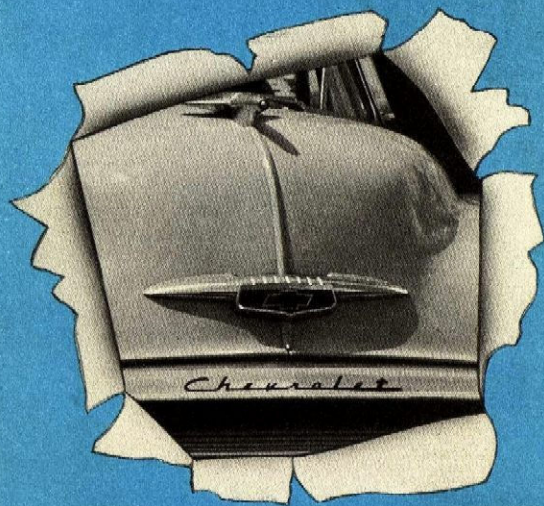


The **LEADER..**



FOR ECONOMICAL TRANSPORTATION

The car which costs less to own
and operate than any other car!



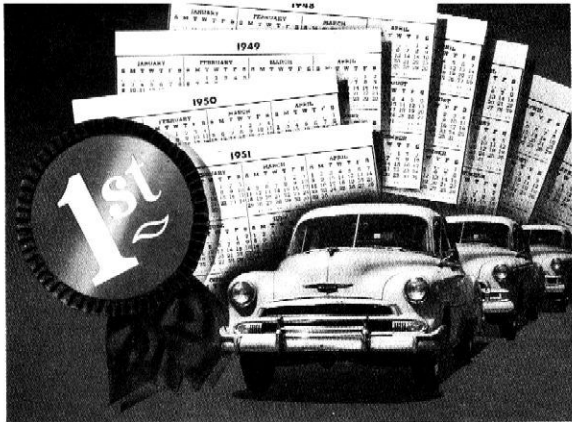
COSTS LESS TO BUY

COSTS LESS TO RUN

BRINGS MORE ON TRADE-IN

than any

comparable car!

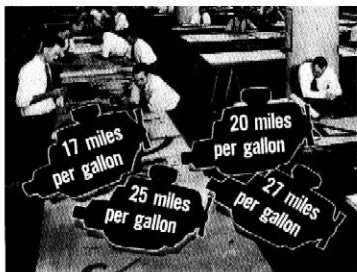


Through many years Chevrolet has earned the reputation for LEADERSHIP in all-around ECONOMY.

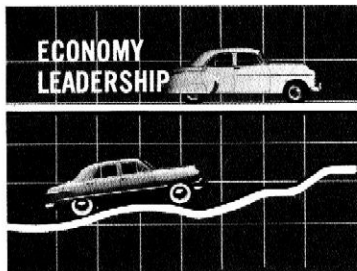
CHEVROLET REMAINS THE LEADER—the car which costs less to own and operate than ANY OTHER CAR. There are good reasons why this is true. There are facts which make Chevrolet's LEADERSHIP record TOPS year after year. Chevrolet customers should KNOW THE FACTS. Let's consider some of them right now.



CHEVROLET LEADS in the low-price field today and . . .



Chevrolet's economy has not been gained at the expense of *other* qualities which people want in their automobiles.



True, Chevrolet's **ECONOMY** leadership has forced other manufacturers to attempt to improve their economy—



—sometimes at the sacrifice of qualities such as performance, safety, comfort or durability—

But Chevrolet continues to give owners the most in economy—

without losing the other qualities that are so important to every driver today.



and Chevrolet does it through—

BALANCED DESIGN!

Chevrolet has developed an automobile of balanced engineering design—offering ECONOMY, plus a maximum of all the other qualities people want.

What are the qualities that people want in a car today? A recent, reliable survey answers the question.



Car owners put economy FIRST among the qualities which will influence them most in buying their next car. They also indicate strong interest in many other qualities—and all these qualities have been considered in developing Chevrolet's balanced engineering design.

For example—

Chevrolet Offers— Economy...



... plus the other qualities which are important to car owners today. This is of major interest because only "balanced design"—ALL of the important qualities—adds up to complete owner satisfaction. Certainly Chevrolet engineers know how to design cars which will operate at virtually any desired rate of fuel consumption. However, Chevrolet recognizes the importance of having *ECONOMY PLUS* the maximum of all other qualities people want. That's why —

Chevrolet Provides— Economy Plus Performance!



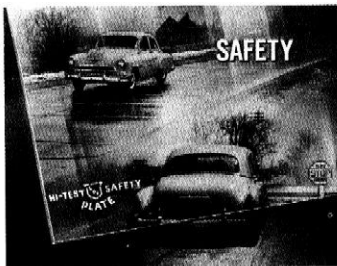
Chevrolet provides performance for every type of driving—speed, power, acceleration better than are available in some much more expensive cars.

66.7% of the car buyers
want **PERFORMANCE IN**
addition to economy!

Chevrolet Has Economy Plus Safety!

Chevrolet offers the most in safe driving, in traffic or on the highway—from roadability—to braking—to the exclusive feature of safety plate glass in EVERY window.

61.6% of all car buyers want SAFETY in addition to economical operation!



Chevrolet Offers Economy Plus Comfort!

Chevrolet provides comfort in an abundance matched by few other cars. There's comfort for the driver, for the passengers—whether driving in traffic or out on the open road—whether for short, frequent rides or for long, extended trips.

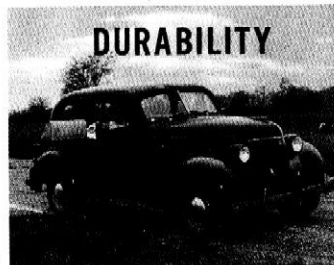
57.8% of all car buyers want COMFORT in addition to economy in motoring.



Chevrolet Provides Economy Plus Durability!

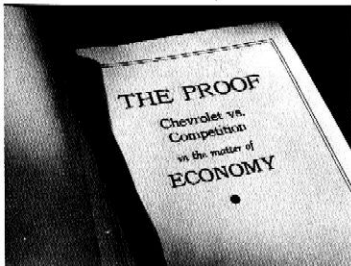
Chevrolet gives dependable service through long years and many thousands of miles of driving. Chevrolet, the heaviest, largest car in the low price field, is built to last.

75.7% of all car buyers want DURABILITY as well as economy!



SURVEY

- ECONOMY
- DURABILITY
- PERFORMANCE
- SAFETY
- COMFORT
- APPEARANCE



Balanced Design!

Yes—Chevrolet is the one car which offers a true BALANCE of all the things people want, including ECONOMY.

And Chevrolet's outstanding economy is available to the driver of a Chevrolet to any extent he chooses. It permits the driver to make his own decision.

For example—

The driver who likes conservative driving can get amazing results in low-cost operation. If traffic demands moderate speeds, if time is not at a premium, if the driver's needs are met at a conservative rate of speed, maximum economy results. However—

— when a Chevrolet owner or driver wants top performance, he has it—and at a cost which is still lower than with other cars offering equivalent performance. To make the facts available to every Chevrolet customer, let's get down to actual figures.

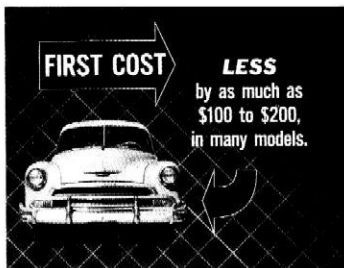
Let's consider Proof

Let's see the plain facts which establish Chevrolet's superiority in *every phase of economy*: First cost, trade-in value, and operating and upkeep cost.

Here are comparisons that prove CHEVROLET'S ECONOMY LEADERSHIP

Compare first cost!

It is a matter of record, provable by comparing PUBLISHED DELIVERED PRICES, that Chevrolet costs LESS TO BUY—less in many models by as much as \$100 to \$200. Now what about trade-in value?



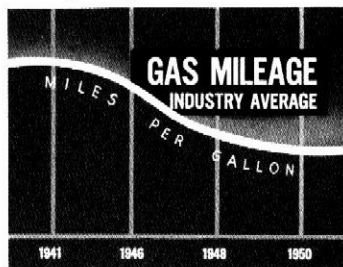
Compare trade-in value!

Simply compare used car prices, year for year, model for model, as shown in used car appraisal guides, classified ads, or reports of used car auctions. These figures INVARIABLY prove that the Chevrolet owner can expect more for his car, in relation to original cost, than can the owner of any comparable car!



Compare operating cost and upkeep!

This comparison includes a consideration of gas mileage. As we see here, the industry average in gas mileage, including that of Chevrolet, has dropped since the war. It is important to note this before making any gas mileage comparisons. It is even more important to know just WHY gas mileage has dropped. There are several reasons for this.



Greater Highway Speeds

EXTRA LOW-PRESSURE TIRES

— superior riding qualities

— up to 0.8 miles per

SYNTHETIC RUBBER TIRES

More durable

Up to 2.0 miles per gallon less

What has caused this change.....

- In 1946 synthetic rubber tires were adapted for all makes of cars. While these tires are far more durable than natural rubber, they provide less traction and this costs up to 2 miles per gallon in fuel consumption.
- Another factor was the adoption of the extra-low-pressure tires with their superior riding qualities. These tires can affect fuel consumption in any car by as much as 8/10 of a mile per gallon—and even more if the tires are not kept at the correct pressure.
- And, of course, greater highway speeds—fast driving—are always costly in fuel consumption. The difference between 50 miles an hour and 70 miles an hour can amount to over 4 miles per gallon.
- Improved car designs which make fast driving easier and safer have also helped to increase average highway speeds since the war. This has made the added fuel consumption quite noticeable with all makes of cars.



Chevrolet gas mileage approaches 1941 peak

in spite of the modern demands for more speed and more comfort. Owners' records show that Chevrolet gas mileage has decreased relatively little from the 1941 peak.

Fleet records provide comparative figures

Cost-conscious fleet operators, who have to keep complete and accurate records on every car in their fleets, know that Chevrolet's gas mileage drop is **LESS** than that of competitive cars in the same fleet. To such men, economy is of major importance. They **HAVE TO KNOW** the facts—and their factual records provide undeniable proof of Chevrolet's economy.

Individual owners can depend on such unprejudiced factual accounts.



Here's actual comparison information on a 600 car fleet

This company has a passenger car fleet which includes Chevrolets, Plymouths and Fords. Nearly half of the cars are Chevrolets with Synchro-Mesh transmissions.



The record shows —

that with an average mileage of nearly 16,000 miles per car — through every kind of driving—Chevrolets gave by far the best economy. Plymouth averaged 9/10 of a mile per gallon less, and Ford averaged 1½ miles per gallon less!

This economy record is taken from the hard facts of everyday driving—not a controlled test, but a day-after-day *working* test recorded by men who have to know the **TRUTH** about costs.

A black and white photograph showing a close-up of a person's hands holding a document. The document contains a table comparing fuel consumption. The text is as follows:

	Fuel Consumption
Chevrolet	best record
Plymouth	0.9 miles per gallon less
Ford	1.5 miles per gallon less

CHEVROLET IS AGAIN THE LEADER when we check total operating cost PER MILE—gas, oil and repairs. From records on the same fleet, Chevrolet is 2/10 of a cent PER MILE ahead of Plymouth and 3/10 of a cent PER MILE ahead of Ford!

With savings of as much as \$45 per car per year, this fleet owner knows that it would pay him well to replace with Chevrolets.

	Fuel Consumption	Total Operating Cost per mile (gas-oil-repairs)
Chevrolet	best record	\$.030
Plymouth	0.9 miles per gallon <u>less</u>	\$.032
Ford	1.5 miles per gallon <u>less</u>	\$.033

*Let's look at another
actual fleet record . . .*

A yearly report of a nation-wide fleet of 1950 Chevrolets, Fords and Plymouths, shows that in operating expense—gas, oil and maintenance—Chevrolet costs less than Ford by 2/10 of a cent a mile, and less than Plymouth by 1/2 a cent a mile. Figures like these—better gas mileage and lower operating cost per mile—are reason enough for EVERY economy-minded driver to "go Chevrolet."

HERE'S A THOUSAND CAR TEST

Operating costs per mile in this fleet of over one thousand 1950 cars—nearly half of them Chevrolets—showed that, on this one point, Studebaker just managed to tie for first, and Plymouth and Ford were 3/10 of a cent per mile *behind*. *And here are further facts—*

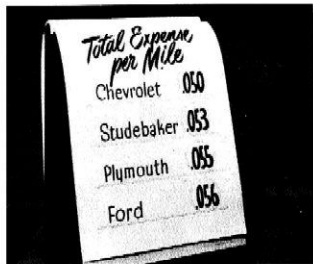


Fixed expense per mile—such things as depreciation, insurance and licenses—found Chevrolet alone, far in the lead. Chevrolet stands a full 2/10 of a cent per mile ahead of Plymouth and 3/10 of a cent per mile ahead of both Ford and Studebaker!

This is proof positive!

These cars were driven under every condition, in every part of the country, with every kind of driver. They were driven over an average of 24,000 miles per car! A real test by a fleet owner who KNOWS what economy means!

TOTAL EXPENSE TELLS THE STORY!



Total Expense per Mile	
Chevrolet	0.050
Studebaker	0.053
Plymouth	0.055
Ford	0.056

When both operating expense and fixed expense on this fleet are added up, the results show that Chevrolet set the pace!

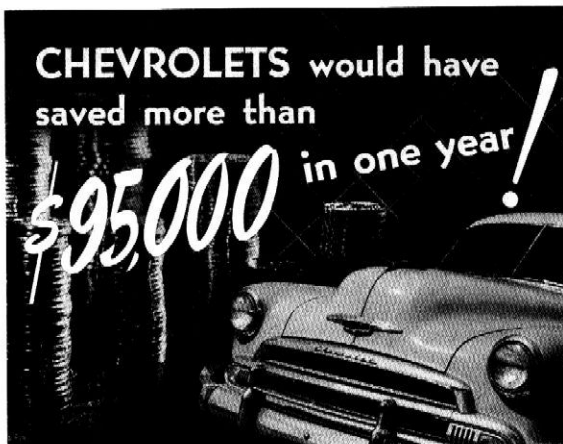
Total expense per mile for 1950—3/10 of a cent per mile less than Studebaker, 1/2 cent per mile less than Plymouth and 6/10 of a cent per mile less than Ford.

Consider what the total *savings* are when we add the *savings* from fixed and operating expense to the extra *first cost* savings and the added *trade-in value*! Chevrolet's economy margins are proof of real leadership!

As the fleet owner reports:

This company would have saved over \$95,000 IN ONE YEAR if all their cars had operated as economically as their Chevrolets! It's been the same story since their reports were reinstated after the war. Chevrolet has consistently been the lowest cost car!

Of course, savings of this magnitude, and they are typical, are only possible for owners of large fleets. Nevertheless, such figures prove to EVERY Chevrolet owner that he, too, can get comparable results . . . similar economy . . . from his Chevrolet.



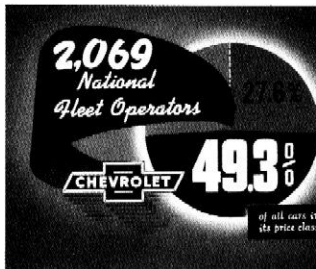
CHEVROLETS would have saved more than **\$95,000** in one year!

FLEET OWNERS BUY MORE CHEVROLETS!

In 1950, among 2069 of the largest national fleet operators, 49.3% of all cars in its price class were Chevrolets! More than Chevrolet's nearest *two* competitors *combined*! The nearest competitor had only 27.6%.

Think of it!

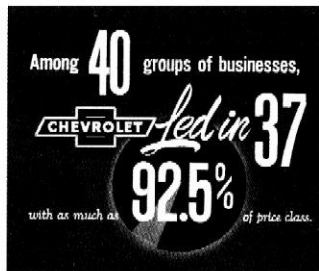
Chevrolet supplies 49.3% of ALL the low price cars owned by the most COST-CONSCIOUS car buyers in the world!



And there's even more proof—

Among the 40 groups of businesses represented, Chevrolet LED in 37 of them, with as much as 92.5% of price class in some groups.

This is the record with fleet operators—who regard COST as the most important consideration. This is the record and, had enough cars been available and not controlled by Chevrolet's fair distribution policy, added thousands of Chevrolets would have been bought for fleet use. This is the record that makes Chevrolet's margin of leadership continue to grow. The final proof shows in the record of sales to, and reports from, the national fleet operators of America!



ECONOMY ALSO FIGURES IN SPECIAL FEATURES



So far we have talked about economy of operation as it applies to Chevrolets, and other cars with conventional transmissions. There are two driving developments which merit special attention.

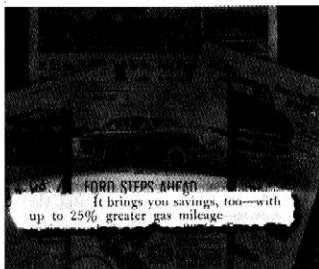
Overdrive and automatic transmissions

Overdrive is available on some competitive cars and automatic transmissions are currently available on Chevrolet and Ford. Let's consider overdrive first—

1. Overdrive
2. Automatic transmissions

What are the claims?

It is claimed that overdrive results in appreciable savings of gas—as much as 25% according to the advertisements. With the cost of overdrive about \$100 per unit, let's see if the price of an overdrive unit can be justified in terms of its savings.





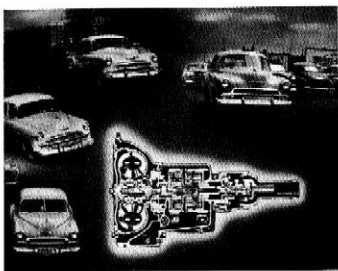
What are the facts?

The facts are that the advertised 25% savings would amount to about 4 miles per gallon in the speed ranges where overdrive is effective. At current gas prices, it would take 30,000 miles of driving to add up to the original cost of overdrive! And most people drive only about 10,000 miles per year. Thus overdrive, which has no appreciable advantages except fuel savings, cannot possibly justify its cost in any reasonable period.

For these reasons

Chevrolet feels that overdrive is an unnecessary expense. This is why Chevrolet has never offered it to owners.

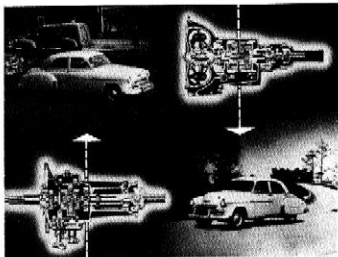
**This is why COST CONSCIOUS BUYERS—
fleet owners—purchase virtually no
overdrive units!**



NOW LET'S EXAMINE THE ECONOMY FACTS ON AUTOMATIC TRANSMISSION

First, Chevrolet's economy with POWERglide is owner-proved through over a BILLION miles of experience.

It is generally expected that all automatic transmissions use slightly more fuel, particularly in city driving. How MUCH more depends on driving conditions, the weather, driving habits, and the condition of the car.



Conventional vs. Automatic Transmissions

To check on the facts, two separate groups of about 100 drivers each cooperated with Chevrolet throughout 1950 in a test drive comparison carried on in every part of the country and under all driving conditions. These drivers checked POWERglide against conventional Chevrolets. The results are as follows:

Test Results:

One group averaged 1.7 miles per gallon less with POWERglide and the other group averaged 1.2 miles per gallon less. Taking 1.5 miles per gallon, as an in-between figure, and figuring on the basis of 10,000 miles of driving per year—about average—the extra fuel cost of POWERglide would amount to about *30¢ a week!*

GROUP **1.**
1.7 miles per gallon

GROUP **2.**
1.2 miles per gallon

1.5 miles per gallon
10,000 miles per year
30¢ per week

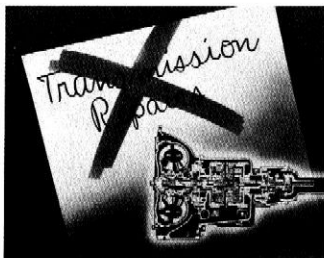
THE CONVENIENCE AND PERFORMANCE OF POWERglide—

for 30c a week! And consider the advantages!

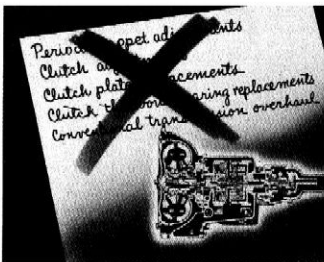


Powerglide . . .

- *eliminates* usual conventional transmission repairs and overhaul—and...



- eliminates all the expense of periodic tappet adjustments, clutch plate and throwout bearing replacements! This reduces the alleged extra cost of POWERglide to virtually nothing!



As a matter of record.

only half of one per cent of the first half million POWERglides produced required repairs of ANY kind—and these were chiefly minor ones, resulting from the problems of early production. This is an amazing record and one which indicates how little maintenance expense the POWERglide owner can expect.

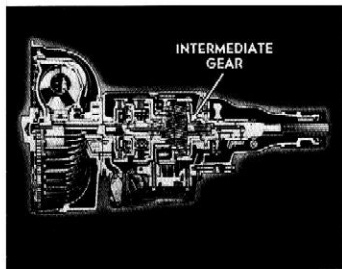
Only half of one per cent
of
1/2 MILLION
required
repairs
of any kind!

COMPETITIVE COSTS FAVOR CHEVROLET



As to the cost of operating POWERglide as compared with Fordomatic, Fordomatic has not been on the market long enough to make conclusive determinations. However, indications to date are that, under practically *all* conditions, the gas mileage with POWERglide is equal or better. There are other considerations, of course.

For example . . .



because of the fact that Fordomatic uses an intermediate gear at every start and stop—millions of times in a year's driving—and because of Ford's continuous air cooling system, with its many deficiencies in both hot and cold weather operation, it appears probable that Ford maintenance problems may further emphasize Chevrolet's superiority.

On the basis of past and present experience.



there is every indication that, just as with conventional transmissions, Chevrolet with POWERglide will continue to operate more economically than Ford with Fordomatic.

IT IS IMPORTANT TO REMEMBER THAT . . .

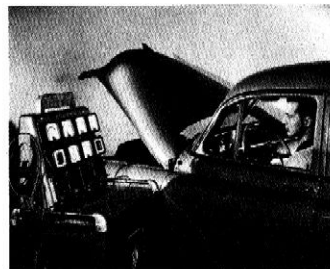
- the economy ANY ONE DRIVER gets depends upon too many variables for an accurate prediction as to final results in all cases.

For example:

- a driver who uses his car chiefly in *heavy traffic* will use a good deal more gas than a driver who drives mostly on the open road.
- the extremely fast driver will use more fuel than the driver who travels more slowly.
- winter driving is measurably more fuel consuming than summer driving.

And, of course,

- the driver who keeps his car in condition according to factory recommendations will get better mileage and have fewer repair bills than the driver who fails to do so.





ANY ONE DRIVER, driving under his local conditions of weather and traffic, as he likes to drive, with his car maintained as he prefers, can expect

BETTER ECONOMY

WITH CHEVROLET!

Chevrolet is the car which costs
LESS TO OWN AND OPERATE
than any other car!

CHEVROLET..

is the leader in transportation economy!



