



**PROFILE
OF THE
OWNER OF
A NEW
CHEVROLET**



He could be you . . .

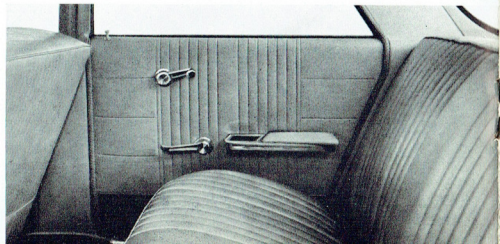
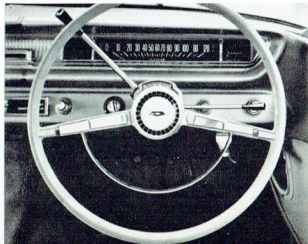
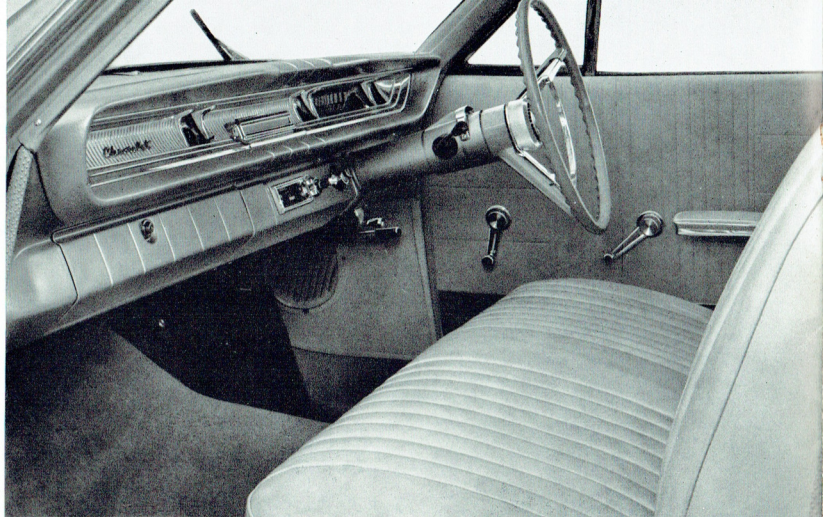
To begin with, he's the kind of man who doesn't really have to be told about the virtues of owning a big, powerful, luxurious car like Chevrolet.

He's owned big cars before. He'll own many more. He has reasons, of course. Good reasons. Many are associated with the standing which he enjoys in his community.

He admits, quite frankly, that it is expected of him to be seen in such a car as

Chevrolet. Yet he appreciates the air of distinction which Chevrolet confers upon him. Instinctively, he likes the sleek, uncluttered lines of Chevrolet's elegant styling.





And, as a man with more than average responsibility resting on his shoulders, he enjoys the comfort of a host of luxurious appointments ranging from craftsman-fashioned upholstery in top-grained genuine leather over foam-cushioned seats to the underfoot luxury of deep-pile carpet.

Between the activities which mark his workaday week he relishes the quietness and stability of Chevrolet's Jet-Smooth Ride.

And, for a man who's busy enough to enjoy every single moment of relaxation which comes his way, there's something really restful about being able to stretch right out in all the big-car roominess of Chevrolet.

Some of his reasons for being a dedicated Chevrolet owner are far removed from his chosen calling be it on the land or in the hustle and bustle of the city.

He's a leader in his field but he's also a family man with a love of outdoor action and recreation. He finds that trailing his boat to the family hide-away, hauling a caravan to distant places or jockeying a float to the kids' pony club is an effortless and enjoyable experience with all the responsive power of Chevrolet's economical 195-h.p. Turbo-Fire V-8 engine.

As a perfectionist in all things he never tires of the qualities which make his Chevrolet a joy to drive—the utter ease of Chevrolet's famous Powerglide automatic transmission . . . the sure, straight-line stopping with Chevrolet's power brakes . . . the finger-tip command of the road with the gentle assistance of Chevrolet's power steering.





The typical Chevrolet owner is a man who believes that quality is a deep-down thing. Because he knows this to be true he values all the Chevrolet engineering features which are not obviously apparent on a showroom floor — the X-built Safety Girder Frame that's designed for a real margin of strength, rigidity and durability . . . the lasting quality of imported American Fisher body panels and exclusive GMH Magic-Mirror Acrylic Lacquer finish

. . . the self-adjusting brakes that give longer lining life and resistance to fade . . . the diode-rectified high-capacity Delcotron generator for longer battery life . . . the unique flush-and-dry system that jealously protects Chevrolet's rocker panels against corrosion . . . the 4-wheel, full coil suspension . . . the 725 points where Chevrolet is carefully insulated against sound and vibration.

Above all, he knows that Chevrolet is, in every respect, a car which matches all his specifications for an investment in luxury which will declare a dividend in value.





To complete his pleasure, he knows that Chevrolet, for all its classic, big-car features, is a fine travelling companion for his wife . . . a car which she can handle with confidence on the highway and park with ease thanks to Chevrolet's power steering, power brakes and automatic transmission.

So far as his children are concerned he knows that they have no doubts at all about why he chose Chevrolet.

Is this, then, your profile?

It could so easily be . . .

As your Chevrolet Dealer we have the facts and figures at our finger-tips. Why not talk it over with us? You'll find that you're the kind of owner Chevrolet was built for.