

On all these points of comparison... *Chevrolet's*
farther ahead
than ever!

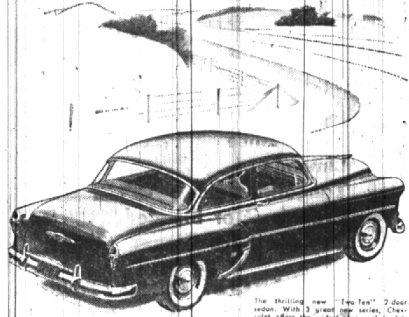
NEW AND ADVANCED STYLING—The new, low, sleek lines of the 1953 Chevrolet set new standards of beauty in the low-price field. Here you will see careful detailing and a richness of appointments always found only in much costlier cars.

HIGH-POWERED PERFORMANCE—The most powerful engine in the low-price field! The entirely new 135-h.p. "Blue-Flame" engine in combination with new Powerglide* brings you new high-compression power and a wonderful gain in economy, too. In gearshift matters, you will find the advanced high-compression 100-h.p. "Thrift-King" engine.

SMOOTH, SIMPLE AUTOMATIC DRIVING—Expect faster get-away with Powerglide's new automatic starting and passing range... and new economy, too. Chevrolet's new Power Steering* takes over 80 per cent of the work of steering, makes parking unbelievably easy.

ECONOMY AND VALUE—Now, you'll get many more miles out of every gallon of gasoline. You'll save on low-all operation and upkeep, too. Yet Chevrolet remains the lowest-priced line in the low-price field.

AMERICA'S FAVOR—Again this year—as in every single postwar year—more people are buying Chevrolets than any other car. In fact, latest official registration figures show that Chevrolet is over 15% ahead of the second-place car. Nearly 2 million more people now drive Chevrolets than any other make.



The thrilling new "Two-Ten" 2-door sedan. With 3 great new series, Chevrolet offers the widest choice of models in its field.



MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

THE NORTH CHEVROLET COMPANY

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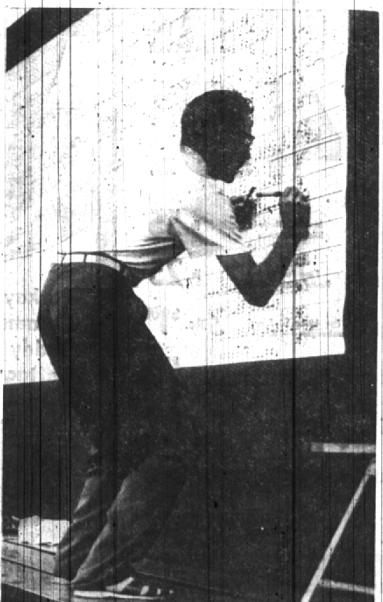
Scenes at PGA Tourney



THE GRINS BEING FLASHED by Pete Cooper, Dave Douglas and Wally Burkemo are there for a good reason. Cooper had just defeated Leonard Dodson to move into the third round. Dave Douglas eliminated Sam Sneed on the 19th hole just five minutes before this picture was taken and Wally Burkemo defeated Mike Turnesa earlier.



THE OFFICIAL FLAG OF THE P. G. A. is seen as it flies high above the eighteenth hole at Birmingham Country Club. One of the 35th annual Professional Golfers' Association tournaments. (Eccentric Staff Photo)



THE HUGE PGA SCORE BOARD proved to be the center of attraction for spectators who were unable to follow all of the stars at the Birmingham Country Club this past week. Rapid relaying of scores by the communication network kept golf fans up-to-the-minute during early elimination matches. Qualifying rounds that trimmed the field of 145 entrants to 64 after the first two days of play made life busy for the scorer. (Eccentric Staff Photo)

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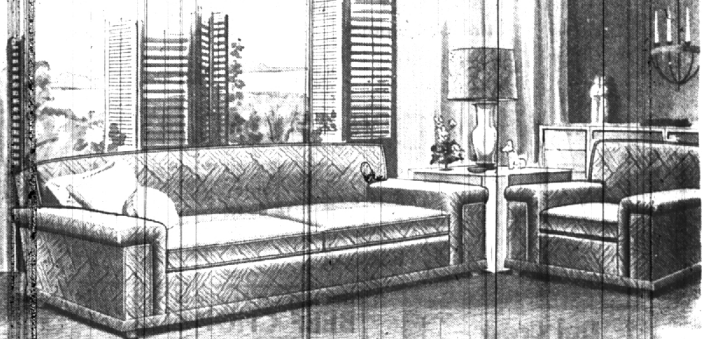
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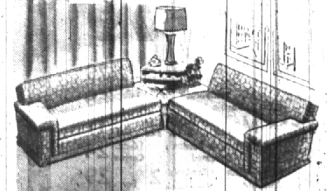
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