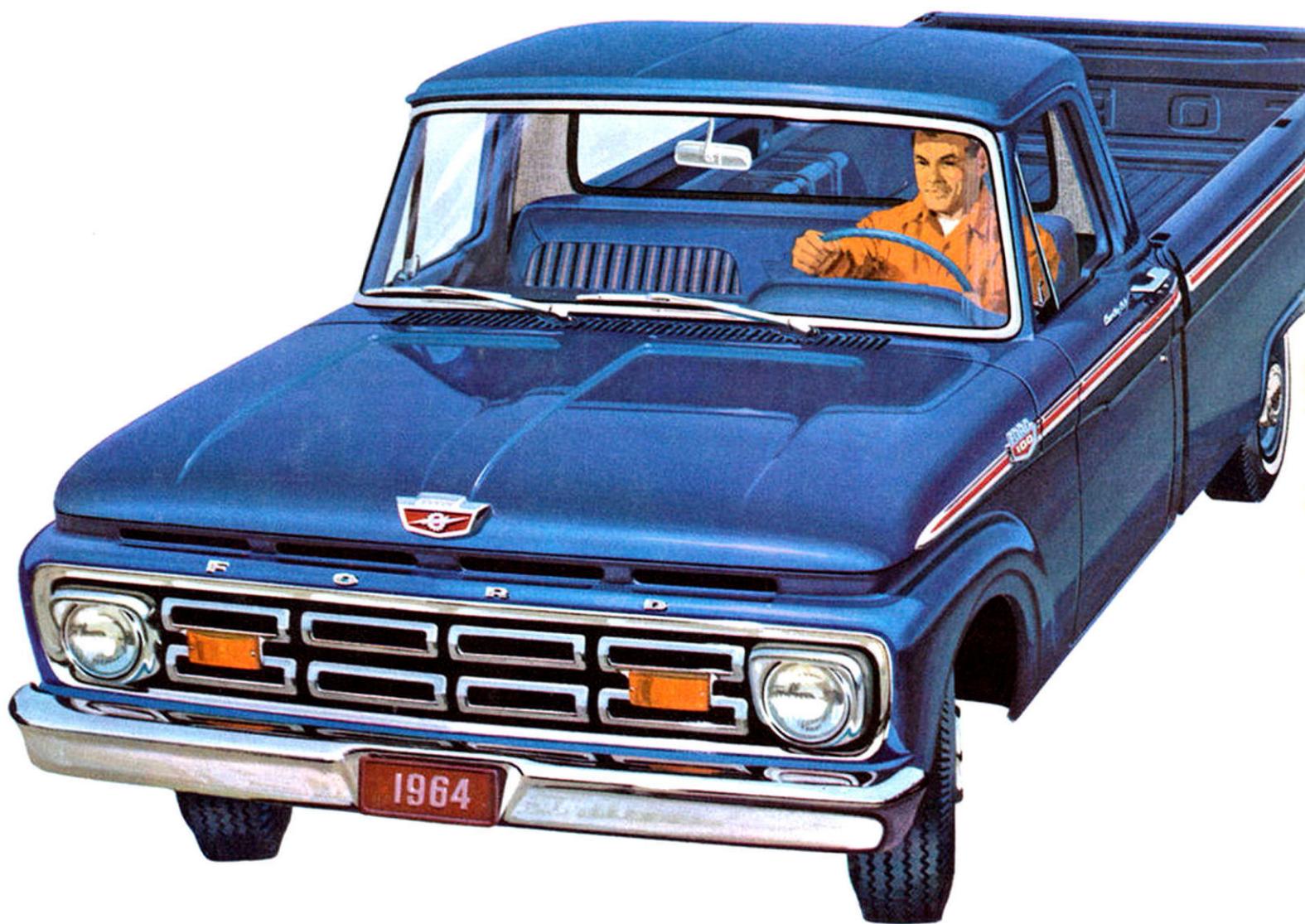


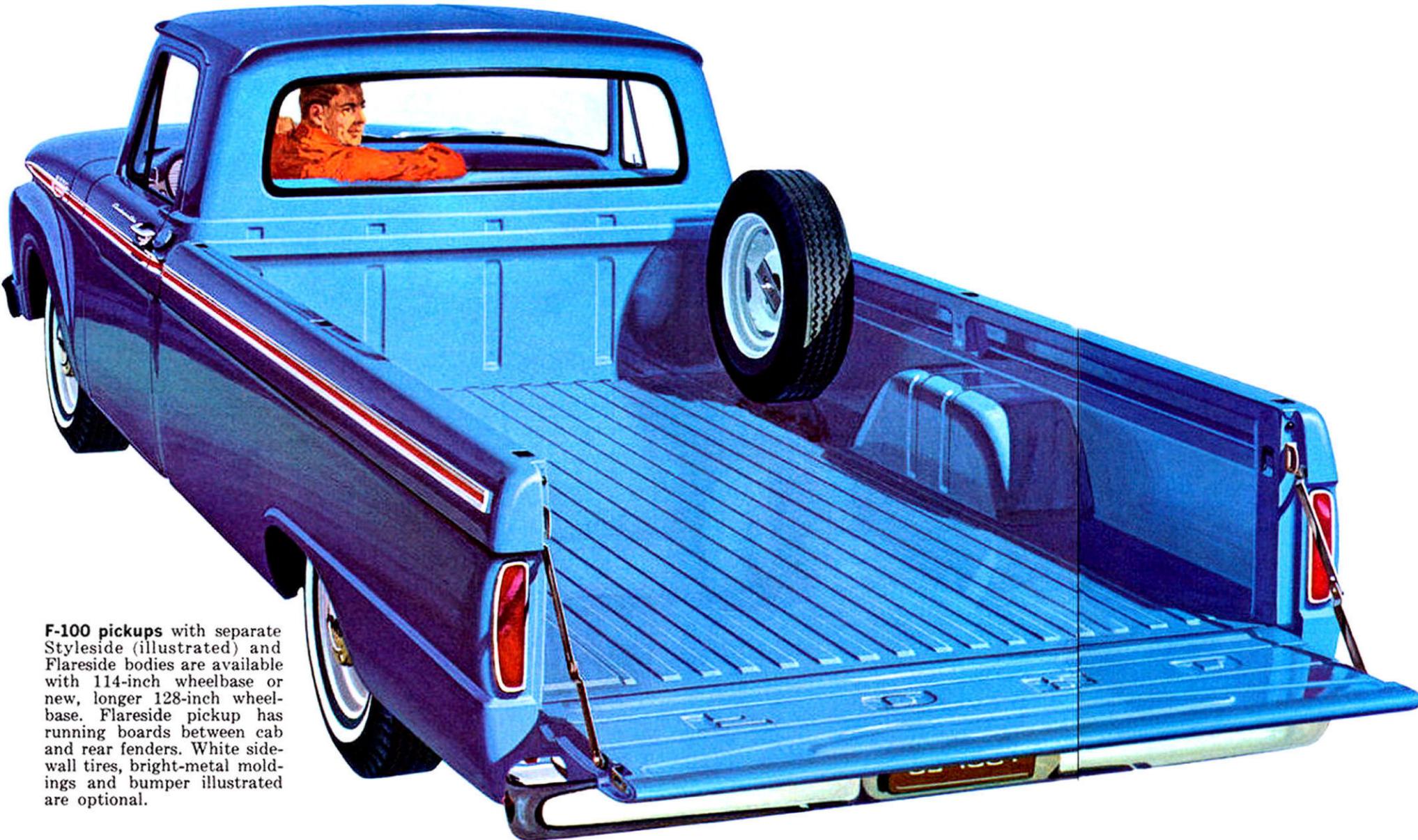
1964 FORD TRUCKS

F-100

PICKUPS · STAKE · PLATFORM · CHASSIS-CAB
CHASSIS · COWL · CHASSIS · WINDSHIELD



MORE LOADING EASE...



F-100 pickups with separate Styleside (illustrated) and Flareside bodies are available with 114-inch wheelbase or new, longer 128-inch wheelbase. Flareside pickup has running boards between cab and rear fenders. White sidewall tires, bright-metal moldings and bumper illustrated are optional.

You are looking at the business end of a Ford F-100 pickup—a unique truck from many angles.

Study this Ford carefully and you'll discover that for all its quiet operation, convenience, and carlike comfort, a Ford pickup is solid truck through and through. It's built like the big trucks from axle to axle to give you big-truck reliability . . . big-truck durability. For example, truck-type I-beam front axles, SAE-standard parallel-rail frames, two-stage leaf-type rear springs, rugged transmissions, and extra corrosion protection for critical body areas give a Ford toughness where toughness counts.

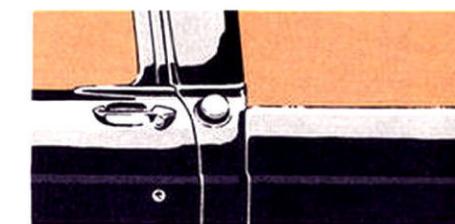
But toughness never had such style. A massive

grille, brand-new Styleside body design, and optional full-length anodized side moldings make a Ford pickup easy on the eyes. It's easier on you, too. Ford's new one-hand tailgate latch, low loading height and wider tailgate opening make loading easier. The new, longer 128-inch wheelbase smooths out the ride and gives better weight distribution with long loads. And a new Ford is easier on operating costs, thanks to money-saving features such as 6,000-mile or 6-month* oil change intervals and self-adjusting brakes.

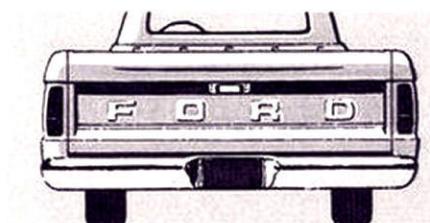
If you're looking for a full measure of comfort, toughness and economy, look into and under a 1964 Ford pickup.

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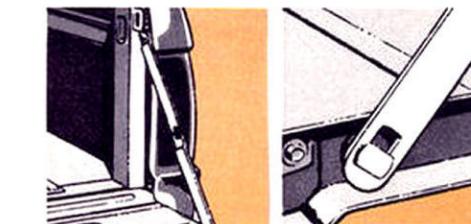
MORE VALUE...



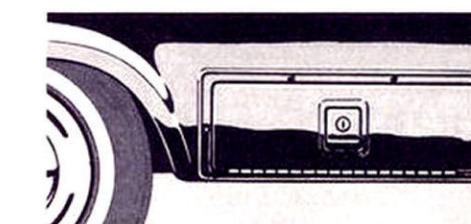
NEW SEPARATE STYLESIDE BOX—This new Ford pickup box design has double-walled side panels and tailgate for extra strength and to protect exterior sheetmetal from damage caused by shifting loads. The new boxes are 6½ feet long with 114-inch wheelbase and 8 feet long with 128-inch wheelbase. The new 128-inch wheelbase is six inches longer than previous models.



NEW TAILGATE LATCH—The '64 Styleside pickup has a new, unique, one-hand-operated tailgate latch located at the top center of the tailgate. Ford's new double-wall tailgate is extra strong, yet you can open it level or snap it shut with only one hand. Latching is automatic. No chains to rattle . . . no hooks to fumble.



NEW HUSKY TAILGATE STRAPS—Heavy steel hinge-type tailgate straps are tough enough to support a ton . . . automatically support the tailgate in a horizontal position when the latch is released. To permit lowering the tailgate to a vertical position, straps detach from the tailgate as easily as old-style chains.



NEW LOCKABLE TOOL BOX—Optional with the new separate Styleside pickups is a tool storage compartment, conveniently located ahead of the right rear wheel. Storage compartment maximum dimensions are 6½" x 18" x 17½" with the 6½-ft. pickup box, and 6½" x 32" x 17½" with the 8-ft. box. The compartment is below the pickup box floor and does not interfere with cab or loadspace.

ADDITIONAL VALUE FEATURES ARE . . .

- New, larger vertical taillights with increased reflector area meet all states' lighting requirements.
- New optional right-hand spare tire carrier location (illustrated at left) provides safer curbside access to spare tire. Left-side mounting is also available. Underfloor mounting is standard.
- New Heavy-Duty Equipment Package is available. See specifications on back cover.

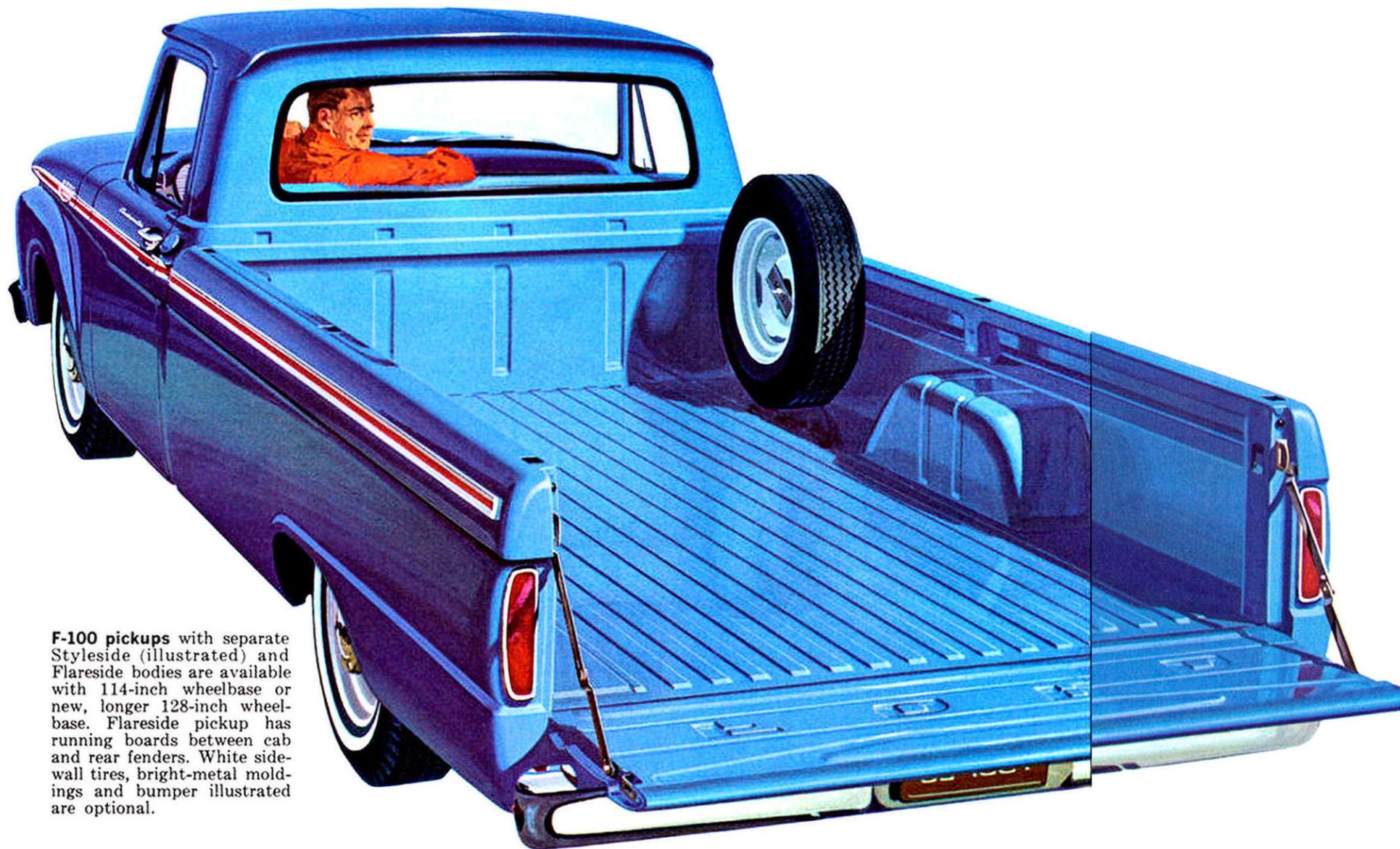
100,000-MILE DEMONSTRATION OF DURABILITY: Ford's durability has statistical backup from a leading independent research laboratory: in a 100,000-mile durability test, operating costs (gas, oil, tires, preventive maintenance and repairs) averaged only 3.2 cents a mile!

FORD ENGINES GIVE YOU ECONOMY, DURABILITY, FINE PERFORMANCE!

YOUR CHOICE OF 6 OR V-8 POWER			
SPECIFICATIONS	223 SIX	262 SIX	292 V-8
Max. HP @ RPM	135 @ 4000	152 @ 4000	160 @ 4000
Max. Gross Torque (lbs-ft @ rpm)	200 @ 18-2400	237 @ 1800	270 @ 18-2000
Displacement	223 cu. in.	262 cu. in.	292 cu. in.
Bore and Stroke	3.62" x 3.60"	3.72" x 4.03"	3.75" x 3.30"
Compression Ratio (to 1)	8.1	8.0	8.0

- Short-stroke design provides low piston speeds, top fuel economy, and long ring and bore life
- Overhead, free-turning valve design, aluminum-alloy pistons, and full-pressure lubrication give Ford engines dependable long-life performance with a minimum of maintenance
- Full-circle water jacket and free-way water passages provide better cylinder cooling, reduce cylinder bore wear, and prolong engine life
- Ford's new, improved 2-stage Full-Flow oil filter permits 6,000-mile or 6-month oil change intervals under normal driving conditions, for lower operating costs

MORE LOADING EASE...



F-100 pickups with separate Styleside (illustrated) and Flareside bodies are available with 114-inch wheelbase or new, longer 128-inch wheelbase. Flareside pickup has running boards between cab and rear fenders. White side-wall tires, bright-metal moldings and bumper illustrated are optional.

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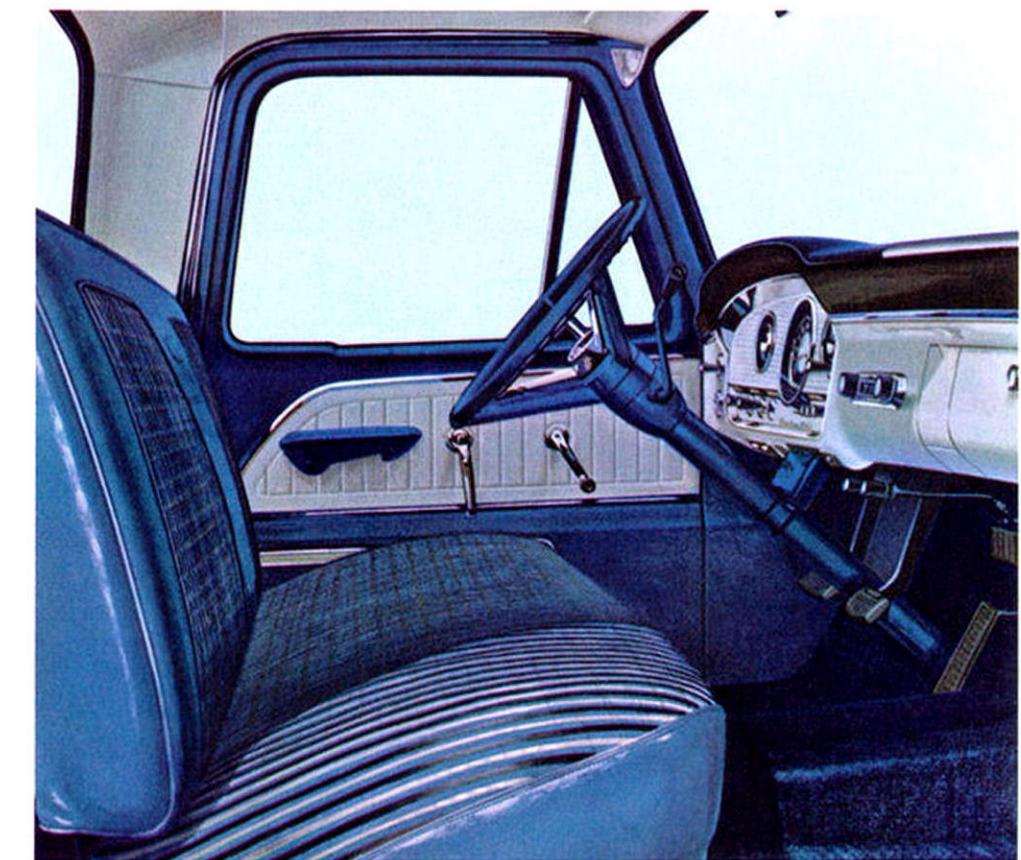
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MORE COMFORT!



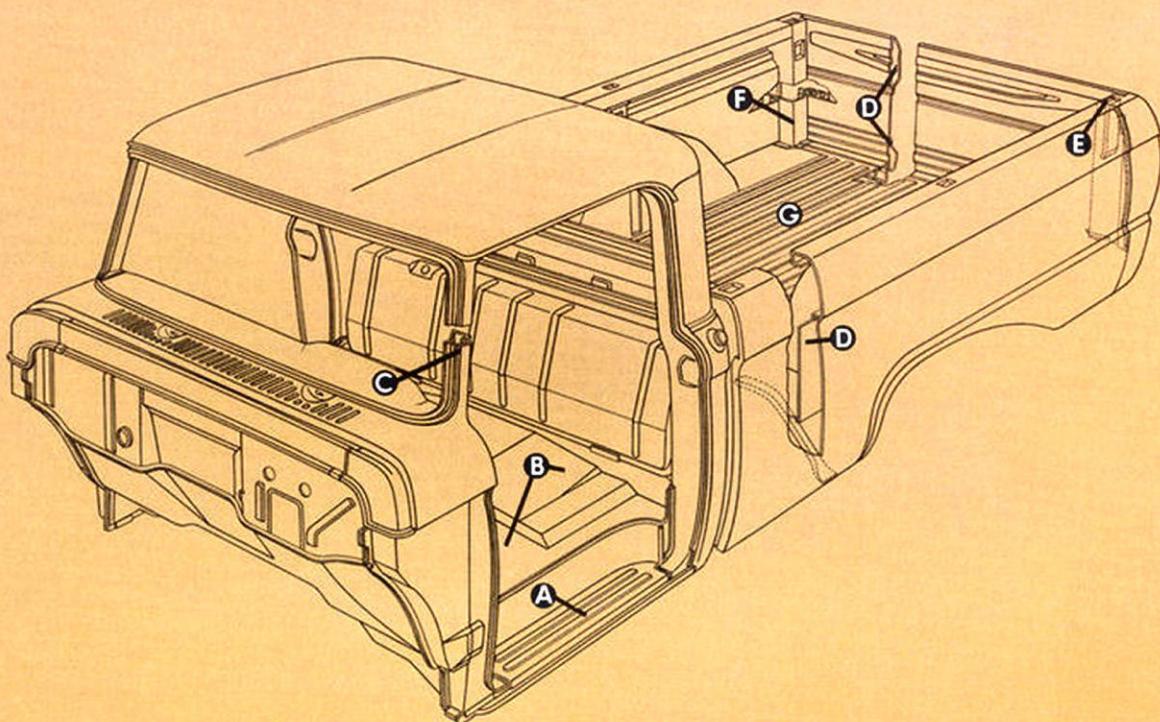
Ford cabs are designed to bring you extra comfort and convenience—the kind that eases long hours at the wheel. Wide, deep-cushioned foam seats provide plenty of room for three. Insulation, 26 pounds of it, soaks up noise, seals out heat and cold. New deep-cushioned seat back, new greater headroom, big glass area, and low-lift pedals are features designed to give you more comfort.

In every way this bright, roomy cab sets a new standard in attractive design. Elegant new interiors feature red, blue, green or beige vinyl seat trim color-keyed to the cab paint. Ford upholstery is as durable as it is rich looking. Headlining extends all the way to the belt line for a completely finished appearance. Ford's optional Custom Cab (illustrated) provides a left door arm rest, right-hand sun visor, 5-inch-thick foam seat cushion, door stowage compartment, and many more interior and exterior features. For the ultimate in luxury, a Ford air conditioner is available from your dealer.

24,000-MILE WARRANTY (OR 24 MONTHS)—Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to 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

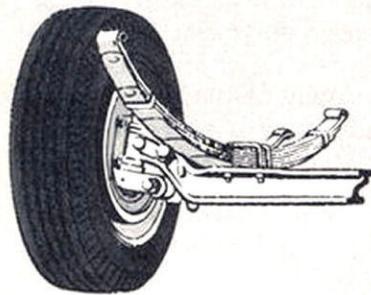
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MORE DURABILITY!



Ford pickups are more durable through and through. Here are extra-quality construction features that mean your Ford will stand up to your job through a longer, hard-working life:

- (A) **WIDE INBOARD STEP** of heavy-gauge galvanized steel provides a rust-resistant, weather-protected footing for safer and easier cab entry and exit
- (B) **ONE-PIECE CAB FLOOR** adds rigidity to the entire cab structure, minimizes rattles (†Except with 4-spd. transmission)
- (C) **BOX-SECTION CORNER POSTS** are designed for strength with minimum interference to vision



RUGGED FRONT SUSPENSION

I-Beam Axle is simple, dependable, big-truck design. Needs less maintenance and keeps tires tracking true. **Leaf-Type Front Springs** have tip inserts and rubber-bushed eyes for quietness and reduced maintenance . . . flex easily to provide good riding quality. Spring leaves are shot-peened to prolong life.

(D) **DOUBLE-WALL SIDE PANELS AND TAILGATE** of Styleside bodies protect exterior sheetmetal against damage caused by shifting cargo

(E) **STAKE POCKETS** permit adding stake racks for hauling tall, bulky loads

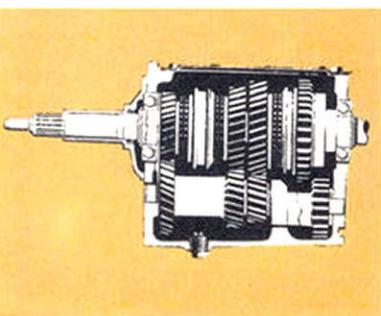
(F) **STRONG REAR CORNER POSTS** resist spreading of side panels . . . maintain alignment with tailgate

(G) **ALL-STEEL FLOORS** of Styleside pickup are ribbed for added rigidity and long life



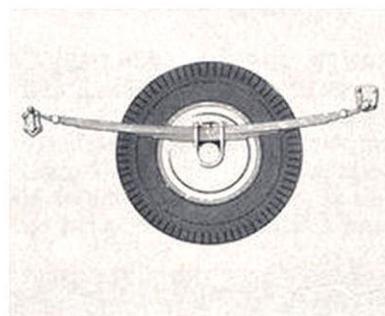
SELF-ADJUSTING BRAKES

New for '64, self-adjusting brakes are standard equipment on F-100 pickups for greater safety and economy. Brakes adjust automatically when applied while backing up. In addition the secondary brake shoe lining has been increased in thickness to give brakes 32 per cent longer service life . . . reduces downtime and maintenance.



3-SPEED SYNCHRO-SILENT TRANSMISSION

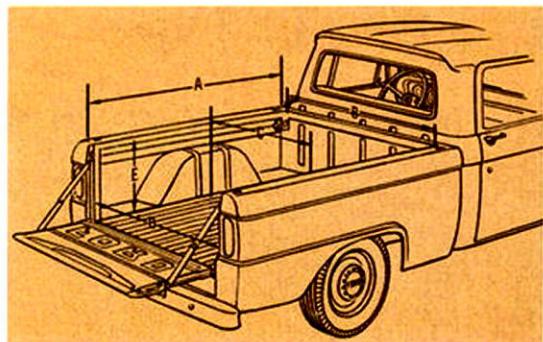
Synchronized in low gear as well as second and high (only Ford has it), the standard 3-speed transmission allows you to downshift into low without clashing gears or double-clutching. A heavy-duty 3-speed transmission or a rugged 4-speed transmission with 11-inch clutch are optional at extra cost.



2-STAGE REAR LEAF SPRINGS

Just like the big trucks—2-stage leaf-type rear springs provide a good ride for light or heavy loads. Upper leaves support light loads and the lower leaves combine with the upper leaves to support heavy loads. No matter what the load, you get a smoother ride with two-stage rear leaf springs.

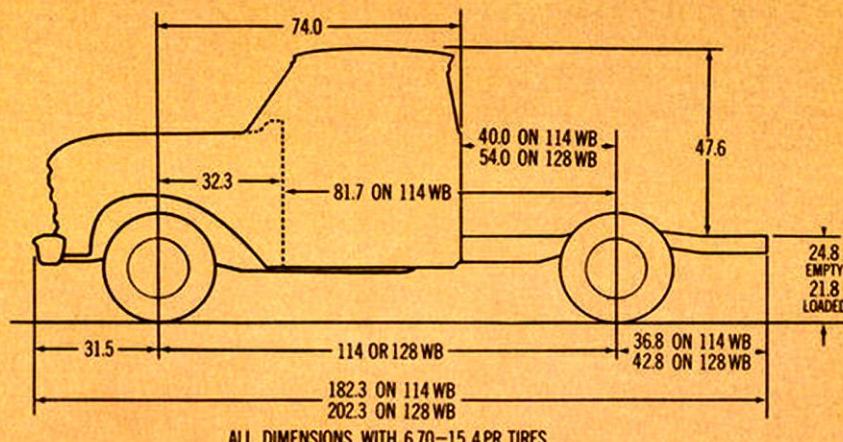
MAXIMUM RECOMMENDED PAYLOADS AND BODY AND CHASSIS DIMENSIONS



F-100 SERIES	STYLESIDE	FLARESIDE	STAKE
Max. recommended payload (lb.)	1600	1400	1600
Wheelbase (in.)	114	128	114
Nominal body length (ft.)	6½	8	6½
(A) Max. inside length (in.)	78.7	98.7	77.9
(B) Max. inside width (in.)	70.0	70.0	49.0
(C) Width between wheelhousings	49.0	49.0	None
(D) Tailgate opening (in.)	65.0	65.0	49.0
(E) Height (floor to top of sides) (in.)	19.3	19.3	20.3
Capacity (cu. ft.)	60.3*	76.4*	45.0
			65.4*
			76.0

*Allowance made for wheelhousings

CHASSIS FOR SPECIAL BODIES



Ford F-100 chassis models are well suited to accommodate a variety of custom-built bodies ranging from 5½ to 8 feet long. Chassis-cab models are available with a 114- or 128-in. wheelbase for special-purpose bodies from many body manufacturers. The 128-in. wheelbase chassis-cab can ideally accommodate 8-ft. camper coach bodies. The longer 128-in. wheelbase now locates the center of gravity of 8-ft. bodies *forward of the rear axle* for better weight distribution and stability. Chassis-cowl and chassis-windshield units (114-in. wb. only) are easily equipped with single-unit bodies of the walk-in type. See your Ford Dealer for a wide choice of makes and types of special bodies!

CHASSIS SPECIFICATIONS

F-100 MAX. GVW: 5,000 LB.

	STANDARD EQUIPMENT	OPTIONAL EQUIPMENT*
Axle, Front: Capacity (lb.)	2600	3300-3,70, 4,11
Axle, Rear: Capacity (lb.)—Ratios (to 1)	3300-3.89	3.73, 3.92, 4.10
Brakes: (12 volt)	—	**66 plates-70 amp-hr.
Brakes, Service: (self-adjusting type)	66 plates-55 amp-hr.	—
Brakes, Parking: Type	Hydraulic	**HD 11"-123.7
Clutch: Dia. (in.)—Area (sq. in.)	11 x 2-11 x 1½	262 Six, 292 V-8
Engine:	Cable actuation of rear brakes	**1100
Frame: Section Modulus	10-85.5 (223 Six), 10.5-96.2 (262 Six and V-8)	1250, 1650+
Generator:	223 Six	**450
Shock Absorbers: Front and rear	2.65 (114" wb.), 3.75 (128" wb.)	**Extra Cooling
Springs, Front: Capacity @ pad (lb. each)	30 amp.-450 watt.	—
Springs, Rear: (Two-Stage) Capacity @ pad (lb. ea.)	Double-acting	—
Auxiliary (N.A. w/1650-lb. main spring):	1000	—
Radiator:	950	—
Steering: Type	Recirculating ball	3-speed w/overdrive, 3-speed heavy-duty, 4-speed, HD Cruise-O-Matic
Transmission: Type	3-speed Synchro-Silent	Tubeless and tube-type tires in sizes to match requirements
Wheels: No.—type—rim size (in.)	5-5-hole disc—15 x 5½	—
Tires: Tubeless, No.—size	5-6.70-15 4 PR (2-ply)	—
Standard Colors:	Rangoon Red, Navajo Beige, Bengal Tan, Holly Green, Caribbean Turquoise, Academy Blue, Skylight Blue, Wimbledon White, Pure White, and Chrome Yellow. A two-tone effect is available for all models with Wimbledon White on roof and around cab back panel above belt line except with Pure White and Chrome Yellow. Optional deluxe two tone paint style is available when Styleside pickup is equipped with optional side moldings.	—

*See your Ford Dealer for additional options

+HD single-stage type

**Included with Heavy-Duty Equipment Package. Requires 6 PR Tires

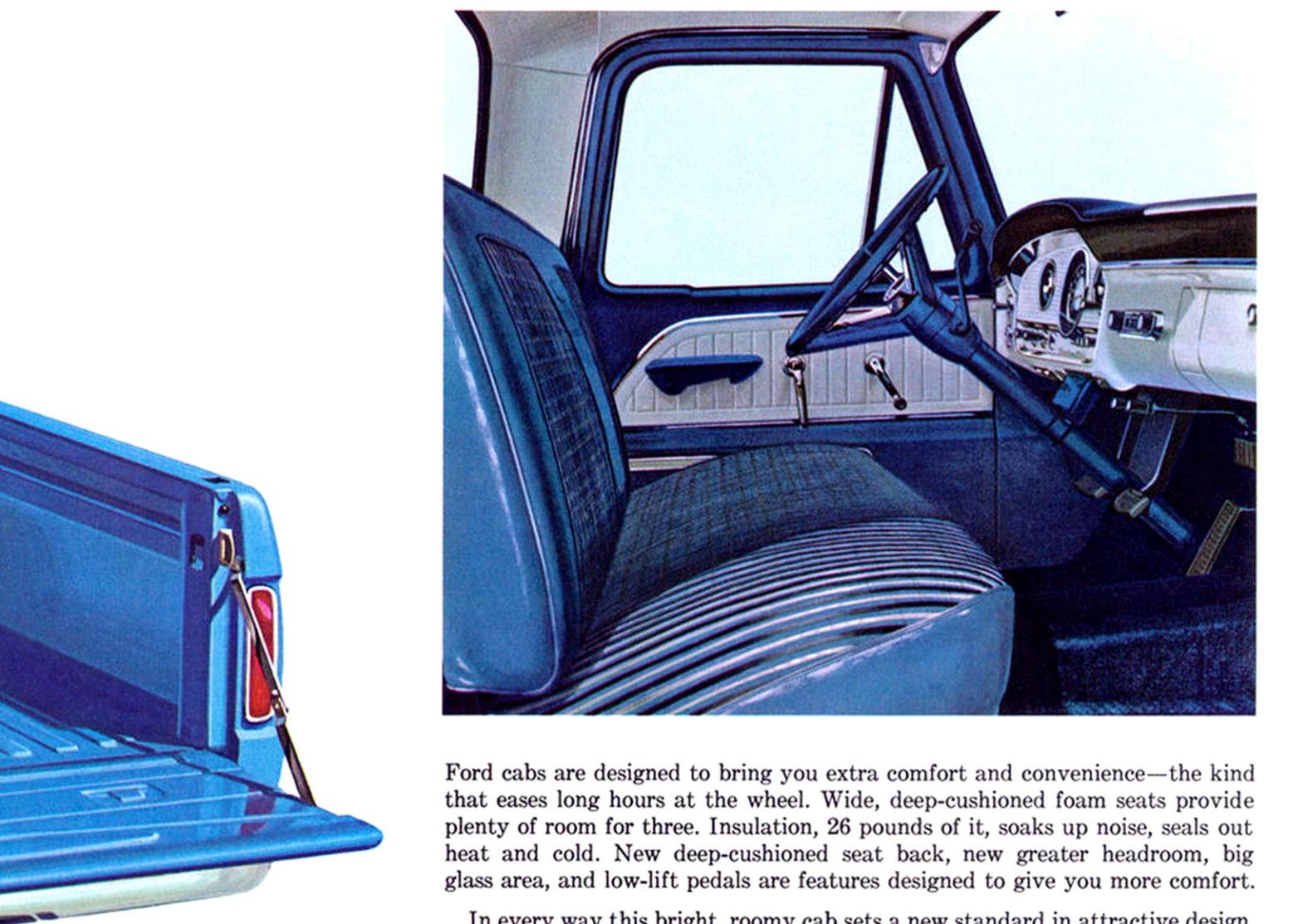
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BUILT LIKE THE BIG TRUCKS—WITH A BIG COMFORT BONUS!

PRODUCTS OF

MOTOR COMPANY

MORE COMFORT!



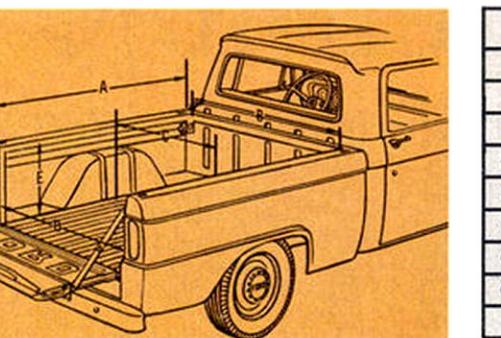
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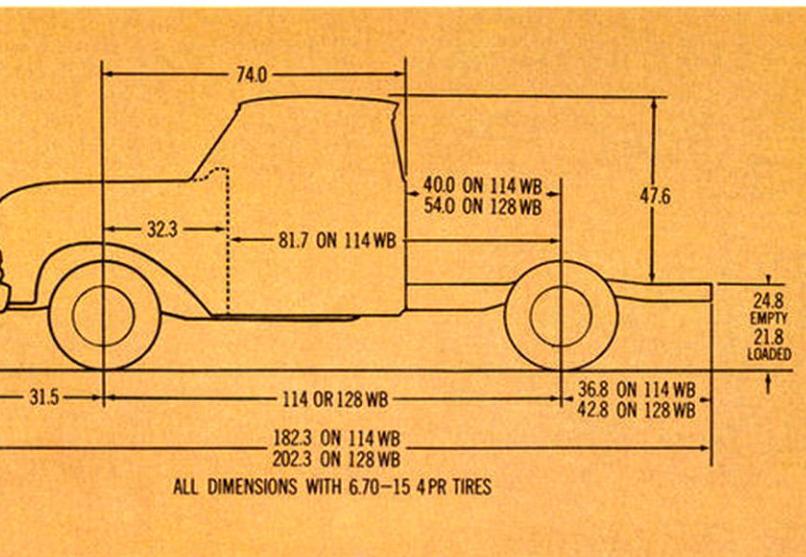
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MAXIMUM RECOMMENDED PAYLOADS AND BODY AND CHASSIS DIMENSIONS



F-100 SERIES	STYLESIDE	FLARESIDE	STAKE
Max. recommended payload (lb.)	1600	1400	1600
Wheelbase (in.)	114	128	114
Nominal body length (ft.)	6½	8	6½
(A) Max. inside length (in.)	78.7	98.7	77.9
(B) Max. inside width (in.)	70.0	70.0	49.0
(C) Width between wheelhousings	49.0	49.0	None
(D) Tailgate opening (in.)	65.0	65.0	49.0
(E) Height (floor to top of sides) (in.)	19.3	19.3	20.3
Capacity (cu. ft.)	60.3*	76.4*	45.0
		65.4*	22.1
			24.5
			76.0

*Allowance made for wheelhousings



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Axle, Rear: Capacity (lb.)—Ratios (to 1)	3300—3,89	3,73, 3,92, 4,10	—
Brakes, Service: (self-adjusting type)	66 plates—55 amp-hr.	66 plates—70 amp-hr	—
Brakes, Parking: Type	Hydraulic	—	—
Clutch: Dia. (in.)—Area (sq. in.)	10—85.5 (223 Six), 10.5—96.2 (262 Six and V-8)	**HD 11—123.7	—
Engine:	223 Six	262 Six, 292 V-8	—
Frame: Section Modulus	2.65 (114" wb.), 3.75 (128"wb.)	—	—
Generator:	30 amp.—450 watt	Alternator—42 amp., 52 amp., 60 amp.	—
Shock Absorbers: Front and rear	Double-acting	**1100	—
Springs, Front: Capacity @ pad (lb. each)	1000	1250, 1650+	**450
Springs, Rear: (Two-Stage) Capacity @ pad (lb. ea.)	950	—	**Extra Cooling
Radiator:	Recirculating ball	—	—
Steering: Type	3-speed Synchro-Silent	3-speed w/overdrive, 3-speed heavy-duty	—
Transmission: Type	5—6.70-15 4 PR (2-ply)	4-speed, HD Cruise-O-Matic	—
Wheels: No.—type—rim size (in.)	5—5-hole disc—15 x 5½	Tubeless and tube-type tires in sizes	—
Tires: Tubeless, No.—size	5—6.70-15 4 PR	to match requirements	—
Standard Colors:	Rangoon Red, Navajo Beige, Raven Black, Bengal Tan, Holly Green, Caribbean Turquoise, Academy Blue, Skylight Blue, Wimbledon White, Pure White, and Chrome Yellow. A two-tone effect is available for all models with Wimbledon White on roof and around cab back panel above belt line except with Pure White and Chrome Yellow. Optional deluxe two-tone paint style is available when Styleside pickup is equipped with optional side moldings.	—	—

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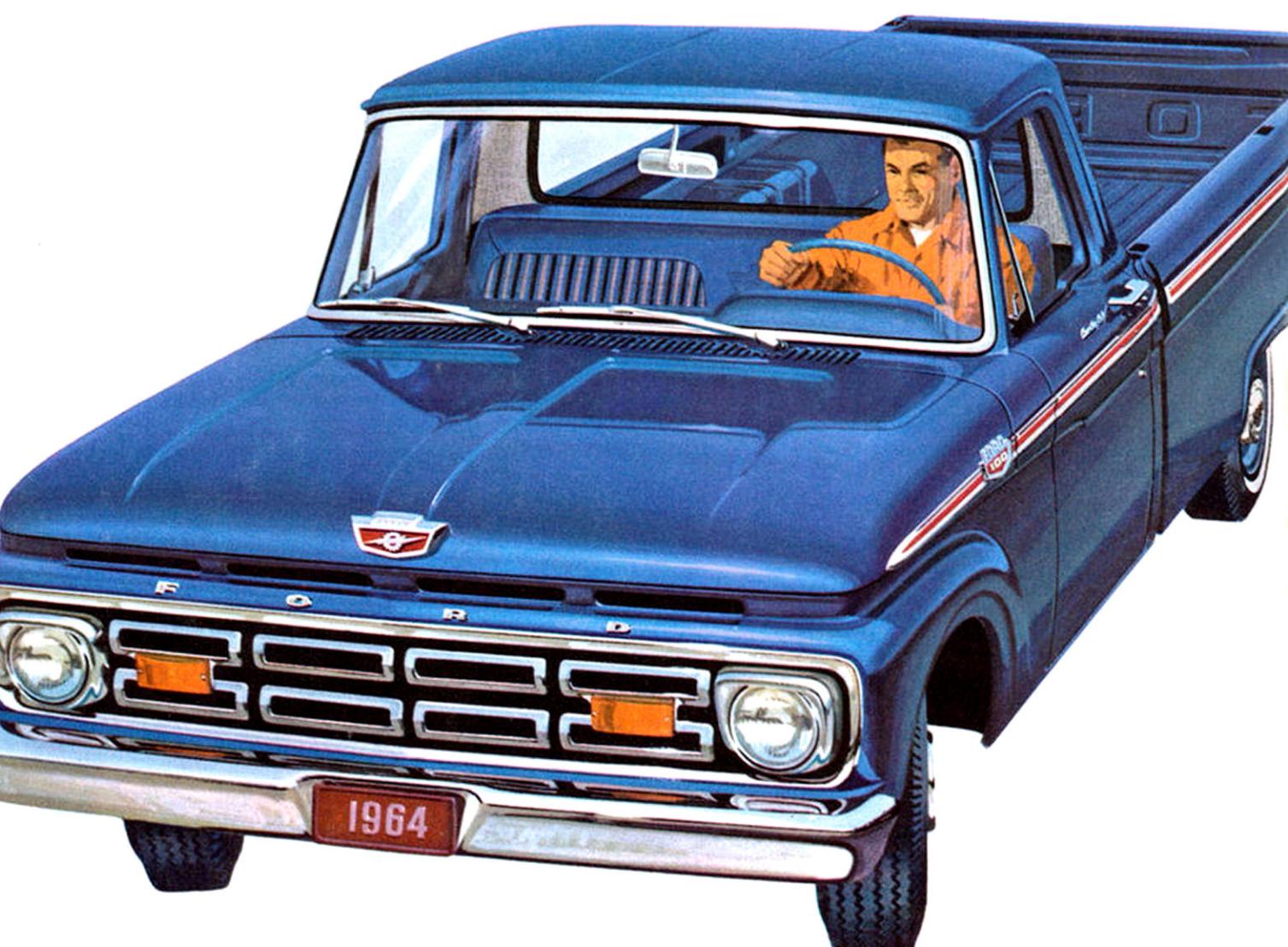
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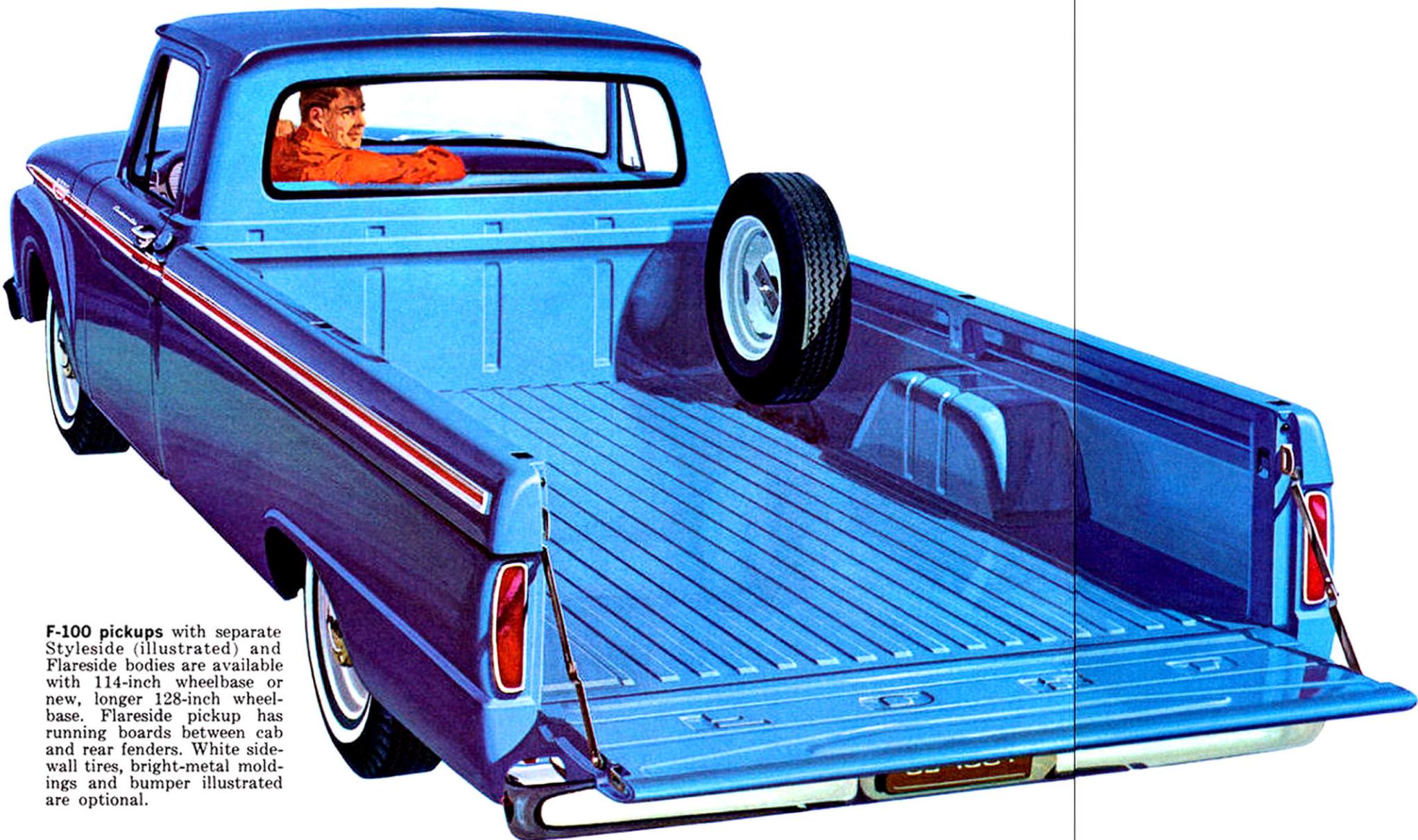
F-100

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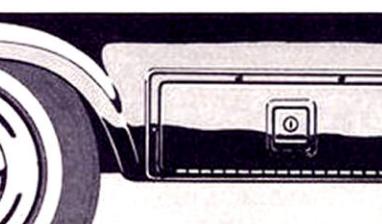
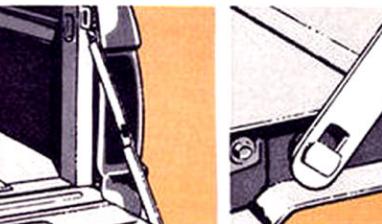
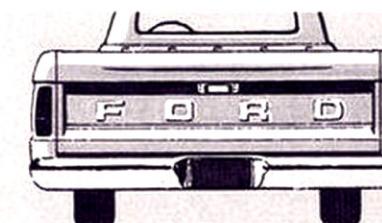
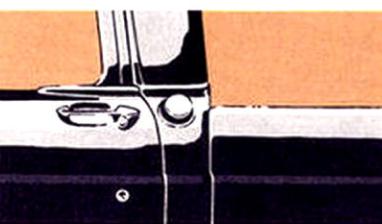
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- New optional right-hand spare tire carrier location (illustrated at left) provides safer curbside access to spare tire. Left-side mounting is also available. Underfloor mounting is standard.
- New Heavy-Duty Equipment Package is available. See specifications on back cover.

100,000-MILE DEMONSTRATION OF DURABILITY: Ford's durability has statistical backup from a leading independent research laboratory: in a 100,000-mile durability test, operating costs (gas, oil, tires, preventive maintenance and repairs) averaged only 3.2 cents a mile!

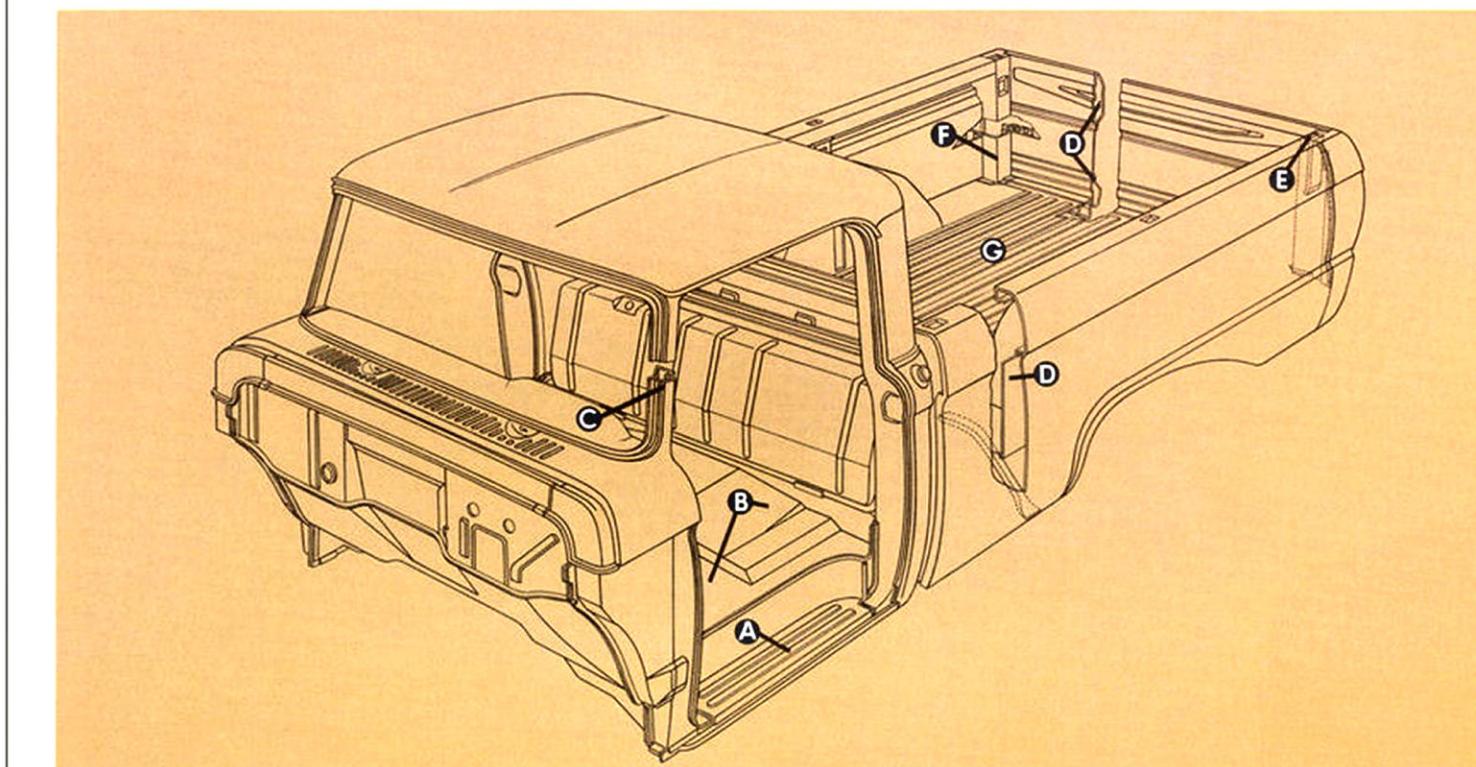
NEW SEPARATE STYLESIDE BOX—This new Ford pickup box design has double-walled side panels and tailgate for extra strength and to protect exterior sheetmetal from damage caused by shifting loads. The new boxes are 6½ feet long with 114-inch wheelbase and 8 feet long with 128-inch wheelbase. The new 128-inch wheelbase is six inches longer than previous models.

NEW TAILGATE LATCH—The '64 Styleside pickup has a new, unique, one-hand-operated tailgate latch located at the top center of the tailgate. Ford's new double-wall tailgate is extra strong, yet you can open it level or snap it shut with only one hand. Latching is automatic. No chains to rattle...no hooks to fumble.

NEW HUSKY TAILGATE STRAPS—Heavy steel hinge-type tailgate straps are tough enough to support a ton...automatically support the tailgate in a horizontal position when the latch is released. To permit lowering the tailgate to a vertical position, straps detach from the tailgate as easily as old-style chains.

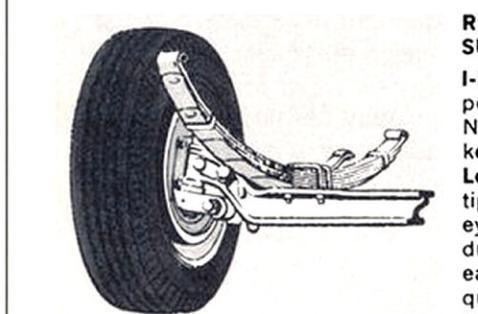
NEW LOCKABLE TOOL BOX—Optional with the new separate Styleside pickups is a tool storage compartment, conveniently located ahead of the right rear wheel. Storage compartment maximum dimensions are 6½" x 18" x 17½" with the 6½-ft. pickup box, and 6½" x 32" x 17½" with the 8-ft. box. The compartment is below the pickup box floor and does not interfere with cab or loadspace.

MORE DURABILITY!



Ford pickups are more durable through and through. Here are extra-quality construction features that mean your Ford will stand up to your job through a longer, hard-working life:

- (A) **WIDE INBOARD STEP** of heavy-gauge galvanized steel provides a rust-resistant, weather-protected footing for safer and easier cab entry and exit.
- (B) **ONE-PIECE CAB FLOOR** adds rigidity to the entire cab structure, minimizes rattles. (Except with 4-spd. transmission)
- (C) **BOX-SECTION CORNER POSTS** are designed for strength with minimum interference to vision.



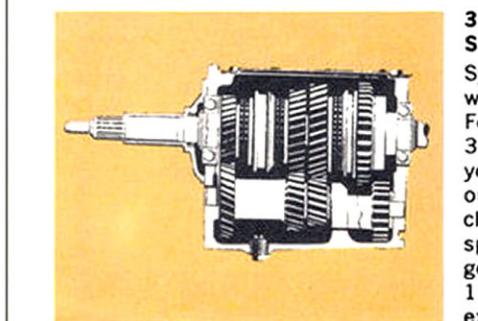
RUGGED FRONT SUSPENSION

I-Beam Axle is simple, dependable, big-truck design. Needs less maintenance and keeps tires tracking true. **Leaf-Type Front Springs** have tip inserts and rubber-bushed eyes for quietness and reduced maintenance...flex easily to provide good riding quality. Spring leaves are sharpened to prolong life.



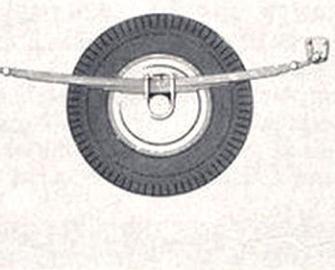
SELF-ADJUSTING BRAKES

New for '64, self-adjusting brakes are standard equipment on F-100 pickups for greater safety and economy. Brakes adjust automatically when applied while backing up. In addition, the secondary brake shoe lining has been increased in thickness to give brakes 32 percent longer service life...reduces downtime and maintenance.



3-SPEED SYNCHRO-SILENT TRANSMISSION

Synchronized in low gear as well as second and high (only Ford has it), the standard 3-speed transmission allows you to downshift into low without clashing gears or double-clutching. A heavy-duty 3-speed transmission or a rugged 4-speed transmission with 11-inch clutch are optional at extra cost.



2-STAGE REAR LEAF SPRINGS

Just like the big trucks, 2-stage leaf-type rear springs provide a good ride for heavy loads. Upper leaves support light loads and the lower leaves combine with the upper leaves to support heavy loads. No matter what the load, you get a smoother ride with two-stage rear leaf springs.