

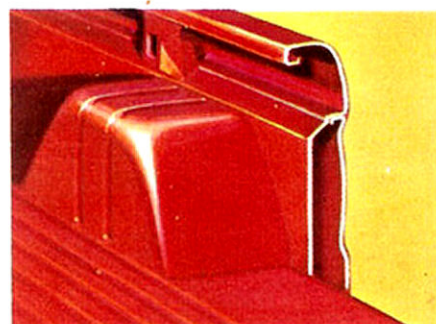
THEY'RE
READY TO ROLL

THE NEW FORD AND MERCURY TRUCKS

SO
MUCH
MORE IN
'64



NEW BENEFITS • NEW TOUGHNESS • NEW COMFORT



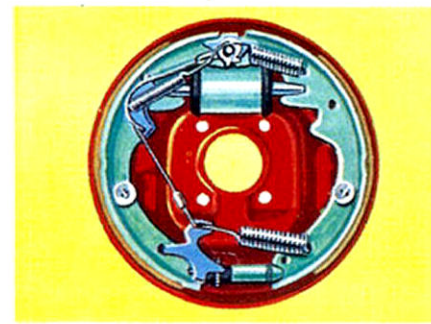
NEW DOUBLE WALL BOX
Welded double wall pickup box with squared wheelhousing will give you greater durability, rigidity—will stay new looking longer. And the new box easily holds a 4' x 8' load.



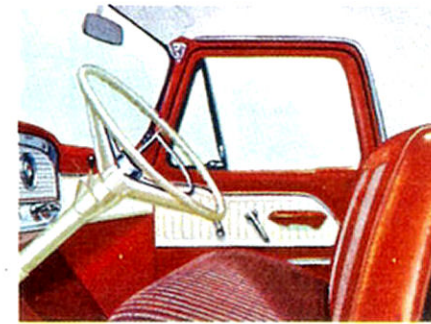
NEW LONGER WHEELBASE
The new 128" wheelbase (6" longer) will give you a smoother ride, better weight distribution and top stability under all load and road conditions.



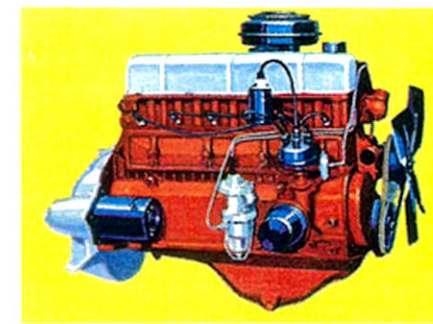
NEW ONE HAND TAILGATE
New, easy, one-hand tailgate latch gives greater loading ease and the husky support straps disconnect easily allowing a straight down tailgate position.



NEW SELF ADJUSTING BRAKES
You're in control . . . everytime, with a surer reserve of safe stopping power. Extra-size, extended-life brake linings give you that extra margin of safety.



NEW COLOUR KEYED INTERIORS
Three new colour-keyed interiors highlight the improved driverized cabs. You get car like comfort for driving—truck tough quality for working.



THE BIG SIX—THE 262
Out and out truck power for a pickup! V-8 strong and 6 cylinder thrifty, the 262 BIG Six will work with less effort, 223 Six and 292 V-8 also available.



THE NEW LEADERS IN

THE PICKUP PARADE



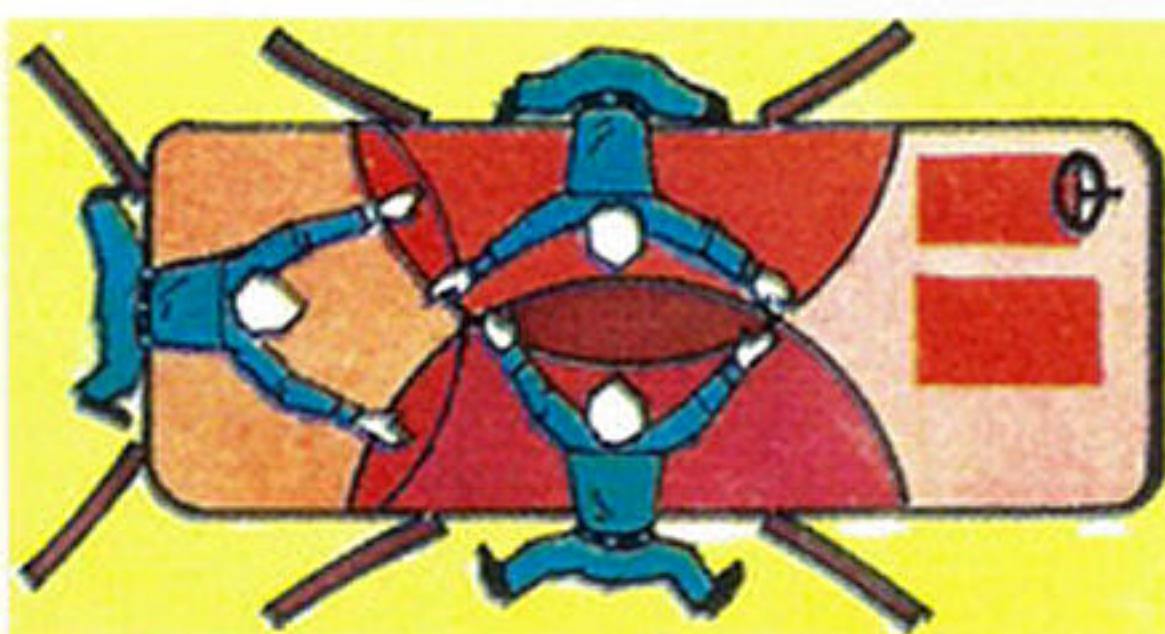


*Registered Trade Mark

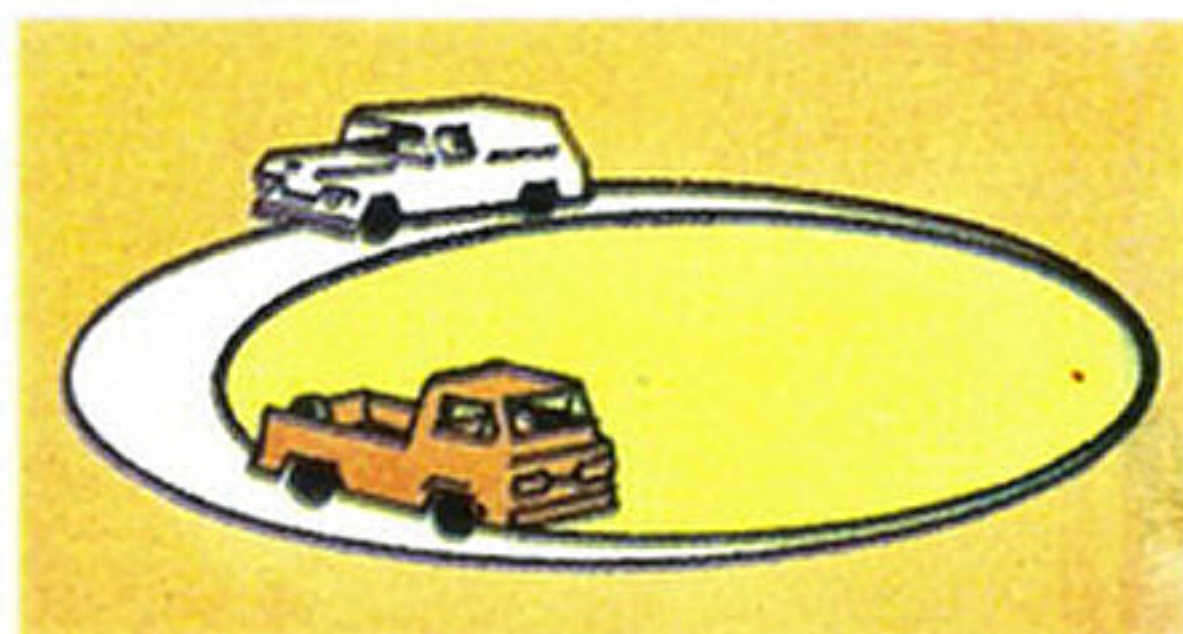
CANADA'S BEST SELLING VAN - ECONOLINE* '64



MORE WEIGHT CAPACITY Now carry up to 2,000 lbs. with the one-ton payload optional equipment. This gives Econoline even more versatility.



OPENS WIDE FROM ANY SIDE Loading dock or city street, everything's easy to reach—flat floor—204 cu. ft. capacity. New door positioners . . . 90 or 180°.



TURNS, PARKS IN LESS SPACE Stop and go—3 or 4 speed synchromesh, automatic transmissions. (Econoline's nimbleness takes it in stride.)

A recent independently-conducted test proved the Econoline and Series 100's reliability. Over 100,900 miles of diversified driving proved the Econoline and Series 100's economy. 100,000 mile reliability run report available at your Dealer.

For Ford or Mercury Trucks

See your
Dealer



If undelivered return to:

Ford Motor Company of Canada, Limited
Box 999, London, Ontario

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