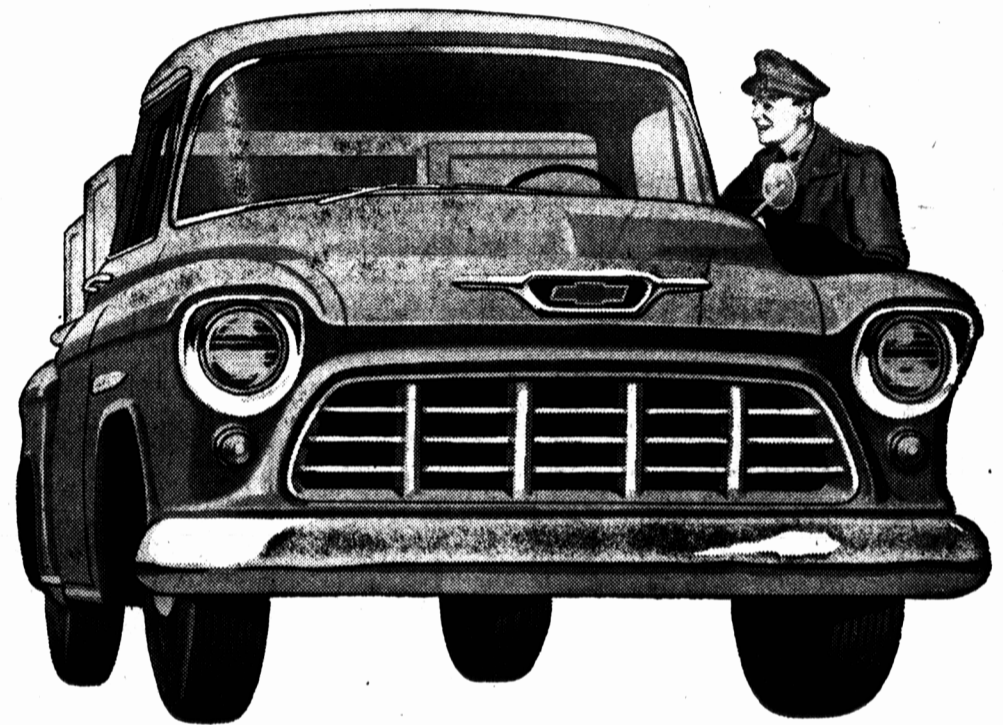


New Chevrolet

Task-Force Trucks!



It's the largest and finest fleet of trucks ever built by the nation's No. 1 truck builder. Whatever your task or trade, there's a new Chevrolet truck to make or save you money on every job. Come and look 'em over!

Now Chevrolet introduces "Work Styling"—an exclusive development in truck design. Plus new engines — new capacities — new Overdrive and Power Steering — new features and advantages throughout!

Here's what happens when Canada's leading truck builder pulls out all the stops! Here are trucks that are new from the drawing board out! And they have a whole truckload of new advantages for you!

A new kind of truck styling
Fleet, functional styling that fits your job! For the first time in any truck line, two distinctly different styling treatments are offered — one in light and medium-duty models, another in heavy-duty. Your handsome new Chevrolet truck will be a profitable advertisement-on-wheels for you and your business!

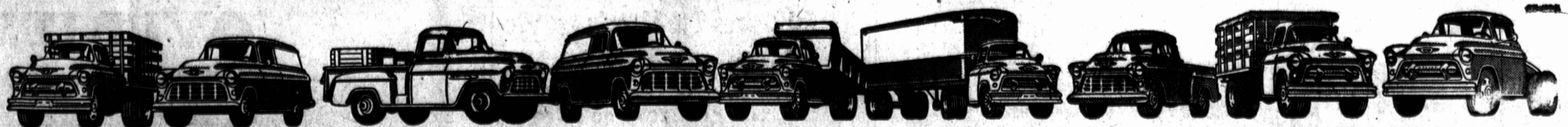
A new outlook for the driver
Truck driving was never like this! The completely new Flite-Ride cab is everything a driver could wish for, from its big Sweep-Sight windshield to its concealed Safety Step that keeps clear of mud or snow! The new seat is broader and softer... new instrument panel and controls are the last word in convenience!

New "high-voltage" engines
With a new 12-volt electrical system for quicker, surer cold-weather starting and increased generator capacity! Plus more efficient cooling and

lubrication systems, an improved fuel system, and completely redesigned engine mountings. They're the smoothest, quietest, most powerful Chevrolet truck engines ever built!

And much more that's new
Like the smoother, load-steady ride... new High-Level ventilation... tubeless tires, standard on 1/2-ton models... new, stronger frames of standard width... New Power Steering* and Power Brakes* for heavy duty models... new 19,500 lb. max. G.V.W. in 1700 Series. And there's a new choice of transmissions, standard or automatic. Come in and see the newest things in trucks!

*Optional at extra cost. Automatic transmission on 1/2, 3/4- and 1-ton models.



DOWD MOTORS LIMITED
203 Fitzroy Street
Charlottetown