

Your Local Authorized Chevrolet Dealer

# ACTION

IN

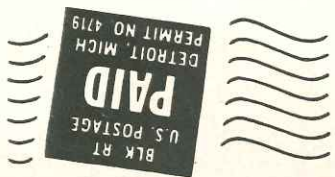
VALUE

AT TRUCK

TAKE A LOOK



OLMSTEAD TRAILER CO  
3451 PLAINFIELD AVE NE  
GRAND RAPIDS 5 MICH 2



## TAKE A SPIN AND SPOT THE VALUE

**FOR YOURSELF!**

Get the straight dope firsthand—behind the wheel of a '62 Chevrolet Jobmaster. Test the power, the comfort, the ride, the tough, tight build. Put a Chevy through its paces on the roads you travel every day and see what a difference *quality* makes. First chance you get, stop in for a spin!



**SEE CHEVROLETS  
FOR WORK  
OR PLAY!**

They bring home the bacon, then hike out for fun! Equipped with camping gear, a Chevrolet pickup or Carryall can put wheels under the sportiest holiday you've ever enjoyed. Let's talk it over now—during our Fun 'n' Sun Days!



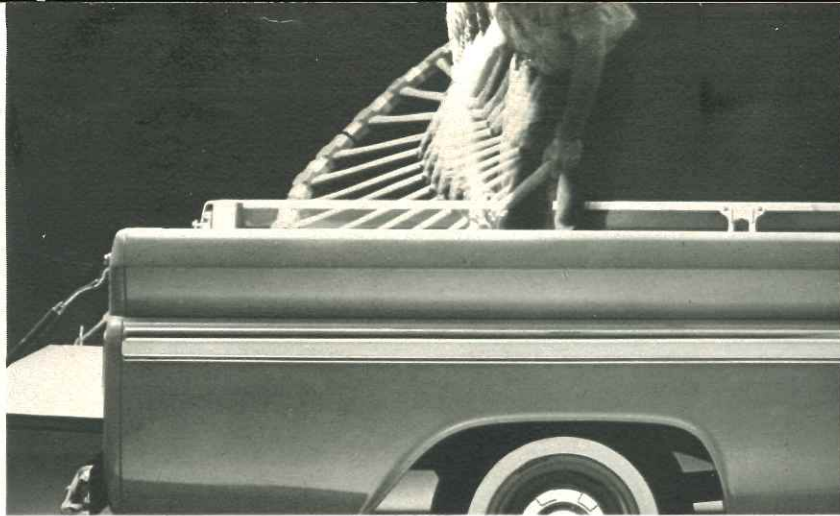
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**ALBERDA-SHOOK, INC.**  
2221 Plainfield Avenue, N. E.  
Phone Empire 1-2691

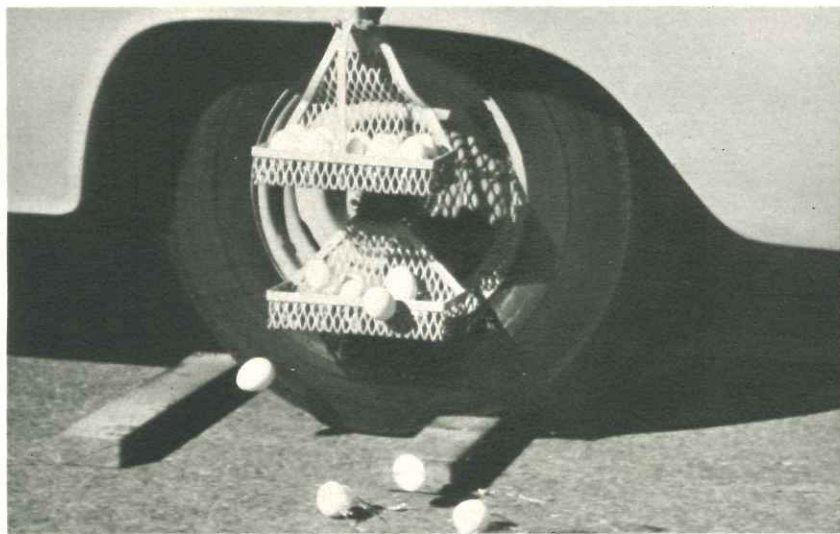
**BERGER CHEVROLET**  
1451 Lake Drive, S. E.  
Phone GL. 9-4304

**NISCHAN-GORDON, INC.**  
1515 28th Street, S.W.  
Phone LE 4-4981

**C. BELL CHEVROLET CO.**  
355 Sheldon, S. E.  
Phone GL 6-1531



**We beat 'em...**



**bumped 'em...**



**soaked 'em...**



**dropped 'em...**

**TO SHOW YOU CHEVROLET TRUCKS  
OFFER THE KIND OF QUALITY THAT  
WORKS TO KEEP COSTS LOW!**



Some of the stunts pictured on the following pages may seem a bit extreme. Some of them are. And all of them are provided here merely as graphic demonstrations—not as engineering tests.

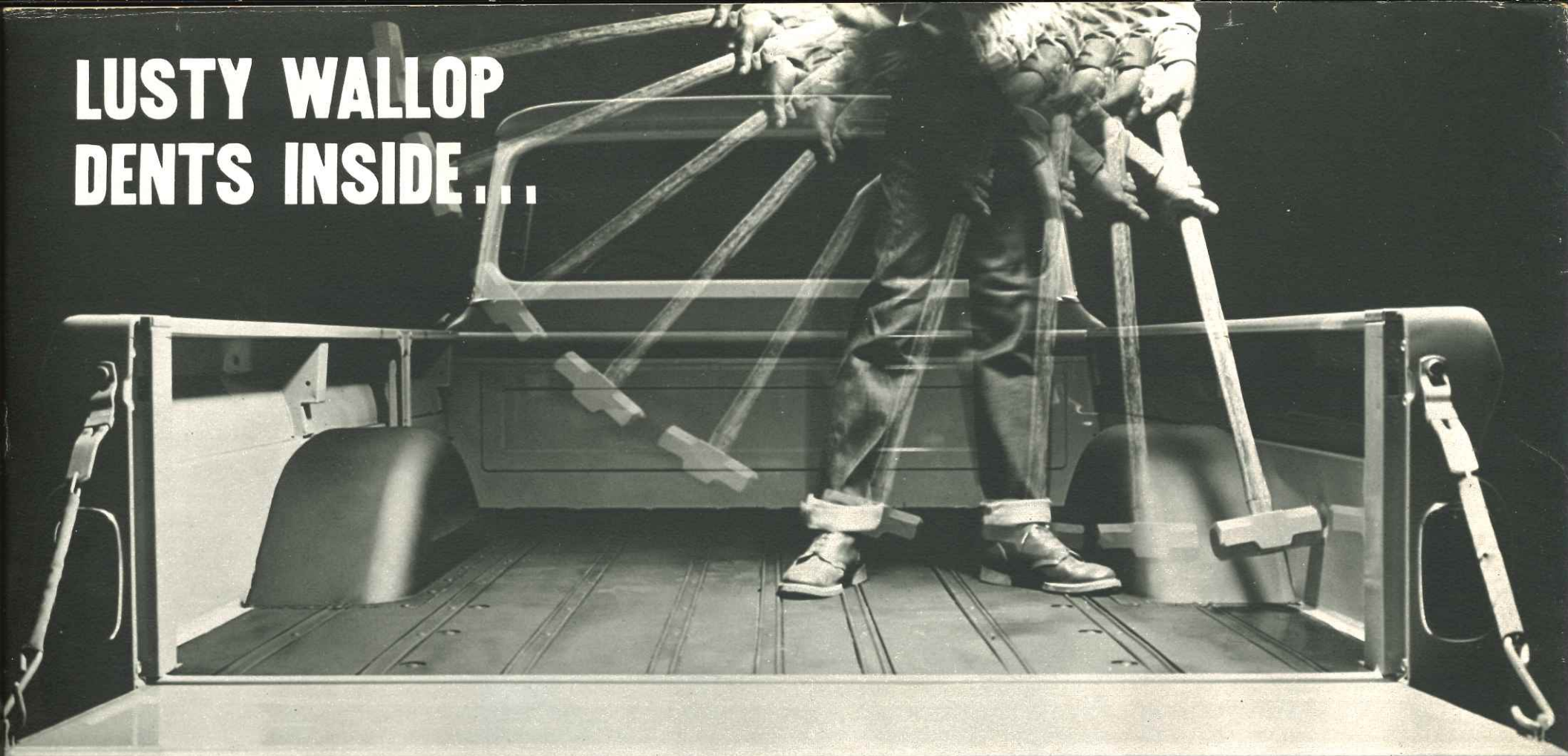
*You will find, however, that these stunts dramatically and honestly point up very real Chevrolet truck advantages. They give you a good look at the quality and performance*

that help keep a '62 Chevrolet truck on the job, running and working and saving.

So—now take a look at truck value in action!



# LUSTY WALLOP DENTS INSIDE...



# BUT DENT DOESN'T SHOW OUTSIDE!



## THAT'S QUALITY CONSTRUCTION

**We mean, the big guy in the picture above whaled the inside panel of that Chevy Fleetside pickup. He used a 16-pound sledge and put his back into it. The result was a whopping dent on the inside of the box. But it didn't mar the exterior appearance one bit.**

**Double-wall side panel construction is just one example of the kind of rock-ribbed quality you get in any Chevrolet truck.**

A pickup body is bound to get abuse but it doesn't have to show through. The inside wall of Chevrolet's double wall acts as a buffer, lets the outside wall stay looking nice.

The load never touches the back of a Chevrolet pickup cab because cab and body are separate units. The safety and durability of this design are obvious.

Chevrolet double-wall cabs are insulated. You're warmer in winter, cooler in summer.

Not only are cabs and bodies double walled... so are tailgates. And they are supported by strong steel chains wrapped in protective rubber.

Some more examples of Chevrolet truck construction are shown at the right. They represent quality—the kind that helps you to keep your equipment rolling out and the profits rolling in.



**WHY CHEVY ENGINES ARE EXTRA STRONG.** Crankshafts made of *forged steel* are provided in all Chevrolet truck engines. It's extra assurance of performance stamina that keeps a Chevy on the job, earning, through years of hard work.



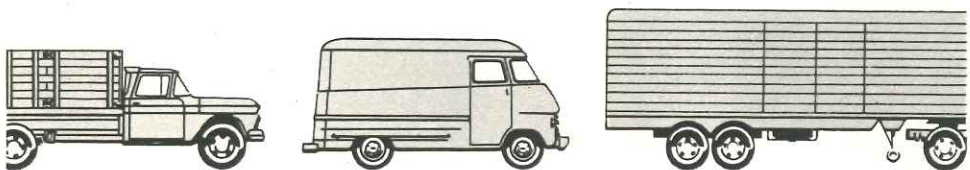
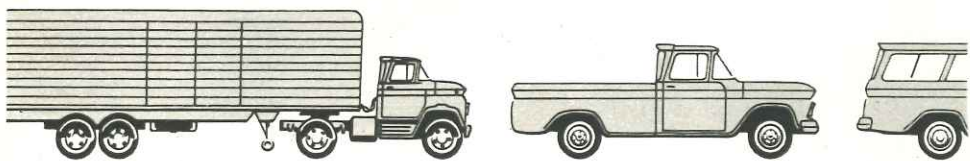
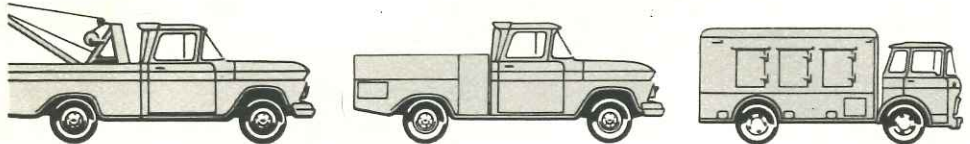
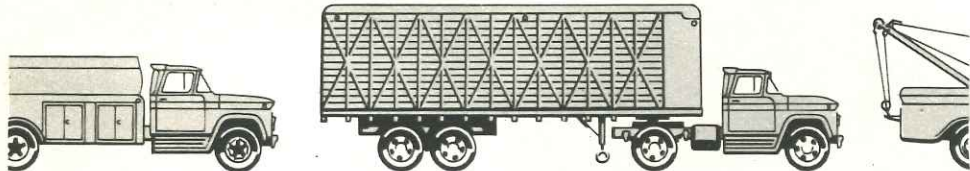
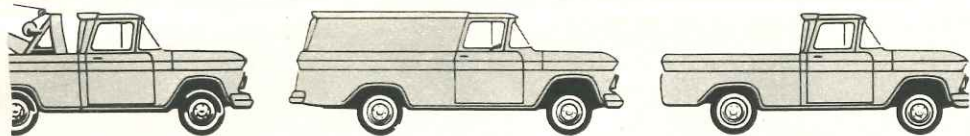
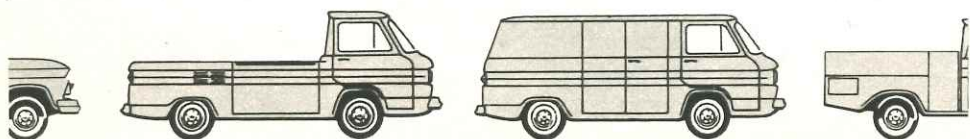
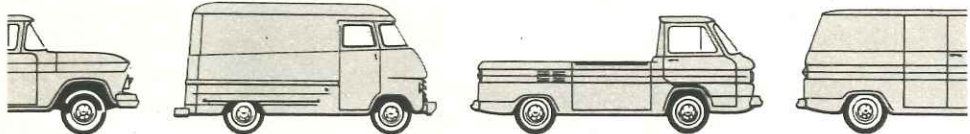
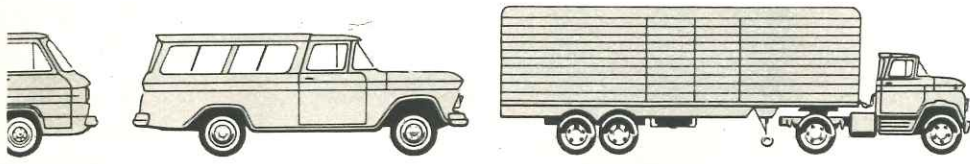
### STRENGTH THAT STANDS UP LONGER.

Look at a Chevrolet truck frame. Built-for-work design, reinforced for maximum duty, resists twisting; high-quality 39,000-pound-per-square-inch steel lasts in tough service. It's a firm foundation for a durable truck.



**BETTER BUILT BODY FLOORS.** In a Chevrolet truck, the select-wood body floor never rusts. And it gives you safer footing in wet weather. Also, there are steel skid-strips to help you to slide loads in place.

# ...IT ALL GOES TO SHOW YOU THAT THEY'RE BUILT TO KEEP RUNNING



These pages give you the general idea. Chevrolet is bent on building trucks that keep on running, working, saving. *Quality* trucks with hard-working High Torque power, double-strong bodies and cabs and long-lasting chassis components. Tough construction that never stops minimizing maintenance expense.

Your Chevrolet dealer can fill you in on any of 203 1962 Chevrolet truck models—anything from a pickup to a big-tonnage diesel. Your savings can start as soon as you see him.

AND RUNNING  
AND RUNNING  
AND RUNNING  
AND RUNNING  
AND WORKING  
AND WORKING  
AND WORKING  
AND WORKING  
AND SAVING  
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