

# GM's Chevrolet Motor Division To unveil 43 New Models Today

Chevrolet — virtually certain to set a new all-time sales mark in 1964 — intends to continue this success in 1964 by offering the widest choice of automobiles in its history.

Introduced in Chevrolet dealerships on Thursday, September 26, will be 43 new models in five distinct sizes. This is ten more models than Chevrolet offered for 1963 and the greatest number the division has ever offered in a single year.

Included will be the industry's only all-new car for 1964 — the Chevelle. This much discussed combination of beauty, quality, performance and distinction is based between the regular Chevrolet and Chevy II.

**ALL CHEVROLETS** five lines of 1964 cars have styling and engineering improvements which teamed with the increase in models and options — allow the customer to tailor a car to his particular requirements as never before.

"Car buyers today like diversity," Simon E. Knudsen, Chevrolet general manager, declares. "They like to be able to choose cars from a wide selection of sizes, styles and performance characteristics."

"We expect the broad diversity in our 1964 cars to win the customer votes needed to continue Chevrolet's traditional industry leadership."

Following are the highlights of the five members of Chevrolet's 1964 "family."

**REGULAR CHEVROLETS** Extensive new styling is evident in the regular Chevrolet line, again stressing the big car luxury which has made it so popular.

A Super Sport series featuring bucket seats and special interior and exterior appointments in both a convertible and sport coupe has been added for 1964, bringing the total models of regular Chevrolets to 15 in four series.

Although over-all dimensions are the same as in 1963, the regular Chevrolet has a longer, wider hood created by new flowing side lines and a smooth, broader styling of front and rear ends.

Crisp, distinctive exterior moldings and interior appointments distinguish between the Super Sport, Impala, Bel Air and Biscayne series.

**THE 1964 CHEVROLET** models feature new interior trim styling and materials, yet retain the built-in comfort, convenience, luxury and durability traditional with Buick by Fisher.

All of Chevrolet's advanced 119-inch wheelbase chassis features are continued for 1964, including X-Body Safety — a Girder frame, Full Coil suspension, self-adjusting Safety — Master brakes, high capacity electrical system with Delcotron generator and long-life exhaust system.

Seven engines ranging from 140 to 425 horsepower will be offered. Optional for the first time in 1964 on 406-cubic-inch engines is a full transistor ignition system. Four transmissions will be offered and the four-speed Synchro — Mesh includes refinements for smoother shifting and greater durability.

**CHEVELLE** Chevrolet's new automobile line for 1964 embodies a distinctive styling and will be offered in 11 models in three series — the top-of-the-line Malibu Super Sport, the Malibu and the 300.

Quality and vehicle width are stressed in the front end design which makes use of dual headlights and horizontal grille bars. Side treatment is clean and a peak line which carries throughout the car gives a look of length.

The rear end design accents car width with tail and backup lights at the extreme ends of the rear back panel. A textured molding extends the full width of the car.

A SPECIAL feature of the Chevelle body is the use of curved side windows to give a lower look. A strikingly wide instrument panel is part of the distinctive interior styling which includes trim styles and materials color-keyed to the new exterior colors.

Bursting with 116-inch wheel base, the chassis is completely new, featuring a perimeter frame. Front suspension makes use of coil springs and rear suspension is of the coil spring four link type.

Fourteen-inch wheels, self-adjusting Safety — Master brakes and high capacity Delcotron generator are standard equipment. Four engines — two six-cylinder and two optional V8 — are offered on all Chevelle models. Four different transmissions are available.

**CHEVY II** In its third year on the market, the Chevy II continues its popular blend of small car handling, roominess, economy and good taste in a total of 6 models in two series — the Nova and the 100 series.

The basic styling personality of the Chevy II is continued in its 1964 models, but there is added beauty through refinements in the grille, side moldings, emblems and hub caps and more luxurious interiors.

A V8 engine will be offered for the first time as an extra-cost option on all models. With the V8, which will be Chevrolet's 235-cubic-inch 135 horsepower model, the customer may choose either standard three-speed, optional four-speed or Powerglide transmissions.

Two six-cylinder engines at 120 and 135 horsepower will be available in all Chevy II models. The economical four-cylinder 80 horsepower engine will continue to be available in the two- and four-door sedans of the 100 series.

An important mechanical feature on all Chevy II models will be new, larger 9.5-inch self-adjusting brakes to give greater margin of stopping safety.

**CORVAIR** Entering its fifth year, the Corvaire will continue its important place in the Chevrolet line-up by appealing to a group of buyers who like something sportier and less conventional in a small car.

A Monza Spyder series comprised of a top-of-the-line convertible and club coupe is added for 1964, bringing the total models to seven in four series — the Monza Spyder, Monza, 700 and 500 series, plus two Greenbrier Sports Wagons.

**CORVAIR STYLING** for 1964 retains the clean, classic theme with new identification through emblems and ornamentation. All models except Greenbrier feature a slender new front body molding with colorful Justice emblem insert. The word "Corvaire" extends across luggage and engine compartment lids in bright block letters.

All Corvaire models will feature a new larger displacement 2000 cc engine.

184-cubic-inch engine that delivers higher performance and top economy. This new engine retains the six-cylinder air-cooled design. Horsepower ranges from 85 to 110 to 150.

Improved brakes and a new suspension design will enhance handling characteristics of all Corvaire models.

**CORVETTE** America's only sports car — fresh from its most successful year in 1963 — continues the famed design of its two Sting Ray models, the convertible and the sport coupe for 1964.

Offering broader appeals to more kinds of buyers, the 1964 Corvette combines the driving and handling enjoyment of a genuine sports car with the luxury and convenience most fine car owners want.

**IMPROVEMENTS** include a full view rear window on the sport coupe and better noise isolation, improvements in ride, handling and performance on both models.

New variable rate front and rear springs make the ride noticeably smoother and more comfortable without any sacrifice of roadability or handling precision.

For 1964, Chevrolet offers its customers a choice of 14 new Magic Mirror exterior colors plus 11 two-tone combinations.

In addition, a special color, Goldwood Yellow, is available exclusively for Monza, Spyder, all Super Sport and Impala hardtop and convertible models. One other color — Riverstone Red — is available only on Corvettes.

Extended lubrication again is a feature on all Chevrolets for 1964. Recommended chassis lubrication is every 6,000 miles or six months and engine oil change each 6,000 miles or 60 days.

New, improved service — free universal joints are provided on all 1964 models.

**LEGAL NOTICES** 4207  
HOWARD L. RICHARDS, Atty.  
1113 Grand River  
Farmington, Mich.  
IN THE PROBATE COURT FOR THE COUNTY OF OAKLAND  
No. 25,273

In the Matter of the Estate of JAMES H. PARKER, Deceased.  
At a session of said Court, held at the Court House in the City of Pontiac, in said County, on the 5th day of September, A.D. 1963.  
Present, HONORABLE DONALD E. ADAMS, Judge of Probate.

Allen L. Edwards, Special Administrator of said estate, having filed in said Court her Final Accounting and praying for the examination and allowance thereof; the determination of the legal heirs of said decedent; assignment of the residue of said estate; and the discharge of said Special Administrator, and in view of the fact that the 10th day of October, A.D. 1963, at nine o'clock in the morning, is the day of hearing in the Court House in the City of Pontiac, Michigan, he and I hereby appointed as the time and place for hearing said petition.

It is further Ordered that notice be given to all interested parties as shown by the records in this cause by delivering a copy of this order to each of them personally, or by mailing such copy to each of them by registered mail with return receipt demanded addressed to their respective last known addresses as shown by the files and records in this cause.

And it is further Ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Farmington Enterprise, a newspaper printed and circulated in said county.  
DONALD E. ADAMS  
Judge of Probate

**CERTIFICATION**  
I, Shaleen, Deputy Register of the said Probate Court, do hereby certify that I have reviewed the foregoing copy of order for publication on final account with the original record thereof, now remaining in this office, and have found the same to be a true and correct copy of, and the whole of such original report.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the Seal of the Probate Court at Pontiac, in said County, on the 19th day of September, A.D. 1963.  
SHALEEN GODDARD  
Deputy Register of Probate Court  
Oakland County, Michigan  
(Seal)  
Sept. 19, 20, 1963

**LEGAL NOTICES** 4207  
SYLVESTER J. FIENEY, Atty.  
2353 Grand River Ave.  
Farmington, Mich.  
IN THE PROBATE COURT FOR THE COUNTY OF OAKLAND  
No. 81,561

In the Matter of the Estate of BERTY SHWIN MILLER, also known as BERTY MILLER, deceased.  
At a session of said Court, held at the Court House in the City of Pontiac, in said County, on the 5th day of September, A.D. 1963.  
Present, HONORABLE DONALD E. ADAMS, Judge of Probate.

Shirley J. Fieney, Administrator with annexed of said estate having filed in said Court the first and final account and petition praying for the examination and allowance thereof; the determination of the legal heirs of said decedent; assignment of the residue of said estate; and the discharge of said Administrator, and in view of the fact that the 10th day of October, A.D. 1963, at nine o'clock in the morning, is the day of hearing in the Court House in the City of Pontiac, Michigan, he and I hereby appointed as the time and place for hearing said petition.

It is further Ordered that notice be given to all interested parties as shown by the records in this cause by delivering a copy of this order to each of them personally, or by mailing such copy to each of them by registered mail with return receipt demanded addressed to their respective last known addresses as shown by the files and records in this cause.

And it is further Ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Farmington Enterprise, a newspaper printed and circulated in said county.  
DONALD E. ADAMS  
Judge of Probate  
(Seal)  
Sept. 12, 10, 20, 1963

Construction of the \$200 million Grand River (196) Freeway in Detroit will start in 1967.

again in '64...  
**EXPECT Big Things from BILL ROOT Chevrolet**

**'64 Chevrolet OPEN HOUSE STARTS TODAY!**

See The Jet-Smooth Luxury CHEVROLETS

5 GREAT CHEVROLETS Featuring 43 MODELS For '64

For 1964, Chevrolet offers its customers a choice of 14 new Magic Mirror exterior colors plus 11 two-tone combinations.

In addition, a special color, Goldwood Yellow, is available exclusively for Monza, Spyder, all Super Sport and Impala hardtop and convertible models. One other color — Riverstone Red — is available only on Corvettes.

Extended lubrication again is a feature on all Chevrolets for 1964. Recommended chassis lubrication is every 6,000 miles or six months and engine oil change each 6,000 miles or 60 days.

New, improved service — free universal joints are provided on all 1964 models.

**LEGAL NOTICES** 4207  
THE PROBATE COURT FOR THE COUNTY OF OAKLAND  
In the Matter of the Estate of DIANA LYNN STREET, Miss.  
No. 82,019

At a session of said Court held at the Court House in the City of Pontiac, on the 19th day of September, A.D. 1963.  
Present, HONORABLE DONALD E. ADAMS, Judge of Probate.

Dorothy LaFayette having filed in this Court a petition praying that the estate of said decedent be administered by her, and praying for the appointment of said petitioner as administratrix of said estate, and in view of the fact that the 10th day of October, A.D. 1963, at nine o'clock in the morning, is the day of hearing in the Court House in the City of Pontiac, Michigan, he and I hereby appointed as the time and place for hearing said petition.

It is further Ordered that notice be given to all interested parties as shown by the records in this cause by delivering a copy of this order to each of them personally, or by mailing such copy to each of them by registered mail with return receipt demanded addressed to their respective last known addresses as shown by the files and records in this cause.

And it is further Ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Farmington Enterprise, a newspaper printed and circulated in said county.  
DONALD E. ADAMS  
Judge of Probate  
(Seal)  
Sept. 19, 20, 1963

**LEGAL NOTICES** 4200  
SYLVESTER J. FIENEY, Atty.  
2353 Grand River Ave.  
Farmington, Mich.  
IN THE PROBATE COURT FOR THE COUNTY OF OAKLAND  
No. 81,561

In the Matter of the Estate of GOLDB SCHMIDT, Deceased.  
At a session of said Court, held at the Probate Court in the City of Pontiac, in said County, on the 19th day of September, A.D. 1963.  
Present, HONORABLE DONALD E. ADAMS, Judge of Probate.

Shirley J. Fieney, Administrator with annexed of said estate having filed in said Court the first and final account and petition praying for the examination and allowance thereof; the determination of the legal heirs of said decedent; assignment of the residue of said estate; and the discharge of said Administrator, and in view of the fact that the 10th day of October, A.D. 1963, at nine o'clock in the morning, is the day of hearing in the Court House in the City of Pontiac, Michigan, he and I hereby appointed as the time and place for hearing said petition.

It is further Ordered that notice be given to all interested parties as shown by the records in this cause by delivering a copy of this order to each of them personally, or by mailing such copy to each of them by registered mail with return receipt demanded addressed to their respective last known addresses as shown by the files and records in this cause.

And it is further Ordered that public notice thereof be given by publication of a copy of this order once each week for three successive weeks previous to said day of hearing in the Farmington Enterprise, a newspaper printed and circulated in said county.  
DONALD E. ADAMS  
Judge of Probate  
(Seal)  
Sept. 19, 20, 1963

**CERTIFICATION**  
I, Opal Robertson, Deputy Register of the said Probate Court, do hereby certify that I have reviewed the foregoing copy with the original record thereof, now remaining in the clerk's office, and have found the same to be a correct and true copy of, and the whole of such original report.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the Seal of the Probate Court at Pontiac, in said County, on the 19th day of September, A.D. 1963.  
OPAL ROBERTSON  
Deputy Register of Probate Court  
Oakland County, Michigan  
(Seal)  
Sept. 20, Oct. 3, 10

Fuel requirements of existing jet airplanes place in comparison to the anticipated consumption of the supercruise transports of the 1970's.

The University of Michigan was the first university in the United States to build an observatory in the Southern Hemisphere, in 1928.



'64 Impala Sport Sedan — One of 15 Jet-Smooth Luxury Chevrolets



NEW CHEVELLE Malibu "Super Sport" Coupe

THERE'S 5 IN '64 CHEVROLET HERE Today!

CHEVROLET, CHEVELLE!, CHEVY II, CORVAIR and CORVETTE

**BILL ROOT Chevrolet**  
32175 GRAND RIVER, AVE. GR. 5-0500  
— FARMINGTON —