



Leadership in PERFORMANCE Chevrolet's improved valve-in-head engine. Easier steering. Synchromesh gears and completely new clutch.

Leadership in ECONOMY

C.10.27

More value for money. Greater petrol economy through improved carburction. Lowest possible servicing expense.

Leadership in SAFET

Perfected Hydraulic Brakes. Unisteel body construction with Turret-Top and Safety Plate Glass all round.

Leadership in COMFORT

Wider seating. More head and leg room. No-Draught Ventilation. Knee-Action for the world's smoothest ride.

Leadership in BEAUTY

Enhanced grace of line. Luxurious interior appointments. Rich leather upholstery. Pleasing colour harmonies.

Leadership in DURABILITY

Improved valve-in-head engine, Unisteel Turret-Top body, Box Girder Chassis Frame freed from shock by Knee-Action enhance Chevrolet's 27 year old reputation for durability and higher trade-in value.

Business Coupe £310 Sedan £335 Touring Sedan £360 De Luxe Touring Sedan £399
For the buyer who wishes to purchase out of income, convenient terms may be arranged on the Confidential General Motors Instalment Plan through General Motors Acceptance Corporation.

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OF INTEREST TO RADIO ENTHUSIASTS.

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