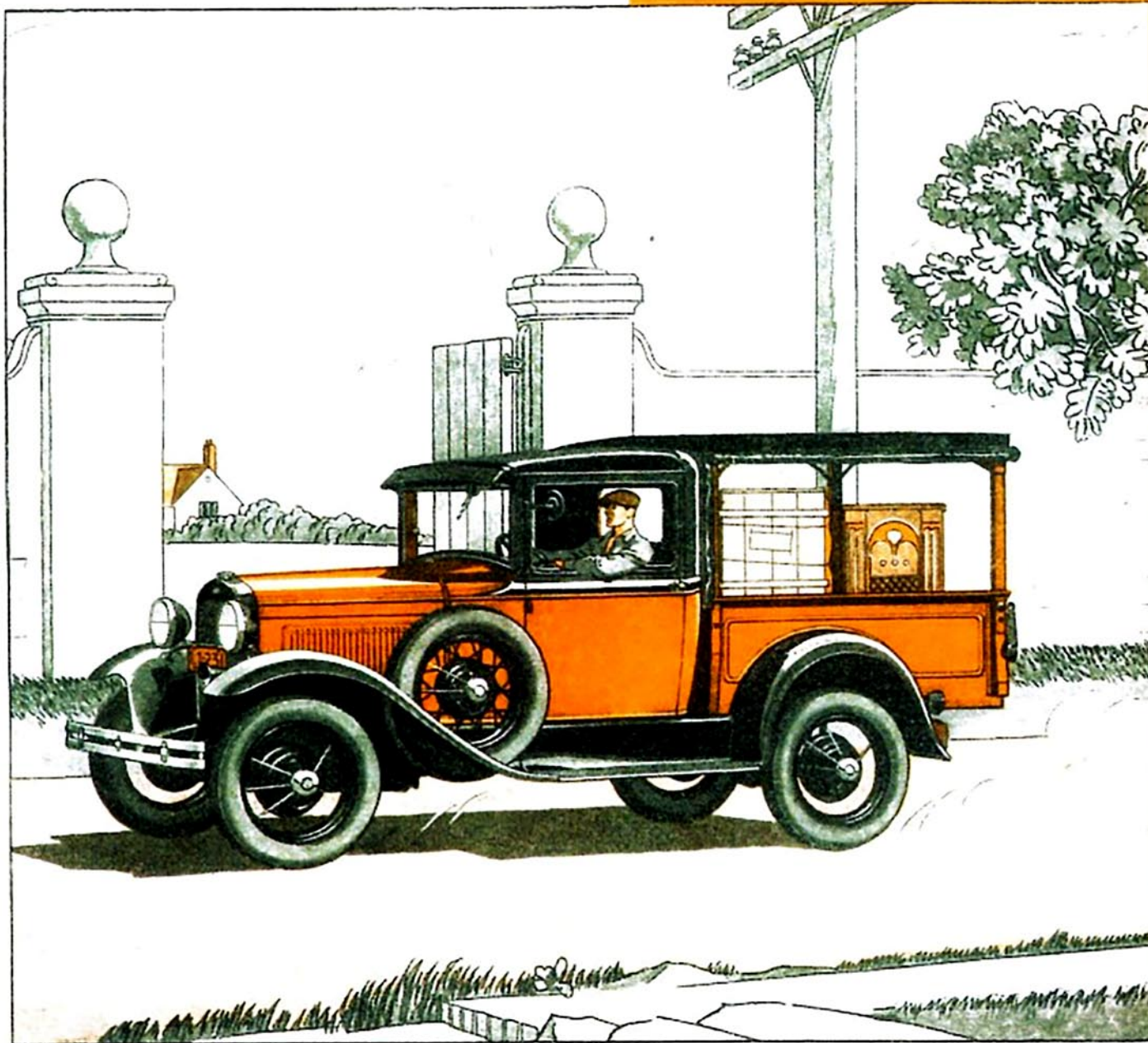
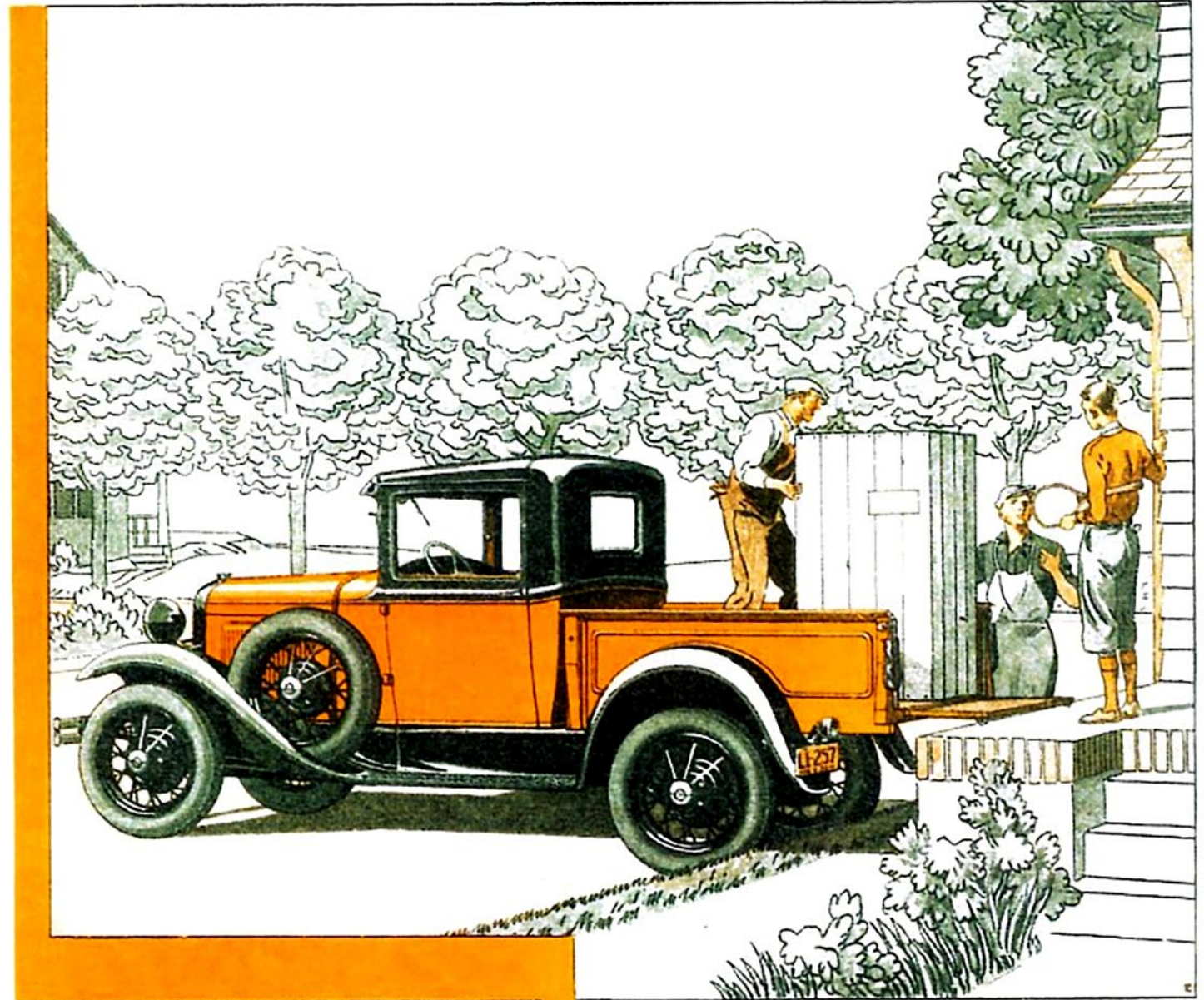


*Added convenience,  
more loading-space ...*

# New Ford Pick-up

**T**HE pick-up light-delivery car, one of the more than forty standard Ford commercial types, is widely used by retail merchants, jobbers, distributors and others because of its sturdy and durable construction, alert performance, reliability and proved economy. It is a car that can be used for quick deliveries of many kinds of merchandise, as a service-car, and for all kinds of rough work with medium-size loads.

New features have been incorporated into the Ford pick-up which add greatly to its convenience, usefulness, and value. Most important is a loading-compartment of improved design, which has a flat bottom with straight sides and with square corners. This provides full-width loading-space at the floor. The floor is of sheet steel with pressed skid-strips. The



body is larger, with a capacity of  $22\frac{1}{4}$  cubic feet.

The Ford pick-up is available either with or without a canopy-top. The top, which is provided with curtains, is supplied at small additional cost.

Another new Ford type is the de luxe pick-up, in which body and cab have the appearance of a single unit. Exterior metal parts are of Rustless Steel, there are chromium-plated brass side-rails, and the spare wheel is carried in a fender-well.

Any Ford dealer can supply a Ford unit, complete, specifically adapted to your needs. You can find the name and address of the nearest dealer in your "Where to Buy It" Classified Telephone Directory, under the name "Ford." In principal cities, there are centralized exhibits of Ford trucks and light-delivery cars.

