

1932

NEW
CHEVROLET
SIX



THE GREAT AMERICAN VALUE

Chevrolet's

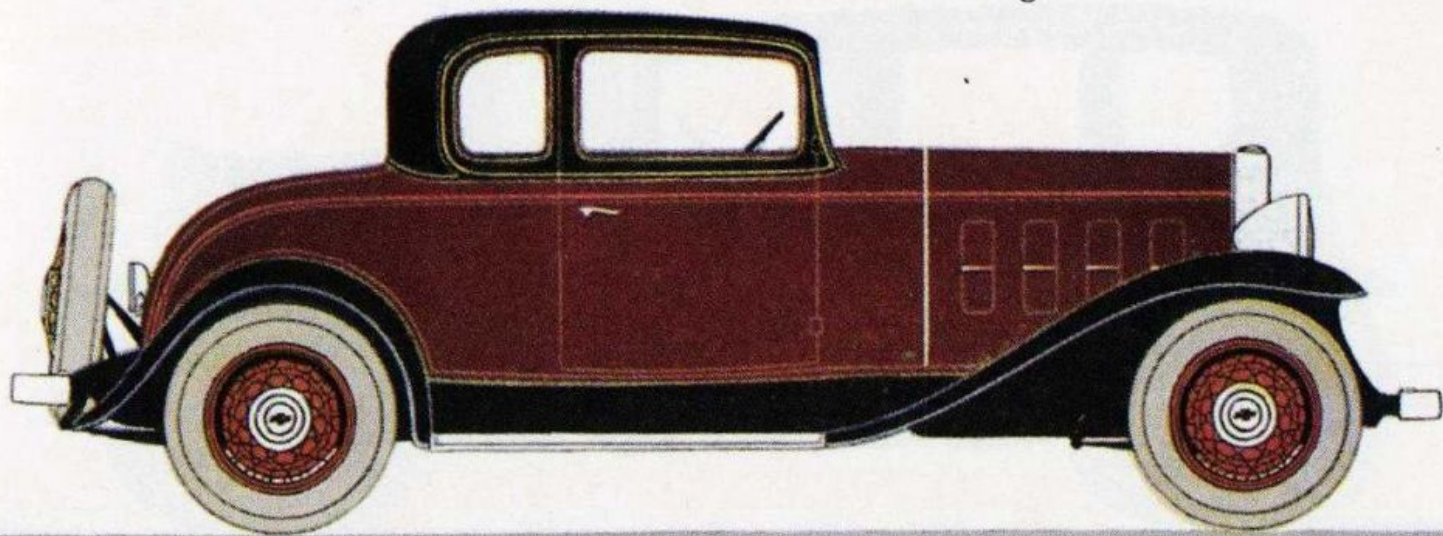
21 POINTS OF SUPERIORITY FOR 1932

1. A smooth, six cylinder, 60-horsepower engine.
2. 65 to 70 miles per hour with fast acceleration.
3. Silent Syncro-Mesh gear-shifting.
4. Simplified Free Wheeling.
5. Four hydraulic shock absorbers.
6. Powerful, long wearing, 4-wheel brakes.
7. Sturdy front and rear axles.
8. Stabilized front fender design.
9. Down-draft carburetion with heat control.
10. De luxe wire wheels and large balloon tires.
11. Smart, comfortable Fisher bodies.
12. Distinctive modern appearance.
13. A variety of beautiful Duco colors.
14. Non-glaré windshield.
15. Completely equipped instrument panel.
16. Insulated driver's compartment.
17. Easily adjusted driver's seat.
18. Lowest priced six cylinder car.
19. Lowest operating cost of any car.
20. Liberal Owner's Service Policy.
21. Product of General Motors.

THE GREAT AMERICAN VALUE

T H E G R E A T A M E R I C A N V A L U E

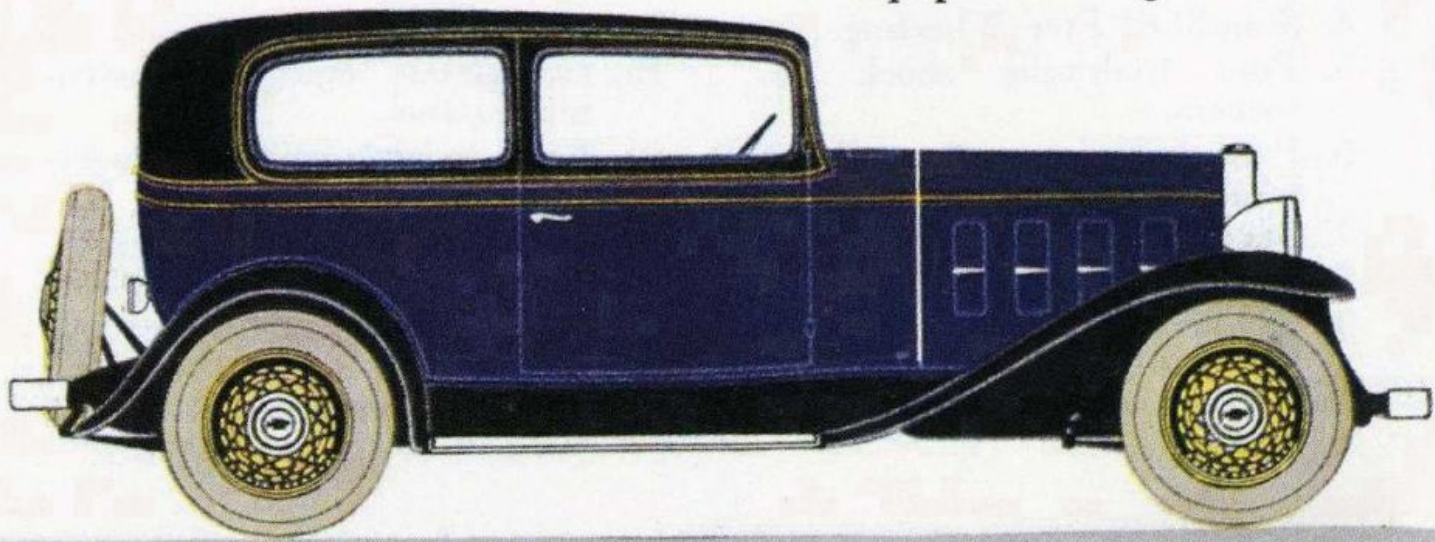
A smart version of a body-style in wide demand. Rear window lowers. Deep, wide pocket on right door. Large luggage compartment. Available with de luxe equipment at a slight extra cost.



The STANDARD FIVE WINDOW COUPE

N E W C H E V R O L E T S I X

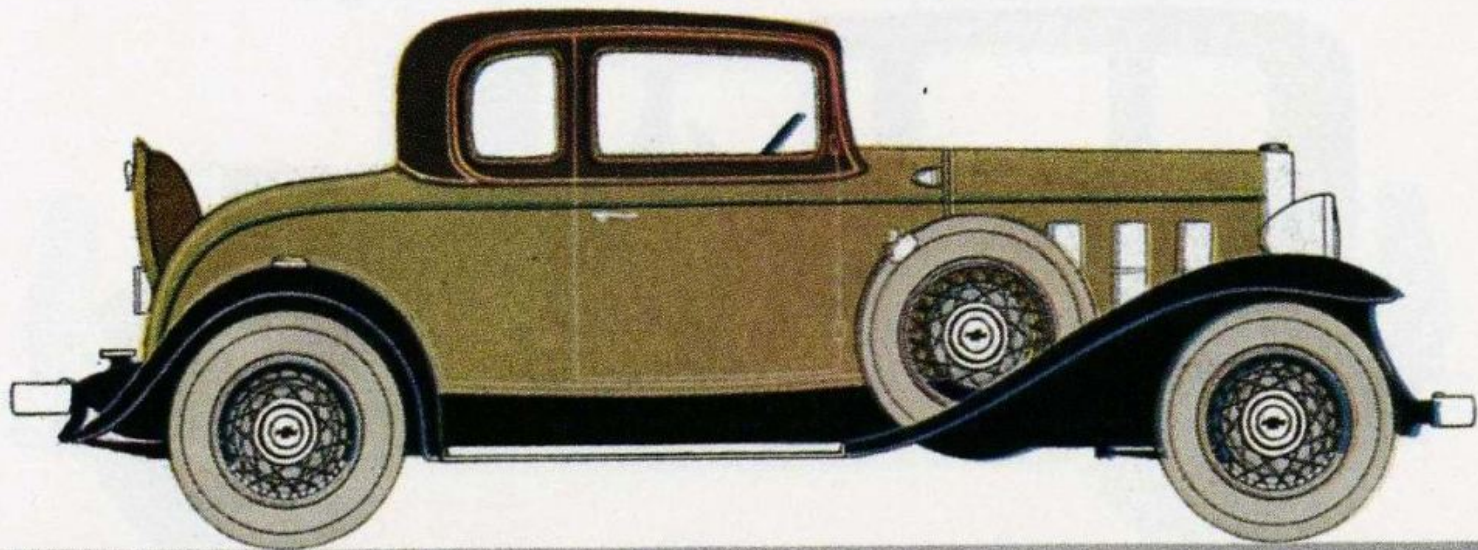
A spacious 5 passenger enclosed car that is as practical as it is beautiful. Many fine-car accessories. Rear window curtain. Mohair upholstery. Available with de luxe equipment at slight extra cost.



The COACH

T H E G R E A T A M E R I C A N V A L U E

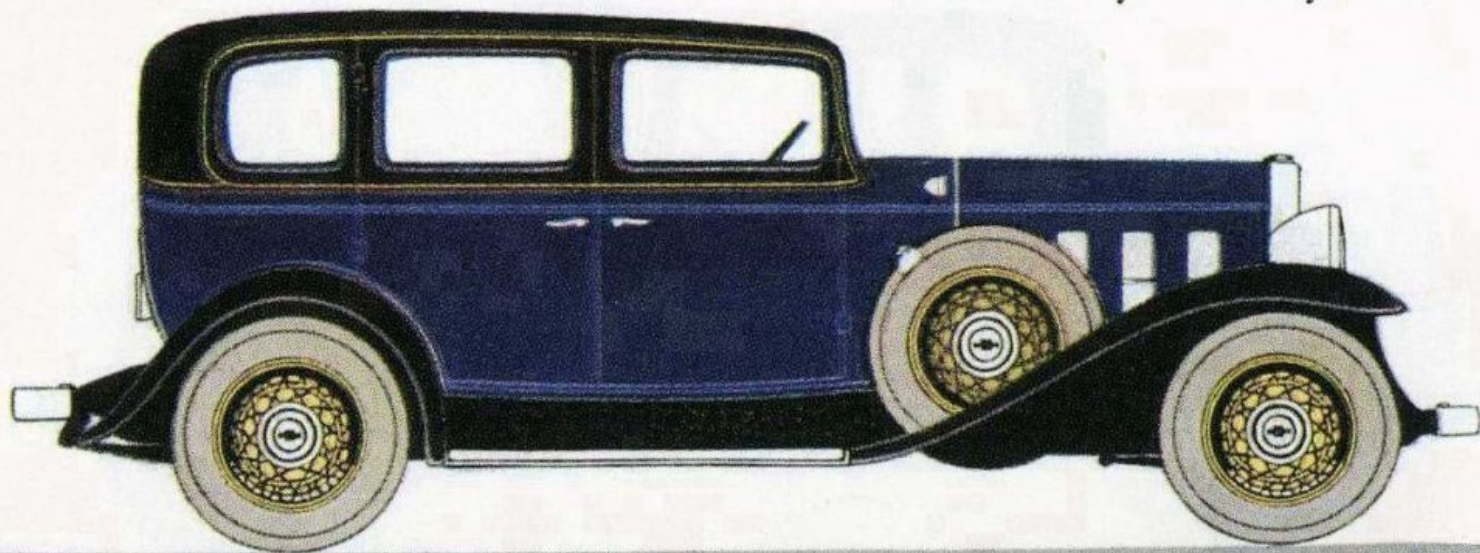
This sport model carries an unmistakable air of distinction. Two spare wire wheels. Chrome plated cowl lamps. Rear window lowers. Available without de luxe equipment at lower cost.



The DE LUXE SPORT COUPE

N E W C H E V R O L E T S I X

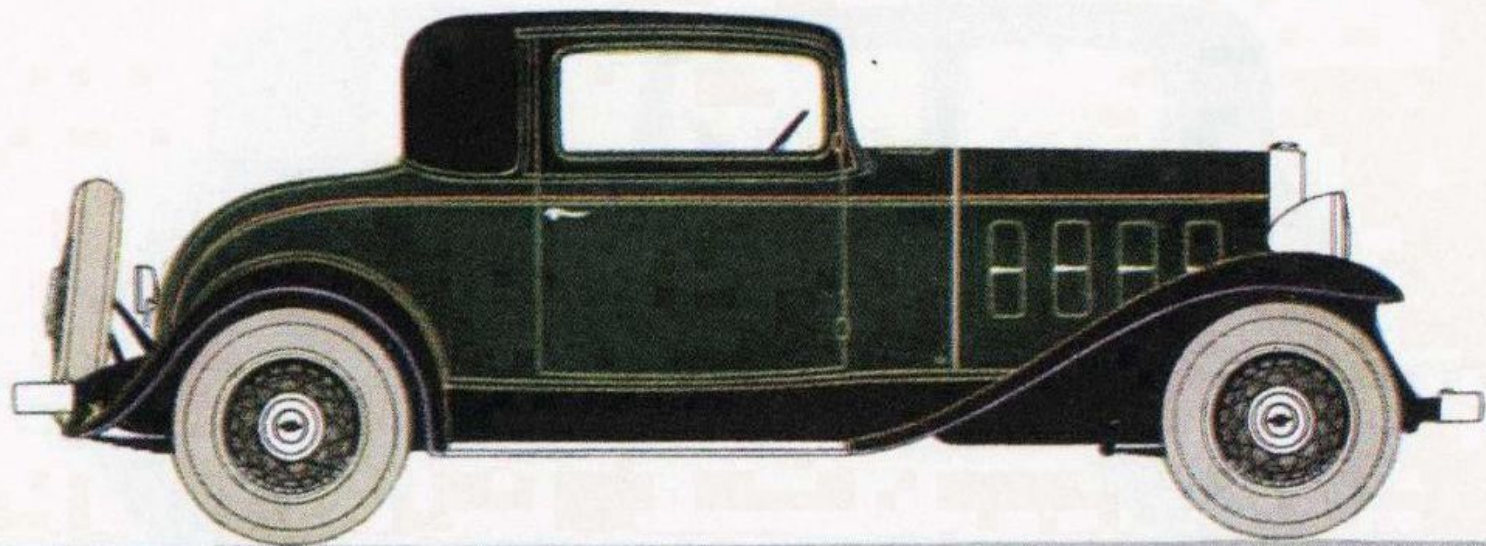
A car to command wide admiration. In lines, it suggests custom styling. Chrome plated cowl lamps and hood ports. Two spare wheels mounted in front fender wells. Two ash trays. Vanity case.



The SPECIAL SEDAN

T H E G R E A T A M E R I C A N V A L U E

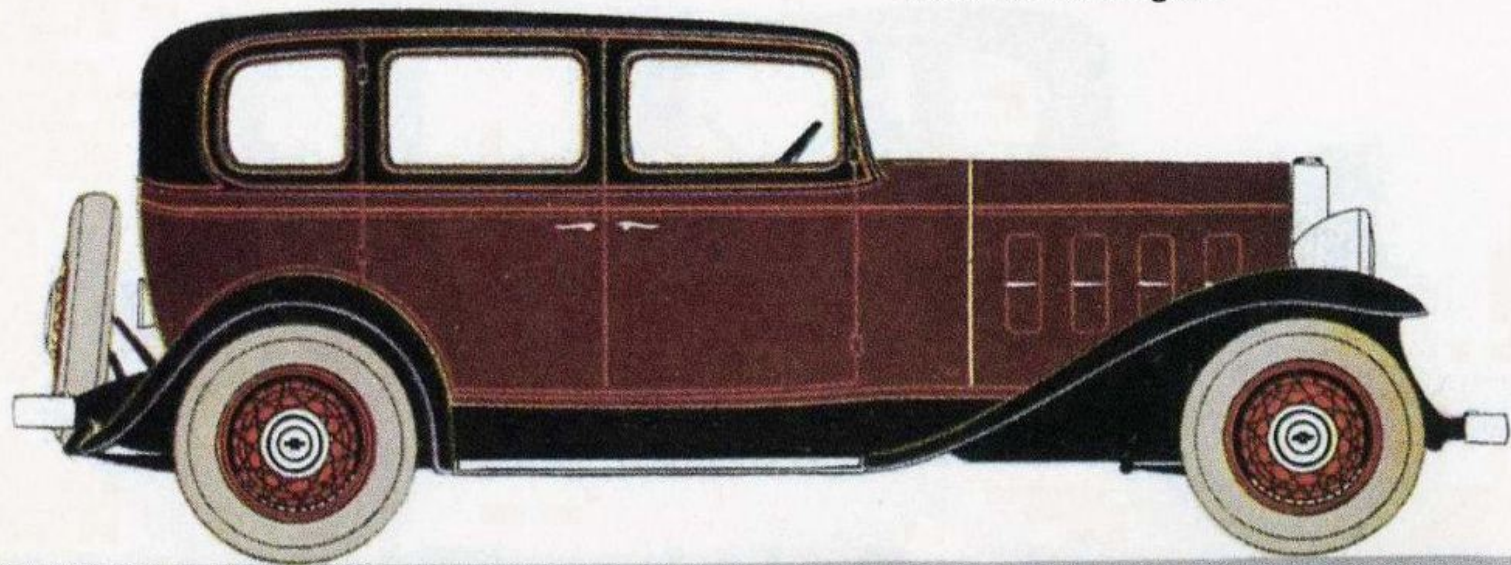
A highly practical coupe model. Large storage compartment in rear. Rear window curtain. Rear window lowers for better ventilation. Also available with de luxe equipment at extra cost.



The STANDARD COUPE

N E W C H E V R O L E T S I X

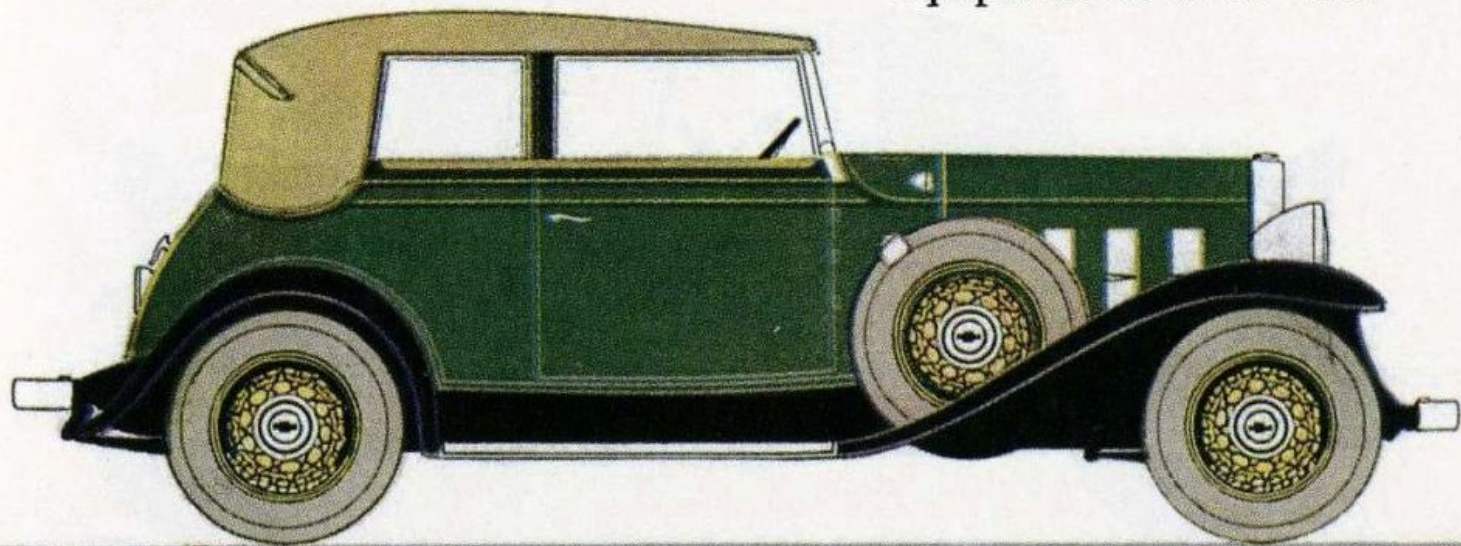
Style and distinction are combined with a wide measure of utility in this handsome five passenger enclosed car. Ash trays in front and rear. Three window curtains in rear. Robe rail. Dome light.



The STANDARD SEDAN

T H E G R E A T A M E R I C A N V A L U E

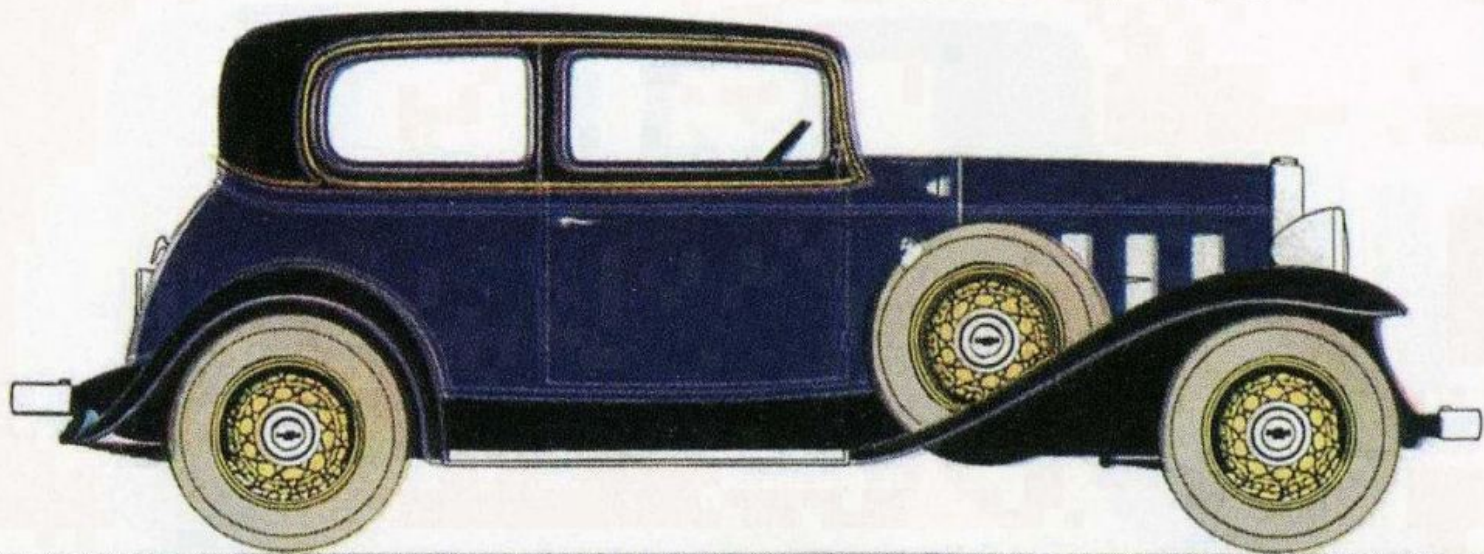
One of the most striking interpretations of the convertible touring car. Chrome plated cowl lamps. Two spare wire wheels. Ash tray. Vanity case. Available without de luxe equipment at lower cost.



The DE LUXE CONVERTIBLE LANDAU PHAETON

N E W C H E V R O L E T S I X

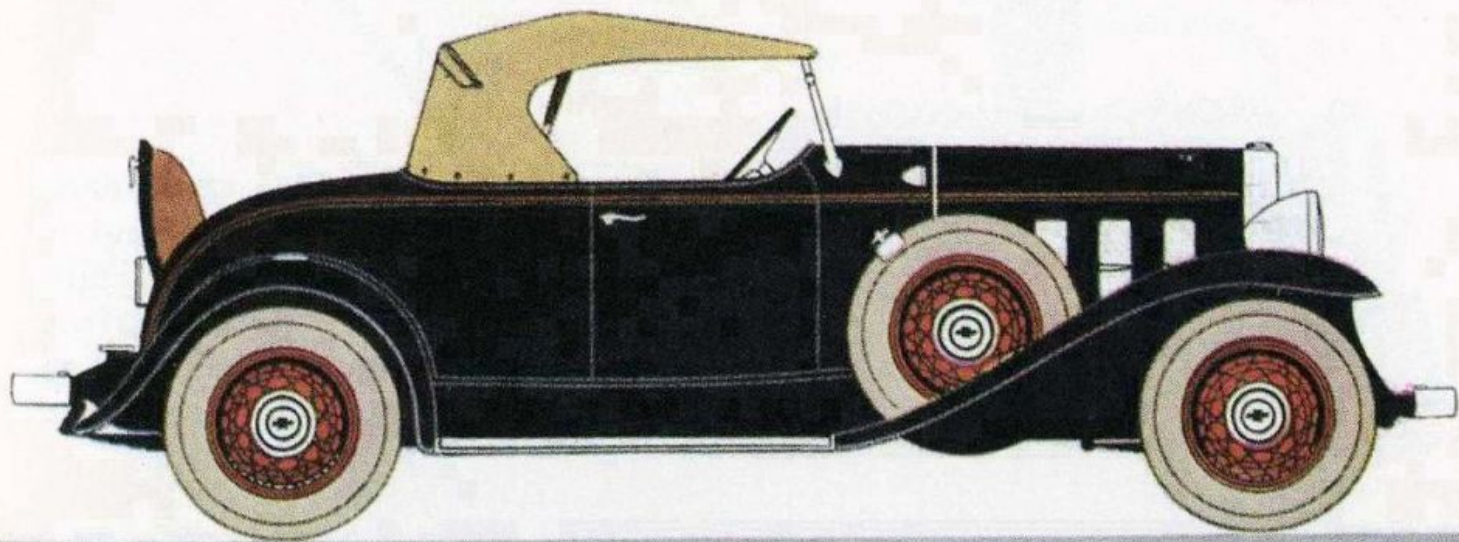
Well suited as either a personal or a family car. Two spare wheels. Two ash trays. Assist cord. Arm rests. Three curtains. Vanity case. Available without de luxe equipment at lower cost.



The DE LUXE FIVE-PASSENGER COUPE

T H E G R E A T A M E R I C A N V A L U E

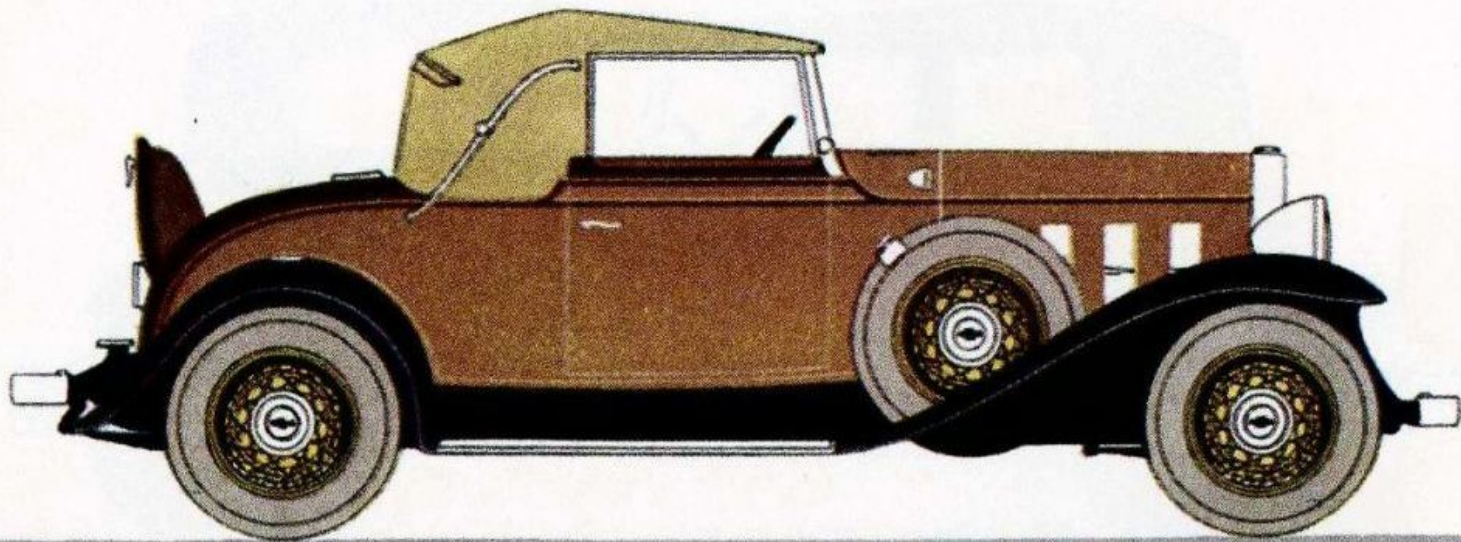
For sheer smartness and distinction this new sport model has no superior in its field. Easily adjusted side curtains. Two spare wire wheels. Available without de luxe equipment at lower cost.



The DE LUXE SPORT ROADSTER

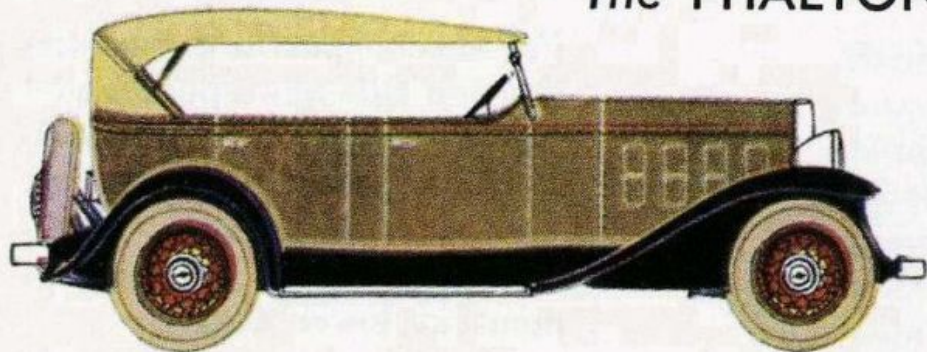
N E W C H E V R O L E T S I X

Strikingly attractive as either an enclosed coupe or an open roadster. Two spare wire wheels. Chrome plated cowl lamps and hood ports. Available without de luxe equipment at lower cost.



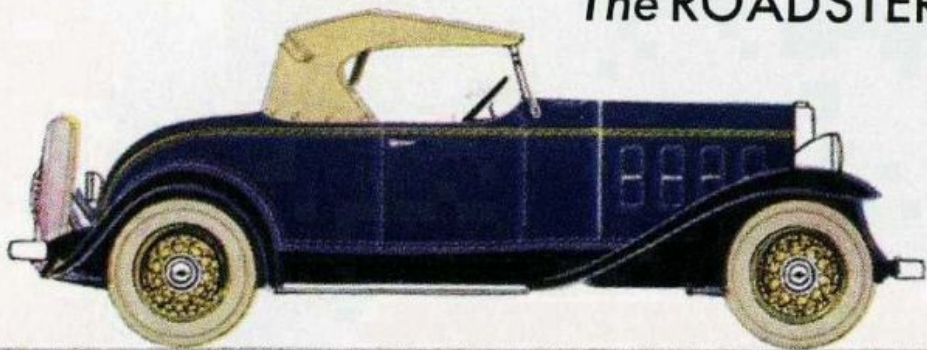
The DE LUXE CONVERTIBLE CABRIOLET

The PHAETON



Certain to prove one of the finest looking phaeton models on the road. Weather-proof side curtains. Two deep, wide side pockets. Top boot.

The ROADSTER

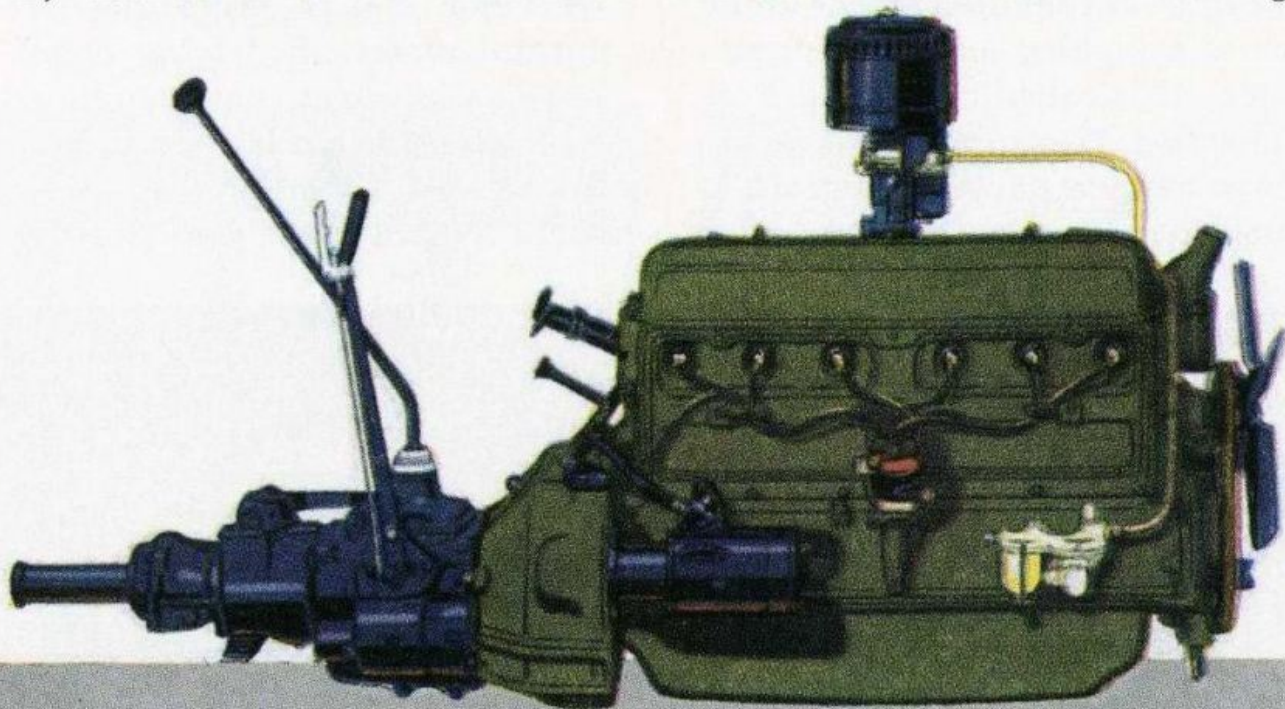


A low-swung, racy model with a special appeal to American youth. Tight fitting side curtains. Generous pockets on both doors. Top boot.

THE GREAT AMERICAN VALUE

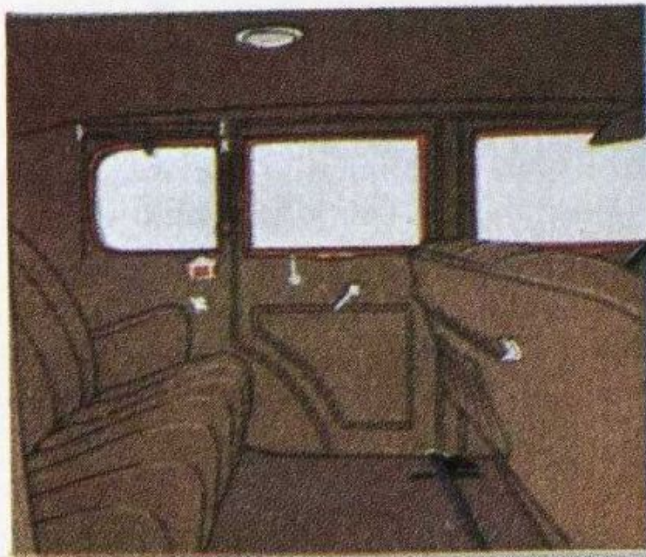
A SMOOTHER, QUIETER, 60-HORSEPOWER ENGINE

The Chevrolet six cylinder valve-in-head engine develops 20% more power than last year's engine. Its six cylinder smoothness, quietness, power, speed, and pick-up have been advanced to new heights by many important improvements including down-draft carburetor, counter-balanced crankshaft and rubber insulated mountings.



SMART NEW FISHER BODIES

Chevrolet's new bodies are the finest ever provided in the low-price field. And this year, Fisher craftsmen have added features to eliminate squeaks and rumbling, and assure greater safety.



NEW FRONT APPEARANCE

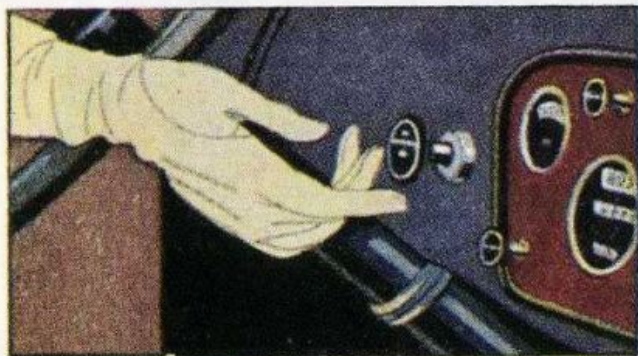
An entirely new front-end ensemble featuring an elliptical radiator, built-in grille, arched double tie-bar, trumpet-type horn and bullet-type headlamps—all plated with gleaming chromium.



THE GREAT AMERICAN VALUE

SIMPLIFIED FREE WHEELING

This is not the ordinary type found on most cars today. It is the same as that used on one of the world's highest priced automobiles. It is called Simplified Free Wheeling, because it has only three moving parts instead of the customary twenty or more.



SILENT SYNCRO-MESH TRANSMISSION

To make the new Chevrolet just as easy to drive in or out of free wheeling, and to assure positive control under all driving conditions, Chevrolet has combined free wheeling with that famous feature of high priced cars—silent Syncro-Mesh gear-shifting.



THE GREAT AMERICAN VALUE

SPECIFICATIONS

ENGINE: Six cylinders; valve-in-head type; $3\frac{5}{16}$ " bore; $3\frac{3}{4}$ " stroke.

CYLINDERS: Cast en bloc (including upper half of crankcase). Head detachable.

VALVES: $1\frac{29}{64}$ " diameter intake; $1\frac{1}{2}$ " diameter exhaust.

CONNECTING ROD BEARINGS: 2" diameter; $1\frac{3}{8}$ " long.

CRANKSHAFT: Counter-balanced. Harmonic balancer.

CRANKSHAFT BEARINGS: Front $2\frac{1}{16}$ " diameter by $1\frac{3}{4}$ " long. Center $2\frac{1}{8}$ " diameter by 2" long. Rear $2\frac{3}{16}$ " diameter by $2\frac{3}{16}$ " long.

CAMSHAFT BEARINGS: Front $1\frac{13}{16}$ " diameter, $1\frac{1}{8}$ " long; center $1\frac{25}{32}$ " diameter, $1\frac{1}{8}$ " long; rear $1\frac{5}{8}$ " diameter, $1\frac{1}{2}$ " long.

OILING SYSTEM: Positive pressure lubrication to crankshaft and camshaft bearings, also valve stems. Vane type pump in crankcase. Oil pressure gauge on instrument panel. Crankcase ventilator.

CARBURETOR: Down-draft construction. Carter, with accelerating pump and venturi choke; accelerating pump, with closure for weather protection; AC air cleaner, flame arrester and silencer.

FUEL: Mechanical fuel pump; 11 gallon tank. Air dome on fuel pump.

IGNITION: Delco-Remy.

TRANSMISSION: Syncro-Mesh design.

INSTRUMENT PANEL: Indirectly lighted. Completely equipped.

FREE WHEELING: Simplified expanding coil spring type. Functions in all forward speeds.

CLUTCH: New improved dry single plate cushion mounted clutch disc with moulded facings, requires no lubrication.

COOLING: Harrison hexagon core radiator, water pump and fan.

FRONT AXLE: Drop forged I-beam; 4 New Departure ball bearings in wheels.

REAR AXLE: Semi-floating type; one-piece banjo-type pressed steel housing.

BRAKES: 4-wheel service internal-expanding type on $11\frac{1}{2}$ " brake drums.

TIRES: 5.25 x 18 balloons.

STEERING GEAR: Semi-reversible.

SPRINGS: Chrome-vanadium semi-elliptic type; front 36" and rear 54"; Delco-Lovejoy shock absorbers.

WHEELBASE: 109".

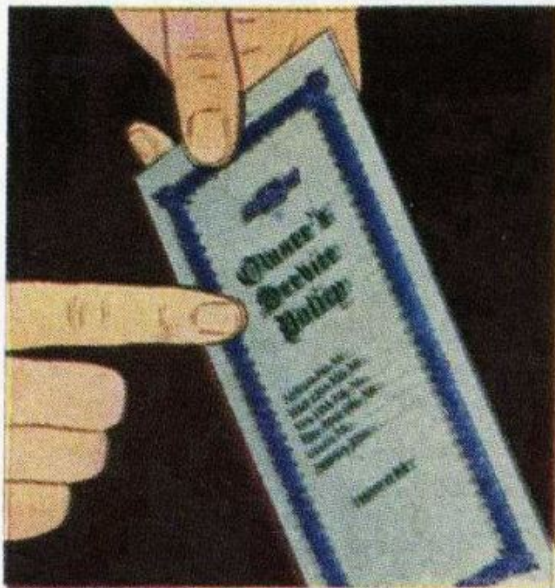
All prices f. o. b. Flint, Michigan. Bumpers and spare tires extra. The right is reserved to change specifications, colors, or prices without incurring any responsibility with regard to cars previously sold. Chevrolet Motor Company, Detroit, Michigan. Division of General Motors.

LIBERAL OWNER'S SERVICE POLICY

One of the foremost advantages of owning a Chevrolet six is the protection afforded by Chevrolet's extremely liberal Owner's Service Policy.

Under the terms of this policy, the Chevrolet dealer selling the car will make a free inspection and adjustment at 500 miles. Any one of Chevrolet's 10,000 dealers anywhere in the United States or Canada will make regular free inspections every thousand miles. And any Chevrolet dealer will make replacements with no charge for parts or labor, as specified in the Chevrolet Owner's Service Policy.

As a result, the Chevrolet owner may move, or travel to any part of the country, and still enjoy the many advantages of Chevrolet's liberal Owner's Service Policy.



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