



For '68  ...has a better idea.



Here are the better idea cars: Mustang • Falcon •
Ford • Thunderbird ... and now the all new Torino!

1968 Ford. Quiet. Strong. Beautiful. A great road car.

More car than
you ever expected
in Ford's price class!

1968 Ford. Newest edition of the Fords that proved astoundingly strong, wonderfully quiet in test after test. Quieter than a Rolls-Royce in 1965. Showed its quiet strength against Europe's finest

luxury cars in 1966. Proved its durability by soaring off an Olympic ski jump in 1967. The 1968 Ford is built to stay strong, quiet. More than ever, it's a great road car.

And you'll be delighted by new low prices on LTD and XL models! You'll find dramatic new styling in the formal elegance of new 2-door and 4-door LTD's, with their distinctive new rooflines. There's the jet-fighter look of the new 2-door XL hardtop—a spirited lookback

with a choice of full-width or front bucket seats. And still another racy lookback in the popular Galaxie 500 series. There are sporty convertibles with trim, easy-fold power tops and rear windows of scratch- and stain-resistant real glass. Plus big, roomy Custom and Custom 500 sedans and no less than seven stylish wagons, from the rugged Ranch Wagon to the luxurious Country Squire, a station wagon finished to LTD standards.

1968 Ford LTD 2-Door Hardtop





1968 Ford Mustang Fastback



New LTD Brougham interior—plushest Ford interior ever!



New Ford XL interior—like oldtime in sports luxury!



1968 Ford Mustang 500 Convertible

1968 Custom 500 4-Door Sedan (with optional Decor Grille)



And with all the good looks come better ideas like retractable headlamp doors (standard on every LTD, XL and Country Squire).

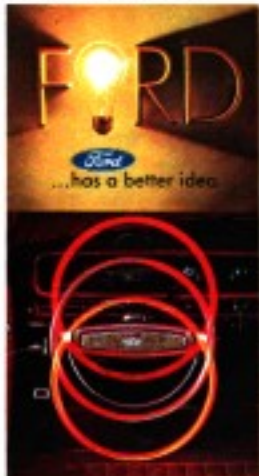
Fact is, better ideas are standard on every '68 Ford. The computer-tuned frame with its vibration-absorbing torque boxes. The Magic Doorgate that opens down as a tailgate and out as a door, on every Ford wagon. Reversible keys that work either side up. Plus a comprehensive list of quality-engineered Ford Motor Company Life-guard Design Safety Features (see page 11), including extensive interior padding, dual hydraulic brake system with warning light, energy absorbing steering column and steering wheel.

And because we know you have your own ideas about what a car should be, we offer you a long list of optional better idea features to choose from. An improved Select-Shift transmission that lets you select creamy smooth automatic shifting or positive-action manual shifting. A full range of powerful V-8 engines, including a brand-new super-efficient 302 with special lightweight pistons, and even a new 428 cubic inch with 340 hp. A 7-position adjustable steering wheel. Rear window delayer. Power-operated door locks.

A 7-position adjustable steering wheel—just one of many Ford better ideas. It lets you enter and exit and drive more easily.

AM/FM Stereo Radio or Stereo-Sonic tape system. LTD Brougham Interior Trim Option with 100% nylon fabrics and carpeting, wood-styled decor. Comfort-Stream ventilation. Automatic speed control that allows you to cruise the turnpikes at a preset speed with your foot off the accelerator. Select-Aire Conditioner which heats, defrosts, cools and ventilates all-year round. An automatic load leveler system for all models. A GT equipment group for XL models. Power disc brakes up front!

This year drive the quiet Ford first. Find out what a great road car is like. Your Ford Dealer will be happy to hand you the key.



Light up your life...
TORINO!
Ford's newest bright idea.

6 beautiful models.
6-passenger size.
Exciting style.
Surprising low price.

Torino! A full line choice—2-door hardtop, 4-door sedan, GT 2-door hardtop, GT fastback, GT convertible and a beautiful Torino Square wagon. All brilliant expressions of a new quick-handling action-size car. And all are available at a price no higher than you'd expect to pay for a smaller car!

Torino! Newest of the new breed of sports/luxury cars that have captured America's fancy. Torino moves like an Olympic sprinter, holds on curves like part of the pavement, it laughs its way through city traffic and adds a generous

twelve inches to every parking space in the nation.

When you choose Torino's trend-setting style, you get yourself a lion's share of Ford's better ideas. A luxuriously quiet ride. Tailored cloth or vinyl interiors worthy of the most expensive cars. A fastback with the back window tilted to keep out the sun, and sit-up, stretch-out room for three rear-seat passengers. A convertible with the easiest working, folding power-top money can buy. (And a back window of glass—not plastic.)

Torino pampers you with a wide choice of optional conveniences like new floating-cupper power front disc brakes, tachometer, power windows, AM/FM Stereo Radio, a rear window defogger, even a full-width front seat in place of standard buckets in Torino GT's if you prefer. There is also Ford's remarkable SelectShift Cruise-O-Matic—it's a manual or automatic transmission, as you choose!

Torino Hardtop with optional vinyl roof covering.





Torino GT Fastback



Luxuriously upholstered Torino Hardtop interior



Torino GT Fastback bucket seat interior



Fairlane 500 Convertible



Fairlane 2-Door Hardtop

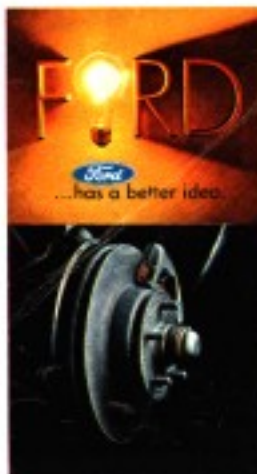
Your engine choice on Torino ranges from the standard 200-cu. in. Six with 115 hp all the way up to the big, new 427-cu. in. V-8 with 390 hp. Standard on all Torino GT's is the new super-efficient 302-cu. in. V-8 with lightweight pistons and high-lift camshaft. Other standard GT features are wide-oval white sidewall tires, bucket seats, a GT stripe, and fully synchronized 3-speed manual transmission.

There's a lot of Torino excitement in the '68 Fairlane... at traditionally low Fairlane prices! You can enjoy Torino styling and roominess in eight different Fairlanes—4-door sedans, 2-door hardtops, fastbacks, convertibles and wagons. In fact, the lowest priced Fairlane is a hardtop—which gives you an idea how sporty Fairlane is for '68. A vinyl-covered roof is available on 4-door sedans and 2-door hardtops, and bucket seats and console are available on Fairlane 500 hardtop, fastback, and convertible. A whole list of luxury and performance options is available on Fairlanes (see page 11), so you can have almost any combination of thrills and excitement that suits your purse and fancy.

For example, even on the lowest priced basic Fairlane model you can choose from a wide variety of husky V-8 engines, including the great new 302, two different ver-

sions of the big 390 cubic inch, and the 427 V-8 with Cruise-O-Matic. A smooth-shifting, fully synchronized 3-speed manual transmission is standard equipment with any of these engines, or you can order SelectShift Cruise-O-Matic. Or, for all-out fun, a fully synchronized 4-speed gearbox is available in close or wide ratios for optimum sports performance.

Torino is the car you've got to see. It offers you so much luxury without high price. Comfort without bulk. Performance with overall economy. Sporty lines with big-car roominess. A whole new line of better ideas from Ford!



New flexing-coliper power load disc brake option for heavy-duty operation, long wear, extra resistance to fade.

For 1968: Only Mustang makes it happen!

New year . . .
new Mustang . . .
new you!

Turn yourself on! Make the big change! Switch your style! Show a new face in the most exciting car on the American road! The great original that comes in hardtop, fast-back and convertible versions.

Again this year, Mustang is filled with better ideas. Distinctive new styling. New sparkle and vigor. New money-saving practicality. And every new Mustang gives you all these great standard features: dashing bucket seats, a floor-

mounted stick shift, rich wall-to-wall carpeting, sports steering wheel. New standard equipment includes sporty ornamentation and lowered hood with integral turn signal indicators. And you get all these at Mustang's low, low price.

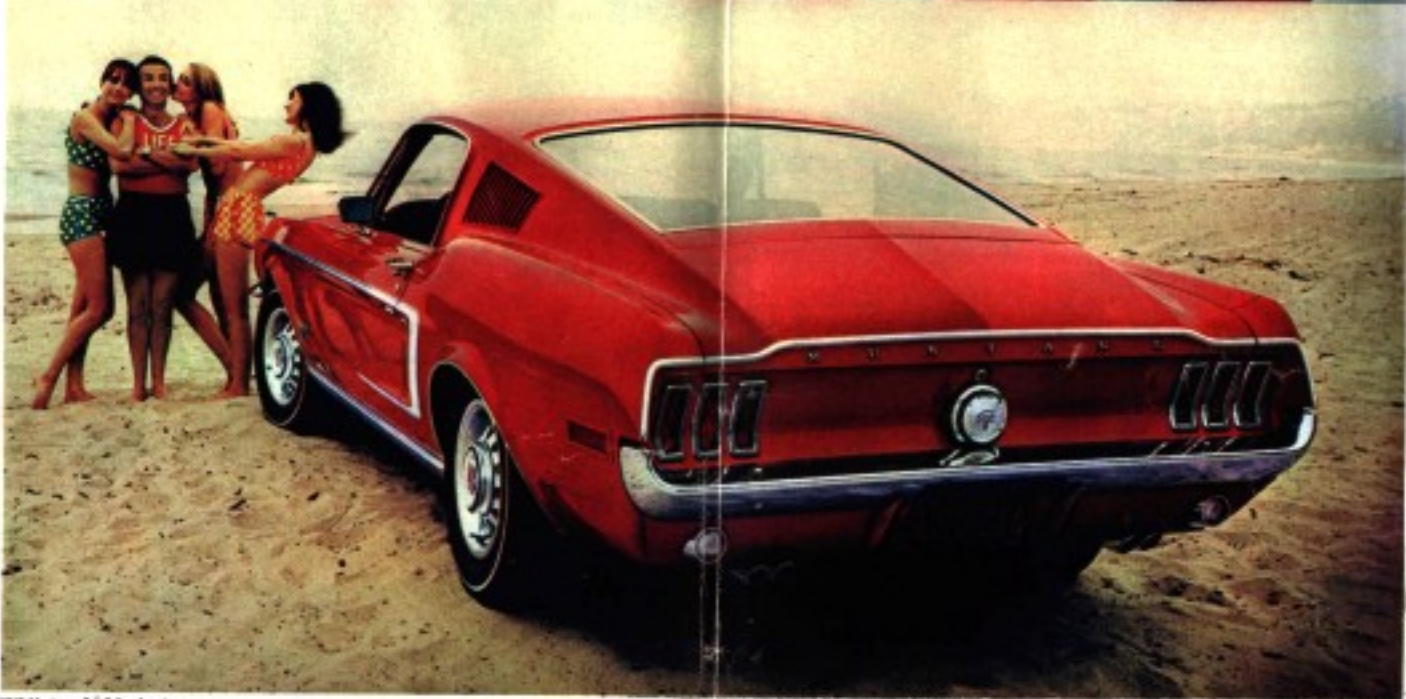
Only Mustang is designed to be designed by you—as a sporty Mustang, as a practical Mustang, as a luxury Mustang. There are lots of options like: Tilt-Away steering wheel, air conditioning, SelectShift Cruise-O-Matic, a choice of five V-8 engines (one a neat 289 right up to a huge new 427-cubic-inch unit for all-out performance), a choice of three sound systems—a S push-button transistorized AM radio, an AM/FM Stereo Radio with

push buttons to select five AM and five FM stations, and an AM Radio/Stereo-Sonic Tape System, a full-width front seat (hardtop and fast-back), plus many others.

Like a tile of luxury? Then add the Interior Decor Group. You'll get a wood-grained instrument panel, a roof console with twin map lights, wood-grained steering wheel, bright accented pedals, electric clock, safety-courtesy door lights and other dress-up items. Or there's Mustang's Sports Trim Group which includes wide-oval fets, styled steel wheels, wood-grained instrument panel applique, "breathable" vinyl seat inserts, wheel opening molding and a competition inspired two-tone hood.

1968 Mustang Hardtop





1968 Mustang 2+2 Fastback

1968 Mustang Convertible

Want your own brand of performance? Then pick Mustang's GT Group—with a choice of 3 great 4V V8 power plants—302, 390 or 427-cu in.—they're really better ideas in action! The GT Group includes a dual exhaust system with bright extensions, fog

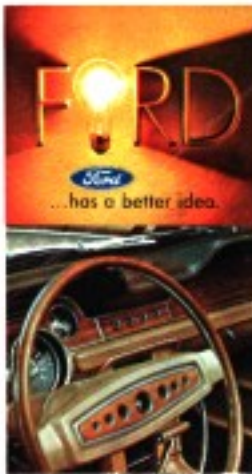
lamps, GT styled steel wheels, wide-oval tires, GT stripe, and much more.

One thing that hasn't changed is the ease with which you can make Mustang as individual as you are. Just choose a hardtop, convertible, or fastback and add the better ideas you like. These ideas work—3 million Mustang owners confirm it. No wonder Mustang's resale value is so high!

Get hip to the great transformer. It makes dull people interesting, interesting people become absolutely fascinating. And only Mustang makes it happen.

Mustang's optional Tilt-Away Steering Wheel (shown, right) automatically moves over and up as you loope—and tilts up or down to new driving positions.

Mustang optional interior and console



1968 Falcon:

The compact car for a big, fast country.



Falcon Future Sports Coupe



Falcon Sports Coupe interior

Sturdier, roomier than ever... Falcon saves with safety.



Falcon Future 4-Door Sedan

For 1968 Falcon offers you the most comfortable economy car going... a car completely at home with the American way of life. It's bigger, stronger, more powerful... seats up to six comfortably with ample trunk space for luggage. Yet it gives you economy and low upkeep usually associated only with cramped, lightweight cars... all at a low, low price.

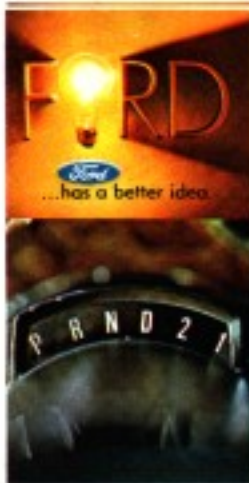
You get more for your money in Falcon because Falcon has a better idea of American driving conditions which call for a strong, powerful car. That's why Falcon has solid unit-body construction, with strength that lasts. That's why the Falcon Six gives up to twice the horsepower of many smaller cars.

What's more, Falcon gives you many things you can't get at all in smaller cars. Options like power

disc brakes, V-8 engines up to 230 hp, SelectShift Cruise-O-Matic automatic/manual transmission. And standard features like Ford's famous Twice-a-Year Maintenance, and a coast-to-coast network of over 6,000 authorized Ford Dealers for on-the-spot service. And all of the Ford Motor Company's Life-guard Design Safety Features (see page 11) are yours—standard on every Falcon, sedan or wagon.

For complete details on Falcon, America's economy champ, as well as the compact car for a big, fast country... consult your nearest Ford Dealer!

Falcon's national SelectShift Cruise-O-Matic gives you fully automatic shifting or lets you shift for yourself.





From top left: Ford Country Squire, Torino Squire, Falcon Futura Wagon—and Ford Bronco

More new wagons from Ford... the Wagon Master.

Now there are
12 station wagons
loaded with
better ideas.

Whatever you're looking for in a station wagon...high style, low price, real room, real economy—chances are you'll find it at your Ford Dealer's. That's the way it's always been for wagon owners. Year in and year out more of them buy Fords than any other make because Ford loads with better ideas.

—like our famous Magic Doorgate that opens as a door for people and as a tailgate for cargo. It's standard on all Fords, Torinos, Falcons, optional on Falcons.

This year, for real big jobs—and real big luxury—there are seven full-size '88 Ford wagons to choose from. Each offers a cargo area wide enough to stack 4 x 8 sheets of plywood flat. And you can order your wagon (except Ranch Wagon) with Dual-Facing Rear Seats—Ford's better idea for handling a wagonload of people.

Features like lockable below-deck storage area; carpeted passenger compartment and vinyl-coated cargo floor are standard. The Country Squire, which again sets the style for station wagons, is now finished to the elegant LTD level of luxury and comfort—even

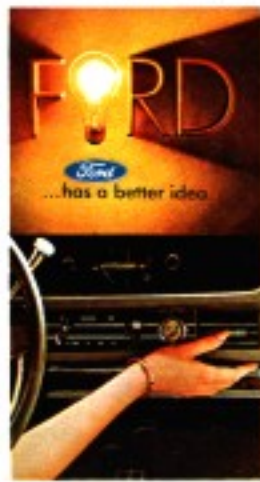
has retractable headlamp doors.

Now there's a beautiful new Torino Squire—an exciting blend of sport styling, interior luxury, ample cargo capacity. Torino Squire is quality engineered to give you the quietest wagon this side of the Ford Country Squire!

For convenience and economy with generous loadspace, there's no better choice than Falcon. With its 85 cu. ft. cargo area and low, low price, Falcon is wagon value in a class by itself.

For '88, the best wagon idea of all is to do what more people do. See your Ford Dealer.

Select One Cambriver, built into the instrument panel to save space, look better. Another better idea from Ford.



For 1968: New Thunder from the 'Bird!

Thunderbird...
where better ideas
happen first!

And you go in the most breath-taking 'Bird ever created. There's an optional new 429-cu. in. Thunder Jet V-8, mightiest Thunderbird engine ever. A new, even smoother ride. Dramatic new Brougham interiors. If you choose, upholstery of soft, supple leather. There's new roominess in the first 6-passenger 'Bird, thanks to a lower transmission tunnel... without changing the time outside proportions.

Any way you want to fly, there's a 'Bird for you. Hot 'Bird, Cool 'Bird. New Flight Bench Seat for three—Flight Buckets, if you wish. Two- or four-door choices, too!



For 1968, the classic Two-Door Thunderbird Hardtop

Of course, standard Thunderbird equipment for '68 includes power front disc brakes, automatic parking brake release, power steering and SelectShift Cruise-O-Matic that's both fully automatic and manual, at you choose.

Whichever model you choose, a Thunderbird is where better

ideas happen first. Better ideas like a Highway Pilot Speed Control—where a touch of the finger sets and maintains desired speed... a Convenience Control Group that lights up to remind you when a door is ajar, fuel is low, seat belts are unlatched... an Automatic Climate Control System—just set the

thermostat, be cool in the summer, warm in the winter, comfortable any time, all seasons... new AM-FM Stereo Radio or Stereo tape system... new light monitoring system that tells you if any rear light is not operating.

Still more better ideas—like Sequential Turn Indicators that vividly and unmistakably signal a turn, full car-width taillights, retractable doors that cover headlights when not in use.

The best idea of all is quality—the fine car quality appreciated most by Thunderbird owners.

That's what the thunder's all about. Hot 'Bird, Cool 'Bird. Be one of the first in on the chips reaction.

1968 Thunderbird Four-Door Sedan



New for '68, full-width taillights for three



The all-new 429-cu. in. Thunder Jet V-8 engine option gives the 1968 'Bird more thundering performance than ever before.

One better idea from Ford
leads to another...
and another.

Here's what Ford
has in store
for 1968!

It's getting to be a habit: the better ideas keep coming from Ford! Like Torino—a whole new line of low-priced, medium-sized beauties that add up to quick-handling, action-size cars.

More ideas: five sporty fastbacks in three different sizes. The first 6-passenger Thunderbird. Luxurious new Fords, so strong, so quiet they'll astound you if you haven't experienced the pleasure of driving a Ford recently.

All through the great new Ford lineup you'll see better ideas like Comfort-Stream Ventilation, Select-Shift Cruise-O-Matic (the automatic transmission you can work like a manual), a light and velvety new 302-cu. in. V-8, a big, new 427 with hydraulic valves. And there are new sound ideas for listening

pleasure: Stereo-Sonic Tape player, AM/FM Stereo and push-button, transistorized AM radios.

There also are all sizes of wagons with Ford's Magic Doorgate, and Ford Wagons with exclusive Dual-Facing Rear Seats. Add a wide array of new Ford Motor Company Lifeguard Design Safety Features like the fully padded instrument panel designed to fold on impact without exposing hard or sharp edges. And that's just the start. Beginning to see the light? Then visit your Ford Dealer. He's got the better ideas again this year!



Magic Doorgate opens as a door and as a tailgate.



Lifeguard-designed front side marker lights.



Retractable headlamp doors open as lights come on.



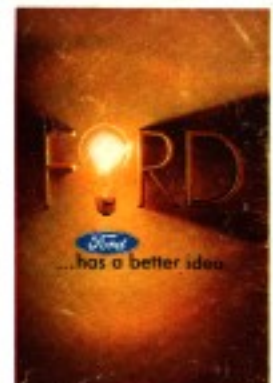
Five exciting fastback models for all and an all-new line of cars called Torino.



Stereo-Sonic Tape player, one of 3 brilliant sound ideas.



New Select-Shift Cruise-O-Matic.



See all the exciting new '68s from
Ford now—at your FORD DEALER'S

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