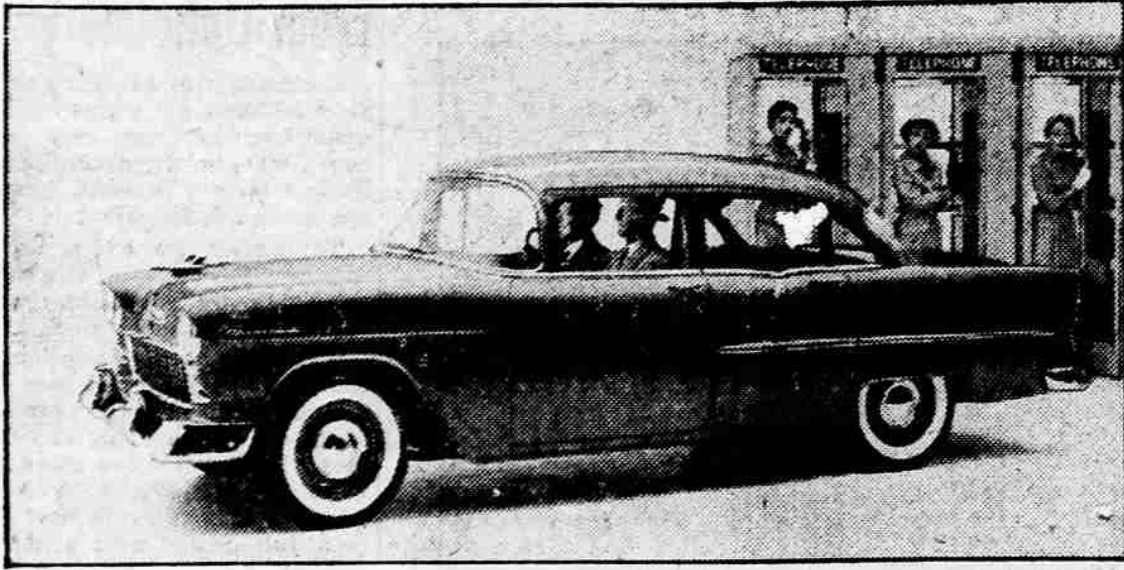


Most Comprehensive Model Change in Company History Shown in Chevrolet



Displaying a long, low silhouette, rugged front beauty and extraordinary visibility, the four-door new V8. Note in the above view the lattice-work "Two-Ten" is one of 14 models offered by Chevrolet for 1955. In addition to bumper-to-bumper restyling, the company makes available a

Cars Using 38 Per Cent Of Radio Makers' Output

Among radio manufacturers and radio station program directors, there's a growing appreciation of that old song, Highways Are Happy Ways.

More and more cars are rolling down the road to the strains of the latest hit tunes, interspersed with sports features, news bulletins and an increasing number of programs designed expressly for the motorist.

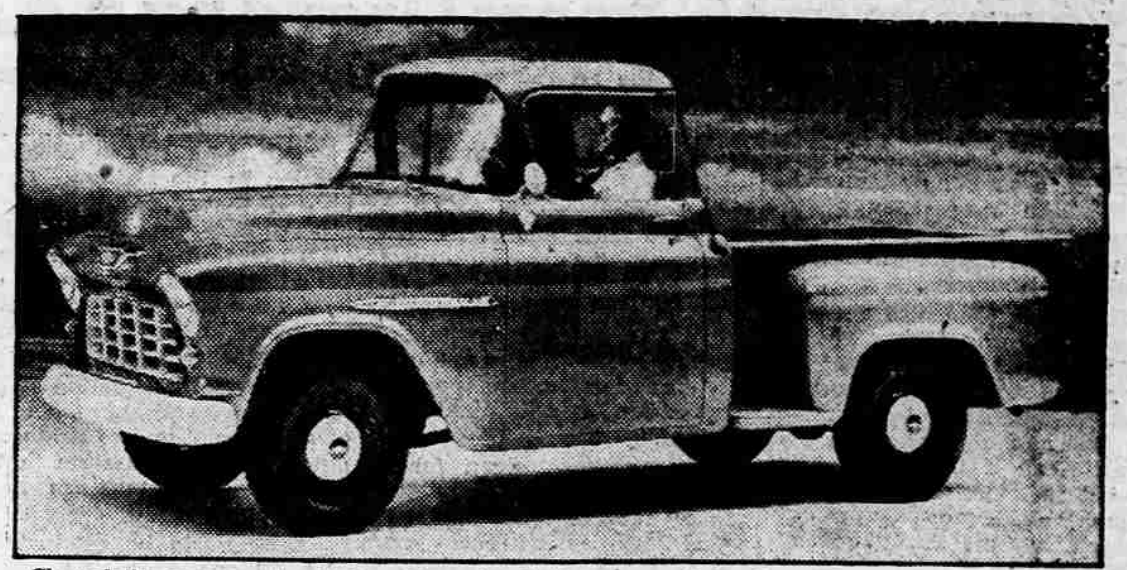
Two out of three cars on the highway today are equipped with radio, compared with only one out of three in 1941. As late as 1947, sale of 3.5 million auto radios accounted for just 17.3 per cent of the total set market. Last year, car-radio sales zoomed to 5-million-plus and 38.7 per cent of total radio production.

Most car radios, of course, are installed in new passenger cars. A few go into trucks and other commercial vehicles and a substantial number into older cars, many of them as replacements. It is still interesting to note the close connection between last year's sales of 5,182,934 auto radios and domestic registration of 5,738,989 new cars.

Radio stations know that, at certain hours of the morning and evening, drivers and passengers represent a large percentage of their listening audiences. A growing number of programs at these times are aimed directly at "all you out there on the highway."

Up-to-the-minute weather bulletins, driving tips and soothing music vie for attention with advertisements of auto supplies and accessories.

As stations all over the country are pointing out: "Wherever you go, there's radio."



Chevrolet's ever-popular light pickup trucks incorporated in the 1955 line. Two pickups are promise to win even greater favor this year. A offered in the light-duty series, one featuring a long list of improvements that range from added 78-inch length box, the other a 90-inch length. driver convenience to beauty of design has been. Pickups are among 75 models on 15 wheelbases.

Lower Silhouette Said Among Outstanding Features of '55 Cars

The "dream car"—styled 1955 Chevrolets on display at the Auto Show represent the most comprehensive model change in the company's history. Every major part of the car has been redesigned in a broad research and development program which combined a thorough re-engineering job and tremendous plant expansions. They are on display at Courtesy Chevrolet, Ninth and Bartlett streets.

Outstanding among the new features are the longer and lower silhouettes; a 162-horsepower V8 engine and more powerful, improved sixes; stronger all-in-one body and frame design; new front and rear suspensions for easier riding and handling; greater glass area and tubeless tires for added safety; more electrical power; cowl-type "dry-air" ventilation and optional all-weather air conditioning; easier steering; smoother power application with a Hotchkiss drive; an overdrive option; and more station wagon choices.

All Roofs Lowered

Stand-out features of the new Chevrolet bodies are their low silhouette and vertical windshield pillars. All roofs have been lowered along with hood and belt line to emphasize the low-slung appearance. Sedans are two and a half inches lower, station wagons as much as six.

New for 1955 among the 15 bodies of the One-Fifty, Two-Ten and Bel Air series is the Nomad station wagon, patterned after an experimental model shown at the General Motors Motorama only a year ago. The full line includes two and four-door sedans in all series, two-door station wagons in the One-Fifty and Two-Ten, four-door station wagons in Two-Ten and Bel Air, a utility sedan in the One-Fifty, a club coupe in the Two-Ten, and sport and convertible coupe and the Nomad in the Bel Air series.

A wider variety of colors is available. Of 14 solid color options, 10 are new. All but one of the 21 two-tone combinations are new. A special two-tone option on Bel Air convertible and sport coupe extends the top color on the rear deck and quarter panels. There are 1940 possible color choices among the 14 models.

Years of Research

The new Turbo-Fire V8, first offered by Chevrolet in 35 years, is the product of years of research and hundreds of thousands of miles of testing. Of valve-in-head design, it is precision balanced and has the gas-

squeezing compression ratio of 8 to 1 and 265-cubic inch displacement. Exceedingly compact, it has a bore of 3.75 inches and a stroke of only three inches. The short stroke reduces friction and increases efficiency, engineers say. A special 180-horsepower V8 is optional, combining a four-barrel carburetor and dual exhausts.

The re-designed six-cylinder engine built exclusively for Powerglide automatic transmission generates 136-horsepower. The standard six has a 123-horsepower output. Both sixes are more efficient and quieter because of changes which include new water and fuel pumps and a larger fan.

Supporting the fresh styling trend, body and frame are tied together in a construction which gives greater rigidity and resistance to twisting.

Revamped front and rear suspensions assure added riding comfort, handling and roadability. At the front is the advanced version of ball-joint design with a control arm geometry that eliminates virtually half the "dive" that accompanies brake stops. A new, more durable lightweight bearing material reduces lubrication points from 16 to 4. For stability, rear springs are mounted outrigger style along the frame after the fashion of the Chevrolet Corvette sports car. Leaf springs are nine inches longer and slightly wider than before. The rear axle has greater capacity and the clutch is enlarged a fifth for greater durability.

Tubeless tires are an important safety feature. Safety and greater visibility result from the larger glass area where there is a 19 per cent increase in the "Sweep-sight windshield" alone. Glass area in the four-door sedan totals 24½ square feet, an increase of more than 18 per cent over 1954. Every car window is made of safety plate glass.

LOST AND FOUND

Sacramento, Calif. — (U.P.) — Eleven-year-old Marvin Fletcher, Jr., lost his report card on the way home from school. Highway patrolman finally found Marvin, tired and still fearful, heading south 12 miles from town at 1 a.m. Now Marvin knows lost boys are more important than lost report cards.

Commercial airlines in the United States make about 2,155 scheduled flights a day, which is one every 40 seconds.

PERENNIAL

Storrs, Conn. — (U.P.) — The agricultural editor for the University of Connecticut is Hardy Berry.

MEDFORD

Pear Blossom Festival

AUTO SHOW

SATURDAY

APRIL 23



The exciting new Nomad

Introducing the exciting new NOMAD

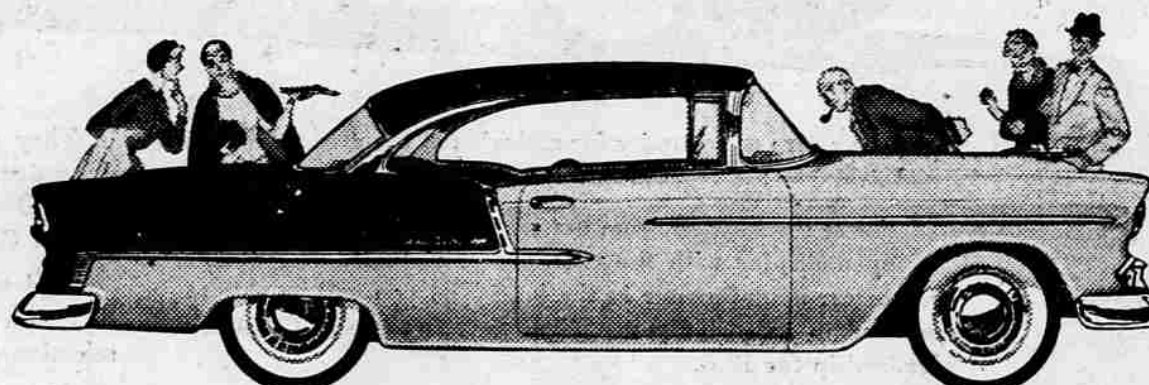
It's the greatest show on wheels—and the center-ring attraction is Chevrolet's exhibit of progress. For the array of Motorama Chevrolet passenger cars, the breath-taking new Nomad station wagon and the new Chevrolet Task-Force trucks is a whole Auto Show in itself.

It's true—but you'll find it hard to believe that so much progress could be packed into one year. In Chevrolet passenger cars, you'll see styling that's stealing the thunder from the high-

priced cars! Long, luxurious bodies that are new from frame to Sweep-Sight windshield. Glide-Ride front suspension that turns rural roads into ribbons of satin. The 162-horsepower "Turbo-Fire V8" engine... dynamite sheathed in steel. Ball-Race steering, 12-volt electrical system, Anti-Dive braking control, outrigger rear springs, High-Level ventilation, two new "Blue-Flame" 6's that are quieter and smoother than ever and three great drives.

In new Task-Force trucks, you'll see fresh, functional styling that goes to work for you—two distinctively different design treatments—plus new high compression valve-in-head engines, new Task-Force features and advances never before available. New from the drawing board out—they're today's modern trucks!

You'll find Chevrolet people on hand to explain everything you want to know... so come on down to see the greatest show on wheels.



The Bel Air Sport Coupe



Ninth
and
Bartlett
Streets

COURTESY CHEVROLET

Phone
2-6115

Medford



T. H. Keating, general manager of Chevrolet, (left) presents to Harlow H. Curtice, head of General Motors, keys to the corporation's 50 millionth automobile—a Chevrolet sport coupe. Bright metal parts of the car were especially gold-plated and the vehicle later became the center of civic celebration in Flint, Mich. Meantime, the production milestone was observed by open houses in most General Motors plants. A tour is planned for the historic car.