



For Economical Transportation

COMMERCIAL CARS

CHRYSLER
CORPORATION

"The Motor Car has become an indispensable instrument in our political, social and industrial life."
—President Harding

BUYING PROFITS BY THE MILE

THE efficiency of commercial motor transportation of salesmen or merchandise depends on two factors: service and cost.

Service is of first importance, being the object sought in motorizing the business.

Equipment that does not deliver the service needed is extravagant at any cost; therefore in the selection of motor equipment the first consideration must be given to the quality and quantity of service any proposed unit is capable of delivering.

In the early days of commercial motorizing there was a somewhat narrow conception of the service that could be obtained from an automobile. This narrow viewpoint was doubtless due to the newness of the automobile as a means for transportation. The tendency was to consider only the cost per mile of moving goods or salesmen as compared with the mileage costs of railroad travel.

This led to voluminous analyses of costs per mile for gasoline, oil, tires and repairs, and the purchase of equipment that developed the lowest per mile figure.

Such a method no longer meets modern business conditions.

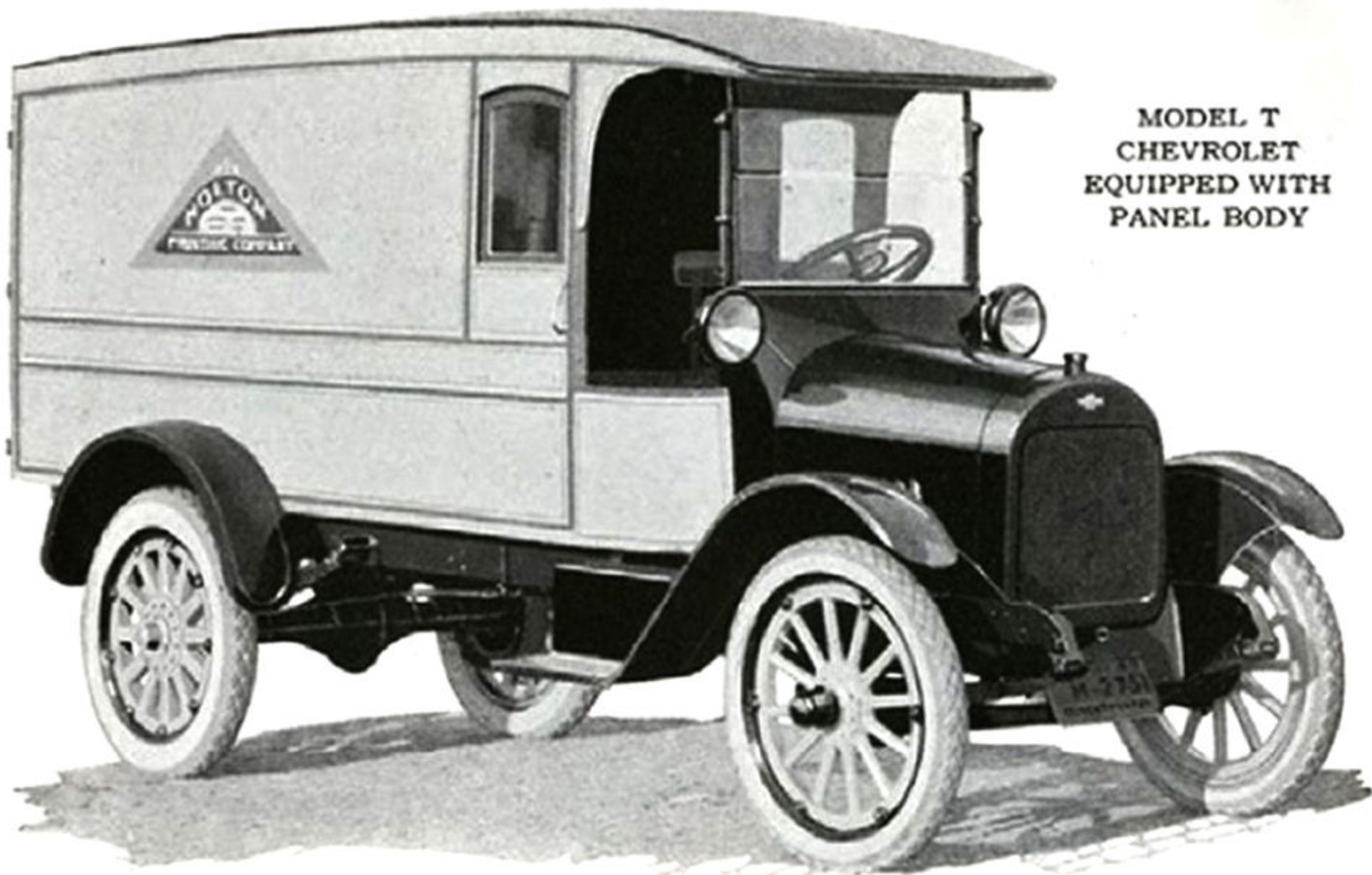
It is now recognized that the automobile should not be compared with the railroad train any more than the latter should be compared with the aeroplane or steamship. Each of these transportation units has its fixed purpose for which it is supreme and beyond comparison.

The factor of primary importance in a motor truck is the service rendered and not the mileage cost of moving the truck.

The real mileage cost is the cost in truck, men, time and service.

The same reasoning applies to motorizing salesmen.

CHEVROLET



MODEL T
CHEVROLET
EQUIPPED WITH
PANEL BODY

MEN COST MORE THAN MACHINES

WITH salesmen costing in salary and expenses \$7,500 to \$15,000 a year, the matter of a few dollars more or less in travel costs is insignificant compared with the increase or decrease of the salesman's actual contacts with customers and the conditions under which those contacts are effected.

The salesman is employed to render a needed service to the house.

The automobile is valuable only insofar as it makes him more efficient in rendering that service.

Modern sales executives consider man mileage and hour costs and not merely machine mileage costs.

The general world-wide trend towards greater efficiency and economy is causing far more intensive coverage of sales territory.

Sales possibilities are now pre-deter-

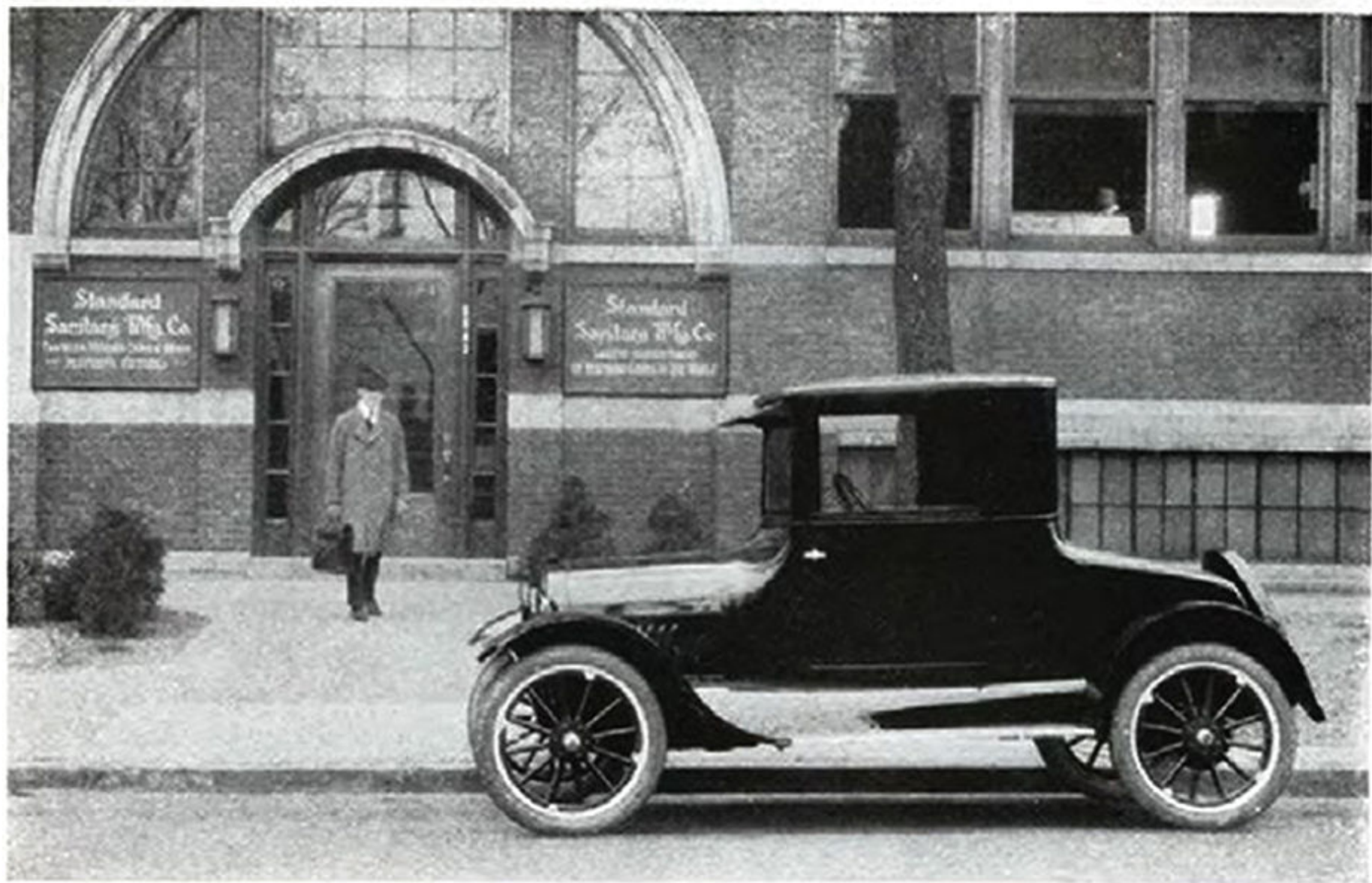
mined by sales analysts and are usually based on population and per capita wealth.

Salesmen are required to work specific territories including so many thousand people and so much estimated total sales possibilities.

The matter of securing or approximating the total sales possibilities resolves itself largely into a question of satisfactory sales contacts between the salesman and all the prospective buyers in the territory.

At a conservative estimate the automobile doubles the number of calls per day that can be made by the salesman, hence doubles his selling opportunities, making him equal to two salesmen depending on train service.

It is important to realize that the kind of automobile used has a lot to do with the efficiency of the salesman while he is in contact with the customer.



QUALITY CARS FOR QUALITY SALESMEN

SINCE the only chance the salesman has to earn profits for his employer is in the small portion of his time actually spent in soliciting buyers, it is of vital importance that he be at his best in appearance and physical and mental condition when the contacts are made.

Any automobile that tires him out, irritates him, covers him with dust from the road, or dirt from emergency repair work, delays selling contacts and impairs his efficiency.

Time that should be spent with customers must be devoted to becoming presentable, resting, or arranging for repairs to his equipment.

Any automobile that is below the standard of quality of his concern and the products he is selling tends to declass concern, product, and salesman.

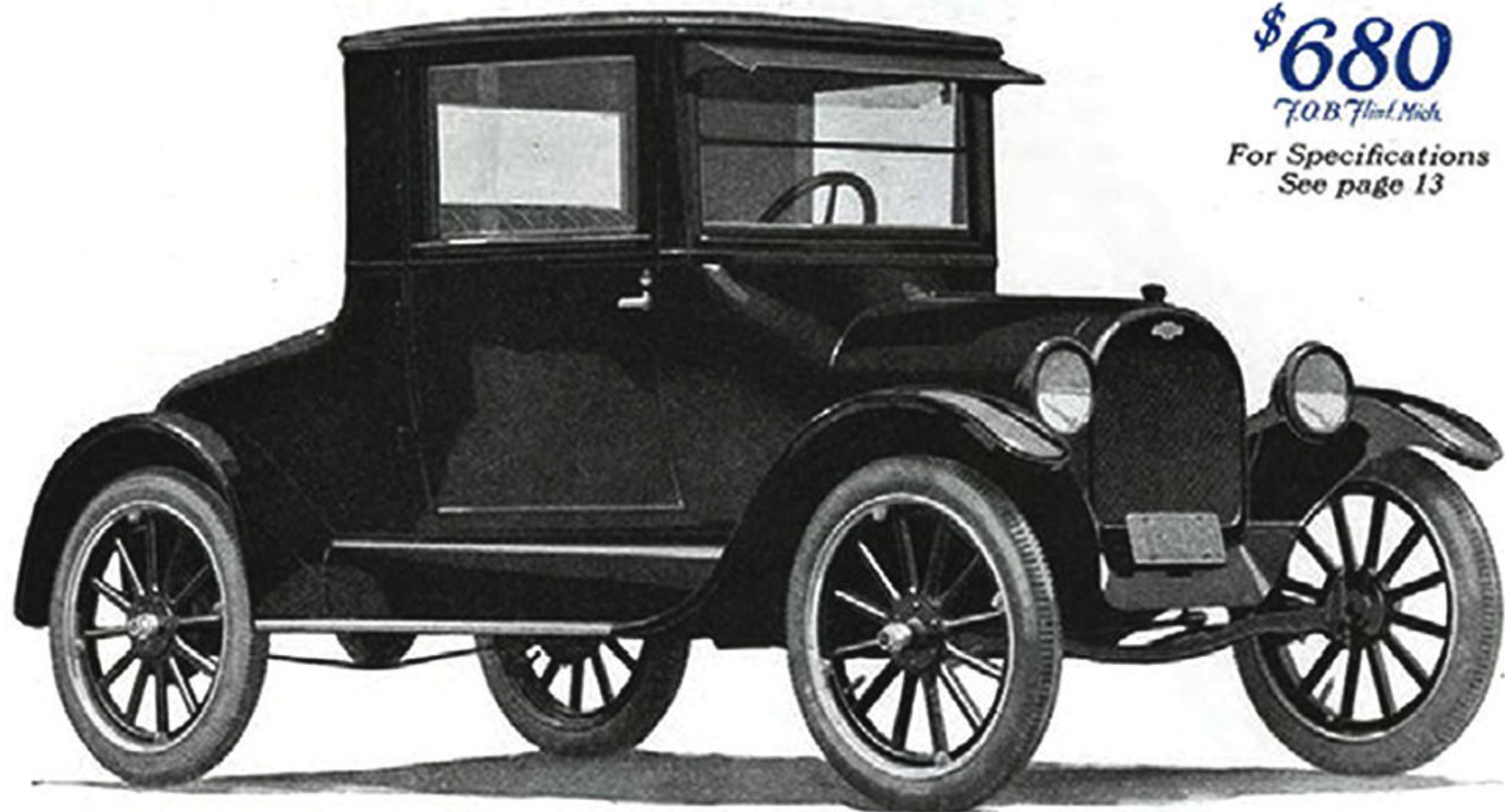
Most concerns using automotive equipment for salesmen sell quality goods.

They are fast coming to realize that the very same reasons why people should prefer their quality products, apply to themselves in the purchase of automobiles.

Every Chevrolet automobile is designed, made, and sold to deliver the most possible service for the price. The most economical transportation, consistent with modern requirements, is our constant aim, and our present position of leadership in sales of quality automobiles proves the success of our efforts.

On the basis of car quality consistent with the standing of the house, the quality of its product, its salesmen, and a policy of using first-class railroad and hotel facilities, Chevrolet leaves no choice because there is no competition for Chevrolet quality at Chevrolet quantity production prices.

CHEVROLET



\$680

F.O.B. Flint, Mich.

*For Specifications
See page 13*

CHEVROLET UTILITY COUPÉ

CHEVROLET UTILITY COUPÉ FOR QUALITY SALESMAN

THE Chevrolet Utility Coupé is the ideal all-weather car for better salesmen representing high-grade concerns.

The following special features are of particular interest.

1. Full weather protection with adequate facilities for ventilation.
2. Extra large plate glass windows on all four sides affording ample vision in all directions in all kinds of weather—an important safety factor.
3. Extra wide doors.
4. Deep, comfortable single seat, upholstered in gray whipcord, and accommodating the driver and one other. It is a delightful improvement over the hard, "backache seats" with which every motorized salesman is familiar.
5. Big rear compartment. This is an item that alone sells many Chevrolet Utility Coupés. A salesman wants lots of room for samples, advertising matter, and his personal luggage and he wants these goods out of the passenger compartment, locked up. The Utility Coupé has more than 14 cu. ft. of storage space in the rear compartment: enough to hold a 36-inch steamer trunk and then be less than half full.
6. High quality car. This car has a Fisher Body, graceful lines and fine black finish. It has a distinguished appearance, without any suggestion of sportiness. It is exactly the sort of car that belongs with a salesman, a product, and a house of superior quality.
7. Full modern equipment. The mechanical and electrical equipment is modern and highly efficient. There is ample power economically delivered and under easy control.
8. Comfortable and sanitary. All provisions essential to the comfort and health of the driver have been made. The car rides easily on poor roads, protects the driver against heat, cold, rain, snow, and dust, and carries him to the customer in the physical and mental condition best adapted to successful sales contacts.
9. Low price: The price of this car is astonishingly low considering the quality of construction and engineering it embodies.

No coupé of this quality has ever before sold at so low a price—made possible only by large quantity production.

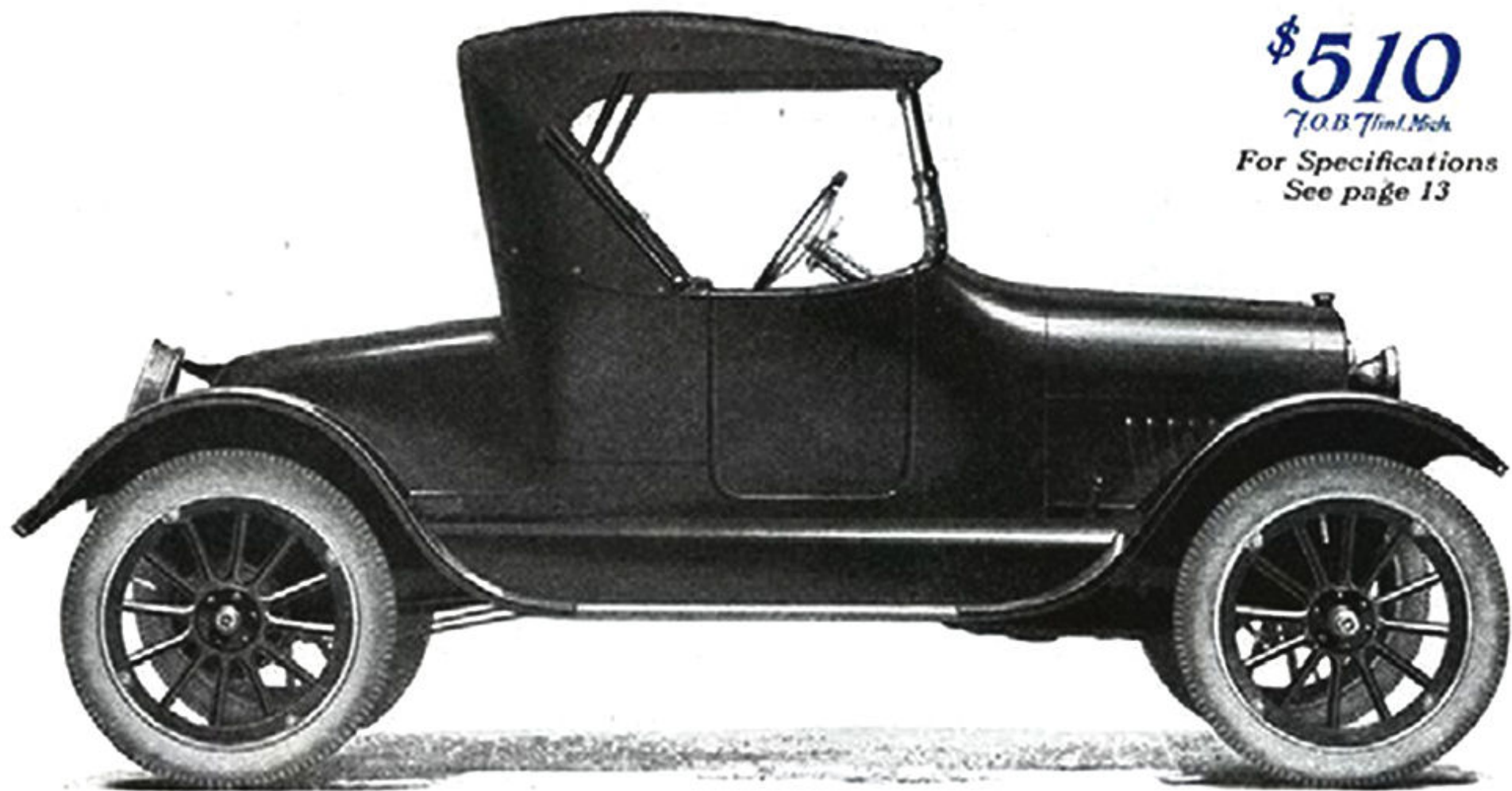
CHEVROLET

\$510

F.O.B. Finl. Mich.

For Specifications

See page 13



NEW SUPERIOR CHEVROLET 2-PASSENGER ROADSTER

THE WORLD'S LOWEST PRICED QUALITY ROADSTER

THE New Superior Chevrolet Roadster delivers the lowest mileage cost of gasoline, oil and tires. The difference in first price is less than the cost of the necessary equipment that must be bought some time for semi-stripped cars of lower first price.

On the basis of average cost per year, new Superior Model Chevrolet Roadster costs least, as any sales manager can prove by comparative records over a period of months.

Equipment and accessories considered, Chevrolet Roadster is the lowest priced car made.

You buy it all at one time, because it is *all there* as sold—nothing more to buy but the license, gasoline and oil. Its equipment includes:

Standard sliding gear transmission—three speeds forward and one reverse.

Modern electrical equipment, starter, Remy ignition, head and tail lights, legal lenses, ammeter on dash, electric horn.

A modern cooling system with large radiator, fan and water pump.

A reliable carburetor with gas heater.

Extra strong and quiet spiral bevel rear axle gears and positive cone clutch.

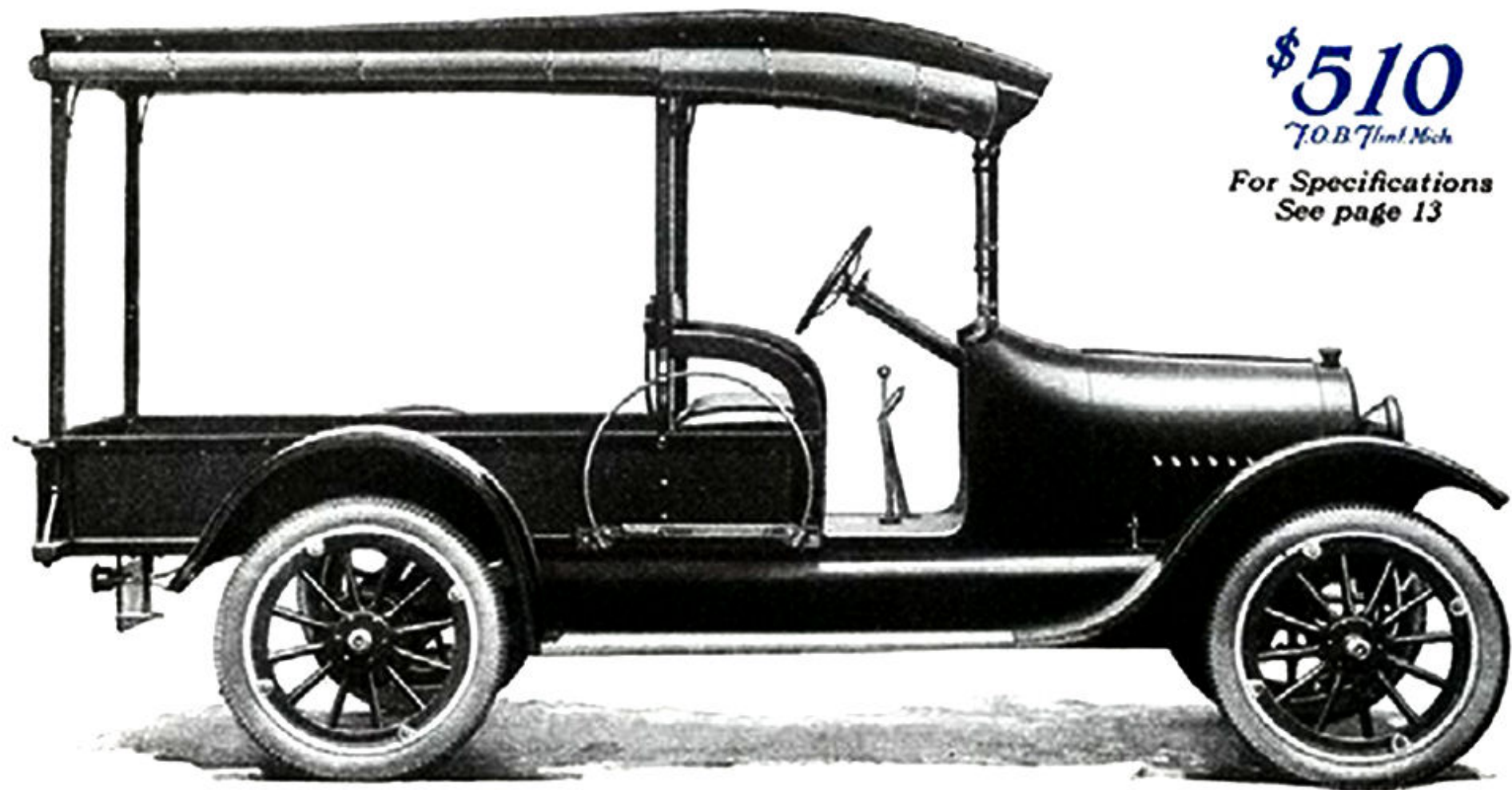
A speedometer, ammeter, oil pressure gauge and choke pull on dash.

Demountable rims with extra rim on rear.

Rear compartment for luggage, samples and advertising matter.

Fine appearance, easy riding qualities and the *lowest cost per mile* for gasoline, oil and tires of any car made.

Body makers can supply boxes with doors to replace the standard rear compartment, at moderate cost.



\$510

T.O.B. 71st. Mich

*For Specifications
See page 13*

NEW SUPERIOR CHEVROLET LIGHT DELIVERY

THE LOWEST PRICED FULLY EQUIPPED LIGHT DELIVERY

FULL equipment, in the case of this car, means not only full mechanical equipment, but also a sturdy express body with curtains, flexible windows and plate glass ventilating windshields. The driver's seat can be entered from either side, and an extra tire carrier is attached to side of body.

This car offers the most for the money of any light delivery on the market, and costs least per mile for operation and maintenance. It must be remembered that the price includes the body and top, mounted ready for use.

Trial and comparison sell it every time, because its superiority and economy are obvious.

It is especially popular with farmers, truckers, and for miscellaneous light haulage. At small additional cost it can be obtained with two extra cross seats for hotel, school or jitney uses, seating eight to nine passengers.

Chevrolet invites comparison because comparisons sell Chevrolet. Investigate the difference before you buy.

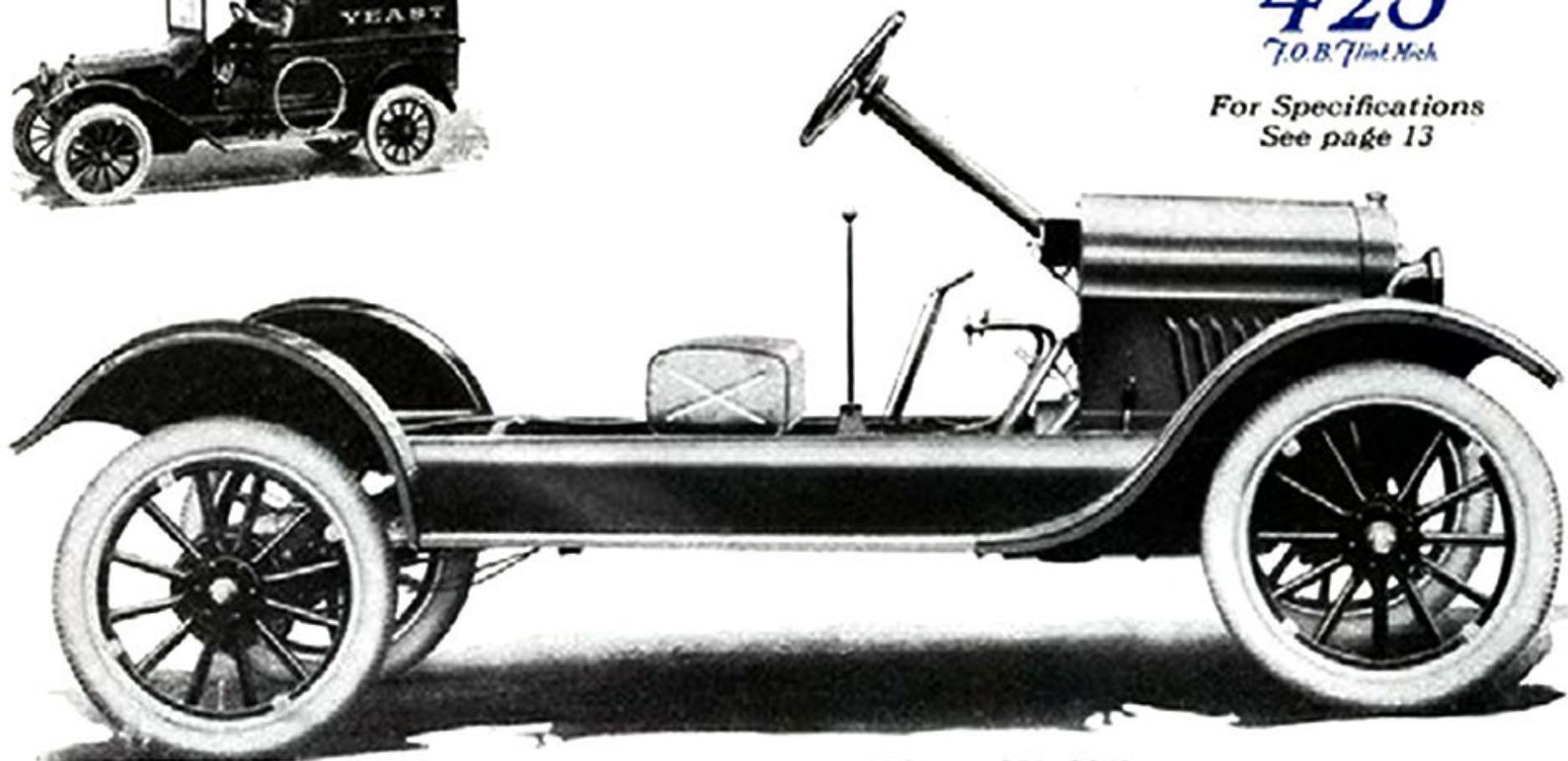




\$425

7.0 B. 7 Int. Mech.

*For Specifications
See page 13*



NEW SUPERIOR COMMERCIAL CHASSIS

This chassis is designed to accommodate any type of commercial body adapted to its size.
It can be attached in a few minutes.

SUPERIOR CHEVROLET SPECIFICATIONS

MOTOR: Four-cylinder, valve-in-head type, 3 1/2" bore, 4" stroke.

CYLINDERS: Cast en bloc (including upper half of crank case). Head detachable.

VALVES: 1 1/2" diameter.

CONNECTING ROD BEARINGS: 1 1/4" diameter, 1 1/2" long.

CRANKSHAFT BEARINGS: Front, 1 1/4" diameter, 2 1/4" long; Center, 1 1/2" diameter, 1 1/2" long; Rear, 1 1/4" diameter, 2 1/2" long.

CAMSHAFT BEARINGS: Front, 1 1/4" diameter, 2 1/2" long; Center, 1 1/2" diameter, 2" long; Rear, 1 1/4" diameter, 1 1/2" long.

OILING SYSTEM: Splash, gear pump and individual oil pockets. Pressure to center bearing. Oil pressure gauge on instrument board.

CARBURETOR: Zenith improved double jet.

IGNITION: New improved Remy distributor.

CLUTCH: Cone type with adjustable compensating springs.

TRANSMISSION: Selective type, sliding gear; three speeds forward and reverse.

COOLING: Water pump and fan; radiator extra size.

FRONT AXLE: Drop-forged I-beam. Tapered roller bearings.

REAR AXLE: Semi-floating type, wheel bearing carried on the wheel hub and in axle housing, not on axle shaft. Hyatt roller bearings. Spiral bevel ring gear and pinion.

BRAKES: Emergency, internal expanding, hand control; service, external contracting; 10" brake drums.

WHEELS: Wood, artillery type, demountable rims, large hub flanges.

TIRES: 30"x3 1/2", straight side cord tires are standard equipment on all closed models.

DRIVE: Left side; center control; spark and throttle under steering wheel. Foot accelerator.

STEERING GEAR: Spur and gear, 16" steering wheel.

SPRINGS: Quarter-elliptic type, front and rear.

WHEELBASE: 102".

SUPERIOR CHEVROLET REFINEMENTS

FRONT AXLE

- 1—Steering knuckles have been provided with large grease cups mounted on the side of the barrel. This insures positive lubrication to upper and lower bushings.
- 2—Hard rolled bronze steering knuckle bushings reduce wear. They will not "rust up."
- 3—Steering knuckle king bolts have been made larger—from 1/2" to 5/8" diameter. This gives larger bearing surface, insuring longer life and greater safety.
- 4—Steering plain arms have been redesigned, having a heavier section and made with a tapered shank where they attach to the steering knuckle. This increases the safety factor.
- 5—Tapered roller bearings are used in front wheels—reducing friction.

CLUTCH

- 1—Transmission supports are drilled in position on each motor and held firmly with heavy drive fit bolts and dowels securely locked. This insures positive alignment of clutch and transmission, preventing slipping or breaking of clutch cones.
- 2—The service brake has been removed from the clutch pedal, making its only function the operation of the clutch. This removes all the strain of the braking action from the clutch and insures positive engagement.

BRAKES

- 1—The service brake has been connected to the former emergency brake pedal. A longer lever has been placed on the axle, which increases the leverage, giving greater braking action.
- 2—The emergency brake has been connected to a hand lever mounted on brackets attached to the transmission case. The latch and sector are of heavy construction, insuring that the brake will remain "set" until released by hand.

REAR AXLE

- 1—Heavy spiral ring and pinion gears are used, eliminating breakage and insuring quiet running.
- 2—The pinion gear is provided with a hub which fits into a heavy duty annular bearing, this giving support to the gear at a point where it is most needed.
- 3—The length of the taper on the propeller shaft has been increased, insuring positive locking of pinion gear.

- 4—An improved propeller shaft thrust bearing is used to carry the driving thrust.

SPRINGS

- 1—The front and rear springs have been regraded to give easier riding.

ASSEMBLY

- 1—New and improved methods of assembly have been devised, which insure positive inspection of all assembly operations.

EQUIPMENT

Standard equipment includes starter and electric lights connected on the battery; legal lenses, speedometer, demountable rims with extra rim, tire carrier and license holder, adjustable windshield, complete tool equipment and on open models, one man top and side curtains.

We reserve the right to make changes in design or construction at any time. Prices subject to change without notice.

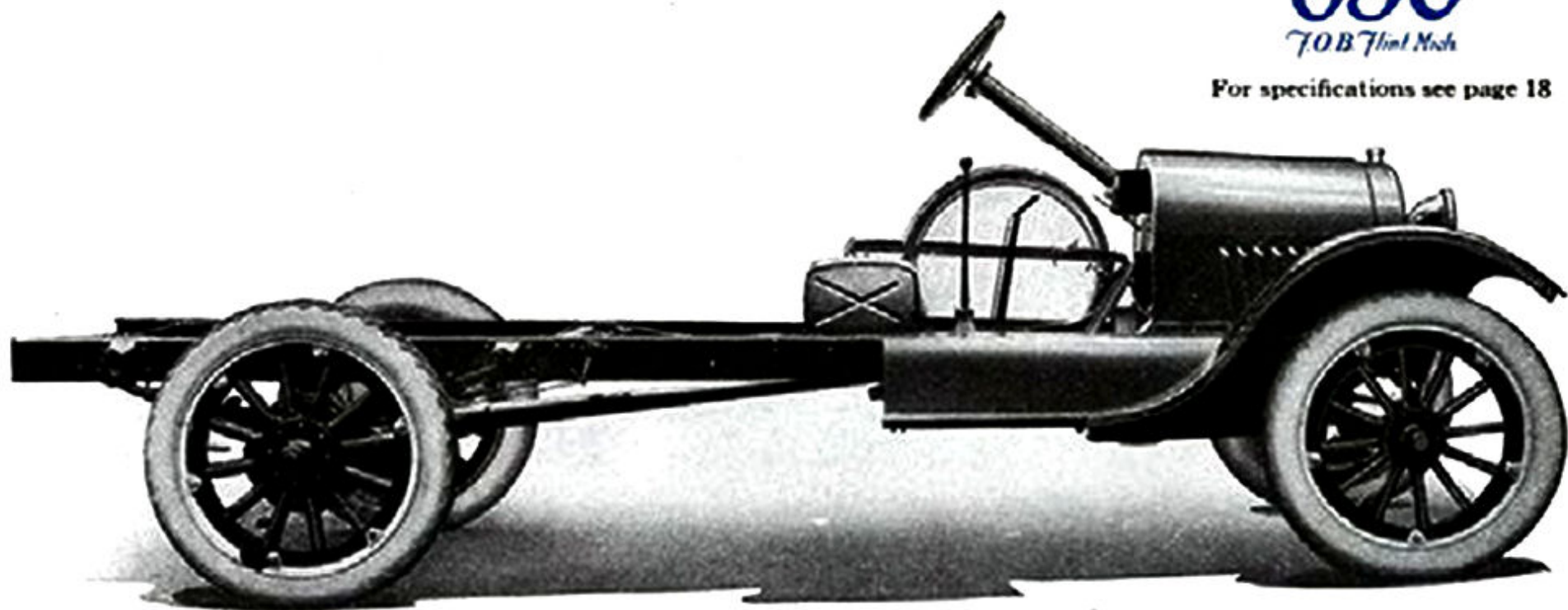
CHEVROLET

Price, Chassis only

\$650

70 B 7 1/2 hp

For specifications see page 18



MODEL G CHEVROLET CHASSIS

MOTORIZED FOR SERVICE AND ECONOMY

THE cost of motor haulage is materially affected by the weight of the truck itself. Economical transportation demands the lightest weight of truck that will carry the load.

Chevrolet Model G is the most economical truck for concerns hauling loads too heavy for the Light Delivery but not heavy enough to require the Model T.

Model G takes a big body and carries a bulky load of medium heavy goods with speed and economy.

It makes an excellent light member of a fleet of heavier trucks. For instance, a retail lumber concern using five-ton trucks for hauling rough and dressed lumber can save money and give fast service on mill-work with the Model G.

With special bodies Model G gives excellent satisfaction for retail delivery of furniture, baked goods, wet wash, dry goods, etc.

The power plant is the same as in the New Superior line, which is ample for this type of truck.

The rear axle is of the straight tooth, bevel gear type, built strong enough to handle any load within the proper capacity of the truck.

Pneumatic tires all around make this truck easy on driver and merchandise.



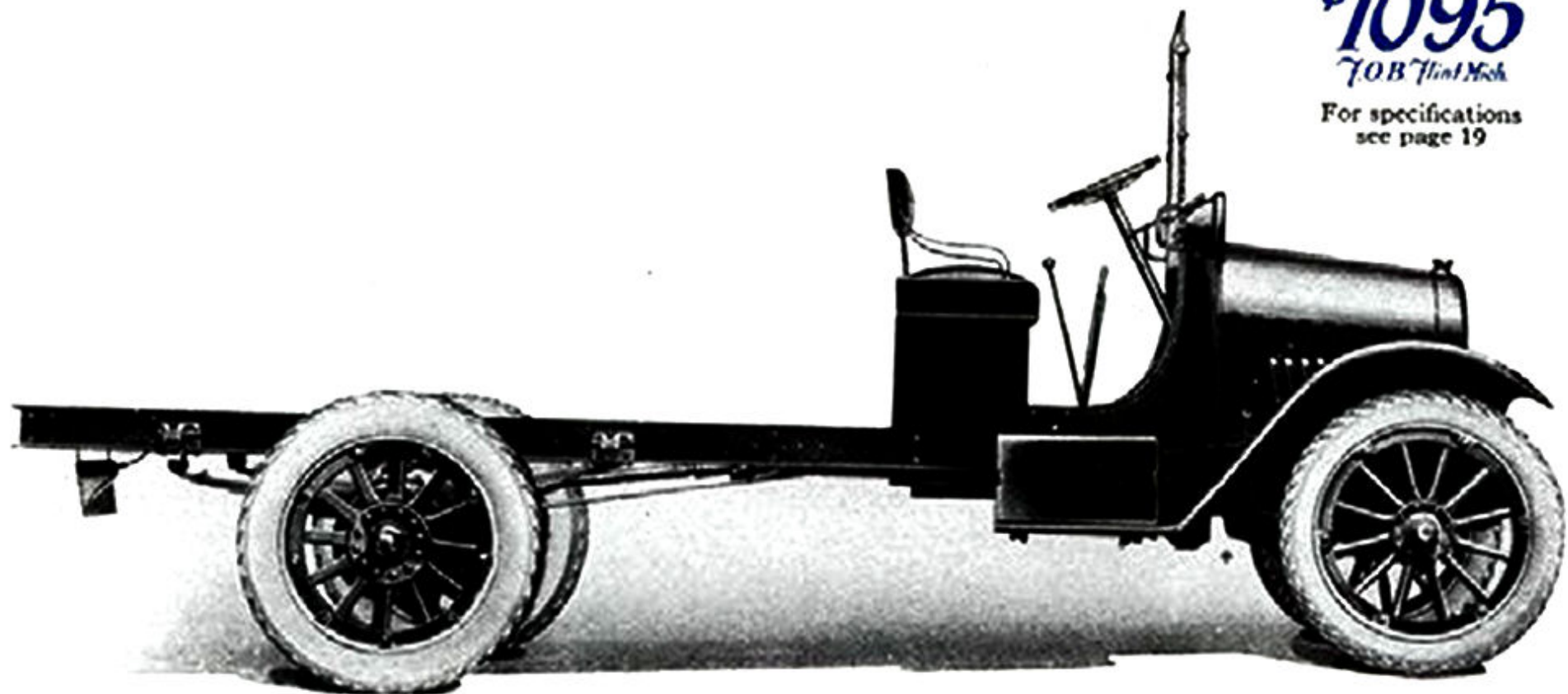
CHEVROLET

Price, Chassis only

\$1095

7.0 B 7 1/2 in. High

For specifications
see page 19



MODEL T CHEVROLET CHASSIS

A TRUCK THAT REDUCES HAULAGE COSTS

HERE'S a medium heavy truck with a real truck chassis, a sturdy, worm-drive truck axle, and a powerful long-stroke truck motor of exceptional range and flexibility.

The Chevrolet Model T truck chassis is designed and built to stand up under hard use. Its low cost—in price and maintenance—insures continued Economical Transportation.

These in brief are the chief factors which are today making the Chevrolet Model T truck one of the most popular transportation units in the one to two-ton field.

The motor is the same powerful pulling unit used in the Chevrolet FB models, with an A. L. A. M. rating of 21.7 horsepower, and a maximum of 37 horsepower—power enough for any load on this size chassis.

The rear axle, the capacity of which governs the loading capacity, is a sturdy unit of quiet, worm-drive construction—proven by years of testing in use to be the most efficient type of axle ever built.

Pneumatic tires all around make this truck fast and useful in any line of business.

It comes completely equipped with full electrical equipment, including lights and starter, and with standard sliding gear transmission.



SPECIFICATIONS MODEL G LIGHT TRUCK

MOTOR: Four-cylinder, valve-in-head type, $3\frac{1}{16}$ " bore, 4" stroke. Cylinders cast en bloc with upper half of crank case. Head detachable.

OILING SYSTEM: Splash, gear pump and individual oil pockets, pressure to center bearing. Oil pressure gauge on instrument board.

CARBURETOR: Zenith improved double jet.

IGNITION: New improved Remy distributor.

CLUTCH: Cone type with adjustable compensating springs.

FRAME: 5"; width, rear 37"; front 28". Length back of driver's seat, $81\frac{3}{8}$ ". Height, $25\frac{1}{2}$ " loaded.

TRANSMISSION: Selective type; three speeds forward and reverse.

COOLING: Water pump and fan. Radiator extra size.

FRONT AXLE: Drop-forged I-beam. The steering knuckles and knuckle arms are ample in size, drop-forged and heat-treated.

REAR AXLE: Semi-floating type, the special parts are made of nickel steel, heat-treated.

CONTROL: Hand throttle, foot accelerator.

SPRINGS: Quarter-elliptic front, semi-elliptic rear. Front springs are $21\frac{7}{8}$ " long and $1\frac{3}{4}$ " wide. The rear springs are $43\frac{1}{4}$ " long and $2\frac{1}{2}$ " wide.

TIRES: All pneumatic. Demountable rims. Front 31" x 4" clincher. Rear, 34" x $4\frac{1}{2}$ " straight-side cord.

WHEELS: Artillery type, standard dimensions, twelve hickory spokes each; front wheels equipped with Timken tapered roller bearings of extra large size.

STEERING GEAR: Spur and gear type, 16" steering wheel. Steering arm of drop-forged steel, heat-treated.

GASOLINE TANK: Capacity 10 gallons. It is located under the driver's seat.

WHEELBASE: 120".

CARRYING CAPACITY: 1,500 to 2,000 pounds.

BODY: Length of the body from inside of tail board to inside of head board is 99". Width inside of boards $44\frac{1}{2}$ ".

EQUIPMENT: Electric lights and starter, highest type two-unit system, double wiring used. Complete lamp equipment; side curtains; adjustable windshield; speedometer; demountable rims; electric horn; complete tool equipment, including pump and jack.

SPECIFICATIONS MODEL T MEDIUM HEAVY TRUCK

MOTOR: Four cylinder, valve-in-head type, 3 1/4" bore, 5 1/4" stroke.

CYLINDERS: Cast en bloc with upper half of crank case. Head detachable.

OILING SYSTEM: Pressure and splash system. Gear driven oil pump. Oil pressure gauge.

CARBURETOR: Zenith improved double jet.

IGNITION: New improved Remy system.

GOVERNOR: Governor is provided and set for 25 miles maximum. It is locked.

CLUTCH: Cone, leather-faced, with adjustable compensating springs.

TRANSMISSION: Selective type; three speeds forward and reverse.

COOLING: Water pump and fan. Radiator extra size.

FRONT AXLE: Drop-forged I-beam. The steering knuckles and knuckle arms are ample in size, drop-forged and heat-treated.

REAR AXLE: Semi-floating type, made of high carbon steel, heat-treated.

CONTROL: Hand throttle; foot accelerator.

SPRINGS: Semi-elliptic front and rear. Front springs are 38" long and 2 1/4" wide. The rear springs are 54" long and 2 1/2" wide.

WORM-GEAR DRIVE: The steel worm is cut, hardened, and then finished by grinding. No adjustment is required at any time.

TIRES: Front, pneumatic 33" x 4" demountable type, non-skid, wrapped tread. Rear, 35" x 5", pneumatic cord type.

WHEELS: Artillery type, standard dimensions, twelve hickory spokes each; front wheels equipped with Timken tapered roller bearings of extra large size. Demountable rims.

STEERING GEAR: Worm and gear type, 17" steering wheel. Steering arm of drop-forged steel, heat-treated.

FRAME: 4"; width, rear 35 1/8"; front, 30 1/2". Length back of driver's seat, 109". Height, 25" loaded. Wheelbase 125".

GASOLINE TANK: Capacity 13 gallons, tank non-leakable. It is located under the driver's seat.

CARRYING CAPACITY: 2,000 to 3,000 pounds. Weight of chassis, 2,840 pounds; with body, 3,420 pounds.

BODY: Length of the body from inside of tail board to inside of head board is 114 1/2". Width inside of boards, 44".

EQUIPMENT: Electric lights and starter, highest type two-unit system; complete lamp equipment, including headlight dimmers; electric horn; odometer; ammeter; side curtains for driver's seat; windshield; complete tool equipment.

CHEVROLET SERVICE FOR COMMERCIAL CARS

THERE are 5000 Chevrolet dealers and subdealers throughout the world, most of them being in the United States.

There are 4000 Parts Depots and Service Stations in the United States alone.

The number of dealers, subdealers and Parts Depots is being increased by hundreds monthly to keep pace with the rapidly growing Chevrolet family which will soon number more than a million owners.

Incorrect, incomplete or too costly service invariably reduces the use of service facilities by car owners, hence operates against economical transportation. It is, therefore, important to owners, dealers and ourselves, that the service essential to continuous, economical operation of Chevrolet cars be established on the same scientific, efficient basis as the manufacture of the product itself.

Recognizing that prompt and economical service is just as essential to economical transportation as low production costs, we have recently inaugurated a Flat Rate System of service charges, which describes all major and minor service and repair operations, value of parts required, and amount of labor necessary for each job.

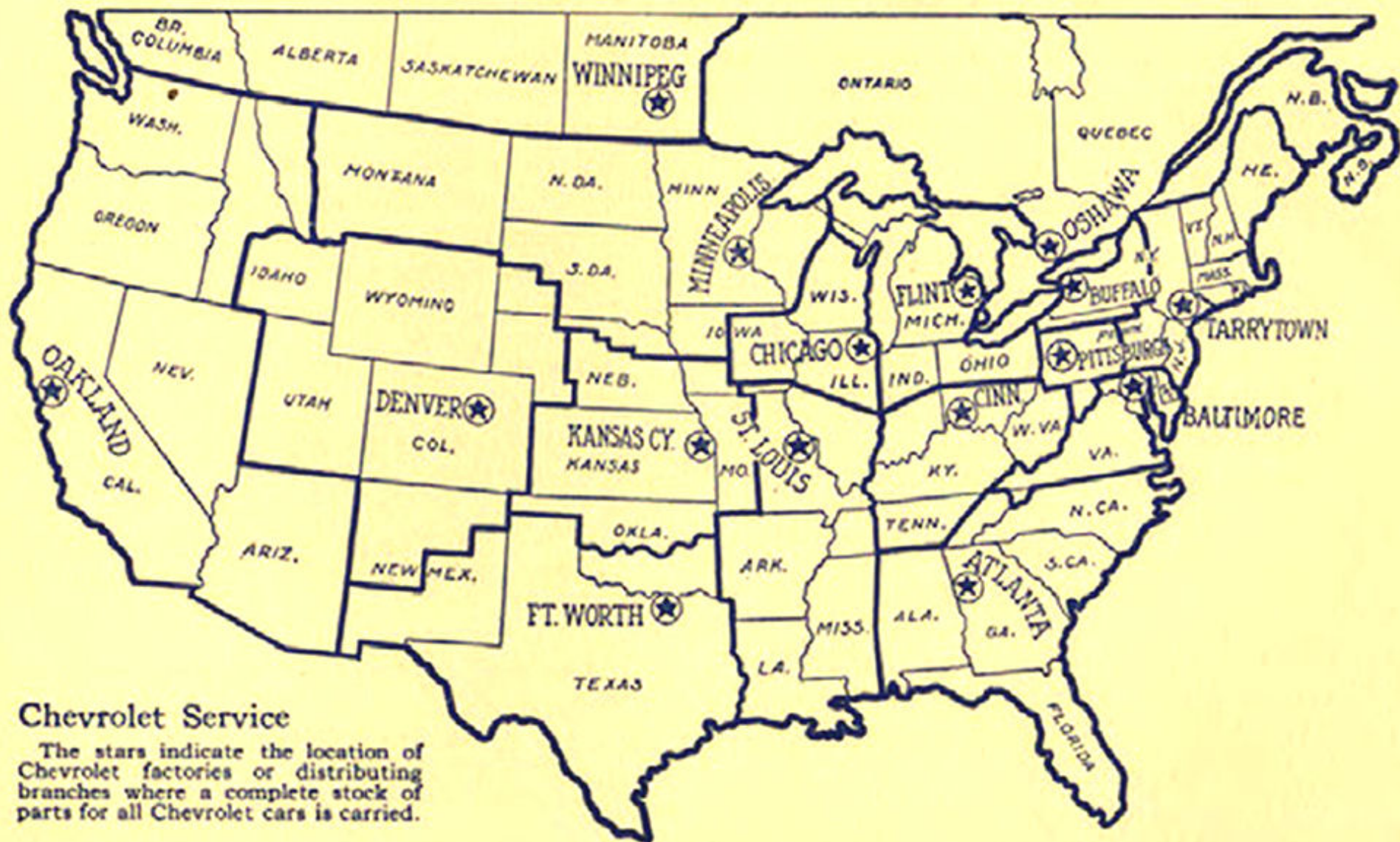
Once the hour price of the labor is known it is an easy matter to figure in advance just what any service will cost and how long it will take.

Such a system saves time and money and obviates errors and arguments as to charges.

All this is in line with our policy to keep Chevrolet maintenance costs at the lowest possible figure, favorably comparable with those of any other car made.

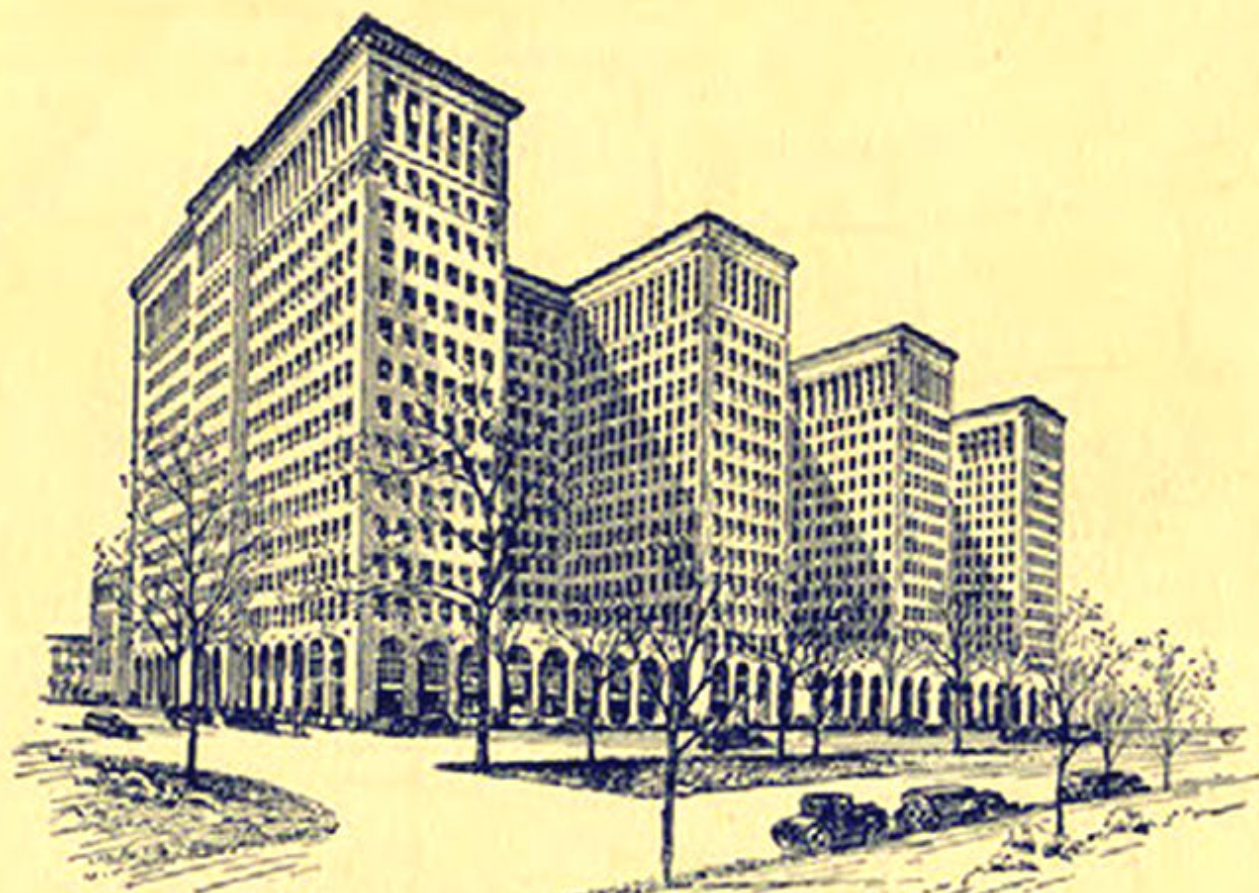
CHEVROLET

OFFICES AND PLANTS



Chevrolet Service

The stars indicate the location of Chevrolet factories or distributing branches where a complete stock of parts for all Chevrolet cars is carried.



HEADQUARTERS OF
CHEVROLET MOTOR COMPANY
GENERAL MOTORS BUILDING, DETROIT, MICH.

