



raising. ers be a car, guess ue and hed by ough in-
 could be praised. ould be led, es- es the next - sal. ole ll bring arket. not be e dealer s, every deter- ived in whole

NEW GAS SAVINGS

Ford—the only pickup with a modern Short Stroke Six engine—now offers even more economy! A new carburetor for this rugged, longer lasting 139 h.p. engine offers improved fuel metering in both idling and high-speed ranges — results in even better gas mileage!

She t should partmen venient have a John presiden Corp. a America that p theory "everyone on time paper." He d theory, and Fed a man charge than he He ad installm

New F-100 Styleside pickup with cab-wide box...gives you 23% more load-space. Your choice of Short Stroke engines... Six or V-8.

Go FORD-WARD for savings

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



New 4-wheel drive pickups—Now get 4-wheel drive in 1/2 or 3/4-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, in economy, in durability.

Just look at some of the extras Ford gives you. Loadspace—more than any conventional pickup. Ride—smoothest of any half-tonner. Economy—engineered-in right from the start with Ford's Short Stroke Six design. Ford's proven gas savings *keep* running costs low. Longer life—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 for a truck that costs you less in every way!

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!