


The exciting new idea behind
the motoramic Chevrolet


Maybe once in a car-buying lifetime, you come across something that breaks all the old patterns and establishes now ones. This is that kind of car. This is the true story of how Chevrolet and General Motors shaped a new idea in steel. Like most good ideas, this one is pretty simple.
But it wasn't an easy one to carry out. For
Chevrolet and General Motors set out with the idea of building the first low-priced car that - bring you the cery freshest and finest styling

- bring you the most advanced engine design and enginerering features.
- bring you the kind of performance and the kind of nide that have never been available before in
- bring you the highest quality of manufacture

All this in Chevtolet's price field? That did take some doing! And isn't it logical that only Chevrolet and General Motors have the people the skins, the resources and facilities, to carry out this exciting new concept? Here is how this


Real Show-Car Styling!
Tour eve tells you the Motoramic Cherolet is
syling "patch-up" job. A rakish, low profile
at Sicrep-Sight windshield ...a new outlook for Notoring. And that outlook doesn't change when your wip inside . . . there's more room for hats and hipa ....ting fabricic and trim harmonized with the
whicte car . . as carfoully as a bride matches carbor


A Sensational Ride!
You live the new idea instantly ... you glide actually glide because spherical joints "rol with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And outrigger earns made mean new balance in turns .. steering.
And when you sop ster, braking control checks that, new Anti-Div ront . . you get more level stopping. Tube ess tires mean much greater protection again blowouts. And with new high-level ventilation


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Power Boyond Compare!
You aloo feel the new idea quickly power like a panther's paw with the quick "Turbo-Fire V8" (162 h.p.) and two new "Blue-Flame" 6's. And sparking this performance is a 12 -volt electrical system giving you better ignition, faster starting, greater electrical eserve for any of the power assists you might
tir yo be economical Overdrive and improved, automatic Powerelide (optional at extra cost) or
standard shift.

Even Air Conditioning!
And if your desire the convenience of power assists (optional at extra cost) . . you'll find
new power-ttecring and improved power brakes

"Trshif seat are available on the Bel Air and "Two-Ten" models, while air conditioning

Won't You Try It?
Here, we can only tell you how successfully the Moramic Cherolet expresses the new idea behind it. But the car itself can quickly show you' Come in
for a demonstration drive, won't you, first chance you get.
 MORE THAN A NEW CAR, A NEW CONCEPT OF LOW-COST MOTORING

Everything's new in the motoramic CHEVROLET

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Drive with cara ... EVERYWHERE! Make December 15 and every day SAFE-DRIVING DAYI
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the hearty mople－y flavor of Karo Syrup makes everything taste better


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## Cone in and Drive the Ale：New 55 PontiaC


Road－lest the Reasons why America says＂IT＇S HOT！＂


With its first look at the All－New 1955 Pontiac，America said＂It＇s hot！＂Now
that record thousands have bought and that en this spectacular new car，the yer－
drive dict is stronger－because
forms even better than it looks！ forms even better than it looks！
Come in and see how Pontiac＇s Strato－ Streak V－8 engine－with its remarkably improved economy－gives you a bremen dous reserve of power for every need．
how Pontiac＇s long 124－inch wheelbase how Pontiac＇s long 124 －inch wheelbase
and wide－stance rear springing let you
enjoy a ride you＇ve never known before．



