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FOR CHEVROLET DEALER USE ONLY

Here are the facts: an appraisal of

1961 FORD 1/2-TON MODELS

This folder, *for dealer use only*, will answer a number of questions regarding the 1961 Ford 1/2-ton models.

Questions prompted by the introduction of Ford's new Econoline Series and the changes made in its regular line are most easily answered and substantiated by Chevrolet's superior quality and dollar value.

REGULAR 1/2-TON PICKUP—For 1961, Ford has modified its regular 1/2-ton pickup in appearance, ride and over-all height in an attempt to offset the many advantages offered by Chevrolet. Refinements made in these critical areas still fall far short of Chevrolet.

REGULAR 1/2-TON PANEL—Ford has discontinued the regular 1/2-ton panel model for 1961 and offers only the Econoline Van in this field. Chevrolet has two models, the regular 1/2-ton panel and Corvan.

ECONOLINE AND RANCHERO—The Econoline Series, new for 1961, offers both pickup and van models. The Ranchero pickup is carried over relatively unchanged from 1960.

How do these Ford models compare with Chevrolet 1/2-tons? Do they offer the truck user the quality, performance and durability he expects from his truck dollar?

Here, then, are the facts on where Chevrolet stands in relation to Ford for 1961 in the 1/2-ton field in dollar-for-dollar value and actual working ability . . .

THERE'S NOTHING IN THE FORD LINE FOR '61 TO MATCH THE CORVAIR 95's

QUALITY FEATURES SHOW THE DIFFERENCE BETWEEN CORVAIR 95 AND ECONOLINE MODELS



There's a big difference in load compartment cargo convenience. Not only is the Corvan load floor over 9" lower than the Econoline Van, but the side door opening is an inch higher and over 4" wider. Optional left-side doors make load space even more accessible.



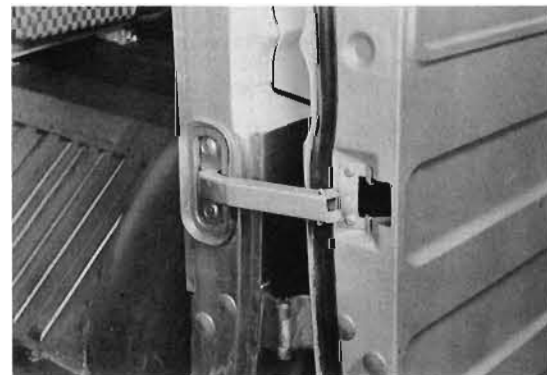
In addition to the high step height, the Econoline's engine box makes cargo handling a problem. Extending from the driver compartment well back into the cargo area, it interferes with side door loading. Ford does not offer optional left-side doors.



In quality of detail and finish, the driver compartment of the Corvan is clearly superior. Sculptured instrument panel, locking glove box door and a wide unobstructed flat floor, all contribute to driver convenience. Full-width seat is optional on the Corvan, standard on pickups. Engine location prevents a full-width seat on any Econoline model.



Driver compartment of the Econoline is largely taken up by the engine box. With engine next to driver, noise, heat and fumes can be objectionable. Driver must climb between the engine box and floor heater to reach cargo from inside. Notice, also, the door step—necessary because of 24.3" floor to ground height. Glove box door costs extra.



Extra quality of design and construction is evident throughout the Corvaire 95. Quality and strength are exemplified by features like the two-position metal door checks and solid-paneled, double-walled construction of all loading doors.



Econoline offers only cloth straps to stop doors in the half-open position, with lift-pins releasing straps for opening doors all the way. No provision is made for holding doors open. Notice the single-wall doors with open framing.

CORVAIR 95's offer the truck buyer more dollar value!

A few of the Corvaire 95 advantages . . . not available on Econoline models at any price:

- **Air-Cooled Rear Engine** never needs antifreeze or radiator repairs. And, because of its rear-end position, it helps provide better traction and nearly perfect 50-50 weight distribution for better handling whether the truck is empty or loaded.
- **Independent Suspension** at all four wheels adds to handling ease. Balanced friction-free coil springs are sturdy enough to withstand any duty.
- **Full-width seat** (standard on pickups, optional on Corvan).
- **Dual headlights.**
- **Optional left-side loading doors for Corvan** make load space even more accessible.
- **Metal door checks** (hold-open device) standard on all doors.
- **Rampside Pickups** provide convenient no-lift loading.
- **Optional 4-speed or automatic transmission** for wide-range versatility to meet all types of driving situations.



Corvan overall height is over 8" lower than the Econoline, yet load compartment height is virtually the same. Load floor of the Corvan at curb side is over 9" lower for easy entry and exit. Usable load length of the Econoline is reduced greatly by the engine box which extends well into the cargo area. Typical of cost-cutting construction, so noticeable in Econoline models, is the single-wall construction and awkward hang of cargo doors. Rear door windows are standard on the Corvan, optional at extra cost on the Econoline Van.



The Corvaire 95's pickup body is well over 20" longer than the Econoline. The Econoline's limited load space results from excessive cab length, which is made necessary and largely used up by the Econoline engine box. A full-width seat, standard on Corvaire 95, is not possible on the Econoline because of the engine location. The Corvaire 95 loading height is 4" higher at the tailgate, but over 9" lower at the full depth cargo area—and Ford offers nothing to match the loading ease of the exclusive Rampside. Rear bumper is standard on the Corvaire 95, optional at extra cost on the Econoline.

IN THE 1/2-TON PANEL FIELD . . .

CHEVROLET OFFERS TWO BASICALLY DIFFERENT MODELS TO MEET MORE BUYERS' NEEDS!



1961 REGULAR 1/2-TON PANEL

- Max GVW, 5,200 lb (1,100 lb more than Econoline)
- Independent Front Suspension
- High spring load capacities (greater than Econoline by 290-lb front; 395-lb rear)
- 3,500-lb rear axle capacity (1,200 lb greater than Econoline)
- 135-horsepower engine (50 hp more than Econoline)
- Choice of 4 transmissions: 3-speed, HD 3-speed*, 4-speed*, Powerglide*
- Metal door checks hold door open at 90° or 180°
- Double-walled construction of all doors
- Heavy roof insulation
- Interior lash rails
- Rear door windows standard
- Wide unobstructed floor in driver compartment
- Dual headlights

For additional regular 1/2-ton advantages, see specification comparison on preceding page.

\$1,764.48 (Dealer invoiced price incl. Factory D&H)



1961 CORVAN

- Max GVW, 4,600 lb (500 lb more than Econoline)
- Air-cooled 80-horsepower engine
- Choice of 3 transmissions: 3-speed, 4-speed*, Powerglide*
- Efficient transaxle drive at the rear.
- Nearly perfect 50-50 weight distribution
- Independent 4-wheel suspension with high load capacity springs (greater than Econoline by 280-lb front; 365-lb rear)
- Big double side doors: right-side (std) & left-side*
- Double rear doors (windows standard)
- Double-walled construction of all doors
- Metal door stops that hold door at 100° or 180°
- Locking glove box door
- No-step entry in driver compartment
- Dual headlights

\$1,844.40 (Dealer invoiced price incl. Factory D&H)

**Optional at extra cost*

FORD OFFERS ONLY ONE MODEL—THE MINIMUM-DUTY ECONOLINE VAN!



1961 FORD ECONOLINE VAN

- Max GVW only 4,100 lb
- I-beam front axle with leaf springs
- 85-horsepower engine positioned next to driver's seat. Driver must climb around engine box to reach cargo from inside.
- Engine in driver compartment causes objectionable heat and noise.
- Standard 3-speed transmission—no options
- Rear axle capacity of only 2,300 lb
- Light-duty spring capacities: 760 lb (front), 685 lb (rear)
- High floor (24") requires inside door step in driver compartment
- Econoline floor is over 8" higher than Corvan.
- Cloth straps serve as door stops. No provision is made for holding doors open.
- Single-walled construction of loading doors
- No left-side loading doors available
- No rear door windows (optional only)
- No lash rails in load compartment
- No roof insulation of load compartment
- No glove box door (optional only)
- Single headlights

\$1,593.20 (Dealer invoiced price incl. Factory D&H)

Chevrolet's Superior Quality and Greater Working Ability Offer MORE DOLLAR-FOR-DOLLAR VALUE!

SEE REVERSE SIDE

IN THE \$1,500 PRICE RANGE . . . (Dealer invoiced price including factory D&H)

CHEVY 1/2-TON PICKUPS ARE FAR AHEAD OF FORD IN DOLLAR VALUE AND WORKING ABILITY!

Chevrolet C1404 Stepside—\$1,518.28



Chevrolet C1434 Fleetside—\$1,530.68



Ford Ranchero—\$1,518.40



Ford F-100 Flareside—\$1,494.11



Ford F-100 Styleside—\$1,505.65



Ford Econoline—\$1,493.20

Regular 1961 Ford

Ride Modifications. In an effort to minimize the great Chevrolet ride advantages made possible by independent front suspension, Ford has incorporated *softer rate front leaf springs . . . but still uses an ordinary I-beam axle.* Ford's lighter duty front springs sacrifice load capacity for ride and are susceptible to "spring wrap-up" with sudden stops. To prevent this, an *anti-wrap-up leaf* is necessary and included on regular 1/2-ton models.

Styling—In the styling area, Ford has set out to improve its position. The most noticeable styling change, seemingly for *styling's sake alone*, is the integral cab and body design of the Styleside pickup without unitized body-frame construction.

Cabs and Bodies—The Ford Styleside body and cab are joined together as a single unit . . . the pickup box bolted to a *separate conventional frame* . . . the cab fastened to rubber mounts.

This one-piece-cab-and-body construction invites trouble. Constant flexing of the frame and "rocking" motion of the cab on its mounts in severe service may lead to cracks in the sheet metal where the cab joins the body. Of course, sheet metal fatigue of this type cannot take place with construction such as used on Corvair 95 or Econoline models where body and frame are a single unit.

Further evidence of possible sheet metal damage with the Styleside body in rough service is the fact that Ford does not offer this body on 4-wheel-drive models for 1961.

Ford still retains . . .

Cab entry step—Inconvenient, slippery when wet

Single-wall roof construction—Lacks rigidity and insulation qualities

Single-wall body side panels on both Flareside and Styleside models

Metal floors on Styleside—Slippery, noisy, develop rust spots after painted surface is worn

Single Headlights have replaced dual headlights of 1960.

Regular 1961 Chevrolet

Independent Front Suspension has been thoroughly proven in over 300,000 Chevrolet trucks. With each wheel flexing independently, there is greater roll stability and resistance to lean and sway—stress and strain on chassis and cab are minimized—trucks ride smoother, work harder and last longer.

Alterations made in Ford's front springs with I-beam axle cannot provide the sweeping ride improvements made by Chevrolet's work-proved Independent Front Suspension.

Space between Cab and Body on all pickups eliminates a source of sheet metal fatigue that is possible with the Ford Styleside integral body design. Also, the Chevrolet design affords safety of two walls between driver and load.

Double-Wall Body Side Panels on Fleetside models add strength and protect outside appearance from inside dents. *Ford pickups do not offer this feature.*

Double-Wall Steel Roof offers increased rigidity and added insulation from outside noises and temperatures. *Ford offers only single-wall roof construction.*

No-Step Entry and Exit is easier and safer than with Ford's inside door step.

Wood Load Floors with Steel Strips in all Chevrolet regular pickups utilize 1 1/4" thick select wood planks for long-lasting, extra-quiet, rough usage. Wood load floors provide sure footing—not as slippery when wet as metal floors. Steel strips make cargo loading and unloading easier. *Ford Styleside pickups do not offer wood load floors.*

Dual Headlights are standard on all models. *Not available on Ford trucks.*

HERE'S PROOF OF EXTRA VALUE—COUNT THE STARS!

Of the 75 specifications compared, Chevrolet exceeds Ford on 63 (stars) . . . 10 are equal

| | REGULAR 1/2-TON CHEVROLET | REGULAR 1/2-TON FORD | ECONOLINE FORD | RANCHERO FORD |
|--------------------------------|---------------------------|------------------------|------------------|------------------|
| GVW Rating (Maximum) | 5200 lb. | 5000 lb. | 4100 lb. | 3240 lb. |
| (Base) | 4300 lb. | 4000 lb. | 3300 lb. | — |
| Wheelbase | 115" or 127" | 114" or 122" | 90" | 109.5" |

STANDARD SPECIFICATIONS

| | REGULAR 1/2-TON CHEVROLET | REGULAR 1/2-TON FORD | ECONOLINE FORD | RANCHERO FORD |
|--|------------------------------------|-------------------------------|-----------------------------|----------------------------------|
| CHASSIS | | | | |
| Front Axle—Type | Independent Suspension | I-beam★ | I-beam★ | Independent Suspension |
| Capacity | 2500 lb. | 2600 lb. | 1950 lb.★ | 1402 lb.★ |
| Rear Axle—Capacity | 3500 lb. | 3300 lb.★ | 2300 lb.★ | 1870 lb.★ |
| Springs, Front—Type | Torsion Bar | Leaf★ | Leaf★ | Coil★ |
| Capacity | 1250 lb. @ ground | 1000 lb. @ pad★ | 760 lb. @ pad★ | 1140 lb. @ ground★ |
| Springs, Rear—Type | Coil | Leaf★ | Leaf★ | Leaf★ |
| Capacity | 1250 lb. @ ground | 1025 lb. @ pad★ | 685 lb. @ pad★ | 880 lb. @ pad★ |
| Frame, Section Modulus | 3.39 | 2.65★ | Unitized | Unitized |
| ENGINE (Std. 6-cylinder) | | | | |
| Displacement (cubic inches) | 235 | 223★ | 144★ | 144★ |
| Horsepower (Maximum) | 135 | 139 | 85★ | 85★ |
| Torque (Maximum) | 217 | 200★ | 134★ | 134★ |
| Clutch (Diameter; area) | 10"; 100 sq. in. | 10"; 85.5 sq. in.★ | 8.5"; 68 sq. in.★ | 8.5"; 68 sq. in.★ |
| ELECTRICAL (12-volt) | | | | |
| Generator | 30 amp-hr. | 30 amp-hr. | 25 amp-hr.★ | 25 amp-hr.★ |
| Battery | 53 amp-hr. | 40 amp-hr.★ | 40 amp-hr.★ | 40 amp-hr.★ |
| Headlamps | Dual | Single★ | Single★ | Single★ |
| CAB | | | | |
| Roof Construction | Double-wall | Single-wall★ | Single-wall★ | Single-wall★ |
| Door Entrance | Flat floor | Step well★ | Step well★ | Step down★ |
| Door Check (hold open device) | Standard | No★ | No★ | Standard |
| Hand Throttle | Standard | Optional★ | Optional★ | Optional★ |
| Glove Box Door | Standard | Standard | Optional★ | Standard |
| Window Frames to protect glass | Standard | No★ | No★ | No★ |
| BODY CONSTRUCTION | | | | |
| Side Panels | Double-wall on Fleetside | Single-wall★ | Single-wall★ | Double-wall |
| Floor | Wood w/steel strips | Metal on Styleside★ | Metal★ | Metal★ |
| | | Wood on Flareside | | |
| TIRES (standard) | | | | |
| Capacity (each) | 6.70-15/4PR | 6.70-15/4PR | 6.50-13/4PR.★ | 6.50-13/4PR.★ |
| | 1115 lb. | 1115 lb. | 835 lb.★ | 835 lb.★ |