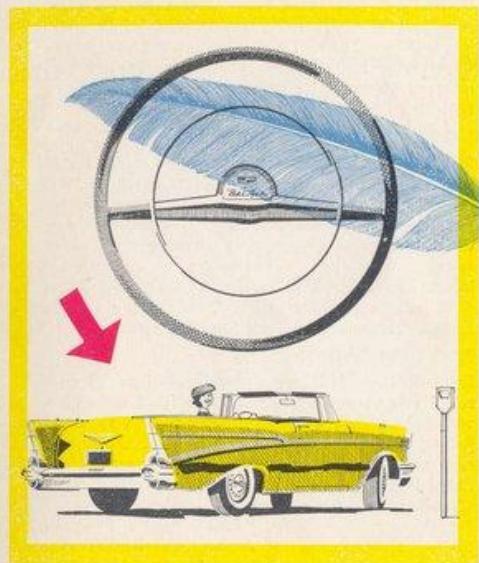
TRIPLE-LOCKING DOOR LATCHES

Chevrolet's **traditional built-in safety** is evident in the sturdy design of these guardian door latches. Their triple grip of steel acts to prevent doors opening under impact.

PRECISION-AIMED HEADLIGHTS

The low beam is patterned far along the road for **safe night-time travel**. These powerful lamps have special aiming lugs for precise adjustment—even with lights turned off.





POWER STEERING*

This **power-touch** eases the toughest travel! No matter how rough the going—in deep ruts, gravel, snow or sand—Chevrolet's cushioned power steering helps you hold a steady course. Parking is almost as **effortless** as flexing your wrist!



POWER BRAKES*

Stopping is **smooth** and **effortless** with famous Chevrolet power brakes! Just gentle the pedal with your toe and more than a ton of stopping force goes to work to keep you safe. Power brakes are so easy on the driver—and there is nothing new to learn!

JUST A LITTLE TOUCH HERE AND THERE... *adds so much to luxurious driving!*



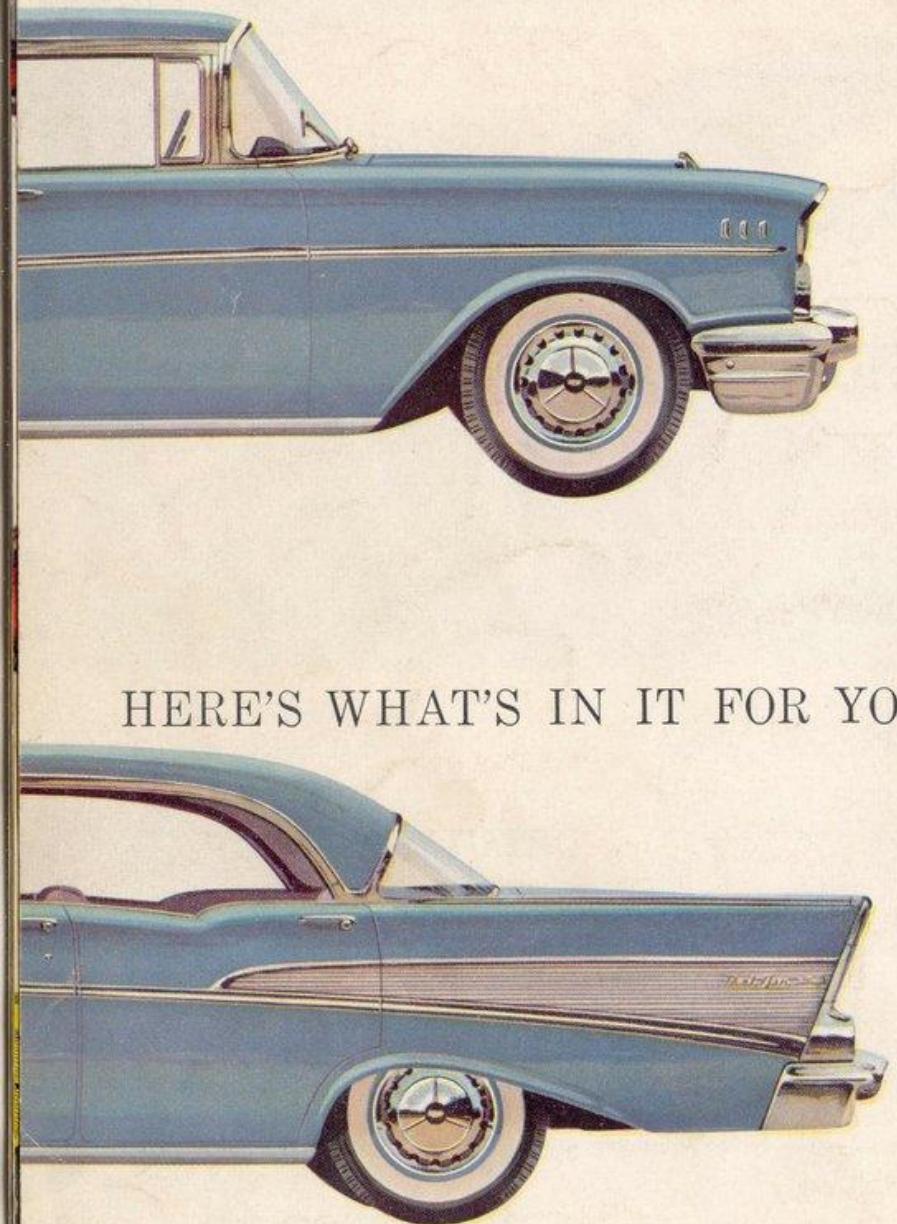
POWER SEATS AND WINDOWS*

These power assists put extra motoring convenience easily within your reach. The front seat is power-positioned—**up** and **forward, down** and **back**—by a handy control switch. And you can automatically raise or lower **all four** windows for best comfort.

DE LUXE HEATER*

Regardless of frigid wintry blasts or brisk cool days, you're assured of summer comfort inside your '57 Chevrolet. The new De Luxe heater gives **faster warming** and a continuous change of air under all driving conditions. At a flick of a switch, warm air—as you like it—is circulated to the defroster and throughout the car by a powerful two-speed blower. What's more, you may heat and recirculate inside air or fresh outside air. For extra comfort in summer driving, you may, with the heater off, allow the blower to ventilate the car body like an electric fan. The De Luxe heater is supplied on all Chevrolets at extra cost.

*YOUR DEALER WILL QUOTE PRICES ON THESE EXTRA-COST OPTIONS



HERE'S WHAT'S IN IT FOR YOU:

	Turboglide	Powerglide	Overdrive	Synchro-Mesh	Close-Ratio Synchro-Mesh
All power teams available in all Bel Air, "Two-Ten" and "One-Fifty" models. See your Chevrolet dealer for the price of the power team you prefer.					
"Corvette V8" 283-cu.-in. V8, 10.5:1 c.r. Ramjet Fuel Injection				283 h.p.	283 h.p.
"Corvette V8" 283-cu.-in. V8, 9.5:1 c.r. Twin 4-barrel carburetion				270 h.p.	270 h.p.
"Corvette V8" 283-cu.-in. V8, 9.5:1 c.r. Ramjet Fuel Injection	250 h.p.	250 h.p.		250 h.p.	250 h.p.
"Corvette V8" 283-cu.-in. V8, 9.5:1 c.r. Twin 4-barrel carburetion	245 h.p.	245 h.p.		245 h.p.	245 h.p.
"Super Turbo-Fire 283" 283-cu.-in. V8, 9.5:1 c.r. Single 4-barrel carburetion	220 h.p.	220 h.p.	220 h.p.	220 h.p.	
"Turbo-Fire 283" 283-cu.-in. V8, 8.5:1 c.r. 2-barrel carburetion	185 h.p.	185 h.p.		165 h.p.	
"Turbo-Fire 265" 265-cu.-in. V8, 8.0:1 c.r. 2-barrel carburetion				162 h.p.	162 h.p.
"Blue-Flame" 236-cu.-in. Six, 8.0:1 c.r. Single-barrel carburetion		140 h.p.	140 h.p.	140 h.p.	

All Chevrolet engines feature highly efficient valve-in-head design, aluminum pistons, automatic choke, positive-shift starter, forged steel crankshaft, 12-volt electrical system, full pressure lubrication. Full dual exhaust system standard on "Corvette V8" and "Super Turbo-Fire 283." Hydraulic valve lifters on all except 283-h.p. and 270-h.p. "Corvette V8" engines, which feature a competition-type camshaft and high-speed valve system with mechanical valve lifters.

LUXURY—IN AND OUT

All 1957 Chevrolet models are available in a wide range of exterior colors in either solid tone or two-tone combinations, with distinctive two-tone interiors keyed to exterior color. Your Chevrolet dealer can show you all these exciting exterior colors and actual samples of every fine fabric and costly vinyl interior material.

Bel Air Series—the ultimate in luxury with gold anodized aluminum grille screen and decorative accents. Ribbed two-tone silver anodized aluminum panel on rear fender. Bright metal body sill molding. Seven two-tone interiors keyed to exterior color.

"Two-Ten" and "One-Fifty" Series feature silver anodized aluminum grille screen and bright metal decorative accents. Three two-tone interiors, keyed to exterior color. "One-Fifty" sedan interior harmonizes with exterior color. Handyman offers two two-tone interiors, keyed to exterior color.

EXTRA SAFETY ALL AROUND

Rugged all-steel body structure with unitized side panels, double-walled doors, triple-safe door latches, welded-in instrument panel, and central roof bow on all closed models. High quality polished lacquer finish. Convenient single key lock system. High volume ventilation system with air inlets above headlights. Counterbalanced hood with positive safety latch. Concealed deck lid hinges. Hydraulic-powered top on convertible.

FIRM FOUNDATION

Extra-rigid welded box girder frame (special center X in convertible). Glide-Ride front suspension with independent coil springs, low-friction spherical joints, and anti-dive braking action. Outrigger rear suspension, with extra-long permanently lubricated leaf springs. Life-sealed double-acting shock absorbers. Luxury-cushion 7.50-14 4-ply (6-ply on 9-passenger station wagon) tubeless tires. Powerful hydraulic self-energizing Jumbo-Drum brakes with 11" drums and bonded linings. Mechanical parking brake on both rear wheels. Exclusive Ball-Race steering gear with balanced linkage. Proved 12-volt electrical system, 54-plate battery with 36-month warranty. Precision-aimed sealed beam headlights. Built-in directional signals. Rear axle ratio matched to power team: Synchro-Mesh, 3.55:1; Overdrive, 4.11:1; Powerglide and Turboglide, 3.36:1. Fuel tank capacity: station wagons, 14½ Imp. gallons; other models, 13½ Imp. gallons.

MEASURES OF QUALITY

Wheelbase, 115". Front tread 58.0", rear tread, 58.8". Overall dimensions: length 200.0", width 73.9"; loaded height 59.9" (sport coupe 58.5", sport sedan and convertible 58.4", Nomad 58.8", other station wagons 60.1").

THESE ARE OPTIONAL AT EXTRA COST

Power steering. Power brakes. Positraction axle. Power windows. Power front seat. Shade-Lite glass. Padded instrument panel. Heater. Electric windshield wipers. White sidewall tires. Heavy-duty 6-ply tires. Heavy-duty clutch, heavy-duty rear springs, and other mechanical features. Safety belt, shoulder harness, choice of radios, and full range of other accessory equipment.

AND IN PRICE . . .

Chevrolet is traditionally Canada's lowest priced line of quality automobiles. See your Chevrolet dealer for the exact delivered price of the model of your choice, equipped as you like it.

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