

TRUCK PRODUCT LITERATURE
A SEPARATE COLLECTION FOR THE HENRY FORD MUSEUM¹

The following is a list of the makes that can be found in the Truck Product Literature collection. Makes made in countries other than the United States are identified by the make name, followed by the country of manufacture in parentheses. Duplicate make names are differentiated by state or if necessary, by company name. Dates in parentheses refer to the earliest and latest items in the collection.

Abbreviations used:

T.P.L. – Truck Product Literature

LT* - Light Truck Series which includes Ranchero, Bronco, Courier, Econoline, and F-100/F-350 Pickup.

MED* - Medium Truck Series

HVY*² – Heavy Truck Series

CID - Cubic Inch Displacement

Mfg'd – manufactured

“Commercial” Unit was a name used early years (1939 – 1956) to describe any unit that was used by Sales Houses (businesses) such as, Flower Delivery, Department Store Delivery, etc.

Paint Color Charts – Small samples of the normal production color for the respective model year.

“Full Line” – a term used by the Ford Sales Management & others to describe the full range of the available trucks from the small light delivery sedans through the very heaviest of trucks.

“Facts Organizer” – these prepared manuals were made available to truck salesmen with Ford vs. competition vehicles, the advantages of the use of the Ford, Engine curves for performance were included for each of the engine that were currently available. Some Engineering specifications were included.

“Facts” – Detailed specifications of standard equipment for the various models, the optional equipment, their respective prices were included. “Feature” of each model outline.

“Owner’s Guide or Operator’s Manual (or Book)” – Please examine the back covers of these respective guides or manuals. Several printing’s of each of this manuals was common, suffix letter – the first printing is “A”, second “B” and so on. Caution, the term Owner’s Guide, Owner’s Manual & Operator’s Manual will vary by model year and manufacturer. NO STANDARD IS APPARENT IN REGARDS TO THE EXACT DEFINITION OF THESE TERMS! In case of the Ford Motor Company they apparently used the term interchangeably.

“Truck Data Book” or “Light Truck Facts Books” – These manuals, usually three ring loose-leaf type were prepared by the SALES Group listing the base models, standard equipment for each model series, optional items, vehicle weights, load capacity, etc. Very useful information!

Included with this literature is a 1996 copy of the World Wide Automotive Manufacturers and their various interests in each other and relationships.

¹ The symbol “•”, followed by a (TAB) indicates the contents of a single folder within a legal size box of this accession. In all cases, the initial division of the information is made by the MODEL YEAR, listed on the upper right hand side of each subdivision folder.

² The LT, MED, and HVY designation was used by the Ford Motor Company during the period of time from about 1960s through the 1990s. The terms separated by the GVW rating of the respective truck.

Truck Product Literature

-A-

Acme Motor Truck Co. (Cadillac, MI) (1922)
AEC (England) (1940–1950)
Aeromate (Utilimaster Motor Corp.) (1989)
ALCO (American Locomotive Co., Providence, RI) (1911- 1913)
Alfa Romeo (Italy) (1968–1970)
American LaFrance (1915–1970)
American Motor Truck Co. (Detroit, MI) (1926)
American Wagon Co. (1920)
Armlder Motor Truck Co. (1926)
Austin (England) (1947–1967)
Autobianchi (Italy) (1965)
Autocar (1909–1987)
Auto-Union (Germany) (1955–1960)
Avia (Czechoslovakia) (1980–1986)
Miscellaneous Truck Companies –A-:
• A.C.F./ACF-Brill/Brill (1929–1940)
• Aerocoach (1950)
• Ahrens-Fox Fire Engine Co. (1930)
• Albion (1929)
• American Motors Corp. (AM General) (1975)
• American National Omnibus Corp. (1930)
• Atkinson (England) (1931–1963)
• Avery Motor Truck (1912)

-B-

Baker (1912)
Barkas (Germany) (1966)
Bean (A. Harper, Sons & Bean, Ltd.) (England) (1926)
Bedford (England) (1932–1986)
Bergmann (Germany) (1924)
Berliet (France) (1913–1961)
Bernard (France) (1959–1961)
Beyster-Detroit (1910)
Blue Bird (1973)
Borgward (Germany) (1959–1962)
Brockway (1950–1968)
Buffalo (Buffalo Truck & Tractor Corp.) (1920)
Buick (1915-)

Miscellaneous Truck Companies –B-:

- Benz (Germany) (1914–1921)
- Bowser (S.F. Bowser & Co., Inc.) (1924)
- Bradford (England) (1947–1952)
- Briscoe (Jackson, MI)
- Bristol (England)

-C-

Calumet (1921)

Chausson (France) (1950-1959)

Chevrolet (1928–)

see also: OS (1966, 1982-1987)

Citroen (France) (1930–1970)

Commer (England) (1935–1969)

Cony (Japan) (1950)

Corbitt (1918–1923)

Crosley (1951)

Crossley (England) (1946–1948)

C.T. (1920–1924)

Miscellaneous Truck Companies –C-:

- Carpenter (1956)
- Caterpillar (1970)
- Chase (1912)
- Chicago Pneumatic Tool Co. (1912)
- Civic Utilities Corp. (1931)
- Clark (1910)
- Columbia (Hartford, CT) (1904)
- Comet (1915)
- Cowley (1950)
- Crown (Los Angeles, CA) (1950)
- Cummins Diesel (1939)
- Custom Coach Corp. (1975)

-D-

DAF (Netherland) (1956-1990)

Daihatsu (Japan) (1971-1970)

Datsun (Japan) (1964-1983)

see also: OS (1972, 1980-1983)

Delahaye (France) (1932-1955)

Dennis (England) (1932-1948)

Diamond T (1919-1968)

Dodge (1950-)

see also: OS (1981-1995)

Miscellaneous Truck Companies –D-:

- Daimler (England) (1922)
- Daimler-Benz (Germany) (1960)
- Daimler Mfg. Co. (1900)
- Denby (1925)
- Detroit Electric (1923)
- Divco (1955)
- Dorman-Ricardo (England) (1932)
- Dual Duty Co. (Alma, MI) (1929)
- Dual Wheel Co. (1913)
- Duryea (1914)

-E-

Eastern Power Truck Co. (1909)

-F-

Fageol (1925-1926)

Fargo (Chrysler Corp.) (1928-1972)

Federal (1916-1952)

FIAT (Italy) (1932-1967)

FitzJohn (1940-1950)

Flxible (1936)

Foden (England) (1920-1979)

Ford (1904-)

see also: OS (1985-1995)

Forss (Sweden) (1950)

Frayer-Miller (Oscar Lear Automobile Co.) (1908)

FWD (Four Wheel Drive Auto. Co., WI) (1916-1930)

-G-

Gaggenau (Germany) (1910)

Garford Truck Co. (1915-1927)

Garrett (England) (1917)

Gary Truck Co. (1916-1918)

General American Aerocoach (1950)

General Vehicle Co. (1907-1914)

Geo (1989-)

Giant (Chicago Pneumatic Tool Co.) (1912-1918)

Gisholt (1918)

Globe Motors Co. (1921)

GMC (1914-)

see also: OS (1984)

Goliath (Germany) (1954-1960)

Grabowsky (1910)

Graham Brothers (1926-1928)
Gramm (Delphos, OH) (1927-1931)
Gramm (Lima, OH) (1913)
Gramm-Bernstein (1917)
Grinnell Electric Car Co. (1913)
Guy (England) (1925-1969)

-H-

Hamlin-Holmes (1919)
Hanomag (Germany) (1957-1961)
Hayes (Canada) (1953-1965)
Heil Co. (1923-1926)
Hino (Japan) (1962-1978)
Hotchkiss (France) (1950-1961)
Honda (Japan) (2000-)
Hudson (Detroit, MI) (1947)
Hummer (AM General/General Motors) (1992-)
Hyundai (Japan) (2001-)

-I-

Imperial Electric Motor Co. (1906)
International Harvester Co. (I.H.C.) (1918-1988)
Indiana (1928)
Isuzu (Japan) (1962-)
 see also: OS (1988-1992)

-J-

Jeep (Willys-Overland)³ (1945-1962)
Jeep (Kaiser-Jeep) (1963-1969)
Jeep (American Motors Corp.) (1970-1986)
Jeep (Chrysler Corp.) (1987-1998)
Jeep (DaimlerChrysler) (1999-)
Jeffery Truck (1916)
Jensen (England) (1947-1956)
Jowett (England) (n.d.; 1930-1932)
Jurogane (Japan)

-K-

Kaiser (see Willys-Overland)
KaisselKar
Karrier (England) (1926-1969)
Kia (South Korea) (1991-)
Kinney Mfg. Co. (1926)
Kissel (1914)

³ The term CJ as included in an early Willys-Overland model description is the abbreviation for "CIVILIAN JEEP".

Knickerbocker (1915)
Knox (1905-1913)
Krupp (Germany) (1961)
Kurogane (Japan) (1959)

-L-

Laforza (OS 1989)
Lamborghini (Italy) (1989-)
Land-Rover (England) (1949-)
Lane (1915)
Lansden (1921-1925)
Larrabee (1919)
Latil (France) (1925-1935)
Léon-Bollée (France) (1932)
Lexus (Japan) (1996-)
Leyland (England) (1930–1969)
Lincoln (2002 -)
Locomobile (1912–1916)
Logan (1906)
Luc Court (France) (1938)

-M-

Maccar (1919)
Mack (1905-)
M-A-N (Germany) (1952–1981)
Marmon-Herrington (1937–1959)
Martini (Switzerland) (1929)
Mathis (France) (1932–1933)
Maudslay (England) (1947–1952)
Maxfer (1918)
Maxim (Maxim Tricar Co.) (Thompsonville, CT) (1912)
Maxwell (Detroit, MI) (1918)
Maytag-Mason (1911)
Mazda (Japan) (1959-)
 see also: OS (1972)
Mercedes-Benz (Germany) (1935-)
Mercury (1997-)
 see also: OS (1993 – 1997)
Minerva (Belgium) (1932-1934)
Mitsubishi (Japan) (1984-)
 see also: OS (1984-1987)
Modern (Bowling Green Motor Car Co.) (1913)
Mohawk (Schenectady, NY) (1934)
Mopar (2000)

Morris (England) (1930-1963)
Morris-Commercial (England) (1932-1957)
Motorette (C.W. Kelsey Mfg. Co.) (1911)

-N-

Nash (1921-1942)
Natco (1914)
National Electric Light Association (N.E.L.A.) (1931)
Nelson (1915)
Nissan (Japan) (1952-)
 see also: OS (1972-1992)
Northway (1922)
N.Y.S.A. (Poland) (1968)

-O-

Oetiker (Switzerland) (1925)
Oldsmobile (1990-)
OM (Italy) (1932-1961)
Oneida (1918)
Opel (Germany) (1960-1968)
Oshkosh (1920-1971)
Otis (Otis Elevator Co.) See Westcoaster

-P-

Packard (1911-1918)
Panhard (France) (1932-1933)
Peerless (Cleveland, OH) (1911-1917)
Penn-Unit (1911)
Peter Pirsch & Co. (1917)
Peugeot (France) (1932-1973)
Pfaudler Co. (1927-1930)
Pierce-Arrow (1918-1933)
Plymouth (1940-)
 see also: OS (1980-1994)
Polack (Germany) (1910)
Pope-Waverley (1906)
Polish Automotive Equipment Publication: listing various manufacturers & equipment: Jelcz, Star, N.Y.S.A.,
F.S.O., Warszawa, and ZUK.
Pontiac (1927-)
Poss (1912)
Praga (Czechoslovakia) (1963-1984)
Prince (Japan) (1967)
Proctor (England) (1950)

-R-

Rainier (1920-)
Range Rover (England) See Land Rover
Relay (1930)
Reliant (England) (1952)
Renault (France) (1912-1988)
Reo (1914-1966)
Republic (1917-1928)
Riker (Locomobile Co. of America) (1916-1918)
Robur (Germany) (1966)
Rochet-Schneider (France) (1914-1932)
Ruggles (1926)
Rumely (1921)

-S-

Saab-Scandia (Sweden)
Saviem (LRS; Latil-Renault-Somua) (France) (1957-1975)
Scammell (England) (1930-1951)
Scania-Vabis (Sweden) (1945)
Scheuerle (Germany) (1979)
Seagrave (1936-1975)
Seddon (England) (1954)
Sentinel (England) (1919-1925)
Sheldon (1935)
Sheppee (England) (1912-)
Sherpa (France) (1960)
Simca (France) (1954-1965)
Skoda (Czechoslovakia) (1960-1986)
Somua (France) (1952)
Southern (Evergreen, AL) (1950)
Standard (England) (1952-1961)
Standard (India) (1980)
Star (England) (1930-1932)
Stewart (Buffalo, NY) (1929-1936)
Steyr (Austria) (1959)
Stoughton (1926)
Studebaker (1929-)
Subaru (Japan) (1963-)
Suzuki (Japan) (1963-)

-T-

Tatra (Czechoslovakia) (1960-1984)
Technoimpex (Hungary) (1950)
Tempo (Germany) (1955-1967)

Thorne (1935)
ThornyCroft (England) (1901-1929)
Tiffin (1922)
Tilling-Stevens (England) (1948-1949)
Titan (Milwaukee, WI) (1920)
Toyota (Japan) (1960-)
 see also: OS (1973-1991)
Traffic (1920)
Travelcar (1965)
Trojan (England) (1932-1949)
Twin City (Minneapolis Steel & Machinery Co.) (1921)
Twin Coach (1946-1950)

-U-

UNIC (England) (1927)
UNIC (France) (1932-1960)
United (Grand Rapids, MI) (1920)
U.S. (1915-1916)

-V-

Vauxhall (England) see Bedford
VDA (Germany) (1957)
Velie (1913)
Versare (1926)
Viberti (Italy) (1960)
Volkswagen (Germany) (1952-)
 see also: OS (1988)
Volvo (Sweden) (1932-)
Vulcan (England) (1923-1948)

-W-

Wadham Brothers (England) (1955-1956)
Walker (Chicago, IL) (1927)
Walker (England) (1950)
Ward (1921-1924)
Ward LaFrance (1953)
Warn (1950)
Waverly (1912)
Westcoaster (1975)
Western Star (1960)
Westinghouse (1926-1946)
Westinghouse Electric (see Trolley Busses)
White (1911-)
White Hickory (1921)
Willeme (France) (1959-1960)

Willys-Overland (1915-1957)

Note: All of the material carries the manufactures name of Willys-Overland, Inc., Toledo, OH. The processor has tried to separate the term "Willys" also "Willys Motor Inc." another name mention is Kaiser-Willys Sales Division of Willys Motor, Inc. of Toledo, OH.

Witt-Will (1922)

Wolverine (1920-1926)

-Y-

Yellow (1926-1942)