1960 CHEVROLET

pickups



new!
fore-runner
styling!
pages 2 & 3

new!
comfort-king
cabs!
page 4

new!
torsion-spring
ride!
pages 5, 6 & 7

new!
chassis
components!
pages & & 9

Chevrolet . . . first choice of truck buyers since 1937!



CHEVROLET



STEPSIDE C1404-Here's one of Chevrolet's 1960 Stepsides with select wood floor and graintight tailgate. Convenient running boards make side loading a cinch. It's designed for a maximum G.V.W. of 5,200 lbs. Floor area is 78" long, 50" wide.

FLEETSIDE MODEL C1434—Handsomely styled and ready to work with an increased G.V.W. of 5,200 lbs. Wide pickup box with 78"

body length provides ample cargo space. Powered by the standard Thriftmaster 6 or Trademaster V8 (optional, extra cost).

than ever before the best buy in pickup trucks: stronger and more rigid cabs and bodies, roomier, more comfortable cabs . . . increased G.V.W.'s for bigger, more profitable payloads . . . convenient hydraulic clutch control, suspended pedals and key-turn starting.

than-ever engines-Chevrolet's standard Thriftmaster 6 or Trademaster V8, optional at extra cost. Here, in this new line of Fleetside and Stepside pickups, you're sure to find just the truck you're looking for...one that's ready and able to handle your job like no truck has before!

Then, too, you have a choice of two better-



EASY-ENTER CABS-New, low height allows direct entrance into cab from the ground. This no-step feature cuts driver fatigue, gives safer foot-ing. And Chevrolet cabs feature large

door opening, too.

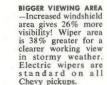
INCREASED ROAD CLEARANCE - Chevrolet's new independent front suspension eliminates the low-hanging I-beam front axle.

Clearance from

ground to front sus-

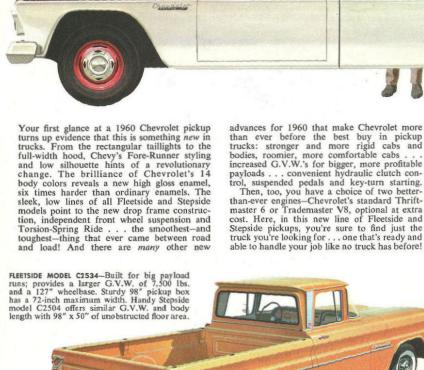
pension cross member is increased two inches as compared with equivalent I-beam front axle trucks.

LOWEST EVER-Like this C1534 pickup, all Fleetside and Stepside models are lower in height . . . up to 7" lower from ground to roof! This new lowness offers many advantages: easier side and rear loading, easier cab entry and exit, and road-hugging stability on turns.



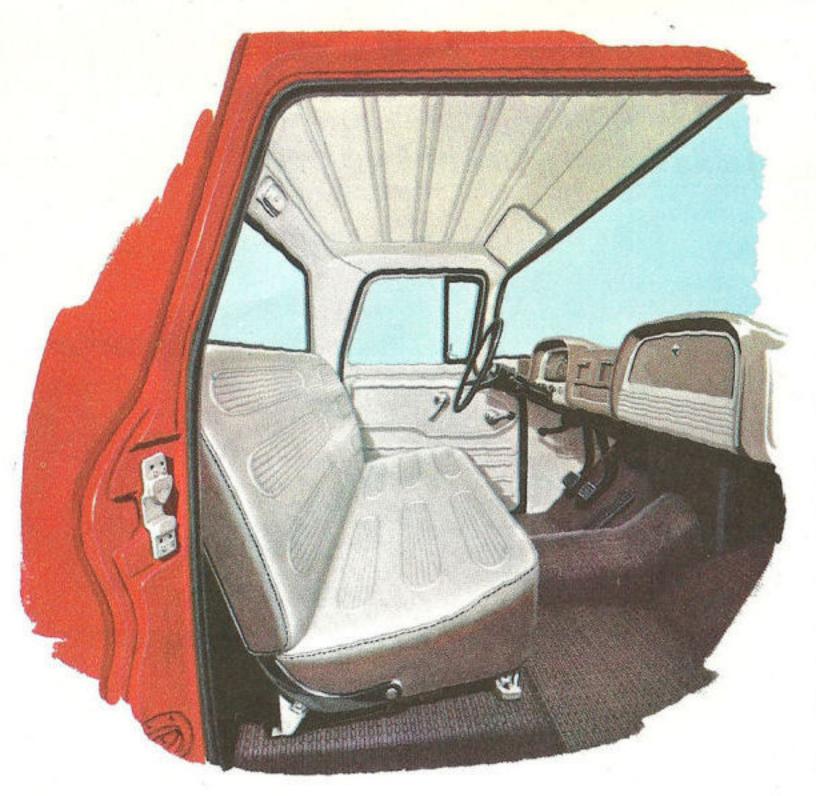


NEW FULL-WIDTH HOOD - Underhood maintenance is easier; fenders are 4" lower; battery is easily serviced. Easy-lift hood is spring-counterbalanced to stop in any open position and has a safety catch.



STEPSIDE C3604-This husky worker has a maximum G.V.W. of 7,800 lbs. and a king-sized 108" cargo box for hauling outsized loads. For extratough going, Chevy for '60 offers models K1404, K1434, K2504 and K2534 with 4-wheel drive.

@1959-Chevrolet Motor Division, General Motors Corporation



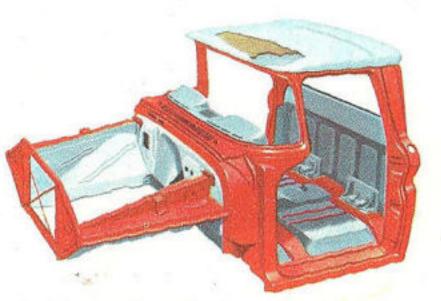
New comfort-king cabs with more room, more comfort, more safety, more durability than ever before?

Everything about the 1960 Chevrolet cab is new. And it all adds up to a new high in comfort, safety, durability, and driving ease for you! Double-wall cowl and roof design, box section door pillars and reinforcing floor sills make Chevy cabs stronger, more durable. Cabs are a full 7" lower for easier entry and exit, yet there's more hip room, head room, leg room. The windshield area has been increased over 26% to give a pilothouse view of the road ahead. A wider seat features new springs and thick foam padding for added driver comfort. Other conveniences include a see-at-a-glance instrument cluster and large dispatch box. Cab is effectively sealed against dust and rain by special weatherstrips around doors. In every way, Chevrolet Comfort-King cabs are designed to increase the driver's efficiency and make driving far less fatiguing.

RIGID, DURABLE CAB CONSTRUCTION

Chevrolet's 1960 cabs are designed to achieve maximum rigidity and to seal out dust, moisture and noise. Chevy's new triangulated front end construction forms a twist-resistant base for the entire front sheet

metal assembly. A new double-panel roof gives the driver extra overhead protection. At the same time, the thick felt insulation between the roof panels helps keep out noise, heat or cold. A double-walled cowl arch for High-Level ventilation adds to the exceptional cab rigidity. Box-section door pillars give extra stiffness to the cab and help maintain close door alignment and tight sealing. New door hinges, new weather stripping and improved latch design keep doors sealed more positively against dust and moisture.



NEW FOAM PADDED SEAT-Here's real, deep-down comfort in a seat that's 51/2 inches wider. Soft foam padding. Supple, yet firm S-wire coil and flat springs. New seat-back adjustment plus fore and aft adjustment for most comfortable driving position.

NEW CUSTOM CAB-Chevrolet's optional (extra cost) Comfort-King Custom Cab features distinctive styling highlights with chrome door pillar and rear belt line moldings, plus bright accents edging windshield, side windows and ventipanes. Custom Cab also includes chrome radiator grille and chrome hub caps, plus full-length side moldings on Fleetside models. Seat features extra-thick foam seat cushion and foam cushioned backrest, upholstered in silver all-nylon pattern cloth and charcoal vinyl. Door interior sidewalls feature two-tone color treatment. Other extras include a right-hand sunshade, left-hand armrest, matching key locks for both doors, and cigar lighter.

NEW SEE-AT-A-GLANCE INSTRUMENT PANEL-Gauges, warning lights and speedometer are gathered into a hooded cluster for quick, safe viewing. A non-glare

Totally new roadability, ruggedness, and driving comfort with 1960 Chevrolet



The biggest news since trucks began!

Chevrolet for '60 leads the way in advanced truck chassis engineering

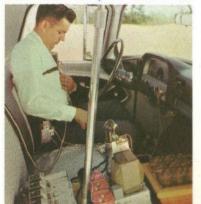
By actual test-the toughest . . .

At the General Motors Proving Ground, 4,009 thousands of ton-miles of big-payload operation of continuous torture-testing and hundreds of and roadability, too!

acres of outdoor automotive torture chamber at showed the ruggedness and quality of Chevrolet's Milford. Michigan, Chevrolet's 1960 truck line new chassis under every kind of highway, back has been performance- and payload-proved in the road and cross-country condition. Road-wracked toughest test program ever devised. Proved be- and payload-pounded, these new Chevies came yond question is the toughness of this revolutionary new kind of truck chassis. Thousands of hours for toughness and stamina . . . and for comfort

and best riding trucks ever built?

parison studies to find out just how good the new Chevrolet ride really is. Their ride test data respect and under every road condition, the 1960

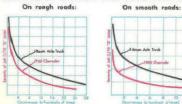


bump picture of each test run.

Employing the very latest in test instrumentation, were compared with comfort limits established by recording and analytical techniques, Proving leading independent automotive ride researchers, Ground engineers have made exhaustive com- based on the individual reactions of thousands of Chevy out-rides old-style trucks by a tremendous margin! In fact, Chevy's new pickup ride approaches that of current passenger cars. For instance, in terms of vertical "bounce," the most noticeable of the many factors that add up to riding quality, Torsion-Spring Ride eliminates as much as 78 percent of the uncomfortable harshness of comparable I-beam front-axle trucks! In other respects, too-pitch, side shake and sway and heir effects on both driver and cargo-Chevrolet

JOLTING OF DRIVER-VERTICAL BOUNCE

s 'way ahead on every count.



Test driver prepares to make a test ride in a '60 Chevro- Ride test data were analyzed in terms of number of jolts let truck. Accelerometers register the severity of the jolts registered of various sizes, or levels of severity, resulting he actually feels, in both vertical (bounce) and horizontal in comparison graphs like these. Thus in this example, (pitch) directions. Readines are fed by cable to companion companing 1960 Chevrolet and old-style I-beam-axle tracks vehicle, where they are tape recorded for analysis by an of 5,000-lb. GVW rating, Torsion-Spring Ride reduces the electronic computer. The result is an accurate bump-by-jolls harsh enough to cause actual discomfort by 53 percent on rough roads and 78 percent on smooth roads!

CONTROL ARMS AND LATERAL STABILIZER (Series C-14, C15, C25)-These rear suspension control arms maintain proper alignment of the axle. Most of the driving and braking thrust is absorbed by the double channel control arms, while side thrust is absorbed by the lateral stabilizer, leaving the springs free to cushion the truck and the load with maximum effectiveness.

RIDE BALANCED REAR SUSPENSIONS

-tailored for top riding qualities and big payload capacity

DEEP COIL SPRINGS (Series C14, C15, C25)-Designed with a low deflection rate to cushion the load more effectively. The road shocks that used to be transmitted to the frame are effectively cushioned by these frictionless coil springs! They give greater resistance to roll and sway, provide built-in understeer for safer truck control.

Rear coil springs are available in standard and heavyduty ratings (optional at extra cost) so that spring capacity can be matched to the load and tailored for best riding qualities.

RESILIENT, LONG-LEAF SPRINGS (Series C36 models)-These leaf springs are newly designed for improved ride, safer truck control and greater spring durability. Length, thickness and shape of each leaf, and positioning of clips are such that the spring has very effective cushioning action. New tension-type shackle provides moderate understeer characteristic for safer truck control.

X-MEMBER CENTER SECTION - Chevrolet frames in Series C14, C15 and C25 provide a new twistresistant toughness, thanks to the X-girder reinforcement between the deep-channel side rails. This special method of frame construction gives greater strength and rigidity to the frame, increasing its payload carrying ability.

Series C14 frame, Series C15 and C25 frames are similar.

RIGID DROP-FRAME CONSTRUCTION

Chevrolet pickups are up to 7'

lower in height because of the drop-frame design.

This drop-frame construction contributes greatly

to a driver's efficiency; makes it easier to get in

and out of the cab, easier to load cargo. The lower

frame also results in a lower center of gravity.

providing greater load stability.

-spring ride

STRONG BOX-SECTION SIDE RAILS-Front

and rear side-rail areas are box-sections.

Box-section construction combines the

torsional rigidity of a tube with the stiff-

ness and extra load carrying ability.

ness of a deep channel for extra huski-

With Torsion-Spring Ride, Chevrolet introduces an entirely new concept of hauling that makes everything else obsolete. Riding in a 1960 Fleetside or Stepside pickup, you'll find, is a new experience in trucking. The bumps, jounces and jolts you've come to accept as normal in a truck ride have been reduced to an amazingly low minimum. The result is a truck that's far easier on the driver, easier on fragile cargoes, and longer lasting. too, because of fewer jolts to the truck chassis! Here is a ride that must be experienced to be appreciated!

INDEPENDENT FRONT SUSPENSION-For 1960, Chevrolet provides a completely new front suspension. Gone is the old-fashioned I-beam axle. which joined one front wheel to the other. In its place is a front wheel suspension system which allows each wheel to move up and down independently of the other. Suspension components include a box-section front suspension cross member; an upper and lower control arm system; anti-friction spherical joints and torsion-bar springs.

Many new improvements in truck ride and handling stem from this totally new suspension system: less roll and side sway, less wheel fight, easier steering and anti-dive braking. All this is designed to reduce the danger of cargo damage, cut down driver fatigue and greatly increase truck life. By cushioning out the severe jolts, Chevrolet torsion-spring independent front suspension cuts stress and strain on chassis, cab and body. And, even the springs last longer . . . in extensive torture testing, Chevrolet's new torsion springs have outlasted conventional springs without a trace of failure!

> HUSKY BOX-SECTION CROSS MEMBER-Extra strength and rigidity is built into the front end of Chevrolet's frame, using a strong box-section front cross member. It resists twisting and helps maintain frame alignment; provides a sturdy base for the torsion-spring independent front suspension system.



ent front suspension allows the wheels to take road shocks separately, keeping the load on a level with the road. Cargo, truck and driver . . . all benefit





INCREASED ROLL STABILITY-Effective spring-center width is almost doubled, due to the new independent front wheel suspension. An upper and lower control arm system projects effective spring centers results in greater roll stability and a greater resist-ance to lean and sway. Through increased stability, these trucks can move cargo faster and more safely, make more big payload runs per day.



IMPROVED HANDLING - Chevrolet's entirely new parallel arm design closely controls up and down movement in both front wheels, making steering much easier. Wheel fight is minimized. Minimum effort is required to keep the truck on a straight course, empty or with a full payload.

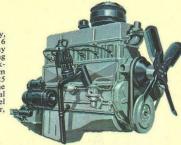


ANTI-FRICTION SPHERI CAL JOINTS-In Chevy's new independent front suspension system, spherical joints take the place of king pins, bushing and thrust bearings. Friction is reduced, taking much ing. Lubricated joints are

1960's savingest 6's and V8's!

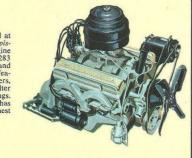
THRIFTMASTER 6

Famous for economy and durability Chevrolet's 135-h.p. Thriftmaster 6 has powered more payloads than any other engine in the history of hauling -and it's standard in all Chevy pickups. Extra power is squeezed from every drop of gas by the high 8.25 to 1 compression ratio. And with the Maximum-Economy Option (Optional at extra cost, Series C14, C15), fuel economy can be boosted even higher, by as much as 10%!



TRADEMASTER V8

This husky Chevrolet V8 (optional at extra cost) provides the shortest piston stroke in its class for less engine wear, more economy. It offers 283 cubic inches of displacement and scores of maintenance-reducing features such as hydraulic valve lifters, oil bath air cleaner, full-flow oil filter and durable Moraine 100 bearings. You'll find that this 160-h.p. V8 has what it takes to whip the toughest grinds and keep costs down.



COST-CUTTING ENGINE FEATURES FOR 1960

FEATURE THRIFTMASTER 6

PERFORMANCE DATA Net H.P.

... 235.5 cu. in Gross Torque . 217 ft.-lb. Net Torque .195 ft.-lb.

TRADEMASTER V8

PERFORMANCE DATA Displacement .283 cu. in. Gross H.P. Net H.P. .270 ft.-lb. 250 ft.-lb. Gross Torque Net Torque

Valve-in-head design, pioneered by Chevrolet, gives more torque, more power, more efficiency, easier maintenancemore miles per tankful of regular gas!

TOUGH-BUILT CRANKSHAFT

Drop-forged steel for extra rigidity, toughness and resistance to wear. Fully balanced for smooth performance.

FULL-PRESSURE LUBRICATION

VALVE-IN-HEAD

Chevrolet's lubrication system puts a pressurized film of oil between all critical moving parts-main and connecting rod bearings and camshaft bearings. Valves and timing gears receive metered-pressure lubrication.

LONG-LIFE VALVES



High-quality steel inlet valves for extra durability. Exhaust valves are made of high alloy steel for extra durability at

DURABLE PRECISION BEARINGS



Precision type, removable main bearings and connecting rod bearings. Moraine-100 bearings are durable, highly resistant

ENGINE-SAVING OIL BATH AIR CLEANER



Engine is protected from abrasive wear-producing dirt and dust. Filter element is constantly bathed and cleansed by oil.

ECONOMY-CONTOURED CAMSHAFT



Timing and lift of inlet and exhaust valves result in top fuel economy as well as high torque output at normal driving speeds. Saves gasoline in stop-and-go driving.

POWER-JET CARBURETOR

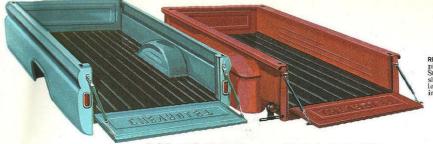


Rochester single-throat car-

buretor with dual balanced floats to minimize flood ing or waste of gasoline.

Rochester 2-barrel carburetor provides balanced fuel-air mixture to each bank of 4 cylinders.

1960 pickup bodies-built for big loads

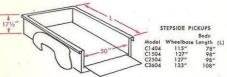


Stylish, sturdy Fleetside!

FLEETSIDE PICKUPS

Handy, husky Stepside!

Chevrolet Fleetside pickup bodies for '60 come in a wide variety of sizes to meet many different job requirements. Body lengths range from 78 through 98 inches. Over six feet in maximum width, they offer 50% greater load space than conventional bodies. Model Wheelbase Length (L) The bottom half of the side panels is double walled to protect the exterior from inside dents. Tailgate has anti-ratttle latch with adjustable anchor bolt



Chevrolet Stepside bodies for '60 are designed for maximum utility and spacious cargo capacity. They offer a full 50 inches of unobstructed width. (Body lengths range from 78 to 108 inches.) Running boards on each side provide easy access to the pickup box for convenient loading and unloading.



RECESSED SKID STRIPS - Chevrolet pickups have durable wood floors. Steel skid strips make it easy to slide cargo when loading or unloading. Skid strips are recessed in the tough, select-wood floor.



SNUG-FITTING TAILGATE - All Chevrolet pickups have graintight tailgates to reduce spillage of bulk loads, such as grain or sand. Tight fit allows you to take the roughest trails with minimum cargo loss



EXTRA-LONG LOAD SUPPORT-When lowered to a level with the floor, this tough-built tailgate can support long loads with ease, Reinforced side pockets are provided to install racks or side boards.

ACCESSORIES

Chevrolet offers a full range of accessories to meet your needs for onthe-job comfort, safety and convenience. Here are some of the many top-quality Chevrolet accessories: Air Conditioner

Bumper guards Directional signals Flags Flares Grille guards Heaters Marker lights Mirrors Mud flaps Radios Reflectors Safetylight Seat belts Sun visors Windshield washers

durable chassis components save money every mile!



SEMI-FLOATING REAR AXLE-Load capacity is increased to 3,500 lbs. Strong, quiet-running hypoid gears are matched with Chevy power for top performance at low operating cost. On Series C14 and C15 models



FULL-FLOATING REAR AXLES-Higher rating of 5,200 lbs. (Series C25)
permits bigger payloads. One-piece
axle housing of Series C25 and C36 supports load and protects axle shafts from road shocks.



POWERGLIDE TRANSMISSION - You can concentrate on driving and leave the gear shifting to this fully automatic transmission-ownerproved over millions of highway miles. Makes deliveries go faster. Optional at extra cost, Series C14, 5, C25 models.



SYNCHRO-MESH TRANSMISSIONS -No need for double clutching! Smooth, quiet shifting. Heat-treated gears for long service. Series C14, C15 and C25 have 3-speed as standard and heavy-duty 3-speed or 4speed optional at extra cost. Series C36 features 4-speed as standard.



KEY-TURN STARTING-Here's a new driver convenience featured on all 1960 Chevrolet pickups. Does away with inconvenient and unsure engagement. Solenoid starter control automatically keeps starter engaged till engine is running.



HYDRAULIC CLUTCH CONTROL - Chevy's new hydraulic clutch control system is designed for increased clutch life and smoother shifting. Suspended pedals eliminate dusty floor openings. 10" clutch standard in Series C14, C25, C36.

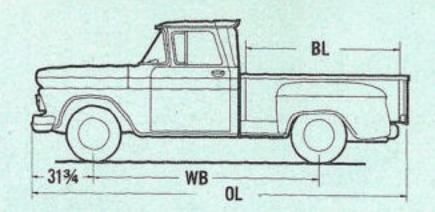


TORQUE-ACTION BRAKES-Energized by wheel rotation to produce safe, straight-line stops with minimum pedal pressure. Hydrovac power brakes (available at extra cost) reduce braking effort by 37 percent.



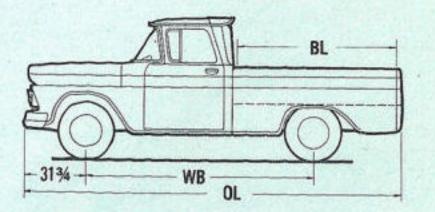
EASY BALL-GEAR STEERING-Scores of polished steel balls minimize friction - keep steering light, firm and positive. New universal joint protects steering wheel from road shocks-lessens driver fatigue.

ST	EP	SID	E	PI	CK	UP
100		7.5	77			70.00



MODEL	WB	OL	BL		
C1404	115	186%	781/8		
C1504	127	206	98		
C2504	127	206	98		
C3604	133	2161/4	1081/4		

FLEETSIDE PICKUPS



MODEL	WB	OL	BL		
C1434	115	186¾	781/8		
C1534	127	206	98		
C2534	127	206	98		

		SERIES C14 & C15					SERI	ES C25		SERIES C36				
GROSS WEIGHT RATI	NGS GVW	4300 lb. to 5200 lb.				5500 lb.	to 7500 I	ь.	6700 lb. to 7800 lb.					
AXLE, FRONT	Туре	Independent Suspension					Independe	nt Suspens	sion		Independent Suspension			
		250	ю 1ь.			30	00 ІЬ.			3500 lb.				
AXLE, REAR Make Rating		Chevrolet				Che	evrolet			Che	vrolet			
		3500 lb. Positraction, 3500 lb.				5200 lb.				7200 lb.				
	3.90 3.38 3.90 to 1				4.57 to 1				5.14 to 1					
BRAKES, PARKING	Location	Rear Wheels					Rear	Wheels			Propell	er Shaft		
BRAKES, SERVICE	Size Front	11" × 2"				111/8"	× 2¾"			111/8"	x 2¾"			
Size Rear		11" x 2"			111/8" x 23/4"			13" x 2½"						
	Total Lining Area	167 Sq. In.			239 Sq. In.			252 Sq. In.						
Booster		•			•			7" Hydrovac						
ENGINE	Туре	★Thriftmaster, 6-Cyl. Tradem		emaster V8	Thriftmaster, 6-Cyl.		Trade	master V8	Thriftmaster, 6-Cyl.		Trademaster V8			
	Displacement	235.5	Cu. In.	283	3 Cu. In.	235.	5 Cu. In.	Cu. In. 283 Cu. In.		235.5 Cu. In.		283 Cu. In.		
Gross Horsepower Gross Torque Clutch Dia.; Facing Area (Sq. In.)		135 160 217 Ftlb. 270 Ftlb.			135		160		135		160			
				27	270 Ftlb.	217 Ftlb.		270 Ftlb.		217 Ftlb.		270 Ftlb.		
		10"; 100	11"; 124	1 11	1"; 124	10"; 100	11"; 124	1 11	"; 124	10"; 100	11"; 124	11";	124	
	Cooling Capacity	17 Qt.	17½ Qt.	17½ G	t. 18 Qt.	17 Qt.	17½ Qt.	17½ Q	t. 18 Qt.	17 Qt.	17½ Qt.	17½ Qt.	18 Qt	
FRAME Side Rail Dimensions; Sec. Mod.		5½" x 2¼" x ½"; 3.39 (Series C14)			5½" x 2¼" x 5/32"; 3.91			7%16" x 2¼" x 16"; 5.91						
		51/2" x	21/4" x 5/32"	; 3.88 (Se	eries C15)									
FUEL TANK	Capacity	171/2	Gal.	20	½ Gal.	17	1/2 Gal.	20	√₂ Gal.	171/	Gal.	201/2	Gal.	
GENERATOR	Volts; Amps	12; 30	12; 35	12; 40	12; 50	12; 30	12; 35	12; 40	12; 50	12; 30	12, 35	12; 40	12; 50	
SHOCK ABSORBERS		Front	& Rear	Н	D Rear	Front	& Rear	н) Rear	Fr	ront	HD Front	& Rear	
SPRINGS, FRONT	Type; Dia. & Length	Torsion; 1 1/8" x 45 1/4"			Torsion; 11/8" x 45%" Torsion; 13/6" x 45%"		Torsion; 13/16" x 4534" Torsion; 15/16" x 4534"							
	Cap. at Ground	1250 lb.			1250 lb. 1500 lb.			1500 lb. 1750 lb.						
SPRINGS, REAR	Туре	Coil			Coil			Leaf; 52" Long x 21/2" Wide						
	Capacity at Ground	1250 lb. 2000 lb.			2200 lb. 3000 lb.			2400 lb. (8-leaf) 4750 lb. (10-leaf)						
STEERING Ball-Gear Ratio; Wheel Dia.		24.0 to 1; 17"			24.0 to 1; 17"			24.0 to 1; 17"						
TIRES, FRONT & SINGLE REAR Standard		6.70-15/4PR (Spare Incl.)			7-17.5/6PR			8-17.5/6PR Front; 8-17.5/8PR Rear						
	7-17.5/6PR (Spare Incl.)			8-19.5/8PR			8-19.5/10PR							
TRANSMISSION Make		Chevrolet			Chevrolet			Chevrolet						
	Туре	Synchro	HD Synchro	Synchro	Powerglide	Synchro	HD Synchro	Synchro	Powerglide	Synchr	ro-Mesh	HD Synch	ro-Mesh	
	No. of Speeds	3	3	4	2	3	3	4	2		4	3		
WHEELS	Туре	6-Stud Disc				8-Stud Disc			8-Stod Disc					
Std. F	Rim Size; Max. Rim Size	5K; 5.25"			5.25"; 5.25"			-	5.25"; 5.25"					

EQUIPMENT SHOWN IN LIGHT FACE ITALICS OPTIONAL AT EXTRA COST

- O Available as accessory item.
- * Thriftmaster engine with maximum economy carburetar and 3.38 ratio rear axle available as extra cost option on Series CI 4 and CI5 with standard 3-speed Synchro-Mesh transmission.

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.

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