

The

1950 ROAD DEMONSTRATION IS

your chance to



**DRIVE HOME
THE FACTS!**

The greatest MASS road
demonstration ever seen—

—takes place daily along the
highways and byways of America—

—as millions of Chevrolet
owners and users

—DRIVE HOME THE FACTS
that win the greatest public
acceptance in the history of
the industry!

To turn more prospects
into customers—

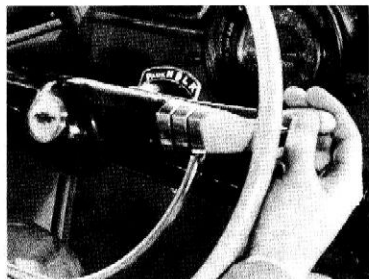
—and more demonstrations into sales—

LET THE PROSPECT KNOW . . .
LET CHEVROLET SHOW . . .
LET AGREEMENT GROW . . .

During EVERY Road Demonstration!

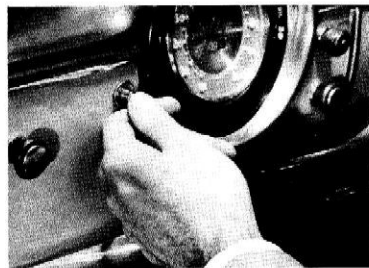
DRIVE HOME THE FACTS BY USING A PLANNED DEMONSTRATION

Performance!



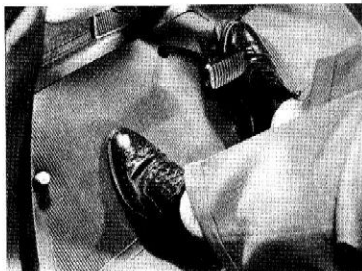
SIMPLIFIED CONTROLS. With the control lever in "Drive" position, the new Chevrolet with POWER-glide is ready for all straight-ahead, "stop and go" driving. This frees the driver to concentrate his attention on road and traffic conditions, since he has only to steer the car and apply the brakes or step on the gas as needed. Chev-

rolet's performance improves driver performance with these simplified controls which permit one easy motion to instantly place the car in either park, neutral, drive, low, or reverse position.



POSITIVE STARTING. With the control lever in "Neutral," Chevrolet's push-button starter goes into mesh with the flywheel before the motor begins to turn. The gear stays engaged until the starter button is released. This exclusive Chevrolet feature insures quick, easy, positive starting.

POWERglide PERFORMANCE in traffic . . .



SMOOTH TAKE-OFFS. No clutch, no gearshift, no gears have to be manipulated either manually or mechanically in the new POWERglide Chevrolet! Smooth take-offs, without hesitation or interruption, feature the action of this power package as it moves the car from standing position to driving speeds. It's a revelation in quiet, instant power transmission!

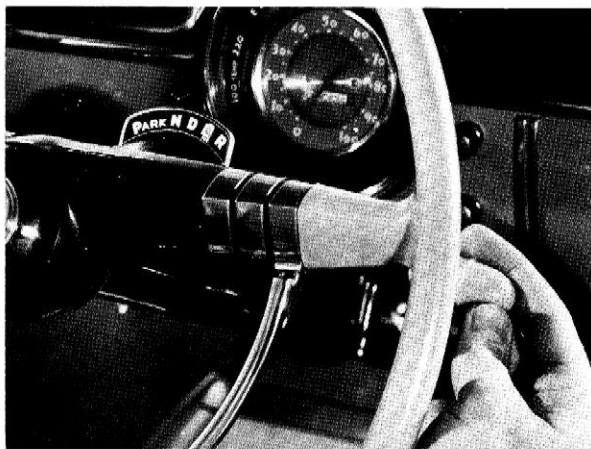
CONVENIENT OPERATION. By means of the convenient control lever, driving in traffic or on the open road is both easy and pleasant. Since there is no shifting to be done, the driver simply steers the car and regulates its speed.

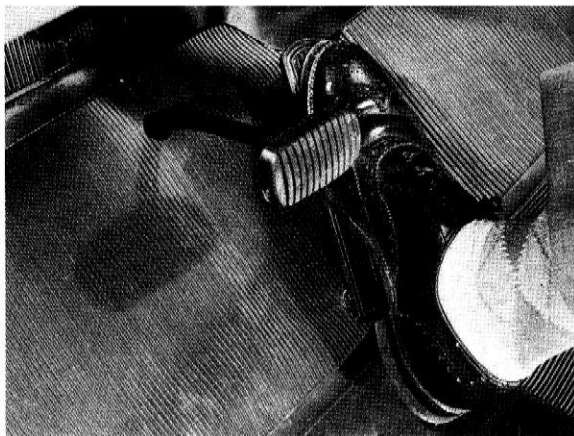




FAST ACCELERATION. Whether from a standing start, or for instant acceleration while at driving speed, the slightest pressure on the accelerator brings instant results. With such quiet, fast acceleration at the driver's command, POWERglide proves to be a brand-new kind of driving experience.

GETAWAY POWER. With the control lever in "Low," the driver has at his command nearly three times the normal getaway power. This tremendous pickup power is invaluable for tight traffic situations or in emergencies when a burst of speed is of the utmost importance.



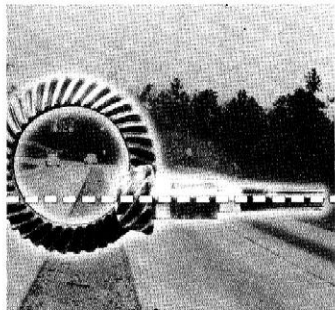


INSTANT RESPONSE. The new Power-Jet carburetor makes this accelerator capable of immediate response. With carburetor jets that are constantly supplied with gas, acceleration is possible without the slightest lag. Release of the accelerator is equally prompt and effective.

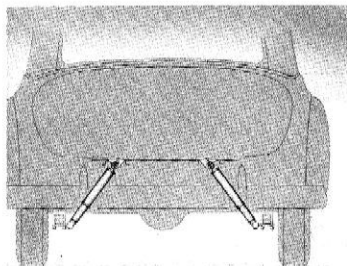
QUIET PERFORMANCE. Cushioning of the valve mechanism is accomplished by the new hydraulic valve lifters, an important advance in quiet, efficient engine performance.



POWERglide PERFORMANCE ON CURVES . . .



INCREASED STABILITY. Redistribution of weight and Chevrolet's hypoid rear axle combine to lower the center of gravity of the car and make it snuggle right down to the road even on the steepest turns. Chevrolet engineering allows the pinion to come into the ring gear at a lower point and this makes it possible to lower the propeller shaft, thus lowering the center of gravity and increasing the car's inherent stability.



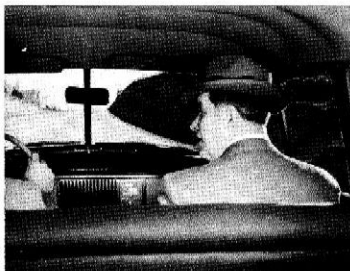
BALANCED RIDE. To further increase the stability and balance of the new Chevrolet, diagonally placed, airplane-type shock absorbers offset any tendency of the car to sway or rock on curves or when passing large vehicles at high speed.

CONSTANT FUEL SUPPLY. The new Power-Jet carburetor keeps gas over all jets regardless of the angle of operation of the car. There's no tendency to flood or choke, as in ordinary carburetors. Instead, the carburetor is effective under even the most strenuous driving angles.



EASY STEERING. Chevrolet's new center-point steering makes rounding curves as easy as steering on the straightaway. The nearly equal tie-rods prevent "wheel fight" or "road wander" and give the maximum in steering ease and accuracy.





POWERglide PERFORMANCE on hills . . .

READY POWER. The biggest and strongest engine in Chevrolet history takes the new Chevrolet over tough grades in ordinary "Drive" position. Even from a standing stop in the middle of a hill, the new power package makes the climb seem simple. For the steepest kind of driving, "Low" may be called upon, but this is seldom found necessary. Even though rarely needed, it is good to know you have SUPER speed and power just in case you want or need it.



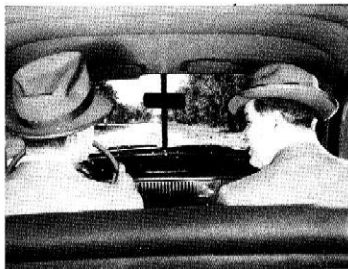
POWER MULTIPLICATION. The tremendous power multiplication of the Chevrolet with POWERglide is a result of efficiency not only in the transmission but throughout the complete power package.

POWER TEAM EFFICIENCY. Chevrolet's rugged 105 H.P., valve-in-head engine and the EconoMizer high-reduction axle combine to give a new high in efficient performance.



INSTANT ADAPTABILITY. Another feature of the POWERglide transmission is its immediate adaptability. Even at cruising speeds, the driver can, in an emergency, move the control lever into "Low" and increase power without even letting up on the gas. Quiet, instant power transmission at all times and under even the most extraordinary circumstances is a real performance characteristic.



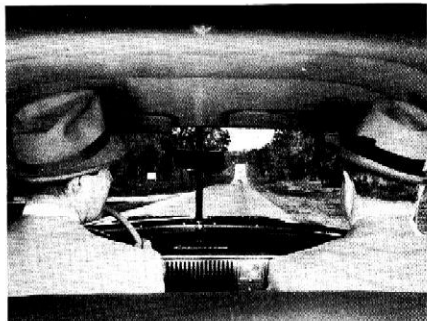


POWERglide **PERFORMANCE** on smooth roads...

SMOOTH ACCELERATION. Regardless of whether the speed gain is called for quickly or slowly, it's always accomplished **SMOOTHLY** in the new Chevrolet. And acceleration is just as positive and

effective at fifty as it is when the car starts from a standing position. Chevrolet acceleration isn't a feature at **ONE** speed—it's a powerful factor ready *whenever* the driver needs it.

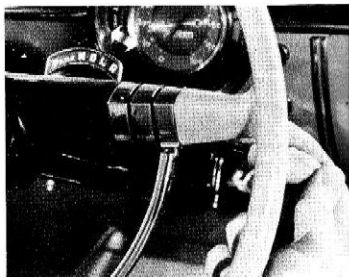
CONTROLLED POWER. Another valuable built-in control is the effectiveness with which the release of the accelerator brakes the car's forward speed. The transmission retains the engine's braking power and avoids the "free-wheeling," "runaway" action that so many ordinary automatic transmissions give when the accelerator is released. In Chevrolet, "controlled power" adds to driver confidence and passenger safety.



POWERglide PERFORMANCE

on bad roads...

HANDY REVERSE. In deep ruts, mud, sand, or snow, Chevrolet gives the driver the advantage of having the powerful "Low" right beside the "Reverse" position. In the most extreme conditions, and especially when road traction is lacking, the gentle, rocking-motion gained by moving the car from "Low" to "Reverse" and back to "Low," frees the car with only a minimum amount of effort on the part of the driver.

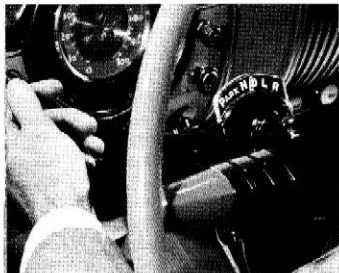


Drive Home the Facts on POWERglide PERFORMANCE:

- Starting out
- In traffic
- On curves
- On hills
- On smooth roads
- On bad roads

By Demonstrating

- Simplified controls
- Positive starting
- Smooth take-offs
- Convenient operation
- Fast acceleration
- Getaway power
- Instant response
- Quiet performance
- Increased stability
- Balanced ride
- Constant fuel supply
- Easy steering
- Ready power
- Power multiplication
- Power-team efficiency
- Smooth acceleration
- Controlled power
- Handy reverse



POWERglide SAFETY starting out . . .

SAFE STARTING. To prevent children from starting the car, or adults from starting the engine while the car is in "Drive" position, a double safety feature is engineered into the new Chevrolet.

First, the starter will not engage unless the car is in "Neutral," and second, the control lever cannot be moved into "Neutral" position without first lifting the lever slightly. Such double-protection is typical of Chevrolet's detailed attention to safety factors.

POWERglide SAFETY . . . in traffic

EXCEPTIONAL VISIBILITY. An unusually wide angle of vision is designed into the new Chevrolet. In front, the new curved windshield and the narrow-well-positioned pillars provide increased forward visibility. On the sides and in the back, Chevrolet gives both the driver and passengers a maximum of clear, unobstructed window area.

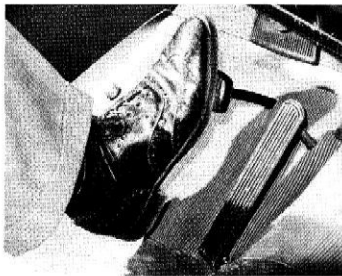


SAFETY PLATE GLASS ALL-AROUND.

An exclusive Chevrolet feature at no extra cost is Chevrolet's all-around Safety Plate glass. There's no danger of shattered or broken glass and no imperfections in the glass to distort or impair the driver's vision. Be sure to notice how the unobstructed, wide-angle vision makes driving in heavy traffic both safer and easier than ever before.



POSITIVE ACTION BRAKES. Another highly important safety feature of the new Chevrolet is the braking system. The slightest pressure on the brake pedal begins the smooth, effective braking action which can be increased without additional effort. Swift, sure stops, without grabbing or fading, make Chevrolet brakes tops in positive action. The bonded brake linings, with no rivets to score the brake drum, are important safety and economy factors in every Chevrolet automobile.

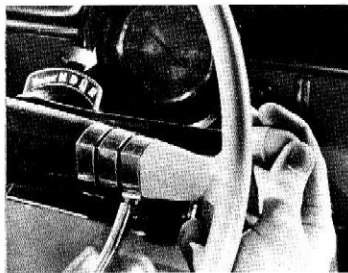




POWERglide SAFETY on hills . . .

ADDED BRAKING POWER. The engine in "Drive" position brakes the speed of the Chevrolet going downhill. This action saves extensive use of the brake pedal and assists the driver in maintaining complete control of the car at all times and with a minimum of effort.

EMERGENCY BRAKING ACTION. On the very steepest downhill grades, the control lever may be moved to the "Low" position with immediate additional braking effect. Even at speeds up to forty miles an hour, the control lever



may be moved to "Low" where it will, without the slightest hesitation, throw the complete braking power of the engine into action. This should not, of course, be done except in emergencies, but IF you need it, you HAVE it in a Chevrolet!

POWERglide SAFETY ON CURVES . . .

STABILIZED RIDE. In addition to the many other safety features built into Chevrolet automobiles, the new weight distribution, hypoid rear axle, diagonal shock absorbers, the low center of gravity and the all-steel welded Fisher Body combine to give a safe "balanced" ride that has no equal in its field.



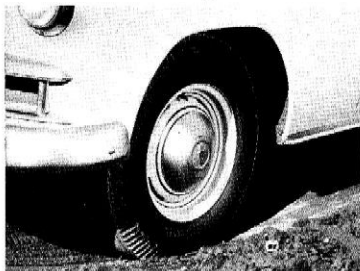
Drive Home the Facts on CHEVROLET SAFETY FEATURES During the Road Demonstration

- In starting
- In traffic
- On curves

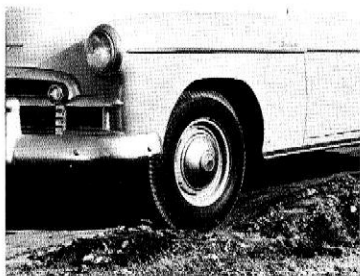
Typical Examples Are:

- Safe starting
- Exceptional visibility
- Safety plate glass all-around
- Positive action brakes
- Added braking power
- Emergency braking action
- Stabilized ride

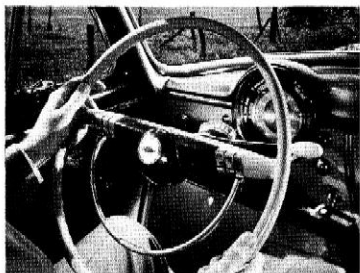
POWERglide COMFORT . . . on rough roads



NEW FIVE-INCH RIMS. The new five-inch rims with low pressure tires are standard on all Chevrolets. This means that rough roads are tamed early because these new tires and rims take a lot of the roughness out of roads before the bumps get a chance to register.

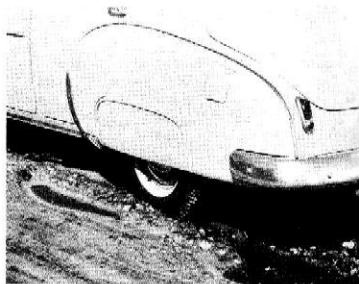


HEAVIER COIL SPRINGS. In addition to the new, wider rims, the front-end of the Chevrolet has several other comfort-insuring features. Unitized knee-action, combined with heavier coil springs and double-acting, airplane-type shock absorbers guarantee a minimum of shock transfer to the steering mechanism.



CENTER-POINT STEERING. Road shocks which succeed in reaching the steering unit are quickly absorbed by the steering linkage and the almost equal tie-rods. This leaves the steering wheel itself free from vibration and capable of increased driver comfort, even over the roughest roads.

DOUBLE-ACTING SHOCK ABSORBERS. A "front seat ride" in the back seat is made possible by the diagonally placed, double-acting, airplane-type shock absorbers, the softer rear springs, and the considerably wider shackle angles. The shock absorbers, cushioning the ride both up and down and sideways, are as effective on steep turns as on rough roads.



CENTER-POINT SEATING. Locating the seats between the wheels adds greatly to passenger comfort. In addition, this redesign permits Chevrolet to offer ample leg room and a relaxing, "balanced" ride—outstanding features of the leader in the low-priced field.



POWERglide COMFORT... on smooth roads

COMFORT WITH SPEED. Smooth roads offer an excellent opportunity to show the smooth response of the engine and the marvelous comfort of riding along swiftly and easily in the new Chevrolet. As speed is increased, note that the stability and comfort of the ride continue at a maximum. The new Chevrolet power team demonstrates perfect co-ordination and balance which can only be thoroughly appreciated when shown on the road, in action!



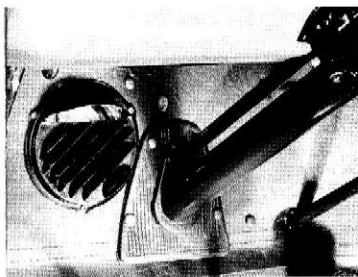
POWERglide COMFORT . . . while driving



THE CAR THAT BREATHES. It's easy for the driver or the passengers to adjust the ventilation to the desired conditions. Cool, outside air can be brought in wherever it is desired. This is only one part of the complete Chevrolet ventilating equipment. For example—



HEATER-DEFROSTER CONTROLS. Simple, easy-to-operate controls let passengers determine their own weather.



INDIVIDUAL AIR INTAKES. It takes but a moment to adjust the ventilation to the weather *outside* and your own preferences *inside*. Stale air and tobacco smoke are forced **OUT** and cool, outside air comes in. Chevrolet ventilation is an important contribution to comfortable motoring!

POWERglide COMFORT Can Be Demonstrated throughout the Ride

- On rough roads, or
- On smooth roads

By Calling Attention to:

- The new five-inch rims
- Low pressure tires
- Heavier coil springs
- Center-point steering
- Double-acting shock absorbers
- Wider shackle angles
- Softer rear springs
- Comfort with speed
- The car that breathes
- Heater-defroster controls
- Individual air intakes

