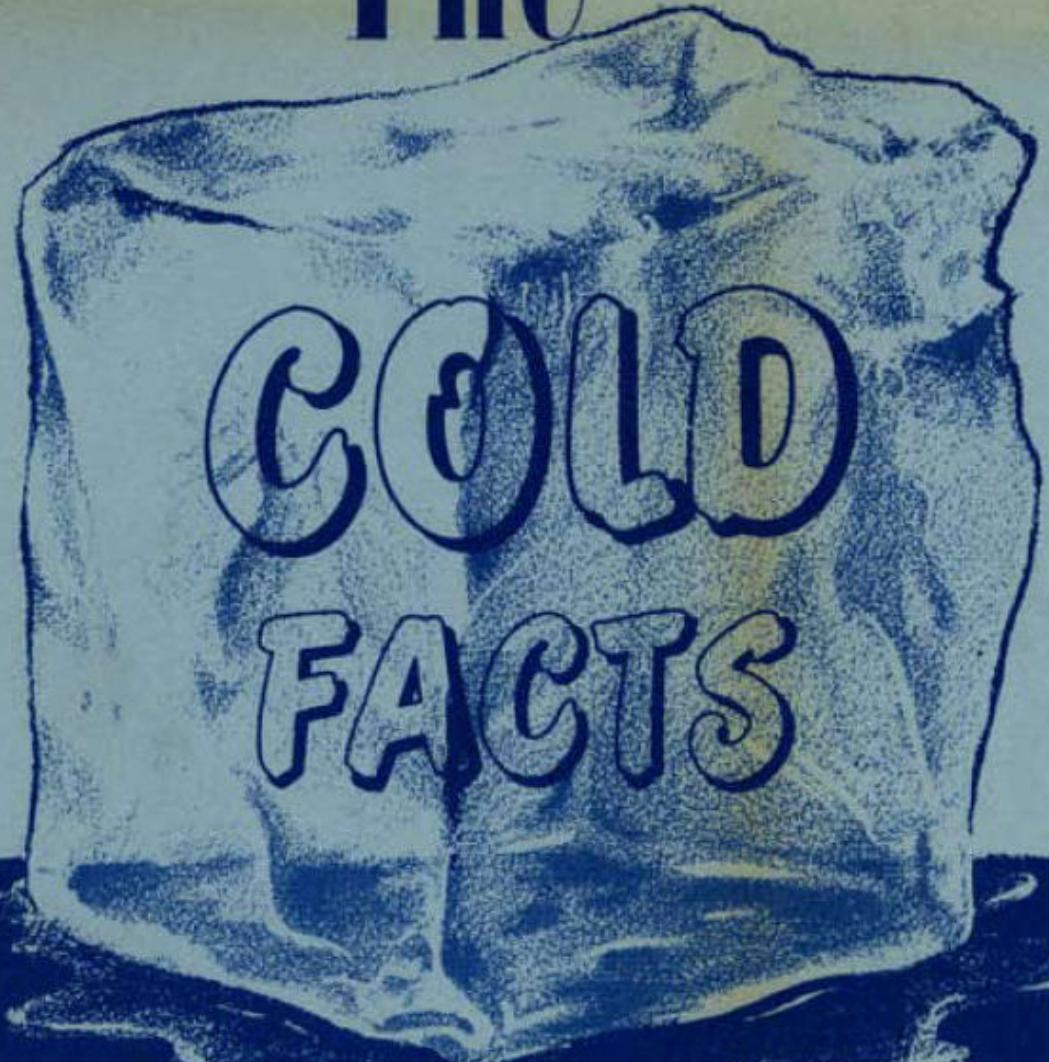


The



COLD
FACTS

about
CHEVROLET and FORD
TRUCK ENGINES

This is confidential information for
Chevrolet sales personnel only.

LIKE ICE out of the icebox... FORD Advertising CLAIMS MELT FAST!



FORD CLAIMS:

- New performance!
- New high-compression power!
- New gas savings and
lower maintenance costs!

LIKE ICE these claims read fine in print but under the white light of factual comparison they start melting, and melting fast.

FACTS PROVE THAT THE USEFUL POWER WHICH CHEVROLET'S GREAT LOADMASTER 235 ENGINE WITH 112 HORSEPOWER DELIVERS TO THE ROAD ACTUALLY EXCEEDS THAT OF FORD'S V-8 ENGINE

WITH AN ADVERTISED HORSEPOWER OF 130.

FOR EXAMPLE in testing numerous Ford V-8 engines, including one received from Ford's own engineering department, the highest rating anyone could obtain on Chevrolet's dynamometer tests was 113—just 1 more horsepower than the Loadmaster 235 developed again and again under identical conditions.

THIS IS WHAT REALLY COUNTS:

POWER at the rear wheels! Honest, down-to-earth pulling force called "Rim Pull." Here's how Chevrolet compares on this score:

RIM PULL COMPARISON*

Chevrolet Loadmaster 235 and Ford 130 H.P. V-8

Transmission Gear	Rear Axle	Rim Pull (Pounds)		Chevrolet Advantage (Pounds)
		Chevrolet	Ford	
First	Standard	4735	4526	209
Second	2-Speed (LOW)	3133	2859	274
Second	2-Speed (HIGH)	2382	2054	328
First	2-Speed (HIGH)	4701	4256	445

*In comparable 2-ton models

CHEVROLET'S OPTIONAL JOBMASTER 261 ENGINE WITH A FACTUAL 135 HORSEPOWER GIVES TRUCK BUYERS POWER THAT FORD'S OPTIONAL V-8 WITH AN ADVERTISED GROSS HORSEPOWER OF 138 CAN'T MATCH. For example, we saw that when checking Ford's V-8 with an *advertised* gross horsepower of 130 that the highest horsepower reading Chevrolet engineers could get was 113.

However, even if we give Ford the benefit of its advertised 138 gross horsepower in its optional engine, it still can't come up to Chevrolet. One reason for this is that Chevrolet's Jobmaster 261 engine provides a full 123 net horsepower. Ford, by its own figures, plunges from an advertised gross of 138 to a net of 120. Furthermore, Chevrolet's more effective transmission and rear axle ratios broaden this difference, providing distinct and outstanding advantages in rim pull. Not just a few pounds more but actually hundreds—as much as 17% more in second gear with standard rear axles. And almost 24% greater pull in second with a 2-speed rear axle in high range. In fact, with standard or 2-speed rear axles, the Jobmaster 261 gives *more rim pull in every single gear!*

FORD'S 6 CAN'T COMPARE WITH CHEVROLET'S THRIFTMASTER 235 ENGINE

You can show your prospects that Chevrolet's Thriftmaster 235 engine leads the Ford 6 in — Net Horsepower! Gross Torque! Net Torque! And — Rim Pull! Here are the facts:

	Chev.	Ford 6
Gross horsepower	112	115
Net horsepower	105	103
Gross torque	200	193
Net torque	195	188
Rim pull	Chevrolet provides as much as 628 pounds more rim pull than Ford.	

AND NOW...

...ECONOMY!

HERE AGAIN, because of advanced engineering and design, Chevrolet far outranks Ford. Ford advertising claims would have it appear that Ford engines offer economy. Highway performance proves otherwise.

TAKE COMPRESSION RATIO. Ford claims that all of its truck engines are high-compression engines — V-8 and 6. But — Chevrolet *actually builds* high-compression truck engines. Look!

	Chevrolet	Ford
Compression Ratio	Thriftmaster and Loadmaster 235: 7.5 to 1	V-8 and 6: 7.2 to 1

FRICITION is an important source of heat — lost energy which has to be dissipated along with the heat lost in the fuel burning process. Ford *advertises* "these great new engines reduce internal friction up to 33%." Fact or fiction? Let's see.

If this is true, Ford engines should require less cooling than Chevrolet's high-compression engines, because Chevrolet's higher-compression ratios develop more heat from the fuel.

BUT —

— the very opposite is true. The Ford 6 requires up to $2\frac{1}{2}$ quarts more water and must circulate 3 more gallons of water per minute than Chevrolet's Thriftmaster 235 engine.

The Ford V-8, 130 horsepower engine requires four more quarts of water and must circulate eight more gallons of water a minute than the Loadmaster 235 engine. Here's what this means:

In addition to extra cost for more antifreeze, the operation of Ford's oversize water pumps robs Ford engines of valuable power while removing this excess heat. Ford wouldn't permit this condition to exist unless it was absolutely necessary.

IT HAS BEEN ESTIMATED —

— that the extra heat lost by a Ford V-8 engine is sufficient to heat two 5-room homes in 20-degree weather. This wasted heat is energy Ford owners pay for in extra dollars and extra fuel, extra fuel that they can never use. Also, it accounts in part for the great difference existing between Ford's gross and net horsepower figures.

IT EXPLAINS WHY CHEVROLET TRUCKS EXCEL FORD TRUCKS IN ECONOMY AS WELL AS IN POWER

Now LET'S CONSIDER...

...DURABILITY!

VALVE SEATING

Valve seating influences both operating and maintenance costs, and poor seating can mean loss of power and call for expensive repairs. Valve seating, which removes carbon deposits and pitting, is an effective engineering method for maintaining proper valve seating and valve life. With Ford, the valves are free to move, but no seating point is applied. Chevrolet uses positive action valve seating in its hemispherical engines. These valves actually turn each time the valve opens, virtually insuring trouble-free valve life.

VALVE MATERIALS

All valves look alike, but— their metal life may be quite apart. Valve life is determined by the alloy of the steel. The finer the alloy—the longer the life. Chevrolet is proud to identify the steel used in the manufacture of its valves—Silicon for intake valves and M25 for the exhaust valves in all Chevrolet hemispherical engines. These metals are recognized throughout the industry for freedom from wear, high resistance to heat, and extremely long life. Ford, in describing its valve material, uses the broad, meaning: the same—alloy steel.

VALVE GUIDES

Chevrolet uses removable valve guides. Ford's valve guides are of the integral type, meaning that they are a permanent part of the cylinder head. This means that Chevrolet valve guides, of a different compo-

nent than the cast metals commonly used in the cylinder head, will not only wear less, but are easy to replace. When Ford valve guides require expensive reaming and refacing operations, ANP cars, never have valves. This one feature, alone, offers every Chevrolet truck owner a \$100 advantage over Ford owners.

TRUCK BUYERS —

Get This Kind of Quality with Chevrolet.

Chevrolet engines that are more durable than Ford engines—with more effective design and materials for every part of the valve train—and superior design and construction at every point.

REMEMBER TO TELL PROSPECTS . . .

. . . that Chevrolet's three great new engines on the Suburban 250, the Comendator 350—and the Jobmaster 360—are superior in every way to competitive Ford engines on any highway or byway in America.

Information on Ford trucks was obtained from reliable sources and is believed to be correct, but cannot be guaranteed.

