

FOR ECONOMICAL TRANSPORTATION



# Ten Reasons why 300,000 careful buyers have chosen the New Chevrolet Six since January 1st

Ever since the date of its introduction, the new Chevrolet Six has swept triumphantly on to greater and greater heights of popularity. Value for value and price for price—buyers have compared it with other cars in the low-price field. And the result has been an overwhelming public preference—over 300,000 buyers since January 1st. And everywhere the enthusiasm is constantly increasing—for the new Chevrolet Six combines, as does no other car in the world, those ten great fundamental factors which careful buyers are now demanding in the cars they buy.

### 6-Cylinder Smoothness

Due to the finer inherent balance of its six-cylinder valve-in-head motor, the new Chevrolet provides that smooth, quiet, flexible performance which is the distinguishing characteristic of the truly fine automobile. At every speed, the power is delivered easily, freely and without annoying vibration. You can ride and drive for hours without annoying rumble or noise fatigue—every mile a delight for both driver and passengers.

### 6-Cylinder Getaway

And in sheer brilliance of performance, as well as in smoothness and quietness of operation, the new Chevrolet Six is a revelation. An automatic acceleration pump results in remarkably fast acceleration whenever the accelerator is suddenly depressed. And a new high-compression, non-detonating cylinder head eliminates every trace of "lugging"—even when you have occasion to accelerate swiftly in high gear.

### 6-Cylinder Speed

Naturally, Chevrolet's powerful six-cylinder valve-in-head motor might be expected to provide speed in abundance. But even more important than the speed of the new Chevrolet Six is the smooth, quiet, restful comfort you experience at every point on the speedometer. You can open the throttle wide with a feeling of complete security—and you come to the end of a full day's drive entirely free from the weariness caused by engine noise and body rumble.

### 6-Cylinder Power

The great reserve power of the new Chevrolet Six is a constant delight. The steepest hills are taken with ease. Heavy roads are negotiated without the necessity for frequent gear-shifting. And even at the higher speeds, there is always that feeling of confidence which comes from the knowledge that additional power is at hand . . . instantly available for whatever need may arise.

### Modern Safety Features

The new Chevrolet Six is equipped with every modern safety and convenience feature—typified by a full ball bearing steering mechanism, non-locking 4-wheel brakes with separate emergency brake, foot controlled adjustable two-beam headlights, automatic fuel pump, theft-proof Electro-lock, electric motor temperature indicator, and Fisher VV windshield and adjustable driver's seat in all closed models. As a result, it is one of the easiest and safest cars in the world to handle.

### Better Than 20 Miles Per Gallon

The marvelous performance of the Chevrolet Six would be considered exceptional in any automobile. But in the new Chevrolet it is nothing short of sensational—for here it is combined with operating economy of better than 20 miles to the gallon of gasoline. As a result, those who can afford to own any automobile can afford to own and operate a Chevrolet Six!

### Exceptional Riding Comfort

Another vital factor that has influenced hundreds of thousands in their selection of the new Chevrolet Six is its exceptional riding comfort. Built on a wheelbase of 107 inches . . . offering the deep-cushioned luxury of bodies by Fisher . . . and with the entire upper structure cradled on four long semi-elliptic shock absorber springs—it travels the roughest highways with amazing com-

fort. And its balance on turns and curves is equally exceptional—for the rigid frame and the long springs reduce sidesway to the minimum.

### Beautiful Fisher Bodies

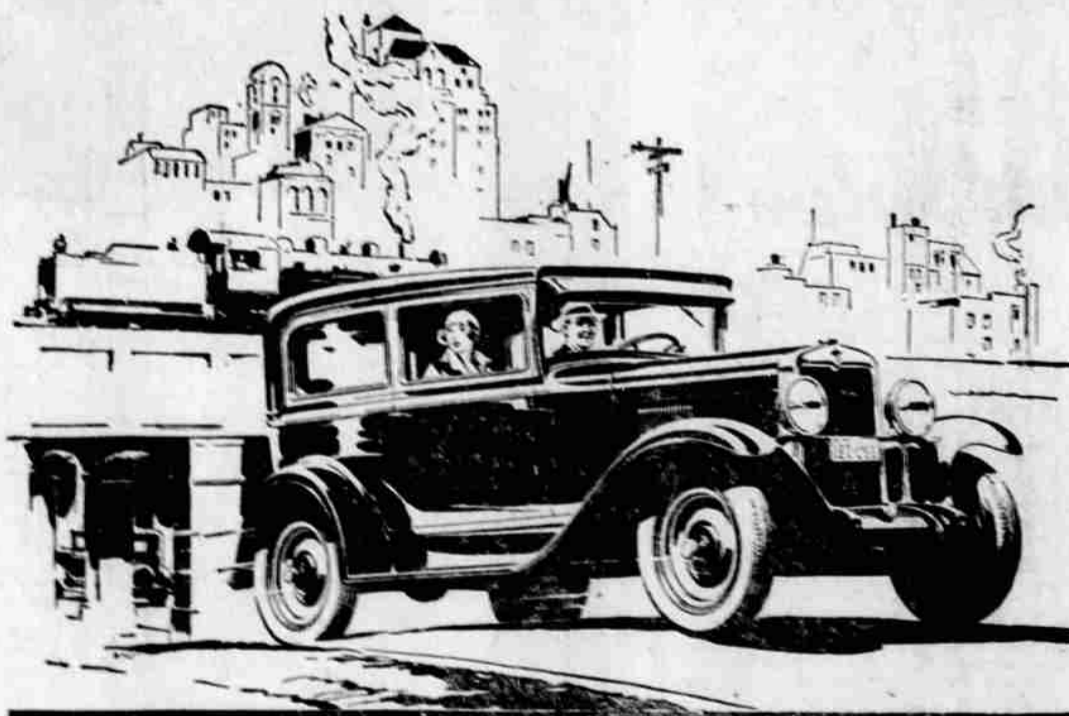
The marvelous bodies on the Chevrolet Six reveal, as never before, the matchless artistry that has made the Fisher name renowned throughout the world for excellence in coachcraft. Longer, lower and roomier . . . finished in attractive, long-lasting colors . . . and upholstered in rich deep-tufted fabrics that give to the interiors an air of custom elegance—they introduce into the low-price field an entirely new measure of style and distinction.

### Proved Dependability

Before the new Chevrolet Six was presented to the public, it had been tested for more than a million miles on the roads of the General Motors Proving Ground. Never did a new motor car go into the hands of its owners more thoroughly proved in every detail. And now, reports of its performance on the highways of the nation pay glowing tribute to its endurance and dependability.

### Amazingly Low Prices

Many people do not realize that this marvelous new six-cylinder Chevrolet is actually offered in the price range of the four. Compare total delivered prices as well as factory prices when determining automobile values. You will find Chevrolet delivered prices include the lowest handling and financing charges available.



A SIX IN THE PRICE RANGE OF THE FOUR

The **\$595**  
COACH

The Roadster	.....	\$525
The Phaeton	.....	525
The Coupe	.....	595
The Sedan	.....	675
The Sport Cabriolet	.....	695
The Convertible Landau	.....	725
The Sedan Delivery	.....	595
Light Delivery Chassis	.....	400
1½ Ton Chassis	.....	545
1½ Ton Chassis With Cab	.....	650

All prices f. o. b. factory, Flint, Mich.

# LARISON CHEVROLET COMPANY

1414-16 ADAMS AVENUE

G. L. LARISON, Proprietor

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