

# Lowest Priced\*

...right  
on down  
the line

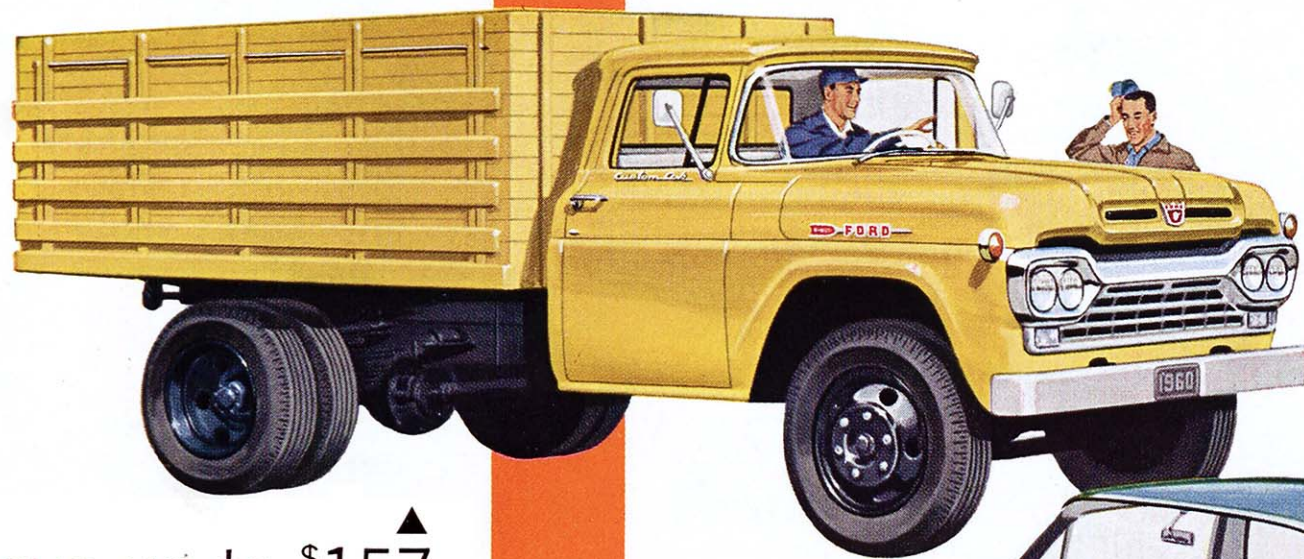
Start saving with lowest price of all leading makes!

Keep saving with longer tire life, better gas mileage.

They're mustang-tough when it comes to work, but they're mighty gentle on the bank account! Fact is, all Ford farm trucks are priced well below competitive makes!

But lowest price is just the half of it. Take Ford half-ton pickups. In road tests by independent experts, Ford Sixes beat every leading

make in gas mileage . . . 13% better mileage than the *average* of them all! Big tire savings, too—certified comparison tests with some other 1960 makes showed that tires on Ford's true truck-type front suspension lasted twice as long! Call your Ford Dealer—he's got the facts, the trucks, and the savings!



## FORD FARM TRUCKS

Save up to \$157

on Ford's brawny F-600 . . . up to \$246 with an F-500!

Save up to \$210

on the completely new Falcon Ranchero! In a *special* class for saving gas . . . up to 30 mpg!

Save up to \$161

on Ford's F-100 pickup . . . 1960's all-around economy champ!

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



**FORD TRUCKS  
COST LESS**

..LESS TO BUY...LESS TO RUN...  
BUILT TO LAST LONGER, TOO!



See the PARADE OF PICKUPS

during your Ford Dealer's

TRADING FAIR