

GM
CHEVROLET TRUCK

1963
#5

CHEVROLET
CHEVROLET
TRUCKS

PICKUP—CHASSIS—CAB—STAKE—SERIES C10, C20, C30

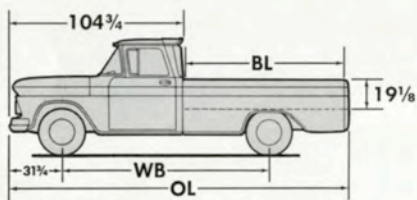




FLEETSIDE MODEL C1534—Smooth lines and top cargo space mark Chevrolet's Fleetside models, available in both 6½- and 8-foot models. Extra-quality features include double-walled sides, tight-fitting tailgates and sure-footing wood floors.

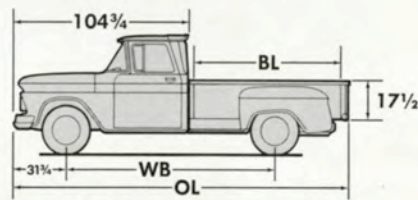


STEPSIDE MODEL C2504—Here's unobstructed end-to-end load space a full 50 inches wide, plus convenient running-board steps for easier working of all kinds of loads. Stepsides come in 6½-, 8- and 9-foot lengths, range up to 7,800 lbs. GVW for the biggest pickup jobs.



FLEETSIDE PICKUPS

MODEL	WB	OL	BL
C1434	115"	186¾"	78½"
C1534	127"	206¼"	98"
C2534	127"	206¼"	98"



STEPSIDE PICKUPS

MODEL	WB	OL	BL
C1404	115"	186¾"	78½"
C1504	127"	206¼"	98"
C2504	127"	206¼"	98"
C3604	133"	216¼"	108¼"

PICKUP MODELS

Here's Chevrolet's '63 pickup line, bristling with engineering improvements—new suspensions, new rear axles, new frames and new weight-saving power. Everywhere dead weight could be designed out, and new job-tailored toughness engineered in, it's been done. How well it's been done shows up in new half-ton GVW ratings, 200 lbs. lighter with no loss in payload capacity. Chevrolet's outstanding ride and handling superiority have not only been retained, but actually improved, with a new bonus in load-carrying ability. Underhood are new standard or heavy-duty Sixes, of 230 and 292 cubic inches, or the optional 283 V8. And there's more—nearly everything is new, and works better, as you'll find out fast when you put a '63 Chevy to work!



CORVAIR 95—In addition to conventional pickups, Chevrolet also offers the incomparable Corvair 95 Rampside. See the separate Corvair 95 catalog.



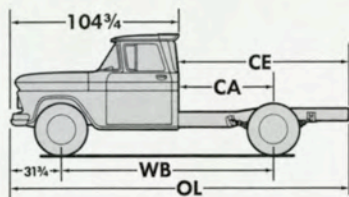
4-WHEEL-DRIVE PICKUPS—The Chevrolet pickup line also includes 4-wheel-drive models in both Fleetside and Stepside types. See the separate 4-wheel-drive catalog.



CHASSIS-CAB MODEL C1403 (with special utility body)—Seven light-duty chassis-cab models offer broad coverage of the ½- to 1-ton field, with optional equipment and ratings available for every job requirement. And new frames make every type of body easier to install.

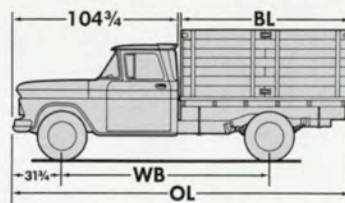


STAKE MODEL C2509 (with new dual rear wheel option)—Three light-duty Chevy stake models offer a better answer for bulky cargoes for every job in the 5,500- to 10,000-lb. GVW range. C2509 and 3609 carry 8- and 9-foot bodies, respectively, featuring top-quality construction throughout.



CHASSIS-CAB MODELS

MODEL	WB	OL	CA	CE
C1403	115"	180 1/4"	42"	75 1/2"
C1503	127"	200 1/4"	54"	95 1/2"
C2503	127"	200 1/4"	54"	95 1/2"
C3603	133"	211 3/4"	60"	107"
C3803	157"	235 3/4"	84"	131"



STAKE MODELS

MODEL	WB	OL	BL
C2509	127"	210 3/4"	98"
C3609	133"	221 3/4"	109"

SERIES C10, C20, C30 TRUCK SELECTOR

		Body Length	Max. Payload or Body/Payload Capacity
FLEETSIDE PICKUPS	C1434	6 1/2-ft.	1500 lb.
	C1534	8-ft.	1300 lb.
STEPSIDE PICKUPS	C2534	8-ft.	3350 lb.
	C1404	6 1/2-ft.	1550 lb.
	C1504	8-ft.	1400 lb.
	C2504	8-ft.	3450 lb.
	C3604	9-ft.	3450 lb.
CHASSIS-CABS	C1403	up to 6 1/2-ft.	1900 lb.
	C1503	up to 8 1/2-ft.	1800 lb.
	C2503	up to 8 1/2-ft.	3850 lb.
	C3603	up to 9 1/2-ft.	6000 lb.
	C3803	up to 13-ft.	5900 lb.
STAKES	C2509	8-ft.	3250 lb.
	C3609	9-ft.	5150 lb.

CHASSIS-CABS & STAKES

With a new 157-inch wheelbase 1-ton model rounding out a full line of chassis-cabs up to 10,000 lbs. GVW, plus 3/4- and 1-ton stake models, there's a Chevy tailored just right to do every light-duty job better. Like the C30 Series, new C10 and C20 models now feature tough straight-rail ladder-type frames with standard 34-inch width to simplify installation of special body equipment. There are new, tougher front suspensions on all models, plus new variable-rate rear coil springs on Series C10 and C20. And C20 chassis-cab and stake models now offer dual rear wheels as an extra-cost option. Chassis-cab wheelbases range from 115 to 157 inches, offering cab-to-axle dimensions of 3 1/2, 4 1/2, 5 and 7 feet, and stake bodies come in 8- and 9-foot lengths.



CAB & BODY FEATURES

Chevrolet's 1963 cabs bring you the last word in roomy comfort, easy entry and safe, sure visibility, trimmed in tough good-looking new fabrics and better isolated from the shocks of the road. Deep-cushioned seats feature generous three-man width. Full-depth foam cushioning in either standard (see inset) or custom trim is available at extra cost. Optional custom equipment also includes special insulation, armrests, right-hand sunshades, horn-ring steering wheel, bright metal exterior trim, and many other comfort, convenience and appearance features, grouped to make it easy to order your truck just the way you want it. Chevy cab floors extend full width, low and level for easy entry and extra long-haul comfort, and wide windshields plus vision-

sloped hood lines give you a commanding view of the road. All driving controls are grouped within easy reach of the driver, and a hooded non-glare instrument cluster stops annoying reflections at the source. Every Chevy cab is quality-built throughout to stay tight and quiet in toughest duty, with rugged precision construction features detailed on the following page.

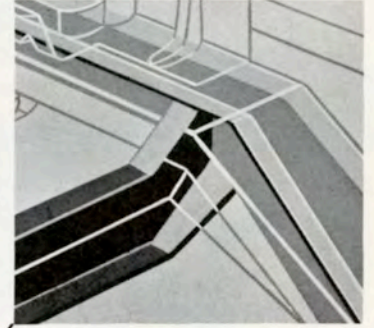
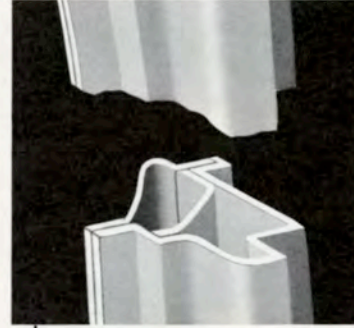
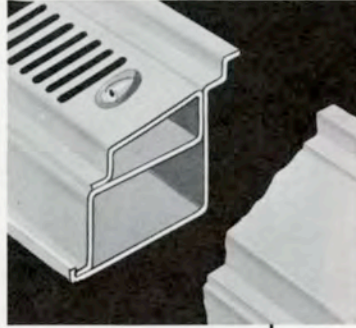
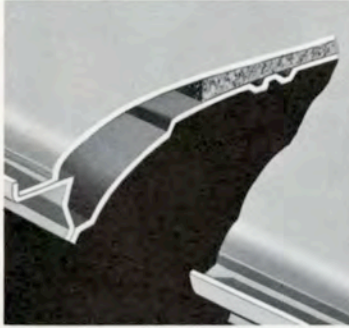


Deep sculptured double-panel roof adds rigidity to entire cab structure, is insulated between panels to keep noise, heat and cold.

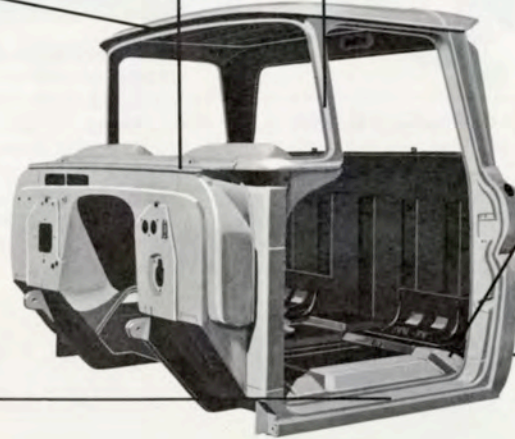
Massive double-walled cowl arch bridges front of cab structure, uniting door frames, dash and floor panel in a single, strong assembly.

Reinforced box-section pillars support roof and frame doorways, help keep doors working right and sealing tight for life.

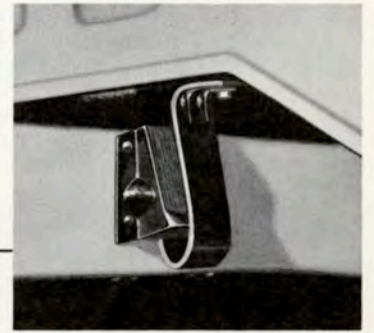
Double-braced floor panel features hat-section crossmembers front and rear, plus sills extending forward under toeboard.



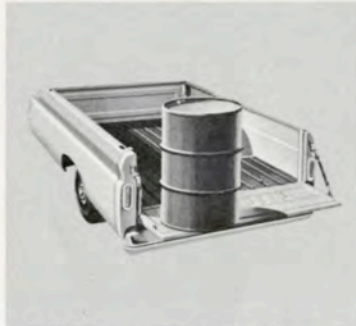
Rugged box-section sills are formed by assembly of precision-built close-fitting body side and floor panel subassemblies.



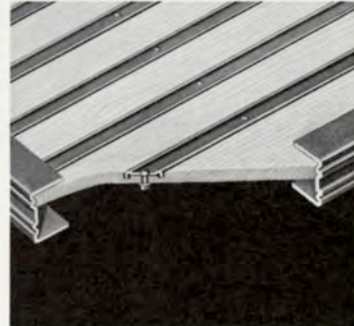
New shear-type rubber cab and sheet metal mounts in all Series C20 and C30 models reduce vibration transmitted to cab.



Wedge-type anti-rattle latches keep tailgates securely closed. Snug tailgate fit minimizes leakage of bulk cargo, such as grain or sand.



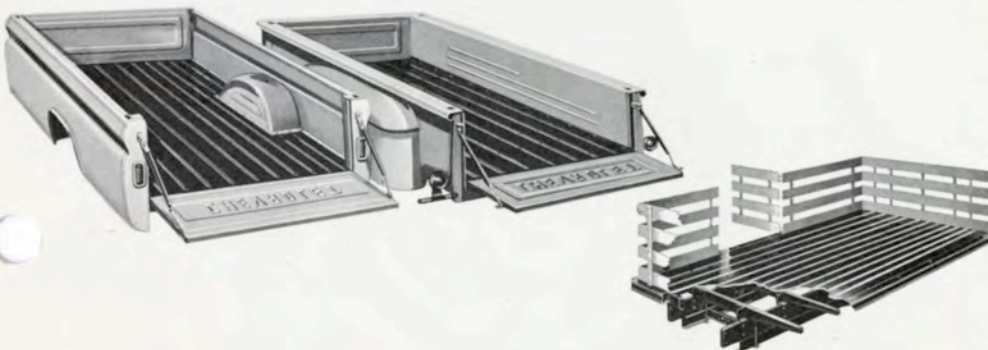
Rugged reinforced tailgates form high-strength floor extension for long loads. Rubber-covered support chains can't rattle or mar finish.



Tough select-wood planked floors feature recessed steel skid strips covering seams, plus steel rub rail surrounding stake body platform.



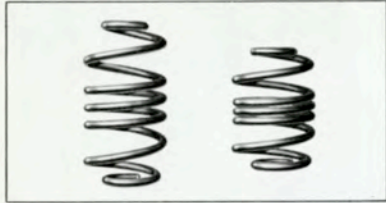
Smooth finished select hardwood stake racks feature snag-free hardware, fit securely in long-wearing steel-lined stake pockets.



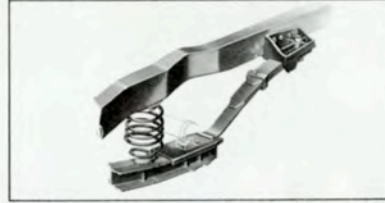
Like the cabs, Chevrolet pickup and stake bodies are designed and built to highest quality standards. Every detail reflects careful consideration of the things truck operators appreciate on the job, and the kind of service they expect from a truck throughout its useful life. For example, floors are of wood for sure footing and freedom from rust, but they're also steel-reinforced to take the beatings hard use will give them. Also typical, both pickup bodies are complete units with front walls independent of the cab, and Fleetside bodies are double-walled to minimize the damage caused by shifting cargo.

CHASSIS FEATURES

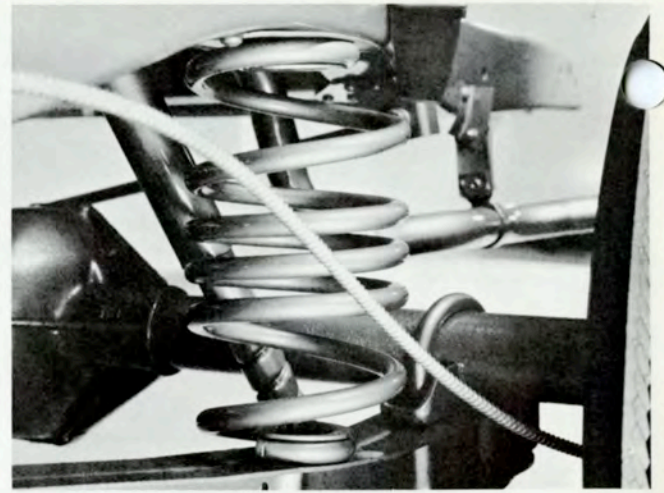
Major chassis advances make big news in Chevrolet's '63 light-duty lineup—with completely new chassis in most models. There are new ½- and ¾-ton frames, and new suspension designs in all models that meet and surpass Chevrolet's industry-high ride and handling standards with better-than-ever simplicity, durability and load capacity. Everywhere, dead weight is designed out and new durability designed in—these are lean, trim chassis pared down to pure working toughness, built to stay longer on mean jobs and save like never before.



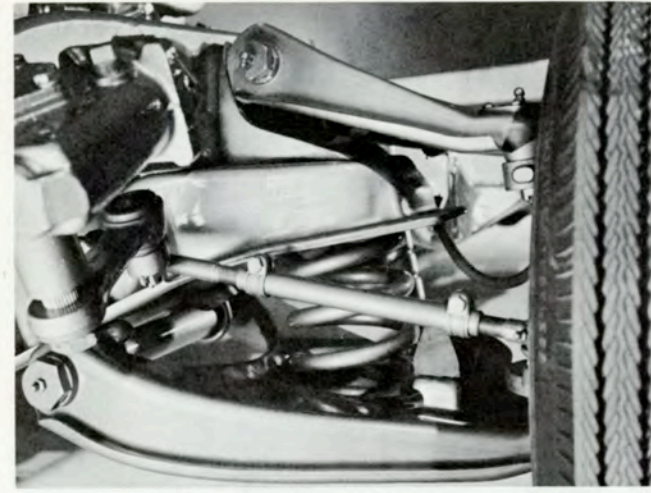
Variable-rate coil springs stiffen under increasing load by reducing the number of coils in action. Central coils, spaced closer than end coils, "bottom out" under partial compression. With fewer coils left active, springs compress less readily with additional load.



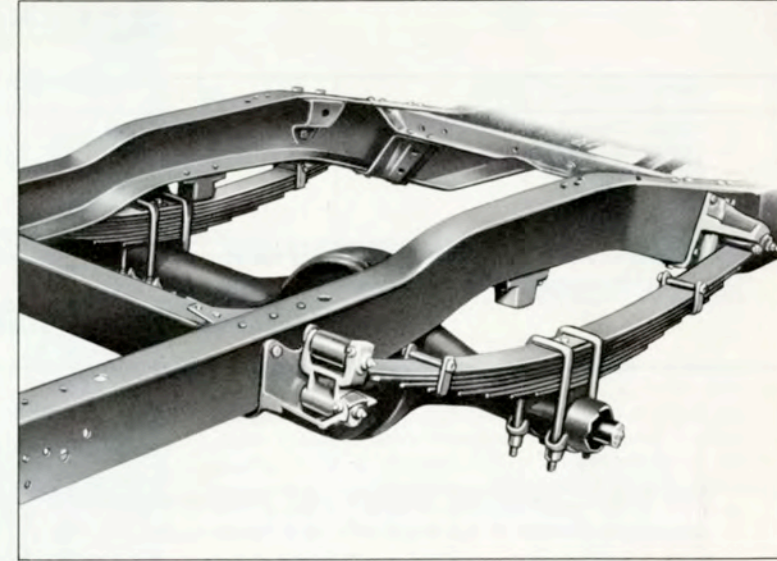
Auxiliary rear springs are now available at extra cost for Series C10 and C20 for extra durability in extreme service. These are short single-ended leaf springs, frame mounted to come to bear on the axle control arm plates only under full load or severe bounce.



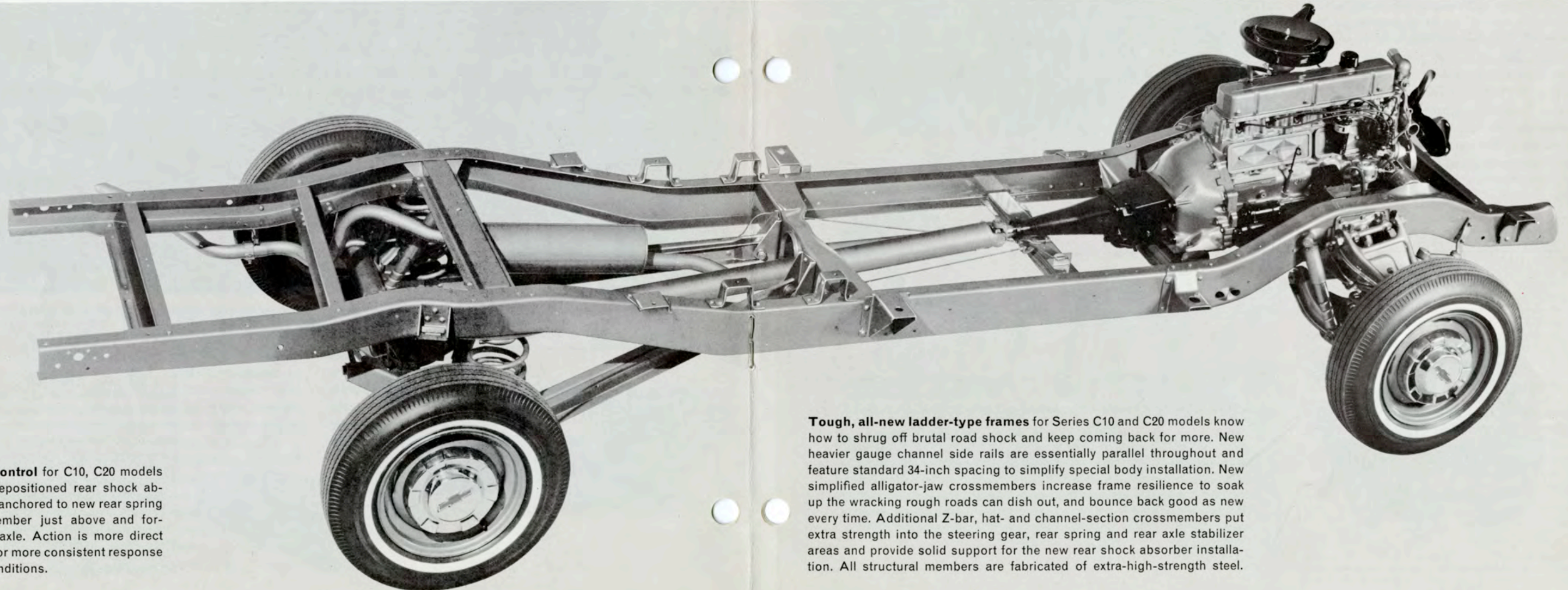
New variable-rate rear suspensions for better ride, bigger loads—In 1963 ½- and ¾-ton models, new variable-rate rear coil springs add still further to the riding, handling and load-carrying performance that have put Chevrolet out ahead of the industry. Here is the ultimate in truck suspension principles—soft springs for smooth ride when lightly loaded or running empty, plus stiff springs for top capacity and durability with a full cargo aboard, and **both combined in one set of springs**. The result is new wide-range versatility that's exceptional even by Chevrolet's high standards.



Tough new coil-spring independent front suspensions—All conventional light-duty Chevis for '63 retain the superior ride and handling of independent front suspension, now combined with new space-saving coil springs and simplified, more durable suspension components. The new springs nest compactly into the front suspension crossmember, deliver a smooth friction-free ride and require no adjustment once installed. New lower control arms are of rugged one-piece construction with lower spherical joints securely pressed in, and improvements in upper control arm mounting help suspension adjustments to stay put.



Series C30 chassis—Chevrolet's one-ton chassis also feature the new coil-spring independent front suspension, coupled with rugged leaf-spring rear suspensions and extra frame toughness, to meet severe duty requirements. Rear springs are selected and shackled for best riding qualities consistent with top load capacity, and feature two-stage design in maximum-duty optional equipment. Like the lighter models, one-ton frames feature drop-center design, reducing cab overall and floor heights for easy entry and exit.



Better ride control for C10, C20 models stems from repositioned rear shock absorbers, now anchored to new rear spring seat crossmember just above and forward of rear axle. Action is more direct and positive for more consistent response to all road conditions.

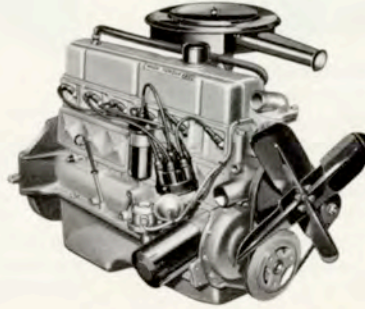
Tough, all-new ladder-type frames for Series C10 and C20 models know how to shrug off brutal road shock and keep coming back for more. New heavier gauge channel side rails are essentially parallel throughout and feature standard 34-inch spacing to simplify special body installation. New simplified alligator-jaw crossmembers increase frame resilience to soak up the wracking rough roads can dish out, and bounce back good as new every time. Additional Z-bar, hat- and channel-section crossmembers put extra strength into the steering gear, rear spring and rear axle stabilizer areas and provide solid support for the new rear shock absorber installation. All structural members are fabricated of extra-high-strength steel.

ENGINES

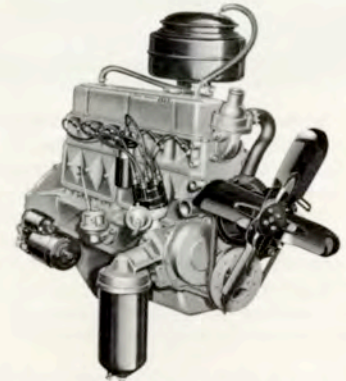
PERFORMANCE DATA	230 SIX	292 SIX	283 V8
Piston Displacement	230 cu. in.	292 cu. in.	283 cu. in.
Compression Ratio	8.5	8.0	9.0
Gross HP @ rpm	140 @ 4400	165 @ 3800	175 @ 4400
Net HP @ rpm	120 @ 3600	147 @ 3600	145 @ 4200
Gross Torque @ rpm	220 lb.-ft. @ 1600	280 lb.-ft. @ 1600	275 lb.-ft. @ 2400
Net Torque @ rpm	200 lb.-ft. @ 1600	262 lb.-ft. @ 2000	245 lb.-ft. @ 2000

TWO BRAND-NEW HIGH TORQUE SIXES...

For 1963 Chevrolet brings you precision-packaged power in its most efficient form in two brand-new sixes employing the latest in manufacturing technology. Improved precision molding techniques have made it possible to produce head and block castings with uniform high quality, strength and dimensional accuracy at a substantial savings in weight. This savings results from reduced thickness in many areas where better stiffness is obtained with integral reinforcements made possible by precision molding. The prime result is reduced engine weight and improved performance. There are also by-product effects that improve efficiency still more. For example, new uniform-thickness water jacketing improves cooling system performance, so that less coolant (and antifreeze) is needed. The end result is less dead weight and lighter trucks—200 pounds lighter in the '63 half-ton line—carrying their payloads with new higher efficiency and economy!

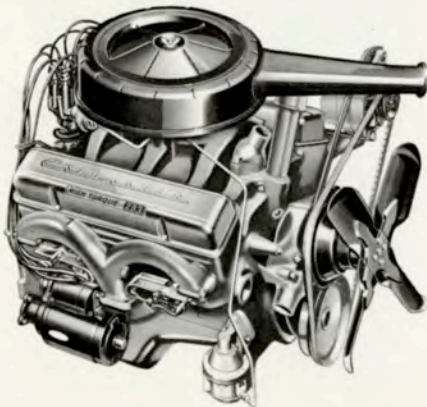


THE HIGH TORQUE 230 SIX—New standard power for all conventional light-duty models—230-cubic-inch displacement with $3\frac{1}{8}$ " x $3\frac{1}{4}$ " bore and stroke—free-breathing overhead valve design with low-restriction valve ports and efficient wedge-type combustion chambers—low-inertia aero-type valve mechanism with hydraulic lifters—smooth-running seven-main-bearing nodular iron crankshaft—140 hp and 220 lbs.-ft. of torque for premium payload performance at no extra cost.



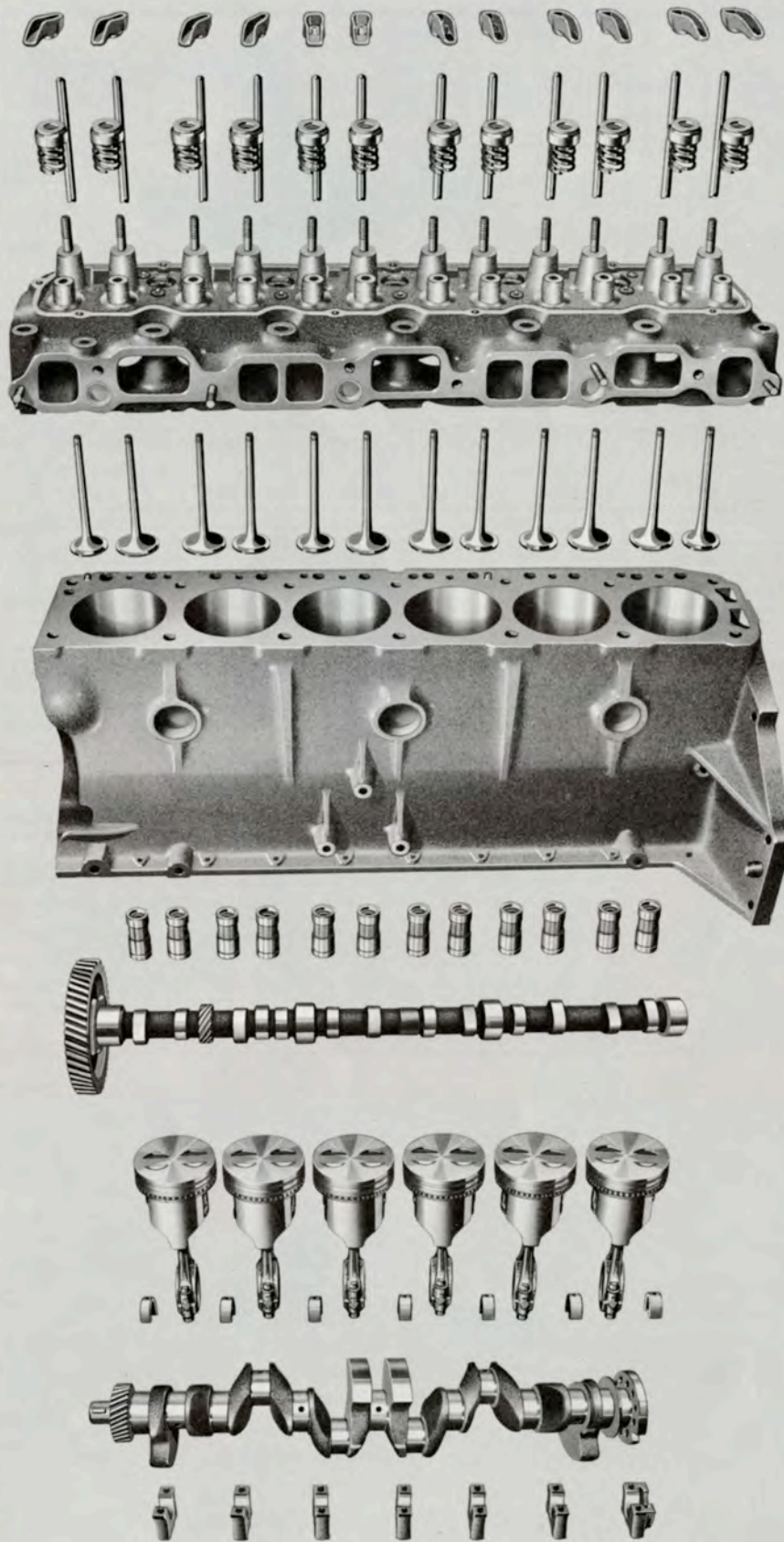
THE HIGH TORQUE 292 SIX—Optional* heavy-duty big six for extreme service requirements—bore and stroke $3\frac{1}{8}$ " x $4\frac{1}{8}$ "—extra-big heavy-duty valves with inlets aluminized, exhausts stellite-faced, plus hardened exhaust seats and exhaust valve rotators—full-chromed top rings in steel-belted pistons—thermostatic water pump by-pass—heavy-duty forged steel seven-main-bearing crankshaft—165 hp and 280 lbs.-ft. of torque to handle tough hauls.

...OR OPTIONAL* V8 SNAP



THE HIGH TORQUE 283 V8—To put the extra punch of high performance into any conventional light-duty model, the 283 V8 has what it takes and then some. Here's a proved performer with an unmatched reputation for smooth-running dependability and fuel-stretching efficiency, turning out 175 hp and 275 lbs.-ft. of torque to get big loads where they're going quicker. Teamed with free-breathing valve-in-head design is a new higher 9 to 1 compression ratio to wring more GO from every gallon of gas. Standard features include hydraulic valve lifters, full-flow oil filter, positive crankcase ventilation and extra-duty Moraine M-100 bearings, all working to keep the 283 delivering the goods on toughest schedules.

*Extra cost



SIX-CYLINDER DESIGN FEATURES— ULTRA-MODERN IN EVERY DETAIL

VALVE GEAR—Lightweight, low-inertia valve train with aero-type individual-unit rockers on ball studs, tubular push rods, hydraulic valve lifters—big high-alloy steel valves; inlets aluminum-coated and exhausts stellite-faced in 292—valve stem oil deflectors in 230—camshafts tailored for best combination of performance and economy in low-to-medium speed range.

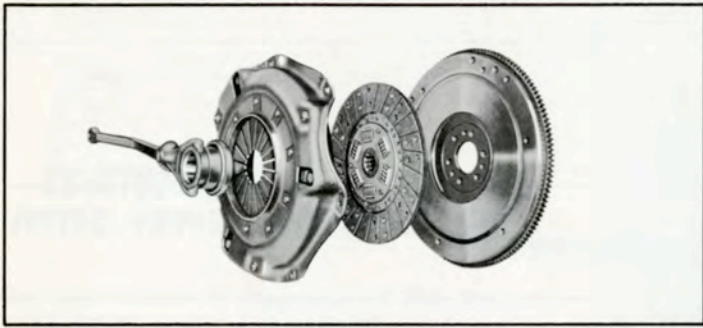
CYLINDER HEAD—Precision-cast alloy iron with accurate, uniform wall thickness for top rigidity with minimum weight—inlet ports siamesed to provide big, low-restriction air-fuel passages—short direct exhaust ports reduce demands on cooling system—integral valve guides and spark plug bosses surrounded by coolant passages for excellent heat transfer—modified wedge-type combustion chambers—four-bolt (per cylinder) attachment to block for minimum distortion.

BLOCK AND CRANKCASE—Precision-cast alloy iron with accurately controlled thinner wall sections stiffened with integral reinforcements, extra stiff and light in weight—full-length, full-circumference water jacketing around cylinder bores—seven crankcase bulkheads supporting main bearings and stiffening entire structure—rear bulkhead rigidly braced for positive bell housing and transmission alignment.

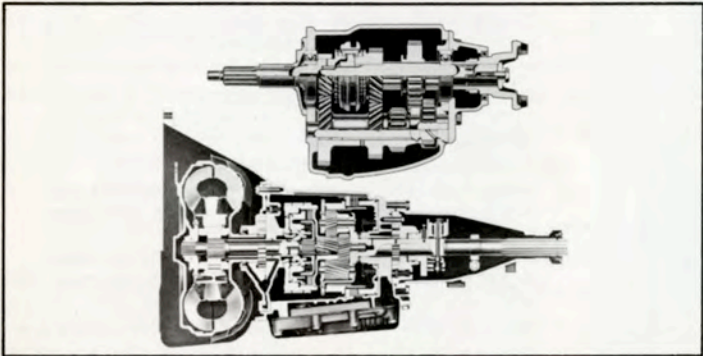
PISTONS AND CONNECTING RODS—Aluminum pistons with cast-in-steel struts for controlled thermal expansion—steel-belted top ring grooves and full-chromed top rings in 292, flash-chromed top rings in 230—slipper skirts contoured for crankshaft clearance with short, stiff connecting rods for minimum overall engine height—I-beam-section forged steel rods with chrome steel wrist pins shrunk-fit in small ends—precision-type big-end bearings of Moraine M-100 alloy in 230, premium M-400 alloy in 292.

CRANKSHAFTS AND MAIN BEARINGS—Light and extra-tough nodular cast iron crankshaft in 230 with over 1/2-inch overlap of rod and main journals for extra stiffness—longer stroke 292 crank of extra-strong forged steel—seven-main-bearing design with a main on either side of each crank throw for top rigidity, minimum vibration—over 10% more bearing area than previous 4-bearing 6-cylinder crankshafts—Moraine M-100 alloy bearings in 230, maximum-duty M-400 alloy in 292.

DRIVE LINE COMPONENTS

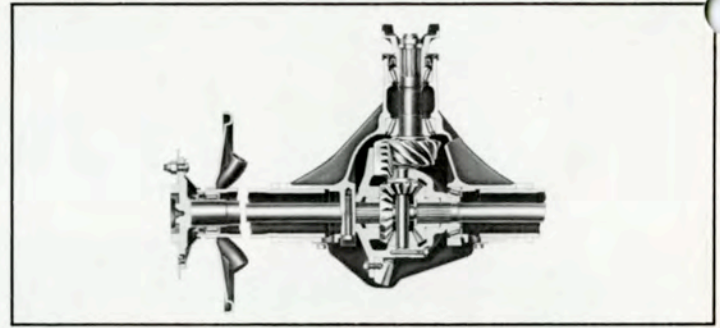


CLUTCHES—All light-duty clutches torque-tailored to the engines they're teamed with—easy-acting diaphragm-spring units, 10-inch for the 230 Six, 11-inch for 283 V8 (or as an extra-cost option with the Six)—rugged 11-inch coil spring clutch for the heavy-duty 292 Six—new positive-acting mechanical control linkage in all conventional light-duty models.

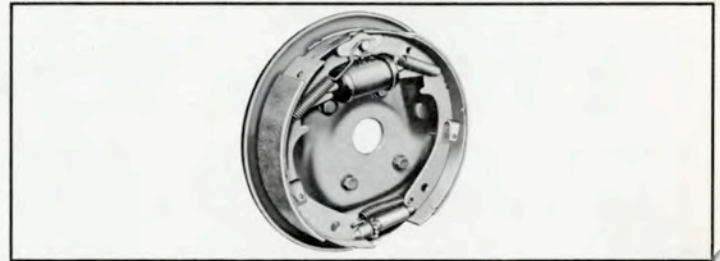


TRANSMISSIONS—Tough quiet-shifting Synchro-Mesh transmissions standard—3-speed for Series C10 and C20 models, 4-speed for C30's—full range of options available at extra cost, including 4-speed for 10's and 20's, 3-speed heavy-duty for all—also new water-cooled heavy-duty Powerglide with extra torque capacity, substantially lighter weight, and better cooling of both torque converter and gear box in tough service.

DRIVE SHAFTS—One- and two-piece shafts of top-quality steel tubing, precision-balanced to run true, smooth and trouble-free—new higher capacity universal joints in most $\frac{1}{2}$ - and $\frac{3}{4}$ -ton models—rubber-cushioned self-aligning ball center bearings in two-piece shaft installations.

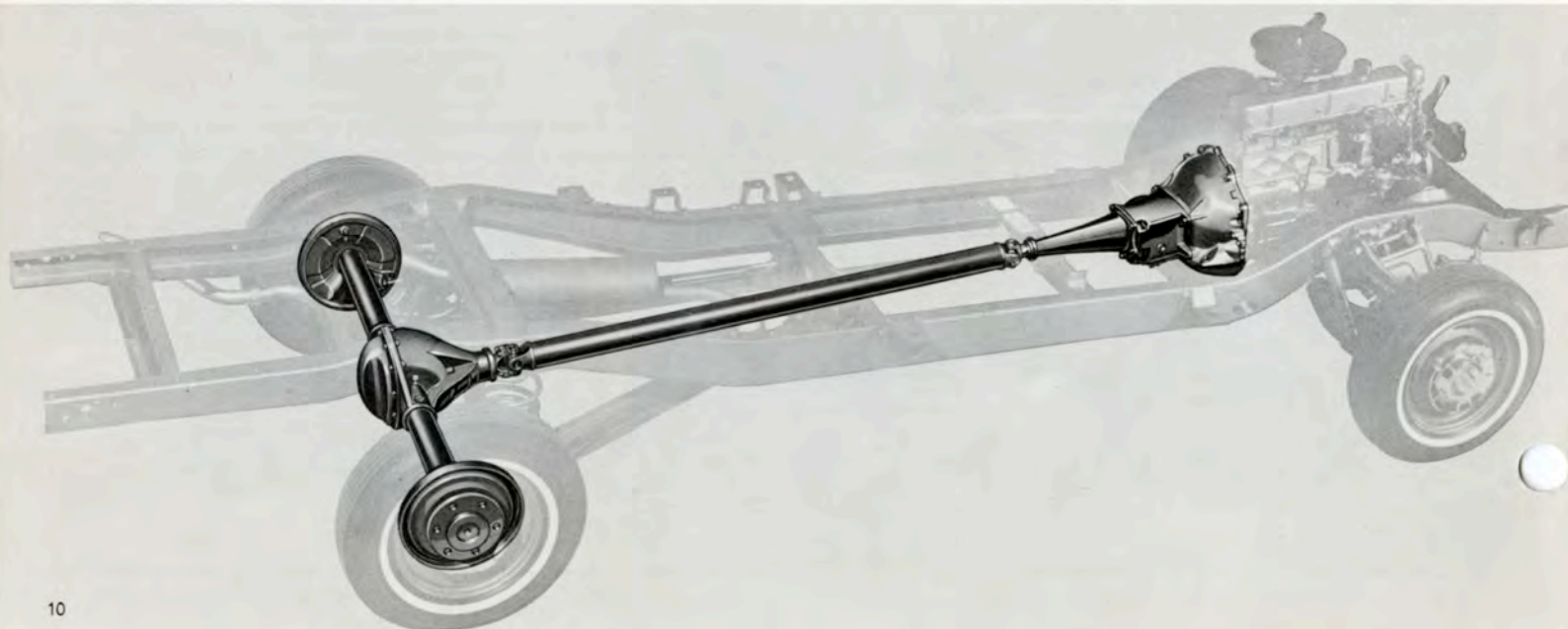


REAR AXLES—New Salisbury-type axle for C10 models with extra-rigid cast center section and welded-in steel axle tubes—better gear support for longer gear life, plus top load-carrying stiffness with less weight—quiet, rugged Hypoid gearing in all light-duty models; heavy-duty type with ring gear thrust pad, straddle-mounted pinion and 4-pinion differential in Series C20 and C30 models—capacities 3,500 lbs. for C10's, 5,200 lbs. for C20's, and 7,200 lbs. for C30's—slip-limiting and full-locking differentials available at extra cost.



BRAKES—Big 11-inch (standard for C10 and C20 models) and 13-inch (standard for C30 models) Torque-Action brakes, self-energizing for extra stopping power with less pedal effort—new single-chamber master cylinders in all conventional models, tailored for extra-easy pedal action in C10's and C20's—new vacuum power brake now available at extra cost for all models, vacuum-suspended design requiring no reserve tank.

WHEELS AND TIRES—Disc-type wheels plus decorative hub caps standard for all light-duty front and single rear wheel applications—new dual rear wheel option available at extra cost for Series C20 chassis-cab and stake models, as well as for C30's with 16-inch ventilated disc wheels—tires available in a full range of tube and tubeless types.



SPECIFICATIONS

	SERIES C10 (½-TON)				SERIES C20 (¾-TON)				SERIES C30 (1-TON)				
GROSS WEIGHT RATINGS GVW	4100 LB. TO 5000 LB.				5500 LB. TO 7800 LB.†				6700 LB. TO 10,000 LB.†				
AXLE, FRONT (Details pages 6 & 7)	TYPE	INDEPENDENT SUSPENSION				INDEPENDENT SUSPENSION				INDEPENDENT SUSPENSION			
	RATING	2500 LB.				3000 LB.				3500 LB.			
AXLE, REAR (Details page 10)	MAKE	CHEVROLET				CHEVROLET				CHEVROLET			
	RATING	3500 LB.	POSI., 3500 LB.		5200 LB.	NO-SPIN, 5200 LB.		7200 LB.	NO-SPIN, 7200 LB.				
	RATIO	3.73	4.11	3.07	3.73	4.57 TO 1				5.14 TO 1			
BRAKES, SERVICE	SIZE FRONT	11" x 2"				11" x 2¾"				11" x 2¾"			
	SIZE REAR	11" x 2"				11" x 2¾"				13" x 2½"			
	TOTAL LINING AREA	167 SQ. IN.				239 SQ. IN.				252 SQ. IN.			
	BOOSTER	8.3" PISTON				8.3" PISTON				8.3" PISTON			
CLUTCH	DIA.; AREA (SQ. IN.)	10"; 100		11"; 124		10"; 100		11"; 124		10"; 100		11"; 124	
ENGINE, HIGH TORQUE	TYPE	★230 SIX	292 SIX	283 V8		230 SIX	292 SIX	283 V8		230 SIX	292 SIX	283 V8	
FRAME	SECTION MODULUS	2.98				3.71				5.14			
FUEL TANK	CAPACITY	19 GAL.		20 GAL.		19 GAL.		20 GAL.		19 GAL.		20 GAL.	
GENERATOR ▲	AMPS	37	42	52	62	37	42	52	62	37	42	52	62
SHOCK ABSORBERS (Details page 6)		FRONT & REAR		HD FRONT & REAR		FRONT & REAR		HD FRONT & REAR		FRONT		HD FRONT & REAR	
SPRINGS, FRONT (Details pages 6 & 7)	TYPE	COIL				COIL				COIL			
	CAP. AT GROUND	1250 LB.				1250 LB.				1500 LB.		1500 LB.	
SPRINGS, REAR (Details pages 6 & 7)	TYPE	TWO-STAGE COIL				TWO-STAGE COIL				LEAF; 52" x 2½"			
	CAP. AT GROUND	1250 LB.	2000 LB.		AUX., 500 LB.		2000 LB.	3000 LB.		AUX., 500 LB.		2400 LB.	3100 LB.
STEERING	RATIO; WHEEL DIA.	24.0 TO 1; 17"				24.0 TO 1; 17"				24.0 TO 1; 17"			
TIRES	STANDARD	6.70-15/4PR FRONT, SINGLE REAR & SPARE				7-17.5/6PR FRONT & SINGLE REAR				8-17.5/6PR FRONT; 8-17.5/8PR SINGLE REAR			
	MAXIMUM	7-17.5/6PR FRONT, SINGLE REAR & SPARE				6.50-16/6PR FRONT & DUAL REAR■				8-17.5/8PR FRONT & DUAL REAR■			
TRANSMISSION (Details page 10)	TYPE	SYNCHRO	HD SYN.	SYNCHRO	P'GLIDE	SYNCHRO	HD SYN.	SYNCHRO	P'GLIDE	SYNCHRO-MESH		HD SYNCHRO-MESH	
	NO. OF SPEEDS	3	3	4	2	3	3	4	2	4		3	
WHEELS	TYPE	6-STUD DISC				8-STUD DISC				8-STUD DISC			
	STD. RIM SIZE; MAX. RIM SIZE	5.00"; 5.25"				5.25"; 5.5"				5.25"; 5.5"			

★230 Six engine with maximum economy carburetor and 3.38 ratio rear axle available as extra-cost option on Series C10 with standard 3-speed Synchro-Mesh transmission.
 †Max. GVW 7500 lb. for Series C25 Pickups; 7800 lb. for Series C36 Pickup.
 ▲All generators are 12-volt Delcotron alternating current type.
 ■Dual rear tires not available on Pickups. Max. tires on C20 Pickups are 8-19.5/8PR and on C36 Pickup are 8-19.5/10PR.

EQUIPMENT SHOWN IN BLUE
 OPTIONAL AT EXTRA COST

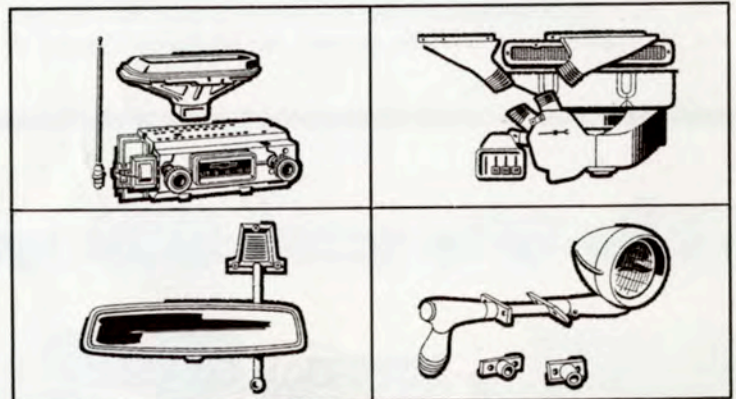
All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

CUSTOM FEATURES

In addition to Chevrolet's full range of factory-installed optional equipment, there's a wide variety of dealer-installed custom features available for extra comfort, convenience, safety and eye appeal. It's easy to custom-tailor your truck to your needs and preferences when you order it, choosing from items like those listed here. Ask your dealer for full details on the wide choice of custom features available.

Air Conditioner • Armrests • Bumper and Grille Guards • Cigar Lighter • Clock • Flags, Flares and Fuses • Heaters • Marker Lights and Reflectors • Mirrors • Mud Flaps • Radios • Safety-light • Seat Belts • Sunshades • Windshield Washer

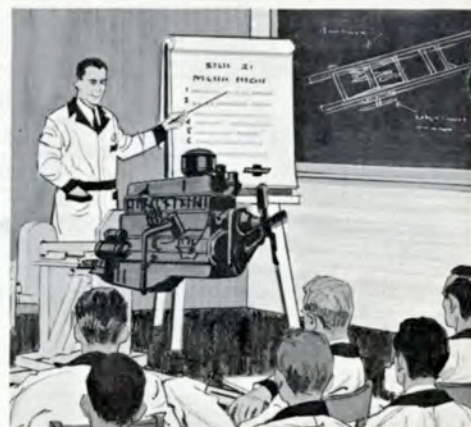




41 strategically located parts warehouses have the latest electronic order processing equipment to keep Chevrolet dealers supplied with genuine replacement parts. This network is the industry's largest parts distribution system.



Nearly 7,000 Chevrolet dealers across the country stand ready to service your Chevrolet truck. No matter where you drive, you're never very far from the well-equipped shop of a Chevrolet dealer who can keep your truck rolling.



Chevrolet operates 30 modern service schools throughout the United States to teach Chevrolet servicemen the latest in servicing techniques. Each school aims to make "Authorized Chevrolet Service" the best service for your trucks.

CHEVROLET TRUCKS KEEP COSTS LOW

Chevrolet truck owners enjoy four important advantages that combine to keep hauling costs low. These advantages extend beyond traditionally low Chevrolet truck first cost. They are: *product durability . . . economy of operation . . . unmatched parts and service availability . . . and consistently highest resale value.*

PRODUCT DURABILITY. Chevrolet design puts every part to work at top efficiency with the built-in toughness needed for real truck durability. This is why you'll find so many older Chevrolet trucks still working—over 400,000 more Chevies ten-or-more years old still on the road than any other make! This is evidence of Chevrolet durability, paying off for owners year after year, keeping hauling costs low and satisfaction high.

ECONOMY OF OPERATION. Chevrolet's reputation for economical performance, day in and day out, is the finest in the industry. No one is more experienced than Chevrolet in designing and building truck power plants—engines that perform at less cost mile after mile. This means savings, money in your pocket, as long as you use your Chevrolet truck.

UNMATCHED PARTS AND SERVICE AVAILABILITY. Chevrolet's parts and service availability offers unequalled advantages. Nearly 7,000 dealers, backed by 41 modern parts warehouses and 30 well-equipped training schools for servicemen, make it

possible for you to get quick, efficient service for your Chevrolet trucks anywhere in the country. This means you can keep your Chevrolet trucks on the road, paying their way, with less time lost for service or repairs. Every hour of downtime costs you money—Chevrolet's far-flung parts and service network helps cut these costs to the bone.

CONSISTENTLY HIGHER RESALE VALUE. Another Chevrolet advantage you'll appreciate—when it comes time to trade—is the consistently higher resale value of Chevrolet trucks. You'll find an important measure of a truck's overall value is the price it can bring as a used vehicle. *And the average prices of used Chevrolet trucks, as published in authoritative industry sources, are consistently higher than those of any other competitive make.*

No matter what Chevrolet truck model you select, you'll be money ahead. And in the 1963 Chevrolet line there are models for nearly every hauling need. You'll find chassis-cabs in every weight class up to 36,000-lb GVW . . . the most popular line of pickups and panels on the market . . . versatile suburban carryalls . . . stake models with 8-, 9- or 12-foot bodies . . . Step-Vans for a variety of urban delivery chores . . . 4-wheel-drive models for tough off-road work . . . and a large selection of chassis for the installation of virtually any type of body. No matter what your choice, you'll find that Chevrolet is the first choice for keeping truck costs low!

