BUILDING THE 1934 CHEVROLET WITH BODY BY FISHER AT THE FAIR

including the first public exhibit of a motor car assembled with

FULLY-ENCLOSED KNEE-ACTION WHEELS
CHEVROLET has invested over $4,900,000 in developing and manufacturing fully-enclosed Knee-Action wheels so that owners of low-priced cars may enjoy a greater riding comfort than previous types of front springs could provide. Limited space does not permit a complete exhibit of the manufacturing processes for fully-enclosed Knee-Action wheels at "A Century of Progress" Exposition, but many of the final operations are included in the Chevrolet assembly line. Thousands of visitors will witness, for the first time, how the most sensational feature of 1934 is assembled with the Chevrolet chassis.
BUILDING FISHER BODIES for the 1934 Chevrolet
AT "A CENTURY OF PROGRESS" EXPOSITION

Literally millions of people have owned cars with "Body by Fisher." The emblem which always identifies Fisher bodies is recognized as the mark of better coachcraft wherever motor cars are found. Motorists know, by long experience, that Fisher bodies are unequalled for comfortable, healthful riding, as well as for safety. Fisher No Draft Ventilation, insulation against weather and sound, overlapping doors, stronger and safer construction, finer materials and workmanship, inside and out—such features are only a few of the advantages found only in Bodies by Fisher. After you witness a complete Fisher body built before your own eyes . . . after you have seen the painstaking craftsmanship used in every Fisher manufacturing operation . . . you will demand a Fisher body on your next car.

CHEVROLET FOR 1934 IS THE LOW-PRICED CAR WITH "BODIES BY FISHER"