



Individual motoring...

The Alvis 3-litre Series IV which was introduced at the Geneva Show this year is a new and greatly improved version of the Alvis Series III model. The chassis includes major improvements to provide a new standard of ride, without impairing safe and comfortable road holding qualities; the

engine has been further developed to give 15% more power. Detailed improvements for passenger comfort have been made in the Mulliner Park Ward coachwork, including an electrically heated rear window. Without doubt, this new Alvis brings you perfection in motoring —see it on Stand 148 at the Motor Show.

ALVIS OF COVENTRY



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