



now on display

The
BIGGER AND BETTER
CHEVROLET

THE crowning triumph of 13 years continuous progress . . . a great new automobile so arresting in appearance, performance and staunchness that it marks the opening of a new era of luxurious transportation at low cost . . . the New, Bigger and Better Chevrolet is here.

Built on a 107-inch wheelbase . . . 4 inches longer than before . . . the Bigger and Better Chevrolet is impressively large, low and racy. From the massive new radiator, the lines of the car sweep back majestically to blend into the graceful contours of the new Fisher bodies. Rich new harmonies of Duco colors add to the striking appearance. Deep plush upholsteries and handsome appointments are evidences of the superb quality everywhere apparent in its construction.

The newly improved Chevrolet valve-in-head engine . . . the result of years of study in the General Motors Research Laboratories and millions of miles of testing on the General Motors Proving Grounds . . . gives the Bigger and Better Chevrolet a new, spectacular performance which will thrill and delight you. Countless new refinements have been made throughout. Every modern quality feature has been incorporated

. . . new alloy "invar-strut" pistons, used here for the first time on any low-priced car . . . new crankcase breathing system . . . air cleaner and oil filter . . . vacuum fuel-feed system . . . safety gas tank in rear . . . thermostatic control cooling system . . . etc. The chassis also has been redesigned.

As a result the New Chevrolet provides new, delightful smoothness over the entire speed range . . . a wide margin of power for hills . . . flashing acceleration . . . more speed than you can use . . . the safety of four-wheel brakes plus extra emergency brakes . . . driving and steering ease . . . and comfort over all roads at all speeds, due to extra-long, dual-action, shock-absorber springs.

The Bigger and Better Chevrolet sets a new quality standard for low-priced cars . . . and a new economy standard for high-quality cars. Come in . . . see the car . . . and learn how Chevrolet has once more revolutionized the motor-car industry by offering a bigger, better car at prices so low as to be positively astonishing.

The Bigger and Better Chevrolet now ready for immediate delivery.

Scores of New Features

- Improved valve-in-head motor.
- New stronger frame, 107" wheelbase.
- Thermostat control cooling system.
- New alloy "invar-strut" pistons.
- New instrument panel indirectly lighted.
- New two-port exhaust manifold.
- Patented semi-elliptic shock absorber springs; 90 inches of spring on each side.
- Safety gasoline tank at rear.
- Vacuum feed to carburetor.
- Larger balloon tires 30" x 4.50".
- New stream line bodies by Fisher.
- New Duco colors.
- Theft-Proof steering and ignition lock.
- AC oil filter.
- AC air cleaner.
- Single plate dry disc clutch.
- New crankcase breathing system.
- Independent Emergency Brakes.

and



Ready for Prompt Delivery

AT NEW AND LOWER PRICES

A. HORNE & CO.
 CHARLOTTETOWN

MATTHEW & McLEAN LTD
 SOURIS

PRINCE MOTORS
 SUMMERSIDE,

DEALERS FOR PRINCE EDWARD ISLAND



PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED