

1964 FORD TRUCKS

ECONOLINE PICKUP



FORD ECONOLINE PICKUP—more loadspace $\frac{3}{4}$ -ton or 1-ton capacity!

GREATER CAPACITY AND LOADSPACE . . . The regular Econoline pickup can haul a $\frac{3}{4}$ -ton payload. For '64, a new 1-ton payload option enables the pickup to haul a full 2,050-lb. payload. The Econoline has a big 73-cu. ft. cargo box that measures over 7 feet long and 5 feet wide, and nearly 2 feet deep to provide as much as 23% more loadspace than the average conventional $\frac{1}{2}$ -ton pickup. And should you want to double your loadspace, reinforced stake pockets hold stake or side panel posts securely to support tall and bulky loads.

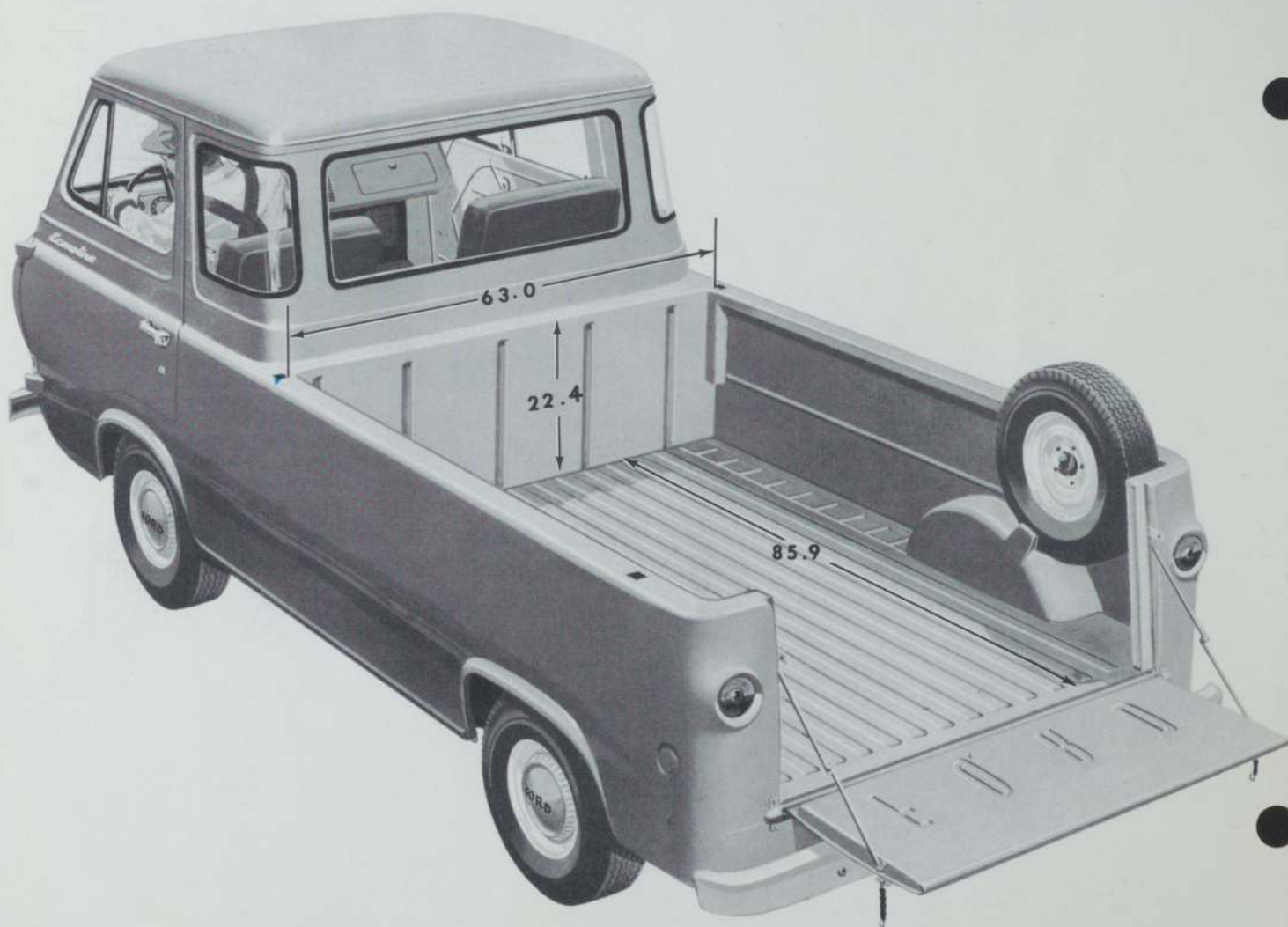
GREATER VISIBILITY AND HANDLING EASE . . . Driver visibility and handling ease are outstanding! The pickup's compact, cab-forward design and huge 9.4-sq. ft. windshield give the driver extra close-to-the-road visibility. What's more, a big 4.6-sq. ft. rear window and two rear quarter panel windows (optional) give you all-around visibility when backing into tight delivery areas. The pickup's short 90-inch wheelbase and 34-ft.

turning diameter . . . shorter than any conventional $\frac{1}{2}$ -ton pickup . . . get you through traffic and congested shipping areas with ease. No wonder owners report big savings in driver time!

LOW LOADING HEIGHT . . . The strong, all-steel ribbed body floor is only knee-high! Empty . . . the lowered tailgate is 22 inches from the ground and only 20 inches when loaded. With its floor inches lower than most conventional $\frac{1}{2}$ -ton pickups, the Econoline pickup is easier to load and unload . . . saves time and effort.

LOW OPERATING COSTS . . . Not only is the Ford Econoline pickup priced low, but operating costs are low, too! You save on fuel with the economy-winning Falcon Six engine; you save on tires and maintenance with an I-beam front axle, self-adjusting brakes, heavy-duty clutch, and a 6,000-mile or 6-month interval* between oil changes and minor lubrications.

**Whichever occurs first*



more visibility... more maneuverability

ECONOLINE DURABILITY... DEMONSTRATED IN A 100,000-MILE ROAD TEST!

Two standard-equipped Ford Econolines were recently "put through the wringer" in a 100,000-mile durability-endurance test. An independent research firm was assigned to test Econoline's operating economy and durability under these ground rules: use recommended maintenance schedules; operate and repair vehicles as an individual owner would; keep accurate records of all costs; run the Econolines round-the-clock through city traffic and over rough gravel roads, asphalt and smooth highway. Both Econolines finished the 100,000-mile run in good condition. The total running cost at retail prices for gas, oil, tires, preventive maintenance and all repairs averaged only 2.7 cents per mile.



Adjusting Brakes are standard on Econolines for greater safety and economy. Brakes adjust automatically when applied while backing up. For '64, brake lining life has been greatly increased.

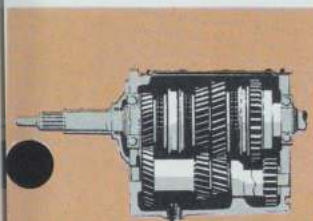


Durable Heavy-Duty 8½-inch Clutch (standard) has 68.1 sq. in. of clutch plate lining area to give long life and dependable service. This heavy-duty clutch has a new tougher disc facing material that is far more durable.

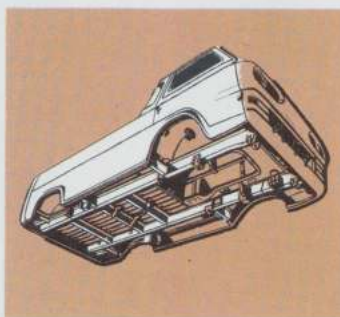
MORE ECONOLINE FEATURES

- All-welded, single-unit body-frame construction provides maximum strength with minimum weight. Integral skid-strip flooring results in a more rigid box
- Grain-tight tailgate has sturdy folding support arms instead of noisy chains
- An I-beam front axle and truck-type leaf springs with telescopic shock absorbers help keep front end in alignment, provide easy steering and an amazingly comfortable ride
- 36,000-mile or 2-year antifreeze coolant keeps operating costs low

CHOICE OF 3 TRANSMISSIONS



Three- and four-speed fully synchronized transmissions let you downshift into low while still moving forward without clashing gears. The 4-speed "traffic transmission" provides superb gear ratios for any traffic situation. For those who prefer automatic shifting, a new 3-speed automatic transmission is available in '64 for extra driving ease.



GALVANIZED PROTECTION

All main underbody structural members of the Econoline pickup are heavily zinc-coated to resist rust and corrosion. This extra body protection pays off handsomely at the time of resale to give you higher trade-in value.

6,000-MILE LUBRICATION INTERVAL

The cost of operating Econoline pickups is lower than ever in 1964. Engine oil can now be used for 6,000 miles or 6 months.** The interval for minor chassis lubrications has been extended to 6,000 miles or 6 months,** thanks to lubrication-free spring pins and shackles, new bronze kingpin bushings and seals, and Delrin* clutch and brake pedal bushings. Delrin bushings have excellent lubrication retaining qualities to reduce friction and wear. In addition, steering drag link and tie rod ends are sealed with heavy-duty lubricant to help keep out harmful dust and grit.

*Du Pont's registered trademark

**Whichever occurs first

CHOICE OF TWO SIXES

SPECIFICATIONS	144 SIX (STD.)	170 SIX (OPT.)
Max. Gross HP	85 @ 4200 RPM	101 @ 4400 RPM
Max. Gross Torque	134 lbs.-ft. @ 2000 RPM	152 lbs.-ft. @ 1800-2000 RPM
Bore and Stroke	3.50" x 2.50"	3.50" x 2.94"
Compression Ratio	8.4 to 1	8.4 to 1

NEW 1-TON PAYLOAD PACKAGE

A new optional "package" of heavy-duty chassis components enables the Econoline pickup to haul 1-ton payloads and provides extra durability with lighter loads under severe service conditions. The package consists of reinforced underbody structural members, a heavier capacity rear axle, and other heavy-duty components listed on the back cover of this folder.

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, 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.

FORD COMFORT-CONDITIONED CAB FOR 1964

Get behind the wheel of an Econoline pickup for a new experience in driving pleasure! You have complete command-of-the-road visibility through a big, wide windshield! With no hood out front, you can see along sidewalks before you pull out of alleys and driveways. Long hours of in-and-out delivery duty are made easier thanks to wide doorways and a foam-padded driver's seat. Good looking, durable all-vinyl (Standard Cab) or woven plastic upholstery (Custom Cab) in five basic colors are color-keyed to outside paint for appearance you can be proud of. And you get a pleasant, quiet ride thanks to sound-absorbing headlining and a heavily insulated engine cover. Drive an Econoline pickup for ten minutes and you, too, will understand why Ford Econolines are as popular with drivers as they are with cost-conscious owners!



CUSTOM CAB

STANDARD CAB FEATURES

- All-vinyl color-keyed upholstery • Left fresh air inlet • Dual electric windshield wipers • Rearview mirror • Left sun visor • Painted front bumper and hub caps • Dome light • Ash tray • Single electric horn • Mechanical jack • Spare wheel, tire, and carrier • Turn signals (in front parking lights and rear taillights) • Matched locks for both doors • Push-button-latch locks for side vent windows • Plastic foam padding in driver's seat cushion and seat back • Headlining in cab • Glove compartment door with lock • Coat hook

CUSTOM EQUIPMENT PACKAGE

(In addition to or in place of standard features)

- Woven plastic color-keyed upholstery • Right-hand fresh air inlet • Right sun visor • Cigar-cigarette lighter • Dual horns • Bright-metal

- hub caps • Chrome horn ring • Insulation on cowl wall • Right- and left arm rests • Passenger seat cushion padded with plastic foam • Rear quarter windows

OTHER AVAILABLE EQUIPMENT: Fresh air heater and defroster; radio and antenna; safety package (padding on instrument panel and sun visor); Flip-Swing passenger seat; seat belts; outside rearview mirrors; ICC emergency lamp flasher; tinted windshield; windshield washer; two-speed electric windshield wipers; painted rear bumpers; front and rear chrome bumpers; white sidewall tires.

STANDARD COLORS: Rangoon Red, Bengal Tan, Raven Black, Pagoda Green, Holly Green, Caribbean Turquoise, Academy Blue, Skylight Blue, Wimbledon White, Chrome Yellow, Pure White. A two-tone paint effect is available with Wimbledon White combined with any standard color except Chrome Yellow and Pure White.

CHASSIS SPECIFICATIONS

	REGULAR ECONOLINE AND OPTIONS	ONE-TON PAYLOAD PACKAGE OPTION
MAXIMUM GVW: (lb.)	4350*	4850
MAXIMUM LOAD: (lb.)	1700	2050
LOADSPACE: (cu. ft.)	73	
AXLE, FRONT: Capacity (lb.)	2150	
AXLE, REAR: Capacity (lb.)	2300—(2700 with Limited-Slip differential)	2700†
Ratios (to 1)—Standard	3.50	4.11
—Optional	4.00, 4.11, 4.57	4.57
BATTERY: Standard	54 plates—40 amp-hr	
Optional	55 plates—55 amp-hr, 66 plates—65 amp-hr	
BRAKES, SERVICE: Size (in.)—Front	10 x 2.50	
—Rear	10 x 1.75	Rear 10 x 2.50
BRAKES, PARKING:	Cable actuation of rear brakes	
CLUTCH: Dia. (in.)—Frictional area (sq. in.)	HD 8.5—68.1	
ENGINE: Standard	85-hp, 144-cubic-inch Six	101-hp, 170-cubic-inch Six
Optional	101-hp, 170-cubic-inch Six	
FUEL TANK: Capacity (gal.)	14	
Location	Under cargo floor	
GENERATOR: Standard—Optional	30 amp.—42 amp. alternator	
SHOCK ABSORBERS: Front and Rear	Direct-acting, telescopic	Heavy-duty
SPRINGS, FRONT: Capacity @ pad (lb.)	855	955
Size (in.)—No. of leaves	48.4 x 2.25—5	48.4 x 2.25—5
SPRINGS, REAR: Capacity @ pad (lb.)	1025	1200
Size (in.)—No. of leaves	47.62 x 2.25—5	47.6 x 2.25—6
Optional: No. of leaves—Capacity @ pad (lb.)	6—1200	
TRANSMISSION: Synchronized in all forward gears	3-speed	
Optional	4-speed, 3-speed automatic**	
Control	Steering column shift lever	
TIRES: Tubeless. No.—Size (Standard)	5—6.50 x 13 4 PR (2-ply)	5—7.00-13 8 PR TT
WHEELS: No.—Rim Size (Standard)	5—13 x 5½ J	

*Requires optional 6 PR tires

†Limited—Slip differential available

**Requires 170-cu. in. engine

TT=Truck-type

The specifications contained herein were in effect at the time this folder 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 folder 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.

FORD ECONOLINE TRUCKS FOR UTILITY AND ECONOMY!