

'71 ECONOLINE VANS BY FORD

E-100/200/300





Better ideas make Ford Econolines the best-selling vans, year after year!

Ford Econoline Vans are the best sellers because their better ideas make them the best value . . . proven better ideas like Ford's exclusive Twin-I-Beam front suspension. Twin-I-Beam smooths and stabilizes the ride—toughens up the van. Fact is, far more Econolines than any other make are on the road today, because Econolines have been doing more for more people than any other van.

Only Econolines give you so much usable load-space in so little road space. The engine is up front so it's out of the cargo area. But not so far forward that it overextends vehicle length or interferes with maneuverability. And Ford pays off its large cargo area with plenty of payload capacity. The Econoline E-300 Series allows you to tote over two tons—up to 4,320 pounds. Solid construction and high-capacity axles allow you to carry loads vans never could

before. This combination of smooth toughness, load-space and capacity keeps Econoline first in better ideas and in sales.

You can get a Ford Econoline to fit any job. Econoline Vans are offered in three job-tailored series with maximum GVW ratings of 4,500, 5,400 and 8,300 pounds. This choice allows you to select a model with the right capacity for your job. You may choose either a 105.5-in. or 123.5-in. wheelbase to provide the proper body length and weight distribution for your specific needs.

The Econoline Van is a handy, compact unit with 105.5-in. wheelbase. Overall length is 1 $\frac{1}{4}$ feet less than a short-wheelbase pickup, yet the load length on the floor from rear doors to the instrument panel is 11 $\frac{1}{2}$ feet. You get 8 $\frac{1}{2}$ feet of clear floor length



E-200 SuperVan
with special plumbing & heating package



Regular Van



SuperVan



E-100 Regular Van.
Window Van shown is available in all series.

behind the driver's seat and engine cover. Width between the rear wheelhousings is 53.5 inches. Ford's regular Econoline Van will carry 4' x 8' sheets of building materials flat on the floor.

The SuperVan with its 123.5-in. wheelbase is a really big load carrier. You get over 10 feet of clear floor length behind the engine plus 13 feet on the floor to the right of the engine. And the 53.5-in. width between wheelhousings lets you carry more of anything from plywood to pianos. The SuperVan handles 4' x 8' sheets of plywood flat with 2 feet of length left over for miscellaneous items. Or you can order shelving, cabinets or racks and still have plenty of open cargo area to handle appliances and the like.

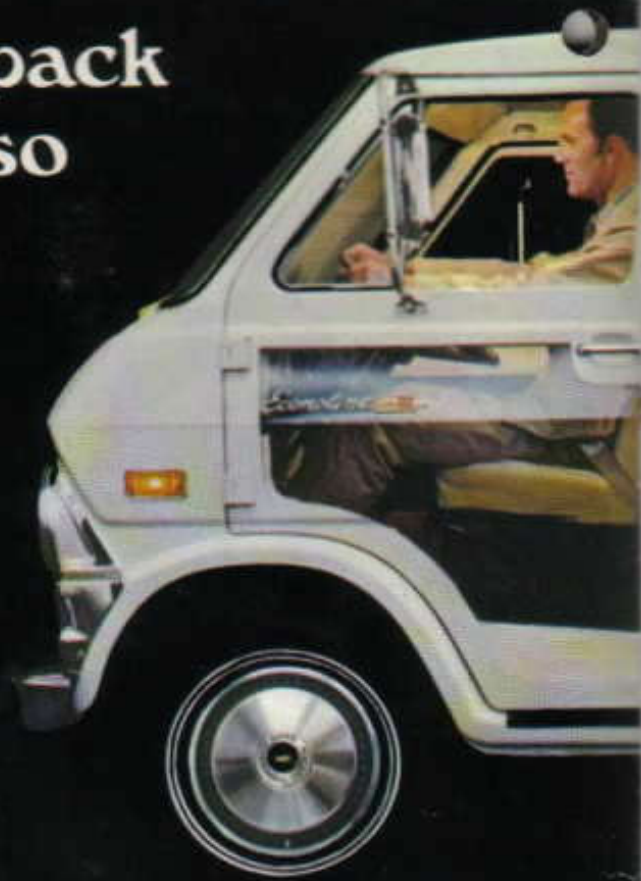
Several types of window arrangements (see back

cover) are offered in your choice of regular or SuperVan models. All models have wide-opening double doors at right side and rear as standard equipment. Optional auxiliary step for right-side cargo doors slides out when you open the doors and retracts when you close them.

You can get almost any job-tailoring option you wish—from roof vents to complete electronic service interior. And you'll find no vans are built to take built-ins like Ford Econolines not only give you the clear floor space you need for shelves, bins, racks and other custom components; but also body sides are more vertical than in other vans, wider apart at the roofline. This means built-ins fit in better, give you more room. You can choose from the smallest shelf unit to a fully equipped service interior—all factory installed!

Only Ford Econolines pack so much loadspace in so little roadspace!

To build a van that will hold more is easy. You simply make it bigger. The real trick is to build a van that holds a lot yet takes up little room on the road—like the Econoline. Ford placed the engine far enough forward to be out of cargo space. But not so far that it interferes with maneuverability . . . another Ford better idea that gives you an advantage in parking or snaking through traffic. And fleet owners like the way Econolines save on expensive storage areas for their Econoline fleets. The SuperVan has over 10 feet of clear floor length, yet it's less than 16 feet overall! No other van offers you so much usable loadspace for your cargo in such a short overall length.



Highest payloads...square-wall design

Over two tons of load capacity! The 1971 Ford Econoline Vans have the highest maximum payload capacity ever announced for any compact van. Their strong construction, high-capacity axles and other components allow you to carry loads of up to 4,320 pounds. The payload chart below shows the wide range of Econoline load capacities available for payloads of 700 to 4,320 pounds.

Square-wall design gives Econolines the greatest interior width at the roof (64 inches). Body sides are more vertical with only a 3.2-inch taper from floor to roof. So built-in units fit better and leave more working room. Modular units, designed to fit and work together, allow you to custom-design almost any interior you need. Complete job packages and custom modifications are also available.

A GUIDE TO ECONOLINE PAYLOADS*

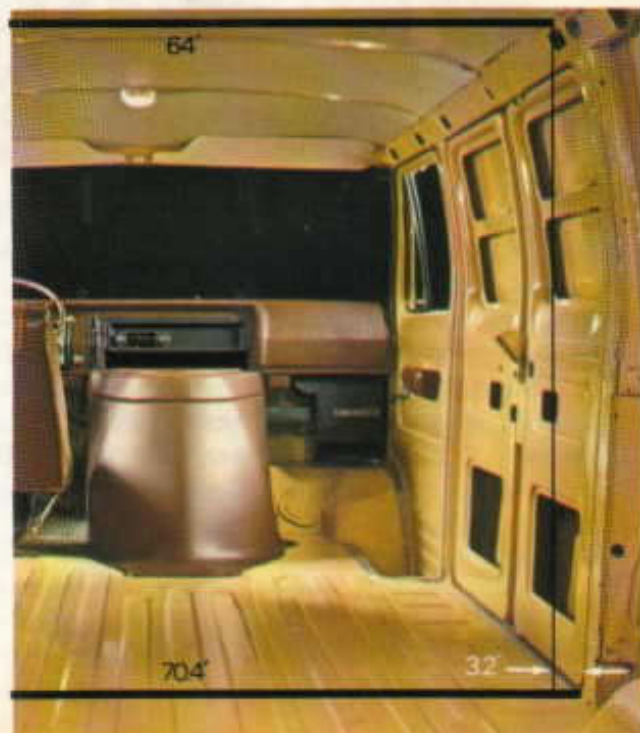
(Including driver and passengers)

Econoline Regular Van (105.5" wheelbase)

Desired Loads	Model	Required Springs Front	Required Springs Rear	Required Tires	GVW (lb.)
850 lb.	E-100	—	—	E78-14 B (4 PR)	4200
1125 lb.	E-100	—	1200 lb.	E78-14 B (8 PR)	4500
1650 lb.	E-200	—	—	G78-15 B (4 PR)	5100
2200 lb.	E-300	—	—	8.00 x 16.5 6 PR	6050
2950 lb.	E-300	—	—	8.00 x 16.5 6 PR (F), 8 PR (R)	6800
3550 lb.	E-300	1265 lb.	2200 lb.	8.00 x 16.5 6 PR (F), 10 PR (R)	7400

Econoline SuperVan (123.5" wheelbase)

Desired Loads	Model	Required Springs Front	Required Springs Rear	Required Tires	GVW (lb.)
700 lb.	E-100	—	—	E78-14 B (4 PR)	4200
975 lb.	E-100	—	1200 lb.	E78-14 B (8 PR)	4500
1550 lb.	E-200	—	—	G78-15 B (4 PR)	5100
1825 lb.	E-200	—	—	G78-15 B (4 PR)	5400
2100 lb.	E-300	—	—	8.00 x 16.5 6 PR	6050
2825 lb.	E-300	1265 lb.	—	8.00 x 16.5 6 PR (F), 8 PR (R)	6800
3625 lb.	E-300	1265 lb.	2200 lb.	8.00 x 16.5 6 PR (F), 10 PR (R)	7600
4320 lb.	E-300	1490 lb.	2200 lb.	8.00 x 16.5 8 PR (F), 12 PR (R)	8300



*Spring and tire size requirements are the minimum components needed for rated payloads. Additional heavy-duty components or some of the various performance or convenience options (V-8 engine, automatic transmission) may be desirable for your job. The extra weight of any added components reduces payload accordingly. See your Ford or Mercury Dealer for assistance in selecting the right vehicle and equipment for your needs.



...time and money saving conveniences.

Driver and passenger "walk-thru" to the rear. The Econoline's forward engine position clears the deck for the driver and his helper, too. They can easily step from their seats into the rear cargo area and exit through the side or rear doors. No need to get out and walk around to the side or rear doors simply to reach the load compartment. Saves driver steps and time. Handy access to the load compartment from the optional matching passenger seat, too.



Optional 302-cubic-inch V-8 provides big power for the biggest of loads! This 205-horsepower engine incorporates all the design features that have made Ford the leading V-8 truck engine builder. Economical 140-horsepower, 240-cubic-inch Six is standard.

SelectShift Cruise-O-Matic is available with either the 240 Six or 302 V-8 engines. This popular option makes driving easier—gives you fully automatic or manual shifting. "Second hold" feature provides better control on grades. Standard transmission is fully synchronized in all three forward gears for clash-free shifting.

Power steering is available on all Econolines for quick response and easy handling with biggest loads.

Easy, out-front servicing. Simply raise the convenient outside hood and your routine service points are right at hand: radiator, oil level, battery, windshield washer reservoir, voltage regulator, wiper motor, brake master cylinder, and optional power steering reservoir.



Easy to drive and park... in solid comfort!

Ford Econoline Vans are extra convenient and comfortable in every respect. Big door opening behind the front wheel enables the driver to enter and slide onto the seat with ease. And the new driver's bucket seat is wider and more comfortable. This body-formed, true-bucket seat has a premium foam cushion and back for excellent support, optimum comfort. Attractive vinyl seat covering is exceptionally strong, durable and long wearing.

The driver's seat and matching optional passenger seat are both adjustable with $4\frac{1}{2}$ inches of fore and aft travel. The engine's forward location and tapered cover give the driver and his assistant convenient "walk-thru" passages to the load compartment. The top of the engine cover is flat with raised edges to permit its use as a handy package tray. A flip-fold passenger seat is also available.

The Ford Econoline's steering wheel angle and height are designed in conjunction with the new driver's bucket seat to provide the most comfortable driving position.



Shorter outside for easier parking. The overall length of Econoline Vans is significantly shorter than other makes. Shorter length combined with wide-track front axles means easier parking and better maneuverability. The small 46.6-foot bumper clearance turning circle with the SuperVan (41.5 feet with regular van) can save you time on every trip.



Wide-stance handling. If you don't like being pushed around by a crosswind, you'll enjoy driving Ford Econolines. Front and rear tread width of over $5\frac{1}{2}$ feet provides a new kind of road stability for vehicles of this type. And Econolines maneuver quickly and easily, handle beautifully in traffic.

Factory-installed air conditioner includes floor-level evaporator air inlet and integrated header ductwork along the left side of the body for uniform cooling of the entire vehicle. This optional air conditioner includes 55-amp. alternator, HD cooling package, insulation package with side trim panels, tinted glass, and HD front springs. **Special high-capacity air conditioner** is available with auxiliary evaporator, 70 amp-hr battery and 61-amp. alternator plus the other items in the regular air conditioner package.





Driver controls and instruments are conveniently placed within easy sight and reach. The attractive and functional instrument panel also provides a handy glove compartment. The steering wheel is set at a comfortable angle for excellent

handling ease. Flex-joint steering column feature virtually eliminates the transmission of road shocks and vibration to the steering wheel. Power steering is available on all Econoline models.

Backed by over 1 1/2 billion miles of proven durability.

Ford Econoline Vans have built their outstanding reputation for ruggedness and reliability in over 1 1/2 billion on-the-job miles. Their built-in durability begins with the extra-large main structural members and strong single-unit body-frame construction. All the main underbody members and rocker panels are galvanized inside and out to resist rust and corrosion, last far longer. Sturdy double-wall front quarter panel sheetmetal is another Ford durability plus.

High-capacity chassis components are used throughout to match the big Econoline load capacities. Twin-I-Beam

front suspension is a Ford exclusive for smoothness and strength. No other van has the built-in stamina of two forged-steel I-Beam front axles anchored with forged steel radius rods.

Ford Econoline bodies are designed to be extra tough and tight. Big double cargo doors open wide to take bulky loads. And husky hinges keep doors snug fitting, hold up under hard wear. Construction is simple, tried, true and tough. Doors open with push-button ease and *all* Ford van doors have slam-type latches that close with a gentle push.



Ford Twin-I-Beam independent front suspension has revolutionized van riding qualities and toughness. The Econoline suspension has two sturdy front axles. Each front wheel is attached to its own forged steel I-Beam axle. And each axle is cushioned by a big, durable coil spring and held in align-

ment by a forged steel radius rod. Each wheel and axle is independent of the other to prevent transfer of road shocks. This exclusive suspension (made famous in Ford pickups) plus wide-track design provides easy steering, sharper turns, better stability, low maintenance costs and long tire life.



Choose a complete package or individual units to fit your job.

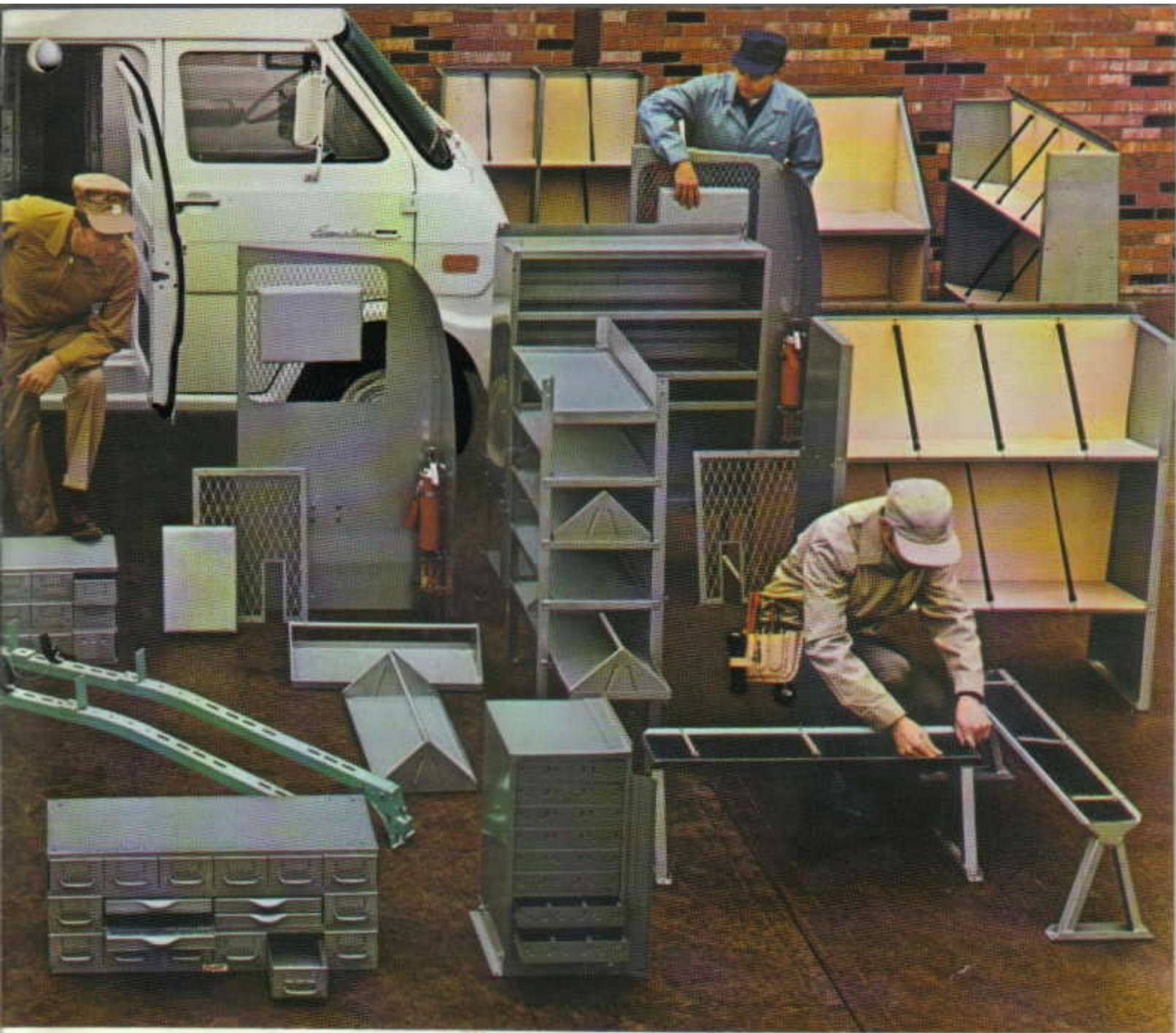
Custom-design any interior you need to better organize and hold your merchandise, tools, materials or spare parts. Ford Econoline Vans can be ordered with your choice of modular built-ins. Functional built-in components that include racks, adjustable shelf units, cabinets, bins (both padded and plain), padded trays, tote trays, baskets, book compartments, storage boxes, partitions, padded siderails, padded floor, equipment holders and ladder racks.

These options are not just parts and pieces, they are a special system of modular units designed to fit together,

work together. Components are constructed of heavy-gauge steel with gray enamel finish. They are fastened to the floor and/or body pillars to be solid and permanent, yet they are removable.

Ford offers complete, job-engineered packages for many vocations. Job-tailored interiors range from dry cleaner vans (with rubber floor mat and roof-mounted rods) to complete, specialized service vehicles. Each interior is designed to make your work easier, more productive.

General Utility SuperVan. Typical installation includes partition with upper screen and hinged center



door, fire extinguisher and reflector/flag kit mounted behind the driver. Right side holds six large baskets and two medium baskets hung in two rows. Left side has shelving unit, utility cabinet with shelves at top and an 18-drawer unit below.

Plumbing and Heating Van/SuperVan Package includes roof ladder rack; inside partition with upper screen and full-screen hinged center door; fire extinguisher, reflector/flag kit and book compartment behind driver. Right side holds storage box and utility cabinet with two utility hooks at aft end. Left side has shelving section incorporating an 18-drawer unit, provision for mounting vise at aft end, and pegboard at forward end.

TV Service Van/SuperVan. Typical installation includes partition with upper screen and full-screen hinged center door. Right side holds padded bin mounted over

wheelhousing. Left side (Van) has eight large baskets and three medium baskets. Left side (SuperVan) has ten large baskets and three medium baskets.

General Service SuperVan Package includes partition with upper screen and hinged center door and book compartment behind driver. Right side holds a shelving unit (4 shelves) over wheelhouse. Left side has utility cabinet with 18-drawer unit in its lower section and a shelving unit (4 shelves) with a meter storage rack underneath.

Whatever your business calls for, chances are Ford has the interior you need. Or you can custom-design any special interior you wish. No other vans are built for built-ins like Ford Econoline Vans and SuperVans. That's because Econoline body sides are more vertical, wider apart at the top. So built-in units fit better and leave more working room.



Electronic Service Unit

Ambulance—Emergency Vehicle

Make your plans around work-modified Econoline vans.

Shown are but a few of the many modifications available for Ford Econoline Vans.

Electronic Service SuperVan Interior. Designed for servicing precision instruments, radio, TV, stereo and electronic devices, this representative interior includes $\frac{3}{4}$ -inch plywood flooring and rubber mats. Left side holds shelf, work bench and stool, fluorescent light, power relay, circuit box, safety switch, fuse box, cordomatic reel, outlet strip, junction box with cover, armored-box type wiring and five-foot extension, plus two 2-drawer medium

cabinets, two 4-drawer shallow cabinets, two adjustable shelf unit cabinets, and a 3-drawer medium cabinet. Right side holds three bins with shelves, four 4-drawer shallow cabinets, two 2-drawer medium deep cabinets, plus a spare tire and wheel attachment. Partition behind the driver (a mandatory option) is available in a choice of designs.

Ambulances*. Econoline Vans and Window Vans can be locally modified into attractive, functional emergency vehicles, and at a fraction of the cost of conventional



Insulated Florist Van

Special School Bus Seating

ambulances. Roomy Ford vans accommodate up to four patients plus attendant and driver. Big double doors at right side and rear make patient loading quick and easy. Roomy Econolines provide space for large storage compartments to hold emergency supplies and equipment including stretchers, splints, bandaging, oxygen and other resuscitation equipment. Patients ride in smooth comfort with exclusive Twin-I-Beam and coil spring front suspension. The Econoline's ride, stability and handling ease are so outstanding for ambulance work, they must be experienced to be fully appreciated. Take a test drive in an Econoline and see for yourself.

School Buses*. A number of local body companies can modify Ford Econoline Window Vans, equipped with school bus package, into buses that carry up to 18 pupils. These conversions provide versatile, compact buses for

public and private schools, transporting the handicapped, Scouts, for team events and field trips. Optional school bus package includes HD alternator and battery, banded main front door glass, full headlining, front and rear roof warning lights with door switches and manual control.

Insulated/Refrigerated Vans. The Econoline's large, clear floor area, more vertical body sides, and big payload capacity make it an excellent choice for local conversion to an insulated or refrigerated van. Complete insulation kits (insulation panels, fasteners, seals and floorboards) and refrigeration units are available through various manufacturers for local installation.

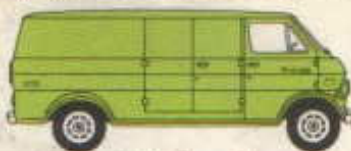
Other popular custom modifications include display units, campers, police wagons and fire control units. See your Ford or Mercury Dealer and get your plans rolling in an Econoline Van or SuperVan.

**Special body company conversions. Since vehicle standards may vary from province to province, check your local requirements.*

Choose from the No. 1 choice in vans—Ford Econoline!



E-100 Van
105.5-in. wb., 4500-lb. max. GVW
clear floor length: 103.7 in.



E-100 SuperVan
123.5-in. wb., 4500-lb. max. GVW
clear floor length: 123.7 in.



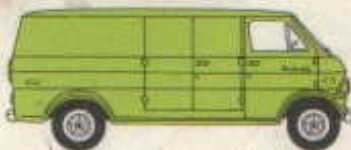
Display Van
(any series or wb.)
—windows at rear, right side



Service interior
(123.5" wb. E-200 or E-300)
features bins, cabinets, shelves



E-200 Van
105.5-in. wb., 5100-lb. max. GVW
clear floor length: 103.7 in.



E-200 SuperVan
123.5-in. wb., 5400-lb. max. GVW
clear floor length: 123.7 in.



Window Van
(any series or wb.)
—windows all around the body



Utility interior
(any series or wb.)
features removable wire baskets



E-300 Van
105.5-in. wb., 5100-lb. max. GVW
clear floor length: 103.7 in.



E-300 SuperVan
123.5-in. wb., 8300-lb. max. GVW
clear floor length: 123.7 in.



Camper Conversion
(E-200 or E-300)
available to sleep up to six



School Bus Package
(E-200 or E-300)
Window Van, 123.5" wb.

CHASSIS SPECIFICATIONS

SERIES	E-100		E-200		E-300	
	Standard	Optional	Standard	Optional	Standard	Optional
ALTERNATOR: 12-volt (amp.)	42	55	42	55	42	55
AXLE, FRONT: Twin-I-Beam—Cap'y (lb.)	2500	—	2750	—	3300	—
AXLE, REAR: Cap'y (lb.)	3050	—	3300	—	5050	—
BATTERY: 12-volt (amp-hr)	48	70	45	70	45	80
BRAKES: Size (in.) Front—Rear	10 x 7 1/2 — 10 x 1 1/2	—	11 x 3 — 11 x 2 1/4	—	12 x 3 — 12 x 2 1/4	—
CLUTCH: Diameter (in.)	10	11 (w./240 Six)	10	11 (w./240 Six)	10	11 (w./240 Six)
ENGINE: Displacement (cu. in.)	240 Six	302 V-8 w./11" Clutch	240 Six	302 V-8 w./11" Clutch	240 Six	302 V-8 w./11" Clutch
ENGINE EQUIPMENT: Air Cleaner—Type	Dry	Oil-Bath	Dry	Oil-Bath	Dry	Oil-Bath
FUEL TANK: Cap'y (gall.)	17.5	—	17.5	—	20	—
SHOCK ABSORBERS: Double-acting	Front & Rear	HD Front & Rear	Front & Rear	HD Front & Rear	Front & Rear	HD Front & Rear
SPRINGS, FRONT: Cap'y (lb.)	1040	1190	1040	1190	1190	1265 (1-1470)
SPRINGS, REAR: Cap'y (lb.)	950	1200	1400	—	1950	2500
STEERING: Type	Recirculating Ball	Power	Recirculating Ball	Power	Recirculating Ball	Power
TRANSMISSION:	3-Speed Manual	SelectShift Cruise-D-Matic	3-Speed Manual	SelectShift Cruise-D-Matic	3-Speed Manual	SelectShift Cruise-D-Matic
TIRES, TUBELESS: Number—Size (Load Range: B = 4PR, D = 8PR)	5—178-14 B	E78-14 D 7.35 x 14 4PR B 7.00 x 14 8PR D	4—578-15 B	G78-15 D 8.25 x 15 4PR B 6.70 x 15 6PR D	4—8.50 x 16.5 6PR D	8.00 x 16.5 8PR D 8.00 x 16.5 10PR D 8.00 x 16.5 12PR D
WHEELS: Number—Dia. x Rim Type (in.)	5—14 x 5 1/2 JR	—	4—15 x 5.5K	—	4—16.5 x 6.0J	—

TT = Truck-type fTube-type also available fTube-type

Standard regular and SuperVan features: Vinyl upholstery color-coordinated to exterior paint • left-hand fresh air inlet with control • painted front and rear bumpers and hub caps • dome lights in driver's compartment and cargo area • ash tray • single electric horn • coat hook • driver's seat belt with outboard retractor • mechanical jack • double-grip door locks on all doors with reversible keys • push-pull interior door locks (except rear doors) • door checks, metal • push-button vent window locks • individual driver's seat with plastic foam pad • headlining in driver and passenger area • rubber floor mat on left side • fresh air heater and defroster • double cargo doors at right and rear.

Optional custom equipment package (in

addition to or in place of standard items): Deluxe pleated vinyl seat trim • bright-metal front and rear bumpers and hub caps • horn ring • cigarette lighter • color-coordinated floor mat on left side • glove box door with lock (N.A. with radio) • bright-metal grille, taillight and side marker light bezels, vent window and windshield moldings.

Other available equipment: Push-button radio; adjustable or flip-fold passenger seat; high-output heater and defroster; auxiliary hot water heater; air conditioner or high-capacity air conditioner; insulation package; insulated floor mats; inside body rub rails; inside and western-type rearview mirrors; deluxe driver and/or adjustable passenger seats with color-coordinated floor mats; auxiliary step for

right-side cargo doors; dual electric horns; courtesy light switches for front or all doors; full-width padded instrument panel; shoulder harness; stationary glass or vents in rear and/or right-side cargo doors; tinted glass; inside RH rear door latch and lock; scuff pads at front door well; school bus package for E-200 and E-300 123.5" wb. Window Vans.

Standard colors: Sky View Blue, Harbor Blue, Diamond Blue, Reef Aqua, Seafoam Green, Boxwood Green, Fiesta Tan, Chrome Yellow, Baja Beige, Candyapple Red, Wimbledon White. Two-tone paint combinations are available using selected accent colors. Regular — the accent color is available on roof only. Deluxe — accent color on roof and below the side and rear body moldings included with this option and grille area (when not chrome).

The specifications contained herein were in effect at the time this literature was approved for printing. Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time or change specifications or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this literature are at extra cost. For the price of the model with the equipment you desire, see your Ford or Mercury Dealer.

CY WILSON FORD
MANCHESTER, ONT.

**At Ford and Mercury
Dealers across Canada**

