

1955 CHEVROLET—A styling advance from any point of view is claimed by the company for the 1955 Chevrolets. The latest lineup of 14 models has been completely restyled and in ad-

dition features a wide array of chassis improvements. A new V8 and two six-cylinder engines are available. Pictured here is the Belair 4-door sedan.

**Chevrolet Features Riding Comfort Plus Many New Mechanical Advances**

Pronounced mechanical advances plus new riding comfort and a complete re-styling of bodies are noted in the Chevrolet for 1955.

The 1955 models are on display at the show rooms of Aubrey Johnson Chevrolet at Aberdeen.

From a long list of new features, these are particularly outstanding: All roofs have been visibly lowered with a corresponding reduction in hood and belt lines to accentuate a longer, fleetier appearance.

First V8 engine offered on a Chevrolet in 35 years.

Higher horsepower ratings and new quietness and smoothness in two "Blue Flame" sixes.

Integrated body and frame design.

Front and rear suspensions re-

vamped. Added riding comfort and roadability, Chevrolet states, are assured by improved suspensions.

Increased safety through greater visibility. Every car window of safety plate glass—front, rear and side—is larger in 1955 Chevrolet bodies.

Optional overdrive. An overdrive installation will be offered for the first time.

More electrical power. A 12-volt electrical system will furnish ample reserve power for the ever-growing demands of accessories.

"Dry-Air" ventilation. This feature involves an arch-shaped plenum chamber that channels fresh air from a slotted cowl vent.

Tubeless tires for increased safety.

Smoother power application. The torque tube drive is replaced by a hotchkiss drive to deliver power more smoothly to the rear wheels and to provide a "flatter" ride in combination with the longer springs.

Easier steering. From power steering, an improved version of which is available on 1955 cars.

Most distinguishing mark of the new Chevrolet bodies is their low-slung silhouette and vertical windshield pillars.

An intriguing "first" for drivers seeking high performance is a "power package" which can be purchased on V8 models. This includes a four-barrel carburetor and dual exhaust system for a consequential horsepower rating of 180.

**Home Industries Getting Attention From C. & D. Dept.**

Broad plans designed to help home industries get started and to assist existing firms in expansion of their activities are being put into effect by the Department of Conservation and Development, Director Ben E. Douglas announces.

Douglas said the Home Industry Section of the Department's Commerce and Industry Division has been reorganized under the direction of Gerald F. Albright, who is trained in industrial development. Albright may be contacted at The Department of Conservation and Development, Education Building, Raleigh, N. C.

The home industry program, Director Douglas says, is designed to help instigate, encourage and assist in the development of home industries throughout North Carolina.

Chambers of Commerce, other local development groups and individuals throughout the State are being requested to help development of home industries.

One of the first steps being taken by Albright is the searching out of markets or potential markets for agricultural and industrial products now existing in and around North Carolina.

The more than 10 million bushels of corn held in storage both on and off farms in North Carolina are lower than for several previous years but slightly more than last year.

**Scholarship To Be Given Winner Of Essay Contest**

A \$600 educational scholarship to be awarded the winner of an essay contest open to all high school students in North Carolina sponsored by the Medical Society of North Carolina is announced by Dr. Donald B. Koonce of Wilmington, Chairman of the Society's Committee on Public Relations.

Essays may be submitted any time during the period January 1 to February 26, 1955 through local High School principals, on the subject "The Advantages of Private Medical Care."

The first prize of a \$600 scholarship will be made payable to any college or university, selected by the winning essayist, which meets the standards of the Southern Association of Colleges and Secondary Schools. Prizes will also be awarded to winners of second and third place essays.

The three top papers in North Carolina will be forwarded to the Association of American Physicians and Surgeons for competition in the National contest. National prizes are \$1,000 for first prize; \$500 for second place; \$100 for third place; and \$25 each for the fourth, fifth, and sixth place winners.

Essay contest packets with information on rules and contest dates have been submitted to each High School principal and library as reference for students interested in entering the essay contest. Additional copies of the packets are available from the Medical Society of North Carolina, P. O. Box 790, in Raleigh.

Extension engineers at Ohio State University point out that a recent corn crop in Iowa cost 326 fingers, 63 hands, 14 arms, five legs, three lives, 3362 lost working days and \$71,243 in medical expenses.

Auction prices for flue-cured tobacco through September 17 averaged lower in all belts except the Middle and Old belts of North Carolina and Virginia, where drought was a serious factor last year.

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**\$2.40 PINT**  
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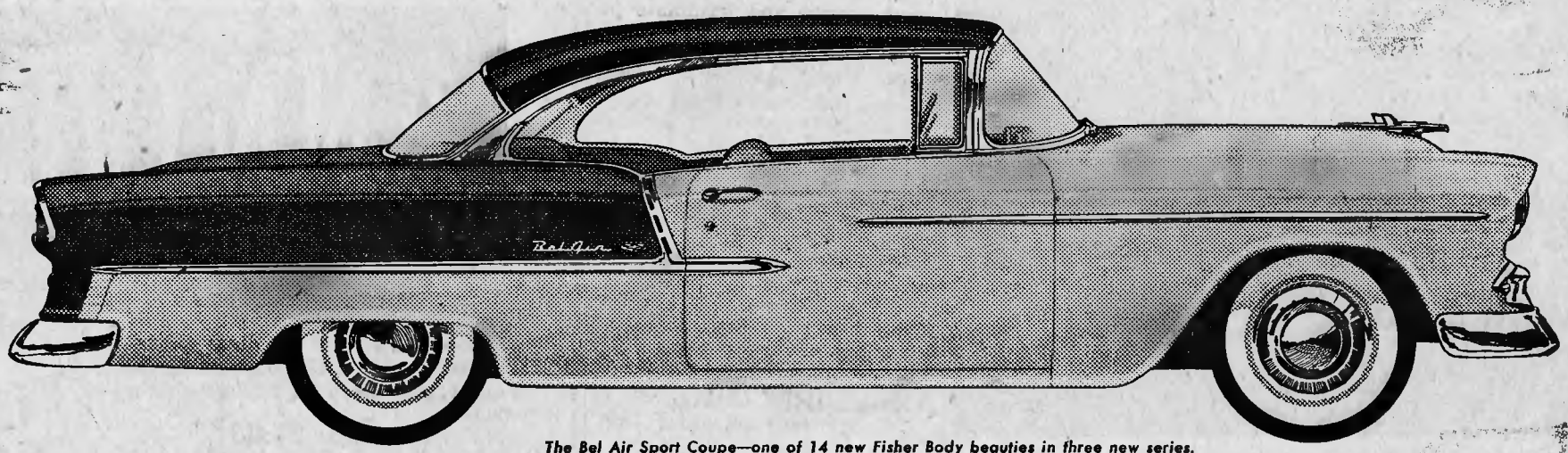
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**Low... and behold!**

**The motoramic Chevrolet for '55**

Chevrolet and General Motors took a whole new look at the low-cost car—and just look what happened!

**NOW BEING SHOWN!**



The Bel Air Sport Coupe—one of 14 new Fisher Body beauties in three new series.

The valve-in-head V-8 as only the valve-in-head leader can build it!

**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!

**The motoramic Chevrolet**

More than a new car—a new concept of low-cost motoring!

**AUBREY JOHNSON CHEVROLET, Inc.**

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