



FORD'S A WORKHORSE!

A dairy farmer says:

"My Ford F-1 Pickup with the POWER PILOT gives me more miles per gallon with maximum power!" Dairyman Rudolph Dubcak worked his Ford Truck hard in the nationwide Ford Economy Run. "For example, in six months I travelled 7083 miles. My running cost for gas, oil and maintenance was \$106.48—or only 1.5 cents per mile!"

FORD'S AS DURABLE AS A PIG'S NOSE!

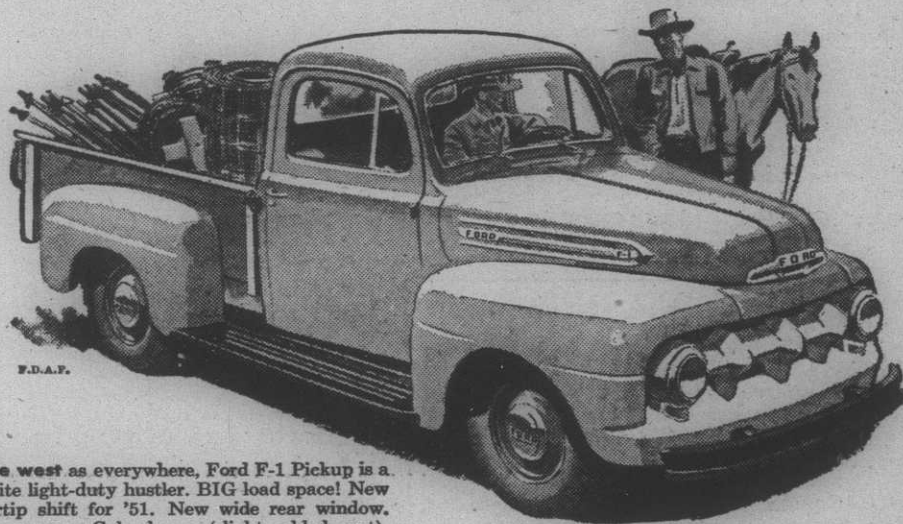
A livestock farmer says:

"Ford durability is important, because you get more work per dollar out of trucks which really last on the job!" Stockman Alex Forshage (right) works his Ford F-5 six to eight hours a day, on all kinds of roads. During the Ford Truck Economy Run, he pulled an average load of 3200 lbs. for a running cost of only 2.34 cents per mile!



On farm or ranch they all say:

FORD TRUCKING COSTS LESS...



F.D.A.F.

In the west as everywhere, Ford F-1 Pickup is a favorite light-duty hustler. BIG load space! New fingertip shift for '51. New wide rear window. 5-STAR EXTRA Cab shown (slight added cost).

The men shown above (addresses on request) were among some 5000 who took part in the 50-million-mile Ford Truck Economy Run. The drivers on the Run kept daily records of all on-the-job expenses—for gas, oil, repairs, maintenance. The result: dramatic new evidence that Ford Trucks with the gas-saving POWER PILOT save you money every mile! . . .

**In the low-price field,
ONLY FORD TRUCKS GIVE YOU
POWER PILOT ECONOMY**

The Ford Truck POWER PILOT is a simpler, fully-proven way of getting the most power from the least gas! It is designed to fire gas twice as accurately—under all conditions! You use regular gas—get no-knock performance!

**. . . because
FORD TRUCKS
LAST LONGER!**

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

ONLY FORD DEALERS SELL  USED CARS AND TRUCKS

SEE YOUR NEAREST FORD DEALER