

Life Insurance Experts Prove . . .

**FORD TRUCKS LAST
UP TO 19.6% LONGER!**



1934

And Fleet Owners Know It, Too!

Yes, life insurance experts and truck operators alike agree that Ford Trucks last longer—lots longer.

A noted firm of New York life insurance actuaries studied the records of all trucks of the five sales leaders registered from 1933 through 1941. They prepared truck life-expectancy tables the same way they prepare human life-expectancy tables. Their study proved that Ford Trucks last up to 19.6% longer than any of the other 4 sales leaders!

Truck operators have long known what the life insurance

experts proved. For instance, Gustave F. Windgassen, Transportation Manager, Matthew-Frechting Company, Sealtest Distributors for Cincinnati and vicinity, says:

"We operate a fleet of 167 trucks. Among all of the Ford Trucks in our fleet we have seven 1934, 1½-ton units. These veterans are on the job all day . . . 365 days of the year. They're the thriftiest units in our fleet. We keep them in service because of their low maintenance and operating cost. Yes, we've known for years that Ford Trucks last longer . . . and cost less to run."

*Certified
Proof*

The life-expectancy of a Ford Truck is:

- 13.1% longer than that of Truck "B"
- 3.2% longer than that of Truck "C"
- 7.6% longer than that of Truck "D"
- 19.6% longer than that of Truck "E"

OFFICIAL ACTUARIAL CERTIFICATE

Based on the application of sound and accepted actuarial methods to the actual experience as measured by truck registrations, we hereby certify that, in our opinion, the accompanying table fairly presents the relative life-expectancy of the trucks involved.

WOLFE, CORCORAN AND LINDER
Life Insurance Actuaries, New York, N. Y.



1947

WHAT FORD LONGER LIFE MEANS TO YOU!

It stands to reason the longer you use a truck, the less it costs to own. That's why longer-lived Ford Trucks are the top truck value. And logically, Ford longevity means lower maintenance costs . . . less time in the shop. It means more unused miles when you're ready to trade. Yes, any way you look at it, you'll get more truck for your money with a Ford Truck . . . because Ford Trucks last longer!

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE