

HOW TO MOVE MORE FOR LESS





"MY CHOICE HAS ALWAYS BEEN A FORD - THE BIG THING IS THE DEALER SERVICE"

My first truck was a Ford and it put me in business. That was a '47 Ford 3 ton dump and it went over 100,000 miles without ever taking the head off. Since then my choice has always been Ford and it's paid off well. The big thing to my way of thinking is the dealer service — you're never far off from a dealer wherever you go and parts are readily available.

Our business is mostly parcel delivery and furniture moving. To keep this sort of business you've got to keep good customer relations — and a breakdown is no excuse. Schedules are important—good service, fast delivery is where the money is made. Our drivers' commission records show that those driving Fords on parcel

pickup and delivery pull in more business than those driving other makes. This seems to prove something doesn't it?

A Ford, as long as it's decently driven, will go further than any other truck on the market. We keep ours until they're really finished. One of our drivers with a '56 F-100 six cylinder pickup put 156,000 on the first engine and has 23,000 on the second and is still running it without any differential or transmission trouble.

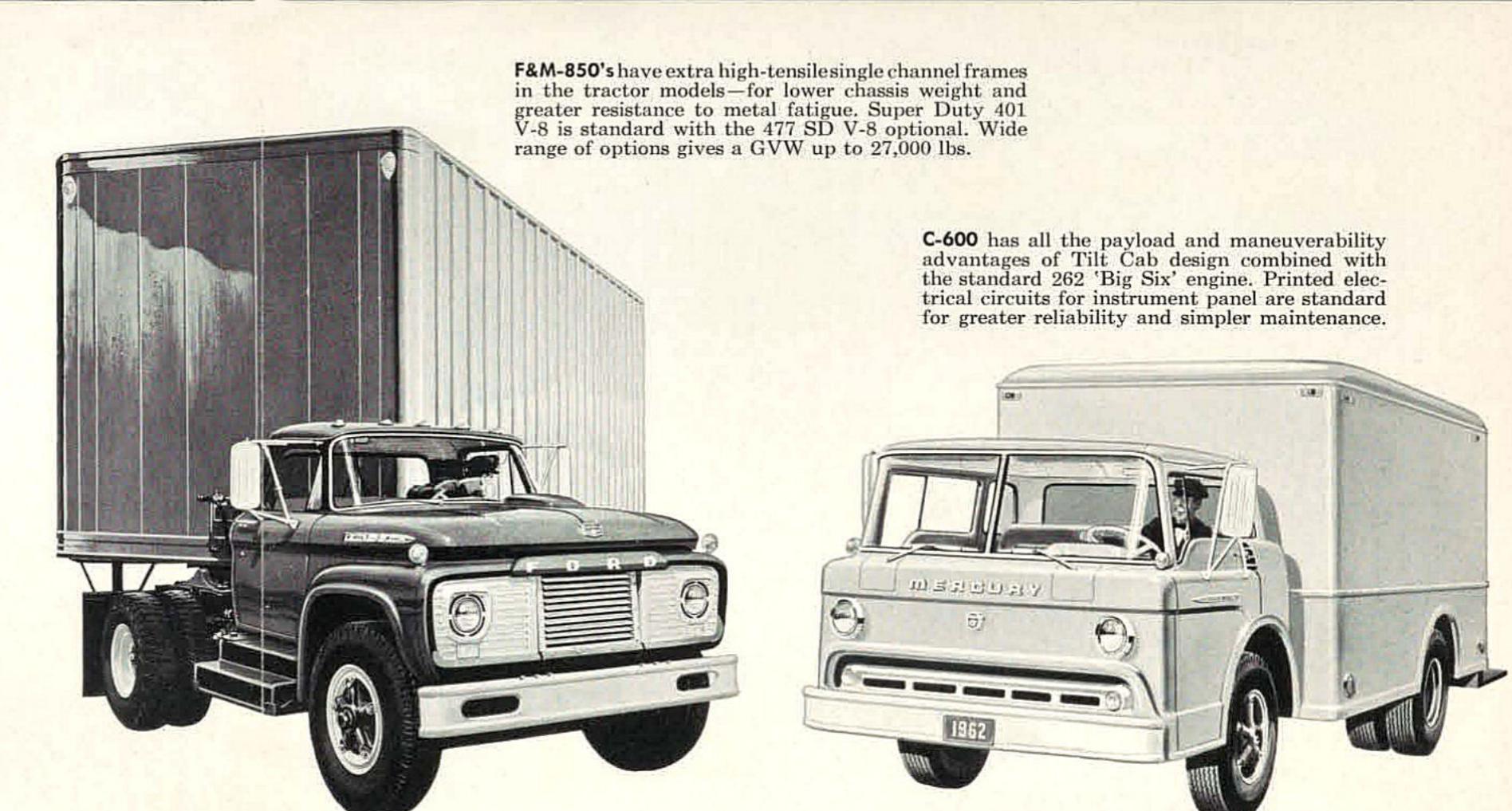
Our fleet ranges in size from F-100's to C-700's. On furniture moving, these tilts are ideal for this job — they look good, handle an 8 room load and seem to be standing up just as well as all our Fords have done in the past.

Gaston Gauthier, President, G. G. Transport Incorporated, Montreal

Gaston Gauthier

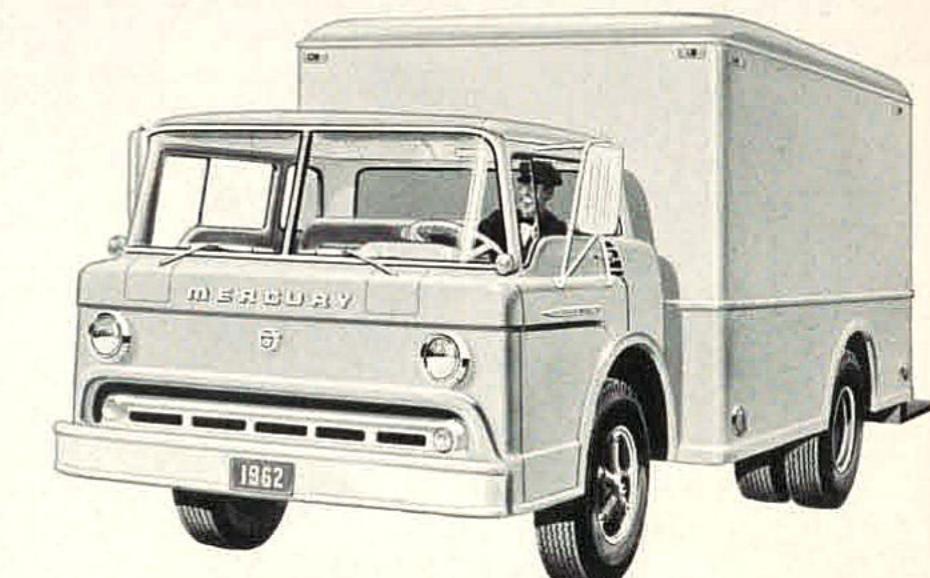


GG TRANSPORT owns two of these new 1961 C-700 Tilt cabs. This one has a 175" wheelbase with a 22 ft. van. It has the 302 engine, 5 speed transmission with 2 speed rear axle, wide track front axle. They have 23 Fords in their fleet now and are replacing all units with Fords.



F&M-850's have extra high-tensile single channel frames in the tractor models—for lower chassis weight and greater resistance to metal fatigue. Super Duty 401 V-8 is standard with the 477 SD V-8 optional. Wide range of options gives a GVW up to 27,000 lbs.

C-600 has all the payload and maneuverability advantages of Tilt Cab design combined with the standard 262 'Big Six' engine. Printed electrical circuits for instrument panel are standard for greater reliability and simpler maintenance.



FORD & MERCURY TRUCKS CUT MOVING AND CARTAGE COSTS



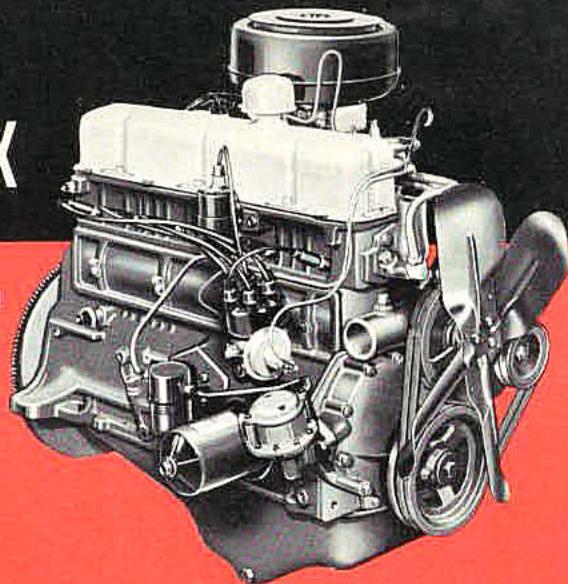
Econoline Van has a big 204 cu. ft. of loadspace with full height wide side and rear loading doors. Built right through for top economy, it hauls payloads up to 1650 lbs., has a tight 34.5 ft. turning circle. Choice of economical 85-hp or 101-hp six cylinder engines.



F&M-500's have a wide choice of economical power —Six or V-8. The 135-hp six, low-priced 160-hp V-8 or the 171-hp HD V-8 are all available for top performance on any job. Wheelbases up to 174 in. accommodate bodies up to 15'; GVW to 15,000 lbs.

PERFORMANCE PROVEN 262 SIX

Ford's 152-hp Six all truck engine has been approved for performance and economy. Introduced last year after extensive on-the-job testing, this 262 cu. in. Six cylinder engine has found ready acceptance by the trucking industry. During the past year, users report outstanding operating economy and reliability. The 262 Six is standard on Tilt Cab C-550 and C-600 models, and optional on the Conventional 600.



TYPICAL TRUCK APPLICATIONS

MODEL W.B.	BODY TYPE SIZE	GVW OR GCW-lbs.	TRANS.	AXLES CAP-lbs. FRONT REAR	SPRINGS CAP & PAD-lbs. FRONT REAR	ENGINE DISP. & HP.	TIRE SIZE	TRUCK APPLICATION
Econoline 90"	Van	4350	3 spd.	2050 2300	855 940	144 SIX-85	700 x 13 6 PR	Special Delivery
F&M 100 122"	8' P.U.	5000	3 spd.	2600 3300	1100 1350	223 SIX-135	6.70 x 15 6 PR	Special Delivery
F&M 350 132"	Stake 7' x 9'	9800	4 spd.	3800 7200	1150 3200	223 SIX-135	7.50 x 16 6 PR Dual Rear	Light Cartage
F&M 500 174"	Stake 7½' x 14'	15000	4 spd.	4000 13000	1750 6700	292 V8-160	7.00 x 20 10 PR	City Pickup and Delivery
C550-135"	Van 7½' x 16'	18000	4 spd.	6000 13000	2500 6200	262 SIX-152	7.50 x 20 10 PR	City Moving and Cartage
C600-153"	Van 7½' x 18'	19500	5 spd.	6000 15000	2500 7250	262 SIX-152	8.25 x 20 10 PR	Interurban Moving
F&M 700 194"	Stake 7½' x 18'	22000	5 spd.	6000 16000 2 spd.	2500 8100	302 V8-180	9.00 x 20 10 PR	Contract Cartage
C750-175"	Van 7½' x 22'	23000	5 spd.	7000 16000	3000 8700	332 V8-192	9.00 x 20 10 PR	Local and Long Distance Moving
C800-175"	Van 7½' x 22'	27000	5 spd.	9000 18500 2 spd.	4000 9450	332 V8-192	10.00 x 20 12 PR	Heavy Duty Contract Cartage
F&M 850 146"	Stake or Van Trailer	50000	5 spd.	7000 18500 2 spd.	3000 9000	401 SD V8- 226	9.00 x 20 10 PR	Intercity Moving and Cartage
C1000-111"	High Volume Van Trailer	65000	5 spd.	9000 23000 2 spd.	5000 10400	477 SD V8- 253	10.00 x 20 12 PR	Long Distance Moving
HD950-126"	High Volume Van Trailer	65000 lbs.	10 spd. Over- drive	9000 lbs.	23000 lbs.	5000 lbs.	10000 lbs.	NHE-195
								Cross Country Moving

These are typical examples only, using combinations of optional and standard equipment.
For additional information on the complete truck line see your Ford or Mercury dealer.

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Ford Motor Company of Canada Limited

