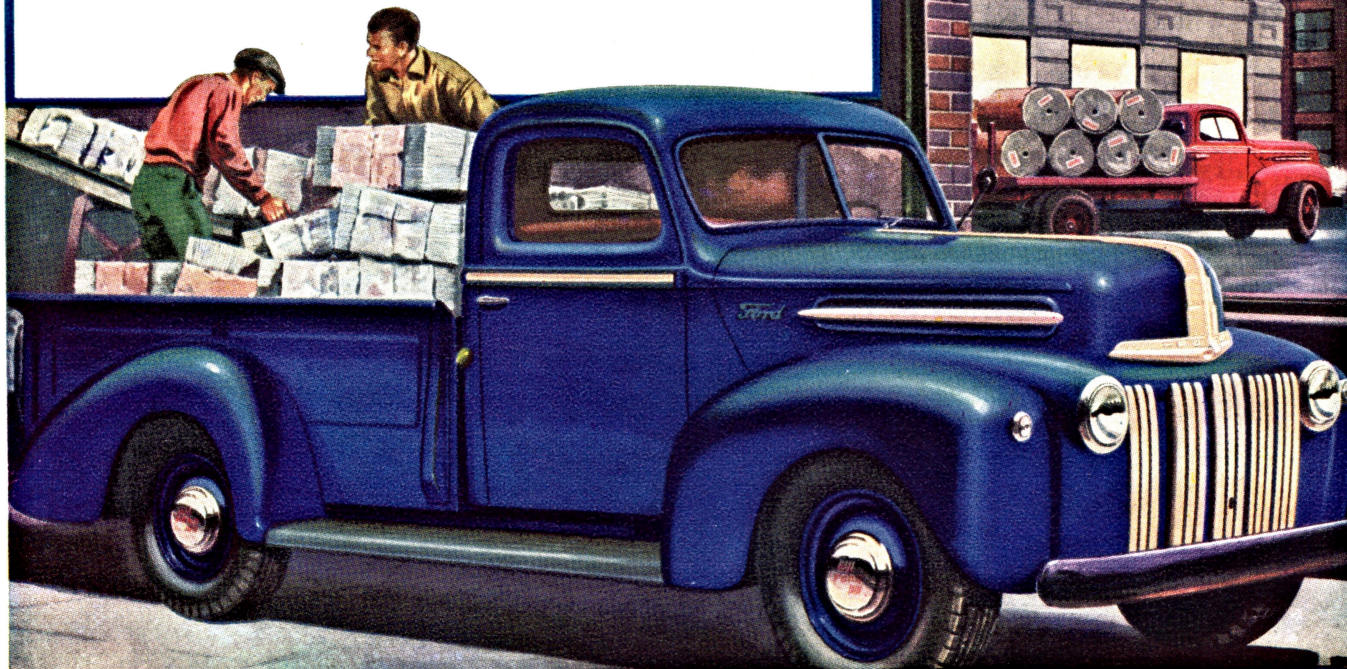


FORD TRUCKS LAST LONGER!



Registrations *show* it! Operators *know* it! The low-priced Ford Truck is an endurance champion. Latest available official figures indicate *7 out of 11 of all Ford Trucks sold since the Model T are still on the job*—and their average age now is almost 9 years! Only the costliest of trucks equaled this Ford durability record. And the new Ford Trucks are even better. More than thirty engineering advancements give your new Ford Truck still more ruggedness, better economy, greater reliability. One of the 111 new Ford Truck chassis and body combinations fits *your* business to a T. Let your Ford Dealer show you!

**MORE FORD
TRUCKS IN USE
TODAY THAN ANY
OTHER MAKE**

THEY'RE BUILT TO LAST LONGER!

FORD ENGINES LAST LONGER!—New triple-life steel-cored Silvaloy rod bearings—new Flightlight cam-ground, four-ring aluminum alloy pistons for enduring good compression and oil economy—full-pressure lubrication, two-pump cooling, crankcase ventilation and efficient air- and oil-filtering.

FORD AXLES LAST LONGER!—Load-free axle shafts in all models minimize shaft breakage even in severest service. Triple-roller-bearing, straddle-mounted, main drive pinion greatly prolongs gear life. Generous axle capacity is a fixed and permanent Ford policy.

FORD FRAMES LAST LONGER!—Heavy channel-section frames, doubled from spring to spring

in heavy duty models—the most durable and strain-resistant type of construction.

FORD CLUTCHES LAST LONGER!—Semi-centrifugal principle of all Ford clutches reduces slippage, delivers full engine torque smoothly, easily, without grab.

FORD CABS, FENDERS, BODIES LAST LONGER!—Compare Ford metal thickness with what your truck dollars buy elsewhere! Ford extra thickness means extra years of service. Remember Ford famous long-life paint finish! Check the dozens of extra-strength, extra-life features of Ford body and cab construction—the hardware—the hardwood flooring and other long-lasting materials.

OUR 111 CHASSIS AND BODY COMBINATIONS COVER OVER 95% OF ALL HAULING JOBS!