



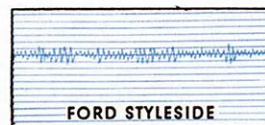
Ford Styleside Pickup—Lowest-priced Pickup with cab-wide box.

# FORD's extra features show up on the job—not in the price!

**ONLY FORD GIVES YOU ALL THESE EXTRAS...AT NO EXTRA COST**



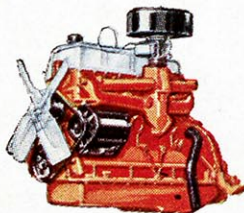
**Greater pickup loadspace!** Ford is the lowest-priced pickup with modern cab-wide box . . . gives you 23% more loadspace than the traditional pickup box, and side loading is easier, too! Available in 6½-, 8- and 9-foot sizes.



**Most comfortable ride!** Scientific Impact-O-Graph ride tests *prove* Ford gives you the smoothest ride of any half-ton pickup . . . a ride mighty close to that of a car.



**Safer, more comfortable cabs!** Driverized cabs have weather-protected inboard step, modern suspended pedals, non-sag seat springing, Life-guard steering wheel, double-grip door latches and Hi-Dri ventilation that gives you clean, fresh air whatever the weather condition.



**Gas savings up to 10%!** New economy carburetor in the Ford Six has new vacuum control valve and improved accelerator pump system which give up to 10% greater gas mileage. Smoother acceleration, too. Fuel is precisely metered, almost instantly, to meet every changing demand.

You get extra loadspace, extra gas mileage, extra cab comfort and extra riding smoothness. But there's nothing extra about the Ford price. Fact is, Ford is the lowest-priced pickup with cab-wide box. Low price, however, is just the start of Ford savings.

No other pickup gives you all the extra features of a Ford! Ford, like others, offers a Six and a V-8. But only Ford gives you modern Short Stroke design in both! Ford trucks last longer . . . a study of 10 million trucks proves it. It figures then that at trade-in time you save again, for Ford resale value is traditionally high! You'll find, too, that FoMoCo parts prices are low and you can get them almost everywhere.

See how Ford's extra features can show up on *your* job—call your Ford Dealer today!

**AMERICAN BUSINESS BUYS MORE FORD TRUCKS THAN ANY OTHER MAKE!**

## FORD TRUCKS COST LESS

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