• PLUMBERS • BUILDING CONTRACTORS •

FARMERS • HOUSEHOLD APPLIANCES • PRINTERS • OFFICE SUPPLIES

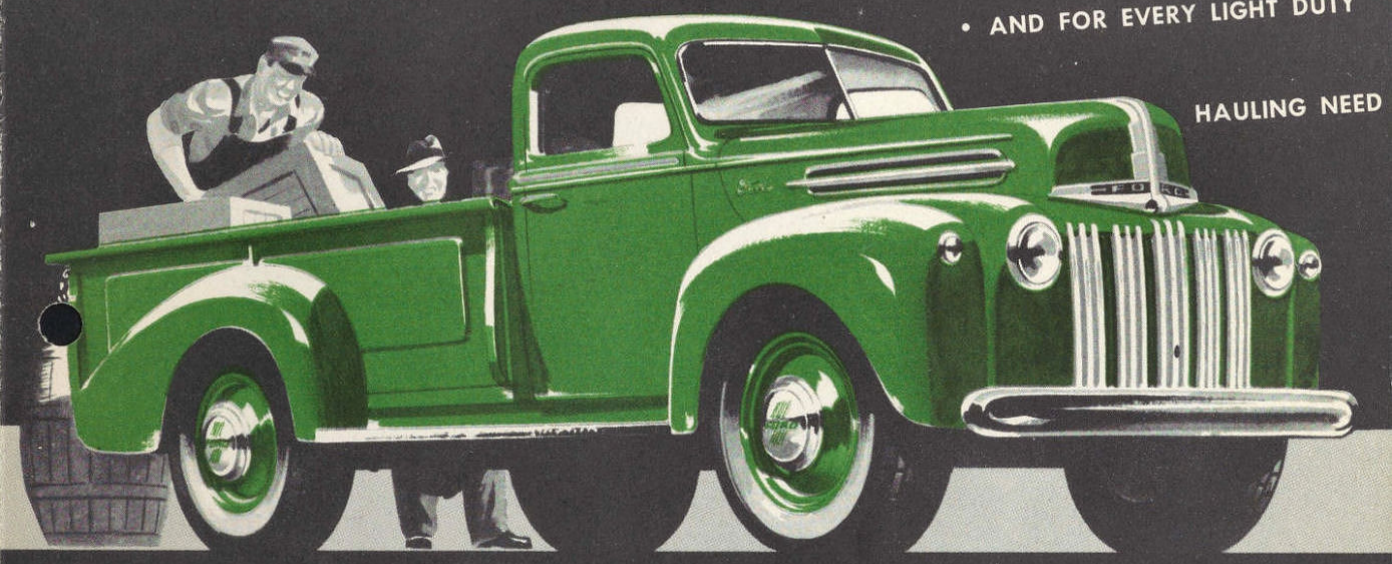
• HARDWARE DEALERS • HEATING CONTRACTORS • COAL AND WOOD •

RETAIL GROCERS • GAS AND OIL • CONSTRUCTION • MEAT MARKETS

• NEWSPAPER DELIVERY • BOTTLERS • LANDSCAPERS • ROOFERS •

GARAGES • BUILDING SUPPLIES • PAINTERS AND DECORATORS • UTILITIES

• AND FOR EVERY LIGHT DUTY HAULING NEED



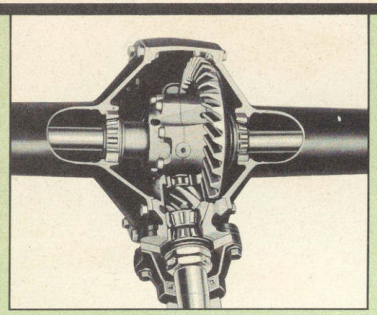
FORD *ALL-TRUCK*

Ford

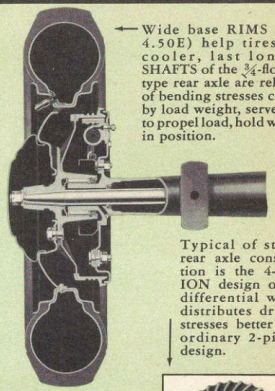
PICKUP

TRUCK-ENGINEERED • TRUCK-BUILT • BY TRUCK MEN

Truck-built for Greater Economy, Reliability and Endurance, Better Performance

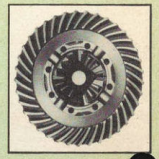


The Ford truck-type REAR AXLE has established a reputation for long life and freedom from repairs. Tough, manganese steel axle shafts are 1.13 inches in diameter. Drive pinion is STRADDLE-MOUNTED on roller bearings to keep it in perfect mesh with the ring gear, and prevent it from "walking away" from the ring gear under heavy load. Pinion front bearing is lubricated through opening near top of housing, with oil carried up by ring gear.

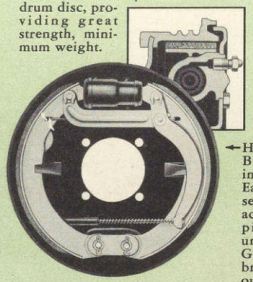


Wide base RIMS (4.50E) help tires run cooler, last longer. SHAFTS of the ¾-floating type rear axle are relieved of bending stresses caused by load weight, serve only to propel load, hold wheels in position.

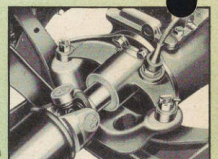
Typical of sturdy rear axle construction is the 4-PINION design of the differential which distributes driving stresses better than ordinary 2-pinion design.



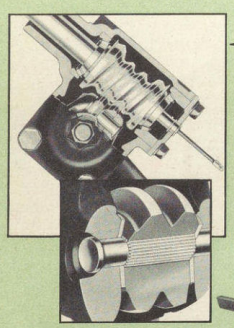
Ribbed BRAKE DRUMS have a cast iron surface fused to a steel drum disc, providing great strength, minimum weight.



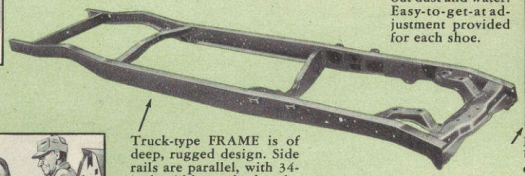
HYDRAULIC BRAKES are 12 inches in diameter. Each brake shoe is self-centering and actuated by its own piston for more uniform braking. Groove-sealed brake drums keep out dust and water. Easy-to-get-at adjustment provided for each shoe.



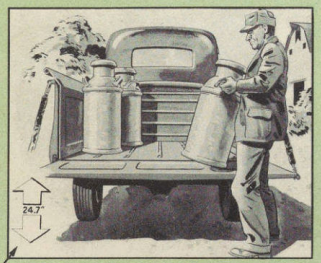
Long-wearing and service-free UNIVERSAL JOINTS at each end of the drive shaft are of highly efficient, needle-bearing type.



Rolling-action rather than sliding-action best describes how a Ford STEERING GEAR works. Decrease in friction achieved by mounting roller on needle-bearings reduces wear, makes steering easy. Both worm and sector shaft are adjustable.



Truck-type FRAME is of deep, rugged design. Side rails are parallel, with 34-inch width standard set by Society of Automotive Engineers.



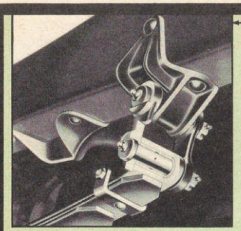
The Ford All-Truck Pickup features one of the lowest LOADING HEIGHTS in the light truck field. With 6.50/16 tires, and a rated capacity load, the floor of the Pickup is just 2 feet plus a fraction of an inch above road level. This road-hugging feature saves time and labor when loading or unloading.

FORD V-8 AND SIX ENGINE RPM FOR VARIOUS MILES PER HOUR IN HIGH GEAR

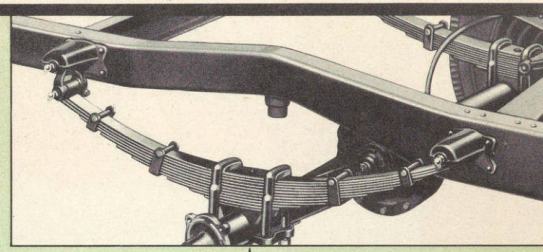
NOT A SINGLE ENGINE IN THE TRUCK BUSINESS TODAY . . . big engine or small, old or new . . . runs slower than either the Ford V-8 or Six at any given road speed, assuming that tire size, transmission and axle ratios are identical. The table at the right indicates that with any one of three axle ratios, engine speed of either V-8 or Six at 50 m.p.h. is conspicuously low. At "cruising" speeds of about 30 to 45 m.p.h. for the V-8 and 25 to 40 m.p.h. for the Six, the engines are operating at or near their respective maximum torque levels, and maximum fuel economy range; with the axle ratios indicated.

Miles per Hour	TIRE SIZE—6.50-16, 6-Ply		
	Axle Ratio 3.54 to 1	Axle Ratio 3.78 to 1	Axle Ratio 4.11 to 1
20	865	925	1005
30	1295	1385	1505
40	1730	1845	2005
50	2160	2305	2510
60	2590	2765	3010

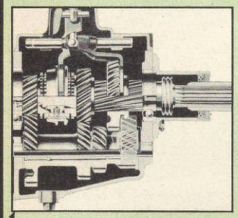
MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE



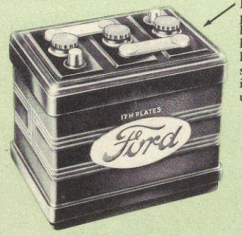
The Ford alloy steel in the 36-in., 8-leaf FRONT SPRINGS, has a tensile strength of 200,000 lbs. per sq. in. Length and thickness of leaves are graduated to give soft, easy ride with varying loads. Steel-backed, bronze-bushed shackle eyes and hardened steel pins, reduce wear, save on maintenance.



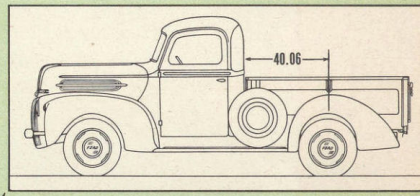
Long (45 inch) alloy steel REAR SPRINGS provide ample strength for full capacity loads, safe handling of fragile loads. Spring material has a tensile strength of 200,000 lbs. per sq. in. Spring brackets are securely riveted to frame at cross member locations for maximum strength. Spring seats are welded to axle housing. All six interchangeable shackle pins are held in position by clamping bolts.



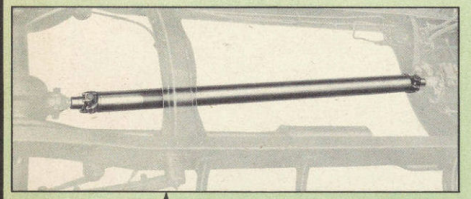
Gear shifting is quick, quiet and easy with the Ford truck-type 3-speed TRANSMISSION. Gears are wide contact, low-lash, helical type. Synchro-speed shifting collar facilitates quiet shifting.



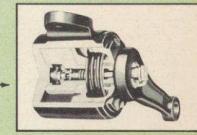
Heavy-duty 17-plate BATTERY has 120 ampere hour capacity for longer life in hard service, is conveniently located under the hood.



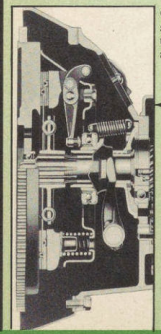
Compactness of Ford chassis design brings back of cab closer to the front axle, leaves more LOAD SPACE with good weight distribution. Society of Automotive Engineers recommends a 39-inch cab-to-axle dimension. Ford offers 40.06 inches on a 114-inch wheelbase.



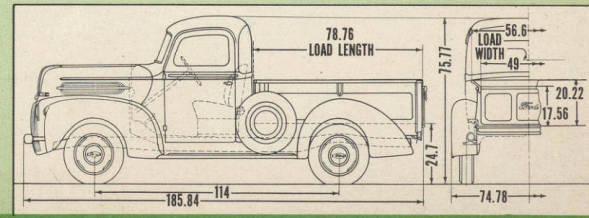
Open-type DRIVE LINE exposes propeller shaft, universal joints, etc., for easier inspection and maintenance, improves service accessibility to transmission and rear axle.



Hydraulic, double-acting SHOCK ABSORBERS are standard, front and rear. Adjustable to suit loading by means of special metering valve. Self-sealing type using synthetic rubber for long mileage between refills.

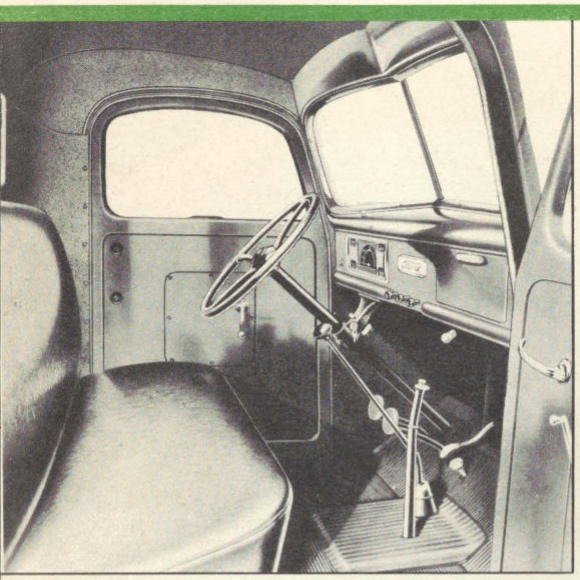


The 10-inch SEMI-CENTRIFUGAL CLUTCH delivers full engine torque smoothly with minimum pedal pressure for throw-out. Cushion disc construction prevents grabbing. Dampener springs between hub and disc counteract chatter. Pilot and throw-out ball bearings are prelubricated and sealed.



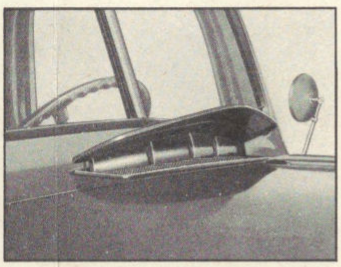
MORE TRUCK for YOUR MONEY in the FORD *ALL-TRUCK* PICKUP

Roomy, Durable Cab for Comfortable Driving

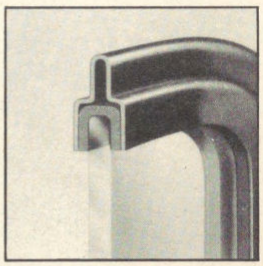


The Ford welded all-steel truck cab is comfortable, good looking and solidly built. Hardware is handsome, high quality truck-type. Instruments grouped for easy reading. Wide full doors mounted at front on forged steel hinges. Door windows weather-stripped at top and sides. Seat-back cushion hinged at top, allows two-inch adjustment at bottom. Seat cushion features mattress-type coil springs. Covering is washable, durable, coated fabric.

Large cowl VENTILATOR with insect screen is regulated by convenient lever which holds ventilator in any position. Rubber seal excludes water.

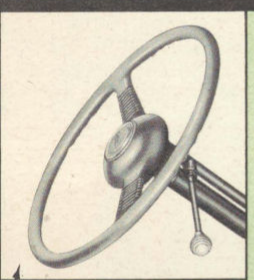


To help prevent breakage, edge of door glass is encased in a metal reinforcing FRAME.

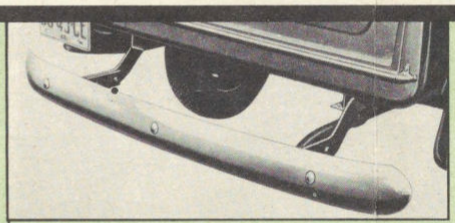


Ford Pickup Optional Equipment

Available at extra cost

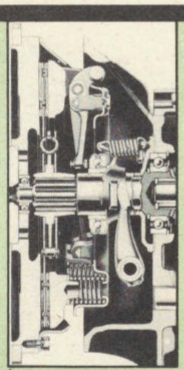


Passenger car type of steering post GEAR SHIFT LEVER is optional at extra cost in the Ford Pickup.

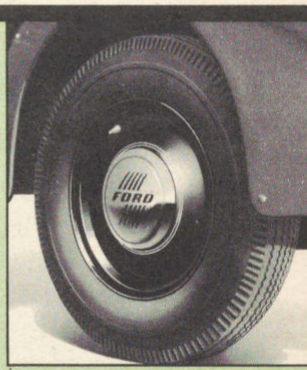


For protection of the Pickup in traffic and while parking, a REAR BUMPER is available as optional equipment.

GOVERNOR is available to guard against excessive engine and road speeds. Can be set within range of 1200 to 3000 r.p.m.

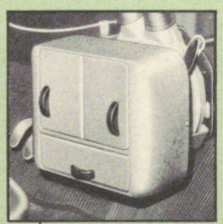


11-inch SEMI-CENTRIFUGAL CLUTCH is available with the optional 4-speed transmission. Divided flywheel housing facilitates servicing of clutch.

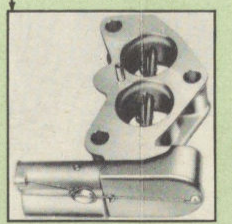


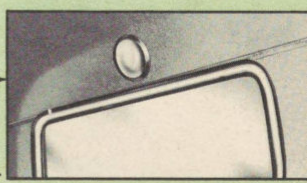
In operations over deep-rutted roads where extra road clearance is desired, optional 18-INCH WHEELS can be obtained for the Ford Pickup.

Right and left hand SUN VISORS are available for the Pickup cab.

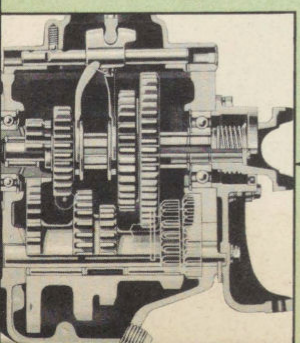


Hot water HEATER-DEFROSTER has direct heat flow for quick warm-up, and indirect heat flow for continuous driving.

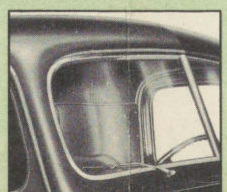




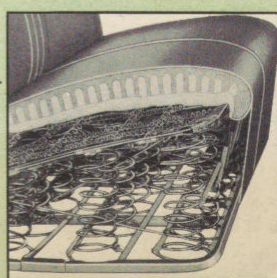
For the driver who must do his paperwork in the cab, a DOME LIGHT is a desirable convenience.



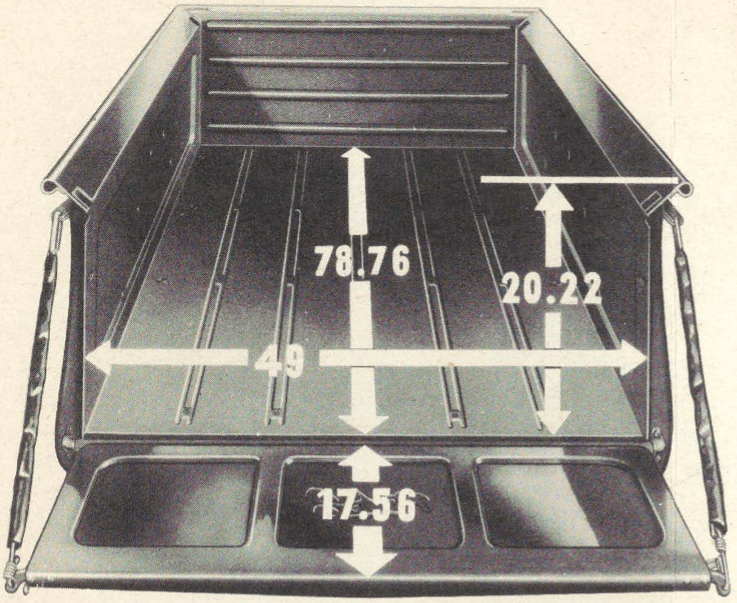
Optional 4-SPEED TRANSMISSION has greater gear reduction, offers increased performance-ability, for steep-grade, poor-road operations.



Right-hand WINDSHIELD WIPER is optional; left-hand wiper is standard.



DE LUXE SEAT CUSHION with thick, specially formed, foam rubber cushion pads. Seat and back cushions are covered with durable duck material.



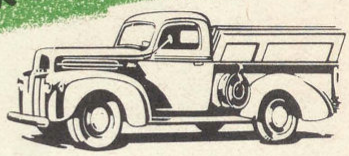
TWO CHICKEN CRATES WIDE

Average chicken crate is 24 in. wide; Pickup width is 49 in.

ALMOST MILK CAN HIGH

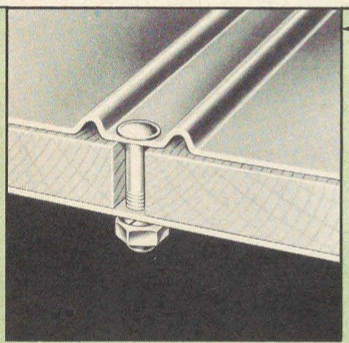
Average 10 gal. can is 23 in. high; Pickup height is 20.2 in.

DOOR HEIGHT LONG

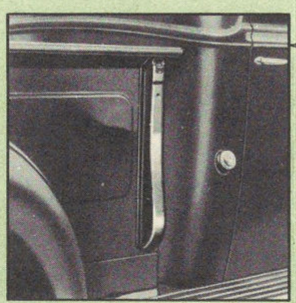


Doors average about 78 in. for height; Pickup is 78.76 in. long.

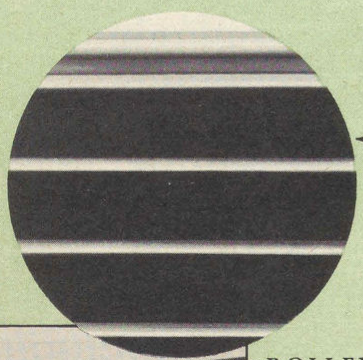
Features of the Ford Pickup Body



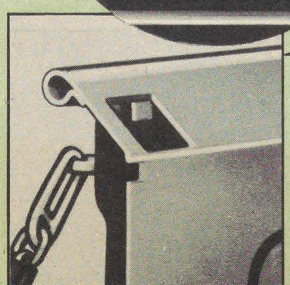
The Ford Pickup body has an ALL-STEEL floor featuring stamped-in skid strips. A hardwood sub-floor supports the steel floor, minimizes the chances of its being dented.



Husky, steel CORNER POSTS, featuring an arched lower section, make a strong contribution to the durability of the Pickup body.

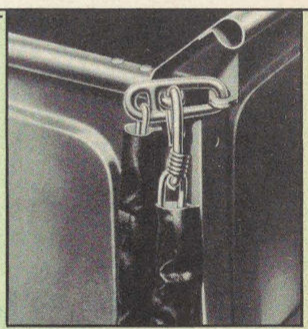


To give added strength and rigidity to the Ford Pickup body, wide horizontal REINFORCING RIBS are stamped into the heavy-gage front body panel.

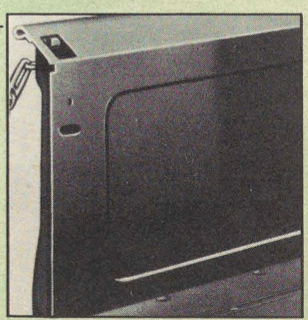


ROLLED-EDGE construction reinforces flare-boards, facilitates loading or unloading from sides. STAKE POCKETS permit mounting of uprights for special sides and tops.

Closed tailgate is held in place by anti-rattle DROP-CHAINS with forged steel locking links which clamp gate firmly to body sides. Tailgate may be lowered flush with floor, or swung all the way down.



Heavy-gage SIDE PANELS are stamped with a wide recess to reinforce body by increasing its rigidity, minimize the possibility of panel vibration and "drumming" noises.



Tailgate has a ROLLED EDGE, formed like a truss . . . large at center, tapering toward ends . . . to keep gate from buckling under load. Deep panels are stamped into gate for extra strength.

FORD *ALL TRUCK* PICKUP

SPECIFICATIONS

ENGINE	100 H.P. V-8	90 H.P. SIX
Bore	3.187 in.	3.300 in.
Stroke	3.75 in.	4.400 in.
Displacement	239 cu. in.	226 cu. in.
Brake Horsepower	100 @ 3800 rpm.	90 @ 3300 rpm.
Max. Torque	180 lbs.-ft. @ 2000 rpm.	180 lbs.-ft. @ 1200 rpm.
Comp. Ratio	6.75 to 1	6.70 to 1
Block	One-piece casting of Ford alloy iron.	
Cylinders	Precision micro-finish.	
Heads	Detachable, turbo-type high compression.	
Crankshaft	Counterbalanced, Ford cast alloy steel.	
Main Bearings	3	4
—area	38.955 sq. in.	38.349 sq. in.
Con. Rods	Steel forgings with replaceable bearings.	
—bearings	Floating, steel-cored Silvaloy	Locked-in steel-backed alloy
Pistons	Cam-ground aluminum alloy, 4 rings.	
Valves	Unit assembly, precision-set clearance.	
Inserts	Intake and Exhaust	Exhaust
Carburetor	Dual downdraft	Downdraft
Air Cleaner	Hat-type oil bath.*	
Ignition	Fully automatic spark advance.	
Lubrication	Full pressure to main, camshaft and connecting rod bearings. Renewable cartridge type oil filter.*	
—crankcase capacity	5 quarts	5 quarts
Cooling	Full-length water jackets, thermostatic temperature control, tubular radiator, pressure-valve cap, self-sealing pump(s).	
—water pumps	Two	One
Mounting	3-point, synthetic rubber cushion-type.	

CLUTCH—Semi-centrifugal, 10-in. Friction area 85.5 sq. in.

TRANSMISSION—Three-speed, all-helical gear type, with blocker-type synchronizers. Four-speed optional at extra cost.

UNIVERSAL JOINTS—Needle bearing—for long life.

FRAME—Truck-type. Width 34 in. Side members: depth 5.92 in., width 2.25 in., thickness 0.15 in.

REAR AXLE—Three-quarter-floating, with straddle-mounted pinion and four-pinion differential. Gear ratio: (with V-8) std. 3.54 to 1—opt. 3.78 to 1, 4.11 to 1; (with Six) std. 3.78 to 1—opt. 3.54 to 1, 4.11 to 1.

SPRINGS—Semi-elliptic. Front: 36 in. x 1.75 in. Rear: 45 in. x 2.00 in.; heavy brackets riveted to frame side rails.

SHOCK ABSORBERS—Four. Double-acting, adjustable hydraulic.

STEERING—Worm and needle bearing roller. Ratio 18.2 to 1.

BRAKES—Hydraulic. Independently anchored, self-centering, two-shoe type. 12 in. x 1.75 in. Lining area 162 sq. in. Cast iron braking surface fused to steel drum rings. Hand lever operates rear wheel brakes.

WHEELS—Five, 16-in. disc type. 4.50E rims.* Four 6.50-16, 6-ply tires.*

PICKUP BODY—Welded steel construction with reinforced side panels. Heavy corner posts welded to body sides. Four stake pockets for side boards or top. Flare-boards and front panel have reinforced, rolled edge. Tailgate strengthened with tapered truss-type rolled edge. Anti-rattle drop chains clamp tailgate tightly to body sides when closed or hold tailgate flush with floor when open. Full height reinforced front panel. Steel floor with integral skid strips and supporting hardwood sub-floor.

LOAD SPACE DIMENSIONS:—Length 78.76 in., width 49 in.; tailgate height 17.56 in.; floor to top of flare-board 20.22 in. Capacity 45 cu. ft.

TREAD—Front 58 inches. Rear 60 inches.

TURNING RADIUS—21.25 feet.

WHEELBASE—114 inches.

MAX. GROSS WEIGHT—4700 lbs.

TYPICAL EQUIPMENT—Includes front fenders, running boards and rear fenders; cowl ventilator; 19-gallon fuel tank in cab; spare wheel carrier; spare wheel and tire lock; front bumper; jack and tool kit.

Equipment starred (*) are items at extra cost. These items are currently contained on Light Duty chassis in production and included in the 1946 retail list price, although allowances for omission of any of this equipment will be quoted on request. (The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.)

FORD MOTOR COMPANY

DEARBORN, MICHIGAN

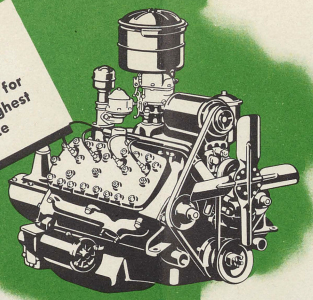
FORD TRUCKS

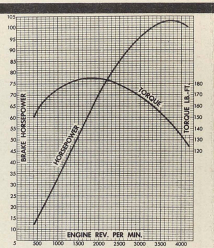
FORM NO. 7062 7-46

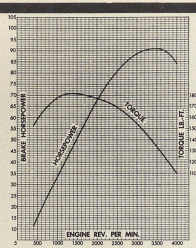
LITHO IN U.S.A.

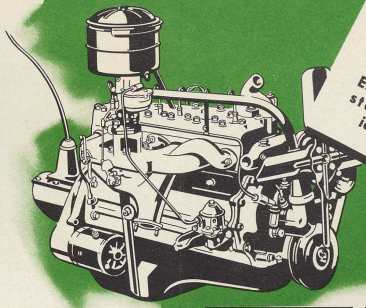
Two Great Economy-proved Engines to Choose from

100 H.P. FORD V-8
Power and speed for operation in toughest truck service



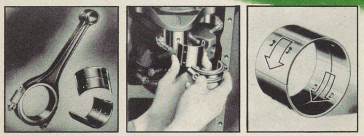






90 H.P. FORD SIX
Excels in economical stop-go work and idling operation

Ford makes available . . . TWO kinds of engine performance, ONE high standard of quality . . . in offering a choice of two truck engines. The 100 H.P. Ford V-8 has plenty of the right kind of power for the very toughest truck assignments. The 90 H.P. Ford Six, with ample power for most truck work, is excellent in stop-go service and in idling operation. Features (not illustrated on this page) common to both engines are: micro-finish cylinder walls, removable precision-type main bearings, aluminum timing gear, crankcase ventilation, synthetic rubber engine mounts, self-sealing-type water pumps.

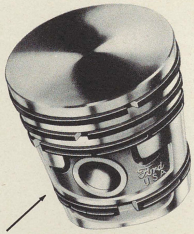


DOUBLE-DUTY SILVALOY CONNECTING ROD BEARINGS

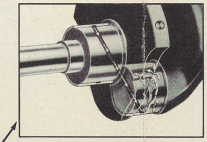
Last 2½ to 3 times longer because of Silvaloy material.

Replace easily because design is precision-type.

"Float" because both sides of shell act as a bearing.

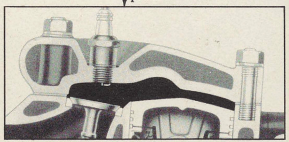


Aluminum PISTONS for V-8 and Six are cam-ground for good fit at operating temperatures. Two piston rings for compression; two for oil control.

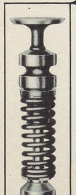


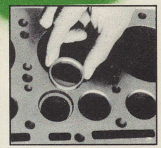
Connecting rod bearings as well as main bearings are PRESSURE lubricated through drilled holes in the crankshaft.

Combustion chambers for V-8 and Six are TURBO-CONTOURED to create high turbulence, promote efficient combustion at high compression levels without "spark knock" while using standard non-premium fuels.

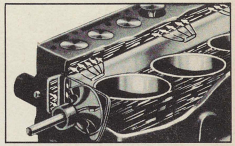


Chrome alloy steel VALVES with shot-blasted valve springs are precision set for clearance, require no adjustment.

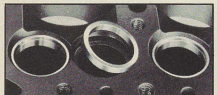




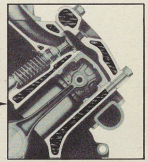
Exhaust valve seat INSERTS (Six) prevent power loss, reduce wear and need for re-grinding.



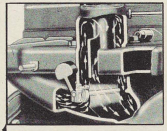
GUSHER-COOLING of exhaust valve seats is provided in Ford Six by rustless steel water distributing tube which directs coolest water against valve ports.



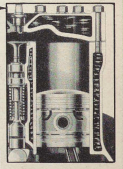
Alloy steel INSERTS used for V-8 intake and exhaust valve seats; reduce need for regrinding.



WATER JACKETS in V-8 are full-length plus; help cool crankcase in summer, warm it in winter.

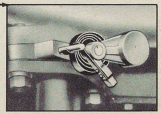


Thermostatic VALVE (Six) regulates intake manifold temperature, speeds vaporization, improves economy.

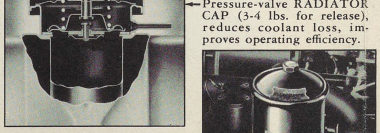


Full-length WATER JACKETS in the Six completely surround each cylinder barrel, give more uniform cooling of walls.

DISTRIBUTOR is water-sealed, air-cooled, short-proof, trouble-free. Two sets of points open and close circuit.

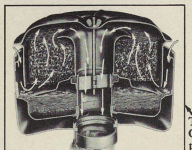


Thermostatic VALVE regulates intake manifold temperature, speeds vaporization, improves fuel economy.

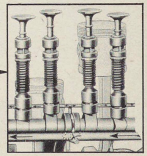


Pressure-valve RADIATOR CAP (3-4 lbs. for release), reduces coolant loss, improves operating efficiency.

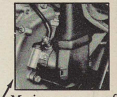
Of renewable cartridge type, OIL FILTER cleans oil supply, reduces engine wear.



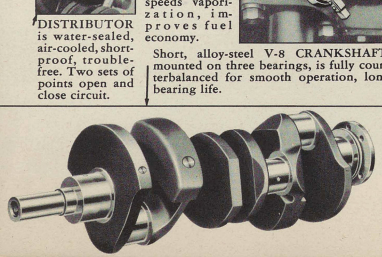
The V-8 and Six oil bath AIR CLEANER removes dirt, prevents undue wear.



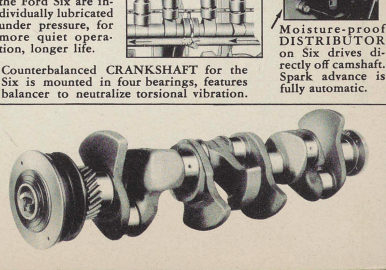
Valve TAPPETS in the Ford Six are individually lubricated under pressure, for more quiet operation, longer life.



Moisture-proof DISTRIBUTOR on Six drives directly off camshaft. Spark advance is fully automatic.



Short, alloy-steel V-8 CRANKSHAFT, mounted on three bearings, is fully counterbalanced for smooth operation, long bearing life.



Counterbalanced CRANKSHAFT for the Six is mounted in four bearings, features balancer to neutralize torsional vibration.

PARTS EXCHANGE PLAN

Thousands of truck operators use the Dealer Engine and Parts Exchange Plan to replace worn units with reconditioned units for less than it would cost to have them repaired or overhauled. These typical exchange items can be quickly installed:

SHOCK ABSORBER • GENERATOR ARMATURE • BRAKE SHOE • CLUTCH DISC ASSEMBLY • CLUTCH PRESSURE PLATE ASSEMBLY • CARBURETOR • DISTRIBUTOR • ENGINE • CYLINDER HEADS INCLUDING FUEL PUMP

Saves You Time • Saves You Money