

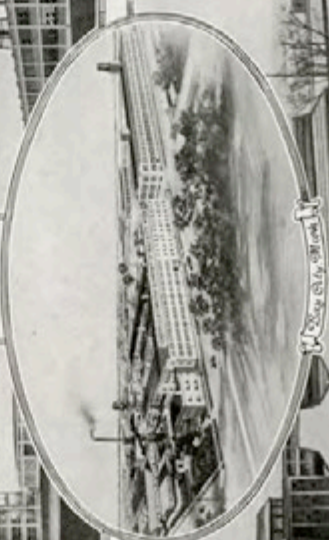
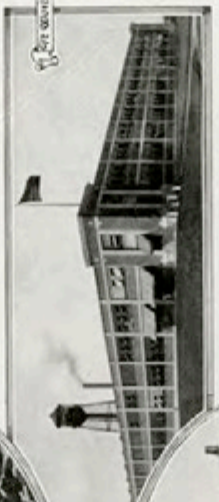
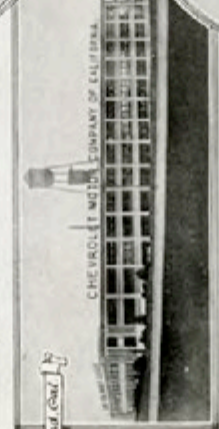
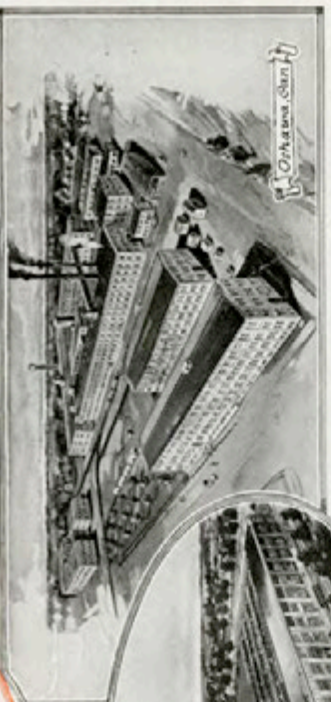
CHEVROLET

Commercial Cars



*One Ton
Truck*

CHEVROLET



The Chevrolet logo, featuring a bowtie shape with the word "CHEVROLET" written across it in a stylized font, all enclosed within an oval border.


Chevrolet Transportation

CHEVROLET One-Ton Truck and the Chevrolet Light Delivery Wagon were built to meet every transportation requirement which could be possibly expected of commercial cars of their respective capacities.

In their construction they show the same discriminating care in the selection of materials and the same thorough and accurate workmanship which has characterized Chevrolet construction from the beginning.

It has been this conscientious manufacturing policy that has earned for Chevrolet commercial cars a worldwide reputation for unusual value, dependable and economical service.

You have but to inspect either the Chevrolet One-Ton Truck or the Light Delivery Wagon to appreciate how and why they can increase the efficiency of your delivery system at a very low cost for maintenance.

The Chevrolet logo, identical to the one at the top of the page, featuring a bowtie with "CHEVROLET" written across it.

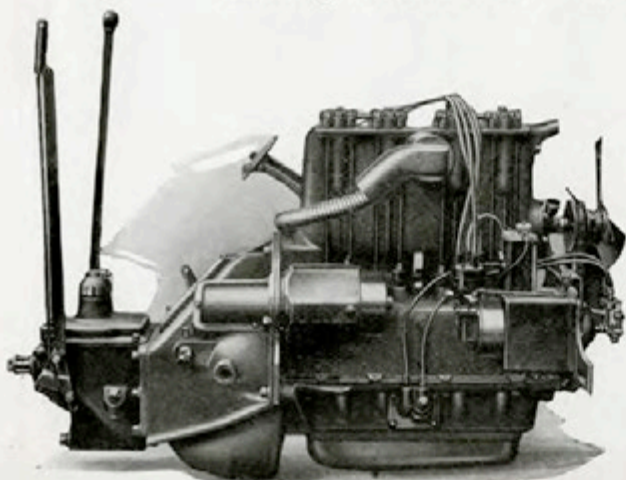
"THE PRODUCT OF EXPERIENCE"

CHEVROLET ONE-TON TRUCK

THE worth of a motor truck depends on the ability of its motor. A motor that is not built to furnish maximum power with minimum use of fuel is neither practical nor profitable for commercial uses. The Chevrolet One-Ton Truck has ample power for all requirements. And it is economical.

For in the Chevrolet valve-in-head motor the gasoline vapor is introduced directly into the cylinder head and exploded there. The full force of this explosion comes in direct contact with the piston head. This results in maximum power with minimum fuel expenditure. No fuel is wasted. No power is lost.

There are no unnecessary parts to decrease the operating efficiency of the Chevrolet valve-in-head motor. The cylinder heads are detachable. This permits ready access to the interior. This ease of accessibility means a great deal. In the illustration opposite is the right, or exhaust side view of the truck motor showing lighting, starting and ignition system as an integral part.



NEXT to the power, economy, and accessibility of its motor, the most important thing to consider in a truck, is its construction. Is it constructed sturdy enough to carry full capacity loads continuously?

That is the important question. For to serve well a motor truck must be built well.

It must embody the best materials and workmanship. In its design full appreciation must be given to the hard usage the average truck is subjected to every day.

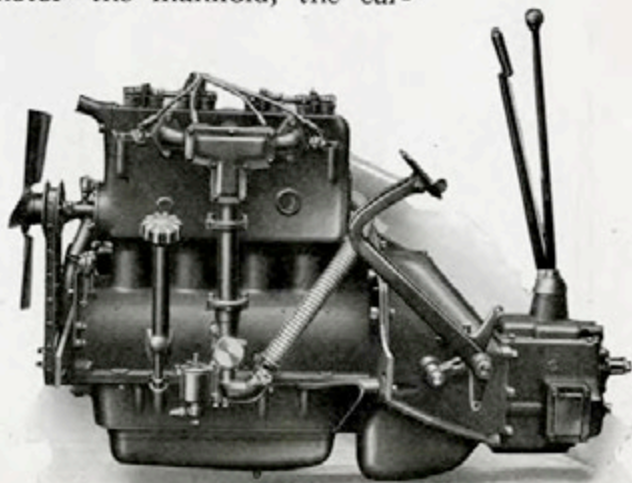
When you buy a Chevrolet, you buy economical haulage. The Chevrolet is built to give long and uninterrupted service.

It has surplus strength above all ordinary needs.

Day in and day out in all weather, it will carry its load anywhere any motor truck can negotiate. Bad going is one of the tests of the Chevrolet one-ton truck's efficiency. It isn't a mere good roads truck. It delivers the goods despite the road and the weather.

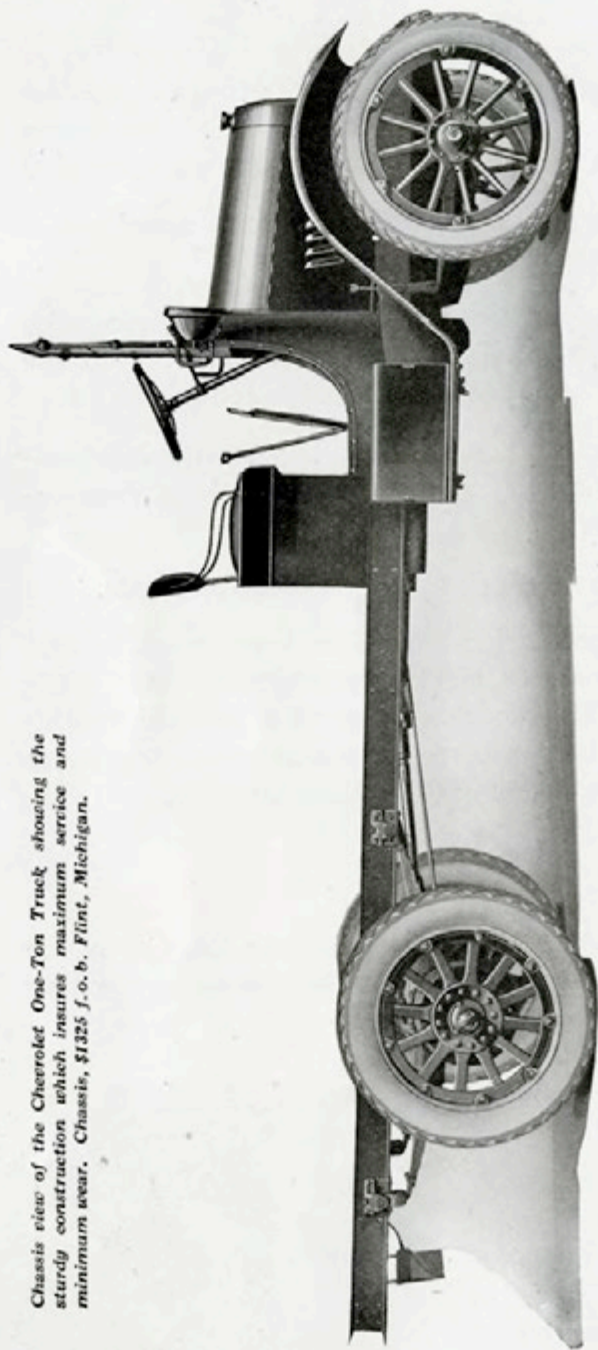
The photograph shows the left or intake side view of the Chevrolet valve-in-head motor—the manifold, the carburetor and transmission assembly of the unit type power plant can be seen.

The superiority of this type of motor is attested by its exclusive use wherever uniform power is absolutely essential to success.





Chassis view of the Chevrolet One-Ton Truck showing the sturdy construction which insures maximum service and minimum wear. Chassis, \$1225 f.o.b. Flint, Michigan.



THE cost of operating a truck depends to some extent upon the driver. If it is easy for him to drive he will operate it with greater efficiency, and thereby at a lower cost for maintenance.

The Chevrolet is an easy truck to drive. The controls are conveniently arranged as you will observe from the illustration below. And they are simple to operate. It is equipped with a good size steering wheel, an adjustable windshield and adjustable head lights which are especially convenient for night driving.

A governor is also provided which limits the maximum speed of the truck to twenty-five miles an hour and can be locked to prevent changing by the operator.

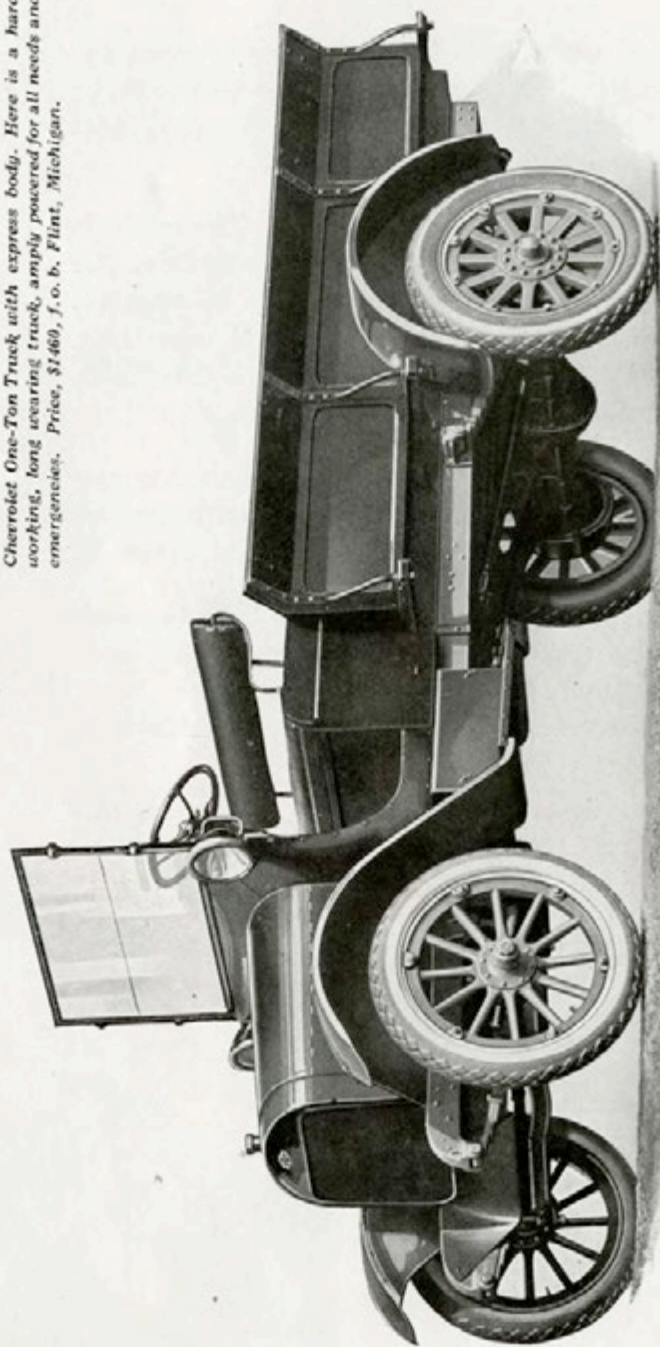
Electric lights and starter of the highest type two-unit system are also provided, as well as complete lamp equipment, including head-light dimmers; electric horn; odometer; side curtains for driver's seat; windshield; complete tool equipment.

The ability of a commercial car is measured by its performance in actual service. The Chevrolet one-ton truck is now being used in many widely different lines of businesses with universal satisfaction. Therein lies the proof of its ability.



CHEVROLET

Chevrolet One-Ton Truck with express body. Here is a hard working, long wearing truck, amply powered for all needs and emergencies. Price, \$1460, J. O. B. Flint, Michigan.

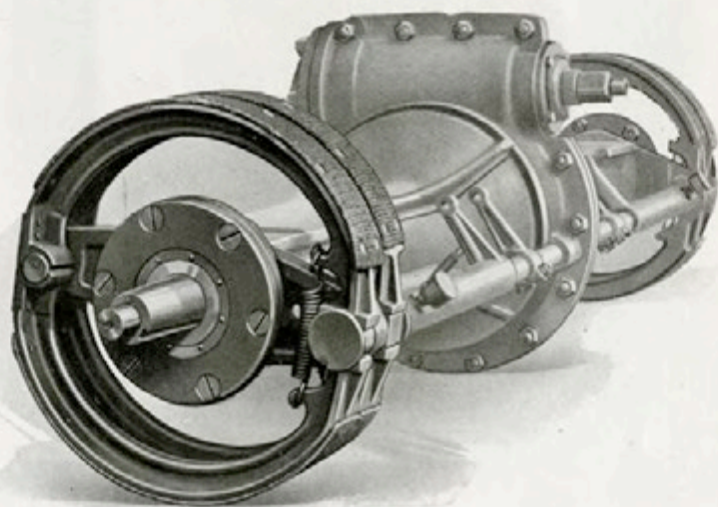


CORRECT distribution of weight is a notable feature of the Chevrolet truck. Quality materials and workmanship have substituted strength and balance for excess weight at every point. Its sturdy flexibility has been accurately adapted to its capacity—both have been proportioned to power.

The maximum of power is exerted directly on the load—not to overcome sheer chassis weight.

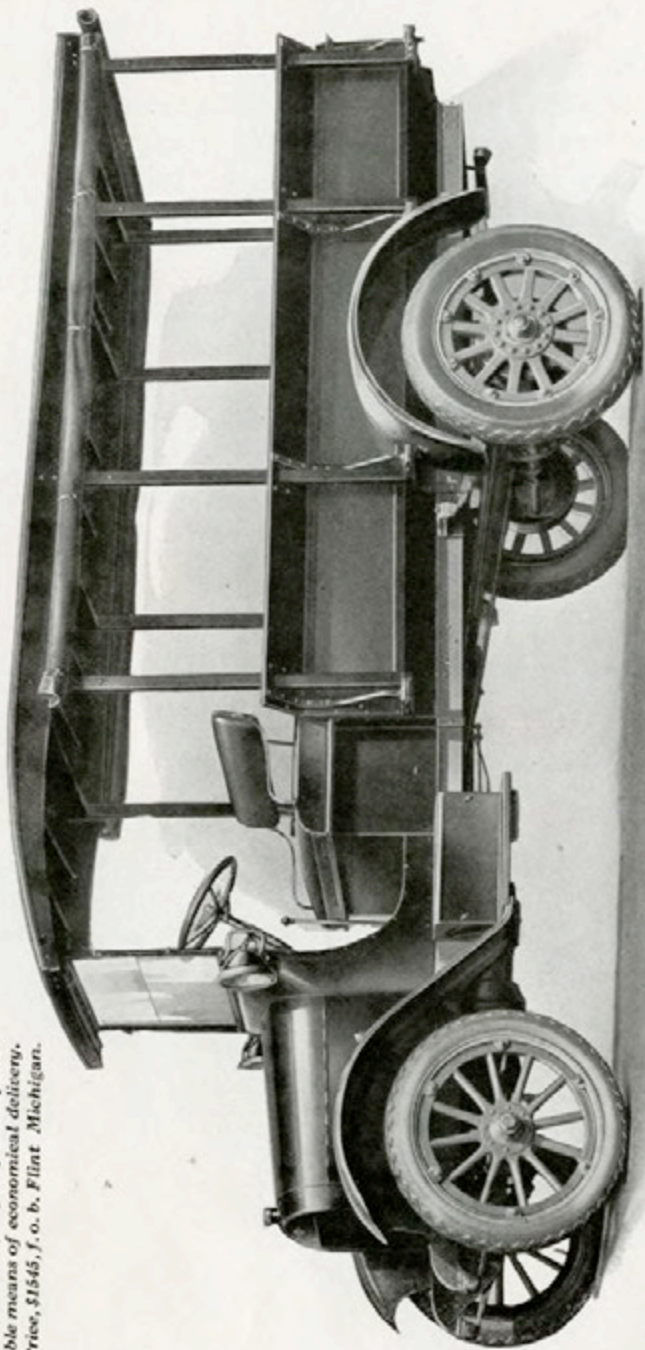
This principle of correct weight distribution results in greater endurance and exceptional economy of operation. In the first place it prevents waste of power—conserves gasoline. It reduces wear on expensive parts. It cuts the burden on tires to a minimum.

These are the three chief items of truck expense and it is here that Chevrolet economy is especially appreciated.



Strong metals, properly heat-treated, and strong reinforcement, gives the Chevrolet One-Ton Worm-Drive Truck's rear axle greater strength than it actually needs. Its manufacturing care tells in long wear.

*Chevrolet One-Ton Truck with
express body and eight post curtain
top, providing a speedy and depend-
able means of economical delivery.
Price, \$1545, f. o. b. Flint, Michigan.*



CHEVROLET

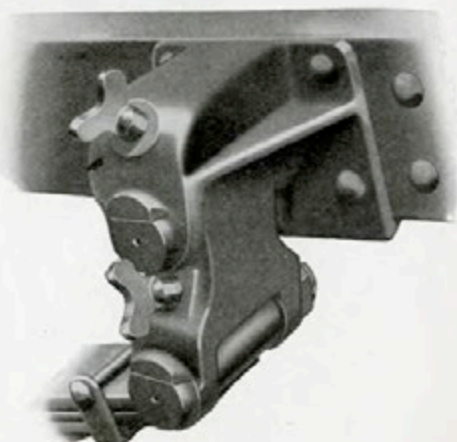
THE transportation of your merchandise is too important a question to decide lightly. More and more progressive men are finding their logical and entirely satisfactory answer in the Chevrolet one-ton truck.

The reasons are plain. The Chevrolet is made sturdily and is ready to haul all kinds of goods to capacity, do it efficiently, do it consistently day in and day out, and do it as economically as it can be done. It is built to meet every transportation requirement which could be possibly expected of any commercial car of respective capacity.

Whether you are a manufacturer, a merchant or a farmer, the Chevrolet will make and save money for you. It will extend the area of your delivery service. It will enable you to take care of more business with less labor.

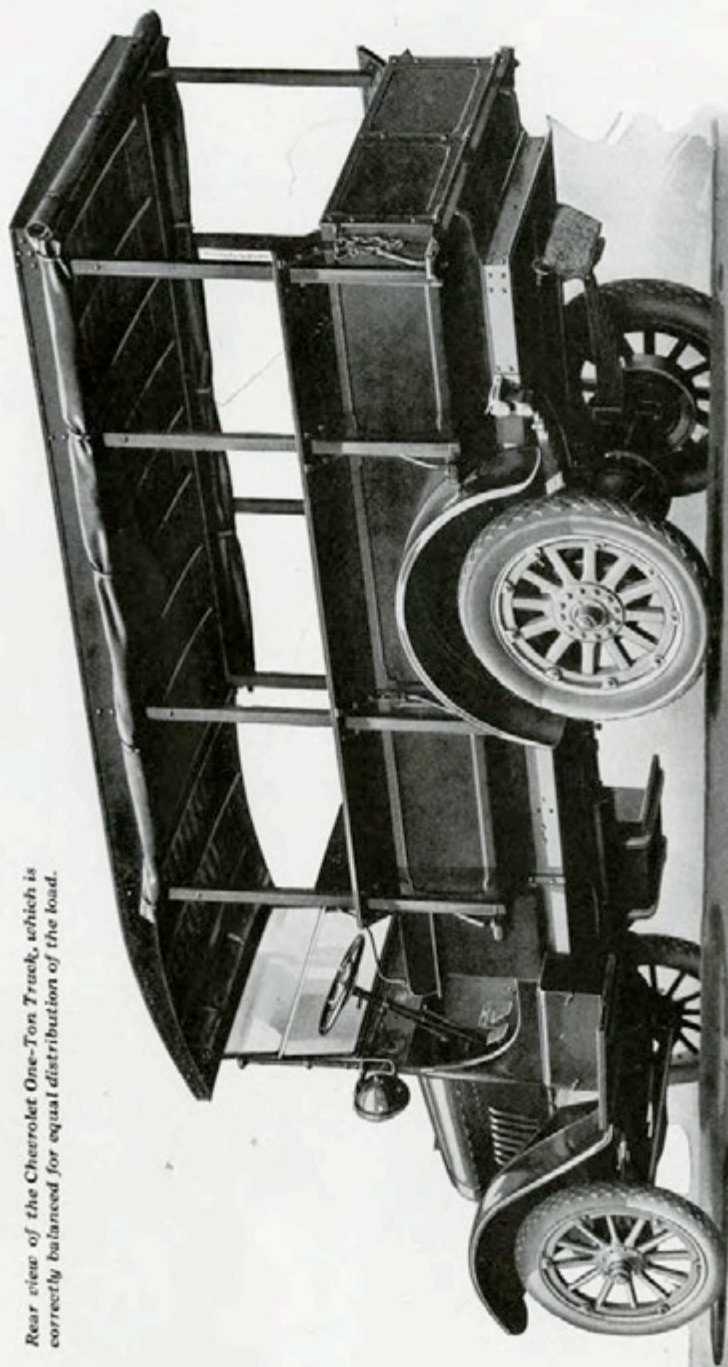
For here is a truck that is an efficient, economical and dependable carrier.

Another important feature that adds to the life of the Chevrolet truck, is the spring lubricators. The spring bolts are hardened and grooved for the distribution of lubricant which is then fed by wicks from oil tanks cast in the brackets. In this way the springs are kept in perfect condition all the time. Well-lubricated springs mean an easy riding truck.





Rear view of the Chevrolet One-Ton Truck, which is correctly balanced for equal distribution of the load.



IN addition to the mechanical details there is another important thing to consider when selecting a motor truck. And that is the organization behind the truck. The character of a truck depends largely upon the character of the manufacturer.

The Chevrolet truck is built by a manufacturing organization whose products have attained a world-wide reputation for dependable service and value.

The Chevrolet Motor Company is founded securely. It has many factories, its financial resources total many millions; its organization numbers many thousands. Furthermore, there are thousands of Chevrolet dealers in all parts of the country, as well as our own retail stores in the larger cities which assure all Chevrolet owners service of the highest standard.

In every respect, the Chevrolet one-ton truck reflects the ideal of the company to produce a really high-grade truck at a moderate price. And in every detail of its construction it conforms to that standard of quality that has earned for the Chevrolet products ever increasing popularity.

The standard equipment of the Chevrolet truck includes pneumatic tires on all four wheels. Through their use much of the vibration from the road is absorbed before it reaches the mechanism and the load.

The wheels are of the conventional artillery type having twelve strong spokes, made of second growth hickory, thoroughly seasoned.



CHEVROLET

*Chevrolet One-Ton Truck
in Service*



CHEVROLET

Chevrolet One-Ton Truck in Service



SPECIFICATIONS

Chevrolet (Model T) One Ton Truck

Motor: Four-cylinder, valve-in-head type, 3 $\frac{11}{16}$ " bore, 5 $\frac{1}{4}$ " stroke.

Cylinders: Cast en-bloc with upper half of crank case. Head detachable.

Valves: 1 $\frac{1}{2}$ " enclosed.

Connecting Rod Bearings: 1 $\frac{1}{2}$ " x 2 $\frac{3}{8}$ "; Doehler bronze back.

Crankshaft Bearings: Front, 1 $\frac{1}{2}$ " x 2 $\frac{11}{16}$ "; Rear, 2" x 3 $\frac{1}{2}$ ".

Center Crankshaft Bearings: Doehler bronze back, 1 $\frac{11}{16}$ " x 2."

Camshaft Bearings: Front, 1 $\frac{1}{8}$ " x 2 $\frac{1}{4}$ "; Center, 1 $\frac{1}{2}$ " x 2"; Rear, 1 $\frac{11}{16}$ " x 2".

Oiling: Pressure and splash system. Gear driven oil pump.

Carburetor: Zenith improved double jet.

Ignition: New improved Remy System.

Governor: Governor is provided and set for 25 miles maximum. It is locked.

Clutch: Cone, leather-faced with adjustable compensating springs.

Frame: 4"; width, rear 35 $\frac{1}{8}$ "; front, 30 $\frac{1}{2}$ ". Length back of driver's seat, 109". Height, 25" loaded.

Transmission: Selective type; 3 speeds forward and reverse.

Cooling: Water pump.

Front Axle: Drop-forged I-beam. The steering knuckles and knuckle arms are ample in size, drop-forged and heat-treated.

Rear Axle: Semi-floating, made of heat-treated steel.

Control: Hand throttle; foot accelerator.

Springs: Semi-elliptic front and rear. Front springs are 37 $\frac{1}{2}$ inches long and 2 $\frac{1}{4}$ inches wide. The rear springs are 53 inches long and 2 $\frac{1}{2}$ inches wide.

Worm Gear Drive: The steel worm is cut, hardened and then finished by grinding. No adjustment is required at any time.

Tires: Front—pneumatic 33 x 4. Demountable S. S. type, non-skid, wrapped tread. Rear, 35 x 5 pneumatic, cord type.

Wheels: Artillery type, standard dimensions, twelve hickory spokes each; front wheels equipped with Timken tapered roller bearings of extra large size.

Steering Gear: Worm and gear type, 16" steering wheel. Steering arm of drop-forged steel, heat-treated.

Gasoline Tank: Capacity 13 gallons. It is located under the driver's seat.

Wheelbase: 125".

Carrying Capacity: 2000 pounds. Weight of chassis, 2840 pounds; with body 3420 pounds.

Body: Length of the body from inside of tailboard to inside of headboard is 114 $\frac{1}{2}$ ". Width, inside of boards, 44".

Equipment: Electric lights and starter, highest type two-unit system; complete lamp equipment, including head-light dimmers; electric horn; odometer; side curtains for driver's seat; windshield; complete tool equipment.

CHEVROLET LIGHT DELIVERY WAGON

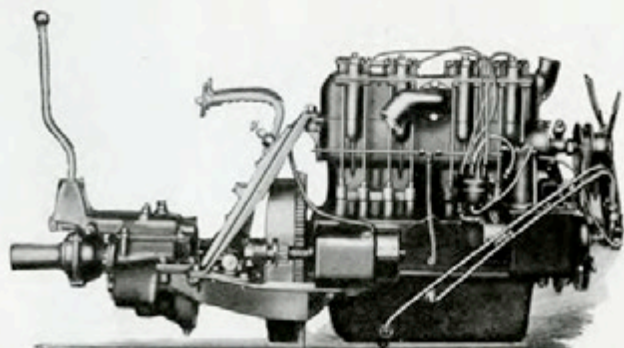
THE Chevrolet Light Delivery Wagon was designed to meet the requirements of those who have need of a commercial car with slightly less capacity and of considerably lighter weight than is afforded by a one-ton truck.

It is sturdily constructed and amply powered for all transportation needs. It is light enough to be speedy, easy riding and economical with fuel and tires.

In every detail of its construction this Chevrolet Light Delivery Wagon is a true Chevrolet product. The same high quality of materials and workmanship which have earned for all Chevrolet models a world-wide reputation for enduring value and service, have been embodied in this new car.

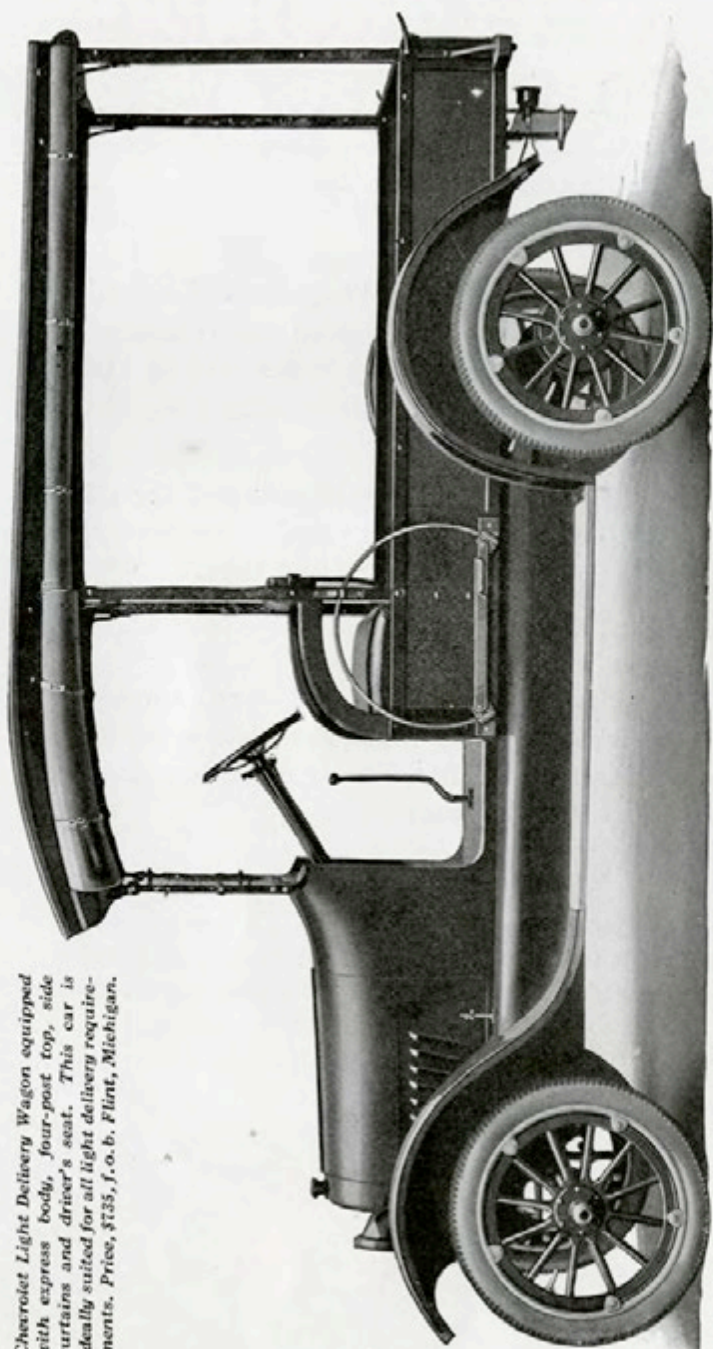
The Chevrolet Light Delivery Wagon like all other Chevrolet products is equipped with the famous Chevrolet valve-in-head motor, which has attained unusual records for power and economy. Therefore uniformly low operating costs are assured at all times.

The accompanying photograph is a right side view of the Chevrolet valve-in-head motor—showing the starting, lighting and ignition system as an integral part of the motor.



CHEVROLET

Chevrolet Light Delivery Wagon equipped with express body, four-post top, side curtains and driver's seat. This car is ideally suited for all light delivery requirements. Price, \$735, f. o. b. Flint, Michigan.



WITH a Chevrolet Light Delivery Wagon you can deliver your goods further, quicker and at a lower cost per mile. Furthermore, it gives you the means to secure all the economy of efficient motor transportation without the investment of a large amount of money.

The express body has ample carrying capacity for all light delivery requirements, and is mounted on the well-known "Four-Ninety" chassis which has all the strength necessary for long and strenuous service.

For city or country use, the Chevrolet Light Delivery Wagon is equally efficient.

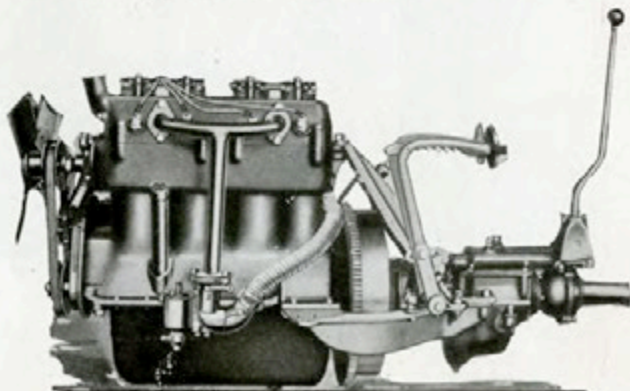
It will carry full capacity loads over any road a motor car could possibly negotiate with a speed and security that gives ample evidence of its staunch construction and unfailing power.

If you are interested in economical haulage you will want to inspect this Chevrolet.

Left side view of the Chevrolet valve-in-head motor used in the Chevrolet Light Delivery Wagon—showing the intake manifold, the carburetor, and the transmission assembly of the unit type power plant.

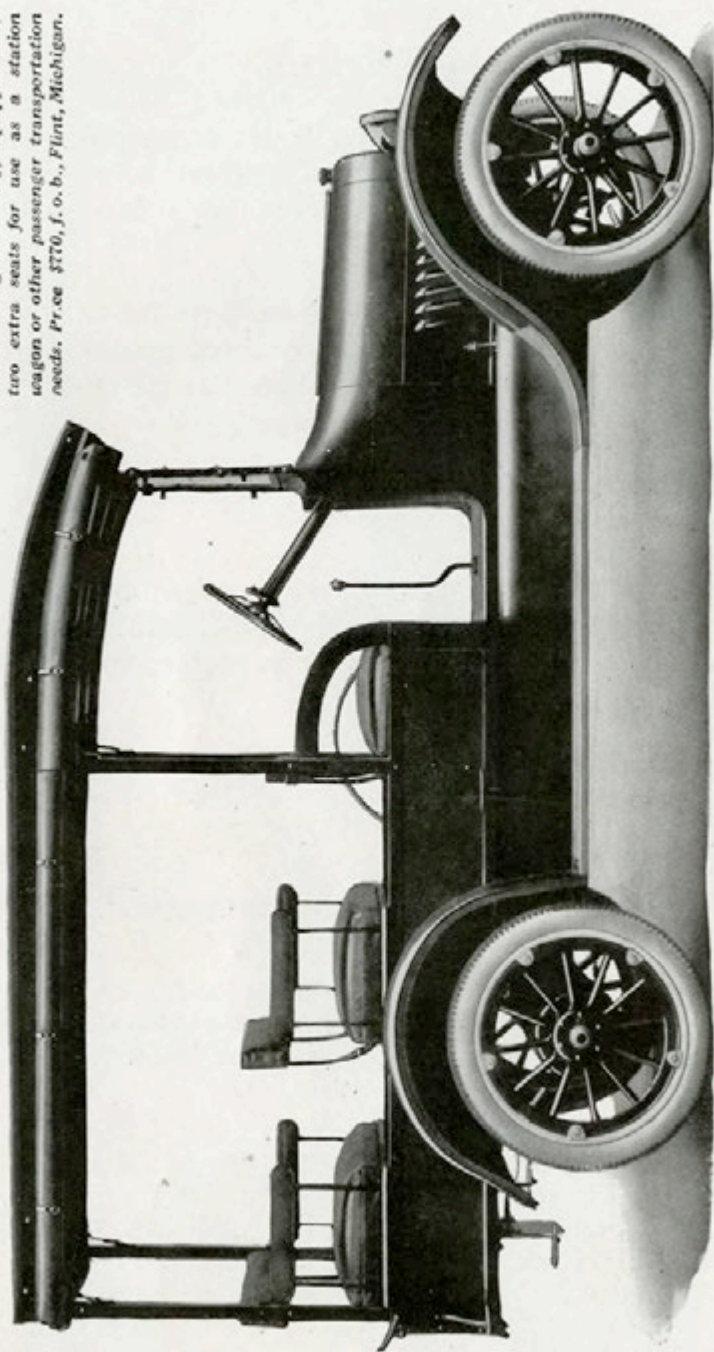
The remarkable records Chevrolet cars have attained for long service can be directly traced to this type of motor.

It has much to do with their wide-spread popularity.





Chevrolet Light Delivery, equipped with two extra seats for use as a station wagon or other passenger transportation needs. Price \$770, f. o. b., Flint, Michigan.



THE Chevrolet Light Delivery Wagon has a reputation for its equal ease of control in traffic or on the open road. Control arrangement has been especially designed for this purpose. The wheel is of ample size and at a comfortable angle with the driver's seat.

Brake and clutch pedals are in just the right position. The accelerator has a special foot rest that prevents fatigue. The gear shift lever is just at arms length so as to be readily operated without changing the position of the body.

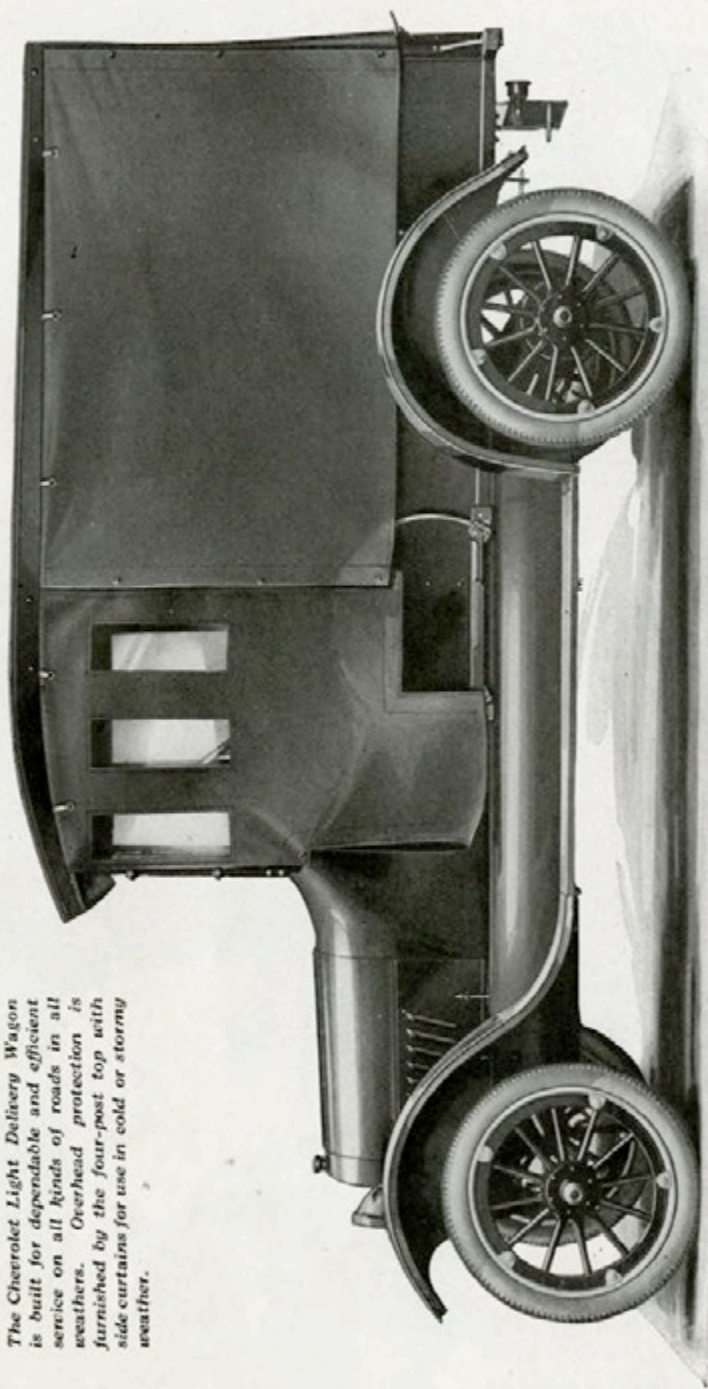
There are electric lights and a self-starter, as well as complete lamp equipment, with adjustable head lamps. The standard equipment also includes four-post top, side curtains; adjustable windshield; speedometer; electric horn; extra rim; tire carrier; complete tool equipment, including pump and jack.

Equipped with two extra seats designed especially for this body, the Chevrolet Light Delivery Car can be utilized as a station wagon or for other passenger transportation purposes.

Ample spring suspension insures smooth and easy riding. Overhead protection is furnished by the four-post top with side curtains for use in cold or stormy weather.



The Chevrolet Light Delivery Wagon is built for dependable and efficient service on all kinds of roads in all weathers. Overhead protection is furnished by the four-post top with side curtains for use in cold or stormy weather.



CHEVROLET

THE value of the Chevrolet "Four-Ninety" Light Delivery Wagon is best appreciated when you compare its usefulness with its purchase price. Vast manufacturing facilities and resources and applied experience have made it dependable. Its many uses makes it an investment of the highest order.

It is continuously yielding profitable returns. It is adaptable to innumerable uses in all lines of business. Its economy in time, labor, convenience and transportation expense makes its cost negligible and its utility indispensable.

It is always ready for service. In brief moments of idleness it costs nothing. At all times, day in and day out, wherever it goes it adds invaluable prestige to its owner's name—and impresses others with his up-to-date efficiency.

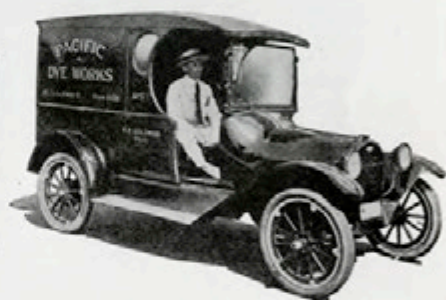
In any line of business where economical and dependable transportation is demanded the Chevrolet Light Delivery Wagon will prove its worth.

It was built for that purpose as hundreds of owners in every section of the country can testify. A few of the many different lines of businesses in which it is efficiently serving can be seen on the following pages.





Chevrolet Light Delivery Wagon in Service



CHEVROLET

*Chevrolet Light Delivery Wagon
in Service*



SPECIFICATIONS

Chevrolet Light Delivery Wagon

Motor: Four-cylinder, valve-in-head type, 3-11/16" bore, 4" stroke.

Cylinders: Cast en-bloc (including upper half of crank case). Head detachable.

Valves: 1 1/2" diameter.

Connecting Rod Bearings: 1 3/8" diameter, 1 7/8" long.

Crankshaft Bearings: Front, 1 3/8" diameter, 2-5/16" long; Center, 1-21/32" diameter, 1 1/2" long; Rear, 1 3/4" diameter, 2-11/16" long.

Camshaft Bearings: Front, 1-5/16" diameter, 2 3/8" long; Center, 1-9/32" diameter, 2" long; Rear, 1 1/4" diameter, 1-7/16" long.

Oiling System: Pressure - splash, gear pump and individual oil pockets. Oil pressure gauge.

Carburetor: Zenith improved double jet.

Ignition: New improved Remy.

Clutch: Cone type with adjustable compensating springs.

Transmission: Selective type; sliding gear; three speeds forward and reverse.

Cooling: Water pump; radiator extra size.

Front Axle: Drop-forged I-beam.

Rear Axle: Three-quarter floating, wheel bearing carried on the wheel-hub and in axle housing, not on axle shaft. Hyatt roller bearings.

Brakes: Emergency, internal expanding type; service, external contracting type; 10" brake drums. Foot control.

Wheels: Wood, artillery type, demountable rims, large hub flanges.

Tires: 30" x 3 1/2", non-skid front and rear.

Drive: Left side; center control; spark and throttle under steering wheel. Foot accelerator.

Steering Gear: Spur and gear, adjustable for wear. 15" steering wheel.

Springs: Quarter elliptic type, front and rear.

Wheelbase: 102".

Equipment: Electric lights and starter, highest type two-unit system, single wiring used. Complete lamp equipment, including adjustable head lamps, four-post top, side curtains; adjustable windshield; speedometer; electric horn; extra rim; tire carrier; complete tool equipment, including pump and jack.



CHEVROLET

CHEVROLET MOTOR COMPANY

Factories:

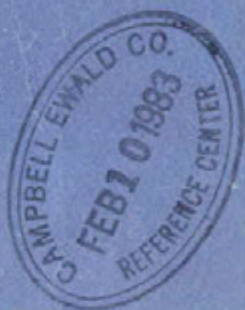
Bay City, Mich.; Flint, Mich.; Fort Worth, Tex.;
North Tarrytown, N. Y.; Oakland, Cal.;
Oshawa, Ont.; St. Louis, Mo.;
Toledo, O.

Sales Headquarters:

Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; Cincinnati, O.;
Denver, Col.; Flint, Mich.; Fort Worth, Tex.; Kansas
City, Mo.; Minneapolis, Minn.; North Tarry-
town, N. Y.; Oakland, Cal.; Omaha, Neb.;
Oshawa, Ont.; St. Louis, Mo.;
Winnipeg, Man.

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Commercial Cars



*Light Delivery
Wagon*