Chevrolet Bel Airs Re-Styled for 1954 Market

Designed for that lower, longer look so prized in modern automotive styling, the new Chevrolets meet other high standards besides eye appeal. The 1954 models have more power, better performance and chassis improvements that will substantially increase the pleasure and convenience of motoring. For 1954, a total of 13 body models are available in three series of cars. The Powerglide automatic transmission, linked to a 125-horsepower engine, is now optional on all cars. Above is pictured the Bel Air four-door sedan.

America's First Sports Car Reaches Market

One of the most widely discussed automobiles—the Chevrolet Corvette—has been placed in distribution. A two-passenger open model (with removable top), the car is the American auto industry's first sports car and the first to carry a plastic body built by mass production methods. The Corvette measures only 33 inches high at the door. Wheelbase is 102 inches. Traditional Chevrolet features include a special 150-horsepower "Blue-Flame" engine and a Powerglide automatic transmission. Production followed special showings of an experimental model in many cities.

Chevrolet Has Factory Expansion

Chevrolet is going forward from 30 years of leadership of the automobile industry by adding five million square feet of new plants and additions to increase Chevrolet's manufacturing capacity.

"Our share of the two-year, billion-dollar General Motors expansion program will be completed and in production by the first of 1955. It is a measure of our faith in the immediate future of the growing automobile market.

Taking an important place in this expansion, based on the rapid pace of the technological developments, is the new 617,000 square foot Chevrolet Engineering Center, at 12-Mile and Van Dyke Roads, Detroit, adjoining the $100,000,000 GM Tech Center.

Throughout Chevrolet's 28 plants the expansion is a balanced program, and it is a double barreled program, expanding capacity in space vacated in existing plants as fast as operations move into the new construction.

New frame capacity will be provided in Flint, with Chevrolet, in its first venture into the frame business, able to produce one-fourth of its enlarged frame requirements, while two present frame suppliers will furnish the remainder.

New engine capacity will be provided in the new engine plant, now completed in Flint, plus an expansion of manufacturing capacity in the present Flint engine plant, and an enlargement of the engine plant in Tonawanda, N.Y.

Chevrolet Offers New Convenience

Women find at their fingertips comforts and conveniences like those of their modern homes when they take the wheel of a 1954 Chevrolet equipped with available accessories.

There are seat covers to match the best on living room furniture. Heaters give the automobile "living room comfort." Control of the air-flow heater can be likened to the thermostat of a home heating plant as it is regulated to the desired degree of hot water temperature by the flick of a finger.

Both springwind and electric clocks are availabe in the cars as well as the homes. Glare-shades, ventshades and visors are comparable to awnings on the windows of residences.

Courtesy, back-up, underhood, luggage compartment, hand spot and safety light lamps compare with the closet, extension, back door, and stairway lights of the home. The autronic eye that automatically dims bright headlights to oncoming traffic is an electronic device that would in effect, compare to "electric eyes" featured on modern garages.

Push-button luxury is immediately available with the modern super-heterodyne radio installed on Chevrolets.

There are rubber floor mats in the cars, comparable to home throw rugs, in five decorator colors. A vanity visor mirror clips to either the right or left sun shade. And what woman wouldn't like an automatic window washer for her home? By a push of the button, the Chevrolet automatic windshield washer cleans the dirty glass.

MORE HORSEPOWER per pound than any passenger car in the low-priced field and extensive styling changes distinguish Willys models for 1954. A new "Super-Hurricane" six-cylinder engine which delivers 115 h.p. has increased Willys horsepower 27 per cent over '53 models. A broad one-piece rear window is standard in all models and buyers have a choice of 12 monotone and two-tone body color combinations in the Willys Eagle, Ace and Lark models. Illustrated is the Ace Deluxe four-door sedan.

Chevrolet Adds Power, New Styling, Power Brakes

More power, an extension of the automatic transmission option to all cars, and design revisions to beauty of the three body series highspot the 1954 Chevrolets.

The latest models, on display at the "Carvalcade" Saturday and Sunday, benefit as well from restyled interiors, a wider choice of rich colors and color harmonies and chassis advances to assure quieter operation with increased performance.

Power brakes, adding safety and driving control, become optional for the first time in the low-price field with the introduction. As still another "first" in Chevrolet's market, electric front seat and window lifts are also available. This convenience provides passenger car comfort through push button control.

Given special prominence in the presentation is the Bel Air Series, which Chevrolet pioneered so successfully as a luxury line a year ago. An eight-passenger station wagon brings to five the number of Bel Air body types. The company has also announced that convertibles will be hereafter concentrated in this series.

Another departure in the lineup of 13 passenger car models is the introduction of a utility sedan in the "One-Fifty" or lowest priced series. This body, replacing the former business coupe, offers an amazing 54 cubic feet of storage space.

Again in 1954 Chevrolets will be powered by a choice of two engines, each more powerful and responsive than its 1953 counterpart. the 115-horsepower "Blue Falme" engine is used in-gearshift models. An engine of 125-horsepower couples with the Powerglide automatic shift, now available on all cars, including the sedan delivery.

Other chassis advances cover improvements in the clutch of gearshift models, a longer, deeper-toned and sound deadening muffler, and nylon rear spring inserts to eliminate the necessity for lubrication.

In appearance the 1954 Chevrolets have a longer, more rugged look.

Of prime interest are the two-tone interiors of the bodies. Stylists have taken full advantage of new fabrics to combine eye-appeal and practicability. A lavish use of vinyl, an easily washed material is apparent. In the Bel Air Series interior fabrics are nylon-faced cloth and vinyls while in other series tasteful complements of vinyls and new, modern fabrics have been worked out.

The Powerglide automatic transmission, now in service on more than 1,500,000 Chevrolets, is continued with modifications for improved high speed acceleration. The new engine with which Powerglide is teamed will appreciably boost performance, particularly in the higher speed ranges when emergency power may be required for passing or hill climbing.

The power plant in the Powerglide option uses the time-proven valve-in-head six cylinder principle with 125-horsepower aballable at 4,000 revolutions per minute. An innovation is the installation of high-lift cams and improvement in valve mechanism to make posaible a freer intake of combustion mixtures and a more complete expulsion of exhaust gases. The result is increased breathing efficiency at 7.5 to 1.

The Blue Flame "115" engine introduces into the so-called standard power train such features as full-pressure lubrication, aluminum pistons, insert-type connecting rod bearings and a more rigid crankshaft and connecting rods. As true of the "125," displacement is 235 cubic inches with the engine reaching 115 horsepower at 3700 rpms. Compression ratio lists at 7.5 to 1. Better economy and smoother, quieter operation are characteristics.

Pistons are of the same lightweight type familiar in the 1953 Powerglide engine, but the piston pins have been offset, contributing to quiet operation under all conditions.

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Chevrolet for '54

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FEB. 27-28

★ THE BEL AIR SERIES

Now more than ever a new class of American cars with luxury and distinction far beyond anything else in the low-price field!

★ THE "TWO-TEN" SERIES

Strictly de luxe in styling, interiors and appointments. The "Two-Ten" series introduces an entirely new Club Coupe with colorful all-vinyl interiors and sedan spaciousness.

★ The "ONE-FIFTY" SERIES

The "One-Fifty" Series offers beautiful Bodies by Fisher and advanced Chevrolet features at lowest cost and in a wide range of models.

★ You'll find much that's new and exciting to look over and learn about in Chevrolet for '54! The new Chevrolet styling—front, rear and all around the car. The new colors—including gay, new pastels and bright, new two-tone combinations. The new interiors—richer, more colorful than ever. The thrifty, new power in two advanced engines—for finer performance with money-saving gasoline mileage. There are new Chevrolet "firsts" in the low-price field—Power Brakes, optional at extra cost on Powerglide models, and Automatic Front Window and Seat Controls on Bel Air and "Two-Ten" models. And now on *all* models, you can have the extra cost option of smooth, thrifty Powerglide automatic transmission, and you can have Power Steering at a new low price! There's a series for everyone with savings for all in Chevrolet for 1954!

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

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