

The More Models, The Better!

From compact Falcon Rancheros pickups to diesel-powered tandem axle tractors, Ford for 1964 once again will offer the broadest line of trucks available to the trucking industry.

"One of the principal reasons Ford sold more trucks last year than in any other year in company history was the broad selection of trucks offered," said R. F. Lewis, Ford Division truck marketing manager.

"We find that truck operators are becoming more and more selective in picking specific trucks for specific jobs. To meet these exacting requirements we 'tailored' our lineup to offer more than 1,000 models and an almost infinite variety of 'custom-built' trucks through a wide selection of component parts, accessories and base-model dimensions."

DURING 1962, FORD sold more than 340,000 trucks—80 per cent of them in the light and medium-duty range. Ford truck sales were confined for decades to these light and medium models, but since its entrance into the heavy and extra-heavy-duty markets in 1958 and the diesel field in 1960, Ford has increased its sales steadily in these classifications.

For example, in 1961—the first full year Ford offered diesels—total sales were 507 units. The following year they rose to 1,152 units and during the first half of 1963 alone, Ford diesel truck sales totaled 1,561 units.

Should this diesel sales level continue, 1963 sales will surpass the 3,000 unit mark with little difficulty—representing a growth of almost 600 per cent in three years.

AT THE OTHER END of the business, companies that need small trucks the country over have discovered the economy of purchase and operation of the compact Econolines.

Ingenuous Econoline owners have adapted the interiors to everything from mobile machine shops to field offices.

With eight doors, a flat floor and more than 200 cubic feet of cargo space, the Econoline van has accounted for close to 150,000 unit sales in the three years since its introduction.

Oldsmobile's 98 series for 1964 is elegant and distinctively styled. New rear quarter profile further emphasizes the long sleek look of the luxurious series. The 98 Holiday Sports Sedan is one of six 98 models for 1964.

Station Wagons Now Fashionable Transportation

Chrysler, which led the way in introducing big car comfort and luxury to station wagons, maintains its leadership in 1964.

Both the New Yorker and Newport Town and Country wagons offer all the performance, convenience and glamor found in comparable standard passenger cars.

Chrysler wagons are available in the convenient four-door body style and offer a choice of six or nine passenger models.

THE NEW YORKER offers the ultimate in American-built station wagons. Powered by a 340 horsepower Firepower 340 V-8, the top line Chrysler features as standard equipment a luxurious all-vinyl

interior trim with sporty and comfortable front bucket seats with bucket-styled rear seats.

Also offered among its numerous standard features is a reclining front passenger seat, folding center arm rest in the front, and carpeted cargo compartment floor.

TorqueFlite automatic transmission and power brakes and steering are also among New Yorker's long list of standard equipment items.

THE NEWPORT offers a 265 horsepower V-8 engine, all-vinyl interior trim with hardtop-style foam-padded seats and safety padded instrument panel in its list of standard equipment items.

Both the New Yorker and Newport wagons are built on a 122-inch wheelbase and provide 91.9 cubic feet of load space. They have standard deep-pile carpeting in the passenger compartment.

An all-new front suspension design extends the wide track to a full 58 inches in the 1964 Tempest.



FOREGROUND: NINETY-EIGHT HOLIDAY SPORTS COUPE
REAR: F-88 CUTLASS HOLIDAY COUPE

VISIT THE OLDS EXHIBIT...WHERE THE ACTION IS!

Oldsmobile's new showcase of stars is stealing scenes all over America this year! And rightly so! Olds is already making headlines with its stylish new Jetstar 88s—lower-priced companions to the fashionable Super and Dynamic 88s! The new medium-priced Jetstar I Sports Coupe is earning rave plaudits among sports car fans! Not to mention the more-car-for-the-money F-85s... elegant new Ninety-Eights... and two stunning Starfires! But why take our word for it? Just follow the crowd to the Olds exhibit... find out for yourself where the action is!

..... VISIT THE SHOW... THEN SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER!

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