

IMAGE OF TRUE VALUE!



BUILT-IN QUALITY!

DEMONSTRATE... EXPLAIN CHEVROLET VALUES...

Chevrolet Trucks are loaded with extra-value features, built-in quality you can demonstrate and explain to light-duty prospects. Values they can see, feel and understand. Values which make Chevrolet Trucks worth more on their jobs!

CORVAIR 95

- ★ More load space.
- ★ Easier loading with less lifting, wider doors.
- ★ The exclusive Rampside Pickup.
- ★ Greater spring and axle capacity.
- ★ Nearly equal front and rear weight distribution.
- ★ All-weather traction.
- ★ Easier handling and steering.
- ★ Year-around economy.
- ★ Independent suspensions with coil springs.
- ★ The most comfortable ride in the business.
- ★ More cab room.
- ★ Full-width seats.
- ★ Rear bumper standard.
- ★ Larger tires as standard.
- ★ More clutch and brake-lining area.
- ★ Longer lube period.
- ★ Bigger gas tank.

REGULAR CHEVROLET

Light-Duty Models

- ★ Wrap-around corner-braced front bumper.
- ★ Double-wall construction.
- ★ Bigger doors.
- ★ More cab room.
- ★ Wider seats.
- ★ Coil spring seat back rests.
- ★ Non-glare instrument panel finish.
- ★ Independent front suspension.
- ★ Coil springs, front and rear.
- ★ Lower side, rear loading heights.
- ★ Greater load lengths.
- ★ Higher GVW ratings, spring and axle capacity.
- ★ Higher frame section modulus.
- ★ Higher yield strength frame steel.
- ★ Bigger tires as standard.
- ★ More horsepower and torque.
- ★ More clutch and brake-lining area.
- ★ Separate cab-body construction as standard.
- ★ A.C. generators as standard.

TRUE TRUCK
VALUES **SELL FOR YOU!**

MORE BUILT.

MORE LOAD SPACE, EASIER LOADING

Loading Door Width (Van).....	53"
Loading Door Height (Van).....	51"
Maximum Interior Load Length (Van).....	121"
Maximum Interior Load Length (Pickup).....	106"
Maximum Interior Height (Van).....	54"
Side Loading Height from Ground (Pickup).....	16" (Ramp Down)
Side Loading Height from Ground (Van).....	16"

CORVAIR 95 PICKUP, VAN

ECONOLINE PICKUP, VAN

MORE LOAD-SUPPORTING VALUE

Maximum GVW Rating (Lbs.).....	4,600
Fr. Spring Capacity (Pad, Lbs., Each).....	1,040
R. Spring Capacity (Pad, Lbs., Each).....	1,050
Rear Axle Capacity (Lbs.).....	2,500
Standard Tires.....	7.00-14/4PR
Std. Tire Capacity (Lbs.).....	975

49"
48"
106"
85"
54"
45"
22"

MORE LOAD-MOVING VALUE

Std. Transmission.....	3-Sp.
Opt. Transmissions.....	4-Sp., Automatic
Limited-Slip Rear Axle.....	Optional
Total Brake Lining Area (Sq. In.).....	167
Self-Adjusting Brakes.....	Standard
Clutch Diameter.....	D-9.1"
Lining Area (Sq. In.).....	72

3-Sp.
None Available
Not Available
144
Not Available
D-8.5"
67.6

MORE COMFORT, CONVENIENCE

Engine Location.....	Rear
Front-Rear Weight Distribution (Van).....	F-50%—R-50%
Front-Rear Weight Distribution (Pickup).....	F-39%—R-61%
(*—Ford bolts 185 lbs. of iron to the rear of every Econoline to prevent "front-end dip!")	
Suspension Type (Front).....	Ind.
Spring Type (Front, Rear).....	Coil
Hiproom.....	61"
Headroom.....	40"
Full-Width Seats:	
Pickup.....	Standard
Van.....	Optional
Room for.....	3
Door Check Type.....	Metal
Seat Back Rest—Spring-Type.....	Coil
Non-Glare Instrument Panel Finish.....	Yes

3-Sp.
None Available
Not Available
144
Not Available
D-8.5"
67.6

Front
F-83%—*R-17%
F-84%—*R-16%
I-Beam Axle
Leaf
43"
36"
Not Available
Not Available
2
Strap
"Formed Wire"
No

MORE BUILT-IN VALUES

Rear Bumper (Pickup).....	Standard
7.00-14/4PR Tires.....	Standard
Roof, Door, Box Construction.....	Double-Wall
Van Roof Bows.....	6
Weather Stripping on.....	Body
Gas Tank Capacity (Gal.).....	18.6
Lube Period (Miles).....	6,000

\$14.20 Extra
\$23.10 Extra
Single-Wall
3
Door
14
1,000

Standard
Standard
Double-Wall
6
Body
18.6
6,000

IN QUALITY!

MORE BUILT-IN COMFORT

Chevrolet light-duty cabs (and *all* conventional and LCF cabs, light-, medium- or heavy-duty) have MORE built-in comfort features so valuable to truck users.

	CHEVROLET C10, C20, C30	FORD F100, F250, F350
Door Width.....	41"	37"
Door Height.....	46"	42"
Headroom.....	42"	35"
Hiproom.....	67"	63"
Shoulder Room.....	63"	60"
Seat Width.....	60"	57"
Seat Height from Floor.....	15"	13"
Seat Back Rest, Spring-Type.....	Coil	"Formed Wire"
Non-Glare Instrument Panel Finish	Yes	No

MORE LOAD SPACE, EASIER LOADING

	Chev. 6 1/2' Fleetside	Ford 6 1/2' Styleside	Chev. 8' Fleetside	Ford 8' Styleside	Chev. 9' Stepside	Ford 9' Flareside
	C10	F100	C20	F250	C30	F350
Side-Loading Ht. from Ground.....	48"	50"	50"	50"	48"	52"
Rear-Loading Ht. (Tail Gate Down).....	29"	31"	30"	31"	30"	33"
Max. Load Length.....	78"	78"	98"	98"	108"	106"

MORE LOAD-SUPPORTING VALUE

	Chev. 6 1/2' Fleetside	Ford 6 1/2' Styleside	Chev. 8' Fleetside	Ford 8' Styleside	Chev. 9' Stepside	Ford 9' Flareside
	C10	F100	C20	F250	C30	F350
Min. (Std.) GVW Rating (Lbs.).....	4,100	4,000	5,500	4,900	6,700	7,800
Maximum GVW Rating (Lbs.).....	5,000	5,000	7,500	7,400	7,800	7,800
Front Springs.....	Coil	Leaf	Coil	Leaf	Coil	Leaf
Rear Springs.....	Coil	Leaf	Coil	Leaf	Leaf	Leaf
Std. Front Spring Capacity (Pad, Lbs. Each).....	1,050	1,000	1,050	1,100	1,300	1,150
Std. Rear Spring Capacity (Pad, Lbs. Each).....	1,080	1,025	1,650	1,450	1,920	2,000
Rear Axle Capacity (Lbs.).....	3,500	3,300	5,200	5,000	7,200	7,200
Frame Section Modulus.....	2.98	2.65	3.71	3.34	5.14	5.27
Std. Tires, Front.....	6.70-15/4 PR	6.70-15/4 PR (2-ply)	7-17.5/6 PR	6.50-16/6 PR	8-17.5/6 PR	8-17.5/6 PR
Std. Tires, Rear.....	6.70-15/4 PR	6.70-15/4 PR	7-17.5/6 PR	6.50-16/6 PR	8-17.5/8 PR	8-17.5/6 PR
Std. Capacity, Tires (Lbs.) (F).....	1,115	1,115	1,520	1,255	1,740	1,740
(R).....	1,115	1,115	1,520	1,255	2,060	1,740

MORE LOAD-MOVING VALUE

	Chev. 6 1/2' Fleetside	Ford 6 1/2' Styleside	Chev. 8' Fleetside	Ford 8' Styleside	Chev. 9' Stepside	Ford 9' Flareside
	C10	F100	C20	F250	C30	F350
Clutch Dia., Lining (Sq. In.).....	D-10", 100	D-10", 86	D-10", 100	D-10" 86	D-11", 124	D-11", 124
Total Brake Lining Area (Sq. In.).....	167	165	238	209	252	238
Steering Gear Ratio (-to 1).....	24	20	24	20	24	23.2

MORE PERFORMANCE VALUE

	Chevrolet	Ford
Standard Engine.....	230-Six	223-Six
Max. Gross Horsepower.....	140	135
Max. Torque (Ft. Lbs.).....	220	200
Optional Engine.....	292-Six	292-V8
Max. Gross Horsepower.....	165	160
Max. Torque (Ft. Lbs.).....	280	270

(NOTE: Chevrolet also offers optional 283-V8s; Ford has no other optional light-duty engine available.)

MORE BUILT-IN FEATURE VALUES

	Chevrolet	Ford
Wrap-Around F. Bumper (Corner-Braced)	Yes	No
Roof, Door, Box Construction.....	Double-Wall	Single-Wall
Power Brakes Available (Through Parts)...	Yes	No
Separate Cab-Body.....	Standard	\$11.00 Extra
A.C. Generator.....	Standard	\$21.55 Extra

MORE BUILT-IN TRUE TRUCK VALUE!

MORE MODELS...

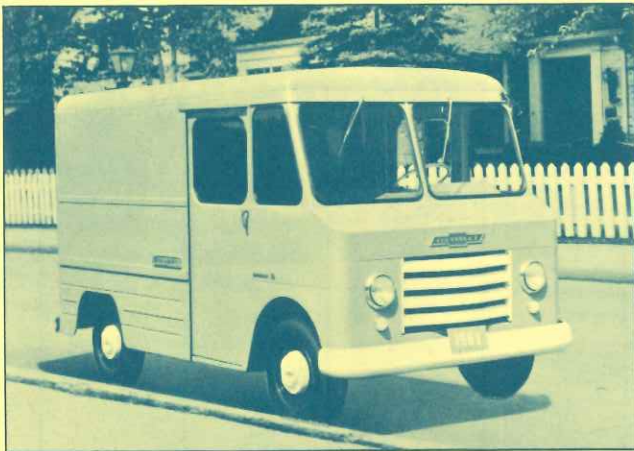


Ford has nothing to compare with Chevrolet's regular light-duty panels, because Ford doesn't offer these models.



Chevrolet provides 12 different Four-Wheel-Drive models—pickups, panels, carryalls. Ford has only eight, with no panels.

...MORE TRUE VALUE!



Ford has nothing comparable to the Chevrolet Step-Van 7 with new High Torque four-cylinder engine for maximum economy. Bodies for the Ford forward-control chassis are neither factory-installed nor factory-warranted.

Auction and wholesale market reports prove the true truck value built into every Chevrolet Truck! Chevrolet 1957-1962 half-ton pickups are worth up to \$75 MORE than Ford half-tons; Chevrolet three-quarter-ton pickups worth up to \$125 MORE than Ford three-quarter tons!

**MORE TRADE-IN
VALUE!**

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