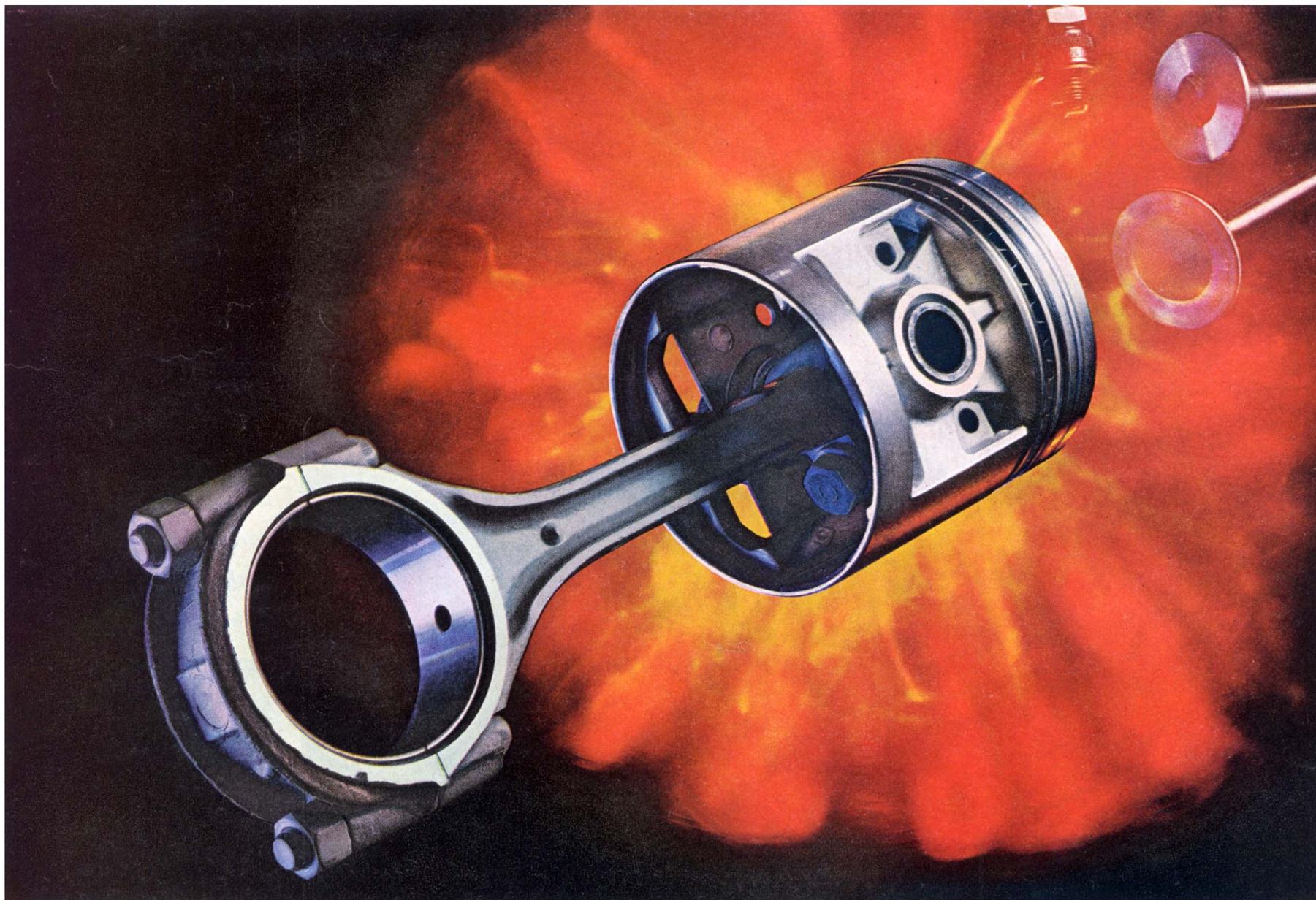

RELIABILITY

IS BUILT INTO YOUR CHEVROLET

PART BY PART



This is a genuine Chevrolet piston and connecting rod assembly. It must withstand temperatures as high as 4500° F. (hotter than many blast furnaces) and pressures of more than 700 pounds per square inch (a total of nearly $3\frac{1}{2}$ tons). Yet it must be manufactured to watchmaker standards of precision. Genuine Chevrolet parts reflect the vast resource of Chevrolet's engineering and manufacturing skill—part of the reason why your Chevrolet delivers its astonishing smooth-powered agility. Good reason, too, why you should make it a point to use only *genuine* Chevrolet replacement parts whenever they're needed.

Genuine Chevrolet parts—made especially for Chevrolet—are available at your Chevrolet dealer's and leading independent garages and service stations. Ask for them by name. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

