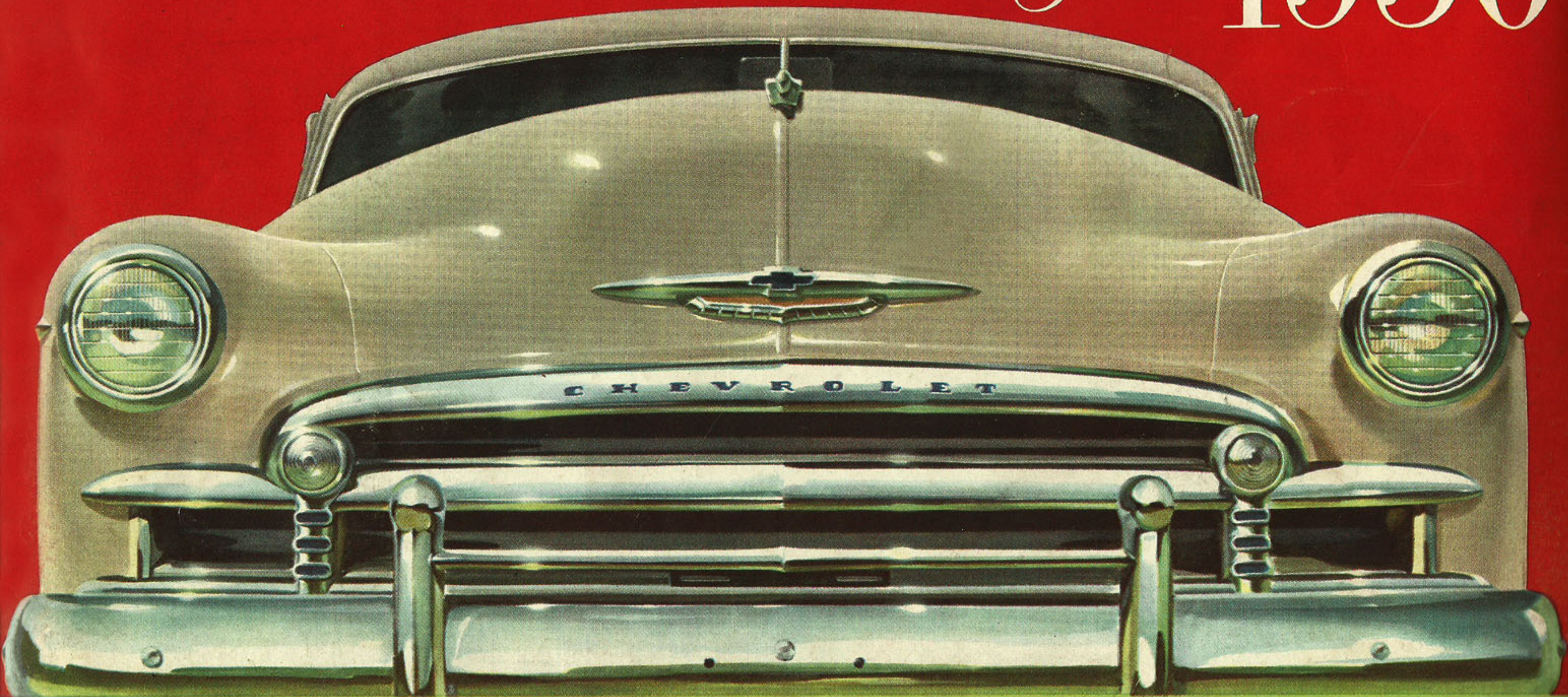


NEW CHEVROLET *for* 1950



Smarter Styling . New Luxuries . Improved Performance

AN IMPROVED, MORE POWERFUL VALVE - IN - HEAD ENGINE

FOR FINER ALL-ROUND PERFORMANCE WITH TRADITIONAL CHEVROLET ECONOMY!

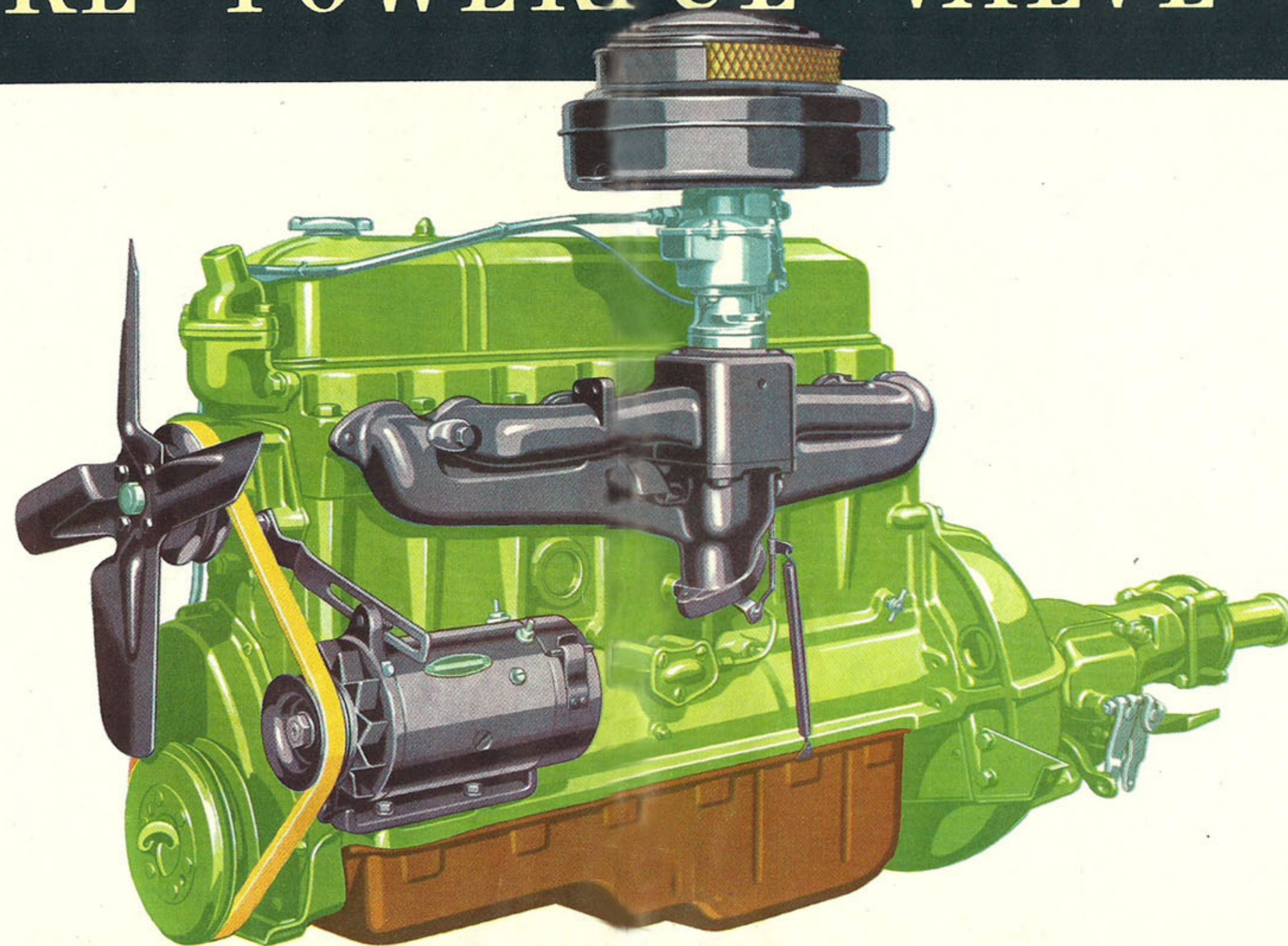
The new Chevrolet is an even more outstanding performer than its famous fore-runners!

For Chevrolet's world's champion valve-in-head engine has been made even more powerful, even smoother in operation and more positive in acceleration.

A completely new Power-Jet Carburetor of improved design and new valve capacities bring you these advantages . . . and with the same gasoline and oil economy that's always been traditional with Chevrolet.

Chevrolet continues to be alone in its field with the proved efficiency and economy of valve-in-head design. Today, more and more manufacturers of higher priced cars are adopting valve-in-head engines in answer to the demand for more compact, high-compression power plants. But Chevrolet remains the *one* car in the low-price field with a valve-in-head engine.

And now Chevrolet is farther ahead of its field than ever!



FINER SLOW-SPEED PERFORMANCE—The new Chevrolet is smoother during slow-speed driving, ready to answer your slightest signal from the accelerator.



MORE POSITIVE PICK-UP—And when the call comes for more speed, there's a spirited response from the more powerful engine. Acceleration is more positive.



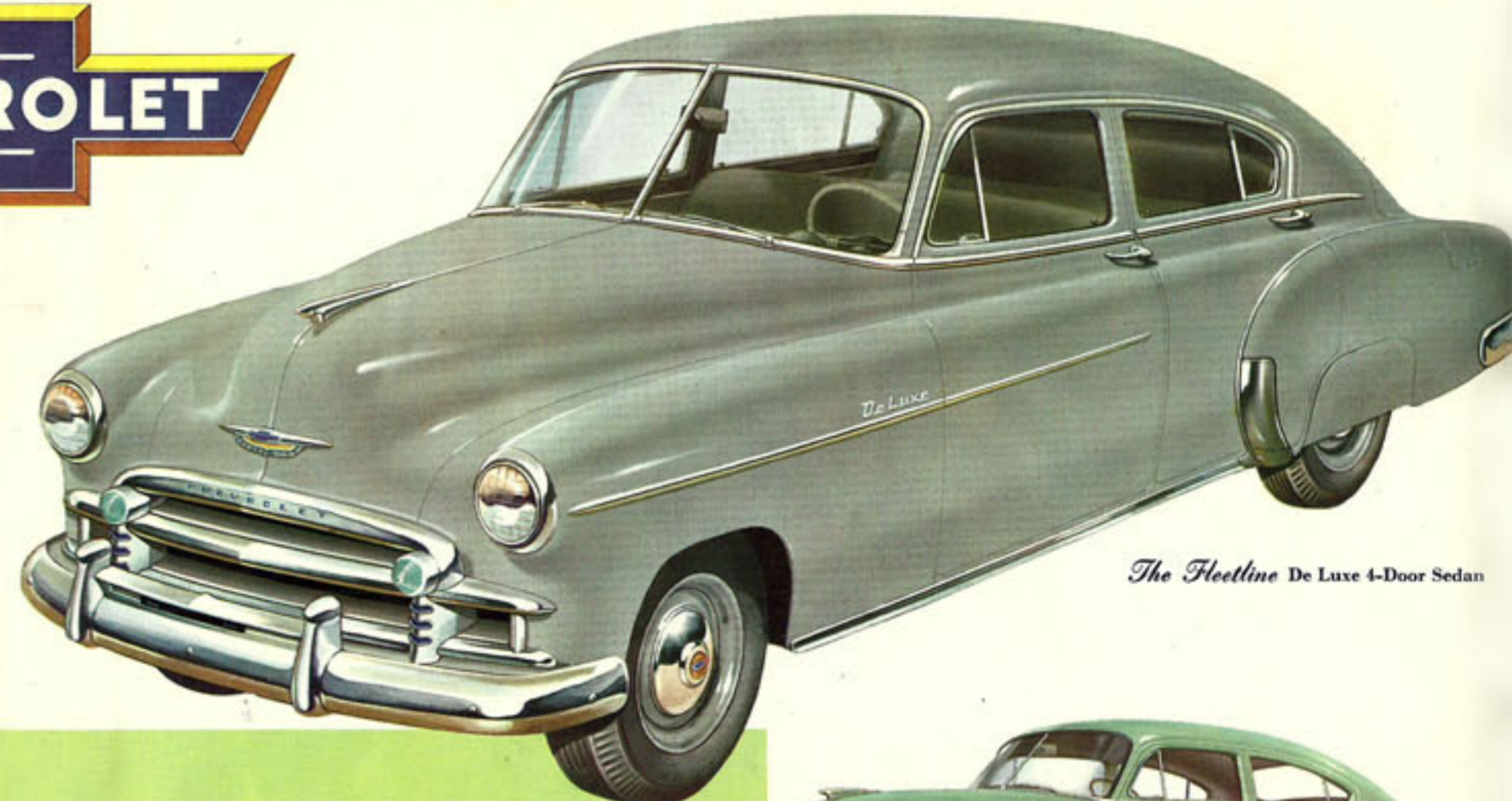
FINER COLD-WEATHER PERFORMANCE—The new Power-Jet Carburetor delivers the proper fuel mixture to the engine for peak performance under all conditions.



MORE POWER—Performance is smooth and even more positive on hills, curves—wherever you drive. You have power and speed to spare for every driving need.



The Styleline De Luxe 4-Door Sedan



The Fleetline De Luxe 4-Door Sedan



The Styleline Special 4-Door Sedan



The Fleetline Special 4-Door Sedan

Finer than ever for '50!

Inside . . . Outside . . . All The Way Through

Here they are—all 14 of the superb new Chevrolets for 1950! Here are the Fleetline models, the Styleline models and a model entirely new to the low-price field . . . the beautiful Bel Air.

These new Chevrolets are smarter in styling. Colors are new and more sparkling. And there's a lower look about the clean, flowing lines that makes Chevrolet Bodies by Fisher even more distinctively beautiful among low-priced cars.

Interiors are finer than ever, too. There are luxurious new upholstery fabrics as durable as they are smart. Seats, door panels and instrument panels are finished in rich Two-Tone Color Harmonies that add a new

note of grace and smartness to Chevrolet interiors.

And in performance, these 1950 Chevrolets more than live up to the promise of their appearance. An improved valve-in-head engine sets a new standard of performance with economy in the low-price field!

Along with all these new features, Chevrolet brings you the proved comfort, safety, visibility and value that make it far and away America's most popular car. Over the last 19-year period, more people have bought Chevrolets than any other make!

So these new Chevrolets for 1950 merit a careful look on the part of any car-buyer. And remember—there's a lot a look can't tell you that a ride will!



The Styleline De Luxe 2-Door Sedan



The Fleetline De Luxe 2-Door Sedan



The Styleline Special 2-Door Sedan



The Fleetline Special 2-Door Sedan



The Bel Air



The Styleline De Luxe Sport Coupe



The Styleline Special Business Coupe



A new two-tone color treatment, used throughout the interior, adds luster to the instrument panel.



The Bel Air's spacious interiors feature appointments and equipment of rare luxury.



The Styleline Special Sport Coupe



The Styleline De Luxe Convertible



The graceful rear-deck lines are pointed up by a distinctive new emblem and trunk handle.



Chevrolet's new two-tone interiors provide both beauty and comfort with new upholstery fabrics on big, wide "Five-Foot Seats."



The Styleline De Luxe Station Wagon

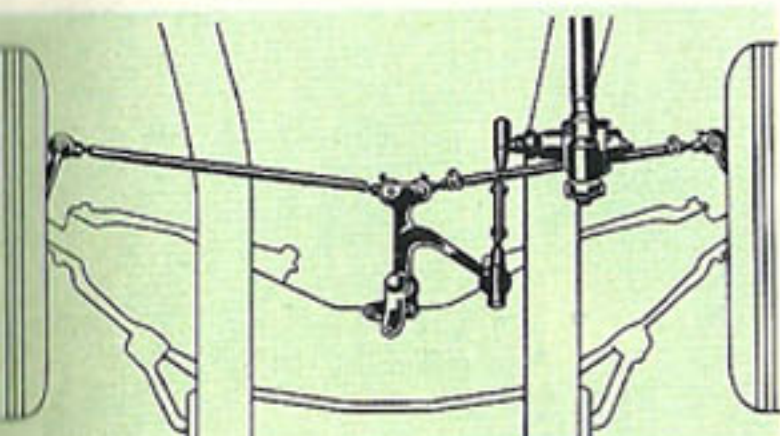


There's room for eight passengers—plus luggage and equipment galore—in the new station wagon.

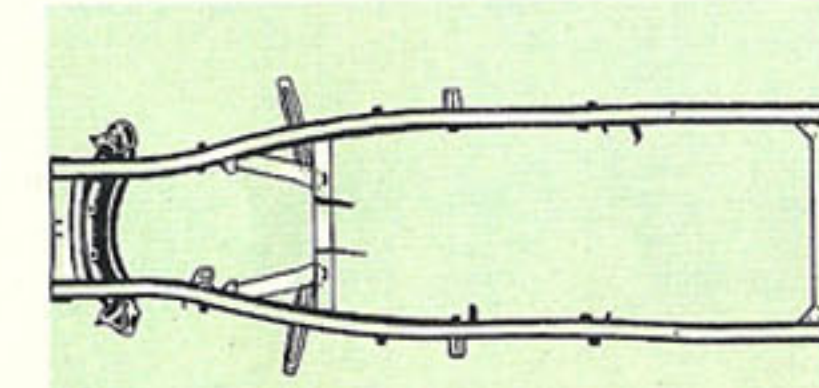
Only Chevrolet gives you

... SUCH ADVANCED ENGINEERING
... SO MANY FINE CAR FEATURES

at Lowest Cost!



CENTER-POINT STEERING makes driving easy, sure, safe. This advanced steering system is exclusive to Chevrolet among low-priced cars.



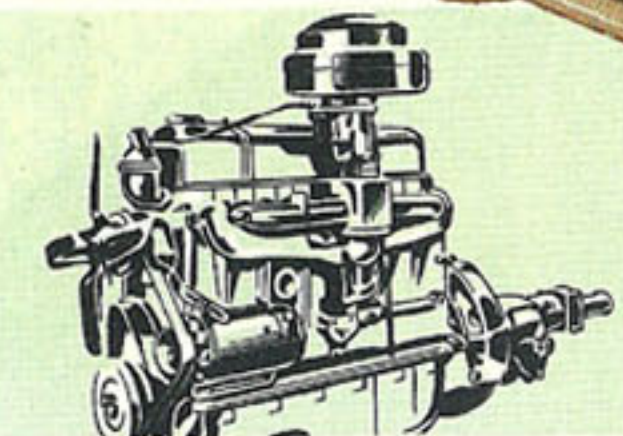
CHEVROLET'S STURDY BOX-GIRDER FRAME has been made even stronger and more rugged to provide an extra degree of safety.



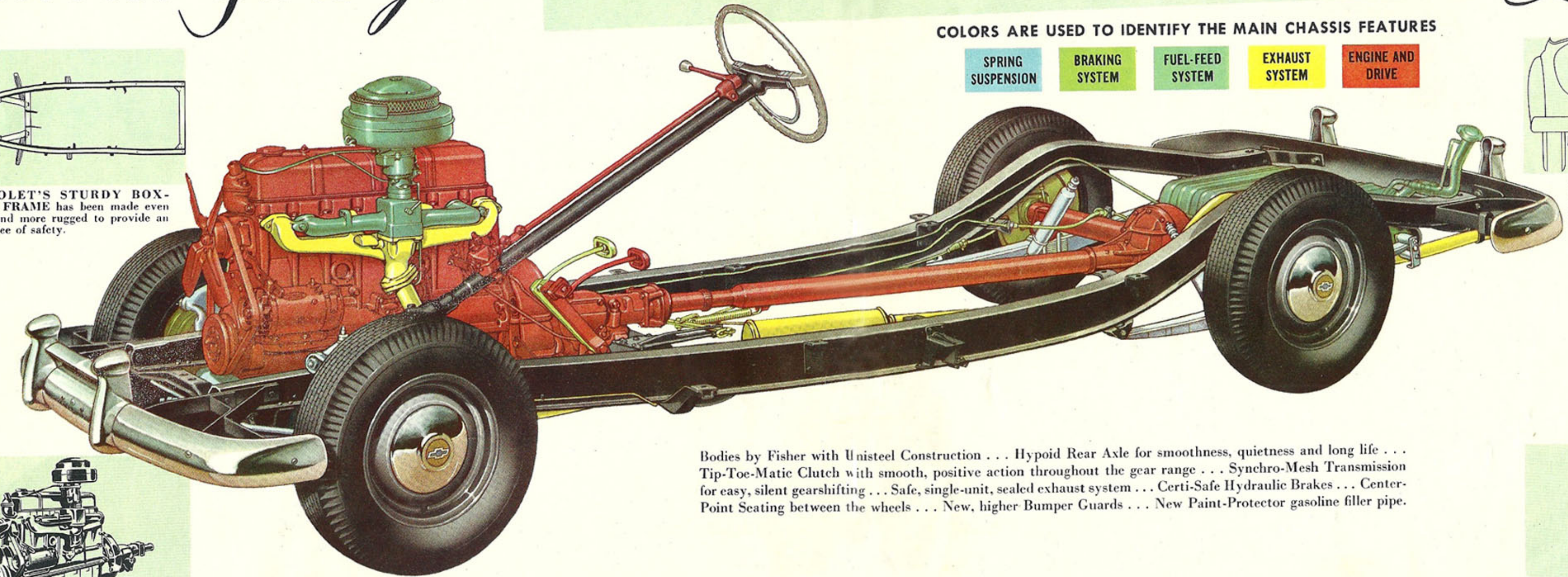
CHEVROLET'S EXCLUSIVE BRAKE DESIGN insures full lining contact and equal brake performance at each wheel for swift, safe stops.



DUAL-LIFE, RIVETLESS BRAKE LININGS last up to twice as long. There are no rivets to limit lining life or to score drums.

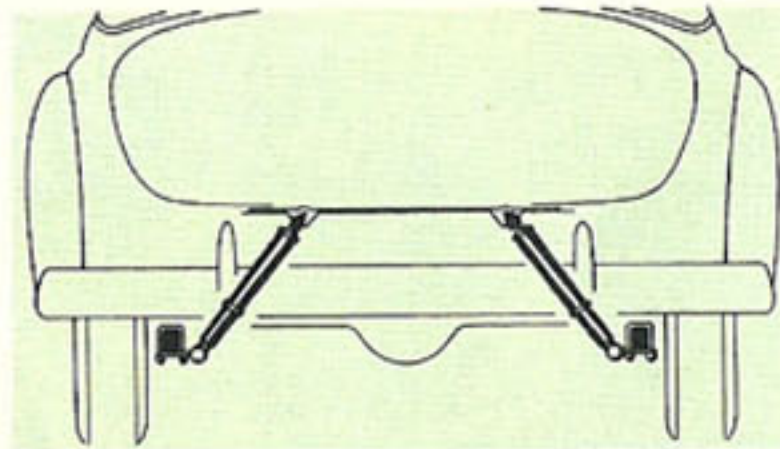


VALVE-IN-HEAD DESIGN permits quicker intake of the fuel mixture, faster expulsion of exhaust gases and more efficient cooling.

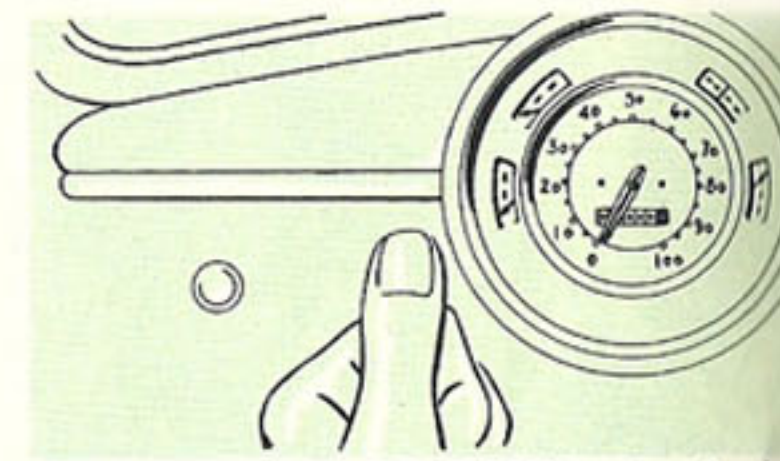


COLORS ARE USED TO IDENTIFY THE MAIN CHASSIS FEATURES

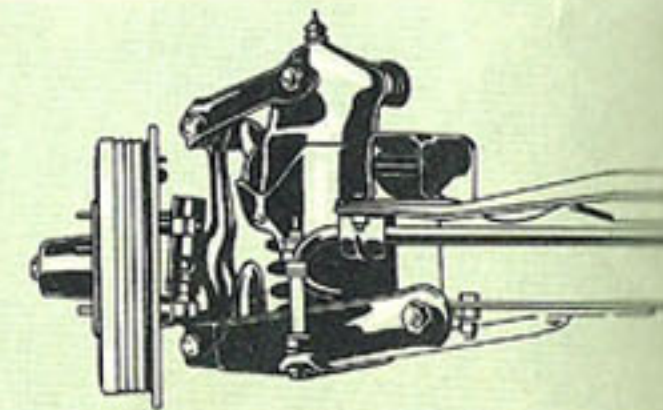
- SPRING SUSPENSION
- BRAKING SYSTEM
- FUEL-FEED SYSTEM
- EXHAUST SYSTEM
- ENGINE AND DRIVE



CENTER-POINT REAR SUSPENSION, with diagonally mounted airplane type shock absorbers, increases stability and comfort.



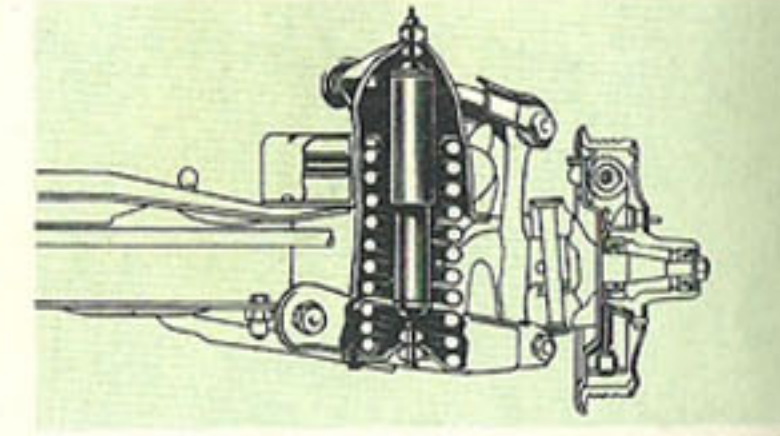
PUSH-BUTTON STARTING is of the solenoid type for more positive operation. The starter button is conveniently placed on the dash beside the instrument grouping.



UNITIZED KNEE-ACTION, an important factor in riding smoothness and stability, exclusive to Chevrolet in its field.



5-INCH WIDE BASE RIMS—widest in the low-price field—combine with low-pressure tires to make a large, soft riding "cushion".



AIRPLANE TYPE SHOCK ABSORBERS function more efficiently than older types and never require any refilling.

Bodies by Fisher with Unisteel Construction . . . Hypoid Rear Axle for smoothness, quietness and long life . . . Tip-Toe-Matic Clutch with smooth, positive action throughout the gear range . . . Synchro-Mesh Transmission for easy, silent gearshifting . . . Safe, single-unit, sealed exhaust system . . . Certi-Safe Hydraulic Brakes . . . Center-Point Seating between the wheels . . . New, higher Bumper Guards . . . New Paint-Protector gasoline filler pipe.

SPECIFICATIONS

POWER PLANT

Engine Type: Valve-in-Head. 92 horsepower. Six cylinders, 6.6:1 compression ratio, 3½" bore, 3¾" stroke.

Pistons: Lightweight, cast alloy iron, with slipper skirt, surface treated.

Crankshaft: Counterbalanced. Four, precision interchangeable, thin wall babbitt main bearings. Rubber floated harmonic balancer.

Oiling System: Specialized system with pressure streams of oil to the connecting rod bearings (instant cold starting lubrication) and positive pressure to crankshaft bearings, camshaft bearings, valve rocker arms and timing gear spray nozzle.

Fuel System: New, single-adjustment balanced down-draft carburetor, with fast-idle mechanism. Octane Selector. A.C. air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. 16-gallon gasoline tank. Fuel tank filler signal (except Station Wagon).

Cooling System: Capacity, 15 quarts. Self-adjusting, permanently lubricated water pump. Individually cooled cylinders, full length water jackets. Nozzle jet valve seat cooling.

Electrical System: Delco-Remy ignition with centrifugal and vacuum spark-advance control. High intensity spark, heavy duty ignition. Waterproof coil. High output ventilated generator with voltage and current regulator. Delco-Remy starter, with solenoid-operated, positive shift (push button on dash).

Power Plant Mounting: Three-point, rubber-cushioned support with two shear-type rubber torque reaction dampeners.

Clutch: Diaphragm spring type, ventilated. Permanently lubricated ball throwout bearing.

Transmission: Synchro-mesh with helical gears throughout. Steering column mounted gearshift control.

CHASSIS

Frame: Box-girder type, reinforced for Bel Air. In the Convertible a "VK" structure of "I" beam members takes place of engine rear support cross member.

Front Suspension: Unitized Knee-Action, with fully-sealed bearings and direct double-acting hydraulic shock absorbers. Ride stabilizer.

Rear Axle: Semi-floating type with hypoid drive gears of 4.11 to 1 ratio.

Rear Springs: Semi-elliptic springs and shackles of tension type. Rubber insulated. Metal spring covers. Direct double-acting hydraulic shock absorbers.

Drive System: Torque tube drive. Tubular propeller shaft; fully enclosed.

Brakes: Four-wheel hydraulic. 11" brake drums. Self-

aligning, full contact brake shoes. Mechanical parking brakes with L-shaped pull handle.

Steering Gear: Ball bearing mounted roller sector; worm mounted on tapered roller bearings; fully adjustable. Ratio 17.4 to 1. Center-point steering. Wheel diameter, 17¼"; all special models, three-spoke with horn button, all de luxe models two-spoke with horn blowing ring.

Wheels and Tires: Five; steel disc with short spokes. 6.70-15 tires on wide base rims.

Wheelbase: 115 inches. Over-all length (including bumpers) 197½"; Station Wagons, 198¼".

Chassis Equipment: Bumpers with two guards, both front and rear. Splash and gravel deflectors front and rear. License guard in front.

LIGHTS—HORN—BATTERY

Lights: Sealed Beam headlamps with foot controlled beam; indicator light on instrument panel. New, parking lights blended into each side of radiator grille. New, dual tail and stop lights on all models except Station Wagon, which has one. Rear license plate lights. Dome light all models. Dual matched horns.

Battery: 15-Plate, 100 ampere-hour capacity.

INSTRUMENT PANEL—CONTROLS—VISION

Instruments: Speedometer. Oil pressure and gasoline gauges. Battery charge and engine heat indicators. Variable indirect instrument cluster lighting.

Controls: Rubber padded foot controls. Illuminated, 3-position ignition lock. Lights, choke, throttle, air intake and windshield wiper controls.

Vision: Single control dual windshield wipers. Two windshield defroster openings. Adjustable inside rear view mirror (outside on Convertible coupe).

BODY EQUIPMENT—SPECIAL MODELS

Exterior: Stainless steel body belt line molding, body sill moldings, and rear fender crown moldings. Curved windshield with stainless steel center molding. Push-button door handles. Key locks in both front doors. Black rubber rear fender shields. Gasoline filler under door in left rear fender. Hood ornament and new emblem. New deck lid lock and stationary loop type handle. Chrome-plated headlight rims. Bumpers and new bumper guards, front and rear. Front license guard.

Interior: Seat upholstery is gray-striped modern weave flat cloth. Upper side walls, center pillar, front seat-back and side panels are plain dark gray broadcloth and lower side walls are plain light gray fabric. Headlining is light gray fabric. Seat and side wall two-tone gray combination. Dark gray leather fabric scuff pads with stainless steel molding across top, on all doors.

Carpet on rear floors of sedans and Sport Coupe. Black rubber floor mat in front compartment and luggage compartment. Business Coupe has black rubber mat on floor behind front seat. Sunshade for driver. Interior view mirror. Circular instrument cluster, including speedometer. Instrument panel includes stainless steel horizontal lighting, radio grille, glove compartment with lock, ash tray, and cigarette lighter. Dark gray, plastic panel and garnish moldings. Castings light on lower edges of garnish moldings. Light knobs for light switch, throttle, choke, wind ventilators, and window regulators. Friction panes with drip shields on front door quarter windows in two-door sedans. Low sections and fixed ventipanes in rear door four-door sedans. Fixed rear window. Two door hooks. Dome light with integrated by floor illumination right side of front compartment illuminated from clear glass rear light. Painted step plates on floor jack, and combination jack handle.

BODY EQUIPMENT—REGULAR

Regular equipment on De Luxe following, in addition to, or in alternation with, equipment listed for Special models:

Exterior, Sedans and Sport Coupe: Stainless steel rear fender shield, door window carrier with stainless steel moldings on front fender. Stainless steel rear fender shield.

Exterior, Convertible Coupe: Sedan and Sport Coupe window frames. Rear window frame and mounted in fabric. Side view mirror mounted on left front fender. Hydraulically operated trunk.

Exterior, Bel Air Model: Similar to Convertible except: All-steel, painted rear window with stainless steel moldings. No outside view mirror.

Exterior, Station Wagon: Equipment similar to Sedan models except: Simulated wood grained steel panels. No stainless steel window reveal moldings. Stainless steel body belt molding extends across base of windshield and on front doors to rear edge of ventipanes. Gasoline filler cap on left rear fender.

Interior, Sedans and Sport Coupe: Foam rubber seat cushion pads. Seat upholstery is gray, striped, broadcloth with shoulder area of seat back cushion of plain dark gray broadcloth. The rear face of the front seat back cushion, the seat riser, upper side walls, and center pillar are also dark gray broadcloth. Light gray

lower side walls, and a harmonizing light gray headlining. Scuff pads on all doors, and quarter panels of two-door sedans and sport coupe are of dark gray leather fabric. Dark gray rubber floor mat in front compartment and tan rubber in luggage compartment. Simulated carpet inserts of gray flecked rubber in front floor mat. Harmonizing gray, deep pile carpet on rear seat floor area. Two sunshades. Circular instrument cluster with Lucite face. Instrument panel includes radio grille, glove compartment with lock and automatic light, clock, ash tray, cigarette lighter, and removable panel for installation of accessory radio controls. Stainless steel inserts in dark gray plastic control knobs for light switch, choke, throttle, windshield wiper and window regulators. Light gray plastic knobs for selector lever and ventilator controls. Ventipane type ventipanes in rear doors of four-door sedans. Sliding quarter windows in Sport Coupe. Robe cord. Automatic dome light switch in each front door. Rest on doors, front and rear, and on quarter panels of four-door sedans and Sport Coupe. Assist straps in front sedans and Sport Coupe. Ash tray in front seat of four-door sedans, and one in each rear seat armrest of two-door sedans and Sport Coupe. Extra roof rack.

Interior, Convertible Coupe: Equipment similar to Sedan and Sport Coupe models except:

Upholstered in a combination of genuine leather and light gray, striped, pile cord fabric. Doors and side panels trimmed in leather fabric and two-tone gray, striped, pile cord fabric. Front seat back, and sunshades upholstered in leather fabric to match leather on seats. Fine carpet inserts in front floor mat and genuine pile carpet on rear floor area. Upper part of instrument panel and garnish moldings painted leather trim color. Side view mirror, outer ends of spokes, and hub around indicator light, black, other painted parts light gray. Arm trays and arm rests in rear quarter panels. Dome light on roof bow with manual switch in left rear quarter panel. No coat hooks, robe cord, or drip shields. Interior-Exterior Color Combination: Two-tone gray, striped, pile cord fabric is the same for all color combinations of this model. Colors of fabric top, top boot, seat and side wall leather trim, garnish moldings, and upper part of instrument panel change with body color.

Interior, Bel Air: Same as Convertible Coupe except: Rear compartment lights—two, 6 candlepower each; one in each roof quarter panel just above belt line. Headlining in neutral gray fabric, exposed bright metal roof bows. Transmission control lever knob, black plastic. Luggage compartment same in size as Sport Coupe.

Interior, Station Wagon: Wood grained garnish moldings, mahogany door panels; seat upholstery and headlining to match. Foam rubber front seat pad.

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.