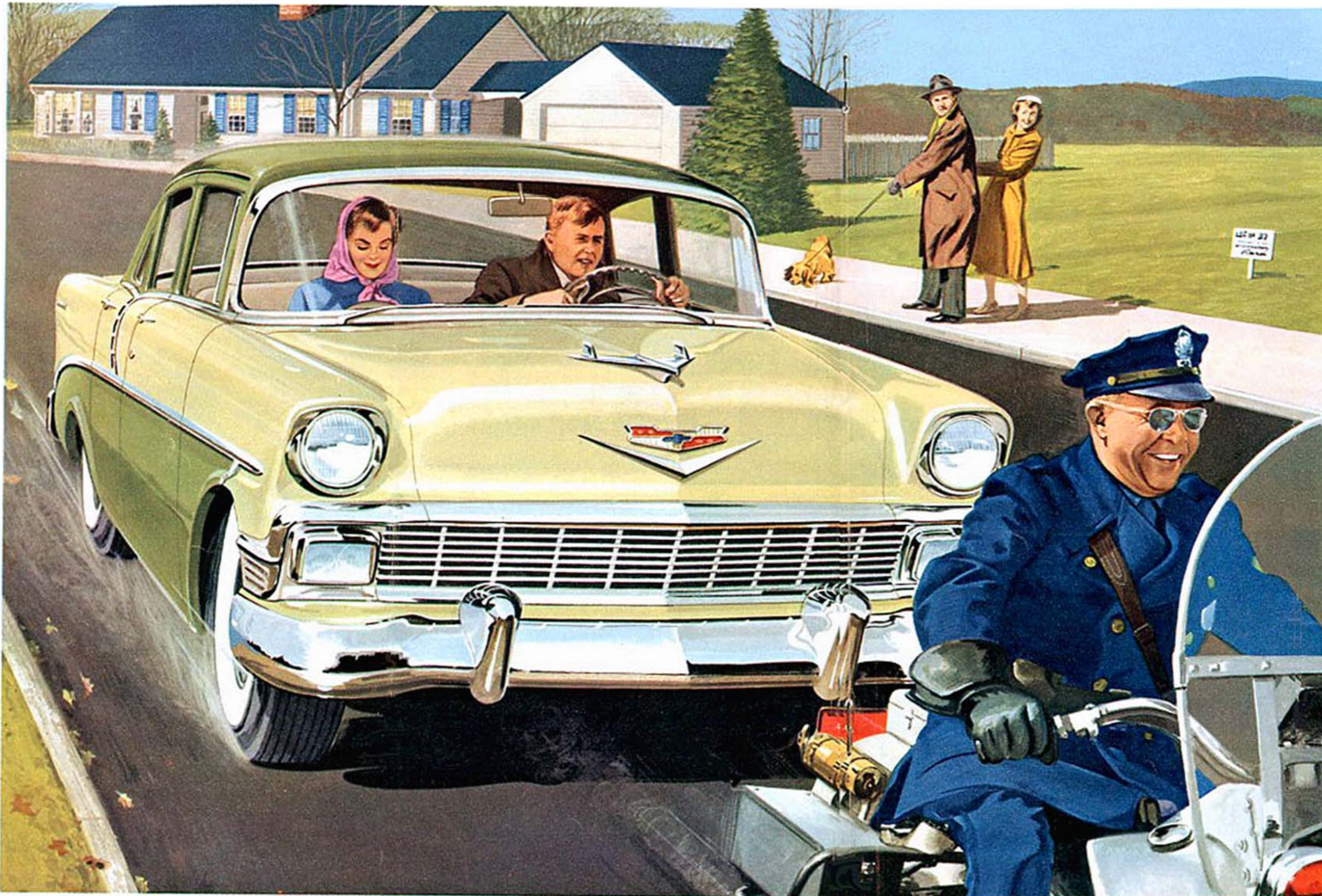




The '56 Chevrolet For sooner and safer arrivals!



*It's so nimble
and quick on the road . . .*

Of course, you don't have to have an urgent errand and a motorcycle escort to make use of Chevrolet's quick and nimble ways. Wherever you go, the going's sweeter and safer in a Chevy.

Power's part of the reason. Chevrolet's horsepower ranges clear up to 205 h.p. And these numbers translate into *action* . . . second-saving acceleration for safer passing . . . rapid-fire reflexes that help you avoid trouble before it happens!

True, lots of cars are high powered today, but the difference is in the way Chevrolet *handles* its power. It's rock-steady on the road . . . clings to curves like part of the pavement. That's *stability*—a matter of build and balance that helps make Chevrolet one of the few great road cars!

Highway-test one, soon. Your Chevrolet dealer will be happy to arrange it. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

THE HOT ONE'S EVEN HOTTER



The *hot* one's even hotter!

'56 Chevrolet

It's the new 1956 Chevrolet—with bold new Motoramic styling . . . Irisky new models . . . more of the dynamite action that's zoomed its way into America's heart!

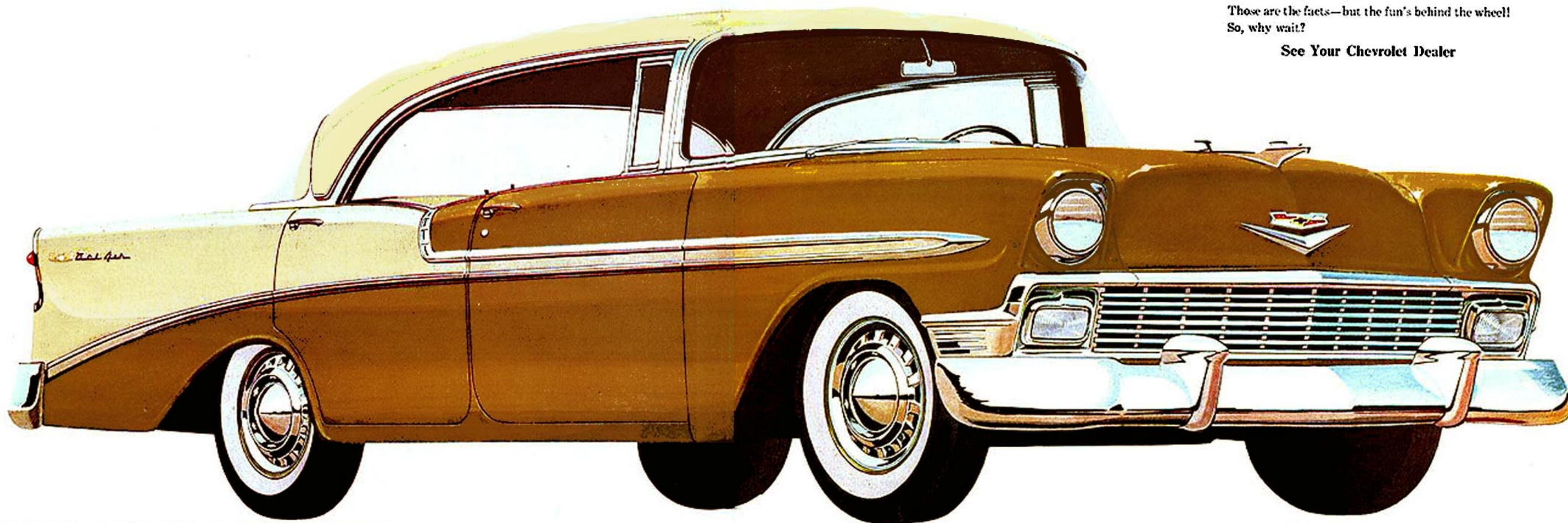
They're here—and even *hotter!* That's the word on the new '56 Chevrolets.

They offer new higher horsepower—ranging up to a top of 205! This is the car, you know, that smashed the Pikes Peak record! That's *proof* of the kind of performance that puts more safety and fun in your driving.

And look at that sassy new Motoramic styling—the lower, longer hood, the bold new front-end and sweeping chrome. See the new flared fender openings and high-fashion taillights. (The left-side taillight hides the gas cap!)

Those are the facts—but the fun's behind the wheel! So, why wait?

See Your Chevrolet Dealer



THE BEL AIR SPORT SEDAN—one of two new 4-door hardtops

The new 9-passenger Bel Air Beauville



The new "Two-Ten" 2-door Sedan



The new Bel Air Convertible



Highway-test it—
it's a beautiful
thing to handle!



THE BEL AIR SPORT SEDAN—One of Chevrolet's two new 4-door hardtops. Body by Fisher, of course.

THE HOT ONE'S EVEN HOTTER



19 sure cures for Spring Fever ... all easy to take!

Those fresh and frisky '56 Chevrolets

Are you feeling slightly day-dreamy these days? Find yourself thinking of far-away places where tall trees hem in the highway and sunlight skips merrily along a chuckling mountain stream? That's spring fever, friend.

It's curable, though—and we don't mean with sulphur and molasses. You just pick out a frisky new Chevrolet and go find that mountain stream. Or, if you can't get away for the trip, just owning a new Chevrolet will do the trick.

Sunday sightseeing around town and afternoon jaunts in the countryside are shiny new adventures when you're driving one of these fun-loving new Chevies.

In all, Chevrolet offers 19 sure cures for spring fever—all with Body by Fisher and horsepower ranging up to 225 for safer, happier traveling. Your Chevrolet dealer will be happy to fill the prescription. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



THE BEL AIR SPORT COUPE—Another hardtop honey! With windows down, it's wide open for fun!



THE BEL AIR CONVERTIBLE—Loves to go—and looks it. Horsepower ranges clear up to 225!



THE BEL AIR NOMAD—Sweet and low. This 6-passenger beauty is Chevrolet's last word in wagons!



THE BEL AIR 4-DOOR SEDAN—Chevrolet brings you the security of safety door latches in all models!



THE BEL AIR 2-DOOR SEDAN—A beautiful thing to handle! Ball-Race steering makes turning easier.



THE BEL AIR BEAUVILLE—Seats nine passengers, or converts quickly to roomy cargo carrier.



THE "TWO-TEN" SPORT SEDAN—Four doors and no sideposts in this stylish new Chevy.



THE "TWO-TEN" BEAUVILLE—This 4-door wagon holds a whole baseball team, or 1/2-ton of cargo.



THE "TWO-TEN" SPORT COUPE—Made to have fun with—and it's Chevrolet's lowest priced hardtop!



THE "TWO-TEN" 4-DOOR SEDAN—As you can see, the "Two-Ten" series has its own sassy new styling.



THE "TWO-TEN" TOWNSMAN—Plenty of room for six—plus big load space in this 4-door wagon.



THE "TWO-TEN" 2-DOOR SEDAN—Directional signals are standard in all new Chevrolets.



THE "TWO-TEN" HANDYMAN—Looking for a 2-door station wagon that seats six and handles big loads?



THE "TWO-TEN" DELRAY CLUB COUPE—Its all-vinyl interior thrives on hard use. Washes clean.



THE "ONE-FIFTY" 4-DOOR SEDAN—Notice the tasteful chrome trim in Chevrolet's lowest priced series!



THE "ONE-FIFTY" 2-DOOR SEDAN—Your choice of V8 or 6 power in every new Chevrolet.



THE "ONE-FIFTY" UTILITY SEDAN—The entire rear compartment is load space.



THE "ONE-FIFTY" HANDYMAN—Rear seat folds flat for extra carrying capacity in this 2-door wagon.