

**NOW'S
THE TIME TO
DRIVE
A SMART
TRUCK BARGAIN**



GM BOOKLETS
CHEVTRUCK

1961
#7 c.1



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Now's the time to
drive out in a smart
new Chevrolet
Sturdi-Bilt truck!

**BARGAIN
BUY**
BY ANY MEASURE
(just ask any owner!)

You get an extra measure of *quality* in any truck that bears the Chevrolet nameplate—the kind that pays off in day-after-day economy and work-whipping toughness. You'll see it in the actual, on-the-job stories portrayed on these pages. While they relate to specific, individual experiences and may not represent the performance you receive with your Chevrolet truck, they offer ample evidence that Chevy gives you *full value* (and then some!) for your truck dollars. Just turn the page and see where the smart deals are! . . .

New Corvair 95 efficiency takes over on America's hurry-up hauls



CORVAN BUILDS BUSINESS FOR LOS ANGELES BAKERY—Mr. Hershel Gullledge, President of Golden Krust Bakery, stresses the value of Corvan's eye-catching quality appearance in developing new routes. "People notice our Corvan and that's important in this business. In fact, I think it's the prettiest route delivery truck on the road. And it's a safer truck, too, for our drivers, because it handles so well and gives good visibility."



RAMPSIDE PICKUP PAYS ITS WAY AND THEN SOME FOR COLORADO RANCHER—For all kinds of jobs on the ranch and off, Ed Rodine of Parker, Colorado, praises his Corvair 95 Rampside pickup. "I've driven that Corvair just about everywhere—on the ranch and in city traffic—and it really performs. That rugged side loading ramp eliminates a lot of work. And the seat is so comfortable I could drive for 10 hours and hardly get tired!"

"HANDIEST THING I'VE EVER SEEN . . . AND INEXPENSIVE TO OPERATE!" That's what Mr. Gerald Surfas, president, Surfas Refrigeration Co., Los Angeles, has to say about his Rampside pickup. "It's terrific," he states, "for hauling large bulky objects. That side ramp is the handiest thing I've ever seen on a truck. One man can handle a load it used to take two men to lift. And it's inexpensive to operate . . . averages just over 17 miles to the gallon in city traffic."

Owner reports, gathered from all corners of the nation, point up one fact strongly: Corvair 95 design offers something new in hauling efficiency to users in *many* vocations. In a word, it's Corvair 95 *quality* they're talking about—the extra dollar-for-dollar value that gives a truck the kind of working (and saving) ability that makes it the smartest buy.

Everything that adds up to new utility, efficiency and stay-on-the-job sturdiness is right here. With up to 1,900-pound payload capacity, Corvair 95's offer more cargo space than conventional half-tonners—on a nimble 95-inch wheelbase that makes maneuvering and parking a breeze. Low 16 $\frac{1}{4}$ " floor height assures easy loading (and the Rampside pickup provides an exclusive side gate that drops down to form a husky ramp for easy no-lift loading).

And there's the unique, air-cooled aluminum Turbo-Air 6 that never needs water, antifreeze, or radiator repairs and makes a gallon of gas go miles farther. Another reason you'll save on maintenance is the one-piece unitized body-frame, with tough, double-walled body side panel construction. That, combined with 4-wheel independent suspension and rear-engine traction, enables a Corvair 95 to roam over rough backroads with ease and sail down superhighways with road-hugging stability. And you get a roomy, comfortable cab and snappy styling too!

**CHEVROLET
BARGAIN BUYS
FOR DOLLAR-SAVING
DELIVERIES!**



CORVAN CUTS FUEL COSTS BY 43% FOR NEIMAN-MARCUS—"We get about 43% better gas mileage with the Corvan, as compared to the bigger forward control van delivery trucks," reports Mr. Marlin Davis, assistant superintendent for Neiman-Marcus. "The Corvan costs a good deal less to operate. It's ideal for delivering bulky items, yet it's smaller and much more maneuverable than the larger vans it replaced."



CORVAN SAVES TIME AND MONEY FOR NEWARK DRY CLEANER—Mr. C. Jeagle, Sales Manager for the Union Imperial Laundry Company of Newark, N. J., says the Corvan is ideal for short-run wholesale calls and solicitation of new business. "It gets around in traffic real well. On a half-day's run in the city the Corvan saves us about an hour of time, compared to our forward control vans. It's more economical, too. And the traction is good in snow."

CORVAN'S BUILT-IN DESIGN ADVANTAGES PROVE BEST FOR BALTIMORE ELECTRICAL CONTRACTOR—(Left) C. L. Greer, Baltimore, Maryland electrical contractor who uses his Corvan as a "traveling shop," states: "There's plenty of space inside for all the equipment—more load space than you get with an ordinary panel. You can easily walk right inside the body when you need things for the job. And this truck rides like a dream."

Chevy owners report profit-producing results of easy-riding I. F. S., rugged power, roomy bodies.

They're America's most popular light-duty trucks, and you'll see why, right on this page. Owners everywhere count them Number One for saving ability—whether the truck for the job is a pickup, panel, Step-Van, Forward Control, chassis-cab or 4-wheel drive.

Economy begins the day you take delivery. These trucks are built to take a beating and brighten your balance sheets with lowest ever maintenance expense. With Chevrolet's advanced Independent Front Suspension* smoothing the roughest roads, every ride is easier on the driver, the load, and the truck. Fewer repairs and longer truck life result from minimum wear and tear on sheet metal, tires and components.

You can choose from two sure-to-save engines: the famous 135-h.p. Thriftmaster 6 that's proved its ability to put out maximum mileage and dependability in all kinds of service; or the husky Trademaster V8 (optional at extra cost) for power packed performance and short-stroke efficiency.

Chevrolet's wide range of GVW's (up to 10,000 lbs.) offers assurance of the *right* light-duty truck for your job. And, up front, there's a cab that's second to none when it comes to comfort, convenience and safety. Seats are extra wide and foam cushioned. The windshield is high and wide for easy viewing. And there's plenty of head, hip and leg room for the driver.

Get the facts on the Chevrolet light-duty truck best suited for your kind of hauling. Then see how you'll save by owning one!

*Standard equipment on all but 4-wheel drive models, Step-Vans and Forward Control chassis.

BETTER WEIGHT DISTRIBUTION, HANDLING EASE AND DRIVER COMFORT—KEY FACTORS IN TASTEE-FREEZ DECISION TO STANDARDIZE ON CHEVROLET—By the end of next year over a thousand "mobile stores," specially equipped for the sale of TASTEE-FREEZ soft ice cream products, will be in service in all 50 states and in Puerto Rico. The decision to standardize on Chevrolet Step-Vans was made by Mr. A. F. Conto, Plant Manager Harlee Manufacturing Co., the equipment manufacturing division of Tastee-Freeze Industries, Inc., Chicago, Illinois. As Mr. Conto pointed out, "When you have to install 3,000 lbs. of bulky refrigeration equipment, proper weight distribution becomes an important factor. We experimented with several different vehicles and selected Chevy Step-Vans as most ideally suited to our operation on all counts. In addition to completely satisfying all weight distribution requirements, the Step-Vans are easier to handle and more comfortable to drive."



SMOOTH-RIDING INDEPENDENT FRONT SUSPENSION PICKUP ELIMINATES GLASS BREAKAGE—"In this business, glass breakage can cost you plenty," stated Mr. Alvin Link, owner of the Storm Door and Window Service Company, Livonia, Michigan. "However, in our business we've eliminated that problem by hauling all of our doors and windows in our '61 Chevy pickup." Mr. Link also points to Chevy's gas economy: "I get better mileage with my pickup than I do with my car." And comfort: "There's plenty of room in the cab even for my long legs. I wouldn't trade this truck for anything else on the road."



"CHEVY 4-WHEEL DRIVE PICKUP TAKES TO THE TALL TIMBER ON RUGGED FIRE LANE PATROL DUTY"—Fire Warden Henry Seidel from Holyoke, Mass., uses his '61 Chevrolet 4-wheel drive pickup to patrol the timber lands under his jurisdiction. As he puts it, "I can rely on my Chevrolet for smooth, fast action to get me where I'm needed most when an emergency comes up. Even on tough, off-the-road runs through the woods, this truck moves right along without a bit of trouble. The front and rear suspensions seem to work together to provide a good ride in rough country . . . makes my work a lot more comfortable. The cab is plenty strong to take the poundings without extra maintenance. This truck has given me the kind of sturdy, safe transportation I can always depend on."





1961 CHEVY PANEL "PERFORMS WONDERFULLY" FOR FAST-PACED FLYING MAILMEN—Delivering mail to planes, trains and post offices, this Chevy ½-ton panel sticks to fast-stepping schedule. Mr. John Bradish, Vice President of the Flying Mailmen Service, Inc., of New York, states: "Chevrolets have performed wonderfully for us. The economy has been outstanding. The easy loading makes for handy pickup and delivery. And the Independent Front Suspension not only makes it easier to handle but is certainly extending the life of the unit."



STEP-VAN LOADING EASE AND EYE-APPEAL PAY OFF FOR OHIO STORE—"This unit is really doing a job for us," comments Ray Bush, owner of the Ray Bush Colonial Furniture Store, Mansfield, Ohio. "Those big sliding side doors make loading or unloading bulky items much easier. And it's a fine appearing truck—makes a good impression on our customers. It's a natural for our business." Mr. Bush's Step-Van came equipped with spacious 12-foot walk-in body and gas-saving 135-h.p. Thriftmaster Special 6 engine.



OVER 100,000 MILES WITHOUT MAJOR MAINTENANCE! Ben Porter of Belvidere, Illinois, can testify to Chevy's stay-on-the-job stamina and power. Commenting on his 1956 Chevy ½-ton pickup, Mr. Porter stated, "I have driven this truck over 102,312 miles, and those weren't easy miles—at least half the time the truck was pulling a two-horse trailer. And there's been no major maintenance. I can say without hesitation that this is the best truck I've ever owned!"



"WE GET BETTER ECONOMY OF OPERATION, LESS DOWNTIME WITH CHEVROLET TRUCKS"—That's Lester Clark, Road Commissioner of Daviess County, Indiana, talking about his Model 6203-H Chevies with heavy-duty frames and 16,000-lb. rear axles. Used for the maintenance of 895 miles of county roads, these trucks are subjected to extremely severe operating conditions. Mr. Clark also states: "The Independent Front Suspension system has been an important factor in terms of durability. The smooth ride has eliminated a lot of maintenance cost."



EASY HANDLING, LOWER FUEL COSTS, MAKE CHEVY LCF BEST FOR OHIO FURNITURE COMPANY—Mr. Donald McCready of W. G. McCready & Sons, a Mansfield, Ohio, furniture store, has this to say about his Series 50 Low Cab Forward model: "Our drivers often have to maneuver in extremely close quarters. The short chassis design on our Chevy LCF makes it easy. *And I've noticed, too, that our fuel costs are considerably lower with the Chevy. That 235-cu.-in. 6-cylinder engine really performs.*"

CHEVROLET JOBMASTER 6 "PERFORMS PERFECTLY" IN RUGGED, LOW-SPEED HIGHWAY COATING WORK—(Below) The Sentinelkote Corp. of Chicago, Illinois and Wichita, Kansas uses this Chevrolet Model C6303 to apply epoxy resin to road surfaces. The truck must operate at 1300 RPM and move along at the rate of 85 ft. per minute. *Sentinelkote has found the 261-cu.-in. Jobmaster 6 has the power to pull at low speeds on hills which makes it an ideal power unit for this operation. Mr. Ron Frenzel, President, claims "it performs perfectly." Three more Chevies will soon join the unit shown here!*



**CHEVROLET
BARGAIN BUYS
FOR MONEY-MAKING
MIDDLEWEIGHT WORK**

Owners agree these

lean-muscled Chevy models eat up any work that comes their way!



AVAILABILITY OF CHEVROLET TRUCK PARTS SAVES PEPSI-COLA BOTTLER COSTLY DOWNTIME—Mr. Ivan Lawyer, Production Manager for the Pepsi-Cola Bottling Co., Cleveland, Ohio, singles out ease of service and maintenance as major reasons why his company has purchased Chevy trucks exclusively since 1955. As he says, “. . . our delivery schedules are demanding, and when a truck is laid up for repairs, we lose money. Since standardizing on Chevis in 1955, we've practically eliminated costly downtime due to parts shortages. We get parts and service promptly from our local dealer.”

“DRIVING THIS CHEVY IS LIKE DRIVING OVER A FOAM RUBBER ROAD”—That's what one driver for Vangas, Fresno, California, has to say about Chevy's smoother ride, according to Bob Stolte, purchasing agent for the company. “It's really amazing what a terrific difference Chevrolet's Independent Front Suspension makes in the riding qualities of these big trucks,” he continues. “We drive through 4 western states making rural, off-the-highway deliveries of butane and propane gas. And, believe me, some of these roads are really wicked. I have never heard one of our drivers who didn't praise the Independent Front Suspension to the sky. Like our man said, it's almost like the truck was being driven over a foam rubber road.”



If your operation calls for a middleweight truck, it'll pay you to check out Chevy's advantages. Look into *conventional cab trucks*, for example: choose from 58 models with GVW's ranging from 14,000 to 22,000 lbs. and *tough* components that know how to squeeze bonus earnings out of tight budgets. Or, if you're looking for extra payload capacity and maneuverability, investigate Chevrolet's *18 Low Cab Forward models*. These hefty haulers (only 93½" long from bumper to back of cab—or 90" on tractor models) are short enough to haul a 40-ft. trailer without exceeding 50-ft. length limits. And for the ultimate in big payload efficiency, you'll want to see Chevy's 8 new middleweight *Tilt Cab trucks* . . . just 72 inches from bumper to back of cab for unsurpassed agility, payload capacity and engine accessibility.

You'll find, too, that Chevrolet's medium-duty engine lineup can't be topped for low-cost, hard-working power. There's the famous 235-cu.-in. Thriftmaster 6, standard in Series 40 and 50 models; the husky 261-cu.-in. Jobmaster 6—standard in Series 60 models; plus a choice of the toughest, savingest short-stroke V8's going.

Every model gives you Chevrolet's Independent Front Suspension (it's protection for the truck, load and driver) . . . tough frames that add to truck life . . . sturdy, roomy, comfortable cabs—and a wide choice of axle and transmission combinations, including fully automatic Powermatic in Series 60.



KITCHEN CABINET MANUFACTURER LOWERS COST PER MILE WITH 19-TRUCK CHEVROLET FLEET—Precisionware, Inc., Thompsettown, Pa., point out that their trucks—which deliver kitchen cabinets to housing developments—must travel over extremely rough roads and trails. Mr. Joseph Wos, Plant Manager, states: “Chevy's powerful V8's and the excellent weight distribution provide the ability we need for rough terrain. With Chevy, our cost per mile is lower, tire mileage better and overall satisfaction higher.”

Here's how owners profit from the heft and muscle of Chevrolet heavy-duty trucks

Truckers like the ones shown here have found that you get the widest choice of *choice* heavyweight hauling equipment from Chevrolet.

They've found, first of all, that there is a *long* lineup of models to choose from—51 in all including tandems, Tilt Cabs, Low Cab Forward and conventional cab models, with GVW's ranging all the way up to 36,000 lbs. And they've learned that every truck offers extra measures of saving power and stay-on-the-job stamina—brute strength to spare stemming from massive K- or X-braced frames, king-sized Full-Air or Air-Hydraulic brakes, heavy-duty transmissions and much more.

Every model provides Chevrolet's famous road-smoothing Independent Front Suspension that assures far less strain on chassis components, driver and cargo—less truck maintenance and longer truck life.

And every model comes equipped with a big reserve of work-whipping, short-stroke V8 power. For dollar-saving efficiency on big tonnage hauls, Chevy's husky 348-cu.-in. Workmaster Special, with 2-barrel carburetor economy, is standard on Series 70 conventional and Low Cab Forward models. And, supplying maximum working ability with 348 cu. in. of muscle and toughest components, there's the rough-and-ready Workmaster V8 for Tandems and Series 80. A wide range of axle and transmission combinations round out power trains that are second to none for durability.



BIG LUMBER LOADS COME EASY FOR LONG-WHEELBASE CHEVY HEAVY-WEIGHT! Sundeen Lumber Co., Inc., Manchester, New Hampshire—"Steers almost like a pickup truck, even with a 10-ton load," says Kenneth Craig, driver, of Sundeen's new C8803 Chevy with platform lumber body. Speaking from over twenty years of driving experience, he finds the new Chevy tops them all, with driving, handling and load-working ease that cuts time on the job to a minimum. He's also especially impressed with the tight-sealed comfort and extra visibility of Chevrolet's Comfort-King cab, and the responsive, do-anything performance of the husky Workmaster V8.



TOP PERFORMANCE AND HANDLING PAY OFF BIG FOR OKLAHOMA OIL WELL SERVICE FIRM—Go-Jet Service, Inc., Pauls Valley, Oklahoma—"It's really the berries—wouldn't trade for it. Weighs 24,000 lbs. as she sits and really goes down the road—great visibility and handling, too!" So says driver Roy Reynolds of Go-Jet's 1961 T80 Tilt Cab. And B. D. Nation, District Manager and Secy.-Treas., backs him up, says Chevy trucks do the job better and more economically than competitive units. (Go-Jet plans to add three more Chevy Tilt Cabs this year.)

MAINTENANCE RECORDS SHOW CHEVY'S METTLE IN CONTINUOUS-DUTY CONCRETE MIXER SERVICE—(Left) Kankakee Concrete Products Corp., Kankakee, Illinois—"Very satisfactory unit," says R. J. Soleau, Vice President and General Manager, of Kankakee's four 1960 Chevrolet M7303 tandems equipped with 6-yard mixers. Records show maintenance costs for all four units totalled only \$100 in the first 9 months of operation, with engines running non-stop, on the road and at the job site.





CHEVY TANDEM TRUCKS STAND THE GAFF IN HARD-PRESSED OFF-HIGHWAY SERVICE! Branch Fleming, strip mining operator, Middleport, Ohio—"I rely on them for heavy-load runs from pit to tippel," says Mr. Fleming of the 1960 and 1961 Chevy tandems in his 15-truck fleet. In his business, he can't afford to be wrong about operating economy and downtime costs—his trucks have to deliver and no two ways about it. And he's well pleased with the way his Chevies handle the job.



NEW JERSEY FIRM KEEPS "ON SCHEDULE" WITH CHEVROLET DELIVERY VAN—"It just does everything better," commented Mr. John E. Siedler, Supervisor for the Newark Parquet Flooring Co., Newark, New Jersey. He was talking about the Chevy Series 80 truck with a 15 foot van body you see pictured above. "We use it to pick up and deliver tile flooring to customers," he continued. "The truck will stand up better under a heavy load than any we've ever used before. And our drivers report that it can't be topped for easy, comfortable driving. We've put a lot of miles on that truck and we've had absolutely no trouble with it. Fast service is one of our most important selling points and we've found that we can depend on our Chevy to get the goods where we want them with a minimum of delay due to maintenance or repairs."

SOUTH DAKOTA GRAVEL FLEET STICKS WITH CHEVY—AND SAVES! (Left) Mannerud Construction Co., Inc., Brookings, S. D.—"Best trucks available," says General Superintendent Ralph Mannerud of the 17 heavy-duty Chevies in his hauling fleet, including '58, '59 and '60 models. Detailed upkeep and downtime records show their Chevies have been more economical to operate than any other make they own. That's why he says, "Why experiment? We know that Chevrolets can't be beat!"

Best truck build makes Chevy a bargain buy!

■ There's more truck for your money in every Chevrolet model, because top value is designed and built into every detail. You get the latest and best design features, tough work-proved components, and efficient fuel-stretching power, in a balanced combination expressly engineered to cost you less in the long run. And this is quality you can *count on*. No matter which model you select, you know it's backed by the kind of engineering and production know-how that has built and sold more trucks than any other make. After you've bought your Chevy, you'll soon see that you've come by a real value—and the black ink in your books will prove it again and again, as long as you use the truck!



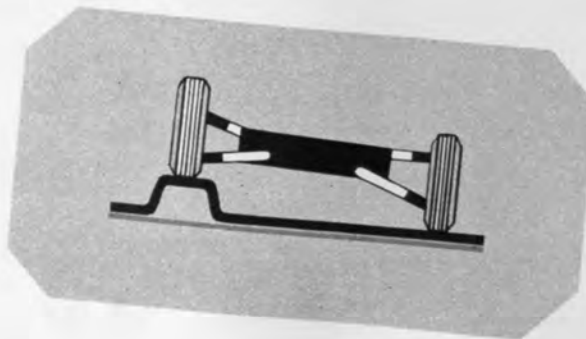
**STURDY CABS CUT MAINTENANCE,
KEEP DRIVERS EFFICIENT
ON THE JOB!**

Chevy cabs are built right to seal tight and stay together through a long, hard-working life. Weather and fumes stay outside where they belong, and heat and noise are kept at a minimum by extensive insulation and deep-cushioned cab mounts. If you drive yourself, you're in for a revelation your first day on the job. Even if you don't, there are benefits stemming from increased driver satisfaction which can result in greater productivity on the job.



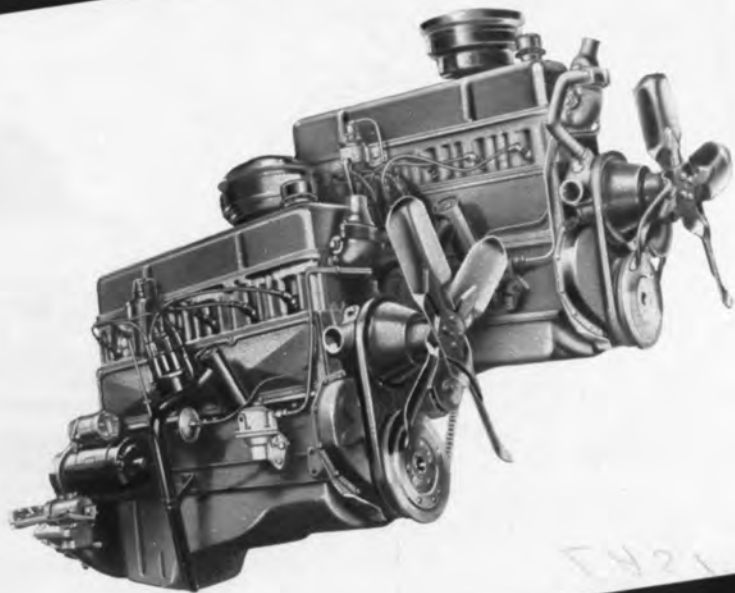
CHEVY TRUCKS RIDE SMOOTHER, LAST LONGER . . . WITH IES

Rough-road pounding has probably cost you plenty in the past, in unnecessary fatigue, in payload damage and in premature failure of truck parts—but it needn't any more! Chevy's free-stepping front wheels roll smoothly over the biggest bumps, soaking up the bulk of the road shock before it can reach the truck frame. Most of the harsh jolts that have been taken for granted as part of driving a truck don't even exist with a Chevy. Cabs, bodies and chassis components stay in top shape far longer, and you'll find you can make better time, and more trips per day, over your toughest runs.



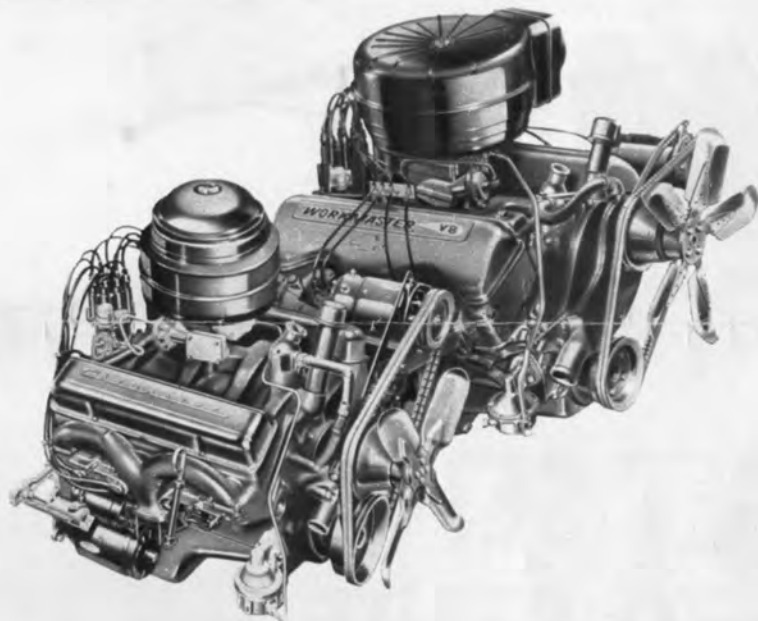
THE INDUSTRY'S BEST SELLING, BEST SAVING SIXES

Chevrolet's world leadership in six-cylinder engine production brings you the most highly developed sixes in the business, famous for teaming toughness and thrift to deliver unbeatable overall economy. The light-duty 235-cubic-inch Thriftmaster and Thriftmaster Special represent a design that has powered more payloads than any other engine on the road. In Corvair 95 models, there's the new horizontal-opposed, air-cooled Turbo-Air 6, an outstanding engineering achievement that's making a big hit with truckers everywhere. And topping the roster, there's the rugged 261-cubic-inch Jobmaster 6, taming tough medium- and heavy-duty jobs right up to 22,000 lbs. GVW.



BURLY V8's THAT BEAT BIG JOBS AND HIGH COSTS!

The extra punch of V8 power is available at moderate extra cost in all except Forward Control models, and is standard equipment in Series 70 and 80 heavy-weights. And Chevrolet's V8 designs stand second to none in payload performance and efficiency. The 283-cubic-inch Trademaster and Taskmaster V8's offer an ideal blend of spirit, stamina and savings for light- and medium-duty models through Series 60-H. For top-tonnage muscle, Chevy heavyweights feature the 348-cubic-inch Workmaster Special and Workmaster V8's, delivering 185 and 230 horsepower, respectively, to keep the biggest loads rolling.



ROUGH AND READY CHASSIS—THEY'RE LIKE MONEY IN THE BANK!

Keeping a truck going day in, day out, under extreme load and road conditions, calls for *backbone-plus*—and nobody builds it in better than Chevrolet. That's why you'll find Chevy truck frames are custom-designed for each weight class, each tailored for maximum-duty requirements with minimum dead weight throughout the line. Suspension components, too, are duty-tailored in every weight class. Look into Chevrolet's many better built features—you'll find solid assurance that the Chevy you buy is built right to do the job better, and cut operating and upkeep costs to the bare minimum from delivery to trade-in. There's no surer way to save!



GET SET TO START SAVING



Talk about truck value just naturally turns to talk about Chevrolet. And no wonder. There isn't another truck made that offers more solid value per dollar. Just look, for example, at the extras you get at no extra cost with Chevy: Work-whipping Independent Front Suspension to smooth the way to reduced truck wear, maintenance expense and driver fatigue; chassis components that last up to four times longer than ordinary truck parts; solid, sturdy cabs, frames and bodies that stay on the job longer; 6-cylinder and V8 engines that know how to slash operating expenses. On all kinds of truck runs, these new Chevrolets are delivering the kind of performance that means big savings for owners. And there will never be a better time than now for you to cash in on this new worth and working ability. See your Chevrolet dealer for all the facts!

PUT YOUR TRUCK DOLLARS WHERE THE TRUCK VALUE IS!

(You'll get the best value for those dollars at your Chevrolet dealer's)

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