

**1973 Chevrolets.
You probably
didn't expect
this much truck
this year.**



**See them,
drive them.
Ask for me, _____.**



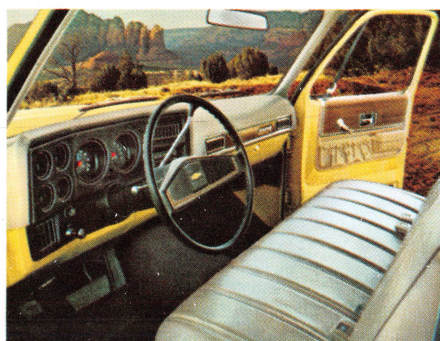
New aerodynamic cab design. Cab sheet metal design and new curved windshield and side door glass cut

wind resistance. Side air turbulence is reduced for a quiet ride. New lines are smooth and trim.

New style. New kinds of interior luxury.



Cheyenne Super Interior. Foam-cushioned seat seven inches thick. Choice of herringbone nylon or vinyl upholstery. Carpeting.



Cheyenne Interior. Full-depth foam cushioned seat. Vinyls or nylon upholstery. Simulated wood grain trim on door.



Custom Deluxe Interior. Cushioned bench-type seat. Specify either vinyl or multi-stripped nylon upholstery. Many colors.



Custom Interior. Ladder-embossed vinyl upholstery is smartly trimmed with grained vinyl bolsters. Black rubber floor mat.

You'll find all your trucking needs under one roof. Ours.

FAST PARTS AVAILABILITY.

We know that a truck that's down is costing you money. That's why we keep a broad inventory of truck parts. When you need service parts and accessories for your Chevy truck, call us first.

TRUCK SERVICE.

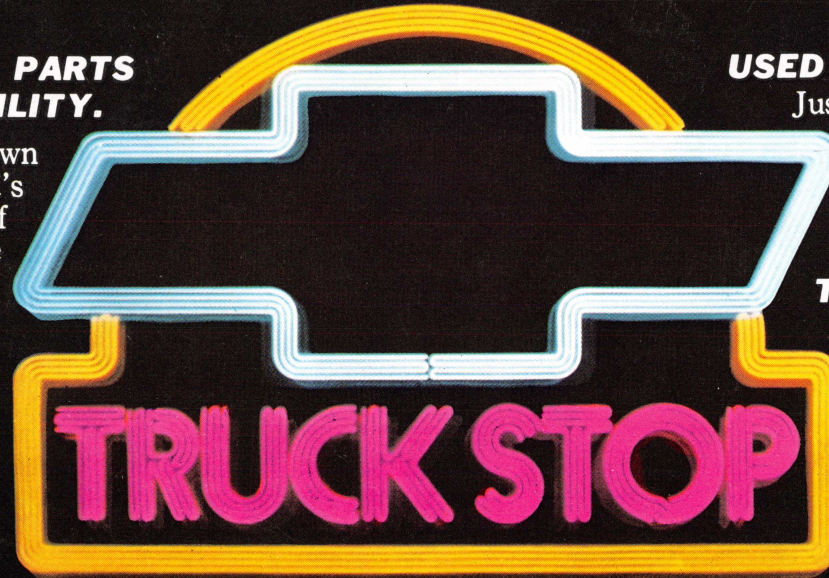
And when you need truck service, see us. We have truck-experienced mechanics to diagnose and service Chevy trucks, new or old.

USED TRUCKS.

Just in case your plans don't include a new Chevy, come in and look at our big lineup of used trucks. If they weren't good buys, we wouldn't have them on our lot.

TRUCK FINANCING.

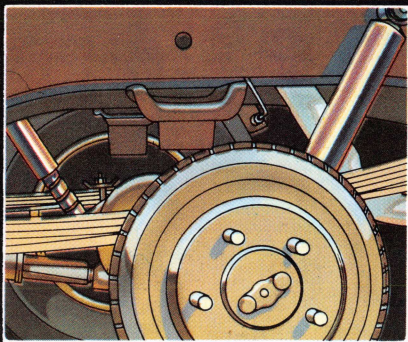
We know trucks and we know truck economics. In most cases we can help you with the financing of your new Chevy truck. Either through our own finance plans or by helping you with the facts and figures you need for your own finance source.



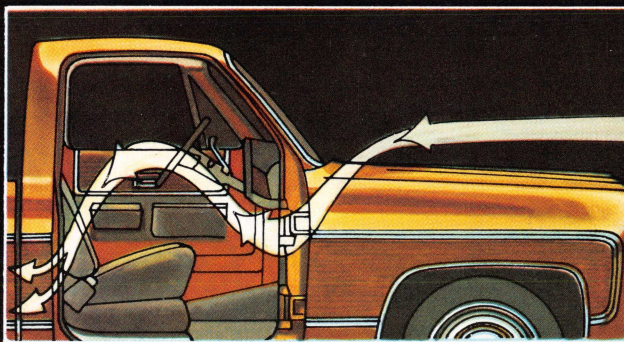
Building a better way to serve the U.S.A.

Jones Chevrolet, Inc.
188 E. Mill
Richland Center, Wis. 53581
Phone (608) 647-3788

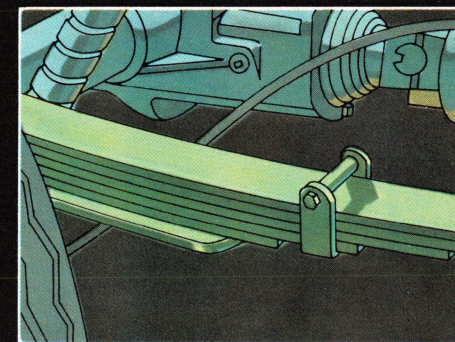
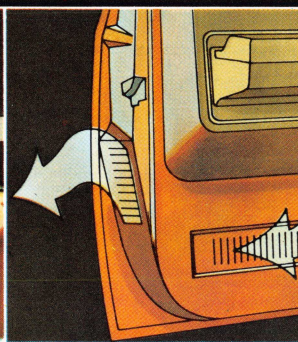
Basic improvements you can see. And feel.



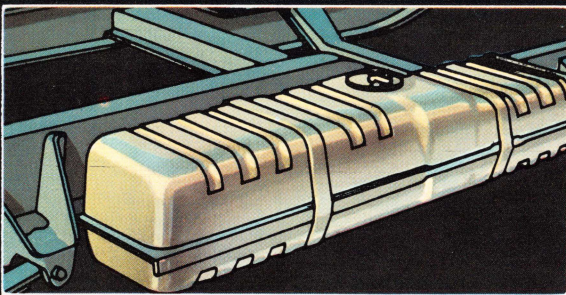
Staggered placement of rear shock absorbers. On pickups, Blazers, and Suburbans. One slants forward, one aft. The effect is to reduce brake and power hop under rapid acceleration or deceleration.



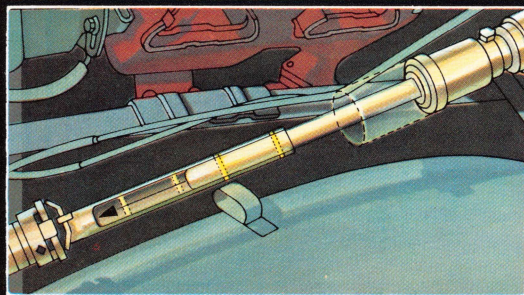
New flow-through power ventilation. Outside air flows into the cab through larger inlet valves and a larger plenum chamber. Outlet valves in side doors.



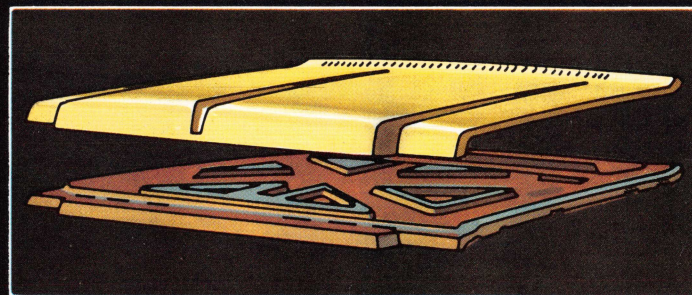
Load-Control rear leaf springs. New taper-leaf 2-stage rear springs are designed to provide firm, steady support empty or loaded. Suspension geometry improves roll stability.



New frame-mounted fuel tank. The fuel tank has been relocated outside the cab to a position on the right frame rail. Reduces slosh noise and fuel odor.



New energy-absorbing steering column. Designed to help absorb impact forces to help protect the driver in the event of an accident. Steering column telescopes down on impact.



New double-wall hood. Hood is fabricated of two single pieces of steel, welded together for improved torsional rigidity. Inner panel embossed to add strength and quietness.

Better new ways to serve the U.S.A.



New 4-door Suburban. Seats up to 9, moves up to 14,000 lbs. of trailer, luggage, people and Suburban.



New Cheyenne Super Fleetside pickup. Hard-working as it is good-looking. Plus the best ride Chevy ever put in a truck.



Big Dooley—new dual rear-wheel pickup. With cab for six passengers and four doors. Two full-width seats.



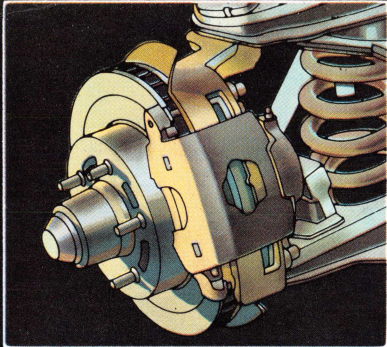
New Medium conventional: our workhorse. New cab, new comforts. New inside, outside. Roomier cab, more glass area.



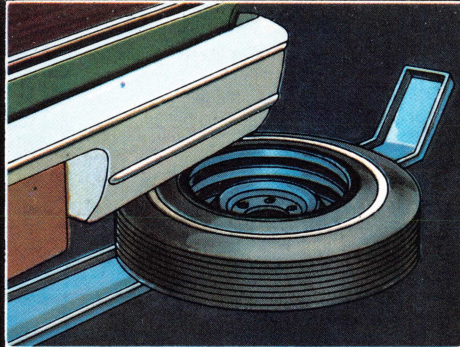
El Camino—Chevy's sporty new pickup. Handsome new looks. Passenger car interior. Improved full-coil ride.



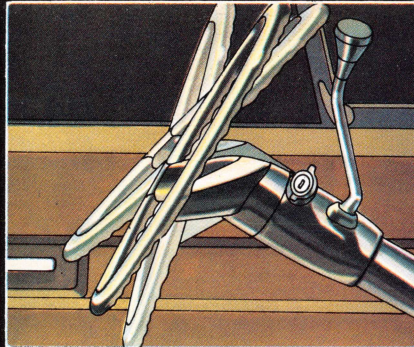
Chevy's new Blazer. Full-time 4-wheel drive available. 4-wheel traction on the road or off. Two-wheel drive also available.



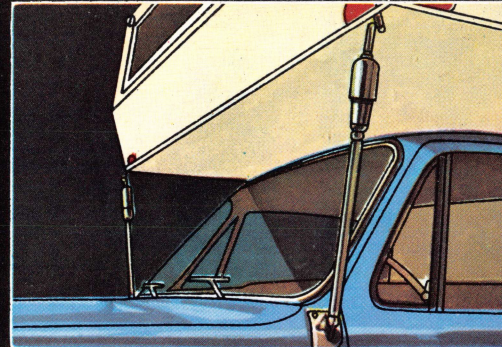
Front disc brakes standard. Durable and self-adjusting, these brakes provide resistance to fade and recover quickly from water immersion. Power assist standard on all but Series 10.



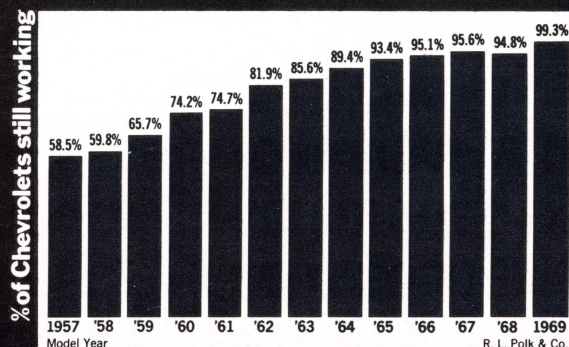
Available swing-out spare tire carrier. Provides convenient access to and storage of the spare tire under the rear bumper. Especially convenient for camper bodies.



Available Comfortilt steering wheel. Adjusts to six different positions for anybody's driving comfort. Available on all models with automatic or 4-speed transmission.



Available Elimipitch camper ride control. Powerful shock absorbers cushion shock between camper and pickup for a smooth, steady ride for passengers up front. Available when you order "Deluxe Camper Special" equipment.



And Chevy trucks last. Over 58 per cent of Chevrolet's 1957 model trucks are still in use. No other make has even half based on official industry records. Evidence of how well Chevrolets are designed. How well they're built. And how well they serve the U.S.A.

You have to drive a '73 Chevy to believe a truck could be so smooth riding, so responsive handling, so quiet inside.

When a line of trucks is as much improved as Chevy's for 1973, driving is believing. So we're inviting you in for a test drive, soon as you can get here. Look over the

'73 Chevrolets, then get behind the wheel. Try Chevy's new ride, handling and comforts for yourself. You'll be as impressed as we are. Call now to set the time and day.