

FRIZZELL'S
MOTOR
PRODUCTS
LTD.
...
PRESENTS
GENERAL
MOTORS
SHOW
OF
1953
...
7.30
TONIGHT
CIVIC
CENTRE
...
FAVORS FOR
THE
LADIES
...
SHRINE
BAND
DOOR
PRIZES

1953 Chevrolet

better than ever

Advance-Design Trucks



(Continuation of standard equipment and trim illustrated is dependent on availability of material.)

For 1953, Chevrolet trucks offer new performance, new stamina, new safety and economy—and every model is even stronger, sturdier, more durable than those of past years!

The advanced Loadmaster, Torquemaster and Workmaster engines in all models deliver more power than has ever before been available in Chevrolet trucks. This big, husky, valve-in-head engine with a new high-compression ratio brings you finer performance, faster acceleration, greater hill-climbing ability and substantially greater gasoline mileage.

But that's only the beginning. You get all the proved features and advantages that have made Chevrolet trucks world-

famous for their ability to handle the roughest jobs day after day at the lowest over-all cost to you!

Yet, even with all these greater advantages, 1953 Chevrolet trucks give you more for your money than any other trucks of comparable capacity and specifications. Drop in at our showroom and talk over your trucking needs. Let us show you how much more you get for your money with 1953 Chevrolet trucks.

A GENERAL MOTORS VALUE



**4
powerful
reasons
why they
are
better
than ever**

**more
engine power!**

You get all the power you need with outstanding valve-in-head economy from Chevrolet's great new engines for 1953—the 108 h.p. Loadmaster, the 125 h.p. Torquemaster and the big 130 h.p. Workmaster—all with new high compression ratios.

**more
staying power!**

Now, heavier, stronger, more durable frames increase rigidity, add to ruggedness and stamina of all 1953 Chevrolet trucks. Long famous for their ability to take the roughest jobs day after day, Chevrolet trucks are now brawnier, sturdier than ever.

**more
braking power!**

In 1953, all Chevrolet trucks up to 1400 Series are equipped both front and rear with big, powerful "Torque-Action" brakes which make full use of truck momentum for greater stopping power. Series 1100, 1500, 1700 and 1800 heavy-duty trucks use extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear. Both assure quick, smooth, safe stops—provide greater stopping power, greater durability than before.

**more
economy!**

The new and greater stamina of 1953 Chevrolet trucks, plus extra gasoline economy with improved valve-in-head engines, reduces hauling costs per ton-mile, brings you greater over-all economy throughout the long life of your trucks.

On Display

Civic Centre

Thurs. 7.30 p.m.

FRIZZELL'S MOTOR PRODUCTS LTD.

Corner Seventh Street and Third Avenue

Prince Rupert, B.C.