

MAKE YOUR
RESERVATIONS
NOW ...

1968 Ford CARS & TRUCKS For Recreation



ABOUT THIS BOOKLET...

Students of American culture and ways of life will likely look back on the Sixties as the decade of the Outdoor Recreation Explosion . . . when millions of Americans moved their free-time fun outdoors and put it on wheels.

You may have already participated in the national trend to Four Seasons of outdoor fun . . . or you may be just ready to discover what it's all about. Ford—America's recreation vehicle leader—has been tuned into the nation's surging appreciation of outdoor recreation from the very start.

Ford has the equipment for you, as shown in this booklet . . . and your Ford Dealer will give you assistance on ordering the right vehicle and equipment for your outdoor fun.

1968 Ford

FLAGSHIP OF AMERICA'S NO. 1 RECREATION FLEET...

Quiet . . . strong . . . beautiful . . . the 1968 Ford is the car to go and tow where the fun is. It's a great road car.

Ford, its powerful engines teamed with rugged high-capacity, smooth-operating transmissions, is better built . . . better

equipped . . . for reliable trailer towing. Trailer users can get top performance and the economy of regular fuel with the 390 2-V Thunderbird V-8 power plant, optional on all Ford models.

Ford's exclusive Select-Shift Cruise-O-Matic transmission is fully automatic. It likewise affords manual shifts in low, and intermediate gear is especially handy for getting under way with a heavy load and for braking down steep hills.

New-design, power front disc brakes give better control in braking situations. The new floating-caliper design produces self-alignment of the brake pads and equalized braking pressure. Result: Cooler operating and more fade-free braking. Power front disc brakes are optional on all models.

You can get the ultimate in trailer-towing capacity by ordering the 1968 Ford Trailer Towing Package, consisting of (1) Heavy-duty rear suspension; (2) Heavy-duty fade-resistant brakes, and (3) An Extra-Cooling Package. This Trailer Towing equipment package is available only on Fords outfitted with Cruise-O-Matic and the 390-2V, 390-4V or 428 V-8 engine.

There's an award-winning field of 21 big, bold, beautiful models to choose from for your Recreation Fun . . . all of them loaded with "Better Ideas From Ford."



HITCH UP WITH A THOROUGHbred—

1968 Thunderbird

In the automotive world, you will find no car more luxurious for trailering and towing than the 1968 Thunderbird.

In addition to several new and exciting Better Ideas in styling and personalized comfort, there's more thunder in the 'Bird. The standard 390 V-8, with 315 horsepower, is more than adequate for most trailer-towing assignments—and more power options climb all the way to an all-new, optional, 429 cubic-inch V-8 engine, producing 360 horsepower . . . the ultimate in responsive towing and trailering performance.

This great engine is paired up with the smooth-as-silk Select-Shift Cruise-O-Matic transmission that is fully automatic. The Thunderbird air-conditioning option is available with a separate Automatic Climate Control. The driver simply selects the temperature he prefers—just as he sets the thermostat in his house—and the air conditioner automatically heats or cools the car to maintain the desired temperature.

And Thunderbird still offers one of the most comprehensive lists of standard luxury features of any car in America!

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES ARE STANDARD EQUIPMENT ON ALL MODELS OF FORD, FAIRLANE, FALCON, MUSTANG AND THUNDERBIRD CAR LINES.

- Dual hydraulic brake system with warning light.
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars.
- Energy-absorbing steering column and steering wheel.
- Energy-absorbing armrests and safety-designed door handles.
- Front and rear seat belts with front outboard retractors.
- Turn indicators with lane-changing signal feature.
- Inside day/night, yield-away, windshield-mounted rearview mirror.
- Energy-absorbing instrument panel with padding.
- Padded safety sun visors.
- Padded windshield pillars.
- Two-speed or variable-speed windshield wipers.
- Windshield washers.
- Double-thick laminate safety-glass windshield.
- Double-yoke safety door latches and safety hinges.
- Positive door lock buttons.
- 4-Way emergency flasher.
- Back-up lights.
- Side marker lights or reflectors.
- Padded energy-absorbing front seat backs.
- Self-locking folding seats (2-door models).
- Vehicle structure designed to limit steering column displacement.
- Safety-designed coat hooks.
- Safety-designed window regulator knobs.
- Safety-designed radio control pushbuttons.
- Padding on back of second seat in station wagons.
- Outside rearview mirror, driver's side.
- Safety rim wheels and load-rated tires.
- Corrosion-resistant brake lines.



1968 FORD TOWING RECOMMENDATIONS

SAE TRAILER CLASS	CLASS I (6)	CLASS II (6)	CLASS III (6)
Trailer Weight	Up to 2000 lb.	2000 to 3500 lb.	3500 to 5000 lb.
Static Tongue Load	Up to 200 lb.	200 to 500 lb.	500 to 600 lb.
Engine	Standard	390-2V CID	390-2V, 390-4V CID or 428 CID
Transmission	SelectShift Cruise-O-Matic	SelectShift Cruise-O-Matic	SelectShift Cruise-O-Matic
Axle Ratio (1)	3.00:1 or 3.25:1	3.25:1	3.25:1
(2) Wheels	Standard	Standard	Station Wagon—Standard All Others—Use 6" Wheel
Brakes	Power	Power Disc (Front)	Power Disc (Front)
Suspension	Standard	Heavy-Duty Springs & Shock Absorbers	Heavy-Duty Springs & Shock Absorbers
Cooling System	Standard	Extra Cooling Package (3)	Extra Cooling Package (3)
Alternator	Standard (42 Amp.)	Heavy-Duty (55 Amp.)	Heavy Duty (55 Amp.) (4)
Battery	Standard (45 Amp-Hr)	Standard (45 Amp-Hr)	Heavy Duty (70 Amp-Hr) (80 Amp-Hr)
Air Springs	Optional	Recommended	Recommended
Trailer Hitch Type	Rotunda	Load Equalizing Frame Attached (5)	Load Equalizing Frame Attached (5)

- NOTES:
- (1) Limited-Slip Differential available (see RPO listing).
 - (2) 15 x 5 1/2" rim wheel standard with RPO disc brakes.
 - (3) a. Extra Cooling Package includes radiator, fan, and pulley combinations as necessary to meet engine cooling system requirements.
b. Air conditioning system contains maximum available engine cooling components.
 - (4) 55-amp. alternator standard with SelectAire Conditioner.
 - (5) a. Load equalizing frame attached trailer hitch is required for all Class II and III trailers with tongue load in excess of 200 lb.
b. Axle attached hitches are not recommended.
 - (6) SAE gross trailer weight—fully loaded.

1968 THUNDERBIRD TOWING RECOMMENDATIONS

SAE TRAILER CLASS	CLASS I (4)	CLASS II (4)	CLASS III (4)
Trailer Weight	Up to 2000 lb.	2000 to 3500 lb.	3500 to 5000 lb.
Static Tongue Load	Up to 200 lb.	200 to 400 lb.	Up to 600 lb.
Engine	390 V-8 or 429 V-8	390 V-8 or 429 V-8	390 V-8 or 429 V-8
Transmission	SelectShift Cruise-O-Matic	SelectShift Cruise-O-Matic	SelectShift Cruise-O-Matic
Axle (1)	3.00 to 1 Ratio	3.00 to 1 Ratio	3.00 to 1 Ratio
Wheels and Tires (5)	Standard	Standard	Standard
Brakes	Standard	Standard	Standard
Suspension	Standard	Heavy-Duty Springs & Shock Absorbers	Heavy-Duty Springs & Shock Absorbers
Cooling System (2)	Standard	Standard	Extra Cooling Package
Alternator	Standard	Standard	Standard
Battery	Standard	Standard	Standard
Wiring	Modify as Necessary	Modify as Necessary	Modify as Necessary
Hitch	Rotunda	Load Equalizing Frame Attached (3)	Load Equalizing Frame Attached (3)

- NOTES:
- (1) Limited-Slip Differential available (see RPO listing).
 - (2) Extra Cooling Package (RPO; standard with air conditioning) includes radiator, fan, and ratio combinations as necessary to meet more severe engine cooling requirements.
 - (3) a. A load equalizing frame-attached trailer hitch is required for all Class II and III trailers with tongue load in excess of 200 lb.
b. Axle-attached hitches are not recommended.
 - (4) S.A.E. gross trailer weight—fully loaded.
 - (5) Tire inflation and vehicle loading practices as outlined on tire inflation decal and in the Owner's Manual should be observed.



TORINO-STYLE TOWING IN A 1968

Fairlane...

The Fairlane line of intermediate cars for 1968 offers a beautiful blend of luxury, economy and towing practicality. Ford's newest bright idea—Torino—is trim enough to handle like a sports car, yet big enough to tow with authority to spare.

Just give this 1968 Fairlane the muscle recommended in the chart below . . . the extra-cooling package, power front disc brakes, heavy-duty brake lining, power steering, heavy-duty alternator and battery for towing Classes I & II loads up to 3,000 pounds. And it will do a man-size job of towing a load right up to 3,500 pounds,

when you add other heavy-duty equipment and a 390 2V or 4V engine.

There's new power and performance in the 1968 Fairlanes. The new Challenger 302 V-8, with 210 horses and 300 ft.-lbs. of torque, is the new, optional, base V-8 for all Fairlanes except the Torino GT, on which it is standard. This all-new engine has more power and greater towing durability for extra driving pleasure.

This Challenger engine, with Select-Shift Cruise-O-Matic, is great for those cold-weather trailering starts in the mountains and ski country.

An equalizing-type frame hitch, combined with the options recommended in the table, lets the Fairlane tow trailers up to 3,500 pounds, and handle static tongue loads up to 350 pounds.

Your Ford Dealer can tailor a full range of comfort and convenience options to equip any Fairlane to the level of recreation luxury you desire.

NOTES:

- (1) Includes radiator, fan and pulley combinations necessary to meet cooling requirements. (Available on DSO Procedure.)
- (2) Standard on models with 390 engines.
- (3) HD brakes standard on models with 390 engines.
- (4) HD 55-ampere alternator required when trailer has self-contained battery. Standard with SelectAir conditioner. (HD 55-amp alternator available on DSO procedure.)
- (5) Limited-Slip differential available. (See RPO listing)
- (6) Recommend using load-equalizing type hitch with trailers close to 2000 lb. and 200 lb. tongue load.

1968 Falcon

ECONOMY CAR FOR A BIG, FAST COUNTRY!



All of the things that have made Falcon America's economy champ are back again in 1968—even more handsomely. The Falcon formula stays the same: Combine big interior space, trunk space and a ride to challenge many bigger cars. And keep the trim, compact size that makes for agile towing, handling, parking and garaging.

The all-out economy of the standard six-cylinder—with Cruise-O-Matic transmission and otherwise standard equipment—is adequate for towing loads up to 1,000 pounds. If you're planning on towing up to 2,000 pounds, then order more power and performance with either the 289 V-8 engine or the new 302 V-8, plus the extra-cooling package, larger tires, power brakes, power steering, and other heavy-duty items

When you install these options and other items recommended in the table to the right, your Falcon will tow up to 2,000 pounds with static tongue loads of 200

pounds. Your Ford Dealer will fill you in . . . on seven versions of Falcon pleasure in lighter load towing.

1968 FALCON TOWING RECOMMENDATIONS

SAE TRAILER CLASS	CLASS I	
	Up to 1000 lb.	1000 to 2000 lb.
Fully Loaded Trailer Weight	Up to 100 lb.	100 to 200 lb.
Static Tongue Load	Up to 100 lb.	100 to 200 lb.
RPO Equipment	Minimum	Recommended
Engine—cu. in.	200 Six	289 or 302 V-8
Transmission	SelectShift	SelectShift
	Cruise-O-Matic	Cruise-O-Matic
Axle Ratio	3.20:1	3.00:1
Radiator and/or Fan	Standard	Extra Cooling Package(1)
Tires (Station Wagon)	Standard	7.35 x 14 (8 PR)
(All Others)	Standard	7.35 x 14 (4 PR)
Suspension (springs and shocks)	Standard	Heavy-Duty (2)
Brakes	Standard	Power
Brake Lining	Standard	Standard
Steering	Standard	Power
Alternator	Standard	Heavy Duty
Battery	Standard	Heavy Duty
Hitch	Rotunda	Load-Equalizing Frame Attached (3)

NOTES: (1) (Available on DSO Procedure) (2) Includes HD front and rear springs & shocks. (3) Axle attached hitches are not recommended.

Only Mustang '68... MAKES IT HAPPEN!



You can have the best of both worlds when you tow lighter loads with Mustang '68 . . . traveling there in the most exciting-looking car on the road that is ideal for boat and tent-trailering.

The fun-loving weekend crowd can hitch up a Mustang '68—with no special equipment other than an extra-cooling package—and tow loads up to 2,000 pounds with static tongue loads up to 200 pounds.

However, it is highly recommended, if you desire your Mustang to pull this weight handily, that you outfit it with special equipment outlined in the table. This recommended equipment includes the 289 V-8 or 302 V-8 engine; power front disc brakes; power steering; heavy-duty alternator and battery; and the performance-handling package that features adjustable air springs for variable support of heavy rear-end loads. You'll enjoy improved riding and handling with your boat or

tent trailer. Your Ford Dealer will show you how. Installation of the Class I Rotunda hitch recommended. When you seek something extra in light-hearted outdoor fun, only Mustang makes it happen.

1968 MUSTANG TOWING RECOMMENDATIONS

SAE CLASS I TRAILERING	Gross Trailer Weight up to 2000 lb.	
	Static Tongue Load up to 200 lb.	Minimum Recommended
Minimum Engine—cu. in.	200 Six	289 or 302 V-8
Transmission	SelectShift	SelectShift
	Cruise-O-Matic	Cruise-O-Matic
Engine Cooling	Extra Cooling Package	Extra Cooling Package
Axle Ratio	Standard	3.00:1
Tires	6.95 x 14	Standard
Brakes	Standard	Power-Disc
Steering	Standard	Power
Alternator	Standard	Heavy Duty
Battery	Standard	Heavy Duty
Hitch	Rotunda	Rotunda
Suspension	—	Handling Package (1)

NOTES:

*When maximum loads are towed. (1) Adjustable Air Springs.



HERE ARE SOME PROFESSIONAL TIPS ON—

Trailering & Trailer Hitches

TRAILERING IS FUN!

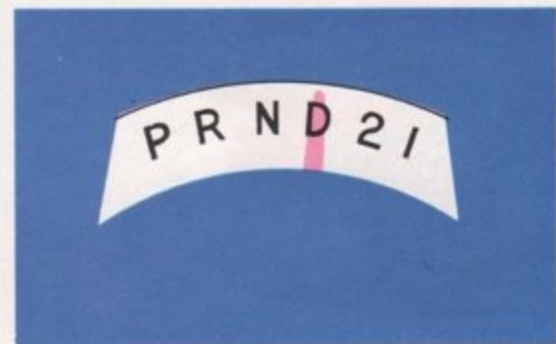
It's Easy! Easy trailering begins with the proper tow car, the proper hitch, and a trailer loaded for more or less even weight distribution. In about half an hour of practice, anyone who can learn to drive a car can learn to tow a trailer. Backing calls for some practice, but it's mainly a matter of allowing for the extra length, and remembering that the trailer will turn in a direction opposite to that of the car's wheels.

You can practice parking a trailer in a supermarket lot on a Sunday or holiday. Or, tow your trailer out on a seldom-used side road for parking practice until it comes readily.

SHIFTING TECHNIQUES

(All Cruise-O-Matic Transmissions)

Today's modern roads, new advancements in machinery, and the sheer weight of the number of people on our roads make it imperative that you move with the traffic in the safest manner possible. Proper operation of the three-speed automatic transmission is a vital element in this safety.



Under normal driving conditions, the automatic transmission shift points are controlled by throttle position and engine vacuum. When pulling a travel trailer, some added techniques should be understood.

With all Cruise-O-Matic transmissions, placing the indicator on "D" allows a shift from first to second to high—automatically. When you place the indicator on "2", you lock the transmission in second (useful for start-up on sand or ice). When you put the indicator on "1", you lock the transmission in low (best for trailer-towing starts).

Now, let us start at the very beginning.

With the gear shift lever indicating "P" for Park (and your Park or hand brake on), you start the engine. Form the habit of starting with the lever in Park position, even though you can start the engine with the indicator on "N" or neutral. Starting on "P" gives the

advantage of having the transmission gears locked to prevent movement of your rig in either forward or reverse direction.

Next, release the hand brake. Put your left foot on the foot brake, and move the shift lever to the direction you desire—either forward or reverse.

Let's assume you want to go forward.

Move the indicator to "1" or low gear (the furthest position to the right). Release your foot brake . . . and gently, but surely, apply pressure on the accelerator as you pull away. Don't apply too much foot pressure on the accelerator, or you will spin your wheels.

As you move away from the curb, you eventually reach a speed of 20-25 mph. Before you reach 30 mph (avoid excessive speed in "1" or low gear), move the indicator from "1" to "2" . . . (which shifts the transmission manually from first to second). After your speed rises above 30 mph, shift the lever to "D" and allow the transmission to go into high for the best fuel economy and performance.

Let's assume you are rolling along at 50 mph, and you notice traffic in front of you slowing down for a traffic light. Here is the recommended procedure: Reduce the foot pressure on your accelerator and put the gear selector in "2". This locks the transmission in second gear. On all '68 Ford cars, it will stay in second until you change the lever position. This procedure gives you immediate braking power from engine compression, and saves wear and tear on your brakes. With your trailer under complete control, you can now begin to apply your brakes. To summarize, down-shift to second as you approach traffic—or a traffic light—and then tap your brakes as necessary.

Now, let's imagine you are rolling along on open highway, and you spot curves ahead. You may, if necessary, do the same thing . . . down-shift into second and stay there until the road straightens out. Just remember—"D to 2" and "2 to D."

The same procedure applies as you're approaching a hill. Down-shift to second right now! Maintain sufficient accelerator pressure to keep your road speed.

If you see a steep downgrade ahead, drop the gear down a notch into position "1". Reduce your road speed. As you get below 15-20 mph, the transmission will automatically shift to low gear—and you are ready to

descend. Always take it easy when going down hill—you have some weight behind you.

For starting up from a dead stop on a hill, keep your left foot on the service brake. Steadily apply pressure on the accelerator with your right foot—and slowly relax the pressure on the brake pedal as you feel the wheels take hold. Feed more gas as you move forward.

If you are ever stuck in sand or snow, put light pressure on the accelerator and move the selector from Reverse to Drive and back again for a "rocking" motion . . . and you should be free and loose in a short time.

In summary, following these suggested shifting techniques with the Select-Shift Cruise-O-Matic will provide better control, efficiency and performance.

The Select-Shift Cruise-O-Matic is designed to save you work and save your equipment. You will have better control of your rig at all times by observing these suggestions.

STOPPING

Stop smoothly and gradually to maintain good control of your trailer. Keep a "safe distance" behind the vehicle ahead (one car and trailer length for each 10 mph) for ample stopping room.

TURNING

Allow for more clearance by driving slightly beyond the turning point before you turn the wheel. Also, slow down well before reaching a turn. It saves gas and reduces brake lining wear. It also helps car and trailer track on curves with a minimum of steering effort. Always signal your intention to turn.

BACKING UP

Practice here will help. Back very slowly and remember that the back of the trailer will move to the opposite side from the back of the tow vehicle. Don't turn the steering wheel too much or hold it turned too long. Make small corrections as needed.

One tip for controlling direction: put your hand on top of the steering wheel. To back the trailer to the left, move your hand (and steering wheel) clockwise. To back the trailer to the right, move your hand (and steering wheel) counterclockwise.

PASSING

With a trailer you take up more road space and have less acceleration capability, so

allow for more distance and more time when you want to overtake a car. Be sure there's ample clear distance ahead before you start.

After passing, allow enough clearance for your trailer before you signal and move back into your proper lane. Avoid quick maneuvers which may sway or tilt the trailer and make control difficult.

BEING PASSED

When a bus or semi-trailer passes you, air turbulence may make your car and trailer swerve. Avoid applying the brakes. Instead, maintain speed and apply steady offsetting steering pressure. Accelerating slightly may help. When a vehicle on your side passes, yield space ahead to permit the passer's re-entry into your lane.

SKIDS

By turning the front wheels in the direction of the skid, you can counteract the skid. If the car's rear wheels skid to the right, turn the steering wheel clockwise to the right. Also, apply trailer brakes independently. Don't apply vehicle brakes until the skid is reduced; then apply the brakes lightly.

SAFETY TIP ON LONG CLIMBS

If overheating occurs, pull off the road and come to a stop. Shift the transmission into "Park" or "Neutral" and run the engine at idle. If you are within reach of water, pour water on the radiator to cool it gradually.

Caution: Do not remove the radiator cap. The liquid in an overheated radiator is scalding hot . . . and stays hot for a considerable period of time.

SOME POINTERS ON TRAILER HITCHES

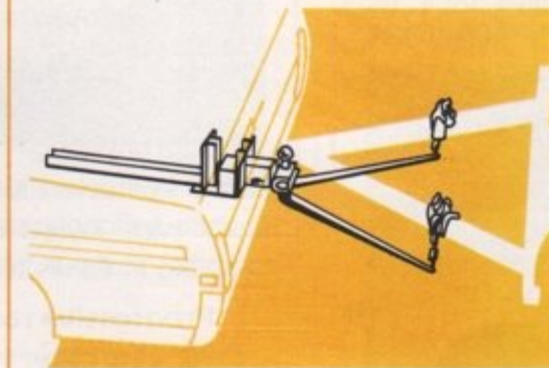
Ford cars have built-in ability to haul most light trailers with no special equipment other than a proper hitch and a hook-up for lights. Clamp-on single-point "bumper" hitches should not be used. However, "bumper" trailer hitches which attach to the bumper face bar at the two jack-points, rather than at the center, are generally satisfactory. Included in this category are the hitches such as those furnished by many trailer rental companies.

While the above type hitches are satisfactory for static tongue loads under 200 pounds, for heavier static tongue loads, a load-equalizing hitch is required.

FRAME HITCH

(load-equalizing type)

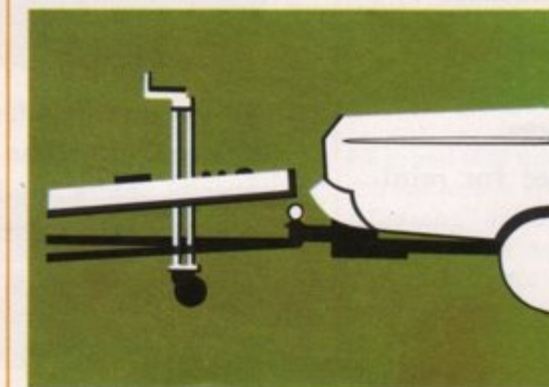
When a tongue load will exceed 200 pounds, it is necessary to install a load-equalizing type hitch. This hitch, attached to the frame, distributes part of the trailer tongue load to each of the vehicle wheels and part of it back to the trailer wheels.



It therefore equalizes the tongue load (weight resting on the hitch) to both the trailer and towing vehicle to keep the trailer level and provide easier handling, more comfortable and safer traveling.

Most equalizing-hitch ball platforms can be adjusted for height when installed, so that the trailer will ride level with the towing vehicle.

Note: Axle hitches are not recommended.



HITCHING THE TRAILER

Use the trailer jack to raise the trailer coupling above the towing ball.

Back the towing vehicle into place and lower the trailer coupler over the ball and lock. Next, raise the trailer front-end and rear of the towing vehicle high enough on the trailer jack to install both torsion arms into position and secure the hitch pins, electric or hydraulic connections, and safety chains.

SAFETY CHAINS

Connect chains so that the slack on each side is the same. Leave enough slack on each side to permit proper turning. Crossing chains under the tongue will prevent the tongue from dropping to the road, and will help maintain control in case there's a coupling failure.

Use only coil-steel welded chain. Do not do any welding on the chain. Use it as it comes from the chain manufacturer. Here are chain size specifications:

Class I Trailers
trade size: 3/4 inch

Class II Trailers
trade size: 1/2 inch

Class III Trailers
trade size: 3/8 inch

UNHITCHING THE TRAILER

Unhitching is easy when the proper sequence is followed. Use the trailer jack to raise the trailer front as you do when hitching up. This releases tension on the torsion arms and allows removal of the hitch components.

CAUTION: Never try to release components until all tension is off the torsion arms.

Next, lower the coupler, release the towing ball, and then unhook all other connections.

When you decide to park your trailer, lower the trailer jack until the trailer is reasonably level. Inside appliances, such as an LP-Gas refrigerator, must be level to work properly. Leveling jacks, a normal part of trailer equipment, make it easy for you to get the trailer level.

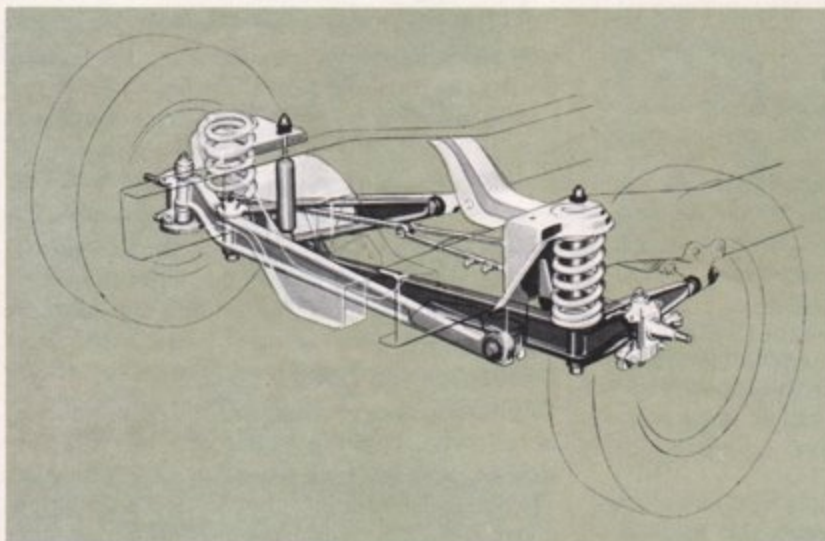


Ford has Better Ideas for Recreation Driving

TWIN-I-BEAM / EXCLUSIVE FORD LIGHT TRUCKS

STANDARD ON FORD F-100, F-250 AND F-350 SERIES TRUCKS

Ford pickup campers in recent years have become widely recognized as the nation's No. 1 vehicles for recreation travel and living. One of their leading characteristics has been their distinctive ability to handle heavy loads and the demands of whip, sway, dip and dive on the highway. Twin-I-Beam is an outstanding example of Ford's leadership in recreation travel.



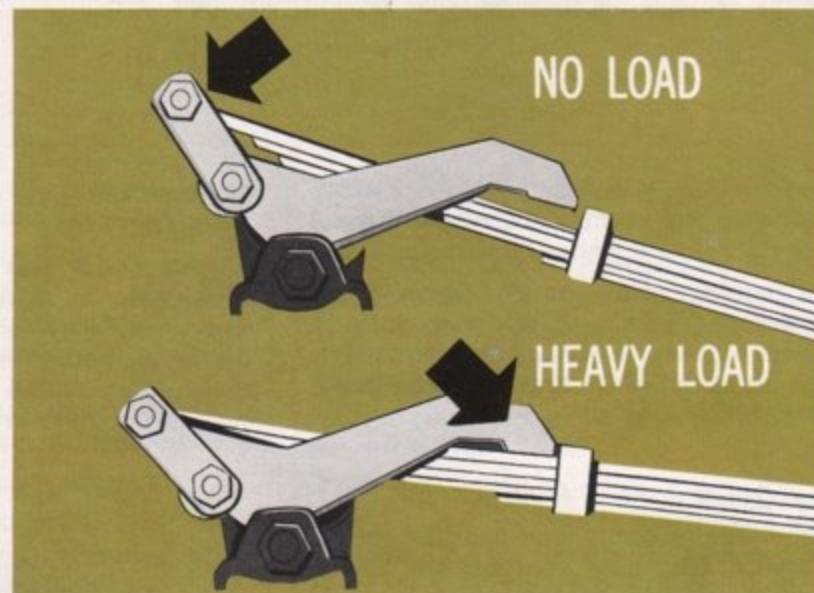
Ford's exclusive Twin-I-Beam independent suspension provides superior ride and handling, plus maintenance-free durability and economy. Here's why:

- ☐ Two I-Beam axles for strength and durability.
- ☐ Coil springs for smooth ride and handling.
- ☐ Radius rods and wide-stance design that minimize "front-end dive" or "mushing" on curves.
- ☐ Caster and camber that are factory-set for minimum servicing and maximum tire life.

FLEX-O-MATIC / EXCLUSIVE ON FORD PICKUPS

STANDARD ON THE FORD F-250 TRUCK AND OPTIONAL ON F-100's

Ford did not stop with the contribution of Twin-I-Beam to the ride, handling and stability of the pick-up camper. A new development in recreation and pickup camper transportation is Flex-O-Matic.



Ford's exclusive Flex-O-Matic rear suspension matches perfectly with Twin-I-Beam, to provide unparalleled ride and handling in Ford's No. 1 trucks. Flex-O-Matic has:

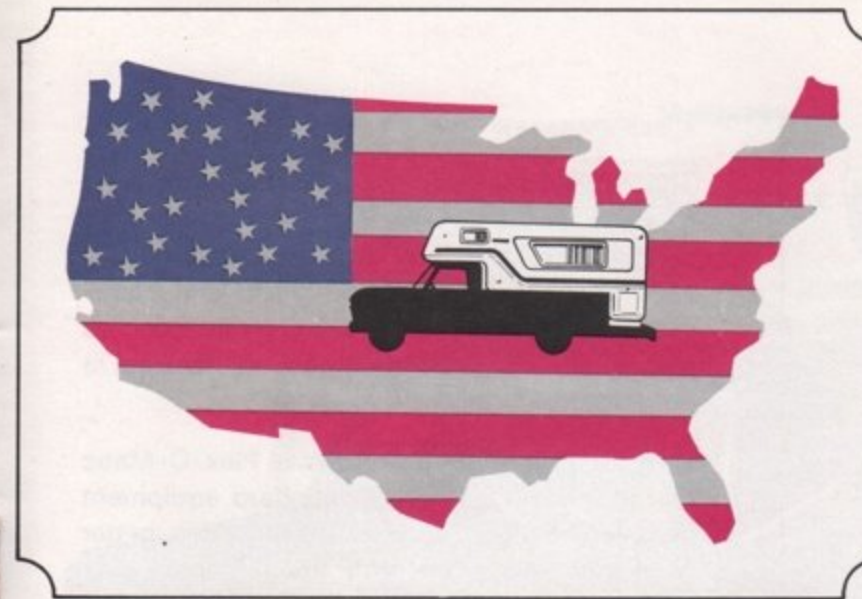
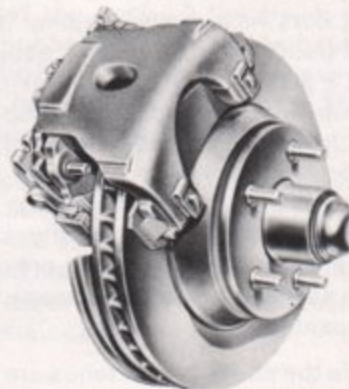
- ☐ Progressive rear springs that are four inches longer for smoother ride and better cushioning—whether the truck is empty or loaded.
- ☐ A unique compensating shackle that automatically shortens the effective spring length smoothly as loads increase.

POWER FRONT DISC BRAKES

Perhaps no single factor in recreation travel can be classified as more critical than sure, effective, safe, dependable braking capacity. Extra loads, hilly driving, and unexpected road developments call for exceptional braking capacity.

New-design power front disc brakes for both cars and light trucks give better control in braking situations. The new, floating caliper design produces self-alignment of the brake pads and equalized braking pressure.

Result: Cooler operation and more fade-free braking. Ask about this vitally important option, it will make a big difference in your recreation pleasure.



EXTRA-COOLING PACKAGES FOR CARS AND TRUCKS

The demands of long-distance, high-speed, high-climb recreation travel are often arduous on the cooling systems of both cars and trucks. Ford offers special, heavy-duty cooling packages which your Ford Dealer can tailor and suggest for the special requirements of your vehicle.

Generally speaking, the cooling package for Ford cars offers more fins per square inch on the radiator core for better heat dissipation . . . a higher speed fan ratio . . . and a plastic protective radiator shroud. All of these items are uniform equipment on cars equipped with Ford air-conditioners.

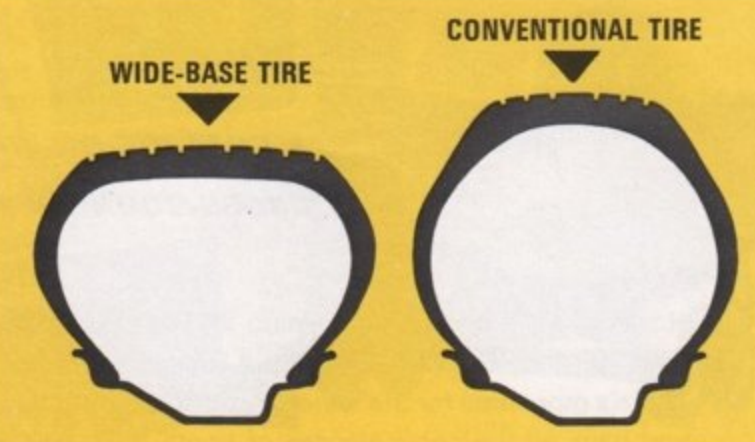
The extra-cooling packages available for trucks vary with engines, transmissions and size of truck. Generally, these packages include heavier duty radiators with thicker copper core, more fins per square inch, and higher capacity fans, designed with either greater pitch or larger diameter.

See your Ford Dealer for the specific, heavy-duty extra-cooling package that will be just right for your Ford car or truck.

SELECTAIRE AIR CONDITIONING

New for Ford F-100, F-250 and F-350 light trucks for 1968, the SelectAire Conditioner is integral with the deluxe fresh air heater. This factory-installed option provides year-round comfort in all types of climates. Also available on Falcon, Fairlane, Ford and Mustang models, SelectAire provides quiet travel with windows up, as well as temperature control in any weather. Ask your Ford Dealer about this better idea that will make your recreation wants more comfortable . . . especially on those longer trips.

FORD TRUCK WIDE-BASE TIRES



Ford light trucks come equipped with a Ford-pioneered development, the revolutionary wide-base tire, which has a very low height compared to its width. The lower tire profile results in a lower and more convenient loading height, greater high-speed capability, better cornering and handling stability, longer life, better ride, balance and traction.

IMPORTANT NOTE ON TIRE INFLATION

For most trailering, it is wise to choose a heavier, larger tire than the tire recommended for ordinary passenger-car usage. If you are driving or purchasing a Ford car for possible trailer use, the tire recommendations for a heavier vehicle like a station wagon could well be the best tire choice for your trailering needs. When trailering, it is a good rule of thumb to add two pounds of pressure over the recommendations in the Ford Owner's Manual—and carry 10 pounds pressure more in your rear tires over your front tires. Ford Owner Manuals contain specific tire inflation recommendations.

SEND FOR THIS BARGAIN RECREATION DIRECTORY

Fill in and mail the enclosed coupon. For \$1.00, you will receive Woodall's "Travel-Camping The 4 Seasons," an authoritative directory on things to do, places to go, and information on campgrounds for every season in every state. Wherever you plan to take your vacation, this booklet will add to your pleasure and save you time and money.



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CAMPER SPECIAL

A COTTAGE-ON-WHEELS. A CROSS-COUNTRY MOTEL

Hunting, fishing, and sightseeing all become more fun in a Ford Pickup Camper Special, a home-away-from-home. There's more time for the recreation and leisure at hand, when you have all the conveniences of home right at your elbow . . . range, refrigerator, good bedding, pots and pans, and dishes.

Forget about high lodging rates and year-in-advance reservations. Forget about spending your vacation painting and fixing up your "permanent" cottage. Just put your cottage on wheels, and watch your family have fun under the towering pines or at the oceanside. Take off when and where the outdoors beckons . . . weekends, vacations, holidays, anytime.

Ford maintains its wide lead in the recreation field with its F-250 and -350 Camper Specials that provide more worry-free, economical transportation for all types of popular, truck-mounted camping rigs. Both series now offer bigger engines for improved performance under heavy camper loads. Also, a frame-mounted, 25-gallon gas tank is available, with or without the standard 19.5-gallon tank. Here is a combined fuel capacity of almost 45 gallons for added peace of mind on super-highways and in remote areas.

Ford Camper Specials, in both the F-250 and -350 Series, are engineered to give you packages of the special, heavy-duty components you need to haul a camper body with top reliability and economy. These packages protect you against overlooking a necessary and vital component. Your Ford Dealer is eager to help you select both the camper and truck for your needs.

F-250 CAMPER SPECIAL

The F-250 Camper Special is Ford-designed to carry popular 10½-foot, pickup-mounted campers like the new modern camper body seen to the right. F-250 Styleside and Flare-side pickups and chassis-cab Camper Specials have the heavy-duty components to haul a cottage-on-wheels with ease.

New for 1968 is Ford's exclusive Flex-O-Matic rear suspension, which is standard equipment on every F-250 Camper Special. This better Ford idea teams up with the famous Twin-I-Beam front suspension to let the vehicle ride smoothly . . . even when the camper body is removed. Flex-O-Matic adjusts from heavy camper loads to no-load conditions, automatically. Eight-foot Styleside pickup models are available with a lockable tool storage-box . . . a fine compartment to carry extra camping gear.

F-350 CAMPER SPECIAL

The husky F-350 Camper Special is available in two wheelbase lengths . . . the 135-inch carries up to a 12-foot, chassis-mounted cab-over camper. The 159-inch handles up to 14-footers. With dual rear wheels, maximum payload rating is up to 5,800 pounds.

A Ford
Camper
is a Home
away from
Home



CAMPER SPECIAL OPTIONS

In addition to optional bucket seats, Ford offers other pleasure-oriented options on all Camper Specials. They include Select-Shift Cruise-O-Matic transmission . . . power front disc brakes . . . power steering for F-250 only . . . luxurious custom cab . . . Ranger model (F-250 only) . . . and brand-new integral SelectAire conditioner/heater unit and pushbutton or manual transistorized radio.

CAMPER SPECIAL PACKAGE FOR F-250/350 SERIES

- CAMPER SPECIAL PACKAGE INCLUDES:**
- ☐ 70 ampere-hour battery
 - ☐ Oil pressure gauge
 - ☐ Ammeter
 - ☐ Dual electric horns
 - ☐ Dual bright-metal 6" x 10" Western-type mirrors (extended arm)
 - ☐ Extra-cooling radiator
 - ☐ Extended tailpipe
 - ☐ Camper wiring harness*
 - ☐ Rear shock absorbers for F-350
 - ☐ "Camper Special" emblem

*Includes 12-volt, 5-wire (identified) sealed cable, without connectors, for camper body interior and exterior lighting.

MINIMUM OPTIONAL EQUIPMENT REQUIRED

This chart shows the minimum equipment required for use with the Camper Special Package. The equipment shown does not necessarily represent the maximum equipment obtainable, and in many cases optional equipment is available for maximum camper loads and applications.

MODEL	F-250	F-350 Single Rear Tires	F-350 Dual Rear Tires
Engine	300 Six or V-8	360 V-8	360 V-8
Transmission	4-Spd. or Cruise-O-Matic	—	—
Alternator	55 Ampere	55 Ampere	55 Ampere
Springs (lb.)			
Front	1175 w/Six; 1250 w/V-8		
Rear	1950*	2400	3000
Tires—Front	8.00 x 16.5 8PR†	8.75 x 16.5 10PR	8.00 x 16.5 8PR
Rear & Spare	8.00 x 16.5 10PR†	8.75 x 16.5 10PR	8.00 x 16.5 8PR
Front	or	or	or
Rear & Spare	7.50 x 16PR†	7.50 x 16 6PR	7.50 x 16 6PR
	7.50 x 16 8PR†	7.50 x 16 10PR	7.50 x 16 6PR
Max. Camper Length	10½ ft.	w/135" wb. 11 ft. w/159" wb. 12 ft.	w/135" wb. 12 ft. w/159" wb. 14 ft.

NOTES:

†For Maximum GVW 8.75 x 16.5 10PR or 9.50 x 16.5 8 PR front, rear and spare. Includes 12" x 12½" brakes.

‡For Maximum GVW 7.50 x 16 10PR front, rear and spare, or rear and spare. Includes 12" x 12½" brakes.

*2450-lb. rear springs required for 7500-lb. GVW or trailer towing.

NOTE: See page 14 for towing recommendations.

Ford F-100

MEANS RECREATION AND FUN

Hop in and head for the fun in a 1968 Ford pickup. Twin-I-Beam and optional Flex-O-Matic rear suspension deliver a wonderful feeling of well-being and soft, sure ride under all load and road conditions.

Ford pickups are built *tough*. Double-wall hood sections, all-steel bodies with double-wall side panels and tailgate are built for durability.

Ford pickups for 1968 have big news in power, too. New optional 360- and 390-cubic-inch V-8's give sizzling performance. The economical 240- and 300-cubic-inch Sixes are ready for lighter tasks. And the F-100's have bigger brakes for added stopping power.



F-100/250 RANGER FEATURES

If you're in the market for a full-size luxury pickup, try the Ranger Styleside with its deluxe appointments inside and out. Ranger Styleside pickups are available in F-100 and 250 Series, both 4 x 2 and 4 x 4. The items listed are in addition to, or in place of, standard cab trim and equipment.

EXTERIOR

(all items have bright finish)

- ☐ Front bumper
- ☐ Grille and headlight assembly
- ☐ Windshield and rear window moldings
- ☐ Drip rail moldings
- ☐ Rocker panel and wheel-opening lip moldings
- ☐ Tailgate applique, moldings and latch handle
- ☐ Taillight bezels
- ☐ Hub caps
- ☐ Ranger script emblem and grille ornament
- ☐ Rear cab cargo-area light

INTERIOR

- ☐ Vinyl seat trim with cloth appearance*
- ☐ Deep pile carpeting*
- ☐ Deep-foam, full-width seat cushion
- ☐ Door-operated courtesy light
- ☐ Vinyl door trim panels with bright frame moldings*
- ☐ Cigar-cigarette lighter
- ☐ Ranger plaque on glove box door
- ☐ Additional sound-deadeners and insulation

Bright finish interior items:

- ☐ Headliner retainer molding
- ☐ Horn ring—non-glare
- ☐ Instrument cluster—non-glare
- ☐ Seat pivot arm covers

*Color-keyed to cab paint



HEAD FOR WILDERNESS IN A FORD F-100 FOUR-WHEEL-DRIVE

Ford's massive, rugged, 4-wheel-drive pickups can get you in and out of the tall timber, if that's what you like. New for 1968 is a big, masculine, 360 V-8 engine option for more spirited performance than ever . . . plenty of reserve zing when you want to tromp on it. Exclusive Mono-Beam front suspension on the F-100 smooths the roughest ground for

greater driving comfort. Four-wheel-drive F-100's are available as 6½- and 8-foot Styleside or Flareside pickups, as well as chassis-cab models on 115- and 131-inch wheelbases. And here's a thought: Front-mounted mobile work-savers—like a snowplow, rotary broom and power-takeoff-driven winch—are easily installed on Ford 4 x 4's.

NOTE: See page 14 for towing recommendations.

Ranchero By Ford

... AMERICA'S MOST LUXURIOUS PICKUP

The performance-minded 1968 Ranchero is far from an ordinary pickup . . . it's the ultimate in pickup luxury—and loaded with sports-car flair. Ranchero is *all-new*, with long, lean lines; ventless side windows; Flow-Through ventilation; new GT model with 302 V-8, bucket seats, white sidewall tires, distinctive grille and GT stripe, all standard. Power ranges from the 200-cubic-inch Six up to the big 390 V-8 hustler. For hauling equipment, Ranchero has a 6½-foot pickup box, with 39.1 cubic-feet of cargo

space. Double-wall sides give added strength. The one-hand tailgate is counter-balanced for easy opening and closing. Heavy-duty suspension package option adds extra-stamina for loads up to 1,250 pounds. If you are in the surfboard set and like to get your kicks at the beach . . . if you like plenty of power for trailering a boat or tent trailer along . . . look into any one of the 1968 Rancheros by Ford . . . Ranchero, Ranchero 500, Ranchero GT.



The following items also are recommended for improved performance and convenience:

- ☐ Limited-slip differential
- ☐ Power Steering
- ☐ Power brakes
- ☐ SelectShift Cruise-O-Matic transmission
- ☐ Extra capacity battery
- ☐ Extra capacity alternator

1968 RANCHERO TOWING RECOMMENDATIONS

TRAILERS UP TO				
1200 LB.	2000 LB.	2500 LB.	3000 LB.	3500 LB.
—	—	302 V-8	302 V-8	390 V-8
—	Extra Cooling	Extra Cooling	Extra Cooling	Extra Cooling
—	—	HD Suspension Package	HD Suspension Package	HD Suspension Package

Bronco

EVERYONE'S FUN CAR

Bronco's the way to answer the call of the wild. Zip down highways . . . exclusive Mono-Beam front suspension smooths your ride. Bronco is as easy to drive as the ordinary pickup with a steering-column-mounted, three-speed, fully synchronized transmission. Shift into four-wheel-drive and Bronco takes you where the roads resign . . . and the fun *really* begins!

The standard Bronco engine is the powerful 170-cubic-inch Six. Or, you can get the largest, regular-production, optional V-8 engine in the industry . . . the 289 V-8.

If you want a completely enclosed Bronco, get a wagon. Doors and rear liftgate are lockable; door windows crank up and down.

NOTE: See page 14 for towing recommendations.



The Bronco pickup has a short roof and open cargo box. The tailgate is a full 56 inches wide and has a convenient one-hand-operated latch.

The Roadster is a wide-open, all-purpose vehicle, with the same basic equipment as the other models, but without metal doors and roof. Smoothly contoured door openings give it a sporty appearance.

Light Duty Truck Trailer



In certain aspects, trailer towing with a light-duty truck differs from passenger-car trailering. But determining the size or truck model required for towing a trailer is easy if you follow these basic steps:

- ☐ Know the weight of the load the truck will carry (camper body, equipment, hitch, supplies, etc.).
- ☐ Determine the gross weight of the trailer equipped for the road. Add twenty percent of the trailer weight to that of the load the truck will carry. (This provides for the trailer tongue load, which normally is about ten percent of the trailer weight when properly loaded, and doubled to compensate for trailer brake torque reaction through the trailer hitch.)
- ☐ Select a truck with ample capacity to carry the load determined by steps (1) and (2) above.
- ☐ Be sure the weight of the trailer doesn't exceed seventy-five percent of the truck GVW rating. GVW (Gross Vehicle Weight) equals total weight of the truck including the vehicle and its load.
- ☐ Trailers weighing over 1,200 pounds should be equipped with electric or other suitable brakes.

All Ford Trucks equipped with the Camper Special Package—or the equipment recommended for camper application in this brochure—are suitable for towing trailers as outlined above. See Truck Towing Recommendations below.

1968 TRUCK TOWING RECOMMENDATIONS (MINIMUM OPTIONAL EQUIPMENT)

TRAILERS up to (LB.)	1200	2000	2500	3000	3500	4000	5000
Bronco	—	Extra Cooling	HD Rear Springs Extra Cooling	289 V-8 HD Rear Springs Extra Cooling	289 V-8 GVW Pkg. Extra Cooling	Not Recommended	Not Recommended
Ranchero	—	Extra Cooling	302 V-8 Extra Cooling HD Suspension Pkg.	302 V-8 Extra Cooling HD Suspension Pkg.	390 V-8 Extra Cooling HD Suspension Pkg.	Not Recommended	Not Recommended
F-100 (4x2, 4x4)	—	Extra Cooling	Extra Cooling 1250 Rear Springs	Extra Cooling 1650 Rear Springs	360 V-8 Extra Cooling 1650 Rear Springs	Not Recommended	Not Recommended
F-250	—	Extra Cooling 2450 Rear Sp.	Extra Cooling 2450 Rear Springs	300 Six or 360 V-8 Extra Cooling HD Brakes 2450 Rear Springs	360 V-8 Camper Special Pkg. 2450 Rear Springs	360 V-8 Camper Special Pkg. 2450 Rear Springs	360 V-8 Camper Special Pkg. 2450 Rear Springs
F-350	—	—	—	300 Six or 360 V-8	360 V-8 Rear Shock Absorbers	Camper Special Pkg.	Camper Special Pkg.

NOTES: Minimum equipment recommended above provides towing performance. The additional options at right also should be considered for improved performance and convenience.

(Ask your Ford Dealer to recommend adequate tires and the rear axle ratio appropriate for your operation.)

Limited-slip differential

SelectShift Cruise-O-Matic transmission

Power steering

Power brakes

Extra capacity battery

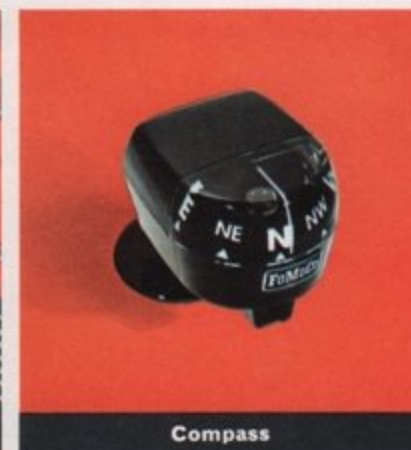
Extra capacity alternator

1968 Ford Options & Accessories

FOR YOUR COMPLETE RECREATION CONVENIENCE



Air-Conditioner



Compass



Automatic Headlamp Dimmer



Litter Basket



Lifeguard Junior Door Locks



Station Wagon Rear Window Screen



Reflector Flare Kit



Universal Highway Safety Kit

- ☐ **Ford Air-Conditioners** will refresh you on all kinds of trips in all kinds of weather. Precision-engineered to provide faster cool-down and greater cooling capacity. Tailored specifically to each Ford model of car and truck—designed to minimize noise and vibration. Built of high-quality components that will last and give increased resale value for your car or truck.
- ☐ **Speed Control and Throttle Control** contribute greatly to the long-distance driving pleasure of recreation-minded Ford motorists. The Speed Control automatically maintains your pre-selected speed of Ford cars when it is engaged. The instant you touch the brake pedal, you disengage. The Throttle Control is a convenient Ford car aid for highway driving—especially long trips.
- ☐ **Automatic Headlamp Dimmer** takes the strain off night driving. It's a unique, solid state sensor and amplifier—mounted to the fender—providing accurate, automatic response to oncoming headlights.
- ☐ **Ventilated Seat Cushions** will let you drive more refreshed and relaxed in air-cooled comfort. Your clothes will stay neater, too.
- ☐ **Lifeguard Junior Door Locks** are an extra precaution to help prevent small children from unlocking rear doors of Ford cars.
- ☐ **Rear Seat Belt Retractors**, with automatic spring action, return the tongue section of belt to desired retracted position on Ford cars.
- ☐ **Child's Lifeguard Safety Shield** is Ford safety-engineered to provide better protection for toddlers (up to 50 lbs.) in quick-stop situations. Helps restrain conduct of the child, to let you drive with greater ease. Easily installed and removed—and washable.
- ☐ **Spotlight** lets you read road signs easier, spot vacancies in campsites, road hazards on remote trails. Easily operated from inside.
- ☐ **Portable Utility Lamp** is a "take anywhere" light for the motorist to use in any spot within close range of the car or truck.
- ☐ **AM/FM Radio** will delight you on recreation trips with its superb reception. Integral multiplex permits tuning to true stereo broadcasts.
- ☐ **Rear Seat Speakers** on Ford cars surround you with the depth and dimension of wrap-around "live" entertainment.
- ☐ **Compass** is practically a mandatory accessory for the recreation-minded driver. It's a dependable, directional device that illuminates for nighttime use.
- ☐ **Universal Highway Safety Kit** offers a fire extinguisher, emergency flag, handy tire inflator and sealant, two 15-minute flares, and a package of electrical fuses.
- ☐ **Litter Basket** has slide-out, slide-away convenience.
- ☐ **Mud and Stone Deflector** for station wagons helps protect the tailgate and rear window from spray of mud and gravel. Attractive, long-wearing and adjustable for any size wagon.
- ☐ **Station Wagon Rear Window Screen** permits the flow-through of air current, plus the added security for children and personal belongings.
- ☐ **Reflector Flare Kit** warns of stopped vehicle—provides maximum reflection for adequate warning distance. Meets ICC requirements and is tested for effective use in winds up to 40 mph.
- ☐ **Air Horns** for trucks are designed for quick response in heavy, noisy traffic. Chrome-plated for added durability.
- ☐ **Hydraulic Jack** for trucks is a sturdy unit of heavy-gauge steel. Features a large surface, non-wobbling, non-tipping sled base. Will support twelve tons.
- ☐ **Grille Guard** protects radiators, headlights and grilles of trucks. Made of heavy-duty steel construction . . . braced to frame for added strength.
- ☐ **Splash Guards** help prevent rear wheels of your truck from spraying mud, stones and water onto closely following vehicles. Constructed of durable, heavy-gauge, reinforced rubber.

Wise Campers Avoid Overloads

Camping families seldom travel light. Hunters and fishermen seldom travel alone. So most outdoor enthusiasts will place luggage, camping equipment, extra-fuel for outboard motors, the motor itself, and other items in their boat, travel trailer or pickup camper. Some even carry a boat on a travel trailer or camper. The weight of everything put on or in a trailer or pickup camper should be included in figuring the total load. Truck gross vehicle weight rating (GVW), as indicated by the manufacturer, should never be exceeded. Optional or specified heavy-duty components should be a paramount consideration.

Wise campers, of course, keep load-capacity limits in mind and always avoid overloads. They know excessive loading can affect vehicle life and may limit outdoor fun. The table to the right of approximate weights will serve as a guide in equipping your car-trailer or pickup-camper rigs properly. It also will help you enjoy maximum fun on your outings.



ITEM	APPROX. WEIGHT (LB.)
Hitch (Class I towing, up to 2000 lb.)	80
Hitch (Class II towing, up to 3500 lb.)	105
Hitch (Class III towing, up to 5000 lb.)	125
Extra fuel tank w/25 gal. fuel	215
Extra water tank w/20 gal. water	200
Spare LP tank, filled	50
Spare storage batteries	100
Food (canned goods, utensils, ice, soft drinks, etc.)	220
Clothing—4 people (hunters, fishermen, vacationers)	100
Sports gear (fishing tackle, guns, surfboards, skin-diving gear, skis, ski poles, ski boots, boot racks, camera)	250
Tire chains, tow chain, tool box	100
Tote Goat, lightweight motorcycle	200
Aluminum boat, 5-hp outboard	180
4 passengers (two adults, two children) average	600
Golf bags, clubs, caddy carts (2)	100

Warranty ON CARS AND TRUCKS USED FOR TRAILER TOWING

When the recommendations for special equipment are followed for the indicated utilization, Ford's new-car or new-truck warranty applies to all Ford vehicles when towing trailers. However, should any part or parts of the vehicle be damaged as a result of abnormal trailer towing-operation during the warranty period, repairs to such damaged part or parts would be considered the owner's responsibility.

Recreation-type models and equipment illustrated in this catalog are only representative of many available to you from individual manufacturers and through your Ford Dealer. Mention of these models and related equipment,

other than Ford components, does not constitute an endorsement or guarantee by the Ford Motor Company.

Information and specifications published were in effect at the time of approval for printing. Models or equipment may be discontinued, or prices, specifications, or designs changed at any time without notice and without incurring obligation. Optional equipment and accessories, illustrated or referred to as options, optional or available, in this catalog, are at extra-cost. For the selling price of a Mustang, Falcon, Fairlane, Ford, Bronco, Thunderbird or Ford Truck with the optional equipment and accessories you desire, see your Ford Dealer.