



New '58 Ford Ranchero—looks like a car . . . works like a truck!



New Styleside Pickup . . . modern, extra-wide body, with 23% more loadspace than any other pickups

# NEW FORD TRUCKS for '58



New Ford Platform Stakes . . . 9- and 12-ft. stake bodies with strongest frames and widest choice of Short Stroke power in the 1½-ton field.

**Do more work faster . . . cost less to run . . . last longer, too!**

Here they are, the most modern trucks you can buy. There are big capacities, more ruggedness, more comfort and new power. Best of all, Ford's modern design means greater economy!

Ford builds over 300 different models of trucks—from tandem-axle 10-wheel giants, to the world's lowest cost Tilt Cabs, and the Pickup Truck with the biggest loadspace. This means you can always choose the *right* truck for *your* job . . . and get *more* truck for your money.

Wherever you live . . . you get more for your money in any Ford-built product

Ford-built products include cars, trucks, tractors, industrial engines, genuine replacement parts: Meteor / Popular • Anglia • Prefect • Consul • Zephyr • Zodiac • Thames • Fordson Major Tractor / Taunus • FK Truck / Continental Mark III • Lincoln • Mercury • Ford • Thunderbird • Edsel • Ford Tractor and Implements

## NEW more-for-your-money features!

**NEW capacity!** Extra-wide Pickup bodies have 23% more loadspace than competitive pickups . . . standard at no extra cost!

**NEW easy ride!** Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over competitive pickups!

**NEW power!** Powerful, more rugged V-8's, and Short Stroke economy in both Six and V-8!

**NEW safety!** "Safety Vision" headlights . . . Lifeguard steering wheel . . . double-grip door locks—standard on all Fords!

**NEW Ranchero "fine car" conveniences!** All power assists . . . even air conditioning, factory-installed, at Ford's low prices.

**NEW comfort!** Non-sag seat springing, suspended pedals, weather-protected inboard steps.

