

# **Job Tamers make the best trailblazers**



Half-ton CST Fleetside Pickup

## **because only Chevrolet Job Tamers give you all these rough and ready features:**

### **Tough but gentle coil spring ride**

Only Chevrolet combines work-proved independent front suspension with truck-tough coil springs at all four wheels of 1/2- and 3/4-ton pickups! You get an easy, road-balanced ride plus the toughness that's exclusive with Chevrolet pickups. No "buck-boarding" down the trail!

### **Tried and true truck power**

Chevrolet's 155-hp 250 Six is the biggest standard in-line Six you can buy in any popular pickup. There's a larger Six for even more power. A range of V8's include the 200-hp 307 V8 that's standard

in V8 models. Choose Chevy for top economy and dependable performance on rough jobs!

### **Strong and silent construction**

The trail may twist but not your Chevy. There's double-strong, double-wall steel in important cab areas. They stay tight! Fleetside box is double wall, too—with no external welded joints to rust!

### **Biggest service network**

You're never far from a Chevrolet dealer—because there are more of them. Visit the one near you for the pickup that's ready to tame your trail... Chevrolet Division of General Motors, Detroit, Mich.



**'68 Job Tamer TRUCKS**



**IN 1/2- AND 3/4-TON PICKUPS**

# Only Chevrolet gives you all four!

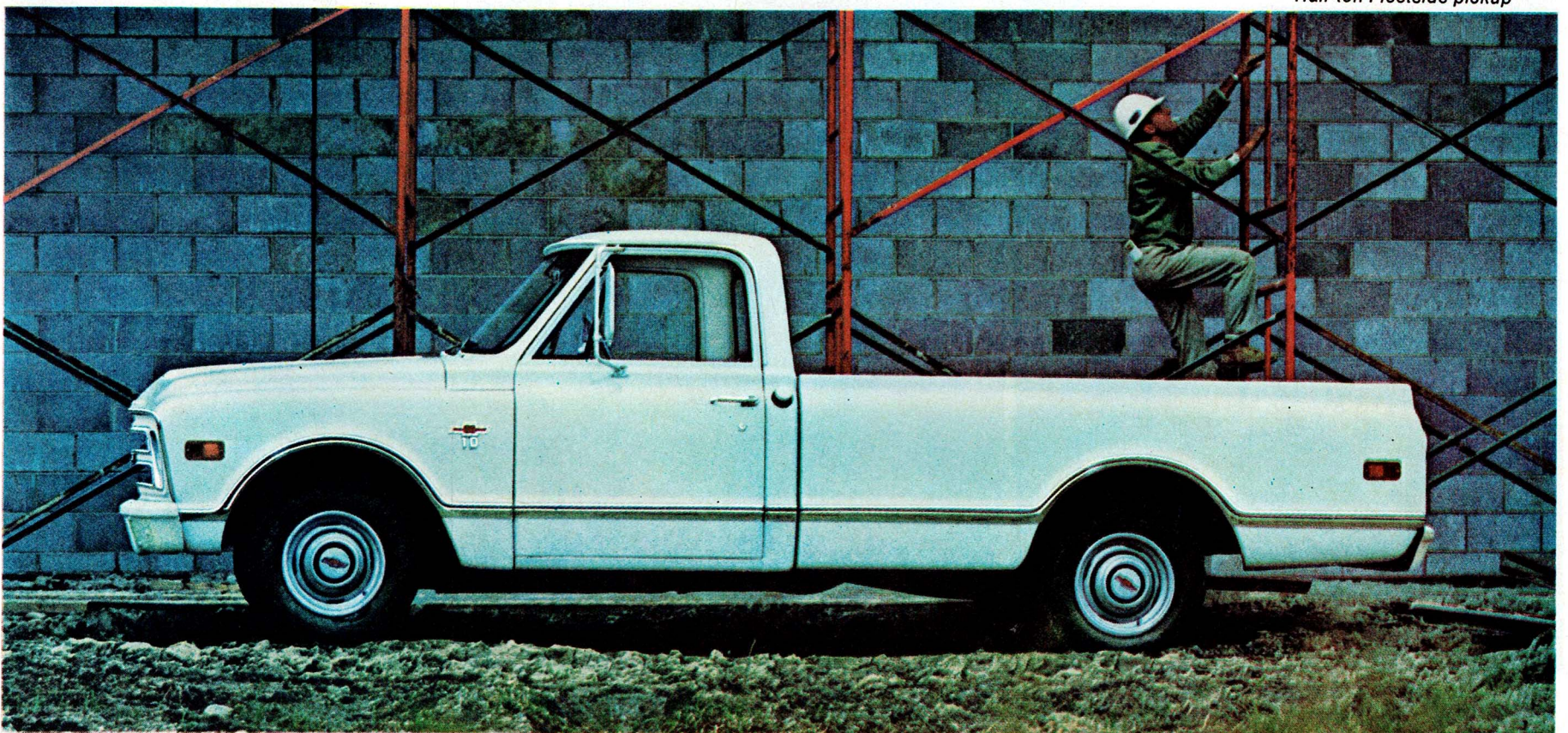
**1. FULL COIL SPRING RIDE** This is the truck ride you'll like best, because it's the only one that beats bumps by putting tough, truck-built coil springs at all four wheels. You get extra smoothness, made even better by Chevrolet's Independent Front Suspension System. You get *exclusive* smoothness that saves wear on driver, truck and cargo!

**2. JOB-TAILORED POWER** You'll like this pickup power best because it's the *right* power for your purpose! Savings start with the 250 Six — biggest standard in-line six you can buy. For extra power, choose the 292 Six. Or select from three modern V8's, including an all-new 307-cubic-inch V8. Of the popular pickups, only Chevrolet gives you all this truck power!

**3. DOUBLE-STRONG CONSTRUCTION** Over years of hard use, you'll like the Chevrolet pickup best because of the way it's built. Double strong! Cowl, windshield pillars, roof, door openings, and Fleetside body side panels are made with double walls of sheet metal. And you get the long-life benefits of new outer body construction that fights rust more effectively.

**4. FUNCTIONAL TRUCK STYLING** You like it when you see it . . . like it even better when you use it! Chevrolet's new pickup appearance gives you performance advantages, such as road-holding stability. And driver conveniences like better visibility. See for yourself, at your Chevrolet dealer's. See *all* the features you'll like best! . . . Chevrolet Division of General Motors, Detroit, Michigan.

**GET MORE...GET ALL FOUR!**



Half-ton Fleetside pickup



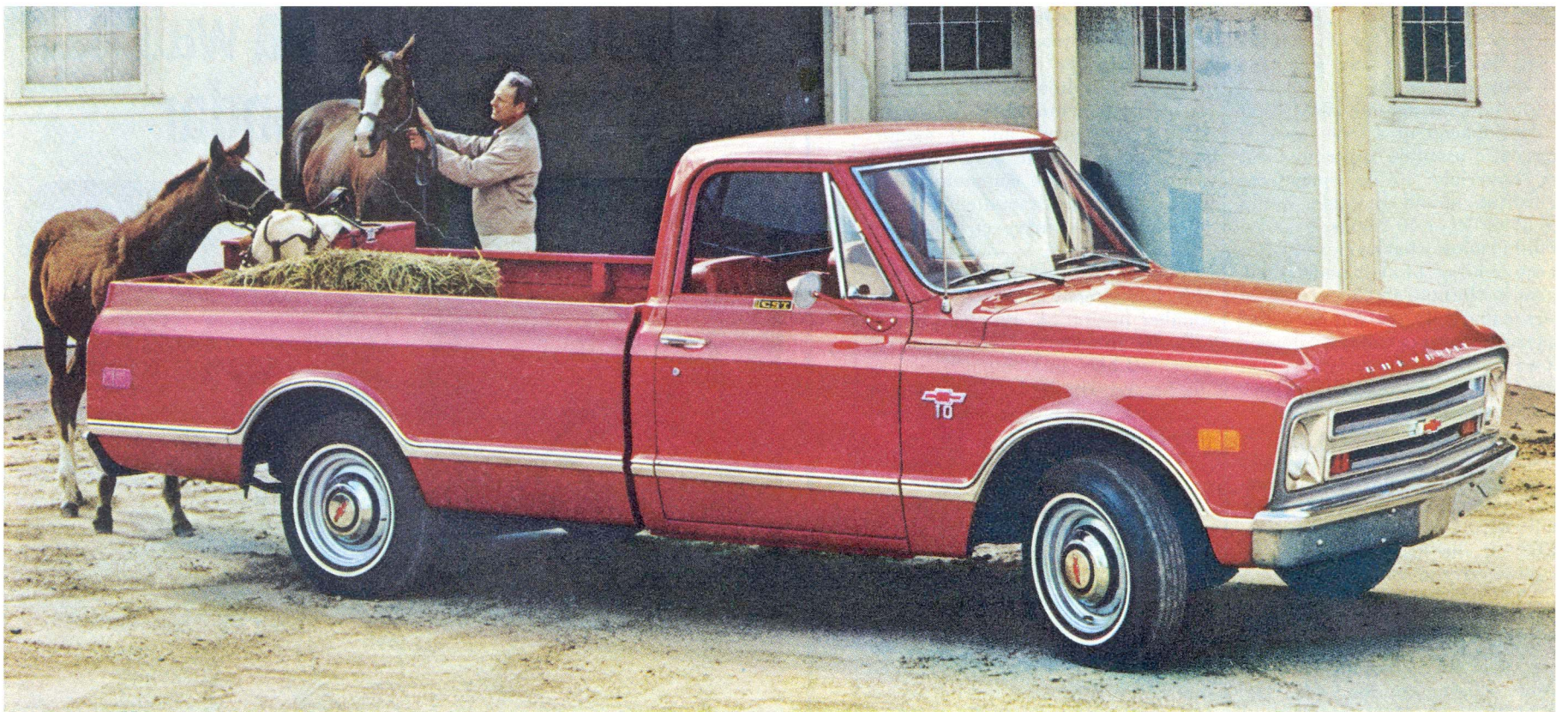
**'68 *Job Tamer* PICKUPS**

**for ride, power, style and strength!**



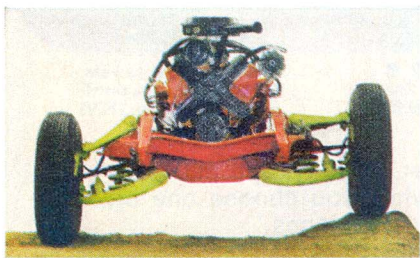
# Look at all you get you can't get anywhere else!

## THE '68 CHEVROLET PICKUP:



Half-ton CST Fleetside pickup

### Only Chevrolet gives you all these pickup features for '68!



#### Road-balanced ride with rugged coil springs all around

No other pickup gives you the smoothness of coil springs at all four wheels. **Tough** coil springs designed for rugged truck duty.

Standard on 1/2- and 3/4-ton models, they go perfectly with work-proved Independent Front Suspension. A great combination—and exclusive with Chevrolet!

#### Truck-tough cab and body with double-strong construction

There's no stronger pickup anywhere. Look into a Chevy and you'll see why: **double thicknesses of sheet metal in critical areas.** Like the cowl, windshield pillars, roof, door openings. And Fleetside body side panels and tailgate. (Here, you get extra protection against rust, too, because there are no external welded joints.) This truck's not just strong—it's **double strong!**

#### Extra workpower with job-tailored engines

A Chevy pickup offers you a **wide** range of engines. You can go with the 155-hp 250 Six—biggest standard Six you can buy. Or ask for the 292 Six. **There's a brand-new 200-hp 307 V8 that's standard in V8 models.** Specify a 327 V8 or 310-hp 396 V8. Get the **right** power for your purpose—and remember, there are more Chevrolet engines on truck jobs than any other make!

#### Styling with a purpose that sets the pace

A Chevy pickup gives the newest truck styling—and the most

practical! The low silhouette, for instance, helps provide road-holding stability. And the cab design lets you see more of the road ahead. That's a safety factor, and so are the big windows—including a **big rear window** that costs you nothing extra.

#### Biggest service network

You're never far from a Chevrolet dealer . . . because there are **more of them**, ready to help you keep working and earning.

See your Chevrolet dealer about a '68 Job Tamer pickup—you can't get all this anywhere else! Chevrolet Division of General Motors, Detroit, Michigan.



# '68 JOB TAMER TRUCKS



# THE BEST PICKUP YOUR MONEY CAN BUY



*3/4-ton Fleetside Pickup*

## CHEVROLET

**Here's why:** You get the smoothest truck ride that ever came between a road and a load. The *only* one with friction-free coil springs at all four wheels ( $\frac{1}{2}$ - and  $\frac{3}{4}$ -ton pickups). Plus an Independent Front Suspension System that's been tested on more hauls than any other.

You get the best power for your purpose. The biggest standard six in any popular pickup. Or a bigger six—or a selection of power-packed V8s, up to 310 hp.

You get features that keep your Chevy working longer with less maintenance. Like double-wall construction in cabs and Fleetside bodies.

You get practical styling that looks good while adding to road-hugging stability and excellent visibility.

See what we mean? The best pickup your money can buy! At your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit, Mich.

 ***Job Tamer* PICKUPS**  
for ride, power, style and strength