



GM

1932

CHEVROLET TRUCK

#1

SUPERIOR
MANUFACTURING
COMPANY

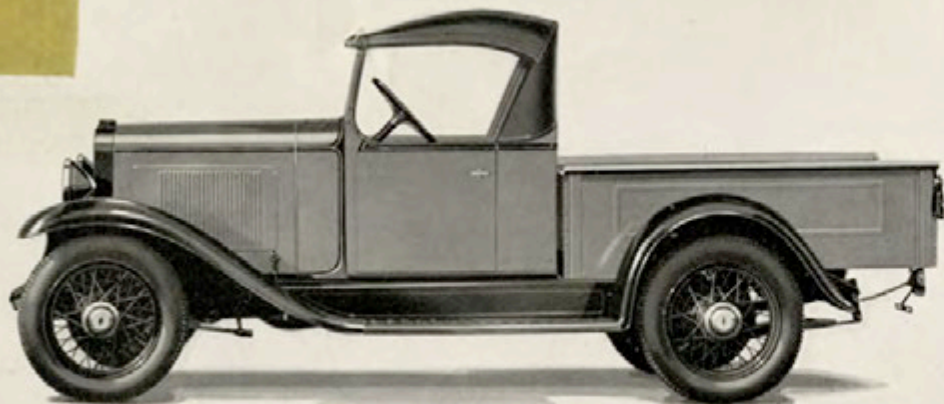
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CHEVROLET
TRUCK-UP TRUCKS



JANUARY
1932



CHEVROLET OPEN PICK-UP

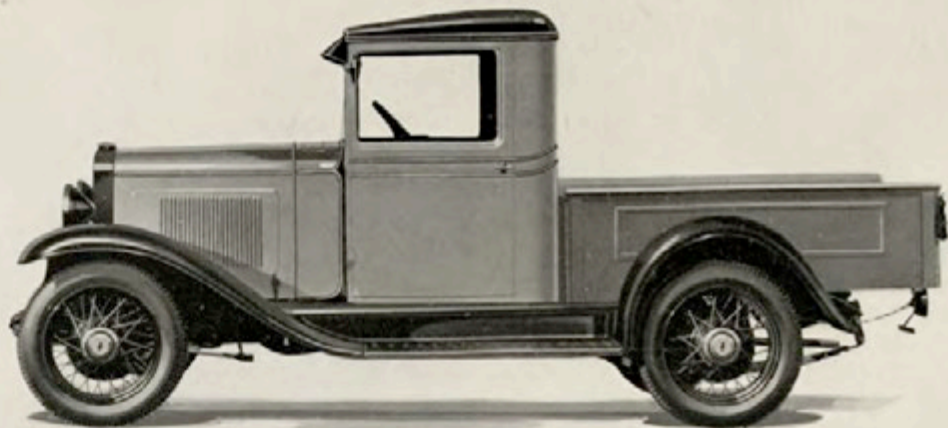
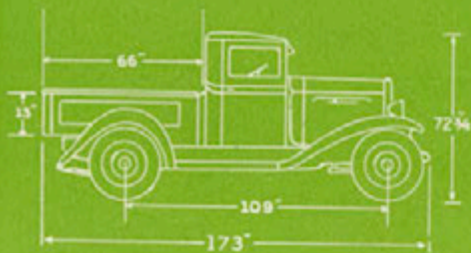
THE lowest-priced six-cylinder truck you can buy, and one of the fastest, longest-lived and most dependable. The special truck engine is capable of sustained high speeds, and has fast acceleration. Equipped with Syncro-Mesh transmission for quick, quiet easy gear-shifting. This feature also allows the driver to shift from high back into second easily—a valuable safety feature in hilly country when it is desirable to use the engine as a brake. Frame, clutch, 4-wheel brakes, four parallel mounted springs, axles and other vital parts are built with an extra margin of strength. The comfortable open cab has a large rear window. Close-fitting side curtains opening with the doors are supplied for bad weather. Sides of the pick-up box meet the floor at right angles for maximum load space. Has full depth stake pockets and anti-rattle latch and covered chain on drop tailgate. Available in many color combinations.

Load space: 66 inches long, 45 inches wide, 13 inch sides. Overall length 173 inches, height 70 inches.



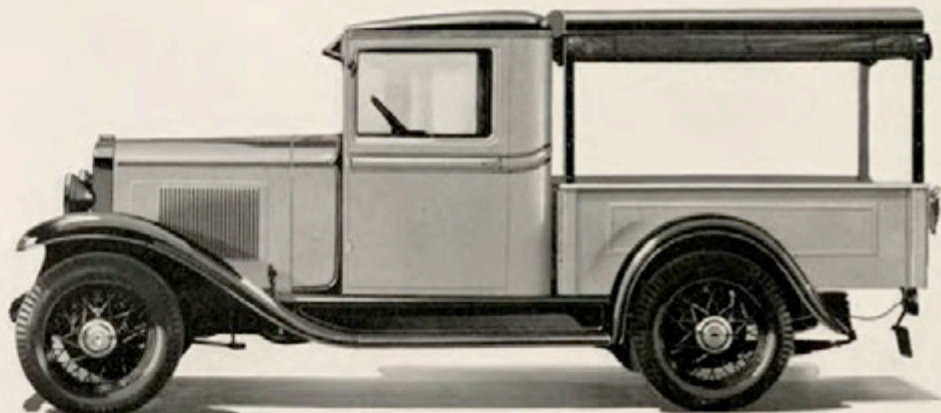


Load space: 66 inches long, 45 inches wide,
13 inch sides. Overall length 173 inches,
height 72 $\frac{3}{4}$ inches.



CHEVROLET CLOSED PICK-UP

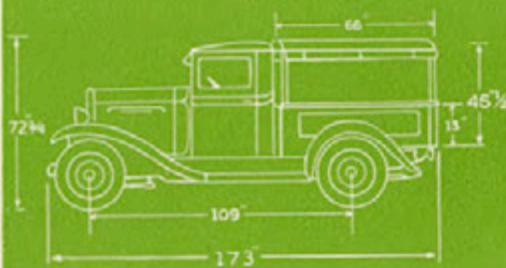
ONE of the fastest, sturdiest pick-up trucks on the market yet very inexpensive to own and operate. The special six-cylinder truck engine provides smooth, quiet operation, ample power, high speed and quick acceleration. The Syncro-Mesh transmission, a new clutch, and big, long-lived 4-wheel brakes assure remarkable ease of control. Four chrome-vanadium, semi-elliptic springs extend over 82% of the wheelbase. The comfortable Chevrolet cab completely protects the driver and is equipped with a cowl ventilator, automatic windshield wiper, rear-vision mirror, deep cushions and a large rear window. The sides of the pick-up box meet the floor at right angles to provide maximum load space. Full depth stake pockets. Flush-type floor straps permit easy loading and unloading. The drop tailgate is equipped with an anti-rattler latch and a covered chain. A large variety of color combinations.



Load space: 66 inches long, 45 inches wide,
45½ inches high. Overall length 173 inches,
height 72¾ inches.

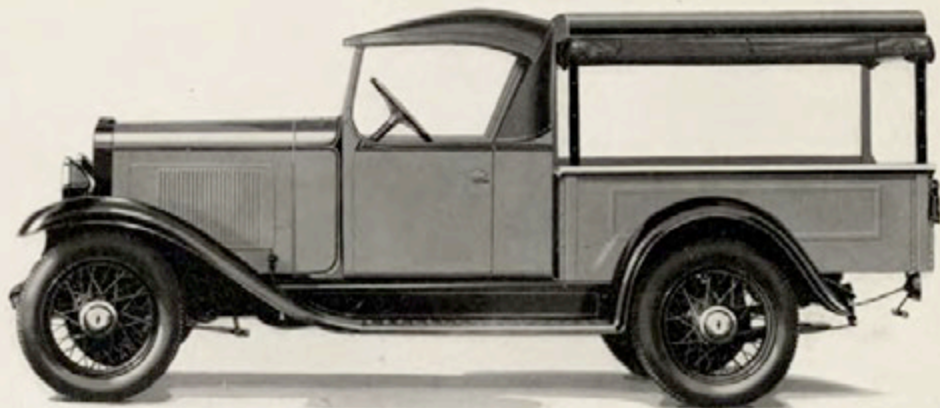
CHEVROLET CLOSED PICK-UP WITH CANOPY TOP

A LIGHT delivery truck with no equal at its very low price for speed, economy, load protection, and driver comfort. The special six-cylinder truck engine and Syncro-Mesh transmission give remarkable handling ease and quick getaway. Chevrolet's quality construction of springs, axles, frame and other vital chassis parts, combined with six-cylinder smoothness, assures an exceptionally long-lived truck. The cab has a deep-cushioned seat, rear view mirror, automatic windshield wiper and quickly adjustable windows. The box has flush type floor straps. The canopy top fits firmly into the full depth stake pockets. Weatherproof curtains with lift-a-dot fasteners are provided for sides and rear. The all-metal roof is the same height as the cab, allowing ample room for loading bulky objects. Tailgate has special anti-rattle latch and covered chain. The truck is available in numerous color combinations.



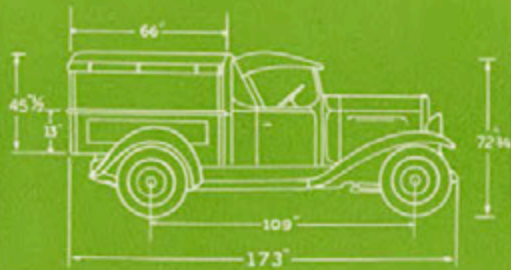


Load space: 66 inches long, 45 inches wide,
45½ inches high. Overall length 173 inches,
height 72¾ inches.



CHEVROLET OPEN PICK-UP WITH CANOPY TOP

A SPEEDY, dependable, and economical utility truck at one of the lowest prices on the market. The special six-cylinder valve-in-head truck engine develops exceptional power and speed. Acceleration is very fast, and positive braking is assured by 4-wheel weatherproof brakes with a long-lived moulded lining. Syncro-Mesh transmission assures quick, quiet and easy gear-shifting at all speeds. Full-length semi-elliptic springs set parallel to the heavy frame assure easy riding. The open cab is exceptionally roomy and comfortable with quickly-adjusted side curtains for bad weather. The all-metal canopy top is securely fitted into the full depth stake pockets on the heavy steel body. Roll curtains on sides and rear, equipped with lift-a-dot fasteners, give full load protection. The box has square corners for maximum load space, flush-type floor straps, anti-rattle latch and covered chain. A wide choice of colors.



S P E C I F I C A T I O N S

Chassis Wheelbase	109-inch	CLUTCH.....	Single plate dry disc
ENGINE.....	6-cylinder valve-in-head	REAR AXLE.....	Spiral bevel gear semi-floating
Brake Horsepower.....	53 at 2800 R.P.M.	Ratio.....	4.10—1
Bore and Stroke.....	3 $\frac{5}{16}$ x 3 $\frac{3}{4}$ inches	FRAME.....	Steel channel 152 $\frac{3}{8}$ inches long 5 inches deep
Fuel Pump and Air Cleaner.....	AC	WHEELS.....	Wire
Lubrication.....	Combination pressure and splash	MAXIMUM BODY LENGTH.....	72 inches
Cooling.....	Centrifugal pump 4-blade fan	CHASSIS SHIPPING WEIGHT:	
BRAKES.....	4-wheel articu- lated shoe type	Single Wheel.....	1935 lbs.
Front.....	11 $\frac{1}{2}$ -inch drums 1 $\frac{1}{2}$ -inch lining	Average Closed Cab.....	335 lbs.
Rear.....	11 $\frac{1}{2}$ -inch drums 1 $\frac{1}{2}$ -inch lining	Maximum Gross Allowable Loaded Weight of the Half-Ton Truck—Includes Chassis, Cab, Body, Driver and Pay- load—4000 lbs.	
Emergency.....	Separate on rear wheels	TIRE EQUIPMENT . . .	5.25—18 4-ply balloon front and rear—Standard.
TRANSMISSION.....	Synco-Mesh 3 speeds forward 1 reverse		

Chevrolet Trucks can be purchased on the liberal G. M. A. C. plan with a small initial payment and easy monthly installments