

pay more what for?

You're a young family man who wants a new car. You want to save some dollars, too. But, you don't want to *look* like you economized. Try Chevy II. It says you didn't scrimp, beautifully. Nova is longer, lower, and has a wider tread than any car in its field. It rides *big*. Nova's the not-too-small car. You'll love it. And you won't *look* like you've economized.

Chevy II

Chevrolet's Impala Custom Coupe has a message for you. It says you don't have to pay *more* to get all the car you could want. Fact is, every Chevrolet carries that message. In the way it rides, for example. Smooth. Quiet. Sure feeling. A ride so refined you have to feel it to believe it! No car is built with more easy-care features, either. Deep, tough Magic-Mirror finish, rust-resistant flush-and-dry rocker panels, solid quality Body by Fisher. Yes, you can pay more for a car, in Chevrolet's field, but you won't get more. Got the message? Good. Now see your Chevrolet dealer. He has your car.

Chevrolet

There's nothing customary about Camaro, the "Hugger." Not in looks, handling, price. Only Camaro at its price offers so many ways to custom-tailor a sportster to suit *your* tastes. Camaro is wider and lower, with a wider tread, front and rear, than any sportster at its price. It takes to a road, any road, like it owns it. And with all this, Camaro comes in with the lowest price of all the leading sportsters. Camaro. There's only one way you could pay more and get more sport for the money. Buy a Corvette. We make it, too.

Camaro

Some cars have it all. Style. Performance. Comfort. A way of behaving that sets them apart. In the mid-size field, that's Chevelle. That's why more people buy Chevelle than any mid-size car. Chevelle gives you quicker steering than any car in its field. (That's why it's called "Quick Size." Park one sometime.) Chevelle features separate body and frame construction. (Only Chevelle in its field has it.) And it offers the lowest priced bucket seat models. Chevelle. It gives you more reasons for not paying more!

Chevelle



Be smart! Be sure! Buy now at your Chevrolet dealer's.



Background, L to R: Nova Coupe, Camaro SS Coupe, Chevelle SS 396 Coupe. Foreground: Impala Custom Coupe.



MARK OF EXCELLENCE