

FOR GREATER
DURABILITY AND
RELIABILITY...



The newest big engines all offer the superior efficiency and durability of modern short-stroke design.



Ford pickup engines, both Six and V-8, give you the same kind of friction-saving, wear-saving design.

Built like the big ones with modern short-stroke engine design '63 FORD PICKUPS



COMFORT-CONDITIONED CUSTOM CAB
Softer sitting with 5 inches of foam in the cushion... quieter riding with 27 pounds of insulation... easier driving with the biggest total glass area!

FROM ENGINE TO AXLE, BUILT LIKE THE BIG ONES

The way Ford's new F-100 looks and rides, you might judge it more car than truck. But beneath its beauty, it's a small version of a multi-tonner—and short-stroke power is only the start!

Big trucks use I-beam front axles and leaf springs because they're more durable, more trouble-free. So do Ford pickups. And the same is true of rear axle, springs, frame. They're all big-truck design to keep your pickup going, your costs down! See your Ford Dealer!



Tough I-beam axle maintains front-end stability on the roughest roads. Front wheel track truer, tires last for longer!



Bearings on both sides hold rear-axle pinion gear in positive alignment... saving wear on both the pinion and ring gears.

FORD TRUCKS

For Outstanding
Ability &
Durability