

(Model F-3, 122-inch wheelbase Express illustrated)



"My wife says we save about \$16 a month with our new Ford Truck!"

**says Louis P. Jensen
of Troy, New York**

"She keeps the budget in our family and knows just how much we're saving on gas, oil and upkeep since we changed to Ford. I agree—Ford Trucks certainly *do more per dollar!*"



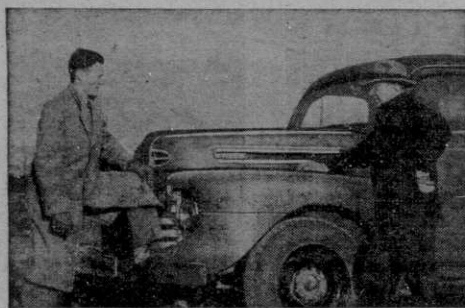
"I picked Ford for power, but the money I'm saving has really convinced me it's the best all-around buy." (Loadomatic ignition saves gas; aluminum alloy pistons save oil; removable brake drums and engine-top setting save time and upkeep costs.)



"Never lets me down on any job! I use my Ford for every sort of work on my farm, in all kinds of weather." (To fit your job better—to save you money—a choice of over 175 models. From the 95-h.p. "Six" Pickup to the 145-h.p. "V-8" BIG JOB!)



"It's mighty good-looking . . . rides like a passenger car. The 'Million-Dollar' cab was good news to me, too!" (More good news for farmers is Ford's powerful, yet thrifty Six—the new 110-h.p. 254 cu. in. engine. It's engineered for heavy-duty farm use!)



"I knew they were Bonus-Built for extra strength, but I still can't get over how much less Ford Trucks cost to run!" (Find out yourself why Ford Trucks do more per dollar. Change to Ford like Louis Jensen did—see your Ford dealer this week!)

**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!

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