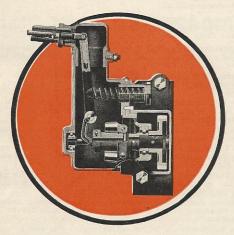


MODEL "AA" FORD TRUCK GOVERNOR



Superior Design and Construction

The view in the upper right hand corner shows the clean-cut, simple installation of the PIERCE Governor on the new Ford engine.

In the circle above, the cross section shows the dependable, rugged construction of the PIERCE GOVERNOR.

Every PIERCE GOVERNOR is backed by a broad, liberal guarantee that protects owner and dealer.

PIERCE GOVERNORS are manufactured by the world's largest Governor builders—you can be sure of their superior design, performance and sales.

> Fully Guaranteed

The new Ford Model "AA" Truck has speed—plenty of it. Too much for careless drivers who like to "step on it." The new Ford Truck is designed and built to be the world's most economical and serviceable small truck—not a pleasure vehicle for reckless drivers.

Equipping every Ford Truck with a Pierce Governor will help to prevent accidents — and will eliminate the high operating and maintenance costs that result from excessive speed.

BIG SALES POSSIBILITIES

Every buyer of a new Ford Truck who is interested in getting the greatest efficiency at the lowest mile cost will see to it that the engine is PIERCE protected. A PIERCE GOVERNOR affords real savings in fuel and repair bills and greatly increases the life of the engine. It pays for itself several times over each year.

These features mean big sales and big profits for every Ford dealer.

SIXTY DAYS FREE TRIAL

To prove the performance and profit possibilities of the Pierce Governor to your complete satisfaction, if you are an authorized Ford dealer we will gladly ship you a Governor for 60 days trial. If it doesn't sell itself in that time—just return it to us.

PIERCE GOVERNOR CO.

"World's Largest Governor Builders"
ANDERSON, INDIANA

PIERCE GOVERNORS FOR MODEL "AA" FORD TRUCKS