WHO'S WHO IN SIMCOE

SHORT STORIES ABOUT SIMPOE STORES

Doughty & Williamson

FOR EASY HAULING AND DURABILITY

International Sales & Service

of Canada

Monday, 8. P.M. Young People's Union.

8. P.M. Session Meets

8.45 P.M. Official Board Tuesday, 17th Woman's Mis-

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Advance-Design 7



For 1953, Chevrolet trucks offer new performance, new stamina, new safety and economy - and every model is even stronger, sturdier, more durable than those of past

The advanced Loadmaster, Torquemaster and Workmaster cengines in all models deliver more power than has ever before been available in Chevrolet trucks. This big, husky, valve-in-head engine with a new high-compression ratio ibrings you finer performance, faster acceleration, greater hill-climbing ability and substantially greater gasoline mileage.

But that's only the beginning. You get all the proved features and advantages that have made Chevrolet trucks world-famous for their ability to handle the roughest jobs day after day at the lowest over-all cost to you!

Yet, even with all these greater advantages, 1953 Chevrolet trucks give you more for your money than any other trucks of comparable capacity and specifications. Drop in at our showroom and talk over your trucking needs. Let us show you how much more you get for your money with 1953 Chevrolet trucks.

CHEVROLET

powerful reasons why they are better

than ever

braking power! In 1953, all Chevrolet trucks up to 1400 Series models are equipped both front and rear with big, powerful "Torque-Action" brakes which make full use of truck momentum for greater stopping power. Series 1100, 1500, 1700 and 1800 heavy-duty trucks use extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear. Both assure quick, smooth, safe stops—provide greater stupping power, greater durability than before.

engine power!

staying power!

You get all the power you need with outstanding valve-in-head economy from Chevrolet's great new engines for 1953 – the 108 h.p. Loadmaster, the 125 h.p. Torquemaster and the big 130 h.p. Workmaster – all with new high compression ratios.

Now, heavier, stronger, more durable frames increase rigidity, add to ruggedness and stamina of all 1953 Chevrolet trucks. Long famous for their ability to take the roughest jobs day after day. Chevrolet trucks are now brawnier and sturdier than ever

= MOTO = economy!

The new and greater stamina of 1953 Chevrolet trucks, plus extra gasoline economy with improved valve-in-head engines, reduces hauling costs per ton-mile, brings you greater over-all economy throughout the long life of your trucks.