



CONFIDENTIAL FOR FORD TRUCK SALESMEN ONLY

1968 FORD LIGHT TRUCK **SALES FEATURES**

FORD 6-MAN CAB PROVIDES

CAR-LIKE COMFORT CONVENIENCE



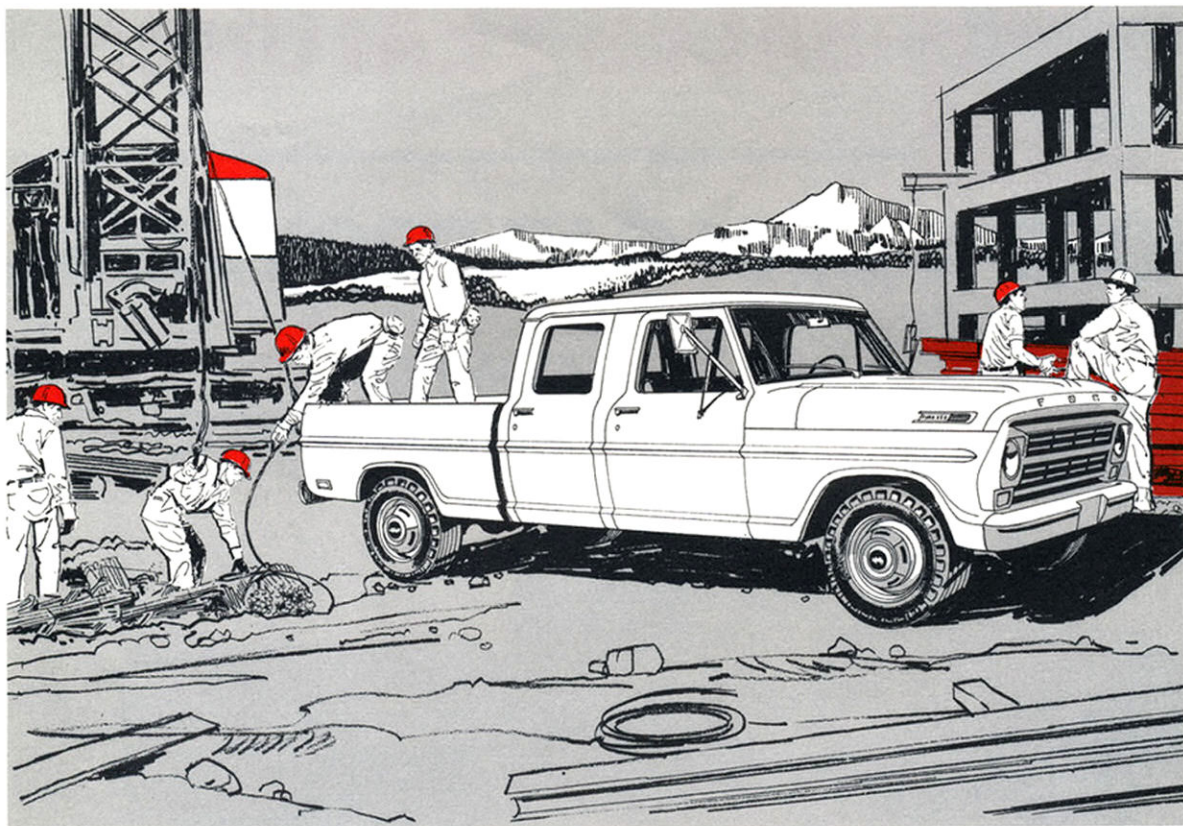
PICKUP PRACTICALITY PAYLOAD-ABILITY

1968 F-250 AND F-350 6-MAN CABS

The Car-like Light Truck Sedan

Ideal for Business-Pleasure-Personal Uses

FORD'S 6-MAN CAB... *More of Everything* Prospects Want



More Passenger Space, Room

Ford 6-man cabs haul six big men in comfort with no crowding or riding outside as with regular truck cabs—and also haul tools and equipment in the pickup box. For the booming recreation truck market, Ford 6-man cabs enable the entire family to ride up front in comfort when a cab-over camper body is mounted on the truck, or an entire group of hunters, fishers, etc.

Rides More Like a Car

Exclusive Twin-I-Beam front suspension plus new-for-1968 standard Flex-O-Matic rear suspension on F-250 6-man cab models combine to provide the smoothest, most stable ride in the industry, empty or loaded. Front coil

springs whose only function is to cushion the ride plus Flex-O-Matic's progressive, longer leaf springs and unique compensating shackle that automatically shorten the springs in direct proportion to the load, add up to a ride equal to or surpassing many cars. F-350 6-man cab models also have exclusive Twin-I-Beam plus progressive-type rear springs.

More Comfort and Convenience

New features such as foam-padded, chair-high seats, luxury seat trim, front armrests with squeeze-type door handles provide more comfort and convenience. The Ford rear window (largest in the industry) plus big windshield provides more visibility than any pickup on the road today. And the big, roomy 1968 cab is still the roomiest in the industry. New switches and controls

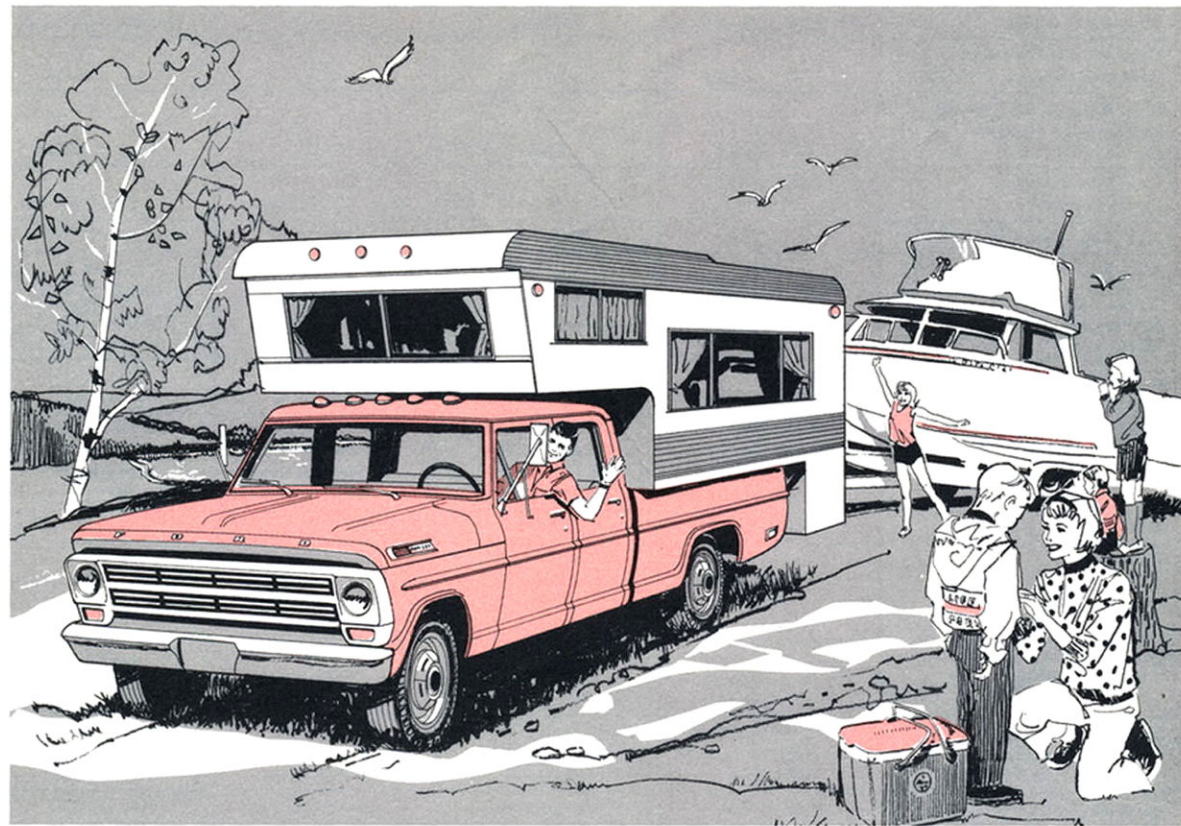
add to driving convenience; distinctive new Ford styling adds attractive good looks.

Works More Like a Truck

Higher minimum GVW ratings for F-250 6-man cab models plus higher-capacity springs and tires for F-250 and F-350 models increase pay-load capacity. Minimum GVW with F-250 6-man cab models is increased 100 lbs. to 6,100 lbs. for 1968, with maximum 7,500 lbs. GVW rating again available. Standard rear spring capacity with Flex-O-Matic on F-250's is increased from 1,450 to 1,650 lbs., auxiliary spring capacity from 450 to 500 lbs.

More Power Available

Two all-new engines for 1968 round out the power lineup, making four



different engines available. They range from the economical, standard 150 HP 240 CID Six, through the 165 HP 300 CID Six, to the all-new 215 HP 360 CID and 255 HP 390 CID V-8 engines, which provide sports-car response. Transmissions include 3- and 4-speed manuals and the 3-speed Select-Shift Cruise-O-Matic automatic. Optional power brakes, power steering (not available with F-350) add to car-like driving ease. These are particularly important for the recreation truck market, including campers.

Broad Warranty Protection

Ford 6-man cab models are backed by Ford's 5-year, 50,000-mile power train and regular 2-year, 24,000-mile light truck warranty. See literature for complete warranty policy.

F-250 6-Man Cab Units

Ford F-250 6-man cab units are available with 6,100- and 7,500-lb. GVW ratings. Wheelbases are 149 inches, 16 inches longer than regular-cab F-250 models for excellent ride and better weight distribution. The Suggested Retail Delivered Price, including Schedule "A" D & D for Ford's 6-man cab option on the basic F-250 is only \$521.00.

F-350 6-Man Cab Units

F-350 6-man cab units are available with 8,000- and 10,000-lb. GVW ratings. Wheelbase is 164.5 inches, for a better ride and weight distribution. The Suggested Retail Delivered Price, including Schedule "A" D & D, for Ford's 6-man cab option on the basic F-350 is only \$521.00.

6½-, 8-Foot Pickup Bodies

Ford F-250 6-man pickups are available with 6½-foot Flareside body or 6½-foot Styleside body with double-wall construction and one-hand-operated tailgate. These are the bodies normally offered on 115-inch wheelbase F-100 regular cab models. F-350 6-man cab pickups are available with the 8-foot Flareside or Styleside bodies.

Available on D.S.O. Basis

Six-man cabs are available on F-250, F-350 and F-600 Series on a Domestic Special Order (D.S.O.) basis. See the Ford Truck Data Book (Equipment Section, Page 13) for further information and F-600 6-man cab features and specifications.

IMPORTANT SPECIFICATIONS OF F-250 AND F-350 4x2 SERIES

SPECIFICATION	F-250 WITH 6-MAN CAB	F-250 WITH REGULAR CAB	F-350 WITH 6-MAN CAB	F-350 WITH REGULAR CAB
Max. GVW (Lbs.)	6,100 7,500(a)##	7,500(d)##	10,000##	8,000(a) 10,000(f)##
Curb Wt., Chassis-Cab Equipped for Max. GVW (lbs.)	3,930 4,075	3,515	4,648	3,947 4,070
Max. Body & Payload Wt., Chassis-Cab Equipped for Max. GVW (lbs.)	2,170 3,425	3,985	5,352	4,053 5,930
Rear Tire Size Rec. for Max. GVW	8 x 16.5-8PR(b) 8.75 x 16.5-10PR(c)	8.75 x 16.5-10PR	8.75 x 16.5-10PR(e)	8.75 x 17.5-10PR DR
Axle Cap.—Front (lbs.) (STD.)	3,800 TIB	3,000 TIB	3,800 TIB	3,800 TIB
Axle Cap.—Rear (lbs.) (STD.) (OPT.)	5,200 Ltd. Slip Diff.	5,200 Ltd. Slip Diff.	7,400 Ltd. Slip Diff.	7,400 Ltd. Slip Diff.
Brake Vac. Booster (Size, Type)	9" Diaph. (Opt.) (HD 12" x 2 1/2" Req.)	9" Diaph. (Opt.)	9" Diaph. (Opt.)	9" Diaph. (Opt.)
Clutch-Dia. (in.) Frictional Area (Sq. in.) (STD.)	HD 11-123.7	HD 11-123.7	HD 11-123.7	HD 11-123.7
Engine (STD.) (OPT.) (OPT.) (OPT.)	150 HP 240 Six 165 HP 300 Six 215 HP 360 V-8 255 HP 390 V-8	150 HP 240 Six 165 HP 300 Six 215 HP 360 V-8 255 HP 390 V-8	150 HP 240 Six 165 HP 300 Six 215 HP 360 V-8 255 HP 390 V-8	150 HP 240 Six 165 HP 300 Six 215 HP 360 V-8 255 HP 390 V-8
Wheelbase, CA (in.)	149; 40	131; 56	164.5; 56.2	135.60; 159.84
Frame Section (in.) (STD.) Section Modulus (STD.) (OPT.)	6.18 x 2.36 x .212 4.05 4.97	6.11 x 2.36 x .203 3.89 —	8.00 x 3.00 x .250 7.84 —	7.00 x 2.75 x .212 5.58 —
Springs, Front—Type Cap. @ Pad (lbs.)	Coil 1365 w/Sixes 1455 w/V-8's	Coil 1055 (1175, 1255 Opt.)	Coil 1365	Coil 1365
Springs, Rear—Type Cap. @ Pad (lbs.) Aux., Cap. @ Pad (lbs.)	Leaf (Prog., F-O-M) 1650 (1950, 2450 Opt.) 500 (Opt.)	Leaf (Prog., F-O-M) 1650 (1950, 2450 Opt.) 500 (Opt.)	Leaf (Prog.) 1700 (2400, 3000 Opt.) 550, 900 (Opt.)	Leaf (Prog.) 1700 (2400, 3000 Opt.) 550, 900 (Opt.)
Steering, Type	Recirc. Ball	Recirc. Ball	Recirc. Ball	Recirc. Ball
Transmission (STD.) (OPT.) (OPT.)	3-Spd. Full Synch. 4-Spd. Synch. (2) 3-Spd. Cruise-O-Matic	3-Spd. Full Synch. 4-Spd. Synch. (2) 3-Spd. Cruise-O-Matic	HD 4-Spd. Synch. — 3-Spd. Cruise-O-Matic	HD 4-Spd. Synch. — 3-Spd. Cruise-O-Matic
Tires (STD.) (g) (OPT.) (Maximum)	8.00 x 16.5-8PR 8.75 x 16.5-10PR	8.00 x 16.5-8PR 8.75 x 16.5-10PR	8.00 x 16.5-8PR 8.00 x 16.5-8PR DR	8.00 x 16.5-8PR 8.75 x 16.5-10PR SR

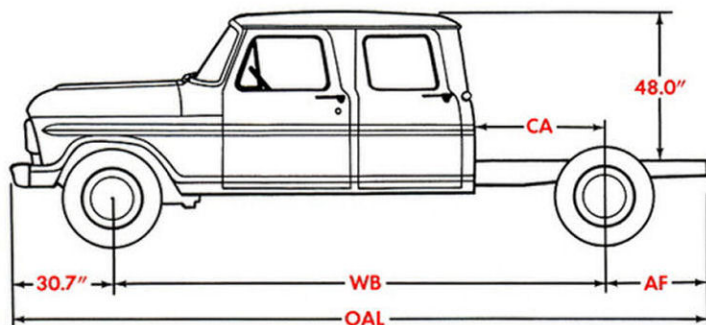
(a) 7,500-lb. Max. GVW requires opt. 4.97 SM frame. (b) 6,100-lb. GVW. (c) 7,500-lb. GVW.

(d) 7,500-lb. GVW requires 2,450-lb. rear springs and 12" x 2 1/2" brakes.

(e) 8,000-lb. GVW (Max. for pickups) requires 2,400-lb. rear springs and 8.75 x 16.5-10PR tires or equivalent.

(f) 10,000-lb. Max. GVW requires 3,000-lb. rear springs, 550-lb. auxiliary and 8.00 x 16.5-10PR DR tires or equivalent.

(g) Tubeless tires; tube-type also available. # Std. GVW rating.



IMPORTANT DIMENSIONS WITH FORD 6-MAN CREW CAB

	F-250	F-350
WB (in.)	149	164.5
CA (in.)	40	56.2
AF (in.)	36.7	40.2
OAL (in.)	216.5	235.8
Pickup Body Length (ft.)	6.5	8