

Now! Ford Trucks in biggest Economy Run ever made!



To demonstrate Ford Truck Economy

...THROUGHOUT THE UNITED STATES...IN EVERY IMPORTANT TRUCK-USING VOCATION
...IN YOUR KIND OF BUSINESS, WITH YOUR SIZE TRUCKS!

The Ford Truck Economy Run, most realistic economy study in truck history, is now under way throughout the United States.

It's extensive! Thousands of truck users from coast to coast are making the Ford Truck Economy Run over their regular routes. Every important kind of truck-using business is included.

It's all-inclusive! All Ford Truck models from 95-h.p. Pickups to 145-h.p. Big

Jobs will participate under actual day-to-day working conditions. Detailed records will be kept on operating costs for a period of six months.

It demonstrates Ford Truck economy! The Economy Run will demonstrate for everyone to see, what Ford owners have known right along. Ford Trucks do more per dollar in every kind of truck-using business. And this means they will do more per dollar for you in your business!

Economy—one reason why Ford is America's No. 1 Truck Value!

And *Value* is one big reason why more and more truck users all over the country are switching to Ford. Ford Trucks are making the truck industry's biggest sales gains.

Switch to Ford Trucks to feel the difference—in your pocket-book. See your nearest Ford Dealer today!

In the long run, too—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!