



THE CAR THAT LEADERSHIP BUILT

goes on Dress Parade



A GENERAL MOTORS VALUE

CHEVROLET goes marching into 1933 with a colorful parade of the biggest cars in the low-price field—and the greatest values in its history. Fourteen brilliant examples of what the leader can achieve, this year, *in quality at low cost*. Fourteen splendid new six-cylinder models—featuring the largest array of new advancements ever introduced in a new Chevrolet: Longer wheelbase. New “Aer-Stream” styling. Larger, lower, roomier Fisher bodies. Shatter-proof windshield. The first basic improvement in travel comfort in over a decade—Fisher No-Draft Ventilation. A new invention for blotting out annoying vibration—the Cushion-Balanced engine mounting. Free Wheeling

combined with a “Silent Second” Syncro-Mesh shift. A time-proved six-cylinder motor that’s faster, more responsive, more powerful, and more economical than ever. A Starterator and an Octane Selector. Only Chevrolet could possibly build cars offering all these new features at such prices—*because Chevrolet is the leader!* For 4 out of the past 6 years, Chevrolet has led the world in sales. Chevrolet builds in greater volume—buys in greater quantities—does everything on a bigger, *more economical* scale. Hence, Chevrolet can use the savings of its vast production to provide bigger, finer, more advanced cars—at prices millions can pay! CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

New **CHEVROLET** *Six*

AT A NEW SCALE OF LOW PRICES