

NOW! FOR '66 FROM CHEVROLET NEW CAPRICE

by CHEVROLET



Custom Coupe — with a smart and elegant roofline you won't find on any other Chevrolet

You will quickly recognize Caprice for what it is. A truly elegant Chevrolet, resembling no other.

A whole new series of elegant new models — the most lavish Chevrolet has ever built. There's the Caprice Custom Coupe, Caprice Custom Sedan and the luxurious new Caprice Custom Wagon. Truly elegant in every detail, they invite (and deserve!) your closest inspection.

Beneath that distinctive coupe roofline: deep-tufted shimmering upholstery over thick foam cushioning, lush carpeting underfoot and insets with the customized look of handrubbed walnut enrich the doors and the padded instrument panel.

There's a liquid smooth ride from its super-soft coil springs and shock absorbers at every wheel, hushed by generous insulation. And you can order power that's just as smooth as the ride. A standard 195-hp V8. A 275-hp Turbo-Fire V8. A 396-cubic-inch Turbo-Jet V8 at 325 hp. And there are even 427-cubic-inch Turbo-Jets available at 390 and 425 hp. In the Coupe, Strato-bucket seats and centre console are standard and there are elegant custom touches such as AM-FM radio and Four-Season air conditioning that you can add to any model.

There are new heights in ride, in power, in comfort, in styling, in elegance.

Caprice costs a bit more than other Chevrolets, as you might expect. But knowing Caprice is made by Chevrolet, you know what a beautiful value it must be.

JET-SMOOTHER

IMPALA

The smoothest riding models we've ever built. And available with Chevrolet's advanced new Turbo-Jet 396-cu.-in. and 427-cu.-in V8's!



Impala Sport Coupe — graceful roofline, sloping rear window. And a vinyl roof cover is available to make it even more impressive!

No Chevrolet has ever had a ride like this one. It's smooth, solid, quiet — and you can get new Turbo-Jet V8 power to complement it. It makes turnpike cruising an exciting new adventure — transforms even daily routine traffic into a pleasant experience.

First, we refined the shock absorbers. Redesigned the body mounts. And designed that big coil spring at every wheel for the requirements of every body style. What you get is an even Jet-smoother ride in Chevrolet 1966.

And you can specify a Turbo-Jet 396 engine at 325 hp. Smooth, quiet, plenty of reserve power (Just one of six engines available up to a 425-hp Turbo-Jet 427 V8).

But really, there's only one way to find out all that's great about the '66 Chevrolet with its beautiful Body by Fisher. Ride in one.



A GENERAL MOTORS VALUE

GM-14004

SEE THE NEW, 1966 CAPRICE • CHEVROLET • CHEVELLE • CHEVY II • CORVAIR • CORVETTE TODAY AT YOUR CHEVROLET DEALER'S

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Be sure to see Bonanza over channel 13 at 10 o'clock Sunday night.

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