



***New beauty,
new dash***

for \$296* less in price!

You're looking at the new Falcon Ranchero pickup —and some looker it is! Some performer, too. For '64, Ranchero offers you a sizzling new 260 cubic inch V-8 as well as three economical Falcon Sixes.

Ranchero is available with four-on-the-floor shift ...and every luxury up to air conditioning. Best of all, it's available at a price as lean and low as the truck itself—at your Ford Dealer's now!

**Based on a comparison of manufacturers' suggested retail prices, Ford's Ranchero is priced \$296 below the only other V-8 pickup in its class. With 6-cylinder engines, Ranchero's price advantage is even greater.*

FORD FALCON RANCHERO

WITH NEW V-8 GO!

A PRODUCT OF

MOTOR COMPANY