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A message to every prospective new car buyer:

You can have the most popular automatic transmission to be found in any low-priced car Chevrolet's Famous 1953 Powerglide!*

Much fleeter, smoother, more economical! Thoroughly proved Full Engine Braking-Power on Hills and improved through years of development and over a billion owner-driven miles! Production now running at new high levels due to record nationwide demand!

Much More Economical

Chevrolet's 1953 Powerglide Automatic Transmission*-teamed with the 115-h.p. "Blue-Flame" highcompression Valve-in-Head engine -brings you entirely new operating economy in city driving and on ' long trips.

Far Livelier Getaway

Put the selector lever in "DRIVE" at Lowest Cost position-step on the acceleratorand you move smoothly away from a standing start to legal traffic speed ably smooth . . . for this transmis-in seconds.

Important New Gas Savings

You'll never know how economical Safe Eyes-on-the-Road Driving an automatic transmission can be Powerglide permits you to concenuntil you try the 1953 Powerglide, . trate on driving, with hands on the Various improvements, including a steering wheel and eyes on the road.

more efficient use of engine power, make it extremely thrifty.

Great New Passing Ability The car picks up pace in traffic or on the highway at the touch of a toe, for the '53 Powerglide has an

added automatic passing range. Smoothest No-Shift Driving

Driving is almost incredibly easy, changes of speed almost unbeliev-

shift driving at lowest cost.

Powerglide's flexibility lets you cruise easily up any hill. And you enjoy constant engine braking power for maximum safety when descending.

Rock Out of Trouble

Powerglide's smooth power flow lets you rock out of sand, snow or mud whenever the need arises. "LOW" and "REVERSE" are side by side on the Powerglide quadrant, making the operation doubly easy.

Push-Proof Parking Put the selector lever in "PARK"

position when you leave the car, and a positive gear-type lock holds it in position until you return.

Time-Proved, Owner-Proved Dependability

Come in. Drive a Chevrolet with this finer, more popular automatic transmission-time-proved by hundreds of thousands of owners in over a billion miles of driving!

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!



*Optional at extra cost, Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models.



Flannel Lined Jeans and **Flannel Shirts**

We have a very good price on these items

Men's All-wool Shirts

In shadow plaid in grey. green and red. Also other wool shirts and jackets.

Prices on Groceries and Dry Goods at Red & White can't be beat!



Chevrolet Sales and Service

STAYTON, OREGON