



The new Chevrolet de luxe Five-Passenger Coupe

A full measure of satisfaction for every dollar



Name all the qualities of a motor car that go to make an owner satisfied—and you name the very things that make Chevrolet *the great American value*. Beauty, comfort, safety, performance, dependability, economy—every dollar you put into Chevrolet repays you with a big dollar's worth of all these qualities. Money spent on a Chevrolet Six is money invested in real motor car satisfaction. Chevrolet beauty is the smart modern beauty that comes from rakish lines, sparkling colors and handsome Fisher coachwork. Chevrolet safety is the thorough-going safety assured by composite steel-and-wood body construction, and a rear-mounted

gasoline tank. Unusual riding comfort is secured by a long 109-inch wheelbase, spacious bodies, long springs, and a six-cylinder engine that is free from rough, nerve-racking vibration. This engine is also the source of Chevrolet's famous performance. A smooth, dependable, 50-horsepower Six—it gives 25 per cent more power than any other car of equally low price. These advantages are recommendation enough for any careful buyer. But when you think how little it costs to *have* them, the reason for Chevrolet's wide popularity becomes all the more apparent. *Chevrolet prices run as low as \$475, f. o. b. Flint. And no other car costs so little to operate and maintain!*

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; Convertible Landau Phaeton, \$650. Special equipment extra. Chevrolet truck chassis, \$355 to \$590. Low delivered prices and easy G. M. A. C. terms. Product of General Motors. All prices f. o. b. Flint, Michigan. Chevrolet Motor Company, Detroit, Michigan

NEW CHEVROLET SIX

The Great American Value