

GM
CHEVROLET TRUCK

1927
#7

CAMPBELL
L



Built *to meet* *the Requirements*

of

SAMPLE OF
GALTER RETURNFORM MAIL
Phone Harrison 2977
122 So. Michigan Ave., CHICAGO

Prospect's Name
Number and Street
City and State

Whatever your business may be - there is a Chevrolet Truck exactly suited to your requirements

Whether your business calls for quick, light delivery over city streets, or for hard, heavy hauling through mud and sand—whether you use one delivery unit or a fleet of a hundred trucks—there is a Chevrolet body type exactly suited to your needs!

Grocers, florists, druggists, dry cleaners, laundry companies, merchants in every similar line of business have a choice of body types especially designed to meet their individual requirements.

Farmers, grain growers, and stock raisers can likewise choose from a wide selection of bodies; while contractors, road builders, coal dealers, etc., also, have a number of body types especially designed for their particular businesses.

Even for unusual purposes, you will find a Chevrolet body type such as ambulance bodies, bottlers racks, fire-fighting units, street sprinklers—and even a “touring home,” complete from living room to refrigerator.

Your Chevrolet dealer will gladly supply complete information about any particular body type in which you are interested—and will see that you are provided with a truck that exactly meets your requirements, no matter how special your needs may be!



Dependable low-cost haulage for Everybody, Everywhere



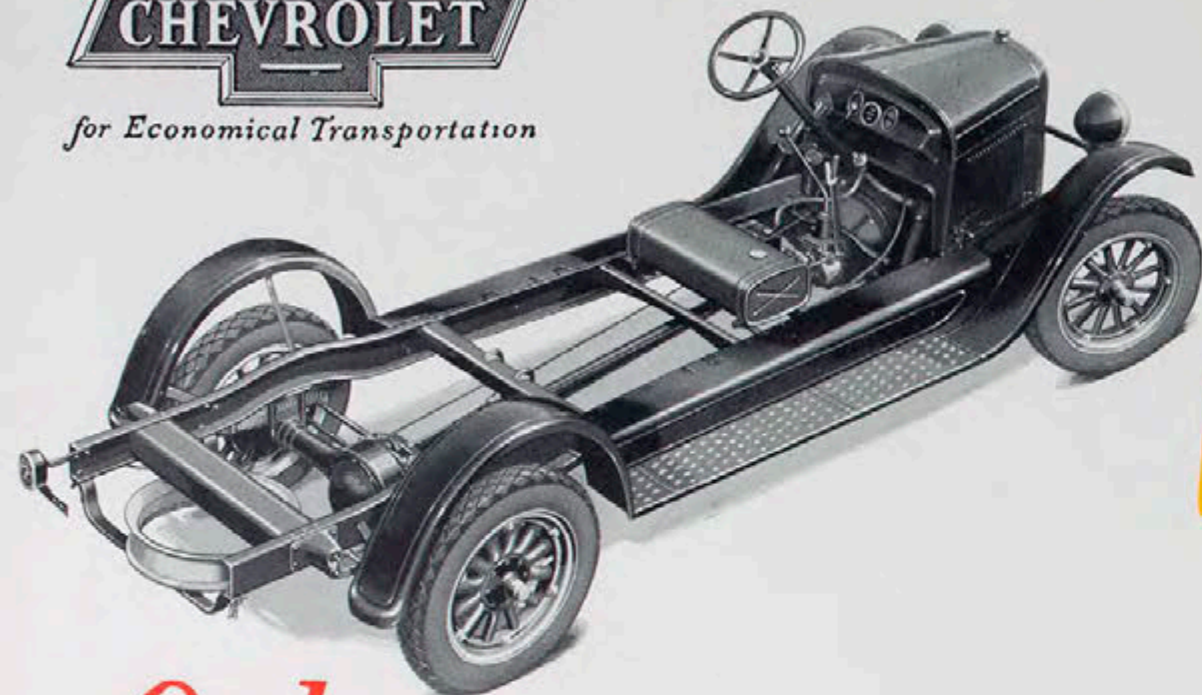
for Economical Transportation

The World's Largest Builder of Gear-Shift Trucks

The Chevrolet Motor Company is the world's largest builder of gear shift trucks—unmistakable proof of Chevrolet's nation-wide popularity among users of every type.

This leadership has been won on the basis of low first cost, inexpensive operation and maintenance and slow depreciation—plus a policy of consistent improvement that has provided at all times a strictly modern truck for modern haulage requirements.

Only Chevrolet provides, at Chevrolet's amazingly low prices, such modern truck type construction as 6-inch channel steel frame, super-rugged rear axle, 3-speed transmission—and such revolutionary mechanical advancements as AC oil filter and AC air cleaner. And only Chevrolet, in the low price field, provides the performance advantages of a powerful valve-in-head motor, with its day-after-day dependability and matchless economy of operation.



Only

the vast resources of General Motors and the mammoth Chevrolet manufacturing facilities make possible so rugged, so dependable, so modern a truck *at such low prices!*

A unit of the General Motors Corporation, the world's greatest producer of automotive products—the Chevrolet Motor Company possesses many manufacturing advantages that are absolutely unique in the low priced commercial car field.

The world's greatest Proving Ground... the finest research laboratories in the automotive industry... a vast buying power that makes possible great savings in the purchase of raw materials—these are some of the vital benefits the Chevrolet Motor Company enjoys as a result of its being a unit of the General Motors Corporation.

Combined with these organization benefits are the production advantages provided

by the twelve great Chevrolet factories—equipped with the most advanced modern machinery known to engineering science and performing every manufacturing operation with maximum efficiency.

The savings made as a result of these unique advantages, Chevrolet consistently passes on to the public—providing the greatest dollar-for-dollar value in the history of the commercial car industry.

Go to the salesroom of the nearest Chevrolet dealer and learn for yourself why users in every line of business are finding that Chevrolet provides a lower ton-mile cost than any other truck in the world—regardless of size or price!

A Body Type for Every Business

information regarding your truck requirements



This DeLuxe Panel body, mounted on the Chevrolet $\frac{1}{2}$ -Ton Chassis, is widely popular among merchants who desire a small delivery unit of exceptional smartness. Insulated to protect the load against temperature extremes. Used extensively by dry cleaners, laundries, florists, etc.



Merchants in various lines of business who desire a delivery unit of outstanding smartness and large capacity are favoring this DeLuxe Panel body, mounted on the Chevrolet 1-Ton Chassis. Completely insulated to afford protection against extremes of temperature.



Combining exceptional strength with extra large capacity this stake body on the Chevrolet 1-Ton Chassis meets the hauling requirements of farmers, manufacturers, beverage companies, draying concerns, etc. Loads from both sides and rear—an exceptional convenience feature.



The screen express body, protecting the load against pilferers, and equipped with curtains for bad weather, is ideally suited to the needs of hardware merchants, express companies, produce dealers, etc. Also available without screen sides. Easy to load and unload.



Those who require a light, speedy open truck favor the express body illustrated above. Mounted on the Chevrolet $\frac{1}{2}$ -Ton Chassis, and equipped with drop endgate to facilitate loading and unloading, it is especially adapted to the needs of plumbers, painters, etc.



This wide paneled delivery body is extensively used by department stores, bakeries, laundries, cleaning establishments and similar businesses. It is ideal for dozens of types of merchandise and is extremely easy to load and unload. Mounted on the Chevrolet 1-Ton Chassis.



The combination open express body is extensively used by butchers, builders, manufacturers, plumbers, tin-smiths, water companies—and similar users who do not require protection for the load. Equipped with drop endgate and chains to facilitate loading and unloading.



This body type has proved the most economical and dependable 1-Ton Truck available for gasoline and fuel oil companies. Equally as popular, with glass-lined interior, among creamery companies and dairy farm operators. Tank capacities of 350 and 400 gallons.



This single unit express body, with side screens, full slatted canopy top and weatherproof roll curtains, is mounted on the Chevrolet $\frac{1}{2}$ -Ton Chassis. Protecting the load against pilfering, it is widely popular with hardware merchants, produce dealers, express companies, etc.



Mounted on the Chevrolet 1-Ton Chassis, this DeLuxe Panel body provides exceptionally smart appearance, as well as complete protection for the most fragile loads. Widely used by florists, dry cleaners, haberdasheries, women's apparel stores, etc.



Packing companies, meat merchants, plumbers and other users who do not require weather protection for the load, favor this wide express body—on the Chevrolet 1-Ton Chassis. Construction throughout is exceptionally sturdy. Equipped with endgate and chains to facilitate loading.



Combining maximum convenience with extraordinary economy and long life, the Chevrolet hand dump body is widely used by contractors, coal dealers, road builders, etc. One yard base with side-board equipment to provide extra capacity up to $2\frac{1}{2}$ yards.



This canopy express body, equipped with rolled side and end curtains to protect the load in bad weather, is widely used by vegetable growers, draying companies, grocers, plumbers, etc. Can be had with screen sides. Mounted on the $\frac{1}{2}$ -Ton Chevrolet Chassis.



Full weather protection for bulky loads is afforded in this extra wide and high two-unit panel body, meeting the requirements of furniture dealers, laundries, department stores, etc. Exceptionally sturdy construction throughout. Comfortable, well ventilated cab, with two full size doors.



This combination farm and stock wagon is widely popular among farmers, stock raisers, packers, and dairy men—combining extraordinary convenience with wide utility. Easily convertible from grain wagon to stock rack. Upper grain box panel can be raised to provide ventilation.



Comfortable, economical and dependable—Chevrolet Trucks are widely used for conveying children to and from school. The body illustrated above, mounted on the Chevrolet 1-Ton Chassis, is a decided favorite with school authorities. Thirty children capacity recommended.

$\frac{1}{2}$ -Ton Chassis

\$395

f.o.b. Flint, Michigan

1-Ton Chassis

\$495

f.o.b. Flint, Michigan

SPECIFICATIONS

The Chevrolet $\frac{1}{2}$ -Ton Truck

Motor—Four-cylinder, valve-in-head.
Cylinders—Cast en bloc.
Valves— $1\frac{1}{2}$ " diameter.
Connecting Rod Bearings— $1\frac{1}{2}$ " diameter, $1\frac{1}{8}$ " long.
Crankshaft Bearings—Front, $1\frac{3}{8}$ " x $2\frac{1}{16}$ "; center $1\frac{1}{16}$ " x $1\frac{1}{16}$ "; rear, $1\frac{3}{4}$ " x $3\frac{1}{2}$ ".
Camshaft Bearings—Front, $1\frac{5}{16}$ " x $2\frac{3}{8}$ "; center, $1\frac{3}{16}$ " x $2\frac{1}{2}$ "; rear, $1\frac{1}{4}$ " x $1\frac{1}{16}$ ".
Oiling System—Splash, gear pump.
Carburetor—Carter.
Fuel—Vacuum feed.
Ignition—Remy. Semi-automatic advance.
Starter and Generator—Remy.
Clutch—Dry single-plate type, completely enclosed.
Transmission—Selective type, sliding gear, three speeds forward and one reverse—unit power plant construction.
Cooling—Water pump and Harrison radiator.
Front Axle—Drop-forged "I" beam.
Rear Axle—Semi-floating, one-piece banjo type.
Brakes—Service, external contracting on 11" rear wheel brake drums; 2" brake bands.
Wheels—Wood, artillery type, demountable rims.
Tires—29" x 4.40" balloons.
Steering Gear—Semi-reversible, full worm-and-gear type.
Springs—Long chrome-vanadium steel springs, semi-elliptic type, front 36" and rear 54"; drop-forged shackles. Rear springs under-slung.
Wheelbase—103".

The Chevrolet 1-Ton Truck

Motor—Four-cylinder, valve-in-head.
Cylinders—Cast en bloc.
Valves— $1\frac{1}{2}$ " diameter.
Connecting Rod Bearings— $1\frac{1}{2}$ " diameter, $1\frac{1}{8}$ " long.
Crankshaft Bearings—Front, $1\frac{3}{8}$ " x $2\frac{1}{16}$ "; center, $1\frac{1}{16}$ " x $1\frac{1}{16}$ "; rear, $1\frac{3}{4}$ " x $3\frac{1}{2}$ ".
Camshaft Bearings—Front, $1\frac{5}{16}$ " x $2\frac{3}{8}$ "; center, $1\frac{3}{16}$ " x $2\frac{1}{2}$ "; rear, $1\frac{1}{4}$ " x $1\frac{1}{16}$ ".
Oiling System—Splash, gear pump.
Carburetor—Carter.
Fuel—Stewart vacuum feed.
Ignition—Remy. Semi-automatic advance.
Starter and Generator—Remy.
Clutch—Dry single-plate type, completely enclosed.
Transmission—Selective type, sliding gear, three speeds forward and one reverse, in unit with motor.
Cooling—Water pump and Harrison radiator.
Front Axle—Drop-forged "I" beam.
Rear Axle—Semi-floating, one-piece banjo type.
Brakes—Service, external contracting; emergency, internal expanding on $12\frac{3}{8}$ " brake drums.
Wheels—Wood, artillery type.
Tires—Front 29" x 4.40" balloons, and rear 30" x 5" standard equipment. Optional tire equipment 30" x 5" front and rear, or 30" x 5" front, 32" x 6" rear, at small additional cost.
Steering Gear—Semi-reversible, full worm-and-gear type.
Springs—Semi-elliptic, front and rear. Front, 36" long, $1\frac{1}{4}$ " wide. Rear, 45" long, $2\frac{1}{2}$ " wide.
Frame—6" channel section, $1\frac{3}{4}$ " x $\frac{5}{16}$ ".
Wheelbase—124".
Overall Length—177".
Height of Frame—Above ground, loaded $25\frac{3}{4}$ ".
Weight—2075 lbs.

CHEVROLET MOTOR COMPANY • FLINT, MICHIGAN

Division of General Motors Corporation