



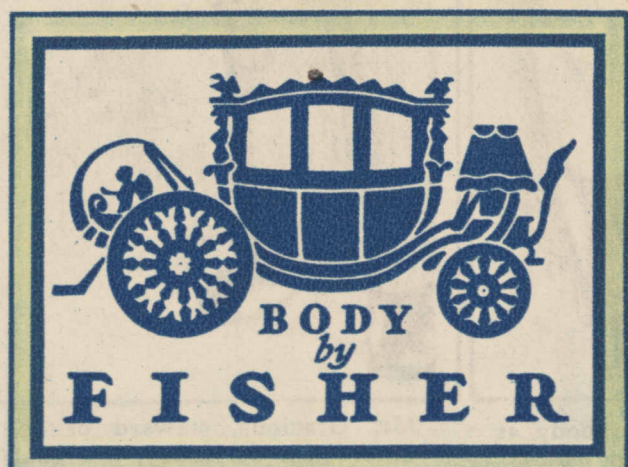
Value beyond dispute *because it is instantly seen*

The unprecedented value of Fisher Body is entirely beyond dispute, because it is apparent at a glance.

The advantages which Fisher Body enjoy over all others do not need to be recited because they can instantly be *seen* in each and every Fisher Body car from Chevrolet to Cadillac Fleetwood.

The eye reveals at once a richness of quality and an artistry of design which give these cars an unmistakably greater monetary value, to say nothing of a wealth of greater beauty, convenience and comfort

CADILLAC



GENERAL MOTORS

which cannot be found in cars outside the Fisher Body group.

This superior beauty and quality and value are possible only to the Fisher Body group.

The reason for this is plain. Compared with the vast resources of Fisher Body, other body operations dwindle into insignificance.

Every Fisher superiority—in exterior finish, in upholstery, in cushioning, in hardware, in roof and frame construction, in durability,

in safety, and in every other attribute—goes straight back to Fisher manufacturing advantages and Fisher re-

sources. Thus, Fisher Body cars continuously heighten quality and at the same time hold down price.

This is one of the chief reasons why thousands of men and women today believe it is only the part of obvious wisdom to confine motor car selection to General Motors cars, listed below—all with Body by Fisher.

We invite you and we urge you to compare any Fisher Body car with any other car in its price class, in every feature of body structure, style, workmanship and materials. Such comparison proves, unmistakably, the far greater body value and quality which is inseparably a part of every car with Body by Fisher.

LA SALLE • BUICK • VIKING • OAKLAND
OLDSMOBILE • PONTIAC • CHEVROLET