

1964 FORD TRUCKS

ECONOLINE VAN



FORD ECONOLINE VAN...

Owner-proved by three years of use, the Ford Econoline Van has become the most popular closed-body truck sold anywhere! Some reasons why businessmen buy more Econolines than any other van or panel are: **MORE LOADSPACE**—The Econoline Vans provide 204 cu. ft. of lockable, weather-protected loadspace . . . up to 56% more loadspace than in old-style ½-ton panels. What's more, you can load large objects such as appliances or 12-ft. lengths of pipe on Econoline's long, low, all-flat floor. **MORE DRIVING EASE**—Driving and parking an Econoline Van is a pleasure rather than a chore. The Vans have a short 90-in. wheelbase and a turning diameter of only 34 ft. to provide outstanding maneuverability. Econoline's cab-forward design, big windshield and large side windows give control-tower visibility on any road. **MORE ECONOMY**—The outstanding operating economy demonstrated by prior model Econoline Vans will be even better in 1964. The oil change interval is 6,000 miles or every 6 months*; lubrication schedules are extended to 6,000 miles or 6 months*, and brakes are the self-adjusting type with longer-life, thicker brake linings. **MORE WORKABILITY**—Load and unload from any direction with 4-, 6- and 8-door models available. A new option package gives a full 1-ton payload capacity. Steel storage bins, shelves and drawers are available on special order. **MORE DURABILITY**—All-welded, single-unit body-frame construction provides maximum strength with minimum weight. Galvanized main underbody members resist corrosion. Econoline's 6-cylinder engines and heavy-duty clutches, transmissions, and axles are designed to give long years of satisfaction in rugged start-stop delivery work. Try an Econoline and you'll discover why the Econoline Vans are America's most popular closed-body trucks.

**Whichever occurs first*

TAILOR YOUR ECONOLINE TO FIT YOUR NEEDS



DISPLAY VAN option (illustrated at left) has fixed windows in the right side of the cargo area. This provides good lighting for storage bins, shelves, etc., custom-built against the left wall, or for displaying merchandise for curbside viewing. Fixed windows in the rear door are optional. For improved ventilation in the cargo area, movable, vent-type windows in the rear door are available.

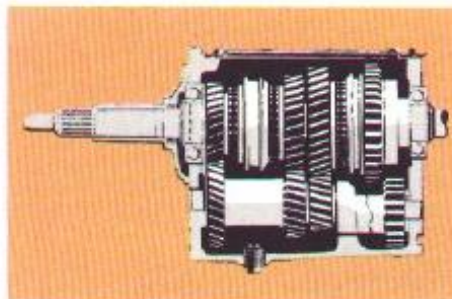


WINDOW VAN option has fixed windows all around for maximum daylight in the cargo area, for better driver vision and for displaying attractive loads such as floral pieces. Vent-type windows in the rear doors are optional.

LEFT-SIDE CARGO DOORS let you unload from any side, front and rear, allowing greater flexibility in loading or unloading. Left side doors are optional except on the Panel Van.



PANEL VAN has no side cargo doors. It is a new model for '64 and is the lowest priced of all the Econoline Van models. If your operation does not need the added convenience of loading or unloading through side cargo doors, but does require operating economy and low initial cost, the Panel Van is your best buy.



CHOICE OF 3 TRANSMISSIONS—3- and 4-speed fully synchronized transmissions let you downshift to low while moving forward without clashing gears. The 4-speed "traffic transmission" provides an ideal gear ratio for any traffic situation. A new 3-speed automatic transmission is also available for extra driving convenience.

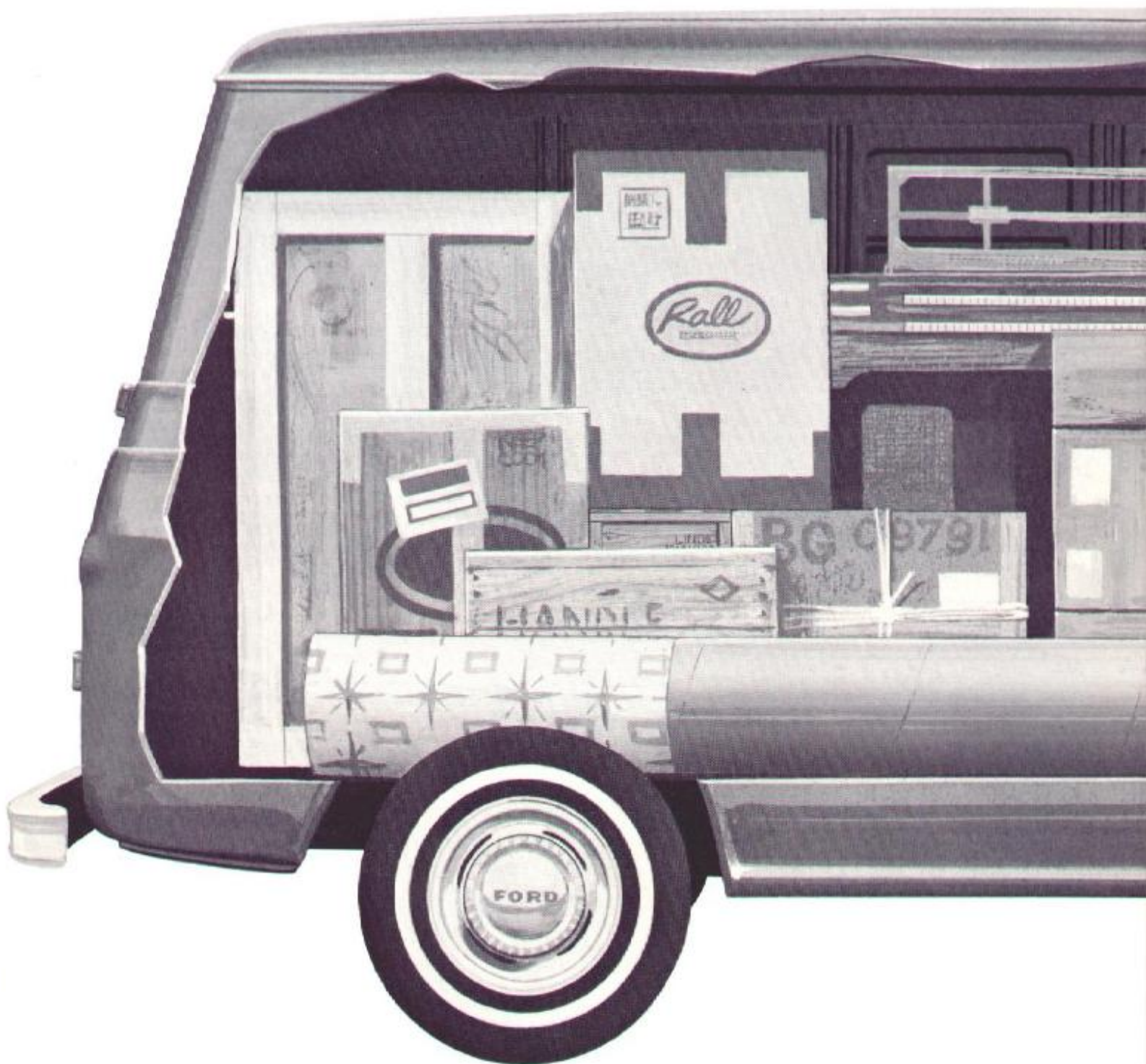
NEW 1-TON PAYLOAD PACKAGE

A new optional "package" of heavy-duty chassis components enables the van to haul 1-ton payloads and provides extra durability with lighter loads under rugged service conditions. The package consists of reinforced underbody structural members, front stabilizer bar, 170-cu. in. Six engine, 2,700-lb. rear axle, heavy-duty brakes, 955-lb. front springs, 1,200-lb. rear springs, 7.00 x 13 8-ply tires, and heavy-duty front and rear shock absorbers.

CAMPER CONVERSIONS

You can enjoy outdoor living by converting an Econoline Van to a Ford Camper. The standard Ford Camper Kit includes a collapsible formica table, two seat benches, five 4-inch-deep foam seat cushions which convert into a double bed, and a utility shelf. Extra options include two storage cabinets and a large wardrobe cabinet.

DURABILITY SHOWN IN 100,000-M

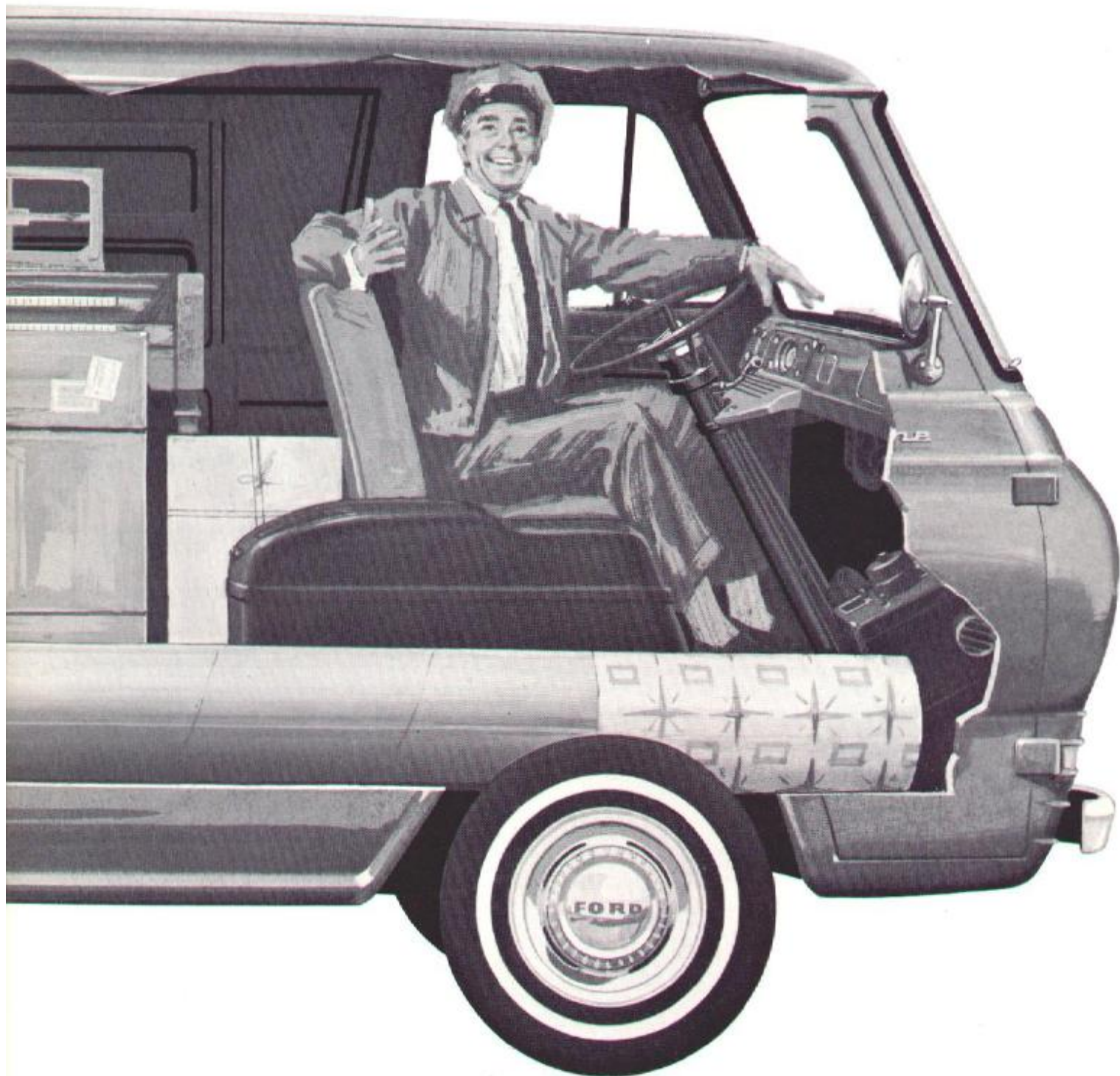


Long-Term Durability . . . Demonstrated By 100,000-Mile Road Test

Two standard-equipped 1963 Ford Econoline Vans were recently "put through the wringer" in a 100,000-mile durability-endurance test. An independent automotive research and testing firm was assigned to test Econoline's operating economy and durability under these ground

rules: use recommended maintenance schedules as outlined in the owner's manual; operate and repair vehicles in the same manner as an individual owner would; keep accurate records of all costs, using retail prices for fuel, oil, parts, and labor; run the vans on a round-the-clock basis through

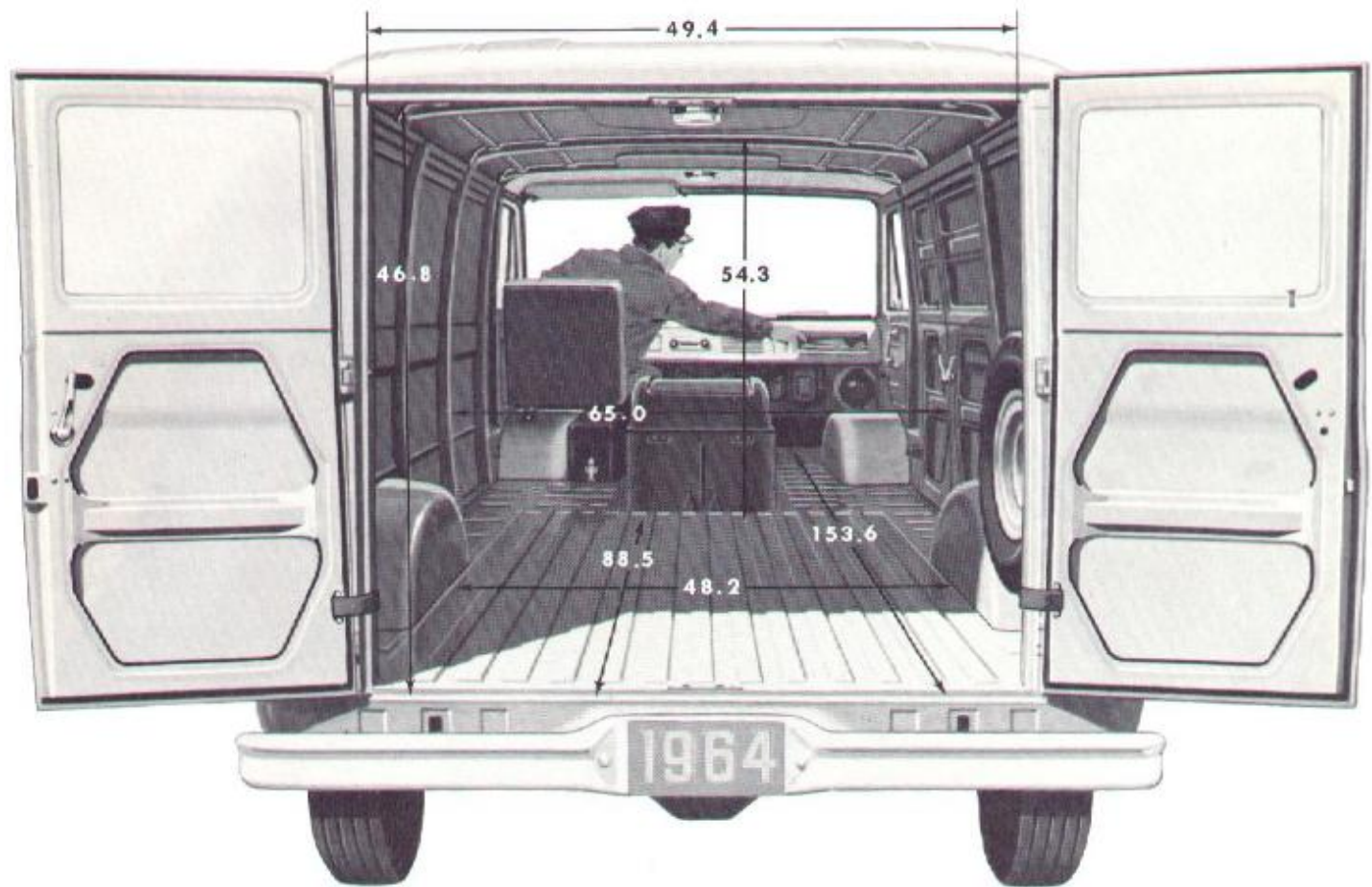
50,000 MILE ROAD TEST!



city traffic, on rough gravel roads, and at maximum legal highway speeds for 100,000 miles. Both vans finished in good condition. The total running cost for gas, oil, tires, preventive maintenance and repairs *averaged only 2.7 cents per mile at retail prices.*

**NO WONDER FORD
ECONOLINES HAVE OUTSOLD
ALL OTHER VANS COMBINED!**

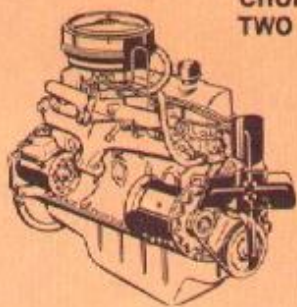
SALES LEADER FOR 3 YEARS!



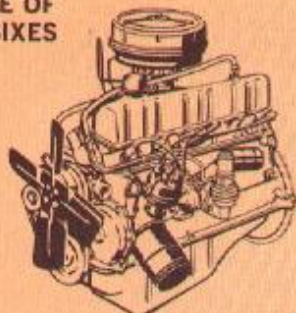
BARN-SIZE DOORS . . . You can load 4-ft. wide cargo through the big, 4-ft. wide and almost 4-ft. high door openings. Wide-opening doors provide easy access to your load . . . no bending or squeezing. You save delivery time at every stop.

LOW LOADING HEIGHT . . . The "up-front engine" design of the Econoline Van gives you a flat cargo floor from front to rear with no rear-engine hump. Low floor height, only 22.5 inches from the ground, saves time and labor . . . contributes to driver satisfaction and efficiency.

CHOICE OF TWO SIXES



144 SIX
 MAX. GROSS HP: 85 @ 4200 RPM
 MAX. GROSS TORQUE:
 134 lbs-ft @ 2000 RPM
 BORE AND STROKE: 3.50" x 2.50"



170 SIX
 MAX. GROSS HP: 101 @ 4400 RPM
 MAX. GROSS TORQUE:
 152 lbs-ft @ 1800-2000 RPM
 BORE AND STROKE: 3.50" x 2.54"

6,000-MILE LUBRICATION INTERVAL . . . The cost of operating the Econoline Van is lower than ever in 1964. Engine oil can now be used for 6,000 miles or 6 months. ** The interval for minor chassis lubrications has been extended from 1,000 miles to 6,000 miles or 6 months**, thanks to lubrication-free spring pins and shackles, new bronze kingpin bushings and threaded plug seals, sealed tie rod and steering drag link ends, Delrin* clutch equalizer bar and brake pedal pivot bushings and heavy-duty lubricants. Delrin bushings have excellent lubrication-retaining qualities to reduce friction and wear.

The new 6,000-mile lubrication interval will reduce customer cost for maintenance, reduce vehicle downtime and increase the life of the Econoline Van.

*Du Pont's registered trademark

**Whichever occurs first

24,000-MILE WARRANTY (OR 24 MONTHS)—Ford Dealers warrant to truck owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and for normal deterioration of soft trim and appearance items.

FORD COMFORT-CONDITIONED ECONOLINE VANS FOR 1964

Get behind the wheel of an Econoline Van for a new experience in driving pleasure! You have complete command-of-the-road visibility through a big, wide windshield! No hood out front lets you see along sidewalks before you pull out of alleys. Long hours of in-and-out delivery duty are easier thanks to wide doorways and foam-padded seats. Good-looking, durable fabrics and vinyls in five basic colors are color-keyed to exterior paint for appearance you can be proud of. And you get a pleasant, quiet ride thanks to sound-absorbing headlining and a heavily insulated engine cover. You must try it to know it. Drive an Econoline Van for ten minutes and you, too, will understand why Ford Econolines are as popular with drivers as they are with cost-conscious owners.



CUSTOM CAB

STANDARD VAN AND PANEL VAN FEATURES

Color-keyed vinyl upholstery • Left-hand fresh air inlet • Dual electric windshield wipers • Rearview mirrors • Left sun visor • Painted front and rear bumpers and hub caps • Dome lights • Ash tray • Mechanical jack • Spare wheel, tire, and carrier • Single horn • Turn signals (in front parking lights and rear taillights) • Matched locks for all doors • Push-button locks for side vent-window latches • Plastic foam padding in driver's seat cushion and seat back • Arm rests for both front doors • Headlining in driver area • Glove compartment door with lock • Coat hook

CUSTOM VAN AND PANEL VAN FEATURES

(In addition to or in place of standard features)

Color-keyed woven plastic upholstery • Right-hand fresh-air inlet • Right sun visor • Cigar-cigarette lighter • Dual horns • Bright-metal

hub caps • Chrome horn ring • Cowl-wall trim panels • Insulation on cowl wall • Headlining on cargo area • Windows in rear doors • Foam padding, optional passenger seat

OTHER AVAILABLE EQUIPMENT: Fresh-air heater and defroster; radio and antenna; Safety Package (padding on instrument panel and sun visor); Flip-Swing or stationary passenger seat (front RH); seat belts; interior rearview mirror; ICC emergency lamp flasher; tinted windshield; windshield washer; two-speed electric windshield wipers; front and rear chrome bumpers; white sidewall tires.

STANDARD COLORS: Rangoon Red, Bengal Tan, Raven Black, Pagoda Green, Holly Green, Caribbean Turquoise, Academy Blue, Skylight Blue, Wimbledon White, Chrome Yellow, Pure White. A two-tone paint effect is available with Wimbledon White combined with any standard color except Chrome Yellow or Pure White.

CHASSIS SPECIFICATIONS

	ECONOLINE VAN OPTIONS	ONE-TON PAYLOAD OPTION
MAXIMUM GVW: (lb.)	4350*	4850
MAXIMUM LOAD: (lb.)	1650	2000
MAXIMUM LOADSPACE: (cu. ft.)	204	
AXLE, FRONT: Capacity (lb.)	2150	
AXLE, REAR: Capacity (lb.)	2300—(2700 w/Limited-Slip differential)	2700†
Ratios (to 1)—Standard	3.50	4.11
Optional	4.00, 4.11, 4.57	4.57
BATTERY: Standard	54 plates—55 amp-hr	
Optional	66 plates—65 amp-hr	
BRAKES, SERVICE: (self-adjusting) Size (in.)	Front 10 x 2.50 Rear 10 x 1.75	Rear 10 x 2.50
BRAKES, PARKING:	Cable actuation of rear brakes	
CLUTCH: Dia. (in.)—Frictional Area (sq. in.)	HD 8.5—68.1	
COOLING SYSTEM: Capacity (qt.)	9.0	
Fan, No. of blades—Dia. (in.)	4—15	
Optional w/144 Six, (std. w/170 Six)	Extra-cooling radiator	
ENGINE: Standard	85-hp, 144-cubic-inch Six	101-hp, 170-cubic-inch Six
Optional	101-hp, 170-cubic-inch Six	
FUEL TANK: Capacity (gal.)	14	
Location	Under cargo floor	
GENERATOR:	30 amp.—450 watt	
Optional Alternator	42 amp.—630 watt	
SHOCK ABSORBERS: Front and Rear	Direct-acting, telescopic	HD direct-acting, telescopic
SPRINGS, FRONT: Capacity @ pad (lb.)	855	955
Size (in.)—No. of leaves	48.4 x 2.25—5	48.4 x 2.25—5
SPRINGS, REAR: Capacity @ pad (lb.)	1025 (std.), 1200 (opt.)	1200
Size (in.)—No. of leaves	47.6 x 2.25—5 (std.), 6 (opt.)	47.6 x 2.25—6
TRANSMISSION: Synchro-Silent	Fully synchronized 3-speed	
Control	Steering column shift lever	
Optional—Synchro-Silent	4-speed, 3-speed automatic**	
TIRES: Tubeless, No.—Size	5—6.50-13 4 PR (2-ply)	5—7.00-13 8 PR TT
Optional	5—7.00-13 6 PR	
	5—7.00-14 4 or 6 PR	5—7.00-14 8 PR TT
WHEELS: No.—Rim Size	5—13 x 5½J	
Optional	5—14 x 5½J	

*Requires optional 6 PR tires **Requires 170-cu. in. engine †TT=truck type ‡Limited-Slip differential available

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FORD ECONOLINE TRUCKS FOR UTILITY AND ECONOMY!

PRODUCTS OF

MOTOR COMPANY