

Because—

- 1—it is a Six
- 2—it has a 50-horsepower engine
- 3—a Six is smooth and quiet
- 4—of its long engine life
- 5—for average driving, it gives 20 miles to the gallon of gasoline
- 6—it uses much less oil
- 7—the engine is the valve-in-head type
- 8—the valves are easily adjustable
- 9—the engine has a 48-pound accurately balanced crankshaft
- 10—it has a torsional harmonizer

Because—

- 11—the carburetor is equipped with an accelerating pump
- 12—each cylinder and valve is surrounded by water, giving uniform cooling
- 13—the engine is equipped with an air cleaner
- 14—it has a crankcase ventilator
- 15—it has a hot-spot manifold
- 16—the carburetor is fed by a positive fuel pump
- 17—the oil pump is of the vane-type
- 18—the piston pins are made of chrome-vanadium steel, chromium-plated
- 19—the spark plug wires are heavily insulated
- 20—the Delco electrical system is protected with a fuse

Because—

- 21—the valve-operating parts are sealed and automatically lubricated
- 22—the special Chevrolet combustion chamber makes high compression possible with ordinary fuel
- 23—the engine is equipped with light-weight, bronze-bushed pistons
- 24—the full ball bearing steering gear is provided with Alemite fittings
- 25—it has a Harrison honeycomb radiator
- 26—it has a 107-inch wheelbase
- 27—the frame is longer than the body
- 28—the frame has four rugged cross-members
- 29—it has four long chrome-vanadium steel springs
- 30—the springs are 84% as long as the wheelbase

Because—

- 31—it has four Lovejoy Hydraulic Shock Absorbers
- 32—the shock absorbers operate uniformly in winter and summer
- 33—it is equipped with a dry disc clutch, requiring no lubrication
- 34—the clutch is self-adjusting
- 35—the clutch starts the car smoothly and transmits all the engine power
- 36—the front axle is held in alignment at four points by the two front springs
- 37—the braking action throws no strain on motor, clutch or transmission

for Economical Transportation



100

reasons why
it's wise to
choose a
Chevrolet Six

Sport Roadster \$555	ROADSTER or PHAETON	Sedan \$675
Coach \$565		Special Sedan \$725
Coupe \$565		(Six wire wheels standard on Special Sedan)
Sport Coupe \$655	\$495	Sedan Delivery \$595
Club Sedan \$665		Prices f. o. b. factory, Flint, Mich. Special equipment extra

- 38—the rear axle has a one-piece banjo-type housing
- 39—the rear axle has an inspection plate for easy adjustment
- 40—the safety gasoline tank is properly placed at the rear of the chassis

Because—

- 41—the rear axle driving gears are made of the finest nickel steel
- 42—the axle shafts are made of chromium nickel steel
- 43—the wheel brakes will stop the car at 60 miles an hour in 3 1/4 seconds.
- 44—brake drums are 11 inches in diameter
- 45—a light pedal pressure will bring the car to a quick stop
- 46—Chevrolet's special molded brake lining will last over twenty-five thousand miles
- 47—frequent brake adjustments are unnecessary
- 48—the starter button is easy to reach
- 49—the pedals are fitted with enclosures that keep out dust and cold
- 50—the spark and gasoline controls are mounted to eliminate rattles

Because—

- 51—the radiator is chromium-plated
- 52—the horn is underneath the hood
- 53—the headlamps are securely mounted to the frame

- 54—the tire carrier is ruggedly constructed
- 55—it steers easily over any kind of road
- 56—the steering gear is semi-reversible
- 57—Chevrolet brakes are sealed against rain and dirt
- 58—Chevrolet has more ball bearings than any car under \$3000
- 59—the transmission gears are made of chrome-vanadium steel
- 60—the spring shackles are self-adjusting and are provided with Alemite fittings

Because—

- 61—the headlamps are controlled by a convenient foot switch
- 62—the headlamps are of the tilting-beam type for greater safety
- 63—the running board aprons are neatly panelled
- 64—the running board is completely covered with molded rubber
- 65—the headlamps are provided with chromium-plated standards
- 66—the hood and cowl are streamlined
- 67—all models have a rear view mirror and wide rear windows
- 68—Chevrolet bumpers are securely mounted to the frame
- 69—all closed bodies are built by Fisher—of hardwood-and-steel, the safest body construction known

- 70—Fisher Bodies are upholstered in high-grade mohair

Because—

- 71—the seats are form-fitting
- 72—the driver's seat in all closed models is adjustable
- 73—the instrument panel includes a gasoline gauge and temperature indicator
- 74—it has the famous Fisher VV non-glare windshield
- 75—the windshield is made of clear plate glass for clear, safe vision
- 76—the windshield can be operated with one hand while driving
- 77—all models have cowl ventilator
- 78—all models have an effective sun visor
- 79—there is plenty of leg room in both the front and rear compartments
- 80—all five-passenger enclosed models are equipped with a dome light

Because—

- 81—the sedans have arm rests, foot rests, robe rails and ash trays
- 82—the instrument panel is indirectly lighted
- 83—the windows in all closed bodies are made of clear plate glass
- 84—the tonneau is equipped with a high-quality carpet
- 85—front corner posts are curved
- 86—the doors are carefully fitted
- 87—door locks have a double striker plate to keep doors closed while driving, a Fisher feature
- 88—the hood catches are made of rust-proof white metal
- 89—the rear body panel is of one-piece construction
- 90—all models are of streamline design

Because—

- 91—Chevrolet's Service Policy protects the owner on both parts and labor under the terms of the Warranty
- 92—this Service Policy protects the owner regardless of where he is travelling
- 93—Chevrolet has 11,000 Service Stations in the United States alone
- 94—Chevrolet's fine materials and excellent design eliminate the need for frequent service expense
- 95—the Chevrolet Six is a product of General Motors, the largest automotive organization in the world
- 96—it has been thoroughly tested on the General Motors Proving Ground
- 97—it reflects the achievements of the greatest automotive research staff in the world
- 98—it is built by a company whose policy is "Progress Through Constant Improvement"
- 99—it will be modern tomorrow, as well as today
- 100—it is a car to be proud of, wherever you go

Southwestern Motor Co.

Coquille

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Myrtle Point