



Handsome as a car



Useful as a truck

The broad appeal of Chevrolet El Camino

How often have you loaded something into your car wishing you had a truck?

Or how often have you been caught short for personal transportation with only a commercial vehicle handy, which you were reluctant to use?

There's no question about it. There was a very definite need for Chevrolet El Camino—the beautiful double purpose pickup with the Fisher Body. The way El Caminos are being ordered now is further confirmation that their beauty and usefulness are needed by all sorts of families and businesses.

As you can see, El Camino is so handsome you



can drive it anywhere, any time, on any occasion. And at the same time, it's strong enough to handle up to 1,200 lbs. of payload.

You can order El Camino as plain or as fancy as you wish. Some of its extra-cost options are bucket seats, 4-speed transmission, air conditioning, power windows, tinted glass, transistorized radio and a 250-hp V8 engine. . . .

Chevrolet Division of General Motors, Detroit, Michigan.

CHEVROLET

El Camino...1964 knockout!