

Mother, Father, Sister, Brother,
all have their own reasons for preferring
THE NEW 1937 CHEVROLET
The Complete Car - Completely New



"It's much more comfortable . . . I just wouldn't be without Chevrolet's Knee-Action Gliding Ride* . . . and Genuine Fisher No Draft Ventilation."

ALL THESE FEATURES
ARE FOUND ONLY
IN THIS ONE LOW-
PRICED CAR.



"All my friends compliment me on its Diamond Crown Speedline Styling. They say it's the smartest car on the street. And it's such a comfort to have Safety Plate Glass All Around."



"I'm all for its High-Compression Valve-in-Head Engine . . . Saves me a lot of money on gas and oil . . . And the whole family feels a lot safer in its new All-Silent, All-Steel Body with Solid Steel Turret Top and Unisteel Construction."

FOR ECONOMICAL TRANSPORTATION



CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installment Plan—monthly payments to suit your purse.



"I like its greater pep and power . . . and its Shockproof Steering* . . . And boy, those Perfected Hydraulic Brakes of Chevrolet's are certainly 'tops' for stops!"