



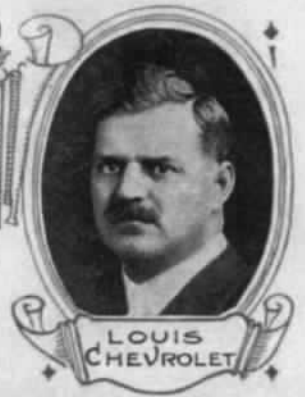
ARTHUR CHEVROLET

Chevrolet Bros. Mfg. Co.

INCORPORATED

INDIANAPOLIS, IND.

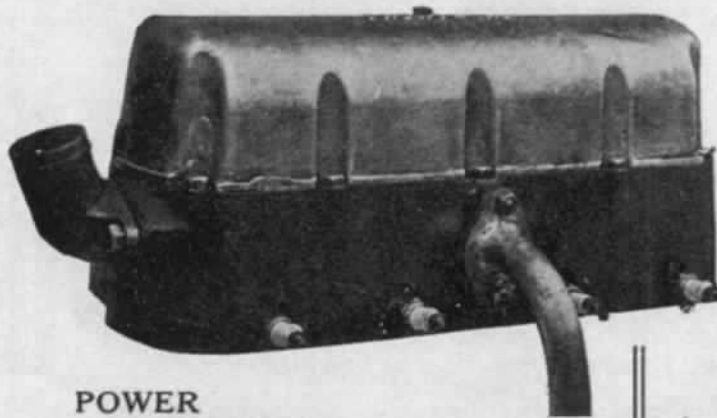
MAKERS OF



LOUIS CHEVROLET

Frontenac Cylinder Heads

SALES AND SERVICE
FRONTY-FORD SALES CO.,
OF MICHIGAN
3558 Gratiot Ave. DETROIT



POWER
SPEED
FLEXIBILITY
ECONOMY

Three Models

MODEL T, for Passenger and Commercial Cars
MODEL S, for Fords Converted into Speedsters
MODEL R, for Racing Cars

for

Ford Cars

DEVELOPS

*Maximum Power
at Minimum Expense*

o o o

The Frontenac Cylinder Head
was designed and perfected by

Louis Chevrolet

The World-Famous Automotive Engineer,
who designed and built the Frontenac
Cars that were

Winners of the 500-mile races
Indianapolis, 1920-1921

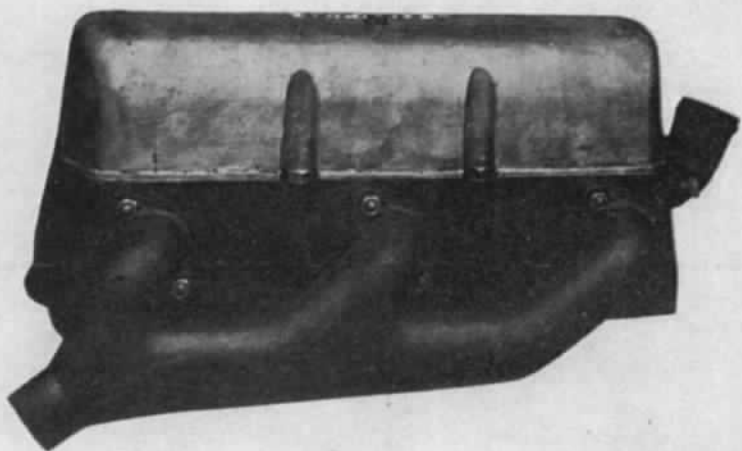
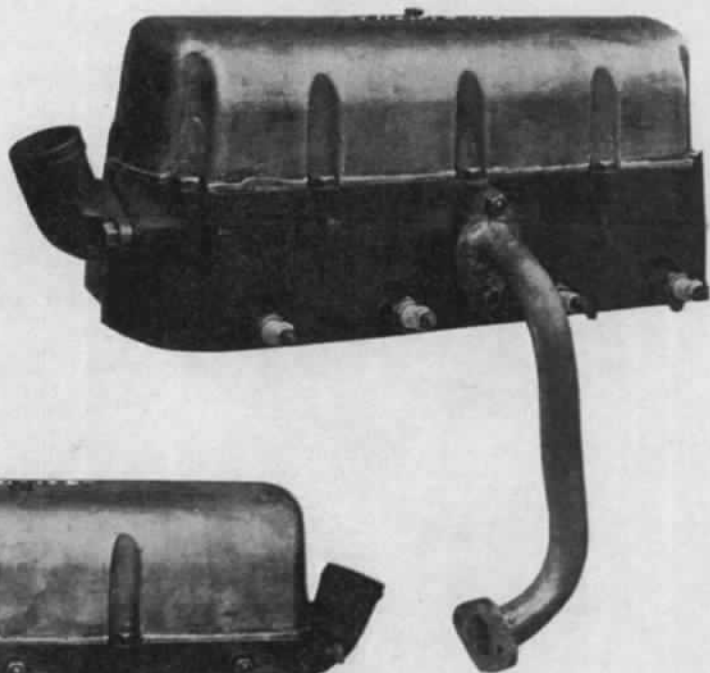
THE FRONTY FORD CO. OF MICHIGAN

466 Antoinette St., DETROIT, MICH.

Memo 3879

CHEVROLET BROS. MFG. CO., INDIANAPOLIS, IND., U. S. A.

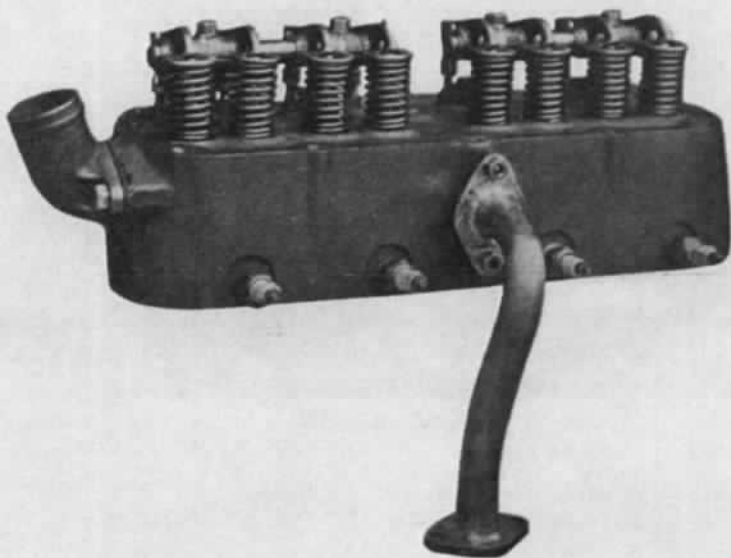
Picture to right shows Frontenac Cylinder Head complete, ready to install. The specially designed high velocity manifold is for Ford one-inch carburetor.



Picture to left shows exhaust side of Frontenac Cylinder Head.

Picture to right shows Frontenac Cylinder Head with cover removed, and specially designed high velocity manifold that fits any vertical type of one-inch carburetor.

NOTE—Horizontal carburetors (1 1/4 inch) can be attached direct to block—manifold not needed.



A Frontenac Cylinder Head Makes Pleasure Riding a Joy



If you want to make pleasure riding a real joy—if you want your Ford to do more than “get you there and get you back”—all you need is a Frontenac Cylinder Head.

When the change is made you will have a motor of great flexibility—one that will perform well under all conditions, whether at fast or slow speeds, hill climbing, or pulling heavy loads.

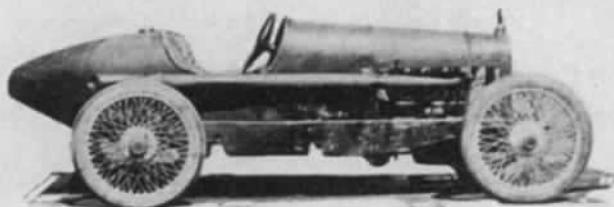
A Frontenac Cylinder Head Will Cut Trucking Expense One-Half

Even though your truck does give you all the speed you want, yet you do need more power and the Frontenac Cylinder Head will give it. It will eliminate overheating, vibration and waste of gasoline; it will enable you to carry bigger loads and make faster time; it will



cut your delivery costs considerably.

A Frontenac Cylinder Head Puts a Ford in the Indianapolis Speedway Class



The Fronty Ford Racing Car on the left is equipped with a Frontenac Racing Head—a product of the Chevrolet Bros. Manufacturing Co. This racing car has made the following speed trials on the Indianapolis Motor Speedway: $\frac{1}{4}$ Mile in $9\frac{2}{5}$ seconds.

A mile at this rate of speed would be $37\frac{3}{5}$ seconds or 96 miles per hour. One complete lap of $2\frac{1}{2}$ miles in 1 minute 44.7 seconds, which is 7.8 seconds faster than the required qualifying time necessary to compete in the world's greatest racing event—the 500-Mile Race at the Indianapolis Motor Speedway.

CHEVROLET BROS. MFG. CO., INDIANAPOLIS, IND., U. S. A.

The Frontenac Cylinder Head

When Installed On a Ford Engine, Is an

Assurance of More Power, Economy and Greater Speed



COMPETING with the world's foremost engineers and designers of automobiles, Louis Chevrolet achieved the enviable record of being the only designer whose cars won two successive 500-mile races at the Indianapolis Motor Speedway, a feat that has never before been accomplished in the whole history of the famous course.

Louis and Arthur Chevrolet, world-famous racing drivers and engineers of a score of years, are the designers, patentees and makers of the Frontenac Cylinder Head for Fords which is now available to all Ford owners.

If we were to amplify each of the above claims, some would think we were exaggerating. But after installing the Frontenac Head the Ford owner will agree with us that our claims ring more than true, and, due to the design of the Frontenac Head, vibration and overheating are eliminated.

The Frontenac Head offers you Slow Running, Snappy Acceleration, High Economy. These claims are constantly talked of and searched for by all and are characteristics of the Frontenac Head. The saving in your gasoline bills alone will pay for the Frontenac Head over and over, thus putting the dividend in your own pocket.

Any Ford, whether a Roadster, Touring Car, Coupe, Sedan, Speedster, Racing Car or Truck, will perform and give better service at less expense when equipped with a Frontenac Cylinder Head.

While the Frontenac Cylinder Head becomes an asset to any car on the second hand market, it is to be remembered that same is interchangeable from car to car and will immediately start paying new dividends if used in the latter manner.

The Frontenac Head is not a permanent fixture—thus the price of \$100 is an investment, not an expense.

Instruction Book, Parts Catalog and our Liberal Service Policy accompany our product.

Prices and Terms

Model T Head for Ford Roadsters, Touring Cars, Coupes, Sedans, Trucks, **\$100.**

Model S Head for a Ford converted into a Speedster, **\$100.**

Model R Head for Ford Cars that have been converted into racing cars, **\$110.**

Prices quoted are F. O. B. Indianapolis. In ordering state whether we are to ship by freight or express. If to be sent C. O. D., \$25 must accompany order.