

Hardtop models are long, low and colorful (see cover). Scoops over the headlights are not functional



1955 PONTIAC V8 SPECIFICATIONS

Wheelbase.....	Chieftain 122 in.
	Star Chief 124 in.
Over-all length.....	Chieftain 203 in.
	Star Chief 210 in.
Over-all width.....	75.4 in.
Over-all height (unloaded).....	62.5 in.
Steering ratio.....	25:1
Turning diameter.....	Chieftain 42.6 ft.
	Star Chief 43.0 ft.
Bore and stroke.....	3.75x3.25
Displacement.....	287.2 cu. in.
Compression ratio.....	8.0:1
Horsepower.....	180 at 4600 r.p.m.
Torque.....	264 at 2400 r.p.m.

EVEN THE INDIAN HEAD had to go! All new, the 1955 Pontiac replaced its famed Indian-head hood ornament with a flying V, marking the end of the straight eight. (You can still get a lighted Indian ornament, but it's an extra-cost item.)

Under the V ornament is the most important of many changes: The overhead-valve V8 with a 180-horsepower kick.

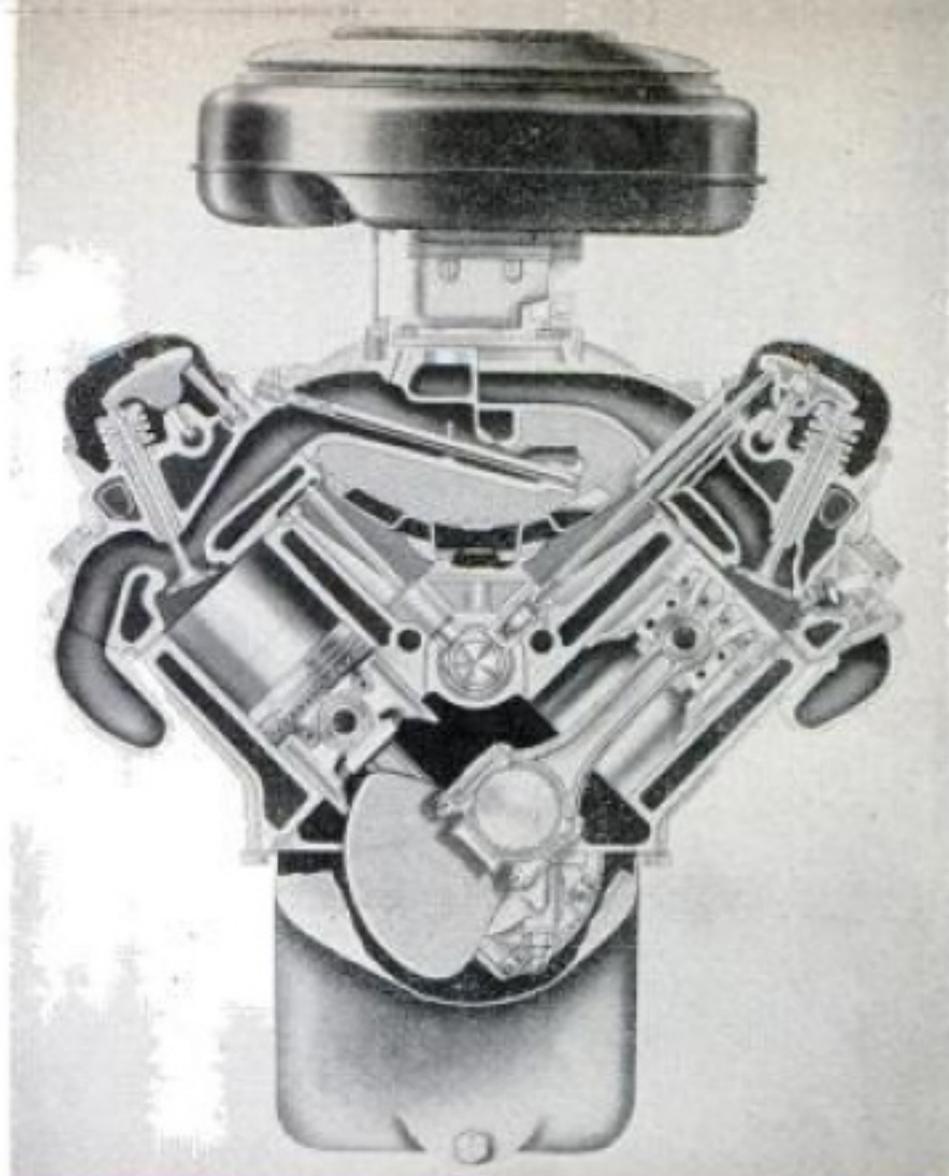
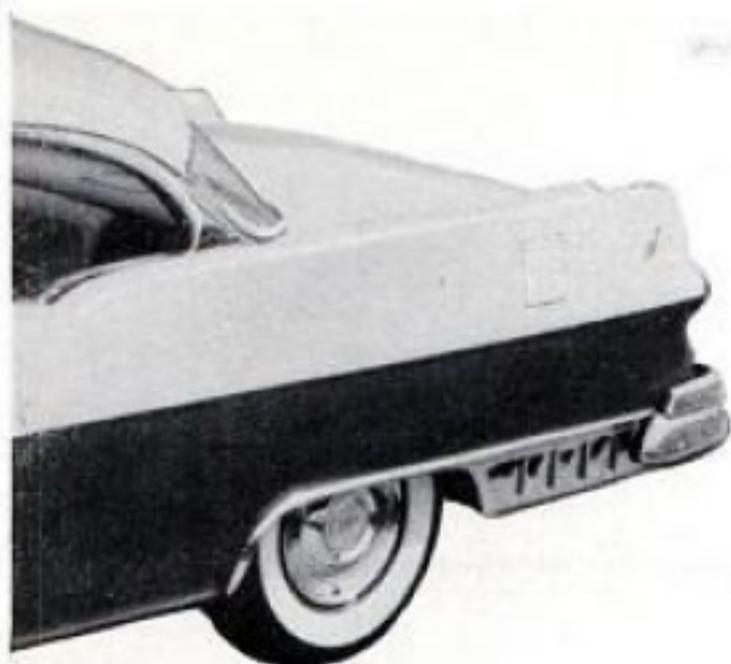
The body is all new, too. Only the Silver Streaks remain and these are modified. Two rows of them run down the lowered hood (3.7 inches under '54) from the base of the big wrap-around windshield to the bold front grille. In the rear, the streaks appear in shortened form atop each fender.

The new engine has a staggered-block design. The right-hand bank of cylinders is cast slightly forward of the left-hand bank, permitting the fuel pump to fit at the left front where it is

From the rear, it has a wider look. Note the Silver Streaks atop the fenders



Right, the new V8. Its 180 horsepower will accelerate a Chieftain from 0 to 60 in 12.65 seconds, say Pontiac engineers



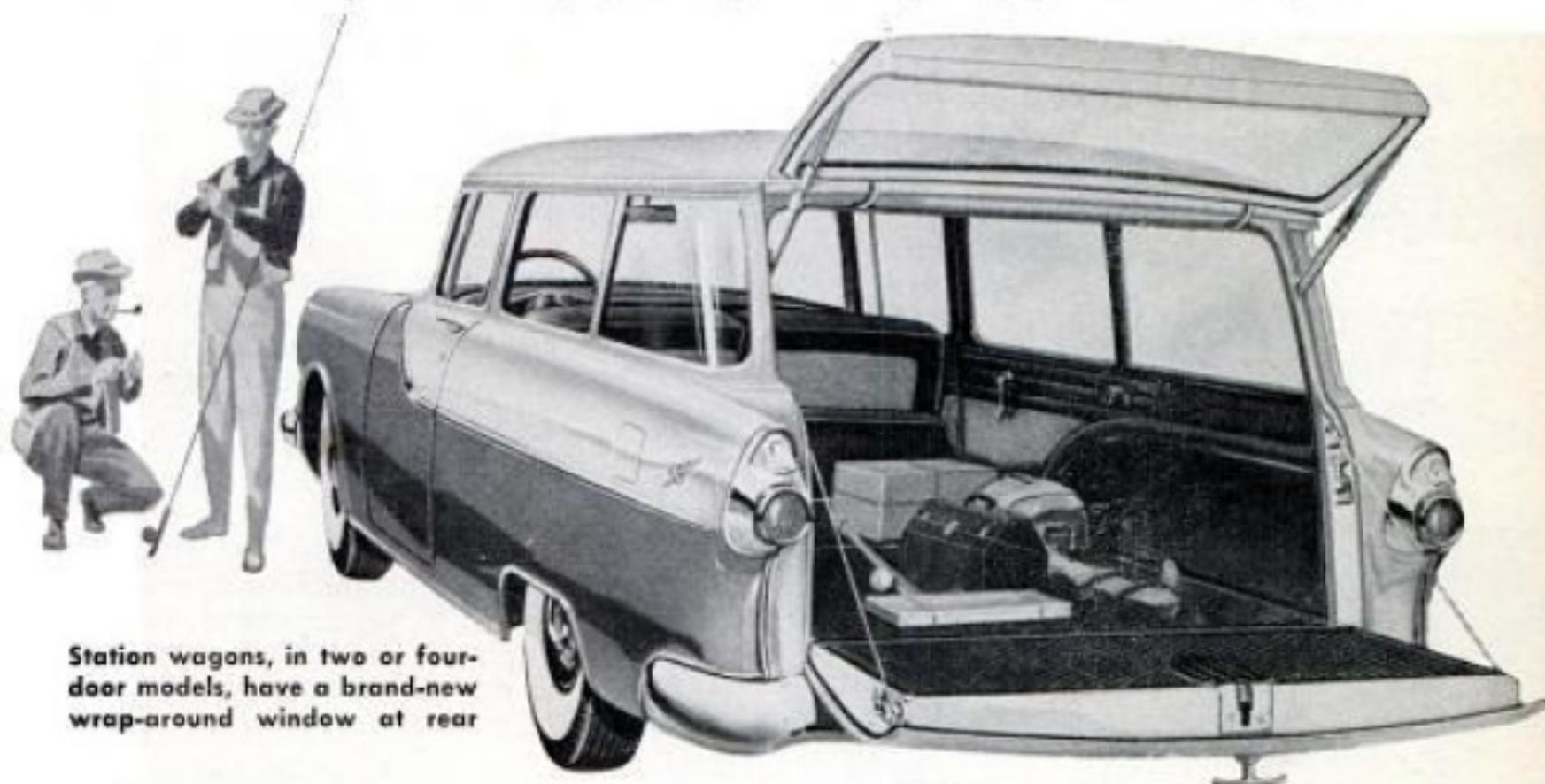
Pontiac is all New

cooled by the fan to prevent vapor lock. Other features are ball-pivot valve-rocker arms that eliminate rocker-arm shafts. Each arm sits atop a pedestal and, according to Pontiac, no tappet adjustments are required—there being a built-in automatic take-up. Hydraulic valve lifters, plus a large quench area in the combustion chambers, are said to make the engine extremely quiet. A novel oil system provides pressure lubrication at both ends of valve push-rods. Two oil-filler-and-vent caps (one atop

each bank) give full crankcase ventilation.

Bodies are nearly three inches lower than last year (station wagons are 7½ inches lower and have wrap-around rear windows).

The speedometer has no needle. As speed increases, a continuous red curve moves around the dial. The more speed, the more red shows. The glove compartment is in the center of the dash and its door, when open, has two recesses stamped in it to hold cups or pop bottles safely upright.★★★



Station wagons, in two or four-door models, have a brand-new wrap-around window at rear



Simple lines feature the front-end styling of the Chevrolet. Barely visible on the cowl is the wide air intake for heater



1955 CHEVROLET SPECIFICATIONS

Wheelbase	115 in.
Estimated weight	3125 lb.
Over-all length	195.6 in.
Over-all width	74 in.
Over-all height (unloaded).....	62.1 in.
Steering ratio	25.7:1
Turning diameter	38 ft.

V8 ENGINE

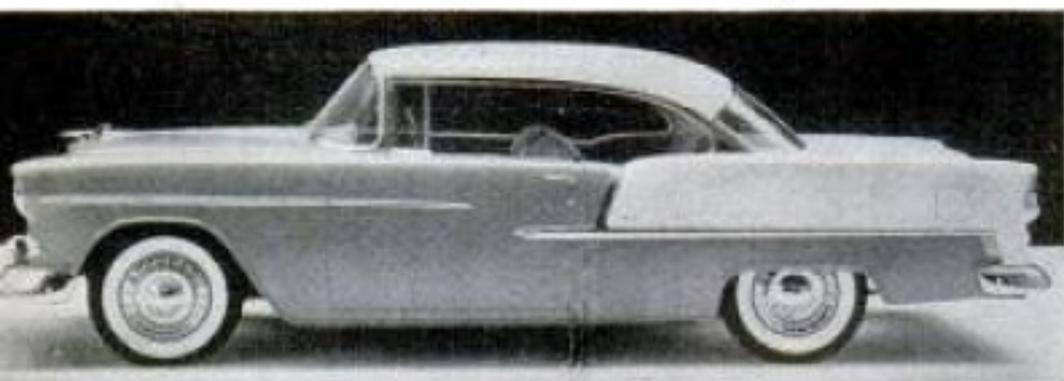
Bore and stroke	3.75 x 3.00
Displacement	265 cu. in.
Compression ratio	8:1
Horsepower	162 at 4400 r.p.m.
Torque	257 at 2200 r.p.m.

6-CYLINDER ENGINES

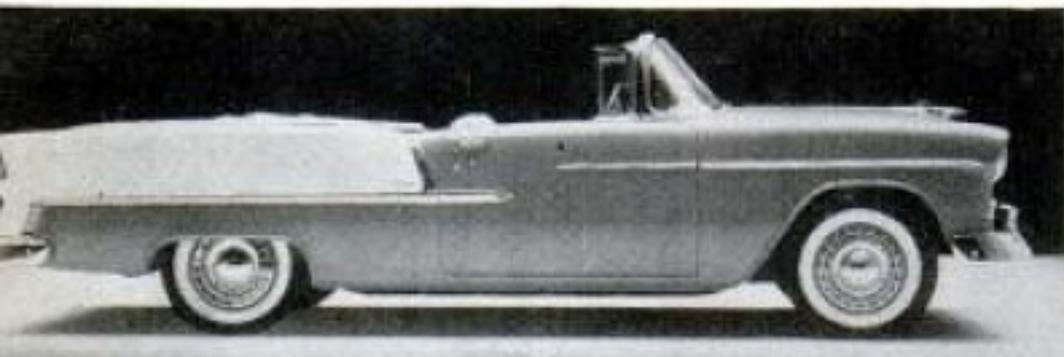
Bore and stroke	3.56 x 3.94
Displacement	235.5 cu. in.
Compression ratio	7.5:1
Horsepower, standard	123 at 3800 r.p.m.
Powerglide	136 at 4200 r.p.m.
Torque, standard	207 at 2000 r.p.m.
Powerglide	209 at 2200 r.p.m.

New V8

Below are three models of Chevrolet's luxury line, the Bel Air



Above, the Bel Air sport coupe. Below, the Bel Air convertible



Station wagon, two or four-door, has wrap-around rear windows



POWER PLUS is what Chevrolet offers for 1955. The power is its 162-horsepower V8 engine. The plus is its optional, extra-cost, speed kit (dual exhausts and four-barrel carburetor) that boosts the V8 to 180 horsepower!

But power isn't all. Bodies are all new, too. No longer than in 1954, they look longer because of the lower styling. Wheelbase is unchanged.

Roofs have been lowered as have hoods and belt lines. Sedans are 2½ inches lower, station wagons 6 inches.

Strength has been added by a stiffer, more twist-resistant frame. Front suspension is of ball-joint design which reduces lubrication points from 16 to 4. Lengthened rear leaf springs are now outside the frame to increase stability.

Most obvious styling features are the wrap-around windshield, the simple, Ferrari-type front grille, hooded headlights.

Mechanically, Chevrolet has much to talk about. Its new V8 engine, with one of the shortest strokes in the industry (3 inches), means low piston travel per mile, an important factor in engine life and economy. Crankshafts are balanced after assembly right in the engine. So

PAY TOLL HERE



Long and sleek is the Two Ten four-door sedan. You have a choice of three engines and three transmissions

Sparks 1955 Chevrolet

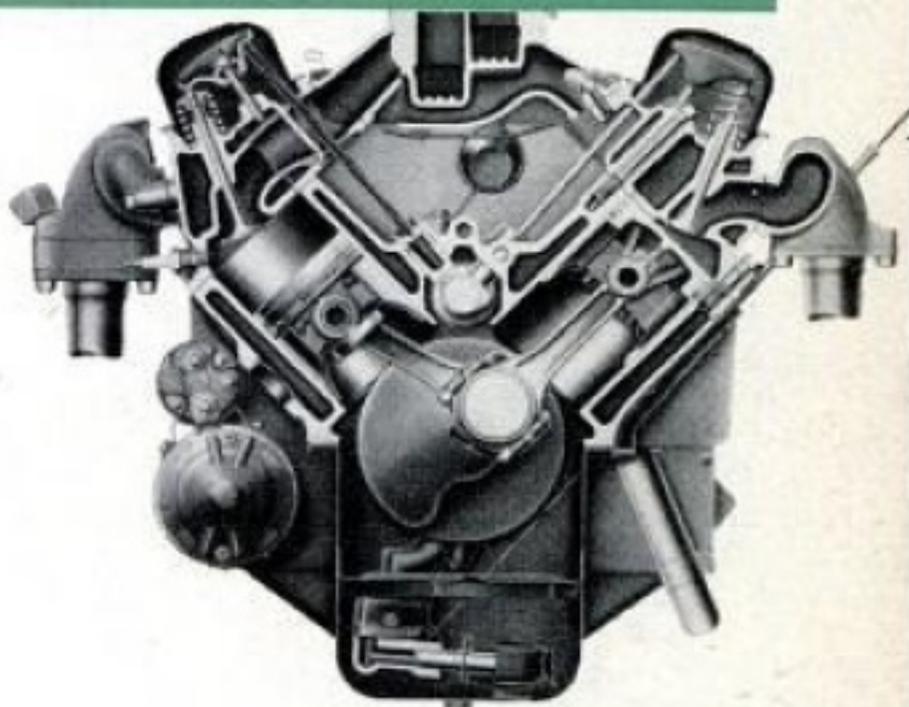
compact is the new V8 design that it takes only four quarts of oil to fill the crankcase.

Smoother power application results from replacement of the old torque-tube drive by the Hotchkiss system in which engine torque is cushioned by the rear springs.

For the first time, Chevrolet offers an optional overdrive that reduces engine speed 22 percent for added quiet and economy.

Horsepower of the six-cylinder engines is up also. The handshift model has 123 horsepower; Powerglide has 136.

Other features of all models include a 12-volt electrical system, tubeless tires, improved steering, center glove compartment, suspended brake, clutch pedals. ★ ★ ★



Right, the V8 engine. Below, rear styling of hardtop



Material provided



Studebaker Adds New Line



Top of page is the President hardtop. Below it is the 175-horsepower V8 that is under its hood. Below, coupe models have a new armrest in the rear seat. It folds down flush with the cushion when not in use, as at left

MECHANICAL CHANGES are the big story at Studebaker along with the re-introduction of the President line.

This new President has a 175-horsepower V8 which is not, as has been rumored, adapted from the Packard V8. It is Studebaker's own.

The 1955 Commander has the industry's shortest-stroke V8, it being only 2.813 inches (the 1954 Commander had a 3.25-inch stroke). It now develops 140 horsepower.

Still retaining the L-head inline six, the Champion has had a horsepower jump to 101. Stroke is increased to 4.375 inches (in 1954 it was 4 inches).

Stylewise, Studebaker has been face-lifted with a new front-end treatment, chrome trim and taillights.

Low-gear starts in all Automatic Drive models now assure faster get-aways. Gears shift automatically and lock into economical direct drive. President models have four-barrel carburetors.

Price cuts on all models have been announced, bringing the Commander into the range of such low-price V8s as Ford, Chevrolet and Plymouth. ★ ★ ★

