

# 1960 CONVENTIONAL & LCF MODELS



Pickups



Conventional Chassis-Cabs  
Series C40-C80



LCF Chassis-Cabs  
Series L50-L80

## COMPETITIVE COMPARISONS

CHEVROLET

VS

FORD · INTERNATIONAL · DODGE

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Confidential Information *For Chevrolet  
Salesmen*

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MAY, 1960

# 1960 CONVENTIONAL & LCF MODELS

## COMPETITIVE COMPARISONS

### For Chevrolet Salesmen

## FOREWORD

Price comparisons contained in this booklet are based on Factory List Price plus Factory D&H charges.

*Prices do not include Dealer D&H, Destination Charges, Optional Equipment or Accessories not listed, or state and local taxes.*

All spring capacities shown in the comparisons are *SPRUNG RATINGS*. Sprung ratings are used because International and Dodge publish only sprung pad ratings and Chevrolet's torsion springs do not have spring pads as such. Both sprung and pad ratings refer to the actual load-carrying capacity and are therefore comparable.

Used with discretion, the following competitive comparisons will aid in the successful merchandising of Chevrolet trucks.

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# **PROOF OF LEADERSHIP!**

**Only CHEVROLET TRUCKS Offer**

## ***INDEPENDENT FRONT SUSPENSION!***

For . . .

- Smoother Ride
- Longer Truck Life
- Lower Maintenance Costs
- Easier Handling
- Reduced Driver Fatigue
- Increased Cargo Protection

## ***SPACIOUS NEW CABS WITH MORE ROOM THAN FORD, DODGE OR IHC!***

With . . .

- More Head Room
- More Shoulder Room
- More Hip Room
- Greater Windshield Area

## ***ALL NEW CHASSIS COMPONENTS!***

Featuring . . .

- New Stronger Frames
- Torsion-Spring Ride . . . eliminates I-beam front axle shimmy, a major cause of excessive tire wear.
- Tailored to the Truck Rear Springs . . . with coil springs for light-duty models . . . new leaf springs for medium-duty models . . . new variable-rate leaf springs for heavy-duty models.

## ***V8 & SIX-CYLINDER ENGINES . . . TOPS IN POWER AND EFFICIENCY!***

Provide . . .

- Extra Savings
- Extended Engine Life
- Faster Schedules

## ***HANDSOME NEW STYLING!***

All New For 1960 . . .

- Up to 7 Inches Lower in Light-Duty Models
- No Loss in Ground Clearance
- Easier Loading
- Easier Entry and Exit

## ***LOW PRICES!***

Comparisons Prove . . .

- With Comparable or Superior Equipment, Chevrolet is the Lowest Priced . . . ***ALWAYS THE BEST BUY!***

# FEATURE FACTS COMPARISONS

CHASSIS FEATURES:	CHEVROLET	FORD	INTERNATIONAL	DODGE
Independent front suspension—smoother ride and better handling.....	Std	No	No	No
Torsion front springs—protection of cargo, driver and vehicle.....	Std	No	No	No
Coil rear springs on light-duty models.....	Std	No	No	No
Drop-center frame design—lower loading height and easier entry and exit.....	Std	No	No	No
<b>CAB FEATURES:</b>				
Double-wall steel construction—greater strength across cowl, around roof, at upper quarter panels.....	Std	No	No	No
Steel-framed door windows—added safety, reduced breakage.....	Std	No	No	No
Foam padded seat.....	Std	Std	Extra Cost	Extra Cost
Dome light for driver convenience.....	Std	Std	Extra Cost	Std
Electric windshield wipers.....	Std	Opt	Std	Std
High-level all-weather ventilation with rain trap and drain.....	Std	Std	Std	No
Glove compartment lock.....	Std	No	Extra Cost	No
Visibility (Windshield area).....	1260 sq in	1020 sq in	1181 sq in	1023 sq in
<b>PICKUP BODY FEATURES— STEP-SIDE and EQUIVALENT BODIES:</b>				
Select wood floor; steel skid strips.....	Std	Std	No (steel)	Std
Widest unobstructed width.....	50"	48.4"	49"	49"
Choice of inside lengths.....	78" 98" 108 $\frac{1}{4}$ "	78" 96" 108"	84" 102" —	78" 90" 108"
<b>FLEETSIDE and EQUIVALENT BODIES:</b>				
Select wood floor; steel skid strips.....	Std	No (steel)	No (steel)	No (steel)
Double-wall construction (lower half).....	Std	No	No	No
Lever-type adjustable tailgate latches.....	Std	No	No	No
Maximum inside body width.....	72"	73"	75"	70 $\frac{3}{4}$ "
Width between wheelhouses.....	50"	49"	49 $\frac{1}{2}$ "	49"
Choice of inside lengths.....	78" 98" —	76" 94" 106.4"	84" 102" —	78 $\frac{3}{4}$ " 99" 108 $\frac{3}{4}$ "

# ENGINE FACTS COMPARISONS

STANDARD ENGINES	CHEVROLET	FORD	INTERNATIONAL	DODGE	
<b>TRUCK SERIES</b>	<b>C10 to C50 &amp;L50</b>	<b>F100 to F600</b>	<b>B-100 to B-150 BC-150</b>	<b>D100 to D300</b>	<b>D400</b>
Engine; type	Thriftmaster; 6-Cyl	223; 6-Cyl	V-266; V8	230; 6-Cyl	250; 6-Cyl
Displacement, cubic inches	235.5	223	266	230.2	250.6
Gross horsepower	135	139	155	120	125
Gross torque, ft-lb	217	203	227	202	216
Oil bath air cleaner	Std	Extra Cost	Std	Std	Std
Forged-steel crankshaft	Std	No (cast)	Std	Std	Std
<b>TRUCK SERIES</b>	<b>C&amp;L60</b>	<b>F-700</b>	<b>B&amp;BC-160</b>	<b>D500</b>	<b>D600&amp;C500</b>
Engine; type	Jobmaster; 6-Cyl	292; V8	V-304; V8	250; 6-Cyl	318; V8
Displacement, cubic inches	261	292	304	250.6	318.1
Gross horsepower	150	172	193	125	202
Gross torque, ft-lb	235	270	273	216	288
Oil bath air cleaner	Std	Extra Cost	Std	Std	Std
Oil filter	Std	Std	Std	Extra Cost	Std
Forged-steel crankshaft	Std	No (cast)	Std	Std	Std
Hard-faced exhaust valves	Std	No	Std	Std	Std
Positive exhaust valve rotators	Std	No	No	Std	Std
<b>TRUCK SERIES</b>	<b>C&amp;L70</b>	<b>F-750</b>	<b>B&amp;BC-170</b>	<b>C600</b>	<b>D700</b>
Engine; type	Workmaster Special; V8	302; V8	V-304; V8	Power Giant; V8	Power Giant; V8
Displacement, cubic inches	348	302	304	361	361
Gross horsepower	185	194	193	178	194
Gross torque, ft-lb	315	290	273	291	310
Oil bath air cleaner	Std	Extra Cost	Std	Std	Std
Oil filter	Std	Std	Std	Std	Std
Forged-steel crankshaft	Std	Std	Std	Std	Std
Positive exhaust valve rotators	Std	No	No	Std	Std
<b>TRUCK SERIES</b>	<b>C&amp;L80</b>	<b>F-800</b>	<b>B&amp;BC-180</b>	<b>D&amp;C700</b>	<b>C800</b>
Engine; type	Workmaster; V8	332; V8	V-345; V8	Power Giant; V8	Power Giant; V8
Displacement, cubic inches	348	332	345	361	361
Gross horsepower	230	205	196	194	204
Gross torque, ft-lb	335	312	309	310	335
Oil bath air cleaner	Std	Extra Cost	Std	Std	Std
Oil filter	Std	Std	Std	Std	Std
Forged-steel crankshaft	Std	Std	Std	Std	Std
Positive exhaust valve rotators	Std	No	No	Std	Std

## CHEVROLET 6½-Ft PICKUPS vs. COMPETITION

Make Model Body Types Wheelbase	CHEVROLET		FORD		INTERNATIONAL		DODGE	
	C1404 Stepside	C1434 Fleetside	F-100 Flareside	F-100 Styleside	E-100 Regular	E-100 Bonus-Load	D100 Utiline	D100 Sweptline
	115"		110"		114"		108"	
GVW (With equipment adjustments indicated by * symbol on page 7)	5200 lbs		*5000 lbs		*5000 lbs		*5100 lbs	
<b>STANDARD SPECIFICATIONS:</b>								
Axle, Front	2500 lbs		2600 lbs		2500 lbs		2500 lbs	
Axle, Rear	3500 lbs		*3300 lbs		*3300 lbs		3600 lbs	
Body: Length (maximum)	78"	78"	78"	*76"	84"	84"	78"	78¾"
Width between wheelhousings	50"	50"	*49"	*49"	*49½"	*49½"	*49"	*49"
Width (maximum)	50"	72"	*49"	73"	54½"	*56"	54"	*70¾"
Height (floor to top of tailgate)	17½"	19"	17½"	19"	17¾"	*17¾"	20"	20"
Cubic Volume	39¾ cu ft	60¼ cu ft	45 cu ft	*56 cu ft	47 cu ft	*89¼ cu ft	47¼ cu ft	*59¼ cu ft
Brakes: Total lining area (sq in)	167		169		176		192	
Clutch: Diameter; area (sq in)	10"; 100.5		*10"; 85.5		11"; 123.7		11"; 123.7	
Engine: Type; No. Cyl; Displ (cu in)	Six; 235.5		*Six; 223		V8; 266		*Six; 230	
Gross HP	139		139		155		*120	
Gross Torque, lb-ft	217		*203		227		*202	
Frame: Section modulus	3.39		*2.65		*3.13		*2.38	
Generator: Volts; Amps	12; 30		12; 30		12; 30		12; 35	
Springs, Front: Sprung capacity each	1050 lbs		*1020 lbs		*1000 lbs		*900 lbs	
Springs, Rear: Sprung capacity each	1080 lbs		*1025 lbs		*960 lbs		*1050 lbs	
Tires: Front & rear	6.70-15/4PR		6.70-15/4PR		6.70-15/4PR		6.70-15/4PR	
Transmission: Type; speeds; make	Synchro; 3 (Chevrolet)		Synchro; 3 (Ford)		Synchro; 3 (IHC)		Synchro; 3 (Chrysler)	

### \* Chevrolet Specification Advantages

POPULAR OPTIONS (Factory List plus D&H)	Stepside	Fleetside	Flareside	Styleside	Regular	Bonus-Load	Utiline	Sweptline
Axle, Non-Slip		\$ 64.60		\$ 50.10		\$ 48.42		\$ 63.90
Bumper, Rear (painted)		21.55	\$20.60	\$25.80		21.25		22.00
Bumpers, Chromed, Front & Rear		43.05		47.90		45.19		50.60
Cab, Custom Trim	\$86.10	\$96.85		76.40		100.07		48.30
Engine, V8		118.40		133.35		Std		130.00
Heater & Defroster: De Luxe		68.35		68.40		65.10		68.10
Recirculating		47.90		49.10		Not Available		49.70
Oil Filter (6-cyl engine) 1 qt		9.15		9.30		Std		9.30
Transmission—Medium-Duty 3-Speed		Not Available		75.40		Not Available		5.80
Heavy-Duty 3-Speed		25.35		Not Available		Not Available		Not Available
4-Speed		80.70		80.90		66.71		80.80
Automatic		188.30		199.50		239.95		221.00
Window, Full-View Rear		43.05		28.20		Not Available		43.30
Tires—(5) 6.50-16/6PR		66.65		66.70		Not Available		67.25
(5) 7-17.5/6PR		135.85		134.60		Not Available		Not Available

### 6½-FT STEPSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C1404 Stepside	FORD F-100 Flareside	INTERNATIONAL B-100 Regular	DODGE D100 Utiline
Factory List (With std equipment)	\$1803.00	\$1773.00	\$1957.00	\$1812.00
Factory D&H	148.00	142.58	148.73	146.00
Total	\$1951.00	\$1915.58	\$2105.73	\$1958.00
Chevrolet Price Advantage		(\$35.42)	\$ 154.73	\$ 7.00
Equipment Adjustments (List plus D&H):				
Engine, Six Cylinder	Std	Std	\$ 80.70*	Std
Clutch, 10-inch	Std	Std	10.76*	Not Available
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front		3.10		\$ 3.00
Rear	\$ 6.50*	6.50*	6.73	7.20*
Windshield Wipers, Electric	Std	7.50	Std	Std
Adjusted Total List Plus D&H	\$1957.50	\$1937.18	\$2021.00	\$1968.20
Chevrolet Price Advantages		(\$20.32)	\$63.80	\$10.70

### 6½-FT FLEETSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C1434 Fleetside	FORD F-100 Styleside	INTERNATIONAL B-100 Bonus-Load	DODGE D100 Sweptline
Factory List (With std equipment)	\$1818.00	\$1788.00	\$1972.00	\$1826.00
Factory D&H	149.00	143.73	149.87	147.00
Total	\$1967.00	\$1931.73	\$2121.87	\$1973.00
Chevrolet Price Advantage		(\$35.27)	\$154.87	\$6.00
Equipment Adjustments (List plus D&H):				
Engine, Six Cylinder	Std	Std	\$ 80.70*	Std
Clutch, 10-inch	Std	Std	10.76*	Not Available
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front		3.10		\$ 3.00
Rear	\$ 6.50*	6.50*	6.73	7.20*
Windshield Wipers, Electric	Std	7.50	Std	Std
Adjusted Total List Plus D&H	\$1973.50	\$1953.33	\$2037.14	\$1983.20
Chevrolet Price Advantage		(\$20.17)	\$63.64	\$9.70

\* Extra cost option required for GVW shown.

\* Credit for 6-cyl engine with 10-inch clutch.

Displ—220 cu in; HP 112; Torque 194 lb-ft.

( ) Chevrolet Price above Ford.

*Chevrolet has the advantage in all major components . . . and, with the exception of Ford . . . has a sizeable price advantage, too! New independent front suspension, coil rear springs and other revolutionary new features . . . exclusive with Chevrolet . . . far offset Ford's price advantage.*

## CHEVROLET 8-FT PICKUPS vs. COMPETITION

Make	CHEVROLET		FORD		INTERNATIONAL		DODGE		
Model	C1504	C1534	F-100			B-110	D100		
Body Types	Stepside	Fleetside	Flareside	Styleside		Regular	Bonus-Load	Utiline	Sweptline
Wheelbase	127"		118"		126"		116"		
<b>GVW</b> (With equipment adjustments indicated by * symbol on page 9)	5200 lbs		*5000 lbs		5800 lbs		*5100 lbs		
<b>STANDARD SPECIFICATIONS:</b>									
<b>Axle, Front</b>	2500 lbs		2600 lbs		2500 lbs		2500 lbs		
<b>Axle, Rear</b>	3500 lbs		*3300 lbs		*3300 lbs		3600 lbs		
<b>Body: Length (maximum)</b>	96"	98"	*96"	*94"	102"	102"	*90"	99"	
Width between wheelhousings	50"	50"	*48"	*49"	*49½"	*49½"	*49"	*49"	
Width (maximum)	50"	72"	54"	73"	54½"	*66"	54"	*70¾"	
Height (floor to top of tailgate)	17½"	19"	19"	19"	17¾"	*17¾"	20"	20"	
Cubic Volume	49¾ cu ft	76¾ cu ft	68½ cu ft	*70½ cu ft	57 cu ft	*72¾ cu ft	54¾ cu ft	*76¼ cu ft	
<b>Brakes:</b> Total lining area (sq in)	167		169		*161		192		
<b>Clutch:</b> Diameter; area (sq in)	10"; 100.5		*10"; 85.5		11"; 123.7		11"; 123.7		
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 235.5		*Six; 223		V8; 266		*Six; 230		
Gross HP	138		139		155		*120		
Gross Torque, lb-ft	217		*203		227		*202		
<b>Frame:</b> Section modulus	3.91		*3.34		*3.13		*2.64		
<b>Generator:</b> Volts; Amps	12; 30		12; 30		12; 30		12; 35		
<b>Springs, Front:</b> Sprung capacity each	1050 lbs		*1020 lbs		*1000 lbs		* 900 lbs		
<b>Springs, Rear:</b> Sprung capacity each	1080 lbs		*1025 lbs		1200 lbs		*1050 lbs		
<b>Tires:</b> Front & rear	6.70-15/4PR		6.70-15/4PR		7.10-15/4PR		6.70-15/4PR		
<b>Transmission:</b> Type; speeds; make	Synchro; 3 (Chevrolet)		Synchro; 3 (Ford)		Synchro; 3 (IHC)		Synchro; 3 (Chrysler)		
* Chevrolet Specification Advantages									
<b>POPULAR OPTIONS</b> (Factory List plus D&H)	<b>Stepside</b>	<b>Fleetside</b>	<b>Flareside</b>	<b>Styleside</b>	<b>Regular</b>	<b>Bonus-Load</b>	<b>Utiline</b>	<b>Sweptline</b>	
<b>Axle, Non-Slip</b>	\$ 64.60		\$ 50.10		\$ 61.87		\$ 63.90		
<b>Bumper, Rear (painted)</b>	21.53		\$20.60 \$25.80		21.25		22.00		
<b>Bumpers, Chromed, Front &amp; Rear</b>	43.05				45.19		50.60		
<b>Cab, Custom Trim</b>	\$86.10	\$96.85			100.07		48.30		
<b>Engine, V8</b>	118.40		133.35		Std		130.00		
<b>Heater &amp; Defroster: De Luxe</b>	68.35		68.40		55.10		68.10		
<b>Recirculating</b>	47.90		49.10		Not Available		49.70		
<b>Oil Filter (6-cyl engine) 1 qt</b>	9.15		9.30		Std		9.30		
<b>Transmission—Medium-Duty 3-Speed</b>	Not Available		80.70		Not Available		5.80		
<b>Heavy-Duty 3-Speed</b>	80.70		Not Available		40.08		Not Available		
<b>4-Speed</b>	86.10		86.10		66.71		80.80		
<b>Automatic</b>	188.30		199.90		239.93		221.00		
<b>Window, Full-View Rear</b>	43.05		28.20		Not Available		43.30		
<b>Tires—(5) 6.50-16/6PR</b>	66.65		66.70		64.56		67.28		
<b>(5) 7-17.5/6PR</b>	135.85		134.60		Not Available		Not Available		



### 8-FT STEPSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C1504 Stepside	FORD F-100 Flareside	INTERNATIONAL B-110 Regular	DODGE D100 Utiline
Factory List (With std equipment)	\$1838.00	\$1809.00	\$2048.00	\$1847.00
Factory D&H	150.00	145.28	153.42	149.00
Total	\$1988.00	\$1954.28	\$2200.42	\$1996.00
Chevrolet Price Advantage		(\$33.72)	\$212.42	\$8.00
Equipment Adjustments (List plus D&H):				
Engine, Six Cylinder	Std	Std	\$ 53.80*	Std
Clutch, 10-inch	Std	Std	10.76*	Not Available
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front		3.10	3.77*	\$ 3.00
Rear	\$ 6.50*	6.50*	13.45*	7.20*
Windshield Wipers, Electric	Std	7.50	Std	Std
Adjusted Total List Plus D&H	\$1994.50	\$1975.88	\$2153.08	\$2008.20
Chevrolet Price Advantages		(\$18.62)	\$158.88	\$11.70

### 8-FT FLEETSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C1534 Fleetside	FORD F-100 Styleside	INTERNATIONAL B-110 Bonus-Load	DODGE D100 Sweptline
Factory List (With std equipment)	\$1853.00	\$1824.00	\$2060.00	\$1860.00
Factory D&H	151.00	146.43	156.56	150.00
Total	\$2004.00	\$1970.43	\$2216.56	\$2010.00
Chevrolet Price Advantage		(\$33.57)	212.56	\$6.00
Equipment Adjustments (List plus D&H):				
Engine, Six Cylinder	Std	Std	\$ 53.80*	Std
Clutch, 10-inch	Std	Std	10.76*	Not Available
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front		3.10	3.77*	\$ 3.00
Rear	\$ 6.50*	6.50*	13.45*	7.20*
Windshield Wipers, Electric	Std	7.50	Std	Std
Adjusted Total List Plus D&H	\$2010.50	\$1982.03	\$2169.22	\$2020.20
Chevrolet Price Advantage		(\$28.47)	\$158.72	\$ 9.70

\* Extra cost option required for GVW shown.

\* Credit for 6-cyl engine with 10-inch clutch.

Displ—240 cu in; HP 141; Torque 224 lb-ft.

(-) Chevrolet Price above Ford.

*Chevrolet again has the advantage in major components! Ford's price advantage, small as it is, helps compensate for the fact that Ford for 1960 is offering basically the same truck they did in 1959 . . . while Chevrolet models have been completely restyled and redesigned.*

## CHEVROLET 8-FT PICKUPS vs. COMPETITION

Make Model Body Types Wheelbase	CHEVROLET C2504      C2534 Stepside   Fleetside 127"	FORD F-250 Flareside   Styleside 118"	INTERNATIONAL B-120 Regular    Bonus-Load 126"	DODGE D200 Utiline    Sweptline 116"				
<b>GVW (With equipment adjustments indicated by * symbol on page 11)</b>	7500 lbs	*7400 lbs	*7000 lbs	7500 lbs				
<b>STANDARD SPECIFICATIONS:</b>								
<b>Axle, Front</b>	3000 lbs	*2600 lbs	*2700 lbs	*2800 lbs				
<b>Axle, Rear</b>	5200 lbs	*5000 lbs	*4500 lbs	5500 lbs				
<b>Body: Length (maximum)</b>	98"	*96"	102"	*90"				
<b>Width between wheelhousings</b>	50"	*48"	*49½"	*49"				
<b>Width (maximum)</b>	50"	54"	54½"	54"				
<b>Height (floor to top of tailgate)</b>	17½"	19"	17¾"	20"				
<b>Cubic volume</b>	49¾ cu ft	65½ cu ft	57 cu ft	54¾ cu ft				
<b>Brakes: Total lining area (sq in)</b>	239	*209	*173	*200				
<b>Clutch: Diameter; area (sq in)</b>	10"; 100.5	*10"; 85.5	11"; 123.7	11"; 123.7				
<b>Engine: Type; No. Cyl; Displ (cu in)</b>	Six; 235.5	*Six; 223	V8; 266	*Six; 230				
<b>Gross HP</b>	135	139	155	*120				
<b>Gross Torque, lb-ft</b>	217	*203	227	*202				
<b>Frame: Section modulus</b>	3.91	*3.34	*3.13	*3.19				
<b>Generator: Volts; Amps</b>	12; 30	12; 30	12; 30	12; 35				
<b>Springs, Front: Sprung capacity each</b>	1050 lbs	1050 lbs	1100 lbs	*1000 lbs				
<b>Springs, Rear: Sprung capacity each</b>	1650 lbs	*1450 lbs	1980 lbs	*1450 lbs				
<b>Tires: Front &amp; rear</b>	7-17.5/6PR	*6.50-16/6PR	7-17.5/6PR	*6.50-16/6PR				
<b>Transmission: Type; speeds; make</b>	Synchro; 3 (Chevrolet)	Synchro; 3 (Ford)	Synchro; 3 (IHC)	Synchro; 3 (Warner)				
* Chevrolet Specification Advantages								
<b>POPULAR OPTIONS (Factory List plus D&amp;H)</b>	<b>Stepside</b>	<b>Fleetside</b>	<b>Flareside</b>	<b>Styleside</b>	<b>Regular</b>	<b>Bonus-Load</b>	<b>Utiline</b>	<b>Sweptline</b>
<b>Bumper, Rear (painted)</b>	\$ 21.55		\$20.60	\$25.80	\$ 21.25		\$ 22.00	
<b>Bumpers, Chromed, Front &amp; Rear</b>	43.05		\$ 47.90		45.19		50.60	
<b>Cab, Custom Trim</b>	\$86.10	\$96.85	76.40		100.07		48.30	
<b>Engine, V8</b>	118.40		133.35		Std		130.00	
<b>Heater &amp; Defroster: De Luxe</b>	68.35		68.40		65.10		68.10	
<b>Recirculating</b>	47.90		49.10		Not Available		49.70	
<b>Oil Filter (6-cyl engine) 1 qt</b>	9.15		9.30		Std		9.30	
<b>Transmission—Medium-Duty 3-Speed</b>	Not Available		80.70		Not Available		Not Available	
<b>Heavy-Duty 3-Speed</b>	91.50		Not Available		40.08		97.10	
<b>4-Speed</b>	96.85		86.10		66.71		91.40	
<b>Automatic</b>	188.30		252.70		239.95		221.00	
<b>Window, Full-View Rear</b>	43.05		28.20		Not Available		43.30	

### 8-FT STEPSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C2504 Stepside	FORD F-250 Flareside	INTERNATIONAL B-120 Regular	DODGE D200 Utiline
Factory List (With std equipment)	\$1973.00	\$1923.00	\$2186.00	\$1952.00
Factory D&H	160.00	152.06	166.14	157.00
Total	\$2133.00	\$2075.06	\$2352.14	\$2109.00
<b>Chevrolet Price Advantage</b>		(\$57.94)	\$219.14	(\$24.00)
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Engine, Six Cylinder	Std	Std	\$53.80 <sup>⊕</sup>	Std
Clutch, 11-inch	\$ 5.40	Incl w/opt trans	Std	Std
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front	3.25 <sup>⊕</sup>	3.10	3.77	\$ 5.10
Rear	6.50 <sup>⊕</sup>	12.80 <sup>⊕</sup>	6.73	12.90 <sup>⊕</sup>
Medium-Duty 3-Spd Transmission (Incl 11" Clutch)	Not Available	80.70 <sup>⊕</sup> (Warner)	Not Available	Not Available
Windshield Wipers, Electric	Std	7.50	Std	Std
7-17.5/6PR Tires	Std	27.20	Std	45.62
<b>Adjusted Total List Plus D&amp;H</b>	\$2148.15	\$2210.86	\$2308.84	\$2172.62
<b>Chevrolet Price Advantages</b>		\$ 62.71	\$ 160.69	\$ 24.47

### 8-FT FLETSIDE PRICE COMPARISONS

Make Model Body Type	CHEVROLET C2534 Fleetside	FORD F-250 Styleside	INTERNATIONAL B-120 Bonus-Load	DODGE D200 Sweptline
Factory List (With std equipment)	\$1988.00	\$1938.00	\$2201.00	\$1966.00
Factory D&H	161.00	153.21	167.28	158.00
Total	\$2149.00	\$2091.21	\$2368.28	\$2124.00
<b>Chevrolet Price Advantage</b>		(\$57.79)	\$219.28	(\$25.00)
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Engine, Six Cylinder	Std	Std	\$ 53.80 <sup>⊕</sup>	Std
Clutch, 11-inch (123.7 sq in facing area)	\$ 5.40	Incl w/opt trans	Std	Std
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front	3.25 <sup>⊕</sup>	3.10	3.77	\$ 5.10
Rear	6.50 <sup>⊕</sup>	12.80 <sup>⊕</sup>	6.73	12.90 <sup>⊕</sup>
Medium-Duty 3-Spd Transmission (Incl 11" Clutch)	Not Available	80.70 <sup>⊕</sup> (Warner)	Not Available	Not Available
Windshield Wipers, Electric	Std	7.50	Std	Std
7-17.5/6PR Tires	Std	27.20	Std	45.62
<b>Adjusted Total List Plus D&amp;H</b>	\$2164.15	\$2227.01	\$2324.98	\$2187.62
<b>Chevrolet Price Advantage</b>		\$ 62.86	\$ 160.83	\$ 23.47

⊕ Extra cost option required for GVW shown.

⊙ Credit for 6-cyl engine. Displ—240 cu in; HP 141; Torque 224 lb-ft.

( ) Chevrolet Price above Ford and Dodge with standard equipment.

*Chevrolet has a higher maximum GVW rating than Ford or International, and equal to Dodge. Prices after equipment adjustments show Chevrolet at a sizeable price advantage over competition. Ford requires the Warner T-89C transmission as well as heavy-duty rear springs for maximum GVW.*

## CHEVROLET 9-FT PICKUPS vs. COMPETITION

Make	CHEVROLET	FORD	INTERNATIONAL	DODGE
Model	C3604	F-350	B-130	D300
Body Type	Stepside	Flareside	Regular	Utiline
Wheelbase	133"	130"	126"	126"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	7800 lbs	*7600 lbs	*7000 lbs	*7500 lbs
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front</b>	3500 lbs	3800 lbs	*3100 lbs	*2800 lbs
<b>Axle, Rear</b>	7200 lbs	7200 lbs	*6000 lbs	*6500 lbs
<b>Body: Length (maximum)</b>	108 1/4"	*108"	*102"	*108"
Width between wheelhousings	50"	*48"	*49 1/2"	*49"
Width (maximum)	50"	54"	54 1/2"	54"
Height (floor to top of tailgate)	17 1/2"	19"	17 3/4"	20"
Cubic volume	55 cu ft	74 cu ft	57 cu ft	66 cu ft
<b>Brakes: Total lining area (sq in)</b>	252	*238	*204	*234
<b>Clutch: Diameter; area (sq in)</b>	10"; 100.5	11"; 123.7	11"; 123.7	11"; 123.7
<b>Engine: Type; No. Cyl; Displ (cu in)</b>	Six; 235.5	*Six; 223	V8; 266	*Six; 230
Gross HP	135	139	185	*120
Gross Torque, lb-ft	217	*203	227	*202
<b>Frame: Section modulus</b>	5.09	5.27	*5.03	*3.20
<b>Generator: Volts; Amps</b>	12; 30	12; 30	12; 30	12; 35
<b>Springs, Front: Sprung capacity each</b>	1300 lbs	*1150 lbs	*1270 lbs	*1000 lbs
<b>Springs, Rear: Sprung capacity each</b>	1920 lbs	2000 lbs	2540 lbs	1950 lbs
<b>Tires: Front &amp; rear</b>	8-17.5/6PR (F); 8PR (R)	*8-17.5/6PR	*8-17.5/6PR	*7-17.5/6PR
<b>Transmission: Type; speeds; make</b>	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	*Non-Synchro; 4 (Warner)	Synchro; 4 (New Process)
<b>PRICE COMPARISON</b>				
<b>* Chevrolet Specification Advantages</b>				
<b>Factory List (With std equipment)</b>	\$2138.00	\$2089.00	\$2206.00	\$2096.00
<b>Factory D&amp;H</b>	172.00	166.90	167.66	168.00
<b>Total</b>	\$2310.00	\$2255.90	\$2373.66	\$2264.00
<b>Chevrolet Price Advantage</b>		(\$54.10)	\$ 63.66	(\$46.00)
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Engine, Six Cylinder	Std	Std	\$ 53.80	Std
Clutch, 11-inch (123.7 sq in facing area)	\$ 5.40	Std	Std	Std
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front	3.25♦	Not Available	3.77	\$ 5.10
Rear	15.10♦	11.60♦	41.96	5.80♦
Windshield Wipers, Electric	Std	7.50	Std	Std
8-17.5/6PR (Front); /8PR (Rear) Tires	Std	17.40	17.22	52.28
<b>Adjusted Total List Plus D&amp;H</b>	\$2333.75	\$2296.90	\$2382.81	\$2327.18
<b>Chevrolet Price Advantage</b>		(\$36.85)	\$ 49.06	(\$6.57)

♦ Extra cost option required for GVW shown.

○ Credit for 6-cyl engine. Displ—240 cu in; HP 141; Torque 224 lb-ft.

( ) Chevrolet Price above Ford and Dodge.

*Chevrolet, in addition to higher GVW ratings, has larger standard rear tires than Ford, International or Dodge. The price advantage shown for Ford and Dodge is more than offset by Chevrolet's larger engine, larger brake lining area, stronger frame, independent front suspension and complete new design.*

## CHEVROLET SERIES C40 vs. COMPETITION

Make Model Type Wheelbase	CHEVROLET C4103 Chassis & Cab 133"	FORD F-500 Chassis & Cab 130"	INTERNATIONAL B-150 Chassis & Cab 129"	DODGE D400 Chassis & Cab 129"
GVW (With equipment adjustments indicated by ♦ symbol below)	14,000 lbs	15,000 lbs	14,000 lbs	15,000 lbs
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front</b>	4,000 lbs	4,000 lbs	4,000 lbs	4,000 lbs
<b>Axle, Rear</b>	11,000 lbs	11,000 lbs	*10,000 lbs	11,500 lbs
<b>Brakes:</b> Type	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Total lining area (sq in)	368	*365	*222	368
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	11"; 123.7	11"; 123.7	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 238.5	*Six; 223	V8; 266	Six; 250
Gross HP	135	139	155	*125
Gross Torque, lb-ft	217	*203	227	*216
<b>Framer:</b> Section modulus	6.28	*6.24	*6.08	9.26
<b>Shock Absorbers</b>	Front	*No	*No	*No
<b>Springs, Front:</b> Sprung capacity each	1550 lbs	*1350 lbs	1810 lbs	*1300 lbs
<b>Springs, Rear:</b> Sprung capacity each	4445 lbs	4500 lbs	*3550 lbs	4500 lbs
<b>Tires:</b> Front & dual rear	8-19.5/6PR	*7-22.5/6PR	*8-19.5/8PR (Single rear)	*7-22.5/6PR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	*Non-Synchro; 4 (Warner)	Synchro; 4 (New Process)

★ Chevrolet Specification Advantages

**PRICE COMPARISON**

<b>Factory List</b> (With std equipment)	\$2233.00	\$2209.00	\$2262.00	\$2231.00
<b>Factory D&amp;H</b>	184.00	177.28	171.91	183.00
<b>Total</b>	\$2417.00	\$2386.28 (\$30.72)	\$2433.91 \$ 16.91	\$2414.00 (\$3.00)
<b>Chevrolet Price Advantage</b>				
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Engine, Six Cylinder	Std	Std	\$ 53.80♦	Std
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
<b>Springs, Heavy-Duty:</b> Front	\$ 3.25♦	Not Available	\$ 5.11	\$ 7.20♦
Rear	15.10♦	\$ 27.20♦	37.66♦	27.00♦
<b>Shock Absorbers, Front</b>	Std	21.60	25.82	22.00
<b>Brakes, Vacuum Booster:</b> Dia 11" (Chevrolet); 8 1/4" (Ford); 6 3/4" (IHC); 9 1/2" (Dodge)	45.20♦	45.30♦	59.72	45.50
<b>Windshield Wipers, Electric</b>	Std	7.90	Std	Std
8-19.5/8PR Front & Dual Rear Tires	\$ 66.90	Not Available	\$ 209.82	Not Available
8-22.5/8PR Front & Dual Rear Tires	Not Available	\$ 203.00	.....	\$ 204.00
<b>Adjusted Total List Plus D&amp;H</b>	\$2547.45	\$2695.38	\$2718.24	\$2719.70
<b>Chevrolet Price Advantage</b>	.....	\$ 147.93	\$ 170.79	\$ 172.25

♦ Extra cost option required for GVW shown.

◇ Credit for 6-cyl engine. Displ—240 cu in; HP 141; Torque 224 lb-ft.

( ) Chevrolet Price above Ford and Dodge with standard equipment.

*Lower capacity standard tires provide Ford and Dodge with an edge in price. Chevrolet's standard 8-19.5/6PR tires have 220 lbs more capacity (per tire) than the 7-22.5/6PR tires used by Ford and Dodge. Equipment adjustments, however . . . GIVE CHEVROLET THE PRICE ADVANTAGE!*

# CHEVROLET SERIES C50 vs. COMPETITIVE "BUILT-UP" MODELS

Make Model Type Wheelbase	CHEVROLET C5103 Chassis & Cab 133"	FORD F-500 Chassis & Cab 130"	DODGE D400 Chassis & Cab 129"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	16,000 lbs	*15,000 lbs	*15,000 lbs
<b>STANDARD SPECIFICATIONS:</b>			
<b>Axle, Front</b>	5,000 lbs	*4,000 lbs	*4,000 lbs
<b>Axle, Rear</b>	13,000 lbs	*11,000 lbs	*11,500 lbs
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	*None	*None
Total lining area (sq in)	381	*363	*368
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	11"; 123.7	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 235.5	*Six; 223	Six; 250
Gross HP	135	*139	*125
Gross Torque, lb-ft	217	*203	*216
<b>Frame:</b> Section modulus	11.28	*6.24	*9.26
<b>Shock Absorbers</b>	Front	*No	*No
<b>Springs, Front:</b> Sprung capacity each	2235 lbs	*1350 lbs	*1300 lbs
<b>Springs, Rear:</b> Sprung capacity each	6650 lbs	*4500 lbs	*4800 lbs
<b>Tires:</b> Front & dual rear	8-22.5/8PR	*7-22.5/6PR	*7 22.5/6PR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Wagner)	Synchro; 4 (New Process)

★ Chevrolet Specification Advantages

	CHEVROLET	FORD	DODGE
<b>Factory List (With std equipment)</b>	\$2503.00	\$2209.00	\$2231.00
<b>Factory D&amp;H</b>	205.00	177.28	183.00
<b>Total</b>	\$2708.00	\$2386.28 (\$321.72)	\$2414.00 (\$294.00)
<b>Chevrolet Price Advantage</b>			
<b>Equipment Adjustments (List plus D&amp;H):</b>			
Oil Bath Air Cleaner	Std	\$ 4.50	Std
Springs, Heavy-Duty: Front	Std	Not Available	\$ 7.20 ♦
Rear	Std	27.20 ♦	27.00 ♦
Shock Absorbers, Front	Std	21.60	22.00
Front Axle (5000-lb)	Std	Not Available	49.70
Rear Axle (13,000-lb)	Std	39.60	Not Available
Rear Axle (14,000-lb two-speed)			219.60
Brakes, Vacuum Booster:			
Dia 8 1/4" (Ford); 9 1/2" (Dodge)	Std	48.30 ♦	45.50
Frame, Heavy-Duty (9.45 Sec Mod)		21.30	
Windshield Wipers, Electric	Std	7.50	Std
8-22.5/B PR Tires	Std	203.00	204.00
<b>Adjusted Total List Plus D&amp;H</b>	\$2708.00	\$2755.28	\$2989.00
<b>Chevrolet Price Advantage</b>		\$ 47.28	\$ 281.00

♦ Extra cost option required for GVW shown.

( ) Chevrolet Price above Ford and Dodge with standard equipment  
Page 14—Series C50 Chassis & Cab

### IMPORTANT!

The Chevrolet C50 Series is more comparable to the Ford F-600 (see page 15). Dodge doesn't have a model that really compares with the C50.

Competitive dealers may, however, try to "build-up" the Ford F-500 and Dodge D400 when selling against the C50.

This comparison proves... CHEVROLET C50 MODELS HAVE THE ADVANTAGE IN STANDARD EQUIPMENT AND EQUALIZED PRICE!

Check the difference in...

**GVW Ratings**  
Horsepower and Torque  
**Brakes**  
Front and Rear Axles  
**Springs and Shock Absorbers**

• Ford does not have a 5000-lb front axle available.

• Dodge does not offer a 13,000-lb rear axle and must use a costly 14,000-lb two-speed.

When bids call for a V8 engine... Chevrolet's price position is enhanced even more. V8 prices (List plus D&H):

\$118.40—Chevrolet (283 cu in)  
\$133.35—Ford (292 cu in)  
\$130.00—Dodge (318 cu in)

NOTE—A 15,000-lb two-speed rear axle is available on special order for the Chevrolet C50. Check Zone Office for price and availability.

## CHEVROLET SERIES C50 vs. COMPETITION

Make Model Type Wheelbase	CHEVROLET C5103 Chassis & Cab 133"	FORD F-600 Chassis & Cab 130"	INTERNATIONAL B-160 Chassis & Cab 129"	DODGE No Comparable Model
<b>GVW (With equipment adjustments indicated by † symbol below)</b>	16,000 lbs	17,000 lbs	16,000 lbs	<i>Dodge D500 Series is more comparable to Chevrolet C60 Series (See page 17)</i>
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front</b>	5,000 lbs	*4,700 lbs	*4,700 lbs	
<b>Axle, Rear</b>	13,000 lbs	15,000 lbs	13,500 lbs	
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	*Diaphragm; 8"	Diaphragm; 12 1/4"	
Total lining area (sq in)	381	388	*375	
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	11"; 123.7	12"; 149	
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 235.5	*Six; 223	V8; 304	
Gross HP	135	139	193	
Gross Torque, lb-ft	217	*203	273	
<b>Frame:</b> Section modulus	11.28	*9.45	*9.22	
<b>Generator:</b> Volts; Amps	12; 30	12; 30	12; 30	
<b>Shock Absorbers</b>	Front	*No	*No	
<b>Springs, Front:</b> Sprung capacity each	2235 lbs	*1780 lbs	*1830 lbs	
<b>Springs, Rear:</b> Sprung capacity each	6650 lbs	*6200 lbs	6700 lbs	
<b>Tires:</b> Front & dual rear	8-22.5/8PR	8-22.5/8PR	8-22.5/8PR	
<b>Transmission:</b> Type; speeds, make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	Synchro; 4 (Warner)	
<b>Wheels:</b> Type; rim size	Disc; 5.25"	Disc; 6.00"	Disc; 6.00"	
<b>PRICE COMPARISON</b>				
<b>Factory List</b> (With std equipment)	\$2503.00	\$2582.00	\$2674.00	
<b>Factory D&amp;H</b>	205.00	207.74	203.22	
<b>Total</b>	\$2708.00	\$2789.74	\$2877.22	
<b>Chevrolet Price Advantage</b>		\$ 81.74	\$ 169.22	
<b>Equipment Adjustments</b> (List plus D&H):				
Engine, Six Cylinder	Std	Std	\$ 53.80	
Oil Bath Air Cleaner	Std	\$ 4.50	Std	
Springs, Heavy-Duty: Front	Std	5.40	5.11	
Shock Absorbers, Front	Std	21.60	37.39	
Windshield Wipers, Electric	Std	7.50	Std	
<b>Adjusted Total List Plus D&amp;H</b>	\$2708.00	\$2828.74	\$2865.92	
<b>Chevrolet Price Advantage</b>		\$ 120.74	\$ 157.92	

**IMPORTANT!**

*With prices well below competition and components equal or superior to Ford and International... THE CHEVROLET C50 SERIES IS THE GREATEST VALUE BY FAR!*

- With Std Equipment...  
Chevrolet is—  
    \$ 81.74 less than Ford  
    \$169.22 less than IHC
- With Equipment Adjustments... Chevrolet is—  
    \$120.74 less than Ford  
    \$157.92 less than IHC

*Also, a 15,000-lb two-speed rear axle is available on special order for the Chevrolet C50. Check Zone Office for price and availability.*

♦ Extra cost option required for GVW shown.  
 ◇ Credit for 6-cyl engine. Displ—264 cu in; HP 154; Torque 248 lb-ft.

**NOTE**—V8 engine available (List plus D&H) for:  
 \$118.40—Chevrolet (283-cu-in Trademaster)  
 \$114.30—Ford (Light-Duty 292 cu in)

## CHEVROLET SERIES C60 vs. "BUILT-UP" FORD F-600

Make	CHEVROLET	FORD
Model	C6103	F-600
Type	Chassis & Cab	Chassis & Cab
Wheelbase	133"	130"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	<b>19,500 lbs</b>	<b>19,500 lbs</b>
<b>STANDARD SPECIFICATIONS:</b>		
<b>Axle, Front</b>	5,000 lbs	★4,700 lbs
<b>Axle, Rear</b>	15,000 lbs	15,000 lbs
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	★Diaphragm; 8"
Total lining area (sq in)	385	388
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 261	★Six; 223
Gross HP	180	★139
Gross Torque, lb-ft	235	★203
<b>Frame:</b> Section modulus	11.28	★9.45
<b>Generator:</b> Volts; Amps	12; 30	12; 30
<b>Shock Absorbers</b>	Front	★No
<b>Springs, Front:</b> Sprung capacity each	2660 lbs	★1750 lbs
<b>Springs, Rear:</b> Sprung capacity each	6650 lbs	★6200 lbs
<b>Tires:</b> Front & dual rear	8-22.5/BPR	8-22.5/BPR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)
<b>Wheels:</b> Type; rim size	Disc; 6.00"	Disc; 6.00"
★ Chevrolet Specification Advantages	<b>PRICE COMPARISON</b>	
<b>Factory List (With std equipment)</b>	\$2653.00	\$2582.00
<b>Factory D&amp;H</b>	217.00	207.74
<b>Total</b>	\$2870.00	\$2789.74
<b>Chevrolet Price Advantage</b>		(\$80.26)
<b>Equipment Adjustments (List plus D&amp;H):</b>		
Engine, V8	Not Required	\$ 114.30♦
Engine, Heavy-Duty 6-cylinder	Std	Not Available
Oil Bath Air Cleaner	Std	\$ 4.50
Springs, Heavy-Duty: Front	Std	5.40♦
Rear	\$ 10.80♦	17.30♦
Shock Absorbers, Front	Std	21.60
Windshield Wipers, Electric	Std	Incl w/V8 Engine
<b>Adjusted Total List Plus D&amp;H</b>	\$2880.80	\$2952.84
<b>Chevrolet Price Advantage</b>		\$ 72.04

♦ Extra cost option required for GVW shown.

*In the Popular 19,500-lb GVW Class...  
CHEVROLET'S C60 IS PRICED BELOW THE "BUILT-UP" FORD F-600!*

For a 19,500-lb GVW rating, the Ford F-600 must be equipped with a light-duty 292-cu-in V8 engine and optional front and rear springs.

**THE CHEVROLET C60 REQUIRES ONLY HEAVY-DUTY REAR SPRINGS FOR A 19,500-LB RATING.**

In addition to being higher priced, the "Built-Up" Ford F-600 still falls short of Chevrolet in such important chassis components as—front axle . . . vacuum brake booster . . . frame . . . front and rear springs.

Chevrolet offers the heavy-duty Taskmaster V8 for \$118.40 (List plus D&H), if desired, but it is not required. Ford offers a heavy-duty 292-cu-in V8 at a list plus D&H price of \$196.70 . . . **OVER \$78.00 MORE THAN THE CHEVROLET TASKMASTER!**

See opposite page for other C60 comparisons.

( ) Chevrolet Price above Ford with standard equipment



## CHEVROLET SERIES C60 vs. COMPETITION

Make Model Type Wheelbase	CHEVROLET C6103 Chassis & Cab 133"	FORD F-700 Chassis & Cab 132"	INTERNATIONAL B-164 Chassis & Cab 129"	DODGE D500 Chassis & Cab 129"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	19,500 lbs	21,000 lbs	*19,000 lbs	19,500 lbs
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front</b>	5,000 lbs	6,000 lbs	*4,700 lbs	5,000 lbs
<b>Axle, Rear</b>	15,000 lbs	15,000 lbs	*13,500 lbs	15,000 lbs
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	*Diaphragm; 10 1/4"	Diaphragm; 12 3/4"	*Diaphragm; 9 1/2"
Total lining area (sq in)	365	428	*375	434
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	11"; 123.7	12"; 149	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 261	LD V8; 292	V8; 304	*Six; 250
Gross HP	150	172	193	*125
Gross Torque, lb-ft.	235	270	273	*216
<b>Frame:</b> Section modulus	11.28	*9.95	*9.22	*9.26
<b>Generator:</b> Volts; Amps	12; 30	12; 30	12; 30	12; 35
<b>Shock Absorbers</b>	Front	*No	*No	*No
<b>Springs, Front:</b> Sprung capacity each	2660 lbs	2700 lbs	*1830 lbs	*1600 lbs
<b>Springs, Rear:</b> Sprung capacity each	6680 lbs	6800 lbs	6700 lbs	*6300 lbs
<b>Tires:</b> Front & dual rear	8-22.5/8PR	8-22.5/8PR	8-22.5/8PR	8-22.5/8PR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	Synchro; 4 (Warner)	Synchro; 4 (New Process)
<b>Wheels:</b> Type; rim size	Disc; 6.00"	Cast; 6.00"	Disc; 6.00"	Disc; 6.00"
<b>PRICE COMPARISON</b>				
<b>* Chevrolet Specification Advantages</b>				
<b>Factory List (With std equipment)</b>	\$2653.00	\$3234.00	\$2674.00	\$2611.00
<b>Factory D&amp;H</b>	217.00	238.80	203.22	211.00
<b>Total</b>	\$2870.00	\$3472.80	\$2877.22	\$2822.00
<b>Chevrolet Price Advantage</b>		\$ 602.80	\$ 7.22	(\$48.00)
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Engine, Heavy-Duty 6-Cylinder	Std	Not Available	\$ 53.80♦	\$ 42.60♦
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Std
Springs, Heavy-Duty: Front	Std	Std	5.11♦	5.40♦
Rear	\$ 10.80♦	20.30♦	17.75♦	15.00♦
Shock Absorbers, Front	Std	37.90	37.39	22.00
Rear Axle, 15,000-lb.	Std	Std	172.16♦	Std
Frame Reinforcement (Section modulus increased to 17.15)	Not Required	Not Required	55.95♦	Not Required
<b>Adjusted Total List Plus D&amp;H</b>	\$2880.80	\$3535.90	\$3111.78	\$2907.00
<b>Chevrolet Price Advantage</b>		\$ 654.70	\$ 230.98	\$ 26.20

♦ Extra cost option required for GVW shown.

♦ Credit for 6-cyl engine. Displ—264 cu in; HP 154; Torque 248 lb-ft.

( ) Chevrolet price above Dodge with standard equipment.

**NOTE—V8 engine available (List plus D&H) for:**  
**\$118.40—Chevrolet (283-cu-in Taskmaster)**  
**\$130.00—Dodge (318-cu-in)**

# CHEVROLET SERIES C60-H vs. "BUILT-UP" FORD MODELS

Make Model Type Wheelbase	CHEVROLET C6103-H Chassis & Cab 133"	FORD F-600 Chassis & Cab 130"	FORD F-700 Chassis & Cab 132"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	22,000 lbs	*21,000 lbs	22,000 lbs
<b>STANDARD SPECIFICATIONS:</b>			
<b>Axle, Front</b>	5,000 lbs	*4,700 lbs	6,000 lbs
<b>Axle, Rear</b>	15,000 lbs	15,000 lbs	15,000 lbs
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	*Diaphragm; 8"	*Diaphragm; 10 1/4"
Total lining area (sq in.)	385	388	428
<b>Clutch:</b> Diameter; area (sq in.)	11"; 123.7	11"; 123.7	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in.)	Six; 261	*Six; 223	LDV8; 292
Gross HP	150	*139	172
Gross Torque, lb-ft.	235	*203	270
<b>Frame:</b> Section modulus	11.28	*9.45	*9.95
<b>Shock Absorbers</b>	Front	*No	*No
<b>Springs, Front:</b> Sprung capacity each	2660 lbs	*1750 lbs	2700 lbs
<b>Springs, Rear:</b> Sprung capacity each	6650 lbs	*6200 lbs	6800 lbs
<b>Tires:</b> Front & dual rear	8-22.5/8PR	8-22.5/8PR	8-22.5/8PR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	Synchro; 4 (Warner)
<b>Wheels:</b> Type; rim size	Disc; 6.00"	Disc; 6.00"	Cast; 6.00"
<b>PRICE COMPARISON</b>			
<b>Factory List (With std equipment)</b>	\$2683.00	\$2582.00	\$3234.00
<b>Factory D&amp;H</b>	217.00	207.74	238.80
<b>Total</b>	\$2870.00	\$2789.74	\$3472.80
<b>Chevrolet Price Advantage</b>		(\$ 80.26)	\$ 602.80
<b>Equipment Adjustments (List plus D&amp;H):</b>			
Engine, Heavy-Duty 6-Cylinder	Std	Not Available	Not Available
Engine, Light-Duty V8	Not Required	\$ 114.30♦	Std
Oil Bath Air Cleaner	Std	4.80	\$ 4.50
Springs, Heavy-Duty: Front	\$ 3.25♦	5.40♦	Incl W/7,000-lb Axle
Rear	161.40♦	17.30♦	20.30♦
Front Suspension, 7000 lbs♦	161.40♦	Not Available	64.40♦
Front Axle, 6000-lb capacity	182.80♦	182.80♦	142.10♦
Rear Axle, 16,000-lb capacity	269.00♦	208.50♦	47.30♦
Frame Reinforcements♦	10.80♦	45.00♦	37.90
Shock Absorbers, Front	Std	21.60	352.70
10-22.5/10PR Tires on 6.75" Cast Wheels	394.95	453.90	\$4142.00
<b>Adjusted Total List Plus D&amp;H</b>	\$3709.40	\$3843.04	\$ 432.60
<b>Chevrolet Price Advantage</b>		\$ 133.64	

**IMPORTANT!**  
CHEVROLET'S C60-H WITH 22,000-lb GVW IS PRICED BELOW . . .

- FORD'S F-600 EQUIPPED FOR 21,000 lbs
- FORD'S F-700 EQUIPPED FOR 22,000 lbs

The Ford F-600, without a 7000-lb front axle available, is limited to only a 6000-lb front axle capacity. Both the F-600 and F-700 require a 16,000-lb rear axle, frame reinforcements, and heavy-duty front and rear springs for their increased ratings.

The F-600 also requires the light-duty 292-cu-in V8 (standard on F-700). A heavy-duty 292-cu-in V8 is available for \$196.70 on the F-600 and \$121.00 on the F-700.

**CHEVROLET HAS THE HEAVY-DUTY TASK-MASTER AVAILABLE FOR ONLY \$118.40.**

Heavy-duty axles increase Chevrolet's total brake lining area to 579 sq in . . . well above the increased area of Ford's F-600 (460 sq in) and F-700 (484 sq in). Inner reinforcements increase Chevrolet's frame section modulus to 12.96.

See opposite page for other C60-H comparisons.

♦ Extra cost option required for GVW shown.    ♦ Includes cast wheels    ♦ Inner reinforcements for Chevrolet    ( ) Chevrolet price over Ford F-600 with standard equipment

## CHEVROLET SERIES C60-H vs. COMPETITION

Make .....	<b>CHEVROLET</b>	<b>FORD</b>	<b>INTERNATIONAL</b>	<b>DODGE</b>
Model .....	<b>C6103-H</b>	<b>F-750</b>	<b>B-172</b>	<b>D600</b>
Type .....	<b>Chassis &amp; Cab</b>	<b>Chassis &amp; Cab</b>	<b>Chassis &amp; Cab</b>	<b>Chassis &amp; Cab</b>
Wheelbase .....	<b>133"</b>	<b>132"</b>	<b>129"</b>	<b>129"</b>
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	22,000 lbs	22,000 lbs	★21,000 lbs	22,000 lbs
<b>STANDARD SPECIFICATIONS:</b>	<div style="border: 1px solid black; padding: 2px; display: inline-block; font-size: small;">                     Chevrolet standard specifications are for C60 Series. Required options for C60-H are indicated below by ♦ symbol.                 </div>			
<b>Axle, Front</b> .....	5,000 lbs	6,000 lbs	5,000 lbs	5,000 lbs
<b>Axle, Rear</b> .....	15,000 lbs	16,000 lbs	15,000 lbs	16,000 lbs
<b>Brakes:</b> Vacuum Booster type .....	Diaphragm; 11"	★Diaphragm; 10¼"	Diaphragm; 12 ½"	★Diaphragm; 9½"
Total lining area (sq in) .....	385	484	★375	434
<b>Clutch:</b> Diameter; area (sq in) .....	11"; 123.7	12"; 149.2	12"; 149	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in) .....	Six; 261♦	V8; 302	V8; 304	V8; 318
Gross HP .....	150	194	193	202
Gross Torque, lb-ft. ....	235	290	273	288
<b>Frame:</b> Section modulus .....	11.28	14.93	★9.22	11.67
<b>Shock Absorbers</b> .....	Front	★No	★No	★No
<b>Springs, Front:</b> Sprung capacity each .....	2660 lbs	2700 lbs	★2070 lbs	★2000 lbs
<b>Springs, Rear:</b> Sprung capacity each .....	6650 lbs	6800 lbs	7050 lbs	★6300 lbs
<b>Tires:</b> Front & dual rear .....	8-22.5/8PR	9-22.5/10PR	8-22.5/8PR	8-22.5/8PR
<b>Transmission:</b> Type; speeds; make .....	Synchro; 4 (Chevrolet)	Synchro; 5 (Clark)	Non-Synchro; 5 (Fuller)	Synchro; 4 (New Process)
<b>Wheels:</b> Type; rim size .....	Disc; 6.00"	Cast; 6.75"	Cast; 6.00"	Disc; 6.00"
<b>PRICE COMPARISON</b>				
<b>Factory List (With std equipment)</b> .....	\$2653.00	\$4152.00	\$3157.00	\$3086.00
<b>Factory D&amp;H</b> .....	217.00	303.12	236.78	239.00
<b>Total</b> .....	\$2870.00	\$4455.12	\$3393.78	\$3325.00
<b>Chevrolet Price Advantage</b> .....	\$1588.12	\$523.78	\$523.78	\$458.00
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Oil Both Air Cleaner .....	Std	\$ 4.50	Std	\$ 8.00
Springs, Heavy-Duty: Front .....	\$ 3.28♦	Incl W/7,000-lb Axle	Incl W/7,000-lb Axle	\$ 8.40♦
Rear .....	Incl W/16,000-lb Axle	20.30♦	\$ 20.16	20.60♦
Front Suspension, 7000 lbs♦ .....	\$ 161.40♦	\$ 64.40	\$ 124.70♦	\$ 205.40♦
Rear Axle, 16,000 lbs .....	269.00♦	Std	136.53	Std
Frame Reinforcements (outer) .....	80.70	Std	55.90	95.00
Shock Absorbers, Front .....	Std	37.90	37.36	36.20
Five-Speed Synchro Transmission .....	188.30 (New Process)	Std (Clark)	77.40 (New Process)	188.40 (New Process)♦
10-22.5/10 PR Tires on 6.75" Cast Wheels .....	394.95	140.80	406.35	397.57
<b>Adjusted Total List Plus D&amp;H</b> .....	\$3967.60	\$4723.02	\$4252.18	\$4281.57
<b>Chevrolet Price Advantage</b> .....	\$755.42	\$ 284.58	\$ 284.58	\$ 313.97

♦ Extra cost option required for GVW shown.

◆ Includes cast spoke wheels front and rear

◆ Heavy-duty Taskmaster V8 available for \$118.40 (List plus D&H).

*NOTE—Brake lining area on the C60-H is increased to 579 sq in with heavy-duty axles. Frame reinforcements boost section modulus to 17.63 and spring capacity is increased to 3085 lbs front and 9275 lbs rear.*

## CHEVROLET SERIES C70 vs. COMPETITION

Make Model, Wheelbase Type	CHEVROLET C7103; 133" Chassis & Cab	FORD F-750; 132" Chassis & Cab	INTERNATIONAL B-182; 129" Chassis & Cab	DODGE D700; 129" Chassis & Cab
GVW (With equipment adjustments indicated by * symbol below)	23,000 lbs	*22,000 lbs	*22,500 lbs	*22,000 lbs
<b>STANDARD SPECIFICATIONS:</b>				
Axle, Front	7,000 lbs	*6,000 lbs	*5,500 lbs	*5,000 lbs
Axle, Rear	16,000 lbs	16,000 lbs	16,000 lbs	17,000 lbs
Brakes: Vacuum Booster type	Diaphragm; 11 1/2"	*Diaphragm; 10 1/4"	Diaphragm; 12 3/4"	*Diaphragm; 9 1/2"
Total lining area (sq in)	579	*484	*447	*505
Clutch: Diameter; area (sq in)	13"; 177.8	*12"; 149.2	*12"; 149	13"; 178
Engine: Type; No. Cyl; Displ (cu in)	V8; 348	*V8; 302	*V8; 345	V8; 361
Gross HP	185	194	197	194
Gross Torque, lb-ft.	315	*290	*309	*310
Frame: Section modulus	12.96	14.93	*9.22	*11.67
Shock Absorbers	Front	*No	*No	*No
Springs, Front: Sprung capacity each	2560 lbs	2700 lbs	*2300 lbs	*2,000 lbs
Springs, Rear: Sprung capacity each	8075 lbs	*6800 lbs	8150 lbs	*7,000 lbs
Tires: Front & dual rear	8-22.5/8PR	9-22.5/10PR	9-22.5/10PR	9-22.5/10PR
Transmission: Type; speeds; make	Synchro; 5 (Clark)	Synchro; 5 (Clark)	*Non-Synchro; 5 (Fuller)	*Synchro; 5 (New Process)
Wheels: Type; rim size	Cast; 6.00"	Cast; 6.75"	Cast; 6.00"	*Disc; 6.75"
<b>PRICE COMPARISON</b>				
* Chevrolet Specification Advantages				
Factory List (With std equipment)	\$3844.00	\$4152.00	\$3911.00	\$4042.00
Factory D&H	297.00	303.12	308.33	308.00
Total	\$4141.00	\$4455.12	\$4204.33	\$4350.00
Chevrolet Price Advantage		\$ 314.12	\$ 63.33	\$ 209.00
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Oil Bath Air Cleaner	Std	\$ 4.50	Std	Not Available
Clutch, 13"	Std	Not Available	\$ 18.00	Std
Springs, Heavy Duty: Front	\$ 3.25*	Incl W/7,000-lb Axle	Incl W/7,000-lb Axle	\$ 5.40
Rear	14.00♦	20.30♦	24.73	14.30♦
Front Axle, 7000 lbs.	Std	64.40	112.88♦	205.40
Shock Absorbers, Front	Std	37.90	37.36	36.20
Frame Reinforcements (outer)♦	80.70	Std	55.90	95.00
HD Transmission, 5-Speed Synchro-Mesh	Std	Std	77.40 (New Process)	70.90 (New Process)
10-22.5/10PR Tires on 6.75" Cast Wheels	394.95	140.80	184.90	149.66
<b>Adjusted Total List Plus D&amp;H</b>	<b>\$4633.90</b>	<b>\$4723.02</b>	<b>\$4715.50</b>	<b>\$4926.86</b>
<b>Chevrolet Price Advantage</b>		<b>\$ 89.12</b>	<b>\$ 81.60</b>	<b>\$ 292.96</b>

♦ Extra cost option required for GVW shown.

♦ Frame section modulus for the C70 is increased to 17.63

*NOTE—By far the biggest value, with specification advantages all down the line, Chevrolet's C70 Series is priced well below the nearest competitor. Notice also, that Ford does not offer a 13" clutch.*

### OTHER OPTIONAL EQUIPMENT PRICES (List plus D&H)

<b>Two-Speed Axle</b> • Chevrolet.....\$204.00 • Ford.....375.00 • IHC.....361.20 • Dodge.....338.50	<b>Full-Air Brakes</b> • Chevrolet.....\$536.75 • Ford.....590.60 • IHC.....567.60 • Dodge.....533.90
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## CHEVROLET SERIES C80 vs. COMPETITION

Make.....	CHEVROLET	FORD	INTERNATIONAL	DODGE
Model.....	C8103	F-800	V-196	D700
Type.....	Chassis & Cab	Chassis & Cab	Chassis & Cab	Chassis & Cab
Wheelbase.....	133"	132"	133"	129"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	25,000 lbs	25,000 lbs	25,000 lbs	25,000 lbs
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front.....</b>	7,000 lbs	7,000 lbs	7,000 lbs	★5,000 lbs
<b>Axle, Rear.....</b>	18,500 lbs♦	18,500 lbs♦	18,500 lbs	★17,000 lbs
<b>Brakes: Vacuum Booster type.....</b>	Diaphragm; 11½"	★Diaphragm; 10½"	★Piston; 9½"	★Diaphragm; 9½"
Total lining area (sq in).....	642	★488	★555	★506
<b>Clutch: Diameter; area (sq in).....</b>	13"; 177.8	★12"; 149.2	13"; 182.8	13"; 178
<b>Engine: Type; No. Cyl; Displ (cu in).....</b>	V8; 348	★V8; 332	V8; 401	V8; 361
Gross HP.....	230	★209	★206	★194
Gross Torque, lb-ft.....	335	★312	355	★310
<b>Frame: Section modulus.....</b>	12.96	14.93	★10.20	★11.67
<b>Shock Absorbers.....</b>	Front	★No	★No	★No
<b>Springs, Front: Sprung capacity each.....</b>	3085 lbs	★2500 lbs	3085 lbs	★2000 lbs
<b>Springs, Rear: Sprung capacity each.....</b>	8075 lbs	★7800 lbs	★7810 lbs	★7000 lbs
<b>Tires: Front &amp; dual rear.....</b>	9-22.5/10PR	10-22.5/10PR	10-22.5/10PR	9-22.5/10PR
<b>Transmission: Type; speeds; make.....</b>	Synchro; 5 (Spicer)	★Synchro; 5 (Clark)	★Non-Synchro; 5 (Fuller)	★Synchro; 5 (New Process)
<b>Wheels: Type; rim size.....</b>	Cast; 6.75"	Cast; 6.75"	Cast; 6.75"	★Disc; 6.75"

★ Chevrolet Specification Advantages

### PRICE COMPARISON

<b>Factory List (With std equipment).....</b>	\$4629.00	\$5071.00	\$5689.00	\$4042.00
<b>Factory D&amp;H.....</b>	352.00	370.63	426.68	308.00
<b>Total.....</b>	\$4981.00	\$5441.63	\$6115.68	\$4350.00
<b>Chevrolet Price Advantage.....</b>		\$ 460.63	\$1134.68	(\$ 631.00)
<b>Equipment Adjustments (List plus D&amp;H):</b>				
Oil Bath Air Cleaner.....	Std	\$ 4.50	Std	Not Available
Springs, Heavy-Duty: Front.....	\$ 10.75 ♦	6.80 ♦	\$ 6.45	\$ 5.40 ♦
Rear.....	23.65 ♦	24.70 ♦	28.22	28.00 ♦
Front Axle, 7000 lbs.....	Std	Std	Std	205.40 ♦
Shock Absorbers, Front.....	Std	37.90	45.96	36.20
Rear Axle, 18,500 lbs.....	Std	Std	Std	212.50 ♦
Frame Reinforcements (outer)♦.....	80.70 ♦	Std	63.43	95.00
HD Transmission, 5-Speed Synchro-Mesh.....	Std (Spicer)	178.70 (Spicer)	Not Available	70.90 (New Process)
10-22.5/10PR Tires on 6.75" Cast Wheels.....	183.45	Std	Std	149.66
<b>Adjusted Total List Plus D&amp;H.....</b>	\$5249.55	\$5694.23	\$6259.74	\$5153.06
<b>Chevrolet Price Advantage.....</b>		\$ 444.68	\$1010.19	(\$ 96.49)

♦ Extra cost option required for GVW shown.

♣ Frame section modulus for Chevrolet is increased to 17.63

◊ 18,000-lb rating for off-road use. ( ) Chevrolet Price above Dodge

Page 21—Series C80 Chassis & Cab

*NOTE—Chevrolet's C80 shows a very impressive price advantage over Ford and International. But Dodge, having dropped their D800 Series for 1960, must "build-up" the D700 for a 25,000-lb rating. Result is a Dodge price advantage of \$96.49, a narrow margin considering Chevrolet's advantage in components and design.*

## CHEVROLET SERIES C80 vs. FORD F-850

Make Model Type Wheelbase	CHEVROLET C8103 Chassis & Cab 133"	FORD F-850 Chassis & Cab 132"
GVW (With equipment adjustments indicated by † symbol below)	25,000 lbs	25,000 lbs
<b>STANDARD SPECIFICATIONS:</b>		
<b>Axle, Front</b>	7,000 lbs	7,000 lbs
<b>Axle, Rear</b>	18,500 lbs †	18,500 lbs †
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11 1/2"	†Diaphragm; 10 1/4"
Total lining area (sq in)	642	★488
<b>Clutch:</b> Diameter; area (sq in)	13"; 177.8	13" (2-plate); 378
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	V8; 348	V8; 401
Gross IHP	230	★220
Gross Torque, lb-ft	335	345
<b>Frame:</b> Section modulus	12.96	14.93
<b>Shock Absorbers</b>	Front	★No
<b>Springs, Front:</b> Sprung capacity each	3085 lbs	★2500 lbs
<b>Springs, Rear:</b> Sprung capacity each	8075 lbs	★7800 lbs
<b>Tires:</b> Front & dual rear	9-22.5/10PR	10-22.5/10PR
<b>Transmission:</b> Type; speeds; make	Synchro; 5 (Spicer)	Synchro; 5 (Spicer)
<b>Wheels:</b> Type; rim size	Cast; 6.75"	Cast; 6.75"

† Chevrolet Specification Advantages	PRICE COMPARISON	
<b>Factory List</b> (With std equipment)	\$4629.00	\$5958.00
<b>Factory D&amp;H</b>	352.00	423.02
<b>Total</b>	\$4981.00	\$6381.02
<b>Chevrolet Price Advantage</b>		\$1400.02
<b>Equipment Adjustments</b> (List plus D&H):		
Springs, Heavy-Duty: Front	\$ 10.75 †	\$ 6.80 †
Rear	23.65 †	24.70 †
Shock Absorbers, Front	Std	37.90
Frame Reinforcements (outer) †	80.70 †	Std
10-22.5/10PR Tires on 6.75" Cast Wheels	153.45	Std
<b>Adjusted Total List Plus D&amp;H</b>	\$5249.55	\$6450.42
<b>Chevrolet Price Advantage</b>		\$1200.87

- † Extra cost option required for GVW shown.
- ‡ Frame section modulus for Chevrolet is increased to 17.63.
- ‡ 18,000-lb rating for off-road use.

**NOTE**—The standard single-speed and optional two-speed 18,500-lb rear axles offered by Ford and Chevrolet are the same Eaton models (1790A and 17800).

Chevrolet's price (List plus D&H) for the optional two-speed is only \$279.15... Ford's price for the same axle is \$343.50 for the F-800 and \$346.50 for the F-850.

**THE C80 SERIES ENJOYS A WIDE PRICE ADVANTAGE OVER FORD'S HEAVY-DUTY F-850**

- WITH STANDARD EQUIPMENT . . .  
Chevrolet is \$1400.02 less than Ford
- WITH EQUIPMENT ADJUSTMENTS . . .  
Chevrolet is \$1200.87 less than Ford

Equipped with full-air brakes, Chevrolet has an additional \$27.75 price advantage over Ford.

Full-air brakes (List plus D&H):  
\$536.75—Chevrolet C80  
\$564.50—Ford F-800 or F-850

### WHAT IS THE F-850?

Compare the F-850 specifications in this comparison with those of the F-800 on page 21.

The F-850 has a list price \$887.00 higher than the F-800. To justify this, Ford has included a 401-cu-in engine with a 13" (2-plate) clutch and a heavy-duty Spicer transmission. Otherwise, the Ford F-800 and F-850 are identically equipped.

This comparison proves that Chevrolet is in a strong position when selling against the Ford F-850.

# LCF MODEL COMPARISONS

Chevrolet

vs.

International & Dodge

The remaining comparisons pertain entirely to LCF (short conventional) models. Ford does not offer this truck design.

LCF models have a short bumper-to-back-of-cab dimension of 89¾". The Chevrolet models with 93¼" BBC can easily be reduced to 89¾" by removing the bumper and cutting 3½" off the front end of frame side rails.

Because of the greater maneuverability of these models, the LCF design is becoming increasingly popular with truck buyers who operate in tight turning areas.

## CHEVROLET SERIES L50 vs. IHC SERIES BC-160

Make.....	CHEVROLET	INTERNATIONAL
LCF Model.....	L5203	BC-160
Type.....	Chassis & Cab	Chassis & Cab
Wheelbase.....	133"	137"
<b>GVW.....</b>	<b>16,000 lbs</b>	<b>16,000 lbs</b>
<b>STANDARD SPECIFICATIONS:</b>		
<b>Axle, Front.....</b>	5,000 lbs	*4,700 lbs
<b>Axle, Rear.....</b>	13,000 lbs*	13,500 lbs
<b>Brakes: Vacuum Booster type.....</b>	Diaphragm; 11"	Diaphragm; 12 ¾"
Total lining area (sq in).....	381	*375
<b>Clutch: Diameter; area (sq in).....</b>	11"; 123.7	12"; 149
<b>Engine: Type; No. Cyl; Displ (cu in).....</b>	Six; 235.5	V8; 304
Gross HP.....	135	193
Gross Torque, lb-ft.....	217	273
<b>Frame: Section modulus.....</b>	11.28	*9.22
<b>Generator: Volts; Amps.....</b>	12; 30	12; 30
<b>Shock Absorbers.....</b>	Front	*No
<b>Springs, Front: Sprung capacity each.....</b>	2235 lbs	*1830 lbs
<b>Springs, Rear: Sprung capacity each.....</b>	6650 lbs	6700 lbs
<b>Tires: Front &amp; dual rear.....</b>	8-22.5/8PR	8-22.5/8PR
<b>Transmission: Type; speeds; make.....</b>	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)
<b>Wheels: Type; rim size.....</b>	Disc; 5.25"	Disc; 6.00"
* Chevrolet Specification Advantages		<b>PRICE COMPARISON</b>
<b>Factory List (With std equipment).....</b>	\$2843.00	\$2816.00
<b>Factory D&amp;H.....</b>	230.00	214.02
<b>Total.....</b>	<b>\$3073.00</b>	<b>\$3030.02</b>
<b>Chevrolet Price Advantage.....</b>		(\$42.98)
<b>Equipment Adjustments (List plus D&amp;H):</b>		
Engine, Six Cylinder.....	Std	\$ 53.80@
Springs, Heavy-Duty, Front.....	Std	5.11
Shock Absorbers, Front.....	Std	37.39
<b>Adjusted Total List Plus D&amp;H.....</b>	<b>\$3073.00</b>	<b>\$3018.72</b>
<b>Chevrolet Price Advantage.....</b>		(\$54.28)

\* 15,000-lb capacity two-speed axle available on special order. Check Zone Office for price and availability.

( ) Chevrolet price above International.

◇ Credit for 6-cyl engine. Displ—264 cu in; HP 154; Torque 248 lb-ft.

Page 23—Series L50 Chassis & Cab

*NOTE—International's price advantage of \$54.28 can be misleading. All but \$0.48 of this advantage is a result of the \$53.80 credit allowance for IHC's six-cylinder engine. Also, the BC-160 does not offer a 5000-lb front axle . . . which is very important, particularly on an LCF model where the front axle supports a greater share of the load.*

*Chevrolet offers the Trademaster V8 for \$118.40 (List plus D&H).*

## CHEVROLET SERIES L60 vs. COMPETITION

Make	CHEVROLET L6203	INTERNATIONAL BC-164	DODGE C500
LCF Model	Chassis & Cab	Chassis & Cab	Chassis & Cab
Type			
Wheelbase	133"	137"	133"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	19,500 lbs	★19,000 lbs	19,500 lbs
<b>STANDARD SPECIFICATIONS:</b>			
<b>Axle, Front</b>	5,000 lbs	★4,700 lbs	5,000 lbs
<b>Axle, Rear</b>	15,000 lbs	★13,500 lbs	15,000 lbs
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11"	Diaphragm; 12 1/2"	★Diaphragm; 9 1/2"
Total lining area (sq in)	385	★375	434
<b>Clutch:</b> Diameter; area (sq in)	11"; 123.7	12"; 149	11"; 123.7
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	Six; 261	V8; 304	V8; 318
Gross HP	150	193	202
Gross Torque, lb-ft	235	273	288
<b>Frame:</b> Section modulus	11.28	★9.22	★9.72
<b>Shock Absorbers</b>	Front	★No	★No
<b>Springs, Front:</b> Sprung capacity each	2660 lbs	★1830 lbs	★2100 lbs
<b>Springs, Rear:</b> Sprung capacity each	6650 lbs	6700 lbs	★5300 lbs
<b>Tires:</b> Front & dual rear	8-22.5/8PR	8-22.5/8PR	8-22.5/8PR
<b>Transmission:</b> Type; speeds; make	Synchro; 4 (Chevrolet)	Synchro; 4 (Warner)	Synchro; 4 (New Process)
<b>Wheels:</b> Type; rim size	Disc; 6.00"	Disc; 6.00"	Disc; 6.00"
<b>PRICE COMPARISON</b>			
★ Chevrolet Specification Advantages			
<b>Factory List</b> (With std equipment)	\$3043.00	\$2816.00	\$3112.00
<b>Factory D&amp;H</b>	245.00	214.02	249.00
<b>Total</b>	\$3288.00	\$3030.02 (\$257.98)	\$3361.00 \$ 73.00
<b>Chevrolet Price Advantage</b>			
<b>Equipment Adjustments</b> (List plus D&H):			
Engine, Heavy-Duty 6-Cylinder	Std	\$ 53.80◊	Not Available
Oil Bath Air Cleaner	Std	Std	\$ 8.00
Springs, Heavy-Duty: Front	Std	5.11♦	5.40♦
Rear	\$ 10.80♦	17.75♦	30.50♦
Shock Absorbers, Front	Std	37.39	22.00
Rear Axle, 15,000-lb	Std	172.16♦	Std
Frame Reinforcement (Section mod increased to 17.15)	Not Required	61.87♦	Not Required
<b>Adjusted Total List Plus D&amp;H</b>	\$3298.80	\$3270.50 (\$28.30)	\$3426.90 \$ 126.10
<b>Chevrolet Price Advantage</b>			

### IMPORTANT!

**IHC**—International shows a slight price advantage of \$28.30 with their optional 6-cyl engine. However . . . a price comparison using std engines would provide Chevrolet with a **PRICE ADVANTAGE OF \$25.50.**

*International does not offer a 5000-lb front axle. Standard 4700-lb axle provides little reserve capacity for an LCF model of 19,500 GVW.*

**DODGE**—Chevrolet's price position against Dodge would be enhanced even more if Dodge recommendations for 19,500-lb GVW were strictly followed. Dodge recommends a HD 361-cu-in V8, 13" clutch and HD 4-speed transmission. Entire package would add \$393.00 to adjusted total list price plus D&H.

### CHEVROLET OFFERS LOWEST PRICED TWO-SPEED AXLE

**15,000-lb Two-Speed Rear Axle (List plus D&H) . . .**

- CHEVROLET . . . . . \$150.65
- INTERNATIONAL . . . \$280.84
- DODGE . . . . . \$155.90

◊ Extra cost option required for GVW shown.  
 ◊ Credit for 6-cyl engine. Displ—264 cu in; HP 154; Torque 248 lb-ft.  
 ( ) Chevrolet price above International.

*NOTE—Chevrolet offers the heavy-duty Taskmaster V8 for \$118.40 (List plus D&H). This engine is not required for 19,500-lb GVW.*



## CHEVROLET SERIES L60-H vs. COMPETITION

Make	CHEVROLET	INTERNATIONAL	DODGE
LCF Model	E6203-H	BC-172	C600
Type	Chassis & Cab	Chassis & Cab	Chassis & Cab
Wheelbase	133"	137"	133"
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	22,000 lbs	*21,000 lbs	22,000 lbs
<b>STANDARD SPECIFICATIONS:</b>			
<b>Axle, Front</b>	5,000 lbs	5,000 lbs	5,000 lbs
<b>Axle, Rear</b>	15,000 lbs	15,000 lbs	16,000 lbs
<b>Brakes: Vacuum booster type</b>	Diaphragm; 11"	Diaphragm; 12 1/2"	*Diaphragm; 9 1/2"
Total lining area (sq in)	385	*375	434
<b>Clutch: Diameter; area (sq in)</b>	11"; 123.7	12"; 149	13"; 178
<b>Engine: Type; No. Cyl; Displ (cu in)</b>	Six; 261 ♦	V8; 304	V8; 361
Gross HP	150	193	194
Gross Torque, lb-ft	235	273	310
<b>Frame: Section modulus</b>	11.28	*9.22	11.95
<b>Shock Absorbers</b>	Front	*No	*No
<b>Springs, Front: Sprung capacity each</b>	2660 lbs	*2070 lbs	*2100 lbs
<b>Springs, Rear: Sprung capacity each</b>	6680 lbs	7050 lbs	*6300 lbs
<b>Tires: Front &amp; dual rear</b>	8-22.5/BPR	8-22.5/BPR	8-22.5/BPR
<b>Transmission: Type; speeds; make</b>	Synchro; 4 (Chevrolet)	Non-Synchro; 5 (Fuller)	Synchro; 4 (New Process)
<b>Wheels: Type; rim size</b>	Disc; 6.00"	Cast; 6.00"	Disc; 6.00"
<b>PRICE COMPARISON</b>			
<b>Factory List (With std equipment)</b>	\$3043.00	\$3307.00	\$3809.00
<b>Factory D&amp;H</b>	245.00	248.03	292.00
<b>Total</b>	\$3288.00	\$3555.03	\$4101.00
<b>Chevrolet Price Advantage</b>		\$ 267.03	\$ 813.00
<b>Equipment Adjustments (List plus D&amp;H):</b>			
Engine, Heavy-Duty 6-Cylinder	Std	No Charge	Not Available
Oil Bath Air Cleaner	Std	Std	\$ 8.00
Springs, Heavy-Duty: Front	\$ 3.25 ♦	Incl W/7,000-lb Axle	5.40 ♦
Rear	Incl W/16,000-lb Axle	\$ 20.16	20.60 ♦
Front Suspension, 7000 lbs ♦	161.40 ♦	124.70 ♦	205.40 ♦
Rear Axle, 16,000 lbs	269.00 ♦	136.53	Std
Frame Reinforcements	10.80 ♦ (Inner)	61.81 (Outer)	Not Available
Shock Absorbers, Front	Std	37.36	36.20
Five-Speed Synchro Transmission	188.30 (New Process)	77.40 (New Process)	35.50 (New Process)
10-22.5/10PR Tires on 6.75" Cast Wheels	394.95	406.35	397.57
<b>Adjusted Total List Plus D&amp;H</b>	\$4315.70	\$4419.34	\$4809.67
<b>Chevrolet Price Advantage</b>		\$ 103.64	\$ 493.97

Chevrolet standard specifications are for L60 Series. Required options for L60-H are indicated below by ♦ symbol.

### IMPORTANT!

With components superior to International and Dodge... the Chevrolet L60-H equipped for 22,000-lb GVW, enjoys a wide price advantage!

#### THE L60-H IS—

- \$103.64 less than IHC
- \$493.97 less than Dodge

Typical of Chevrolet's extra value is the low price of the L60-H two-speed 16,000-lb capacity rear axle. Two-speed axles are a must for many truck operations in this weight class.

#### 16,000-lb TWO-SPEED AXLE (List plus D&H over 16,000-lb single-speed axle)—

- Chevrolet... \$204.45
- International... \$395.60
- Dodge... \$338.50

*NOTE—Brake lining area on the L60-H is increased to 579 sq in with heavy-duty axles. Frame inner reinforcements boost section modulus to 12.96 and spring capacity is increased to 3085 lbs front and 9275 lbs rear.*

♦ Extra cost option required for GVW shown.

♦ Includes cast spoke wheels front and rear.

♦ Heavy-duty Taskmaster V8 available for \$118.40 (List plus D&H), but is not required for 22,000-lb GVW.

## CHEVROLET SERIES L70 vs. COMPETITION

Make	CHEVROLET	INTERNATIONAL	DODGE	IMPORTANT!
LCF Model	L7203	BC-182	C700	IHC—Although International shows a \$22.41 advantage after equipment adjustments, this small price margin would not buy the extra value features built into Chevrolet.
Type	Chassis & Cab	Chassis & Cab	Chassis & Cab	
Wheelbase	133"	137"	134"	CHEVROLET L70 HAS . . .
<b>GVW (With equipment adjustments indicated by ♦ symbol below)</b>	23,000 lbs	*22,500 lbs	23,000 lbs	<ul style="list-style-type: none"> <li>• Higher GVW Rating</li> <li>• More Brake Lining Area</li> <li>• Larger Engine</li> <li>• Higher Engine Torque</li> <li>• Stronger Frame</li> </ul>
<b>STANDARD SPECIFICATIONS:</b>				
<b>Axle, Front</b>	7,000 lbs	*5,500 lbs	7,000 lbs	<b>CHEVROLET OFFERS . . .</b> <b>LOWEST PRICED TWO-SPEED</b>  <b>Two-Speed Axle over Std Single-Speed (List plus D&amp;H):</b>  <ul style="list-style-type: none"> <li>• CHEVROLET . . . . . \$204.00</li> <li>• INTERNATIONAL . . . \$361.20</li> <li>• DODGE . . . . . \$338.50</li> </ul>
<b>Axle, Rear</b>	16,000 lbs	16,000 lbs	17,000 lbs	
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 11½"	Diaphragm; 12½"	*Diaphragm; 9½"	
Total lining area (sq in)	579	*447	*506	
<b>Clutch:</b> Diameter; area (sq in)	13"; 177.8	*12"; 149	13"; 178	
<b>Engine:</b> Type; No. Cyl; Displ (cu in)	V8; 348	*V8; 345	V8; 361	
Gross HP	185	197	194	
Gross Torque, lb-ft.	315	*309	*310	
<b>Frame:</b> Section modulus	12.96	*9.22	*10.95	
<b>Generator:</b> Volts; Amps	12; 30	12; 30	12; 35	
<b>Shock Absorbers</b>	Front	*No	Front	
<b>Springs, Front:</b> Sprung capacity each	2660 lbs	*2300 lbs	*2,300 lbs	
<b>Springs, Rear:</b> Sprung capacity each	8075 lbs	8150 lbs	*7000 lbs	
<b>Tires:</b> Front & dual rear	8-22.5/8PR	9-22.5/10PR	9-22.5/10PR	
<b>Transmission:</b> Type; speeds; make	Synchro; 5 (Clark)	*Non-Synchro; 5 (Fuller)	*Synchro; 5 (New Process)	
<b>Wheels:</b> Type; rim size	Cast; 6.00"	Cast; 6.00"	Cast; 6.75"	
<b>PRICE COMPARISON</b>				
* Chevrolet Specification Advantages				
<b>Factory List (With std equipment)</b>	\$4164.00	\$4061.00	\$4607.00	
<b>Factory D&amp;H</b>	320.00	304.58	349.00	
<b>Total</b>	\$4484.00	\$4365.58	\$4956.00	
<b>Chevrolet Price Advantage</b>		(\$ 118.42)	\$ 472.00	
<b>Equipment Adjustments (List plus D&amp;H):</b>		\$ 52.94		
Brakes, Increased capacity (467 sq in—IHC)		18.00	Std	
Clutch, 13"	Std	24.73	Std	
Springs, Heavy-Duty: Front	\$ 3.25♦	Incl W/7,000-lb Axle	\$ 5.40	
Rear	14.00♦		8.60	
Front Axle, 7000 lbs.	Std	112.88♦	Std	
Shock Absorbers, Front	Std	37.36	Std	
IHD Transmission, 5-Speed Synchro-Mesh	Std	77.40 (New Process)	70.90 (New Process)	
10-22.5/10PR Tires on 6.75" Cast Wheels	394.95	184.90	149.66	
<b>Adjusted Total List Plus D&amp;H</b>	\$4896.20	\$4573.79	\$5190.56	
<b>Chevrolet Price Advantage</b>		(\$22.41)	\$ 294.36	

♦ Extra cost option required for GVW shown.  
 ( ) Chevrolet price above International.

*NOTE—International would not have a price advantage if specifications call for full-air brakes or two-speed axle. Both are priced well above Chevrolet (see above).*

## CHEVROLET SERIES L80 vs. COMPETITION

Make	CHEVROLET	INTERNATIONAL	DODGE
LCF Model	L8203	BC-1892	C800
Type	Chassis & Cab	Chassis & Cab	Chassis & Cab
Wheelbase	133"	137"	134"
<b>GVW (With equipment adjustments indicated by * symbol below)</b>	25,000 lbs	25,000 lbs	25,000 lbs
<b>STANDARD SPECIFICATIONS:</b>			
<b>Axle, Front</b>	7,000 lbs	7,000 lbs	7,000 lbs
<b>Axle, Rear</b>	18,500 lbs $\phi$	18,500 lbs	18,500 lbs $\phi$
<b>Brakes:</b> Vacuum Booster type	Diaphragm; 1 1/2" (dual)	*Piston; 9/8"	Diaphragm; 9/4" (dual)
Total lining area (sq in)	642	*488	*529
<b>Clutch:</b> Diameter; area (sq in)	13"; 177.8	*12"; 149	14"; 192
<b>Engine:</b> Type; No. Cyl; Diapl (cu in)	V8; 348	*V8; 345	V8; 361
Gross HP	230	*197	*204
Gross Torque, lb-ft	335	*309	335
<b>Frame:</b> Section modulus	12.96	*9.22	*9.76
<b>Shock Absorbers</b>	Front	*No	*No
<b>Springs, Front:</b> Sprung capacity each	3085 lbs	3160 lbs	3200 lbs
<b>Springs, Rear:</b> Sprung capacity each	8075 lbs	8150 lbs	*8000 lbs
<b>Tires:</b> Front & dual rear	9-22.5/10PR	10-22.5/10PR	10-22.5/10PR
<b>Transmission:</b> Type; speeds; make	Synchro; 5 (Spicer)	*Non-Synchro; 3 (Fuller)	*Synchro; 5 (New Process)
<b>Wheels:</b> Type; rim size	Cast; 6.75"	Cast; 6.75"	Cast; 6.75"
<b>PRICE COMPARISON</b>			
* Chevrolet Specification Advantages			
<b>Factory List (With std equipment)</b>	\$5050.00	\$4765.00	\$5087.00
<b>Factory D&amp;H</b>	382.00	357.38	389.00
<b>Total</b>	\$5432.00	\$5122.38	\$5476.00
<b>Chevrolet Price Advantage</b>		(\$309.62)	\$ 44.00
<b>Equipment Adjustments (List plus D&amp;H):</b>			
Brakes, Increased capacity (467 sq in—IHC)		\$ 35.20	
Springs, Heavy-Duty: Front	\$ 10.75 $\phi$	Not Available	Not Available
Rear	23.65 $\phi$	Not Available	\$ 19.50
Shock Absorbers, Front	Std	45.69	36.20
Frame Reinforcements (outer) $\phi$	80.70 $\phi$	61.81	Not Available
HD Transmission: 5-Speed Synchro-Mesh	Std (Spicer)	Not Available	288.20 (Clark)
5-Speed Non-Synchro	—	170.93 (Fuller)	—
10-22.5/10PR Tires on 6.75" Cast Wheels	153.45	Std	Std
<b>Adjusted Total List Plus D&amp;H</b>	\$5700.55	\$5436.01	\$5819.90
<b>Chevrolet Price Advantage</b>		(\$264.54)	\$ 119.35

**IMPORTANT!**  
IHC—A close look at the BC-1892 specifications reveal that IHC falls short of both Chevrolet and Dodge in several major components.

- IHC IS SHORT ON . . .**
- Brake Equipment
  - Brake Lining Area
  - Engine Size
  - Engine Horsepower
  - Engine Torque
  - Frame Strength
  - Transmission (Non-Synchro)

The Chevrolet L80 with its component advantages plus Torsion-Spring Ride, all new design and other exclusive 1960 features is worth far more than the \$264.54 price difference.

**DODGE**—Chevrolet enjoys a substantial price advantage of \$119.35 over the Dodge C800.

- TWO-SPEED AXLES**  
18,500-lb Two-Speed Rear Axle (List plus D&H) . . .
- CHEVROLET . . . \$279.15
  - INTERNATIONAL . . . \$333.25
  - DODGE . . . \$276.20

- FULL-AIR BRAKES**  
With 7/4-cu-in compressor capacity (List plus D&H):
- CHEVROLET . . . \$536.75
  - INTERNATIONAL . . . \$567.60
  - DODGE . . . \$533.90

*NOTE—Chevrolet and Dodge use the same 18,500-lb rear axles . . . standard (Eaton 1790A) and optional (Eaton 17800). International 18,500-lb axles are of their own design and manufacture.*

$\phi$  Extra cost option required for GVW shown.  
 $\phi$  Frame section modulus for Chevrolet is increased to 17.63; IHC to 17.15; Dodge to 17.66.  
 $\phi$  18,000-lb rating for off-road use.  
 ( ) Chevrolet price above International.

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GENERAL MOTORS CORPORATION  
DETROIT 2, MICHIGAN**