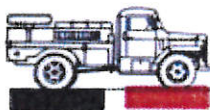


FWD light-duty Model LD offers all these features that help geophysical men

handle more jobs



Oil men find the FWD light-duty LD makes an ideal explosive or water carrier—drill or communications truck.



Proper Weight Distribution
Only a true 4x4 gives you up to 40% of the weight on the front wheels. This gives you the extra traction needed to work in any footing, any weather.



A Leader for Geophysical Service
The LD is the answer for work which conversions and conventional trucks have long sought to do. As a water carrier it makes more trips daily, as a drill truck it reaches more locations, drills more holes daily. Can also be equipped as a shooting or recording truck, or to haul equipment and supplies.



Real Truck Engine—Real Truck Parts The FWD LD is designed and built for rugged use ... pays off in more productive time, fewer breakdowns in field.



High-Climb Oil Sump Keeps oil pump constantly submerged. An FWD exclusive that lets you drill holes on the steepest grades.

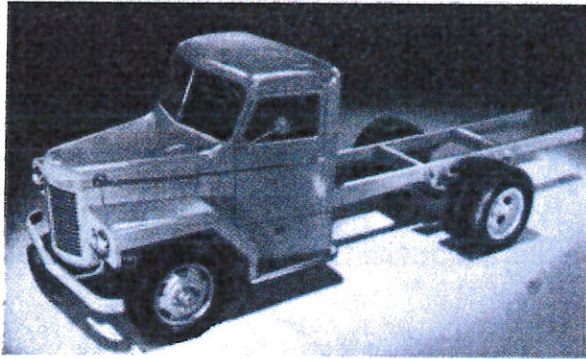
For the hundreds of assignments in and around the fields or along the pipelines that require a small, economical, *go-anywhere* truck . . . this light-duty LD has no equal.

For your work — be it oil field, utility, fire protection, hauling, construction, etc.—only FWD-built trucks offer so many features for economical, versatile and dependable performance. Only FWD-built trucks have so many advantages to help speed your work anywhere . . . the year 'round . . . to give you top value for your equipment dollar.

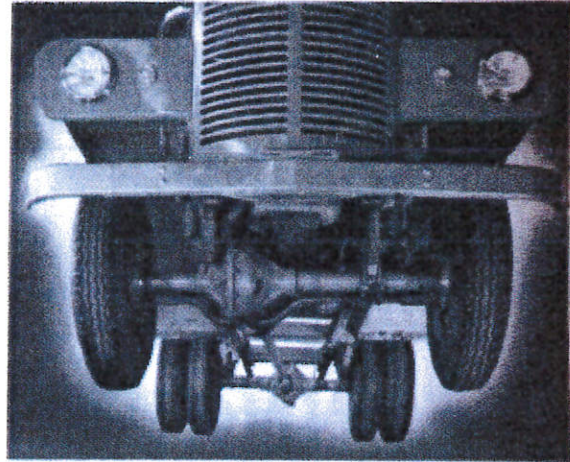
For all the facts, see your FWD Dealer or write direct.

THE FOUR WHEEL DRIVE AUTO CO.
Clintonville, Wis. *Canadian Factory:* Kitchener, Ont.

Built by the makers of America's Foremost Heavy-Duty Trucks



MODEL LD is offered in wide range of wheelbases, for on or off-highway use. Built-in utility type fenders and 97-in. all-steel cab characterize the line. RIGHT. Full-floating axle, spiral bevel gear drives and dual primary, vacuum-assisted hydraulic brakes used



FWD Shows New 14,500-Lb MODELS

Light four-wheel-drive features new cab, improved engine accessibility, a 236.7 cu in. engine developing 97 hp at 3200 rpm

A LIGHT WEIGHT, four-wheel-drive truck developed by the Four Wheel Drive Auto Co., Clintonville, Wis., offers the versatility of both off-highway and road service in a 14,500-lb job. Powered with a Hercules QXLD engine with 236.7 cu in. displacement, 97 hp is attained at 3200 rpm. Standard wheelbase of Model LD is 136 in., but ranges include 124, 136, 148, 160, 172 and 184 in.

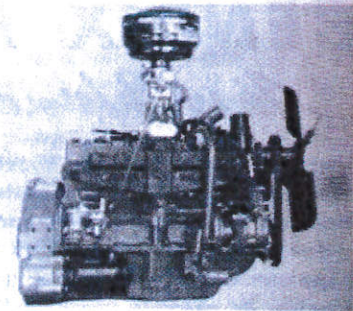
The new model features a 10-speed transmission—eight forward and two in reverse. Standard tire size is 6:50 x 20. Brakes are vacuum-assisted hydraulic, with a total lining area of 324 sq in. Chassis weight is 5550 lb, with cab.

Axles are full floating, spiral bevel

gear drive, of two-piece housing construction, and are equipped with the new dual primary brake. Transfer case, transmission and propeller shafts are similar to those used on all FWD trucks.

Built for lighter duty work this new model features several departures from present-day design. The chassis is entirely separate from the sheet metal work. Cab, skirts, fenders, hood and radiator shell are set on a sub-frame which is mounted at three points. Thus the entire assembly can be removed from the chassis with very little work. A minimum of strains is thus encountered, reducing rattles and working seams.

The all-steel safety cab is 70 in. wide. Floor boards are welded into



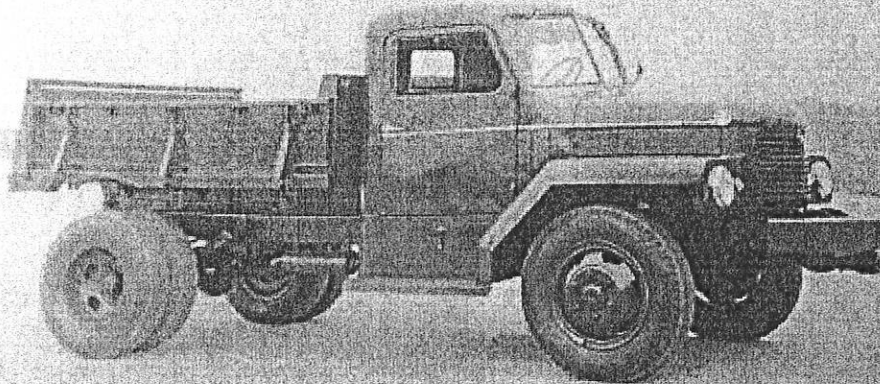
THE Hercules QXLD 97-hp engine, specially adapted to FWD requirements, powers the LD line

gral, with only a transmission cover plate fastened by screws. Cab is lined with hard finished felt lining to provide sound proofing and insulation. Seat is adjustable both for elevation and position. Instruments are grouped in front of the driver's seat.

Engine hood is of the double-hinged type so that the whole section can be lifted from either side—or it can be removed completely after release of the side locks. Running boards are part of the cab structure, with a new grip non-skid tread being used. Battery and tool box are mounted in the left hand skirt, while the gasoline tank is located in the right hand skirt compartment. Fenders are built in and are of the utility or angular type designed for rugged utility work. The headlights are likewise built in and are easily adjustable.

Initial applications are scheduled for highway maintenance, municipal service, oil field operation, general construction, telephone and line maintenance, and such operation where on and off-the-road service is anticipated.

COMMERCIAL CAR JOURNAL, March, 1950



FWD developed different products for new markets in the 1950s. "Rated at 14,500 pounds gross vehicle weight, the new FWD Model LD has been created in answer to demands for a true four-wheel-drive truck in the light-duty class. Incorporating all the features resulting from forty years of experience building four and six wheel driven vehicles, the new LD brings to the light-duty truck market the same outstanding performance and dependability advantages that have made FWD the recognized leader in the four-wheel-drive field." The Model LD was introduced in 1950, FWD's 40th anniversary year. The example shown in the 1951 photograph featured the 70-inch-wide cab with a "wide, comfortable seat." The LD hood opened from either side or removed completely "providing easy access to the engine." In fact, the cab, hood, fenders, and skirting were removable as a single unit. A 130-inch wheelbase was standard. FWD also offered five wheelbase options ranging from 124 to 184 inches.