





Ford for '69. Completely new, completely redesigned to give you more of everything you want in a car. The new Ford hugs the road with a track as wide as a Cadillac. The new Ford smooths your ride with a longer wheelbase than a Chevrolet. The new Ford has more front headroom and legroom than an Imperial. And the new Ford LTD is designed to ride even quieter than the LTD that was quieter than a Rolls-Royce.

Better ideas inside give you more reasons to choose Ford. A new concept in luxurious spaciousness. We call it our Front Room. The swept-away instrument panel on the passenger side gives you room to relax, more room than Ford ever offered before.

A new Flight-Cockpit Instrument Panel puts major controls before the driver. They're easier to see and use. Visibility's better, too. New Full Park Windshield Wipers tuck away neatly—well off the glass.

1969 Ford Lineup

There are 21 new Ford models to tempt you: three luxurious LTD's, two sporty XL's, and a dazzling collection of sedans, hardtops, SportsRoof models, convertibles and wagons. Each has a velvety ride . . . precise, responsive handling . . . and offers a level of luxury unprecedented in its class.

Luxurious LTD by Ford

The new LTD interior features plush fabrics, flawlessly fitted, and lavish touches like woodtone accents on instrument panel and doors. You can order even more sumptuous Brougham trim, individually adjustable Twin-Comfort Lounge Seats and a passenger seat that reclines (illustrated).

LTD luxury speaks clarion-clear outside (previous page). Crisp, sculptured styling. Classic long hood, compact deck proportions. More rakish roofline. Hardtops have smart new ventless door glass which virtually banishes wind noise. An impressive new die-cast grille, crafted like fine jewelry, has retractable headlamp doors. Never has Ford done so much to bring you such distinction in driving.

LTD elegance is offered four ways:
2-Door and 4-Door Hardtops, 4-Door
Sedan and the LTD Squire wagon.
And when you drive either luxury-size LTD,
you'll find performance in keeping with
its overall aura of success.
Authoritative engines begin with a standard
302 V-8. Added power up to a 429 V-8
is optional. Your early trial will be most
convincing.

New Flight-Cockpit Instrument Panel puts major controls directly before the driver











LTD standard interior, handsomely tailored, has plush fabrics softer, silkier, more lustrous than before

New luxury-size LTD for 1969 is unlike any car in its class. Many compare it with Canada's most expensive cars. And that's quite easy to understand.

The LTD hugs the road with as wide a track as a Cadillac. It smooths your ride with a 121-in. wheelbase. And it is designed to ride even quieter than the LTD that was quieter than a Rolls-Royce.

LTD also offers surprising maneuverability and easy handling. It U-turns in an even smaller radius than last year's Ford of exceptional roadability.

LTD's quiet ride comes from refinements beyond extra soundproofing. It's built in with a rugged new "S" frame, new body mounts that adapt to varying road conditions and improvements that isolate vibration so well—you ride in recording-studio-quiet.

LTD Country Squire

You enjoy the same serene elegance in the impressive new '69 LTD Country Squire. Wagonmaster innovations emphasize Ford wagon leadership everywhere. A new 3-way Magic Doorgate opens as a door ... glass up or down ... for passengers, and flips down as a tailgate for cargo.

Foam-cushioned seats, upholstered in beautifully pleated glove-soft vinyl... woodlike touches, plus other lavish appointments, give you luxury, comfort and convenience on a grand scale uncommon in the popular-price class.

Your Ford Dealer invites you to discover LTD luxury with a test drive.











Ford Galaxie 500 easy-care, long-wear all-vinyl interior

Now you can enjoy fine-car quality and luxury without paying the fine-car premium. Five Galaxie 500 models—SportsRoof, 2-Door Hardtop, 4-Door Hardtop, Convertible, 4-Door Sedan-give you a generous array to choose from.

Each model points the way to indulge yourself at a price you cannot afford to overlook. Note the tastefully sculpted lines. Crisp. Clean. No other popular-price car

puts so much finesse in styling.
On hardtop and convertible models, ventless door glass cuts wind noise down to the barest minimum. Better ideas like an "S" frame with reinforced torque boxes, plus powertrain refinements, give you remarkably quiet, velvety going.

New Roomy Interior!

You'll relax more inside, too, because Ford's Front Room has all the ease and comfort of home. All controls are clustered before the driver, in a beautifully designed new panel. Easy to see. Easy to use.

Next to the driver-for front seat passengers is r-o-o-m. More legroom, more stretch-out room than ever before.

And here's how Galaxie 500 comes. Responsive power teamwork by a smoothly performing 240-cu. in. Six and fully synchronized 3-speed manual transmission. Loop-pile carpeting. Choice of five color-keyed, handsomely tailored clothand-vinyl upholsteries. All the Ford Motor Company Lifeguard Design Safety Features (see page 23), and more.

For more excitement, four V-8's up to 429 cubic inches are available. So is the silk-smooth SelectShift. Other luxuries available are listed on page 22.

See the new Galaxie 500's at your Ford Dealer's soon.

Ever since a 1965 LTD showed itself quieter, by actual test, than a Rolls-Royce . . . Ford engineers have gone to great lengths to provide a smooth, quiet ride.

1969 Fords, like the suave new Galaxie 500 4-Door Hardtop and 4-Door Sedan you see here, were equipped with vibration sensing instrumentation. Their wheels were driven by rollers while sources of noise were isolated. Then car parts were removed one at a time to eliminate unwanted vibration.

This scientific "strip tease" is one big reason the Ford ride is exceptionally quiet, remarkably smooth. Continuous testing also brings you other special Ford advantages.

Examples: a smooth-running, economical 240-cu. in. Six teamed up with a fully synchronized 3-speed manual transmission. A better idea that is standard. For more punch, there are V-8's up to 429 cu. in. Magic Doorgate, now 3-way, is standard on all Ford wagons. A power tailgate window is standard on the 8-passenger Country Sedan, optional on 6-passenger wagons.

Much more is different about the new Ford—in size and luxury. Most different of all is our new Front Room—with a more convenient Flight-Cockpit Instrument Panel and more room than ever. Only one idea remains the same. The '69 Ford is modestly priced. And that again will be very popular.

Your own test drive is invited. And when you test the '69 Galaxie 500, ask a lot of it. You'll be more than pleased.

Country Sedan lets you wagon about to your heart's content

Ford Galaxie 500 4-Door Sedan

a look that belies its modest price





BETTER IDEA OPTIONS TO ADD YOUR OWN BRAND OF FLAIR

Tailor your Ford to suit your own personal taste. Ford's wide array of comfort-convenience-appearance-performance ideas makes it easy. Each item gives you more enjoyment, and extra value at trade-in time. Let your Ford dealer help you design your Ford just the way you want it.

Better ideas in added comfort

A SelectAire Conditioner for complete comfort in any weather □ Tinted glass reduces glare, keeps car cooler D Bucket seats and console (XL only, includes Comfortweave breathable vinyl seat trim for cooler riding)
Comfortweave (Galaxie 500) except convertible, XL, Country Sedan and Country Squire). B 6-way power front seat (driver's side or full width) □ LTD Twin-Comfort Lounge Seats, separately adjustable (LTD hardtops with Brougham Interior Trim only). C Reclining passenger seat lets co-pilots catch 40 winks (Galaxie 500 4-door models, Country Sedan and Squire with Comfortweave knitted vinyl, XL's with bench seats, LTD's, D Instant warmup, superb tone from any of three sound systems: AM Radio, AM/FM Stereo Radio. E Stereo-Sonic Tape/AM Radio System.

Better ideas for more convenience

F SelectShift Cruise-O-Matic Drive lets you shift manually or fully automatically. G
Automatic speed control, ideal for freeway travel
Console (with bucket seats) keeps sunglasses, road maps, other doodads handy

Left-hand remote-control outside mirror, you adjust it without opening the window

Power steering makes easy driving even

easier. H Tilt steering wheel, plus power steering adjusts to seven positions to suit your driving ease (with SelectShift transmission).

Rim-Blow Steering Wheel has a built-in, full-circle horn switch you can actuate anywhere on a sporty, deluxe 3-spoke steering wheel. I Power front disc brakes stop as easily as you go □ Power door locks, one button secures all doors. J Power windows, control windows from driver control panel, or each window separately (all models except Custom, Custom 500, Ranch Wagon and Custom 500 Ranch Wagon). K Rear window defogger, welcome during humid days (except convertibles and wagons) □ Roof rack boosts luggage stash and carry capacity

Adjustable deluxe luggage rack with integral air deflector (wagons) fits any overhead load ☐ Power tailgate window (standard on LTD Country Squire and all 8-passenger wagons) □ Visibility group puts lights where you need them

Self-regulating electric clock (standard on LTD and Country Squire). L Convenience group, friendly warning lights for door ajar, lights on, seat belt reminder, fuel low Intermittent windshield

Better ideas to enhance appearance

wipers, pause to suit rainfall.

Vinyl-covered roof adds touch of elegance
(all 2- and 4-door hardtops, and LTD 4-door
sedan)

Two-tone paint, wide choice of
combinations (convertibles and Country
Squire excluded)

White sidewalls

Wheel
covers

LTD Brougham Interior Trim—
luxurious upholstery with simulated woodgrain accents gracing instrument panel and

doors
All-vinyl trim for Galaxie 500 models (standard on convertibles and wagons)
Carpeted load floor to spiff up wagon interiors (all wagons)
Deluxe seat belts.

Better ideas in performance

GT Performance Group includes power front disc brakes, competition suspension, high ratio rear axle, GT ornamentation, Rim-Blow Steering Wheel, simulated "mag" wheel covers, H70-15 belted wide-tread tires (XL's with 390- or 429-cu. in. V-8)
Alternator 55 amp. (included with SelectAire) □ Heavyduty battery (standard with 429-cu. in. V-8) □ Axle ratio, high numerical, gives you better acceleration, towing and hill-climbing ability ☐ Automatic ride control keeps car level regardless of load (V-8 required) □ Limited-Slip differential for go in mud. snow. ice—more positive traction □ Heavy-duty suspension offers high-rate springs, large diameter front stabilizer bar and HD shock absorbers (standard on 2-door hardtops and convertibles)

Radial ply tires for greater tread life (not on wagons) - H70-15 belted wide-tread tires for long wear with better traction. Be sure to look at the complete selection of the accessories offered by your Ford Dealer. Items like the tachometer, designed specifically for XL's, and a right-hand rearview mirror (for all models) are available dealer-installed at refreshingly modest prices.

FORD STANDARD FEATURES

4-Door Sedans: NOTE: Features that follow are common to all models in the '69 Ford lineup except LTD's and Squires: Power Team-240-cu. in. Big Six □ Synchro-Smooth Transmission (fully synchronized 3-speed manual)

Choice of 15 Super Diamond Lustre Enamel Colors p 3 Cloth and Vinyl Trims (Custom), 4 Cloth and Vinyl Trims (Custom 500)

Color-Keyed Headlining and Sun Visors - Full-Width Seats with Foam-Padded Cushions @ Color-Keyed Carpeting, Courtesy Lighting ☐ Heater-Defroster ☐ Full Park Windshield Wipers

Cigarette Lighter, Ash Trays Reversible Keys, "Keyless" Locking □ Suspended Accelerator Pedal □ Crank-Adjusted Vent Windows

Twice-a-Year Maintenance Features (See page 24.) Plus all the Ford Motor Company Lifeguard Design Safety Features listed on this page.

FORD CUSTOM 500 & CUSTOM 2- and

FORD GALAXIE 500 4-Door Sedan,
SportsRoof, 2- and 4-Door Hardtops,
Convertible: In addition to all of the abovelisted equipment, you get these variations:
Interior Choices—5 Cloth-Vinyl Trims (sedan,
hardtops), 6 All-Vinyl Trims (convertible)

Woodlike Appliques on Panel and Doors
Lighted Glove Box Lighted Trunk
Convertible Features: 5-ply Vinyl,
Power-Operated Top, Tempered Safety Glass
Rear Window Stretch-Taut, Color-Keyed
Boot with Easy-Action Top Latches.

FORD XL SportsRoof and Convertible:
Besides the 240-cu. in. Big Six, the fully
synchronized 3-speed manual transmission
and previously listed equipment, you get
these variations: Interior Choices—6 All-Vinyl

LTD by FORD 2- and 4-Door Hardtops,
4-Door Sedan: Power Team—302-cu. in.
V-8 Synchro-Smooth Transmission (fully synchronized 3-speed manual) In addition, you get all the above equipment and these variations: Interior Choices—6 Cloth and Vinyl Trims Full-Width Seats
I Electric Clock Woodlike Appliques on Instrument and Door Panels.

FORD WAGONS (Country Squire, Country Sedan, Custom 500 Ranch Wagon and Ranch Wagon): For features that come standard, like the 3-way Magic Doorgate, 302-cu. in. V-8 and all other facts on Ford Wagons, ask your Ford Dealer for a copy of the new 1969 Ford Wagon Catalog.

STANDARD FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES Ever since there have been Fords on the Canadian Road, safety of the people who drive and ride in them has been a primary concern of the Ford Motor Company, Ford engineers have driven millions of test-track miles, worked millions of laboratory manhours to make each Ford car as strong and reliable as possible. Some of the more recent results of their dedicated work are reflected in the Ford Motor Company Lifeguard Design Safety Features listed here. While these features help reduce likelihood of injury, you can contribute importantly by preventing an accident. Obey traffic laws at all times. Develop alert, defensive driving

habits to protect yourself and family best against unsafe conditions on the road.

Every 1969 Ford includes: 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 safetydesigned door handles - Front and rear lap belts with front outboard retractors
Turn indicators with lane-changing signal feature □ Inside day/night yield away rearview mirror

Energy-absorbing instrument panel with padding □ Padded sun visors □ Two speed or variable speed windshield wipers □ Windshield washers □ Double-thick laminate safety glass windshield Doubleyoke safety door latches and safety hinges □ 4-way emergency flasher □ Back-up lights

Side marker lights

Energyabsorbing front seat back tops with padding Self-locking folding front seat backs ☐ Shoulder belts for outboard front seat passengers (except convertibles)

Safetydesigned coat hooks

Safety-designed window regulator knobs

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

Safety design front end structure.





1969 FORD FACTS

Color and Upholstery Selections: 15 single tones, 24 two-tone combinations. Upholstery choices: Up to 37 in hardtops, 38 in sedans, 19 in wagons, 10 in convertibles.

Engines (see chart for availability): 240-cu. in. Big Six-150 hp, 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; 7 main bearings; reg. fuel; auto. choke; self-adj. valves; oil capacity, incl. filter, 4.2 qt.

302-cu. in. V-8-220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adjusting valves; oil capacity, incl. filter, 4.2 qt.

390-cu. in. V-8-265 hp; 4.05" bore x 3.78" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil capacity, incl. filter, 4.2 qt.

429-cu. in. Thunder Jet V-8—320 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 2-barrel carb; auto choke; self-adj. valves; oil capacity incl. filter, 4.2 qt.

429-cu. in. Thunder Jet V-8-360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; dual exhausts (single on wagons); oil capacity, incl. filter, 4.2 qt.

Power Team Selections

ENGINES	TRANSMISSIONS
Cu. In. Designation	LTD's, Other Squires Models
240 Big Six* 302 V-8‡ 390 V-8 429 Thunder Jet V-8 2V 429 Thunder Jet V-8 4V	S [‡] , C S [†] , C S [†] , C S [†] , C C C C C

*Std. engine and trans. all models except LTD's and Squire Wagons

†Std. trans. as indicated, all others optional †Std. engine and trans. LTD's and Country Squires Note: 4-Speed Manual N.A. on wagons Transmission Key:

S—Synchro-Smooth Transmission (fully synchronized 3-speed manual)

C-SelectShift Cruise-O-Matic; 4-4-Speed Manual

Engine Features: 6000-mile (or 6-month) full-flow oil filter; dry-type air cleaner; year-round 190° thermostat; 12-volt electrical system; 42-amp. alternator; 54-plate, 45 amp-hr Autolite Sta-Ful battery (78-plate, 80 amp-hr with 360-hp V-8); weatherproof ignition with constant-resistance wiring and air-cooled breaker points; positive-engagement starter; fully aluminized muffler.

Clutch and Manual Transmissions—(see chart availability): Semi-centrifugal clutch. Face diameter 9.5" with Big Six, 10" with 302-cu. in. V-8, 11" with 390-cu. in. V-8, 11.5" with Thunder Jet 429 V-8 (4-speed manual). Synchro-Smooth Drive Manual Transmission—smooth, fully synchronized shifting in all forward speeds.

4-Speed Manual Transmission—Fully synchronized with floor- or console-mounted stick shift on XL's; floor-mounted on others.

SelectShift Cruise-O-Matic—Lets you drive fully automatically or shift manually through the gears. Three forward gears, one reverse. Effective engine braking in low gear (1) for better control in hilly driving. Quadrant sequence P-R-N-D-2-1.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Overhung drive pinion and cast center section with roller bearings for all 240-and 302-cu. in. engines. Straddle-mounted drive pinion with roller bearings for all other engines.

Frame: Front end assembly, rear end assembly, and four reinforced torque box assemblies connected by center siderails. New S-shape front frame rails offer better energy-absorbing ability. Node-point body mounting with variable

rate mounts results in superior noise and vibration suppression characteristics.

Front Suspension: Wide 63" tread; drag-strut, ball-joint type mounted to allow slight rearward movement of wheels to reduce effect of road faults. Rubber-bushed stabilizer helps control roll on turns. Tapered roller wheel bearings.

Rear Suspension: Wide 64" tread. Three-link arrangement to control dive and squat on braking and acceleration. Lateral track bar centers axle, resists body sway on turns. Links and track bar rubber-bushed for smooth, quiet operation.

Steering: Overall steering ratio 30.7 to 1; with power steering 21.8 to 1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear. Self-energizing, self-adjusting (when applied while car is moving rearward), 11-inch composite drums, grooved for better cooling. Lining area 201.8 sq. in., 219 sq. in. on Wagons.

Tires: Uniform pressure black tubeless with rayon/polyester cord. Basic sizes 7.75-15, 8.25-15, H70-15. Belted Wide-Tread Tires included on XL's optional GT Performance Group, optional on all models (except wagons). Tire sizes are determined in part by engine choice and special equipment.

Basic Dimensions & Capacities—Length 213.9" (XL and LTD are 216.9"). Width 79.8" 4 Drs.; 79.7" 2-Dr. Hdtps.; 79.4" 2-Dr. Sedans and Conv. Height 55.1" (sedans), 53.7" (hardtops), 54" convertibles. Wheelbase—121". Tread is 63" front, 64" rear. Trunk Luggage Vol. (cu. ft.)—15.9 (convs.); 18 (others). Fuel—20.8 gal.

Approximate Weights—Custom 2-Door Sedan 3798 lb., Custom 4-Door Sedan 3821 lb., Custom 500 2-Door Sedan 3783 lb., Custom 500 4-Door Sedan 3883 lb., Galaxie 500 2-Dr. Hdtp. 3848 lb., Galaxie 500 SportsRoof 3893 lb., Galaxie 500 4-Door Hardtop 3819 lb., Galaxie 500 Conv. 4053 lb., Ford XL SportsRoof 3942 lb., Ford XL Conv. 3995 lb., LTD 2-Door Hardtop 3918 lb., LTD 4-Door Sedan 3918 lb.

Trailer Towing: For trailer towing information, see your Ford Dealer. He can advise on special equipment recommended for towing trailers of all types and sizes.

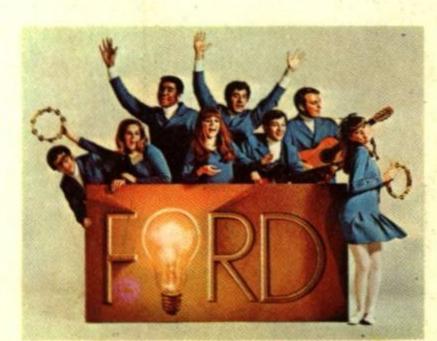
Twice-a-Year Maintenance

'69 Fords 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 '69 Ford service-savers include: 2-year engine coolant-antifreeze, self-adjusting brakes, long-life Autolite Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler, galvanized underbody parts.

NOTE: Your new 1969 Ford comes 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.

The specifications contained herein were in effect at the time this catalogue was approved for printing. However, because of continuing product improvements and refinements Ford Motor Company of Canada, Limited reserves the right to change specifications or design at any time, or discontinue models without notice and without incurring obligation. Mileage figures quoted herein refer to normal driving conditions.

Ford Motor Company of Canada, Limited



It's the going thing!