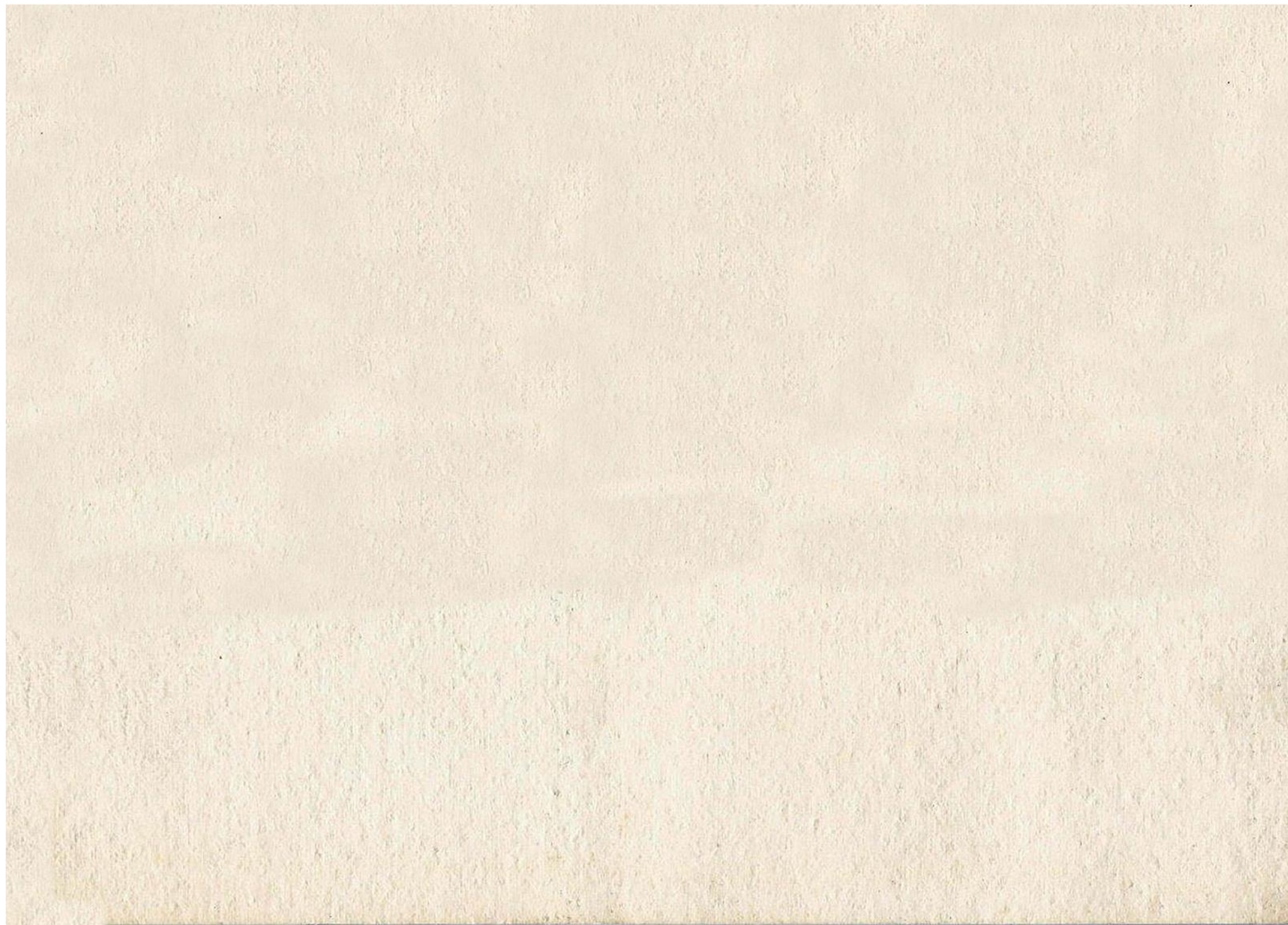




THE NEW CHEVROLET SIX





The New CHEVROLET SIX



IN THE new Chevrolet Six, Chevrolet and General Motors have used their combined resources to set a new and higher standard of value for the American motor car.

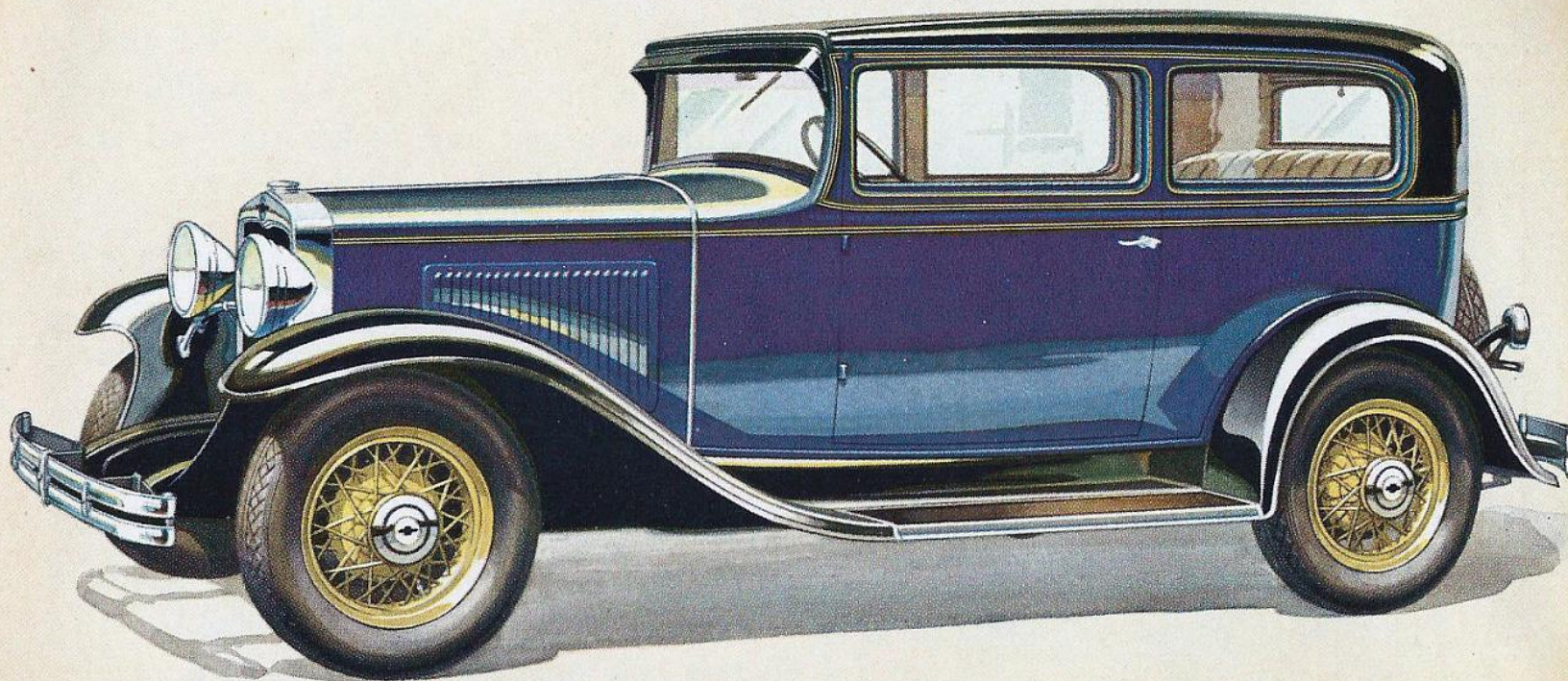
This new Chevrolet is a bigger car throughout—longer in wheelbase, larger in body size, more impressive in appearance. It is a better car in every way—finer in materials, improved in design, and more advanced in performance.

In fact, nearly every part and unit that adds to comfort, ease, beauty, stamina and performance has undergone some practical refinement. Yet for all this *new* quality, *new* superiority, *new* advancement—the bigger and better Chevrolet is available at unusually low prices.

Clearly, it represents *the great American value.*



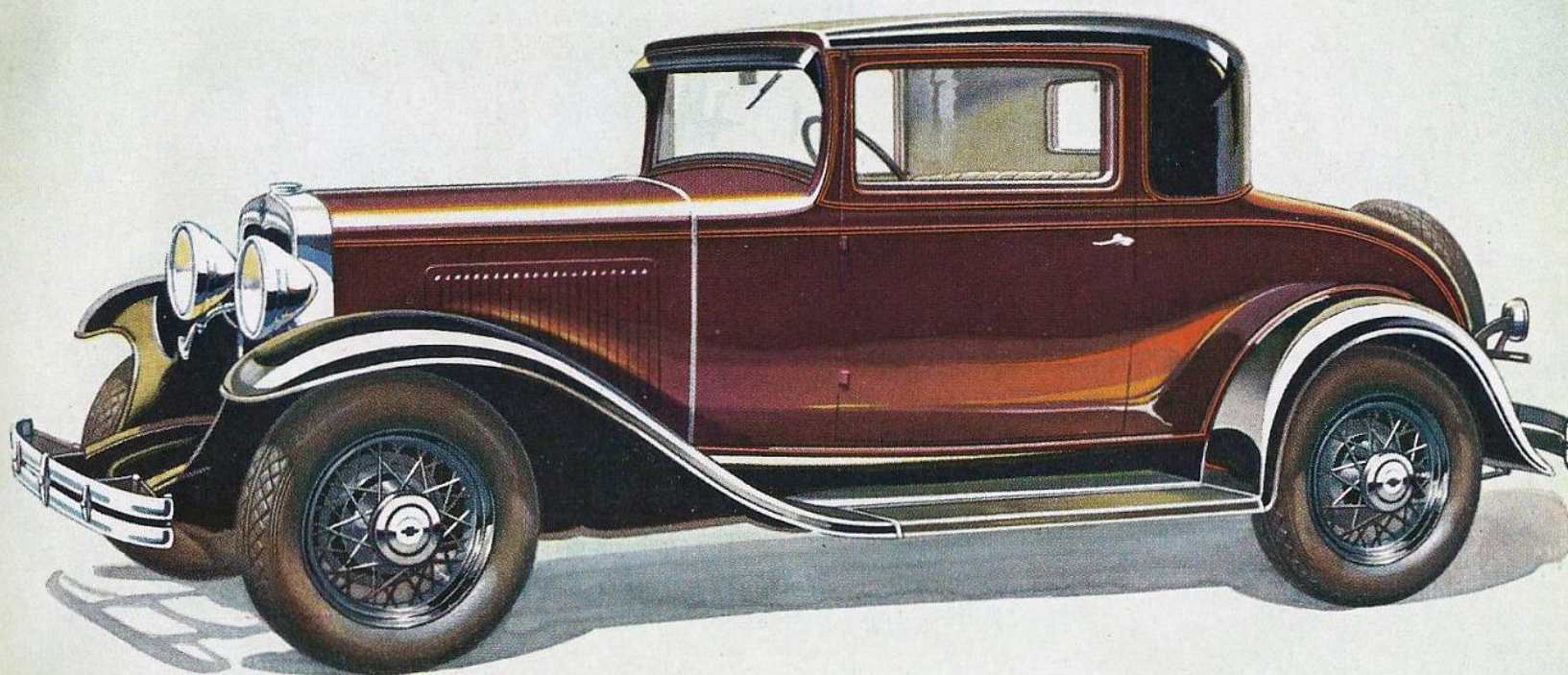
THE GREAT
AMERICAN
VALUE



THE GREAT
AMERICAN
VALUE

THE COACH—An unusually spacious and practical five passenger Chevrolet model that meets the needs of the modern American family. Longer, smarter Fisher body. Wider rear seat. Front seats of the restful form-fitting type, hinged at the front. Driver's seat adjustable, forward and back. Wide doors permit easy access. Mohair or broadcloth upholstery. Price \$545.

Special equipment extra. All prices f. o. b. Flint, Michigan.

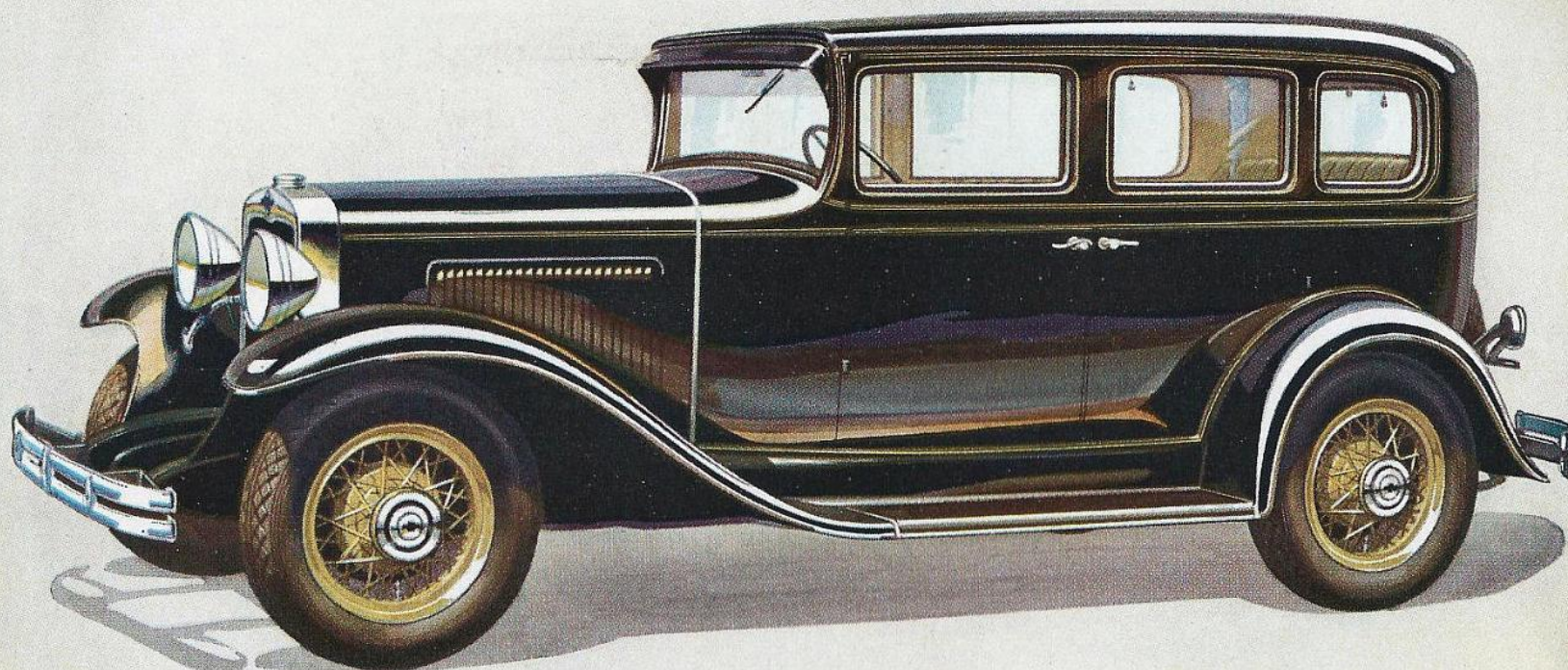


STANDARD COUPE—An unusually fine second car for the family, or a good personal car for business or professional use. Long, roomy Fisher body. Adjustable driver's seat. A rear deck of generous capacity, with flush door hinged at the front. Luxurious mohair or broadcloth upholstery. Fully equipped instrument panel. Beautiful new Ternstedt hardware. Price \$535.

Special equipment extra. All prices f. o. b. Flint, Michigan.



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AMERICAN
VALUE**

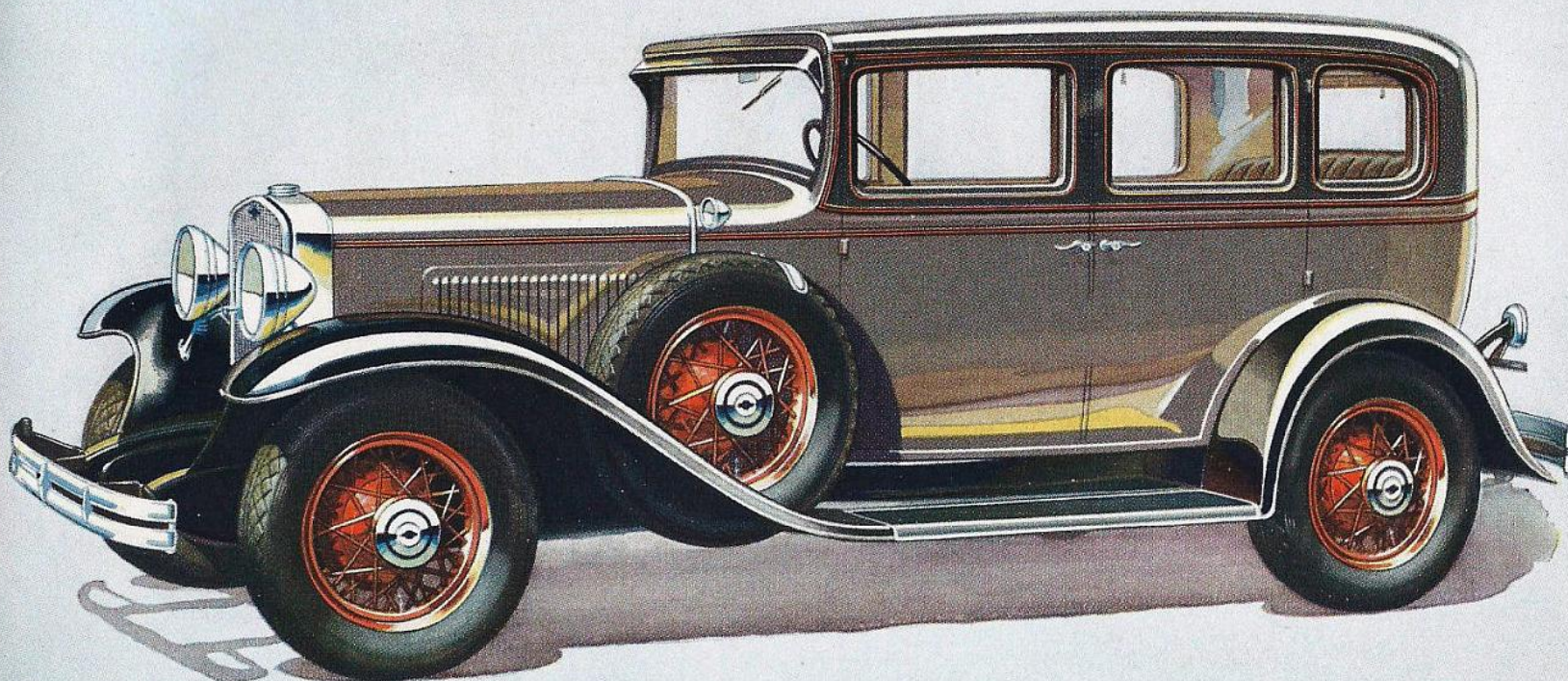


STANDARD SEDAN—Comfort is the keynote of this four door five passenger model. Longer, wider, more luxurious Fisher body. Rear seat roomier, more comfortable. Rear compartment richly carpeted, and equipped with foot rest and robe rail. Front seat adjustable. Upholstery of mohair or broadcloth. Beautiful interior fittings. Attractive new instrument panel. Price \$635.

Special equipment extra. All prices f. o. b. Flint, Michigan.



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VALUE**

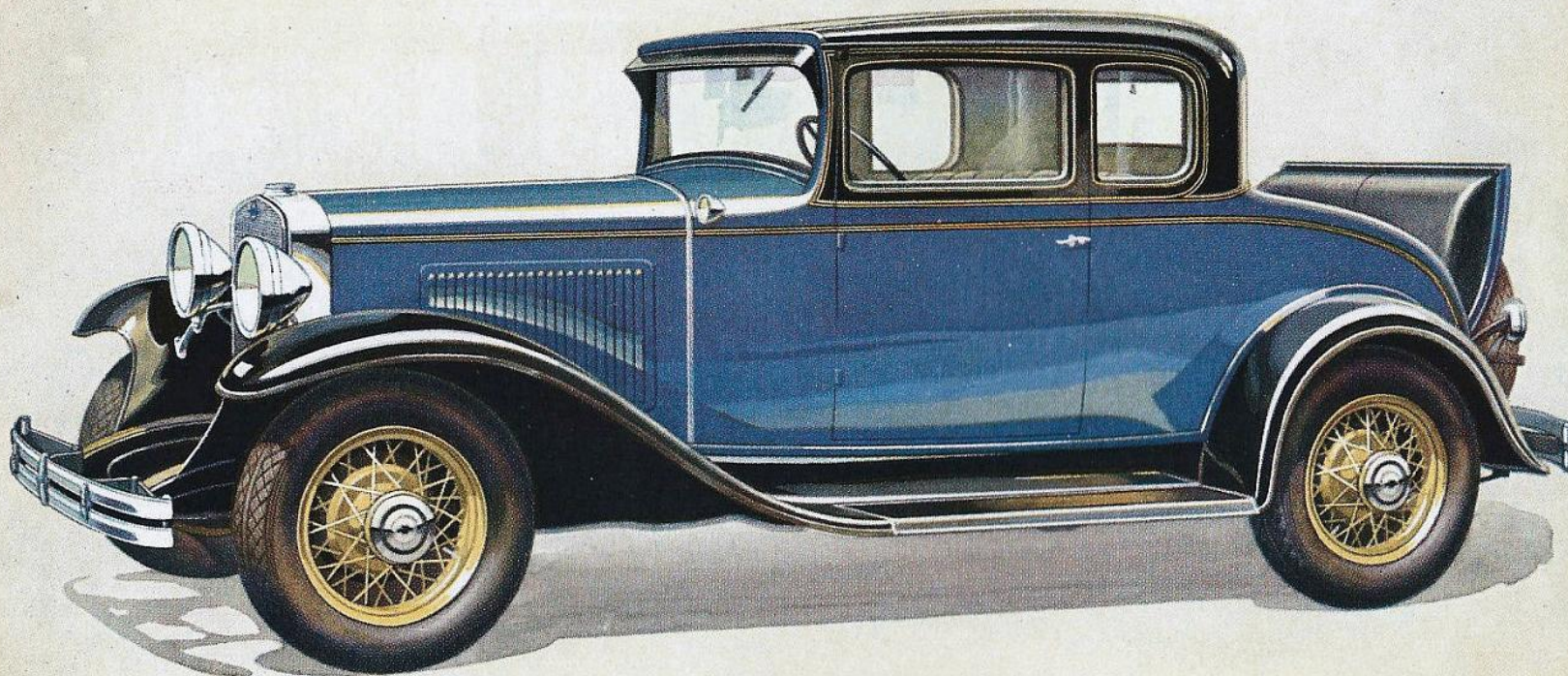



SPECIAL SEDAN—A de luxe car, offering many distinctive features. Six wire wheels standard equipment. Spare wheels mounted in fender wells. Chrome-plated radiator grille. Mahogany grained garnish mouldings. Two ash receivers, two arm rests, two assist cords. Rear compartment windows furnished with silk roller curtains. Mohair or broadcloth upholstery. Price \$650.

Special equipment extra. All prices f. o. b. Flint, Michigan.



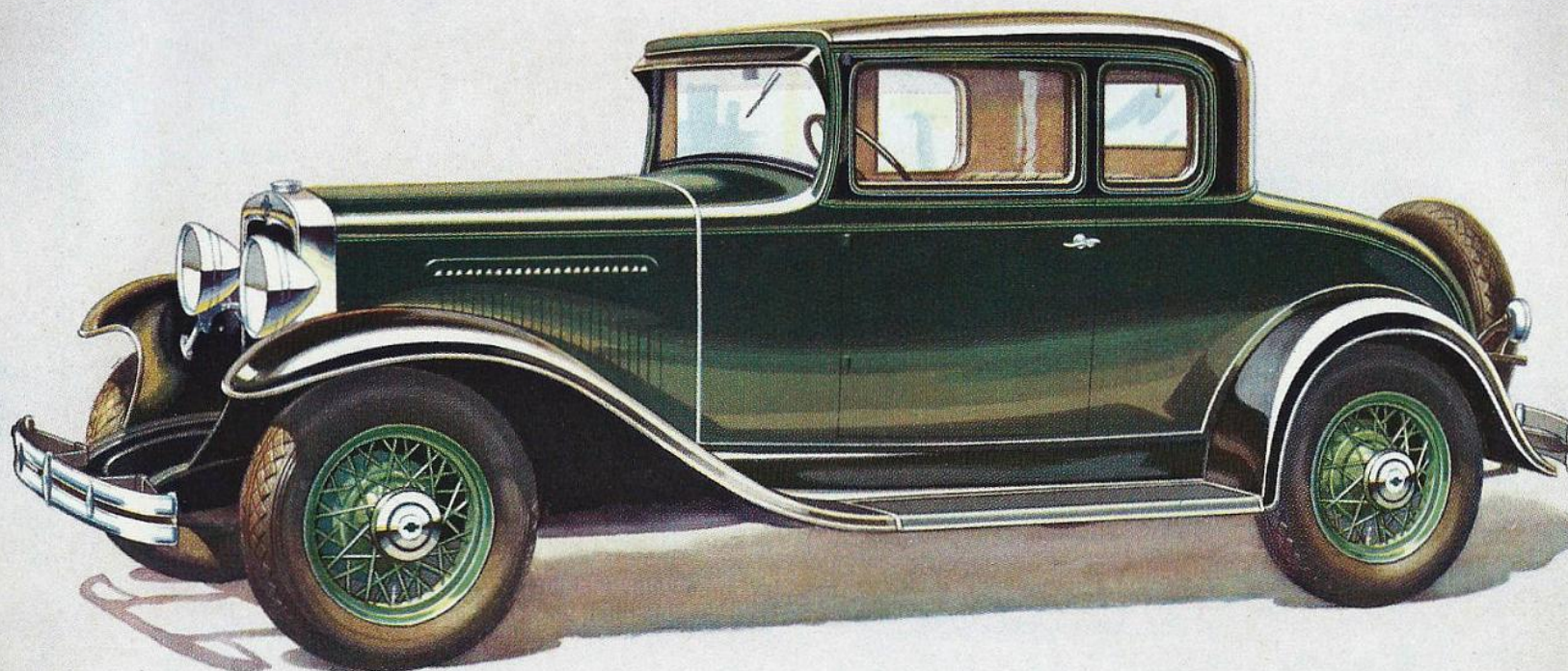
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AMERICAN
VALUE




THE GREAT
AMERICAN
VALUE

SPORT COUPE (*with rumble seat*)—The smart, colorful lines and distinctive sport treatment of this five window model make it a car of unusually wide appeal. Extra space and greater leg room in rumble seat compartment. Adjustable rear window. Mahogany grained garnish mouldings. Ash tray. Chrome-plated cowl lamps. Radiator grille is standard equipment. Price \$575.

Special equipment extra. All prices f. o. b. Flint, Michigan.



STANDARD FIVE WINDOW COUPE—In this popular five window coupe, Chevrolet offers an exceptional value. Longer Fisher body. Wider seat, which is adjustable to suit the driver. Spacious rear deck with ample room for bundles and packages. Broadcloth or mohair upholstery. New, fully equipped instrument panel. Attractive Ternstedt hardware. Price \$545.

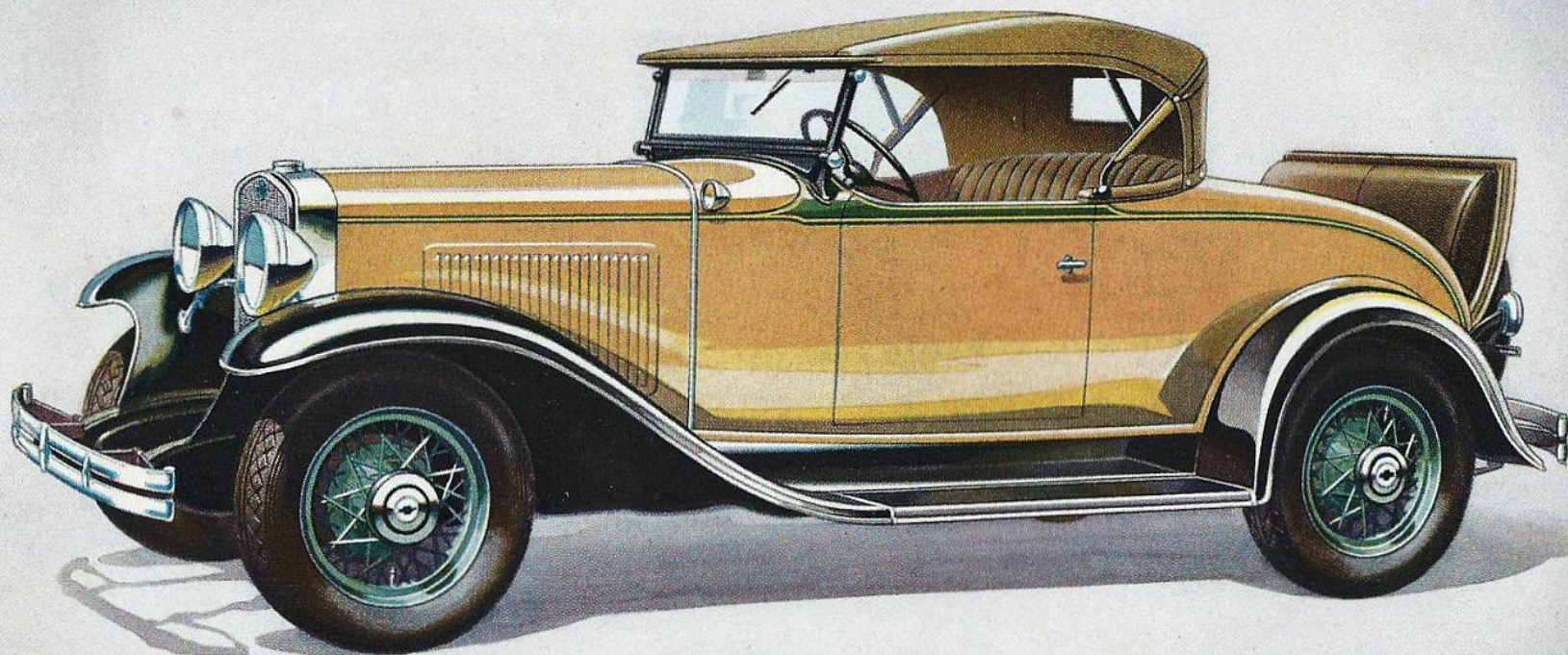
Special equipment extra. All prices f. o. b. Flint, Michigan.



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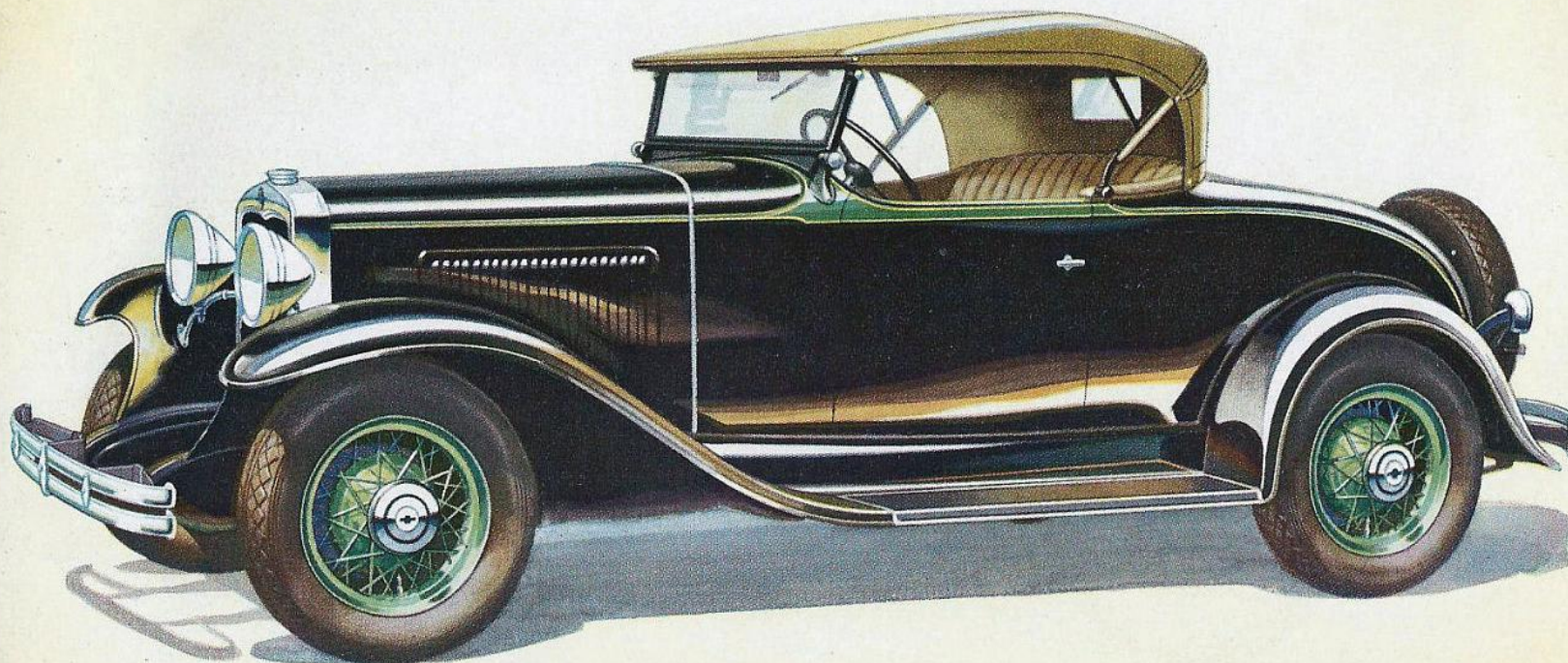


THE GREAT
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VALUE



SPORT ROADSTER (with rumble seat)—A trim, youthful four passenger sport car with smartness written in every line. Longer, wider body. Increased length and height of deck provide more knee room and greater accessibility. Chrome-plated cowl lamps, radiator grille, smart jaunty top, top boot. Attractive upholstery. Automatic windshield wiper. Price \$495.

Special equipment extra. All prices f. o. b. Flint, Michigan.

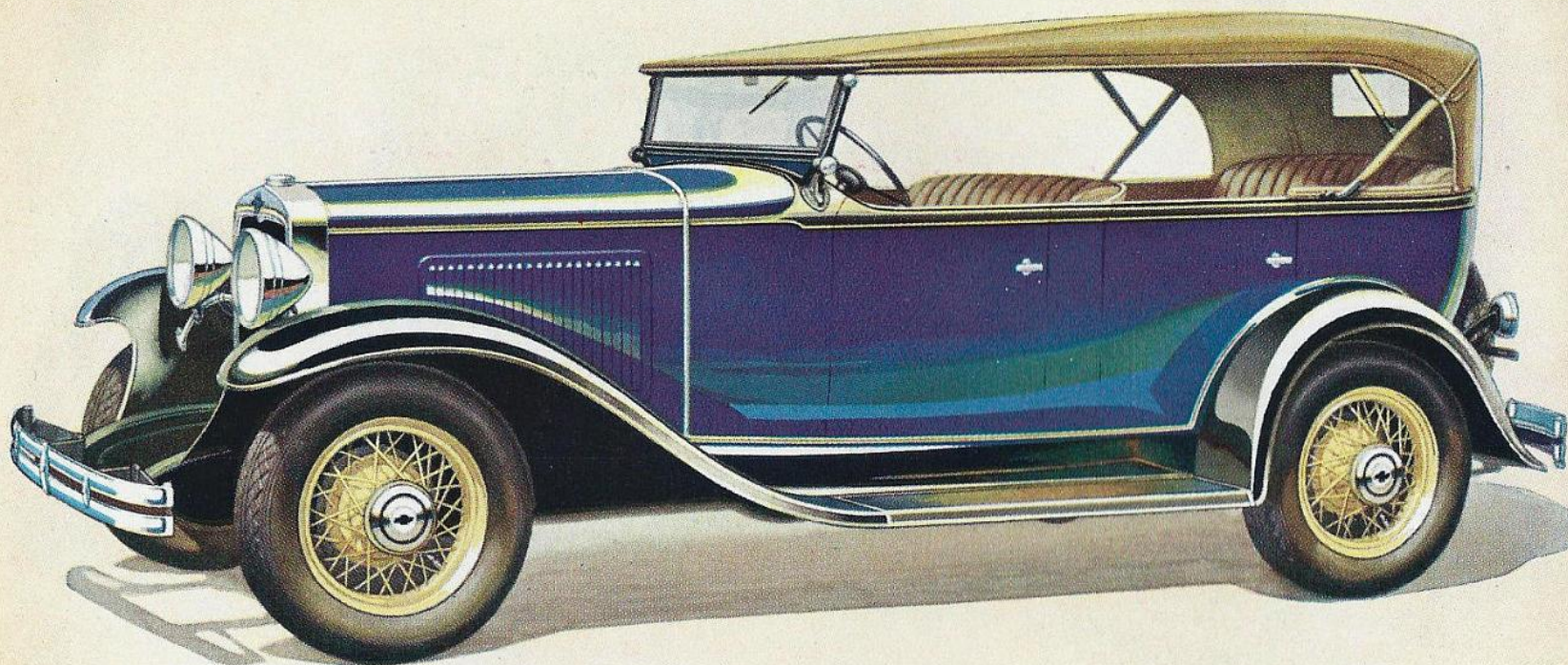


STANDARD ROADSTER—Long, low, racy lines. Longer and wider body. Longer and wider rear compartment—with greater capacity for bundles and packages. New, narrower, more rakish top. Close fitting curtains. Automatic windshield wiper. Colored, pleated upholstery. Weatherstripped doors. Convenient door pockets. Top boot included. Price \$475.

Special equipment extra. All prices f. o. b. Flint, Michigan.



THE GREAT
AMERICAN
VALUE



PHAETON—Longer and wider body. Rear seat unusually comfortable because of new seating angle. Tonneau equipped with robe rail, foot rest and carpet. Top fabric and pleated upholstery harmonize with body color. Top boot standard equipment. Automatic windshield wiper. Fully equipped instrument panel. Convenient door pockets. Price \$510.

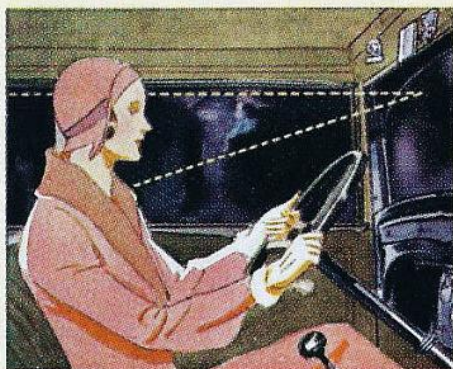
Special equipment extra. All prices f. o. b. Flint, Michigan.



THE GREAT
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Fisher VV Non-Glare Windshield

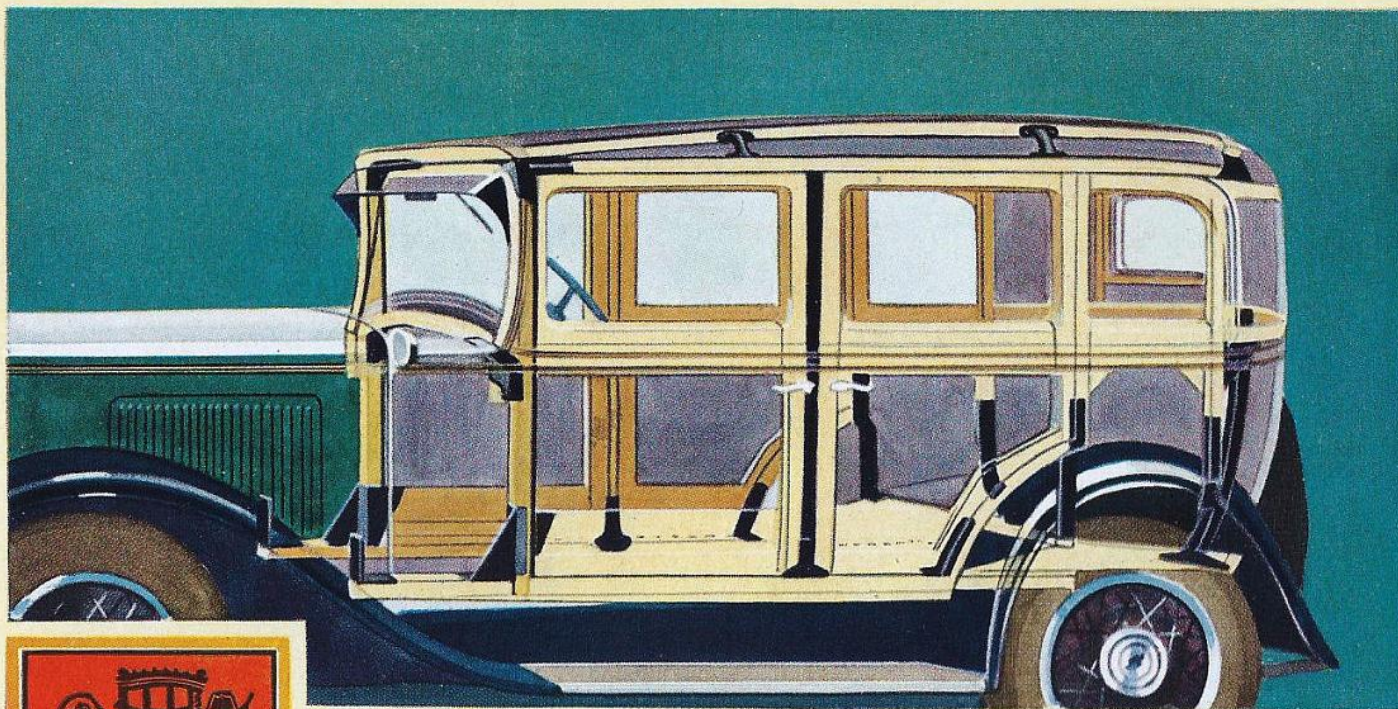


Longer wheelbase and roomier Fisher bodies assure even greater comfort

Into the new Chevrolet Six, Chevrolet has introduced many basic improvements that add to riding ease and comfort. A longer wheelbase for 1931 makes it an easier riding car than ever before. This also permits the use of longer and roomier Fisher bodies. The rear seats on all five passenger models and the drivers' seats in the two passenger models are wider. All closed models have adjustable drivers' seats, form fitting cushions and Fisher VV non-glare windshields.



THE GREAT
AMERICAN
VALUE



The emblem "Body by Fisher" is accepted everywhere as the symbol of beauty, strength, safety and durability in modern coachwork.

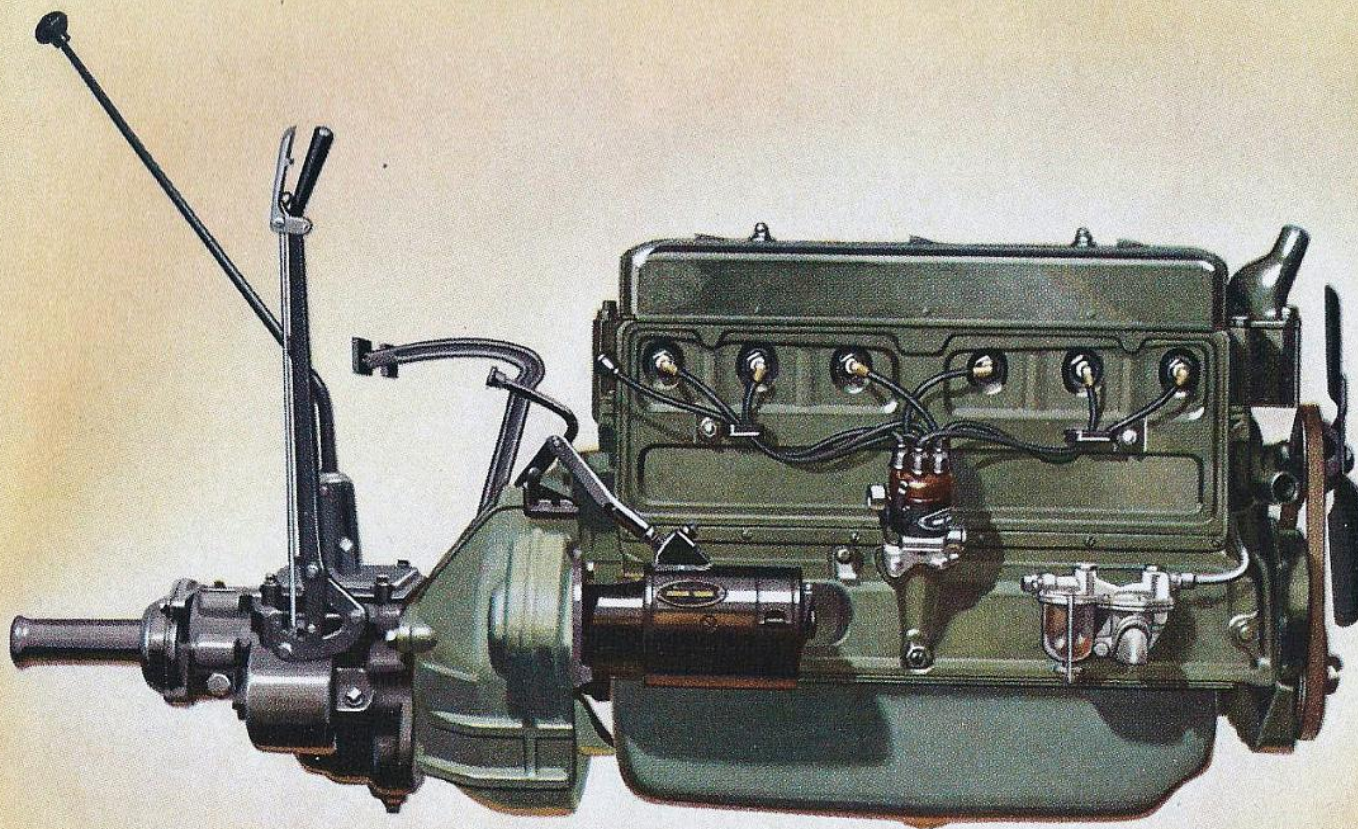
CHEVROLET *offers*

Hardwood-and-Steel Bodies by Fisher

The new Chevrolet Six is the only car so low in price with the great advantage of *Body by Fisher*. Chevrolet-Fisher bodies are of the composite wood-and-steel body construction. This is not only the strongest, safest, most durable type known, but is exactly the same type used in the highest priced cars. A framework of selected hardwood is fortified at all points of stress by staunch steel bracing. Over this strong framework are mounted sturdy steel panels, so that the wood reinforces the steel and the steel reinforces the wood.



THE GREAT
AMERICAN
VALUE



Even smoother, more dependable six-cylinder operation—plus unusual economy

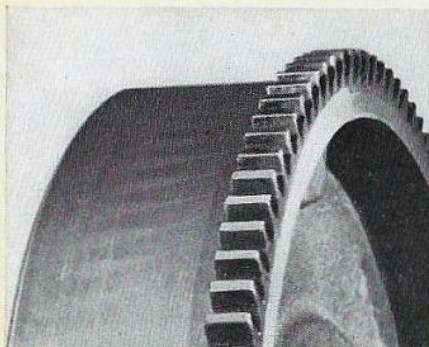
Fine as Chevrolet six-cylinder performance has always been, today it is even finer. Engine operation is smoother, due to a more rigid crankshaft and a more efficient harmonic balancer. Other advancements include an improved fly-wheel and a strengthened cylinder block and crankcase. Thus, Chevrolet has brought out the fullest possibilities of six-cylinder performance—without sacrificing Chevrolet's economy. No other engine costs less for gas, oil or upkeep.



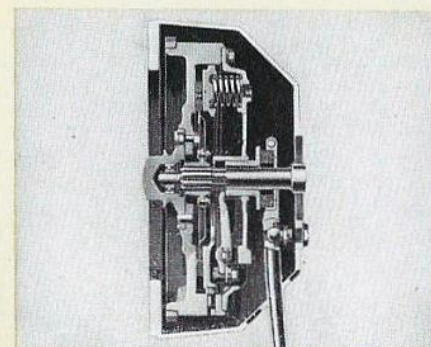
THE GREAT
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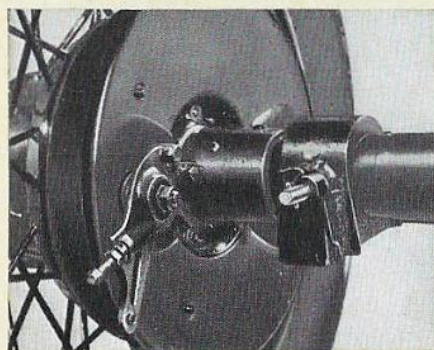
New Easier Steering—A new worm-and-sector steering gear, with 12 to 1 gear ratio and tapered roller bearings, permits easy turning, parking and steering.



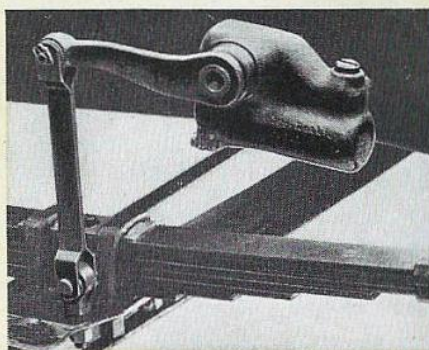
A steel ring on the fly-wheel is provided for smooth, easy engagement of the starting motor gear. This greatly increases the life of this important part.



An Improved Clutch—Many practical improvements made in the Chevrolet clutch bring about effortless gear-shifting. Clutch requires no lubrication.



Fully Enclosed 4-Wheel Brakes—The big, powerful 4-wheel brakes of the Chevrolet Six are fully enclosed, positive in action—and equipped with an especially durable moulded brake lining.



Four Lovejoy Shock Absorbers—In addition to four long semi-elliptic springs with self adjusting spring shackles, the new Chevrolet Six has four improved Lovejoy hydraulic shock absorbers.



New Dash Insulation—Special insulation material has been installed on the dash and beneath the front floor mat to assure greater comfort for driver and passengers, both winter and summer.



THE GREAT
AMERICAN
VALUE



From Every Angle—Bigger and Better

Higher, more pleasing radiator contour; chrome-plated two-beam headlamps of smart parabolic design; new electric horn; new, gracefully curved fenders; new tie bar. De luxe wire

wheels with large chrome-plated hub caps standard equipment; sturdy spare tire carrier on models using five wire wheels; and a new rear cross member cover of neat, clean cut design.



THE GREAT
AMERICAN
VALUE

YOUR PROTECTION



ANY CHEVROLET OWNER

experiencing defective workmanship or material on a Chevrolet car under the terms of Chevrolet's Standard Warranty is invited to call on any authorized Chevrolet Dealer in the United States or Canada where the work will be done at no cost to him.

A Liberal Service Policy

One of the leading advantages of owning a Chevrolet Six is the protection afforded by Chevrolet's Owner Service Policy.

Under the terms of this policy, the Chevrolet dealer selling the car will make a free inspection and adjustment at 500 miles. Any one of Chevrolet's 10,000 dealers anywhere in the United States or Canada will make regular free inspections every thousand miles. And any Chevrolet dealer will make replacements with no charge for parts or labor, as specified in the Owner's Service Policy.

As a result, the Chevrolet owner may move, or travel to any part of the country, and still enjoy the many advantages of Chevrolet's liberal service guarantee.



THE GREAT
AMERICAN
VALUE

SPECIFICATIONS

ENGINE: Six-cylinder valve-in-head type; $3\frac{5}{16}$ " bore; $3\frac{3}{4}$ " stroke.

CYLINDERS: Cast en bloc (including upper half of crankcase). Head detachable.

VALVES: $1\frac{1}{2}$ " diameter intake; $1\frac{1}{2}$ " diameter exhaust.

CONNECTING ROD BEARINGS: 2" diameter; $1\frac{3}{8}$ " long.

CRANKSHAFT BEARINGS: Front $1\frac{1}{8}$ " diameter, $1\frac{3}{4}$ " long; center 2" diameter, 2" long; rear $2\frac{1}{16}$ " diameter, $2\frac{3}{16}$ " long.

CAMSHAFT BEARINGS: Front $1\frac{1}{8}$ " diameter, $1\frac{1}{8}$ " long; center $1\frac{3}{8}$ " diameter, $1\frac{1}{8}$ " long; rear $1\frac{5}{8}$ " diameter, $1\frac{1}{2}$ " long.

OILING SYSTEM: Splash with pressure feed to center main bearing; vane type pump in crankcase; individual oil pockets; oil pressure gauge on instrument panel.

CARBURETOR: Carter, with accelerating pump and venturi choke; accelerating pump with closure for weather protection; AC air cleaner and flame arrester.

FUEL: Mechanical fuel pump; 11 gallon tank in rear of all passenger car models; gasoline gauge on instrument panel.

IGNITION: Delco-Remy with high tension wires water-proofed.

STARTER AND GENERATOR: Delco-Remy.

CRANKCASE VENTILATOR: This unit is combined with the oil filter and is provided with an oil separator. The crankcase fumes are exhausted through this device, then through a pipe extending below the engine underpan.

HARMONIC BALANCER: This device is combined with the crankshaft pulley and consists of a small fly weight driven by the pulley on the crankshaft through relatively flexible driving members.

TRANSMISSION: Selective type; sliding gear; three speeds forward and one reverse; unit power plant construction;

first speed 3.32 to 1; second speed 1.77 to 1; third speed direct; reverse 4.2 to 1.

INSTRUMENT PANEL: Equipped with ammeter, oil gauge, speedometer, theft proof ignition lock, lighting switch, engine heat indicator, carburetor choke, spark and throttle control, gas gauge; indirectly lighted.

CLUTCH: Dry single-plate type with moulded facings, completely enclosed in cast iron housing; requires no lubrication.

COOLING: Harrison hexagon core with brass tubes and short copper fins. Water pump and fan.

FRONT AXLE: Drop forged I-beam; 4 New Departure ball bearings in wheels.

REAR AXLE: Semi-floating type; one piece banjo type pressed steel housing; differential and driving gears in unit; propeller shaft is made integral with pinion shaft by means of a splined sleeve; large rear cover for inspection and adjustment; 6 heavy duty New Departure annular ball bearings; extra heavy spiral cut bevel driving gears.

BRAKES: 4-wheel service internal-expanding type on $11\frac{1}{2}$ " brake drums front and rear; width of service brake lining $1\frac{1}{2}$ ".

WHEELS: 5 wire wheels and rear carrier standard equipment on all passenger models except Special Sedan which has six wire wheels with fender wells and side tire carriers.

TIRES: 4.75"x19" balloons, standard equipment on passenger models.

FINISH: All passenger car models finished in attractive colors; chrome-plated brass radiator shell. Headlamps, tail lamp, headlamp tie bar and cowl mouldings chrome-plated on all passenger models.

DRIVE: Left side; gear-shift and emergency brake lever in center; horn button located on top of steering wheel; foot accelerator and foot rest; dimmer switch

foot operated; spark and throttle controls on instrument panel.

STEERING GEAR: Semi-reversible; worm-and-sector type; the ends of the worm turn in two tapered roller bearings; steering gear mounting bracket riveted to frame; 17" steering wheel of hard rubber moulded on a strong steel frame; three spoke steering wheel; steering gear ratio 12 to 1.

SPRINGS: Long chrome vanadium semi-elliptic type; front 36" and rear 54"; self adjusting shackles; new improved Delco Lovejoy shock absorbers front and rear on all passenger car models.

FRAME: Channel section; 5" deep; width of flange $2\frac{1}{4}$ "; stock thickness $\frac{3}{8}$ "; 4 sturdy cross members.

EQUIPMENT: All cars equipped with alemite lubricating system; theft proof ignition lock; storage battery with composition case; complete tool kit; automatic stop light; rear vision mirror; open cars have curtains that open with the doors; a full vision windshield with rubber weatherstrip and automatic wiper; vibrator horn with chrome-plated face; insulated dash and front floor mat on all passenger models; two beam headlamps with parking bulbs on all passenger models except Sport Roadster, Sport Coupe and Special Sedan which have two-beam headlights, single bulb with cowl lights operated from light switch. All closed models are equipped with military sun visor.

Fisher one piece VV new type windshield with automatic windshield wiper. Adjustable drivers' seats in all closed models; chrome-plated radiator grille on Sport Roadster, Sport Coupe and Special Sedan. Top boot standard equipment on open models.

WHEELBASE: 109".

All prices f. o. b. Flint, Michigan. Special equipment extra.

PRINTED IN U.S.A. BY
EVANS-WINTER-HEBB, DETROIT
Form Adv. C4485-1-131