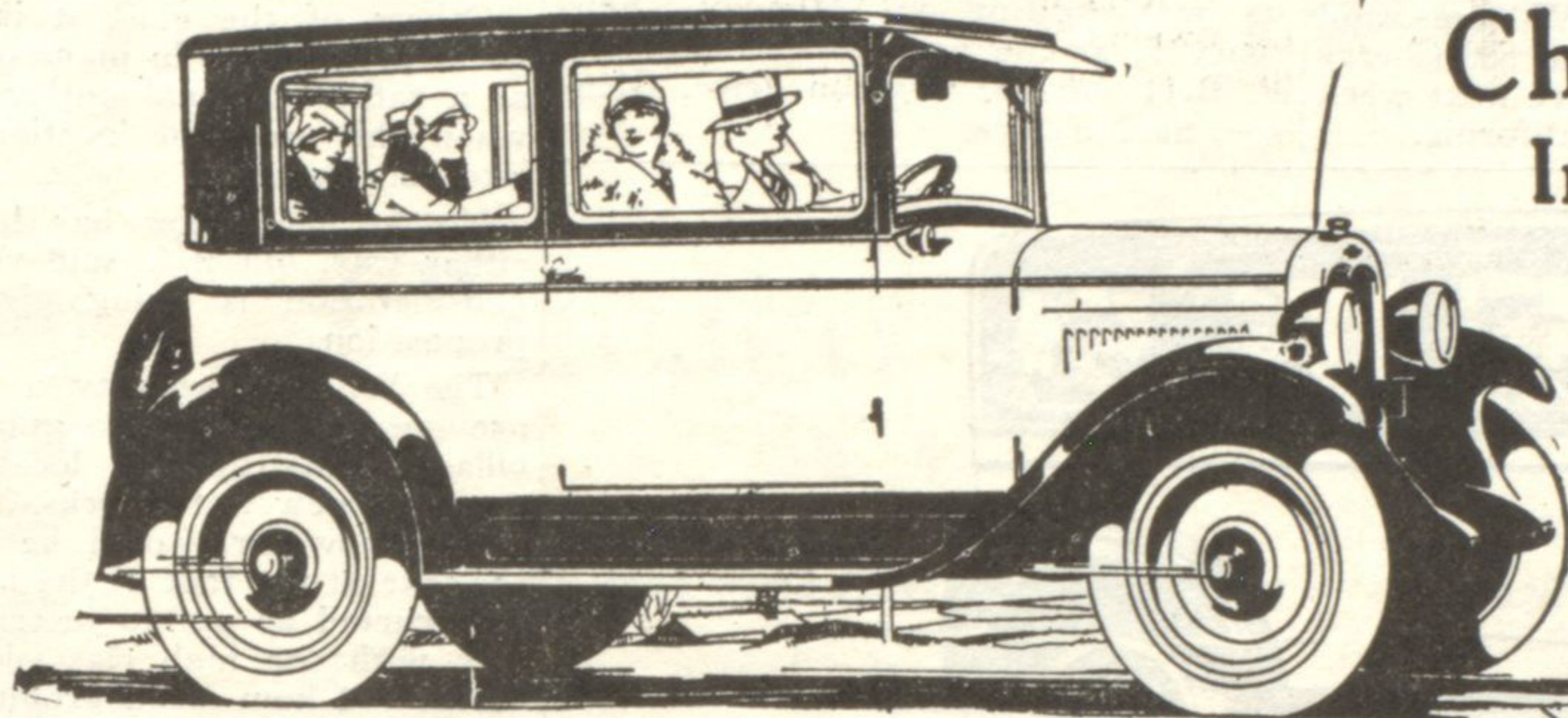


# The Greatest Sensation of America's Greatest Industry!



The  
**Chevrolet Coach**  
Improved in Quality

yet reduced to

**\$595**

f. o. b. Flint, Mich.  
Former Price \$645

*for Economical Transportation*



*The Most*  
Beautiful Chevrolet

## NEW LOW PRICES

The Coach . . . **\$595**  
Former price \$645

The Coupe . . . **\$625**  
Former price \$645

The Sedan . . . **\$695**  
Former price \$735

The Landau . . . **\$745**  
Former price \$765

The Touring . . . **\$525**

Price includes Balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

The Roadster . . . **\$525**

Price includes Balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

The Sport Cabriolet . . . **\$715**

Entire new model with rumble seat.

1-Ton Truck . . . **\$495**  
(Chassis only)

1/2-Ton Truck . . . **\$395**  
(Chassis only)

Balloon Tires now standard equipment on all models.

All prices f. o. b. Flint, Mich.

New and Marvelously Beautiful Fisher Bodies  
—a host of Mechanical Improvements—New  
Features found only on the costliest cars

## -plus an Amazing Reduction in Prices!

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been the automotive sensation of all time!

Here is a car which in beauty, luxury, quality and modern design challenges the costliest creations of the day.

Here, in a price class where average standards have been the rule, is now offered a car so far beyond all expectation that comparisons cease to exist.

Seven superb models styled as low priced cars were never styled before and offering such marks of fine car distinction as: full crown one-piece fenders, bullet type lamps and "fish tail" rear deck modeling! New and supremely beautiful bodies by Fisher! And above all, infinitely finer quality—the result of a host of additional improvements such as AC oil filter, AC air cleaner, coincidental steering and ignition lock, larger 17" steering wheel, gasoline gauge and many, many others!

All this is combined to a supreme degree in the long famous leader of the Chevrolet line—the Coach. It would be a brilliant achievement for

any manufacturer merely to design such a splendid car to sell at any reasonably low price. But to sell it at the amazing price of \$595 is a feat of history making proportions.

This one price reduction alone would suffice to center worldwide attention on Chevrolet. But due to economics of tremendous production plus the vast resources of General Motors, Chevrolet also announces striking price reductions on other models.

For years Chevrolet has led the world in providing Quality at Low Cost. But now with a new and more beautiful car—with a car infinitely finer in quality and greatly lower in price, Chevrolet stands supreme and unchallenged in dollar-for-dollar value!

No matter in what price class you intend to buy or whether you plan to spend more or less than the price of a Chevrolet, come in today and see the most beautiful low priced Coach ever designed. Admire its marvelous style and grace! Mark its many new fine-car features! Learn for yourself by personal inspection why, at its new low price, it is the greatest sensation of America's greatest industry!

BUY YOUR CHEVROLET FROM

**FRED T. RICHARDSON, JR.**

Richardson's Garage

(Day and Night Sales & Service)

726 Elm Street, Winnetka

Telephone Winnetka 25

**Q U A L I T Y   A T   L O W   C O S T**