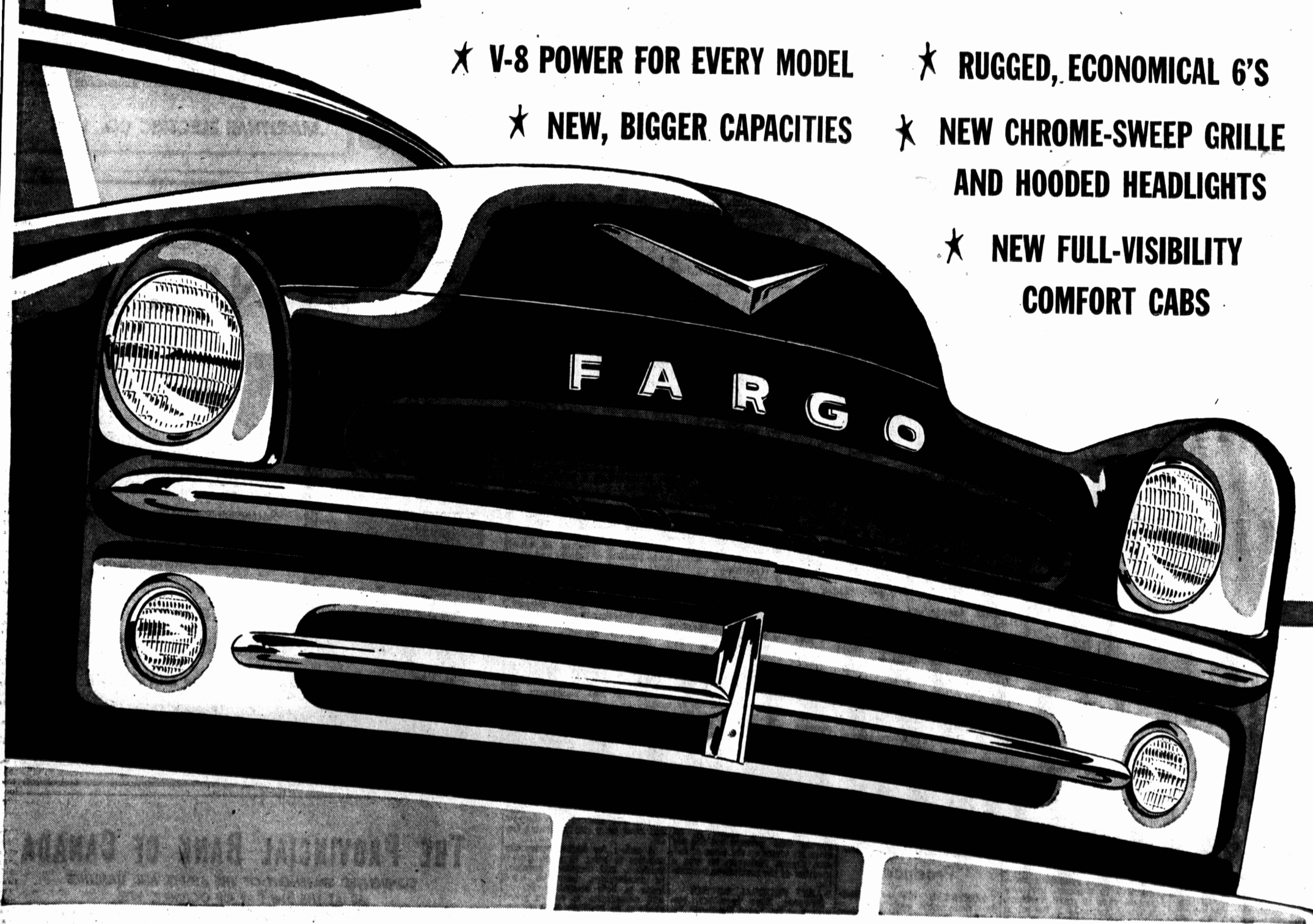


BIGGER
More
powerful
than ever

Presenting NEW FARGO TRUCKS

- ★ V-8 POWER FOR EVERY MODEL
- ★ RUGGED, ECONOMICAL 6'S
- ★ NEW, BIGGER CAPACITIES
- ★ NEW CHROME-SWEEP GRILLE AND HOODED HEADLIGHTS
- ★ NEW FULL-VISIBILITY COMFORT CABS



Extra-rugged construction for tough jobs, choice of 19 wheelbases

Now you can have V-8 power in every Fargo model . . . Chrysler-engineered high-compression engines that give you top performance . . . extra power on regular gas. Or, you may choose Fargo's famous L-head 6-cylinder engine.

Smart new *Forward Look* styling . . . new cab

comfort with increased visibility . . . greater safety . . . new, bigger payload capacities . . . and dozens of rugged, additional features make these new Fargo trucks your best choice. Look over the new, complete Fargo line.

CHRYSLER CORPORATION OF CANADA, LIMITED

New V-8 or 6 power

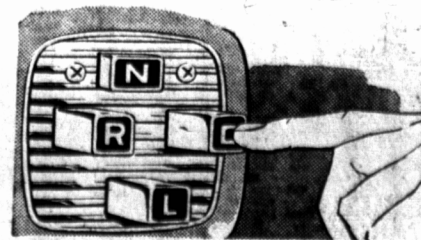
Big, powerful V-8 high-compression engines for every Fargo model. Advanced dome-shaped design of combustion chambers helps prevent power-robbing carbon deposits. Fuel burns more completely . . . you get full power on regular gas. Improved-design 6's are also available in many models.

New cab comfort

Long or short hauls are easier, more comfortable in a Fargo truck. Even the seat-back adjusts to the most comfortable driving angle. Upholstery combines beauty with durability. Full wrap-around windshield. New wrap-around rear window available.

New payload capacities

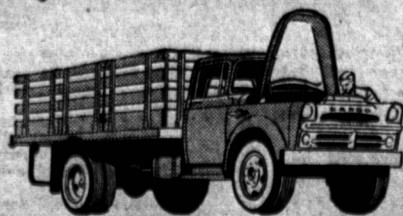
Popular Fargo Express models haul heavier cargoes, because of balanced weight distribution. Fargo models range from 5,000 to 46,000 lbs. G.V.W., up to 65,000 lbs. G.C.W. Choose the Fargo to fit your job now.



New push-button driving

Proved-in-use push-button automatic transmission makes driving easier than ever. Available on 1/2-ton models; you just push a button and the shifting is automatic. Mechanically foolproof and trouble-free, only Chrysler-built trucks have it.

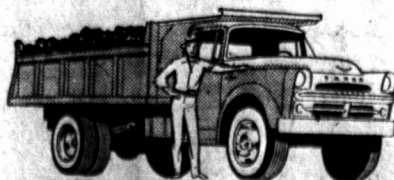
FARGO TRUCKS . . . built to fit your job ➤



Exclusive alligator hood opens to full 90°!



Choice of Power-Dome V-8 or famous L-Head 6 power!



Ruggedly designed for severest operating conditions!



Fargo Cab-Over-Engine models take longer trailers, bigger payloads!

F. R. McLAINE LIMITED
Malpeque Road, Charlottetown

MULLEN MOTORS
Mount Stewart

Watch CLIMAX — SHOWER OF STARS, Thursdays, 8:30 P. M., over Channel 13