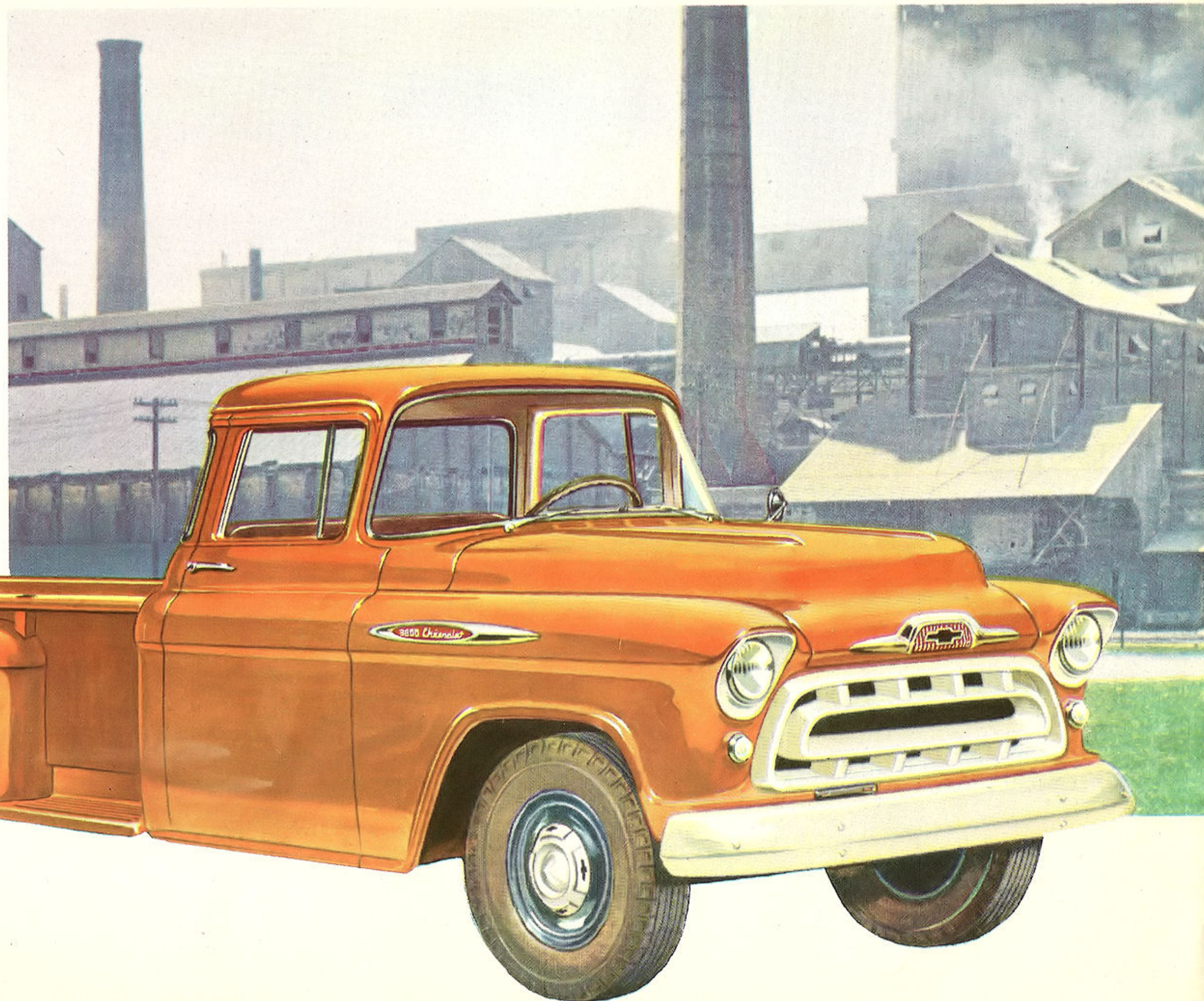
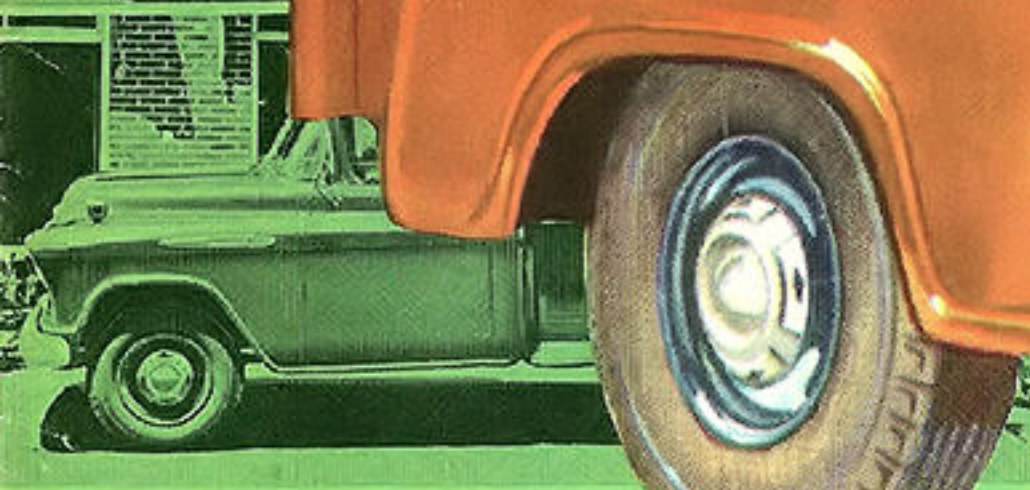


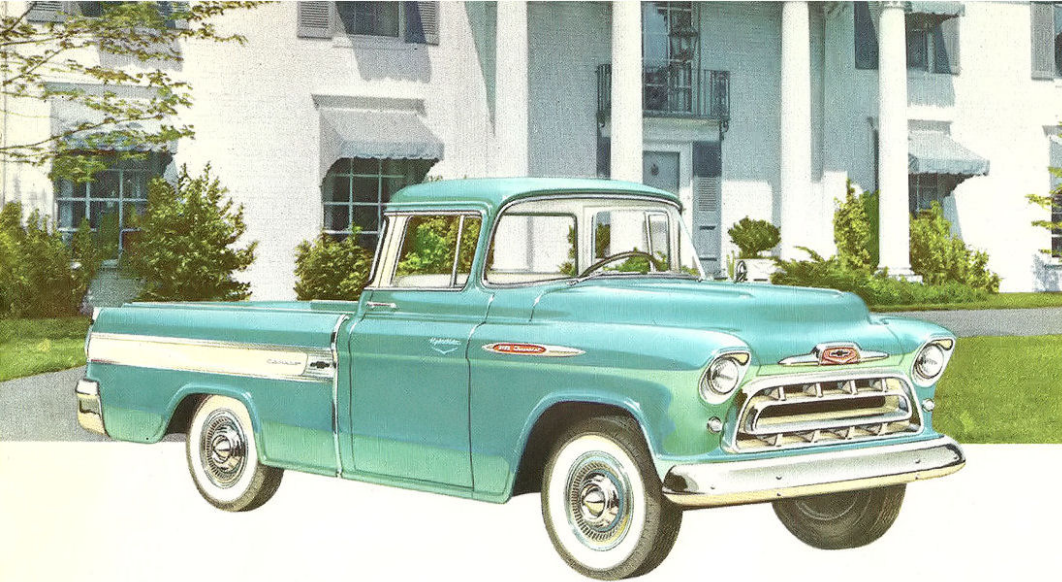
1957 CHEVROLET TASK-FORCE PICKUPS



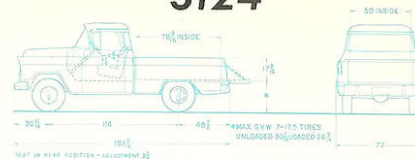
THE "BIG
WHEEL"
in trucks!



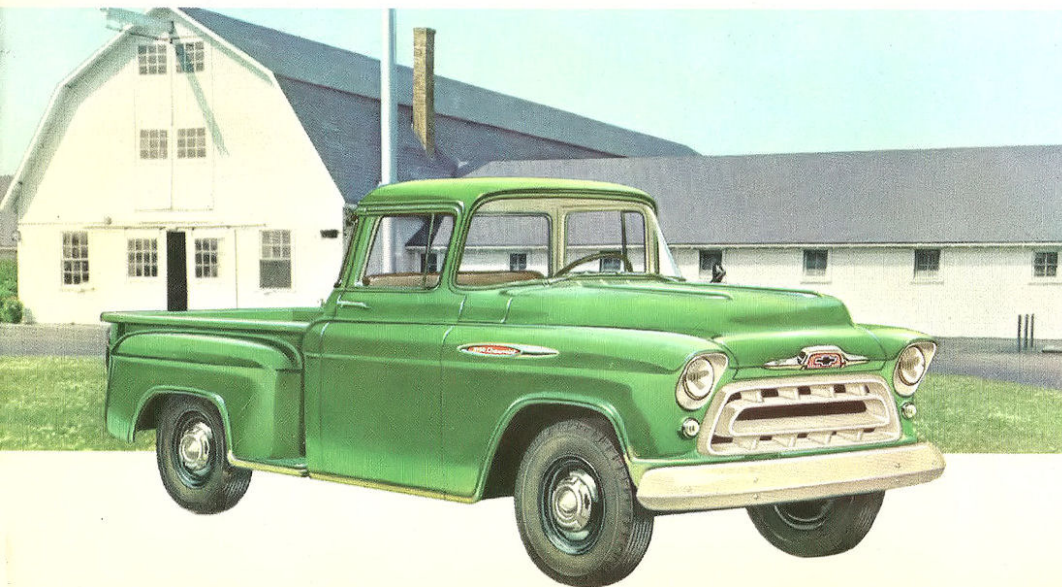
FIRST IN SALES SINCE 1937



CHEVROLET PICKUP MODEL 3124



Here's the world's most glamorous truck, the Chevrolet Cameo Carrier—now more distinctive than ever! Smooth-lined pickup sides sport bright new color panels for added style. This beautiful load-hauler is now available in a choice of nine flagship styled two-tone exteriors, four interior color combinations, with special Flite-Ride Custom Cab, hide-away spare tire (accessible through a downward-opening metal door at the rear) . . . everything to bring you a new kind of pride, a new sense of pleasure on your job! And the Cameo Carrier is just as fleet as it looks with modern power from either the famous Thriftmaster 6 or optional Trademaster V8. Payloads are up to 1500 lbs.; maximum G.V.W. is 5000 lbs.



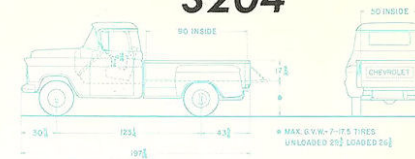
CHEVROLET PICKUP MODEL 3104



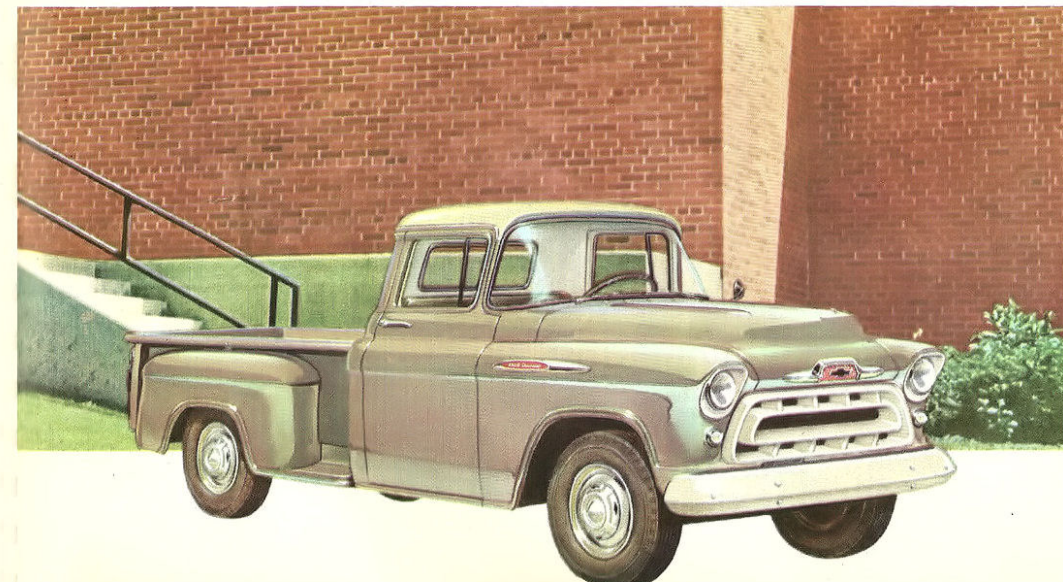
For '57, this fleet pickup—powered by Chevrolet's famous valve-in-head high-compression 6—is more than ever the value champ of its class! Maximum G.V.W. rating is 5000 lbs.; the spacious pickup box provides a full 27 square feet of load space for big profitable payloads of up to 1650 lbs. Here are ultra modern features such as Concealed Safety Steps, Panoramic Windshield, Ball Gear Steering. Here, too, are work-saving extra-cost options that make long hours behind the wheel easier than ever before . . . including Power Brakes, Power Steering, Hydra-Matic Transmission, and a great V8, the 155 h.p. Trademaster!



CHEVROLET PICKUP MODEL 3204



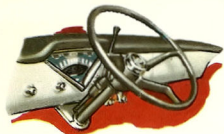
This new model—with a pickup box that measures a full 50" x 90" and a G.V.W. rating of up to 5,000 lbs.—is built for big loads, profitable hauling! You'll find modern features everywhere . . . including the new Flite-Ride Cab with Concealed Safety Steps and Panoramic Windshield . . . the famous Chevrolet truck Thriftmaster 6 engine . . . and smooth, Synchro-Mesh transmission. There's a host of advanced extra-cost options, too, such as heavy-duty 4-speed transmission, Hydra-Matic transmission, Power Steering, Power Brakes, Custom Cab with chrome equipment. They all add up to a new kind of hauling that makes business more of a pleasure than ever before.



CHEVROLET PICKUP MODEL 3604



Modern features make this new model your best pickup buy for 1957. Here's a truck designed to haul big payloads of up to 3000 lbs.—maximum G.V.W. rating is up to 6900 lbs.! In addition to great power-performance from the famous Chevrolet truck Thriftmaster 6, you benefit from a husky parallel-design frame . . . 12-volt electrical system . . . tubeless tires . . . direct double-acting shock absorbers . . . and dozens of other advanced truck components. And, as in all 1957 Chevrolet pickups, many extra-cost options are available to add to your pride of ownership, driving ease, and economy of operation.



STYLISH INSTRUMENT PANEL . . . WHEEL

Textured finish of instrument panel eliminates reflections and glare; two-tone colors complement exterior styling. The hub of the new Chevrolet truck steering wheel is depressed 3 inches below the plane of the wheel rim for added driver-safety, easier viewing of instruments.



NU-FLEX SEAT

Nu-Flex seat design means comfortable hauling! Double-deck springs provide ideal body support; sudden rebounds are checked by air control valves. The seat back adjusts easily to the angle you prefer. There's nothing like it for easing long hours behind the wheel!



CONCEALED SAFETY STEPS

Chevrolet truck Concealed Safety Steps are a big improvement over the old-fashioned exposed cab steps still used on some competitive trucks. Located inside the door, they stay clear of snow, mud and ice; give you firmer, safer footing.

STURDY, LONG-LASTING BODY

Pickup floors are constructed of resilient, seasoned hardwood to handle big loads throughout the long life of the truck. Full-length planks make a hard, durable surface. Skid-strips, recessed nearly flush in the hardwood, absorb much of the wear from loads, give the platform a longer life. They also facilitate the sliding of cargo when loading or unloading. Loading height is low, to speed cargo handling and make the loader's job exceptionally easy, whether loading from the side or rear. In Cameo Carrier models, a metal door opens downward to provide access to the concealed spare tire compartment.

WEATHER-TIGHT INSULATION

Complete cab insulation adds to your comfort on the job by keeping the cab warmer in winter, cooler in summer. Insulation includes a rubber seal around the windshield, sponge rubber around the ventpanes, and a rubber seal surrounding the doors.

GOOD VISIBILITY, ALL AROUND

Panoramic windshield sweeps gracefully around the front of the cab to give a full 1000 square inches of forward viewing area. It makes the driver's job easier and safer. Full-view rear window, optional at extra cost, (standard on model 3124) curves around the back of the cab, eliminating "blind spots" at the corners. It adds to truck appearance and driving safety.

HIGH-LEVEL VENTILATION

Modern high-level all-weather ventilation system receives outside air through a wide intake at the bottom of the windshield—away from road heat and dust. A Plenum Chamber drains off water. Result: a cab interior that's unsurpassed for cool comfort!

NEW STYLING

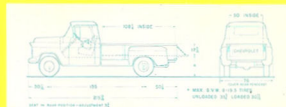
New truck-beauty teams up with power, economy and driving ease in these 1957 Chevrolet pickups. Note the fresh, functional design of the sparkling new grille. More than ever before, exterior appearance is right to build your on-the-job prestige . . . with 15 beautiful exterior colors (including 5 new ones!) and 14 extra-cost two-tone combinations!



Modern Features Provided in 1957 Chevrolet Task-Force Pickups

CHEVROLET PICKUP MODEL

3804



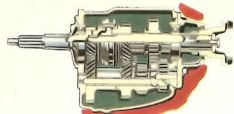
This new model is the king of modern pickups, a big, handsome hauler that packs up to 3100 lbs. of payload with a G.V.W. of 7000 lbs.! Cargo area is extra big (108 1/4" long) to handle bulky loads. You get all the years-ahead features found in all Chevrolet trucks—money-saving power from short-stroke V8* or high-compression 6, tubeless tires, high-level cab ventilation, a transmission that suits your job ideally, truck-beauty and driving ease that make tough hauling jobs far more pleasant. The extra quality inherent in all new Chevrolet truck components is typified by the design of the 2-stage rear springs provided on this model. They mean softer riding for driver and cargo, whether the truck is empty or loaded. Bonded Brake Linings, too, are an extra-value feature of light-duty Chevrolet pickups. Bonded linings give better braking, because effective lining area is increased . . . and lining life is nearly double that of riveted type linings.

*Optional at extra cost.



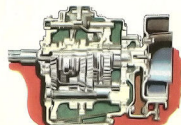
TIGHT-FITTING TAILGATE

1957 Chevrolet pickup tailgate is 17 1/2 inches high with a rolled top and embossed panel for extra strength. Tailgate fits tight to reduce loss from spillage of bulk loads, such as grain or sand. When hauling long loads, the tailgate may be lowered to a horizontal position. Anti-rattle latch design adds side support for bulky loads.



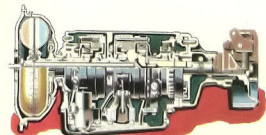
3-SPEED SYNCHRO-MESH TRANSMISSION

Chevrolet's strong, wide-faced helical gears mesh smoothly, run quietly. Gears are carburized and shot-peened for extra strength and longer life. Rounded gear teeth resist chipping. Gearshift lever is located on the steering column. Standard on Series 3100, 3000 and 3600.



HEAVY-DUTY 4-SPEED SYNCHRO-MESH

Here's the trucker's favorite for heavy hauling. Simple, rugged, and dependable with powerful 7.06:1 low gear ratio. Synchro-mesh design eliminates the need for double clutching. Power take-off opening on left side. Standard on all Series 3800 models, optional at extra cost on all other Series 3000.



HYDRA-MATIC TRANSMISSION

This rugged four-speed automatic drive is more than just a convenience—it's a money saver in traffic, because the fluid coupling eliminates costly engine clutch repairs. It's a safety measure, too, permitting the operator to forget shifting and concentrate on driving. Optional at extra cost on all Series 3000 pickup models.

LONG-LEAF SPRINGS

Long-leaf rear springs are available in 3 types—single stage, 2-stage, and auxiliary—with a wide range of capacities to meet the needs of every hauling job. Resilient front springs provide fixed eyes that are double-wrapped for added driving safety.

PARALLEL-DESIGN FRAME

Parallel side member construction makes Chevrolet frames extra-husky... helps provide long, trouble-free truck life. Frame's ability to "take it" adds to the safety of driver and cargo on any road.

OVERDRIVE

Overdrive transmission, optional at extra cost in Series 3100 and 3200 models, reduces engine speed by 30% at highway speed. It offers better fuel economy, longer engine life, quieter engine operation.

BALL-GEAR STEERING

In this modern steering mechanism, scores of polished steel balls minimize friction, keep steering light-yet-firm for easy maneuvering. You'll find it's the next best thing to power steering!

HIGH-COMPRESSION 6

Standard in all 1957 light-duty models is a modern version of the world's most popular truck engine. Simple valve-in-head design helps keep maintenance expenses down throughout the long life of the engine. High 8 to 1 compression ratio gets maximum power from regular fuel. And high horsepower ratings mean faster, safer hauling!

12-VOLT ELECTRICAL SYSTEM

Here's assurance of quick, easy starting in all weather; high capacity battery and generator provide ample power for all electrical requirements.

STRONG FRONT AXLE

Front axle is extremely rigid with I-beam section strengthened at points of high stress. Reverse-Elliott spindles, large hubs and wheel bearings help insure easy steering and reserve capacity for safer driving.

RUGGED 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 axles have a 3,300-pound capacity for Series 3100 and 3200. A full-floating 7,200-pound capacity axle is standard on Series 3800.

LONG-LIFE SPRING SHACKLES

This feature typifies the quality design that goes into all Chevrolet truck components. Shackles are designed to minimize the possibility of rotation of shackle pins, protect grease seals, and thus add to spring life through improved lubrication.

TORQUE-ACTION BRAKES

Brake shoes are energized by wheel rotation to produce safe, straight-line stops with minimum pedal pressure. Hydrovac power brakes, available as an extra-cost option, supply up to two-thirds of the braking effort, for easier driving under all conditions.

DIRECT DOUBLE-ACTING SHOCK ABSORBERS

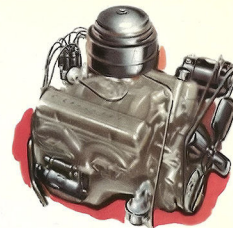
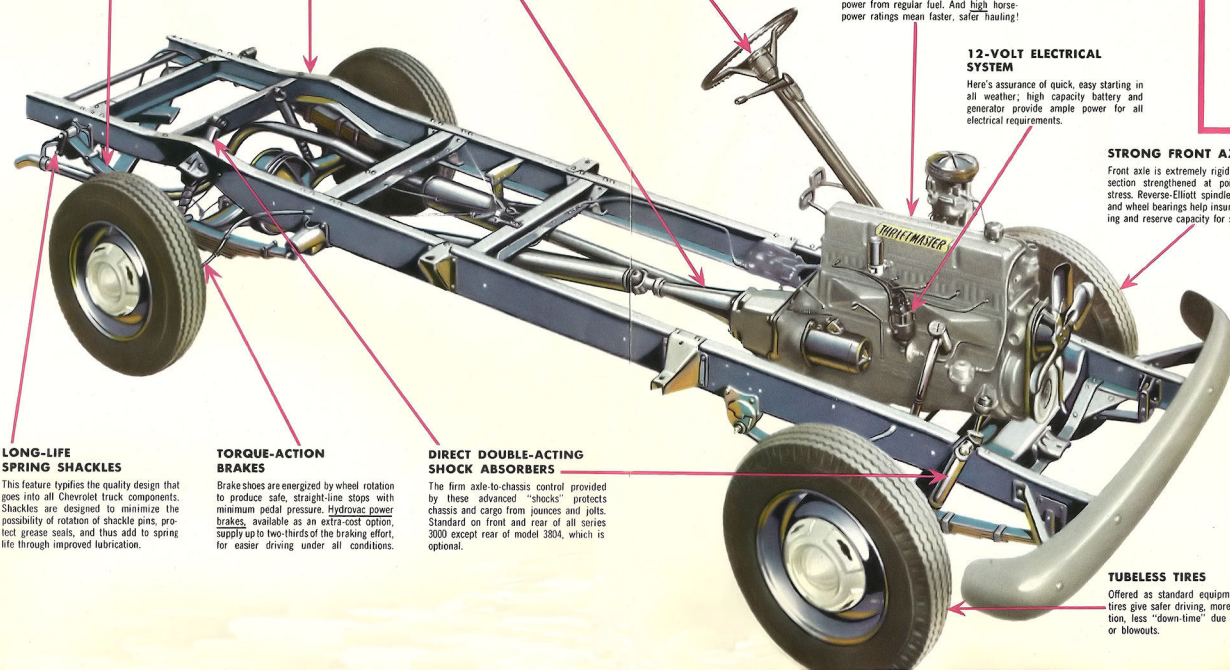
The firm axle-to-chassis control provided by these advanced "shocks" protects chassis and cargo from jounces and jolts. Standard on front and rear of all series 3000 except rear of model 3804, which is optional.

TUBELESS TIRES

Offered as standard equipment, tubeless tires give safer driving, more load protection, less "down-time" due to punctures or blowouts.

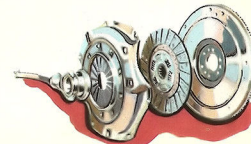
DIAPHRAGM SPRING CLUTCH

Provided with all 6-cylinder engines in Chevrolet Series 3000 models, the diaphragm spring clutch smooths the engagement of engine and drive line through easy pedal action. Sturdy construction means positive power transmission throughout the long life of the clutch.



TRADEMASTER V8

This economical short-stroke V8 (optional, extra cost) is rated at 155 h.p. to help you get more done each day! Engine is more compact than competitive V8's; dead weight has been engineered out to give maximum working power to pull big loads with low-cost efficiency.



MODEL	3104	3124	3204	3604	3804
	Pickup	Cameo Carrier	Pickup	Pickup	Pickup
NOMINAL RATING, Tons	Half-ton			¾-Ton	One-ton
GROSS VEHICLE WEIGHT, Maximum	5000			6900	7000
WHEELBASE, Inches	114"		123¼"		135"
FRAME	Side Rail Dimensions	6" x 2¼" x ¾"		6¾" x 2¼" x ¾"	
	Number of Cross Members	5		5	
	Section Modulus, Inches Cubed	2.54		3.37	
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, Single Stage		10 leaf Single	8 leaf Single
	Rated Capacity at Ground	1550 Pounds		2400	2400
				(1925)	(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	Standard	6.70-15—4 pr		7-17.5—6 pr	8-17.5—6 pr
	Maximum	7-17.5—6 pr		8-19.5—8 pr	8-19.5—8 pr
TIRES, REAR	Standard	6.70-15—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, Standard	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	3⅞" x 3⅝"		3¾" x 3"	
	Gross Torque	210 Foot Pounds at 2000 RPM		250 Foot Pounds at 2400 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		8.0 to 1	
CLUTCH, DIAPHRAGM SPRING		Strap, 10" O.D. (11" O.D., Opt.)		Lug, 10.5" O.D. (11" O.D. Opt.)	
	Rated Torque Capacity	238 Foot Pounds (282 Ft. Lb. Opt.)		295 Foot Pounds (305 Ft. Lb. Opt.)	
GOVERNOR		Optional at Extra Cost			
AIR CLEANER		Oil Bath Type			
COOLING SYSTEM		17 Quarts (17½ 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, Cab Units			

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.