



'63 Chevrolet Impala Sport Coupe

*There's no smoother,
more comfortable
way to get there
on the ground!*

Nobody knows better than our Chevrolet engineers how to cushion you against bumps and insulate you from noise. Nobody! They put a soft-flexing coil spring at each wheel and spot more than 700 shock and sound deadeners throughout the car. And they're getting better at it every year. That's why Chevrolet's famous Jet-smooth ride is so remarkably refined and smooth and so luxuriously quiet. That's also why, more than ever, you'll wonder what anyone hopes to gain by paying more than Chevrolet's reasonable prices. In *every* respect, this is a quality

car. It has new self-adjusting brakes to save you time and money; a new Delcotron generator to make your battery last longer; a unique new way to whip water and air through the rocker panels of its generously beautiful Body by Fisher to help remove rust-causing corrosives. And every 1963 Chevrolet has a more fully aluminized exhaust system to give



The make more people depend on

you added protection. We're not just talking about the luxurious Impala models, either. You get the same good things in our lower priced Bel Airs and Biscaynes. Ask your dealer for five minutes with one. They're *all*

Chevrolets. And that name on your car tells everyone you've picked a winner. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

JET-SMOOTH CHEVROLET