

CHEVROLET workpower



**does a good job
on the big jobs!**

Where the work is big, you see a lot more Chevies than you used to.

That's because Chevrolet Workpower has developed big new muscle in recent years—truck muscle that comes on strong when loads are heavy and miles are long.

Did you know, for instance, that there are now Chevy trucks big enough and strong enough to be rated at 45,000 lbs. GVW? And that Chevrolet now offers single rear axles of up to 23,000 lbs. capacity, tandem bogies up to 34,000 lbs., husky 11,000-lb. front axles—in fact, a complete assortment of heavy-duty components? That gives you some idea of the way this truck line has been growing.

You'll find that you can now choose from 258 medium- and heavy-duty models; select a conventional, low-cab-forward or tilt cab truck; pick from 12 modern big-truck engines—6's, V8's and diesels.

And for lighter duty chores, too, Chevrolet now offers all sorts of ways to boost your efficiency and reduce your costs. Nowhere else will you find so many covered delivery trucks—Chevy-Vans, Step-Vans, panels. And if you need a pickup, there are now 18 of them in the Chevrolet line, including the one that's just right for you.

Big job or small job, you'll do a good job with new Chevrolet Workpower. See your Chevy dealer for the model that meets your needs. . . . Chevrolet Division of General Motors, Detroit, Michigan.



THE LONG STRONG LINE

Above: Series M80 tandem dump model, followed by Fleetside pickup. Shown in background are Chevy-Van, El Camino pickup, tilt cab diesel, medium-duty stake, and others.