

NOW COMES THE LEADER WITH A 7-YEAR ADVANCE IN ONE!

Welcome the New
CHEVROLET



The most Beautiful **BUY** *of all*



We cordially invite you to see the new Chevrolet for '49—the first completely new car the leader has built in more than seven years—and *the most beautiful buy of all!*

You'll find it's the most beautiful buy for styling, for driving and riding ease, for performance and safety, and for sturdy endurance born of quality construction throughout . . . because it alone brings you all these advantages of highest-priced cars at the *lowest prices* and

with the low cost of operation and upkeep for which Chevrolet products have always been famous.

Yes, here's the *newest* of all new cars—pre-tested and preproved on the great General Motors Proving Ground—and predestined to win even wider preference for Chevrolet as *the most beautiful buy of all*, from every point of view and on every point of value. Come in and see it!

CHEVROLET is the only car bringing you all these fine-car advantages at lowest cost!

Completely new Bodies by Fisher • New, ultra-fine color harmonies, fixtures and fabrics • New Super-Size Interiors with "Five-Foot Seats" • New Panoramic Visibility with wider curved windshield and 30% more glass area all around • New Center-Point Design with Center-Point Steering, Lower Center of Gravity, Center-Point Seating and Center-Point Rear Suspension • Improved Valve-in-Head engine for power, acceleration, smoothness and economy • Certi-Safe Hydraulic Brakes with New Braking Ratios • Extra-Strong Fisher Unisteel Body Construction • Improved Knee-Action Ride with new Airplane-Type Shock Absorbers • The Car that "Breathes" for New All-Weather Comfort (Heater and defroster units optional at extra cost)

Prather Chevrolet Co TRYON
N. C.