

Man's Conquest of Time



The progress of mankind, from the earliest recorded ages, has been marked, by a ceaseless struggle against the limitations of time and space.

Civilization is mutual interchange of thought and the product of thought. This interchange demands transportation, hence the development of civilization has paralleled the improvements in transportation.

A useful lifetime should not be measured in hours lived, but in deeds done. Doubling man's productive capacity offers the same net result as doubling his period of usefulness or doubling the number of producers.



More than any other single factor of civilization, the automobile has multiplied the producing power of man, by decimating time and distance, and by providing a broad and flexible means for the transportation of men and their products.



The amazing growth of the automobile industry could not have been, had not the automobile more than justified itself as an economizer of manpower, a stimulator of production and a creator of wealth.



for Economical Transportation



epitomizes the progress of the industry to date along the line of maximum economy consistent with modern requirements as to engineering efficiency and satisfactory quality. The wonderful increase in our sales proves that Chevrolet is leading in the evolution of individual transportation which measures and records the progress of civilization.

Prices F. O. B. Flint, Michigan

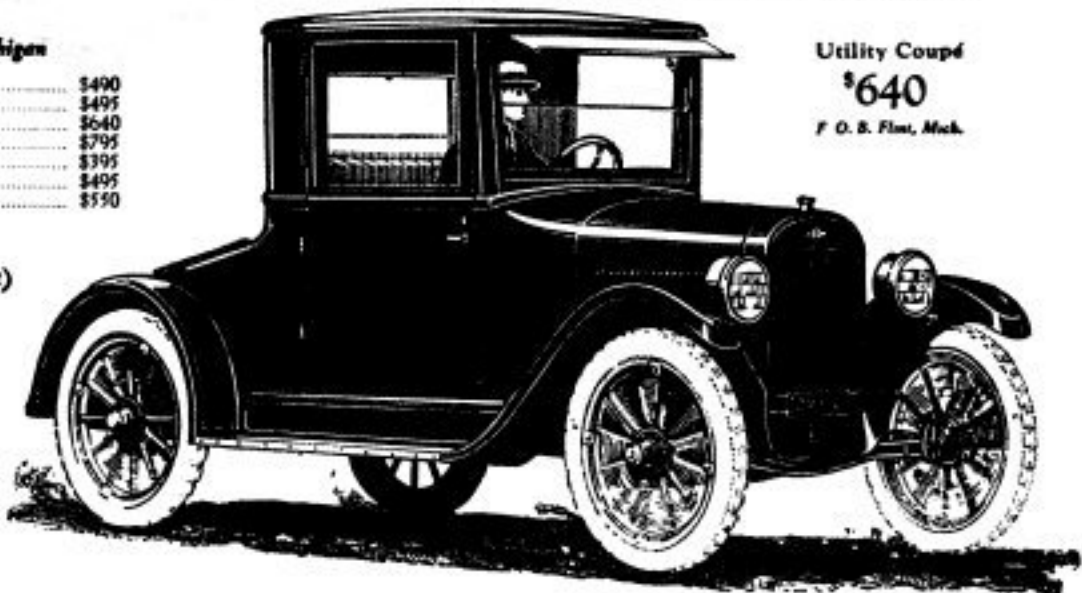
Superior Roadster.....	\$490
Superior Touring.....	\$495
Superior Coupe.....	\$640
Superior Sedan.....	\$795
Superior Commercial Chassis.....	\$395
Superior Delivery.....	\$495
Utility Express Chassis.....	\$550

Utility Coupe

\$640

F. O. B. Flint, Mich.

(Dealer's Name Here)



Is Your Wife Marooned During the Day?

Have you ever considered what is meant by the hundreds of cars parked in the business sections during working hours?

Most of them carried business men to work, leaving their wives and families at home, marooned because the family's one car is in daily use by the husband and father.

That is one reason why architects and builders now find that all suburban and many city homes must be provided with twin garages. The Chevrolet Utility Coupé with high-grade body makes an ideal extra car, especially in combination with a 5-passenger touring or sedan.

The wife finds it of every day utility for shopping, calling, taking the children to school in bad weather, etc.

Its price and upkeep are low yet the quality is high.

for Economical Transportation



Utility Coupé

\$640

f. o. b. Flint, Mich.



Superior Roadster.....	\$490
Superior Touring.....	\$495
Superior Coupe.....	\$640
Superior Sedan.....	\$795
Superior Commercial Chas.....	\$795
Superior Delivery.....	\$495
Utility Express Chassis.....	\$550

Prices f. o. b. Flint, Mich.

The All-Year Car for Every Family

for Economical Transportation



Chevrolet is leading in the great shift of public demand to closed cars because this company has the world's largest facilities for manufacturing high-grade closed bodies and is therefore able to offer sedans, coupés and sedanettes at prices within easy reach of the average American family.

Six large body plants adjoining

Chevrolet assembly plants enable us to make prompt deliveries of the much wanted closed cars.

As soon as you realize that your transportation requirements demand the year 'round, all weather closed car, see Chevrolet first and learn how fully we can meet your requirements at the lowest cost obtainable in a modern, high-grade closed automobile.



Superior Roadster.....	\$499
Superior Touring.....	\$499
Superior Coupe.....	\$649
Superior Sedan.....	\$795
Superior Commercial Chas.....	\$795
Superior Delivery.....	\$495
Utility Express Chassis.....	\$529

All Prices f. o. b. Flint, Mich.

5-Passenger Sedan \$795 f. o. b. Flint, Mich.

House-to-House Folder

A new edition of the most popular piece of printed matter ever gotten out by Chevrolet Motor Company. Nineteen million of the previous edition were dis-

tributed by the Chevrolet dealer organization.

The new folder is still more attractive. Life and interest are added to the illustra-



The Lowest-Priced Quality Automobile

Nothing compares with Chevrolet. More Than a Million Owners Prove It!

An Essential Possession

CHEVROLET

SPECIFICATIONS OF THE 1923 SUPERIOR Line

ENGINEERING SPECIFICATIONS

CONSTRUCTION AND MATERIALS

MECHANICAL EQUIPMENT

PAINTS AND FINISHES

WARRANTY

SALES AND SERVICE

MAIN QUALITY FEATURES

STANDARD EQUIPMENT

SALES AND SERVICE

Put your name and address in this folder here

795



THE biggest health insurance for the whole family is a Chevrolet.

In a few minutes it transports you from the dust and noisy atmosphere of the city to the open, invigorating air of the country. The shade of factory windows, the rattle and bang of trucks and the moderate air conditioning city signs and sounds are left behind, and replaced by the fresh and inspiring view of green fields, budding orchards, cheering songs of birds, breathing of roses, the new color of wild flowers, and the sound of new-mown hay.

What better is good as a picnic lunch under the shade of the trees or under a tent at a picnic ground than the sport of a Chevrolet?

495



Winning the World

with

CHEVROLET

An Essential Possession

Of Washington's Birthday, February 22, 1923, the Chevrolet Motor Company made and shipped 93 automobiles, being one of the three manufacturers in all the world to attain such a total production.

This striking proof of the satisfaction given to the American public by our product is the more impressive when it is realized that Chevrolet is not the lowest-priced automobile maker, but is the lowest-priced quality automobile.

It proves that the most-reputed engineering people in the world—the American people—desire and use the quality more than price.

The Chevrolet policy is to insure quality first—this set the price as low as good volume production and sales will permit. The construction of this policy is shown by the fact that in 1922 Chevrolet sales jumped from seventh place to second, and in the latter part of that year to numerous parts of the United States, as first place.

In economy of operation Chevrolet is unsurpassed. Its engineering design and construction have kept pace with progress, and overcome the difficulties due to the present low-grade motor fuel now in use.

In comfort and beauty it leads in the low-priced field. This is particularly true of the closed cars, which have highest grade bodies designed and built for comfort in all weathers, hand-operated apparatus, and luxuriously convertible tops, weather-proof cushions to open, and comfort.

Having the world's largest manufacturing capacity for high-grade closed cars, we are able to offer the almost per dollar of value in this specific grouping.

No matter what car you get or what Chevrolet folder you receive, you get the same Chevrolet folder.

640



Chevrolet Motor Company

DETROIT, MICHIGAN

Division and Service Stations Everywhere

490



WITHOUT ceasing the daily utility of a Chevrolet for going back and forth to work, shopping or taking the children to school, etc., its value in saving doctors' bills, broadening your mental horizon and keeping the whole family physically fit, amounts to more than the rest of the car and its outfit.

It is more an essential to the modern family than anything else has a home. In fact, it makes possible the suburban or country home by being the bridge of rational wealth.

It saves you money by saving valuable time. It also affords the advantage and pleasure of transporting your family to fellow-workers and your luggage or work at the same time, making you independent of taxis, time tables, messes and street car highways.

If you lack an automobile you are behind the march of progress. If you lack a Chevrolet, you are behind the revolution of economical transportation.

640



tions of all Superior passenger models by showing them in actual use. The reading matter sells economical transportation, health and happiness instead of only dry, mechanical features. Specifications are on the back page. 8½"x11". Printed in rotogravure style on India tint stock.

For distribution in house-to-house can-

vassing in cities and in farm districts and for handing out on all occasions.

Free. Order from your Zone Office. Delivery in 2 to 5 days. You should have your local printer imprint your name and address in the space left for this purpose on the fourth page, or you can use a rubber stamp.

Foreign Language House-to-House Folders

Many foreigners appreciate receiving literature written in their native tongue. Many cannot read English, so these folders enable you to get your story before this fertile class of prospects.

Printed in rotogravure style on India tint stock, illustrating, describing and giving specifications of all Superior pas-

senger models. 8½"x11". Comes in Swedish, German, Mexican-Spanish, Jewish, Japanese, Polish and Italian.

Free. Order from your Zone Office. Delivery in 2 to 5 days. Space is left for your imprint which you can put in with a rubber stamp, or give to your local printer to handle.



Double Your Happiness—Economically

Satisfy your craving for a home and a place for the youngsters to play. Live at less cost in an uncongested section far from the noise and dirt of city traffic and factories.

The lower cost of living and the saving in doctor's bills will offset the cost of operating a Chevrolet for going back and forth to work, shopping or taking the children to school.

for Economical Transportation

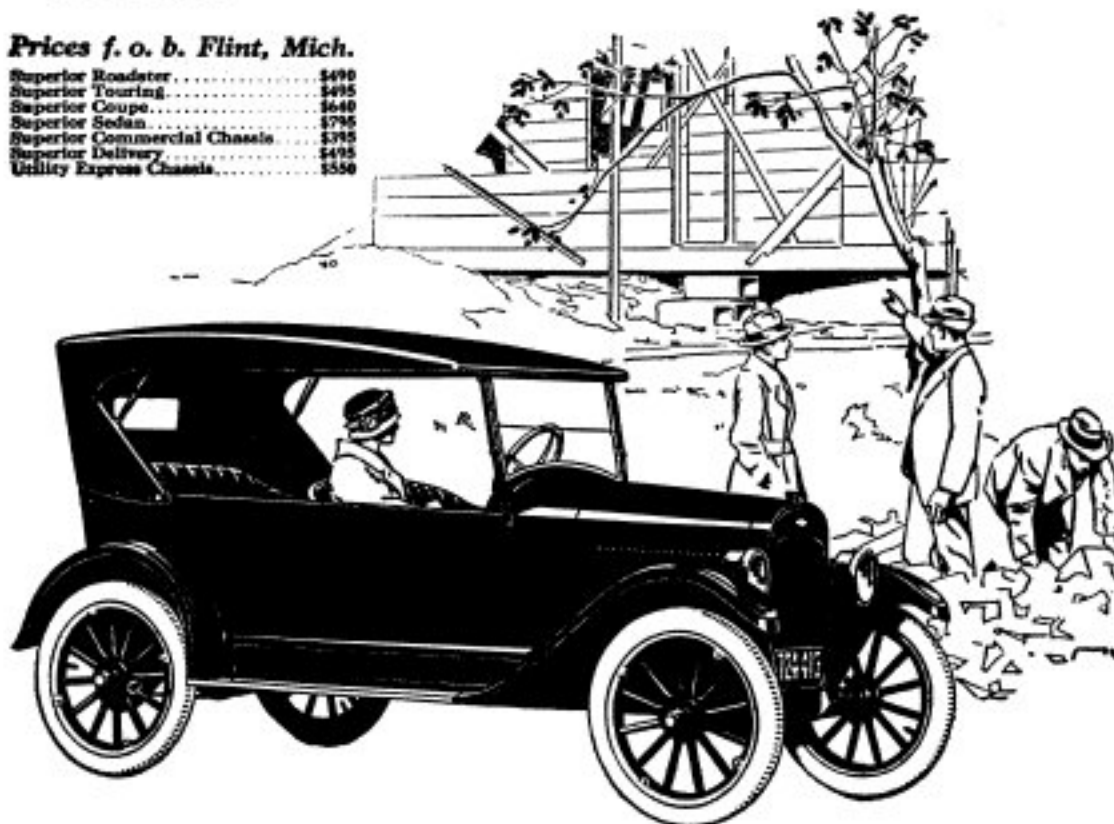


besides being economical to buy and maintain, is a quality automobile anyone can be proud to own. It is modern in appearance and construction. It is so easy to drive that any member of the family can use it.

Call at our showrooms and inspect this automobile which has doubled the happiness of thousands of families at little, if any, added cost.

Prices f. o. b. Flint, Mich.

Superior Roadster.....	\$490
Superior Touring.....	\$495
Superior Coupe.....	\$640
Superior Sedan.....	\$795
Superior Commercial Chassis.....	\$795
Superior Delivery.....	\$495
Utility Express Chassis.....	\$550



The Eyes of the World Are On



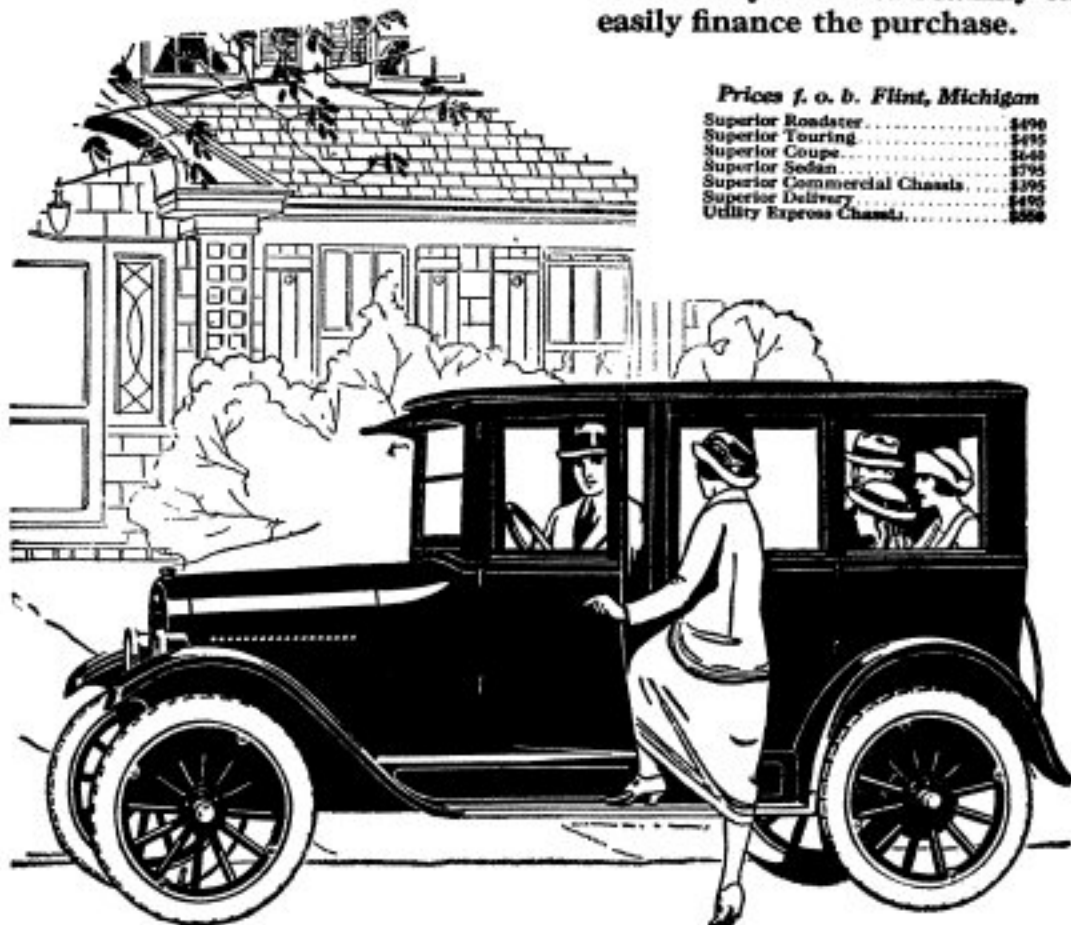
for Economical Transportation

The remarkable rise of Chevrolet proves that the Chevrolet Motor Company has correctly gauged the shift of public sentiment towards the most economical unit of transportation which also meets modern requirements as to quality.

Call at our showrooms, inspect the much-talked-of SUPERIOR models, and see why Chevrolet jumped from seventh to second place in sales. Learn how much daily utility and year 'round health and happiness you can obtain for a sum so low that almost any American family can easily finance the purchase.

Prices f. o. b. Flint, Michigan

Superior Roadster.....	\$490
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Superior Delivery.....	\$490
Utility Express Chassis.....	\$500



Save an Hour a Day With a



for Economical Transportation

Leave your suburban or country home half an hour later and get home half an hour earlier. Avoid waiting for crowded cars or trains. The hour a day saved can be devoted to healthful gardening, or riding around with your family, or saving or making extra money.

Chevrolet provides individual transportation at the lowest average per-mile cost. It is easy to finance the purchase of a Chevrolet. Quality construction insures long life and freedom from repairs. High mileage on gasoline, oil and tires reduces operating expense to a minimum. Call and see this remarkable car.

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