



In the models most people prefer, a new Chevrolet costs less than the other two low-priced cars^{*}. Yet Chevrolet is the only truly <u>new</u> car in its field. And <u>every</u> Chevy is lower, wider and nine lively inches longer.

Your dollars never had it so good! With all its startling new advances and stunning new style, Chevy is still priced right down at the bottom of the ladder.

And look at what you get for the low price you pay! You get boldly sculptured new beauty with the quality craftsmanship of Body by Fisher. You get the year's big buy-even the lowest priced models bring you full measure of Chevy's new length. You get Chevrolet's own special brand of performance and economy. In fact, you get the one car in the low-price field that performs in the high-price class!

Stop by your Chevrolet dealer's and let him prove it. He's making quick appraisals and prompt deliveries! Only franchised Chevrolet dealers



display this famous trademark

See your local authorized Chevrolet dealer for quick appraisal-prompt delivery !

*BASED ON FACTORY LIST PRICES FOR COMPARABLE SEDAN AND HARDTOP MODELS.



 New N. C. Financial Responsibility Law demands YOU PROVE financial responsibility* when getting '58 plates. Better get right with law now—see Nationwide agent nearest you for perfect plan.
Compare TOTAL costs—his will be among very lowest. Do it now!



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North Carolina's Largest Auto Liability Insurer