

TO CHEVY! SWITCH THE YEAR TO 63'S

Try truck performance at its best ... Test drive a '63 Chevrolet today!



Right now is the time for you to sample '63 Chevrolet Truck performance. See for yourself how these 63's are ready and able to start adding to your earning power by delivering performance and true truck reliability at its best. First chance you get, stop in for a demonstration drive. When you've tried one out on your own terms, I think you'll see what we mean!

We're offering special switch-to-Chevy deals on . . .



WORK-TESTED '63 CHEVROLET TRUCKS

Trade now for trucks with new chassis durability . . . improved ride and handling . . . greater over-all value—all stemming from a tough new truck design!

DURABLE NEW SUSPENSIONS—Tough coil spring independent front suspension on light-duty models improves ride and handling. Variable-rate front leaf springs and a solid front axle on bigger trucks reduce bounce and sway under all hauling conditions.
RUGGED NEW FRAMES—New ladder-type frames on all models

shrug off road shock like never before. Rugged, newly designed crossmembers add strength and resiliency and supply a firm founda-

tion for better truck durability.
NEW HIGH TORQUE POWER—Two new High Torque Sixes—the 230-Six and the 292-Six bring new job-matched power to light- and medium-duty trucks. And a broad lineup of economical V8's and diesel engines gives you an even wider choice of low-cost extra-efficient truck power.

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**Now's the best time to trade for a
QUALITY BUILT '63 CHEVROLET TRUCK**