

At your
FINGER TIPS



MTS 51-1

We All Know How To Use the Phone Book

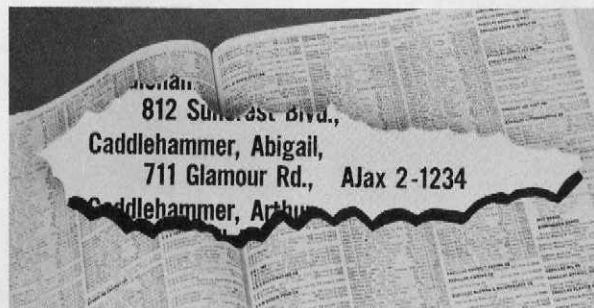
We're all familiar with the telephone book, of course, and know how to use it. For instance, suppose you want to call a "prospect" named Abigail Caddlehammer . . .



All you have to know

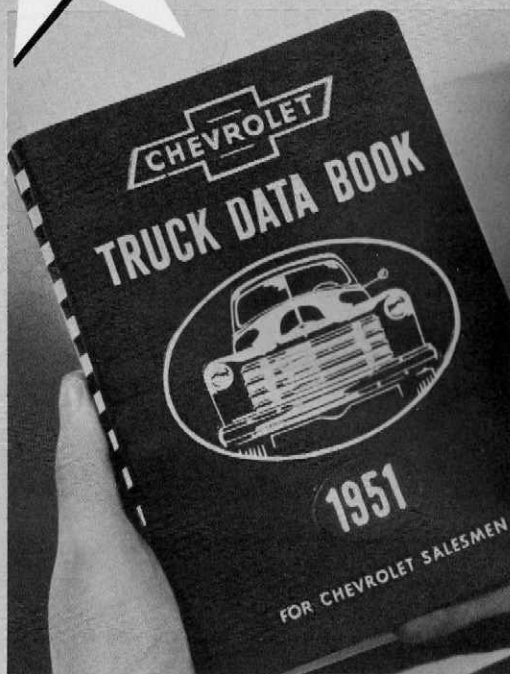
ARE THREE SIMPLE FACTS

- 1** your "prospect's" last name,
- 2** her first name and
- 3** her address



Starting with the last name, you turn to the "C's" in the phone book. Then, by following down through the "Ca's", the "Cad's" and so on, you come to "Caddlehammer." Then you find "Caddlehammer, Abigail" and there's her phone number—right at your finger tips.

It's More Important To Know



The Chevrolet Truck Data Book is of vital importance in your selling work. It contains all the technical data you need to help you sell trucks. Using the Data Book is similar to looking up a phone number. Almost any information you need is right at your finger tips.

How To Use the DATA BOOK!

ALL YOU HAVE TO KNOW ARE THREE SIMPLE FACTS



You get these facts by using Step 1 of the Chevrolet Four-Step Selling Plan. Let's suppose your prospect is in the building supply business and wants a truck. First, you **ASK QUESTIONS**.

In using the phone book, the three simple facts you needed were the person's first and last names and address. In using the Data Book, your three simple facts are *body type, body length and maximum payload*.


Once you have your prospect's answers to these questions, you have enough information to start using your Truck Data Book. Let's see how to use this information.



First

TURN TO THE MODEL RECOMMENDER


Locate the body style in column 1.
 Locate the suitable body length in column 2.
 Locate the maximum payload in column 3.
 Recommend the model found in column 4.
 Model is described and illustrated on page found in column 5.

Body STYLE 1	Body LENGTH 2	Weight of PAYLOAD 3	Truck MODEL 4	PAGE No. 5
	113"	4350 lb.	3808	59
	113"	8900 lb.	4108	73
	113"	10700 lb.	6108	121
	140"	8700 lb.		
	140"	10400 lb.		
	140"	12400 lb.		


PLATFORMS

Locate *Platforms* and in Column 1 you find that 113 inches is sufficient for 9 feet. In Column 2, the maximum payload rating of 8900 lbs. is ample to carry 4 tons. In Columns 3 and 4 are Model Number (4108) and page (73).

Locate the body style in column 1. Locate the suitable body length in column 2. Locate the maximum payload in column 3. Recommend the model found in column 4. Model is described and illustrated on page found in column 5.

Body STYLE 1	Body LENGTH 2	Weight of PAYLOAD 3	Truck MODEL 4	PAGE No. 5
	113"	8900 lb.	4108	73

Locate the body style in column 1. Locate the suitable body length in column 2. Locate the maximum payload in column 3. Recommend the model found in column 4. Model is described and illustrated on page found in column 5.

Body STYLE 1	Body LENGTH 2	Weight of PAYLOAD 3	Truck MODEL 4	PAGE No. 5
	113"	8900 lb.	4108	73

Now

TURN TO PAGE 73

MODEL 4108—W.B. 137"—MAX. G.V.W. 14,000 LB.*



STANDARD EQUIPMENT

	Capacity		Capacity
16-Boile, 40d.	5.82	Engine—Displacement, cu. in.	216.5
2" Ea.	1600 lb.	Horsepower, Gross	42
2 1/2" Ea.	4485 lb.	Torque, Gross, ft.-lb.	176
	4000 lb.	Cooling System	15 qt.
		Cellular Radiator, Area, sq. in.	407
		Air Cleaner—Regular & Flame Arrestor	104.6
		Clutch—Dia. 10 1/4" Area, sq. in.	4
		Transmission—(Synchro-Mesh)	4
		Final Drive—(Synchro-Mesh)	4
		Wheel Spools	17 1/2 sq.

FOUR-STEP SELLING PLAN

1. Ask Questions.
2. Make Recommendations.
3. Reach Agreements.
4. Make Complete Quotations.

Turning to page 73, you find all the information about model 4108 that you'll usually need to complete Steps 2 and 3 of the Four-Step Selling Plan. From the specifications given on this and the preceding page, you can recommend the model and equipment, and reach an agreement on the truck's ability to do the job.

After referring to the Price Information Book, you can accomplish Step 4 of the Four-Step Plan—MAKE A COMPLETE QUOTATION. It's all at your finger tips.

PRICE INFORMATION
1951
Advance-Design
CHEVROLET
TRUCKS
PASSENGER CARS

The TRUCK DATA BOOK helps you

LET'S LOOK THROUGH IT, SEE HOW

OPTIONS

truck models can be
Production Options
every-duty equipment
and of truck assets.

00

uty option group which
Rating of Series 4000
m 11,000 pounds maxi-
one of these options may
um gross vehicle weight
entitled to

TABLE OF CONTENTS	
SECTION 1 - Features-Model Recommendations - Load Capacity Chart	1-8
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The Table of Contents is designed to help you find quickly the sections that contain the information you need.

SOME OUTSTANDING FEATURES

Chevrolet Advance-Design trucks with the large 3-ton axle are available in 20 different models. 110 wheelbases. Four optional engine options. Suburban and other vehicles. Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

Trucks with large, heavy-duty axles and wheels. 110 wheelbases. 4-wheel hub chassis. Rack of axle to frame and axle of chassis.

Location of 4th axle facilitates the installation of optional trailer and equipment. New front axle with longer wheelbase. New optional 110-in. axle and hydraulic suspension. New 140-in. axle and 140-in. wheelbase. New 140-in. axle and 140-in. wheelbase. New 140-in. axle and 140-in. wheelbase.

Heavy-duty axle and 140-in. wheelbase. Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

OF ADVANCE-DESIGN TRUCKS



Large, heavy-duty axles. 110 wheelbases. 4-wheel hub chassis. Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.

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Hydraulic chassis and rack. Hydraulic front chassis. 4-wheel hub chassis. In-ground vehicle weight capacity from 10,000 to 16,000 pounds and from 110 to 140 wheelbases.







Next comes a double-page spread of principal Chevrolet Truck Features. The purpose of these pages is to provide "thought-starter" paragraphs that you can develop into sales conversations.

sell "everything to haul anything!"

IT'S ORGANIZED AND WHAT IT CONTAINS

STANDARD BODY TYPES		MODEL		RECOMMENDER		CHASSIS FOR SPECIAL BODIES			
Body Style 1	Body Length 2	Weight of Payload 3	Truck Model 4	PAGE No. 5	Add disc wt. of the body to the payload 1	Body Length 2	Weight of B.C.V. and Payload 3	CHASSIS and CAR Model 4	PAGE No. 5
<p>GENERAL PURPOSES</p> <p>1000 lb. 1000 1000 1000</p> <p>1200 lb. 1200 1200 1200</p> <p>1500 lb. 1500 1500 1500</p> <p>2000 lb. 2000 2000 2000</p> <p>2500 lb. 2500 2500 2500</p> <p>3000 lb. 3000 3000 3000</p> <p>3500 lb. 3500 3500 3500</p> <p>4000 lb. 4000 4000 4000</p> <p>4500 lb. 4500 4500 4500</p> <p>5000 lb. 5000 5000 5000</p> <p>5500 lb. 5500 5500 5500</p> <p>6000 lb. 6000 6000 6000</p> <p>6500 lb. 6500 6500 6500</p> <p>7000 lb. 7000 7000 7000</p> <p>7500 lb. 7500 7500 7500</p> <p>8000 lb. 8000 8000 8000</p> <p>8500 lb. 8500 8500 8500</p> <p>9000 lb. 9000 9000 9000</p> <p>9500 lb. 9500 9500 9500</p> <p>10000 lb. 10000 10000 10000</p>									
<p>FORWARD CONTROL CHASSIS</p> <p>1200 lb. 1200 1200 1200</p> <p>1500 lb. 1500 1500 1500</p> <p>2000 lb. 2000 2000 2000</p> <p>2500 lb. 2500 2500 2500</p> <p>3000 lb. 3000 3000 3000</p> <p>3500 lb. 3500 3500 3500</p> <p>4000 lb. 4000 4000 4000</p> <p>4500 lb. 4500 4500 4500</p> <p>5000 lb. 5000 5000 5000</p> <p>5500 lb. 5500 5500 5500</p> <p>6000 lb. 6000 6000 6000</p> <p>6500 lb. 6500 6500 6500</p> <p>7000 lb. 7000 7000 7000</p> <p>7500 lb. 7500 7500 7500</p> <p>8000 lb. 8000 8000 8000</p> <p>8500 lb. 8500 8500 8500</p> <p>9000 lb. 9000 9000 9000</p> <p>9500 lb. 9500 9500 9500</p> <p>10000 lb. 10000 10000 10000</p>									
<p>SCHOOL BUS CHASSIS</p> <p>1200 lb. 1200 1200 1200</p> <p>1500 lb. 1500 1500 1500</p> <p>2000 lb. 2000 2000 2000</p> <p>2500 lb. 2500 2500 2500</p> <p>3000 lb. 3000 3000 3000</p> <p>3500 lb. 3500 3500 3500</p> <p>4000 lb. 4000 4000 4000</p> <p>4500 lb. 4500 4500 4500</p> <p>5000 lb. 5000 5000 5000</p> <p>5500 lb. 5500 5500 5500</p> <p>6000 lb. 6000 6000 6000</p> <p>6500 lb. 6500 6500 6500</p> <p>7000 lb. 7000 7000 7000</p> <p>7500 lb. 7500 7500 7500</p> <p>8000 lb. 8000 8000 8000</p> <p>8500 lb. 8500 8500 8500</p> <p>9000 lb. 9000 9000 9000</p> <p>9500 lb. 9500 9500 9500</p> <p>10000 lb. 10000 10000 10000</p>									
<p>CHASSIS AND CAR FOR SPECIAL BODIES</p> <p>1200 lb. 1200 1200 1200</p> <p>1500 lb. 1500 1500 1500</p> <p>2000 lb. 2000 2000 2000</p> <p>2500 lb. 2500 2500 2500</p> <p>3000 lb. 3000 3000 3000</p> <p>3500 lb. 3500 3500 3500</p> <p>4000 lb. 4000 4000 4000</p> <p>4500 lb. 4500 4500 4500</p> <p>5000 lb. 5000 5000 5000</p> <p>5500 lb. 5500 5500 5500</p> <p>6000 lb. 6000 6000 6000</p> <p>6500 lb. 6500 6500 6500</p> <p>7000 lb. 7000 7000 7000</p> <p>7500 lb. 7500 7500 7500</p> <p>8000 lb. 8000 8000 8000</p> <p>8500 lb. 8500 8500 8500</p> <p>9000 lb. 9000 9000 9000</p> <p>9500 lb. 9500 9500 9500</p> <p>10000 lb. 10000 10000 10000</p>									
<p>CHASSIS AND CAR FOR DUMP BODIES</p> <p>1200 lb. 1200 1200 1200</p> <p>1500 lb. 1500 1500 1500</p> <p>2000 lb. 2000 2000 2000</p> <p>2500 lb. 2500 2500 2500</p> <p>3000 lb. 3000 3000 3000</p> <p>3500 lb. 3500 3500 3500</p> <p>4000 lb. 4000 4000 4000</p> <p>4500 lb. 4500 4500 4500</p> <p>5000 lb. 5000 5000 5000</p> <p>5500 lb. 5500 5500 5500</p> <p>6000 lb. 6000 6000 6000</p> <p>6500 lb. 6500 6500 6500</p> <p>7000 lb. 7000 7000 7000</p> <p>7500 lb. 7500 7500 7500</p> <p>8000 lb. 8000 8000 8000</p> <p>8500 lb. 8500 8500 8500</p> <p>9000 lb. 9000 9000 9000</p> <p>9500 lb. 9500 9500 9500</p> <p>10000 lb. 10000 10000 10000</p>									

The Model Recommender Section directs you, when you know the body style, body length and payload, to the page describing the model that the prospect requires.

LOAD CAPACITY CHART

LOADS VEHICLE WEIGHT FOR 1951 CHEVROLET TRUCKS AND SCHOOL BUSES

TYPE	MODEL SERIES	WHEEL BASE	NOMINAL RATING	GROSS VEHICLE WEIGHT	MINIMUM TIRES AND EQUIPMENT		
					TIRE SIZE AND PLY RATING FRONT	REAR EQUIPMENT	
			1-1/2 Ton	12500	6.90-20+6	7.00-20-10 Dual	11 dual leaf spring & shock absorbers and an 8100 heavy duty frame
	4400 UR 161			4400	7.00-20-8	7.45-16-8 Dual	Above plus 8 dual 1000 spring

The Load Capacity Chart lists Series numbers and symbols, wheelbases, nominal and Gross Vehicle Weight ratings, together with tires and other required equipment.

Next, the Series and Models Section, a key portion of the Data Book

TYPICAL USERS OF SERIES 4100 TRUCKS

Bakeries
Beverage Distributors
Building Supply Yards
Carpenters
Coal Dealers
Contractors
Department Stores
Dry Cleaners
Express Companies
Farmers
Freight Lines
Furniture Stores
Governments—City, County, State, Federal
Hardware Stores
Hay, Grain and Feed Stores
Highway Department Road Crews (Maintenance)
Household Appliance Dealers
Home-to-Home Delivery Firms
Landscape Gardeners
Laundries
Lumber Yards
Maintenance Crews
Maintenance Crews (Public Utilities)
Markets (Wholesale)
Milk Producers
Oil Companies

Chassis for Special Bodies
Chassis and Cab for Special Bodies
Platform, Stake, Dump
Platform, Stake
Chassis and Cab
Platform, Stake
Chassis for Special Bodies
Chassis for Special Bodies
Chassis and Cab
Stake, Platform
Stake, Platform
Stake, Chassis and Cab
All Types
Stake
Stake, Platform
Chassis and Cab, Dump
Stake, Chassis and Cab
Chassis for Special Bodies
Platform, Stake
Chassis for Special Bodies
Platform, Stake
Chassis for Special Bodies
Chassis for Special Bodies
Stake
Stake, Chassis and Cab
Chassis and Cab for Tank, Platform, Stake

HEAVY-DUTY TRUCKS
(INDUSTRIAL RATING 2½ TONS)

SERIES 4100

Wheelbase 137 Inches
Maximum G.V.W. 14,000 Pounds*

G.V.W.	Tire Type	Best Tires
10,000 lb.	6.75-20, 8-ply	8.25-20, 8-ply, 4-ply
11,000 lb.	6.75-20, 8-ply	7.75-20, 8-ply, 4-ply
12,000 lb.	6.75-20, 8-ply	7.00-20, 10-ply, 8-ply
13,000 lb.	7.00-20, 8-ply	7.50-20, 8-ply, 4-ply
14,000 lb.	7.00-20, 8-ply	7.50-20, 8-ply, 4-ply

*The tires specified with each vehicle show the maximum G.V.W. rating for the vehicle.

MANUFACTURED BY
CHEVROLET DIVISION
GENERAL MOTORS CORPORATION
MAXIMUM WEIGHT WITH
LOADS LIMITED BY STATE AND FEDERAL LAWS
SALES AND SERVICE DEPARTMENTS
1953

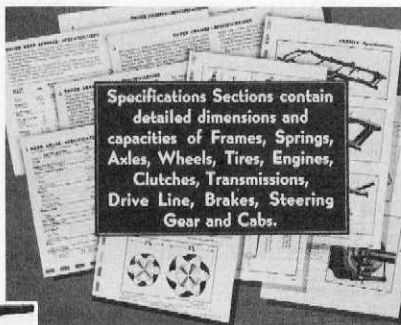
In this section of the Data Book, all Series are arranged numerically, and all models are also arranged numerically within each Series section.

Each new Series section begins with two pages like those illustrated above. The left-hand page lists Typical Users of the models in the Series.

The right-hand page shows the Series number, wheelbase, maximum G.V.W. and G.V.W. ratings with various tires and other optional equipment.

Specifications Sections

Give Data
on all
Truck
Components

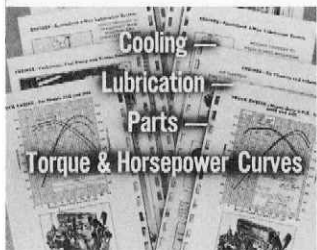


Specifications Sections contain detailed dimensions and capacities of Frames, Springs, Axles, Wheels, Tires, Engines, Clutches, Transmissions, Drive Line, Brakes, Steering Gear and Cabs.

WHEELS AND TIRES—Options
TIRE OPTIONS

Models	Front	Rear—Description	Option No.	
			Front	Rear
3800	7.00-17.0	7.50-17.0, single	Std	272Q
	7.00-17.8	7.00-17.0, single	272R	Std
		7.50-17.0, single	272S	272G
	7.50-17.0	7.50-17.0, single	272T	272G
3802-03 50-50-10	7.00-16.0	7.00-16.0, dual 12 1/2" x 2 1/2" 12 1/2" x 3"	259K	
	3805 School Bus	7.50-17.0	7.50-17.10, single 12 1/2" x 2 1/2" 12 1/2" x 3"	329A (Std)
7.50-17.10		7.50-17.8, single 12 1/2" x 2 1/2" 12 1/2" x 3"	Std	272

Included in the Specifications Sections are data in chart form on all combinations of tire and wheel options for each Series. Also included are wheel and tire data.



There is also a sixteen-page section which presents complete sales data and technical specifications on Chevrolet Valve-in-Head Engines and their components.



Detailed information on Brakes is given by Series in chart form, with illustrations.



FINAL SECTIONS CONTAIN WEALTH OF HELPFUL INFORMATION

SEPARATE SECTIONS give sales data, specifications or references you will need in your selling work on Optional Equipment and Accessories. These sections are well-illustrated so that you can show your prospect what you are talking about.



In the **TABLES AND DATA** Section, along with definitions, performance tables and identification charts, you will see how to figure load distribution.



CERTIFIED PERFORMANCE PROOFS

Table with columns for various performance metrics such as Mileage, Fuel, and Oil, categorized under 'Buses' and 'Climbers'.

CERTIFIED PERFORMANCE PROOFS provide undeniable evidence of Chevrolet durability, dependability and economy—outstanding records that you can use to advantage in your selling work. And only you, as a Chevrolet salesman, have these impressive facts.

COMMODITY WEIGHTS AND MEASURES

Table listing weights and measures for various commodities. A section is circled:

... standard poultry crate with ... avg., 78 lb.
CINDER BLOCK—8" x 8" x 16" (34 lb. ea.), per block, 8" x 12" x 16" (43 lb. ea.), per cu. ft., 48.
CINDERS—per cu. yd., 1350 lb.; per cu. ft., 50.
FRUITS—grapefruit, lemons, li...

THE WEIGHTS AND MEASURES Table is often quite valuable. It gives the size and weight of commodities, thus making it possible for you to determine truck body size and weight of payload.



In the back of the Data Book are chips in true colors for each of the twelve optional colors available on Chevrolet trucks.

Be Sure You Are Familiar with Chevrolet's Truck MODEL NUMBER SYSTEM . . .

MODEL 31 — W.B. 116" — MAX. G.V.W. 7,000




Rear	Payload Weight (Excess)	100%
	Rear Wheels	0%
Front	30 lb.	+
	14 lb.	+
	10 lb.	+
	72 lb.	+
Front		40 lb.
Front		40 lb.

STANDARD EQUIPMENT

Capacity	Capacity
Frame—Channel Side-Rails	246
5 1/2" x 2 1/4" x 1/4" Sec. Mod.	5
Cross-Members	1000 lb.
Front Floorplates	1000 lb.
Engine—Thermatorc, 60 in.	Capacity
Horsepower, Gross	216.5
Torque, Gross, ft.-lb.	92
Cooling System	176
Cooler Radiator Area, sq. in.	15 qt.
Collar—Regular & Flame Arrester	407
Air Cleaner—Regular & Flame Arrester	71.86

The first two digits identify the truck as to wheel-base and maximum G.V.W.

MODEL 04 — W.B. 116" — MAX. G.V.W. 9,000



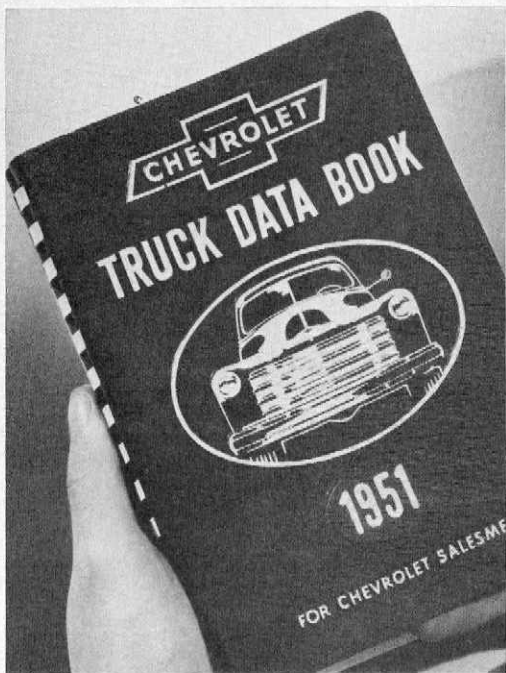
Front Wheels	100%	
	0%	
Front	30 lb.	+
	14 lb.	+
	10 lb.	+
	72 lb.	+
Front		40 lb.
Front		40 lb.

STANDARD EQUIPMENT

Capacity	Capacity
Frame—Channel Side-Rails	246
5 1/2" x 2 1/4" x 1/4" Sec. Mod.	5
Cross-Members	1000 lb.
Front Floorplates	1480 lb.
Engine—Thermatorc, 60 in.	Capacity
Horsepower, Gross	216.5
Torque, Gross, ft.-lb.	92
Cooling System	176
Cooler Radiator Area, sq. in.	15 qt.
Collar—Regular & Flame Arrester	407
Air Cleaner—Regular & Flame Arrester	71.86
Transmission—(Synchro-Mesh)	3
Final Drive	1716 gal.

The last two digits identify the chassis or body type.

The Truck Data Book puts information *"At Your Finger Tips"*



The constant study and use of the Data Book will help you be a truck expert and lead to more and better truck deals.

