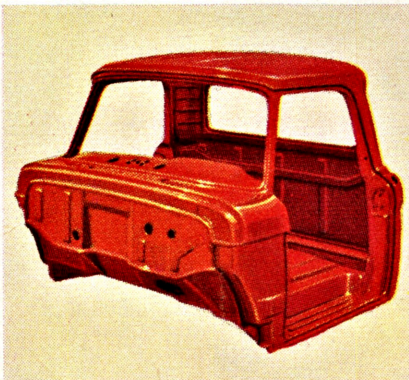
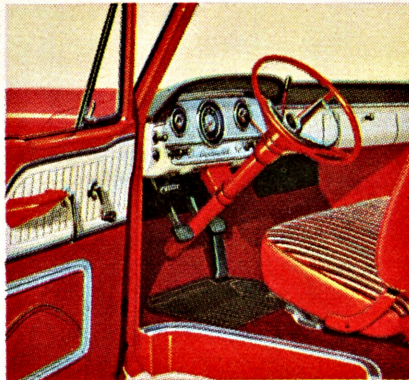


## Ford puts toughness where you need it...ease where you want it!

**Stronger cab structure.** All-welded cab with one-piece floor and cowl means fewer joints and rattles ...gives solid feel of quality. New Styleside pickup box, too, with double side walls for greater strength!



**New feel at the wheel.** New longer 128-in. wheelbase makes riding smoother. Foam seat cushion in Custom Cab is 5 inches thick; 26 lbs. of insulation seal out heat, noise. Zippered door compartment!



**They're built like the big trucks** from axle to axle, yet Ford pickups make every job easier for you! Example: a new Styleside tailgate so strong it will support a ton, so easy to operate that one hand does it. Try an easy-working, easy-riding Ford!

**Only 3.2 cents per mile** for gas, oil, tires, upkeep. That's the record averaged by five '63 Ford pickups—run 100,000 miles each by a leading independent research firm. See the Certified Report at your Ford Dealer's!

# '64 FORD PICKUPS

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**BUILT LIKE THE BIG TRUCKS - WITH A BIG COMFORT BONUS!**