

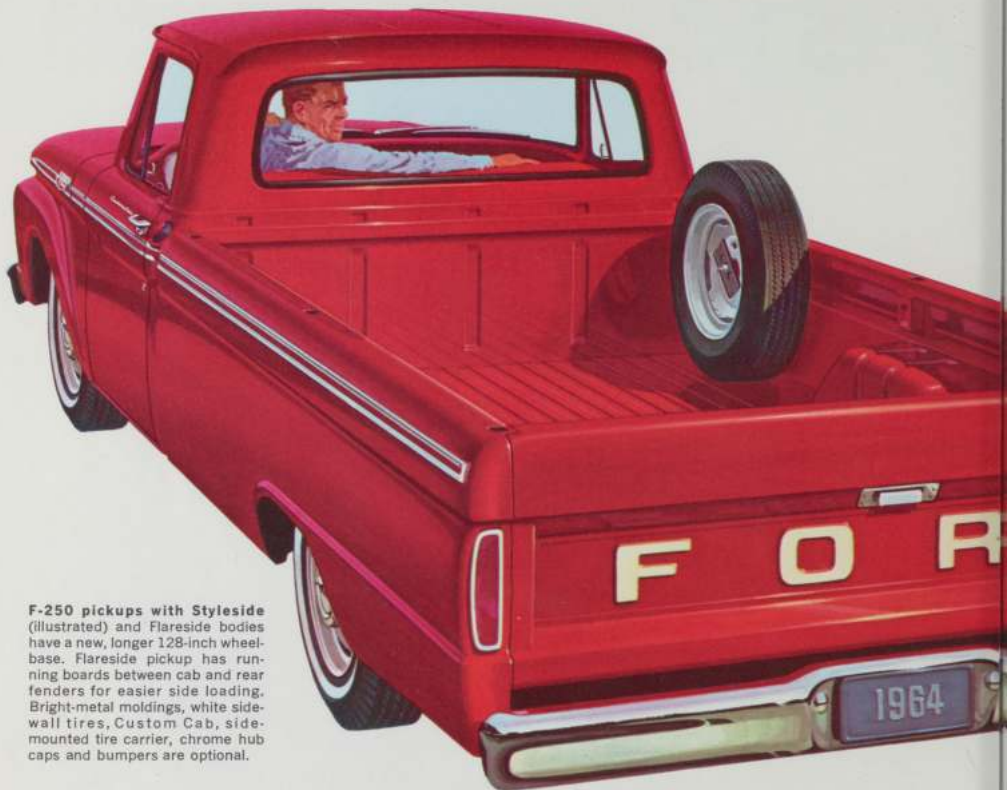
1964 FORD TRUCKS

F-250

PICKUPS · STAKE · PLATFORM · CHASSIS · CAB
CHASSIS - COWL · CHASSIS - WINDSHIELD



MORE LOADING EASE...



F-250 pickups with Styleside (illustrated) and Flareside bodies have a new, longer 128-inch wheelbase. Flareside pickup has running boards between cab and rear fenders for easier side loading. Bright-metal moldings, white sidewall tires, Custom Cab, side-mounted tire carrier, chrome hub caps and bumpers are optional.

You are looking at the business end of a 1964 Ford Styleside pickup . . . a unique truck from many angles. Study this Ford carefully—better yet, test-drive a Ford pickup severely—and you'll discover that for all its quiet operation, convenience, and carlike comfort, the F-250 is solid through and through. It's built like a big truck from axle to axle to give you big-truck reliability . . . big-truck durability. For example, truck-type I-beam front axle, SAE-standard parallel-rail frame, two-stage leaf-type rear springs, rugged transmission and extra corrosion protection for critical body areas give this Ford pickup toughness where toughness counts. The new, longer 128-in. wheelbase gives the 1964 F-250 improved stability, handling and ride. If you're looking for a reliable pickup, look into and under a '64 Ford F-250 pickup!

- **NEW STYLESIDE BOX** has double-walled side panels and tailgate for extra strength and to protect exterior surfaces against dents caused by shifting cargo.
- **NEW TAILGATE LATCH**—The '64 Styleside pickup has a new, unique tailgate latch that lets you open or close the tailgate quickly and with only one hand. No hooks to struggle with.
- **NEW, HUSKY TAILGATE SUPPORT STRAPS**—Steel hinge-type straps support up to 1-ton loads. Straps fold into recessed corners of tailgate and out of sight. To lower tailgate vertically, straps detach from tailgate as easily as old-style chains.
- **NEW, LARGER VERTICAL TAILLIGHT** with increased reflector area meets ICC lighting requirements . . . eliminates the need for separate reflectors.
- **NEW OPTIONAL RIGHT-HAND SPARE TIRE CARRIER LOCATION** (illustrated) provides safer curbside handling of spare tire. Left-side mounting also available. Underfloor mounting is standard.
- **NEW OPTIONAL TOOL BOX** is conveniently located below the pickup box floor, ahead of the right rear wheel . . . does not interfere with cab or loadspace. Tool box lid is lockable and hinged flush with the pickup box side panel for easy access.

MORE VALUE...



The F-250's new, longer 128-in. wheelbase can ideally accommodate 8- or 10-ft. cab-over camper coach bodies. The longer 128-in. wheelbase now locates the camper body's center of gravity *forward of the rear axle to distribute more camper coach weight to the front axle . . . resulting in improved stability, steering and handling ease.*

Camper coach bodies can be slipped into the F-250 Styleside (illustrated) pickup in a matter of minutes, or mounted directly to the frame of a chassis-cab model for even greater road-hugging stability. Listed below are recommended equipment options required to accommodate the various size camper coach bodies.

RECOMMENDED EQUIPMENT FOR UP TO 10 FT. CAB-OVER CAMPER COACH INSTALLATIONS

F-250 Pickup with 128-in. Wheelbase	Camper Body & Payload up to 2000 lb.	Camper Body & Payload up to 2800 lb.	Camper Body & Payload up to 3200 lb.
ENGINE	262 Six or 292 V-8	292 V-8	292 V-8
CLUTCH	HD 11-in. Dia.	HD 11-in. Dia.	HD 11-in. Dia.
TRANSMISSION	4-Speed Manual or HD Cruise-O-Matic*	4-Speed Manual or HD Cruise-O-Matic*	4-Speed Manual or HD Cruise-O-Matic*
AXLE, FRONT	2600 lb.	2600 lb.	2600 lb.
AXLE, REAR	5200 lb. (4.10 to 1)†	5200 lb. (4.10 to 1)	5200 lb. (4.10 to 1)
SHOCK ABSORBERS, HD	Front & Rear	Front & Rear	Front & Rear
SPRINGS, FRONT	1100 lb.	1100 lb.	1100 lb.
SPRINGS, REAR	1450 lb. Two Stage	1950 lb. Two Stage	2400 lb. Two Stage
TAILPIPE	Full Length	Full Length	Full Length
TIRES	7.00 x 16 BPR Tube Type	7.50 x 16 BPR Tube Type	7.50 x 17 BPR Tube Type
WHEELS	16 x 5.50F—Disc Type	16 x 5.50F—Disc Type	17 x 5.5—Disc Type
ALTERNATOR	42 Amp.—630 Watt	42 Amp.—630 Watt	42 Amp.—630 Watt
BATTERY	66 Plates—55 Amp-hr	66 Plates—55 Amp-hr	66 Plates—55 Amp-hr
RADIATOR	Extra Cooling	Extra Cooling	Extra Cooling

*N/A w/262 Six

†With 8-ft. camper, for 10-ft. camper use 1950-lb. springs

‡4.88 to 1 w/262 Six

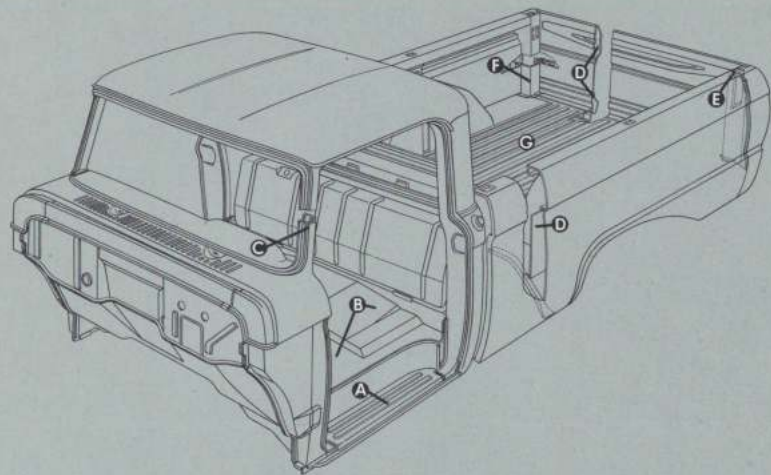
FORD ENGINES GIVE YOU ECONOMY, DURABILITY, FINE PERFORMANCE!

YOUR CHOICE OF 6 OR V-8 POWER			
SPECIFICATIONS	223 SIX	262 SIX	292 V-8
Max. HP @ rpm	135 @ 4000	152 @ 4000	160 @ 4000
Max. Torque (lbs.-ft. @ rpm)	200 @ 18-2400	237 @ 1800	270 @ 18-2000
Displacement (cu. in.)	223	262	292
Bore and Stroke (in.)	3.62 x 3.60	3.72 x 4.03	3.75 x 3.30
Compression Ratio (to 1)	8.1	8.0	8.0

- Short-stroke design provides low piston speeds, better fuel economy, and longer ring and bore life
- Free-turning valves, aluminum-alloy pistons, and full-pressure lubrication give Ford engines dependable long-life performance with less maintenance
- Full-circle water jackets and free-way water passages provide better cylinder cooling, reduce cylinder bore wear, and prolong engine life
- Ford's new, improved 2-stage Full-Flow oil filter permits 6,000-mile or 6-month* oil change intervals under normal driving conditions for lower operating costs

*Whichever occurs first

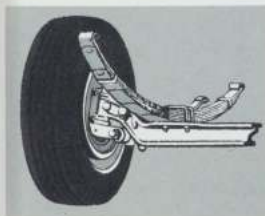
MORE DURABILITY!



Ford pickups are more durable through and through. Here are extra-quality construction features that mean your Ford will stand up to your job through a longer, hard-working life:

- (A) **WIDE INBOARD STEP** of heavy-gauge galvanized steel provides a rust-resistant, weather-protected footing for safer and easier cab entry and exit
- (B) **ONE-PIECE CAB FLOOR†** adds rigidity to the entire cab structure, minimizes rattles (†Except with 4-spd. transmission)

- (C) **BOX-SECTION CORNER POSTS** are designed for strength with minimum interference to vision
- (D) **DOUBLE-WALL SIDE PANELS AND TAILGATE** of Styleside bodies protect exterior sheetmetal against damage caused by shifting cargo
- (E) **STAKE POCKETS** permit adding stake racks for hauling tall, bulky loads
- (F) **STRONG REAR CORNER POSTS** resist spreading of side panels . . . maintain alignment with tailgate
- (G) **ALL-STEEL FLOORS** of Styleside pickup are ribbed for added rigidity and long life



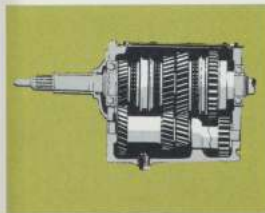
RUGGED FRONT SUSPENSION

I-Beam Axle is simple, dependable, big-truck design. Needs little maintenance and resists twist and road shock. Maintains front end stability over the roughest roads and keeps tires tracking true for increased tire life. **Leaf-Type Front Springs** have tip inserts and rubber-bushed eyes for quietness and reduced maintenance . . . flex easily to provide good riding quality.



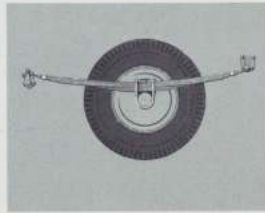
5,200-LB. REAR AXLE

The F-250 has a 5,200-lb. big-truck type single-speed rear axle to provide long life, dependable service. Standard ratios are 4.88 to 1 with six-cylinder engines and 4.56 to 1 with the V-8. Optional ratios with the V-8 are a 4.88 to 1 for hilly terrain, or a 4.10 to 1 ratio for high-speed highway operations. A limited-slip differential is available with all ratios to provide extra traction.



3-SPEED SYNCHRO-SILENT TRANSMISSION

Fully synchronized in low gear as well as second and high (only Ford synchronizes all three gears), the standard 3-speed transmission allows you to downshift into low without clashing gears or double-clutching. Heavier 3- and 4-speed synchronized transmissions with 11-inch clutch, or a 3-speed heavy-duty Cruise-O-Matic are optional.



2-STAGE REAR LEAF SPRINGS

Just like big-truck type springs . . . 2-stage rear springs provide a smoother ride for light or heavy loads. The upper leaves support the light loads and the lower leaves combine with the upper leaves to support the heavy loads. Optional higher capacity 2-stage rear leaf springs, with or without an optional auxiliary spring, are available.

MORE COMFORT!



Ford cabs are designed to bring you extra comfort and convenience—the kind that eases long hours at the wheel. Wide, deep-cushioned foam seats provide plenty of room for three. Insulation, 38 pounds of it, soaks up noise, seals out heat and cold. New deep-cushioned seat back, new greater headroom, big glass area, and low-lift pedals are features designed to give you more comfort . . . more convenience.

In every way this bright, roomy cab sets a new standard in attractive design. New interiors feature red, blue, green, gray or beige vinyl seat trim color-keyed to the cab paint. Ford upholstery is as durable as it is rich-looking. Headlining extends all the way to the belt line for a completely finished appearance.

Ford's optional Custom Cab (illustrated) provides a left door arm rest, right sun visor, cigar lighter, vinyl-coated floor mat, foam seat cushion padding 5 inches thick, stowage compartment in left door, door trim panels with bright moldings, bright-metal grille and headlight assembly, and many more interior and exterior features. For the ultimate in luxury, a Ford air-conditioner kit is available.

24,000-MILE WARRANTY (OR 24 MONTHS)—Ford Dealers warrant to truck 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 and routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and for normal deterioration of soft trim and appearance items.

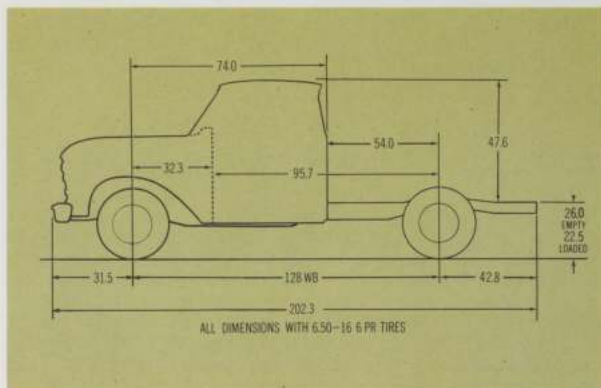
MAXIMUM RECOMMENDED PAYLOADS AND BODY AND CHASSIS DIMENSIONS



F-250 SERIES	Styleside Pickup	Flareside Pickup	Stake or Platform
Max. recommended payload (lb.)	2825	3550	3550 3750†
Wheelbase (in.)	128	128	128
Nominal body length (ft.)	8	8	7½
(A) Max. inside length (in.)	98.7	96.0	90.0
(B) Max. inside width (in.)	70.0	54.0	73.7
(C) Inside width between wheel housings (in.)	49.0	48.4	None
(D) Width of tailgate opening (in.)	65.0	54.0	73.7
(E) Height (floor to top of sides—in.)	19.3	22.1	28.3
Capacity (cu. ft.)	76.4*	65.4*	108.6

*Allowance made for wheel housings

†Platform body



CHASSIS FOR SPECIAL BODIES

Ford F-250 128-in. wheelbase chassis models are well suited to accommodate a variety of custom-built truck-type bodies 6½ to 8 ft. long . . . cab-over camper coach bodies up to 10 ft. long. Chassis-cab models are available for special-purpose bodies from any number of independent body-builders. Chassis-cowl and chassis-windshield units are easily equipped with single-unit bodies of the walk-in type. See your Ford Dealer for a wide choice of makes and types of special bodies. He will be glad to recommend the chassis and body that fits your job needs best.

CHASSIS SPECIFICATIONS F-250 MAX. GVW: 7,500 LB.

	STANDARD EQUIPMENT	OPTIONAL EQUIPMENT*
Axle, Front: Capacity (lb.)	2600	—
Axle, Rear: Capacity (lb.)—Ratio (to 1)	5200—4.88 (Six), 4.56 (V-8)	Limited-slip differential
Battery: (12 volt)	410, 4.88 (V-8)	66 plates—70 amp-hr
Brakes, Service: Type	Hydraulic	—
Size (in.) front & rear	12½ x 2	—
Brakes, Parking: Type	3.75	—
Clutch: Dia. (in.)—Area (sq. in.)	10—85.5 (223 Six), 10.5—96.2 (262 Six or V-8)	HD 11½—123.7
Engine:	223 Six	262 Six, 292 V-8
Frame: Section Modulus	30 amp—450 watt	Alternator—42, 52 or 60 amp
Generator:	Double-acting	Heavy-duty
Shock Absorbers: Front and rear	1450	1100
Springs, Front: Capacity @ pad (lb. each)	—	1950, 2400
Springs, Rear (two-stage): Capacity @ pad (lb. each)	—	550
Auxiliary (w/opt. main springs only)	Recirculating ball	—
Steering: Type	3-speed Synchro-Silent	3-speed extra-duty, 4-speed, HD Cruise-O-Matic
Transmission: Type	5—8-hole disc—16 x 6L	—
Wheels: No.—type—rim size	4—6.50-16 6 PR	Tubeless and tube-type tires in sizes to match requirements
Tires: Tubeless, No.—size	—	—

*See your Ford Dealer for additional options

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BUILT LIKE THE BIG TRUCKS—WITH A BIG COUNTRY BONUS!

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