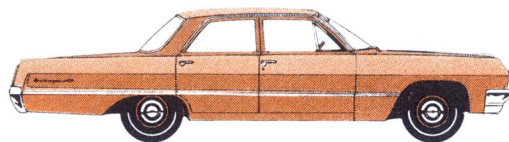




## It's an old family tradition

And we're proud of it. Since 1953, Chevrolets have commanded higher resale value than the other two leading makes of fleet cars.\* The reasons that make this true are the same reasons that make Chevy desirable in the first place. A Jet-smooth ride, for instance. All Chevrolet models have that. And Body by Fisher. It's rugged and solid. Not to

\*Source: 10 years of NADA Reports



Biscayne 4-Door Sedan

mention a whole list of 1964 easy-care features that save time and money. Like self-adjusting brakes, battery-saving Delcotron generator, long-life exhaust system and rust-resisting wash-and-dry rocker panels. When you consider Chevrolet's overall popularity, that should make it unanimous. . . . Chevrolet Division of General Motors, Detroit, Michigan.

**CHEVROLET — A credit to your business . . . on the road . . . on the ledger**