**APRIL 22, 1954** 



can help you make an important decision

Don't you agree that buying a new car calls for careful consideration? Regardless of make, it involves a substantial amount of money and a lot of future satisfaction. This information can give you a better idea of comparative value and help you decide which make to buy.

A good customer of ours was telling interior as well as the strength and

transmission and optional on all models at extra cost. In gearshift models, you get the more powerful "Blue-Flame 115" engine.

But, actually, the increase in horsepower is only a sort of by-product of design changes made for other reasons. Chevrolet engineers were after greater engine efficiency, not just greater power. So, you get improved acceleration, with greater and safer passing ability. You get quieter, smoother operation. You climb the steep hills with new ease.

Now you can have Chevrolet's zippy and thrifty Powerglide automatic transmission on any model. You can have Power Steering on all models and at a new, lower price. You can have Automatic Window and Seat Controls on any Bel Air or "Two-Ten" model, and you can have Power Brakes on any model equipped with Powerglide. All are, of course, optional features at extra cost.



us the other day how he sizes up a new car. Because he's bought a number of them over the years, we were interested in what he had to say. We think you will be, too.

Actually, what he does is to ask about seven basic questions. The answers give a pretty complete picture of the car and its comparative value. Here's what he wants to know.

## How well do I like its looks?

That's one question, of course, that only you can answer. You're the one who buys the car and you, above anybody else, should be proud of its

All we can tell you is that we hear a lot of nice things about Chevrolet's new styling. People seem to like the new front-end and rear-end designs, and the way the bumpers curve even farther around the fenders. They like the new styling touches all around the car and the wide choice of bright new colors and two-tone combinations. A good many tell us that Chevrolet has a decided edge over the other cars in its field for smooth and graceful lines.

## Who makes the body?

This question takes in much more territory than the appearance of the car. It involves the quality of the

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safety of the body construction. That's why we think it worth your consideration that Chevrolet has the only Body by Fisher in the low-price

You can see the difference outside and inside. We'd especially like you to look over the new interiors. Just sit in the car, if you will. Feel the quality of the fabrics and notice the more generous use of vinyl trim. In all these ways, you'll find evi-dence of superior quality and work-manship. And after all, isn't that what you would expect in Body by Fisher? As you know, Fisher is the largest and most famous manufacof automobile bodies in the world. Doesn't it stand to reason that Fisher can build extra quality into the Chevrolet body? It's there and you can see it.

#### What's under the hood?

You hear a great deal of talk these days about engine power. The truth is that the number of horsepower isn't nearly as important as what the horsepower does for you. In this year's Chevro'st, you get

increased power in two finer engines. There's the "Blue-Flame 125" engine teamed with Powerglide automatic

### How hungry is it for gasoline?

A car's reputation for, and record of, economy of operation is certainly an important consideration to most people. We'd be glad to have you apare Chevrolet in this respect with any car at any price. And, in the case of this new Chev-

rolet, you do not have to sacrifice economy for finer performance and more horsepower. That's because the Chevrolet engines are high-compression engines. Their compression ratio of 7.5 to 1 is the highest in any

of the leading low-priced cars. This means simply that the engine compresses, or squeezes, the fuel mix-ture to a greater degree in order to wring more work out of it. That's how Chevrolet is able to give you an important gain in performance along with money-saving gasoline mileage -and on regular gas, of course.

# Is it up to date in features?

We can't think of a new feature or development you might want that you can't have on the new Chevrolet.

## How popular a car is it?

When you come right down to it, there's no better way to judge the satisfaction a car gives its owners than by its popularity. How many people buy it and keep on buying it?

Well, as you may know, Chevrolet is by far the most popular car in this country. That's true today and it's been true for a good many years now. But it couldn't be true-or wouldn't be true-unless Chevrolet gave its owners an extra measure of satisfac. tion and value.

## How much does it cost?

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There's a short, sweet answer to that one: Chevrolet is priced below all other lines of cars. This lower cost is made possible by the greater production facilities and purchasing power of the world's largest manufacturer of auto-mobiles. That is why Chevrolet can offer you all the advantages we've told you about here-and many more, too.

We'd be more than glad to have you see all these things for yourself and to try out this new Chevrolet on the road. We'll be happy to see you at any time.

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

Andrews Chevrolet, Inc.