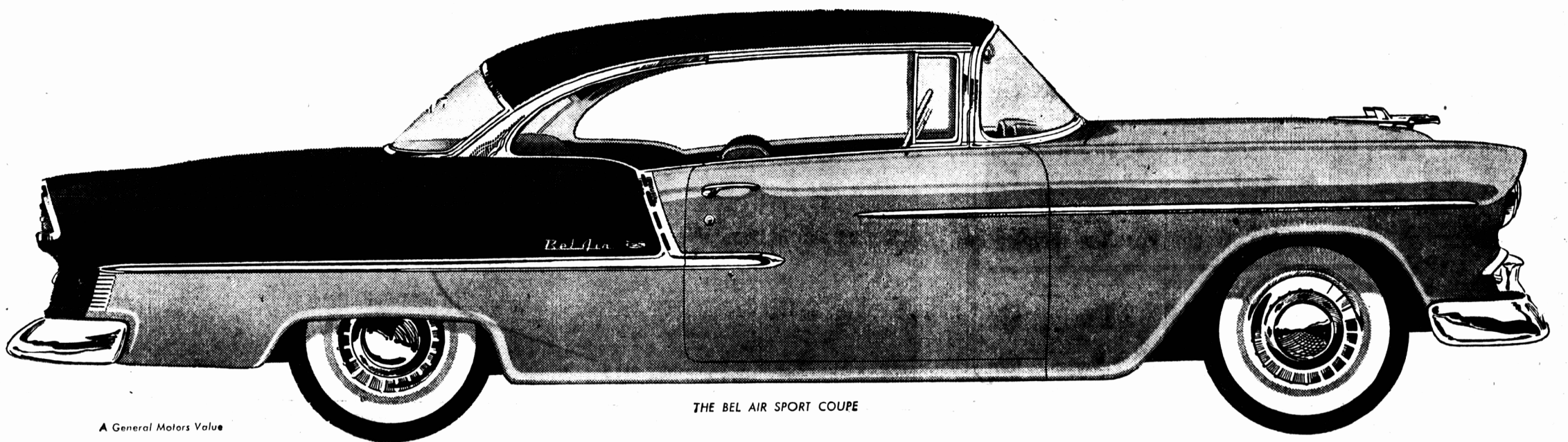




Low...and behold!

The *motoramic* Chevrolets for '55



A General Motors Value

THE BEL AIR SPORT COUPE



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

NOW BEING SHOWN!

The valve-in-head V8 as only the valve-in-head leader can build it!

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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.

You can choose from two new sixes, too!

6

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 largest 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!

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



DOWD MOTORS LIMITED

203 Fitzroy Street

Charlottetown