

MORE FORD TRUCKS ON THE ROAD!

"We know 3,700 reasons why," says
General Baking Company



DELIVERING BREAD through most of the Central and Eastern half of the United States, General Baking Company operates 3,700 Ford Trucks out of their large number of big bakeries. You may be sure it wasn't anybody's whim, but strict cost-accounting, that put those sturdy, thrifty Fords to work in this great fleet. A General Baking Company official sums it up this way:

"We standardize on Ford Trucks because, first of all, the original cost is right. Second, Ford parts are easy to get. Third, the cost of maintenance is lower."

Those plain facts are the reasons why, year after year, official registrations show more Ford Trucks on the road than any other trucks in existence.

The advanced Ford Trucks being built today, in large quantities, bring you traditional Ford economy, reliability and stamina in greater measure than ever, enhanced by many important engineering advancements. Your Ford Dealer will be happy to tell you all about

FORD ADVANCED TRUCK ENGINEERING MORE ECONOMY • MORE ENDURANCE • EASIER SERVICING

A STILL GREATER 100 HP V-8 ENGINE with NEW Ford steel-cored Silvaloy rod bearings, more enduring than ever in severe service • NEW aluminum alloy cam-ground pistons with 4 rings each, for oil economy • BIGGER, more efficient oil pump and IMPROVED rear bearing oil seal • NEW longer-lived valve springs • NEW improvements in cooling • NEW efficiency in ignition • in carburetion • in lubrication • Far-reaching advancements in ease and economy of servicing operations.

IMPORTANT FORD CHASSIS ADVANTAGES: Easy accessibility for low-cost maintenance • Universal service facilities • Heavy-duty front axle • Extra-sturdy full-floating rear axle with pinion straddle-mounted on 3 large roller bearings • 3 axle ratios available • 2-speed axle available at extra cost • Powerful hydraulic brakes, exceptionally large cast drums • Long-lived needle bearing universal joints • Rugged 4-speed transmission with NEW internal reverse lock.

FORD TRUCKS



TRUCK-ENGINEERED