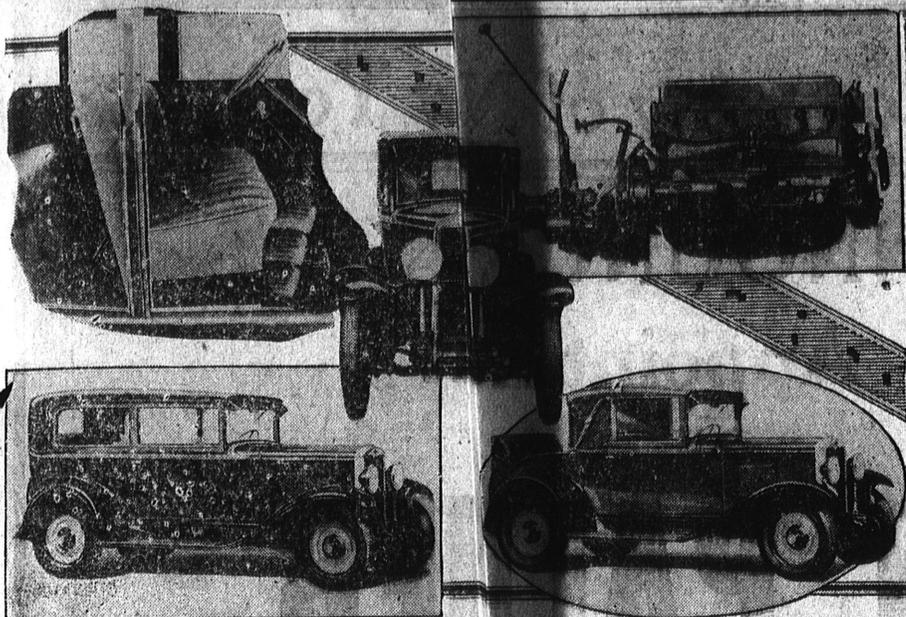


SHOWING MODELS OF THE NEW CHEVROLET SIX



Models and Features of the New Chevrolet "Six" Line to Be Shown

The announcement of a new Six cylinder Chevrolet replacing the former four cylinder car with prices practically unchanged has created something of a sensation through the entire country.

In connection with this announcement the statement was made that the new car would sell at prices approximating \$200.00 less than any other Six on the market and with no raise at all in price over the former Four cylinder Chevrolet except in the case of the two-door Sedan which has been raised \$10 and the Convertible Landau, which replaces the Imperial Landau and will sell for \$30.00 more than the former sport job.

There have been rumors of Chevrolet coming out with a Six cylinder car for several months but the announcement by W. S. Knudsen, president and general manager of the Chevrolet Motor Company, made in Detroit on November 16, was rendered spectacular by the fact that this new car was to be sold at practically no raise in price.

Equipped with a Six cylinder valve-in-head motor, fully enclosed, and with a high-compression non-detonating head, the car is said to have done better than 70 miles an hour in tests at the General Motors Proving Ground in Milford, Michigan and, yet, at ordinary speeds, is reported to have given

an economy of better than twenty miles to the gallon. Because of the ample power provided in the new Six cylinder motor in addition to its flexibility, it has been possible to equip the rear axle with a comparatively high gear ratio of 3.13 to 1, which reduces the turn-over speed of the motor in comparison to road speeds without lessening the car's ability to climb hills and make a quick get-away in traffic.

The motor has a bore of 3 5/16 inches and a stroke of 3 3/4 inches. The piston displacement is 184 cubic inches. On accurate tests in the General Motors Laboratories, this motor has developed 46 horsepower at low engine speeds and is of particularly rugged construction with a crank shaft weighing 46 pounds. The car is equipped with an A-C air cleaner, an automatic fuel pump which replaces the former vacuum tank feed, a carburetor with automatic accelerating pump and a special system of automatic lubrication for the entire rocker-arm mechanism and for all valve operating parts.

The lines of the new car are particularly attractive with flat hood and stream-line effect, making the car comparable in appearance with many cars costing more than twice as much money. All bodies for the new Chevrolet Six are of Fisher craftsmanship and are being finished

in most attractive Duco color schemes. The upholstery on the enclosed models is particularly attractive and of long life.

A feature which will be of special interest to the driver of the car is the fact that in all closed models the front seat is adjustable, rendering it possible to fit the driving position to either tall or short operators.

The instrument board and dash arrangement is particularly attractive and is of the indirectly lighted type, equipped with ammeter, oil-pressure gauge, speedometer, spark throttle and choke controls and a motor temperature indicator. While the wheel base of the car remains the same as in the former model, 107 inches, the bodies have more room on the interior and are more convertible and more elaborately finished.

The line consists of a roadster, a phaeton which replaces the former touring car, the coach or two-door sedan, the coupe, four-door sedan, sport cabriolet, convertible landau which replaces the former Imperial landau and includes three commercial types in a light delivery chassis, a one and one-half ton utility truck chassis and a sedan delivery.

Production of the new car began on the Pacific coast about December 10th and preparations have been made through the radiating

of machinery and the making of necessary changes in the production line made necessary by the complete change in models.

The new cars have been shown on a progressive basis throughout the United States in the principal cities. Shipments to dealers have been made in such a way that cars will be in the hands of dealers for display and delivery on or after January 1. President Knudsen stated in his announcement that no cars would be delivered at retail prior to January 1.

Palmer's Trade Grows

(Continued from Page 1) Department opens directly to the spacious service station lot.

Mr. Palmer is owner of the corner and the new building, having leased the gasoline and automobile service stations to the Torrance Motor Company.

Mr. Palmer invites the public to inspect his new home Saturday.

for Economical Transportation



New Features of - The Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four!

Everywhere The Outstanding Chevrolet is being hailed as a spectacular achievement in advanced design, because it embodies the greatest array of improvements ever offered on any automobile of comparable price.

Here, for example, is a marvelous new six-cylinder, valve-in-head engine whose perfected design represents over four years of development and testing on the part of Chevrolet and General Motors engineers. It has numerous advancements typified by a non-detonating, high-compression cylinder head—gasoline pump with filter, and automatic rocker arm lubrication. It provides performance the like of which was never before available in the low-price field—marvelous smoothness, tremendous reserve power and sensationally swift acceleration—all with an economy averaging better than 20 miles to the gallon of gasoline!

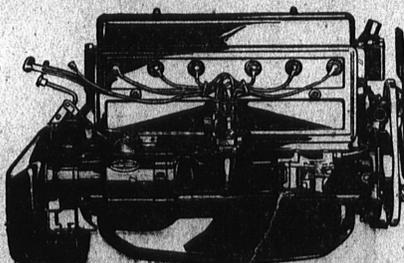
Here are new and improved four-wheel brakes unsurpassed for silence in operation, positive action and ease of adjustability!

Here are marvelous new Fisher bodies introducing a new order of beauty, smartness and luxury.

And here, also, are additional features by the score—each an impressive example of automotive progress—each contributing to outstanding performance, quiet operation, long life, ease of control and economical ownership!

We cordially invite you to visit our showroom and secure complete and detailed information regarding this great new car, which will be ready for delivery beginning January 1st.

A cordial invitation is extended to the public to attend the opening of the new show rooms Saturday, Dec. 29 at the corner of Marcelina and Cravens avenues.



Chevrolet's new six-cylinder, valve-in-head engine has a high compression ratio. Its piston displacement is 184 cu. in. and it develops 46 H. P. at low engine speed.



An automatic accelerating pump results in unusually swift acceleration, as well as greater gasoline economy.



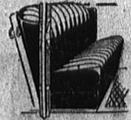
The new chromium plated radiator, lamp standards and fenders, are typical fine car features of the Outstanding Chevrolet.



Newly designed 4-wheel brakes with new semi-moulded brake lining, safe—positive—quiet, provide a measure of braking control in excess of the severest requirements.



On the indirectly lighted instrument panel are grouped all controls, including the water temperature indicator and the theftproof Electrolock.



The adjustable driver's seat in all closed models. This brings the clutch and brake pedals within proper reach for all drivers.



Marvelous new longer and wider bodies by Fisher of hardwood and steel construction, are a distinctive feature of the Outstanding Chevrolet.

Other Outstanding Features of Advanced Design and Equipment

MOTOR

- New automatic lubrication of rocker arm mechanism.
New fabric camshaft gear.
New, larger valve tappets.
New oil scoops on connecting rods.
New heavier crankshaft statically and dynamically balanced.
New re-inforced piston pins.
New hot-spot manifold.
New AC gasoline pump with filter.
New carburetor with accelerating pump and with improved venturi choke for quick starting.
Self-purification of crankcase oil.
Improved crankcase ventilation.

COOLING SYSTEM

- New, larger Harrison honeycomb radiator.
New chromium plated brass radiator shell.
New type thermostat cooling system control.
New double bladed water pump.

ELECTRICAL EQUIPMENT

- New two-beam headlamps with foot button control.
New parking lights inside headlamps.
New theft-proof Delco-Remy Electrolock.
New system Delco-Remy starting, lighting and ignition.
New semi-automatic spark control.
New waterproof spark coil located beneath cowl.
New combination stop and tail lamp.

CHASSIS

- New 15 1/2" channel steel frame extending beyond full length of body.
New self-adjusting, dry disc clutch.
New and heavier driving gear and pinion of 3 1/2% nickel steel.
New and heavier differential gears.
New flat type, steering wheel.
New wire-and-cable controls for spark and throttle.
New and more complete Alemit chassis lubrication.
New larger gasoline tank at rear—11-gallon capacity.
New, smaller, smarter wheels with full balloon tires.

BODIES

- New beaded, full-crown, one-piece fenders.
New hood with advanced design lower grouping.
New rubber covered steel running boards with rubber covered edges.
Striking new color combinations.

TORRANCE MOTOR CO.



A Most Cordial Invitation

IS EXTENDED TO THE PUBLIC OF TORRANCE AND VICINITY

TO VIEW THE

New Chevrolet "Six" Line

SATURDAY, DEC. 29

HOURS

8 A. M. to 10 P. M.

REFRESHMENTS

MUSIC

Torrance Motor Co.

Marcelina at Cravens

Telephone 127

TORRANCE

QUALITY AT LOW COST