



An unusual picture? Yes, it's our way of dramatizing the importance of the Body by Fisher—in the 1958 Chevrolet Impala Sport Coupe!

# You're snug as a bug in a rug

IN THE NEW "SOUND BARRIER" BODY BY FISHER

Every Fisher Body has snug-fitting joints, taut seams, 23 different kinds of sealing and insulation.

Result: moisture and dirt are sealed *out*, silence is sealed *in*, rattles are shrugged *off*.

Built tight to *stay* tight—that is just one of the extras you get in *every* new "Sound Barrier" Body by Fisher.

There are others: Life-Span Build—lacquer instead of paint—"Custom Furnished" interiors.

The new "Sound Barrier" body is another Fisher Body exclusive—the latest in 50 years of "firsts."

Another Fisher Body dividend: Safety Plate glass in *every* window, front, rear *and* side.



**TRIAL BY WATER.** At Fisher Body, *every* body must weather the equivalent of a 50-inch cloudburst. Thirty-six jet sprays drench the body from every angle, while inspectors make sure it is as snug as steel, sealers and skill can make it.

Only the "GM Five" give you the Bonus of BODY BY FISHER.



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