



The new Ford all-steel body and weather-proof cab mounted on the Ford worm'drive chassis at \$490 f. o. b. Detroit, is the world's lowest priced complete one-ton truck.

A Preference Based on Quality

There is deep significance in the fact that 78% of all trucks of one ton or less capacity in the United States are Fords.

This overwhelming preference for Ford haulage units has its basis in the low cost of Ford transportation, the rugged construction of the truck itself, and its unusual adaptability to every line of industry.

Mechanical excellence, simplicity of design and ample power are further factors that have contributed to the popularity of the Ford One-Ton Worm Drive Truck.

As a logical step in providing dependable transportation at the lowest possible cost, the Ford Motor Company is now producing an all-steel body and steel weather-proof cab mounted on the Ford Truck Chassis, selling at the remarkably low price of \$490.

Merchants standardizing their delivery systems on Ford One-Ton Trucks have available the facilities and assistance of over 33,000 Authorized Ford Service Stations, conveniently located to their business.

Ford Motor Company
Detroit, Michigan

See the Nearest Authorized Ford Dealer

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