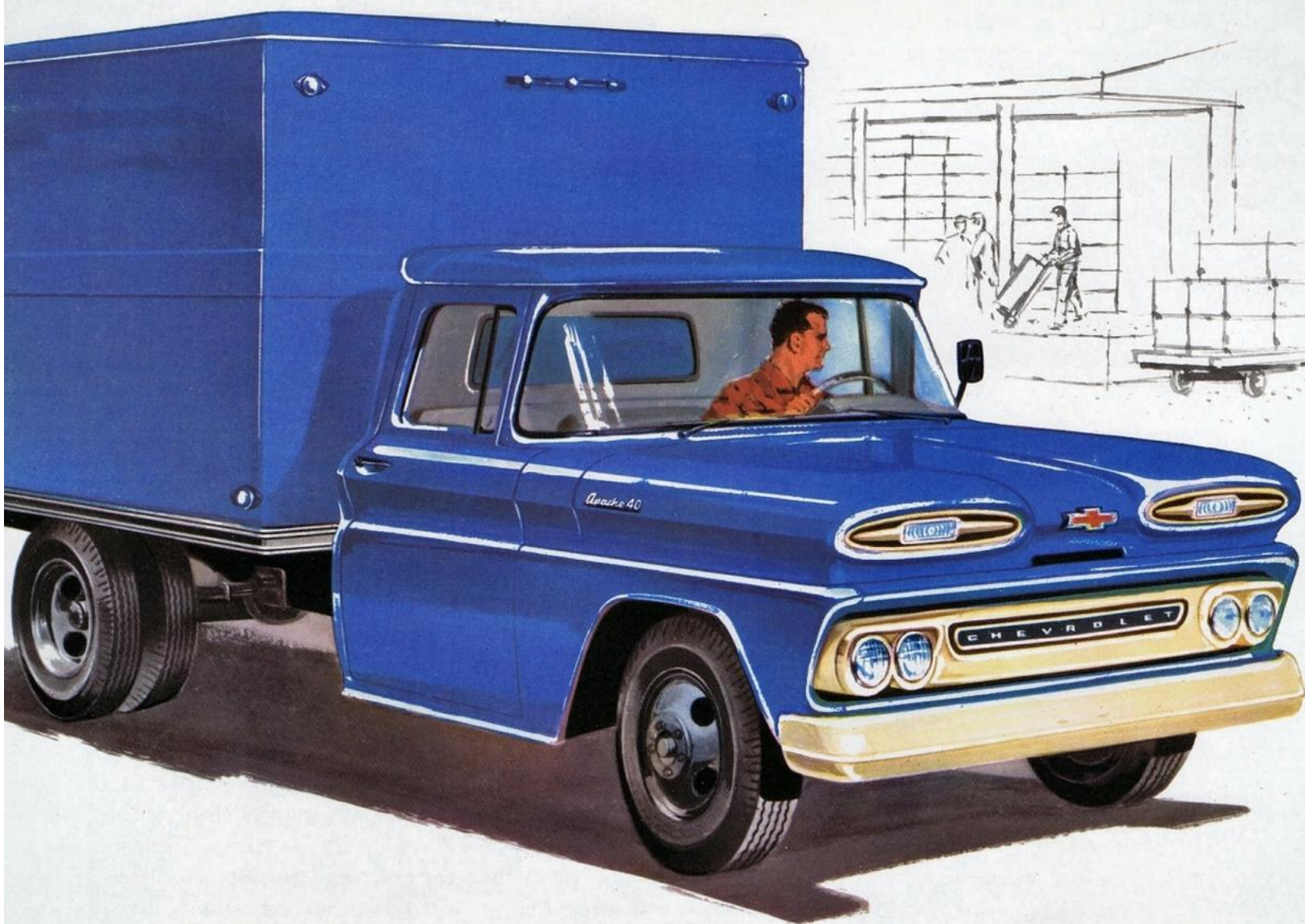


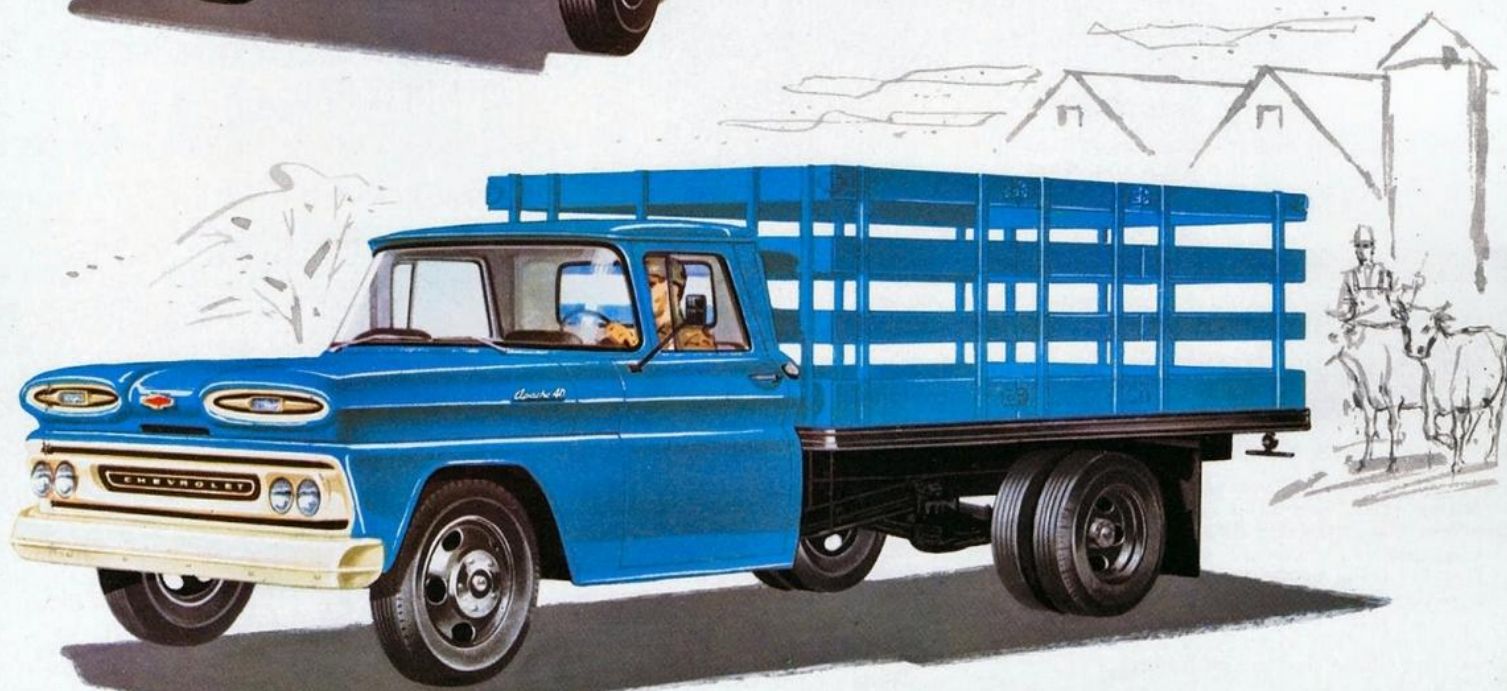
1961 CHEVROLET

STURDI-BILT TRUCKS

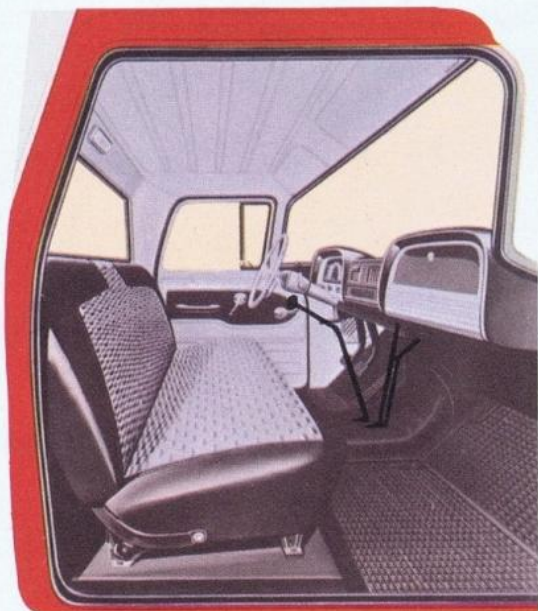
C 40
SERIES
**CHASSIS
AND CAB**

Worth More because they work More





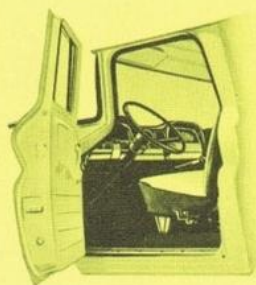
EXTRA SPACE • EXTRA COMFORT EXTRA DRIVING EASE 1961 Comfort-King Cabs



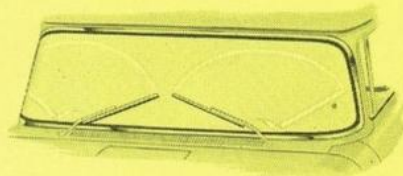
Apache cabs, as illustrated in the *Custom model at the left have been fitted out with special attention to the extra convenience and safety of drivers . . . added truck durability and economy for owners.

Smart two-tone effects of silver and charcoal gray, are created on the extra-wide seat that features a deep foam rubber pad for easy seating comfort. Overall dimensions provide plenty of head, hip and legroom for three big men.

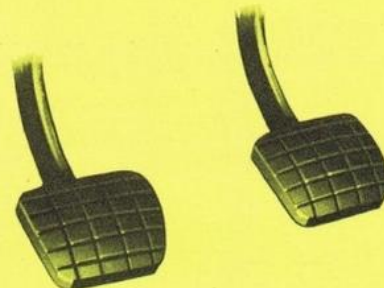
STYLISH "SEE-AT-A-GLANCE" INSTRUMENT PANEL and the most handsome of interior appointments make Chevy the most pleasant "office on wheels" yet!



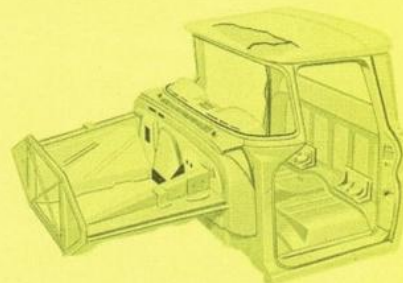
EASY TO GET IN AND OUT. Comfort-King cab design results in lower floor and extra-wide door openings to make it easy getting in or out, without need for a step.



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



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

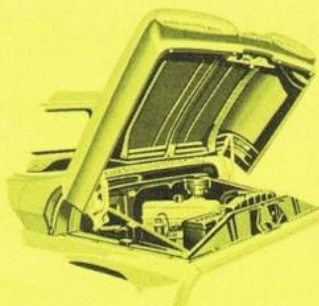


FULL-WIDTH HOOD OPENING and low fenders make it easier to carry out under-the-hood maintenance as well as periodic battery care. Effective counter-balancing holds the hood in any desired position.

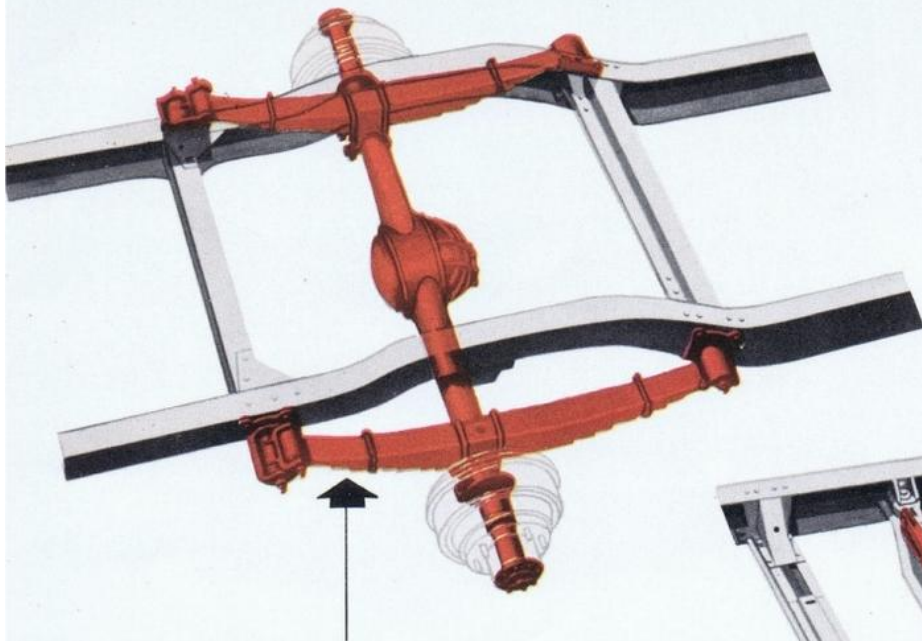


CHEVY SEATS feature a comfortable foam rubber pad over flat, coil and S-wire springs combined for maximum support and comfort. Covering of the Standard model is in durable charcoal gray and silver vinyl, and the *Custom model features rich pinseal grain vinyl with nylon-faced pattern cloth. *Foam Rubber Seat option features 6" foam cushion.

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

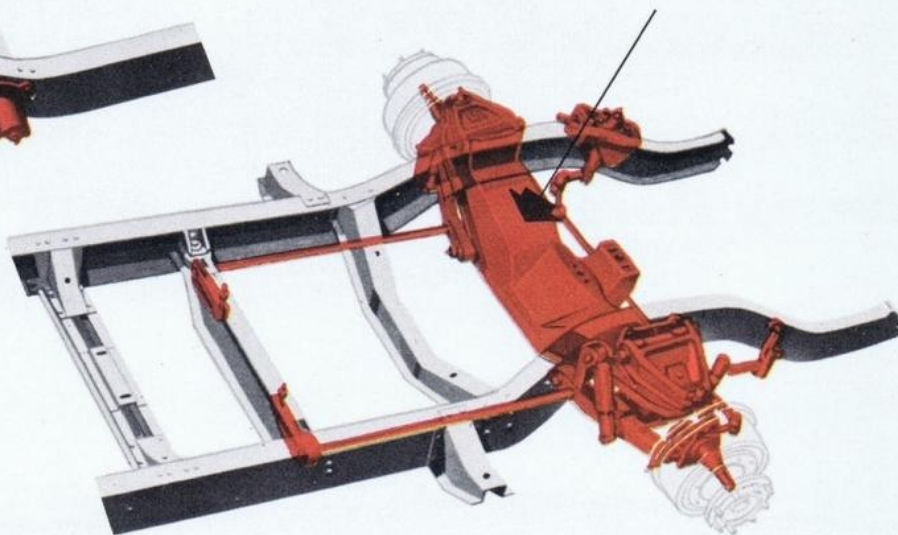


*Optional at extra cost



RESILIENT LONG-LEAF SPRINGS are engineered for an improved kind of ride, safer truck control and greater spring durability. Length, shape and thickness of each leaf, as well as the positioning of clips give a most effective cushioning action.

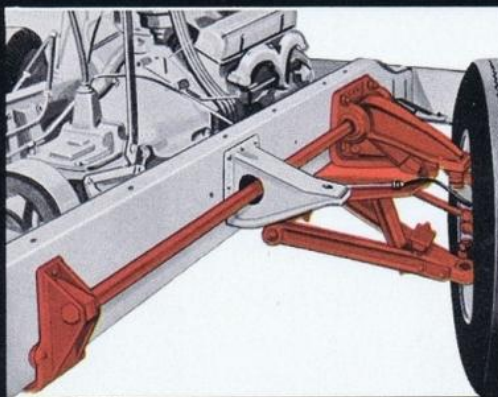
HUSKY BOX-SECTION FRONT CROSSMEMBER builds extra strength and rigidity into the front end of Chevy's frame. It resists twisting . . . helps maintain frame alignment . . . provides a sturdy base for the torsion-spring independent front suspension system.



TORSION-SPRING RIDE

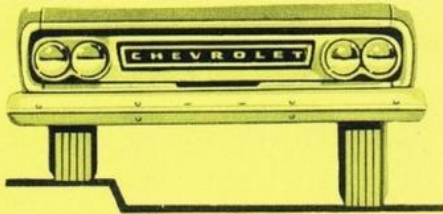
INDEPENDENT FRONT SUSPENSION

THE RIDE THAT'S REVOLUTIONIZED TRUCKING. On hundreds of thousands of tough 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 safer speeds, lengthen truck life, and reduce upkeep expense. It's a sure answer to a bigger day's work, a better day's pay.

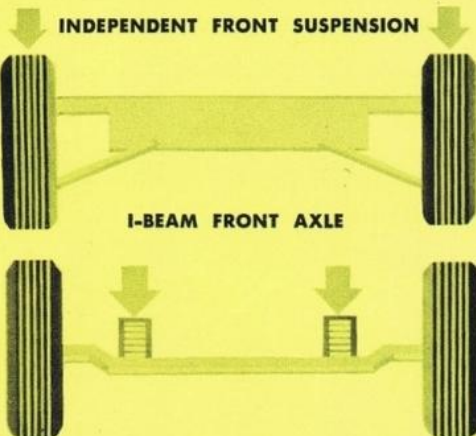


INDEPENDENT FRONT SUSPENSION smooths the way to bigger earnings for truck owners. Each front wheel suspended independently of the other, is free to roll *individually* over bumps and ruts. At the same time, the shock-resistant torsion bar springs absorb jolts and jars before they can reach the cab or cargo. Coupled with specially designed rear suspension that perfectly complements their action, they contribute to improved handling . . . reduce roll, sway and shimmy.

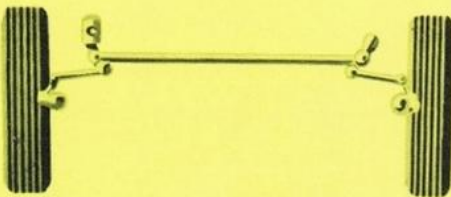
STURDY DROP FRAME with parallel side rails. Cross members are rivetted to the channel section side rails. Alligator-jaw cross member attachment adds to the strength and rigidity of these frames. Combined with a high capacity full-floating rear axle, and torsion-spring independent suspension, here is Chevy's firm foundation for husky load-carrying ability.



FREE-STEPPING FRONT WHEEL ACTION lets each wheel take bumps without passing on the effect to the other, as happens with solid 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.

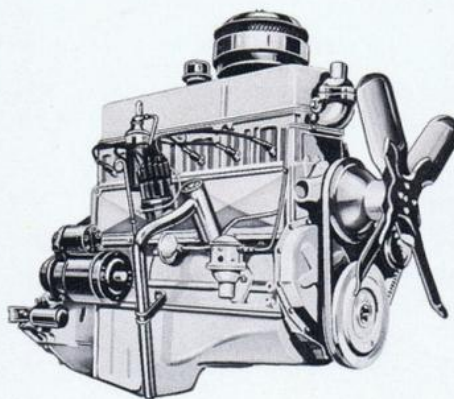


STURDY STEERING CONTROL ARMS matched up with low-friction ball gear steering and balanced relay-type linkage, contribute to outstanding steering ease and accuracy. Short tie rods to each wheel keep ride and steering action independent from each other.



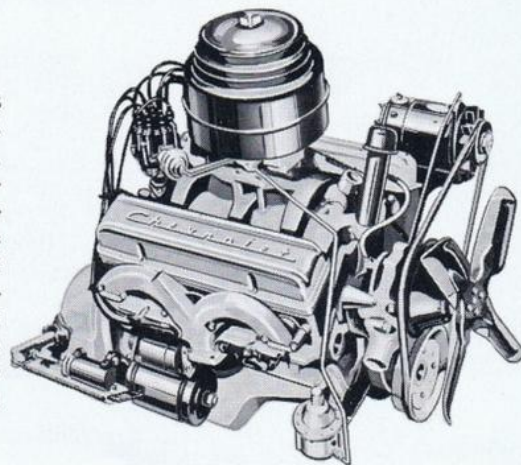
HEAVY-DUTY SPHERICAL JOINTS at steering knuckle pivots, keep steering friction down, lost motion at a minimum. Rugged ball-and-socket joints at top and bottom, connect each wheel spindle support to its control arms, accommodating both steering and ride action in the most efficient way possible.

ECONOMICAL 6 AND HUSKY V8 POWER



SURE-SAVING 6. Nothing says gas-saving economy and durability like Chevrolet's famous 135 h.p. Thriftmaster 6 . . . a proved performer that has powered more payloads than any engine in the history of hauling. Standard in Chevy light-duty trucks, this advanced 6-cylinder engine squeezes extra power, extra miles out of every drop of gas with a high 8.25:1 compression ratio.

***POWER PACKED V8.** Chevy's tough Trademaster 160 h.p. V8 is a husky power-packed engine, available at extra cost, that delivers a new brand of performance and economy. It boasts the shortest piston stroke in its class for lasting durability and efficiency . . . 283 cu. in. displacement . . . and such saving features as hydraulic valve lifters, full-flow oil filter, oil-bath air cleaner and tough Moraine-100 bearings.



STURDI-BILT ENGINE FEATURES

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

TOUGH-BUILT CRANKSHAFT of drop-forged steel for extra rigidity, toughness and resistance to wear. Fully balanced for smoother performance.

FULL-PRESSURE LUBRICATION puts a pressurized film of oil between all moving parts—main and connecting rod bearings, and camshaft bearings. Valves and timing gears receive metered-pressure lubrication.

LONG-LIFE VALVES. High quality steel adds extra durability to inlet valves and high alloy steel means longer life for exhaust valves, under high temperatures.

DURABLE PRECISION BEARINGS. Removable, precision-type Moraine-100 main and connecting rod bearings are durable and highly resistant to scoring.

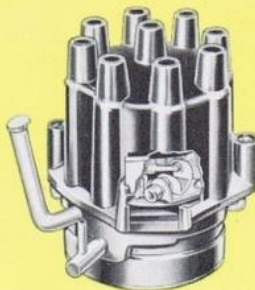
OIL-BATH AIR-CLEANER protects engines from abrasive wear-producing dirt and dust. Filter element and oil bath constantly cleanse air. Oil capacity, 1 pint.

ECONOMY-CONTOURED CAMSHAFT. Timing and lift of both inlet and exhaust valves result in top fuel economy and high torque output at normal driving speeds . . . a gas-saver in stop-and-go service.

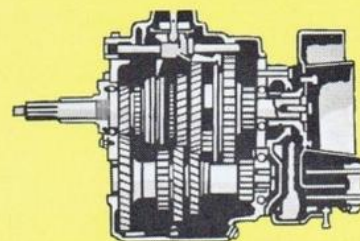
POWER JET CARBURETOR. Rochester single throat design with dual balanced floats on Thriftmaster 6, minimize flooding and gas waste. Rochester 2-barrel on Trademaster V8, provides balanced fuel-air mixture to each 4 cylinder bank.



FULL-FLOATING REAR AXLE has rugged one-piece housing to support the load and absorb road shocks. Axle shafts are only required to transmit driving torque.



ACCESS DOOR ON V8 DISTRIBUTOR ensures dependable ignition performance. Precision adjustment of the breaker gap can be made while the engine is still running.



4-SPEED SYNCHRO-MESH TRANSMISSION is specially designed for long life on tough jobs with broad gears of extra hard, shot-peened alloy-steel. Low ratio is 7.06 to 1. P.T.O. is on the left side.

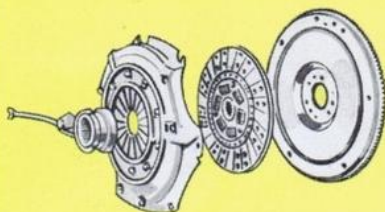
CHEVROLET

truck-tough COMPONENTS

FOR LONG LIFE - EASY HANDLING - MORE MILES PER DOLLAR



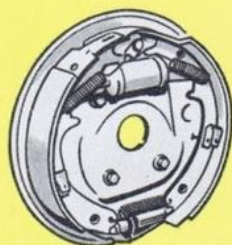
FORGED-STEEL CRANKSHAFT provides the rugged heart of every Chevrolet engine. Precision balancing ensures smooth operation and extra-long bearing life.



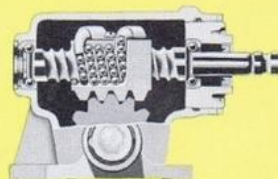
HYDRAULIC CLUTCH CONTROL. Chevrolet's hydraulic clutch system is engineered for increased clutch life and smoother shifting. Suspended pedals do away with dusty floor openings. Sturdy diaphragm — spring clutch is standard with the 6 cylinder engine, and a heavy-duty coil-spring type is provided with the V8.



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



TORQUE-ACTION BRAKES are energized by wheel rotation to produce safe, straight-line stops with minimum pedal pressure. *Hydrovac power brakes reduce braking effort by 37%.



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.



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



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.

*Optional at extra cost

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OSHAWA - ONTARIO

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