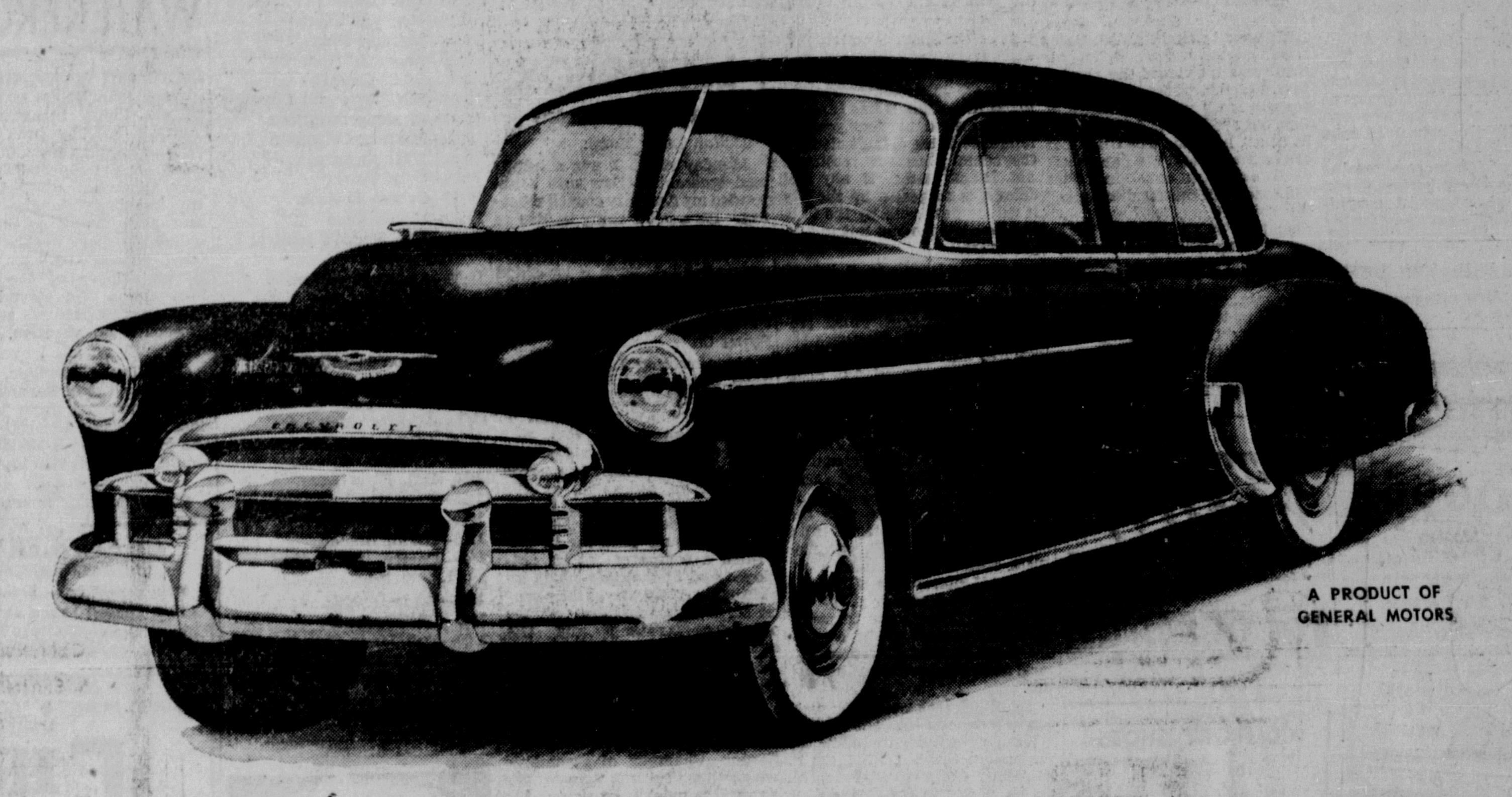
## 950 CHEVEOLET

FIRST...and Finest...at Lowest Cost!



Chevrolet for '50 brings you the best of everything at lowest cost...
greater beauty... finer performance with economy...
outstanding driving ease, comfort and safety!

Here in Chevrolet for 1950 are the finest motor cars and the finest values the leader has ever offered to the motoring public of Canada.

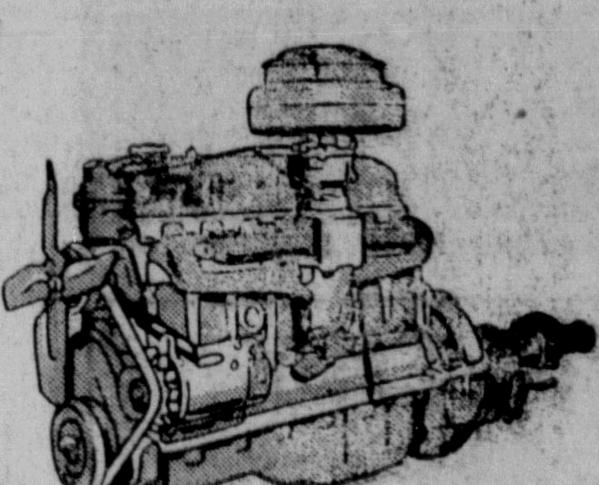
These thrilling new Chevrolets are available in 11 surpassingly beautiful Styleline and Fleetline body types. They are powered by a greatly improved engine — described in detail elsewhere on this page — which still further advances their renowned performance and economy. And these new Chevrolets also bring you quality feature after quality feature of styling, riding comfort, safety and dependability ordinarily associated with higher priced cars, but found only in Chevrolet at such low prices and with such low cost of operation and upkeep.

Come in. See these magnificent new Chevrolets for 1950 - the smartest,

liveliest, most powerful cars in all Chevrolet history. See them and we believe you will agree that they stand out as being FIRST . . . AND FINEST . . . AT LOWEST COST!

## HIGHLY IMPROVED, MORE POWERFUL VALVE-IN-HEAD ENGINE! WITH POWER-JET CARBURETOR AND LARGER EXHAUST VALVES

The fine Chevrolet engine now made even finer . . . bringing you more power, faster pick-up, greater overall performance . . . plus the outstanding economy for which Chevrolet has always been noted. New Power-Jet Carburetor not only improves performance, but provides faster warm-up — saves gas! Better low-speed performance and improved operation on hills are further features of this great new version of Chevrolet's world's champion valve-in-head engine.



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