

TAKE MY ADVICE...

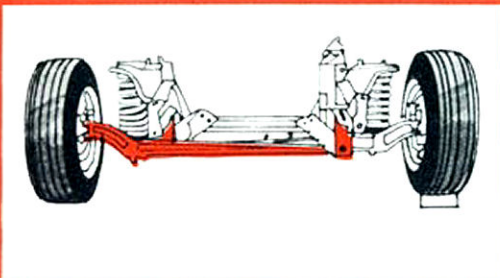


"BE SURE TO SEE THE GREAT FORD PICKUPS FOR 1970"

Bobby Jull

Each 1970 Ford Pickup gives you unsurpassed excellence in styling and performance, with durability and dependability built in. Hoods have double-wall sections for extra rigidity. Stylesides have all-steel bodies with double-wall tailgate and side panels for superior strength. Three basic series available — F-100, F-250, and F-350 with maximum GVW ratings of 5,000, 7,500 and 10,000 lb. respectively.

CHECK THESE EXCLUSIVE FEATURES



TWIN-I-BEAM FRONT SUSPENSION

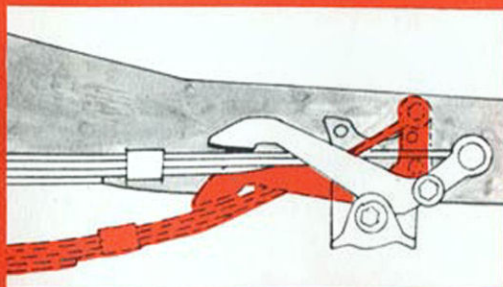
A Ford exclusive! Two front axles, each cushioned by a coil spring, allow each wheel to roll over bumps independently. Each front axle is a forged I-Beam that's held in place by a rugged I-Beam radius rod to control alignment. This unique suspension absorbs the jolts and bumps of rough roads and provides smooth stability on the highway.



RANGER XLT Top of the Ford pickup line sets new standards of excellence in looks and performance.

CHOICE OF FOUR MODELS

RANGER XLT • RANGER • SPORT CUSTOM • CUSTOM
WORK LIKE TRUCKS—RIDE LIKE CARS.



FLEX-O-MATIC REAR SUSPENSION

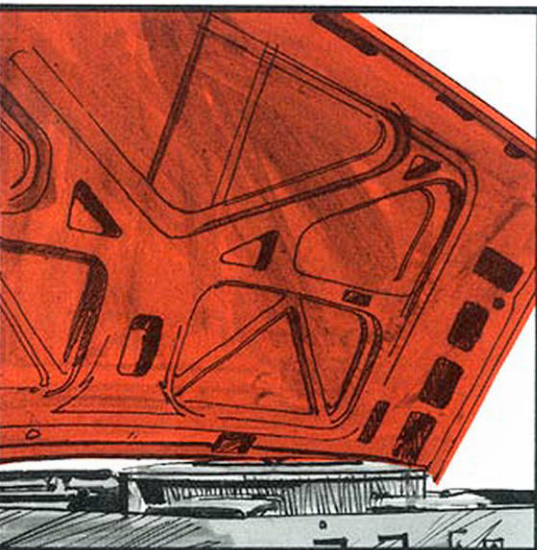
Flex-O-Matic Rear Suspension automatically adjusts spring stiffness for varying loads. When the pickup is empty, Flex-O-Matic provides a long, supple spring to cushion the ride. Under load, a compensation shackle pivots into action to shorten the spring's effective length. Result is a shorter, stiffer spring as the load gets heavier. Flex-O-Matic is standard on F-250, optional on F-100.

AND SEE THESE OTHER BETTER IDEAS

MORE BETTER IDEAS

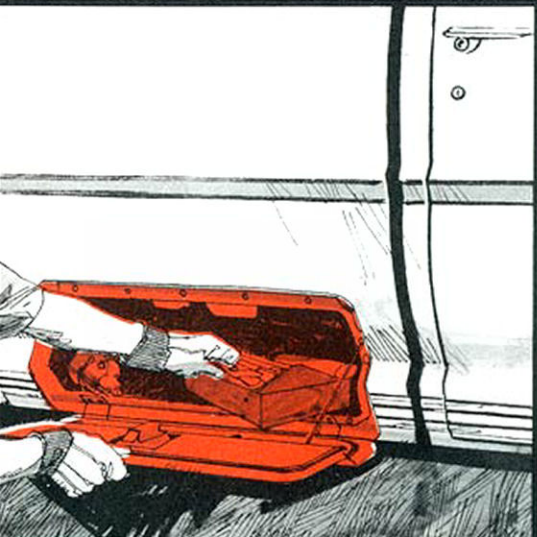
WHEREVER YOU LOOK

Only Ford gives you consistently Better Ideas in trucks year after year. This year, Ford's Better Ideas are better than ever. Here are a few examples.



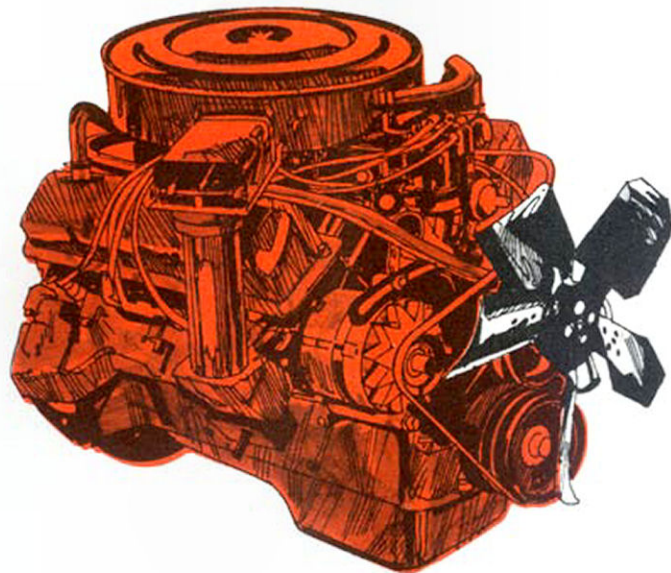
DOUBLE-WALL HOOD

One of the ways Ford makes sure their trucks are tough and durable: hoods have double wall sections for extra rigidity. Styleside pickups also have all-steel bodies with double-wall side panels for optimum strength.



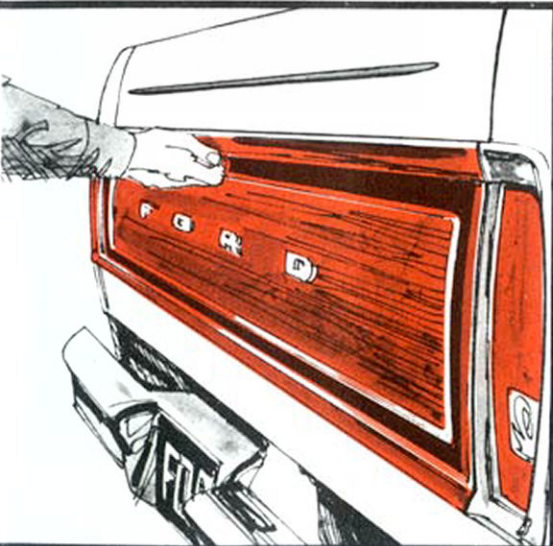
TOOL STORAGE BOX

Another Ford exclusive! The optional tool storage box for 8 ft. Stylesides is located in right pickup box skirt. Has a flush-mounted door with lock for safe, easy-to-reach storage.



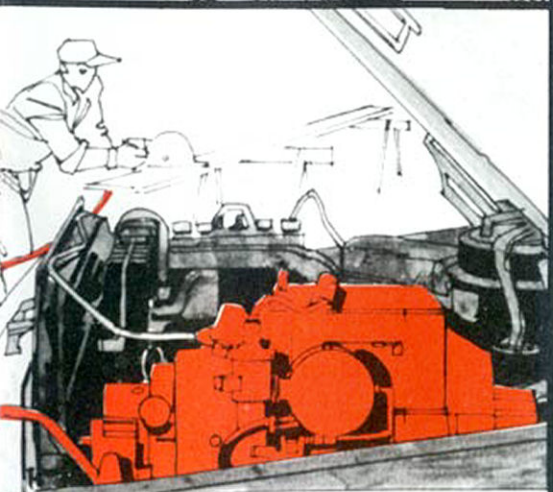
NEW 302 V-8 ENGINE

The Ford V-8 performance line-up starts with the low-cost 302 cu. in. V-8 (F-100) that's extra easy on gas. The 302 cu. in. V-8, like all Ford V-8's is a proven performance leader that provides sure pulling power and spirited response when you want it.



ONE-HAND TAILGATE

Styleside one-hand tailgate is another Better Idea from Ford. It's sturdy enough to support a ton, while convenient centre latch allows one-hand opening of the tailgate. Steel support straps hold tailgate in open position.



ELECTRIC POWER PACK

Provides regular household current (110/120 volts) for your electric tools right on the job site. This underhood 2500-watt generator set is driven by its own one-cylinder 5½ hp. air-cooled engine. An indispensable idea for power tools and camping!



**"AND THAT'S NOT ALL-
THERE'S A FULL
RANGE OF FORD
ECONOLINE VANS
FOR 1970 TOO."**

Bobby Jull

Ford Econolines outsell all other vans — and for a very simple reason. Because their better ideas make them the best value. Econolines can do more for your business than any other van. They give you extra-large cargo area with more payload capacity. Econolines come in three job-tailored series with maximum GVW ratings of 4,500 to 7,600 pounds.



WIDE-STANCE HANDLING STABILITY

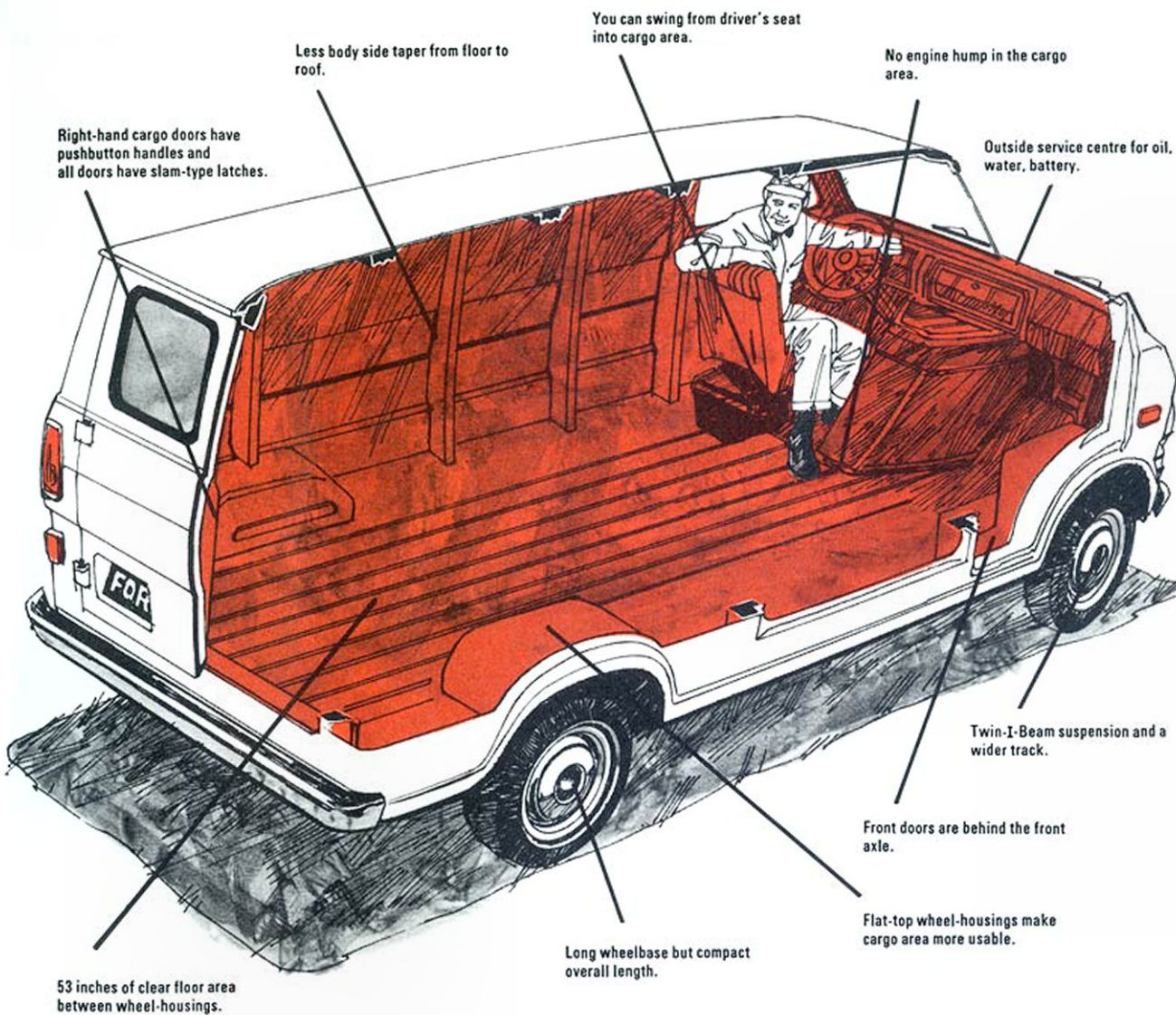
Econoline's wide stance leaves you steady as a rock even in a nasty crosswind. Front and rear tread widths of over 5½ feet provide a new kind of road stability for lighter-duty vans. In addition, in city traffic, Econoline vans manoeuvre quickly and easily.



OUTSIDE SERVICE CENTRE

This great idea simplifies checking fluid levels in radiator, battery, brake master cylinder and windshield washer reservoir. Oil dipstick, filler pipe, voltage regulator and windshield wiper motor also are located in the service centre.

CHECK THESE BETTER IDEA FEATURES...



**FORD ECONOLINES OUTSELL
ALL OTHER VANS**

POSTES CANADA POSTAGE

4¢

170

LONDON

BULK



*“Take my advice
and see your
Mercury dealer
today!”*

