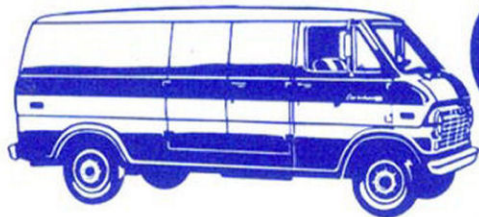


FORD TRUCKS FOR '70

Two Color & Black-and-White newspaper ad layouts
• Art elements • Copy suggestions!



FORD
DEALERSHIP
MARKETING
MATERIALS

TRUCK
NEWSPAPER
ADVERTISING

BOOST YOUR TRUCK SALES!

Here is the biggest, most versatile Local Truck Advertising Materials Package ever offered Ford Dealers

Truck sales are booming...and you can swing the boom your way with a regular newspaper advertising schedule.

On the following pages are suggested two-color and black and white advertising layouts featuring your best-selling new 1970 models:

*Pickups *Campers *Club Wagons *Econoline Vans *Light Trucks
*Medium/Heavy Trucks.

These ads are ready to use as they are, with your descriptive copy added, or they can be modified to use other vehicles, as you see fit.

Other elements can be rearranged and revised in a variety of ways to make completely different ads. Your newspaper representative can give you valuable help. Consult him regularly and review your entire advertising program with him.

Fill in the order form now for your mats or reproduction proofs so you can begin your advertising program early.

Keep an eye on your competitors' advertising and keep ahead of him.

PLAN YOUR COMPLETE TRUCK ADVERTISING SCHEDULE NOW
AND MAKE YOUR DEALERSHIP THE PLACE TO GO!

1970 FORD DEALER TRUCK NEWSPAPER ADVERTISING FREE MAT/PROOF ORDER FORM

SEND TO: PINPOINT MARKETING, INC. P. O. Box 419-A Detroit, Mich. 48232

Gentlemen:

Please send, immediately, one each of the FREE 1970 FORD TRUCK mat panels whose numbers are checked below to:

DEALER or NEWSPAPER NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Authorized by _____

Name of Newspaper to be used _____

Check with your local newspaper as to whether they prefer mats or reproduction proofs.

CHECK HERE FOR: ☐ MATS ☐ REPRO PROOFS



2-COLOR
3, 4 column
F-100
RANGER XLT



2-COLOR
3, 4 column
F-250 CAMPER
SPECIAL



2-COLOR
3, 4 column
8 PASSENGER
CHATEAU
CLUB WAGON

☐ FT-701



1, 2, 3, 4 column
RANCHERO
SQUIRE



1, 2, 3 column
RANCHERO GT



1, 2, 3 column
F-100 CUSTOM

☐ FT-703



1, 2, 3 column
BRONCO
SPORT WAGON



1, 2, 3 column
BRONCO
PICKUP



1, 2, 3, 4 column
RANCHERO 500

☐ FT-702



1, 2, 3 column
F-100 RANGER



1, 2, 3, 4 column
F-100
RANGER XLT

☐ FT-704

CHECK HERE FOR ART PANELS ☐ FTA-7001 ☐ FTA-7002 ☐ FTA-7003 ☐ FTA-7004 ☐ FTA-7005



1, 2, 3 column
FARM and
RANCH
SPECIAL



1, 2, 3 column
CONTRACTOR
SPECIAL



1, 2, 3, 4 column
F-250 CAMPER
SPECIAL

☐ FT-705



1, 2, 3 column
ECONOLINE
VAN



1, 2, 3 column
CLUB WAGON
CAMPER
CONVERSION



1, 2, 3 column
F-350 WITH
CAMPER

☐ FT-707



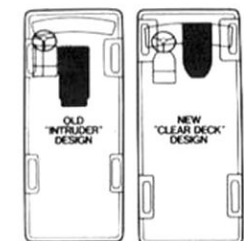
1, 2, 3 column
12 PASSENGER
CHATEAU
CLUB WAGON



1, 2, 3 column
ECONOLINE
SUPERVAN
AND
ECONOLINE
VAN



1, 2 column
ECONOLINE
SERVICE
CENTER

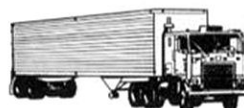


1, 2 column
ECONOLINE
CLEARDECK
DIAGRAM

☐ FT-706



1, 2, 3, 4 column
8 PASSENGER
CHATEAU
CLUB WAGON



1, 2, 3 column
WT-1000
TRACTOR

☐ FT-708



1, 2, 3 column
F-600 STAKE



1, 2, 3 column
C-600 VAN

☐ FT-709



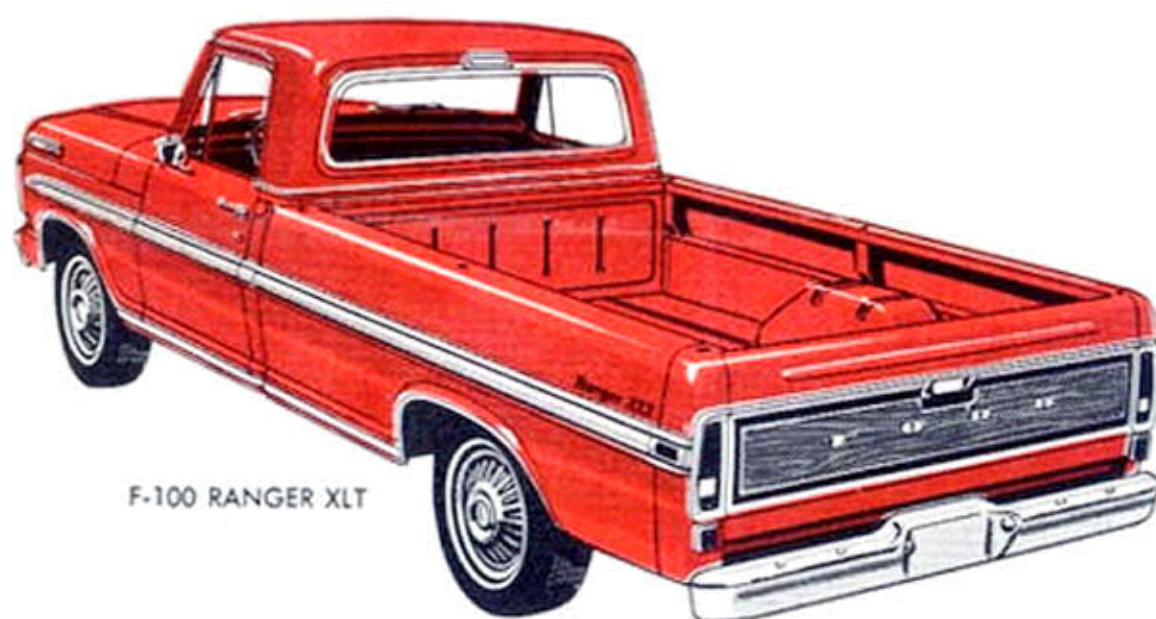
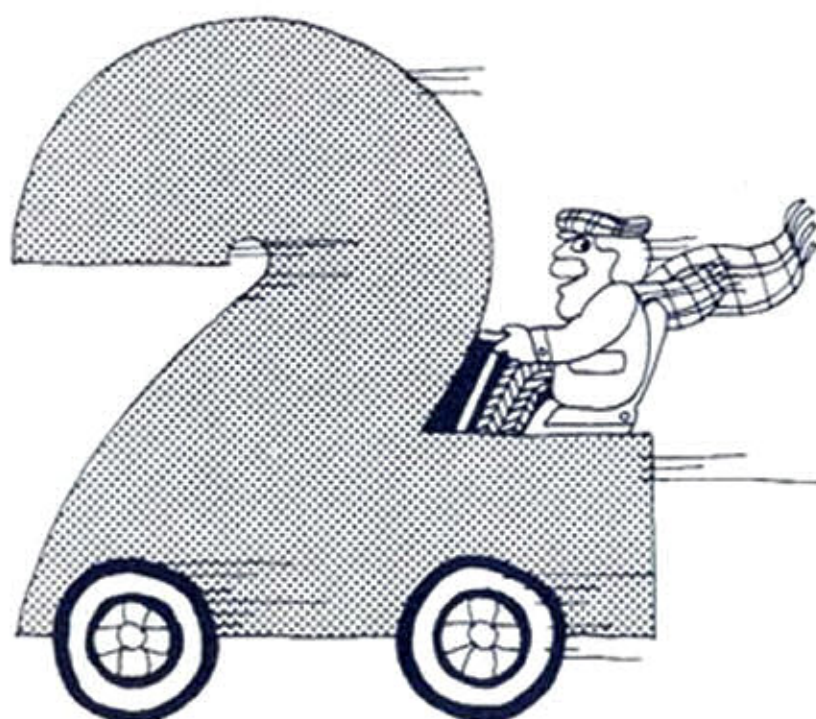
1, 2, 3 column
F-SERIES



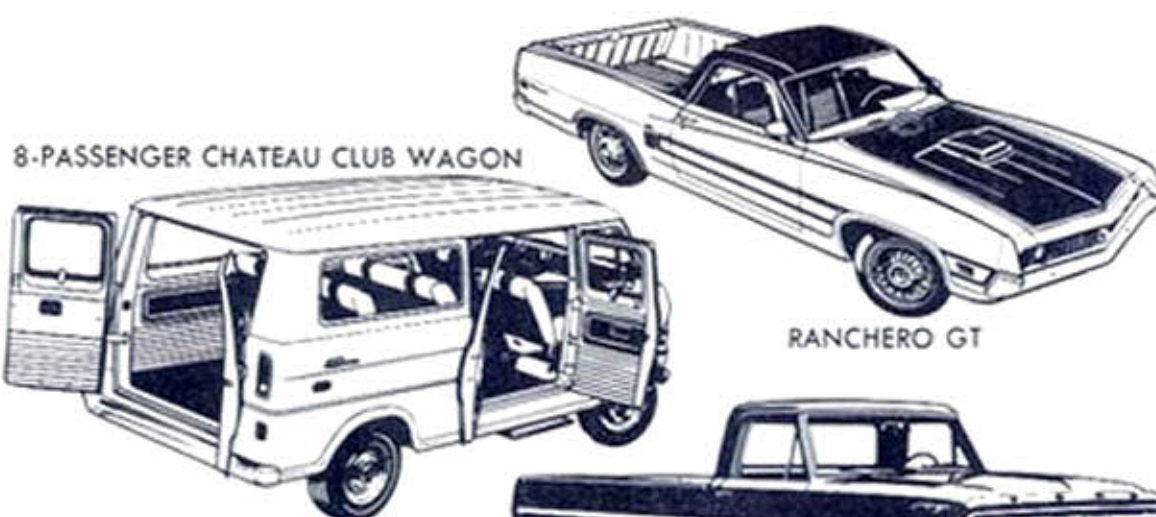
1, 2, 3 column
N-SERIES

☐ FT-710

**for second cars
that do more than
your first car see
HOMETOWN FORD'S
complete selection**



F-100 RANGER XLT



8-PASSENGER CHATEAU CLUB WAGON

RANCHERO GT



BRONCO
SPORT WAGON



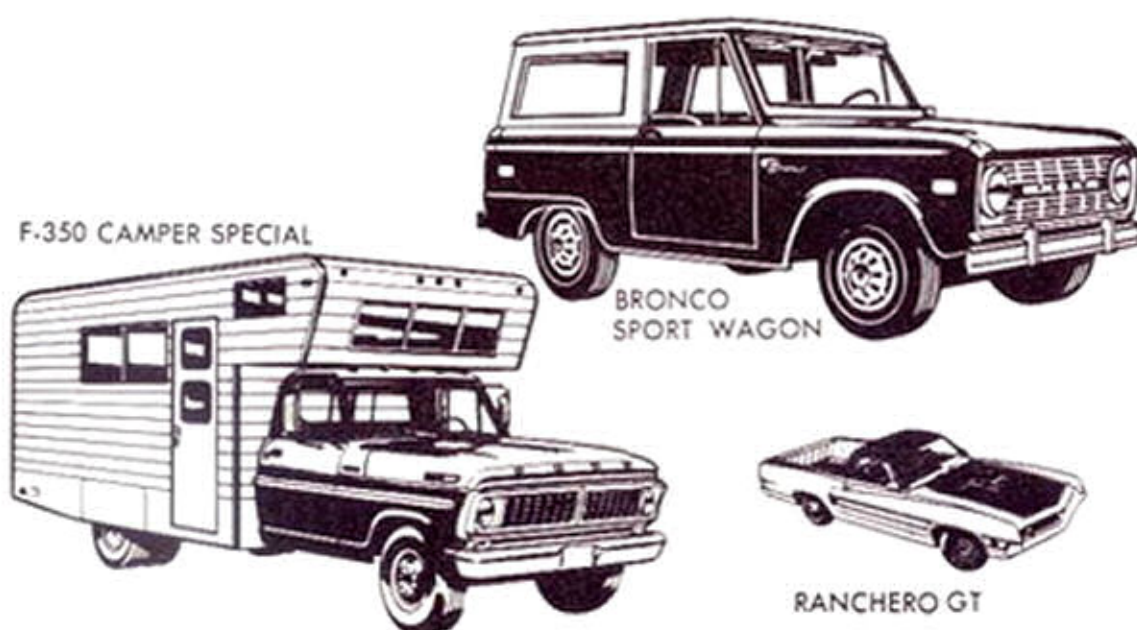
F-100 RANGER

Hometown Ford



F-250 CAMPER SPECIAL

**See
Hometown Ford
for the finest
foundation on
wheels and the
best deals around**



F-350 CAMPER SPECIAL

BRONCO
SPORT WAGON

RANCHERO GT

GET A BETTER DEAL ON A

**PROVEN
PERFORMER**

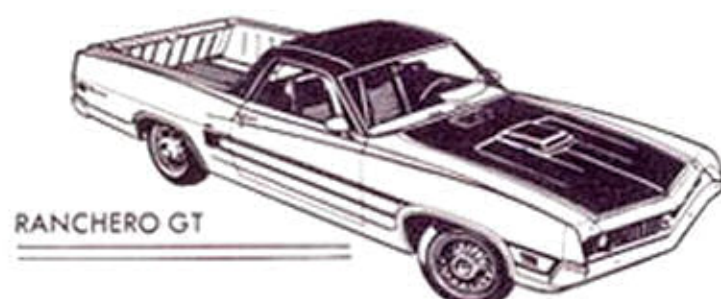
**FROM
HOMETOWN FORD**



ECONOLINE VAN



F-100 RANGER



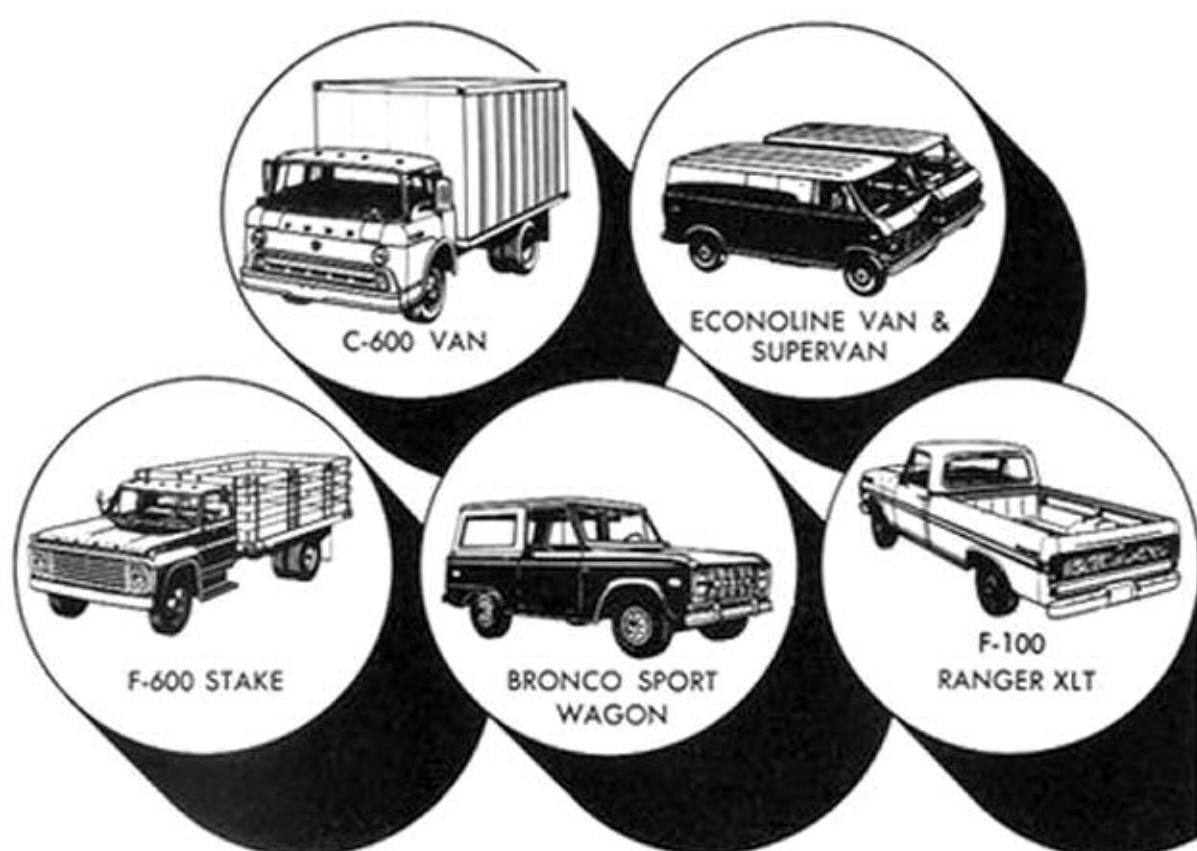
RANCHERO GT



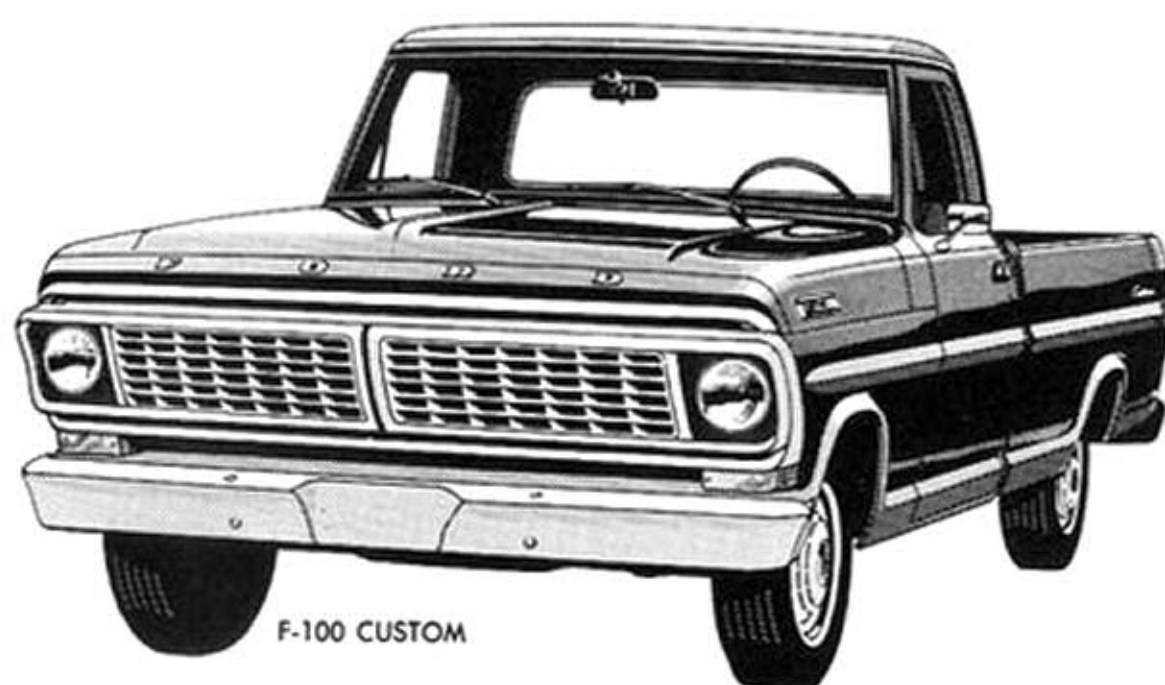
BRONCO SPORT WAGON

**Test Drive Today
HOMETOWN FORD**

Hometown Ford

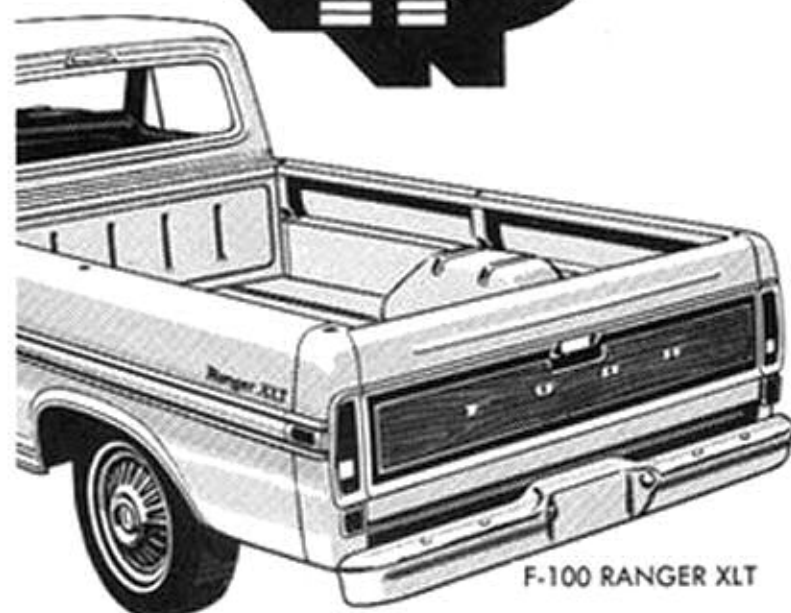


Get
• Selection
• Service
• Savings
going for
you



go Ford Trucks from Hometown Ford

Hometown Ford



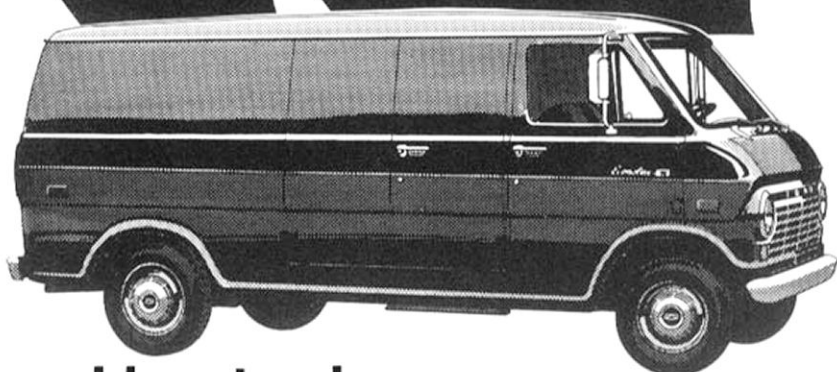
Get big
savings on
pickups at
HOMETOWN FORD



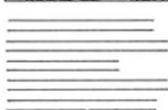
HOMETOWN FORD

man to man

OUR ECONOLINE IS THE
NO. 1 VAN



and here's why

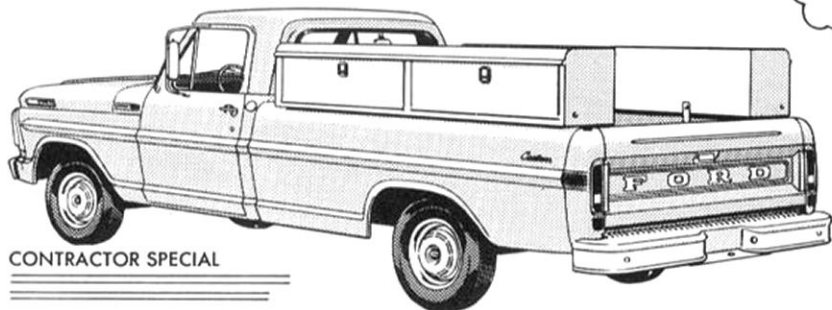
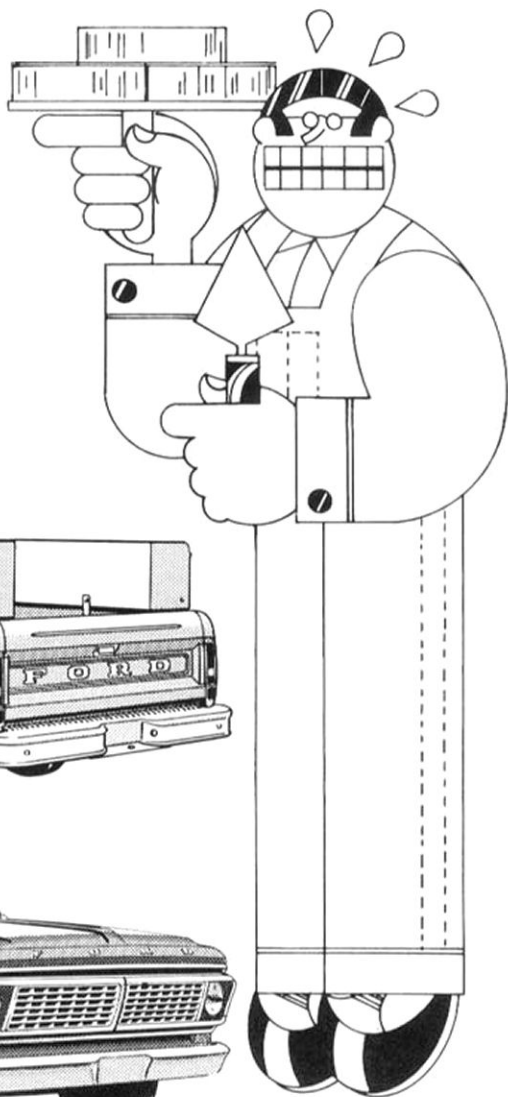


see us today

HOMETOWN FORD

NEED A HARD- WORKING PARTNER?

take on a Ford Pickup from
HOMETOWN FORD



CONTRACTOR SPECIAL



F-100 RANGER

get a Ready-to-Go Special



BRONCO PICKUP _____

FARM & RANCH SPECIAL _____

HEAVY DUTY SPECIAL _____

6-PASSENGER CABS _____

HOMETOWN FORD

BIG DEALS ON BRAWNY PICKUPS

AT HOMETOWN FORD

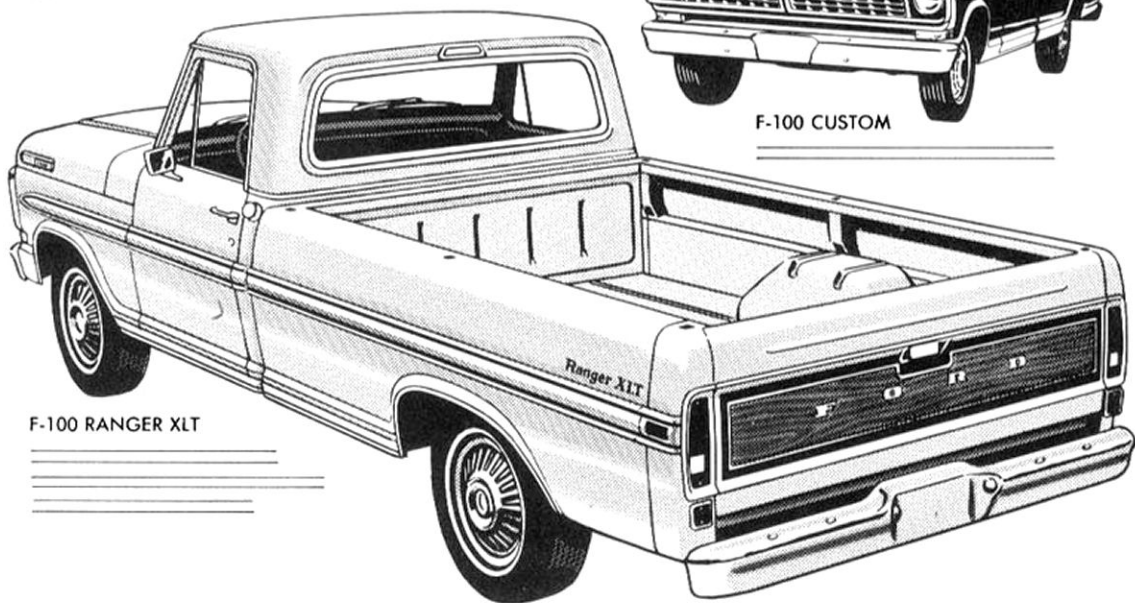


F-100 RANGER

FORD PICKUPS COME IN FOUR LEVELS OF LUXURY
CUSTOM ☆ SPORT CUSTOM ☆ RANGER
☆ RANGER XLT



F-100 CUSTOM



F-100 RANGER XLT

HOMETOWN FORD

Hometown Ford

is the place to go for

**BETTER
IDEA
TRUCKS**

**BETTER
TRUCK
DEALS**



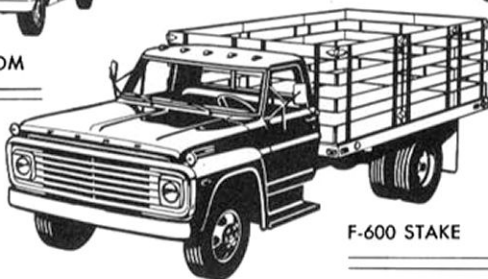
F-100 CUSTOM

=====



BRONCO
SPORT WAGON

=====



F-600 STAKE

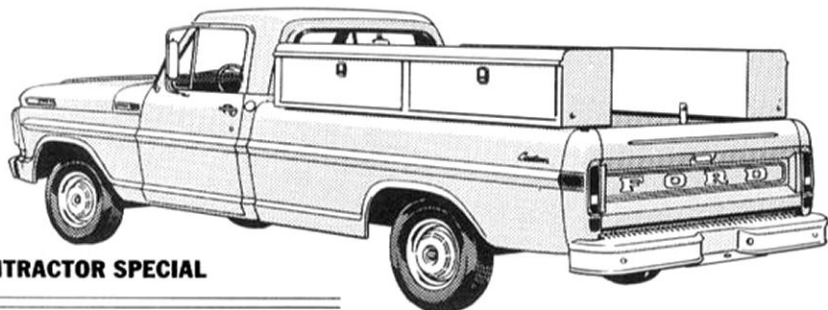
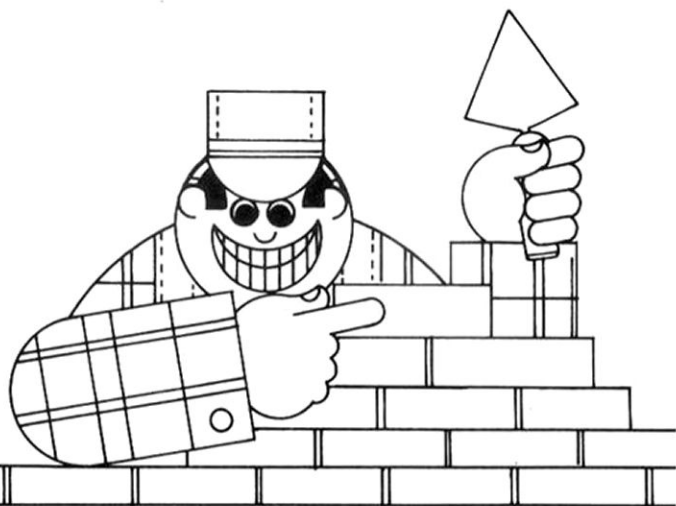
=====



Hometown Ford

HOMETOWN FORD HAS JOB-FITTED PICKUPS

AT PRICES TO FIT YOU!



CONTRACTOR SPECIAL



F-100 RANGER

**RIDE
WORK LIKE TRUCKS
CARS**



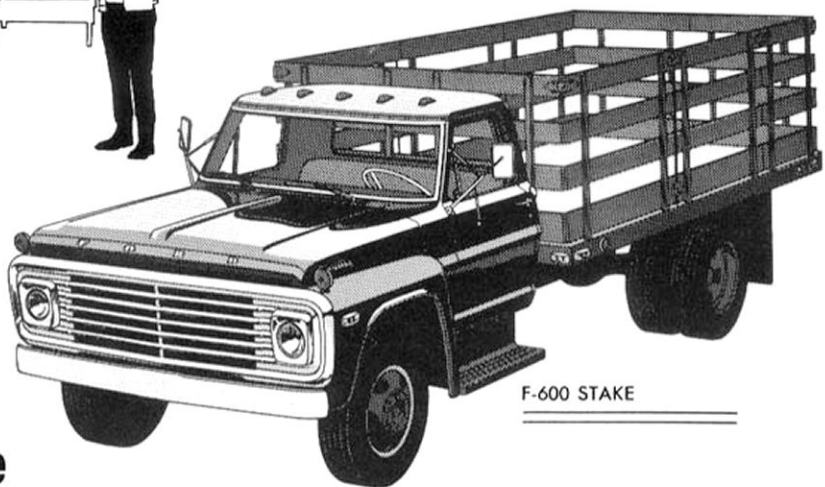
FARM AND RANCH SPECIAL



RANCHERO SQUIRE

HOMETOWN FORD

Stay on top of the job

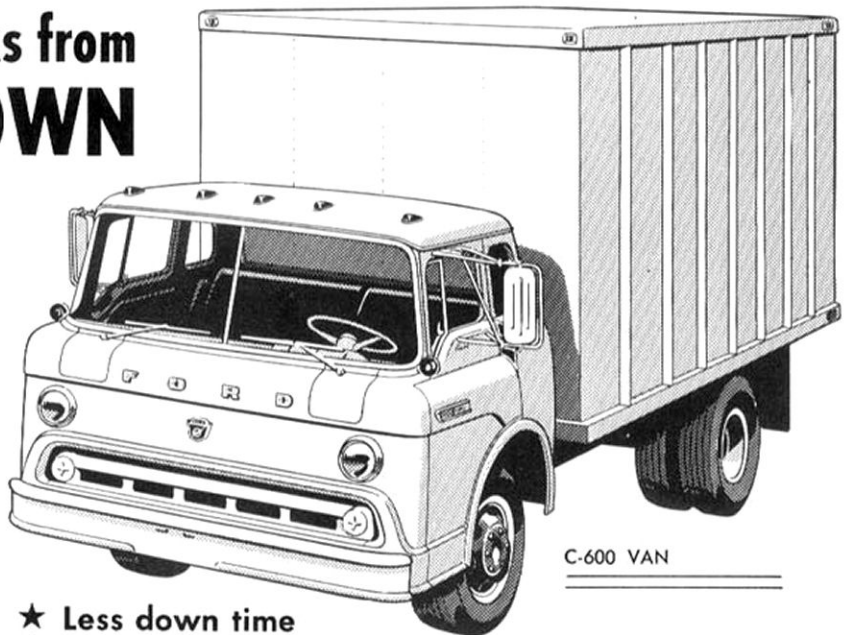


F-600 STAKE

with dependable
1970 Ford trucks from
**HOMETOWN
FORD**



W-SERIES TRACTOR

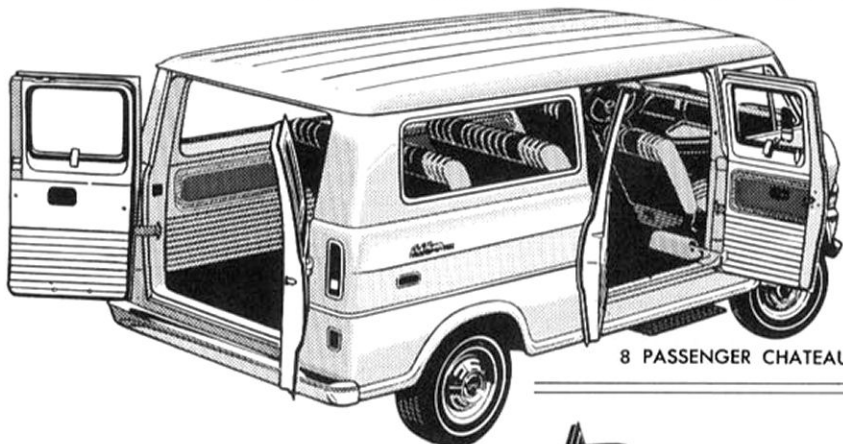


C-600 VAN

- ★ Less down time
- ★ Maximum payload
- ★ Low operating cost
- ★ Easy maintenance

HOMETOWN FORD

HOMETOWN FORD SPECIALIZES IN MAN-SIZED FAMILY WAGONS WITH LADY-LIKE DRIVING EASE.



8 PASSENGER CHATEAU CLUB WAGON

AMERICAS BEST SELLERS ARE THE FORD CLUB WAGONS

- ☆ TWIN-I-BEAM
FRONT SUSPENSION
- ☆ SEATING UP TO 12
- ☆ OUTSIDE SERVICE CENTER
- ☆ WALK-THROUGH PASSAGE
TO THE REAR

Here are the perfect
Family Wagons . . . all
kinds of room inside, but
with driving ease and
maneuverability that
will surprise you. Bring
in the whole gang and
see for yourself!



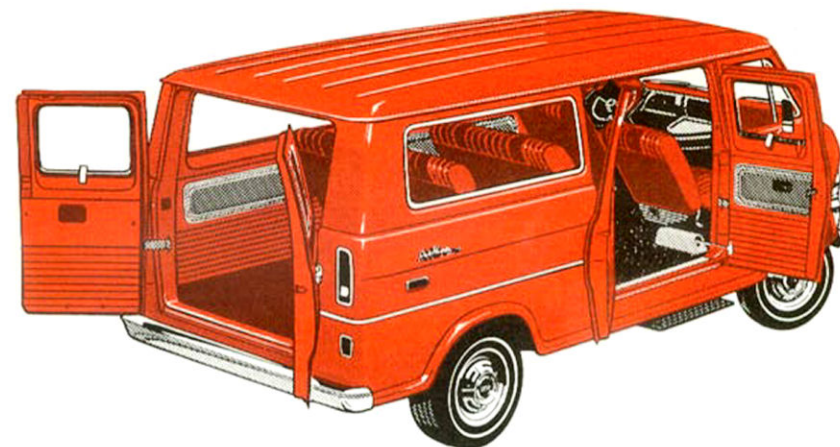
12 PASSENGER CHATEAU CLUB WAGON

TEST DRIVE TODAY AT

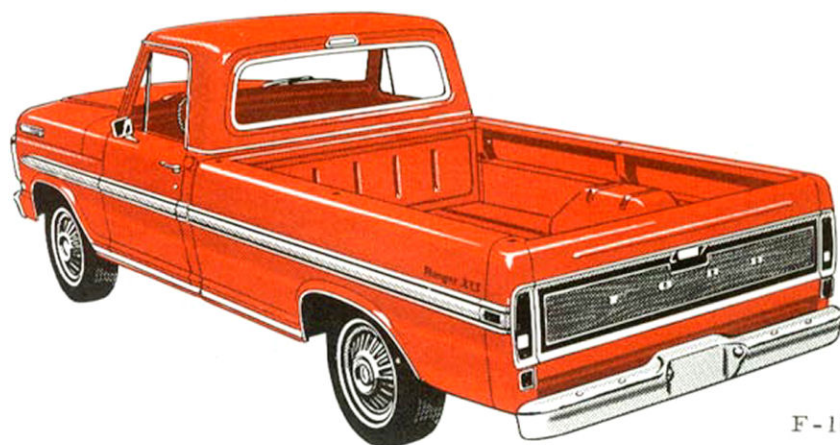
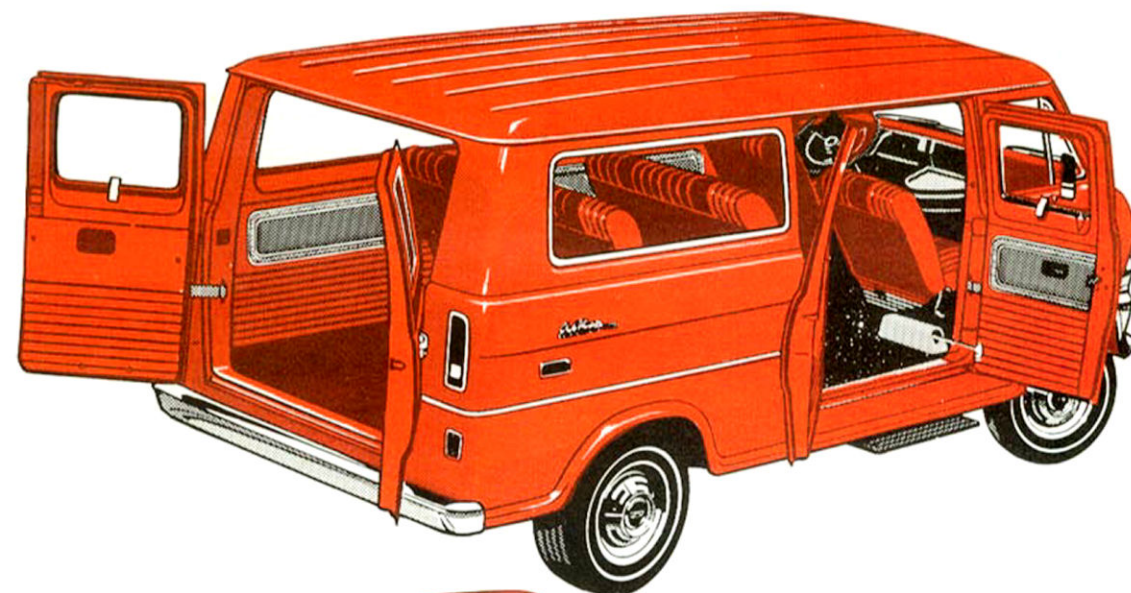
HOMETOWN FORD



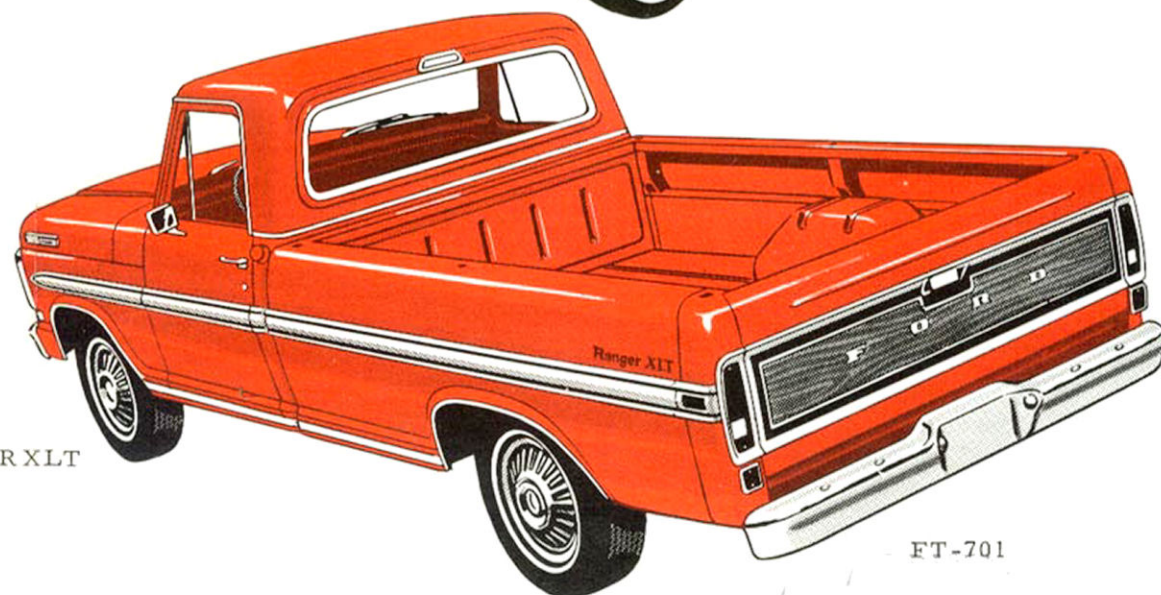
F-250 CAMPER SPECIAL



8 PASSENGER CHATEAU CLUB WAGON



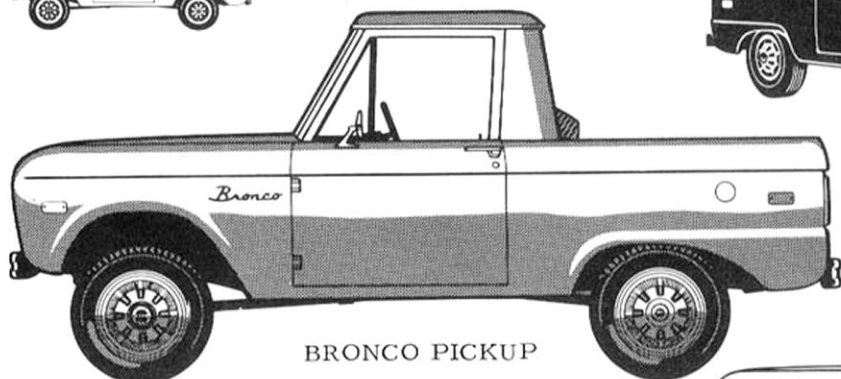
F-100 RANGER XLT



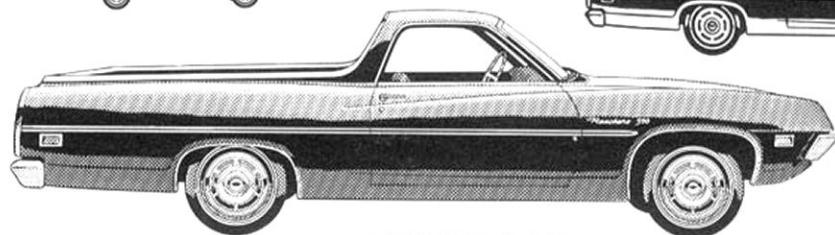
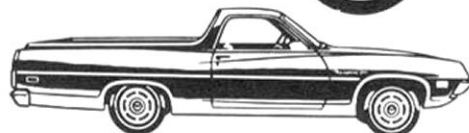
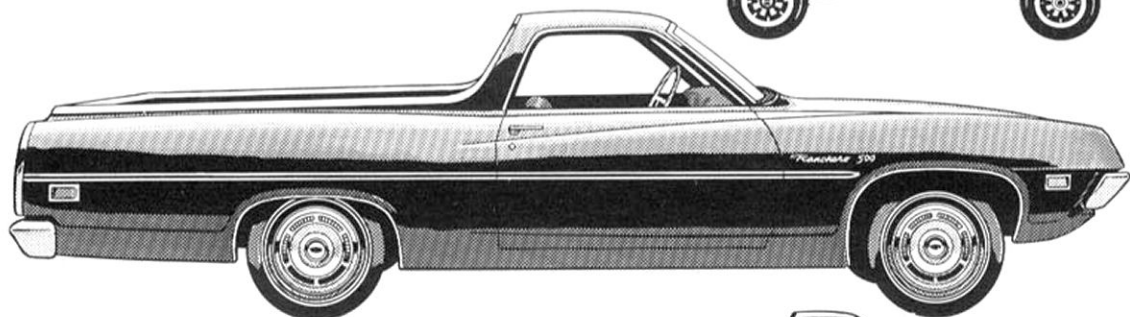
FT-701



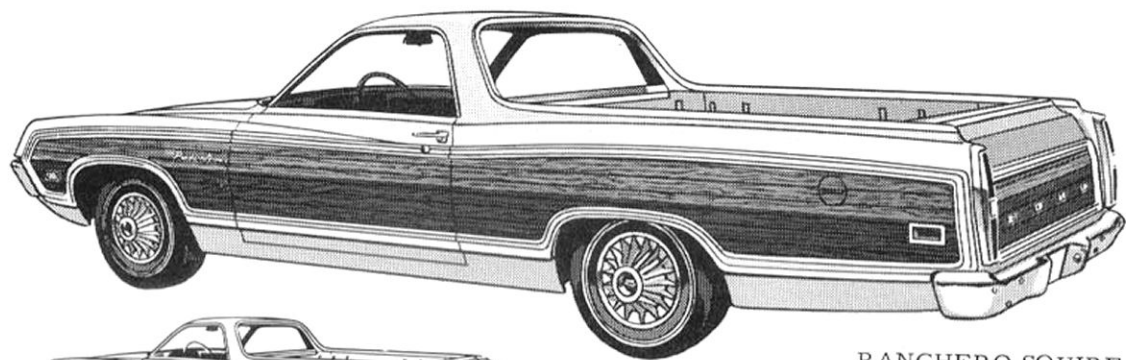
BRONCO
SPORT WAGON



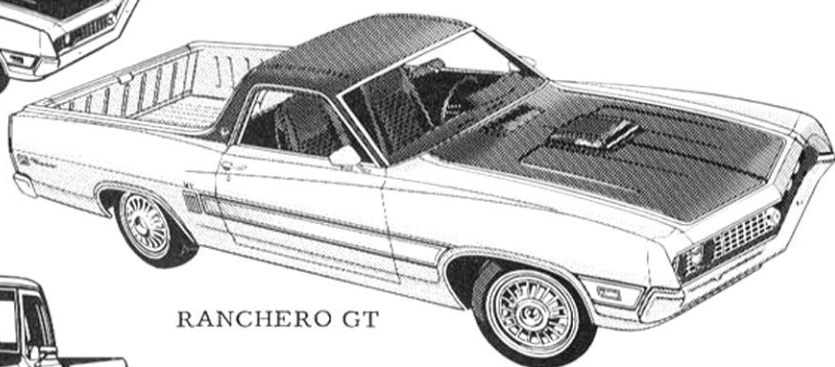
BRONCO PICKUP



RANCHERO 500



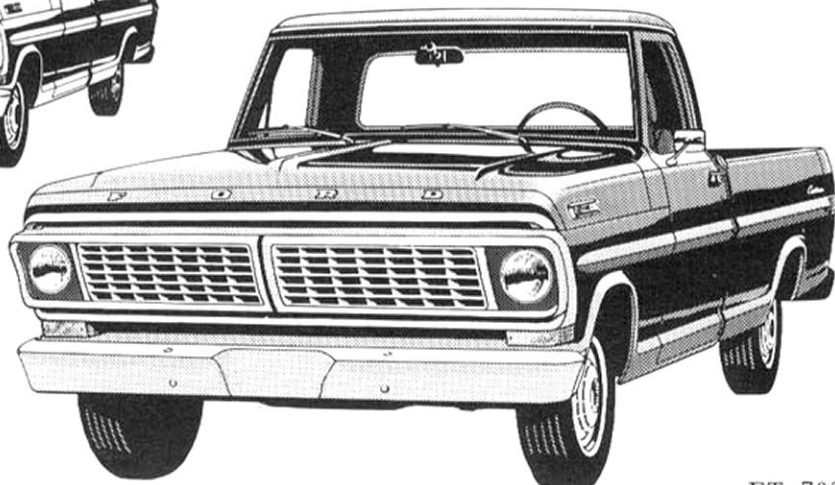
RANCHERO SQUIRE

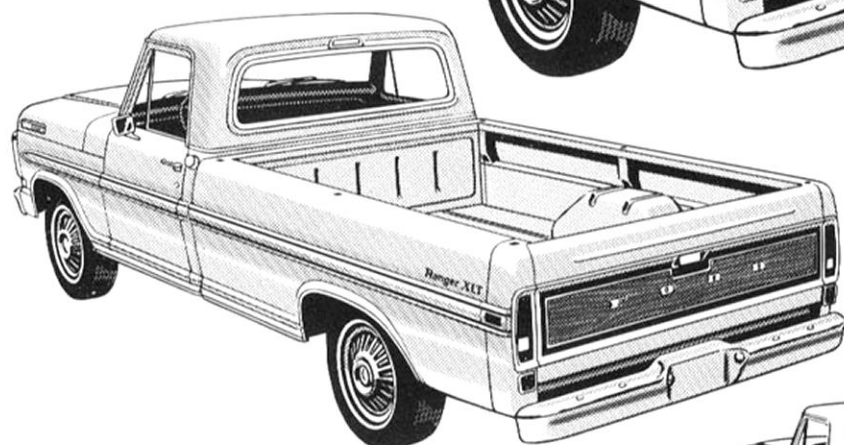
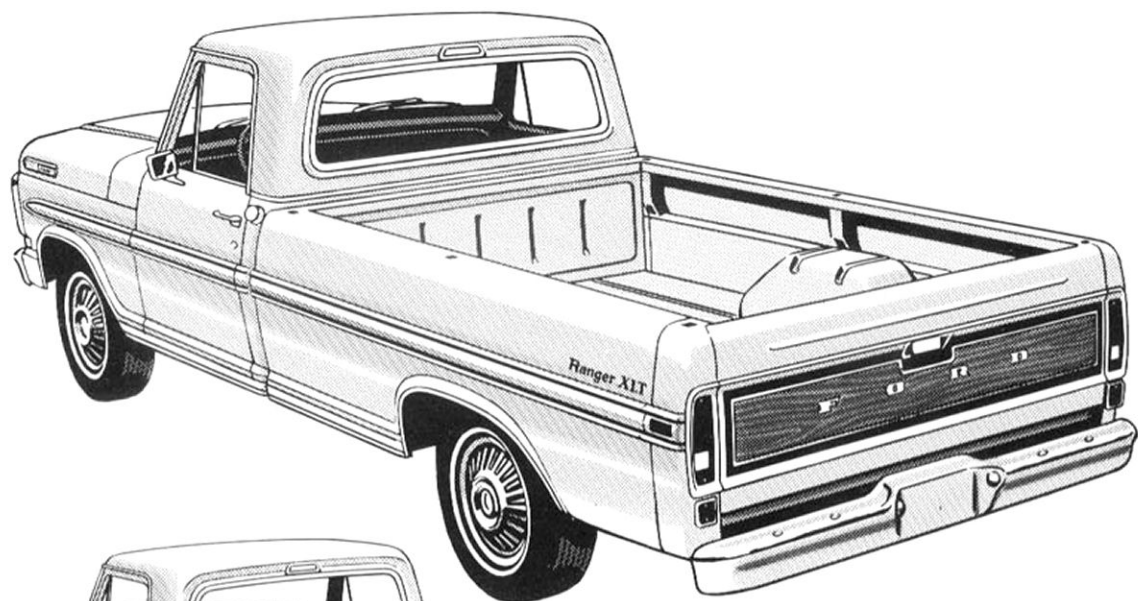


RANCHERO GT



F-100 CUSTOM



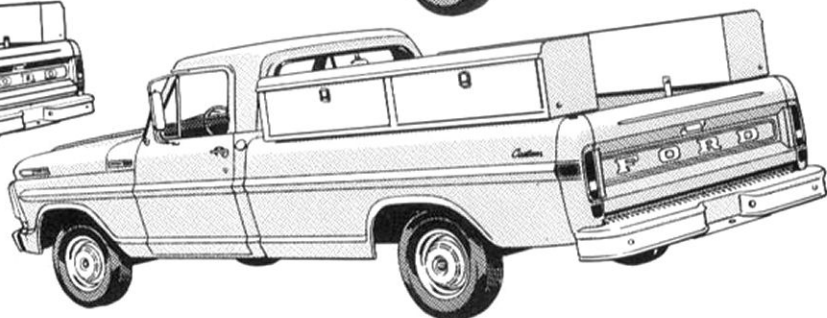
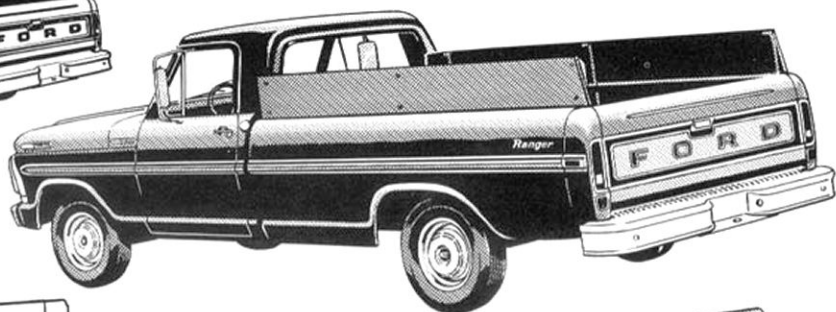


F-100 RANGER XLT



F-100 RANGER

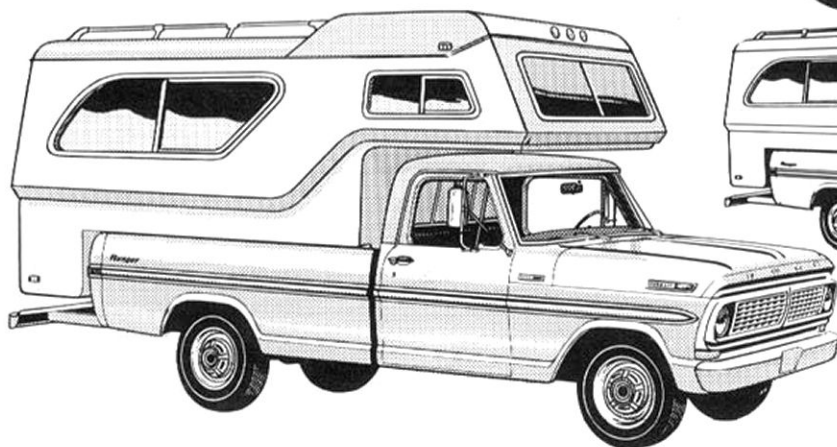
FARM and RANCH SPECIAL

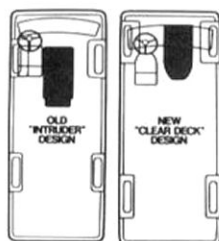
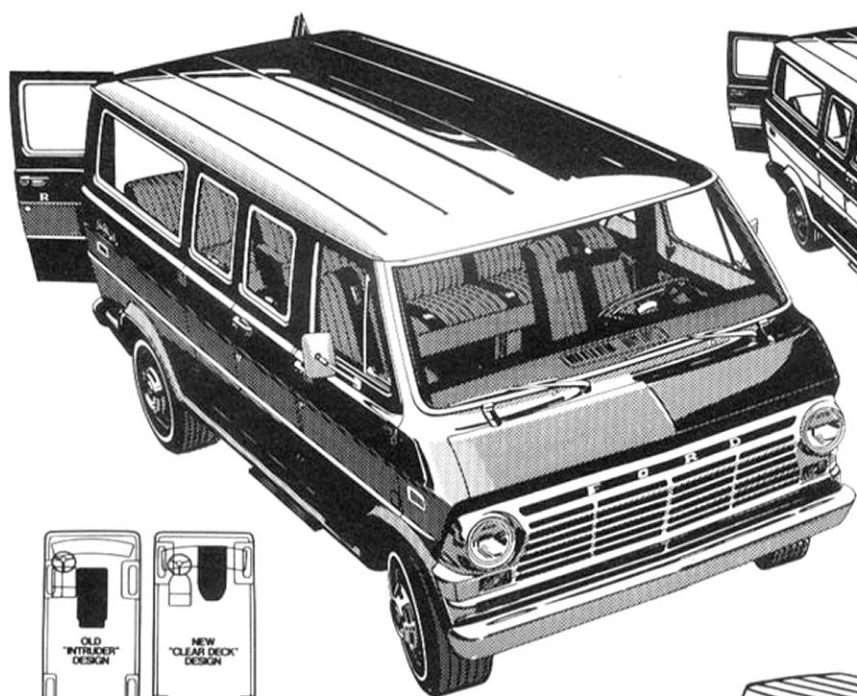


CONTRACTOR SPECIAL

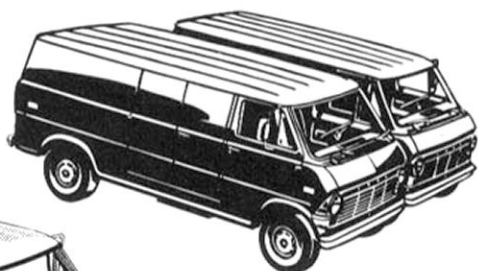


F-250 CAMPER SPECIAL

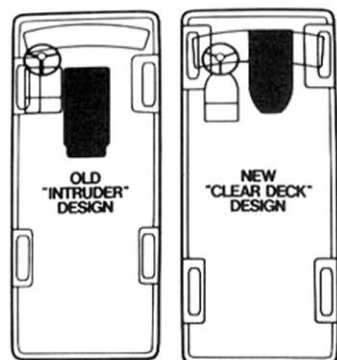




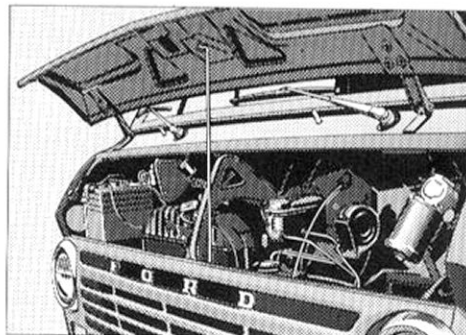
12 PASSENGER CHATEAU
CLUB WAGON



ECONOLINE SUPERVAN
AND ECONOLINE VAN



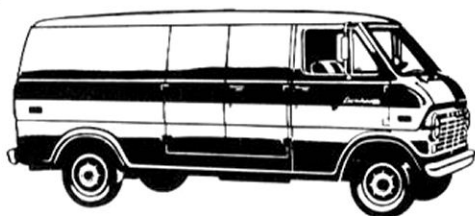
ECONOLINE SERVICE CENTER



ECONOLINE CLEARDECK
DIAGRAM



ECONOLINE VAN



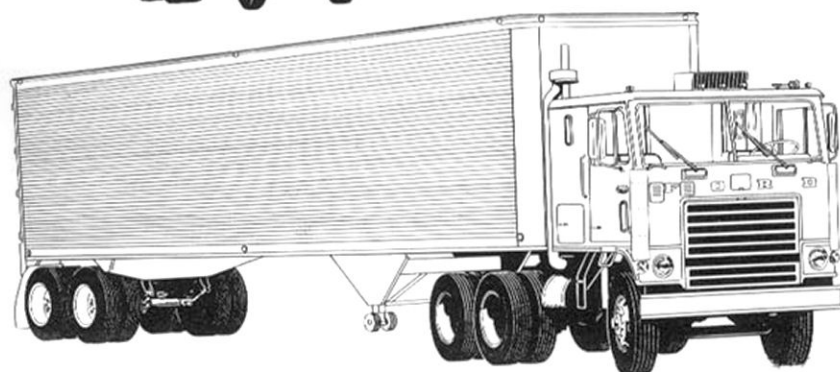
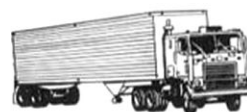
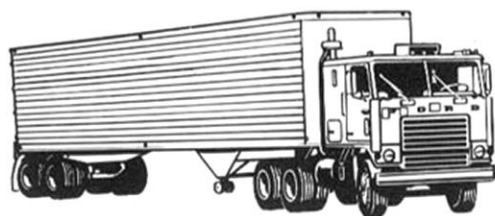
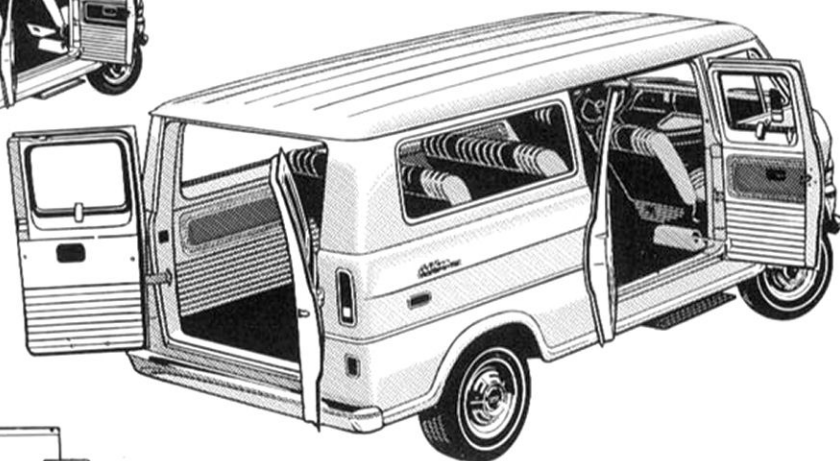
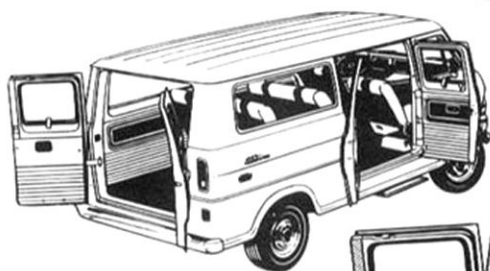
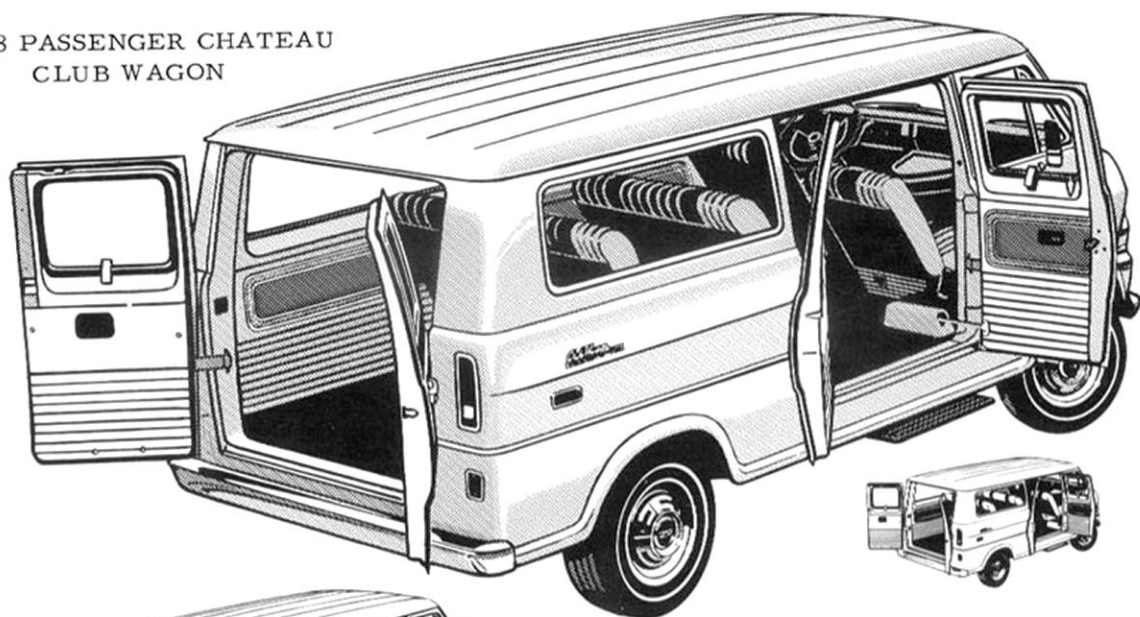
CLUB WAGON CAMPER CONVERSION



F-350 WITH CAMPER

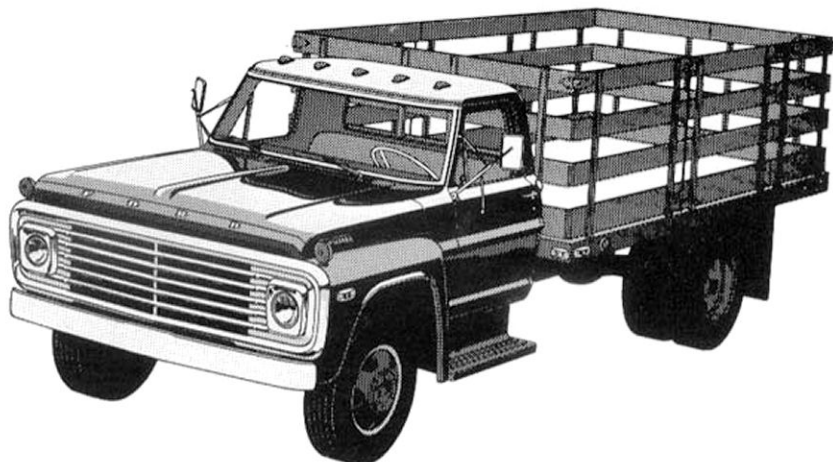


8 PASSENGER CHATEAU
CLUB WAGON

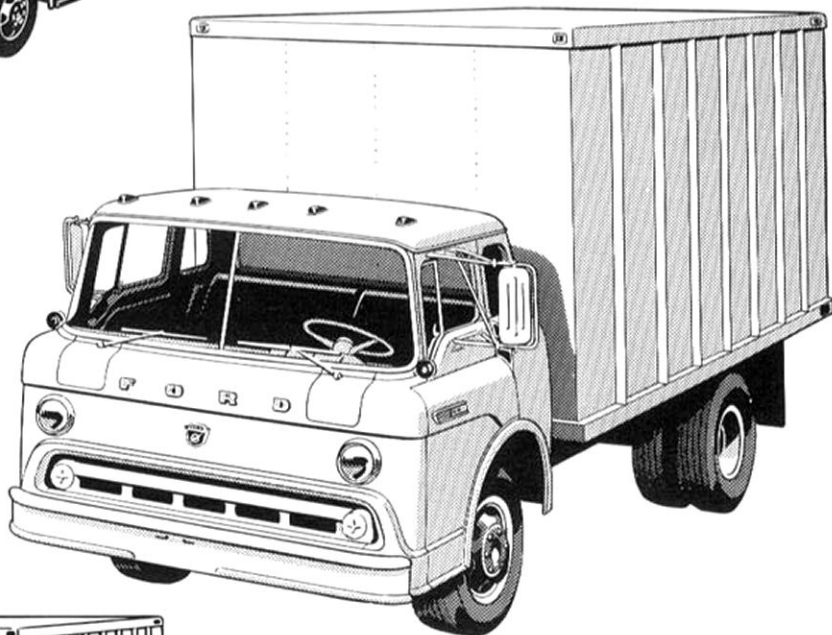


WT-1000 TRACTOR

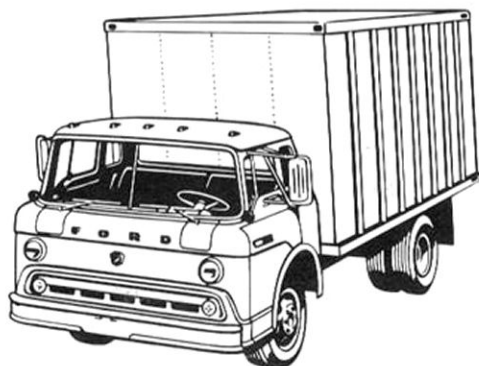
FT-708



F-600 STAKE

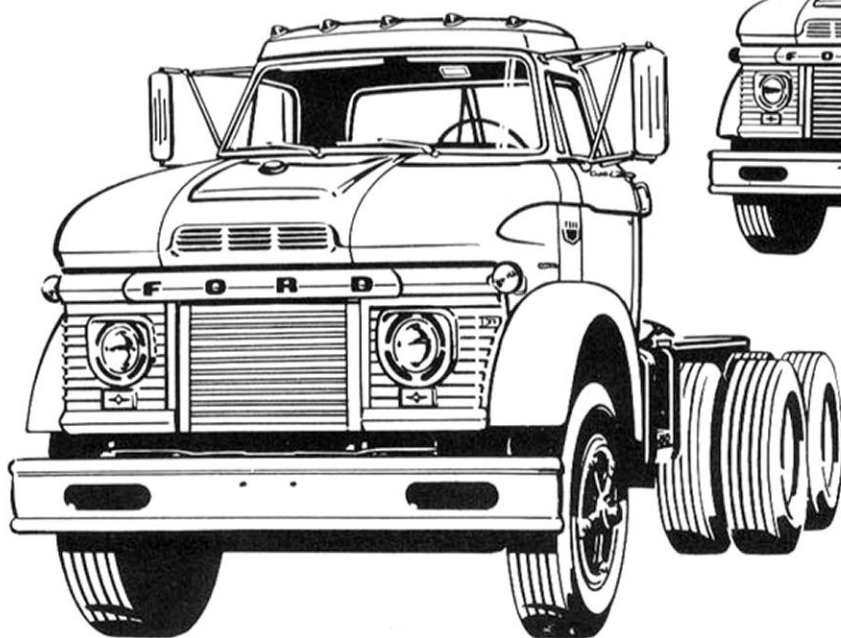
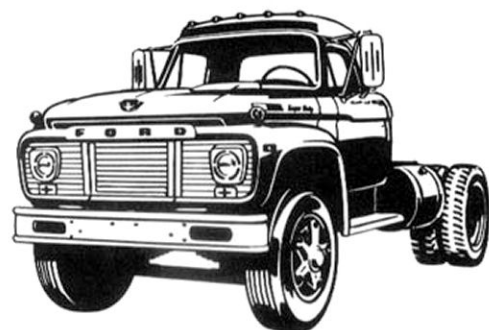


C-600 VAN

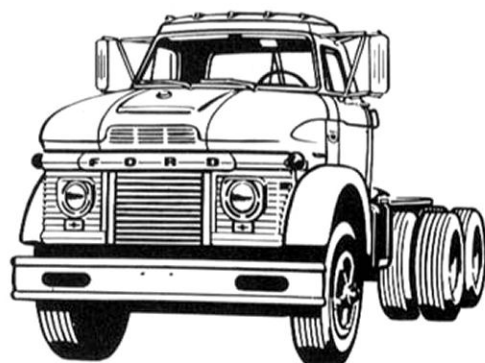


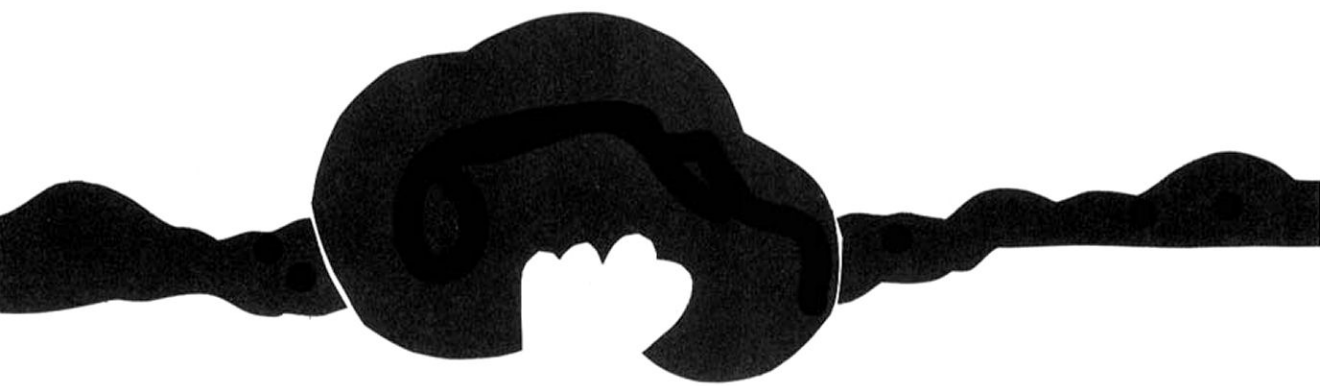


F-SERIES



N-SERIES





New 1970 Ford Trucks

New 1970 Ford Trucks

**BIG DEALS ON
BRAUNY PICKUPS**

**BIG DEALS ON
BRAUNY PICKUPS**

**BIG DEALS ON
BRAUNY PICKUPS**

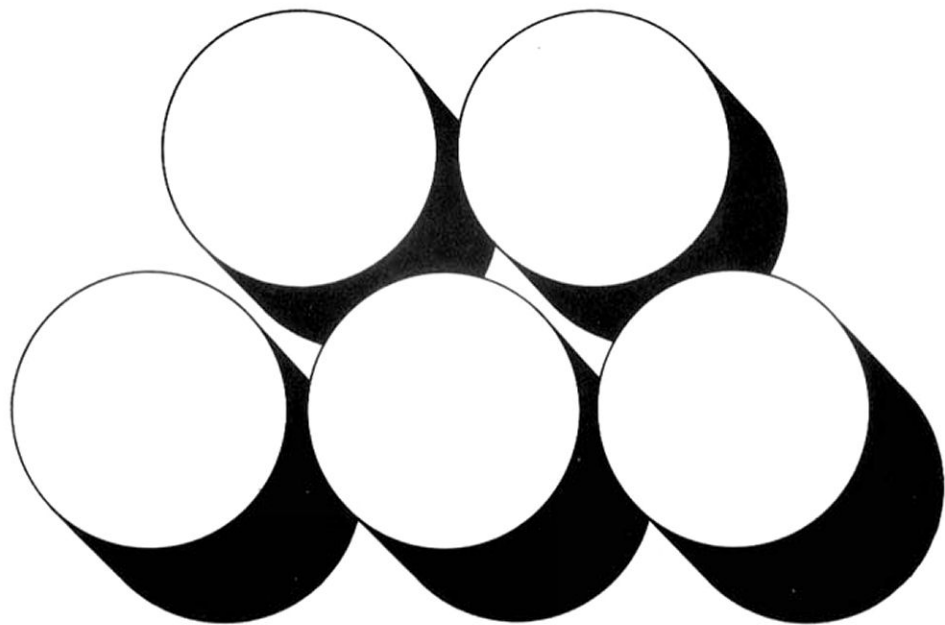
**BETTER
IDEA
TRUCKS**

**BETTER
TRUCK
DEALS**

**NEED A
HARD-
WORKING
PARTNER?**

**BETTER
IDEA
TRUCKS**

**BETTER
TRUCK
DEALS**



RIDE
WORK LIKE TRUCKS
CARS

RIDE
WORK LIKE TRUCKS
CARS

RIDE
WORK LIKE TRUCKS
CARS



TOUGH
Trucks



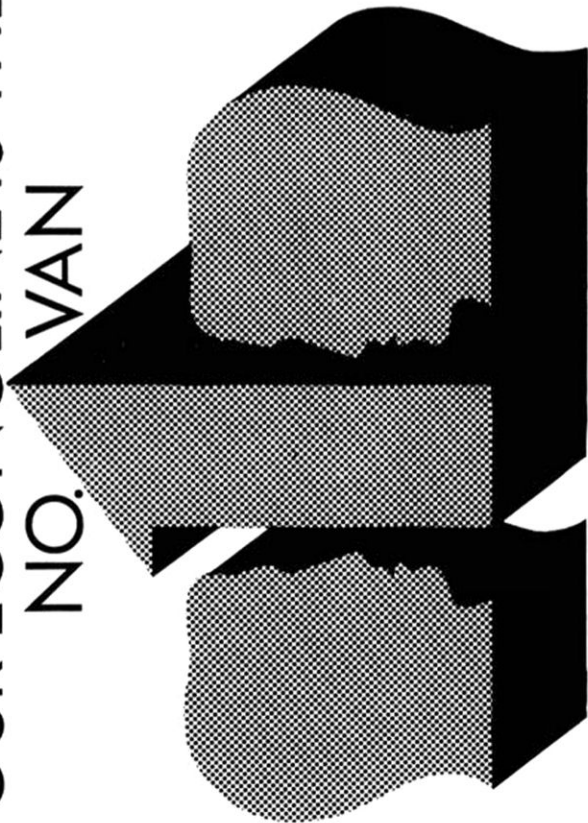
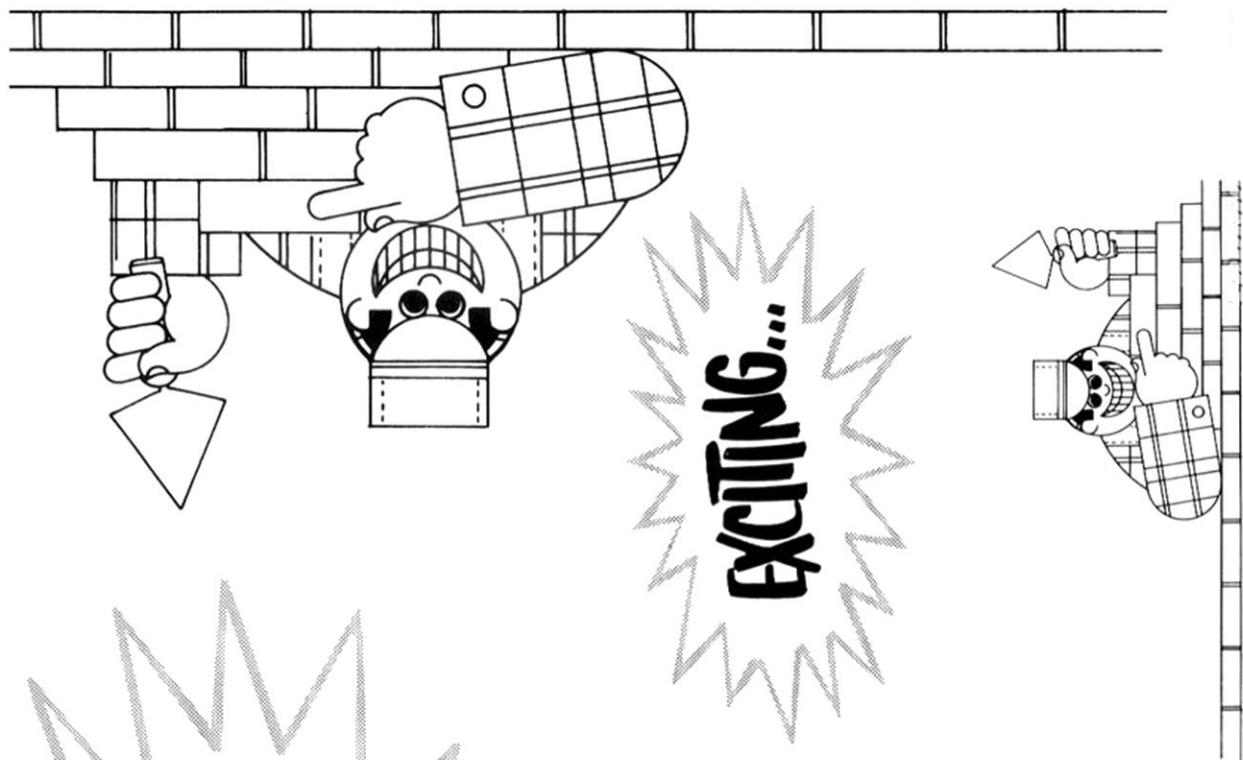
HARDER
WORKING

BETTER
LOOKING

EXCITING...

OUR ECONOLINE IS THE
NO. 1 VAN

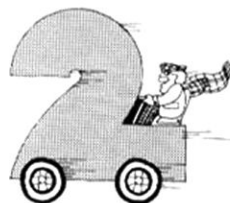
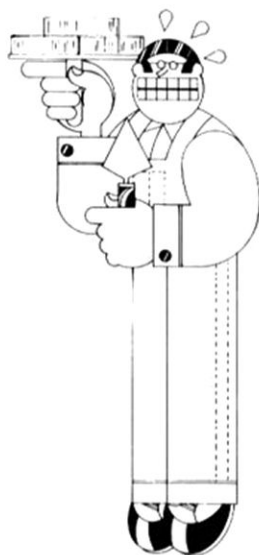
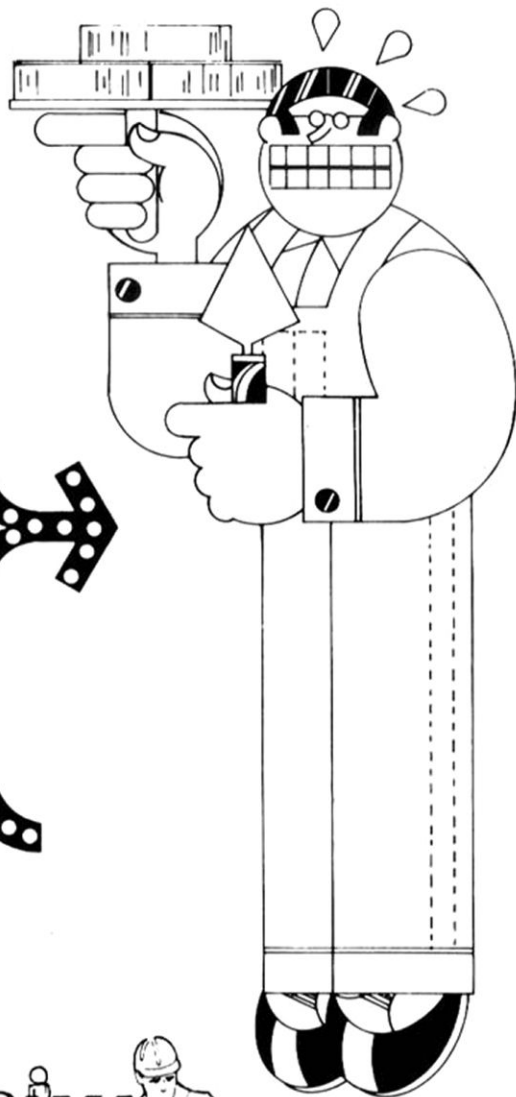
EXCITING...



PROVEN PERFORMER

PROVEN PERFORMER

WHY



1970 FORD TRUCK

Suggested Headlines and Feature Copy

1970 FORD PICKUPS

Work Like Trucks . . . Ride Like Cars

**See the new Ford Ranger XLT
Discover Luxury Pickup Driving**

**See America's Widest choice in
Pickups — see Dealer Name**

**Dual Purpose Pickups Work All Day —
Play All Night**

*4 Levels of luxury

*Exclusive Twin-I-Beam Front Suspension

*Flex-O-Matic Rear Suspension

*Wide choice of Special Models

Four levels of pickup luxury: Custom,
Sport Custom, Ranger and Ranger XLT

Ford pickups give you exclusive Twin-I-Beam
front suspension and Flex-O-Matic rear suspension
for a solid smooth ride — loaded or light.

Strong, functional design makes the
work easier and the trucks last longer.

Choose from four levels of luxury with
(dealer name) Ford Pickups . . . sound, dependable
vehicles for on-the-job performance.

Ranger XLT has new styling outside, luxury
interiors . . . better ideas all around like
exclusive Twin-I-Beam front suspension.

Ford Exclusive Twin-I-Beam front suspension
softens up the ride, toughens up the truck.

Five performance proven engines to choose
from . . . including the economical 302 V-8.

Five performance proven engines to
choose from . . . up to 390 cubic inches.

Get the roomiest cab interior in the industry
in your next pickup and get more comfort —
It doesn't cost more at (dealer name).

See Hometown Ford — Over 130 pickup
and chassis-cab models to choose from.

1970 FORD RANCHERO

**Go In Style . . . Go Ranchero by Ford
Ranchero . . . Makes Trucking A
Sporting Proposition**

**Ranchero, New Ultimate
In Personal Pickup Luxury**

**Luxury Pad — Ranchero Squire
Launching Pad — Ranchero GT**

*Country Squire Paneling

*429 Cobra Jet 4V Ram-Air V-8

*7 engine choices

*Select Shift Cruise-O-Matic

Performance Options:

*Tachometer

*4-on-the-floor with Hurst shifter

*High-back bucket seats

*Power front disc brakes

*Racing type mirrors

*Shaker hood scoop

*Heavy-duty suspension package

*Heavy-duty battery

*Extra cooling radiator

*Class II trailer towing package

The personal luxury pickup of the
Seventies — Ranchero.

Four levels of pickup luxury —
Ranchero, Ranchero 500,
Ranchero GT, Ranchero Squire

Action sized and styled outside with
almost 40 cubic feet of cargo space.

Better Ideas like Country Squire Paneling make
Ranchero the runaway leader in luxury pickups.

Whether your hauls are long distance or
1/4 mile trips — Ranchero takes you in style.

Pure power options make Ranchero and Ranchero
GT the hottest pickups on the road or track.

Front-running performance leader —
Ranchero GT

Ranchero — Hard working, high style pickup.



1970 FORD TRUCK

Suggested Headlines and Feature Copy

SPECIAL PACKAGES

Hard-Working Ford "Specials" . . . Complete Job-Fitted Pickups

Pickups To Fit Your Job

Be Job-Ready With Job-Fitted Ford Pickups

Ford Contractor Specials include:

- * Contractor Boxes with fold down, lockable doors — both sides
- * Sturdy rear step bumper
- * Dual Bright Western Long Arm Mirrors
- * Contractor Special Emblem

Ford Farm and Ranch Specials include:

- * Front and 9" high side cargo boards
- * Sturdy rear step bumper
- * Dual Bright Western Swing-lock Mirrors
- * "Farm and Ranch Special" emblem

Ford Heavy Duty Specials — loaded with extra strength equipment for tough loads

Six-Man Crew Cabs on F-250, F-350 and F-600 models give you two full width seats to hold 6 big men in comfort. Four big doors allow easy entry.

Take your crew and equipment in one vehicle — see (dealer name) about 6-man crew cabs, today.

Job fitted pickups make for time-saving, dollar-saving convenience.

Ford Econolines come job-fitted for almost every job — ask us today about your job needs.

For off-road ruggedness, we have 4-wheel drive pickups to get you there.

Ford 4-wheel drive pickups have the power and traction needed to come through on tough off-road work.

Ford F-350's are the hefty hauling, smooth riding way to speed deliveries or enjoy big camper-body recreation conveniences.

Choose the body style for your job from styleside, flareside, stake and platform or chassis cab.

Choose the truck for your job from Ford's long, strong line.

1970 FORD CAMPERS

Ford Camper Specials . . . The Finest Foundation On Wheels

* F-250 and F-350 Camper Special models available

* Twin-I-Beam Front Suspension

* Flex-O-Matic rear suspension on

F-250 Camper Special

* Camper Convenience features:

Sliding rear window standard on F-250

Camper Special

Special wiring harness

25 gallon frame-mounted fuel tank option

Power front disc brakes option

Air conditioner option

Select-Shift Cruise-O-Matic option

110/120 v Electric Power Pak option

Full of better ideas like a sliding rear window for convenient communication between cab and camper. Ask us about the other features of Ford Campers.

Available in a broad range of luxury levels from Custom to Ranger XLT.

Ford Camper Specials give you exclusive Twin-I-Beam front suspension for a smooth comfortable ride . . . a pleasure on long distance trips.

Ford F-250 Camper Specials will carry popular 10½ foot pickup or chassis-mounted campers.

All F-250's have exclusive Flex-O-Matic leaf-spring rear suspension.

King-size campers fun goes best on F-350 Camper Specials. All the power you need for safe, care-free camping.

1970 FORD TRUCK

Suggested Headlines and Feature Copy

1970 FORD BRONCO

Ford Bronco — The Rugged, Adventure-some Breed of 4-Wheeler

Ford Bronco — Takes You Anywhere Business Calls

Ford Bronco Wagon — Breaks Trails For Backwoods Fun and Profit

Tough 4-Wheelers Designed For Off-Road Ruggedness

Break Loose With Ford Bronco Takes The Toughest Trails For Business Or Pleasure

Go Where Your Business Demands — In a Ford Bronco

Free Wheeling 4-Wheelers Beat Backwoods Barriers With Ford Bronco

*4-Wheel drive

*170 cu. in. six standard

*302 cu. in. V-8 option

*Special carburetor and fuel pump for steep grades

*6000 mile maintenance schedule

*Pickup or wagon models plus special sport models

*Bucket seat option

Exclusive Ford Mono Beam suspension makes for a smooth ride on the highway or rough trail.

Bronco takes to the hills like a mountain goat. It's wide track axles are designed to ride the slopes and take quick turns naturally.

Whether you're cutting cross country for a holiday or working backwoods sites, Bronco gets you there — fast and comfortable.

Install power take-off, winch, battery cables and Bronco becomes an emergency tow truck.

Available snow plow converts Bronco to a snow remover in no time at all.

True-track design gives you "identical track" front and rear axles for trail breaking ease.

Bronco turns in a 33.6 foot circle — sharper than anything in its class.

1970 FORD MEDIUM HEAVIES

Go Ford Conventionals For Full-Cab Economy Plus Short Cab Maneuverability

There's Big Man-Sized Room in Ford Medium/Heavy Conventionals.

Wide-track front axles let Ford wheels turn as sharp as 44° for a turning circle smaller than some short-cab trucks.

Don't sacrifice cab comfort and service ease for maneuverability—Ford's F-Series gives you all three.

Rugged looking and rugged working Ford Medium/Heavies are designed for maximum payloads.

Ford Medium/Heavies are known for outstanding operating economy. Their built-in stamina is the reason.

All-welded cab construction give Ford Medium/Heavies built-in durability and stamina. Broad hoods and roomy engine compartments make it easy to maintain Ford F-Series Medium/Heavies.



1970 FORD TRUCK

Suggested Headlines and Feature Copy

1970 FORD ECONOLINE VANS

BETTER IDEAS MAKE FORD VANS BETTER VALUES

#1 IN SALES BECAUSE THEY'RE #1 IN SATISFACTION

*23% more clear cargo space than other vans.

*Up to 1300 lbs. more payload than other vans.

*3 job tailored series

*Outside front service center

*Twin-I-Beam front suspension

*Driver walk-through to rear

*Wide-stance handling

*Easy entry

*Optional 302 cubic-inch V-8

*Job fitted interiors to fit your specifications

More load space means more profit to you.

Ford Econoline's forward engine location gives you more clear deck space. This means more cargo space for you. This and other better idea features make Ford Vans your best buy. Ask us about the other built-in better ideas at Hometown.

Exclusive Twin-I-Beam Front Suspension smooths out the ride—you'll feel like you're riding in a car, drives as easy as one too.

Name your job and Ford Econolines can be fitted out to fill the bill. Even insulated models available for perishable cargo like flowers or food.

Schools find the Econoline ideal for special student transportation problems. They can be modified to carry up to 18 pupils.

Short-turn maneuverability makes city driving easier.

The regular E-100 vans turns in a 40' diameter curb-to-curb circle. E-100 Supervans make it in 45.1 feet. Come try it at Hometown.

1970 FORD CLUB WAGONS

Family-Size Fun . . .

Lady Like Driving Manners!

Now! A Club Wagon

Even The Gals Love To Drive

Family Wagons Fit For A Lady

Wagons For People On The Move

Club Room Or Fun Room On Wheels

*Ford Exclusive Twin-I-Beam Front Suspension

*Choice of 2 body lengths

*Choice of 2 wheel bases

*Outside Front Service Center

*4 Seating Arrangements

*Driver Aisle to passenger area

Camper Conversion — Mini-Home on wheels — Sleep up to six.

Ford Cub Wagons — Seat up to 12.

Outside service center makes it easy to service.

Easy to handle simple to park plus car like comfort make it a pleasure for the busy housewife.

3 Great levels of luxury interior furnishings with 4 convenient seating plans.

Big Ford "Club Room" gives you twice the room of conventional wagons.