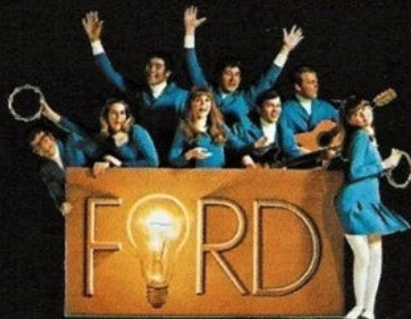


BUYER'S DIGEST

of new car facts for 1969.

Eleventh year. The original FORD book for car buyers who want all the facts before making a purchasing decision...52 models, options and features for:

FORD
TORINO/FAIRLANE
FALCON
MUSTANG
THUNDERBIRD



It's the going thing!

LTD by FORD
& FORD XL

How Ford stands in 1969.
Bigger. Wider. Longer. Quieter.
And alone in its class.

21 totally new '69 Fords. Headed by the luxurious LTD's and sleek, sporty XL's. All hug the road with as wide a track as a Cadillac. All smooth your ride with a longer 121-inch wheelbase. The '69 Fords also have more driver headroom than an Imperial. More legroom than a Chrysler. LTD by Ford is designed to ride quieter than the LTD that was quieter than a Rolls-Royce. Never has more been done to bring you such superb value in driving.

Choose from three distinctive LTD's: 2-Door Hardtop, 4-Door Hardtop, 4-Door Sedan. Two action-packed XL's: new SportsRoof and Convertible. Standard interiors are sumptuous. With impeccably tailored rich cloth-and-vinyl and vinyl trims. A front passenger seat that reclines at a touch is available. Woodlike accents grace doors and instrument panel. Loop-pile carpeting is plush. LTD and XL offer luxury uncommon in Ford's class.

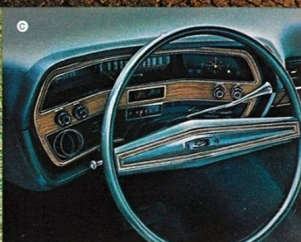
Also exclusive: Ford's spacious Front Room. A better idea that groups all controls and gauges in a new, coved Flight-Cockpit Instrument Panel . . . leaving room to spare for front passengers. A better visibility idea like Full Park wiper blades which park below the windshield. And the widest array of better idea options

that lets you personalize your Ford to any luxurious degree you wish. Niceties like the silk-smooth SelectShift—the transmission you can shift manually or automatically . . . power front disc brakes, Comfortweave trim—a vinyl knit with a cool new twist.

Facts about 1969 LTD and XL. STANDARD FEATURES include: 302-cu. in. V-8 on LTD's (240-cu. in. Six on the XL); Fully Synchronized 3-Speed Manual Transmission; Foam-Padded Full-Width Seats; Pleated Cloth-and-Vinyl on LTD, All-Vinyl on XL; Retractable Headlamp Doors; Die-Cast Grille; Loop-Pile Carpeting; Courtesy Lighting; Map/Air/Heater-Defroster; Full Wheel Covers; Reversible Keys; "Keyless" Locking; Electric Clock (LTD only); Dual Accent Paint Stripes. **OPTIONS INCLUDE:** 429-cu. in., 4V 360-hp V-8; 429-cu. in., 2V 320-hp V-8; 390-cu. in., 2V 265-hp V-8; 302-cu. in., 2V 200-hp V-8 (XL); Select-Shift Transmission; 4-Speed Manual (with 429-cu. in., 360-hp V-8 only); Finger-Hip Speed Control; Power Front Disc Brakes; Push-Button AM Radio; AM/FM Stereo Radio; Stereo-Sonic Tape/AM Radio System; Select-Air Conditioning; Rear Window Defogger; Vinyl-Covered Roof; 4-Way Power Front Seats; Power Steering; Tilt Steering Wheel; Power Door Locks; Brougham Interior Trim; Twin-Comfort Lounge Seats (with Brougham trim only); Reclining Seat (Twin-Comfort Lounge only); Comfortweave Breathable Vinyl Seat Trim (XL only); Bucket Seats and Console (XL only); Convenience Group (warning lights for fuel low, door ajar, lights on, seat belt reminder); Intermittent Windshield Wipers; GT Performance Group (XL's with 390-, 429-cu. in. V-8's only); 55-amp. Alternator (std. w/Select-Air); Heavy-Duty Battery (standard with 429-cu. in. V-8); Automatic Ride Control System (with V-8's only); Heavy-Duty Suspension System; Rim-Blow Steering Wheel; Radial Fly Tires; Behind-Wide-Tread Tires.

Basic specifications: Length—214", Width 79 7/8", Height—55.1" (Sedan), 53.7" (Hdtps.), 54.0" (Conv.); Wheelbase—121"; Curb Weight (approx.)—Sedan 3918 lb., SportsRoof 3998 lb., Conv. 4148 lb., 2-Door Hdtp. 3918 lb., 4-Door Hdtp. 4013 lb.; Trunk Luggage Volume (cu. ft.)—18.0 (Hdtps.), 15.9 (Conv.); Fuel—25 gal.

- A. LTD 2-Door Hardtop**—Impressive luxury-car look in Wimbledon White. Die-cast grille with retractable headlamps is standard (also on XL's).
- B. LTD 4-Door Hardtop**—In Black Jade. Exceptional elegance with superbly styled optional vinyl roof, 4-door convenience. 4-Door Sedan also available.
- C. New Flight-Cockpit Instrument Panel**—All major controls and instruments in a coved cluster before pilot. Easy to see. Easy to identify. Easy to use.
- D. Luxurious LTD Brougham Trim, Twin-Comfort Lounge Seats, Reclining Passenger Seat Options**—Unsurpassed luxury in the spacious Ford Front Room. Seats adjust separately, individually, plush, pull-down center arm rests, right side reclines at a touch. 100% nylon upholstery shown is lustrous Aqua.
- E. Ford XL Convertible**—Power-operated, 5-ply top and tempered glass rear window are standard. Fitted, color-keyed boot has hidden fasteners.
- F. Optional XL Bucket Seats with Console**—Supple vinyl, deep-foam padded for comfort. Handy U-bar shift on SelectShift Cruise-O-Matic which you can operate manually or automatically.
- G. Ford XL SportsRoof**—Ford's cool cat. Racy lines with GT Equipment Group for exciting new performance. Exterior color here is Champagne Gold.



FORD GALAXIE 500

Five new luxury-size Fords

Galaxie 500's point the way to indulge yourself at prices you can't afford to overlook. Graceful styling is crisp. Clean. Tastefully trimmed interiors feature plush carpeting, woodlike accents on instrument panel and doors. Ford's spacious Front Room puts controls before the driver—in a new Flight-Cockpit Instrument Panel.

Under the beauty... better ideas! An "S" frame, suspension and power train refinements—for a smooth, incredibly quiet ride. No wonder Galaxie's one of the most popular Fords.

Five suave new models: 4-Door Sedan, two 2-Door Hardtops (formal and racy SportsRoof), 4-Door Hardtop and Convertible. All offer fine-car luxury without the fine-car premium.

Facts about the Ford Galaxie 500's. STANDARD FEATURES include: 240-cu. in., 150-hp Six; Synchro-Smooth Transmission (fully synchronized 3-speed manual); Full-Width Seats with Foam-Padded Cushions; Reversible Keys; "Keyless" Locking; Magic-Kne Heater-Defroster; Color-Keyed Carpeting; Courtesy Lighting; Ventless Door Glass (Hardtops, Convertible); Self-Adjusting Brakes. **OPTIONS INCLUDE:** 429-cu. in., 4V 360-hp V-8; 429-cu. in., 2V 320-hp V-8; 390-cu. in., 2V 265-hp V-8; 302-cu. in., 2V 220-hp V-8; SelectShift Cruise-O-Matic Transmission; 4-speed Manual (with 360-hp 429 V-8 only); Fingerprint Speed Control; Power Front Disc Brakes; Push-Button AM Radio; AM/FM Stereo Radio; Stereo-Sonic Tape/AM Radio System; SelectAir® Conditioner; Rear Window DeLaggar; Vinyl-Covered Roof; 6-way Power Front Seats; Power Steering; Tilt Steering Wheel; Power Door Locks; Comfortweave Breathable Vinyl Seat Trim; Convenience Group (warning lights for fuel low, door ajar, lights on, seat belt reminder); Intermittent Windshield Wipers; Trailer Towing Package; Radial Ply, and Belted Wide-Tread Tires; Rim-Blow Steering Wheel.

Basic specifications: Length—213.7"; Width—79.8"; Height—55.1" (Sedans), 53.7" (2-Door, 4-Door Hardtops), 54.0" (Convertible), 53.7" (SportsRoof); Wheelbase—121"; Curb Weight (approx.)—Sedan 3883 lb., SportsRoof 3992 lb., Conv. 4033 lb., 2-Door Htdp. 3848 lb., 4-Door Htdp. 3918 lb., Trunk Luggage Volume (cu. ft.)—18.0, 15.9 (Conv.); Fuel—25 gal.

A. Galaxie 500 Convertible—Easy-care, long-wear, all-vinyl interior, full-width seat, woodlike accents on doors and instrument panel. Stylish vinyl power top, standard, is extra cost on some competitive models.

B. Galaxie 500 Interior—Full-width seat is thickly padded for comfort. Passengers will appreciate spaciousness of new Ford Front Room, driver benefits from new Flight-Cockpit Instrument Panel.

C. Galaxie 500 4-Door Sedan—Most popular full-size Ford also comes in 4-Door Hardtop. Vinyl-covered roof is a hardtop option.

D. Galaxie 500 SportsRoof—Exciting new aerodynamic styling with richly sculptured lines.

E. Galaxie 500 2-Door Hardtop—Racy lines, crisp styling, with smart vinyl roof option. Ventless door glass, standard, minimizes wind noise.



FORD CUSTOM 500 & CUSTOM

The Going value

Four '69 beauties give you a lot of Ford for very little money, a 2-Door or 4-Door Custom 500 Sedan, a 2-Door or 4-Door Custom Sedan. Each has the custom look of costlier cars. Crisp, clean lines. Handsome interiors. Solid, rugged body, plus remarkably smooth, quiet ride.

It all makes going Ford Custom the going value of the year. Impressive proof that quality need not be expensive.

Facts about the Custom 500 and Custom models (excluding wagons). STANDARD FEATURES include: The standard items listed for Galaxie 500 above, with



these variations: 4 Cloth and Vinyl Trims (Custom 500), 3 All-Vinyl Trims (Custom); Color-Keyed Headlining and Sun Visors; Crank-Adjusted Vent Windows.

Basic specifications: Length—213.9"; Width—79.8"; Height—55.1" (4-Door), 54.7" (2-Door); Wheelbase—121". Tread is 63" front, 64" rear. Trunk Luggage Vol. (cu. ft.)—19.1. Fuel—25 gal. Curb Weight (approx.)—Custom 2-Door Sedan 3798 lb., Custom 4-Door Sedan 3821 lb., Custom 500 2-Door Sedan 3783 lb., Custom 500 4-Door Sedan 3833 lb.

F. Custom 2-Door Sedan—Big, beautiful Ford size and comfort features in the lowest-priced version. 4-Door Sedan also available.

G. Custom 500 4-Door Sedan—Standout value and so easy to own. 2-Door Sedan also available. Model illustrated in Wimbledon White.



TORINO & TORINO GT

How can anything so hot look so cool?

TORINO. Best-selling intermediate. Happy medium between standard size Ford and the Falcon compact. Torino's spirited 4.1 litre 6-cyl. engine responds brilliantly—with famous Ford economy. Silk-like handling lets you whisk in and out of parking spaces.

Lean styling, discreetly chromed, combines stamina, strength and speed. Roomy interiors are luxurious and flawlessly tailored.

Choose from two: 2-Door Hardtop, 4-Door Sedan. Add your own luxury from many better idea options available.

Facts about '69 Torino. **STANDARD FEATURES include:** 4.1 Litre 6-cyl., 155-hp Engine, Synchro Smooth Transmission (fully synchronized 3-speed manual), Wheel Covers, Pin Stripe, MagicAir Heater, Courtesy Lights. **OPTIONS INCLUDE:** 428-cu. in., 4V 335-hp Cobra Jet Ram-Air V-8, 390-cu. in., 4V 320-hp V-8, 351-cu. in., 4V 290-hp V-8, 351-cu. in., 2V 230-hp V-8, 302-cu. in., 2V 220-hp V-8, SelectShift Transmission, 4-Speed Fully Synchronized Manual Transmission, SelectAir Air Conditioner.

A. Torino 2-Door Hardtop—Front running intermediate. Understandable. Agree?

B. Torino 4-Door Sedan—Quick size, lavish interiors, and at a modest price.

C. Torino Interior—Tastefully trimmed, proves luxury need not be expensive.

TORINO GT . . . the best in go-plus driving ease. You win either way. Three action-packed editions: 2-Door SportsRoof, 2-Door Hardtop and Convertible . . . each with attractive, sporty interiors.

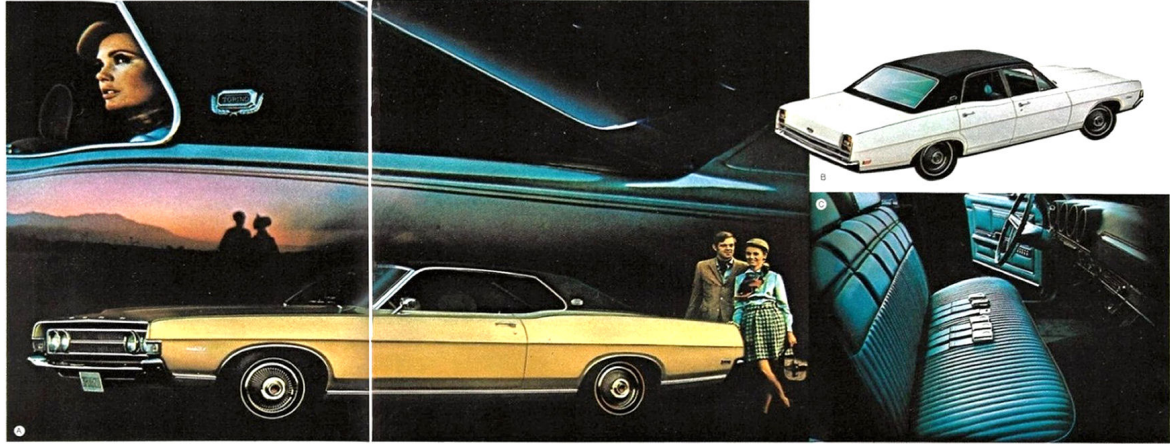
A lusty 302-cu. in., 2V V-8 calls the tune under the hood and is standard. So are sporty styled steel wheels, a full-width seat and a special handling suspension. More potent V-8's including the 428 Cobra Jet Ram-Air are available.

Facts about the '69 Torino GT. **STANDARD FEATURES include:** (in addition to standard Torino features listed above): 302-cu. in., 2V 220-hp V-8; Hood Scoop; Wide-Open Tires; Styled Steel Wheels; GT Stripes and Ornamentation; GT Handling Suspension. **OPTIONS INCLUDE:** 428-cu. in., 4V 335-hp Cobra Jet Ram-Air V-8, 428-cu. in., 4V 335-hp V-8, 390-cu. in., 4V 320-hp V-8; SelectShift Transmission; 4-Speed Manual Transmission; Bucket Seats; SelectAir Air Conditioner.

D. Torino GT Interior—Handsomely tailored, optional bucket seats.

E. Torino GT SportsRoof—Action-packed stylist with luxury-salt all-vinyl trims and GT get-up-and-go. Coming? (Hardtop also available.)

F. Torino GT Convertible—Fun-loving, sun-loving peacemaker. Power top standard.



Basic specifications (Torino, Torino GT, Cobra): Length—201", Width—74.5", Height—54.6" (Sedan), 53.7" (Hardtop), 53.6" (SportsRoof), 54.0" (Convertible). Wheelbase—116", Tread (front/rear)—58.8", 58.5", Curb Weight (approx.)—Torino Sedan 3217 lb., Torino 2-Door Hdtp. 3232 lb., Torino GT 2-Door Hdtp. 3322 lb., Torino GT SportsRoof 3374 lb., GT Conv. 3310 lb., Cobra Hardtop 3633 lb., Cobra SportsRoof 3689 lb., Trunk Luggage Volume (cu. ft.)—16.2, 15.2 (Convertible), Fuel—20 gal.



Hiss and Hers
COBRA
by FORD



Brought up in a tough neighborhood.
Daytona, Riverside, Atlanta.

All-new Cobras! Newest, brightest, star-quality performers for folks who don't want anyone stepping on their heels. Choose either SportsRoof or 2-Door Hardtop. Both feature sizzling 428-cu. in. Cobra Jet V-8 proved in competition. Power to spare—yet well-behaved in city traffic.

Facts about the '69 Cobra. **STANDARD FEATURES include:** Items on facing page plus: 428-cu. in., 4V 335-hp V-8; Competition Suspension; 4-Speed Manual Transmission; Belted Wide-Tread Tires; Escaped Hood Lock Pins; Black Grilles; Cobra Identification; Color-Keyed Corroding. **OPTIONS INCLUDE:** SelectShift; Tachometer; 428-cu. in., 4V 335-hp Cobra Jet Ram-Air V-8; Bucket Seats; Power Front Disc Brakes; Polyglas Tires, and more.

G. Cobra SportsRoof—Licenses for action on command.

H. Cobra 2-Door Hardtop—Born to move!



FAIRLANE 500

For people who take their fun seriously

Handsome, practical Fairlane 500's... new power, well-groomed and eager to go. With race-bred niceties like road-holding suspension for smooth riding, flat cornering... precise, responsive steering.

This inviting intermediate comes four ways: 4-Door Sedan, 2-Door Hardtop, racy SportsRoof and Convertible. A generous array of better idea options lets you choose your own level of luxury, another reason Fairlane 500 leads the intermediate parade.



Facts about the Fairlane 500. STANDARD FEATURES include: 4.1 Liter 155-hp 6-cyl. Engine; Fully Synchronized 3-Speed Manual Transmission; MagickAir Heater; Backup Lights; Reversible Keys; "Keyless" Locking; Cigarette Lighter; Courtesy Light; Ventless Side Glass (Hdtps. and Conv.); Nylon-Rayon Carpeting. **OPTIONS INCLUDE:** 428-cu. in., 4V 335-hp Cobra Jet Ram-Air V-8; 428-cu. in., 4V 335-hp V-8; 302-cu. in., 2V 220-hp V-8; SelectShift Cruise-O-Matic Transmission; 4-Speed Manual; SelectAir Conditioner; AM/FM Stereo Radio; Power Ventilation.

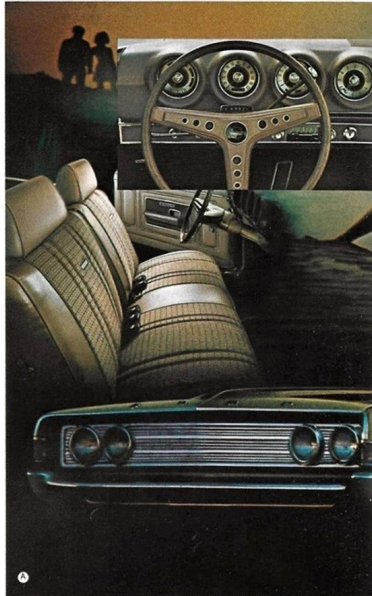
Basic specifications: Length—201"; Width—74.8"; Wheelbase—116"; Tread (front/rear) 58.8"/58.9"; Height—54.6" (Sedan); 53.6" (SportsRoof); 54.2" (Conv.); Trunk Luggage Volume (cu. ft.)—14.2; Fuel—20 gal.; Curb Weight (approx.)—3163 lb. (4-Door Sedan); 3178 lb. (Hdtp.); 3225 lb. (SportsRoof); 3372 lb. (Conv.).

A. Fairlane 500 SportsRoof—Nimble styling, eager lines reflect its renowned performance heritage. Note plush, impeccably tailored full-width seat above authoritative grille. Inset above shows cluster arrangement of driver controls and race-style Rim-Blow Steering Wheel.

B. Fairlane 500 4-Door Sedan—Fun-packed, family-priced, country club looks and manners. Crowd-size inside, quick-size outside, amazingly thrifty.

C. Fairlane 500 Convertible—Beautiful way to follow the sun. Power top is standard. Optional all-vinyl bucket seats give you easy-chair comfort.

D. Fairlane 500 2-Door Hardtop—Beguiling snap and style. Vinyl-covered roof option adds a rich-looking touch. Surefooted, big car performance.



FAIRLANE

Spirit, spice... you'll like the price

Easiest-to-own intermediates are the young-spirited, attractively styled Fairlane 2-Door Hardtop and 4-Door Sedan. There's more to like than looks alone. Each offers you the splendid room, ride and nimble handling of more expensive cars, yet the cost is only a whisper. Plush carpeting underfoot, elegant trims add a fine-car sense of luxury. And the Fairlane ride is unusually quiet, comfortable and relaxing. What's more... Fairlane better idea options let you make either Fairlane any kind of car you want.

Facts about the Fairlane. STANDARD FEATURES include: All those above with these variations. Choice of three Cloth-Vinyl Interiors; Vinyl-Coated Rubber Floor Mat; Full-Width Seats with Foam-Padded Cushions. **OPTIONS INCLUDE:** 6 V-8's up to 428 cu. in.; SelectShift, the automatic you can shift manually; AM/FM Stereo Radio; 4-Speed Manual (with V-8's except 302); SelectAir Conditioner; Power Steering, and many more.

Basic specifications: Some dimensions listed above with these Curb Weights (approx.)—3154 lb. (Sedan); 3169 lb. (Hdtp.).

E. Fairlane 2-Door Hardtop—Suave, debonaire styling with a strong sense of value. **Fairlane 4-Door Sedan** (top right)—Very roomy, spirited sedan adds up to a better idea at an attractive low price. A great new deal on wheels.



'69 MUSTANG

Five all-new...
livelier, sportier than ever!

Mustang, the original. Zooms in with 5 all-new models, headed by the power-primed Mach I. Zesty 351-cu. in. V-8, racy hood dome, outside pin-type hood lock latches, belted tires, steel wheels, racing mirrors, high-back buckets, and more—all standard. A luxurious new Grandé, lavishly appointed, including teak-toned highlights on dash and door panels, buckets trimmed in vinyl and hopsack, wire-style wheel covers, and more. Mustang Convertible—top-down magic. An exciting new Mustang SportsRoof—rear spoiler, racy styling, with-it action. Mustang Hardtop, newest version of the one that started it all. Each model lower, longer, wider, roomier. And you get buckets, floor shift, plush carpeting—standard. Choice of 7 optional engines, including the 428 4V Cobra Jet Ram-Air V-8.

Facts about the 1969 Mustang. STANDARD FEATURES include: 351-cu. in., 2V 250-hp V-8 on Mach I; 200-cu. in., 115-hp Six on other models; 3-Speed Manual Transmission with Floor-Mounted Shift; Bucket Seats; Carpeting; Courtesy Lighting; Reversible Keys; "Keyless" Locking. **OPTIONS INCLUDE:** SelectShift; Tilt-Away Steering Wheel; Select-Aire Conditioner; AM/FM Stereo Radio; Styled Steel Wheels; Power Front Disc Brakes; Fingertip Speed Control; Intermittent Windshield Wipers; GT Equipment, many more.

Basic specifications: Length—187.4"; Width—71.3"; Height—Hardtops 61.3"; Convertible 51.2"; SportsRoof and Mach I 50.4"; Wheelbase—108.0"; Tread—58.5"; Trunk Luggage Volume—Hardtops 9.8 cu. ft.; Convertible 6.0 cu. ft.; SportsRoof and Mach I 5.3 cu. ft.; Fuel—20 gal.

A. Mustang Hardtop, the original, the one that started it all. Sportier than ever. Quick, precise handling, surprisingly economical.

B. Mustang Mach I. Wild newcomer with hood dome, spoiler, styled steel wheels, belted wide treads. Shown in Candyapple Red. **Mustang SportsRoof,** new 2+2 version, more vibrant and vivacious than before, is also available.

C. Mustang Mach I Interior—High-backed buckets, wood-rimmed 3-spoke wheel, console, neck-toned highlights, electric clock, floor-mounted 4-speed stick.

D. Mustang Grandé. The luxury Mustang. Neat stripes, wire-style wheel covers, racing-style mirrors, bright highlights. Shown here in Winter Blue.

E. Mustang Grandé Interior—Luxury hopsack cloth and vinyl seat trim. Teak-toned highlights on instrument panel and doors. Special sound insulation.

F. Mustang Convertible, with on-the-move magic. Five-ply vinyl top, clear vinyl backlite. When it comes to magic, Mustang makes it happen.



'69 FORD WAGONS

Big. Long. Strong. Roomier,
more luxurious than before!

Best-selling Ford wagons, pride of the Wagonmaster, let you wagon about with incredible ease, in unusual luxury. A better idea, Ford's new Front Room gives front passengers more room

to relax. And a new Flight-Cockpit Instrument Panel puts major controls before the driver. Full Park Windshield Wipers come to rest off the glass for better visibility. An optional Rim-Blow Steering Wheel has a built-in, full-circle horn switch for greater driving convenience. You have a wide choice of 17 models in five sizes: 7 full-size Fords, including two luxurious LTD Country Squires, two Country Sedans, two Custom 500 Ranch Wagons and a Ranch Wagon, 3 intermediates—the Ford Torino Squire and 2 Fairlans; two compacts—Futura and Falcon wagons. A new 3-way Magic Doorgate flips down for cargo, swings open like a door for people with window up or down and is standard on full-size Fords. Ford's famous 2-way Magic Doorgate is standard on Torino and Fairlane, optional on Falcon. There are three Club Wagons—Chateau, Custom and Club Wagon available on 105.5-inch or 123.5-inch wheelbase, and two 4-wheel-drive Bronco wagons—standard and sport models. They're all better idea reasons why more people choose wagons from Ford, the Wagonmaster.

A. LTD COUNTRY SQUIRE (6- and 8-passenger)—STANDARD: 302-cu. in., 220-hp V-8, Synchro-Smooth Transmission, 3-Way Magic Doorgate, Power Tailgate Window, Die-Cast Grille with Retractable Headlamp Doors, Lockable Rear Stowage Compartment, Electric Clock, Wheel Covers, Pileated Vinyl Trim, Loop-Pile Carpeting, Dual-Facing Rear Seats (8-pass.). **Basic specifications:** Length—219", (Squires), Width—79.9", Height—56.8", Weight (approx.)—4351 lb., Wheelbase—121", Cargo Vol.—up to 105.3 cu. ft.

B. FORD COUNTRY SEDAN (6- and 8-passenger)—STANDARD: 240-cu. in., Six, Synchro-Smooth Transmission, Full-Width Seats, Courtesy Lighting, 3-Way Magic Doorgate, All-Vinyl Interior. (Also available 6- and 8-passenger Ford Custom 500 Ranch Wagons, and 6-passenger Ford Ranch Wagon.) **FORD WAGON OPTIONS INCLUDE:** SelectShift, V-8's up to 429 cu. in., Reclining Seat, Automatic Rider Control, Automatic Speed Control, Power Steering, Power Windows, Power Door Locks, and more.

C. NEW 3-WAY MAGIC DOORGATE: It flips down for cargo, swings open for people with window up or down. Standard on all Fords, 2-Way Magic Doorgate is standard on Torino and Fairlane, optional on Falcon.

D. OPTIONAL ADJUSTABLE DELUXE LUGGAGE RACK: Adjusts to fit variance in luggage. Built-in air deflector helps keep rear window clean. (Ford only.)

E. TORINO SQUIRE—STANDARD: 4.1 Litre 155-hp, 6-cyl. Engine, Fully Synchronized 3-Speed Manual Transmission, Wheel Covers, Pileated All-Vinyl Interiors, 2-Way Magic Doorgate, Color-Keyed Carpeting, Courtesy Lighting.

F. FAIRLANE 500—STANDARD: 4.1 Litre 155-hp, 6-cyl. Engine, Fully Synchronized 3-Speed Manual Transmission, All-Vinyl Interior, 2-Way Magic

Doorgate, Courtesy Lighting, Under-Floor Rear Stowage Compartment. (Also available: Fairlane Wagon.) **TORINO-FAIRLANE WAGON OPTIONS INCLUDE:** SelectShift, V-8's up to 390 cu. in., Rear-Facing 3rd Seat, Power Assist, Luggage Rack, AM/FM Stereo Radio, SelectAir Conditioner, Remote-Control Outside Mirror, Convenience Group, and many more.

Torino/Fairlane Wagon basic specifications: Length—204", Width—74.8", Height—56", Curb Weight (approx.)—3451 lb., Wheelbase—113".

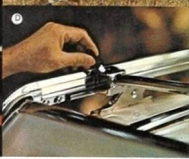
G. FALCON FUTURA WAGON—STANDARD: 200-cu. in., Six, Fully Synchronized 3-Speed Manual Transmission, Color-Keyed Carpeting, Courtesy Lighting. (Also available on FALCON WAGON.) **OPTIONS INCLUDE:** SelectShift, 302-cu. in., 2V 220-hp V-8, 2-Way Magic Doorgate.

Basic specifications: Length—198.7", Width—74.5", Height—56", Curb Weight (approx.)—3264 lb., Cargo Volume—up to 85.5 cu. ft.

H. CHATEAU CLUB WAGON—America's roomiest wagon. Four seating arrangements, one carries up to 12 adults plus luggage, 240-cu. in. Six, standard. (Also available: Custom Club Wagon, Club Wagon.) **OPTIONS INCLUDE:** SelectShift, 302-cu. in., 2V V-8.

I. BRONCO—4-Wheel Drive—Room for four plus gear. Standard features include 170-cu. in., 100-hp Six, Fully Synchronized 3-Speed Manual Transmission, Choice of 14 colors. **OPTIONS INCLUDE:** 302-cu. in., 2V 205-hp V-8, Free-Running Front Hubs, Bucket Seats, and more.

NOTE: For more details, get the new Ford Wagon catalog, 1969 Ford Cars & Trucks for Recreation brochure, Bronco and Club Wagon catalog from your Ford Dealer.



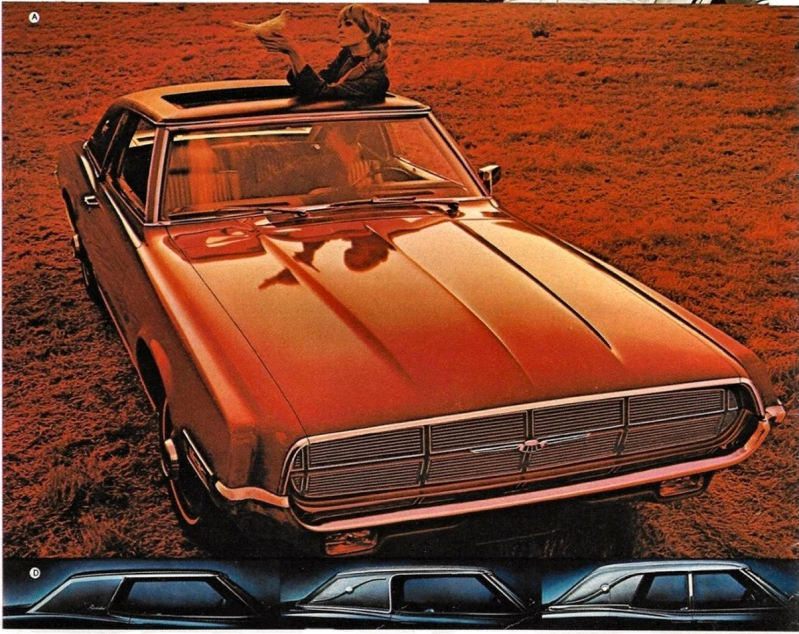
THUNDERBIRD '69

Introducing new 3-door, 5-door Birds

This year, innovative Bird, ultimate in personal luxury, gives you the heavens . . . beautifully framed by a new Electric Sunroof option. Three models: Two-Door Hardtop, Two-Door Landau, Four-Door Landau. Bucket or full-width seats. Room for 4, 5 or 6. Fly the Bird. The view is high, wide and heavenly.

Facts about 1969 Thunderbird. STANDARD FEATURES include: 429-cu. in., 4V 360-hp V-8; SelectShift AM Radio; Power Steering; Power Front Disc Brakes; **OPTIONS INCLUDE:** Tilt-Away Steering Wheel; Flight Bucket Front Seats and Console; Power Windows; SelectAir Conditioner; Electric Sunroof (Landau models only); Power Ventilation; Vinyl Roof, many more. **Basic specifications:** Length—209.4" (4-Door), 206.9" (2-Door); Width—77.2", 77.3"; Height—53.4", 52.2"; Wheelbase—117", 115"; Tread 62" front/rear; Curb Wt. (approx.)—4-Door Landau 4538 lb., 2-Door Landau 4538 lb., 2-Door Hardtop 4528 lb.; Luggage Vol. (cu. ft.)—12.3; Fuel—24.1 gal.

A. Thunderbird Two-Door Landau with optional sliding Electric Sunroof. **B. Four-Door Landau Interior**, optional Brougham Cloth Trim, luxurious tufted nylon upholstery, hook-tonged appliques. **C. Optional Flight Bucket Seats**, shown with rich-looking Brougham leather and vinyl interior. Available in white or black. **D. Distinctive Roofline** characterizes each Thunderbird model: Two-Door Hardtop (left), Two-Door Landau (center), Four-Door Landau (right). For full details, get the new Thunderbird catalog from your Ford Dealer.



'69 FALCON

Big car benefits at a compact car price

Compact Falcon's got the goods: recognized economy, yet lively performance, comfort you expect from Ford, and good looks. And Falcon's got the models—Futura Sports Coupe, complete with bucket seats and wheel covers; Futura 4-Door and 2-Door Sedan, and Falcon 4-Door and 2-Door Sedan.

Facts about 1969 Falcon. STANDARD FEATURES include: 200-cu. in., 115-hp Six (Futuras), 170-cu. in., 100-hp Six (Falcons); Fully Synchronized 3-Speed Manual Transmission; Heater-Defroster; Courtesy Lighting; Carpeting (Futuras); Color-Keyed Floor Mats (Falcons). **OPTIONS INCLUDE:** 302-cu. in., 2V 230-hp V-8; SelectShift Cruise-O-Matic Transmission; Power Front Disc Brakes; Power Steering; SelectAir Conditioner; AM Radio; Vinyl Roof (2-door models); Tinted Glass; Deluxe Wheel Covers; and more. **Basic specifications (excluding wagons):** Length—184.3"; Width—73.2"; Height—54.9"; Wheelbase 111"; Luggage Vol.—12.2 cu. ft.; Fuel—16 gal.; Curb Wt. (approx.)—Futura Sports Coupe 2818 lb.

A. Futura Sports Coupe—Stylish, lively, roomy, quiet compact leader.
B. Futura Sports Coupe Interior—Bucket seats, standard. All-vinyl trim. Carpeting. Color-keyed steering wheel. First class, at a compact price.



BETTER IDEA OPTIONS...make the going great

You'll enjoy Ford's better ideas every mile you drive in your favorite model. With over 270 better idea options to choose from, you can tailor your car to your own personal taste. Shown here are just a few of many, many available.

Some better ideas provide a luxurious comfort that means arriving refreshed—like **SelectAir Conditioner**. Cools in summer, heats in winter, dehumidifies comfortably, and helps filter out dust and pollen.

Tilt-Away Steering Wheel (Thunderbird, Mustang). As you leave, wheel swings out of way. You can adjust wheel to most comfortable driving position. **Tilt Steering**, 7-position adjustment, available on Ford. **New Rim-Blow Steering Wheel** has built-in, full-circle horn switch.

AM/FM Stereo Radio, Stereo-Sonic Tape/AM Radio System. The stereo radio (shown below) has five push buttons for preselecting five AM and five FM stations. Or choose the Stereo-Sonic Tape/AM Radio System. Simply insert a cartridge and play over 70 minutes of your favorite music without interruption. Balanced speakers reproduce superb stereo sound. Also available—push-button AM radio. All sound systems fully transistorized for instant warm-up, trouble-free operation.

For added stopping ease, there are **Power Front Disc Brakes**, with power-drum-type rear brakes. They provide controllable, straighter stops, are less affected by moisture and heat.

While cruising, the front seat passenger can relax, even take a nap, if you specify the optional **Reclining Seat**. Especially restful on long trips.

With the **Convenience Group**, you can "stay on top of it" at a glance. Warning lights on the instrument panel remind you to fasten "seat belts," that there's a "door ajar," alert you when

you need more "fuel" and signal when the "front lights" are still turned on.

Another convenience is Ford's better idea **SelectShift Cruise-O-Matic**, the two-way transmission. It's an automatic, or a manual. Ideal for trailer towing. Illustrated is the U-bar floor-mounted SelectShift handle on Ford XL.

Raise or lower windows at push of switch with **Power Windows**. Controls at each side window, master control at driver's window. Handy during sudden rains, or when driving alone. So are **Power Door Locks**.

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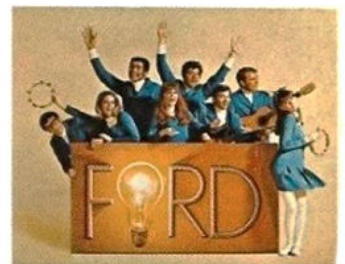
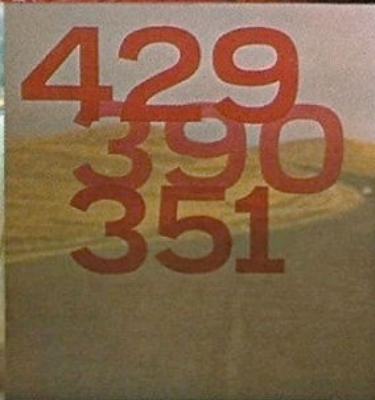
Ford better ideas serve you best

Ford better ideas keep winning wider acceptance with owners who know real value. Ideas like the luxurious LTD with features that costlier cars offer but at a more modest price. Dashing Mustang, which started it all, now all-new, sportier than ever. With racy new Mach I and luxurious Grandé models added to the lineup.

More excitement. All-new Cobra in Hiss and Hers models. Ford's new Front Room—spacious—with Flight-Cockpit Instrument Panel. And V-8 power galore from a 302 to the sizzling 428 Cobra Jet and 429 Thunder Jet versions.

A new 3-way Magic Doorgate and an optional adjustable deluxe luggage rack with air deflector to help keep the rear window clean—typical touches that say, "Wagonmaster." And Thunderbird caps Ford ingenuity with the optional new Electric Sunroof.

See your Ford Dealer for better ideas that serve you best.



It's the going thing!