FORD PICKUPS 74



'74 PICKUPS WORK LIKE TRUCKS/RIDE LIKE CARS

For '74 Ford continues its better ideas tradition in pickups by retaining proven better ideas—better ideas like exclusive Twin-I-Beam front suspension and the long 140-inch wheelbase pickup—while making new pace-setting advances.

Advances in power and performance with the big 460-cu. in. V-8 now optional in F-100's as well as F-250 and F-350. This 460 V-8 has a breakerless ignition system that delivers optimum voltage for fast, sure starts. Electrical reliability is outstanding and there are no points or condensor to ever need adjustment or replacement.

Ford continues better ideas in quiet cab comfort and spaciousness. A simple seat-of-the-pants test will demonstrate the total comfort of a seven-inch-thick foam seat cushion. A full-foam seat that's standard in every pickup . . . Custom, Ranger and Ranger XLT. The Ranger and Ranger XLT also have progressively greater

insulation and more luxurious appointments.

Whichever model you choose, a gleaming bright grille and front bumper are standard, and so is Twin-I-Beam independent front suspension, the exclusive feature that contributes so much to Ford's works-like-a-truck, rides-like-a-car design. Twin-I-Beam front suspension is complemented with long-leaf rear springs, and long wheelbases to further improve ride. Pickup wheelbases range from 117 inches (with 6¾-ft. box) and 133 inches (with 8-ft. box) all the way up to 140 inches with 8-ft. Styleside box on the F-350. The long 140-in, wheelbase Super Camper Special is available with big 12.00 x 16.5 "Super Single" rear tires for great stability, ride and convenience with large slide-in camper bodies.

Ford light-duty conventional trucks are offered in F-100, F-250 and F-350 Series. GVW ranges for these series are F-100—4600 lb. to 5500 lb., F-250—6200 lb. to 8100 lb., and F-350—6600 lb. to 10,000 lb. Ford F-100 and 250 Series are available in Styleside or Flareside pickups and chassis-cabs. F-350's are offered in Super Camper Special pickups, Styleside pickups and single- or dual-rear wheel stakes and chassis-cabs. A 240-cu. in. Six is standard in F-100; 300-cu. in. Six in F-250 and F-350 (360-cu. in. V-8 in F-350 Super Camper and Styleside pickup).

The 300-cu. in. Six (includes Calif. emissions pkg. and breakerless ignition) or 302-cu. in. V-8 is optional in F-100 4 x 2. Also available are the 360-cu. in. V-8 (all series) and 390-cu. in. V-8 (4 x 2's only). High-perfor-

mance 460 V-8 is optional in all $\stackrel{?}{4}$ x $\stackrel{?}{2}$'s. Four-wheel drive option is available on the F-100 and F-250. Ford's 4 x 4 option is a complete package with rugged front driving axle plus the special components and excellent ground clearance needed for rough off-road terrain.

Options include SelectShift Cruise-O-Matic and power steering.

F-100 Ranger XLT shown with optional whitewall tires, wheel covers and rear bumper. F-250 tustom shown with optional 4-wheel drive, sliding rear window, cab clearance lights, bodyside molding and bright western mirrors. F-350 Ranger XLT shown with optional sliding rear window, rear bumper and radio. F-250 Custom crew cab shown with optional low-mount







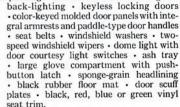
Inviting Ford cab interiors provide exceptional spaciousness, comfort and quiet. On most models, the gas tank is mounted outside the cab in a protected location between the frame rails. The result?

The cab is quiet and you gain important room and versatility. There is a big

51/6-ft, wide storage area behind the folding seat back for tool boxes, fishing gear or suitcase. A good place to store things out of sight within the lockable cab. The big Ford cab also provides room for five inches of fore-or-aft seat travel to accommodate tall. short-all drivers. The wide seat holds three adults with plenty of hip and shoulder room. And seven inches of soft, resilient foam in the seat cushion plus a full-foam seat back provide solid seating comfort.

The deep-foam seat is covered with attractive, long-wearing upholstery. Doors are finished with handsome molded panels with integral armrests. And Ford interiors are carefully color-coordinated with exterior paint colors. This roomy Ford cab is extra quiet, too, because of special insulation designed to reduce noise.

Custom trim level is standard, and features deluxe fresh air heater/defroster • energyabsorbing sun visors and instrument panel padding · instrument cluster with green



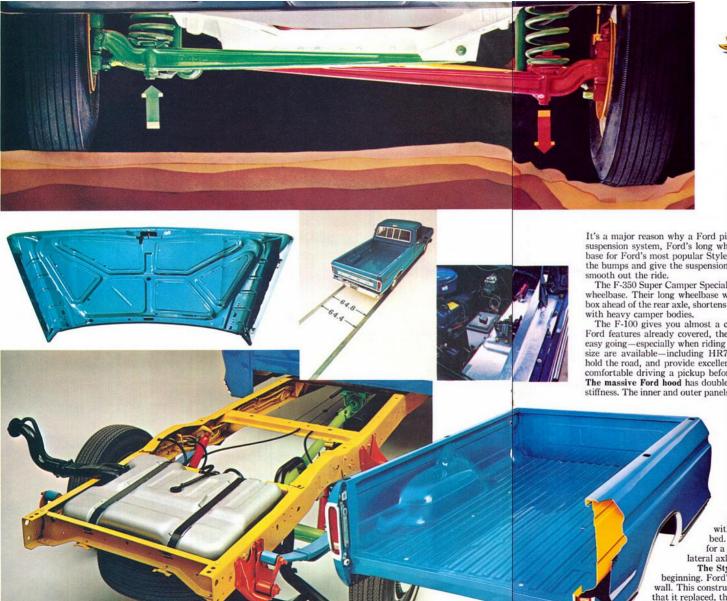
Pickups have 10-inch day/night rearview mirror, LH and RH bright-metal exterior mirrors . taillights with integral stop, turn, backup lights and reflector

hub caps (except 4 x 4's)
 bright tailgate handle depression (Stylesides).

Ranger interiors include (in addition to or in place of Custom features) color-keyed pleated cloth seat upholstery with metallic vinyl bolsters • instrument panel molding with black accent . color-keyed door panels with bright moldings . additional insulation perforated headlining (insulated) with bright molding • color-keved vinyl-coated floor mat with heel pads . cigarette lighter. Exteriors feature bright windshield, rear window and roof drip moldings · bright rocker panel and wheel lip moldings · bright hub caps (except 4 x 4 option and dual-rear-wheel units) . Styleside pickups include bright tailgate moldings (top and bottom), taillight bezels · bright recessed tailgate handle.

Ranger XLT interiors offer (in addition to or in place of Ranger items) deluxe color-keyed, long-wearing cloth with vinyl trim seat upholstery · color-keyed pleated vinyl upper door panels with simulated woodgrain accented moldings and map pocket lower panels · colorkeyed wall-to-wall nylon carpeting . black steering wheel with simulated woodgrain insert · bright instrument panel molding with simulated woodgrain insert · bright seat-pivot covers · additional insulation and double-wrapped muffler · convenience group (cargo, engine, glove compartment and ash tray lights, glove compartment lock and inside 12-in, day/night mirror) . color-keyed vinyl headlining (with special insulation) and sun visors. Styleside pickup includes bright bodyside moldings with vinyl insert · upper tailgate applique panel and molding · aluminum tailgate applique panel.

Ranger XLT interior shown with optional air conditioner. SelectShift Cruise-O-Matic transmission and vadio. Custom interior shown with obtional SelectShift Cruise-O-Matic, radio and convenience group.





RUGGEDNESS & RIDE

Famous Twin-I-Beam independent front suspension remains an exclusive Ford feature for both ruggedness and ride. Each front wheel has its own forged I-beam axle with big coil spring to step over bumps independently to cushion the ride. Twin-I-Beam suspension also contributes to good cornering. Maintenance requirements are less because this simple, sturdy suspension has caster and camber angles built in structurally and maintained by forged-steel I-beams. You get a smooth ride and superb handling -plus the strength and durability of two forged I-beam axles.

It's a major reason why a Ford pickup can work like a truck, ride like a car. Complementing the suspension system. Ford's long wheelbase provides for an even smoother pickup ride. The wheelbase for Ford's most popular Styleside body is 133 inches long. A long wheelbase acts to space out the bumps and give the suspension system a better opportunity to absorb and dampen shocks . . .

The F-350 Super Camper Special and F-350 Styleside pickups both feature an 8-ft, box on 140-in. wheelbase. Their long wheelbase with regular 8-ft, box length puts a greater portion of the cargo box ahead of the rear axle, shortens the rear overhang and provides excellent load weight distribution

The F-100 gives you almost a car-type ride in a tough pickup truck. In addition to the other Ford features already covered, the F-100 pickup has long and 2½-inch-wide rear leaf springs for easy going—especially when riding empty or with a light load. And soft-riding tires up to L78-15 in size are available—including HR78-15 steel-belted radials. Steel-belted radials are extra strong, hold the road, and provide excellent cornering and braking characteristics. If your wife never felt comfortable driving a pickup before, just get her to try a 1974 Ford!

The massive Ford hood has double-wall sections and bridgelike construction for both strength and stiffness. The inner and outer panels are welded into a single rigid hood unit that minimizes vibration

or flutter. Sturdy galvanized front fender aprons, pickup box inner panels and double-wall door construction are other examples of Ford's strong, durable construction.

Wide-track stability gives Ford pickups a steady stance and excellent road holding ability. Tread width measures over 64 inches, and with front and rear widths practically equal (as illustrated at left) wheel tracking is even and excellent. Front and rear stabilizer bars are included in the Camper Special package and are standard on the Super Camper Special for great resistance to roll.

Sturdy frames. F-100 and F-250 frames are extra wide from the cab on back providing a strong, stable foundation for the big Styleside pickup box. On most models, the fuel tank is mounted within the protection of the husky frame siderails under the pickup bed. Long, wide progressive rear leaf springs adjust to load conditions for a good ride—light or loaded. Leaf springs also provide control over lateral axle motion and absorption of driving and braking forces.

The Styleside body is built strong. Double-sidewall strength is only the beginning. Ford's design utilizes a single strong sheet of steel to form each outer wall. This construction eliminates the complex joining of the three separate pieces that it replaced, thereby reducing possible rust-prone joints. Both sides of the inner sidewall and the outer panel are zinc coated. In fact, over 200 sq. ft. of zinc-coated metal is used throughout Styleside pickups to guard against corrosion. The cargo box is easy to clean, too. The pickup bed's curved wall-to-floor transition eliminates sharp, dirt-catching corners. You can quickly sweep or hose out the cargo box. The big 50.8-in. width between wheelhousings provides easy clearance for carrying plywood or paneling flat



FARM AND FUN-FITTED TRUCKS

Ford offers a better idea truck to fit most any farming need. All are designed to be rugged, reliable performers that can really earn their keep. And many are built to be great recreation vehicles when farm chores are done. Ford's advanced F-350 Super Camper Special is one of these great work/play vehicles. It's an 8-ft. pickup with long 140-in, wheelbase for good handling and weight distribution with hefty 10,000-lb. maximum GVW. Big 12.00 x 16.5 "Super Single" rear tires are offered for proper load capacity and road stability with the compact overall width, weight saving advantages and conveniences of single tires. Twin-I-Beam front suspension, progressive rear springs, and front and rear stabilizer bars are all standard. So, whether hauling a load of feed or a slide-in camper up to 12-ft, long . . . it works like a truck and rides extra smooth. Ford also offers Camper Special packages for 133-in, wb. F-250 pickups and 137- or 161-in. wb. F-350 chassis-cabs. Ford fiberglass pickup box covers are popular huntingfishing-camping options for 8-ft. Stylesides.

Ranchero-the pickup car. Three sleek models: valuepacked Ranchero 500, sporty Ranchero GT and luxurious Ranchero Squire, Peppy 302 V-8 engine is standard in all Rancheros. Choice of options includes engines up

trol, tilt steering wheel, and Class II or III Trailer Towing packages, Big 616-ft, cargo box has four convenient cargo tie-down bars to secure loads. Over 4 feet between wheelhousings lets you handle 4' x 8' materials with the tailgate down. Ranchero has up to 1,250 lb, people and payload capacity. Ford full-cab conventionals are designed to tackle demanding farm jobs with the better ideas that have made Ford medium/heavies famous, Full-cab roominess provides plenty of comfort for three big men. Widetrack front axles let wheels cut as sharp as 44° for outstanding maneuverability. Turning diameters are comparable to those of short-cabs. Ford F-Series medium/

to 460 cubic inches

big, air conditioner

with automatic

temperature con-

heavies are available in 500, 600, 700 and 750 gasoline models and 6,000, 7,000 Diesels, GVW's range from 14,000 to 27,500 lb., GCW's to 50,000 lb. Gasoline engines go up to 391 cu. in., Diesels to 573 cu. in. Convenient low-cost Ford 3-speed automatic transmission is available. Wide choice of wheelbases lets you get the right chassis for all types of bodies up to 21-ft. long. Four-wheel-drive F-600's and many customtailoring options are available.

Ford Bronco-tough, tight-turning 4-wheeler. An allaround farm vehicle that's recreation minded as soon as you are! Surefooted in mud, sand and snow . . . Bronco climbs steep grades with ease. Remarkably smooth riding with Ford's Mono-Beam coil spring front suspension. Options include Ranger dress-up package, power steering and automatic transmission. Bronco's a great worker, a great vehicle to get away in.





CAPACITY

Ford F-350 dual-rear-tire chassiscabs combine big capacity with Twin-I-Beam front suspension riding smoothness. The F-350 offers

a maximum GVW rating of 10,000 pounds. These big chassis-cab models are available for mounting van or other special purpose bodies. Sturdy frame rails are straight and parallel behind the cab, except for a slight kickup over the rear axle, for easy body installation and low loading heights, Long 137- and 161-in. wheelbases (60- and 84-in. CA's) accommodate 9- to 12-ft. bodies. Chassis-cowl models are also offered in the F-350 Series.

The versatile F-350 Series includes the long 140-in, wheelbase Super Camper Special 8-ft. pickup available with 12.00 x 16.5 "Super Single" rear tires for big slide-in campers. While F-350 chassis-cab Camper Specials handle large cab-over chassis-mounted campers up to 14 ft. long. Full 8-ft. Styleside pickups are also available, and GVW ratings go to 10,000 lb, with "Super Single" rear tires.



Styleside pickups, available in 6%- and 8-ft. lengths. have strong double-sidewall construction. Each inner and outer panel is one solid piece. Fewer joints and over 200 sq. ft. of zinc-coated metal throughout all Styleside pickups protect against rust and corrosion. Strong double-wall tailgate.



F-350 8-ft. Styleside pickup and Super Camper Special (140-in.wb.) have the sparetire location built into the outer right side of this Styleside box. The important rear-axle-to-tailgate dimension is only 39.2 inches for good balance with big campers or special equipment.



Platform/Stakes in 9- & 12-ft. lengths are designed for big loads. Floor frames ormed of steel cross sills riveted to steel siderails. Floorboards are interlocked vith steel skid strips and corners are reinforced with steel brackets, Formed steel caps cover ends of body sills. Side boards are hardwood and stakes are steel.

F350



F-350 Ranger XLT with optional Western-type mirrors.

Flareside pickups (8-ft 133-in. wb.) have running boards between cab and fenders for easy side loading and seasoned hardwood floorboards with interlocking steel skid strips. Rubbercovered forged-steel chains support tailgate when open. toggle-type latches maintain tight seal when tailgate is closed

CARGO AREA DIMENSIONS									
SERIES	Wheel- base (in.)	Nominal Cargo Box Length (ft.)	Inside Length (in.) (A)	Width Between Wheel- housings (in.) (B)	Tailgate Opening (in.) (C)	Inside Depth at Sides (in.) (D)	Cargo Cap'y (cu. ft.)		
STYLESIDE PICKUPS									
F-100	117	6% 8 8	82.0	50.8	65.0	19.3	61.0*		
	133	8	98.2	50.8	65.0	19.3	73.6*		
F-250	133	8	98.2	50.8	65,0	19.3	73.6*		
F-350 SUPER	140	8	98.2	49.0	65.0	19.3	65.1*		
CAMPER	140	8	98.2	49.0	65.0	19.3	65.1*		
FLARESIDE	PICKU	PS	112	4813	E8-760	W-53	-		
F-100	133	8	96.0	48.4	54.0	22.0	65.4*		
F-250	133	8	96.0	48.4	54.0	22.0	65.4 *		
STAKE OR	PLATFO	ORM							
F-350	137	9	106.0† 109.4±	-	82.1† 87.3‡	31.2	-		
	161	12	142.0 145.41	-	82.1 87.3	42.0	-		

CHASSIS-CAB DIMENSIONS (in.) F-100

Frame to ground ht.—empty (C) 24.8 24.8 26.8 27.0 27.0

40

Wheelbase (WB)

Overall length (D)

Back of cab to rear axle (A)

Rear axle to end of frame (B)

F-250

40.6 40.6 40.6 38.5 47.5

189 1 205 3 205 3 207 0 240

56 56 60 84

117 133 133

F-350

137 161

OPTIONS

1. Rear step bumper for 8-ft. Stylesides. 2. Super cooling package. Increased capacity radiator (also includes HD transmission oil cooler

when Cruise-O-Matic is ordered) is optional with 360, 390 and 460 V-8's. 3. Slide-out spare tire carrier allows spare tire to be pulled out from its underframe location. Tire slides out and down to the ground at rear of pickup for easy access, 4, 22.5 gal, auxiliary fuel tank (20.2 gal, F-100), 5, Sliding rear cab window (tinted glass), 6. Bright tie-down hooks, Eight convenient cargo tie-down hooks for Stylesides. 7. Air conditioner (includes 55-amp. alternator and cooling package). 8. Concealed spare tire and wheel in right side of F-350 Super Camper Special and Styleside pickup box. 9. Western-type mirrors with long arms, low-mount swing-lock or low-mount with extended arms. Other popular options include: SelectShift Cruise-O-Matic • Breathable knitted vinyl or HD black vinyl seat . Black or white texture painted roof . Full wheel covers or mag-style covers . AM/FM stereo or AM radio . Auxiliary 12-volt 70 amp-hr battery with dual circuit charging system . Pickup box cover for 8-ft. Stylesides Convenience group (standard on XLT) with cargo, engine, glove compartment and ash tray lights; glove compartment door lock, door map pockets and 12-in. day/night inside mirror . Northland Special package with engine block heater, 50% (-35°F) antifreeze, 70 amp-hr battery, 55-amp. alternator and limitedslip rear axle . Power front disc brakes (4 x 2's) . Power steering . High-output heater • Dual electric horns • Trailer towing packages (up to 10,000 lb.) · Ammeter and oil pressure gauge · Frame-anchored camper tie-down system • HD 50-amp, camper wiring harness (includes 61-amp, alternator) • Interval windshield wipers . Dual paint stripes.



EGIFICATION

Colors and Combinations

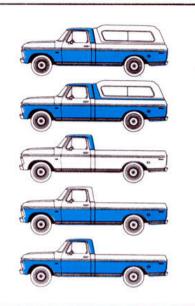
Standard Colors: Wimbledon White, Samoa Lime, Pastel Lime, Limestone Green Metallic, Village Green, Candyapple Red, Sandpiper Yellow, Burnt Orange, Raven Black, Wind Blue, Light Grabber Blue, Midnight Blue Metallic, Sequoia Brown Metallic, Chrome Yellow. New Ivy Glow and Gold Glow colors are optional. Different twotones are obtained by using all the standard colors except Chrome Yellow and Raven Black. Wimbledon White may be used as the accent color for any other color. Consult your Ford Dealer for the other accent color combinations as well as the different ways the Styleside models may be painted. Twotone applications are shown at right.

Pickup box cover in Textured White is available on 8-ft. Styleside pickups.

Deluxe pickup box cover has two-tone treatment with Textured White incorporating Styleside body color as an accent with Candyapple Red, Light Grabber Blue, Limestone Green Metallic, and Sequoia Brown Metallic. Textured White with Wimbledon White accent color is used with all other body colors and with sliding window option. Regular: The accent color is applied to the roof and upper back panel with a belt line molding from door to door around back of cab.

Deluxe (Stylesides only): The accent color is applied to the area below the bodyside and lower tailgate moldings which are included in this option.

Combination (Stylesides only): Regular and Deluxe two-tone options are combined with the accent color applied as specified above for these two options.



		TWO-WHEE	FOUR-WHEEL DRIVE OPTION					
EQUIPMENT	F-100	F-250	F-350	F-350 Styleside	F-100 (4 x 4)	F-250 (4 x 4)		
Maximum GVW	5500 lb.	8100 lb.	10,000 lb.*	10,000 lb.	5700 lb.	7700 lb.		
Axle, Front: Type	Twin-I-Beam	Twin-I-Beam	Twin-I-Beam	Twin-I-Beam	Full-floating, Drive	Full-floating, Drive		
Rating	2750 lb.	3000 lb.	3850 lb.	3850 lb.	3300 lb.	3300 lb.		
Optional Rating		CONTRACTOR STATES OF THE STATE		MENTE SERVICE		3550 lb.		
Axle, Rear: Capacity	3300 lb.	5300 lb.	7400 lb.	7400 lb.	3300 lb.	5300 lb.		
Ratios (to 1)**	3.70, 3.00, 3.25, 3.50	4.10, 3.54, 3.73	4.56, 3.73, 4.10	4.10, 3.73, 4.56	3.70, 3.50, 4.11•	4.10		
Limited-Slip Diff. Rating	3300 or 3600 lb.	5300 lb.	7400 lb.	7400 lb.	3600 lb.	5300 lb.		
Ratios (to 1)**	3300—3.70 3600—3.00, 3.25, 350	3.54, 3.73, 4.10	3.73, 4.10	3.73, 4.10	3.50, 4.11•	4.10		
Brakes, Service: Front	Front Disc	Front Disc	HD Disc	HD Disc	11" x 2"	121/8" x 2"		
Rear	11½32" x 2¼"	121/8" x 2"	12" x 3"	12" x 3"	111/ ₃₂ " x 21/ ₄ "	12" x 2½"		
Power (Vacuum Booster) Optional Brake Size	10.0" dia. Opt.	10.0" dia. Std. HD*	11.2" dia. Std.	11.2" dia. Std.	7.9" dia. Opt.	7.9" dia. Opt.		
Clutch: Dia. (in.)-Area (sq. in.)	11—123.7§	11—123.7§	11-123.7§	11-123.7	11-123.7	11-123.7		
Electrical: 12-Volt Battery	54 plates-45 amp-hr	54 plates-45 amp-hr	54 plates-45 amp-hr	54 plates-45 amp-hr	54 plates-45 amp-hr	54 plates-45 amp-hr		
Optional Battery ‡	78 plates-70 amp-hr	78 plates-70 amp-hr	78 plates-70 amp-hr	78 plates-70 amp-hr	78 plates-70 amp-hr	78 plates-70 amp-hr		
Std. Alternator	38 amp., 570 watt	38 amp., 570 watt	42 amp., 630 watt	42 amp., 630 watt	38 amp., 570 watt	38 amp., 570 watt		
Opt. Alternator	42, 55 or 61 amp.	42, 55 or 61 amp.	55 or 61 amp.	55 or 61 amp.	42, 55 or 61 amp.	42, 55 or 61 amp.		
Engine: Displacement	240 Sixe	300 Six	300 Six	360 V-8	240 Sixe	300 Six		
Optional	300 Six, 302 V-8, 360 V-8, 390 V-8, 460 V-8•	360 V-8, 390 V-8, 460 V-8	360 V-8, 390 V-8, 460 V-8	390 V-8 460 V-8	360 V-8	360 V-8		
Frame: Section Modulus (Short wb.)	3.08	4.14	5.58	6.63	3.91	5.58		
(Long wb.)	3.26		7.84		4.14			
Shock Absorbers: (Double-acting)	Front & Rear	Front & Rear	Front	Front & Rear	Front & Rear	Front & Rear		
Optional	HD Front & Rear	HD Front & Rear	Rear, HD Front		HD Front & Rear	HD Front & Rear		
Springs, Front: Computer Selected Min.	1250	1365	1725	1725	1365	1550		
Rating @ grd. (lb.) Max. Opt.	1525	1650	1925	1925	1600	1775		
Springs, Rear: Rating @ grd. (lb.)	1275	1915	2025	2725	1475	1975		
Optional Main	1475, 1650	2225, 2740	2725, 3525, 3625	2950	1875	2700		
Optional Auxiliary (@ pad)	410	700	550, 900	550	-	550		
Steering: Type	Recirculating Ball	Recirculating Ball	Recirculating Ball	Recirculating Ball	Worm & Roller	Worm & Roller		
Optional	Integral Power	Integral Power	Integral Power	Integral Power	Linkage Power	Linkage Power		
Transfer Case: Type		EROSES TRANSPORTER	BIRTHER PROPERTY.	Reference of the sale	1-Speed*	2-Speed		
Transmission: Type	3-Speed Synchronized	3-Speed Synchronized	4-Speed†	4-Speed†	4-Speed†	4-Speed†		
Optional	4-Speed & Cruise-O-Matic	4-Speed & Cruise-O-Matic	Cruise-O-Matic	Cruise-O-Matic	Cruise-O-Matic	Cruise-O-Matic		
Wheels: Type-Rim Size (Standard)	(5) 5-hole-5.5K	(4) 8-hole-6.0	(4) 8-hole-6.0	(4) 8-hole-6.75	(5) 5-hole-5.5K	(4) 8-hole-6.0		
Tires: Tubeless	G78-15 B PT	8.00 x 16.5 D TT	8.00 x 16.5 D TT	8.75 x 16.5 E TT	G78-15 B PT	8.00 x 16.5 D TT		
Optional	Both tubeless and tube-type in sizes to match GVW requirements							

*8000 lb. w/single rear tires. *Includes HD disc front, 12" x 2½" rear brakes and 11.2" booster. §11½ " dia. clutch. incl. w/390 V-8. -2-Speed w/Cruise-O-Matic. ‡Aux. battery with dual circuit charging system available. **See your Ford Dealer for availability. PT =passenger type. TT = truck type. Use adequate tires for loads and type of service. Consult your Ford Dealer. †Synchronized except for 1st gear and reverse. .N.A. in Calif.

SEE YOUR FORD DEALER

FORD PICKUPS FORD DIVISION (

