


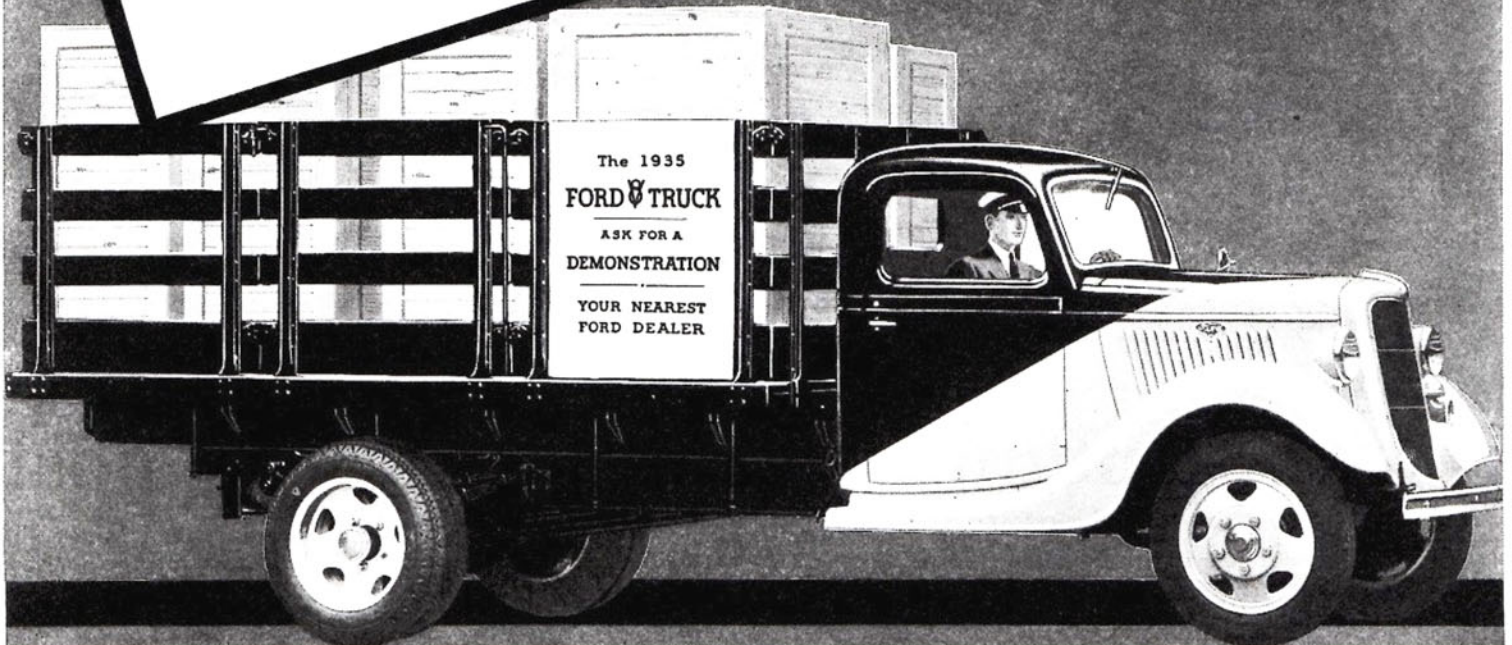
An Open Invitation from your Ford Dealer

FORD  TRUCK

If you are interested in reducing your hauling costs, I will arrange an "on-the-job" test for you with your own loads . . . over your own routes . . . with your own driver at the wheel.

Your Ford Dealer

TRY . . . Before you BUY



NEW FEATURES

NEW LOAD DISTRIBUTION for better braking and more uniform tire and brake wear. . . . **NEW DRIVER COMFORT**, driver's compartment completely lined, triple ventilation system, instruments grouped directly in front of driver. . . . **NEW QUICK-STOPPING, RIB-COOLED BRAKES**, longer life between adjustments, will not "bell-mouth" or "fade." . . . **NEW CLUTCH**, lower pedal pressure at idling speed, plate pressure increases by centrifugal force as engine speed increases, minimizing slippage. . . . **NEW CRANKCASE VENTILATION** reduces corrosion and oil dilution. . . . **NEW COOLING EFFICIENCY**, larger radiator, larger water pump impellers. . . . **NEW DEEP-SKIRTED FENDERS** in colors that match the hood and cab.

THERE'S only ONE way to find out whether a truck will do the job you expect of it. That's by testing it with your own loads, over your own routes, with your own driver at the wheel. That way, you find out EXACTLY what each truck will do under your own individual operating conditions.

Ford extends an invitation to ALL truck operators . . . whether they own one truck or one thousand trucks . . . to make this test without cost or obligation. Ford has such complete confidence in V-8 Performance and V-8 Economy that Ford dealers are ready and willing to place a 1935 Ford V-8 Double-duty Truck at the disposal of any responsible truck operator who is in the market for a new truck.

Ask your Ford dealer to arrange an "on-the-job"

test for you. Borrow his demonstrator truck. Use it in place of one of your present units . . . even one of greater capacity . . . and keep track of your costs. Let the results be your proof of V-8 Economy. At the same time, watch V-8 Performance. Make your own tests of V-8 speed, power and acceleration.

Consider the Ford Low-cost Engine Exchange Plan and other exclusive exchange privileges that assure drastic savings in maintenance costs. See how this new truck gives you ALL the features needed for BOTH hauling and delivery service.

Then look at the price! You will be convinced once and for all that the 1935 Ford V-8 Truck is AMERICA'S GREAT TRUCK VALUE!

THE 1935 FORD V-8

\$500

FOR 131½-INCH CHASSIS
F.O.B. DETROIT

TRUCK