

Chevelle Joins Big Chevrolet Clan

Chevrolet — virtually certain of setting an all-time sales mark in 1963—intends to continue this success in 1964 by offering the widest choice of automobiles in its history.

Introduced in Chevrolet dealerships Sept. 26, were 43 new models in five distinct sizes. This is 10 more models than Chevrolet offered for 1963 and the greatest number the division has ever offered in a single year.

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

ALL CHEVROLET'S 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," said Samon E. Knudsen, Chevrolet general manager. "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 look 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 body by Fisher.

All of Chevrolet's advanced 119-inch wheelbase chassis features are

continued for 1964, including X-built safety-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 409 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.

Built on a 115-inch wheelbase, 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 a high capacity Delcotron generator are standard equipment. Four engines—two six-cylinder and two optional V8's—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 six models in two series—the Nova and the 100 series.

The basic styling personality of the Chevy II is continued in 1964, 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,

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NEWEST MEMBER of the growing Chevrolet passenger car family is the Chevelle. Although 16 inches shorter and 2.4 inches narrower than comparable Chevrolet models, the Chevelle offers virtually all the interior

roominess and smooth, fine car feel of a full size luxury car. The Chevelle Malibu SS sport coupe above is one of 11 Chevelle models at your Chevrolet dealer.



THE RICH luxurious appearance of the 1964 Impala sport coupe blends Chevrolet's traditionally graceful body lines with smart new styling, both front and rear. In addition,

many new mechanical refinements coupled with new sparkling color-keyed interiors and a choice of 19 power teams are on display at local Chevrolet dealerships.

What's in a Name? A Hot, New Item!

How did Lincoln-Mercury Division come up with the name "Caliente" for the new top-of-the-line 1964 Comet?

When the Division decided to market a new high performing luxury Comet series they were faced with a problem that automobile manufacturers have been facing since long before the Stanley Steamer and Hupmobile hit the American Road — that is, what name should be given to a new car?

FROM THE HUNDREDS of names suggested by Lincoln-Mercury's marketing experts and advertising agency to company officials, they selected twelve names they considered most appropriate for the type of car they were marketing.

Generally, they were looking for a name that would be suitable for a luxury compact car, a name that was easy to recall and a name that evoked an image of a peppy and exciting car. To determine which

of the twelve remaining names best filled these requirements, a consumer attitude study was conducted. As a result of this study, the name Caliente emerged as the most suitable.

THE SURVEY indicated that Caliente symbolized some of the imagery of the car itself — well designed, exciting, and hot—"hot" in styling and "hot" in performance.

It is not unusual that the word Caliente evokes a hot image since, in fact, it is the Spanish word for hot. Caliente, in turn, is derived from the Latin word calor, which means heat. The French word for Caliente is calere, meaning to be warm. Many people are familiar with Agua Caliente, a city in northern Mexico and site of the famous Caliente thoroughbred race horse course. Agua Caliente means hot water in Spanish.

So, wherever you look at it, Caliente means hot, and hot it is!

Old Stanley Steamer Myth

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ternal combustion engine as a potential for highway vehicles.

AGAINST THIS background, the son of F. E. Stanley, one of the bearded twin brothers who designed and built the car, attempts to set the record straight in a recent issue of Automobile Quarterly, a new hard-cover magazine devoted to the romance of the automobile — past, present and future. The title of the article is "Evaporating the Stanley Steamer Myth."

The writer is Raymond W. Stanley, who as a boy witnessed the famous trials that were concluded on Jan. 25, 1907, at Ormond Beach, Fla., where a red Stanley racer hit a speed of 197 mph before sailing high into the air and crashing on the sands — according to the legend.

This was the car that won hundreds of races against all comers and was so potentially fast that its makers offered \$1,000 to any driver brave or rash enough to hold the throttle open for three minutes. That this amazing car didn't save the day for steam on the highway wasn't the result of bad luck or a vicious whispering campaign, the article declares.

"It was due entirely to the fact such a vehicle never existed," the article states.

THE MAGAZINE suggests that the myth has obscured the fact that the Stanley brothers built excellent cars in their shop at Newton, Massachusetts, as evidenced by the fact that a Stanley was the first vehicle ever to travel at the rate of two miles a minute. This world's record had been set on Friday, Jan. 26, 1906, when the racer was clocked at 127.659 mph over a measured mile at the Ormond Beach international speed trials.

In evaporating the myth, the article debunks a long list of fantastic claims for the car as a preliminary to the concluding act in the Stanley saga: that fateful Friday exactly one year minus one day later when the racer sailed into the air and crashed.

F. E. Stanley and his entourage had come to Florida early in January to better the record of the previous year. After more than a week of delays he decided to make the trials despite the poor condition of the beach. In two runs, Fred Marriot, Stanley's manager and driver, had not bettered the record.

WHEN HE HIT the "little ripples," the story goes, they gave the car a slight toss and the front wheels rose into the air.

"The car veered slightly, toward the sea, and when the wheels touched the ground the racer rolled

over and over and was dashed to pieces," the writer says.

Designer Stanley had snapped his stop watch when he saw the racer crash, and a later check of the distance traveled showed the car's speed to have been only 150 miles per hour. The car had "planned" a distance of 103 feet.

Thirteen years were to pass before the 150 mph mark was broken by a 16-cylinder internal-combustion engine Duesenberg with Tommy Milton at the wheel—and it was 20 years later that the fabled 197 mph figure was exceeded by Major H. O. D. Segrave.

EVEN THE FAMED Sir Malcolm Campbell could do no better than 206.9 mph in his Napier twenty-one years later, on the same Florida beach under conditions that were far better.

The article credits the origin of the fable to a story that appeared in 1932 saying the car was traveling "fully 260 feet per second," and to Marriott's senility that caused him when over 80 years old, to believe his own press clippings and tell an interviewer "the speedometer stopped at 197 mph and was rising fast when we hit that little depression in the beach."

"There is perhaps no other instance in automobile racing history where so many conjectures have arisen over a single occurrence," the article concludes.