

# EXPLORE WITH US

...A TREASURE OF BETTER IDEAS IN 1968





# THE TREASURE of THE YUCATAN



**D**eep in the jungle of Mexico's Yucatán peninsula lies the ancient city of Chichén Itzá and the Sacred Well of Sacrifice of the extinct Maya civilization. ▲ The Mayas are believed to have flourished between 2000 B.C. and 1400 A.D.



Portrayed as an advanced society, they nonetheless worshipped pagan gods through human sacrifice. Most powerful of these gods was Chac, god of rain. ▲ When drought parched the fields, the priests called for human sacrifice to appease Chac. A victim was chosen... then anointed, blindfolded, led to the well's edge and hurled alive over the brink. Adorned with jade, gold and copper,



victims were to intercede with Chac. They were to ask for rain, good crops and knowledge of the future. Following each sacrifice, the assembled throng would also throw their most treasured possessions in the well. ▲ Two explorations of this Well of Sacrifice have been made. The first, during 1904-07, produced some \$300,000 in Maya treasure. The second, in 1961, resulted in an \$800,000 find. Both provided many answers to questions concerning the ancient Maya culture. But other questions—and considerably more treasure—still remain.

▲ Explorers estimate that the well—or cenote—still contains a huge fortune in Maya artifacts and many secrets as to the origin of Western man.





# RETURN TO THE SACRED CENOTE

POWERED  
BY FORD

To further unravel the mysteries of the Maya culture and recover the treasures deep in the sacred cenote, the Mexican government granted permission



for a full-

scale exploration. ▲ And so, in the fall of 1967, the largest archaeological complement of men, vehicles and equip-



ment of its kind left Pompano Beach, Florida, and headed toward the Yucatán, 3,500 miles away. Transporting over 100 tons of men and equipment, including Ford-powered pumps and generators, the 20-truck caravan spanned the range of 1968 Ford Trucks. Everything from a Bronco to Ranger Pickups, from F-250 Goldline Campers to an F-350 Stake, and from an F-600 Van to three WT-1000 Super Duties. ▲ The goal of the 20-truck caravan? To safely transport the expedition to the exploration site,



on time, and to prove the stamina and durability of the 1968 Ford Trucks. The heavy loads, long hours and varying terrain promised to put the '68 Fords to a real test. And a real test it was! ▲ Leaving Florida's southern coast, the caravan launched itself northward and headed for Houston. The second



day out brought torrential rains that began at 6:45 a.m. and stayed with the caravan for over 11 hours. Slashing winds and sheets of rain dropped visibility and mph drastically. But the caravan rolled on.





T

wo-way radios crackled at ½-hour intervals. "Any problems? All vehicles report!" And back came the answers from all 20 trucks . . . "A-OK." Finally—Houston . . . and rest! ▲ Onward to Mexico City, the caravan encountered everything from hot, arid desert to chill mountain



passes, with temperatures ranging from 95 to 41 degrees, and altitudes from 410 to 7,349 feet. Tires, suspension systems, powerplants, brakes . . . all truly tested and tested again. Through Mexico City and down the "chute" to the lush rain forests with dense fog, rain-slicked hairpins, ferry crossings and wild horses providing real tests of men and machines! And then . . . HURRICANE BEULAH!



▲ Could the caravan make it inland—to Merida and safety? After 3,150 brutal miles could the vehicles make another 250 with throttles wide open? They had to! Blinding rains washed the road from view. Flooded pockets veered the vehicles. Drivers were torn between the need for speed and the need to ride the brakes to avoid disaster. But finally—Merida. ▲ The caravan's short wave picked up the news. "Perimeter of Yucatán lashed to its knees. Beulah headed for Texas Gulf." The caravan wins the race against time! The final leg of the journey was completed with renewed spirits and—after 13 days of running—the caravan cut its engines on the rim of the Sacred Well of Sacrifice.





# YUCATAN EXPEDITIONARIES DISCOVER '68 BETTER IDEAS

For 3,500 miles, the Ford-powered caravan had taken all that man and nature could throw at it, but upon arrival at the well site the trucks required nothing more than a thorough scrubbing down.

Drivers reported amazement at the comfort, performance, stamina and downright "stubbornness" of the '68 Ford Trucks under some of the most challenging conditions ever encountered. The expedition durability run had offered solid proof of '68 Ford Truck better ideas, such as *Twin-I-Beam* front suspension, *Flex-O-Matic* rear suspension, more powerful V-8 engines, larger brakes and comfort-designed cabs.

The table below shows how expedition drivers rated the '68 Fords on a number of important characteristics, and at the right are typical comments. Perhaps the greatest tribute of all was found in the often-asked question, "Can I buy this truck when the expedition is over?"

FORD TRUCK CHARACTERISTIC	DRIVER RATINGS		
	EXCELLENT TO VERY GOOD	GOOD	FAIR TO POOR
Ride	19	1	0
Handling Ease	17	3	0
Cornering	16	4	0
Power	18	2	0
Acceleration	16	4	0
Braking	16	4	0
Visibility	17	3	0
Cab Comfort	20	0	0
Cab Quietness	19	1	0
Appearance	19	1	0
Overall Opinion	19	1	0



**Charles H. Irwin, Driver . . .**  
"The overall handling ease and comfort of the F-250 made it a pleasure to drive. It carried the Goldline Camper all the way with no strain. I'm looking forward to the return run home."

**H. Beasom Painter, Driver . . .**  
"Pushing a fully loaded F-600 from dawn to dark for 3,500 miles is no picnic, but I'll say this — Ford puts together a real solid truck."



**Joyce Irwin, Driver . . .** "I drove the "lead" pickup all the way and from a woman's viewpoint I found the F-100 surprisingly easy to handle. Despite the rugged trip, the pickup performed like a dream."

**Albert R. Datz, Driver . . .** "Driving heavy-duty is my profession, and the Ford WT-1000 is a real sweet rig."



**Norman H. Scott, Expedition Leader . . .** "Because of command vehicle responsibilities, we've pushed this F-100 Ranger to the limit, and its response to that call has been simply astounding. Tremendous vehicle."

**BUT THE EXPLORING HAD ONLY BEGUN!** The expedition was only PHASE I of a TWO-PHASE test to explore Ford's Better Ideas. The 1968 Ford Trucks had proved themselves over a grueling 3500-mile durability run, but how would they measure up when "tested" under more normal operating conditions . . . when judged by pickup owners themselves . . . the real "experts" . . . and when faced with competition, too?



# "BETTER IDEAS EXPLORERS"

A HIGHLY CRITICAL GROUP OF PICKUP OWNERS AND USERS



**1. MR. LAWRENCE KNIGGE,**  
Rancher-Farmer, Filer, Idaho  
... 1965 Idaho Outstanding  
Young Farmer

**2. MR. JAMES L. HENRY,**  
Farmer, Longmont, Colo. ...  
President, Colorado Cattle  
Feeders Assoc.

**3. MR. F. J. WARD,**  
Ward Oil Company Owner,  
Munising, Mich. ... President  
Munising Public School  
Board

**4. MR. LEONARD E. SMITH,**  
Service Station Owner,  
Houston, Texas ... Past  
President, Greater Houston  
Service Station Assoc.

**5. MR. NORBERT CARLSON,**  
Service Station Owner,  
Dearborn Hts., Mich. ... Vice-  
President, Retail Gasoline  
Dealers Assoc. of Michigan

**6. MR. DON HENDERSON,**  
Service Station Owner,  
Cincinnati, Ohio ... Vice-  
President, Ohio Gasoline  
Dealers Assoc.

**7. MR. JOHN KROGER, JR.,**  
Farmer-Feeder, Rosalie, Nebr.  
... Director, American Sheep  
Producers Assoc.

**8. MR. R. S. ELLIS IV,**  
Farmer, Buckingham, Va. ...  
1966 Virginia Outstanding  
Young Farmer

**9. MR. DONALD B. SMITH,**  
Contractor, Phoenix, Ariz. ...  
Member, Local Chamber of  
Commerce

**10. MR. RALPH C. BODEMAN,**  
Camper Distributor, San Jose,  
Calif. ... Member, Sales &  
Marketing Executives Assoc.

**11. MR. MARVIN L. DILLMAN,**  
Farmer, Twelve Mile, Ind. ...  
President, Fraternity of  
Outstanding Young Farmers

**12. MR. B. B. PARSON,**  
Service Station Owner,  
Houston, Texas ... Member,  
Automotive Licensing Board

**13. MRS. WILLARD PEARSON,**  
Farmer-Housewife, Dawson,  
Minn. ... Member, Farm  
Bureau Women's Committee

**14. MR. DON J. HOWSON,**  
Oil Company General Manager,  
Sault Ste. Marie, Mich. ... Past  
Director, Michigan Petroleum  
Assoc.

**15. MRS. HERBERT BYL,**  
Farmer-Housewife, Grants-  
burg, Wis. ... Member, P.T.A.,  
church and farm groups

**16. MRS. KEITH JACKSON,**  
Farmer-Housewife, Manteno,  
Ill. ... Past Chairman, County  
4-H Organization

**17. MR. ROBERT SPANGLER,**  
Farmer, Kenton, Ohio ... Past  
President, State Junior  
Chamber of Commerce

**18. MR. MIKE KUNNEN,**  
Service Station Owner,  
Cincinnati, Ohio ... President,  
Ohio Gasoline Dealers Assoc.

**19. MR. ELTON WEBER,**  
Farmer, Geneseo, Ill. ... 1966  
Illinois Outstanding Young  
Farmer

**20. MR. WILLIAM D. REEVES,**  
Contractor, Chamblee, Ga. ...  
Member, Junior Executives  
Assoc. of Atlanta

**21. MR. ROBERT H. BROWN, JR.,**  
Contractor, Kennebunkport,  
Me. ... Member, Local  
Chamber of Commerce



To find the answer another group of highly qualified “explorers”—21 Ford and competitive-make pickup owners—flew into San Antonio, Texas, to launch PHASE TWO. There, this panel of owners (8 Ford owners, 8 competitive make owners and 5 who owned both makes) launched its own exploration . . . an in-depth examination and evaluation of comparably equipped, brand-new 1968 Ford and competitive-make pickup trucks. ▲ Representing a cross section of the leading pickup vocations, panel members were from



all parts of the United States. They were not only successful in their vocations, but also outstanding community leaders. ▲ In San Antonio, these owners witnessed a series of scientific tests and demonstrations, conducted by an independent research organization, involving ride, handling, performance and cab-comfort characteristics of each make of vehicle.

▲ They also spurred the pickups through a rugged, 130-mile cross-country run covering all types of terrain and road conditions. During this run, the “Better Ideas Explorers” rotated periodically so that each could experience the ride, handling and performance characteristics of each make of vehicle.

▲ Then—after two full days of exploring—the panel members evaluated

both Ford and the competitive make and provided frank judgments on the product features of major importance. ▲ Here is their story . . . what they saw, what they did and what they discovered!





# THE PROBE for BETTER IDEAS

FORD VS. A LEADING COMPETITOR

## EXPLORE HANDLING WITH A SERPENTINE GYMKHANA AND A TIGHT-TURN TEST . . . FEEL THE STRAIN, RECORD THE TORQUE!

Set up bright yellow pylons down the middle of a ¼-mile track and then . . . twist both makes of pickups through the course. Feel the strain on wrists and forearms as you try for top speed through tighter and tighter turns. It tells you something about steering. ▲ But scientific readings are the real proof. So—on both makes—attach torque wrenches. Then, onto the grease plates for a static reading. Next, accelerate the pickups around a tight circle. Faster and faster, with tires squealing, as drivers strain to hold front wheels on the circle and the torque wrench records the effort. Then . . . tabulate the results!

**FINDING . . .** Ford betters its competitor by averaging 52% easier steering. Ford's Twin-I-Beam, wider stance and steering design provide carlike handling with minimum effort.

## EXPLORE CAB QUIETNESS OVER GRAVEL ROADS . . . ACTIVATE SOUND METERS AND RECORDERS!

Select a rough gravel road — with lots of loose stones. Line up both makes of pickups, install Octave Band Analyzers, shut windows and vents tight, and then run the trucks up to a constant 30 mph. Engines rumble as the pickups accelerate. Tires begin to chatter. Loose gravel peppers the underbodies. ▲ Outside, noise is building—but how about inside? The recording equipment, sensitive to every sound, will tell. Down the course, two pickups at a time. Then another two, and another two, until all vehicles have been put to the test. Finally, the moment of truth. The recorded cab noises are tabulated!

**FINDING . . .** Ford wins again with 37% quieter ride. Ford's solid cab construction and sound-deadening insulation blocks out distracting noise . . . and improves driver atmosphere.

## EXPLORE RIDE ON AN OFF-THE-ROAD CONSTRUCTION SITE . . . EXAMINE DRIVER COMFORT MEASUREMENTS!

Drive three pickups of each make to a construction site and put them smack in the middle of the piles of dirt, rocks, rubble and building materials. Lay out a course which winds over potholed, makeshift roads and twists up and around mounds of backfill. ▲ Next—put drivers in those pickups and install Ride Index Meters to record driver vibration. Then—roll 'em! Left and right, up and down, back and forth over the course. Put those suspensions to the test! Do this again and again at varying speeds, both loaded and unloaded, to draw averages that are really scientific. And then . . . check the readings!

**FINDING . . .** Ford's ride averages 36% smoother than its competitor. Twin-I-Beam front and Flex-O-Matic rear suspension, combined with Ford's driverized cab design, delivers "rides like a car" comfort!

## EXPLORE POWER TRAIN PERFORMANCE ON A ¼-MILE RACEWAY . . . WATCH TIMES, SPEEDS AND DISTANCES!

Take the Ford F-100 and the competitive make and slot 'em up tight against the starting gate of the drag course. Keep a sharp eye on the starter lights and rev the engines. Then—brake off—and GO! Full out with tires biting the asphalt in clouds of blue-gray smoke. Faster and faster down the straightaway until a photoelectric eye catches the action in split seconds and records the times and speeds. ▲ Do this under both unloaded and loaded conditions. And do it again and again, to eliminate differences in vehicles, driver reaction times and wind resistances. Then . . . draw averages and examine the figures!

**FINDINGS . . .** Ford edges its competitor by 3% elapsed time and 4% top speed! Evidence that Ford's new V-8 and exclusive 3-speed Cruise-O-Matic transmission respond when called upon for needed power!





# Then...EXPLORE A 130-MILE RUN THROUGH RUGGED HILL COUNTRY



**F**ollowing the scientific tests, all 21 "Better Ideas Explorers" were given the opportunity to do some overall testing, some "seat of the pants" exploring of their own. ▲ Leaving the outskirts of San Antonio, the pickup owner caravan pointed its nose toward the rugged hill

country. Twelve new 1968 pickups—six Ford F-100's and six of the competitive make—made



up the caravan. In each truck: two panel members, one driving—one an observer. ▲ Into the hills on paved highway and then a hard right onto the gravel. Stones flew and dust rose as the caravan wound through the back country. Then onto a stretch of cracked asphalt. Tires chattered. Now onto the

shoulder and off into the rough grass. ▲ Stop. Start. Turn right. Then left. Brake. Accelerate. Up hill and down. And on the caravan went. Every 20 miles a switch. Drivers became passengers and vice versa. Those in Fords switched to the other make and vice versa. ▲ For 130 miles the pickup owners tromped the accelerators, pounded the brakes, twisted the steering wheels, swerved the bodies, punished the suspensions and tested the traction. A real "seat of the pants" test in action. ▲ At completion, the "Better Ideas Explorers" were ready with their "verdict."







## THE "BETTER IDEAS EXPLORERS" DISCOVER FORD PICKUP SUPERIORITY

After participating in the scientific tests and the 130-mile cross-country run, the pickup owners were asked to rate the Ford and the competitive-make pickups on a number of vehicle characteristics.

**The result?** Panel members' opinions showed a marked preference for Ford once they had the opportunity to personally experience and compare the two makes. The accompanying chart shows how the 21-member panel rated Ford vs. competition on important characteristics.

Additionally, all 21 pickup owners were asked the crucial question, "When you purchase your next pickup, which make will you most likely buy?"

**The answer:** 20 of the 21 pickup owners stated they would buy Ford! Most importantly, after "exploring" the two makes, all but one of the competitive-make owners said they would switch to Ford.

EVALUATION OF 21-MEMBER PICKUP OWNER PANEL

VEHICLE CHARACTERISTIC	FORD PICKUP			COMPETITIVE MAKE PICKUP		
	Excellent	Good	Fair to Poor	Excellent	Good	Fair to Poor
Overall Appearance	17	4	0	1	13	7
Ride	15	6	0	3	9	9
Handling Ease	17	4	0	2	6	13
Quietness	19	2	0	1	10	10
Cab Comfort	18	3	0	3	13	5
Instrument Convenience	11	9	1	5	12	4
Engine Power	14	7	0	3	13	5
Acceleration	12	8	1	2	14	5
Braking	11	10	0	4	16	1
OVERALL OPINION	15	6	0	2	11	8

### And the "Better Ideas Explorers" reinforced their evaluations with written comments like these:

"Ford does have better ideas. It's a better all-around pickup for my money than (name of competitive make)."

William D. Reeves  
Chamblee, Georgia

"Frankly, after being a (competitive make) man for 20 years, I must admit that Ford is much better. I would not have believed it until I witnessed it."

Robert H. Brown, Jr.  
Kennebunkport, Maine

"The Ford handled nicely, had plenty of power, and the interior quiet and comfort of a car."

Vivian Byl  
Grantsburg, Wisconsin

"I am a (competitive make) man — or was — but I feel now that the (competitive make) does not hold a candle to the Ford."

Eldon Weber  
Geneseo, Illinois

"Before this test, I felt Ford had a slight edge, but after, there was no doubt that it is by far the best in all areas. Ford truly has better ideas."

Lawrence Knigge  
Filer, Idaho

"The Ford quite obviously has greater value and performance over (competitive make). It is by far the better buy."

Ralph C. Bodeman  
San Jose, California

"The difference is simple. Ford rides better, steers better and looks better."

John M. Kunnen  
Cincinnati, Ohio



CANADA  
POSTAGE-POSTES

2½c.

PERMIT NO. 4700

LONDON

## The biggest pickup sale of the year featuring Explorer Special



White sidewall tires and radio are optional.

### Limited time only—A specially priced Styleside pickup

The biggest pickup sale of the year is going on at Ford and Mercury Dealerships—For example—8' Style-side pickups are now being offered, specially equipped and specially priced, during our big Explorer Special Sale.

#### EXPLORER SPECIAL PACKAGE

- Bright metal grille/headlamps
- Bright body side moulding
- Bright hub caps • Tool storage box
- Flex-O-Matic rear springs
- Convenience lighting package
- Choice of two special paints in addition to regular paints

Special  
Value  
**\$139**

Sale  
Price  
**\*\$65**  
\*Mfrs. suggested  
retail price



AT YOUR FORD OR MERCURY  
DEALER NOW

