

To a
**RECENT OCCUPANT OF A
 GRAND LUXE SUITE**
on the Ile de France

● Because your original parties at Cannes were the highlights of the Riviera season; because your sojourn abroad convinced the old world, too, that you are the best-dressed woman of today; because, in the brief interval since your return, you have already introduced a new coiffure; and, lastly, because in your constant search for the new and smart, you never make the mistake of measuring excellence by price—we invite you to spend your first unoccupied half-hour in a Chevrolet. You'll make the ever-greenable discovery that though few cars are so inexpensive, no car is quite so well equipped to get you about with ease. Discovery, did we say? Well, it can scarcely be that, since Chevrolet is already firmly established as the smart personal car. But once you've been lulled by the blissful gliding ride, we feel sure that you, despite your penchant for starting trends, will be content to follow. When may we prove our case? CHEVROLET MOTOR COMPANY, DETROIT, MICH.



CHEVROLET
 MASTER SIX SPORT COUPE

**CHEVROLET
 FOR 1934**



A GENERAL MOTORS VALUE



The aristocratic atmosphere of these automobile advertisements imparts itself even to those who cannot or will not read the text

Grilling on the road

1934's new motor car, built to last, is a masterpiece of engineering. It gives you the best of both worlds. The new generation of motor cars are built to last and to give you the most pleasure in your driving. The difference here is the matter of the motor car. It is built to last and to give you the most pleasure in your driving. It is built to last and to give you the most pleasure in your driving. It is built to last and to give you the most pleasure in your driving.

Built to Protect our Good Name

"G3"

GOOD YEAR
 THE CHEAPEST YEAR IN SERVICE

HUDSON 8
 yet challenges ANY 8 on
 Performance and Economy

OF THE LOW PRICE FIELD