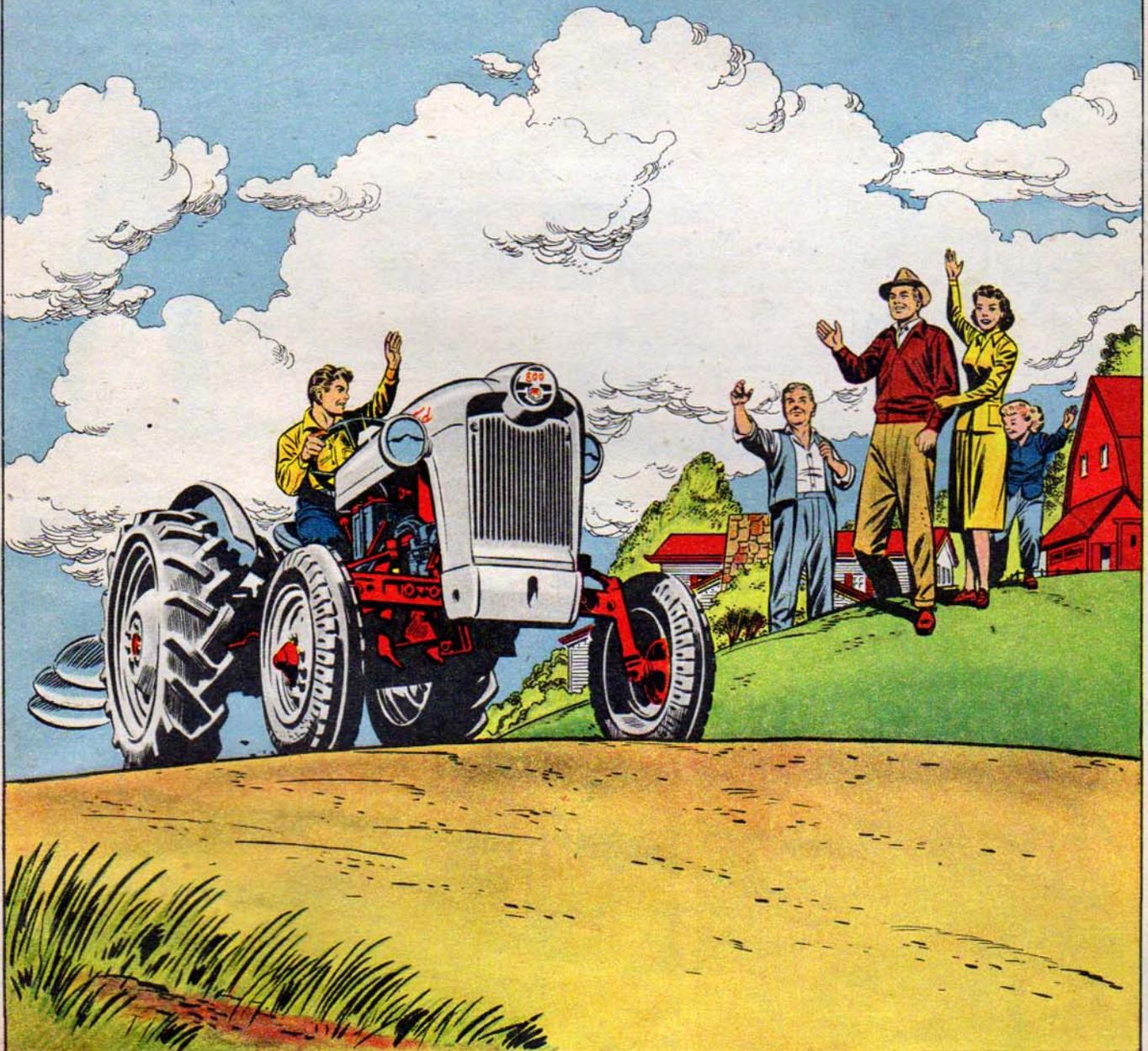
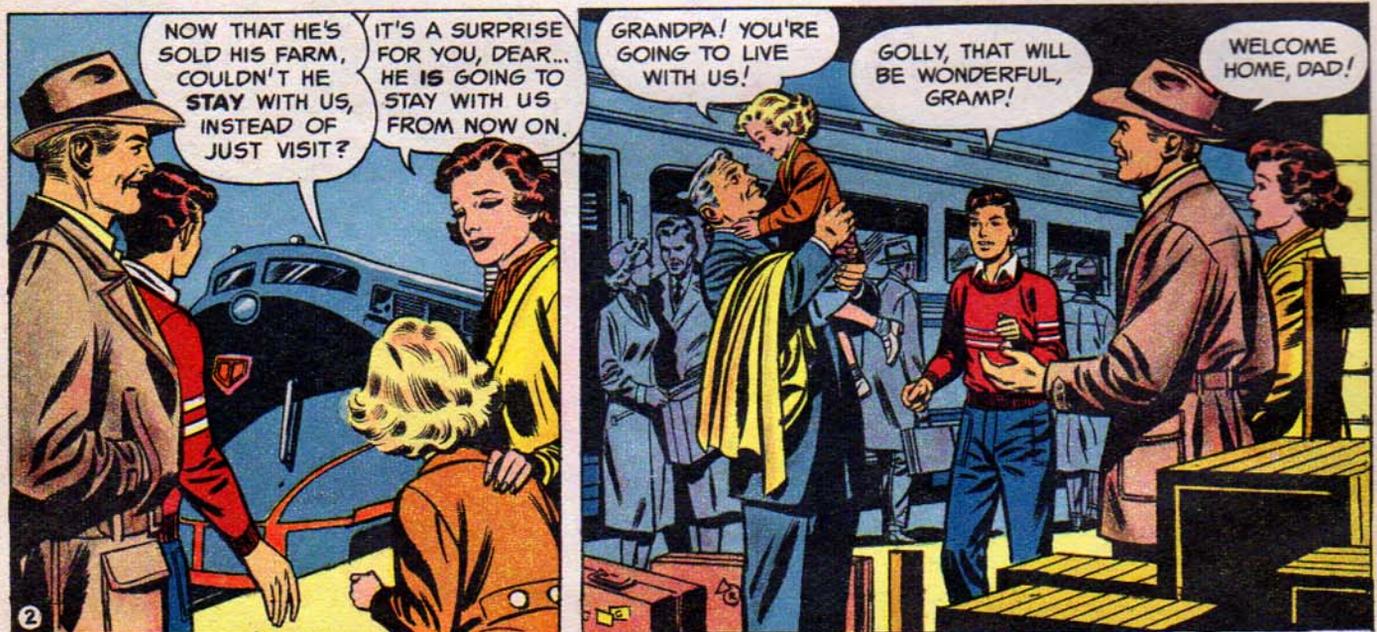
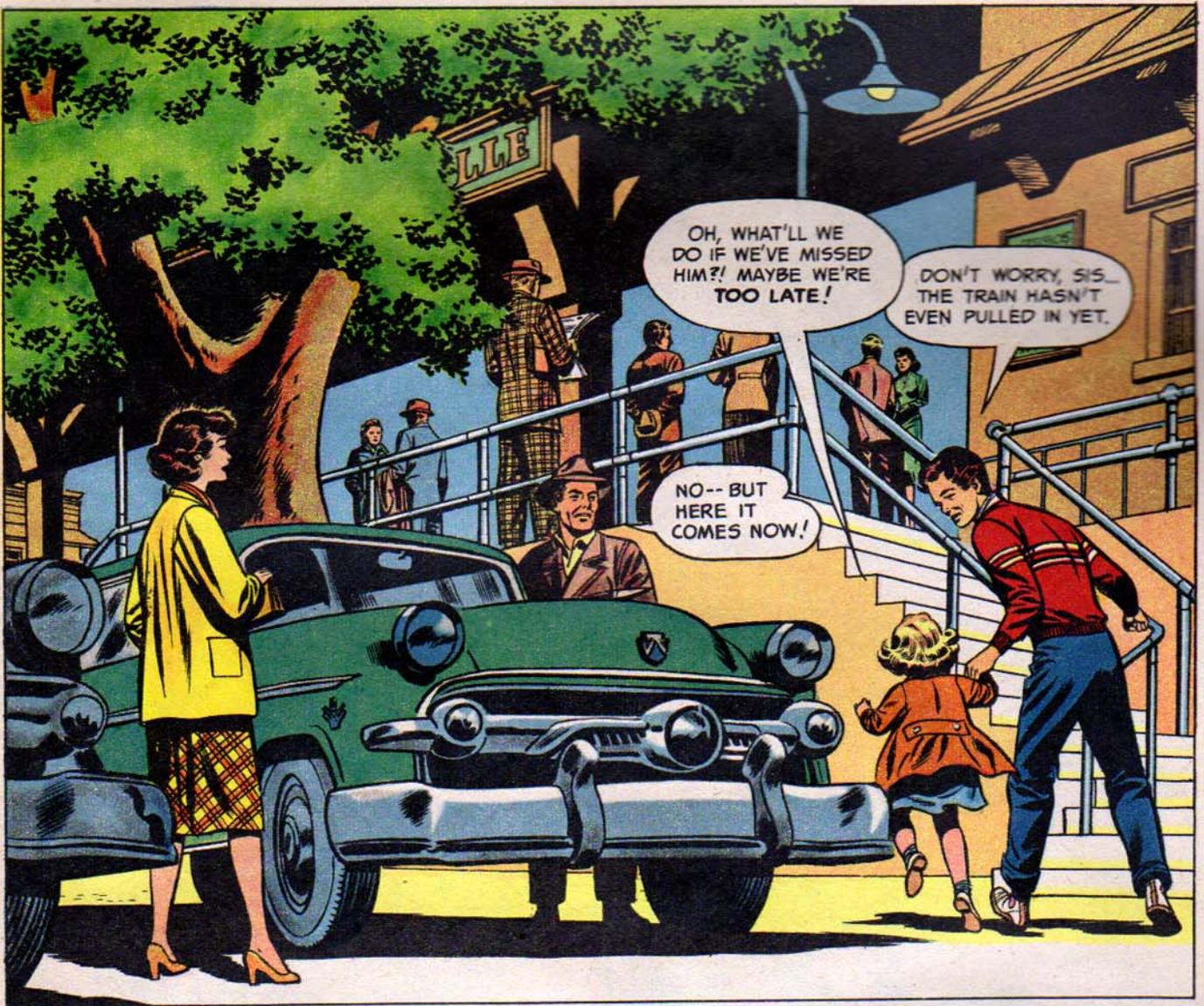
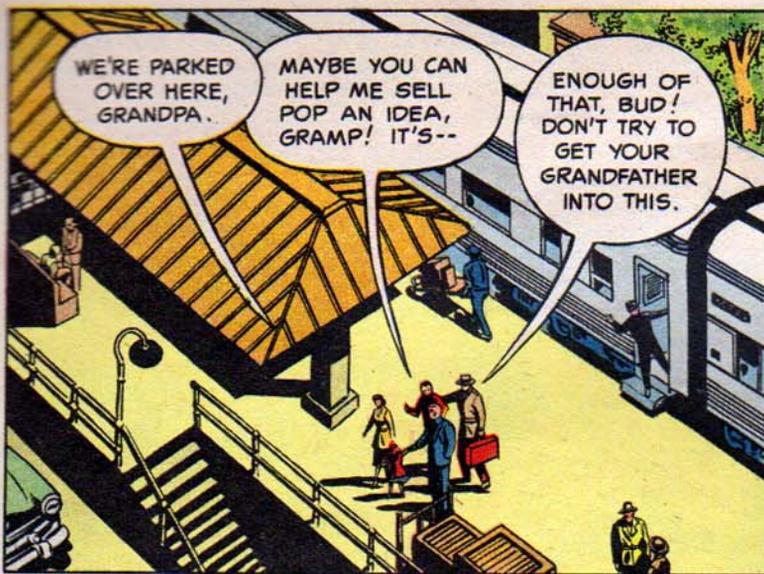


WHAT ONE FARM FAMILY FOUND OUT

ABOUT THE NEW FORD TRACTORS!







WE'RE PARKED OVER HERE, GRANDPA.

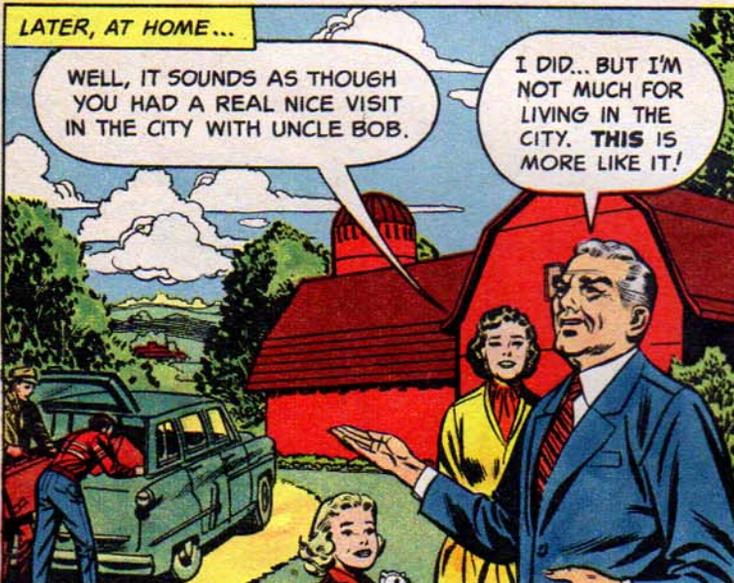
MAYBE YOU CAN HELP ME SELL POP AN IDEA, GRAMP! IT'S--

ENOUGH OF THAT, BUD! DON'T TRY TO GET YOUR GRANDFATHER INTO THIS.



HERE, WHAT'S ALL THIS? SEEMS TO BE A LITTLE DISAGREEMENT.

I'M JUST A LITTLE TIRED OF BUD'S PRODDING. YOU'LL PROBABLY HEAR ABOUT IT SOON ENOUGH.



LATER, AT HOME...

WELL, IT SOUNDS AS THOUGH YOU HAD A REAL NICE VISIT IN THE CITY WITH UNCLE BOB.

I DID.. BUT I'M NOT MUCH FOR LIVING IN THE CITY. **THIS IS MORE LIKE IT!**



HOW HAVE THINGS BEEN GOING?

WEL-L-LL, PRETTY FAIR WE'VE BEEN BUSY--

TOO BUSY TO GET SOME OF THE IMPORTANT WORK DONE ... AND ALL BECAUSE OF THAT!



EASY NOW, BUD... YES, WE'VE HAD SOME TROUBLE WITH THE OLD TRACTOR. THAT'S SLOWED US DOWN SOME.

THAT COFFEE-POT! YOU SHOULD HAVE TAKEN MY ADVICE AND BOUGHT **MY MAKE.**

I'VE BEEN TRYING TO GET DAD TO BUY ONE OF THOSE TERRIFIC NEW FORDS, GRAMP!

THERE HE GOES AGAIN. WELL, MAYBE, I'LL TAKE A LOOK AT THEM SOMETIME!

A FORD... WHY, THAT'S THE BEST THERE IS. I'VE ALWAYS TOLD YOUR FATHER--

"I'VE SEEN 'EM ALL IN MY TIME, AND I'VE FOUND YOU CAN'T GO WRONG ON A FORD. FROM EARLY FORDSON TO THE GOLDEN JUBILEE FORD..."

Ford

"THE NAME OF FORD HAS ALWAYS MEANT QUALITY, ECONOMY, DEPENDABILITY... DOWN-RIGHT BUILT-IN VALUE!"

FORD

BUT, BUD... THIS FARM NEEDS FULL, THREE-PLOW POWER FOR THE HEAVIER WORK--

THAT'S JUST IT! NOW FORD HAS A FULL 3-PLOW POWER SERIES!

FORD HAS JUST ANNOUNCED A BIG, NEW LINE OF TRACTORS... FIVE MODELS, TWO POWER SERIES--ONE WITH 30% MORE POWER!

SEE IT NOW!

NEW FULL 3-PLOW POWER
NEW 2-SPEED TRANSMISSION
NEW LIVE POWER TAKE-OFF
BEST 2-RIDER SEAT
AND MUCH MORE!

NEW 600 FORD TRACTOR

FINEST FORDS EVER BUILT!

STOP IN-- SEE 'EM SOON!

FORD announces 2 POWER SERIES 5 NEW MODELS

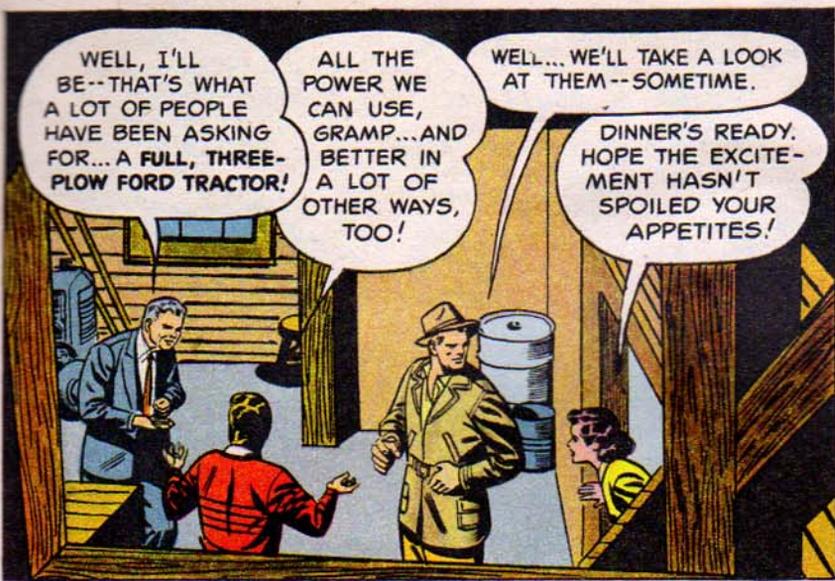
A POWER-GUL BUY!

IF YOU HADN'T BEEN VISITING IN THE CITY, YOU COULDN'T HAVE MISSED IT! EVERYBODY'S BEEN TALKING ABOUT THE GREAT NEW FORDS!

600 NEW FORD TRACTOR
Here's full 2-plow power with advanced Ford features plus many more.

LOW DOWN PAYMENT
Easy Terms Available

Ford's new, more powerful "RED TIGER" engine
All of Ford's experience and skill gained in building more than two million tractor engines accounts for the advanced design of the new, more powerful "Red Tiger" engine. It's 30 percent more powerful than any previous tractor engine. It's sure to operate more efficiently and give you more work.



WELL, I'LL BE-- THAT'S WHAT A LOT OF PEOPLE HAVE BEEN ASKING FOR... A FULL, THREE-PLOW FORD TRACTOR!

ALL THE POWER WE CAN USE, GRAMP... AND BETTER IN A LOT OF OTHER WAYS, TOO!

WELL... WE'LL TAKE A LOOK AT THEM-- SOMETIME.

DINNER'S READY. HOPE THE EXCITEMENT HASN'T SPOILED YOUR APPETITES!



WE'LL GET YOUR FATHER DOWN TO THE DEALER'S TODAY, BUD. JUST WAIT...

THAT'LL BE GREAT, GRAMP.-- BUT I DON'T KNOW HOW. I'VE BEEN TRYING FOR DAYS!

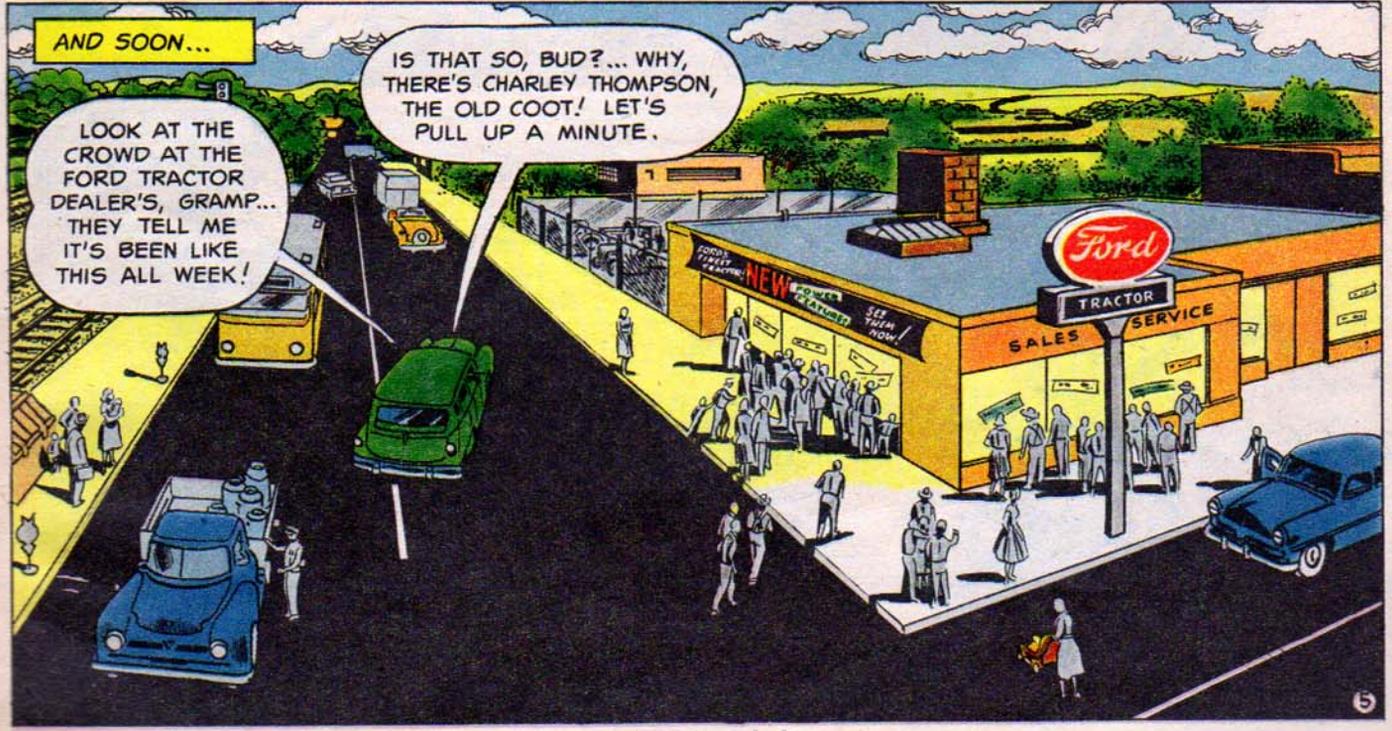


AFTER DINNER...

WELL, I FEEL BETTER NOW-- A FINE MEAL... DAD, WHAT'D YOU LIKE TO DO THIS AFTERNOON?

M-M-M, I SORT OF FIGURED IT WOULD BE NICE TO LOOK UP SOME OF MY OLD FRIENDS. WE MIGHT DRIVE INTO TOWN...

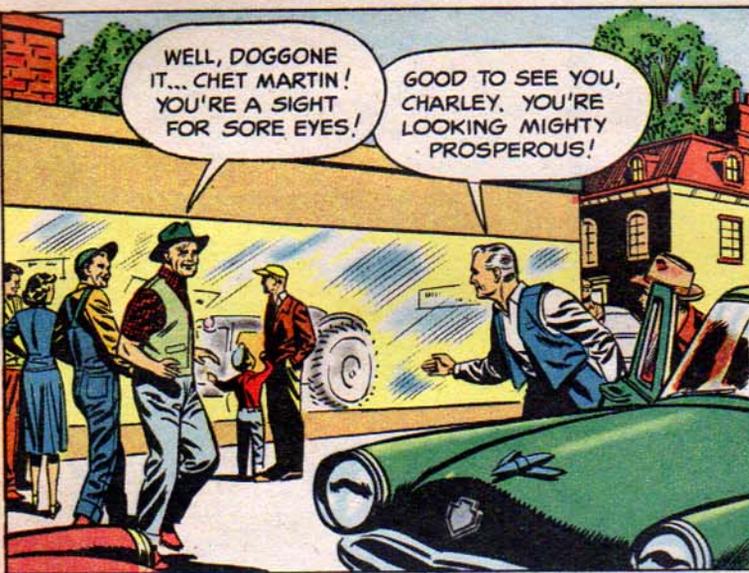
WHY DON'T THE THREE OF YOU GO. SIS AND I HAVE SOME THINGS TO DO.



AND SOON...

LOOK AT THE CROWD AT THE FORD TRACTOR DEALER'S, GRAMP... THEY TELL ME IT'S BEEN LIKE THIS ALL WEEK!

IS THAT SO, BUD?... WHY, THERE'S CHARLEY THOMPSON, THE OLD COOT! LET'S PULL UP A MINUTE.



WELL, DOGGONE IT... CHET MARTIN! YOU'RE A SIGHT FOR SORE EYES!

GOOD TO SEE YOU, CHARLEY. YOU'RE LOOKING MIGHTY PROSPEROUS!



NOT BAD, CHET... NOT BAD! I JUST BOUGHT ME A SECOND TRACTOR. ONE OF THOSE DANDY NEW FORD 600'S.

GOOD FOR YOU! I'VE HEARD THEY'VE GOT A LOT OF NEW MODELS NOW!



I'M AIMING TO GET ONE OF THOSE 800'S... I CAN USE THAT EXTRA POWER.

YOU, TOO, EH? WELL, YOU COULDN'T DO BETTER THAN A FORD!



HELLO, CHET... NICE TO HAVE YOU IN TOWN!

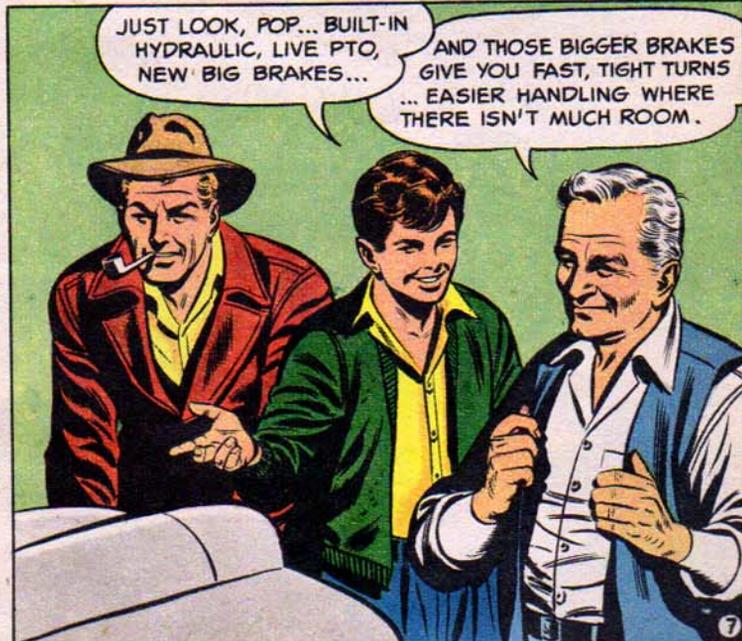
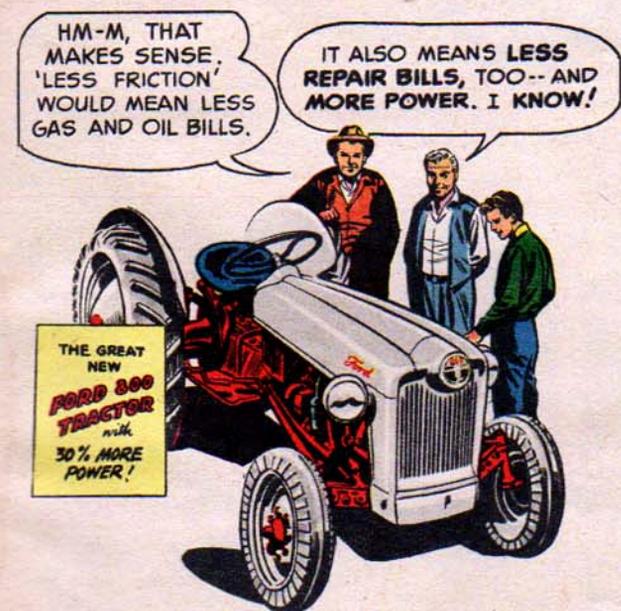
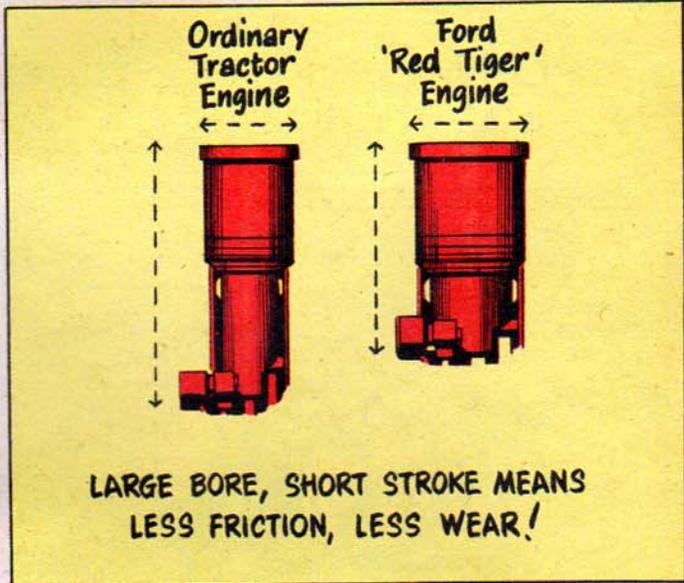
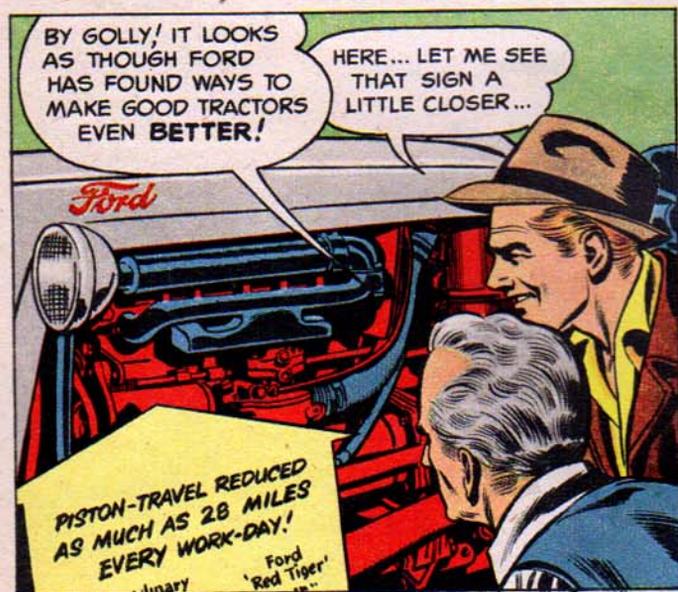
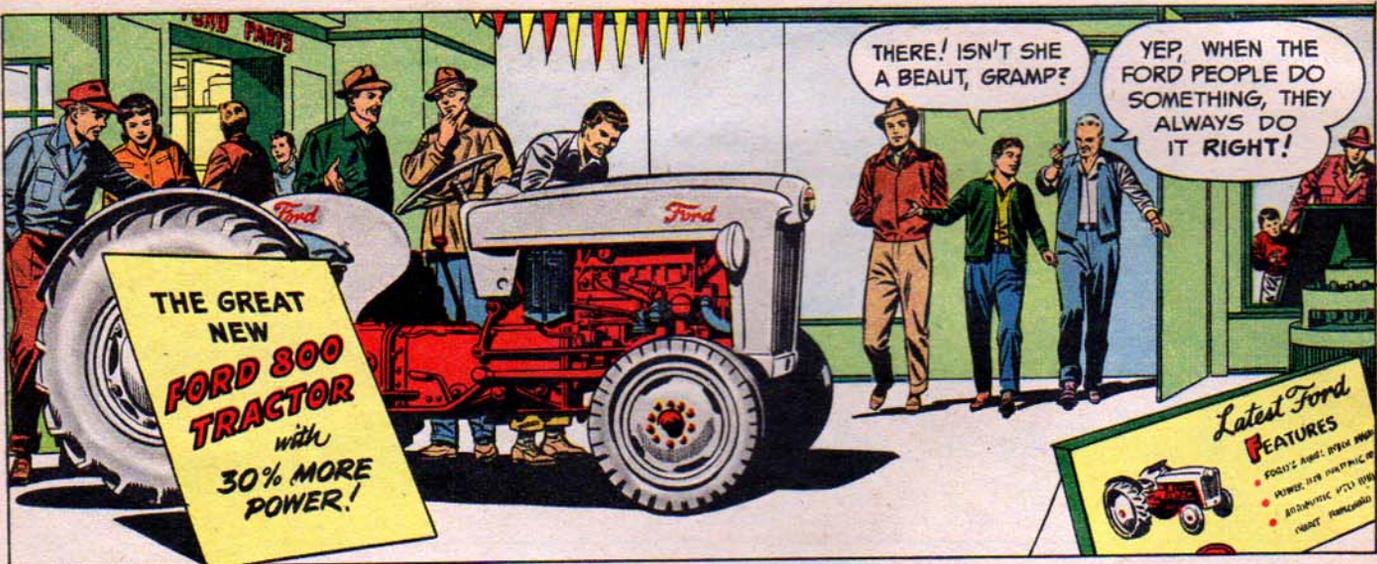
GLAD TO KNOW I'M STILL FRIENDS WITH THE BANK!



-- COME TO SEE THE NEW FORD TRACTORS, EH? YOU KNOW, MOST OF MY BEST ACCOUNTS ARE FORD FARMERS... MUST BE SOME CONNECTION!

WELL, WHILE WE'RE HERE, WE MIGHT AS WELL TAKE A LOOK.

OH, BOY! LET'S GO!

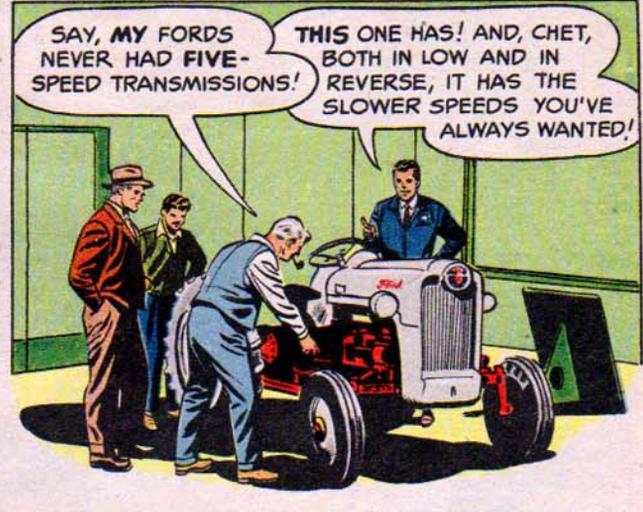




POP, HERE'S MR. CARSON.

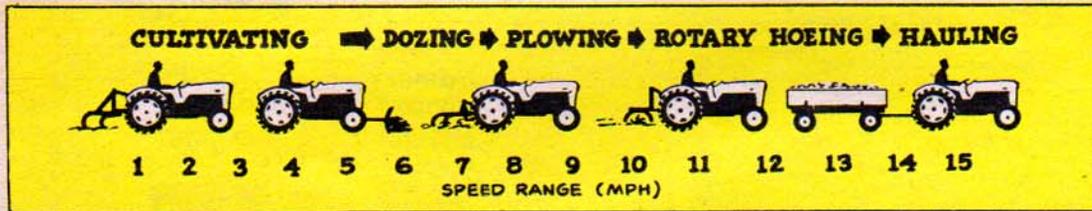
HOWDY! YOU'VE SURE LOADED BUD WITH AMMUNITION ON THE NEW FORD LINE!

GUESS I HAVE, BEN. YOUR BOY'S ONE OF OUR BIGGEST BOOSTERS!

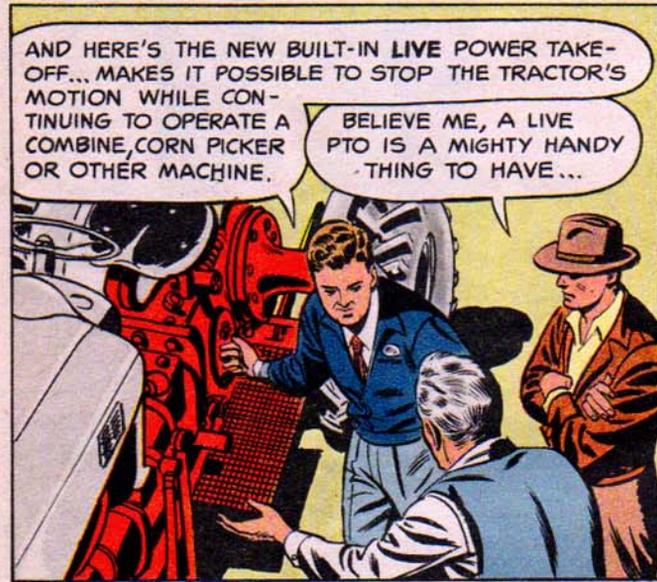


SAY, MY FORDS NEVER HAD FIVE-SPEED TRANSMISSIONS!

THIS ONE HAS! AND, CHET, BOTH IN LOW AND IN REVERSE, IT HAS THE SLOWER SPEEDS YOU'VE ALWAYS WANTED!

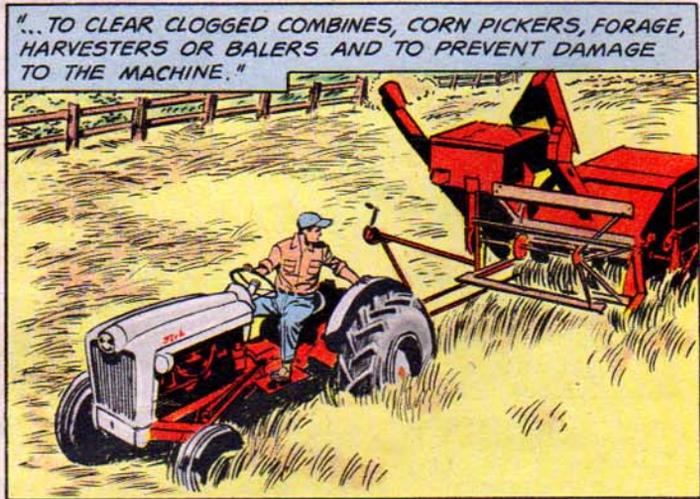


"EASIER TO USE, TOO! THE NEW GEAR SHIFT MOVES QUICKLY, SURELY, SMOOTHLY IN AN EASY-TO-FOLLOW PATTERN FROM ONE GEAR TO ANOTHER."

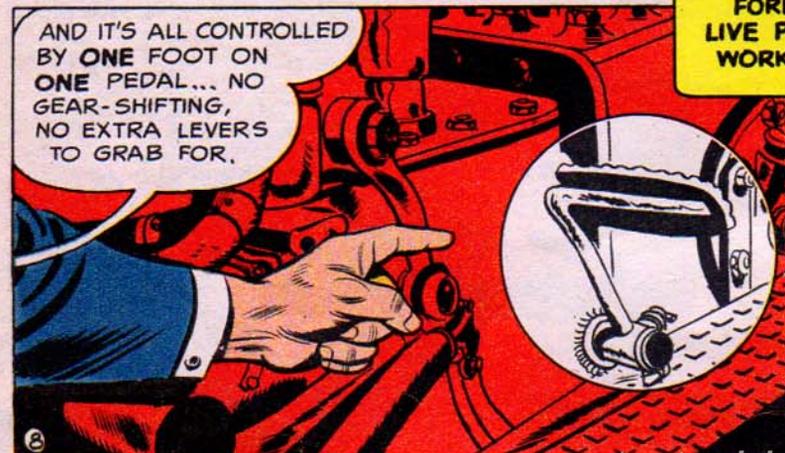


AND HERE'S THE NEW BUILT-IN LIVE POWER TAKE-OFF... MAKES IT POSSIBLE TO STOP THE TRACTOR'S MOTION WHILE CONTINUING TO OPERATE A COMBINE, CORN PICKER OR OTHER MACHINE.

BELIEVE ME, A LIVE PTO IS A MIGHTY HANDY THING TO HAVE...

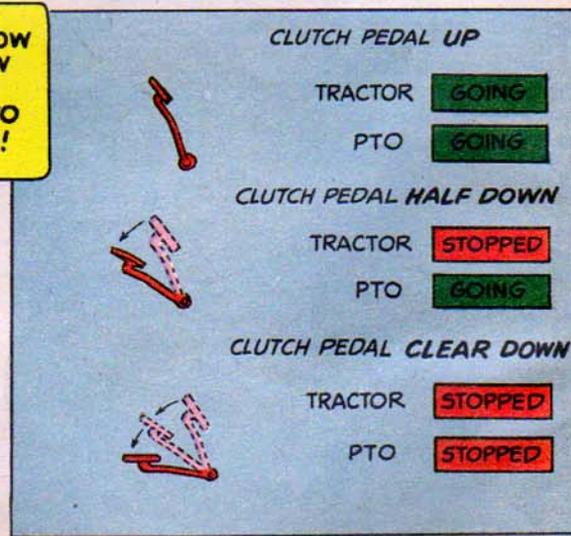


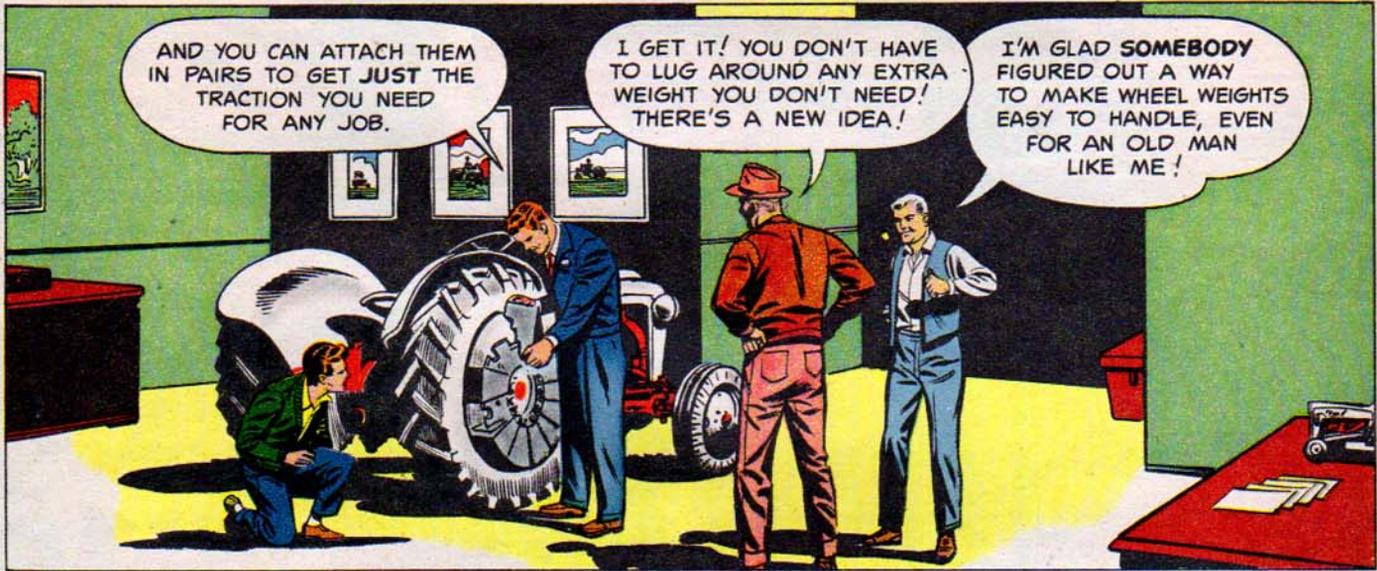
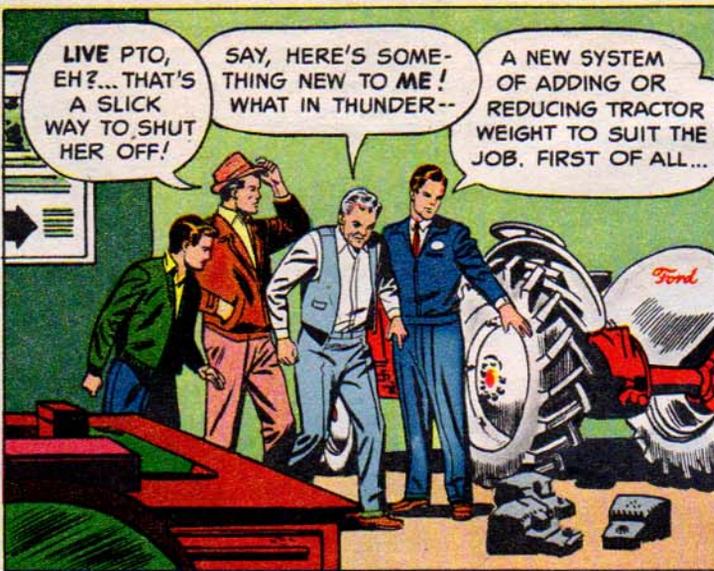
"... TO CLEAR CLOGGED COMBINES, CORN PICKERS, FORAGE, HARVESTERS OR BALERS AND TO PREVENT DAMAGE TO THE MACHINE."



AND IT'S ALL CONTROLLED BY ONE FOOT ON ONE PEDAL... NO GEAR-SHIFTING, NO EXTRA LEVERS TO GRAB FOR.

HERE'S HOW THE NEW FORD LIVE PTO WORKS!







THEN, OF COURSE, THERE'S THE REMOTE CYLINDER UNIT FOR PULL-TYPE IMPLEMENTS. FORD'S HYDRAULIC SYSTEM REALLY WORKS FOR YOU.

REMOTE CYLINDER UNIT

- ADJUSTABLE STROKE-LENGTH
- FAST OR SLOW ACTION
- STOP AT ANY STROKE-POINT
- AUTOMATIC RETURN TO NEUTRAL

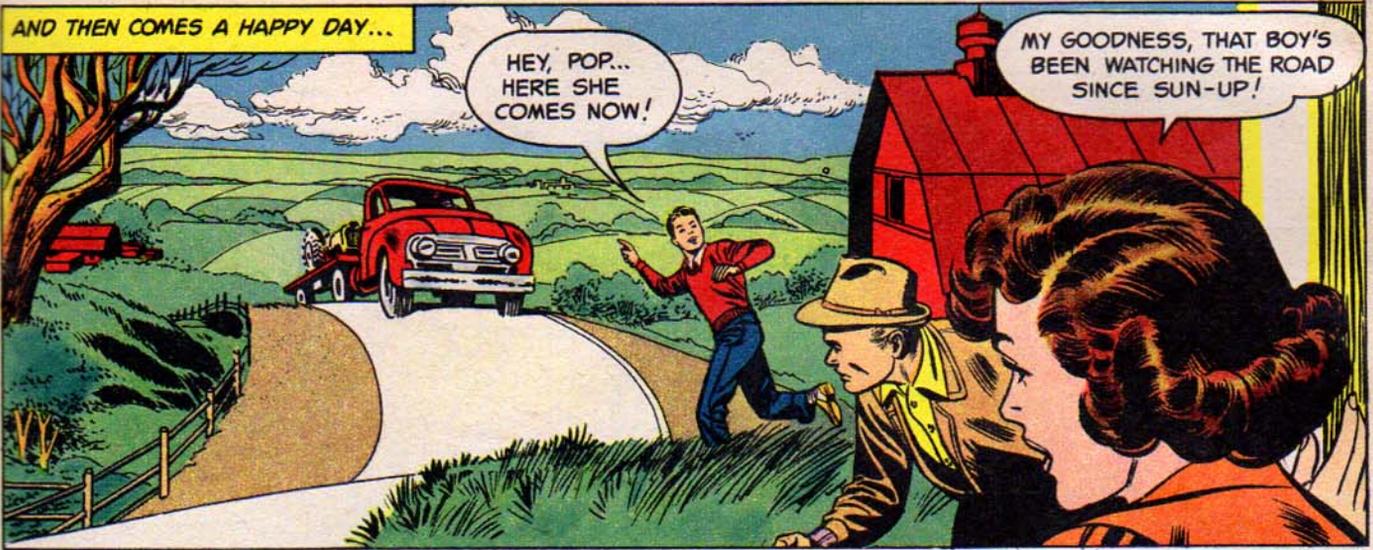
10



AND THEN COMES A HAPPY DAY...

HEY, POP...
HERE SHE
COMES NOW!

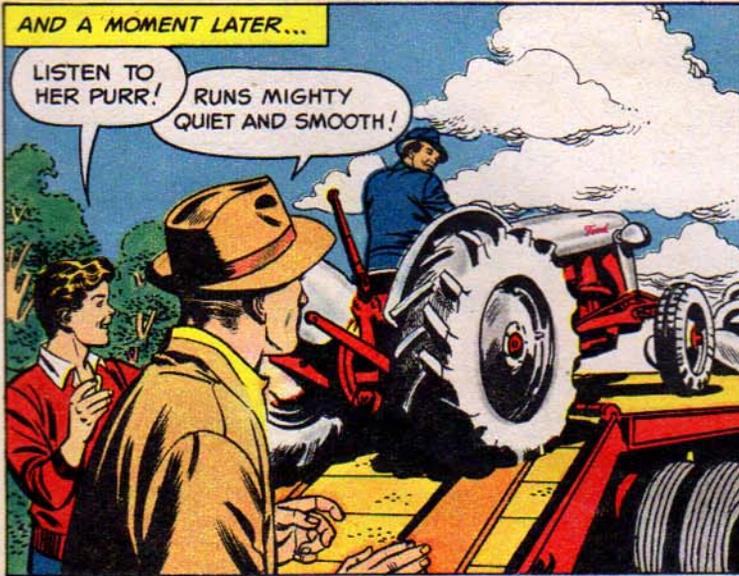
MY GOODNESS, THAT BOY'S
BEEN WATCHING THE ROAD
SINCE SUN-UP!



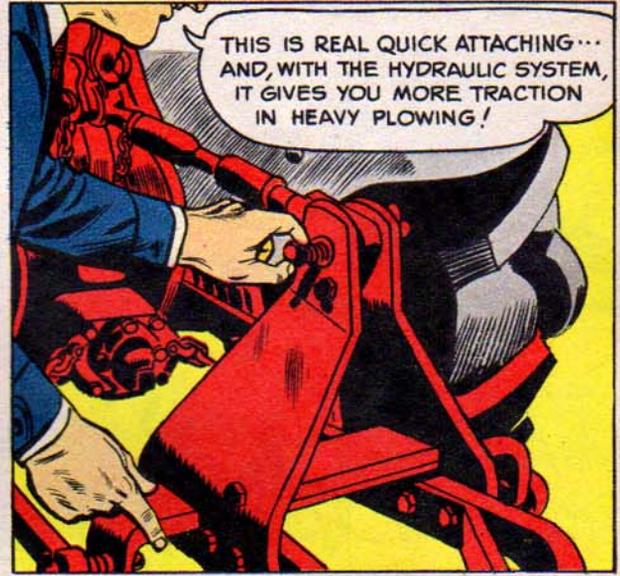
AND A MOMENT LATER...

LISTEN TO
HER PURR!

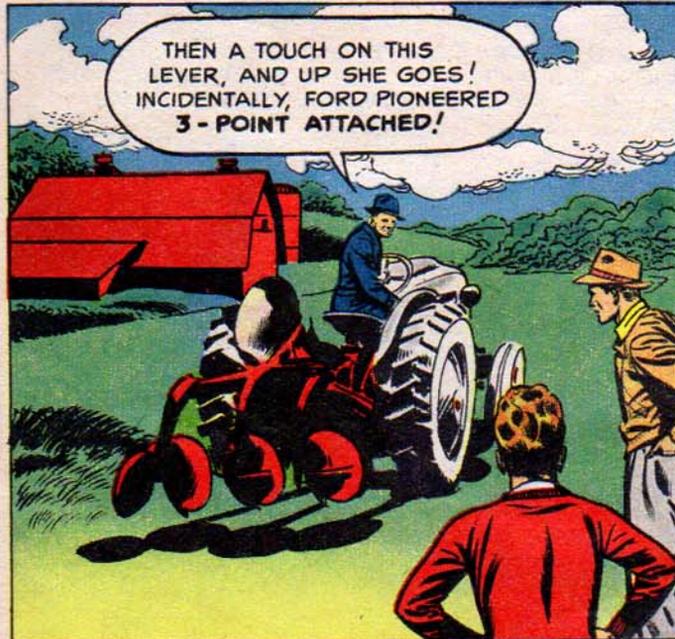
RUNS MIGHTY
QUIET AND SMOOTH!



THIS IS REAL QUICK ATTACHING...
AND, WITH THE HYDRAULIC SYSTEM,
IT GIVES YOU MORE TRACTION
IN HEAVY PLOWING!

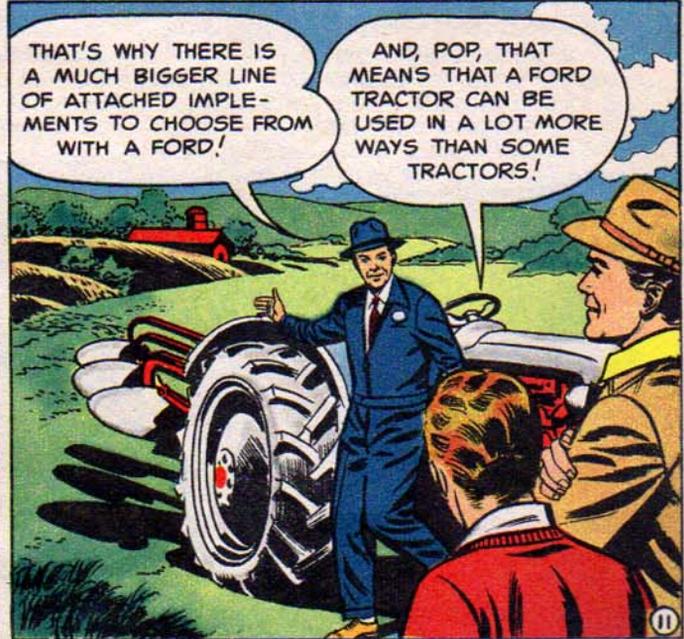


THEN A TOUCH ON THIS
LEVER, AND UP SHE GOES!
INCIDENTALLY, FORD PIONEERED
3-POINT ATTACHED!

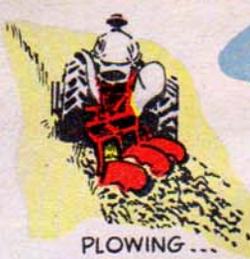


THAT'S WHY THERE IS
A MUCH BIGGER LINE
OF ATTACHED IMPLE-
MENTS TO CHOOSE FROM
WITH A FORD!

AND, POP, THAT
MEANS THAT A FORD
TRACTOR CAN BE
USED IN A LOT MORE
WAYS THAN SOME
TRACTORS!



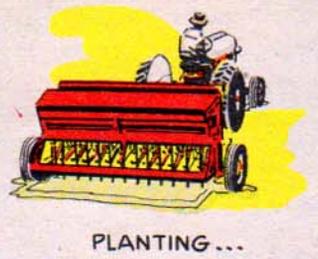
AND NOW, AS WINTER TURNS INTO SPRING, BUD AND HIS FATHER... AND THEIR POWERFUL, NEW FORD 860... START THE YEAR'S CYCLE --



PLOWING...



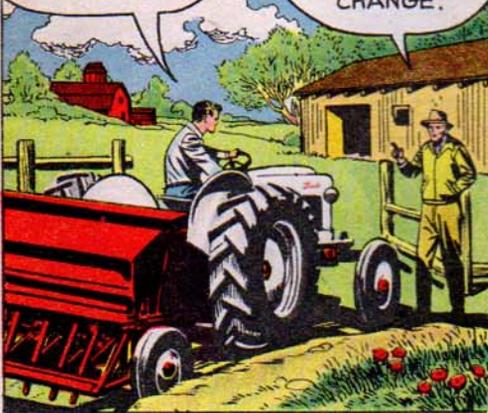
DISCING...



PLANTING...

GOLLY, POP... WITH THE 'PROOF-METER', IT WAS EASY TO HOLD IT 'RIGHT ON THE NOSE' ALL THE WAY!

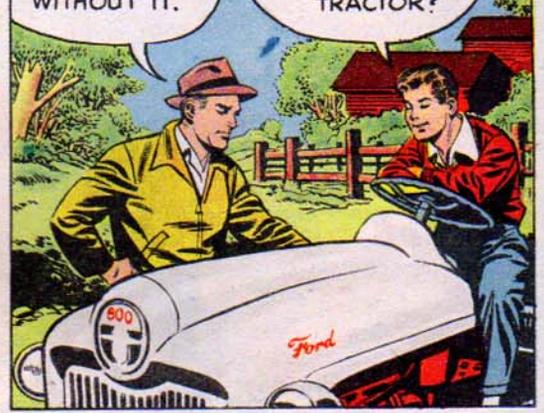
GOOD, BUD. READ ME THE HOURS WORKED, WILL YOU? WE MAY BE DUE FOR AN OIL CHANGE.



THE "PROOF-METER"-- ANOTHER FORD FIRST-- RECORDS THE HOURS WORKED AND TELLS YOU INSTANTLY THE ENGINE PTO, BELT PULLEY AND GROUND SPEED... FOR TOP PERFORMANCE AND ECONOMY.

NOW THAT I'VE USED THE "PROOF-METER," I DON'T KNOW HOW I EVER GOT ALONG WITHOUT IT.

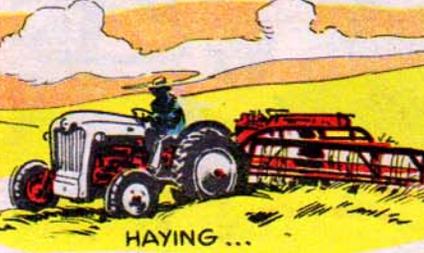
AREN'T YOU SORT OF GLAD NOW... THAT I BOTHERED YOU ABOUT GETTING THE NEW FORD TRACTOR?



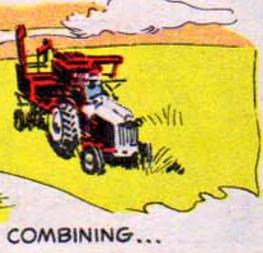
AS THE SUMMER SUN BRINGS THE CROPS CLOSER TO MATURITY, THE LONGER DAYS MEAN LONGER WORKING HOURS...



CULTIVATING...

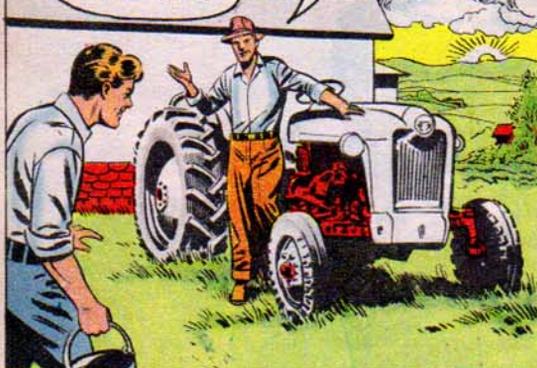


HAYING...



COMBINING...

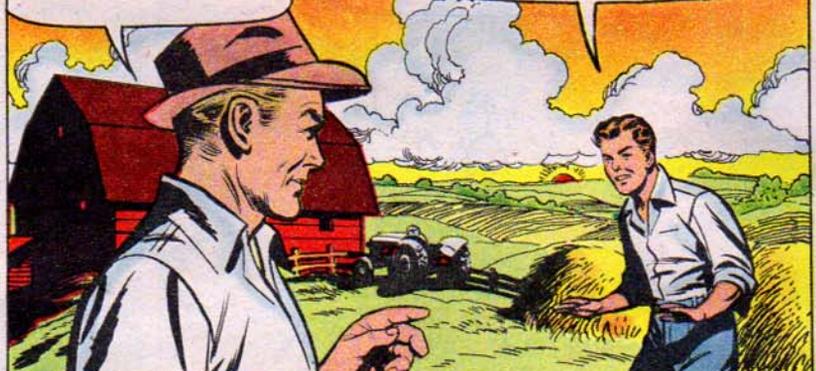
WHEN I REMEMBER HOW I USED TO HAVE TO CLIMB OFF THE OLD TRACTOR-- WHY, THIS IS LIKE GETTING OUT OF THE CAR!



FORD TRACTORS HAVE ALWAYS BEEN EASY TO GET ON, EASY TO GET OFF.

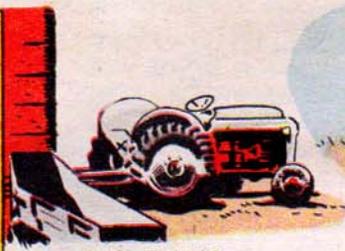
IT'S BEEN A LO-O-NG DAY... BUT, YOU KNOW, I DON'T SEEM TO GET AS TIRED AS I USED TO!

IT'S THAT NEW-TYPE SEAT, POP... IT SORT OF 'INSULATES' YOU AGAINST THE BUMPS.

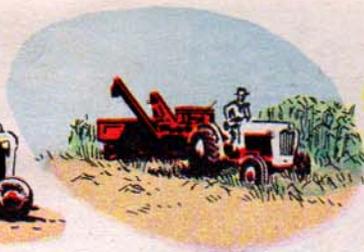


THE REST-O-RIDE SEAT, SETS ON A CUSHION OF RUBBER, ADJUSTS TO YOUR COMFORT, AND YOU RIDE 'LOW DOWN' WHERE YOU DON'T GET THE SWAY.

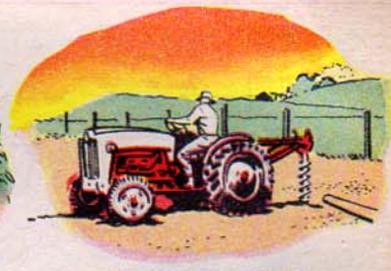
THE FALL BRINGS ITS OWN PATTERN OF FARM WORK... AND ON JOB AFTER JOB, THE FORD 860 PITCHES IN WITH ITS PART OF THE WORK--AND THEN SOME...



SILO FILLING...



CORN PICKING...



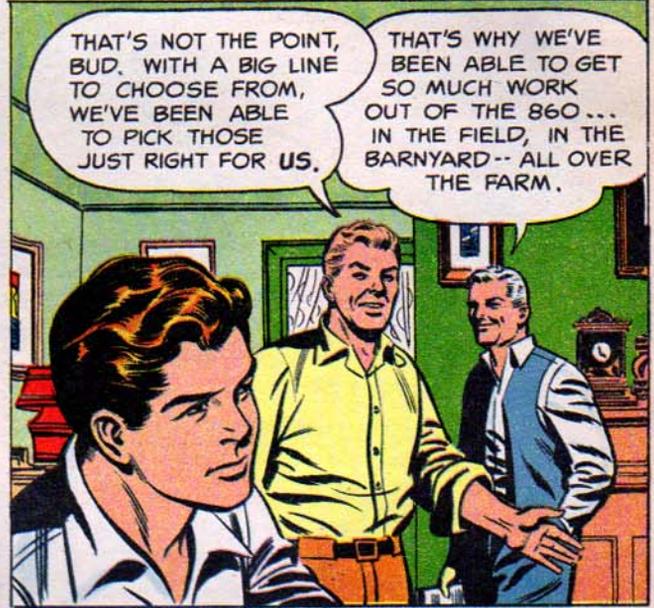
FENCE BUILDING...



NOW, LOOK AT THAT, WILL YOU... **ANOTHER** NEW ATTACHED IMPLEMENT DESIGNED FOR FORD TRACTORS.

THEY'VE **ALWAYS** HAD THE BIGGEST LINE OF ATTACHED IMPLEMENTS.

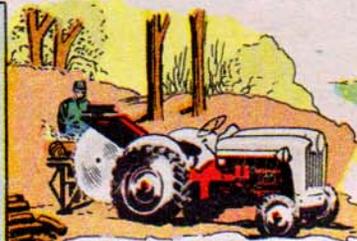
GOLLY, THERE ARE A LOT OF THEM WE DON'T HAVE!



THAT'S NOT THE POINT, BUD. WITH A BIG LINE TO CHOOSE FROM, WE'VE BEEN ABLE TO PICK THOSE JUST RIGHT FOR US.

THAT'S WHY WE'VE BEEN ABLE TO GET SO MUCH WORK OUT OF THE 860... IN THE FIELD, IN THE BARNYARD-- ALL OVER THE FARM.

THE DAYS SHORTEN, THE FALL WORK IS DONE, WINTER CLOSES IN... AND THE ENDLESS FARMING CHORES CONTINUE...



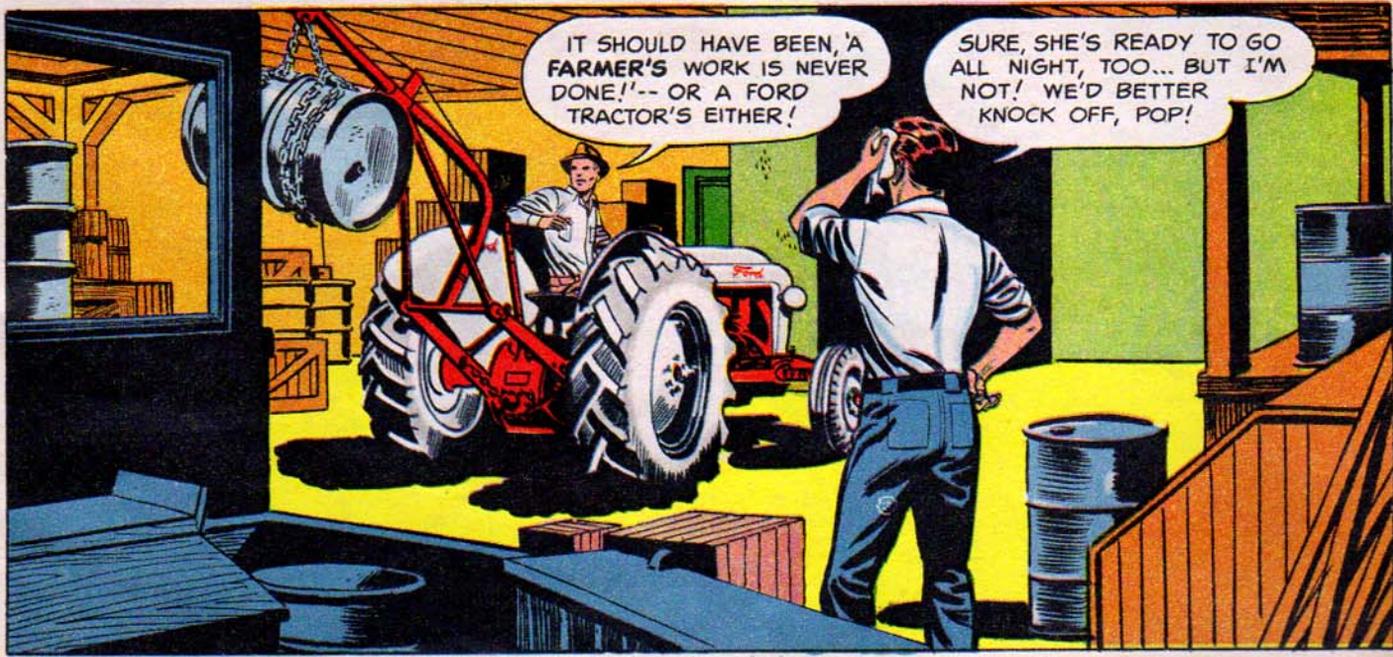
SAWING CORDWOOD...



LOADING MANURE...

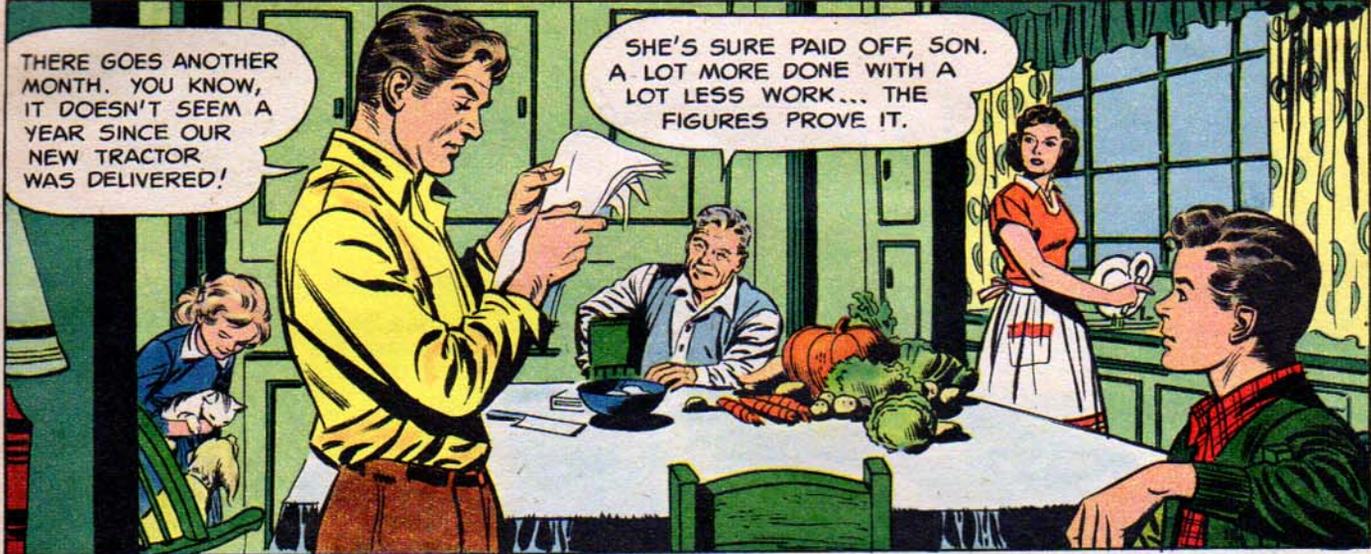


PLOWING SNOW...



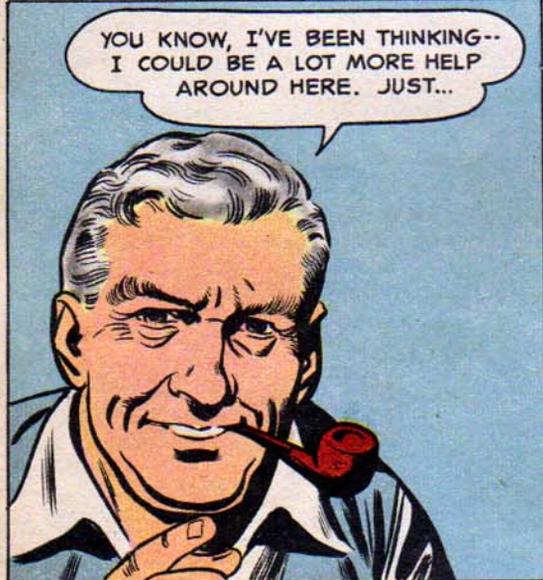
IT SHOULD HAVE BEEN, 'A FARMER'S WORK IS NEVER DONE!'-- OR A FORD TRACTOR'S EITHER!

SURE, SHE'S READY TO GO ALL NIGHT, TOO... BUT I'M NOT! WE'D BETTER KNOCK OFF, POP!



THERE GOES ANOTHER MONTH. YOU KNOW, IT DOESN'T SEEM A YEAR SINCE OUR NEW TRACTOR WAS DELIVERED!

SHE'S SURE PAID OFF, SON. A LOT MORE DONE WITH A LOT LESS WORK... THE FIGURES PROVE IT.

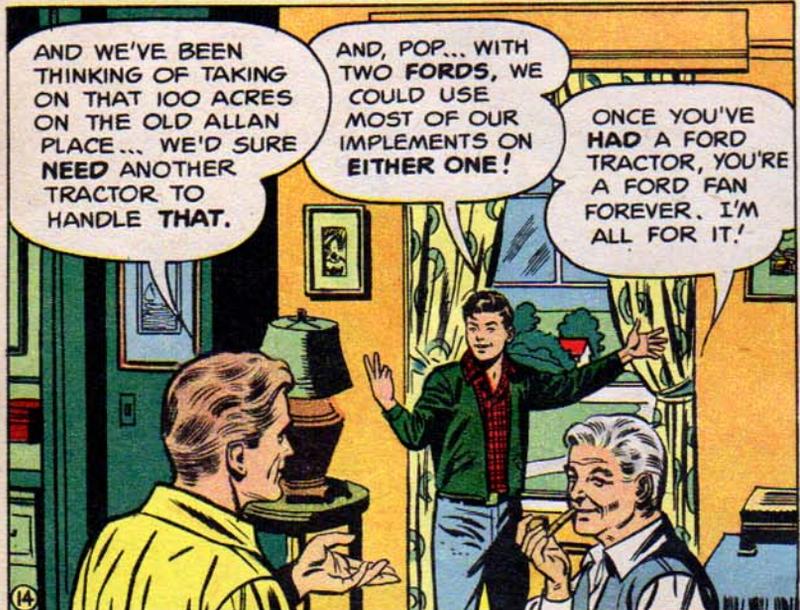


YOU KNOW, I'VE BEEN THINKING-- I COULD BE A LOT MORE HELP AROUND HERE. JUST...



SUPPOSE WE HAD A SECOND TRACTOR... NOT ANOTHER 860, BUT A TWO-PLOW JOB. THINK OF ALL THE HELP IT WOULD GIVE US IN THE SPRING.

THINK OF ALL THE EXTRA JOBS IT COULD HANDLE, TOO! THERE'S A LOT OF THINGS WE COULD BE DOING WITH A FORD 600.



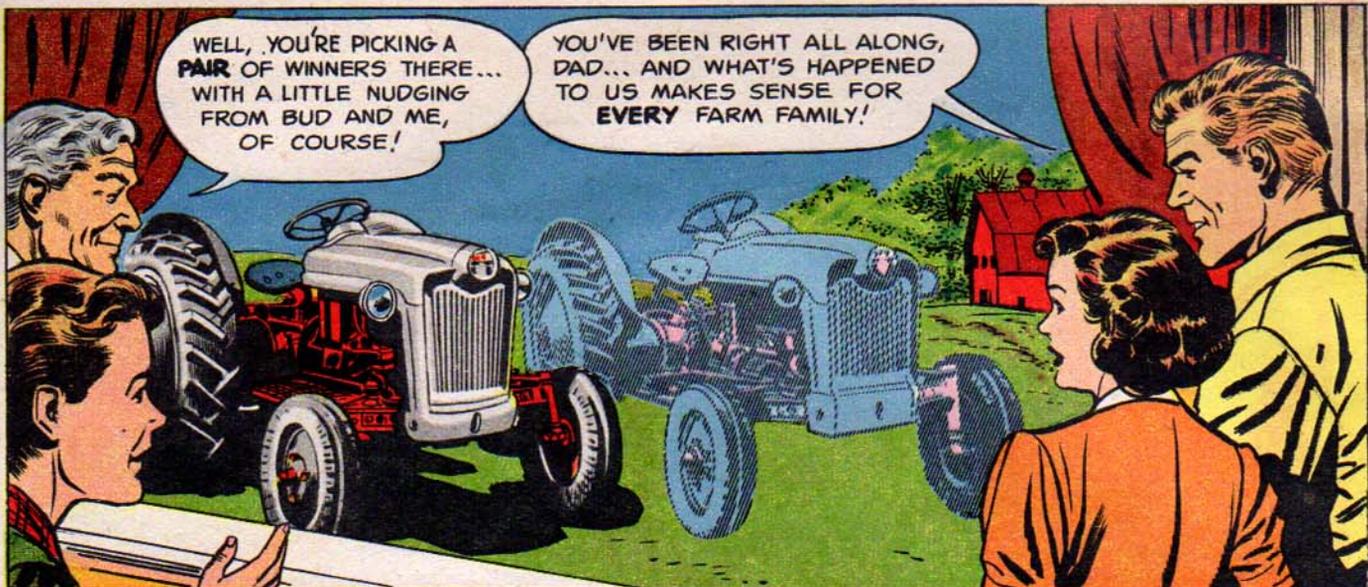
AND WE'VE BEEN THINKING OF TAKING ON THAT 100 ACRES ON THE OLD ALLAN PLACE... WE'D SURE NEED ANOTHER TRACTOR TO HANDLE THAT.

AND, POP... WITH TWO FORDS, WE COULD USE MOST OF OUR IMPLEMENTS ON EITHER ONE!

ONCE YOU'VE HAD A FORD TRACTOR, YOU'RE A FORD FAN FOREVER. I'M ALL FOR IT!



YOU KNOW, GRAMP, FORD GETS MY VOTE FOR A VERY SPECIAL REASON. FORD TRACTORS SEEM TO KEEP MY MEN HAPPIER AND HEALTHIER.

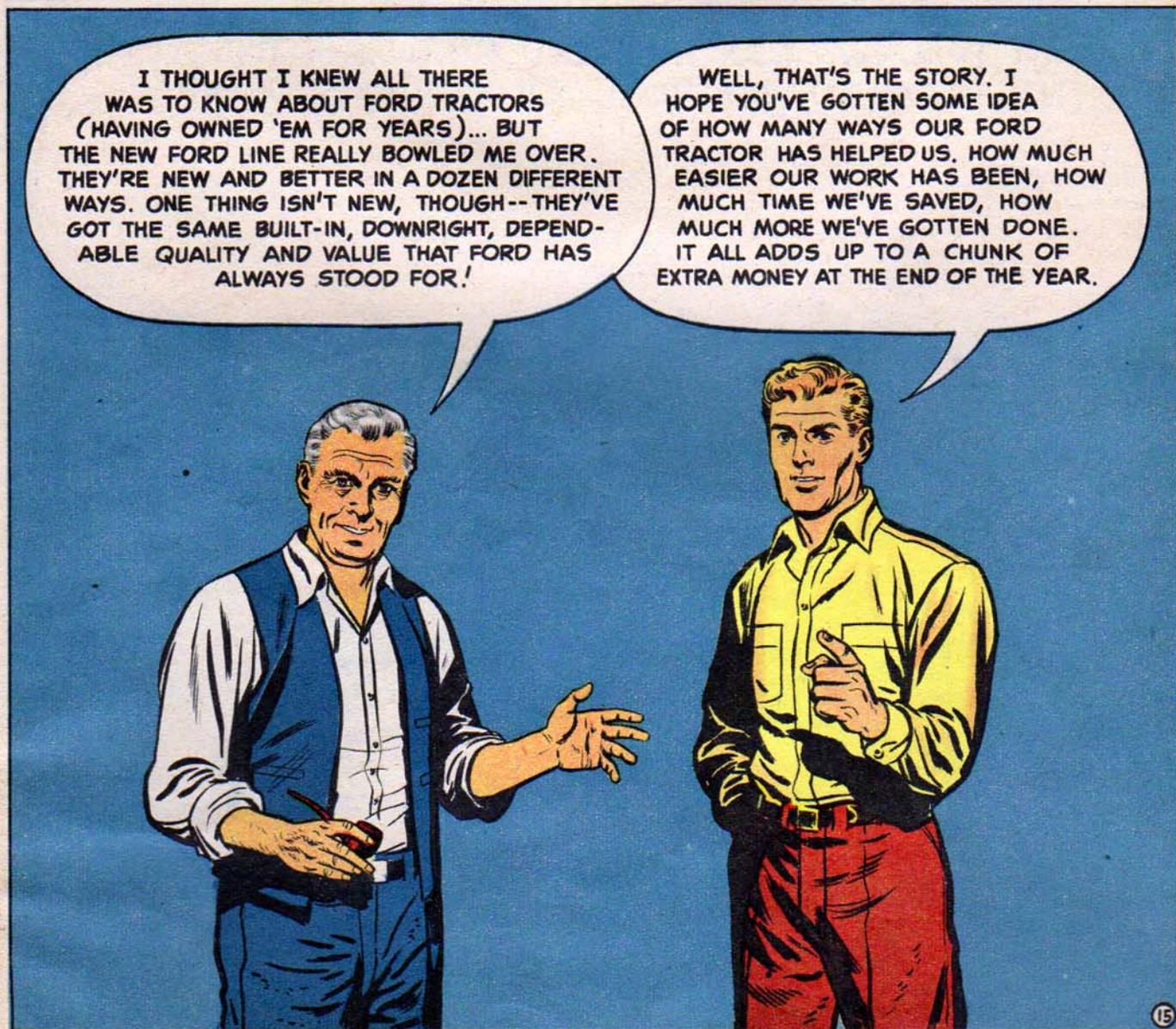


WELL, YOU'RE PICKING A PAIR OF WINNERS THERE... WITH A LITTLE NUDGING FROM BUD AND ME, OF COURSE!

YOU'VE BEEN RIGHT ALL ALONG, DAD... AND WHAT'S HAPPENED TO US MAKES SENSE FOR EVERY FARM FAMILY!

I THOUGHT I KNEW ALL THERE WAS TO KNOW ABOUT FORD TRACTORS (HAVING OWNED 'EM FOR YEARS)... BUT THE NEW FORD LINE REALLY BOWLED ME OVER. THEY'RE NEW AND BETTER IN A DOZEN DIFFERENT WAYS. ONE THING ISN'T NEW, THOUGH--THEY'VE GOT THE SAME BUILT-IN, DOWNRIGHT, DEPENDABLE QUALITY AND VALUE THAT FORD HAS ALWAYS STOOD FOR!

WELL, THAT'S THE STORY. I HOPE YOU'VE GOTTEN SOME IDEA OF HOW MANY WAYS OUR FORD TRACTOR HAS HELPED US. HOW MUCH EASIER OUR WORK HAS BEEN, HOW MUCH TIME WE'VE SAVED, HOW MUCH MORE WE'VE GOTTEN DONE. IT ALL ADDS UP TO A CHUNK OF EXTRA MONEY AT THE END OF THE YEAR.



W. V. NEAL & SON
OSGOOD, INDIANA

THERE ARE MORE EXTRA VALUES IN THE NEW
FORD TRACTORS THAN WE COULD MENTION IN THIS
LITTLE BOOK, SO WHY DON'T YOU STOP IN SOON AT...

... AND SEE THEM ALL FOR
YOURSELF? BELIEVE ME,
YOU'LL BE GLAD YOU DID.

