

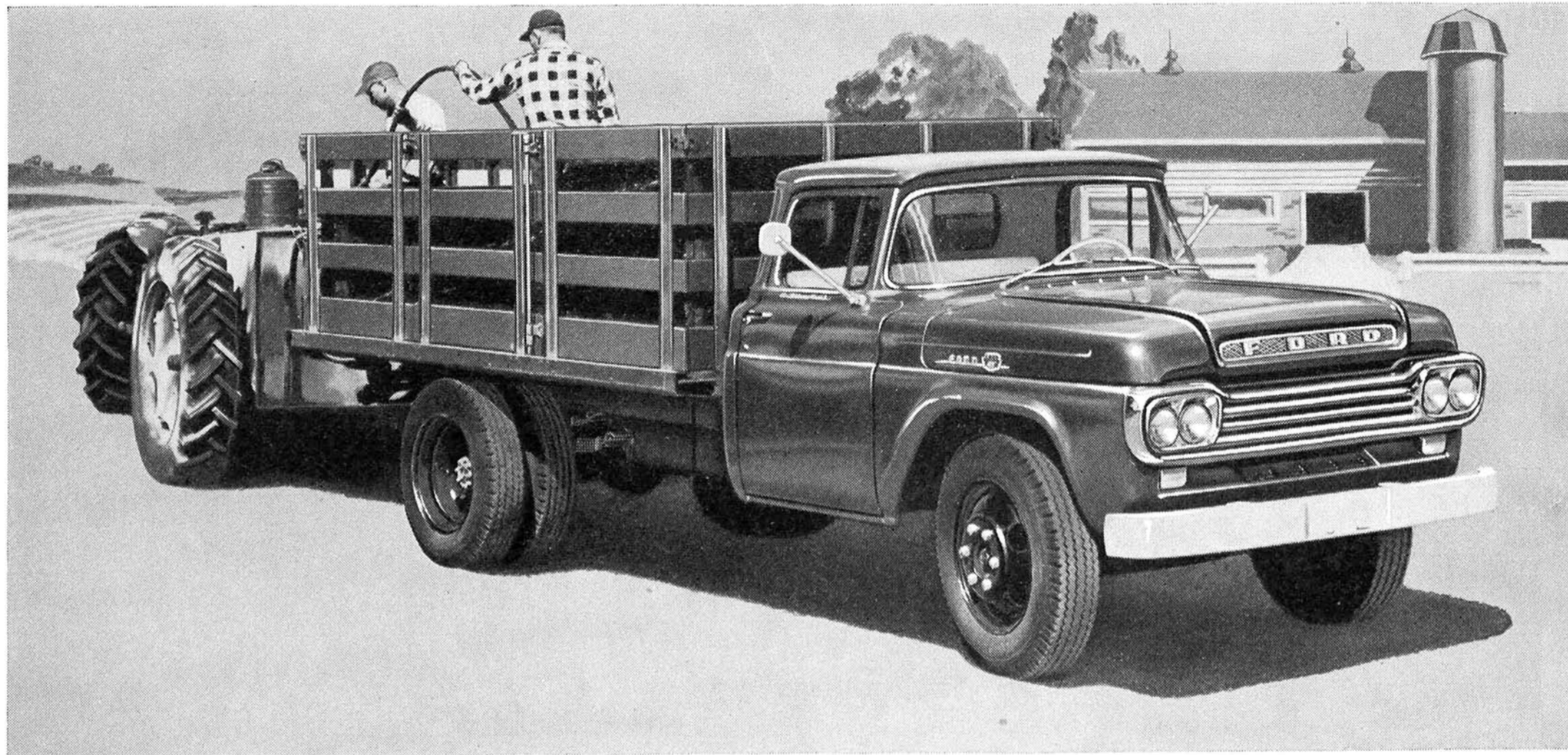
▲ **NEW CAB INTERIORS!** Custom Cabs offer 2-color styling on dash and door panels, chrome-trimmed instrument cluster, convenient horn ring and nylon-saran upholstery fabric woven to stay "Sunday-Fresh" despite roughest farm abuse!

◀ **NEW STYLESIDE PICKUP!** From the handsome new grille and heavier new front bumper to husky wrap-around rear body corners, this Ford is built to take it! Holds 23% more than conventional pickups!

GO FORD-WARD

for savings!

NEW '59 FORD FARM TRUCKS



◀ **NEW 2-TON TOUGHNESS!** The "big one" on most farms is tougher than ever for '59—spring capacity is increased up to 10%. What's more, rear-axle capacity is up to 2000 lbs. greater than other truck makes!

▲ **NEW 4-WHEEL DRIVE PICK-UPS!** Now— $\frac{1}{2}$ -ton and $\frac{3}{4}$ -ton trucks with Ford-built 4-wheel drive at Ford's low prices! Go through rocky pastures, mucky bottomland, even up 60% grades! Available December 1958.

For '59 there's a new "buy-word" among farmers . . . it's *Ford-ward*. *Ford-ward* describes the most farm-worthy trucks ever built . . . New '59 Ford Trucks. They put you *Ford-ward* in savings, style, and dependability.

For example, Ford's four-wheel drive pickup is *brand new* to the Ford line this year. And everywhere you'll find new features to lower costs and increase comfort.

Features like Ford's rugged Short Stroke Six that really stretches gas mileage . . . a wider choice of transmissions including Ford's new Heavy Duty Cruise-O-Matic . . . new cab safety and conveniences . . . the smoothest ride of any pickup. And behind every '59 Ford is the industry's best durability record. A study of ten million trucks proves Ford Trucks last longer! Call your Ford Dealer today . . . and go *Ford-ward* for savings!

Every Ford has SAFETY GLASS in every window

FORD TRUCKS COST LESS

...less to own...less to run...last longer, too!