

@ 600
T 88
R 2224

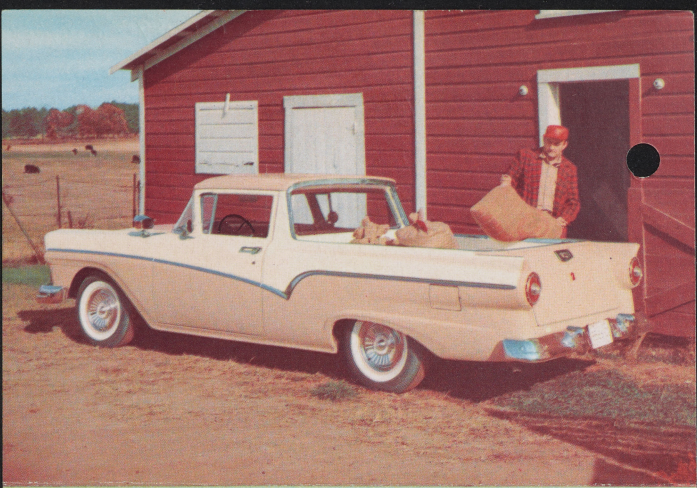
2912
1

50m

RANCHERO

F-100
Styleside
PICKUP

PANEL



"A Truck That's More Than A Truck"

- Design that's comparable to today's car.
- Unchallenged rideability and handling ease.

Exclusive Features Not Offered by Competition at Any Price:

- Suspended pedals.
- Ball Joint suspension.
- Short stroke design in both the V-8 and 6-cylinder engines.
- Styleside body with easier over-the-side loading.
- Recessed taillights.

"Vocational Application—Unlimited"

- | | | |
|----------------|----------------------|---------------------|
| 1. Farmers | 4. Service Stations | 7. Hardware Dealers |
| 2. Landscapers | 5. Ranchers | |
| 3. Contractors | 6. Appliance Dealers | |



These Exclusive Features Are

STANDARD ON FORD

STYLESIDE BODY—A new concept in pickup bodies with modern styling matching and following the contours of cab. All-welded construction for greater strength and rigidity—the body is full cab width and has wrap-around construction at the rear for added strength. Space capacity has been increased to as much as 80.21 cu. ft.—handles bulkier loads with ease. The Styleside body is now available on the F-100, F-250 pickups in 6½' and 8' lengths, and 9' lengths on the F-350 series—Standard equipment . . . A Ford exclusive. Note: Flareside body with wood floor available as an option at no extra cost.

RECESSED TAILLIGHT—Now incorporated in all new Styleside bodies minimizes chance of damage or breakage . . . another Ford exclusive as standard equipment, converted readily to Class "A" Turn Signal.

HYDRAULIC CLUTCH—Eliminates clutch chatter by hydraulically cushioning clutch action . . . Provides smoother shifting.

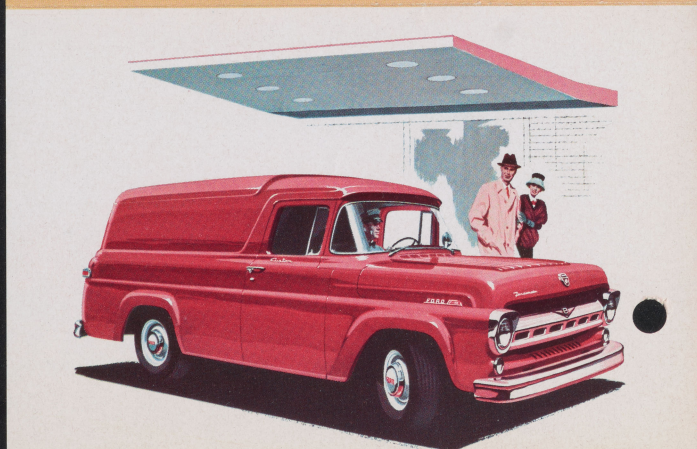
SUSPENDED PEDALS—Makes possible lower seating, more natural positive leg action, more leg room, eliminates holes in the floor and helps keep cab free from dust and road fumes, resulting in greater over-all comfort for driver and passengers.

ENGINE—The only modern short-stroke 6-cylinder engine in its field. Ford's short-stroke design reduces internal friction and engine wear—puts more of the engine power to work economically . . . 139 HP, seven more than V-8 Pickups had two years ago.

SUPERIOR RIDE—Increases comfort with longer and wider springs with fewer leaves for less inter-leaf friction . . . resulting in greater spring resiliency and increased driver comfort.

WIDEST STANDARD REAR WINDOW—Provides greater visibility and safety.

FORD STYLESIDE BODY . . . BIGGER . . . ROOMIER . . . AT NO EXTRA COST



FORD F-100 PANEL

Better Load Carrying Ability—Lower curb weight means more payload capacity. F-100 Panels can carry 200 lbs. more than the comparable Chevrolet.

Greater Axle Capacity Means Greater Strength and Durability—F-100 Panel has 400 lbs. more capacity than Chevrolet.

Better Performance—Short stroke design means more 6-cylinder economy and durability • 16 more Horsepower—10 ft. lbs. more torque—mean more useable V-8 Power and Performance.

Better Ride—Bigger springs mean more driver comfort. • F-100 Panel springs are longer than Chevrolet Panels, resulting in less road shock and more driver comfort.

Exclusives—Hydraulic clutch • Suspended pedals.

Greater Serviceability—Ford's hood opening is 22" wider than Chevrolet's • Ford's hood opening from top to ground is 4" less than Chevrolet's.