

CANADA'S LARGEST AND FINEST LOW-PRICED CAR!

**NEW
1951**

Chevrolet

INTRODUCING THE FIRST FULLY-AUTOMATIC TRANSMISSION IN THE LOW-PRICE FIELD



**See it
TODAY!**

The Smart New Styline De Luxe 4-Door Sedan

**Refreshingly
new**

**IN ALL THE THINGS
YOU WANT!**



NEW!

Longer, lower, wider
big-car look!



NEW!

Strikingly smarter
Fisher Body styling!



NEW!

Luxurious Modern-
Mode interiors!



NEW!

Jumbo-Drum brakes—
larger than ever!



NEW!

Glare-proof Safety-Sight
instrument panel!



NEW!

Improved, easier
Centre-Point steering!



Naturally Chevrolet, the leader, brings it first to the low-price field! Yes, a completely automatic transmission — the greatest contribution to driving ease in the history of the motor car — can be yours now, in 1951 Chevrolet with POWERGLIDE!*

Now you can drive all day, touching nothing but steering wheel, brake and accelerator! There is no clutch pedal. And POWERGLIDE saves car as well as driver. In normal driving no gears ever shift, for POWERGLIDE is a torque converter drive. Wear is reduced, efficiency increased.

New outside! New inside! Refreshingly new in feature after feature! That's Chevrolet for 1951. Now the largest and finest

car in the low-price field looks even longer, lower and wider!

And this new Chevrolet brings you extra-sturdy, extra-rugged, extra durable Chevrolet construction. It brings you more thrilling and more thrifty performance from your choice of Valve-in-Head power plants — the 92 h.p. engine with conventional transmission models and the most powerful engine in Chevrolet history, a new 105 h.p. engine with POWERGLIDE-equipped models.

Come in — make a thorough inspection of this, the finest motor car the leader has ever built. See it at your earliest convenience!

*Optional on De Luxe models at extra cost.

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!



A GENERAL MOTORS VALUE

LONG MOTORS LIMITED

CORNER 3rd AVE. and 7th ST.