

Excitingly MODERN! Strikingly DIFFERENT!

☆ 2 NEW BIG JOBS!

Biggest Ford Trucks ever built! 145 H.P. engine! Up to 21,500 lbs. G.V.W.! Up to 10.00-20 tires!

☆ NEW MILLION DOLLAR TRUCK CAB!

With living room comfort! Biggest contribution to driver comfort in 20 years! New 3-way air control. New coach-type seats. New picture-window visibility! New Level Action cab suspension!

☆ 3 NEW TRUCK ENGINES!

A new Six, two new V-8's! Most modern engine line in the truck field! Up to 145 H.P.! High turbulence combustion chambers! New Loadomatic ignition! 4-ring pistons!

☆ OVER 139 NEW MODELS!

Widest job coverage in Ford Truck history! Cab-Over-Engine and conventional chassis! Panel, Pickup, Express, Stake and Platform bodies! G.V.W. ratings 4,700 lbs. up to 21,500 lbs.

Listen to the Ford Theater over NBC stations Sunday afternoons, 5:00 to 6:00 p. m., E. S. T.

Hottest truck line in history...from the Leader in Trucks Built and Trucks in Use!

Our trucks are red-hot! That's because they're brand new! Ford Bonus Built Trucks for '48 are brand new in every important way but one!

Hub caps at extra cost when available.

Big exception is truck-building know-how! That isn't new with us! We've been building trucks ... and we've built more trucks than anyone else . . . for over 30 years! We've picked up more truck know-how than anyone else!

From a combination of the NEW in truck engineering and the KNOW-HOW of truck experience, you get new thrift! . . . new performance! . . . new reliability!

In Ford Trucks you get Bonus Built construction, the extra strength that pays off two ways. First, Ford Bonus Built Trucks are not limited to just one job, but are good all-around workers in a wide range of jobs. Second, Ford Trucks last longer. Life insurance experts certify proof that Ford Trucks last up to 19.6% longer!

Drop in on your Ford Dealer to size-up the new engines . . . new cabs ... new BIG JOBS ... over 139 new models in the biggest Ford Truck line in history!

*BONUS: "Something given in addition to what is usual or strictly due."—Webster's Dictionary



BUILT STRONGER TO LAST LONGER