

July 5, 1945

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Prop'r.

HELP WANTED

•
Auto Mechanics

Implement Mechanics

Truck Driver

•
H. S. NEWCOMER & SON, Inc.

Mount Joy, Pa.

October 25, 1945

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHRILL, Editor & Pro'r.

**LOCAL DEALER ATTENDED
NEW CHEVROLET PREVIEW**

Clarence S. Newcomer, Chevrolet dealer at Mount Joy, Pa. returned from Washington, D. C. today where he attended a preview of the new 1946 Chevrolet at the company's zone headquarters.

He was reluctant to discuss the mechanical and style features of the new car, but by his eager attitude it was apparent that he expected the formal announcement and public showing of the car to be at an early date.

Mr. Newcomer said he and other dealers in the area were confident that the 1946 Chevrolet will maintain the record of top volume sales, which Chevrolet reached in 10 of last prewar years of automobile production, to meet the unprecedented pent-up demand for new cars.

Following the same policy as in former years, the new Chevrolet will be displayed simultaneously in dealers showrooms throughout the country, Mr. Newcomer said.

Radio and local newspaper announcements will be made, telling when prospective customers may see the new car for the first time. These announcements are expected to be good news to motorists and to dealers alike.

Throughout the war period, car owners have been forced to get along with their old automobiles. At the same time dealers have expended every effort to service these cars, and to keep them rolling for the duration.

Mr. Newcomer stressed car care, with the warning that motorists shouldn't expect the 1946 Chevrolet to be available in great quantities immediately. The supply to dealers will increase as production in the Chevrolet plants permits.

November 15, 1945

MT. JOY BULLETIN
MOUNT JOY, PA.
J. E. SCHROLL, Editor & Pro'r.

THAT NEW NINETEEN FORTY-SIX CHEVROLET

Gleaming new 1946 Chevrolets, sounding note in sleek, modern styling, and embodying the latest of new engineering progress, are on display today at H. S. Newcomer & Son, of Mt. Joy.

"The new models mark an outstanding step in Chevrolet's progress as top producer in the automotive industry," said Mr. Newcomer. "More Chevrolets than any other motor car were sold in 10 of the last 11 years of prewar automotive production. We are confident that the new postwar cars will once again be a sales winner.

"One of the most striking new features, which gives evidence of the inherent over-all artistry of these cars, is the completely new front-end treatment, redesigned to emphasize the low, modish lines. The bumper, bumper guards, radiator grille, parking lamps, hood ornament and name emblem all present an appearance of new, graceful ruggedness."

Outstanding style distinction is immediately apparent in the stunning array of color combinations on the bodies by Fisher for the 1946 Chevrolet. Six different color schemes are available on all regular models. A range of three solid colors is provided, and in addition, ultra-smart two-tone hues are available on specification, all in the newest and most appealing shades.

The 1946 Chevrolet appears in three lines: the Stylemaster, offering unusual refinements in the lowest price bracket; the Fleetmaster, with further advanced finish and appointments, and the Fleetline, most attractively styled model Chevrolet ever has offered.

The first Chevrolet to come from factory production lines is the popular Stylemaster sport sedan, a four-door model which is being featured in the initial display by H. S. Newcomer & Son. As manufacturing conditions and available materials permit, it is planned to loaden production schedules to include such models as town sedans, business coupes and other types. Fleetmaster and Fleetline output will follow.