



Above: 1960 Ford F-600 Van, F-100 Styleside Pickup and C-800 Tilt Cab bring you the *best* of the new — new smoother acting brakes, new huskier axles, new higher payloads, new riding comfort

Lowest priced of the leading light and medium trucks!*

NEW FORD TRUCKS FOR '60 with

Certified Economy

- **Certified gas savings!**
- **Certified durability!**
- **Certified reliability!**
- **Certified lowest prices!**

You save from the *start* . . . Ford light- and medium-duty trucks are lowest priced of the leading makes. And your savings continue. That's because Ford's economy is *certified*, backed by intensive tests by America's leading independent automotive ex-

perts.† Just look what's in Certified Economy . . . and what's in it for you:

Certified gas savings—to keep running costs low! Tests confirm the gas savings of Ford's 1960 6-cylinder engine . . . the same engine that beat every competitive six in Economy Showdown U.S.A.

Certified durability—to take the toughest jobs you've got! Tests showed, for example, that Ford's new half-ton frame is 23 percent more rigid . . . that new two-tonner brakes have 20 percent longer lining life!

Certified reliability—to keep your truck out of the shop and on the go! Such key truck components as wiring assemblies were tested time and time again—

proved to have more than three times the reliability of other assemblies.

The certified results of all the tests are in the "Certified Economy Book" at your Ford Dealer's. Be sure to see it soon . . . be sure to see the new Ford Trucks . . . be sure to see the lowest priced 1960 models . . . and you'll be sure to save!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation, conditioning, destination charges.

†Name available on request. Send inquiry to P.O. Box 2687, Ford Division, Ford Motor Company, Detroit 31, Michigan.

FORD TRUCKS COST LESS

Less to buy . . . less to run . . . built to last longer, too!