

1961 CHEVROLET TRUCKS



*more
than
ever
more
for the
road
more
for the
money*

FORWARD

In 1960 Chevrolet introduced a line of trucks to the field that was new and completely different. Their years-ahead design features were a revolution in the industry.

Since their introduction they have remained the only completely new trucks in America. Still, Chevrolet has made them better for 1961, offering truck users "More-than-Ever—More for the Road, More for the Money!"

In addition to the many improvements offered in their trucks for 1961, Chevrolet's more-than-ever newness has been extended to include a whole new series of light-duty vehicles—the Corvaire 95's.

Teamed up with the performance-proved family of Chevrolet Sturdi-Bilt Trucks, the Corvaire 95 Series brings unmatched versatility and profit-earning potential to America's truck users.

When dealing with a prospect, keep this booklet available as a ready reference to take complete advantage of all the new advancements and improvements in the 1961 line of Chevrolet Trucks. It has, conveniently indexed, all the important information contained in this PTS package.

It will help you to make a more effective presentation and to answer questions your prospects will be asking.

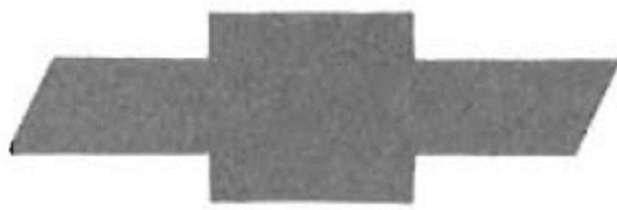
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1961

*more
trucks
to do more
jobs best*

*The more-than-ever truck line-up...
that more-than-ever outclasses the field*



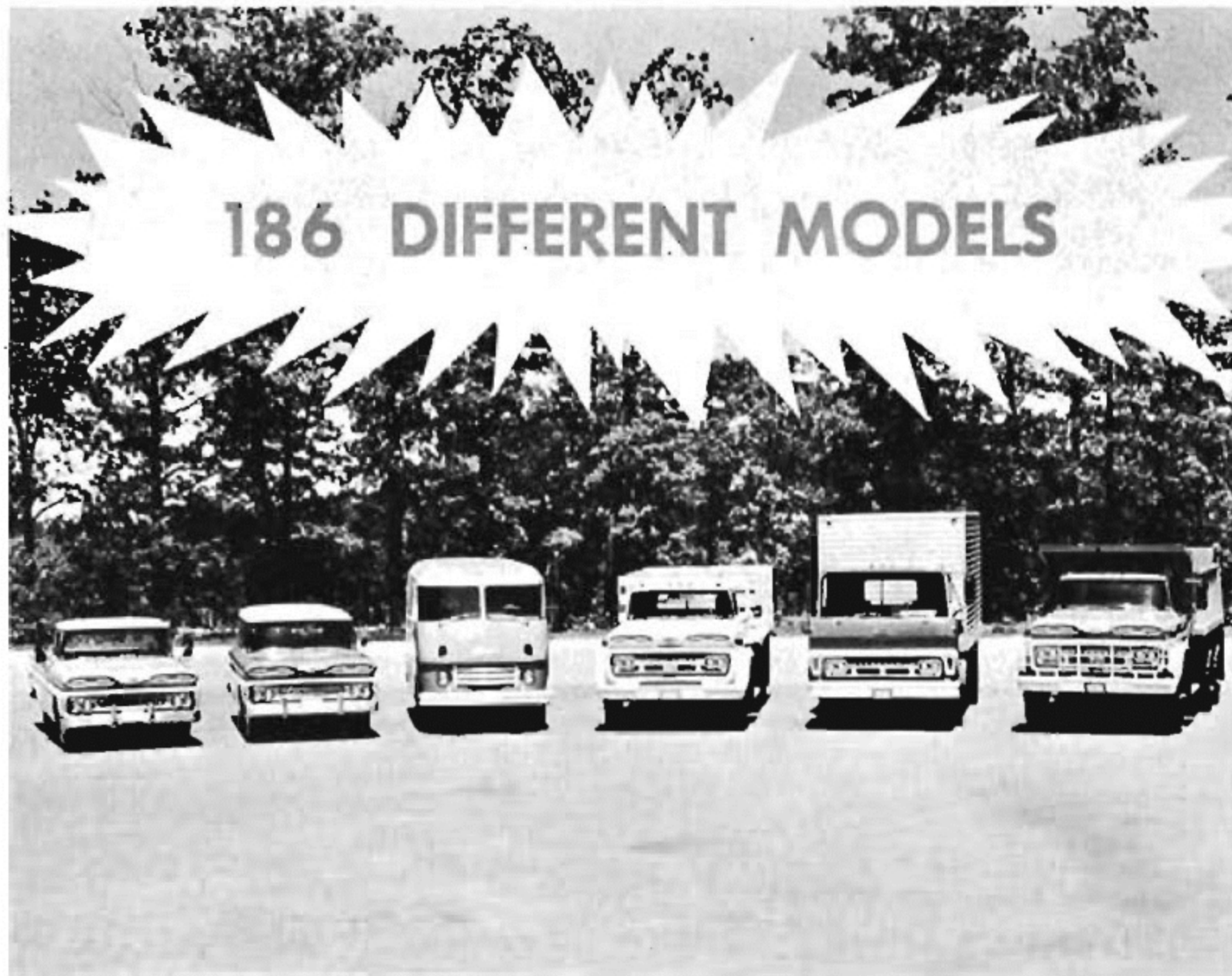
THE 1961 CHEVROLET TRUCK LINE-UP boasts 186 models on 18 wheelbases. Flashing light-duties and medium- and heavy-duty

work horses make up the most rugged line in the business.

IT'S A COLORFUL LINE, TOO. Every model is available in 15 different colors—8 of which are new—

- ROMANY MAROON
- FLAXEN YELLOW
- TAHITI CORAL
- WOODLAND GREEN
- TAMPICO TURQUOISE
- WOODSMOKE BLUE
- BALBOA BLUE
- CAMEO WHITE

Thirteen brilliant two-tone combinations also are available—rich Cameo White with any of 13 contrasting colors.



CHEVROLET'S 1961 COLOR LINE-UP

8 NEW COLORS

- ROMANY MAROON
- FLAXEN YELLOW
- TAMPICO TURQUOISE
- WOODSMOKE BLUE
- TAHITI CORAL
- WOODLAND GREEN
- BALBOA BLUE
- CAMEO WHITE

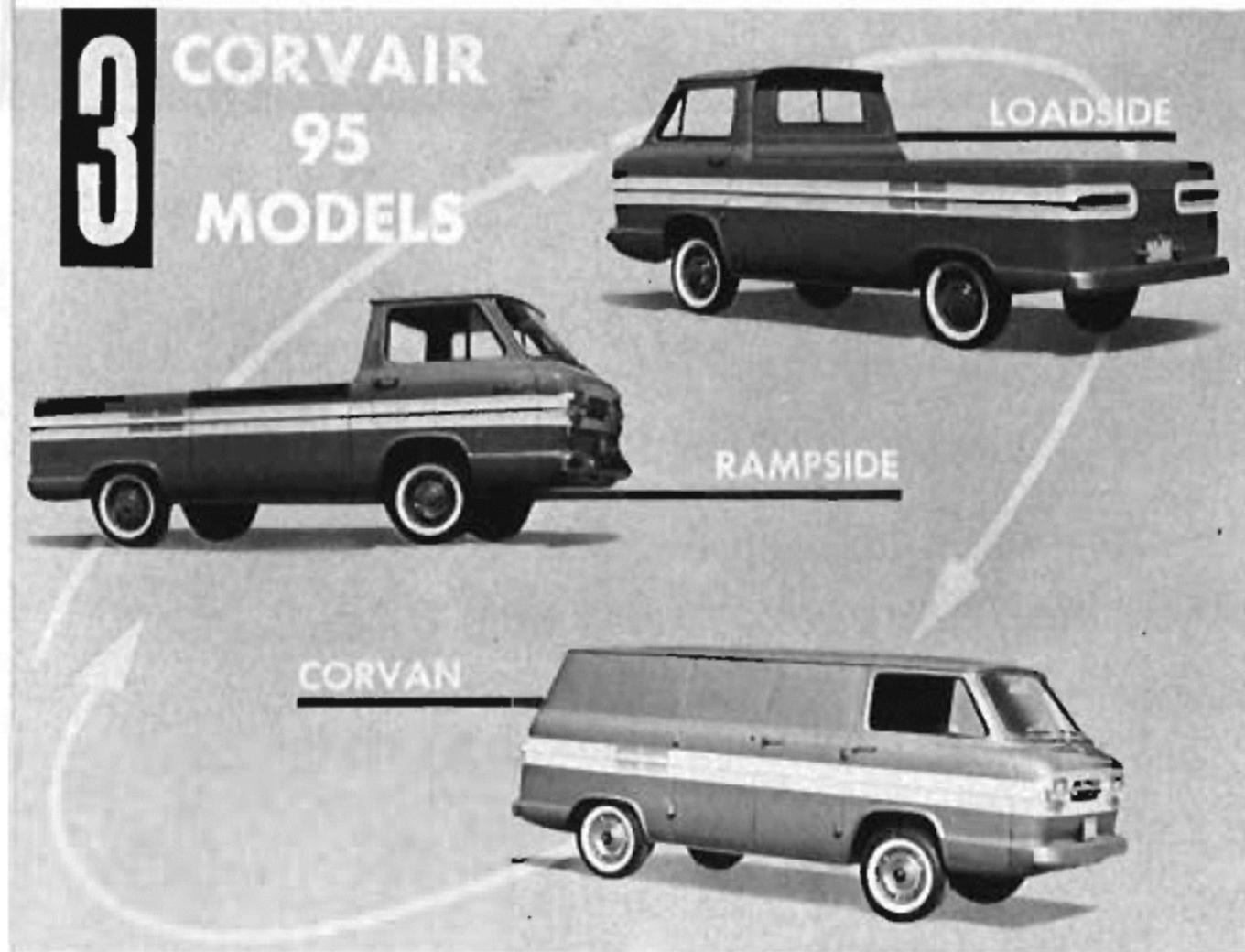
7 POPULAR FAVORITES

- CARDINAL RED
- YUKON YELLOW
- OMAHA ORANGE
- NEPTUNE GREEN
- BRIGADE BLUE
- JET BLACK
- PURE WHITE

13 TWO-TONE COMBINATIONS

Rich Cameo White combined with all colors except pure white

*The
Newest of
the New -
in the Light-Duty Field*



Almost a thousand pounds lighter than pickup models with comparable nominal ratings, Corvaire 95 Pickups offer payload capacities up to 1,900 pounds. Eighty cubic feet of load space! Over 9 feet (109.5 inches) of load length!

The Corvan has a payload rating of up to 1,800 pounds, a bulk capacity of 191 cubic feet, and a load length of over 10 feet.

America's newest commercial vehicle—big in every way!

THE BRAND-NEW CORVAIRE 95 MODELS—America's newest line of commercial vehicles—are accented by compactness, maneuverability, economy, ideal load characteristics and more-than-ever styling. These new and completely modern vehicles are the unique Loadside Pickup, the versatile Rampside Pickup with side gate and tail gate loading, and the compact Corvan. Their model name—Corvaire 95—is derived from their short 95-inch wheelbase.



AMERICA'S NEWEST COMMERCIAL VEHICLE—New Everywhere It Counts!

Corvaire 95's offer driver comfort and safety features with more-than-ever visibility. Every Corvaire 95 features man-sized room and a cab floor that's practically flat. Ideal weight distribution features approximately 50% front and 50% rear, empty or fully loaded.

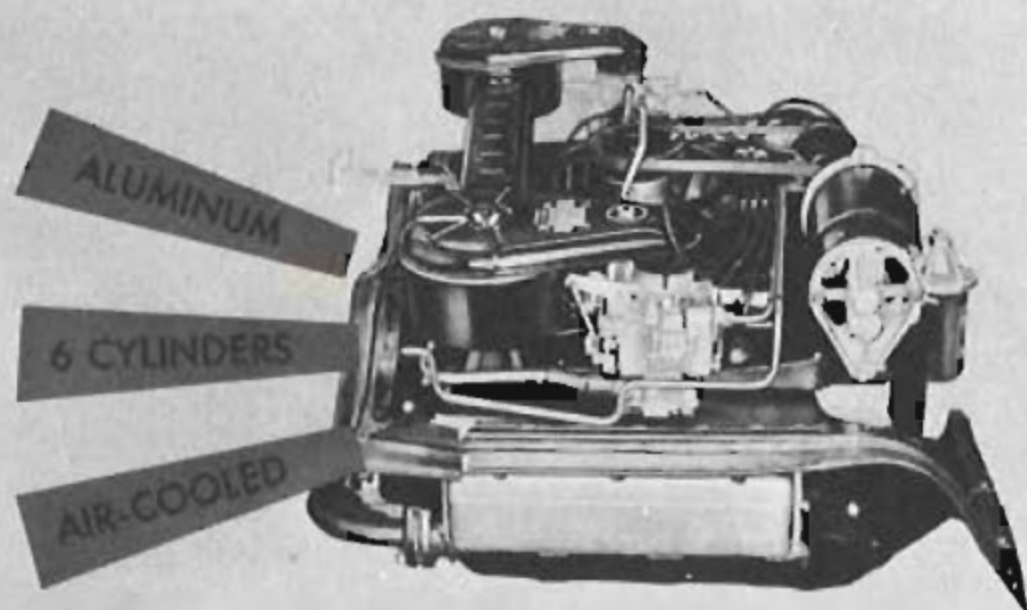


There's integral body and frame construction—body structure and frame formed into one solid integrated unit.

The CORVAIR 95 power train

Money-saving—Money-making

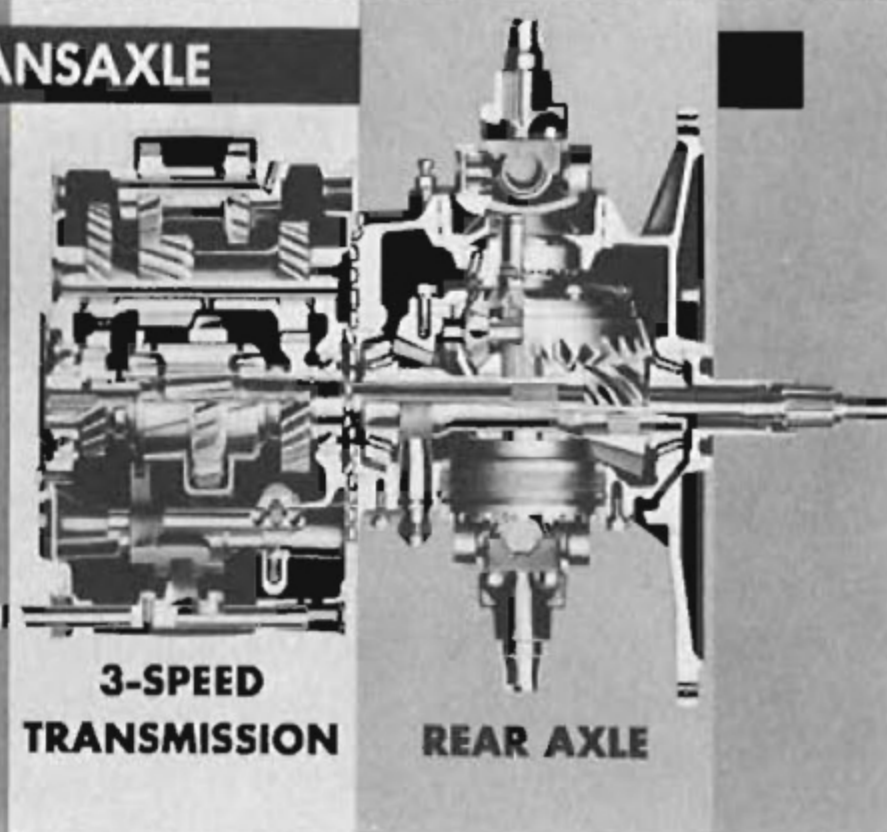
REAR-MOUNTED ENGINE



ENGINE — Power and Economy To Spare

Corvair 95's feature Chevrolet's famous rear-mounted, lightweight-aluminum, six-cylinder, air-cooled engine.

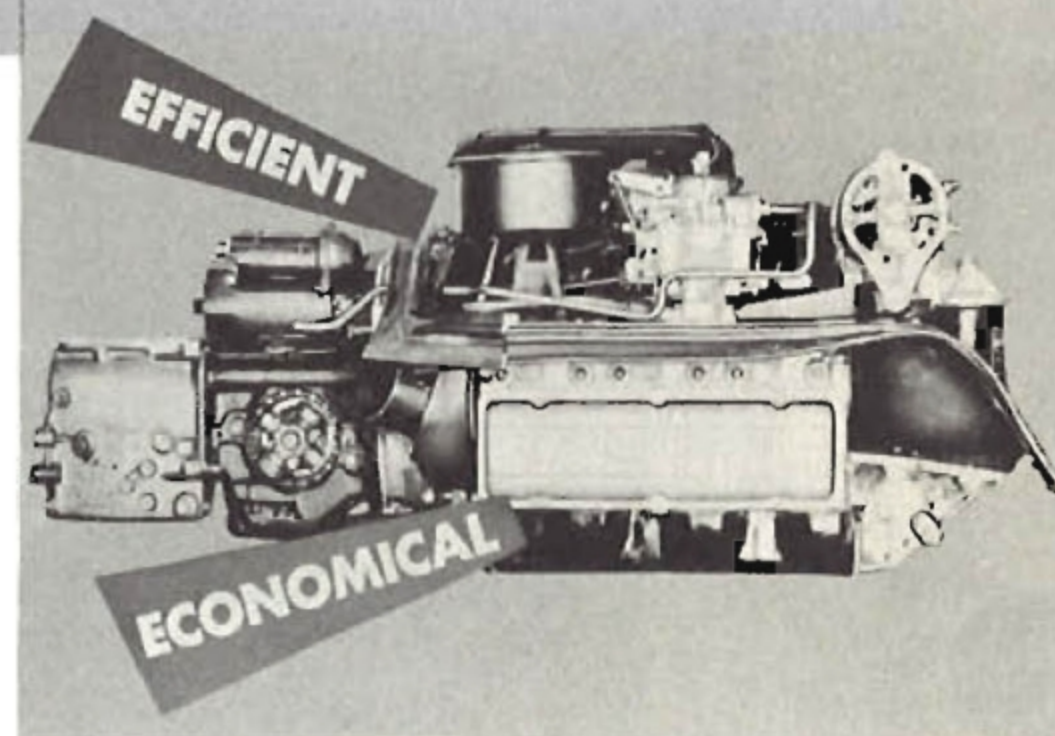
TRANSAXLE



TRANSAXLE — Compact — Efficient

A combination transmission and rear axle. It is available with a 3- or 4-speed manual transmission or Powerglide and provides the ultimate in versatility.

CHEVROLET UNIPACK POWER TRAIN



UNIPACK — Packaged Power

A combination engine and transaxle. Here is one of the most efficient, economical power transmission systems in the light-duty field. Designed for maximum economy, minimum service and limited down time—it means more profits for Corvair 95 users.

INDEPENDENT SUSPENSION AT EVERY WHEEL

Independent front and rear suspension provide new driver comfort, an unmatched ride and maximum load protection. Chevrolet's rear swing axle matches the front suspension with independent wheel action. Driver, cargo and chassis components are babied gently over the roughest roads.

INDEPENDENT FRONT AND REAR SUSPENSIONS



CORVAIR 95

The Just-Right Vehicle for Millions of Americans

Corvaire 95's are designed for a wide variety of America's light-duty hauling needs. There's a just-right Corvaire 95 vehicle for millions of Americans.

Corvaire 95 vehicles are ideal for light-duty prospects who demand the utmost in:

- ECONOMY
- UTILITY
- ACCESSIBILITY
- SERVICEABILITY
- TWO-WHEEL TRACTION . . .

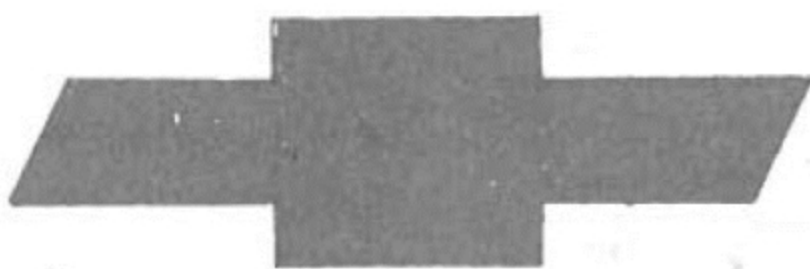
. . . all combined with functional, modern styling.

A CROSS SECTION OF POTENTIAL CORVAIR 95 USERS



AUTO ACCESSORY AND REPAIR SHOPS

The Rampside makes a perfect stock parts chaser. Eye-catching styling makes it a natural for sales promotion-conscious firms. Extra maneuverability makes it ideal for rapid city deliveries.



SERVICE GARAGES AND MOTOR REBUILDERS

The Rampside's storage well is ideal for cradling motors or any cargo that needs protection against rolling or bumping.

MODERNIZATION CONTRACTORS

The Loadside's rugged strength, payload capacity and exceptional traction make it a natural for work in this field. King-sized truck hauling space in an economical, efficient unit, and nearly one out of every three contractors uses a pickup.



LUMBERYARDS

The Loadside's more than nine-foot-long load length and big payload capacity make it a just-right vehicle for lumberyard operations. With tail gate closed and optional flat floor installed, the Loadside has ample space for 4 x 8 paneling with room to spare.

SIGN COMPANIES

The Loadside's cushion-soft ride on special-body vehicles provides the extra protection these fragile cargos need.

SERVICE STATIONS

The weight distribution, provided by the Loadside's rear-mounted engine, full tread width and short-length maneuverability, gives this vehicle greater-than-ever traction in mud, sand and snow.



SHEEP OR HOG RAISERS

The ramp gate on the Rampside Pickup is a real work-and-timesaving convenience. The deep well is tailor-made for transporting small farm animals. Loading is simple and rapid.

POULTRY FARMERS - EGG WHOLESALERS

The Loadside with its large payload capacity and load space and real fragile-cargo protection is the perfect vehicle for this important industry. Sixteen egg crates can be fitted into the spacious center load area alone.

FRUIT AND TRUCK FARMERS

Compact design plus side loading offer the fruit and truck farmer many advantages. Short turning radius, greater tractive effort and much-needed maneuverability for getting around valuable fruit-laden trees are real time and money savers. The Rampside has a payload capacity that will handle 40 bushels of apples, peaches or apricots. A cushion-soft ride offers cargo protection.

APPLIANCE DEALERS

There are over 40,000 dealers in America who can capitalize on the Rampside's low loading height. Up to 1,600 pounds of payload can be rolled right up or down the load ramp.

More CORVAIR 95 MARKETS

LANDSCAPERS – TREE SERVICE – NURSERIES

The Rampside offers great versatility in these fields. A single worker can load or unload the truck easily in record time. It's the perfect vehicle for a multitude of one-man hauling operations.

VENDING MACHINE OPERATORS

A short turning radius and easy handling make the Rampside ideal for in-and-out-behind-building operations. The Rampside's accessibility, in many cases, will eliminate the need for costly power-lift tail gates by hand truck loading on the side ramp.



DRY CLEANERS – LAUNDRIES

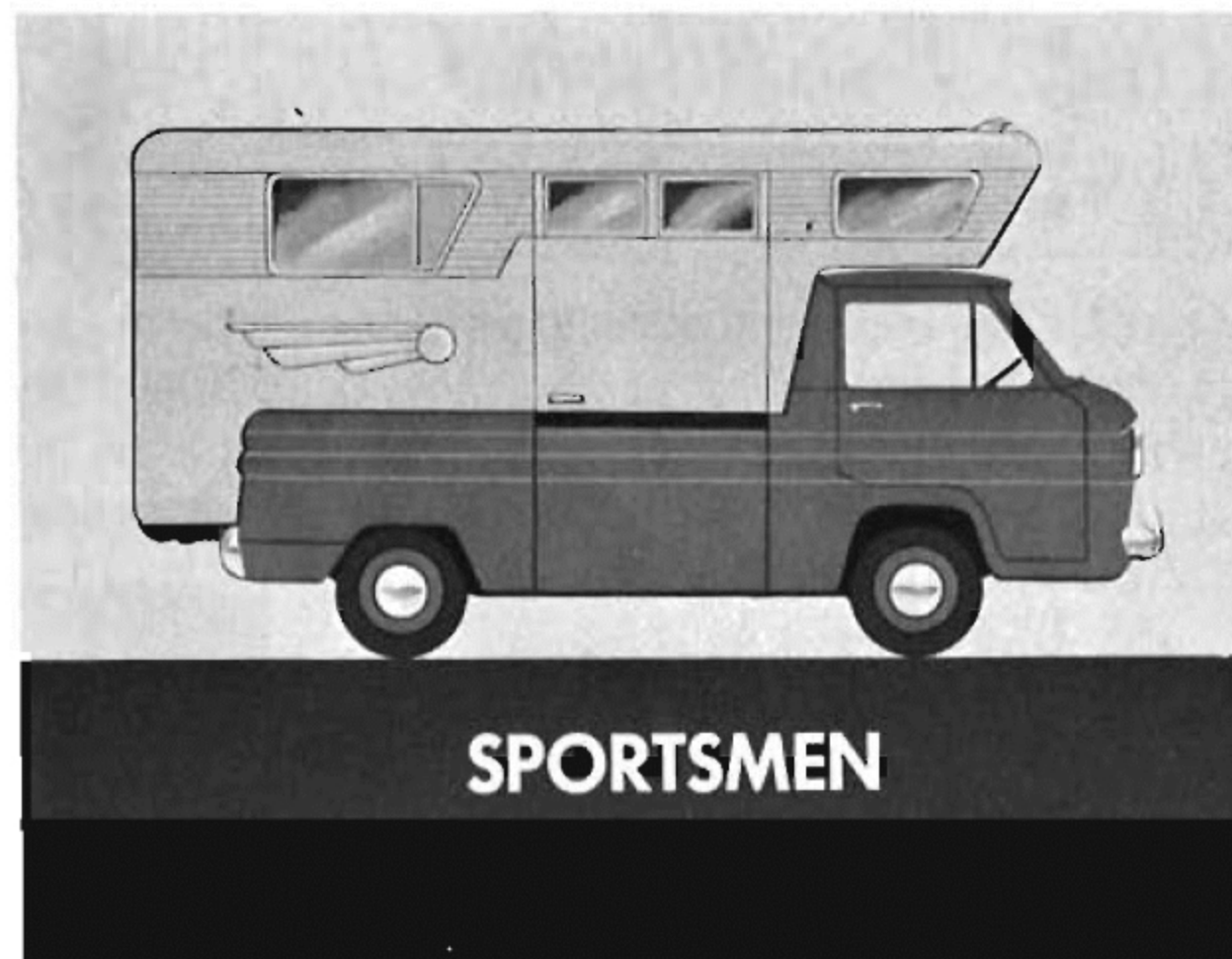
The light-duty Corvan means more profits for these operators. They'll like the truck-size delivery space and the economy of operation.

GROCERS – BAKERS

Nearly three out of four vehicles used by grocers have been light-duty pickups or panels. These people can now have more of what they need in light-duty transportation.

RADIO AND TV REPAIR SHOPS

There are thousands of radio and TV repair shops that will find the Corvan ideally suited for their operation. Its independent suspension gives sensitive radio and TV sets a cotton-soft ride. Its gas-stingy engine and Unipack serviceability provide extra economy and extra profits.



SPORTSMEN

A special camper body makes the Rampside the best friend an outdoor man ever had. There's easy entrance to the camper unit and plenty of room for fishing tackle, outboard motor, bedding and other equipment, with space to spare.

Add florists, dairies and diaper service companies to the preceding list, and you have only a few of the more-than-ever markets that will be leading the cheers for the economical and efficient Corvan.

There are over 725,000 commercial vehicles registered in the United States in the 4,000 pounds and under gross vehicle weight. Never before have truck buyers had the opportunity to buy vehicles combining so many money-making and load-hauling features as the . . .

ALL AMERICAN LIGHT-DUTY VEHICLES OF 1961 –



the Corvair 95's—the newest sales-scoring champions of Chevrolet's more-than-ever team.

1961

CORVAIR 95 FEATURES

The Corvair 95's More-than-Ever Establish Chevrolet as the Leader in Truck-Line Versatility

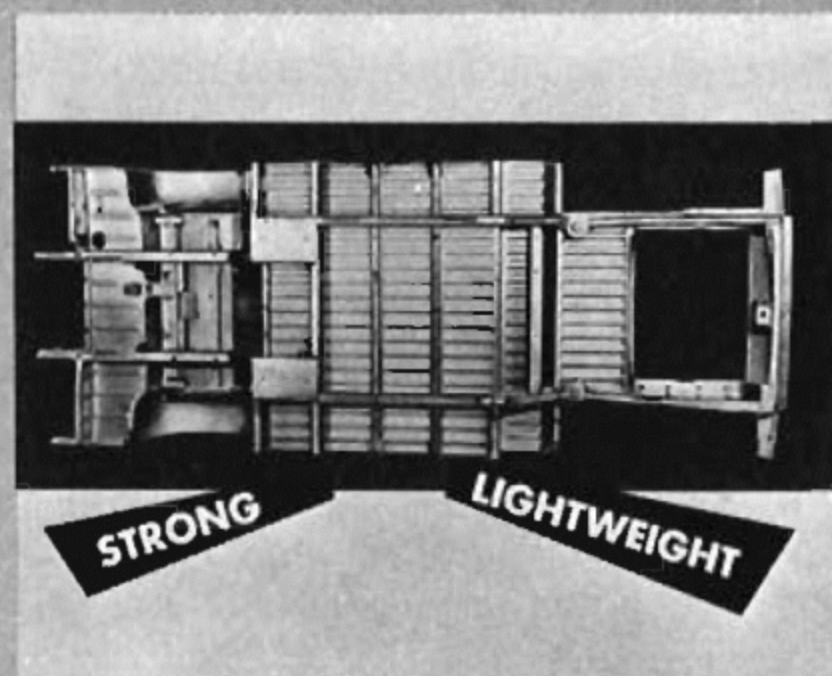
CORVAIR 95's are built to shoulder profit-sized payloads—built to make maximum use of every inch of space. They're pleasing to the eye, heavy on the loads. There're 80 cubic feet in the pickup body, 191 cubic feet in the Corvan.



BUT THERE'S MORE THAN COMPACTNESS—THERE'S:

- GREATER LOAD LENGTH
- SHORTER OVER-ALL LENGTH
- MORE MANEUVERABILITY
- MORE ECONOMY
- MORE COMFORT
- MORE CONVENIENCE

The CORVAIR 95 CHASSIS *Strong-Lightweight*



The new and completely different Corvair chassis eliminates the need for a frame by welding and bolting individual members to form a strong, rigid underbody. This makes possible a very low ground-to-floor height—about 14 inches when loaded—making side entry and loading a snap.

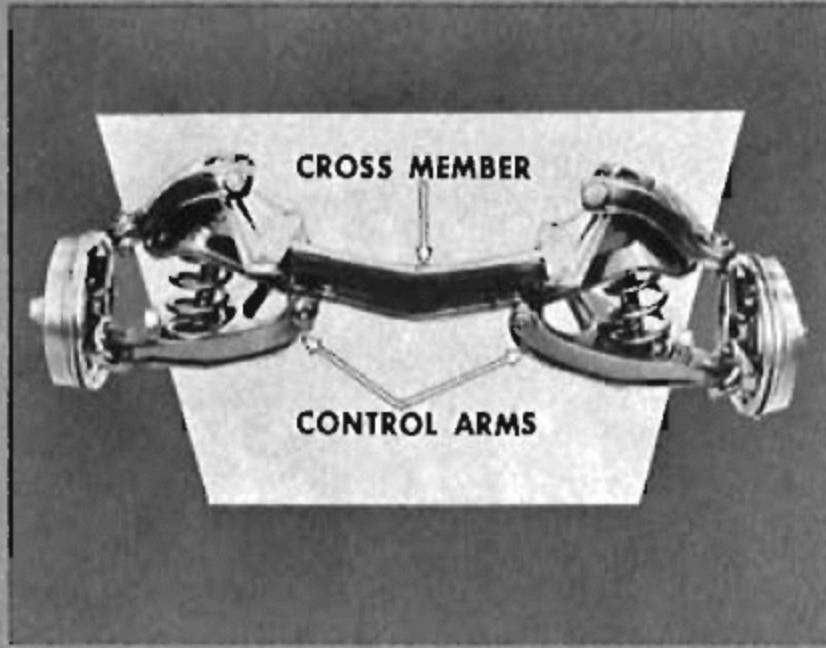
UNDERBODY RUST PROTECTION

The exposed underbody is fully protected from rust. The entire surface is given a coat of rust-inhibiting primer. Undercoating is then applied to all splash areas, providing a more-than-ever work life.

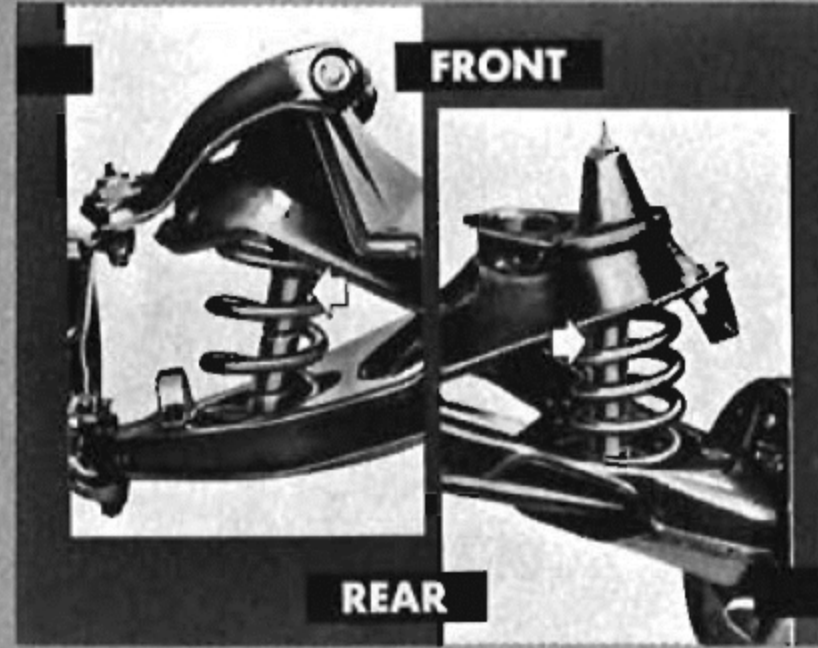
ALL-AROUND INDEPENDENT SUSPENSION

A Corvair 95 ride is a new, thrilling experience. Independent suspension at every wheel means unmatched smoothness and comfort for driver and passenger and extra cargo and chassis protection.

The Corvair 95 Chassis cont.



The front suspension system starts with a heavy-gauge cross member. Two control arms on each side pivot at the cross member and support the wheel with ball joints and steering knuckle.



Standard front and rear shock absorbers are direct, double-acting hydraulic units, mounted within smooth-riding coil springs. Heavy-duty shock absorbers are optional. A wide 58-inch tread, front and rear, provides exceptional vehicle stability and positive tracking.



The independent rear suspension features a swing axle with ideal tire-to-road-surface contact. Swing-axle action on uneven surfaces means less "axle hop," reduced power train fatigue, less chassis twist and more positive traction.



Corvair 95 steering makes turning easy and positive. Chevrolet's long-famous recirculating Ball-Gear Steering and the proved relay-type linkage are used on all models. Self-lubricating bushings at the idler-arm ends minimize maintenance.



A big plus for every Corvair 95 is its extremely small turning diameter—only 39 feet—5 feet less than conventional pickups.



The Corvair 95's 7.00 x 14 tires feature the same improved tread design used on passenger cars. Standard tires carry a four-ply rating. Optional six-ply-rated tires also are available. All tires and wheel assemblies, including the spare, are factory-balanced.

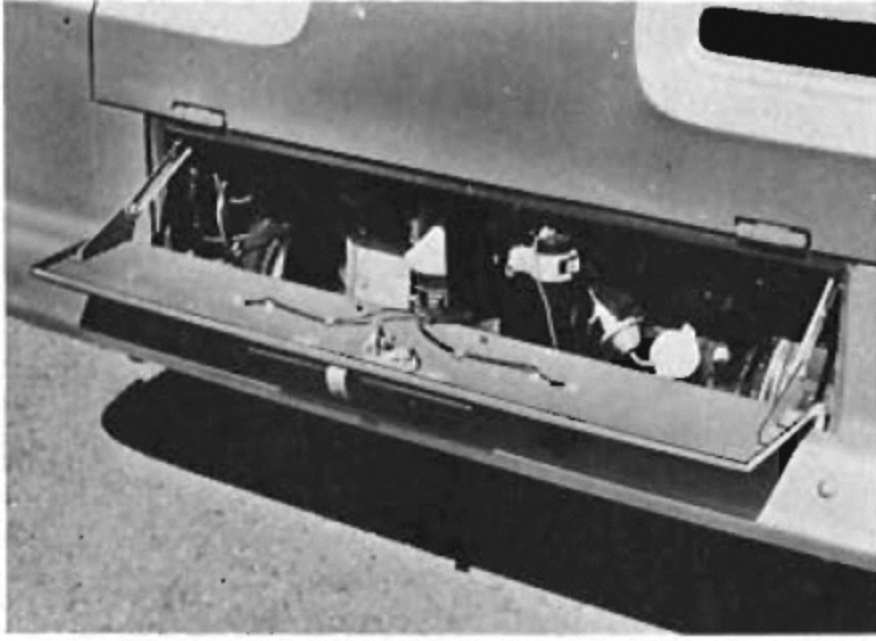
The CORVAIR 95 POWER PACKAGE

Of the many American commercial vehicles, only Corvair 95's can claim the advantages of a compact, efficient power package in the rear. Its efficient use of space and strategic location provide a jack pot of bonus benefits for its users.

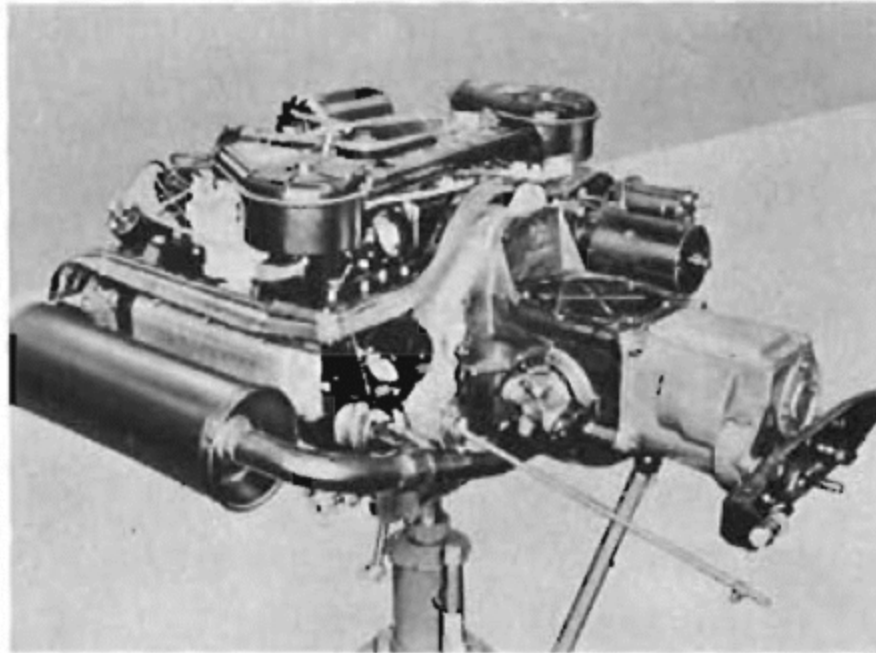


THE ENGINE

ENGINE ACCESS CONVENIENCE



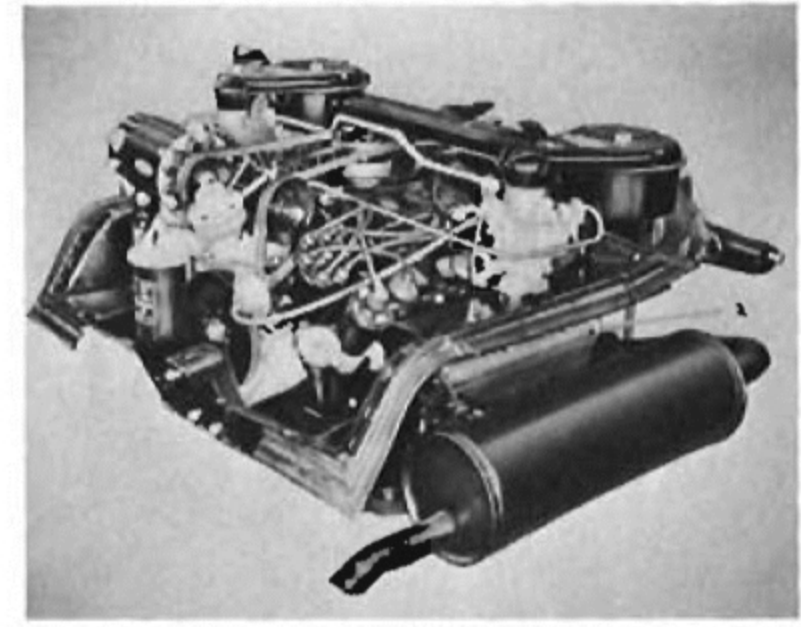
Engine access for routine service is by means of a hinged door located directly below the load compartment floor at the rear—a very convenient location. It opens to expose the face of the engine.



Complete access to the engine is provided through easily removed panels located directly over the engine. The undersides of the panels in Corvan models are lined with a thick layer of Fiberglas to insulate against engine noise and heat.

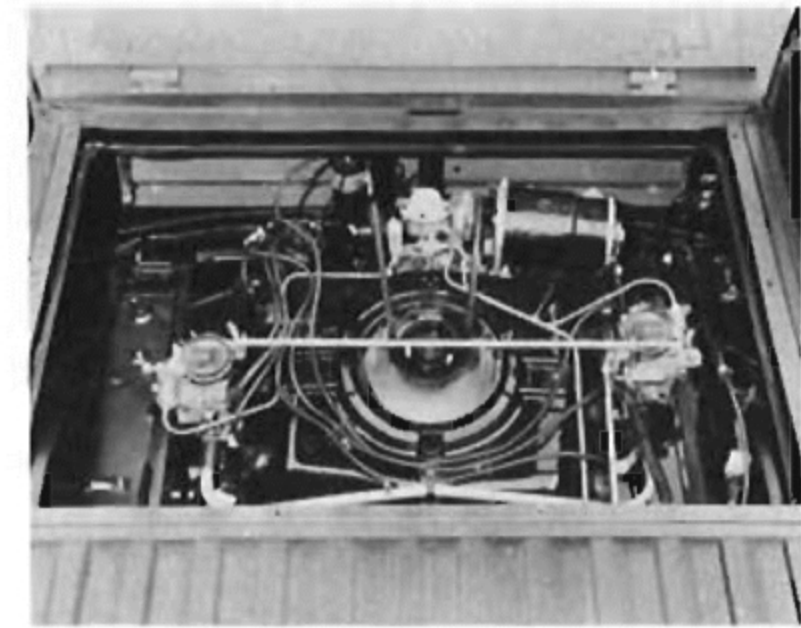
For major service operations, the entire Unipack assembly—engine, transmission and differential—can be removed in a matter of minutes for replacement or bench servicing. This can be extremely advantageous to any owner, and especially fleet operators, by reducing replacement cost and the number of spare vehicles required.

The battery is mounted in a ventilated and protected section of the left wheelhousing. It is reached through a hinged door which seals out dirt and moisture.

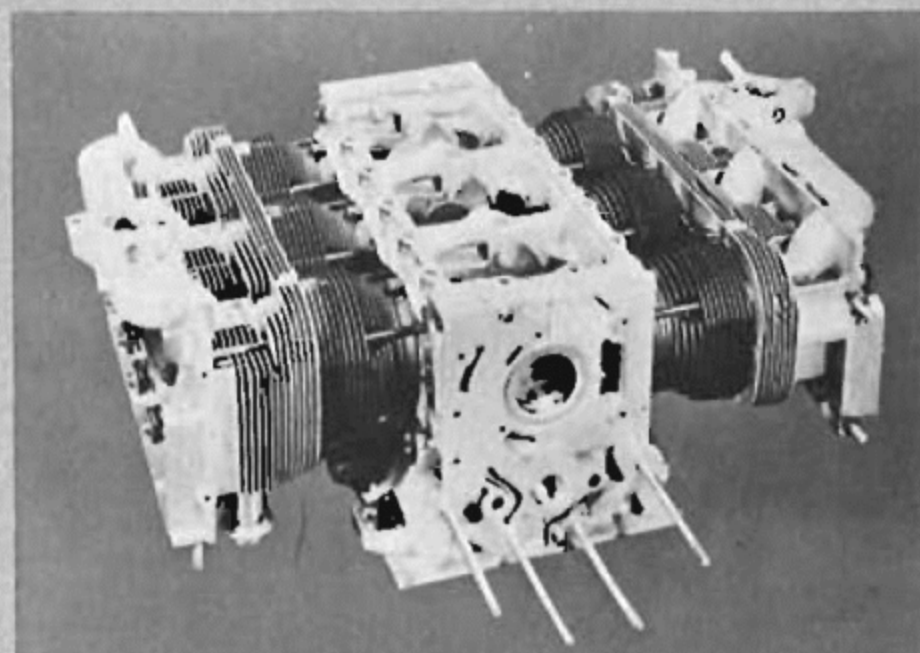


In the short time that it has been in existence, the Corvair engine has earned a fine reputation.

It's an economical power plant, not only in terms of low operating costs but in maintenance costs as well.



For application in commercial vehicles, 80 gross horsepower and 128 foot-pounds gross torque are completely adequate for meeting tight schedule demands. The twin, single-throat carburetors provide economical power on demand.



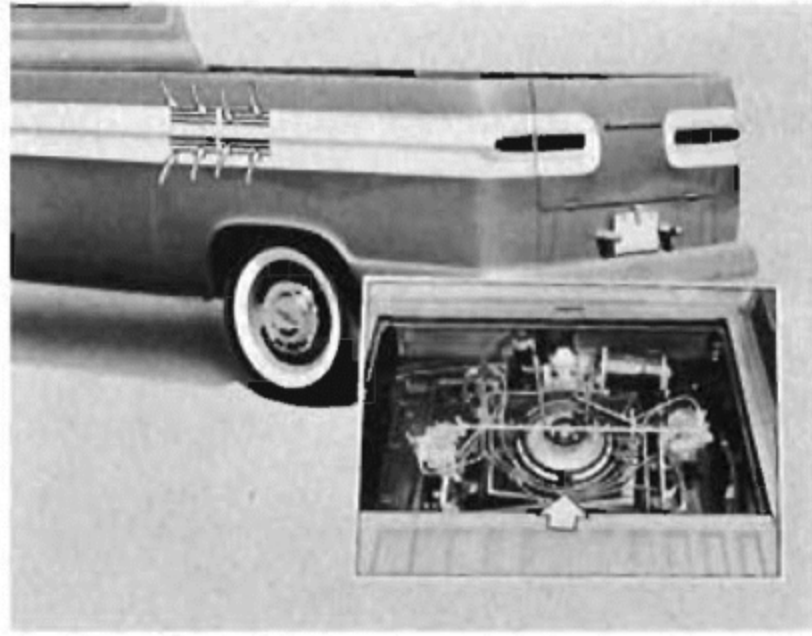
GAS AND WEIGHT ECONOMY

Six horizontal and opposed cylinders extend in a plane outward from the central crankcase. Displacement is 145 cubic inches. A compression ratio of 8:1 permits use of lower-priced regular gasoline.

WEIGHT ECONOMY

Aluminum is used extensively to save weight for bigger payloads. Major parts, such as the engine crankcase, intake manifolds and cylinder heads and the flywheel housing, are cast in lightweight aluminum. Further weight savings are derived from its air-cooled design.

AIR-COOLED ECONOMY



TEMPERATURE CONTROL

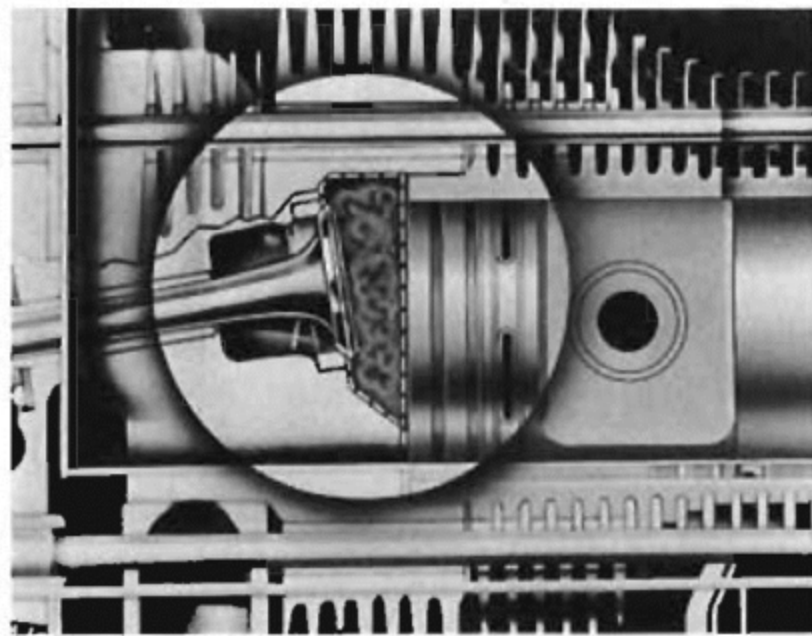
Air for engine cooling is admitted through louvers located on both sides of the vehicle. A centrifugal blower directs air over the engine cooling fins. Engine temperature is regulated by a thermostat control which governs the air flow.

THE CONVENTIONAL
HEAVY WATER JACKET

IS ELIMINATED

WEIGHT- AND MONEY-SAVING

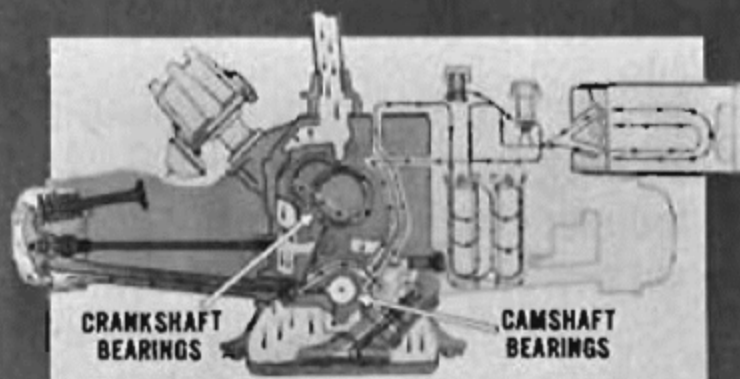
The conventional heavy water jacket is eliminated. With no coolant expense and no radiator to repair or maintain, the operator saves again.



FUEL ECONOMY

The wedge-shaped combustion chamber creates the turbulence needed for complete combustion. Large cooling surfaces around the valves dissipate heat rapidly. These two features contribute to the engine's economical use of regular octane fuel.

FULL-PRESSURE LUBRICATION
SYSTEM



FULL-PRESSURE LUBRICATION

A full-pressure lubrication system is another extra quality feature. Positive oil flow under regulated pressure is fed to crankshaft and camshaft bearings, hydraulic lifters and rocker arms. A full-flow oil filter is standard, and optimum oil temperature is maintained by means of a thermostatically operated oil cooler.

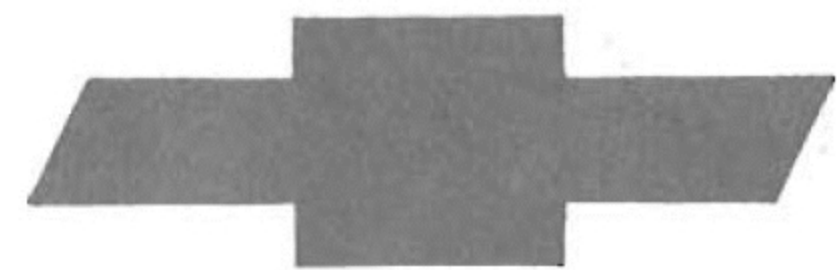
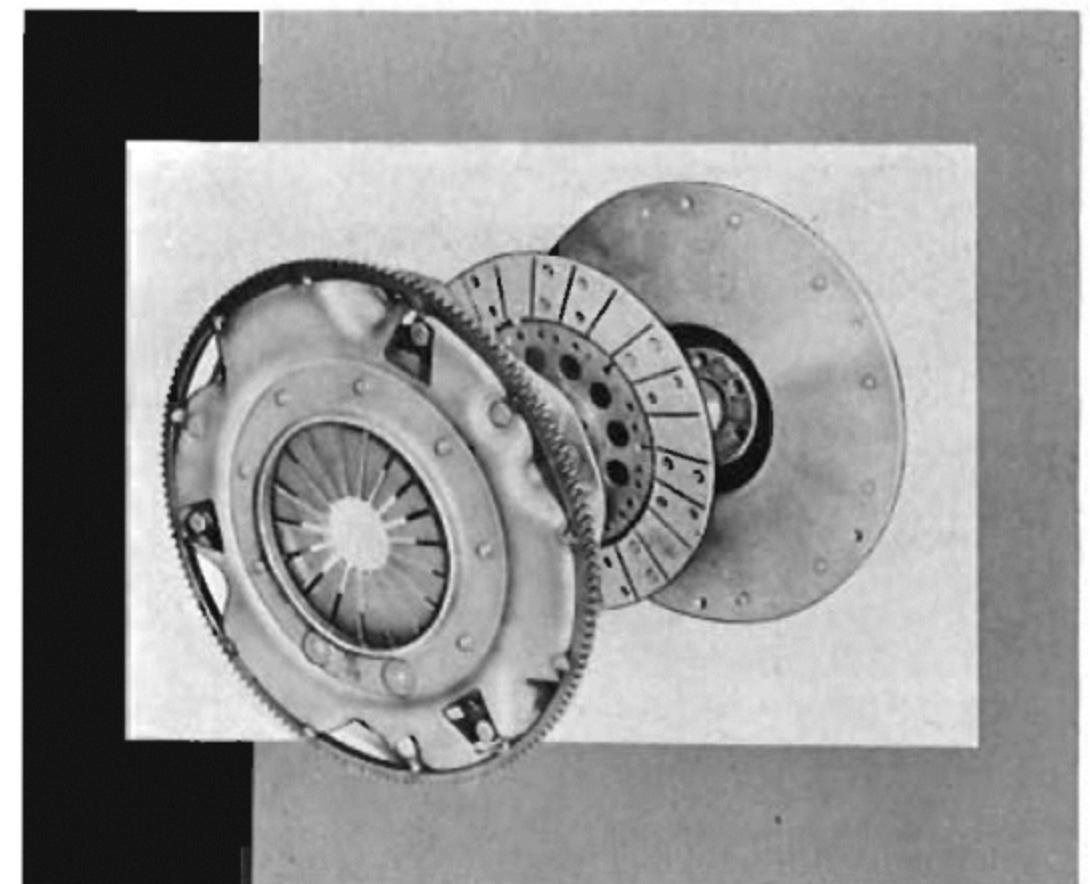
THE CLUTCH

The mechanical clutch used with the Corvair 95 Engine is a diaphragm spring unit—the same type used in Chevrolet's light- and medium-duty trucks.

The Corvair clutch-facing area covers 72 square inches. Torque capacity is 160 foot-pounds—more than matching engine output. A self-lubricating pilot bearing and a permanently lubricated release bearing are important durability features built into the Corvair 95 clutch.

The famous Corvair Unipack is a big bonus for any buyer. Its weight-saving, space-saving and money-saving features are prime considerations for any light-duty commercial vehicle prospect.

A complete choice of transmission types is available in all Corvair 95 models. The needs and requirements of any Corvair 95 job can be met by using either the standard 3-speed transmission, the optional 4-speed unit or automatic Powerglide.



CORVAIR 95

CAB and BODY DESIGN

EFFICIENCY AT ITS FINEST



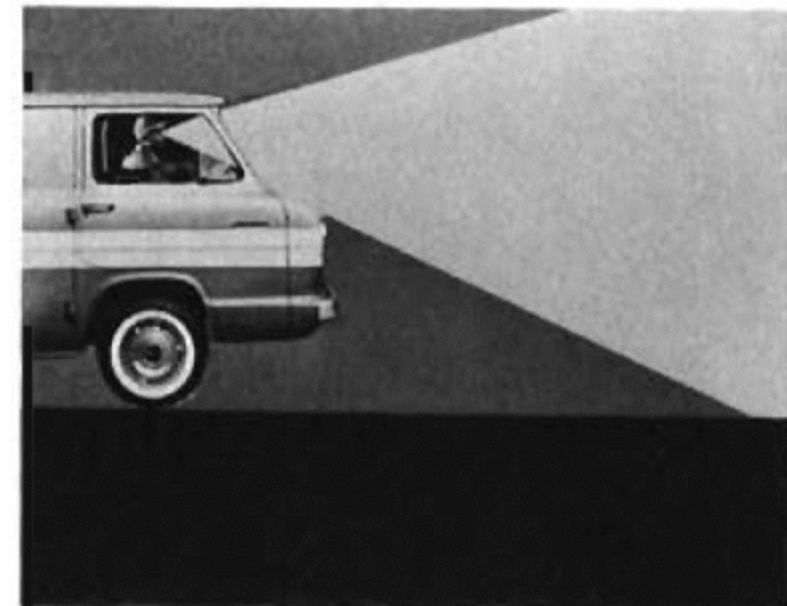
Efficient cab and body design can be found in every inch of a Corvair 95 model.

VENTILATION

Air for ventilation enters the cab through an attractive air-inlet grille. A plenum chamber, directly behind the opening, is incorporated in the front-end structure. Fresh air is discharged through openings on either side of the inner compartment.

VISIBILITY

Visibility in the 95 models is unsurpassed. The driver has a panoramic view of the road, starting with the area directly below and ahead. There's more-than-ever visibility in every Corvair 95 model.



Maximum rated payload capacity of the Corvan is 1,800 pounds—just right, for example, to carry the equipment and spare parts that a TV serviceman would need. There's extra space and plenty of capacity for pickup and delivery too.



The Corvan body features welded side-panel construction with vertical and horizontal support members. The spare tire and jack are carried on the right-hand wheelhousing.

A two-position check system for the Corvan's double rear doors enables them to be held open solidly at either 100 or 180 degrees. The push-button release handle also has a key lock.



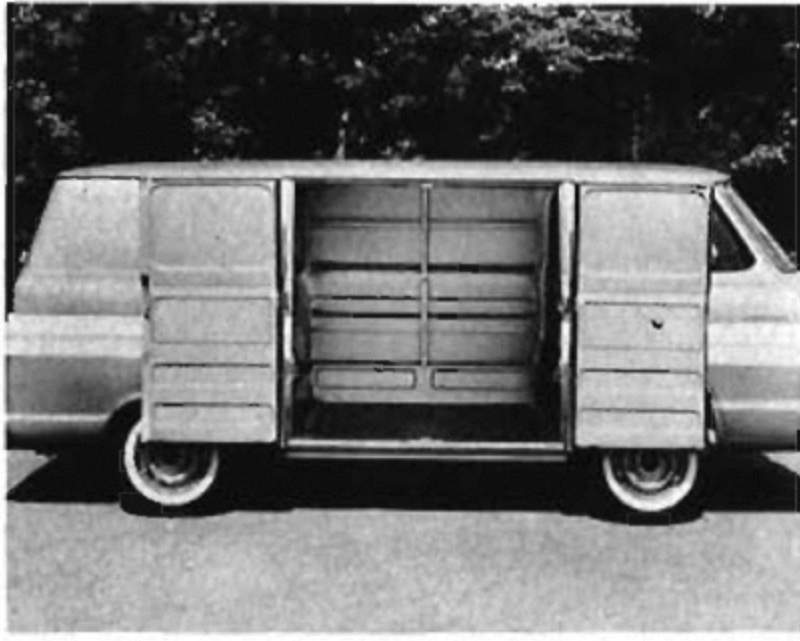
CONVENIENT REAR DOORS

Height of the rear door opening is 36 inches and the width is 44½ inches, convenient for loading a variety of packages from the rear. Closed-cell sponge rubber is used on both doors, sealing out dirt and moisture.



Cab doors open to a wide 85 degrees for easy driver and passenger entry. The driver enters or leaves with a natural sliding action. Once closed, these doors are tightly sealed with closed-cell foam-rubber weather stripping.

Corvair 95 Cab and Body Design cont.



BIG DOUBLE SIDE DOORS

The Corvair's double right-hand side doors, like the rear doors, may be opened to either of two positions. Optional left-hand side double doors provide still more flexible loading and unloading convenience.

The double side door opening is wide enough to permit large bulky items to be loaded with ease. Entrance width is 53½ inches, and the height is 49 inches. Side doors can be locked from either inside or outside.



MORE PAYLOAD MEANS BETTER PROFIT



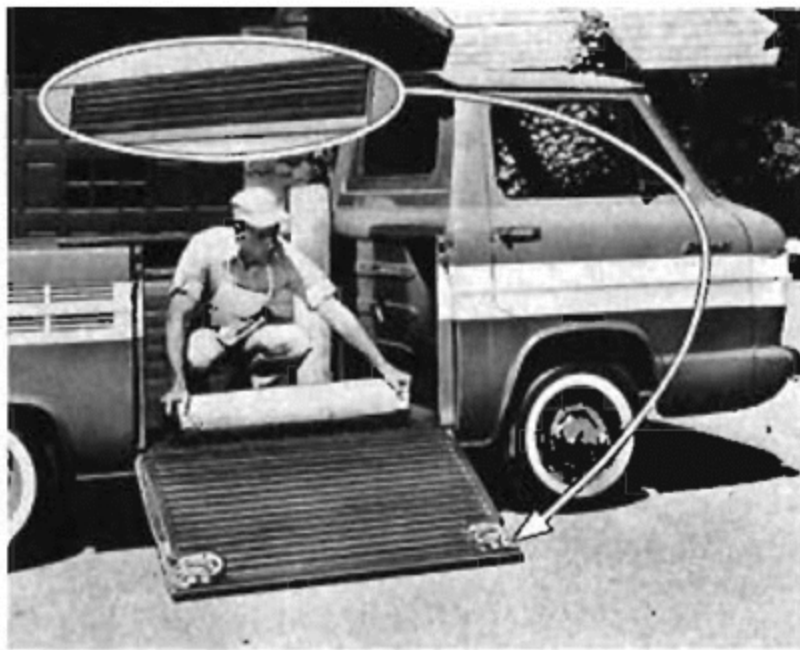
The Loadside Pickup accommodates a big 1,900 pounds of payload in its 80-cubic foot body. With a platform height at the tail gate of only 26½ inches, users will find that loading is extremely easy. The tail gate itself is of sturdy double-wall construction supported with heavy-gauge strap hinges and folding links. The gate is released with recessed corner handles. The double-seal design of the pillars assures a graintight fit.



With the Rampside, loading and unloading are even easier. With the ramp gate down, the load can be rolled off or onto the body floor, greatly reducing the need for lifting. The ramp gate is a reinforced, double-panel unit, built to support a 1,600-pound load.



Once closed, the ramp gate can't open accidentally since a safety catch retains the gate positively in the closed position. After the safety catch is disengaged, two release handles permit opening of the gate.



EASY CARGO MOVEMENT

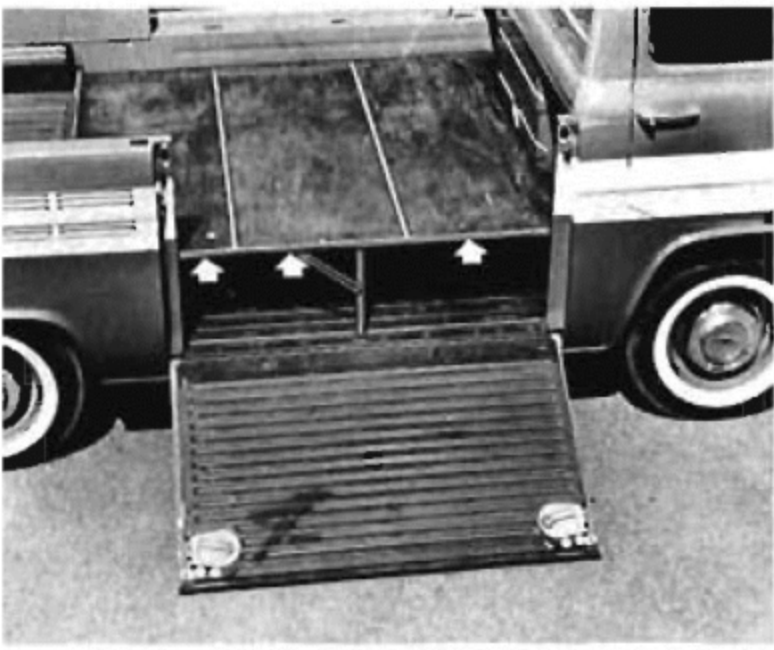
The low angle between the ramp gate and the ground makes cargo moving easy, less tiring and quick. When the ramp gate is lowered, a full-length, hard-rubber bumper protects it from damage. The side gate opening is 47½ inches wide.

CONVENIENT SPARE TIRE MOUNT

In Loadside and Rampside Pickups, the spare tire is mounted behind the full-width seat. When the seat back rest is folded forward, the tire is fully accessible.



Corvair 95 Cab and Body Design cont.



LEVEL LOAD FLOOR

For Corvair 95 Pickup users who require a flat floor, the dealer- or factory-installed level load floor option is ideal. This flat cargo surface which is available on both Rampside and Loadside is made up by adding three easy-to-handle plywood panels, laid edge to edge.

CONVENIENT INSTALLATION

Each $\frac{3}{4}$ -inch fir plywood panel is only 21 inches wide—a convenient size, permitting them to be easily removed and reinstalled. They're held in place with a series of interlocking strip steel and angle-iron supports.



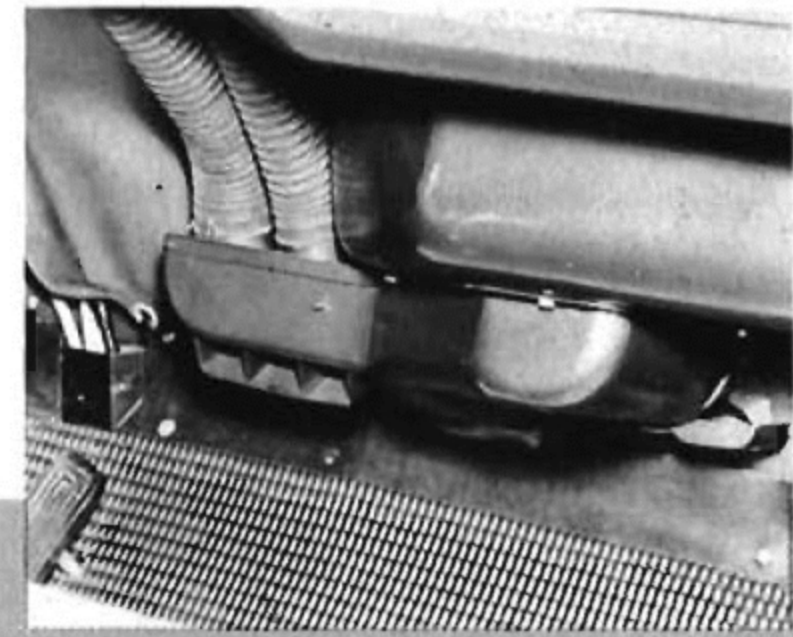
DRIVER COMPARTMENT COMFORT AND CONVENIENCE



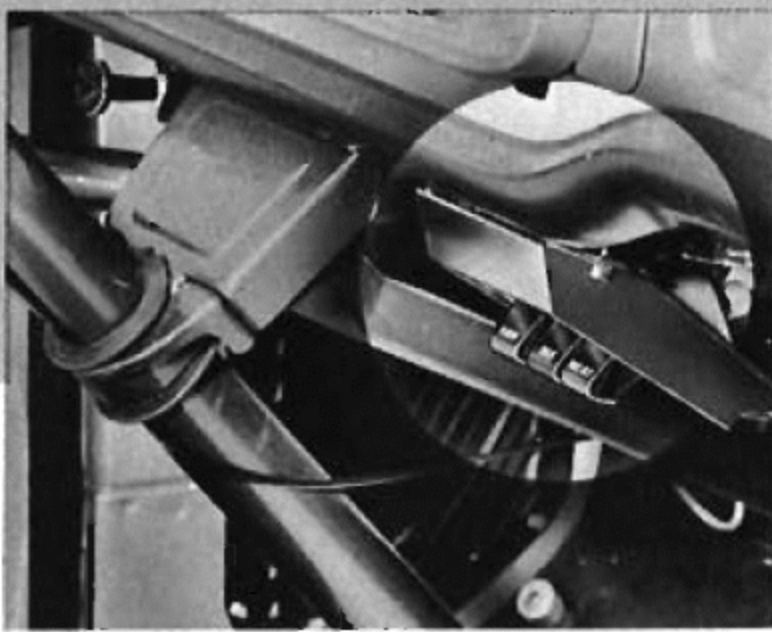
The driver's compartment is both decorative and functional. There is a deep-dish steering wheel and a full-width instrument panel. A dispatch box on the right balances the instrument cluster on the left.



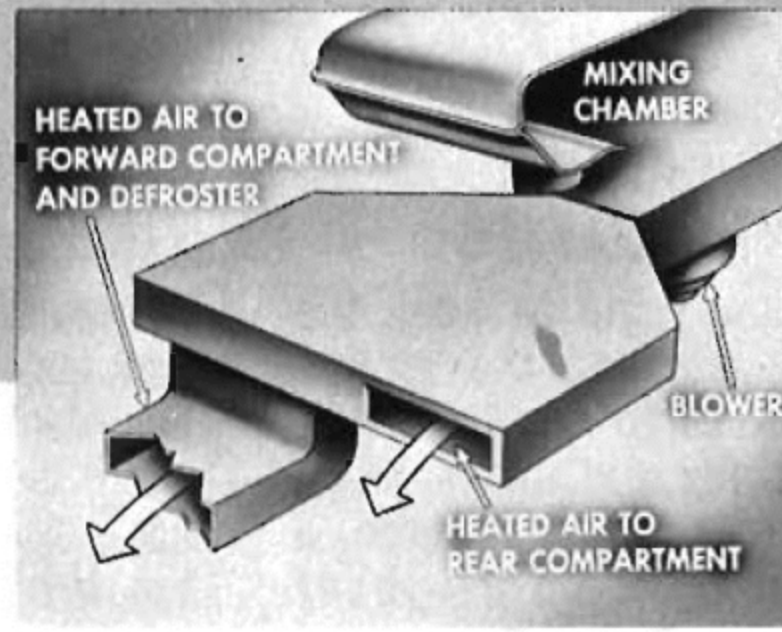
The easy-to-read instruments are recessed under a hood that extends the full length of the panel. When equipped with Powerglide, the shift lever is mounted on the panel alongside a drive-range indicator. Lettering on the speedometer serves as a guide for shifting the optional 4-speed transmission.



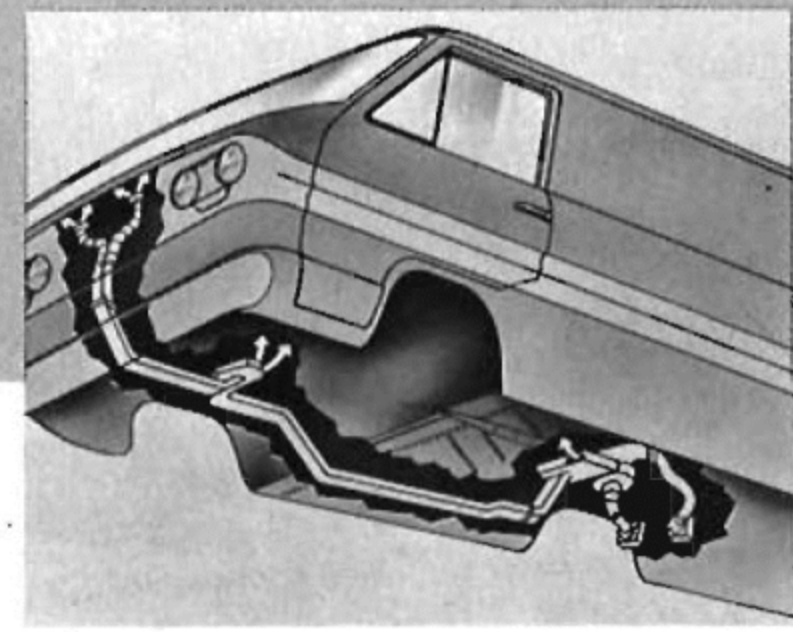
Quick-comfort warm-up comes easily, thanks to the optional gasoline heater which heats fresh air from the plenum chamber almost instantly.



A three-position switch controls the blower speed to suit the needs of the user, as well as turning the heater on or off. The defroster knob is located on the center of the control cluster. The heat knob on the right provides precise control over the temperature of the air discharged from the heater.



A new outside air heater is also available optionally. The engine blower directs air from the engine compartment through duct work extending to the air-mixing chamber. Here, engine-hot air is mixed with cold air, providing blended heating air for the passenger compartment.



The heated air is carried forward, entering the passenger compartment through a vent opening below the seat. On the Corvan, louvered vents are also located just forward of the engine compartment. Ducts and openings are also provided for defrosting.

Corvair 95 Cab and Body Design cont.



In De Luxe models, seat coverings are checked pattern cloth. Durable nylon with two-tone patterning is used on Custom models. Seat facings are tough vinyl, and the custom seat features a vinyl bolster. A further refinement in the custom seat is extra-thick Polyfoam padding in the cushion and added Polyfoam padding in the back rest.

A single driver's seat is standard in Corvan models. This gives extra load space up front where small packages can be stored within easy reach. A full-width front seat is available as an R. P. O.



OPTIONAL EQUIPMENT

The Custom Equipment Option for Corvair 95 models includes ornamental inserts in the tail gate or rear doors next to the taillights. A stainless steel windshield reveal molding is also used on Custom models.

The Custom Equipment Option adds beauty, comfort, and convenience to the interior. It includes:

- Custom Seat
- Special Two-Tone Treatment
 - Instrument Panel
 - Front-Door Panels
- Right-Hand Sunshade
- Left-Hand Armrest
- Cigar Lighter
- Special Dispatch Box Door Trim Plate

More-than-ever versatility is the trade-mark of every Corvair 95 vehicle.

The strong, lightweight chassis is unique among American commercial vehicles. Features like unitized construction and 4-wheel independent suspension provide users with money-saving benefits. Excellent handling, amazing load-to-chassis weight ratio and exceptional ride are but a few.

The compact, efficient power package at the rear creates a whole new series of benefits. Corvair 95 models are standouts because of ideal weight distribution, economical "go-power" and extra tractive effort.

Efficient cab and body design, with generous payload space, forward control design and load-compartment accessibility features, furnish more-than-ever utility. Every available inch is useful and productive.



With big cubic capacity, surprising weight-carrying ability and unmatched operating economy and maneuverability, the Corvan is the vehicle for thousands of prospective users.

The Rampside, with its exclusive ramp gate for easy, one-man load hauling, and the Loadside, with its many advanced utility features, have equally large fields of prospects.



Whatever the light-duty hauling job, Chevrolet for 1961 is more-than-ever the leader in versatility, economy and maneuverability. Money-saving, profit-making features, unique with Chevrolet, make it the ideal light-duty vehicle—whatever the job—whatever the cargo.

1961

THE STURDI- BILT LINE

More-for-the-Road, More-for-the-Money **STYLING**

Chevrolet Trucks for '61 Are Newer than Ever Inside and Out



NEW GRILLE DESIGN for 1961 Chevrolet Series 10 through 40 trucks features a stylish, more weather-resistant grille insert in silver-anodized aluminum. The Series 50 through 80 trucks, except tilt cab models, have large, two-digit numbers at the center of the grille, for series identification.



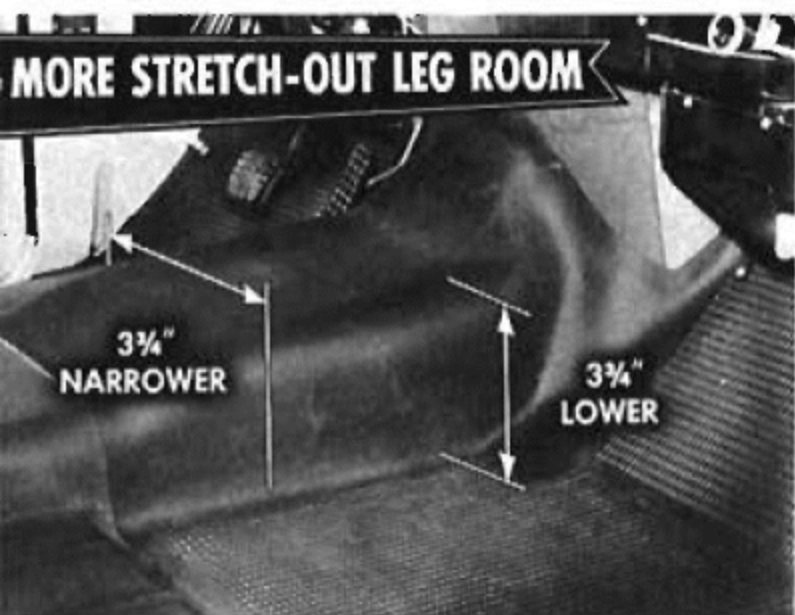
STREAMLINED PARKING LIGHTS NEW STYLED HUBCAPS

The trim parking-light design accents the long and low appearance of the '61 Chevrolet profile. A Cameo White spinner and bezel frames the lens against a Jet Black background. Functional air inlet slits provide underhood ventilation. Series 10 through 30 models feature Cameo White hubcaps with the red Chevrolet trade-mark.



DESIGNATION PLATES

Restyled name plates done in flowing chrome script over a red bar provide model group identification. Two-digit numbers are added to identify Apache models.



MORE STRETCH-OUT LEG ROOM

The new floor tunnel design in C10 and C20 model trucks with 3-speed, 3-speed heavy-duty and Powerglide transmissions is up to 3 3/4 inches narrower and lower, providing more driver and passenger comfort than ever before.



DURABLE INTERIOR BEAUTY AND COMFORT

In 1961 regular production cabs, silver and charcoal gray are combined to give interiors a handsome color theme. Easy-to-clean vinyl seats have new charcoal gray side panels. Seat coverings have been extended over the cushion edge to lessen seat damage in exit and entry contact areas.



COLD-WEATHER CAB COMFORT

A redesigned optional heater with two added heat openings will keep Chevrolet cabs up to 10 degrees warmer at normal speeds.

FOUR NEW CUSTOM OPTIONS

A Wider Variety of Options Now Available Replacing the Single Custom Cab Option Are:

CUSTOM APPEARANCE OPTION

All 10 through 40 Series

- Special Custom Steering Wheel
- Chrome-Trimmed Instrument-Panel Knobs
- Two-Tone Front-Door Treatment for Cabs and Panels
- Silver-Anodized Aluminum Grille
- Silver-Anodized Aluminum Headlamp Assembly
- Chrome-Plated Windshield Reveal Moldings
- Bright-Metal Rear-Quarter Panel Trim Plates
(cab models only)

CUSTOM COMFORT AND CONVENIENCE OPTION

All Series

- Full Foam-Rubber Seat Cushion (cab models)
- Special Seat Trim (cab and Suburban models)
- Special Body Insulation (front compartment undercoating, a perforated dash panel mat, and for cab models, a sound-deadening pad in the rear panel)
- Left-Hand Armrest
- Right-Hand Sunshade
- Left-Hand Door Key Lock
- Chrome Cigar Lighter

CUSTOM CHROME OPTION

- Chrome-Plated Front and Rear Bumpers (10-40 Series models)
- Chrome-Plated Hubcaps (10-30 Series models)

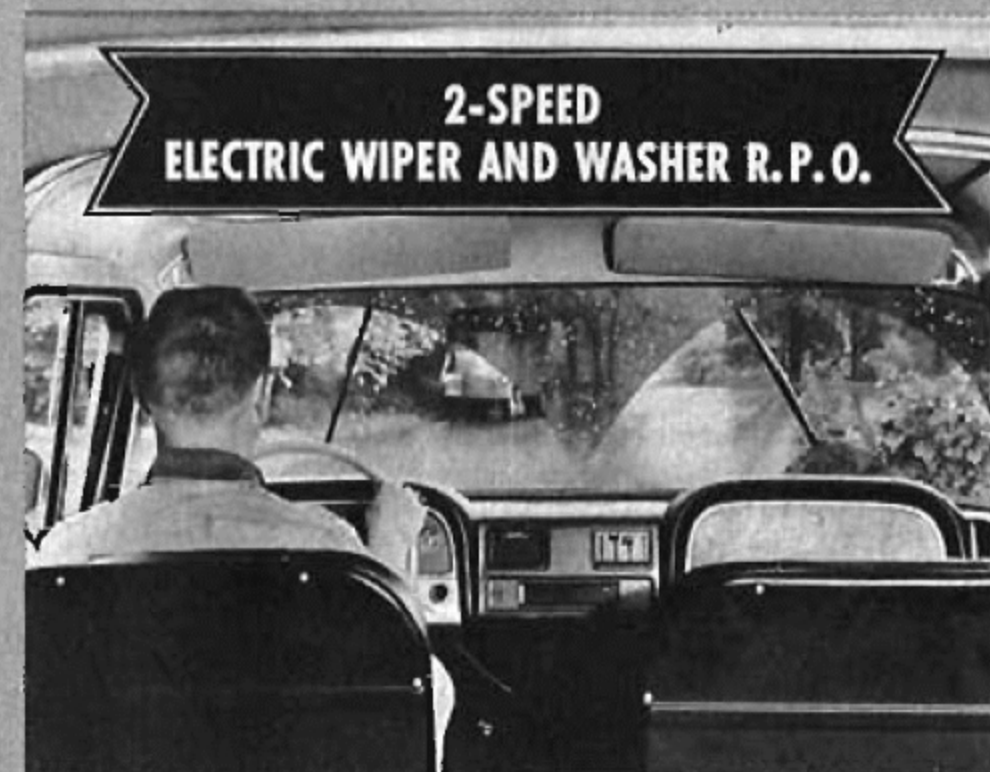
CUSTOM FLEETSIDE OPTION

- Bright Body Side Molding

The new foam-rubber seat cushion, included in the Custom Comfort and Convenience Option, contains a firm but pillowy six inches of foam rubber, deepest in the industry. A ¾-inch Polyfoam back rest offers firm but comfortable back support. To complement the '61 cab interiors, the pin-seal grain vinyl and nylon-faced pattern cloth seat covering is finished in silver gray and charcoal.



A new 2-speed electric windshield wiper and a push-button windshield washer also are available as regular production options. The constant-action wipers are an additional safety assist for bad-weather operation.



Chevrolet's More-for-the-Road, More-for-the-Money CHASSIS

Still Leading the Field in '61



INDEPENDENT WHEEL ACTION WITH TORSION SPRINGS

INDEPENDENT WHEEL ACTION

The transfer of road shock, jolts and jars is greatly reduced by independent wheel action with torsion springs. Completely eliminated is the cumbersome, old-fashioned I-beam axle, primarily responsible for driver fatigue and cargo damage.



GREATER FRONT SPRING CAPACITY

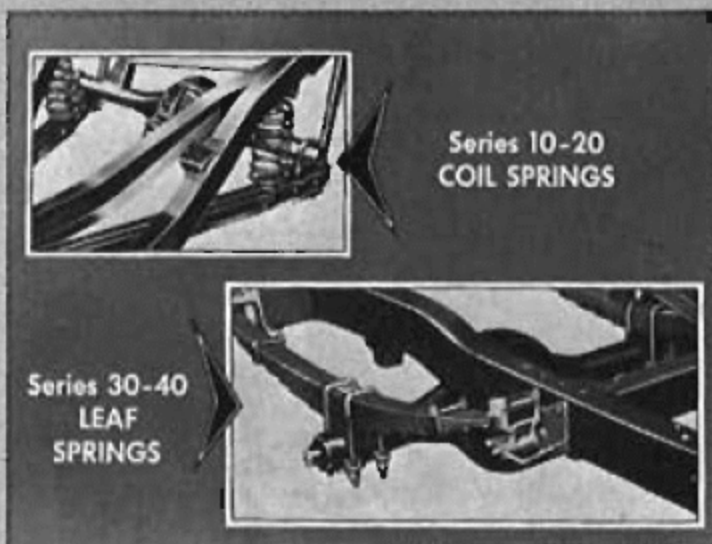
Series 50 through 80 standard trucks have up to 16% greater front spring capacities. Extra-heavy-duty optional front springs also are available to even further improve the truck's ability to handle the roughest abuse.



MEDIUM- AND HEAVY-DUTY INDEPENDENT FRONT SUSPENSIONS

MATCHED TO THE JOB

On medium- and heavy-duty trucks, independent front suspensions are similar in design to the light-duties, but with added strength. Armasteel castings are used in upper control arms and torsion bar spring anchors. Suspension and torsion spring combinations make available evenly graduated front-end capacities.



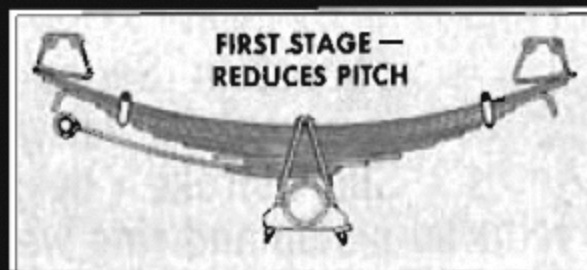
Series 10-20 COIL SPRINGS

Series 30-40 LEAF SPRINGS

REAR SUSPENSION NEWS

Friction-free coil springs are used in the Series 10 and 20 trucks, while balanced leaf springs are used in the 30 and 40 Series. In all cases, rear suspensions are specifically designed to complement the action of the independent front suspension, resulting in a softer ride and more stable control.

SERIES 50-80 TWO-STAGE VARIABLE-RATE REAR SPRINGS



FIRST STAGE — REDUCES PITCH

In the Series 50 through 80 models, rear suspensions are comprised of two-stage variable-rate springs. The first stage is designed for responsive action, even when the truck is empty, reducing pitch and making handling easier.



Auxiliary 2,000-pound-capacity springs are available for Series 50 through 80 to provide added support for additional load-carrying capacity.

SERIES 50-80 TWO-STAGE VARIABLE-RATE REAR SPRINGS



SECOND STAGE—LOAD-AND-ROAD BALANCED RIDE

Under load conditions, the second-stage leaves increase resistance in direct proportion to the added weight so that, loaded or empty, Chevrolet Trucks offer the best in a balanced ride.

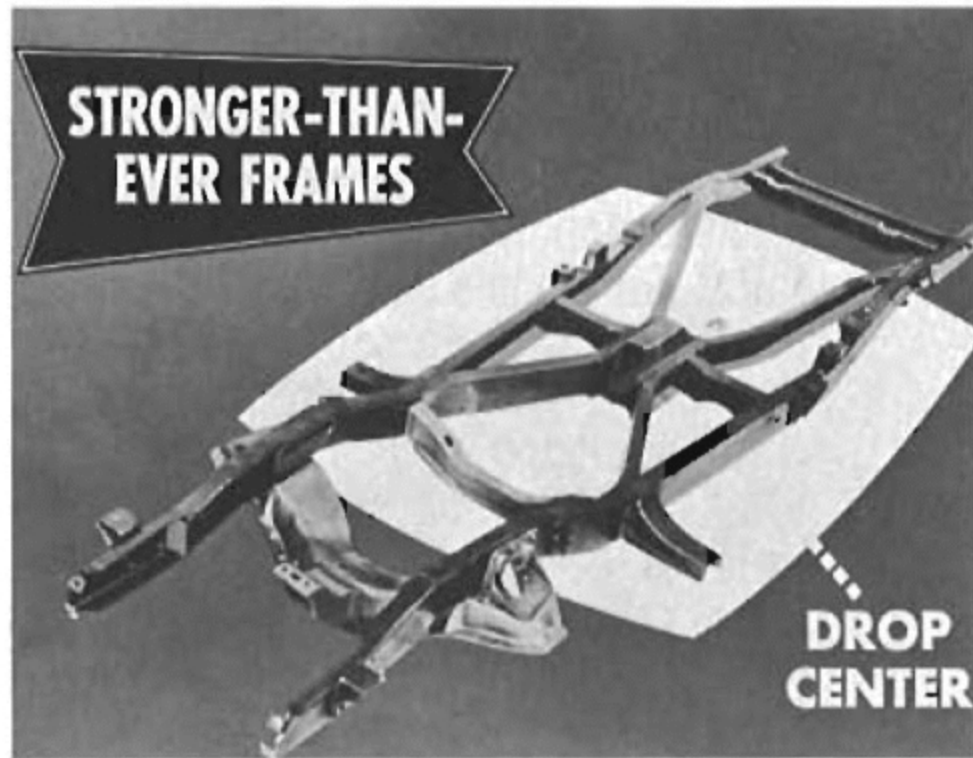


GROUND CAPACITY

19,500 Lbs. per Spring

Optional rear spring units on 1961 tandems have been increased to 19,500 pounds ground capacity each, with heavier-gauge spring leaves.

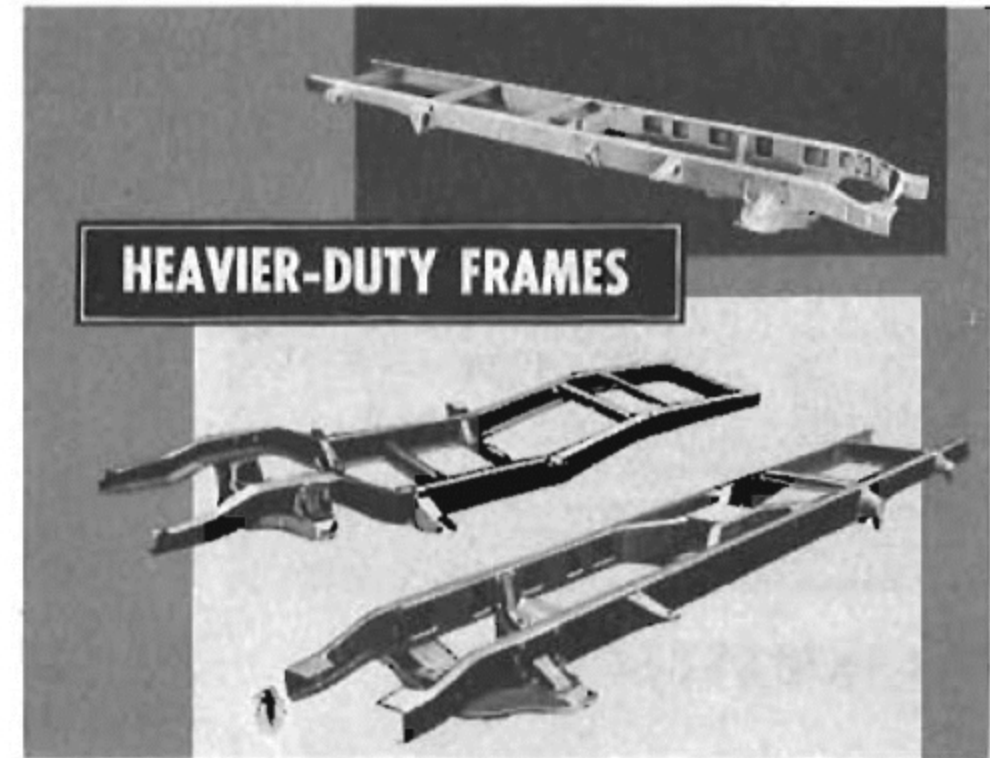
FRAMES – Stronger and Sturdier



The drop-center frame with a central X-structure reinforcement gives strength to the C10 and C20 Series. The drop-center design lowers the height of the cab floor, making entry and exit more convenient. It also lowers the center of gravity, providing outstanding load and road stability. The X-member used in the light-duty frames plus all-welded construction provide these frames with unusual twist resistance and beam strength.

A TRUCK FOR EVERY JOB

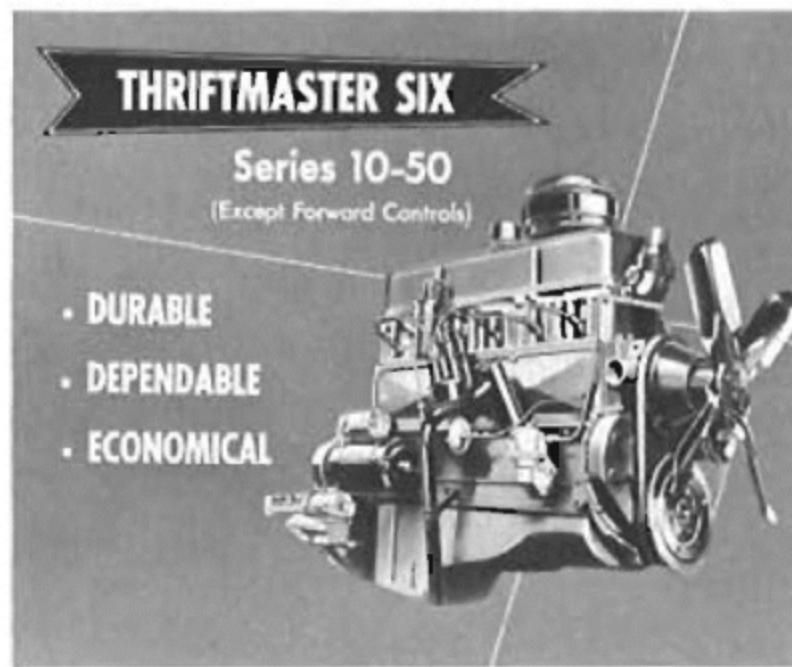
Heavy-duty, medium-duty or light-duty—every Chevrolet Sturdi-Bilt Truck has a chassis that's built to work even more—a chassis that makes a Chevrolet Truck worth even more.



Heavier-duty frames are designed and built to meet the demands of a wide variety of job requirements. Every frame brings even more ruggedness and twist resistance to Chevrolet Sturdi-Bilt Trucks. For extra-rough going, new inverted L-frame reinforcements are available for Series 60 through 80 models which increase behind-the-cab section modulus nearly 50%. They add extra protection to frames that may be excessively overloaded or abused in heavy operations.

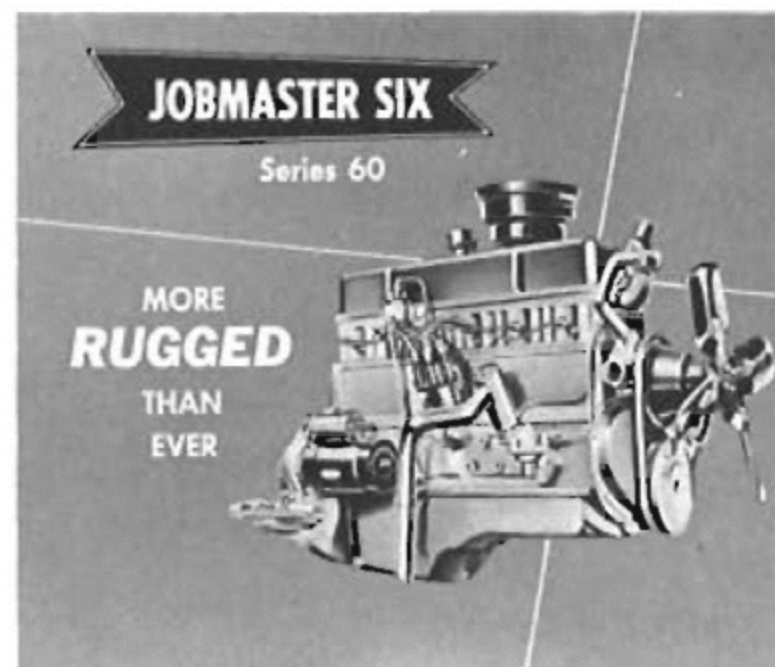
POWER TRAINS

Just-Right-for-the-Job Engines with Matching Transmission and Rear Axle



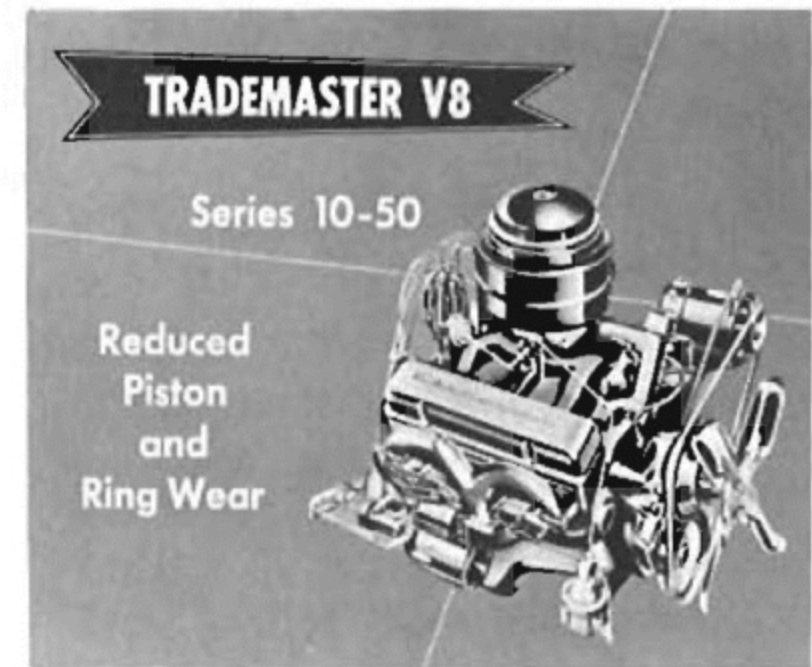
THRIFTMASTER SIX – THRIFTMASTER SPECIAL

The Thriftmaster Six is standard in Series 10 through 50 models except forward controls. The Thriftmaster Special is standard in all forward control models. These engines are the most durable, dependable and economical Sixes in the world of trucks. Full-length water jackets for uniform engine temperature, a filter-type oil-bath air cleaner, and a high-torque-output economy camshaft make it a better-than-ever engine in '61.



JOBMASTER SIX

For heavy-duty six-cylinder performance, it's the Jobmaster Six, standard in Series 60 models. It's more rugged than ever, with improved valve rocker arm shaft oil supply, improved valve rocker arm shaft supports and increased chrome content in the cylinder heads.

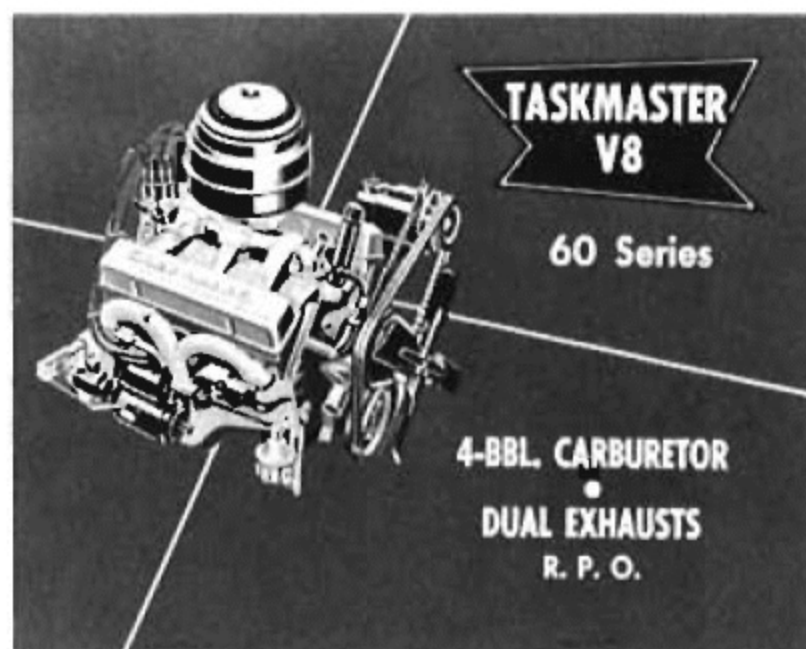


TRADEMASTER V8

This engine is optional in Series 10 through 50 models except for forward control units. Short-stroke design provides reduced piston and ring wear. A new viscous fan drive is available as an R.P.O. with the Trademaster V8 in Series 10 through 40 models. Variable speeds are attained by a thermostat control. It provides higher net horsepower, less fan noise and improved economy of operation.

A redesigned carburetor-to-manifold gasket provides quicker carburetor warm-up and helps combat carburetor icing.

Chassis cont.



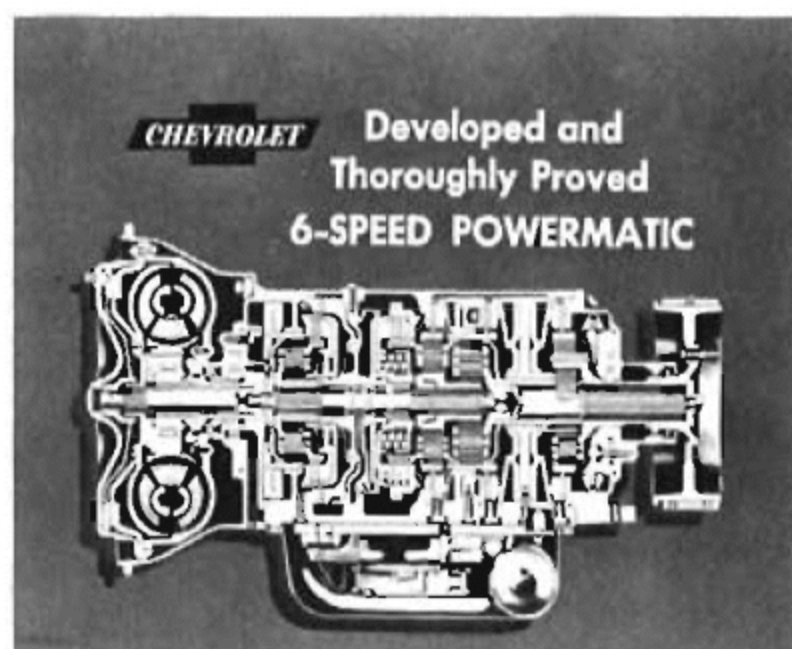
TASKMASTER V8

The Taskmaster V8 Engine is optional in Series 60 models. It's also available in these models with an optional 4-barrel carburetor and dual exhausts for increased engine efficiency and power output.



WORKMASTER V8 — WORKMASTER SPECIAL V8

The Workmaster V8, along with its counterpart, the Workmaster Special V8, has acquired a reputation as one of the finest V8 truck engines in the business. The Workmaster V8 is standard in Series 80 trucks and 70 Series Tandems. The Workmaster Special V8 is standard in Series 70 models except tandems. This year, piston durability has been increased and fuel vaporization improved, resulting in stepped-up engine performance and increased engine life. For 1961, the Workmaster Special V8 is available with a 4-speed transmission for school bus model S6702.



MORE DEPENDABLE POWERMATIC OPERATION

has been achieved through improvements in converter, linkage, oil cooler efficiency and clutch material. The Powermatic now offers more in durability and driving convenience.

GREATER POWER TRAIN FLEXIBILITY has been achieved in Series 50. For the first time, a 2-speed rear axle, rated at 15,000 pounds, with a ratio of 6.40:8.72, is available in Series 50 trucks as a regular production option. And in the 60H and 70 Series, a lower-ratio 7.17:9.97, 2-speed, 16,000-pound rear axle is now optional. This axle option offers greater operating versatility—lower gearing—more pulling power when the going gets rough.

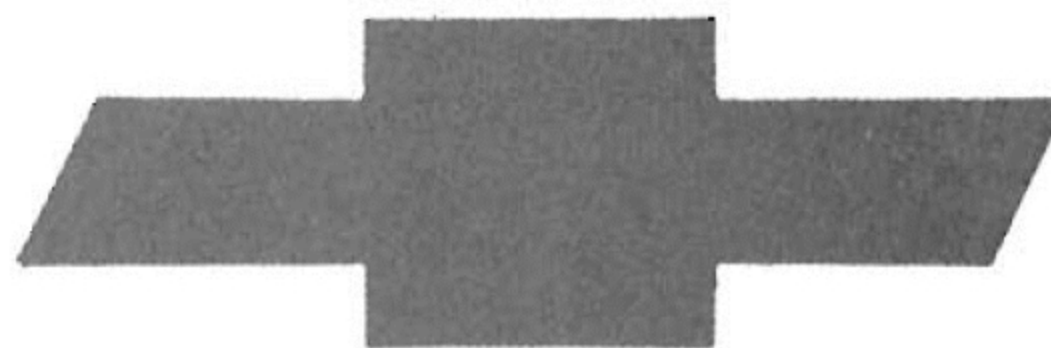
Clark and Spicer 5-speed Overdrive transmissions available as limited production options in Series 70 and 80

trucks. They provide extra-economical high-gear operation with fifth-over ratios of .86:1 and .79:1 that reduce engine rpm at normal road speeds.

Front-end power take-off is now an R.P.O. for models equipped with either the Workmaster V8 or the Workmaster Special V8 except tilt cab and Powermatic-equipped models. It provides an ideal PTO drive for cement mixers with up to 5½ yards capacity. It's also a drive means for fire engine pumps, winches, and hydraulic pumps.



Available as optional equipment for C10 models is the Chevrolet Positraction axle. It provides dependable pulling power even over muddy, icy or rough roads. Positraction keeps these vehicles moving under many conditions which stop trucks with conventional differentials. At the same time it reduces tire wear and drive-line shock loading.



SMOG SUPPRESSION VENTILATING SYSTEMS are available as options for all 1961 truck engines. Unburned gaseous materials that are normally expelled through the road draft ventilating tube are routed to the inlet manifold for burning and expelled through the exhaust system.

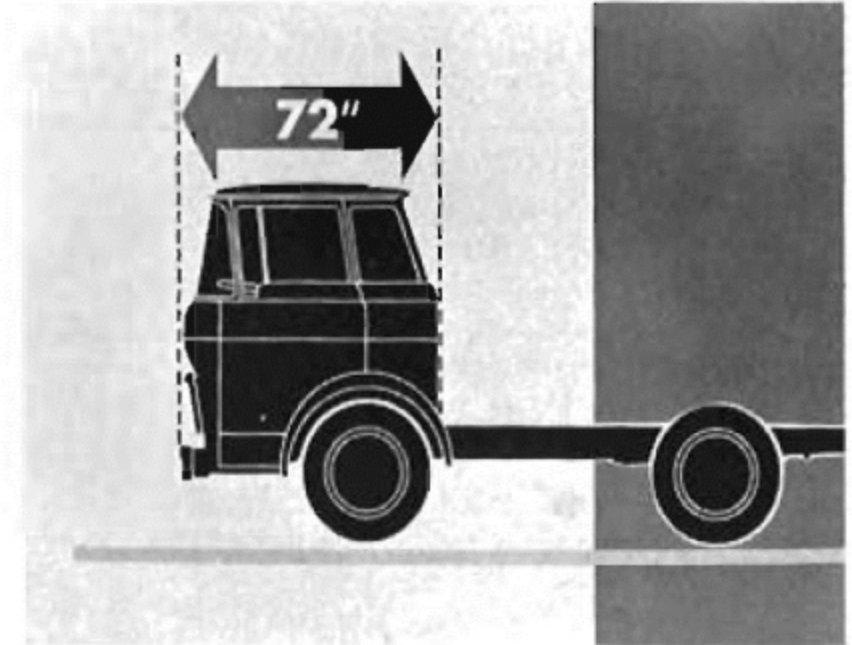
CHEVROLET TILT CABS...

The Finest in the Field

20 Models...4 Wheelbases



**MORE MUSCLE
FOR MORE
JOBS**



Chevrolet Tilts are available in 20 models, 4 wheelbases and GVW ratings from 15,000 to 25,000 pounds. They offer plenty of muscle for any job with the ultimate in cab-forward design.

The short 72-inch cab plus set-back independent front suspension mean greater maneuverability, better ride and ideal weight distribution. Now, a wider variety of trailers and longer bodies can be used.



The stationary Non-Tilt Control Island provides shorter, more direct linkage between transmission and gearshift lever, which not only means more positive shifting, but also reduced service maintenance and adjustment.



Chevrolet offers a wide, deep two-piece windshield, with over 1,760 square inches of safety-glassed observation area.



The '61 Chevy Tilt Cab assist handle, conveniently located on the right fender, makes tilting the cab up or down a simple operation.

4-WHEEL DRIVE



IMPROVED BULK CAPACITY

The new Chassis-Cab, Stepside, and Fleetside Pickup 4-Wheel Drive models feature a $\frac{3}{4}$ -ton bulk capacity on a $\frac{1}{2}$ -ton, 127-inch-wheelbase chassis. GVW ratings from 4,900 to 5,600 pounds are concentrated on a 127-inch wheelbase. Ideal for contractors, lumber dealers and ranchers who need extra body length.

OPERATING CONVENIENCE

The new, shorter transfer case shift lever is now conveniently mounted on the left side of vehicle center. This new 4-Wheel Drive truck feature makes shifting faster and easier than ever.

In 1961, all $\frac{1}{2}$ - and $\frac{3}{4}$ -ton 4-Wheel Drives will have, as standard equipment, a 3-speed Synchro-Mesh transmission and a 10-inch clutch. The 4-speed transmission and 11-inch clutch become options for heavier-duty work. In addition, optional front-wheel freewheeling hubs have increased strength and durability. Heavier cam drive lugs, designed to take greater torque, also are used. Optional Bostrom Seats offer extra comfort to drivers of 4-Wheel Drive models.

LOAD-PULLING CHART POWER TEAM COMBINATIONS

ENGINE	TRANSMISSIONS	SERIES
Thriftmaster 6 235 cu. in. displ. HP: 135 @ 4000 Torq : 217 lb. ft. @ 2000	3-Speed Synchro-Mesh Std: C10, 20 3-Speed HD Synchro-Mesh Opt: C10, 20, 30 4-Speed Synchro-Mesh Std: C30, 40; CLS50; Opt: C10, 20 3-Speed S-M + 2-Speed Trans. Case.. Std: K10, 20 4-Speed S-M + 2-Speed Trans. Case Opt: K10, 20 Powerglide Opt: C10, 20	
Thriftmaster 6 Economy Option 235 cu. in. displ. HP: 110 @ 3200 Torq : 210 lb. ft. @ 1600	3-Speed Synchro-Mesh Opt: C10	
Thriftmaster Special 6 235 cu. in. displ. HP: 135 @ 4000 Torq : 217 lb. ft. @ 2000	3-Speed Synchro-Mesh Std: P20 3-Speed HD Synchro-Mesh Opt: P20, 30 4-Speed Synchro-Mesh Std: P30; Opt: P20 Hydra-Matic Opt: P20, 30	
Jobmaster 6 261 cu. in. displ. HP: 150 @ 4000 Torq : 235 lb. ft. @ 2000	4-Speed Synchro-Mesh Std: CLST60 5-Speed Synchro-Mesh Opt: CLST60 Powermatic Opt: CLS60	
Trademaster V8 283 cu. in. displ. HP: 160 @ 4200 Torq : 270 lb. ft. @ 2000	3-Speed Synchro-Mesh Opt: C10, 20 3-Speed HD Synchro-Mesh Opt: C10, 20, 30 4-Speed Synchro-Mesh Opt: C10, 20, 30, 40; CLS50 3-Speed S-M + 2-Speed Trans. Case.. Opt: K10, 20 4-Speed S-M + 2-Speed Trans. Case Opt: K10, 20 Powerglide Opt: C10, 20	
Taskmaster V8 283 cu. in. displ. HP: 160 @ 4200 Torq : 270 lb. ft. @ 2000	4-Speed Synchro-Mesh Opt: CLST60 5-Speed Synchro-Mesh Opt: CLST60 Powermatic Opt: CLST60	
Workmaster V8 348 cu. in. displ. HP: 230 @ 4400 Torq : 335 lb. ft. @ 2800	5-Speed Synchro-Mesh Std: M70, CLT80 5-Speed S-M + 3-Speed Aux. Opt: M70 5-Speed Overdrive Synchro-Mesh Opt: M70, CLT80 Powermatic Opt: M70, CLT80 Powermatic + 3-Speed Aux. Opt: M70	
Workmaster Special V8 348 cu. in. displ. HP: 185 @ 4000 Torq : 315 lb. ft. @ 2200	5-Speed Synchro-Mesh Std: CLST70 5-Speed Close Ratio Synchro-Mesh Opt: CL70 5-Speed Overdrive Synchro-Mesh Opt: CLT70 Powermatic Opt: CLST70	

LOAD-CARRYING CHART

Front and Rear Suspension and Rear Axle Capacities

SERIES	C10	C20	C30	C40	CL50	CL60	T60	CLT60H	CL70	T70	M70	CL80	T80
Front Suspension	2500	3000	3500	4000	5000	5000 <u>7000</u>	5000 <u>7000</u>	<u>7000</u>	7000	7000 <u>9000</u>	7000 <u>9000</u>	7000 <u>9000</u>	7000 <u>9000</u>
Torsion Springs @ Ground (ea.)	1250	<u>1250</u> <u>1500</u>	<u>1500</u> <u>1750</u>	<u>1750</u> <u>2000</u>	<u>2500</u> <u>3000</u> <u>3500</u>	<u>3000</u> <u>3500</u> <u>4000</u>	<u>3500</u> <u>4000</u>	<u>3500</u> [*] <u>4000</u>	<u>3000</u> <u>3500</u> <u>4000</u>	<u>4000</u> <u>4000</u> [*] <u>4500</u> [*]	<u>4000</u> <u>4500</u> [*]	<u>3500</u> <u>4000</u> <u>4000</u> [*] <u>4500</u> [*]	<u>4000</u> <u>4000</u> [*] <u>4500</u> [*]
Torsion Springs @ Sprung Capacity (ea.)	1050	<u>1050</u> <u>1300</u>	<u>1300</u> <u>1550</u>	<u>1550</u> <u>1800</u>	<u>2235</u> <u>2660</u> <u>3085</u>	<u>2660</u> <u>3085</u> <u>3585</u>	<u>3085</u> <u>3585</u>	<u>3085</u> [*] <u>3585</u>	<u>2660</u> <u>3085</u> <u>3585</u>	<u>3585</u> <u>3555</u> [*] <u>4055</u> [*]	<u>3585</u> <u>4055</u> [*]	<u>3085</u> <u>3585</u> <u>3555</u> [*] <u>4055</u> [*]	<u>3585</u> <u>3555</u> <u>4055</u>
Rear Axle Capacity	3500	5200	7200	11000	13000	15000	15000	1600	16000	16000	16000 ea.	18500	18500
Rear Spring Capacity @ Ground (ea.)	<u>1250</u> <u>2000</u>	<u>2000</u> <u>3000</u>	<u>2400</u> <u>4150</u>	<u>5000</u> <u>6350</u>	<u>7500</u> <u>9200</u> <u>10400</u>	<u>7500</u> <u>9200</u> <u>10400</u> <u>11500</u>	<u>7500</u> <u>9200</u> <u>10400</u> <u>11500</u>	<u>10400</u> <u>11500</u>	<u>9200</u> <u>10400</u> <u>11500</u>	<u>9200</u> <u>10400</u> <u>11500</u>	<u>17250</u> <u>19500</u>	<u>9200</u> <u>10400</u> <u>11500</u>	<u>9200</u> <u>10400</u> <u>11500</u>
Rear Spring @ Sprung Capacity (ea.)	<u>1080</u> <u>1650</u>	<u>1650</u> <u>2650</u>	<u>1920</u> <u>3670</u>	<u>4445</u> <u>5800</u>	<u>6650</u> <u>8075</u> <u>9275</u>	<u>6650</u> <u>8075</u> <u>9275</u> <u>10375</u>	<u>6650</u> <u>8075</u> <u>9275</u> <u>10375</u>	<u>9275</u> <u>10375</u>	<u>8075</u> <u>9275</u> <u>10375</u>	<u>8075</u> <u>9275</u> <u>10375</u>	<u>15440</u> <u>17540</u>	<u>8075</u> <u>9275</u> <u>10375</u>	<u>8075</u> <u>9275</u> <u>10375</u>
Frame Section Modulus (Maximum)	3.39	3.91	5.09	6.28 7.29	11.28 14.79	11.28 14.79 15.91 [•]	12.96 14.79 15.91	11.28 12.96 19.19 15.91†	12.96 14.79 15.91 [•]	12.96 14.79 15.91	19.84	12.96 14.79 15.91 [•]	12.96 14.79 15.91

*Not available in T60H.

*Not available in "L" Models except L6903.

*9000-pound suspension to be used.

Underline indicates optional equipment available.

†Available in T60H only.

REAR AXLE RATIOS					
Series	Std.	Opt.	Series	Std.	Opt.
C10	3.90:1	3.38:1	L60H	7.17:1	6.50/9.04:1
C20	4.57:1				7.17/9.97:1
C30	5.14:1		L70	7.17:1	6.50/9.04:1
C40	6.17:1				7.17/9.97:1
C50	6.60:1	7.20:1	L80	7.67:1	6.50/8.87:1
		6.40/8.72:1			7.17/9.97:1
C60	7.20:1	6.40/8.72:1	M70	7.17:1	
C60H	7.17:1	6.50/9.04:1	P20	5.14:1	
		7.17/9.97:1	P30	5.14:1	
C70	7.17:1	6.50/9.04:1	T60 ⁷	7.20:1	6.40/8.72:1
		7.17/9.97:1	T60H	7.17:1	6.50/9.04:1
C80	7.67:1	6.50/8.87:1			7.17/9.97:1
		7.17/9.77:1	T70	7.17:1	6.50/9.04:1
K14	3.90:1				7.17/9.97:1
K20	4.55:1		T80	7.67:1	6.50/8.87:1
L50	6.60:1	6.40/8.72:1			7.17/9.77:1
L60	7.20:1	6.40/8.72:1			

And Remember...

TRUCK CUSTOM FEATURES CAN MAKE OWNERS SALESMEN FOR YOU

FLEETSIDE STEP. New for 1961. Increases accessibility to the Fleetside Pickup box forward area. A real help in loading and unloading.



SAFETY LIGHT. High-powered, sealed-beam light casts 1,000-foot beam in all directions. Light is controlled from inside vehicle.



COOL PACK AIR CONDITIONER. The Cool Pack recirculates air once each minute. Filters out dust, pollen and traffic fumes. Removes a gallon and one quarter of water per hour from the air.



OTHER 1961 TRUCK CUSTOM FEATURES

- Radios
- Directional Signals
- Windshield Washers
- De Luxe Heater and Defroster
- Level Load Floor
- Power Brakes
- Air Horns
- De Luxe Rear View Mirror
- Emergency and Safety Kit

Check the 1961 full-color Custom Features Data Book for other custom features that win future customers.

Information contained in this booklet is the latest available at the time of publication. Chevrolet reserves the right to make changes at any time in colors, materials, equipment, specifications and models, and also to discontinue or add models.



FOR 1961

Chevy Sturdi-Bilt Trucks Offer More In:

MODEL VARIETY—STYLING FEATURES
CHASSIS IMPROVEMENT
POWER TRAIN FLEXIBILITY