

# Discover New Uses For Trucks

Ford trucks are becoming "second cars" for a growing number of outdoors-minded Americans.

From an industry that hardly existed a dozen years ago, the truck-mounted camper market has mushroomed so fast that no accurate production and sales figures can be obtained.

Industry sources estimate that more than 200,000 of these units have been sold in lower California alone and another 75,000 from factories in the Elkhart, Ind. area.

**THE CAMPING** market has grown with extension of family outings from the traditional two weeks mid-summer vacation. Campers now are used extensively for skiing and ice-fishing weekends in the winter, week-end hunting expeditions in the fall, and fishing outings during the summer.

The spread of the year-round week-end away from home also has furnished a growing market for pickup trucks equipped with campers in which from two to five persons can sleep comfortably.

To satisfy this market, 1964 Ford pickups offer many features aimed directly at the camper. These include 128-inch wheelbase models in both the F-100 and heavier F-250 for better weight distribution, color-keyed interiors, thicker seat padding and heavy-duty options for rugged, off-the-beaten-track use.

**FORD LIGHT-TRUCK** marketing officials also estimate that 2,000 and 3,000 Ford Econoline van units were converted to campers last year. A number of firms now specialize in converting Econoline

and other compact truck units into fully equipped campers.

And for those desiring the ultimate in camper units, Ford dealers offer the Condor, a powered home on wheels containing all the plush appointments of the finest mobile homes.

The Condor sleeps up to eight people, has cooking and bathing facilities and all with no worry about hooking up to a separate automobile.

Pontiac's new speed-control device, Electro-Cruise, automatically reduces driving fatigue by maintaining constant car speed up or down hill, or on the level. With this practical accessory, the driver just steers and enjoys foot-on-the-floor comfort.

## Sales Set Records

Pontiac Motor Division has reported that Pontiac and Tempest sales in 1963 totaled 617,506, the highest in the division's history. E. M. Estes, a General Motors vice president and general manager of Pontiac, said this exceeded the previous year's sales by 14 per cent. In December, Pontiac dealers sold 57,040 cars. This also is a new record for the month and was up 21 per cent over a year ago.

The 1964 Chrysler New Yorker Salon has 43 items of convenience and comfort equipment as standard. Even air conditioning is standard. It is America's most completely standard equipped car.



*Cadillac* FOR 1964

*MORE TEMPTING THAN EVER!*



Upper: The Coupe de Ville; lower: The Fleetwood Sixty Special Sedan

## SEE IT AT THE DETROIT AUTOMOBILE SHOW

Detroit Artillery Armory • January 18-26

When you and your family see the new 1964 Cadillac at the show you will find it the most tempting motor car ever created!

Side by side with other new car offerings at the show, Cadillac for 1964 is more tempting than ever to look at! There's a cleaner, lower sweep to its lines . . . greater refinement in all its body contours . . . and a dramatically new divided grille.

But the big surprise awaits you when you follow your show inspection with a visit to your authorized Cadillac dealer.

\*Optional at extra cost

For the 1964 Cadillac is more tempting than ever to drive! It has a new high-performance engine—the most powerful in Cadillac history. And Cadillac's Hydra-Matic Drive, recognized as the industry standard of excellence, is remarkably smoother and more responsive—while a new version, Turbo Hydra-Matic, is standard equipment on some models. Both assure amazing agility in traffic, noteworthy economy, and a new standard of performance.

The new 1964 Cadillac is more tempting

to ride in! It's smoother and quieter in operation. The interiors are beautiful and luxurious as never before. And an exclusive new Comfort Control\*, combining both heating and air conditioning in a single unit, enables you to pre-set temperature while automatically controlling humidity.

So don't be satisfied with just looking. To learn the whole story . . .

*... just wait till you drive it!*

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

WILSON PONTIAC-CADILLAC, INC.

1350 North Woodward Avenue • Birmingham, Michigan