

Special Reports

CORVAIR 95
ON THE JOB

CORVAIR 95's GO TO WORK— USERS REPORT RESULTS

■ In evaluating a totally new truck model, there's no substitute for actual on-the-job experience. For this reason, early in the 1961 model year new Chevrolet Corvaire 95 trucks were put on jobs with a cross-section of truckers throughout the country—users in typical vocations. They were asked to keep careful tabs on performance and over-all working ability—and to let us know, accurately and without reservation, how these new vehicles handled the jobs to which they were assigned. As the reports came in, they were verified, in the field, by factory representatives. Thus, the resulting performance stories portray actual experiences. They are not intended, of course, to precisely represent the performance you will receive with Corvaire 95.

Chances are, you will find operations here which closely approximate your own. These should be of special interest. But make it a point to read through as many of the stories as you can. Then you'll have the clearest idea of what Corvaire 95 quality and design advantages can do to brighten *your* hauling picture.

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NEW CORVAN EFFICIENCY TAKES OVER IN BALTIMORE

Built-in design advantages prove best for electrical contractor's business.

Mr. C. L. Greer, Electrical Contractor in Baltimore, Maryland, uses his Chevy Corvan as a "traveling shop." The roomy interior accommodates all of the equipment and tools needed for the job—and the men work right out of the truck. Mr. Greer, whose firm services homes and businesses throughout the Baltimore area, scores Corvan a "natural" on all counts.

"The Corvan is a very handy truck for our business. There's plenty of space inside for all the equipment—more load space than you get with a regular panel. And you can walk right inside the body easily when you need things for the job. That's an especially good feature when the weather's bad or cold.

"This truck is good advertising for us, too—it makes a good billboard. There's plenty of room on the sides for advertising and the appearance of the truck itself attracts a lot of attention. I've had fellows call in and ask me about the truck after seeing it on the street.

"I might say, too, that the Corvan is easier to keep clean than our regular panel truck. That's because you can load so easily through the big side doors. You can put big, oily pieces of equipment on board without dirtying the exterior. The truck looks good all the time."



"I like the low outside height of the Corvan, too. We usually carry ladders or pipe on the roof and with the Corvan you can put things up there or take them down more easily. The low height means less work for us."



"There's plenty of room up front, too. We often take three men out on a job and there's plenty of room for all of them on the Corvan front seat. There's no crowding and you get all the leg room you need."



(RIGHT) "You can get around town quicker in the Corvan than you can in the regular panel trucks. It's easier to park and to get through tight places."

(LEFT) "The visibility is better than in the other trucks. There's no hood and you sit right up front. This truck rides like a dream—and there's plenty of traction to get you through snow or mud."





RAMP-SIDE PICKUP PAYS OFF FOR LOS ANGELES BUSINESSMAN

"Handiest thing I've ever seen . . . and inexpensive to operate."

Surfas Refrigeration Co. of Los Angeles specializes in the design, fabrication and installation of restaurant equipment. Operating with a fleet of 22 trucks to service and supply customers, Surfas serves the entire Los Angeles County area. And, according to Mr. Gerald Surfas, president, the handiest truck they've ever used is the Cervair 95 Rampside pickup shown above.

"It's terrific," commented Mr. Surfas, "for hauling large bulky objects like refrigerators, air conditioners, heating equipment and the like. With that deep well in the rear, we have a lot more room for things than with a regular pickup. It means we can send the Rampside out for bulky deliveries instead of one of the

big trucks. And it's inexpensive to operate . . . averages just over 17 miles to a gallon in city traffic.

"The Rampside is a natural for our business," Mr. Surfas continued. "In fact, I'd guess we'd use it on about 80% of our deliveries. That side ramp is the handiest thing I've ever seen on a truck. With it, one man can handle a load it used to take 2 men to lift. He just puts the load on a dolly and wheels it right in.

"The low loading height makes for easier loading, too. And the visibility is wonderful—you sit right out in front of everything."

Mr. Surfas was so impressed with the way the Rampside performed, he plans to add several to his fleet as older units come up for replacement.

(RIG-17) "The Rampside pickup is inexpensive to operate . . . just over 17 miles in a gallon. And it's terrific to handle . . . really smooth riding."



"Terrific for hauling large bulky objects . . . a natural for our business . . . one man can handle bulky loads . . ."



Neiman-Marcus speeds "hot-shot" deliveries to customers and cuts fuel costs by about 43%.

Mr. Marlin Davis, assistant superintendent for Neiman-Marcus in Dallas, put a Corvan to work on special-order deliveries in and around the city. As he points out, "We've delivered just about everything with it . . . valuable jewelry, bridal gowns, men's suits, dishes. It's ideal for this type of work. The Corvan's load space is larger than that of our 1/2-ton panel, so bulky items like dresses can be carried conveniently; yet it's smaller and much more maneuverable than the larger vans it replaced.

"The Corvan seems just about right from every angle," Mr. Davis added. "Went anywhere we wanted to go. And it's more economical, too. We get about 43% better gas mileage with the Corvan, as compared to the van delivery trucks. It costs a good deal less to operate."

Joe Shaffer, driver, is just as pleased with the Corvan. "It's the best truck I ever used for special delivery work," he volunteered. "It's very well balanced—takes corners well. And with the engine weight in the back, it moves right along when bad roads call for traction."



"Visibility is perfect . . . you sit up nice and high with a good view of the road. It's just right; a mighty fine little truck."



"The steering is extra sensitive so I can really maneuver in heavy traffic. It's easy to parallel park, too—easier than parking a car."



"With the Corvan, you can maneuver better in traffic to save time . . . make more deliveries, more stops in a day . . ."

(BELOW) "Loading or unloading from the rear is easy. The loading height is lower than on our other vehicles of this type. And side door loading is easy, too, because the side doors are so wide; they give you extra space when you're taking on a big load of diapers."



"They put a good seat in the Corvan—big and comfortable with good back support. And there's plenty of leg room and visibility."



"You get a wonderfully smooth ride—about like a passenger car. And there's plenty of power for passing on the expressway."

BOSTON DIAPER SERVICE BOOSTS DELIVERY EFFICIENCY

"There's plenty of load space . . . that means more diapers delivered every trip . . ."

That's Arthur Landry talking. He's general manager of Dry-Dee Service, a Brookline, Massachusetts, diaper service that delivers diapers to homes and hospitals throughout the Boston area. Again, in Mr. Landry's words: "There's plenty of load space in the Corvan. That means we can deliver more diapers every trip. We have had no maintenance problems in the first 6,000 miles. For us the extra load space, comfort and low upkeep costs make the Corvan well worth its price. And that's not counting what you get in the way of nice appearance, extra power and easy handling."

"The per-mile operating costs have been highly satisfactory to us."

"Driver comfort is a big plus in the Corvan. Our drivers do a better day's work in this vehicle. In fact, our drivers love it—they fight to take it out on runs. They get plenty of room inside, a big, comfortable seat, good power for passing and for the hills."





"That ramp is just wonderful for hauling heavy equipment . . . just wheel your load right into the truck."



"The traction is far better than anything we've got . . . it's almost unbelievable the way it travels slick, snowy roads without chains . . ."

RAMPSIDE PICKUP "DOUBLES IN BRASS" FOR KANSAS CITY FARMER-BUSINESSMAN

"We use it to haul feed, hay, motors, fuel—anything . . . and I like it for commuting between the farm and my office . . ."

Ezra Knaus from Lees Summit, Missouri, will tell you how his Rampside pickup pays off with dual-purpose utility; as an all-purpose hauler on the farm and as an ideal vehicle for commuting from the farm to his office in Kansas City.

Mr. Knaus owns and manages Green Lane Farms and Green Valley Ranch—3,500 acres of prime farm land. "On the farm," Mr. Knaus says, "we use the Rampside to haul sack feed, hay, motors, refrigerators . . . just about anything we have to move. With the combination ramp door and rear tailgate we can handle just about anything. For example, if we've got a tractor in

the field, we have to haul gas for it in 50-gallon drums. That's too heavy for one man to lift. But with the ramp door it's easy, just using a 2-wheel dolly to roll it on and off."

In addition to his farming activities, Mr. Knaus is President of Knaus Truck Lines, Inc., one of the largest truck lines in the midwest. And for commuting between the farm and his office in Kansas City, he prefers the Rampside. As he points out, "I use it more than my car. It steers just as easy as a car with power steering, and with the cab forward the way it is, you get better visibility. I can go in snow with this truck without snow tires where you couldn't go with a regular pickup with snow tires. The traction is far better than anything we've got here now. It's almost unbelievable the steep inclines and slick, snowy roads it will travel without chains. To be frank about it, I don't know of any car that handles better on the highway."



"We've found out, too, that the Corvan is great in snow. We've had plenty of snow this winter but, with that rear wheel traction, the Corvan digs out of it real well. And our drivers like the smooth ride the Corvan gives them."

CORVAN SAVES TIME AND MONEY FOR NEWARK DRY CLEANER

Does half a day's work
in an hour less time—
more economically.

The Union Imperial Laundry Company of Newark, N. J., operates a fast-moving pickup and delivery service, hustling dry cleaning and laundry between the plant and stores throughout the city. According to Mr. C. Jeagle, Sales Manager, the Chevy Corvan is an ideal vehicle for short-run wholesale calls, solicitation of new business and investigation of complaints.

"Our experience has shown that the Corvan is more economical to

operate than our other trucks. The Corvan is an ideal vehicle to use when soliciting new business because of the good impression it makes. With your firm's name on the side you get real advertising value. There's a prestige factor that's bound to lead to business.

"Where the Corvan really does a job for us is on important wholesale calls within the city limits. Where you make perhaps 20 calls on a run. She gets around in traffic real good—knives through congestion in a lot less time. In fact, on a half-day's run in the city the Corvan saves us about an hour of time. And in this business, time is money."



"The Corvan is an ideal vehicle to use when soliciting new business because of the good impression it makes. . . . Short-run wholesale calls and investigation of complaints are other day-in-day-out uses of this Corvan."

CORVAN BRINGS HOME THE BACON FOR PHILADELPHIA MEAT MARKET

Big doors and load area prove best for beefy "freezer size" loads.

"Schaaf's Quality Meats" delivers everything from hot dogs to heavy sides of beef to customers located throughout a wide area in Philadelphia. They put a Corvan on the job some months back and its performance, they report, has been grade-A right down the line. Ray Perrey, who drives the truck and maintains it, too, is especially enthusiastic.

"The Corvan's side doors are plenty big and open up wide and that makes loading a lot easier. That's what you need when you're delivering meat or groceries. We

often load many orders at once and sometimes load orders of meat for home freezers that weigh as much as 150 pounds. That kind of heavy load is much easier to handle in the Corvan. In the old truck, we loaded through the back. I kept bumping my shins on the back bumper. Those Corvan side doors are really good—I took a big television set home for Christmas and we walked right into the truck with it through those big doors. There was nothing to it.

"Another thing is, this Corvan is very good in snow. With no snow tires or chains, this truck keeps you going even in a blizzard. With that traction in the rear, she really gets up and goes—and doesn't do much sliding."



"We've had a lot of nice comments about the Corvan's appearance. Everybody notices it and some people have even come out of their houses to look it over. It's good for business to have a truck that makes such a fine appearance."

(BELOW) "I get around on my deliveries a lot quicker in this truck than I did in the old one. She's got good power for passing and getting around on time. This one really steps out. And the power gives you good climbing ability on hills."



CORVAN CARRIES THE MAIL 16 HOURS A DAY FOR MIAMI FIRM

... averages 16.1 miles to the gallon through heavy traffic.

This Corvan, which replaced a passenger car, travels the tip of the Florida peninsula every work day of the week, delivering company mail for the Florida Power and Light Company. It's on the go 16 hours a day, covering about 275 miles on congested city streets, out-of-town expressways and back-country roads. The company reports that, in spite of the traffic snarls, the Corvan averages 16.1 miles to the gallon. And the truck's driver, Mr. Pat Fappiano, who spends a lot of time behind the wheel, claims that the Corvan is more comfortable to spend a day in than a passenger car!



Mr. Fappiano reports that the Corvan seat is at just the right height to give him good support—and that the steering wheel is in the proper position to take the strain out of driving. He says, further, that the Corvan is easier to maneuver and park than a car, because it wheels so easily and the driver sits right up front where the visibility is better.



Driver reports plenty of power for passing; in fact, his opinion is that the Corvan moves out just about as briskly as a passenger car.

According to driver Fappiano, Corvan doors are very handy; easy to open, with the height of the floor ideal for easy loading.

(LEFT) Bumpy roads are no problem, driver states. Corvan 4-wheel independent suspension takes them in stride—nice and smooth.



RAMP-SIDE PICKUP PAYS ITS WAY AND THEN SOME FOR COLORADO RANCHER

Proves ideal for "riding the range" or running in to town.*

Ed Rodine owns an 800-acre cattle ranch out in Parker, Colorado. And according to Ed, the best "hand" on the ranch, next to his two sons, is the Rampside pickup you see here.

"We drove that truck all over the range, checking winter pasture areas," says Ed. "Our pastures are all contoured and the going is over about as rough a terrain as you could find. We were afraid of high-centering on the ridges at first, but it was no problem at all with the Corvair."

"On the ranch," Ed continued, "we used the truck for fencing . . . carried all the fence materials—poles, barbed wire, etc. in the

back. That side ramp was ideal for rolling rolls of barbed wire into the truck. Those rolls are heavy, and by using the ramp we saved ourselves a lot of back-breaking work."

Ed also used the Rampside for driving to and from his job at the Cattle Exchange in Denver. As he puts it, "This Corvair has just about the most comfortable seat I've ever ridden on. It's up nice and high so that it's just like sitting in a chair. It has all the leg and back support you need. I could drive that truck for 10 hours and not get tired. You sit right up there with nothing to interfere with your view."

"I've driven that Corvair everywhere—over the mountains, through the passes, on the ranch and in city traffic—and it really performs. I'd rather drive it than any other pickup I know."



"Far from us, that ramp door makes loading heavier things a lot easier."

"We drove that truck all over the range. The boys used it to feed cattle . . . drove it right along the feed banks and dropped the feed in."



CORVAN HELPS BUILD BUSINESS FOR LOS ANGELES BAKERY

... prestige appearance attracts customers on house-to-house baked goods delivery routes.

Here's the latest addition to the fleet of 260 route delivery trucks operated by Golden Krust Bakery in Los Angeles. And, according to Mr. Herschel Gullege, President of Golden Krust, "The Corvan has real possibilities as a route development vehicle."

Fitted with special sliding racks to display and store baked goods, the Corvan is used, primarily, for building up new routes. As Mr. Gullege explained, "Two men are assigned to the truck and sent into a new area. They drive slowly up each street, making house-to-house solicitations for business as

they go. At each stop, the side doors are opened and the customers are able to view the selection of baked goods as the drawers are pulled out."

Commenting on the use of the Corvan for this activity, Mr. Gullege stressed the importance of making a good appearance. "People notice it—and that's important in our business. We want people to notice us. That's what builds our business. It's a well-designed vehicle for our use . . . very handy for customer service. I think it's the prettiest route delivery truck on the road. There's plenty of room on the sides for good display of our company name. And it's a safer truck, too, for our drivers . . . handles better, has better visibility and turns on a dime."

(BELOW) "It's easy to display our goods to customers through the side doors . . . there's plenty of room in pull the trays out."



"It's a well-designed vehicle for our use . . . very handy for customer service."





"With the ramp, it's real easy getting heavy equipment on and off at the job site . . ."

Convenient rampside loading makes it much easier to move miscellaneous equipment from one job to another.

As masonry superintendent for Ragnar Benson, Inc., a Chicago-based construction company, Joe Alberti spends a good deal of his time traveling from one job site to another. And, according to Joe, the Rampside pickup recently assigned to him has a "wonderful advantage" over the truck he previously used.

"What I like best about it," says Joe, "is the traction. Even in heavy snow, I've had no problems getting around . . . haven't been stuck once. It handles the same way in mud. I drive right on to the job sites over a lot of rough ground and that new Chevy just never gets hung up. If I take a piece of equipment out to the job, I can drive right into the construction area with this truck."

Joe pointed out that with the old truck, they used to have to build a special ramp or loading dock at the job to unload heavy equipment. "With the ramp," he explained, "you don't have to. It used to be quite a problem getting heavy machinery like power buggies and masonry saws off the truck at the job. With the ramp it's real easy."

"You can't beat that truck for a ride," Joe added. "It's really comfortable. I've carried some pretty heavy loads with it and it handles as well loaded as it does empty. I like it real well."

"I drive right on to the job sites over a lot of rough ground and that Chevrolet Ramp-side just never gets hung up."

"It's an ideal truck for hauling miscellaneous supplies like cement, sand and gravel in small quantities out to the job."

"It's got it all over my other truck for traction . . . I've had no problems getting around . . . haven't been stuck once."



FROM BOSTON TO SEATTLE . . . FROM MINNEAPOLIS TO NEW ORLEAN

SEWING MACHINE DISTRIBUTOR
TIRE DISTRIBUTOR
SEWING MACHINE OPERATOR
NURSERY
FURNITURE STORE
HARDWARE DELIVERY
FARMER
FLORIST

(RIGHT) Singer Sewing Machine Company, San Francisco, California — "The Corvan is ideal for our business. In fact, we liked it so well we placed an order for 5 more and now have 6 Corvans in operation. We plan eventually to have more Corvans in our fleet." — H. Doerr, General Agent, San Francisco Agency.

(BELOW) Harper Tire Company, Detroit, Michigan — "That Rampside door has proved invaluable for our operation. It makes loading and unloading heavy truck tires a lot easier. They just roll them right in instead of lifting them over the side." A. H. Magnus.



(BELOW) Quality Vending Company, Detroit, Michigan — "We carry a lot of fragile glass bottles to supply our vending machines so we consider the Corvan's extra smooth ride an important advantage. It's easy on our drivers, too — highly maneuverable in congested city streets. This is a fine truck for our business." — J. McGeagh, Vice President.



... CORVAIR 95's PUT NEW EASE AND EFFICIENCY ON THE JOB!

Nine Mile Point Nurseries, Westwego, Louisiana — "We do a lot of light delivery work and this truck is perfect. I can't think of any truck that's better for our business. It's easy to drive, easy to load and unload." — Edward R. Naberschnig, Owner.

Doces Sixth Avenue, Seattle, Washington — "We've assigned the Corvan to handle light furniture, drapery and carpets. The drivers are all very pleased with the way it performs. As far as we're concerned, the truck has worked out very well in all departments." — G. John Doces, President.



Knoble's Flowers, Cleveland, Ohio — "The Corvan fits beautifully into our delivery operation. Aside from its excellent maneuverability in city traffic, we've cut our fuel costs by one third over other delivery units in our fleet." — W. H. Knoble, Owner.

Van Dyke Guernsey Farms, Farmington, Minnesota — "We use the Rampside for general farm work, hauling sack feed mineral supplements for dairy cattle. I've found the ride to be exceptional and I was amazed at the carrying capacity of that truck." — Cleve Van Dyke, Owner.

The Neis Company, West Allis, Wisconsin — "Our drivers all praise the Corvan's driving and riding qualities. The easy access to the load compartment speeds up loading and unloading. It's especially good for quick deliveries of heating installations." — Harvey Neis, Vice President.

Cutting costs from coast to coast...Corvaire 95 quality and utility!

As you've seen on these pages, current users are strong in their praise of Corvaire 95 quality design and dollar-saving performance. Why not see for yourself at your Chevrolet dealer's? Do it soon!



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