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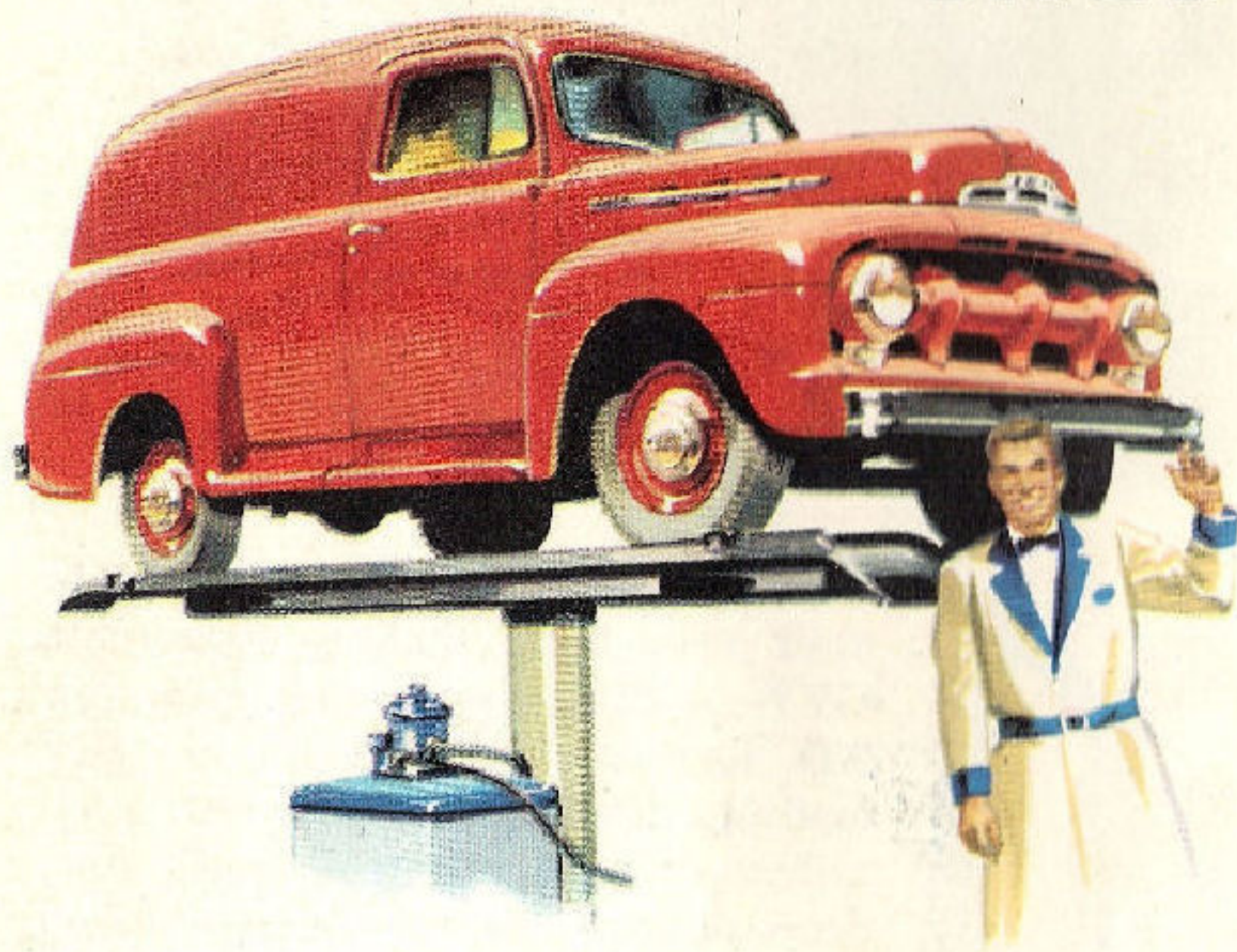
*How to
drive a...*



BARGAIN

VALUES UP—PRICES DOWN

on our **A-1** USED TRUCKS



In the market for a used truck? Then let us help you with that, too. We have a good selection—all expertly checked by our Ford mechanics to give you A-1 service for thousands of miles.

Before we forget it, would just like to remind you that on both new and used trucks we offer easy terms. A low down payment will put you in the driver's seat ready to go. Come in and let's get acquainted. Ask us for a demonstration. COME IN TODAY!

PELISSIER'S GARAGE

DEPOT SQUARE

PITTSFIELD, N. H.

LOOK FOR
LOOK FOR
LOOK FOR

BUT ABOVE ALL, LOOK FOR

Power!
Handling ease!
Capacity!
Economy!

3

WAYS YOU CAN SAVE THE MOST IN A PICKUP

1 Get more power from fewer cubic inches of engine displacement

2 Make the driver more effective with modern cab comfort and easy handling

3 Deliver bigger loads with modern high payload construction featuring low chassis weight

1 **CONCENTRATED POWER** is gas-saving power. More power from fewer cubic inches of displacement usually means more power from less gas. So, look for a Pickup with an engine that gives you a high *horsepower per cubic inch*. Look for short-stroke design that *reduces internal engine friction*. Look for high compression and high-turbulence combustion chambers for full, efficient combustion. Look for deep-skirted crankcase for rigidity and *smoother performance*.

2 **BETTER WORKING FACILITIES** do for the Pickup driver what better tools do for any craftsman. So, look for a big, roomy cab with man-sized doors, and plenty of glass area front and back for good all-around visibility. Look for comfortable seats with non-sag springs plus built-in *seat shock snubbers*. Look for controls that contribute to easier truck handling—a fully automatic transmission, for instance, or power brakes that make stopping as much as 25% easier.

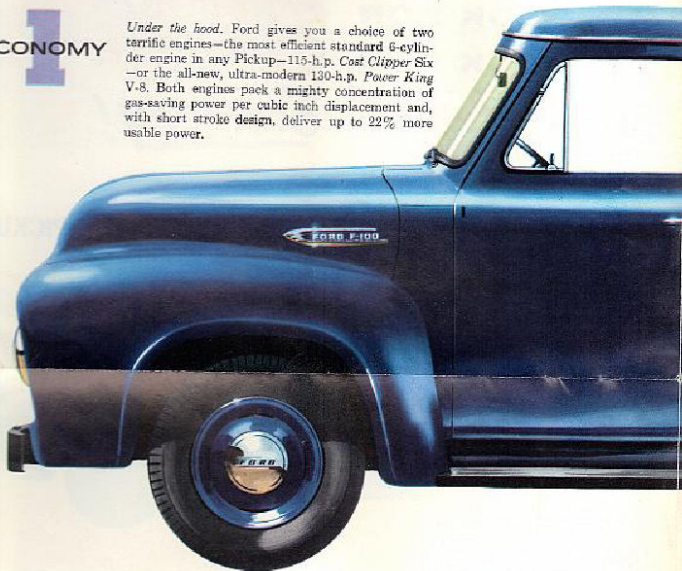
3 **BIGGER PAYLOADS** *save money* by saving trips; help you *make more money* by making it possible to deliver more. So, look for a low weight chassis with the strongest load carrying components of the five leading truck manufacturers. Look for a big Pickup box with high sides, and one that has slanting flare boards to hold load more securely. Look for a sturdy tailgate that won't buckle when it is required to carry a part of the load, a tailgate that clamps to body sides for better sealing.

You need **TRIPLE Economy** in a Pickup truck!

TRIPLE ECONOMY!

1 ECONOMY

Under the hood, Ford gives you a choice of two terrific engines—the most efficient standard 6-cylinder engine in any Pickup—115-h.p. *Cost Clipper Six*—or the all-new, ultra-modern 130-h.p. *Power King V-8*. Both engines pack a mighty concentration of gas-saving power per cubic inch displacement and, with short stroke design, deliver up to 22% more usable power.



2 ECONOMY

"Barn-door-sized" entrance—almost a full yard wide. Your biggest driver can slip in and out easily. And there's legroom to spare. Plenty of hip, leg and headroom for 3 big men on the full-width Comfort Seat. And wait 'til your wife sees the handsome woven plastic upholstery. It has a full-breathing weave for year-round comfort.



Behind the wheel, you'll find a comfortable cab with a large window in any position. New woven plastic upholstery for cool riding cushion the ride.

There's more room in just the cab. The new Ford Pickup offers more space for easier handling.

... FORD T

And for any hauling jobs up to 60,000 lbs. &

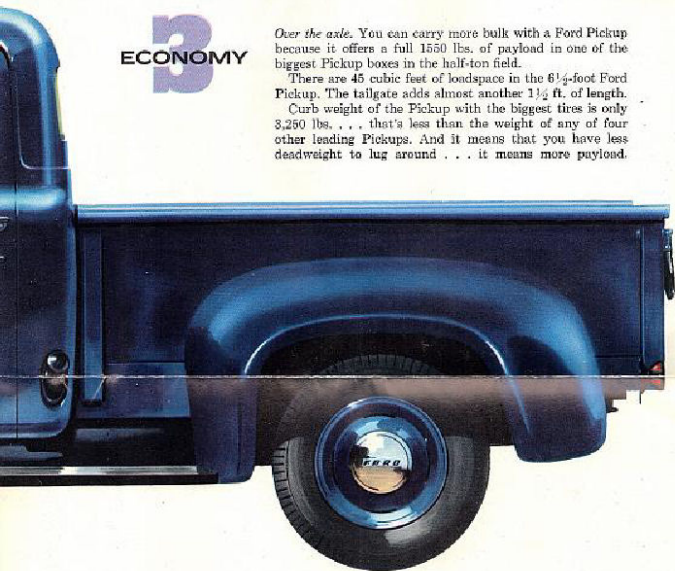
Only in FORD Pickups

3
ECONOMY

Over the axle. You can carry more bulk with a Ford Pickup because it offers a full 1550 lbs. of payload in one of the biggest Pickup boxes in the half-ton field.

There are 45 cubic feet of loadspace in the 6 $\frac{1}{2}$ -foot Ford Pickup. The tailgate adds almost another 1 $\frac{1}{2}$ ft. of length.

Curb weight of the Pickup with the biggest tires is only 3,250 lbs. . . . that's less than the weight of any of four other leading Pickups. And it means that you have less deadweight to lug around . . . it means more payload.



of, Ford gives you the world's most
It's *DRIVERIZED* to cut fatigue and
The widest windshield and rear
Pickup cab give visibility *unlimited*.
astic upholstery breathes like cloth
Ford's exclusive *seat shock snubbers*
help keep the driver relaxed and alert.
to making it easier for the driver than
ake controls for instance. The Ford
Automatic Drive and Power Brakes
ng . . . both at worthwhile extra cost.
TRUCKS LAST LONGER, TOO!



A heap of hauling can be done with your new Ford Pickup. Maximum GVW is 4800 lbs. You have a low 2-ft. floor-to-ground height for easy loading. Toggle-type latches keep tailgate firmly closed. Forged steel drop chains support tailgate when opened and under heavy load. Rubber cushion tailgate strips eliminate rattles. Four stake pockets in corner posts permit mounting of uprights for special sides and tops.

FW—FORD has the one right truck for you