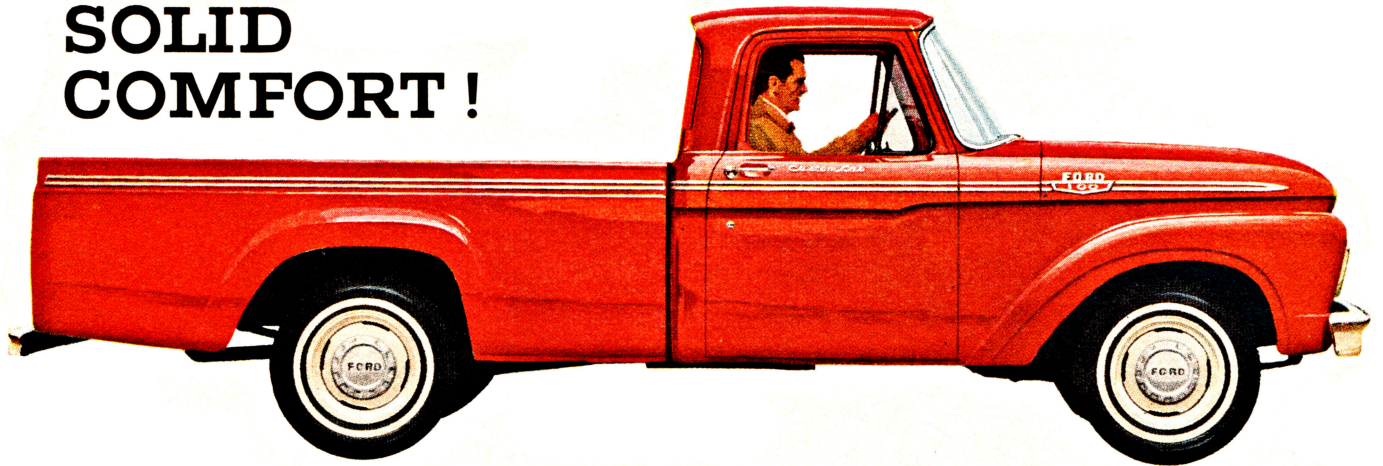


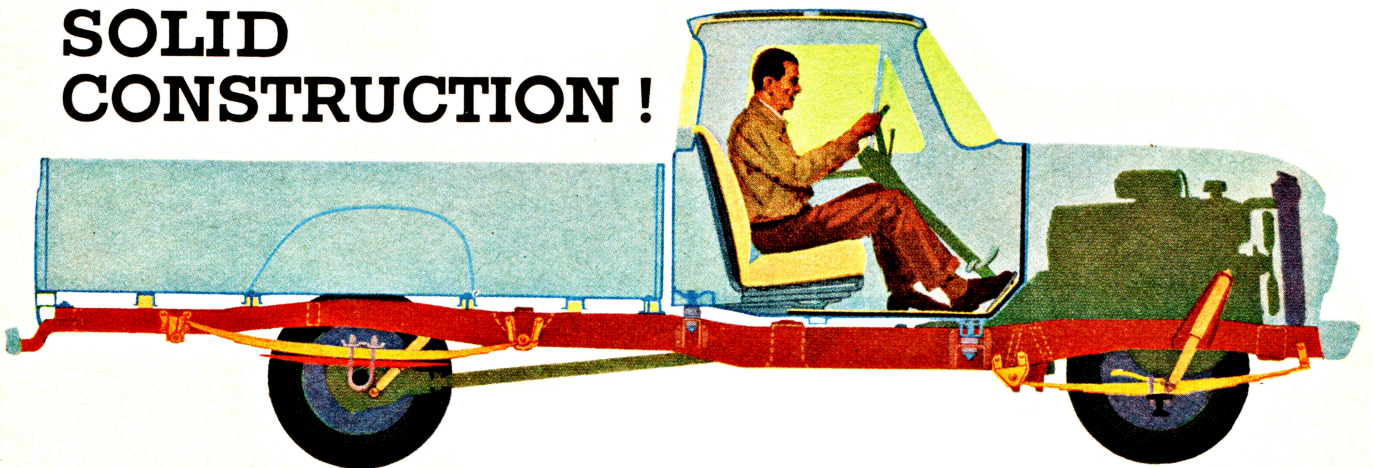
SOLID COMFORT!



- Two-stage rear springs give you easy riding, loaded or light!
- 27 lbs. of insulation help keep out heat, cold and noise.
- 18 sq. ft. of glass means better visibility in front, rear, all around!
- Foam seat

- cushion is five inches thick in new Custom Cab!
- Low-level pedals need less effort; low step height makes entry easy.
- New, synchronized first gear allows no-clash shifts into low while still moving!

SOLID CONSTRUCTION!



- Parallel-rail frame resists twisting; puts solid foundation under entire truck!
- All-welded steel construction of both cab and box means less rattles.
- Rugged I-beam front axle, like the biggest trucks, gives reliability!
- Leaf springs reduce side sway . . .

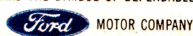
- are shot-peened for more durability!
- Rigid cab construction with one-piece floor and all-welded, single-unit cowl stays tight, lasts longer.
- Ford radiator is one-third larger than some others; extra cooling capacity guards against boilover!

SOLID VALUE!

Look inside a new Ford pickup and everywhere you'll see how extra care in design results in less care on the job! Thicker steel, fewer joints, heavier reinforcing, more insulation—all contribute to the tight, solid

feel of quality behind the wheel. And, of course, it means your Ford will stand up to your job . . . maintain its value longer!

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS



BUILT LIKE THE BIG TRUCKS!

'63 FORD
FARM PICKUPS
 For Outstanding Reliability & Durability