

# THE NEW AND MIGHTY CHEVROLET TRUCKS

## ARE HERE

### GREATER DRIVER COMFORT

• New No-Draft Ventipanes . . . A Cab that's "Driver Conditioned", cool in summer, warm in winter.

### HIGH IN HORSEPOWER

• Massive new 114-h.p. Torquemaster, 105-h.p. Loadmaster, 92-h.p. Thriftmaster.

### HIGH IN VALUE

• Added safety from new, improved brakes . . . outstanding styling, performance, dependability, durability

### NEW 1951 MODELS NOW ON DISPLAY

You are the winner when you choose Canada's leader . . . the new 1951 Chevrolet truck. You get the truck that's engineered to do more work, hold down gas and oil expense, require less maintenance. You get the truck that's far and away the most-wanted truck, everywhere, and is now improved to serve you even better. And you get all this in a truck that is Canada's leader in value, too. See these wonderful new 1951 Advance-Design Chevrolet trucks now — and get all the facts. Come in and see us today

### LOW IN MAINTENANCE COST

• Long on mileage, short on upkeep . . . and easy to service!

### LOW IN PRICE

• Chevrolet's low prices and high resale value put your money ahead all the way!

### MODELS FOR EVERY PURPOSE

• Wheelbases from 110" to 212" . . . Gross Ratings up to 16,000 lbs.!

## CHEVROLET

A GENERAL MOTORS VALUE

LONG MOTORS LTD.

CORNER SEVENTH AND THIRD AVENUES  
PRINCE RUPERT, B.C.

BEST FOR ANY RUNNING '51