FORD TRUCKS SERIES

MAX. G.V.W. 4700 LBS.

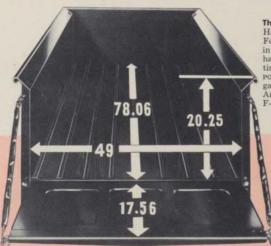


NEW POWER! NEW PERFORMANCE! NEW ECONOMY!

SERIES F-1 61/2-FT. PICKUP ...



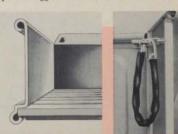
america's No.1 Economy Truck!



This Big-load Hustler Goes Light On Your Budget! Haul big loads—and hold down expenses with the new Ford F-1 Pickup! The F-1 has one of the biggest bodies in the half-ton field. Its up-and-at-'em power means easy handling that gets jobs done quicker, saves you costly time! Save money every mile with the fully-proven PrULT, which gives you most power from the least gas under widely varying operating conditions! For America's No. 1 Economy Truck Value, choose the Ford F-1 Pickup—the biggest seller in the Ford Truck line!

BIG PAYLOAD SPACE with HIGH SIDE PANELS

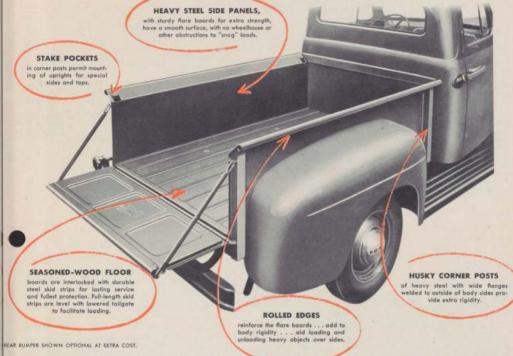
One of the biggest in the half-ton field, the F-1 Pickup body handles standard four-feet-wide building materials . . . is long enough to carry the average door! The heavy-gage steel panels with roll top flare boards are smooth, without obstruction to "catch" or mar material being hauled. There are no wheelhouses to take up valuable paylead space. High 20-inch side panels provide more protection against load shifting.



GRAIN-TIGHT TAILGATE

Sand, grain or similar loads are sealed in the Ford Pickup body by specially designed overlapping, graintight tailgate, held snugly to body sides and floor by anti-rattle locking link chain. Rolled edge of tailgate tapers to wider cross section at center for greater strength, prevents sagging under strain of heavy cargo.

A Rugged All-Purpose Utility Truck Opening Truck Designed to do 1001 Jobs at Lowest Cost!





MORE LOADING EASE with LOW FLOOR-TO-GROUND HEIGHT and FLUSH TAILGATE!

Low 24.09" (loaded), 26.7" (empty), floor-to-ground height is a big advantage for the man who does the loading and unloading. It means less work, more time saved, easier handling of bulky loads. Tailgate, when lowered, is flush with floor and skid strips, providing an all-level platform for sliding heavy crates easily into position.



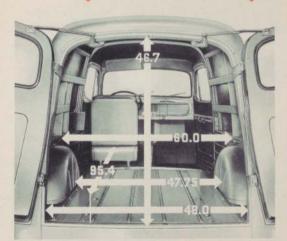
SERIES F-1 8-FT. PANELS

Max. G.V.W.: 4700 lbs. • Wheelbase: 114 inches • Payload (equipment, etc.) up to 1330 lbs.

LONGEST, HIGHEST
LOAD SPACE
OF ANY STANDARD



Long! Roomy! Handsome!



BIG PAYLOAD SPACE AND LOAD-DOOR OPENING

55-inch interior height permits easier, safer handling of items that need lots of "head room." Extra length alongside driver's seat accommodates loads up to 11½" long . . . lots of "leg room." Big rear door opening, approximately 4 ft., by 4 ft., makes loading and unloading easier and faster. Heavy door checks allow rear doors to open fully or hold firmly at 90°.

Why take less—when you can be the proud owner of the Panel with the LONGEST load space and the BIGGEST loading door in the half-ton field! The Ford F-1 Panel has the LOOKS that mark your business as progressive... the PERFORMANCE that lets you make more stops per day, more trips per week... the ECONOMY that holds running costs down to only a few cents a mile! And you get a choice of 2 handsome designs—the F-1 Panel and the 5-STAR EXTRA Panel which has 18 "customized" extras for more driving ease and load protection.



NO RUST AND BETTER STYLING

with Integral Rear Fenders. Ford Panel rear fenders and side panels made in one piece. The smooth flowing lines resulting from this modern styling contain no unsightly seams to catch water and eventually rust out. One-piece design provides more strength and rigidity.

EXCLUSIVE! The only INSULATED Factory-Built Panel in the Low-Price Field—the 5-Star Extra!

CUSTOM-BUILT QUALITY AT LOW FORD PRICE!



The new 5-STAR EXTRA Panel is the smartest ½-ton Panel on the road? At slight extra cost, you get 18 "customized" extras that provide the features of the 5-STAR EXTRA Cab for more driving ease, plus full body interior insulation for greater load protection.





LOOK AT ALL THESE FEATURES AT SLIGHT EXTRA COST

1. EXTRA RIDING EASE—foam rubber seat padding in driver's seat.

2. EXTRA INSULATION — headlining backed by 1 ½" glass wool insulating pad extending the length of roof panel—more sound deadener on side doors—heavy masonite lining on panel sides!

3. EXTRA LOOKS — distinctive new hood trim—chrome windshield molding—bright metal Air Wing win-

dow frames and divider barsl

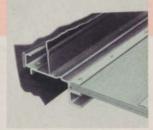
4. EXTRA APPOINTMENTS — twotone driver's seat upholstery—customized door panel trim.

5. EXTRA CONVENIENCES—two sun visors—matched door locks on all doors—grip-type arm rest on each front door—illuminated cigar lighter—sturdy dispatch box lock—dome light with automatic door switches—twin, matched-tone electric barns!



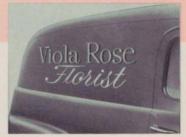
TWO TAIL LIGHTS FOR EXTRA SAFETY

For driving at night and especially when loading and unloading after dark, two tail lights (standard) provide the Ford driver with more protection. Each light is mounted directly on the body, clearly defining truck width.



DUST-TIGHT, FUME-TIGHT LOAD PROTECTION

Sealed-tight joining of solid plywood floor and steel cross sill supports to wheelhouse strips and side panels keeps out dust, fumes and moisture—means extra protection for your loads. Driver's compartment is fully weather-stripped.



SMART ADVERTISING SPACE WHEREVER YOU GO!

About 6 ft. by 1¾ ft. of unobstructed side-panel space above the crease line gives you an excellent display area for your firm name or other framed advertising messages. The smart-styled Ford F-1 Panels provide an attractive advertising billboard on wheels, demand attention wherever they go.

SERIES F-1 61/2-FT. PLATFORM-STAKE

Max. G.V.W.: 4700 lbs. • Wheelbase: 114 inches • Payload (equipment, etc.) up to 1410 lbs.



Thrifty Master of Light, Bulky Payloads!



The F-1 Platform-Stake is a versatile hustler . . . easily adaptable for hauling a wide variety of cargo . . . easily loaded or unloaded from rear or sides. Seasoned, sturdy wood floor is protected by steel skid strips for long, severe service and easier loading and unloading of bulky cargoes. Easily removable stake racks permit changing the Stake into a Platform in a few minutes' time.

PILE LOADS "SKY-HIGH"

On the big F-1 Stake, the platform is 63½ ft. long, over 53½ ft. wide. Removable stake racks are made of sturdy, straight-grained wood. Stout one-piece sections are quickly and easily removed for speedy loading from rear or sides. Heavy steel rub rail and steel caps on body sill ends offer platform protection all around when backing into and parking alongside loading docks.

Strong Interlocking Steel Plates

Stake sections are held firmly with interlocking steel plates. Bolted to rack boards for extra strength. Plates are firm-holding, yet easily locked or unlocked.

▲ Sturdy Bridge-Type Frame

Heavy-gage steel side rails are riveted to steel cross girders for extra strength and durability. Heavy steel angle brackets are riveted to girders, botted to sills. All corners are reinforced with large steel gusset plates.

CHOOSE FROM 2 GREAT FORD CABS

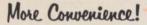
Designed for Comfort, Safety, Efficiency!



THE 5-STAR CAR

More Comfort!

65-coil spring Coach seat with 2-way adjustment for more riding ease, Level Action suspension reduces jars and jolts from roughest roads! Weather stripping throughout... fume-flight, dust-flight design!



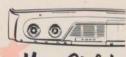
Steering column gearshift for passenger-car ease of shifting! Uncrowded riding comfort with ample head, leg, foot and elbow room . . . wide, tall doors for easy entrance and exit!





More Safety! (® ®

Welded all-steel cobfeatoring double-panel all-steel doors! Big instrument dials for split-second reading! Easy-to-reach controls! Double windshield wipers for improved vision!

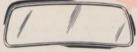


More Style!

Beautiful massive-modern exteriors with ivery finish grille! Seven attractive body

colors! Harmonized interior trim!





Full rear visibility with 3 ½-ft. wide rear windowl Flat, one-piece windshield for distortion-free visibility with no center obstruction. Narrow corner posts—large area door glass!



... THE 5-STAR EXTRA

GIVES YOU ALL THESE EXTRA FEATURES AT ONLY SLIGHT EXTRA COST!

- 1. Resilient foam rubber padding in full-width Coach seat!
- 2. Headlining, backed by 1 ½-in. glass wool insulating pad!
- 3. Sound deadener on door, floor and rear cab panels!
- 4. Bright finish Air Wing window frames and divider bars!
- 5. Two-tone seat upholstery!
- 6. Customized door and body panel trim!
- 7. Sturdy, bright finish hardware escutcheons!
- 8. Two adjustable sun visors!
- % Grip-type arm rest on both doors!
- 10- Illuminated cigar lighter!
- 11. Dome light with automatic door switches!
- 12. Sturdy lock on dispatch bax!

In addition to the above features, shown on the illustration at left, the 5-STAR EXTRA Cab also gives you:

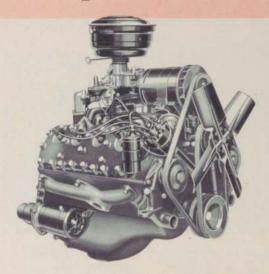
Distinctive hood ornamentation.

Chrome windshield molding.

Door lock on each door.

Twin, matched-tone, trumpet-blast, electric horns.

Only Ford Gives You a Pa



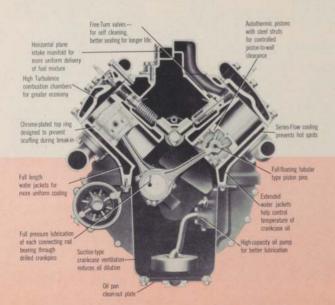
WORLD-FAMOUS 106-h.p. V-8 For'52—More Power! More Performance!

You get new power... new performance in Ford's great 239 cu. in. V-8. Advanced for 1952 with 106 horsepower, this smooth 8-cylinder power plant hustles big loads through on schedule, gives more thrifty work-hours of reliable transportation. Packed with advancements—lightweight autothermic pistons for controlled clearance... Self-cleaning Free Turn pages.

Self-cleaning Free-Turn valves . . . Waterproof ignition . . . Power Pilot carburetion-ignition . . Full Pressure lubrication for longer life . . . Series-Flow cooling for closer temperature control.

DISPLACEMENT—239 cu. in.
BRAKE HORSEPOWER—106 at 3,500 r.p.m.
TORQUE—194 lbs.-ft. at 1,900-2,100 r.p.m.

BORE—3.1875 in. STROKE—3.75 in. COMPRESSION RATIO—6.8 to 1





The Ford Truck Power Pilot automatically meters and fires the right amount of gas, at precisely the right instant, to match all operating conditions.

Unlike conventional systems, the Power Pilot uses only one control instead of



Big Main Bearings ore easily replaceable, Precision, thin thell, steelbacked, anti-friction alloy for longer wear. Capable of withstanding heavy pounding without fatigue. Exceptionally wide, locked-in design for better oil retention and control. Flanged rear main bearing has wide flange at each end to absorb crantshoft threat in both directions.

wer Choice of V-8 or SIX

NEW COST CLIPPER 101-h.p. SIX High-Compression, LOW-FRICTION Design

Now in an F-1 Ford Truck, you can get an ultramodern High-compression, Low-FRICTION overhead valve engine. This great new Ford Truck Six cuts down on "power waste," delivers more usable horsepower per cubic inch displacement, saves up to 14% on gas! New short-stroke design cuts down piston travel 18%. There is less friction drag, less friction heat, less friction wear. New 7 to 1 ratio gives high-compression performance that means faster acceleration, more pulling ability for time-saving speed hauling on regular gas!



JLLY-PROVEN

P/LOTrom Least Gas!

two, yet is designed to synchronize firing twice as accurately.

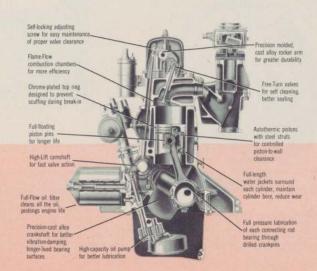
You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy. Standard on all Ford Trucks.



New Flame-Flow Combustion Chambers provide most efficient combustion with high output, on require fuel. Chamber design improves gas mileage with high-turbulence, controlled flame propagation. Overhead valve design provides better heat factors, easier breathing, straight-line delivery of fuel-air misture for most operating efficiency.

DISPLACEMENT—215 cu. in.
BRAKE HORSEPOWER—101 at 3,500 r.p.m.
TORQUE—185 lbs.-ft. at 1,300-1,700 r.p.m.

BORE—3.562 in. STROKE—3.6 in. COMPRESSION RATIO—7.0 to 1

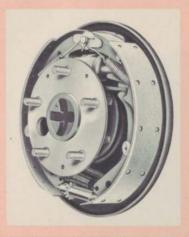


RUGGED FORD CHASSIS Gives You a Long Lifetime of Economy!

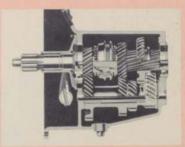




DIRECT, DOUBLE-ACTING, HYDRAULIC SHOCK ABSORBERS, front and rear, provide on instant cushioning effect on spring action, both on compression and rebound. Robber grommets at mounting points provide insulation against squeaks and rattles.



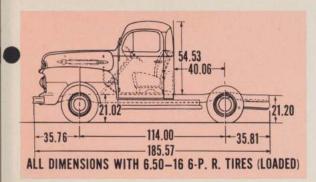
POWERUL HYDRAULIC BRAKES provide sofe, sure stopping control for rated loads. Self-energizing action builds up brake abee pressure within the brake Itself, eases foot pedal pressure. Large cast Iron drums dissipate heat faster, minimize scoring, Removable brake drums simplify maintenance.



3-SPEED SYNCHRO-SILENT TRANSMISSION, standard with steering-column gearshift, is engineered for quiet operation, easy shifting. Quiet helical gears throughout with synchronizers in second and high speeds . add longer, smooth running life. All forward speed gears are mounted on ball or roller type bearings to keep friction low, minimize wear, and maintein high power transmitting efficiency, Heavy-duty 3-speed helical Synchro-Silent, or 4speed spur transmissions are optional at extra cost.

NO OTHER HALF-TON TRUCK GIVES YOU ALL THESE FEATURES

POWER PILOT ECONOMY—most power from least gast \$\infty\$ 10' GYRO-GRIP CLUTCH—positive action, quiet operation, long lifet \$\infty\$ MEDLE-BEARING UNIVERSAL JOINTS for unexcelled durability! \$\infty\$ ROLL-ACTION STEERING for easy, quick-response handling! \$\infty\$ AUTOMATIC TIE ROD ENDS, spring-loaded to take up wear! \$\infty\$ REMOVABLE BRAKE DRUMS, non-warping, easy to remove or replacel Rugged CHANNEL FRAME, engineered for great strength without excess weight . . . kick-up over rear axle provides low loading height! \$\infty\$ REAR SPRINGS of high tensile strength provide safe, sure handling of even the most fragile loads!



STAKE BODY

FLOOR—sturdy seasoned wood, protected by steel skid strips.

SERIES F-1 CHASSIS-CAB ESPECIALLY SUITED FOR CUSTOM-BUILT BODIES FROM 5½ to 6½ FT.

Three Ford F-1 chassis models are available on the 114-inch wheelbase for special-purpose bodies to fit your specific load space requirements—the chassis-cab for 2-unit bodies and the chassis-windshield or chassis-cowl for single-unit custom bodies. Body and payload capacity (with equipment and driver) goes up to 1850 lbs. for the chassis-cab (see Capacity Chart below), up to 2350 lbs. for the chassis-windshield, up to 2380 lbs. for the chassis-cowl.

STAKE POCKETS-flush with floor;

lined with steel; welded to inside of

frame rail, riveted to outside.

CAPACITY CHART - SERIES F-1 CHASSIS WITH CAB

TIRES—5. SIZE—front, rear and spare	6.00-16 4-p.r.	6.00-16 6-p.r.	6.50-16 6-p.r.
GROSS VEHICLE WEIGHT RATING (Severe Service Rating)	4000 lbs.	4400 lbs.	4700 lbs.
*CURB WEIGHT (with fuel and water) (est.)	2825 lbs.	2843 lbs.	2850 lbs.
*PAYLOAD, BODY, EQUIPMENT, ETC. (approx.)	1175 lbs.	1557 lbs.	1850 lbs.

*With Six engine. For V-8 engine add 40 lbs. to "curb weight" and iteduct like amount from "payload."

	SERIES F-1 BODY SP	ECIFICATIONS—CONDE	NSED
6½-FT. PICKUP BODY	BODY—welded steel construction; smooth side panels with no wheel-house obstruction. CORNER POSTS—Box type of husky steel, welded to body. FLOOR—sturdy, seasoned wood protected by steel skid strips.	FRONT PANEL—full height, reinforced. LOAD SPACE—unobstructed, no wheelhouses; 78,06" long; 49" wide; 20" to top of flare; 45 cu. ft. capacity. LOADING HEIGHT—26.7", floor to ground, unloaded; 24" loaded.	STAKE POCKETS—four, in composts for mounting sprights. TAILGATE—heavy, stamped stegrain-tight panel design, reinforcedge. Anti-rattle drop chains, wasteel locking links hold tailgate flowith floor and skid strips.
8-FT. PANEL BODY	BODY—reinforced welded steel; top and side panels shaped and welded to rear fenders. DRIVER'S COMPARTMENT—spacious; weather-sealed windows, doors, individual type driver's seat, 3" adjustment. 5-5TAR EXTRA Panel has many features for added riding ease, style and driver efficiency. FLOOR—solid plywood, well supported. Steel skid strips. Dust-, moisture-sealed at body side panels.	INTERIOR — steel panel-protected sides, floor to top of wheelhouses— Panel has wood slats above; 5-51AR EXTRA Panel has heavy masonite lining above wheelhouses on panel sides, and perforated headlining backed by thick glass wool insulating pad extending full length of roof panel. LOAD SPACE—95.4" long on floor (138.5" alongside driver); 60" wide; 54.43" high, Total copposity (including space beside driver) 160.3 cu. ft.	LOADING HEIGHT—23.82", floor ground, loaded, LOCKS—rear panel doors and righted (Panel), right and left ha (5-5TAR EXTRA Panel). REAR DOORS—hinged to weld one-piece steel door frame; fift with soft rubber seels. 2-position do checks 90° or full open. REAR DOOR OPENING—48" wid 46.7" high.
6½-FT. PLATFORM &	LOAD SPACE—platform: 84.3° long x 71.28° wide; stake: 80° long, 67° wide, 29.54° high stakes. LOADING HEIGHT—32.64° with 6.50-16 ires, loaded.	PLATFORM—bridge-type construc- tion; heavy-gage steel framing riveted to cross griders; steel angle brockets riveted to girden. Corners reinforced with steel gusset plates.	RACK INTERLOCKING PLATES strong-holding, easily locked or a locked. Bolted to rack boards. RUB RAIL—steel, around platfor steel caps on ends of body sills.

STAKE RACKS—removable; sturdy,

straight-grained wood; one-piece side

and end sections.

Series F-1 Specifications!

MAXIMUM GROSS VEHICLE WEIGHT 4,700 POUNDS

Capacity — lbs	
Type Modified 1-Beam Material Heat-Treated Alloy Steel Forging Size (Height x Width x Web)—in	
Material	
Size (Height x Width x Web) in	
AXLE, REAR	
Capacity - lbs. 3000	
Cepacity — lbs	
Axie Shaft Diameter at Spline-in	
Axie Ratio-Standard 3.92 to 1	
Optional	
BRAKES, SERVICE	
BRAKES, SERVICE	
Type Hydraulic, Two-Shoe, Single Anchor, Self-Energising Front Brake (Drum Diam x Lining Width-Thickness)-in 11 x 2-3/16	
Front Broke (Drum Diam & Limite William - Inchesses) - 11 11 11 11 11 11 11 11 11 11 11 11 1	
Rear Brake (Drum Diam x Lining Width—Thickness)—in	
Total Area Drum-Lining-eq. in the contract of	
Drums—Type Demountable Material Composite—Cast Iron Fused to Steel Back	
practing to see book	
BRAKE, HAND Cable with Equalizer applying Rear Wheel Brakes	
BUMPER	
Type	
Mounting Boited Direct to Front Frame Side Rails	
CLUTCH	
Type	
Diameter, Outsidein	
Total Prictional Area-sq. in	
Cover Plate	
Pressure Plate	
Ciuten Disc	
Release Bearing	
Pilot Bearing	
Attachment—Levers to Pressure Plate	
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COOLING SYSTEM Capacity—gias Six Capacity—gias Six Part Tube and Fin—Freewer & 55 Radiator Flat Tube and Fin—Freewer & 55 Flat Tube and Fin—Freewer & 55	
COOLING SYSTEM Capacity—glas Six Capacity—glas S	
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AVIE PROPE

Side Rail—Type
Cross Members
FUEL SYSYEM Carburetor Air Cleaner Air Cleaner Fuel Pump and Filter Fuel Pump and Filter Fuel Tank—Chassis without Cab 17 - Gal. Inside Left Frame Rail 20 - Gal. Back of Seet
Fuel Filter
LUBRICATION Engine Full Pressurs Feed Crankease Capacity (with opt oil filter) 6 dts (1871) 0 dts (1871) Chastels
SHOCK ABSORBERS Front and Rear
SPRINGS—Semi-Elliptic, Ford Alloy Steel FRONT REAR Length x Width—in. 36 x 14 45 x 2 Number of Leaves and Def. Rate—ths. per in. 8—243 10—278 Call Table 10 Colly—III. Version 1. 36 x 15 1500 1 Stope 1. 1 Stope 1. 1 Stope 1. 1500
STEERING Type
TRANSMISSION Type
Gear Positions High with Steering Column Gearshift Lever PIRST SECOND HIGH REVERSE Ratio (to 1) 2.78 1.62 1.000 3.63
WHEELS AND TIRES Wheels
Fins—Size and Type 5 Hole, 5.5-inch Dia. Bott Circle Rims—Size and Type 16 4 4 4/K. Drop Center Tires—Standard Size—Front, Rear and Spare 6.00-16 4-ply rating

Tice-Standard Size-Front, Rear and Spare.

6.00-16 4-ply rating the Chassis Equipment, included as standard, in addition to thems specified above: Hood, Cowl and Dash Hood, Indiana Hood, Air Wing Ventilating
Windows in Doors
Fenders, Rear—on Pickup
and Panels (Splawh
Guards on Stake and
Platform) Speciometer
Water Temperature Gage
Oil Pressure Gage
Fuel Gage
Charge Indicator
Ash Roceptacle Ash Heceptacle Mirror, Rear View— Sun Visor — Left side in Luise on Pickup Cab — Sun Visor — Left side in Left. Outside. Short Mechanical Jack (1), ton Krim on Pacel Target Cab — Sun Visor — Left side in Left. Outside. Short Mechanical Jack (1), ton Krim on Pacel Target — Sun Visor — Left side in Luise — Left side in Luise

Rear Bumper / Panels

AVAILABLE EQUIPMENT AND ACCESSORIES

(at exten cost)

5-STAR EXTRA Cob. H.D. 3-speed transmission with 11" clutch, 4-speed transmission with 11° clutch, Tires, 5-6,00-16 6-p.r., 5-6,50-16 6-p.r. Rear bumper (standard on Panel). Oil filter, Heater and defraster: fresh air type, recirculating type. Windshield Wipers positive action (V-8), electric (Six). Heavy duty fan. Heavy duty radiator. Governors. Heavy duty springs (front and rear). Generator: 40 amp.; 60 amp. Heavy duty battery: 100 amp. hr., 120 amp. hr. Directional turn signal. Fire extinguisher, Locking gas tank cap Engine compartment lamp. Road lamp with brackets. Auxiliary seat (Panel). Spotlight with brocket. Reflector flores (3 in kit) with flags. Radiator grille guard. Radia. Rear view mirrors (outside type). Seat covers. Window vent shades. Sun visor (right hand). Windshield washer

NOW! See how low your truck running costs can go!

Now you can see how your running costs compare with the records of 5,500 operators who took part in the 50-million-mile Economy Run! See what size trucks run for least in any type of work! See how little Ford Trucks cost to run!



SEE THE "FINAL RESULTS BOOK" NOW AT YOUR FORD DEALER'S

These specifications were in effect at the time this faider was approved for printing. The Ford Division of the Ford Motor Company, whose palicy is one of continuous improvement, reserves the right, however, to discontinue models or change at any time, specifications, design or prices without natice and without incurring any obligation. Availability at equipment, accessories and trim is dependent on material supply conditions. 5-STAR EXTRA Cab at extra cast.

FORD Division of FORD MOTOR COMPANY . DEARBORN, MICHIGAN

FORD TRUCKING COSTS LESS BECAUSE FORD TRUCKS LAST LONGER!

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

FORM NO. 1944 LITHO, U.S.A.