



'64 JET-SMOOTH LUXURY CHEVROLET

it looks more luxurious and that's because it is! Outside, inside, all the way through, improvements and refinements make this far and away the finest Chevrolet you've ever had the pleasure of driving. In fact, this 1964 Chevrolet rivals just about anything on the road today in styling, luxury and performance. ♪ There's new luxury in its graceful styling, new luxury *inside* it, too. Foam-cushioned comfort. Ample passenger room. Easy entry and exit. Tasteful interiors, starting with color-keyed deep-twist carpeting. Generous trunk space that swallows up luggage. There's luxury in its Jet-smooth ride, too, thanks to Full Coil suspension and the plentiful use of shock- and sound-absorbing devices. ♪ You can virtually custom-design any '64 Chevrolet to your personal taste with the most complete range of extra-cost options and custom features we've ever offered. Adjustable Comfortilt steering wheel, for example, or AM-FM radio. You have a complete selection of power, too. Standard engines are the improved 140-hp Six and 195-hp V8. Then there are five optional extra-cost V8's up to 425 hp. And such practical features as self-adjusting brakes and Delcotron generator make the '64 Chevrolet economical to drive. ♪ 15 new models in four series include exciting Impala Super Sports, luxurious Impalas, handsome Bel Airs and low-cost Biscaynes. Each offers luxury that looks as though it cost far more than you paid for it. But that's a secret you can share with your Chevrolet dealer. And with, of course, your savings account. . . . Chevrolet Division of General Motors, Detroit, Michigan.



1964 CHEVROLET IMPALA PERT SEDAN IN NEW GOLDWOOD YELLOW