

WIN

ONE OF
102 NEW 1955
CHEVROLETS

Plus 102

ONE THOUSAND DOLLAR
U.S. SAVINGS BONDS



THE CHEVROLET

\$330,000.00

MIRACLE MILE

PRIZE CONTEST MANUAL

*This is your
PERSONAL COPY
for the exclusive use of
you and your family*

LOOK INSIDE FOR YOUR ENTRY FORM
AND THE OFFICIAL CONTEST RULES

**YOU CAN WIN A NEW
1955 CHEVROLET AND A \$1,000
U. S. SAVINGS BOND! ENTER
NOW THE BIGGEST, MOST
THRILLING CONTEST IN HISTORY!**

- ✓ Read the Rules . . .
 - ✓ Look at the Entry Form . . .
 - ✓ Get the Chevrolet Story . . .
- and then, place YOUR Entry!

★

Look at these prizes:

96 Chevrolet Bel Air Sedans
6 Chevrolet Sport Models—
choice of Convertible, Sport Coupe
or Station Wagons.

PLUS:

**While it is not necessary
to take a demonstration ride
to become a winner,
a \$1,000.00 U. S. Savings Bond
will be awarded to
every winner who takes a
"Miracle Mile" Demonstration.**

Your entry will be judged on sincerity
and originality. Literary skill is
not required.

YOU CAN BE A WINNER!

OFFICIAL CONTEST RULES

**Chevrolet \$330,000
Miracle Mile Contest**

1 A total of 96 new 1955 Chevrolet Bel Air 4-Door Sedans and six new 1955 Chevrolet Sport Models—will be awarded to contestants who best tell "This is why I would like to own a 1955 Chevrolet" in 25 words or less. Winners will receive a Chevrolet equipped with the following optional equipment: Powerglide Automatic Transmission, Chevrolet heater and defroster and direction signals.

2 In addition, all winners who have taken a "Miracle Mile" Demonstration of the new 1955 Chevrolet will be awarded a \$1,000 U. S. Savings Bond. The fact the demonstration has been taken must be attested by a Chevrolet Dealer, on the Official Entry Form.

3 The Contest opens officially March 1, 1955, and there will be six contest periods. For each contest period, 16 new 1955 Chevrolet Bel Air Sedans and one new 1955 Chevrolet Sport Model will be awarded. The closing dates for each of the six contest periods are as follows:

First closing date	March 18
Second closing date	March 28
Third closing date	April 8
Fourth closing date	April 18
Fifth closing date	April 29
Sixth closing date	May 9

4 The entry must be submitted on the Official Entry Form. Other members of the family of driving age may enter this Contest by preparing their entries on plain paper and attaching them to an Official Entry Form. If the Official Entry Form carries confirmation that the "Miracle Mile" Demonstration has been taken, the other qualified entries attached to it automatically become eligible for the additional \$1,000 U. S. Savings Bond.

5 The entry or entries must be deposited in the Official Chevrolet Mailbox at a Chevrolet Dealership.

They will be forwarded at regular intervals to R. L. Polk & Co., Chicago 6, Illinois, for judging. Entrant accepts all conditions and rules for this Contest.

6 This Contest is open to anyone of driving age residing in the Continental United States or Alaska, except employees and their families of the Chevrolet Motor Division of General Motors Corporation, its dealers, its advertising agency and the contest suppliers.

7 All entries become the property of the Chevrolet Motor Division of General Motors Corporation. In case of ties, duplicate prizes will be awarded. The decision of the judges is final. The Contest will be judged by R. L. Polk & Co., 333 W. Lake, Chicago 6, Illinois, a national contest judging organization.

8 Entries will be judged on the basis of sincerity, and originality rather than on writing excellence, grammar and vocabulary. Every entry will be carefully judged and will be given a fair chance to win.

9 This Contest is subject to all Federal, State and local laws.

10 If a winning contestant has purchased a new 1955 Chevrolet during the contest period—March 1 through May 9, 1955—the full retail price of a 1955 Chevrolet Bel Air Sedan, will be awarded in cash—and if a "Miracle Mile" Demonstration has been taken and attested to, the winner will receive, in addition, a \$1,000 U. S. Savings Bond.

11 Winners will be notified as soon as possible after the close of each contest period.

If you purchase a new 1955 Chevrolet from a Chevrolet Dealer during the contest period—March 1, through May 9, 1955—and become a contest winner, the full delivered retail price of a Chevrolet Bel Air 4-Door Sedan, will be awarded in cash upon proof of purchase in lieu of receiving a 1955 Chevrolet, and if you took an attested demonstration drive, you will receive, in addition, a \$1,000.00 U. S. Savings Bond.

All illustrations and specifications contained in this contest manual are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.

CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

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HERE IS HOW YOU ENTER

the Chevrolet \$330,000.00 Prize Contest

Read the Contest Manual

STEP

1

The place to start is right here—with the Contest Manual. Familiarize yourself with the Official Entry Form and the Contest Rules. Then read the thrilling Chevrolet Story for 1955—and you're ready to start preparing your entry.

Prepare Your Entry Form

STEP

2

It will take you only a few minutes to look up the answers to the four required questions. Then, you are to state—sincerely, in your own words—why you would like to own a 1955 Chevrolet. Remember, the big pay-off is for sincerity and originality.

Take Entry to Dealer

STEP

3

Place your entry in a special Contest Mailbox in your Chevrolet Dealer's showroom. Envelopes will be furnished, in which you may seal your entry. Your dealer will forward your entry to Chicago for judging.

To Qualify for \$1,000.00 Bond

STEP

4

Take a "Miracle Mile" Demonstration in a new 1955 Chevrolet—if you are a contest winner this qualifies you for the additional award of a \$1,000.00 U. S. Savings Bond. This demonstration must be attested to on the Entry Form by your Dealer or one of his representatives. (Suggestion—it may help you to write a better entry by taking your demonstration ride first.)



Qualified professional judges will read, analyze and evaluate all entries in the Chevrolet Miracle Mile Contest.

MIRACLE MILE CONTEST TO BE JUDGED BY R. L. POLK & CO.

R. L. Polk & Co., a highly qualified national contest judging organization, has been given the assignment of selecting all winners in this Chevrolet "Miracle Mile" Contest. The Polk organization, with judging headquarters in Chicago, will read, analyze and evaluate all entries received in this contest. When you enter, therefore, you will know your entry will be carefully read and analyzed—and that it will be evaluated according to the highest established standards of contest judging.

HELPFUL SUGGESTIONS

Sincerity counts most in the judging, so put your thoughts in your own words. Professional judges say that sincerity is readily recognized, so express yourself in your own way.

. . .

You may wish to own a new 1955 Chevrolet because of your personal experience in owning a Chevrolet or because of interesting information provided by a friend who owns one. Personal experiences could provide the basis for a winning entry.

What are your principal interests—what uses do you make of a car—what features of a car are most desirable to you, personally? Answering these questions—with the 1955 Chevrolet features fresh in your mind—could provide the basic ingredients for a winning entry.

. . .

Perhaps there is one particular Chevrolet model that appeals most strongly to you. Why do you like it? Why is it just what you'd like to own? Put your own personal reasons in writing and see if you could have a winner.

SAMPLE ENTRIES

These may give you an idea of the type of entry that has appeal to contest judges. Any one of these might have been a winner. We know you can do as well.

. . .

The "150" Handyman is my ticket. It does the job I want and gives me pleasure too when I take the whole family.

. . .

If Chevrolet's new V8 performs even better than the many Chevrolet 6's I've had in the past, it'll be the best on the road.

I need a car that gives me low-cost driving and style at the same time. The answer: Chevrolet with the six-cylinder engine.

I've driven the car and I'm just amazed at its new ride and new feel. It acts and handles like an expensive car. It's great.

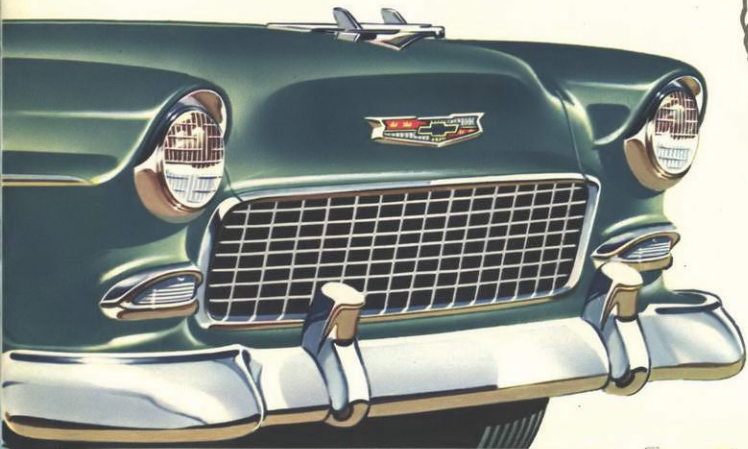
The choice of power teams impresses me most. It's the biggest and best Chevrolet ever had. V8 with Powerglide is a winner.

That new Delray Club Coupe is the car for me. With three children, those all-vinyl interiors will come in mighty handy.

READ THE CHEVROLET STORY CAREFULLY—THE WINNERS WILL!

THE MOTORAMIC CHEVROLET FOR 1955

It's far more than a new car. It's a new concept of low-cost motoring . . .
a low-priced car that looks, performs and rides like the finest on the road!



THE
Bel Air
SERIES

The five stunning new models in the Bel Air series offer style, quality and richness of detail usually found only in America's highest-priced cars.



THE BEL AIR TWO-DOOR SEDAN



THE BEL AIR FOUR-DOOR SEDAN

Notice Chevrolet's superb new "show car" styling—the graceful curve of the new Sweep-Sight Windshield, the simple massiveness of the new grille, that long, low, "let's go" look. There's a promise of pleasure in every line.

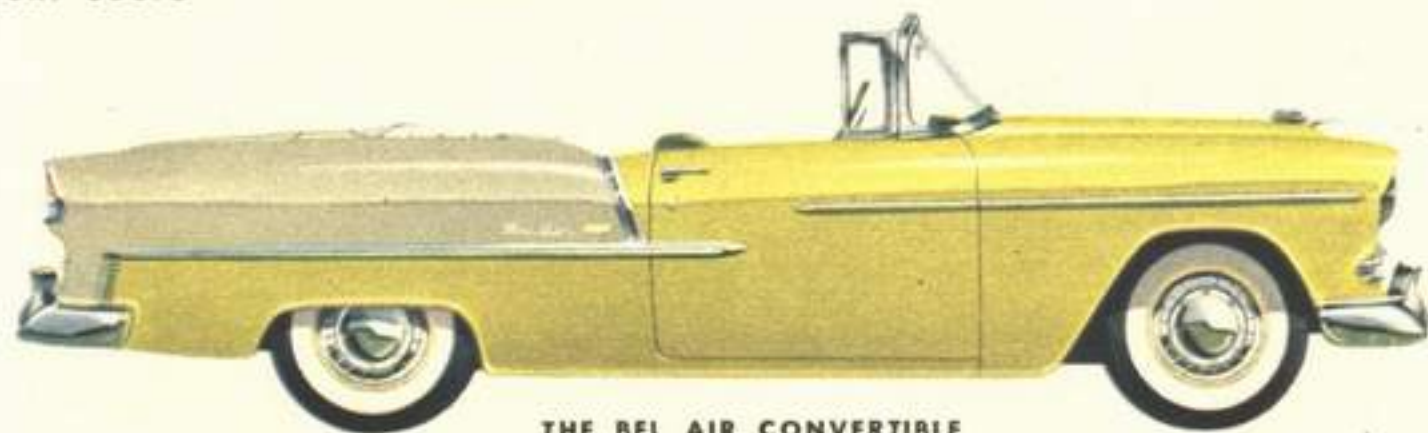
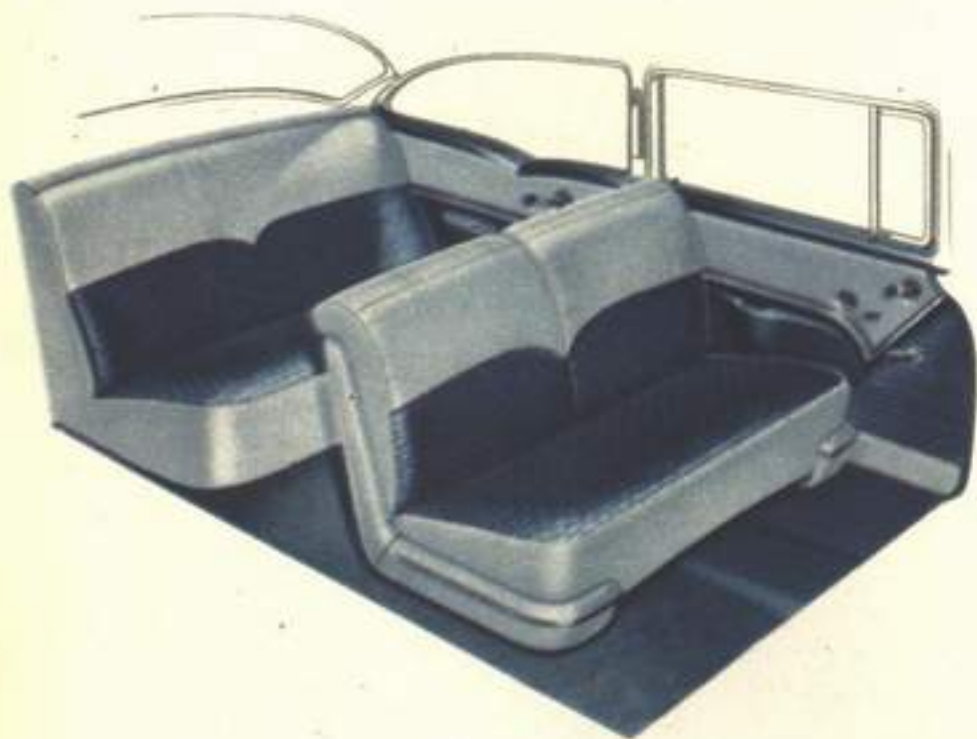
What's New?



Everything!



THE BEL AIR SPORT COUPE



THE BEL AIR CONVERTIBLE



THE BEL AIR BEAUVILLE

New Bel Air fabrics have the rich look of custom quality. Trimmed in vinyl, interiors are harmonized to Chevrolet's bright new exterior colors. And there's new room here, too—more hat room, more hip room, more shoulder room.

THE
"Two-Ten"
SERIES

The glamor and distinction of Chevrolet's new style plus the deep-down quality and value of America's favorite car! That's the handsome new "Two-Ten" series.

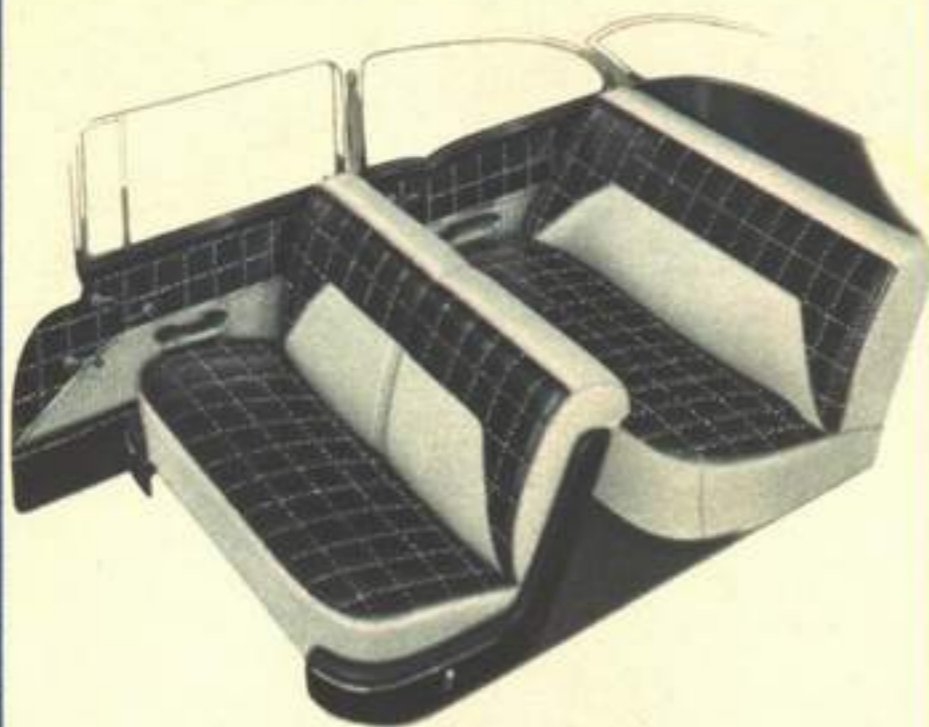


THE "TWO-TEN" FOUR-DOOR SEDAN

The built-in beauty and quality of famous Fisher Body is exclusive to Chevrolet in its field. And underneath that new beauty are new comfort, ruggedness and safety.



THE "TWO-TEN" TWO-DOOR SEDAN



Handsome it is—and handsome it does! The new Delray Club Coupe interiors are all vinyl—seats, sidewalls, even roof lining. These stylish interiors shrug off wear, clean up in a jiffy, and are color-keyed to body colors.



Here's spaciousness, style and utility. The "Two-Ten" station wagons have all-vinyl interiors that are handsome and durable. Rear seat cushion and back rest both fold flat to the floor for even more loading space!



THE "TWO-TEN" DELRAY CLUB COUPE



THE "TWO-TEN" TOWNSMAN



THE "TWO-TEN" HANDYMAN

THE
"One-Fifty"
SERIES

"One-Fifty" models give you the fresh new look of the Motoramic Chevrolet plus the economy of its lowest-priced series. They combine Chevrolet's latest engineering advances with lowest initial cost.



THE "ONE-FIFTY" TWO-DOOR SEDAN

The "One-Fifty" models feature graceful Body by Fisher, new Sweep-Sight Windshield, and new smartness all around.



THE "ONE-FIFTY" FOUR-DOOR SEDAN

Roominess and luxury beyond the price. Interiors are of quality fabrics and vinyl trim, tastefully harmonized with body color.





THE "ONE-FIFTY" HANDYMAN

This Two-Door Station Wagon gives you the roominess and flexibility of one of America's most popular models. Windows sweep around in the rear for greater visibility. Interiors are long-wearing all-vinyl. Rear seat and back rest fold flat to give additional room in the rear. Note convenient and accessible storage of spare tire.

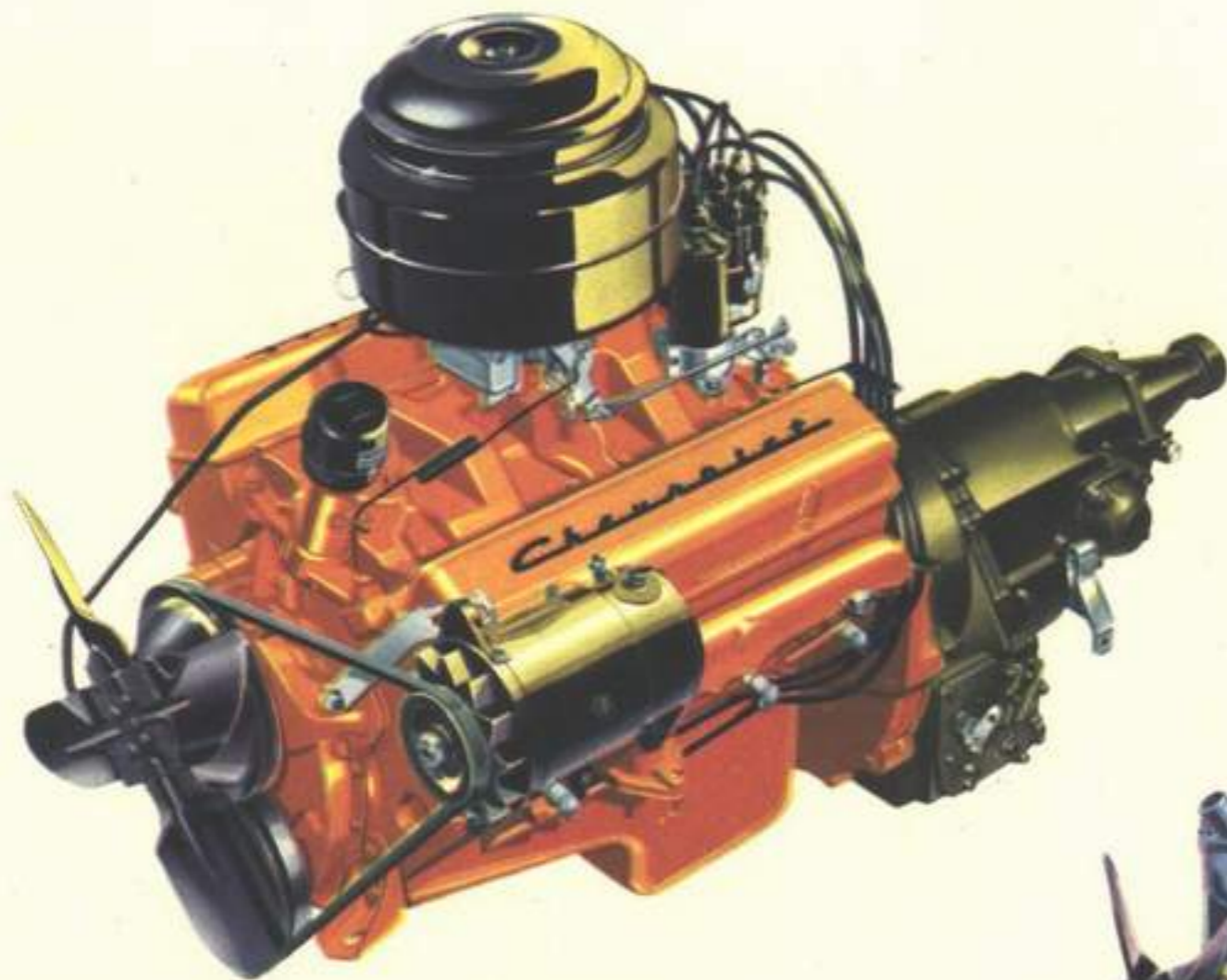


THE "ONE-FIFTY" UTILITY SEDAN

Handsome and practical, the Utility Sedan has a raised floor in the rear for easy hauling of packages or cargo.



Introducing the Great New 162-H. P. "TURBO-FIRE V8"



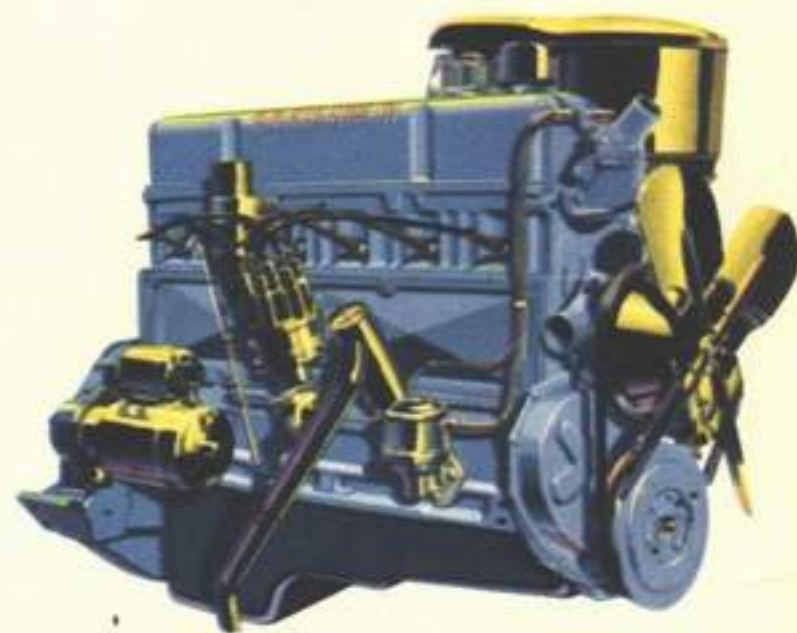
A V8 as modern as tomorrow, with quick, mighty power and great smoothness and quietness. It's a valve-in-head husky with 8 to 1 compression ratio to squeeze greater power from every drop of gas.



12-Volt Electrical System

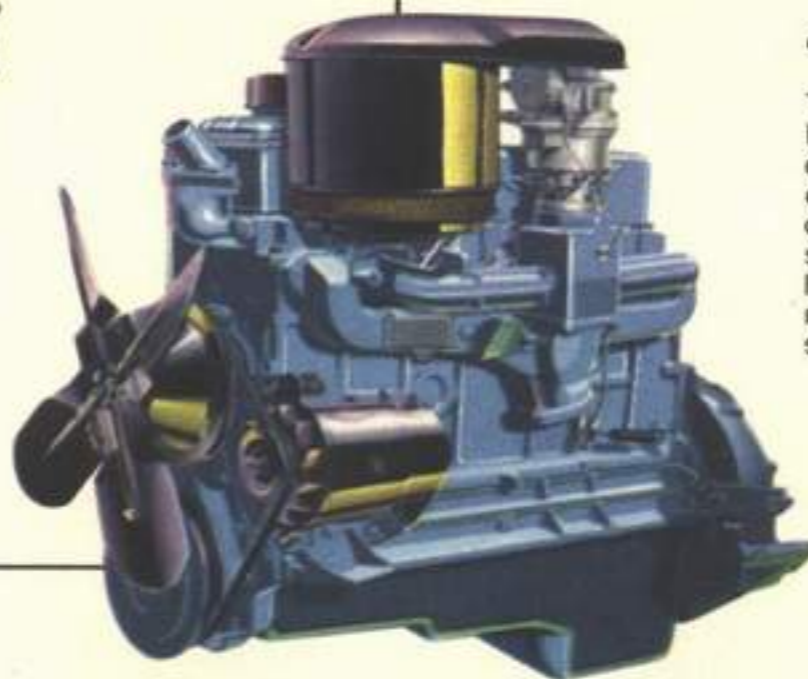
Double last year's 6-volt system, Chevrolet's new 12-volt system gives you more extra reserve for all electrical needs. You get faster starts, full charge at lower speeds, positive ignition at all speeds.

Chevrolet Presents Two Lively New Sixes



"BLUE-FLAME 136"

This new 136-H.P. valve-in-head engine gives you the kind of power and pep that makes every mile more fun. 7.5 to 1 compression ratio, four-point suspension, new cooling and lubrication systems, plus other new features make it the finest six in its field.



"BLUE-FLAME 123"

A new 123-H.P. engine designed to give you the kind of action you want. It's a valve-in-head engine, full of engineering features that mean performance, economy and long life.

EXTRA! Super "Turbo-Fire V8" with 180 H. P.

Here's an optional "Turbo-Fire V8" engine that packs a 180-horsepower wallop for even greater "get-up-and-go" with smooth, instant response. It features a 4-barrel carburetor plus a special intake manifold, dual free-flow exhaust system, a high capacity oil-bath air cleaner and all other great new Chevrolet V8 engine developments.

TAKE YOUR CHOICE OF THESE NEW POWER TEAMS

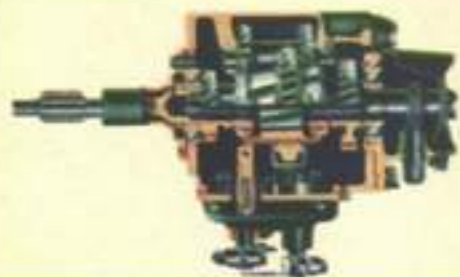
- | | | |
|---|--|---|
| 1 "TURBO-FIRE V8"
with Powerglide
Automatic
Transmission | 2 "TURBO-FIRE V8"
with
Touch-down
Overdrive | 3 "TURBO-FIRE V8"
with
Synchro-Mesh
Transmission |
| 4 "BLUE-FLAME 136"
with Powerglide
Automatic
Transmission | 5 "BLUE-FLAME 123"
with
Touch-down
Overdrive | 6 "BLUE-FLAME 123"
with
Synchro-Mesh
Transmission |

PLUS: Chevrolet's new 180-h.p. SUPER "TURBO-FIRE V8" available with choice of any transmission.
Super "Turbo-Fire V8", Powerglide and Overdrive optional at extra cost.



Improved, Super-Smooth Powerglide

You'll marvel at the ease and pleasure of automatic driving—and you'll never lose the thrill of driving Powerglide, now smoother, quieter, than ever. Optional at moderate extra cost.



New Heavy-Duty Synchro-Mesh Transmission

Standard shifting was never so silent or so easy as it is now with Chevrolet's new Synchro-Mesh transmission. Teamed with the famous Fuel-Saver rear axle, it brings you outstanding gasoline economy.



New Touch-Down Overdrive

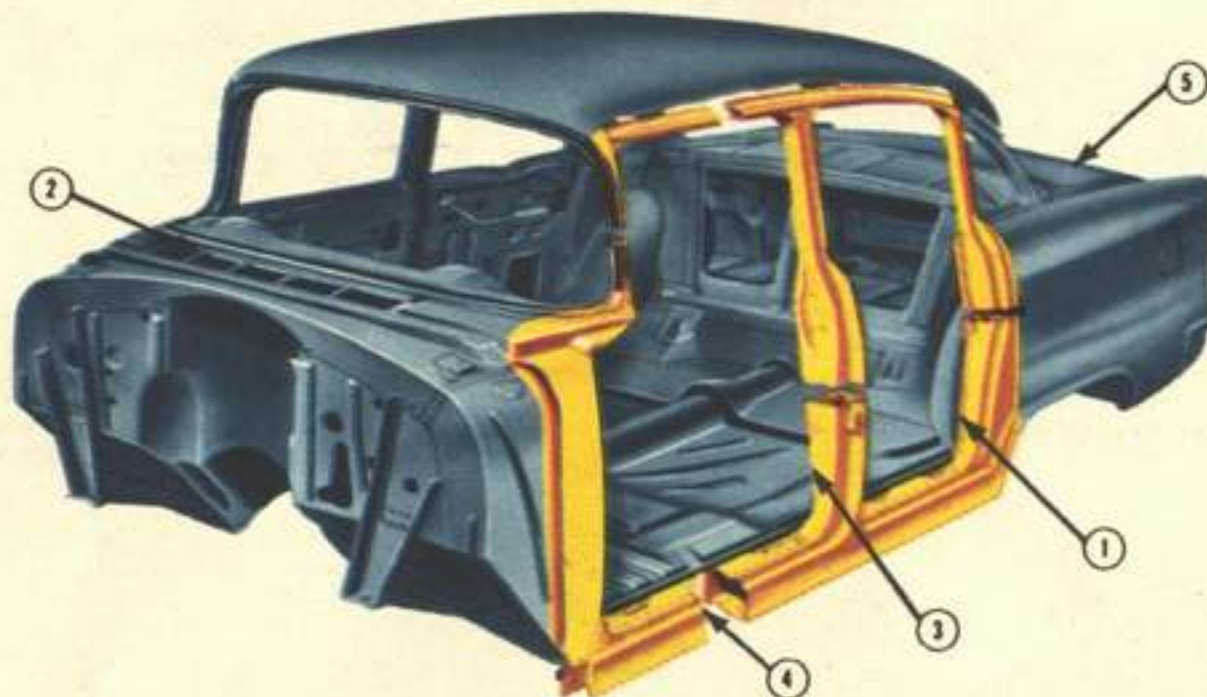
A touch of your toe provides the thrill of wonderfully responsive performance in Chevrolet's newest transmission, Touch-Down Overdrive. You'll like both its flashing getaway and gas savings. Optional at extra cost.

Chevrolet's All-New Body by Fisher



New Sweep-Sight Windshield

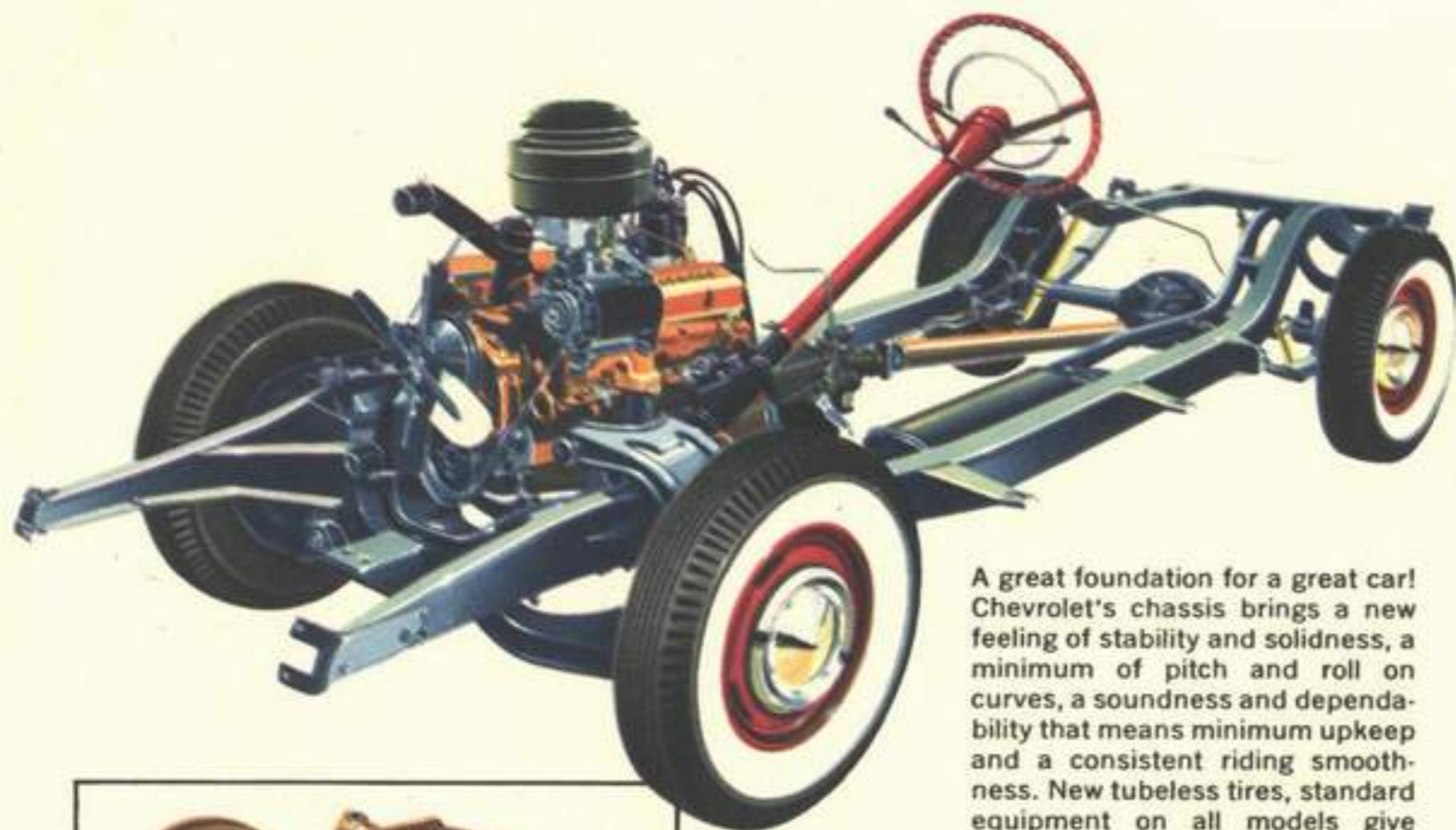
Stylish and distinctive to look at! Wide and sweeping to look out off! Four-fender visibility from the driver's seat means easier, more accurate parking and maneuvering. And Chevrolet gives you the extra bonus of Safety Plate Glass all around.



- 1 NEW UNITIZED SIDE CONSTRUCTION.** Doors fit snug, stay snug . . . double-panel construction means extra strength and safety.
- 2 NEW HIGH-LEVEL VENTILATION** introduces air at hood-high level where it is fresher and cleaner.
- 3 NEW CENTER FRAME**—Chevrolet is strong down the middle, with new center pillars, heavy-gauge floor

- brace, and sturdy center roof bow.
- 4 NEW RUBBER BODY-MOUNTS** reduce vibration and help make Chevrolet's new ride whisper-quiet.
- 5 NEW LOW-LEVEL LUGGAGE COMPARTMENT** is easy to load and unload because the compartment sill is low and almost flush with the floor. It's wide and roomy, too.

Completely New 1955 Chevrolet Chassis



A great foundation for a great car! Chevrolet's chassis brings a new feeling of stability and solidness, a minimum of pitch and roll on curves, a soundness and dependability that means minimum upkeep and a consistent riding smoothness. New tubeless tires, standard equipment on all models give greater protection against blowouts.



Outrigger Rear Suspension

Adds smoothness to Chevrolet's new ride by cushioning shock with longer, more durable rear springs mounted outside the frame for greater stability and comfort.



New Glide-Ride Front Suspension

Its name tells the story and you'll discover how accurately Chevrolet's new suspension is named when you see how it levels and smooths out the roughest of roads. Four self-adjusting spherical joints are the key to Chevrolet's great new suspension system.



New Anti-Dive Braking Control

Now you can have "heads up" stops with far less forward lurching plus less possibility of bumper locking and expensive grille damage. This feature is exclusive to Chevrolet.



New Engine Supports

The new engine mounting system holds engine vibrations to a quiet hush. Live-rubber mounts support the engine in a naturally balanced position, contribute to smooth-as-silk engine operation.

Chevrolet Offers New and Improved Comfort and Convenience Options



Improved Power Brakes

The lightest touch on the brake pedal brings you to a safe, sure stop. And a quicker one, too, because with Chevrolet Power Brakes, an easy pivot on your heel moves your foot from the accelerator to the brake pedal.

New Linkage-Type Power Steering

Chevrolet's "Power-Touch" Power Steering eliminates difficult wheel tugging at the curb. You can park in tight spots effortlessly and easily because Chevrolet Power Steering does up to 80 per cent of the work.



Power Controls on All Windows Power-Positioned Front Seat

The touch of a finger raises and lowers each window. There's a master control switch on the left front door and individual switches at each window. The Power-Positioned Front Seat adjusts your position at the touch of a button. On "Two-Ten" and Bel Air Models only.



New Chevrolet All-Weather Air Conditioning by Frigidaire

Have your favorite climate and temperature all year round—for the first time in the low-price field—with new Chevrolet Air Conditioning. It combines both heating and cooling into one efficient unit under the hood. Available on all models equipped with the V8 engine except the convertible.

The moderate extra cost of these options is far outweighed by the pleasure and convenience they bring to every mile

Come in . . . See for Yourself

CHEVROLET IS FAR OUT IN FRONT

*in Styling . . . with that way ahead look that
shouts LASTING VALUE!*

*in Performance . . . with sparkling get-away
and responsive reserve power!*

*in Value . . . Still America's lowest-priced full-
sized car . . . Still America's
VALUE-LEADER!*

**NEW look! NEW life! (V8 or 6) NEW everything!
The Motoramic CHEVROLET for '55**

BURDEN CHEVROLET

Oswego St.
Wolcott, N. Y.
Phone 7101

Enter the Chevrolet "MIRACLE MILE" Contest at Your Chevrolet Dealer

SEC. 34.66, P. L. & R.

U. S. POSTAGE

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WIN ONE OF

102 NEW CHEVROLETS

Plus

**102 ONE THOUSAND DOLLAR
U. S. SAVINGS BONDS**