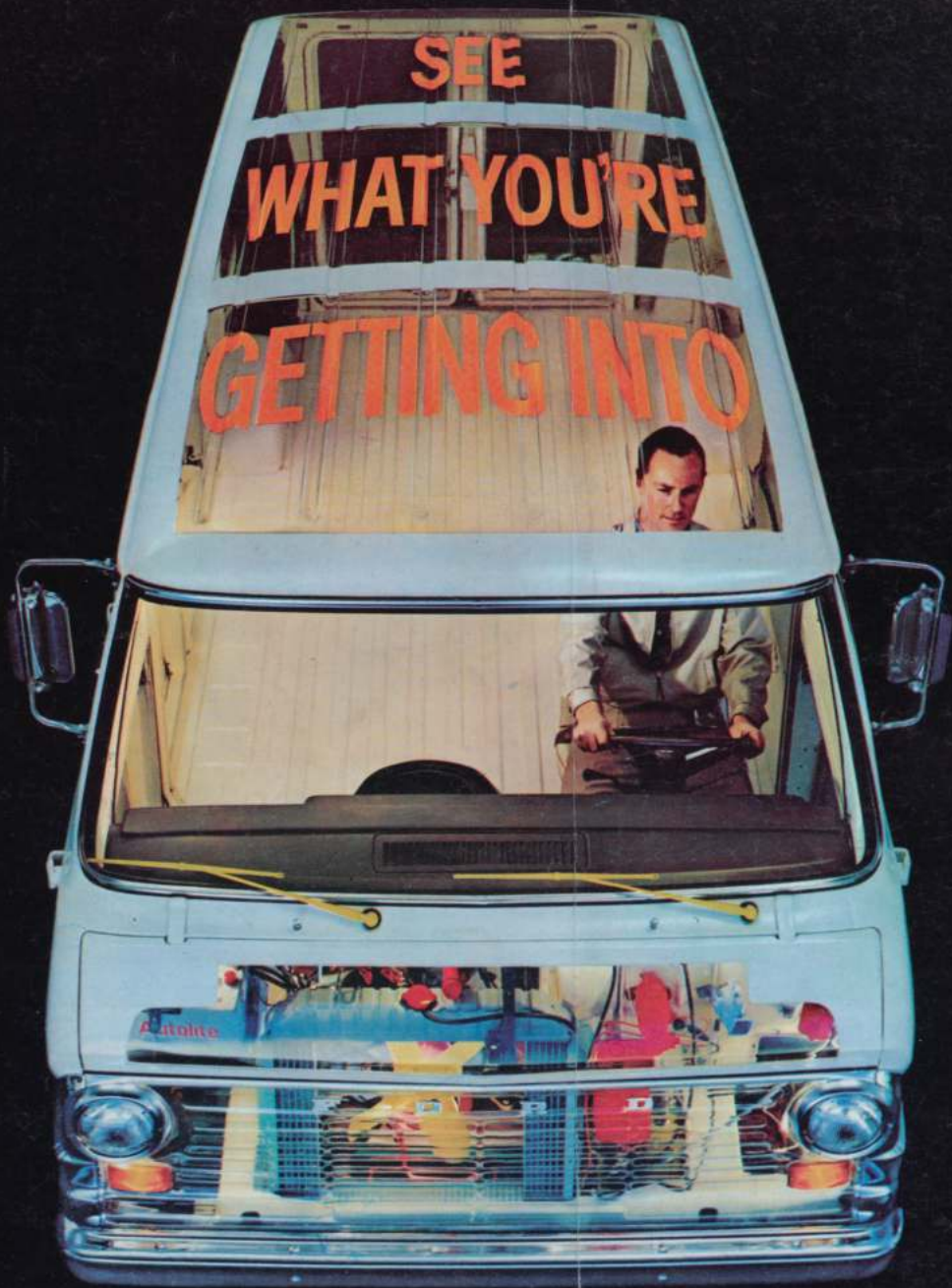


BEFORE YOU BUY ANY VAN, YOU SHOULD



Wonder why one van outsells
all the others combined?
This special demonstration
Ford Econoline Van should
make it clear. Ford comes up
with the better ideas first:
more clear cargo floor space,
faster service, quicker
loading, easier driving.

Get your better
ideas in trucks
first from Ford.









Out-front service center.
Wide-track stability and
handling ease. And, most
important of all, unique
Twin-I-Beam front
suspension that gives you
a smooth, coil-spring ride
and solid truck strength.

In a nose to nose comparison with other vans, Ford Econoline clearly shows where the better ideas started. Ford's fast service center is one example. Wide stance stability is another. But, some Ford ideas defy comparison.

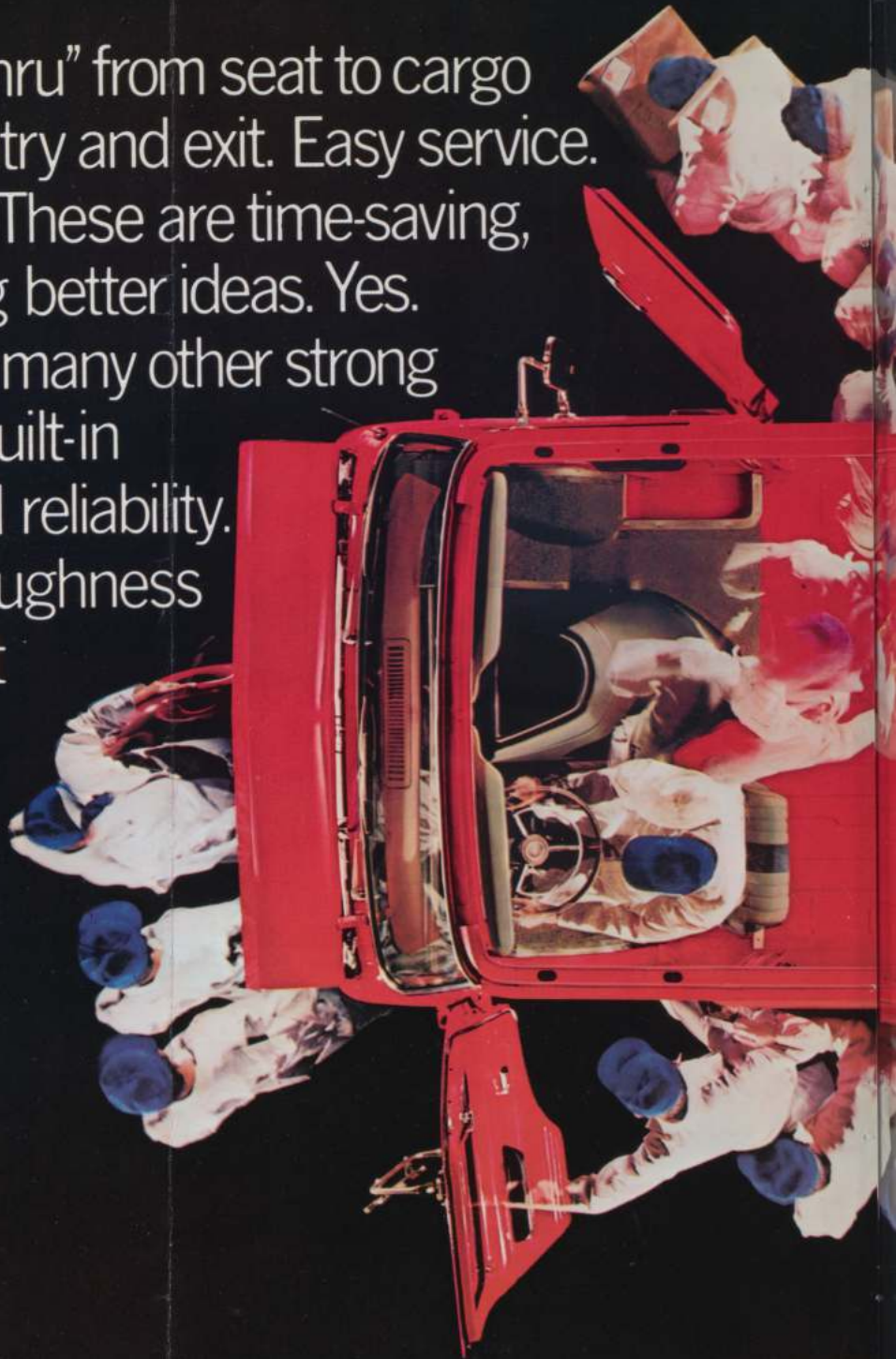
Twin-I-Beam front suspension is an exclusive Ford development that makes Econolines not only smoother riding vans but more rugged, too. Two front axles are the secret.

Each is independent of the other so road shocks are not transferred. Each axle is cushioned by a husky coil spring and held in alignment by a forged steel radius rod.

No other van matches that!



Driver "walk-thru" from seat to cargo area. Easy entry and exit. Easy service. Easy loading. These are time-saving, money-saving better ideas. Yes. But Ford has many other strong points. Like built-in durability and reliability. Ford Truck toughness that you can't always see!



It's easy to save steps (which saves money) with a walk-thru floor plan like this. The Ford Econoline Van not only makes it *look* easy, it *is* easy! But, then, so is the fast, outside, up-front, all-in-one-place servicing. And loading from side or rear is a snap with push-button door handles, wide-opening doors plus a clear, flat floor. Other Ford savings stem from the extra durability and reliability that have been built into all Ford vans. Extra-large main structural members in the single-unit body-frame, for example. They're heavy gauge steel, galvanized to last longer. Double-wall front quarter panel sheetmetal is another Ford plus. The sellingest van is the savingest, too.



Your Ford Dealer can customize
your customer service with
built-in racks, bins, displays,
shelves, drawers. No other
dealer offers so much. No other
van can do so many jobs
so well as a Ford Econoline.
Now you can clearly see why!

Ford Econolines not only give you the clear floor space you need for shelves, bins, racks and other custom components; but also body sides are more vertical than the older vans, wider apart at the roofline. This means built-ins fit in better, give you more working room. Your Ford Dealer can order job-engineered, pre-packaged interiors for plumbers, dry cleaners, TV service, general service. Or, he can show you how you can custom-design just about any interior you want. You name it! You can even order complete, specialized service vehicles with interiors like those shown below right. And, of course, camper conversions are another popular choice. See your Ford Dealer now. He will show you better ideas clear through Ford's Econoline Van.

Econoline 





Ambulance-Emergency
Vehicle*



Special School Bus with Seating for 18*

Insulated Florist's Van



*Special body company conversions. Since vehicle standards may vary from state to state, check your local requirements.

1970

FORD ECONOLINE VANS



Choose from the No. 1 choice in vans—Ford Econoline



E-100 Van

105.5 in. wb., 4500 lb. max. GVW



E-100 SuperVan

123.5 in. wb., 4500 lb. max. GVW



Display Van

(any series or wb.)
windows at rear, right side



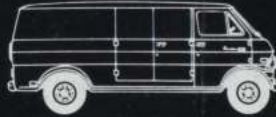
Service interior

(any series or wb.)
features bins, cabinets, shelves



E-200 Van

105.5 in. wb., 5100 lb. max. GVW



E-200 SuperVan

123.5 in. wb., 5400 lb. max. GVW



Window Van

(any series or wb.)
windows all around body



Utility interior

(any series or wb.)
features removable wire baskets



E-300 Van

105.5 in. wb., 7400 lb. max. GVW



E-300 SuperVan

123.5 in. wb., 7600 lb. max. GVW



Camper Conversion

(any series or wb.)
available to sleep up to six



Furniture interior

(any series or wb.)
has padded side bars, tie straps