

GO FORD-WARD for savings

...with the thriftiest Six in any farm Pickup!



New 4-wheel drive pickups—Now get the surefooted dependability of 4-wheel drive in ½ or ¾-ton trucks... at Ford's low prices! Positive traction in hub-deep mud, snow, sand; even up 60% grades! Available early 1959.

You'll get more out of a new Ford pickup because Fords have more to give . . . in comfort, economy, durability.

Just look at some of the extras Ford gives you. <u>Load-space</u>—more than any conventional pickup. <u>Ride</u>—smoothest of any half-tonner. <u>Economy</u>—engineered-in right from the start with Ford's Short Stroke Six design. Ford's proven gas savings *keep* running costs low. <u>Longer life</u>—independent surveys prove, for the 13th straight year, Ford Trucks last longer.

Take the *Ford*-ward step and get ahead of truck costs! See your Ford Dealer soon!

Every Ford has SAFETY GLASS in every window

Go Ford-ward for savings

FORD TRUCKS COST LESS

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