

BUYER'S DIGEST OF BETTER IDEAS FOR '68



The Original Ford Guide for car buyers who want all the facts before making a purchasing decision. Options and features for 48 models, 5 car lines.

LTD BY FORD. LUXURY, ELEGANCE IN 3 STYLES.

LTD by Ford. Luxurious. Finely crafted. Built solidly and strong. These are the successors to the LTD that a few years ago showed itself quieter than a Rolls-Royce.

There are three styles of LTD by Ford for 1968. The 2-Door Hardtop, 4-Door Hardtop and 4-Door Sedans feature rooflines that are distinctive, formal. Standard interiors are remarkably rich. Satiny cloth-and-vinyl trim. Simulated wood-grain applique on doors and instrument panel. Loop-pile carpeting. Handsome appointments throughout that add up to a level of luxury you might not find in cars costing hundreds of dollars more.

Behind the beauty and value of the LTD by Ford is the solid weight of better ideas. Like a new standard 302-cu. in. V-8. And what may well be Ford's best idea of all—a ride that has been proven so quiet and strong, year after year, test after test, that it makes driving the LTD pure pleasure. Better ideas in options, too. Like Ford's SelectShift, the automatic transmission that also works like a manual—three forward speeds and reverse. Optional power front disc brakes on all models.

Facts about the 1968 LTD by Ford. Standard features include: 302-cu. in., 210-hp V-8; Synchro-Smooth Drive, synchronized manual shifting in all three forward gears; Full-Width Seats with Foam-Padded Cushions; Simulated Wood Graining through Instrument Panel, Steering Wheel Hub and Door Panels; Retractable Headlamp Doors; Die-Cast Grille; Loop-Pile Carpeting, Wall-to-Wall; Electric Clock; Courtesy Lighting; MagicAire Heater-Defroster; Full Wheel Covers; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** 428-cu. in., 340-hp V-8; 390-cu. in., 315-hp V-8; 390-cu. in., 265-hp V-8; SelectShift, the automatic transmission that also works like a manual; 4-Speed Manual, available only with 315- and 340-hp V-8's; Fingertip Speed Control; Floating-Caliper Power Front Disc Brakes; Wide-Oval Tires; Push-Button AM Radio; AM/FM Stereo Radio; Stereo-Sonic Tape System with AM Radio; SelectAire Conditioner; Rear Window Defogger; Vinyl-Covered Roof; 6-Way Power Front Seats; Power Steering; Tilt Steering Wheel; Power Door Locks; Brougham Interior Trim.

Basic specifications: Length—213.3"; Width—78.0"; Height—55.8" (Sedan), 54.6" (2-Door Hdtop), 54.8" (4-Door Hdtop); Wheelbase—119"; Curb Weight (approx.)—Sedan 3780 lb., 2-Door Hdtop 3826 lb., 4-Door Hdtop 3863 lb.; Trunk Luggage Volume (cu. ft.)—19.1; Fuel—25 gal.

A. LTD 4-Door Hardtop—The standard grille on the LTD (and the Ford XL models) is die-cast, making it much more solid than the lightweight, stamped-out grilles of some competitive cars.

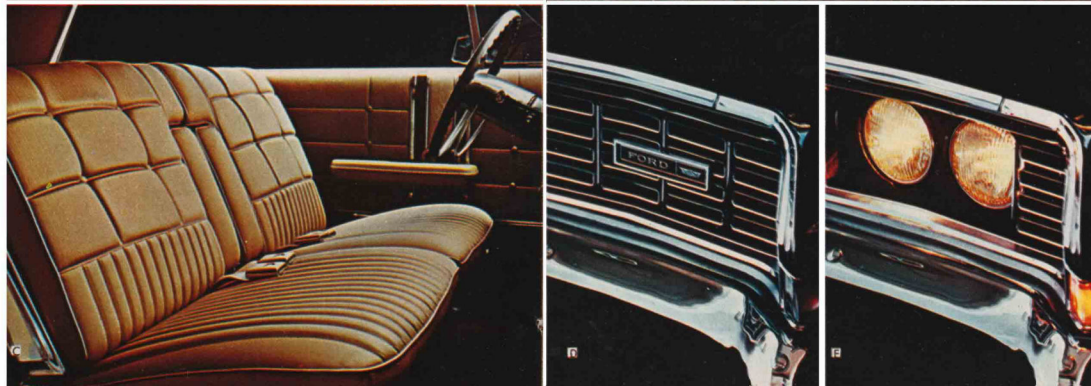
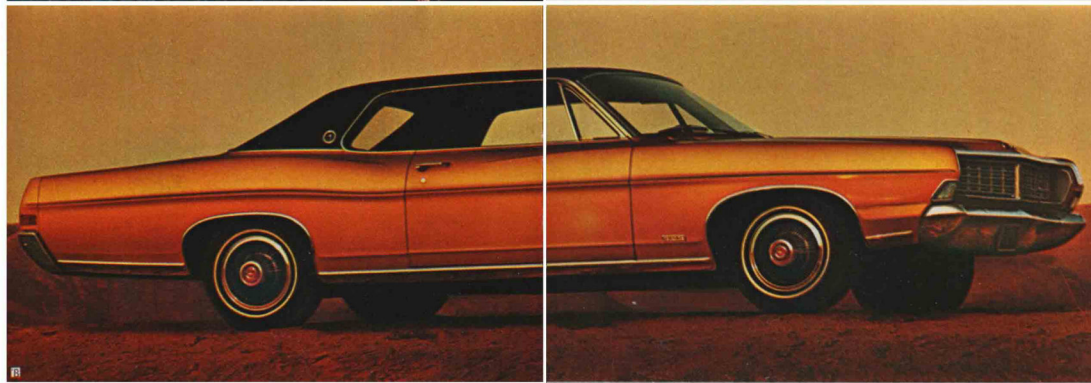
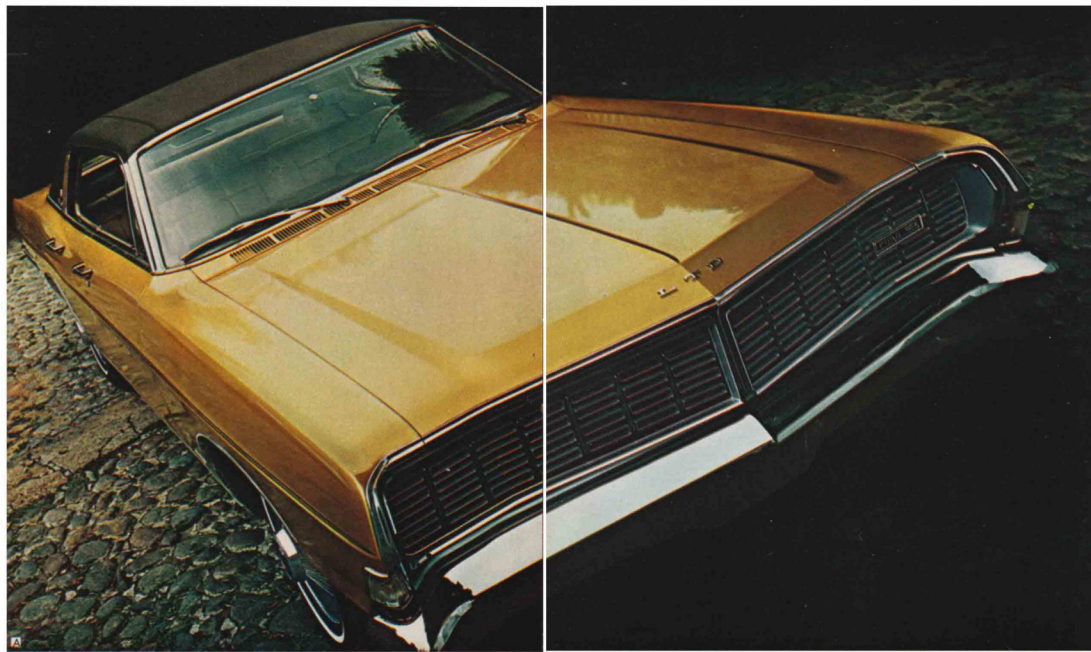
B. LTD 2-Door Hardtop—Formal elegance in a luxurious hardtop. For comparable luxury with fastback styling, see the new Ford XL.

C. Brougham Interior and Twin-Comfort Lounge Seat—Brougham trim includes knit nylon upholstery; pleated cushions, tufted seat backs; contoured bright-metal frames on seat sides; front door courtesy lights; rear seat center arm rests; 100% nylon cut pile carpeting. Optional Twin-Comfort Lounge Seat with individual arm rests allows the driver and passenger to adjust their own halves of the seat separately.

D. & E. Ford's Disappearing Headlamps are standard on all LTD and XL models. On many competitive cars, these are extra-cost options.

(Important. See page F-15 for additional information.)

1968 FORD. QUIET. STRONG. BEAUTIFUL.
A GREAT ROAD CAR.



Traditionally, the way to achieve unquestioned quality in a car was to build it by hand . . . like a fine watch or a piece of custom furniture. Some world-famous examples of handcrafted cars come to mind . . . Hispano Suiza, Rolls-Royce, Bugatti, Duesenberg. But, hand-built cars like these cost so much that only the very wealthy can afford them.

Some time ago Ford engineers set a tough goal for themselves; to come as near as possible to the standards of quality set by the ultra-expensive luxury cars.

They knew that one characteristic above all separated the world-renowned luxury limousines from the best of the mass production cars built up to that time.

It was their almost totally quiet ride. Achieving a ride so quiet that it gives unmistakable and lasting proof of quality isn't easy. Adding soundproofing materials to an ordinary mass-production car will cut down the noise level considerably. But Ford engineers weren't planning just an ordinary car.

The quest for truly quiet quality, in a reasonably priced car like the Ford LTD, required a degree of concentration from Ford engineers that the industry just hadn't seen before. It meant top quality materials plus the application of exceptional precision to a manufactured product. It meant big things—like a new, computer-tuned frame that locates body mounts at points of minimum vibration to keep noise from entering the passenger compartment. It meant little things—like fastening body trim with small nylon "buttons" that never rust or rattle.

It meant a new suspension system that not only soaks up vertical jounces through its deep coil springs, but also "gives" to the rear a fraction of an inch on special rubber bushings, thus "rolling with the punch" to absorb vibration two ways at once.

Ford's massive drive for top quality paid off . . . the new LTD was quieter than the engineers' fondest hopes!

To prove conclusively the quietness and quality of their cars, Ford put them to some dramatic tests. A new 1965 Ford LTD was checked for quietness under strictly supervised test conditions . . . side by side with a \$17,000 Rolls-Royce! At 20, 40 and 60 miles per hour the LTD proved quieter.

In 1966, Ford took the LTD to Europe where connoisseurs in three different countries found the new Ford to be quieter than some of Europe's most expensive luxury cars.

For dramatic proof of the staying power of Ford's quiet quality, a 1967 Ford was driven off an Olympic ski jump twice for good measure. Amazingly, after these jarring jumps the Ford XL still measured up to the original level of quietness. So Ford engineers finally had their proof positive of outstanding quality—a quiet ride that surpassed the best of the traditional luxury cars—and a ride that stayed quiet in spite of gruelling punishment that no motorist would ever give a car.

FORD XL. FULL-SIZED. SPORTY. CONVERTIBLE OR FASTBACK.

XL marks the action-packed Fords: XL convertible, and the most distinctive full-sized fastback around. Both wear the stripes that specially equipped and specially prepared Ford prototype cars have earned in the heat of European and American racing. Both feature rich standard interiors with all-vinyl trim and upholstery, simulated walnut appliques, full carpeting. This year XL stands for luxury in a sporty, exciting car.

Facts about the Ford XL. Standard features include: 240-cu. in., 150-hp Six; Synchro-Smooth Drive, synchronized manual shifting in all three forward gears; Courtesy Lighting; MagicAire Heater-Defroster; Full Wheel Covers; Retractable Headlamps; Die-Cast Grille; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** 4 V-8's, up to 428-cu. in.; SelectShift, the automatic transmission that also works as a manual; 4-Speed Manual Transmission, available only with 315- and 340-hp engines; Fingertip Speed Control; GT Equipment Group; AM/FM Stereo Radio; Stereo-Sonic Tape System with Push-Button AM Radio; SelectAire Conditioner; Rear Window Defogger; Power Steering; Tilt Steering Wheel; Power Door Locks; Bucket Seats; Console.

Basic specifications: Length—213.3"; Width—78.0"; Height—53.9" (Fastback), 54.4" (Convert.); Wheelbase—119"; Curb Weight (approx.)—Fastback 3792 lb., Convert. 3949 lb.; Trunk Luggage Volume (cu. ft.)—18.9 (Fastback), 18.7 (Convert.); Fuel—25 gal.

A. Ford XL Fastback—For 1968, Ford offers the sporty fastback styling of the XL or the formal elegance of LTD sedan and hardtop rooflines.

B. Ford XL Convertible—Standard features include power-operated convertible top. Tempered glass rear window. Color-keyed boot with hidden fasteners.

C. XL Full-Width Bench Seat—Standard on the XL convertible and fastback. With it you can seat six passengers in solid comfort.

D. & E. XL Optional Bucket Seats and Sports Console with SelectShift—Seats covered in smooth, rich vinyl. SelectShift is the transmission that has three automatic forward speeds, plus reverse, and also works as a manual. Also optional: 6-way power-adjusted seat for the driver.

(Important. See page F-15 for additional information.)

1968 FORD. QUIET. STRONG. BEAUTIFUL.
A GREAT ROAD CAR.



There's a lot more to building a performance car than painting on stripes and installing a sports steering wheel and flashy wheel covers.

And nobody knows this better than the engineers at Ford. Because they learned the hard way . . . by competing at Indianapolis with the Coyote-Ford, at Le Mans and Sebring with the Ford Mark IV, at Watkins Glen with the Lotus-Cosworth-Ford Formula 1, and at Daytona and Atlanta with specially prepared and equipped 1967 Fairlans.

Competing like this takes a lot of doing. But how does a big manufacturer of non-racing passenger cars get involved in worldwide automotive competition at the highest level . . . and why?

It started a long time ago: back in 1932 to be exact. That was when Ford had a better idea for casting a V-8 engine all in one piece. Nobody had ever mass-produced V-8's like that before. The new method made possible a much lighter, lower-priced, mass-produced engine.

People loved that Ford V-8. Performance enthusiasts of the 1930's discovered that it was so strong that it could be "hopped" up for over 100 percent increase in power. And so they took it to the races.

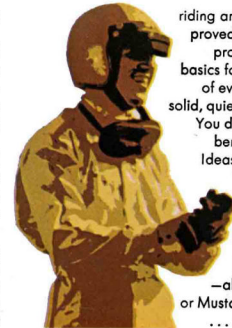
Nothing proves the stamina and efficiency of automotive design faster

than racing does, and before long Ford engineers began to take a keen interest in the progress of their engines—and cars—on the tracks.

The single most important thing Ford development engineers learned from racing was how readily much of the basic strength required in racing could be engineered into a production engine—or other part—without increasing its cost to you. And so it became almost second nature for Ford engineers to make use of race track technology in designing passenger cars.

For example, when the same engineer who builds a perfectly balanced crankshaft strong enough to run at 7,000 rpm for the 24-hour Le Mans race also designs the crankshaft for an LTD engine running 3,400 rpm on the Kansas Turnpike, it's easy to see how better ideas in performance-proved durability find their way into the Fords you can buy.

In like manner, the Ford body or chassis engineer who watches Mario Andretti or A. J. Foyt doing 180 mph in a Fairlane prepared and equipped for racing at the Daytona 500-miler knows which better ideas had to go into the car to keep it on the track. Many of the same better ideas, like vibration-absorbing frame torque boxes, help make Fords smoother



riding and quieter . . . like the 1965 Ford LTD that proved quieter than a Rolls-Royce. Competition-

proved better ideas like these form the solid basics for the body, chassis, engine and driveline of every Ford. And they make every Ford more solid, quieter, smoother running and longer lasting.

You don't have to be a race driver to enjoy the benefits of Ford's competition-proved Better Ideas. However, if you happen to be a performance buff, Ford is your car! There are

dozens of competition-tested high performance options, from the great array of lively, big-bore Ford V-8's to floating-caliper power front disc brakes, heavy-duty suspension and more—all available on any Ford, Fairlane, Torino or Mustang. So come down to your Ford Dealer's . . . everybody's performance headquarters!

GALAXIE 500 CONVERTIBLE. HARDTOPS. FASTBACK. SEDANS. CUSTOM AND CUSTOM 500 SEDANS.

Galaxie 500's are where many extras come in as standard equipment... which makes them high on value but not on cost. Standard equipment includes special Galaxie 500 moldings and trim, simulated wood-grain applique on the instrument panel, a wide choice of nylon-and-vinyl upholsteries, loop-pile carpeting door-to-door. And the Galaxie 500 is built with computer-tuned frame and vibration-absorbing torque boxes that give all the full-size Fords a remarkably smooth and quiet ride. These are just a few of the good, strong reasons why the Galaxie 500's are the most popular Fords of all.

For unbeatable economy in a full-sized Ford there are four Custom and Custom 500 sedans. For solid, more dependable transportation, tasteful styling, and big-car comfort, these Fords cannot be beaten.

All in all, the better ideas built into these Ford Galaxies and Customs make them more than a match for far more expensive cars.

Facts about the Ford Galaxie 500's, Custom 500's, and Customs (excluding wagons). Standard features include: 240-cu. in., 150-hp Six; Synchro-Smooth Transmission, fully synchronized in all three forward gears; Full-Width Seats with Foam-Padded Cushions; Reversible Keys, "Keyless" Locking; Lighted Trunk and Glove Box (Galaxie 500); Color-Keyed Carpeting; Courtesy Lighting; Suspended Accelerator Pedal; Crank-Adjusted Vent Windows; Self-Adjusting Brakes; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** 428-cu. in., 340-hp V-8; 390-cu. in., 315-hp V-8; 390-cu. in., 265-hp V-8; 302-cu. in., 210-hp V-8; SelectShift, works automatically and also manually; 4-Speed Manual, available with 315-hp and 340-hp V-8's only; Power Steering; Power Front Disc Brakes; Power Door Locks; Tilt Steering Wheel; Fingertip Speed Control; Push-Button AM Radio, AM/FM Stereo Radio; Stereo-Sonic Tape System with Push-Button AM Radio; Wide-Oval Tires (available with any model equipped with 390- or 428-cu. in. engine); SelectAire Conditioner; Comfort-Stream Ventilation; Two-Tone Paint; 6-Way Full Power Front Seat.

Basic specifications: Length—213.3"; Width—78.0"; Height—Fastback—53.9", 2-Door Hardtop—54.6", Sedan—55.8", 4-Door Hardtop—54.8", Convertible—54.4"; Wheelbase—119"; Curb Weight (approx.)—Fastback 3738 lb., Convertible 3883 lb., 4-Door Sedan 3720 lb., 2-Door Hardtop 3733 lb., 4-Door Hardtop 3766 lb., 2-Door Sedan 3664 lb.; Trunk Luggage Volume (cu. ft.)—Fastback 18.9, Convertible 18.7, Sedans, Hardtops 19.7; Fuel—25 gal.

A. Galaxie 500 Fastback—Only Ford gives you the choice of fastback or hardtop for virtually the same price.

B. Galaxie 500 Convertible—Standard features include power top, safety glass rear window that won't wrinkle or discolor, choice of six all-vinyl interiors.

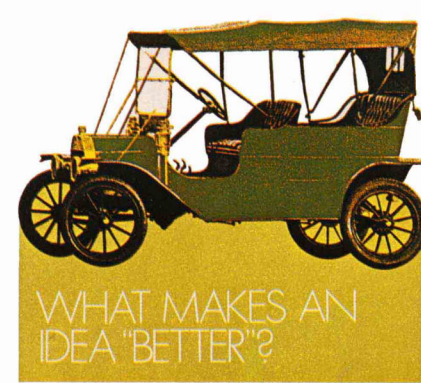
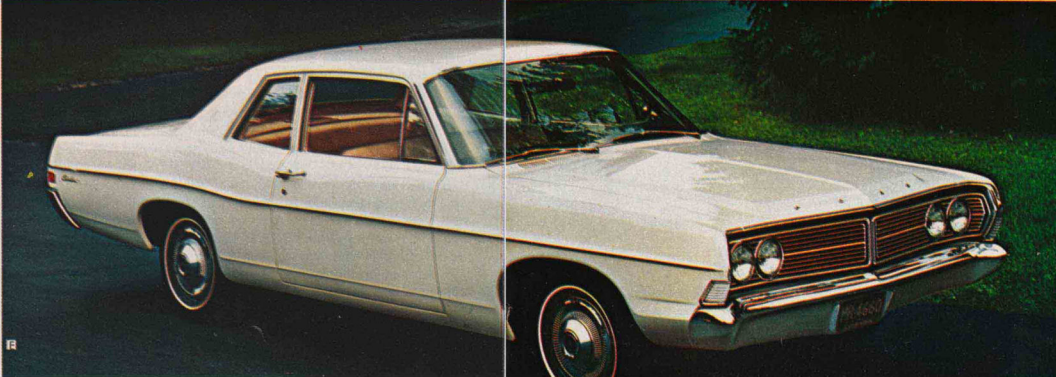
C. Galaxie 500 Interior—The full-width bench seat is standard. All-vinyl upholstery is standard on convertibles, optional on others.

D. Galaxie 500 4-Door Hardtop and 4-Door Sedan—This year Ford gives you a choice of 4-door convenience in two distinctive rooflines. Vinyl-covered roof is a hardtop option.

E. Custom 2-Door Sedan—Full-sized car with Ford's quiet, solid ride, broad choice of options, accent on economy.

(Important. See page F-15 for additional information.)

1968 FORD QUIET. STRONG. BEAUTIFUL.
A GREAT ROAD CAR.



WHAT MAKES AN
IDEA "BETTER"?

When engineers and product planners at Ford speak of an idea they are talking about a concept or design that solves some problem involved in the making of a car.

By a better idea, the men at Ford are referring to a concept or design that brings an improved solution to the problem and thus better serves the car's owner.

Car buyers throughout the world have appreciated the better ideas that Ford Motor Company has been putting into its cars over the past 60 years... and that's one good reason for Ford's position as one of the world's top automakers. Here are some of the outstanding better ideas that have helped Ford keep its leadership over the years.

The Model T. It was a better idea because it met the need for low-cost, reliable transportation at a time when other cars were temperamental "rich men's toys."

The Planetary Transmission was a better idea because it solved the problem of bulky, heavy gearboxes by providing a light-weight, compact and clash-free means of gear change. It also provided the basic principle of today's automatic transmission. **The Model A** embodied a whole list of better ideas that combined exceptional durability and ease of maintenance to make the world's most long-lived and practical car. Its simple, rugged design solved the problem of the continuing need for efficient, low-cost transportation.

Safety Glass was a better idea to reduce the chance of injury to occupants of the Model A—the first American car to offer a safety glass windshield as standard equipment. This came as a welcome answer to the increasing traffic density (with greater chance for accidents) on American roads.

The Unit-Cast V-8 Block came as a better idea solution to the need for a powerful, compact multi-cylinder engine for low-cost lightweight cars.

The 3-Speed Fordomatic was a really better idea solution to the need for a smoother operating automatic transmission with the added efficiency of an intermediate gear ratio. Previously automatic transmissions either had only 2-speeds or were heavy, expensive and rough in action.

The Safety Equipment Package of 1956 embodied a number of better ideas in the area of passenger protection in event of accidental collision. Ford was first to promote seat belts and energy-absorbing padding as factory equipment.

Special Purpose Cars were important better ideas from Ford in answer to the motoring public's desire for: 1) a personal luxury car—Thunderbird, 1955; 2) a popular, truly economical compact with room for a family of six—Falcon, 1960; 3) a low-cost car with the flair, excitement and nimble performance of true sports car design—Mustang, 1965; and 4) a true luxury car in the low-price field—LTD by Ford, 1965.

Magic Doorgate is one of Ford's most popular better ideas. It answered the needs-of-station wagon owners, combining the convenience of a door and conventional tailgate.



TORINO.

6 NEW MODELS. 8 NEW FAIRLANES, TOO.

Ford introduces a whole new series: Torino. New luxury, with six-passenger roominess in the easy-handling size Fairlane invented. Six models: hardtops, convertible, fastback, sedan and the new Torino Squire wagon. Torino's wheelbase is longer than 38 competitors'; gives you smooth, big-car ride and room. Torino is luxury—intermediate-style. Equip your choice with a whole range of exciting options. This year, go to the top of the intermediate class—with Torino or Fairlane!

Facts about 1968 Torino/Fairlane (excluding wagons). Standard features include: Fairlane 2-Door Hardtop, 4-Door Sedan—200-cu. in. Six: Synchro-Smooth Drive, fully synchronized 3-speed manual transmission; Choice of three Cloth-Vinyl Interiors; Color-Keyed, Vinyl-Coated Rubber Floor Mat; Full-Width Seats with Foam-Padded Cushions; Courtesy Lighting; Heater-Defroster; Foot-Operated Parking Brake; Cigarette Lighter; Ash Trays; Reversible Keys, "Key-less" Locking; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Fairlane 500 2-Door Fastback, 4-Door Sedan, 2-Door Hardtop, Convertible**—All the above with these variations: Interior Choices—5 Cloth-Vinyl Trims (Sedan), 4 (Fastback, Hardtop), 4 All-Vinyl Trims (Convertible); Color-Keyed Carpeting; Tinted Glass (Fastback); Convertible only: 5-ply Vinyl Power-Operated Top; Tempered Safety Glass Rear Window, more. **Torino 2-Door Hardtop, 4-Door Sedan**—All the above with these variations: Interior Choices—6 Luxury Cloth and Vinyl Trims; Simulated Wood Paneling on Instrument Panel; Distinctive Torino Moldings and Matte Black Grille; Deluxe Wheel Covers. **Torino GT 2-Door Fastback, 2-Door Hardtop, Convertible**—All previously listed equipment with these variations; 302-cu. in., 210-hp V-8 is standard engine (effective 1/1/68; 289-cu. in. V-8 will be standard); Interior Choices—6 All-Vinyl Trims (Hardtop), 4 All-Vinyl Trims (Convertible); Front Bench Seat; GT Stripes, Identification Plaques; Styled Steel Wheels; Wide-Oval Sidewall Tires. **Options include:** 3 engines: 390-cu. in., 325-hp V-8; 390-cu. in., 265-hp V-8; 302-cu. in., 210-hp V-8; Transmissions: SelectShift; 4-Speed Manual, available in both close and wide ratios. Comfort-Stream Ventilation; AM/FM Stereo Radio; SelectAire Conditioning.

Basic specifications (excluding wagons): Length—201.1"; Width—74.5"; Wheelbase—116"; Tread (front/rear)—58.8", 58.9"; Height—55" (Sedans), 53.5" (Hardtops), 54.5" (Convertibles); Trunk Luggage Volume (cu. ft.)—16.2, 17.0 (Fastbacks), 12.1 (Convertibles); Fuel—20 gal.; Curb Weights (approx.): Torino GT Fastback 3362 lb.; Hardtop 3348; Convertible 3506; Torino Hardtop 3144; 4-Door Sedan 3108; Fairlane 500 Fastback 3126; Hardtop 3112; Convertible 3272; 4-Door Sedan 3070; Fairlane Hardtop 3112; 4-Door Sedan 3070.

A. Torino GT Convertible—Power-operated 5-ply vinyl-coated top and solid safety glass rear window are standard.

B. Fairlane 500 2-Door Hardtop (rear); Fairlane 500 Fastback (front)—Two rooflines in the value-packed Fairlane series.

C. Fairlane 4-Door Sedan; Fairlane 2-Door Hardtop.

D. Wide-Oval Tires—One of many kinds of tires available. Power Front Disc Brakes are optional on all models.

E. Torino GT Fastback—Sporty new performer in the intermediate field, with seating for six.

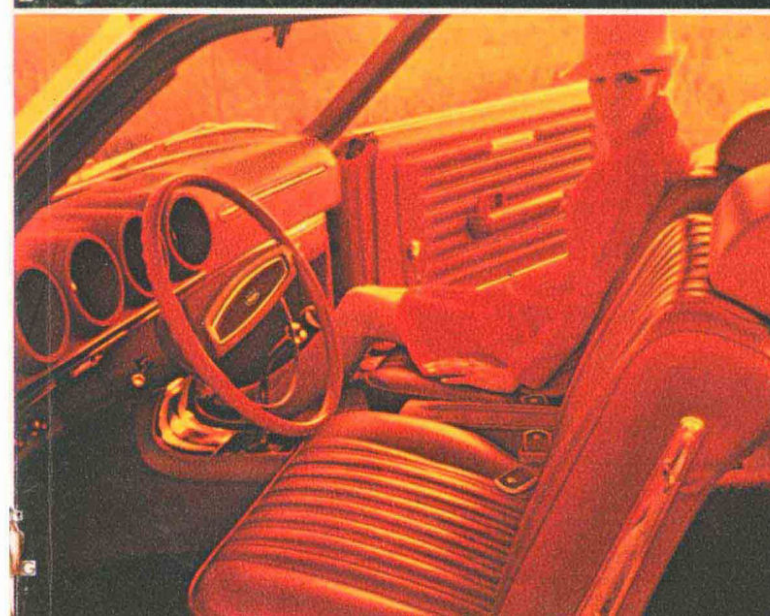
F. Torino 2-Door Hardtop—New luxury intermediate. Torino gives you choice of fastback or formal rooflines.

G. Torino GT Bucket Seats—Optional on fastback, convertible, hardtop. Headrests are also optional.

H. Torino Full-Width Bench Seats—Standard on 2-door hardtop, 4-door sedan. Luxurious cloth-and-vinyl trim.

(Important. See page F-15 for additional information.)

TORINO—FORD'S NEWEST BRIGHT IDEA.



Remove this handy Ford Guide for future reference.

MUSTANG. THE ORIGINAL. DESIGNED TO BE DESIGNED BY YOU.

For 1968, The Great Original does even more to make your life livelier. Three great versions—hardtop, convertible, fastback. All the great standard features you've come to expect from Mustang, like a sporty floor-mounted stick shift, all-vinyl upholstery and trim, deep-padded bucket seats, wall-to-wall carpeting. Four great engines, up to a 390-cu. in. V-8. And dozens of great options that make Mustang the car designed to be designed by you—practical, sporty, or luxurious. All Better Ideas from Ford!

Facts about 1968 Mustang. Standard features include: 200-cu. in., 115-hp Six; Synchro-Smooth Drive, fully synchronized 3-speed manual floor-mounted transmission; Individually Adjustable Deep-Foam Bucket Seats; Choice of 8 All-Vinyl Interior Colors; Color-Keyed 100% Nylon Loop-Pile Carpeting; Courtesy Lighting; Reversible Keys, "Keyless" Locking; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** Tilt-Away Steering Wheel, SelectShift, 3 V-8's up to 390 cu. in.; SelectAir® Conditioner, AM/FM Stereo Radio, many more.

Basic specifications: Length—183.6"; Width—70.9"; Height—Hardtop, Fastback—51.6", Convertible—51.4"; Wheelbase—108"; Treads—58.5"; Trunk Luggage Volume (cu. ft.): Hardtop 9.3, Convertible 6.8 (top down), Fastback 5.6 (18.5 with optional rear seat folded down); Fuel 16 gal.

A. Mustang Full-Width Bench Seat, optional. Interior Decor Group, with rich, simulated wood-grained steering wheel and simulated wood-grain inserts on instrument panel, optional.

B. 1968 Hardtop—Lowest-priced Mustang. Limited time and again, but never successfully. It's The Great Original!

C. Mustang Convertible—Two-tone hood, louvers with built-in turn signals, optional.

D. Mustang Fastback 2 + 2—GT Equipment Group option includes wide-oval tires, heavy-duty suspension, fog lamps, GT stripe, more.

(Important. See page F-15 for additional information.)

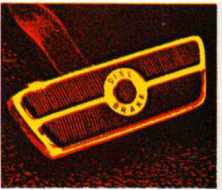
ONLY MUSTANG MAKES IT HAPPEN!

BETTER IDEAS MAKE IT YOUR VERY OWN CAR

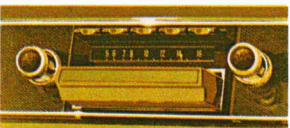
Every '68 Ford makes is a complete automobile. From two-speed wipers (and washers) to automatic backup lights, it's ready to go, ready to serve the average motorist on the American road.

But, all these "average" people have individual preferences and special needs. That's why Ford offers you literally hundreds of Better Ideas—some standard and some optional—so that your dealer can make your new Ford fit you . . . perfectly.

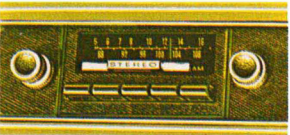
Power Front Disc Brakes. New self-adjusting, floating-caliper power front disc brakes give you more fade-resistant stops under severe conditions. Available with all models.



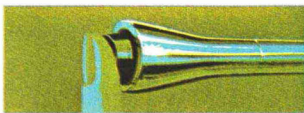
AM/FM Stereo Radio (right). Enjoy your choice of AM, FM or FM Stereo reception through two speakers for music with true concert hall sound.



Stereo-Sonic Tape with AM Radio. Tape cartridges play over 70 uninterrupted minutes of your favorite music with rich, stereophonic sound.



Tilt Steering Wheel. You may tilt wheel vertically to any one of seven different positions for more comfortable and efficient driver control. (On Fords.)



Fingert Speed Control. Button on end of turn signal sets automatic control to hold car at desired speed with your foot off accelerator pedal. (With V-8, SelectShift; on Ford, Mustang, Thunderbird.)



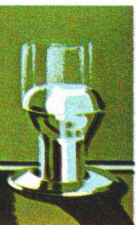
SelectShift Cruise-O-Matic. It's the optional automatic for every Ford model. Shifts like a manual or completely automatically—at your command.



Comfort-Stream Ventilation. Circulates fresh air throughout the car and forces out stale air while windows may be kept closed for a quiet, draft-free ride in any weather.



SelectAir Conditioner. Provides all-season comfort with heating, defrosting and cooling all in a single, integrated unit.



Power Door Locks. Handy toggle switch on the right side of the steering column lets you lock or unlock all doors automatically from the driver's seat (On Fords.)



THE WORLD'S BEST SELLING WAGONS. 12 MODELS FOR 1968.

Why does Ford offer more wagons, sell more wagons, give you more sizes, models and styles to choose from? Because Ford is the wagon specialist! Wagons are big business at Ford—they're a complete automobile line in themselves. This year see three sizes from the Wagonmaster. 12 models: 7 full-size Fords, 3 intermediates—the Torino Squire and 2 Fairlanes; 2 compact Falcons—the only compact wagons offered by a Big Three car manufacturer. And Ford's Magic Doorgate (swings open for people, flips down for cargo) is standard on all Ford, Torino, and Fairlane wagons, and a low-cost option on Falcon. Whatever you're looking for in a wagon—luxury, low price, real room, true economy—you'll find at your Ford Dealer's!

A. Ford Country Squire—Standard: 302-cu. in. V-8; Synchro-Smooth Drive; Magic Doorgate; Power Doorgate Window; Simulated Wood Body Trim; Die-Cast Grille with Retractable Headlamp Doors; Heavy-Duty Suspension; Lockable Under-Floor Rear Stowage Compartment; Pleated Vinyl Trim; Loop-Pile Carpeting; Ford Twice-A-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** SelectShift, 3 V-8's up to 428 cu. in. **Basic Specifications:** Length—213.9"; Width—78"; Height—57.2". Curb Weight (approx.)—4167 lb.; Wheelbase—119"; Cargo Volume up to 103 cu. ft.

B. Ford's Famous Magic Doorgate—It swings open for people, flips down for cargo. Standard on all Fords, Fairlanes, and Torino wagons; optional on Falcon. Shown here with dual-facing rear seats that are available in Ford Country Squires, Country Sedans and Custom 500 Ranch Wagons.

C. Ford Country Sedan (foreground), Ford Ranch Wagon (background, left), Ford Custom 500 Ranch Wagon (right)—Standard: 240-cu. in. Six; Synchro-Smooth Drive; Full-Width Seats with Foam-Padded Cushions; Courtesy Lighting; Lockable Under-Floor Rear Stowage Compartment; Magic Doorgate; All-Vinyl Interior Trim; Color-Keyed Carpeting. **Options include:** SelectShift, 3 V-8's up to 428 cu. in.

D. Falcon Futura—Standard: 200-cu. in. Six; Synchro-Smooth Drive; All-Vinyl Interior Trim; Full-Width Seats with Foam-Padded Cushions; Color-Keyed Carpeting and Vinyl-Rubber Cargo Area Mat; Courtesy Lighting. **Options include:** SelectShift, V-8's up to 289 cu. in.; Magic Doorgate. **Basic Specifications:** Length—198.7"; Width—74.5"; Height—56.0"; Curb Weight (approx.)—3264 lb.

E. Bronco—Tough 4-wheel drive; room for four, plus gear. Removable upper body. 170-cu. in. Six, standard.

F. Ford Country Squire Interior—This year the Country Squire features the luxury of LTD trim as its standard interior. Pleated-vinyl trim, loop-pile carpeting, simulated wood-grain accents on instrument panel, doors, and padded steering wheel hub.

G. Torino Squire—Standard: 200-cu. in. Six; Synchro-Smooth Drive; Pleated All-Vinyl Interiors; Full-Width Seats with Foam-Padded Cushions; Magic Doorgate; Roll-Down Rear Window; Color-Keyed Carpeting; Courtesy Lighting; Under-Floor Rear Stowage Compartment. **Options include:** SelectShift, V-8's up to 390 cu. in. **Basic Specifications:** Length—203.9"; Width—74.5"; Height—56.0"; Curb Weight (approx.)—3479 lb.; Wheelbase—113". (Important. See page F-15 for additional information.)

1968 FORD WAGONS.
FROM THE WAGONMASTER.



FALCON. 7 MODELS. MORE THAN ANY OTHER COMPACT.

America's all-time economy champ leads the compact field with seven models for 1968. Futura Sports Coupe, Falcon and Futura Club Coupes, Falcon and Futura 4-Door Sedans, Falcon and Futura Wagons. All have the kind of room Americans want in a compact car—big enough for up to six adults—and plenty of luggage space (12.3 cu. ft.). Falcon engines easily handle the cruising and passing speeds necessary for American highways. And Falcon's all-time economy record has never been topped.

Facts about 1968 Falcon. Standard features include: 200-cu. in., 115-hp Six (standard on Futuras); 170-cu. in., 100-hp Six (standard on Falcons); Synchro-Smooth Drive, fully synchronized 3-speed manual transmission; Heater-Defroster; Courtesy Lighting; Suspended Accelerator Pedal; Reversible Keys, "Keyless" Locking; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see this page). **Options include:** 289-cu. in., 195-hp V-8; Select-Shift Transmission; Power Front Disc Brakes; Power Steering, many more.

Basic specifications (excluding wagons): Length—184.5"; Width—73.5"; Height—55"; Trunk Luggage Volume—12.3 cu. ft.; Fuel—16 gal.; Curb Weights (approx.)—Falcon Club Coupe 2797 lb.; 4-Door Sedan 2831; Futura Club Coupe 2802; 4-Door Sedan 2836; Sports Coupe 2830.

A. Futura Sports Coupe—Vinyl-covered roof optional. 200-cu. in. Six, full wheelcovers, smart accent stripe are all standard.

B. Falcon Futura 4-Door Sedan—Room for six passengers; great gas economy.

C. Futura Sports Coupe Interior—Individually adjustable bucket seats, all-vinyl interior, wall-to-wall loop-pile carpeting, all standard.

THE COMPACT CAR FOR A BIG, FAST COUNTRY.



As the leading maker of recreation and towing vehicles, Ford has kept close to America's growing interest in outdoor living on wheels. All the 1968 Fords have been designed with an eye to recreational use, and with the addition of a few designed-for-recreation options, will serve dozens of different recreational needs. Every Ford passenger car is easy riding and roadable, full of Better Ideas that make recreational travel safer and more enjoyable.

Ford, the Wagonmaster, makes station wagon living more fun than ever before, with Better Ideas like the Magic Door-gate that swings out like a door for easy entry or loading, or flips down like a tailgate to serve as a picnic table.

If your fun follows you (in or on a trailer) be sure to hitch it to a Ford. With a few of Ford's options, any of the 48 '68s from Ford can be tailored to tow... with the greatest of ease.

If you like your recreation off the beaten path, don't miss the '68 Ford Bronco. Its rugged, four-wheel-drive versatility and short wheelbase take you where the fun begins... and the roads end! Bronco's built to take it... wherever you take it!

FORD—YOUR PARTNER IN SAFETY

Your safety, and the safety of your family in an automobile represents a partnership involving yourself at the wheel, the manufacturer of your car, traffic control agencies and law enforcement officers, as well as the builders of the highways you share with the 90 million other American drivers.

Ford has been aware of its role in this national safety partnership for a long time, and has spent millions of dollars to incorporate proven safety features in each one of its cars.

The list of Ford Motor Company Lifeguard Design Safety Features built into every 1968 Ford as standard equipment for your protection is impressive. It includes:

Front and rear seat belts with front outboard retractors, energy absorbing instrument panel with padding, padded safety sun visors, double-yoke safety door latches and hinges, positive door lock buttons, outside left rearview mirror, inside day/night, yield-away mirror, two-speed or variable-speed windshield wipers, windshield washers, dual hydraulic brake system with warning light, safety rim wheels and load-rated tires, backup lights, 4-way emergency flasher, turn indicators with lane-changing signal feature, double-thick laminate safety plate glass windshield, energy absorbing arm rests and safety-designed door handles, uniform transmission shift quadrant, corrosion-resistant brake lines, energy absorbing front seat backs, safety-designed radio control push buttons, safety-designed window regulator knobs, self-locking folding seats, side marker lights or reflectors, glare-reducing items in driver's vision, energy absorbing steering column and steering wheel, vehicle structure designed to limit steering column displacement, and safety-designed coathook.

But please remember, no matter how much safety equipment and injury prevention may be built into a car—it cannot be a completely safe vehicle without an intelligent, attentive driver at the wheel. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

ARMCHAIR ESTIMATOR

It's easy to use the Armchair Estimator. At the time the Armchair Estimator went to press (December 15, 1967), the prices shown herein were the current manufacturer's suggested retail prices for the items shown. Prices may have increased since that time. Additionally, shoulder belts which have been optional at \$23.38 will be added as standard equipment after January 1, 1968. When you have priced out the model with the equipment you want, be sure to check with your dealer for the current prices.

Here are the simple steps to follow in estimating the manufacturer's suggested retail price for your new Ford car...

- Write in the price of the 1968 Ford of your choice.
- Write in the total price of the options you want.
- Add 1 and 2. That's the manufacturer's suggested retail price of your 1968 Ford.
- Now make a rough guess of the trade-in value of your present car. (Your Ford Dealer can give you an exact, professional appraisal, of course.)
- Subtract 4 from 3. This is your Armchair Estimated Price of a 1968 Ford with trade-in.
- If you prefer to make monthly payments, here's how to figure them: Begin with the price from No. 5, then multiply it by the appropriate factors listed at right.
- Take this estimate to your Ford Dealer. Ask him for his figure. We think you'll be pleasantly surprised—there's never been a better time to save money on a new Ford!

FORD	
Custom 2-Door Sedan	\$2,560.77
Custom 4-Door Sedan	2,618.65
Custom 500 2-Door Sedan	2,675.74
Galaxie 500 4-Door Sedan	2,717.86
Galaxie 500 2-Door Hardtop	2,841.05
Galaxie 500 2-Door Fastback	2,892.56
Galaxie 500 4-Door Hardtop	2,857.83
Galaxie 500 4-Door Hardtop	2,912.90
Galaxie 500 Convertible	3,108.48
XL 2-Door Fastback	2,962.22
XL Convertible	3,213.93
LTD 4-Door Sedan (210-hp V-8 std.)	3,111.83
LTD 2-Door Hardtop (210-hp V-8 std.)	3,129.87
LTD 4-Door Hardtop (210-hp V-8 std.)	3,182.46
Ranch Wagon	2,976.95
Custom 500 Ranch Wagon	3,040.31
Custom 500 Ranch Wagon with dual-facing rear seats	3,152.74
Country Sedan	3,158.19
Country Sedan with dual-facing rear seats	3,271.67
Country Squire (210-hp V-8 std.)	3,515.77
Country Squire with dual-facing rear seats (210-hp V-8 std.)	3,595.87
(All models, except where noted, equipped with 150-hp Six engine.)	
Optional Equipment	
302-cu. in., 210-hp V-8	\$ 106.72
390-cu. in., 265-hp V-8, in LTD's, Squires \$78.25; others	184.97
390-cu. in., 315-hp V-8, in LTD's, Squires \$158.08; others	264.80*
428-cu. in., 340-hp V-8, in LTD's, Squires \$244.77; others	351.49

SelectShift Cruise-O-Matic with Six \$191.13; with 210-hp V-8	200.85
SelectShift with 265-hp V-8 \$223.03; with 315-hp V-8 and 340-hp V-8	233.17
4-Speed Manual Transmission (on 315-, 340-hp V-8's, N.A. wagons)	184.02
Power Front Disc Brakes (std. GT Equip. Group)	64.77
6-Way Power Driver's Seat (with XL bucket seats & console)	84.25
6-Way Power Full-Width Front Seat (N.A. with 4-Speed Manual Transmission)	94.75
Bucket Seats and Console (XL's only)	90.68
Power Steering	94.95
Power Windows (N.A. Custom, Custom 500 sedans, Ranch Wagon, Custom 500 Ranch Wagon)	99.94
Power Tailgate Window (std. on Country Squires and all wagons with dual-facing rear seats)	31.62
Power Door Locks, 2-Door models \$45.39; 4-Door models	68.67
GT Equipment Group (in XL's with 265-hp V-8 & higher; N.A. optional wheel covers, suspensions, tires)	204.64
Limited-Slip Differential	41.60
Tinted Windows & Windshield	42.12
Convenience Group (N.A. on XL Convertible)	32.44
Fingertip Speed Control (SelectShift & V-8 required)	73.83
SelectAire Conditioner (V-8 required)	368.72
LTD Brougham Interior with Twin-Comfort Lounge Seats (Hardtops only, N.A. 4-Speed)	190.42
LTD Brougham Interior	112.69
Remote-Control Outside Mirror (left-hand side)	9.58
Comfort-Stream Ventilation (N.A. with SelectAire)	40.02
Luggage Rack (wagons) \$46.55; Deluxe Adjustable	63.08
Push-Button AM Radio	61.40
Push-Button AM/FM Stereo Radio	181.36
Stereo-Sonic Tape System (requires AM Radio, N.A. with AM/FM Stereo Radio)	133.86
Rear Window Defogger (N.A. wagons & convertibles)	21.27
Vinyl-Covered Roof, 2-Door Hdtps. \$84.99; 4-Door Hdtps. & LTD 4-Door Sedan	94.05
Wheel Covers (std. on XL's, LTD's, Squires and models with Exterior Decor Group; N.A. with GT Equip. Group)	21.34
Typical Wide-Oval Tire Option	85.09
Typical Whitewall Tire Option	35.47
Tilt Steering Wheel (requires power steering & SelectShift)	42.76

TORINO/FAIRLANE

Fairlane 2-Door Hardtop	\$2,433.04
Fairlane 4-Door Sedan	2,440.43
Fairlane 500 2-Door Hardtop	2,567.89
Fairlane 500 4-Door Sedan	2,520.15
Fairlane 500 2-Door Fastback	2,542.56
Fairlane 500 Convertible	2,822.24
Torino 2-Door Hardtop	2,687.14
Torino 4-Door Sedan	2,664.73
Torino GT Fastback (210-hp V-8 std. f.)	2,742.84
Torino GT 2-Door Hardtop (210-hp V-8 std. f.)	2,768.17
Torino GT Convertible (210-hp V-8 std. f.)	3,020.40
Fairlane Wagon	2,747.21
Fairlane 500 Wagon	2,857.34
Torino Squire Wagon	3,008.35
(All models, except where noted, equipped with 115-hp Six engine.)	
†Effective January 1, 1968, 289-cu. in., 195-hp V-8 standard.	

Optional Equipment

302-cu. in., 210-hp V-8	\$ 105.63
390-cu. in., 265-hp V-8 on GT's \$78.25; all others	183.88
390-cu. in., 325-hp V-8 on GT's \$158.08; all others	263.71*
SelectShift Cruise-O-Matic with Six	191.13
SelectShift with 210-hp V-8 \$200.85; with 265-hp V-8 \$223.03; with 325-hp V-8	233.17
4-Speed Manual Transmission (V-8's only; N.A. wagons)	184.02
Power Front Disc Brakes (required on GT's with 390 V-8's)	64.77
Power Steering	94.95
Power Windows	99.94
Power Tailgate Window	31.62
Tinted Windows & Windshield	34.97
SelectAire Conditioner (radio required; N.A. in 6-cyl. wagons)	360.30
Bucket Seats (500 & GT hardtops, fastbacks, convertibles)	110.16
Comfort-Stream Ventilation (N.A. SelectAire)	15.59
Push-Button AM Radio	61.40
Push-Button AM/FM Stereo Radio	181.36
Convenience Group (includes electric clock)	47.92
Electric Clock	15.59
Remote-Control Outside Mirror (left-hand side)	9.58
Wagon Third Seat	53.18
Vinyl-Covered Roof (hardtops, sedans)	84.99
Wheel Covers (standard on Torino)	21.34
Typical Wide-Oval Tire Option (N.A. wagons)	64.43
Typical Whitewall Tire Option	34.45

MUSTANG

Hardtop	\$2,578.60
Convertible	2,814.22
2+2	2,689.26
(All models equipped with 115-hp Six engine.)	

Optional Equipment

289-cu. in., 195-hp V-8	\$ 105.63
302-cu. in., 230-hp V-8	171.77
390-cu. in., 325-hp V-8	263.71*
SelectShift Cruise-O-Matic with Six \$191.13; with 195-hp & 230-hp V-8's	200.85
SelectShift with 325-hp V-8	233.17
4-Speed Manual Trans. with 195-hp and 230-hp V-8's with 325-hp V-8	184.02
Power Front Disc Brakes (V-8's only; required with 325-hp V-8 on GT Equipment Group)	64.77
Power Steering	84.47
Power Convertible Top	52.95
Convertible Glass Backlite	38.86
GT Equipment Group (with 230-hp V-8 or 325-hp V-8 with power disc brakes; N.A. Sports Trim Group or optional wheel covers)	146.71
Tachometer (V-8 only)	54.45
Limited-Slip Differential (V-8's only)	41.60

Tinted Windows and Windshield	30.25
Convenience Group (console required with SelectAire)	32.44
Fingertip Speed Control (with V-8 & SelectShift)	73.83
Remote-Control Outside Mirror (left-hand side)	9.58
SelectAire Conditioner	360.30
Push-Button AM Radio \$61.40; AM/FM Stereo Radio	181.39
Stereo-Sonic Tape System (AM Radio required)	133.86
Sport Deck Rear Seat (2+2 only)	64.77
Full-Width Front Seat (Hardtop & 2+2, N.A. console)	32.44
Tilt-Away Steering Wheel	66.14
Center Console (radio required)	53.71
Interior Decor Group, (Convertible, models with full-width front seat) \$110.16; others without full-width front seat	123.86
Two-Tone Hood Paint	19.48
Accent Paint Stripe	13.90
Vinyl-Covered Roof (Hardtop only)	74.36
Wheel Covers (N.A. with GT Group or V-8 Sports Trim Group)	21.34
Deluxe Wheel Covers (N.A. with GT Group or V-8 Sports Trim Group)	34.33
Typical Wide-Oval Tire Option (with V-8 only)	78.53
Typical Whitewall Tire Option	33.31

FALCON

Club Coupe (100-hp Six std.)	\$2,228.32
4-Door Sedan (100-hp Six std.)	2,277.84
Futura Club Coupe	2,392.26
Futura 4-Door Sedan	2,433.07
Futura Sports Coupe	2,518.19
Falcon Wagon	2,593.49
Futura Wagon	2,704.61
(All models, except where noted, equipped with 115-hp Six engine.)	

Optional Equipment

200-cu. in., 115-hp Six, over 170-cu. in., 100-hp Six	\$ 25.91
289-cu. in., 195-hp V-8, over 100-hp Six \$131.54; over 115-hp Six	105.63
SelectShift Cruise-O-Matic with Six \$171.39; with V-8	189.66
Power Front Disc Brakes (N.A. 6-cyl. sedans & 6-cyl. Sports Coupe)	64.77
Power Steering	84.47
Power Tailgate Window	31.62
Limited-Slip Differential	41.60
Tinted Windows and Windshield	30.73
SelectAire Conditioner (N.A. with 100-hp Six or 6-cyl. wagons; radio required)	360.30
Remote-Control Outside Mirror (left-hand side)	9.58
Magic Door-gate (wagons only)	45.39
Luggage Rack (wagons only)	44.44
Push-Button AM Radio	61.40
Vinyl-Covered Roof (2-door only)	74.19
Wheel Covers (std. on Sports Coupe)	21.34
Typical Whitewall Tire Option	32.47

THUNDERBIRD

2-Door Hardtop	\$4,638.91
2-Door Landau	4,768.36
4-Door Landau	4,847.28
(All models equipped with 315-hp V-8 engine. Effective January 1, 1968, 429-cu. in., 360-hp V-8 standard.)	

Optional Equipment

429-cu. in., 360-hp V-8	\$ 53.18
Power Retracting Antenna	28.97
6-Way Power Driver's Seat (with bucket seats)	97.32
Bucket Seats & Console	64.77
Power Windows	103.95
Tinted Windshield and Windows	47.49
Highway Pilot Control (Tilt-Away Steering Wheel required)	97.21
Tilt-Away Steering Wheel	66.14
Front Cornering Lights	33.70
Convenience Group, 4-Door \$101.10; 2-Door	77.73
SelectAire Conditioner	427.07
SelectAire with Automatic Climate Control	499.22
AM Radio/Stereo-Sonic Tape System	128.49
Reclining Passenger Seat	41.49
AM/FM Stereo Radio	150.29
Brougham Cloth Interior Trim: 2-Door with Bucket Seats \$129.54; 4-Door with Bench Seats	161.98
Brougham Leather and Vinyl Upholstery (requires bucket seats)	194.31
Wheel Covers, Styled Steel \$35.70; Deluxe	57.08
Typical Whitewall Tire Option	43.12

AND THERE ARE MORE BETTER IDEA OPTIONS

BY THE SCORE! Your Ford Dealer can tell you all about them, their availability and prices. See him, too, for four versatile Broncos and the full line of great '68 Ford Trucks. Your Ford Dealer has all the better ideas this year!

*Heavy-Duty 3-Speed Manual Transmission (\$79.20) or other optional transmission required
N.A.—Not Available

IMPORTANT NOTICE— The prices shown on this page are manufacturer's suggested retail prices. The same prices will appear on each vehicle in your Ford Dealer's showroom. Optional equipment prices are based on factory installation of options except as noted otherwise. Some illustrations in this guide show cars with items that are optional at extra cost. Transportation charges, gasoline, license and title fees, and state and local taxes, are not included. At the time of printing this guide, all car prices, product information, and specifications were in effect and correct. Ford Division of Ford Motor Company reserves the right to change prices, product specifications and designs at any time, however, without notice and without incurring obligation.





THUNDERBIRD.
 2-DOOR. 4-DOOR.
 6-PASSENGER ROOM.

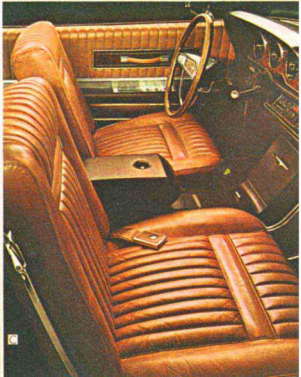
The car that is unique in all the world once again outdistances all other personal luxury cars. This year, the Bird offers you more choice than ever. Choice of models—2-Door Hardtop, 2-Door Landau and 4-Door Landau. Choice of front seating plans—buckets or new full-width bench seats. Choice of passenger room (4, 5 or 6). What other personal luxury car offers you so much?

Facts about 1968 Thunderbird. Standard features include: 390-cu. in., 315-hp V-8 (effective 1/1/68; 429-cu. in. 360-hp V-8 will be installed as standard and the 390 discontinued); SelectShift, works both automatically and manually; Power Steering; Reversible Keys, "Keyless" Locking; Lighted Ignition Switch; Full-Width 3-Passenger Front Seat; AM Radio; Heater-Defroster; Comfort-Stream Ventilation; Suspended Accelerator Pedal; Lighted Glove Box; Map Light; Instrument Panel Courtesy Light; Power Brakes; Front Disc Brakes, Drum-Type Rear Brakes; Sequential Turn Signals; Ford Twice-a-Year Maintenance; Standard Ford Motor Company Lifeguard Design Safety Features (see page F-14). **Options include:** Tilt-Away Steering Wheel; Bucket Front Seats and Console; Power Windows; 6-Way Power Front Seat; SelectAire Conditioner; Automatic Climate Control; Rear Window Defogger, many more.

A. Thunderbird 4-Door Landau (front), 2-Door Landau (rear).
B. New standard Full-Width Front Seat—Room for three up front. Lower transmission tunnel gives center passenger more leg room.

C. Optional Flight Bucket Seats, shown with Brougham leather and vinyl interior, available in saddle or black.

(Important. See page F-15 for additional information.)



THUNDERBIRD—UNIQUE IN ALL THE WORLD.