



The Chevrolet is Every Man's Car

THE CHEVROLET IS EVERY MAN'S CAR, FOR IT FITS ANY MAN'S POCKETBOOK. IT MEETS A GREAT DEMAND, FOR IT HAS THE NECESSARY REQUIREMENTS.

IF YOU ARE IN BUSINESS THE CHEVROLET WILL HELP YOU COVER MORE GROUND AND SEE MORE PEOPLE THAN BY ANY OTHER METHOD. THE CHEVROLET IS IDEAL FOR THE DOCTOR, THE CONTRACTOR, THE REAL ESTATE MAN, THE FARMER—FOR ALL WHO NEED A CAR TO COVER TERRITORY QUICKLY.

THE CHEVROLET IS EQUALLY A FAVORITE WITH THOSE WHO SEEK A CAR FOR PLEASURE PURPOSES. IT IS RESPONSIVE TO THE DRIVING WHEEL, SAFE, COMFORTABLE, AND GOOD LOOKING.

IT IS LOW IN UPKEEP EXPENSE AND THIS IS APPRECIATED TODAY. IT IS EVER READY. IT DOES WHAT IS REQUIRED OF IT GLADLY AND QUICKLY. THE CHEVROLET IS UNDOUBTEDLY THE WORLD'S GREATEST MOTOR CAR VALUE.

COME IN TODAY AND SEE THE LATEST MODELS.

Convenience

The detachable cylinder head of the motor and open type unit power plant system are the last words in accessibility and mechanical convenience. And the roomy comfort of the car, its springy suspension, and soft, smooth power of the motor, give you, indeed, a riding convenience that is hard to equal in higher priced cars.

Economy

Economy is not the low price that buys a car. Economy is the low cost that keeps it.

The minimum maintenance expense of the Chevrolet has excited public comment time and time again. You are assured of economy for economy has been built into this car. This consideration has been uppermost in the minds of the builders.

A car correctly built is easily kept. This means that it must be of light weight, and of lasting construction.

You will find these points in the Chevrolet. For this reason, you will, also, find it an economical car to keep. It is never a burden. We have seen to that. And we have made sure of it.

Strength

You revel in the strength of the Chevrolet! Its sturdiness brings you miles and miles of joyous travel—free from worry and full of faith in the dependability of your car.

You profit by the economy of the Chevrolet motor—that powerful valve-in-head type which pluses more energy, more miles per gallon of gasoline than many higher-priced cars.

And you enjoy solid comfort from its strongly built body-construction, its generous interior, its pliant chassis and springs, and the liberal use of Chrome Vanadium steel.

A mighty car—this Chevrolet!

Any owner will tell you of his complete satisfaction.

Price

Model Four Ninety Touring Car \$550.00. Roadster, \$535.00. "Four Ninety" Touring Car, fitted with all weather top, \$625.00. "Baby Grand" Touring Car or "Royal Mail" Roadster, fully equipped, \$800.00. Chevrolet eight cylinder four passenger Roadster or five passenger Touring Car, \$1385. All prices F. O. B. Flint.

A Contented Motor

A contented motor means a satisfied motor owner.

The Chevrolet, equipped with a powerful valve-in-head power plant, is ample for any occasion. This type is a short cut to maximum power. The Chevrolet will take you anywhere any car can go.

It does its work well and economically. And the Chevrolet is a good car—doing consistent work. It is a car you can depend on.

The car's gasoline consumption is unusually low. You will find, too, the life of the tires unusually long.

See this car today and have its ability proved to you.

The "Four Ninety" Roadster

Price, Including Electric Lights and Starter, \$535.00 f. o. b. Flint, Mich.

The Chevrolet "Four-Ninety" roadster is fast becoming a popular model for business men, real estate men, professional men, and all those who must cover a large amount of territory daily.

It has a streamline body of trim appearance, finely balanced, and is mounted on the famous "Four-Ninety" chassis. In the rear of the car is a spacious compartment for carrying supplies. This is sealed with a water-proof cover. This "turtleback" compartment is readily removable from the frame by removing four bolts.

The car has a roomy interior, finely upholstered for the greatest ease and comfort. The resiliency of the chassis and the pliancy of the supporting springs give a soft, smooth luxury to its riding that is really unusual.

For those seeking a light, eager roadster of reliability and economy, this car is an ideal investment.

In the 1917 model the superior quality of Chevrolet construction and equipment has been developed to a high scale.

The roadster, like the touring car, is electrically lighted and self-starting, is considered a most complete car at its price.

"Four Ninety" Specification

Motor—Four-cylinder, valve-in-head type, 3 11-16-inch bore, 4-inch stroke.

Cylinders—Cast en bloc (including upper half of crank case). Head detachable.

Valves—1 1-2 inch diameter.

Connecting Rod Bearings—1 7-8x 1 3-8 inches.

Crank Shaft Bearings—Front, 2 5-16 x 1 3-8 inches; center, 1 1-2x1 21-32 inches; rear, 2 11-16x1 3-4 inches. Center bearing of bronze, back bab-bitt lined.

Cam Shaft Bearings—Front, 2 3-8x 1 5-16 inches center 1 1-8x1 9-32 inches; rear, 1 7-16x1 1-4 inches.

Oiling System—Splash, with positive plunger pump, and individual oil pockets.

Carburetor—Zenith improved double jet.

Ignition—Connecticut Automatic.

Clutch—Cone type.

Transmission—Selective type, sliding gear, three speeds forward, and reverse.

Cooling—Thermo-syphon system, extra size cellular radiator, with large overhanging tank carrying head of water over valves at all times.

Rear Axle—Three-quarter floating, wheel bearing carried on the wheel hub and in axle housing. Load carried on axle housing, not axle shaft. Nickel steel shafts and gears. Hyatt roller bearings. Ratio 3 1-2 to 1.

Front Axle—Drop forged; T-b with integral yokes of special steel, double-heat treated; tie rod ends steering spindles and arms Chrome Vanadium steel, heat treated. Wheels fitted with disc and cone ball bearings.

Brakes—Emergency, internal expanding type; service, external contracting type; 10-inch brake drums.

Wheels—Wood, artillery clincher rims, large hub flange. Tires—30x3 1-2 inches; non-skid front and rear.

Drive—Left side, center control spark and throttle under steering wheel. Foot accelerator.

Steering Gear—Compound spur sector, adjustable for wear (patented) 15-inch steering wheel.

Springs—Semi-cantilever, front and rear, each with extra wide main leaf, or driving plate, made of Chrome Vanadium steel.

Bodies—Two-passenger roadster, five-passenger touring; and five-passenger touring with all-weather top.

Wheelbase—102 inches.

Finish—Black.

Equipment—Electric lights, starter, highest type two-unit system, single wiring used. Complete lamp equipment, including light dimmers, mohair tailors top, top cover and side curtain (two-passenger roadster and touring car only); windshield wiper; complete tool equipment including pump and jack.

George B. Richardson, Dealer

La Grande, Oregon

Headquarters at Hilton's Garage, Phone Main 761

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