

1961 CHEVROLET



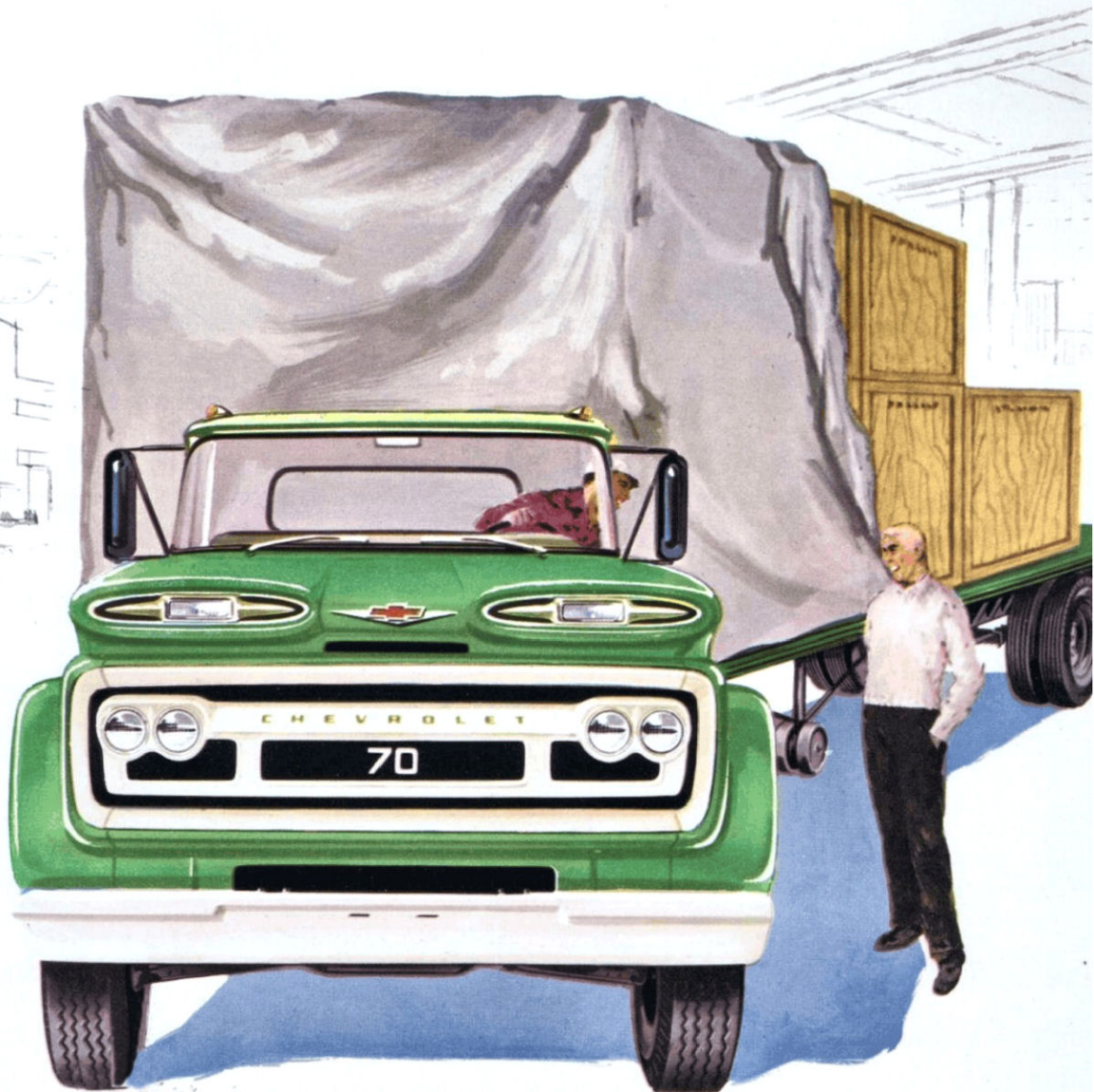
TRUCKS

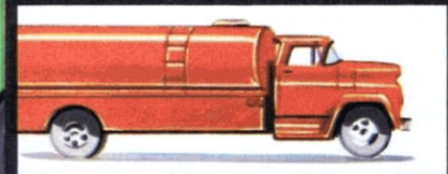
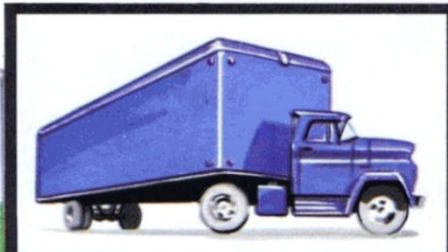
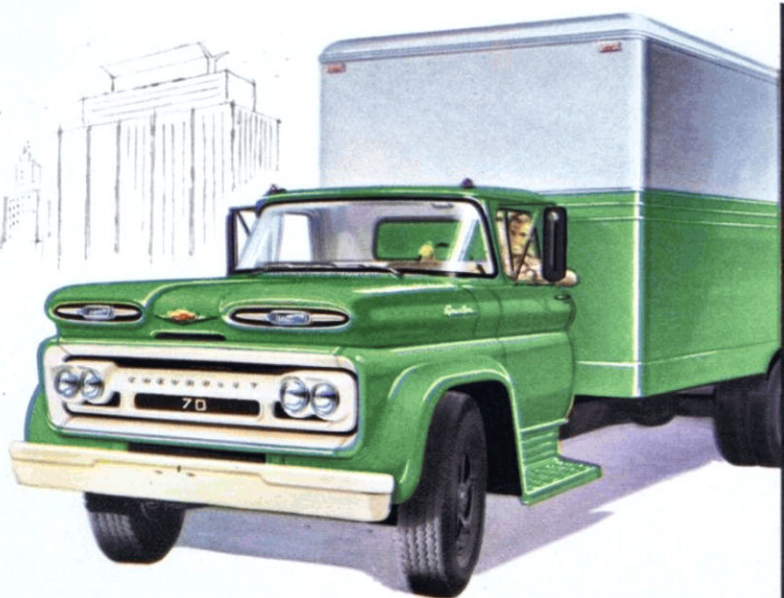
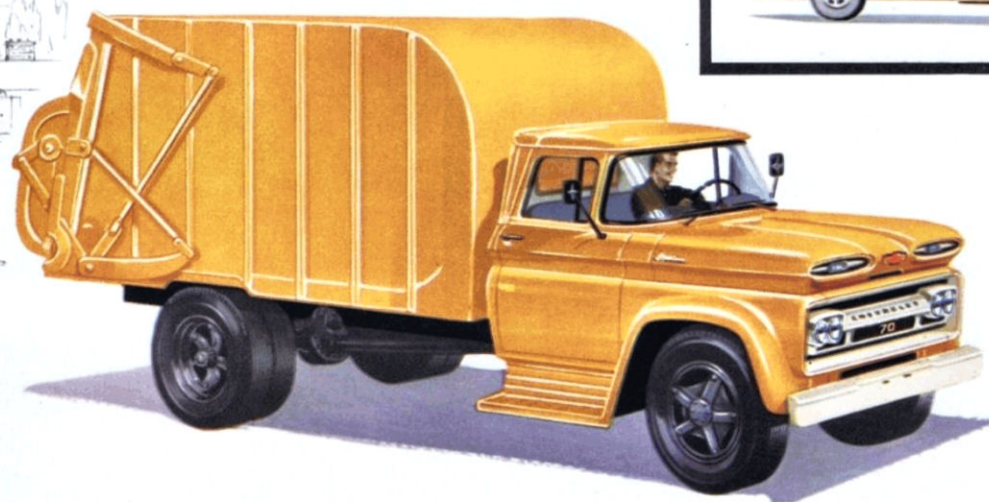
C 70

SERIES

CHASSIS AND CAB

Worth More because they work More







Easy
to get in
and out!

Comfort-King design in Spartan cabs features low, full-width floors, and extra-wide door openings that make it most convenient for the driver to step in and out.



The rugged, heavy-duty *Custom cabs on Spartan trucks, shown at the left, have been fitted out with special attention to extra driver safety and convenience . . . extra work ability . . . economy and durability.

Businesslike interiors keep bright and clean in a smart contrast of charcoal gray and silver . . . supply plenty of head, hip and legroom for three big men. The extra-wide seat includes a deep foam rubber pad for easy seating comfort.

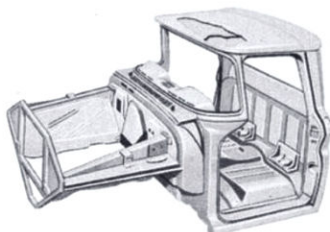
Unhindered visibility is certain in all kinds of weather, through the high, wide windshield that is kept clear by dependable electric wipers with extra-wide blades.

Everything works together to keep drivers fresh on the toughest heavy-duty assignments.



FULL-WIDTH HOOD OPENING makes it easier to carry out under-the-hood maintenance as well as periodic battery care. Effective counterbalancing holds the hood open in any desired position.

CONSTRUCTION DESIGNED TO TAKE A BEATING includes a *double-walled cowl arch* bridging the front cab structure . . . *shake-free front end* resulting from rigid assembly of skirts and radiator support . . . *resilient 4-point double-cushion cab mounts* to reduce cab strain . . . *deep-sculptured double roof* for extra rigidity and insulation . . . *rugged box-section pillars* framing doorways for permanent door alignment . . . *reinforced floor and toe-board structure* solid-built to stay quiet.



EXTRA SPACE . . . EXTRA COMFORT . . . EXTRA DRIVING EASE

1961 COMFORT-KING CABS



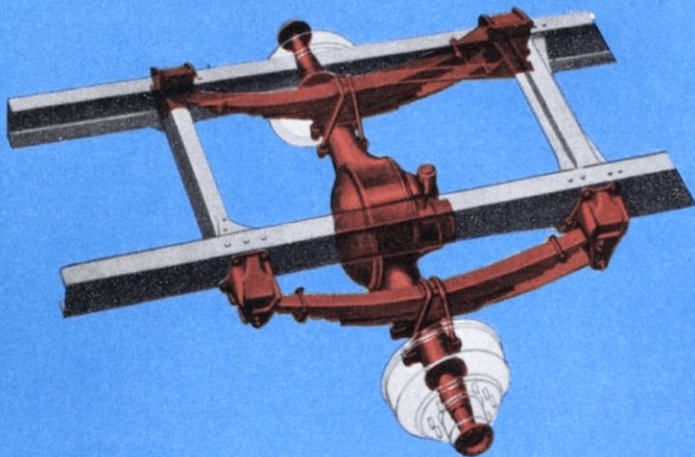
SPARTAN SEATS feature a foam rubber pad over flat, coil and S-wire springs for maximum support and comfort. Covering of durable charcoal gray and silver vinyl is standard and *Custom cabs feature rich pinseal grain vinyl with nylon-faced pattern cloth. *The foam rubber seat option boasts a 6" foam cushion.



STYLISH 1961 "SEE-AT-A-GLANCE" INSTRUMENT PANEL with its roomy dispatch compartment, and most handsome interior appointments, make the husky Spartan cab the most pleasant "office-on-wheels" yet!

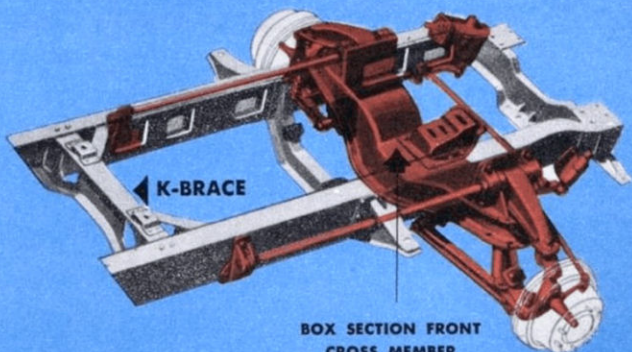
SUSPENDED PEDALS add to driver comfort by eliminating openings in the floor to keep out dust, moisture and drafts.





HIGH-CAPACITY COMBINATION of the Spartan sturdy frame, fabricated of premium quality high-tensile-strength steel . . . massive wide-range variable-rate rear springs . . . and big 16,000 lb. full-floating rear axle, insures superb rugged-load handling, and dependable torque transfer to the rear wheels, under all kinds of road or job conditions.

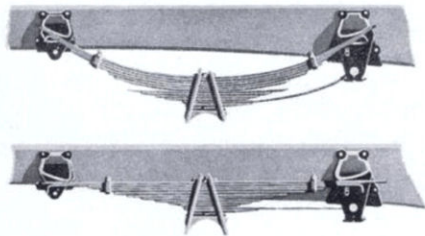
MASSIVE BOX-SECTION FRONT CROSSMEMBER in every Spartan frame, builds tough-muscled strength and rigidity into the front-end construction . . . helps preserve accurate frame alignment even under heavy-duty service demands . . . and it forms a rock-firm base for the torsion-spring front suspension system.



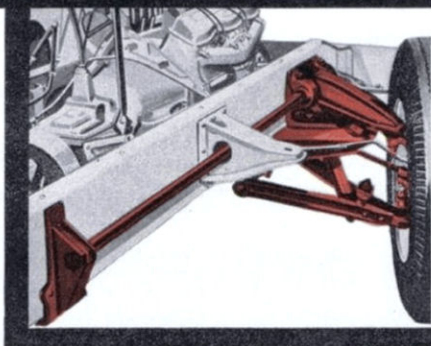
BOX SECTION FRONT CROSS MEMBER

TORSION SPRING RIDE

INDEPENDENT FRONT SUSPENSION

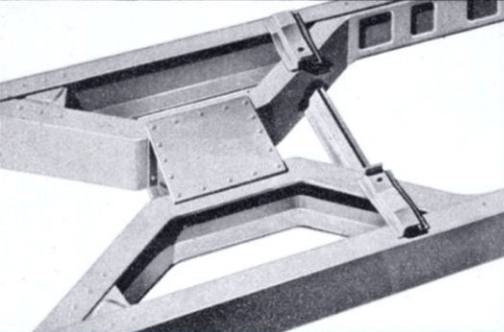


WIDE-RANGE VARIABLE-RATE REAR SPRINGS step up load capacity and mean smoother riding, whether the truck's fully loaded or empty. Special cam-contoured spring brackets shorten the effective spring length as the springs flatten under load. The result is—the springs get progressively firmer to match the load that is carried. As an additional benefit, there is increased resistance to sway on corners and curves.

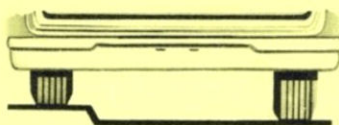


INDEPENDENT FRONT SUSPENSION smooths the way to bigger earnings for truckers. Each front wheel suspended independently of the other, is free to roll *individually* over bumps and ruts. At the same time, the shock-resistant torsion-bar springs absorb jolts and jars before they reach the cab and cargo. Complemented by the specially designed variable rate rear springs, it results in a new high standard of truck performance . . . improved handling . . . with less roll, sway and shimmy.

THE RIDE THAT'S REVOLUTIONIZED TRUCKING. On hundreds of thousands of truck jobs everywhere, Chevy Torsion-Spring Ride has proved to be the best answer to low-maintenance, high-profit hauling. In glowing terms, Chevy truck owners report on the remarkable ability of this advanced truck suspension to protect cargoes and drivers from wracking bumps . . . to allow faster safe speeds, lengthen truck life and reduce upkeep expense. More than ever, it's a sure answer to a bigger day's work, a better day's pay.

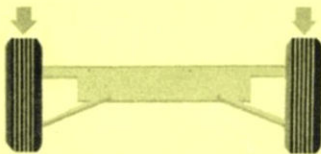


Massive inner channel reinforcements that build up full box-rail rigidity in the front section of the high capacity Spartan frame, tie into the huge central crossmember in the form of a strong "X" brace as illustrated above for the long wheelbase models, and a sturdy "K" brace for all others, as shown at the left.

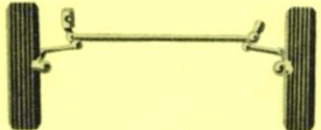


FREE-STEPPING FRONT WHEEL ACTION

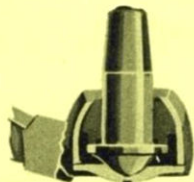
lets each wheel take bumps without passing on the effect to the other, as happens with solid front axles. Cuts road shock and wheel fligt. Short-and-long-arm suspension linkage keeps tread width uniform regardless of wheel deflection; tire contact stays at its best under all conditions.



WIDE-STANCE ROLL STABILITY is achieved by the independent front suspension design that reduces lean and sway. In an independent system, the effective spring base width equals the full width of the tread . . . nearly doubles the spring base possible with an I-beam axle.

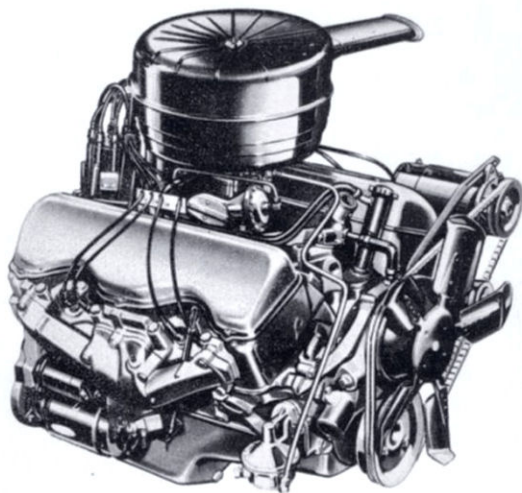


STURDY STEERING CONTROL ARMS matched up with low-friction ball gear steering and balanced relay-type linkage, contribute to outstanding steering ease and accuracy. Short tie rods to each wheel keep the ride and steering action independent of each other.



HEAVY-DUTY SPHERICAL JOINTS at steering knuckle pivots, keep steering friction down, lost motion at a minimum. Rugged ball-and-socket joints at top and bottom, connect each wheel spindle support to its control arms, accommodating steering and ride action in the most efficient way.

STURDI-BILT V8 ENGINE



WORKMASTER SPECIAL V8 standard on Spartan Series C70 trucks, is a big 348 cu. in. power plant rated at 185 h.p. and 315 ft. lbs. torque. Here's muscle aplenty to keep big payloads moving. For a big reserve of heavy-duty stamina, highest quality is featured throughout, in bearings, valves and valve seats. Timing, lubrication, and cooling systems are specially engineered for longer engine life.

"WORTH MORE . . . WORK MORE" ENGINE FEATURES

Peak-domed pistons and fully machined combustion chamber provide benefits of Wedge-Head design.

Big easy-breathing intake manifold for greater efficiency . . . more uniform distribution of the fuel-air mixture.

To reduce formation of hot spots and prolong valve life, exhaust valves are fitted with Rotocoils for positive valve rotation.

Long-lasting aluminized inlet valve heads protect against formation of deposits.

Positive-shift starter drive with sure, shock-free engagement; freedom from clashing and kick-outs.

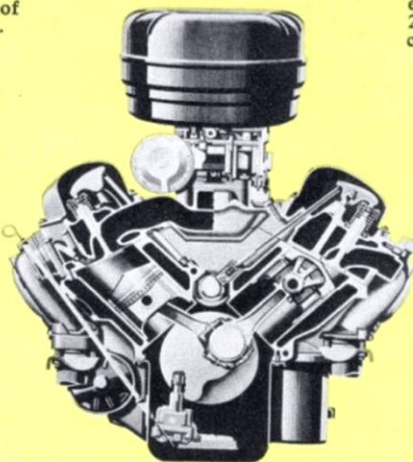
Protection from abrasive dust in the carburetor air supply is ensured with the big 2-pt. oil-bath air cleaner.

Steel-lined top piston ring groove . . . chrome-plated top compression and oil control rings, to prolong engine life.

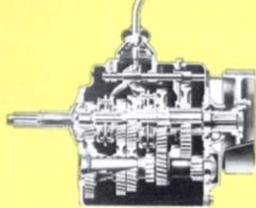
To handle heavy pounding at high temperatures, exhaust valve seat inserts of hardened high-alloy steel.

Extra-high heat resistance of *Stellite-faced* exhaust valves, for longer valve life.

Forged, high-carbon steel crankshaft precision balanced for lasting smoothness. Induction hardened main and connecting rod journals step up strength . . . prolong engine life.



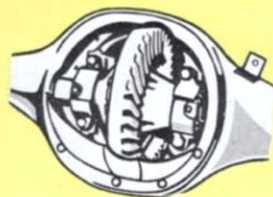
Up to 7 times longer bearing life with Moraine-"400" premium-alloy main and connecting rod bearings.



CLARK 5-SPEED TRANSMISSION #265V as standard, or optional #267V provide the suitable gear combinations for a wide range of heavy-duty operations. Synchro-Mesh shifting makes the going smooth and easy, and carburized, hardened alloy steel gears, with ball or roller shaft bearings ensure long life on heavy hauls. PTO openings at right and left.



TWIN HEADLIGHTS highlight the contemporary styling of the rugged Chevrolet grille and provide powerful illumination for night driving ease and safety.

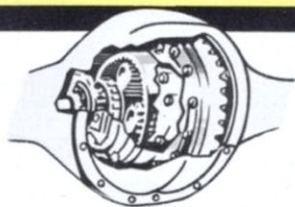


BRAWNY 16,000 LB. SINGLE-SPEED REAR AXLE features heat treated, shot peened axle and heavy duty spiral bevel gears with straddle-mounted pinion. Gear ratio is 7.17 to 1.

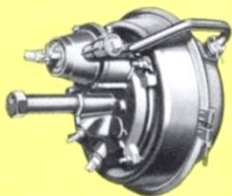
CHEVROLET

truck-tough COMPONENTS

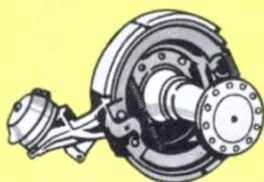
FOR LONG LIFE - EASY HANDLING - MORE MILES PER DOLLAR



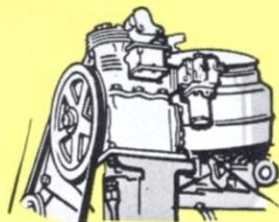
***OPTIONAL TWO-SPEED REAR AXLES** offer extra versatility to keep big loads moving everywhere. There is a choice of 6.50/9.04, or 7.17/9.97 ratios. With tough spiral bevel gearing, straddle-mounted pinion, and easy electric shift control.



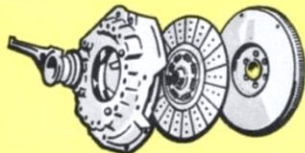
DEPENDABLE POWER BRAKE SYSTEM with a big 11½" vacuum cylinder standard on Spartan Series C70 trucks to supply over two-thirds of the braking effort. Engineered to retain the natural feel of the brakes.



***FULL-AIR BRAKES** with extra-powerful stopping ability are optional on Series C70 units. Use high-pressure compressed air and thicker-than-standard linings all around, for extra long life and full effectiveness.



***HEAVY-DUTY AIR-OVER-HYDRAULIC BRAKES** combine compressed air, and dependable hydraulic pressure for over 85% of required braking effort. The compressed air also is a source of power for trailer brakes.

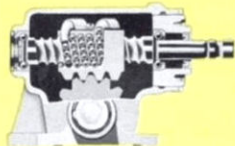


HIGH-CAPACITY COIL-SPRING CLUTCH provides added drive-line stamina on all Spartan C70 trucks. Engineered to handle the power of the 348 cu. in. Workmaster Special V8 engine, this unit operates cooler for longer life in rough service. Features fluid-smooth hydraulic actuation.

**Optional at extra cost*



KEY TURN STARTING is a driver convenience on all Chevy trucks that provides sure engagement. The solenoid control automatically keeps the starter engaged until the engine is running.



BALL-GEAR STEERING EASE results from scores of polished steel balls that minimize friction. Handling is light, firm and positive. Universal joint protects the steering wheel from road shock to lessen driver fatigue.

**GENERAL MOTORS PRODUCTS
OF CANADA, LIMITED**

OSHAWA - ONTARIO

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