

Chevrolet Electrifies America with a Great New Motor Car

PRICES REDUCED!

| ${ }_{\text {The }}^{\text {The }}$ Readate | \$495 |
| :---: | :---: |
| ${ }_{\text {The }}^{\text {The }}$ Touring. | \$495 |
|  | \$585 |
| The Coupe | \$595 |
| The Four Door | \$675 |
| The Sport | \$665 |
| The imperin! | \$715 |

A new auromobile so sensational as With marvelous new Fisher bodies offering all the distinction, beauty and loxiry for which Fisher craffsmen are famous! With performance that is a everclation to owners of even
higher priced cars! With 107inch wheelbare--tour inches longer than
before! With four-wheel brakesand manvadditional mechanical
And... prices that demonstrate again Chevrolet's ability to provide
the utmost in modern motoring the utmost in modern motoring
lusury 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 hydrothminated camshaff gears . . . mushroom type valve rappers...
complete new steel motor enclosure-it provides a type
of motor operation so thrillof motor operation so thrill
ing that it nust be experii
enced to be ing that it must be exp
enced to be appreciated!
Coupled with this thrilling

$\angle$
Wheel
Brakes
type of riding and Jriving comiort almost unbelieveable in a low.
priced car. Eorininches longer than the previous Cheorolet chassis.. swang low to the road . . and with four semielliptic shock absurber springs-the Bigerar and Better a surect that is simply amazing:
and rides in perfect comfort at hisk snects over the roughest stretches of highn And never before was a low-priced car so easy to drive-for the worm and seat steering mechanism is fitted with ball bearings throughour ... even at the front axle knockles. All these spectracular new mechani-
cal advancenments are, of course in cal advancements are, of course, in
addition to the host of notable oddition to the host of notable fea-
tures that Chevrolet has nreviously tures that Chevrolet has nreviously
pioneered in the low-price field. Come in greatest General Motor: achievement! Larn why it is
everywhere the subject of everywhere the subject of
enthusiastic comment-why enthosiastic comment-why
everywhere it is hailed as the
wo world's most luxurious low priced automobilc.

## Boone Chevrolet Company BOONE, N. C.

Q U A LITY<br>A T<br>L 0 W<br>COST

