

GO FORD-WARD for savings

It's the wisest move a farmer 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 6-cylinder engines... new savings and greater payload capacity in the tough 2-tonners... 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!



▲ **NEW 4-WHEEL DRIVE. NEW RANCHERO.** Hauls over half a ton with ease, yet rides and handles exactly like a fine car! And for '59, there's new style, increased loadspace, improved gas economy! ▼

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! And you have the option of a new 6,000-lb. front axle for even longer service life and greater payload capacity! Widest choice of Short Stroke power, too!

FORD TRUCKS COST LESS

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