

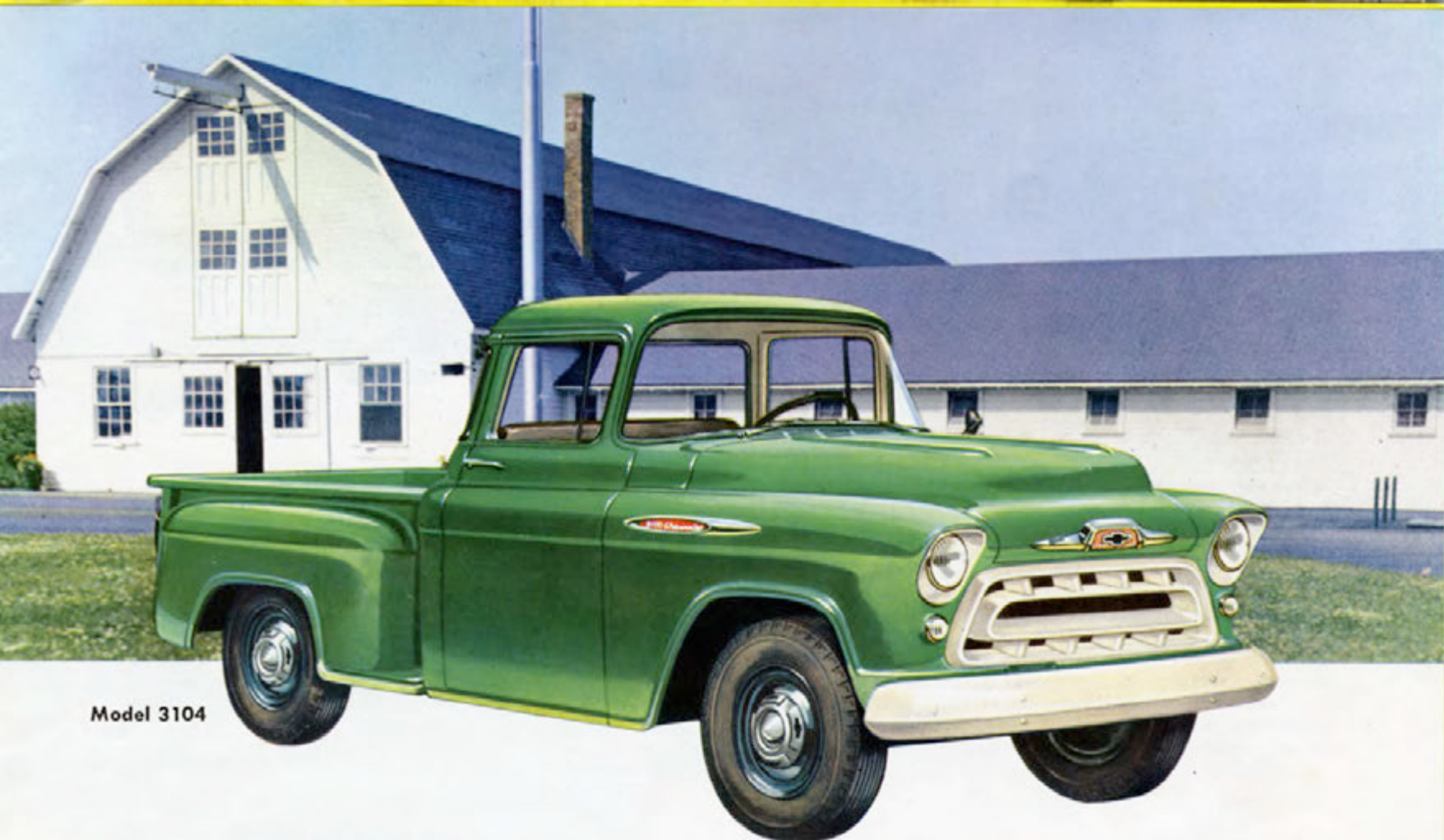


GM
CHEVROLET TRUCK

1957
#1

Here's **Task-Force 57!** A New Line of **Chevrolet Trucks!**





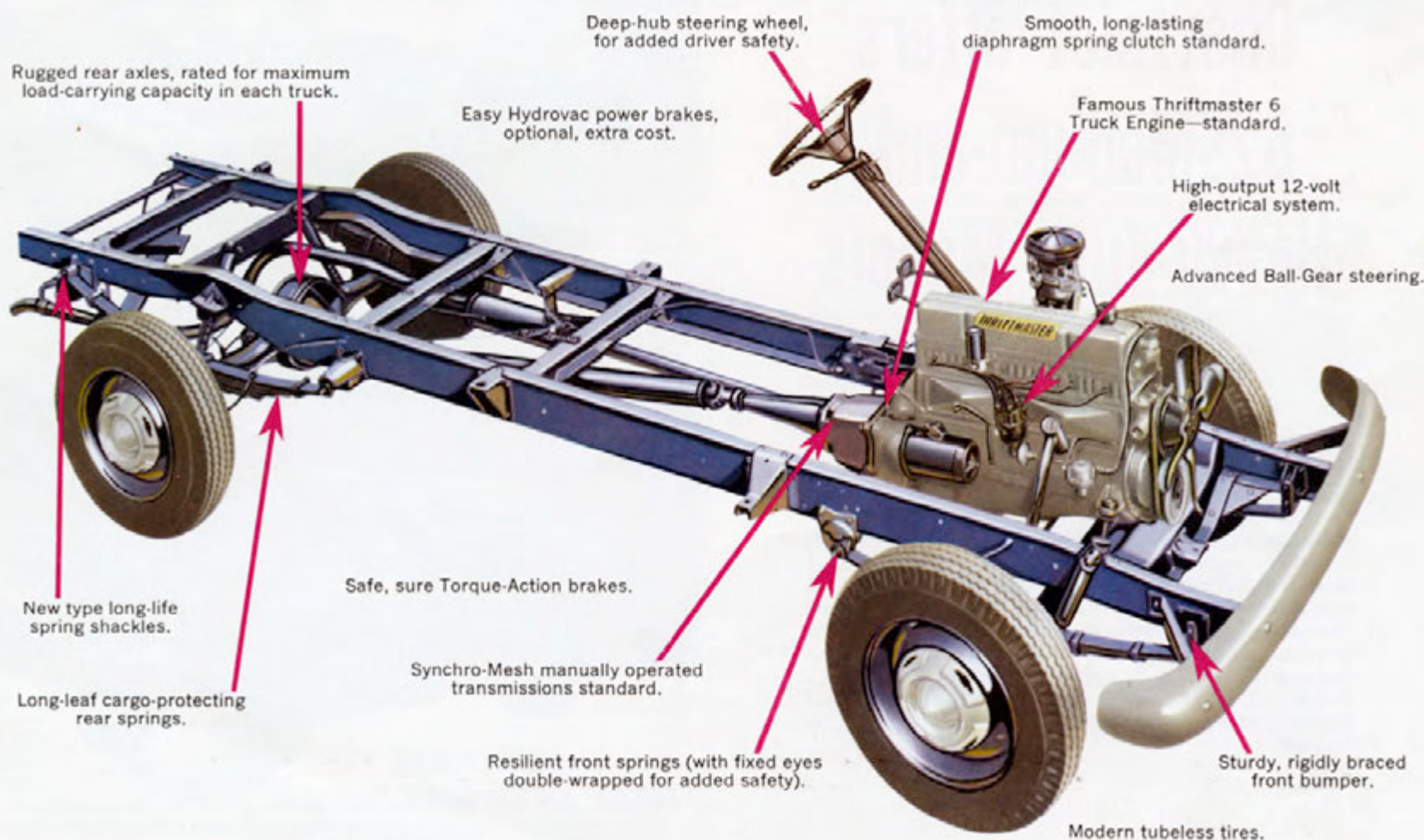
Model 3104

CHEVROLET Light-duty Trucks for 1957

Series 3100, 3200, 3600, 3800

Fleet, dependable champs of the lightweight class

New truck beauty teams up with the power, economy and driving ease that make 1957 Chevrolet light-duty models the value champs of their field! There's sparkling new front-end appearance, new colors and stylish new cab interiors. You'll do more work more easily, boost your hauling profits, with modern features such as the famous Chevrolet truck high-compression Thriftmaster 6, Ball-Gear-Steering, G.V.W.'s up to 10,000 pounds . . . and extra-cost options such as efficient short-stroke Trademaster V8, Hydra-Matic transmission, Custom cab equipment, and special paint. Light-duty series also includes 3 great FORWARD CONTROL CHASSIS offered in wheelbases ideally suited for special bodies up to 12 feet in length.





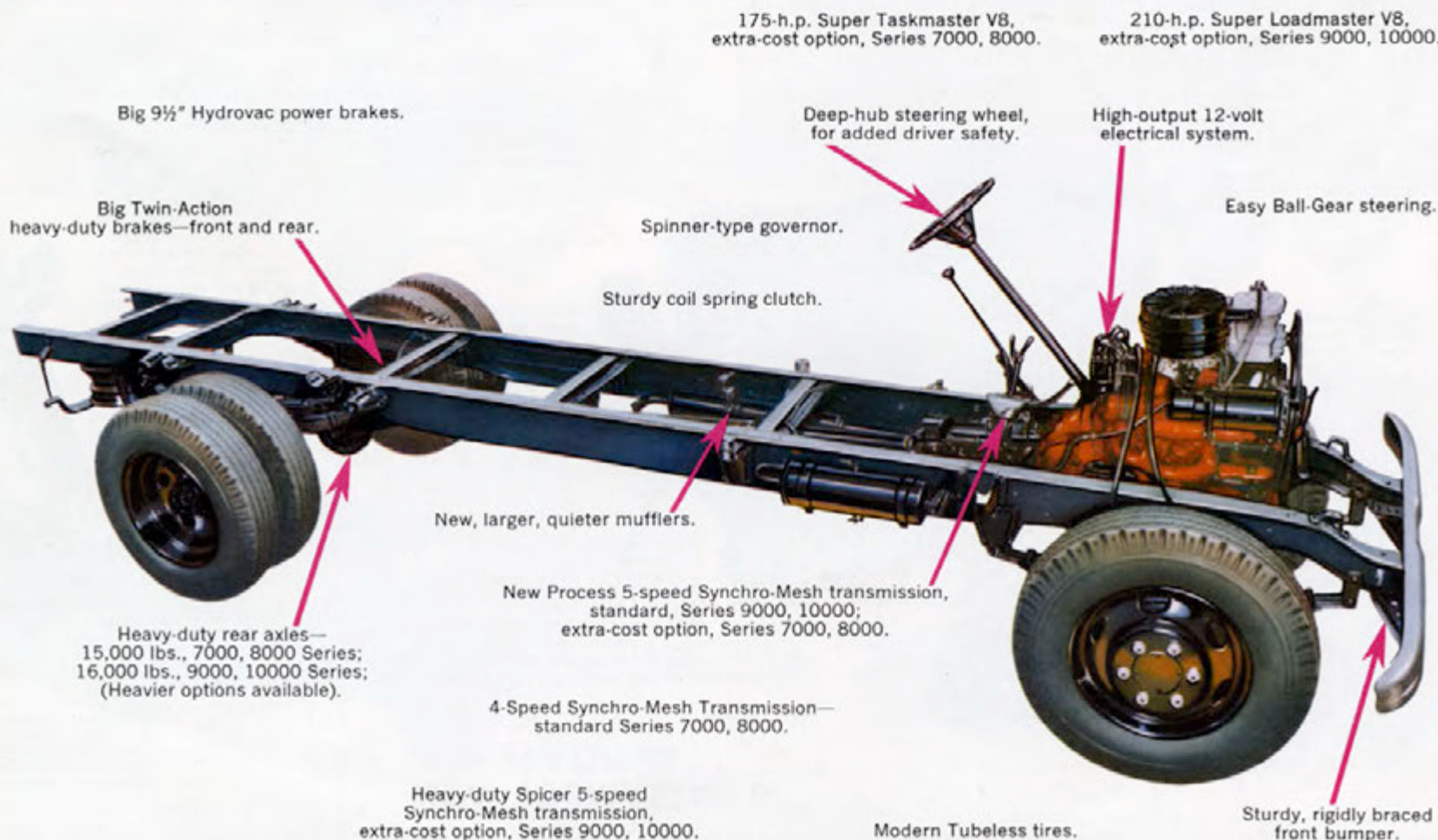
Model 10503 with tandem option illustrated with Transit Mixer

CHEVROLET Heavy-duty Trucks for 1957

Series 7000, 8000, 9000, 10000

Load champs of the heavyweight class

Here are the mightiest of the Task Force Fleet. Series 7000 L.C.F. (Low Cab Forward) and Series 8000 conventional models are powered by the big new 283-cu.-in. 160-h.p. Taskmaster V8; G.V.W.'s up to 21,000 lbs. Series 9000 L.C.F. and Series 10000 conventional models offer the power of the 195-h.p. Loadmaster V8 as standard equipment, G.V.W.'s up to 25,000 lbs. Many wheelbases are available for tractor or straight truck operations. Optional extra cost items include: power steering, air-hydraulic brakes, 2 speed rear axles, exclusive fully automatic Powermatic transmission, full air brakes (Series 9000, 10000), Custom cab equipment and special paint.





Model 6409 Stake with Taskmaster V8

CHEVROLET Medium-duty Trucks for 1957

Series 4000, 5000, 6000

Extra-rugged champs of the middleweight class

Modern features mean great hauling in these Chevrolet middleweights for 1957. There's the new Series 4000 which features the 140-h.p. Thriftmaster 6; G.V.W. ratings up to 14,000 pounds. Series 5000 L.C.F. (Low Cab Forward) have a brand new Taskmaster V8, 283 cu. in. displacement, 160-h.p. engine. Series 6000 offers new increased power with the 148-h.p. Jobmaster 6 as standard equipment. Series 5000 and 6000 have G.V.W. ratings up to 19,500 lbs. All middleweights are available in many wheelbases with a number of extra-cost options such as effortless power steering, automatic transmissions (except 4502), Custom cab equipment and special paint.

175-h.p. Super Taskmaster V8,
extra-cost option, Series 5000, 6000.

New Process 5-speed Synchro-Mesh transmission,
extra-cost option, Series 5000, 6000.

160-h.p. Taskmaster V8,
extra-cost option, Series 6000.

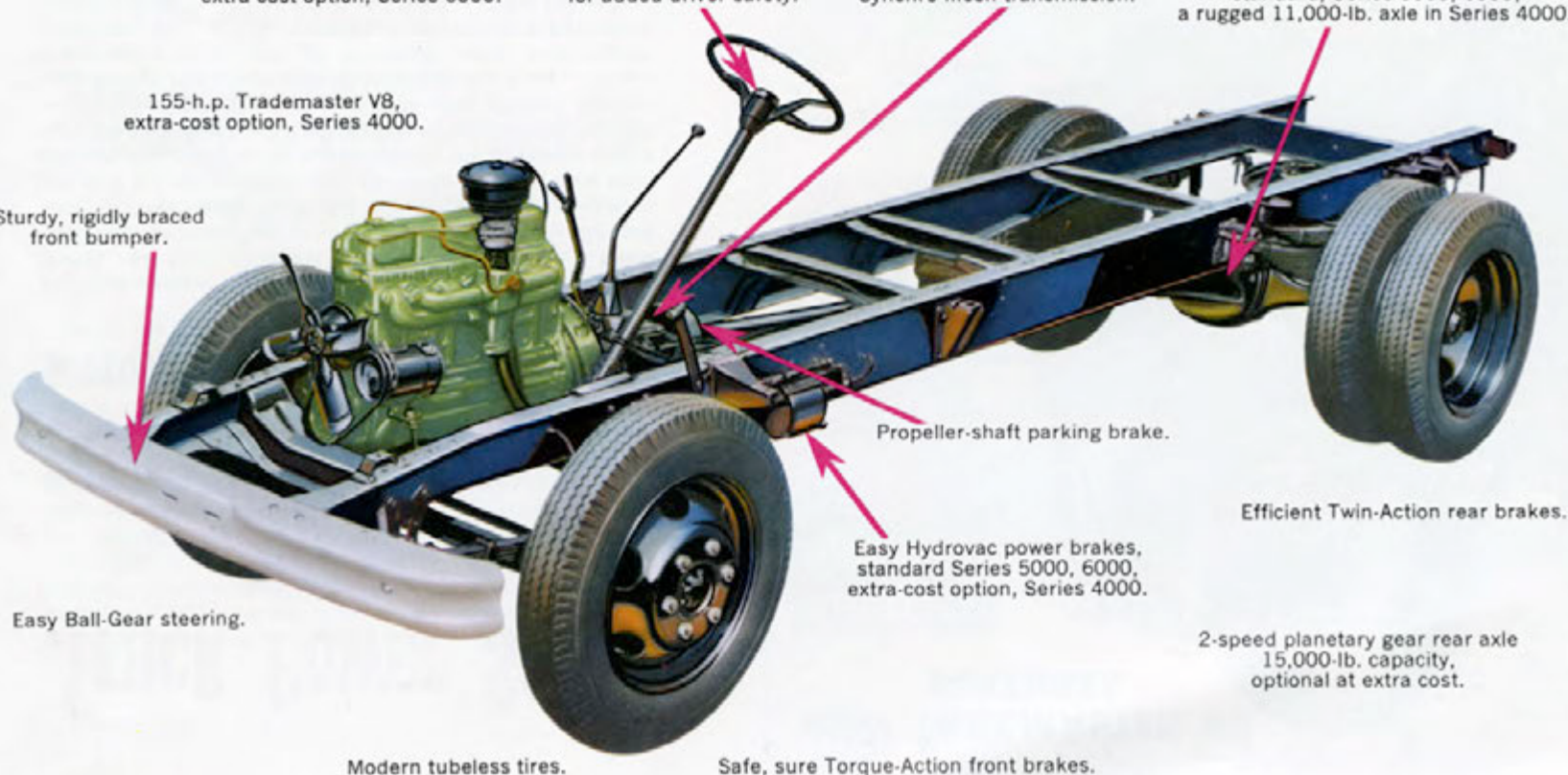
Deep-hub steering wheel,
for added driver safety.

Smooth-going 4-speed
Synchro-Mesh transmission.

New, husky 15,000-lb. rear axle,
standard, Series 5000, 6000;
a rugged 11,000-lb. axle in Series 4000.

155-h.p. Trademaster V8,
extra-cost option, Series 4000.

Sturdy, rigidly braced
front bumper.



Propeller-shaft parking brake.

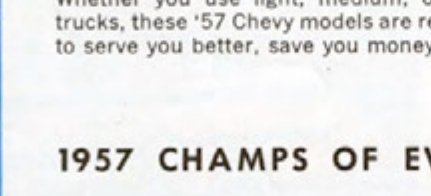
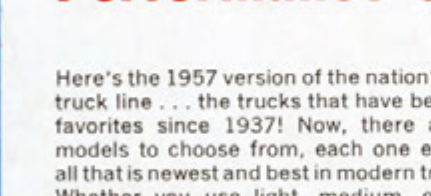
Easy Hydrovac power brakes,
standard Series 5000, 6000,
extra-cost option, Series 4000.

Efficient Twin-Action rear brakes.

2-speed planetary gear rear axle
15,000-lb. capacity,
optional at extra cost.

Modern tubeless tires.

Safe, sure Torque-Action front brakes.



RUGGED AND READY

Performance Champs for '57

Here's the 1957 version of the nation's best-selling truck line . . . the trucks that have been America's favorites since 1937! Now, there are 86 great models to choose from, each one equipped with all that is newest and best in modern truck features. Whether you use light, medium, or heavy-duty trucks, these '57 Chevy models are ready and able to serve you better, save you money on your job!

**THE "BIG WHEEL"
in trucks!**



1957 CHAMPS OF EVERY WEIGHT CLASS!