



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 workingman.

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-36, Box 658, Dearborn, Mich.

THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING P

| Publication | Issue | Circulation |
|-----------------------------|--------------------|-------------|
| | 2912-A | |
| NATIONAL LIVESTOCK PRODUCER | September, 1954 | 249,798 |
| HOARD'S DAIRYMAN | September 10, 1954 | 330,954 |
| | 2912-B | |
| AMERICAN POULTRY JOURNAL | September, 1954 | 342,059 |
| BREEDER'S GAZETTE | September, 1954 | 176,731 |
| POULTRY TRIBUNE | September, 1954 | 461,290 |
| PATHFINDER | October, 1954 | 1,224,906 |
| COUNTRY GENTLEMAN | October, 1954 | 2,555,950 |
| FARM & RANCH | October, 1954 | 1,312,599 |
| AMERICAN FRUIT GROWER | September, 1954 | 174,074 |
| AMERICAN VEGETABLE GROWER | September, 1954 | |

TOTAL CIRCULATION: 6,728,361