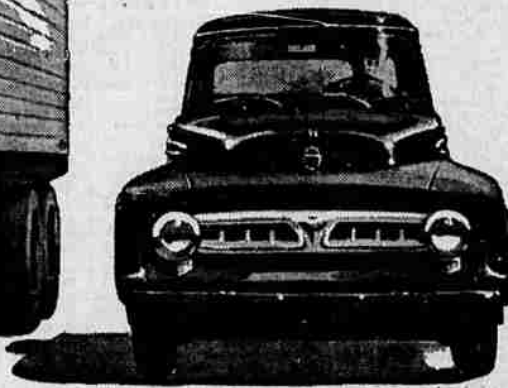


Announcing! For '53—the greatest line of FORD ECONOMY TRUCKS ever built! *Totally New!*



NEW BIG JOB! Ford F-900, G.V.W. 27,000 lbs. As tractor; has G.C.W. 55,000 lbs.!



NEW F-100 PICKUP now offers new FORDOMATIC DRIVE—the fully automatic transmission! (Extra cost.)

Deluxe cab illustrated.

Over 190 completely new models ... from ½-ton Pickups to 55,000-lb. G.C.W. Big Jobs! More new features than ever before introduced in any truck line!

Ford Economy Trucks for '53 are completely new from the tires up! New cabs, new chassis, new power, new transmissions... every inch specifically designed to save time, provide quick and economical truck transportation. New Ford Truck *time-saving features* GET JOBS DONE FAST... at still *lower* per-mile cost! Over 30 million dollars and four years of research have gone into developing these TIME-SAVING Ford Economy Trucks... the sweetest handling trucks ever built!

New *TIME-SAVING* Features Get Jobs Done Fast!

NEW "DRIVERIZED" CABS CUT DRIVER FATIGUE!



New wider, adjustable seat with new non-sag springs, new seat *shock snubber* for a smoother ride! New one-piece curved windshield, 55% bigger! New push-button door handles, new rotor door latches! New full-width rear window—4 ft. wide!

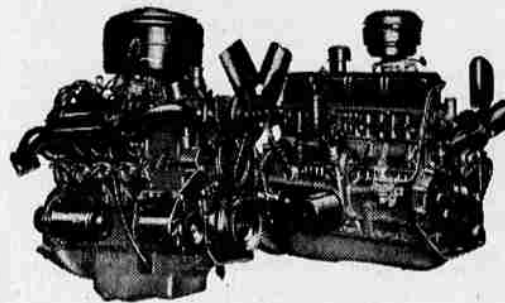
NEW TRANSMISSIONS FASTER, EASIER TO SHIFT!

★ **SYNCHRO-SILENT ON EVERY MODEL AT NO EXTRA COST!**
In 3- and 4-speed, plus 5-speed direct or overdrive types, provide greater operating flexibility! No double-clutching! Smoother shifting!

★ **STEERING COLUMN SHIFT ON ALL 3-SPEED TRANSMISSIONS!**
For finger-tip shifting ease! Keeps floor area clear of gearshift lever! Helps you drive relaxed.

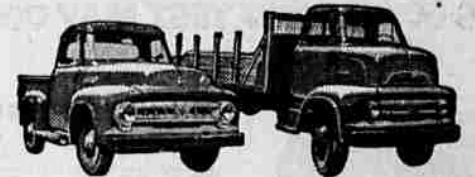
★ **NEW FORDOMATIC DRIVE—AVAILABLE IN ALL ½-TONNERS**
for fully automatic shifting (extra cost). Gas-saving Overdrive available (extra cost) in all ½-tonners.

NEW LOW-FRICTION POWER Choice of 5 engines—V-8 or Six!



Three new Ford Low-FRICTION overhead valve engines—101-h.p. *Cost Clipper* Six, 145- and 155-h.p. *Cargo King* V-8's—cut down on friction "power waste," save gas! Plus, world-famous 106-h.p. Truck V-8 and economy-proved 112-h.p. Big Six... 5 great Ford Truck engines in all!

NEW EXPANDED LINE gives you the one right truck for your job!



9 Conventional F-Series
G.V.W. ratings from 4,000 lbs. to 27,000 lbs. Up to 55,000 lbs. G.C.W. Pickup, Panel, Express and Stake bodies. 10 wheelbases up to 192 in.

4 Cab Forward C-Series
G.V.W. 14,000 or 16,000 lbs. with 110-, 134- or 158-in. wb.; G.V.W. 19,500 or 23,000 lbs. with 116-, 132- or 156-in. wb. G.C.W. up to 48,000 lbs.



2 Parcel Delivery P-Series
Forward control chassis with windshield front end. G.V.W. 7,800 or 14,000 lbs. for 7- to 12½-ft. custom-built bodies with up to 450 cu. ft. capacity.

4 School Bus B-Series
Ford *Safety* chassis with cowl. 3 wheelbases up to 233 in. for up to 60-passenger bus bodies. G.V.W. ratings from 12,000 lbs. up to 20,000 lbs.

FOR COMPLETE DETAILS

Come in—see 'em tomorrow!

VALLEY MOTOR COMPANY

**CENTER ST.
AT LIBERTY**