

Thursday Afternoon, February 12, 1953

The Mount Joy Bulletin  
Jno. E. Schroll, Editor and Publisher



*Most powerful car*  
in the low-price field!



The Striking New Bel Air 2-Door Sedan

... featuring Chevrolet's new  
"Blue-Flame" high-compression engine!

The '53 Chevrolet offers you the most powerful performance of any low-priced car—together with extraordinary new economy—with an entirely new 115-h.p. "Blue-Flame" Valve-in-Head engine, coupled with a new Powerglide automatic transmission.\* It's the most powerful engine in its field—with an extra-high compression ratio of 7.5 to 1!

Come in . . . see and drive this dynamic new pacemaker of low-priced cars with all its many wonderful advancements.

**Advanced High-Compression "Thrift-King" Valve-in-Head Engine**

Chevrolet also offers an advanced 108-h.p. "Thrift-King" engine in gear-shift models, brings you blazing new performance and even greater economy.

\*Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine optional on "Two-Ten" and Bel Air models at extra cost.

**MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!**

*Entirely NEW through and through!*

New Bodies by Fisher . . . new, richer, roomier interiors . . . new Powerglide\* . . . new Power Steering (optional at extra cost) . . . more weight—more stability . . . largest brakes in the low-price field . . . Safety Plate Glass all around in sedans and coupes . . . E-Z-Eye Plate Glass (optional at extra cost). (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

**NEWCOMER MOTORS, Inc.**

**Mount Joy, Pa.**

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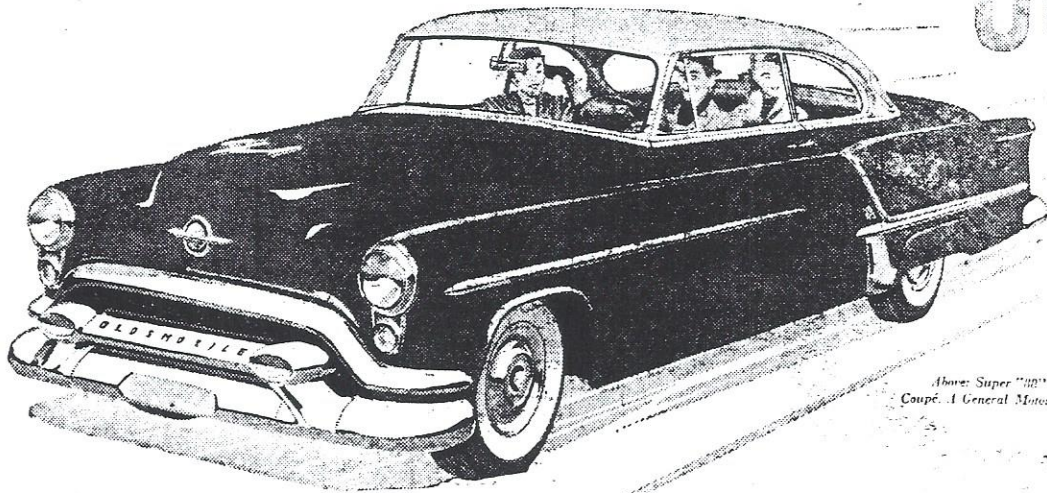
## The Mount Joy Bulletin

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**Oldsmobile  
rockets ahead again  
in POWER!**

**POWER ON PARADE!** In this one brilliant car . . . in this Super "88" Oldsmobile for 1953, we can show you every major "power" feature on the market! You'll take off more swiftly—cruise more smoothly—stop more surely—steer more easily—when Oldsmobile's new power features go to work for you! There's Power Steering\*—new Power Brakes\* . . . and Hydra-Matic Super Drive\* for perfect power delivery! Plus brand new Power Styling inspired by the "Rocket" Engine! Make a date with the Super "88" . . . there's nothing more thrilling on the highway!

*\*Optional at extra cost.*



*Above: Super "88" Holiday Coupé. A General Motors Plus.*

"ROCKET" ENGINE

# OLDSMOBILE

ENTER GENERAL MOTORS' BETTER HIGHWAYS CONTEST . . . GET FREE FACTS BOOK FROM YOUR OLDSMOBILE DEALER

NEWCOMER MOTORS Inc., Mount Joy, Pa.