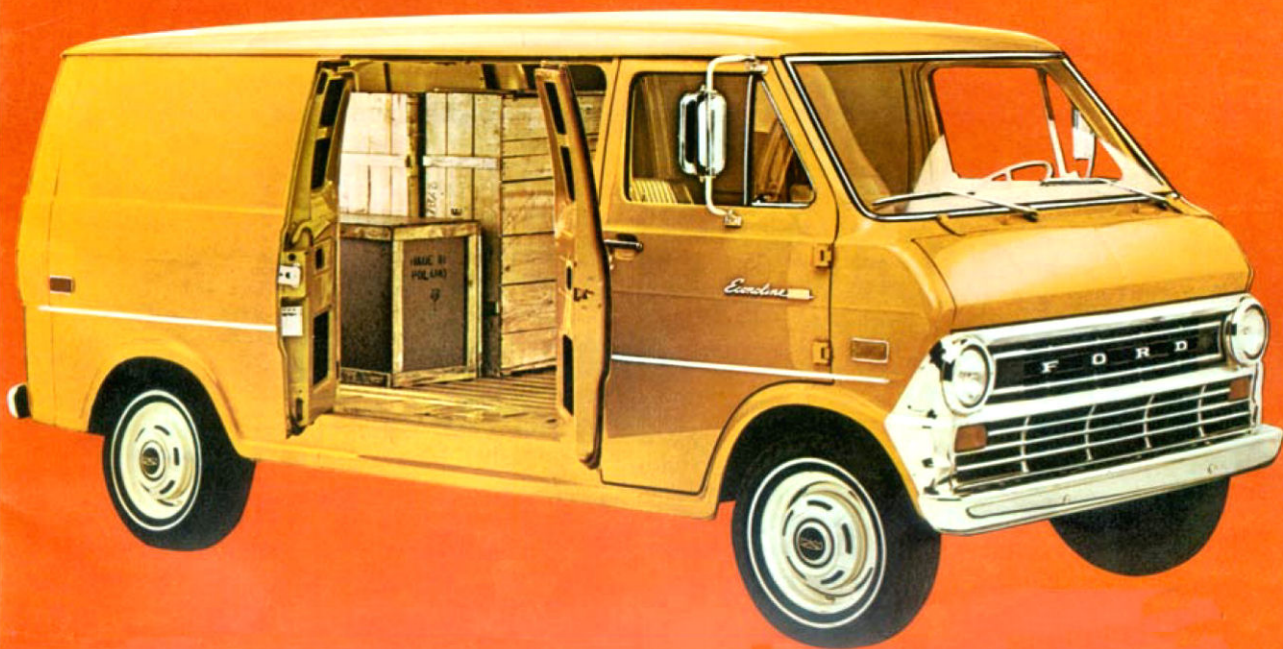
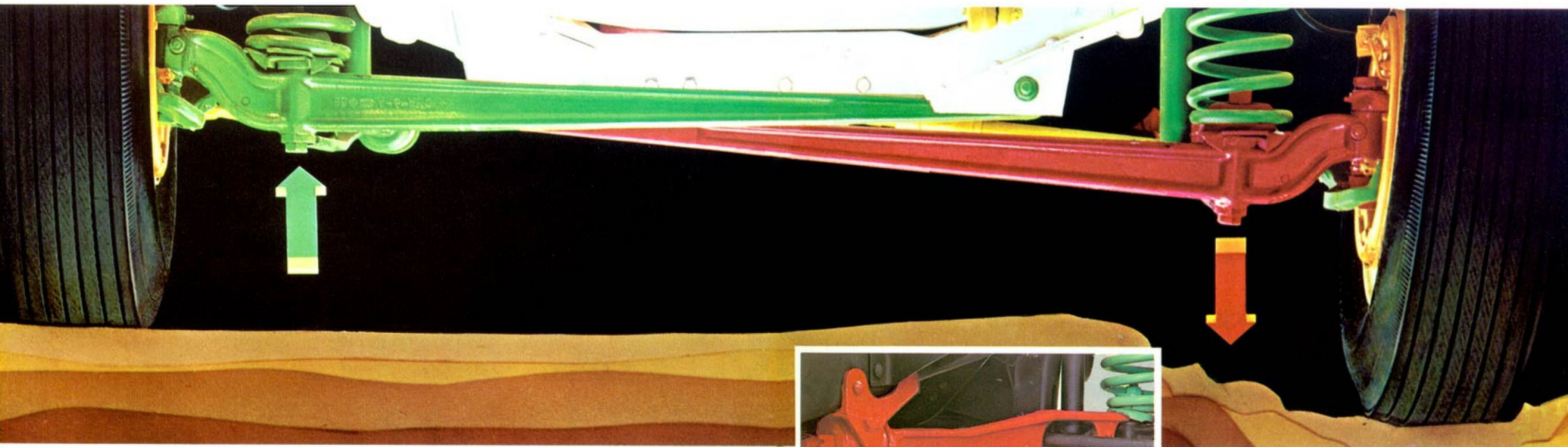




**What can Ford Pickups and Vans
give you that
no other trucks can?**



Ford's exclusive Twin-I-Beam front suspension.



Consider these benefits:

STRENGTH AND DURABILITY

Twin-I-Beam front suspension is built strong to stand up to tough treatment. Here's Why—It's a fact that forged steel I-beams make the strongest front axles. That's why all the big trucks use them.

Ford uses forged steel I-beams for its radius rods and its twin moving axles. We call it Twin-I-Beam and only Ford has it.

When the steel forgings in Ford's front suspension are weighed against the light, car-type stampings of our closest competitor you can



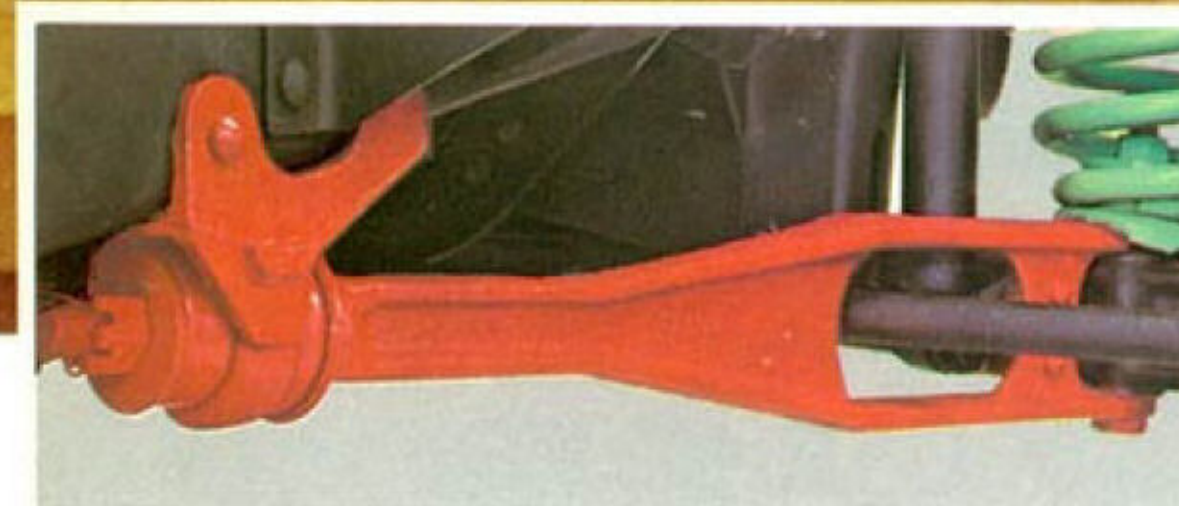
see which pickup has the built-in strength.

Ford's exclusive Twin-I-Beam is tough. But, it's soft on people! When you buy a Ford pickup or Econoline Van you don't have to sacrifice an ounce of truck strength to get a car-like ride.

RIDE AND COMFORT

Twin-I-Beam front suspension gives you a smooth, comfortable riding cab with reduced noise level. Here's Why—The two husky forged steel I-Beam front axles work independently to allow wheels to step over bumps with a minimum of "rocking" or "bounce" in the cab. A big bump at one wheel leaves the other wheel unaffected. And coil springs soften the bumps.

The two solid, forged steel I-Beam radius rods are separated from the frame by flexible butyl rubber bushings. These bushings cushion the road shocks before they reach the driver, reducing



FORGED RADIUS RODS.

vibration and noise. Ford's Twin-I-Beam suspension makes sure you get a smooth, comfortable ride.

STEERING AND HANDLING

Twin-I-Beam front suspension makes a difference . . . with reduced steering effort, positive handling and an outstandingly level ride in sharp cornering (reduced sway) and sudden stops (reduced 'nose-dive'). Here's Why—The angle and positioning of the axles resist side-sway. So in sharp corners the tire lean, front end dip and sway are reduced. The radius rods align the axle assembly and reduce 'nose-dive'. This makes for good stability and easier handling.

SIMPLICITY AND MAINTENANCE EASE

Twin-I-Beam front suspension reduces maintenance costs and down time. Here's Why—When it comes to wheel alignment the Twin-I-Beam is simple. Normally, it is only necessary to adjust 'toe'.

The forged I-Beam radius rods anchor the wheel alignment. Caster and camber adjustments are not usually required because they are built in and permanently set at the factory.

Friction points that require periodic lubrication have been kept to a minimum and made easily accessible. All better ideas to reduce your maintenance costs and down time.

When you're buying a truck, make sure you get a truck suspension.

Bronco Wagon



Ranchero GT



F-250 Camper Special

**Get a second car
that can do the things
your first car can't.**

