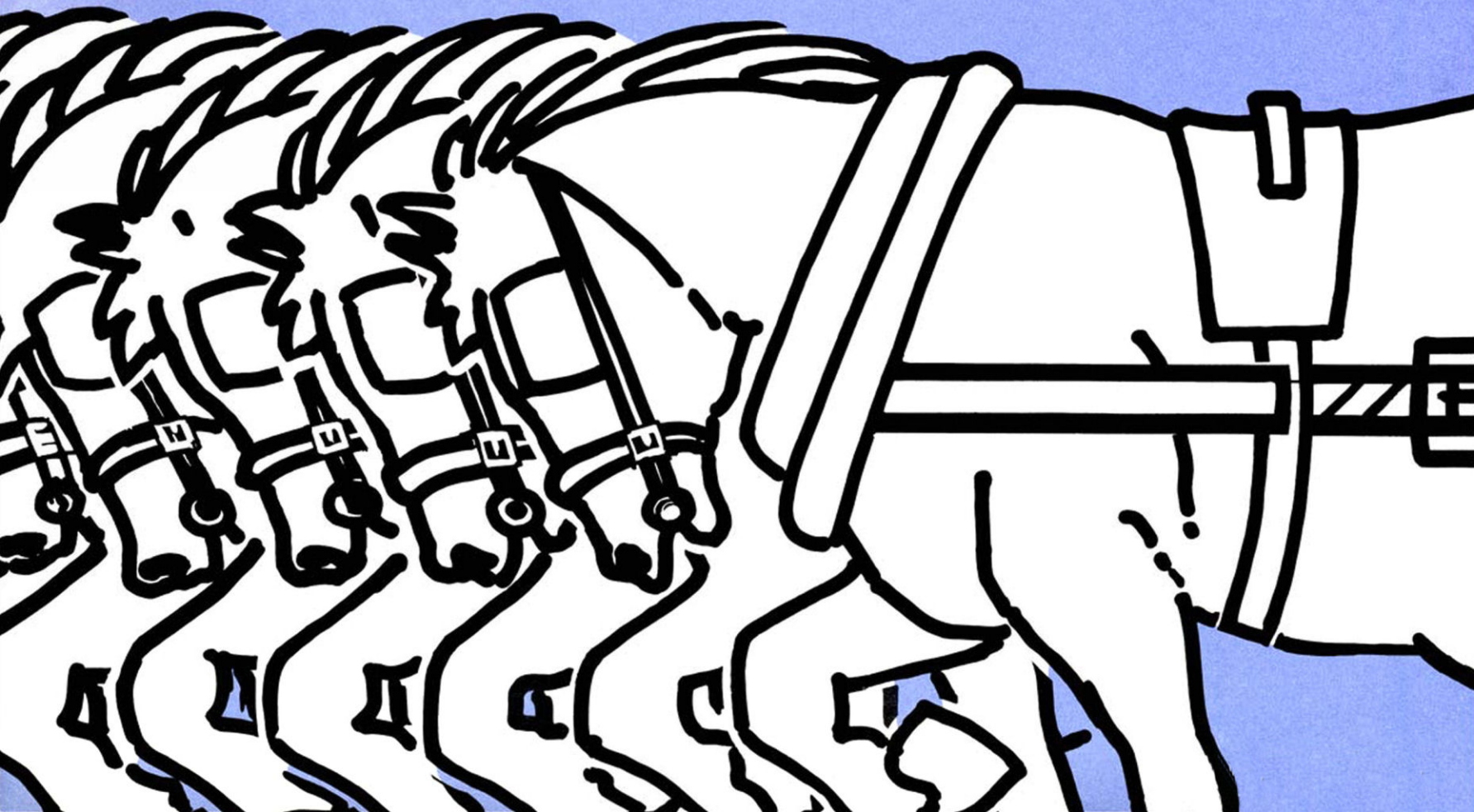
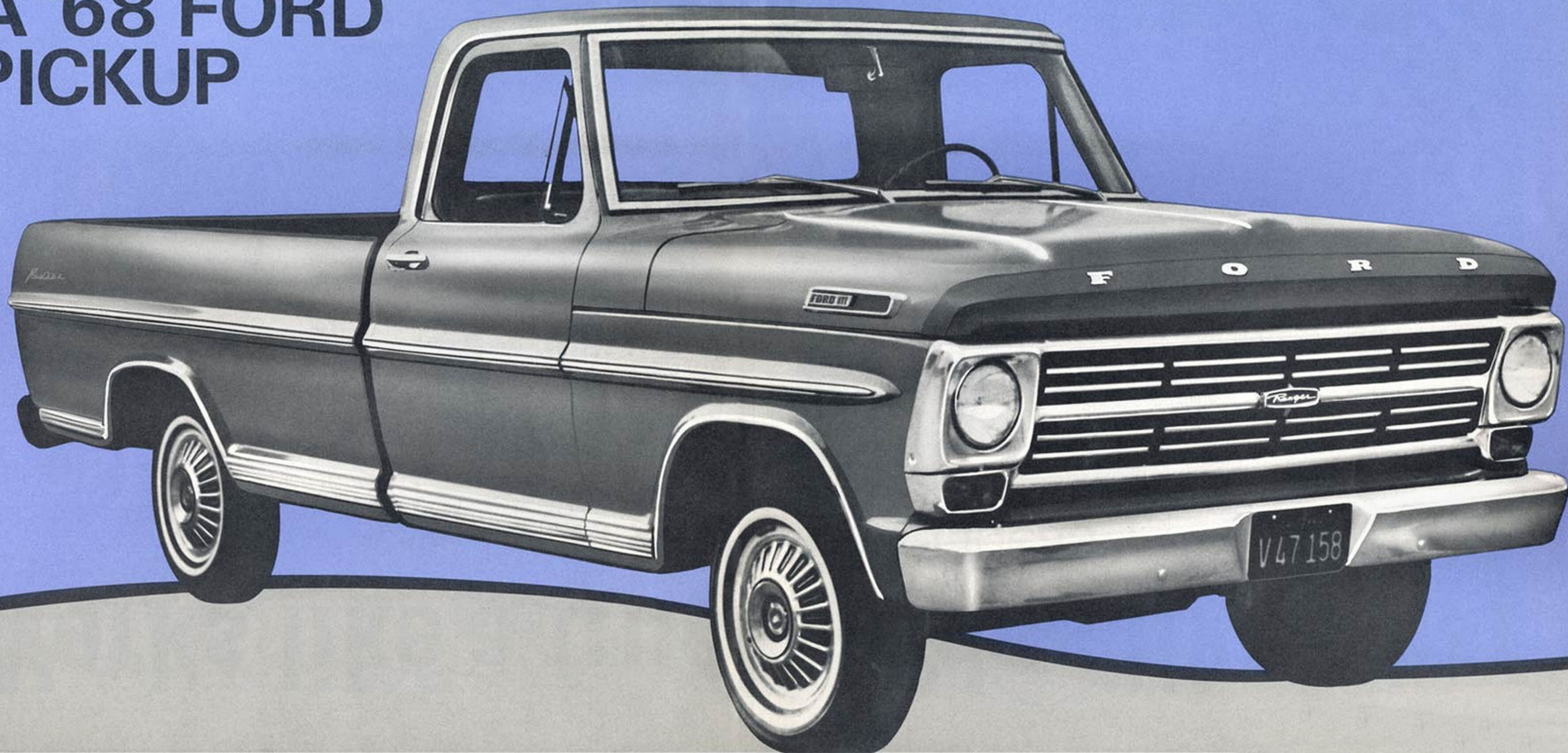


**COMFORTABLE,  
QUIET, DEPENDABLE  
AND WORKS LIKE  
200 HORSES!**

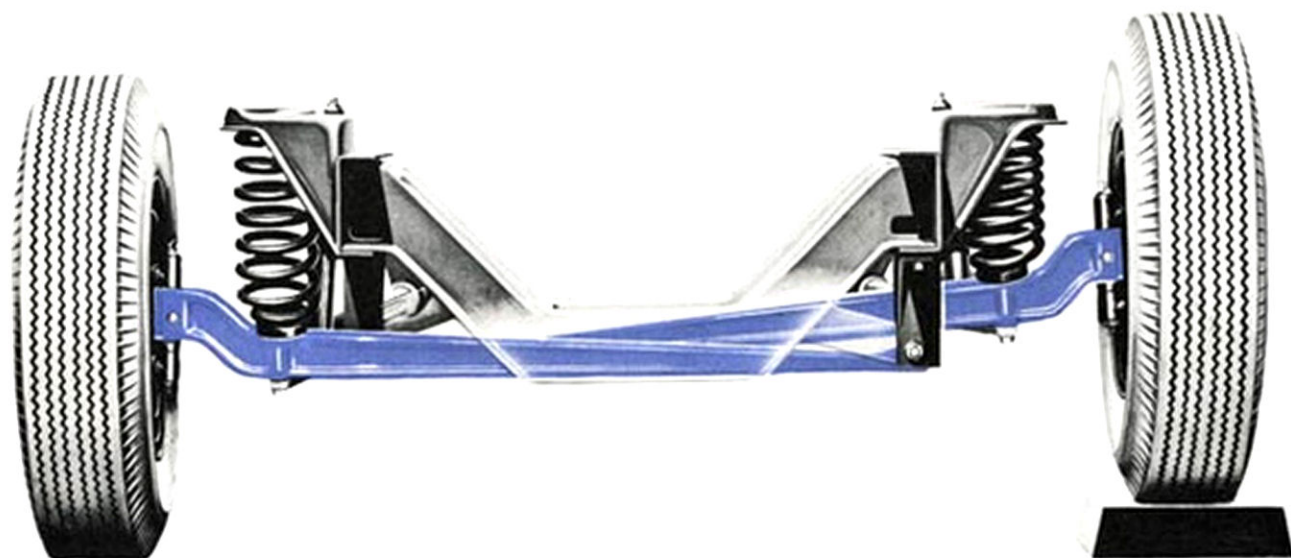




# A '68 FORD PICKUP





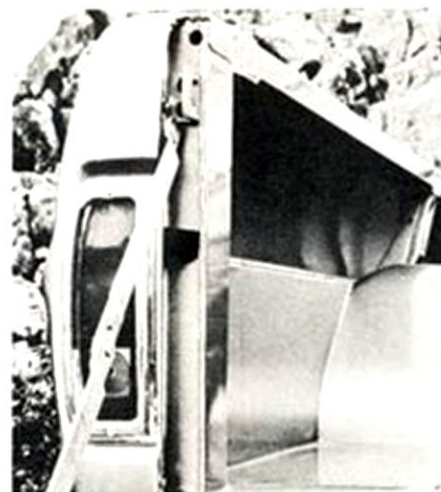
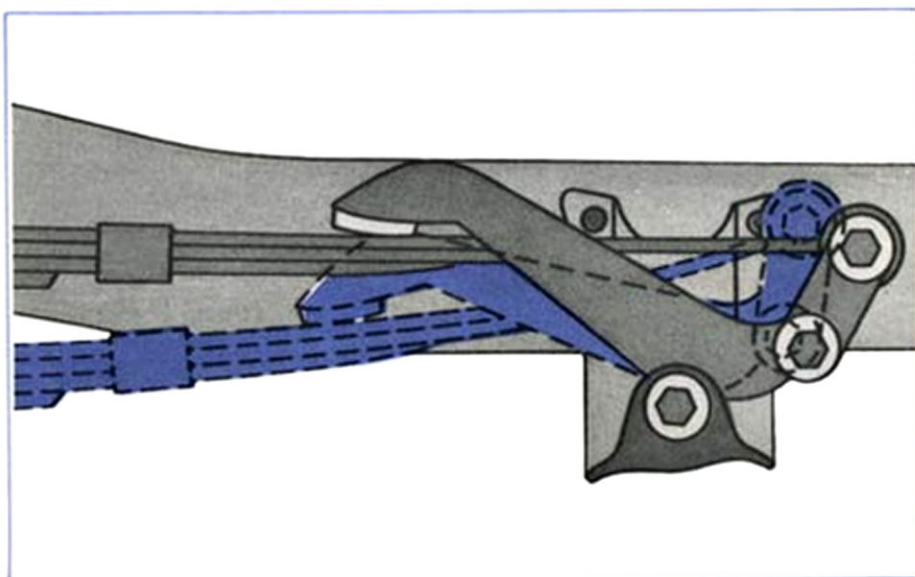


#### UP FRONT — TWIN-I-BEAM FRONT SUSPENSION

When engineers require strength and durability in construction, they use steel I-Beams. So does Ford. Two axles, each a forged steel I-Beam, are held in place by a rugged I-Beam radius rod. They're combined in an independent suspension with coil springs to take jolts and jars out of the roughest roads and still withstand the toughest kind of punishment you can dish out. This sturdier kind of suspension gives you better handling and more stability with any load on any road. There's no better way to build an independent front suspension for a pickup truck.

#### NEW FOR '68— FLEX-O-MATIC REAR SUSPENSION

A great new idea in rear suspensions, Flex-O-Matic automatically adjusts its own spring rate. When empty, Flex-O-Matic utilizes the full length of its smooth riding springs. As the load is increased, the effective rear spring length is reduced to provide greater support for heavier loads. This results in a smooth, stable ride regardless of payload and road conditions. Flex-O-Matic is standard on all 250 Series and is supplied on 100 Series models equipped with optional heavy duty rear springs. Twin-I-Beam up front . . . Flex-O-Matic in the rear . . . for a TOTAL ride you have to experience to appreciate.



#### DOUBLE-WALL SHEETMETAL

Ford pickups are built tough. Sheet metal is designed to take day-in, day-out punishment. Every Ford pickup has a double-wall hood section to provide increased strength and rigidity. Annoying hood flutter is eliminated. And double-wall side panels and tailgates on the Style-side pickup give extra body strength and prevent exterior sheet metal damage from shifting cargo.



#### ONE HAND TAILGATE LATCH

Just give it an easy pull and the tailgate on Series 100 and 250 Styleside pickups opens to a horizontal position. Just an easy push — and it snaps shut. One hand does it.

But, easy operation is just part of the story. Double wall construction makes the Ford pickup tailgate so strong, it can support 2,000 lbs. — more proof of built-in durability.



#### FORD POWER — SIXES AND NEW V-8's

The 240-cu. in. standard six and the 300-cu. in. Big Six provide economy with power and performance, and for the ultimate in performance there's V-8 power with the new 360- and 390-cu. in. powerplants — big engines with an urge to go. But Ford pickups give you more. More miles per gallon, longer engine life, less engine down time. No matter what your job requirements, a Ford engine will fill the bill.

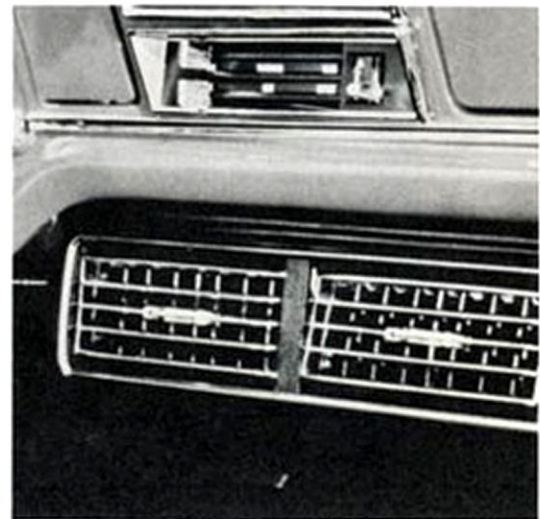


#### ROOMIEST PICKUP ON THE ROAD

No one makes a bigger cab than Ford. Man-sized, luxurious, Comfortable, you can carry that extra passenger without cramping your driving style. For convenience and comfort you can't beat a Ford cab. They feature deep cushioned chair-height seats, padded dash and sun visors, reversible ignition key, paddle-type door latch handles and a deluxe fresh air heater to name only a few. Pick your choice of colour-keyed vinyl trim from Ford's wide range of attractive shades. Order the Custom Cab or the Ranger model for the ultimate in style and comfort.

#### OPTIONS GALORE:

For the first time, Ford offers air conditioning in light trucks, coupling it with an integrated heating and defrosting system for year-round comfort. Other luxury options include: Transistorized Push Button Radio • Power Steering • Power Disc Brakes • Bucket Seats add the last word in comfort and elegance. These are just some of the options. The standard equipment, alone, is reason enough to make a Ford your choice in a pickup truck.





# One of our better "Better Ideas"



## **FORD PICKUP SERIES 100 - 250**

Ford makes a new kind of pickup. Step in. Take off with a new kind of go. Ford pickups have everything you could possibly want in performance, durability, good looks and the kind of luxury that can spoil you.

Come and see it. Better still, drive it. Prove for yourself that Ford Trucks really are a better idea.



#### 4 x 4 — The Four-Wheel-Drive Pickup

Ford puts 4-Wheel-Drive into a pickup and it puts you where there's work to be done. Muddy or slushy construction sites, rocky hills or over snow and ice. That's where Ford's 4-Wheel-Drive pickups travel with ease. Up front, there's Mono-Beam Suspension to cut down the jolts and jars. For power to keep you moving over any terrain, you have a choice of 240- or 300-cu. in. Sixes or the new 360- or 390- V-8's. See your Ford Dealer for full details.

#### BRONCO — 4-Wheel-Drive

Shift into 4-Wheel-Drive and Bronco takes you past the end of the road. Places you couldn't drive to before become easily accessible with this spirited work-horse from Ford. Exclusive Mono-Beam front suspension smooths your ride. Big 105 hp. Six or 195 hp. V-8 engines provide power galore. And off the job, consider the fun of Bronco on vacations. It's a real go-er through mud, sand, snow . . . anywhere you want it to take you. There's a model designed to suit you — Bronco Pickup, Sport Pickup, Wagon, Sport Wagon or Roadster.

#### RANCHERO — stylish, lively luxury . . .

. . . it's custom tailored for the man who wants the ultimate in pickup luxury and style. The sport-minded Ranchero is far from an ordinary pickup. You get long, lean lines, ventless side windows, flow-through ventilation, and . . . if you choose the GT model, there's a standard new 302 V-8, bucket seats, white sidewall tires, and distinctive GT stripe. But Ranchero works just as hard as it plays. For the ultimate in a luxurious yet practical pickup . . . choose Ranchero by Ford.

FORD F100, F250 4 x 4



BRONCO



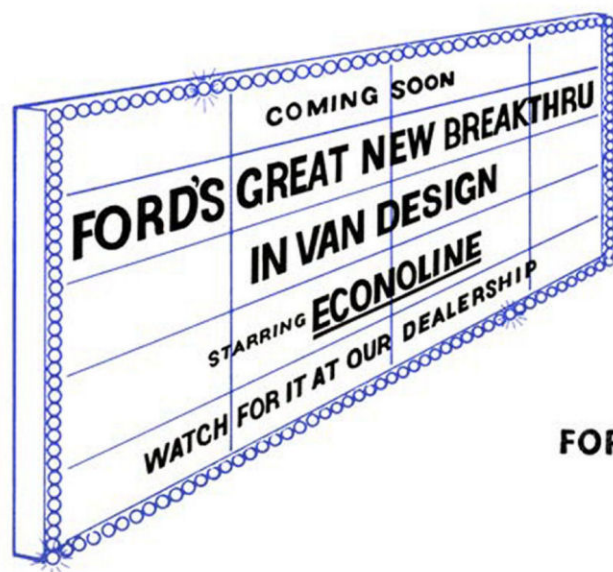
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