



over

# 180 Cost-Cutting Models

TO FIT YOUR JOB BETTER!



YOUR HEADQUARTERS  
FOR NEW TRUCKS

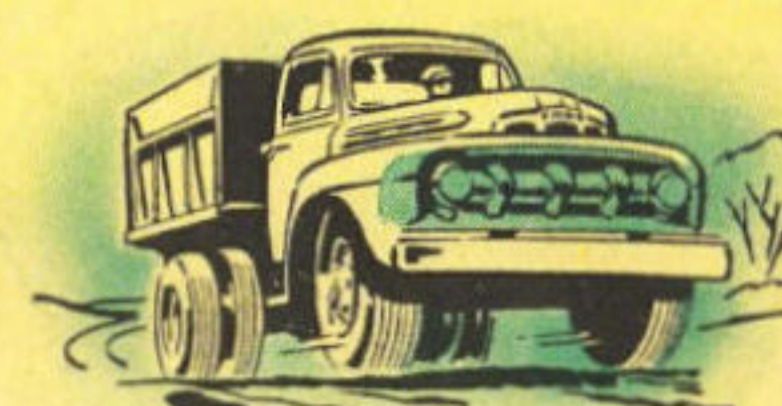
STOP IN AND  
SEE THEM TODAY!

## FORD TRUCKS For '51!

New Ford Trucks for '51 can mean more money in the bank for you! With many Ford "step-ahead" engineering advancements, Ford Trucks will do a better job for you—at lower cost. Important improvements in engines, clutch, axles, transmissions save you money on gas and oil, on service and repairs! And with over 180 models in Ford's '51 Truck line, there's a Ford Economy Truck that will cut costs on your job! Let us give you all the facts.

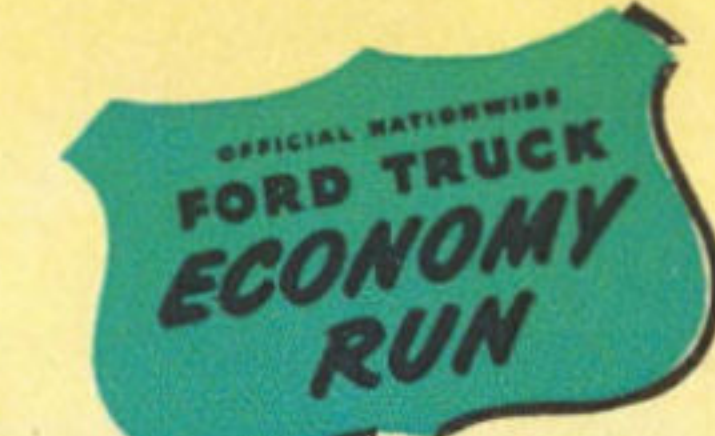
### DURABILITY!

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer. Engineering advancements throughout the '51 Ford Truck line, give you still greater durability, longer truck life, more economy for the years ahead!



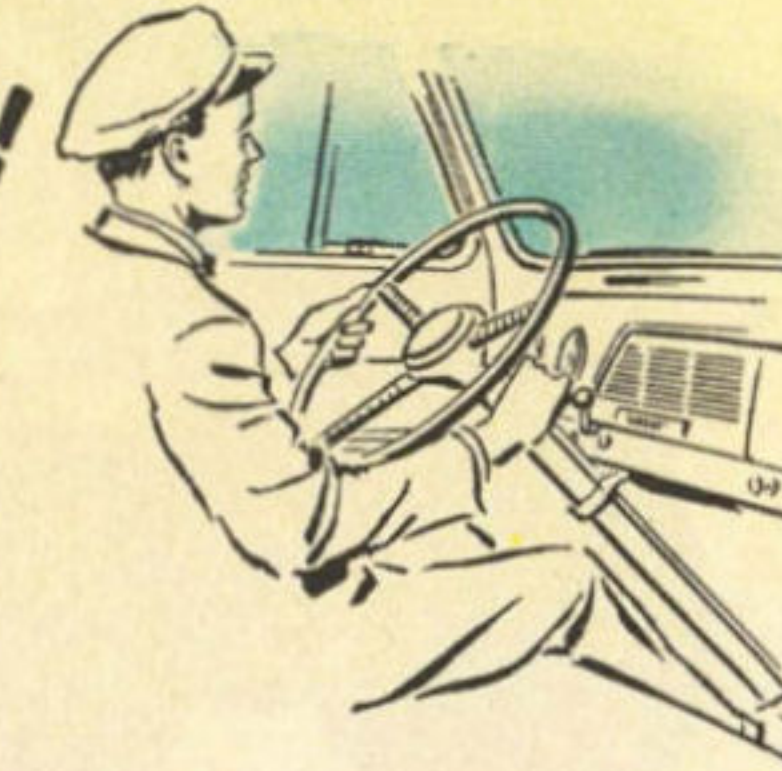
### ECONOMY!

The Ford Truck Economy Run has demonstrated the over-all economy of Ford Truck operation on a scale never before attempted! The proven Power Pilot, exclusive with Ford in the low-price field, and other advancements give even finer performance at less cost!



### SUITABILITY!

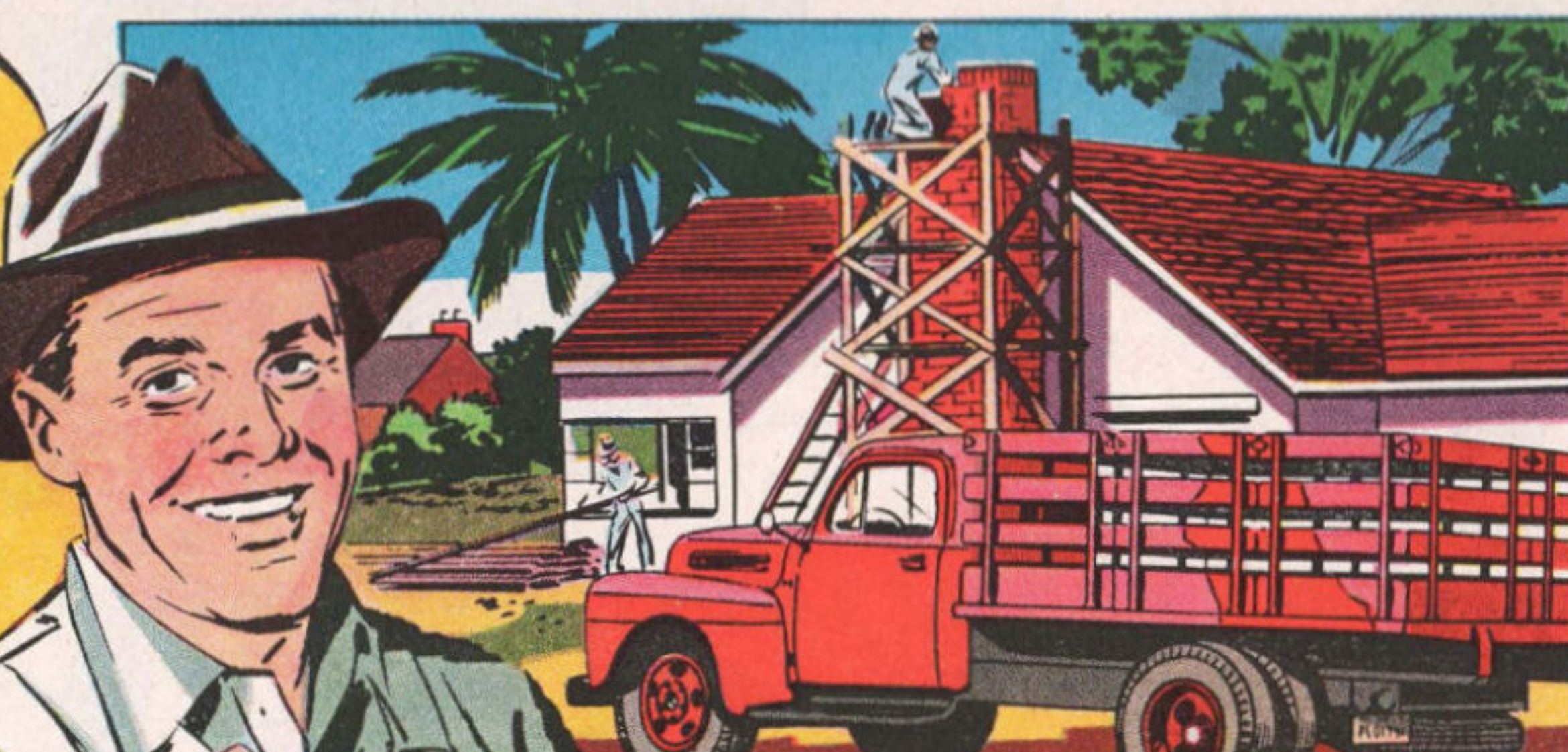
With over 180 new models, Ford Trucks for '51 save you money by fitting your job more exactly. 4 great truck engines... up to 145 h.p.! 2 new cabs—5-STAR and 5-STAR EXTRA! Ford offers a selection of bodies, clutches, axles and axle ratios, transmissions, wheel and tire sizes.



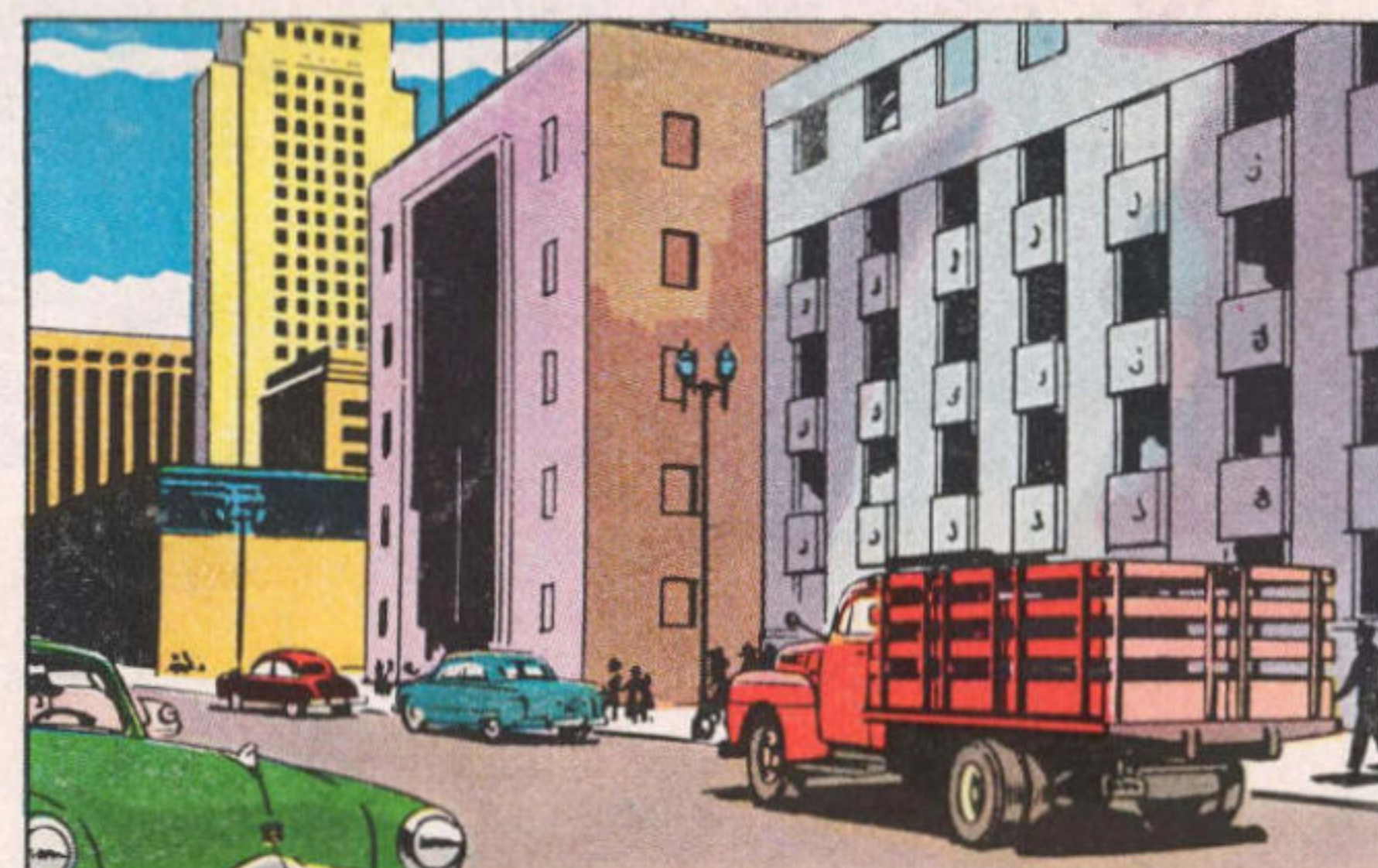
## A SERVICE SHORT...That will Pay Big Dividends in the Long Run !

I've saved over \$150 a year on maintenance cost on my truck!

says MORRIS STAPLER  
MASON CONTRACTOR  
LOS ANGELES, CALIFORNIA.

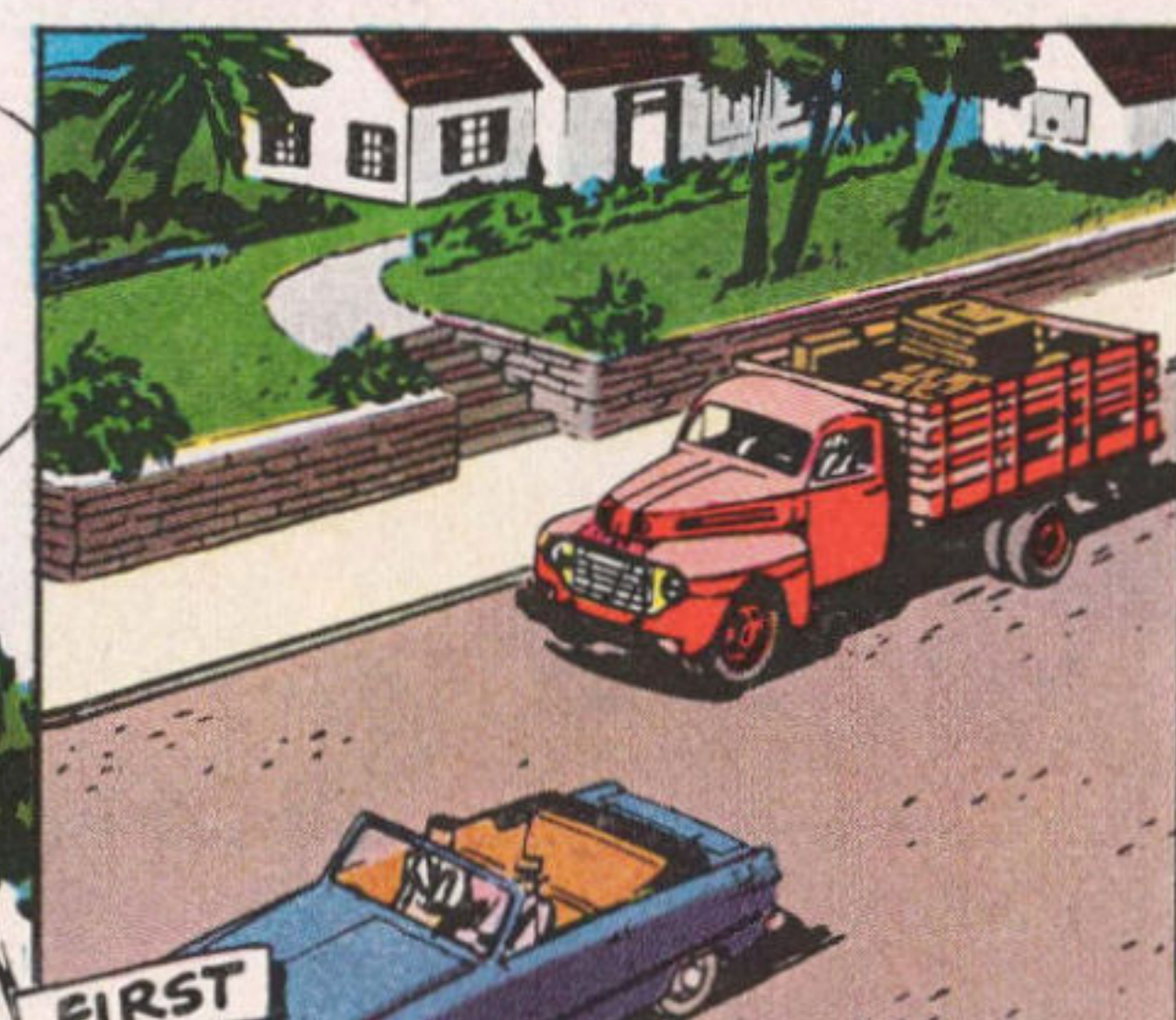


MY FORD F-5 HAS HELPED ME DO \$100,000 WORTH OF BUSINESS WITHOUT A MAJOR REPAIR BILL! MY WORK IS BUILDING CHIMNEYS, WALLS AND WALKS. THAT MEANS HAULING HUNDREDS OF TONS OF BRICK, CEMENT, ETC. TO JOBS EVERY YEAR.



MOST OF MY HAULING IS THROUGH HEAVY "STOP AND GO" LOS ANGELES TRAFFIC. THAT'S TOUGH GOING, BUT MY TRUCK HAS GONE 26,388 "HAULING MILES" WITHOUT A SINGLE REPAIR.

I DO JUST 2 THINGS TO KEEP MY TRUCK ON THE JOB!

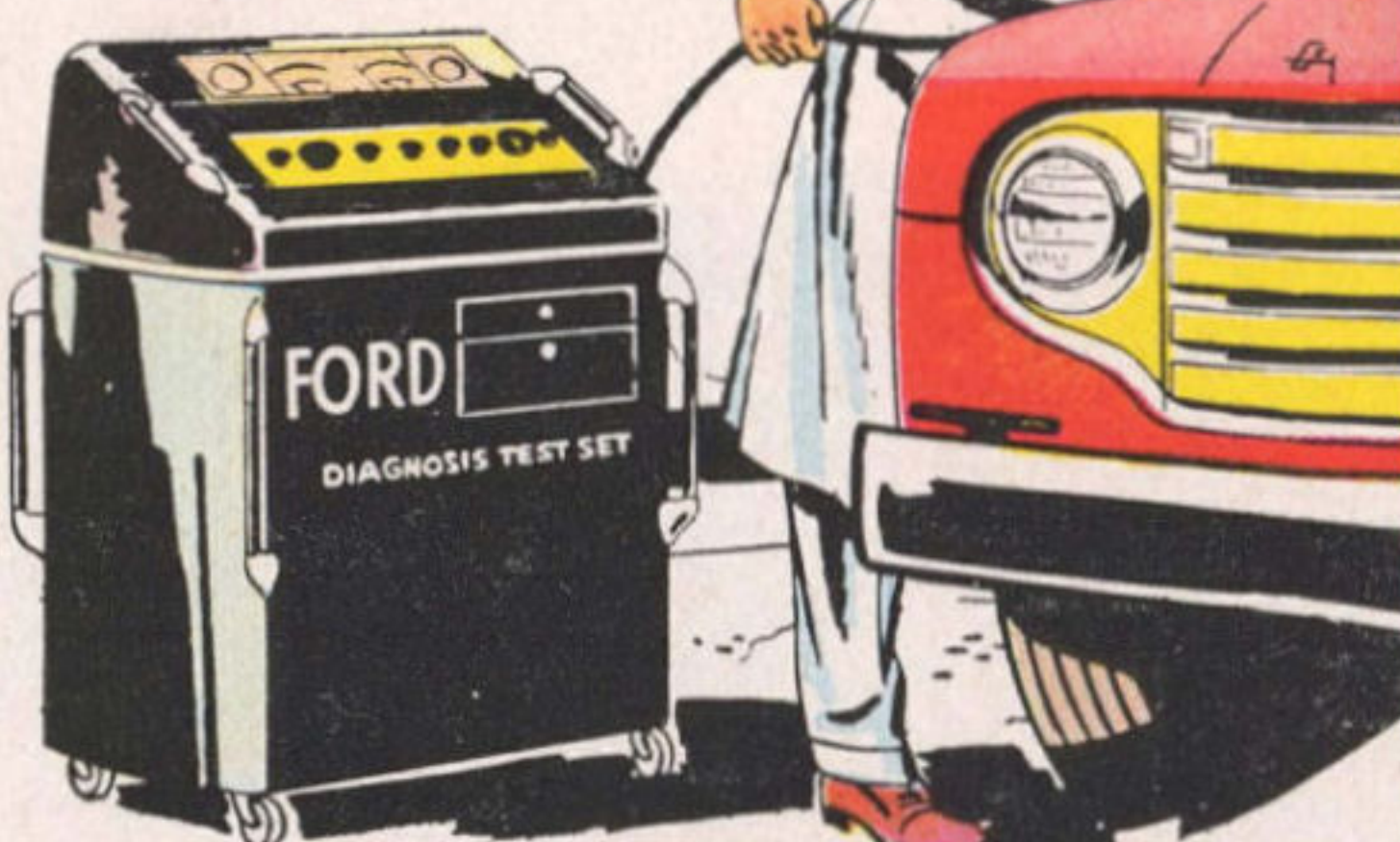


FIRST  
I INSIST THAT MY TRUCK BE DRIVEN AT REASONABLE SPEEDS WHILE HEAVILY LOADED. THIS IMPROVES GAS AND TIRE MILEAGE, AVOIDS A LOT OF UNNECESSARY REPAIRS.



SECOND  
I HAVE MY TRUCK LUBRICATED AND INSPECTED BY MY FORD DEALER EVERY 1000 MILES—OR ONCE A MONTH. HE MAKES NECESSARY ADJUSTMENTS AT THAT TIME. I FIGURE THIS CARE HAS SAVED ME \$150 A YEAR!

IT WILL PAY YOU TO GET OUR FORD TRUCK SERVICE, TOO!

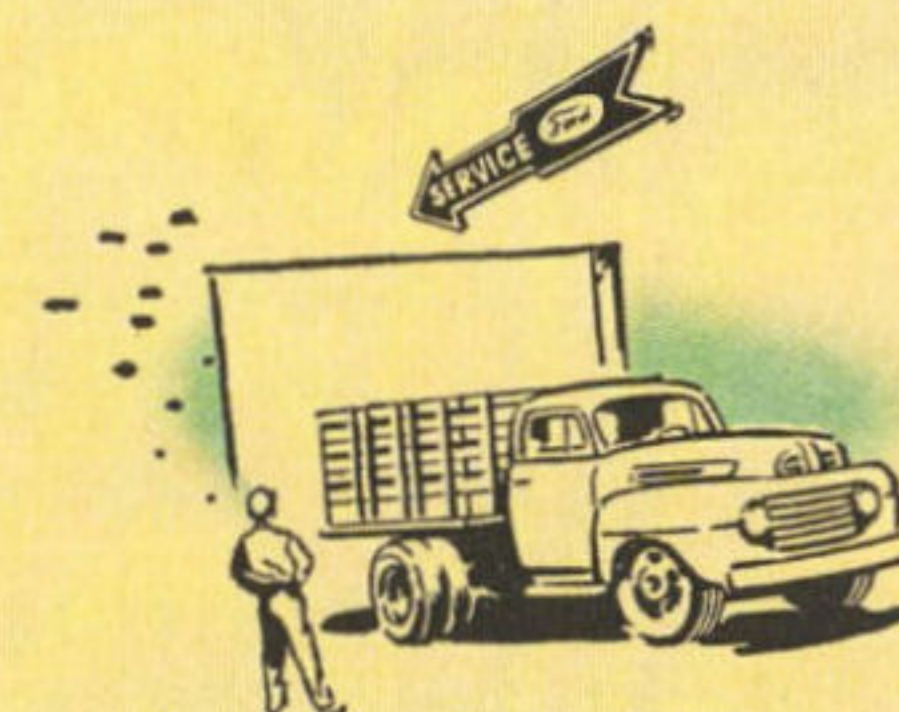


WHY NOT BRING YOUR TRUCK IN FOR A CHECK-UP TODAY?

YOUR HEADQUARTERS  
FOR TRUCK SERVICE

## Our Ford Truck Service CUTS MAINTENANCE AND SERVICE COST TO THE BONE!

Come in Today for Your  
TRUCK ENGINE TUNE-UP!

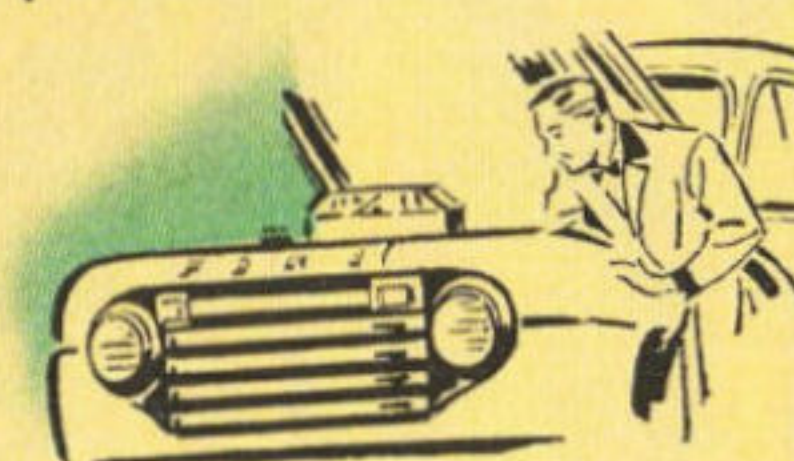


### Fast Truck Service!

Our truck specialists know how to locate and correct trouble in the shortest possible time. We have the tools and equipment to do the job better... and in less time!

### Real Truck "Know-How"!

We're truck-minded! We understand trucks and truck users' problems. We not only get your truck back in operation quickly, but our dependable service methods keep it on the job longer, with less trouble and time loss.



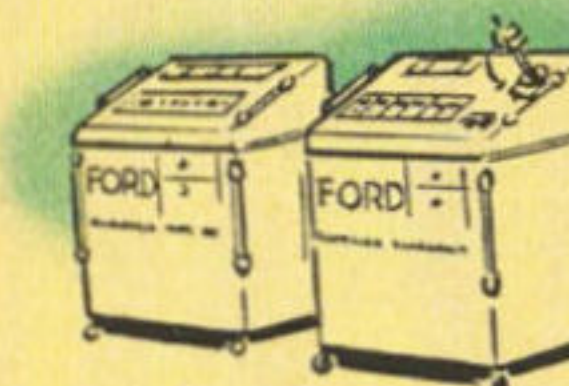
### Truck Specialists!

Our truck mechanics are trained to use the service methods and equipment approved by the Ford factory service engineers. Our truck specialists have the experience needed to advise you of repairs which prevent breakdowns and keep your truck on the road longer.



### Special Truck Equipment!

Our truck service equipment and facilities are designed to render fast, dependable service to Ford Trucks. We use Genuine Ford Parts—exact duplicates of the parts built into your truck.



To enable your truck to stay on the job longer and give you more ton-miles of trouble-free operation, all our truck service work is reliable, complete and expertly done. For example, our low-cost truck "engine tune-up" includes:

- Test cylinder compression ★ Tighten cylinder head and manifold bolts
- Clean and adjust spark plugs
- Clean and inspect battery cables ★ Test battery
- Test distributor and set point gap ★ Set ignition timing
- Clean and inspect distributor cap ★ Check ignition primary circuit
- Test spark intensity ★ Test engine vacuum
- Test fuel pump pressure and vacuum
- Inspect and clean fuel pump ★ Clean carburetor
- Clean and refill oil bath air cleaner
- Adjust carburetor idle ★ Analyze engine combustion
- Tighten all hose connections on cooling system
- Adjust fan belt ★ Road test truck

This engine tune-up is typical of our truck service work—Wheel Alignment, Brake Adjustment, Lubrication, Safety Special and other service jobs are just as thorough, just as expertly done. You can be sure your truck will get the best of service when you bring it into our shop.

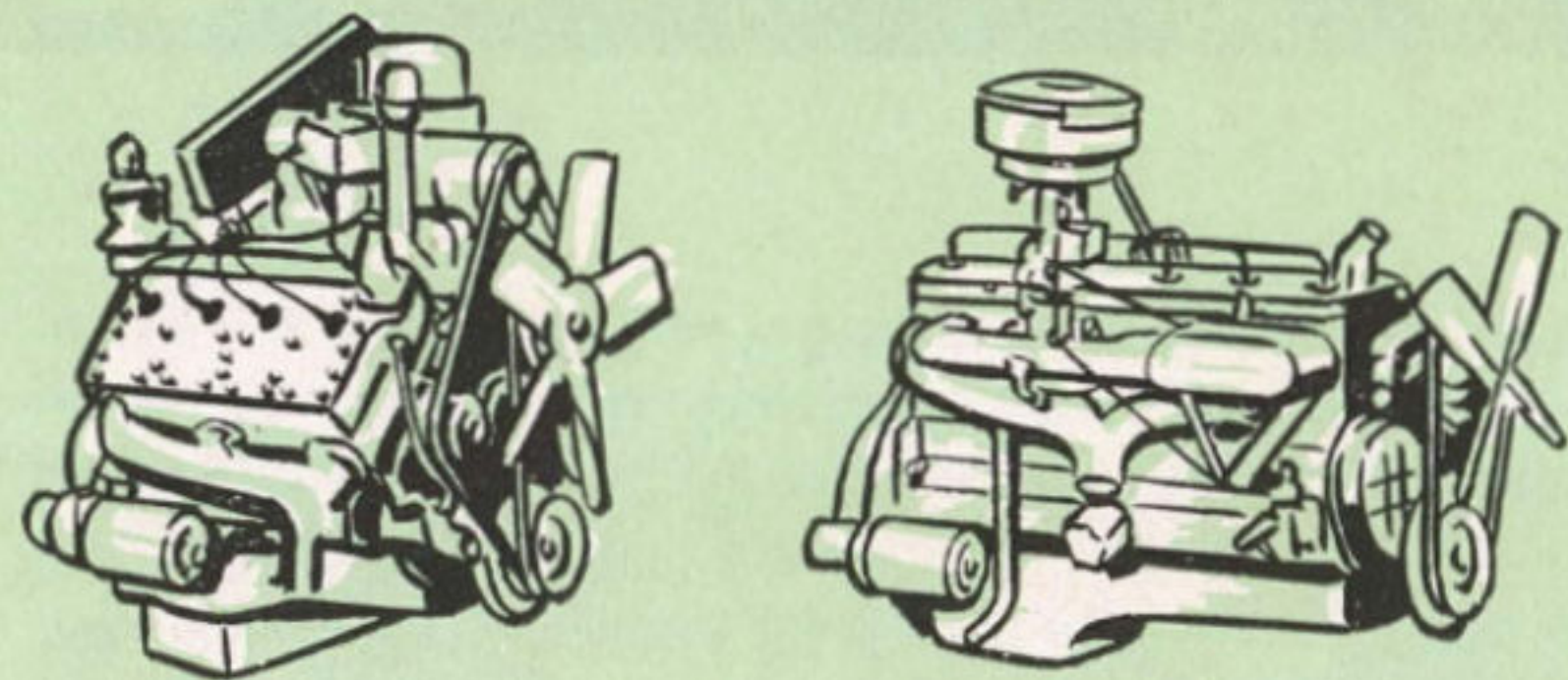
OVER 6400 FORD DEALERS MEANS FAST, DEPENDABLE TRUCK SERVICE WHEREVER YOU GO



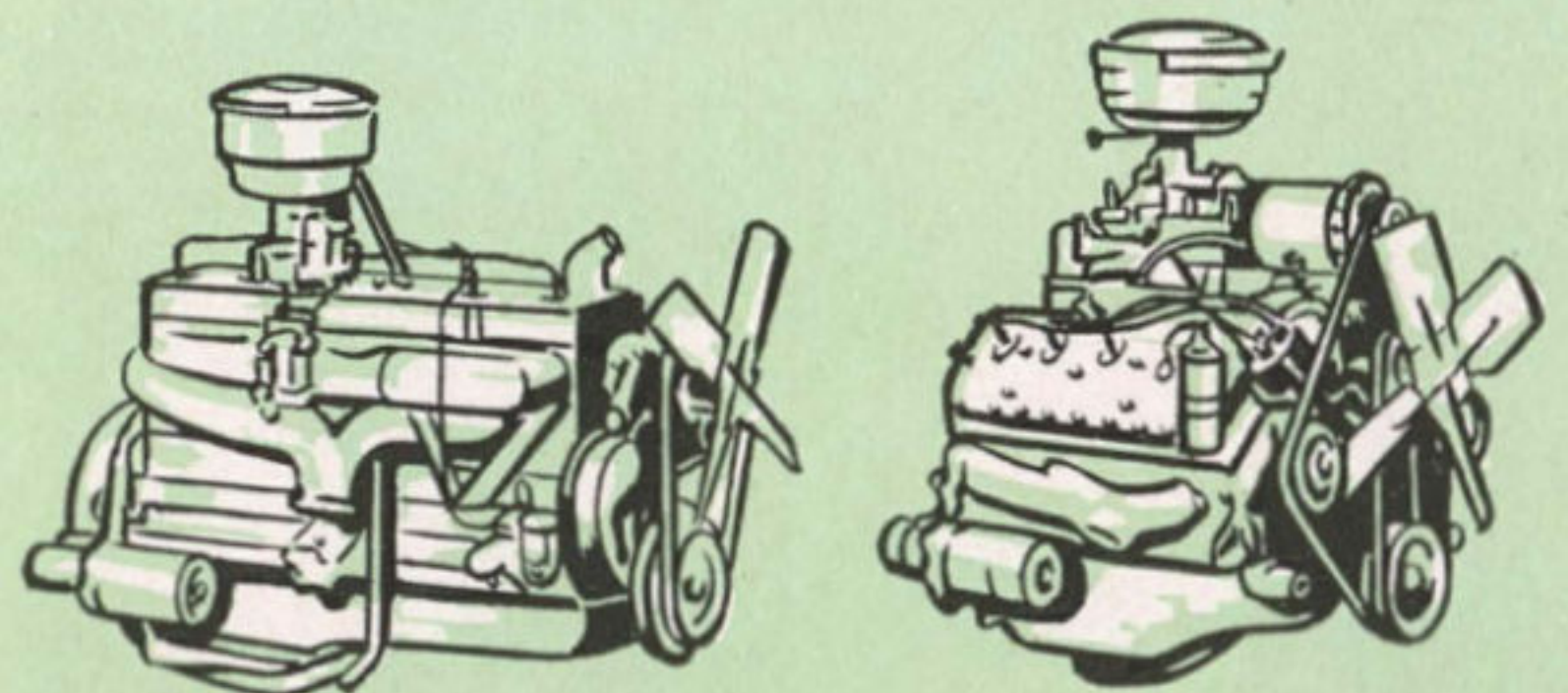
Whatever You Haul—

# FORD TRUCKS CUT COSTS!

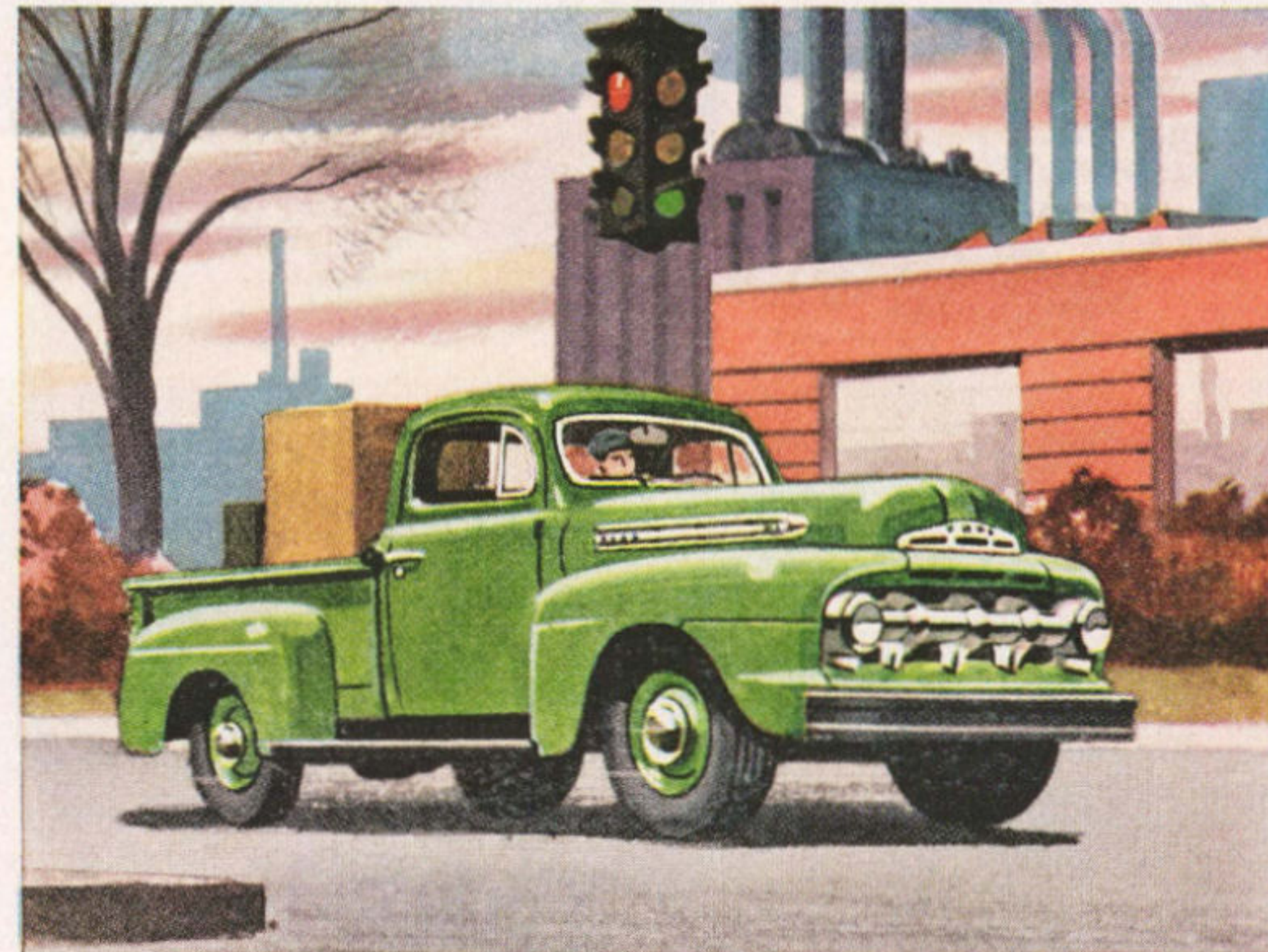
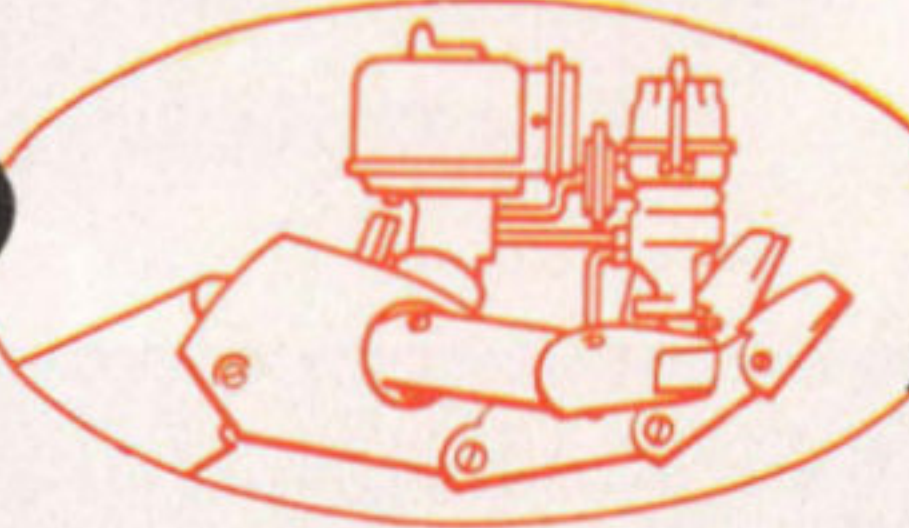
FORD TRUCKS CUT COSTS  
BY FITTING  
YOUR JOB BETTER, TOO!



**4 TRUCK ENGINES**—up to 145 horsepower—  
give you the industry's only choice of V-8 or Six!



Get Most Power from the Least Gas with the **POWER PILOT**



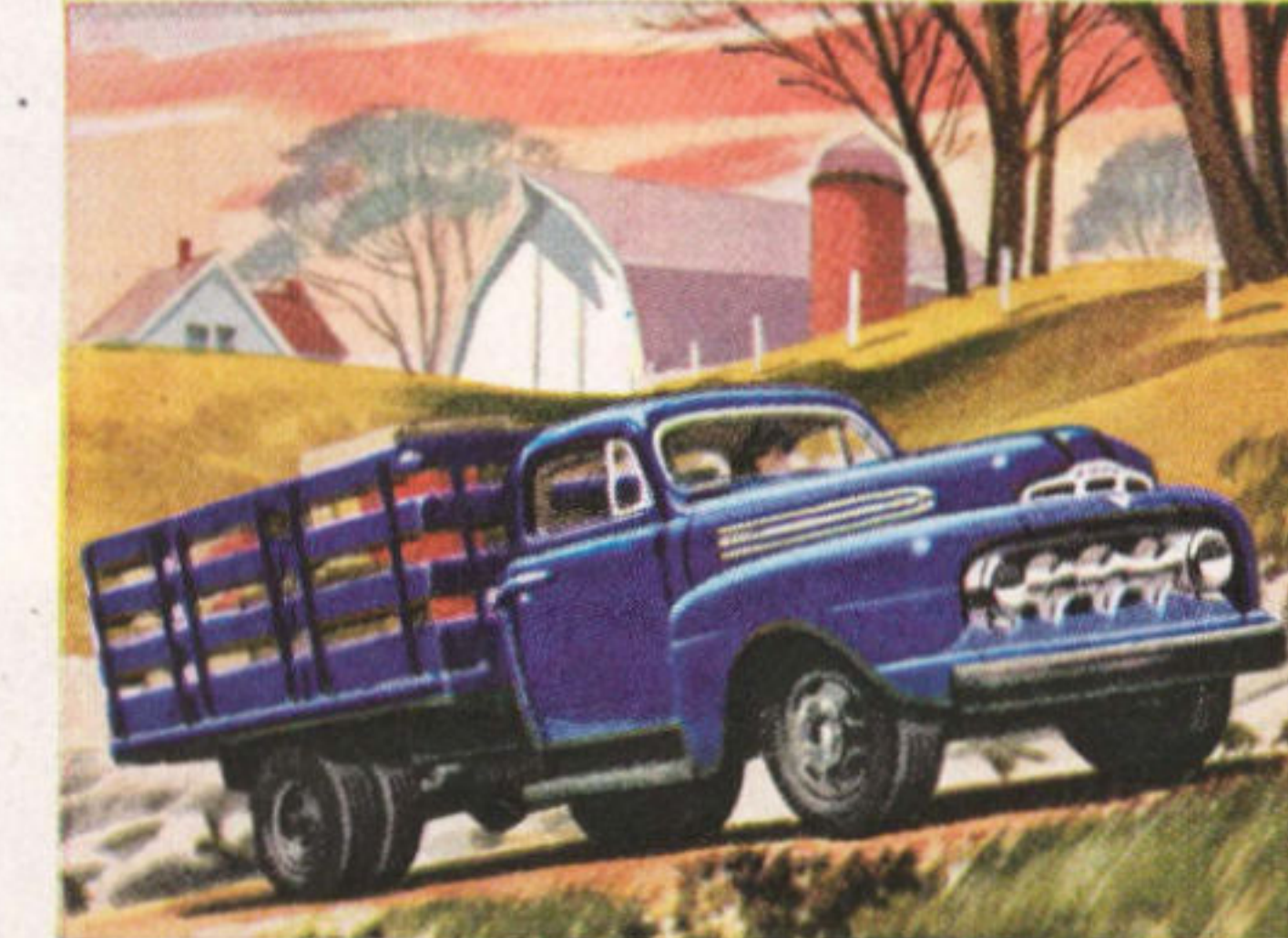
In quick getaways from a light, in stop-go city traffic, in all operating conditions, the Power Pilot works with perfect control. It gives the *most* power from the *least* gasoline. The Ford Power Pilot is an automatic fuel-feeding and completely interlocked firing system, fully synchronized at all speeds! Only Ford in the low-price field gives you Power Pilot Economy!

THE FORD TRUCK Power Pilot is a simpler, fully-proven way of getting the *most* power from the least gas!

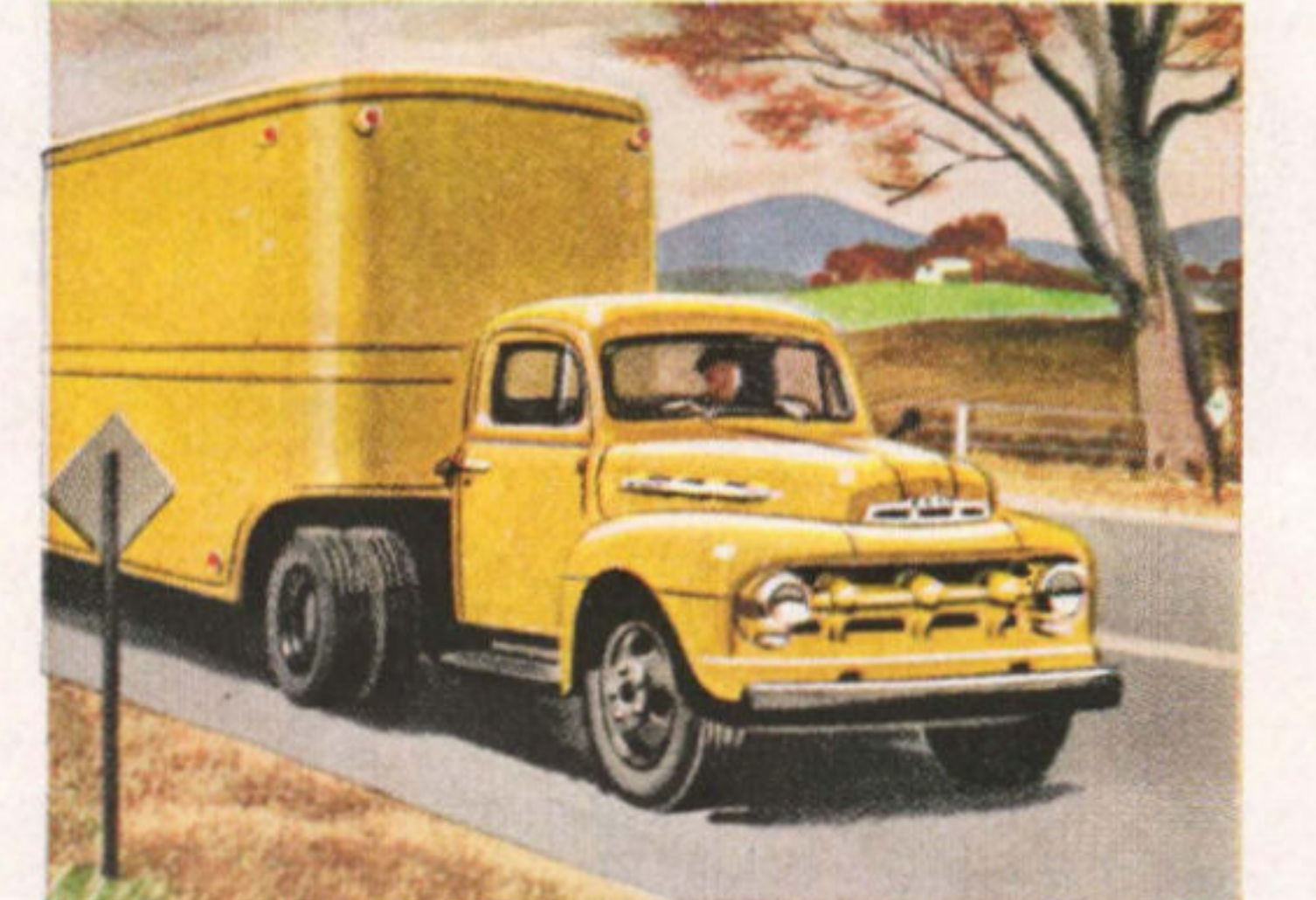
The Power Pilot *automatically* meters and fires the right *amount* of gas, at precisely the right *instant*, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the 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.

Here again Ford's step-ahead engineering gives you a value bonus already proved on thousands of Ford Trucks in all kinds of service.



Push it fast uphill, and you hear proof that this is something different. With gas pedal pushing the floor, *there's no spark-knock!* No other system gives as good economy under all operating conditions, because no other system is so sensitive, so accurate, so trouble-free.



On or off the highway . . . the Power Pilot is working every second to give you famous Ford *performance* while it puts gas dollars in your pocket. Using only *one* control, instead of *two* like other systems, the Power Pilot never gets its signals crossed, always has the right answer!

Only Ford in the low-price truck field gives you Power Pilot Economy!

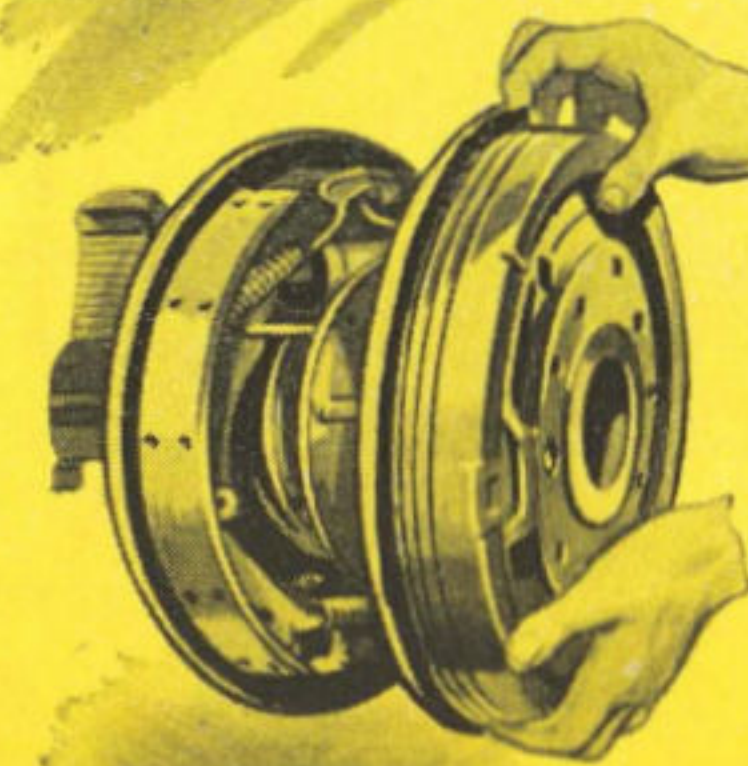
## Cut Oil Cost!



Top compression piston ring is chrome plated for less scuffing during break-in and better oil-saving fit at all operating temperatures, less cylinder bore wear. Replaceable oil filter\* removes corrosives and sludge that form in engine oil, keeps engine parts running smooth. Oil bath air cleaner removes dirt from intake air, prolonging life of cylinder walls and rings.

\*Std. on 170-h.p. Big Six and 145-h.p. V-8, available at extra cost on other engines.

## Cut Maintenance Cost!



With high-riding accessories, Ford Truck engines are designed for easy, time-saving inspection, adjustment and repair. Ford Truck servicing is simplified with such features as oil pan clean-out plate, removable brake drums and brake inspection hole, which permits easy feeler-gage checks of brake adjustment, visual inspection of lining.

## Cut Ownership Cost!



Ford longer truck life means that ownership (depreciation) cost for any one year is less. Ford longer truck life means higher trade-in value, because Fords offer more unused mileage at any given age. Using latest registration data on 6,592,000 trucks, life insurance experts—for the fourth straight year—prove that Ford Trucks last longer!

## Cut Time Cost!

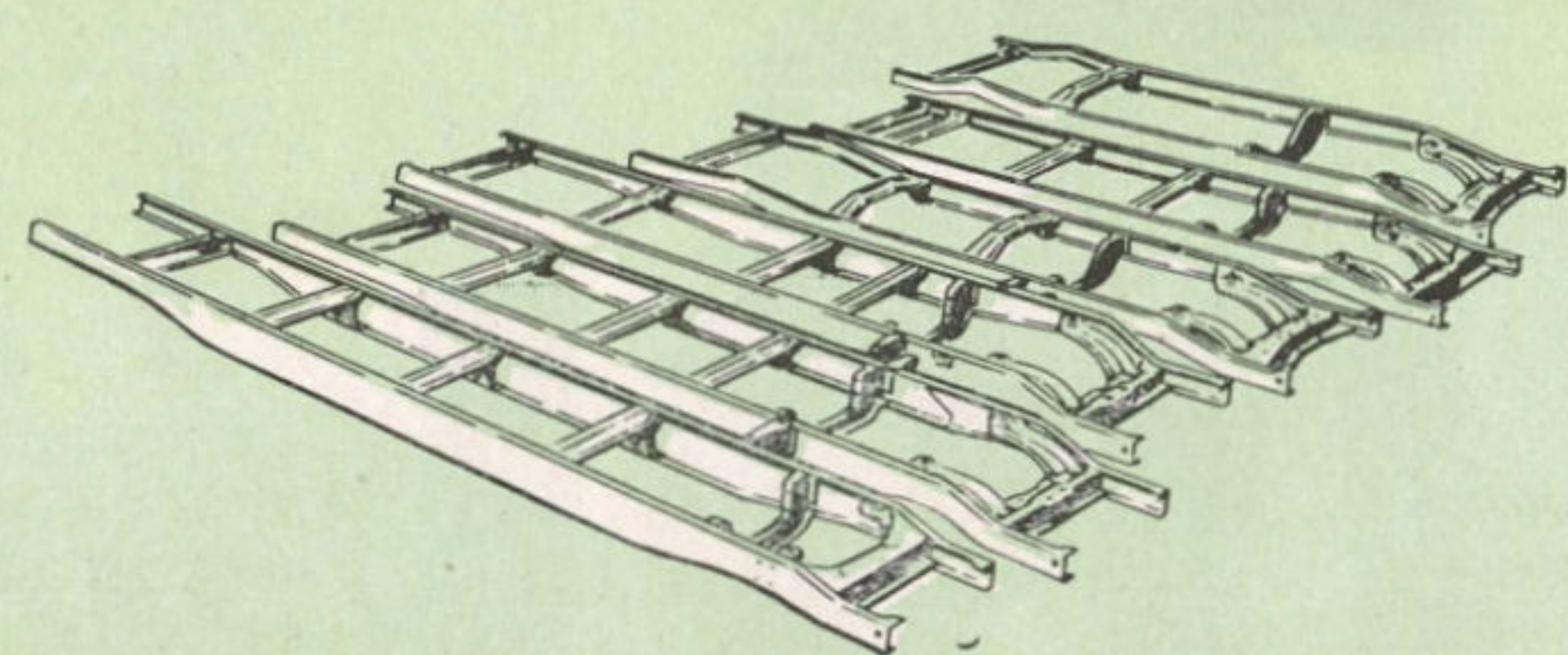


Operators everywhere report time-saving advantages of Ford Truck operation. High sustained torque throughout the entire speed range permits schedule-breaking delivery that means up to hundreds of extra ton-miles per week. Famous Ford reliability means that Ford Trucks stay on the job more, spend less time in the shop, have fewer down-time losses.

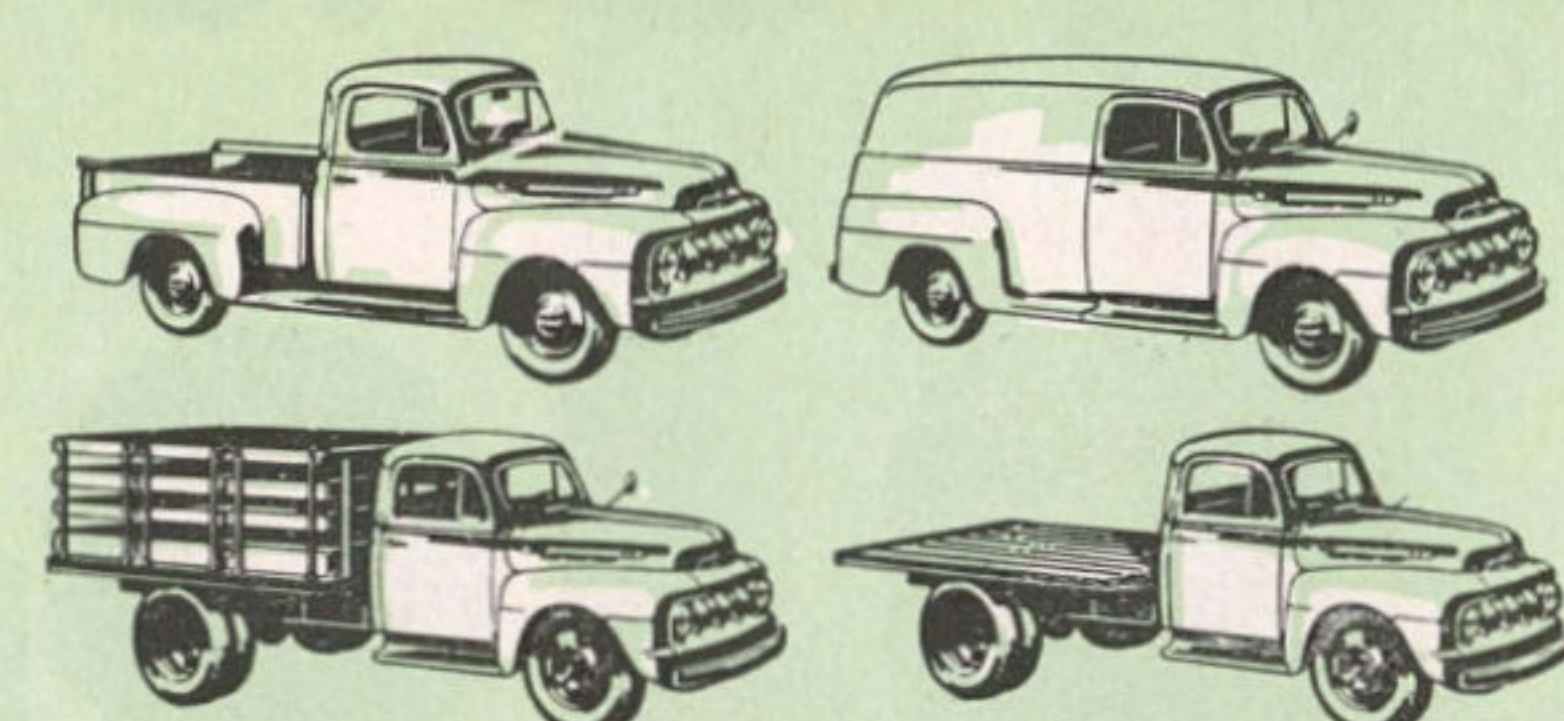
## Cut Service Cost!



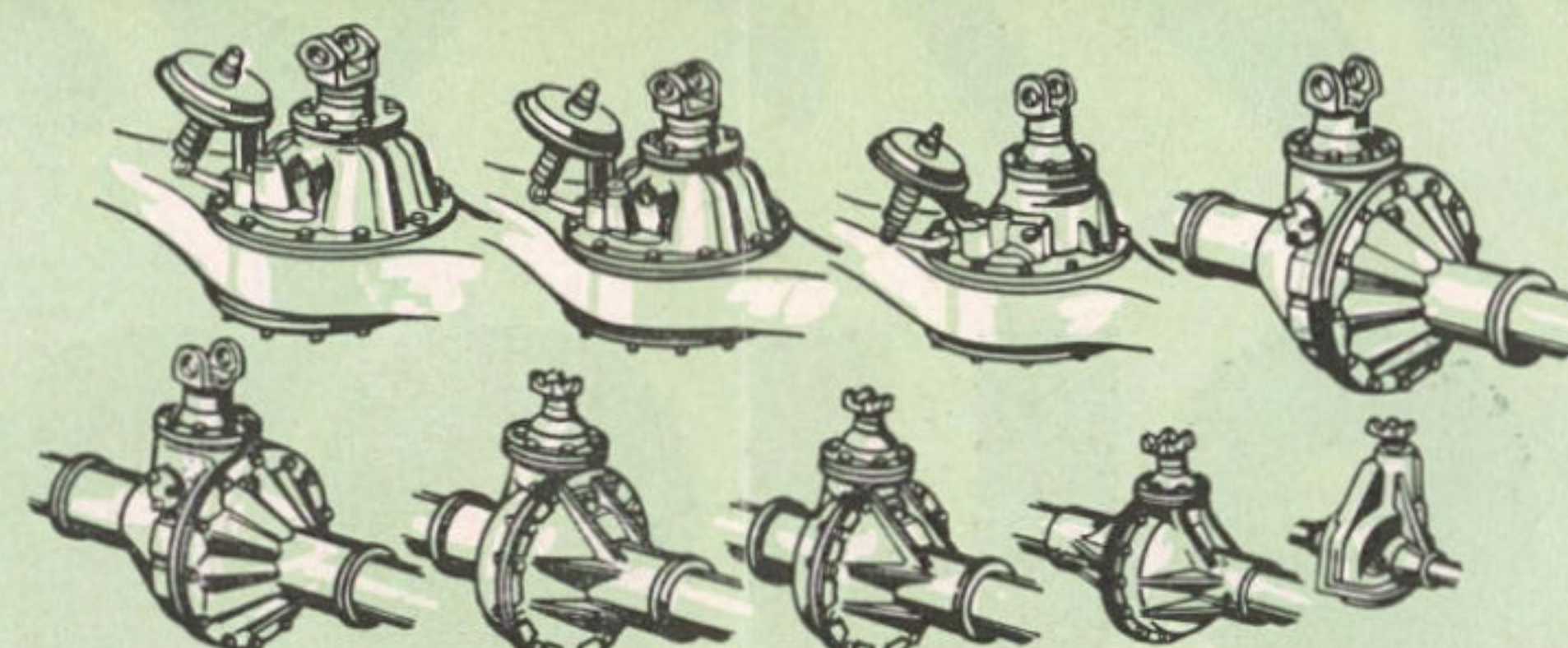
You'll find that our Ford Truck service saves you money many ways. With 6400 Ford Dealers throughout the country, Ford Service is accessible everywhere with a minimum of trouble. Large-scale Ford production keeps parts cost low. Factory-trained mechanics and special truck equipment combined with real truck "know-how" mean fast, reliable service at lowest cost.



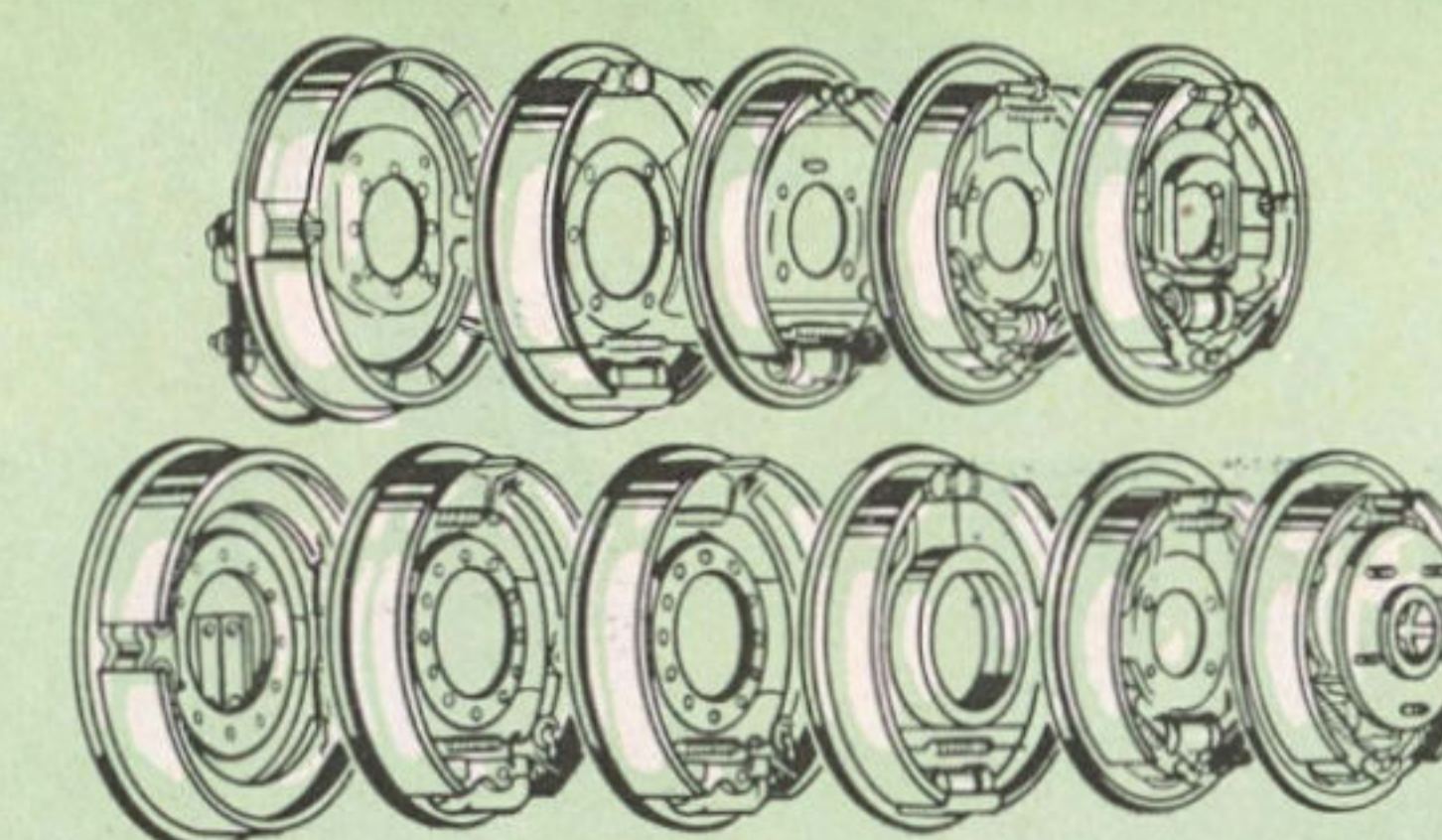
**6 RUGGED FRAMES** and 13 wheelbases for greater carrying capacity with minimum weight!



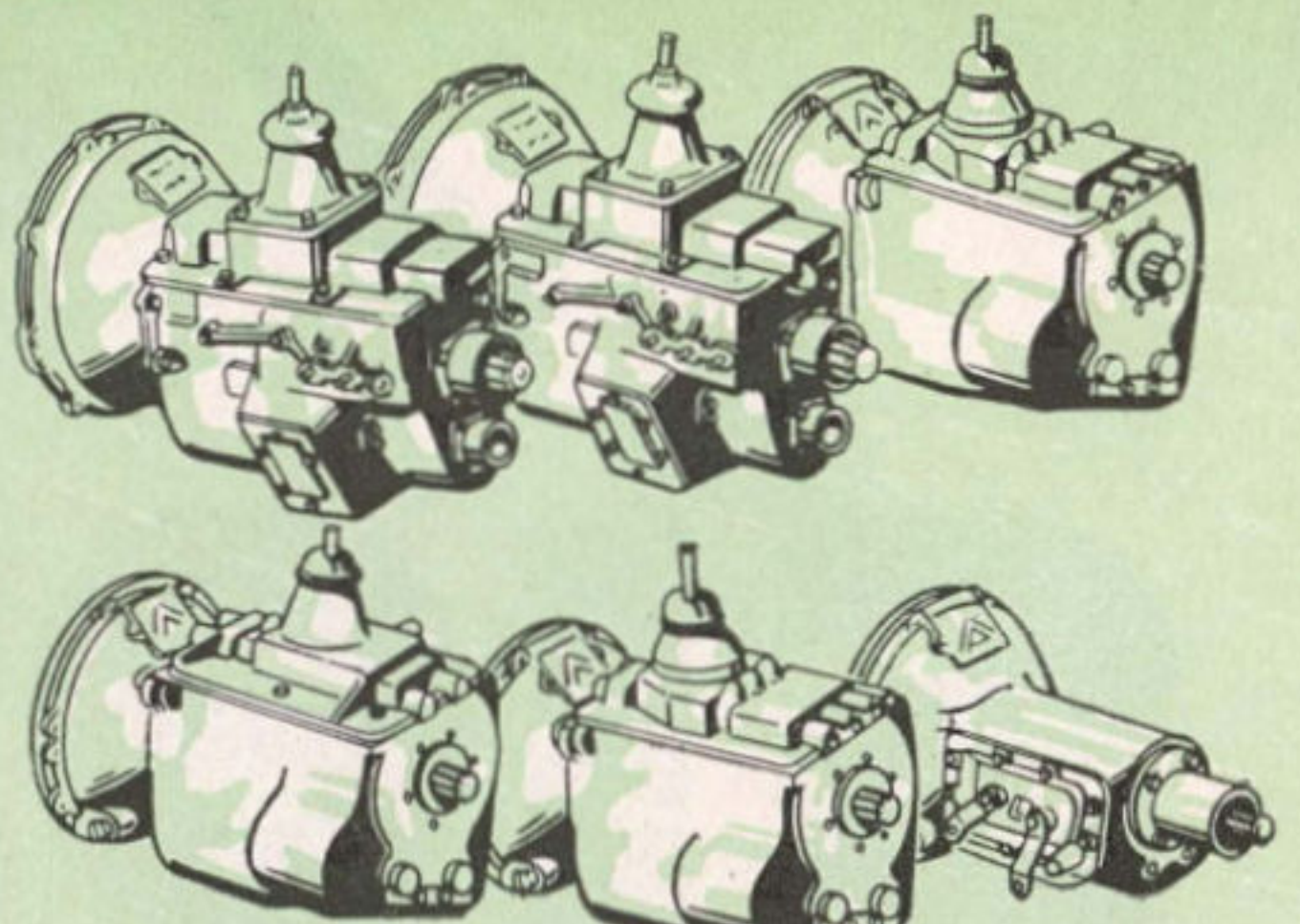
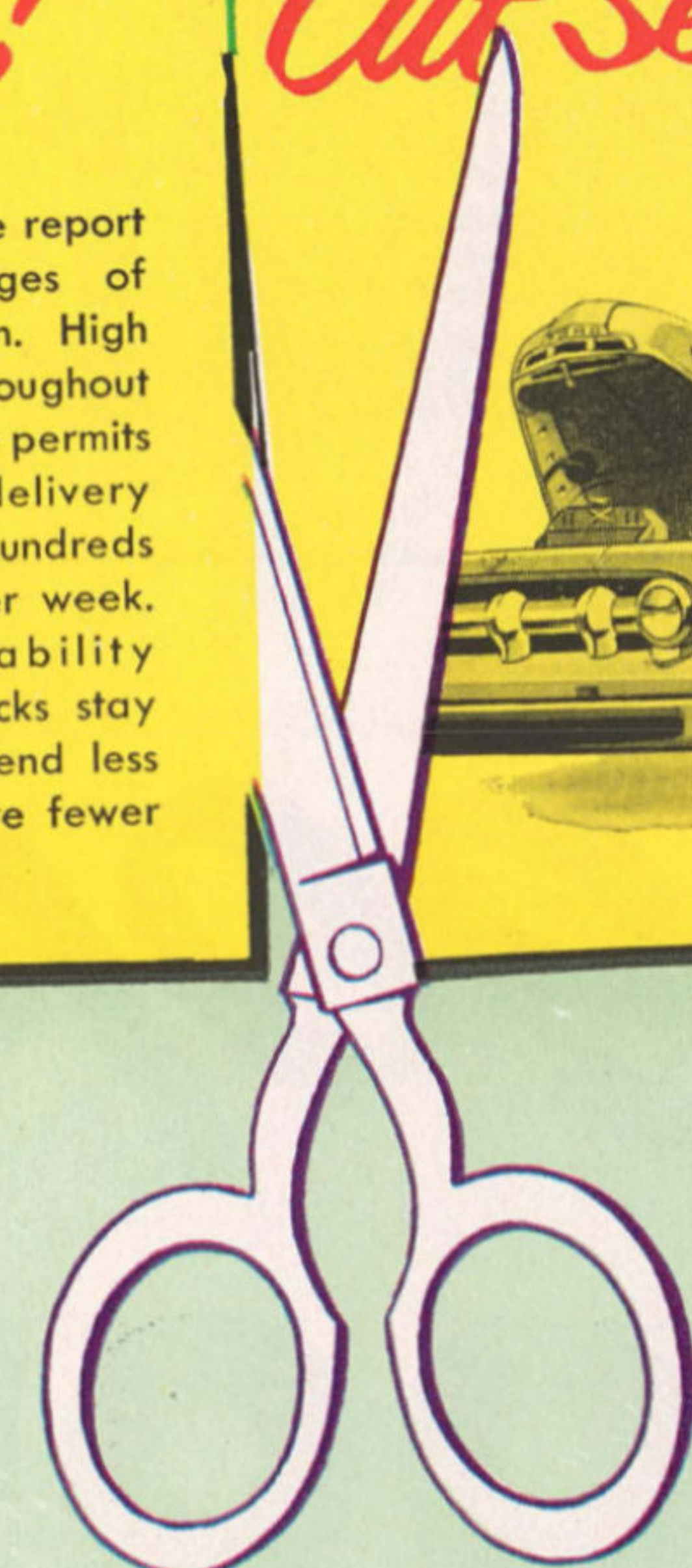
**4 BODY TYPES** available in 11 standard models to handle your specific load-space requirements!



**9 DEPENDABLE REAR AXLES**—single-speed and 2-speed, with wide selection of gear ratios!



**11 BRAKES** provide safe, sure stopping control for maximum loads!



**6 TRANSMISSIONS**—3-, 4- and 5-speed—for quiet, easy shifting with wide operating flexibility!

# Ford Trucks Last Longer ...THRIFTIER TOO!

USING LATEST REGISTRATION DATA ON 6,592,000 TRUCKS, LIFE INSURANCE EXPERTS PROVE FORD TRUCKS LAST LONGER!



# OVER 180 Ford Economy Models TO FIT YOUR HAULING JOB!

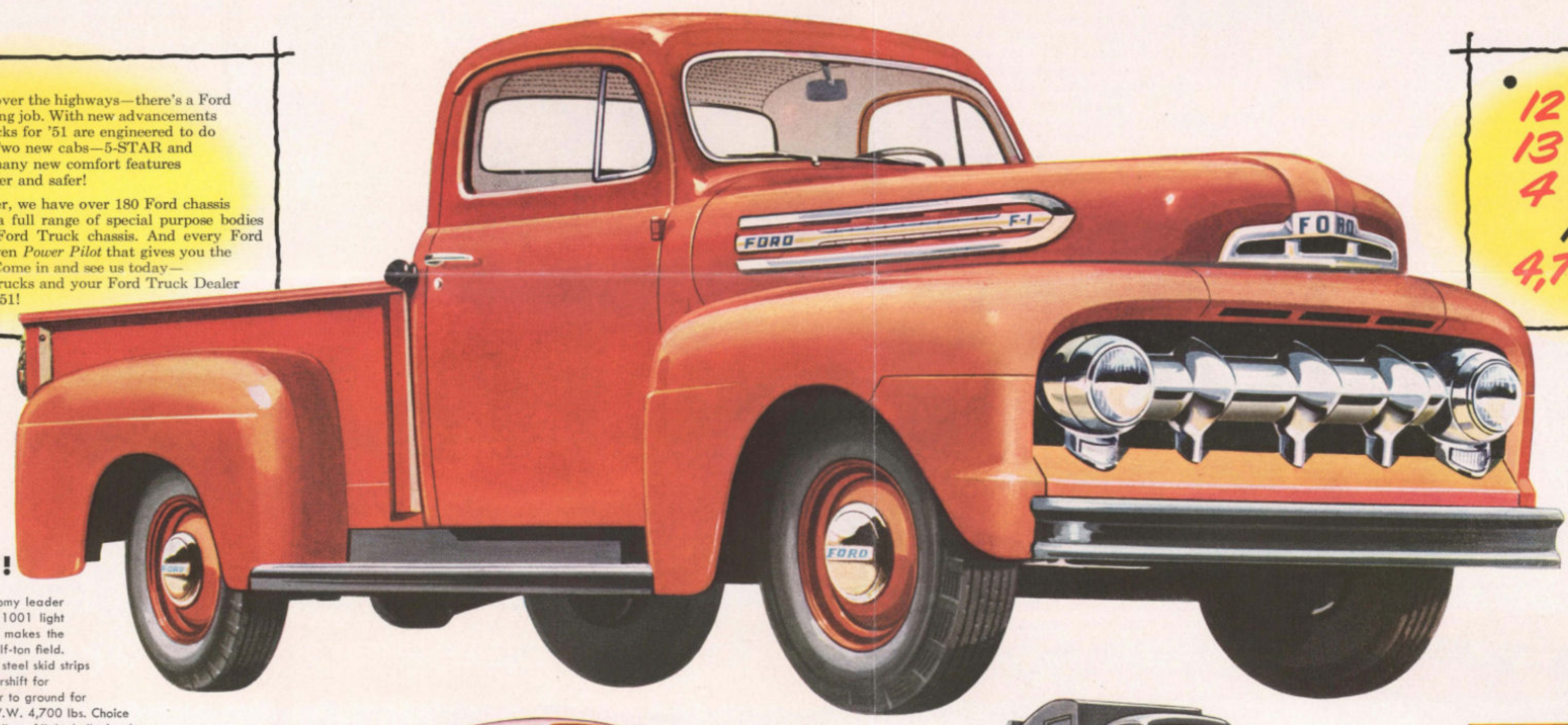
● In the cities, on the farms, over the highways—there's a Ford Economy Truck for every hauling job. With new advancements throughout the line, Ford Trucks for '51 are engineered to do more work at even lower cost! Two new cabs—5-STAR and 5-STAR EXTRA—give you many new comfort features that make the driver's job easier and safer!

To fit your hauling needs better, we have over 180 Ford chassis and body combinations, plus a full range of special purpose bodies by equipment specialists for Ford Truck chassis. And every Ford Truck model has the fully-proven Power Pilot that gives you the most power from the least gas! Come in and see us today—learn all the ways that Ford Trucks and your Ford Truck Dealer can cut your running costs in '51!

● **12 CHASSIS SERIES!**  
**13 WHEELBASES!**  
**4 TRUCK ENGINES!**  
**MAX. G.V.W. RATINGS—**  
**4,700 lbs. to 22,000 lbs.!**

## AMERICA'S NO. 1 ECONOMY PICKUP!

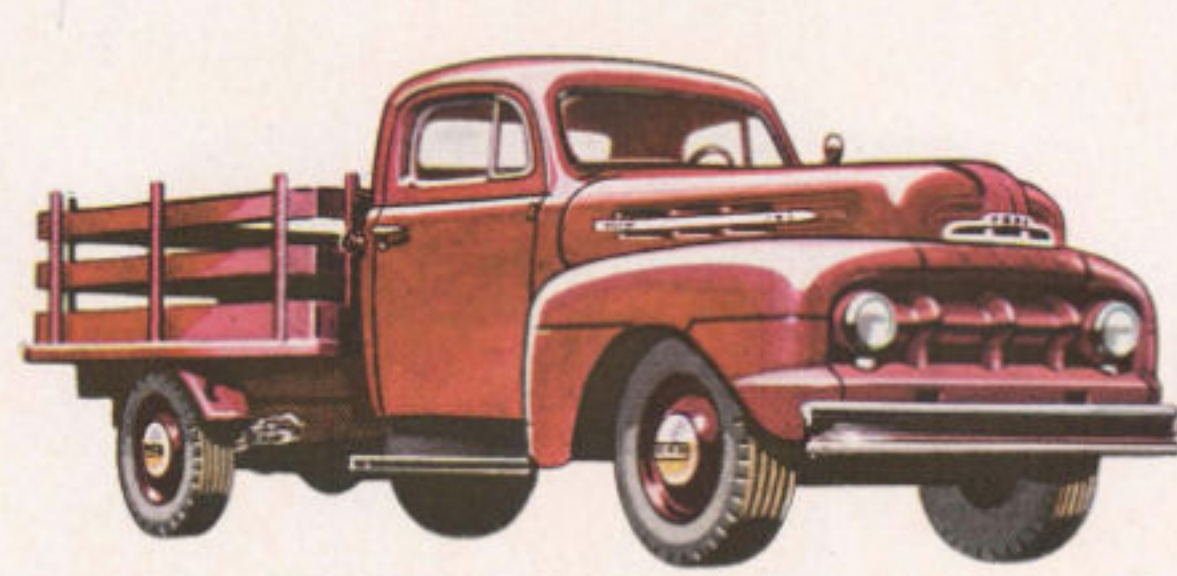
**New Ford F-1 6½-ft. Pickup**, the economy leader of Ford's great economy line, is master of 1001 light delivery jobs! 45 cu. ft. "grain-light" body makes the Ford F-1 Pickup one of the biggest in the half-ton field. New seasoned hardwood floor protected by steel skid strips for long, severe service. Steering column gearshift for passenger-car ease of shifting. Two feet floor to ground for easier loading. 114-in. wheelbase. Max. G.V.W. 4,700 lbs. Choice of 95-h.p. Six or 100-h.p. V-8 for low-cost hauling of light, bulky loads.



● Shown on this page are a number of standard Ford Truck bodies built by Ford Motor Company. Also shown are some of the many special-purpose bodies built for the Ford Truck chassis by other body and equipment manufacturers. With 13 wheelbase lengths, Ford Trucks offer a body length range from 5½ to 19 feet for low-cost mounting of special bodies. On all chassis models with cab, Ford offers you a choice of two truck cabs—the 5-STAR and 5-STAR EXTRA (added cost) as shown in illustrations on this page. Discuss your hauling problems with your Ford Dealer. Let him show you the chassis that is best suited to your particular hauling need, and aid you in selecting and purchasing the right body for your load requirements.

## 50 LIGHT DUTY ECONOMY MODELS

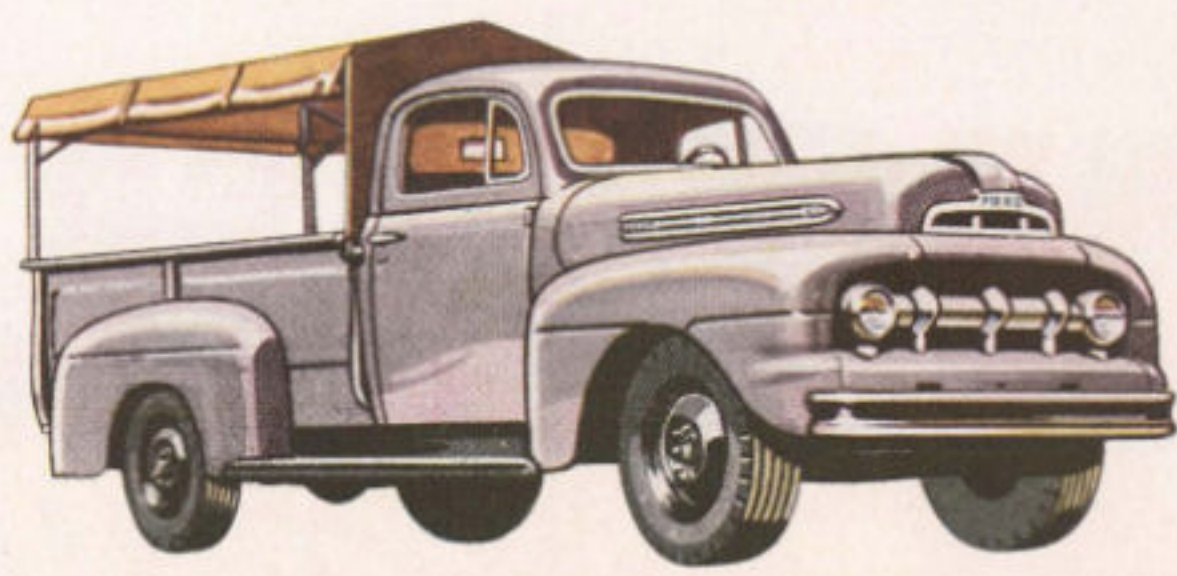
Max. G.V.W.—4,700 lbs. (F-1) to 10,000 lbs. (F-4)



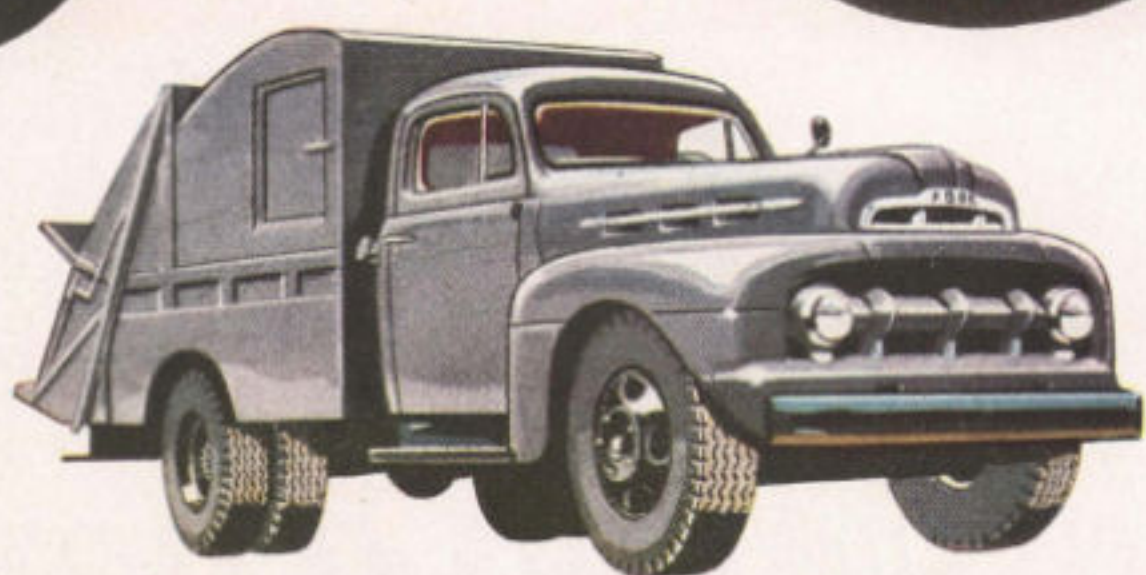
Series F-1 6½-ft. Stake and Platform, 114" wb.; Series F-2 and F-3 7½-ft. Stakes and Platforms, 122" wb.



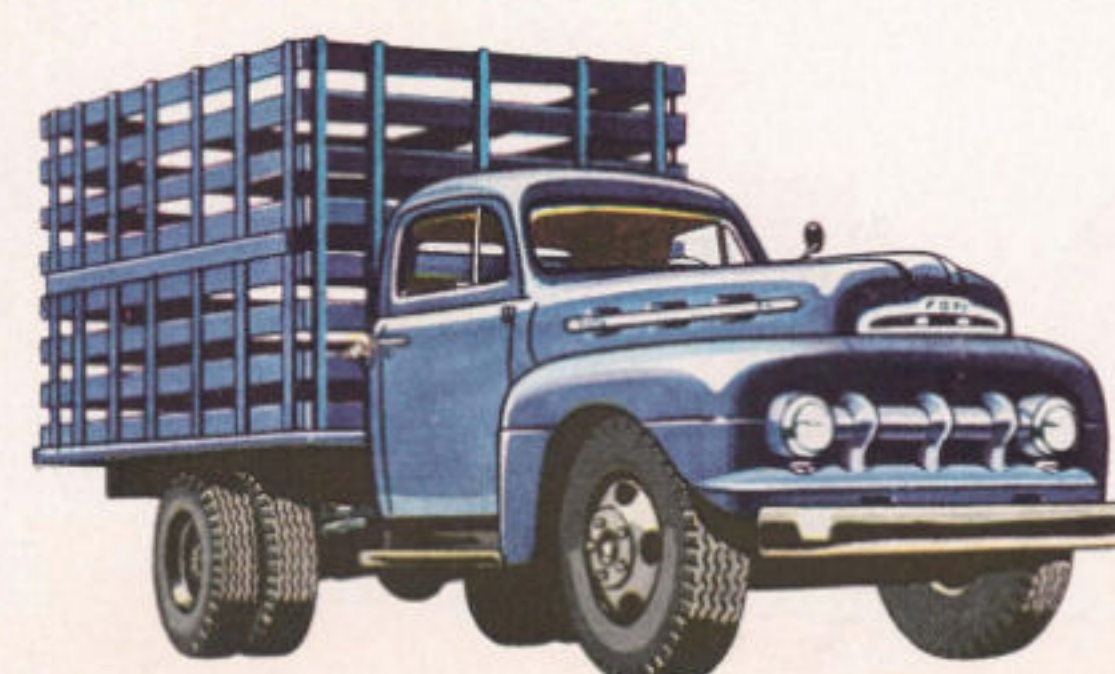
Series F-1 8-ft. Panel, 114" wb.



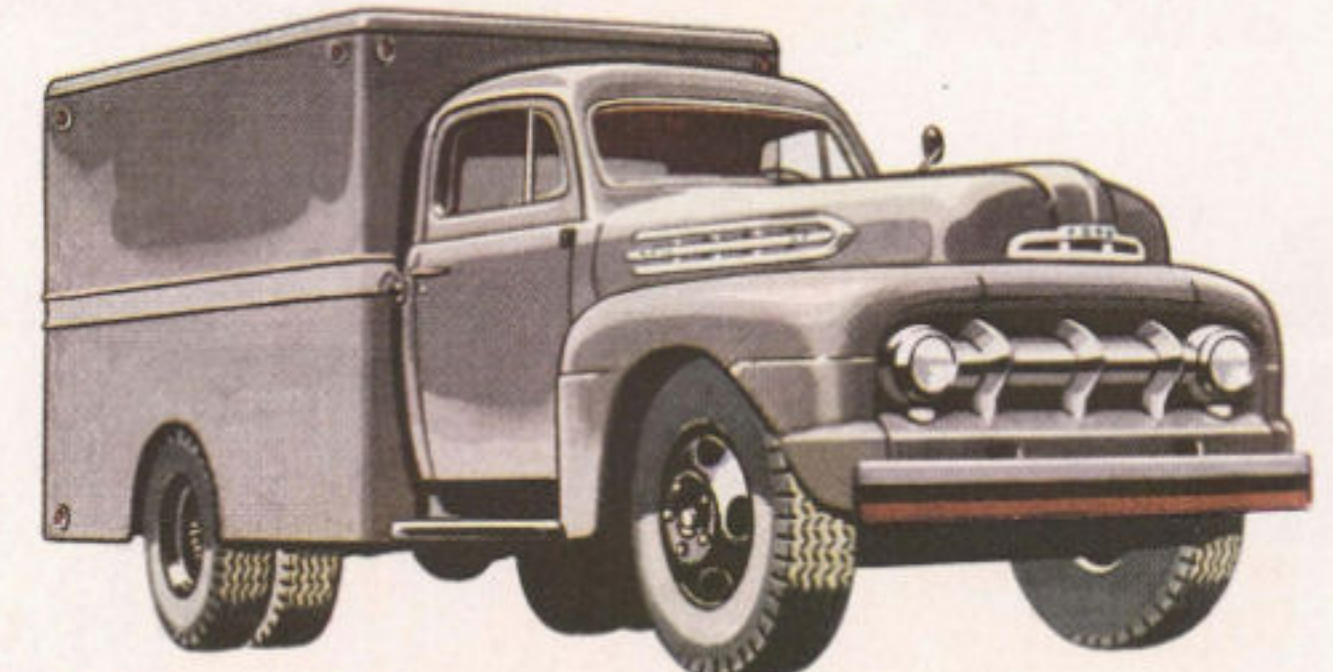
Canopy Top Express, Series F-2 and F-3 8-ft., 122" wb.; Series F-1 6½-ft., 114" wb.



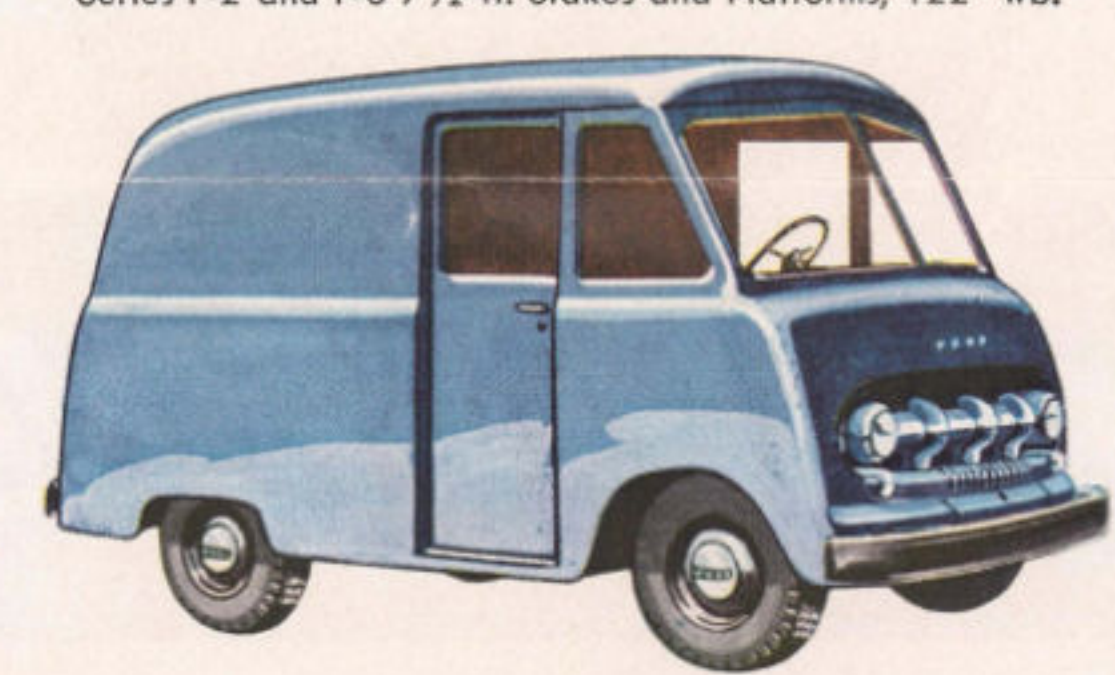
Garbage Body, Series F-5 and F-6, 134" and 158" wbs.



Livestock Body, Series F-5 and F-6, 134" and 158" wbs.



Cargo Van, Series F-5 and F-6, 158" and 176" wbs.

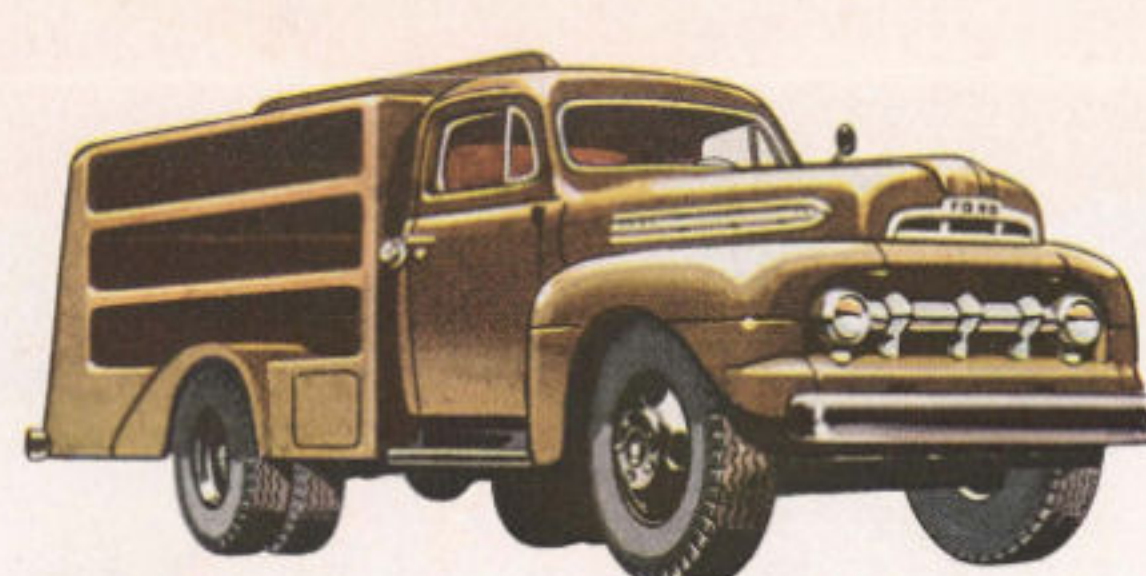


Series F-3 Parcel Delivery, 104" and 122" wbs.; Series F-5 P.D.,\* 134" wb.

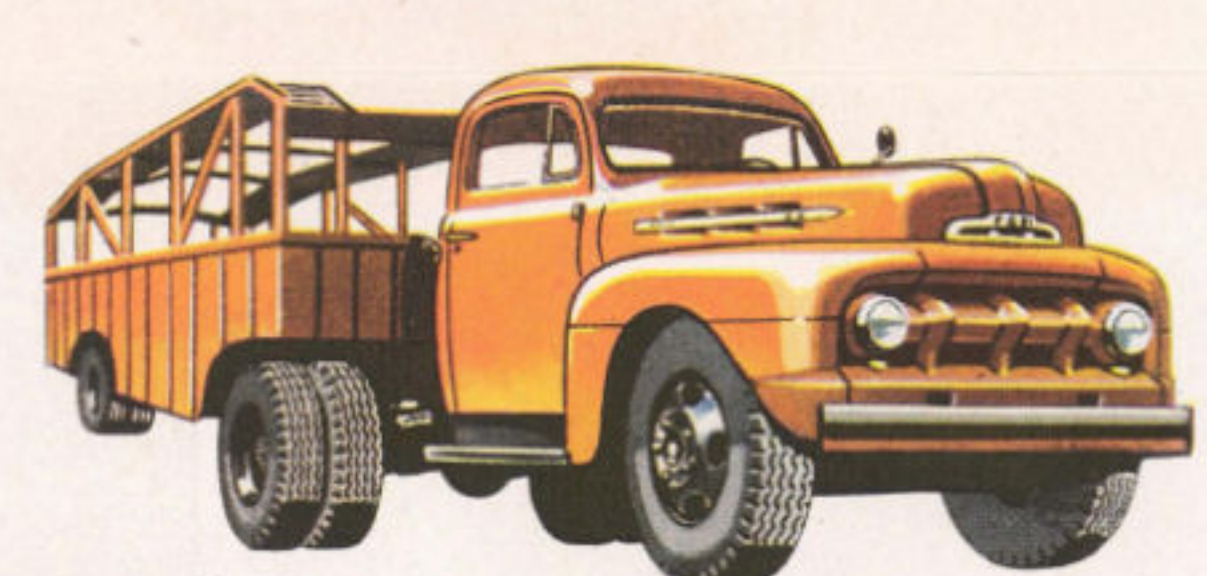
\*Available on special order only.



Series F-4 9-ft. Stake and Platform, 134" wb.



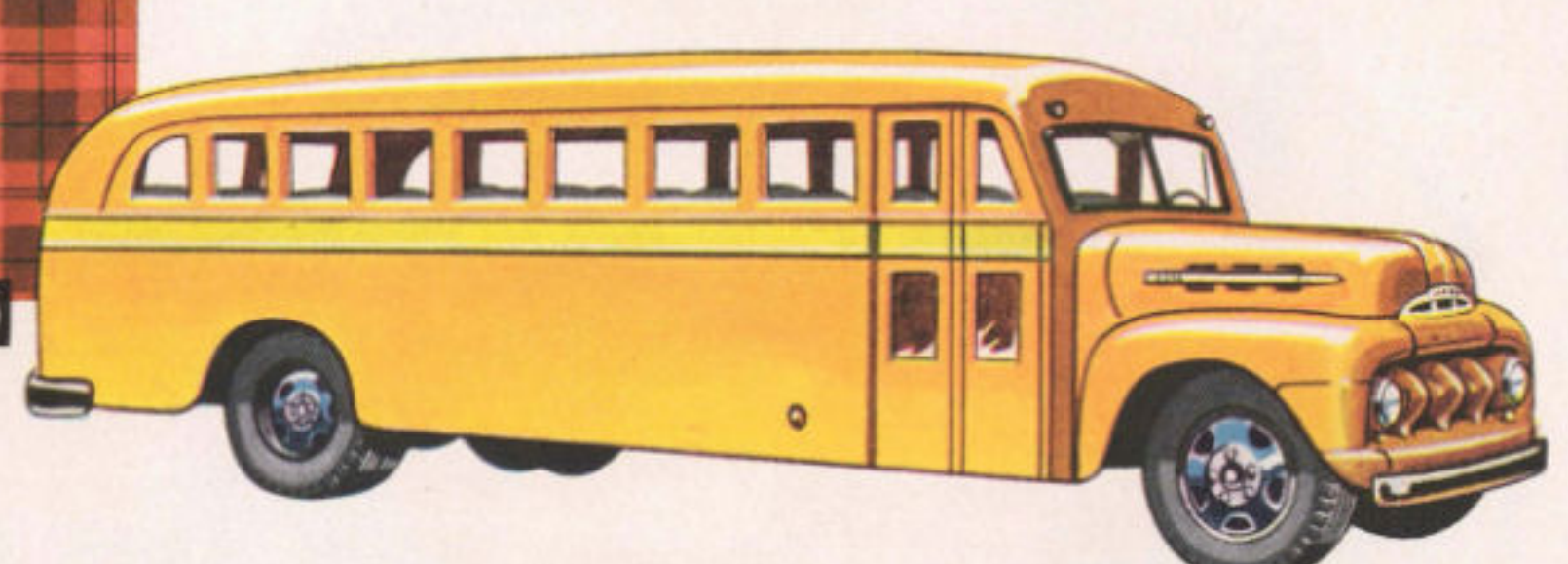
Bottlers' Body—Deck Type, Series F-5 and F-6, 134", 158" and 176" wbs.



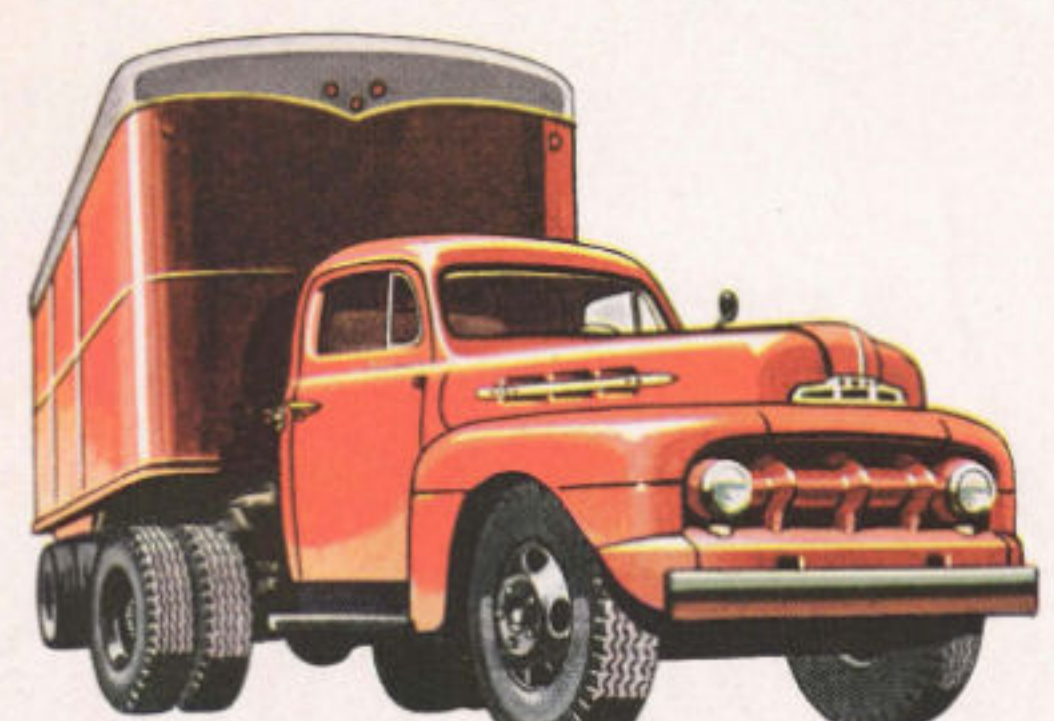
Car Haulaway, Series F-5 and F-6 Tractor, 134" wb.

## 4 SCHOOL BUS ECONOMY MODELS

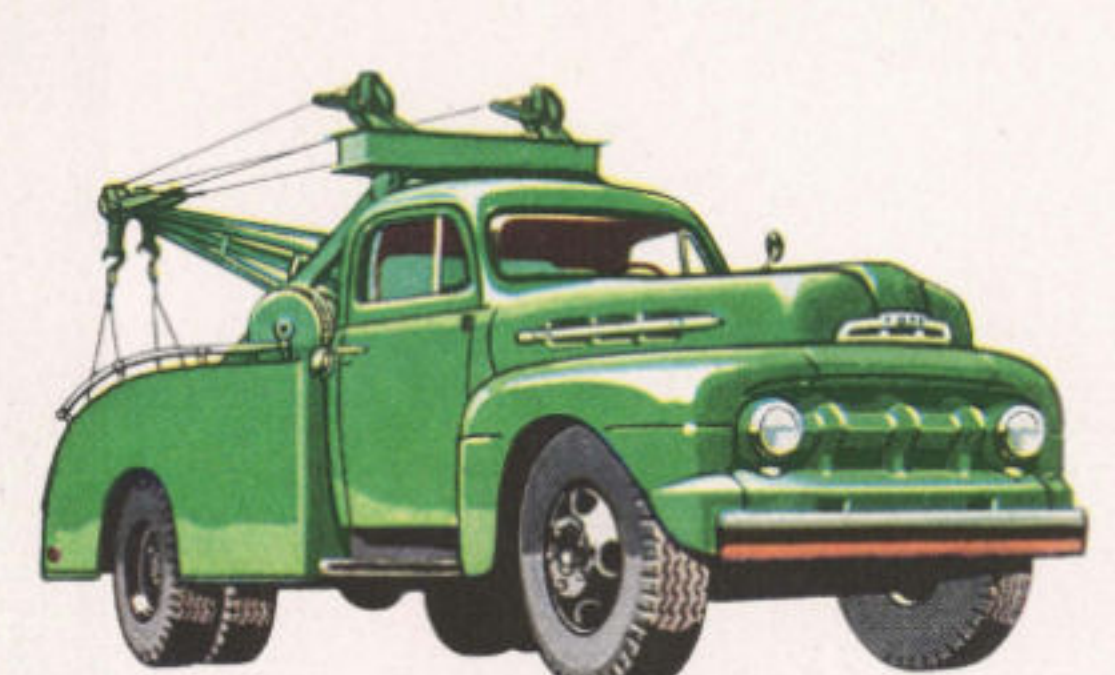
Max. G.V.W.—12,000 lbs. (158" wb.), 15,000 lbs. (194" wb.)



Safety School Bus, Series F-5, 194" wb.



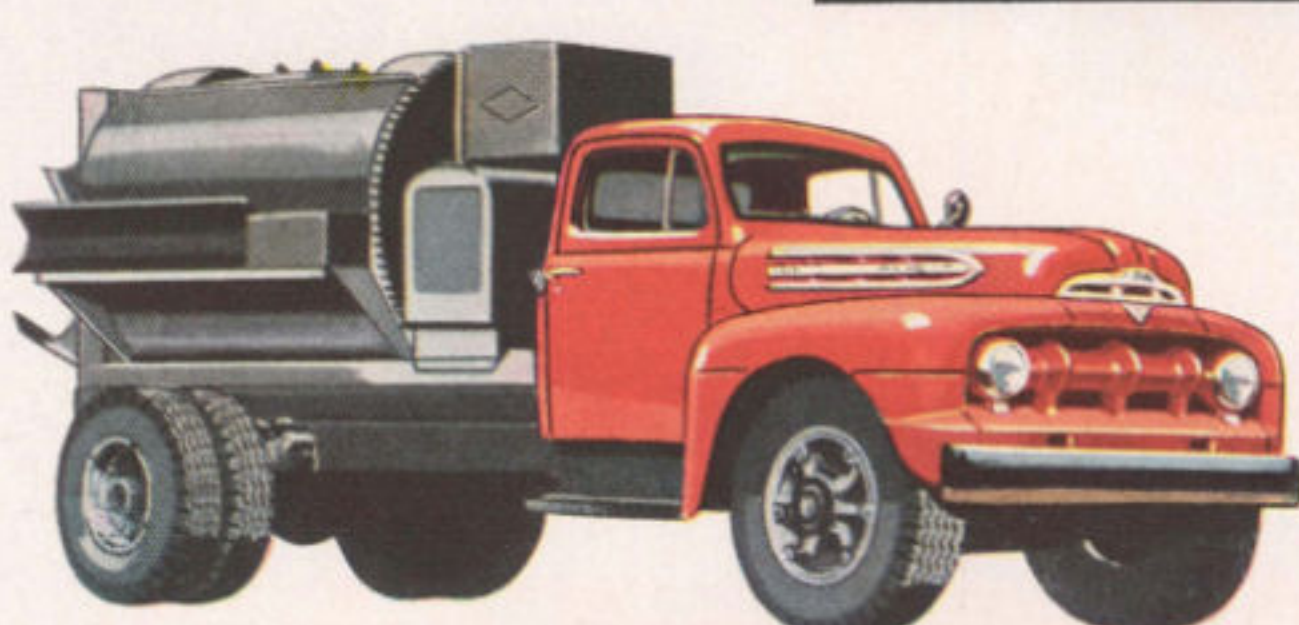
Over-the-Road Transport, Series F-5 and F-6 Tractor, 134" wb.



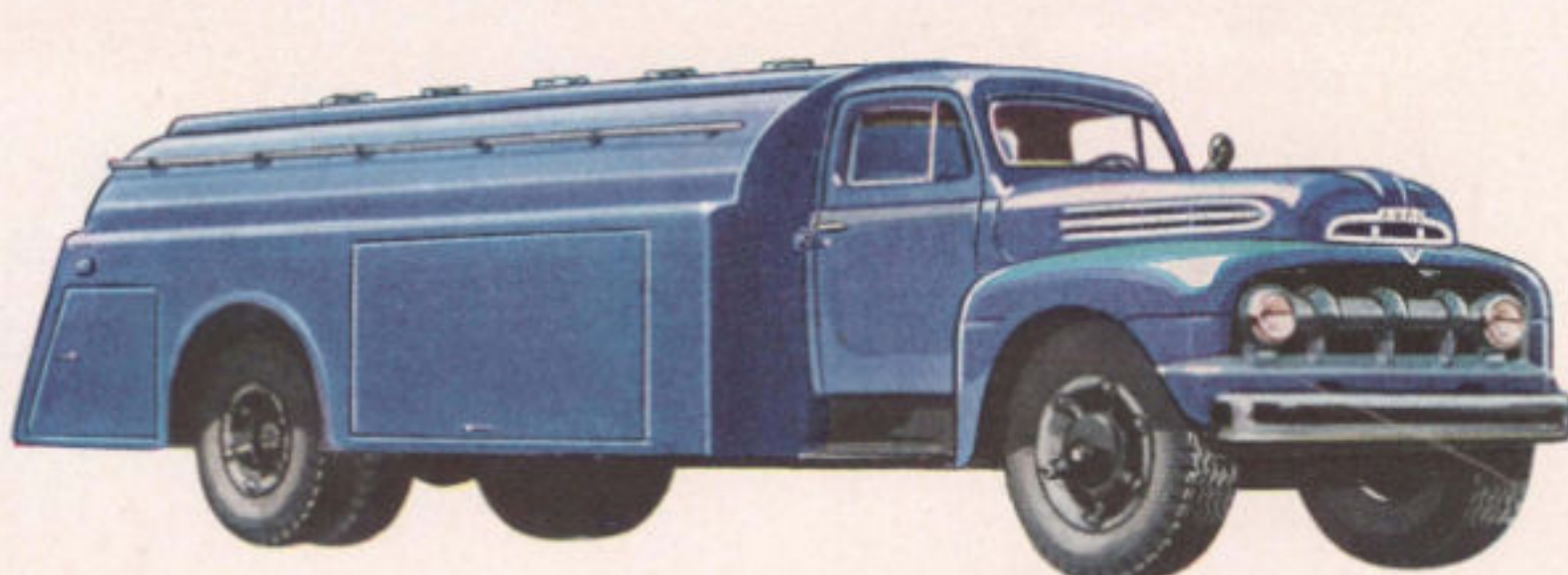
Wrecker and Tow Truck, Series F-5 and F-6, 134" wb.

## 30 EXTRA HEAVY DUTY ECONOMY MODELS

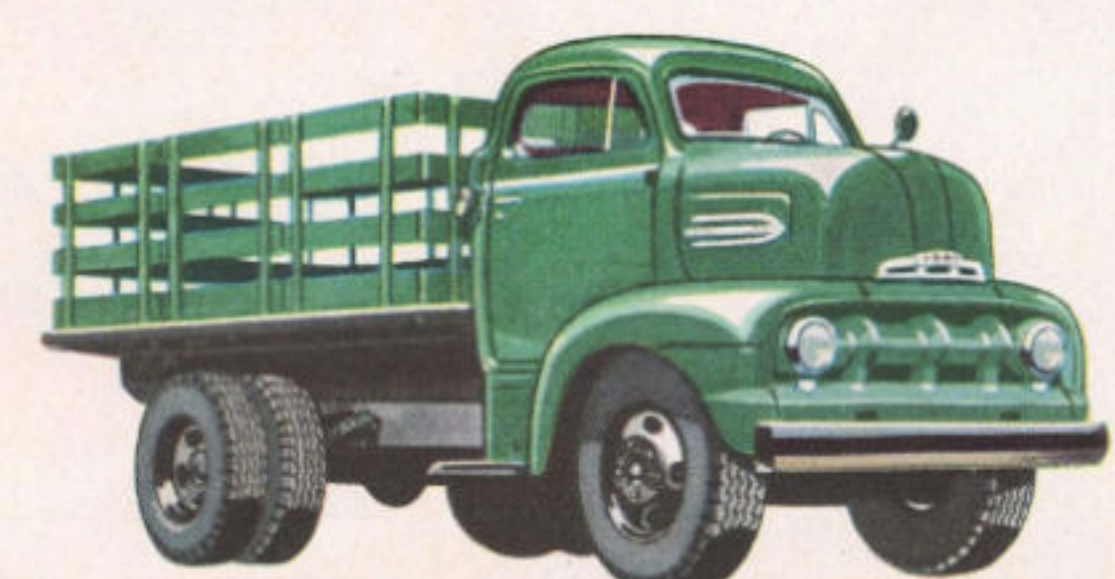
Max. G.V.W.—19,000 lbs. (F-7) to 22,000 lbs. (F-8)  
Max. G.T.W.—35,000 lbs. (F-7) to 39,000 lbs. (F-8)



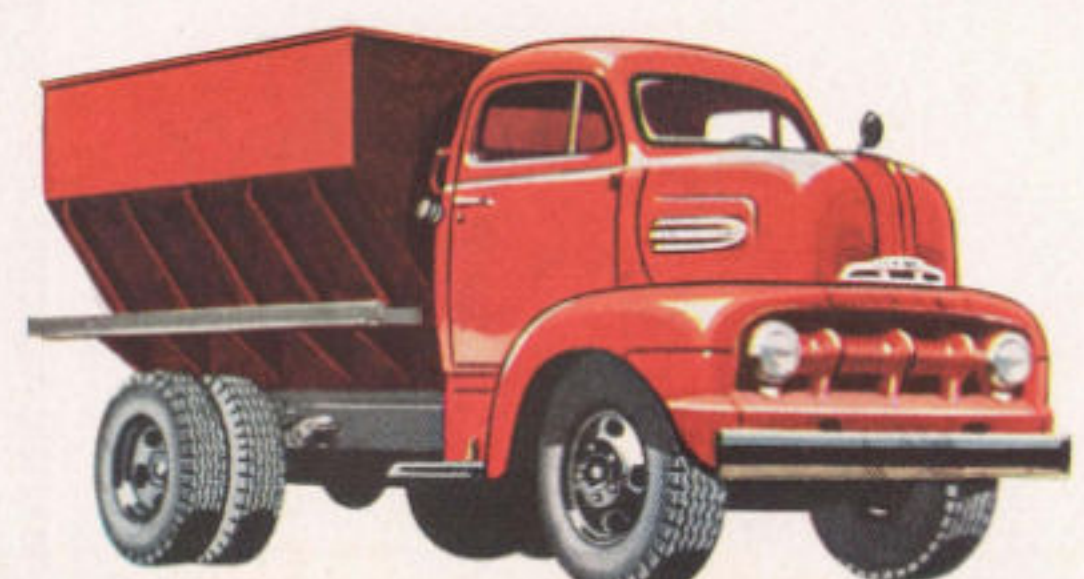
Concrete Mixer, Series F-7 and F-8, 135", 147" and 159" wbs.



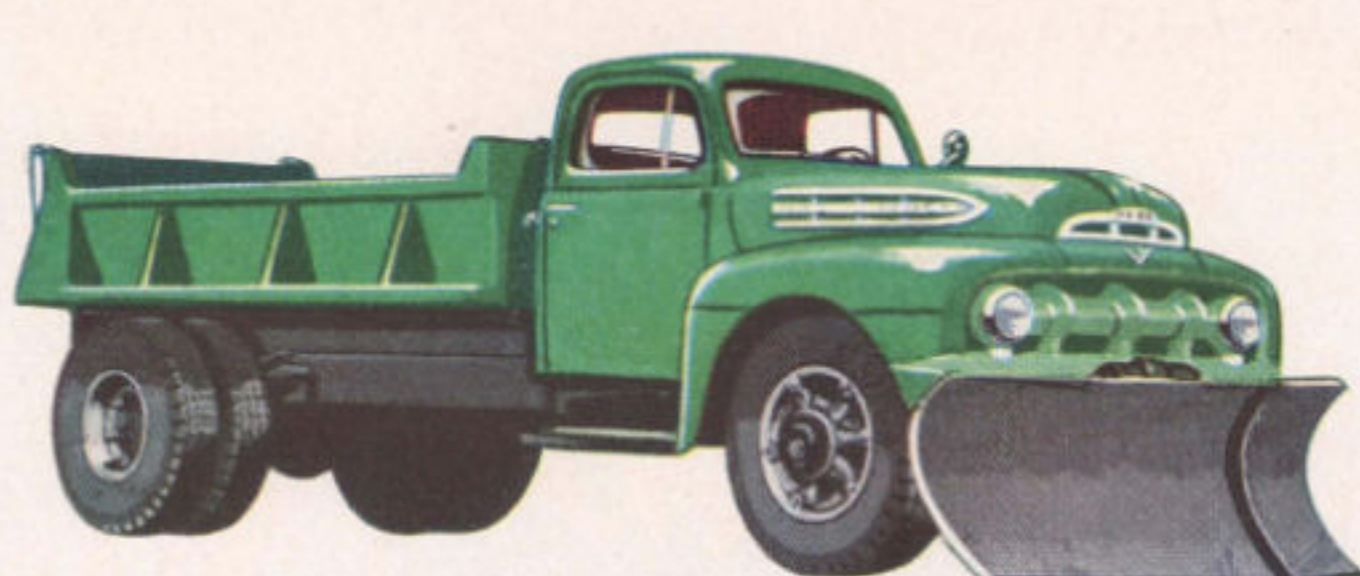
Gasoline (Oil, Milk) Tank, Series F-7 and F-8, 178" and 195" wbs.



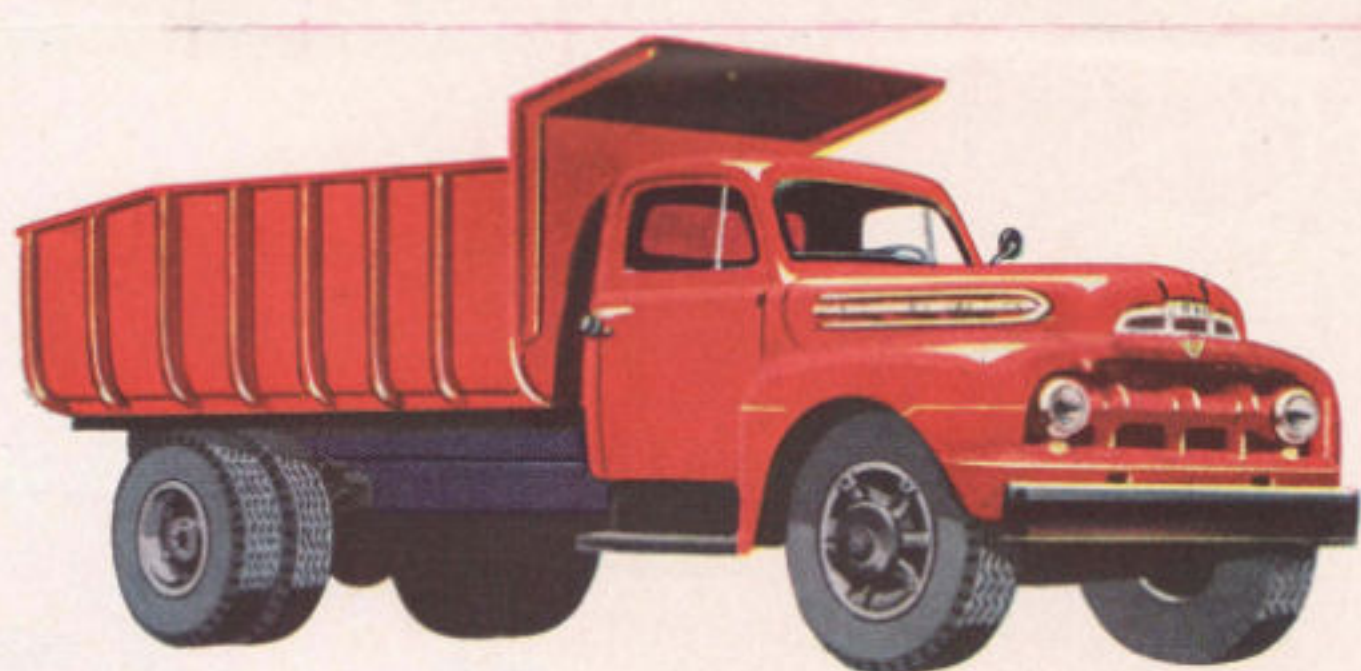
Series F-5 and F-6 12-ft. Stake and Platform, 134" wb.; 9-ft. Stake and Platform, 110" wb.



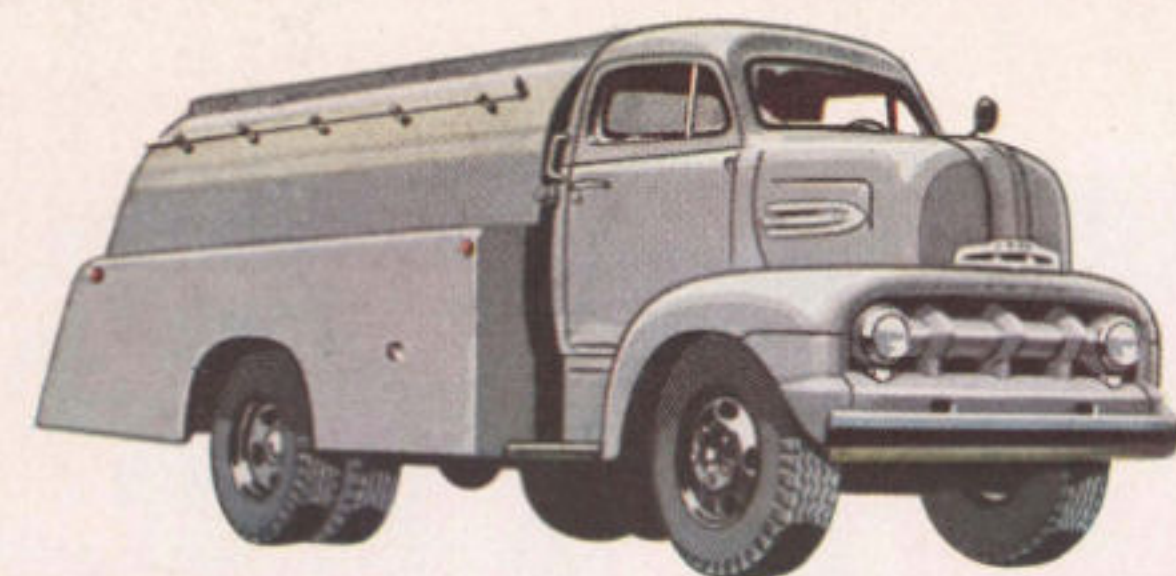
Coal Body, Series F-5 and F-6, 110" and 134" wbs.



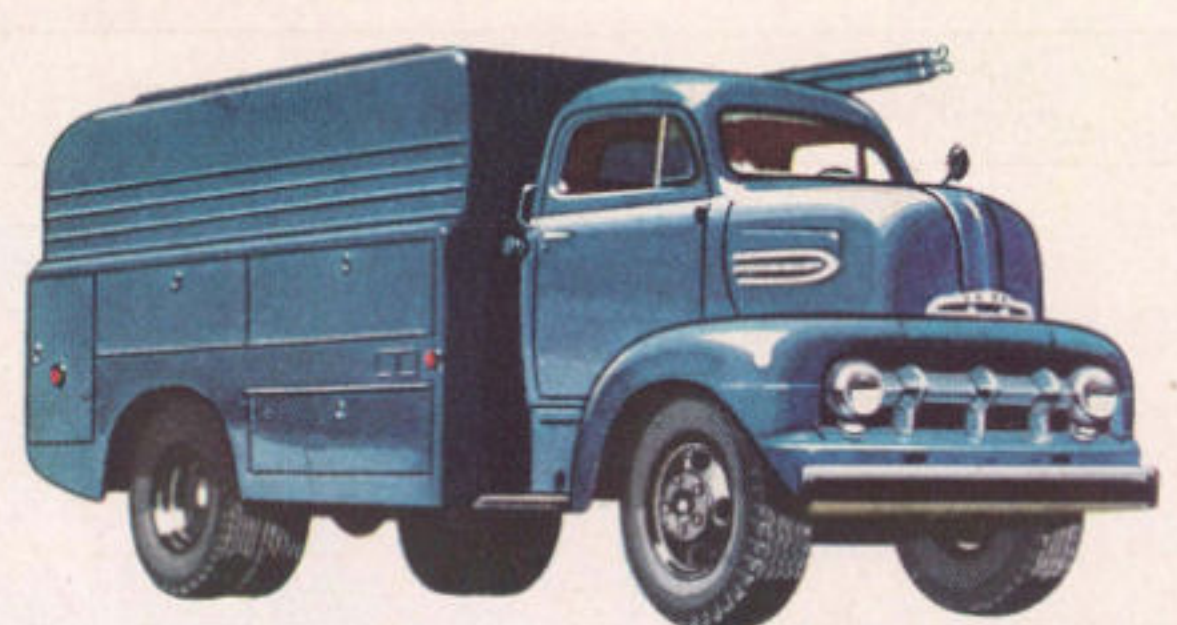
Road Scraper (Snowplow), Series F-7 and F-8, 135", 147" and 159" wbs.



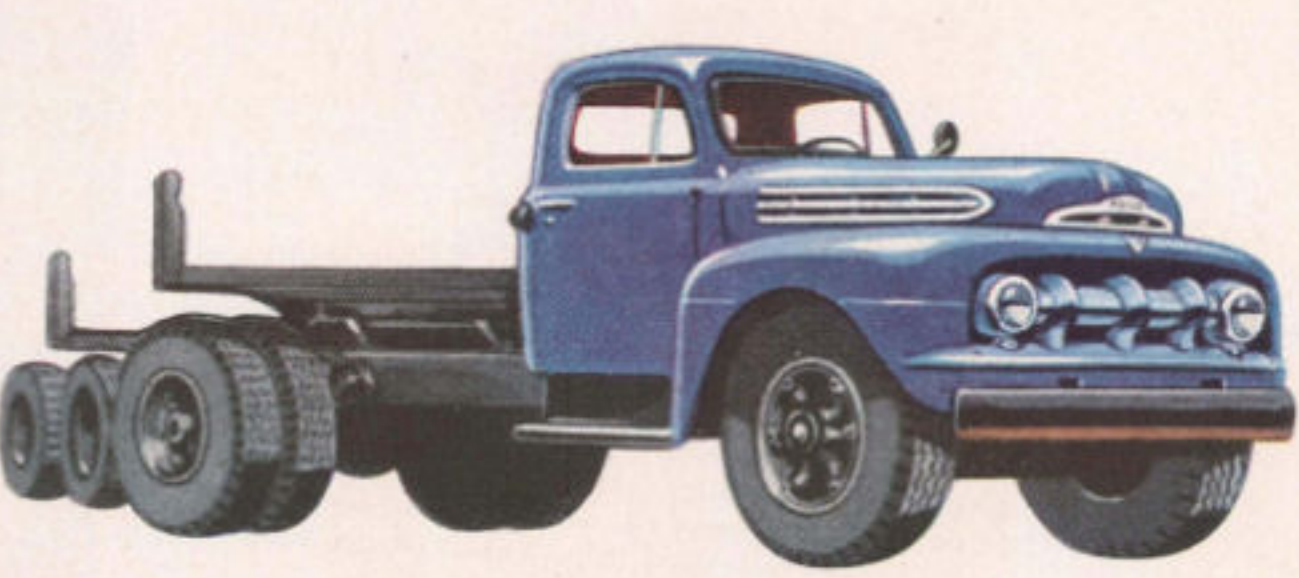
Heavy Duty Rock Dump, Series F-7 and F-8, 135", 147" and 159" wbs.



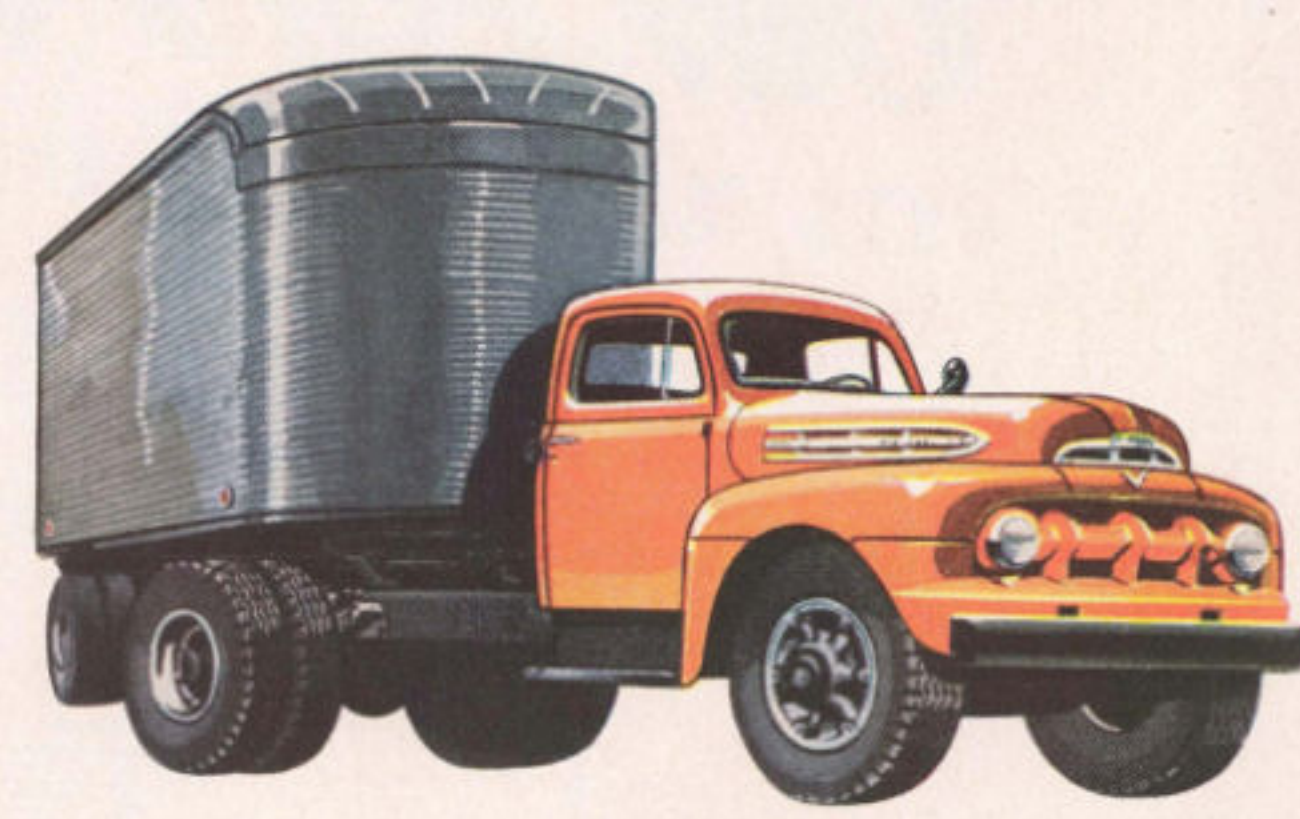
Gasoline (Oil, Milk) Tank, Series F-5 and F-6, 134" and 158" wbs.



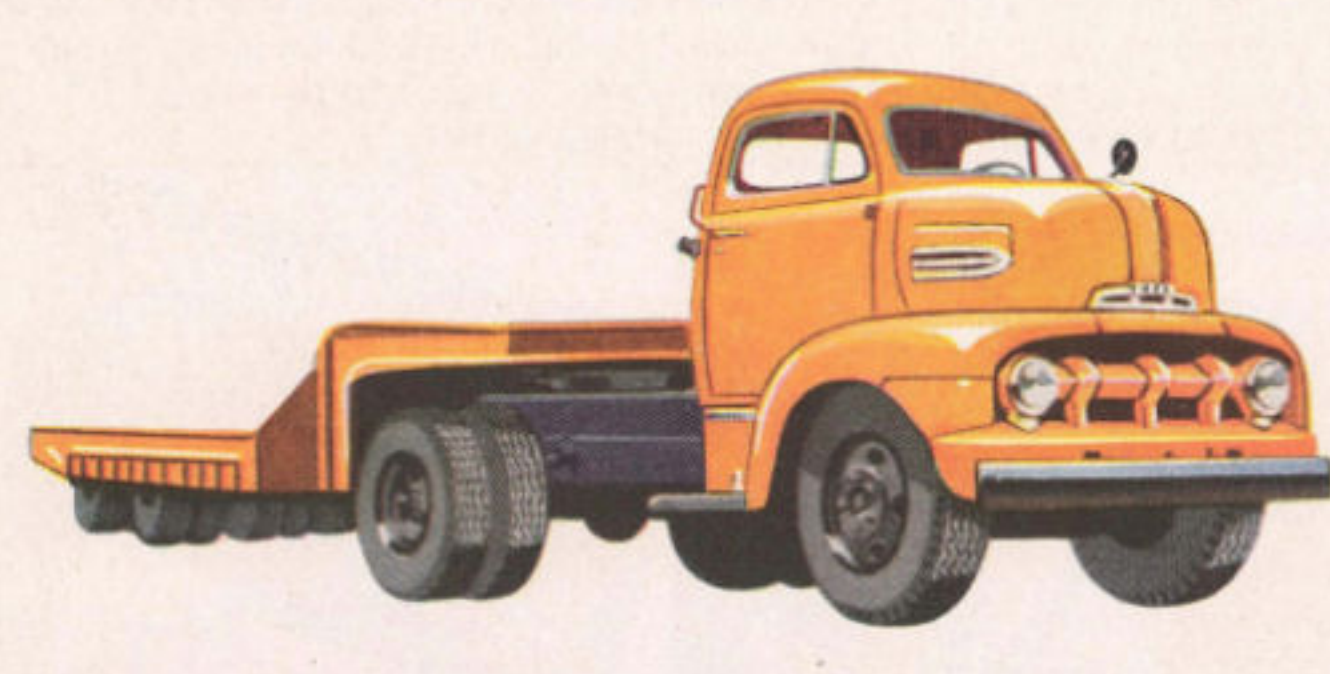
Utility Maintenance, Series F-5 and F-6, 134" and 158" wbs.



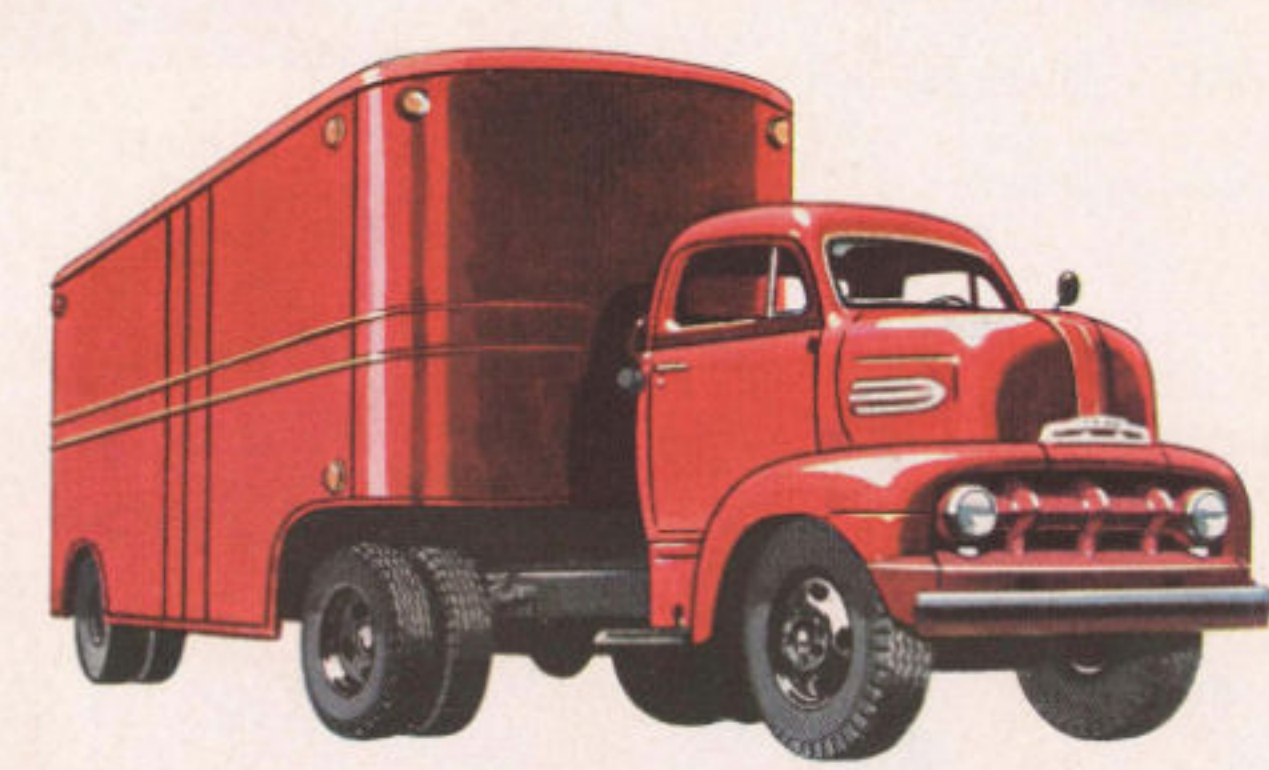
Pole Trailer, Series F-7 and F-8 Tractor, 135" and 147" wbs.



Over-the-Road Transport, Series F-7 and F-8 Tractor, 135" and 147" wbs.



Low-Bed Carryall, Series F-5 and F-6 Tractor, 110" wb.



Warehouse Van, Series F-5 and F-6 Tractor, 110" wb.

## 35 HEAVY DUTY C.O.E. ECONOMY MODELS

Max. G.V.W.—14,000 lbs. (F-5 C.O.E.) to 16,000 lbs. (F-6 C.O.E.)  
Max. G.T.W.—24,000 lbs. (F-5 C.O.E.) to 28,000 lbs. (F-6 C.O.E.)

These specifications were in effect at the time this folder was approved for printing. The Ford Division of the 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 truck equipment, accessories and trim is dependent on material supply conditions.

# Ford Trucks Last Longer...THRIFTIER TOO!

USING LATEST REGISTRATION DATA ON 6,592,000 TRUCKS, LIFE INSURANCE EXPERTS PROVE FORD TRUCKS LAST LONGER!