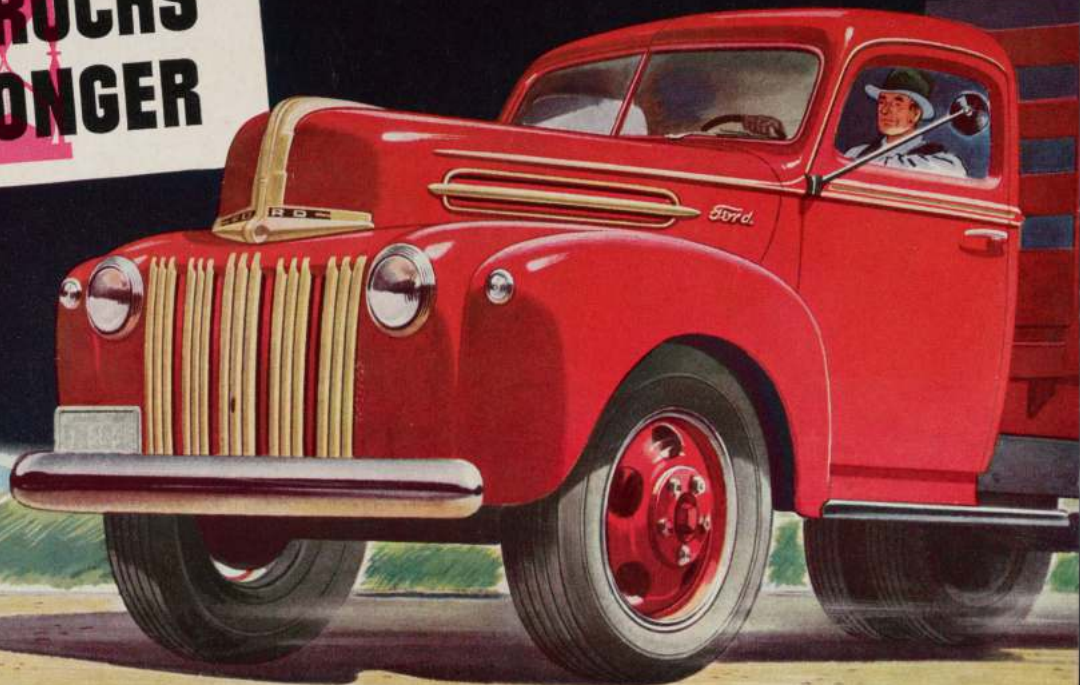


# The New **FORD TRUCKS**

*Registrations Show it...Operators Know It!*

**FORD TRUCKS  
LAST LONGER**





# MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE!



When you buy a truck, no matter what you haul, you naturally want that truck to operate at the lowest possible cost and give the longest possible life.

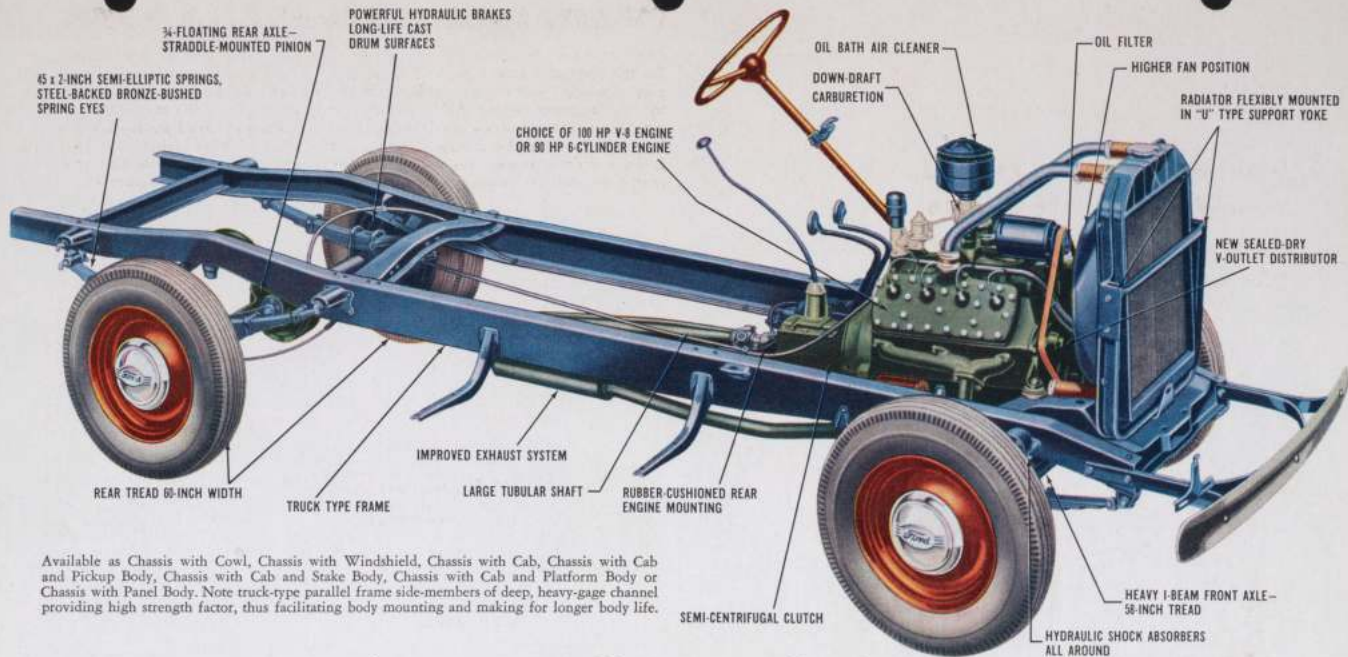
That's why the fact that *there are more Ford Trucks in use today than any other make* means so much.

You can safely take it for granted that the owners of these Ford Trucks bought them because they felt sure that Ford endurance, operating economy, low-cost maintenance and universal service facilities combine to make Ford Trucks a splendid investment.

**FORD TRUCKS LAST LONGER!** That's *proved*, by latest available registration figures. Seven out of every 11 Ford Trucks built since 1928 are still on the job!

Since endurance is certainly one of the best proofs of engineering excellence, why not buy on that basis? Choose Ford Trucks. You will find the new Ford Trucks the finest commercial vehicles that ever bore the famous Ford name.





Available as Chassis with Cowl, Chassis with Windshield, Chassis with Cab, Chassis with Cab and Pickup Body, Chassis with Cab and Stake Body, Chassis with Cab and Platform Body or Chassis with Panel Body. Note truck-type parallel frame side-members of deep, heavy-gage channel providing high strength factor, thus facilitating body mounting and making for longer body life.

## The New Half-Ton Truck Chassis

### 114-INCH WHEELBASE—4,700 LBS. G.V.W.

#### BRIEF SPECIFICATIONS:

**ENGINE** • 100 H.P. V-8 or 90 H.P. Six.  
**CLUTCH** • Semi-centrifugal type. Diameter 10 in. Total frictional area 83.5 sq. in. Heavy duty 11-inch clutch optional at extra cost (with four-speed transmission).  
**TRANSMISSION** • Three forward speeds. Roller and ball bearings in all forward speeds. Blocker-type synchronizers. All helical, silent-type gears. Four-speed transmission optional at extra cost.  
**UNIVERSAL JOINTS** • Highly efficient needle bearing type—for long life in severe service.  
**FRAME** • Truck-type pressed steel channel.

Frame width 34 in. Side members: depth 5.92 in., width 2.25 in., thickness 0.15 in.

**FRONT AXLE** • Heat-treated alloy steel forgings.

**REAR AXLE** • Three-quarter-floating type. Spiral bevel gear drive with straddle-mounted pinion. Four-pinion type differential. Gear ratio: (with V-8) st'd 3.54 to 1—opt. 3.78 to 1; 4.11 to 1; (with Six) st'd 3.78 to 1—opt. 3.54 to 1, 4.11 to 1.

**SPRINGS** • Semi-elliptic. Special alloy steel. Front: length 36 in., width 1.75 in. Rear: length 45 in., width 2.00 in. Hardened steel pins and steel-backed bronze bushings.

**SHOCK ABSORBERS** • Four. Double-acting, adjustable hydraulic.

**STEERING** • Worm and needle bearing roller type. Ratio 18.2 to 1. Wheel diam. 17 inches.

**BRAKES** • Hydraulic. Independently anchored; self-centering, two-shoe type, 12 in. x 1.75 in., front and rear. Lining area 162 sq. in. Brake drums with cast iron braking surfaces fused to pressed steel drum rings. Hand lever operates rear wheel brakes.

**WHEELS** • Five. Disc type. 16-in. diameter, 4.50-in. rims.\*

**TIRES** • Four. 6.50-16, 6-ply.\*

**DIMENSIONS** • Back of cab to C/L rear axle, 40.06 inches; to end of frame, 75.87 inches.

**TREAD** • Front 58 inches. Rear 60 inches.

**TURNING RADIUS** • 21.25 feet.

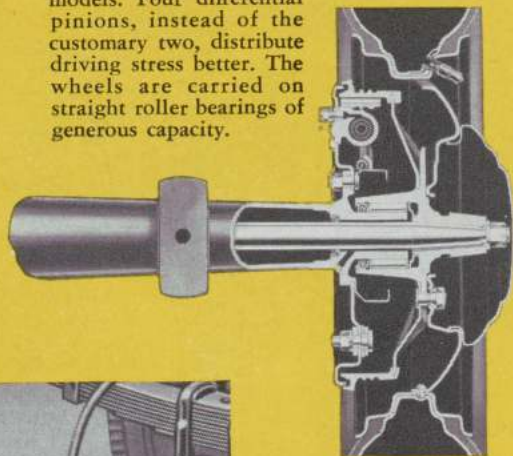
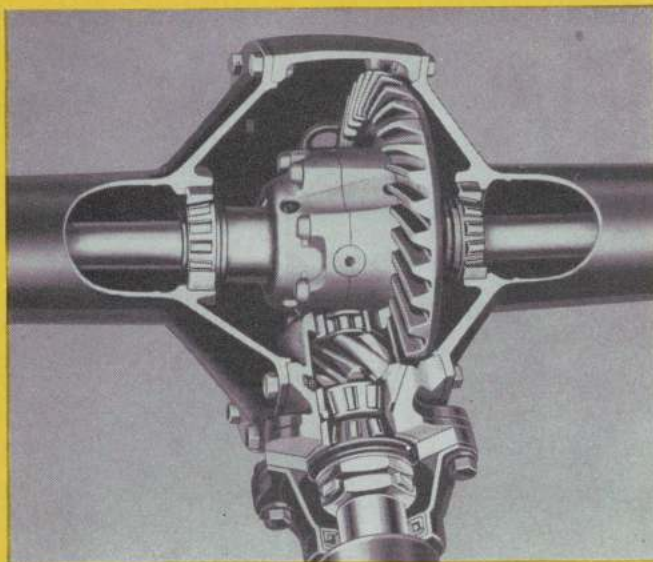
**TYPICAL EQUIPMENT** • Includes front fenders and running boards on all 1/2-ton chassis; rear fenders included on Pickup and Panel; double-acting shock absorbers, front and rear; cowl ventilator; 19-gallon fuel tank in cab, 17-gallon in-frame fuel tank with Panel; spare wheel carrier; spare wheel and tire lock; front bumper; rear bumper and metal spare tire cover on Panel; jack and tool kit.



# HALF-TON TRUCK CHASSIS FEATURES

## EXTRA-STURDY AXLE IS 3/4-FLOATING TYPE

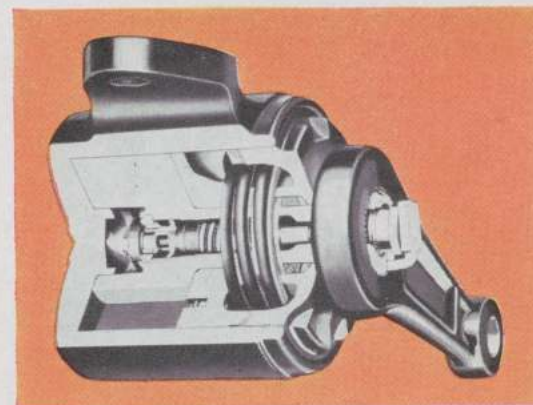
Ford Light Duty Trucks have the Ford 3/4-floating rear axle, in which the axle shafts carry no load. Note the "straddle-mounting" of the main drive shaft pinion, on *three* large roller bearings—a long-life feature found elsewhere only in larger, costlier models. Four differential pinions, instead of the customary two, distribute driving stress better. The wheels are carried on straight roller bearings of generous capacity.



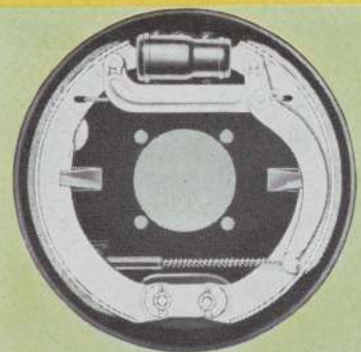
Load is transferred to the frame evenly at all four spring brackets, the alloy steel semi-elliptic springs also serving as transmitting and cushioning members which conduct driving and braking forces to the frame. This enhances efficiency and simplifies servicing.

## TRUCK-ENGINEERED CONSTRUCTION

These light duty Ford units are true trucks in every sense of the word. They are *truck-engineered*, through and through, for the fast and efficient transportation of half-ton payloads, just as the larger, heavy duty Ford Trucks are designed and conservatively rated for *their* loads, which run up to as much as ten thousand pounds with body and equipment. Your choice of a Ford Truck is backed by the judgment of the largest single group of truck operators in existence. Their preference is based solidly on Ford ruggedness, reliability and economy.



Hydraulic, double-acting shock absorbers are standard equipment, front and rear. Adjustable to suit loading. Self-sealing type using synthetic rubber for long mileage between refills. Accurate metered adjustment.

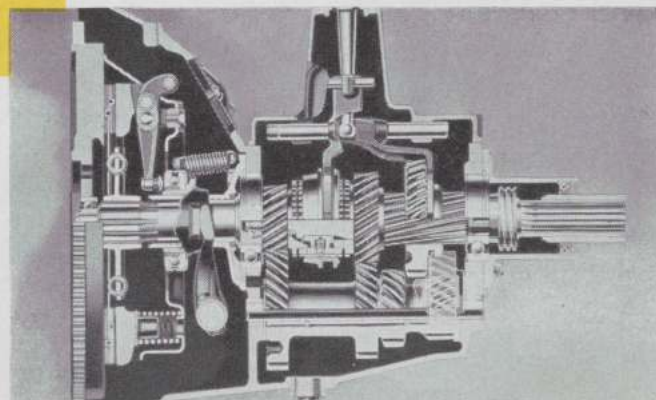


Hydraulic brakes are the independently anchored, self-centering, two-shoe type. Front and rear brakes are 12 inches in diameter. Brake shoes are 1.75 inches wide. Brake lining area is 162 sq. in.; drum area 264 sq. in. Of normally energized design, they assure safe, straight stops.



*At Left*—The 10-inch semi-centrifugal clutch used in Ford Light Duty units is of more than adequate capacity to transmit full engine torque in severest service, yet operates with low pedal pressure. The ball throw-out and pilot bearings are pre-lubricated, sealed, trouble-free.

*At Right*—The 3-speed transmission is long-lived, rugged, with wide-faced, quiet-running helical gears. Blocker type synchronizers facilitate easy, silent shifting. 4-speed type is optional at extra cost.





# THERE ARE 32 BASIC ADVANCEMENTS

## IN TODAY'S

# NEW FORD TRUCKS

### MORE THAN 100 MODELS!

• The mere fact that a truck is *rated* for a job *something* like yours, doesn't necessarily make it the truck you want. Ford provides more than 100 different standard Ford factory chassis and body combinations, which cover more than 95 per cent of all truck jobs. In addition, there are many hundreds of *special-purpose* bodies, hoists, multiple-axle and multiple-drive units available for Ford Trucks from outside sources through Ford Dealers.

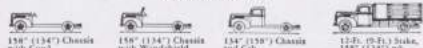
#### HALF-TON MODELS



#### TONNER MODELS



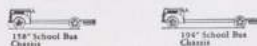
#### 1 1/2-TON MODELS



#### 2-TON MODELS



#### SCHOOL BUS CHASSIS



### THE 100 HP V-8 ENGINE

1. New aluminum alloy cam-ground pistons with 4 rings each—for improved oil control.
2. New steel-cored SILVALOY connecting rod bearings—provide 2½ to 3 times longer life.
3. Larger capacity oil pump—for improved lubrication and longer bearing life.
4. Improved rear main bearing oil seal—for added oil economy.
5. Oil filter, renewable cartridge type—to keep oil clean and reduce engine wear.
6. Removable plate at bottom of oil pan—for easy access to clean oil pump screen. †
7. Balanced carburetion—for increased fuel economy and better performance.
8. Latest type self-washing oil bath air cleaner—keeps out destructive dirt, thus prolonging engine life.
9. Thermostatically controlled exhaust by-pass valve regulates intake manifold temperature—for better fuel vaporization and economy.
10. Intake manifold—improved design for easy vacuum line connections.
11. New sealed-dry, V-outlet distributor—water-sealed, short-proof, air-cooled, trouble-free. Streamline-molded of high dielectric bakelite.
12. Neoprene-coated high-tension spark plug leads protected by heavy ozone-resistant plastic jackets—for longer life.
13. Precision-machined aluminum timing gear—for longer life and silent operation.
14. Valve springs shot-braked and rust-proofed—for longer life.
15. New stronger piston pins—for longer life.
16. New-design interchangeable cylinder heads—for simpler, lower-cost servicing.
17. More efficient exhaust valve cooling—for longer valve and cylinder block life.

18. High-efficiency fan—for better cooling.
19. Pressure-valve radiator cap—to prevent loss of coolant and improve engine efficiency.
20. Cushion-type synthetic rubber engine mounts with new design front cups—for longer life.
21. Divided flywheel housing—provides easier servicing of 11-inch clutch. †

### THE CHASSIS

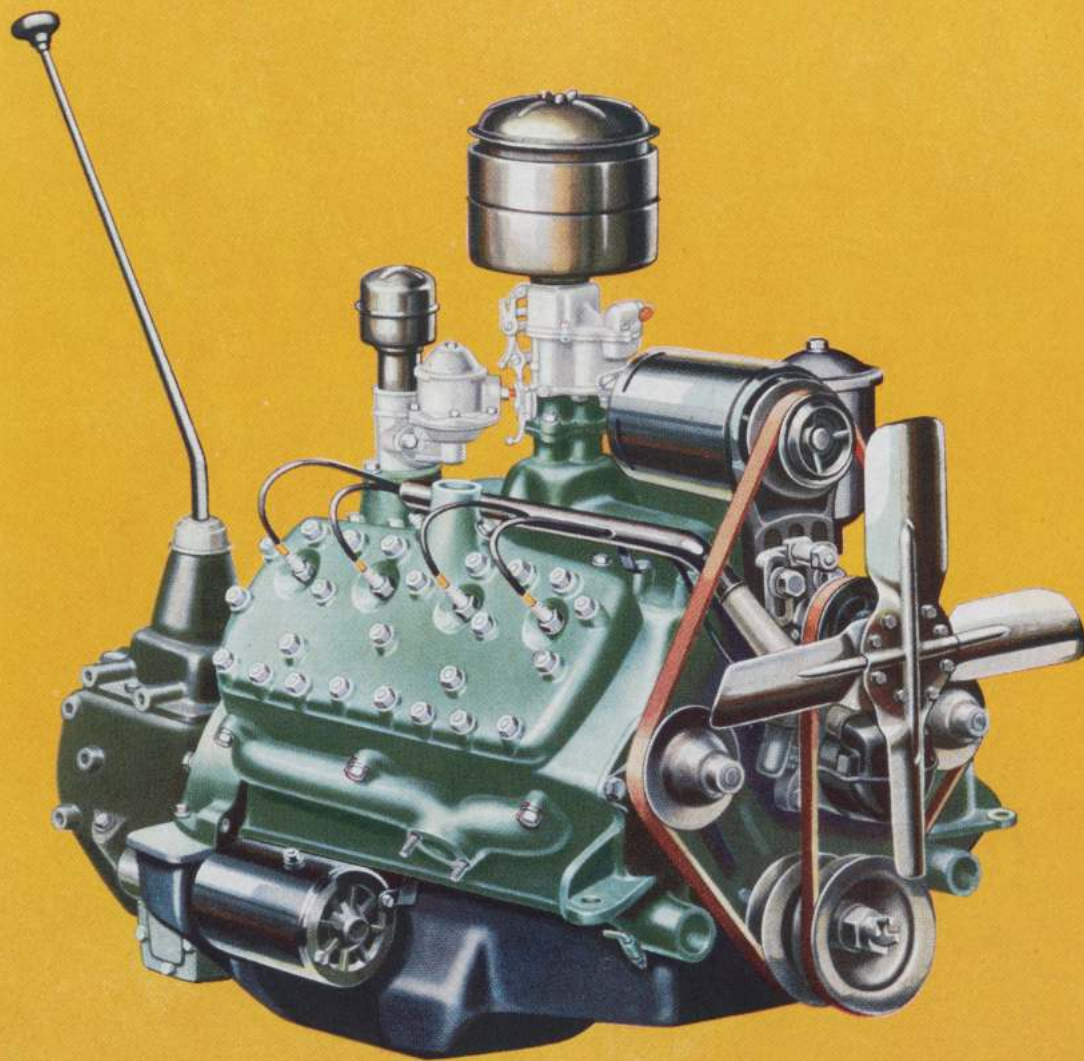
22. Larger clutch in Tonner truck, 44.7% increase in friction area—for longer life.
23. Four-speed transmission now standard in Tonner—of heavy duty design for better performance ability and longer life.
24. Four-speed transmission internal spring reverse lock—eliminates latch on shift lever.
25. New-design transmission main shaft splines—to provide positive gear mesh under load.
26. Thrust washers added at ends of four-speed transmission countershaft gear cluster—for longer life.
27. Larger tires and wider rims on all chassis—for full carrying capacity, longer tire life and simplified servicing.
28. Two-speed axle with vacuum shift—for easier control on 2-ton models, permitting pre-selection of gear ratio.
29. Vacuum power braking—on 2-ton, for easier, safer stops.
30. Additional steel channel reinforcement of rear cab sill—for greater stability and longer cab life.
31. Cab door glass mounted in metal frame—for greater strength to prevent glass breakage.
32. Larger, adjustable-arm rear-view mirror—for increased visibility and safety.

† Standard on Tonner and Heavy Duty units. Optional at extra cost on lighter units.

EQUIPMENT ITEMS STARRED (\*) IN SPECIFICATIONS ON FOLLOWING PAGES ARE AT EXTRA COST. THESE ITEMS ARE CURRENTLY CONTAINED IN TRUCK CHASSIS IN PRODUCTION AND INCLUDED IN RETAIL LIST PRICES. 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.



# The Famous **100 H.P. FORD V-8 ENGINE...**



The most thoroughly service-proved truck engine  
in existence

There is no truck engine like the Ford V-8 . . . nor is there a truck engine of any description with such a sound service record. Year after year, new betterments have been engineered into it, to provide new economy, reliability, power and smoothness. Operators of single Ford Trucks and big fleets alike—thousands on thousands of them—know from their own experience how well the power, endurance, economy, simplicity and reliability of the Ford V-8 measure up to the toughest truck jobs.

## V-8 ENGINE SPECIFICATIONS

**100 HORSEPOWER** • Bore 3.187 inches. Stroke 3.75 inches. Piston displacement 239 cu. in. Brake horsepower 100 at 3800 rpm. Torque 180 lbs-ft at 2000 rpm. Taxable horsepower rating 32.5.

**ENGINE BLOCK** • Ford cast alloy iron. Cylinders and crankcase integrally cast. Full-length water jackets. Precision micro-finish cylinders. Heads interchangeable, right and left.

**CRANKSHAFT** • Cast alloy steel. Fully counter-balanced, integral counter-weights. Weight: 69.2 pounds. Three main bearings. Main bearing surface area: 38,955 sq. in.

**CONNECTING RODS** • Alloy steel forgings. Mounted side-by-side in pairs on new Ford steel-cored Silvaloy bearings of floating type, for greater strength and longer life under severe operating conditions. Bronze piston pin bushings.

**PISTONS** • Lightweight cam-ground aluminum alloy pistons with four rings each. Floating-type piston pins with bearing surfaces in both rod and piston.

**CAMSHAFT** • Wear-resisting, special cast alloy iron. Three steel-backed babbitt bearings. Aluminum timing gear—long-lived, quiet.

**VALVES** • All intake and exhaust valves are special heat-resisting alloy steel. Mushroom-end valve stems. Lightweight, one-piece welded steel valve lifters. Valves are precision-set. Valve springs shot-blasted, rust-proofed for long life.

**VALVE SEAT INSERTS** • Hard alloy steel for all intake and exhaust valves.

**ENGINE LUBRICATION** • Direct pressure oiling to all main, connecting rod and camshaft bearings; also to timing gears. New rear main bearing oil seal. Larger capacity oil pump. Replaceable cartridge filter.\* Crankcase capacity, 5 quarts.

**CRANKCASE VENTILATION** • Directed-flow through crankcase.

**COOLING** • Two centrifugal water pumps, self-sealing and self-lubricating type. Thermostatic temperature control.

**FUEL SYSTEM** • Dual down-draft carburetor with duplex-intake manifold. Automatic control of intake manifold temperature. Oil bath air cleaner.\* Mechanical fuel pump.

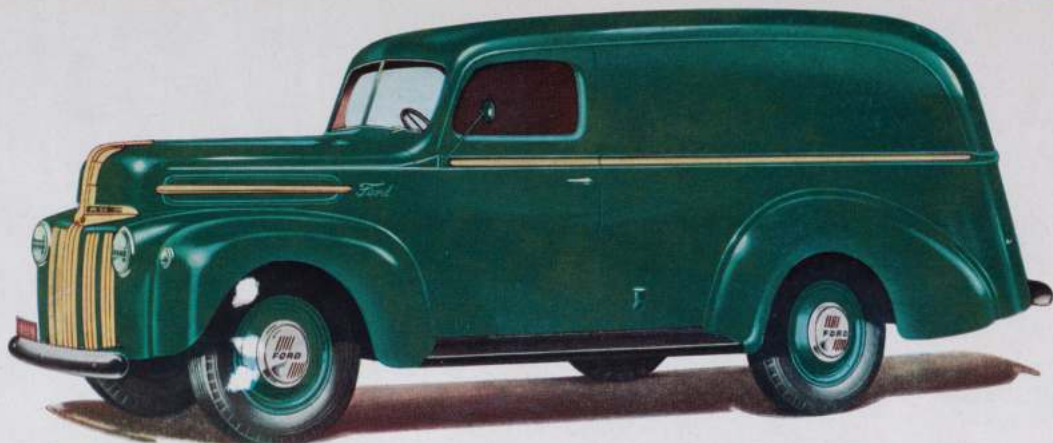
**IGNITION** • Direct-driven distributor. Coil in waterproof housing. Fully automatic spark advance with vacuum-controlled centrifugal governor.

**BATTERY** • 17-plate, 120-ampere-hour capacity.

*\*(See footnote on page 3)*

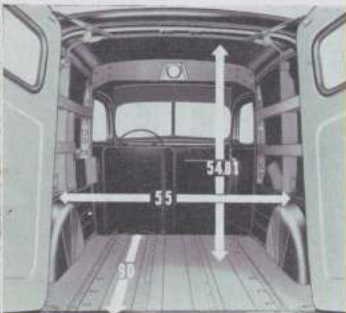


# THE FORD HALF-TON WITH 7½-FT. PANEL BODY



The Half-ton Panel combines attractive appearance with initial low cost and lasting economy of operation. Florists, cleaners and

dyers, department stores, bakers, grocers, laundries and operators in many other vocations find it an ideal unit, efficient and reliable.

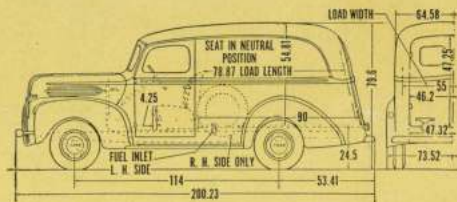


Interior of the 7½-ft. Panel. Note the generous loading space totaling 138 cubic feet. Merchandise is fully protected from weather by tongue-and-groove flooring, soft rubber door seals and double sealing of panel sides at floor with felt and rubber. Steel skid strips, interior light standard.

Here is a panel body that is reinforced, all-steel construction with side panels, roof rail and steel top panels shaped and welded together for rigidity and high strength. The double rear doors are hinged to a welded one-piece channel steel door frame, to maintain permanent door alignment. Each rear door is equipped with a durable two-position door check (right) which holds the door at 90° or fully open.



Real driver comfort is another of the many outstanding features of the Ford panel unit. Besides plenty of leg room and head room, wide doors and good visibility, the deep-cushioned seat is easily adjustable (right) to the extent of 4¼ inches. Right hand passenger seat to match driver's seat is an available option.

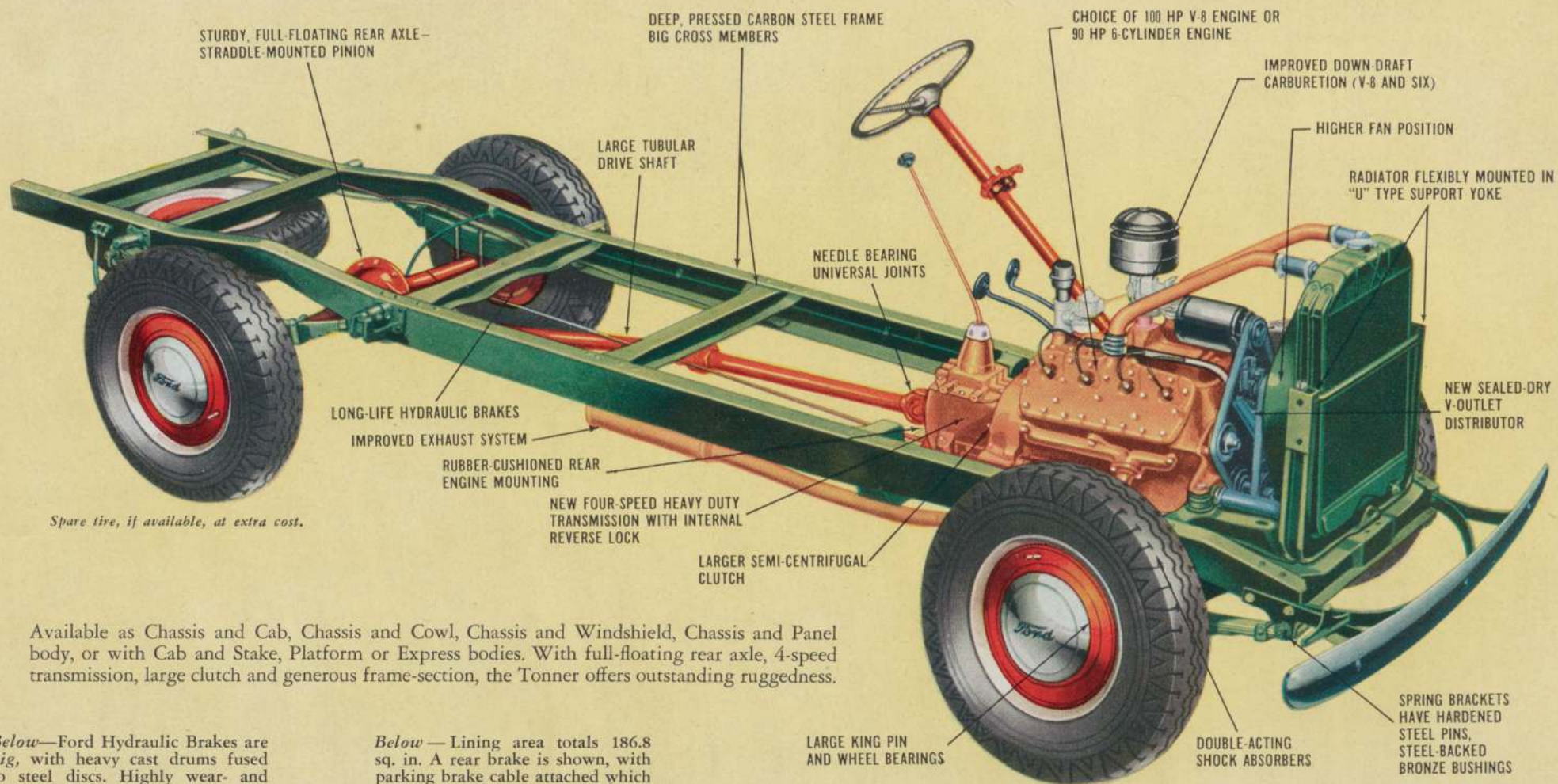


Rear bumper—as well as front bumper—of the attractive spring-bar type, is standard on the Ford 7½-ft. Panel, affording the protection which is necessary in making deliveries in congested city areas.





# FORD TONNER - AMERICA'S "NUMBER-ONE ONE-TON" VALUE



Spare tire, if available, at extra cost.

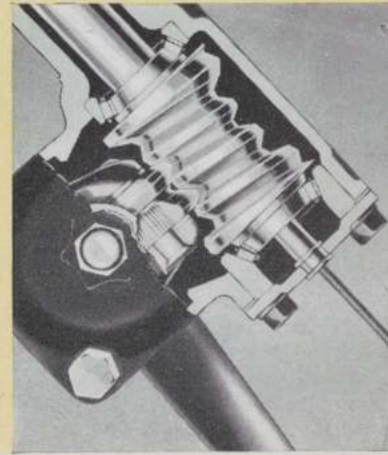
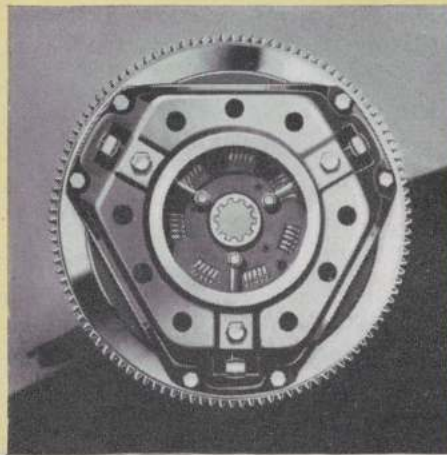
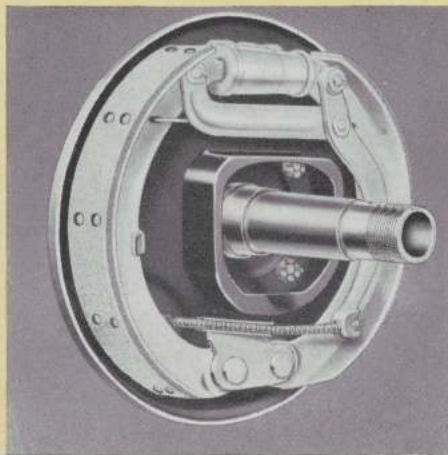
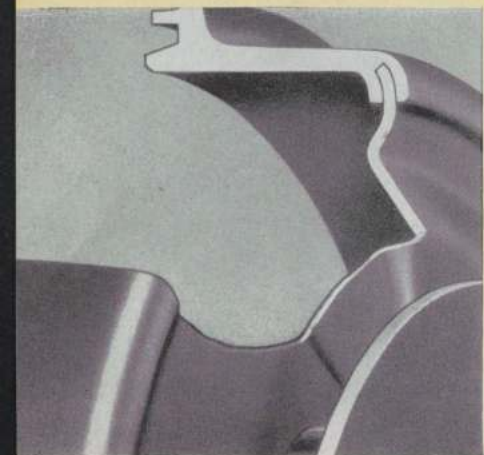
Available as Chassis and Cab, Chassis and Cowl, Chassis and Windshield, Chassis and Panel body, or with Cab and Stake, Platform or Express bodies. With full-floating rear axle, 4-speed transmission, large clutch and generous frame-section, the Tonner offers outstanding ruggedness.

*Below*—Ford Hydraulic Brakes are big, with heavy cast drums fused to steel discs. Highly wear- and score-resistant and non-warping.

*Below*—Lining area totals 186.8 sq. in. A rear brake is shown, with parking brake cable attached which mechanically operates both shoes.

*Left*—Extra-capacity, semi-centrifugal clutch, long-lived, easy in action. Grip automatically increases with engine speed, eliminating slip, yet low pedal pressure is provided.

*Right*—Ford worm-and-roller steering, famous for ease and safety. Friction minimized by needle bearing on roller and tapered roller bearings on worm.





## SPECIFICATIONS

### The Ford One-Ton Chassis

122-inch Wheelbase

6,600 Lbs. G.V.W.

**ENGINE** • 100 H.P. V-8 or 90 H.P. Six.

**CLUTCH** • Semi-centrifugal type. Diameter 11 in. Total frictional area 125.7 sq. in.

**TRANSMISSION** • Four forward speeds. Roller and ball bearings in all forward speeds. Spring-loaded internal reverse lock. Main shaft splines designed to hold 2nd and 3rd gears in positive mesh under load.

**UNIVERSAL JOINTS** • Highly efficient needle bearing type for long life in severe service.

**FRAME** • Truck-type pressed steel channel. Frame width 34 in. Side members: depth 6.0 in., width 2.25 in., thickness 0.19 in.

**FRONT AXLE** • Heat-treated alloy steel forging.

**REAR AXLE** • Full-floating type. Spiral bevel gear drive with straddle-mounted pinion. Ring gear thrust plate. Four-pinion type differential. Gear ratio: std 4.86 to 1, Optional 4.11 to 1.

**SPRINGS** • Semi-elliptic. Special alloy steel. Front: length 36 in., width 1.75 in. Rear: length 45 in., width 2.25 in. Hardened steel-backed bronze bushings.

**SHOCK ABSORBERS** • Double-acting, adjustable hydraulic on front.

**STEERING** • Worm and needle bearing roller type. Ratio 18.2 to 1. Wheel diam. 17 inches.

**BRAKES** • Hydraulic. Independently anchored two-shoe type. Front 12 in. x 1.75 in., rear 14 in. x 2 in. Lining area 186.8 sq. in. Brake drums cast iron fused to pressed steel drum discs. (Hand brake lever operates rear wheel brakes.)

**WHEELS** • Five, Disc type. 17-in. diameter, 4.35R (6 in.) rims.\*

**TIRES** • Four. Front 7.00-17, 6-ply; Rear 7.50-17, 8-ply.\*

**DIMENSIONS** • Back of cab to C/L rear axle, 48.06 inches; to end of frame, 96.06 inches.

**TREAD** • Front 58 inches. Rear 60 inches.

**TURNING RADIUS** • 22.0 feet.

**TYPICAL EQUIPMENT** • Includes front fenders and running boards on all 1-ton chassis; rear fenders included on Panel and Express; double-acting shock absorbers on front; cowl ventilator; 19-gallon fuel tank in cab; 17-gallon fuel tank with Panel; spare wheel carrier; metal spare tire cover on Panel; front bumper; jack and tool kit.

\*(See footnote on page 3)

# THE FORD TONNER WITH 9-FT. PANEL BODY

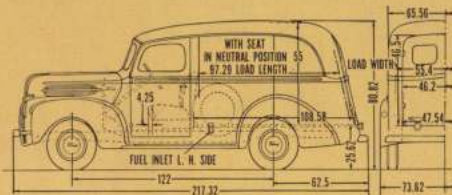


Offering the advantages of a large loading space on a more easily maneuvered 122-inch wheelbase, the One-Ton Panel is a real money-saver for operators requiring a rugged de-

livery unit to carry bulky loads. The body features welded, all-steel construction, with double-sealed floor and sag-proof weather-stripped doors that keep out dust and moisture.



Interior of the 9-ft. Panel. Note the big load space dimension totaling 175 cubic feet. Rear doors are hung in a one-piece channel frame to maintain door alignment. Two-position check holds doors at 90° or full open. The tight rubber door seal prevents penetration of dust, fumes and moisture.



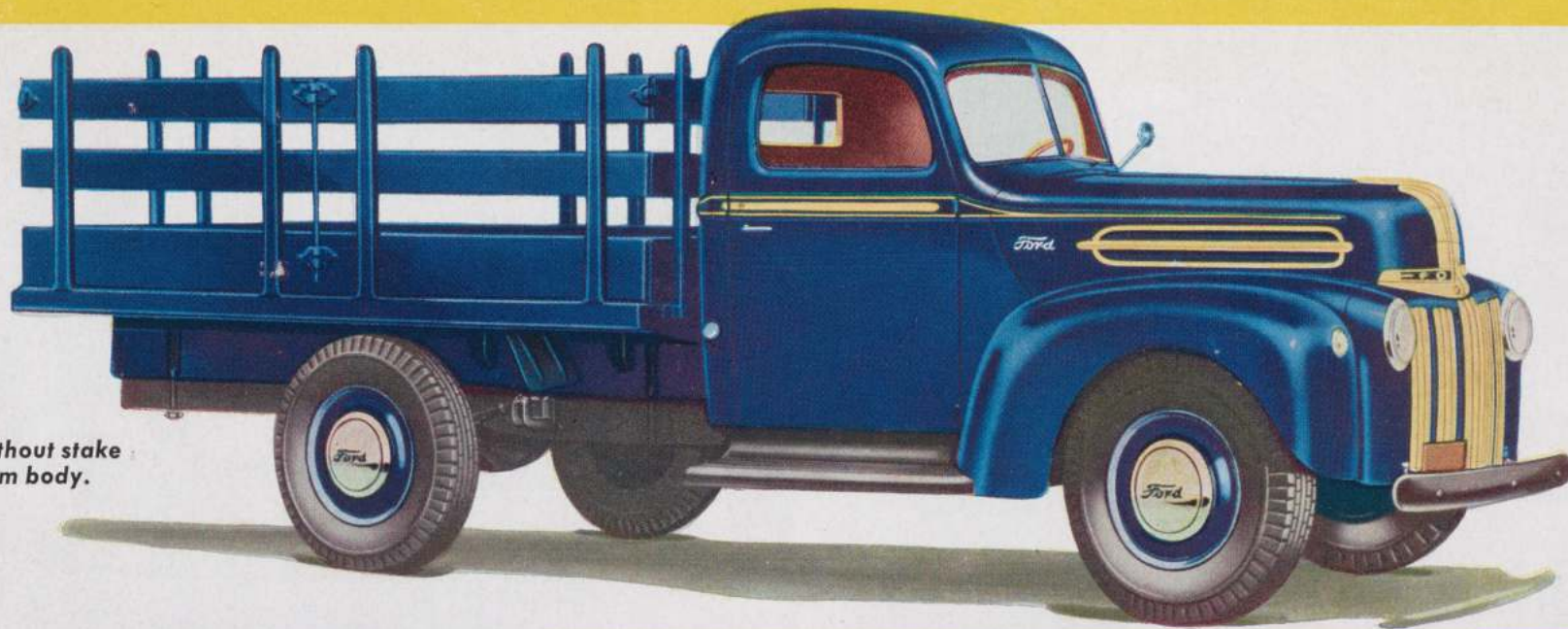
*At Left*—To protect the load from dust and moisture, body sides are double-sealed at floor with felt and rubber.

*At Right*—The body side panel, roof rail and top panel are formed and welded together. This construction adds strength and rigidity.



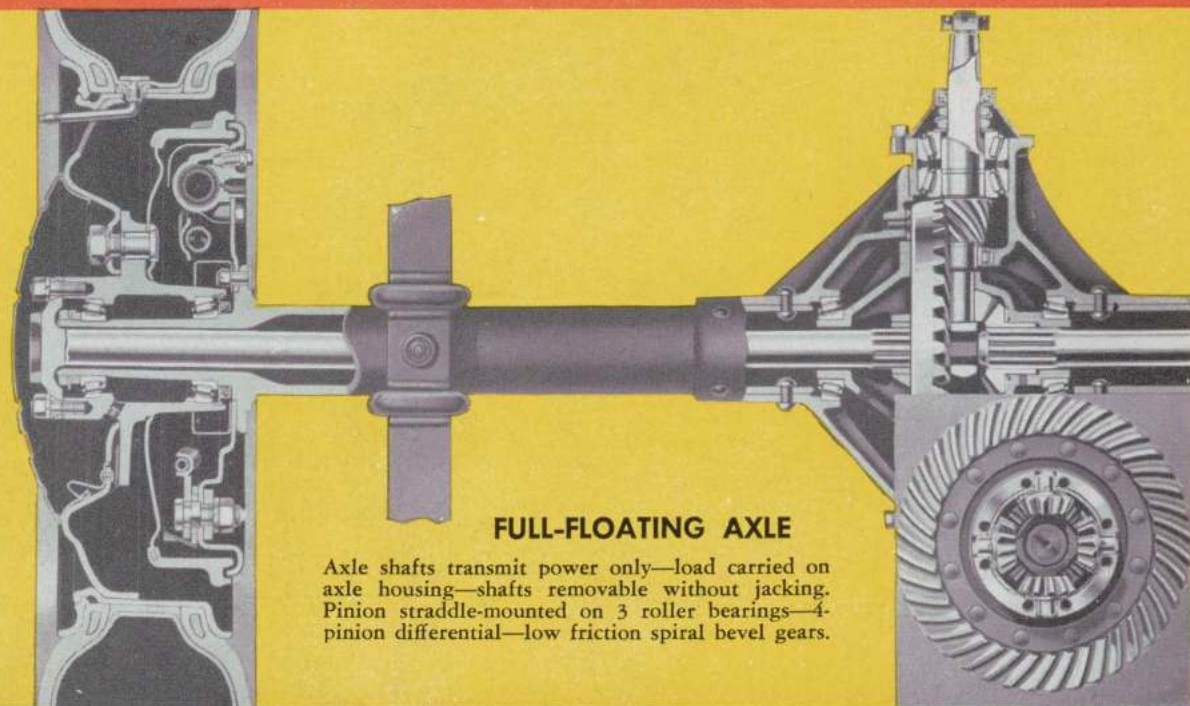


# ● THE FORD TONNER WITH 7½-FT. STAKE BODY ●



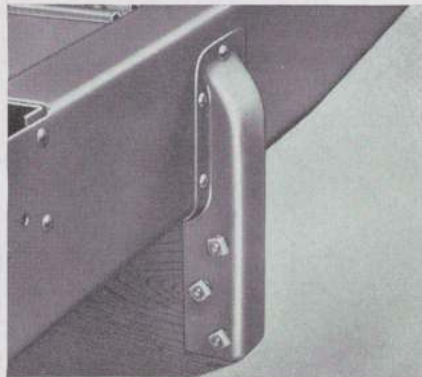
Also available without stake sides as Platform body.

*Engineered for TRUE One-Ton Truck*



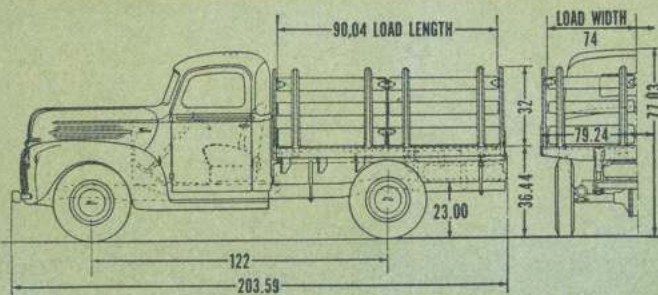
**FULL-FLOATING AXLE**

Axle shafts transmit power only—load carried on axle housing—shafts removable without jacking. Pinion straddle-mounted on 3 roller bearings—4-pinion differential—low friction spiral bevel gears.



This 7½-foot platform stake body has the same bridge-type steel construction as the heavy duty Ford units. Select hardwood flooring.

Body sill end caps and heavy steel rub-rails protect body from damage at loading docks. Stake sockets welded and riveted to rails.





## WHY FORD TRUCKS STAND HARD WORK SO WELL ... AND LAST SO LONG

Ford heavy duty 1½-ton and 2-ton chassis, currently available in 134- and 158-inch wheelbases and 158- and 194-inch School Bus chassis, are engineered for hard service. Frames are heavy-gage, deep in section, and reinforced with heavy channel rails between front and rear springs. Large-diameter two-section tubular drive shaft with three needle bearing universal joints, avoids whip at high speeds, facilitates clutch and transmission maintenance. For heavier service, the 2-ton chassis features a 2-speed rear axle, 8.25-20 10-ply dual rear tires, double channel frame, 2-stage rear springs and vacuum power braking, although any of these items may be obtained also on the 1½-ton chassis as extra equipment.



Two-stage springing is included on 2-ton—available on 1½-ton units. The leaves of main and auxiliary springs are made of special Ford alloy steel, with tensile strength of 200,000 pounds per square inch. Main springs are 12-leaf, auxiliaries 5-leaf. Spring eyes and shackles are steel-backed, bronze-bushed, and massive spring and shackle pins are interchangeable. Heavy brackets are double-rieveted to both the lower flange and the side of the frame rail, relieving side rivets of shearing stress and making for utmost safety.

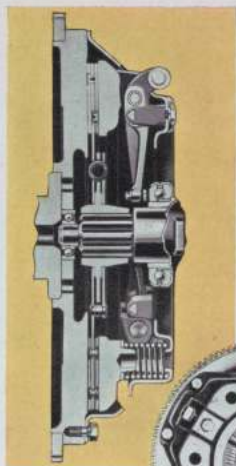


Vacuum power braking, featuring a self-contained power unit, included on 2-ton, is also available on 1½-ton models.

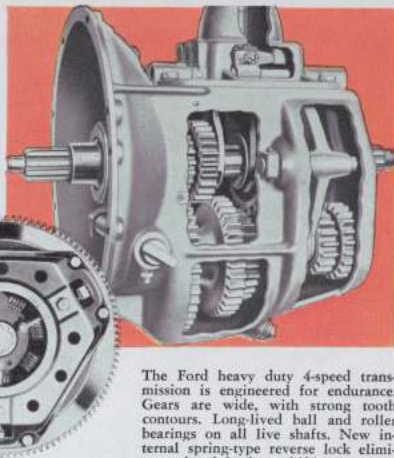


Two-speed rear axle is desirable under widely varying grade and load conditions. Provides 8 speeds forward, 2 reverse.

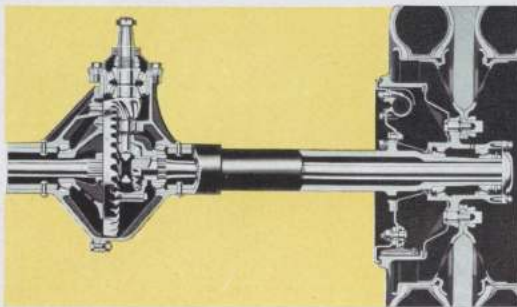
## ● Heavy Duty Features ●



The 11-inch semi-centrifugal clutch delivers full engine power smoothly and with minimum pedal pressure for throw-out. The cushioned hub carries an effective vibration dampener. Pilot and throw-out ball bearings are pre-lubricated and sealed. Long life in severe service is inherent in Ford clutch design because, even during engagement action, slippage is held to a minimum.



The Ford heavy duty 4-speed transmission is engineered for endurance. Gears are wide, with strong tooth contours. Long-lived ball and roller bearings on all live shafts. New internal spring-type reverse lock eliminates thumb-latch on shifting lever.



Great strength and long life are built into the Ford full-floating heavy duty 1½-ton axle. Drive pinion straddle-mounted on 3 large roller bearings—no springing under load. Ring gear is rigidly backed, cannot "give." Four differential pinions spread the load evenly, with lower tooth stresses. The axle shafts carry no weight. Wedge-type hub stud adapters.



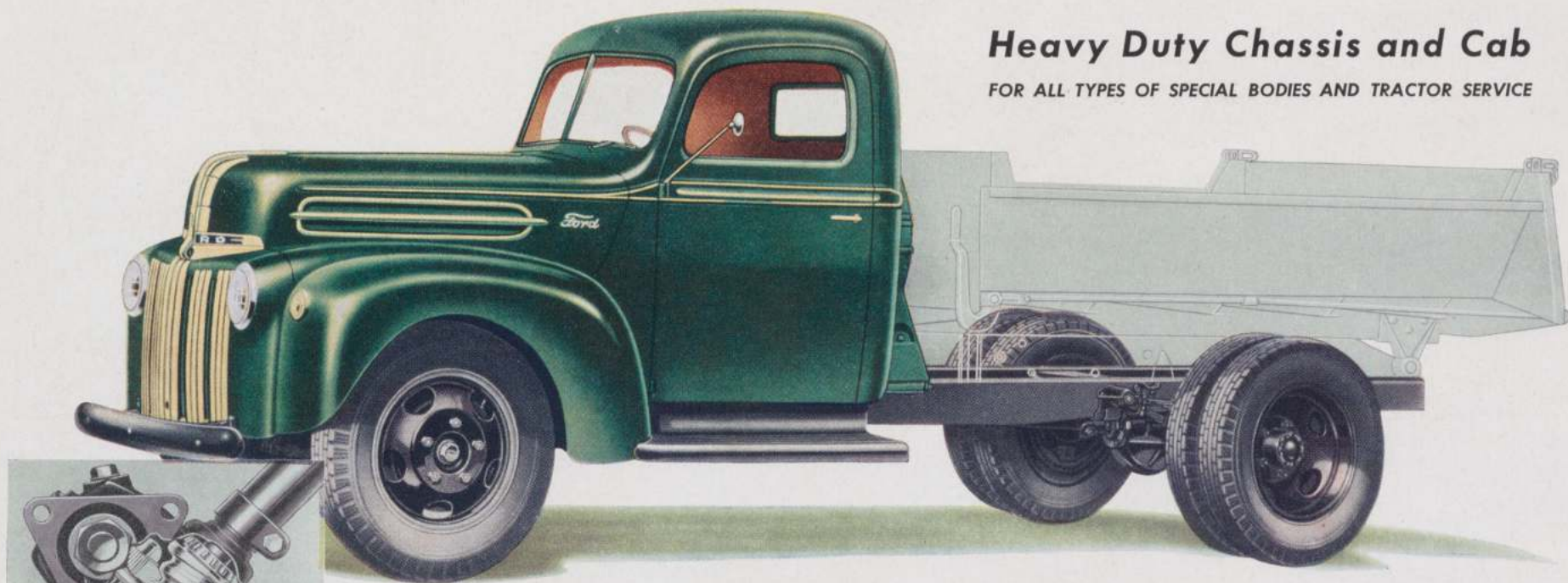
# FORD HEAVY DUTY UNITS — America's most

Ford Heavy Duty Trucks have amply proved their endurance, economy and capability. They serve the farmer, the woodsman, the oil field worker and explorer, the merchant and the inter-city revenue carrier. They haul from mines and quarries, coal pits and construction projects, steel mills and freight terminals. Cities and

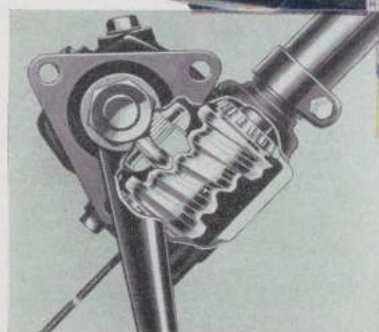
towns, counties and states, armies and governmental units by scores, count the Ford Heavy Duty Truck a prime and favorite source of transport. Ranging up to 14,500 pounds in gross capacity, these versatile and economical Ford Trucks bring you many engineering advancements obtainable in no other motor vehicles.

## Heavy Duty Chassis and Cab

FOR ALL TYPES OF SPECIAL BODIES AND TRACTOR SERVICE

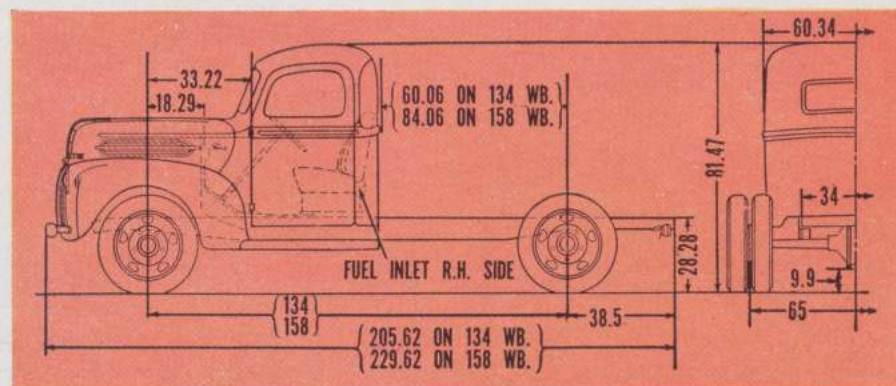
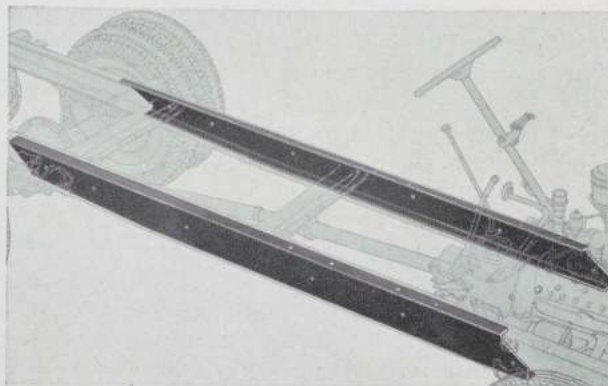


Shown above is Dump Truck Chassis and Cab



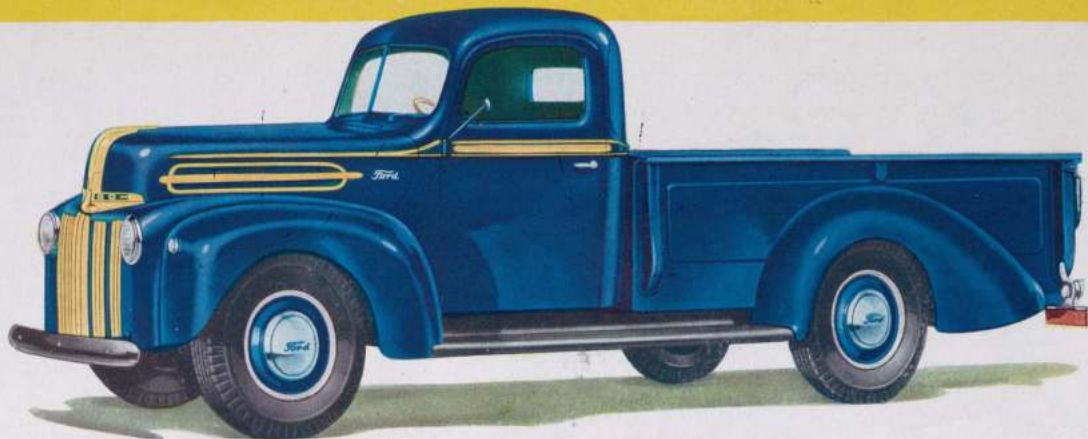
*Above*—Ford Trucks steer easily because they have worm and needle bearing roller steering gears. Friction is low due to rolling contact of roller with worm.

*Right*—Heavy-gage channel frame reinforcements on 2-ton, available on 1½-ton, extend past rear of front spring to beyond front of rear spring, stiffening the frame through its unsupported span, counteracting weaving, distortion and undue stresses, thus making for longer body life.





# THE FORD TONNER WITH POPULAR 8-FT. EXPRESS BODY

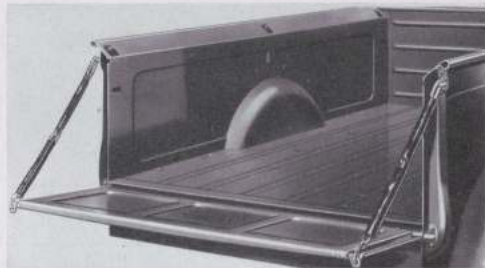


## Capacity...rugged...enduring

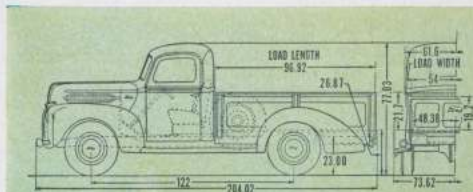
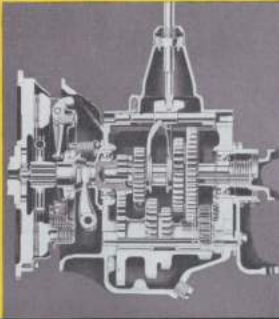
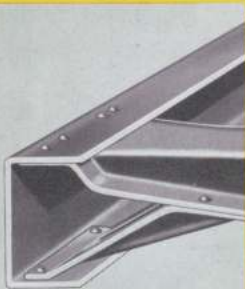
The Ford Tonner's extra load-carrying capacity has its beginning in a strong, rigid frame, with deep, heavy-gage side members. Massive flanged alligator-jaw cross-members add maximum strength, minimum weight.

The live-rubber-bushed drive-line center bearing prevents misalignment, cushions vibration. Universal joints are shown cut away... note the long-lived needle bearings which minimize friction at these points. Propeller shafts are of tubular type.

The Tonner's true heavy-duty 4-speed transmission has a new spring-type internal reverse lock; main shaft splines are designed to assure positive retention of gears in mesh under load. Thrust plates at ends of countershaft gear cluster assure longer life.



The 8-foot Tonner Express body affords 62 cubic feet of load space. Note generous dimensions below. Body is of welded steel with reinforced panels and stake pockets for side boards or top.





HEAVY DUTY, FULL-FLOATING REAR AXLE—STRADDLE-MOUNTED PINION

EXTRA LARGE HYDRAULIC BRAKES

LARGE, TUBULAR DRIVESHAFT

DEEP FRAME WITH CHANNEL REINFORCEMENTS, HEAVY CROSS MEMBERS

CUSHION-MOUNTED CENTER BALL BEARING

CHOICE OF 100 HP V-8 ENGINE OR 90 HP 6-CYLINDER ENGINE

IMPROVED DOWN-DRAFT CARBURETION

HIGH OUTPUT GENERATOR

HIGHER FAN POSITION

RADIATOR FLEXIBLY MOUNTED IN "U" TYPE SUPPORT YOKE

HEAVY FRONT CROSS MEMBER

STURDY BRACKETS, HARDENED STEEL PINS, STEEL-BACKED BRONZE BUSHINGS

NEEDLE BEARING UNIVERSAL JOINTS

IMPROVED EXHAUST SYSTEM

NEW SEALED DRY V OUTLET DISTRIBUTOR

EXTRA LARGE KING PIN AND WHEEL BEARINGS

SPRING BRACKETS WITH HARDENED STEEL PINS, STEEL-BACKED BRONZE BUSHINGS

8 HUB STUD ADAPTERS

12-LEAF REAR SPRING WITH 5-LEAF AUXILIARY SPRINGS

FOUR SPEED, HEAVY DUTY TRANSMISSION WITH INTERNAL REVERSE LOCK

(Spare tire, if available, at extra cost)

## The Heavy Duty Chassis

### 1½-Ton and 2-Ton Models In 134-Inch and 158-Inch Wheelbases

**ENGINE** • 100 H.P. V-8 or 90 H.P. 6.

**CLUTCH** • Semi-centrifugal type, 11 in. dia. Frictional area 123.7 sq. in.

**TRANSMISSION** • Four forward speeds. Roller and ball bearings in all forward speeds. Spring-loaded internal reverse lock. S.A.E. 6-bolt power take-off opening on right side.

**UNIVERSAL JOINTS** • Needle bearing type with rubber encased center bearing. Tubular propeller shafts.

**STEERING** • Worm and needle bearing roller. Ratio 18.4 to 1. Diameter of steering wheel 18 in.

**TREAD** • Front 56.66 in. Rear 65 in.

**TURNING RADIUS** • 27.5 feet for 134" wb; 32 feet for 158" wb.

**TYPICAL EQUIPMENT** • Includes front fenders and short running boards; cowl ventilator; 19-gallon fuel tank; spare wheel carrier; front bumper; jack and tool kit.

#### 1½-TON MODELS 12,500 Lbs. G.V.W.

**REAR AXLE** • Full-floating type; straddle-mounted pinion. Ratios: st'd 6.67 to 1—opt. 5.14 to 1; 5.83 to 1. Two-speed axle optional at extra cost.

**FRAME** • Pressed steel channel, section, 7 in. x 2.75 in. x 0.21 in., width 34

in. Special reinforcing channels fitted inside regular side members.\*

**SPRINGS** • Special alloy steel. Front 36 in. x 2 in., forward shackled with safety eyes. Rear: 45 in. x 2.5 in. Five-leaf auxiliary springs.\*

**BRAKES** • Service. Hydraulic, independently anchored two-shoe type. Front: 14 in. x 2 in. Rear: 15 in. x 3.5 in. Lining area 303 sq. in. Cast iron brake drums fused to steel drum discs. Hand brake: 7.81 in. x 2.5 in. on drive shaft. Vacuum power braking optional at extra cost.

**WHEELS AND TIRES** • Seven tapered disc steel wheels with 5.00S rims.\* Six tires, 7.50-20 8-ply front and dual rear.\*

(8.25-20 10-ply dual rear furnished with 2-speed axle option.)

#### 2-TON MODELS 14,500 Lbs. G.V.W.

**REAR AXLE** • Two-speed, full-floating type. Primary (high range) reduction by spiral bevel gear with straddle-mounted pinion; supplementary (low range) reduction by planetary spur gears. Vacuum operated shift, permitting gear pre-selection. Gear ratios 5.83 to 1 and 8.11 to 1.

**FRAME** • Heavy duty, double channel type. Side members: 7 in. x 2.75 x 0.21 in. thick with inside 6.58 in. x

2.21 in. x 0.125 in. channel reinforcements throughout unsupported span from front to rear springs. Frame width 34 inches.

**SPRINGS** • Front: 36 in. x 2 in. Rear: Two-stage, special alloy steel; main—45 in. x 2.5 in., 12 leaves; auxiliary—30 in. x 2.5 in., 5 leaves.

**BRAKES** • Service. Vacuum power-operated, hydraulic, independently anchored two-shoe type. Front 14 in. x 2 in. Rear: 15 in. x 3.5 in. Lining area 303 sq. in. Cast iron brake drums fused to steel drum discs. Booster is single-unit type combining power chamber, hydraulic vacuum valve and slave cylinder. Hand brake: 7.81 in. x 2.5 in. on drive shaft.

**WHEELS AND TIRES** • Seven tapered disc steel wheels with 5.00S rims. Six tires, 7.50-20 8-ply front—8.25-20 10-ply dual rear.

\* (See footnote on page 3)



## SPECIFICATIONS

### Ford Cab-Over-Engine Chassis 1½-Ton and 2-Ton Models

**ENGINE** • 100 H.P. V-8.  
**CLUTCH** • Semi-centrifugal type, 11 in. dia. Total frictional area 123.7 sq. in.  
**TRANSMISSION** • 4-speed, sliding gear type. Roller and ball bearings in all forward speeds. New internal spring-type reverse lock. S.A.E. 6-bolt opening on right side for P.T.O.  
**UNIVERSAL JOINTS** • Needle bearing type. One tubular shaft, two joints on 101" wb.; two tubular shafts, three joints and rubber-encased center bearing on 134" wb. and 158" wb.  
**STEERING** • Worm and needle bearing roller. Ratio 18.4 to 1. Steering wheel 18 in. dia.  
**TREAD** • Front 61.12 in. Rear 65 in.  
**TURNING RADIUS** • 19 ft. for 101" wb.; 25 ft. for 134" wb.; 29 ft. for 158" wb.  
**TYPICAL EQUIPMENT** • Includes complete cab assembly; front fenders, scuff plates and running boards; 22-gallon fuel tank; spare wheel carrier; front bumper; jack and tool kit.

#### 1½-TON MODELS—13,500 Lbs. G.V.W.

**REAR AXLE** • Full-floating, spiral bevel type. Ratios: std. 6.67 to 1—opt. 5.14 to 1; 5.83 to 1. Two-speed axle optional at extra cost.

**FRAME** • Pressed steel channel, section 7" x 2.75" x 0.21", width 34". Special reinforcing channels\* fitted inside regular side members on 134" and 158" wheelbases.

**SPRINGS** • Front: 38" x 2.25". Rear: 45" x 2.5". Five-leaf auxiliary springs.\*

**BRAKES** • Hydraulic, two-shoe type. Front: 14" x 2". Rear: 15" x 3.5". Lining area 303 sq. in. Hand brake on driveshaft. Vacuum power braking optional at extra cost.

**WHEELS AND TIRES** • Seven tapered disc steel wheels with 5.00S rims.\* Six tires, 7.50-20 8-ply front and dual rear.\* (8.25-20 10-ply dual rear furnished with 2-speed axle option.)

#### 2-TON MODELS—15,000 Lbs. G.V.W.

**REAR AXLE** • Two-speed, full-floating. Primary reduction by spiral bevel gears; supplementary reduction by planetary spur gears. Vacuum operated shift permits gear pre-selection. Gear ratios 5.83 to 1 and 8.11 to 1.

**FRAME** • Side members: 7" x 2.75" x 0.21" with inside 6.58" x 2.21" x 0.125" channel reinforcements between front and rear springs on 134" and 158" wbs. Frame width 34".

**SPRINGS** • Front: 38" x 2.25". Rear: Two-stage: 45" x 2.5", 12 leaves; auxiliary—30" x 2.5", 5 leaves.

**BRAKES** • Vacuum power-operated, hydraulic, two-shoe type. Front: 14" x 2". Rear: 15" x 3.5". Lining area 303 sq. in. Cast iron drums, steel drum discs. Booster combines power chamber, hydraulic vacuum valve and slave cylinder. Hand brake on drive shaft.

**WHEELS AND TIRES** • Seven tapered disc steel wheels with 5.00S rims. Six tires, 7.50-20 8-ply front—8.25-20 10-ply dual rear.

\* (See footnote on page 3)



Ford 1½- and 2-ton cab-over-engine units for either truck or tractor service. Available with 100 H.P. V-8 engine, in 101", 134", and 158" wheelbases, with cab.



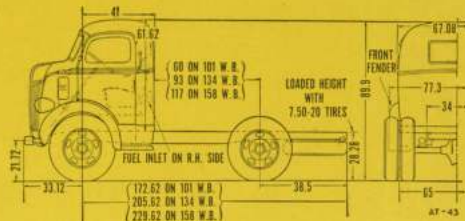
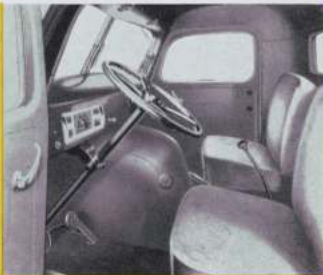
C.O.E. Chassis with Windshield.



C.O.E. 9' and 12' Stakes.



C.O.E. 9' and 12' Platforms.



The Ford C.O.E. welded all-steel cab provides plenty of elbow room and leg room. At the same time, it makes possible "conventional truck" service accessibility. Individual, lounge-type seats are adjustable to two positions. Instruments are grouped for easy reading. Ford Shift-oguide speedometer shows drivers the best time to shift gears. A heavily insulated engine cover excludes engine heat and sound from cab.

Note that the big, wide doors are hinged at front for greater safety and for better vision when backing the truck. The convenient hand-holds, located outside of cab, and low 36-inch floor-ground height, make it easy for the driver to enter the cab. Edge of door glass is protected by reinforcing channel. Windshield is divided and each half can be opened separately. Two windshield wipers are standard. Two large screened ventilators are provided in cowl sides.



**Coupe comfort and Lasting good looks combine in**

# The NEW FORD CABS



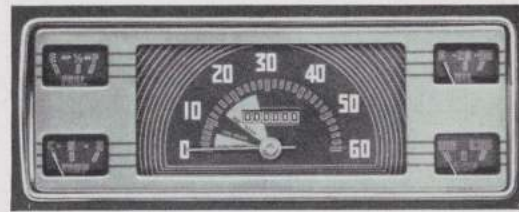
The Ford Truck Cab for conventional models is comfortable, roomy, practical, good-looking, with substantial and handsome hardware and instrument equipment. Door glass is metal-framed, safety glass throughout. Seat back cushion is hinged at top, allowing a two-inch adjustment at the bottom. Space for the 19-gallon gas tank is provided under the seat, with tool compartment at right. A large cowl ventilator with insect screen contributes much to driver comfort. Water-tight rubber seal assures against leaks. Windshield wiper on left side standard. Accelerator provided with foot rest.

## SAVE TIME AND MONEY WITH THE PARTS EXCHANGE PLAN

The Dealer Engine and Parts Exchange Plan enables you to avoid costly delays for major overhauling work. A simple exchange of engine, carburetor, or other assembly and your truck is back on the job instead of being tied up and earning nothing for you. You will get more efficient and economical operation from your truck, and its useful life will be greatly extended. Your Ford Dealer can supply partial engine assemblies, rebuilt engines and various other reconditioned units under this plan. Ask him about it!



The handy, roomy dispatch box and glove compartment provides secure storage for maps, route lists, receipts, invoices, flashlight and small tools, as well as the driver's personal belongings. It opens at a pull and is closed tightly against two rubber bumpers with a strong spring.



Ford Truck instruments are of excellent quality, reliable and durable. Instruments consist of fuel, temperature and oil pressure gages, ammeter and Shiftoguide speedometer, grouped for easy observation. Note, in illustration of the cab interior at the top of the page, the neatness and the efficient arrangement of controls. Door hinges are forged and extremely strong. Sturdy door-checks protect the hinges. Both dash and floor are well insulated. Door handles lock the doors from the inside.



● **Famous Ford Safety**  
**MAKES YOUR CHOICE OF**  
**The Ford School Bus Chassis**  
**POPULAR WITH EVERY CITIZEN**

158" Wb.—13,500 Lbs. G.V.W. (with auxiliary springs).  
 194" Wb.—14,500 Lbs. G.V.W. (with auxiliary springs and frame reinforcements); 15,000 Lbs. G.V.W. (with auxiliary springs, frame reinforcements and two-speed axle).

Built to School Bus standards set by National Education Association. Frame side rails on both chassis are one-piece—channel-reinforced on 194-inch wheelbase.\*

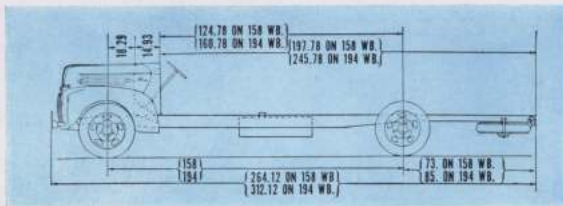
*Available with standard single reduction rear axle. Optional two-speed rear axle and vacuum power braking at extra cost.*



194-inch wheelbase chassis with cowl. Equipment includes double-acting shock absorbers all around\*; 25-gal. gas tank; bus-type clutch; 100-H.P. V-8 or 90-H.P. Six engine.



158-inch wheelbase chassis with cowl. Equipment same as 194-inch unit, both have propeller shaft and parking brake guards\* and extended tailflap.



\* (See footnote on page 3)

● **The FORD 6½-ft. Sedan Delivery**



*Swift and Smart...WITH A WORLD OF Stamina and Thrift!*

Inside . . . outside . . . all the way through . . . this new 6½-ft. Sedan Delivery is brilliantly advanced in style, offering all of the Ford De Luxe passenger car attributes and appointments. Choice of the 90 H.P.

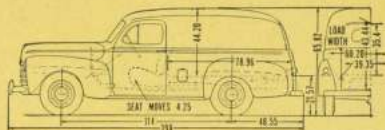
Six or 100 H.P. V-8 engine. Chassis features reinforced X-member frame, fingertip steering post, gearshift, torque tube drive with radius rods, transverse springs, stabilizers, double-acting shock absorbers.



Body is completely sealed with fully lined and insulated interior. Loading capacity is 92.5 cubic feet.



Driver's seating arrangement is passenger car type with 4.25-inch adjustment. Compartment fully lined.



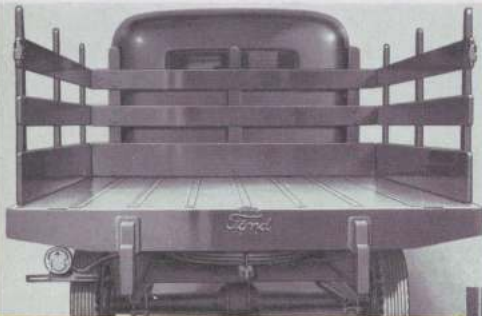


# THE FORD HALF-TON WITH 6½-FT. STAKE BODY



Also available without stake sides as Platform Body.

Built for hard usage, this fast transport unit is equally popular on the farm and in city hauling. The body is big and sturdily constructed of well-seasoned hardwood, to withstand hard service. Note low loading height—only 33.2 inches.

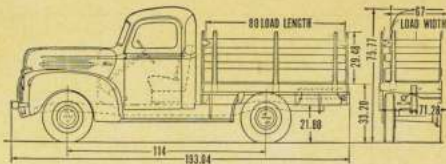


Above—The selected, seasoned hardwood floor planking is protected by steel skid-strips which bolt through and are rabbeted into planks, interlocking as well as protecting them. Side sections are quickly removed in one piece. Thus, the truck may be loaded at will from either side or the rear. Note the neat and practical steel protective end covers on body sills.

Below (A)—The platform is framed entirely of heavy-gage steel. This detailed view of the platform corner shows the sturdiness of construction. The edge of the platform is protected by the steel frame rail. Steel girders that rest on the body sills provide more than ample support for the overhanging sides of the platform.

Center (B)—Typical of enduring Ford construction, strong steel interlocking plates, bolted through hardwood rack-boards, anchor them rigidly, yet allow quick removal of side and end stake sections for platform hauling service.

At Right (C)—This is a close-up view of one of the large pressed steel gussets which are used to attach the platform frame to the body sills. The sturdy cross-girders are riveted to the side members, and triangular steel gussets reinforce corner joints—providing typical, heavy-duty, bridge-type construction.



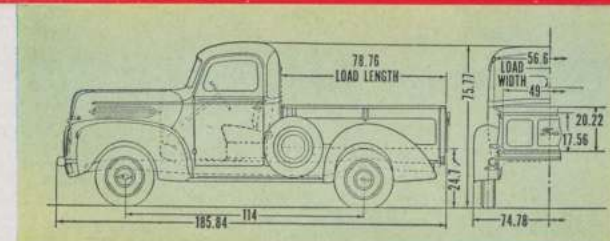
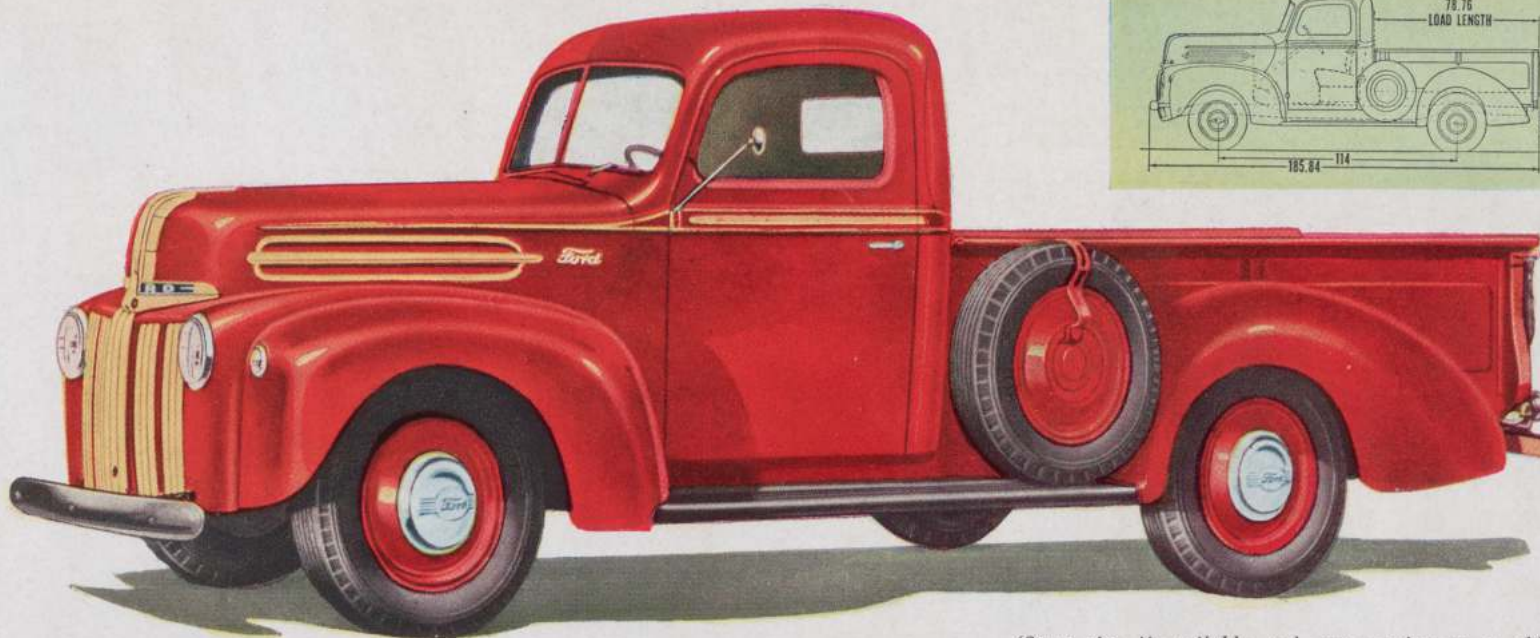
(A)

(B)

(C)



# THE FORD HALF-TON WITH 6½-FT. PICKUP BODY

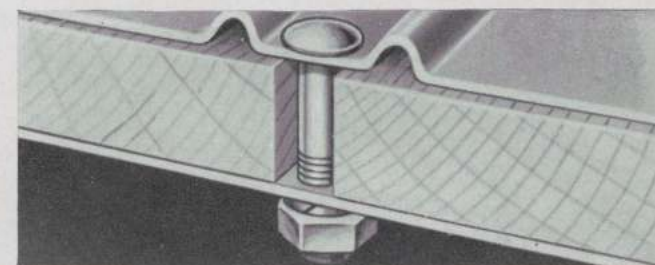


*(Spare tire, if available, and extra equipment at additional cost)*

The Ford Pickup meets the needs of the largest of all groups of truck operators. It is ideal for rapid retail and wholesale delivery, for the "service industries" such as plumbing, heating, hardware, tinsmithing, electrical contracting, painting and public utility maintenance; also for the farmer and landscape gardener, for newspaper distribution and all the secondary tasks connected with heavier trucking. The durable truck-type chassis, the big, sturdy body and comfortable ride assured by the Ford coupe cab and double-action shock absorbers all around, make the Pickup the favorite of 'most any fleet.

• • •

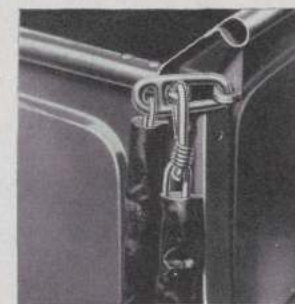
The 49 x 78¾ x 20-inch Pickup body of heavy gage steel provides 45 cubic feet of load space, unobstructed by wheelhousings. Tailgate is strong and rigid with taper-rolled edge reinforcement. It closes tightly and swings clear down if desired. Note front panel reinforcing ribs and strong stake pockets.



Strength, rigidity, freedom from denting, provided by hardwood-reinforced steel floor, with formed skid-strips.

• • •

Locking links of forged steel hold tailgate tightly closed and quiet. Note deep-drawn paneling of tailgate and sides and the strong, handsome rolled edge of flareboards. Sturdy corner posts also contribute to durability.

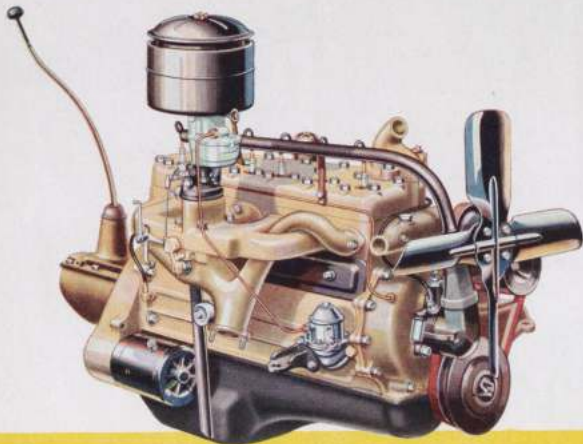




THE 90 H.P.

# FORD SIX

Embracing exclusive Ford advancements in six-cylinder design, for better cooling, better lubrication, better combustion



## SIX-CYLINDER ENGINE SPECIFICATIONS

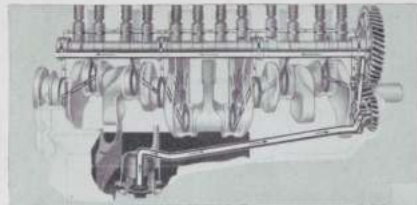
L-head type. Bore 3.300 in., stroke 4.400 in., piston displacement 226 cu. in. Maximum brake H.P. 90 at 3300 rpm.; maximum torque 180 lbs.-ft. at 1200 rpm.; taxable H.P. rating 26.1. Engine block Ford cast alloy iron. Crankshaft Ford cast alloy steel, counterbalanced, with vibration dampener, carried in 4 large main bearings. Cylinder bores micro-finished. Pistons alumi-

num alloy, cam-ground, 4 rings each. Valves precision-set; special hard steel inserted exhaust valve seats. Pre-lubricated packless type water pump. Direct pressure lubrication; crankcase ventilation; downdraft carburetion; anti-vapor-lock exhaust manifold; automatic control of intake manifold temperature; automatic centrifugal-and-vacuum spark control.

## COMBINING BRILLIANT PERFORMANCE WITH ECONOMY

The Ford Six is available in all conventional models of Ford Trucks and School Buses. For the operator whose loads, road surfaces, grades and desired road speeds call for peak torque at lower engine speeds, the Ford Six is recommended as, in our opinion, the most advanced engine of this type and power obtainable. It is a rugged, simple, durable power plant of true Ford design, Ford engineering and Ford precision manufacture. It is an L-head as are the engines in commercial vehicles of higher price. Thus it can, and does, provide combustion-chamber contour of the efficient higher-turbulence type, with resultant fuel economies and superior performance characteristics.

*At Left*—Filtered oil is fed under pressure, through cored passageways and drilled leads, to all main, rod and camshaft bearings, tappets and timing gears. Oil sprayed from bearings to cylinder walls, pistons, wrist-pins and valve stems. Engineered for continuous heavy-duty operation at all speeds. Note that screen is removable with drain plug.



*At Right*—Gusher-cooling of exhaust valve seats by rustless tube supplements primary water circulation. Thermostatic control for quick warm-up.

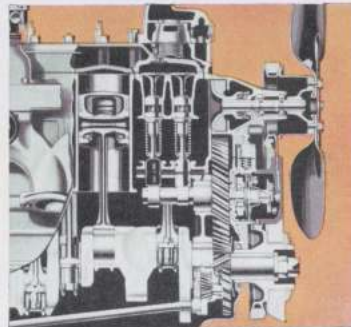


*At Left*—Thermostatic valve diverts hot exhaust gases to heat the intake riser to minimize choking and oil dilution. Valve automatically opens as engine warms up.



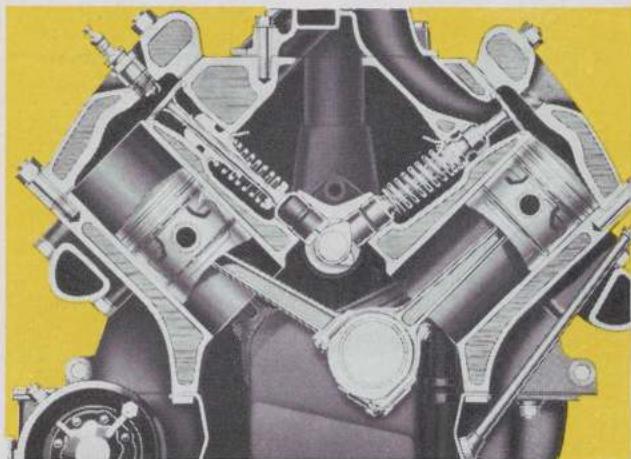
## ADVANCED ENGINEERING FOR LONG LIFE, LOW COSTS!

4-ring cam-ground aluminum alloy pistons—for improved oil control  
• Hardened steel inserts in exhaust valve seats—minimize wear, retain constant lash longer • Ball bearing mounted fan • Packless water pump—gives freedom from periodic maintenance • Full-length cylinder water jacketing—for even temperatures, uniform clearances  
• Integrally counterweighted crankshaft, precision-balanced, with vibration dampener—for smoothness  
• Direct-driven, no-backlash distributor, with automatic, centrifugal-and-vacuum spark control—for better performance and economy.





# embodying far-reaching improvements



Temperature control is thorough. Coolant is led to full depth of cylinders and valve guides. Pistons are aluminum alloy, cam-ground, carrying four rings each—providing better oil control and faster heat dissipation. Hard alloy steel inserted seats for all valves minimize maintenance costs. Chrome alloy steel valves are of the precision-set type, and need no adjustment. Piston pins turn in both rods and pistons.



New sealed-dry, V-outlet distributor is molded of high dielectric bakelite. Neoprene-coated high-tension leads are protected by plastic jackets. Delivers exceptionally reliable performance under extremely adverse conditions. Water-sealed, air-cooled, short-proof.

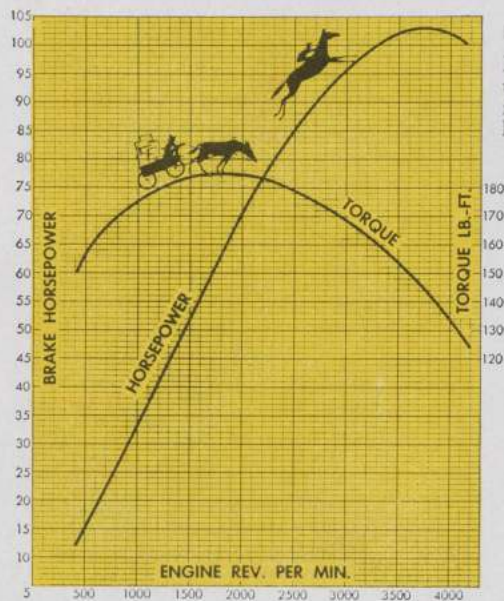


New aluminum timing gear is quieter and longer-lived. Being bolted on, it is removable without disturbing the camshaft. This Ford feature saves the truck owner both time and money. Camshaft of special wear-resistant alloy, has three steel-backed bearings.



## 2½ TO 3 TIMES MORE SERVICE LIFE FROM NEW FORD ROD BEARINGS

New Ford steel-cored SILVALOY connecting rod bearings withstand both higher temperatures and higher bearing loads. Of the precision type, floating installation, each bearing serves a pair of connecting rods for compactness and utmost strength. Ford connecting rods are high-strength alloy steel forgings.



## HIGHER PULLING POWER AT MOST-USED SPEEDS

High torque at moderate engine speeds and the wide range through which this torque is sustained, result in rapid acceleration and high performance at most-used road speeds.



FORD CAST STEEL CRANKSHAFT—MORE ENDURING—STRONGER

The fully counterbalanced, extremely hard V-8 crankshaft of special cast alloy steel, is short, massive, rigid, supported on three large replaceable type main bearings. Its great resistance to bending strains and freedom from torsional vibration contribute to smooth Ford V-8 engine performance and long bearing life.

## RIGHT AND LEFT CYLINDER HEADS INTERCHANGEABLE

—lower maintenance costs. Right and left heads are of identical design. Smaller inventory and quicker service. Combustion chambers scientifically shaped for turbulence and anti-detonation.





## Compare the Dollar-Value and You'll Haul by FORD TRUCK!

Naturally, Ford Trucks are "priced with the lowest". That's always been true. Leading all other commercial vehicles in total official registrations for years, Ford Trucks are built in volume assuring all the vast production advantages of Ford resources and engineering. This keeps costs down, and allows the margin for extra Ford value. Today's new Ford Trucks are brilliant examples of this principle. They embody many Ford engineering advancements in engines and chassis, offering the greatest truck values in Ford history.

### SEE YOUR FRIENDLY FORD DEALER!

### Save Time and Money With The PARTS EXCHANGE PLAN!

Despite the record-breaking peacetime manufacturing pace at which new Ford Trucks are being produced, it will be some time before there can be plenty of Ford Trucks to supply all who need them. But Ford Truck operators have a big advantage over all others in the Parts Exchange Plan. They can put their present Ford Trucks in efficient condition quickly and with the utmost economy.

See Your Friendly Ford Dealer!



"On the job long hours every day with minimum tie-ups, Fords for us!"—Contractor C. W. Shirey, Waterloo, Iowa.



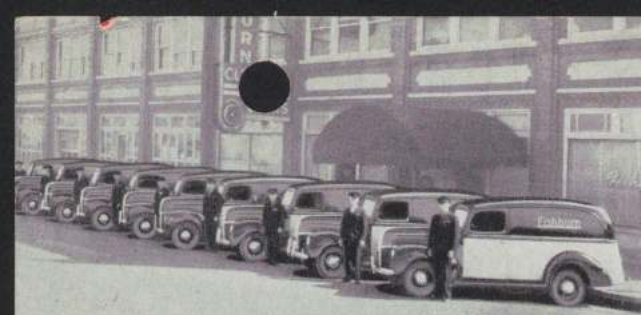
"117,000 miles in 26 months with 10-ton loads, without a breakdown."—Bert Matter, Lynden, Wash.



"Our 173 Fords are serving excellently. We've used Fords for over 20 years."—Henry Fredrich, Jacob Laub Baking Co., Cleveland, O.



"This 1000-gallon 2-speed-axle Ford gives us efficient, low-cost transport."—T.L. Rodes, bulk plant contractor, Richmond, Va.



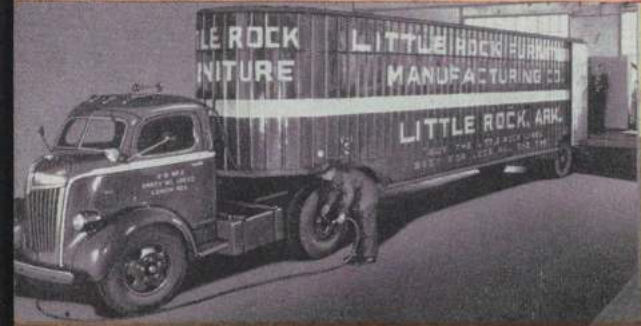
"High tire mileage, excellent service, fine performance and economy."—Denys R. Slater of Fishburn's, cleaners, Dallas, Tex.



"Even after 10 years Ford Trucks give us reliable service."—H. V. Hunter, Hunter Packing Co., East St. Louis, Ill.



"In efficiency, economy, comfort, the best truck we've ever owned."—Charles F. Hauswirth, Havelock, Iowa, farm hauler.



"Accurate records show our Fords cost less to operate."—C. L. McCarthy, Little Rock Furniture Co., Little Rock, Ark.