

# PACKED WITH PROFIT...



a proposal for

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

from

SALESMAN \_\_\_\_\_

DEALERSHIP \_\_\_\_\_

***The Ford Econoline—Van or Pickup***—has been proved in actual service to be the best value of any vehicle of its type. In spite of a lower price\* than its principal competitor, the Econoline offers greater payload, better performance, earlier maintenance and better maneuverability.

As a traveling billboard, the Econoline reflects your firm's pride—and good business sense. It advertises your name and your product wherever it goes—wherever it stands while on the job. And it can bring you new business every day!

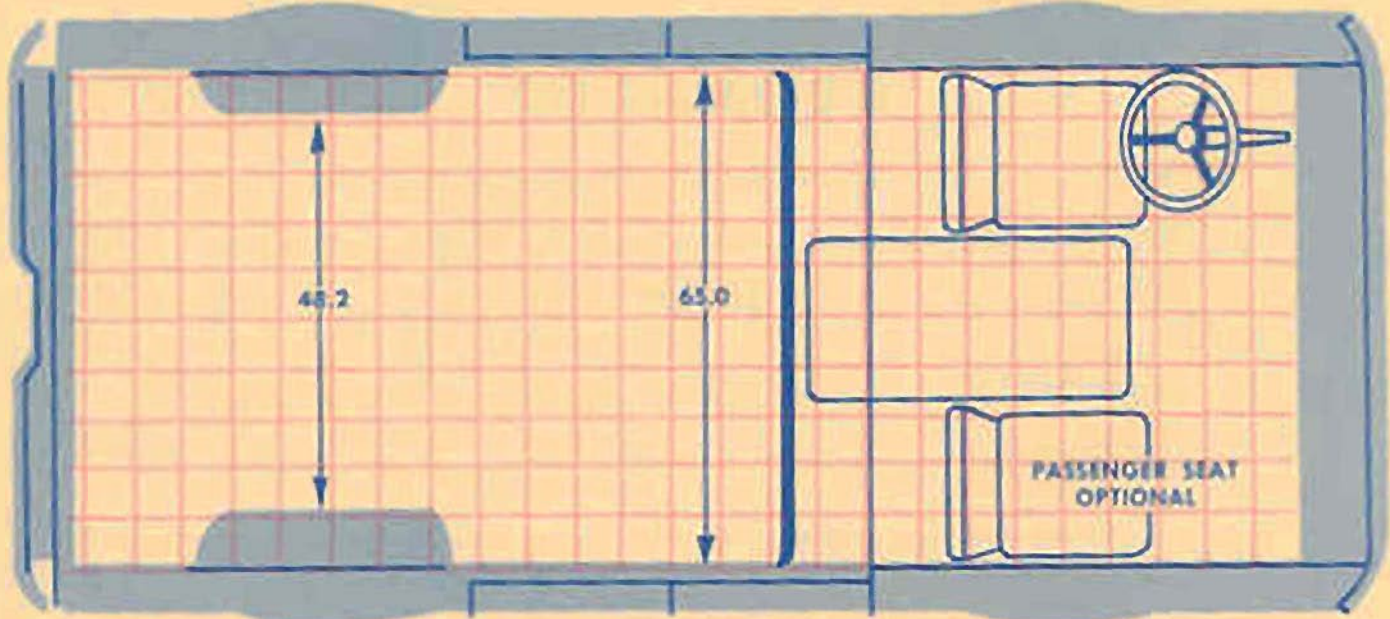
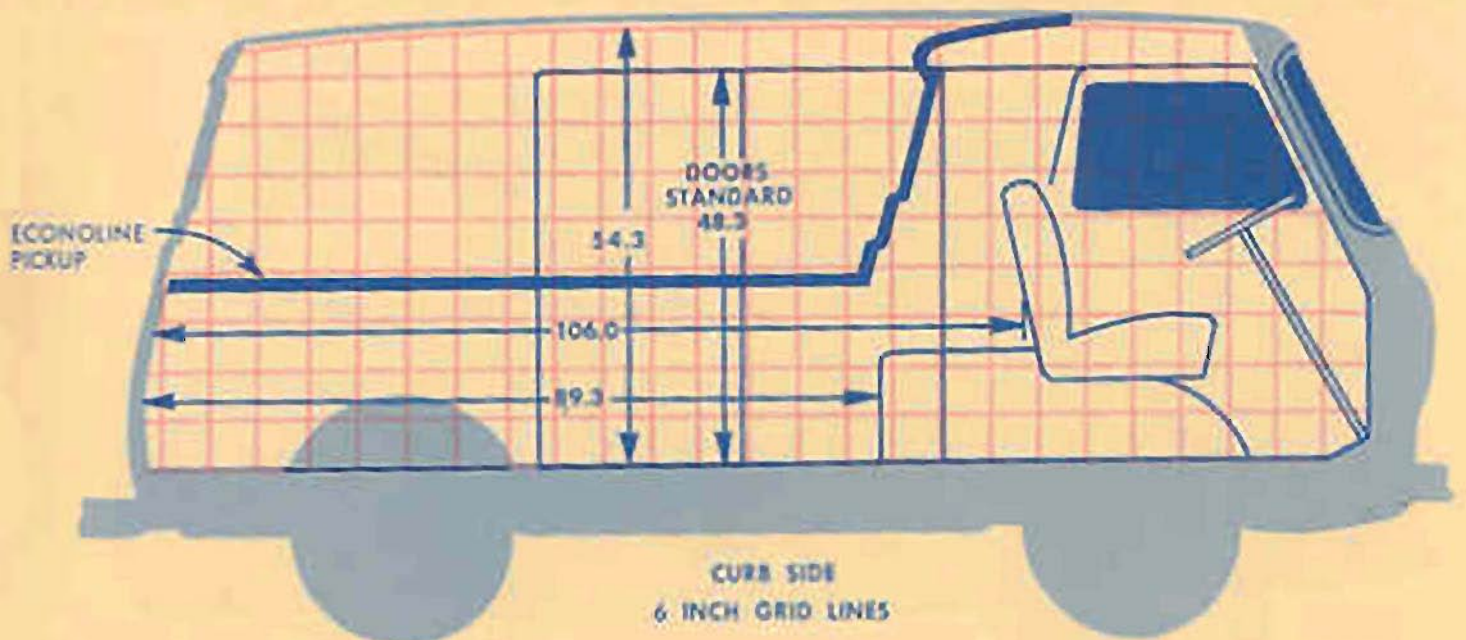
As a traveling workshop or cargo carrier, it offers unequalled, practical advantages. As a hard-working, dawn to dusk "office" on the road, Econoline gives you comfort, handling ease and security.

This brochure will let you prove just how these versatile units can be fitted to your operation—will show you how all your ideas of convenience and practicality can be built up on one chassis.

\*Based on manufacturers' published suggested list prices.



# OVER 204 CUBIC FEET...



## 1. MY PAYLOAD REQUIREMENTS ARE:

.....	@	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
.....	⊕	.....	lbs.	.....	lbs.
TOTAL .....		.....	lbs.	.....	lbs.

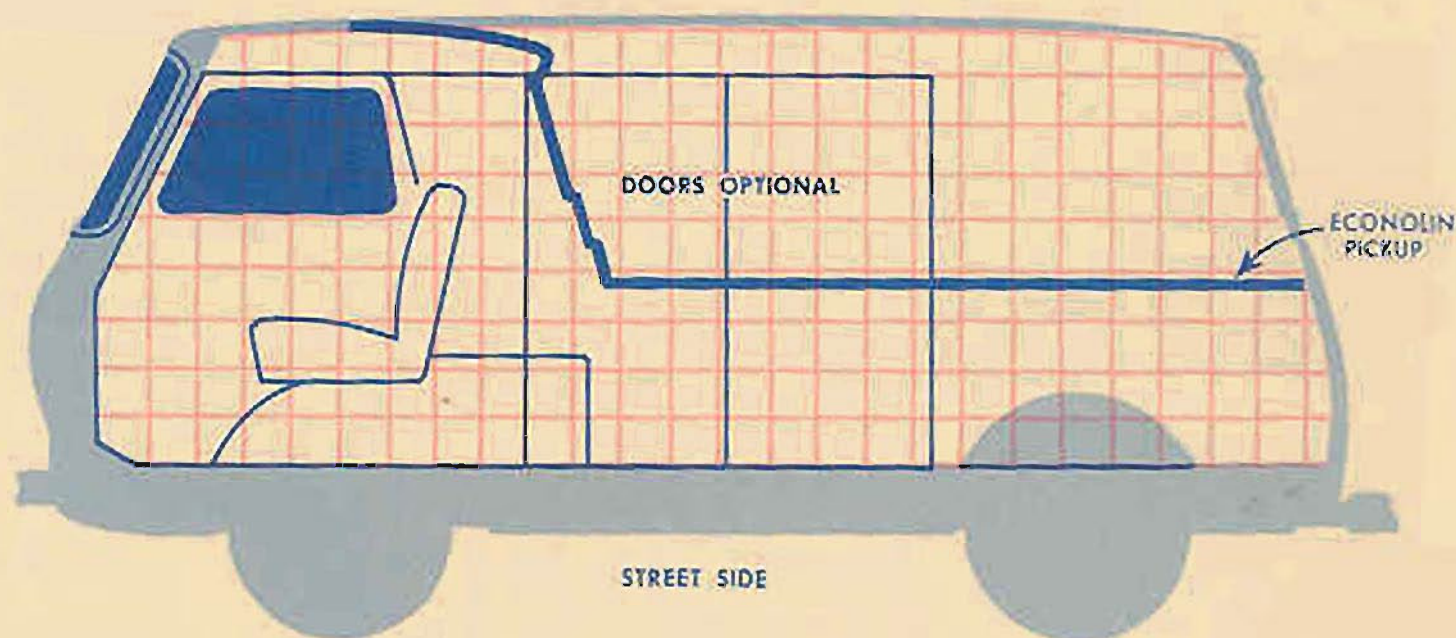
## 2. THE ECONOLINE FOR ME IS:

- Standard—950 lbs. Payload with 85 HP Engine
- Standard with Opt. Tires—1700 lbs. Payload with 85 HP Engine
- Standard with Opt. Tires—1700 lbs. Payload with 101 HP Engine
- One-Ton Payload Econoline—2000 lbs. Payload with 101 HP Engine

**HERE'S HOW YOU CAN**



# ...FITTED TO YOUR LOAD!



## 3. EVERYTHING YOU CAN THINK OF TO DO YOUR JOB BETTER!

### MECHANICAL OPTIONS

- ENGINE:** Ford 170 Six  
Max. Gross Horsepower @ rpm: 101 @ 4400  
Max. Net Horsepower @ rpm: 85 @ 3400  
Max. Gross Torque-lbs-ft @ rpm: 152 @ 1800-2000  
Max. Net Torque-lbs-ft @ rpm: 141 @ 2000-2000  
Includes:  
Axle, Rear—Ratio (w/7.25" dia. ring gear): 3.50 or 4.00 to 1  
Crankcase Ventilation: Positive  
Extra Cooling: Radiator
- AXLE, REAR:** (7.0" dia. ring gear): Ford 2000 Ratio (w/1.44 Six only): 4.00 to 1
- BATTERY:** Pickup, only: 12 volt—54 plates—55 amp-hr
- COOLING SYSTEM:** (w/1.44 Six only): Extra Cooling Radiator
- GENERATOR:** Pickup, only: Ford—20 amp.—450 watt
- SPRINGS, REAR:** Single-Slope Capacity @ Pad: 1200 lb.
- TRANSMISSION:** Ford 4-Speed
- TIRES:** 7.00 x 13—4PR  
7.00 x 14—4PR or 6PR  
7.00 x 14—8\*\* PR TT  
\*\* (w/One Ton Payload Package only)
- GVW PACKAGE:** One-Ton Payload, 4850 lb. GVW  
Includes:  
Engine: 170 Six  
Axle, Rear (incl. 10" x 2 1/2" brakes): 2700 lb.  
Ratio—(w/8.75" ring gear): 4.11 to 1  
—(w/9.0" ring gear): 4.57 to 1  
Shock Absorbers, Front and Rear: Heavy Duty  
Springs, Front, Capacity @ Pad: 955 lb.  
Springs, Rear, Capacity @ Pad: 1200 lb.  
Stabilizer Bar: Front  
Underbody Structure: Heavy Duty  
Tires: 7.00 x 13—4PR TT (5-1/2J)

### CAB AND BODY OPTIONS

- SEAT, FRONT:** Stationary Passenger: Van only  
Flip-Swing Passenger: Pickup and Van
- STEP, AUXILIARY—** RH Cargo Doors: Van only
- SUN VISOR,** Right Side: Standard Pickup and Van
- WINDSHIELD, TINTED:** Pickup and Van
- WINDSHIELD WASHERS:** Pickup and Van
- WINDSHIELD WIPERS:** Two-Speed Electric: Pickup and Van

### WINDOW OPTIONS

- WINDOW EQUIPMENT—Fixed Glass:** Window Van (Glass All Around)—Includes: Triangular windows, rear of front doors—both sides  
Cargo door windows—right side  
Windows opposite cargo doors—left side (Or in optional LH Cargo Doors)  
Rear quarter windows—both sides  
Cargo door windows—rear
- DISPLAY VAN (Glass Right Side)—Includes:** Isosceles window, rear of front door—right side  
Cargo door windows—right side  
Rear quarter window—right side
- VAN CARGO DOORS, SIDE (Glass Right Side Only)—Includes:** Cargo door windows—right side
- VAN CARGO DOORS, SIDE (Glass Left Side Only)—Includes:** Cargo door windows—left side (LH Cargo Doors required)
- VAN CARGO DOORS, REAR (Glass on Rear Only)—Includes:** Cargo door windows—rear (incl. w/Custom Pkg.)
- VAN CARGO DOORS, REAR (Van Windows, rear door only)**
- PICKUP QUARTER WINDOWS—Includes:** Cab rear quarter windows—rear (incl. with Custom Pkg.)

### SHELVING AND BIN OPTIONS

- 1. **PARTITION, Mesh\***
- 2. **PARTITION, Solid\***
- 3. **PARTITION, Mesh w/Lyons Bin\***
- 4. **PARTITION, Solid w/Lyons Bin\***
- 5. **SHELVING, w/drawer unit—** Full Cargo length—Street Side
- 6. **SHELVING, w/drawer unit—** Full Cargo length—Curb Side\*
- 7. **SHELVING, w/o drawer—** Full Cargo length—Street Side
- 8. **SHELVING, w/o drawer—** Full Cargo—Curb Side\*
- 9. **SHELVING, w/drawers—** 3/4 length—Street Side
- 10. **SHELVING, w/drawers—** 3/4 length—Curb Side\*
- 11. **SHELVING, w/o drawer—** 3/4 length—Street Side
- 12. **SHELVING, w/o drawer—** 3/4 length—Street Side
- 13. **BIN STORAGE, w/drawers—** Street Side
- 14. **BIN STORAGE, w/drawers—** Curb Side
- 15. **BIN STORAGE, w/o drawer—** Street Side
- 16. **BIN STORAGE, w/o drawer—** Curb Side
- 17. **BACK PANEL, for full cargo-length shelving—** Street Side
- 18. **BACK PANEL, for full cargo-length shelving—** Curb Side
- 19. **BACK PANEL, for 3/4 cargo-length shelving—** Street Side
- 20. **BACK PANEL, for 3/4 cargo-length shelving—** Curb Side
- 21. **SPARE WHEEL CARRIER—** Street Side in rear corner
- 22. **SPARE WHEEL CARRIER—** In Driver Comp\* (In Passenger seat area)
- 23. **VENTILATOR—** Roof (Static Type)
- 24. **VENTILATOR—** Roof (Powered Type)
- 25. **STEP, Rear**
- 26. **SEAT, Tilting Driver's**

\*Option 21 required when shelving or bins are added with side front/rear options 22 required when shelves are added for substitution on both sides. (Option 26 recommended when optional 1 through 11 selected.)

The specifications shown in this bulletin were current at time of printing; however, they are subject to change without notice.

# WORK IT OUT FOR YOURSELF—



# ...NO MATTER WHAT YOUR



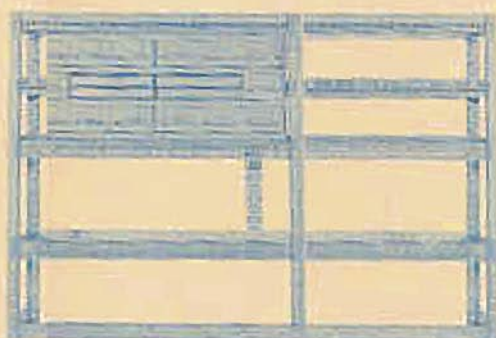
1/2 LENGTH SHELVING  
42 3/4" x 63 1/2" L x 19 1/2" D  
Options 2 & 10 (19 & 20)



BIN STORAGE  
51" H. x 36 1/2" L x 17" D  
Options 15 & 16



BIN STORAGE WITH DRAWER UNIT  
51" H. x 36 1/2" L x 17" D  
Options 15 & 16



1/2 LENGTH SHELVING WITH DRAWER UNIT  
42 3/4" H. x 63 1/2" L x 19 1/2" D  
Options 5 & 21



MESH PARTITION WITH LYONS BIN—  
designed to completely close off  
Latern 222.  
Option 3 (available with axle  
switches as Option 4)



ROOF VENTILATOR  
Option 17 (available as  
Option 23 & 24)



TRUCK DRIVERS SEAT  
Option 25

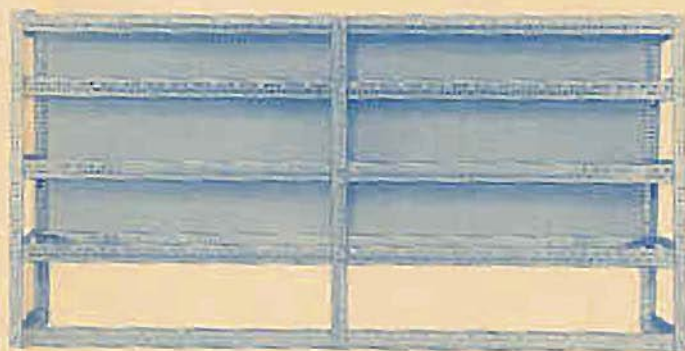


SPIN WHEEL CARRIER  
replaces passenger seat  
Option 22

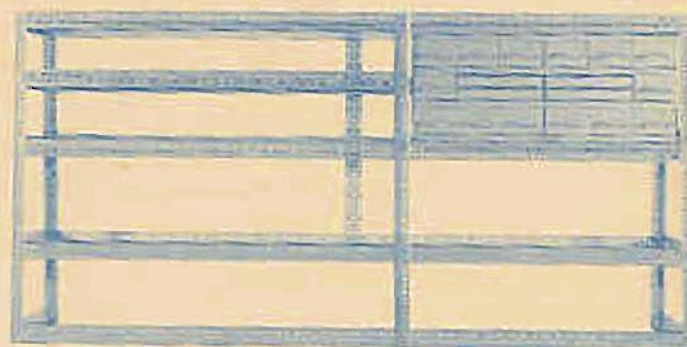


SPIN WHEEL CARRIER  
for light seat carrier  
Option 23

SOLID PARTITION WITH MESH PANEL  
(ON DOOR)—designed to completely  
close off cargo area.  
Option 2 (available with mesh as  
Option 1)



FULL-LENGTH SHELVING (with back panel)  
42 3/4" H. x 87 1/2" L x 19 1/2" D  
Options 7 & 8 (17 & 18)

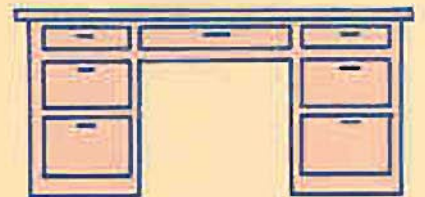
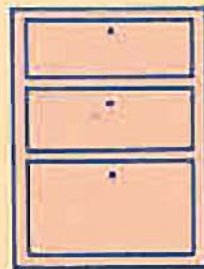
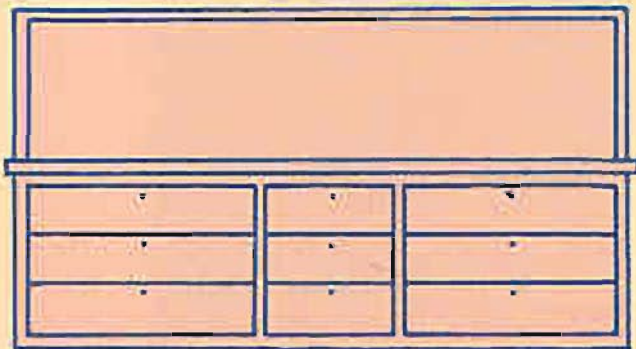
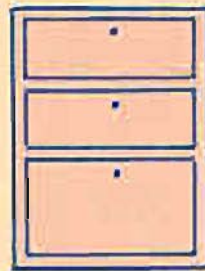
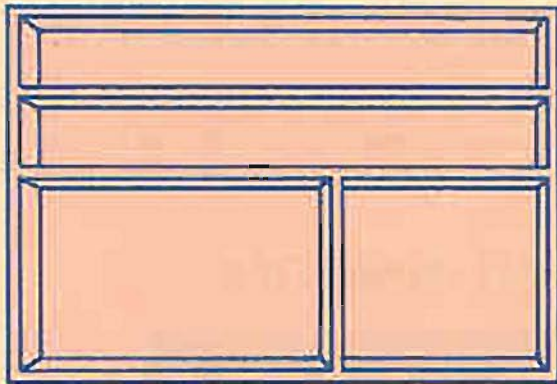
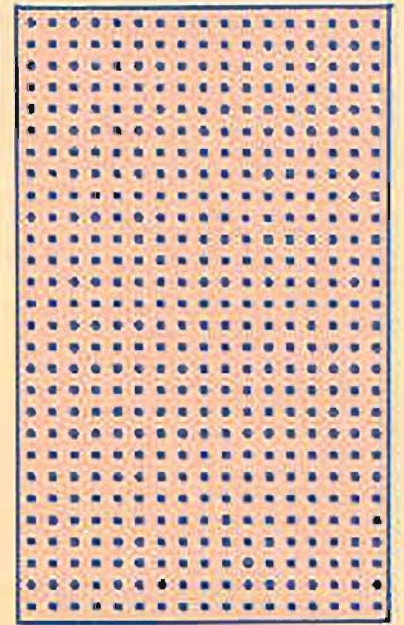
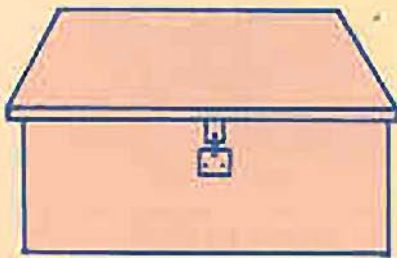
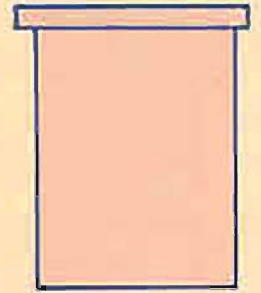
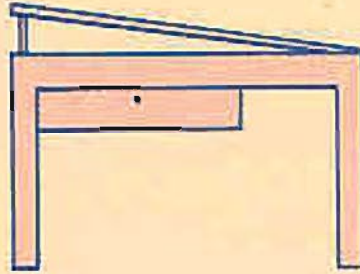
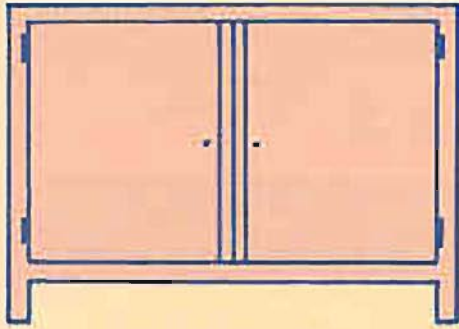


FULL-LENGTH SHELVING WITH DRAWER UNIT  
42 3/4" H. x 87 1/2" L x 19 1/2" D  
Options 7 & 8

## WITH THESE FACTORY INSTALLED



# ***NEEDS MAY BE...***



***OR HOME BUILT UNITS***



# SEE HOW IT WILL WORK...

## As Your Shop on the Job

With its level floor the Econoline can be quickly made into any kind of traveling office or workshop you may need. Bins, shelves or drawers can be fitted for the safe handling of stock, large or small. Workbenches and drawing tables, tool racks and machinery can be securely mounted to go with you anywhere, give you any facilities you need right on the job.

This folder is designed to let you decide, right at your own desk, just how well an Econoline can be fitted to your needs. Here's how it works:

1. **PAYLOAD REQUIREMENTS**—list the items you would like to carry, estimate the weight of each and add them all up.
2. **THE ECONOLINE FOR YOU** is the one that provides the payload you have come up with, with the engine to meet your requirements. Check it off.
3. **OPTIONS** as listed on page 3 give you all the flexibility you could ever ask for. Just check off the ones that will make your job easier.
4. **SPECIAL EQUIPMENT** is pictured on pages 4 and 5 at the same scale as the Econoline drawings. Cut out the equipment that will carry your load—fit your job—and stick the pieces into place with scotch tape. All the bins, shelves and other items on page 4 can be ordered factory installed right with your Econoline Van.

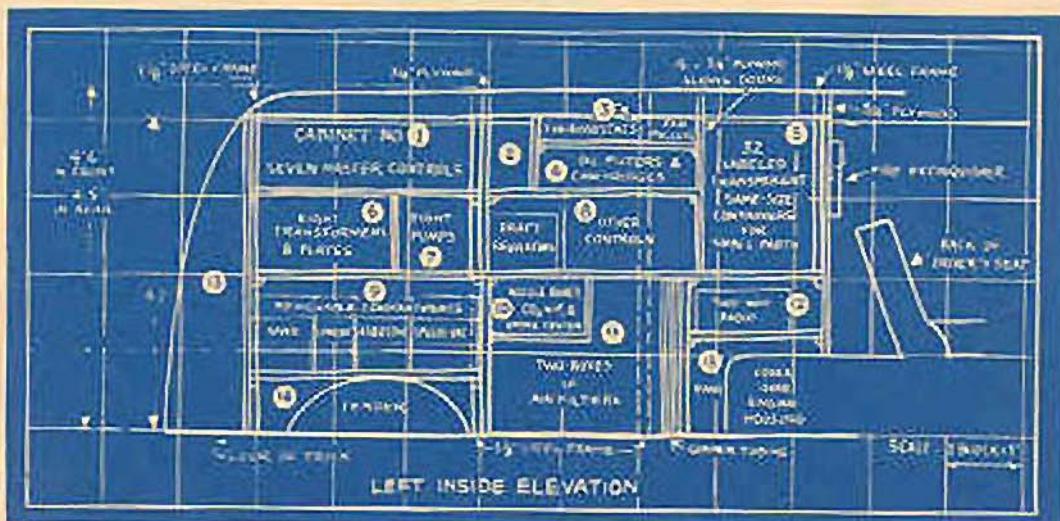
When you're done, you'll have a picture of the finest, most versatile light truck on the market today. You'll be proud of it as a symbol of your success—you'll be pleased with it as a hard-working, economical addition to your staff!



Here's an example of how just one Econoline owner tailored a van to the exact needs of his business. Mr. G. Norman Miller, vice-president of Langie Fuel Service, Rochester, N.Y. has had his vans equipped in his own shop to make them into "oil-heating stock rooms on wheels." The blueprint below shows how he has fitted everything required for this complicated operation into the Econoline Van's generous 304 cubic feet of space.

You'll find it's just as easy and practical to outfit an Econoline for your own use—either with home-built equipment or factory-installed bins and shelves.

## A BLUEPRINT FOR ECONOMICAL OPERATION



# FOR YOUR OWN BUSINESS



# HERE ARE SOME HARD WORKING ECONOLINES

And the story of how they pay their own way...



**BIG SIDE and REAR DOORS:** "Accessibility gained through the big side doors is like removing two-thirds of the side panel from a panel truck. Opening the two big rear doors amounts to taking the back right off the Econoline—a serviceman can jump in and run right through the truck over its level floor."

"The Econoline has a space about seven feet long behind the driver's seat. Most important is the fact that the floor of this space is level from front to back. The inside width is 55 inches and the inside height is 54 inches."



**NO LOST MOTION:** "The basic design of the Econoline Pickup enabled us to tailor it to our special needs. Parts bins, racks, in fact, everything we've added has been figured out in advance so there is no lost motion or effort when our men are on the job."

"The economical operation of both the Econoline Pickup and the Van is easy to take. We've had both trucks for more than a year and they've performed like champions without any down-time or need for repair. In addition, we are getting well over 25 miles to the gallon of gas on each unit. That's like finding dollar bills in the road."



**A CLEVER ADDITION TO A CLEVER ADDITION:** "In our opinion, the Econoline Van is a clever addition to the over-all truck line. Clever, because it answered the need of all types of businesses. We've added what we feel to be a clever addition, because it answers a specific need for our business. We added a platform over the cab to serve as a base for our ladders. The design of the Van lets us drive right up to the building and service the units from the platform. Saves us a lot of time."

**AN AUTO BRAKE CENTER ON-THE-SPOT:** "We specialize in automobile brakes, and the Ford Econoline Van couldn't be more perfect for our operation if it were custom built. We don't wheel junk off the Van as a truck—to us, it's a neat, well-stocked, auto-brake center that moves from place to place giving our customers special, on-the-spot service. In fact, we think so much of our Econoline, we're buying two more because our business has grown so much."



**VANS and PICKUPS FOR COMPLETE SERVICE:** "The Econoline's long, wide and level pickup box gives us the loadspace we need. The roofing business calls for materials of ALL shapes and sizes—gutters, vents, brackets of heavy roofing cement, rolls of paper, bundles of shingles—you name it. The Econoline takes them all. AND because it's strong, we were able to install special racks."



**THEY LOOK FORWARD TO SEIZING US:** "Our customers mail postcards to customers in advance. These cards feature the Bulkama-B-K DISPLAY-O-RAMA Econoline Van, and let customers know when we will pay them a visit. Our customers are so pleased by SEEING our actual products instead of catalog pictures, they look forward to our visits."

"One of the big reasons why we bought the Econoline Van—and we have 23 of them to date—is the flat, level floor. This enabled us to utilize all the space to display our products and gives us the added advantage of displaying them without that rickety-in look."



**DRIVES AS EASY AS A CAR:** "Our new Ford Pickup drives as easy as a car. And just about as comfortable, too. The engine-up-front arrangement puts you forward and up higher, where you can get a good look at the traffic. That's a good safety point."

"The Econoline Pickup is compact and neat. Our customers like it because we don't ramble into their driveways, we screw in tight. Since they don't mind our Pickup parking in the drive, we get out just about a lot faster—event work two houses at a time."

**TAILORED TO THE JOB.** The big rear doors (rank as on the side) let service men get right to their tools and other equipment with little trouble. In fact, the interior arrangement is well suited for special equipment.

Servicemen for General Telephone can fill customer orders right on the job. They "build" telephones on the spot to fulfill customer requests and they can do it comfortably inside the Ford Econoline Van.



**YOU SHOULD HAVE ONE ON YOUR PAYROLL—IT PAYS!**



# TO OUTCLASS COMPETITION...



FORD ECONOLINE

Ford's Econoline Van offers its owners all the advantages they could ask for in one vehicle.

With Ford—and only with Ford—they get a level floor. Loading is easier. Stowing cargo is easier. Fitting special equipment is easier. The Econoline's level floor also gives lower loading heights at the rear than Chevrolet or Volkswagen while providing up to 30 cubic feet more load space. Rear doors are wider and higher than competition's for easy cargo area access.

In crowded city traffic, the short turning diameter—54 feet for Ford, compared with 39 feet for Chevy and the "VW"—makes handling easier, speeds deliveries.



CHEVROLET CORVAN

The rear-engined Corvan has a step-up in the floor, all the way across the back—loads must be lifted over the hump when loading from the rear. Secure stacking, particularly in case of sudden stops, is more difficult. Rear doors are 3 inches narrower, 11½ inches shorter top to bottom than the Econoline.



VOLKSWAGEN VAN

The Volkswagen also falls far short of the Econoline in clear floor space, loading height, door opening and turning radius. Rear engine design is simply not as efficient for vehicles of this class.

In addition, Volkswagen offers only one, less powerful engine. Ford's wide range of mechanical and chassis options and payload capacities is not available with this import.

## FEET AND INCHES THAT PAY OFF IN DOLLARS AND CENTS . . .

	FORD ECONOLINE VAN	CHEVROLET CORVAN	VOLKSWAGEN VAN
PAYLOAD SPACE—capacity	204 cu. ft.	191 cu. ft.	170 cu. ft.
—max. width	65.00 in.	61.02 in.	59.10 in.
—width of wheelwells	48.20 in.	44.25 in.	39.10 in.*
—door height	54.30 in.	53.75 **	53.10 in.***
REAR DOOR OPENING	49.4 x 46.8 in.	44.3 x 35.4 in.	35.4 x 28.7 in.
REAR LOADING HEIGHT (empty)	22.4 in.	29.0 in.	38.6 in.
WINDSHIELD AREA	1358 sq. in.	1171 sq. in.	864 sq. in.
TURNING DIAMETER	54.2 ft.	39.2 ft.	39.0 ft.

\*Volkswagen has no wheelwells—loaded the entire floor of the rear is raised.

\*\*Due to rear engine position, rear cargo area is only 33.75 in. high.

\*\*\*Due to rear engine position, rear cargo area is only 28.75 in. high.

# MAKE MORE MONEY WITH ECONOLINE