

**G
M**
CARS
and
TRUCKS

**1/3
DOWN**

18 to 24
months to pay

**NEW
and
USED**

**FRIZZELL'S
MOTOR
PRODUCTS
LIMITED**

PHONE 871

1952's NEWER and MIGHTIER CHEVROLET TRUCKS

give you
THE BEST AND THE MOST FOR YOUR MONEY

Nineteen-fifty-two brings a new era in Truck Transportation—made possible by Chevrolet engineers! Here, for '52, are more Chevrolet Truck models to choose from than ever before! They'll carry bigger payloads! They'll haul loads faster—powered by the famous valve-in-head Chevrolet engines rated up to 120 horsepower.

It's a fact! Wherever trucks must really earn their way, wherever costs are figured down to the last cent—that's where a 1952 Chevrolet Truck, and only a Chevrolet, fills the bill! That's true whether your job calls for a sedan delivery or an extra-heavy!

See for yourself. Check Chevrolet Trucks point for point—count up the features that make Chevrolet more than ever The Leader! First in value, first in demand, first by far in actual sales!

A GENERAL MOTORS VALUE



Models for every load and purpose

Whatever your trucking needs, there's a Chevrolet truck model suited for your purpose. Whether you're in the market for panel deliveries, cab-over engines, forward controls or any other style, you owe it to yourself to see your Chevrolet truck dealer. That's where you'll find exactly the truck you want.

Complete range of wheelbases and carrying capacities

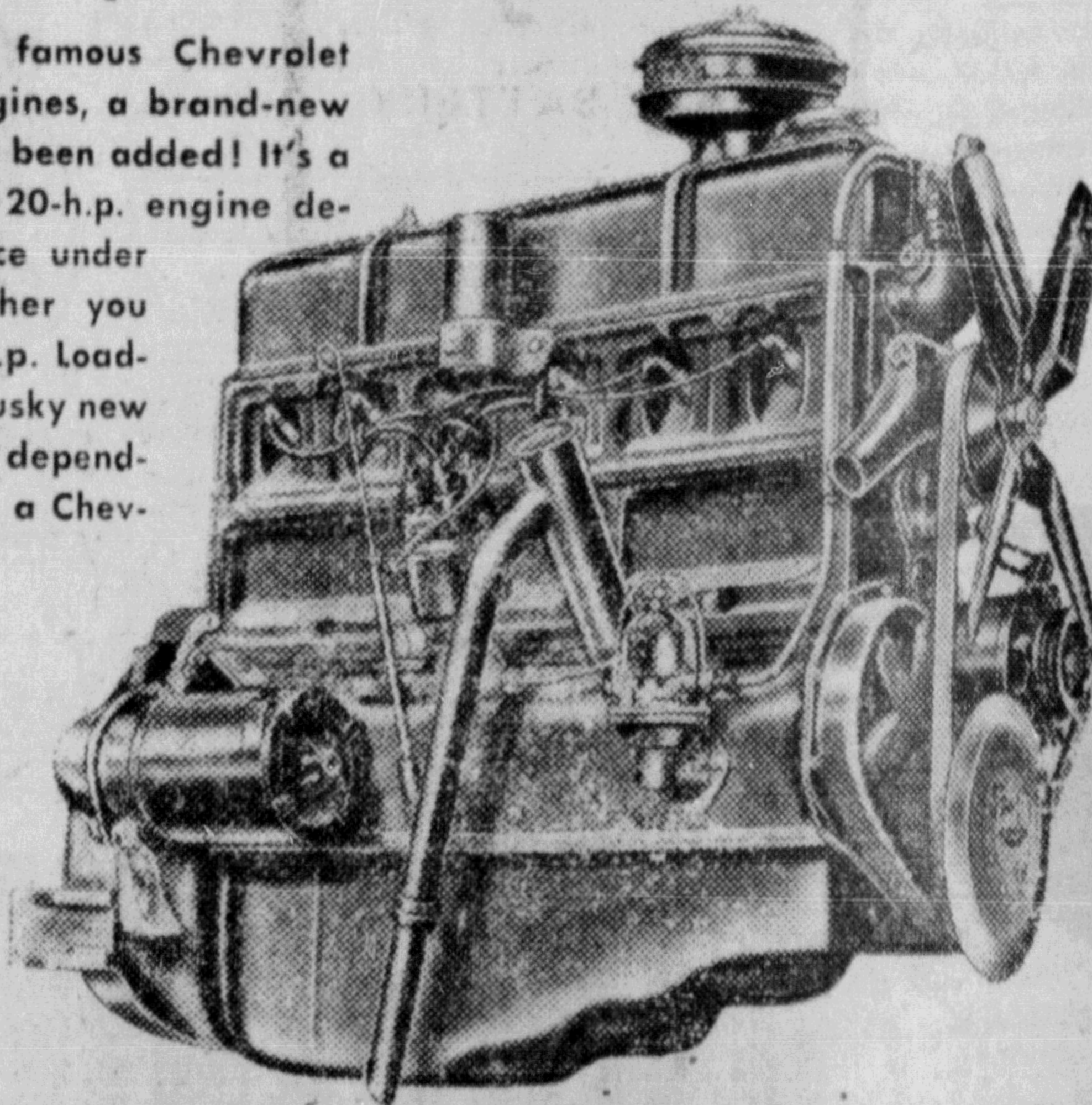
The Chevrolet truck line for '52 offers you a wider choice of wheelbases, ranging right up to 212". Carrying capacities have also been increased to 17,500 lbs. with the 1700 Heavy Duty series. And all this extra payload and carrying capacity is yours at amazingly low cost. No other truck line gives you so much for so little.

Axle capacities for every job

The right axle for any type hauling job—still another reason why the Chevrolet truck line lets you carry more payload without overloading. Chevrolet truck axles are designed to absorb the shocks and jolts caused by rough roads and heavy loads. What's more, they deliver greater pulling power with less engine effort throughout the entire speed range. And there's now a heavier two-speed rear axle available for the Heavy Duty models.

4 great power plants to choose from

To the three already famous Chevrolet valve-in-head truck engines, a brand-new fourth power plant has been added! It's a massive, heavy-duty 120-h.p. engine designed to deliver outstanding performance under the toughest working conditions. Whether you choose the 92 h.p. Thriftmaster, the 105 h.p. Loadmaster, the 114 h.p. Torquemaster or the husky new 120 h.p. engine, you can be sure of greater dependability and greater power-per-gallon from a Chevrolet valve-in-head truck engine.



FRIZZELL'S MOTOR PRODUCTS Limited

Corner 3rd Ave. and 7th Street