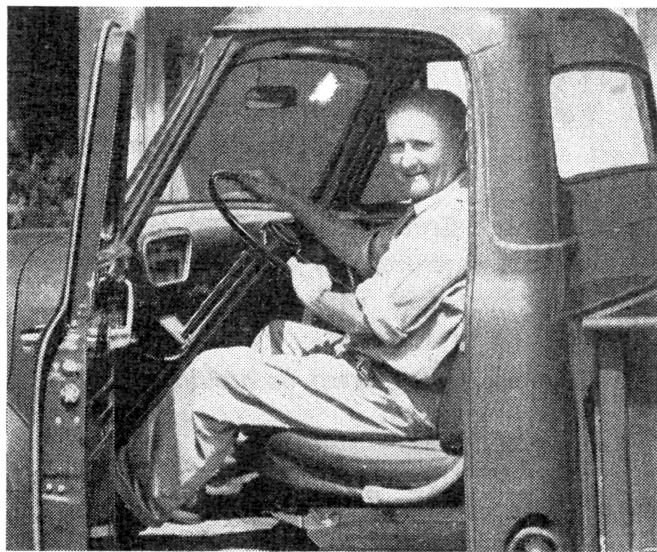




ROBERT TEATOR gets the keys to his new Pickup at Central Auto Sales, in Red Hook, New York. She's all set and ready to go.

## "I saved money in farm work-3 ways"



"Getting in and out is easier than any truck I ever owned," says Mr. Teator of his new Ford DRIVERIZED Cab. He finds that Ford's exclusive seat shock snubbers, non-sag springs and independently adjustable seat back pay off in comfort that's a welcome relief to any working man.

The first week's work convinced farmer Robert Teator that his new Ford Pickup saves him money *three* important ways.

● Though Robert Teator has owned Fords for 30 years, he's had plenty of experience with other makes. He knows what he wants in a farm truck and he knew he'd get what he was after when he placed his order for a new Ford Pickup.

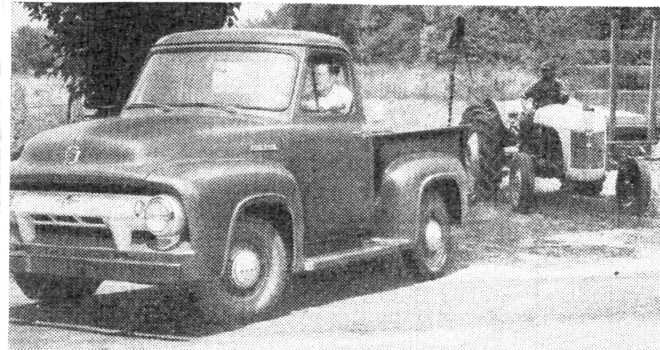
But the very day he took delivery, he found he'd got more than he'd bargained for:

1. **The getaway, power and gas savings** of a modern Low-FRICTION, High-Compression Ford Six engine.
2. **Less driving fatigue** in Ford's DRIVERIZED Cab offering more visibility, greater seat comfort and easier handling.
3. **Big payload** made possible by Ford's high-capacity design.

**What about you?** Could your farm benefit from the money-saving qualities of a new Ford *Triple Economy* Truck? See your Ford Dealer or write: Ford Division, Ford Motor Co., Dept. T-68, Box 658, Dearborn, Michigan.



"**Lots of load space.** You couldn't put a bigger pickup box on a ½-tonner." Hay bales are bulky, but Mr. Teator's son Ronnie finds there's plenty of room for a big load. Extra-strong tailgate makes loading easier, too.



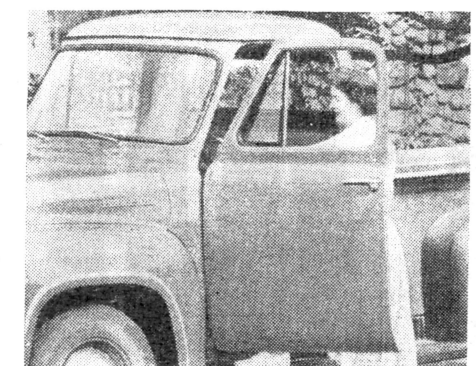
"**There's plenty of snap** in this new Ford *Cost Clipper* Six," says Ronnie. On quick trips to town or slow hauls with heavy loads, Ford's new Low-FRICTION, High-Compression power is a real time-saver.



"**Goes great in tough going.**" The high, 5900-lbs. total axle capacity of Mr. Teator's Pickup—higher than any other pickup—is just one reason for its dependable performance.



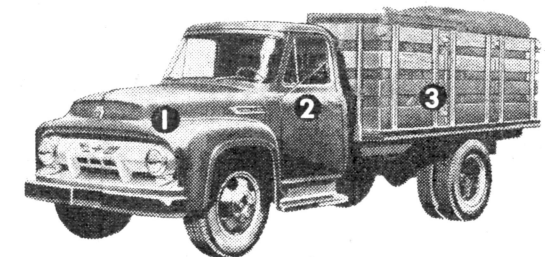
"**Gas mileage is good,** much better than you'd expect from such a powerful engine." Low-FRICTION, high-torque design of Ford's 115-h.p. Six gets more power from every drop of gas.



"**My wife was surprised** how smart the new truck looked inside and out." Ford's new free-breathing woven plastic upholstery is practical as well as smart. It rides cooler, is easier to clean.



"**Everybody on the farm** gets a kick out of the new Ford," says Mr. Teator, "and I couldn't be more pleased with it myself. I'd advise anyone thinking of buying a new truck for their farm to make it a Ford."



1. **SAVES GAS.** Only Ford gives you an ultra-modern Low-FRICTION engine in any truck model you choose.

2. **SAVES WORK.** America's most comfortable truck cab cuts fatigue. It's DRIVERIZED! Only Ford has it!

3. **SAVES TRIPS.** Top payload capacities in over 220 models from half-tonners to tandem-axle BIG JOBS.

# FORD *TRIPLE ECONOMY* TRUCKS