

## 1968 FORD LIGHT TRUCK **SALES FEATURES**



## *America's 120-Day Weekend*

### THE EXPLOSIVE GROWTH OF PICKUP CAMPER SALES IN THE PROFITABLE RECREATION MARKET

America has literally gone on a 120-day weekend . . . with three-week vacations, long holidays and Saturdays and Sundays of normal working weeks available. What's more, the average American has more disposable income, more places to go and more super-highways to get him there.

The result is an Outdoor Recreation Explosion, with the pickup camper right in the middle of it. Pickup camper sales have rocketed from 14,000 in 1960 to an expected 133,000 in 1967.





## FIVE MAJOR REASONS PEOPLE BUY PICKUP CAMPERS



### 1. CAMPERS ARE A "HOME- AWAY-FROM-HOME"

The camper gives a family comfortable living quarters, just like home. It frees a man from the burdensome chores of old-fashioned "camping out"... setting up camp, rustling firewood, skirmishing with local insects to stay comfortable. The camper puts a family in the clear, with time to enjoy the things they made the trip for in the first place... fishing, hunting, boating, swimming, and other pastimes.

### 2. THE LADY OF THE HOUSE GETS CONVENIENCE

Nowhere is the "home-away-from-home" idea more significant in selling campers than with the feminine member of the camping family. Mother demands convenience and comfort on her camping trips, and she is getting it. She gets modern heat and plumbing. She gets a good bed off the ground. She has storage for pots and pans and utensils and towels and sheets. She gets wipe-and-clean convenience that she enjoys at home. The lady in the family can make or break a camper sale—and she is highly receptive to the "home-away-from-home" concept.



### 3. MAINTENANCE IS MINIMAL IN CAMPERS

Many people are interested in campers after experiencing the disillusionment of the "cottage of their dreams" going sour after heavy investment and upkeep. When a camper is driven into a vacation setting, you park it and forget it. Cottage maintenance, on the other hand, is a lot of work... mowing the grass, chopping weeds, repairing the septic tank, securing it against the ravages of weather in off-seasons. All this work leaves less time for the fly rod.

### 4. A COTTAGE ON WHEELS



A camper is a highly maneuverable "cottage on wheels." The family that owns and enjoys a camper is no longer confined to a one-location, one-season cottage for its outdoor recreation. The camper can be a cottage for a week in the Sierra snow. A cottage for a week-end in the Smokies. It can be a cottage over Memorial Day on the Lake Michigan dunes. And a cottage three months later for a Labor Day visit to Old Orchard Beach's Atlantic hideaway. The camper family goes *where* it wants to go, *when* it wants to go... and can pick up and leave without the frustrations of permanent cottage ownership. The scene is ever-changing in America's new kind of 120-day week-end.

### 5. CAMPERS CAN TOW TRAILERS



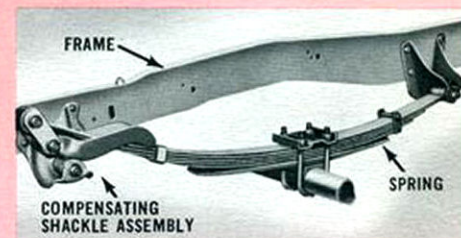
Today's powerful pickup camper can tow a trailer! Larger families, in particular, who need extra sleeping and living quarters, are great prospects for a camper because of this unique camper advantage. The vacation highways are humming these days with campers towing tent trailers... a traveling arrangement that permits hauling the equipment and many necessities that big families *must* carry along. Also, there's a rapidly growing market for pickup campers among the millions of boat owners. Unlike travel trailers, campers can also tow boat trailers! And Campers Double as the Second Family Car!

## WHY FORD IS No.1 PICKUP FOR CAMPERS



### EXCLUSIVE TWIN-I-BEAM

Ford's exclusive Twin-I-Beam, featuring two forged steel front axles (one for each wheel), provides a softer, quieter ride... easier steering and handling... better stability... and less maintenance. Twin-I-Beam delivers the ride and comfort of a passenger car.



### FLEX-O-MATIC REAR SUSPENSION

Now, for 1968, new Flex-O-Matic Rear Suspension is another Better Idea—with longer leaf springs and unique load compensating shackles. Teamed up with Twin-I-Beam, Flex-O-Matic adds the touch that makes Ford the best-riding pickup... loaded or unloaded... on the market.



# STILL MORE REASONS FORD TRUCKS ARE NO. 1 FOR CAMPERS

## '68 POWER ON TOP OF POWER



Ford trucks come right back in '68 with the proven standard 240-cubic-inch and optional 300-cubic-inch Sixes. But there's also a new 360-cubic-inch V-8 to replace the 352-cubic-inch V-8 power plant. The big news is introduction of the all-new 390-cubic-inch V-8, which will deliver more horsepower than any previous F-series light truck engine.

## TRANSMISSION VERSATILITY



The statement that Ford Light Trucks "work like a truck, ride like a car" is assisted strongly by the versatile offering of transmissions. The optional 4-speed transmission is just the ticket for extensive off-road traveling. The Select-Shift Cruise-O-Matic is ideally suited for customers who desire car-like convenience and smoothness in shifting.

## HELP YOUR CUSTOMER CHOOSE THE PROPER CAMPER PICKUP PACKAGE

The size, the weight, and the contents of the camper body are all important considerations in your customer's choice of a pickup... and that includes dishware, pots and pans, clothing, even the water tank. The 1968 Camper Special Pickup Package is now available for F-250 and F-350 shoppers, just as it was in '67. However, the minimum recommended requirements for options have been refined to permit finer tailoring of the pickup... to adjust to the prospect's needs, with respect to vehicle body weight and road conditions. For example, Ford has added a choice between a 1950-lb. rear spring and a 2450-lb. rear spring for maximum loads. There are other refinements. Study this table and keep it handy for reference.

It will facilitate your sales presentation with many customers who have special needs—and it will result in satisfied customers who have been advised correctly and professionally on their purchase of the right pickup with the right camper body.

### 1968 CAMPER SPECIAL PACKAGE RECOMMENDATIONS

- |   |  |  |
|---|--|--|
| <b>CAMPER SPECIAL PACKAGE INCLUDES:</b>   |  |  |
| <ul style="list-style-type: none"> <li>70 amp-hr battery</li> <li>Oil pressure gauge</li> <li>Ammeter</li> <li>Dual electric horns</li> </ul> | <ul style="list-style-type: none"> <li>Dual bright-metal 6" x 10" western-type mirrors (Extended arm)</li> <li>Extra cooling radiator</li> </ul> | <ul style="list-style-type: none"> <li>Extended tailpipe</li> <li>Camper wiring harness*</li> <li>Rear shock absorbers for F-350</li> <li>"Camper Special" emblem</li> </ul> |

\*Indicates 12-volt 5-wire (identified) sealed cable without connectors for camper body interior and exterior lighting.

NOTE: Recommended Axle Ratios:	F-250	F-350 SR	F-350 DR
w/8.00x16.5, 8.75x16.5 tires	3.73 (3.54 w/390 V-8)	3.73	3.73
w/9.50x16.5, 7.50x16 tires	4.10 (3.73 w/V-8's)	4.10 (3.73 w/390 V-8)	4.10

#### MINIMUM OPTIONAL EQUIPMENT REQUIRED:

The following chart shows the minimum equipment required for use with the Camper Special Package. The equipment shown does not necessarily represent the maximum equipment obtainable and in many cases additional optional equipment is available for maximum Camper loads and applications.

	F-250	F-350 SR	F-350 DR*
Engine	300 Six or V-8		360 V-8
Transmission	4-Spd. or Cruise-O-Matic		—
Alternator		55 Ampere	
Springs (lb.) Front	1175 w/Six; 1250 w/V-8		
Rear	1950†	2400	3000
Tires—Front	8.00x16.5 8PR*	8.75x16.5 10PR	8.00x16.5 8PR
Rear & Spare	8.00x16.5 10PR*	8.75x16.5 10PR	8.00x16.5 8PR
	or	or	or
Front	7.50x16 6PR‡	7.50x16 6PR	7.50x16 6PR
Rear & Spare	7.50x16 8PR‡	7.50x16 10PR	7.50x16 6PR
Max. Camper Length	10½ ft.	w/135" 11 ft. w/159" 12 ft.	w/135" 12 ft. w/159" 14 ft.

\*For Maximum GVW 8.75x16.5 10PR or 9.50x16.5 8PR front, rear and spare. Includes 12" x 2½" brakes.

†For Maximum GVW 7.50x16 10PR front, rear and spare or rear and spare. Includes 12" x 2½" brakes.

‡2450-lb. rear springs required for 7500-lb. GVW or trailer towing.

\*For Maximum GVW 8.00 x 16.5 10PR or 7.50x16 6PR rear and spare tires and 550-lb. auxiliary rear springs.