



CONFIDENTIAL FOR FORD SALESMEN ONLY

1967 FORD CAR-TRUCKS

Salesfeatures

**1967 FORD F-350 . . . all-new Ford light truck
to carry 2290—3600 pounds of payload**



FOR THE FIRST TIME, the F-350 is almost literally a bigger, more payload version of the F-100 and F-250. It shares the same modern styling, new cab—and now includes all of the advantages of Ford's famous Twin-I-Beam front suspension.

F-350 . . . ruggedness, strength and durability—and the new good looks, convenience and comfort of the industry's first full line of light trucks to combine business with pleasure!

F-350...Ford's ALL-NEW light truck that works like a truck...rides and handles like a car!



***NEW HANDSOME STYLING** From bumper to hood—a brand-new, wide, modern look with a generous dash of passenger-car flair.

***CHOICE OF THREE OF THE BEST** Under the hood—three of the best engines ever offered for pickups. Smooth, seven-bearing 240-CID, 150-HP Six is standard—with 11-inch heavy-duty clutch. Very easy on the pocketbook.

More power from the optional 300-CID, 170-HP "Big Six." Made for top performance at low, economical engine speeds.

The 352-CID, 208-HP V-8—for the ultimate in power and performance. It's the most powerful, regular option V-8 anyone sells for pickups.



***TWIN-I-BEAM FRONT-END** New for F-350—a tough, durable, independent front suspension with the comfort of a passenger-car ride. Almost completely eliminates shock and vibration—and Twin-I-Beam gives you excellent handling and stability, on the straight-away and around corners. *Exclusive* with Ford.

NEW WIDE-OPENING HOOD It's wide, so it opens wide—opens with one hand, too. With new double-wall construction, it's steady as a rock, open or closed.

***ALL-NEW, WIDER CAB** Completely redesigned for 1967. All-welded construction—two and a half inches wider than in 1966, so it's roomier, more comfortable. New lines combine two impressions—the *function* of a pickup, and the *good looks* of a car.

***NEW CAB WIDTH INCREASES VISIBILITY** It's a bigger windshield—better visibility all around for pickups that already have the best visibility of any on the market.

***TWO NEW WHEELBASES FOR '67** Longer, 135-inch wheelbase for 9-foot pickup and platform-stake bodies. New 159-inch wheelbase specifically designed for 12-foot platform-stake body. Either wheelbase provides excellent ride and weight distribution characteristics for large camper bodies.

NEW FRAME F-350's new frame provides low ground-to-cab height for easy entrance and exit—and low bed height for easy loading.

NEW ELECTRIC WIPERS They're two-speed wipers for 1967—standard equipment—to do an even more effective clearing job. Wiper arms have a satin finish to reduce glare. Windshield washer is also standard on the F-350.



***FLARESIDE BODY** Running boards and rear fenders provide easy side loading and unloading. Seasoned wood floorboard has interlocking steel skid rails, so you can easily slide cargo into the box. Large cargo space takes about 3600 pounds of payload.

***PLATFORM-STAKE BODY** Seasoned wood floor with interlocking steel skid rails. Steel cross rails and side rails offer maximum rigidity. Stake sides go on or off easily for maximum bulk or flat loading.

***PROGRESSIVE REAR SPRINGS CUSHION LOAD** Smooth, progressive rear springs (and double-acting shock absorbers) not only cushion the load you carry—they also give you excellent stability and ride, loaded or unloaded. Top leaves provide softer ride with light loads, while stiff lower leaves handle heavy load conditions.

NEW TAILLIGHTS Redesigned for 1967—they now include back-up lights as a standard safety and convenience feature from Ford.

FULL REAR VISIBILITY A Ford pickup's rear window is the biggest rear window in the industry. You'll notice *how* big when you back up.

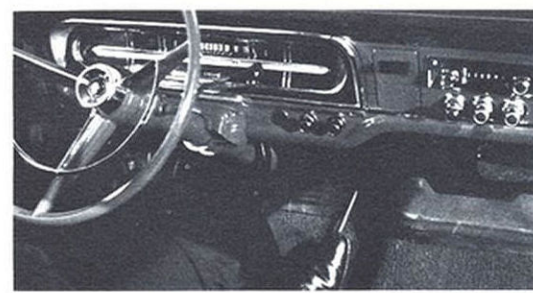
***NEW GAS TANK EXTENDS CRUISING** The standard gas tank holds 19½ gallons. A new, optional extra tank holds another 25 gallons—44½ gallons total, for long-range cruising. A protecting stone shield is included with the optional tank.

***CONVENIENT DOOR OPENINGS** The new cab gives you big space for getting in and out—important for 'most any pickup user.



***NEW COMFORT FOR THE DRIVER** New, well-styled interior *looks* more like a car's—more comfortable to be in. Foam-padded seat is repositioned to provide better thigh support. Good-looking, durable, all-vinyl upholstery is available in red, blue, beige or green. Heavy-duty black vinyl seat trim is also available. Since the cab is wider, the seat is also wider—three inches wider—so there's plenty of new comfort space for three, without fudging. Try it.

***NEW DRIVING CONVENIENCE** Instrument panel is better looking, more efficient than for any previous Ford pickup—and there's the car-like convenience of a reversible key. Pedals are more convenient, too—in easy, car-like positions to make driving more comfortable. Foot-operated parking brake is a new standard equipment item.



***NEW CRUISE-O-MATIC** Besides the standard synchroized four-speed manual transmission, the pickup's Cruise-O-Matic has been improved for 1967. It has a new "second-hold" position that lets you shift manually into second gear for slippery starts, downhill braking, or driving over rough country.

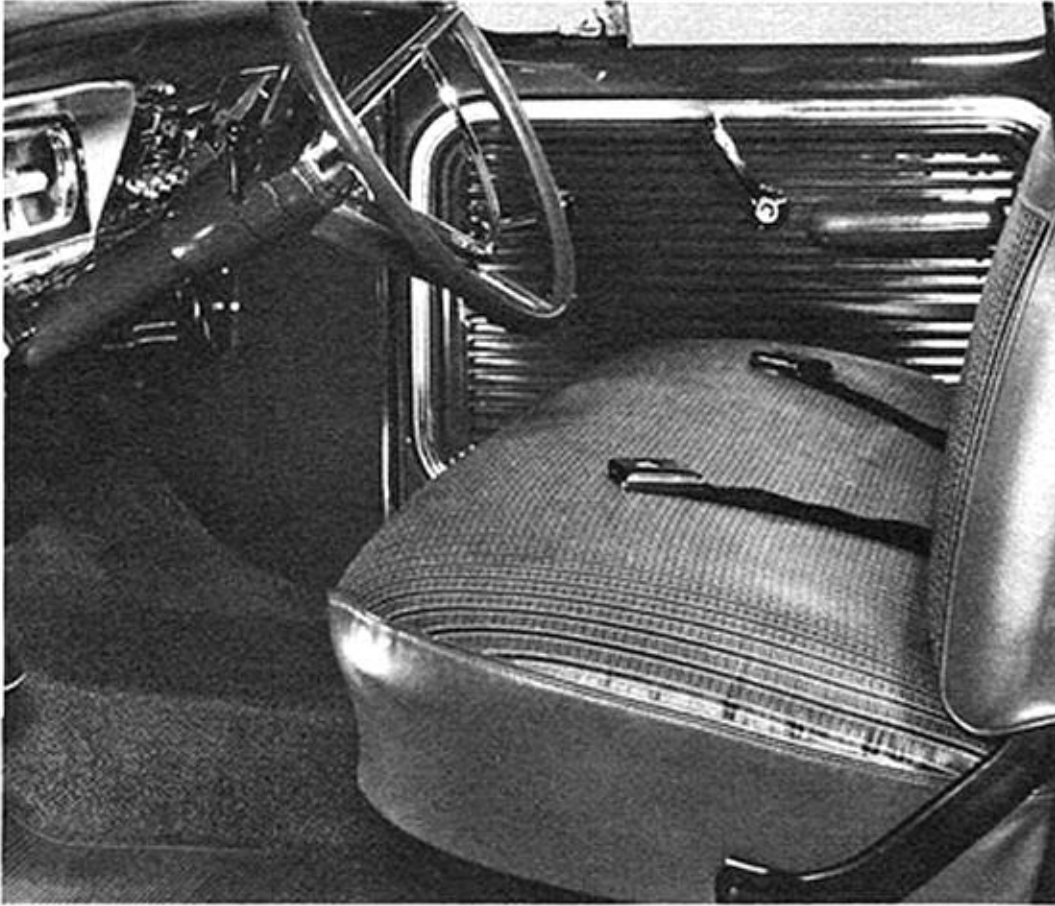
NEW DUAL HYDRAULIC BRAKE SYSTEM Separate brake operation for front and rear wheels. If one part of the system should lose hydraulic pressure, the other part still gives you "braking in reserve."

THE CONVENIENCE OF POWER Power brakes are available for the F-350 to add even more car-like convenience to this popular light truck.

F-350 Standard Safety Features

- Dual hydraulic brake system
- Emergency flasher
- Outside and inside rearview mirrors
- Seat belts
- Two-speed electric wipers
- Seat belt anchors (include anchors for optional shoulder belts)
- Glare-reduced windshield wiper arms
- Bear-hug door latches and safety hinges
- Windshield washer
- Padded instrument panel
- Back-up lights
- Padded sun visors
- Turn signals

ADD A PICKUP "PACKAGE"



CUSTOM CAB "PACKAGE"—now on about 50% of all Ford pickups sold:

- Color-keyed woven plastic seat trim
- Deep foam-rubber seat cushion
- Right and left armrests
- Deluxe horn ring
- Bright headlining retainer
- Custom instrument cluster
- Cigarette lighter
- Color-keyed floor mat
- Bright door panel moldings
- Bright grille and headlamp doors
- Bright windshield molding
- Bright taillight bezels
- "Custom Cab" ornament

CAMPER SPECIAL "PACKAGE"—new for F-350 to appeal to the growing number of people who want a king-size vehicle for a large camper body.

- Camper wiring harness
- Deluxe fresh air heater
- Extra cooling radiator
- Oil pressure and ammeter gauges
- 70-amp.-hr. battery
- Heavy-duty brakes
- Rear shock absorbers
- Western mirrors
- Dual horns
- Extended tailpipe
- Camper Special emblem

