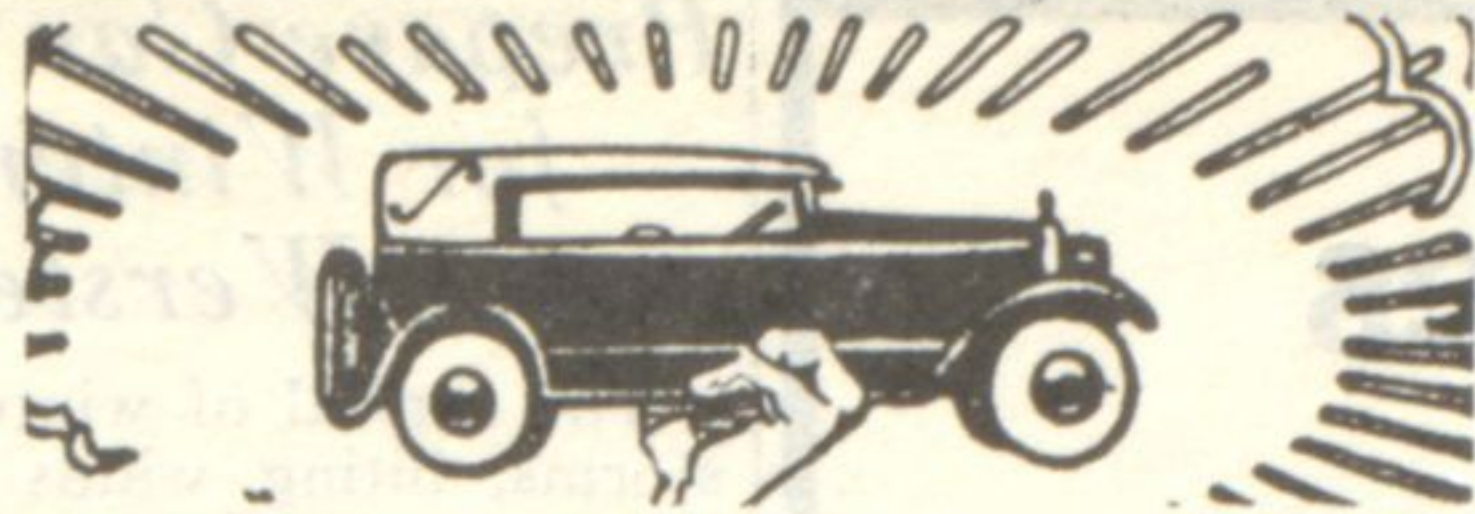


NORTH SHORE



MOTOR NEWS

CHEVROLET TURNING OUT 6 CYLINDER MOTOR CAR

Company Announces An Important Manufacturing Step— Delivery is Set for January

Chevrolet has jumped into the field of "Sixes," the announcement being made that the outstanding Chevrolet has just been introduced. It is pointed out that this step has been made possible by the tremendous production and sales volume. The Six remains in the same price range as the Four.

W. S. Knudsen, president and general manager of Chevrolet, states that the sensational public reception accorded the car in recent years has enabled Chevrolet at this time to offer the added power, speed and smoothness of six cylinder performance at practically the same prices that contributed so much to the world-wide popularity of the four.

Preparations for the greatest year in its history are now being made by the

Chevrolet Motor Company. Production of the new car was started last week and the company's fifteen giant factories across the country will be turning out cars to be shipped to dealers by December 15. Deliveries to the public will start January first.

High Compression Motor

In its new offering Chevrolet has retained the highly successful valve-in-head principle. The motor is of the high compression type with a non-detonating head and develops 32 per cent more power than its famous predecessor; its acceleration is measurably greater and its speed has been stepped up to satisfy maximum requirements. The piston displacement is 194 cubic inches.

Despite this greatly improved performance standard, thousands of miles of testing under every road and weather conditions at the General Motors Proving grounds in addition to many cross country runs, have shown that the new Chevrolet engine will operate with an economy averaging better than 20 miles to a gallon of gasoline.

The motor develops 46 horse power at low engine speed and as a result of the automatic lubrication of the valve

mechanism the motor is exceptionally quiet throughout the entire speed range.

Color Range is Wide

From an appearance standpoint as well as from inherent design, the car is completely new with a wide range of attractive colors and fine care appointments formerly found only on the more expensive makes.

Advance showings of the new Chevrolet line will be held in leading cities strategically located throughout the country beginning November 24 and continuing until December 22. First deliveries to purchasers will start January first. No deliveries will be made prior to that time, officials stated. The advance showing in Chicago, will be on December 1-6, in the Pure Oil building, Wacker Drive and Wabash avenue.

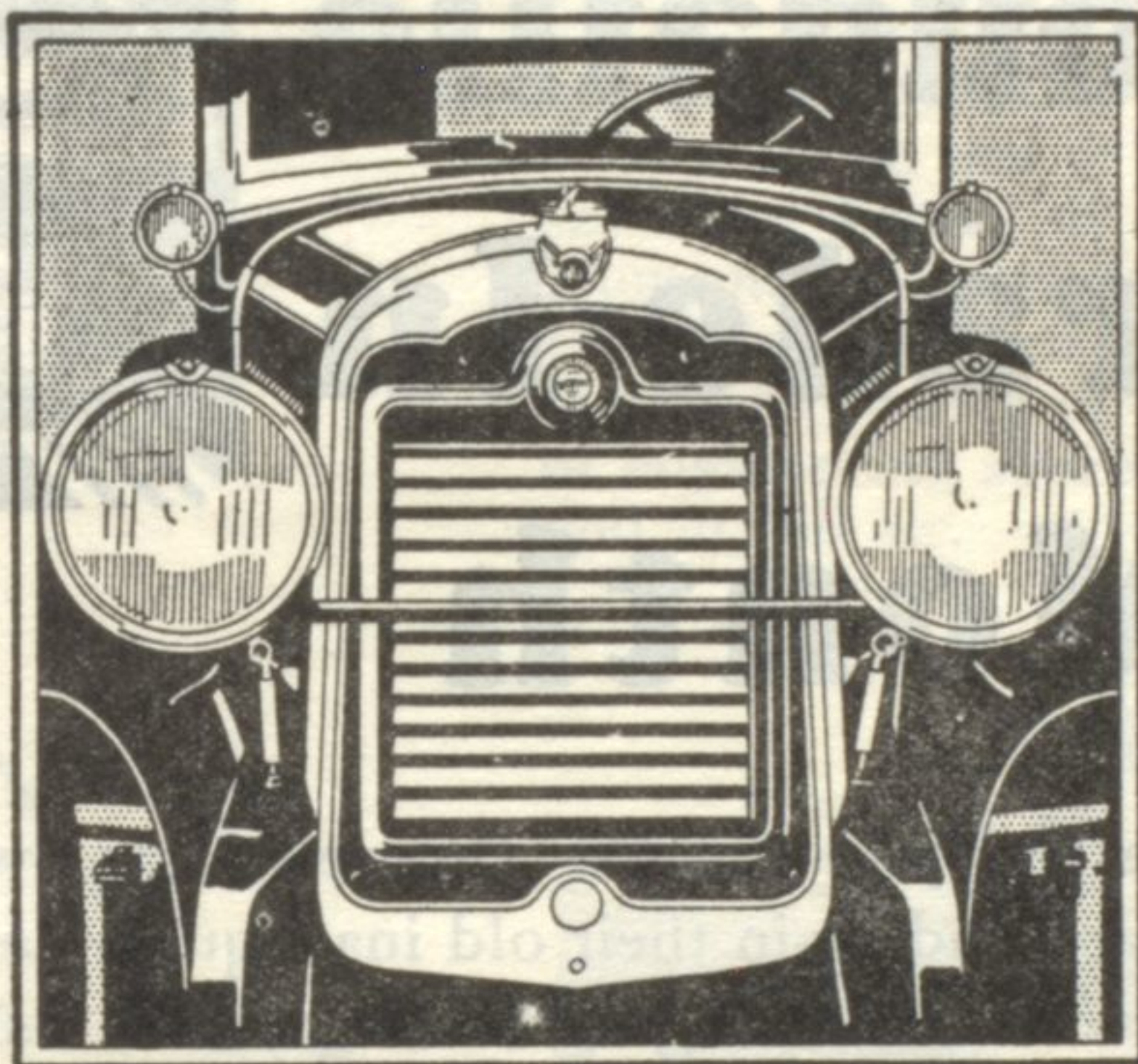
Richardson's Garage of Winnetka is the Chevrolet distributor.

British Company Is Formed by Ford; \$35,000,000 Concern

The Ford Motor company has formed a \$35,000,000 British company to be known as the Ford Motor company, Ltd., which will acquire all Ford's European subsidiaries. It is announced that 40 per cent of the capital stock of the new concern will be offered to the public.

A new plant will be erected at Dagenham, Essex, England, with capacity of 200,000 cars annually. The factory at Cork, Ireland, will be devoted exclusively to the production of tractors with the entire Fordson plant at Detroit moving to Ireland.

Sir Percival Perry, chairman of the new Ford company, who introduced the first Ford car into this country, said that Henry Ford and Edsel Ford will be on the board of directors.



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