

FORD'S STEP-AHEAD ENGINEERING
ACHIEVES NEW TRUCK ECONOMY

Ford Trucks for '51

FULL LINE

**G.V.W. FROM 4700 LBS.
 ON F-1 to 22,000 LBS.
 ON F-8**



Series F-1: 4,700 lbs. G.V.W.
 Panel, Pickup, Stake or Platform



Series F-2: 5,700 lbs. G.V.W.
 Express, Stake or Platform



Series F-3: 6,800 lbs. G.V.W.
 Express, Stake or Platform



Series F-4 Parcel Delivery
 Chassis with Windshield Front End



Series F-5: 10,000 lbs. G.V.W.
 Stake or Platform

Series F-5 and F-6 School Bus
 Chassis with Cowl

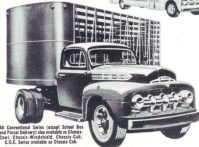
*Series F-7: 18,000 lbs. G.V.W.
 21,000 lbs. G.T.W.



Series F-6: 14,000 lbs. G.V.W.
 18,000 lbs. G.T.W.; Stake or Platform



Series F-8: 18,000 lbs. G.V.W.
 20,000 lbs. G.T.W.; Stake or Platform



All Conventional Series (except School Bus
 and Parcel Delivery) also available in Chassis-
 Cowl, Chassis-Windshield, Chassis-Cab,
 E.S.E. Series available in Chassis-Cab.



Series F-4 C.S.E.: 14,000 lbs. G.V.W.
 18,000 lbs. G.T.W.; Stake or Platform



*Series F-4 C.S.E.: 14,000 lbs. G.V.W.
 18,000 lbs. G.T.W.; Stake or Platform



Series F-8: 22,000 lbs. G.V.W.
 25,000 lbs. G.T.W.

OVER 180 MODELS TO CHOOSE FROM!

**There's a cost-saving 1951 FORD TRUCK
 for YOUR particular hauling needs!**

YOU'LL FIND the right truck for your job—no matter what your hauling requirements are—here in Ford's full line of 1951 Ford Trucks! You'll find everything from half-ton Pickups to 145-horsepower "Big Jobs!"

The Ford Truck line includes 13 chassis series, 13 wheelbase lengths, eleven standard bodies. Gross Vehicle Weights range from 4,700 lbs. to 22,000 lbs. Gross Train Weights as tractors go up to 39,000 lbs.

In Series F-1 through F-5, you get the industry's only choice of 95-horsepower Truck Six or 100-horsepower Truck V-8. In Series F-6, you have your choice of both these engines OR the new Heavy Duty 110-horsepower Truck BIG SIX! Series F-7 and F-8 "Big Jobs" are powered by the 145-horsepower V-8—

the most powerful Ford Truck engine ever built!

You may choose from two of the industry's most modern, easiest driving, and safest cabs—the new Ford 5-STAR CAB and the new Ford 5-STAR EXTRA CAB. Both feature improved riding ease, safety, visibility and accessibility of controls. The 5-STAR EXTRA CAB (slight additional cost), offers the smartest, most efficiently designed cab on the road today, with many extra features and conveniences. Both cabs are available in all series except the Parcel Delivery and School Bus Safety Chassis.

Every Ford Truck is built with reserves of strength throughout, with power and Power Pilot Economy to do its job better, quicker, and at less cost!

Featuring **POWER**  **PILOT ECONOMY**

FORD TRUCK CHASSIS SPECIFICATIONS

Built Stronger to Last Longer!

SERIES		LIGHT DUTY MODELS				
RATING	Max. G.V.W. (lbs., G.V.W.)	F-1	F-2	F-3	F-3 PARCEL DELIVERY	F-4
REAR TIRE SIZE FOR MAX. G.V.W.	— or Ply Rating	4.70/10 lbs.	5.10/10 lbs.	6.00/10 lbs.	7.00/10 lbs.	7.00/10 lbs.
AXLE, FRONT (Modified I Beam)	Capacity	2500 lbs.	2500 lbs.	2500 lbs.	2500 lbs.	2500 lbs.
AXLE, REAR	Capacity	3000 lbs.	4000 lbs.	5000 lbs.	5000 lbs.	5000 lbs.
Full Flt. — Full Floating	Front (Std. Type)	Hypoid — 15 ft.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.
Sp. Bev. — Spinal Drive	Axle Ratio (to 1)	3.50 or 4.21	4.86	4.86	4.86	4.86
OPTIONAL (at extra cost)	Type	—	—	—	—	—
BRAKES, SERVICE (Hydraulic)	Size — Front	11" x 2"	12" x 2"	12" x 2"	13 1/2" x 2"	14" x 2"
— Rear	11" x 1 1/2"	12" x 2"	12" x 2"	15" x 3 1/2"	15" x 3 1/2"	15" x 3 1/2"
— Total Area (Sq. In.) Lining — Drum	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259
Single Unit Vacuum Booster — Type	Size	—	—	—	—	—
BRAKES, HAND	Type	Cable — Rear Wheels	Drum — Driveshaft	Drum — Driveshaft	Drum — Driveshaft	Drum — Driveshaft
— Front	11" x 2"	12" x 2"	12" x 2"	13 1/2" x 2"	14" x 2"	14" x 2"
— Rear	11" x 1 1/2"	12" x 2"	12" x 2"	15" x 3 1/2"	15" x 3 1/2"	15" x 3 1/2"
— Total Area (Sq. In.) Lining — Drum	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259
Engines Available	—	—	—	—	—	—
CLUTCH (Auto-Grip)	Drum — Frictional Area (Sq. In.)	10" — 85.5	11" — 123.7	11" — 123.7	11" — 123.7	11" — 123.7
Ext. H.D. — Extra Heavy Duty	Optional	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty
TRANSMISSION	Ratio (to 1) — First	2.78	6.40	6.40	3.714	6.40
— Second	1.82	3.69	3.69	1.801	3.69	3.69
— Third	1.28	1.69	1.69	Direct	1.69	1.69
— Fourth	Direct	Direct	Direct	Direct	Direct	Direct
— Reverse	3.63	7.83	7.83	4.588	7.83	7.83
Power Take-Off Operating Locations	—	—	—	—	—	—
DRIVE LINE	Optional	—	—	—	—	—
FRAME (Tapered — Front and Rear)	Wheelbase	114"	122"	122"	124"	134"
Max. Side Rail Dimensions (in.) — Depth	5.92	6.3	6.3	6.3	6.3	6.3
Flange	2.25	2.25	2.25	2.25	2.25	2.25
Thickness	0.19	0.19	0.19	0.19	0.19	0.19
Channel Reinforcement	No	No	No	No	No	No
Size Reinforcement — in.	7.63	3.34	3.34	3.34	5.23	5.23
Combined Section Modulus	17 — Inside Left Rail	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat
GAZ. CAPACITY — Chassis	17 — Inside Left Rail	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat
Ratio	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1
SPRINGS, FRONT	Size (Length x Width)	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"
No. Leaves — Deflection Rate, Lbs. per in.	8 — 243	8 — 423	8 — 423	11 — 473	11 — 473	11 — 473
Capacity (At Normal Deflection) — per Spring	800 lbs.	1025 lbs.	1025 lbs.	1260 lbs.	1260 lbs.	1260 lbs.
SPRINGS, REAR	Size (Length x Width)	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"
No. Leaves — Deflection Rate, Lbs. per in.	18 — 725 (Panel R — 200)	12 — 445	13 — 520	12 — 445	10 — 360	10 — 360
Capacity (At Normal Deflection) — per Spring	336 lbs. (Panel 1000 lbs.)	250 lbs.	240 lbs.	200 lbs.	360 lbs.	360 lbs.
OPTIONAL — Type	—	—	—	—	—	—
No. Leaves — Deflection Rate, Lbs. per in.	12 — 300 and 440	2225 lbs.	2225 lbs.	2225 lbs.	2225 lbs.	2225 lbs.
AUXILIARY	Capacity (At Normal Deflection) — per Spring	—	—	—	—	—
Size (Length x Width)	—	—	—	—	—	—
No. Leaves — Deflection Rate, Lbs. per in.	—	—	—	—	—	—
Capacity (At Normal Deflection) — per Spring	—	—	—	—	—	—
Size (Length x Width)	—	—	—	—	—	—
WHEELS AND RIMS	Number — Size — Standard	5 — 16 x 45R	5 — 16 x 45L	5 — 17 x 5.5, RH 5" x 2 g.	4 — 15 x 5.5F	5 — 20 x 5.5, RH 5" x 2 g.
c.s. — Cast Steel Wheels, 7 Rims	Wheel Offset or Dish	0.62"	0.50"	0.56"	0.56"	0.75"
— 5-Spoke	Optional	—	—	—	—	—
Wheel Offset or Dish	0.62"	0.50"	0.56"	0.56"	0.75"	0.75"
TIRES	Size — Standard	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 3-ply rating	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 4-Single Rear	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 5-Spoke	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.

SERIES		LIGHT DUTY MODELS				
RATING	Max. G.V.W. (lbs., G.V.W.)	F-1	F-2	F-3	F-3 PARCEL DELIVERY	F-4
REAR TIRE SIZE FOR MAX. G.V.W.	— or Ply Rating	4.70/10 lbs.	5.10/10 lbs.	6.00/10 lbs.	7.00/10 lbs.	7.00/10 lbs.
AXLE, FRONT (Modified I Beam)	Capacity	2500 lbs.	2500 lbs.	2500 lbs.	2500 lbs.	2500 lbs.
AXLE, REAR	Capacity	3000 lbs.	4000 lbs.	5000 lbs.	5000 lbs.	5000 lbs.
Full Flt. — Full Floating	Front (Std. Type)	Hypoid — 15 ft.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.	Sp. Bev. — Full Flt.
Sp. Bev. — Spinal Drive	Axle Ratio (to 1)	3.50 or 4.21	4.86	4.86	4.86	4.86
OPTIONAL (at extra cost)	Type	—	—	—	—	—
BRAKES, SERVICE (Hydraulic)	Size — Front	11" x 2"	12" x 2"	12" x 2"	13 1/2" x 2"	14" x 2"
— Rear	11" x 1 1/2"	12" x 2"	12" x 2"	15" x 3 1/2"	15" x 3 1/2"	15" x 3 1/2"
— Total Area (Sq. In.) Lining — Drum	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259
Single Unit Vacuum Booster — Type	Size	—	—	—	—	—
BRAKES, HAND	Type	Cable — Rear Wheels	Drum — Driveshaft	Drum — Driveshaft	Drum — Driveshaft	Drum — Driveshaft
— Front	11" x 2"	12" x 2"	12" x 2"	13 1/2" x 2"	14" x 2"	14" x 2"
— Rear	11" x 1 1/2"	12" x 2"	12" x 2"	15" x 3 1/2"	15" x 3 1/2"	15" x 3 1/2"
— Total Area (Sq. In.) Lining — Drum	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259	176 — 259
Engines Available	—	—	—	—	—	—
CLUTCH (Auto-Grip)	Drum — Frictional Area (Sq. In.)	10" — 85.5	11" — 123.7	11" — 123.7	11" — 123.7	11" — 123.7
Ext. H.D. — Extra Heavy Duty	Optional	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty	11" Heavy Duty
TRANSMISSION	Ratio (to 1) — First	2.78	6.40	6.40	3.714	6.40
— Second	1.82	3.69	3.69	1.801	3.69	3.69
— Third	1.28	1.69	1.69	Direct	1.69	1.69
— Fourth	Direct	Direct	Direct	Direct	Direct	Direct
— Reverse	3.63	7.83	7.83	4.588	7.83	7.83
Power Take-Off Operating Locations	—	—	—	—	—	—
DRIVE LINE	Optional	—	—	—	—	—
FRAME (Tapered — Front and Rear)	Wheelbase	114"	122"	122"	124"	134"
Max. Side Rail Dimensions (in.) — Depth	5.92	6.3	6.3	6.3	6.3	6.3
Flange	2.25	2.25	2.25	2.25	2.25	2.25
Thickness	0.19	0.19	0.19	0.19	0.19	0.19
Channel Reinforcement	No	No	No	No	No	No
Size Reinforcement — in.	7.63	3.34	3.34	3.34	5.23	5.23
Combined Section Modulus	17 — Inside Left Rail	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat
GAZ. CAPACITY — Chassis	17 — Inside Left Rail	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat	20 — Back of Seat
Ratio	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1	18.2 to 1
SPRINGS, FRONT	Size (Length x Width)	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"	30" x 7 1/2"
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Capacity (At Normal Deflection) — per Spring	800 lbs.	1025 lbs.	1025 lbs.	1260 lbs.	1260 lbs.	1260 lbs.
SPRINGS, REAR	Size (Length x Width)	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"	45" x 2 1/2"
No. Leaves — Deflection Rate, Lbs. per in.	18 — 725 (Panel R — 200)	12 — 445	13 — 520	12 — 445	10 — 360	10 — 360
Capacity (At Normal Deflection) — per Spring	336 lbs. (Panel 1000 lbs.)	250 lbs.	240 lbs.	200 lbs.	360 lbs.	360 lbs.
OPTIONAL — Type	—	—	—	—	—	—
No. Leaves — Deflection Rate, Lbs. per in.	12 — 300 and 440	2225 lbs.	2225 lbs.	2225 lbs.	2225 lbs.	2225 lbs.
AUXILIARY	Capacity (At Normal Deflection) — per Spring	—	—	—	—	—
Size (Length x Width)	—	—	—	—	—	—
No. Leaves — Deflection Rate, Lbs. per in.	—	—	—	—	—	—
Capacity (At Normal Deflection) — per Spring	—	—	—	—	—	—
Size (Length x Width)	—	—	—	—	—	—
WHEELS AND RIMS	Number — Size — Standard	5 — 16 x 45R	5 — 16 x 45L	5 — 17 x 5.5, RH 5" x 2 g.	4 — 15 x 5.5F	5 — 20 x 5.5, RH 5" x 2 g.
c.s. — Cast Steel Wheels, 7 Rims	Wheel Offset or Dish	0.62"	0.50"	0.56"	0.56"	0.75"
— 5-Spoke	Optional	—	—	—	—	—
Wheel Offset or Dish	0.62"	0.50"	0.56"	0.56"	0.75"	0.75"
TIRES	Size — Standard	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 3-ply rating	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 4-Single Rear	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.
— 5-Spoke	Optional	6.00-16 4-ply F. & R.	6.50-16 4-ply F. & R.	7.00-17 4-ply F. & R. & S.	7.00-15 6-ply F. & R.	7.00-20 6-ply F. & R.

Optional equipment, shown in bold face type, is available at extra cost.

These specifications were in effect at the time this folder was prepared for printing. Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models, or change at any time, specifications, design, or prices without notice and without incurring any obligation. Availability of equipment, accessories and trim is dependent on material supply conditions.

POWER PILOT

ANOTHER EXAMPLE OF HOW FORD'S STEP-AHEAD ENGINEERING
ACHIEVES BETTER PERFORMANCE AND ECONOMY



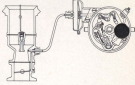
IN QUICK GETAWAYS, POWER PILOT works every moment. No other kind of fuel-feeding and firing system gives you the economy of *Power Pilot* control regardless of operating conditions because no other is as responsive, accurate and reliable.



PUSH IT FAST UPHILL and you hear the proof that this is something different. You're really climbing... but with gas pedal pushing the floor, there's no spark-knock! *Power Pilot* watches every split-second to give you famous Ford performance.



HIGHBALL DOWN THE ROAD, slow for a curve, swing off on a rough road... the *Power Pilot* is putting gas delivery in your pocket! That's because it uses only one control instead of two like other systems. *Power Pilot* always has the right answer!



FULL RANGE ECONOMY is the *Power Pilot* results from full firing-control economy of all speeds, under all loads, in all driving conditions. *Power Pilot* spark advance continuously crowds the spark-knock point, without getting spark-knock, to achieve better engine performance with less fuel. It does a complicated job with simpler design requiring 25% to 50% fewer parts! **THE POWER PILOT WORKS AND SAVES AUTOMATICALLY. ALL THE TIME!**

Ford Truck *Power Pilot* automatically meters and fires the right amount of gas at precisely the right instant, to match constantly changing speed, load and power needs. Unlike conventional systems, *Power Pilot* uses only one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas... you get no-knock performance. Only Ford in the low-price field gives you *Power Pilot* economy. Here, again, Ford's Step-Ahead engineering gives you a value bonus already proven on thousands of trucks in all kinds of service.

The **POWER PILOT** is a Simpler, Fully-Proven Way of GETTING THE MOST POWER FROM THE LEAST GAS!

THERE'S A FORD TRUCK TO FIT EVERY PARTICULAR LOAD-HAULING NEED!

SERIES F-1

This is America's No. 1 economy truck value in the 4700 lbs. G.V.W. class. *F-1*, 81½ ft. Pickup with grain-tight body ideal for farm work, building and construction work and general pickup truck duty. *F-1*, 9-ft. Ford has weather-resistant body, big capacity. Handsome new *F-1* 3-57 AMP. EXTRA Panel available at extra cost. *F-1*, 4½ ft. Platform and Stake with long-truck durability and payload economy. Especially popular for farm duty, express delivery, etc.

SERIES F-2

A low-cost master of light and bulky payloads in the 5700 lbs. G.V.W. class. *F-2*, 8-ft. Express with grain-tight body and tailgate makes it superb for farm fleets, with performance features that make it popular in newspaper delivery, appliance business, service station work, contracting, etc. *F-2*, 7½ ft. Platform or Stake is a sturdy-constructed truck in high favor with landscaping companies, messenger services and other businesses handling light, bulky loads which need no protection from weather.

SERIES F-3

A light-duty champ for profitable hauling in the 6900 lbs. G.V.W. class. *F-3*, 8-ft. Express is a real heavy-duty express truck for the rapid dispatch of payloads averaging 1½ tons. Just right for contracting, excavation, light industrial, and many other types of cargo. *F-3*, 7½ ft. Platform or Stake is a handy in many types of businesses regularly sending an occasional platform or stake truck in this class.

SERIES F-3-5 PARCEL DELIVERY

Built to double earnings by doubling load space! Ford economy plan low driver's compartment floor and load-height make this unexcelled for door-to-door and daily stop-and-go driving. Lets you fit the body most suited to your needs at genuine low cost. Takes bodies up to 406 cu. ft. capacity, with heights to 6 ft. Comes complete with forward controls, roof and windshield, bioped panel above grille, driver's seat, front quarter windows, instrument panel—all features except the extra body you'll want. (As *F-3-5* Parcel Delivery is also available on special order for bodies up to 406 cu. ft. capacity.)

SERIES F-4

The big-duty leader of the light-duty line! The biggest "big" truck made by Ford. Platform Stake body is 9-ft. size, with straight-grained sturdy wood floor protected by steel skid strips to resist loading abuse. Faster. Dual rear tires give the *F-4* a maximum gross vehicle weight of up to 10,000 lbs., yet a remarkably low loading height ideally suited to field and "road-level" loading. Excellent for heavier-duty farm hauling.

SERIES F-5

The most popular heavy-duty truck in the 14,000 lbs. G.V.W. class. *F-5* has been the consistent side-seller across the country. Popular with other 8½, or 12-ft. platform and stake bodies. Used widely by farmers, livestock raisers, commercial truckers, building trades contractors and many others. Many types of bodies can be mounted to fit specialized loading requirements. As a result, the *F-5* readily combines with semi-trailers up to 24,000 lbs. gross truck weight.

SERIES F-5 C.O.E.

Cuts truck length as it cuts truck cost! In the 14,000 lbs. G.V.W. class, it is available with 8½ and 12-ft. axle and platform bodies on standard, "Class-optional" for bigger total loads on a shorter wheelbase, by distributing more of the load on heavier front springs and front axle. Higher cab improves driver visibility. Very popular with department stores and those who drive in heavy city traffic or in "tight" quarters, because of shorter wheelbase allows shorter turning radius and greater maneuverability.

SERIES F-5, F-6 SCHOOL BUS SAFETY CHASSIS

Built to school bus standards set by the National Education Association! The 12-155 wheelbase accommodates 30-35 passenger bus bodies. The *F-6* 154" wheelbase takes bus bodies up to 54 passenger capacity. Heavy 12 motor safety features, 11 outstanding economy features and loads of built-in comfort. Completely tested and proven. Chassis of 100-h.p. V-8 or 10-3/4-h.p. 8-cylinder, both featuring the economy Ford *Power Pilot*!

SERIES F-6

A ton-mile champion with top performance in the

16,000 lbs. G.V.W. class! New features you choose: three great Ford engines—the 350-h.p. 6-cylinder, the 100-h.p. V-8 or the new, 110-h.p. Big Six with complete heavy-duty drive line to give you unsurpassed, most economical performance in 28,000 lbs. gross train weight-class as a truck-tractor! Big, rugged, packed with reserves of strength and Ford Step-Ahead engineering benefits. Available also with standard 9- and 12-ft. Platform and Stake bodies.

SERIES F-6 C.O.E.

A powerful C.O.E. truck in the 16,000 lbs. gross weight-class! This Cab-Over-Engine model offers power superior to space as a single truck or as a truck-trailer at 28,000 lbs. G.V.W. As in the conventional *F-6*, you have a choice of three big Ford *Power Pilots*—the 350-h.p. 6-cylinder, the 100-h.p. V-8 and the new 110-h.p. Ford Truck Big Six with extra heavy-duty, "straight-line" drive line. For loads of power on a short, easily-maneuverable wheelbase, the *F-6* C.O.E. is completely available with standard 9- and 12-ft. Platform and Stake bodies, also.

SERIES F-7

Truck performance leader among the "extra heavy"! Packed with Ford "Big Job" features to give a bonus of stamina, economy and great reserves of strength. Its dependability and power really "ride it out the road" to cut down trip time. Engine accessories are mounted on top of the big 14½-h.p. Truck V-8 for quick, low-cost maintenance and service. *F-7* features sturdy double channel frame, wide wheel track, a heavy "straight-line" drive line to handle its payload as easily as a single truck up to 18,000 lbs. G.V.W., or a truck-tractor up to 35,000 lbs. G.V.W.

SERIES F-8

The ton-mile master of the Ford Truck Line! The biggest "Big Job" in the Ford Truck Line of over 100 models! Rapidly suited for horsepower, transmission, load up to 22,000 lbs. G.V.W. as a straight truck or up to 35,000 lbs. G.V.W. as a trailer pulling a trailer. Lots of money-making, time-saving features plus the most powerful engine in the line! Ford's 14½-h.p. "Big Job" V-8 engine, with top-engineered engine accessories and newly improved cooling features plus many more economy benefits and advantages.

FORD Division of FORD MOTOR COMPANY—Dearborn, Michigan
FORD TRUCKING COSTS LESS BECAUSE FORD TRUCKS LAST LONGER!

Using latest registration data on 7,718,000 trucks, life insurance experts prove Ford Trucks last longer!