

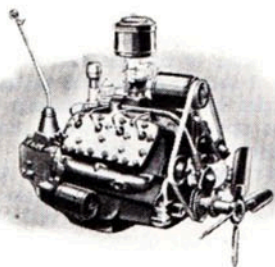
Make Your Truck Dollar Buy MORE!



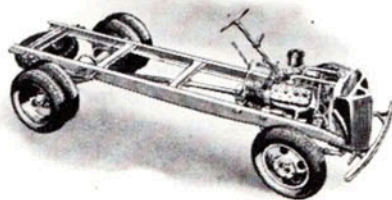
WHEN you buy a truck, generally speaking, you get what you pay for. But with the Ford Truck you get *more* for your dollar.

More features! More quality! More economy!

No other truck on the market gives you the smooth, steady flow of power



from a V-type, *eight-cylinder* engine. Those extra cylinders mean greater efficiency, which, of course, means greater economy. Remember — the Ford is priced with the lowest, and, with the 95-hp. V-8 engine, it is THE lowest priced truck on the market with this horsepower rating.



Study each individual part of the Ford chassis and see how it is designed and built for long, hard service. The clutch, for example, is the semi-centrifugal type for greater power-transmitting ability. The hydraulic brakes are unusually large, and the lining areas are extra wide for reduced wear. Ford Trucks have full-floating rear axle so that axle shafts are relieved of all weight stresses. Worm and roller steering gear means easier turning with less friction.

You have the Ford Engine and Parts Exchange Plan to save you time and money. Factory-reconditioned engine and many parts can be installed, assuring low-cost maintenance.

The Ford Motor Company has built more trucks than any other manufacturer. There are more Ford Trucks on the road than any other make. Out of this broad experience comes Ford overall economy — low first cost, low operating cost, low maintenance cost.

Arrange for a Ford V-8 “on-the-job” test with your own driver and your own loads over your own routes.



• Visit the new Ford Expositions at the two Fairs, New York and San Francisco, 1940

Ford Motor Company, builders of Ford V-8 and Mercury Cars, Ford Trucks, Commercial Cars, Station Wagons and Transit Buses.

**FORD V-8
TRUCKS
AND COMMERCIAL CARS**