



Today, November 3, is Chevrolet's golden anniversary. Back in 1911 we started out to build the most dependable, most durable, most economical, longest lasting and easiest to maintain cars in our field. And, since more people buy Chevrolets than any other make, those are the kinds of cars we intend to keep on building.

That's our way of saying thank you. We can't think of a better way of saying it than pledging to keep on building the kind of cars that please more people than any other make.

We'd also like to thank our own people whose talents have been devoted to making our cars more enjoyable and useful to more people every year.

Right now, Chevrolet dealers across the land are

joining in the celebration of our 50th anniversary, many with special displays and favors. Also, by picking up a special order form from your dealer, you can order a "Golden Anniversary Album" LP recording of favorite American songs from Chevrolet for just \$1. (For your convenience, many dealers will have the album for sale in their showrooms.)

We invite you to drop in, enjoy some pleasant

memories with us and look over the new models for '62. There are three complete new lines: the elegant Jet-smooth Chevrolet, the new-size Chevy II and the sporty Corvaair — plus the new Corvette and new Chevrolet Jobmaster Trucks. We're pretty sure you'll see something that'll make you feel like celebrating a bit, too. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

A New World of Worth in Chevrolet for 1962

CHEVROLET • CHEVY II • CORVAIR • CORVETTE • CHEVROLET TRUCKS