

AND OVER AND UNDER AND AROUND
CHECK INTO AN INTERNATIONAL® '71



THE COMPLETE LIGHT-DUTY LINE



PASSENGER CAR LUXURY AND HANDLING

But that's where the resemblance ends. International pickups offer an incredible number of choices to make driving and working more pleasant *and* more efficient. For instance, you'll choose from three suspension systems, three exterior trims, and eight transmissions. And options such as power steering, air conditioning, stereo tape player. All told, a wider selection than you'll find in any of the pickups made by the passenger-car manufacturers.

And a look below the surface shows International with an even stronger talking point—though you

may not appreciate it immediately. Some passenger-car manufacturers still put passenger-car engines in their trucks. Some still bolt on passenger-car brakes, passenger-car cooling systems, and passenger-car electrical components. This can't happen with us. We only make trucks . . . create them from the ground up, with each part designed for heavy use.

Step up to International and get the best of both worlds: passenger-car styling and other "glamour" benefits, with truck power and stamina to do the job you require.



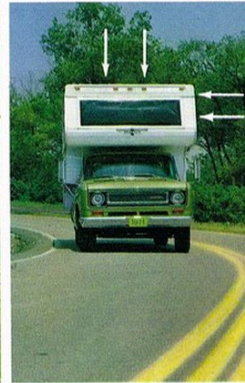
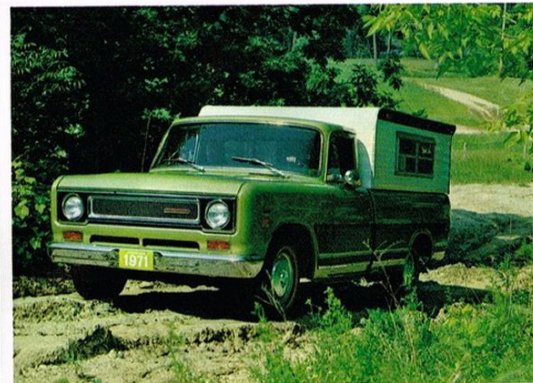
BUILT FOR BRAVNY JOBS AND LONG HOURS

No other pickup goes so far in letting you "tailor-buy" your truck to match the assignment. With the selections available at International, there's no need to buy more truck than you need. And, even more important, there's no chance it will be under-equipped for the job.

A couple of cases in point: Axles — on International 1110 and 1210 models, the optional rear axle ratings are the highest of any major manufacturer (the higher the rating the bigger the load you can carry). Transmissions — depending on

which model you decide, you can choose between a total of eight different transmissions, from a five-speed manual to a three-speed automatic. If you lean toward the automatic, notice that ours are three-speed, not two—giving you smoother shifting and less load jarring. And you also have four International engines to choose from—an economy six and three top-performance V-8's.

No matter how challenging the job, the International you pick is perfectly equipped to handle it.



Specially equipped Camper Special models for any camper body of your choice.

Eight point suspension system for greater stability.

YOU TAKE THE HIGH ROAD (the low road or no road)

More and more people are answering the call of carefree living—and finding that International pickups under their campers help to make their trips just that: care-free.

When you take a truck far off the beaten path, with a ton of outdoor fun on its back, you need maximum dependability. One of the many ways International delivers it is with suspension springs. Coil springs (great for passenger cars) provide just one point of suspension at each wheel. Suspension springs provide *two* points at each wheel. We feel that a camper rounding a curve at 60 m.p.h., in a high wind, needs all the suspension it can get. So we put suspension springs at all four wheels of our 1210. Compare these eight points with our major competitors who offer suspension at only four and six points.

All-wheel drive gives you another International bonus. Everybody offers it. But International's comes with a single-lever transfer case, so it's much easier to get all the wheels going at once.

Check into all the advantages International offers—you'll sleep better at night while camping out with an International pickup underneath you.

Camper Special Package — Heavy-duty front springs; Heavy-duty progressive rear springs; Front sway bar; Heavy-duty front and rear shock absorbers; Underslung tire carrier; Long tail pipe; 7-way electrical connector; Power brakes; 12-volt-61 amp. alternator; 12-volt-70 amp. hr. battery; Increased cooling; Sliding rear window; Auxiliary fuel tank; Dual Jr. king-size mirrors; Camper special decal.

LITTLE THINGS THAT CAN MEAN A LOT

If you're buying your first pickup, here are some "details" you might not think about until it's too late.

Fuel Tank Location—On some trucks the fuel tank is behind the seat, inside the cab. Even if you don't mind the fumes, they're dangerous in case of fire or accident. The International fuel tank is where it belongs—outside the cab.

Gauges—International is the only pickup manufacturer to give you direct-reading gauges as standard equipment. Everyone else has idiot lights.

Power Steering—Luxury to some, indispensable to others. Depends on the loads you carry, how much you drive, and your own size and strength.

Boarding Height—The distance you have to step up to get in. International's is less than anyone else's—up to nine inches less. Important to you if you get in and out frequently—and to your wife if she gets in just once.

Interior Noise Level—Others use little or no padding underneath their carpeting. International puts a thick layer underneath to keep things quieter inside the cab.

Wheel Housing Design—Everyone's wheel housings protrude into the truck's bed—they have to. But, unlike everyone else's, International housings are squared off to give you more usable space.

Power Brakes—Hardly a necessity, but great for fast, safe stops with little effort—especially when carrying heavy loads.

Heavy-Duty Door Hinges—Just one of the many International "extra-muscle" features you get as standard equipment.

Smooth Beds and Tailgates—No bolt heads or latches protrude into the bed of an International pickup to mar the cargo. Check competition on this point.

Double Wall Construction—Protects the outside from inside dents—a feature you won't find on all pickups.

And a Long List of Safety Equipment—Seat belts; Front seat shoulder harness anchors; Padded dash and sun visors; Impact-absorbing anti-penetration steering column; Recessed steering wheel; Two-speed electric windshield wipers with non-glare arms; Non-glare interior trim; Windshield washers; Hazard warning flasher lights; Break-away inside mirror; Outside mirrors; Safety door latches; Backup lights; Side fender marking lights and reflectors; Safety glass all around; Dual-operation hydraulic brake system with warning light; Outside-mounted fuel tank with built-in filter.

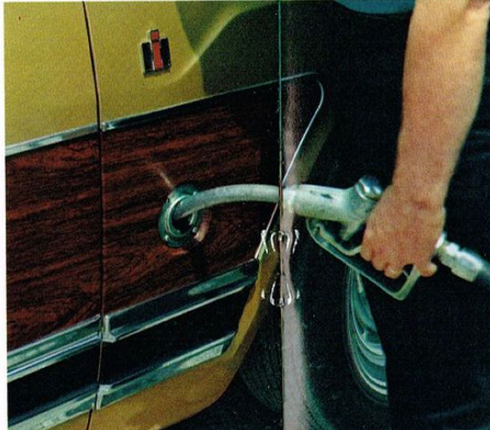
Plus 14 Acrylic, High-Luster Body Colors—White ■ Red ■ Flame Red ■ Gold Metallic ■ Medium Blue Metallic ■ Lime Green Metallic ■ Medium Green Metallic ■ Frost Green Metallic ■ Aegean Blue Metallic ■ Sundance Yellow ■ Yuma Yellow Metallic ■ Black Canyon Black ■ Schoolbus Yellow ■ Omaha Orange.



Heavy-Duty Door Hinges



Lower Boarding Height



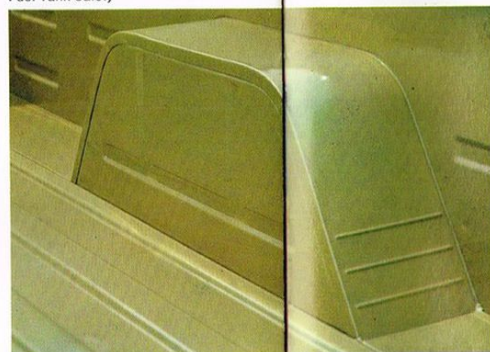
Fuel Tank Safety



Power Steering



Power Brakes



Squared Off Wheel Housing



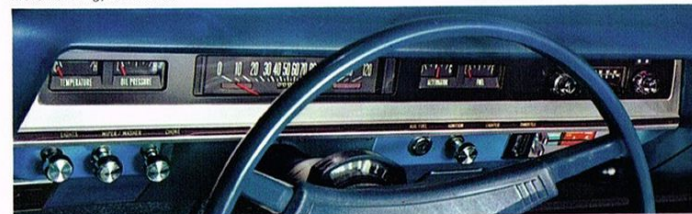
More Padding, Less Noise



Double Wall Construction



Smooth Beds and Tailgates



Gauges—No Idiot Lights



PUT YOUR PERSONALITY AND PREFERENCES INTO YOUR PICKUP

How can it be the toughest truck on the market and yet seem so much like a passenger car? Here are some of the answers.

Standard Interior—Includes more than the basic features of many conventional interiors. Thick foam padded seats over spring construction. All-vinyl upholstery, in a choice of colors. Complete set of direct-reading instruments, dual full-size armrests, dual sun visors and fresh air heating and defrosting system.

Deluxe Interior Trim Package—Vinyl and nylon color coded seat upholstery; Vinyl color coded floor mats; Soft inner color coded door trim panels; Brushed aluminum instrument panel with black trim; Seat belt retractors; Coat hook; Cigar lighter.

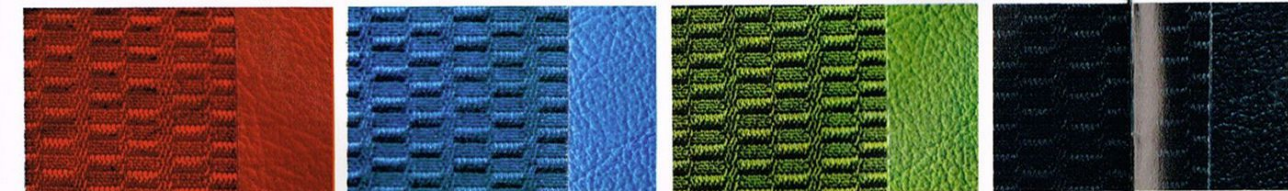
Custom Interior Trim Package—Includes entire Deluxe Interior Trim Package (except nylon color coded carpeting instead of mats), plus: Padded horn button; Parking brake warning light; Dual electric horns; Glove compartment lock; Door operated dome light; Tinted glass.

Deluxe Exterior Trim Package—Bright finish on grille, hub caps, rocker panel trim moulding, windshield moulding, headlight and parking lamp bezels, drip moulding and vent, wing moulding.*

Custom Exterior Trim Package—Includes entire Deluxe Exterior Trim Package, plus: Chrome front bumper; Stainless steel wheel covers; Wood grain side panels.*

Convenience Options—Integral power steering; Power brakes; Built-in air conditioner; Super-capacity heater and defroster; Solid state AM or AM-FM radio; 8-track stereo tape player; Rear step bumper; Factory-installed trailer hitch mount with electrical wiring; Dual Jr. king-size mirrors; Bucket seats with center console; Padded doors; Padded steering wheel; Black simulated-vinyl top.

Performance Options—Heavy-duty V-8 engines with 304, 345 or 392 cubic inch displacement; Standard or heavy-duty 3-speed automatic transmissions; Heavy-duty 3-speed manual transmission; Standard or heavy-duty 4-speed manual transmission; 5-speed manual transmissions, direct or with overdrive; Powr-Lok limited-slip differential; Increased-capacity battery and alternator; Increased-capacity cooling; Modulated air control for improved engine performance and fuel economy; 16 gal. auxiliary fuel tank; Automatic choke; Higher-capacity springs and rear axles; Over-size clutch; Larger size rims and tires; Traction tires; Heavy-duty shock absorbers.



Choice of four body-coordinated interior colors. Custom interior shown.

*Package may vary slightly with different models

INTERNATIONAL—THE COMPLETE LIGHT-DUTY LINE FOR '71



Pickup Truck Capacities and Body Sizes

PICKUP MODELS	GVW		Bonus-Load Body		Regular Body			Wheelbases (inches)
	Std.	Max.	6½ ft.	8 ft.	6½ ft.	8 ft.	9 ft.	
1010	4,800	5,400	X	X	X	X		115, 119, 131
1110	4,800	5,400	X	X	X	X		115, 119, 131
1210	6,100	7,500	X	X	X	X		115, 119, 131 149, 164
1310*	7,000	10,000					X	134, 149, 156

Stake-Platform-Dump Truck Capacities and Body Sizes

MODELS	Standard	GVW		Wheelbases	Body Sizes
		Optional	Wheelbases		
1110	4,700 lbs.	5,800 lbs.	131 in.	8-ft. Stake	
1210	6,100 lbs.	7,300 lbs.	131 in.	8-ft. Stake	
1310	7,000 lbs or 8,000 lbs.	10,000 lbs.	134 in.	9-ft. Stake or Platform Dump bodies from 8-ft. size	
1510	14,000 lbs.	16,000 lbs.	132 in. 156 in.	9-ft. Stake or Platform 12-ft. Stake, Platform or Dump	



ALL-WHEEL DRIVE

1110	4,800 lbs.	5,600 lbs.	131 in.	8-ft. Stake
1210	6,100 lbs.	7,700 lbs.	131 in.	8-ft. Stake 9-ft. Stake or Platform
1310	7,000 lbs.	10,000 lbs.	132 in.	9-ft. Stake or Platform Dump bodies from 8-ft. size

ALL-WHEEL DRIVE


1110 4x4	4,800	5,600	X	X	X	X		115, 119, 131
1210 4x4	6,100	7,700	X	X	X	X		115, 119, 131 149, 156, 164
1310 4x4*	7,000	10,000					X	132

*Model 1310 with Four-door Travelette cab is also available with 6½-ft. Bonus-Load body.

Power Train Combinations

MODEL	Engines				Transmissions							
	145 hp Six 6-232	193 hp V-8 V-304	197 hp V-8 V-345	235 hp V-8 V-392	3-speed Synch.	Heavy-Duty 3-speed†	Auto-matic 3-speed	Heavy-Duty Auto-matic 3-speed	4-speed	Heavy-duty 4-speed	5-speed Direct†	5-speed Over-drive†
1010	Std.	Opt.	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.		Opt.	Opt.
1110	Std.	Opt.	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.		Opt.	Opt.
1210	Std.	Opt.	Opt.	Opt.	Std.	Opt.		Opt.	Opt.	Opt.	Opt.	Opt.
1310	Std.	Opt.	Opt.	Opt.				Opt.	Std.	Opt.	Opt.	Opt.
1510	Std.	Opt.	Opt.	Opt.					Std.		Opt.	Opt.
ALL-WHEEL DRIVE MODELS												
1110 4x4	Std.	Opt.	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
1210 4x4	Std.	Opt.	Opt.	Opt.	Std.	Opt.		Opt.	Opt.	Opt.	Opt.	Opt.
1310 4x4	Std.	Opt.	Opt.	Opt.					Std.	Opt.	Opt.	Opt.

†Not available with six cylinder engine.

Specifications, descriptions and illustrative material in this literature are as accurate as known at time of publication, but are subject to change without notice. Illustrations may include optional equipment and accessories and may not include all standard equipment. The following trademarks of International Harvester Company are registered in the U. S. Patent Office: INTERNATIONAL and 

 **INTERNATIONAL HARVESTER COMPANY**
CHICAGO, ILLINOIS