

For Economical Transportation



# Chevrolet presents three very smart new models

Everywhere today, there is increasing demand for the de luxe sport type of personal car.

Chevrolet now opens this market to Chevrolet dealers by introducing three new body styles, with the sport treatment carried throughout. There is a trim, dashing convertible Cabriolet with rumble seat, a distinctive landau phaeton for five, and an attractive five-passenger coupe.

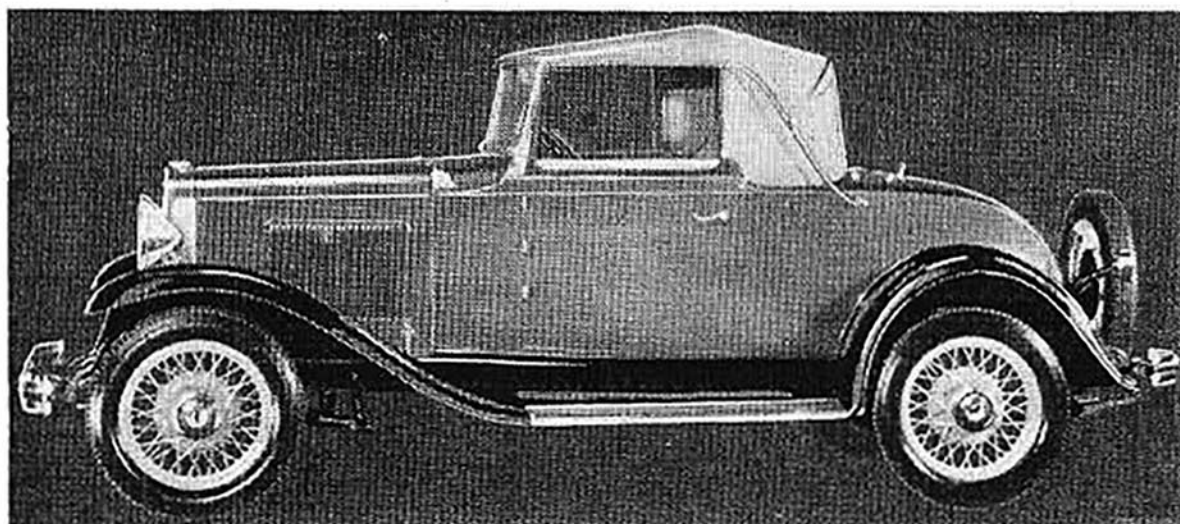
In the new models, all with bodies by Fisher, Chevrolet dealers now offer the public a type of quality, luxury and individuality that are new to the lowest price field.

Distinctive new body contours, sparkling new color harmonies, many original style effects, and such pleasing features as wire wheels, folding windshields, radiator grilles, and many chromium-plated exterior fittings emphasize the custom-car character of these fine new cars. Yet the prices compare favorably with the lowest figures at which models of this type have ever been sold.

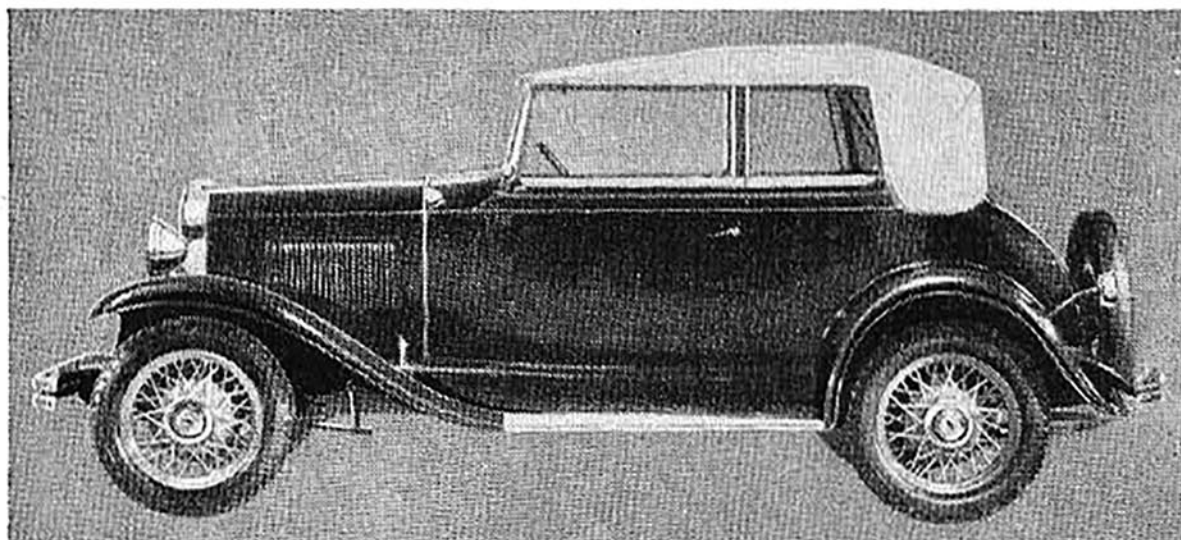
These new sport cars will benefit Chevrolet dealers in a number of different ways. Not only will they serve as a new *direct* source of profit, but they will attract to Chevrolet salesrooms many thousands of people who are prospective buyers for other Chevrolet models. And by their modish new style and luxury, these sport cars will increase popular interest in the entire Chevrolet line.

## New Low Prices

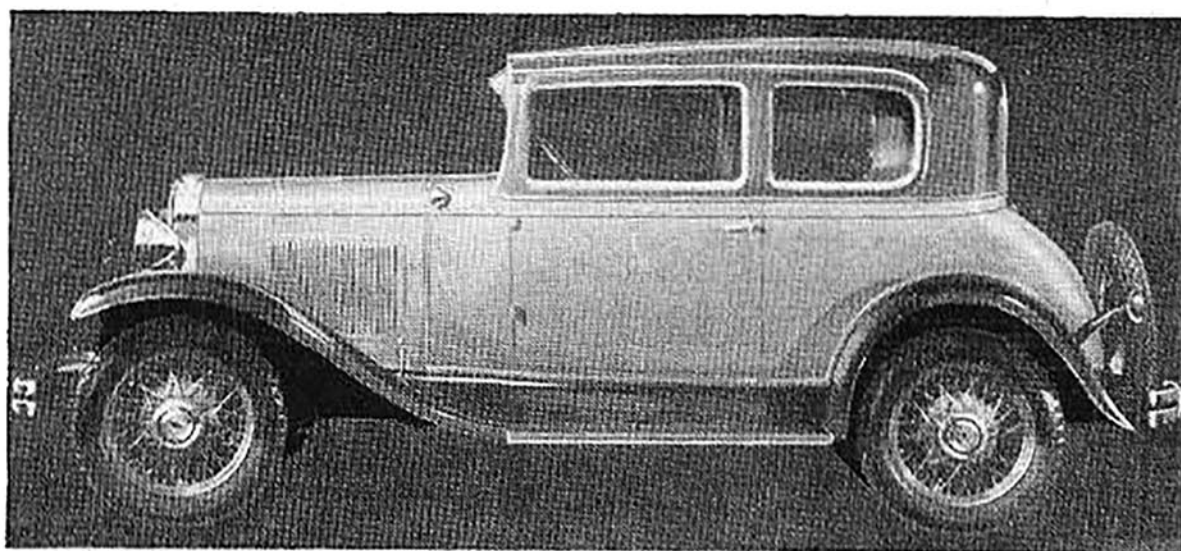
Roadster, \$475; Sport Roadster (with rumble seat), \$495; Phaeton, \$510; Standard Coupe, \$535; Coach, \$545; Standard Five-Window Coupe, \$545; Sport Coupe (with rumble seat), \$575; Five-Passenger Coupe, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650; Landau Phaeton, \$650. Special Equipment Extra. Chevrolet Trucks . . . \$355 to \$695. Product of General Motors. All prices f. o. b. Flint, Michigan. Chevrolet Motor Company, Detroit, Michigan.



THE CONVERTIBLE CABRIOLET



THE LANDAU PHAETON



THE FIVE-PASSENGER COUPE

# NEW CHEVROLET SIX

*The Great American Value*