

T-O-P

TRUCK

SELLING IDEAS

IMAGE OF TRUE VALUE

(Chevrolet-Ford Light-Duty Truck
Comparison)

**CHEVROLET DEALERS
TRAINED ORGANIZATION PROGRAM**
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**CHEVROLET
TRUCK**

COMPARED WITH FORD LIGHT-DUTY TRUCKS, CHEVROLETS ARE THE IMAGE OF TRUE VALUE!

TO THE MEETING LEADER

Ford is Chevrolet's major light-duty truck competitor. And again this year, Ford is pushing advertising claims of "economy" and "durability" and "quality" -- trying to take sales away from your dealership and your salesmen.

You and your salesmen know that Chevrolet Trucks offer true truck value -- comfort, convenience, load-supporting and load-moving ability, durability, economy. But are your salesmen fully prepared to answer Ford claims? Are they showing prospects Chevrolet Truck values effectively?

This meeting is designed to help you help your salesmen to answer Ford claims and make more light-duty truck sales. It covers Chevrolet Corvair 95's and Ford Econolines, and regular Chevrolet and Ford light-duty models.

The sound slidefilm, Image of True Value! compares Chevrolet and Ford trucks, pointing

out built-in values and how they can be proved to prospects.

The Review Booklet contains film facts plus a great deal more which your salesmen can use to answer prospect questions and Ford claims.

MAKE YOUR MEETING EFFECTIVE

You can add interest to your meeting by clipping Ford ads from local papers or magazines and integrating them into your meeting. You might also wish to arrange to have on hand one or more Ford trucks for direct inspection and comparison.

You may also wish to list and discuss local prices for comparable trucks, to enliven discussion, and to bring out how the Corvair 95 Econoline price differential in particular can be overcome by stressing quality. Remember, this differential was reduced substantially for 1963!

1 OPENING REMARKS

Gentlemen, light-duty trucks make up by far the biggest part of our truck sales. And as you know, Chevrolet light-duties are better than ever, more salable than ever before. Features like new coil spring suspensions on our regular models provide the most comfortable ride in the business. And we have new performance with brand-new six-cylinder engines.

But -- competition is also going all out to cash in on this big market. Ford is putting out all

kinds of claims about their light-duty trucks -- claims designed to keep prospects from even looking at a Chevrolet Truck.

(SUGGESTION: Display local Ford truck ad and discuss it briefly.)

We all know it's good selling technique to never bring up the competition. But -- some of our prospects may have heard or seen those Ford claims, and should they bring up competition, you must be in a position to answer their

questions factually and intelligently. Until they do, however, our sales approach is to sell Chevrolet!

We all know that Chevrolet Trucks have true comfort, economy, performance, load-hauling

ability and everything else that a truck user needs. But are we getting this story across to all our prospects?

Let's see a film that brings out the true facts about Chevrolet and Ford truck values!

2 SHOW THE SOUND SLIDEFILM, Image of True Value!

3 CONDUCT A DISCUSSION

Gentlemen, this film makes it clear that in terms of true value, there's really no comparison between Chevrolet and Ford light-duty trucks.

(SUGGESTION: Use the following and similar questions to discuss Chevrolet and Ford specifics, and how to effectively present Chevrolet Truck values to prospects.)

Q. Which one of the values presented means the most to prospects here in our market area? Comfort? Load-supporting ability? Others?

Q. How can you present this value most effectively?

(A. Demonstrate on-the-job, point out, explain.)

Q. What other values are most important to our prospects? How can they be presented most effectively?

(A. Demonstrate, explain, user testimonials.)

Q. How can you prevent the Corvair 95 Econoline price differential from coming up? If it does, what is the best way to present Corvair 95 superior values, to overcome it?

(A. 1. Select the right truck and equipment for the job. 2. To answer price questions, explain extra-value features that are standard on Corvair 95, extra-cost on Econoline -- such as pickup rear bumpers, tires, quality double-wall construction; and explain extra-value features built into Corvair 95's -- such as superior traction, easy handling, etc. Sell the features found in the Corvair 95 that are not available in the Econoline.)

4 DISTRIBUTE REVIEW BOOKLET

Gentlemen, our discussion makes it clear that we must have the true facts in order to keep Ford claims from preventing a Chevrolet sale. So here are all the facts that were in the film, plus many more.

(Discuss the Review Booklet. Use Automotive Market Reports, local ads or auction/whole-

sale reports, to point out Chevrolet's higher resale value. If you have a Ford truck available for direct comparison, adjourn your meeting to the truck.)

5 CLOSING REMARKS

Now that we've seen and discussed the facts, I know we're all fully aware of how much more true truck value is built into Chevrolet light-duties. They're worth so much more in every way that a prospect simply can't afford to buy anything less!

Let's use the facts -- and we'll sell more Chevrolet Trucks!

Thanks for your attention. The meeting is adjourned.

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"	49"
Loading Door Height (Van).....	51"	48"
Maximum Interior Load Length (Van).....	121"	106"
Maximum Interior Load Length (Pickup).....	106"	85"
Maximum Interior Height (Van).....	54"	54"
Side Loading Height from Ground (Pickup).....	16" (Ramp Down)	45"
Side Loading Height from Ground (Van).....	16"	22"

MORE LOAD-SUPPORTING VALUE

Maximum GVW Rating (Lbs.).....	4,600	4,350
Fr. Spring Capacity (Pad, Lbs., Each).....	1,040	855
R. Spring Capacity (Pad, Lbs., Each).....	1,050	1,025
Rear Axle Capacity (Lbs.).....	2,500	2,300
Standard Tires.....	7.00-14/4PR	6.50-13/4PR
Std. Tire Capacity (Lbs.).....	975	835

MORE LOAD-MOVING VALUE

Std. Transmission.....	3-Sp.	3-Sp.
Opt. Transmissions.....	4-Sp., Automatic	None Available
Limited-Slip Rear Axle.....	Optional	Not Available
Total Brake Lining Area (Sq. In.).....	167	144
Self-Adjusting Brakes.....	Standard	Not Available
Clutch Diameter.....	D-9.1"	D-8.5"
Lining Area (Sq. In.).....	72	67.6

MORE COMFORT, CONVENIENCE

Engine Location.....	Rear	Front
Front-Rear Weight Distribution (Van).....	F-50%—R-50%	F-83%—*R-17%
Front-Rear Weight Distribution (Pickup).....	F-39%—R-61%	F-84%—*R-16%
(*—Ford bolts 185 lbs. of iron to the rear of every Econoline to prevent "front-end dip!")		
Suspension Type (Front).....	Ind.	I-Beam Axle
Spring Type (Front, Rear).....	Coil	Leaf
Hiproom.....	61"	43"
Headroom.....	40"	36"
Full-Width Seats:		
Pickup.....	Standard	Not Available
Van.....	Optional	Not Available
Room for.....	3	2
Door Check Type.....	Metal	Strap
Seat Back Rest—Spring-Type.....	Coil	"Formed Wire"
Non-Glare Instrument Panel Finish.....	Yes	No

MORE BUILT-IN VALUES

Rear Bumper (Pickup).....	Standard	\$14.20 Extra
7.00-14/4PR Tires.....	Standard	\$23.10 Extra
Roof, Door, Box Construction.....	Double-Wall	Single-Wall
Van Roof Bows.....	6	3
Weather Stripping on.....	Body	Door
Gas Tank Capacity (Gal.).....	18.6	14
Lube Period (Miles).....	6,000	1,000

CORVAIR 95 PICKUP, VAN

ECONOLINE PICKUP, VAN

53"
51"
121"
106"
54"
16" (Ramp Down)
16"

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

4,600
1,040
1,050
2,500
7.00-14/4PR
975

4,350
855
1,025
2,300
6.50-13/4PR
835

3-Sp.
4-Sp., Automatic
Optional
167
Standard
D-9.1"
72

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

Rear
F-50%—R-50%
F-39%—R-61%

Front
F-83%—*R-17%
F-84%—*R-16%

Ind.
Coil
61"
40"

I-Beam Axle
Leaf
43"
36"

Standard
Optional
3
Metal
Coil
Yes

Not Available
Not Available
2
Strap
"Formed Wire"
No

Standard
Standard
Double-Wall
6
Body
18.6
6,000

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

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

	Chevrolet 6 1/2' Fleetside	Ford 6 1/2' Styleside	Chevrolet 8' Fleetside	Ford 8' Styleside	Chevrolet 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

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

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!**

CONFIDENTIAL

Confidential information for use with dealership personnel only.

the key word...



more comfort!

	<u>CHEVROLET RAMPSIDE</u>	<u>IHC SCOUT</u>
Spring Type	Coil	Leaf
Suspension Type	Ind.	I-Beam
Load Weight Distribution	F-39% R-61%	F-2.5% R-97.5%
Headroom	40"	37.8"
Seat Width	58.5"	52"
Windshield Wipers	Elect.	Vacuum
Engine Location	Rear	Front

more extra value!

In addition to the extra quality built into every Chevrolet Truck, Chevrolet also provides valuable features and advantages as standard which are extra-cost items on competitive trucks. For example, directional signals, roll-down windows, rear bumper and positive crankcase ventilation are standard on the Chevrolet Rampside, extra-cost items on the IHC Scout.

CONFIDENTIAL

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more!!!

... IN LIGHT-DUTIES
more of everything...

MORE MODELS, BODIES

	CHEV. R'SIDE	IHC SCOUT	CHEV. C20	IHC C100	CHEV. C20	IHC C120	CHEV. C30	IHC C130
Pickup Bodies (F—Fleetside; S—Stepside; BL—Bonus Load; R—Regular)	8'10"	5'	6½', 8'F,S	7'BL, R	8'F, S	7', 8½' BL,R	9'S	8½' BL,R
Panel Bodies Carryalls	10'	5'	7¼', 1406, 1416	7.8' Sta. Wag.	—	7'7" Sta. Wag.	10½'	7'7" Travel-lette

MORE LOAD SPACE, COMFORT

	CHEV. R'SIDE	IHC SCOUT	CHEV. C20	IHC C100	CHEV. C20	IHC C120	CHEV. C30	IHC C130
<u>Body Dimensions</u>								
Max. Load Length (Pickups)	106"	60"	6½'F, 78"	7'BL, 84", 8½'	8'F, 98"	7'BL, R, 84", 8½'BL, R, 102"	9'S, 108"	8½'R, 102"
Max. Load Length (Panels) (Btw. W'housings) (Pickups)	121", 44.3"	60", 38"	99.6", 50"	93.1", 49.5"	—, 50"	93.1", 49.5"	134.1", 50"	93.1", 49.5"
Volume (Cu. Ft.) (Pickups)	82.5	30.3	6½', 60.3	7', 59.3	8', 76.4	7', 59.3	9', 55	8½', 72.8
Tail Gate Width	43.9"	37.5"	65" (F)	54.5" (BL)	65" (F)	54.5" (BL)	50" (S)	54.5" (BL)
Springs								
Front Type	Coil	Leaf	Coil	T-Bar	Coil	Leaf	Coil	Leaf
*Capacity	1,040	750	1,050	1,250 (Grnd)	1,050	1,180	1,300	1,390
*Optional	—	—	—	—	1,300	1,390	1,550	—
Rear Type	Coil	Leaf	Coil	Leaf	Coil	Leaf	Leaf	Leaf
*Capacity	1,150	1,150	1,080	1,480	1,650	1,970	1,920	2,590
*Optional	(Grnd)	(Grnd)	1,650	1,520	2,650	2,590, 3,300	2,750, 3,670	1,390, 3,250
Suspension Type	IFS	I-Bm.	IFS	T-Bar	IFS	I-Bm.	IFS	I-Bm.
Front	Ind.	Hotch-	2-Link	Hotch-	2-Link	Hotch-	Hotch-	Hotch-
Rear	—	kiss	Coil	kiss	Coil	kiss	kiss	kiss
Axles, Rear	2,500	2,300	3,500	3,300	5,200	4,500	7,200	6,000
Capacity	—	2,500	—	—	—	—	—	—
Optional	—	—	—	—	—	—	—	—
Frame Section Modulus	—	2.75	2.98	3.28	3.71	4.81	5.14	4.81
GVW Rating (Max.)	4,600	3,200	5,000	4,200	7,500	5,400	7,800	7,000

*—Spring Capacities in Pad ratings unless otherwise stated

MORE LOAD-MOVING ABILITY

	CHEV. R'SIDE	IHC SCOUT	CHEV. C20	IHC C100	CHEV. C20	IHC C120	CHEV. C30	IHC C130
<u>Engines</u>								
Standard Horsepower	145-6	4-152	230-6	V266 (8)	230-6	V266 (8)	230-6	V266 (8)
Torque	80, 128	93, 143	140, 220	155, 227	140, 220	155, 227	140, 220	155, 227
Optional (6) Horsepower	—	—	292-6	BD220	292-6	BD240	292-6	BD240
Torque	—	—	165, 280	113, 194, BD240, 141, 224	165, 280	141, 224	165, 280	141, 224
Optional (8) Horsepower	—	—	283	V304	283	V304	283	V304
Torque	—	—	175, 275	193, 273	175, 275	193, 273	175, 275	193, 273
Clutch Standard Dia.	9.1"	10"	10"	11"	10"	11"	11"	11"
Standard Lining Area	72	143	100	124	100	124	124	124
Optional Dia.	—	—	11"	10"(6), 12"(8)	11"	10"(6), 12"(8)	—	10"(6), 12"(8)
Brake Lining Area	167	157	167	187	239	173	252	204

MORE BUILT-IN EXTRA VALUE!

Regular Chevrolet Pickups also have as standard, alternating current generator, rear bumper (standard on C10, C20 Panels and Suburbans), directional signals, and positive crankcase ventilation. All these items are extra-cost options on IHC pickups!

tell them... show them...

... IN MEDIUMS, HEAVIES with Chevrolet

MORE MODELS, BODIES

Cabs, BBC Dim.	CHEV. 50	IHC C150	CHEV. 60	IHC 1600	CHEV. 60-H	IHC 1700	CHEV. 80	IHC 1800
Conventional	105"	101.3"	105"	N.A.	105"	N.A.	105"	N.A.
Low Cab Fwd.	93.3"	N.A.	93.3"	91.8"	93.3"	91.8"	93.3"	91.8"
Tilt Cab	N.A.	N.A.	71.8"	N.A.	71.8"	N.A.	71.8"	N.A.

MORE LOAD SUPPORT

	CHEV. 50	IHC C150	CHEV. 60	IHC 1600	CHEV. 60-H	IHC 1700	CHEV. 80	IHC 1800
GVW Ratings	10,000 12,000 14,000 16,000	14,000 15,000	15,000 17,000 19,500	18,200 18,500 19,700 20,000 22,000	23,000	20,000 21,000 22,000 23,000	18,500 22,000 25,000	21,500 23,000 24,000 25,000 **25,500
*Front Spring Capacity Optional	1,750 2,700	1,710 1,810	2,700 3,650 3,150 4,100	2,050 2,385 2,415	3,150 4,100	2,175 2,415	3,150 4,100 5,050 6,500	2,415 2,820
Front Axle Capacity Optional	4,000 5,000	4,000 —	5,000 **7,000 (Tilt)	4,700 5,000 7,000	7,000	5,000 7,000	7,000 9,000 11,000	5,500 7,000
*Rear Spring Capacity Optional	4,950 6,750 7,950	6,260 6,320	6,750 7,950 8,400 9,600	6,320 7,560	9,600 10,750	6,320 7,560	9,600 10,750	8,550 9,060
Rear Axle Capacity (Single-Speed) (2-Speed) (Optional)	11,000 15,000 15,000	10,000 11,000 11,000	15,000 17,000 15,000 17,000	13,500 15,000 13,500 15,000	17,000	15,000 16,000 15,000 16,000	18,500 18,500	16,000 18,500 16,000 18,500
Frame Section Modulus	9.38	6.28- 7.37	9.38- 10.59	9.22- 10.43	10.59- 11.80	9.22- 11.65	10.59- 11.80	9.22- 11.65

*—Spring Capacities in Pad ratings
**—Std. for T60, S69 with 7,000-Lb. Front, 18,500-Lb. Rear Axles

MORE LOAD-MOVING ABILITY

	CHEV. 50	IHC C150	CHEV. 60	IHC 1600	CHEV. 60-H	IHC 1700	CHEV. 80	IHC 1800
Standard Engine Horsepower	230-6 140	BD240 141	292-6 165	V304 193	292-6 165	V304 193	348-V8 220	V345 197
Torque	220	224	280	272	280	272	325	309
Optional Engine (6) Horsepower	292-6 165			BD264 154		BD282 141		BD308 154
Torque	280			130		254 BD308 154,286		286
Optional Engine (8) Horsepower	283 175	V266 155	327 185	V266 155	327 185	V345 197	409 252	
Torque	275	277	305	277	305	309	390	
Diesel Engine Horsepower			4-53 130	D301 113	4-53 130	D354 131	6V53 195	D354 131
Torque			271	228	271	278	423	278
Optional Diesel Clutch				D354 131,278				
Standard Dia.	11	10	12	12	12	12	13	12
Standard Lining Area	124	92	150	149	150	149	178	149
Optional Dia.		11"	13" (327)	11" 12" 13"	13" (327)	13"	12" 2-Pl. (409)	13"
Brake Area	381	270	385 448(T)	375	579	375	642	447

MORE BUILT-IN EXTRA VALUE!

Chevrolet provides as standard on these models: an alternating current generator, directional signals and positive crankcase ventilation on gas engines. These are extra-cost options on International C150 through 1800 models!

so much more!

so much more...

MEDIUMS (GAS)

Chevrolet Series 50's and 60's offer so much more of everything a truck user needs and wants than International Harvester's C150's or 1600's. More cab room and comfort—More comfortable ride and load protection with variable-rate front and rear springs—More load-supporting ability—More load-moving ability—More built-in extras as standard equipment!



HEAVIES (GAS)

Chevrolet Series 60-H's and 80's also offer so much more of everything truck buyers need and want than International Harvester's 1700's and 1800's. More cabs to choose from (conventional, LCF and tilts)—More room and comfort—More comfortable ride and load protection with variable-rate front and rear springs—More load-supporting ability—More load-moving ability—More built-in extras as standard equipment!



DIESELS (MEDIUMS & HEAVIES)

Chevrolet Diesels (mediums or heavies) offer so much more! Chevrolet 4-53's and 6V53's have more horsepower and torque with two-cycle design for power on every downstroke, more efficiency at higher altitudes, more power per pound of weight.



...with

