



MASTER DE LUXE SPORT SEDAN

Take a Ride

. . . across this page and then across town in the  
**NEW 1936 CHEVROLET**

**NO DRAFT VENTILATION**

Take a ride in the new Chevrolet for 1936. Notice, first of all, the greater beauty, luxury and more healthful comfort of its *Turret Top Body with Fisher No Draft Ventilation*. It's the smarter, safer body and, of course, it's exclusive to Chevrolet in its price range.

**KNEE-ACTION RIDE\***

Give particular attention to the unmatched smoothness of the gliding *Knee-Action Ride\**. The safest, steadiest, most comfortable ride ever developed. It's obtainable *only with Knee-Action*, and *Knee-Action* is also exclusive to the Master De Luxe Chevrolet in its field.

**TURRET TOP**

Next, examine the *Solid Steel one-piece Turret Top*. This top puts the safety of solid seamless steel over your head . . . stiffens and reinforces the entire body structure . . . beautifies and identifies the modern car . . . and it, too, is exclusive to Chevrolet in its field.

**SHOCKPROOF STEERING\***

Notice, too, how perfectly steady and vibrationless the steering wheel is at all times. How much simpler and easier it is to drive and park this car. That's due to *Shockproof Steering\**, a direct result of *Knee-Action*, and another exclusive Chevrolet advantage.

**HIGH-COMPRESSION ENGINE**

Now start Chevrolet's *High-Compression Valve-in-Head Engine*. The most economical of all fine power plants. Notice how much quicker this new Chevrolet is on the getaway, how much livelier in traffic, how much smoother and more satisfying in all ways on the open road.

**PERFECTED HYDRAULIC BRAKES**

Now step on Chevrolet's *New Perfected Hydraulic Brakes*, as lightly or firmly as you please, and bring the car to a smooth, quick, even stop. You've never felt such super-safe brakes before, and won't today anywhere else, for they're exclusive to Chevrolet in its price range.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

\*Available in Master De Luxe models only. *Knee-Action*, \$20 additional

**6%**

NEW MONEY-SAVING G.M.A.C. TIME PAYMENT PLAN

Compare Chevrolet's low delivered prices and low monthly payments.

ONE RIDE AND YOU'LL NEVER BE SATISFIED UNTIL YOU OWN

*The only complete low-priced car*



A GENERAL MOTORS VALUE