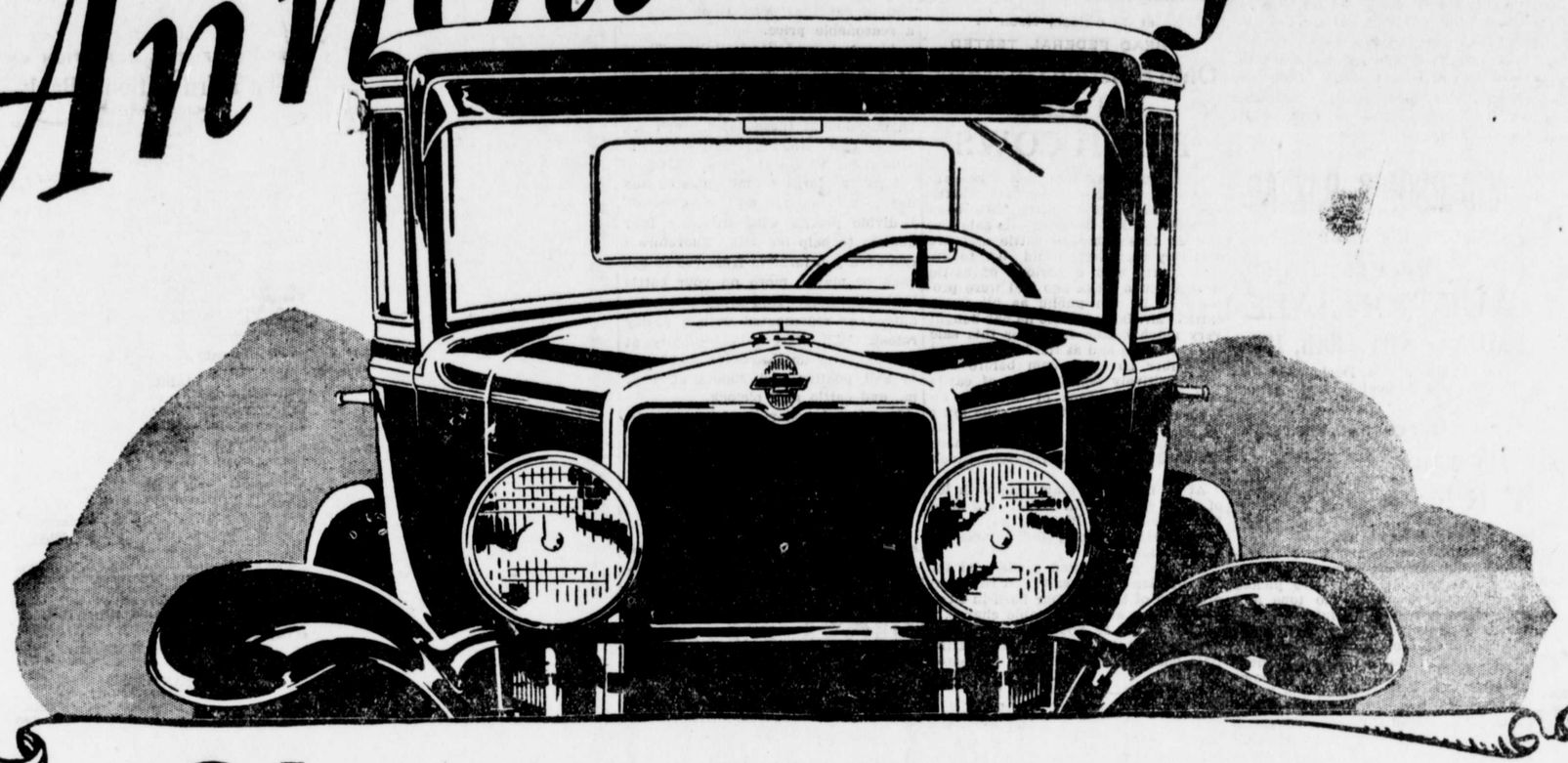
Announcing—



The Outstanding Chevrolet of Chevrolet History

– a Six in the price range of the four!

The Chevrolet Motor Company announces The Outstanding Chevrolet of Chevrolet History . . . a Six in the price range of the four!

Spectacular as Chevrolet's achievements have been in the past . . . notable as its engineering triumphs have proved themselves to be—this remarkable new car dwarfs every previous Chevrolet accomplishment. Not only does it introduce into the low-priced field an entirely new measure of performance, comfort, beauty and style—but it is sold at prices so low as to alter every previous conception of motor car value.

The new six-cylinder valve-in-head engine—developed from more than a hundred motors designed especially for this sensational car—stands out as an engineering masterpiece. With a power increase of approximately 32% over the previous Chevrolet motor, with sensationally greater speed and faster acceleration—it offers a type of performance that is literally astounding . . . even to those who have been driving cars costing hundreds of dollars more.

Throughout the entire speed range, it performs with a smoothness and quietness of operation that have never before been approached in a low-priced automobile. At the slower speeds of city traffic it idles along with wonderful silence and ease. On boulevards and country roads it responds with an eagerness that is a constant delight. It takes the longest and steepest hills with an abundant reserve of power that is a source of pride to the driver. And its economy of operation averages *better than 20 miles to the gallon of gasoline!*

This revolutionary performance has been achieved as a result of the greatest array of engineering advancements that Chevrolet has ever announced. A high compression, non-detonating cylinder head . . . a new heavier crankshaft, statically and dynamically balanced . . . automatic lubrication of the entire rocker arm mechanism . . . semi-automatic spark control . . . hot-spot manifold . . . gasoline pump and filter . . . new and larger carburetor, with automatic acceleration pump and improved venturi choke . . . fabric camshaft gear . . . heavier driving gears . . . heavier differential gears . . . improved crankcase breathing system . . . improved lubrication . . . new 4-wheel brakes that are powerful, safe and quiet under all conditions—these indicate the importance of a group of engineering advancements that embrace every major unit of the entire chassis.

In appearance, this Outstanding Chevrolet is destined to become an automotive sensation—so smart, so stylish and so distinctively appointed that it rivals the costliest custom creations. The new Fisher bodies are longer, lower and roomier with adjustable driver's seat in all closed models—and reveal the matchless artistry of Fisher designers. With their modish new colors, their smart dual mouldings and their distinctive concave pillars, they achieve a degree of original beauty that has seldom been equalled in motor car design.

You are cordially invited to visit our showroom and secure complete and detailed information on this sensational new car which will be ready for delivery beginning January 1st.

The ROADSTER	$525	*The Sport* CABRIOLET	$695
The PHAETON	$525	*The Convertible* LANDAU	$725
The COACH	$595	LIGHT DELIVERY CHASSIS	$400
The COUPE	$595	1½ TON CHASSIS	$545
The SEDAN	$675	1½ TON CHASSIS WITH CAB	$650
		SEDAN DELIVERY	$595

All prices f. o. b. Flint, Michigan

Advance Showings

The Outstanding Chevrolet of Chevrolet History will be displayed in a series of advance showings in the cities listed below:

New York, Nov. 24-29, Waldorf Astoria Hotel and Chevrolet Retail Store Broadway at 57th
Detroit, Nov. 24-29, General Motors Bldg. Auditorium
Washington, D. C., Dec. 1-4, The Mayflower Hotel
Chicago, Dec. 1-6, Pure Oil Bldg., Wacker Drive & Wabash Avenue
Los Angeles, Dec. 1-6, Ambassador Hotel Auditorium
San Francisco, Dec. 8-13, Civic Auditorium Larkin Hall
Cincinnati, Dec. 8-14, Hotel Sinton
St. Louis, Dec. 8-14, Arcadia Ballroom 3515 Olive St.
Atlanta, Dec. 18-22, The Auditorium—Armory
Dallas, Dec. 18-22, Adolphus Hotel Junior Ballroom
Portland, Ore., Dec. 18-22, Public Auditorium

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