



Announcing
CHEVROLET
TRUCKS for '60
with
TOTAL NEWNESS

*See how
Chevrolet has
made every
truck route in
America a
far smoother
road to
bigger profits
for you!*

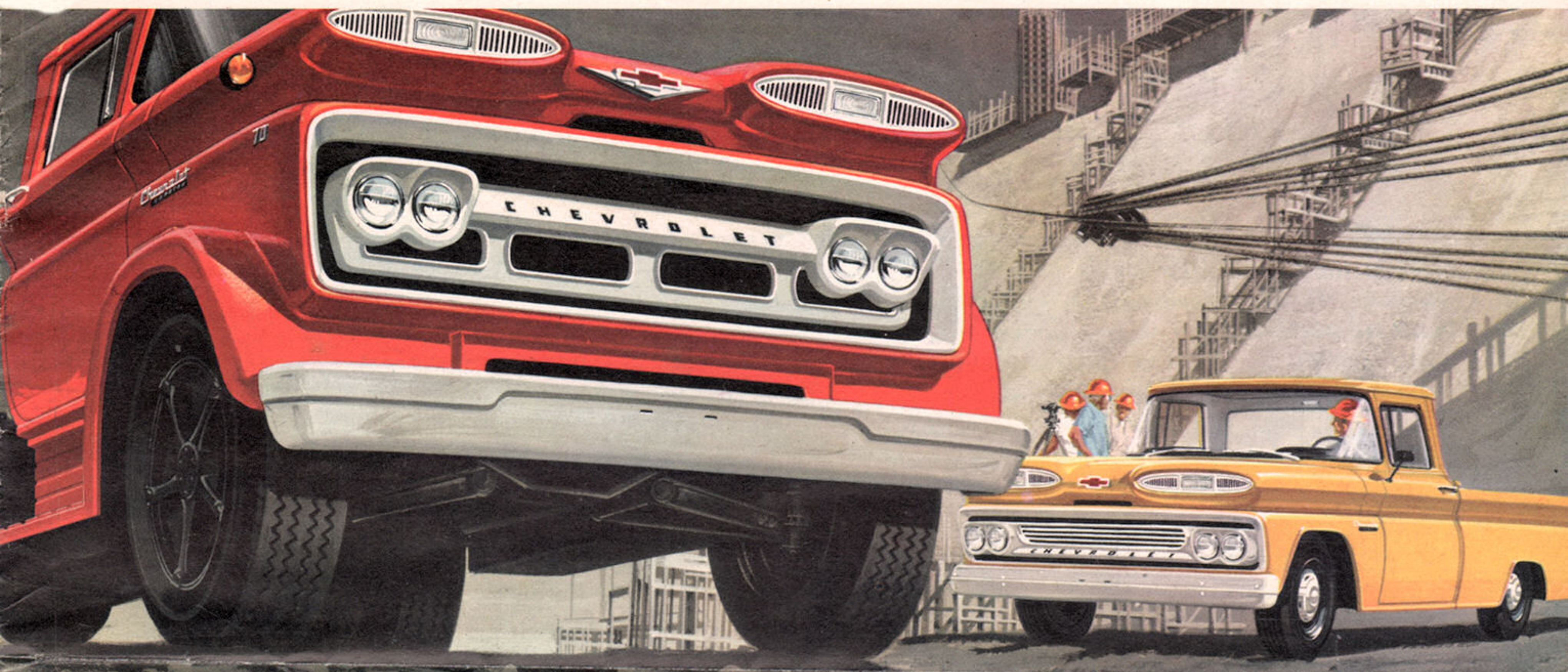
BOB WADDELL CHEVROLET CO.



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*Chevrolet for 1960 introduces the
biggest improvement in trucking in decades!*



NEW TORSION- SPRING RIDE!

IT'S HERE TO REVOLUTIONIZE HAULING!

- Lengthen truck life
- Reduce driver fatigue
- Protect your cargoes
- Cut truck maintenance costs to new lows
- Speed up your schedules

IT'S READY TO SAVE YOU TIME, WORK AND MONEY LIKE NOTHING IN TRUCKS HAS BEFORE!

- Read about it on pages 3, 4, and 5!

NEW STYLE! NEW MODELS!

ALL-NEW FORE-RUNNER STYLING!

- New Comfort-King cabs with more room, convenience and horizon-wide visibility
- New durability! New sturdier construction in cabs and bodies!

TWENTY-FOUR NEW MODELS FOR '60!

- New high-capacity pickups and panels, versatile new high-style Suburban Carryalls
- New tougher built tandems and chassis-cabs!
- New power improvements
- Read about it on pages 6, 7, 8, 9, 10 and 11!

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*It's the hottest news for truckers since coffee was invented—
and it starts on the very next page! . . .*

The smoothest thing that ever came between **NEW CHEVROLET**

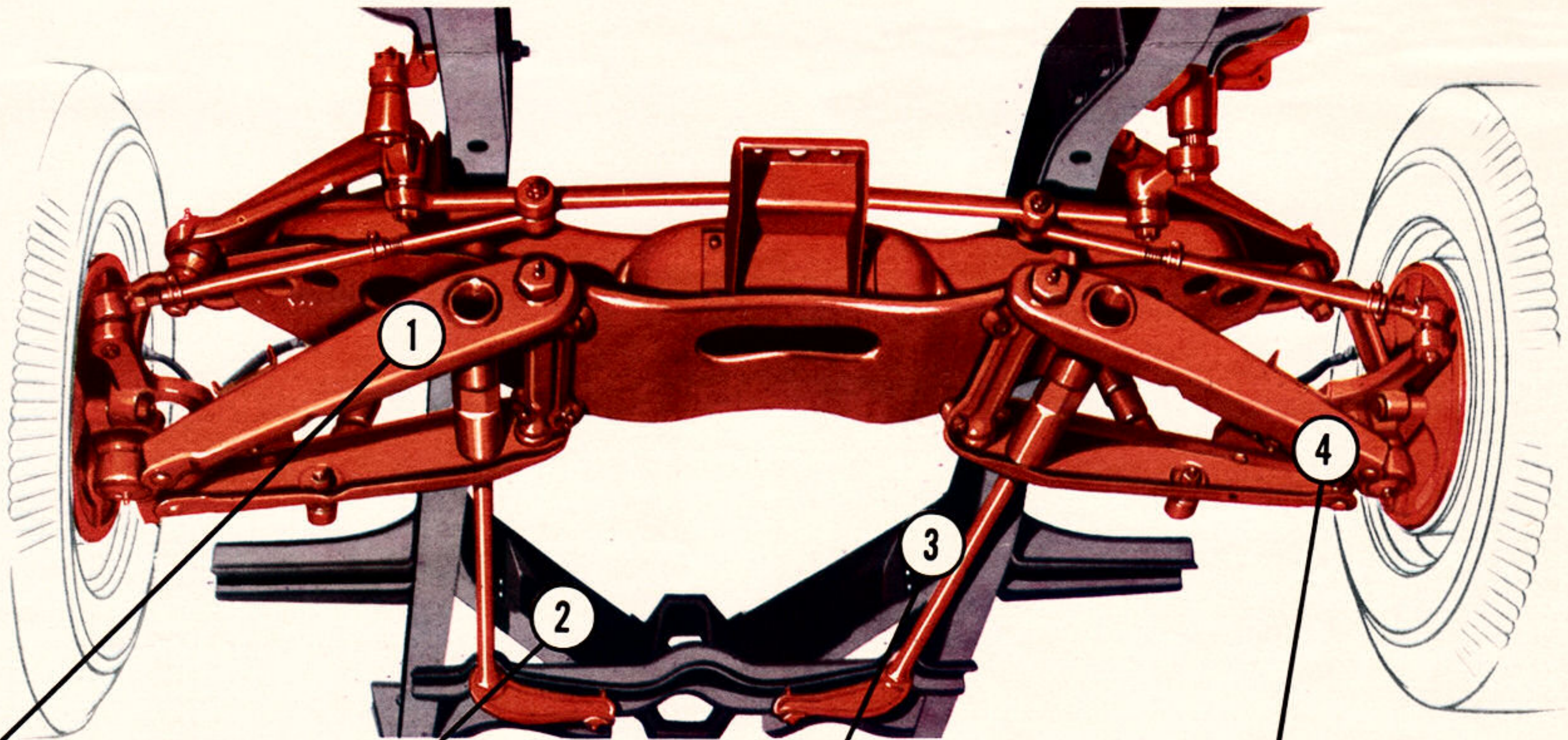
Years in the making, this totally new suspension system is standard equipment in all classes of Chevrolet trucks—in fact, it is provided in every model with the exception of forward control and 4-wheel drive! Tough torsion bar front springs, working in combination with the new rear suspensions shown on page 4, provide an amazingly effective cushioning action that protects everything from the jolts and road shocks that used to wear down trucks and truckers!

INDEPENDENT FRONT SUSPENSION WITH TOUGH TORSION BAR SPRINGS . . . FOR TRUCKS! It's a completely new Chevy development that improves *many* phases of trucking—does more for you than any other single feature ever introduced!

As you can see in the picture below, Chevrolet Torsion-Spring Ride eliminates the old-fashioned I-beam front axle. Gone, too, are friction-producing front leaf springs. Instead, each front wheel is suspended independently of the other. And tough-steel torsion bars extend back on either side of the chassis. They assist the rugged control arms and low-friction spherical joints in providing precise wheel action and a *new kind* of truck springing. Independently suspended, each front

wheel steps cleanly over bumps. And the friction-free torsion bars work to absorb each jolt or jar; they flex freely, even on the smallest bumps, yet have the capacity to absorb severe shocks. The result is a truck ride so wonderfully smooth that only a demonstration ride can adequately convey its benefits!

And it's just as tough as it is smooth! New Torsion-Spring Ride, as developed by Chevrolet, is *truck-built* through and through . . . designed specifically to weather the worst beating a bruising run can dish out. In fact, in exhaustive torture tests, Chevy's new torsion-springs outlasted conventional springs without a sign of failure—proof that your 1960 Chevy is designed to last on any job!



1 RIGID CONTROL ARMS.

Operating in combination with low-friction Ball-Gear steering, they help assure accurate steering control. Steering's easier and safer than ever in a '60 Chevy truck. Tough radius arms work to enable springs to do the best cushioning job.

2 NEW STURDIER FRAMES.

These new Chevis are here to *work*; frames offer more torsional rigidity, far more strength, than ever before. New frame toughness stems from new box section construction, brawny new "X" and "K" brace crossmembers and premium quality steel.

3 NEW TORSION BAR SPRINGS.

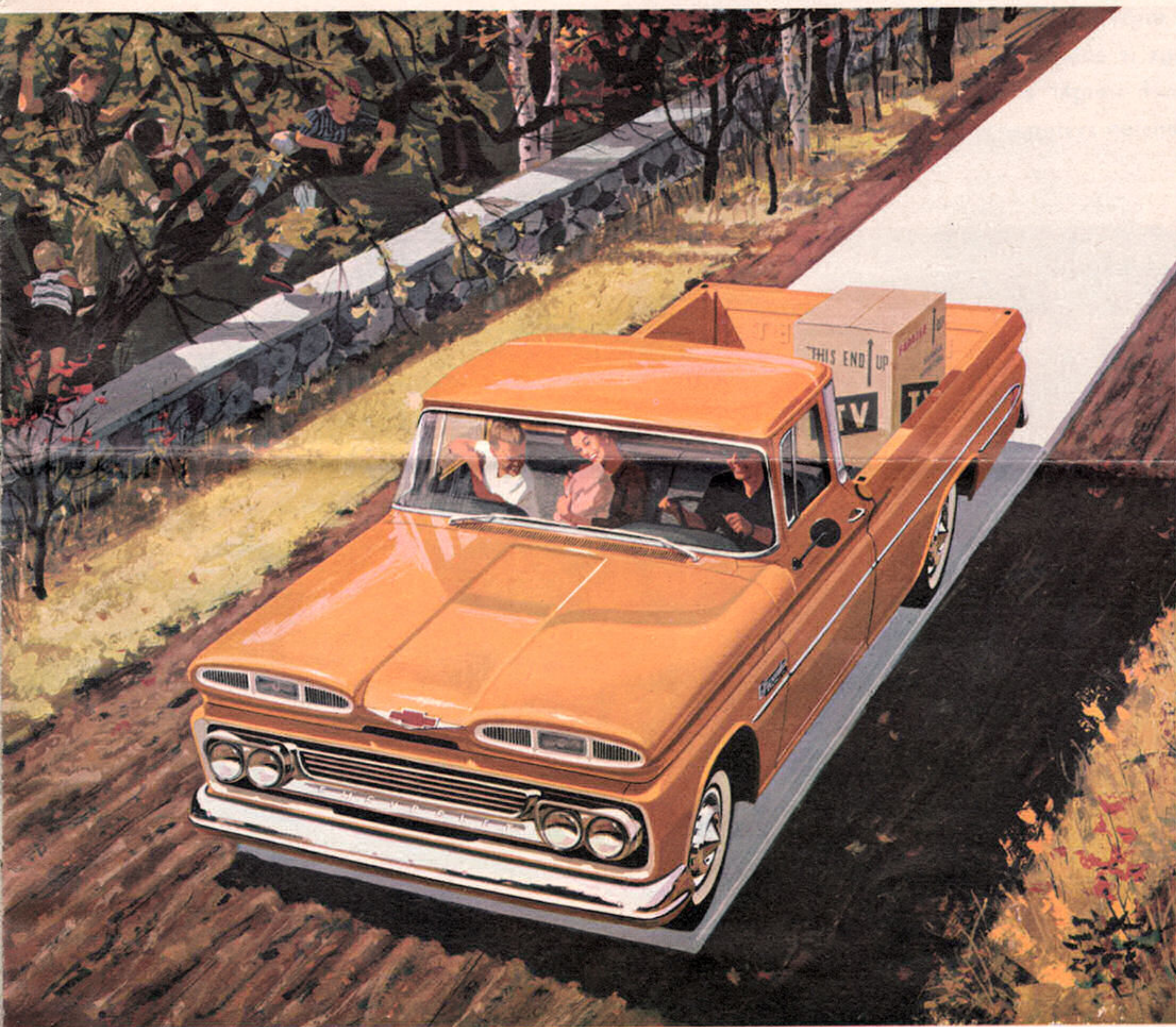
They spring the truck in a new, far better way! Straight bars of high-quality alloy steel, specially mounted, they furnish wonderfully effective springing action and they're exceptionally *durable*, too! New ride cradles driver and cargo alike and prolongs truck life.

4 LOW FRICTION LINKAGE.

Featuring big ball-and-socket joints, it plays a vital role in Chevy's smooth-as-glass performance (and helps make steering easier than ever before) by providing precise front wheel ride control. Lubricated joints cut friction, add to durability.

a road and a load!

TORSION-SPRING RIDE!



It's the next best thing to paving every road in America!

Truckers for years to come will be looking back at 1960 as the year of the big advance in trucking... the year that saw Chevrolet take a giant step ahead of the field. For here's a development that signals a new era in hauling . . . and puts you in the driver's seat as you've never been before!

The most important trucking advancement in decades, Chevrolet Torsion-Spring Ride is here to add years to truck life . . . reduce maintenance costs to new lows . . . protect your cargoes better . . . speed up your schedules . . . save the driver from exhausting jounces and jolts!

IT LENGTHENS TRUCK LIFE, MINIMIZES SERVICE AND MAINTENANCE COSTS!

Every truck component benefits from this remarkable new truck ride. The jars and jolts that used to hammer at parts and shorten working life are now cushioned by the suspension. As a result, trucks last longer. And parts-replacement bills and excessive downtime are reduced, too!

IT PROTECTS CARGOES!

Whatever you haul—from eggs to elephants—you can count on your cargoes reaching their destinations in better shape. The breakage you once considered unavoidable is far less likely to occur in a '60 Chevy. Cargoes virtually "float" over road shocks on the new suspension . . . and the benefits show up on profit reports!

IT SPEEDS UP SCHEDULES!

Bad roads, you'll agree, have always been a bugaboo for truckers. The jounces and jolts experienced in old-fashioned I-beam trucks forced drivers to cut speeds way down and slow up schedules. But you'll find staying right on time much easier in a new Chevy Torsion-Spring hauler. The new suspension cushions road shock, gives better, safer vehicle control, enables you to maintain better speeds . . . to serve your customers more promptly and profitably!

IT REDUCES DRIVER FATIGUE!

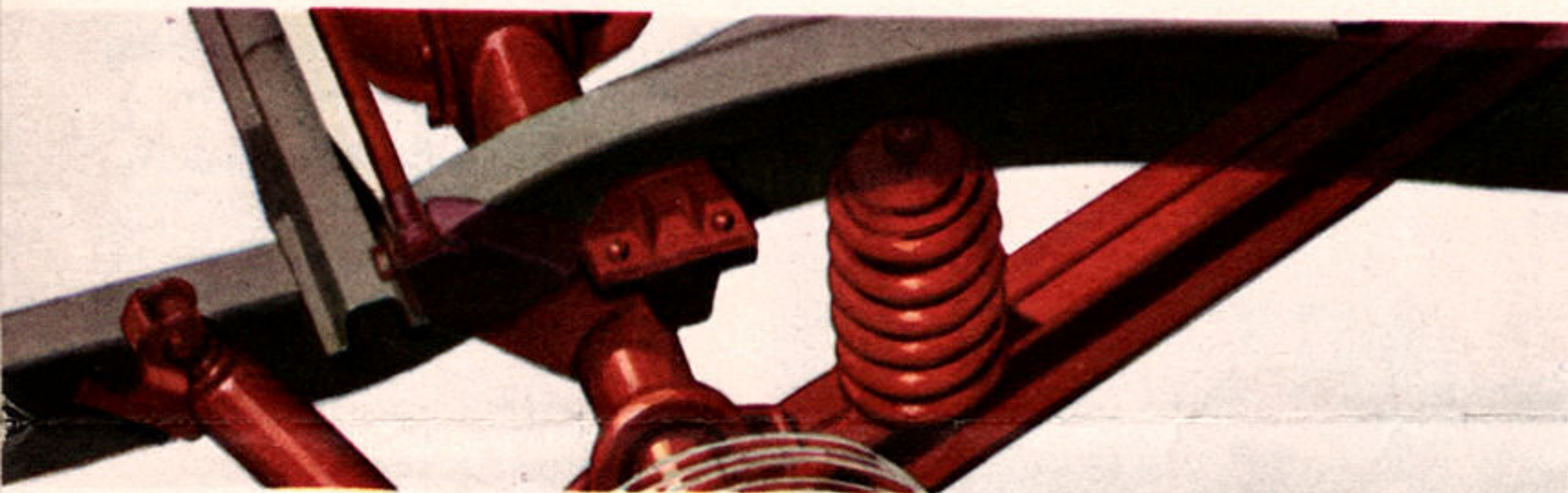
These new Chevies do wonderful things for drivers, as well as owners! *Gone completely* is the traditional rough truck ride. Chevy's smooth-going Torsion Springs are designed to add years to a driver's working life, keep him fit, fresh and on the road, and enhance his feeling of satisfaction with his job.

Now, here's a look at Chevy's new rear suspensions . . .

Chevrolet's revolutionary *Torsion-Spring Ride* includes new rear suspensions tailored to the truck!

Chevrolet's new truck-built independent front suspension with torsion bar springs is complemented perfectly in each weight class by new rear suspension systems.

With these advanced rear suspension systems, Chevrolet's new Torsion-Spring Ride adapts ideally for use in any size truck . . . brings a new easier, more durable and profitable brand of hauling to the light-, medium-, and heavy-duty fields alike. Whether your truck's a hustling pickup or a big-tonnage tandem, you're in for the ride of your life—the sensational result of tough torsion bars up front and the *right kind of springs* in the rear.

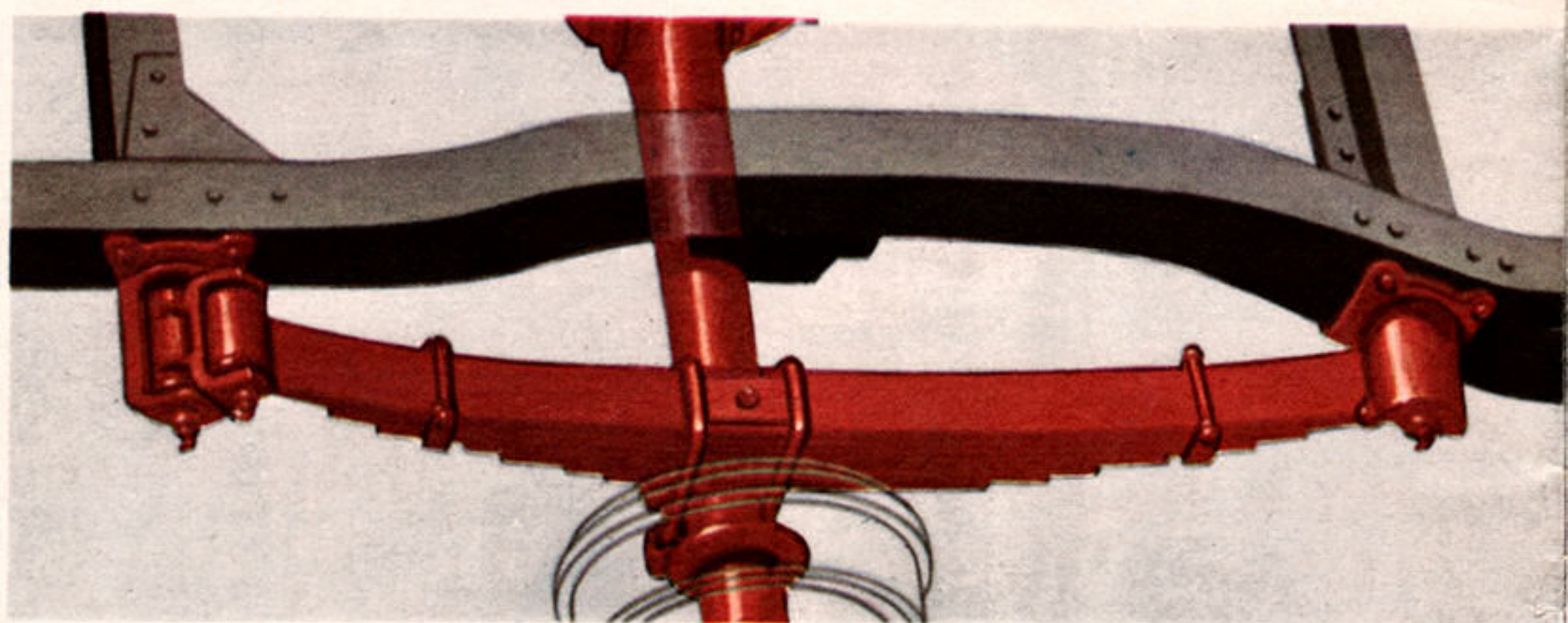


New frictionless coil springs for Series 10 and 20 models—

Frictionless high-capacity coil springs cushion the rear axle. Rugged double-channel radius arms and a lateral stabilizer provide precise axle control. This enables the springs to do the best possible job of softening the ride, improving cornering ability, protecting cargoes, and saving truck components from wear.

New leaf springs for Series 30 and 40 models—

A new leaf-spring rear suspension system provides tailored springing action to meet all hauling conditions. With two-stage leaf springs (standard Series 40, optional at extra cost Series 30) the load capacity is exceptionally high and the ride cushion-soft, even when the truck is lightly loaded. Springing adapts to the load you're carrying. Extra durability and improved ride stems from new shackles and new lower leaf stresses.

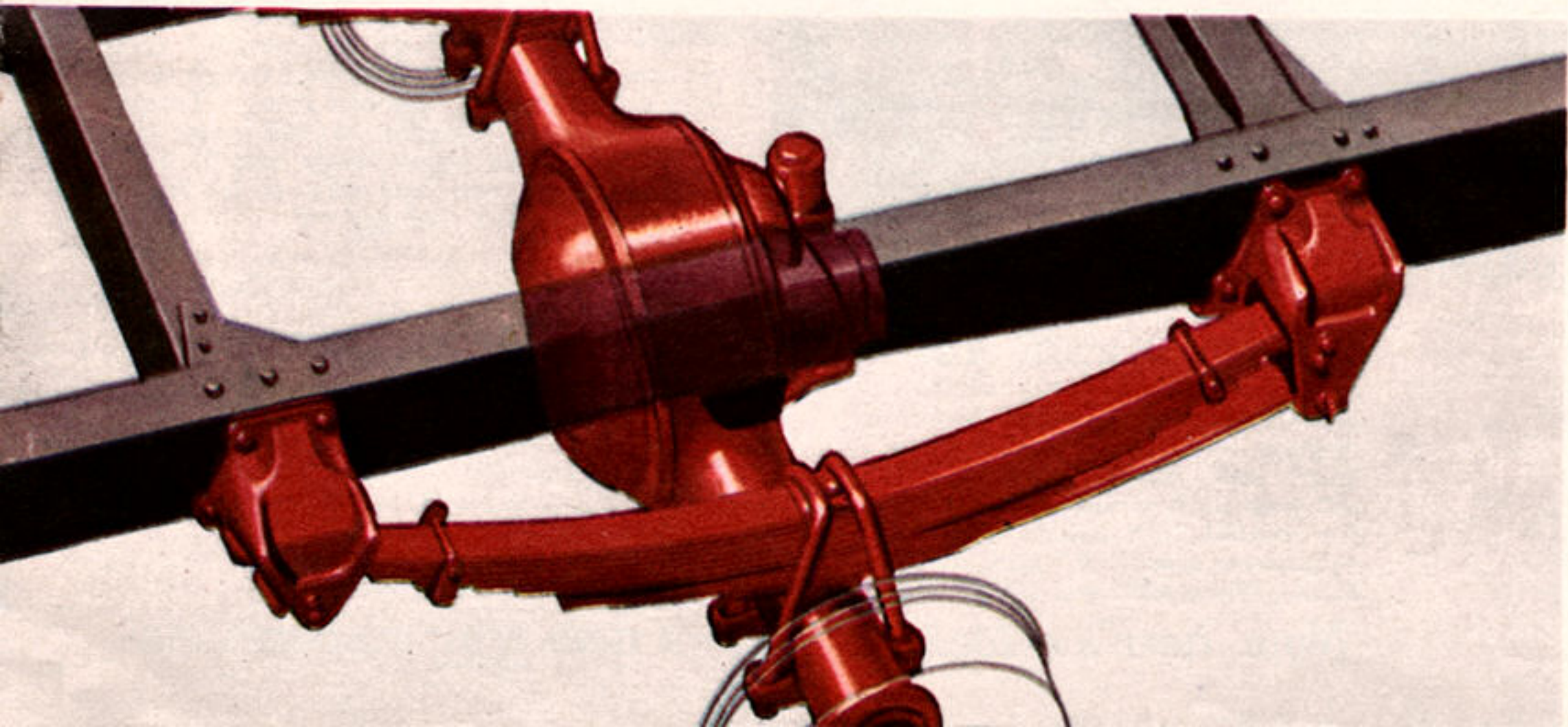


New variable-rate leaf springs for Series 50, 60, 70 and 80 models—

All-new variable-rate leaf spring rear suspension works with new torsion bar front springs. Spring capacity is high to accommodate mammoth loads . . . and spring resistance adjusts automatically to assure ideal cushioning for any size load.

New high-capacity tandem suspension!

Chevy's new tandem models for '60 are the best equipped yet for big, profitable payloads. A combination of the new Hendrickson RT320 suspension and two 16,000-lb. capacity Eaton rear axles give new riding smoothness . . . and provide better than ever durability to withstand the strain of mammoth payloads.



THEY'RE THE SMOOTHEST TRUCKS EVER BUILT

New Chevrolet Torsion-Spring Ride is something you'll appreciate fully only after you've experienced it for yourself. But these comparative test results, electronically recorded, will give you some idea of what an amazing difference this new development makes . . . some idea of why it's certain to put you on a far smoother road to bigger profits than you've ever known before!

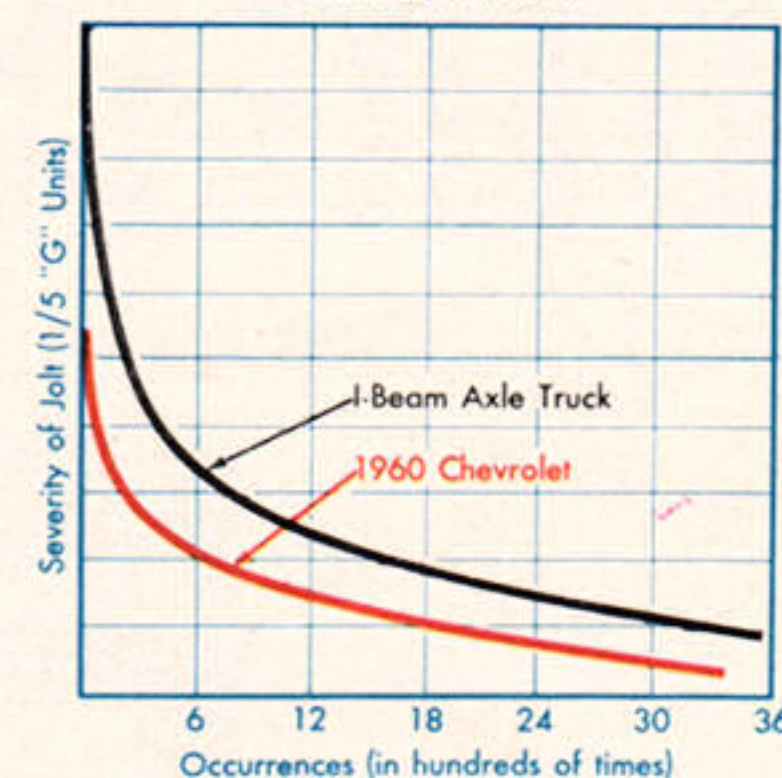
Employing the very latest in test instrumentation, recording and analytical techniques, Proving Ground engineers have made exhaustive comparison studies to find out just how good the new Chevrolet ride really is. Their ride test data were compared with comfort-discomfort limits established by leading independent passenger-car ride researchers, based on the individual reactions of thousands of people. Here's what they found out: *In every respect and under every road condition, the 1960 Chevy out-rides old-style trucks by a tremendous margin!* 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 per cent of the uncomfortable motion found in I-beam front-axle trucks! In other respects, too—pitch, side shake and sway and their effects on both driver and cargo—Chevrolet is 'way ahead on every count!



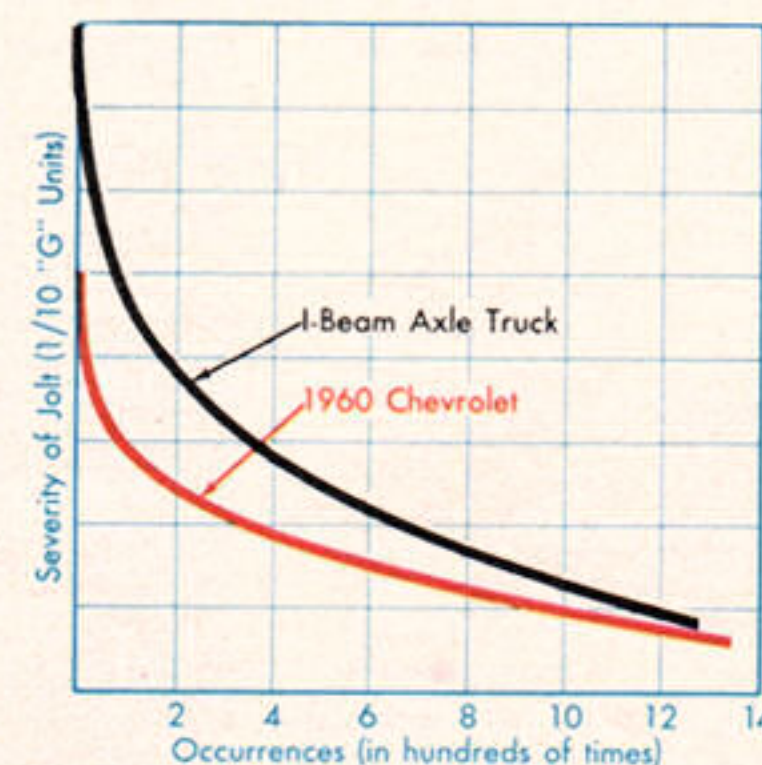
Heavily instrumented test driver prepares to make a ride run in a '60 Chevrolet truck. Strapped on accelerometers register the severity of the jolts he actually feels, in both vertical (bounce) and horizontal (pitch) directions. Accelerometer readings are fed by cable to companion vehicle, where they are tape recorded for later analysis by an electronic computer. The result is an accurate bump-by-bump picture of each test run.

JOLTING OF DRIVER—VERTICAL BOUNCE

On rough roads:



On smooth roads:



Ride test data were analyzed in terms of number of jolts of various sizes, or levels of severity, resulting in comparison graphs like these. The area between the curves represents the overall difference in ride. Thus in this example, comparing 1960 Chevrolet and old-style I-beam-axle trucks of 19,500-lb. GVW rating, Torsion-Spring Ride reduces the jolts harsh enough to cause actual discomfort by 58 per cent on rough roads and 52 per cent on smooth roads (up to 78% in light-duty models!). And, as in a passenger car, the greatest number of jolts felt by the occupants are of the mild variety that few people find uncomfortable.

...AND THE TOUGHEST!

Chevrolet's exhaustive truck-testing program proved beyond question that new Chevrolet Torsion-Spring trucks are built to withstand punishment that would put an ordinary truck in the shop for repairs!

As a result of the most extensive testing program in trucking history, Chevrolet's Torsion-Spring Ride comes to you *proved* as no other new trucking advancement has ever been proved! Here, for example, are two test reports that typify the thousands recorded during Chevrolet's unprecedented new truck development program.

Chevrolet's tough torsion bar suspension withstood the brutal Belgian Block test like nothing else ever has. One typical test forced Chevy's new Torsion-Spring Ride to

withstand 8,500 miles of continuous travel on the Belgian Blocks—a road surface so jarring that trucks traditionally register failures of one kind or another after the first few hundred miles. Yet the '60 Chevy frames and suspension systems beat the Blocks totally—completed all their runs with no failures of any kind!

Rough railroad tie test proved torsion bar suspension's toughness. Carrying loads far in excess of their rated G.V.W.'s, the new Chevies hit these loose railroad ties (specially placed to produce maximum stress on all components) at speeds up to 25 m.p.h. time after time. Even with panic stop braking on the ties, no failures of any kind *ever* developed in either the torsion bar front suspension or the three new rear suspension systems!

These and countless other laboratory, Proving Ground and field tests proved the total ruggedness and lasting ability of the '60 Chevrolet truck product beyond question.



New Torsion Springs beat brutal Belgian Blocks



"Crossties" test proves suspension's durability

TOTALLY NEW TRUCK STYLING!

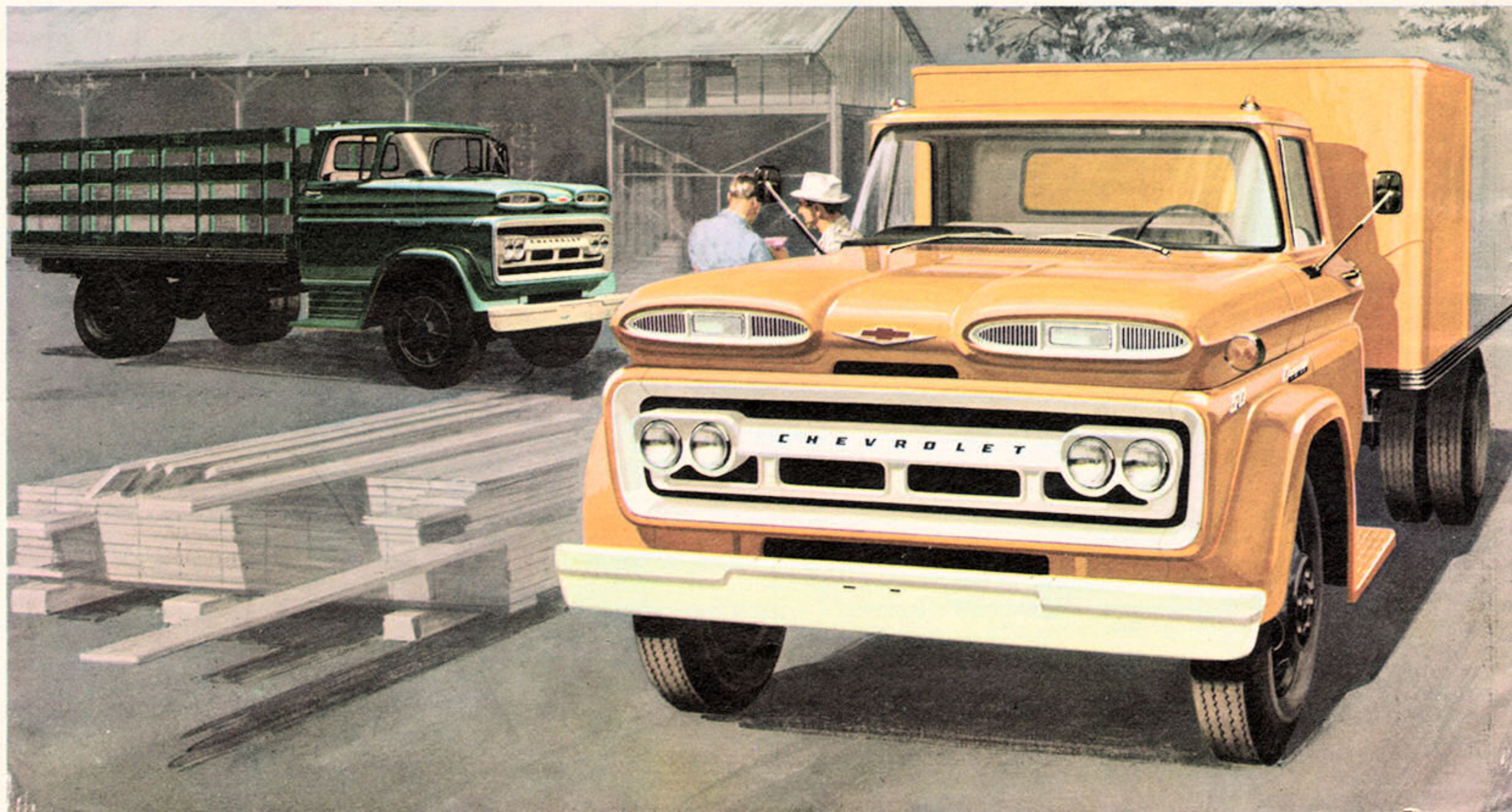
Newly styled light-duty models!

Look 'em over—here and at your Chevy dealer's too—and see if you don't agree that these new light-duty models are the handsomest things hauling today! This styling really says "1960"—massive, wide-stance front end, sweeping side panel lines and sharp new interiors tie in handsomely with the revolutionary new ride and ruggedness that characterize the newest trucks to reach the market in many years.



Newly styled middleweights and heavyweights!

These new Cheves ride like big trucks never rode before, and the new appearance matches the performance perfectly. Conventional and Low-Cab-Forward models, both, appear boldly massive and eager for work; every new line says that these trucks are ready to turn to with a will and do your business proud. There's no doubt about it: Anything less than a '60 Chevy is an old-fashioned truck!



Chevy's new-from-the-ground-up build for '60 brings you big new cab and body benefits!

Chevrolet's all-new cabs and bodies for '60 fully match the revolutionary new chassis in ability to bring new ease and dollar-saving durability to your daily hauls. Here's more evidence that Chevy's opening a new era in trucking... an easier going era of lower costs for truckers everywhere!

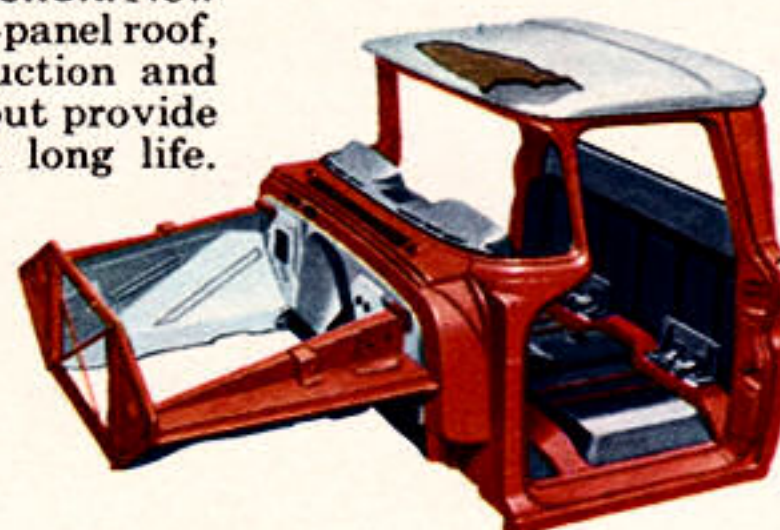
Like the new chassis components, Chevrolet's totally new cabs and bodies for '60 are *truck-built* all the way through. From roof to running board, they're put together to *stay* together... to stand up to day-in-day-out poundings and retain the trim appearance and taut performance of a new truck far longer.

Special benefits turn up everywhere. For instance, the lower overall design of Chevy for '60 pays off in a number of special ways: in more convenient underhood servicing and easier loading. And it makes both the compact Low Cab Forward model cabs and big conventional cabs easier to enter or leave.

Here are some of the things to look for when you check in at your Chevy dealer's to see these totally new trucks.



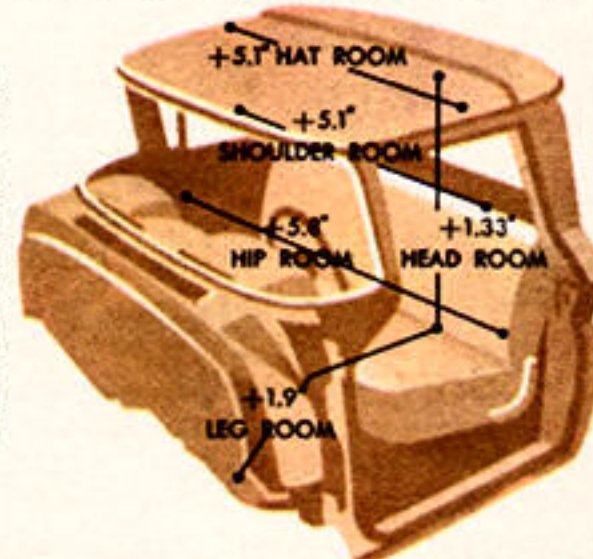
NEW TOUGHER, SAFER CAB CONSTRUCTION. New double-walled cowl, new double-panel roof, new triangulated front construction and sturdy reinforcements throughout provide extra rigidity, ruggedness and long life. New door hinges, new weather stripping and improved latch design keep doors sealed more positively against dust and moisture. New 4-point cab mounting helps isolate road shocks.



NEW COMFORT-KING CABS!

Here's how the total newness of Chevrolet's 1960 cab works to bring you new highs in comfort, safety and driving ease:

NEW ROOMINESS MEANS MORE COMFORT. New Chevy cabs are lower, yet there's more space inside than ever—5 inches more shoulder room, 6 inches more hip room, and more leg room and head room, too! Seats are a full five inches wider!



NEW HORIZON-WIDE VISIBILITY. There's 26% more glass area in Chevy's sweeping wraparound windshield for '60. You get a matchless view of the road ahead, and for wet weather hauling, new longer wiper blades do a 38% better job of cleaning the windshield.

NEW SEE-AT-A-GLANCE INSTRUMENT PANEL. Driving is easier and safer with gauges, warning lights and speedometer now clustered directly in front of the driver. A non-glare finish on the top of the panel protects the driver's eyes from reflections.

NEW FOAM-PADDED SEAT.

A full 59½ inches wide, the new Chevy seat offers new driving comfort stemming from a new idea in seat construction: springs that combine S-wire, coil and flat spring elements. This is something you'll want to try for yourself!



NEW SUSPENDED PEDALS. Chevy's new suspended clutch and brake pedals eliminate hard-to-seal pedal holes in the floor; the interior stays cleaner and dryer, with less dust, moisture, road noise or fumes.

NEW WORK-BUILT BODIES!

High-quality steel, tightly welded, sealed and reinforced at points of stress, highlights the construction of Chevrolet's newly designed truck bodies for '60. Panel bodies, you'll find, are built for both bigger cargoes and easier load handling. There's 17 cubic feet *more* load space (up to 230 cubic feet in some models!) and rear doors are a full 7" wider and 2" higher. Telescoping door checks add convenience by stopping at 180° and 90° angles; tight sealing everywhere helps keep dust and moisture from the interior.

And this same work-built construction is evident in Chevy's new pickup, stake and Suburban Carryall bodies for '60. Pickup boxes show it with long-life features such as steel skid strips, tough graintight tailgate and durable double-walled lower side panel construction on Fleetside models. Stake bodies are built of the finest hardwood known for the purpose. And wait till you see Chevy's new Suburban Carryalls. With room for 8 passengers, they now offer a low, sleek appearance that matches many station wagons in eye-appeal!

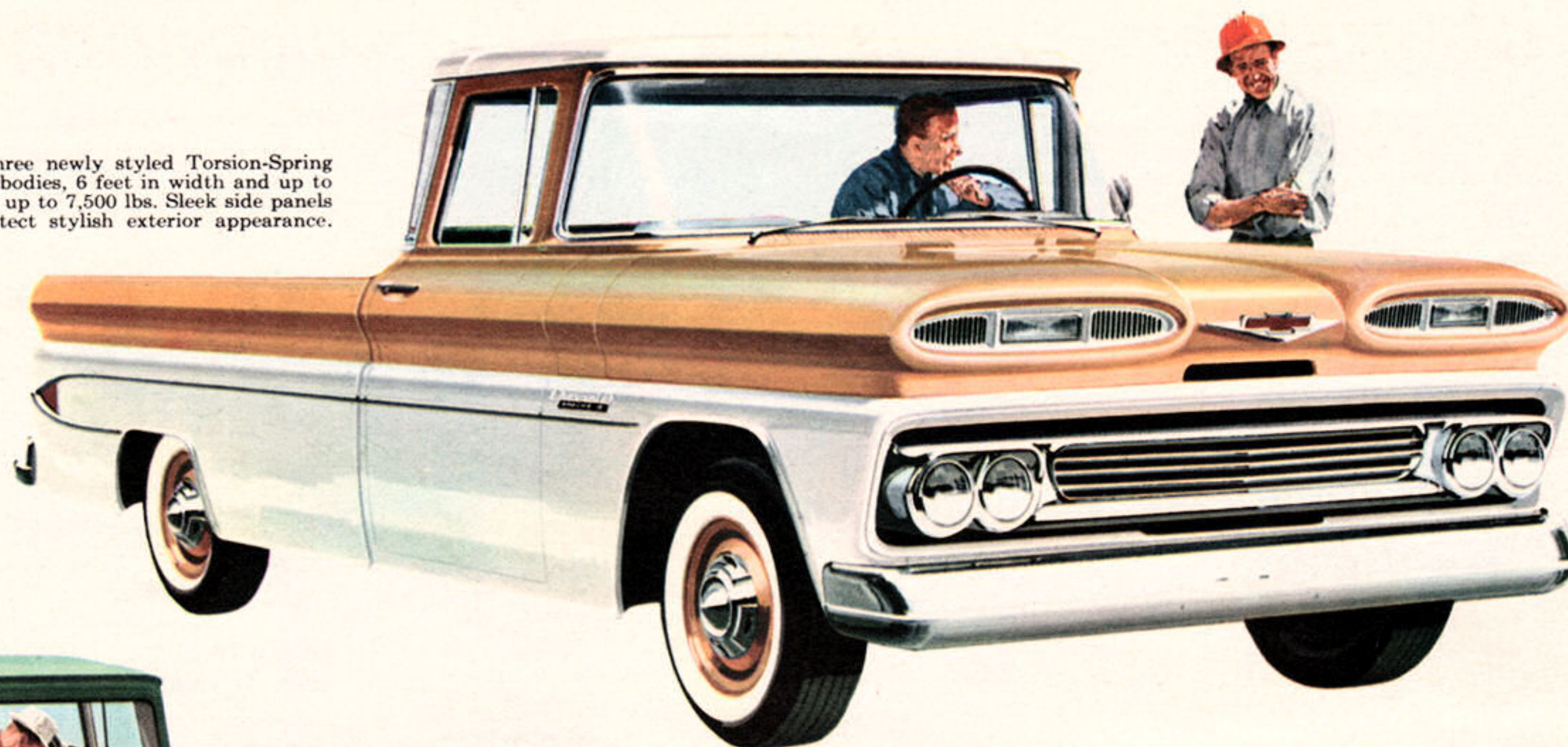
NEW CUSTOM CABS!

For extra ease, convenience and working style, Chevy provides totally new Custom cabs for '60, available at extra cost in all cab models throughout the line. Here's what they have to offer:

- Distinctive exterior styling highlights with chrome door pillar and rear belt line moldings... plus bright accents edging windshield, side windows and ventipanes.
- Handsome chrome grille—light-duty models.
- New Super-Cushion Seat, with extra-thick foam seat cushion and foam cushioned backrest. It's unmatched for comfort and good looking, too, upholstered in long-lasting silver all-nylon pattern cloth and charcoal vinyl.
- Decorative door interior sidewalls, featuring a tasteful two-tone treatment that matches seat cushion.
- Right-hand sunshade.
- Handy left-hand armrest.
- A complete lineup of "extras," including key locks for both doors, cigar lighter, and control knob trim.

CHEVY'S LIGHT-DUTY LINE FOR '60

NEW FLEETSIDE PICKUPS. Three newly styled Torsion-Spring models offer big, spacious bodies, 6 feet in width and up to 98" in length. G.V.W.'s go up to 7,500 lbs. Sleek side panels are double walled to protect stylish exterior appearance.



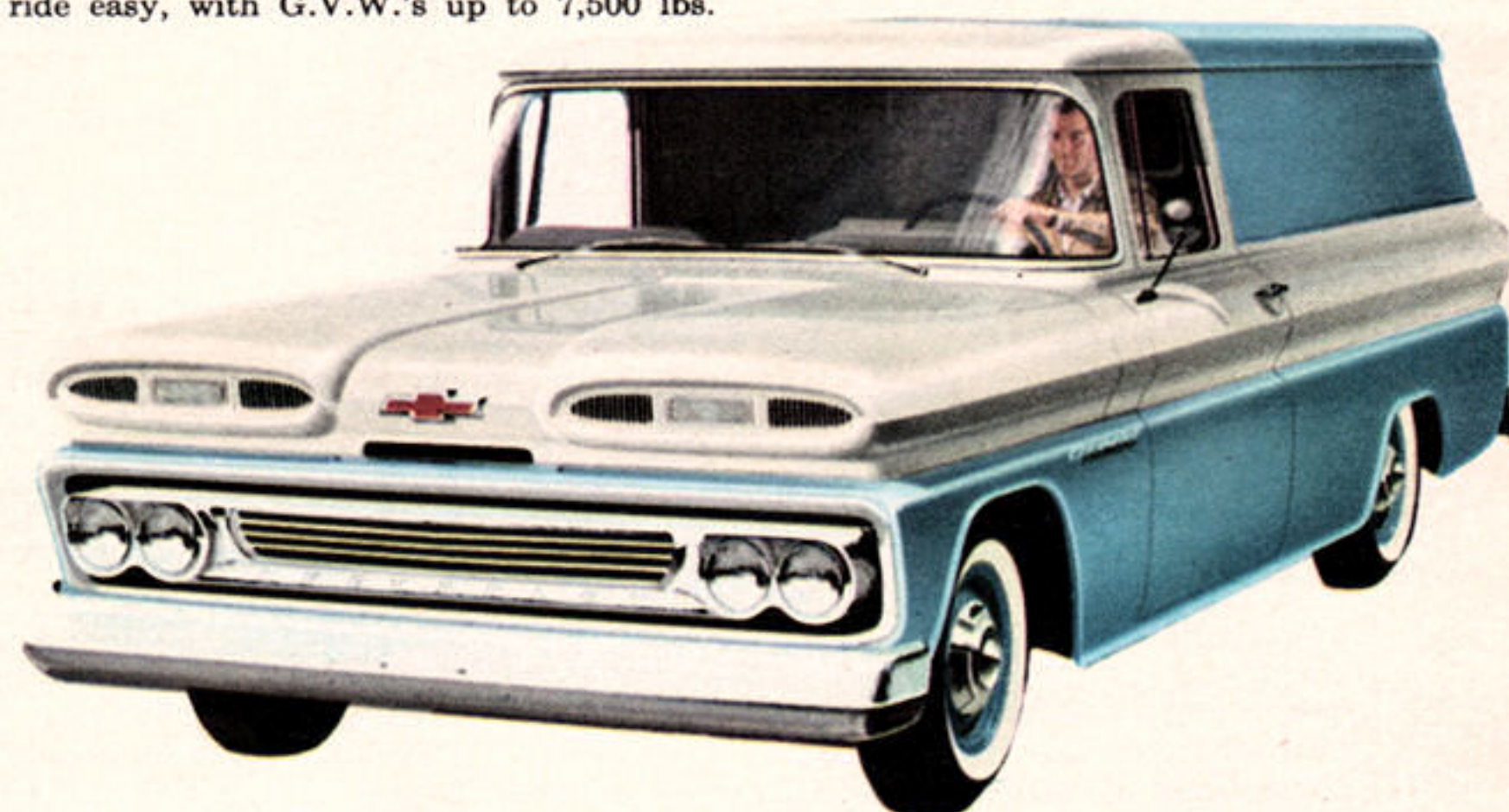
NEW STEPSIDE PICKUPS. Four big models with handy side running boards provide new Torsion-Spring Ride, new styling, new interior convenience, bodies up to 108" in length, and G.V.W.'s to 7,800 lbs. for big-load carrying capacity.



NEW C10 AND C20 CHASSIS-CAB MODELS. New torsion-spring chassis cabs come in 2 wheelbases to suit many types of delivery bodies. Chevy's economy-minded 6-cylinder or V8 power keeps costs low. High G.V.W.'s—to 5,200 lbs. in C10 and 7,500 lbs. in C20—allow for big, profitable cargoes.



NEW C20 STAKE MODELS. Spacious 8-foot stake body is built to take it in tough service; stakes and slats are of the finest hardwood, firmly joined by strong bolts and recessed nuts. Platforms are constructed of select, seasoned wood, 1 1/4" thick. Big loads ride easy, with G.V.W.'s up to 7,500 lbs.



NEW C10 AND C30 PANEL MODELS. You get more loadspace than ever—176 cu. ft. in C10's and 233 cu. ft. in C30's—with new load-cradling Torsion-Spring Ride, lower loading height and higher rear doors for extra loading ease and convenience! High G.V.W.'s assure big loads; they reach 5,200 lbs. G.V.W. in Series C10, 7,800 lbs. in Series C30.

ROLLS IN *WITH TOTAL NEWNESS!*

... it's fifty-four models long ... Torsion-Spring strong!

NEW C30 AND C40 STAKE MODELS. Stake bodies, with select wood platforms and finest hardwood stakes, are long and wide for outsized cargoes; bodies are 9 ft. long in Series C30 and either 9 or 12 ft. long in Series C40. 12-ft. body features wide-swinging side gate. G.V.W.'s go up to 10,000 lbs. in C30 and up to 14,000 lbs. in C40.



NEW C30 AND C40 CHASSIS-CAB MODELS. They're better equipped than ever for high-profit hauling with high G.V.W.'s (up to 10,000 lbs. in C30's, up to 14,000 lbs. in C40's) and sturdy, load-hustling components to match! Torsion bar front springs, with 2-stage leaf springs in the rear (extra cost C30), combine to provide a new kind of ride and ruggedness.

Rolling in on revolutionary Torsion-Spring Ride†, these new Chevis are smooth as silk yet tough as nails! Their totally new performance qualities are nothing short of remarkable—and wait till you see what they do to your cost records! You've never known light-duty trucks like these before because there have never been light-duty trucks like these before!

Here's the longest line of light-duty Chevis ever. It offers virtually every type of truck known in this weight class—including some big new Series 40 chassis-cabs and stakes with G.V.W.'s up to 14,000 lbs. Every model comes handsomely decked out in a new kind of truck styling that *works* as well as it looks—adds to your safety, comfort and convenience. And every model offers a new lower-to-ground build (without sacrificing road clearance) which improves truck stability and makes cargo loading easier.

But the biggest news, by far, stems from Chevy's 1960 advancements in ride, ruggedness and economy. Here, tough torsion bars and new suspensions are ready to take the beating out of trucking like nothing else ever has before . . . and Chevy's big 6's and V8's are here to offer you an improved brand of the economy that's made them famous!

†All models except forward control and 4-wheel drive.

*New sturdy, stylish Step-Vans for stop-and-go service
... new 4-wheel drives for haul-anywhere traction!*

NEW STEP-VAN MODELS. They come fully equipped with spacious, handsome all-steel bodies (8, 10, or 12 feet long), double walled and heavily insulated against noise, heat and cold. You get up to nearly 400 cubic feet of cargo space! G.V.W.'s go up to 10,000 lbs. and thrifty power is provided by Chevy's famed 235-cubic-inch Thriftmaster Special 6.



NEW 4-WHEEL DRIVES! Chevrolet's hard-pulling 4-wheel drive for '60 is available in nine models, including Fleetside and Stepside pickups, panels, Suburban Carryalls and chassis-cabs. It offers up to *twice* the traction of 2-wheel drive . . . deep-biting traction that enables Chevy to take your loads 'most anywhere—up towering grades, through deep mud or snow! All models provide heavy-duty frames and front axles.



... and they're powered to improve your profit picture, too!

1960 THRIFTMASTER 6—standard in all light-duty trucks except forward control. With 8.25 to 1 compression ratio, it develops 135 h.p., using regular grade fuel. Economy-contoured camshaft and Maximum-Economy Option* help assure top fuel economy. Durability features include Aldipped exhaust valves, heavy-duty bearings, oil-bath air cleaner.



1960 TRADEMASTER V8—optional at extra cost in all light-duty trucks except forward control. Built for hustling, low-cost performance with 283 cubic inches of displacement, 8.5 to 1 compression ratio, wedge-type combustion chambers and high-efficiency short-stroke design. Horsepower is a high 160, with 270 ft.-lbs. of torque.



1960 THRIFTMASTER SPECIAL 6—standard in Step-Van and forward control models. Specially equipped for tough stop-and-go duty; develops 135 h.p. with 235 cubic inches of displacement. Standard equipment includes positive-shift starter, Aldipped exhaust valves, heavy-duty bearings, positive crankcase ventilation and updraft carburetor.

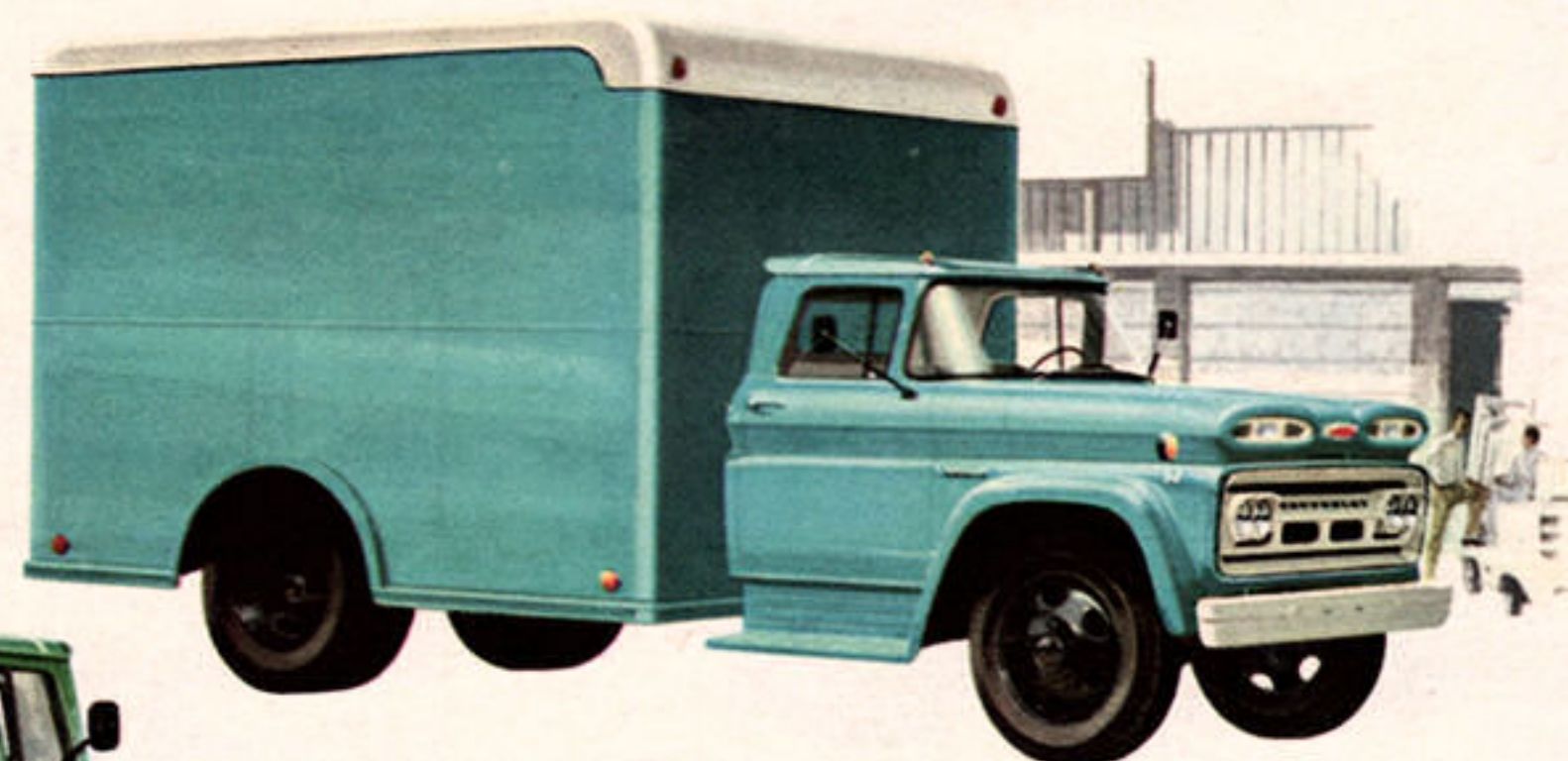
*Optional at extra cost, Series C10.

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Chevrolet's total newness for '60 springs

TOTALLY NEW MIDDLEWEIGHTS!

NEW C50 MODELS. They're big trucks in everything but cost, with G.V.W. ratings up to 16,000 lbs. and rugged components to match. New 13,000-lb. rear axles, variable-rate springs, and 5,000-lb. independent front suspension assure big-load carrying capacity, higher safe speeds, along with unprecedented ride and roadability. Maximum economy stems from Chevy's 135-h.p. Thriftmaster 6.



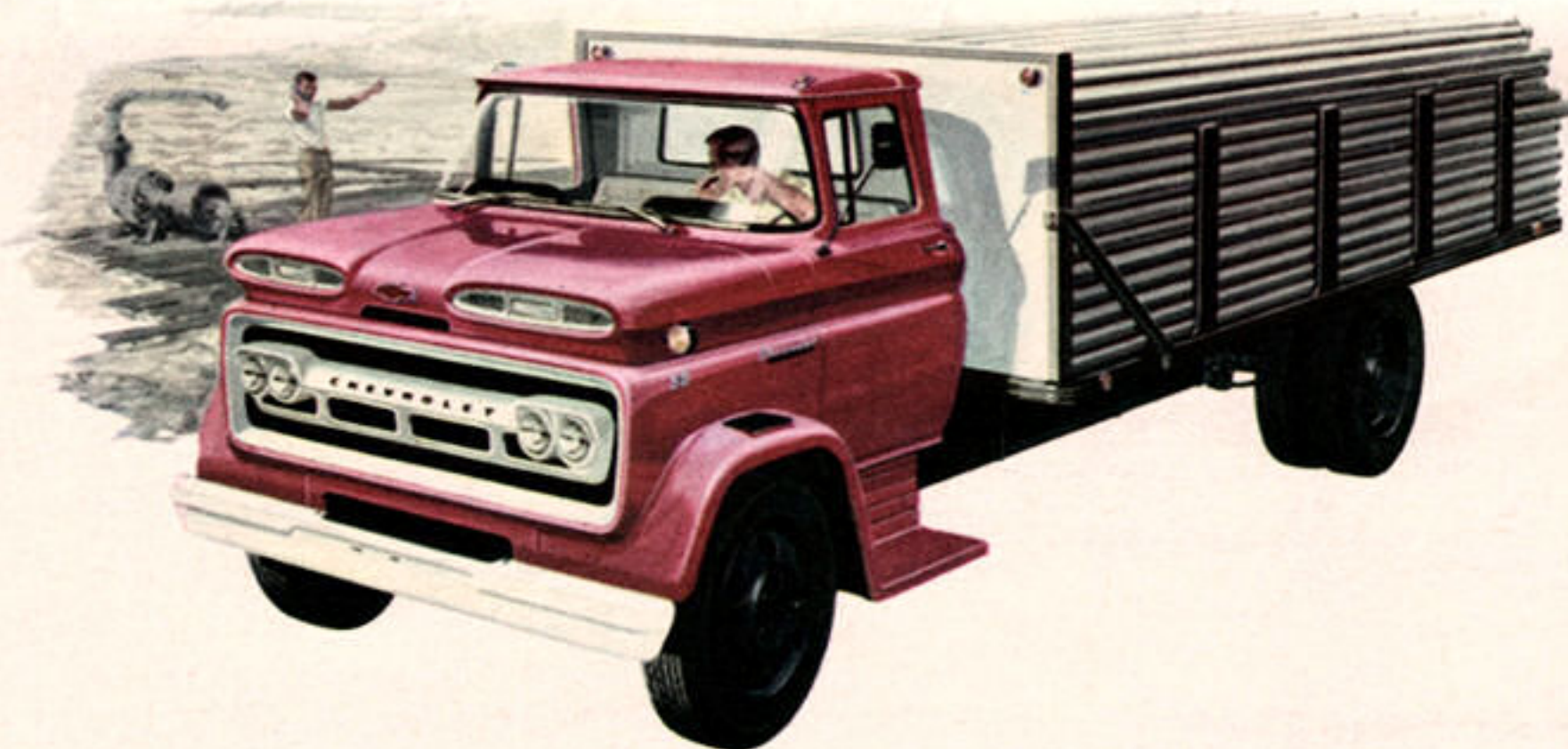
NEW C60 MODELS. Husky C60 chassis-cabs, provided in 5 different wheelbases, come equipped with the latest in big-truck components, including 15,000-lb. rear axle, 5,000-lb. capacity independent front suspension and new box-rail reinforced frames. G.V.W.'s go up to 19,500 lbs., G.C.W.'s to 32,000 lbs. Optional extra-cost equipment includes air-hydraulic brakes, 2-speed rear axle.

Everything's new and better in Chevrolet's long line of medium-duty trucks for '60! You can choose your truck from sixty-six models, including the brand-new economy models of Series 50 . . . haul bigger profit cargoes, thanks to G.V.W.'s up to 19,500 lbs. and stronger components. And Torsion-Spring Ride, standard in every Chevy middleweight, is ready to show its ability to ease the driver's work, protect the truck and cargo, reduce maintenance expense!

Chevy for '60 is coming out big in the middleweight class, putting a virtual mountain of new truck muscle against your tough medium-duty jobs. Never before have components been so brawny; components such as the new frames with massive "K" and "X" braces and rigid box-section side rails that boost load-carrying ability to new highs. Or the big new standard brakes—11-inch vacuum-hydraulic power units that assure extra braking power under all conditions.

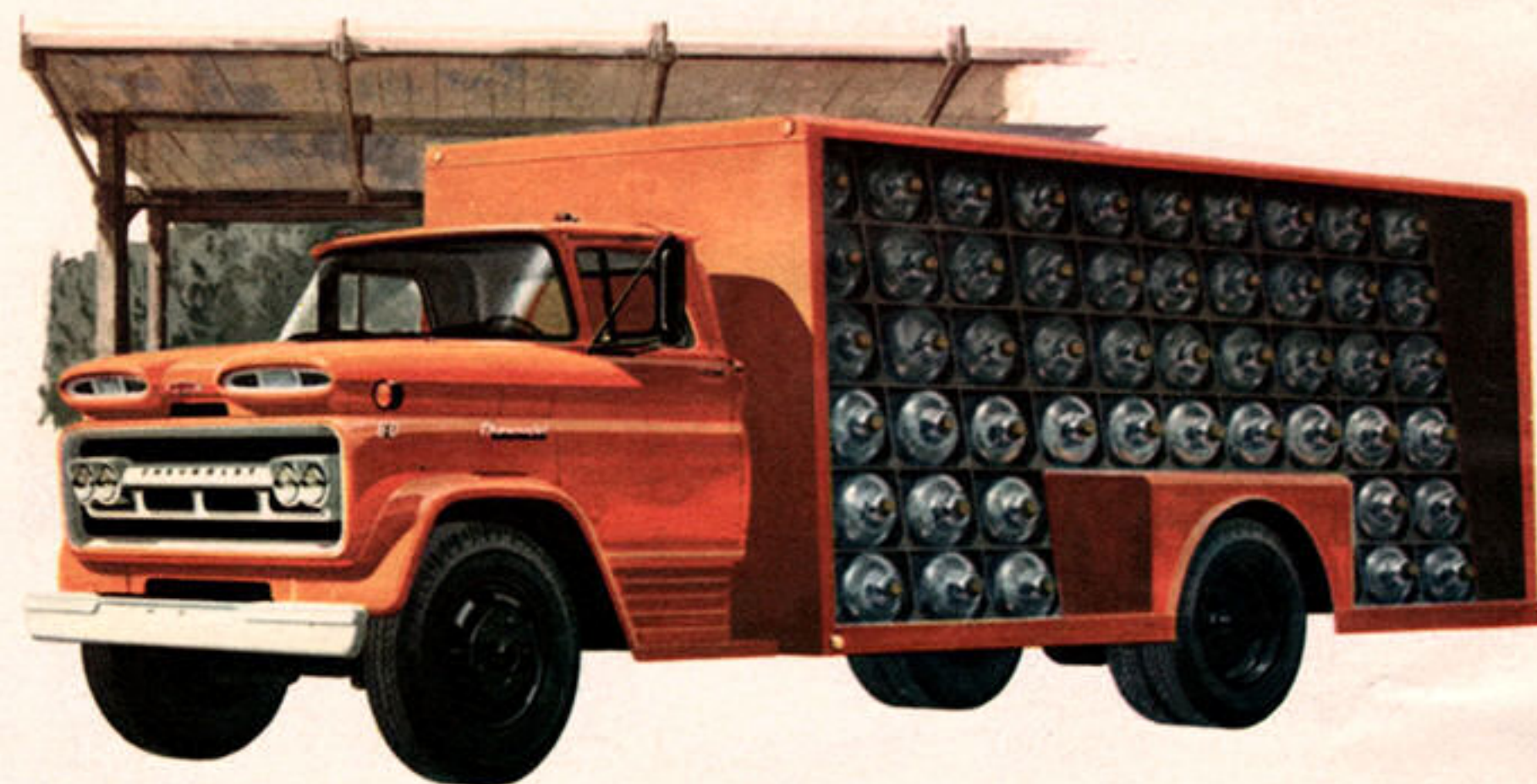
And you'll find that the new suspension—with torsion-bar front springing and new variable-rate rear springs—is just as strong as it is smooth. And that goes for the durable V8's and 6's that power these 1960 Chevy rigs!

Economy through strength keynotes the new design, whether your truck's a conventional model or a compact, maneuverable Low Cab Forward job. The high G.V.W.'s reflect the brawny build—they run up to 16,000 lbs. in Series 50 and to 19,500 lbs. in Series 60.

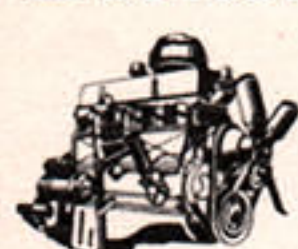


NEW L50 MODELS. Four new Chevy Low Cab Forward models offer new easy handling, with short-cab design that allows for maximum-length trailers and extra cargo space. Short wheelbase and turning radius gives top maneuverability and tough construction permits G.V.W.'s up to 16,000 lbs. Durability is engineered into every component: 13,000-lb. rear axle, 5,000-lb. capacity front suspension, reinforced frame.

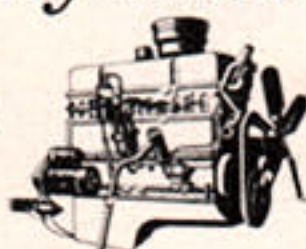
NEW L60 MODELS. You get a bonus in body-and-payload space, plus short-wheelbase maneuverability, in any one of Chevy's four new L60 models with Low Cab Forward construction. Extra strength pushes G.V.W.'s to 19,500 lbs. and G.C.W.'s to 32,000 lbs. Standard features include box-rail reinforced frames, big 15,000-lb. rear axle, variable-rate rear springs and 5,000-lb. capacity front suspension.



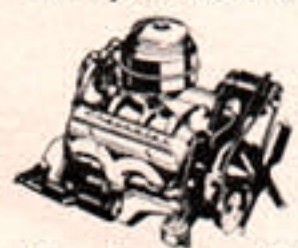
Economy-minded 6's and V8's!



Thriftmaster 6



Jobmaster 6



Trademaster V8



Taskmaster V8

FUEL-STRETCHING STANDARD 6's. Standard power for new Series 50, both conventional and Low Cab Forward models, is the 135-h.p. 235-cubic-inch Thriftmaster 6, specially equipped with exhaust valve Rotocoils for extra duty. Standard in new Series 60 models is the tough 261-cu.-in. Jobmaster 6, with Stellite-faced exhaust valves and Rotocoils.

EFFICIENT OPTIONAL (EXTRA COST) V8'S. Chevy's famous short-stroke Trademaster V8, rated at 160 h.p. and specially equipped with exhaust valve Rotocoils and 5-quart oil pan, is now available for Series 50 conventional and Low Cab Forward models. For top payload performance in new Series 60 models, you can get the burly 283-cu.-in. 160-h.p. Chevrolet Taskmaster V8.

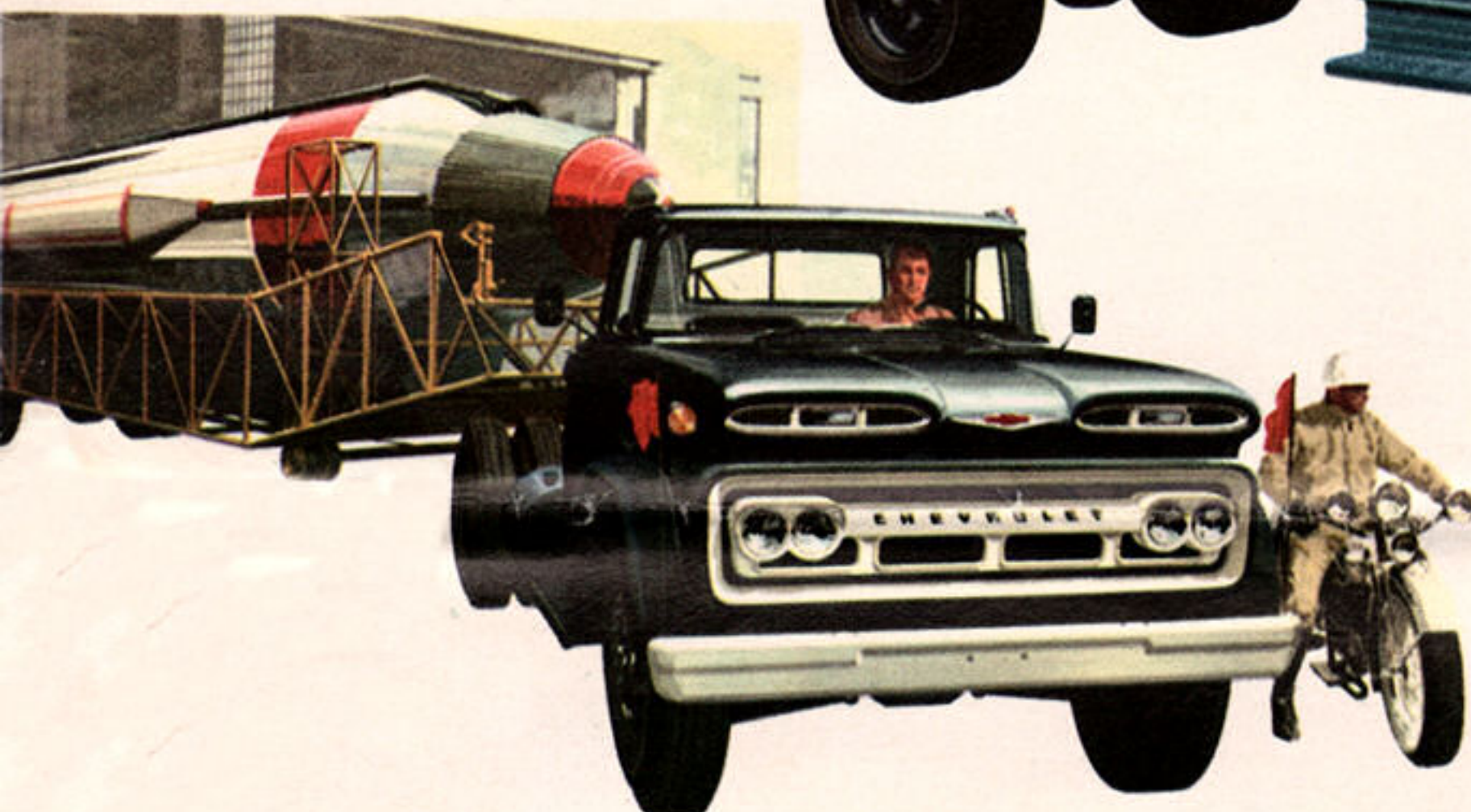
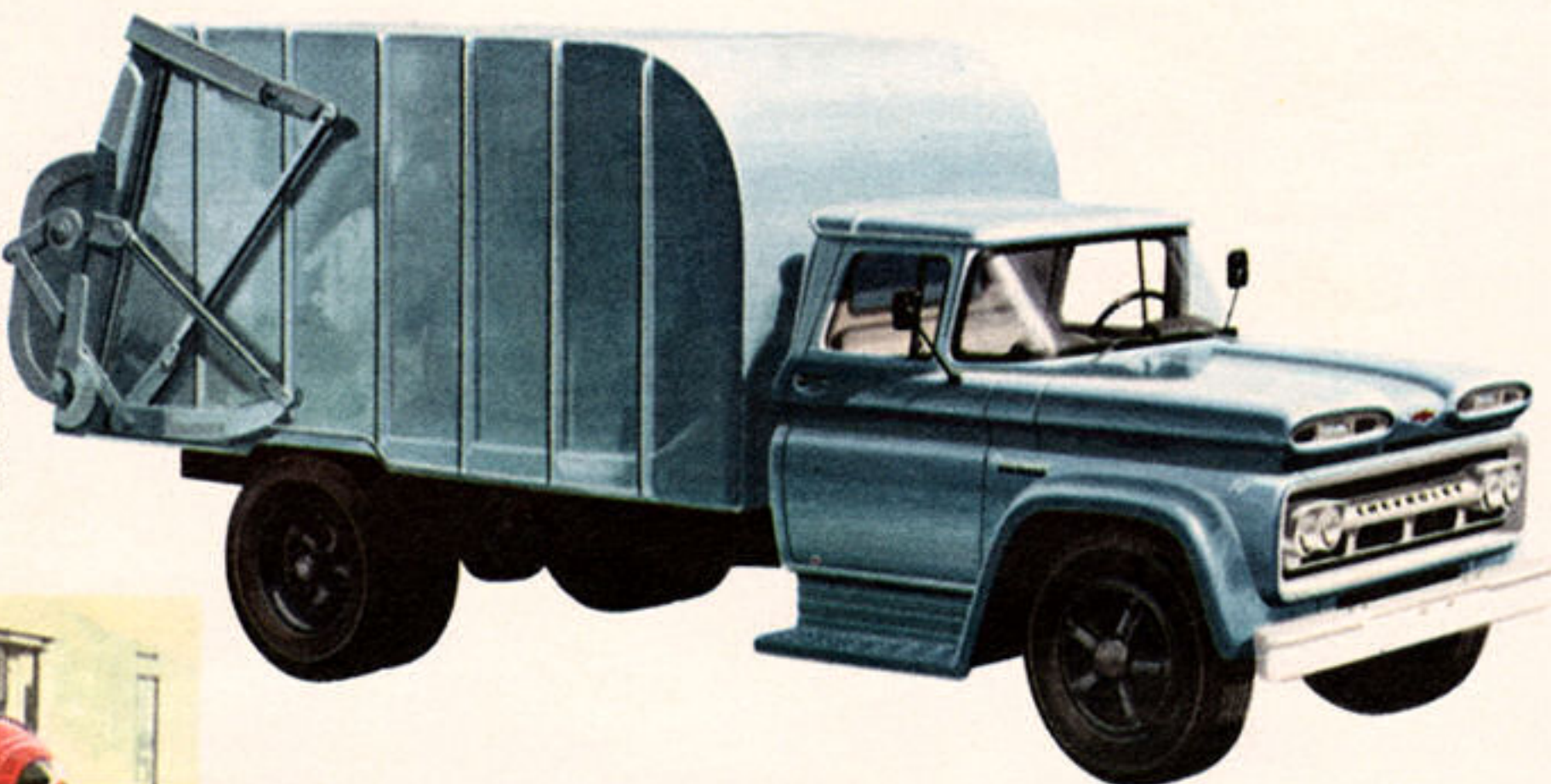


NEW SCHOOL BUS MODELS. Chevy's school bus line for 1960 includes 6 totally new medium- and heavy-duty models, including new longer wheelbases to accommodate bodies of up to 66-passenger capacity. New larger power brake units in all models and new stronger frames provide added measures of safety. New Torsion-Spring Ride brings new highs in comfort to school transportation.

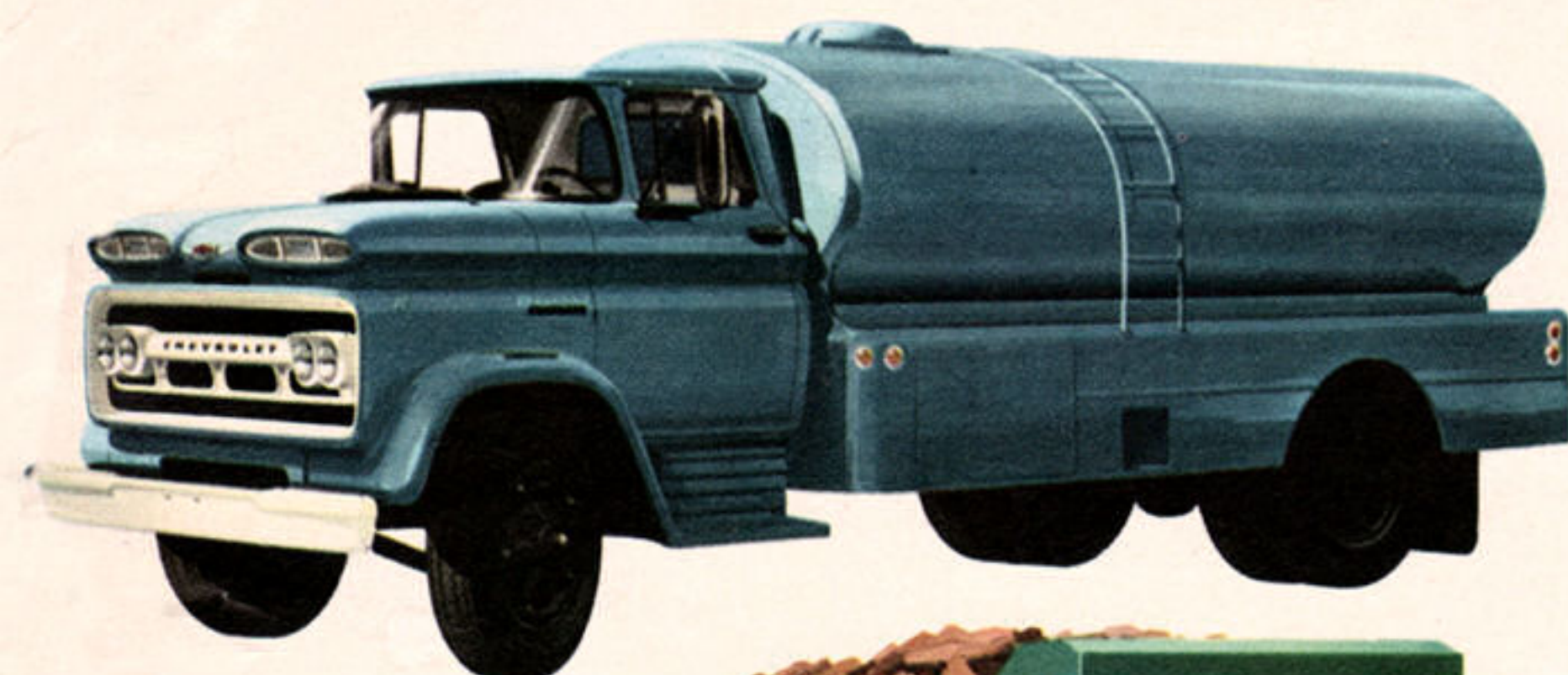
a revolution in the big-truck field!

TOTALLY NEW HEAVYWEIGHTS!

NEW C70 MODELS. Five new chassis-cab models offer a new huskier 16,000-lb. rear axle, 8,600-lb. variable-rate rear springs and 7,000-lb. independent torsion bar front suspension. You get new box-rail reinforced frames, too. G.V.W.'s go up to 23,000 lbs., G.C.W.'s to 42,000 lbs.



NEW C80 MODELS. They're built and equipped to top big-truck standards with brawnier box-rail reinforced frames, 7,000-lb. capacity independent front suspension, 18,000-lb. rear axle and 9,200-lb. variable-rate rear springs. G.V.W.'s reach 25,000 lbs.; G.C.W.'s reach 48,000 lbs.



NEW L80 MODELS. Four new haulers combine high payload compactness with new engine accessibility in Chevy's top-tonnage Low Cab Forward line. Tractors measure as little as 90 inches, from bumper to back of cab. High 25,000-lb. G.V.W. (with 48,000-lb. G.C.W.) handles outsized cargoes; new box-rail frames, 18,000-lb. rear axle, 9,200-lb. rear springs and torsion bar independent front suspension are all built to last!

NEW L70 MODELS. These compact new haulers allow maximum length trailers, give great maneuverability, with short wheelbase, short cab design. Bumper-to-back-of-cab dimension is as short as 90 inches! Cab entry is easier, engine accessibility is better; new toughness stems from new frame, new 16,000-lb. rear axle, new 8,600-lb. rear springs, new 7,000-lb. capacity independent front suspension.

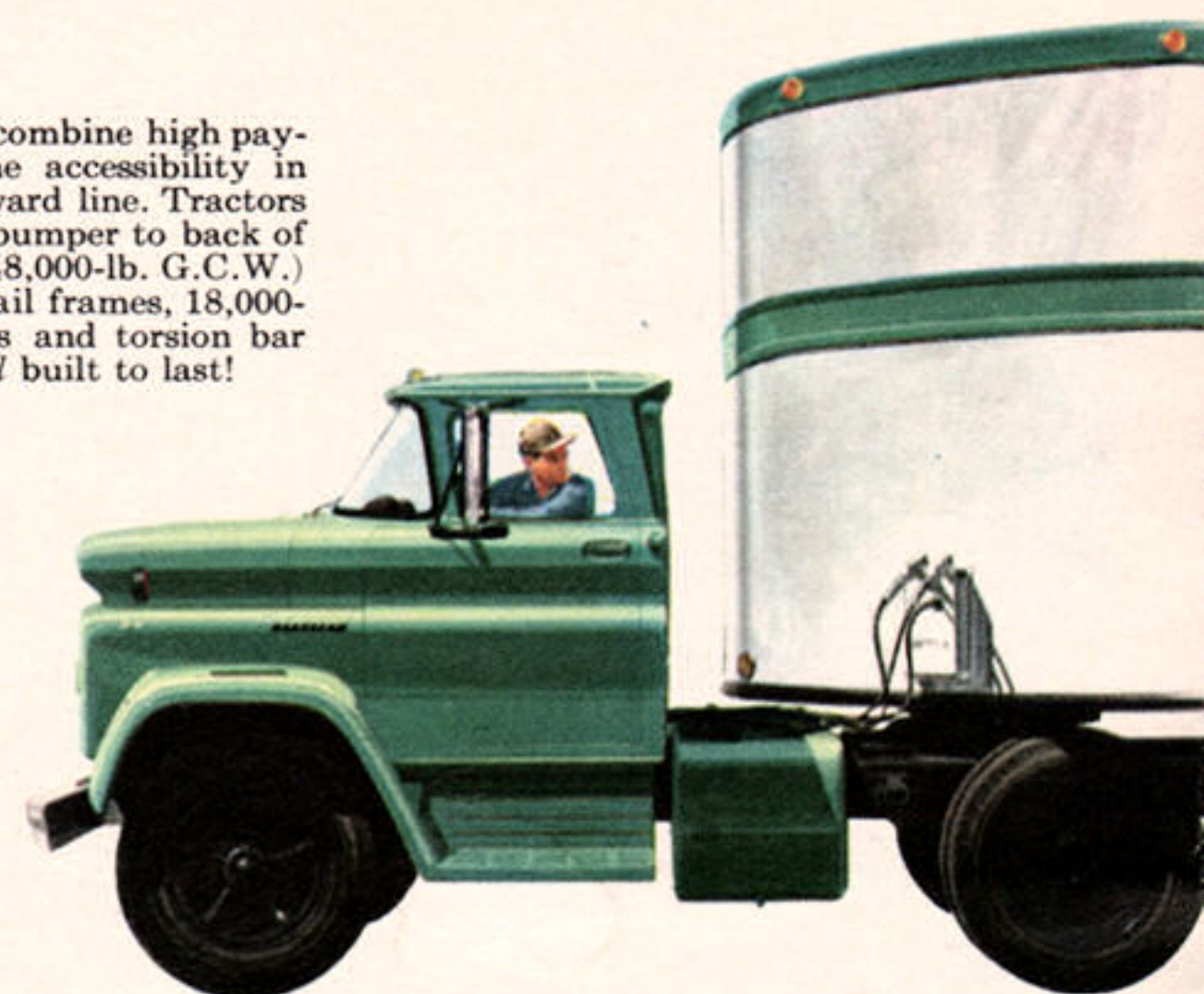
NEW TANDEM MODELS! They're the best built tandems in Chevy history, with tough 7,000-lb. rated independent torsion bar front suspension, Hendrickson RT320 rear suspension and two 16,000-lb.-capacity Eaton rear axles. That's a component lineup you can't beat for maximum payload runs! For extra-heavy service, brawny 9,000-lb. front suspension will be available at extra cost approximately December, 1959.



These new Torsion-Spring heavy-duty trucks make mammoth hauls much easier than ever before—easier on the driver, load and truck alike! The ability of the new suspension to cushion road shocks keeps everything in good shape far longer and, as a result, your truck dollars are due to go miles farther than they've ever gone before!

If ever trucks were built to take the meanness out of mammoth hauling jobs, these are the ones! During the years of their development, Chevy's totally new 1960 heavyweights were subjected to the most exhaustive, extensive testing program ever undertaken by trucking engineers. The results provide conclusive proof that the new components—the new suspensions, frames, and tandem axles—are, by far, the toughest truck parts ever incorporated into the design of vehicles in this weight class.

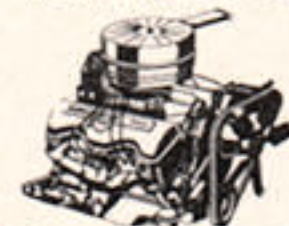
Dependability, low maintenance, minimum downtime—these are the big-truck benefits that are due to take on new and better meanings when Chevy's new heavyweights reach the field in force. With their totally new ride and ruggedness, and with the latest in V8 power, they're out to slash everything that gets in the way of an owner's profits. That, you'll find, is a fact, whether you use top-tonnage tandems, big conventional trucks or easy-wheeling Low Cab Forward models.



1960's toughest big-truck power!



Workmaster V8



Workmaster Special V8

WORKMASTER V8, STANDARD IN SERIES 80 AND M70 TANDEMS. Provides 230 h.p., 348 cubic inches of displacement for big payload performance and top economy. New intake manifold and automatic carburetor fresh air system add to efficiency. Heavy-duty features include Stellite-faced exhaust valves, 4-barrel carburetor and hardened exhaust valve seat inserts.

WORKMASTER SPECIAL V8, STANDARD SERIES C70 AND L70. Precision-machined combustion chambers provide balanced power output and lasting smoothness. Puts out 185 h.p., with exceptional durability stemming from heavy-duty valves, premium alloy bearings and many more features!

*They're out to save you time, work and money
like nothing else you've ever known in trucks . . .*

CHEVROLET TRUCKS FOR '60 WITH TOTAL NEWNESS!

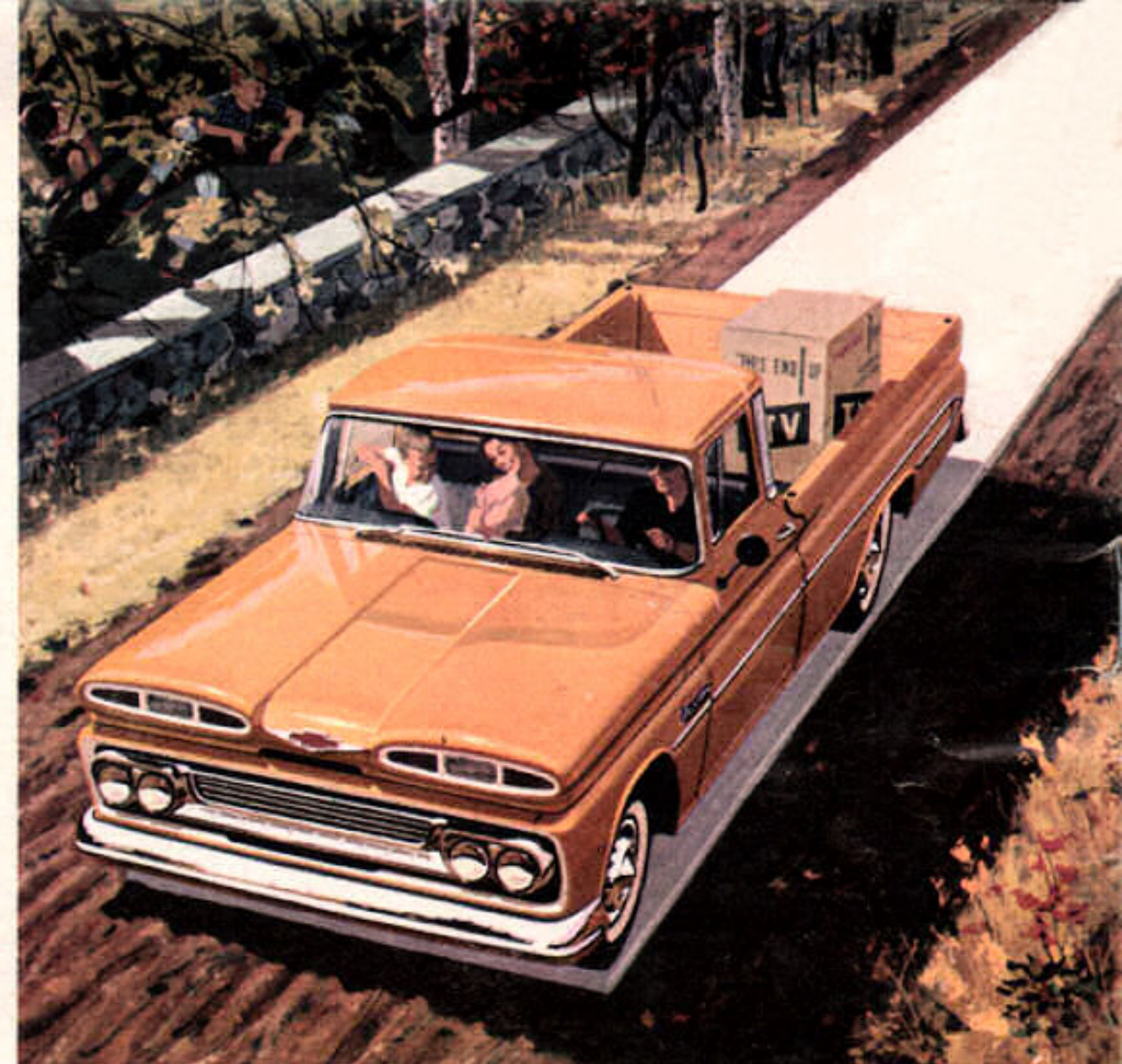
The remarkable advancements you've read about on these pages add up to a totally new concept in trucking . . . one that words can describe only partially, at best.

Actually, you have to *climb into a new Chevy truck and drive it for yourself* to even begin to appreciate the big change Chevrolet has engineered for '60. First chance you get, take a Chevy out and put it through its paces on the boulevards, highways, back-country by-ways and off-

the-road locations in your area. Then, and only then, will you realize *all* that the remarkable ride-cushioning ability of new Torsion-Spring Ride is ready to do to reduce your maintenance costs, protect your cargoes, speed up your schedules and reduce driver fatigue!

And, rest assured, the total durability of these new trucks will show up later, after you've run the model of your choice long and hard on a grueling job. For the ride of your working life, see us soon!

Anything less is an old-fashioned truck!



It's the next best thing to paving every road in America!