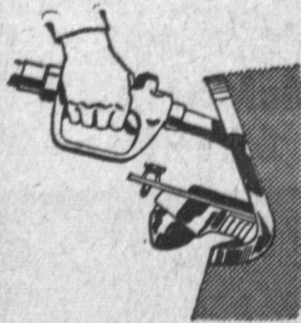


Here tomorrow



FRIDAY,
NOV. 4th



to be sure. Gay new colors, indeed. But beyond that, even more of the championship roadaction that made the '55 Chevrolet a winner. You know

driving will be safer and more fun in the car that proved its power, sureness of control and nailed-to-the-road stability by setting a new record for the Pikes Peak run!

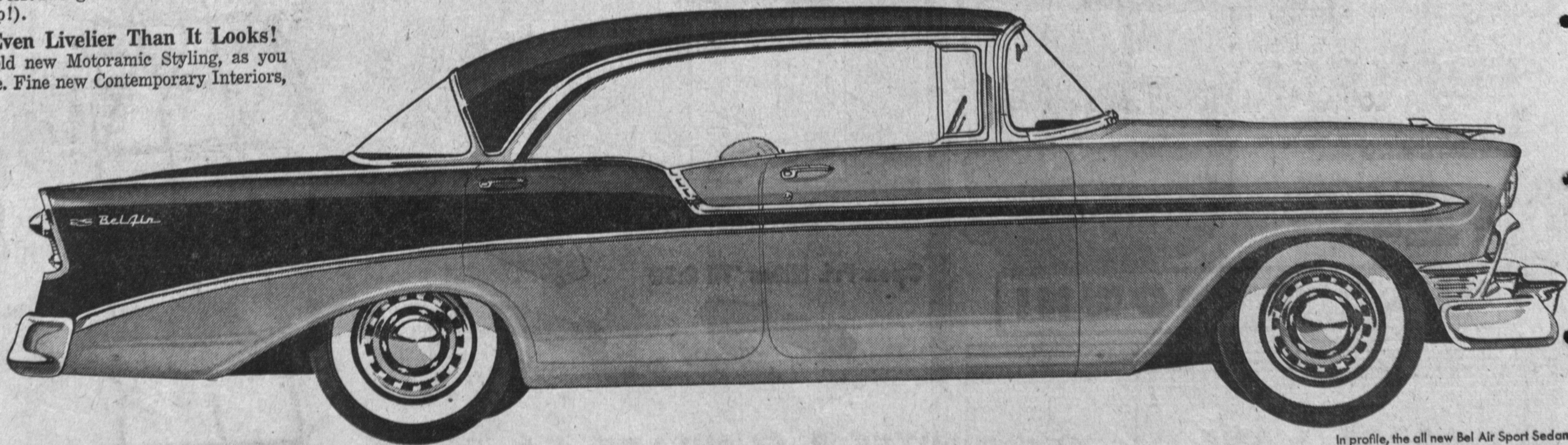
V8 or 6-19 Models in 3 Series
Any kind of model anyone could want.

They're sitting here on our showroom floor right now champing at the bit. For these '56 Chevrolets were born with an urge to go places!

But look 'em over first. Look at that bigger, wider, more massive grille. Let your eye slide along that longer, more rakish hood. Follow that lower, speed-line chrome treatment back to those sassy, high-set taillights (the one on the left swings down to uncover the gas cap!).

Even Livelier Than It Looks!
Bold new Motoramic Styling, as you see. Fine new Contemporary Interiors,

ALL NEW! THE '56 CHEVROLET BEL AIR SPORT SEDAN—Here's a beautiful example of Chevrolet's bigger, bolder look. Four doors and no sideposts in this one — did you notice?



In profile, the all new Bel Air Sport Sedan shows off its longer, more rakish hood.

The hot one's even hotter!