

for Economical Transportation



Millions of Miles of Constant Testing

to maintain the *outstanding quality and dependability* of
The Chevrolet Six



This ingenious device accurately weighs the pressure required to operate the clutch pedal of the Chevrolet Six.

In spite of the fact that a million Chevrolet Sixes have already been placed in the hands of owners, and have proved their performance and stamina by billions of miles of service over every type of highway.

final—is one of the fundamental reasons for the overwhelming popularity of Chevrolet cars. For in no other way is it possible to make the Chevrolet Six so sound in design and materials—so dependable in performance—and so economical to operate!



The decelerometer records the rate the new Chevrolet Six slows down at any pressure on the brake pedal.

—the Chevrolet Motor Company continues to take new Chevrolet Sixes from the assembly line at the factory and subject them to pitiless testing on the roads of the General Motors Proving Ground!

If you are considering the purchase of a car, come in and see the new Chevrolet. You will find that it is more than a Six in the price range of the four. *It is a finer car than you ever thought possible in the low-price field!*

This passion for proof — this consistent refusal to accept any tests as

The Roadster, \$525; The Phaeton, \$525; The Coach, \$595; The Coupe, \$595; The Sport Coupe, \$645; The Sedan, \$675; The Imperial Sedan, \$695; Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1½ Ton Chassis, \$545; 1½ Ton Chassis with Cab, \$650.
 All prices f. o. b. factory, Flint, Michigan



29-375-48

A fifth wheel speedometer accurately measures speed and mileage on all Chevrolet test runs at the Proving Ground.



To prove Chevrolet fuel economy, an apparatus like a huge graduated "bottle" measures the gasoline, drop by drop.



The effort required to steer the Chevrolet Six is accurately measured at the Proving Ground by means of this "second" steering wheel.



The instrument illustrated above records the pressure necessary to apply Chevrolet brakes to insure easy, positive brake action.

WM. RUEHL & CO.

120 North First Street

Telephone 1110

A SIX IN THE PRICE RANGE OF THE FOUR