



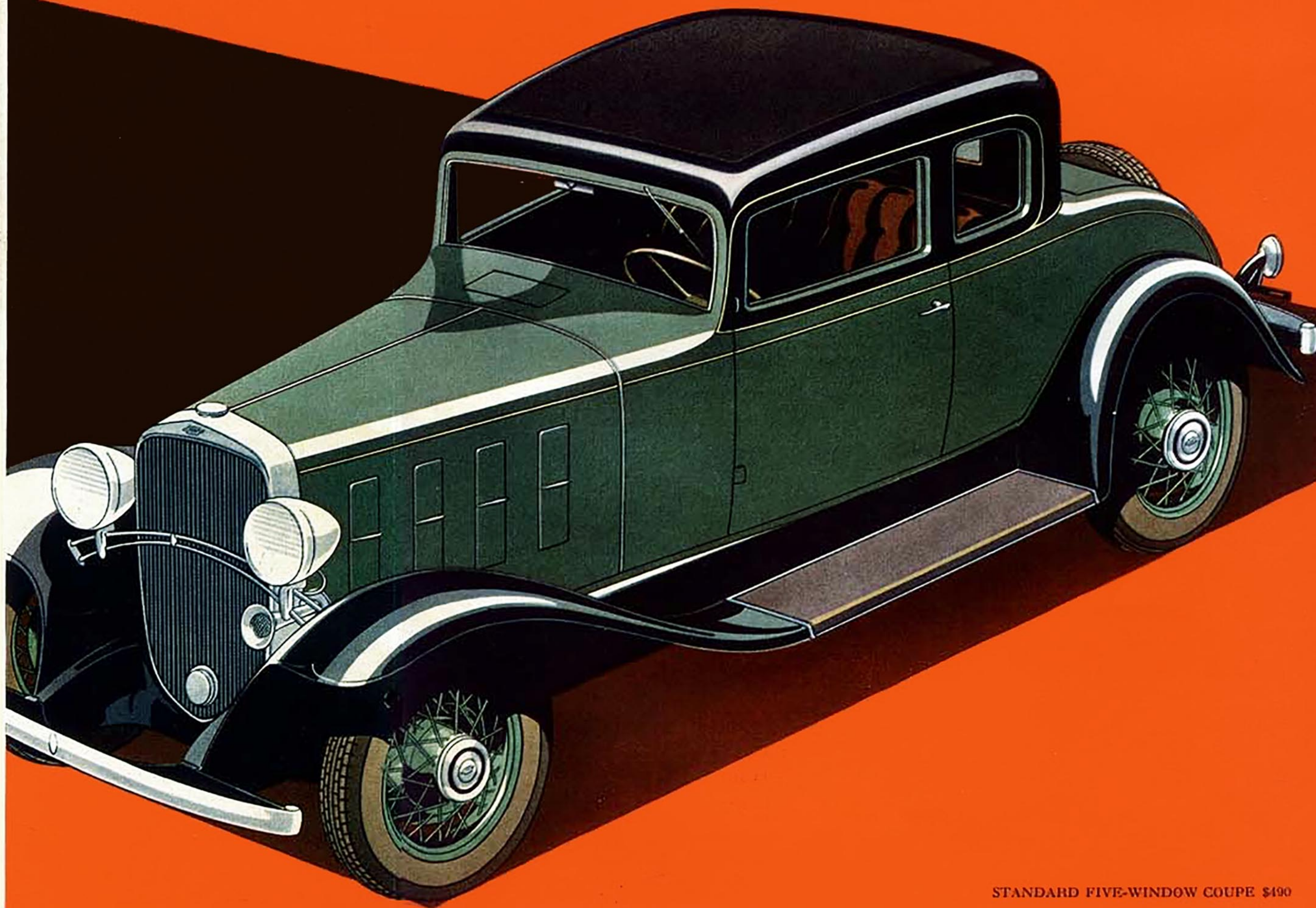
Still first
in sales

—because it's still first in value

The new Chevrolet Six became America's largest selling automobile —because it offered the public *out-standing value* in a low-priced car. Today, Chevrolet is maintaining its lead in sales—because, with prices reduced and quality unchanged, Chevrolet has *increased its lead in value!* \$145, f.o.b. Flint, Michigan—Chevrolet's new base price—is lower than that of any new multi-cylinder car introduced this season. And this low price buys, in the new Chevrolet Six, smarter styling . . . finer coachwork . . . a more advanced chassis . . . a more economical engine . . . and a more thoroughly proven product . . . than you can find elsewhere in the lowest-price field. *Smarter styling*—for Chevrolet has

the modern lines and modish fittings of expensive custom cars. *Finer coachwork*—for Chevrolet, alone in its field, has bodies by Fisher. *A more advanced chassis*—because of Chevrolet's Free Wheeling, Syncro-Mesh Shift and many other up-to-date advancements. *A more economical engine*—because Chevrolet's smooth six-cylinder motor costs less to operate than any other automobile engine. *A more thoroughly proven product*—because no other 1932 car is backed by the satisfactory road-experience of so many thousands of owners. *A greater value than ever*—because all these advantages are available in fourteen big, *quality* models—at new reduced prices as much as \$55 lower than before.

CHEVROLET MOTOR CO., DETROIT, MICH., Division of General Motors



STANDARD FIVE-WINDOW COUPE \$490



All prices f.o.b. Flint, Michigan, special equipment extra. Low delivered prices and easy G. M. A. C. terms. Six wire wheels and fender wells on all models \$15.00 list additional.

THE GREAT AMERICAN VALUE

CHEVROLET SIX AS LOW AS **\$445** F.O.B. FLINT MICHIGAN