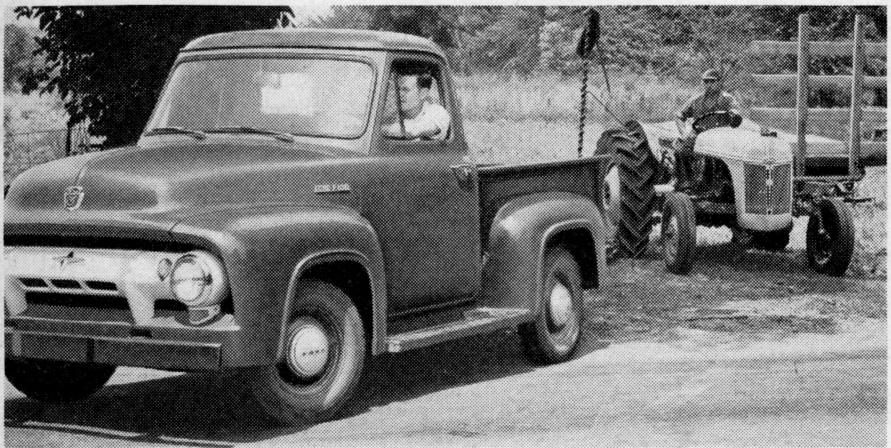




**"Lots of load space.** You couldn't put a bigger pickup box on a 1/2-tonner." Hay bales are bulky, but Mr. Teator's son Ronnie finds there's plenty of room for a big load. Extra-strong tailgate makes loading easier, too.



**"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.



**"It's a greenhouse on wheels."** Ford's visibility unlimited with big one-piece curved windshield and 4-ft.-wide rear window makes maneuvering in tight spots easy. Short turning circle is a real help, too.



**"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.



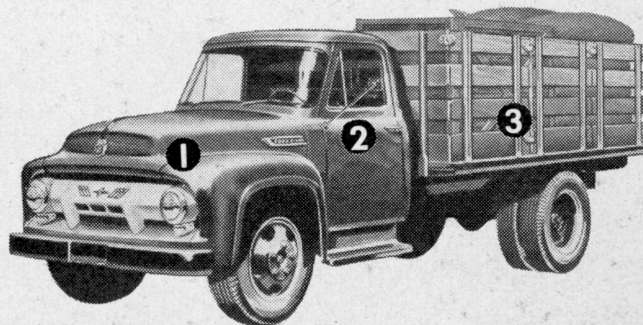
**"Gas mileage is good,** much better than you'd expect from such a powerful engine." Low-FRICTION, high torque design of Ford's 115-h.p. Six gets more power from every drop of gas.



**"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 DRIVER-IZED! Only Ford has it!

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

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