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JEFFERSON 6-7216

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CHEVROLET

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NEW 1960



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E N J O Y M E N T

CUSTOM FEATURES FOR YOUR COMFORT

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*All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.*

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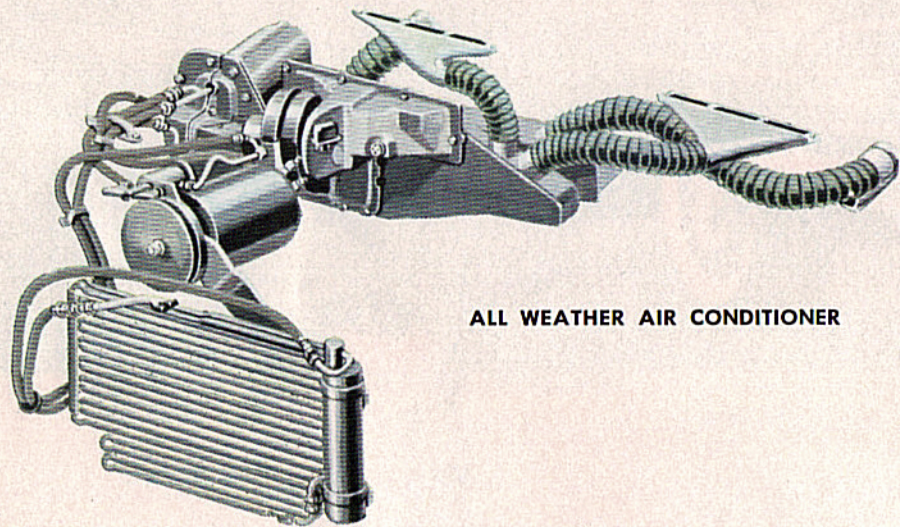
CHEVROLET MOTOR DIVISION  
GENERAL MOTORS CORPORATION

CHEVROLET MOTOR DIVISION  
GENERAL MOTORS CORPORATION  
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LITHO IN U.S.A.

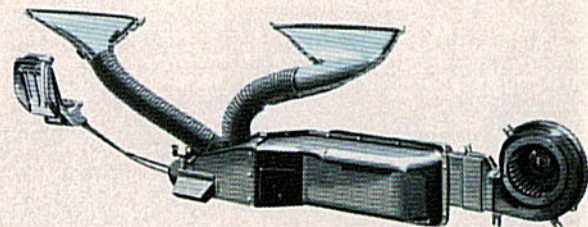


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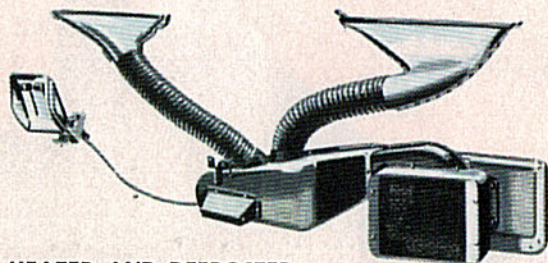
C O M F O R T



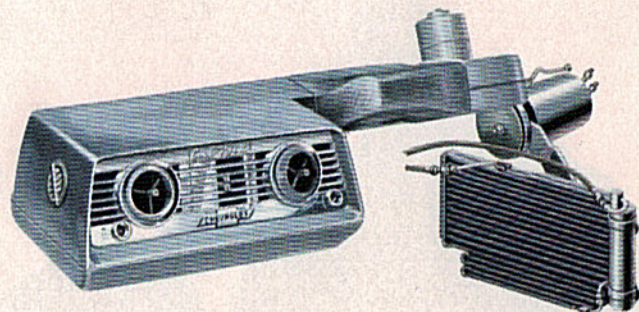
ALL WEATHER AIR CONDITIONER



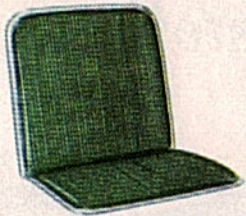
DELUXE HEATER AND DEFROSTER



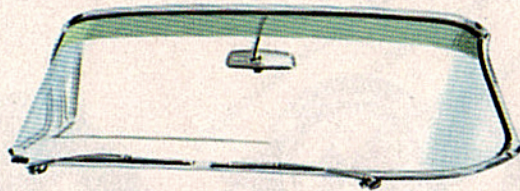
RECIRCULATING HEATER AND DEFROSTER



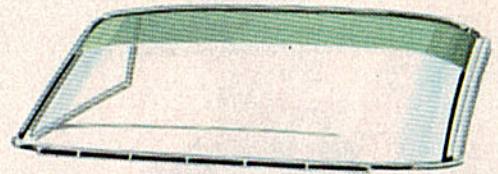
COOL PACK AIR CONDITIONER



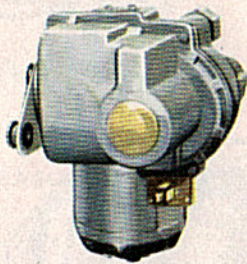
**AIR RIDE CUSHION**



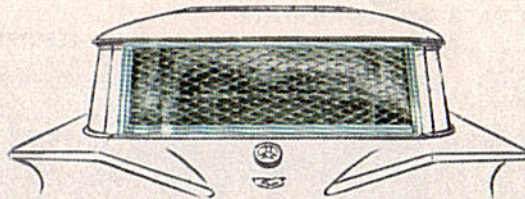
**WINDSHIELD GLARE SHADE**



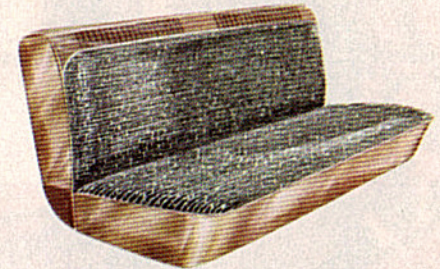
**REAR WINDOW GLARE SHADE**



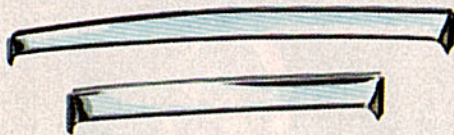
**SPEED AND CRUISE CONTROL**



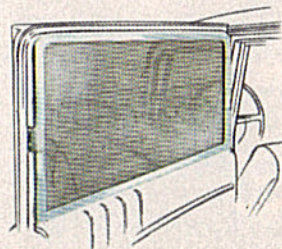
**STATION WAGON TAIL GATE SCREEN**



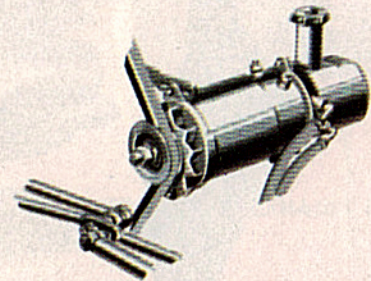
**DELUXE AIR RIDE CUSHION**



**VENT SHADES**

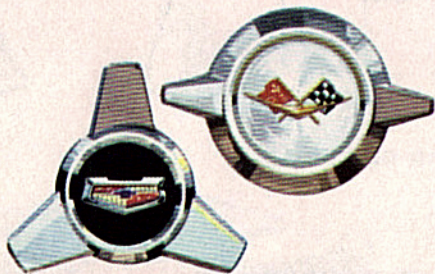


**STATION WAGON REAR DOOR SCREENS**



**POWER STEERING**

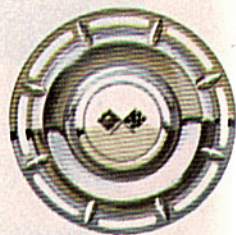
*Custom Features to customize your*



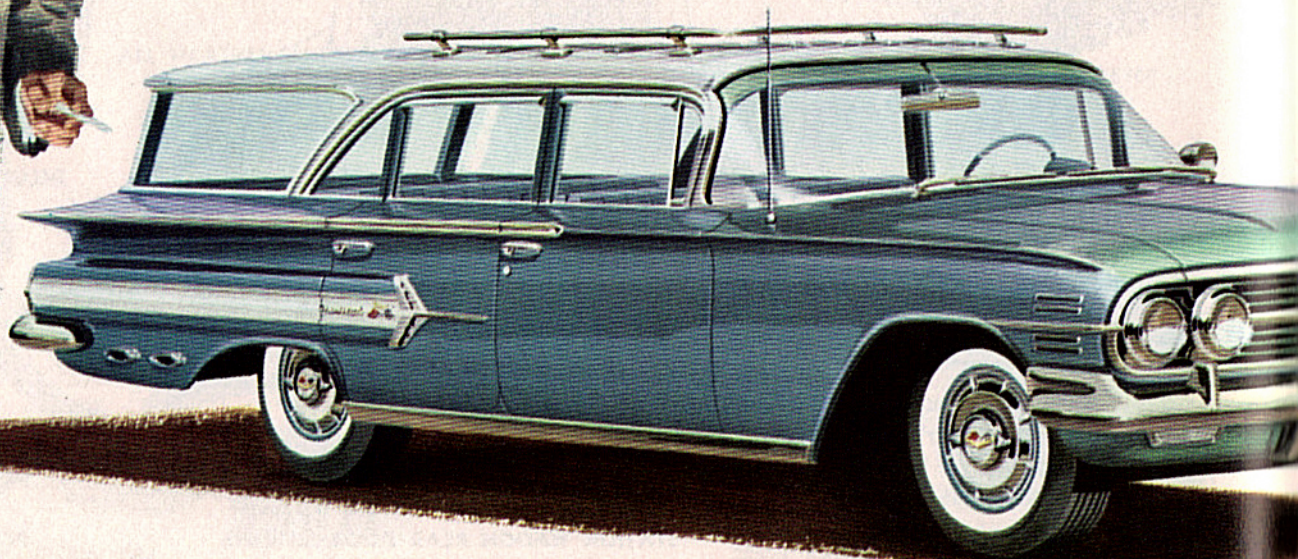
**WHEEL SPINNERS**



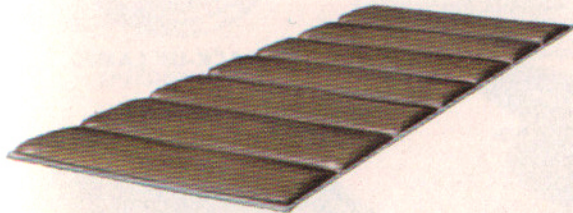
**ELECTRIC CLOCK**



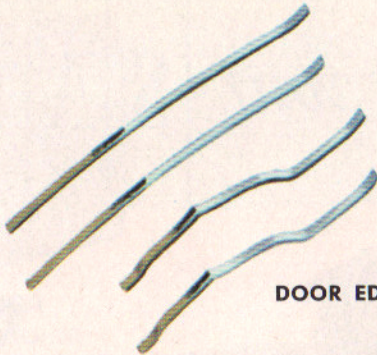
**WHEEL COVERS**



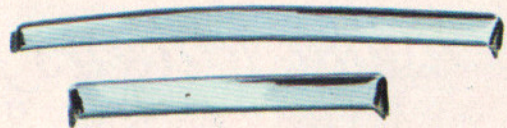
# Station Wagon



STATION WAGON PAD



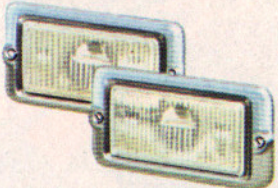
DOOR EDGE GUARDS



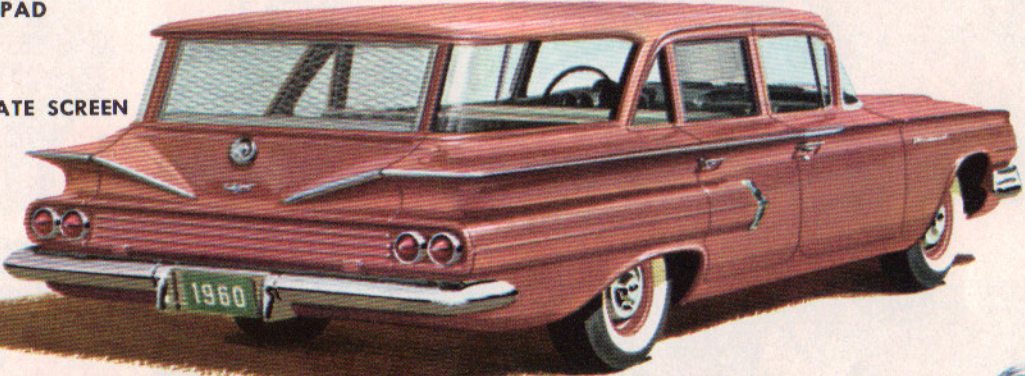
VENTSHADES

STATION WAGON TAIL GATE SCREEN

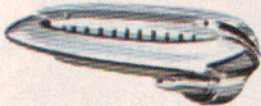
STATION WAGON REAR DOOR SCREENS



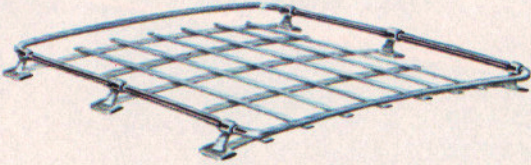
BACK-UP LAMPS



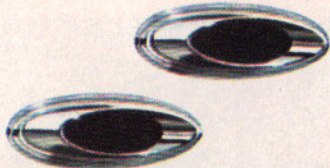
FRONT BUMPER GUARDS



DOOR HANDLE SHIELDS



LUGGAGE CARRIER

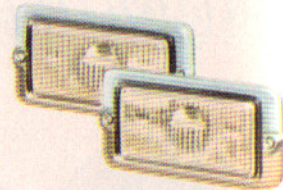


EXHAUST PORTS

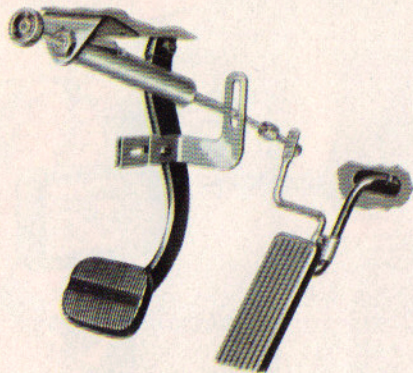


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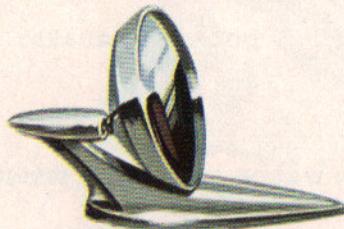
# S A F E T Y



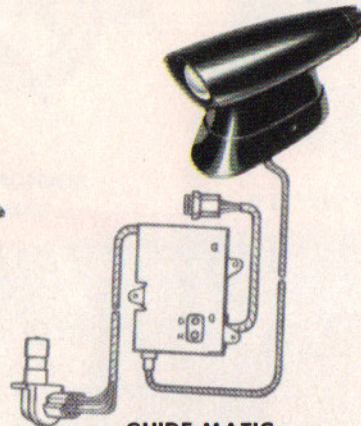
**BACK-UP LAMPS**



**THROTTLE HOLDER**



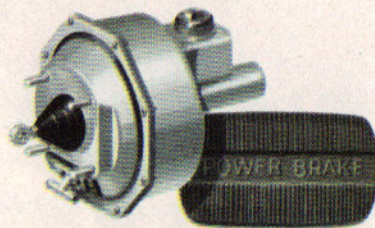
**BODY MOUNT  
REAR VIEW MIRROR**



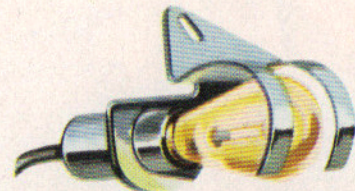
**GUIDE-MATIC  
HEADLIGHT CONTROL**



**UNDERHOOD LAMP**



**POWER BRAKES**



**LUGGAGE  
COMPARTMENT LIGHT**



**FOOT OPERATED  
WINDSHIELD WASHER**

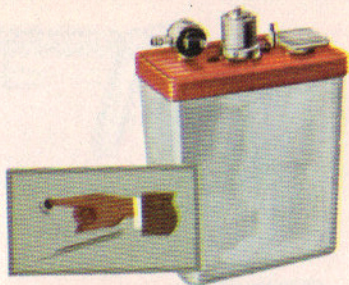


**REAR WINDOW DEFROSTER**

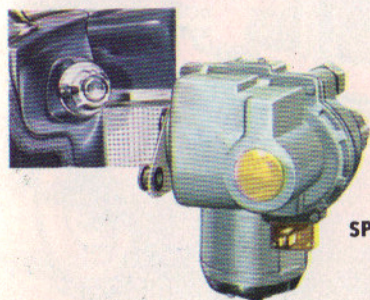




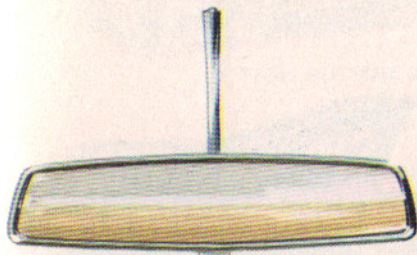
**SPEEDMINDER**



**PUSH BUTTON  
WINDSHIELD WASHER**



**SPEED AND CRUISE CONTROL**

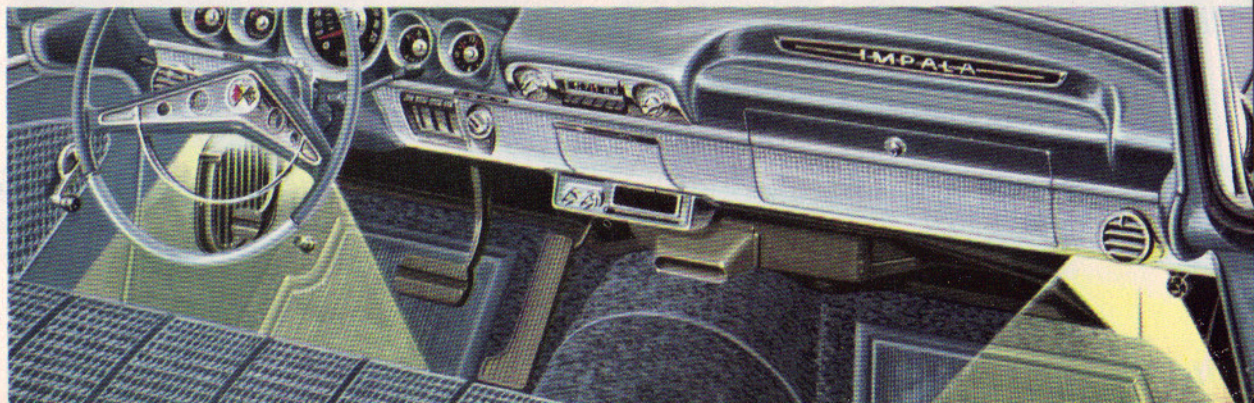


**INSIDE NON-GLARE  
REAR VIEW MIRROR**

**SEAT BELTS**

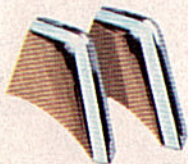


**COURTESY LAMPS**

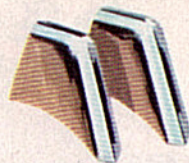




RADIATOR INSECT SCREEN



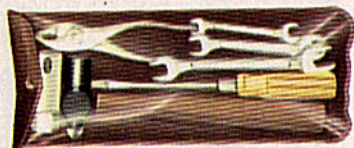
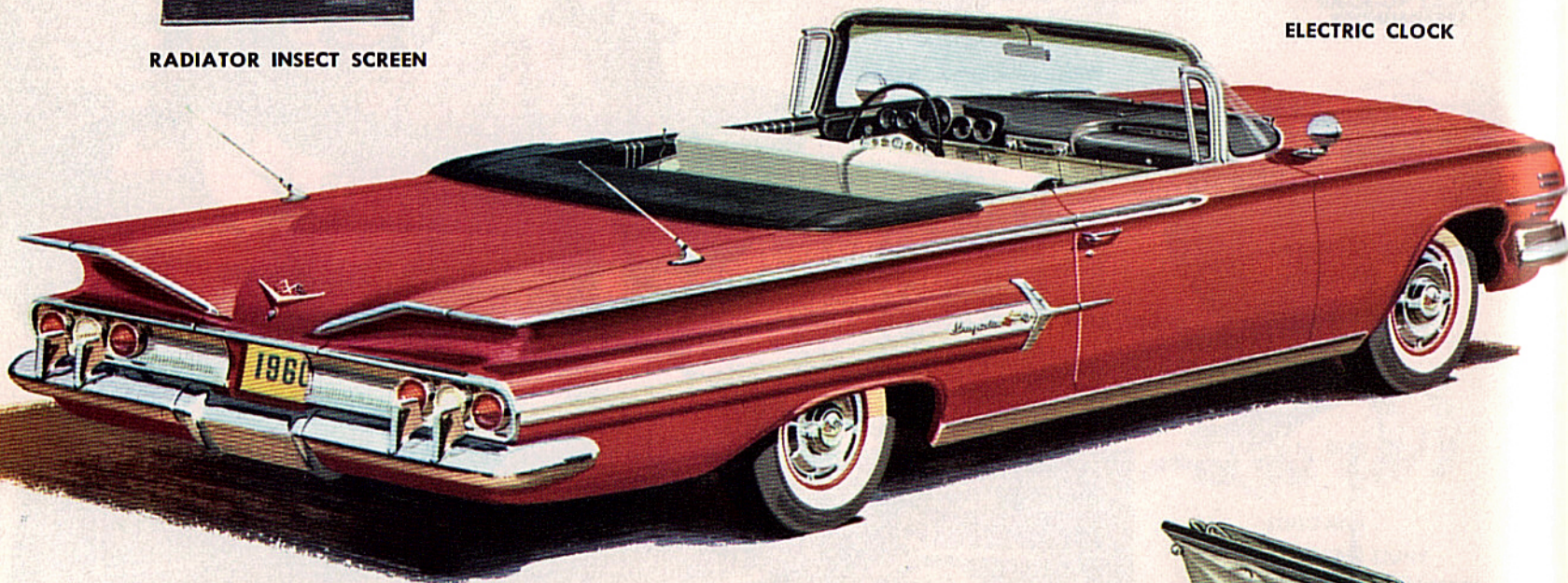
FRONT BUMPER GUARDS



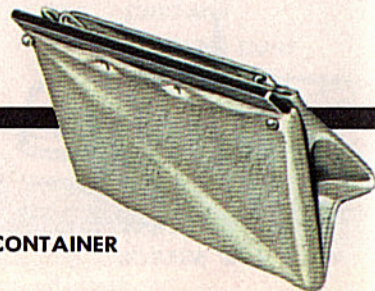
REAR BUMPER GUARDS



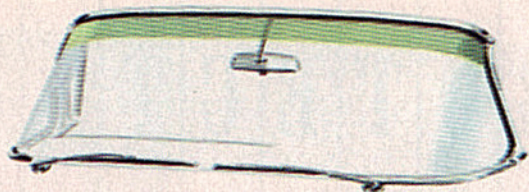
ELECTRIC CLOCK



TOOL KIT



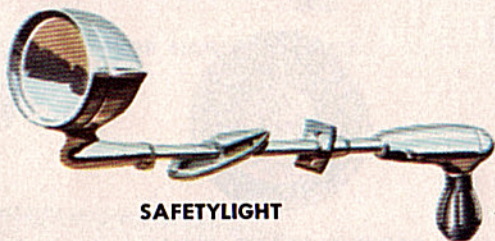
LITTER CONTAINER



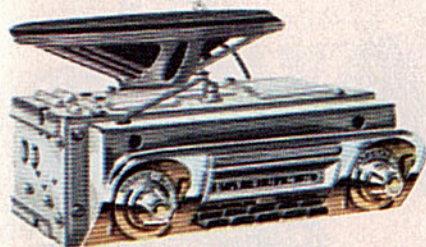
WINDSHIELD GLARE SHADE



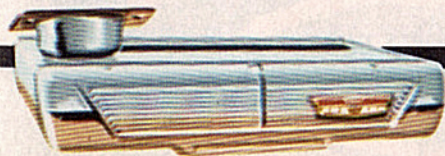
AUTO COMPASS



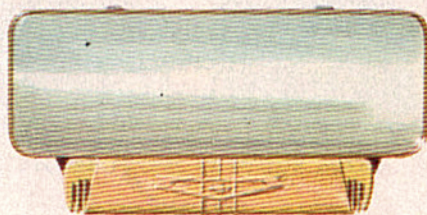
SAFETY LIGHT



PUSH BUTTON RADIO



TISSUE DISPENSER

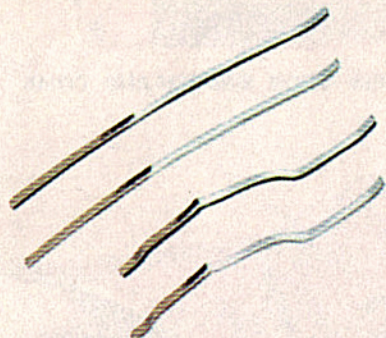


VANITY VISOR MIRROR AND COMB

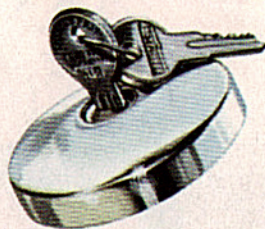


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# P R O T E C T I O N



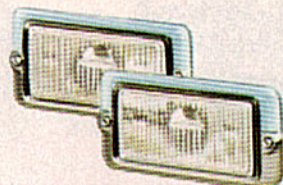
DOOR EDGE GUARDS



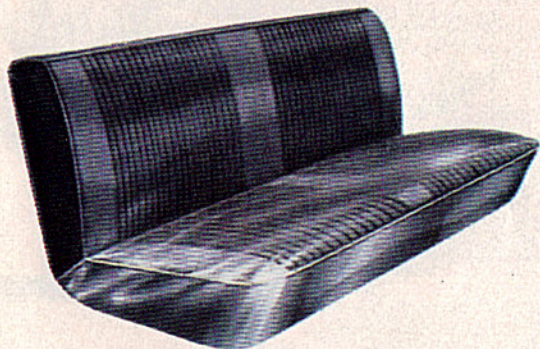
LOCKING GASOLINE TANK CAP



PARKING BRAKE SIGNAL

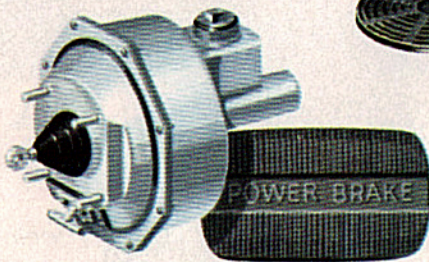


BACK-UP LAMPS



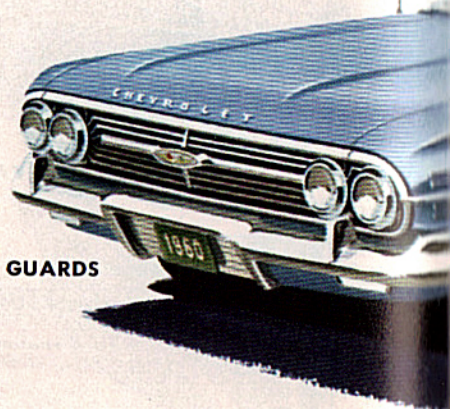
PLASTIC CUSHION COVER

ACCELERATOR PEDAL COVER



POWER BRAKE

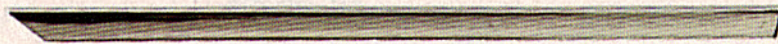
FRONT BUMPER GUARDS



REAR BUMPER



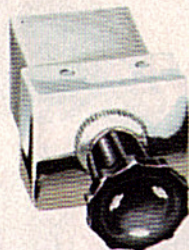
FRONT AND REAR  
FLOOR MATS



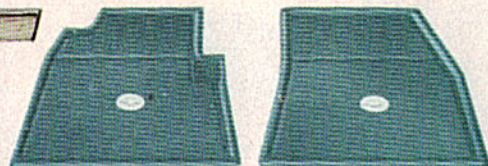
BODY SILL MOULDING



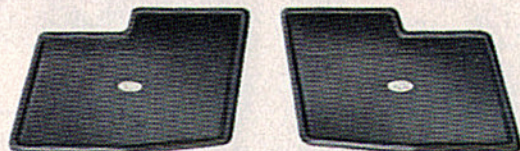
DOOR HANDLE SHIELDS



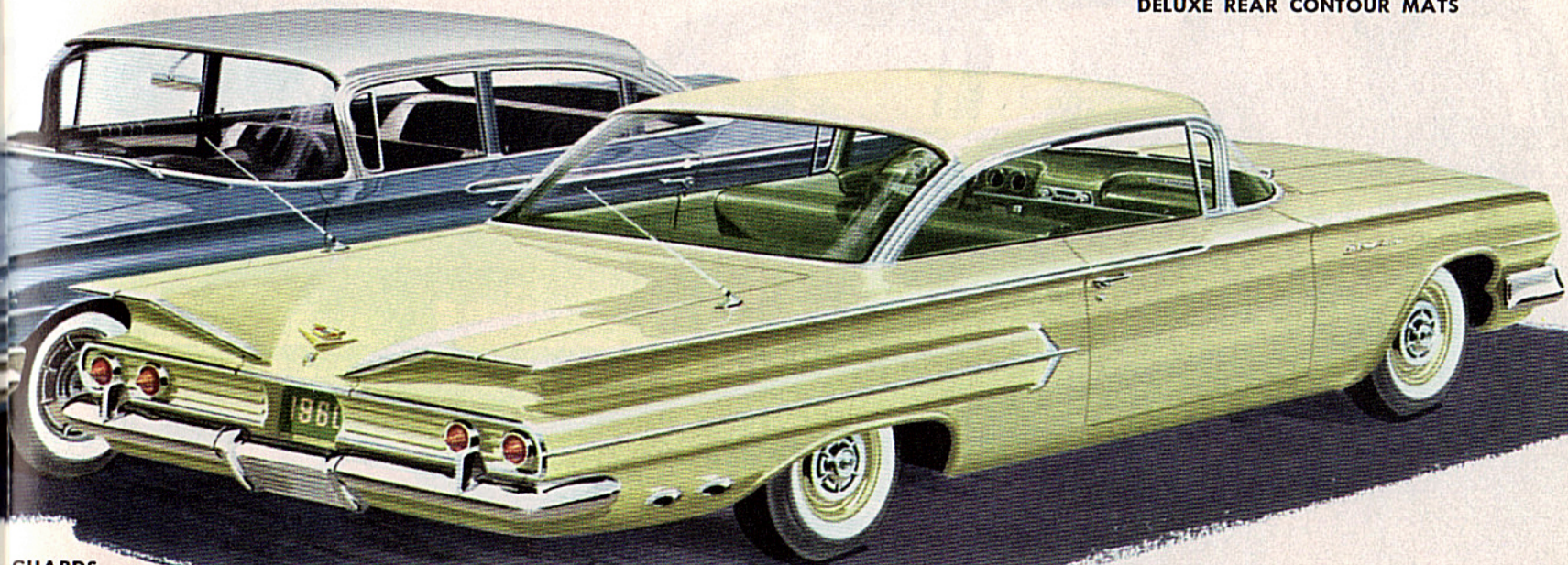
HAZARD FLASHER SWITCH

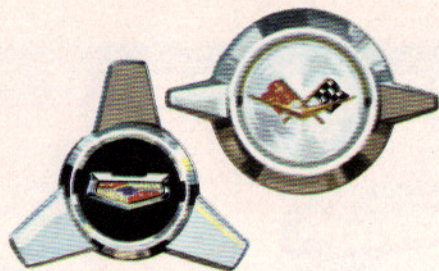


DELUXE FRONT CONTOUR MATS

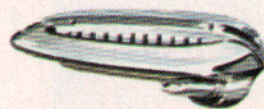


DELUXE REAR CONTOUR MATS

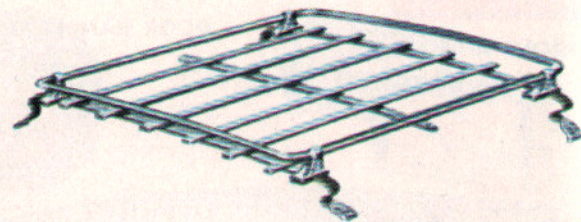




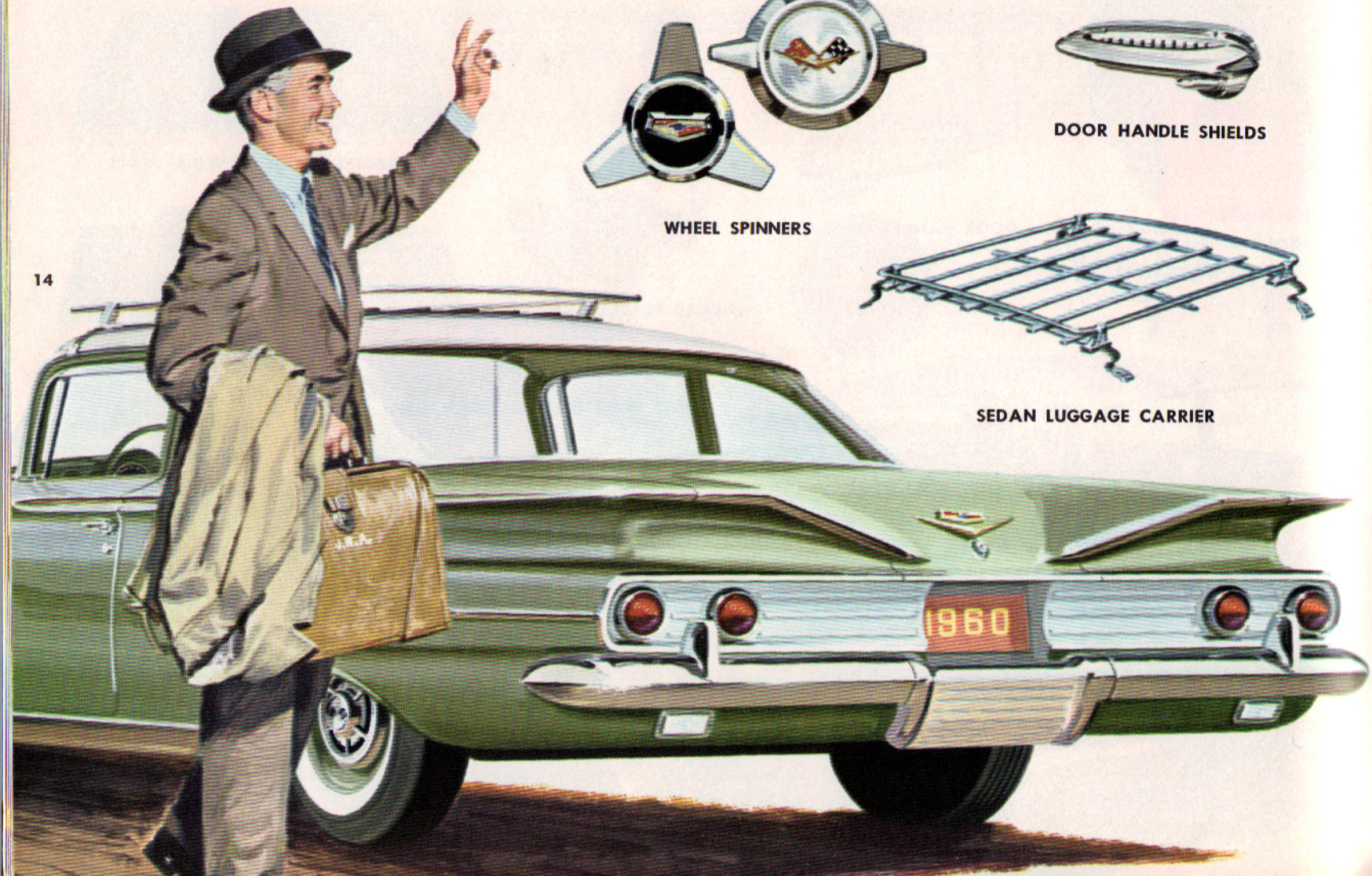
WHEEL SPINNERS

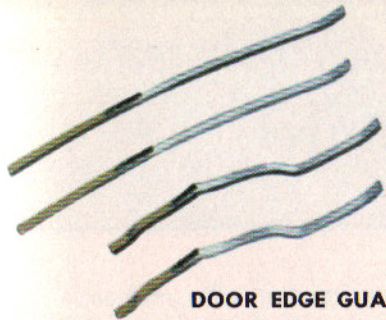


DOOR HANDLE SHIELDS

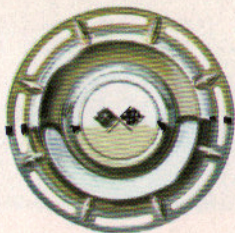


SEDAN LUGGAGE CARRIER

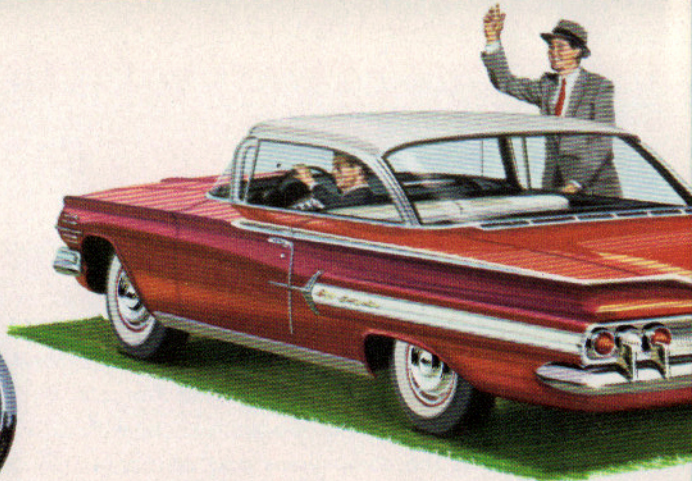




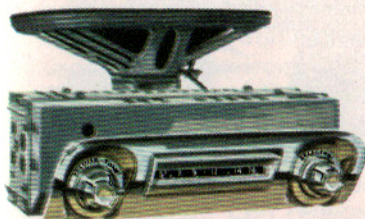
**DOOR EDGE GUARDS**



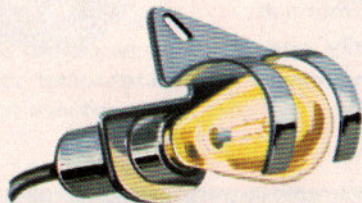
**WHEEL COVERS**



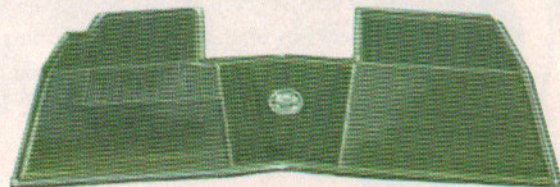
**SPEEDMINDER**



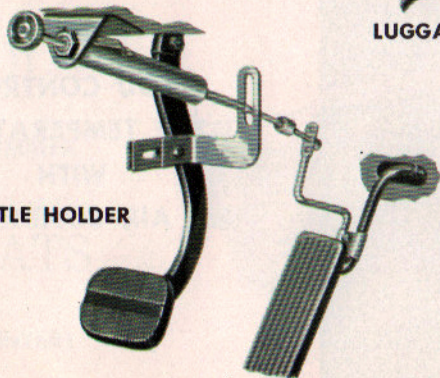
**CUSTOM MANUAL RADIO**



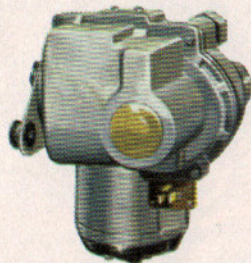
**LUGGAGE COMPARTMENT LAMP**



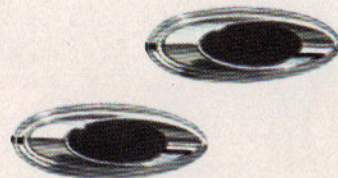
**DELUXE FRONT CONTOUR MATS**



**THROTTLE HOLDER**



**SPEED AND CRUISE CONTROL**

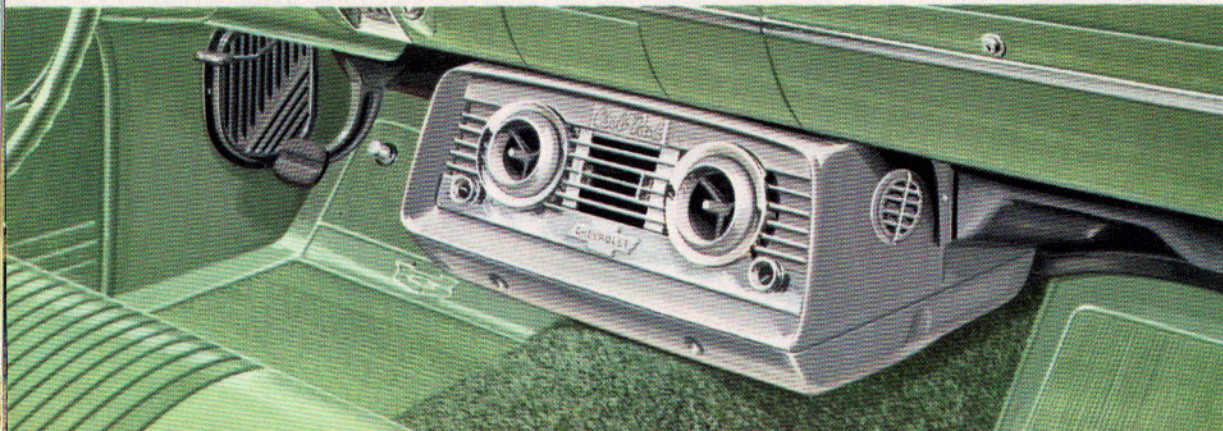
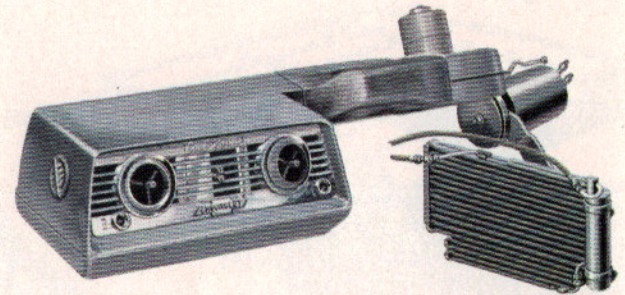


**EXHAUST PORTS**

*you can enjoy **COMFORTABLE** car temperatures  
NOW 365 days a year anywhere you travel!*

#### **COOL PACK AIR CONDITIONER**

Designed, engineered and built for Chevrolet. A custom, highly efficient compact air conditioner that can be quickly and easily installed on any 1960 passenger car with or without a heater and defroster. The compressor and condenser are installed in the engine compartment, the evaporator is mounted to the lower edge of the instrument panel in the center of the car with all controls on the front of the unit. A quiet operating air conditioner that will reduce inside car temperatures quickly and satisfactorily anywhere. Enjoy the comfort of a modern, low cost air conditioner.



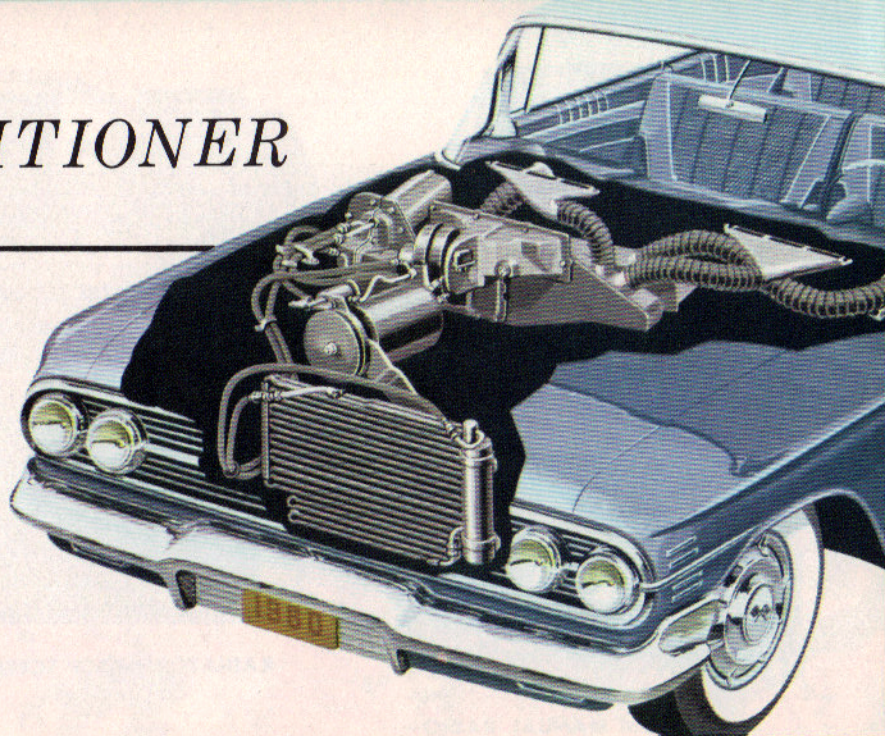
**YOU CONTROL  
THE TEMPERATURE  
WITH  
AN AIR CONDITIONER**



*Chevrolet deluxe all weather*

## AIR CONDITIONER

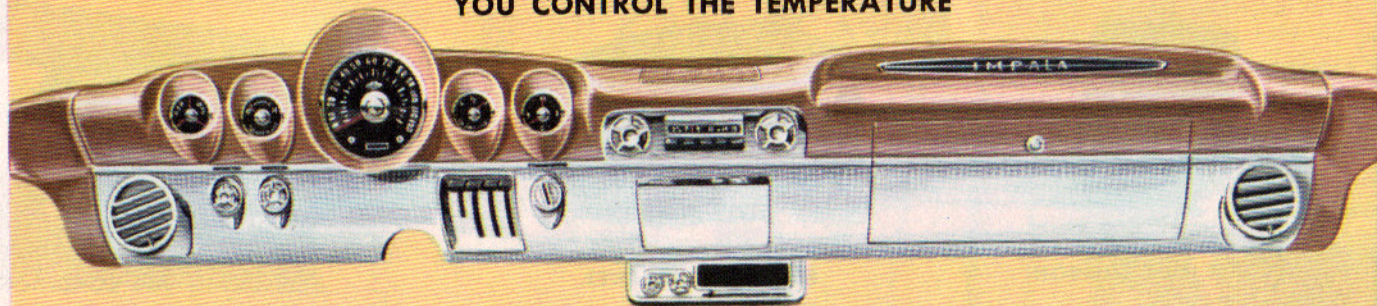
A modern, efficient heating and cooling system with the compressor and condenser under the hood and the evaporator under the fender at the right side of the body cowl. Both the heating and cooling can be operated on either inside or outside air. The air can be changed about once every minute to remove smoke or odors from the car. The heater and air conditioner air systems are parallel rather than in series eliminating blowing the cool air from the air conditioner through the heater core. Air outlet nozzles can be adjusted to direct the air anywhere inside the car. Can reduce inside car temperature to a cool comfortable temperature in minutes.



**COOLS**  
IN  
THE SUMMER

**HEATS**  
IN  
THE WINTER!

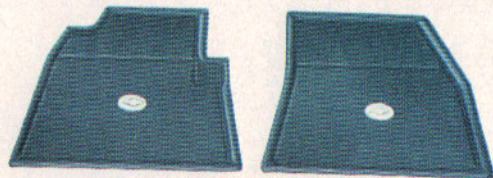
**YOU CONTROL THE TEMPERATURE**



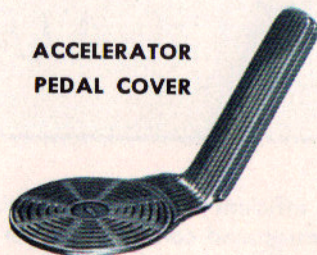
**WITH AN AIR CONDITIONER**



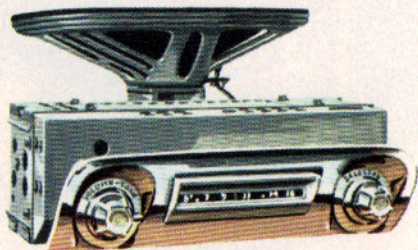
**FRONT AND REAR FLOOR MATS**



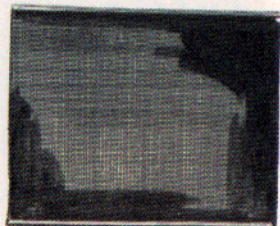
**FRONT CONTOUR FLOOR MATS**



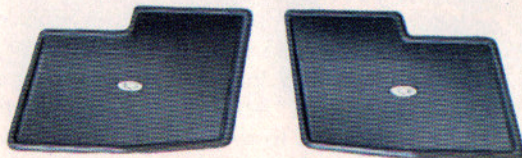
**ACCELERATOR  
PEDAL COVER**



**CUSTOM MANUAL RADIO**



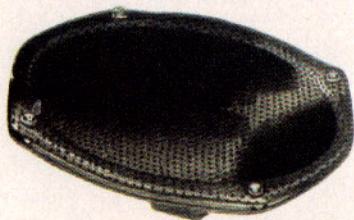
**RADIATOR INSECT SCREEN**



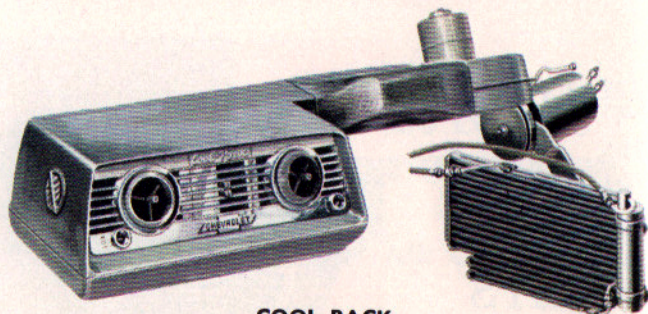
**DELUXE REAR CONTOUR FLOOR MATS**



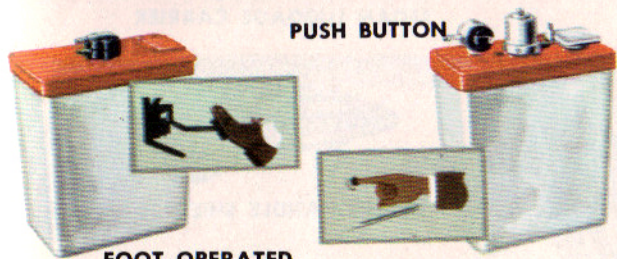
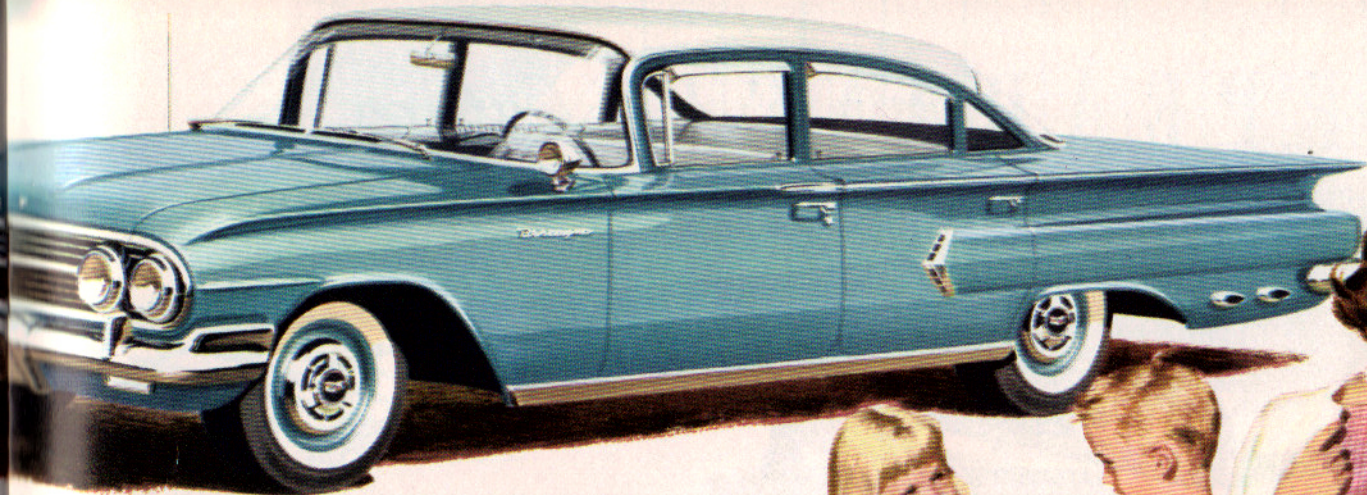
**AIR RIDE CUSHION**



**REAR SEAT SPEAKER**



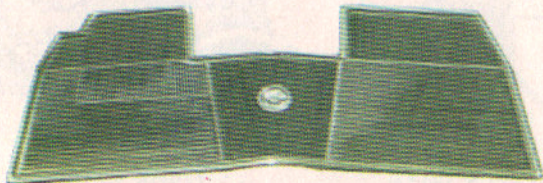
**COOL PACK  
AIR CONDITIONER**



**PUSH BUTTON**

**FOOT OPERATED**

**WINDSHIELD WASHERS**

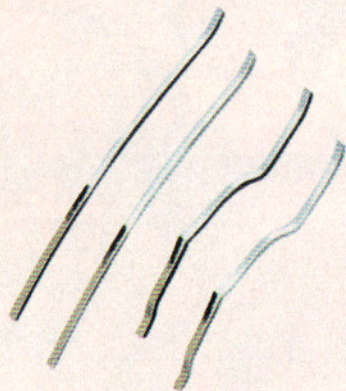


**DELUXE FRONT CONTOUR MATS**

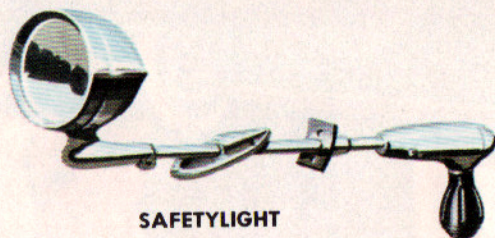
*custom*

# A P P E A R A N C E

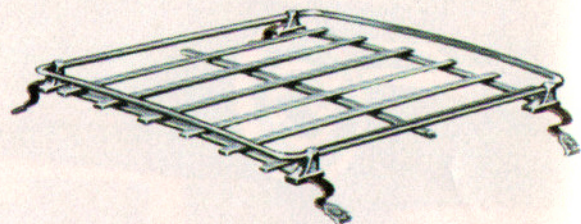
*features*



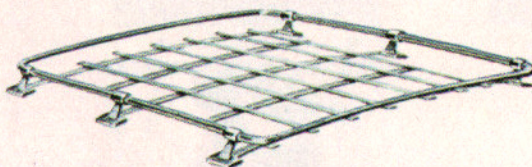
DOOR EDGE GUARDS



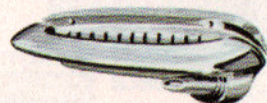
SAFETYLIGHT



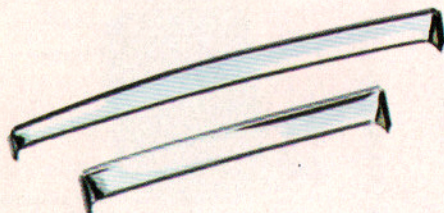
SEDAN LUGGAGE CARRIER



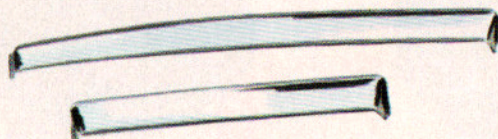
STATION WAGON LUGGAGE CARRIER



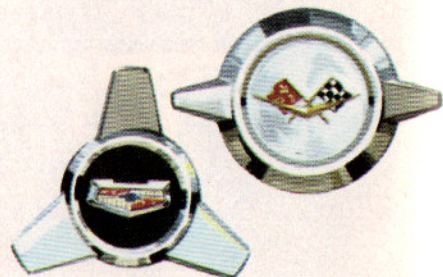
DOOR HANDLE SHIELD



PASSENGER CAR VENTSHADES



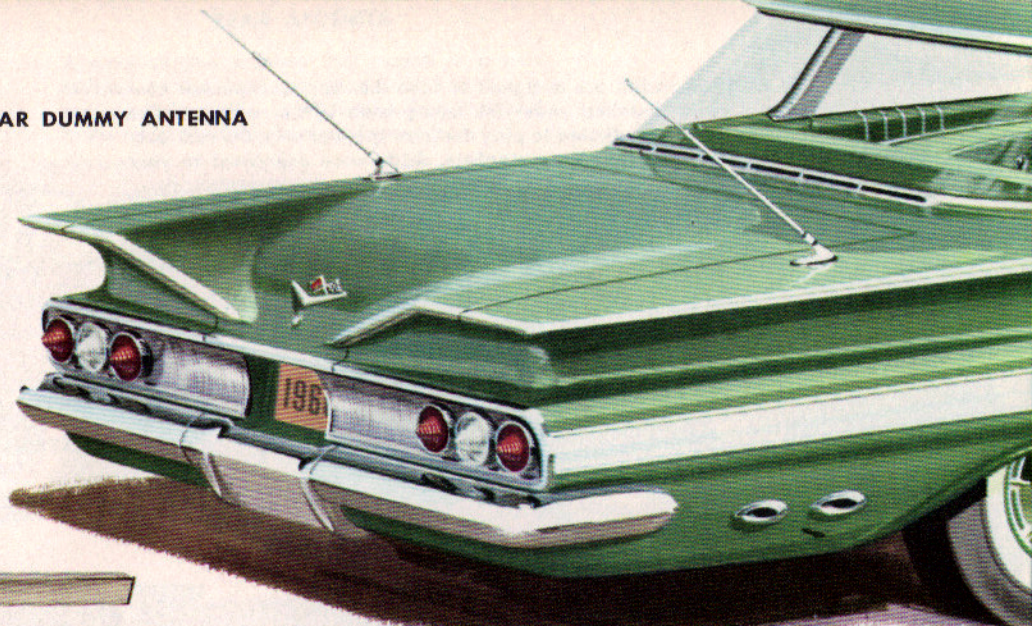
STATION WAGON VENTSHADES



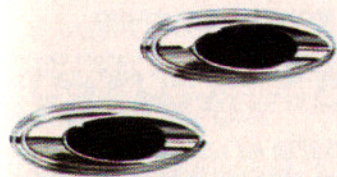
WHEEL SPINNERS

**LEFT REAR DUMMY ANTENNA**

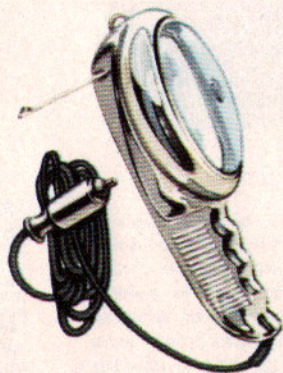
The left hand dummy antenna is identical to the right hand and is used when dual antennas are desired.



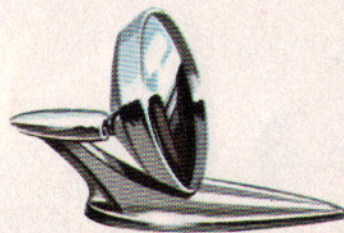
**BODY SILL MOULDING**



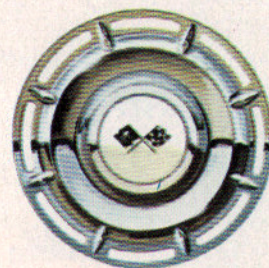
**EXHAUST PORTS**



**HAND PORTABLE SPOT LAMP**

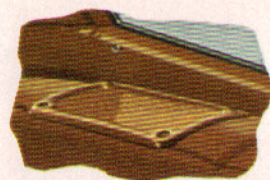


**BODY MOUNT  
REAR VIEW MIRROR**



**WHEEL COVERS**

All 1960 radios are designed to have the rear seat speaker control switch installed under the tuning knob in the radio set. The switch can be adjusted to play the front speaker only, the rear only or both front and rear speakers. Adds more enjoyment to your radio programs.

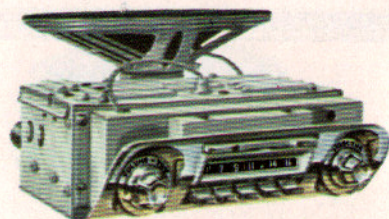


**STATION WAGON REAR SPEAKER**



**SEDAN REAR SPEAKER**

**SPORT COUPE AND CONVERTIBLE  
REAR SPEAKER**



**WONDER BAR RADIO**

Automatically tunes in listenable stations anywhere by depressing the tuning bar. Five push buttons can be pre-set to favorite local stations for quick easy tuning.

The radio has all the features of the push button radio plus one more low voltage tube and automatic electronic tuning. The radio has five low voltage tubes and a "HI-POWER" audio output transistor.

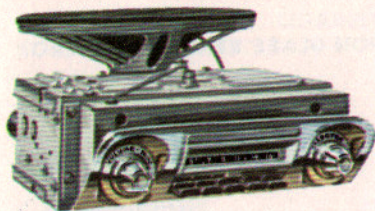
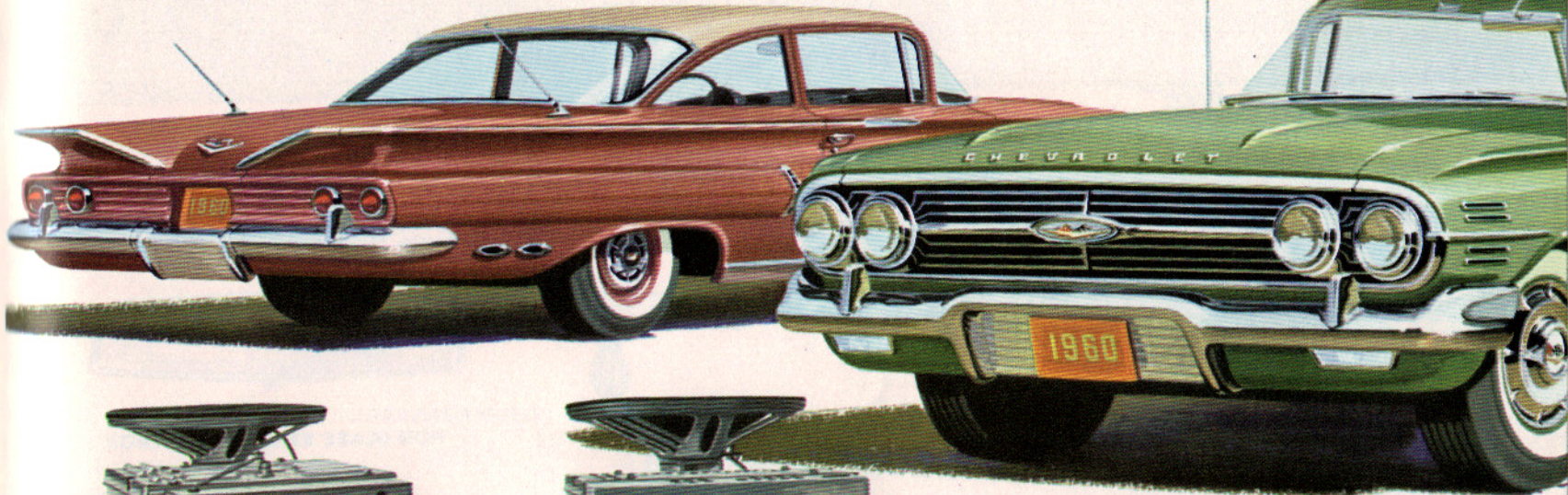
Available with choice of front or rear fender antenna.

### LEFT REAR ANTENNA

Identical in appearance to the right hand rear antenna and is used when dual rear antennas are desired.

### REAR ANTENNA

A nickel-chrome antenna that mounts in a new location on the right rear fender and at a new angle to add a more streamlined effect. Matched to the radio to obtain best performance.

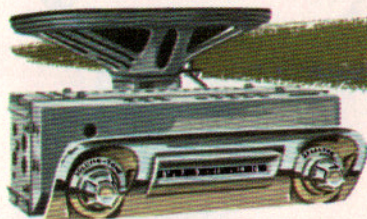


### DELUXE PUSH BUTTON RADIO

A modern radio with mechanical push buttons that can be set to five predetermined favorite local stations for quick easy tuning.

Features include four low voltage type tubes, two being dual purpose type, a "HI-POWER" audio output transistor, printed circuit board, automatic volume control, high frequency filters, large 6" x 9" full range speaker and civil defense station locations.

Available with choice of front or rear fender antenna.



### CUSTOM MANUAL RADIO

A modern radio with the newest electronic developments including "HI-POWER" audio transistor, straight line tuning, low voltage tubes, printed circuits and high energy speaker. These features assure the finest tone quality, performance and a radio that can be enjoyed at all car speeds. Available with choice of front or rear antenna.

### FRONT ANTENNA

A nickel-chrome antenna that resists rust and corrosion. Mounts on right front fender and can be extended to about 57 inches. Radio and antenna are capacity matched to obtain best performance anywhere.

CIVIL DEFENSE  
STATION

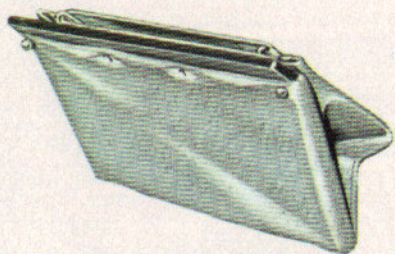
LOCATIONS



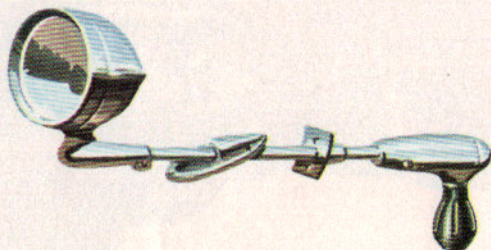
LOOK FOR THIS EMBLEM  ON YOUR NEW RADIO

*custom features for your*

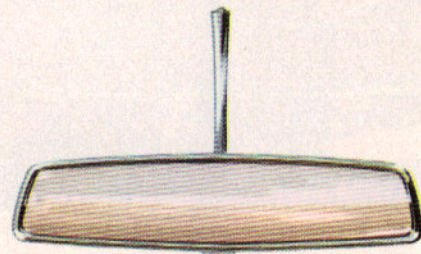
# C O N V E N I E N C E



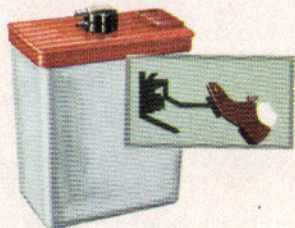
LITTER CONTAINER



SAFETYLIGHT



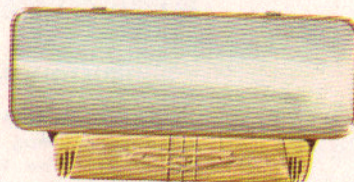
NON-GLARE REAR VIEW MIRROR



FOOT OPERATED  
WINDSHIELD WASHER



ELECTRIC CLOCK

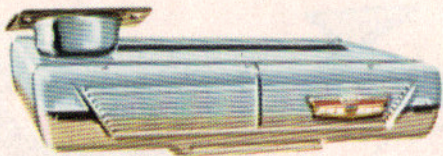


VANITY VISOR MIRROR AND COMB

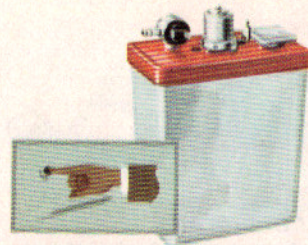


AUTO COMPASS

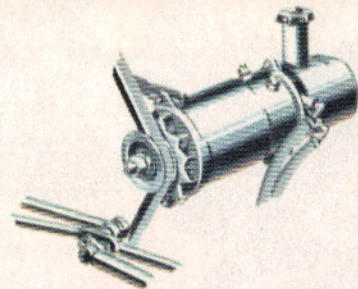




**TISSUE DISPENSER**



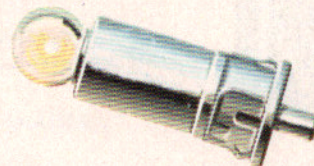
**PUSH BUTTON WINDSHIELD WASHER**



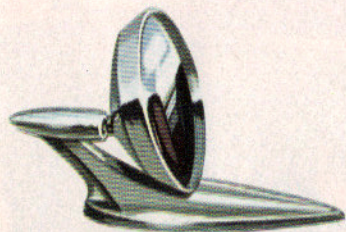
**POWER STEERING**



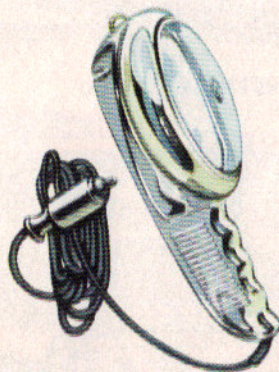
**CIGARETTE LIGHTER**



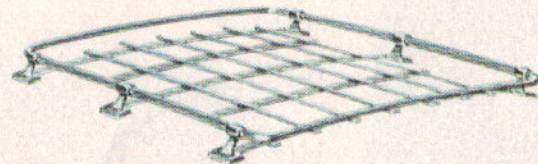
**GLOVE COMPARTMENT LAMP**



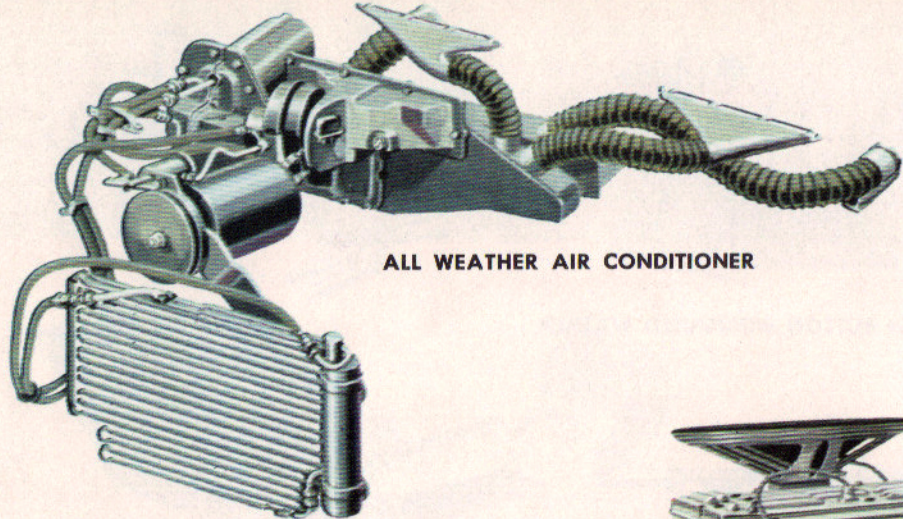
**BODY MOUNT REAR VIEW MIRROR**



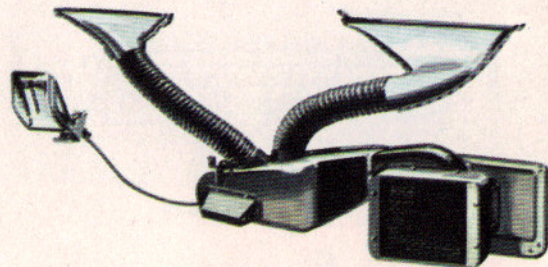
**HAND PORTABLE SPOT LAMP**



**LUGGAGE CARRIER**



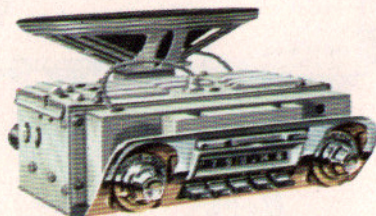
ALL WEATHER AIR CONDITIONER



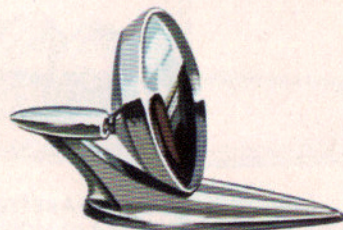
RECIRCULATING HEATER AND DEFROSTER



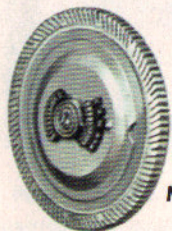
TISSUE DISPENSER



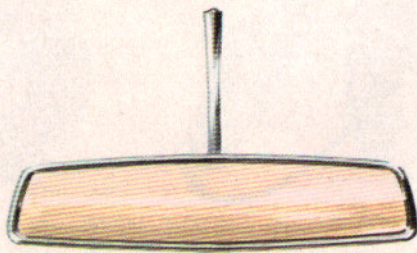
WONDER BAR RADIO



BODY MOUNT REAR VIEW MIRROR



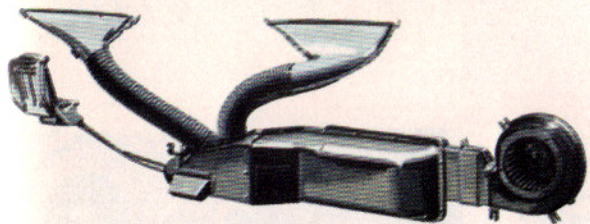
TEMPERATURE  
MODULATE FAN CLUTCH



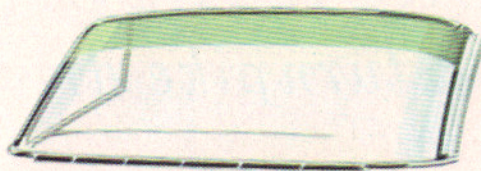
NON-GLARE REAR VIEW MIRROR



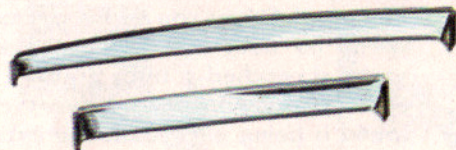
SPORT COUPE AND CONVERTIBLE  
REAR SPEAKER



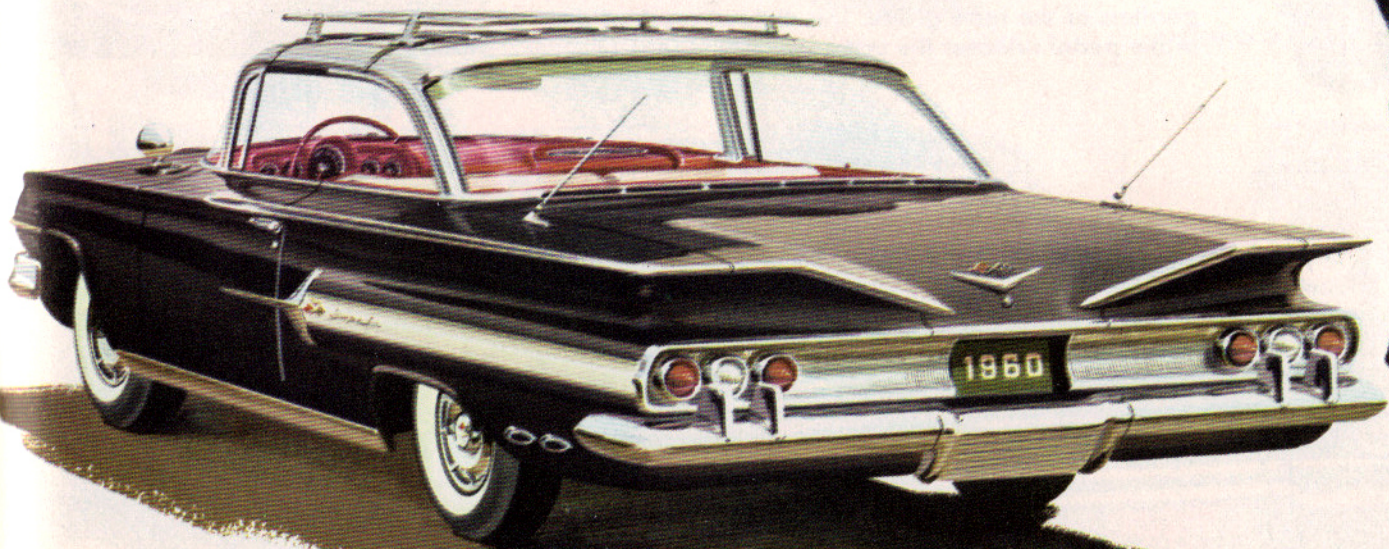
DELUXE HEATER AND DEFROSTER



SPORT COUPE REAR WINDOW GLARE SHADE

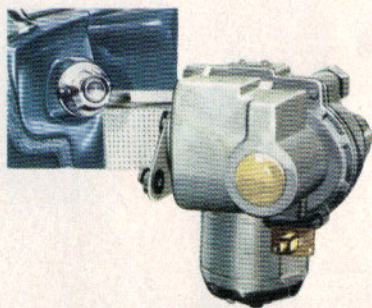


VENTSHADES

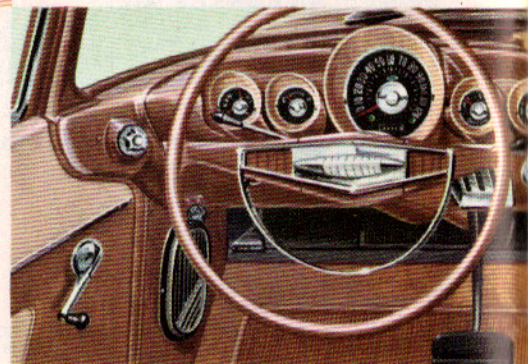


# SPEED *and* CRUISE CONTROL

*for city and turnpike driving*



A combination speedminder and throttle holder that is fool proof. Driver can set the unit to any predetermined speed he does not want to exceed and when that speed is reached a back pressure is felt on the accelerator pedal warning the driver that the predetermined speed is being exceeded. The throttle holder is locked in by pushing in button on control after desired speed is attained. A constant speed is then maintained regardless of the road grade. The slightest touch of the brake pedal releases the unit.



RELIEVES DRIVING FATIGUE

SAVES GASOLINE



# keep that NEW CAR LOOK



TUBE TOUCH-UP PAINT



G.M. ANTI-FREEZE



BRUSH-GLO



PRESSURE SPRAY TOUCH-UP PAINT



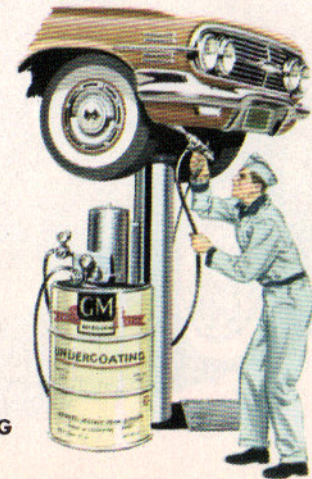
PORCELAINIZE



G.M. CAR APPEARANCE KIT



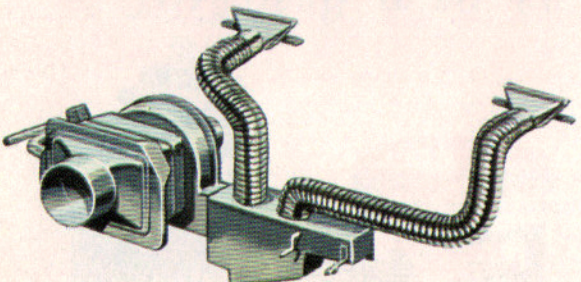
G.M. WASH MITT



UNDERCOATING

# CORVETTE

*custom features  
for driving enjoyment*



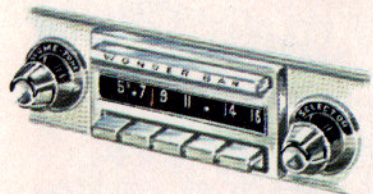
**DELUXE HEATER  
AND DEFROSTER**



**PUSH BUTTON  
WINDSHIELD WASHER**



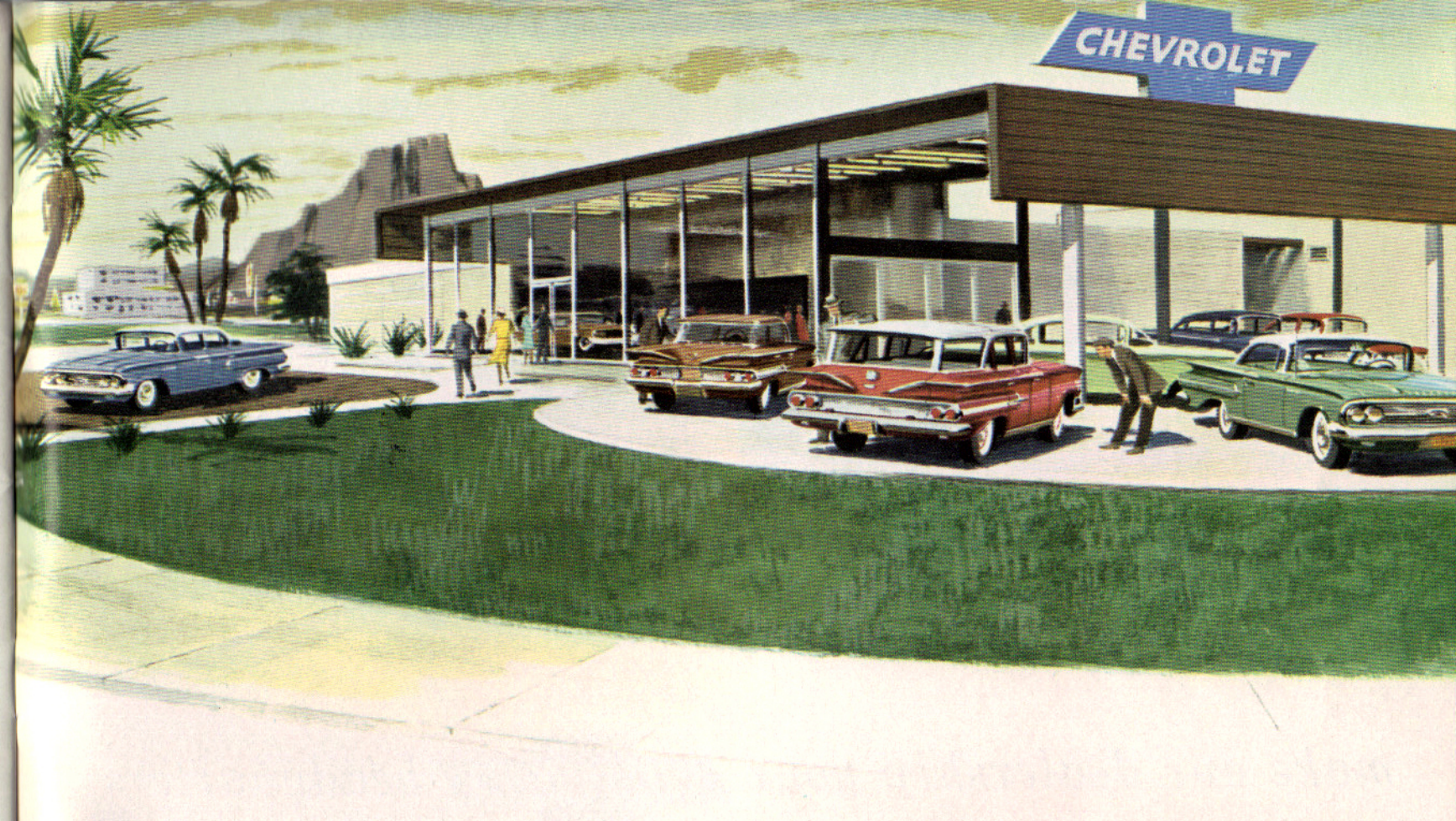
**AUTO COMPASS**



**DELUXE WONDER BAR RADIO**



*America's number one*  
**SPORTS CAR**




**AS YOUR FRIENDLY CHEVROLET DEALER,** we are always at your service to assist you with your automotive requirements. We extend you a cordial invitation to make our dealership your headquarters for all your automotive needs. Our staff knows your Chevrolet and Chevrolet products best and can offer you prompt and courteous attention at all times.

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*Parts*

*make our dealership your*  *headquarters*