

Coming
SOON

New Chevrolet for '49 Tested and Proved...

on the world's toughest Proving Ground

ITS DURABILITY
WAS PROVED HERE



ITS DEPENDABILITY
WAS PROVED HERE

ITS STABILITY
WAS PROVED HERE



ITS IMPROVED PERFORMANCE
WAS MEASURED HERE

ITS DURABILITY
WAS CHECKED HERE

ITS VISIBILITY
WAS PROVED HERE

ITS ECONOMY
WAS PROVED HERE

ITS RIDING COMFORT
WAS PROVED HERE



ITS RELIABILITY
WAS PROVED HERE

ITS SPEED
WAS PROVED HERE



ITS POWER
WAS PROVED HERE



WHEN you see the 1949 Chevrolets, a glance will be enough to tell you they're new—all new—in line and contour, in beauty and style. And when you look inside, and under the hood, and beneath the chassis, you'll see that their newness is not merely in outward appearance, but in design and engineering and construction as well.

For these new automobiles are truly new, embodying the advances and improvements that, but for war and postwar years, would have been introduced from year to year. Now, you'll get seven years' progress—all at once.

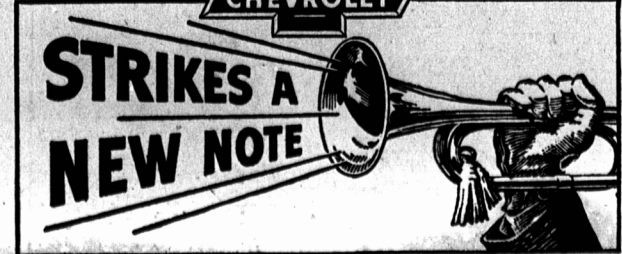
Brand New... Yet Already Proved in Action

But, to a lot of people, the 1949 Chevrolet is already old. They know what it will do, and how exceedingly well it will do it—they know all about its performance, its comfort, its power, safety, durability and economy. It's an old model to these people, for already, they are testing and refining units projected for production models of years ahead. They are the engineers and technicians of the General Motors Proving Ground—the largest,

most completely equipped, outdoor testing laboratory in the automobile world.

Here, before a single new 1949 Chevrolet went into production, experimental models were tested—made to show that they possess, in greater measure than ever, all those qualities on which Chevrolet has built its leadership.

A PRODUCT OF CHEVROLET GENERAL MOTORS



Worthiness Established in Test after Test

On long, level straightaways, these new Chevrolets passed exacting tests for acceleration, fuel economy, braking.

On the rugged road of imported Belgian blocks—its surface so rough, its hills and curves so steep and sharp, that a one-mile workout is equivalent to many miles on an ordinary gravel road—their durability was amply demonstrated.

And on the speed loop, running wide-open hour after hour... on the durability route, rough, tough and dusty... in every conceivable test... the 1949 models were made to prove that they have everything that owners have learned to expect from their Chevrolets.

It's Tried and True—Through and Through

In short, the General Motors Proving Ground tests are your assurance that, when you get your Chevrolet, you will have a car built of materials and units and parts that have proved their worth through many months and many, many thousands of miles of rough handling. It's not only new, but tried—and true.

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HORNE MOTORS, 168 Kent St.