

1961 CHEVROLET STURDI-BILT TRUCKS

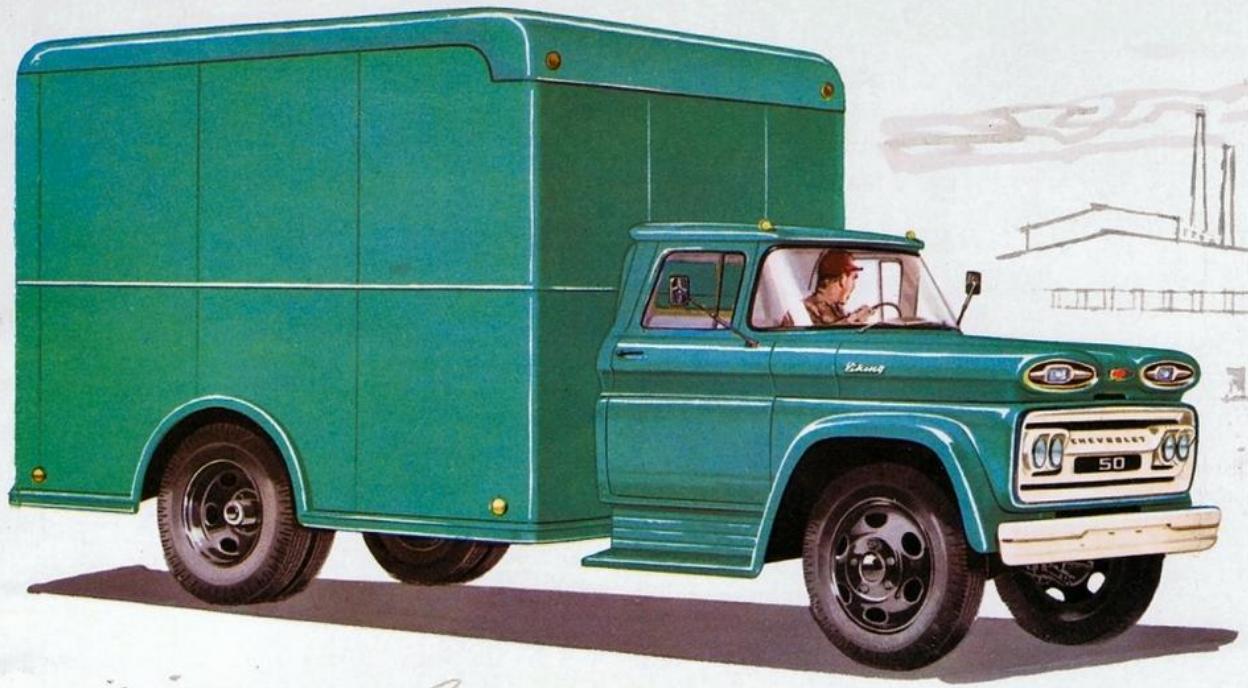
C 50

SERIES

CHASSIS
AND CAB

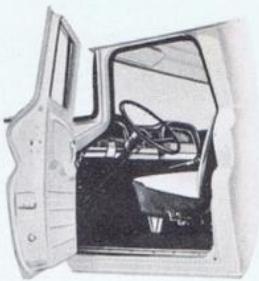
Worth More because they work More





*Easy
to get in
and out!*

Comfort-King design in Viking truck cabs results in low full-width floors and extra-wide door openings to make entrance and exit easy.

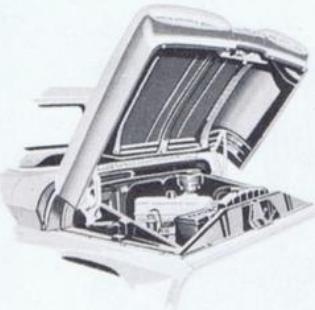


The big work-style Viking cabs as illustrated in the *Custom Model at the left, have been fitted out with special attention to extra driver safety and convenience . . . extra work ability, economy and durability for owners.

Businesslike interiors in a smart contrast of charcoal gray and silver, supply plenty of head, hip and legroom for three big men. The extra-wide seat features a deep foam rubber pad for easy seating comfort.

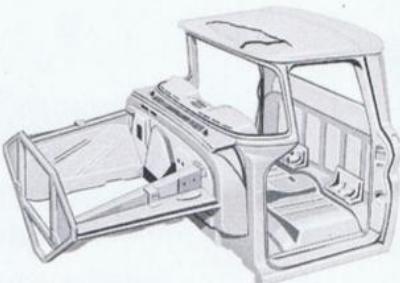
Unhindered visibility is certain in all kinds of weather through the high, wide windshield that is kept clear by dependable wipers with extra long blades.

Everything works together to keep drivers fresh on long, tough schedules.



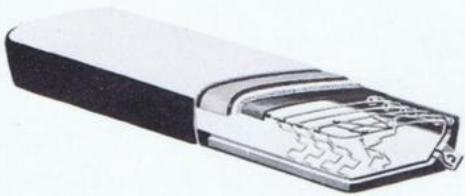
FULL-WIDTH HOOD OPENING makes it easier to carry out under-the-hood maintenance as well as periodic battery care. Effective counterbalancing holds the hood open in any desired position.

CONSTRUCTION DESIGNED TO TAKE A BEATING includes a *double-walled cowl arch* bridging the front cab structure . . . *shake-free front end* resulting from rigid assembly of skirts and radiator support . . . *resilient 4-point double-cushion cab mounts* to reduce cab strain . . . *deep-sculptured double roof* for extra rigidity and insulation . . . *rugged box-section pillars* framing doorways for permanent door alignment . . . *reinforced floor and toe-board structure* solid-built to stay quiet.



EXTRA SPACE • EXTRA COMFORT • EXTRA DRIVING EASE

1961 COMFORT-KING CABS



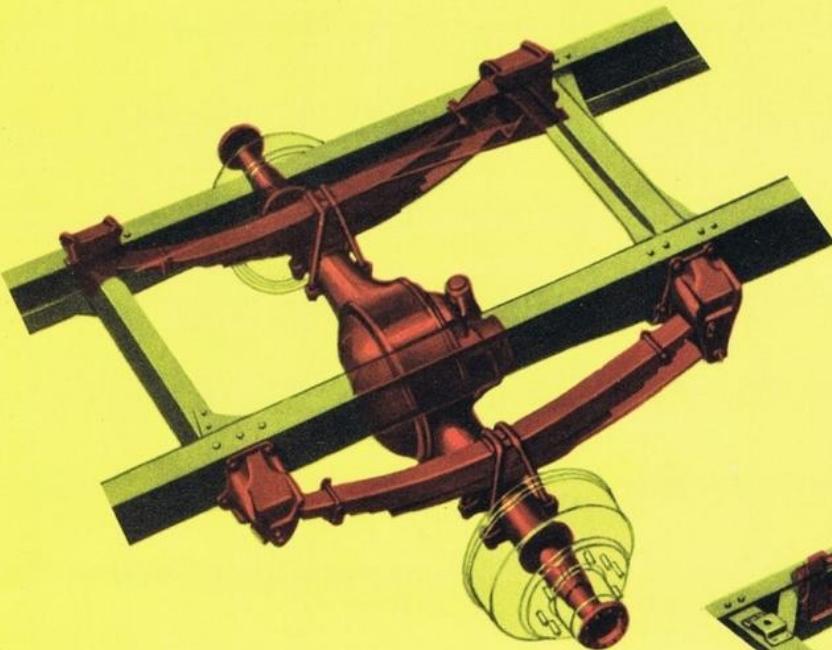
CHEVY SEATS feature a foam rubber pad over flat, coil and S-wire springs for maximum support and comfort. Covering of durable charcoal gray and silver vinyl is standard and *Custom cabs feature rich pinseal grain vinyl with nylon-faced pattern cloth. *The foam rubber seat option boasts a 6" foam cushion.



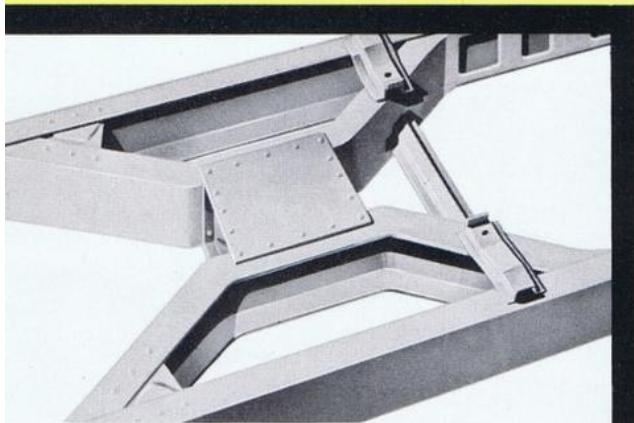
SUSPENDED PEDALS add to driver comfort by eliminating openings in the floor to keep out dust, moisture and drafts.

STYLISH 1961 "SEE-AT-A-GLANCE" INSTRUMENT PANEL with its roomy dispatch compartment, and most handsome interior appointments, make Viking cab the most pleasant "office-on-wheels" yet!

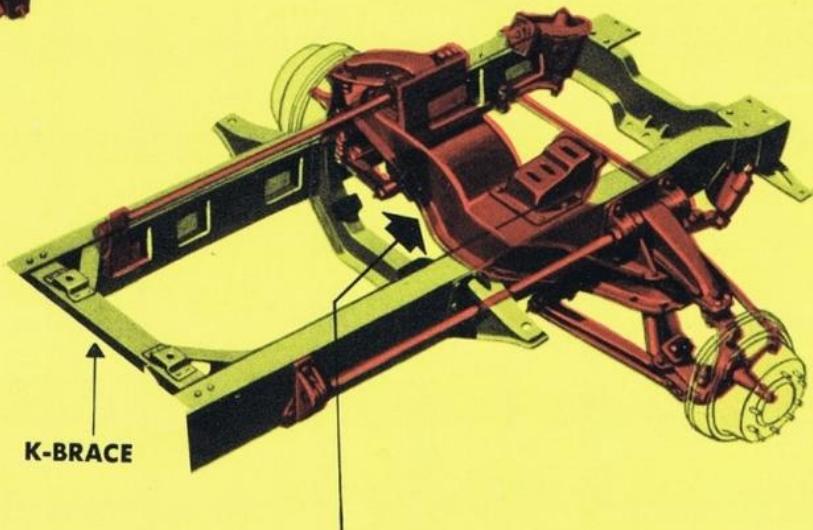




HIGH CAPACITY COMBINATION of the tough-built Viking frame fabricated of premium quality high-tensile-strength steel . . . wide-range variable-rate rear springs . . . and rugged rear axle, ensures superb big-load handling and dependable torque transfer to the rear wheels under all kinds of road conditions.

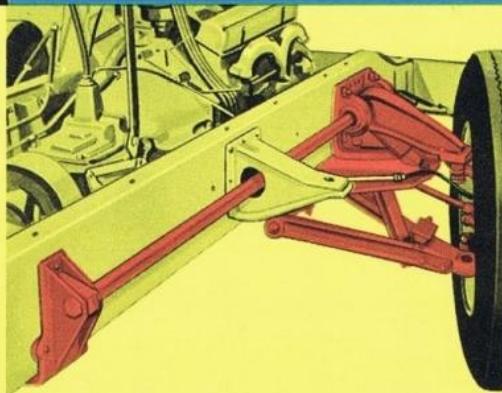


Inner channel reinforcements that add full box-rail rigidity to the front section of the Viking frame, tie into the massive central crossmember in the form of an "X" brace as illustrated above, for long wheelbase models, and a "K" brace for all others (shown at upper right).



MASSIVE BOX-SECTION FRONT CROSSMEMBER in every Viking frame, builds girder strength and rigidity into the front-end construction. This sturdy member resists twisting . . . helps keep correct frame alignment even under heavy service . . . and it forms a solid base for the torsion-spring front suspension system.

TORSION-SPRING RIDE INDEPENDENT FRONT SUSPENSION

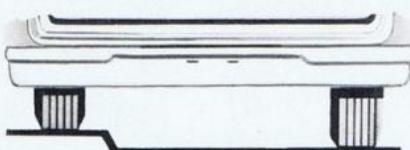


WIDE-RANGE VARIABLE-RATE REAR SPRINGS provide high load capacity plus smooth riding, whether empty or fully loaded. Special cam-contoured spring brackets shorten the effective spring length as the springs flatten under load. Springs get progressively firmer to match the load that is carried. Has the additional effect of increasing resistance to sway on corners and curves.

Independent front suspension smooths the way to bigger earnings for truckers. Each front wheel suspended independently of the other, is free to roll *individually* over bumps and ruts. At the same time, the shock-resistant torsion-bar springs absorb jolts and jars before they reach the cab and cargo. Complemented by the specially designed variable rate rear springs, it results in a new high standard of truck performance . . . improved handling . . . with less roll, sway and shimmy.

THE RIDE THAT'S REVOLUTIONIZED TRUCKING. On hundreds of thousands of truck jobs everywhere, Chevy Torsion-Spring Ride has proved to be the best answer to low-maintenance, high-profit hauling. In glowing terms, Chevy truck owners report on the remarkable ability of this advanced truck suspension to protect cargoes and drivers from wracking bumps . . . to allow faster safe speeds, lengthen truck life and reduce upkeep expense. More than ever, it's a sure answer to a bigger day's work, a better day's pay.

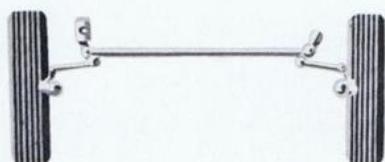
ECONOMY 6 and HUSKY V8 POWER



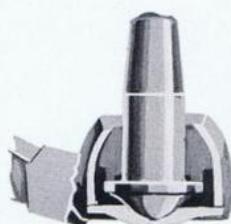
FREE-STEPPING FRONT WHEEL ACTION lets each wheel take bumps without passing on the effect to the other, as happens with solid front axles. Cuts road shock and wheel fight. Short-and-long-arm suspension linkage keeps tread width uniform, regardless of wheel deflection; tire contact stays at its best under all conditions.



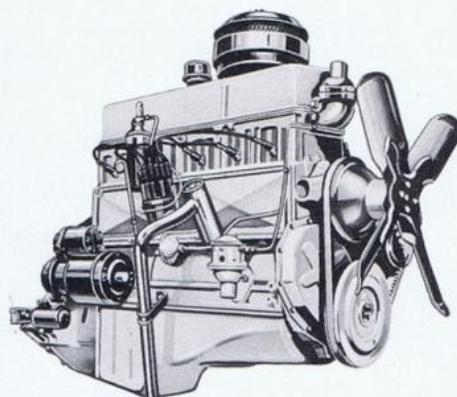
WIDE-STANCE ROLL STABILITY is achieved by the independent front suspension design that reduces lean and sway. In an independent system, the effective spring base width equals the full width of the tread . . . nearly doubles the spring base possible with an I-beam axle.



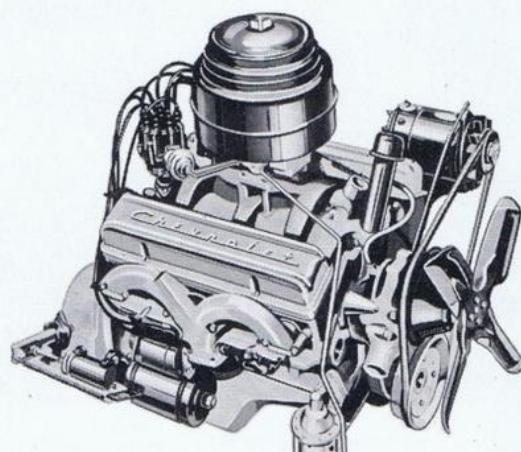
STURDY STEERING CONTROL ARMS matched up with low-friction ball gear steering and balanced relay-type linkage, contribute to outstanding steering ease and accuracy. Short tie rods to each wheel keep the ride and steering action independent of each other.



HEAVY-DUTY SPHERICAL JOINTS at steering knuckle pivots, keep steering friction down, lost motion at a minimum. Rugged ball-and-socket joints at top and bottom connect each wheel spindle support to its control arms, accommodating both steering and ride action in the most efficient way possible.



TIGHTFISTED THRIFTMASTER 6 is the standard engine on all Series C50 models. This sturdy 135 h.p. unit is specially equipped with exhaust valve Rotocoils for gruelling medium-duty service. Featured are free-breathing valve-in-head design, rugged forged-steel crankshaft, precision bearings, full-pressure lubrication and positive-shift starter drive.



EAGER, EFFICIENT *TRADEMASTER V8 is optional. This 283-cubic-inch engine offers equipment tailored to fit the requirements of *big-truck* hauling. Typical engine-saving features include exhaust valve Rotocoils and a big oil pan with a capacity of over 4 quarts.

“WORTH MORE . . . WORK MORE” ENGINE FEATURES

ECONOMICAL VALVE-IN-HEAD DESIGN pioneered by Chevrolet, gives more torque, more power, more efficiency, more miles per tankful of *regular* gas.

TOUGH-BUILT CRANKSHAFT of drop-forged steel for extra rigidity, extra toughness, and greater resistance to wear. Dynamically balanced and equipped with harmonic balancer for smooth performance.

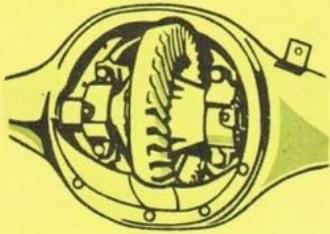
FULL-PRESSURE LUBRICATION SYSTEM puts a pressurized film of oil between all critical moving parts. Full-flow oil filter is standard on Trademaster V8. *By-pass type oil filter is optional for the Thriftmaster 6 engine.

LONG-LIFE VALVES of both 6-cylinder and V8 engines are made of alloy steel for extra durability. Exhaust valves have Rotocoil rotators.

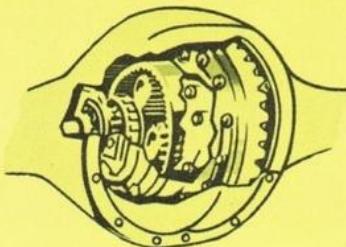
DURABLE PRECISION BEARINGS. All Chevrolet truck engines feature precision-type, removable main and connecting rod bearings. Thriftmaster 6 and Trademaster V8 engines have premium quality Moraine-100 bearings that are durable and highly resistant to scoring.

ENGINE-SAVING CARBURETOR OIL BATH AIR CLEANER protects Chevy engines from wear-producing dirt and dust. Filter element and oil bath constantly cleanse the air.

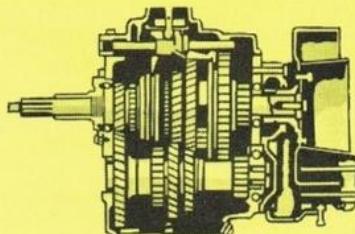
POWER-JET CARBURETOR of single-throat design with dual balanced floats to minimize flooding or waste of gasoline. Thermostatic manifold heat control increases efficiency during engine warm-up.



STURDY SINGLE-SPEED REAR AXLE with built-in ruggedness of construction and a capacity rating of 13,000 lbs. is standard on Viking Series C50 trucks. Full floating design includes Hypoid gears with straddle-mounted pinion and thrust-supported ring gear for long life and precision alignment on tough jobs.



***ELECTRIC-SHIFT TWO-SPEED REAR AXLE** rated at 13,000 lbs. capacity is optional on Series C50 models for extra flexibility. Designed for hauling big loads, this axle has heavy-duty gears plus full-floating, heat treated axle shafts. Ratio 5.83/8.11.

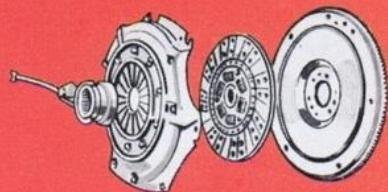


STURDI-BILT 4-SPEED SYNCHRO-MESH TRANSMISSION as standard equipment on Series C50, handles tough service with free shifting ease. Synchronized for quick, clash-free shifting. Heavy-duty construction throughout. One power take-off opening, on the left side.

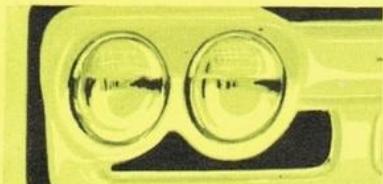
CHEVROLET

truck-tough COMPONENTS

FOR LONG LIFE - EASY HANDLING - MORE MILES PER DOLLAR



HYDRAULIC CLUTCH CONTROL. Chevrolet's hydraulic clutch system is engineered for increased clutch life and smoother shifting. Suspended pedals do away with dusty floor openings. High-capacity diaphragm-spring clutch is standard with the 6 cylinder engine and heavy-duty *coil spring design is supplied with V8 engine.



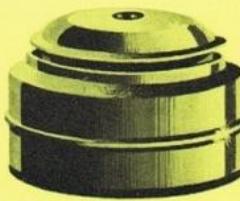
TWIN HEADLAMPS highlight the contemporary styling of the Viking grille and provide powerful illumination of both high and low beam for night driving ease and safety.



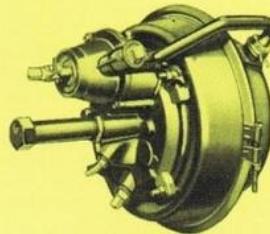
EXTRA-SIZE BRAKE LINING AREA means sure, safe stops . . . and lower operating temperatures for longer brake life through slowing the rate of lining wear. Torque action front brakes for added stopping power . . . twin-action rear brakes have dual-acting wheel cylinders.



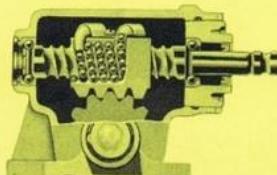
KEY TURN STARTING is a driver convenience on all Chevy trucks that provides sure engagement. The solenoid control automatically keeps the starter engaged until the engine is running.



CARBURETOR OIL-BATH AIR-CLEANER is standard on Chevy engines to protect the precision fit of all moving parts. The incoming air is constantly cleansed in oil to keep out damaging abrasive materials.



BALL-GEAR STEERING EASE results from scores of polished steel balls that minimize friction. Handling is light, firm and positive. Universal joint protects the steering wheel from road shock to lessen driver fatigue.



*Optional at extra cost

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