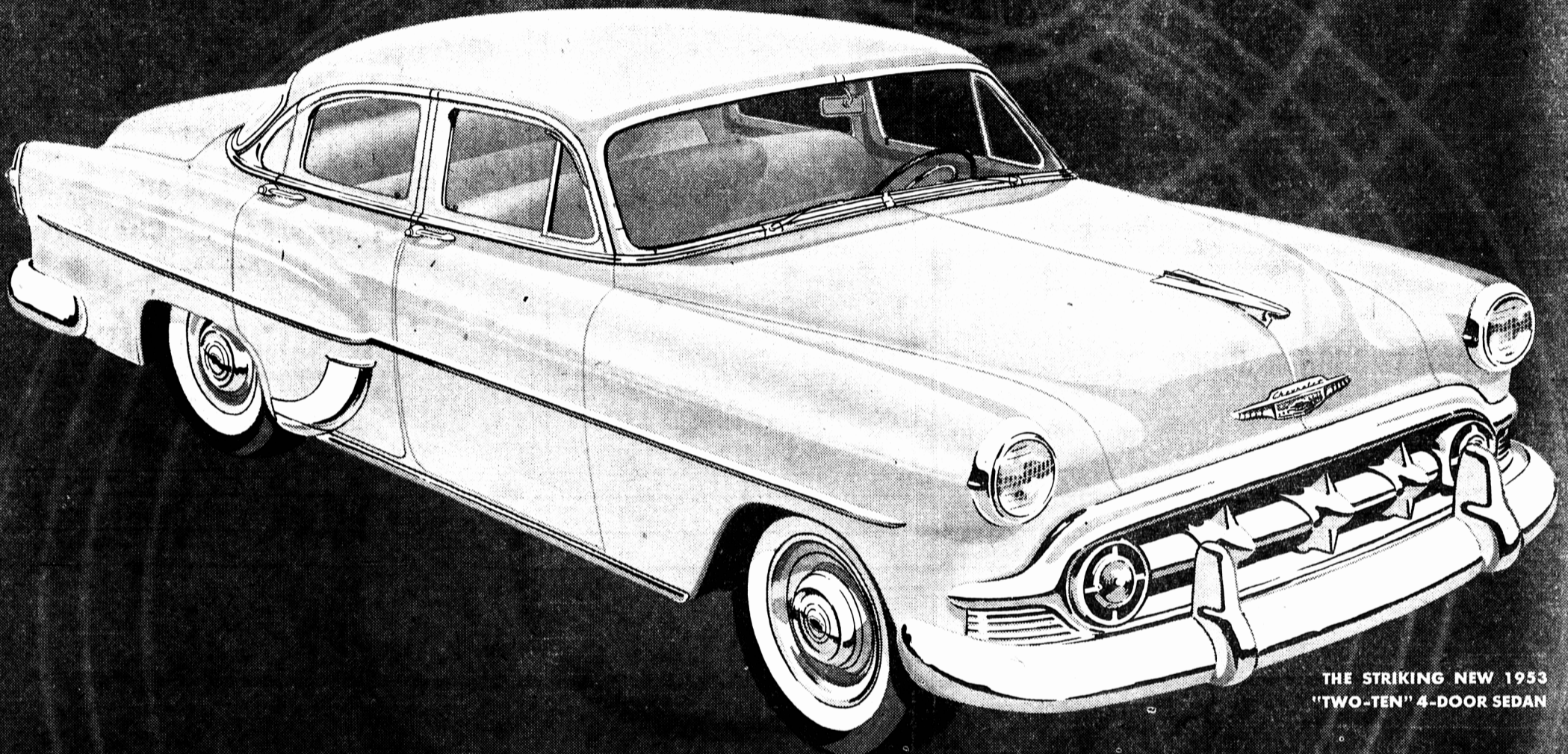


ON DISPLAY TODAY!

*So startlingly new!
So wonderfully different!*



THE STRIKING NEW 1953
"TWO-TEN" 4-DOOR SEDAN

CHEVROLET FOR '53

Entirely New STYLING

Chevrolet's lower in height, with long, flowing, smoothly rounded lines to give you the newest look in cars! New interiors are richer, roomier — color-matched to exterior finish.

Entirely New POWER

New 115-h.p. high-compression "Blue Flame" engine with Powerglide models.* New 108-h.p. high-compression "Thrifty-King" engine with gear-shift models.

Entirely New POWERGLIDE*

New automatic starting and passing range gives you flashing getaway from a standing start, greater passing ability in city driving. Gas consumption is substantially reduced!

Entirely New ECONOMY

You go much farther on every gallon of gas! Greater over-all economy of operation and upkeep! And, again in 1953, Chevrolet is the lowest-priced line in its field.

Entirely New SAFETY

Greater ease and safety of control. Greater visibility with a new, one-piece curved windshield. Finer, smoother brakes. It's the safest Chevrolet you ever drove!

Entirely New DURABILITY

Beneath the brilliant new beauty is heavier, stronger, more rigid construction. This means even longer life for a car always famous for durability and dependability!

Entirely New POWER STEERING

You park and steer with finger-tip ease, yet you retain the familiar feel of the road. Power steering, optional at extra cost on Powerglide equipped models.

*Combination of Powerglide automatic transmission and 115-h.p. Blue Flame engine optional in "Two-Ten" and Bel Air models at extra cost. (Continuation of standard equipment and trim illustrated is dependent on availability of material.)



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