

# My Personal Experience With Automobiles

## *A Frank and Sincere Message to Prospective New Car Buyers in Union County*

I am new in the automobile business. But I have owned and driven numerous kinds of motor cars for years. I have had personal experience with big eight-cylinder cars, with speedy medium-priced cars, with smaller low-priced cars.

Ten years ago if you wanted certain qualities in an automobile it was necessary to pay a high price. It was impossible to get the riding comfort, the luxury, the speed and ease of handling unless you paid a high price for it. Quality and high price went hand in hand—you couldn't get away from the latter without sacrificing the former.

Today conditions are vastly different than they were ten years ago. Merchandising is different. Manufacturing is different. Raw materials are different. Standards that were recognized a decade ago have been overturned.

Ten years ago in order to buy dependable foods of uniform quality, for example, you had to pay a price much higher than for ordinary brands. Manufacturing and distributing costs were higher, expenses of retailing was greater. Modern efficient merchandising wasn't known.

Today mass production and mass distribution and consumption methods have revolutionized manufacturing and business. Prices on quality foods are now lower than formerly charged for the ordinary brands. Silk dresses are made and sold at half the price required a few years ago. Tremendous manufacturing facilities and scientific management have brought quality at last to a moderate price level.

Only a few years ago if you had a car that would travel 60 or 70 miles an hour with perfect driving ease, that would go over rough roads with comfort, that was luxuriously upholstered and equipped, that would stand the gaff of hard driving month after month—if you had a car that did those things, you had an expensive car.

That day is past. When I first drove the new Chevrolet Six I was astounded to find that it had all those qualities that I had formerly found only in expensive cars—and it had more. I found that it was easier to drive at a 60-mile speed than any car I ever drove—that it was just as comfortable—that it was snappier and quicker in traffic—that it zoomed up the hills with a power that excelled anything in my experience.

General Motors has built a wonderful six and have priced it to sell in the price range of the four. When you see it, ride in it, drive it, it's hard to believe that the Coach, for example, can be bought for as little as \$732.00. But this new day of manufacturing efficiency has done it—has brought every comfort quality, every transportation requirement in speed and power, every beauty of line and fittings, every advantage of dependability and economy to you at a surprisingly low cost.

I only ask that you compare this Chevrolet Six with other cars as I have done. I want you to ride in it, drive it a considerable distance, take it over various kinds of roads, test its economy of more than 20 miles to the gallon of gas. I know that you'll duplicate my own experience and realize that Chevrolet has at last brought motor car quality down to a low price level, has made it unnecessary and uneconomical to go beyond the Chevrolet price range.

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