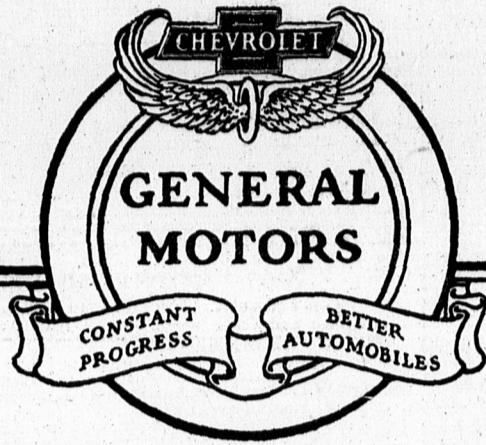


An Important Announcement

by GENERAL MOTORS

concerning the

New CHEVROLET



By following a policy of progress in the development of low-priced transportation, General Motors has given the public an ever-increasing measure of—

Modern features—

General Motors, through its Chevrolet division, was a pioneer in giving the public those modern features of design which today are the basis of luxurious low-priced transportation. Prominent among these are: Selective 3-speed transmission; semi-elliptic springs parallel to the frame; electric starting, lighting and ignition; Duco finishes in color; water pump cooling system, pressure pump lubrication, and the vacuum fuel system.

Modern performance—

General Motors has always believed that the public is entitled to the advantages inherent in advanced engineering practice. This policy, carried out by Chevrolet, has enabled owners of even low-priced cars to enjoy, year after year, the latest developments affecting power, acceleration, smoothness, handling ease, stamina and economy.

Riding comfort—

Realizing that the public's enjoyment of individual transportation is largely dependent on comfort, General Motors has devoted years of research to the basic comfort factors. Numerous discoveries have been made in chassis springs, spring suspensions, spring steels, seat cushioning, weight distribution, and body balance. And through Chevrolet these have been given without delay to the purchasers of low-priced automobiles.

Distinctive style—

Early in the development of motor cars, appearance and the pride of possession became important factors in owner satisfaction. Through its long connection with the Fisher Body Corporation, General Motors has consistently introduced finer and more beautiful automobiles. And all the basic advancements in styling have been available to Chevrolet as rapidly as they were created.

As a result of its policy of progress, General Motors through its automobile divisions, has always given the public without delay the benefits of advanced engineering development.

In the short time that has passed since its presentation, the new Chevrolet has become a subject of comment and discussion in homes all over the land.

One of the expressions most frequently heard is: "How can Chevrolet build so fine an automobile and sell it at such low prices?"

To this perfectly natural question there is a perfectly simple answer. The new Chevrolet was produced to sell at its present prices only because the Chevrolet Motor Company of Canada, Limited, used with telling effect the many distinct advantages it enjoys as a subsidiary of General Motors.

The style, comfort, performance and quality of the new Chevrolet represent more than the efforts of a single organization engaged in building a single type of car. It embodies in full measure the experience gained by all General Motors divisions in the development of all General Motors cars.

Its prices are based on the many economies of General Motors' tremendous purchasing power and diversified automotive manufacture.

And its modern design reflects the General Motors policy of constant progress—by which the benefits of engineering advancement are given to the public at the earliest possible opportunity.

General Motors acquires its basic materials in tremendous volume—steel by the hundreds of thousands of tons—wire by the tens of thousands of miles—upholsteries by the acre—nuts, bolts and washers by the millions. This makes it possible to command the most favorable prices from sources of supply whose specialized experience enables them to produce the finest materials for a given purpose. Millions of dollars are saved each year, and millions are passed on to the public in finer, more modern, more desirable automobiles at lower prices.

Through its Fisher Body division, General Motors is the world's largest builder of automobile bodies, with 44 body plants in various parts of the continent. Its craftsmanship is internationally renowned, and its style influence is felt throughout the industry.

As a result, General Motors cars in every price class have Fisher bodies of acknowledged distinction and sound construction. And nowhere is this more vividly revealed than in the new Chevrolet.

General Motors manufactures, both for itself and the industry at large, an almost limitless number of specialized automotive products. Starting, lighting and ignition equipment—ball bearings—steering wheels—roller bearings—warning horns—wheels—rims—spark plugs—air cleaners—oil filters—radiators—all call for specialized engineering and production skill.

General Motors makes them all—and purchasers of motor cars the world over benefit accordingly.

The engineering staffs responsible for all General Motors cars are continually striving for the new, and better thing. At their disposal are the General Motors Research Laboratories and the General Motors Proving Ground. Every engineering advancement and scientific discovery resulting from this combined effort is immediately available for use on all General Motors automobiles from Cadillac to Chevrolet.

This is an advantage of untold value. Years ago it enabled Chevrolet to pioneer into the low-priced field those quality features on which the present conception of a low-priced quality car is based. Today, it makes possible numerous new improvements in the Bigger and Better Chevrolet.

In developing the Chevrolet cars of the past, General Motors has made a vital contribution to the happiness and welfare of the nation.

It created an entirely new idea of what the buyer of a low-priced automobile could expect. It made luxurious transportation the pleasure of the many, rather than the privilege of the few. It has made progress an automotive watchword.

Now, in the new Chevrolet, that policy of progress finds still further expression. More modern features have been provided. More distinguished style has been created. Finer performance has been attained. Greater comfort has been provided. And wider public service has been rendered.

GM-828AA

GENERAL MOTORS

of CANADA Limited

"A car for every purse and purpose"

CHEVROLET • PONTIAC • OLDSMOBILE • OAKLAND • McLAUGHLIN-BUICK • LASALLE • CADILLAC

All with Body by Fisher

GENERAL MOTORS TRUCKS

