

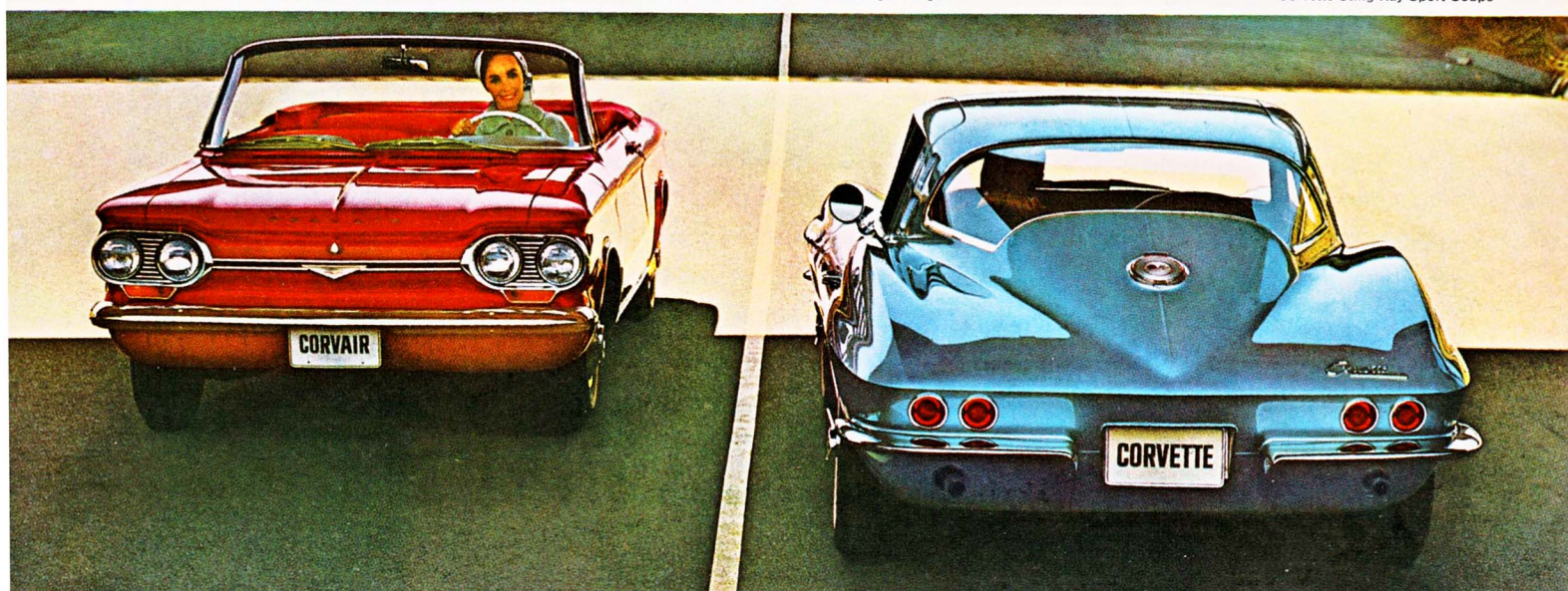
Impala Sport Coupe—one of 15 new models in four series



Chevelle Malibu Super Sport Coupe—one of 11 models in three series



Chevy II Nova 4-Door Six-Passenger Wagon



More powerful Corvair Monza Convertible

Corvette Sting Ray Sport Coupe

'64 JET-SMOOTH LUXURY CHEVROLET

A CAR THAT'S NEVER BEEN SO LUXURIOUS BEFORE! More luxurious outside with that long clean new look. And much more luxurious inside. The new Impala Super Sport Series, for example, has a new kind of ultra-soft vinyl upholstery and door-to-door deep-twist carpeting that you would be proud to put in your home. And even the lowest priced Biscayne models are now fully carpeted and have arm rests and foam-cushioned seats both front and rear. Then these new Chevrolets have a Jet-smooth luxurious way of going. Quiet. Soft. Transmissions operate more smoothly and quietly. That sturdy Body by Fisher and generous coil spring at each wheel cushion you against every kind of road shock. Actually, the whole idea for '64 was to see how much luxury and comfort we could add to the car—but still keep it reasonably priced. And everything worked out just beautifully. Wait until you see it. SEE CHEVROLET'S GREATEST AT YOUR CHEVROLET SHOWROOM.

NEW CHEVELLE! by CHEVROLET

A KIND OF CAR YOU'VE NEVER SEEN BEFORE! Not a new model or just a new name, but a completely different kind of car from Chevrolet for 1964. Outside, it's a good foot shorter and a few inches narrower than the big cars. Parks in the tightest places. But the passenger space, leg room and trunk capacity are surprisingly generous. Eleven sedans, wagons, coupes and convertibles to choose from. Four engines: A 120-hp Six. A 195-hp V8. An extra-cost 155-hp Six. And an extra-cost 220-hp V8 with four-barrel carburetion. Body is by Fisher—and you know what that means in terms of quality and comfort. Brakes are self-adjusting. Service is seldom. Quality is by Chevrolet clear through. And so is the price, you'll be happy to know. SEE CHEVROLET'S LATEST AT YOUR CHEVROLET SHOWROOM.

THE '64 CHEVY II by CHEVROLET

NEW CHEVY II V8! An optional-at-extra-cost 195-hp V8, to be exact. Chevy II is now the only car made that gives you a choice of Four, Six or V8 power. Two Sixes, by the way. A 120-hp and a new extra-cost 155-hp. And all the new II's are trimmer outside and nicer inside. Each with Body by Fisher, of course. And rust-fighting rocker panels and long-life muffler. And self-adjusting brakes. And all those other Chevrolet engineering features that keep you from dipping into your savings to keep it going. Come dr-r-r-ive a Chevy II V8 at your Chevrolet dealer's showroom.

'64 CORVAIR and '64 CORVETTE

NEW CORVAIR POWER! Nearly 19% more horsepower in the standard engine. A full 110 horsepower in the extra-cost engine. And 150 hp in the Monza Spyder. You'll want to climb a hill just because it's there. Some nice new interior refinements, too—like softer, more deeply tufted seats in the Monza and sporty map pockets on the front doors. Outside of that, it's still very much the same easy-to-park, easy-to-handle, hard-to-keep-your-hands-off-of Corvair.

NEW CORVETTE RIDE! Smoother and quieter than it's ever been, but by no means any less of a sports car than it's always been. New extra-cost V8 engines up to 375 hp. And note the new *one-piece* rear window in the sport coupe, so you can see who's behind you better. You'll be surprised at what a beautiful boulevard car Corvette is. Yet it's one of the world's few great sports cars, too. . . . Chevrolet Division of General Motors, Detroit, Michigan.

