

LIFE
POPULAR
SCIENCE
POPULAR
MECHANICS

This ad is working right now to bring more parts business into your dealership!

Here's another of our hard-working magazine ads aimed at putting more profits into your parts business by selling Chevrolet owners on the advantages of always asking for genuine Chevrolet replacement parts. This ad is directed to more than 20 million readers of the April 13 issue of LIFE magazine and, in a revised form, to many thousands more in the April issue of POPULAR SCIENCE and the May issue of POPULAR MECHANICS. To take full advantage of the ad's profit-making punch for your dealership: *Tie in with the theme* in your local advertising, feature the advertised part in service specials and displays, *clip out the ad* and show it to your wholesale customers to stress the Chevrolet owner demand for genuine Chevrolet parts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



KEEP YOUR CHEVY the CHEVY-EST*
 with Genuine GM Chevrolet cooling system replacement parts

YOU SHOULD CARE WHAT PARTS GO INTO YOUR CHEVROLET—BECAUSE YOUR CHEVY DOES. Say it's a vital cooling system part you need, such as a water pump. Or simply a radiator hose. The important thing is to make sure you get the same quality that was originally built into your Chevrolet part by part. That means *genuine GM* Chevrolet parts, because they're especially engineered

to fit right and work right in your car. And you know they're durably built to Chevrolet's quality-controlled specifications to give you long, trouble-free service. Genuine GM Chevrolet parts are available at your local Chevrolet dealer's and through leading independent garages and service stations—ask for them by name. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*Chevy-est: all Chevy with new-car reliability maintained part.

CALL

In a dingy room of a man began to slip his head set on his bag and his eyes around at the he spun the his gunbarrel in black leather a strange As he steps and within minutes to the beat hardly