

New Ford F-600—America's toughest two-tonner has stronger axles, bigger brakes and a more powerful engine.

New Ford F-100 Styleside Pickup... America's lowest-priced half-ton pickup with cab-wide box.

*If you're hauling a herd...
or the fodder to feed it...*

FORD TRUCKS COST LESS

LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!

There's scarcely a highway, country road or farm lane that doesn't know Ford Trucks. For these trucks are "good business" for farmers—and it's never been so true as this year!

For proof—compare first costs. Fords are priced with the lowest. Go on to running costs. Ford gives you gas savings up to 10% with a new economy carburetor . . . and only Ford gives you the over-all economy of Short Stroke design in both Six and V-8. Ford replacement

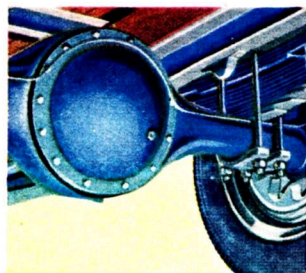
parts prices are low, too! And Ford Trucks *last longer*. An independent study by insurance experts proves it. Small wonder Ford's resale value is traditionally high.

So it all adds up. Whether you're hauling a herd (in a tough '58 two-tonner) or the fodder to feed it (in a smooth-riding, extra-capacity Styleside pickup), a Ford Truck will cost you *less*, give you *more* in modern design, economy, reliability. See your Ford Dealer.

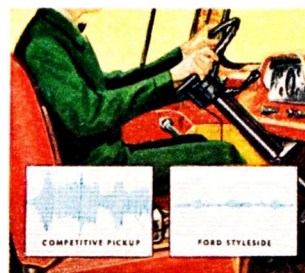
AMERICAN BUSINESS BUYS MORE FORD TRUCKS THAN ANY OTHER MAKE!



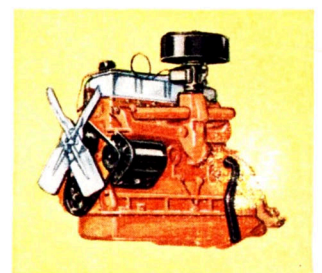
Greater pickup loadspace! Ford's Styleside, lowest-priced half-ton pickup with cab-wide box, has 23% more loadspace than traditional pickup boxes. And it's standard at no extra cost!



Top axle capacities in class! Two-tonners have rear-axle capacity up to 2,000 lbs. greater than other makes. Rear-axle capacity available in 1½-tonner is as great as many two-tonners!



Most comfortable ride! Scientific Impact-O-Graph tests prove Ford pickups give you the smoothest ride of any half-tonner. Here is a truck ride that comes mighty close to that of a car!



Gas savings up to 10%! Short Stroke Six features new economy carburetor with new vacuum control valve and improved accelerator pump system. It gives up to 10% better gas mileage!