



*From 1911 to 1935*  
**PIONEER OF QUALITY**  
*in the low price field*

*The Master De Luxe Town Sedan*

# CHEVROLET



**TURRET-TOP BODY BY FISHER (WITH FISHER NO DRAFT VENTILATION) . . . IMPROVED KNEE-ACTION RIDE . . . BLUE-FLAME VALVE-IN-HEAD ENGINE WITH PRESSURE STREAM OILING . . . WEATHERPROOF CABLE-CONTROLLED BRAKES . . . SHOCK-PROOF STEERING**

**F**OR nearly a quarter of a century—from the building of the first Chevrolet to the building of the 1935 Master De Luxe models—Chevrolet has led the way in bringing modern, up-to-date transportation to the low-price field. Turn your mind back over the years and you will find that Chevrolet has pioneered improvement after improvement in low-priced cars. Smartly-styled closed bodies . . . the Syncro-Mesh Transmission . . . the Knee-Action Ride . . . solid steel Turret-Top construction, and many other improvements of the first importance, all have originated with Chevrolet. Many builders have pioneered one new feature or a series of new features, but it is perfectly true to say that Chevrolet has pioneered *quality* for the entire low-price field. And, of course, you get the highest development of Chevrolet beauty, comfort, performance and economy in the Master De Luxe Chevrolet for 1935. Examine this distinguished motor car . . . ride in it . . . and choose *Chevrolet* for quality at low cost!

**CHEVROLET MOTOR CO., DETROIT, MICHIGAN**

*Compare Chevrolet's low delivered prices and easy G. M. A. C. terms. A General Motors Value*