The text is centered and surrounded by five red arrows pointing towards it from the top-left, top-right, bottom-left, bottom-right, and bottom-center directions.

FIVE
points to consider
in the selection
of a
truck

SPECIFICATIONS—Utility 1½ Ton Chassis

ENGINE—Six-cylinder, valve-in-head; 3½-inch bore by 3¼-inch stroke; 194 cu. inch piston displacement; 46 brake horsepower at 2600 R.P.M.

LUBRICATION—Combination pump and splash. Vane-type pump. Constant flow of lubrication to rocker arm shaft.

COOLING—Centrifugal pump; four-blade fan; radiator capacity, 11 quarts.

CARBURETION—Specially designed Carter, including acceleration pump.

STARTING IGNITION—Delco-Remy 6-volt battery.

ENGINE SUSPENSION—Three-point. **PISTON**—Light-weight, cast iron; 3 rings above pin.

VALVES—1½ inches in diameter. One-piece special valve steel.

RADIATOR—Special truck Harrison, hexagon, honeycomb type.

CLUTCH—Single, dry-plate, completely enclosed. Requires no lubrication.

TRANSMISSION—Selective type sliding gear, 4 speeds forward, 1 reverse in unit with motor. Transmission provided with power take-off opening.

STEERING GEAR—Semi-reversible, ball bearing, full worm and gear. 17¼-inch wheel.

FRAME—One-piece steel channel, 6 inches deep, ½ inch thick, 2¼-inch flanges, 187½ inches long.

FRONT SPRING—Semi-elliptic, chrome-vanadium steel, 36 inches long and 1¼ inches wide, 8 leaves.

REAR SPRING—Semi-elliptic, carbon steel, 45 inches long and 2½ inches wide, 13 leaves.

FRONT AXLE—Extra-heavy drop-forged, heat-treated "I" beam. New Departure ball bearings in wheels. King Pin Thrust—ball bearings.

REAR AXLE—Semi-floating, spiral bevel gear shafts, chrome-nickel steel; gear ratio, 4.88 to 1.

BRAKES—Four-wheel, external-contracting on 12½-inch drums on rear, internal-expanding on front; independent

internal-expanding emergency brake on rear wheels. Total braking surface, 317 square inches. Adjustable at each wheel.

WHEELS—Disc type, demountable S.S. rims 20 x 5.

TIRES—Pneumatic, non-skid, S.S., 30 x 5 truck type, 6-ply, front and rear. Optional equipment at small additional cost on rear 32 x 6, 8-ply truck type tires.

FUEL TANK—Ten gallons, located under seat; fuel pump, AC type mounted on crankcase and operated from camshaft.

CHASSIS LUBRICATION—Alemite fittings for high pressure lubrication.

BATTERY—Six-volt battery, 13 plates, 90 ampere hour capacity.

CHASSIS EQUIPMENT—Cowl and dash; instrument panel; toe boards; full-crown fenders, front and rear; running boards and aprons; oil pressure gauge; speedometer; heat indicator; ammeter; channel steel front bumper; spare rim; spare tire carrier; front and rear license brackets.

ELECTRICAL EQUIPMENT—Headlamps, with non-glare lenses; tail and stop lamps; indirect lighting of instruments; light switch; ignition and Electrolock; battery; generator; starter motor; horn button in center of steering wheel; foot operated dimmer switch.

SERVICE EQUIPMENT—Full set of tools; jack and alemite pressure gun.

INSTRUMENT PANEL—In combination with dash, equipped with ammeter, oil gauge, speedometer, Electrolock, ignition switch, carburetor choke, gas and spark control and heat indicator.

WHEELBASE—131 inches.

FRONT OF DASH TO CENTERLINE OF REAR AXLE—101 ½ inches.

BACK OF CAB TO CENTERLINE OF REAR AXLE—51 ¼ inches.

BACK OF CAB TO END OF FRAME—86 ½ inches.

TREAD—56 inches.

OVERALL LENGTH—187 ½ inches.

MAXIMUM LOADING SPACE BACK OF CAB (Two Unit Body)—108 inches.

MAXIMUM LOADING SPACE (One Unit Body)—116 inches.

HEIGHT OF FRAME FROM GROUND—25 inches when loaded.

SPECIFICATIONS—Light Delivery Chassis

ENGINE—Six-cylinder, valve-in-head; 3½-in. bore by 3¼-in. stroke; 194 cu. in. piston displacement; 46 brake horsepower at 2600 R.P.M.

LUBRICATION—Combination pump and splash. Vane-type pump. Constant flow of lubrication to rocker arm shaft.

COOLING—Centrifugal pump; radiator capacity, 10 quarts.

CARBURETION—Specially designed Carter, including acceleration pump.

STARTING IGNITION—Delco-Remy, 6-volt battery.

ENGINE SUSPENSION—Three-point. **PISTON**—Light-weight, cast iron; 3 rings above pin.

VALVES—1½ inches in diameter. One-piece special valve steel.

RADIATOR—Special truck Harrison, hexagon, honeycomb type.

CLUTCH—Single, dry-plate, completely enclosed. Requires no lubrication.

TRANSMISSION—Selective type sliding gear, 3 speeds forward, 1 reverse in unit with motor.

STEERING GEAR—Semi-reversible, ball bearing, full worm and gear. 17¼-inch wheel.

FRAME—One-piece steel channel, 150 ½ in. long.

FRONT SPRING—Semi-elliptic chrome-vanadium steel, 36 in. long by 1¼ in. wide; 7 leaves.

REAR SPRING—Semi-elliptic chrome-vanadium steel, 54 in. long by 1¼ in. wide; 8 leaves.

FRONT AXLE—Heavy drop-forged "I" beam, New Departure ball bearings in wheels.

REAR AXLE—Semi-floating type. **GEAR RATIO**—3.82 to 1.

BRAKES—4-wheel external-contracting on 11 in. brake drums; internal-expanding

TURNING RADIUS—23 ¾ feet. **CHASSIS SHIPPING WEIGHT**—2350 lbs.

The gross allowable weight of the Chevrolet Utility 1½ Ton Truck shall not exceed 7000 lbs., which includes chassis, cab, body, driver and pay load.

ing on front; independent internal-expanding emergency brake on rear wheels. Total braking surface, 243 sq. inches.

WHEELS—Disc type, demountable S.S. rims 20 x 4.50.

TIRES—Front and rear 4.50 x 20.

FUEL TANK—10 gallons, located under seat; fuel pump, AC type mounted on crankcase and operated from camshaft.

CHASSIS LUBRICATION—Alemite fittings for high-pressure lubrication.

BATTERY—Six-volt battery, 13 plates, 90 ampere hour capacity.

CHASSIS EQUIPMENT—Cowl and dash; instrument panel; toe boards, full-crown fenders, front and rear; running boards and aprons; oil pressure gauge; speedometer; heat indicator; ammeter; spare rim; spare tire carrier; front and rear license brackets.

ELECTRICAL EQUIPMENT—Headlamps, with non-glare lenses; tail and stop lamps; indirect lighting of instruments; light switch; ignition and Electrolock; battery; generator; starter motor; horn button in center of steering wheel; foot operated dimmer switch.

SERVICE EQUIPMENT—Full set of tools; jack and alemite pressure gun.

INSTRUMENT PANEL—In combination with dash, equipped with ammeter, oil gauge, speedometer, Electrolock, ignition switch, carburetor choke, gas and spark control and heat indicator.

WHEELBASE—107 inches.

TREAD—56 inches.

MAXIMUM BODY WIDTH BETWEEN FENDERS—45 ¾ inches.

TURNING RADIUS—19 ¾ ft.

CHASSIS SHIPPING WEIGHT—1815 lbs.

CHEVROLET *provides* these Five Fundamental Truck Requirements

Outstanding Performance

32% more powerful than its famous predecessor, with correspondingly increased speed and faster acceleration.

There are five fundamental requirements that you should demand of a truck: It should have outstanding performance; it should be large enough to carry its full weight capacity; it should be economical to own and to operate; it should be comfortable for the driver and easy to load and unload; and it should impress the public with its attractive appearance.

The new Chevrolet six-cylinder Utility 1½ Ton Truck combines these five fundamentals to a greater degree than any other truck.

Generous Capacity

131" wheelbase, and 15¾" frame allow the mounting of any type of body up to nine feet long.

Remarkable Economy

The six-cylinder Chevrolet provides gasoline and oil mileages equaling those of its famous 4-cylinder predecessor.

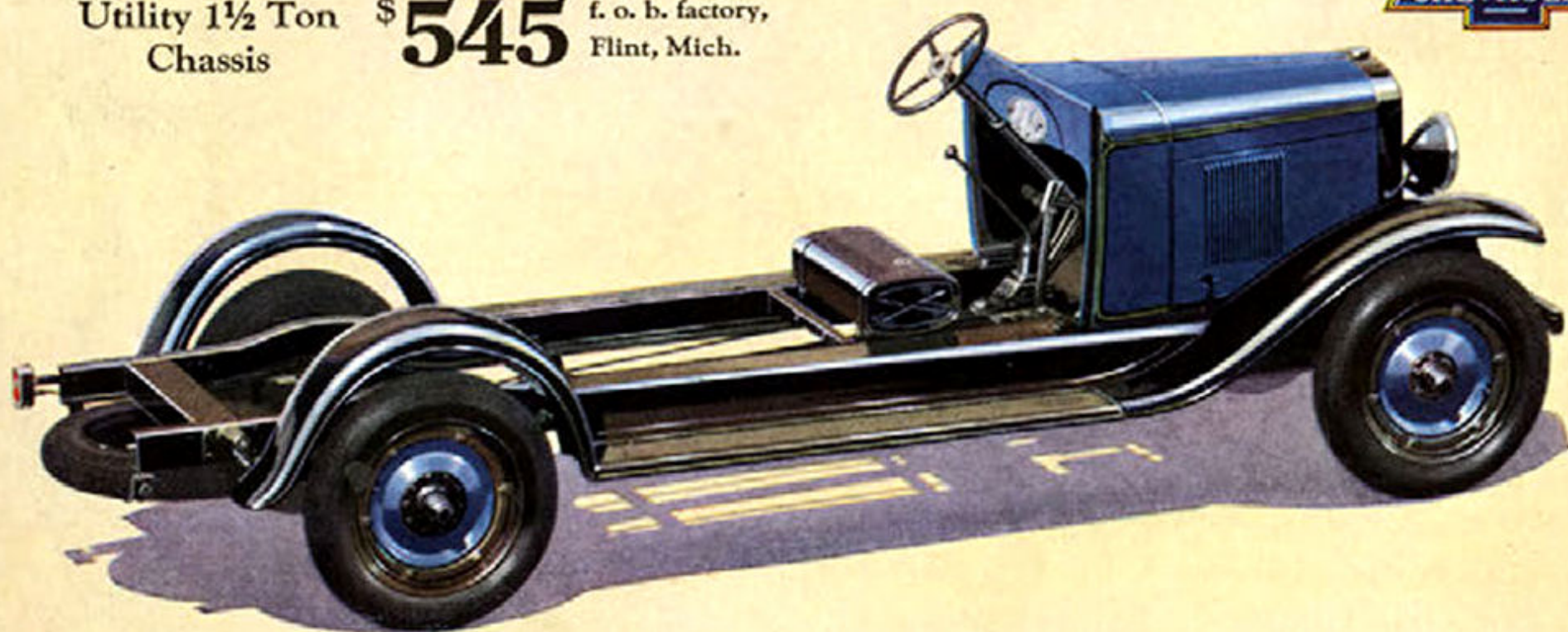
Attractive Appearance

The graceful lines and massive proportions of the Chevrolet truck fulfill the growing demand for smart appearance in a haulage unit.

Comfort and Convenience

Coupe comfort for the driver—and unusually low loading height due to specially designed frame.

Utility 1½ Ton Chassis \$ **545** f. o. b. factory, Flint, Mich.



- a Six in the price range of the four!



Illustrated above is the stake and platform body mounted on the Utility 1½ Ton Chassis with Chevrolet cab. This truck is widely popular among cartage companies, wholesalers, building contractors, etc. This type of body is available in various lengths, widths and capacities.

The World's Lowest Priced Six Cylinder Truck

Not only does the new six-cylinder 1½ Ton Chevrolet Truck provide an outstanding combination of capacity, performance and appearance—

—but it is sold at the lowest price ever placed on a six-cylinder commercial car of equal capacity.

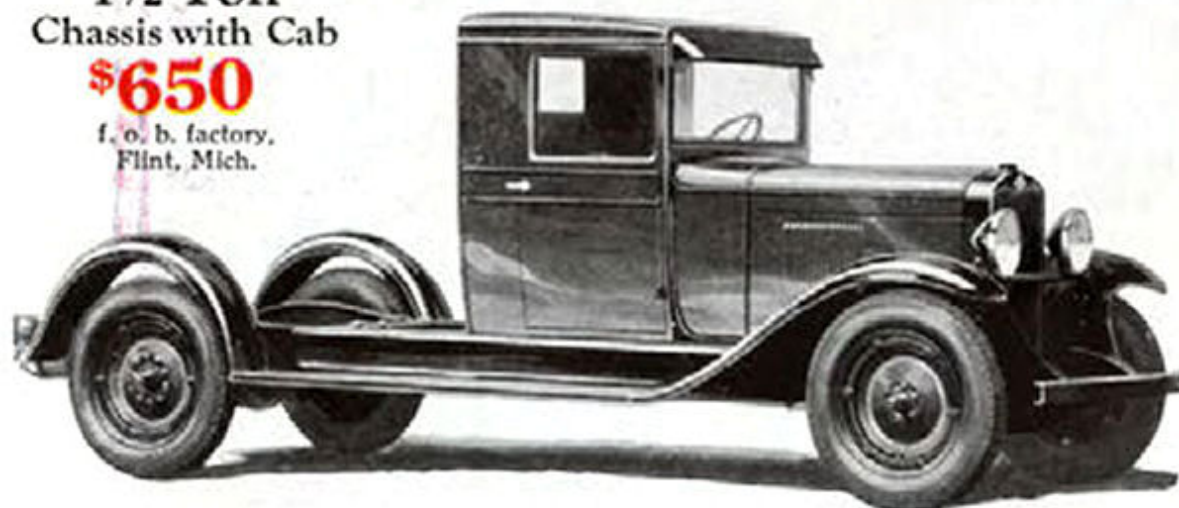
For two consecutive years, the Chevrolet Motor Company has led the world in the manufacture and sale of both passenger cars and trucks. As a result of this tremendous volume production, Chevrolet's facilities have grown in size and efficiency until the Chevrolet organization stands in the very forefront of the world's great industrial enterprises. And, in addition to its own tre-

mendous resources, Chevrolet utilizes at all times the enormous facilities of General Motors—the greatest ever devoted to the development and production of automotive products.

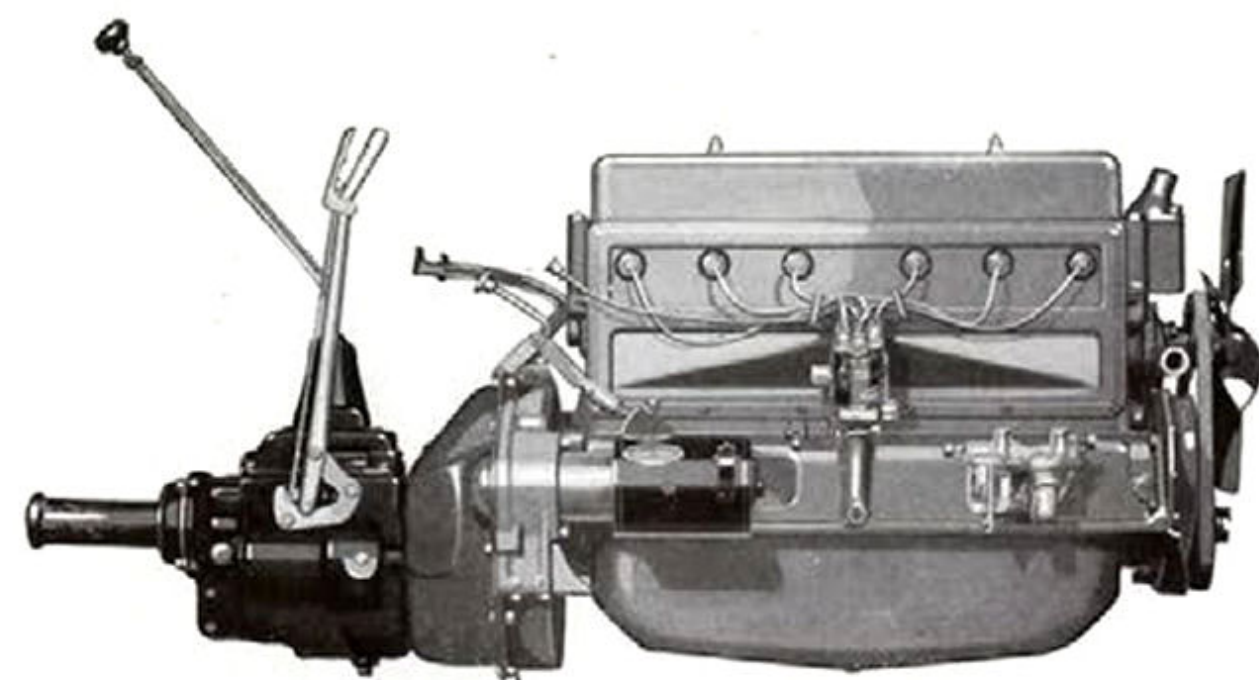
The benefits of this combination of resources are evident in every feature of this great new truck—in its advanced design—its marvelous performance—its strength and sturdiness—its remarkable handling ease—and its amazing economy of operation.

To provide such a truck in the price range of the four is one of the greatest achievements ever recorded in commercial car history—a value that no truck user can afford to overlook!

1½ Ton
Chassis with Cab
\$650
f. o. b. factory,
Flint, Mich.



At the sensationally low price of \$650, the Chevrolet cab-and-chassis is an outstanding value. Due to the design of the frame, almost every conceivable body type may be mounted without extension, and the cab is designed to provide passenger car comfort and convenience.



6 cylinder engine

The Chevrolet six-cylinder valve-in-head engine embodies the latest and best in advanced engine design and construction. It is fully enclosed, has a high-compression, non-detonating head and develops unusual power at slow engine speeds. Its advanced features include air cleaner, crankcase ventilation system, acceleration pump and gasoline pump with filter.



4 Speeds forward

With a four-forward speed transmission that includes an extra low gear with a total reduction of 30 to 1—the new six-cylinder Chevrolet Utility Truck offers a speed for every requirement—for hills, for deep sand, for heavy roads and for straightaway driving on the open highways. This transmission is also equipped with an opening for the installation of a power take-off.

The non-locking four-wheel brakes on the Utility Truck are positive, safe, easy of application—and unusually quiet under all operating conditions. The emergency brake operates entirely independently of the foot brake system.

4 wheel Brakes



A SIX IN THE PRICE RANGE OF THE FOUR



Illustrated above is the motor power dump body, designed especially for contractors and road builders. Dumping mechanism operated from driver's seat. Power application through outlet on 4-speed transmission. Capacity, 1½ cubic yards.

There is a Chevrolet Truck exactly suited to your business requirements

The outstanding performance and economy of the new Chevrolet Six are made available to practically every line of business through the widest selection of body types ever provided to fit a 1½ ton chassis.

Working in close cooperation with the Chevrolet Motor Company, the leading truck body builders of America have studied the specific body requirements of every line of business—and have designed for the Chevrolet Utility 1½ Ton Chassis a selection of bodies to meet the particular needs of almost every conceivable industry.

These bodies are available to any purchaser of a Chevrolet truck through his own Chevrolet dealer. Not only are they available in various capacities—but in their individual design they are adapted to

specific haulage requirements. There are bodies for cartage companies, wholesale houses and express companies. There are steel bodies with either automatic or hand dumping equipment for building contractors, coal dealers and road builders. There are bodies for bottlers, dairies and fuel oil companies. And even the most unusual requirements have been provided for—ambulance bodies, fire fighting units, street sprinklers, and even a "touring home," complete from living room to refrigerator!

If your business calls for a sturdy, dependable, economical truck unit of 1½ ton capacity, see your Chevrolet dealer. He can provide you with a truck that is exactly suited to your needs—and it will do your work with outstanding economy of operation.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation



Designed especially for packers, scrap iron dealers and contractors—this wide bottom express is heavily reinforced throughout. Mounted above rear fenders to permit unusually wide base—and to permit loading from standard platform height.



Built of heavy steel to withstand the pressure of concentrated weight, this hand dump body is widely used by coal dealers. Equipped with swinging center partition to divide the load. Coal chute end-gate. Capacity, 1½ cubic yards.



This 400-gallon tank body is widely popular among fuel oil companies. Tank is divided into three compartments. Long side rack for oil containers. Unusually sturdy construction. Also available with glass lined interiors.



Chevrolet trucks are widely used for the transportation of school children. The school bus body shown above is unusually comfortable and commodious. Well-cushioned seats, adjustable windows and rear door with step.



The Chevrolet Utility Truck is a great favorite with bottlers. Shown above is the popular all-steel, three-deck rack for transporting cased bottled goods. Unusually low center of gravity—an important factor in transporting liquids.

A SIX IN THE PRICE RANGE OF THE FOUR