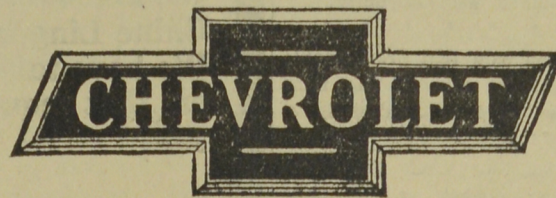


for Economical Transportation



The Outstanding Chevrolet

of Chevrolet History

- a Six in the price range of the four!

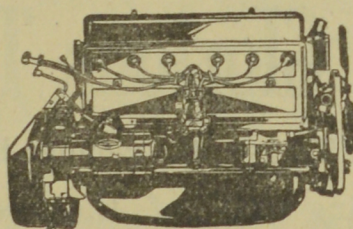
Although the whole country was looking forward to its presentation with eager expectation—

—although it had been freely predicted that the new Chevrolet would represent the most spectacular of all Chevrolet achievements—

—the announcement of The Outstanding Chevrolet of Chevrolet History—a Six in the price range of the four—has proved to be the greatest sensation of the world's most progressive industry!

Everyone was familiar with Chevrolet's brilliant record of success. Everyone knew that Chevrolet had become the world's largest builder of automobiles by establishing, year after year, new standards of performance, beauty and quality in the low-priced field. But no one ever dreamed that it would be possible to provide in the price range of the four, a Six of such startling performance, such impressive appearance, such luxurious comfort and such remarkable engineering advancement!

When you learn the full details of this sensational new automobile, you will realize that Chevrolet has provided those qualities of six-cylinder smoothness, reserve power, and flashing acceleration which heretofore could only be enjoyed in cars costing several hundred dollars more!



Chevrolet's new six-cylinder, fully-enclosed, valve-in-head engine has a high compression, non-detonating head. Its piston displacement is 194 cu. in. and it develops 46 H.P. at low engine speed.

The Outstanding Chevrolet is powered by a new six-cylinder valve-in-head engine of advanced design. Over one hundred different engines were created, built, tested and improved during the past four years before the present design was adopted. Millions of miles of testing at the General Motors Proving Ground and in various parts of the country have definitely established its stamina, dependability and economy under every possible condition of usage.

It develops 32% more power than the previous Chevrolet motor and affords sensation-ally greater speed and faster acceleration. And despite this vastly improved perfor-

mance, an economy averaging better than twenty miles to the gallon of gasoline!



Marvelous new bodies by Fisher are an outstanding feature of the Outstanding Chevrolet.

Numerous engineering advancements make possible these amazing performance results. A new non-detonating cylinder head provides high compression performance without special fuels. The new hot-spot manifold assures complete fuel vaporization. The new and larger carburetor incorporates an automatic acceleration pump, and an improved venturi choke for quicker winter starting; while a new AC gasoline pump, with filter assures adequate fuel supply no matter how long or steep the hill.

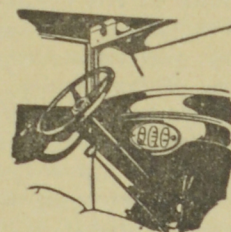
A new heavier crankshaft statically and dynamically balanced makes torsional vibration imperceptible at all speeds—due partly to its exceptional size and partly to the relative shortness of its crank-throws. The entire rocker arm mechanism is automatically lubricated; and this, combined with the new camshaft, new large valve tappets, new fabric camshaft gear and the new muffling system results in delightful silence of operation. Long engine life is provided for by a new type AC air cleaner and by a new method of continuous self-purification of the crankcase oil—while an improved system of crankcase ventilation minimizes oil dilution, particularly during winter use.

Impressive as it is, however, this superb power plant is only one phase of the advanced engineering revealed in the Outstanding Chevrolet. Big, powerful, easily adjustable four-wheel brakes give positive, safe control—with silent operation assured under all con-

ditions by semi-molded linings and a new brake band design. The steering mechanism is fully equipped with ball bearings and the new steering wheel is of the flat slender rimmed type—an important contribution to ease of control.

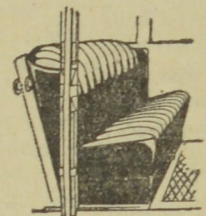
The new and quieter transmission contains heavier gears of vanadium steel while the driving gear and pinion are made of 3½% nickel steel—the finest gear material known to metallurgical science. And, also, there are provided such costly car features as two-beam headlamps with toe button control for "dimming," semi-automatic spark control, theft-proof Electrolock, waterproof spark-coil construction, larger shielded safety gasoline tank in rear, improved differential lubrication and many other features of comparable importance.

If the Outstanding Chevrolet offered only this impressive array of mechanical advancements, it would still be hailed as a sensational achievement in modern automotive design. But, in addition, it offers an order of beauty, distinction and style never before attained in any low-priced automobile! The high flattened hood and the gleaming chromium plated radiator shell furnish the key note of rugged smartness and grace. The rakish unbroken lines, emphasized by distinctively grouped hood louvers, are suggestive of speed and alertness. The divided body moulding and concave front pillars reflect



The new, slender rimmed, flat steering wheel and improved dash assure the utmost driving convenience. On the indirectly lighted instrument panel are grouped all controls, including the motor heat indicator and theft-proof Electrolock.

the vogue so widely favored by leading custom builders; while the larger, longer, lower



The driver's seat in all closed models is easily adjustable forward or back by means of a handle regulator. This brings the clutch and brake pedals within proper reach for all drivers.

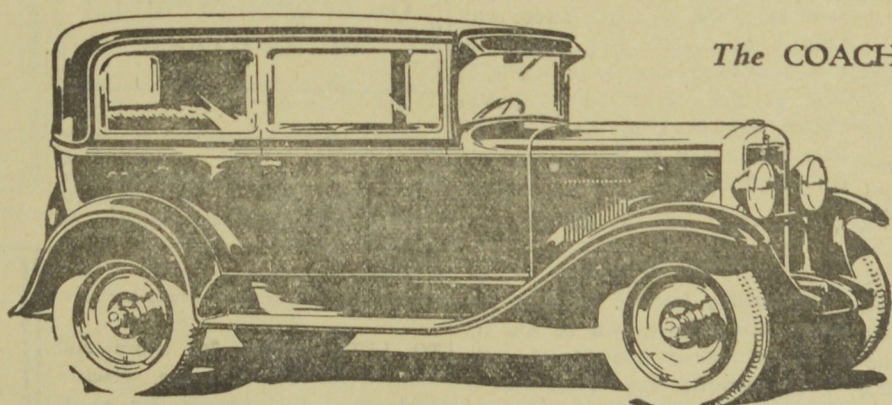
bodies are themselves masterful examples of the craftsmanship for which Fisher is internationally renowned.

The seats are wider and more restful. The driver's seat in all closed models is easily adjustable, forward or back—a feature recently introduced on a few of the high-priced cars. The redesigned dash carries an attractive grouping of all control instruments indirectly lighted including the new motor temperature indicator.

Climaxing years of continuous progress . . . revealing new performance, new beauty, new quality and dependability . . . priced so amazingly low as to be within the reach of everybody everywhere—

—this sensational new Chevrolet represents the greatest dollar-for-dollar value ever offered in any automobile!

We cordially invite you to visit our showroom and secure complete and detailed information regarding this great new car which will be ready for delivery beginning January 1st.



The COACH

The COACH
\$770

The Roadster \$665
The Phaeton \$665
The Coupe \$760
The Sedan \$870
The Sport Cabriolet . \$885
The Convertible Landau \$925

LIGHT DELIVERY CHASSIS . \$510

Above prices at Factory, Oshawa
Government Taxes Extra

1½ TON CHASSIS \$695

At Factory, Walkerville
Government Taxes Extra

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