



BIGGEST TRUCK NEWS IN YEARS! NEW PICKUP HAS

TWO FRONT AXLES

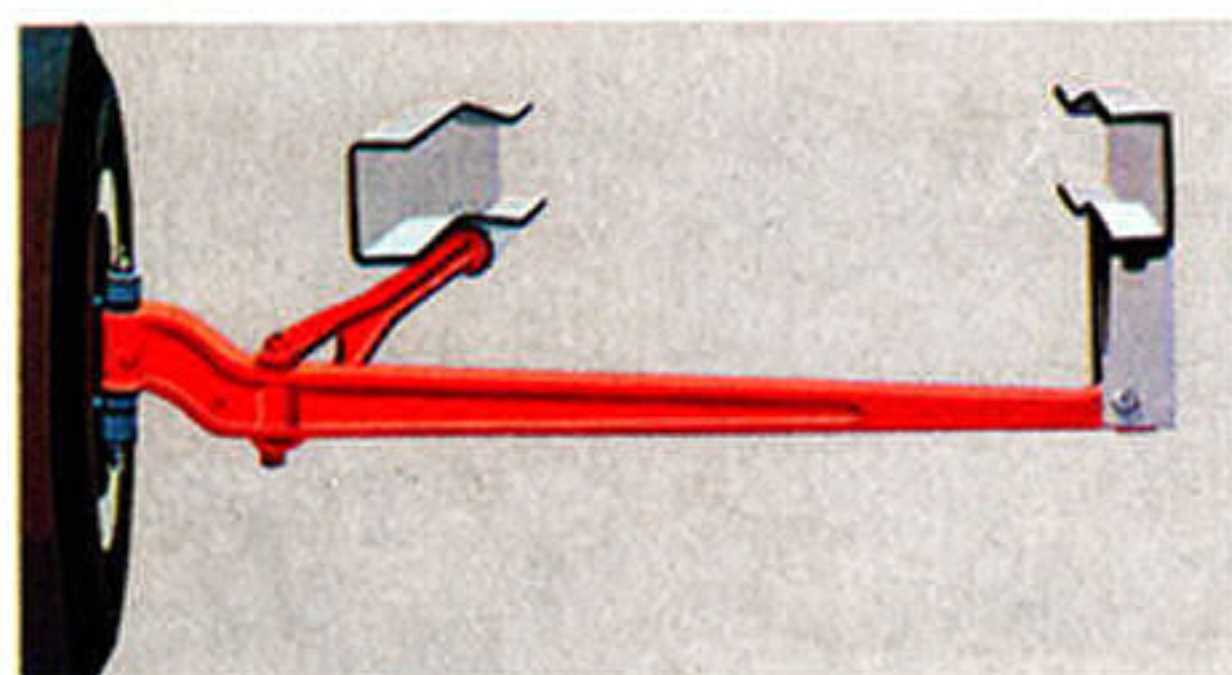
FOR MORE STRENGTH AND THE BEST RIDE YET

IT'S HERE!

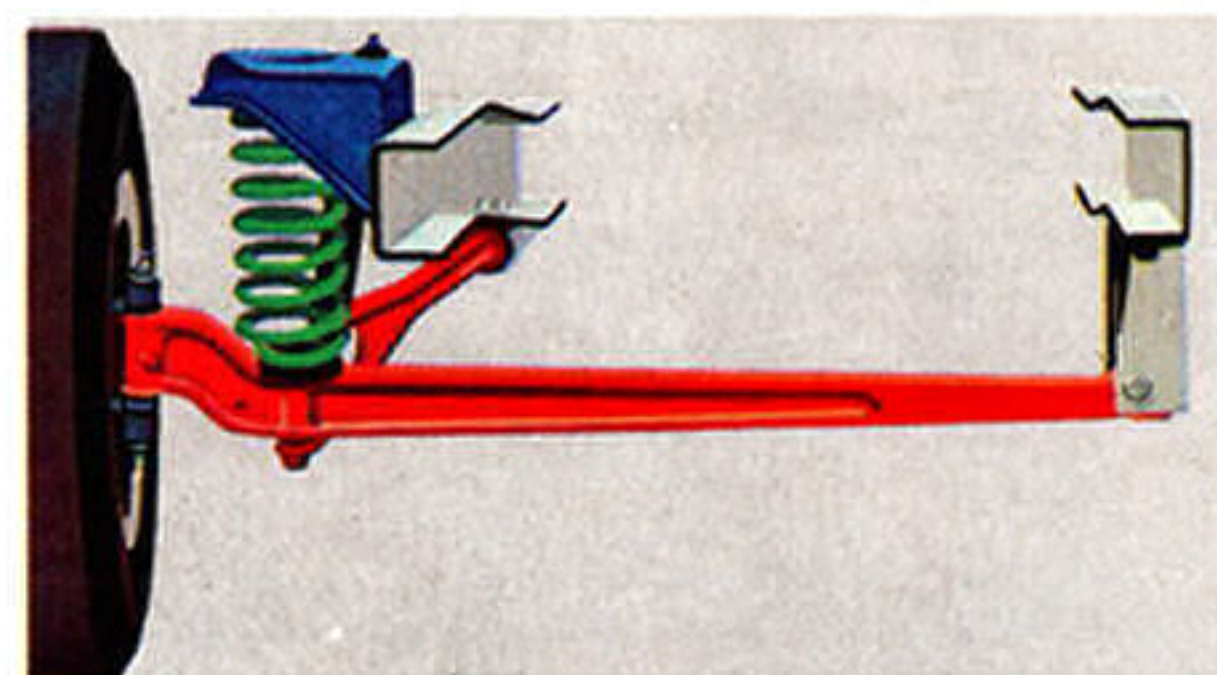
A new kind of front suspension!

The '65 Ford pickup has

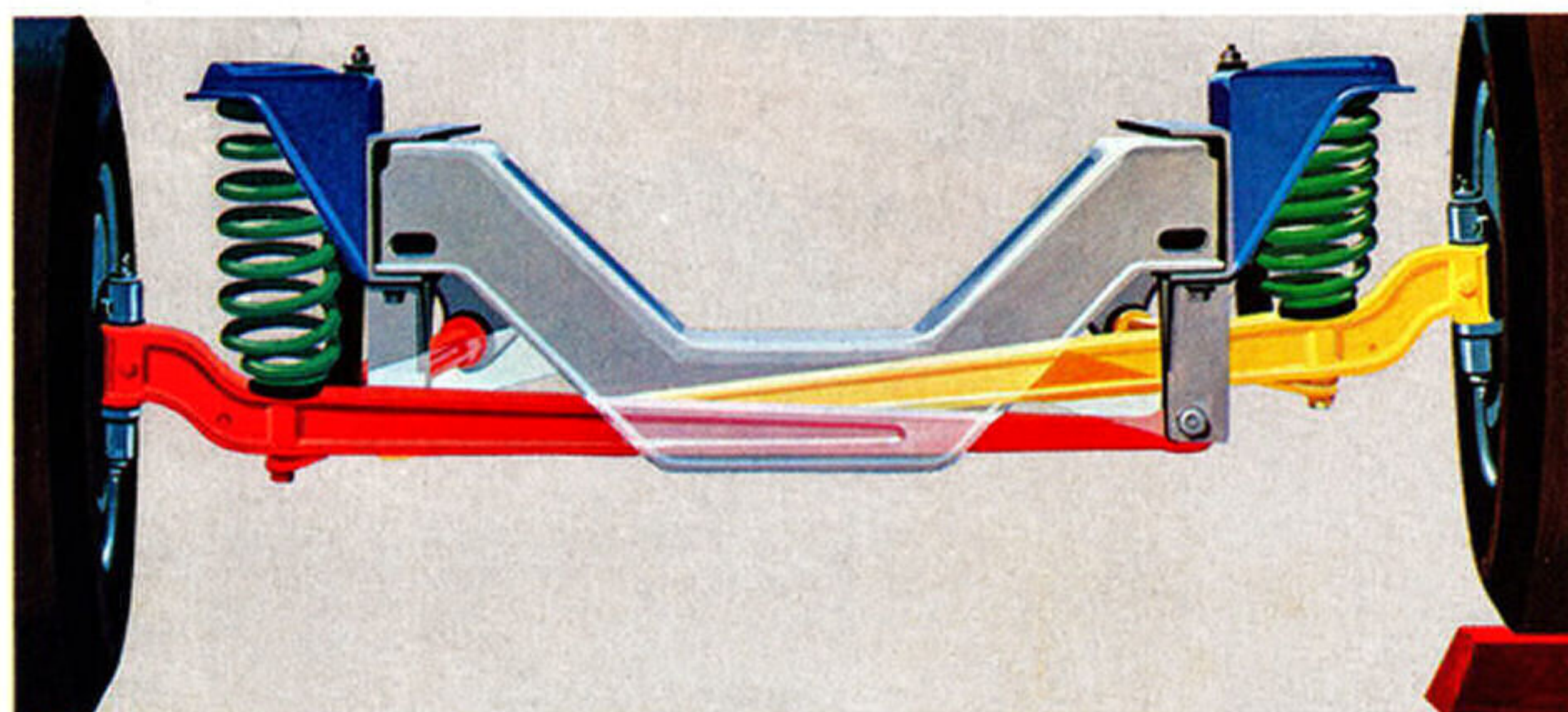
two front axles to share the shocks and smooth the road. A Ford first!



For strength Ford suspends each front wheel independently on a big-truck I-beam axle of forged steel. Big-truck radius rod secures axle to frame.



For smooth ride Ford puts an easy-acting coil spring between each axle and frame. Axle and radius rod pivot in husky chatterproof bushings.



Each front wheel has its own axle; a bump at one wheel doesn't move the other. With two front axles taking the punishment, it's easy to see how Ford's Twin-I-Beam suspension gives you durability that no car-type independent suspension can match. Riding comfort is wonderful, too...smoother on highways as well as in rough going.

Only Ford gives you this new combination of I-beam axles and radius rods. It anchors wheel alignment, caster and camber so solidly that front-end maintenance costs are reduced to a minimum. Tires hold up better, too.

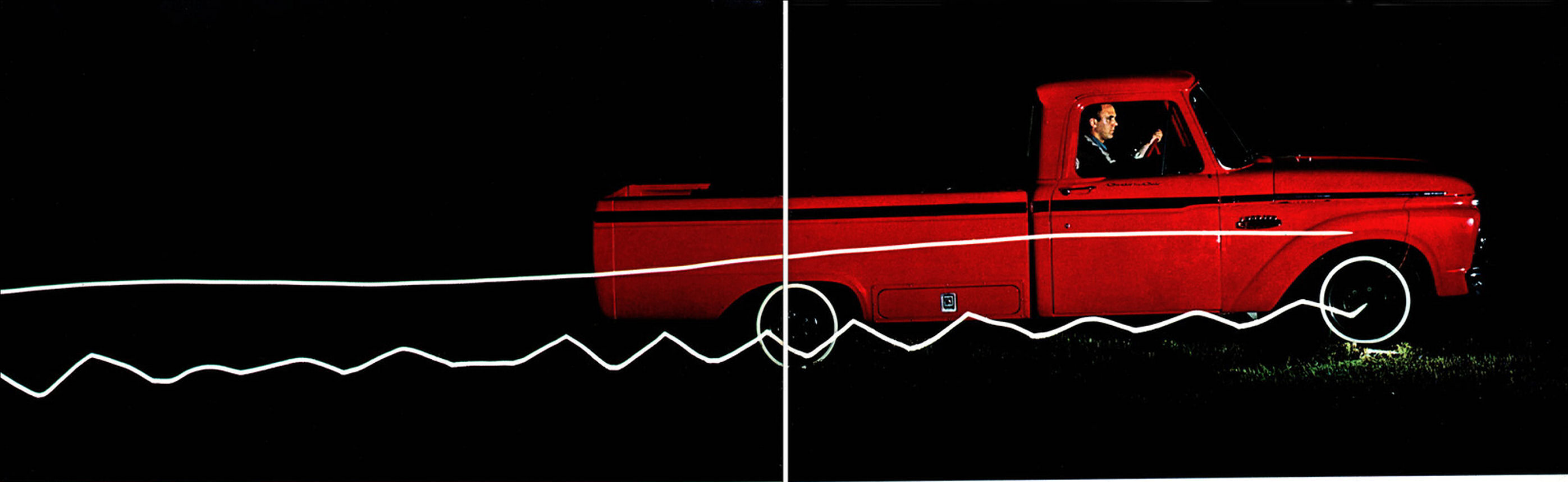
You'll notice wonderful new control at the wheel. Slam on the brakes—you'll find virtually no dip or dive. Sweep around curves—the front end doesn't "mush out," you have better steering control.

Ford Twin-I-Beam is the strongest, most reliable, smoothest riding suspension ever built under the front end of any Ford pickup. Try it!



TWIN I BEAM
INDEPENDENT SUSPENSION

ONLY '65 FORD TRUCKS HAVE THIS NEW SUSPENSION



Night photo shows how Ford's new suspension stops bumps from reaching you

You can tell from the bumpy white line in the above photo that the Ford pickup's wheels are bouncing like broncos over one of the most punishing courses imaginable—irregularly spaced railroad ties that jut up at uneven heights from the ground. The bumpy line is made by a light attached to the hub.

But notice the smooth white line that rides so gently above the bumpy one. The smooth line is made by a light attached to the Ford *body*—up where you and your load ride.

This dramatic demonstration shows beyond doubt that Ford's new Twin-I-Beam suspension—with a strong assist from a new rear suspension—truly protects you from bumps. Makes driving easier and more pleasurable. Takes better care of you and your loads.

New Ford cab: greater comfort, less noise

By actual test, Ford's cab insulation system of blankets, baffles, rubber bushings, and sprayed-on mastic makes the cab of the new Ford pickup quieter than previous trucks.

Ford has added to your comfort in other important ways: leg room has been increased two inches; headroom, one inch. The brake pedal is lower and its action is easier. Clutching is easier because of reduced pedal effort. And Ford, also, has a durable new asbestos clutch face.

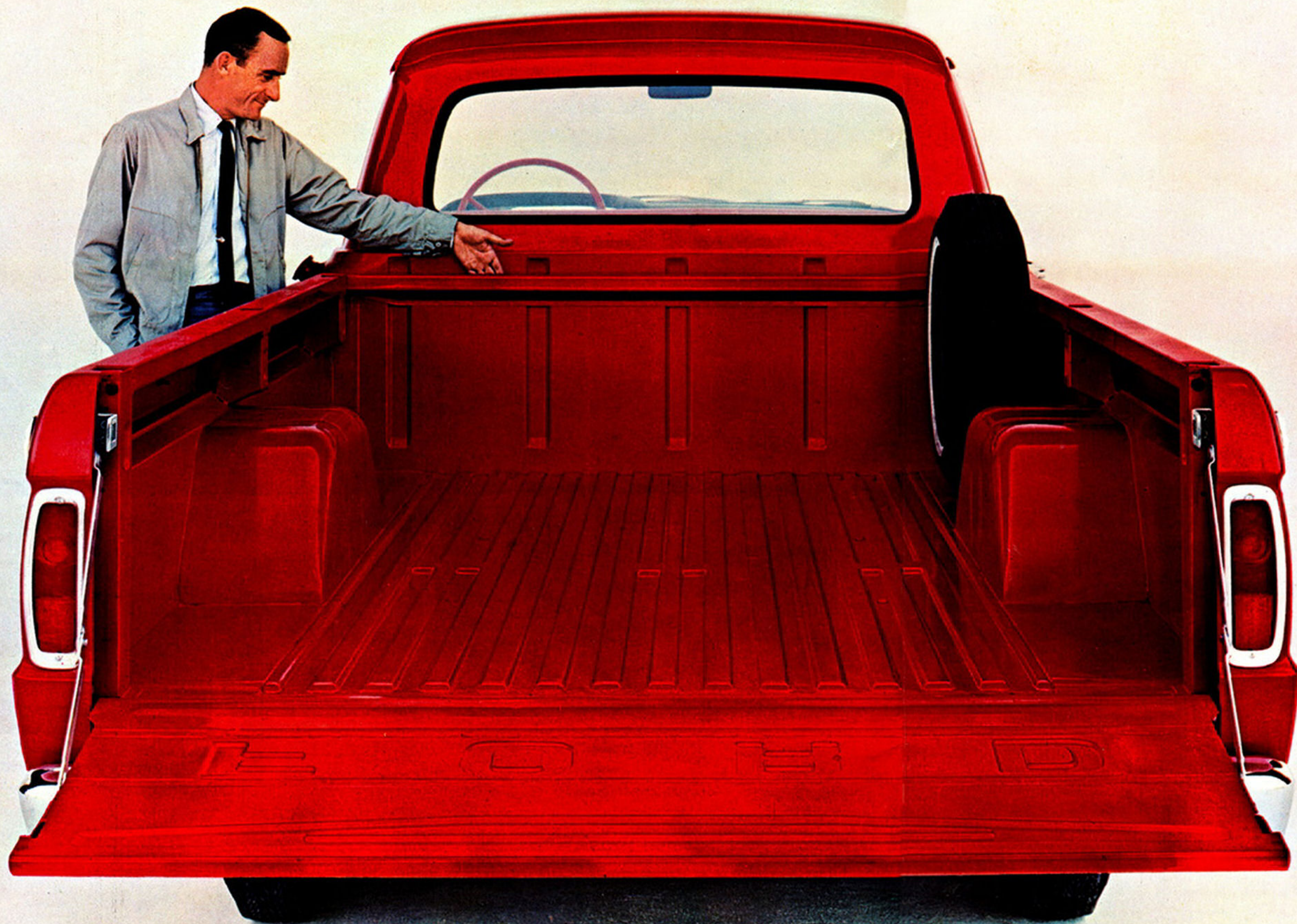
A new vent system brings fresh air right to your feet. New heater takes less space.



Easy on the arms: New steering column is angled better, insulated against shock.



Easy on the legs: Pedals are lower and you don't have to push as hard.



The New Ford has an independently mounted box and a wonderful one-hand tailgate

The box of the '65 Ford Styleside pickup is separate from the cab, takes frame flexing without transmitting stress to the cab. You open or close Ford's tailgate with one hand, using a single center latch.

Yet Ford's tailgate is so strong that it can support a ton without sagging. When you shut it, it latches easily, securely, automatically—on both sides. And you still use no more than one hand. No chains to rattle. No hooks to force in.

If you want to drop the tailgate to vertical, simply release the lower ends of the steel hinge straps.

Ford box sides are double-walled. Strong inside, no welding seams outside to start rust. Wheel housings have a handy flat top. All-steel floor eliminates worry about rot. The tailgate opening is 65 inches. Ford gives you a choice of a 6½-foot or 8-foot box.



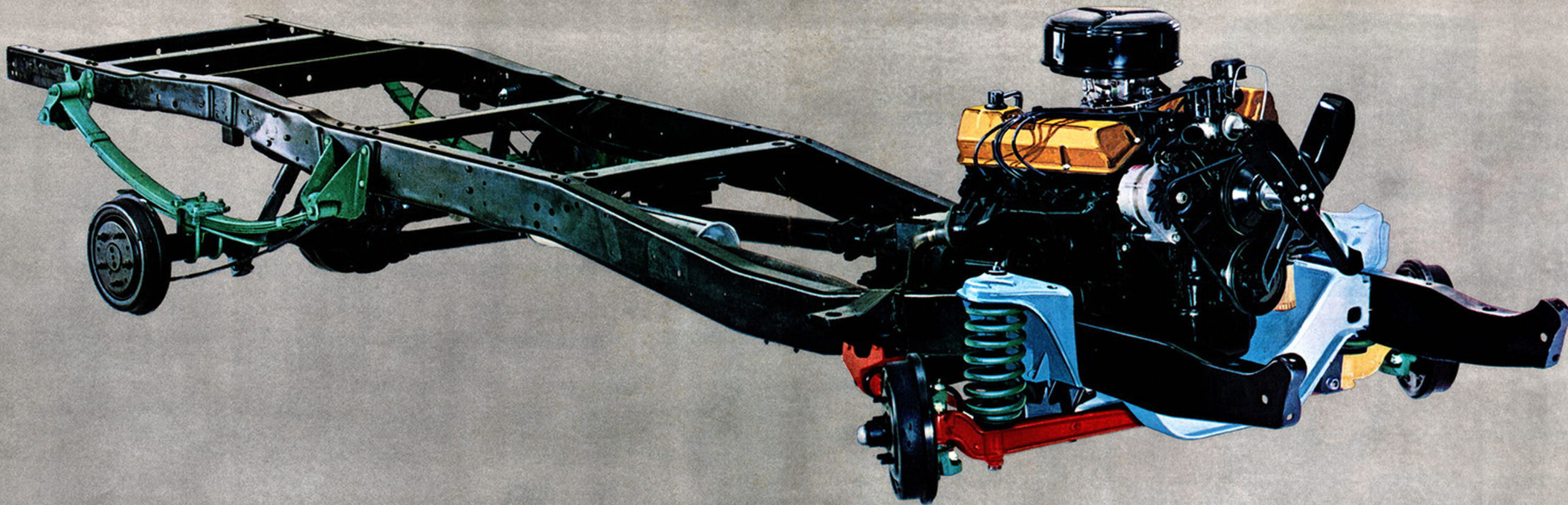
Pull—and Ford's tailgate opens.



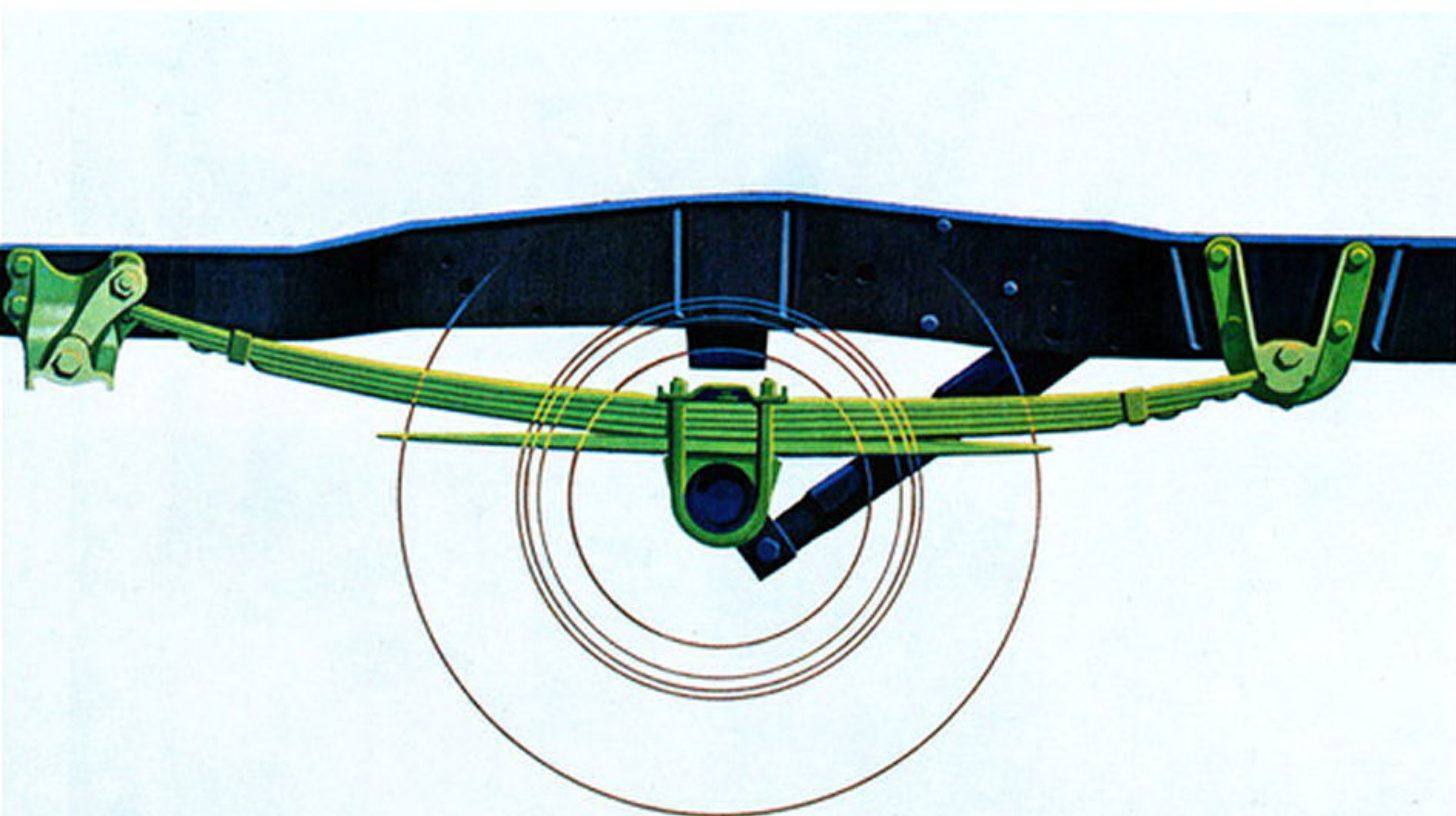
Drops to vertical for close-in loading.



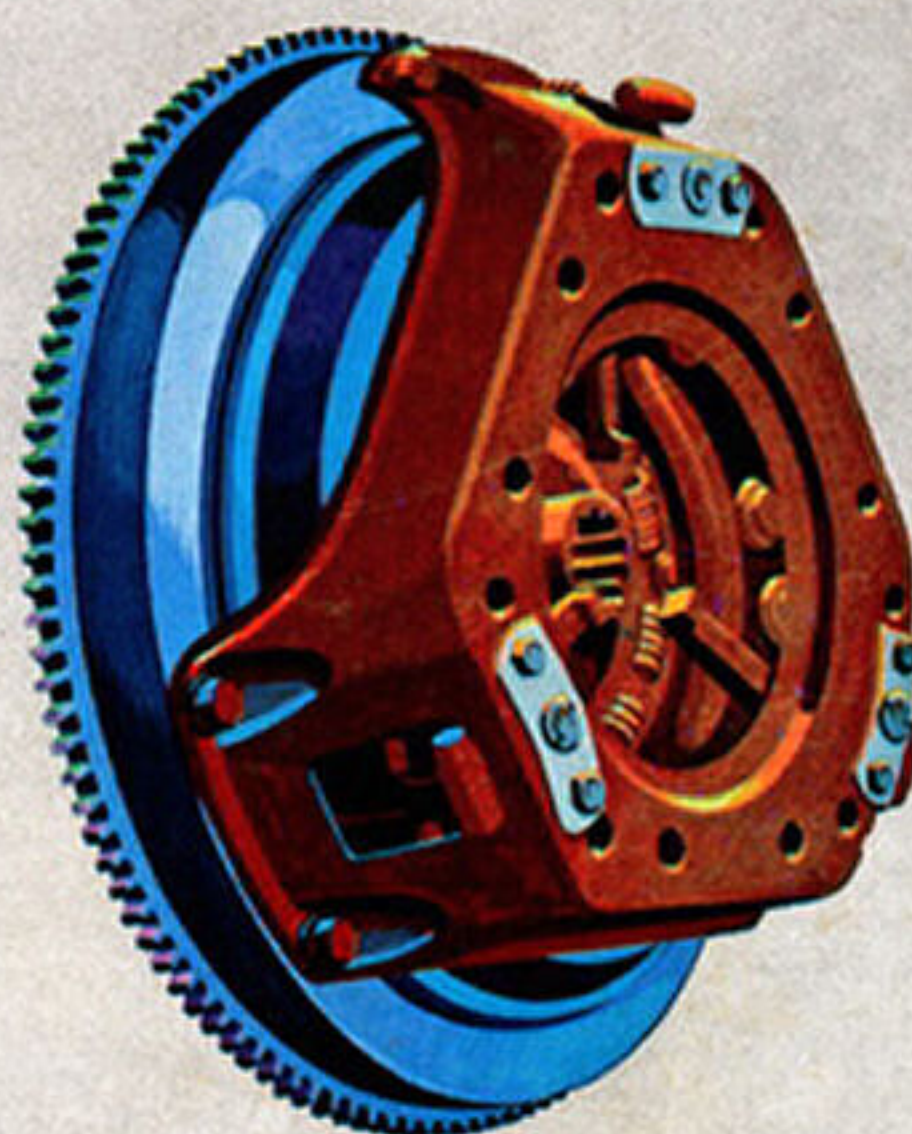
Optional tool compartment on side of box is ample, has own lock.



New rear suspension, new longer wheelbase, new bigger engines... all built to last longer!



New Ford rear suspension goes hand in hand with new Twin-I-Beam front suspension. Rear springs are fully progressive. Adjust smoothly to different loads.



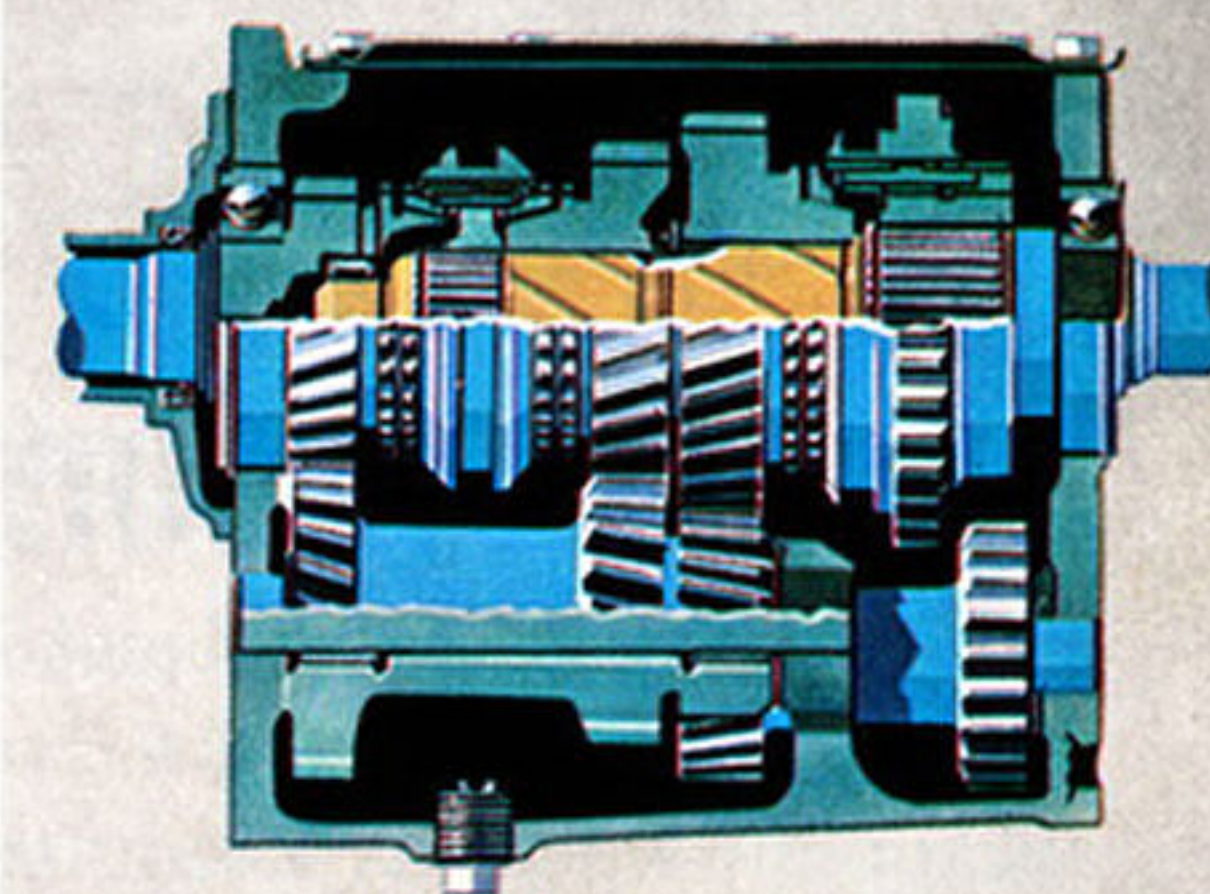
Ford's new clutch gives smooth action, long life, and less leg effort.

Ford's new Twin I-Beam front suspension is just one of many improvements in '65 Fords for greater durability and easier driving.

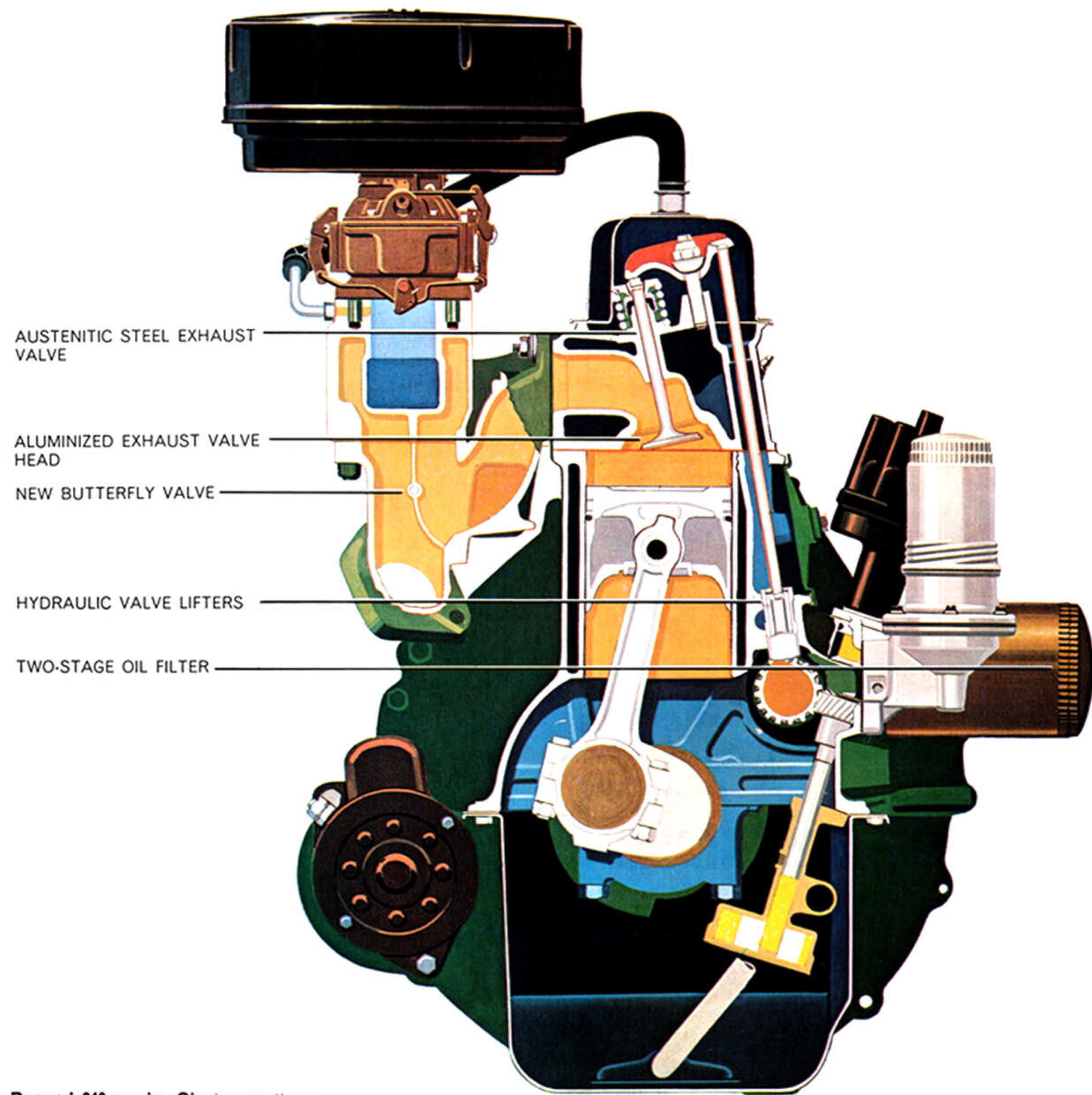
Ford's new pickup frame has parallel rails like the big trucks, with flanged "U" crossmembers for greatest resistance to twisting. Ford's wheelbase is now longer for smoother riding. And new progressive-type springs in the rear adjust their stiffness to varying loads.

Total effect is *elimination* of the kind of chassis shocks and body vibration that tend to reduce the life of a truck.

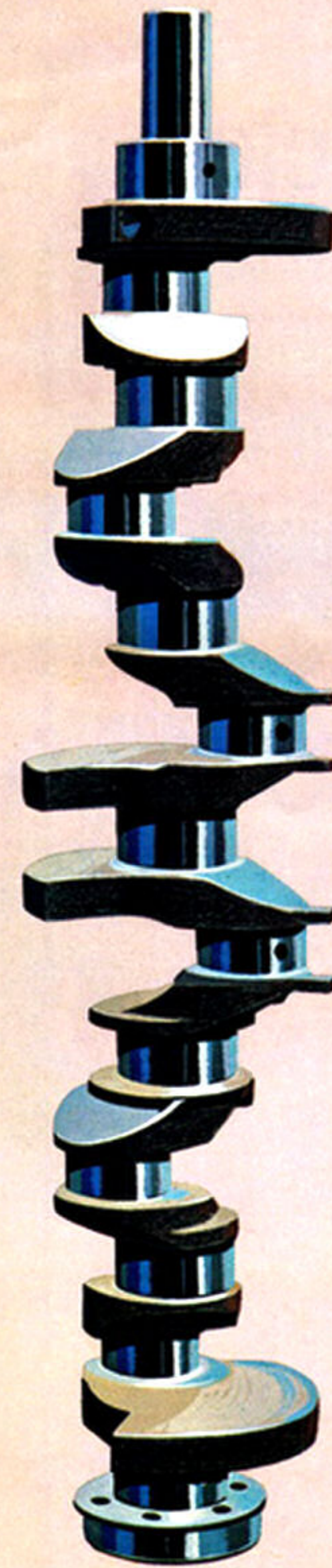
Ford's new high-displacement engines do their work without strain, therefore last longer and use less gas. And Ford's new clutch gives smoother engagement with less effort. In addition, Ford's fully synchronized 3-speed transmission means you can downshift into low, while still moving forward, *without clashing gears*.



Fully synchronized 3-speed transmission: Downshift to low without gear clash.



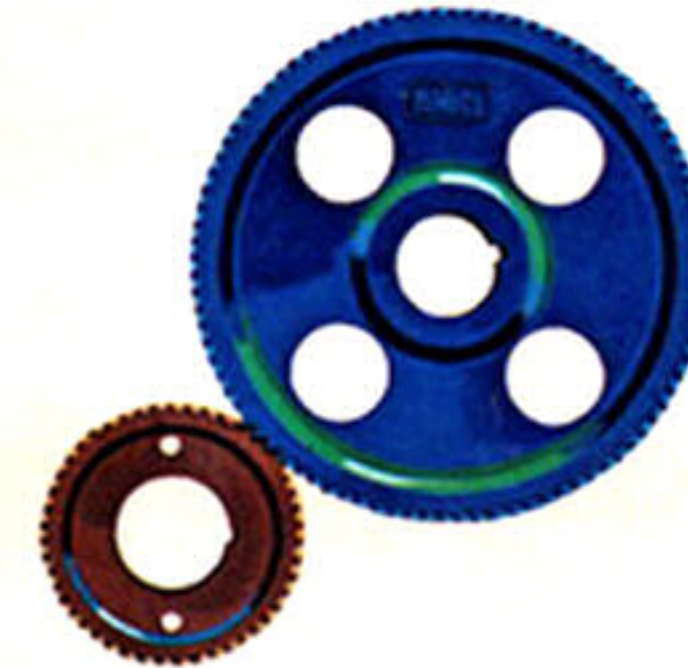
Rugged 240-cu. in. Six is smooth new standard engine in Ford pickups. 150 horsepower; 234 pounds-feet torque at 2200 rpms.



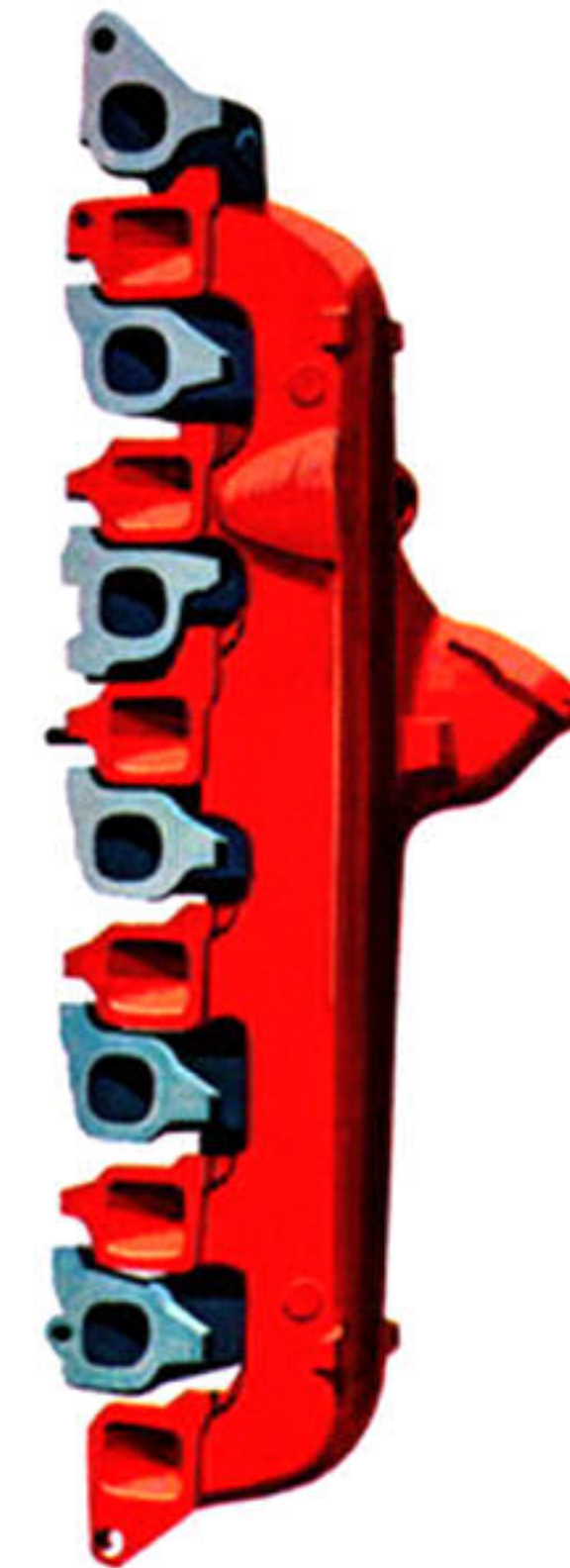
Seven main bearing crankshaft



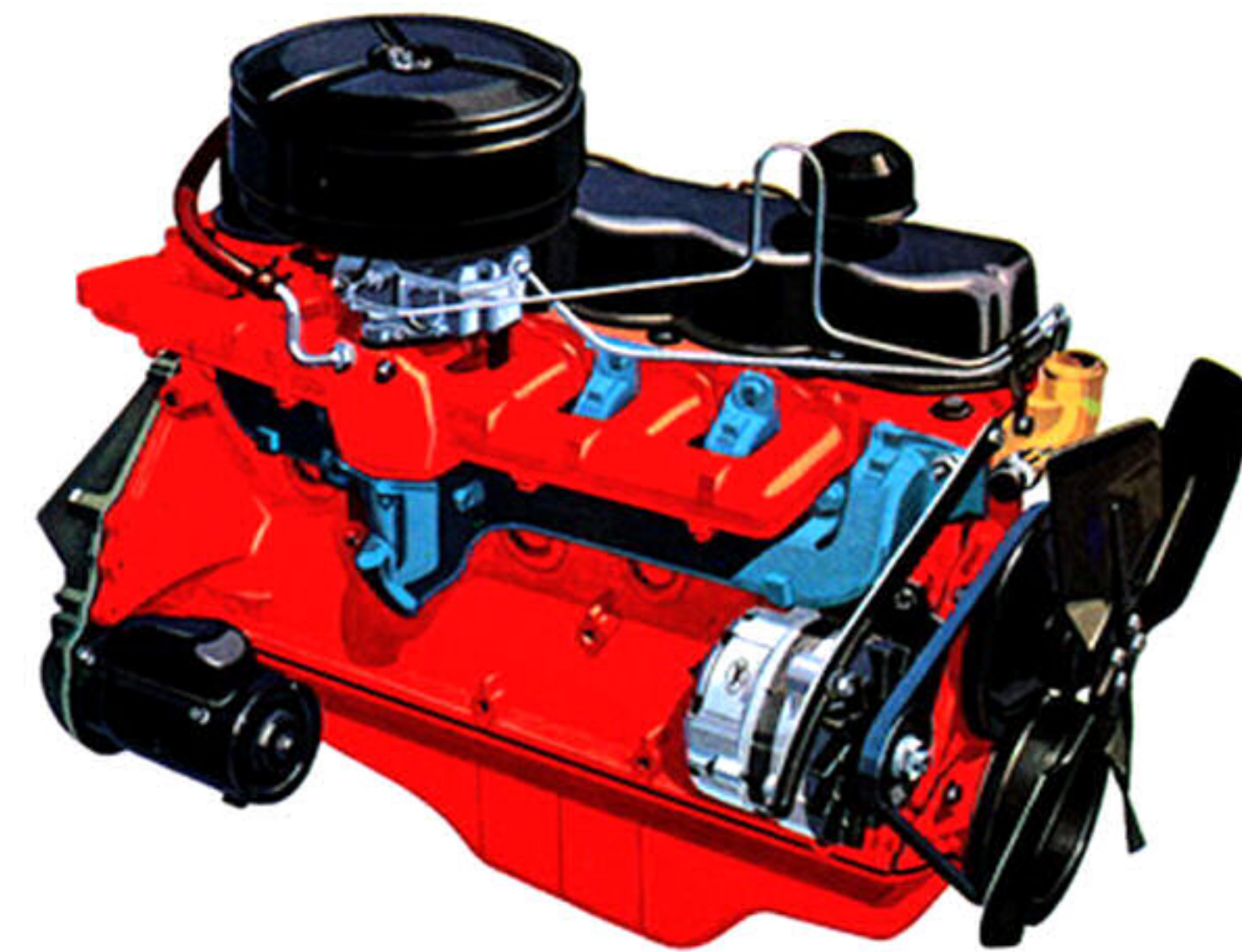
Rotor-type oil pump



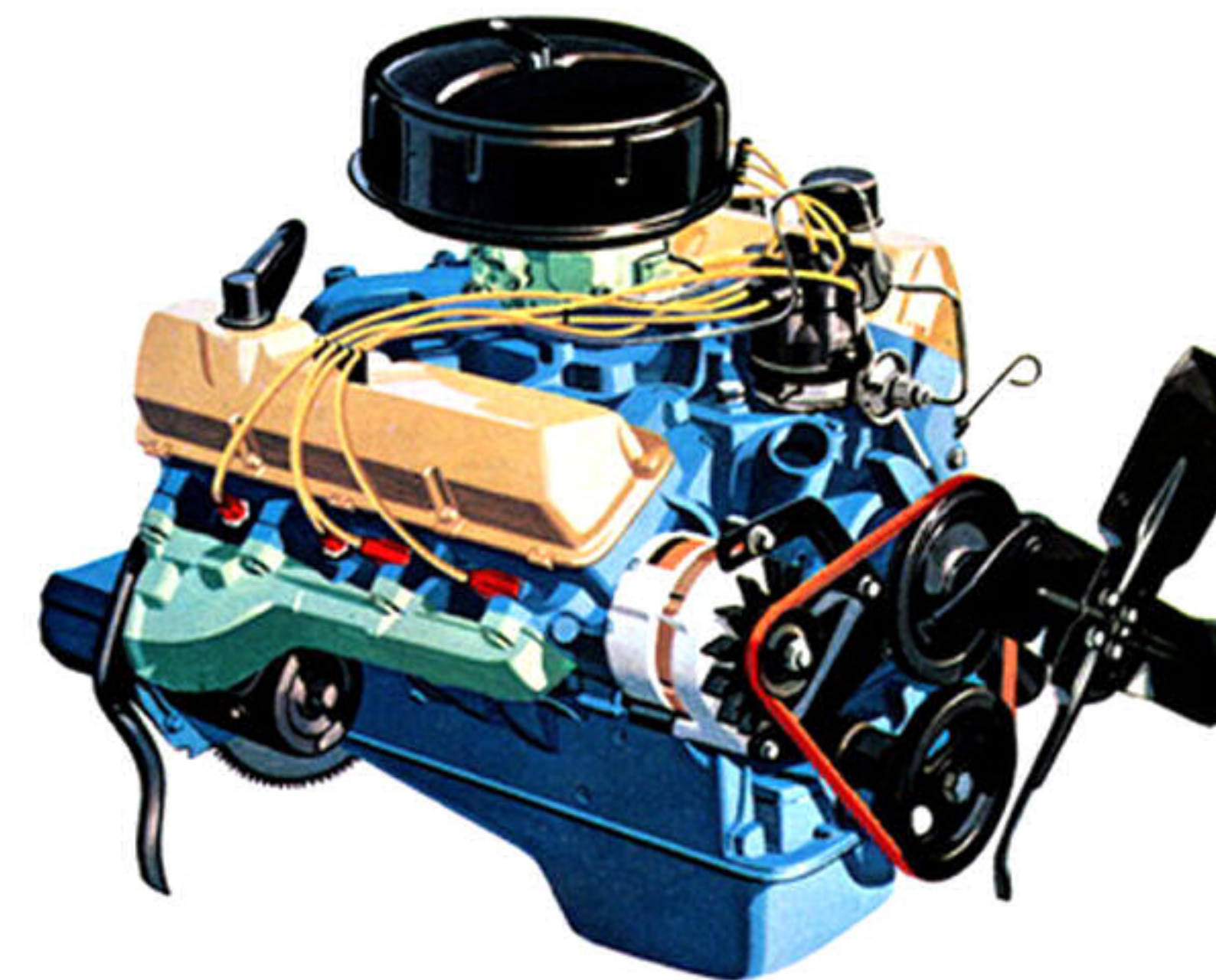
Quiet running timing gears



Individually ported intake and exhaust manifolds



Ford's new 300-cu. in. Six (optional) is biggest straight Six available for this size truck. 170 horsepower; 283 pounds-feet torque at 1400 to 2400 rpms.



Ford's new 352-cu. in. V-8 is biggest, most powerful engine available as a regular option in any pickup. 208 horsepower. 315 pounds-feet torque at 2400 rpm.

New from Ford : two big new Sixes and the

Ford's new 240- and 300-cubic-inch Sixes are bigger than the ones they replace, yet have 50 pounds less dead weight. Ford's new 352 V-8 is the most powerful engine available for any pickup anywhere as a regular option. These are true high-displacement engines—big engines that can do your job at *lower rpm*. Their pistons move more slowly, bearing loads are lighter, "breathing" is better than with smaller engines. Result, you can look for *more miles per gallon*, *longer engine life*, *less downtime*. Other important Ford pickup engine news: 1. Crankshaft of Sixes has seven main bearings for less vibration, longer life; 2. Austenitic steel exhaust valves

most powerful production V-8 in any pickup

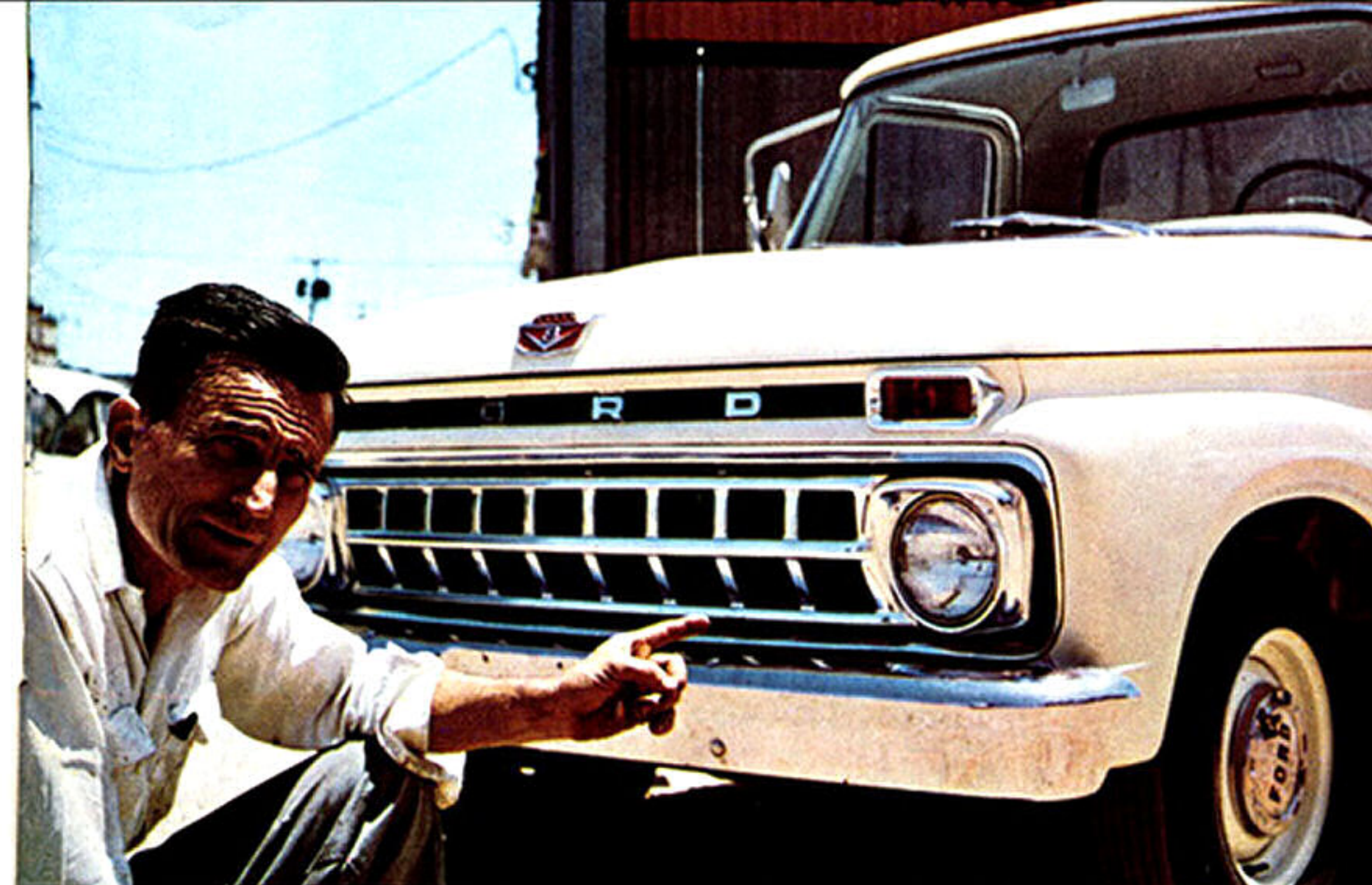
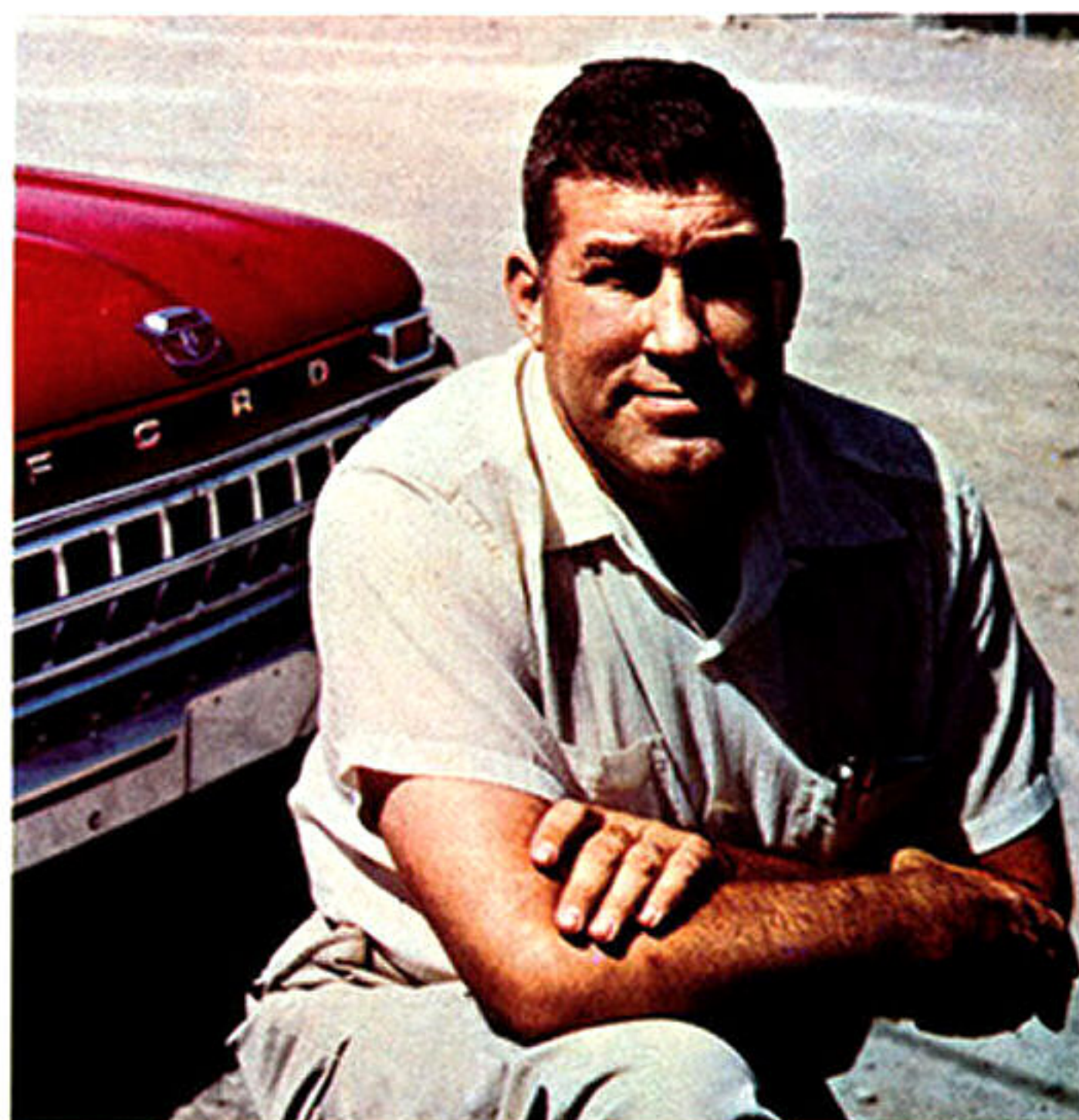
resist high exhaust-gas temperatures; 3. Aluminized exhaust valve heads resist deposits; 4. Hydraulic valve lifters minimize valve adjustments; 5. Two-stage oil filter keeps oil cleaner; 6. Rotor-type oil pump delivers plenty of oil even at idling speeds; 7. Timing gears are designed for long life with no adjustments; 8. New butterfly valve swiftly warms fuel-air mixture; 9. Intake and exhaust manifolds have individual ports for better breathing; 10. Muffler inlet pipe leading from exhaust manifold now has a slip joint design to eliminate strain; 11. New 38-ampere alternator charges even at idle. All these features mean better performance ~~longer life~~

"Operation Preview"—read what pickup users say about the '65 Ford

Experienced truck men, trying out 1965 pickups ahead of regular factory production, express strong preference for new Ford features

Truck owners in the Cincinnati and Dallas areas got an early taste of what is in store for all 1965 Ford pickup owners. They were loaned advance copies of the regular production models now coming off the line. All gave the pickups a rough workout—then expressed their opinions. Following are typical comments:

"I've never driven a pickup that handled as well as this new Ford," reports James J. Wagner, right, manager of Queen City Grain Co., Cincinnati. Below, Joseph D. Cassiere, owner of J. D. Cassiere Company, also in Cincinnati, says, "Its new front suspension gives an amazingly smooth ride."



"Steered easy at 60 mph on rough road." L. Eaton, Wicker Lease Service, Dallas.



"I like the high-performance engine," says V. Birch, warehouse manager, McGraw Const. Co., Middletown, Ohio. "And you sit up higher and you see more." Below, C. Watson, garage supt., Lone Star Gas Co., Dallas, says, "With less wear points in Ford's new front end, there will be less need for maintenance, lubrication, etc."

"I am convinced that the suspension should require substantially less maintenance," says William Bach, fleet superintendent of Armco Steel Corp., Middletown, Ohio. Below, R. Dalton, owner of the Southwest Co., Arlington, Texas, says: "The new Ford ride is different—better, softer, smoother than our present equipment."



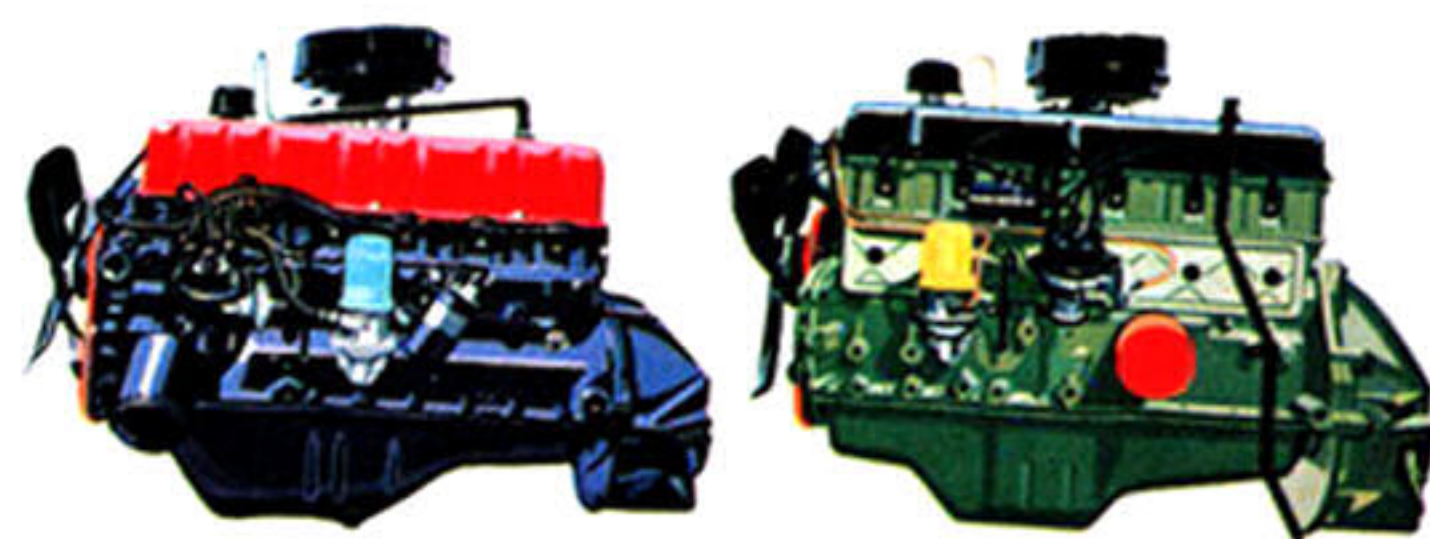
NEW FORD ECONOLINE!

48% more power now available in America's biggest selling van!

More power! More payload! More style! Never so much vehicle for so little! That's the Ford Econoline news for 1965.

Driver room is greater. Seat tracks are longer. Dash controls are more convenient. Bumpers are stronger. Heavy-duty model hauls more than a ton! Underbody is far stronger than last year's.

And engines and transmissions are much superior. Standard Ford Econoline engine now is 170-cu. in. Six—105-hp, but every bit as economical as the smaller engine it replaces. Optional engine is completely new 240-cu. in., 150-hp Six.



Standard 170-cu. in. Six is rated at 105 horsepower.

Optional 240-cu. in. Six is rated at 150 horsepower.

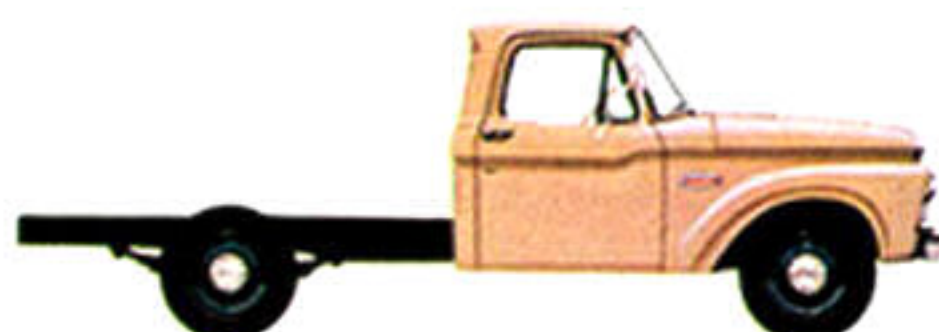


NEW FORD RANCHERO! High style for hundreds less!

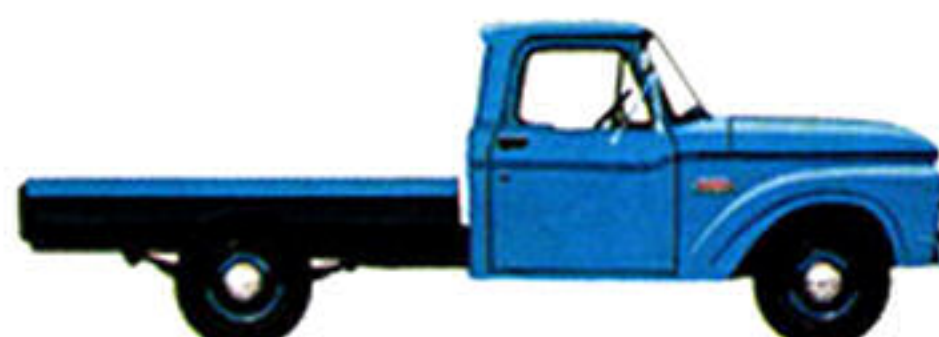
Styled after the beautiful '65 Ford cars! Style options in the 1965 Ford Ranchero are far too many to tell here—see your Ford Dealer! Instead of a 144-cu. in. Six, the standard engine now is a 170-cu. in. Six that is just as economical.

Also, the new Ranchero has a new 45 amp-hr battery and sealed-for-life 38-ampere alternator with a high charging rate, even at idle.

Optional Ranchero engines are an improved 200-cu. in. Six, and two noticeably superior 289 V-8's.



Ford F-250 Chassis-Cab



Ford F-250 Platform



Ford F-250 Stake



Ford F-250 with Custom Body

Ford's exclusive new front end is yours in three new Camper Special chassis and the whole family of 1/2 and 3/4 ton Fords.

You can now choose any one of three equipment packages if you want a Ford F-250 tailored for camper service. These special new options include such features as a new 352-cu. in. V-8, 4-speed transmission, heavy-duty clutch, auxiliary rear springs, extra-cooling radiator, 70-ampere hour battery, and Western mirrors.

For any 1/2- or 3/4-ton truck application, Ford's new two-axle front end does wonders. Twin-I-Beam strength and coil spring cushioning up front, together with new progressive springs at the rear, give you a truck that can take a beating, yet still ride smoothly on almost any terrain.



Ford F-250 Camper Special with custom camper body.



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TWO FRONT AXLES
FOR MORE STRENGTH AND THE BEST RIDE YET



WILBERT H. PENNER
227 SWEET
HALSTEAD KANS

Inside: your chance to win any of
\$130,000 IN PRIZES