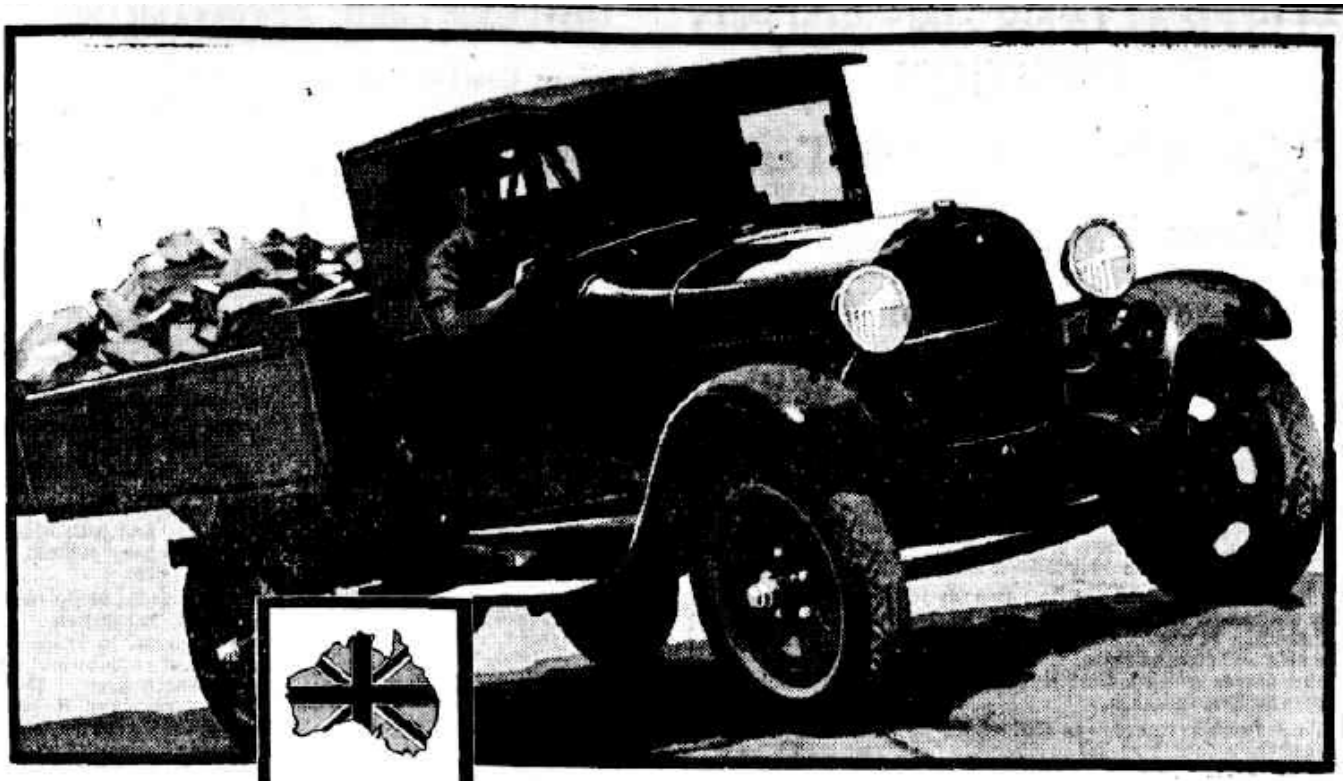


FORD CARS and TRUCKS are BRITISH EMPIRE PRODUCTS

Hard work this!

Ford trucks excel at difficult haulage

CONVINCING proof of the marked superiority of the Ford 30 cwt. Truck was given recently on particularly difficult road-making operations at Turton's Track, Beech Forest (Vic.)

After severe competitive tests, Ford 30 cwt. Trucks were selected by Contractor C. Snell for the work of carrying quarried stone up a precipitous, rough and winding track from a quarry hundreds of feet below the road.

So steep and rough was the zigzag track that, instead of curves, dead ends were planned, the trucks running forward to a corner, then "reversing" to the next—a test of driving skill as well as of security of brakes.

The Ford Trucks averaged 20 trips per day carrying over 1¼ yards of stone per trip. The fact that many thousands of miles were accomplished without damage or strain proves positively the tremendous reserves of strength and power possessed by the new Ford Truck. Motors, chassis, gears, brakes, and bodies all stood the test magnificently.

Ford

"For National Economy"

It is in work of this gruelling nature—in achieving the apparently impossible—that the new Ford Truck has built its splendid reputation throughout Australia. And its proved economy is as remarkable as its proved performance.



Ford 30 cwt. Standard Dropside Truck

What about *your* haulage work? Have you visited your nearest Ford Dealer and seen this remarkable Truck demonstrated—have you driven it yourself—or had your drivers handle it? If not, then do so now, for its unusual power, sturdiness and adaptability *demand* first hand knowledge in times when lower costs of haulage may mean the difference between profit and loss in your business.

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