



The Only Fine Cars
PRICED SO LOW!

*New Safety...
New Comfort
for '52*



Amazing New Chevrolet Safety Plate E·Z·Eye Glass Filters Out Heat and Glare

Assures safer, more comfortable driving . . . day and night . . . all year round

WHAT IT DOES—Cuts down glare from wet pavements, sun, snow, headlights—reduces driving fatigue, eyestrain. Filters out heat from sun's rays—provides cooler motoring comfort. Installed all around (except Convertible rear window) for *all-round* protection all the time.

WHAT IT IS—Chevrolet is only low-priced car to offer this specially developed bluish-green tinted heat-absorbent *safety plate* glass. Windshield has darker green sky-glare-reducing band at top, blending into same color as rest of glass.

HOW IT DOES IT—Chevrolet's exclusive E-Z-Eye safety glass cuts down outside light intensity by reducing penetration of sun's rays—lessens the glare of headlights, sun, sky and snow by filtering out the blinding dazzle. (E-Z-Eye Glass is optional equipment at extra cost.)

Look at all these E·Z·Eye advantages

Only Chevrolet in its field offers you
SAFETY PLATE

E·Z·Eye Glass



Less Glare—Reduces glaring dazzle from on-coming cars or sun, sky or snow.



Lessens Driving Fatigue—Combats tiredness; improves vision—helps reduce eyestrain.



Cuts Sun's Heat—Reduces radiant heat entering car through glass for cooler summer driving.



Shuts Out Ultra-Violet Rays—Protects the original beauty of upholstery, and interior trim.



Minimizes need for Sun Glasses—Sun visors or sun glasses not required with E-Z-Eye Glass.

In Addition...

Look at all these
outstanding features
which again make

THE 1952 CHEVROLET

*the biggest value
in the low-price field!*



New Royal-Tone Styling

Smart design, radiant car colors and distinctive color-matched interiors introduce Royal-Tone Styling to the low-price field. Chevrolet for '52 is brighter, more beautiful than ever—both inside and out.



Exciting New Exterior Colors

Widest choice ever! Twenty-six wonderful solid colors and two-tone color combinations lend sparkle to the overall beauty of Royal-Tone Styling. New for '52 are striking exteriors in Twilight Blue, Cherry, and many others.



Harmonizing Color-Matched Interiors

Harmonizing interiors in two-tone blue, green or gray are offered in De Luxe Sedans and Sport Coupes. The Bel Air, Convertible and Station Wagon offer other exciting interpretations of Royal-Tone Styling.



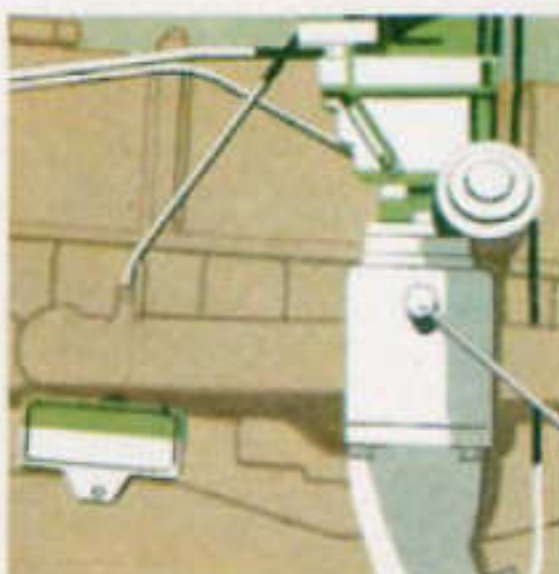
New Centerpoise Power

Engine vibration and power impulses are "screened out"—isolated from driver and passengers. Engine rides flexibly supported by new high-side mountings . . . centered, poised, cushioned in rubber.



New Improved Power-Jet Carburetion

More dependable acceleration has been achieved by more efficient control of fuel flow. Carburetion on Powerglide models with 105-h.p. engine features new Automatic Choke for sure, smooth starting under all conditions.



New Softer, Smoother Ride

Knee-Action ride is now softer, smoother than ever. New Quick-Reflex shock absorber action makes spring control immediate and continuous. Back-seat and front-seat passengers enjoy new comfort.



Oil-Smooth, Oil-Cooled Powerglide

Combined with 105-h.p. engine and new Automatic Choke, Powerglide alone in Chevrolet's field is oil-smooth, with no jerks or surges—oil-cooled for long life. Optional on De Luxe models at extra cost.



Trend-Setting Valve-in-Head Engine

One by one, other cars are following Chevrolet's lead—they're going to valve-in-head! But only Chevrolet can produce the Chevrolet Valve-in-Head engine . . . improved and refined by nearly 40 years of development.



Extra-Easy Center-Point Steering

Control is *centered between* the front wheels . . . giving smoother feel to the wheel on road bumps or ruts. Chevrolet is surprisingly easy to steer, park, and maneuver. Even at low speeds, little wheel effort is required.



Extra-Safe Jumbo-Drum Brakes

Powerful brakes—with big 11" brake drums—apply more *leverage* for more stopping power. Make for smoother, safer stops with less driver effort. *Bonded* brake linings almost double lining life.