

1930 #1
April - May - June - July

GM
CHEVROLET TRUCK

1930
#1

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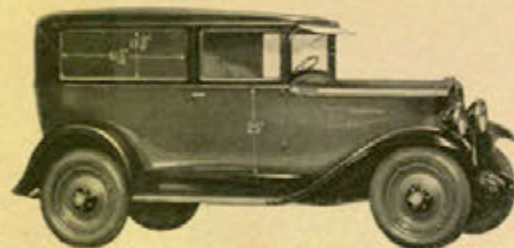
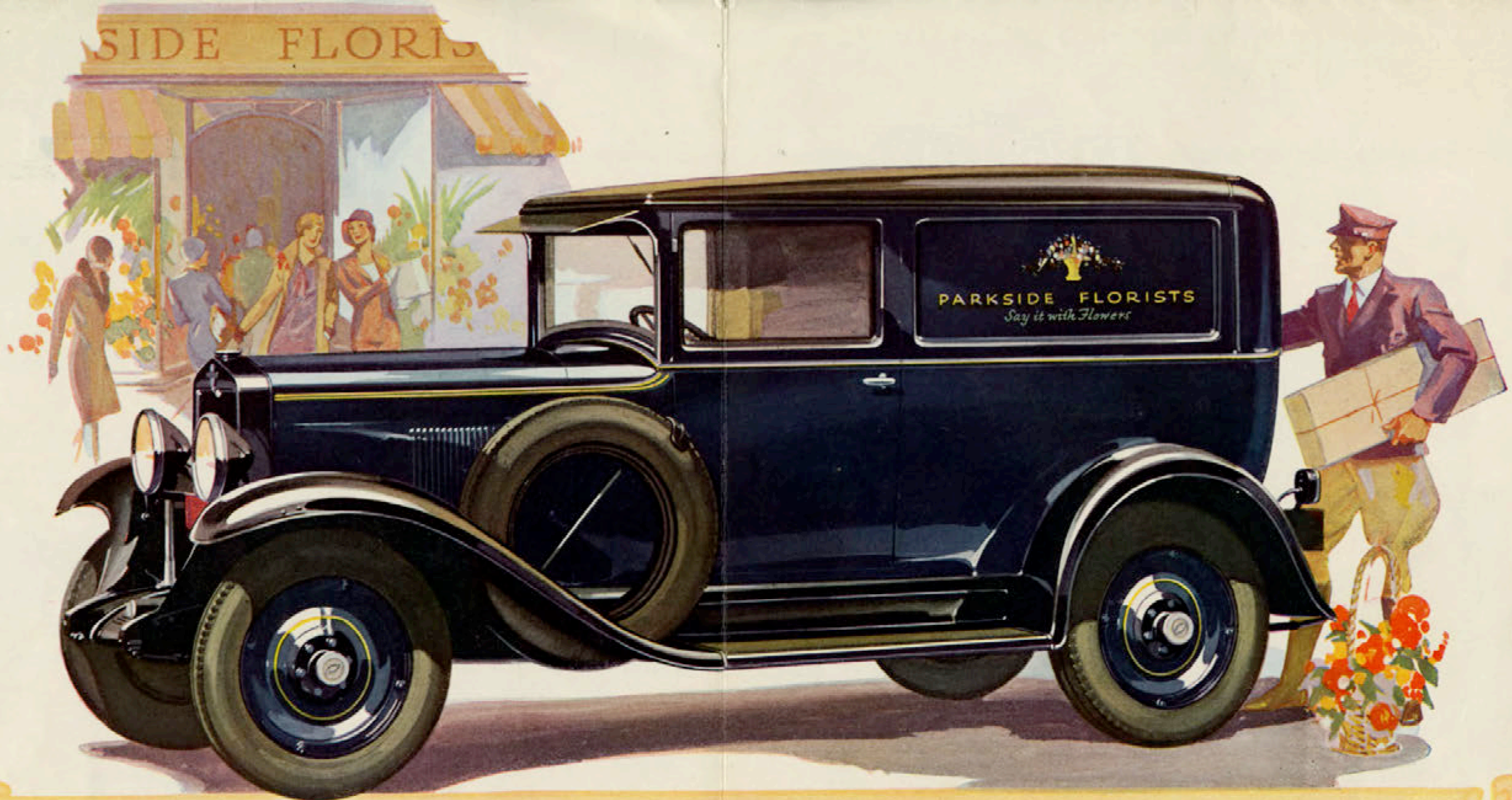
Must be returned promptly
and in good condition

for Economical Transportation



CHEVROLET

Six Cylinder
Light Delivery
and
Sedan Delivery



Display space of approximately 4 sq. ft. of panel is available on each side of the body for lettering the firm name and an advertising message.

The SEDAN DELIVERY

Meeting the long existing demand for a commercial unit that combines the comfort and smartness of a passenger car with the strength and performance of the sturdiest truck design—the new Chevrolet Six Sedan Delivery is being hailed by users everywhere as the year's greatest contribution to the commercial car industry. Adapted from passenger car design to meet the requirements of smart specialty shops, department stores and salesmen whose work requires them to carry samples—the beautiful Fisher body reveals,

in every detail, the strength, sturdiness and surpassing style for which the Fisher name is famous. The Sedan Delivery is powered by the improved Chevrolet 50-horsepower six-cylinder engine—whose smooth, quiet performance has never before been approached in the low-price commercial car field.

\$595
*f. o. b. factory
 Flint, Mich.
 (Spare tire extra)*

And the chassis reveals, throughout, those fine car features which distinguish the new Chevrolet Six—including 4 Lovejoy hydraulic shock absorbers, internal-expanding weather-proof brakes and larger full-balloon tires.

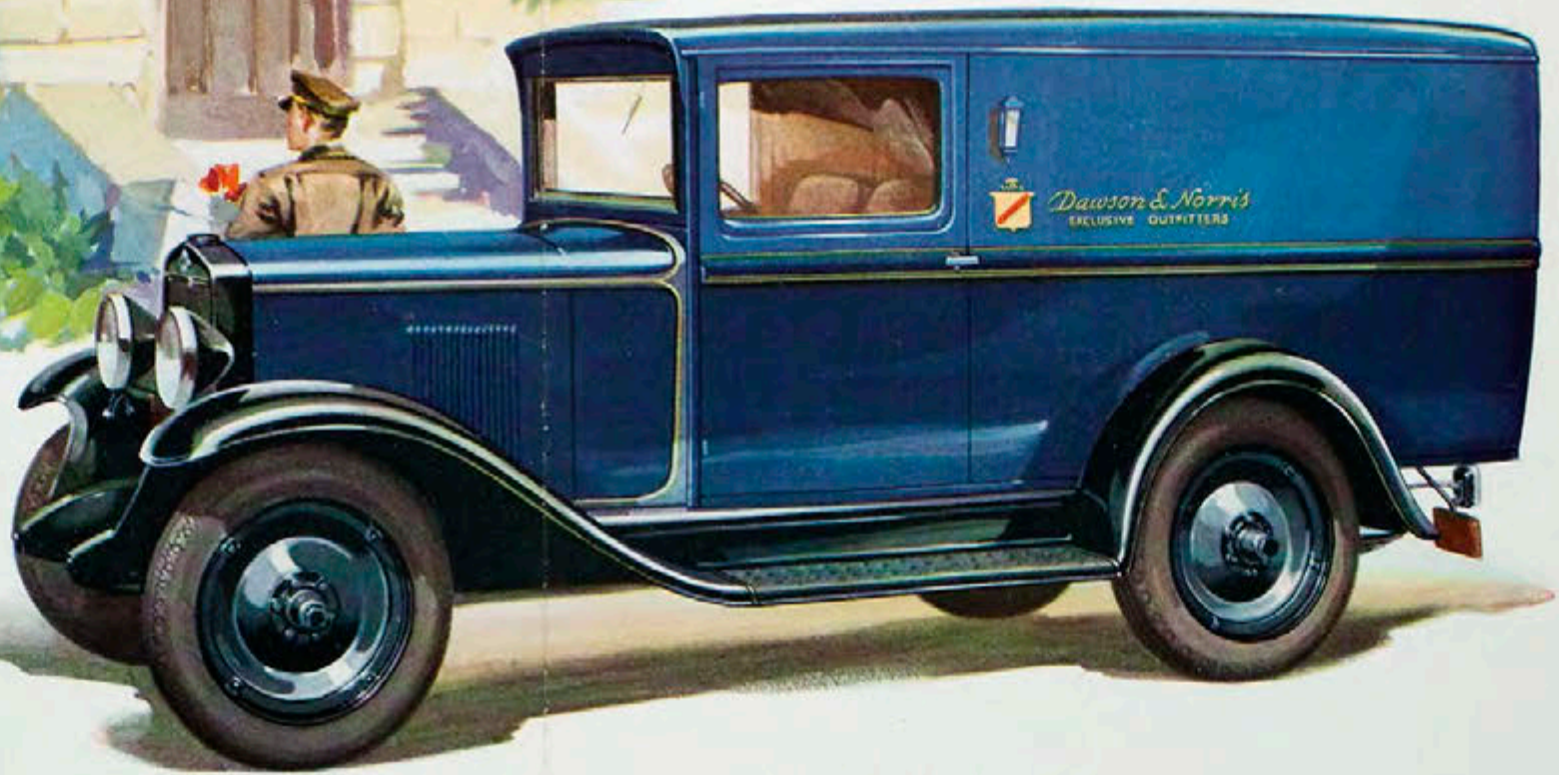


A wide, deep door in the rear—designed to harmonize with the contours of passenger car lines—provides exceptional loading convenience.

A SIX IN THE PRICE RANGE OF THE FOUR

De Luxe Light Delivery

Illustrated at the right is the Light Delivery Chassis, equipped with a De Luxe panel body. These smart body types are available in a wide variety of attractive color combinations. Designed with load spaces up to 72 inches in length and 45 inches wide. An unusually popular unit among merchants in all lines of business.



Comfortable, roomy, economical and dependable—the Chevrolet chassis mounted with a suburban body is widely used for station wagons, for country club use, and for all-round utility purposes on large estates.



The panel body is ideally suited to the requirements of florists, laundries, cleaning establishments—and similar users who demand exceptional performance and economy, combined with smart appearance.



The screen side express body, equipped with heavy curtains that may be lowered in bad weather, is a great favorite among hardware merchants, express companies, produce dealers, etc. Also available without screen sides.



This De Luxe panel body, with its graceful mouldings, rounded corners and attractive color combinations, is unusually popular among all users of light delivery equipment.

for Economical Transportation



The Improved Chevrolet Six-Cylinder Light Delivery Offers Outstanding Beauty, Performance and Economy

Combining outstanding beauty and economy with remarkable six-cylinder performance—the new Chevrolet Light Delivery Truck is one of the greatest contributions Chevrolet has ever made to the commercial car industry.

Chevrolet is able to build such a truck at such sensationally low prices only because of its tremendous volume production, enormous plant facilities and diversified engineering skill.

Here, for instance, is a marvelous 50-horsepower six-cylinder motor which represents the combined creative skill of Chevrolet's great engineering staff and the engineer-scientists in the General Motors Research Laboratories—and whose perfection is the result of five years of testing and development. In its wealth of reserve power, in its smooth, quiet operation, and in its amazing economy of gasoline and oil—it ranks as one of the greatest advancements ever achieved in the design of a gasoline motor. It combines the flashing acceleration, the high speed and the great flexibility that

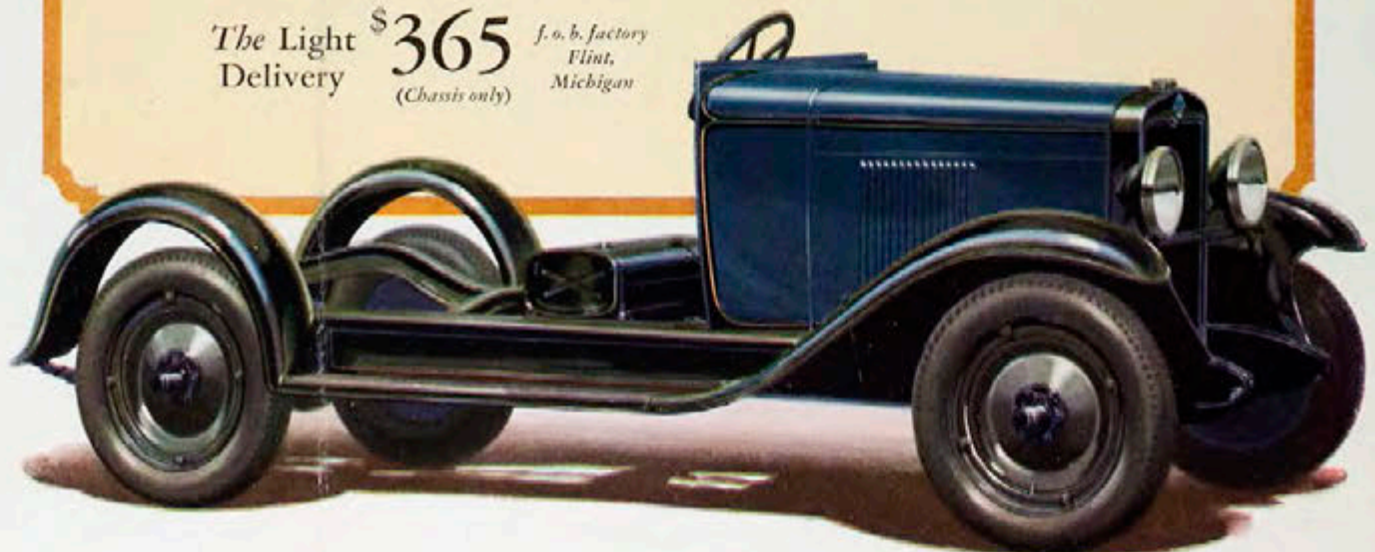
have made the six-cylinder engine so necessary under the congested conditions of present day traffic.

In comfort and handling ease, the Light Delivery Chassis is unsurpassed. The four long semi-elliptic springs, set parallel to the frame, cradle the load over the roughest highways. An improved ball bearing steering mechanism, a heavy single-plate dry disc-clutch and foot-controlled, adjustable beam headlights make driving safe and easy under all conditions of road and load. And big, quiet, internal-expanding weather-proof brakes afford braking control in excess of the severest requirements.

And never has a Light Delivery unit priced so low revealed in every feature such rugged strength, such high quality materials and such long-lived, dependable design.

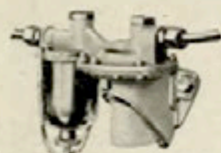
If your business calls for fast, dependable, economical delivery service—solve your problem with this improved six-cylinder Light Delivery unit.

The Light Delivery **\$365** J. O. B. Factory Flint, Michigan
(Chassis only)



A SIX IN THE PRICE RANGE OF THE FOUR

Modern Features of Outstanding Quality



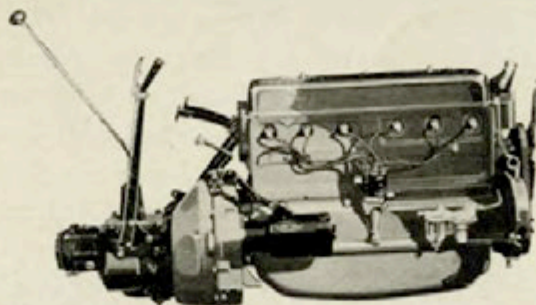
A new type gasoline pump with filter assures a plentiful supply of clean gasoline on all road grades and under all operating conditions.



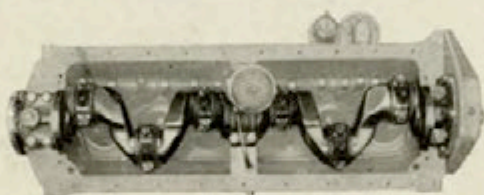
The instrument panel is indirectly lighted and carries a complete grouping of all the control instruments, including engine temperature indicator, theft-proof Electro-lock and a new gasoline gauge.



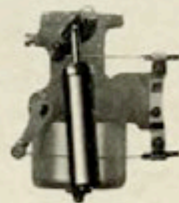
The Chevrolet rear axle has spiral bevel gears of $3\frac{1}{2}\%$ nickel steel. It is encased in a single-piece banjo-type pressed steel housing which is provided with a detachable cover.



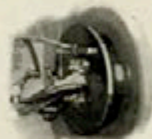
The 50-horsepower six-cylinder engine is a marvel of power, speed and smoothness—more than equal to the severest requirements demanded in a truck power plant. It has a high compression, non-detonating head and develops unusual power at low engine speeds. It is equipped with a heavy crankshaft, fabric timing gear, air cleaner, crankcase ventilating system, improved lubricating system, and fuel pump.



The 48-pound Chevrolet crankshaft is unusually rugged and powerful, with exceptionally large main and connecting rod bearings. It is both statically and dynamically balanced—a vital factor in the marvelous operating smoothness of the new motor.



The new accelerating pump assures flashing acceleration and makes possible increased gasoline economy.



Internal-expanding, weather-proof brakes with independent emergency brakes provide braking control far in excess of the severest requirements.



Automatic lubrication of the entire rocker arm mechanism assures unusually quiet motor operation at all speeds.

LIGHT DELIVERY Specifications

Motor—Six-cylinder, valve-in-head type; $3\frac{1}{8}$ " bore, $3\frac{3}{4}$ " stroke.

Cylinders—Cast en bloc (including upper half of crankcase). Head detachable.

Valves— $1\frac{1}{2}$ " Intake, $1\frac{1}{2}$ " Exhaust.

Crankshaft Bearings—Three main bearings which have a projected area of 11.9 sq. in.

Oiling System—Splash, vane-type pump in crankcase, individual oil pockets; oil pressure gauge on instrument board.

Carburetor—Carter with acceleration pump and venturi choke. AC air cleaner.

Fuel—Mechanical fuel pump; 10 $\frac{1}{4}$ gallon tank under driver's seat.

Ignition—Delco-Remy, with high tension wires, waterproofed.

Starter and Generator—Delco-Remy.

Clutch—Dry single-plate type, completely enclosed. Requires no lubrication.

Transmission—Selective type, sliding gear, three speeds forward and one reverse—unit power plant construction.

Instrument Panel—Equipped with ammeter, oil gauge, speedometer, theft-proof ignition lock, lighting switch, heat indicator, carburetor choke, spark and throttle control, gas gauge. Indirectly lighted.

Cooling—Large Harrison honeycomb radiator with water pump and fan.

Front Axle—Drop-forged "I" beam. Four New Departure ball bearings in wheels.

Rear Axle—Semi-floating type. One-piece, banjo-type, pressed steel housing. Large rear cover for inspection and adjustment. Six heavy duty New Departure annular ball bearings. Extra heavy spiral cut bevel driving gears.

Brakes—4-wheel internal expanding brakes on 11 $\frac{1}{2}$ inch drums. Entirely separate set of emergency brakes.

Wheels—Steel disc wheels standard equipment. Demountable rim.

Tires—4.75 x 19" balloons, standard equipment.

Drive—Left side; gear shift and emergency brake levers in center; horn button located on top of steering wheel; foot accelerator and foot rest; foot-operated control for two-beam headlamps; spark and throttle controls on instrument panel.

Steering Gear—Semi-reversible, ball bearing full worm and gear type, mounted in bracket riveted to frame. 17 $\frac{1}{4}$ " black finish steering wheel with pressed steel spider.

Springs—Long, chrome-vanadium steel semi-elliptic springs, front, 36", and rear, 54". rear springs underslung, drop-forged shackles.

Wheelbase—107".

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