CHEVROLET TRUCKS



Pickups, Chassis-Cabs and Stakes— Series C10, C20, C30, C40





Look at a 1961 Chevrolet pickup! There are new styling refinements complemented by a gleaming enamel finish (up to 6 times harder than ordinary enamels!). And there's the road-smoothing action of Chevrolet Torsion-Spring Ride, owner proved on tough truck routes all over America—acclaimed by owners everywhere as the best answer yet to reduced truck wear and maintenance costs. Dozens of modern features make Chevy pickups the best in the business at keeping hauling profits up, costs down: big, roomy, built-to-last cabs and bodies, high GVW's ranging from 4,300 to 7,800 lbs. to match your job requirements . . .

husky grain-tight tailgates, convenient suspended pedals, positive keyturn starting, easy ball-gear steering, drop-frame construction for lower loading heights, and many more. Whether you select a stylish new Fleetside model with double walled sides or a handy Stepside model with convenient side running boards, you'll get more work done, more economically, with a '61 Chevy pickup!

And for power, there's a choice of the savingest 6-cylinder and V8 engines going: standard Chevrolet Thriftmaster 6 or optional, extra cost, Trademaster V8.

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11% - M Q

FLEETSIDE PICKUPS

MODEL	I WB	OL	BL	
C1434	115	18634	78¼	
C1534	127	206	98	
C2534	127	206	98	

STEPSIDE PICKUPS

M ODEL	WB	OL	BL
C1404	115	186%	7834
C1504	127	206	98
C2504	127	206	98
C3604	133	216%	10834





STEPSIDE MODEL C3604—This is a big one, with a maximum GVW of 7,800 lbs. Big-capacity pickup box is a full 108" long and 50" wide for hauling out-sized loads. Powered by the standard Thriffmaster 6 or Trademaster V8 (optional, extra cost).

In addition to the models described in this catalog, Chevrolet also offers twelve 4-wheel drive models. All come equipped with stronger-than-ever front axles and frames for bruising off-the-road treks. See 4-wheel drive catalog for details.



STURDI-BILT CHASSIS-CABS & STAKES with a worth-more, work-more build

With GVW's ranging from 4,300 lbs. all the way up to 14,000 lbs., Chevrolet's 1961 Apache model chassis-cabs and stakes are built for extra-big, extra-profitable payloads. Every model features revolutionary Torsion-Spring Ride, now owner-proved for money-saving performance and durability. Rear coil or leaf springs work with torsion bar independent front suspension to reduce road shock; the result is faster safe speeds, more work done per day. Cab interiors are high, wide and comfortable. Wheelbases range from 115 to 157 inches to accommodate many special bodies, including yours. And you can choose either of two rugged, economy-minded engines: standard 135-hp Thriftmaster 6 or optional, extra cost, 160-hp Trademaster V8.



CHASSIS-CAB MODEL C103—Special utility body mounted on a 115" wheelbase chassis-cab demonstrates versatility; and 5,200-lb. maximum GVW allows for plenty of heavy equipment.



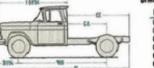
CHASSIS-CAB MODEL C3603 with special van body—With 10,000-lb. maximum GVW, you can pack in extra pounds of payload. Chevy chassiscabs are ideal for nearly all special bodies.



STAKE MODEL C4309—For farm, factory and many other specialized jobs, Chevrolet offers rugged 8-, 9- and 12-II. hardwood stake bodies with maximum GVW's up to 14,000 lbs.

CHASSIS-CAB MODELS

DIMENSIONS

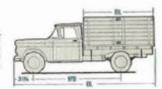


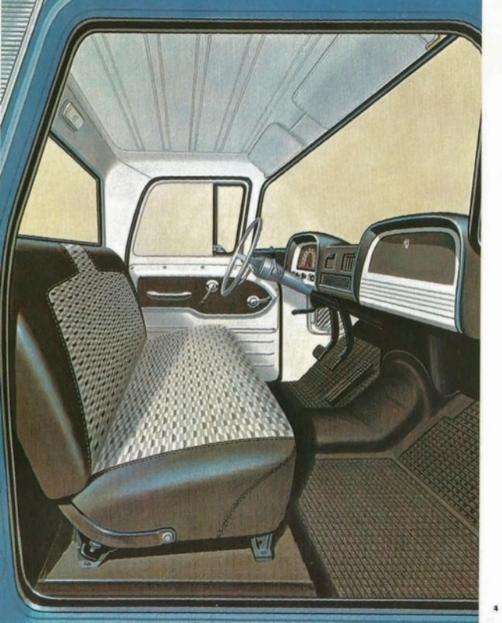
MODEL	WB	CA	CE	OL
C1403	115	42	751/2	180%
C1503	127	51	951/2	200%
C2503	127	54	9516	200%
C3603	133	€0	107	21134
C4103	133	€0	95	199%
C4 303	157	84	131	235N

STAKE MODELS

DIMENSIONS

MODEL	. WS	OL	BL
C2589	127	21014	10
C3689	133	22116	10
C4189	133	22116	10
C4389	157	25615	14





1961 COMFORT-KING CABS

for a better day's work

1961 Chevrolet Comfort-King cabs come freshly fitted out with features that mean extra comfort, convenience and safety for drivers . . . added truck life and economy for owners.

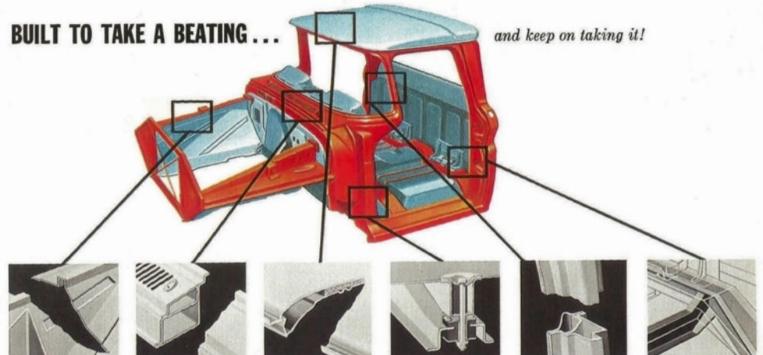
Over-all cab design, for example, makes possible lower floors for easier cab entry and exit. Extra-wide seats with deep foam cushions provide solid seating comfort. The high, wide windshield means safer, more convenient viewing; and the electric windshield wipers with extralong blades keep more of the windshield clear in bad weather. There's a world of room inside; plenty of head, hip, hat and leg room for three big men. Add to these such conveniences as suspended pedals, stylish see-at-aglance instrument panel, and handsome interior appointments and you have the most pleasant "office on the road" yet. And, as you'll see on the next page, these new Chevy cabs are constructed to last, with minimum maintenance over the years.



Standard Seat features a foam pad over a framework of flat, coil and 5-wire springs designed for maximum support and comfort. Durable viryl fabric covers soal and extends over cushion edge for longer soat life.



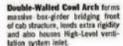
A Foam Rubber Seat feeturing a 6-inch foam rubber cushion, a thick foam padding in the backrest side foam padding in the backrest side pattern cloth trim is included in the extra-out coustem comfort option.



skirts and radiator support, forms a solid base for mounting fenders, grille and hood.

Shake-Free Front End Structure

results from rigid assembly of side





Deep-Sculptured Double Roof Pagel is extra-rigid and heavily issulated, helps stiffen entire cab structure and keeps out noise, heat and cold.



at four points. Deep cushions absorb frame deflections, isolate cab structure from strain.



Rugged Box-Section Pillars frame doorways in permanent alignment, help keep doors working smoothly and sealing tight with minimum maintenance.



quiet, with rigid crossmembers, plus fore-and-aft sills extending forward to support toeboard.

CHOOSE FROM 4 CUSTOM EQUIPMENT GROUPS

You may specify one or any combination of the four extra cost option groups listed here. In this way, you can have your truck fitted out with the precise custom equipment you want.

CUSTOM APPEARANCE OPTION:

silver-anodized aluminum radiator grille and head-lamp door assembly . . . chrome-plated windshield reveal moldings . . . bright-metal upper rear quarter panel trim plates . . . special steering wheel with chrome horn ring . . . chrome-trimmed instrument panel control knobs . . . two-tone front door panel treatment.

CUSTOM COMFORT OPTION:

left-hand arm rest . . . right-hand sunshade . . . chrome cigar lighter . . . full 6-inch foam rubber seat cushion with special trim . . . special cab insulation . . . left-hand door outside key lock.

CUSTOM CHROME OPTION:

chrome-plated bumpers for Series 10 through 30 models . . . chrome-plated hubcaps for Series 10 through 30 models.

CUSTOM SIDE MOLDING:

a bright body side molding for Fleetside pickups only.

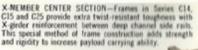
THE RIDE THAT

SMOOTHS THE WAY TO A BIGGER | Series C10 & C30 & C30 & C30

series C10 & C20 chassis C30 & C40 chassis

On hundreds of thousands of tough truck jobs everywhere, Chevrolet Torsion-Spring Ride has proved to be the best answer yet to low-maintenance, high-profit hauling. In glowing terms, owners of light-, medium-, and heavy-duty Chevies are reporting on the remarkable ability of this advanced truck suspension to protect cargoes and drivers from body-wracking bumps, allow faster safe speeds, lengthen truck life and reduce maintenance expense. And for '61, Torsion-Spring Ride is even better—refined to put out even more of the smooth, tough performance it's famous for. More than ever, it's a sure answer to a bigger day's work, a better day's pay.

CONTROL ARMS AND LATERAL STABILIZER (Series C14, C15, C25)—These rear suspension control arms maintain proper alignment of the axle. Driving and braking loces are taken by the double channel control arms, while side thrust is taken by the lateral stabilizer, leaving springs free to cushion truck and load with maximum effectiveness.





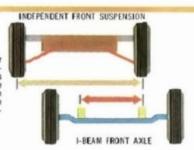
BALL JOINT SUSPENSION—Spherical ball joints in Chevy's independent front suspension system take the place of kingpins, bushings and thrust bearings. They reduce friction and make steering easier. These lubricated joints are designed for long life and minimum maintenance.

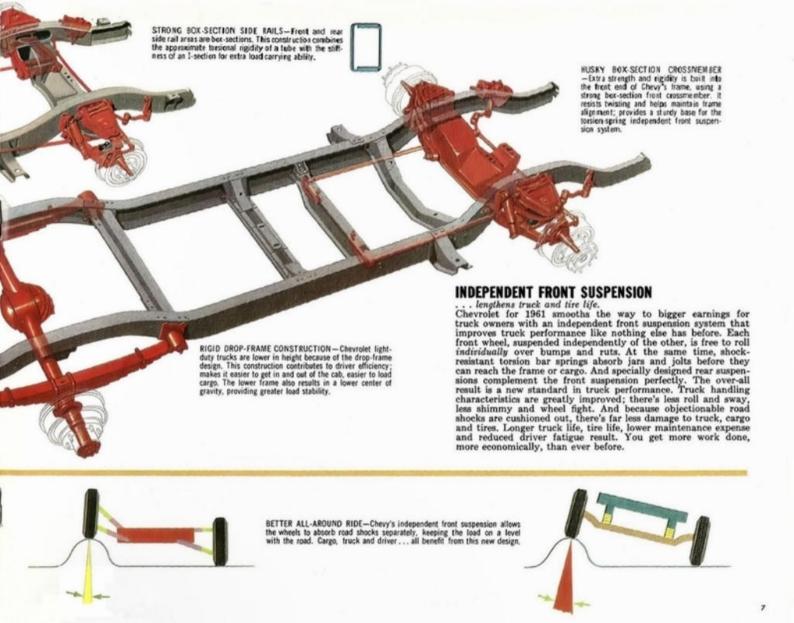


INCREASED ROLL STABILITY—Effective spring center width is almost doubled with independent front wheel suspension. An upper and lower control arm system projects effective spring centers outward to the center point of the tiret. This gives greater not stability, and resistance to lean and sway. Through increased stability, these tracks can move carga faster and more safely, make more big payload rurs a day.

durability. Length, thickness and shape of each leaf, and positioning of clips

are such that the spring has a very effective cushioning action.





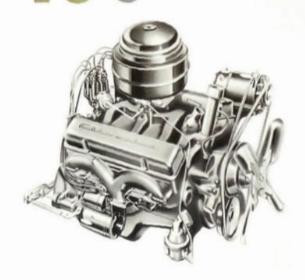
SURE-SAVING

6's



Nothing says gas-saving economy and durability like Chevrolet's famous 135-hp Thriftmaster 6...a proved performer that has powered more payloads than any other engine in the history of hauling. Standard in light-duty Chevies for '61, this advanced 6-cylinder engine squeezes extra power, extra miles from every drop of gas with a high 8.25:1 compression ratio. And you can boost gas economy as much as 10% higher if you specify the Maximum Economy Option (optional at extra cost on Series C14, C15).

POWER-PACKED V8'S



Here's a husky, power-packed V8 (optional at extra cost) that delivers a new brand of performance and economy for light-duty trucks—Chevy's tough Trademaster V8. It boasts the shortest piston stroke in its class for lasting durability and engine efficiency. With a 283-cubic-inch displacement, and wear and maintenance reducing features such as hydraulic valve lifters, full-flow oil filter, oil-bath air cleaner and tough Moraine 100 bearings, you'll find this 160-hp V8 can keep costs down, performance up.

ENGINE features for 1961

FEATURE	THRIFTMASTER 6	TRADEMASTER V8			
	PERFORMANCE DATA	PERFORMANCE DATA			
	Displacement. 235.5 cu. in. Gross H.P. 135 Net H.P. 115 Gross Torque. 217 ftlb. Net Torque. 195 ftlb.	Displacement			
ECONOMICAL VALVE-IN-HEAD DESIGN		Chevrolet, gives more torque, more atenance—more miles per tankful of			
TOUGH-BUILT CRANKSHAFT	Drop-forged steel for extra rigidity, toughness and resistance to wear. Fully balanced for smooth performance.				
FULL-PRESSURE LUBRICATION	critical moving parts-main and co	a pressurized film of oil between all nnecting rod bearings and camshaft receive metered-pressure lubrication.			
LONG-LIFE VALVES	High-quality steel inlet valves for extre of high alloy steel for extra durabilit	ra durability, Exhaust valves are made y at high temperatures.			
DURABLE PRECISION BEARINGS	Removable, precision type Moraine-II durable and highly resistant to scorin	00 main and connecting rod bearings; &			
ENGINE-SAVING OIL-BATH AIR CLEANER	Engine is protected from abrasive element and oil bath constantly clear	wear-producing dirt and dust. Filter use air. Oil capacity, 1 pint.			
ECONOMY- CONTOURED CAMSHAFT		valves result in top fuel economy as triving speeds. Sares gasoline in stop-			
POWER-JET	Rochester single-throat carbureter with dual balanced floats to mini-	Rochester 2-barrel carburetor pro- vides balanced fuel-air mixture to			

mize flooding or waste of gasoline.

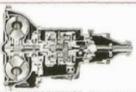
each bank of 4 cylinders.

CARBURETOR

truck-tough COMPONENTS



SEMI-FLOATING REAR AXLE—On Series C14 and C15 models, load capacity is 3,500 lbs. Strong, quietrunning hypoid gears are matched with Chevy power for too performance at low operating cost.



POWERGLIDE TRANSMISSION—You can concentrate on driving and leave the gear shifting to this heavy-duty automatic truck transmission—owner-proved over millions of miles. Makes deliveries go faster. Optional at extra cost, Series Cl4, C15, C25 models.



KEY-TURN STARTING—This driver convenience is featured on all 1961 Chevrolet pickups. Does away with inconvenient and unsure engagement. Solenoid starter control automatically keeps starter engaged till engine is running.



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



FULL-FLOATING REAR AXLES—One-piece axle housing supports load and absorbs road shocks on Series C20, C30, C40. Axle shafts are only required to transmit driving torque to the rear wheels.



SYNCHRO-MESH TRANSMISSIONS—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 4-speed optional at extra cost. Series C36 and C40 feature 4-speed as standard.



HYDRAULIC CLUTCH CONTROL — Chevrolet's hydraulic clutch system is designed for increased clutch life and smoother shifting. Suspended pedals eliminate dusty floor openings. 10° clutch standard in Series C10, C20, C30; 11° standard in C40°s.



EASY BALL-GEAR STEERING—Scores of polished steel balls misimize friction—keep steering light, firm and positive. Universal joint protects steering wheel from road shocks—lessees driver fatigue.

DURABLE BODIES for big-profit payloads

Sturdy, high-capacity Fleetside!

Fleetside bodies for '61 come in 78- and 98-inch lengths to meet many job requirements. Over six feet in maximum width, they offer 50% greater load space than conventional bodies. The bottom half of the side panels is double walled to protect the exterior from inside dents. Graintight tailgate has anti-rattle latch with adjustable anchor bolt. Handy, Sturdi-Bilt Stepside!

Chevrolet Stepside bodies for '61 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.





FLEETSIDE PICKUPS				
MODEL.	WHEEL	LENGTH (L)		
C1434 C1534 C2534	115° 127° 127°	7854" 98" 98"		

STEPSIDE PICKUPS					
MODEL	WHEEL- BASE	BODY			
C1404 C1504	115°	7154°			
C2504 C3604	127*	10854"			





SNUG-FITTING TAILGATE-All Chevrolet pickups have graintight tailgates to reduce spillage of bulk loads, such as grain or sand. Tight fit takes the 10 roughest roads with minimum cargo loss.



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



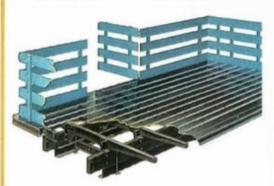
RECESSED SKID STRIPS-Chevrolet pickups have durable wood floors, Steel skid strips make it easy to slide cargo when loading or unloading. Skid strips are recessed in the select-wood floor.

Husky, truck-built 1961 Chevrolet Stake Bodies

Chevy's stake bodies, available on models C2509, C3609, C4109, and C4309, are built better to last longer on any job. Platforms are of select seasoned wood 114" thick; bodies are available in 96", 109", and 144" lengths. Stakes and slats of the finest hardwood are joined firmly together by strong bolts and recessed nuts. A durable weatherproof finish covers all wood surfaces. They're '61's best buys in stake bodies.

Wide-swinging side gates on 12' stake bodies save steps, make loading easier.

Round-cornered steel rub rail protects platform edge against wear and damage.



Wood subsills between steel channel cross sills and frame provide extra cushioning of load.

Stake pockets are steel lined to provide a snug fit for hardwood stakes for years!



LONG-LASTING STAKE BODY FLOOR-Select wood planks, 11/4" thick, form a tough long-lasting floor for big, rough cargoes. Recessed steel skid strips let loads slide smoothly in and out, add to floor life. Recessed boits anchor the platform firmly to the steel cross sills.

	SERIES C	14 & CIS	SERVE	S C25	SERVE	5 C36	SERVE	ES C40
GROSS WEIGHT RATINGS GW	4900 b.	te 5200 lb.	\$500 fb. to 7500 fb.		6700 lb. to 10,000 lb.+		10,000 lb. to 14,000 lb.	
DOLE, FRONT	Independen	f Suspension	Independent	Suspension	Independent	Suspension	Independen	nt Suspension
tofee		0 lb.	3000	i lb.	310	0 fb.	400	00 B.
XLE, REAR	Che	veslat	Chen	rolet	Char	rolat	Che	rerolat
Raffin	2500 B.	Postruction, 3100 fb.	5200	h.	710	0 B.	11,0	00 lb.
Batis	3.90 3.38	3.90	4.57	to 1	5.14	to 1	5.4	13 to 1
BRAKES, PARKING Location	Repr	Wheels	Bear 1	Wheels	Propelli	er Sheft	Propel	ler Shaft
RAKES, SERVICE Size From	111"	. 7	111"	×2%"	11"	×2%"	11"	× 2%"
Size Rec	111"	. "	111"	×214"	13" 1	296"	15"	x 4"
Total Lining Ares	147	Sq. In.	239 5	iq fa.	252 1	iq. in.	364	Sq. In.
Barrie					7" Hy	drawae	11" 0	iophrage
NORE Typ	# Theitherester, 6-Cyl.	Trademouter V8	Thriftmenter, 6-Cyl.	Trademoster V8	Thriftmaster, 6-Cyl.	Trademater VB	Thriftmaster, 4-Cyl.	Trademater V8
Displacement	235.5 Cu. In.	283 Cu. la.	225.5 Cu. In.	285 Co. In.	225.5 Co. In.	283 Cv. In.	235.5 Cu. ln.	283 Co. lo.
Grens Horsepowe	135	160	135	160	135	160	135	160
Gress Torqui	217 FtB.	270 ftlb.	217 Pt-5b.	270 PtIb.	217 Ftlb.	270 NB.	217 Ftlb.	270 FtB.
Clutch Dia; Facing Area (Sq. In.	10", 100 11", 124	1 11", 124	10", 100 71", 124	117,124	10", 100 11", 124	11", 124	11"; 134	11", 124
Cooling Coperity	17 Qt. 17% Qt.	1715 Qt. 18 Qt.	17 Qt. 1715 Qt.	17% Qr. 18 Qr.	17 Qr. 1716 Qr.	17% Qt. 18 Qt.	17% Qt. 18 Qt.	18 QL 18% C
MAILE Side Bull Directorions; Sec. Med	The state of the s	3.39 (Series C14)	515" x 215"	x %x'; 3.91	7%s' x 2%'	x %a"; 5.09	\$16" x 2"5%" x 50	ia'; 6:28 (Series C41)
	516" x 216" x %s	; 3.88 (Series C15)					891a" x 2"36s" x 7	's'; 7.29 (Series C43)
UEL TANK Coperity	18% Gol.	20% Gef.	1816 Gul.	2015 Gel.	181/2 Gel.	2016 Gel.	1815 Gel.	2015 Gel.
ENERATOR Voles, Ampr	12, 30 12, 35	12, 40 12, 504	12; 30 12, 35	12, 40 17, 504	12, 30 12, 35	12, 40 12, 504	12, 30 12, 35	12, 40 12, 504
BOCK ASSORBERS	Frant & Brox	HD Front & Retor	Front & Recr	HD Front & Redr	Front	HD Front & Rear	Frant	HD Frant & Rear
PRINCS, FRONT Type	Ter	sine	Ton	ion	Ton	tion	Ter	rsion
Cop. at Ground	121	0 B.	1250 lb.	1500 B.	1500 fb.	1750 B.	1750 fb.	2000 Rs.
PRINCS, REAR Type; Length & Width		all la	6	el .	Leaf; 52" x 2%"		Leaf; 52" x 216"	
No. of Leaves; Cop. at Ground	1250 lb.	2000 B.	2000 lb.	3000 B.	8; 2400 B.	10, 4150 lb.	10; 5000 lb.	12; 6350 B.
TEERING Bull-Gear Ratio; Wheel Die	24.01	01;17"	24.0 %	1,17	24.0 to 1, 17"		24.0 to 1; 17"	
RES Stanfar	6.70-15/4PR Front,	Single Bear & Spare	7-17-5/6PR Front & Single Reor		8-17-5/6PR Frent; 8-17-5/8FR Single Rear		8-19.5/6PE Front & Duel Bear	
Maximum	7-17.5/6PR Freet,	Single Rear & Spore	8-19.5/SPR From	et & Single Rear	8-17-5/SPR Frank & Dual Rear		8-19.5/10PR Front & Ovel Recor	
RANSMISSION MAKE	On	uralet	Che	relet	Che	vrolet	Che	runglet
Type	Syndre HD Syndre	Specime Powerglide	Synchra HD Synchra	Synchro Powerglide	Synthro-Mash	HD Synchro-Mesh	Syndi	re-Mesh
No. of Speed	3 3	1 2	3 3	1 1 2	4	,		4
TYPE	454	d Disc	\$-Stur	Disc	8-Stu	d Disc	5-Stud Disc, Front	t 10-Stud Disc, Rear
Std. Eim Size Mas. Eim Size	and the same of th		5.25"	K 147	5.25"; 5.35"		5.05	5.15"

* Analysis or measury item. Allow out in type.

#Thrittenster engine with meximum arangary embaratur and 3.36 ratio seer asia proficile as natro cost option to Series CF4 and CT5 with standard Septend Synchro-Heah transmission. 4Mex. GVW 7800 fb. for Series C36 Fickeys.

#Duel mer time not evallable on Pickep. Mos. time on C20 Fishep are \$-19.5/10PE food and single rear.

Protion of estecials contained boscie have been reproduct with province of Grand Motors Corposition, Street Technology Group."

All Muterious and specifications contained in this liberature are bound on the latest product information avoilable at the time of publication. The right is reserved to make changes at any time in prices, colors, muterials, equipment, specifications and middle, and also to discontinue models. CHIVECULT MOTOR DIVISION OF GINIBAL MOTORS CORPORATION, DITECT 1, MICHGAN

Life in U.S.A. December, 1990 E-I

CHEVROLET DEALER INSTALLED CUSTOM FEATURES

In addition to the many factory options available, Chevy also offers a full line of dealer installed custom features for extra comfort, convenience, and safety on the job. Here is a list of some of these high-quality custom features:

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

CHEVROLET TRUCKS

1961

worth more because they work more!

