FISHER BODY and Fisher Body alone made it possible for Chevrolet to demonstrate what wonders can be accomplished in beautifying a car of popular price. There is an obstacle which quite literally prevents any car from giving that which only Fisher gives. This obstacle is the stubborn fact that nowhere in the world is there anything even remotely approaching the unrivaled facilities of Fisher Body in the creation either of beauty or of value. For that reason the several new cars with Body by Fisher which are arousing unusual admiration cannot be duplicated or rivaled because Fisher Bodies cannot be duplicated or rivaled. Chevrolet was able to draw upon these unrivaled Fisher Body resources and the result is an exquisiteness of appearance so unusual and so advanced that it places the car absolutely alone and supreme in its class.