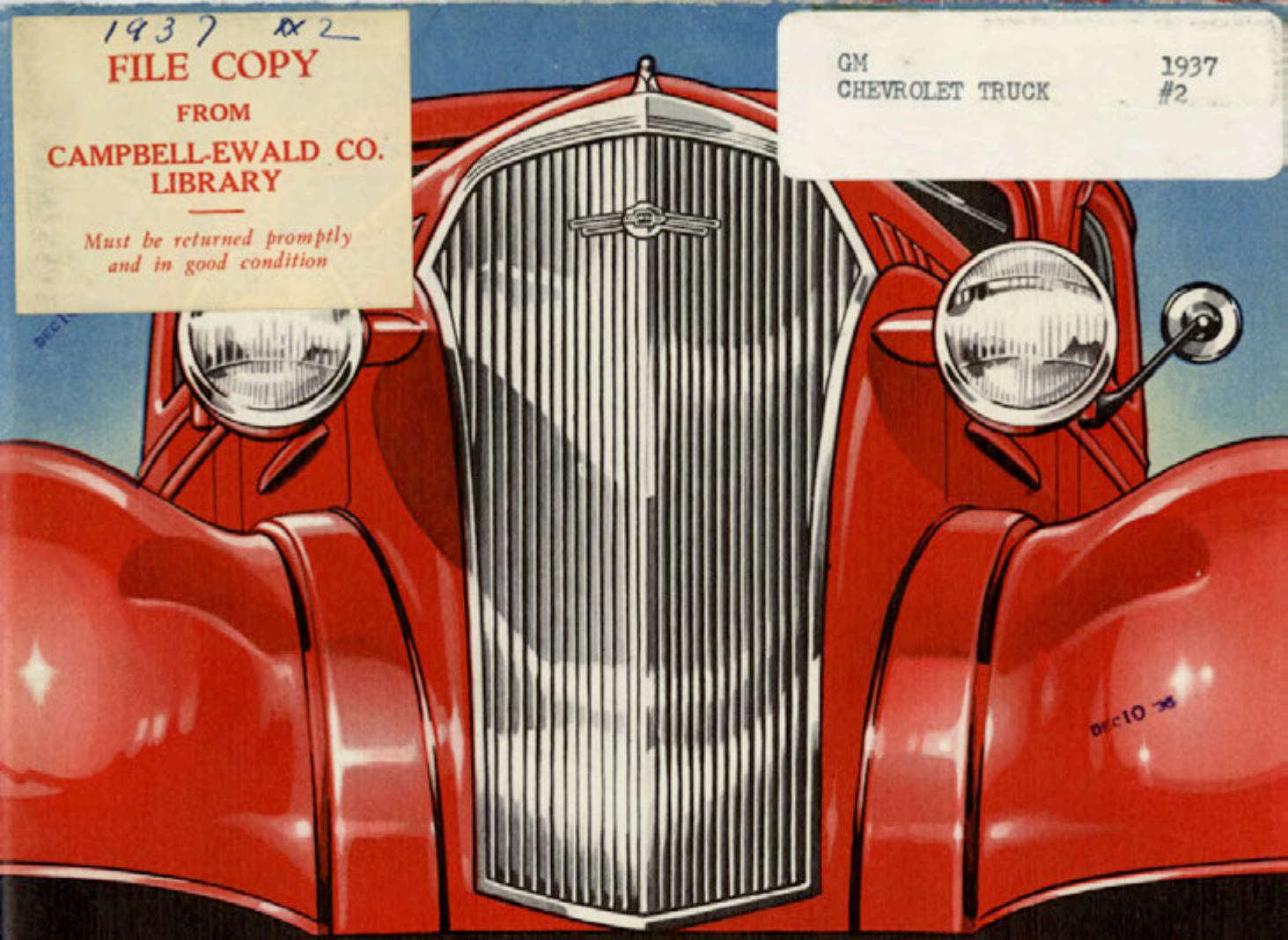


CHEVROLET

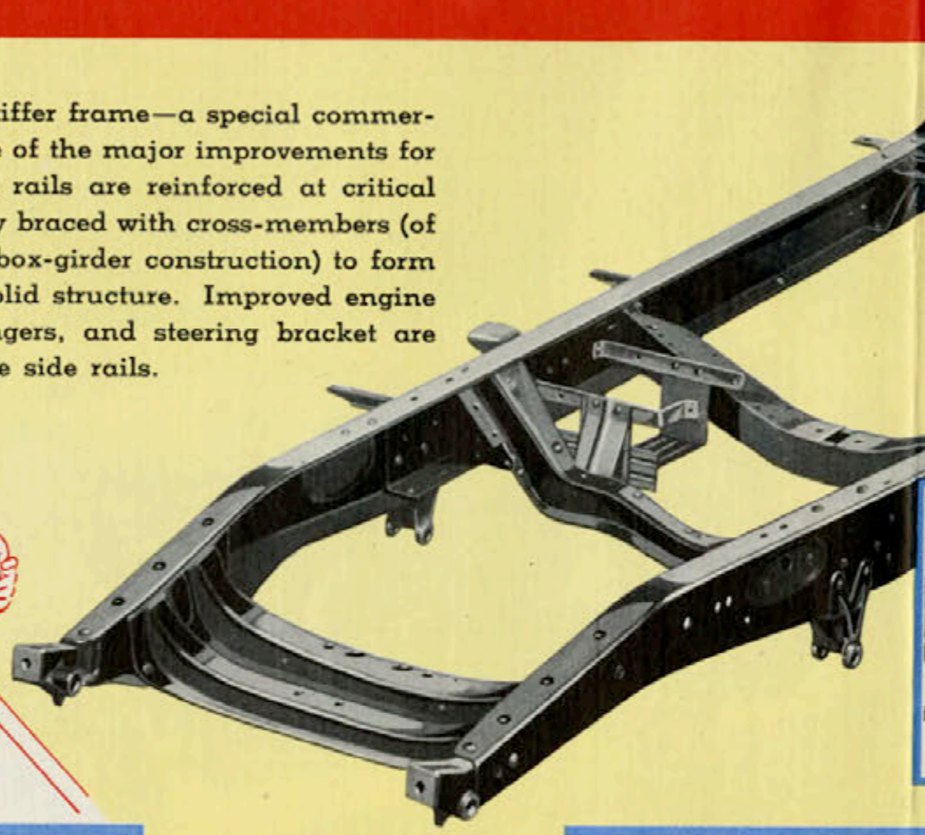
COMMERCIAL CARS AND 1½ TON

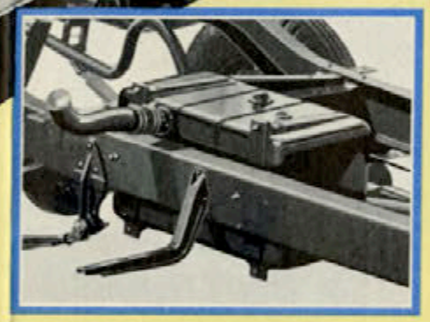
TRUCKS

for 1937

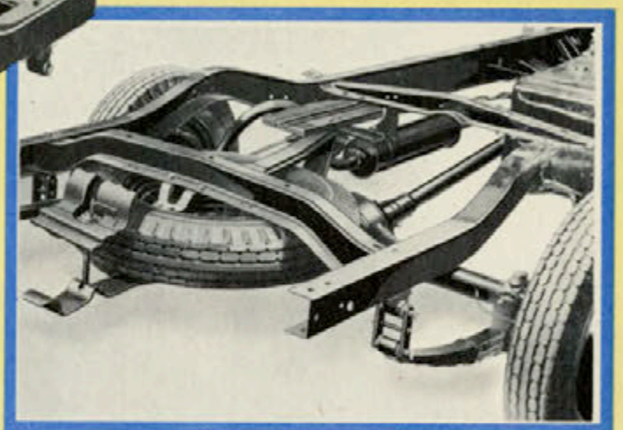
CHEVROLET FRAME DESIGNED PARTICULARLY FOR COMMERCIAL TRUCK USE

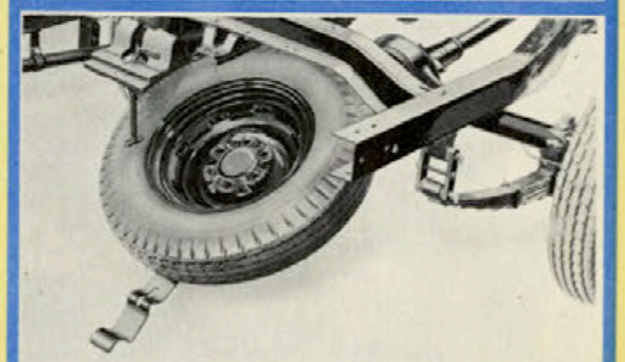
A stronger, heavier, stiffer frame—a special commercial car frame—is one of the major improvements for 1937. Its heavy side rails are reinforced at critical points, and are solidly braced with cross-members (of flanged U-section or box-girder construction) to form an extremely rigid, solid structure. Improved engine supports, spring hangers, and steering bracket are firmly attached to the side rails.

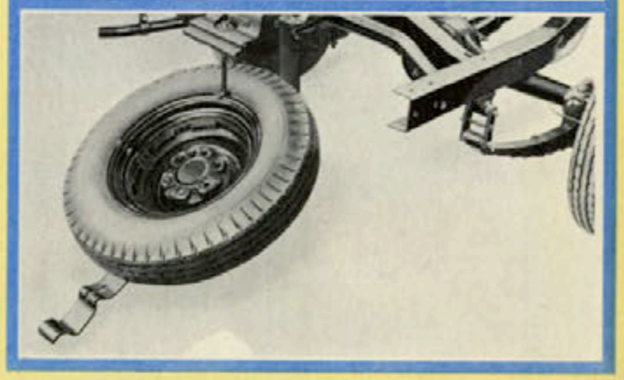


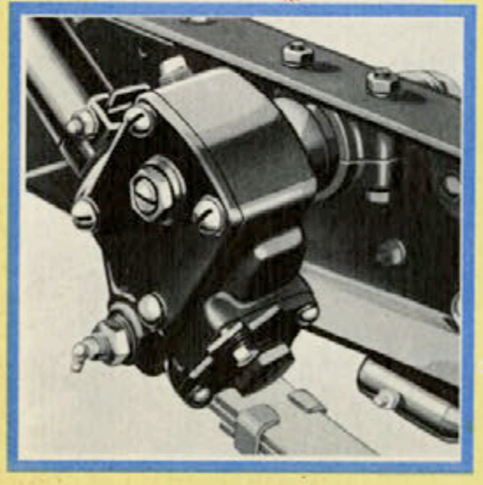


IN COMMERCIAL CAR models with cabs, the fuel tank is under the seat. In single-unit body models (with cab built into the body), the tank is suspended from the body. When the chassis only is supplied, the tank is mounted lengthwise in the frame, between the 2nd and 3rd cross-members, as illustrated (left).



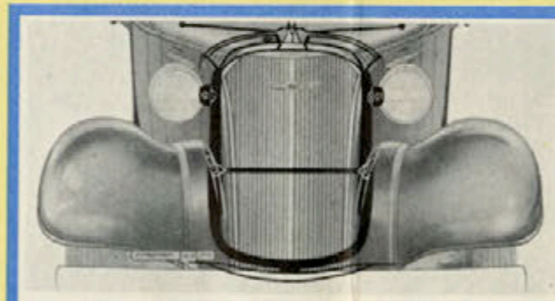






SAFER, EASIER STEERING

New steering ease and new positive control result from a completely new design of steering gear and front-end suspension. Steering ratio has been increased to 16 to 1. The sector is straddle-mounted—the worm is heavier.



STABILIZED FRONT END—A massive, rigid, steel structural unit, mounted in rubber supports at the front of the chassis, links fenders, radiator and headlights together. On this floating support they are relieved of twisting and weaving effects—vibration is controlled.

NEW MONORAIL TIRE CARRIER

Labor-saving convenience, protection for the tire, and security against theft, are important features of the new monorail tire carrier, illustrated in three views at the right. When the tire is in place, it is held securely by the carrier and a file-hard bolt with a special lock (in closed models it can be unlocked only when the doors are opened). Carrier and tire are withdrawn together, the forward end of the carrier sliding in a monorail guide. In its rearmost position, the carrier serves as a lever by which the wheel may be lowered or raised with little effort.

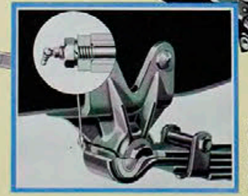
CHEVROLET'S NEW 1½ TON FRAME GREATER STRENGTH ·· MORE RIGIDITY

BUILT TO LAST—Massive cross-members, rigidly attached to the side rails, give the frame extraordinary strength and rigidity. Note how the "alligator jaw" attachment braces the flanged U channel.

In the 1937 Chevrolet 1½-ton models, the power plant has been moved forward. The result is added load space ahead of the rear axle. This new frame is stronger throughout—and gives better support to body and load. It is a real truck frame—built for durability—able to carry its full load, with great excess strength in reserve.

CHEVROLET'S IMPROVED SELF-ARTICULATING HYDRAULIC BRAKES

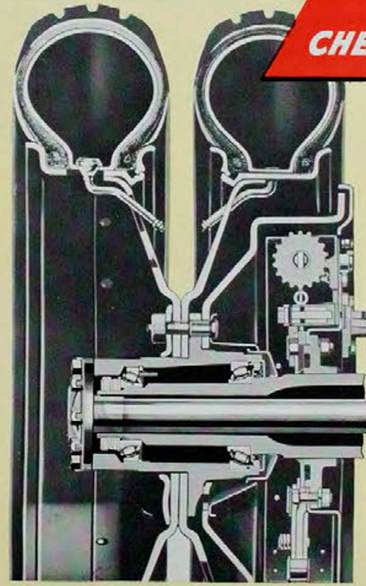
Only in Chevrolet can you obtain this perfected braking system: hydraulic brake actuation, positive and self-equalizing—plus Chevrolet's exclusive design of brake shoe linkage, double-articulated to insure full contact always, even as lining thickness decreases from use.

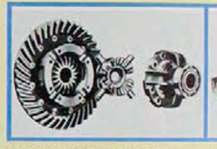


IMPROVED SPRING MOUNTING

Safety and durability are improved by newly designed spring mountings. The rear end of the front springs, for example, has the berlin type eye—the center of the eye in line with the top leaf, and the second leaf half wrapped to give direct support. Lubrication is by high-pressure fittings.

CHEVROLET'S FULL-FLOATING REAR AXLE





FOUR-PINION DIFFERENTIAL—The power load is shared by four differential pinions, instead of only two. The load strains being distributed more evenly, they have greater total capacity.

STRADDLE-MOUNTED PINION—The drive pinion is supported between two ball bearings. Its alignment is maintained under severe loads by this double support—and wear on gears and bearings is minimized.

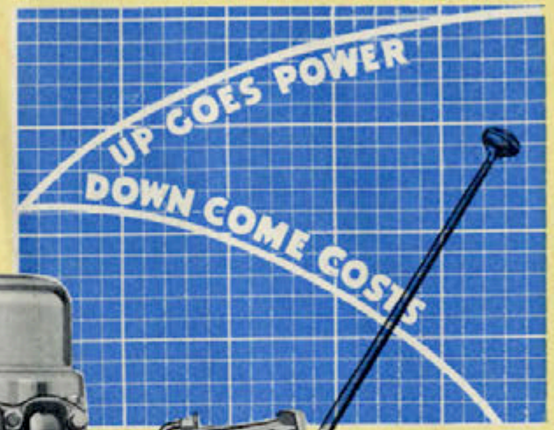
NEW ONE-PIECE HOUSING—The rear axle housing is of heavy, one-piece steel construction, strongly reinforced, of extreme rigidity and strength. The housing is heat treated, which increases tensile strength and resiliency, thus permitting it to return to normal position after being sprung from excessive overloads or road shocks. Axle shafts are of special-alloy heat-treated steel of tremendous strength.

The massive rear axle housing, on 1½-ton models, carries the full load—the axle shafts are relieved of all weight, and have nothing to do but drive the wheels. Oversize anti-friction bearings assure good alignment and long life.

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX CYLINDER TRUCK

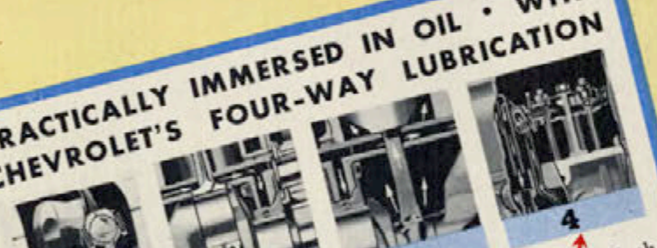
NEW GREATER POWER AT LOW COST

Increased Pulling Power
(TORQUE)

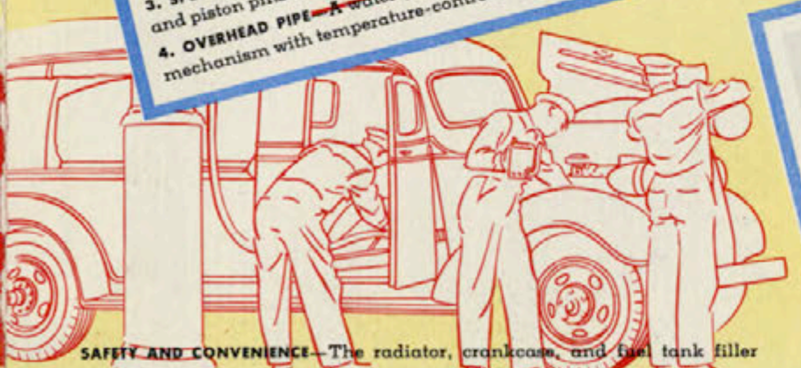


A COMPLETELY NEW ENGINE—having Chevrolet's tried and proved six-cylinder high-compression valve-in-head principle developed to even greater efficiency—gives the 1937 Chevrolet trucks new performance ability that will set new high standards. Horsepower has been increased. Pulling power is higher—and is available at its maximum over a wider range of speed. This increased power has been made available at no sacrifice of economy. The new engine will save time and money on the job, and will stay on the job—for it is even sturdier and more reliable than the Chevrolet engines that have long been famous for ruggedness and durability.

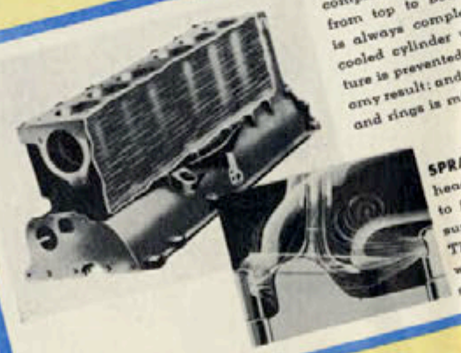
PRACTICALLY IMMERSED IN OIL • WITH CHEVROLET'S FOUR-WAY LUBRICATION



1. PRESSURE STREAM—Solid high-pressure jets of oil flood and flush connecting rod bearings.
2. DIRECT PRESSURE—Constant oil supply is forced to crankshaft and camshaft bearings through drilled passages.
3. SPLASH—Connecting rod dippers constantly spray the cylinder walls and piston pins with oil.
4. OVERHEAD PIPE—A water-jacketed tube supplies the overhead valve mechanism with temperature-controlled oil.

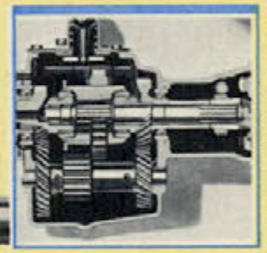


SAFETY AND CONVENIENCE—The radiator, crankcase, and fuel tank filler openings are all on the curb side—away from traffic dangers.



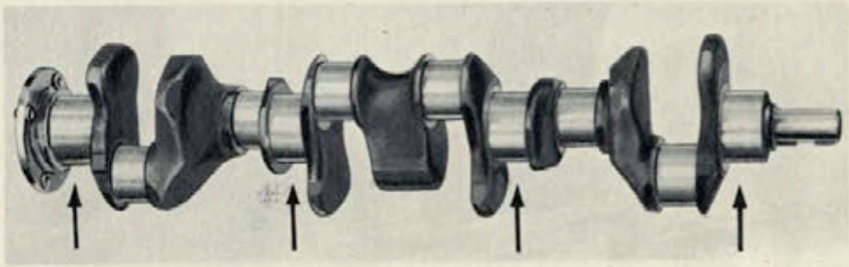
FULL-LENGTH WATER JACKETS—Water completely surrounds every cylinder barrel, from top to bottom. Thus the entire piston is always completely in contact with water-cooled cylinder walls. Excessive oil temperature is prevented—better lubrication and economy result; and wear on cylinder walls, pistons and rings is minimized.

SPRAY NOZZLES within the cylinder head force high-speed jets of cool water to flow through water jacket passages surrounding the exhaust valve seats. These special cooling streams prevent warping and pitting of valves and valve seats.



NEW SYNCRO-MESH TRANSMISSION—Improvements in this all-new three-speed transmission (on commercial car models) include increased strength and rigidity, simplified synchronizing mechanism, positive shifter interlock. It is more comfortable, stronger, easier to shift, and easier to service. (The regular 1½-ton four-speed transmission is available in commercial car models at a small additional cost).

FOUR BEARING CRANKSHAFT—This new heavy-duty crankshaft, weighing 68 pounds, has four bearings. Due to its short stroke, large-diameter main bearings, crankpins, and thick crank arms, the crankshaft is unusually sturdy and rigid. A harmonic balancer counteracts torsional vibration. Heavy counterweights, and static and dynamic balancing before assembly, make the crankshaft inherently smooth and long-lived.



CHEVROLET COMMERCIAL CARS AND 1½ TON TRUCKS FOR 1937

NEW STREAMLINE STYLING
INCREASED LOAD SPACE
IMPROVED LOAD DISTRIBUTION

ALL-STEEL BODY WITH ONE PIECE SOLID STEEL TOP

ALL-STEEL CAB WITH GREATER VISIBILITY AND SAFETY

CHEVROLET COMMERCIAL CARS AND CHEVROLET 1½-TON TRUCKS

More power, improved weight and load distribution, more load space on panel-type trucks, and lower cost—these are the important improvements that the new 1937 Chevrolet commercial cars and trucks bring to the profit side of motor transportation. Each is a money-saving, money-earning factor. Each increases the efficiency of your equipment and your man power—for, taken together, they mean quicker and more trips and higher earning power. The most advanced group of new factors and improvements ever offered to truck users is to be found in these Chevrolet trucks for 1937. They have more power, but it has been gained through increased efficiency rather than at a sacrifice of economy. Both commercial cars and trucks have the entirely new 1937 high-compression valve-in-head six-cylinder engine. Horsepower has been increased, and pulling power also, throughout the whole speed range. Every chassis unit by which engine power is converted into driving power has been refined and improved for greater efficiency, increased dependability, longer life, and even more economy. On these improved chassis, Chevrolet offers completely new lines of truck bodies, engineered and manufactured by Chevrolet in its new body plant, the largest exclusive commercial body plant in the world. They are modern in design and appearance and have better all-round utility. In addition to the commercial cars and the 1½-ton trucks, Chevrolet offers also two other units, for delivery service or light commercial hauling, mounted on the new Chevrolet 1937 Master model passenger car chassis. These are the Sedan Delivery and the Coupe Pick-Up. The Coupe Pick-Up is also available on the Master De Luxe chassis. Chevrolet thus offers its famous durability and efficiency in models ranging all the way from small delivery units to massive trucks, and to tractor units capable of handling still heavier loads on semi-trailers.

CHEVROLET COMMERCIAL PANEL—112-inch Wheelbase

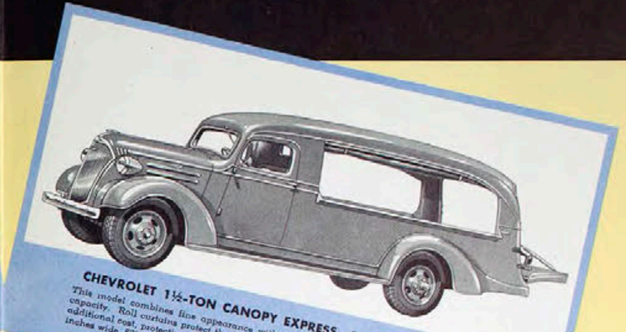
The fully streamlined body is all-steel construction with one-piece steel roof. The floor is of heavy wood, with steel sill strips. The loading platform is 68⅛ inches long, 54⅞ inches wide, 51 inches high, with rear door opening 47⅞ inches wide by 43 inches high. Shock absorbers are standard equipment.

CHEVROLET COMMERCIAL CANOPY EXPRESS—112-inch Wheelbase

This practical model has the same general lines as the panel body, but with open sides. Roll curtains protect the load in case of need. Body is finished with substantial flare boards on the sides. The heavy, slant-type tail gate can be operated with one hand. The load space is 81⅛ inches long by 54⅞ inches wide; height is 51 inches.

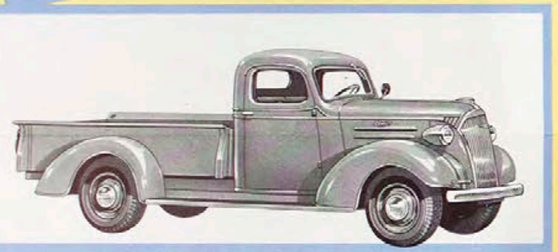
CHEVROLET 1½-TON PANEL—131½-inch Wheelbase

Its beautiful streamline design, steel top and bevel-rail rear end make this truck outstanding in appearance and of high advertising value. The load space is 112¼ inches long, 58¼ inches wide, and 83¼ inches high. The rear door opening is 47⅞ inches wide by 44¼ inches high.



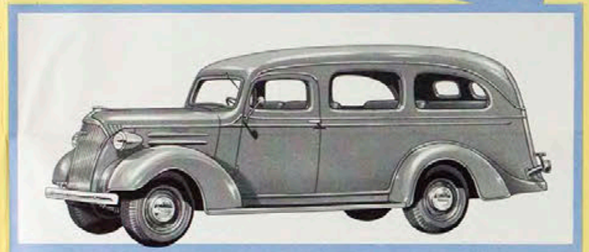
CHEVROLET 1½-TON CANOPY EXPRESS—131½-inch Wheelbase

This model combines fine appearance with rugged construction and money-making load capacity. Roll curtains protect the load in bad weather. Screen sides are available at small additional cost, protecting merchandise from theft. The load space is 110⅞ inches long, 58¼ inches wide, 53¼ inches high.



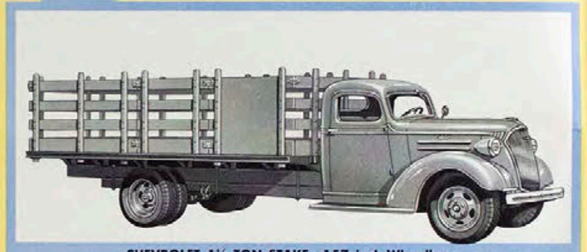
CHEVROLET COMMERCIAL PICK-UP—112-inch Wheelbase

Loading space has been increased to 77 inches by 45¾ inches. Height to top of flare boards, 16 inches. Bodies are dipped to prevent rusting. Shock absorbers are regular equipment. This model, with its streamlined cab, combines speedy, economical and efficient commercial car bodies with passenger car appearance.



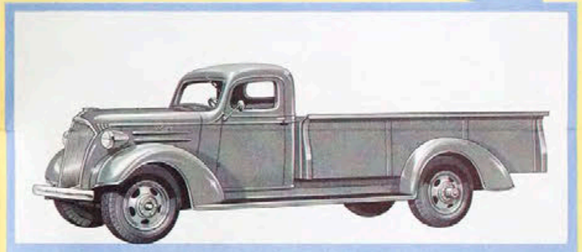
CHEVROLET CARRY-ALL SUBURBAN—112-inch Wheelbase

Here's an ideal unit for use for passengers or, alternatively, for transporting varied loads. Large tires, shock absorbers, and upholstered seats complete the comfortable car. The seats are readily removed.



CHEVROLET 1½-TON STAKE—157-inch Wheelbase

This type of truck is available on either the 157-inch or the 131½-inch wheelbase. The stake sides are firmly aligned in durable stake pockets strongly braced and reinforced. The side stakes remain in line when the rear gate is left off. A tall gate, replacing the stake section, is furnished as optional equipment on the 157-inch model at slight added cost. The center line of the body is well ahead of the rear axle, effecting improved load distribution. The body for the 157-inch wheelbase is 81⅝ inches wide, 141⅛ inches long, 41¾ inches high. The body for the 131½-inch wheelbase is 81⅛ inches wide, 103½ inches long, 41¾ inches high.

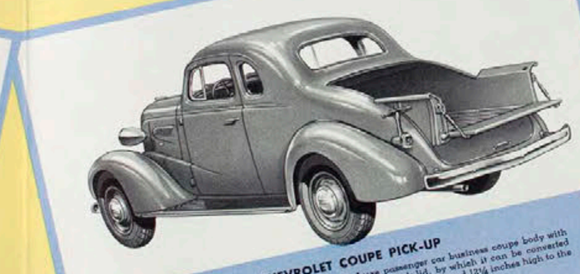


CHEVROLET 1½-TON PICK-UP—131½-inch Wheelbase

The open express body, or pick-up, on the 1½-ton chassis, is a vehicle of innumerable uses and of universal application. With its new all-steel cab, it brings stylish appearance to this strictly commercial vehicle. The load space is 108 inches long, 45¾ inches wide, 17⅜ inches high to the top of the flare boards.

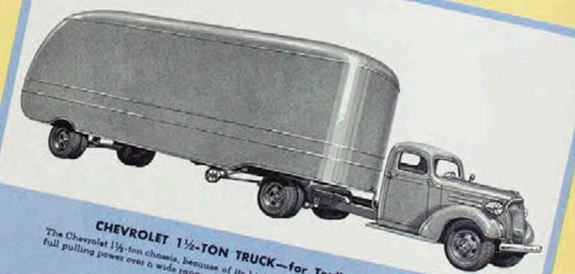
CHEVROLET SEDAN DELIVERY

The strikingly good-looking unit is mounted on the 1937 Master passenger car chassis, assuring easy riding, quick deliveries, and economy. Body is all-steel. Load space measures 68⅛ inches long, 54 inches wide, 41 inches high.



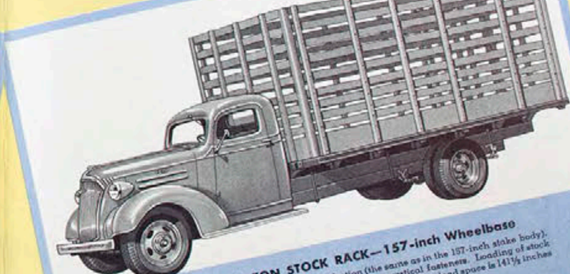
CHEVROLET COUPE PICK-UP

This most useful unit is a Master or Master De Luxe passenger car business coupe body with its pick-up box in the rear. It is furnished with a rear deck lid, by which it can be converted into a coupe. The load space is 66⅛ inches long, 38⅞ inches wide, and 13¼ inches high to the top of the flare boards.



CHEVROLET 1½-TON TRUCK—for Trailer Operation

The Chevrolet 1½-ton chassis, because of its higher power and its unusual ability to maintain full pulling power over a wide range of speeds, is especially well fitted for use with semi-trailer.



CHEVROLET 1½-TON STOCK RACK—157-inch Wheelbase

This model has completely improved load distribution (the same as in the 157-inch stake body). Its end gate now opens horizontally, instead of swinging on vertical fasteners. Loading of stock is facilitated and added safety is gained by this new arrangement. The load space is 141⅛ inches long, 81⅞ inches wide, 66 inches high.

CHEVROLET

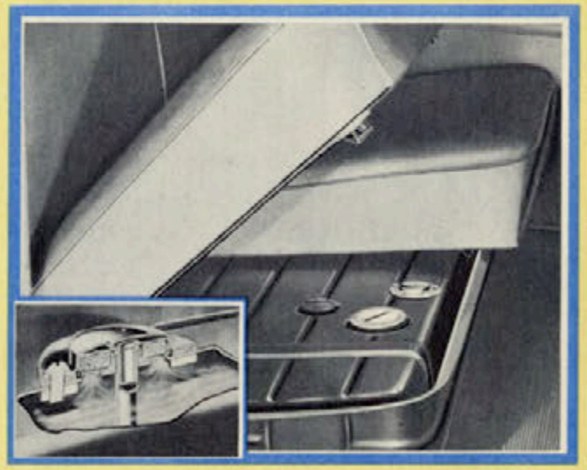
A CHEVROLET TRUCK FOR EVERY HAULING NEED •• CUT COSTS IN 1937 WITH CHEVROLET TRUCKS

CHEVROLET ALL-STEEL TRUCK CAB

INCREASED RIDING COMFORT and SAFETY

The 1937 coupe-type truck cab is all-steel—steel top and panels, steel cowl, steel lock and hinge pillars, steel floor and toeboards—all joined by welding to form a solid unit structure, silent and safe. Good visibility is assured by the larger windshield and the higher back window. The sloping windshield and smoothly rounded top and panels produce a smart streamline effect. Comfort is assured by adjustable seat cushions and backs; doors that are wide and overlap the floor level to prevent drafts; cowl ventilators and easily operated windows; and thorough insulation against heat and noise. The interior is smoothly finished in durable paneling.

CONTROLS—The same easy control that is yours in a passenger car is provided for the driver of a Chevrolet truck. The instrument dials are directly in front of him. Close by his right hand are the choke, throttle and light controls. There is even a package compartment, with lock, in the panel. Clutch and brake pedals operate at light pressures.



DIVIDED FRONT SEAT—In all cab models (both commercial car and 1½-ton) the seat cushion is in two sections. The fuel tank filler cap is under the right-hand cushion—the driver need not leave his seat while the tank is being filled.

FUMEPROOF CAB—Gasoline fumes are prevented from entering cab or body by a ventilator, which serves also as a breather. It permits the use of a leakproof un-vented filler cap.

SPECIFICATIONS

SEDAN DELIVERY AND COUPE PICK-UP

CHASSIS DIMENSIONS AND CHASSIS WEIGHTS

WHEELBASE—112¼".
FRAME—Box-girder construction; two box-section side rails connected by 3 box-girder and 2 channel cross-members.
ENGINE—Six-cylinder valve-in-head, 3½" bore and 3¼" stroke; 216.5 cubic inches piston displacement. S. A. E. rated horsepower 29.5. Brake horsepower 85 at 3200 r.p.m. Compression ratio 6.25 to 1.
LUBRICATION—Pressure feed to crankshaft main bearings, camshaft bearings, and valve rocker arms. Pressure stream and dippers to connecting rod bearings.
COOLING SYSTEM—Centrifugal water pump; ribbed cellular radiator core. Fan and pump driven by V-belt. Water capacity, 13½ quarts.
IGNITION—Delco-Remy system.
GENERATOR—Delco-Remy system.
BATTERY—6-volt, 17-plate, 100 ampere hours capacity.
CARBURETOR—1¼" Carter down-draft carburetor with accelerating pump.
FUEL SYSTEM—AC pump operated from camshaft. 18-gallon tank suspended under body.
CLUTCH—Dry single-plate, completely enclosed, 9" disc equipped with braided-moulded asbestos composition linings.
TRANSMISSION—Selective Synchro-Mesh type—three speeds forward and one reverse in unit with engine. Silent second gear. Helical-type constant-mesh gears.
FRONT AXLE—I-beam section on Master Sedan Delivery and Coupe Pick-up. Four New Departure ball bearings in wheels.
REAR AXLE—Semi-floating; hypoid gear.
STEERING GEAR—Semi-reversible worm and sector type. 16 to 1 ratio.
BRAKES—4-wheel hydraulic internal-expanding type. Front and rear drums 11" inside diameter; lining width 1¾". Mechanical expanding emergency brakes.
SPRINGS—Semi-elliptic, 36" front springs on Master Sedan Delivery and Coupe Pick-up. Semi-elliptic, 49" rear springs on all. Threaded shackles. Delco-Lovejoy shock absorbers, front and rear.
WHEELS—Short spoke disc.
TIRES—6.00-16, 4-ply. Balloon. Capacity 990 lbs. at 32 lbs. air pressure.
EQUIPMENT—Fittings for high pressure lubrication; complete tool kit; hydraulic stoplight; rear view mirror; "V" windshield; automatic windshield wiper; two-beam headlamps; parking bulbs; adjustable sun visor and Fisher No Draft ventilation. Adjustable driver's seat, vibrator horn, theft-resisting ignition lock.

SPECIFICATIONS FOR COMMERCIAL CARS

CHASSIS DIMENSIONS AND CHASSIS WEIGHTS

Wheelbase	112"
Back of cab to C/L of rear axle	38¼"
C/L of rear axle to end of frame	38¼"
Back of cab to end of frame	76½"
Maximum load space length	96"
Chassis shipping weight (approx.)	2115
Chassis shipping weight with cab (approx.)	2475
Chassis weight front end, loaded (approx.)	1750
Chassis weight rear, loaded (approx.)	2650

The gross allowable weight of the Chevrolet half-ton truck shall not exceed 4400 lbs., which includes the chassis, cab, body, driver and payload. When special low pressure tires are used, the weight is 4600 lbs.
FRAME—Channel steel with five cross-members. Length 169¾". Depth of side members 5¾". Width of flanges 2¼" and thickness ¾".
ENGINE—Six-cylinder, valve-in-head special truck engine—3½" bore and 3¼" stroke; 216.5 cubic inch piston displacement. S. A. E. rated horsepower 29.5. Brake horsepower 78 at 3200 r.p.m. Compression ratio 6.25 to 1. Rated torque capacity 170 foot pounds at 850 to 1550 r.p.m.
LUBRICATION—Pressure feed to crankshaft main bearings, camshaft bearings and valve rocker arms. Pressure stream and dippers for connecting rod bearings.
COOLING SYSTEM—Centrifugal water pump; ribbed cellular truck radiator core. Fan and pump driven by V-type belt. Water capacity 13½ quarts.
IGNITION—Delco-Remy system.
GENERATOR—Delco-Remy system.
BATTERY—6-volt, 15-plate, 94 ampere hours capacity.
CARBURETOR—1¼" Carter down-draft carburetor with accelerating pump.
FUEL SYSTEM—AC fuel pump operated from camshaft. 18-gallon gasoline tank suspended under cab seat in cab models, 16-gallon tank suspended under right-hand side of body in single unit models, between 2nd and 3rd cross-member.
CLUTCH—Dry single-plate, completely enclosed, 9" disc equipped with braided moulded asbestos composition linings.
TRANSMISSION—Selective Synchro-Mesh type—three speeds forward and one reverse, in unit with engine. Silent second gear. Helical-type constant-mesh gears. Four speed truck transmission is available at extra cost when ordered from assembly plant.
FRONT AXLE—Heavy drop-forged heat-treated I-beam.
REAR AXLE—Semi-floating spiral bevel gear.
STEERING GEAR—Semi-reversible—worm and sector. Ratio 16 to 1.
BRAKES—4-wheel hydraulic service brakes, articulated shoes—internal expanding type. Front and rear drums 11" inside diameter, lining width 1¾". Mechanical internal-expanding emergency brakes.
SPRINGS—Semi-elliptic. Eight leaves both front and rear. Front springs 36" long—rear springs 54⅛" long.
TIRES—Front and rear, 6.00-16, 4-ply.

SPECIFICATIONS OF THE CHEVROLET 1½-TON TRUCKS

CHASSIS DIMENSIONS AND CHASSIS WEIGHTS

Wheelbase	131½"	157"
Back of cab to C/L of rear axle	57⅛"	83¼"
C/L of rear axle to end of frame	34⅛"	34⅛"
Back of cab to end of frame	92⅛"	118⅛"
Maximum load space	124"	147¼"
Turning radius	24.3'	28.25'
Chassis shipping weight (approx.)		
(Single wheel equipment)	2990 lbs.	3050 lbs.
(Dual wheel equipment)	3095 lbs.	3180 lbs.
Chassis shipping weight with cab (approx.)		
(Single wheel equipment)	3380 lbs.	3410 lbs.
(Dual wheel equipment)	3455 lbs.	3540 lbs.
Chassis weight front end loaded (approx.)		
(Single wheel equipment)	1900 lbs.	2000 lbs.
(Dual wheel equipment)	2300 lbs.	2500 lbs.
Chassis weight rear loaded (approx.)		
(Single wheel equipment)	5700 lbs.	5600 lbs.
(Dual wheel equipment)	7000 lbs.	6800 lbs.

The gross allowable weight of the Chevrolet truck with single rear wheels equipped with 32 x 6, 8-ply tires shall not exceed 7600 lbs., which includes the chassis, cab, body, driver and payload.
The gross allowable weight of the Chevrolet truck with dual rear wheels shall not exceed 9300 lbs., which includes chassis, cab, body, driver and payload, except that when 32 x 6, 10-ply tires and helper springs are used, the gross allowable weight is 11,300 pounds. When 6.50-20, 6-ply front tires, 32 x 6, 10-ply dual rear tires, helper springs and governor are used, the gross allowable weight is 12,300 lbs.
FRAME (131½" wheelbase model)—Channel steel with 6 cross-members including front bumper brace. Length 183⅜". Depth of side members 7". Width of flanges 2⅜". Thickness 7/32".
(157" wheelbase model)—Channel steel with 7 cross-members including front bumper brace. Length 210⅜". Depth of side members 7". Width of flanges 2⅜". Thickness 7/32".
ENGINE—Six-cylinder, valve-in-head special truck engine, 3½" bore and 3¼" stroke; 216.5 cubic inch piston displacement, S. A. E. rated horsepower 29.5. Brake horsepower 78 at 3200 r.p.m. Compression ratio 6.25 to 1. Rated torque capacity 170 foot pounds at 850 to 1550 r.p.m.
LUBRICATION—Pressure feed to crankshaft main bearings, camshaft bearings and valve rocker arms. Pressure stream and dippers for connecting rod bearings.
COOLING SYSTEM—Centrifugal water pump; ribbed cellular truck radiator core. Fan and pump driven by V-type belt. Water capacity 13½ quarts.
IGNITION—Delco-Remy system.
GENERATOR—Delco-Remy system.
BATTERY—6-volt, 15-plate, 94 ampere hours capacity.
CARBURETOR—1¼" Carter down-draft carburetor with accelerating pump incorporated.
FUEL SYSTEM—AC fuel pump operated from camshaft. 18 gallons in cab tank, mounted under driver's seat; 3-point mounting on chassis frame with chassis only.
CLUTCH—Dry single-plate, completely enclosed, 10" disc equipped with moulded asbestos composition lining.
TRANSMISSION—Selective type, sliding gear, 4 speeds forward and one reverse, in unit with engine. Transmission gear reduction—low speed 7.23 to 1; second speed 3.48 to 1; third speed 1.71 to 1; Fourth speed direct; reverse 7.15 to 1. Standard S. A. E. 6-bolt power take-off opening located on left-hand side of transmission.
FRONT AXLE—Heavy drop-forged heat-treated I-beam.
REAR AXLE—Full-floating spiral bevel gear type. 4-pinion differential with straddle-mounted pinion. Standard gear ratio 5.43 to 1. Optional ratio 6.17 to 1.
STEERING GEAR—Semi-reversible—worm and sector. Ratio 16 to 1.
BRAKES—Hydraulic service brakes front and rear are the articulated shoe internal-expanding type. Front drums 14" in diameter with 2" width lining. Rear drums 16" diameter with 3" width lining. Cut-in type internal-expanding emergency brakes operate on rear wheels.
SPRINGS—Semi-elliptic. Front springs 36" long. Rear springs 45" long.
WHEELS—Pierced disc.
TIRES—Standard single wheel equipment 6.00-20, 6-ply truck type tires front and 32 x 6, 8-ply truck type tires rear. Standard dual equipment at small additional cost includes 6.00-20, 6-ply truck type tires front and rear.
(Chevrolet offers several balloon and high-pressure tire options for 1½-ton trucks at little additional cost.)

The right is reserved to change specifications, colors, or prices without incurring any responsibility with regard to trucks or chassis previously sold. Chevrolet trucks can be purchased on the General Motors Installment Plan, monthly payments to suit your purse. Accessories and spare tires extra.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

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