Theres even more to Chevrolet styling than meets the eye!

This is beauty with a bonus ... for Chevrolet styling is designed to add safety and comfort while you drive, and to return greater value when you trade.

Truly modern lines are shaped by supermarkets. You can see what we mean in the deep crystal curve of Chevrolet's Sweep-Sight windshield ... a dramatic style note, certainly, but one that stems from the need for wider, safer vision. Or take high-set taillights ... they add to the impressive length of line ... but they are up where they can be seen for safety's sake.

The smart levers across the hood aren't just decorative ... they mark the intake for the High-Level ventilation system for cleaner, fresher air. And the whole shape of the body-its contours, the dipped belt line-is a reflection of a lowered center of gravity, the added stability.

This is truly functional styling that serves you better every mile, and preserves its value against the distant day when you trade. This is Body by Fisher—another Chevrolet exclusive in the low-price field. Come in and let us demonstrate that this new Chevrolet is just as exciting to drive as to look at.

motoramic CHEVROLET

STEALING THE THUNDER FROM THE HIGH-PRICED CARS!