

NORTH SHORE  MOTOR NEWS

New Chevrolet Six Exhibit Attracts Crowds in Chicago

The establishment of a new record for attendance at the advance showing of a new automobile in Chicago has been scored by Chevrolet. The exhibit of the new six cylinder Chevrolet at the Pure Oil building attracted 155,000 people, many of them north shore enthusiasts, according to a report by L. K. Cooper, regional sales manager.

Incidentally and of big importance it was announced that 3,153 orders were taken for preferred delivery, which is a demonstration of the popularity of the new Chevrolet. More than 500 dealers from the northwest and middle west, in addition to several hundred salesmen from outlying communities, were among the thousands who took advantage of the opportunity to see the cars before deliveries to the public get under way January 1.

Although Chevrolet originally planned only for eleven major advance showings of the new six-cylinder car, the tremendous interest which has been excited throughout the country to see the new car has made it necessary for the company to plan fifty additional advance showings in other important centers.

When it was decided that the advance showings should take in more territory so that no large center would be overlooked prior to the nation-wide exhibit December 29, Chevrolet's big sales force went into immediate action.

Road Tips

Road conditions in Illinois as reported by the Chicago Motor club follow:

Dixie highway is closed to traffic between 159th street and South parkway. Traffic is detoured east on 159th street to South parkway and south to Dixie highway in Homewood. Through traffic should use Illinois-1 which avoids this detour entirely.

Illinois-6—Detour at Westchester; follow marked detour over Pusheck road, south to 22nd street, follow this west to Mannheim road or Illinois-46, follow this north to Illinois-6.

Belvidere to Poplar Grove via Illinois-76—This new highway now connects these towns and is all open except for a short detour in Belvidere, where a new bridge is being installed.

Cars from the Flint factory are being loaded and rushed by express. Dealer organizations in each of these places, working smoothly in every instance, have selected centrally located exhibit places.

Information is received that the showing in New York and Detroit attracted enthusiastic and admiring throngs. In New York 15,000 attended the exhibition in a single day and one of those who gave the new six the once over was Vice-President Charles G. Dawes, who resides in Evanston.

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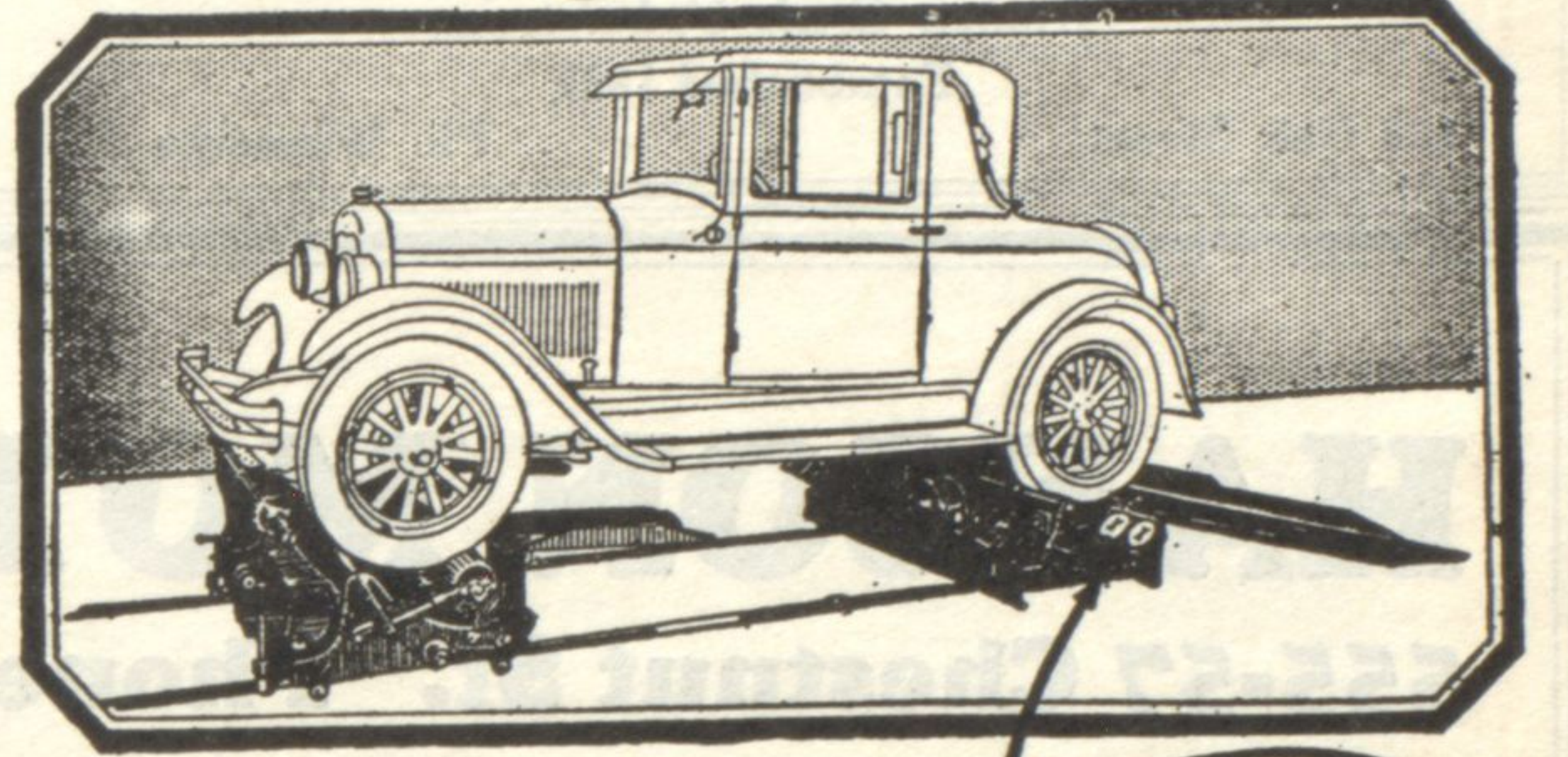
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