



Chevrolet shows you some important differences in low-priced cars just by .

the look on its face!

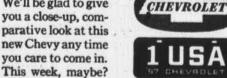
Wouldn't you say that most of the '57 cars look good from 50 feet away, but what about from 50 inches away?

What does a close-up of the grille tell you, for example? Is it solidly made like the new Chevrolet grille? Or, in comparison does it look less rich in design-feel less strong and solid? Compare the quality and construction of the bumpers and headlights, the fit of the chrome trim.

The more closely you look all around the car, the more clearly you'll see that Chevrolet has the edge in the way it's put together. You'll find, for instance, that Chevrolet is the only

car in its field with a lacquer finish . . . that only Chevrolet Bel Air models give you foam rubber cushions in front and rear seats as standard equipment. These are just a few of the advantages of Body by Fisher. And Chevrolet, you know, is the only low-priced car that has a Fisher

Body. We'll be glad to give you a close-up, comparative look at this



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