



NEW CHEVROLETS DUE—Tomorrow, the new 1955 Chevrolet line of cars will go on display at Courtesy Chevrolet company, Ninth and Bartlett sts. Styling advances throughout the car, most notable in grill, front assembly, windshield, rear door and trunk are featured, as are a number of mechanical changes.



NEW FRONT STYLING—The distinctive new front-end styling of the 1955 Chevrolets is shown above. The new models will be on display tomorrow. The lattice-work style of grille is low and broad; fender surfaces have been pointed with parking lamps, and the entire assembly has a low, rugged appearance.

Cities Fail to Keep Pace with Automobile

Chicago — (U.P.)—Cities with more than 50,000 population expanded their parking areas in 1953 but failed to keep pace with the increase in automobiles, a study shows.

But cities from 10,000 to 50,000 population fared better. They had a median of 55 spaces for each 1,000 vehicles, compared with 49 spaces per 1,000 the year before.

The study was made by the International City Managers' Association, which gathered information on traffic and parking from 892 cities.

The four cities with the greatest number of parking spaces per 1,000 vehicles were Miami Beach, Fla., with 580; Roseville, Mich., 398; Shaker Heights, O., 365; and Attleboro, Mich., 308.

Of the 892 reporting cities, 554 own or operate one or more off-street parking lots. Their total was 1,747 lots, an average of three per city. This was a 19 per cent increase over 1952 in the number of lots and a 7 per cent jump in the number of cities with such lots.

Mexico Said Making Literacy Progress

Mexico City — (U.P.)—Almost 40 per cent of the population of Mexico are unable to read and write, but the nation is making progress in its campaign against illiteracy.

Ten years ago, 58 per cent, or 10,389,000 persons, out of the total of 21,674,000 were illiterate.

The latest government estimate pegs the figure at 8,946,000 of a total population of 28,000,000.

Most of the progress in the last decade has been made in the younger age groups. Large numbers of older people attend free classes in reading and writing, however.

The campaign against illiteracy is being directed by Mexico's public education ministry. Private individuals, from President Adolfo Ruiz Cortines down, business organizations, banks and labor unions have been cooperating. Some offer financial aid, others provide places for classes and still others provide both.

New Chevrolets Go On Display Here Tomorrow Morning

The 1955 models of Chevrolets will be on display starting tomorrow at Courtesy Chevrolet Co., Ninth and Bartlett sts.

The entire line of Chevrolet automobiles has been restyled this year, and mechanical changes have also been made. Here are some of the new features:

Roofs are lowered to conform with new, lower hoods and fender lines, with an increase in passenger room inside.

A V8 engine is offered in some lines, for the first time in a Chevrolet for 35 years. The "Turbo-Fire V8," the new engine delivers 162 horsepower.

Horsepower of the six-cylinder series has been increased to 123 in models with a manual gearshift and to 136 in Powerglide transmission-equipped cars.

New body and frame design, which is said to reduce vibration and save weight.

Front and rear suspensions have been revamped to add to

Bedbugs Studied for Polynesian Origin

Berkeley, Calif. — (U.P.)—A collection of bedbugs is being made on a remote Pacific atoll so University of California scientists can study the origin of the island's Polynesian population.

A six-man team of scientists is visiting Kapingamarangi, which lies in the Southern Caroline Islands two degrees off the equator—to study the island's rocks, marine life and to bring back a sample of bedbugs for Dr. Robert L. Usinger, entomology professor.

Dr. Usinger hopes to determine by examining these bugs just where the island's people originated. The people seem to be of Polynesian culture, but the atoll lies between Micronesia and Melanesia and about 1,200 miles from Polynesia. Dr. Usinger believes members of island's population scratch bites of Polynesian bedbugs, but the bugs are being brought back to Berkeley so he can make sure.

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Tubeless tires, with sealing compound, for blowout resistance and greater safety.

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Easier steering through redesigned gear. Power steering is also available.

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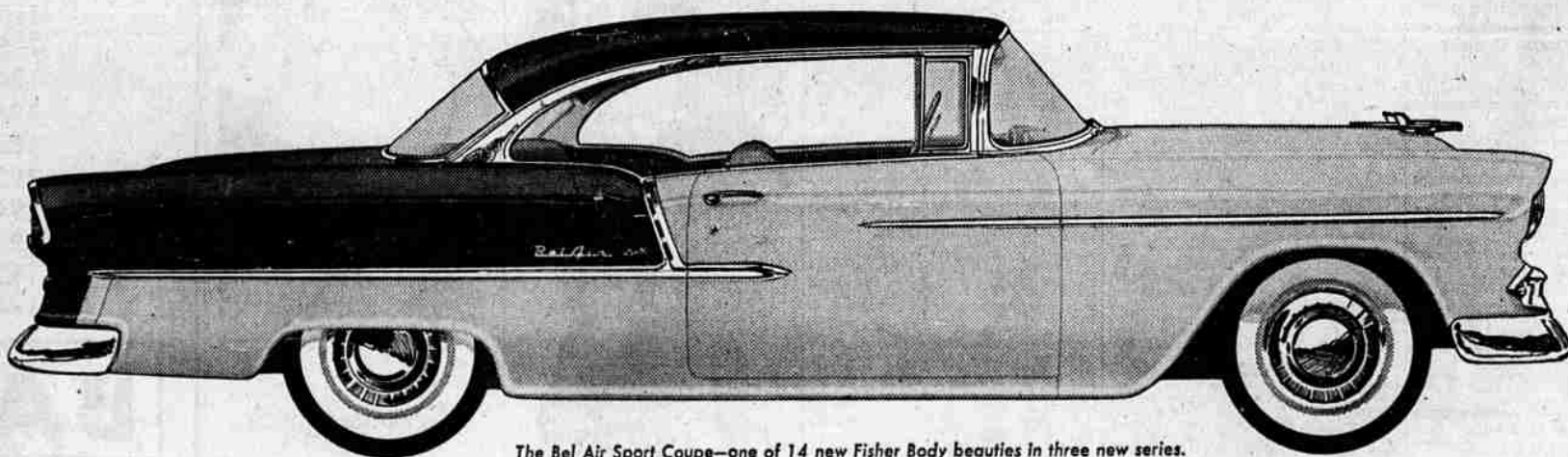


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The motoramic Chevrolet for '55

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8

Now Chevrolet, the leading builder of valve-in-head engines, introduces the "Turbo-Fire V8." It carries the V8 design to a new high in efficiency with its high horsepower (162), high-compression (8 to 1), high performance and surprisingly high gas mileage. Available with standard transmission, or with the extra-cost options of Overdrive or Powerglide.

6

You can choose from two new sixes, too!

Chevrolet also offers the last word in six-cylinder performance and economy! There's a new "Blue-Flame 136" teamed with Powerglide and a new "Blue-Flame 123" with either standard transmission or Overdrive.

Can't you tell just by looking that Chevrolet and General Motors have come up with a completely new idea about the low-priced car? The idea is this: to build a car that offers the very newest thing in styling, the most modern features, the finest kind of performance and the highest quality of manufacture—all at a modest price. It's something that took a lot of doing and that only the world's leading car builders could do. Everything's new in this Motoramic Chevrolet from its lower top right down to its tubeless tires. Come in for the most fascinating visit you ever made to an automobile showroom!

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