

*and now*  *Chevrolet brings you*

# Power Steering

**IN YOUR 1953 CHEVROLET**

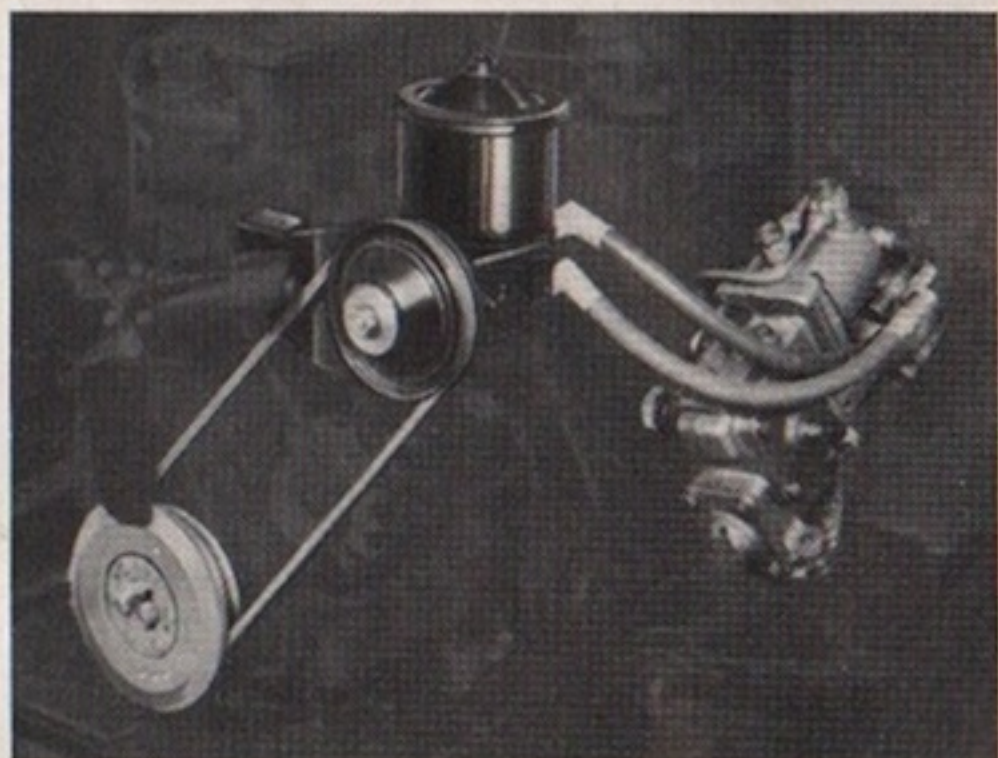
Only Chevrolet in its  
field offers you this  
great new advance in

**EASIER DRIVING**



# How it works

## FOR YOU

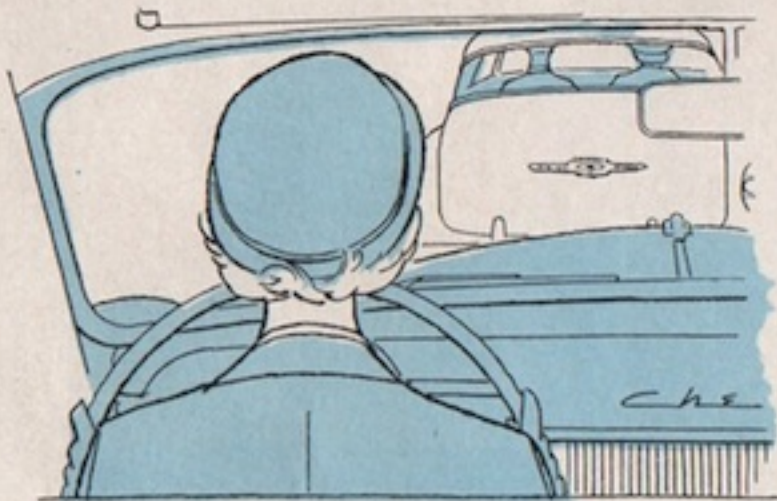


When your car is rolling along, it almost steers itself. But, when more effort is required, as when making a turn, Chevrolet Power Steering applies hydraulic pressure to the steering mechanism to do up to 80% of the work of turning the wheels. Pressure, as high as 750 pounds per square inch, is developed by an engine-driven pump and transmitted through high pressure hoses to a control and actuating system built into the steering gear. Turning your steering wheel operates this system, applying just the right pressure automatically and directing it to turn the wheels the way you select. As you complete your turn, the pressure ceases and the steering wheel returns to straight-ahead on your new course.



# Easier

*handling in traffic and on long trips...*



On city streets or on the highway you drive with greatest ease. Chevrolet Power Steering is always at hand to add willing muscles whenever curves or changes in traffic require more strength at the wheel. It does all the real work of steering, yet you enjoy the same normal feel of the road and sense of full control you've always known.

# Easier

*parking and turning of corners...*



Whether your car is standing still or moving slowly, Chevrolet Power Steering gets on the job when you start to turn the wheel. Regardless of the sharpness of the turn, it automatically does most of the work of turning the wheel. Getting away from a curb, backing into a parking spot, or turning a tight corner, are all remarkably easy.

# Shock-free

*steering at all speeds*



When you are driving at any speed, Chevrolet Power Steering does double-duty as a shock absorber to prevent the transmission of normal road shocks to the steering wheel. And, should a tire blow out or strike a sharp bump or a chuck hole, it instantly gives you the power you need to hold a safe straight course.





# Power Steering

is available in all Chevrolet passenger cars at extra cost to give you

New driving comfort . . .

New ease of parking . . .

New ease of steering!