

RUSSELL-HART
CHEVROLET INC.
604 EXCHANGE ST.
GENEVA, N. Y.

A large, ornate decorative flourish in a dark ink, featuring elegant, flowing lines that form a frame around the central text. The flourish starts with a large loop on the left, curves upwards and across the top, and then curves downwards and across the bottom, ending in a smaller loop on the right.

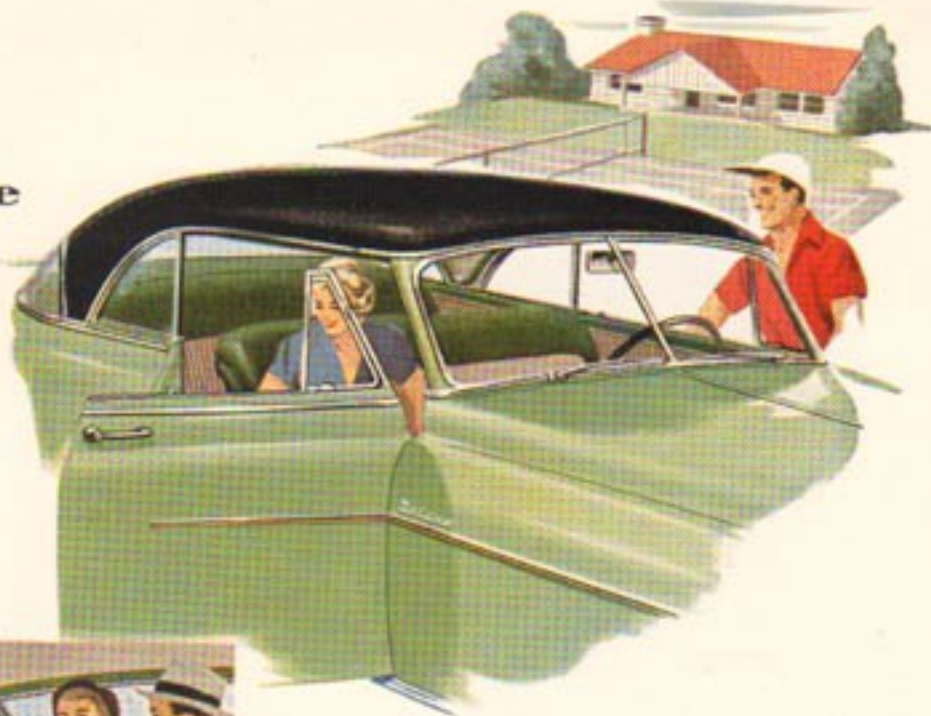
The Beautiful
BEL AIR

A Magnificent New Chevrolet Model for 1950

*A*n advanced New Body Style

Exclusive to Chevrolet in the Low-Price Field

It's not a convertible . . . the top is sturdy steel. It's not a conventional coupe . . . the treatment is entirely different. Combining the advantages of both convertible and coupe, the *Bel Air* is a new concept in motor car design . . . the most exclusive and distinguished model in the low-price field!



OPEN TO THE SUMMER BREEZE

The windows may be individually adjusted to suit your convenience. Like a convertible, the *Bel Air* has no side posts and may be thrown open to the summer breeze.



SNUG AGAINST THE WINTRY WIND

Like a coupe, the *Bel Air* keeps you warm against the wintry wind. Here the rear quarter window, which operates independently, is raised.



Falcon Gray top, Moonlite Cream body, Black upholstery leather.

*A distinctive selection
of color harmonies*

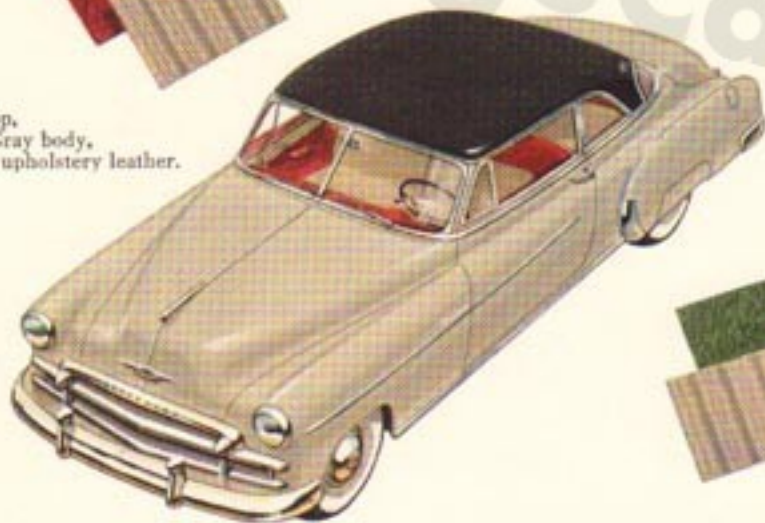
In addition to the especially created color combinations illustrated, the Bel Air is available in solid black with red upholstery, giving you five color choices.



Grecian gray top,
Windsor Blue body,
Blue upholstery leather.



Falcon Gray top,
Grecian Gray body,
Red upholstery leather.



Black top,
Mist Green body,
Green upholstery leather.



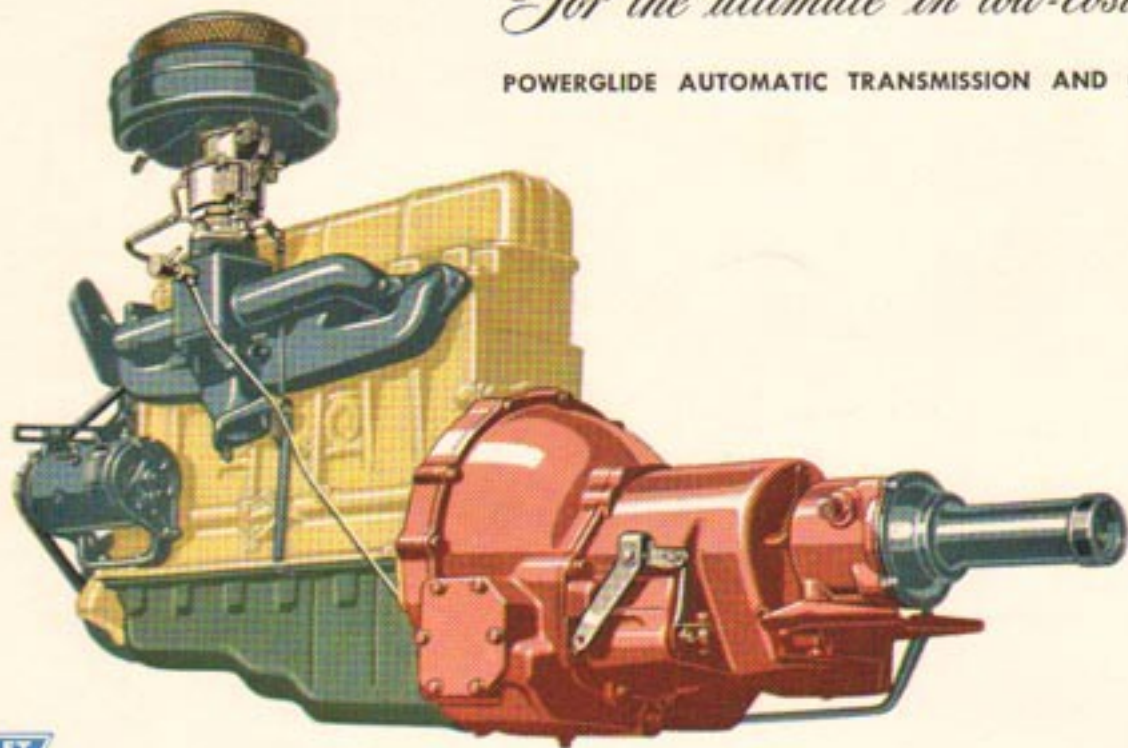


*Truly luxurious
appointments*

Seats are upholstered in two-tone combinations of rich leather and fine pile-cord fabric. Leather colors harmonize with exterior body colors.

For the ultimate in low-cost motoring . . . THE Bel Air WITH

POWERGLIDE AUTOMATIC TRANSMISSION AND CHEVROLET'S NEW 105-H.P. VALVE-IN-HEAD ENGINE



With Chevrolet's own automatic transmission coupled to the engine with the highest horsepower rating in the low-price field, the Bel Air offers you performance even more advanced than its appearance.

This exclusive new Chevrolet development in automatic driving . . . optional at extra cost . . . brings you wonderful new ease, simplicity and safety of control with no loss of all-round driving economy. There is no clutch, no gearshift, no direct mechanical connection between engine and axle. You move smoothly and silently through all speed ranges without the work of gearshifting.

With either automatic or standard transmission, the Bel Air combines an entirely new note in styling with the quality, dependability, driving ease and economy that is characteristic of Chevrolet.

The right is reserved to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

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