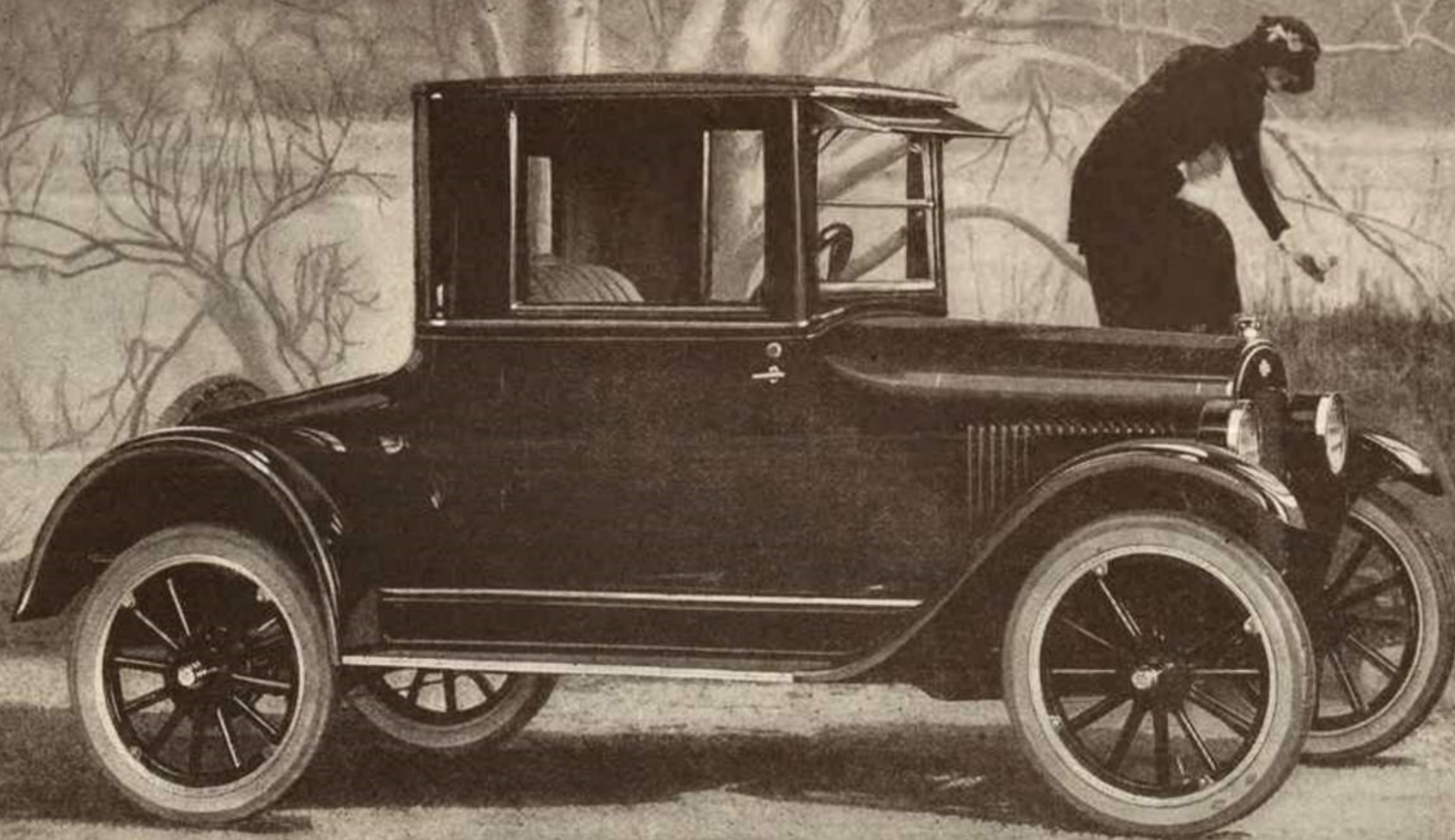


for Economical Transportation



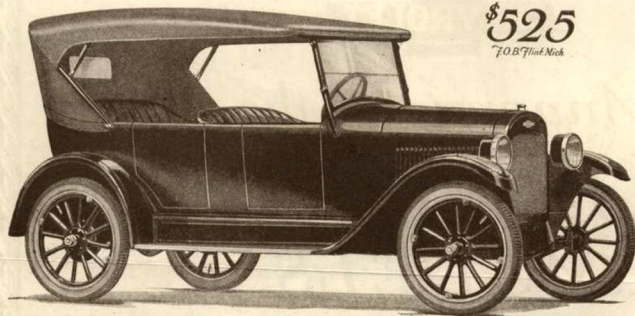
Announcing the
SUPERIOR
MODELS

UNEQUALED
IN STYLE
VALUE AND
ECONOMY



Nothing compares with Chevrolet

Chevrolet SUPERIOR Models Unequaled in Style, Value and Economy



\$525
7087 Ford Mch.

1923 SUPERIOR Line Chevrolet 5-Passenger Touring

A GLANCE at this photographic reproduction of the SUPERIOR Touring Car shows why it stands in a quality class of its own—incomparable.

Here is an automobile which anyone can be proud to own, because of its up-to-the-minute style, complete, modern engineering, and the lowest operating costs of any 5-passenger automobile made.

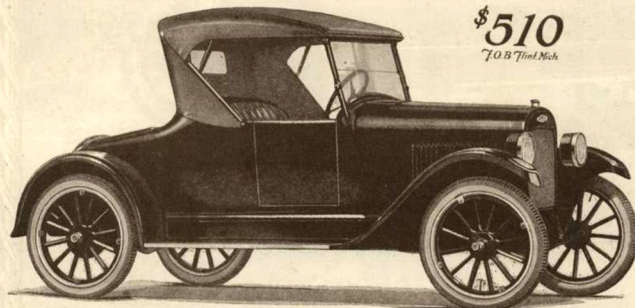
For Economical Transportation


All these advantages apply with added force to the SUPERIOR Roadster pictured below, which, due to reduced passenger capacity, develops still lower mileage costs.

No need to waste space with fulsome selling arguments. The American public knows automobile values. The spontaneous demand for these remarkable cars will tax even our greatly enlarged productive facilities.

For Economical Transportation


NOTHING COMPARES WITH CHEVROLET



\$510
7087 Ford Mch.

1923 SUPERIOR Line Chevrolet 2-Passenger Roadster

for Economical Transportation



MORE than ever before the Chevrolet Motor Company has again emphasized its admitted leadership as producer of the world's lowest priced quality automobiles.

The SUPERIOR Models here illustrated, at no higher prices than those of our preceding Models, represent the most sensational values in modern economical transportation ever established.

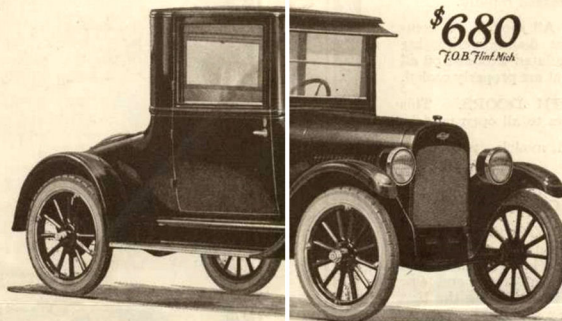
QUALITY has been still further improved by more artistic design and added equipment.

ECONOMY has been still further increased by engineering refinements and greatly increased service facilities throughout the whole country.

PRICES remain the same in spite of added equipment and more expensive construction which have materially increased the average values.

For Economical Transportation

NOTHING COMPARES WITH CHEVROLET



\$680
7087 Ford Mch.

1923 SUPERIOR Line Chevrolet 2-Passenger Utility Coupe

For Economical Transportation

The SUPERIOR Utility Coupe is bound to surpass the magnificent sales record of its 1922 predecessor.

This is the world's lowest priced quality closed car, and far outdistances all competition in single closed automobiles.

All
Closed
Models

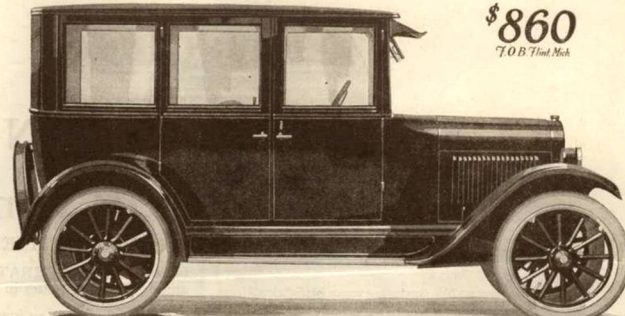


Carry
This
Trade Mark

Chevrolet Motor Company

DIVISION OF GENERAL MOTORS CORPORATION

DETROIT, MICHIGAN



\$860
7087 Ford Mch.

1923 SUPERIOR Line Chevrolet 5-Passenger Sedan

THE SUPERIOR Sedan, like our preceding Sedan, is the outstanding world leader in the all-year type of family car. Chevrolet has led the automobile world in the pronounced shift to closed cars and our five passenger Sedan has been the chief reason.

At no time during 1922 after the first general distribution of the Sedan, were we able to keep pace with our orders. With this SUPERIOR model, improved in design, construction and added equipment, an even greater demand is anticipated that will maintain our position of leadership in the production of Closed cars with Fisher bodies.

For Economical Transportation



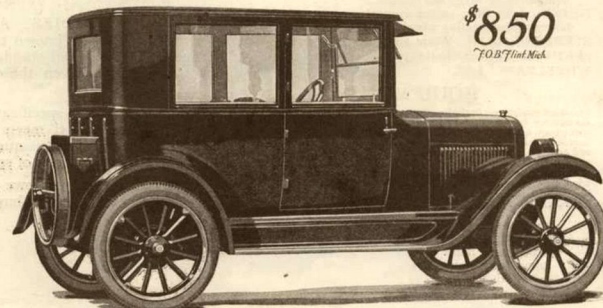
The SUPERIOR Sedanette is a new member of our line destined, we are confident, to achieve great popularity. It is designed especially for country club, social, shopping and general utility purposes, and as an extra car appealing especially to women.

The trunk at rear is part of the regular equipment.

For Economical Transportation



NOTHING COMPARES WITH CHEVROLET



\$850
7087 Ford Mch.

1923 SUPERIOR Line Chevrolet Sedanette

for Economical Transportation



SPECIFICATIONS OF THE 1923 SUPERIOR Line

ENGINEERING SPECIFICATIONS

MOTOR: Four-cylinder, valve-in-head type, $3\frac{1}{8}$ " bore, 4" stroke.
CYLINDERS: Cast en bloc (including upper half of crank case). Head detachable.
VALVES: $1\frac{1}{2}$ " diameter.
CONNECTING ROD BEARINGS: $1\frac{3}{8}$ " diameter, $1\frac{7}{8}$ " long.
CRANKSHAFT BEARINGS: Front, $1\frac{3}{8}$ " diameter, $2\frac{5}{16}$ " long; Center, $1\frac{3}{4}$ " diameter, $1\frac{1}{2}$ " long; Rear, $1\frac{3}{4}$ " diameter, $2\frac{1}{16}$ " long.
CAMSHAFT BEARINGS: Front, $1\frac{5}{16}$ " diameter, $2\frac{3}{8}$ " long; Center, $1\frac{9}{16}$ " diameter, 2" long; Rear, $1\frac{1}{4}$ " diameter, $1\frac{7}{16}$ " long.
OILING SYSTEM: Splash, gear pump and individual oil pockets. Pressure to center bearing. Oil pressure gauge on instrument board.
CARBURETOR: Zenith or Improved Holley.
FUEL: Vacuum feed; 10-gallon tank in rear.
IGNITION, STARTER and GENERATOR: Remy or Autolite.
CLUTCH: Cone type with adjustable compensating springs.
TRANSMISSION: Selective type, sliding gear; three speeds forward and reverse.
COOLING: Water pump and fan; honeycomb radiator.
FRONT AXLE: Drop-forged I-beam. New Departure bearings.
REAR AXLE: Semi-floating type, wheel bearing carried on wheel hub and in axle housing, not on axle shaft. Hyatt and New Departure bearings. Spiral bevel ring gear and pinion.
BRAKES: Emergency, internal expanding, hand control; Service, external contracting; 10" brake drums.
WHEELS: Wood, artillery type, demountable rims, large hub flanges.
TIRES: 30" x $3\frac{1}{2}$ ". Straight side cord tires are standard equipment on all closed models.
DRIVE: Left side; center control; spark and throttle levers under steering wheel. Foot accelerator.
STEERING GEAR: Worm and gear, 16" steering wheel.
SPRINGS: Quarter-elliptic type, front and rear.
WHEELBASE: 102".

EQUIPMENT

Standard equipment includes starter and electric lights connected to the battery, barrel type head lamps, legal lenses, speedometer, oil pressure gauge, ammeter, demountable rims with extra rim, tire carrier and license holders, double adjustable windshield, complete tool equipment, and on open models one man top and side curtains which open with the doors.
Closed models equipped with straight side cord tires, sun visor, windshield wiper, and dash light.
We reserve the right to make changes in design or construction at any time. Prices subject to change without notice.

Note the Many
QUALITY
Features, Same as
found on Automobiles
of Higher Price

DISTINCTIVE FEATURES

LOW COST OF OPERATION. Chevrolet leads among all automobiles in gasoline mileage.

Oil consumption is so low as to surprise all new owners who have driven any other car.

Tire mileage is unsurpassed.

EXTENSIVE SERVICE FACILITIES. There are about 5,000 Chevrolet dealers and more than 5,000 Parts Depots in this country and both of these classes are being increased rapidly.

DRIVING COMFORT. All models are comfortably upholstered, have double ventilating windshields (Ternstedt regulated windows on all closed cars), and motors that are properly cooled.

CURTAINS OPEN WITH DOORS. This modern convenience applies to all open models.

VACUUM FEED on all models, with tank in rear.

DEMOUNTABLE RIMS. It is a simple, quick job to change rims on any Chevrolet.

IMPROVED DESIGN. With the new high hood, crowned panelled fenders, sloping windshield, plate-glass windows, large radiator and drum type headlights, stream lines and fine finish Chevrolet takes its place among the best class of artistic cars, and can and will be a source of pride to every owner.

FISHER BODIES. All our closed cars have Fisher Bodies, known to be the highest type of construction and standard on the best grade of closed cars, even those selling at the highest prices.

A study of the specifications and examination of whatever model meets your requirements will disclose numerous quality features not here mentioned for lack of space.

By all means, you owe it to yourself to **KNOW** the Chevrolet before buying any car at any price.

Call and See
These Cars at our
Show rooms to Realize
Their Incomparable
VALUE