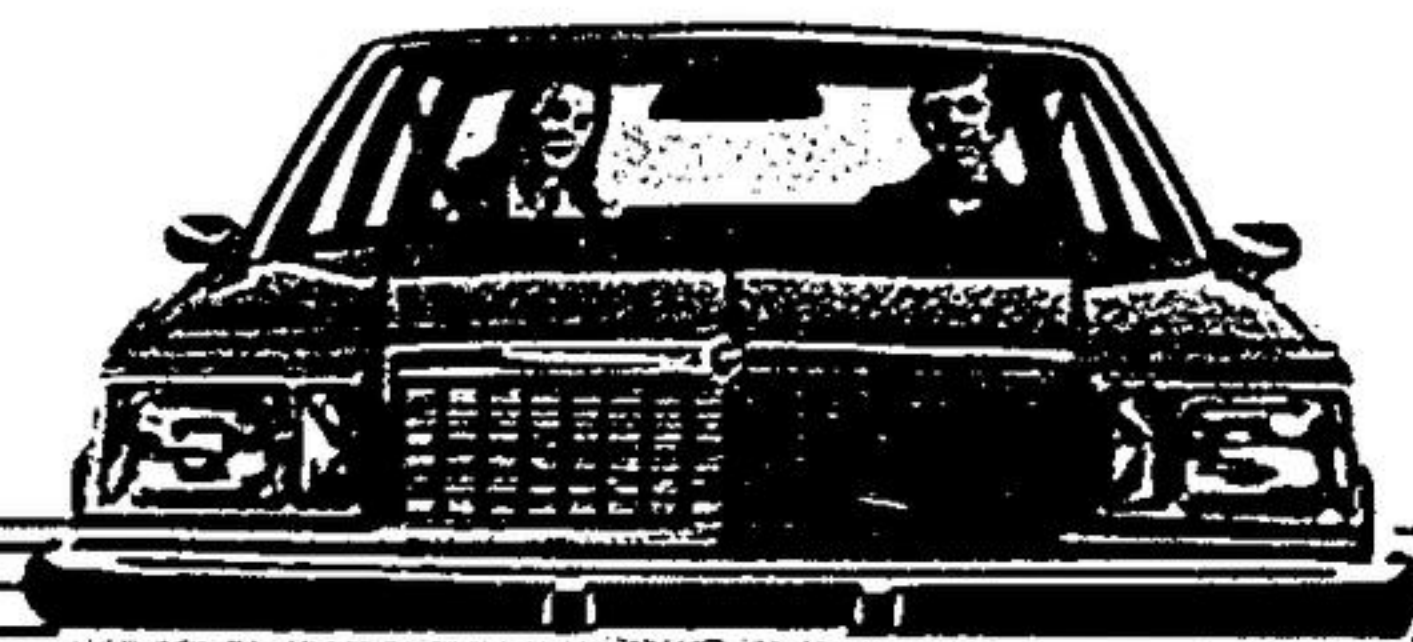


What you are about to see is more than one new car. It is a new concept of what a car should be.

Last year General Motors began a major program of resizing its cars to meet the changing conditions of our world. Now we proudly introduce stage two. Another group of cars from Chevrolet and Oldsmobile, many engineered to take less space on the road, use less fuel, and to reduce the weight of materials used in manufacture by hundreds of pounds with no loss of strength and safety. Yet, these new cars offer more space inside, more usable trunk room, improved comfort features and easier maintenance. Please turn the page. Your existing ideas of what a car should be are about to be changed.



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