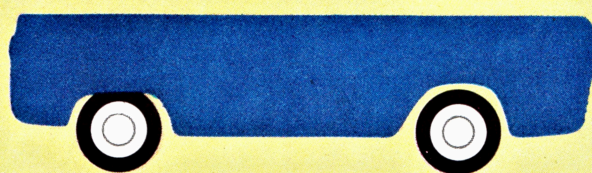


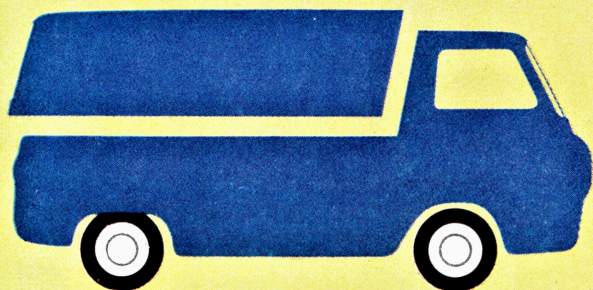
WHAT A PICKUP!



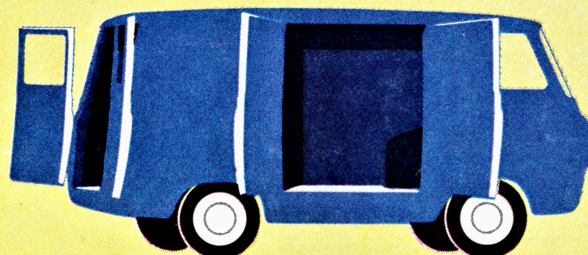
What a pickup you'd have
if you could . . .



move the cab forward so
you could see the road better
and have more loadspace . . .

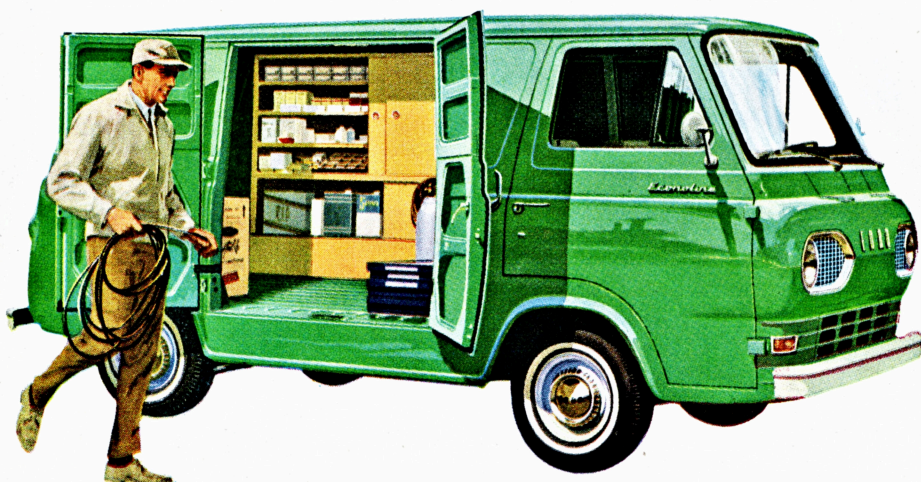


put a cover on the load area
to keep out the weather
and prevent theft . . .



put double doors at the
back and side for easy
load handling, and . . .

. . . keep the cost of all these wonderful improvements below \$100.



'63 ECONOLINE offers 204 cu. ft. of protected load-space; long, low, flat floor; 3/4-ton payloads. New options include double doors on left side; windows all around!

You can! An Econoline Van gives pickup owners all these advantages — at a price within \$100 of most pickups! And look what else: extra maneuverability . . . fuel savings that averaged 30% in certified tests . . . simple design for lower maintenance costs. Try Econoline today!

FORD ECONOLINE VAN

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