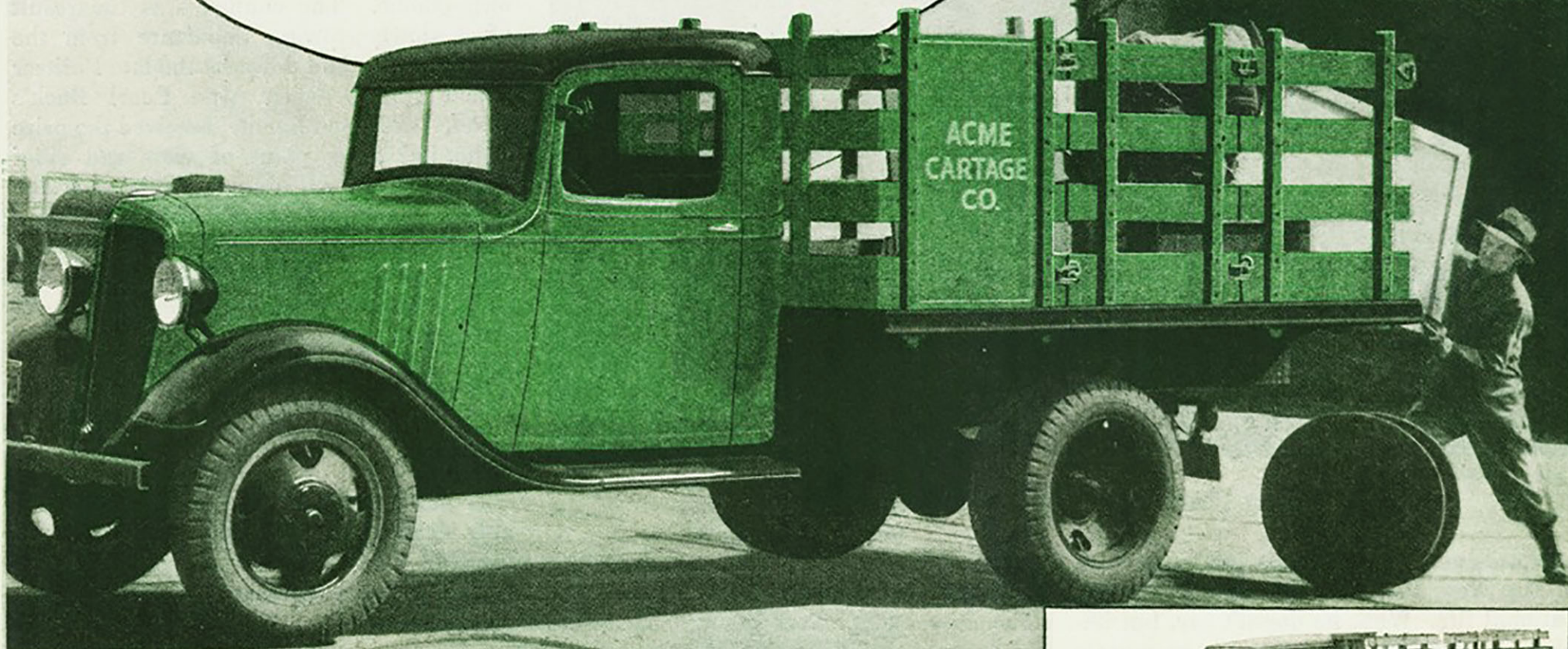


*Every truck owner knows*  
**A VALVE-IN-HEAD SIX  
 COSTS LESS TO RUN**



**And here's the lowest-priced,  
 most economical Six in the  
 world—the bigger, huskier,  
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**154,000 miles, with a total repair expense of only \$37.80**—a typical example of six-cylinder Chevrolet economy, offered by the Northern Bottling Works, of Cameron, Wisconsin. Valves ground only three times. Piston rings replaced only once. Original pistons still in the engine.



When a man buys a truck, that's what he wants: *A TRUCK* . . . a big, rugged hauling unit that's built and tested especially for truck work and equipped with just the right number of cylinders for maximum truck-economy. And that's what he gets in the 1934 Chevrolet. In appearance, and in specifications, everything about it is *100% truck*. Every mechanical part is built for tough, strenuous work: A solid, heavy-duty truck

rear axle. A rigid, rugged *truck* frame. Tough, reliable *truck* springs. Large, solidly-built *truck* bodies. Big, massive *truck* appearance. And a real *truck* engine, not only in power and ruggedness and dependability, but in the number of cylinders it has: *Six*—no more, no less! Not so many that expenses go up; not so few that vibration wears out the truck. And best of all, this big, powerful 1934 Chevrolet is the lowest-priced Six you can buy.

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