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**GOOD
AS
GOLD
!!!**

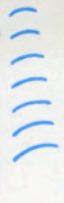
CHEVROLET MOTOR DIVISION
General Motors Corporation
P.O. Box No. 1026, Detroit 31, Michigan
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GM
CHEVROLET TRUCK

1960
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CHEVY'S BRIGHT NEW MIGHT FOR '60!

Here, in a striking display of truck might and muscle, are Chevrolet's new farm trucks for '60. As you'll see, they're "good as gold"—loaded with new working ability and equipped with revolutionary new components that pave the way to bigger earnings.

These pages show how Chevy's total newness can do more profit-producing work for you...



NEW CHEVY PICKUPS PAY OFF IN NEW WAYS

CHEVROLET'S FLEETSIDE AND STEPSIDE MODELS PAVE THE WAY TO A BIGGER DAY'S WORK WITH NEW TORSION-SPRING RIDE, GAS-SAVING POWER AND EXTRA PAYLOAD CAPACITY THAT'S MADE-TO-ORDER FOR FARM DUTY!

Torsion-Spring Ride—Totally new to the industry, it protects the truck, tires and driver from road shocks. It reduces maintenance expense and adds to earning power by speeding up travel on rough roads, enabling you to do more work per day!

New Low Prices—New money-saving prices on most light-duty models with automatic transmissions. New lower prices on optional V8 engines!

Graintight Tailgates — Tight-fitting tailgates reduce spillage of bulk loads. They take the roughest trails with minimum cargo loss.

Tough Select-Wood Floors—Long-lasting, seasoned wood floors provide solid, sure footing for animals in transport. Steel skid strips, recessed in the floor, make it easy to slide cargo while loading or unloading.

Extra-Long Load Support—When lowered, Chevy tailgates support long loads with ease. Side pockets are provided to install side racks.

Lowest Ever—All Chevy pickups are lower in height with no loss in ground clearance . . . up to 7" lower from ground to roof! This means easier loading, easier cab entry and exit, road-hugging stability on turns.

Roomier Cabs—Chevy cabs give you 5" more shoulder room, 6" more hip room and more leg and head room, too. They offer comfort, safety and utility that's new to the industry.

New Full-Width Hood—Chevy's new hood design affords more room inside for a better arrangement of underhood components . . . provides easy access for faster service.

Bigger Viewing Area—For better visibility, Chevy's new windshields are 26% larger; and new electric wipers clean 38% more windshield for safer viewing in bad weather.

Powerglide Automatic Transmission†*—You can concentrate on driving and leave the gear shifting to this fully automatic transmission—owner proved over millions of miles.

Thriftmaster 6 Engine—Famous for money-saving durability and gas-saving economy, this engine has powered more payloads than any other engine in the history of hauling—and it's standard in all Chevy pickups.

Gas-Saving Rear Axle Option*—Special 3.38:1 ratio rear axle, with either 3- or 4-speed transmission, boosts fuel economy in Series 14 and 15. Available with Thriftmaster 6.

Trademaster V8*—Power-packed for peak performance, this husky 283-cu.-in. V8 provides the shortest piston stroke in its class for less component wear, more economy.

Suspended Brake and Clutch Pedals give you more leg room, eliminate floor holes to help seal out dirt, dust and moisture.

Light-Duty Chassis-Cabs—Built for many types of bodies, many kinds of jobs, with wheelbases ranging from 115" to 133", G.V.W.'s up to 10,000 lbs. New Torsion-Spring Ride, new tougher built components, gas-saving 6-cylinder or V8* power!

†Not available on 1-ton models.

*Optional at extra cost.



NEW CARRYALL VERSATILITY FOR PAYLOADS OR PLAYLOADS

1960'S MOST VERSATILE FARM VEHICLES! CHEVROLET'S TOTALLY NEW SUBURBAN CARRYALLS TAKE ON 8 PASSENGERS OR 950 LBS. OF CARGO . . . OFFER NEW HIGHS IN COMFORT AND CARGO CONVENIENCE.

Double-Duty Design—For work, or for family use, a versatile Chevy Carryall for '60 does equally well as either station wagon or husky, panel-type hauler on the farm. It carries eight passengers or up to 950 lbs. of cargo with the seats removed. There's big comfort for each passenger on the Carryall's wide, deep foam-cushioned seats.

New Roominess and Road Clearance—New Carryall bodies are 7" lower for easier entry and loading, yet there's more head room inside! Rear doors are wider and higher. And there's 2" more road clearance at front for less bumping on rough terrain!

Two Types of Rear Doors—Either panel-type side-hinged doors . . . or a combination liftgate-tailgate rear door. In its horizontal position, the tailgate forms an extension to the trunk floor for carrying long loads.

New Torsion-Spring Ride—The smoothest thing that ever came between a road and a load, it means easy going for farmers who choose the new Suburban Carryall with 2-wheel drive.

Greater Visibility—For '60, Suburban Carryall windshield area has been increased to 1260 square inches. There's wider, safer visibility for the driver.

Removable Seats—One or both of the rear seats may be easily removed to provide additional cargo space when necessary. You can alter the interior at will to suit the requirements of your job.

'60's Savingest 6-Cylinder and V8 Power—The industry's most popular gas-saver, the Chevrolet Thriftmaster 6-cylinder engine, is standard. And if you want flashing V8 engine performance with the latest in efficient short-stroke V8 design, the powerful 160 h.p. Trademaster is optional at extra cost.

Hydraulic Clutch—The Suburban Carryall, like all light-duty Chevis for '60, features a hydraulic control system designed to provide smoother shifting and increased clutch life.

Choice of 4 Transmissions—No matter how you plan to use your Carryall, you get a transmission that suits your needs ideally and gives smooth, long-lasting performance. Choice includes 3-speed Synchro-Mesh, Heavy-Duty 3-speed Synchro-Mesh, 4-speed Synchro-Mesh and Powerglide.

4-Wheel Drive—If you go where the going is extra tough, you can order your Suburban Carryall with 4-wheel drive. All 4-wheel-drive models for '60, including panels and pickups, are equipped with stronger-than-ever front axles and frames for the roughest off-the-road treks.



BIG NEW WORTH-MORE, WORK-MORE FARM TRUCKS

**CHEVROLET'S NEW MODELS CLAMP DOWN ON MAINTENANCE EXPENSE WITH A NEW TRUCK-AND-TIRE-
SAVING RIDE; TAKE ON WHOPPING PAYLOADS WITH SKY-HIGH GVW'S AND THE TOUGHEST COMPONENTS.**

Economy Champs of All Sizes—Big farm loads ride easy on powerful medium- and heavy-duty models with G.V.W.'s ranging from 14,000 lbs. in Series 40 to 36,000 lbs. in mighty M70 tandems. In frames, transmissions, axles, springs, you get extra "beef" for heavyweight farm hauls!

Torsion-Spring Ride—Each front wheel, suspended independently of the other, is free to step individually over bumps. And shock-proof torsion springs soak up jolts and jars before they reach the body.

Tougher, More Twist-Resistant Frames—Chevrolet truck frames are stronger than ever before. With greater beam strength in many models, Chevy's bulldozer build starts right here.

New High Capacity Variable-Rate Rear Springs — (Series 50 and up) Spring firmness varies with the load. At full capacity, it increases as much as four times. You get a smoother ride empty or loaded and up to twice the spring life.

Precision Wheel Balance—Front wheels are precision balanced before the truck ever leaves the factory. It makes handling and steering easier . . . lengthens tire life.

No I-Beam Shimmy or Wheel Fight—With independent front suspension, I-beam shimmy, a major cause of excessive tire wear with ordinary trucks, has been eliminated. There's a smoother, easier feel behind the wheel, a new truck-and-tire-saving ride!

Bigger Brakes—Chevy's king-sized brakes bring loaded trucks to safe, sure stops with minimum pedal pressure. Extra-big lining area also contributes to longer brake life and reduced maintenance expense.

New Comfort-King Cabs—Chevy's new cabs give drivers king-sized comfort, 5" more shoulder room, 6" more hip room. Seats are cushioned with foam plastic for easy sitting! There's more head room and leg room, too!

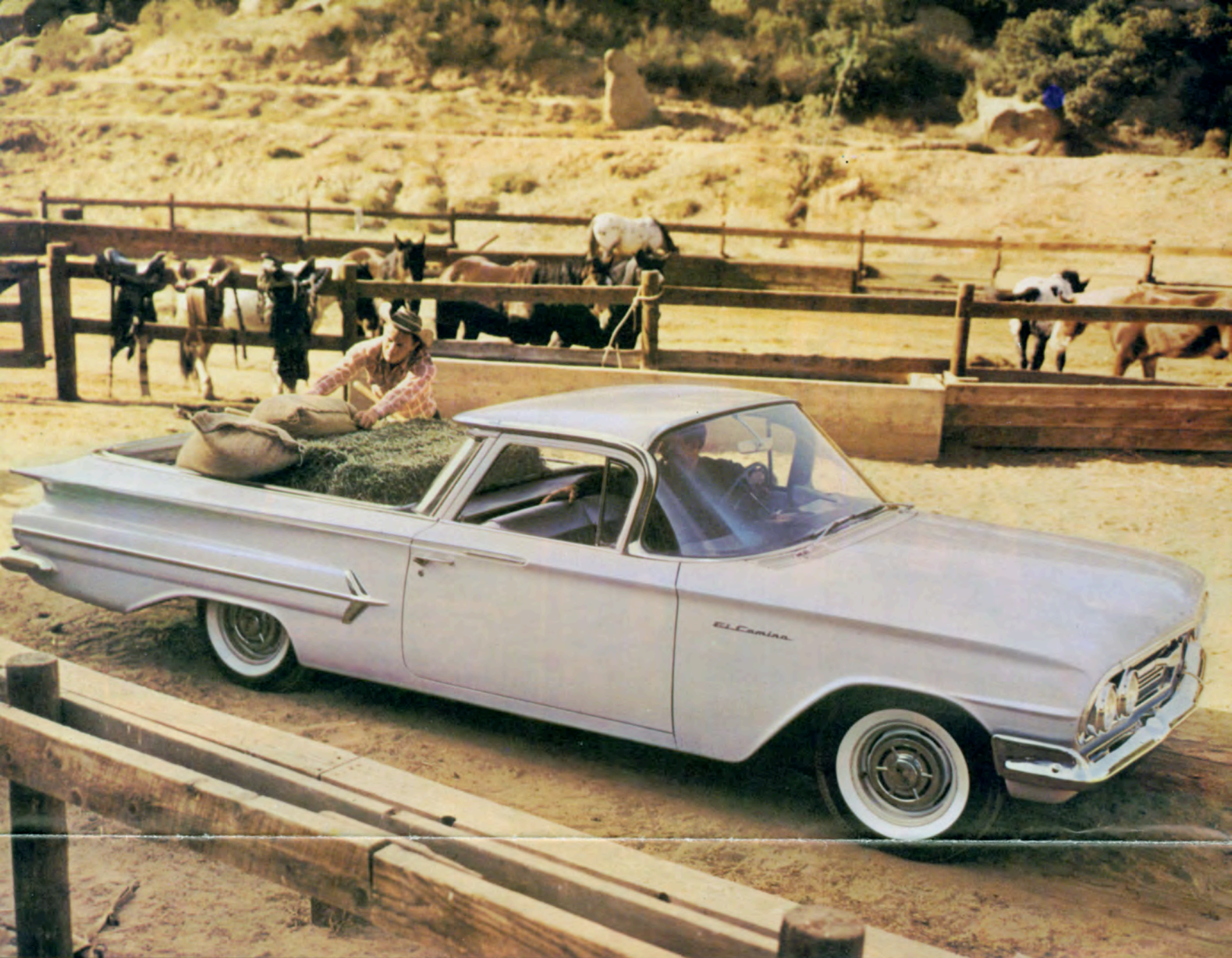
Dollar-Saving Durability—Major components of a '60 Chevy last up to four times longer than

ordinary truck parts! That was proved in the most rigorous testing program in trucking history. It means low-maintenance, high-profit truck performance that lasts.

Better Built Stake Bodies—Constructed of long-lasting select-wood planks to withstand animals or general cargo. Recessed steel skid strips in floor make it easier to load cargo. Stake bodies are standard in Series 40 and 50, optional, extra cost, in Series 60, 70 and 80.

Powermatic Transmission—6-speed automatic takes the hard work out of shifting; hydraulic retarder makes downhill hauling safer, saves service brakes. Optional extra cost.

Powered for Low-Cost Farm Hauling — Chevy's powered to reduce your hauling expense in '60 with famous, dependable gas-saving 6's . . . and a complete line of V8's that lead the field for efficient short-stroke design. Two big 6's and four advanced V8's give you the flexibility to match the engine to your job for top performance and economy.



NEW ALL-PURPOSE STYLE AND STURDINESS

HERE'S A HUSKY "FARM HAND" THAT LOOKS AS GOOD AS IT WORKS: CHEVROLET'S EL CAMINO FOR '60. YOU GET CHEVY'S SUPERLATIVE PASSENGER CAR STYLING PLUS A FULL PORTION OF PRACTICAL TRUCK UTILITY.

Double-Duty Utility—Chevrolet's smart new El Camino gives you passenger car styling and utility for family use . . . yet serves equally well as a general hauler on the farm. Use it for pleasure and for business.

New Style and Roominess Inside—You get the beauty and convenience of a newly fashioned instrument panel . . . and there's new interior spaciousness, too, with more leg room and package space.

Long Load Support—El Camino's strong tailgate supports those extra-long, extra-heavy loads with ease. When lowered flush with the floor it completes a load platform almost eight feet long. You get the big load capacity of a pickup truck.

All Steel Body—The spacious all steel pickup box is 76¼" long, 64¼" wide and 12⅞" deep.

Hinged rear license plate provides for vehicle identification when the tailgate is lowered.

X-Girder Frame—A sturdy X-built Safety-Girder frame provides a solid foundation that resists stresses from maximum loads and rough roads. Box-section side members and box-girder center beam give extra rigidity.

Safety-Master Brakes—For quicker, safer stops, Chevy's big brakes provide 199 sq. in. of bonded lining area. Wheel slots allow air to flow over drums while special flanges carry away heat to give longer brake lining life.

Positraction Rear Axle*—For use in snow, mud, on slippery roads and back-woods trails, Positraction rear axle directs power to whichever wheel is getting the better traction. Helps wheels grip any road surface for more positive, safer control.

Powerglide Transmission*—You can concentrate on the driving and leave the shifting to this fully automatic transmission—owner-proved over millions of miles.

Big-Saving Engine Power—You have a choice of economy-minded 6-cylinder power plus any of seven efficient, short-stroke V8's* ranging from 135 h.p. in the 6's, to 335 h.p. in the V8's. Pick the most economical power plant for your farm duty.

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.

*Optional at extra cost

**IT'S LIKE MONEY IN THE BANK FOR YOU—
CHEVROLET'S BIG NEW BUILD FOR '60!**

There's never been anything like it: the way Chevrolet's new Torsion-Spring Ride smooths out a road or trail to cut truck wear, tire wear and maintenance costs. Or the way major components last up to four times longer than ordinary truck parts. Or the way Chevy's famous 6's and V8's save on gas. On tough farm jobs everywhere, right now, Chevrolet's bright new might is proving its earning ability—showing that it's "good as gold" at building bank accounts. And it's waiting to prove it to you. Come on in and see!



1960 CHEVROLET STURDI-BILT TRUCKS

T.D.M. NO. 60-6R MAY 1960

Litho in U.S.A.

