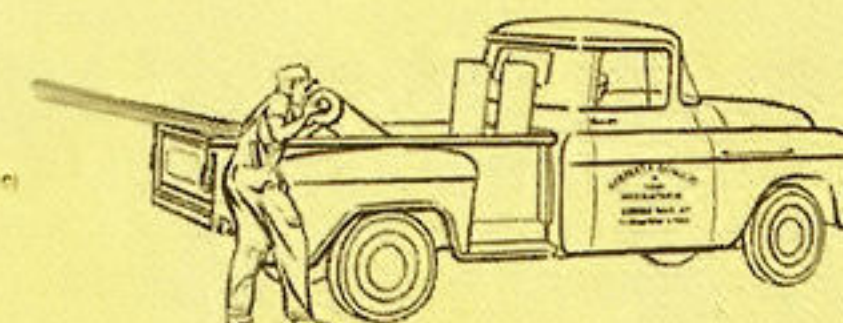
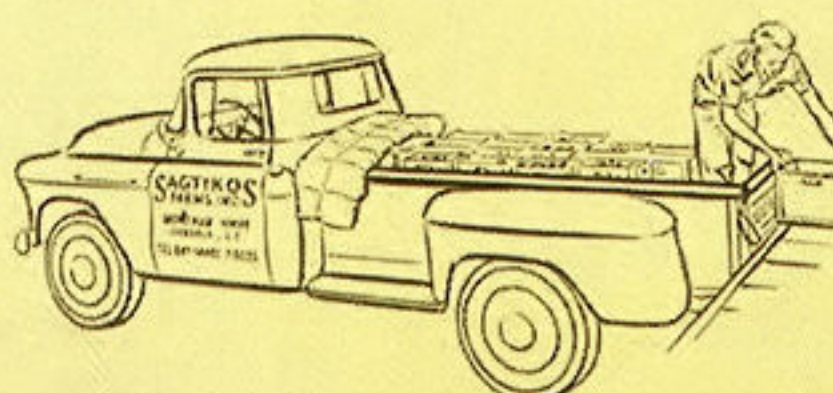
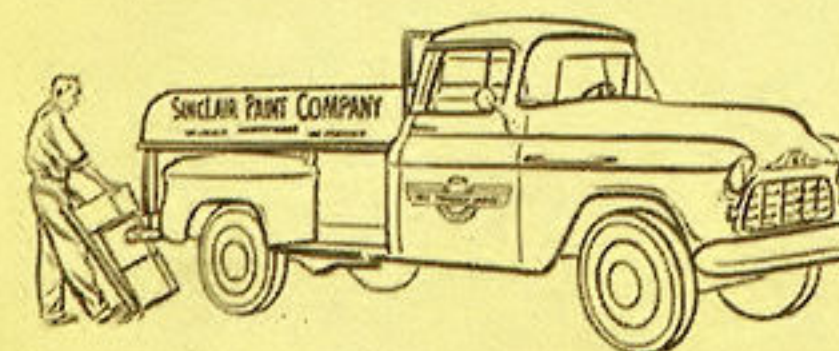
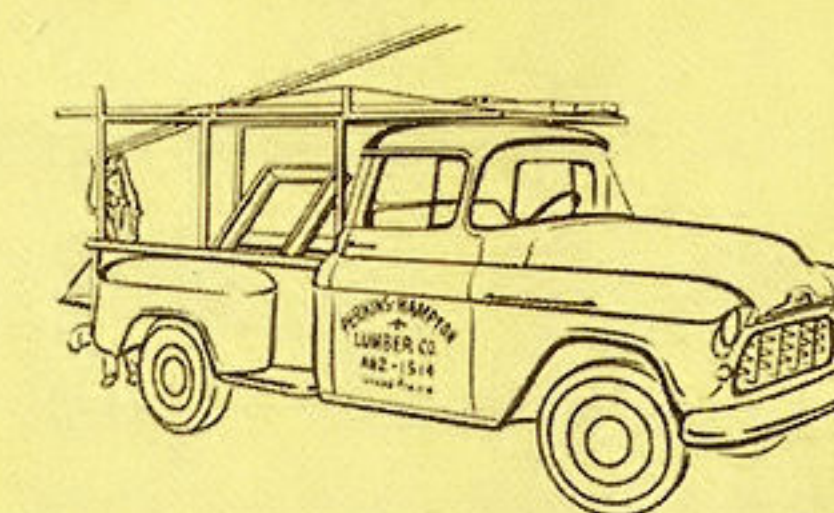
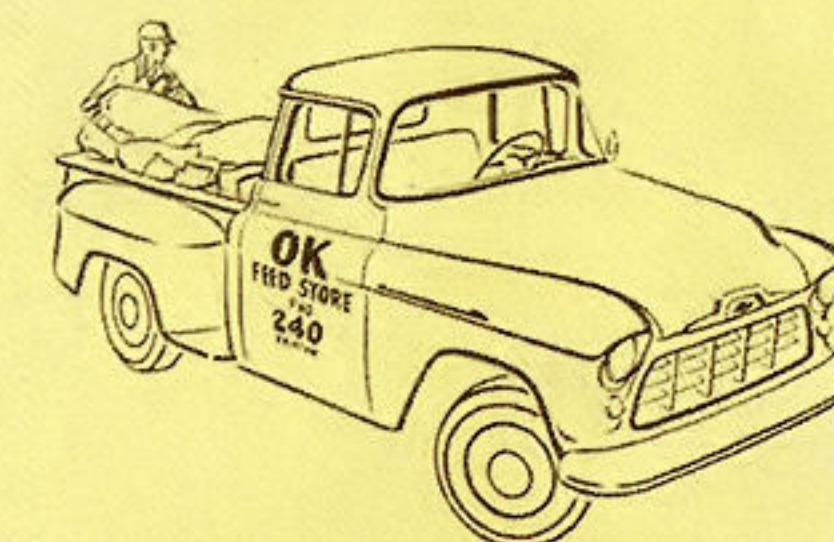
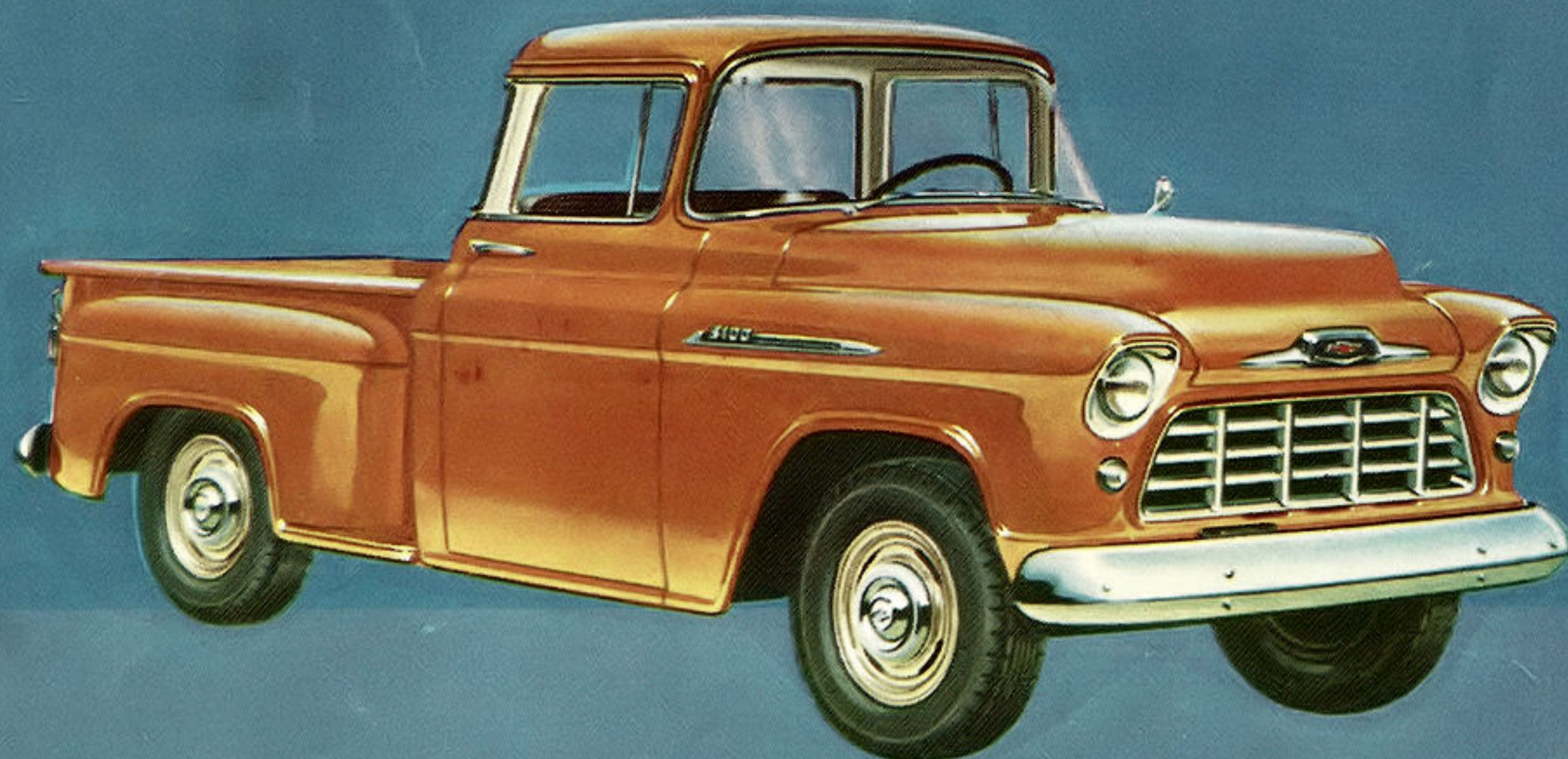
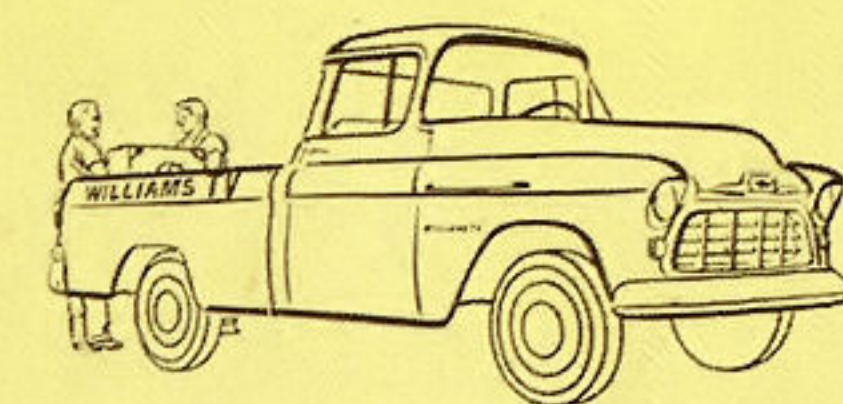
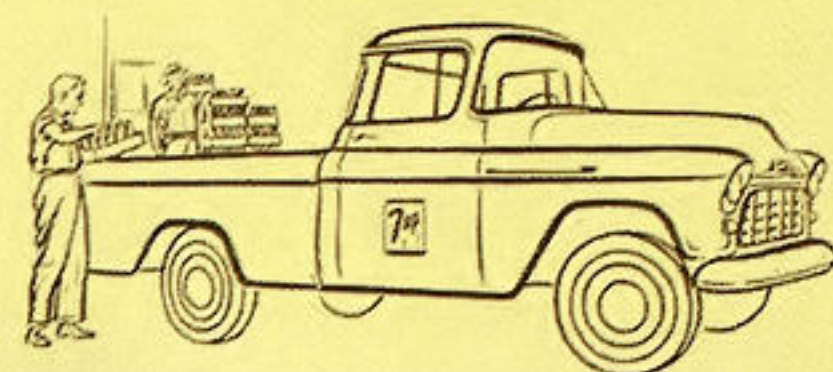
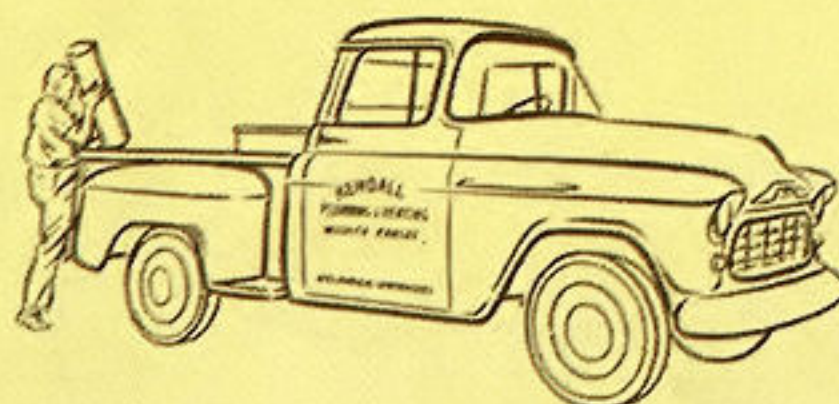
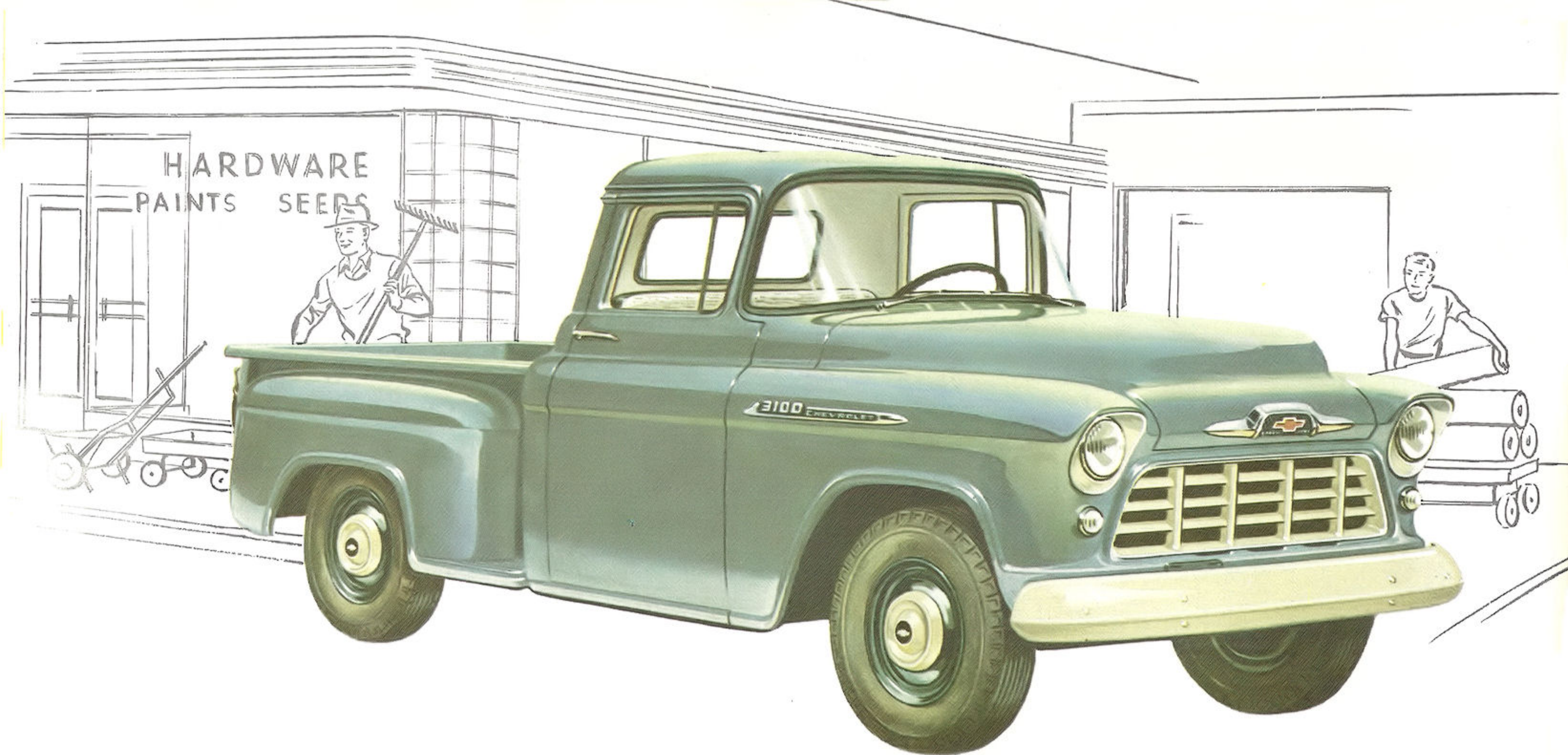


**NEW 1956
CHEVROLET
Task-Force
PICK-UP
TRUCKS**

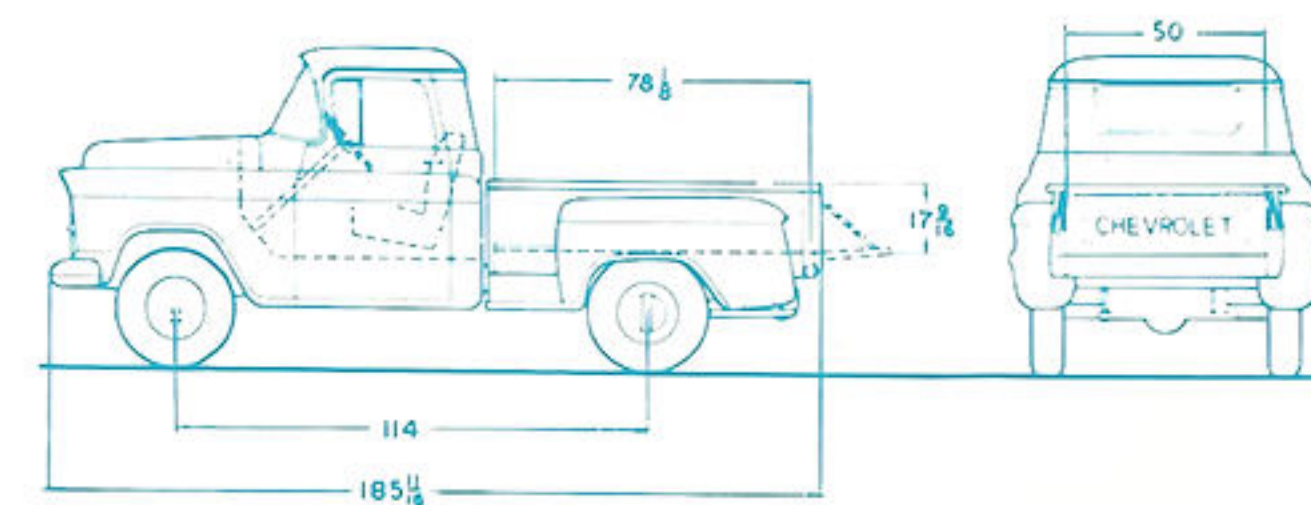


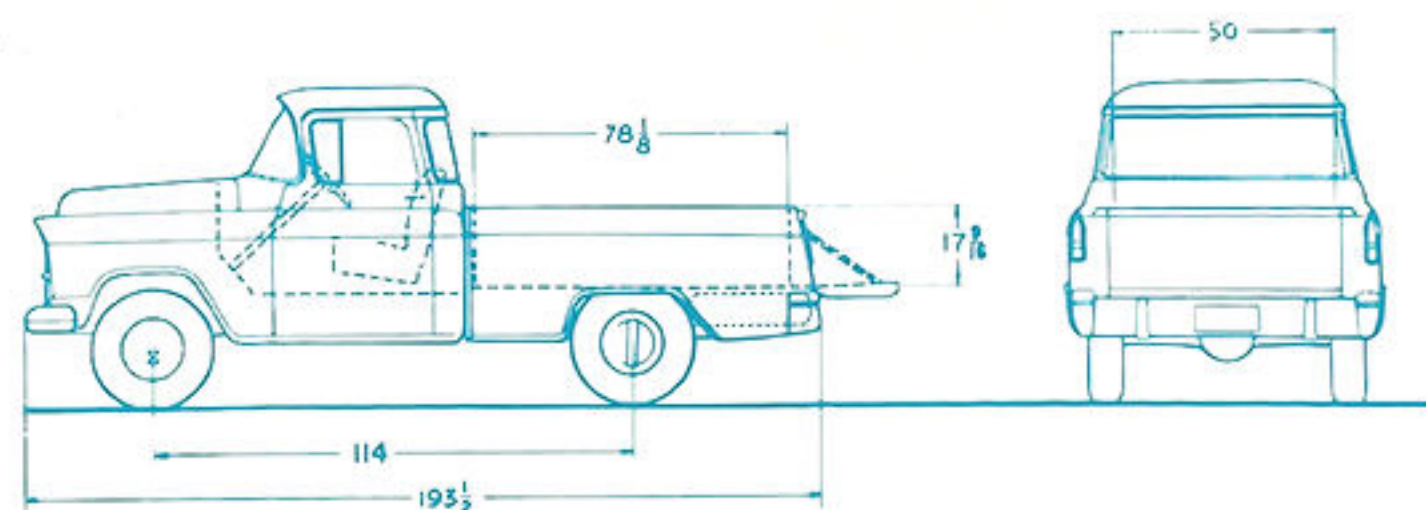
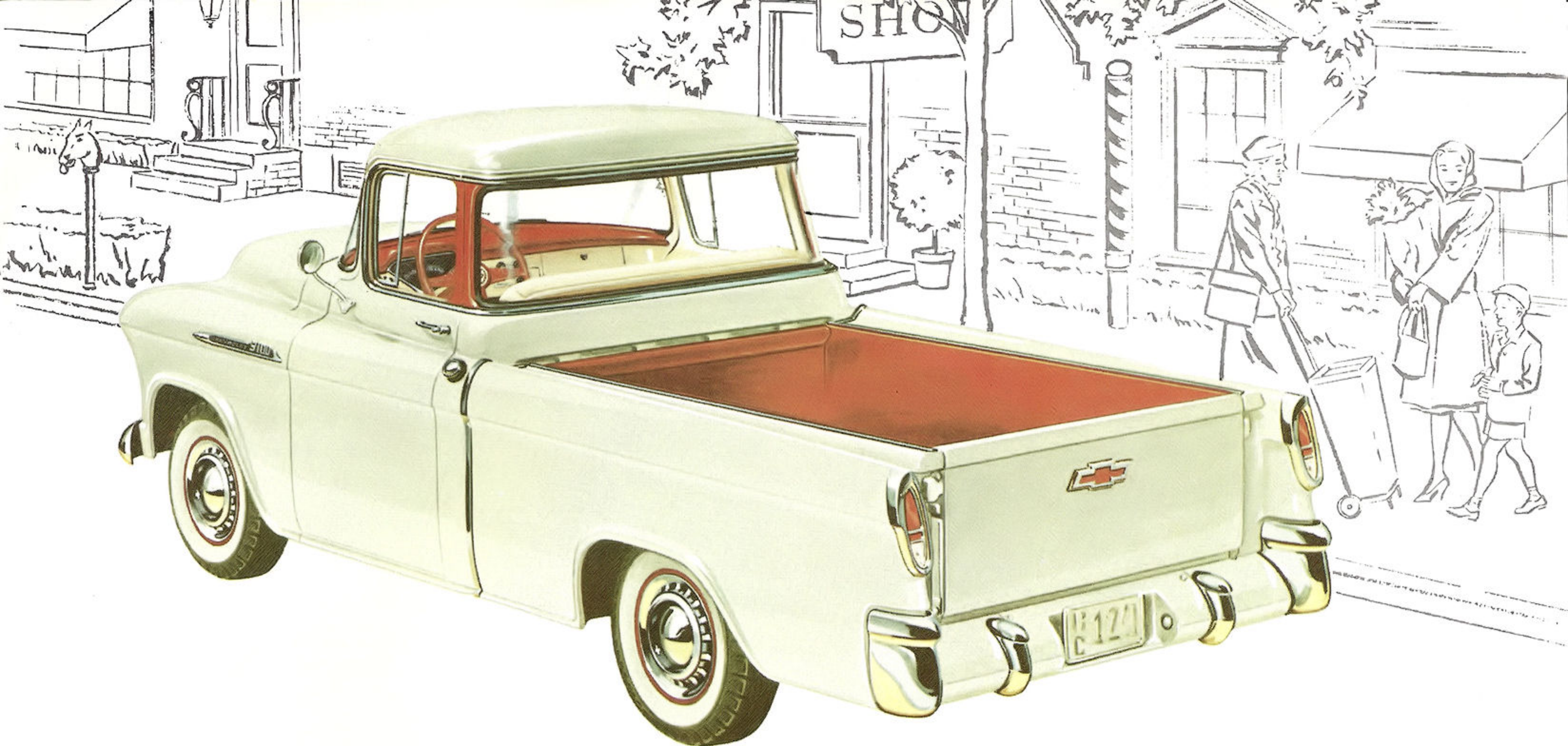


Chevrolet Task-Force Pickup Model 3104

½-TON NOMINAL RATING . . . 114" WHEELBASE

Styled to look good anywhere, on any job, and modern to the core in feature after top-quality feature—it's Chevrolet's fastest selling, biggest selling pickup! Cab features—designed to boost driver efficiency—include panoramic windshield, High-Level ventilation, no-glare instrument panel, and concealed Safety Steps. Full-View rear window is available at extra cost. And for power and drive—name your combination! Chevrolet's gas-saving Thriftmaster Six (140 horsepower with new high 8 to 1 compression), teamed with 3-Speed Synchro-Mesh transmission, is standard. The 155-h.p. Trademaster V8 is optional at extra cost. Optional drives include truck Hydra-Matic, Overdrive, 4-Speed Synchro-Mesh and Heavy-Duty 3-Speed. Tubeless tires are standard; Power Steering and Power Brakes are extra-cost options. Chevrolet's pickup box features a positive seal tailgate and flat-ledge side panels for easier load handling over the side. Load space is a full 27 square feet. Maximum G.V.W. is 5000 pounds.

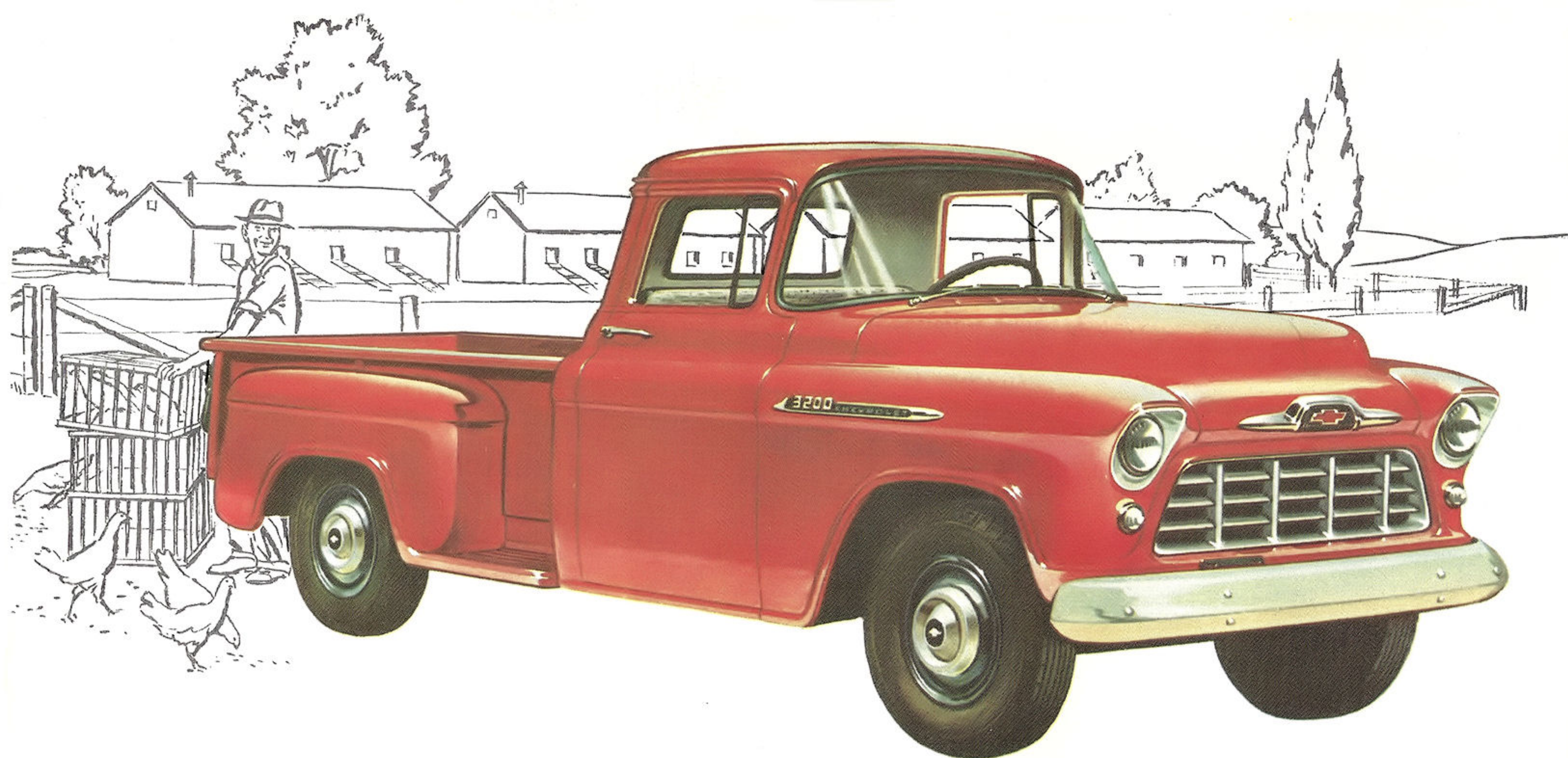




Chevrolet Cameo Carrier Model 3124

1/2-TON NOMINAL RATING . . . 114" WHEELBASE

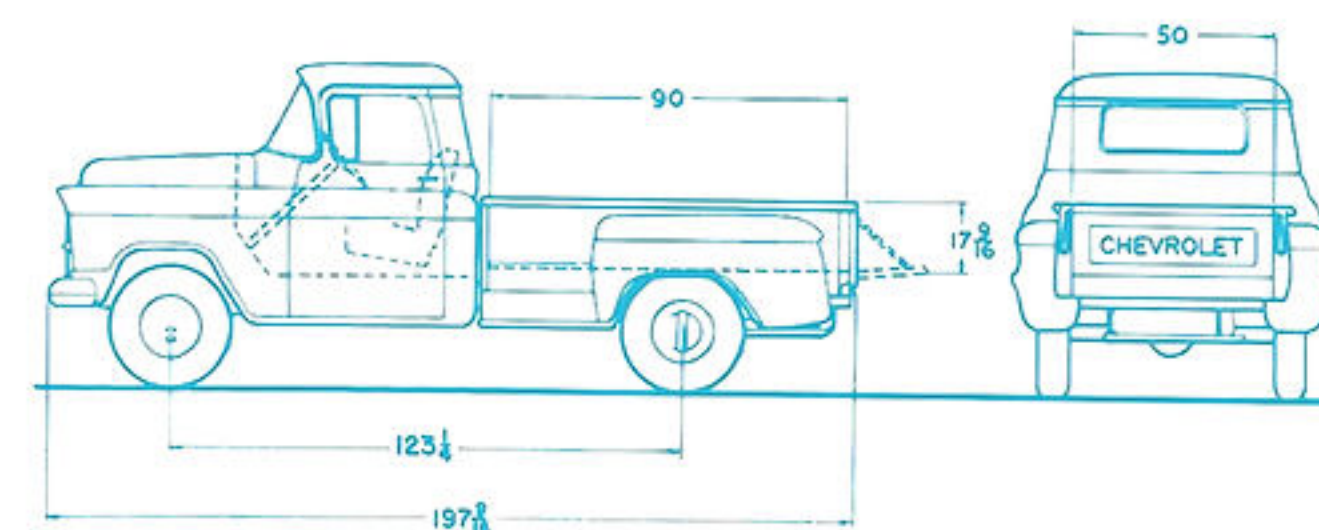
In the Cameo Carrier you get Chevrolet's exclusive Work Styling (truck styling matched to the job!) at its eye-catching best—with *eight* exterior two-tones to choose from! The Cameo Carrier is a prestige builder, no question about that; but it's also built to knuckle down and work as hard as any pickup on the road—and it has the ultra-modern truck features to prove it. Safety and convenience features like concealed Safety Steps (which stay clear of snow and mud) . . . High-Level ventilation (for a more constant supply of outside air) . . . plus a panoramic windshield and Full-View rear window! Power and performance features like the Thriftmaster Six or the optional Trademaster V8—the shortest stroke V8 in any leading truck! And both of these ultra-efficient engines are sparked by a husky 12-volt electrical system for faster starting and better ignition. Tubeless tires are standard; all regular power options are available. This model handles payloads up to 1500 pounds; gross vehicle weight is 5000 pounds.

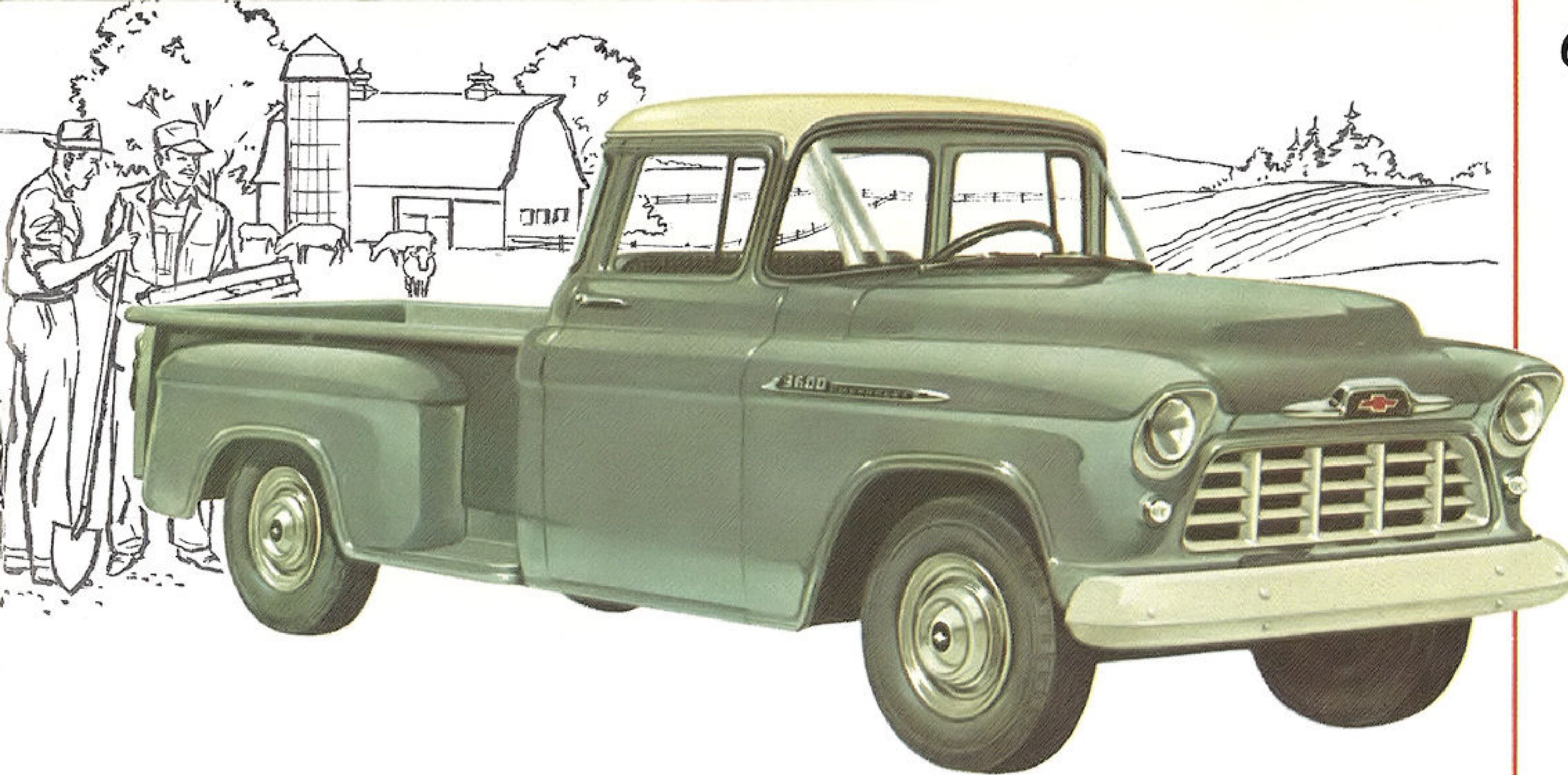


Chevrolet Task-Force Pickup Model 3204

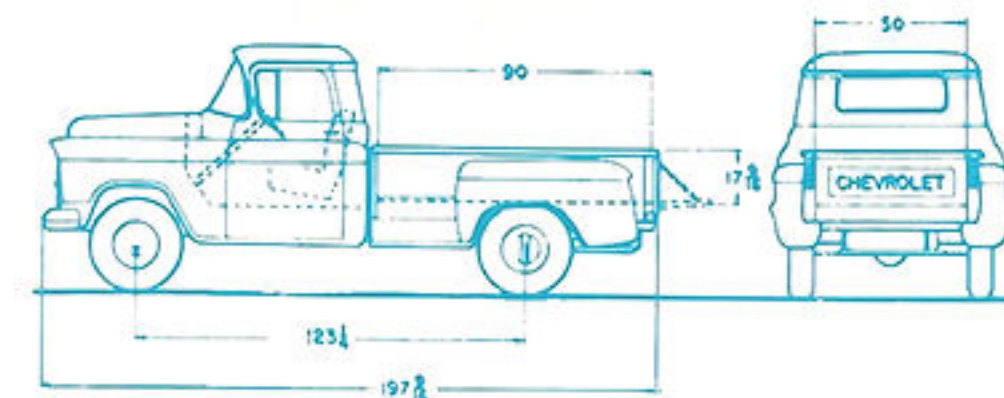
½-TON NOMINAL RATING . . . 123¼" WHEELBASE

There's extra load-carrying space in this brawny ½-ton pickup. With a wheelbase of 123¼ inches, the length of the pickup box measures a full 90 inches—more room for bigger, bulkier payloads! Count on an extra-sturdy foundation, too; for with all Chevrolet ½-ton model frames you get the extra strength and rigidity of *five* crossmembers instead of the usual *four* of other trucks. You get a softer ride with Chevrolet's biscuit-type cab mounts that cushion road shocks and vibrations . . . easier going with two-stage rear springs (a higher deflection rate for better roadability) than with the more common single-stage type. And for power, you've got it good under the hood with either the Thriftmaster Six or the optional Trademaster V8. Transmissions include 3-speed Synchro-Mesh standard, or optional Truck Hydra-Matic, Overdrive, Heavy-Duty 3-Speed, or 4-Speed Synchro-Mesh. Flite-Ride Deluxe cab features High-Level ventilation, concealed Safety Steps are standard; all regular power options are available. This model handles payloads up to 1500 pounds; gross vehicle weight is 5000 pounds.



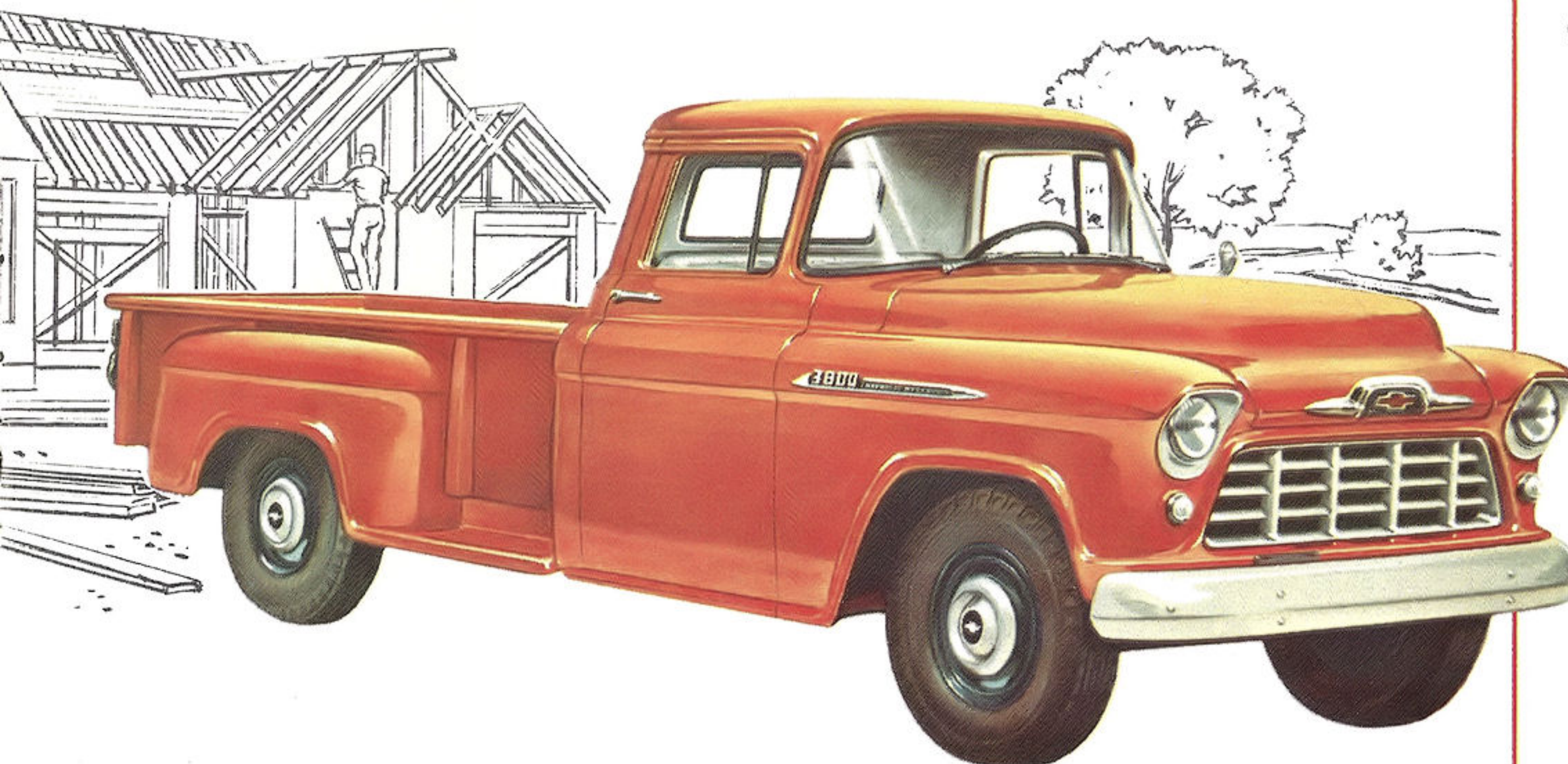


Chevrolet Pickup Model 3604

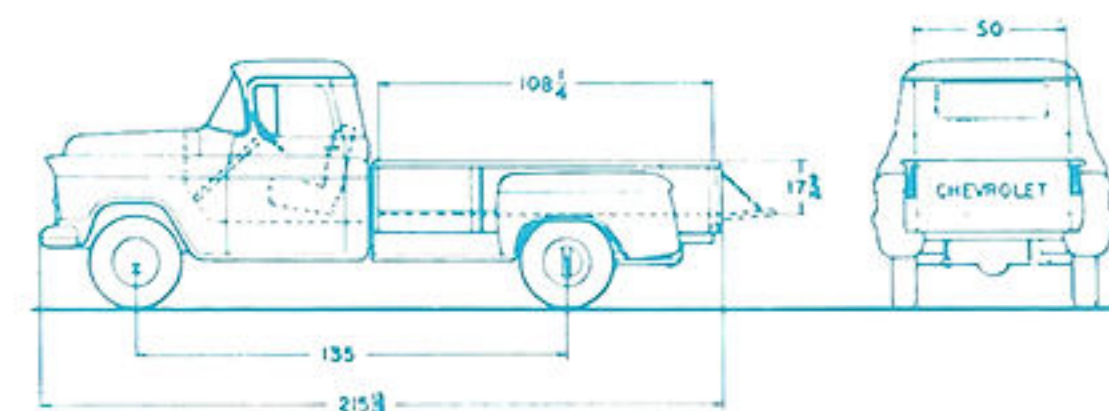


3/4-TON NOMINAL RATING...123 1/4" WHEELBASE

Extra rugged and dependable — built for heavier loads! Its pickup box measures a full 50" x 90"; side panels are 17 1/2" high with flat ledges to make side loading easier. Canopy top or stake racks can be added. Power choice, Thriftmaster Six or optional Trademaster V8—the shortest stroke V8 of any leading truck! Ultra-modern features include High-Level ventilation, concealed Safety Steps, panoramic windshield and no-glare instrument panel. All power options are available. Tubeless tires are standard equipment. Maximum G.V.W. of this model is 6900 pounds.



Chevrolet Pickup Model 3804



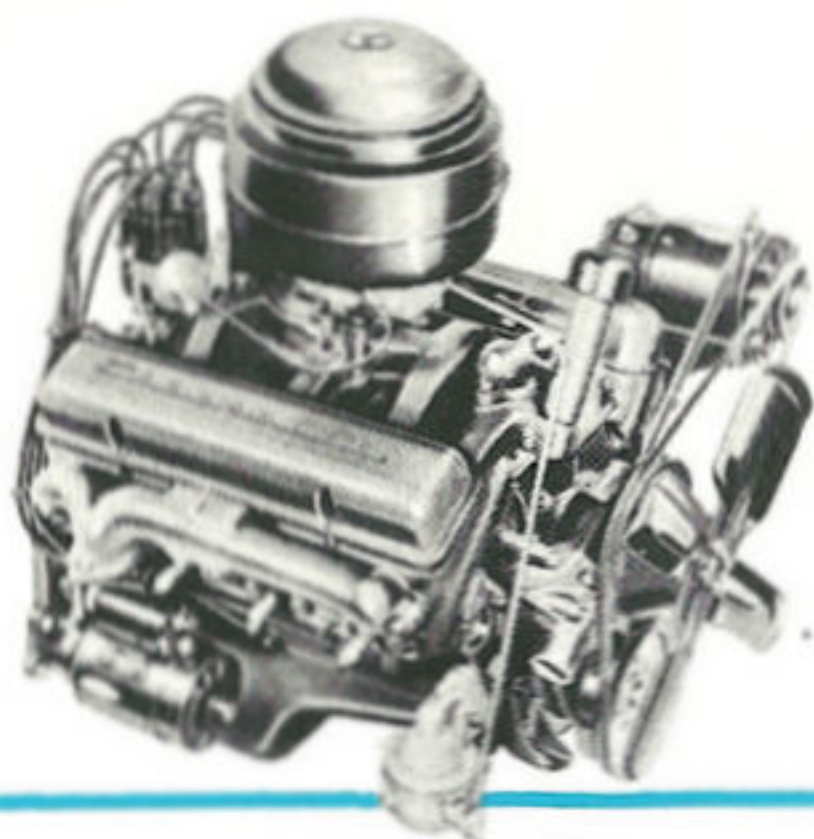
1-TON NOMINAL RATING . . . 135" WHEELBASE

Chevrolet's biggest, brawniest pickup, tipping the scales at 7000 pounds G.V.W. . . . and ready to roll with loads up to 3100 pounds! Its 135" wheelbase allows a 50" x 108 1/4" cargo area—ample space for long, bulky loads; ideal for builders and contractors! You get all the modern safety, convenience, power and performance features described with other pickup models—plus Chevrolet's rugged and dependable 4-Speed Synchro-Mesh transmission as standard equipment or Hydra-Matic transmission, optional. With new tubeless tires, also standard, count on extra blowout protection and low maintenance costs!

A choice of Two Great Valve-in-Head Engines... V8 or Six

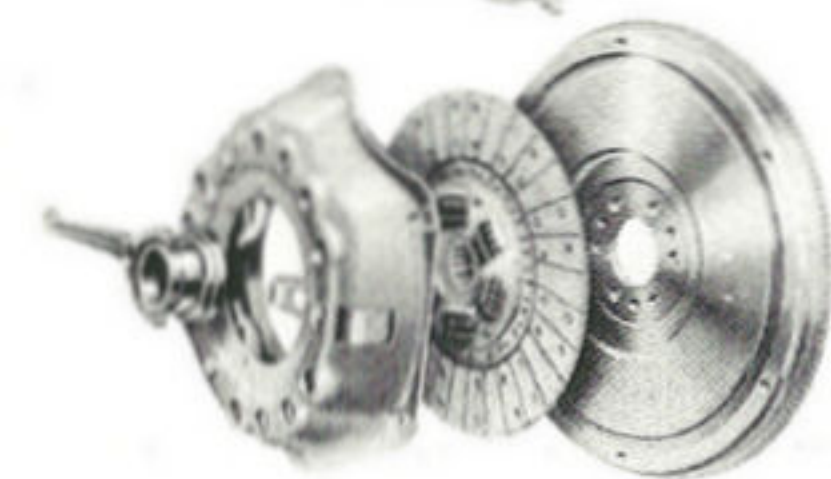
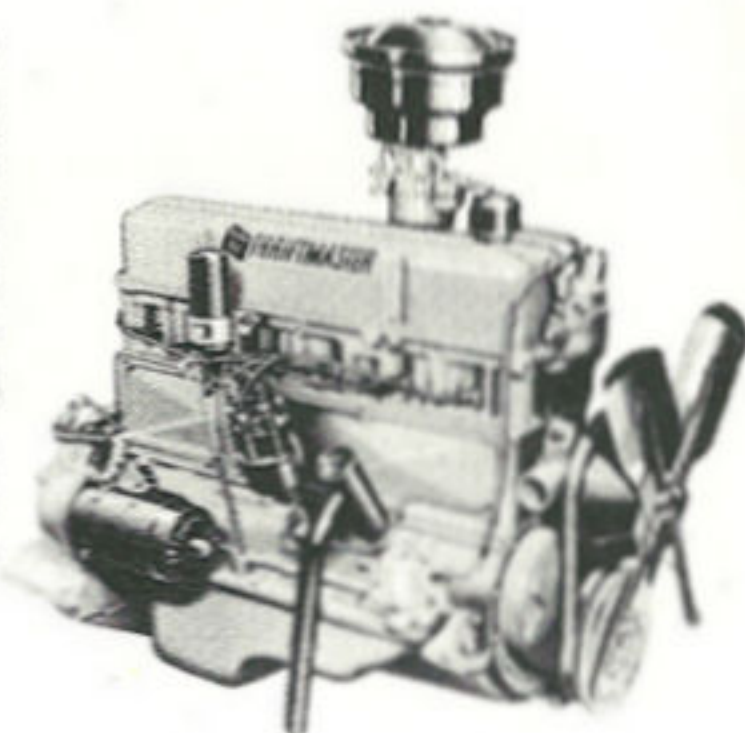
155-H.P. TRADEMASTER V8

With the most advanced design in the industry and the shortest stroke of any leading truck, the ultra-modern 265-cubic-inch Trademaster V8 produces more power for '56—155 h.p.! Short stroke reduces piston travel, friction and wear—produces more pulling power from less fuel. Compact V8 design eliminates needless engine bulk—puts more power into payload. And for a long life of smooth, powerful performance, every engine is precision balanced after assembly... a process exclusive in the industry to Chevrolet-built V8's! Optional on all Chevrolet pick-up models.



140-H.P. THRIFTMASTER SIX

It's America's most popular truck engine, now more powerful than ever before. Famous Chevrolet 235-cubic-inch valve-in-head Six produces 140 h.p., with new high 8.0 to 1 compression, new high-lift camshaft, controlled full-pressure lubrication, scientifically engineered cooling, durable Al-dipped exhaust valves, oil-bath air cleaner, harmonic balancer, and many other design advantages that add up to peak performance at lowest cost. Standard on all pick-up models.



COIL SPRING CLUTCH—Engineered to capture all the horsepower of Chevrolet Task-Force truck V8's! Heavy coil springs acting over a large diameter provide a bulldog-like grip. This rugged, long-wearing clutch is an important member of the drive line team.



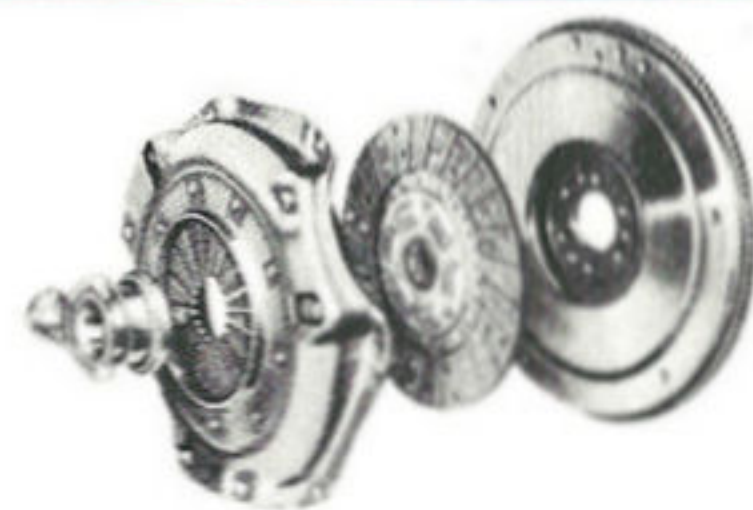
PRECISION INSERT BEARINGS are long-wearing, low-friction type, specially designed to withstand the stresses of heavy hauling. All Chevrolet Task-Force truck engines feature easily replaceable inserts on crankshaft main and connecting rod bearings.



FORGED STEEL CRANKSHAFT is precision-machined for balance—drop-forged for ruggedness! Chevrolet's steel crankshaft is the foundation for smoother running engine. On V8 models, even the counterweights are machined to precise standards.

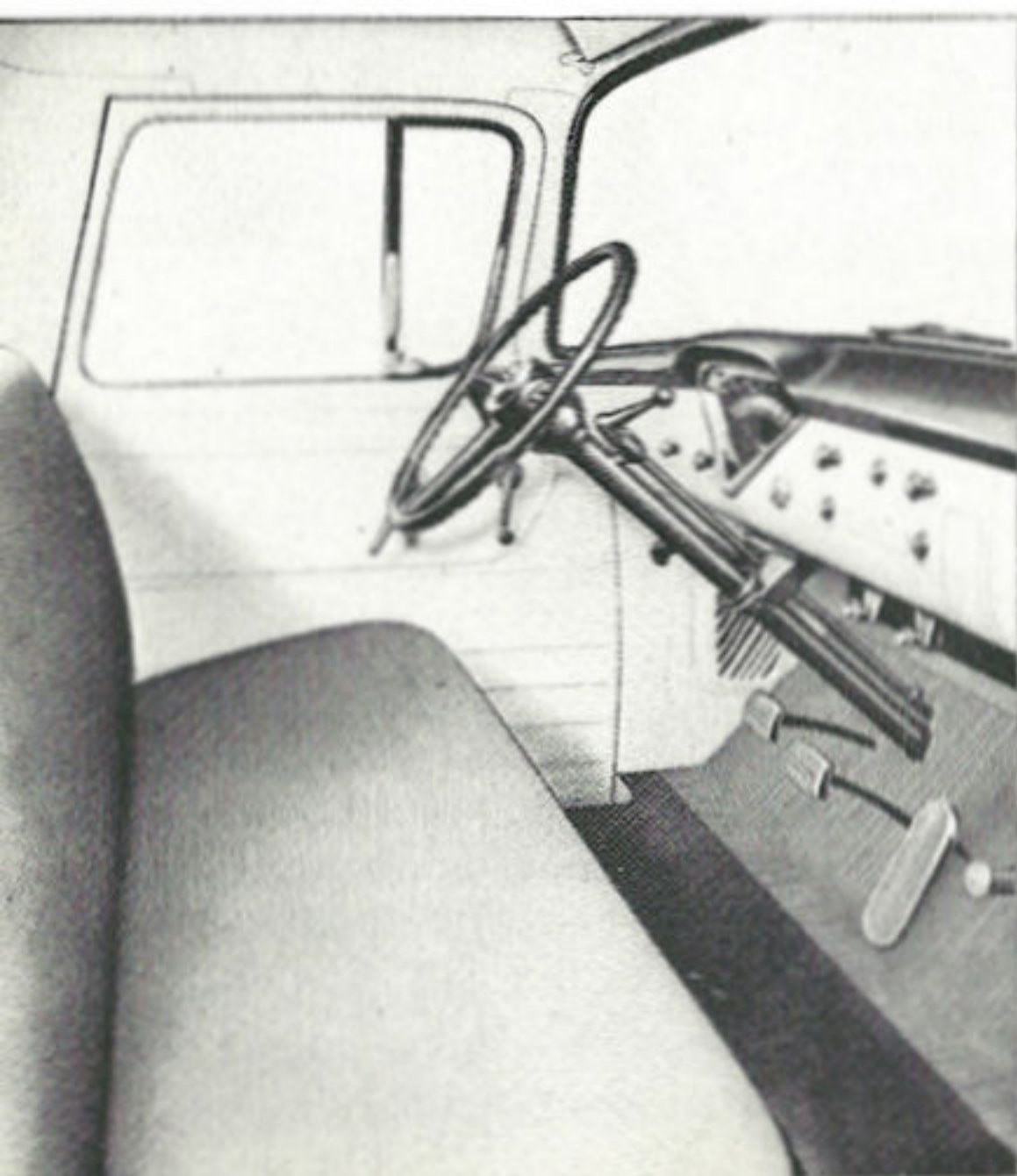


PROVED 12-VOLT SYSTEM supplies a double shot of electrical power! Cranking is faster, starting is quicker, with more reserve for accessories, too. New higher capacity battery has up to 41% longer warranted life in normal service.



DIAPHRAGM SPRING CLUTCH with easy pedal action smooths the engagement of engine and drive line. But once under way, smoothness turns to toughness for positive power transmission. It's featured on all Chevrolet Sixes.

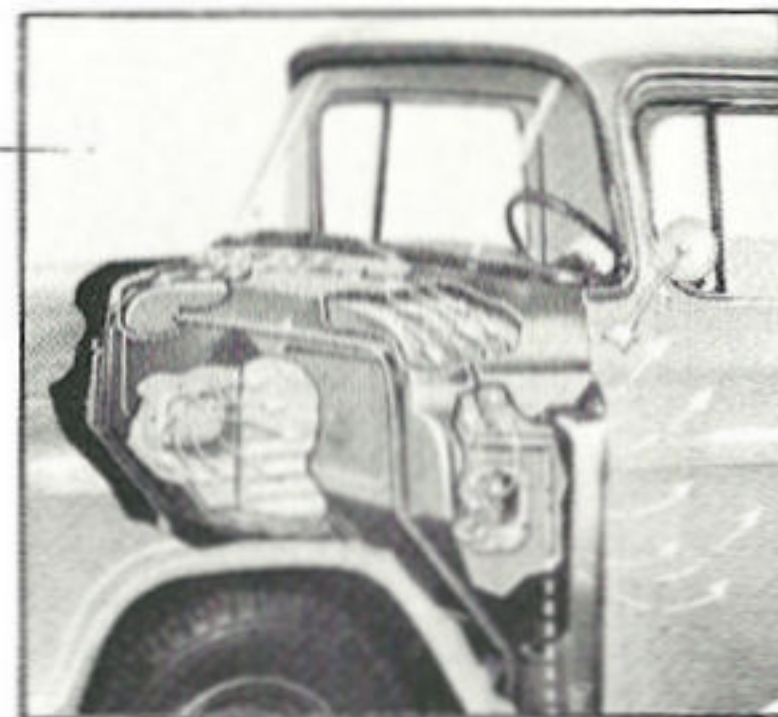
ROOMY DE LUXE AND CUSTOM PICK-UP BODIES



ULTRA-MODERN CABS—Flite Ride De Luxe and Flite Ride Custom*—feature panoramic windshield, high-level ventilation, no-glare instrument panel, soft roomy seats, concealed safety steps—all marks of a truly modern truck. Custom cab* distinguished by bright metal outside trim, special two-tone interior, cigarette lighter, foam rubber seat or airmatic seat, chrome-plated control knobs, dual sunshades, and driver's arm rest. Extras include Full-View rear window*, electric windshield wipers*, special chrome equipment options* and many convenient accessories.

*Optional at extra cost.

PANORAMIC VISIBILITY. A wide, wide windshield with over 1000 square inches of safety glass, big-size door windows with glass-guard moldings, and a broad rear window provide a sweep-sight view all around for safer driving. Curved, Full-View rear window is standard on the luxurious Cameo-Carrier, optional on other Task-Force cab models.



HIGH LEVEL VENTILATION—another mark of a truly modern truck—supplies fresh outside air, offers efficient air circulation in all kinds of weather. Intake is located beneath the windshield to minimize road heat, fumes, and dust. Individual controls for driver and passenger permit separate control of fresh air supply.



NU-FLEX SEAT is designed for relaxed riding on roughest roads. Seat is covered with durable, easy-breathing fabric. Foam rubber cushion is optional in De Luxe cab, standard on Custom cab.

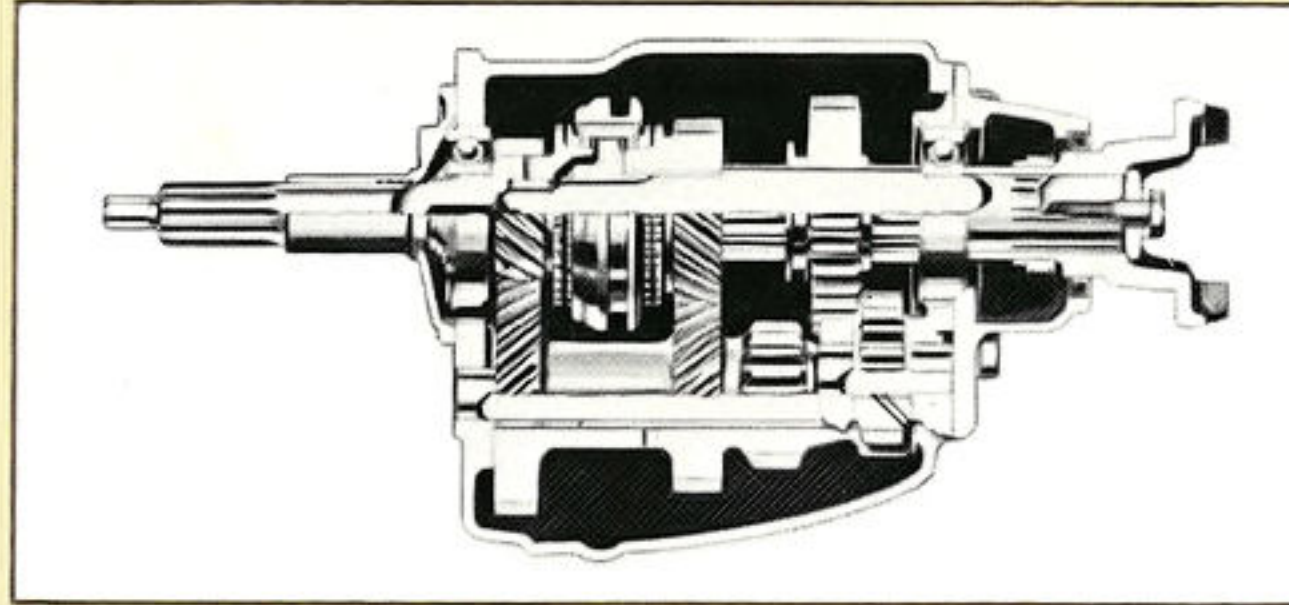
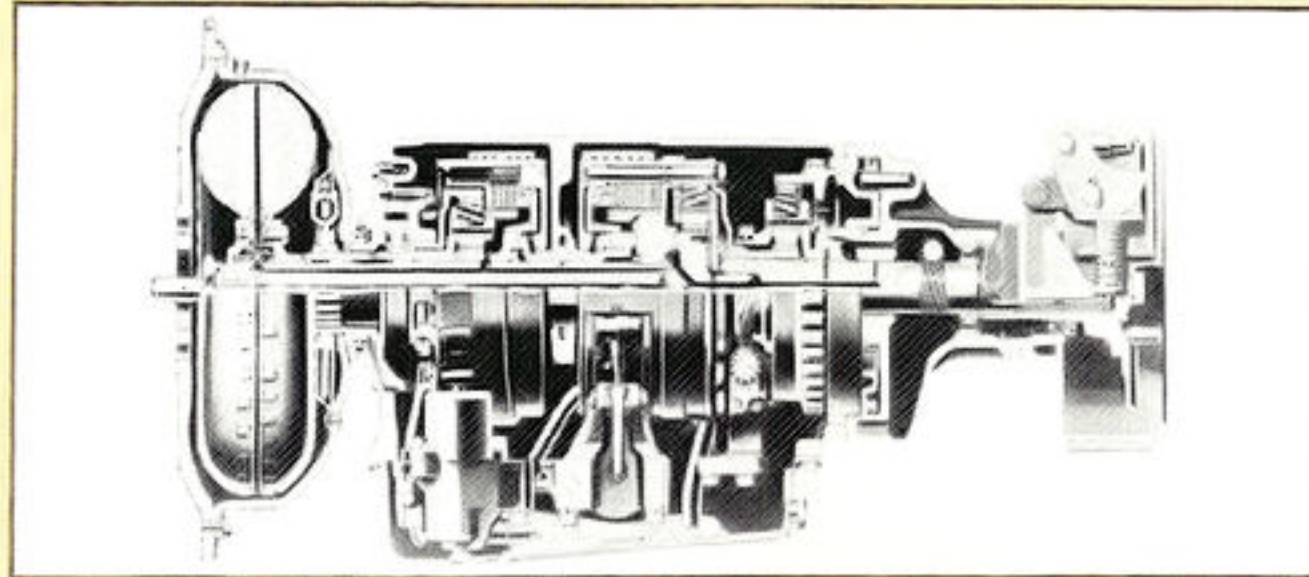
AIRMATIC SEAT, optional in all cab models, is inflated by air pumps, permits individual adjustment for the ultimate in riding comfort.

Advanced Task-Force chassis Features for 1956

SYNCHRO-MESH 3-SPEED TRANSMISSION—Chevrolet's strong, wide-faced helical gears mesh smoothly, run quietly. Gears are carburized and shot-peened for extra strength, gear teeth are rounded to resist chipping. Engineered and built throughout for long dependable service. Standard on ½- and ¾-ton pick-ups.

OVERDRIVE—For record fuel economy, simplified shifting, and top performance, Chevrolet's versatile Overdrive is a favorite. Overdrive reduces engine rpm at cruising speed—increases fuel economy, cuts maintenance costs. Optional on all ½-ton pick-ups.

HEAVY-DUTY SYNCHRO-MESH 3-SPEED is engineered and built for extra ruggedness throughout with lower, more powerful gear ratios for added pulling power. Excellent for stop-and-go driving and other severe service conditions. Optional on all Chevrolet pick-up models.



HEAVY-DUTY SYNCHRO-MESH 4-SPEED is the trucker's favorite for heavy service. Simple, rugged, and dependable with powerful 7.06:1 low gear ratio. Synchro-Mesh design eliminates double clutching. Standard on 1-ton, optional on 1½- and ¾-ton pick-up models.

HYDRA-MATIC—This rugged four-speed automatic drive is far more than just a convenience. It's a money saver in any traffic, because the fluid coupling eliminates costly clutch repairs, and shifting is automatically controlled to prevent engine overspeeding. It's a safety measure, too, permitting the operator to forget shifting and concentrate on driving. It's flexible, with three forward speed ranges for varying road conditions. And for additional safety, a positive parking lock holds the truck securely on the steepest grades. Now optional on all pick-up models.

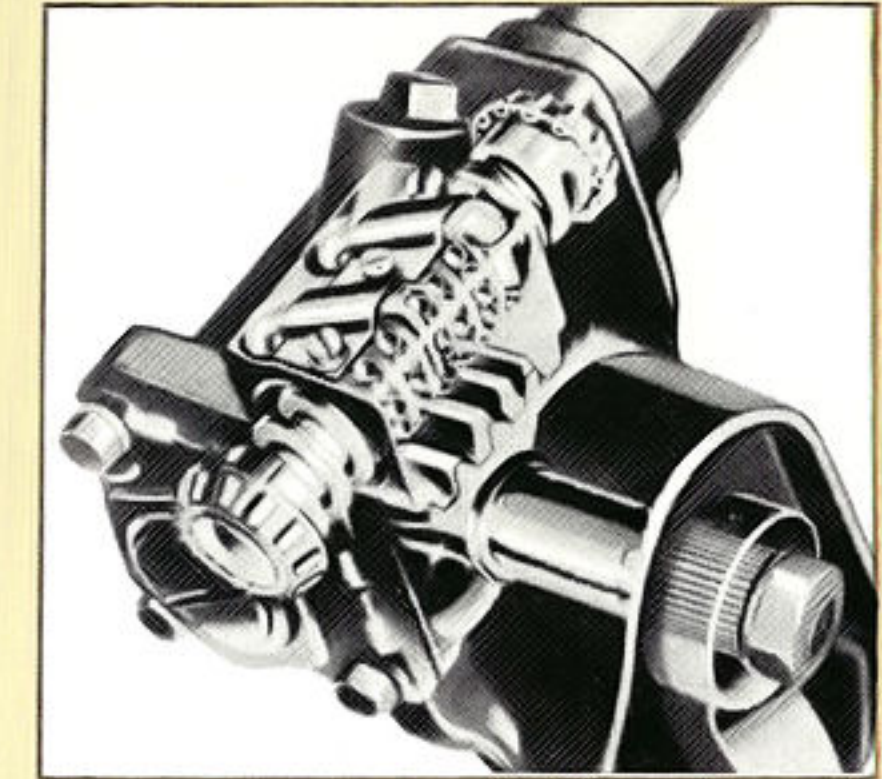


PICK-UP BODIES provide generous cargo space, feature rugged steel 17½-inch high flat-top side and tailgate panels embossed for extra strength. Grain-tight tailgate lowers for sturdy load platform extension. Anti-rattle latch design adds side support for bulky loads. Steel stake pockets easily mount side racks or canopy tops. The floors are resilient hardwood for rugged load-carrying and long life. Flush-type steel skid strips, mounted full-length, help absorb load shock and reduce friction for easy loading. Low floor height speeds cargo handling and lightens the job.

PARALLEL DESIGN FRAMES—Here's where the solid feel of a Chevrolet Task-Force truck begins! A husky frame is the foundation of a capable cargo carrier, and parallel side member construction is one feature that makes Chevrolet frames extra-husky. High rigidity, more engine room, and better rear wheel clearance are added advantages.

REAR AXLE—Strong, quiet-running hypoid gear axles efficiently match Chevrolet's power to the load for top-level performance at low operating cost. Semi-floating 3,300-pound capacity axle standard on ½-ton pick-up, full-floating 5,000-pound capacity axle standard on ¾-ton pick-up, and full-floating 7,200-pound capacity axle standard on 1-ton pick-up.

SUSPENSION SYSTEM is engineered for a smooth, level, load-cushioned ride. Direct, double-acting shock absorbers minimize roll and sway, reduce shifting of loads. For extra safety, the fixed eyes of front springs are full double-wrapped. Heavy-duty rear springs available on all pick-up models.



BALL-GEAR STEERING. The famous saying . . . "Nothing rolls like a ball" . . . accurately describes the smooth action of this precision steering gear. Scores of polished steel balls minimize friction—keep steering light, firm and positive. Featured on all Task-Force truck models.

POWER STEERING takes the hard work out of handling even the most heavily loaded truck. Smooth hydraulic power supplies up to 80% of steering effort with full feel of the road—holds wheels steady in roughest going. Optional on all pick-up models.



TORQUE-ACTION BRAKES produce safe, positive stopping power with light pedal action. Brake shoes are energized by wheel rotation. Bonded linings on pick-up models nearly double brake-lining life.

HYDROVAC POWER BRAKES permit light pedal action with natural brake feel under all load conditions. Engine vacuum supplies up to two-thirds of the braking effort, reducing driver fatigue. Optional on all pick-up models.

| MODEL | 3104 | 3124 | 3204 | 3604 | 3804 |
|-------------------------------|---|--|---|--|--|
| | Pickup | Cameo Carrier | Pickup | Pickup | Pickup |
| NOMINAL RATING | Half-ton | Half-ton | Half-ton | ¾-ton | One-ton |
| GROSS VEHICLE WEIGHT, Maximum | 5000 | 5000 | 5000 | 6900 | 7000 |
| WHEELBASE, Inches | 114" | | 123¼" | | 135" |
| FRAME | Side Rail Dimensions 6" x 2 ¹⁷ / ₆₄ " x ⁹ / ₆₄ " | | 6 ³ / ₃₂ " x 2¼" x ³ / ₁₆ " | | 7¼" x 2¾" x ⁷ / ₃₂ " |
| | Number of Cross Members 5 | | 5 | | 5 |
| | Section Modulus, Inches Cubed 2.54 | | 3.37 | | 5.70 |
| AXLE, FRONT | Rating | 2200 Pounds | | 2500 | 3500 |
| AXLE, REAR, Standard | Rating | Semi Floating 3300 Pounds | | Full-Float. 5000 | Full-Float. 7200 |
| | Ratio | 3.90 to 1 | | 4.57 to 1 | 5.14 to 1 |
| AXLE, REAR, Optional | Rating | 3300 Pounds | | None Available | |
| | Ratio | 4.11 to 1 | | — | |
| SPRINGS, FRONT | Size | 44" x 2" | | 44" x 2" | |
| | Number of Leaves | 6 | | 7 | |
| | Rated Capacity at Ground | 1170 Pounds | | 1300 | |
| SPRINGS, REAR, Standard | Size | 52" x 2" | | 52" x 2½" | |
| | Number of Leaves | 7, Two-Stage | | 9, 2-Stage | 8, 2-Stage |
| | Rated Capacity at Ground | 1250 Pounds | | 1700 | 2300 |
| SPRINGS, REAR, Optional | Size | 52" x 2" | | 52" x 2½" | |
| | Number of Leaves | 8 | | 10, 2-Stage | 8 (8-Main 5 Aux.) |
| | Rated Capacity at Ground | 1550 Pounds | | 2400 (1925) | 2400 (3450) |
| SHOCK ABSORBERS | Front | Direct Double Acting | | | |
| | Rear | Direct Double Acting | | | Dir. Dbl. Act. Opt. |
| BRAKES, SERVICE | Front | 11" x 2" | | 12" x 2" | 12" x 2" |
| | Rear | 11" x 1¾" | | 12" x 2" | 14" x 2½" |
| | Total Lining Area | 157 Square Inches | | 184 Sq. In. | 228 Sq. In. |
| | Parking | Hand Lever and Cable Type on Rear Wheels | | | Band—Prop. Shaft |
| | Booster | Short Stroke 7" Hydrovac, Optional | | | |
| TIRES, FRONT | Regular | 6.70 x 15—4 pr | | 7-17.5—6 pr | 8-17.5—6 pr |
| | Maximum | 7-17.5—6 pr | | 8-19.5—6 pr | 8-19.5—8 pr |
| TIRES, REAR | Regular | 6.70 x 15—4 pr | | 7-17.5—6 pr | 8-17.5—8 pr |
| | Maximum | 7-17.5—6 pr | | 8-19.5-8 pr | 8-19.5-8 pr |
| STEERING GEAR | Ratio | 21.3 to 1 | | | |
| ENGINE | Type | Thriftmaster, Valve-in-head, 6 Cyl., Standard | | Trademaster, Valve-in-head, V8, Optional | |
| | Piston Displacement | 235.5 Cubic Inches | | 265 Cubic Inches | |
| | Bore and Stroke | 3 ³ / ₁₆ " x 3 ¹⁵ / ₁₆ " | | 3¾" x 3" | |
| | Gross Torque | 210 Foot Pounds at 2000 RPM | | 249 Foot Pounds at 2000 RPM | |
| | Gross Horsepower | 140 at 4200 RPM | | 155 at 4200 RPM | |
| | Net Horsepower | 123 at 4000 RPM | | 132 at 3800 RPM | |
| | Compression Ratio | 8.0 to 1 | | 7.5 to 1 | |
| CLUTCH, DIAPHRAGM SPRING | | Strap, 10" O.D. (11" O.D., Opt.) Thriftmaster | | | |
| | Coil Spring | 11" O.D. Heavy-duty, Trademaster | | | |
| GOVERNOR | | Optional at Extra Cost | | | |
| AIR CLEANER | | Oil Bath Type | | | |
| COOLING SYSTEM | | 17 Quarts (18 Quarts Optional) | | | |
| TRANSMISSION, Standard | Type | 3-Speed Synchro-Mesh | | | 4-Speed, Syn.-Mesh |
| | Gear Shift Location | Steering Column | | | Floor-Dr's. Comp. |
| TRANSMISSION, Optional | Type | 4-Speed, Hydra-Matic | | | |
| | Gear Shift Location | Steering Column | | | |
| | Type | Overdrive, 3-Speed, Auto. Planetary Type 4th Speed | | | — |
| | Gear Shift Location | Steering Column | | | — |
| | Type | 3-Speed, Heavy-Duty | | | — |
| | Gear Shift Location | Steering Column | | | — |
| | Type | 4-Speed Synchro-Mesh | | | — |
| | Gear Shift Location | On Floor of Driver's Compartment | | | — |
| DRIVE SYSTEM | | Hotchkiss | | | |
| FUEL TANK CAPACITY | | 17½ Gallons | | | |

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval.
The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.
Optional items at extra cost! CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN February 15, 1956