

HOW TO BUILD A PICKUP TRUCK

TO FIT YOUR
VOCATION

FORD...THE PICKUP THAT'S BUILT LIKE THE BIG TRUCKS

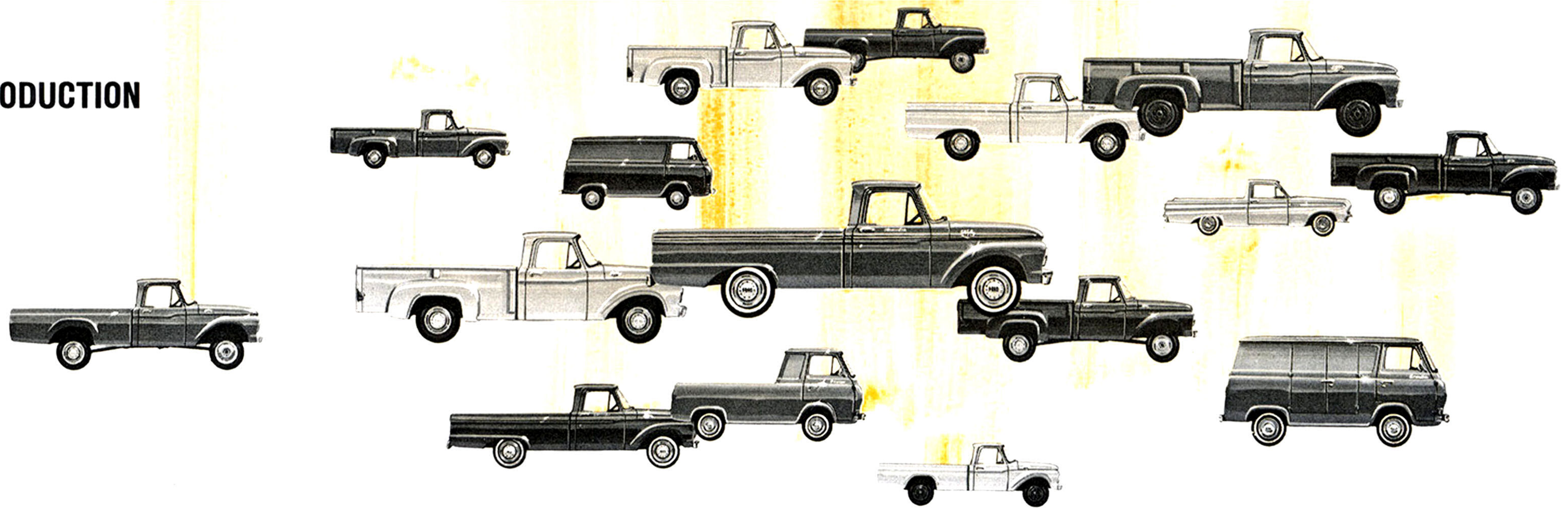
TABLE OF CONTENTS

Introduction	3
Features	4
Contractors	6
Maintenance	7
Repairs & Replacement	8
Household & Commercial Moving	9
Road Services	10
Farm & Ranch	11
Ranchero	12
Econoline	13
4-Wheel Drive	14
Recreation	15
Body and Chassis Selection	16
Options and Accessories	18

IMPORTANT—Only 1964 Ford Trucks are illustrated . . . to show available models, features and options. Owner testimonials are based on their experiences with earlier model Ford Trucks. Improvements made in 1964 Ford Trucks offer you even greater performance.

**QUALITY BUILT TO WORK
HARDER...TO LAST LONGER**

INTRODUCTION



BUILD YOUR TRUCK TO FIT YOUR JOB—The best way to select the right truck to fit your own specific business requirements is to *professionally match Ford's wide range of models, chassis, power and optional equipment to the job at hand . . .*

The Ford Truck that is built to *your* requirements will keep proving its professionalism in those many ways that spell profit—*through continuous performance.*

DON'T LET THE SIZE FOOL YOU—Ford pickups may not be as big as the big ones, but they're just as tough and ready to handle the jobs they're built for. Built-in "Big Truck" features in Ford pickups spell out greater economy, durability and operating reliability . . . and they're smartly styled and more comfortable than ever.

Ford engineering advancements provide big-truck type axles, frames, springs, transmissions, engines and many other extras that make these "Little Giants" ideal for fleet or single owner use in a wide variety of business applications. Ford pickups are engineered for efficiency and *built to last.*

BUT to make these developments pay off for YOUR business—you *must* make the RIGHT selection—from available options—to fit your own specific job requirements. Selecting the right truck for YOUR INDIVIDUAL BUSINESS can only result in ultimate satisfaction with the purchase you make.

FITTING THE RIGHT TRUCK TO YOUR JOB IS NOT A MATTER OF MONEY SPENT—BUT OF MONEY WISELY INVESTED

Choose the *one* pickup model that fits *your* needs best:

- | | |
|---|---|
| ■ ½ or ¾ Ton | ■ Short-Stroke 223 Economy Six, 262 Six, or 292 V-8 Power |
| ■ 114" or 128" Wheelbase | ■ Standard or Heavy-Duty Springs |
| ■ 6½-foot or 8-foot Body | ■ Standard, Automatic or Heavy-Duty Transmission |
| ■ Single-Wall or Double-Wall Box Construction | ■ Standard or Custom Cab |
| ■ 2-Wheel or 4-Wheel Drive | |

16 MODELS TO CHOOSE FROM... PLUS A WIDE SELECTION OF OPTIONAL EQUIPMENT



TAILOR YOUR TRUCK TO YOUR OWN JOB REQUIREMENTS

PICK THE RIGHT TRUCK FOR THE RIGHT PURPOSE

Fitting the right truck to a specific hauling operation is a comparatively simple job—if you follow a logical plan for selection of the various elements required to make up a well-balanced vehicle.

TO DO THE JOB RIGHT

First determine your basic requirements:

1. What will the truck be used for?
2. Under what operating conditions?

What type of load?

- Size, maximum dimensions and weight determine the model, the power and the type of equipment required for the job.

What type of haul?

- Length of haul, trips per day, miles per day, maximum speed under full load and average speed required also must be considered.

What type of terrain?

- Level, rolling, hilly or mountainous.

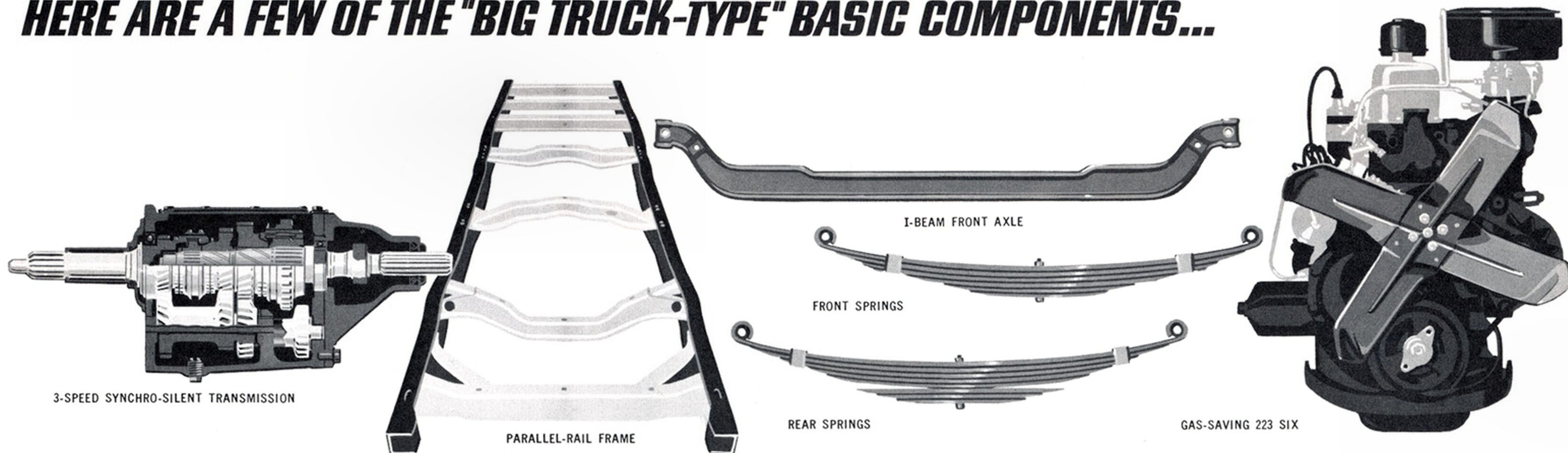
What type of operation?

- City, intercity, off-highway or on-off highway.

What restrictive laws or unusual driving conditions? Only after you have answered these questions, can you logically select:

- | | |
|-------------|---------------------------|
| ■ Model | ■ Clutch |
| ■ Wheelbase | ■ Transmission |
| ■ Box Size | ■ Springs and Tires |
| ■ Engine | ■ Options and Accessories |
| ■ Axle | |

HERE ARE A FEW OF THE "BIG TRUCK-TYPE" BASIC COMPONENTS...



I-BEAM FRONT AXLE—Rugged I-beam front axles resist twist and road shock. They maintain front-end stability over the roughest roads, keeping tires tracking true and increasing tire life. **FRONT AND REAR SPRINGS**—"Big Truck Type" wide-span front springs—with low deflection rates—and two-stage rear springs used on Ford F-100 and F-250 Pickups are engineered to cushion the load and give efficient ride control . . . whether loaded or light. **PARALLEL-RAIL FRAME**—Just like the big trucks—Ford pickups use heavy-gauge parallel-rail frames with both channel- and jaw-type flanged "U" crossmembers for greatest resistance to twisting. **3-SPEED SYNCHRO-SILENT TRANSMISSION**—For greater ease in shifting, low gear is fully synchronized along with second and high. Now you can downshift into low without clashing gears—while still moving forward. **GAS-SAVING 223 SIX**—Bore and Stroke—3.625" x 3.60"; Displacement—223 cu. in.; Max. Gross HP*—135 @ 4000 RPM; Max. Gross Torque—200 lbs-ft @ 1800-2400 RPM; Compression

*Manufacturer's Dynamometer Rating

Ratio—8.1 to 1. Ford F-100 trucks are built with the same kind of frames, springs, axles and engines you'll find in big trucks . . . to provide extra durability, extra reliability. They're solid and tough . . . for long-lasting performance and dependability. In fact, Ford's 24-month, 24,000-mile warranty* is a direct reflection of the *total quality* built into every 1964 light-duty Ford Truck.

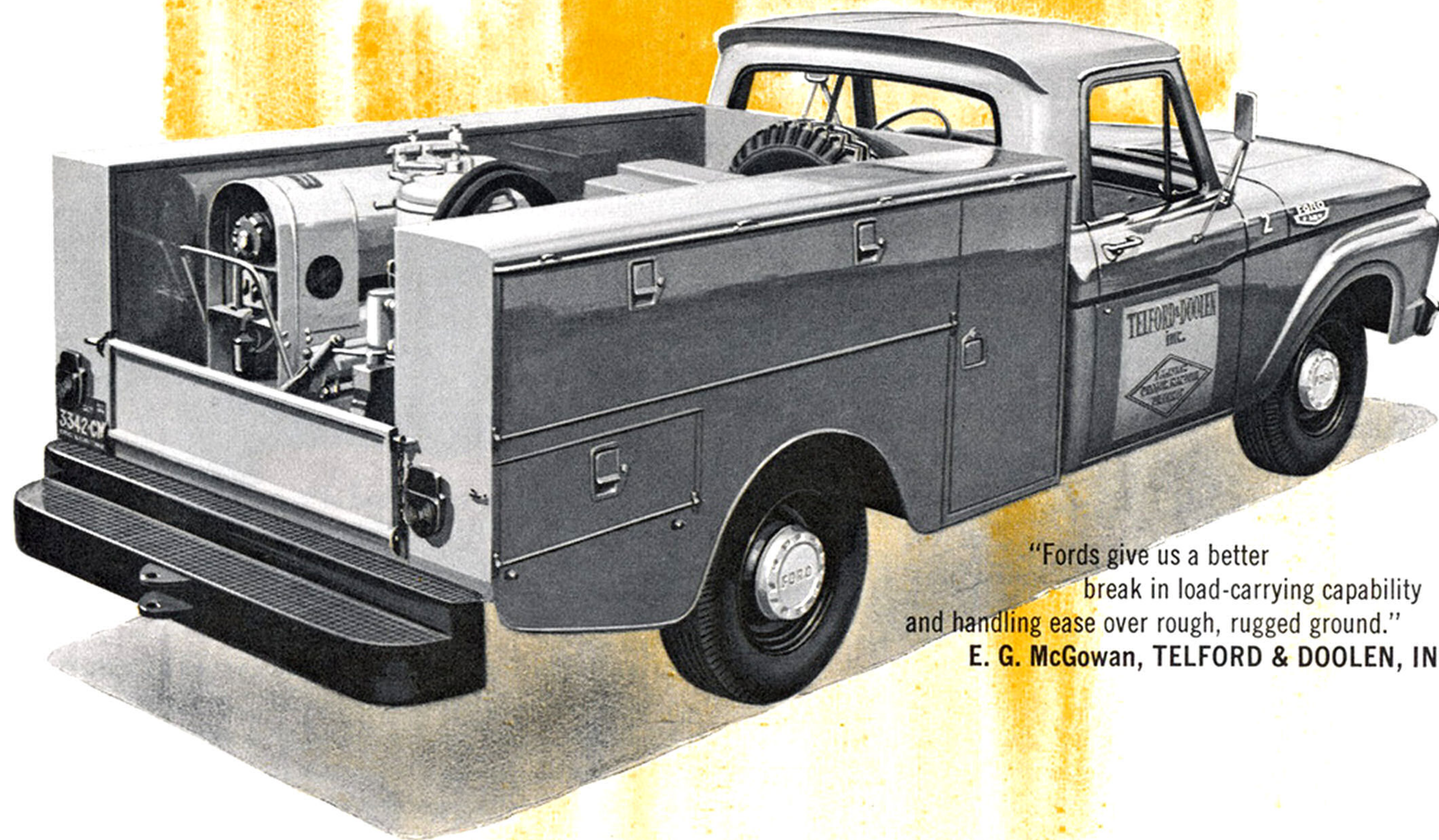
**Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services; routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items.*

NOW CHECK THE OPTIONAL ITEMS DETAILED ON PAGES 16-19

CONTRACTORS

Related Uses:

- Road Contractors
- Building and Excavating
- Heating and Plumbing
- Electrical Contractors
- General Contractors



"Fords give us a better
break in load-carrying capability
and handling ease over rough, rugged ground."
E. G. McGowan, TELFORD & DOOLEN, INC.

"KEEP 'EM ROLLING"...IS OUR BUSINESS

In road construction, *time* really is *money*—and when equipment is down—costs mount fast.

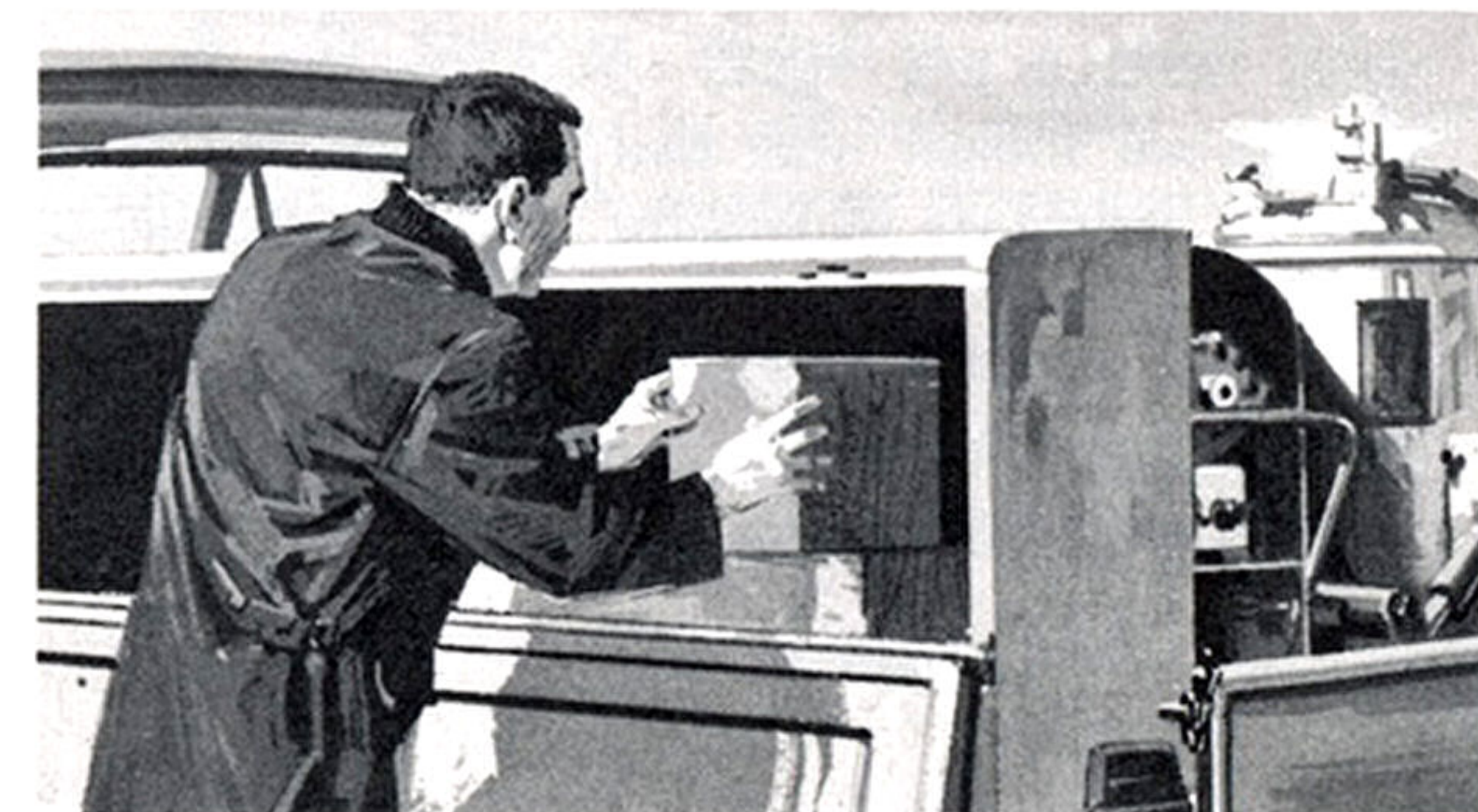
Since Telford & Doolen's service crews *must* keep construction equipment rolling—the trucks they use *must* function with *complete dependability*.

Their Ford F-250 chassis-cabs—mounted with special utility boxes—serve double duty on fast highway runs of several hundred miles, and on long stretches of unfinished roadbed still under construction . . . carrying shovel buckets, grader parts and other weighty objects.

E. G. McGowan, Service Manager, sums up the firm's need in very few words: "Our experience has shown that Fords give us much better breaks in load-carrying capability and handling ease over rough, rugged ground. They keep heavy, odd-sized loads particularly well balanced—in the roughest kind of use—and require only a minimum of maintenance."

Proof of the pudding is Telford & Doolen's service fleet of ten F-250's—some with many years of service.

Equipment Specifications: 128" Wheelbase • 160-hp V-8 Engine
• Heavy-Duty Springs • 6.50 x 16—6-Ply Tires • Fresh Air Heater
• Special Utility Body • Heavy-Duty Cruise-O-Matic Transmission

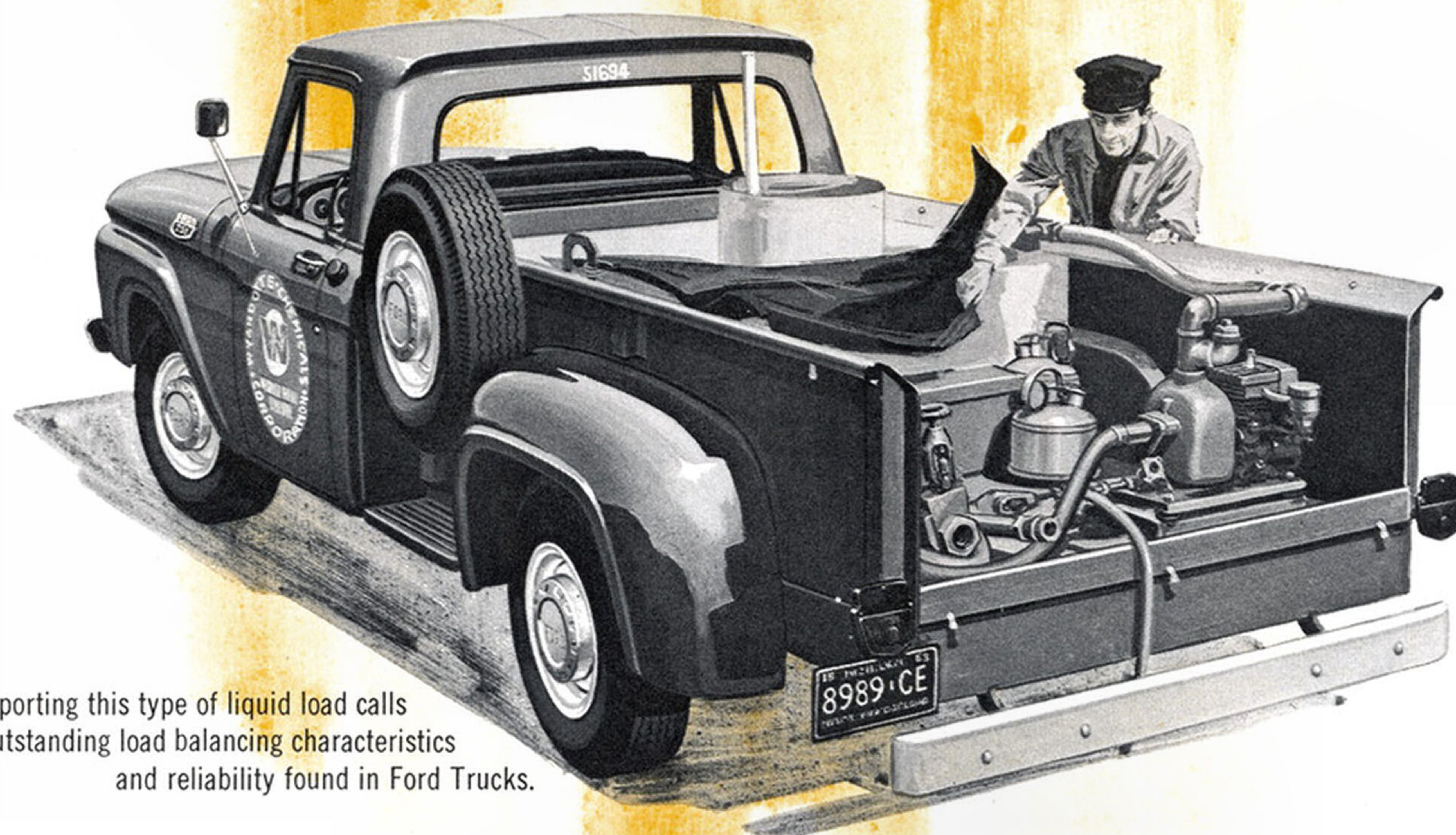


Special storage bin keeps stock of small items handy.

MAINTENANCE

Related Uses:

- In-Plant Maintenance
- Industrial Maintenance
- Building and Dock
- Highway and Railroad
- General Maintenance



Transporting this type of liquid load calls for the outstanding load balancing characteristics and reliability found in Ford Trucks.

MAINTENANCE... IN THE PROFESSIONAL MANNER

Maintenance of the huge coke ovens at the Industrial Chemicals Division of world-famous Wyandotte Chemicals Corporation is a job for professionals.

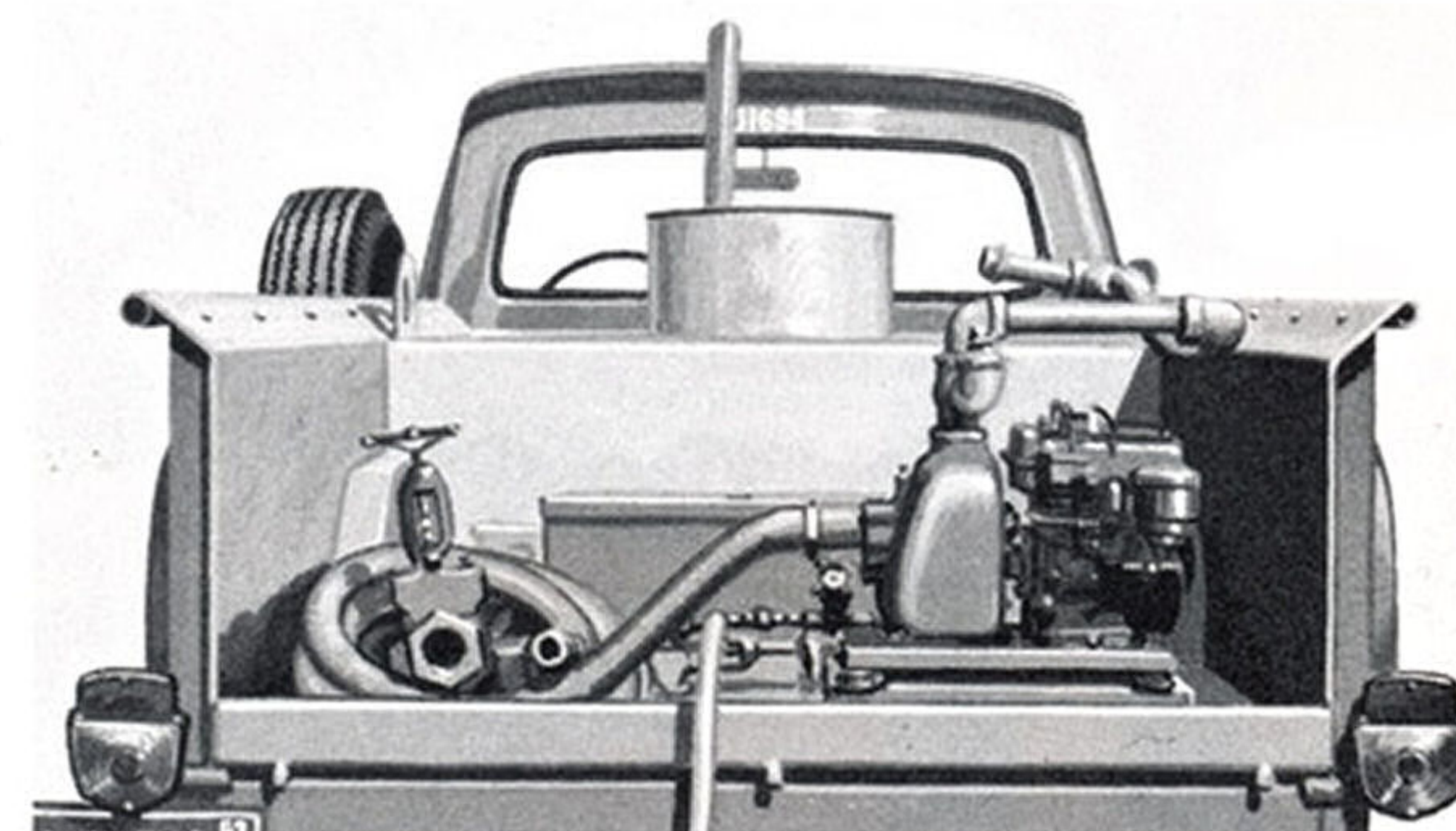
One of the specialized jobs performed by one unit of their Ford fleet is the constant servicing of 2½ miles of coke oven gas mainlines.

Their F-250 Ford Pickup makes a daily run—seven days a week—collecting coke drip condensation from catch basins located along the lines.

Special adaptations for the job in hand include a stainless steel, 32-cubic-foot drip tank—with overflow reservoir, set on a stainless steel floor pan. This pan, in turn, is set on a thick layer of undercoating to protect the truck floor from the corrosive effects of the impurities carried.

Among other service equipment, the pickup carries a small gasoline pump for pumping the condensation liquids—containing tars, residues and other impurities—from catch basins to the carrying tank and re-pumping it into the dumping area.

Equipment Specifications: 128" Wheelbase • 160-hp V-8 Engine • Heavy-Duty Springs • 7.00 x 16—6-Ply Tires • 4-Speed Transmission • Heavy-Duty Clutch



Special stainless steel tank and pump are built in to standard box.

REPAIRS AND REPLACEMENT

Related Uses:

- Glass
- Floors
- Walls and Ceilings
- Basements and Patios
- General Repair and Replacement

***HANDLE WITH CARE...
BUT GET IT THERE-FAST!***



"We picked Ford for handling ease, maneuverability, easy ride and driver comfort."
Maurice Dawes, HOWIE GLASS CO.



Floor-level tailgate serves as convenient work area.

In the glass replacement business, good customer service dictates the need for fast action and a wide selection of glass sizes ready for use at all times.

Howie Glass Co. built a special custom aluminum body (transferable to newer model pickups) on their F-100 Pickup body to carry a 600-lb. stock of standard items and keep it protected from the weather. Thermo-pane units ranging up to 61" x 90" require adequate room for two-man handling, as well as a safe and gentle ride.

Ford's standard floor-level tailgate opens out to permit use as a cutting table. Ladders are carried both inside and out.

As Maurice Dawes, the owner, says it: "We picked Ford for handling ease, maneuverability, easy ride and driver comfort. Maintenance costs are low and the paint and body hold up extremely well. We were so well satisfied with all-round Ford performance, we have now added a Ford Econoline Van to handle a few of our other load requirements."

Equipment Specifications: 128" Wheelbase • 160-hp V-8 Engine • Heavy-Duty Springs • 6.70 x 15—4-Ply Tires • Special Body • 3-Speed Transmission

Related Uses:

- Moving & Storage
- Office Equipment
- Machinery Supplies
- Home Furnishings
- General Hauling

READY ROOM... ALWAYS ON THE MOVE



"This Ford F-250 is a highly versatile, reliable and important unit of our moving van fleet."
John Gromosaik, HAMMEL MOVING & STORAGE, INC.



Plenty of room for bulky loads.

Overflow loads, short moves and cramped back-alley areas all pose a considerable problem for household and commercial movers in a metropolitan area. To overcome these problems—and provide a general all-round type of service—Hammel Moving and Storage, Inc., converted their Ford F-250 Pickup to small van utility use.

Onto the standard pickup chassis they have added a specially constructed aluminum van body which gives them maximum load capacity for bulky goods, and provides plenty of working headroom for their men, while still retaining all the maneuverability and easy handling characteristics of a regular pickup truck. The body is so constructed that it can be removed for subsequent use on a later model unit.

John Gromosaik, Manager, comments: "This Ford F-250 has proved exceptionally useful in moving all types of loads—performing its job efficiently every day. It's a highly versatile, reliable and important unit of our 18-trailer moving van fleet."

Equipment Specifications: 128" Wheelbase • 160-hp V-8 Engine
• 6.50 x 16—6-Ply Tires • Special Body • 3-Speed Transmission

ROAD SERVICES

Related Uses:

- Tire Service
- Engine Service
- Gas and Oil Service
- Tools and Equipment Service
- General Services



"When a call for road service comes across the desk,
you can bet our Ford Pickup gets there in a hurry."

J. M. Stivason, STUYVESANT CARTAGE, INC.

**KEEP THE BIG ONES ON THE MOVE...
WITH SERVICE, SERVICE, SERVICE**

When a trucking organization keeps 14 double-bottom steel trains moving on a 24-hour round-the-clock schedule—there is bound to be a need for service.

Fulfilling this need is the job of Stuyvesant Cartage's sturdy, reliable Ford F-100 Pickup, used for both regular maintenance and tire repair service. The pickup carries five 150-lb. 10.00 x 20 tires as a normal stock load, in addition to a 640-lb. air compressor.

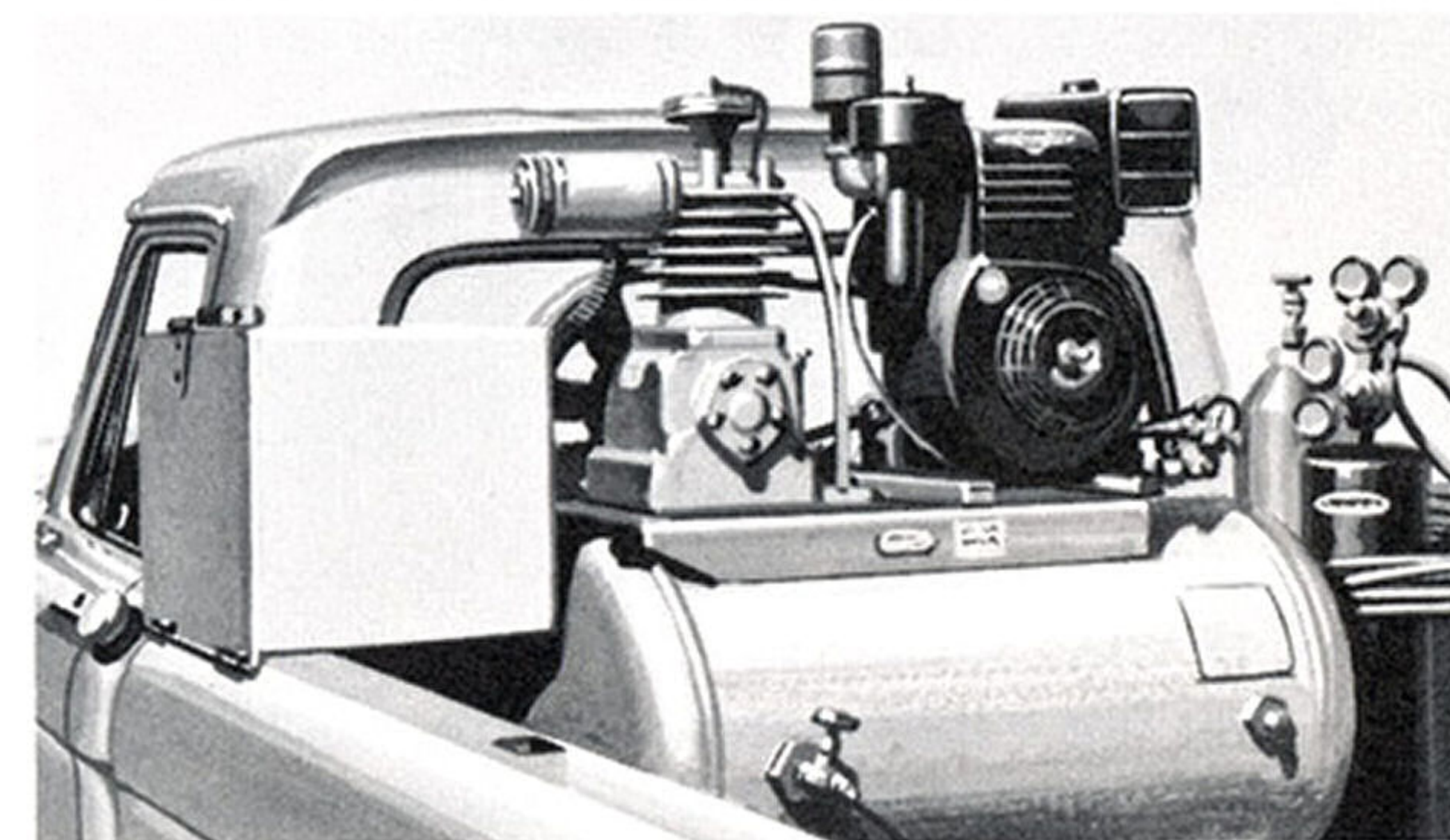
When a call for road service comes across the desk, you can bet this F-100 Pickup gets there in a hurry.

Stuyvesant Cartage, Inc. services a 150-mile territory, hauling steel from producers and processors to manufacturing plants throughout the area.

Any one of the 14 Stuyvesant Cartage double-trailer steel trains—all hauled by Ford F-1000 tandem axle tractors—mounts an impressive total of 38 wheels. This number—times 14 units—poses a considerable problem from any tire-maintenance viewpoint.

J. M. Stivason, President, is a firm believer in the reliability and low maintenance of his all-Ford fleet, as verified by 17 years of continuous experience.

Equipment Specifications: 128" Wheelbase • 135-hp Six Engine
• 6.70 x 15—4-Ply Tires • 3-Speed Transmission



Air compressor and five 150-lb. tires are standard load.



"This sturdy Ford F-250 Pickup runs off the road as much as on—earning its keep in a great many ways."
Ivan Bolgos, BOLGOS DAIRY

HANDY HELPER... DOWN ON THE FARM

There's plenty of work for a pickup on a dairy farm handling 400 head of cattle, hogs and 700 acres of wheat and corn.

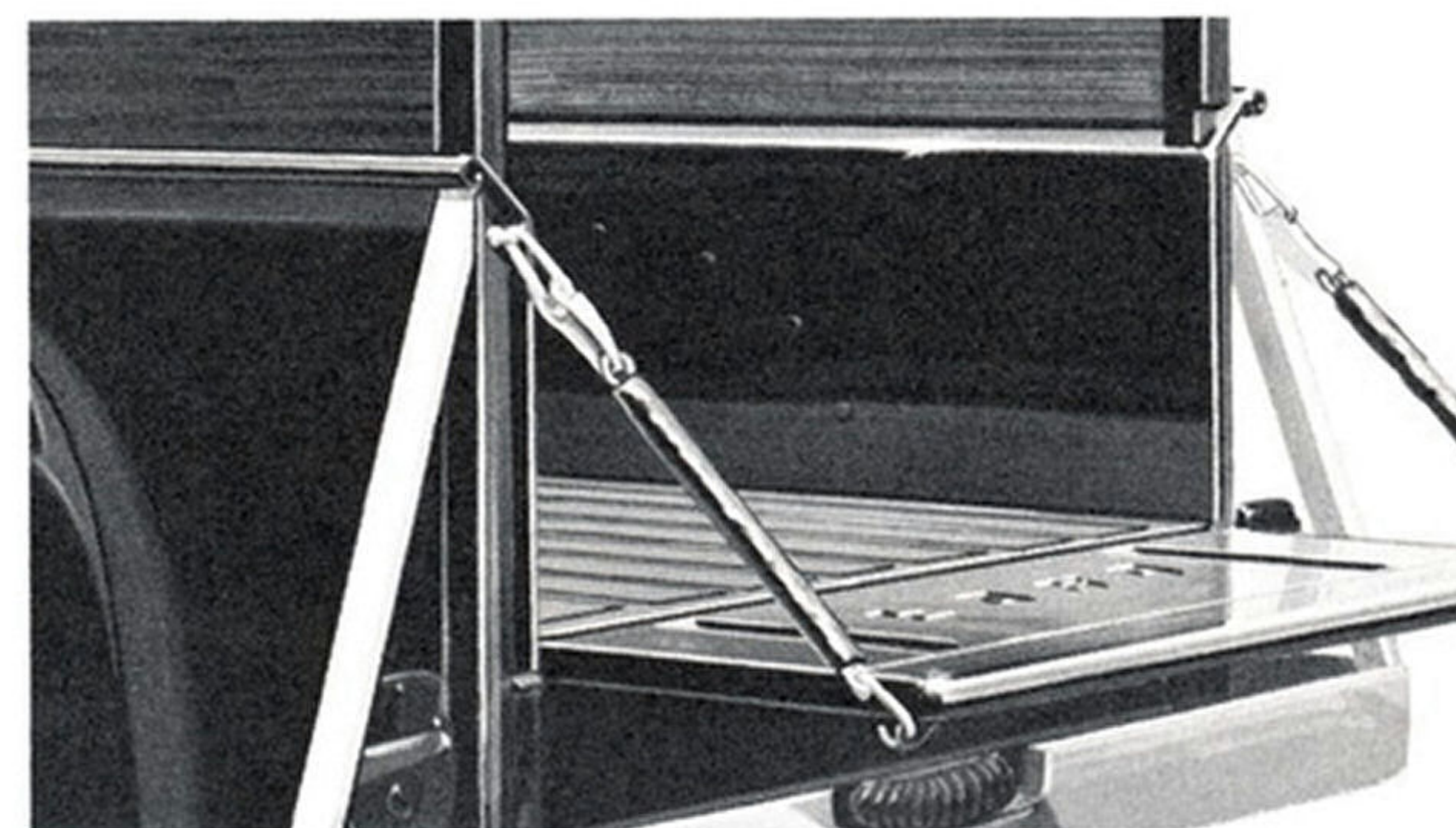
Mr. Ivan Bolgos of Bolgos Dairy finds his Ford F-250 Pickup a necessity to have around. His sturdy truck runs off the road as much as on—earning its keep in a great many ways . . . hauling heavy loads from farm to farm, and from farm to market.

In addition to general farm utility work and routine business runs—the pickup makes many trips to market—hauling hay, cash crops, feeder pigs and cattle.

Mr. Bolgos states that, "For this type of job, the F-250 is just right. Its maneuverability and easy handling are essential to livestock handling and the trucking of high, well-balanced loads of baled hay."

On the Bolgos Dairy Farm, the Ford F-250 Pickup's durability, reliability, economy and low maintenance really score heavily—every day of the week—every season of the year.

Equipment Specifications: 128" Wheelbase • 160-hp V-8 Engine
• Heavy-Duty Springs • 6.50 x 16—6-Ply Tires • 4-Speed Transmission



Floor-level tailgate makes loading easier.

UTILITY

Related Uses:

- Tool and Die Companies
- Landscape and Gardening
- Farming and Ranching
- Architects
- General Delivery



"Our Falcon Ranchero is an ideal vehicle
from the standpoint of convenience,
appearance and handling ease."

Stephen Trulik, TRUE TOOL & DIE CO.

**QUICK AND EASY...
WITH AN AIR OF DISTINCTION**

When True Tool & Die Co., builder of precision progressive dies, was faced with the problem of whether to purchase a delivery car or a utility truck, they decided the issue by buying both—in one vehicle—in a Falcon Ranchero.

One of their Ranchero's principal uses is the pickup and delivery of small dies and parts. Its other major use is for delivery of blueprints and drawings to engineering and executive offices of many manufacturers in the area. Here appearance and economy become highly desirable factors.

Stephen Trulik, President, says, "Our firm had previously owned a ½-ton pickup to run the many errands. Now, we get that new car feeling everywhere we drive . . . and, for us, our Falcon Ranchero does the job even better than the ½-ton pickup."

Equipment Specifications: 109½" Wheelbase • 101-hp Engine
• 6.50 x 13—6-Ply Tires • Fordomatic Transmission



Appearance is all-important to many businesses.

CONTRACTORS

Related Uses:

- Sheetmetal & Roofing
- Landscape & Gardening
- Light Delivery
- General Service
- Farm & Ranch



"We are exceptionally pleased with the very substantial savings realized from our Ford Econoline Pickup's outstanding operating economy."

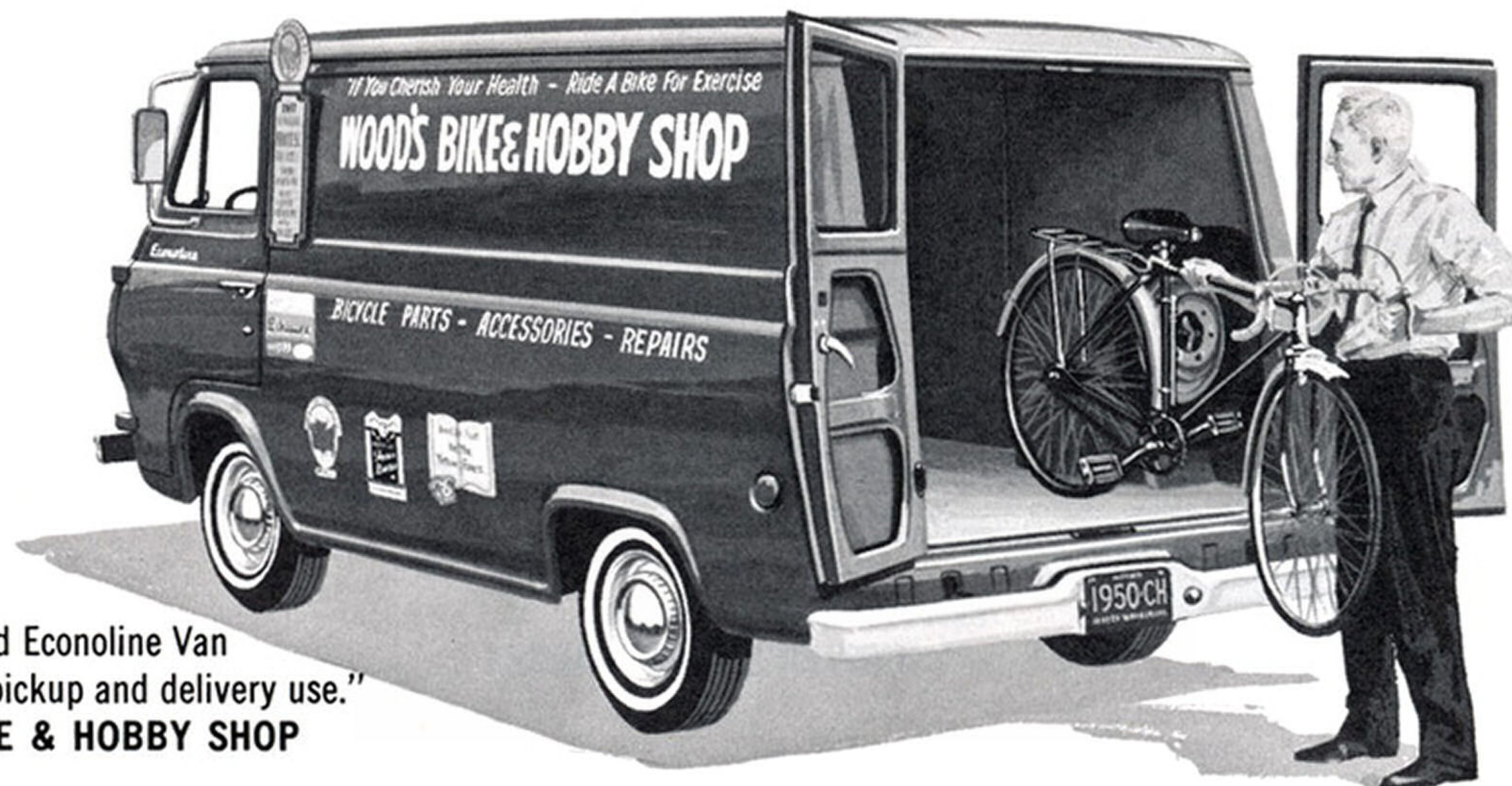
Robert Green, A. GREEN & SON, INC.

LIGHT LOAD... HIGH ECONOMY

GENERAL DELIVERY

Related Uses:

- Bike & Hobby Shops
- Contractors
- Equipment Distributors
- Utility Companies



"Nothing can compare with our Ford Econoline Van for small business pickup and delivery use."

A. F. Linclau, WOOD'S BIKE & HOBBY SHOP

When your load requirement is one of bulk, rather than weight . . . take a tip from A. Green & Son, Inc., sheetmetal and roofing contractors and their fleet of three Ford Econoline Pickups, used on residential building jobs.

Robert Green, President, says: "We find Econoline Pickup capacity more than adequate for our normal load of troughs, ladders, tools and supplies. Maneuverability and balance on rough building sites is excellent, even when the special overhead rack is carrying full load. Economy and low maintenance requirements have saved many dollars in operating cost."

Equipment Specifications: 101-hp Engine • Heavy-Duty Springs
• 7.00 x 14-6 PR Tires • 3-Speed Transmission

LOAD IT UP, LOCK IT UP . . . IN A COVERED PICKUP

Keeping cargo covered was a matter of concern for Wood's Bike & Hobby Shop . . . till their Ford Econoline Van solved the problem:

"Now," states A. F. Linclau, owner, "we not only can keep our bikes out of the rain, but—with the installation of a special rack—carry even more bikes each trip . . . upright! In addition, I can load our van, lock it up and take it home . . . ready to start deliveries first thing in the morning."

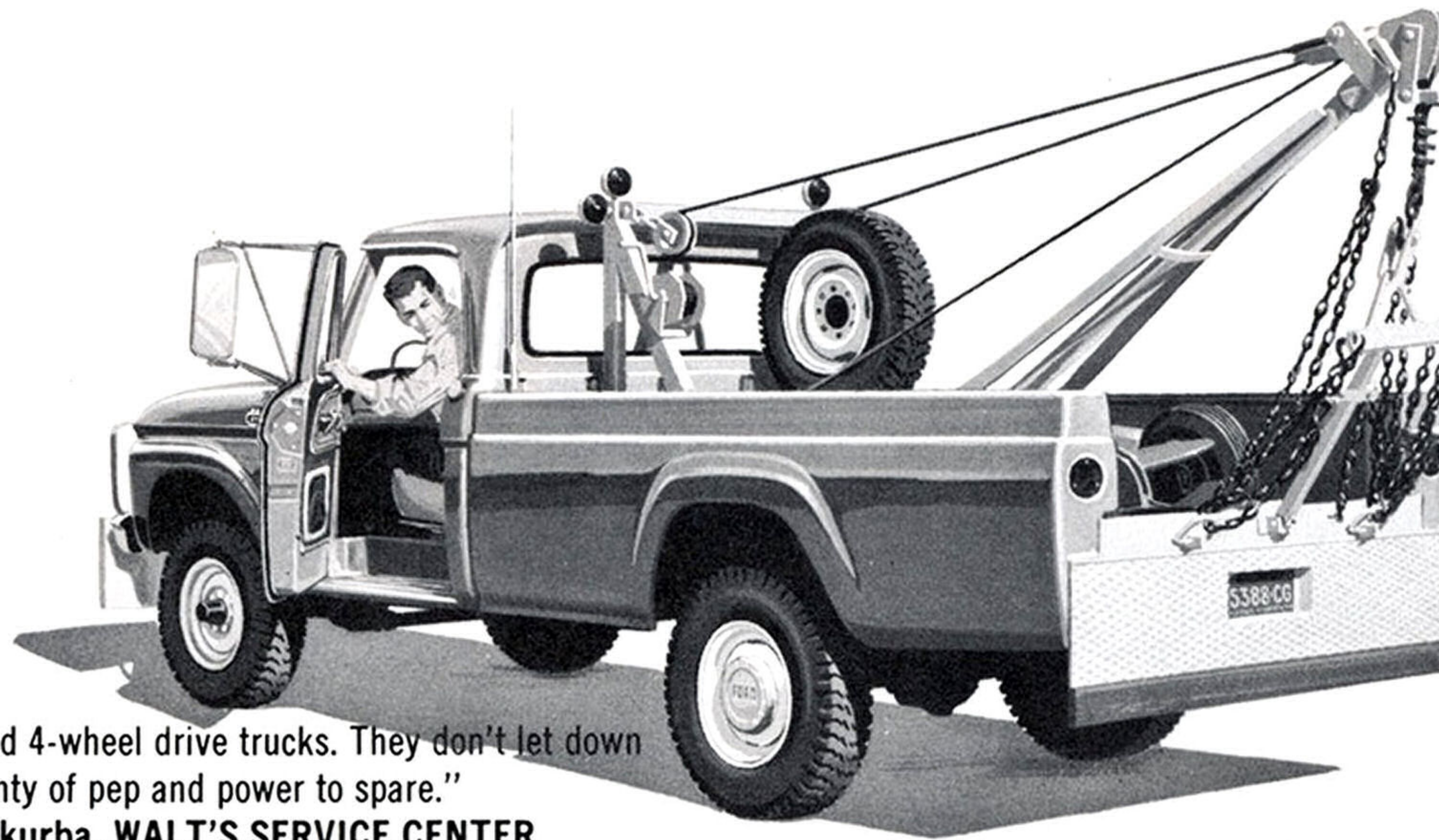
Mr. Linclau has been so pleased with the utility and economy of operation that he has sold five other bike shops on the same idea . . . of using an Econoline Van as a "Covered Pickup."

Equipment Specifications: 101-hp Engine • 6.50 x 13-6 PR Tires
• 3-Speed Transmission

OFF-THE-ROAD

Related Uses:

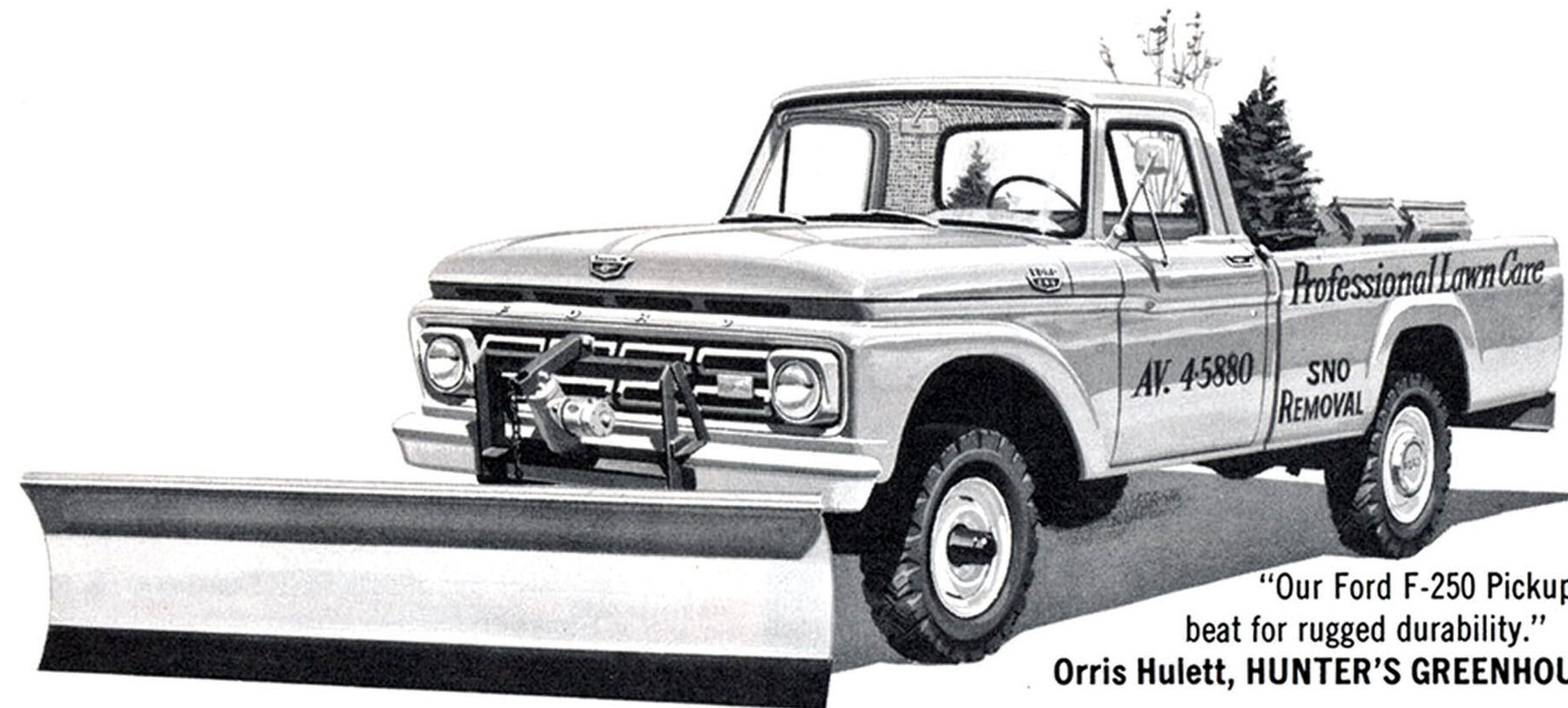
- General Road Service
- Public Service
- Natural Resources
- Construction
- Towing



"We depend on our Ford 4-wheel drive trucks. They don't let down in the clinches . . . and have plenty of pep and power to spare."

Walter Kukurba, WALT'S SERVICE CENTER

TRACTIVE POWER THAT WON'T BOG DOWN



"Our Ford F-250 Pickup can't be beat for rugged durability."

Orris Hulett, HUNTER'S GREENHOUSES

WHEN CARS AND OTHER TRUCKS CAN'T MAKE THE GRADE, Walt's Service Center gets the calls. When rain, snow and mud make rural roads impassable for conventional type trucks, their big F-250 4 x 4 pickups take over—and haul them onto the pavements again. Their Ford 4 x 4's haul disabled trucks—up to 1½ ton—in from a radius of some 150 miles. Walter Kukurba, owner, says: "We depend on our Ford 4-wheel drive trucks. They don't let down in the clinches . . . and have plenty of pep and power to spare. Ford 4 x 4 pickups take you where you want to go—and keep the business coming in."

Equipment Specifications: 120" Wheelbase • 160-hp V-8 Engine • Heavy-Duty Springs • 7.50 x 17—8-Ply All-Traction Tires • 4-Speed Transmission

SUMMER, WINTER, SPRING OR FALL . . . it's a simple matter of power and traction for a sturdy Ford F-250 4-wheel drive pickup to work the 100 acres of Hunter's Greenhouses' property.

Orris Hulett, Manager, says his Ford F-250 Pickup is highly maneuverable in the fields and easy riding on the highway ". . . can't be beat for rugged durability when it comes to general utility and heavy snow removal work. Mounting an 8-ft. scraper blade for light grading and snow removal, it stands up to many continuous hours of sustained driving and shifting—where other makes have fallen by the wayside."

Equipment Specifications: 120" Wheelbase • 135-hp Six Engine • 7.50 x 16—6-Ply Tires • 4-Speed Transmission • Heavy-Duty Clutch



Travel Queen Camper Coach

GO PLACES AND SEE THINGS

If you have the desire to wander down the travel highways and byways . . . try one of these coach or camper bodies in the FORD TRUCK RECREATION FLEET.

Camper bodies come in a variety of sizes and styles—either permanently affixed to a Ford chassis-cab, or as a temporary attachment on a standard pickup body—to meet individual needs.

Here are a few of the most popular camper bodies for Ford pickups. Ask your Ford Dealer for complete details.

TAKE YOUR PICK...FOR 4 SEASONS OF FUN!!!



Dreamer Coach Body



Travel Queen Camper Coach



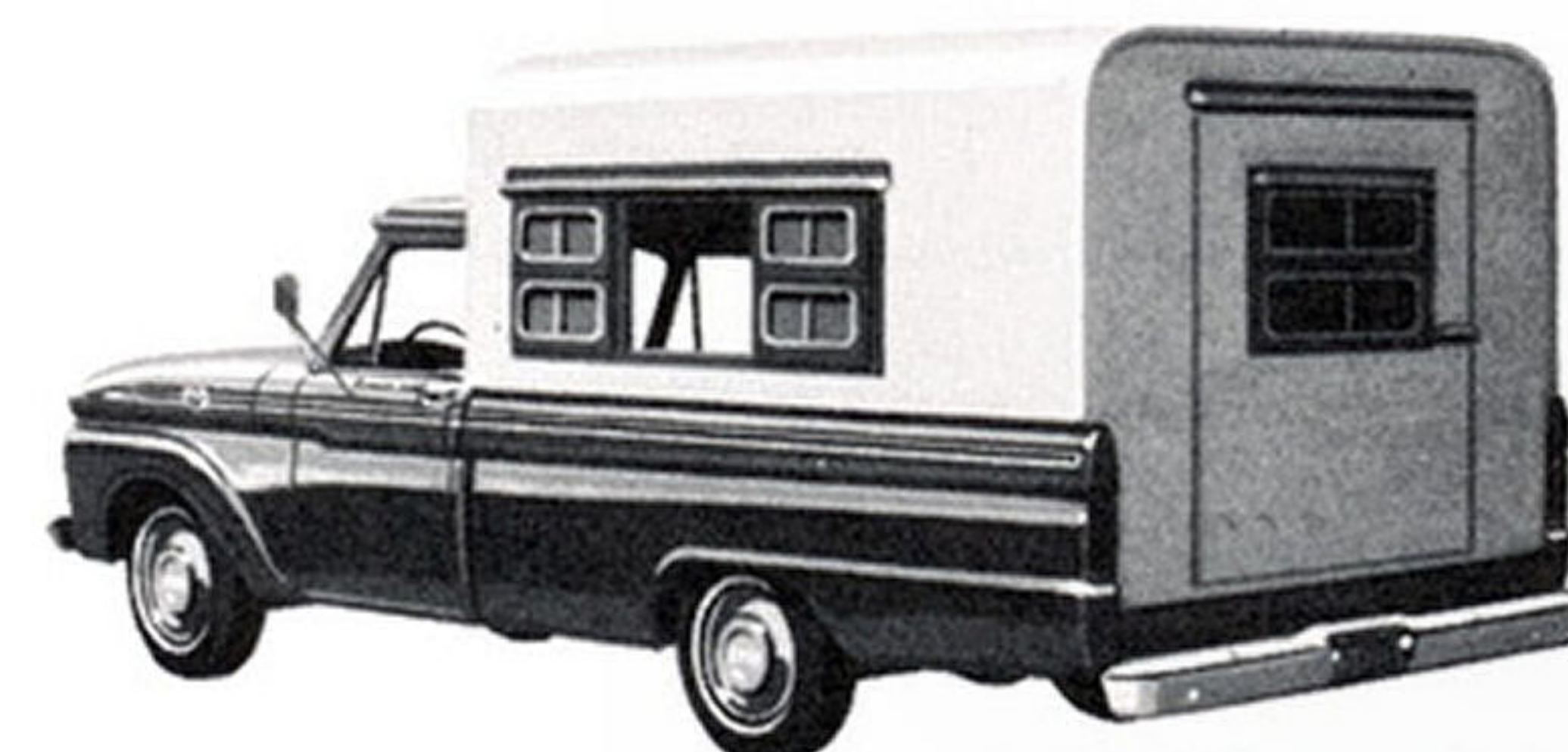
El Dorado Camper Coach



EconoSleepers by Romer



Roll-A-Long Sportster Body



Pullman Camper Body

MATCH CHASSIS AND BODY TO THE JOB...

Select the chassis and body that best answer your needs for load capacity and cab comfort, then add the optional equipment and accessories that will help you tailor your truck to your business requirements.

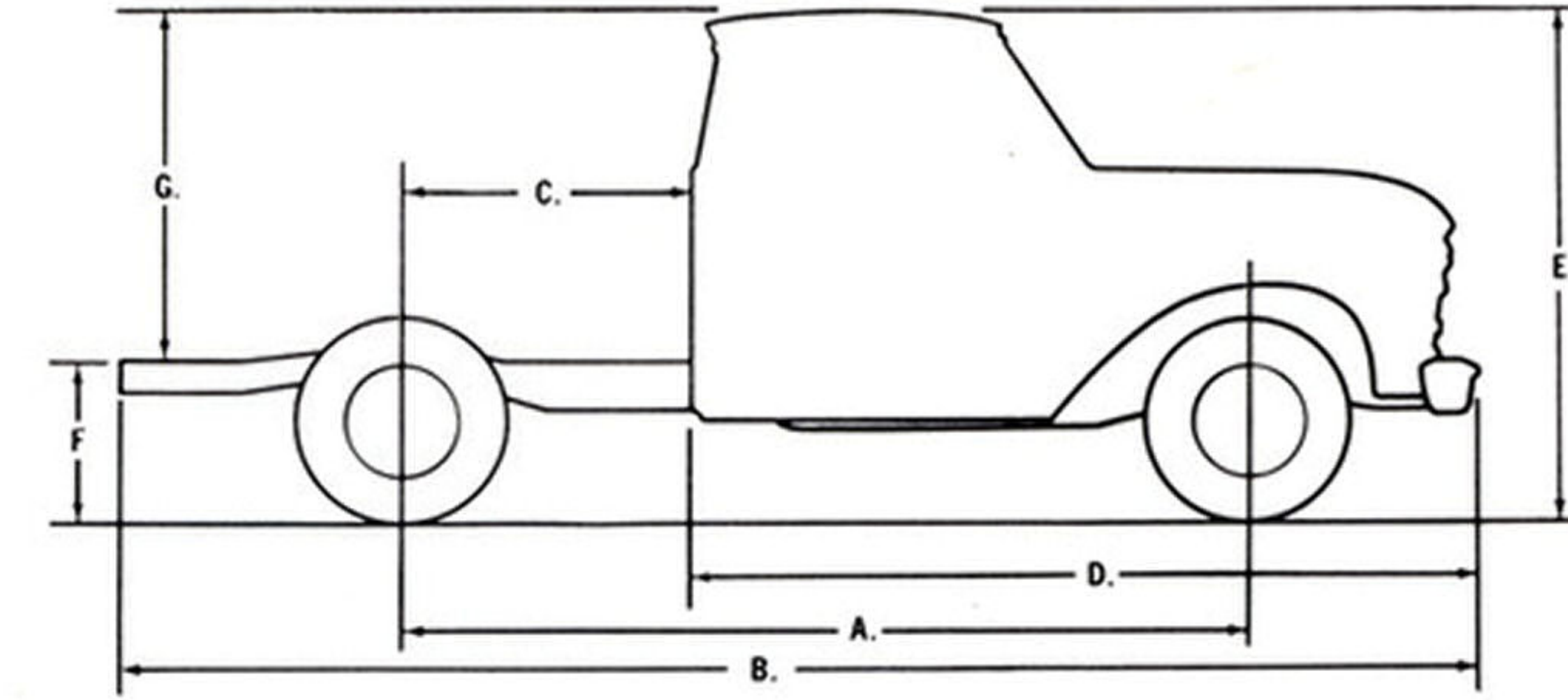
Ask your Ford salesman for any assistance you may require . . . to do a professional job of matching the truck to the job you have in mind.

PICK THE CHASSIS

The first step in fitting a truck to your particular operation is to analyze load requirements . . . for size, maximum dimensions, and weight of the load . . . to determine the proper type and capacity of load-hauling equipment to be selected.

Principal considerations are:

- the purpose for which the truck will be used, and
- the conditions under which it will operate

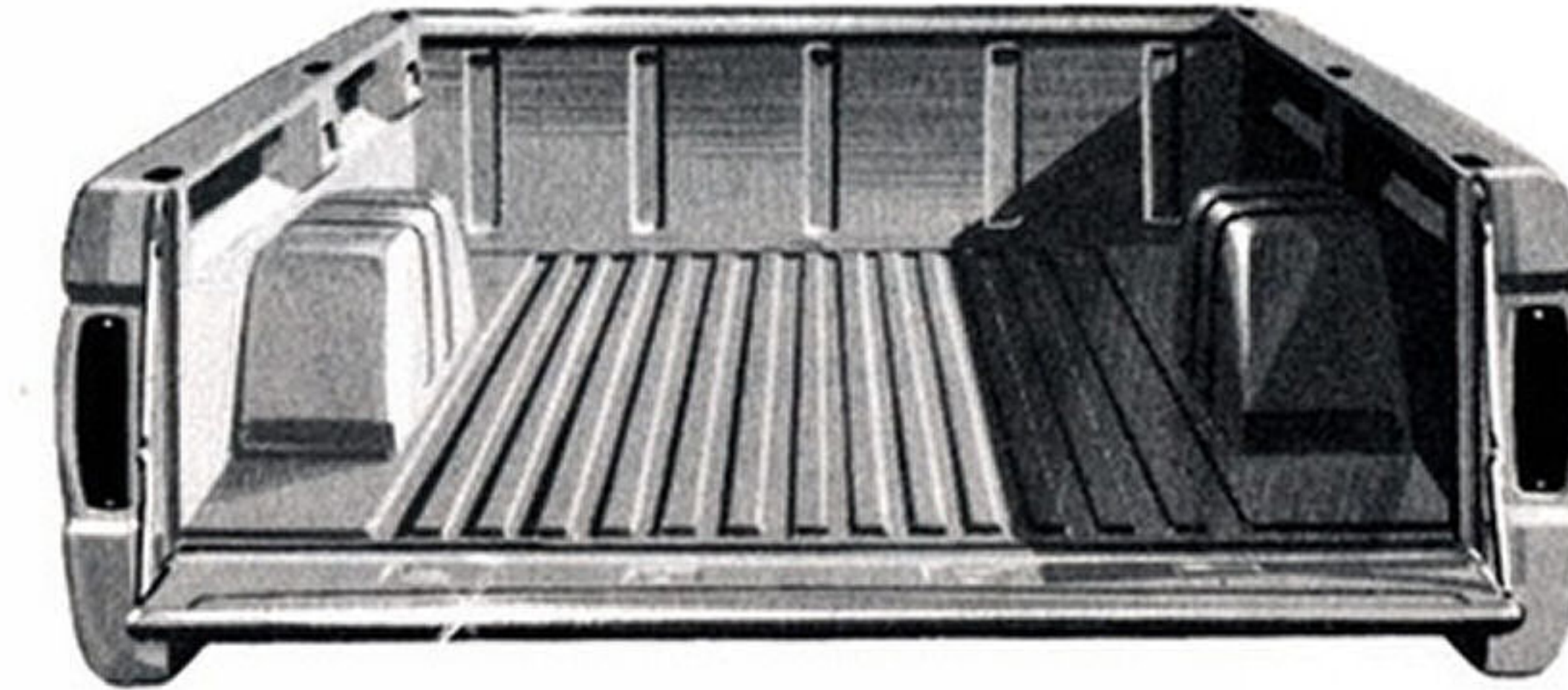
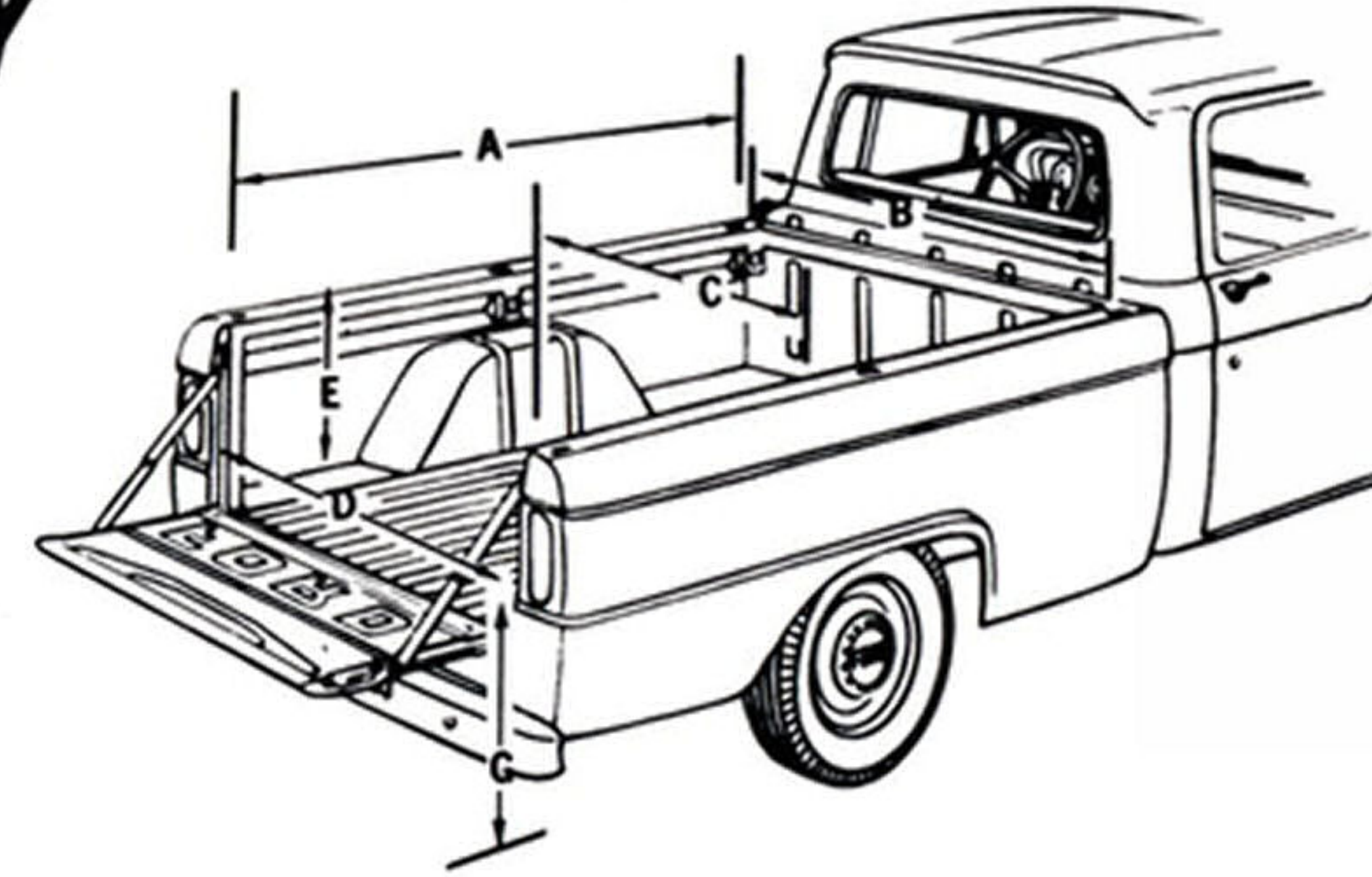


CODE:

- | | |
|--------------------------------|---------------------------|
| A. Wheelbase | E. Overall Height (Empty) |
| B. Overall Length | F. Frame to Ground |
| C. Back of Cab to Rear Axle | G. Frame to Top of Cab |
| D. Front Bumper to Back of Cab | |

PICK THE BODY

Hand in hand with determination of the basic chassis requirements, of course, goes selection of the proper body size and style . . . to carry the load adequately, in keeping with correct load distribution.



STYLESIDE (Double wall)—Separate Styleside double-walled body with new “one hand operated” locking tailgate provides greater durability and improved appearance on every job assignment. Available on F-100 & F-250 models (except 4 x 4).

BODY DIMENSIONS

		F-100 and F-250	
		6½'	8'
A.	Inside length—in. (max. at floor)	78.7	98.7
B.	Inside width—in. (max. at floor)	70.0	70.0
C.	Inside width—in. (bet. wheelhousings)	49.0	49.0
D.	Width of tailgate opening—in.	65.0	65.0
E.	Height—in. (floor to top of sides)	19.3	19.3
F.	Cubic capacity—cu. ft.	60.3*	76.4*
G.	Floor-of-box to ground**	27.0	27.1 (F-100), 28.0 (F-250)

*Allowance made for wheelhousings

**When empty (dimensions for Ranchero are level tailgate to ground)

1964 FORD PICKUP CHASSIS STANDARD AND OPTIONAL EQUIPMENT

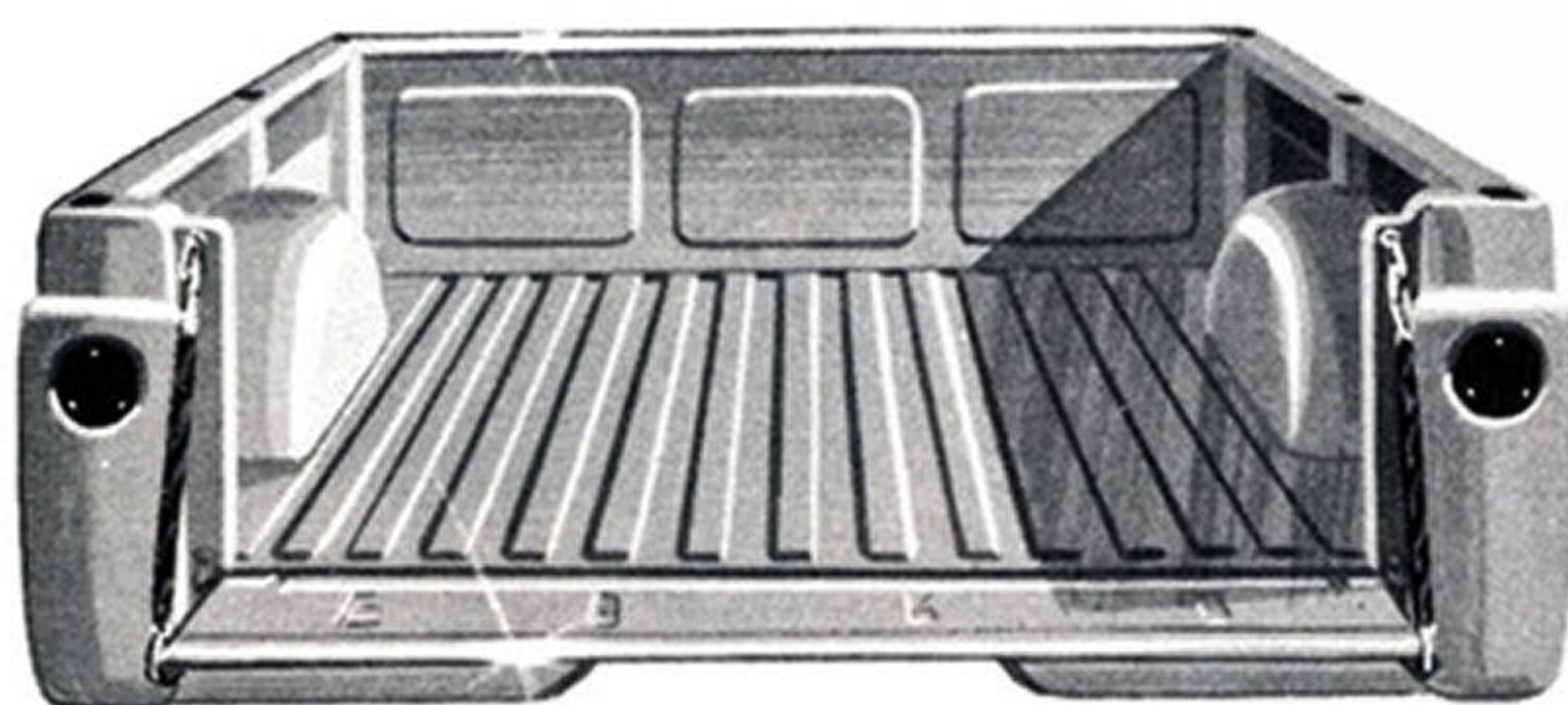
	F-100		4 x 4	F-250	4 x 4	F-350	ECONOLINE	RANCHERO
A. Wheelbase (in.)	114	128	120	128	120	132	90	109.5
B. Overall Length (in.)	182.3	202.3	201.9	202.3	201.9	204.0	163.8	190.0
C. Back of Cab to Axle (in.)	40.0	54.0	48.0	54.0	48.0	60.0	—	—
D. Front Bumper to Back of Cab	105.5	105.5	105.5	105.5	105.5	105.5	—	—
E. Overall Height (in.)	71.5	71.5	77.3	71.5	78.0	75.2	75.8	57.0
F. Frame to Ground—Empty (in.)	24.8	24.8	29.8	25.9	31.5	28.6	—	—
G. Frame to Top of Cab (in.)	47.6	47.6	48.3	47.6	48.3	48.3	—	—
H. Frame Width (in.)	34.0	34.0	34.0	34.0	34.0	34.0	—	—
Engine	223 Six; 262 Six; 292 V-8		223 Six; 292 V-8	223 Six; 262 Six; 292 V-8	223 Six; 292 V-8	223 Six; 292 V-8	144 Six; 170 Six	144 Six; 170 Six; 260 V-8
Axle (Rear) Cap'y lb.—Ratio to 1	3300-3.89, 3.70, 4.11, 3.73, 3.92, 4.10		3300-3.89, 3.92, 4.10	5000-4.88, 4.10, 4.56	5000-4.56	7200-5.13, 5.87	2300-3.50, 4.00	1870-3.50, 3.25**, 4.00*
Clutch Dia. (in.)—Area (sq. in.)	10"-85.5 Heavy Duty 11"		11"-123.7	10"-85.5 Heavy Duty	11"-123.7	11"-123.7	8.5"-68.1	8.5"-68.1
Springs (Front)	Leaf Type. Heavy Duty		Heavy Duty	Leaf Type. Heavy Duty	Heavy Duty	Leaf Type. Heavy Duty	Leaf Type	4" dia. coil
Springs (Rear)	2-Stage. Heavy Duty; Extra Heavy Duty; Auxiliary		Heavy Duty Extra Heavy Duty	2-Stage. Heavy Duty Extra Heavy Duty; Auxiliary	Heavy Duty Extra Heavy Duty; Auxiliary	2-Stage Heavy Duty; Auxiliary	Single-Stage Heavy Duty	Variable Rate
Transmission	3-Speed. 3-Speed O.D.*** 3-Speed HD; 4-Speed; HD Cruise-O-Matic***		3-Speed 4-Speed	3-Speed. 3-Speed HD 4-Speed; HD Cruise-O-Matic***	3-Speed 4-Speed	4-Speed. 3-Speed HD Cruise-O-Matic	3-Speed. 4-Speed 3-Speed Auto. (w/170 Six only)	3-Speed 4-Speed; Fordomatic
Tires	6.70-15 4-Ply. Max. 7-17.5 6-Ply		Same	6.50-16 6-Ply. Max. 8-19.5 8-Ply	Same	8-17.5 6-Ply. Max. 8-19.5 8-Ply	6.50-13 4-Ply. Max. 7.00-14 6-Ply	6.50-13 6-Ply. Max. 7.00-13 4-Ply

*144 Six only

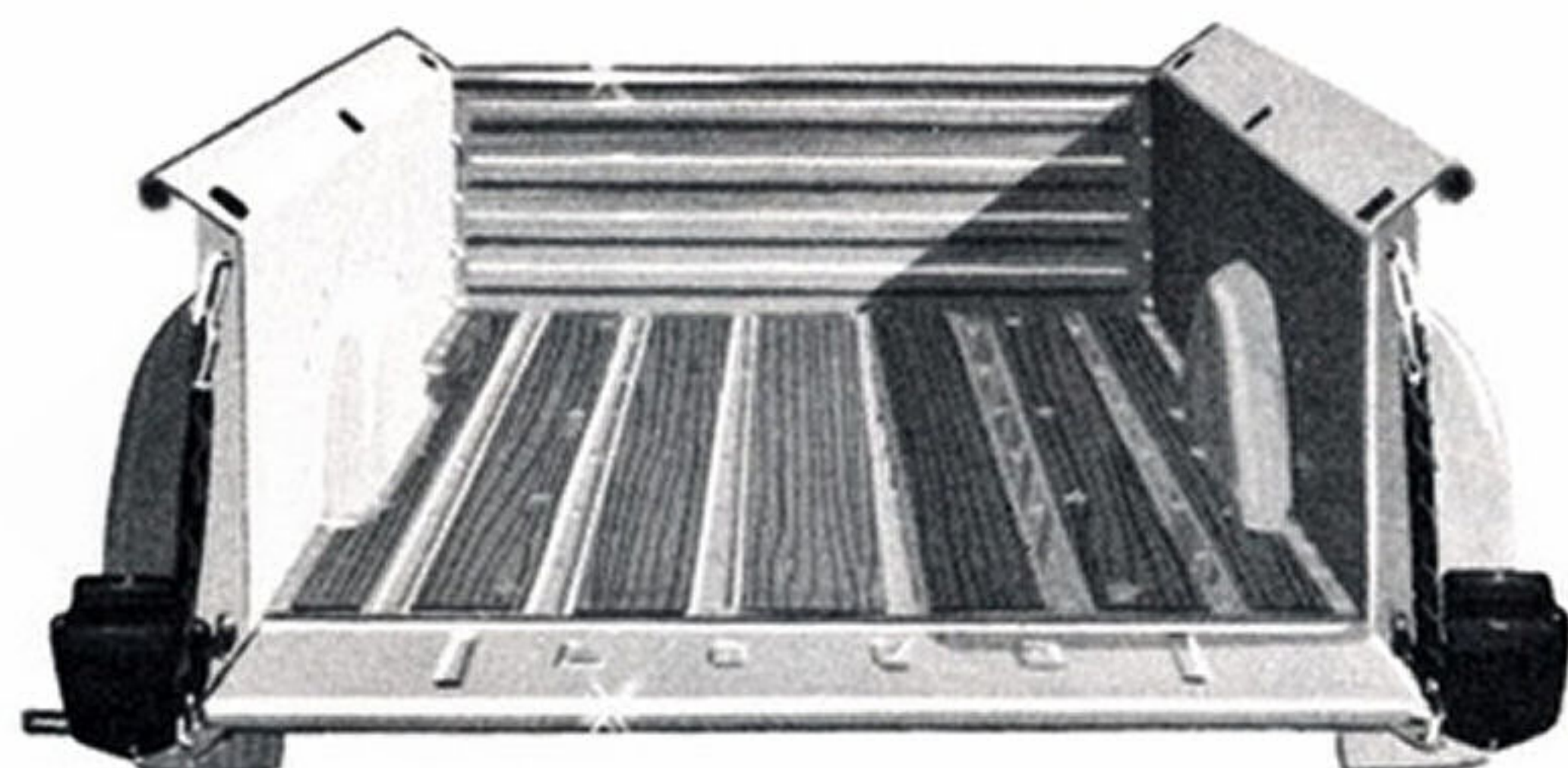
**Std. w/260 V-8

***N.A. w/262 Six

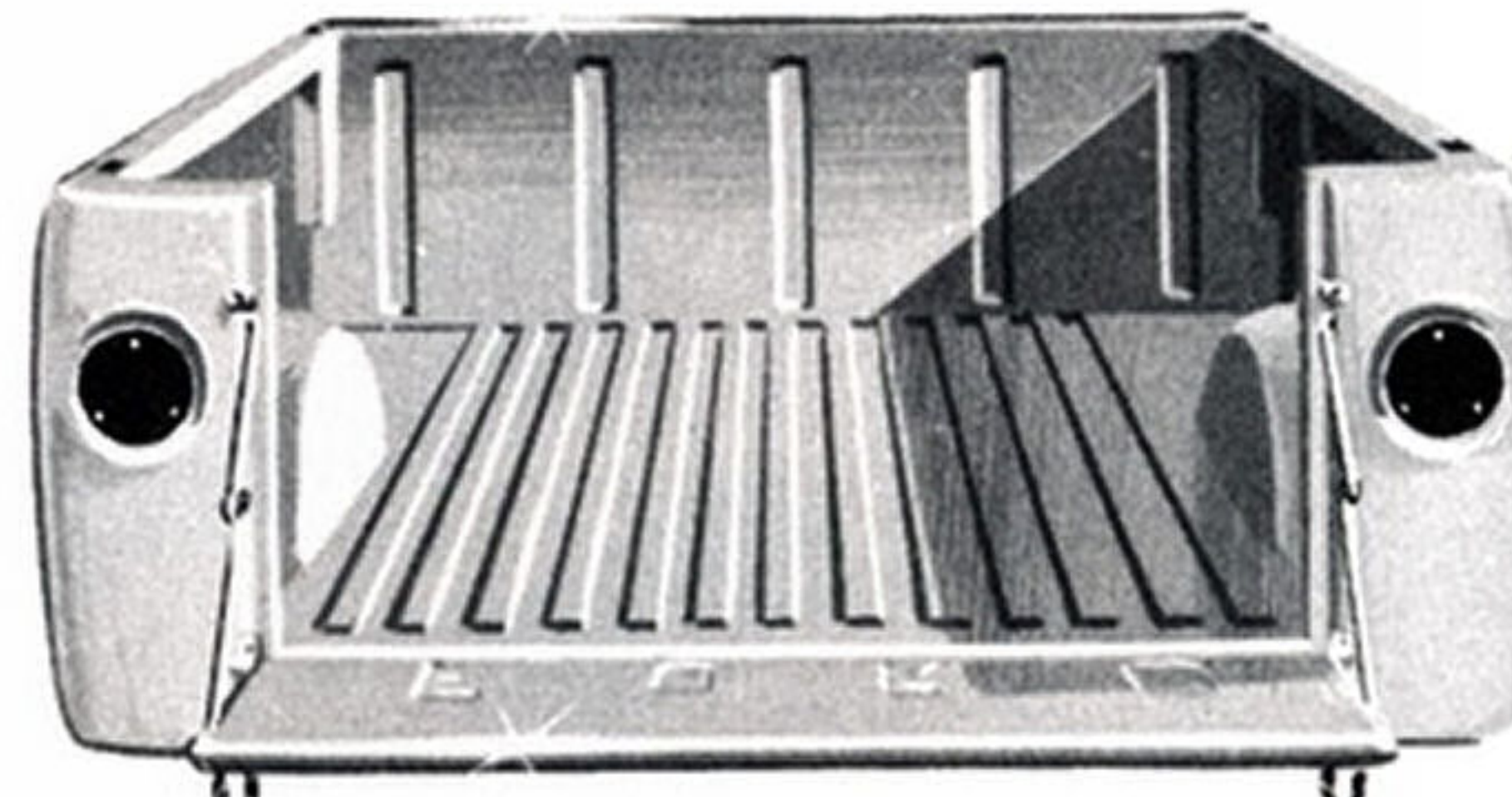
Bold Face Type = Standard Equipment; Light Face Type = Optional Equipment



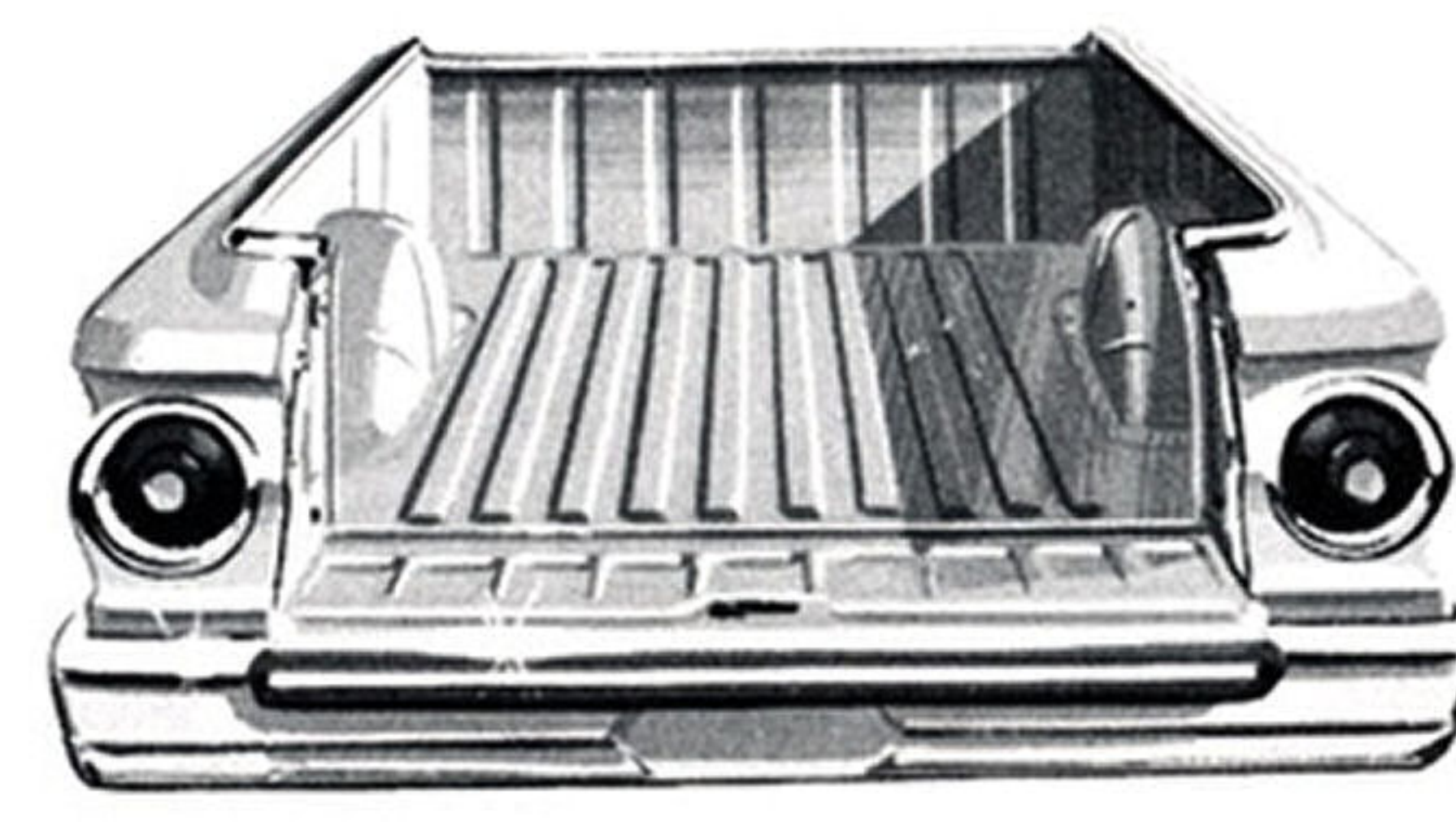
STYLESIDE (Single wall)—Separate Styleside single-walled body has cross sills under full width of body, plus box section corners, for strength and durability. Available on F-350, F-100 (4 x 4) and F-250 (4 x 4) models.



FLARESIDE—Flareside body with rolled edge flareboards permits bulky loads to be piled high and wide. Running boards between cab and rear fender. Available on all F-100, F-250 and F-350 models.



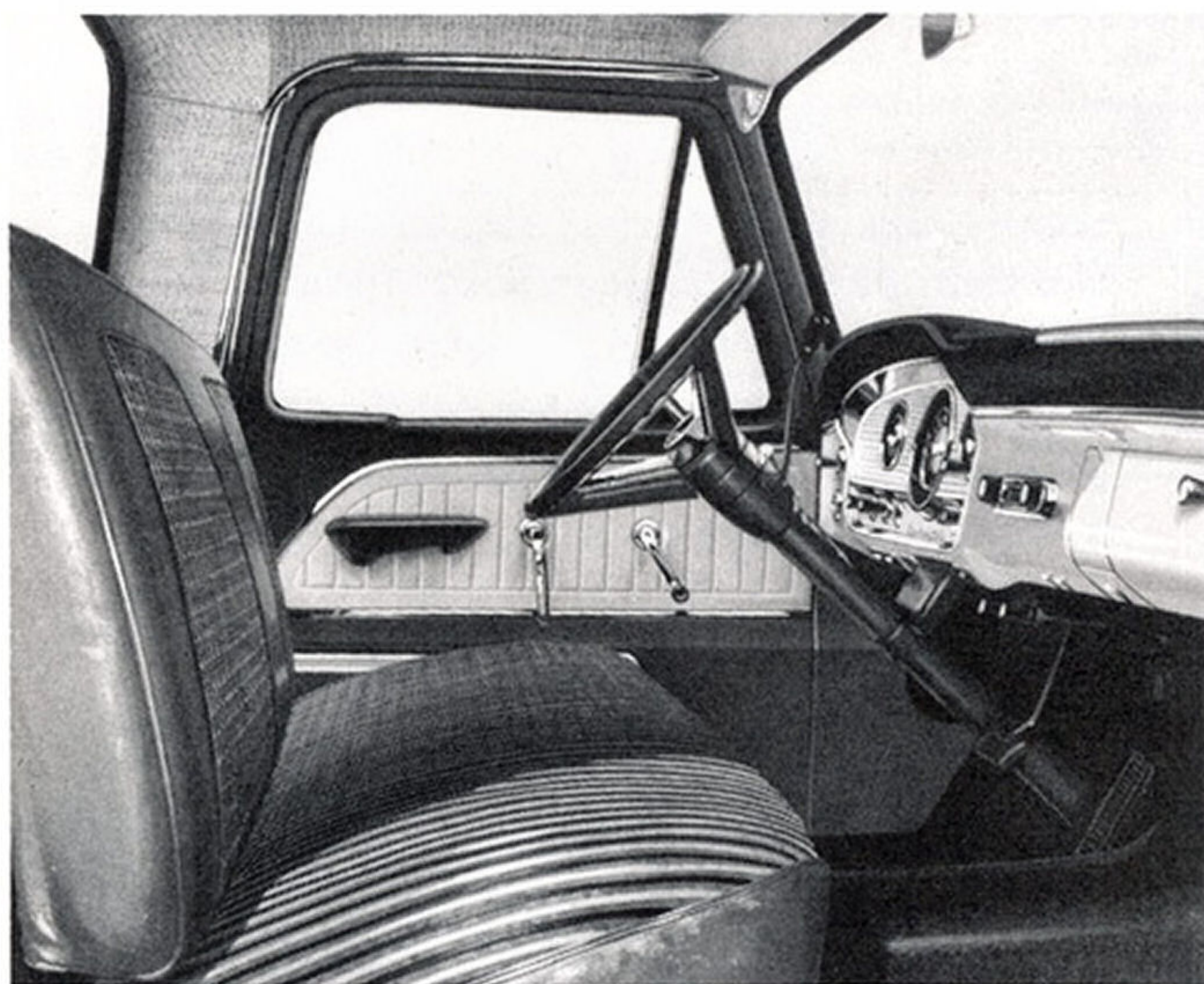
ECONOLINE—Econoline Pickup box with single-unit body-frame, all-welded heavy-gauge steel construction combines greater body rigidity with minimum weight. Loading height is about 22" from the ground.



RANCHERO—Ranchero Pickup box integral with cab, of all-welded heavy-gauge steel, single-unit body-frame construction—combines maximum strength with minimum weight. Handsome good looks for business or pleasure.

F-100 (4 x 4) and F-250 (4 x 4)	F-350	F-100	F-100 and F-250	F-350		
8'	9'	6½'	8'	9'	7'	6'
96.1	108.1	77.5	96.0	108.1	85.9	71.6
73.0	73.0	49.0	54.0	54.0	63.0	55.5
49.0	49.0	49.0	48.4	48.4	48.2	42.0
51.6	51.6	49.0	54.0	54.0	48.4	45.5
19.1	19.1	20.3	22.1	22.1	22.4	14.6
70.6*	80.2*	45.0	65.4*	74.0*	73.0*	30.0
30.5 (F-100), 33.2 (F-250)	33.7	27.9	27.8 (F-100), 29.6 (F-250)	33.7	22.1	27.9
			31.4 (F-100—4 x 4)			
			34.1 (F-250—4 x 4)			

FIT OTHER OPTIONS TO YOUR NEEDS



CUSTOM CAB FEATURES

- Color-keyed woven plastic upholstery (All models except Ranchero)
- Color-keyed steering column and brackets, steering wheel and levers (F-100 & F-250 models, except 4 x 4)
- Color-keyed, more durable, vinyl-coated floor mat with practical heel pad (All Econoline and standard F-100 & F-250)
- Color-keyed vinyl door trim panels surrounded by bright-metal moldings and color-keyed arm rest (F-100 & F-250 models, except 4 x 4)
- Bright anodized aluminum scuff plate around the door step well (All F-100 & F-250 models)
- Perforated acoustical headlining extending down to the belt line at the rear quarter panels with bright-metal headlining retainer moldings (All "F" models)
- Bright-metal trimmed instrument cluster and chrome horn ring (F-100 & F-250 models, except 4 x 4)
- Heavy plastic foam seat padding—5" in cushion and 1¾" in seat back
- Cigar-cigarette lighter
- Sun visor (RH)
- Bright-metal grille and headlight assembly
- Stowage compartment with zippered vinyl cover in left door
- Bright-metal windshield reveal molding (All "F" models)
- "Custom Cab" identification on each door (All "F" models)
- Two-tone painted instrument and door panels

PICK THE EQUIPMENT

ENGINES—Choice of 3 engines for F-Series Pickups—with short-stroke design to cut friction, prolong ring and bore life, boost gas mileage. Standard—223 Six; Optional—262 Six, 292 V-8.

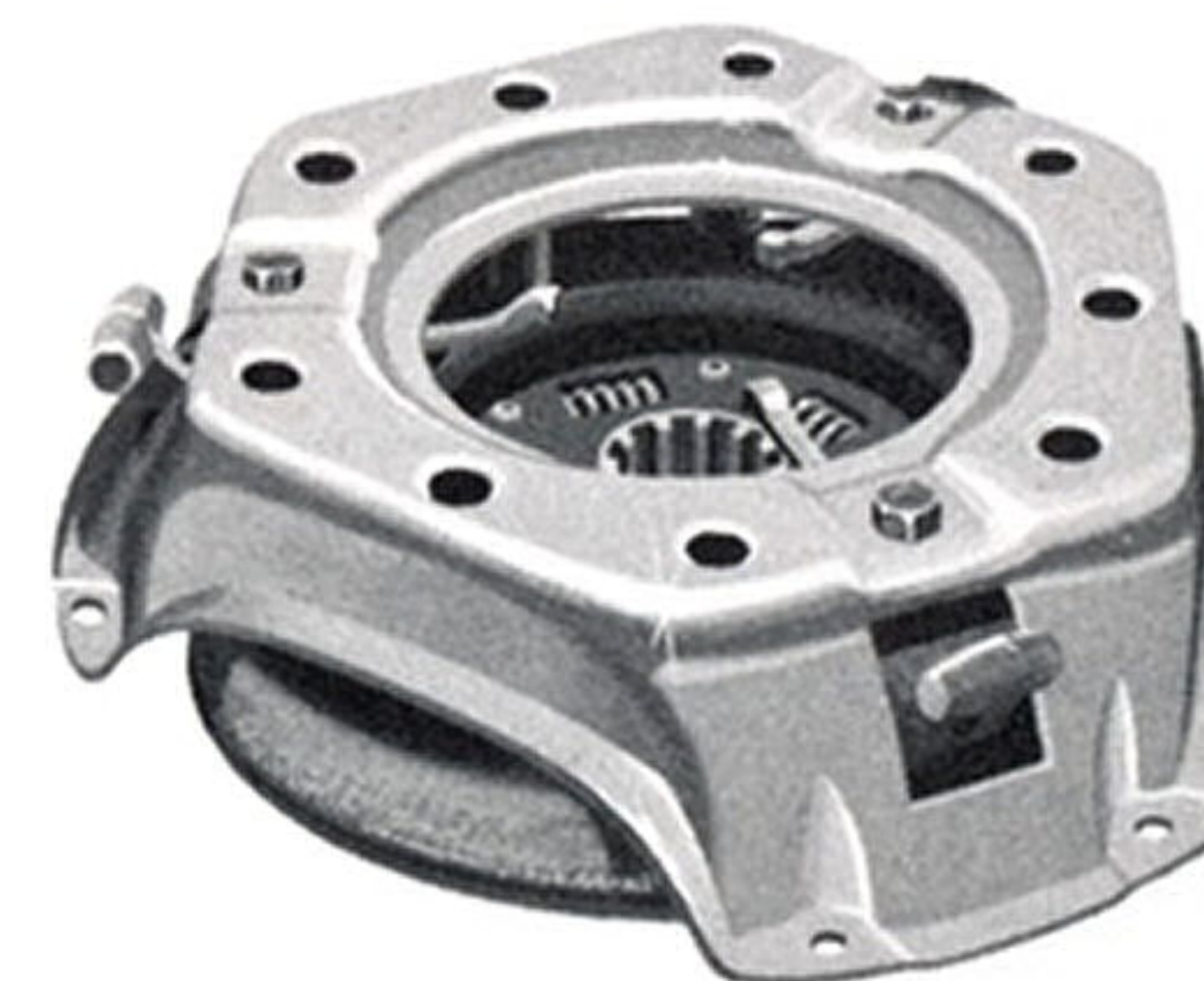
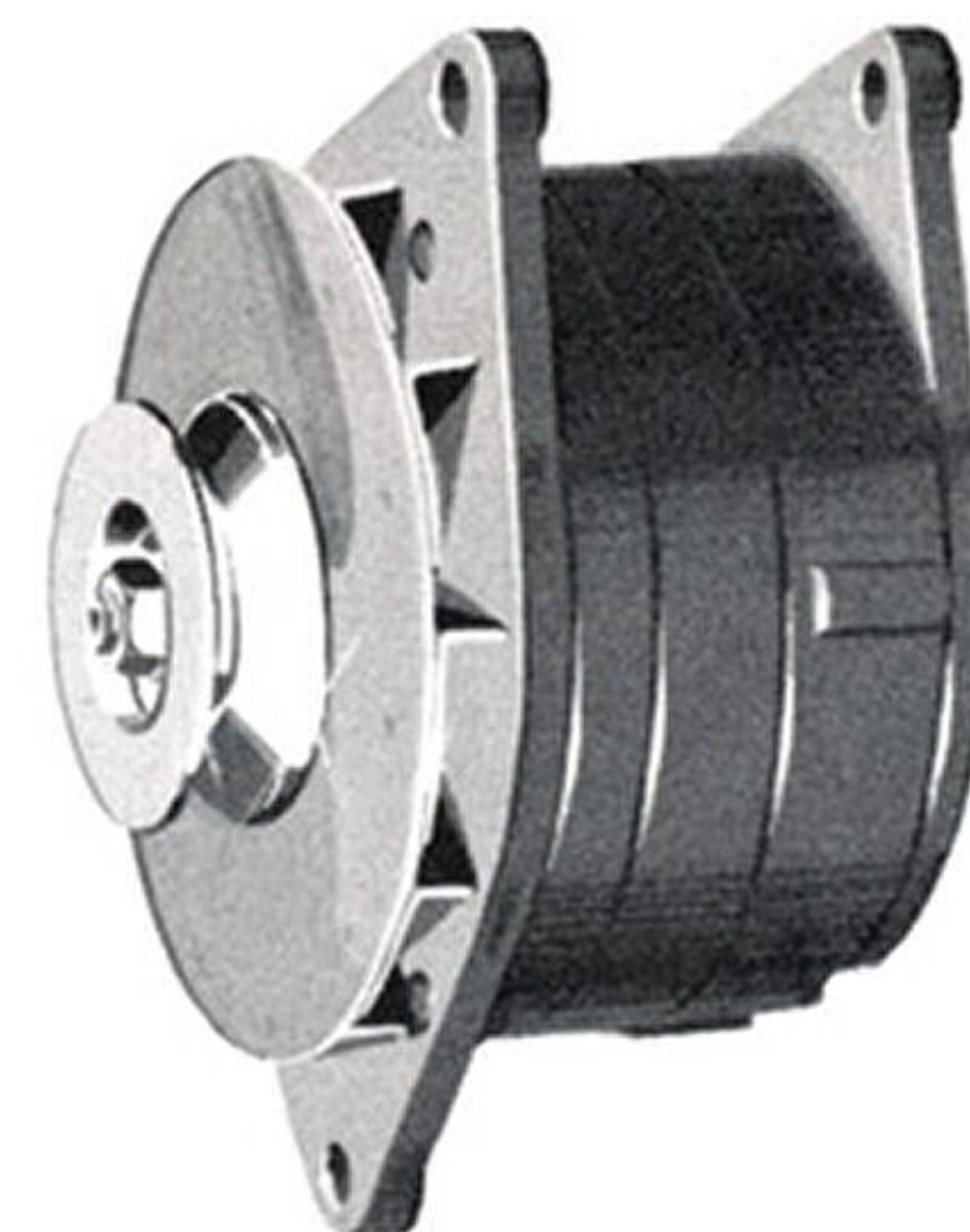
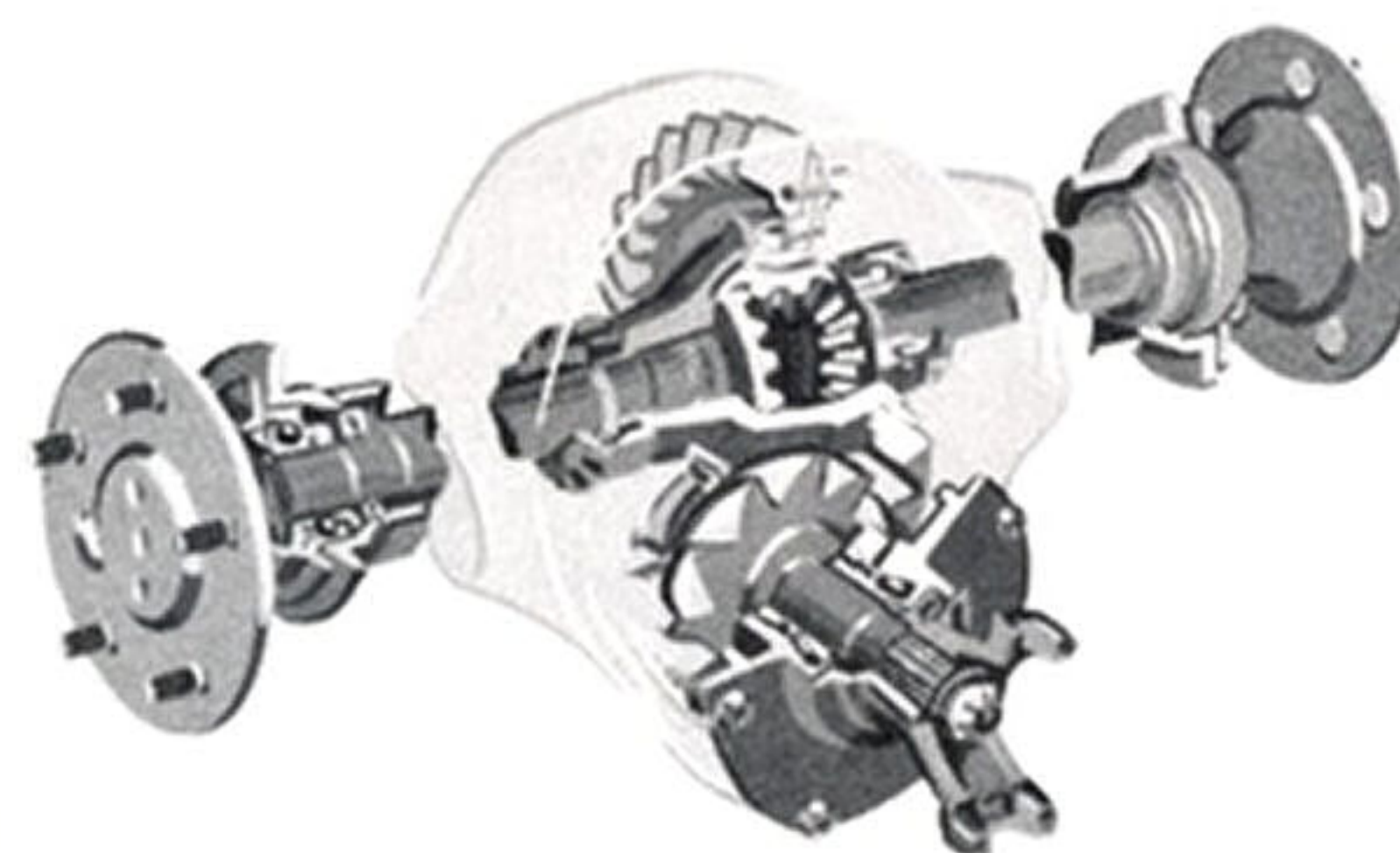
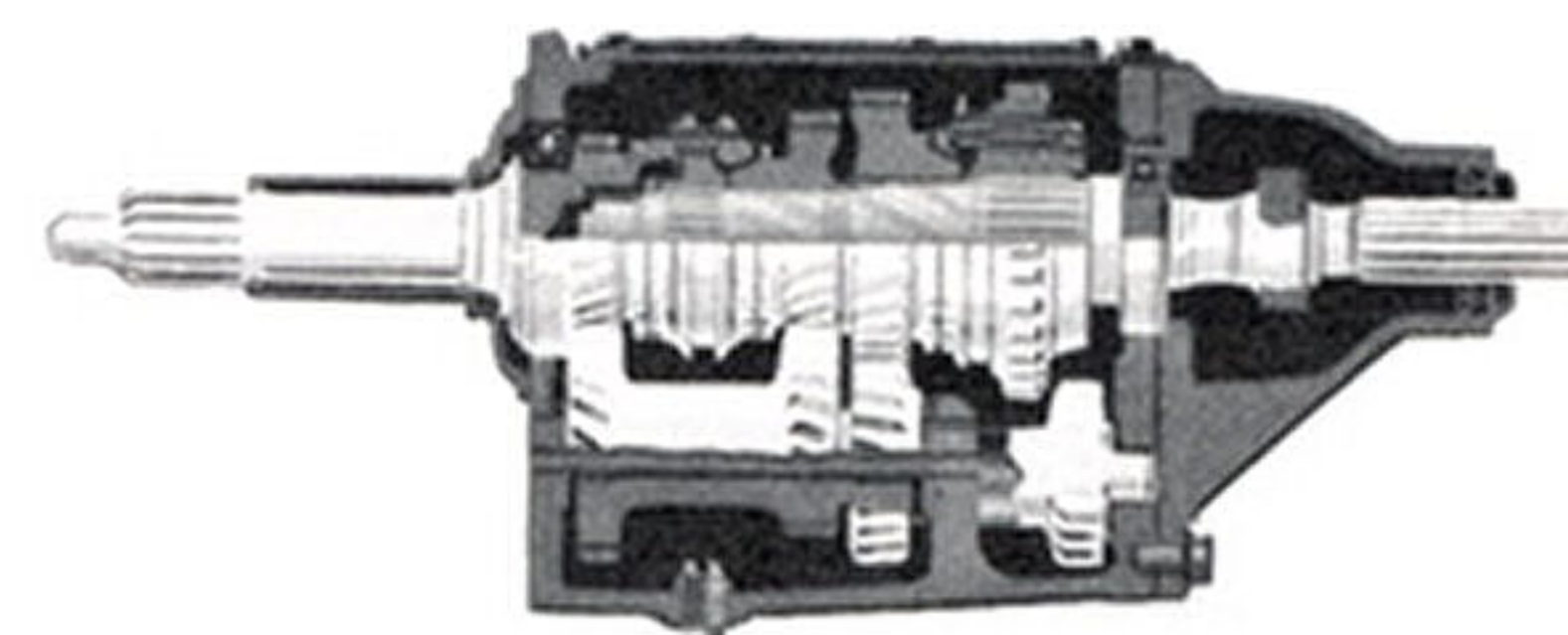
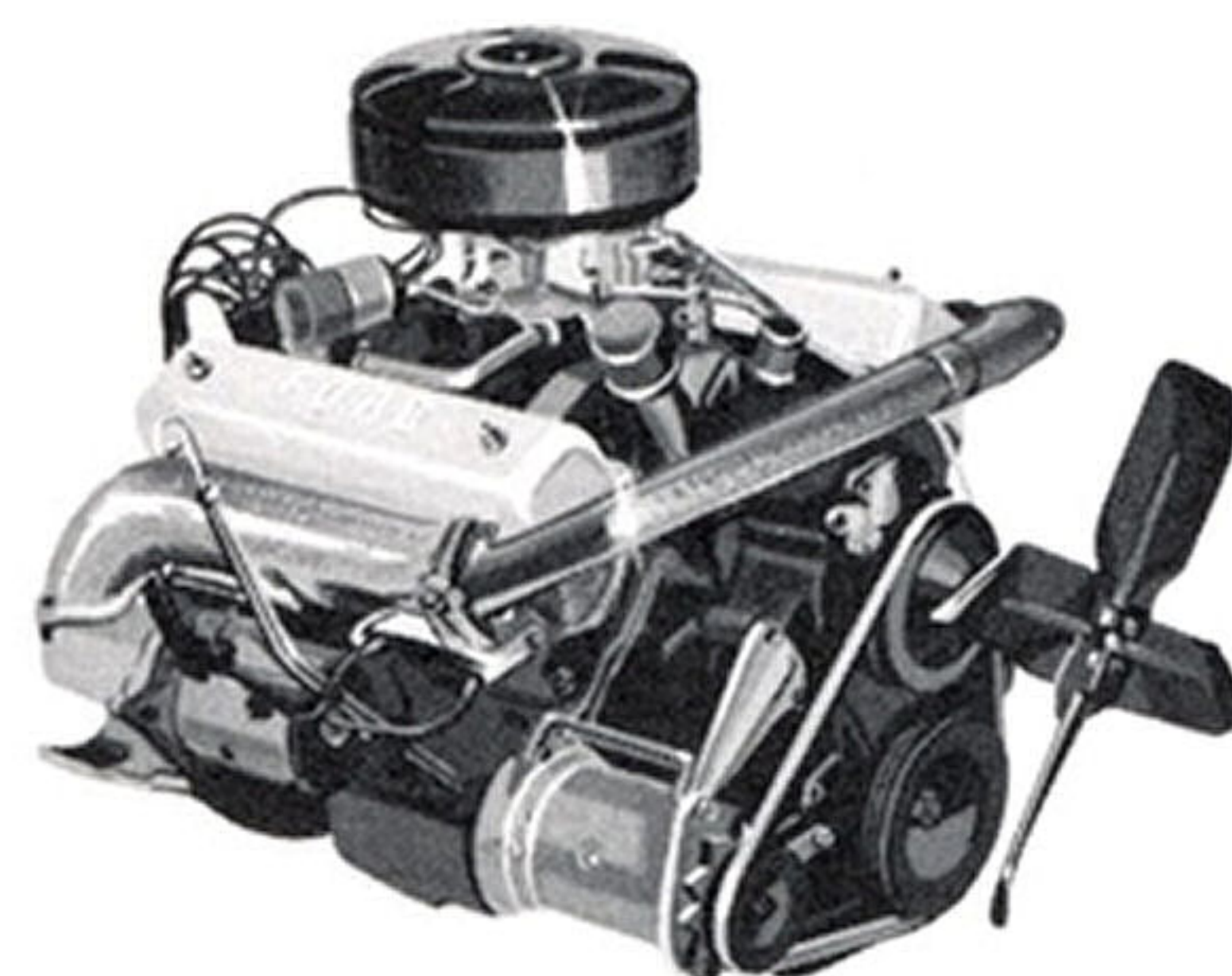
TRANSMISSIONS—Choice of 5 transmissions... for most efficient transfer of power for all types of on-off highway operations. Standard—3-Speed; Optional—3-Speed O.D. (N.A. w/262 Six), 3-Speed HD, 4-Speed, HD Cruise-O-Matic (N.A. w/262 Six).

LIMITED-SLIP REAR AXLES—Choice of up to 5 rear axle ratios... allows maximum tractive power and full economy for all city and highway applications. Standard—3300—3.89; Optional Ratios—3.70, 4.11, 3.73, 3.92, 4.10.

ELECTRICAL SYSTEMS—Choice of 2 generators or 3 alternators provides full range of electrical power... ample supply of current for widely varying electrical requirements.

CLUTCHES—Choice of standard (10" dia.—85.5 sq. in.) or heavier rated (11" dia.—123.7 sq. in.) clutch to meet varying requirements of normal driving or heavy-duty operation. 10.5" dia. 96.2 sq. in. standard with optional engines.

REAR SPRINGS—Big "truck-type" standard or heavy-duty two-stage rear springs engineered to give better ride control... light or loaded. Upper leaves provide soft ride when empty, lower leaves cushion and support heavy loads.



NOW SELECT THE ACCESSORIES

Body Side Moldings—to enhance the appearance of your pickup. Bright-metal hub caps also available—F-100 thru F-250 Styleside bodies.

Safety Items Available—padded dash panel and visors, windshield washers and 2-speed electric wipers. Also tinted windshields and laminated door glass.

Fresh Air Heater—with air supply from Hi-Dri ventilation system or recirculating-type heater—available all models.

Radio (and antenna) available all models.

ICC Emergency Flasher—protects life and property in roadside emergency situations—available for all models.

Air Conditioner—new for Ford pickups, Econoline Vans and medium-duty trucks—available all models. Dealer installed.

Outside Rearview Mirrors—7" x 11" Western type (illustrated), Telescopic, Non-Telescopic or Chrome Door Mirrors.

Lifeguard Seat Belts (and mounting hardware) for driver and passenger protection—available for all models.

Optional Side-Mounted Tire Carrier—(LH or RH) allows for safer and easier access to spare tire—available F-100 thru F-250 Styleside models. LH only on Flareside, 4 x 4 and F-350.

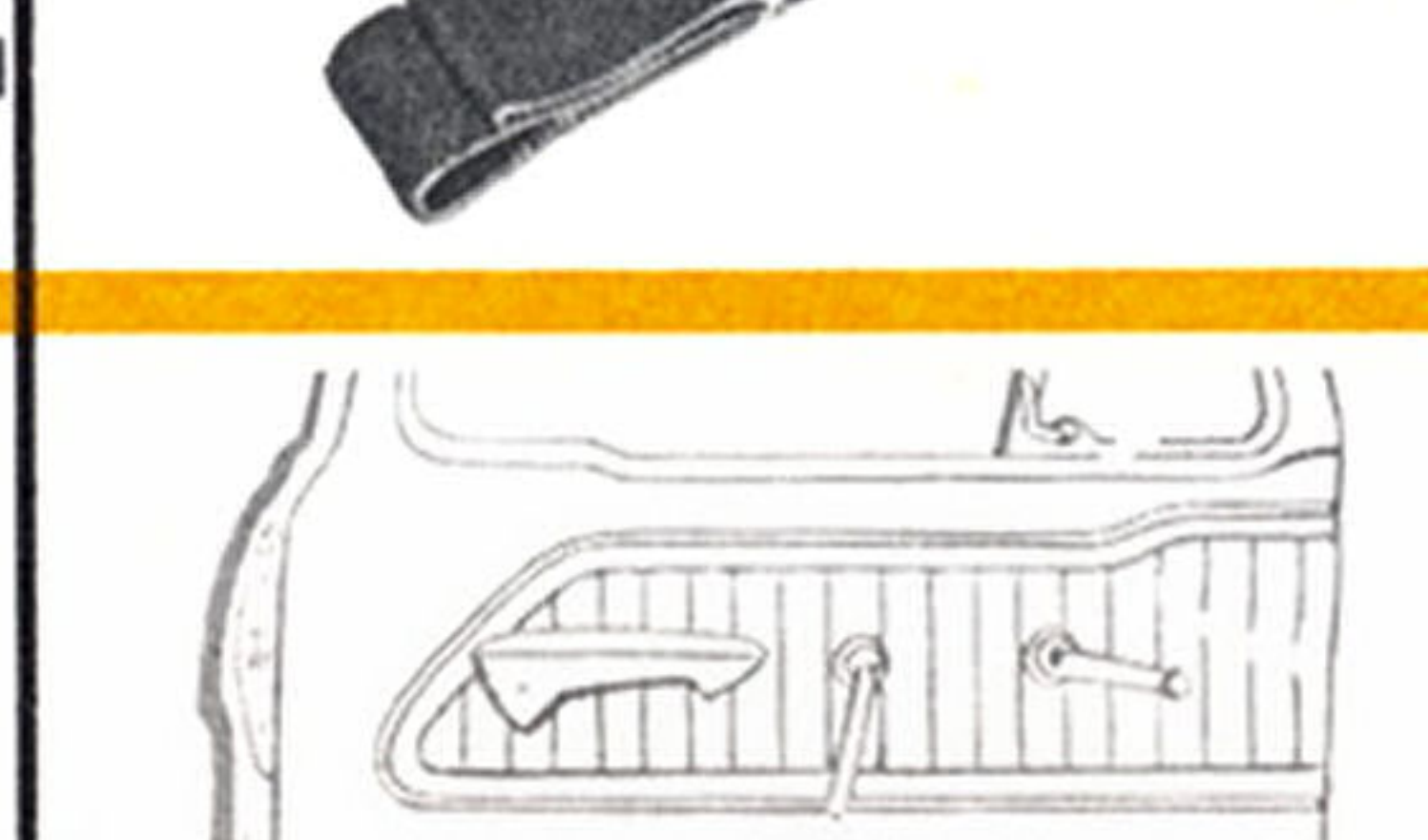
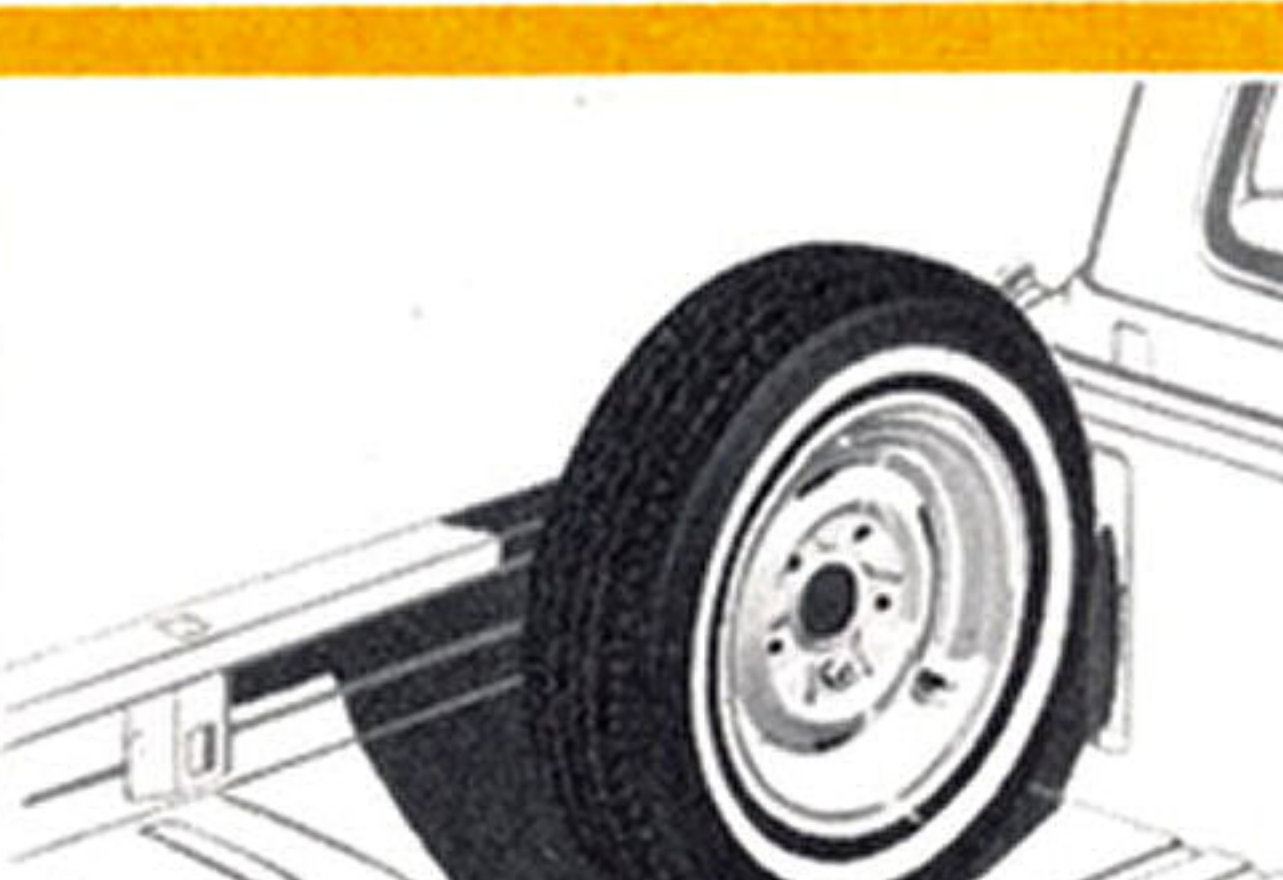
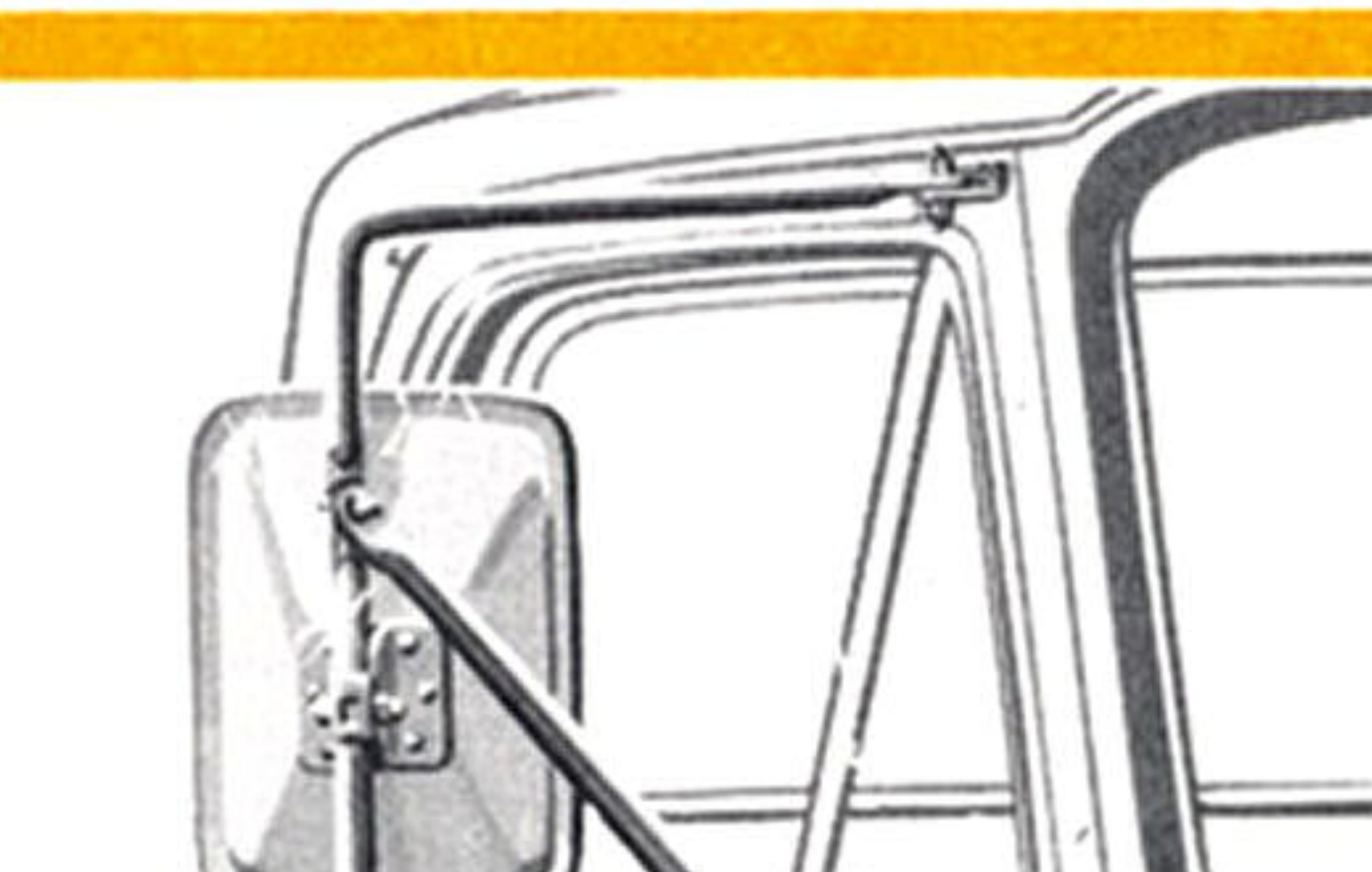
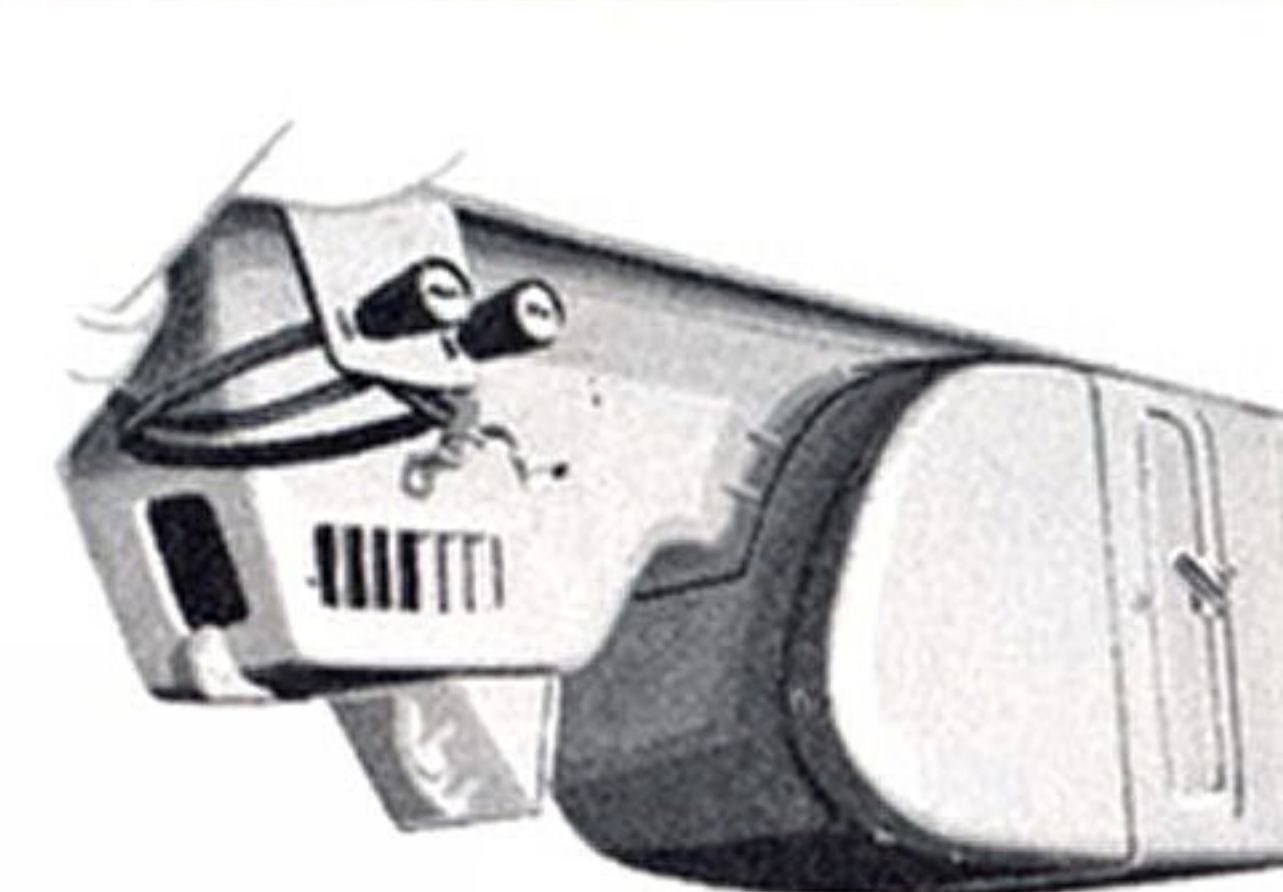
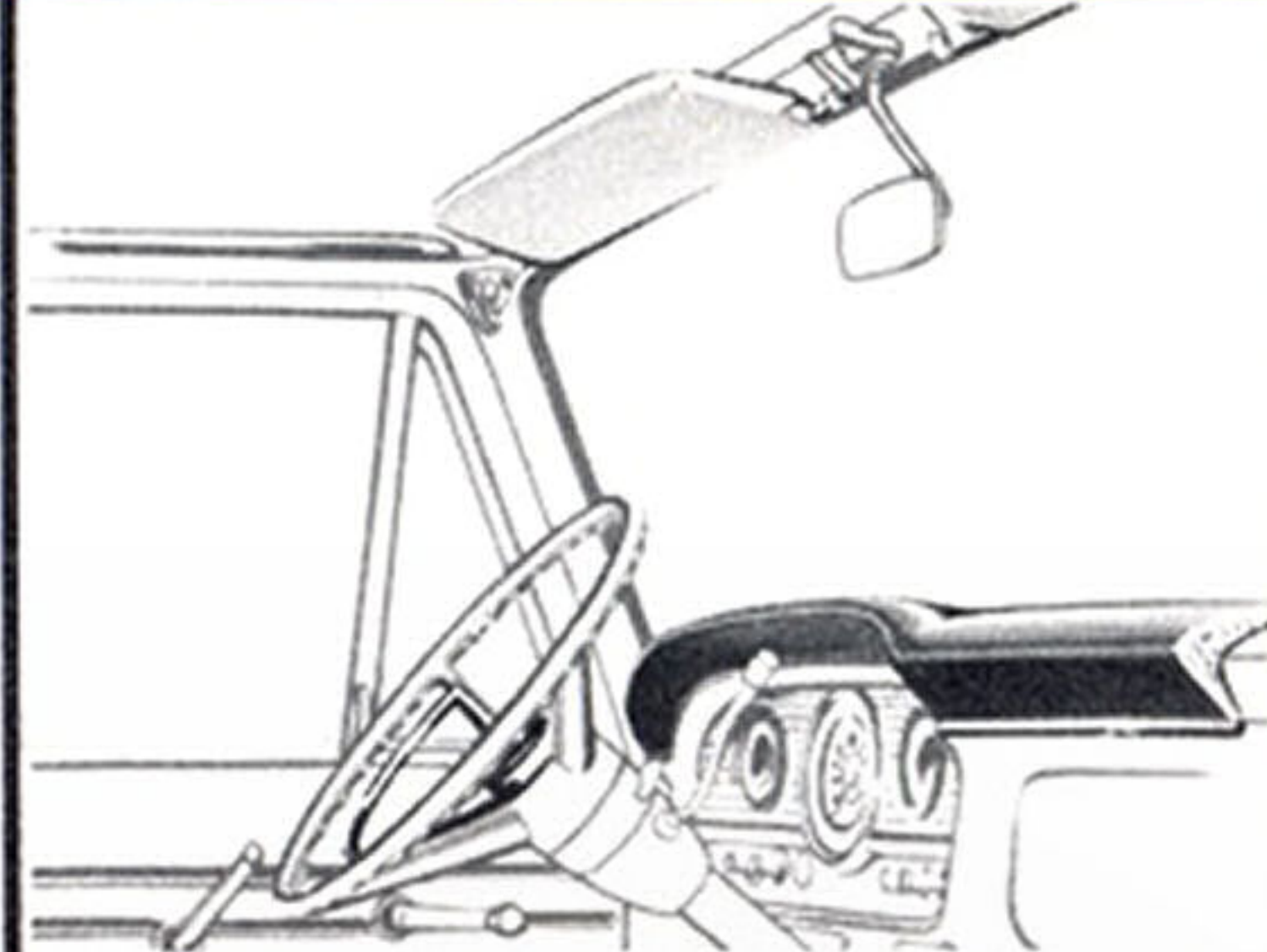
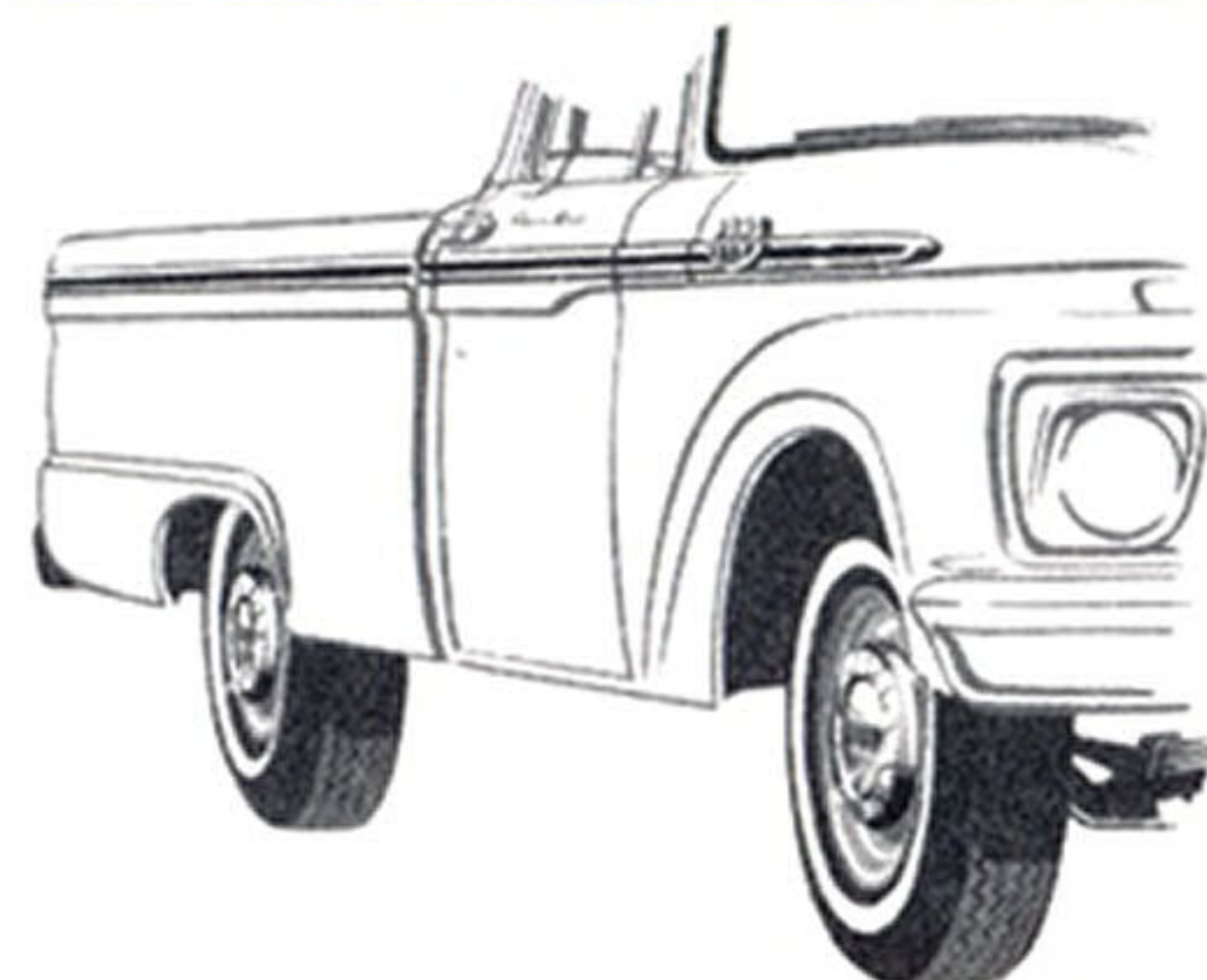
Brush Type Grille Guard—protects pickup grille from accidental damage on the job—F-100 thru F-350.

Door Stowage Compartment—vinyl covered with zipper opening and bright plastic molding frame—available all F models.

Chrome Contour Bumpers—Front and Rear. Front—All models, except F-350. Rear—Econoline and Styleside F-100 and F-250.

OTHER OPTIONAL ACCESSORIES AVAILABLE

- Painted rear bumper (pickups)
- ICC cab clearance and marker lights
- ICC rear reflectors
- Front-mounted amber reflectors
- Spare tire lock and chain
- 2-ton heavy-duty mechanical jack (F-350)
- 70-amp. battery
- Rear channel bumper for Flareside pickups
- Governor
- Dual electric horns
- Two-tone paint
- Extra Cooling Radiator



**AND YOUR
NEW FORD PICKUP
WILL BE READY
FOR THE ROAD!**

**BUILT LIKE
THE BIG ONES...
WITH
PROFESSIONAL
CARE!**

IMPORTANT:

Additional information on companies and equipment—other than products of Ford Motor Company—can be obtained by writing to the Ford Division, Ford Motor Company, Truck Sales Promotion and Training Department, P.O. Box 1000, Plymouth, Michigan.

For information on all products of Ford Motor Company, see your nearest Ford Dealer.

The specifications contained herein were in effect at the time this booklet was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time or change specifications or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this booklet are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer. Warranties referred to herein are applicable to products sold in North America and in certain neighboring areas.

'64 FORD PICKUPS

PRODUCTS OF  MOTOR COMPANY

