In Ford's Truck Motto

The More Models, The Better!

Foris, compact Pacemaker pickup, medium-duty backdrive-axle truck, Ford for 1964 serves up the broadest range of trucks available to the truck 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 2,000 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 200,000 pick-ups—90 per cent of them in the light-duty and medium-duty groups. Ford truck sales were confined for decades to these light and medium models, but since the entrance into the heavy-duty market 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 560 units. The following year they rose to 1,126 units and during the first half of 1963 alone, Ford diesel truck sales totaled 1,541 units.

Should this diesel sales level continue, 1964 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 market, truck companies that once dealt in small trucks the country over have discontinued the manufacturing and operation of the compact Econoline.

Legends—Economical owners have adopted the features to everything from mobile machine shops to fleet offices.

With eight doors, a flat floor and more than 200 cubic feet of cargo space, the Econoline van has accounted for close to 156,000 unit sales in the three years since its introduction.

Oldsmobile's 54 series for 1964 is elegant and distinctively styled. New rear quarter fenders further enhance the sleek look of the luxurious series. The Holiday Sedan is one of six 54 models for 1964.

Station Wagons Now Fashionable Transportation

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

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

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

THE NEWPORT offers the ultimate in American-built station wagons. Powered by a 140 horsepower Firepower 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 console 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 255 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 119 cubic feet of load space. They have standard deep-pile carpeting in the passenger compartment.

An all-new front suspension design extends the ride track to a full 58 inches in the 1964 Tempo,

You'll like what you see... and see what you like!

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 fanatics! Not to mention the more economical the money-F-85a ... elegant new Ninety-Eight ... and two stunning Starfires! But why take our word for it? Just follow the crowd to the Oldsmobile exhibit ... find out for yourself where the action is!

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

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