

# NEW FORD V-8 TRUCKS



NOTHING TAKES THE PLACE OF POWER



# FORD AT THE FAIR

## THE FORD EXPOSITION—Main Entrance

In seeking a site for the architectural model of the Ford Exposition building at the 1934 Century of Progress at Chicago, the architect devised upon the appearance of the spot. The result is that the huge central nucleus of the building smoothly radiated inwardly marked each standing the equivalent of its stories high and measuring 216 feet in diameter at the base.

The main entrance of the building is shown.

**R**ISING on the shores of Lake Michigan, its great white columns standing out in bold relief in the darkness, its striking pillar of white light flooding the night sky, the Ford Exposition building stands in the heart of A Century of Progress at Chicago as a symbol and a milestone of the Ford world empire.

The largest single building at the 1934 World's Fair, it will tell to more than 25,000,000 people before the close of the Fair, the dramatic story of the growth of the Ford Motor Company and of Henry Ford's part in national progress since the turn of the century. It will relate, in graphic detail, the interdependency of the industrial world, the part both the cities and the farms play in industry, and more particularly the complete dependence of industry upon the soil.

The whole Ford exhibit covers eleven acres. Five are in gardens with frontage of 1100 feet on Lake Michigan. Winding through the gardens is the famous "Roads of the World," depicting the progress of highway construction since the dawn of civilization by examples from the great historic highways over which peoples have migrated and armies gone forth to conquest since earliest times. In the south corner is the great orchestra shell where the Detroit Symphony orchestra will give two concerts daily.

The Ford Exposition building, a giant structure 900 feet long, 216 feet wide and rising twelve stories in its central section, is in three parts. At the left is Mr. Ford's old-time workshop, with its replica of the little brick shed where the first Ford car was built by Mr. Ford. In the great central nucleus is the Bureau of Transportation, where the progress of vehicles from the chariots of the early Egyptian kings to the motor cars of today is shown.

At the right is the great Industrial Exhibit, in which 28 allied industries are cooperating with the Ford Motor Company in demonstrating how every single part which goes into the modern motor car is derived from the earth itself. In the rear of the south end of the great building lies a weather beaten barn from the Ford homestead. About it is a field of soy beans. Inside is equipment for farm processing of the crop.

## The Drama of Transportations

A priceless collection of road vehicles ranges from the ancient Egyptian chariot to the modern motor car in the central feature of the 1934 Century of Progress at Chicago. These are only a small part of Mr. Ford's collection. It is shown in the Grand Conservatory of the Exposition building.

## The Ford World

A resulting photo of the world 216 feet in diameter graphically depicts the company's position all over the world. Manufacture of motor cars and trucks is shown to show that the car never sets on Ford operations.



# 1934 TRUCK VALUE

## ABILITY RATING

The Ford truck with the new 80-horsepower 8-cylinder engine equipped with 5.14 rear axle ratio will pull its rated gross load of 8500\* lbs. up a 4 per cent grade in direct drive. Its speed on smooth level roads is 45 miles per hour at an engine speed of 2500 r.p.m. Tractor "Ability Rating" —14,100 lbs. total gross weight up a smooth 2 per cent grade at a road speed of 40 miles per hour. Equipped with 6.6 rear axle ratio will pull its rated gross load of 8500\* lbs. up a 5.6 per cent grade in direct drive. Its speed on smooth level roads is 35 miles per hour at an engine speed of 2500 r.p.m. Tractor "Ability Rating" —17,000 lbs. total gross weight up a smooth 2 per cent grade at a road speed of 35 miles per hour.

\*Maximum gross load with Regular dual rear tire equipment. Maximum allowable gross load with special tire equipment is 17,500 lbs.

## THE FORD TRUCK GIVES YOU—

### V-8 Truck Engine

## Results:

High power, ruggedness, speed and a new kind of truck performance at new low operating and maintenance cost.

### Dual Down Draft Carburetion

Greater gas economy, quicker starting in cold weather, smoother engine operation at all engine speeds, less dilution of crankcase oil.

### New Truck-Type Cylinder Heads

Heavy duty design capable of developing maximum power and torque over long periods of operation.

### New Copper-Lead Connecting Rod Bearings

These new long-life bearings are one of the reasons why the Ford engine can be operated hour after hour at full throttle.

### Cylinder Wall and Crankcase Water Jackets

Water jackets extend below cylinder walls to bottom of crankcase. This keeps the engine as well as the oil in the crankcase at an efficient running temperature under all conditions.

### Full-Floating Rear Axle

New design increases strength and torque capacity. Load is carried on axle housing rather than axle shafts. New ease of maintenance and repair.

### Torque Tube and Radius Rods

Transmit braking and driving forces directly from rear axle housing to frame, permitting springs to perform the single function of cushioning and absorbing road shocks.

### Double Shackled Semi-Elliptic Rear Springs

Fifty-inch rear springs provide four widely spaced points of support for the frame, reducing frame stresses and counteracting body weaving and rolling.

### Rugged Four-Speed Transmission

Gears of finest steel—precision-built and fitted. All gears run on roller and ball bearings in all forward speeds, saving power and reducing wear.

### Passenger Car Comfort for the Driver

New mattress-top seat cushions, higher seat back in closed cab, cool ventilator and effective insulation, all promote driver comfort and satisfaction.

# WHEN THEY TALK TRUCKS

"THE DAY WE GOT A FORD V-8 TRUCK WE BEGAN MAKING MONEY FOR OURSELVES"

"GAS SAVINGS ALONE WILL PAY FOR MY V-8 IN A YEAR"

"MY V-8 TRUCK IS MAKING ME A NICE PROFIT"

"MY FORD V-8 HAS COVERED 24,000 MILES—AND I'VE SPENT ONLY \$17 FOR REPAIRS"

"LOW COST OF OPERATION ENABLED US TO PAY FOR 4-PASSENGER BUSES ON SAVINGS ALONE"

"ON ONE TRIP WE CARRIED FIFTY-THREE EARNINGS OF \$100—AND OUR CASH EXPENDITURE WAS ONLY \$25"

These fellows make good profits in haulage. Their operating costs are low. They have business and plenty of it. Their service is quicker, more dependable.

They talk of savings and profits. They have broken away from old-fashioned ideas. They are Ford truck owners, and they are revolutionizing the trucking business, although they probably don't realize it.

They are backed up by power and economy, enabling them to get results which would have been impossible before the introduction of the Ford V-8 truck.

Yet, some operators try to go on using obsolete trucks—too heavy, too slow, too costly.

It would pay them to hear V-8 truckmen talk.

A certain transfer company in Wisconsin would say: "We decreased our ton-mile costs 35 per cent by changing to Ford V-8 trucks with semi-trailers. Any operator is certainly overlooking costs if he does not investigate the merits of the Ford V-8." Another transfer concern, in Oklahoma, confesses that "it cost us plenty to believe that only large, high-priced trucks were suited to our business. Each operator interested in making money will do well to junk his old equipment and buy new Ford V-8's."

Savings and profits . . . they are mentioned every time V-8 users "talk shop". And naturally, because there are so many ways to save:

A California owner tells of competition with larger, higher-priced units. He beats their time 1½ hours each trip and gains an extra run every day. . . . A stockman in Texas saves so much time hauling lambs in his V-8 that he finds

only one-fourth the shrinkage suffered by former transportation. . . . A woman who operates a V-8 passenger bus in Pennsylvania's mountains saves 96 gallons of gas during a month, as compared with her former heavy-duty unit. . . . A Missouri bottling works has cut time spent on its rural routes by 50 per cent, plus further savings because "breakage has been reduced materially by the V-8's easy riding qualities".

Another firm announces that their V-8 operating costs will be less because of lower insurance rates granted for safe operation. . . . Switching over from "big equipment" to a Ford V-8 fleet, a concern in Connecticut saved \$23,000 on the investment and, quoting them, "are able to handle as large a volume of business."

Some old-time truckmen, skeptical of the amazing advancements which engineering skill produces from time to time, with a knowing eye and say, "it can't be done." That's what competitors told a carrier in South Carolina. "We were kidded when we appeared with our Ford V-8 van, designed to carry six horses. Our trip took 17 hours; best time by the heavy trucks, similarly loaded, was 26 hours. Our horses were well rested before the others arrived."

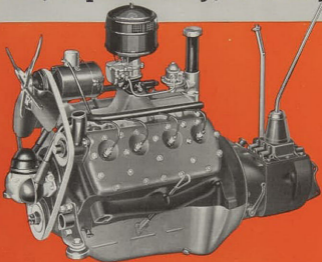
Savings and profits! These are bywords with Ford V-8 truck owners. With modern Ford equipment, you make more paying trips on the highways with fewer stops at the service stations. Your hands go into your pockets less often for expense money.

There can be no doubt of this: You are ahead from every standpoint with the Ford V-8 trucks.

"The use of eight cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a four-cylinder engine multiplied by two. Our eight-cylinder engine takes the fuel supply of an ordinary four-cylinder engine and divides it eight ways. By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in four long jumps or in eight ordinary ones."

Henry Ford

# Power, Dependability, Economy



The Ford V-8 is the most satisfactory Ford truck engine that ever pulled out of a quarry hole or broke a record for fast deliveries. It is simple, compact, easily serviced. It is designed for one purpose—to give the power and speed that modern haulage demands—and it gives it efficiently and economically. That it does this is proved by the records of thousands of Ford V-8 truck owners. High in performance, low in gas and oil consumption, long on durability and freedom from repairs, the Ford V-8 offers you a com-

bination of advantages not found in any other truck engine. Efficient design—exclusive Ford features—precision manufacture—finest materials—all these things build up the amazing power and reliability of the Ford V-8 engine. It is built for heavy duty. It will run at high speeds for long periods of time. It will deliver a full quota of power day after day with a minimum of maintenance. The Ford V-8 develops more than 80 horsepower in the truck chassis—and nothing takes the place of power.

## Exhaust Valve Seat Inserts—(left)

Save time and money and maintain high engine efficiency. These inserts are highly wear-resistant. Terrible heat and corrosive gases do not scale or pit them. They prevent power leakage and double the mileage between valve grinding jobs.

## New Bronze Connecting Rod Bearings (right)

Continuous open-throttle operation—for high speed or heavy hauling—is hard on ordinary bearings. The Ford "floating" bearings are now surfaced with a high load-bearing material which are built to "take it" on the most abusive truck job.



and more of each of them than you ever thought  
could be combined in a truck engine

### Open-Skirt Pistons (right)

The new heat-treated aluminum alloy open skirt pistons have been designed especially to insure low gas and oil consumption. Manufacturing limits are exceedingly close, with less than 1/1000-inch tolerance allowed at bearing surfaces. All the pistons for each engine are balanced within 1/14 of an ounce and then matched in sets with similarly balanced piston pins, rings and connecting rods to insure a smooth-running engine and minimum bearing wear. This is another example of the unusual care that goes into the Ford V-8 manufacture.



### Full Length Water Jackets (above)

Water jackets extend below cylinder walls and along the upper crankcase walls. This keeps the cylinders and pistons as well as the oil in the crankcase at efficient operating temperature under all conditions.

### Dual Carburetion (left)

Increased fuel economy, improved cold weather operation and greater power are attained in the new V-8 truck engine through the use of dual downdraft carburetor and dual intake manifold, greatly improving engine efficiency and economy.



## Ford Engine Exchange Service—A Money-Saver

### Ford Engine Exchange Service— A Money-saver (right)

It is now possible to exchange the engine for a factory reconditioned assembly. The cost is only \$49.50 (o.b. Parts Branch (slightly higher west of Rockies)). This means that after the engine has become worn, after thousands of miles of service you can have practically a new engine at less than the cost of an ordinary overhaul and without tying up the truck. Other Ford exchanges include brake shoes, fuel pump, distributor, clutch disc and other parts. For example, you can procure a reconditioned distributor for \$1.90 whereas a new Ford distributor is listed at \$3.25.





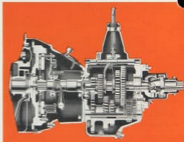
## FULL-FLOATING REAR AXLE

The rear axle of the Ford V-8 truck has been entirely redesigned for increased strength and ruggedness. It is now full-floating, a type in which the housing carries the entire load and takes all stresses and side thrusts. The axle shafts have nothing to do but drive the wheels. They are readily removable for inspection or adjustment of wheel bearings and other maintenance operations. They can be removed without jacking-up the wheels.

Additional improvements increase reliability and reduce maintenance costs. Teeth on the straddle-mounted driving pinion and ring gear are wider and stronger than formerly. The pinion shaft and bearings have been increased in size with positive lubrication to the bearings. The bearings supporting the differential are now so spaced as to equally distribute the loads applied to them. The differential case is of conical shape and is heavily ribbed inside and out to resist deflection of the ring gear when subjected to severe driving forces. The differential case bolts are heavier. The thrust plate, long a feature of Ford truck axles has a larger contact surface. The redesigned axle bell housing is now conical in shape to withstand deflection and is more heavily ribbed. The heavy welded steel axle shaft housings are stronger with heavier walls and have larger spring seats. In every part the Ford V-8 truck axle is built to meet the increasingly severe demands of heavy-duty truck operation.

### Sturdy Truck Transmission

Built for heavy work. Able to "take" more than the tough jobs can give it. 4 speeds. All gears in forward speeds run on roller and ball bearings, saving power, reducing wear, prolonging life. All parts finest special-purpose steel, precision built, carefully assembled.



### Semi-elliptic Rear Springs

Fifty inches long, they provide four widely spaced points of support for the frame, reducing frame stresses and counteracting frame and body weaving on rough roads. Substantial support is provided for overhanging bodies on loads not only because of the spring length but because the spring brackets are mounted on the outer side of the frame giving spread of 43¼ inches between the springs. Four springs are shackled at each end—and can be, only because they take no driving or braking thrusts. These are taken care of by the torque tube and radius rods. The springs have one job only—they cushion the load and absorb road shocks.



# The Ford V-8 Truck Chassis—designed throughout for heavy duty

The records show that more than 90 per cent of all hauling and delivery jobs can be done by Ford trucks and commercial cars. Try to match a Ford V-8 unit for your own job. Point for point—low first cost, reliability, economy of operation, low upkeep cost—you can't possibly duplicate everything it gives. Then add the decided advantages of V-8 power, V-8 speed, V-8 acceleration—and your choice will be a Ford V-8.

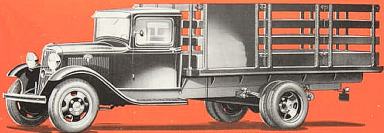
There are two truck chassis, 131½ and 157-inch wheelbases. And a 112-inch commercial car chassis. There are many low-cost multi-purpose body styles. This and the next three pages cover the truck. Take a look at the truck chassis. It has all the reserve strength, the full size, and special features that a modern truck should have. And more! Into it has gone all the skill and ingenuity of America's foremost truck builders. A carefully planned design. The finest steels. Precision workmanship. All the experience of 30 Ford years. It's the most satisfactory, most economical Ford truck ever built. It's the truck you'll choose if you compare it, size for size, part for part, feature for feature.



## **131½-inch Wheelbase Chassis with Dual Rear Wheels**

*Standard equipment with both 131½- and 157-inch wheelbase chassis includes chromium-plated front bumper, spare wheel carrier, complete electrical system, coil and hood assembly, instrument panel, coincidental lock, tools, front fenders, running boards, five tapered steel wheels and four tires.*



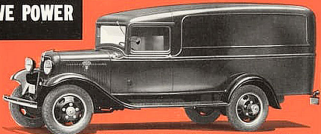


Load space: Length 142½", Width 82", Height 42"

**BACKED UP  
BY PLENTY OF  
RESERVE POWER**

#### Stake Truck on 157-inch Wheelbase

An all-purpose unit well suited to the varying requirements of general heavy-duty hauling. Seasoned wood floor with nine counter-sunk steel skid strips at joints of planking. The stake sections can be removed entirely. Center sections swing open on rear hinges. Positive lock when closed. Also available on 131½-inch wheelbase.



Load space: Length 107½", Width 53½", Height 57½", Rear Door Opening: 50" Wide; 49½" High

#### De Luxe Panel on 131½-inch Wheelbase

This truly de luxe delivery truck has a carefully designed interior trimmed with insulating panels, forming a double sheath of insulation. Rigid, all-steel rear end construction. Rear doors thoroughly draftproofed with sponge rubber and equipped with

effective lock independent of door handle. Supplied with either 10 or 17 gallon fuel tank. Rear view mirror and windshield wiper are chromium-plated. Cool and tail lamps are rustless steel. Otherwise, design is similar to standard panel.

Owners of this Ford V-8, 157-inch Panel, describe it as "the only panel that can handle our loads; one of our best advertising billboards in the City of Houston."

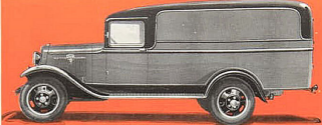
Owners of this bus replaced a "heavy-duty" unit with a Ford V-8, gaining 3 miles more a gallon; 52 miles an hour under identical route and load conditions.

New Ford V-8 Stake trucks assure the same service which won them top position among industries requiring reserve power and capacity for heavy, bulky loads.



**Standard Panel  
on 131½-inch  
Wheelbase**

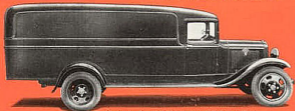
Individually and as a group, Ford Panel Bodies emphasize the unusual reliability, and good appearance of the Ford truck line. The welded one-piece rear door frame insures long life and trouble-free operation of doors. Floors are hardwood with metal skid strips. Sides and roof are iron plated. Extension frames support rear of bodies.



Load space: Length 107½', Width 55½', Height 37½'  
Rear Door Opening: 50" Wide, 49½" High

**Panel Body on  
157-inch  
Wheelbase**

Good capacity for bulky loads and protection for goods and driver. Strong ribbed rear end construction. Trouble-free operation of rear doors. All doors fitted with effective locks. Sides and roof fully insulated. Flat-topped, curved windshield header, rear panel, and slanting windshield contribute to good appearance.



Load space: Length 131½', Width 55½', Height 37½'  
Rear Door Opening: 50" Wide, 49½" High

**Heavy-Duty Express  
on 131½-inch  
Wheelbase**

The Heavy-Duty Express is of rugged steel-reinforced construction to withstand the hardest kind of usage. Seven corner sunk steel skid strips at joints of floor planks. Four heavy channel steel cross sills and four steel beams at each side provide abundant reinforcement. There are no wheel housings or other projections in the main body to interfere with loading.



Load space: Length 101½', Width 60', Depth 23"

Impressive appearance is a feature of the V-8 Panel on the 131½-inch wheelbase. Absence of "dead weight" permits maximum payloads to be carried at low cost.

"Hauling 2 tons against 450 headwinds averaging 10 mph, faster than any other type of equipment we've used," is statement by lettuce farmers with this 137-inch V-8.

"5000 miles a month, 24 miles an hour fully loaded, gas economy a revelation and no mechanical trouble," advise owners of this V-8, 157-inch Express.





Load space: Length 147 $\frac{1}{2}$ " Width 87 $\frac{1}{2}$ "

#### Stake Truck on 131 $\frac{1}{2}$ -inch Wheelbase

The ruggedness of the longer wheelbase stake truck has been built into this unit. The all-steel stake sockets are set flush with the platform. The heavy steel rub rail protects sockets on all sides. Steel board platform of 1 $\frac{1}{2}$ -inch seasoned wood equipped with twenty stake-sockets. The steel advertising panel on each side is standard equipment.

#### Platform Truck on 157-inch Wheelbase

This heavy-duty platform of 1 $\frac{1}{2}$ -inch seasoned wood, steel bound with twenty steel stake sockets. Steel cross sills and heavy seasoned wood side sills. Nine steel skid strips are sunk into joints of planking. Also available on 131 $\frac{1}{2}$ -inch wheelbase.



Load space: Length 106" Width 82" Height 42"



Load space: Length 81" Width 66" Depth 127 $\frac{1}{2}$ " Capacity 1 $\frac{1}{2}$  cu. yd.

#### Hydraulic Dump Truck on 131 $\frac{1}{2}$ -inch Wheelbase

This rugged, heavy-duty dump type is built to Ford specifications, engineered to handle all phases of dump work with speed and dependability. Bodies are of one-piece, heavy high carbon steel construction for strength and long life. Reliable, positive and fast dumping mechanisms are available in "street lift" or "farm hold" type. Bodies may be locked at any desired position. Maximum dumping angle, 50 degrees. Highly economical to own and to operate.

"Can't beat Fords for economy," states company operating 20 of these V-8 tractor-trucks. Pulling 5-ton payloads 430 miles in 15 hours, despite poor roads.

Ford equipment serves individual operator and fleet owner alike. With this V-8 Hydraulic dump a Nebraska man made a job for himself on a government project.

Not a cent for repairs in 15,000 miles, with up to 13,000 pound payloads. Performance of this V-8 truck led to purchase of three more by a fruit distributor.

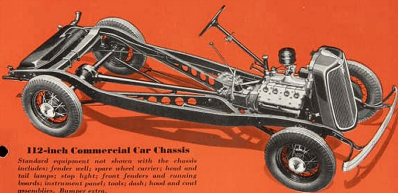


# For Low Cost Delivery— the new Ford V-8 Commercial Car

All the economy, smart appearance and dependability of the modern passenger car have been brought to the light haulage field by the 1931 Ford Commercial Cars. These capable, attractive units have been redesigned to embody a still greater measure of economy, utility and ruggedness.

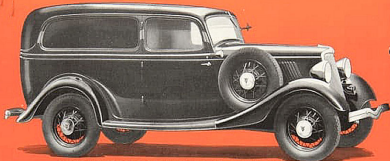
The double-drop, double side rail X-brace frame and the straddle mounted rear axle driving pinion are outstanding examples of the ruggedness built into the chassis—reserve strength which means dollars saved through reduced maintenance costs. The 112-inch wheelbase and short V-8 engine permit the use of large capacity bodies, which are strongly built and rigidly supported by the new chassis. A heavy-duty adaptation of the double cantilever transverse spring and four double-acting, temperature compensated, inertia controlled, shock absorbers assure comfort for driver, protection for fragile merchandise and long life to both chassis and body.

New measures of utility are combined with sturdy construction and smart appearance in the 1931 Commercial Car bodies. Mounted on the new chassis, they are complete commercial units of unapproached economy, durability and distinction.



## 112-inch Commercial Car Chassis

*Standard equipment not shown with the chassis includes: fender well; spare wheel carrier; head and tail lamps; stop light; front fenders and running boards; instrument panel; tools; dash; hood and coil assemblies. Bumper extra.*



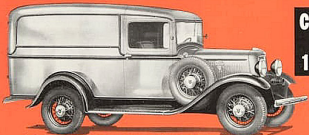
Load space: Length 59' Width 45 1/2' Height 42' Door Opening 37" Wide, 36" High

#### The Sedan Delivery (above)

Unusually smart body lines and passenger car appointments make the V-8 Sedan Delivery Car the logical selection for the most exclusive shops. Yet it is so low in price and costs so little to operate that its field of use is very broad. Clean-vision ventilation and many other de luxe passenger car features.

#### De Luxe Panel Delivery (below)

This handsome and economical commercial car panel is of surprisingly large capacity. It has been designed to speed deliveries and to provide a full measure of driver comfort. Rigid all-steel, one-piece rear end insures permanent fit of doors. Also available in a standard type.



Load space: Length 72 1/2' Width 48 1/2' Height 51 1/2' Door Opening: 42" Wide, 43 1/2" High

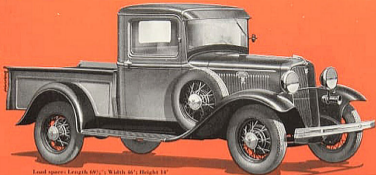
**COMMERCIAL**  
ON  
**112-INCH WHEEL**

Ford V-8 Panel Delivery cars are ideal for speedy delivery in traffic. Unit below carries 910 pounds of samples over wide territory; 18.8 miles a gallon.

Trade-marks appear more distinguished and have greater advertising value on stylish Sedan-Deliveries. Suburban-drivers prefer their speed and comfort.

The V-8 Station Wagon harmonizes with fine environment. This body type finds approval wherever good taste, passenger comfort and speed are demanded.





Load space: Length 69 $\frac{1}{2}$ "; Width 46"; Height 18"

#### The Ford Pick-up (above)

Although the lowest-priced Ford commercial unit, it is built to handle a wide range of jobs and to stand up under long, hard service. Sides and floorboards are of rigid steel construction, with heavy steel floor panel over wood sub-floor. Full width tailgate equipped with drop chains and safety lock.

#### The Station Wagon (below)

This unit is really many vehicles in one. It is a passenger car and bus, baggage and equipment carrier, camp car and delivery wagon. It will seat eight, including driver. Tailgate serves as luggage deck. Rear and center seats removable. Used by hotels, country clubs, camps, suburban estates and surveying crews.

## CAR BODIES THE BASE CHASSIS



Load space: Length (behind driver's seat) 65 $\frac{1}{2}$ "; Width 50 $\frac{1}{2}$ "; Height 48"

Many of the 219 new Ford V-8's serving the Morton Salt Company are Sedan-Deliveries. The scene below shows how the wide rear door opening provides ready access to the load compartment, saving driver-salesman's time and energy.

The husky V-8 Pick-up handles a wide variety of tasks without strain and has ample power in reserve for the hardest job. It keeps pace with the fastest construction or hauling schedule, and makes budgets go further. The Pick-up first shown below was recently purchased by the State of Kentucky Highway Department.



# SPECIAL EQUIPMENT FOR ALL TYPES



**GOVERNOR**—An inexpensive, simple and highly effective vacuum controlled governor. This device does not curtail tractive effort developed by trucks, but prevents racing engine in gears and extremely fast driving. Price, installed on new V-8..... \$5.00

The Ford V-8 truck chassis comes unusually well equipped—with a spare wheel carrier, complete electrical system, coil and hood assembly, instrument panel, coincidental lock, tools, front fenders, running boards, five tapered steel wheels and four tires. In addition special accessories are available at very reasonable cost. A few items are shown here.



**OIL BATH TYPE AIR CLEANER**—Simple, effective and thoroughly dependable, these air cleaners greatly reduce engine wear and are recommended where trucks operate over dusty roads. Price, installed, 4- or 6-cylinder types..... \$7.00 Additional



**COMBINATION TEMPERATURE AND FUEL GAUGE**—Replaces standard fuel gauge on instrument panel. Installed without interfering with other equipment. Price, installed .... \$3.95



## ADDITIONAL ITEMS

- 
- Spotlights
- Auxiliary Springs
- Steel Spoke Wheels
- Fender Wells
- Rear Bumpers

**POWER TAKE-OFF**—The power take-off operates directly from the truck transmission and is controlled by a lever in the cab. Price, \$43.50

**FRAME EXTENSIONS**—Used to provide additional support for rear of long bodies. Extensions fit into ends of frame side members and are bolted into place. Effective length of extensions, 10½ inches, 131½" chassis; 20 inches, 157" chassis. Price installed, 131½" chassis (HR5032) \$2.50 Additional  
Price installed, 157" chassis (HR5241) \$2.50 Additional



**DUAL REAR WHEELS AND TIRES** (at right)—Tapered steel disc wheels equipped with 6-ply 6.00 x 20 ballroom tires are available as extra equipment. All tires and wheels interchangeable. Price (when ordered with new unit)..... \$25.00 Additional  
22 x 6.00 - 20 ply tires on 20 x 6.00 wheels also available at extra cost.





# SPECIFICATIONS

## Engine—8-cylinder

90" V-8 with 90° crank throw. Piston displacement, 221 cubic inches (type 3); 100-horsepower rating, 37; 100-horsepower torque rating, 5-32 to 1; horsepower rating, S. A. E., 20.00; peak horsepower, 50 at 3000 r.p.m.; lubrication forced feed in all motor bearings. Dual aluminum carburetor and manifold. Mounted in rubber at 4 points; vertical vibration and shock absorbers, special heat-treated aluminum alloy.

**CRANKSHAFT** Special Ford cast alloy steel. Diameter, 2 inches; three main bearings; total main bearing surface, 36½ square inches. statically and dynamically balanced.

**CARBURETOR FUEL SYSTEM** Diaphragm pump-driven by planet operating on eccentric on crankshaft. Dual aluminum carburetor and dual manifold. Air intake silencer.

**COOLING** Tube and fan type radiator with 3 rows of tubes. Efficient fan-blade fan. Two centrifugal pumps, one in each cylinder head. Capacity, 1½ gallons.

**IGNITION** Battery, coil and distributor. New-type distributor drives directly off end of crankshaft. Full automatic timing, not adjustable.

## Engine—4-cylinder

*Available only in 1934\* and 1937 truck chassis.*

47" In-line, cast iron block. Piston displacement, 166.5 cubic inches (type 3); 100-horsepower rating, 37; 100-horsepower torque rating, 5-8 to 1; horsepower rating, S. A. E., 24.00; peak horsepower, 50 at 3000 r.p.m.; lubrication by compressed pump, splash and gravity systems. Mounted in rubber, tubes, brackets and shock absorbers, aluminum alloy. 4-cylinder offset 1-inch from center line of crankshaft.

**CRANKSHAFT** Carbon manganese steel. Counter-balanced. statically and dynamically balanced. Main bearing area, 34 square inches. Diameter main bearings, 2 inches.

**CARBURETOR—FUEL SYSTEM** Two jets in carburetor, 1 power jet opening into intake at high speed and power jet in silencer. Iron plate fuel tank. Engine-driven fuel pump. Fuel gauge on illuminated instrument panel.

**COOLING** Centrifugal water pump. 2 row tubular radiator. Efficient fan-blade fan driven by adjustable "V" belt. Capacity of cooling system, 14 quarts.

**IGNITION** Automatic spark advance. Battery, coil and distributor.

## Commercial Car Chassis

**CLUTCH AND TRANSMISSION** Single plate fly disc clutch. Ball thrust-out bearing lubricated through readily accessible fitting. Three-speed selective gear transmission, synchronized second and high gears. Quick manual gear. Roller and ball bearings carry rear train in all forward speeds.

**BRAKES** Four-wheel mechanically operated lateral expanding. Horses of special cast alloy iron. Total braking surface, 336 square inches. Pedal and parking brake control.

**SPRINGS** Chrome alloy steel. New transverse front and rear. Special heavy rear spring having shock absorber impregnated fabric shock absorber linings.

**SHOCK ABSORBERS** Double acting inertia controlled hydraulic type, compensated for temperature variations.

**FRAME** Special Ford design double drop X-type with 4-way rubber mounting through to end of side members. High carbon frame steel. Side rails, 1½ inches wide; depth 6 inches.

**RUBBER INSULATION** Rubber insulation at three point motor mounting, shock absorber links and front radius rod ball socket on main crossmember.

**STEERING GEAR** Non-adjustable. Heat-treated steel. 11:1 ratio worm and sector type with self-aligning thrust bearings. Ratio, 15 to 1.

**FRONT AXLE** Heavy carbon chrome "U" beam type. Taper roller wheel bearings.

**REAR AXLE** Three-quarter floating type. Spiral level gear with crank-mounted pinion. Roller bearings throughout. Ratio, 1:11 to 1; shaft, 1½ inches diameter.

**TURNING CIRCLE** 39 feet.

**WHEELS AND TIRES** Two steel spindles, heavy gauge wheels, 2.26 x 17 ballroom tires. Total front, 35 inches; rear, 36½ inches.

**WHEELBASE** 132 inches.

## 1½-Ton Truck Chassis

**CLUTCH** Heavy duty single disc plate type. Shrouded asbestos compression lining. Ball thrust-out bearing lubricated by fitting extending through front-board.

**TRANSMISSION** Selective sliding gear type. First speed shaft and cone system. Carbon chromum steel gears and shafts. Roller and ball bearings carry gear-train in all forward speeds.

**BRAKES** Four-wheel mechanically operated internally expanding. External emergency brake on rear wheels. Drum; front rear axle (type 1) rear foot forward high carbon steel. Total braking surface, 36½ square inches.

**FRONT SPRING** Chrome alloy steel. Heavy duty transverse type. Length, 31 inches.

**REAR SPRINGS** Chrome alloy steel. Two springs, elliptic heavy duty type. 24 inches long. Free shackle at both ends. Auxiliary springs available on special equipment.

**STEERING GEAR** 11:1 ratio worm and sector type. Taper bearings automatically adjusted for wear. Hinged three-point mounting.

**FRAME** High carbon frame steel. Wide across side rails from behind axle to end of frame. 20 inches wide rail dimensions. Length, 131½ inches (chassis), 100 inches (length, 131 inch chassis), 214½ inches (depth maximum) 7 inches width, 7½ inch thickness, ½ inch. Two crossmembers. Main crossmember, 12½ inches deep.

**RUBBER INSULATION** Motor mounted in rubber at three points. Rubber insulated radius rod ball socket on main crossmember.

**FRONT AXLE** Heavy "U" beam having of carbon manganese steel. Wheels mounted on adjustable taper roller bearings.

**REAR AXLE** Full floating type, level axial gear drive. Double taper roller wheel bearings having dual centers of shafts. Straddle mounted pinion gear and ring gear thrust plate. 1:11 to 1 ratio optional.

**TURNING CIRCLE** 131½ inch chassis, 36 feet 11½ inch chassis, 35 feet.

**WHEELS AND TIRES** Two tapered steel disc wheels. Tires 6.00 x 20, 6-ply ballroom, front 3 x 6 high pressure. 3-ply, single track, 6.00 x 20, 6-ply ballroom, dual rear, 22 x 6 1/2 ply high pressure dual rear tires with special rear wheels having pinch rims available on special equipment.

**WHEELBASES** 131½ and 137 inches.

\*To reserve the right to make changes, without notice, in price, specifications and equipment at any time without incurring any obligations.

FORD MOTOR COMPANY  
DEARBORN · MICHIGAN