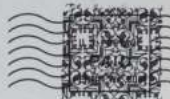


new
for '63

P.O. BOX 1000
PLYMOUTH, MICHIGAN

Return Requested



the *easiest* one



Ford Econoline Van for 1963



easiest to buy

You used to pay far more than the Econoline Van price for ordinary panel trucks. Even hundreds more! Ford Econoline Van is down in the same price group as pickups!!!!!!

Remember the first Ford Econoline Van you ever saw? That was a mere two years ago. Today the Econoline Van is outselling old-style panels better than two to one.

A big reason why is the Ford Econoline's low price. Really low. We've even known pickups to sell for more than the Ford

Econoline Van. Of course, conventional panel trucks cost *much* more than a Ford Econoline . . . even hundreds more!

Do you know of any reason why you should part with a couple of hundred dollars more for a regular panel than a Ford Econoline? Try an Econoline before you answer.

easiest to load

or to unload! First thing to realize about the new Econoline Van loadspace is that you get lots of it—204 cu. ft. Room for that 12-ft. fluorescent light fixture. Height enough for a 4½ ft. shrub. Maximum width:

5 ft. 5 in. Second thing about the loadspace is that all of it is easy to get at. No rear engine hump! Big, 4-ft. wide doorways at rear, left (optional), and right side. No extra steps. No shifting twenty packages to pull out one.



easiest to run



New, fully synchronized gears—downshift to low gear while moving

Ever grind gears shifting down to first for extra pickup in traffic? That's why Ford's gone to full synchronization of all forward speeds on 3-speed transmissions.



New 6,000-mile oil change interval

The '63 Econoline's depth-type oil filter lets you go 6,000 miles between oil changes. Crankcase capacity is only 3¼ qt., plus one for the filter. Save time, save money!



You can see 7 feet closer to the front end

Think of it as a 7-ft. margin of safety. The van's cab-forward design gives you seven feet less of a blind spot just in front of the truck than any conventional panel.



Simplified parts; less to go wrong

An Econoline Van has fewer parts to worry about and to go wrong. Also, they cost less. Examples: about \$10 less for a battery, \$3.45 less for a muffler and tailpipe.



Falcon-style gas mileage

The van's Falcon engine takes you almost as far on 3 gallons of gas as conventional ½-tonners go on 4. See the certified test reports at your Ford Dealer's.



New heavy-duty clutch longer-lasting, smoother!

New heavy-service facing material—67.66 sq. in. of it—can extend optional 8.5-in. clutch disc life up to 100 per cent. Softer torsional damper springs dampen drive line shock. Ideal for multi-stop-and-go driving.



1,000 pounds less dead weight

Half a ton less to haul on every trip. No wonder the van saves money. Welded body-frame and shorter length are chief weight savers. Yet you can carry ¾-ton loads!



Shorter wheelbase than a panel! Easier handling!

Alongside an old-style panel the Econoline wheelbase (and overall length) is 2 feet shorter. Far easier to handle. Yet its loadspace is 29% greater. Wow!



Smaller tires cost less

A set of Econoline tires (6.50 x 13 4 PR) lists about \$17.00 less than conventional truck tires. They last longer, too, on Ford's I-beam front axle.



You even save money on license

In Ohio an Econoline Van license costs \$32.90 less than a conventional truck license. The all-state average license saving is around three dollars a year.

What did your old truck cost you last year for gas, oil, tires, upkeep? The new '63 Econoline can knock \$100 off your yearly figures for operating costs alone!

We've had our van running costs carefully checked against conventional ½-tonners. Not by Ford engineers. By the leading independent engineering research firm in the country. Your Ford Dealer will show you the signed certified test reports.

They prove that over a 16,000-mile year, your gas, oil, tires, and upkeep cost you about \$100 less with an Econoline Van than with a conventional ½-ton panel or pickup.

The Ford Econoline is easier to run in other ways too. Easier to park (shorter length). Easier to maneuver (shorter wheelbase). It's even easier to shift, because now the first gear is synchronized . . . lets you downshift to low without clashing.

Ford Econoline can save \$100⁰⁰ yearly on gas, oil, tires, upkeep. No wonder it's America's fastest-selling van!

NOW— FOR '63 PICKUPS UNLIMITED FROM FORD!



Only Ford offers so many different kinds of pickups... with many body styles, capacities and power choices to custom-fit your pickup needs!



NEW FORD FALCON PICKUPS

For doing a job in style, Ford's Ranchero is in a class by itself! In comfort, handling ease and economy, it's a '63 Falcon car. For work, a sturdy 6-ft. pickup with 800 lb. capacity. Great for business, perfect for personal transportation. No other pickup is like the Ranchero!



NEW FORD STYLESIDE PICKUPS

This newest edition of Ford's most popular pickup offers solid comfort in the cab, solid truck underneath. Built like the big trucks for greater durability, Ford regular pickups use the same type of axles, frame, springs found in big trucks: 60-, 8-, 9-ft. bodies. GVW's up to 7,800 lb.



NEW FORD ECONOLINE PICKUPS

No other pickup offers you such a combination of capacity and economy! Ford's Econoline takes over 1/4-ton loads in its big 7-ft. box. And, thanks primarily to its economical Falcon engine, it can cut operating costs \$110 in a 15,000-mile year. Low price! Low, flat floor for easy loading!



NEW IDEA! A COVERED PICKUP*

If you've shied away from panels and vans because they cost hundreds more than pickups, read this! Ford's new Econoline Van gives you 204 cu. ft. of loadspace under lock and cover... big 4-ft. door openings for easy loading, side or rear... at a price below some open pickup prices!

FORD TRUCKS

PRODUCTS OF  MOTOR COMPANY

SPECIAL FORD DEALER OFFER WITH CERTIFICATE BELOW:

Toy Ford Trucks at Special Discounts



THEY LOOK AND WORK LIKE THE REAL ONES

- ★ All-steel bodies
- ★ Choice of 5 models
- ★ Tailgate opens
- ★ Whitewall rubber tires
- ★ Adjustable boom
- ★ Moving parts
- ★ Removable panels
- ★ Baked-on enamel finish

SPECIAL DISCOUNT CERTIFICATE

FORD DEALER
SIGN HERE

(DEALERSHIP NAME)

(DEALER CODE NO.)

Send, after validating, with
check or money order to:

TOY TRUCK

Ford Division, Ford Motor Company
P. O. Box 1000
Plymouth, Michigan

Fill in reverse side, check
model(s) desired, and
take to your local Ford
Dealer for his validation.

ORDER NOW FOR CHRISTMAS, BIRTHDAYS— at Special Discount Prices!



No. 4000

FORD "Speedway Special" Pickup with Trailer and Big-Track Racer only \$4.00

Over 2 ft. long! Ford F-350 Pickup has white-wall tires, chrome trim. All-steel body. Tilt-type trailer carries Indianapolis racer.



No. 3400

18-inch FORD Highway Emergency Truck with Dolly only \$4.00

Simulated cab-top flasher clears the road! Adjustable boom, sturdy chain hoist, self-locking hand wheel and a universal dolly for toting wrecks. All-steel body.

FORD Stake Truck only \$2.75

Built for rugged play, with 6 removable stake panels, movable trailer hitch. Fine automotive finish. 14 in. long, 6 in. wide, 5½ in. high.



No. 4500

Scale-Model Working Dump Truck only \$2.75

Ready for action in any sandbox quarry. 13¾ in. long. Simple lever raises body. Snap-action tailgate dumps loads. All-steel body.



No. 5100



No. 5200

New FORD Econoline Pickup only \$2.00

Handsome replica of Ford's modern cab-forward trucks. Hinged tailgate can be raised or lowered. Huge wrap-around windshield. All steel, 11 inches long. Baked rich high-gloss enamel finish.

SPECIAL DISCOUNT CERTIFICATE

HURRY, SUPPLY LIMITED!

Fill out this certificate; check the truck model(s) you want at right, and take it to your Ford Dealer. After he has signed it, send it with your check or money order to TOY TRUCK, Ford Division, Ford Motor Company, P. O. Box 1000, Plymouth, Michigan. Your toy Ford will be sent by mail promptly—prepaid.

Name _____
(Print Plainly)

Street _____

City _____ Zone _____ State _____

CHECK WHICH MODELS YOU WANT:

		Advertised Price	Your Price	
1	No. 4000 FORD Speedway Special.....	\$5.98	\$4.00	☐
2	No. 4500 FORD Stake Truck	3.98	2.75	☐
3	No. 5100 FORD Dump Truck.....	3.98	2.75	☐
4	No. 3400 FORD Highway Emergency Truck.....	5.98	4.00	☐
5	No. 5200 FORD Econoline Pickup	2.49	2.00	☐