

“2500 Ford commercial units play important daily part in nation-wide delivery service” says Standard Brands Inc.

IT IS significant that Standard Brands Inc., should select Ford trucks and light-delivery cars for their daily delivery service, encompassing the entire country. It is graphic testimony of the reliable strength, versatile performance, and lasting service built into Ford units that they are giving complete satisfaction under the greatly different operating conditions they meet in this widespread use.

Of equal importance is the record of economy made by these Ford units.

Standard Brands Inc. have found Fords particularly adapted for their service on account of uniformly low cost of operation and maintenance.

In every line of business, Ford units are serving fleet owners and small operators alike. There is a standard Ford type for every hauling need. More than forty different bodies are available. With the 1½-ton truck, there is a choice of 131½-inch or 157-inch wheelbase, open or closed cabs, high or low rear-axle gear-

ratios, and single or dual rear wheels. In addition, there is the Ford light-delivery car, offering speedy, alert performance, reliability, long life, and economy, for every light-hauling purpose.

There is a Ford unit for the specific needs of your business available, in a choice of thirty-eight different color-combinations, from any Ford dealer. In principal cities, there are centralized exhibits of Ford trucks and light-delivery cars.



STANDARD BRANDS INCORPORATED
 JOSEPH WILSHIRE
 PRESIDENT
 895 MADISON AVENUE
 NEW YORK, N. Y. July 1, 1931

Ford Motor Company,
 Dearborn,
 Michigan.

Gentlemen:

Twenty five hundred Ford commercial cars help maintain the unique and efficient delivery service rendered by Standard Brands Incorporated to insure nation-wide daily delivery of Fleischmann's Yeast to Bakers and of Fleischmann's Yeast, Chase & Sanborn's Coffee and Royal Gelatin Desserts to Grocers everywhere in the United States and Canada.

Very truly yours,
 STANDARD BRANDS INCORPORATED,

 Joseph Wilshire
 President.