

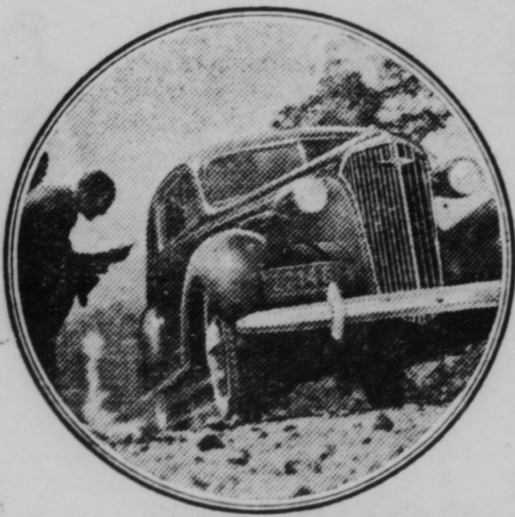
New CHEVROLET 1937

The Complete Car—Completely New

ON DISPLAY SATURDAY, NOVEMBER 7



It's the newest of all low-priced cars . . . new in every feature, fitting and fabric . . . also the most thoroughly safe, the most thoroughly proved, the most thoroughly dependable.



**NEW HIGH-COMPRESSION
VALVE-IN-HEAD ENGINE**

Much more powerful, much more spirited, and the thrift king of its price class.

**NEW ALL-SILENT,
ALL-STEEL BODIES**

(With UNISTEEL Turret Top Construction)

Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.

**NEW DIAMOND CROWN
SPEEDLINE STYLING**

Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.

**GENUINE FISHER
NO DRAFT VENTILATION**

Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.

ON SATURDAY, November 7, Chevrolet will present the brilliant successor to the only complete low-priced car—Chevrolet for 1937, the complete car—completely new. You'll want to see it, for it reveals an even greater measure of superiority over its field than the fine car which in 1936 set a new all-time high in Chevrolet sales.

Chevrolet for 1937 is new all through . . . new in the unequalled beauty of its Diamond Crown Speedline Styling . . . new in the unmatched comfort and safety of its All-Silent, All-Steel Body, now available for the first time on any low-priced car . . . and most excitingly new in the greatly increased power and acceleration of its High-Compression Valve-in-Head Engine. Then, too, this thrilling motor car is proved all through. It embodies all the extra-value features which have made Chevrolet dependable and complete beyond any other car in its price range.

Visit your nearest Chevrolet dealer. See and drive the complete car—completely new. Let your own good judgment tell you that this new Chevrolet for 1937 is the outstanding value of this new motor year!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

**ALL THESE FEATURES AT
CHEVROLET'S LOW PRICES**

*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installment Plan—monthly payments to suit your purse.



**PERFECTED
HYDRAULIC BRAKES**

(With Double-Articulated Brake Shoe Linkage)

Recognized everywhere as the safest, smoothest, most dependable brakes ever built.

**IMPROVED GLIDING
KNEE-ACTION RIDE***

(at no extra cost)

Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.

**SAFETY PLATE GLASS
ALL AROUND**

(at no extra cost)

The finest quality, clearest-vision safety plate glass, included as standard equipment.

**SUPER-SAFE
SHOCKPROOF STEERING***

(at no extra cost)

Steering so true and vibrationless that driving is almost effortless.

J. & M. CHEVROLET COMPANY