

Go ahead and let them think you splurged

*The new Chevrolet offers you more luxury, more style
in the most luxurious Chevrolet ever built.*

*Featuring famous Body by Fisher...rich and spacious interiors...
seven engines to choose from and a whole line-up of options
to satisfy any whim. All at a reasonable Chevrolet price!*

With all the luxury the '64 Chevrolet offers, you'll wonder how we kept the price as nice as it is.

Look inside and you'll find generous foam-cushioned seating...yards and yards of attractive new fabrics and extra-soft vinyls...deep-twist carpeting from door to door.

Get in for a spin and you'll learn just how responsive this great highway performer can be. Chevrolet's exclusive Jet-smooth ride is mainly the result of hefty coil springs at all four wheels

taking the brunt of road shocks. You have a choice of seven engines, ranging from 140 hp to 425 hp.* And this year, more optional equipment choices* help you get everything you'd like in a car. Things like: Comfortilt steering wheel, AM-FM radio, Automatic Speed and Cruise Control.

Any car this luxurious should have its price examined. See your Chevrolet dealer. He loves to have his cars examined. . . . Chevrolet Division of General Motors, Detroit, Michigan.

*Optional at extra cost.



THE GREAT HIGHWAY PERFORMER

'64 JET-SMOOTH LUXURY CHEVROLET



Chevrolet models Sport Sedan—One of 15 models in 4 series