

ford wagons '70



ford · torino · falcon · bronco · club wagons



FORD LTD COUNTRY SQUIRE

this
luxurious
LTD country squire
leads a
double life



Ford, world leader in station wagon sales, presents 11 new 1970 wagons. Top model, the LTD Country Squire, is the finest expression of the Wagonmaster's art . . . a rare combination of absolute luxury and total practicality. It is the very essence of high fashion, yet never forgets its primary mission as a comfortable carrier of people and of things.

On the road, the Squire gives an immediate impression of all-encompassing quiet. Its frame has been computer-tuned to provide this quiet. Along with its hushed, relaxed ride, the Squire presents a host of other Ford better ideas. The elegant LTD grille and hidden headlights. The unique 3-Way Magic Doorgate. The new anti-theft Locking Steering Column. The Uni-Lock

Safety Harness with one buckle for seat and shoulder belts. The remote-control door handles. And much more.

Squires are available in two models—for six or eight passengers, the latter model with dual-facing rear seats (shown at right) which fold flush for cargo carrying. Standard equipment includes power front disc brakes, power doorgate window, full wheel covers, and the big 351 V-8. Carpeting up front, fine vinyl trim, and woodlike accents all contribute to the feeling of luxury inside. Outside, the classic wood-styled side panels unmistakably say Squire. A new option for '70 is the Saddle Vinyl Roof, illustrated above. And from Ford's long list of other options (page 14) you'll find superb additions for an already superb wagon.



RANCHO MARKET RANCHO



MEATS &
GROCERIES



FORD GALAXIE 500 COUNTRY SEDAN



Ford's 3-Way Magic Doorgate folds down like a tailgate . . .

. . . or swings open like a door, with the window down or up.

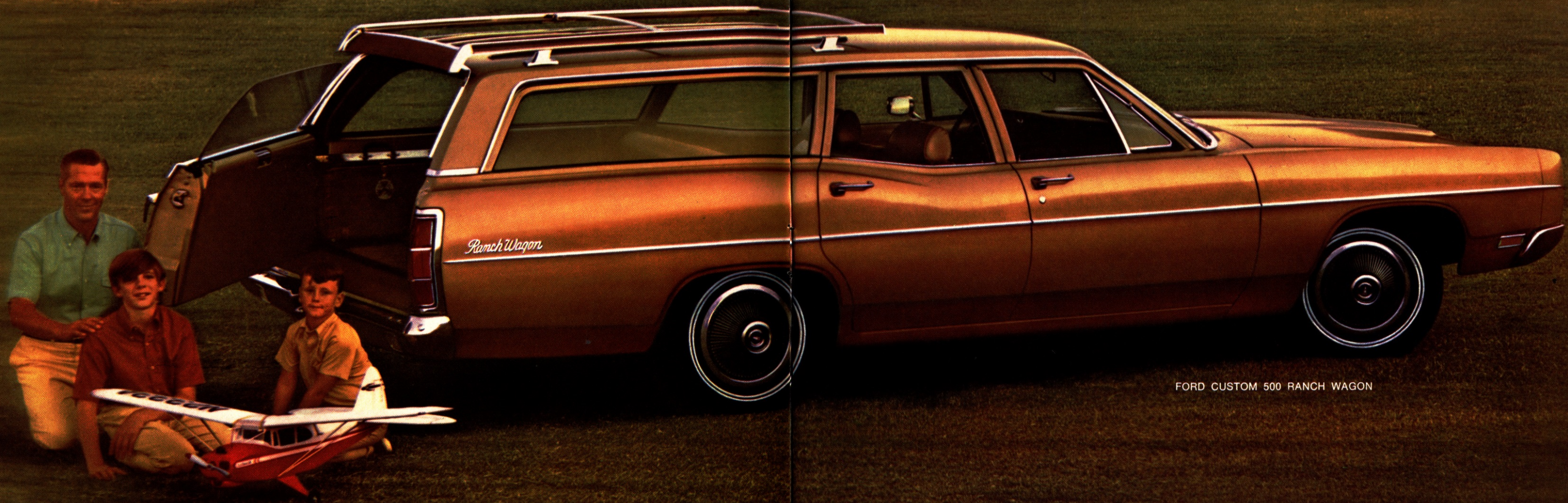
for mothers
who are
movers

GALAXIE 500
COUNTRY SEDANS



Ford Galaxie 500 Country Sedans are a great choice if you want a big luxury wagon at a lower than top-of-the-line price. With their remarkable quietness, their full quota of Ford's better ideas, their relaxing ride, and their haul-most-anywhere abilities, they are among the very best wagon values in the market.

Two models are offered: A six-passenger and eight-passenger. Both have a lockable, below-deck storage space. Both have a cargo area of 96.2 cubic feet. And in both you can stack sheets of 4 x 8 plywood flat on the floor. Ford's Flight-Cockpit Instrument Panel puts all controls in a curved cluster in front of the driver. Full-width foam-padded seats have handsome, long-wearing pleated vinyl trim. Up front, deep, loop-pile carpeting is standard. Also standard is the big 351-cu. in. V-8. And the 3-Way Magic Doorgate. And a whole lot more Ford better ideas.



FORD CUSTOM 500 RANCH WAGON

lots
of everything
but price



CUSTOM & CUSTOM 500 RANCH WAGONS

The Custom 500 Ranch Wagon and Custom Ranch Wagon are for value seekers who want a big wagon at a down-to-earth price. These are full-sized wagons with all of Ford's better idea wagon features. Wheelbase is 121 inches. Track is 63 inches (rear, 64). Stance is solid and stable. The ride is super-quiet and sedan-like.

In addition to the standard six-passenger model, the Custom 500 Ranch Wagon is offered in an eight-passenger version with dual-facing rear seats. All models have a lockable, below-deck storage compartment. All have Ford's 3-Way Magic Doorgate. And all have the big 351-cu. in. V-8 standard. Other standard features include the new Locking Steering Column, and the new Uni-Lock Safety Harness with automatic seat belt adjustment and single buckle for both seat and shoulder belts. For optional choices, take a look at pages 14 and 15. You can choose from a wide variety of useful additions like SelectAire Conditioner, Adjustable Deluxe Luggage Rack, Automatic Ride Control, and more.



We call it the "Front Room." You'll call it one of the most comfortable, spacious wagon seats you've ever experienced. Deep-foam padding. Wall-to-wall carpeting. Lifeguard Design Safety Features. And all at Ford's low Custom Ranch Wagon price.



FORD CUSTOM RANCH WAGON



TORINO SQUIRE

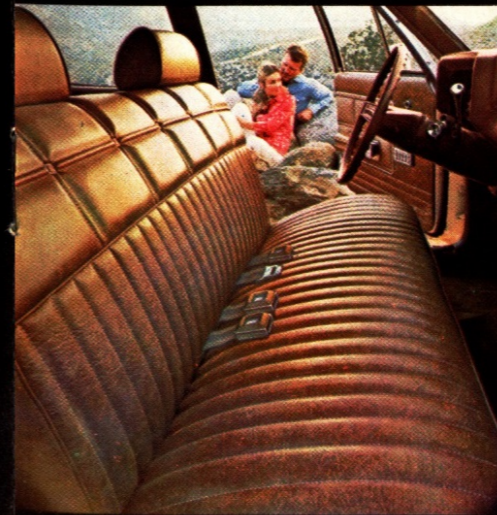
new
clear
through



The 1970 Torino Squire is new clear through. New size—209 inches overall on a 114-inch wheelbase. New shape. Low. Racy. Sporty. Aerodynamic design—as if fashioned by the wind. New strength. Bodies are monocoque construction—like modern aircraft. New standard 302 CID V-8 engine (other V-8 options up to 429 cubic inches). New luxury “standards” you’d never expect in an intermediate-size wagon: woodtone side paneling, concealed windshield wipers, carpeting, power front disc brakes, 2-Way Magic Doorgate, and many other better wagon ideas. And optional Hideaway Headlamps (shown above) are now available. No wonder Motor Trend magazine named Ford’s Torino “Car of the Year”!

TORINO SQUIRE & TORINO WAGON

The elegant new Ranchero Squire is at home in any setting. Handsome woodtone paneling inside and out gives it the look of luxury. Yet for all its style, it’s still a sound, sensible worker. Choice of six different V-8 engines, or the standard 250 CID Six. It’s a sporty beauty inside, action-sized outside. And the 6½-foot pickup box holds almost 40 cu. ft. of cargo.



Torino Squire Wagon seats are foam-padded. Upholstery is kid- and pet-proof.



Sporty Ranchero Squire with optional bucket seats, vinyl roof, Hideaway Headlamps.



TORINO WAGON

FAIRLANE 500 WAGON

The Fairlane 500 Wagon is the same new action size as the Torinos. It offers the same advantages in style, in design, in strength and in performance. It has the new monocoque unitized construction. Its standard engine is the hearty 250-cu. in. Six and four optional V-8's are available. These are the most efficient V-8's Ford has ever built—and Ford, the Wagonmaster, has more experience than anybody else with V-8's. Fairlane 500 Wagons will seat six comfortably. There's an optional rear seat available for two more. Cargo space is 85.2 cubic feet. Ford's 2-Way Magic Doorgate is standard, along with the new Locking Steering Column, the new Uni-Lock Harness, and a whole lot of other Ford better ideas. As for options, an especially wide choice is available, ranging all the way from a heavy-duty Trailer Towing Package to SelectAire Conditioner to an Adjustable Deluxe Luggage Rack. See pages 14 and 15.



FAIRLANE 500 WAGON



queens
of the
carpool

TORINO WAGON

Like all Torinos: Longer, lower, wider, roomier for 1970! Like all Ford wagons: Brimming with better wagon ideas! You can pack up 85.2 cubic feet of cargo in a loadspace that's 89 inches long and 42.6 inches wide. Plenty of seating room for six big passengers, too. (Choose the optional rear-facing 3rd seat and make it a party of eight.) Two-Way Magic Doorgate—standard on all Torino Wagons—folds down for cargo, aside for people. Other standards include lockable rear storage compartment, vinyl trim, belted tires, Twice-a-Year Maintenance and Ford Motor Company's famous Lifeguard Design Safety Features (listed on back cover). And for options, take a look at pages 14 and 15. You can have a Torino Wagon just about any way you want it.



ford's newest wagon idea

FAIRLANE FALCON

Only Ford, the Wagonmaster, could improve on the all-time wagon economy champ. This is the smartest, roomiest Fairlane Falcon Wagon ever. We lengthened the wheelbase, widened the tread and stretched out the cargo capacity to over 85 cubic feet. Fairlane Falcon's standard six-cylinder engine is livened to 155 horsepower (six V-8 options also available). Better wagon ideas include 2-Way Magic Doorgate, lockable rear stowage compartment and an optional rear-facing 3rd seat. It's topped off with a low price tag.



ALL NEW FAIRLANE FALCON 4 DOOR WAGON

ford's fun fleet

- (A) For people who like to take it all with them, F-250 Camper Special is the answer. Accommodates popular 10½-foot camper bodies, has rugged built-in components, extras to keep it comfortable, long-lasting, on or off the road.
- (B) With lots of people or lots of stuff, Ford Club Wagons are the handiest haulers ever. Available in two lengths and three levels of luxury. Seating from 5 to 12 passengers. Camper conversions available from several manufacturers.
- (C) Ford Bronco puts you at ease when the going gets toughest. It's a go-anywhere, do-anything 4-wheel-drive vehicle that's equally happy on the highway or out beating the bush. Available as a Pickup or Wagon . . . and doesn't mind mixing work with play.



ford's better idea options

Optional equipment will not only add to the convenience and usefulness of your wagon or recreational vehicle, but can also materially increase its value at trade-in time. In addition to those items illustrated at right, others you'll want to consider include:

SelectShift Cruise-O-Matic which permits you to shift for yourself or go fully automatic. All models.

V-8 Engines up to 429 cubic inches. See engine chart on back page.

Traction-Lok Differential for increased control in tough going. Fords and Torinos.

Intermittent Windshield Wipers which can be adjusted to pause from 2 to 10 seconds between strokes. Ford and Torinos.

Load Floor Carpeting for extra eye appeal. Fords.

Power Tailgate Window (standard on LTD Squires and Ford Wagons with dual-facing rear seats). Fords and Torinos.

New Trailer Towing Packages with heavy-duty components to meet bigger load requirements. Fords and Torinos.

ILLUSTRATED AT RIGHT

A. Reclining Passenger Seat may be tilted to a variety of angles for riding or catnapping. Ford Squires and Country Sedans.

B. Deluxe Rim-Blow Steering Wheel has wood-tone effect. You squeeze the rim to blow the horn. Fords, Torinos. (Ford Speed Control also shown.)

C. Power Front Disc Brakes combine the low effort of power with the straighter, fade-resistant stopping of disc brake design. Fords and Torinos.

D. Plaid Seat Trim adds extra flair to Ford Squires, Country Sedans, Torinos, and Torino Squires.

E. Power Front Seat Control adjusts seat up, down, forward, back, and tilt. Fords. Also available with 4-way adjustment on Torinos.

F. Adjustable Deluxe Luggage Rack has integral air deflector to help keep rear window clean. Fords and Torinos.

Illustrated also is the new **Saddle Vinyl Roof** for Ford Country Squires.

G. Tilt Steering Wheel may be adjusted to five driving positions. Fords.

H. AM/FM Stereo Radio surrounds you with sound. Five push buttons allow pre-selecting of five AM and five FM stations. Fords and Torinos. Also available is the **Stereo-Sonic/AM Radio System** which combines AM radio with convenient tape player. Fords only. **AM Radio**, fully transistorized, with five push buttons, available on all models.

I. Automatic Ride Control keeps wagon level regardless of load. Time delay feature prevents operation during temporary load changes. Fords.

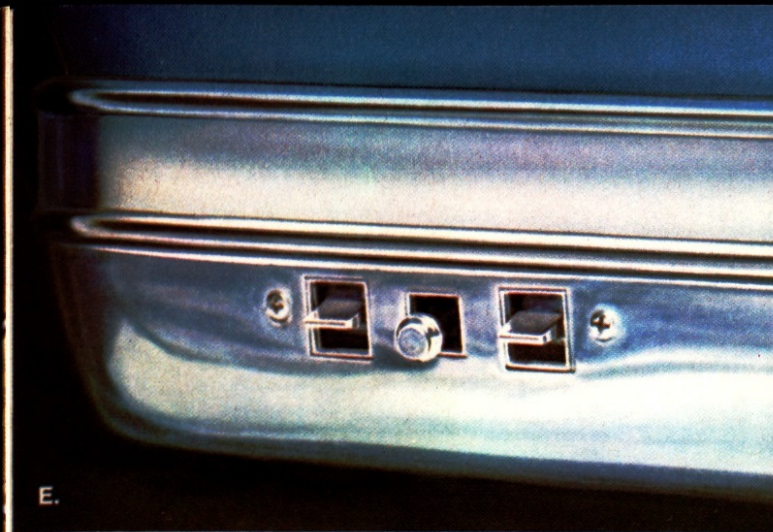
J. Fingertip Speed Control automatically maintains freeway speeds for you, yet gives you complete control whenever you wish. Fords.

K. Convenience Check Group gives seat belt reminder, warns if doors are ajar, fuel is low, and if headlights are on. Fords.

L. SelectAire Conditioner cools in summer, warms in winter, dehumidifies all year long. All models. Note: Complete details on these and many other options are available at your Ford Dealer's.



A.



E.



H.



B.

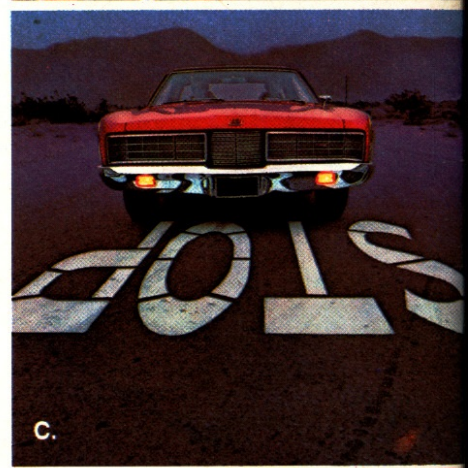


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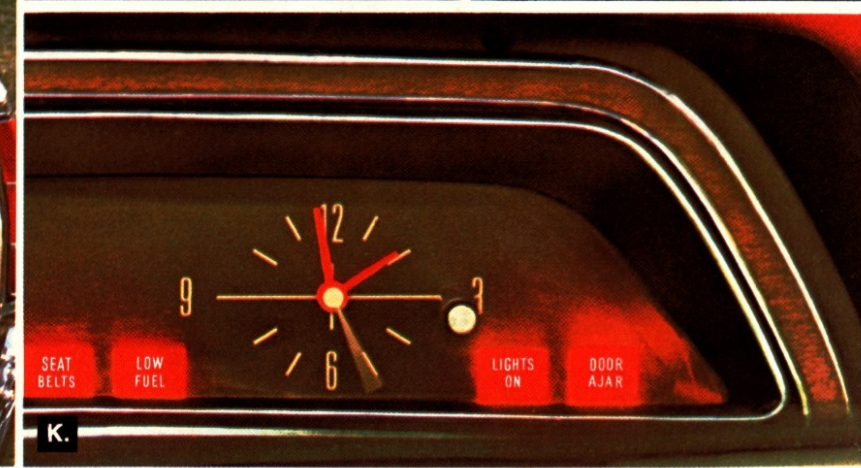


I.

J.



C.



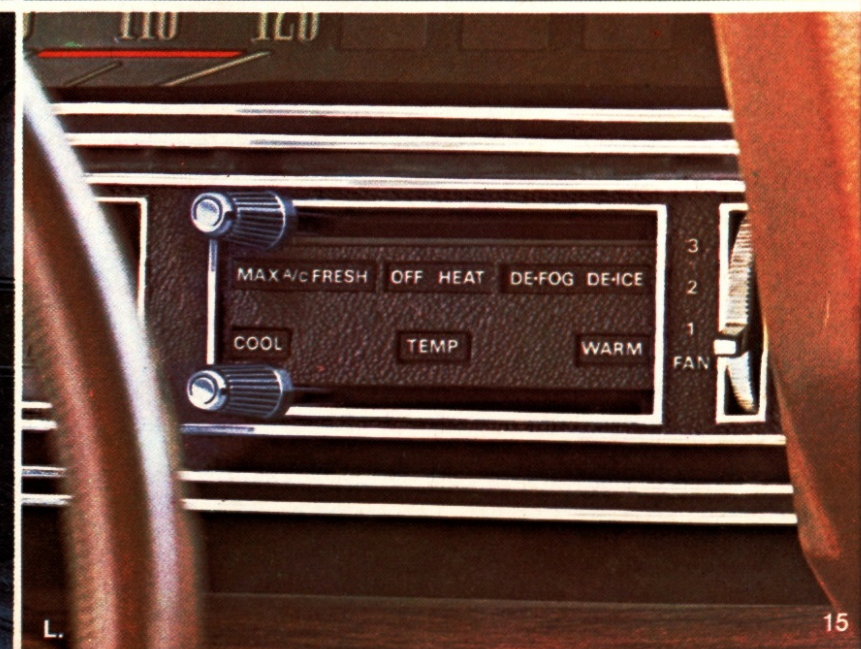
K.



D.



G.



L.

15

ford wagon facts:

Ford LTD Country Squires, Galaxie 500 Country Sedans, Custom 500 Ranch Wagons, Custom Ranch Wagon

Power Team—351-cu. in. V-8 and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 15 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Color-keyed carpeting. Cigarette lighter, ash trays. Heater-defroster. 3-Way Magic Doorgate. Lockable under-floor rear storage compartment. Twice-a-Year Maintenance Features. All the Ford Motor Company Lifeguard Design Safety Features (below).

Torino Squire, Torino & Fairlane 500 Wagons

Power Team—250-cu. in. six-cylinder engine (302-cu. in. V-8 on Squire) and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 16 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Foam-padded seats. Courtesy lighting. Cigarette lighter, ash trays. Heater-defroster. Ford's 2-Way Magic Doorgate. Under-floor rear storage compartment (lockable on Torino Squire and Torino Wagon. Twice-a-Year Maintenance. All the Ford Motor Company Lifeguard Design Safety Features (listed below).

Fairlane Falcon Wagon

Power Team—250-cu. in. Six and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 16 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Foam-padded seat cushions. Courtesy lighting. Heater-defroster. Twice-a-Year Maintenance Features. All the Ford Motor Company Lifeguard Design Safety Features listed below.

lifeguard design safety features

The safety of those who drive and ride in Ford products has always been a prime concern of the Ford Motor Company. Literally millions of miles on the test track and millions of man-hours in the laboratory have been devoted to safety. The latest results of this research are seen in the Lifeguard Design Safety Features listed here. These features help reduce the likelihood of injury in case of an accident, but the most important job of all—preventing accidents—can only be accomplished by the driver. Obeying traffic laws at all times and developing alert, defensive driving habits are the best protection for the driver and his family against unsafe conditions on the road.

1970 Ford Motor Company Lifeguard Design Safety Features standard on Ford, Torino and Fairlane Falcon Station Wagons are: • Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear lap belts for all seating positions • Shoulder belts for front out-



board occupants • Turn indicators with lane-changing signal feature • Inside yield-away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints for front outboard occupants • Safety glove box latch.

wagon dimensions

	FORD	TORINO FAIRLANE FALCON
Overall Length	216.9" Squire 219.0"	209.0"
Wheelbase	121"	114"
Width	79.9"	75.4"
Height	56.8"	55.7"
Cargo Length (tailgate up)	92.4"	89.0"
Cargo Length (tailgate down)	113.8"	109.5"
Cargo Width WIDEST POINT	62.4"	59.1"
BETWEEN WHEEL-HOUSINGS	48.7"	42.6"
Rear Opening Height x Width	29" x 54"	29" x 51.7"
Cargo Volume (cubic feet)	96.2	85.2"

curb weight (approx. lb.)

FORD (6-Pass.): Custom Ranch Wagon 4243; Custom 500 Ranch Wagon 4213; Country Sedan 4253; Country Squire 4303.

TORINO (6-cyl.): Fairlane 500 Wagon 3650; Torino Wagon 3695; Torino Squire 3715.

FAIRLANE FALCON (6-cyl.): Wagon 3635.

power teams

ENGINES						
cu. in.	carb.	Six or V-8	hp	Ford	Torino	Fairlane Falcon
250	1V	6	155		S	S
302	2V	V-8	220		O*	O
351	2V	V-8	250	S	O	O
351	4V	V-8	300		O	O
390	2V	V-8	265	O		
429	2V	V-8	320	O		
429	4V	V-8	360	O	O	O

S—Standard O—Option

*Standard on Torino Squire

transmissions

STANDARD: Fully synchronized 3-speed manual transmission (except with 429-cu. in. V-8).

OPTIONAL: SelectShift Cruise-O-Matic available all models. Required with 429-cu. in. engines.

engine features

6000-mile (or 6-month) full-flow oil filter; hydraulic valve lifters; dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; weather-proof ignition with constant-resistance wiring; air-cooled breaker points; positive engagement starter.

twice-a-year maintenance

1970 Fords, Torinos and Fairlane Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '70 service-savers include 24,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and galvanized major underbody parts. Ford Wagons need so little service, it's wise to see they get the best—at your Ford Dealer's.

NOTE: Your new 1970 Ford Wagons come equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.



FORD LTD COUNTRY SQUIRE



FORD GALAXIE 500 COUNTRY SEDAN WITH DUAL-FACING REAR SEATS



FORD CUSTOM RANCH WAGON



FAIRLANE 500 WAGON



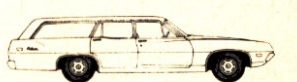
FORD LTD COUNTRY SQUIRE WITH DUAL-FACING REAR SEATS



FORD CUSTOM 500 RANCH WAGON



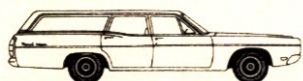
TORINO SQUIRE



FAIRLANE FALCON WAGON



FORD GALAXIE 500 COUNTRY SEDAN



FORD CUSTOM 500 RANCH WAGON WITH DUAL-FACING REAR SEATS



TORINO WAGON

FORD



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