



FORD TRUCKS LAST LONGER... UP TO 19.6% LONGER
 ... because they're ***Bonus* Built***

Essence of *Bonus Built* construction is EXTRA STRENGTH! *Bonus Built* EXTRA STRENGTH prolongs truck life and gives Ford Trucks the performance-plus that makes them good all-around workers.

We've built more trucks than anyone else! We've acquired more truck know-how! Out of this know-how comes *Bonus Built* EXTRA STRENGTH. That's *WHY* Ford Trucks last longer! For 30 consecutive years there have been more Ford Trucks in use than any other make. That's *EVIDENCE* Ford Trucks last longer! Life insurance experts certify that Ford Truck life expectancy is up to 19.6% higher. That's *PROOF* Ford Trucks last longer!

See your Ford Dealer today! He's rarin' to give you all the details on the hottest and biggest Ford Truck line in history!

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

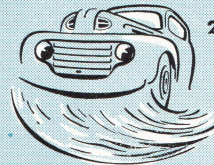
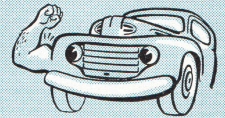


BUILT STRONGER TO LAST LONGER

**FORD TRUCKS ARE
 BUILT EXTRA STRONG!**

Ford Trucks are built EXTRA STRONG in every vital part. This EXTRA STRENGTH is the essence of *Bonus Built* construction. Ford *Bonus Built* EXTRA STRENGTH pays off in two big ways.

1. *Bonus Built* EXTRA STRENGTH makes Ford Trucks more than single-job specialists. EXTRA STRENGTH makes Fords good all-around workers.



2. *Bonus Built* EXTRA STRENGTH makes Ford Trucks last longer. EXTRA STRENGTH means longer wear and big reserves to cut life-wasting work-tension.

Listen to the Ford Theater, Sunday Afternoons, NBC network. See your newspaper for time and station.