



1964 JET-SMOOTH LUXURY CHEVROLET

Any car this luxurious should have its price examined! This new 1964 Chevrolet brings you more pure luxury per dollar than anybody—even Chevrolet—ever brought you before. For example, the rich and spacious interiors are finished with refinements you generally expect to pay much more for. Expensive vinyls and new fabrics precision-fitted without skimping. Generous foam cushion seating for delicious comfort. Deep-twist nylon carpeting you'd be proud to have in your home. ♪ Yet, all this luxury is meaningless unless it's matched by fine riding qualities. You get this in Chevrolet's famous Jet-smooth ride—made possible by a giant coil spring at each wheel to soak up road shocks. ♪ Best thing to do if you're thinking about a new car is to see your Chevrolet dealer. You can ask him all the questions you like about models (new Super Sport Series!) . . . and engines (seven, in all) . . . and extra-cost options (new am-fm radio, to name just one) . . . and colors (many new ones). As for price—that's the only thing that doesn't look expensive about the '64 Chevrolet. And, of course, it doesn't cost much to run and to keep up. . . . Chevrolet Division of General Motors, Detroit, Michigan.

1964 IMPALA CONVERTIBLE—ONE OF 15 NEW MODELS IN FOUR SERIES



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