



About the only thing that can come between
a Corvair owner and his Corvair is



his wife

'64 Corvair Monza Club Coupe

Like most men, the fellow riding the bench has pretty definite opinions on what he buys in the way of neckties, fly rods—and cars. But right now he's having some second thoughts on just who talked whom into buying a new Corvair.

Sure, he had his for-men-only reasons. Output in the standard engine is up nearly 19 per cent this year—to 95 hp. (And in the new Monza Spyder models it's a virile 150 hp.)

He also had a knowledgeable appreciation of Corvair's steering, cornering and rear-engine traction. Things his wife really couldn't be expected to be interested in.

Tidy styling and tasteful (she called them "chic") interiors—

that's all that concerned her. Or so our bench warmer thought. Until he began counting his commuter tokens one day.

The point is that the same things he liked about the car—its spirit, the ease with which it turns and fits into parking places, the way it grips on ice, mud and snow—his wife liked too. Maybe even more so.

Matter of fact, it's sometimes occurred to us that if we built a car for women only we probably couldn't make it more to their liking than this one. Couple of us married fellows were talking about that at the bus stop just the other day. . . . Chevrolet Division of General Motors, Detroit, Michigan.

**CORVAIR
MONZA**

CHEVROLET

Corvair • Corvair • Corvair • Corvair • Corvair
THE GREAT HIGHWAY PERFORMERS

NEW POWER FOR EASIER UPS AND DOWNS! Corvair's strong-and-silent new engines never quit showing off. They do it in three sizes for '64: the standard Turbo-Air 164 now with 95 hp, the high-performance Turbo-Air 164 now with 110 hp (extra-cost option), and that absolute braggart, the 150-hp Turbocharged Spyder engine. Best way to humor all three is to find yourself some hills and dales, then just relax as Corvair takes 'em at a canter. Unchanged saving habits in all three, too. All of Corvair's famous features—rear-engine traction and handling ease, 4-wheel fully independent suspension, and flat floor for extra roominess—are back again. Extra added attractions include classic styling refinements and new interior design with pleasing details like map pockets in both front doors of Monzas. If you thought Corvairs were fun to drive before, try one of these new ones! . . . Chevrolet Division of General Motors, Detroit, Michigan.

THERE'S 5 IN
64
CHEVROLET
CHEVROLET • CHEVELLE • CHEVY II • CORVAIR • CORVETTE

CORVAIR MONZA CONVERTIBLE LEADS A CORVAIR MONZA CLUB COUPE



1964 CORVAIR by CHEVROLET



Corvair Monza Convertible

It has a twinkle in its eye

It flirts with you, that's what it does. But its come-hither looks aren't the only attraction. Corvair's got a practical side that makes as much sense to women as it does to mechanically minded men.

For instance, the engine's air-cooled so there's no radiator to add water to or buy antifreeze for. No hoses to check, tighten or replace. And you won't spend time or money getting brakes adjusted. They adjust themselves. Just nothing much for you to do but enjoy driving like you probably never have before.

The peppery standard engine's got almost 19% more horsepower this year. Its location in back puts extra weight on your rear wheels, gives them a surer grip on mud, ice and snow. And the easy-to-park size and easy steering make even downtown driving more relaxing.

In fact, this is the kind of car it's a pleasure just to think about driving. Why not do just that—all the way down to your dealer's? . . . Chevrolet Division of General Motors, Detroit, Michigan.

**CORVAIR
MONZA**



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THE GREAT HIGHWAY PERFORMERS



Monza Spyder Convertible—sporty way to visit GM's Futurama at the New York World's Fair

Because of the way it hugs and squeezes

... you'll fall in love with a beautiful buy.

Drive a Corvair on a stop-and-go shopping trip or jaunt in the country. Take it in any kind of traffic, on any kind of surface, over any kind of terrain, in any kind of weather. There'll be no doubt in your mind that you're driving a very special kind of car.

Right away Corvair's trim size and shape give you the feeling, maybe for the first time in your life, that you're the boss of your car—not *vice versa*.

With the engine in the rear taking all that weight off the front wheels, the steering's free and easy. So easy we don't even make power steering for the car, though that's what

you'll think you've got when you turn a corner, take a curve or slip into little parking spots that others had to pass up.

And while any car will grip smooth dry roads, Corvair gives extra traction on *all* kinds—bumpy, wet, snowy or what have you. It's that engine weight bearing down on the rear power wheels that makes for such surefooted going.

But here we are, almost out of space, and we haven't told you about the Body by Fisher craftsmanship. Or the cozy interiors and neat appointments. Or the big choice of beautiful colors. Or the modest price for all that. Happily, though, your Chevrolet dealer's ready to pick right up where we leave off. ... Chevrolet Division of General Motors, Detroit, Michigan.

CORVAIR MONZA



Chevrolet • Chevelle • Chevy II • Corvair • Corvette
THE GREAT HIGHWAY PERFORMERS

EVEN EASIER TO GET AROUND IN. Go climb a hill! That's the quickest way to see the *biggest* change in Corvair for '64. Its air-cooled engine's been beefed up for new power and stamina. ♪ New Standard Turbo-Air engine for '64 is 95 hp (nearly 19% more power!); there's a high-performance version* at 110 hp; while the Monza Spyder has a 150-hp Turbocharged engine. ♪ Bright new touches complement Corvair's classic styling and tasteful new interiors make it more comfortable than ever. ♪ A wide range of accessories and extra-cost options lets you personalize *any* Corvair to your heart's content, while many luxury features are *standard* on Monza models—like front bucket seats, all-vinyl interiors and a convenient map pocket on each front door. ♪ Actually, you may not notice most of the changes on Corvair for '64. Until you fire up one of seven sporty models at your Chevrolet dealer's. And look for a steep hill. ... Chevrolet Division of General Motors, Detroit, Michigan.

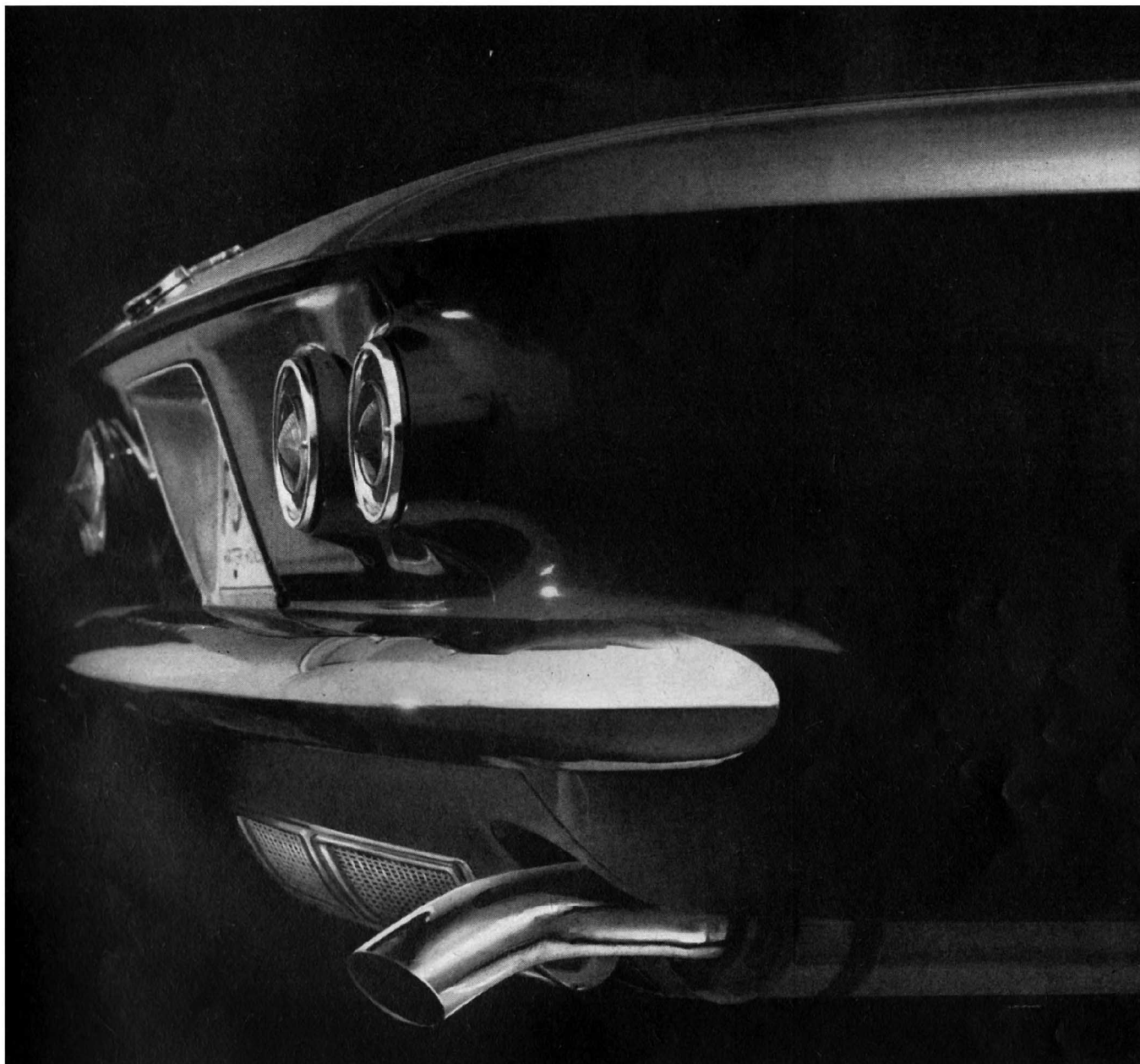
THERE'S 5 IN
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CHEVROLET • CHEVELLE • CHEVY II • CORVAIR • CORVETTE

'64 CORVAIR by CHEVROLET



*Optional at extra cost.

CORVAIR MONZA CLUB COUPE—ONE OF 7 NEW MODELS FOR '64

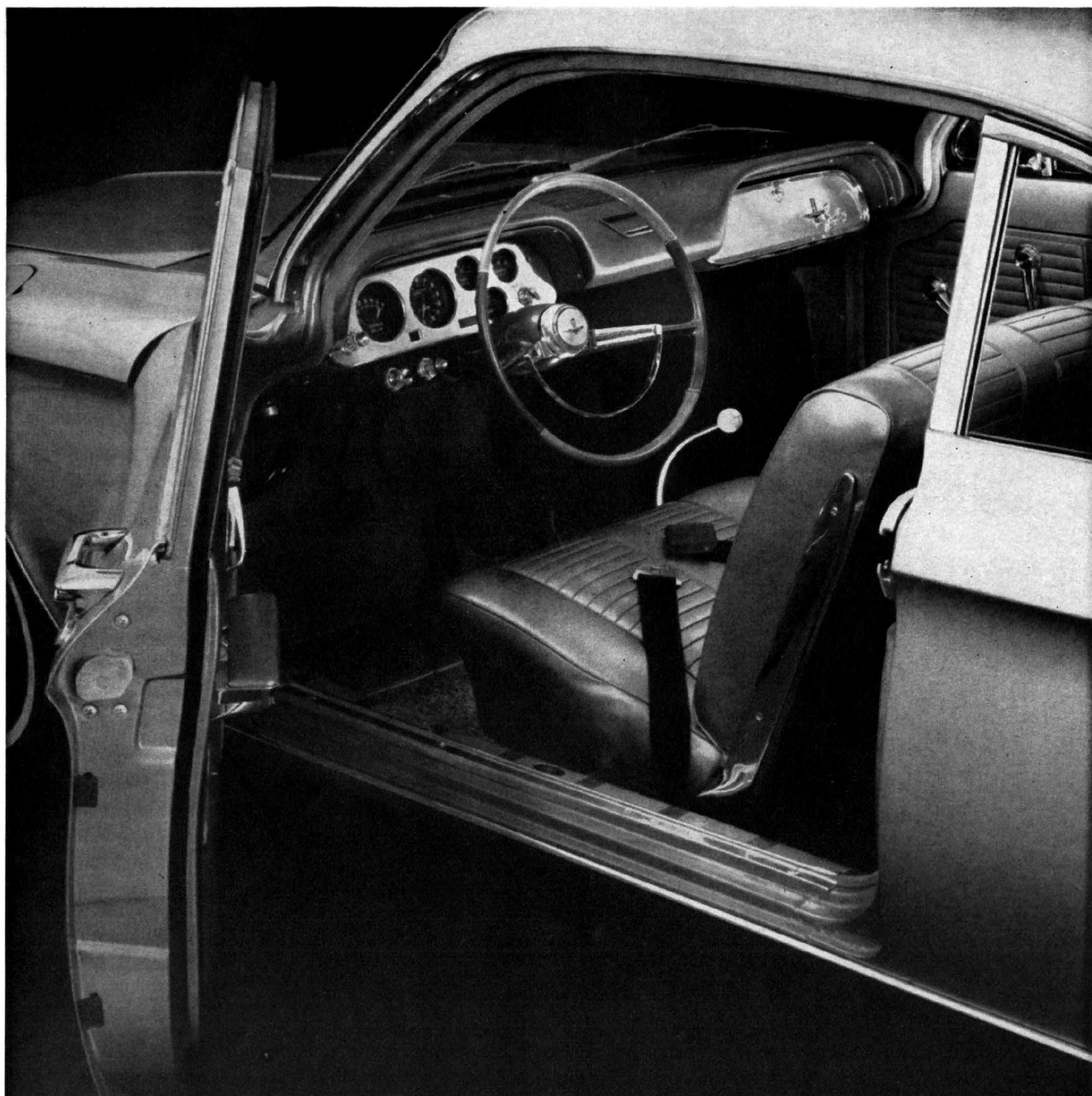


FROM THE TOP OF THE FAMOUS TURBOCHARGER, OVERLOOKING THE AIR-COOLED ENGINE ROOM, WE BRING YOU THE EXHAUSTIVE MUSIC OF CORVAIR MONZA SPYDER AND THE FLAT SIX! Sometimes a big mouth pays

off. ♪ The Corvair Monza Spyder's tailpipe has a wider diameter than other Corvairs and most sports cars. It helps performance by more efficient exhausting of gases from the 150-hp Turbo-charged Spyder engine. ♪ So it's practical. But we don't kid ourselves. It looks good. And it makes a throaty growl that pleases people with a feeling for such things. ♪ We don't kid ourselves about the rest of the Corvair Spyder either. It pleases people for the same reasons as the tailpipe. Practical design that means effective performance. ♪ Like any machine that does its job well, the Corvair Spyder looks right. And feels right. And works right. ♪ And sounds right. . . . Chevrolet Division of General Motors, Detroit, Michigan.

CORVAIR MONZA SPYDER by CHEVROLET





YOU COULDN'T GET AN AUTOMATIC IF YOU TRIED—Which leaves you holding a stick shift. A happy fix to be in; Spyders respond best to brisk stirring motions with the right hand—either 3- or 4-speed* Synchro-Mesh. And no wonder, with a 150-hp Turbo-charged Six behind you and a 6,000-rpm tach before your eyes.

Some things the Spyder gives you that others don't: special brushed chrome instrument cluster with manifold pressure and cylinder head temperature gauges plus the tachometer. Special trim and interior appointments. Chromed accents in the engine compartment. And options* such as Positraction and wire wheels.

For those who just can't live without an automatic, Powerglide* can be had in the Monza, 700 and 500 series. Not the Spyder, though; that's strictly a case of stick with us and you'll go places. Chevrolet Division of General Motors, Detroit, Michigan.

*Optional at extra cost

CORVAIR MONZA SPYDER by CHEVROLET

