

# 21 Smart ideas\* for 1950!



(L to R) Ford 145-h.p. Model F-7, Model F-5 and Model F-1 passing tough tests at the Ford test track.

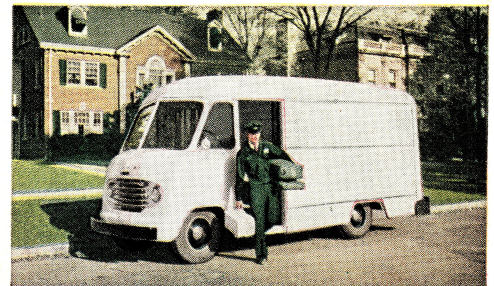
## America's No.1 Truck Value!

Only Ford gives you a choice of V-8 or Six  
in a full line of over 175 truck models!

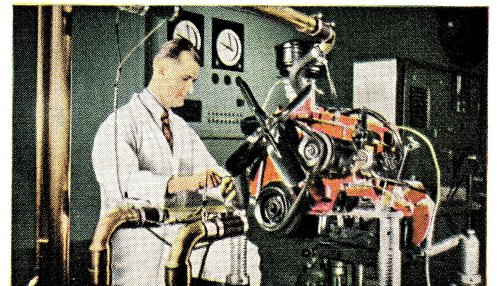
Ford Trucks for 1950 give you new models, new power, new Bonus Built features . . . 21 smart ideas in all. *New models* like the F-3 Parcel Delivery. *New power* like that of the new 110-h.p. Six. *New features* like

air brakes available on Model F-8. You'll find all these smart ideas in America's No.1 Truck Value for 1950, plus Bonus Built construction which means big reserves of strength and power. See your Ford Dealer today!

**21 Smart ideas** ★ New 110-h.p. 6-cylinder engine ★ New Parcel Delivery models ★ New air brakes available on the F-8 ★ New wheelbases: 176-in. for F-5 and F-6; 147-in. and 178-in. on Big Jobs ★ New 15-in. by 5-in. rear brakes for the F-7 ★ New 4-speed Synchro-Silent transmission with 110-h.p. engine ★ New single-speed rear axle for F-8 ★ New, extra-heavy duty clutch with 110-h.p. Six ★ Million Dollar Cab ★ Level Action cab mounting ★ Air Wing door glass ventilators ★ New Double Channel frame for Big Jobs ★ Gyro-Grip Clutches ★ New single-speed axle for F-6 ★ Roll Action Steering ★ New, extra-heavy drive line with 110-h.p. Six ★ Quadrax rear axles ★ 4 engines—choice of V-8 or Six ★ New heavy duty 3-speed Synchro-Silent transmission available for F-1, F-2, F-3 ★ Choice of over 175 models ★ Bonus Built construction, which means big reserves of strength and power.



**NEW PARCEL DELIVERY** chassis comes with grille, windshield and front quarter-windows. Available in Series F-3 and F-5 (Special order).



**NEW 110-H.P. SIX** available on Series F-6 has Free-Turn exhaust valves, Autothermic pistons, chrome-plated top piston ring.

**Ford Trucks Cost Less Because—**  
**FORD TRUCKS LAST LONGER**

Using latest registration data on 6,106,000 trucks, life insurance experts prove Ford Trucks last longer.