

Smart idea!

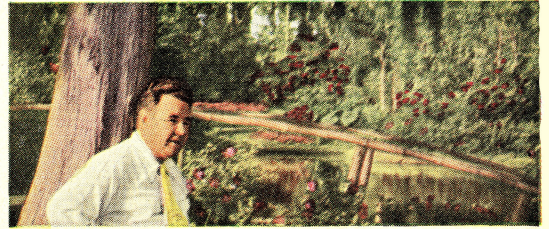
He makes a beautiful dream come true!



Dick Pope transforms a cypress swamp into a paradise of beauty with flowers and girls!

Beautiful Cypress Gardens was just a dream in 1933. But Ford Truck user Dick Pope dared to work for his dream. He transformed a cypress swamp near Winter Haven, Florida, into a garden spot visited by a half-million yearly.

"To clear a canal for boaters, we moved many tons of mud," says Dick. "To build a beach, we trucked white sand a hundred miles. We worked hard to build Cypress Gardens, and Ford Trucks did their share."



◀ **WATER-SKIING CHAMPIONS.** World, national and state champions participate in thrilling water shows at Cypress Gardens.

▲ **PUBLICITY-WISE** Dick Pope attracts nation-wide attention to Cypress Gardens with girls, water shows, flowers and girls.

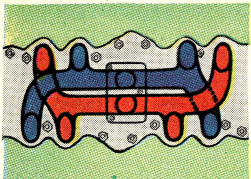
Smart move!

He switches to new Ford Trucks — saves 12%!

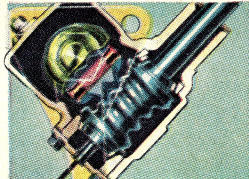
"I've got many rare flowers and trees at Cypress Gardens," says Dick Pope, "but none of the ultra-rare money-growing kind. So, I've got to watch every nickel I spend.

"That's why I switched to new Ford Pickups. They cost less to run than any other trucks I ever had. This year, truck expense is down 12%. For my money, no other truck can match Ford for performance and economy."

HERE'S WHY AMERICA'S NO. 1 TRUCK VALUE WILL DO MORE PER DOLLAR FOR YOU!

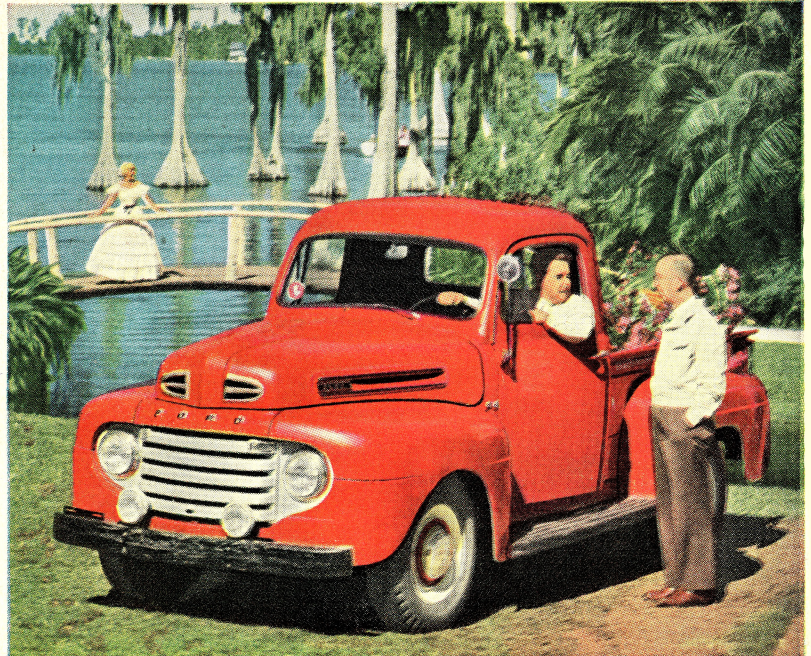


SAVE GAS. Ford "Short-Reach" manifolds on the V-8 assure more uniform, "fresh" delivery of fuel.



SAVE EFFORT. In Roll Action steering, needle bearings support roller for easier steering, less wear.

SAVE MONEY. Choose from over 175 models, 95-h.p. Pickups to 145-h.p. Big Jobs—two V-8 and two 6-cylinder engines—Engine-top setting of accessories for easier maintenance—Bonus Built reserve of strength and power for long life and economical performance.



BEAUTIFUL MODELS in crinoline costumes may pose in Cypress Gardens' paths, but a Ford Truck like this F-1 Pickup must work. Engine is a 100-h.p. V-8. (95-h.p. Six also available.) Million

Dollar Cab has lounge-type seats. Four airplane-type shock absorbers. Feather-foot brakes. Also available: 8-ft. Panel, 6½-ft. Stake, Chassis-Cab, Chassis-Cowl and Chassis-Windshields.

Ford Trucking Costs Less Because—



FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!