

Ford's Famous F-100 Styleside—the all-around farm workhorse that's the all-around economy champ!

# FORD...

## LOWEST PRICED\* FARM TRUCKS OF ALL LEADING MAKES

Save \$35 to \$161 on price! Save again with twice the tire life! Up to 27% better gas mileage!



### NEW Falcon RANCHERO

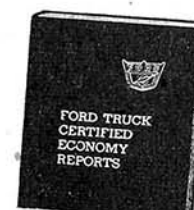
An all-new *kind* of pickup that's in a class apart for savings! Priced as much as \$210 below\* the other leading pickup makes! Up to 30 miles on a gallon . . . yet its new 90-hp Six is geared to do a real truck job. Big 6-foot box . . . plenty of loadspace for most pickup hauls. Solid single-unit construction for long life and lower maintenance. And as a bonus, there's the style, the ride and handling ease of a passenger car!

\*Based on latest available manufacturers' suggested retail delivered prices.

Price, gas, tires—these are the “big three” of truck costs, and on every one, Ford farm trucks give you a big cost-cutting edge!

Take price. 1960 Ford pickups are priced lower\* than any leading make. Even the bigger Fords are lower priced—up to \$157 less for 2-ton stakes. Take gasoline. In new gas mileage tests, '60 Ford Sixes beat all leading half-ton pickups. Up to 27% more miles per gallon . . . 13% better mileage than the *average* of them all! Still other tests proved that Ford's rugged truck-type front suspension saves on tires. Compared to some other 1960 makes, Ford tires can last *twice* as long . . . can save you about \$300 in tires over the life of a pickup.

Impressive? You bet. And it's all backed by the certified records in your Ford Dealer's “Certified Economy Reports” book. See him soon . . . see how much you'll save!



**FORD TRUCKS COST LESS**  
...less to buy...less to run...built to last longer, too!