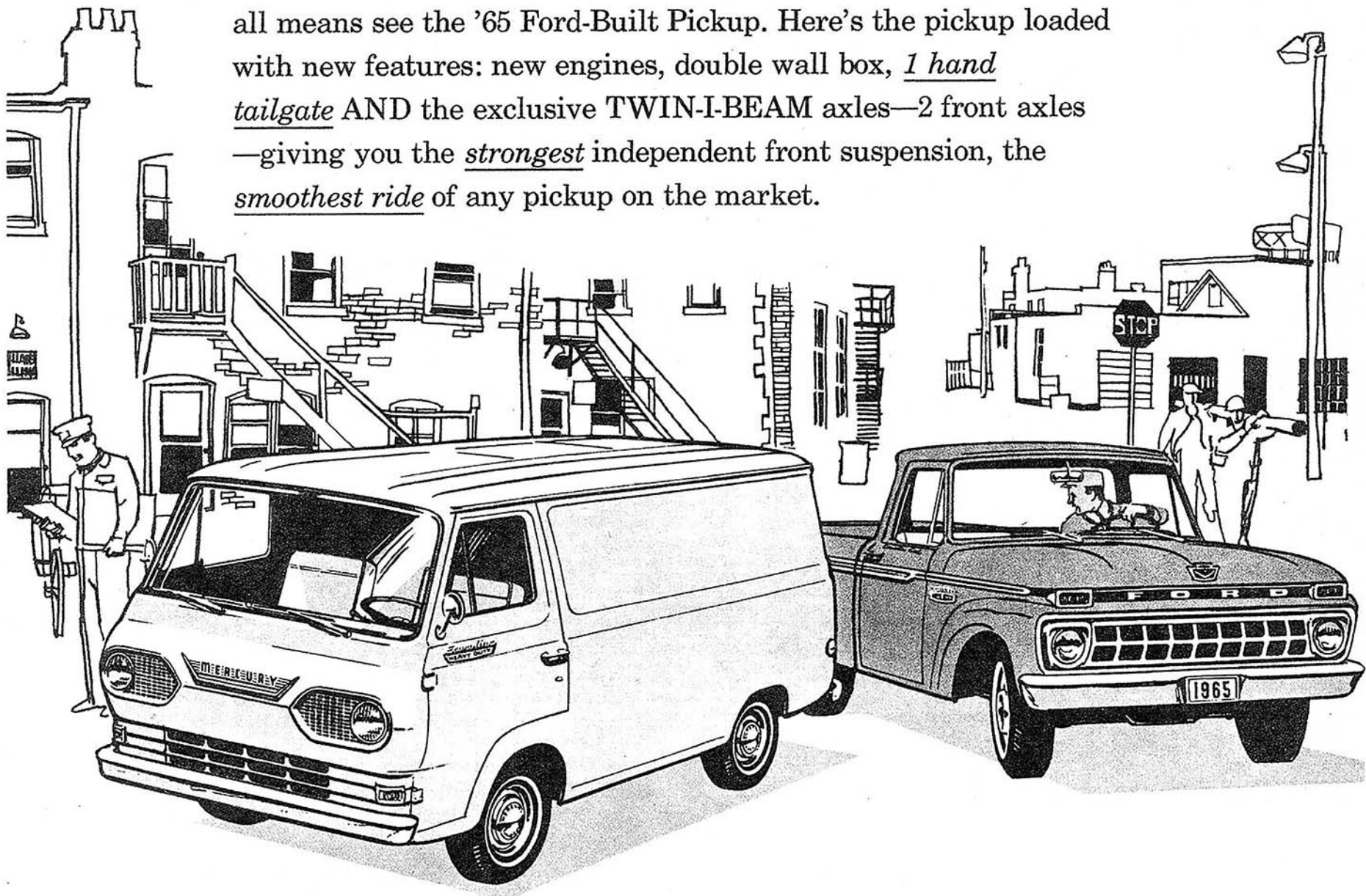


# What do you really need in a light duty truck?

If you need lockable, weather-protected loadspace combined with proven durability, maneuverability and economy of operation then check out the 1965 Ford-Built Econoline. You get the choice of a brand-new standard 6 engine, 105 h.p. or the optional all-new 240 cu. in. 6 with 150 h.p. You get the new Econoline gear train and a 3-speed fully synchromesh transmission. You get all those new features plus all the time-tested, job-tested features that have made the Econoline Canada's most popular van.

If you need a self-contained cab and an open pickup box then by all means see the '65 Ford-Built Pickup. Here's the pickup loaded with new features: new engines, double wall box, 1 hand tailgate AND the exclusive TWIN-I-BEAM axles—2 front axles—giving you the strongest independent front suspension, the smoothest ride of any pickup on the market.



What do you really need in a light duty truck? Your nearest Ford or Mercury Dealer will show you. He is a good truck man. He sells the best and he backs up every sale with good service. Get the full story, the true light duty truck facts from him—today.



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