BUYER'S DIGEST

of new car facts for 1969.

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

FORD TORINO/FAIRLANE FALCON MUSTANG THI IN INERRIDIO



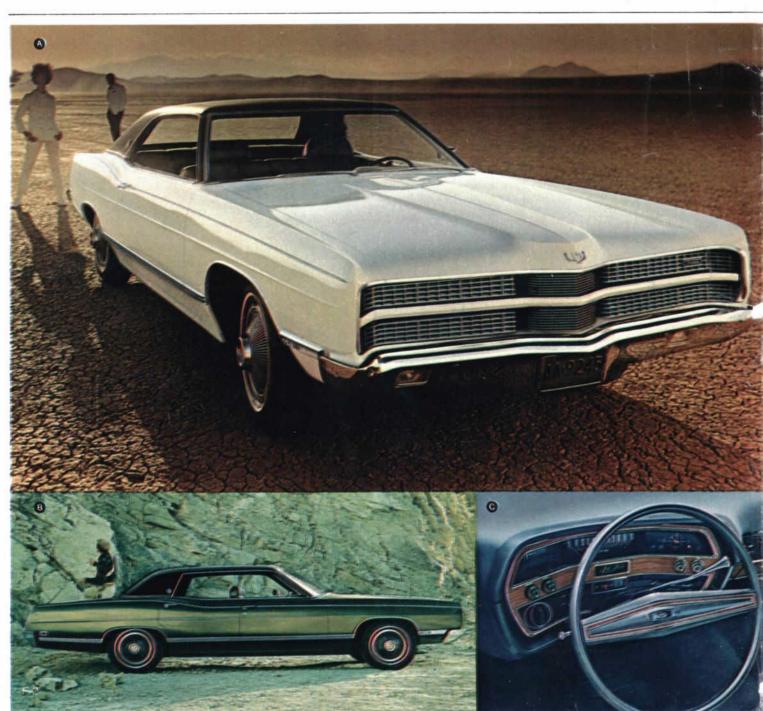
It's the going thing!

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. The 1969 Ford hugs the road with as wide a track as America's entire luxury car field. The 1969 Ford smooths your ride with a wheelbase longer than its nearest competitor's. The 1969 Ford has more front headroom and more legroom than cars that cost hundreds of dollars more. LTD by Ford is designed to ride quieter than the Ford LTD that was quieter than a Rolls-Royce.

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 impecably 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; MagicAire Heater-Defroster; Reversible Keys, less" Locking; 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 220-hp V-8 (XL); SelectShift Transmission; 4-Speed Manual (with 429-cu. in., 360-hp V-8 only); Automatic Speed Control; Power Front Disc Brakes; Push-Button AM Radio; AM/FM Stereo Radio; Stereo-Sonic Tape/AM Radio System; SelectAire Conditioner; Rear Window Defogger; Vinyl-Covered Roof; 6-Way Power Front Seats; Electric Clock; Power Steering; Tilt Steering Wheel; Power Door Lacks: Brougham Interior Trim: Twin-Comfort Lounge Seats (with Brougham trim only); Reclining Seat (any bench seat); Comfortweave Breathable Vinyl Seat Trim (available with bucket seats in XL's, with bench seat in XL Sports-Roof); Bucket Seats and Console (XL only); Convenience Group (warning lights for fuel low, door ajar, lights on, seat belt reminder); GT Performance Group (XL's with 390-, 429-cu. in. V-8's only); 55-amp. Alternator (std. w/SelectAire); 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 Ply Tires; Belted Wide-Tread Tires; Full Wheel Covers.

Basic specifications: Length-216"; Width-79.8"; 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, Diecast grille with retractable headlamps is standard (also an 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, Perlining Passenger Seat Options—Unsurpassed luxury in the spacious Ford Frank Paam. Seats adjust separately, individual, 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.

(Important, See page F-15 for additional information.)



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; MagicAire 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); Automatic Speed Control; Power Front Disc Brakes; Push-Button AM Radio; AM/FM Stereo Radio; Stereo-Sonic Tape/AM Radio System; SelectAire Conditioner; Rear Window Defogger; Vinyl-Covered Roof (Hardtops); 6-way Power Front Seats; Power Steering; Tilt Steering Wheel; Power Door Locks; Bucket Seats and Console on 2-door models; Comfortweave Breathable Vinyl Seat Trim; Convenience Group (warning lights for fuel low, door olgr, 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-213.9"; Width-79.8"; Height-55.1" (Sedans), 53.7" (2-Door, 4-Door Hdtps.), 54.0" (Convertible), 53.7" (SportsRoof); Wheelbase-121"; Curb Weight (approx.)-Sedan 3883 lb., SportsRoof 3893 lb., Conv. 4053 lb., 2-Door Hdtp. 3848 lb., 4-Door Hdtp. 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. 5-ply vinyl power top is standard.
- 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.

(Important. See page F-15 for additional information.)



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.)-18.0. Fuel-25 gal. Curb Weight (approx.)-Custom 2-Door Sedan 3798 lb., Custom 4-Door Sedan 3821 lb., Custom 500 4-Door Sedan 3833 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; MagicAire Heater; Courtesy Light. OPTIONS INCLUDE: 4V 335-hp 428-cu. in. Cobro Jet Ram-Air V-8; 4V 335-hp 428-cu. in. V-8; 390-cu. in., 4V 320-hp V-8; 351 cu. in., 4V 290-hp V-8; 351-cu. in., 2V 250-hp V-8; 302 cu. in. 2V 220-hp V-8; SelectShift Transmission; 4-Speed Fully Synchronized Manual Transmission; SelectAire 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.

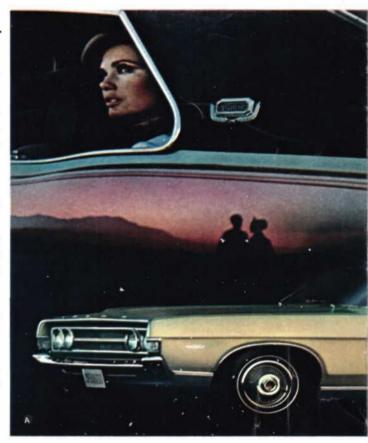
TORINO GT... the best in go—plus driving ease. You win either way. Three action-packed editions: 2-Door SportsRoof, 2-Door Hardtop and Convertible... each with attractive, sporty interiors.

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 excluding Pin Stripe and Wheel Covers): 302-cu. in., 2V 220-hp V-8; Hood Scoop; Wide-Tread 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; 4V 290-hp 351-cu. in. V-8; 2V 250-hp 351-cu. in. V-8; SelectShift Transmission; 4-Speed Manual Transmission; Bucket Seats; SelectAire Conditioner.

- D. Torino GT Interior—Handsomely tailored, optional bucket seats.
- E. Torino GT SportsRoof—Action-packed stylist with luxury-soft all-vinyl trims and GT get-up-and-go. Coming? (Hardtop also available.)
- F. Torino GT Convertible—Fun-loving, sun-loving pacesetter. Power top standard.

(Important, See page F-15 for additional information.)



Basic specifications (Terino, Torino GT, Cobra): Length—201.1"; Width—74.8" (Sedan), 74.6" (Hdtp., SportsRoof, Conv.); Height—54.7" (Sedan), 52.4" (Hardtops), 52.2" (SportsRoof), 52.8" (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. 3327 lb., Torino GT SportsRoof 3374 lb., GT Conv. 3510 lb., Cobra Hardtop 3633 lb., Cobra SportsRoof 3689 lb.; Trunk Luggage Volume (cu. ft.)—16.2 (4-Door Sedan, Hdtp.), 12.1 (Convertible), 17.0 (SportsRoof); Fuel—20 gal.









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 tails. Choose either SportsRoof or 2-Door Hardtop. Both feature a sizzling hot 428-cu. in. 4V V-8. Power to spare—yet well-behaved in city traffic.

Facts about the '69 Cobra. STANDARD FEATURES include: 428-cu. in., 4V 335-hp V-8; Competition Suspension; 4-Speed Manual Transmission; Belted Wide-Tread Tires; Exposed Hood Lock Pins; Black Grille; Cobra Identification; Wheel Lip Molding; Color-Keyed Carpeting. OPTIONS INCLUDE: SelectShift; Tachometer; 428-cu. in., 4V 335-hp Cobra Jet Ram-Air V-8, Bucket Seats, Power Front Disc Brakes, and more.

- G. Cobra SportsRoof—Uncoils 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 Litre 155-hp 6-cyl. Engine; Fully Synchronized 3-Speed Manual Transmission; MagicAire 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; 390-cu. in., 4V 320-hp V-8; 351-cu. in., 2V 250-hp V-8; 302-cu. in., 2V 220-hp V-8; 302-cu. in., 2V 220-hp V-8; SelectShift Cruise-O-Matic Transmission, 4-Speed Manual; SelectAire Conditioner; AM/FM Stereo Radio; Power Ventilation.

Basic specifications: Length—201.1"; Width—74.8" (Sedan), 74.6" (Hdtp., Sports-Roof, Conv.); Wheelbase—116"; Tread (front/rear) 58.8", 58.5"; Height—54.7" (Sedan), 52.4" (Hardtop), 52.2" (SportsRoof), 52.8" (Conv.); Trunk Luggage Volume (cu. ft.)—16.2, (Sedan); 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 optional race-style Rim-Blow Steering Wheel and electric clock.
- 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. Color-keyed vinyl covering 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); SelectAire Conditioner; Power Steering, and many more.

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

E. Fairlane 2-Door Hardtop—Suave, debonair 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.

(Important. See page F-15 for additional information.)





'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; SelectAire Conditioner; AM/FM Stereo Radio, Styled Steel Wheels, Power Front Disc Brakes, Fingertip Speed Control, Intermittent Windshield Wipers, GT Equipment Group (with 351-cu. in. V-8 and up); many more.

Basic specifications: Length–187.4"; Width–71.3"; Height–Hardtops 51.3", Convertible 51.3"; SportsRoof and Mach I 50.4"; Wheelbase–108.0"; Tread–58.5"; Trunk Luggage Volume–Hardtops 9.8 cu. ft., Convertible 8.0 cu. ft., SportsRoof and Mach I 5.3 cu. ft.; Fuel–20 gal.; Curb Weight (approx.)–2832 lb. (Hdtp.), 2856 lb. (SportsRoof), 2942 lb. (Conv.).

- 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, rim-blow 3-spoke wheel, console, teak-toned highlights, electric clock.
- 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. Teaktoned 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.

(Important. See page F-15 for additional information.)





'69 FORD WAGONS Big. Long. Strong. Roomier, more luxurious than before!

Full-size 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 16 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 Fairlanes; 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 a 4-wheel-drive Bronco wagon. 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; Pleated Vinyl Trim; Loop-Pile Carpeting; Dual-Facing Rear Seats (8-pass.). Basic specifications: Length—219" (Squires), Width—79.9"; Height—56.8"; Weight (approx.)—4301 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 Wagons) FORD WAGON OPTIONS INCLUBE: SelectShift; V-8's up to 429 cu. in.; Reclining Seat; Automatic Ride 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; Pleated 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. TORINO/FAIRLANE WAGON OPTIONS INCLUDE: SelectShift, V-8's up to 390 cu. in.; Rear-Facing 3rd Seat; Power Front Disc Brakes; Power Steering; Luggage Rack; AM/FM Stereo Radio; SelectAire Conditioner; Remote-Control Outside Mirror; and many more.

Torino/Fairlane Wagon basic specifications: Length—203.9"; Width—74.8"; Height—56.1"; Curb Wt. (approx.)—3558 lb. (Fairlane 500); 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-73.2"; Height-56.1"; Curb Weight (approx.)-3260 lb.; Cargo Volume-up to 85.2 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 catalogs from your Ford Dealer.

(Important. See page F-15 for additional information.)



THUNDERBIRD '69 Introducing new 3-door,

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; SelectAire Conditioner; Electric Suprent (Landau models only); many more

Sunroof (Landau models only); 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, all; Curb Wt. (approx.)-4-Door Landau 4643 lb., 2-Door Landau 4543 lb., 2-Door Hardtop 4533 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, teak-toned 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.





Price it out yourself with this Armchair Estimator.

It's easy. And it's convenient. Everything you need to know is right here on this page.

At the time the Armchair Estimator went to press (October 12, 1968) the prices shown herein were the current manufacturer's suggested retail prices for the items shown. Prices and equipment may have changed since that time. (Front seat head restraints which have been optional at \$17.00 will be mandatory equipment after January 1, 1969.) So when you have priced out the model of your choice, with the equipment you want included, be sure to check with your Ford Dealer for the most current prices.

Now here are the simple steps to follow in estimating the manufacturer's suggested retail price for the new Ford you have chosen.

0	Write	in the	price
	of the	1969	Ford
of y	our ch	oice.	

Write in the total price of the

	Add 1 and 2. That give	es the
•	approximate manu-	
fact	urer's suggested	
reta	Il price of your car.	

Now make a rough guess of the trade-in value of your present car.

(Of course your Ford Dealer will give you an exact appraisal.)

Subtract 4 from 3. This gives you your Armchair Estimated Price for a '69 Ford with trade-in.

(Don't forget to add

To figure monthly payments begin with the price from No. 5 then multiply it by the appropriate

raciors maied r	diow.	
12 Months:	.089	
18 Months:	.061	
24 Months:	.047	
30 Months:	.039	7.
36 Months:	.033	

variations in local finance rates, taxes, insurance, etc. But it is a good approximation. It's especially helpful in showing how little extra per month you actually pay to add valuable options to your car. For example, to add power steering to a Galaxie 500, it would cost only about 11¢ per day [\$100.26 x .033 (36 mos.) = \$3.31 per mo., or 11¢ per day.]

Take this estimate to your Ford Dealer. Ask him for his figure. We think you'll be pleasantly surprised!

IMPORTANT NOTICE-Prices shown on this page are manufacturer's suggested retail prices, F.O.B. Detroit. Some illustrations show cars with items that are optional at extra cost. Optional equipment prices are based on factory installation. Transportation charges, gasoline, license and title fees, and state and local taxes, are not included. At the time of printing this guide (10/12/68), prices, product information, and specifications were in effect and correct. Ford Division of Ford Motor Company reserves the right to change prices, product specificathe right to change prices, product specifica-tions and designs at any time, however, with-out notice and without incurring obligation.

FORD

FORD		TOKINO/ FAIKLANE/ COBKA
Custom 2-Door Sedan* Custom 4-Door Sedan*		Fairlane 2-Door Hardtop* \$2482.00 Fairlane 4-Door Sedan* 2471.00
Custom 500 2-Door Sedan*		Fairlane 500 2-Door Hardtop* 2609.00
Custom 500 4-Door Sedan*		Fairlane 500 4-Door Sedan*
		Fairlane 500 SportsRoof* 2584.00
Galaxie 500 4-Door Sedan*		Fairlane 500 Convertible*
Galaxie 500 2-Door Hardtop*		Torino 2-Door Hardtop* 2737.00
Galaxie 500 2-Door SportsRoof*	2913.00	Torino 4-Door Sedan* 2716.00
Galaxie 500 4-Door Hardtop*	2966.00	Torino GT SportsRoof** 2823.00 Torino GT 2-Door Hardtop** 2848.00
Galaxie 500 Convertible*	3142.00	Torino GT 2-Door Hardtop** 2848.00
XL 2-Door SportsRoof*		Torino GT Convertible** 3073.00
XL Convertible*	0.00000000	Cobra 2-Door Hardtop† 3189.00
AL Convertible	3200.00	Cobra SportsRooft
LTD 2-Door Hardtop**	3234.00	Fairlane Wagon*
LTD 4-Door Sedan**		Fairlane 500 Wagon* 2934.00 Torino Squire Wagon* 3090.00
LTD 4-Door Hardtop**	3261.00	Torino Squire Wagon* 3090.00
Custom Ranch Wagon*	3074.00	*250 CID, 155-hp Six standard.
Custom 500 Ranch Wagon*	3138.00	**302 CID, 220-hp V-8 standard. †428 CID, 335-hp V-8 standard.
Custom 500 Ranch Wagon with		1428 CID, 333-11p 4-6 Standard.
Dual-facing Rear Seats*	3251.00	
Galaxie 500 Country Sedan*	3257.00	Optional Equipment Includes:
Calavie 500 Country Sedan with		Extra charge over 250 CID Six for:
Dual-facing Rear Seats*	3373.00	302 CID. 220-hp V-8 (N.A. Cobra) \$ 90.00
LTD Country Squire**	3644.00	Extra charge over 302 CID V-8 for:
	3044.00	351 CID (2V), 250-hp V-8 (N.A. Cobra). 58.34
LTD Country Squire with	3721.00	351 CID (4V), 290-hp V-8 (N.A. Cobra). 84.25
Dual-facing Rear Seats**	3/21.00	390 CID, 320-hp V-8 (N.A. Cobra) 163.24
*240 CID, 150-hp Six standard.		428 CID (4V), 335-hp V-8 non-Ram-Air

Optional Equipment Includes:

**302 CID, 220-hp V-8 standard.

Extra charge over 240 CID Six for:	#10E 0
302 CID, 220-hp V-8. Extra charge over 302 CID V-8 for:	\$105.0
390 CID, 265-hp V-8	58.3
429 CID, (2V) 320-hp V-8	163.2
429 CID, (4V) 360-hp V-8	237.0
SelectShift Transmission w/240 CID Six	191.1
w/302 or 390 CID (2V) V-8	200.8
w/429 CID (2V or 4V) V-8	222.0
4-Speed Manual Transmission. (Avail. w/429 CID (4V) V-8, N.A. Wagons)	194.3
Power Front Disc Brakes (Std. XL GT)	64.7
6-Way Power Full-Width Front Seat	04.1
(N.A. w/4-speed transmission)	100.1
6-Way Power Full-Width Front Seat w/	
Reclining Pass. Seat (N.A. w/4-spd.	
trans. or Custom, Custom 500, Ranch	
Wagon, Custom 500 Ranch Wagon).	100.1
6-Way Power Full-Width Split Front	

6-Way Power Full-Width Split Front Seat, driver only, w/Reclining Pass. Seat. (Avail. LTD w/Brougham Trim. N.A. w/4-speed transmission).

Bucket Seats & Console (avail. XL & Galaxie S00 2-Door's w/V-8 or w/6-cyl. & 3-spd. Man. Trans.).

Manual Reclining Passenger Seat w/Full-Width Front Seat (N.A. Custom Custom 500 or Ranch Wagon models).

Custom 500 or Ranch Wagon models)
Power Steering
Power Windows (N.A. Custom, Custom
500 and Ranch Wagon models)
Power Tailgate Window (Std. Squires
& Dual-Taeing Rear Seat models)
Power Door Locks (2-door models)
Govers Seat Models
GT Performance Group (XL's w/390 &
429 CID V-8's; N.A. w/optional wheel
covers, suspensions & tires)
Limited-Slip Differential
Tinted Windows & Windshield.
Convenience Group (warning lights pkg.)

Tinted Windows & Windshield.
Convenience Group (warning lights pkg.)
Elec. clock option req.
Automatic Ride Control System (V-8).
Speed Control (w/SelectShift & V-8).
SelectAire Conditioner (V-8 required)
Electric Clock (Std. LTD & Squire).
LTD Brougham Interior w/Split FullWidth Seats (2-door models).
w/4-door models (N.A. Squire).
LTD Brougham Interior Decor Group
w/2-Door Hardtop.

w/2-Door Hardtop & Sedan

Comfortweave Knit Vinyl Trim (Std. XL
w/bucket seats. Avail. Gal. 500 Hardtops, 4-Dr. Sed., Country Sedan, Squire
& XL w/full-width seats).

Remote-Control Outside Mirror (LH) Remote-Control Outside Mirror (LH).
Lugage Rack (Wagons).
Deluxe Adjustable Lugage Rack (Wag.)
Station Wagon Load Floor, Carpeted...
Push-Button AM Radio.
Push-Button AM/FM Stereo Radio.
Stereo-Sonic Tape System (optional
AM radio req. N.A. w/AM/FM
Stereo Radio or XL w/bucket seats).

Stereo Radio or XL w/bucket seats).
Dual Rear Seat Speakers (N.A. Convs.).
Rear Defogger (N.A. Wagons or Conv.)
Vinyl-Covered Roof (2- & 4-Dr. Hardtops
& LTD 4-Dr. Sedan).
Wheel Covers (Std. LTD, Squire,
XL; N.A. GT Perf. Group).
Wheel Covers, Deluxe, LTD, Squire, XL
w/all other models.

Wheel Covers, Deluxe, LTD, Squire, XL w/all other models.
Deluxe Belts w/Reminder Light.
Tilt Steering Wheel (w/power steering & SelectShift only).
Rim-Blow Deluxe Steering Wheel (Std. w/XL GT. N.A. w/Speed Control).
Intermittent Windshield Wipers.
Trailer Towing Package (N.A. w/XL GT) Body Side Molding (Std. Custom 500's, N.A. XL's & Squires).
Vinyl Trim (Gal. 500 Seds. & Htps.).
Sim. Mag. Wheel Covers (Std. XL GT) w/XL, LTD, Squire models.
w/all other models.

w/all other models
Visibility Grp. (w/all models exc. below)
XL, LTD & Gal. 500 2-dr. models....

84.25 163.24 351 CID (4V), 290-hp V-8 (N.A. Cobra)
390 CID, 320-hp V-8 (N.A. Cobra)
428 CID (4V), 335-hp V-8 non-Ram-Air
(Std. in Cobra. N.A. Wagons).
428 CID (4V), 335-hp V-8 Cobra Jet
Ram-Air (Cobra models).
All other models (N.A. Wagons)
SelectShift Transmission w/6-cyl. eng.
w/302 & 351 CID V-8's (except Cobras)
w/428 CID V-8 in Cobra models
4.Speed Man. Trans. (Std. on Cobra)
avail. w/351, 390 & 428 CID V-8's
(N.A. Wagons or w/250 or 302 CID
engines or 4-dr. sdn. w/428 CID)
3-Spd. HD Man. (avail. only, & req.
at extra cost with 390 CID V-8)
Power Front Disc Brakes.
Power Steering
Power Windows 287.53 133 44

194.31 100.26 105.11 100.15 34.97 36.86

Power Front Disc Brakes.
Power Steering
Power Windows.
Power Full-Width Seat (N.A. Fairlanes)
Power Tailgate Window.
Tinted Windows & Windshield.
SelectAire (N.A. 5-cyl. Wags. or 428 ClD
non-Ram V-8 w/4-spd. trans.)
Bucket Seats (500 Hardtops. Convs.,
SportsRoofs, GT's & Cobras)
Comfortweave Knitted Vinyl Trim
(Fairlane 500 SportsRoof. Hardtop,
Wagon; Torino Wagon; GT Hardtop,
SportsRoof; & Cobra w/bucket seats)
Console (w/bucket seats only)
Deluxe Belts w/Reminder Light
Rim-Blow Deluxe Steering Wheel
Color-Keyed Dual Racing Mirrors
Power Ventilation (N.A. SelectAire)
Push-Button AM Radio
Push-Button AM Radio
Push-Button AM/FM Stereo Radio
Rear Speakers (N.A. Convs. & Wagons)
Electric Clock.
Intermittent Windshield Wipers.
Remote-Control Outside Mirror (LH)
Wagon Third Seat-Rear Facing,
Vinyl-Covered Roof (Hardtops, Sedans)
Traction-Lok Dilf. (N.A. 250, 302 ClD).
Tachometer, 5000 RPM (w/V-8's only)
Wheel Covers (std. Torino. N.A. GT)
Wheel Covers (std. Torino. N.A. GT)
Wheel Covers, Deluxe, Torino
w/all other models
Chrome or Color-Keyed Styled Steel
Wheels (N.A. Wagons)
w/Torino GT. 84.25 105.11

259.09 41.60 32.44 89.94 79.09 388.74 15.59

w/Torino GT w/Torino GT
Competition Suspension (std. on Cobra
& Torino GT w/428 CID)
GT Handling Suspension on Hardtops,
SportsRoof, Convs. w/8-cyl. (Std. on
Torino GT w/302, 351 & 390 CID)
Trail. Tow. Pkg. (N.A. 6's & 302 V-8)
Vinyl Trim (avail. Fairlane 500's
except Convertibles & Wagons)

24.53 12.95 46.55 63.08 15.59 61.40

181.36 133.86

25.91 22.33

100.05

21.34

56.98 78.35 15.59

45.92

35.70 16.85 110.16

20.75

35.70

56.98

24.01 14.64

FALCON
Club Coupe (170 CID, 100-hp Six)
4-Door Sedan (170 CID, 100-hp Six)
Futura Clb. Cpc, (200 CID, 115-hp Six)
Futura 4-Dr. Sed. (200 CID, 115-hp Six)
Futura Spt. Cpe. (200 CID, 115-hp Six)
Falcon Wagon (200 CID, 115-hp Six)
Futura Wagon (200 CID, 115-hp Six). \$2266.00 2316.00 2444.00 2481.00

Optional Equipment Includes: 200 CID Six, over 170 CID Six 302 CID, 220-hp V-8, over 170 CID Six over 200 CID Six SelectShift Trans. w/6-cyl, engines 25.91 115.00 90.00 174.03 SelectShift Trans. w/6-cyl. engines w/V-8 engines. Power Disc Brks. w/V-8's & 6-cyl. Wag. Power Steering. Deluxe Belts w/Reminder Light. Vinyl Trim. Futuras (Std. Spts. Cpe.) Power Tailgate Window (Wagons). Tinted Windows and Windshield. SelectAire (N.A. 170 ClD Six or Wagons w/200 ClD Six). Remote-Control Outside Mirror (LH). Two-Way Magic Doorgate (Wagons). Luggage Rack (Wagons). Push-Button AM Radio. Vinyl-Covered Roof (2-door only). Wheel Covers (std. on Sports Coupe). 189.66 64.77 34.97 32.44 368 09

MUSTANG

380 41 120 59

24.53 53.82 15.59 35.70 19.48

181.36 25.91 15.59

12.95

53.18 90.15 63.51

41.60 47.92 21.34 19.48

40.76

116.59

30.64

110.16

12.95 45.39 44.44

61.40

Hardtop (200 CID, 115-hp Six std.) Convertible (200 CID, 115-hp Six std.) SportsRoof (200 CID, 115-hp Six std.) Mach I (351 CID (2V, 250-hp V-8 std.) Grandé (200 CID, 115-hp Six std.) \$2618.00 2832.00 2618.00

Optional Equipment Includes:
Extra charge over 200 CID Six for:
250 CID, 155-np Six (N.A. Mach 1).
302 CID, 220-hp V-8 (N.A. Mach 1).
Extra charge over 302 CID V-8 for:
351 CID, 250-hp (2V) V-8 (std. Mach 1).
351 CID, 290-hp (4V) V-8 (exc. Mach 1).
Mach 1, over 351 CID (2V).
Mach 1, over 351 CID (2V) V-8
428 CID, 335-hp V-8 (except Mach 1).
Mach 1, over 351 CID (2V) V-8
428 CID, 335-hp V-8 (except Mach 1).
Mach 1, over 351 CID (2V) V-8.
428 CID, 335-hp Ram-Air Cobra
Jet V-8 (except Mach 1).
Mach 1, over 351 CID (2V) V-8.
SelectShift Trans. w/6-cyl. eng.
w/302 & 351 CID V-8's
4-Spd. Man. Tran., (302 & 351 CID V-8's)
with 390 & 428 CID V-8's
Power Disc Brakes (N.A. 200 CID Six). 58.34 84.25 25.91 158.08 99.74 287.53 224.12 420.96 357.46 191.13 200.85 222.08 204.64 253.92 64.77 94.95 52.95 38.86 with 390 & 428 CID V-8's
Power Disc Brakes (N.A. 200 CID Six)
Power Steering
Power Convertible Top.
Convertible Glass Rear Window
GT Equipment Group (N.A. with Grandé
or w/6-cyl. or 302 CID V-8 engines)
Traction-Lob Diff. (N. A. 6's & 302 CID V-8
Traction-Lob Diff. (N. A. 6's & 302 CID V-8
Intermittent Windshield Wipers
High Back Bucket Seats (N.A. Grandé)
Color-Keyed Dual Racing Mirrors.
Handling Suspension (N.A. Grandé or
w/200, 250 & 4'28 CID)
Competition Suspension avail. w/428
CID only (Std. Mach I. Grandé)
Tinted Windshield & Windows.
Speed Control (w/V-8 & SelectShift)
Remote-Control Outside Mirror (H.A. 200 CID
or 428 CID w/4-spd. Man. Trans.)
Push-Button AM Radio
AM/FM Stereo Radio
Stereo-Sonic Tape (AM Radio req.)
Rear Seat Speaker (Hardtop & Grandé)
Rim-Blow Deluxe Steering Wheel. 146.71 54.45 41.60 63,51 16.85 84.25 19.48 30.64 30 64 30.64 40.02 15.59 32.44 73.83 12.95 379.57 61.40 181.36 133.84 12.95 97.21 32.44

Rim-Blow Deluxe Steering Wheel
Console
Inter. Decor Grp. (N.A. Mach I, Grandé)
w/Dual Racing Mirrors option.
Del. Int. Decor Grp. (Sptri., Conv.)
w/Dual Racing Mirrors option
Deluxe Belts w/Reminder Light
Vinyl-Covered Roof (Hardtop, Grandé)
Wheel Covers (N.A. w/Mach I, GT,
Grandé. Std. w/Exterior Decor Group)
Wire Wheel Covers (Std. Grandé; N.A.
w/Mach I or GT Group)
w/Exterior Decor Group option
Ext. Decor Group (N.A. Mach I, Grandé)
Chrome Styled Steel Wheels (Std.
Mach I; N.A. Grandé or w/200 CID)
on Models w/GT Group
on Models w/Exterior Decor Grp. THUNDERBIRD 2-Door Hardtop* 2-Door Landau* 4-Door Landau* *429 CID, 360-hp Thunder Jet V-8 std. \$4807.00 4947.00 5026.00

Tilt-Away Steering Wheel Rim-Blow Deluxe Steering Wheel

Optional Equipment Includes: Optional Equipment Include Electric Sunroof (Landaus only) Power Retracting Radio Antenna 6-Way Full or Bucket Power Seat, Flight Bucket Seats & Console Power Windows. Power Trunk Deck Lid Release \$ 453.30 28.97 98.89 64.77

109.22 14.85 22.33 84.25 47.49 97.21 66.14 101.10 77.73 427.07 Power Trunk Deck Lid Release.
Rear Defogger (N.A. w/Elec. Defrost)
Electric Defrost & Tinted Rear Window.
Tinted Windshield and Windows.
Speed Control (Tilt-Away Wheel req.)
Tilt-Away Steering Wheel.
Convenience Check Group, 4-Door w/2-Door models.
SelectAire Conditioner.
SelectAire w/Automatic Tamp. Control wy2-both models
SelectAire Conditioner
SelectAire W/Automatic Temp. Control
Stereo-Sonic Tape Sys. (N.A. AM/FM).
Reclining Pass. Seat w/Adj. Headrest.
Limited-Slip Differential
AM/FM Stereo Radio (incl. 4 speakers)
Four Note Horn
Brougham Cloth & Vinyl Interior
Full-Width Seat Models
Bucket Seat Models
Brougham Leather and Vinyl Interior
w/Bucket Seats only
Deluxe Belts with Reminder Light
Rear Lamp Outage Indicator.
Suppl. Brake Lamps w/Turn Sig. Indic.
Wheel Covers. Sim. Styled Steel
Deluxe Wheel Covers
N.A.—Not Available 499.22 128.49 41.49 46.69 150.29 161.98 129.54 194.31 15.59 25.91 33.70 35.70 57.08

N.A.-Not Available

There are many more better idea options for every car line, including tire combinations to suit your driving needs. Your Ford Dealer can tell you about their availability and prices.

66.14 35.70 53.82 101.10 88.15 133.44 120.48

15.59

21.38

79.51 58.27 32.44

116.59 77.73

95.31

'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: 302in., 2V 220-hp V-8; SelectShift Cruise-O-Matic Transmission; Power Front Disc Brakes; Power Steering; SelectAire Conditioner; AM Radio; Vinyl Roof (2-door models); Tinted Glass; Deluxe Wheel Covers; and more.

Bosic specifications (excluding wagons): Length-184.3"; Width-73.2"; Height-54.9"; Wheelbose 111"; Luggage Vol.-12.2 cu. ft.; Fuel-16 gal.; Curb Wt. (approx.)-Futura Sports Coupe 2855 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 available.



Some better ideas provide a luxurious comfort that means arriving refreshedlike SelectAire 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, fullcircle 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 more controllable, straighter stops, are less affected by moisture and heat.





Automatic Speed Control (Ford, Thunderbird), a better idea for freeway driving. Preset speed. Cruise with foot off accelerator. Mustang version is called Fingertip Speed Control.



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 ponel 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.





