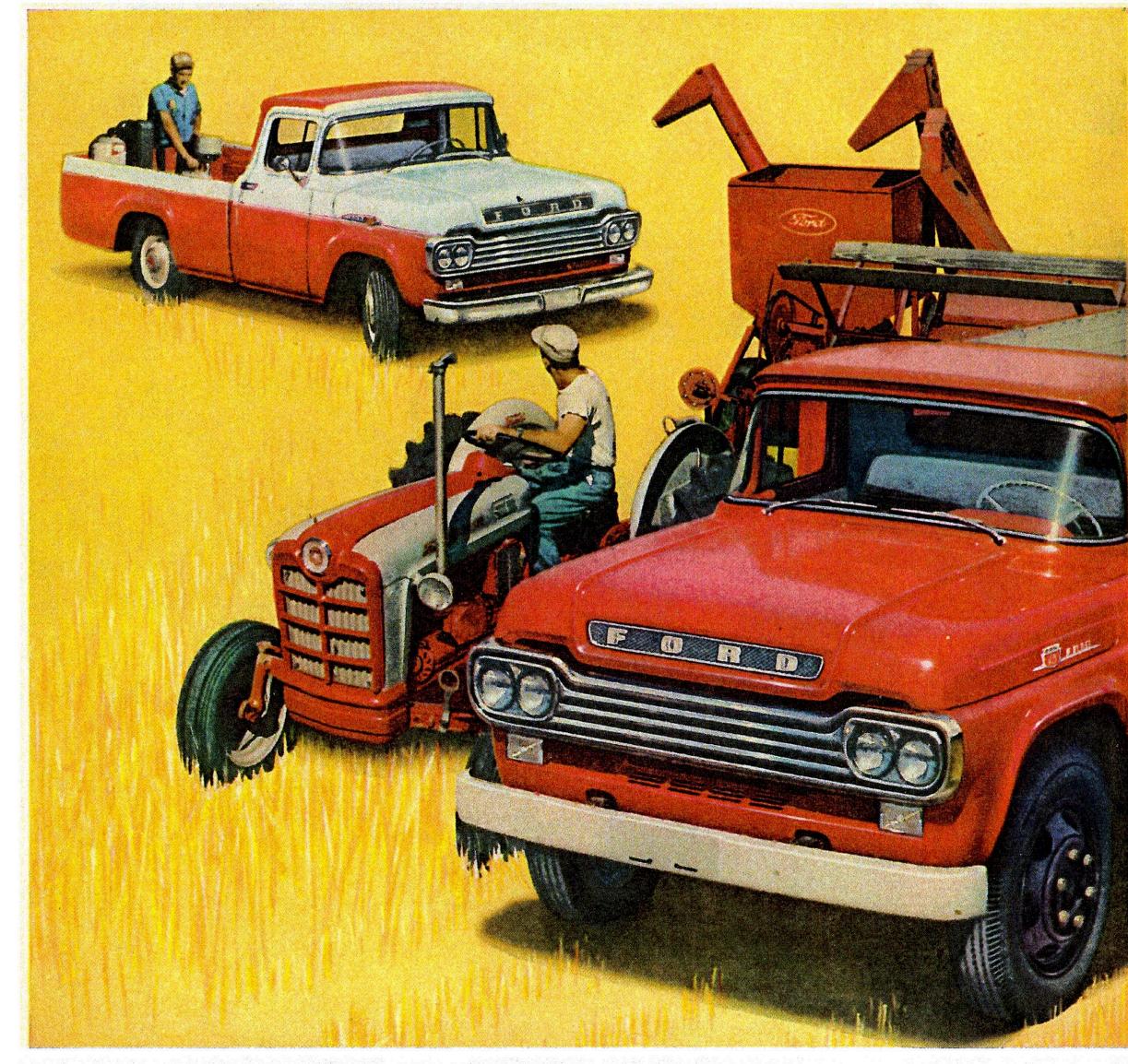
## GO FORD-WARD

## It's the wisest move a farmer

## for savings

## can make... here's why:





When you join the Ford-ward march to savings, you're in knowing company, for this year farmers find more reasons than ever to be ahead with Ford Trucks.

You'll find new, go-anywhere 4-wheel drive pickups ... new gas economy in the industry's most modern 6cylinder engines . . . new durability in the 2-tonner that leads all others in payload capacity . . . a wider choice of transmissions . . . smoothest ride of any 1/2-ton pickup. And, for the 13th straight year, independent insurance studies prove that Ford Trucks last longer! See your Ford Dealer and go Ford-ward for savings!



them! Available early 1959. proved gas economy!

A NEW 4-WHEEL DRIVE. NEW RANCHERO. Hauls over First time at Ford's tradition- half a ton with ease, yet rides ally low prices! Sure-footed in and handles exactly like a fine hub-deep mud, snow, sand— car! And for '59, there's new even 60% grades won't faze style, increased loadspace, im-

Every Ford has SAFETY GLASS in every window



'59 FORD STYLESIDE. Features cab-wide box for greater carrying capacity . . . box girder construction for lasting rigidity, strength . . and its low loading height and flush sides make side loading easier than ever before.

'59 FORD F-600. Toughest 2-tonner in the field! Gives you highest payload rating of any 2-ton truck, plus an optional 6,000-lb. front axle for even greater capacity! Widest choice of Short Stroke power, too!

TRUCKS GOST LESS

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