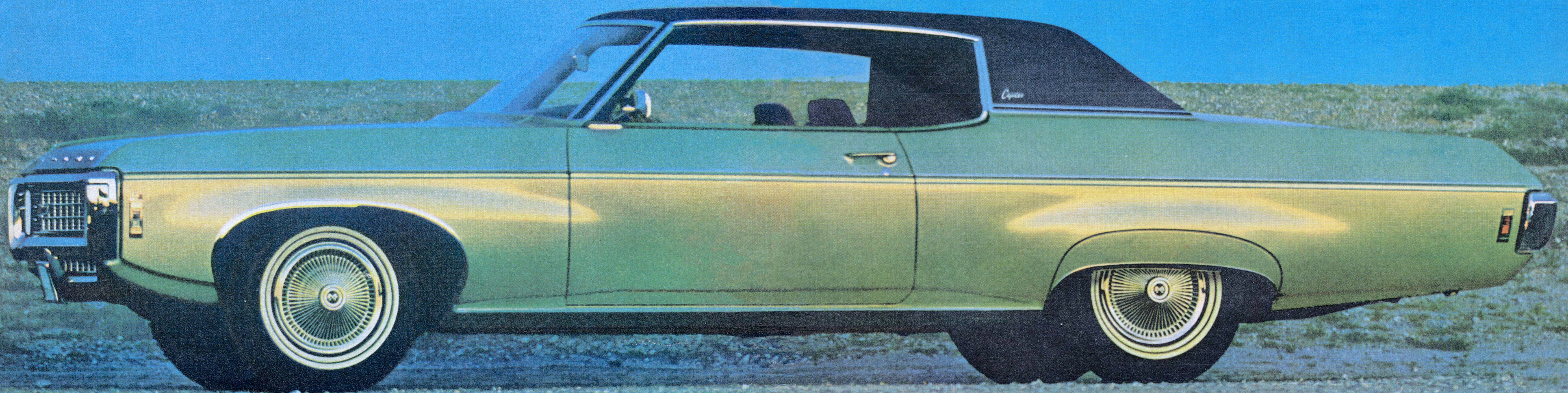


Chevrolet introduces 1969.



Caprice. Match this, you other 69's!

Caprice Coupe

There is no joy in the land of our competitors today.

But let us ask you this. Should we have made the 1969 Caprice shorter instead of the longest ever?

Should we have adorned it with flashy nicknacks to make it look less expensive?

Should we have put a body like that under just any old roof, instead of the exclusive custom-styled one you see above?

Should we *not* have included a new 327-cubic-inch engine—biggest standard V8 in its field—and let you combine it with a 3-speed Turbo Hydra-Matic transmission?

Should we *not* have offered you the new

washers that clean your headlights, the liquid tire chain that you can apply to your rear wheels at the push of a button?

Should we have skipped the added interior elegance? The new variable-ratio power

steering you can order? The improvements in the Astro Ventilation system, the strength of the body, the quietness of the ride?

Some people think so. Our competitors.



Putting you first, keeps us first.