

NEW EL CAMINO/'65



Handsome as a car...useful as a truck

Beautifully useful! That's the new '65 El Camino by Chevrolet. Never before has a vehicle of such practicality taken a more pleasing shape than this one. One look from any angle will tell you that.

Outside, El Camino's bright styling almost belies its rugged build. In back, graceful side panels enclose a pickup bed with more than a half-ton of cargo capacity. And there's a husky tailgate that lowers to accommodate extra-long loads.

Inside, El Camino's luxury invites you aboard with handsome vinyl and cloth appointments that stay new and fresh looking even under toughest use. And if you like, you can even order AM-FM radio, bucket seats and air conditioning.

Under the hood, too, you can really have things your way with a wide choice of Six or V8 models. A Hi-Thrift 194 Six and Turbo-Fire 283 V8 are standard or, if you prefer, you can also specify engine options ranging all the way up to 327 cubic inches. Couple your choice of engine to one of Chevrolet's four great transmissions, and you're on your way!

Sound pretty good? Just wait'll you try an El Camino on the road . . . you'll find yourself dreaming up dozens of uses for it. See your Chevrolet dealer soon to find out how beautifully and economically a new El Camino can work for you. . . . Chevrolet Division of General Motors, Detroit, Michigan.

EL CAMINO BY CHEVROLET

