



ARTHUR
CHEVROLET

Chevrolet Bros. Mfg. Co.

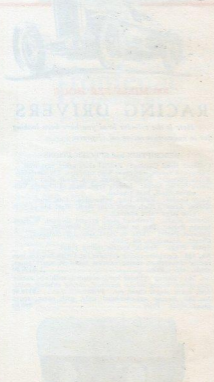
INCORPORATED

INDIANAPOLIS, IND.

Cable Address "FRONTY"
Codes: ABC-2th Bentley-5 Letters



LOUIS
CHEVROLET



Manufacturers of Special Speed Equipment for
Ford, Chevrolet and Overland Whippet Cars

Once a Fronty Driver Always a Fronty Driver

8 Cylinder Power and Pick-Up for CHEVROLETS



100 MILES PER HOUR

RACING DRIVERS

Here is the cylinder head you have been looking for to put on that racing car of yours:

DESCRIPTION and SPECIFICATIONS

Cylinder Head Casting: Special close grain cast iron.
Valves: 8 valves, overhead; high tangents, 1 1/2 diameter.
Valve Springs: Double springs, high grade alloy steel.
Valve Lifting Levers: Liberty type, made of Chrome Vanadium Steel, heat treated.
Valve Guides: Extra long, removable. Cast iron.
Rocker Arms: High grade alloy steel, offset 1 1/2 to 1, to give large valve opening.
Rocker Shaft: Hardened steel, ground all over, 3/4 diam.
Intake Ports: Two on left side, 1 1/2 diameter.
Exhaust Ports: Three on right side, 1 1/2 diameter.
Cover: Aluminum, oil tight.
Spark Plugs: Special metric racing plugs.
No. 503 Complete racing cylinder head with two 1 1/2 inch racing carburetors, racing exhaust manifold, spark plugs, studs, etc. Price..... \$175.00
No. 504 Racing cylinder head, complete with one racing carburetor, racing intake manifold, racing exhaust manifold, spark plugs, studs, etc. Price..... \$175.00
No. 505 Racing cylinder head only, with cover, spark plugs, studs. Price..... \$95.00



Intake Side

Fronty stay put and will win the race for you!



GET AWAY and pick-up like a racer! Speed beyond your needs and expectations. Twice the power for hill climbing. Travel all day at speeds you thought were impossible for your Chevrolet. Real driving pleasure and satisfaction can be yours if you equip your Chevrolet car with a Fronty cylinder head.

Step into the Big Car Class

Beauty, comfort and ruggedness are already built into Chevrolet cars. All they need to be on a par with much higher priced automobiles are the above features, which can be had with the Fronty head only. Get the jump on all other cars when the sign says "Go." Keep in front of most any other car on the road, hour after hour, with a cool and smooth engine, free from destructive vibration (especially is this true if our special lightweight alloy pistons are used), and really enjoy driving a car that will eagerly respond to any demand you may put to it.

Cooler, Smoother Running Engine

Take particular notice of well designed exhaust manifold, with smooth curves, carrying hot exhaust gases out of cylinder head, thereby increasing water space in head and radiating heat quickly. Also grace-



Exhaust Side

ful sweeping lines of intake manifold, hot spotted for thorough vaporizing of mixture, ramshorn design to prevent loading.

Sturdily Built

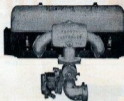
The same sound engineering principles are embodied in this cylinder head that made the FRONTY Fords famous throughout the world for their speed, stamina and reliability. The most striking proof of this is in the achievement of placing fifth in the 1923 Indianapolis 500-mile sweepstakes with a FRONTY Ford.

Please bear in mind that this is not an experiment, but a thoroughly tried out accessory and we are backing it with our reputation, which is well known in this particular field.

Easily Installed

Nearly anyone can install the FRONTY Head with ordinary automobile tools in a short time. Or his garageman can do it for him at little cost.

Simply remove the regular cylinder head and carburetor, and replace with the FRONTY Head and special superpower carburetor. These are accurately made to bolt on without filing, drilling or other difficulty. Order yours today.

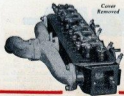


Frontenac CYLINDER HEAD for PASSENGER CARS

DESCRIPTION and SPECIFICATIONS

Cylinder Head Casting: Special Close Grain Cast Iron.
Valves: Special Steel Valves, 1 1/2 in diameter, 3/4 stem.
Valve Springs: Extra Long Coil Spring.
Valve Guides: Extra Long, Removable.
Rocker Arms: High grade steel, offset to give 3/4 opening to valve.
Rocker Shaft: Size 3/4 inch. Ground all over.
Intake Ports: Two (2) in number, 1 1/2 inch in diameter.
Exhaust Ports: Three (3) in number, 1 1/2 inch in diameter.
Cover: Aluminum. Oil tight.
Intake Manifold: Special Hot Spotted Ramshorn Design.
Carburetor: Special 1 1/2 inch.
Exhaust Manifold: Cast iron, made special to connect to regular Chevrolet muffler pipe.
Complete cylinder head and equipment for touring cars, coupes, sedans, roadsters or trucks, consisting of head, carburetor, exhaust and intake pipes, aluminum cover and all bolts and connections.

No. 501 Price complete..... \$ 98.75
No. 502 Same as above, with special high compression alloy pistons..... \$114.60



Cover Removed

FRONTY SPEED ACCESSORIES

Special Pistons

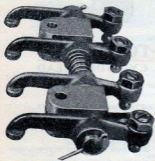


No. 506 Special high compression racing pistons, latest design. Extra strong aluminum and nickel alloy, accurately machined and grooved for three $\frac{1}{4}$ piston rings. Price per set of four\$32.00

No. 507 Special racing pistons pins, unbreakable. Price each\$1.50

No. 508 Special high compression piston rings. Price, each50c

No. 509 Special high compression oil rings. Price, each\$1.00



Special Rocker Arms

No. 510 Special offset rocker arms. Ratio $1\frac{1}{4}$ to 1, giving 50% greater valve opening, gives a wonderful increase in speed and acceleration. Made out of high grade alloy steel, with bronze bushings, $\frac{1}{4}$ inch shafts to insure long wear. The best means of increasing the speed of your Chevrolet motor at small expense.

Furnished complete with brackets to fit regular Chevrolet cylinder head, rocker shafts, bushings, etc. Price, per set\$16.00



Special Crankshaft

No. 511 Special racing crankshaft for Chevrolet motor, fully counterbalanced, statically and dynamically, made of electric chrome vanadium steel, accurately ground, drilled for pressure feed oiling system. Can be furnished for standard size or oversize bearings. Price.....\$200.00



Racing Exhaust Manifold

No. 512 Racing exhaust manifold. Beautifully made, gives your motor that speedway roar. Price.....\$30.00

complete with 4 inch pipe to rear of car. Price.....\$30.00

No. 513 Racing intake manifold to use single carburetor. Made of steel tubing to fit either $1\frac{1}{2}$ or $1\frac{3}{4}$ carburetor. Price\$18.00

Special Tappet



No. 514 Special mushroom tappet for Chevrolet motor, gives quick opening of valves, increasing power and speed. Especially suitable for late model Chevrolet cars. Can be used either in racing or commercial motors. Price per set of eight\$12.00

Alloy Pistons



No. 515 Special high compression alloy pistons, split skirt type for commercial motors only (not racing) will eliminate that disagreeable vibration and increase speed of motor. Price per set with rings.....\$18.00

(These can be furnished standard compression also)



Loud Speaker 2-in-1 Cutout and Muffler

No. 545 Relieves motor of all back pressure and when open gives a roar like that from speedway racers. Price each\$10.00

Spring Steel Steering Wheel



No. 559. Same as used on all speedway cars. Flexible spider protects the driver in mishaps. Used commercially, it prevents fatigue caused by vibration of the wheels and absorbs shocks and jars. Price each, nickel plated\$16.00



Racing Steering Knuckles

No. 561 Will fit Chevrolet axle, made of Chrome Vanadium Steel. The best insurance you can buy. Price, per set\$30.00