



## The only American car that gives you all these features at a popular price.

Caprice Coupe. Silent riding. Rich feeling. Its new roof line is classic. Nothing on the road is more distinctively stylish. New full glass windows—no ventipanes—let you see, and *be seen*, better. Plush new interiors with color-keyed deep-twist carpeting and the look of hand-rubbed walnut on the instrument panel and door panels. A new Astro Ventilation system. It brings in outside air without your having to open a window. Noise stays outside. Caprice. It *can* make you feel richer. At a Chevrolet price. Be smart! Be sure! Buy now at your Chevrolet dealer's.



# Caprice

*The Grand Chevrolet*

Caprice Coupe





# Caprice

*The Grand Chevrolet*

It can make you feel richer



1968 Caprice Sedan

It's the very top of Chevrolet's big car line—looks, feels and behaves it, too. Park it next to an expensive limousine—it comes off looking great! Compares just as well inside, with special Caprice Sedan touches like luxurious fabrics, fold-down center armrest, extra sound insulation, the look of hand-rubbed walnut and more. You can add concealed headlights, stereo tape system and other nice touches. Go ahead. Get into that limousine class at Chevrolet cost with Caprice. The best of two worlds. Be smart. Be sure. Buy now at your Chevrolet dealer's.





# If you've got the family... we've got the plan.

## **Luxury Plan... Caprice Estate Wagon**

A Caprice wagon is to driving what a champagne flight is to flying. First class all the way, in a way no other wagon offers. Luxuriously pleated vinyl on the seats and sidewalls. A control panel with the look of rich-grained walnut. Up to one hundred and six cubic feet of cargo space wrapped in sculptured steel and trimmed distinctively in two contrasting wood-looking grains on side and rear panels. The Caprice Luxury Plan gives you so much more of everything, except the champagne price tag.



Try the silent ride of quality



## **Economy Plan... Chevelle Nomad Custom**

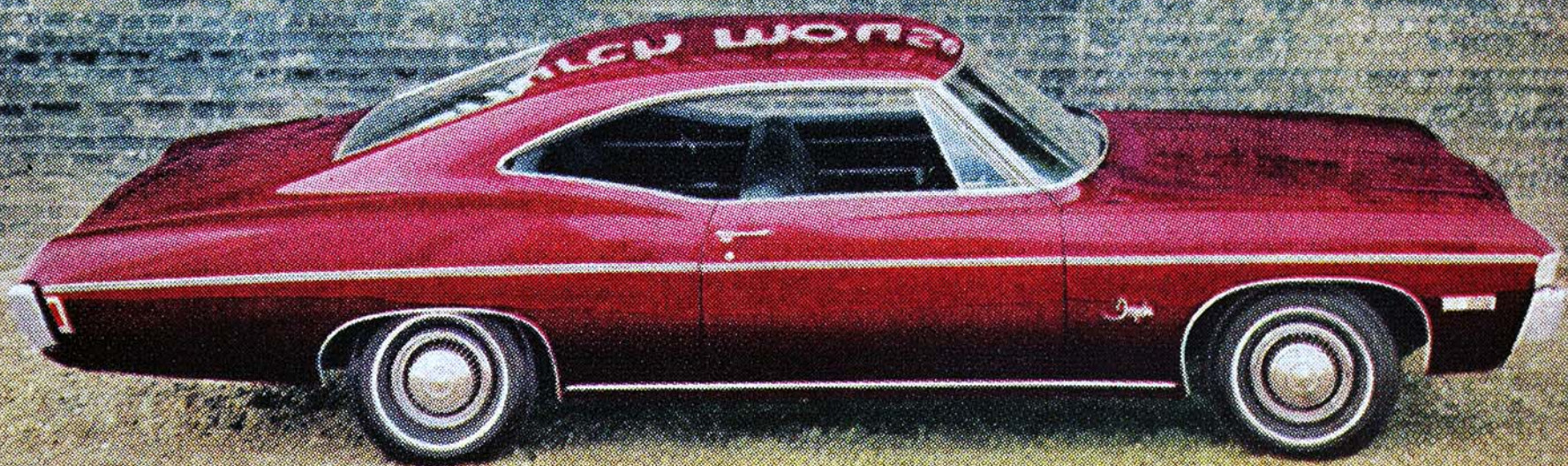
Here's the plan: Get everybody and everything there, beautifully, comfortably and economically, in a way nobody else can. Body by Fisher and Magic-Mirror acrylic lacquer are for beauty. An improved Full Coil suspension, advanced body mounting system and soft, soft seats take care of the comfort. And a larger standard 200-hp V8 engine that runs on regular gas takes care of the economy. In short, the Chevelle Family Plan is: Drive now, pay little. Be smart. Be sure. Buy now at your Chevrolet dealer's.

Foreground, Caprice Estate Wagon; background, Chevelle Nomad Custom Wagon.





# Big handsome rugged Chevrolet is as quiet as a church mouse



Trust Chevrolet to keep it quiet. But all the owners of new Chevrolets haven't. And it's a secret no more. The writing's on the wall: Chevrolet's whisper-ride is cathedral-quiet.

You probably won't notice all the ways we've made Chevrolet the quietest riding car you've ever driven. There are Hide-A-Way windshield wipers to cut down wind noise. There's new, thick, flexible rubber insulation throughout the suspension system. Computer-refined placement of these

live rubber body mounts, strategically locates them to absorb nearly all road-shock vibration noise. Heavier, more absorbent, sound deadening insulation material at the hood, cowl, firewall and dash takes care of the rest.

Take a new Chevrolet out on the road yourself. You'll be surprised at what you don't hear. And when someone asks you how you discovered Chevrolet's *ssshhhhed* quiet ride, just tell them that a little mouse told you.



## Chevrolet's got it



Every Chevrolet has to make it before we mark it

