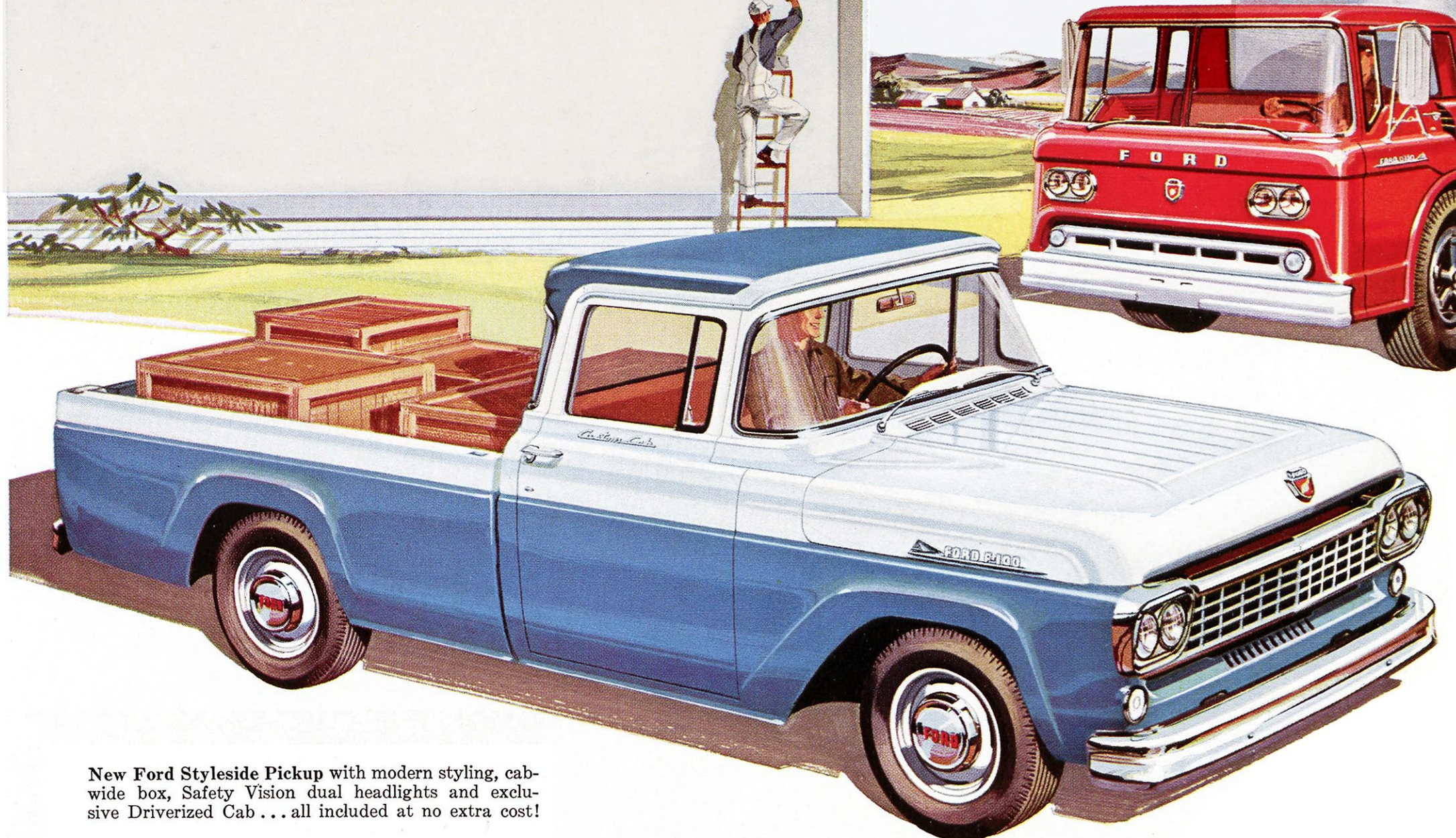


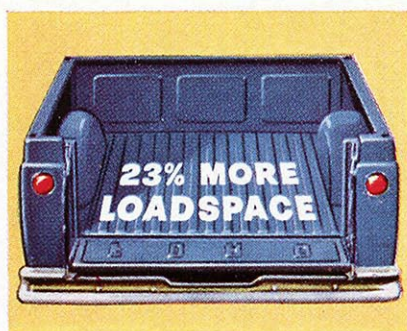
# MERICA'S NO.1 VALUE



New Ford Styleside Pickup with modern styling, cab-wide box, Safety Vision dual headlights and exclusive Driverized Cab... all included at no extra cost!

## THE WAY TO SPELL "VALUE" IS

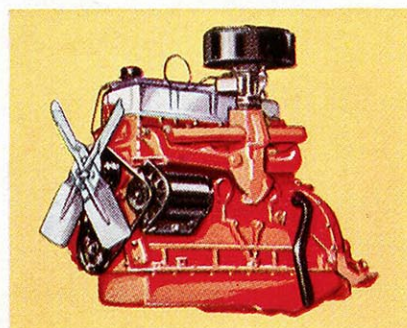
# F-O-R-D



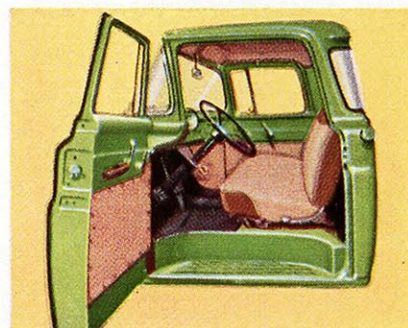
**Greater pickup loadspace!** Lowest-priced pickup with cab-wide box; gives 23% more loadspace than traditional pickup box!



**Smoothest pickup ride!** Scientific Impact-O-Graph ride tests prove Ford has smoothest ride of any half-ton pickup truck!



**Gas savings up to 10%!** Ford's Short Stroke Six features a new economy carburetor which gives better economy and performance!



**Safer, more comfortable cabs!** Driverized cabs have inboard steps, suspended pedals, Life-guard steering wheel!

**It's America's lowest-priced\* pickup with cab-wide box... smoothest riding, too!**

The value that's built into Ford Trucks can be measured in many ways... and low price is just one of them. Running costs are low, too. Only Ford offers the economy of modern Short Stroke design in a Six as well as in V-8's. And a new carburetor on Ford's great new Six boosts gas mileage by as much as 10%!

Maintenance costs are also low because Fords are built to last... independent insurance studies prove Ford trucks last longer than the other four leading makes. No wonder Fords traditionally bring more at trade-in!

Now add Ford's bigger loadspace, modern styling and smoothest ride, and beyond question, you've got America's No. 1 value... F-O-R-D! See your Ford Dealer!

\*Based on a comparison of manufacturers' suggested list prices.

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

# FORD TRUCKS COST LESS

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