A farm truck engine needs a "backbone" like this—



to save you the BIG money

Crankshafts are just one example of International all-truck engineering that saves you the big money.

Of the five leading makes, only International builds a complete line of models that are *all-truck*... with no passenger car engines or components asked to do a truck job.

You save the most in farm truck dollars with an International that's all-truck built to last longer. It earns its keep in lower over-the-years operating and maintenance cost. It pays for itself in use. It saves you—earns you—the big money.

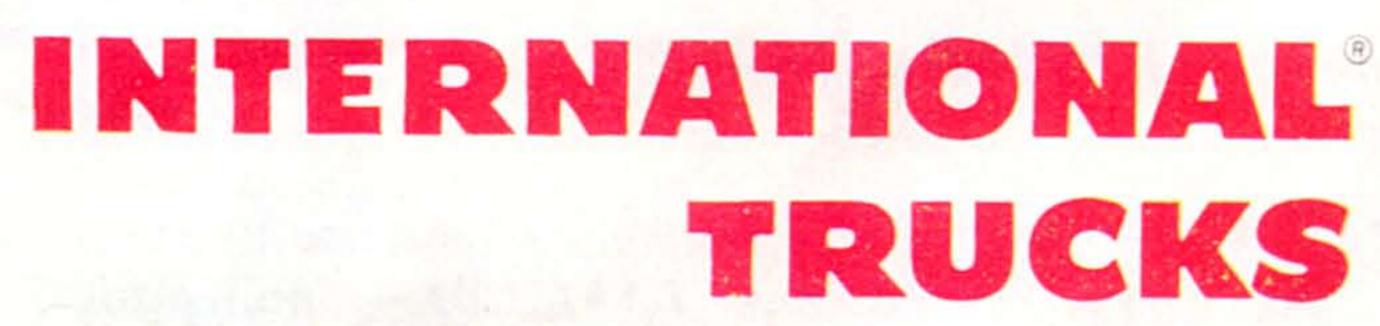
Keeping costs down has made International the heavy-duty leader for 23 straight years. Let your International Dealer or Branch show you the right International for your farm—all-truck built to save you the *BIG* money.

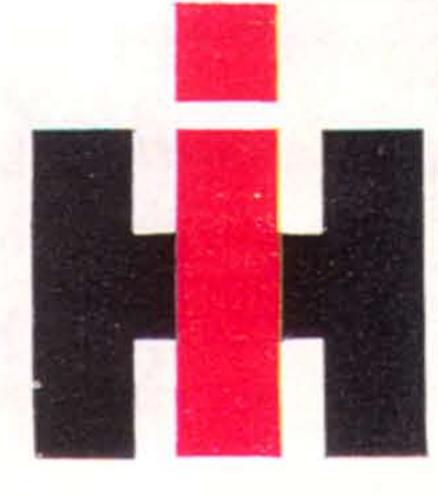
INTERNATIONAL HARVESTER COMPANY . CHICAGO

From fiery forges come extra-strong INTERNATIONAL crankshafts, designed and built for truck use. Those used in light-duty models are 17% heavier than the average of the forged or cast alloy 6-cylinder designs of the four other leading makes—for maximum strength and rigidity, long life.



There's an INTERNATIONAL exactly right for every farm hauling job—all-truck built to save you the BIG money. 11 pickup models and 15 stake models from 4,200 to 16,000 pounds GVW. Every other truck type. World's widest choice of power and power transmission options.





All-Truck Built to save you the BIG money!

International Harvester builds McCORMICK® Farm Equipment and FARMALL® Tractors... Motor Trucks...
Industrial Power...Refrigerators and Freezers