



Again-

Chevrolet Electrifies America with a Great New Motor Car

Prices Reduced

The Coach
\$585

The Roadster \$495

The Touring \$495

The Coupe \$595

The Four-Door Sedan \$675

The Sport Cabriolet \$665

The Imperial Landau \$715

Light Delivery (Chassis Only) ... \$375

Utility Truck (Chassis Only) ... \$495

A new automobile so sensational as to electrify the nation!

With marvelous new Fisher bodies offering all the distinction, beauty and luxury for which Fisher craftsmen are famous! With performance that is a revelation to owners of even higher priced cars! With 107-inch wheelbase—four inches longer than before! With four-wheel brakes—and many additional mechanical achievements!

And ... prices that demonstrate again Chevrolet's ability to provide the utmost in modern motoring luxury at the lowest possible cost!

The engine of this great new car is of the improved valve-in-head design. With alloy 'invar strut' pistons... specially designed hydro-laminated camshaft gears. . . mushroom type valve tappets. . . and a complete new steel motor enclosure—it provides a type of motor operation so thrilling that it must be experienced to be appreciated!

Coupled with this thrilling acceleration and speed is a type of riding and driving comfort almost unbelievable in a low-priced car. Four inches longer than the previous Chevrolet chassis. . . swung low to the road. . . and with four semi-elliptic shock absorber springs—the Bigger and Better Chevrolet holds the road with a surety that is simply amazing, and rides in perfect comfort at high speeds over the roughest stretches of highway.

And never before was a low-priced car so easy to drive—for the worm and gear steering mechanism is fitted with ball bearings throughout. . . even at the front axle knuckles.

All these spectacular new mechanical advancements are, of course, in addition to the host of notable features that Chevrolet has previously pioneered in the low-price field.



Come in and see this latest and greatest General Motors achievement! Learn why it is everywhere the subject of enthusiastic comment—why everywhere it is hailed as the world's most luxurious low-priced automobile.

FRED T. RICHARDSON, Jr.

Richardson's Garage

724 Elm St.

WINNETKA

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QUALITY AT LOW COST