

# 20 YEARS AGO THIS MONTH THE FIRST FORD TRUCK WAS BUILT

## Today . . . FORD LEADS THE WORLD IN TRUCK-BUILDING EXPERIENCE

The first Ford truck was built July 27, 1917. Because it was built of materials stronger but lighter than those in common use, it combined ruggedness and reliability with low operating cost. Because it was sold in large numbers, its price was low. It was the first low-priced truck of quality, and it met with immediate success. Since 1917, Ford has built more trucks and commercial cars than any other manufacturer


. . . more than four million units. Measured in years or in units, Ford leads the world in truck-building experience.

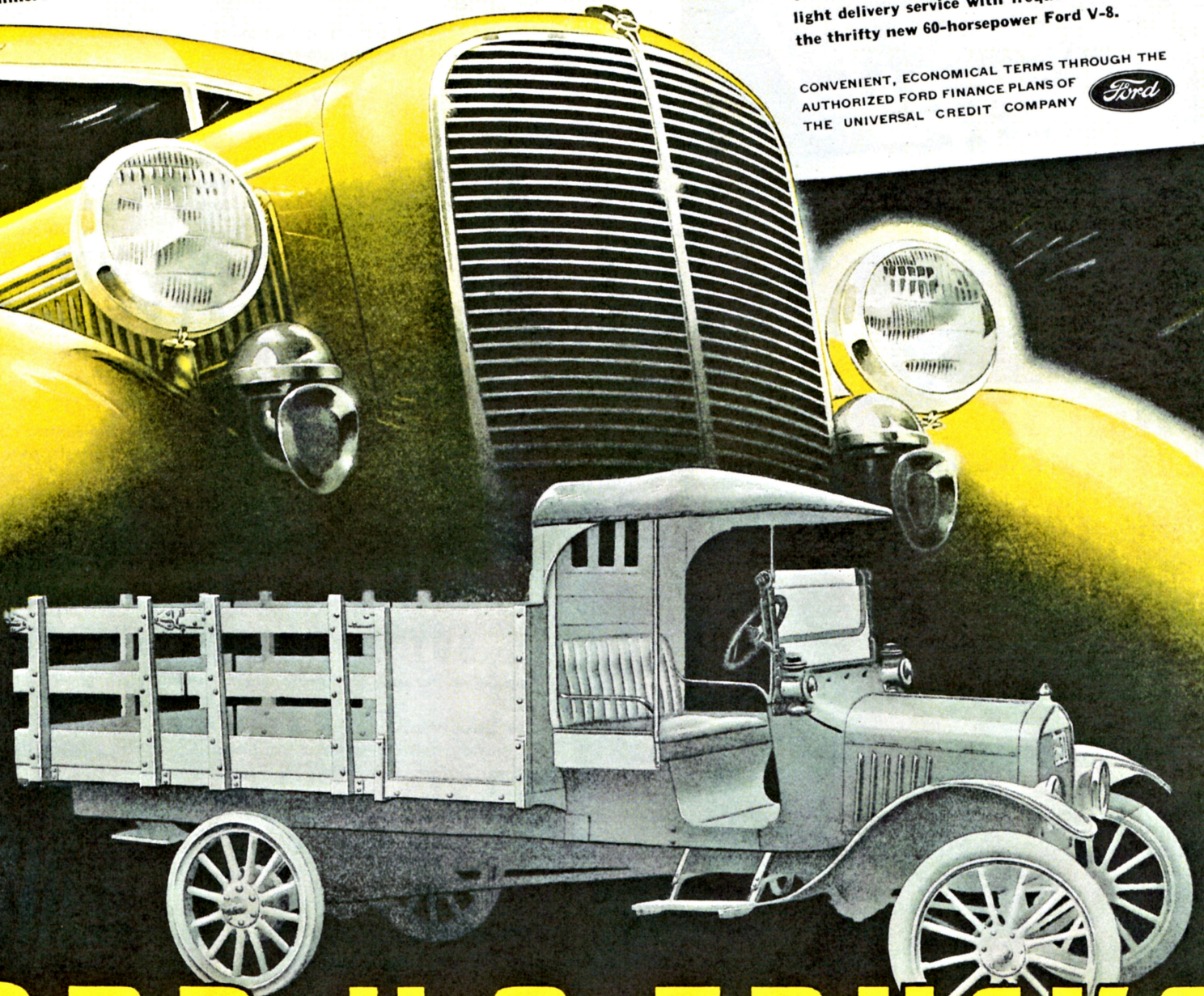
Such experience has enabled Ford engineers to improve the Ford truck year after year. The 1917 model was 40 horsepower and sold for \$600. Today's Ford V-8 Truck gives you 85 horsepower and sells for nearly \$100 less. Road speeds of 70 miles an hour . . . nearly double the speed of the 1917 model . . . are possible with

today's Ford truck. Frames, springs, axles, clutches and wheels have been strengthened for greater load-carrying ability. Safety has been increased by the use of an all-steel cab and Safety Glass.

And as for ECONOMY . . . today's Ford V-8 Trucks show the lowest ton-mile costs of any truck in Ford history.

Try a Ford V-8 Truck under your own operating conditions. Ask your Ford dealer for an "on-the-job" test of an 85-horsepower Ford V-8 Truck if your loads are heavy . . . or for light delivery service with frequent stops, try the thrifty new 60-horsepower Ford V-8.

CONVENIENT, ECONOMICAL TERMS THROUGH THE AUTHORIZED FORD FINANCE PLANS OF THE UNIVERSAL CREDIT COMPANY 



# FORD V-8 TRUCKS