



Foreground: Impala Custom Coupe. Left: Impala Sport Coupe. Right: Caprice Sedan.



Try Chevrolet's silent ride of quality.

Chevrolet quality runs deep. And Chevrolet silence is the outward expression of it.

Take a '68 Chevrolet out on the road and you'll see what we mean. Try the silent ride of quality. You'll think you're in a car that costs far more.

Cushions and computers

Chevrolet's double-cushioned



rubber body mounts have a remarkable effect on the ride. It's so incredibly quiet. An electronic computer helped determine where to place the cushions for maximum advantage.

Astro Ventilation, available in many full-size Chevrolets, brings in air while keeping out noise. Deep carpets, rich fabrics, plenty of padding, and a surprising amount of interior roominess add to the

feeling that you're riding in a limousine. And that big new 307-cu.-in. standard V8 literally purrs.

Caprice: The Ultimate

The Caprice, shown upper right, gives you the ultimate in Chevrolet luxury, quality and comfort. The look of wood on the instrument panel and doors. Deep tufted seats. An acoustical ceiling for extra quiet.

Try Chevrolet's silent ride of quality. Compare it with the ride of more expensive cars.

It's enough to make you forget those other cars exist.



Be smart! Be sure! Buy now at your Chevrolet dealer's