



Everything new that could happen.... *happened!*



in styling...

A beautiful automobile is what happened at Chevrolet this year! We could go over all the styling refinements, but we think just looking at a new Chevrolet is explanation enough. A remarkable new feeling on the road happened, too. Not that



in safety...

a cushioned ride's anything new for Chevrolet, it's just more so now thanks to softer body mounts and new rear suspension geometry. The steering's better, too. Improved linkage design makes turning 10% easier, helps minimize tire wear.



in all these things for your pure personal pleasure

What more could you ask for? Plenty in this year's Chevrolet! For instance, add Comfortron automatic heating and cooling. Set *once* and stay comfortable no matter what nonsense goes on outside. Remember the car radio? Now you order

an AM/FM radio with multiplex stereo. Or the new 8-track stereo tape system, complete with a free 80-minute tape. Or both. As for the power you like, specify a 396- or 427-cu.-in. Turbo-Jet V8—exclusively Chevrolet's.

That's just the beginning of Chevrolet's story for '67. Your best bet is to go right now and see the car. And let your Chevrolet dealer fill you in on all the details.



'67 CHEVROLET