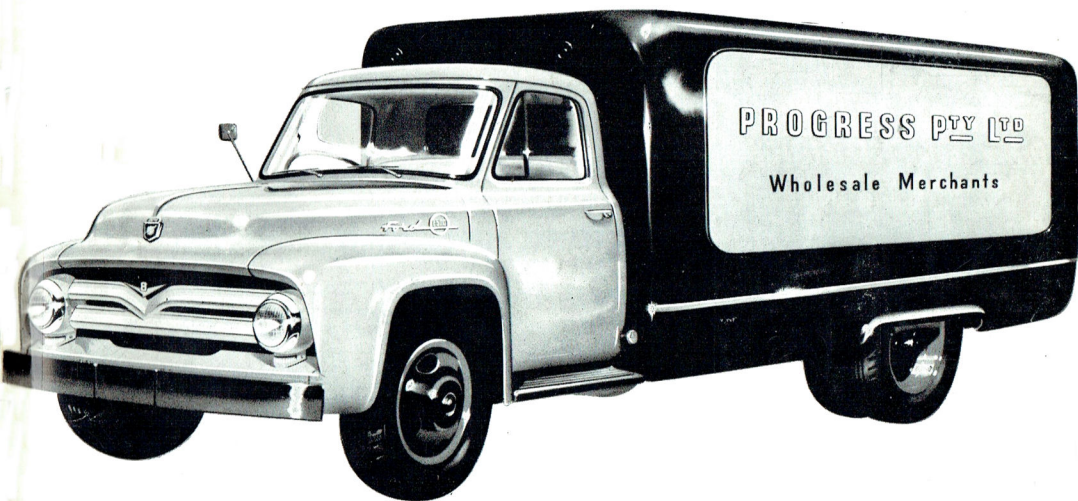
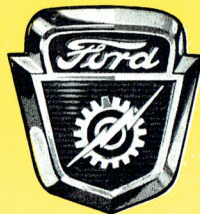


triple economy ★

# FORD O.H.V. TRUCKS V8

- ★ *Money-saving POWER*
- ★ *Driver-saving EFFICIENCY*
- ★ *Cost-saving CAPACITIES*



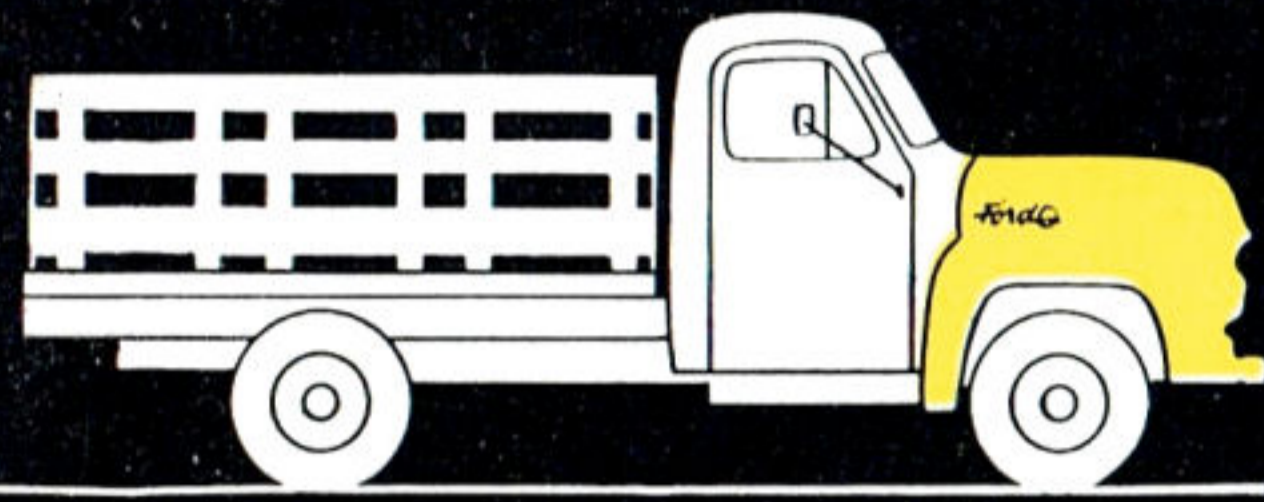
**Gross Vehicle Weight : 11,000 lbs.**

**Wheelbase : 130 inches, 154 inches.**



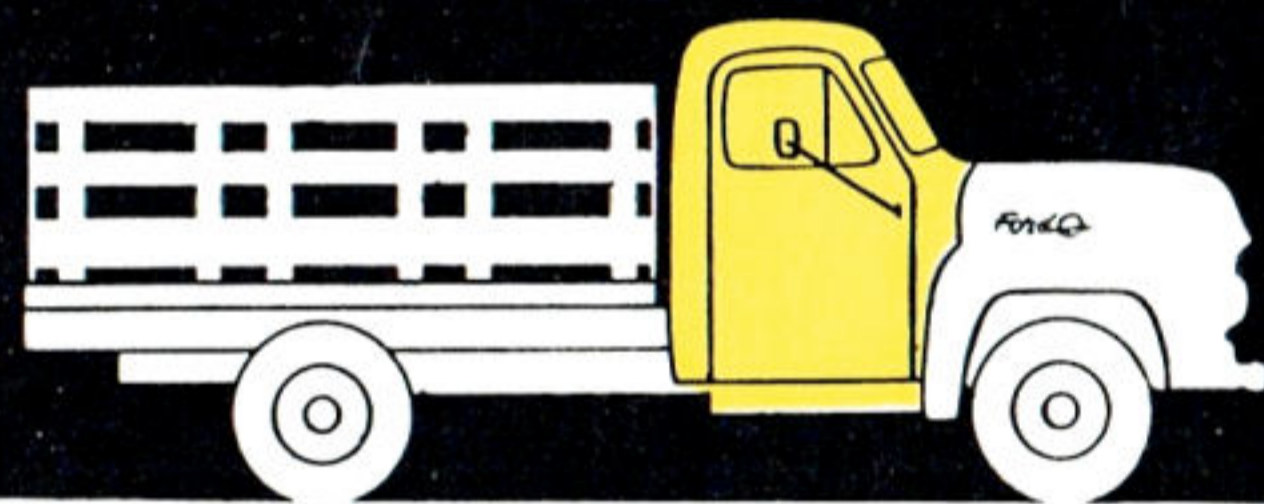
**What Ford truck**  
**triple economy**

**means to you!**



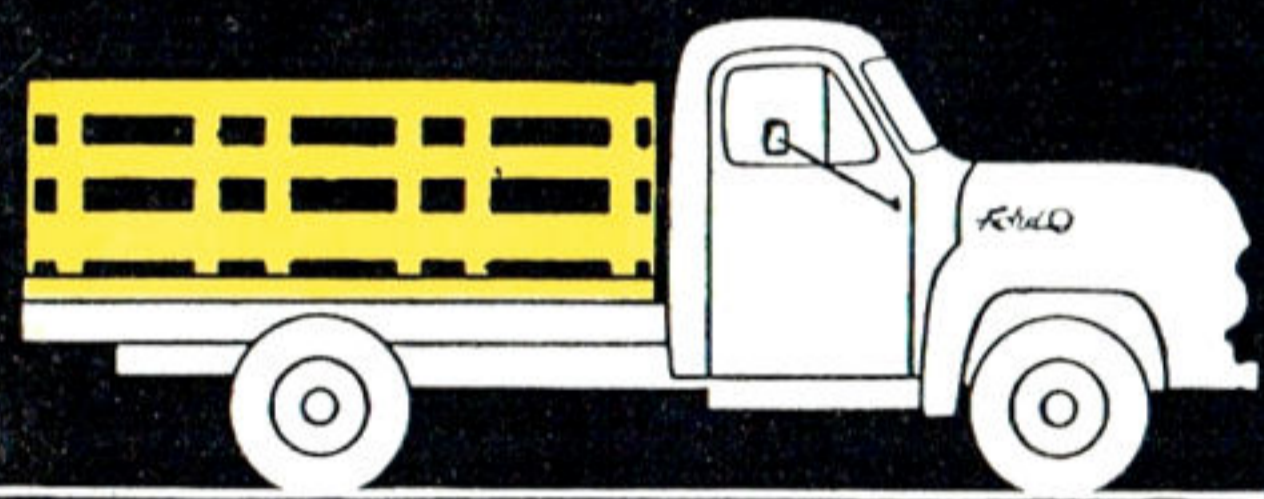
**Money-saving POWER**

Ford's new O.H.V. engine gives you more sustained torque and big power reserves to handle payloads more easily and economically. Modern Y-block, low-friction design means longer life, lower maintenance costs. Ford's all-new V8 truck engine is your Big Economy Item No. 1!



**Driver-saving EFFICIENCY**

Ford's big 3-man cab . . . with features that make it the most comfortable cab in trucking . . . lessens driver fatigue, saves him time, increases his working capacity. And that's Big Economy Item No. 2!



**Cost-saving CAPACITIES**

You'll find the right load capacity in the Ford Truck range. And Ford chassis designing allows practical, low-cost installation of any body type. Profitable payload capacity is Big Economy Item No. 3!

**adding up to**

**MORE TRUCK  
FOR YOUR  
MONEY!**

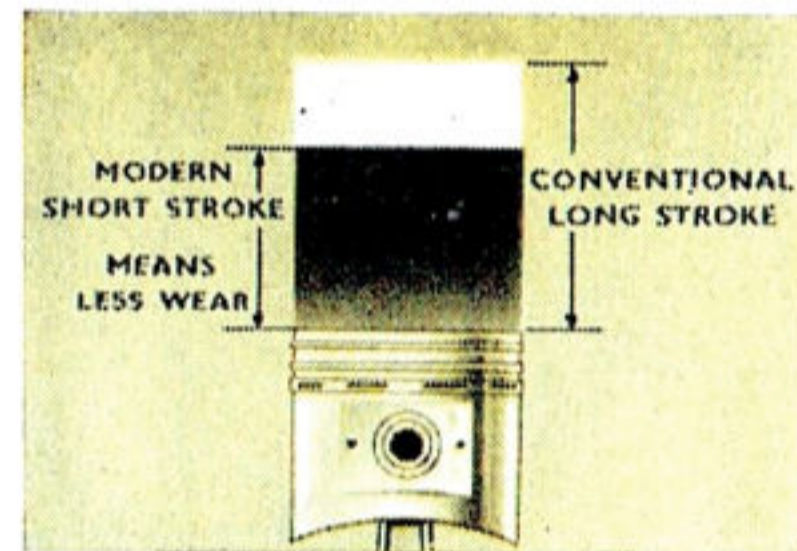
**Powered by the new and mighty O.H.V. V8!**

**FORD  
F500**

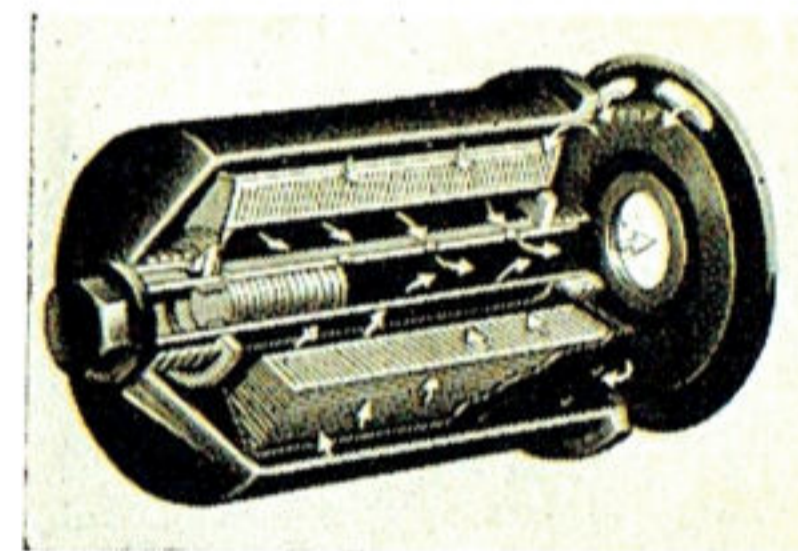
G.V.W. 11,000 lbs.  
W.B. 130", 154"

**MORE POWER PER CUBIC INCH DISPLACEMENT AND MORE TORQUE FOR THE JOB!**

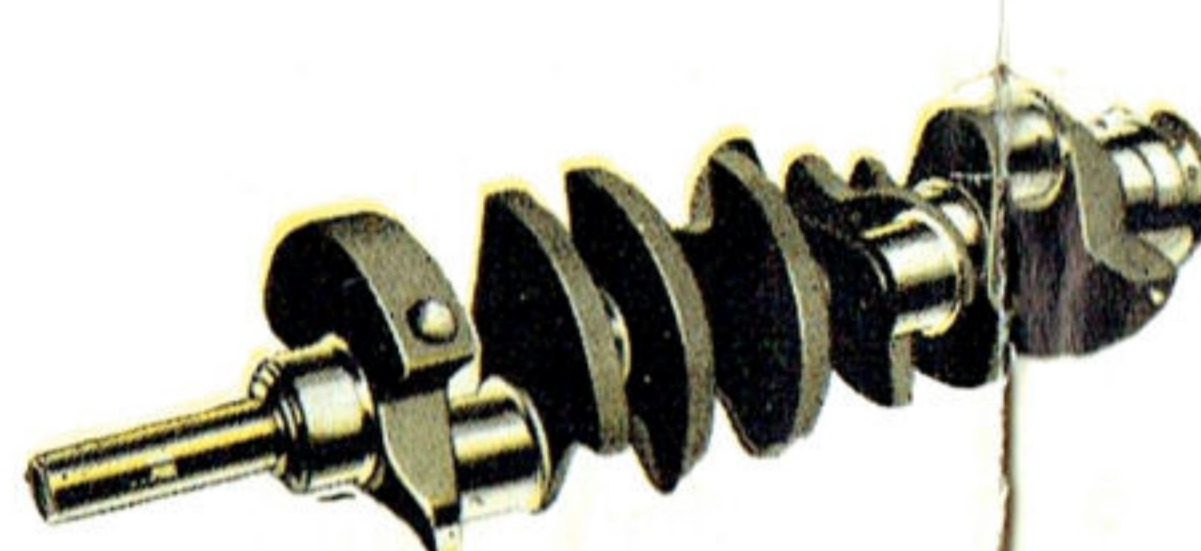
Overhead valves and double-deck intake manifold for greater, easier power and more, all-speed torque. • High-rigidity, Y-block design, special alloy-iron block, for smoother performance and longer life. • Short-stroke, low-friction design for top performance, greater economy, reduced engine wear. • High-compression, wedge-shaped combustion chambers for high turbulence, power and efficiency. • Free-turning intake and exhaust valves with integral guides for best performance and longest valve life. • Full pressure lubrication system with built-in, full-flow oil filtration for increased engine life. • Positive-flow crankcase ventilation for protection of vital engine parts. • 3-ring super-fitted aluminium-alloy pistons for greater efficiency and longer life. • Improved Automatic Power Pilot for better performance and greater economy. • High capacity water pump for more cooling efficiency.



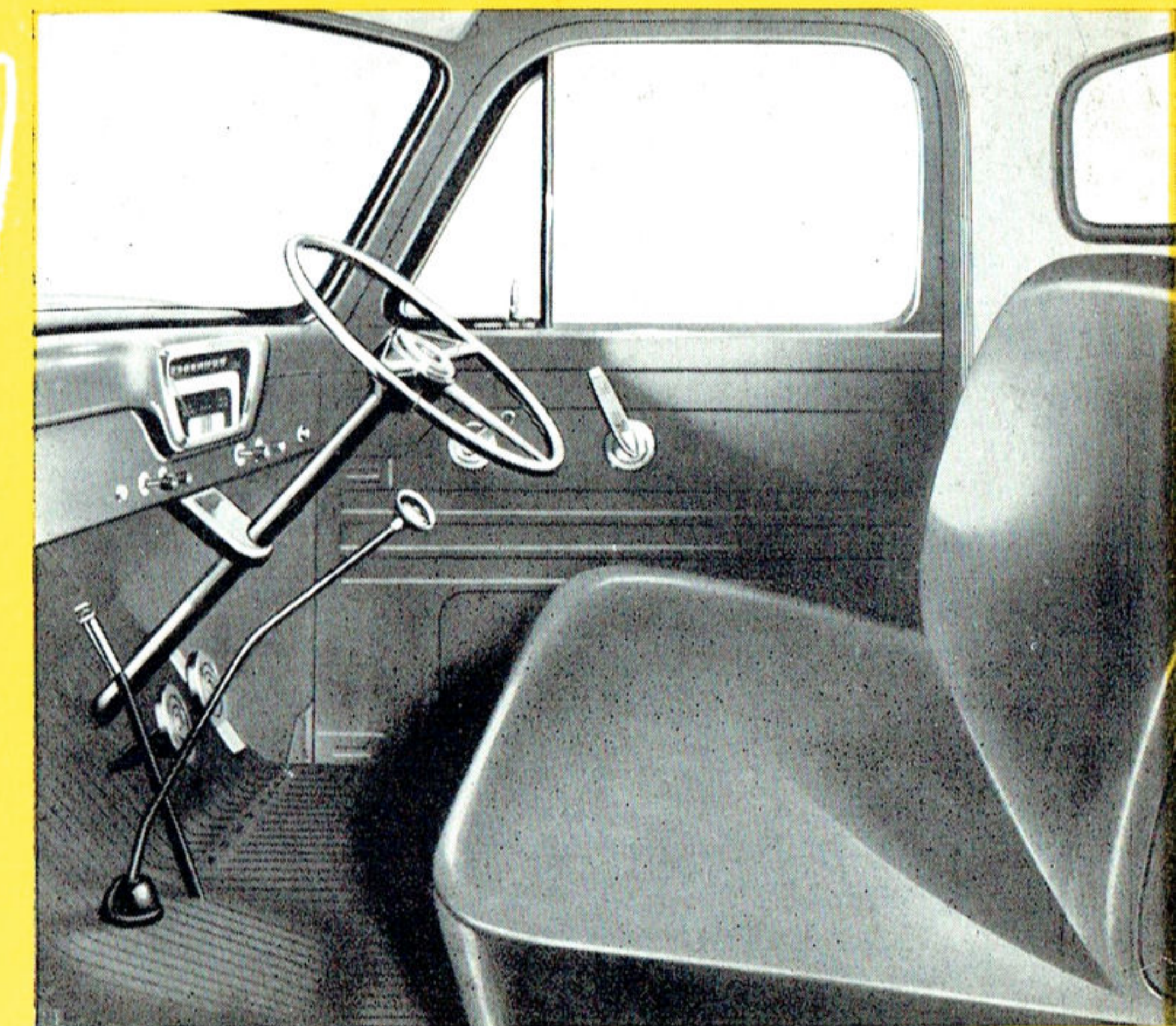
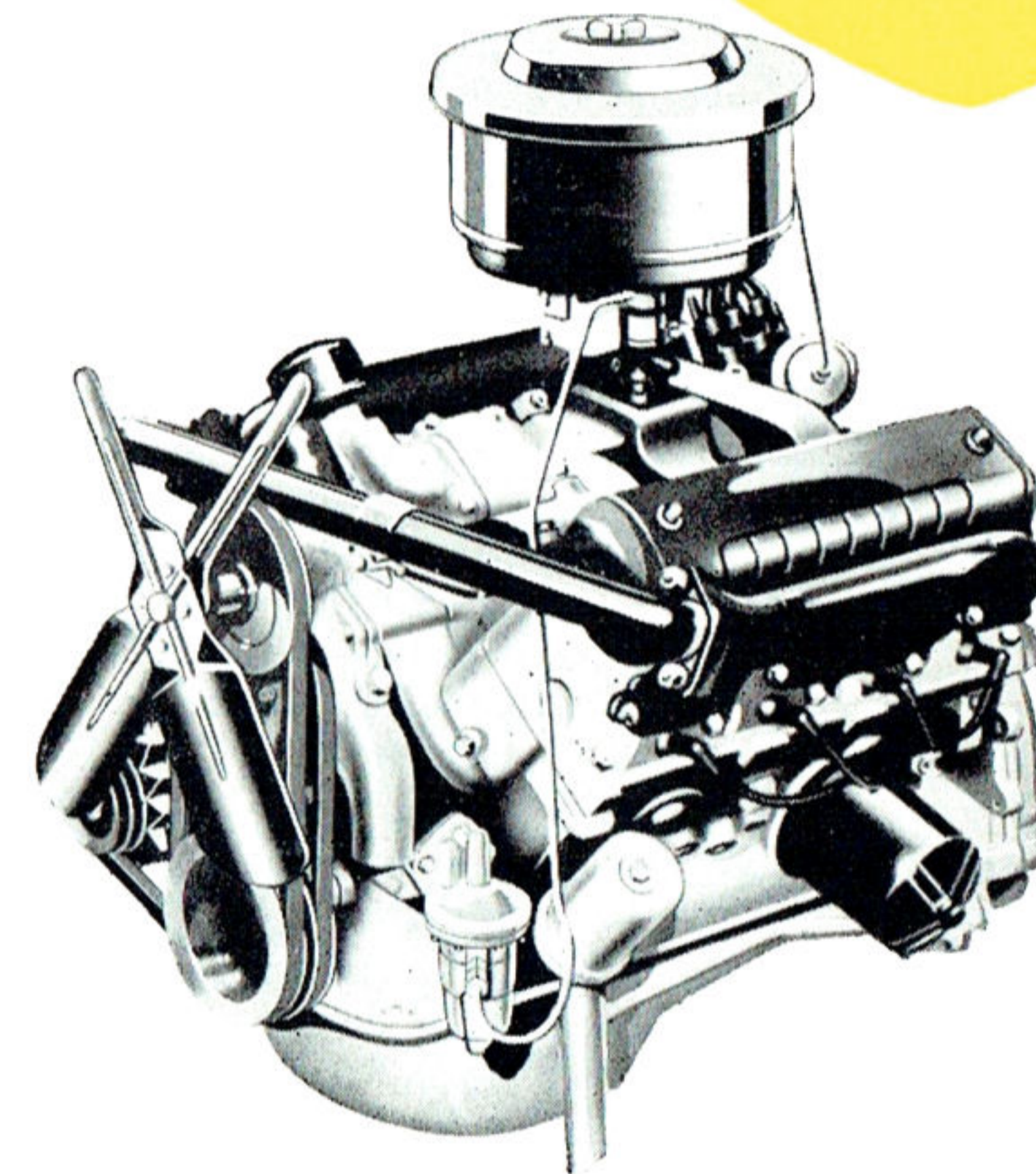
**LOW-FRICTION DESIGN** means that pistons travel a shorter distance, which in turn means less energy loss, more usable power and longer life.



**FULL-FLOW OIL FILTER** cleans ALL the engine oil ALL the time, to keep harmful abrasives from bearing surfaces—thereby reducing wear.



**TYPICAL OF FORD'S PRECISION ENGINEERING** is this new crankshaft. It is cast by an exclusive Ford method from a special iron-alloy and has five main bearings and eight integral counterweights for smoother operation.

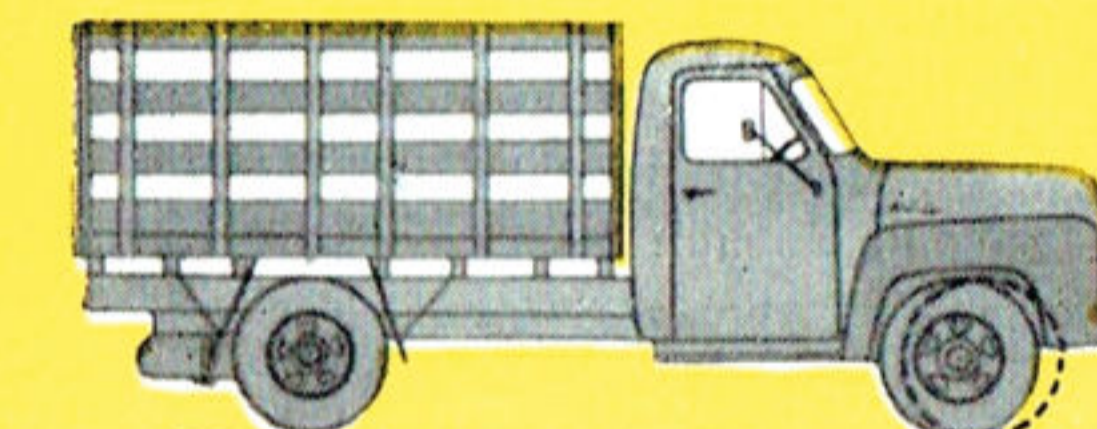
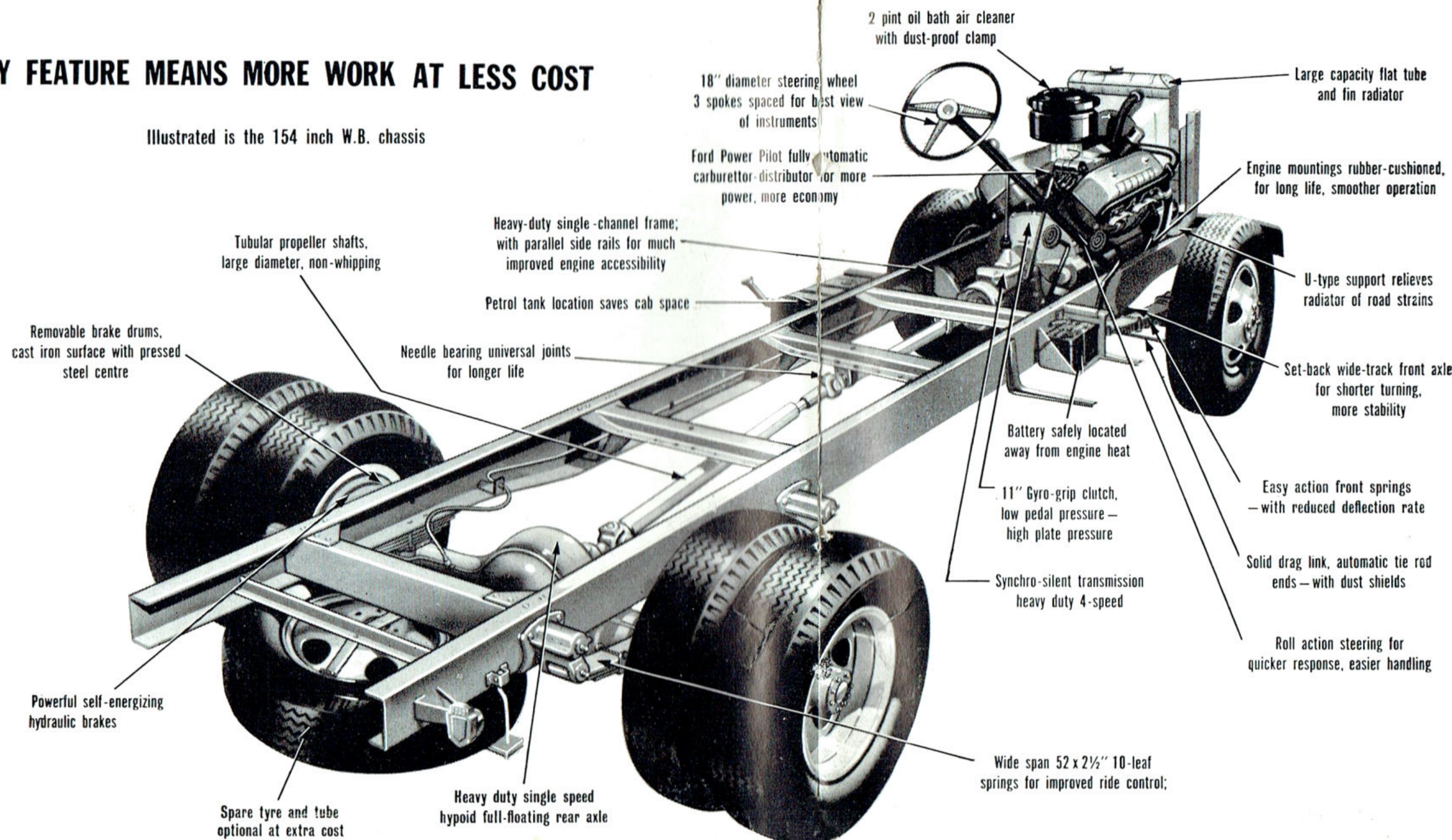


**Features which mean big strength, big convenience and big comfort.**

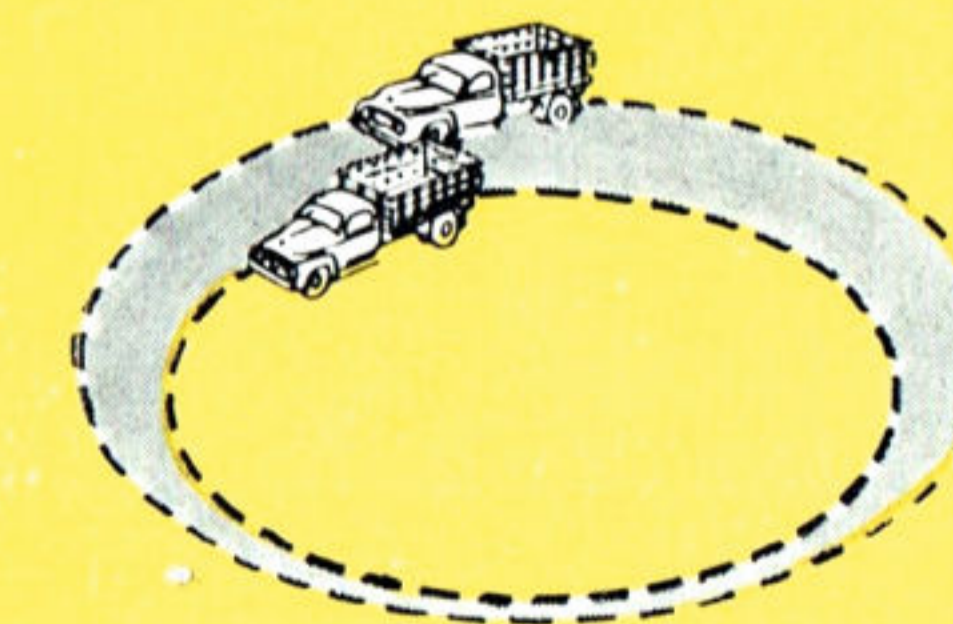
In every feature of Ford Triple Economy Truck design you find evidence of how Ford builds stronger to last longer. You find, too, that Ford provides big advances in comfort for the driver and working convenience. Three big men can spread themselves on that full-width, adjustable seat. Driver's job is easier, safer and more efficient through synchro-silent transmission, ideal location of clutch and brake pedals and vision of huge windscreen and full-width rear window. Driver and passengers alike benefit, too, from . . . draught-free quarter windows . . . overlapping windscreen wipers . . . push button door handles with rotor-type lock . . . wide door openings . . . full weather-sealed construction and many other advances in comfort and convenience.

**EVERY FEATURE MEANS MORE WORK AT LESS COST**

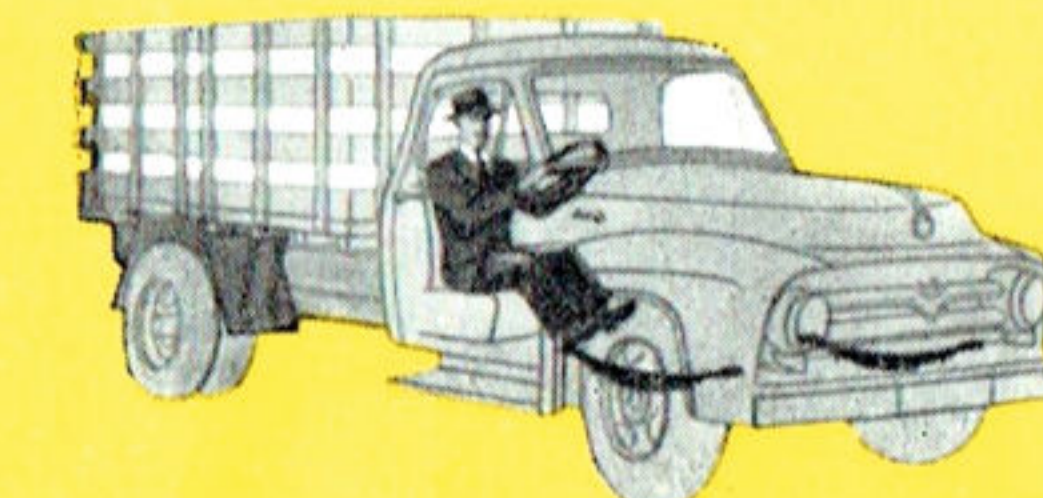
Illustrated is the 154 inch W.B. chassis



Front axle position allows shorter wheelbase, greater manoeuvrability. Load centre further forward and longer capacity front axle, mean better weight distribution. Wider track provides an easy turning angle of up to 39 degrees.



Wider track and shorter wheelbase design reduces turning circle diameters up to 6 ft. Shorter turning plus more responsive steering mean easier control and manoeuvring.



Softer ride for driver and load. With shorter wheelbase driver is closer to smooth-riding front springs and further from load-carrying stiffer rear springs.



