



*The Outstanding Chevrolet
of Chevrolet History
— a Six in the price range of the four !*



for Economical Transportation



An Outstanding Achievement with Marvelous New Bodies by Fisher

You can approach the new Chevrolet with the viewpoint of one accustomed to cars of much higher price—it takes its place rightfully side by side with the world's finest automobiles.

Not only does its new six-cylinder valve-in-head engine offer greater speed, faster acceleration, remarkable smoothness and a fuel-economy of *better than 20 miles to the gallon*; not only does its full ball-bearing steering mechanism and new quiet four-wheel brakes assure remarkable ease of control; but these notable qualities of fine car performance are matched by the surprising beauty and comfort of marvelous new bodies by Fisher!

Accepted the world over as the outstanding leaders in fine coachwork, Fisher designers have achieved in the new Chevrolet bodies new heights of style, distinction, luxury and value.

Low, sweeping lines, graceful contours and a smart silhouette combine to create an order of external beauty never before achieved in a low-priced automobile. The rich color schemes are new and more varied; details are executed with exacting care; while luxurious new

appointments and upholstery provide an interior atmosphere of undeniable charm and good taste.

In fundamental construction, too, the new Fisher bodies are an expression of Fisher leadership. This is the same construction used on the world's finest and costliest cars. It combines selected hardwood and steel which is stronger and safer and which has a natural resilience that minimizes drumming and all objectionable body noises.

Other typical fine car body features are the adjustable driver's seat in all closed models which may be easily moved forward or back; the full cushioned seat backs; the famous Fisher VV windshield; and the fine quality Ternstedt hardware.

These beautiful new cars are now on display at all Chevrolet dealers. We urge you to visit the dealer nearest you. For the more carefully you examine the new Chevrolet, the more clearly you will realize that it is an entirely new creation offering every element demanded in a fine automobile—that General Motors, Chevrolet and Fisher Body have here combined to produce a truly outstanding achievement.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

The ROADSTER	\$525	The COACH	The Convertible LANDAU	\$725
The PHAETON	\$525	Illustrated	Sedan Delivery	\$595
The COUPE	\$595	\$595	Light Delivery Chassis	\$400
The SEDAN	\$675		1½ Ton Chassis	\$545
The Sport CABRIOLET	\$695	All prices f. o. b. Flint, Michigan	1½ Ton Chassis with Cab	\$650

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