

CHEVROLET SCORES AGAIN!

Brooks Electric And Plumbing Co. Select New Chevrolet Task-Force Pickups For Their Entire Fleet Of Service Trucks!

READ THIS!

August 28, 1956

Gentlemen:

To compete successfully in our business today it is imperative we have an efficient and low cost operation. Our fleet of vehicles is a large cost factor, and therefore, we have carefully analyzed costs over the years. We took into consideration initial price, maintenance cost, dependability and resale value. Our studies have clearly indicated that a modern fleet of Chevrolets gives us the best and lowest cost operations. With our present fleet of 11 Chevrolets we are better able to serve our customers and serve them at less cost.

Joe Brooks
BROOKS ELECTRIC AND
PLUMBING COMPANY

Here is another example that Chevrolet is outselling all other trucks again this year. They combine low price with a never-say-die kind of dependability which Chevrolet's always been famous for. And they bring you today's most modern features, in every model, for fast-working peak efficiency on any kind of job! You get quality in every feature. Quality that pays off in dollar-saving efficiency on the job. Under the hood you've got Chevy's famous Thriftmaster 6 engine or an ultra short-stroke V-8. You get near-frictionless Ball-Gear steering, High-Level ventilation, panoramic windshield, concealed safety steps, tubeless tires and work styling. You get the works in today's most modern Pickups.

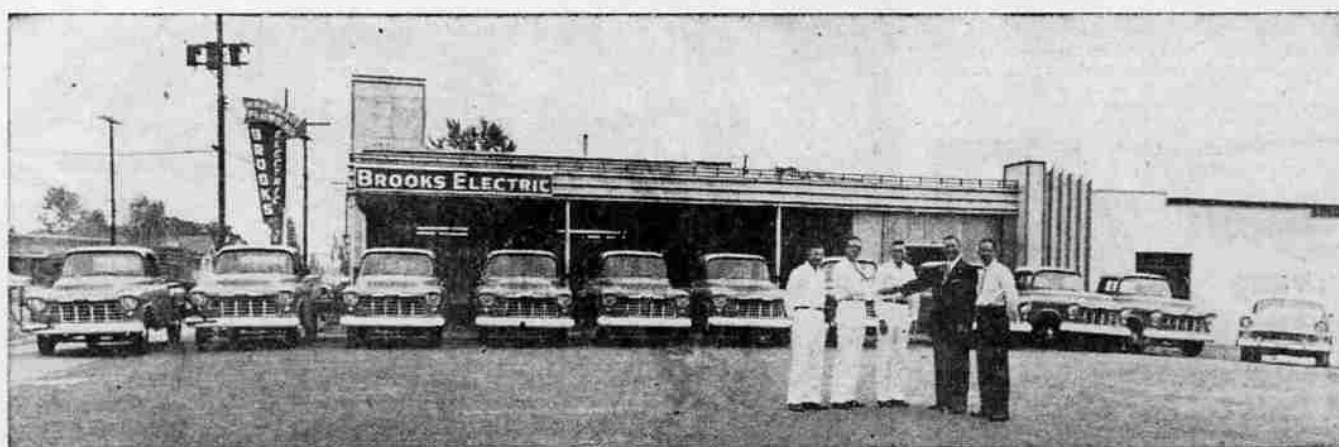
Modern Features Such As These Are Found In New Chevrolet Trucks!

- Advanced Work Styling
- Concealed Safety Steps
- Tubeless Tires
- Modern Short-Stroke V-8's
- Ball-Gear Steering
- 12-Volt Electrical System
- Triple-Torque Tandem Options
- Modern Visibility
- High-Level Ventilation
- Automatic Transmissions
- Modern Cab Design
- High-Compression 6's
- 3, 4 or 5 Speed Transmissions
- Torque-Action Brakes

Anything LESS is an old-fashioned Truck!



**Stop By For The Low Price
And The Lowdown On The
Year's Fastest Workers!**



Pictured above are Walter de Martini, partner, and Tex Philips, salesman of Courtesy Chevrolet, turning over the keys to the fleet of 1956 Chevrolet Pickups to the owners of Brooks Electric, Joe, Charlie and Howard Brooks.

IT WILL PAY YOU TO DRIVE TO

COURTESY CHEVROLET

NINTH AND BARTLETT STREETS

MEDFORD

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