

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

INTERNATIONAL[®] TRUCKS

Ronald Colman, Benita Hume in "The Halls of Ivy," CBS-TV. See local paper for time, channel.

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