

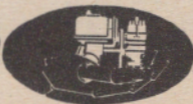
No Other Truck

**OFFERS THIS CHOICE OF
ECONOMICAL POWER**



NEW FORD TRUCKS for '51

feature POWER



PILOT

ECONOMY

95-H.P.
FORD TRUCK
SIX

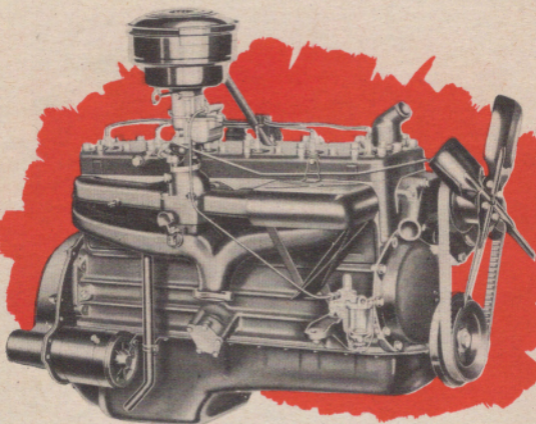


Displacement
—226 cu. in.

Torque—180 lbs.-ft. at
1,200 r.p.m.

Compression Ratio
—6.8 to 1

Available—Series F-1
through F-6 C.O.E.



The thrifty 95-h.p. Six brings you an unmatched combination of low-cost operation with top performance and reliability. New autothermic pistons with steel struts for controlled clearance, quieter operation, more power. New chrome-plated top piston ring for better performance, improved lubrication. Replaceable main bearings with heavier walls for longer life—selected-fit for closer tolerance. Molybdenum chrome alloy steel exhaust valve seat inserts reduce power loss, need fewer regrinds. High Turbulence combustion chambers for more power, greater economy. Stronger connecting rods. Sealed clutch housing.

100-H.P.
FORD TRUCK
V-8

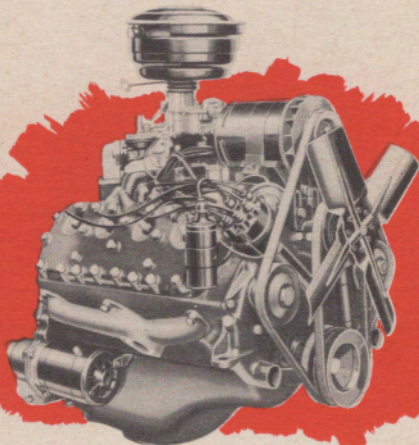


Displacement
—239 cu. in.

Torque—180 lbs.-ft. at
2,000 r.p.m.

Compression Ratio
—6.8 to 1

Available—Series F-1
through F-6 C.O.E.,
except Parcel Delivery



Smooth 8-cylinder power that hustles big loads through on schedule and gives more thrifty work-hours of reliable transportation. Packed with Ford "Step-Ahead" engineering advancements, such as new autothermic pistons for controlled clearance, more power . . . new chrome-plated top ring for better performance, improved lubrication, longer life . . . Series-Flow cooling with new water pumps for increased water circulation, more efficient cooling . . . engine-top setting of accessories for easier maintenance . . . short, fully counterbalanced crankshaft for smooth operation, long bearing life.

110-H.P.
FORD TRUCK
BIG SIX*



Displacement

—254 cu. in.

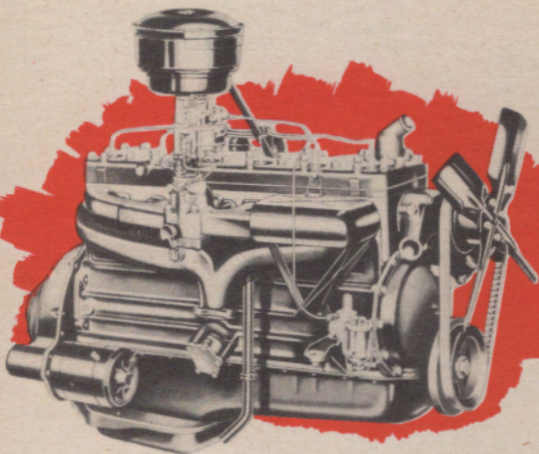
Torque—212 lbs.-ft. at
1,200 r.p.m.

Compression Ratio

—6.8 to 1

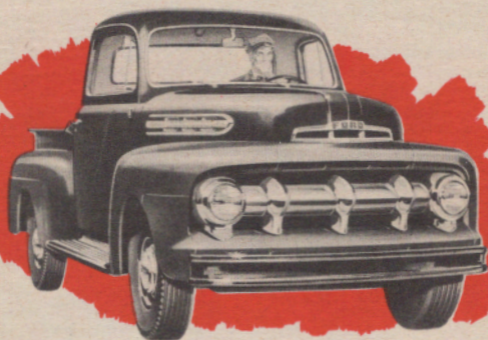
Available—Series F-6 and
F-6 C.O.E.

*106-h.p., 210 lbs.-ft. torque
for F-6 C.O.E.



The Ford Truck Big Six widens the range of power coverage in the heavy duty field. With 4-speed Synchro-Silent transmission, extra heavy duty 11-in. clutch and bigger driveshaft the 110-h.p. Six makes Ford F-6 the outstanding performer in the heavy duty field! High Turbulence combustion chambers for more power, more economy. High lift camshaft for quieter operation, increased torque. Free-turn exhaust valves for self cleaning, better seating. New auto-thermic pistons with chrome-plated top piston ring for oil-saving fit at all operating temperatures, better performance.

ONLY FORD TRUCKS GIVE YOU A CHOICE OF V-8 OR 6-CYLINDER ENGINE POWER



The great Ford Truck Economy line for '51 offers a choice of over 180 models from half-ton Pickups to 145-h.p. Big Jobs to fit your job and your budget more exactly! 12 Chassis series! 13 Wheelbases! Gross Vehicle Weight ratings range from 4,700 lbs. to 22,000 lbs.! Gross Train Weight ratings go up to 39,000 lbs.! Pickup, Panel, Express, Stake or Platform bodies! Choice of 2 new Ford Truck cabs—5-STAR and 5-STAR EXTRA—for more driver comfort, safety and convenience!

**CHOOSE FROM OVER
180 NEW FORD TRUCK
MODELS FOR '51**

145-H.P.
FORD TRUCK
V-8



THE MOST POWERFUL FORD TRUCK ENGINE EVER BUILT!

Displacement

—337 cu. in.

Torque—255 lbs.-ft. at
1,800 r.p.m.

Compression Ratio

—6.4 to 1

Available—Series F-7 and
F-8 Big Jobs

New High Lift **CAMSHAFT**
for increased engine torque,
quieter operation.

90-lb. fully counterbalanced
CRANKSHAFT for smoother
operation, longer bearing life.

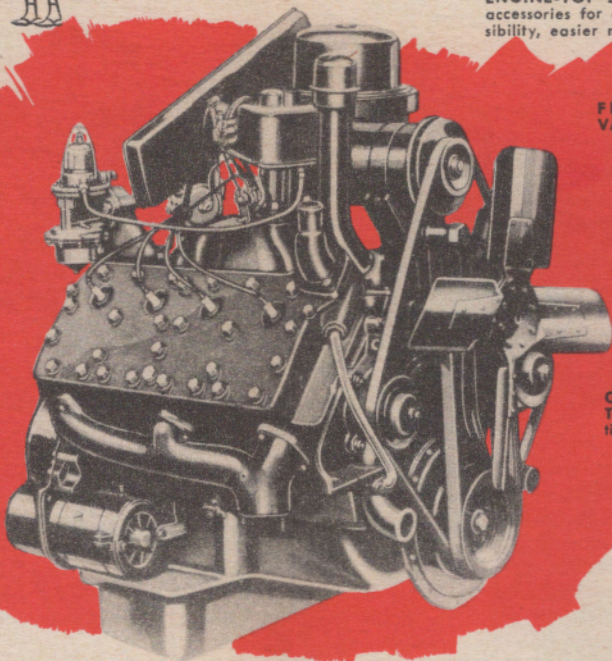
Improved **SERIES-FLOW**
COOLING with new thermo-
stats for positive, efficient cool-
ing. New increased capacity
radiator. New external water
by-pass tubes.

ENGINE-TOP SETTING of
accessories for quick acces-
sibility, easier maintenance.

FREE-TURN EXHAUST
VALVES for self cleaning,
better sealing.

**NEW AUTOHERMIC PIS-
TONS** for controlled piston-to-
wall clearance.

**CHROME-PLATED TOP PIS-
TON RING** for better lubrica-
tion, less cylinder bore wear,
longer life.



—Ford Trucking Costs Less because—

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

**OVER 180 NEW FORD TRUCK
MODELS FOR '51 feature**

POWER PILOT ECONOMY



**A Simpler, Fully-Proven Way of Getting
The Most Power from the Least Gas!**

● The 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 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 extra value—already proved on thousands of trucks in all kinds of service.

***Only Ford Trucks in the Low-Price
Field give you Power Pilot Economy***

King Motor Co.
Hesston, Kansas