

Buyer's Digest

OF NEW CAR FACTS FOR 1967

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The Original Ford Book for Car Buyers Who Want
All the Facts Before Making a Purchasing Decision

9TH
YEAR



Ford has always been deeply involved in the search for better ideas. No single thought more clearly expresses the principle that has guided Ford Motor Company for more than half a century.

As the Ford Model T of 1909 was a better idea that set the pattern for the industry—and the world—so today, a better idea called Mustang sold more than any other new car in history, started a trend and has become a classic in its own time.

A much better idea evolved as the Model T's planetary transmission which eliminated gear clash and proved out the mechanical principle of the automatic transmission. This led to the development of another better idea: 3-speed Fordomatic transmission. It was pioneered by Ford when others in Ford's field offered only 2-speed automatics. Today, Ford is first with still another better idea in transmission design—SelectShift Cruise-O-Matic, the transmission that shifts automatically or lets you shift it like a manual. All you change is your mind.

The Ford Model A embodied a whole series of better ideas in a car so well designed and so successful that tens of thousands of them are still running today—35 years after production stopped.

One of the better ideas that came with the Model A was America's first production safety glass. Prior to its introduction as standard equipment in Model A windshields, safety glass was found only in the most costly American and European cars. Now, Ford brings you an even better idea—new, thick laminate safety glass, designed to make windshield glass safer than ever.

When Henry Ford became absorbed in the search for

a smoother, more powerful engine for his cars, he got a better idea—the concept of a low-cost V-8 engine with cylinder block and crankcase cast in a single, compact, weight-saving unit. Up to that time V-8's were large and heavy because they had to be assembled from separate castings, which, in turn, made them prohibitively expensive. To make the lighter V-8 a reality for low-cost mass production, Henry Ford and his engineers literally rewrote the book of automotive foundry practice.

The tradition of leadership in foundry technique continues with such recent better ideas as the "thin-wall" casting of compact, lightweight Sixes and the small, yet powerful 289-cu. in. V-8's that prove to be such economical and durable performers in the Falcons, Mustangs, Fairlanes and Fords of today.

More than a decade ago, Ford research in automotive safety showed the need for a safety equipment "package" including safety door latches, deep-dish energy-absorbing steering wheel, padded instrument panel and sun visors, safety rearview mirror, seat belts and safety seat anchors. Ford was the first to provide all these built-in safety features.

Ford's better ideas in safety continue to advance for 1967 with the standard Ford Motor Company Life-guard-Design Safety Features found on every model and on all five Ford car lines. (See page 18.)

Leadership in developing better ideas in cars that are better suited to the varying needs of the American Road is, as always, a great tradition at Ford. When America voiced a need for an efficient and economical small car, Ford produced the most practical and popular answer—Falcon. A few years later Ford planners sensed the need for a car combining the economies and maneuverability of a compact with the roominess and solid performance of the traditional family car, and produced Fairlane two years before the introduction of others in its class.

Another better idea is the Ford Bronco—a sturdy tail-wagging, go-anywhere, do-anything kind of car with amazing capacity for work or play—a new and separate kind of car which blends great versatility with the power and flexibility of automotive engine design.

Thunderbird has been the byword for better ideas in automotive design ever since it appeared on the unique two-seater of 1955. When the Bird became a four-seater in 1958, the trend to personal luxury cars was born. With the introduction of the historic Four-Door Landau for 1967, Thunderbird demonstrates its unique brand of leadership once again.

The concept of a true luxury car in the popular-price field was first expressed in the LTD by Ford. Never before had such richness of decor, luxury car fabrics, deep carpeting, and touches of elegance like simulated walnut-grain paneling and courtesy lights at every door been available in Ford's field. For 1967, Ford broadens

the concept with the LTD 4-Door Sedan to bring luxury within the means of still more car owners.

Better ideas to reduce owner concern with frequent maintenance items made Ford the first car to eliminate the repetitive nuisance of chassis lubrication every 1,000 miles. Today's Fords need routine maintenance only twice a year (or every 6,000 miles) and require chassis lubrication at the end of 36,000 miles.

Several years ago Ford was first to introduce self-adjusting brakes as standard equipment—a better idea that takes one more problem off the owner's mind and one more expense out of his budget. Better ideas in brakes continue at Ford with power front disc brakes—available on all lines for '67—for fade-resistant operation in exceptionally severe service.

Better ideas in precision of manufacture and quality control enabled Ford to lead the industry as the first to offer a two-year (or 24,000-mile) warranty on the parts of the entire car. An even higher level of durability and reliability has been reached in the 1967 Fords, which permits the offering of a five-year (or 50,000-mile) warranty on the parts of engine, transmission, drive train, steering and suspension. And this is in addition to the existing two-year, 24,000-mile warranty on the entire car. There is no more liberal warranty than this on any American car today.

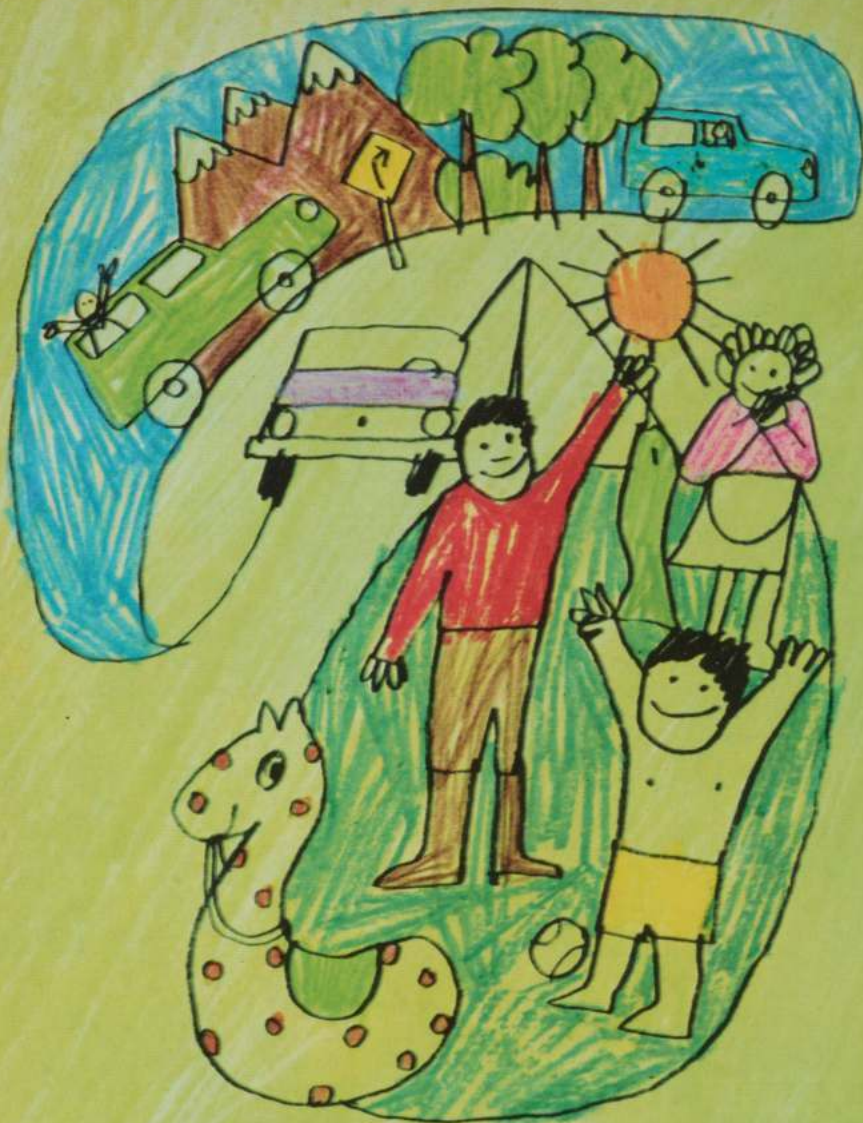
A veritable torrent of better ideas continues to come from Ford. There's the new, all-coil suspension and a new-concept frame with computer-designed body mounts, that isolate vibration. They give Ford a

world-famous ride. It was a Ford, you know, that actually rode quieter than a Rolls-Royce.

Other new and better ideas on the 47 great new models from Ford for 1967: the Stereo-Sonic Tape System that plays up to 70 uninterrupted minutes of your favorite music—available on all five Ford car lines. You can have the exclusive convenience of Ford's better ideas for station wagons—the Magic Doorgate that opens like a door for people, swings down like a tailgate for cargo. You'll also find available on Ford wagons the dual-facing rear seats that provide seating for a family of eight. This is only a sample of the better ideas you'll find in the pages of "The 1967 Buyer's Digest of New Car Facts." You'll also find interesting and informative articles that will guide you to greater enjoyment and money saving on any car and aid you in selecting a car custom-fitted to your needs.

For a firsthand, see-for-yourself appreciation of how really great all these better ideas from Ford can be . . . drop in at your Ford Dealer's and take him up on his offer of a test drive. That's the ultimate proof of our *best* ideas yet—the '67s from Ford. But there's one thing you may be sure of . . . there will be an ever-increasing flow of these better ideas . . . and you'll find them first in the Fords of tomorrow!

Better Ideas Come First From Ford



Traveling

If you've ever hesitated to set out on a long trip with young, pre-teen children because you've dreaded the cooped-up feeling of riding with a cageful of hungry lion cubs, take heart. A little planning before departure and a few simple ground rules to follow en route can make a young family's motor trip pleasurable instead of painful.

One important rule is to stop when you want to, and avoid unscheduled delay. A well-prepared car will go a long way to putting you where you plan to be on time.

A good travel plan schedules halts at no more than two hours apart. Not only are 10- to 15-minute stops necessary to let the kids blow off pent-up steam, but they give the driver a much needed period to stretch and relax.

And when you do stop, try to pick a pleasant area where the kids can roam about safely. Most big, multi-lane highways have little "mini-parks" with rest rooms along the way.

If one or more of your children are boys, take along a baseball and glove, or a football, and have a lively game of catch at each stop. All the kids need exercise as often as possible on long trips. Another point, make sure the children are wearing loose, comfortable clothing, too.

Start with a map with the route

Car Caré Calendar

For 1967 engineering has reduced the maintenance requirements of Ford cars to a bare minimum. Any one of the 47 beautiful Ford models will serve faithfully and faultlessly for months (or several thousand miles) at a time without any routine attention whatsoever. If you're like most car owners and drive on the average of 1,000 miles per month, you can keep your Ford at top efficiency—and keep repairs at a minimum by following this simple, four-season maintenance calendar. Key to the plan is Ford's Twice-a-Year Maintenance (or every 6,000 miles) schedule which involves the following:

Change Engine Oil & Clean Carburetor Air Cleaner
 & Check Rear Axle Fluid Level & Clean Crankcase Oil Filler
 Breather Cap & Check Exhaust Control Valve & Check
 Transmission Fluid Level & Lubricate Chassis (Falcon
 Club Wagons) & Lubricate Door, Trunk or Tailgate Lock
 Cylinders & Check Brake Fluid Level & Lubricate Steering
 Arm Stops & Check Power Steering Fluid Level

Spring

■ Twice-a-Year Maintenance by authorized Ford Dealer ■ Adjust carburetor and automatic choke ■ Tune ignition and clean spark plugs ■ Rotate tires (remove snow tires) ■ Wash and clean car thoroughly. Wash underbody and use FoMoCo chrome cleaner on bumpers and plated trim ■ Check and adjust engine accessory drive belts



With Children Can Be Fun

clearly indicated. Pick an alternate routing, too, in case it is necessary to avoid traffic jams. Young children do not understand or appreciate traffic jams and the problem of comfort stops always arises. Assemble everything that you will need well in advance of your departure and store it in an assigned spot where you can locate it handily. Pack the items of clothing you'll need each day separately and keep them readily available inside the car to avoid searching.

For children up to the age of 11, games are in order. You can buy inexpensive puzzles, crossword books, magnetic checkers, or word games, but children appreciate activities that involve Mom and Dad too. For instance, there are identification games.

Ask a four-year-old to look for red cars; ask the seven-year-old to identify white Fords; ask the 10-year-old to find blue Fords with out-of-state licenses. The same game can be played with specific road signs, gasoline stations, restaurants or—a favorite in our family—white horses. Or start a game of "Ghost" in which a player is assigned a letter each time he fails to think up a geographic location starting with the last letter of the one a previous player used. Mother starts with "Zanesville"; the first child says "England"; second child might say "Detroit" and so on.

One family provides each of six children with a map upon which the route is marked in crayon. Each child has a list of questions, prepared to his or her capacity, asking about information available on the map, as well as about road markers and distance signs. If father is driving, mother takes the master list and answers those questions not to be found on the map.

Passing scenery is a bore to most pre-teen children who soon tire of the endless stream of green, brown or white rolling past the car's windows. However, if you can become a sort of informal "Tour Director" and call their attention to interesting or unusual sights and activities, you'll find that you can keep children amused and occupied for considerable periods this way.

When you have a baby along, be prepared for any contingency. There are car cribs, baby seats (try to get one with a useful safety vest) and even collapsible playpens are available. Carry a good supply of disposable diapers and a plastic bag for their temporary disposal while under way.

Don't forget the return trip: if possible, take a different route home. Books, magazines and sketch pads come in handy on one-day journeys, too. Or try what one family calls the silence game. Turn the car radio low

and pledge the children to silence until they see something fairly uncommon, like a 1929 Ford, or a palomino horse, for instance.

If a brother and sister tire of each other's immediate company, separate them. Put one in the front seat, the other in back. Another idea worth remembering: stock premoistened towelettes—they're inexpensive and come in little plastic packets—and you'll find them useful for sticky hands and faces on a hot day between rest stops. Everyone can use them for a washup under way.

A word about food and drink. Small hard candies will "sweeten up" your youngsters from time to time without spoiling their appetites or melting into gooey messes.

Lemonade kept in a thermos and doled out sparingly in small paper cups (that solve the cleanup problem), will satisfy young thirsts in hot weather, and will not trigger a tiresome series of additional rest stops as will the large bottles of soda pop, gulped down at gas stations.

One of the key points in a fun trip with children is that Dad and Mom are devoting special attention to making it enjoyable. Every child senses this and appreciates it; and he is very likely to be much better behaved as a contribution of his own to the enjoyment of the family outing.

Summer

- Check engine coolant level
- Check front wheel alignment
- Check air conditioning system
- Check water level in battery regularly
- Make sure air flow through radiator is unobstructed
- Check operation of shock absorbers
- Replace fuel filter
- Clean tree sap, fly ash, road tar and other foreign material from paint surface with a quality cleaner such as Rotunda Custom Auto Polish



Fall

- Twice-a-Year Maintenance by authorized Ford Dealer
- Check radiator and heater hoses
- Check and adjust parking brake
- Check lighting system operation and headlamps for correct focus
- Adjust automatic transmission if required
- Tune ignition and replace spark plugs
- Replace worn windshield wiper blades



Winter

- Rotate tires (install snow tires)
- Check condition of exhaust system
- Check battery condition
- Fill windshield washer reservoir with water and Rotunda all-weather solution
- Lubricate exhaust control valve (if so equipped)
- Check and adjust parking brake
- Check mileage against service record for performance of long-interval service items
- Clean emission control valve (if so equipped)





FALCON

CLUB COUPE AND 4-DOOR SEDAN

Falcon Club Coupe in Brittany Blue. Prices start as low as \$2117.51.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2180.90.*

Falcon 4-Door Sedan in Lime Gold. Prices start as low as \$2167.03.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Radio, Remote-Control Outside Mirror. Price of model equipped as shown: \$2287.86.*

Falcon Interiors are stylish and long-wearing. Nylon-and-vinyl upholstery comes in three color choices: blue, red and parchment, as shown in Upholstery pages in back of this book.



These new '67 Falcons still fit neatly into small garages and tight budgets . . . but in other respects they're right up there with the big ones. Their roominess (six passengers with ease) and ride are anything but compact. Their style is strictly big-time. And they step out with real authority—particularly with their new optional 225-hp V-8.

This year Falcons offer all of the standard Ford Motor Company Lifeguard-Design Safety Features, including the new dual brake system with instrument panel warning light, and the lane-change turn indicator (see page 18). And Falcons are warranted with Ford Motor Company's "3-Point Warranty Plan" which includes 24 months or 24,000 miles on the car, plus five years or 50,000 miles on the power train, suspension and steering components (see page 47).

Along with all the popular Falcon options, there are some fine new ones offered for 1967, including SelectShift Cruise-O-Matic (acts as an automatic and manual transmission), power front disc brakes, and a Stereo-Sonic Tape System. See pages 10 and 60.

These cars are *specialists* in carefree, low-cost motoring. That's why their standard Six is so dependable and easy on gas, why their chassis is so beefy and long-lasting, why you can forget about routine maintenance for six months or 6,000 miles, and why you can go three years or 36,000 miles between major lubrications. What you *won't ever* forget, though, is the way Falcons save you money . . . as they always have!

Standard Equipment Highlights

170-cu. in., 105-hp Falcon Six Engine ■ 3-Speed Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Super Diamond Lustre Enamel ■ Automatic Dome Light ■ Color-Keyed Steering Wheel ■ Choice of Three Nylon-and-Vinyl Upholstries and 15 Exterior Colors—See Upholstery and Color pages in back of book ■ Vinyl-Coated Rubber Floor Covering ■ Fresh Air Heater-Defroster.

Basic Specifications

Length—184.3" ■ Width—73.2" ■ Height—54.6" ■ Wheelbase—111.0" ■ Curb Weight (approx.)—Club Coupe 2638 lb.; 4-Door Sedan 2669 lb. ■ Trunk Luggage Volume—12.3 cu. ft.

Optional Falcon Engines and Transmissions

200-cu. in., 120-hp Six; 289-cu. in., 200-hp and 225-hp V-8's. SelectShift Cruise-O-Matic (automatic and manual combined) available with any engine. 4-Speed Manual Transmission available with either V-8.

*For price explanation, additional options, see pages 60-61.

Falcon's Trunk swallows a lot of luggage. It's over 12 cubic feet big and is deep enough to stand most luggage upright. Easy to load, too, because the sill is extra low.





FALCON Futura

CLUB COUPE,
4-DOOR SEDAN and
SPORTS COUPE

Futura Club Coupe in Nightmist Blue. Prices start as low as \$2280.40.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2343.79.*

Futura 4-Door Sedan in Brittany Blue. Prices start as low as \$2322.26.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2385.65.*



Futuras are for people who want extra finery with their thrift . . . the kind of economy-minded folks who want extra value *plus* traditional Falcon savings.

The Futura extras are legion. First and foremost, there's an extra model—the Sports Coupe. It has front bucket seats, 7.35 x 14 size tires and special identification, including a side accent stripe . . . in addition to all the extras found on the Futura Club Coupe and 4-Door Sedan. The bigger 120-hp Six engine is standard on all three Futuras. So are extra upholstery choices, color-keyed carpeting, special emblems, plaques and bright-metal trim and special details like a cigarette lighter, rear ash tray and arm rests.

And with Falcon's long list of options, you can tailor a Futura just the way you want it. A choice of two V-8's . . . 200 or 225 hp. A 4-speed floor-mounted stick shift. Or the SelectShift Cruise-O-Matic, which is both an automatic and a manual transmission. Lots of power extras, too, including power front disc brakes. And luxury options all the way up to air conditioning. For a complete rundown, see pages 10 and 60.

Standard Equipment Highlights

In addition to the Standard Equipment listed on page 5, Futuras offer:
200-cu. in., 120-hp Six Engine ■ Color-Keyed Nylon-Rayon Carpeting ■ Choice of Four Nylon-and-Vinyl Upholsteries (Four All-Vinyl Upholsteries in Sports Coupe) ■ Special Futura Moldings and Trim ■ Special Futura Emblems and Name Plaques ■ Bright-Metal Side Window Frames ■ Rear Ash Tray ■ Cigarette Lighter ■ In addition, **Sports Coupe offers:** Bucket Front Seats ■ Special Nameplate ■ Map Light, plus Lighted Ash Tray, Glove Box and Trunk ■ 7.35 x 14 Tires ■ Side Accent Stripe ■ Remote-Control Outside Rearview Mirror ■ Deluxe Seat Belts

Futura Basic Specifications

Length—184.3" ■ Width—73.2" ■ Height—54.6" ■ Wheelbase—111.0" ■ Curb Weight (approx.)—Club Coupe 2646 lb.; Sports Coupe 2774 lb.; 4-Door Sedan 2677 lb. ■ Trunk Luggage Volume —12.3 cu. ft.

Optional Futura Engines and Transmissions

289-cu. in., 200-hp and 225-hp V-8's. **SelectShift Cruise-O-Matic** (automatic and manual combined) available with any engine. **4-Speed Manual Transmission** available with either V-8.

*For price explanation, additional options, see pages 60-61.



Sports Coupe Interior features roomy bucket front seats with all-vinyl upholstery in choices of black, red, blue and parchment. Special decor is sportslike and stylish.

Futura Sports Coupe in Sauterne Gold. Prices start as low as \$2436.93.* Optional equipment on model shown includes: White Sidewall Tires, 200-hp V-8, Radio. Price of model equipped as shown: \$2636.25.*





FALCON

WAGONS

Falcon Wagon in Brittany Blue. Prices start as low as \$2497.46.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Radio, Remote-Control Outside Mirror. Price of model equipped as shown: \$2622.16.*

Futura Wagon in Vintage Burgundy. Prices start as low as \$2608.58.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Radio, Remote-Control Outside Mirror, Magic Doorgate, Power Tailgate Window, Luggage Rack. Price of model equipped as shown: \$2854.73.*



These new Falcon Wagons take a lot of looking into. They're downright king-sized inside . . . with over 85 cubic feet of cargo space back aft, and generous portions of comfort and roominess up front. They're sporty to look at and peppy to drive. And they behave with good old Falcon dependability and economy.

With the second seat flipped into fold-down position (a quick, almost effortless operation) you've a loadspace over seven feet long and almost five feet wide. For a load platform over nine feet long, simply lower the counterbalanced tailgate, or optional Magic Doorgate (as shown on Futura Wagon below). See what we mean about "king-sized?"

Falcon Wagons are powered by a spunky 120-hp Six, and there are two optional V-8's—200 and 225 hp. The standard 3-speed transmission is fully synchronized in all three forward gears. New this year as an option is SelectShift Cruise-O-Matic which functions as an automatic transmission and as a manual; shift it yourself or let it shift for you.

Another attractive feature of Falcon Wagons is that they require so little care. Twice a year is the average for routine maintenance. You can go 36,000 miles between major chassis lube. Brakes and valves adjust themselves. Coolant-antifreeze lasts two years or 36,000 miles. And vital underbody members are galvanized against rust. You save on a Falcon Wagon's low purchase price and save on upkeep, too.

Standard Equipment Highlights

200-cu. in., 120-hp Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Magic Doorgate Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Super Diamond Lustre Enamel ■ Automatic Dome Light ■ Color-Keyed Steering Wheel ■ Choice of Three All-Vinyl Upholsteries and 15 Exterior Color Choices—see Upholstery and Color pages in back of book ■ Vinyl-Coated Rubber Floor Covering in Passenger Areas ■ Rubber Floor Mat in Cargo Area ■ Fold-Down Second Seat ■ Roll-Down Tailgate Window ■ Fresh Air Heater-Defroster ■ In addition, Futura Wagons offer: Special Futura Moldings, Trim and Nameplates ■ Cigarette Lighter ■ Rear Seat Ash Tray ■ Color-Keyed Carpeting in Passenger Areas ■ Color-Keyed Rubber Cargo Mat ■ Choice of Four All-Vinyl Upholsteries

Basic Specifications

Length—198.7" ■ Width—74.7" ■ Height—56.2" ■ Wheelbase—113.0" ■ Curb Weight (approx.)—Falcon Wagon 3172 lb.; Futura Wagon 3180 lb. ■ Cargo Capacity—85.2 cu. ft.

Optional Engines and Transmissions

289-cu. in., 200-hp and 225-hp V-8's. SelectShift Cruise-O-Matic (automatic and manual combined) available with any engine.

*For price explanation, additional options, see pages 60-61.

Exclusive Magic Doorgate is a handy option for 1967. It folds flat for long loads and swings aside like a door (below) for easy access. One of the greatest wagon innovations ever. \$45.39*

Futura Wagon Interior offers all-vinyl upholstery choices in red, blue, aqua and parchment. Color-keyed carpeting in the passenger areas. Loadspace has colored rubber cargo mat.

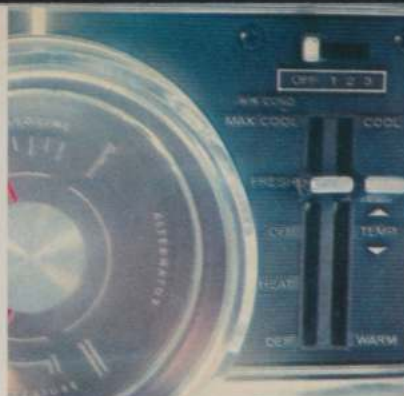




V-8 Engines This year Falcon offers two V-8 options—a 200-hp 289 cubic inch V-8 and a 225-hp 289 cubic inch V-8. Both are available on all models... and they add a lot of hustle and muscle. See page 60 for prices.



Stereo-Sonic Tape System Another new Falcon option. Provides over 70 minutes of uninterrupted music from your favorite tape cartridges. Has four speakers (two on station wagons) for stereo effect. \$128.49*



SelectAir Conditioner Is integrated into instrument panel and has one simple control head. Has fast cool-down rate. Also provides heating, defrosting, ventilating and dehumidifying, all in one unit. \$356.09*

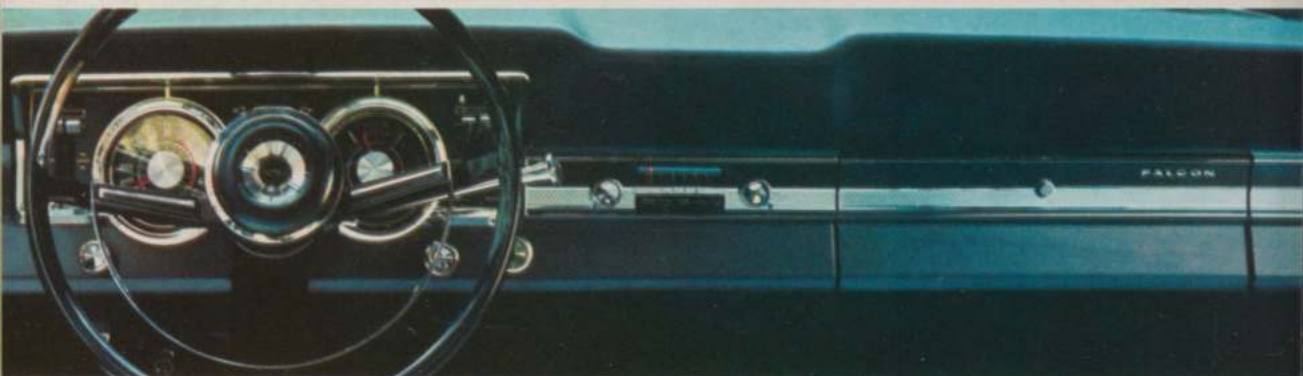
FALCON Options

Shown on this page are some of the newest and most popular Falcon options. In addition, you'll find many more listed on page 60. All add considerably to the enjoyment and convenience of owning a Falcon, and they add substantially to Falcon's value at resale time—which makes them very fine investments.

Power Steering Cuts steering effort as much as 85% and still retains a good "road feel." Makes driving and parking so much easier that many drivers just wouldn't be without this popular option. \$84.47*

Power Front Disc Brakes A new Falcon option. Combines the ease of power brakes with the high-performance characteristics of front disc brakes. Rear brakes are husky, drum type. (Regular Power Brakes also available \$42.29*) \$97.21*

Falcon Radio Is fully transistorized to reduce size, gives longer life and provides instant warm-up. Has accurate printed circuit. Push-button station selectors may be easily reset when desired. \$57.44*



Vinyl Roof A very sporty option for two-door Futura models. Sleekly tailored, highly weather-resistant vinyl is permanently bonded to steel roof. Available in either black or white, with any body color. \$74.19*



4-Speed Manual Transmission Floor-mounted stick is positioned for fast shifting. All forward gears are fully synchronized. Available with 200- or 225-hp V-8's. Not available on wagons. \$184.02*



SelectShift Cruise-O-Matic You can shift manually up or down through three gears whenever you wish—or leave the lever in Drive and it shifts automatically. An ideal solution for a "his and hers" car. Prices on page 60.

It's a Woman's World... on wheels

by Mary Motorwise



Dear Mary, After 11 years of marriage I still get all choked up every time my husband and I take a drive in the winter. It's just that pipe smoke gets in my eyes. And my husband says he won't give up his pipe. What can I do?

FUMIGATED

Dear Fumigated, Pass that peace pipe. One solution: wear a scuba diver's mask. Or get a new Ford with Comfort-Stream Ventilation. It siphons off smoky air. You enjoy a steady flow of clean air directed just where you want it. And he can smoke in peace.

Dear Mary, My husband is a real sports addict. Whenever we go on a trip and get on one of those big turnpikes, he tunes me out and tunes in a baseball or a football game on the radio. I can learn to live with this except for one thing: during a baseball game he slows down gradually without realizing it till cars start bunching up behind us. When he's got a football game going the excitement seems contagious and he edges up above the speed limit. What can I do about it?

BAFFLED

Dear Baffled, Ford has just the thing for you. Rx: the Fingertip Speed Control. Especially designed for turnpike driving, the Speed Control lets you choose your desired speed (anywhere from 25 to 80 mph)—and cruise with your foot off the accelerator. No worry about going too fast, or too slow either up hill or down.

Dear Mary, My husband is threatening to leave me. All because of Bach. I listen to him constantly. Yesterday I got so wrapped up listening to him at home that I forgot to pick up my husband's suits at the cleaner's. Another time I was late picking my husband up at the station.

BACH LOVER

Dear Bach Lover, Act fast. There is room in your life for your two loves. Order a new Ford with stereo tape and listen to Bach as you go to the cleaner's or the station. One tape plays up to 70 minutes of stereophonic music from a self-contained, easy-to-change cartridge.

Dear Mary, Before I was married I worked as an efficiency expert. Three children, two dogs and a litter of kittens later I find that life can get pretty chaotic, especially when I've got an arm load of groceries and I'm trying to get half a pack of cub scouts piled into a station wagon. I must be doing something wrong.

DISHEVELED

Dear Disheveled, First

stop—the hairdresser's. You're always better equipped to handle minor crises with a new hairdo. Second stop—your Ford Dealer's—where you'll find the wagon everyone's talking about. The one with the exclusive Magic Doorgate. You'll love the way it opens down like a tailgate for loading groceries... and swings out like a door when you're chauffeuring children or grown-ups. In no time you'll be your old efficient self again.



Dear Mary, We enjoy living like millionaires. But it's not easy. Especially if your husband is in the diplomatic corps. And part of your job is entertaining oil-rich sheiks and ambassadors. Our car looks so shabby. Is there any way for people like us to stay on a budget—and dazzle a sheik or two?

DRY WELL

Dear Dry Well, You could get out your Aladdin's lamp and wish for a shiny new limousine. Or better still—get a shiny new LTD by Ford! With its long sleek lines, thick carpeting and expensive woodlike trim, LTD looks like one of the \$17,000 imports and it rides as quietly as they do, too. The only problem you'll have is when your sheik finds it so chic he wants to take it home with him.

Dear Mary, I'm a shy schoolteacher in a small town. There's not much of a social whirl here and my maiden aunt is worried I'll follow in her footsteps. I am young, attractive with dark blonde hair that I wear pulled back and a 4-year-old compact that's seen better days. What can I do to meet new friends—give up and move away to the big city?

MISS PARKS

Dear Miss Parks, One—go summer blonde and let your hair swing. Two—buy a pants suit in a muted beige plaid and wear it with a poison green turtleneck—after school's out, of course! Three—get a bright red Mustang 2+2 and drive it everywhere. Concentrate on the ski areas.

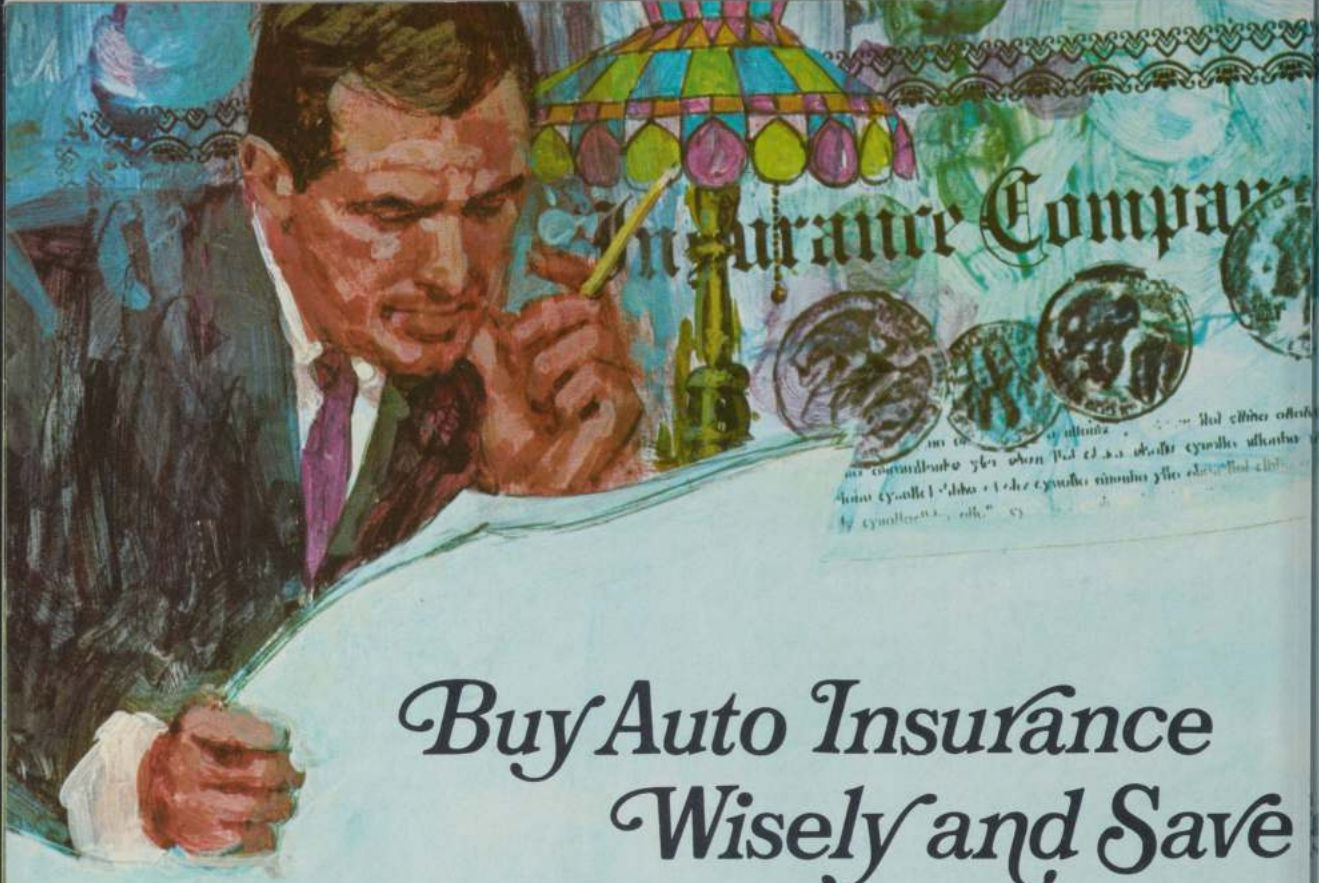
P.S. If things get too lively let us know.

Dear Mary, My husband is on an antivacation kick. He says our 4 kids are so restless in the car that he can't enjoy driving. They cry. He gets mad. We all come back from vacation in need of a vacation. Should we just forget about car trips with children and stay at home?

PACIFYING EMILY

Dear Pacifying Emily, Next time leave the kids with a nurse and jet to the Riviera with your husband. Or—if you can't quite afford that, try one of the smart Ford Wagons. They're a kind of autonomous babysitter. You can even have dual-facing rear seats that create a virtual "playpen" for active youngsters. While you're at it, try soothing everyone's nerves with music—AM-FM radio or stereo tape. If you're lucky it might lull your darlings to sleep. Another plus, Ford Wagons are easy to clean.





Buy Auto Insurance Wisely and Save

A combination of causes—more cars, more accidents, higher repair costs, larger awards in negligence cases—has pushed car insurance rates up some 15 percent in the past six years. And—hold on to your ignition key—the trend is still up.

But you can still cut your insurance costs without reducing the safe coverage of liability insurance—which insures you against claims of injury and damage to other people and property—and without reducing effective collision insurance which protects your car. Here are ten important rules that may very well save you money today.

1. Qualify For A Safe Driver Discount

If you and everyone authorized to drive your car have had a driving record free of accident and major violations for two or three years, many companies will reward you with a 10 to 20 percent "safe driver" cut on liability and collision coverage.

2. Shop Around Carefully

Since all companies do not charge the same price for auto insurance, rates vary. Experts stress that you

can sometimes save as much as 25 percent by investigating different policies and taking advantage of lower rates. Before you jump at any lower priced insurance, however, consider the quality of coverage and claims service that you'll receive.

3. Investigate A Package Policy

Most companies offer a "package" policy—which insures liability, collision, comprehensive, medical payment, and other coverages—to meet your needs at a lower cost than if the same coverages are bought separately. You may save from 10 to 20 percent.

4. Qualify As A Special Group

Some companies offer reduced rates to farmers, clergymen, ranchers, higher ranking military personnel, government employees, and to non-alcoholic drivers. Check with your insurance representative to see if you can qualify for a lower rate.

5. Insure Your Two Cars Under One Policy

If you have two cars in the family—and more than eleven million families do—it pays to insure them both under one policy rather than insuring them separately. Your discount can be as much as 25 percent. However, if one car is used for business, you get a discount only on the pleasure car.

6. Make Sure You're Properly Listed

Not long ago, it was revealed that motorists were paying \$25 million too much in premiums because they had not kept their insurance companies accurately informed. The fact is that even a small change in your status can often change your premium. A car, for example, used only for pleasure driving carries a lower premium than one used for business.

Minimum Coverage To Meet Your State's Financial Responsibility Laws

(The figures are in thousands of dollars. The first number refers to the minimum coverage for injury to any one person, the second covers injuries in one accident to a multiple number of persons, and the third covers damage to property.)

5/10—Massachusetts

5/10/1—Louisiana, Montana

5/10/5—Mississippi, North Carolina, Oklahoma, Oregon

10/20/1—Rhode Island

10/20/2—Missouri

10/20/5—Alabama, Alaska, Arizona, Arkansas, California,

Colorado, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Dakota, Ohio, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Washington, West Virginia, Wisconsin, Wyoming.

15/30/5—Maryland, Virginia

20/20/1—Connecticut

7. Get Available Discounts For Students And Youngsters

Many companies offer discounts to students and youngsters who meet special conditions. Parents, for example, with sons under 25 who are resident students at schools more than 100 miles from home, are now entitled to a discount. One large company offers a 20% discount to families with students in the upper fifth of their class or with a "B" average school record or better. Again, if you have a teen-ager who has graduated from a state-approved, driver-training school, you can get a reduction of from 10 to 15%.

8. List Insurance As A Tax Deduction

You can list as a deduction at income tax time a percentage of your car's business or charity-aid use, provided you really use your car for business or recognized charities. Say your insurance bill was \$190.50 last year and half of your car's mileage was for business or charitable use, you're entitled to \$95.25 as a legitimate deduction.

9. Buy A Non-Cancellable Policy

If you can get a non-cancellable policy, one in force for six months or a year, buy it. The dollar-and-cents significance to you? If you have your insurance canceled because of accidents, you'll have to turn to a "high risk" company insuring drivers canceled out by other companies. Either that or you'll end up in the "assigned risk plan" under which companies are each required to accept a quota of poor-risk drivers. In both cases, you'll have to pay sharply higher rates.

10. Cut Down Or Trim Less Essential Coverages

Collision: You can save on collision insurance—which protects you against damage to your car—by raising the deductible to \$100 instead of the usual \$50. You can save up to 40%. It makes sense to have this type of insurance on a new car. But the experts say it pays for you to drop

collision insurance entirely after your car ages and is worth only a few hundred dollars. Their thinking: The more your car ages, the more it depreciates in trade-in value so that the amount you can collect on it is drastically reduced. And a couple of annual collision premiums equal the trade-in value.

Comprehensive: Write comprehensive insurance—which protects you against damage from causes other than collision—with a \$50 deductible clause, and you'll save more than half of your premium. With old cars, save by dropping comprehensive.

Medical Payments: Check all your insurance policies carefully. You may already have similar coverage.

Liability Insurance: Liability insurance—payment for personal injuries and property damage you might cause to others—is an *absolute must*. For it

protects you against the loss of thousands of dollars in case of a minor accident and potential financial ruin in case of a major crash.

State laws—compulsory or indirectly compulsory ("financial responsibility laws")—oblige drivers to carry a minimum amount of liability insurance (see box below for your state's requirements). *Don't try to save by keeping to the minimum.* You should have—in these days of zooming jury awards—about \$50,000/\$100,000 of bodily injury coverage, perhaps \$100,000/\$300,000 of total coverage for adequate protection.

Fortunately, you are charged relatively little more for added liability coverage. A Baltimore driver, for example, pays only about \$74 a year for \$25,000/\$50,000, and pays about \$81 for \$50,000/\$100,000 and only \$87 for \$100,000/\$300,000.

Economy Driving Tips



Few of us can polish driving skills and sharpen concentration to the high mileage of the expert economy drivers, but we can, with very little extra effort and very little expenditure, stretch our miles per gallon (and that's miles per dollar, too) by 20 to 30 percent. Here are the rules you should follow.

1. Keep Your Car Tuned Up. Misfiring spark plugs, improperly adjusted carburetor and automatic choke or clogged air filter all waste fuel. Taking your car to your dealer at 6000-mile intervals, or at least twice a year, is a good way to make sure it's in tune.

2. Check Tires Regularly. Lower air pressure in your tires increases rolling resistance which requires more power to hold a given speed. Low pressure also wears tires unnecessarily. Before long trips add 4 pounds to the cold tire air pressure recommended in the owner's manual. This defeats heat—a major cause of tire wear.

3. Maintain Proper Engine Temperature. Have your serviceman check radiator pressure cap and thermostat. For efficient operation engine water temperature should be between 190 and 200F for most engines.

4. Pass Up Passing. The extra engine power that you require for quick, full throttle "jumps" around other cars on narrow roads uses 3 or 4 times as much fuel as constant speed cruising and gets you there only a few seconds ahead. Wait for the long, unobstructed stretches to do your passing and ease around the slower cars.

5. Match the Traffic Flow. Get into gas-saving high gear as soon as possible when you start up. "Float" with the mainstream of traffic. Trying to plow through ahead of the others will cost you lots of extra fuel.

6. Look Ahead of the Car Ahead. Try to anticipate stops. If you see a car ahead signaling a left turn, switch on your signal for a right turn and get over into the right lane as soon as possible. Look for the lights a block or two ahead, anticipate their change, and you soon find that if you slow down you'll avoid gas-wasting stops.

7. See That Your Automatic Is a Thrift Shift. It should upshift into higher gears at 10 and 20 miles per hour when you move away from a stop at part throttle. If it "hangs" in lower gears too long, it's wasting gas and needs adjustment.

8. Plan Your Trips. Try to either bypass cities or avoid driving through them at rush hours. Traffic jams are costly in fuel and time. If you're in a hurry you'll get more miles per hour and more miles per gallon on the turnpikes.

9. Make Sure Your Front Wheels Are Correctly Aligned. Out-of-line wheels will waste gas and chew up tires as well.

10. Cheat the Wind. Reduce wind resistance at high speed by closing windows or ventilators. If you have a boat or bulky load on the roof rack, don't drive at high speed. Slow down if you're bucking a headwind. Raising your speed by 5 mph can lower your mileage by 2 miles per gallon.



MUSTANG

HARDTOP AND CONVERTIBLE



Mustang—bred first to be first—presents three new models for 1967, including the new Fastback 2+2 with the full sloping roof, on the next page. All three models have a sporty new body, a longer, wider look, and a wider tread for better road grip. But the flavor and feel—the things that made Mustang the most popular new car ever introduced—these are as Mustangy as ever.

Mustang's standard equipment is even *more* all-inclusive than before. In addition to bucket front seats, carpeting, and all-vinyl upholstery, Mustang now has all the standard Ford Motor Company Lifeguard-Design Safety Features (page 18) . . . and these include the new dual brake system with separate lines and a dual master cylinder for the front and rear brakes. Mustang also features Ford Motor Company's "3-Point Warranty Plan" with power train, suspension and steering components warranted for five years or 50,000 miles (page 47). V-8 engine options are now available up to 320 hp. SelectShift Cruise-O-Matic, which offers both manual and automatic shifting, is another new Mustang option. Others are shown on pages 17 and 60. Optional choices are so numerous that you can almost literally design your own Mustang.

Ford's Twice-a-Year Maintenance features are still very much a part of Mustang. That means three years or 36,000 miles between major lube jobs, an alternator and a long-life battery, and numerous other advantages which save you money and trouble, add to Mustang fun and liveliness.

Standard Equipment Highlights

200-cu. in., 120-hp Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission with Floor-Mounted Shift Lever ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Outside Rearview Mirror ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Curved Glass Side Windows ■ Super Diamond Lustre Enamel ■ Automatic Courtesy Lighting ■ Front Bucket Seats ■ Rocker Panel Moldings (2+2) ■ Sunburst Wheel Covers (2+2) ■ Color-Keyed Steering Wheel with Sports Horn Bars ■ Color-Keyed Carpeting, Front and Rear ■ Choice of Seven All-Vinyl Upholsteries and 16 Exterior Color Choices—see Upholstery and Color pages at back of book ■ 5-Ply Vinyl Convertible Top, Manually Operated, in White or Black ■ Fresh Air Heater-Defroster

Basic Specifications

Length—183.6" ■ Width—70.9" ■ Height—51.6" ■ Wheelbase—108" ■ Curb Weight (approx.)—Hardtop 2696 lb.; Convertible 2856 lb.; 2+2 2723 lb. ■ Trunk Luggage Volume—Hardtop 9.2 cu. ft.; Convertible 7.7 cu. ft.; 2+2 5.1 cu. ft.

Optional Mustang Engines and Transmissions

Four optional V-8's: 289-cu. in. V-8's of 200, 225 and 271 hp; 390-cu. in., 320-hp V-8. SelectShift Cruise-O-Matic Drive (automatic and manual combined) available with any engine. 4-Speed Manual Transmission available with any V-8.

*For price explanation, additional options, see pages 60-61.

Mustang Hardtop in Candyapple Red. Prices start as low as \$2461.46.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Rocker Panel Molding. Price of model equipped as shown: \$2531.70.*

Mustang Convertible in Raven Black. Prices start as low as \$2698.14.* Optional equipment on model shown includes: Wide-Oval Tires, Styled Steel Wheels, Exterior Decor Group, Side Accent Stripe, Rear Back Panel Grille, Rocker Panel Molding, 200-hp V-8, Interior Decor Group, Sports Steering Wheel, Convenience Control Panel, Console, Radio. Price of model equipped as shown: \$3342.36.*

Optional Tilt-Away Steering Wheel automatically swings aside and up when you open driver's door. Wheel also can be tilted to nine different driving positions. \$59.93*

Mustang Interiors have all-vinyl trim (available in seven color choices), deep-foam front bucket seats, color-keyed carpeting and full safety padding.



MUSTANG

FASTBACK 2+2

Optional Interior Decor Group

includes special trim, special lighting, and many other luxury extras. Available on all Mustangs \$108.06.* (\$94.36* on Conv.)



Here's a very special new Mustang with a unique fastback that slopes all the way aft. Those functional louvers on the sides of the top are controlled from inside by sliding levers and provide efficient

Silent-Flo ventilation. The big rear window has tinted glass as standard equipment. The sporty interior seats two in bucket seats up front, and you still have room for two more passengers back aft.

In other respects, these 2+2's share the same features as other Mustangs. The list of standard equipment just won't stop (see preceding page). Included are all the standard Ford Motor Company Lifeguard-Design Safety Features . . . and you get Ford Motor Company's "3-Point Warranty Plan." Whatever transmission you choose—including the standard fully synchronized 3-speed job—has its shift lever floor-mounted. The standard engine is a zippy 120-hp Six and there are four optional V-8's to choose from—up to 320 hp. Transmission options include the sporty 4-speed stick shift and the new SelectShift Cruise-O-Matic which is both an automatic and a manual transmission. And other optional choices are available to put exactly your kind of personality into this car.

New options for 1967 include the convenient Tilt-Away Steering Wheel, Front Power Disc Brakes, AM/FM Radio, SelectAir Conditioner, Two Tone Paint, Wide-Oval Sports Tires, Shoulder Harnesses, Automatic Speed Control, and a Competition Handling Package. And there's a Sports Rear Deck option which converts the entire rear of the car to usable luggage space with an access door from the trunk. And that's only part of the story. Other options are shown on the following page . . . and there's a more complete listing on page 60.

Mustang Fastback 2+2 in Wimbledon White. Prices start as low as \$2592.17.* Optional equipment on model shown includes: GT Equipment Group, Exterior Decor Group, Styled Steel Wheels, Lower Back Panel Grille, 320-hp V-8, Heavy-Duty 3-Speed Manual Transmission. Price of model equipped as shown: \$3292.31.*





Convenience Control Panel

Includes reminder lights for parking brake, door ajar, low fuel and seat belts. \$39.50.* Also illustrated:

Center Console \$50.41* and

Stereo-Sonic Tape System \$128.49*

Available with AM radio only.

GT Equipment Group

Makes Mustang even more the "Car-man's Car" with more performance gusto. Available on any model. Includes Front Power Disc Brakes, 4" Fog Lamps, Special Low-Restriction Dual Exhaust System and chromed "quad" exhaust outlets with the 271- or 320-hp V-8, GT Side Stripes, GT ornamentation on gas cap, special Wide-Oval Tires, higher-rate springs and shocks and stabilizer bar. \$205.05*

MUSTANG Options

Mustang has the happy knack of becoming exactly your kind of car, depending on the equipment you choose. Shown below are a few of the many choices. Others are listed on page 60. They all add convenience and enjoyment to Mustanging—and they repay handsomely at trade-in time. Which makes them very good values indeed.

Power Front Disc Brakes

A brand-new Mustang option which combines the ease of power brakes with the high performance characteristics of front disc brakes. Rear brakes are husky, drum type. Available with V-8's only. \$64.77*

AM/FM Radio

Permits you to enjoy both AM and FM broadcasting. Has long-lived transistors, dependable printed circuit, and five push buttons which can be reset to new stations, when desired. (AM model \$57.51*) \$133.65*

Power Steering

Takes 85% of the effort out of steering and still retains a precise "feel" of the road. Is especially helpful when parking in tight spots, and is a favored option among women drivers—and men too. \$84.47*



Sport Deck Rear Seat This handy option for the 2+2 Fastback triples the luggage space. Rear seat folds flat so the entire rear of the car serves as trunk area. Access door from trunk permits carrying long items. \$64.77*



Automatic Speed Control Holds cruising speeds anywhere between 25 and 80 mph. Has feature to resume speed after braking, if desired. Disengages with on-off switch or by touching brake pedal or turning off ignition. \$71.30*



SelectShift Cruise-O-Matic Gives you the choice of automatic shifting or manual, whenever you want it. Leave the T-Bar in the Drive position, and it's fully automatic. Or shift it yourself through the three forward gears. Prices on page 60.

*For more complete list of optional equipment and price explanation, see pages 60 and 61.

For Your Protection... Built-In Safety In Every Ford

For Your Protection . . . Built-In Safety In Every Ford.

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of many people at Ford Motor Company—driving millions of miles on the test tracks and working millions of man-hours in the laboratory.

Some of the latest results of their work are seen in the Ford Motor Company Life-guard-Design Safety Features listed here.

These safety features, standard on every one of the 1967 Ford passenger cars, help reduce the likelihood of injury in case of accident, but you can accomplish the most important job of all—preventing an accident.

By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.



Seat Belts: All 1967 Ford cars are equipped with front and rear seat belts. Front seat belts have retractors.

Safety Glass: Every Ford vehicle is completely equipped with safety glass. All Ford windshields are of thick laminate safety plate glass for extra protection against injury.



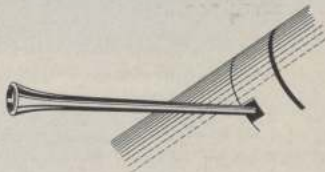
Positive Door Latches: Once depressed, door lock buttons on all doors of 1967 Ford cars must be raised, disengaging the locks, before door handles will operate and doors can be opened.

Windshield Wipers: Two-speed or variable speed wipers and electric windshield washers are installed on every Ford.



Padded Impact Areas: Instrument panel, padded sun visors and padded windshield side pillars, as well as control knobs, have been carefully designed to help reduce the chance of injury in the event of a collision.

Folding Seat Latches: Folding seat backs in all Ford wagons are securely latched.



Turn Indicators: Ford turn indicators have a dual position control lever so that they may be activated briefly by the driver to indicate an intended movement from one lane to another, or switched on to operate continuously without driver attention until completion of a turn.



Outside Rearview Mirror: All Fords for 1967 are equipped with an adjustable rearview mirror on the driver's side of the vehicle.



Day/Night Inside Mirror: Inside rearview mirrors on all Fords for 1967 may be set to filter blinding reflections from the lights of following cars. Mirrors are of shatter-resistant, flexible-backed glass with break-away or double-pivot support for added safety.



Wheel Safety Rim: Ford wheel rims are especially designed to help retain the tire on the wheel in the event of sudden deflation.



Energy-Absorbing Steering Wheel: All Ford steering wheels are of impact-absorbing design with deep-padded hubs to make an important contribution to driver safety.

Backup Lights: Backup lights on every Ford work automatically when you shift to reverse, to warn pedestrians and other motorists, while lighting your path.

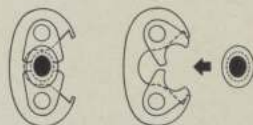


Energy-Absorbing (or Impact-Distributing) Arm Rests: New arm rests on all Ford, Fairlane and most Falcon and Mustang models for 1967 have energy-absorbing properties in a lateral plane and will yield with relatively small impact in the event of a collision. Other models have impact-distributing arm rests.

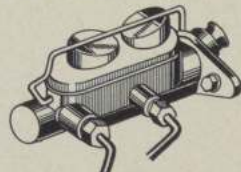
Uniform Shift Quadrant: All Ford automatic transmission control quadrants comply with universal shift pattern PRND21 (or L) that separates forward and reverse speeds in a pattern familiar to drivers of all U.S. cars.



4-Way Emergency Flasher: Front and rear turn signals may be activated to serve as a 4-way flasher to warn other motorists when car is stopped in the event of an emergency.

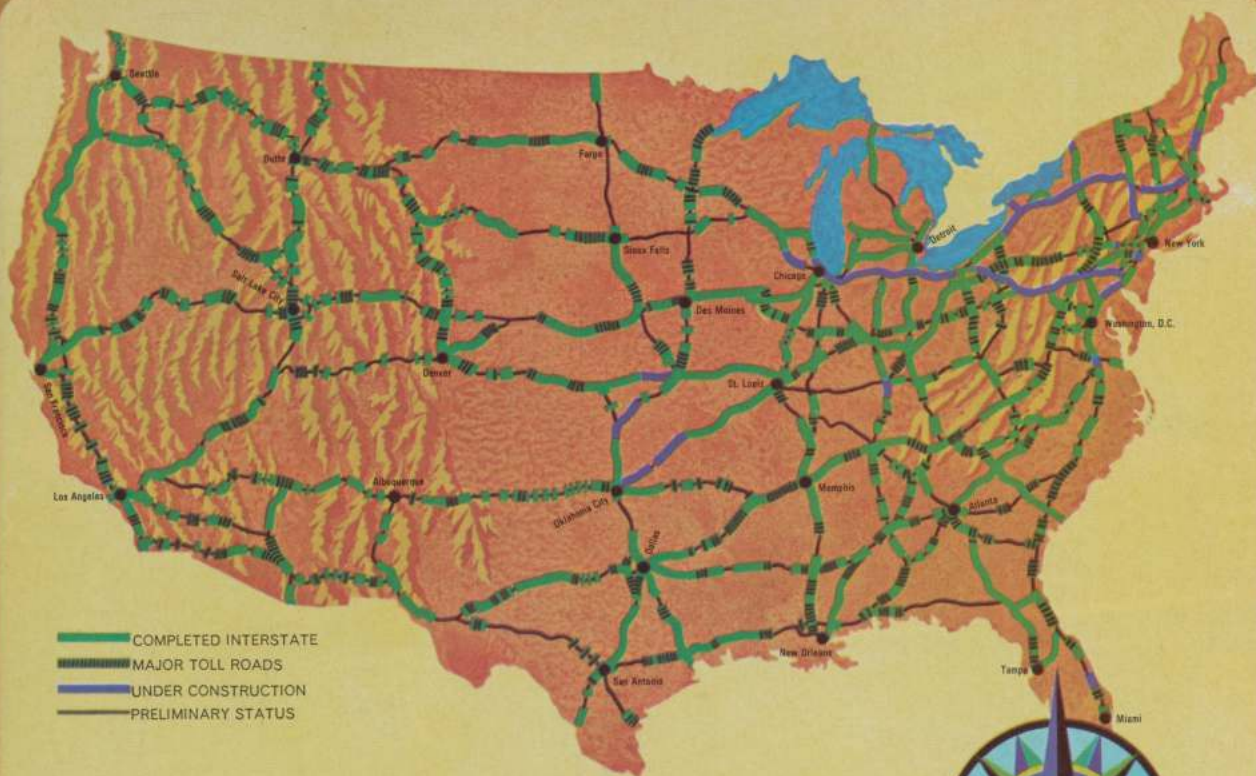


Safety-Yoke Door Latches: This famous Ford-designed double-yoke safety door latch is strong, tight-gripping to help keep doors closed in the event of an impact.



Dual Brake System: A dual master cylinder, with separate systems for front and rear brakes, provides partial braking in the event one system is damaged, while a red light on instrument panel warns the driver of a failure upon application of the brakes. All brake lines are corrosion-resistant for additional protection.

Reduced Glare Wipers: Windshield wiper arms and blades, as well as surfaces of the instrument panel, are finished with low gloss material to reduce reflections and glare.



Let the New Interstates Stretch Your Vacation

How would you like to get to your favorite vacation spot in two days instead of the usual three? That means on a round trip basis you'd have two extra days to spend on the beach or at that trout stream. It's easy and it doesn't mean pre-dawn starts or driving half the night. Nor does this trip shortening mean that you have to break speed limits and drive all day at 90 miles per hour.

What's the trick? Well, it's simple and it's free . . . all you do is route your trip over the Interstates. That's the one-word name for the series of new freeways known as The National System of Interstate and Defense Highways.

Well over half finished, with 22,000 miles now open, this 41,000-mile system of superhighways will soon join every major city in the United States and reach to every vacation area.

Right now the Interstates will get you from Chicago to the Rocky Mountains a day earlier than you could have made it only a few years ago. When Interstates 75, 70 and 55 are completed it will take you a day less time to drive from Detroit to New Orleans. Legal speed limits permit speeds of up to 80 mph.

Using the Interstates cuts your travel time by about 30 percent

as compared with driving on "open" highways. Not only will driving the Interstates save you time, it will save you money. Your car will use less gas because you can cruise economically at set speeds. You'll spend less for meals and lodgings en route too. What's more, the Interstates are truly freeways with never a toll stop.

There's a big safety plus on the Interstates too. Statistics have proved that they are nearly three times safer than ordinary highways. You enter via the access roads which are designed to let you get up to cruising speeds before you blend into the mainstream of traffic.

Interstates have a wide, often park-like, median strip that guards you against head-on collision. All shoulders are smooth and wide, offering a haven for emergency stops.

All crossroads are above or below the through traffic lanes, and there is no entering or leaving except at the interchange ramps. Grades are easy and curves are gentle, making the Interstates ideal for vacationists who haul trailers.

So, check the map above before you plan your next vacation. You'll be amazed at how much you can reduce your travel time and how much you can increase your total fun time.





FAIRLANE and FAIRLANE 500

CLUB COUPES
AND 4-DOOR SEDANS

Fairlane Club Coupe in Candyapple Red. Prices start as low as \$2296.52.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2381.31.* 4-Door Sedan prices start as low as \$2339.12.*

Fairlane 500 4-Door Sedan in Frost Turquoise. Prices start as low as \$2416.73.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, 200-hp V-8, Remote-Control Outside Mirror. Price of model equipped as shown: \$2587.73.* 500 Club Coupe prices start as low as \$2376.63.*



The 1967 Fairlanes—all thirteen models—have the roominess and performance of big cars, yet are trim enough to have plenty of sports car feel and appeal.

They're practical, they're fun, and they're not high priced. No wonder so many people have become Fairlaners.

Fairlane's regular 120-hp Six engine is a great gas stretcher and a peppy goer. Three V-8 options are also offered: 200, 270 and 320 hp. A new option, SelectShift Cruise-O-Matic, operates as a manual and an automatic transmission—you shift it, or it shifts for you, as you prefer. Other options include a Stereo-Sonic Tape System, Power Front Disc Brakes, and greater-traction Wide-Oval Tires . . . plus a lot more which you'll see on pages 30 and 60.

All of the standard Ford Motor Company Lifeguard-Design Safety Features are a part of every Fairlane. That includes the new dual brake system with separate lines and a dual master cylinder for the front and rear brakes . . . and a long list of other features (details on page 18).

A giant 20-gallon gas tank, a trunk which holds 15.2 cubic feet, a Super Diamond Lustre Enamel finish which stays brilliant, reversible keys which work either side up, convenient suspended foot pedals, a step-on parking brake . . . the Fairlane advantages go on and on. You get Ford Motor Company's "3-Point Warranty Plan" protection—24 months or 24,000 miles *plus* five years or 50,000 miles on the power train, suspension and steering components (page 47). And Fairlane is a Total Performance car all the way. That means, in addition to a sweet ride and firm, precise handling, you get Ford's famous Twice-a-Year Maintenance features for long-lasting durability and savings. In fact, about the only thing you *don't* get in Fairlane is a high price.

Standard Equipment Highlights

200-cu. in., 120-hp Fairlane Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Super Diamond Lustre Enamel ■ Cigarette Lighter ■ Automatic Dome Light ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Locking Glove Box ■ Foam-Cushioned Front Seats ■ Choice of Three Upholsteries and 15 Exterior Color Choices—See Upholstery and Color pages at back of book ■ Color-Keyed Vinyl-Coated Rubber Floor Covering ■ Color-Keyed Vinyl Roof Lining ■ Fresh Air Heater-Defroster

Fairlane 500's offer, in addition: Special Fairlane 500 Moldings and Body Trim ■ Color-Keyed Carpet, Front and Rear ■ Choice of Four Nylon-and-Vinyl Upholsteries

Basic Specifications

Length—197.0" ■ Width—74.7" (4-Dr.), 74.0" (2-Dr.) ■ Height—55.2" ■ Wheelbase—116" ■ Curb Weight (approx.)—Club Coupe 2890 lb.; 4-Door Sedan 2925 lb.; 500 Club Coupe 2895 lb.; 500 4-Door Sedan 2945 lb. ■ Trunk Luggage Volume—15.2 cu. ft.

Optional Fairlane Engines and Transmissions

Three optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 320 hp. Overdrive available with 200-hp V-8. **SelectShift Cruise-O-Matic** (automatic and manual combined) available with all engines. **4-Speed Manual Transmission** available with all V-8's.

*For price explanation, additional options, see pages 60-61.

Fairlane 500 Interiors are offered in blue, parchment, aqua, and ivy gold nylon-and-vinyl with matching carpeting. Optional all-vinyl interiors \$24.47*

Fairlane Interiors are rich, durable nylon-and-vinyl in choices of red, blue or parchment—see Upholstery pages at back of book. Seat belts are standard, front and rear.





FAIRLANE 500

HARDTOP AND CONVERTIBLE



Fairlane offers no less than three hardtops and three convertibles for '67. They're available in three series—the 500's, the 500/XL's and the GT's. The 500's, shown on these pages, represent Fairlane's two most economical ways of enjoying the extra fun and flair of a hardtop or convertible.

The 500 Hardtop has a jaunty, sophisticated air about it. It's an active kind of a car. Inside it offers upholstery choices of four standard nylon-and-vinyl trims or six all-vinyl options. And to make it even more rich and sporty looking outside, there's an optional vinyl-covered roof available which adds a special touch all its own.

The 500 Convertible has a five-ply vinyl top which is offered in black, white or blue. It's attached at each roof bow to prevent ballooning. It has a new design which permits it to be stowed virtually flush with the rear deck. The top boot is a stretch type which hugs the folded top smoothly; it's secured by concealed fasteners. The rear window is solid, tempered safety glass which resists discoloring and scratching, and it can be zipped out for extra ventilation.

All the Fairlane features described on page 21 are a part of these 500 Hardtops and Convertibles, too. These features, combined with the standard equipment listed below, add up to a tremendous lot of value... especially when you consider how economically these 500's are priced.

Standard Equipment Highlights

200-cu. in., 120-hp Fairlane Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Impact-Absorbing Arm Rests, Front and Rear ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Special Fairlane 500 Moldings and Body Trim ■ Super Diamond Lustre Enamel ■ Cigarette Lighter ■ Automatic Dome Light ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Locking Glove Box ■ Foam-Cushioned Front Seats ■ Choice of 4 Upholsteries and 15 Exterior Colors—See Upholstery and Color pages at back of book ■ Color-Keyed Carpet, Front and Rear ■ Color-Keyed Vinyl Roof Lining ■ Fresh Air Heater-Defroster ■ **In addition, Convertible offers:** Choice of 6 All-Vinyl Upholsteries ■ Five-Ply Vinyl Top in White, Blue or Black ■ Color-Keyed Stretchable Vinyl Top Boot with Concealed Fasteners ■ Solid, Tempered Safety Glass Zip-Open Rear Window

Basic Specifications

Length—197.0" ■ Width—74.0" ■ Height—54.2" ■ Wheelbase—116" ■ Curb Weight (approx.)—Hardtop 2985 lb.; Convertible 3300 lb. ■ Trunk Luggage Volume—15.2 cu. ft. (Hardtop), 12.2 cu. ft. (Convertible).

Optional Fairlane 500 Engines and Transmissions

Three optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 320 hp. Overdrive available with 200-hp V-8. SelectShift Cruise-O-Matic (automatic and manual combined) available with all engines. 4-Speed Manual Transmission available with all V-8's.

*For price explanation, additional options, see pages 60-61.

Fairlane 500 Hardtop in Burnt Amber. Prices start as low as \$2439.14.* Optional equipment on model shown includes: White Sidewall Tires, Wire-Style Wheel Covers (consult your Ford Dealer for availability and price). Price of model equipped as shown: \$2473.59.*

Fairlane 500 Convertible in Nightmist Blue. Prices start as low as \$2663.94.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, 200-hp V-8, SelectShift Cruise-O-Matic, Remote-Control Outside Mirror. Price of model equipped as shown: \$3032.90.*

Convertible Interiors offer a choice of six handsome, hard-wearing, all-vinyl upholsterys. Floor is carpeted. See Upholstery pages at back of book.

Big Fairlane Trunk measures 15.2 cu. ft. (12.2 in Convertibles), is deep enough to take luggage standing up. It's easier loading, too, with sill at bumper level.





FAIRLANE 500/XL

HARDTOP AND CONVERTIBLE



Here's where the '67 Fairlane lineup takes on extra excitement, extra glamour and extra action. These Fairlane 500/XL's are for very special people . . .

people who like their cars out of the ordinary.

500/XL's start out like 500's . . . and then come all the specialties. Front bucket seats with a full-length console in between. Seven sumptuous all-vinyl upholstery selections. Full wheel covers. Special chrome moldings, plaques and trim, inside and out. Unique paddle-type inside door handles which are especially convenient to use. Red safety lights and white courtesy lights on the door panels which go on automatically when the doors are opened. They're all part of XL allure.

Standard engine is the thrifty, sporty 120-hp Six. And for even more sport, there are three optional V-8's—200, 270 and 320 hp (with all but the 320-hp V-8 using regular gas). Transmission choices include Overdrive, a console-mounted 4-speed stick, and the T-Bar SelectShift Cruise-O-Matic which acts both as an automatic and a manual transmission. And there's much more to appeal to active-type people: Power Front Disc Brakes, for instance, are a new performance option for 1967. Other options, ranging all the way from a Deluxe Steering Wheel to SelectAire Conditioner, appear on pages 30 and 60.

Standard Equipment Highlights

200-cu. in., 120-hp Fairlane Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights, and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Special Fairlane 500/XL Moldings, Body Trim and Name Plaques ■ Front Bucket Seats, Completely Foam-Cushioned with Full-Length Center Console ■ Wheel Covers ■ Super Diamond Lustre Enamel ■ Electric Clock ■ Cigarette Lighter ■ Automatic Dome Light ■ Red Safety Light and White Courtesy Light in Door Panels ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Locking Glove Box ■ Choice of 7 Upholsteries and 15 Exterior Color Choices—See Upholstery and Color pages in back of book ■ Color-Keyed Carpet, Front and Rear ■ Color-Keyed Vinyl Headlining ■ Fresh Air Heater-Defroster ■ In addition, **Convertible offers:** Five-Ply Vinyl Top in White, Blue or Black ■ Color-Keyed Stretchable Vinyl Top Boot with Concealed Fasteners ■ Solid, Tempered Safety Glass Zip-Open Rear Window

Basic Specifications

Length—197.0" ■ Width—74.0" ■ Height—Hardtop 54.2"; Convertible 54.6" ■ Wheelbase—116" ■ Curb Weight (approx.)—Hardtop 3010 lb.; Convertible 3330 lb. ■ Trunk Luggage Volume—15.2 cu. ft. (Hardtop); 12.2 cu. ft. (Convertible)

Optional Fairlane 500/XL Engines and Transmissions

Three optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 320 hp. Overdrive available with 200-hp V-8. SelectShift Cruise-O-Matic (automatic and manual combined) available with all engines. 4-Speed Manual Transmission available with all V-8's.

*For price explanation, additional options, see pages 60-61.

Fairlane 500/XL Hardtop in Wimbledon White. Prices start as low as \$2618.52.* Optional equipment on model shown includes: White Sidewall Tires, 270-hp V-8, Vinyl-Covered Roof. Price of model equipped as shown: \$2911.21.*

Fairlane 500/XL Convertible in Candyapple Red. Prices start as low as \$2843.32.* Optional equipment on model shown includes: Wide-Oval Sports Tires, 200-hp V-8, Remote-Control Outside Mirror. Price of model equipped as shown: \$3041.65.*

Fairlane 500/XL Interiors are plushly upholstered in rich, lasting vinyl in seven color choices (see Upholstery pages in back of book). Bucket front seats are standard, provide individual adjustment for driver and passenger.

Wide-Oval Sports Tires are a new high-performance nylon design which puts more tread on the road for increased traction, sportier appearance. \$83.12*





FAIRLANE GT and GTA

HARDTOP
AND CONVERTIBLE

Fairlane GT Hardtop in Nightmist Blue. Prices start as low as \$2838.88.* Optional equipment on model shown includes: 320-hp V-8, Heavy-Duty 3-Speed Manual Transmission, Deluxe Steering Wheel. Price of model equipped as shown: \$3107.68.*

Fairlane GTA Convertible in Springtime Yellow. Prices start as low as \$3063.67.* Optional equipment on model shown includes Power Top. Price of model equipped as shown: \$3116.62.*



These are the sportiest of the Fairlanes. The most luxurious. The friskiest. And —best of all—underneath all their glamour and go, they're still pure Fairlane in solid dependability, thrifty economy, low, low maintenance.

Power Front Disc Brakes are standard on GT's and GTA's. Other specialties include the hood power domes which incorporate front turn signals, deep-foam cushioned front bucket seats, GT side accent stripes, Wide-Oval Sports Tires, deluxe wheel covers, GT plaques and identification, and red safety lights and white courtesy lights in the door panels. All this is standard.

Standard engine in these models is the husky 200-hp Challenger V-8. Two other V-8's are offered as options, including a special 4-barrel 320-hp job. This 320-hp V-8 comes with bright chromed accessories—air cleaner, rocker covers, oil filler cap, even the dip stick—a la sports car. Wide-Oval Sports Tires and heavier duty front and rear suspension are also a part of the optional 320-hp GT V-8 package. It makes for a lot of excitement and fun.

Choose the optional SelectShift Cruise-O-Matic and you convert a GT into a GTA. And what an ideal transmission this is. Really two in one, because it operates both as an automatic and a manual. It's a great assist, too, for hill climbing, braking and trailering.

Standard Equipment Highlights

In addition to Fairlane 500 equipment listed on page 23, Fairlane GT's have: 289-cu. in., 200-hp Challenger V-8 ■ Front Power Disc Brakes ■ Wide-Oval Sports Tires ■ Simulated Hood Power Domes with Integral Turn Signal Indicators ■ Special GT Plaques ■ GT Side Stripes ■ Deluxe Wheel Covers ■ Front Bucket Seats, Completely Foam Cushioned ■ Red Safety Lights and White Courtesy Lights in Door Panels ■ Remote-Control Outside Rearview Mirror ■ Deluxe Seat Belts

Basic Specifications

Length—197.0" ■ Width—74.0" ■ Height—Hardtop 54.2"; Convertible 54.6" ■ Wheelbase—116" ■ Curb Weight (approx.)—Hardtop 3465 lb.; Convertible 3770 lb. ■ Trunk Luggage Volume—15.2 cu. ft. (Hardtop), 12.2 cu. ft. (Convertible)

Optional Fairlane GT Engines and Transmissions

Two optional engines: 390-cu. in. V-8's of 270 hp and 320 hp. 4-Speed Manual Transmission available with all engines. SelectShift Cruise-O-Matic (automatic and manual combined) with any engine, converts a GT into a GTA.

*For price explanation, additional options, see pages 60-61.

GT Interiors have all-vinyl upholstery in seven color choices (see Upholstery pages at back of book). Floors are richly carpeted. Bucket seats are standard.

GTA SelectShift Cruise-O-Matic is fully automatic in "D" position. Or you can start in "1" and shift manually through the three forward gears.





FAIRLANE

WAGONS

Fairlane Wagon in Nightmist Blue. Prices start as low as \$2642.74.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, 200-hp V-8, Remote-Control Outside Mirror. Price of model equipped as shown: \$2813.81.*

Fairlane 500 Wagon in Wimbledon White. Prices start as low as \$2718.04.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, 200-hp V-8, Luggage Rack. Price of model equipped as shown: \$2923.97.*

Fairlane Squire in Burnt Amber. Prices start as low as \$2901.76.* Optional equipment on model shown includes: White Sidewall Tires, Luggage Rack, 200-hp V-8, Remote-Control Outside Mirror. Price of model equipped as shown: \$3174.21.*



Fairlane Wagons come in three varieties for 1967. The difference between them is in the extras they offer (see list below). They'll all tote 85.2 cu. ft. of cargo back aft, with the second seat folded down . . . and still have ample room for three passengers up front. They all have a big, hidden compartment below the rear deck which holds 8.2 cu. ft. All seat six comfortably in the two front seats and offer an optional third seat for two more passengers. And all have Ford's Magic Doorgate as standard equipment. It swings open like a door for people and down like a tailgate for cargo.

Standard equipment on these wagons includes all the items found on the '67 Fairlane sedans. You get all the standard Ford Motor Company Lifeguard-Design Safety Features. You get Ford Motor Company's "3-Point Warranty Plan." And you get Ford's famous Twice-a-Year Maintenance features. Six months or 6,000 miles between oil changes and minor lube jobs. 36,000 miles between major chassis lubrications. Aluminized muffler. Galvanized main underbody members. These wagons go all the way in reducing maintenance to the minimum, boosting savings to the maximum.

Fairlane's thrifty, spunky 120-hp Six is standard . . . so is a fully synchronized 3-speed manual transmission. Three V-8 options are available—200, 270 and 320 hp. SelectShift Cruise-O-Matic (it's both an automatic and a manual transmission) is another fine Fairlane Wagon option. Others—and there are many—are shown on pages 30 and 60.

Standard Equipment Highlights

200-cu. in., 120-hp Fairlane Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Magic Doorgate ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights, and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Super Diamond Lustre Enamel ■ Cigarette Lighter ■ Automatic Dome Light ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Locking Glove Box ■ Foam-Cushioned Front Seats ■ Choice of Three All-Vinyl Upholsteries and 15 Exterior Color Choices—See Upholstery and Color pages at back of book ■ Folding Second Seat ■ Roll-Down Doorgate Window ■ Vinyl-Painted Textured Metal Cargo Floor ■ Color-Keyed Vinyl-Coated Rubber Floor Mat ■ Fresh Air Heater-Defroster ■ **Fairlane 500 Wagon offers, in addition:** Special Fairlane 500 Moldings and Body Trim ■ Color-Keyed Carpeting in Passenger Areas ■ Choice of Four All-Vinyl Upholsteries ■ Lockable Stowage Compartment ■ **Fairlane Squire offers, in addition:** Simulated Oak and Walnut Panels on Body Sides and Magic Doorgate ■ Fairlane Squire Nameplates ■ Power Doorgate Window ■ Wheel Covers

Basic Specifications

Length—199.8" ■ Height—56.2" ■ Width—74.0" ■ Wheelbase—113" ■ Curb Weight (approx.)—Fairlane Wagon 3340 lb.; 500 Wagon 3350 lb.; Squire 3355 lb. ■ Cargo Volume 93.4 cu. ft. (including 8.2 cu. ft. below the floor)

Optional Fairlane Wagon Engines and Transmissions

Three optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 320 hp. Overdrive available with 200-hp V-8. SelectShift Cruise-O-Matic (automatic and manual combined) available with all engines.

*For price explanation, additional options, see pages 60-61.

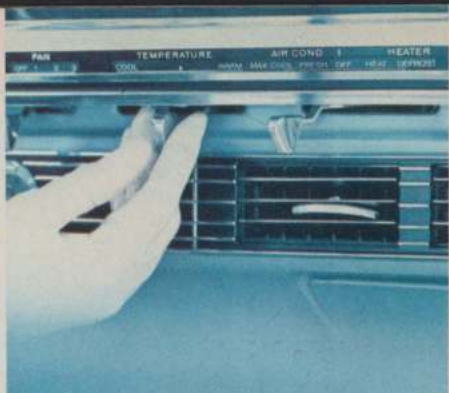
Fairlane's Magic Doorgate swings to the side for passengers or easy loading, and folds down flat like a tailgate for carrying cargo or long loads.

Fairlane Squire and 500 Interiors have all-vinyl upholstery in four color choices. Floors up front are carpeted. Loadspace floor is vinyl-coated textured metal.

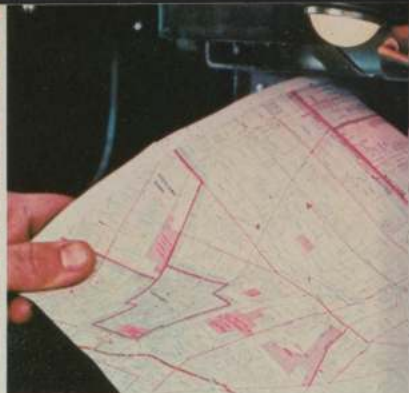




Styled Steel Wheels Sculptured bright metal with chrome lug nuts. On GT models \$74.36*. On XL's and Squires \$93.84*. On all other models \$115.11*
Deluxe Wheel Covers also available; see page 60 for prices.



SelectAire Conditioner What a difference this makes in summer driving! Provides exceptionally fast cooling, in addition to heating, defrosting, ventilating and dehumidifying, all in one space-saving unit. \$356.09*



Courtesy Light Group Provides extra lights for instrument panel, ash tray, glove box, and luggage compartment (cargo area of wagons), in addition to a map light and courtesy switches on rear doors. \$14.49*

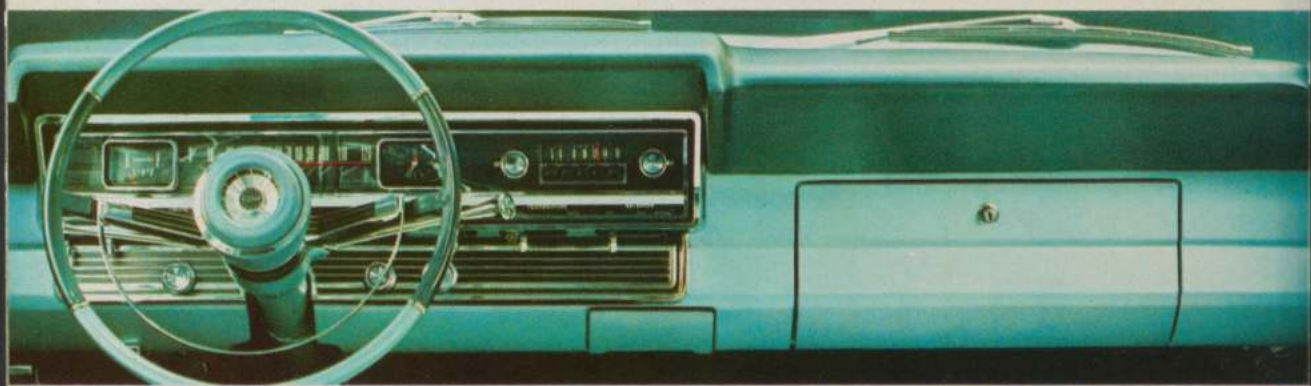
FAIRLANE Options

Fairlane options offer double dividends . . . by adding to the pleasure of driving *plus* adding to Fairlane's value at resale time. Some of the more popular options are shown on this page, together with some brand-new offerings. Take your pick . . . and whichever ones you choose, you can be sure they're good investments.

Power Steering One of Fairlane's most-favored options, particularly by women drivers. Makes child's play of parking. Cuts steering effort as much as 85% and still retains an excellent "feel" of the road. \$84.47*

Push-Button AM Radio Has a printed circuit and is fully transistorized for dependability, quick warm-up and long life. Five push buttons may be set any time to whatever stations you wish. Antenna included. \$57.46*

Power Front Disc Brakes A brand-new option for 1967. Offers the ease of power brakes combined with the high performance of front disc brakes. Standard on GT and GTA models. (Regular Power Brakes also available \$42.29*) \$97.21*



Stereo-Sonic Tape System Provides over 70 minutes of uninterrupted, static-free music from your favorite tape cartridges. Has four speakers (two on convertibles and wagons) for full stereo effect. \$128.49*



4-Speed Manual Transmission is fully synchronized in all four forward gears. Floor-mounted stick is positioned for fast shifting. Can be teamed with any of the V-8's on all models, except station wagons. \$184.02*



Third Wagon Seat Stows neatly beneath rear cargo deck when not in use. Is quick and easy to fold into place. Seat and seat back are completely foam cushioned. Increases wagon capacity to eight adults. \$29.27*

*For more complete list of optional equipment and price explanation, see pages 60 and 61.

Don't Make Life Easy for Car Thieves

When an unsuspecting Mineola, N. Y., draftsman went to pick up his car one afternoon last summer, it was gone from the company parking lot. To local police, the theft was not particularly surprising; more than 3,000 autos were reported stolen in that county last year.

Three days later, in an automobile body shop, police found what *seemed* to be the missing auto; it, too, had a dent in the right, rear fender. But the car had been stripped—shorn of tires, radio, transmission, trunk lid and one windshield wiper. In addition, the manufacturer's number plate on the door frame had been removed, the other identification numbers on the chassis and motor ground off.

The car was indeed the draftsman's. But it probably would never have been firmly identified were it not for the man's foresight. A few months earlier he had dropped a business card into the slot where one of the windows rolled down. The card still rested inside the door when police took the panel off.

This car was just one of the nearly half a million autos stolen in the U.S. during 1966, more than 1,000 a day. According to the National Auto Theft Bureau, car stealing is the fastest growing crime in the country, up 65% from 1960. Last year, loss from stolen cars cost U.S. motorists \$500 million.

Most cars are taken by what police call "joyriders," kids looking for kicks. Most cars, too, eventually are recovered. But at least half are damaged, wrecked, or stripped of salable parts. A third are good only for junk.

Things are being done to thwart theft. Law enforcement agencies, for instance, are using computers to check on suspicious license plates. And police departments are setting up special "auto theft squads" that do nothing but handle stolen cars. Manufacturers are fighting the problem, too. For example, you'll notice that the new Ford key is double-edged—



to fit into the double-tumbler ignition lock, one designed to foil lock pickers.

The switch itself has been redesigned so would-be thieves can't easily remove or jump it. The door-frame identification plate has also been redesigned; now police can easily tell if someone has tampered with it. In addition, equipment like radios and air conditioning is being made so it isn't so easily interchanged with that of other models, and special high-performance parts like intake mani-

folds and cylinder heads now have serial numbers.

These things only help, however. The biggest single factor in preventing the theft of your car is you, the owner. There is nothing you can do, short of locking it in your home garage, that will guarantee that your car won't be stolen. However, there are some reasonable precautions that you can take that will keep the odds against having your car stolen very much in your favor.

Here are 9 steps recommended by authorities to safeguard your car, and to get it back if your safeguarding doesn't work:

★ Packages on the seat invite trouble. Someone may break in to see what's wrapped up, and take the car once he's inside.

★ Always take your registration with you. Don't make it easy for a thief to sell your car.

★ Hide your name someplace. Write it on adhesive tape and stick it under the dashboard; scratch your initials on the engine block, bucket seats, transmission; drop an old envelope addressed to you behind a seat, or inside a door.

★ Record the car's ID numbers, including those of special equipment.

★ Try not to park away from home for more than a day at a time. Large

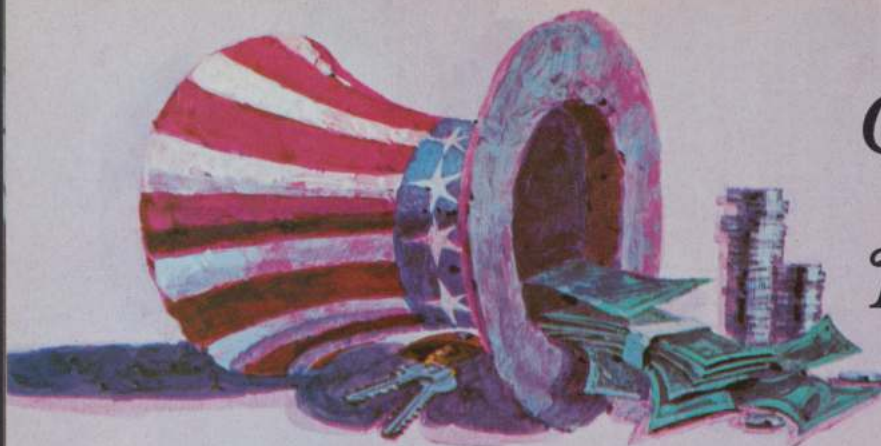
parking lots, filled with cars, at terminals are especially risky.

★ Thieves try to avoid complications. A dog in a car adds a problem for them, is good insurance. One man keeps an old cap with a toy badge on the back ledge; would-be thieves think it's a policeman's cap, he says.

★ Parking lot claim checks are proof your car was there. Insist on them.

★ Park with windows closed; even a crack allows bent wires to be slipped through, over door handles. For circulation, open the air vents.

★ Above all remove the key and lock the car. Nearly half of all cars stolen have keys left in the ignition; four out of five are unlocked.



Car Owners Guide to Income Tax Savings

Your Ford can cost you less than you think. The Federal income tax law allows you to take certain legitimate deductions whether you use your car for pleasure, for business, or for a combination of the two. Here are the answers to questions that motorists ask most often about such deductions. Keeping them in mind when you fill out your income tax return in the spring can mean substantial tax savings for you.

1. What costs are deductible if I use my car for pleasure?

A. State gas tax, state and local sales and use taxes if any, and the interest you pay on the money you borrow to finance your car. You may not deduct the cost of compulsory insurance or any service charges involved in the financing. License fees

are no longer deductible on a car used exclusively for pleasure.

2. What costs are deductible if I use my car for business?

A. Almost every operating cost—license plates, gas and oil, lubrication and greasing, antifreeze, tires, garage, washing, waxing and polishing, parking, repairs, towing, maintenance, insurance, depreciation, state and local taxes, interest on car financing, membership in auto clubs, etc. In some cases you may use a flat rate in lieu of actual expenses and depreciation and add tolls and parking charges. The flat rate is 10¢ a mile for the first 15,000 miles of business use and 7¢ a mile for each succeeding mile of business use.

3. Can I claim as a deductible expense the cost of driving to and from work?

A. No, commuting costs are never deductible. This also holds for car pools. Once you are on the job, though, any mileage driven in connection with legitimate business or income-producing activities is deductible.

4. How can I tell which driving expenses were for pleasure and which were for business?

A. Estimate the mileage you drove for each purpose. As an example, if you drove 10,000 miles during the year, and 8,000 were for pleasure and 2,000 were for business, the percentages would be 80 and 20. You would then deduct one-fifth of all operating expenses (see answer to Question 2) and four-fifths of those costs you are entitled to deduct for pleasure driving (see answer to Question 1). You may

TAX DEDUCTION COMPUTER

Dot down your deductions in the spaces below and add them up. You may save money on April 15.

Family Car—No Business Use*

Interest on car financing.....\$
Casualty losses from accidents, theft, etc., not recovered by insurance.....
Taxes from table at right:
Gasoline (gal. x tax/gal.).....
Annual tax (if deductible).....

TOTAL \$

Car Used For Business**

Operating costs (see answer to Question 2).....\$
Insurance.....
Depreciation.....

TOTAL \$

GRAND TOTAL \$

*Deduction for nonbusiness use may be claimed only if you itemize your deductions.

**For a table based on mileage driven during the year, see Form 1040 instructions for 1966 returns. If a car is used for both business and pleasure, deductions for business use should be only that proportion of total mileage driven on business.

State Charges, Taxes and Fees which may be incurred in connection with the Ownership and Operation of a Motor Vehicle as of December, 1966

	State Gas Tax Per Gal. ¹	Registration Fee	Driver's License Fee/Yrs. ²	Sales or Use Tax ⁴	Annual Tax ⁵		State Gas Tax Per Gal. ¹	Registration Fee ²	Driver's License Fee/Yrs. ³	Sales or Use Tax ⁴	Annual Tax ⁵
Alabama	7 ¢	\$ 3.00	\$4.25/2	1½ %n		Missouri	5 ¢	\$20.00(E)	\$1.00/3	3 %n	
Alaska	8 ¢	\$30.00	\$5.00/3			Montana	6 ¢	\$10.00(E)	\$4.00/2	¾-1½ %T	
Arizona	7 ¢	\$ 6.25	\$2.50/3	3 %n	\$ 60.00e	Nebraska	7½ ¢	\$ 8.50	\$3.00/2		
Arkansas	7½ ¢	\$19.00(E)	\$2.00/1	3 %		Nevada	6 ¢	\$ 5.50	\$3.00/5	2 %	\$ 35.00e
California	7 ¢	\$10.00	\$3.00/4	3 %	\$ 42.50e	New Hampshire	7 ¢	\$15.00(E)	\$5.00/2		
Colorado	6 ¢	\$ 8.70(E)	\$2.25/3	3 %n	\$ 52.50e	New Jersey	6 ¢	\$15.00(E)	\$8.00/3 or 3 %n		\$3.00/1
Connecticut	6 ¢	\$10.00	\$6.00/2	3½ %n		New Mexico	6 ¢	\$38.00(E)	\$3.25/2	1½ %n, T	
Delaware	7 ¢	\$20.00	\$4.00/2 or \$10.00 Perm.			New York	6 ¢	\$25.20(E)	\$3.00/3	2 %n	
Dist. of Col.	7 ¢	\$22.50(E)	\$3.00/3	3 %T		North Carolina	7 ¢	\$10.00(E)	\$2.50/4	1½ %	
Florida	7 ¢	\$21.72(E)	\$3.00/2	2 %n		North Dakota	6 ¢	\$36.00(E)	\$3.00/2	2½ %n	
Georgia	6½ ¢	\$10.00(E)	\$2.50/2	3 %n		Ohio	7 ¢	\$10.00	75¢/3	3 %	
Hawaii	8½ ¢-11 ¢	\$17.30(E)	\$3.00	4 %n		Oklahoma	6.58 ¢	\$47.50(E)	\$4.00/2	2 %T	
Idaho	6 ¢	\$17.50(E)	\$6.00/3	3 %		Oregon	6 ¢	\$10.00	\$3.25/2		
Illinois	5 ¢	\$17.50(E)	\$3.00/3	3½ %n		Pennsylvania	7 ¢	\$10.00	\$4.00/2	5 %n	
Indiana	6 ¢	\$12.00(E)	\$1.50/2	2 %n		Rhode Island	7 ¢	\$12.00(E)	\$8.00/2	4 %	
Iowa	7 ¢	\$38.60(E)	\$5.00/2	2 %		South Carolina	7 ¢	\$ 4.50(E)	\$2.00/4	3 %n	
Kansas	5 ¢	\$15.00(E)	\$2.00/2	3 %n		South Dakota	6 ¢	\$25.00(E)	\$3.00/4	3 %T	
Kentucky	7 ¢	\$ 5.00	\$2.00/2	3 %T		Tennessee	7 ¢	\$18.00(E)	\$4.00/2	3 %n	
Louisiana	7 ¢	\$ 3.00	\$2.50/2	2 %n		Texas	5 ¢	\$13.50(E)	\$3.00/2	2 %n	
Maine	7 ¢	\$15.00	\$5.00/2	4 %n	\$ 57.50e	Utah	6 ¢	\$ 5.00	\$3.00/3	3 %n	
Maryland	7 ¢	\$15.00(E)	\$2.00/2	3 %T		Vermont	6½ ¢	\$32.00	\$3.00/1	3 %n	
Massachusetts	6½ ¢	\$ 6.00	\$5.00/2	3 %n	\$148.50e	Virginia	7 ¢	\$15.00	\$6.00/3	2 %	
Michigan	6 ¢	\$12.90(E)	\$4.00/3	4 %		Washington	7½ ¢	\$ 8.50	\$4.00/2	4.2 %	\$ 50.00e
Minnesota	6 ¢	\$28.00(E)	\$3.00/4			West Virginia	7 ¢	\$24.00(E)	\$5.00/4	3 %T, n	
Mississippi	7 ¢	\$15.00(E)	\$2.50/1	2 %n		Wisconsin	7 ¢	\$18.00	\$2.00/2	3 %n	
						Wyoming	5 ¢	\$ 7.50	\$2.50/3	2½ %	\$ 45.00e

1 Deductible when stated separately by retailer. Do not include U.S. tax of 4¢ per gallon. 2 Flat fee; otherwise (E) estimated for new motor vehicle having a taxable weight of 3,362 lb., value of \$2,500, manufacturer's rated horsepower of 185, and taxable horsepower of 45. 3 Renewal fee and period, except where permanent (Perm.). 4 State sales tax, or use tax (usually identical) when car is purchased out of state. 5 Yearly excise tax on car's market value, estimated (e) for new \$2,500 car. Add local personal property tax where applicable. (n) Based on net price after credit for trade-in; otherwise on full price. (T) Titling or other excise tax paid when car is first registered in state. Add local sales taxes.

be required to substantiate these costs, and credit cards are very useful for this purpose.

5. What if my company reimburses me for the cost of my car when I use it for business?

A. Reimbursed expenses are never deductible. If you are reimbursed for some but not all such expenses, you can deduct those for which you were not reimbursed, provided you list in your income tax return all reimbursements from your company and all business expenses you paid or incurred.

6. If my car is damaged and I pay to repair it, can I deduct these costs?

A. Yes, if the damage was not the result of an act of willful negligence. This is true whether you were using your car for business or pleasure, except that you can deduct only for expenses over \$100 if the car was being used for pleasure. You cannot deduct for any damages for which you have been reimbursed. When you are partially reimbursed, deduct only the amount that you paid. The deduction starts at \$100 if you were using your car for pleasure.

7. If I damage someone else's car in a collision, can I claim deduction?

A. If you were driving your car in the course of business and the damage was not the result of an act of willful negligence, you can deduct your expenses. However, no deduction is allowed for damage to another car if you were using your car for pleasure.

8. How about damage to my car

caused by such hazards as fire and weather?

A. Fire damage is always deductible. As for weather damage, the law makes a distinction between damage caused by sudden acts of nature (such as a hurricane), which is deductible, and gradual damage (over a period of months), which is not deductible.

9. How should I figure the depreciation on my car?

A. Let us say you buy a new Ford for \$2,500. Under the straight-line method you subtract the estimated salvage value (\$500) in this case from the original cost (\$2,500). That leaves \$2,000 on which you can claim depreciation. If you trade your car in every three years, divide the \$2,000 by three, giving you a deduction of \$666.67 each year for depreciation. (You may wish to consider using an accelerated method; see your tax advisor for details.)

10. Am I entitled to a tax deduction if I use my car for charitable purposes?

A. Yes, if you use your car in charitable, non-profit activities of a qualified organization, such as lending it to the Red Cross or Cancer Care. On behalf of the Red Cross, a housewife, for example, may drive a group of older persons to and from a hospital for a weekly physical examination. The out-of-pocket expenses incurred in doing this—gas and oil, for example—may be deducted provided they come within the general charitable limitation, which is 20 to 30 percent

of adjusted gross income. In the alternative, a standard rate of 5¢ per mile may be deducted.

11. What about Federal excise taxes?

A. Federal taxes are not deductible.

12. Can I deduct the amount of traffic or parking fines I paid out during the year to state or local courts?

A. No, fines are not deductible.

13. Can I deduct the interest I pay on the auto loan when I finance my car?

A. Yes, so long as the interest payments are stated separately from other financing costs or they can be definitely determined and proved.

14. How should I keep my records of deductions for income tax purposes?

A. The more complete and accurate your records, the better. One sensible thing to do is to have a record book in the glove compartment, into which you can enter your expenses as soon as you incur them. In that way you won't have to rely on your memory, which often means you will forget. However, the Government does not insist on the manner in which you keep your records, and it may accept a reasonable estimate of costs if you don't keep full records.

15. What deductions are most generally overlooked by motorists?

A. The state gas taxes.

Note: The foregoing is intended for information purposes only. Any questions as to its application should be discussed with your tax advisor.

10 Ways to Beat Bad Weather Driving

Wintertime means bad weather and greater driving hazards for motorists in many parts of the U.S. Here are 10 valuable recommendations from "pros" who have learned how to cope successfully with bad weather on the highway.

1. Be Prepared. If you're in a cold climate don't wait for the first big snow to put on your snow tires or put chains in the trunk. Practice your winter driving techniques before you come upon an icy patch at summertime speeds.

2. Sharpen Your Vision. With fog, rain, snow or ice, maintaining safe vision is a big problem. So, make sure that your defrosters work efficiently; replace worn windshield wiper blades; fill your windshield washer with an adequate amount of antifreeze fluid. Carry a combination plastic ice scraper and snow brush, and use it well.

3. Keep Your Distance. On wet snow or ice-covered roads, it's doubly important to keep plenty of space between you and the car ahead . . . at least one car length for every 10 mph of your speed. Then, if the car ahead should skid or stop suddenly, you've got a better chance to avoid an accident. If another driver keeps close behind you, pull over, slow down, and wave him by. Don't let him turn your next quick stop into an accident.

4. Use Your Lights Right. Use your lower beams in snow, heavy rain or fog. You won't be dazzled by reflection and you'll see more of the road.

5. Get A Good Grip On The Road. Bad weather is the time to replace worn tires with sharp, new treads. Don't reduce tire pressure to gain traction, you'll lose stability instead. Tires with metal stud inserts are worth considering if you're faced with a lot of driving on icy roads.

6. Practice The Art Of Gentle Braking. When there's poor

traction under your wheels, apply your brakes intermittently by "pumping" the pedal. You'll need a bit more room to stop, but you'll be better able to avoid a skid.

7. Start Slow On The Snow. Too-rapid acceleration can get you into trouble just as much as hard braking if road surfaces are slippery. Even if the snow has been sanded, go very slowly until you get the "feel" of how much traction you have. Be especially careful on the first snow of the season; your "snow" reflexes will still be rusty.

8. Don't Get Thrown On A Curve. Ease off the throttle and slow down before you get into a curve—especially if surfaces seem slippery. Partway through the curve, accelerate gradually until you come out. Put the car's power to work fighting centrifugal force.

9. Play It Cool On The Ice. Develop a feather touch at the steering wheel. Ease it or you'll break steering traction on ice. If you should start to skid, concentrate on steering the car first. Turn the wheel as gently as possible in the direction of your slide . . . correct if the car starts sliding in the opposite direction. Don't touch the throttle pedal, and pump the brake after you've corrected the skid.

10. A Little Rain Can Be A Lot Of Trouble. The first wetting of raindrops mixes with oil and rubber dust to form a treacherous "slick" that can make you as skid prone as if it were ice or snow. Beware of "water" spots on the road at dusk in cold weather; they may have turned to ice when the sun went down.





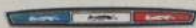
FORD Custom and Custom 500

SEDANS

Ford Custom 2-Door Sedan in Vintage Burgundy. Prices start as low as \$2440.78.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2507.17.* 4-Door Sedan prices start as low as \$2495.51.*

Ford Custom 500 4-Door Sedan in Clearwater Aqua. Prices start as low as \$2594.72.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2661.11.* 2-Door Sedan prices start as low as \$2552.60.*

Ford Custom 500 Sedan Interiors offer nylon-and-vinyl upholstery choices in blue, parchment, aqua and ivy gold. Floor is fully carpeted; roof is lined in color-keyed vinyl.



Here's where the big Fords begin. Customs and Custom 500's are the most economically priced of the 1967 Fords. They share, with all eighteen new big-Ford models, the new size (3 inches longer), the new riding ease (important refinements in the frame and suspension), and the host of new features (see below). Bodies are all new and interiors are restyled. Ford's remarkable quietness—the surest indication of car quality—is even *more* so for 1967.

All of the standard Ford Motor Company Lifeguard-Design Safety Features are found on every '67 big Ford. This includes the new dual brake system with dual master cylinder and separate lines for the front and rear brakes, padding around the windshield, an outside rearview mirror . . . and numerous other features. See page 18. Door lock buttons must be raised before door can be opened from the outside or inside. All this, and much more, is a part of every '67 Ford, as you'll see in the list below. And it's all warranted by Ford Motor Company's "3-Point Warranty Plan"—24 months or 24,000 miles coverage on the car plus five years or 50,000 miles on the power train, steering and suspension components—see page 47.

A big 150-hp Six is standard, and four V-8 options are available. Optional SelectShift Cruise-O-Matic operates as both a manual and an automatic transmission with never a need for a clutch. Other options, ranging from new Fingertip Speed Control to Stereo-Sonic Tape System, to Comfort-Stream Ventilation to Tailored Tires, to Convenience Control Panel are shown on pages 46 and 61.

Standard Equipment Highlights

Custom Sedans: 240-cu. in., 150-hp Big Six Engine ■ Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights, and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ 15-Inch Tires ■ Coil Front and Rear Suspension ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Crank Adjust Vent Windows ■ Curved Glass Side Windows ■ Reversible Ignition, Door and Trunk Keys ■ Bright-Metal Windshield and Rear Window Moldings ■ Super Diamond Lustre Enamel ■ Cigarette Lighter ■ Automatic Dome Light ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Locking Glove Box ■ Foam-Cushioned Front and Rear Seats ■ Choice of Three Upholsteries and 15 Exterior Colors—See Upholstery and Color pages in back of book ■ Color-Keyed Carpeting ■ Color-Keyed Vinyl Headlining ■ Fresh Air Heater-Defroster

Custom 500 Sedans, in addition: Special Custom 500 Exterior Moldings and Trim ■ Choice of Four Upholsteries

Basic Specifications

Length—213.0" ■ Width—79.0" ■ Height—55.7" ■ Wheelbase—119" ■ Curb Weight (approx.)—2-Door 3590 lb.; 4-Door 3645 lb.; Custom 500 2-Door 3590 lb.; Custom 500 4-Door 3650 lb. ■ Trunk Luggage Volume—19.1 cu. ft.

Optional Ford Engines and Transmissions

Four Optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. **Overdrive** available with Six and 200-hp V-8. **SelectShift Cruise-O-Matic** (automatic and manual combined) available with all engines. **4-Speed Manual Transmission** available with 315-hp and 345-hp V-8's.

*For price explanation, additional options, see page 61.

Ford's Trunk is king-sized (19.1 cu. ft.). It'll hold four men's 2-suiters standing up, and then some. Very easy to use, too, because the sill is down at the bumper level.





FORD Galaxie 500

SEDAN
AND HARDBTOP

Ford Galaxie 500 4-Door Sedan in Vintage Burgundy. Prices start as low as \$2731.59.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Remote-Control Outside Mirror. Price of model equipped as shown: \$2797.98.*

Ford Galaxie 500 2-Door Hardtop in Brittany Blue. Prices start as low as \$2754.68.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers. Price of model equipped as shown: \$2827.79.*

Galaxie 500's are where many extras come in as standard equipment . . . which makes them high on value. But not on cost. *That's* remarkably low, especially when compared with other well-equipped full-sized cars. These 500's are excellent buys. Galaxie 500 extras include simulated wood graining on the instrument panel, bright trim on the sides of the seats, and special outside moldings, including bright metal wheel opening moldings, and a wide, full-length lower body molding. Inside door handles are the convenient, lift-tab design. There's a wider choice of five nylon and vinyl upholsterys. Lights for the ash tray, glove box and trunk are standard. All this is in addition to the features described on page 35 for Customs and Custom 500's.

Other features which Galaxie 500's share with all Fords are: Super Diamond Lustre Enamel which keeps its brilliance, 25-gallon gas tank, giant 19.1-cu. ft. trunk, suspended foot pedals, curved side windows which provide more room inside, reversible keys which work either side up, an easy-to-use step-on parking brake, wide-spaced wheels that securely grip the road, and firm, full-cushion springing at each wheel.

Twice-a-Year Maintenance is another major advantage which Galaxie 500's share with other Fords. Six months or 6,000 miles between oil changes and minor lubes. No major chassis lubrications for 36,000 miles or 36 months. And these cars too are backed by Ford Motor Company's "3-Point Warranty Plan," completely detailed for you on page 47.

Standard Equipment Highlights

240-cu. in., 150-hp Big Six Engine ■ Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights, and many more (see page 18) ■ Padding Above Side Windows (Hardtop only) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ 15-Inch Tires ■ Coil Front and Rear Suspension ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Crank Adjust Vent Windows ■ Curved Glass Side Windows ■ Reversible Ignition, Door and Trunk Keys ■ Special Galaxie 500 Interior and Exterior Moldings and Trim ■ Super Diamond Lustre Enamel ■ Automatic Dome Light ■ Illuminated Ash Tray, Glove Box and Trunk ■ Color-Keyed Steering Wheel and Chrome Horn Ring ■ Simulated Wood-Grain Applique on Instrument Panel ■ Locking Glove Box ■ Foam-Cushioned Front and Rear Seats ■ Choice of Five Upholsteries and 15 Exterior Colors—See Upholstery and Color pages in back of book ■ Color-Keyed Carpeting ■ Color-Keyed Vinyl Headlining ■ Fresh Air Heater-Defroster

Basic Specifications

Length—213.0" ■ Width—79.0" ■ Height—Sedan 55.7"; Hardtop 54.7" ■ Wheelbase—119" ■ Curb Weight (approx.)—Sedan and Hardtop 3360 lb. ■ Trunk Luggage Volume—19.1 cu. ft.

Optional Galaxie 500 Engines and Transmissions

Four optional V-8's: 289-cu in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. **Overdrive** available with Six and 200-hp V-8. **SelectShift Cruise-O-Matic** (automatic and manual combined) available with all engines. **4-Speed Manual Transmission** available with 315-hp and 345-hp V-8's.

*For price explanation, additional options, see page 61.

Optional Ford Galaxie 500 Interiors are available in luxurious all-vinyl upholstery. Choice of black, blue or parchment for the sedan; these plus red for the hardtop. \$24.47*

Ford Galaxie 500 Standard Interiors may be selected in any of five nylon-and-vinyl upholsterys. Seat belts front and rear, with front retractors, are standard.





FORD Galaxie 500

HARDTOP
AND CONVERTIBLE

Ford Galaxie 500 4-Door Hardtop in Sauterne Gold. Prices start as low as \$2807.65.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Body Side Molding. Price of model equipped as shown: \$2880.05.*

Ford Galaxie 500 Convertible in Dark Moss Green. Prices start as low as \$3003.23.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, SelectShift Cruise-O-Matic, Remote-Control Outside Mirror. Price of model equipped as shown: \$3257.80.*

Galaxie 500 Convertible Interiors are luxurious and practical. Tough, weather-resistant all-vinyl upholstery comes in choice of black, red, blue, parchment and aqua. Soil sponges away easily with mild soap, water.

Galaxie 500's don't stop with the 2-Door Hardtop and 4-Door Sedan on the preceding two pages. Here are two more models with all the allure and extras of the other Galaxie 500's—and their moderate price tags—plus special distinctions all their own. Many drivers, after they've experienced the appealing blend of hardtop style and four-door convenience, will consider no other model than the 4-Door Hardtop. And convertibles, of course, have their own unique attraction. The Galaxie 500 Convertible especially. Its top is five-ply vinyl (available in white, black or blue) and it's secured at each roof bow to prevent ballooning. The zip-open rear window is solid, tempered safety glass which resists scratching and discoloring. The folded top stows virtually flush with the rear deck, and the top boot stretches so it's easy to snap on (fasteners are concealed) and it smoothly hugs the folded top. Top clamps recess flush into the sides of the top frame when not in use; they're especially easy to engage when needed.

The list of options available for these models is almost endless. Power front disc brakes. SelectShift Cruise-O-Matic which is both an automatic and a manual transmission. A choice of four V-8's—from 200 to 345 horsepower. SelectAire Conditioner. Body side accent stripe. Vinyl-covered roof for the hardtop. These are only a few of the many options you'll find on pages 46 and 61.

Standard Equipment Highlights

240-cu.in., 150-hp Big Six Engine ■ Synchro-Smooth Manual Transmission ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights, and many more (see page 18) ■ Padding above Side Windows (Hardtop only) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ 15-Inch Tires ■ Coil Front and Rear Suspension ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Crank Adjust Vent Windows ■ Curved Glass Side Windows ■ Reversible Ignition, Door and Trunk Keys ■ Special Galaxie 500 Interior and Exterior Moldings and Trim ■ Super Diamond Lustre Enamel ■ Automatic Courtesy Light ■ Illuminated Ash Tray, Glove Box and Trunk ■ Color-Keyed Steering Wheel and Chrome Horn Ring ■ Simulated Wood-Grain Applique on Instrument Panel ■ Locking Glove Box ■ Foam-Cushioned Front and Rear Seats ■ Choice of Five Vinyl-and-Nylon Upholsteries for Hardtop, Five All-Vinyl Upholsteries for Convertible; 15 Exterior Color Choices—See Upholstery and Color pages in back of book ■ Color-Keyed Carpeting ■ Color-Keyed Vinyl Headlining (Hardtop only) ■ Fresh Air Heater-Defroster

In addition, Convertible offers: Five-Ply Vinyl Top in White, Black or Blue ■ Stretchable Top Boot with Concealed Fasteners ■ Solid, Tempered Safety Glass Zip-Open Rear Window

Basic Specifications

Length—213.0" ■ Width—79.0" ■ Height—Hardtop 54.7"; Convertible 54.8" ■ Wheelbase—119" ■ Curb Weight (approx.)—Hardtop 3730 lb.; Convertible 3845 lb. ■ Trunk Luggage Volume—Hardtop 19.1 cu. ft.; Convertible 18.7 cu. ft.

Optional Galaxie 500 Engines and Transmissions

Four optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. Overdrive available with Six and 200-hp V-8. SelectShift Cruise-O-Matic (automatic and manual combined) available with all engines. 4-Speed Manual Transmission available with 315-hp, 345-hp V-8's.

*For price explanation, additional options, see page 61.

SelectShift Cruise-O-Matic is fully automatic with the selector lever in "D." Or you can start with the lever in "1" and shift manually through three forward gears. Prices on page 61.





FORD XL

HARDTOP AND CONVERTIBLE

Ford XL Hardtop in Candyapple Red. Prices start as low as \$3243.24.* Optional equipment on model shown includes: White Sidewall Tires, Vinyl-Covered Roof, 270-hp V-8. Price of model equipped as shown: \$3482.25.*

Ford XL Convertible in Springtime Yellow. Prices start as low as \$3492.84.* Optional equipment on model shown includes: White Sidewall Tires, Remote-Control Outside Mirror. Price of model equipped as shown: \$3537.89.*



These are the "something special" Fords. These are all-out sports models with the emphasis on action. A hot 200-hp V-8 is standard. So is a T-Bar SelectShift Cruise-O-Matic (it's both automatic and manual). So are front bucket seats, with a full-length command console between. And so are a lot of other extras, as you'll see in the list below. And all this, of course, is in addition to all the features found on the regular Galaxie 500's. It adds up to a lot of car.

And if *that's* not enough for you, there's a 7-Litre Sports Package available which transforms these XL's from all-out to way-out. It includes a 345-hp V-8 with a 4-barrel carb and dual exhausts, power front disc brakes, Wide-Oval Sports Tires, deluxe simulated wood-grain steering wheel, specially calibrated suspension system, and a low-restriction exhaust system. Not everyone's cup of tea, of course, but a wonderful option for those seeking maximum performance.

One thing to keep in mind about these XL's . . . with all their dash and verve and moxie, Ford Total Performance and dependability are still a basic part of their make-up. So not only are they fun cars, but they're exceptionally practical and economical to maintain as well.

Standard Equipment Highlights

Ford XL's include the following as standard, plus all the equipment listed for Ford Galaxie 500's on page 39: 289-cu. in., 200-hp Challenger V-8 Engine ■ SelectShift Cruise-O-Matic Drive with Console-Mounted T-Bar Shift Lever ■ Shell-Contoured Front Bucket Seats, Foam Cushioned, Individually Adjustable ■ Full-Length Command Console Between Seats ■ "Bucket Styled" Rear Seat, Foam Cushioned ■ Distinctive Ford XL Trim and Ornamentation ■ Automatic Courtesy and Safety Lights on Door Panels ■ Choice of One Nylon-and-Vinyl and Five All-Vinyl Upholsteries and 15 Exterior Color Choices—See Upholstery and Color pages in back of book ■ Bright-Metal Trim on Foot Pedals ■ Deluxe Full Wheel Covers

Basic Specifications

Length—213.0" ■ Width—79.0" ■ Height—Hardtop 54.7"; Convertible 54.8" ■ Wheelbase—119" ■ Curb Weight (approx.)—Hardtop 3770 lb.; Convertible 3970 lb. ■ Trunk Luggage Volume—Hardtop 19.1 cu. ft.; Convertible 18.7 cu. ft.

Optional Ford XL Engines and Transmissions

Three optional V-8's: 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. 4-Speed Manual Transmission available with 315-hp and 345-hp V-8's.

*For price explanation, additional options, see page 61.

XL Interiors have Thunderbird-style bucket seats, full-length center console which houses the T-Bar SelectShift lever, bucket-styled rear seats, and tasteful bright-metal trim.

Optional 7-Litre Sports Package includes 345-hp V-8, power front disc brakes, Wide-Oval Sports Tires, simulated wood-grain steering wheel, and other special equipment. \$515.86*



LTD by FORD

2-DOOR HARDTOP,
4-DOOR HARDTOP AND
4-DOOR SEDAN

**LTD by Ford, 2-Door
Hardtop** in Wimbledon
White. Prices start as low as
\$3362.47.* Optional
equipment on model shown
includes: White Sidewall
Tires, 345-hp V-8. Price of
model equipped as shown:
\$3693.64.*

**LTD by Ford, 4-Door
Hardtop** in Nightmist Blue.
Prices start as low as
\$3363.49.* Optional
equipment on model shown
includes: White Sidewall
Tires, 345-hp V-8. Price of
model equipped as shown:
\$3694.66.* **LTD by Ford,
4-Door Sedan** in Brittany
Blue. Prices start as low as
\$3298.12.* Optional equipment
on model shown includes:
White Sidewall Tires, 270-hp V-8,
Vinyl-Covered Roof, Remote-
Control Outside Mirror.
Price of model equipped as
shown: \$3555.76.*



These are the most luxurious, most finely crafted Fords ever built. In appointments, in furnishings, in features, they are far and away beyond anything in their price class. LTD's, you'll remember, were the cars that rode quieter than a Rolls-Royce.

LTD interiors are remarkably elegant and comfortable. Upholsteries are rich, finely tailored nylon protected with Scotchgard®. Instrument panels have grained, woodlike inserts. There's a pull-down sofa-type arm rest for the rear seat. An option for the front seat (see below) divides it into two parts and permits each to be adjusted individually. And the brand-new Comfort-Stream Ventilation system, standard on LTD's, provides refreshing new comfort by drawing in outside air, circulating it throughout the interior, and exhausting the used inside air through lower vents in the front doors.

LTD's come equipped with the powerful 200-hp V-8 and the versatile SelectShift Cruise-O-Matic which is both an automatic and a manual transmission. Almost all of the extras offered on every other Ford are standard on the LTD's, as you'll see in the list below. Regular features, shared with other Fords, include all of the standard Ford Motor Company Lifeguard-Design Safety Features (page 18). Options offered for the LTD's include just about every area of luxury and convenience you could imagine (see pages 46 and 61).

Ford's Twice-a-Year Maintenance features are also a part of these LTD's. So, too, is Ford's extraordinary quietness—the surest measure of quality in an automobile. Along with all their plushness and finery, LTD's are sound, practical cars as well. Which makes them exceptionally fine investments.

Standard Equipment Highlights

289-cu. in., 200-hp Challenger V-8 Engine ■ SelectShift Cruise-O-Matic Drive ■ Comfort-Stream Ventilation System ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ 15-Inch Tires ■ Coil Front and Rear Suspension ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Crank Adjust Vent Windows ■ Curved Glass Side Windows ■ Reversible Ignition, Door and Trunk Keys ■ Super Diamond Lustre Enamel ■ Distinctive LTD Trim and Ornamentation ■ Die-Cast Grille ■ LTD Wheel Covers ■ Unique Nylon Upholstery (with Scotchgard®) in Seven Color Choices, plus Two All-Vinyl Color Choices; 15 Exterior Color Choices—See Upholstery and Color pages at back of book ■ Wall-to-Wall Carpeting ■ Simulated Wood-Grain Applique on Instrument Panel ■ Automatic Courtesy and Safety Lights in Door Panels ■ Bright-Metal Accents on Front Seats and Foot Pedals ■ Deep-Foam Cushioning in Front and Rear Seats ■ Rear Seat Pull-Down Arm Rest ■ Automatic Interior Courtesy Lights ■ Illuminated Ash Tray, Glove Box and Trunk ■ Color-Keyed Steering Wheel and Chrome Horn Ring ■ Locking Glove Box ■ Vinyl-Covered Roof (2-Door Hardtop only) ■ Color-Keyed Vinyl Roof Lining ■ Fresh Air Heater-Defroster

Basic Specifications

Length—213" ■ Width—79.0" ■ Height—Hardtops 54.7"; Sedan 55.7" ■ Wheelbase—119" ■ Curb Weight (approx.)—2-Door Hardtop 3810 lb.; 4-Door Hardtop 3850 lb.; 4-Door Sedan 3790 lb. ■ Trunk Luggage Volume—19.1 cu. ft.

Optional LTD Engines and Transmissions

Three optional V-8's: 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. 4-Speed Manual Transmission available with 315-hp and 345-hp V-8's.

*For price explanation, additional options, see page 61.

LTD Interiors are lush. Sofa-padded nylon upholstery is available in seven color choices. Luxuriant carpeting is precisely fitted, wall to wall. Door panels have embossed vinyl coverings.

Optional Twin-Comfort Lounge Seats

can be used as full-width single seat for three people, or as twin, individually adjustable seats for driver and passenger. \$116.59*





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RANCH WAGON, COUNTRY SEDANS AND COUNTRY SQUIRES

Ford Ranch Wagon in Burnt Amber. Prices start as low as \$2835.91.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Body Side Molding, Remote-Control Outside Mirror. Price of model equipped as shown: \$2949.90.* **Ford Country Sedan** in Candyapple Red. Prices start as low as \$2935.06.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers. Price of model equipped as shown: \$3023.88.*

Ford Country Squire in Wimbledon White. Prices start as low as \$3233.70.* Optional equipment on model shown includes: White Sidewall Tires, Luggage Rack, 270-hp V-8, Remote-Control Outside Mirror. Price of model equipped as shown: \$3433.45.*



There are five big Ford wagons for 1967—a Ranch Wagon, two Country Sedans and two Country Squires. And “big” is exactly the word for them. Back aft you can stack 4 x 8 sheets of plywood flat on the floor. Cargo area is 103 cu. ft. in the six-passenger models . . . including a hidden, lockable compartment below the deck which holds 11.7 cu. ft. And up front you've got full-sized sedan accommodations and comfort.

Ford's exclusive Magic Doorgate is standard on all five models. It's one of the neatest wagon inventions ever. Swings open like a door for people and swings down like a tailgate for loads (which makes the cargo space 9½ feet long). Also standard are built-in air deflectors which “airwash” the rear window to help keep it clean. The spare tire stows upright, at the right rear of the cargo area, out of sight and easy to get at. The second seat is a handy design with a quick, easy push-button release that lets you fold it flat in a jiffy. And if you'll be carrying more than six passengers, the unique Dual-Facing Rear Seat Country Sedan or Squire is just the ticket.

All the '67 Ford features are here, too. The amazing quietness. The bedrock durability. The serene riding characteristics. The savings of Twice-a-Year Maintenance features. The Six that'll make you think it's an Eight on the road and a Four at the gas pumps. All the standard Ford Motor Company Lifeguard-Design Safety Features. Plus a long list of optional equipment.

Standard Equipment Highlights

Ford Ranch Wagon: 240-cu. in., 150-hp Big Six Engine ■ Synchro-Smooth Manual Transmission ■ Magic Doorgate ■ Ford Motor Company Lifeguard-Design Safety Features such as Two-Speed Parallel-Action Electric Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Step-On Parking Brake ■ Suspended Foot Pedals ■ 15-Inch Tires ■ Coil Front and Rear Suspension ■ Automatic Choke ■ Long-Life Sta-Ful Battery ■ Alternator ■ Self-Adjusting Brakes and Valves ■ 6000-Mile or 6-Month Oil Filter ■ 36,000-Mile or 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Crank Adjust Vent Windows ■ Curved Glass Side Windows ■ Reversible Ignition, Door and Doorgate Keys ■ Super Diamond Lustre Enamel ■ Cigarette Lighter ■ Automatic Dome Light ■ Color-Keyed Steering Wheel with Chrome Horn Ring ■ Lockable Stowage Compartment Below Rear Deck ■ Roll-Down Rear Window ■ Fold-Down Second Seat ■ Rear Window Air Deflectors ■ Vinyl-Painted Textured Metal Cargo Floor ■ Color-Keyed Carpeting in Passenger Areas ■ Choice of Three All-Vinyl Upholsteries and 15 Exterior Color Choices—See Upholstery and Color pages in back of book ■ Locking Glove Box ■ Foam-Cushioned Front and Rear Seats ■ Color-Keyed Vinyl Roof Lining ■ Fresh Air Heater-Defroster

Country Sedans, in addition: Special Country Sedan Ornamentation ■ Power Brakes on Dual-Facing Rear Seat Model ■ Choice of Four All-Vinyl Upholsteries

Country Squires, in addition: Simulated Oak and Walnut Panels on Body Sides and Rear ■ Die-Cast Grille ■ Lift-Tab Inside Door Handles ■ Chrome Trim on Front Seats ■ Power Rear Window ■ Full Wheel Covers ■ Choice of Six All-Vinyl and One Nylon-and-Vinyl Upholsteries

Basic Specifications

Length—213.9" ■ Width—79.0" ■ Height—56.9" ■ Wheelbase—119" ■ Curb Weight (approx.)—Ranch Wagon 4097 lb.; Country Sedan 4110 lb.; with dual-facing rear seats 4190 lb.; Country Squire 4157 lb.; with dual-facing rear seats 4197 lb. ■ Cargo Volume—103 cu. ft.; with dual-facing rear seats 98.9 cu. ft.

Optional Wagon Engines and Transmissions

Four optional V-8's: 289-cu. in., 200-hp V-8; 390-cu. in. V-8's of 270 hp and 315 hp; 428-cu. in., 345-hp V-8. **Overdrive** available with Six and 200-hp V-8. **SelectShift Cruise-O-Matic** (automatic and manual combined) available with all engines.

*For price explanation, additional options, see page 61.

Ford's Magic Doorgate swings open like a door and folds down like a tailgate. Loadspace takes 103 cu. ft. of cargo, including hidden, lockable compartment below rear deck.

Dual-Facing Rear Seats are a Ford speciality. When not in use they fold flush as part of the rear cargo deck. They're available with Country Sedans and Country Squires.





Fingertip Speed Control Has controls conveniently integrated with turn signal lever. When you reach desired speed (25-80 mph) simply set it and forget it. The control takes over and holds the speed until you disengage by touching brake. \$71.30*



Comfort-Stream Ventilation System A new, highly efficient design which draws in fresh outside air and exhausts stale air. High-level instrument panel louvers direct the fresh air wherever you wish inside the car. After circulating throughout the interior, air is exhausted through lower vents alongside the front doors. Powerful 3-speed blower controls air movement. All this while windows are completely shut. Standard on LTD models; optional on all others. \$40.02*

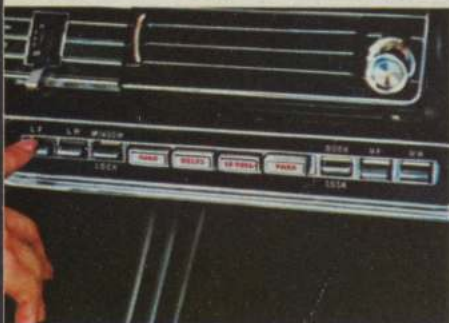
FORD Options

One of the pleasures (and rewards) in choosing a new Ford is in picking the special features you want to go with it. Shown here are some of the popular and new choices. Others are listed on page 61. They'll add comfort, convenience, and your own personal touch to your Ford. And they'll add value at trade-in time, too.

Power Steering Not just women drivers, but men too, rate this one of the most-wanted options. And no wonder, the way it takes up to 85% of the effort out of steering and still retains such a good feel of the road. \$94.95*

SelectAir Conditioner Considered a necessity, not a luxury, in many salesmen's cars. In addition to fast, thorough cooling, provides heating, defrosting, ventilating and dehumidifying, all in one space-saving unit. \$356.09*

Power Front Disc Brakes Available on all the '67 Fords. Combine the ease of power brakes with the high-performance characteristics of front disc brakes. Rear brakes are husky, drum type. (Regular Power Brakes also available. \$42.29*) \$97.21*



Convenience Control Panel Contains reminder lights for door ajar, seat belts, low fuel, and parking brake on. Has toggle switch to lock doors, plus automatic door-locking at speeds above 8 mph. Prices on page 61.



Stereo-Sonic Tape System Multiple speakers surround you with sound... either from the AM Radio (required at \$57.51*) or from your favorite tape cartridges. Compact, integrated unit does not interfere with front passenger space. \$128.49*



Deluxe Adjustable Wagon Luggage Rack Transverse bars at the back and front of luggage rack are adjustable fore and aft to fit various sized loads. \$63.08*. **Regular Wagon Luggage Rack** also available. \$44.44*

*For more complete list of optional equipment and price explanation, see page 61.

What Ford Motor Company's New Long Term Car Warranty Means to You

A constant improvement in the total quality of Ford vehicles has made it possible for the Ford Motor Company to offer an extended warranty on the power train in addition to the 24-month or 24,000-mile warranty on all parts of the car.

This year, Ford Motor Company's "3-Point Warranty Plan" extends further coverage to all 1967 Ford-built cars and light trucks. The new "3-Point Warranty Plan" offers every buyer of a 1967 Ford the following advantages:

1. A 5-year or 50,000-mile warranty on engine, transmission, drive train of cars and light trucks (and also suspension and steering of cars only).

2. A 24-month or 24,000-mile warranty on the entire car.

3. Only one dealer certification per year regardless of how far you drive.

The long-established 24-month, 24,000-mile warranty applies to all parts, and warrants them to be free—under normal use and service—from defects in materials and workmanship except normal replacement of service parts—and tires which are warranted by their manufacturer.

No car can offer you any better protection than this new Ford warranty.

Here are some questions—and their answers—which will clarify all important details of Ford Motor Company's "3-Point Warranty Plan":

Q. What items do the new 5-year, 50,000-mile warranty cover?

A. Parts included in this warranty are engine block, head and internal parts; water pump; intake manifold; transmission case and internal parts; torque converter; driveshaft; universal joints, rear axle and differential and rear wheel bearings; suspension and steering parts including all parts of the front and rear suspension systems, steering gear and seals, power steering pump, road wheels and front wheel bearings and seals. (Warranty of suspension and steering parts excluded on Broncos.)

Q. How does the 5-year, 50,000-mile warranty actually work?

A. Ford Motor Company warrants to owners that their selling Ford or Lincoln-Mercury dealer (or if the owner is travelling or has moved, any Ford or L-M dealer), using genuine new Ford or Ford authorized reconditioned parts, will repair or replace, free of charge including related labor, any parts covered under the warranty. The warranty applies to vehicles normally operated in the U.S.A., Canada and Puerto Rico.

Q. What parts are not covered by the 5-year or 50,000-mile warranty?

A. The warranty does not cover related systems or accessory units

such as ignition or electrical systems, fuel or cooling systems, or brake systems, engine or transmission controls or linkages, steering column, clutch assembly, shock absorbers, or load leveling system, tires or tubes. All these parts (excepting tires) are covered under the 24-month or 24,000-mile warranty.

Q. Are there any items not covered under the Ford Motor Company's "3-Point Warranty Plan"?

A. Yes. The warranty does not apply to tires or tubes (adjustments are provided by tire companies), or to normal maintenance services or normal replacement of service parts such as filters, spark plugs, ignition points, wiper blades or brake or clutch linings, or to normal deterioration of soft trim, appearance items, hoses, belts or molded rubber or rubber-like items.

Q. What must the owner do to keep the Ford Motor Company's "3-Point Warranty Plan" in effect for 5 years or 50,000 miles?

A. Owners must have their cars serviced at 6-month or 6000-mile intervals, and once a year they must obtain certification from any authorized Ford or Lincoln-Mercury dealer that they have presented evidence that these services have been performed. The Customer Maintenance Record in the owner's manual indicates the services which must be performed to obtain certification.

Q. Specifically, what are the service periods and what should be done at each?

A. The warranty outlines service schedules over periods ranging from six months or 6,000 miles up to 36 months or 36,000 miles.

- Every 6 months or 6,000 miles—change motor oil and oil filter; clean air cleaner, air filter and oil filler breather cap, check axle lubricant and transmission oil levels and add if indicated.

- Every 12 months or 12,000 miles—replace air filter on closed crankcase ventilation systems; clean emission system hoses, tubes, fittings and carburetor spacer; replace emission control valve and thermactor air pump filter.

- Every 24 months or 24,000 miles—change engine coolant and check radiator hoses.

- Every 36 months or 36,000 miles—replace air filter on open crankcase ventilation systems; adjust automatic transmission bands; lubricate steering linkage and ball joints; clean and repack front wheel bearings.

Q. Will a 1967 Ford-built car or light truck be covered by the new warranty if it is purchased as a used vehicle?

A. Yes, if the vehicle is within the time and mileage limits specified, and if it has been properly serviced and certified at the required intervals and has been given normal use and service.





THUNDERBIRD

TWO-DOOR HARDTOP AND LANDAU

Thunderbird Hardtop in
Burnt Amber. Prices start as low
as \$4636.19.* Optional equipment
on model shown includes:
White Sidewall Tires, Power
Radio Antenna. Price of model
equipped as shown: \$4708.28.*

Thunderbird Two-Door Landau
in Candyapple Red. Prices start
as low as \$4737.23.* Optional
equipment on model shown
includes: White Sidewall Tires,
Styled Steel Wheel Covers, Power
Radio Antenna. Price of model
equipped as shown: \$4845.02.*

Thunderbird Instrument Panel and Center Console are an all-new design with controls and instrumentation
exceptionally well-placed. Automatic Tilt-Away steering wheel (see page 51) is a standard luxury feature.



The '67 Thunderbirds are completely and dramatically changed. They are the cars today which others will be like tomorrow. Now, more than ever, they are unique in all the world.

Three models are offered for '67—a Hardtop, a Landau, and an historic first Four-Door Landau (next page). Their performance is inspired. Treads are wider, wheelbase is longer, full-coil suspension system is all new, and the newly designed separate body-frame construction is computer-tuned for optimum strength, quietness, and low vibration levels.

Built-in luxury features are everywhere. Headlights are hidden behind retractable doors. A new kind of steering wheel—Tilt-Away—moves up and away automatically when you open the driver's door from inside, and can be adjusted to nine different driving positions. New Comfort-Stream Ventilation System draws in fresh air up front and exhausts it behind the rear window. New articulated, hydraulic windshield wipers virtually eliminate unwiped areas. Front bucket seats are a new, deep-foam, body-hugging design. New SelectShift Cruise-O-Matic can be used as an automatic or a manual transmission—with no clutch involved. There's an all-new MagicAire Heater-Defroster system. And—with all the standard Ford Motor Company Lifeguard-Design Safety Features—there's safety padding just about everywhere you could imagine, including the windshield pillars, the steering wheel hub, and the coved face of the instrument panel.

Standard Thunderbird engine is a throaty 315-hp V-8... a huge 345-hp job is optional. For other Thunderbird options, see page 51. Then, to see Thunderbird at its best, see it from behind the wheel. You'll find the driving a unique experience too.



Thunderbird Interiors offer seven beautifully tailored all-vinyl upholstery choices. In addition, a new option, Super Luxury Interior Trim is available at \$97.21*, in five color choices, including simulated wood paneling on instrument panel and doors.

*For price explanation, additional options, see pages 60-61.



THUNDERBIRD

FOUR-DOOR LANDAU



This brand-new Four-Door Landau is like no other Thunderbird ever. It seats two in luxurious bucket seats up front, and three in foam-cushioned comfort in back. Its rear doors are hinged at the back in the style of Lincoln Continental. Its roof is topped with tailored vinyl, accented by Landau S bars at the sides.

All of the Thunderbird luxury features, described on the previous page, are incorporated in the Four-Door Landau. Like every Thunderbird, the Four-Door Landau is given a comprehensive 12-mile road test before leaving the factory. And, of course, all Thunderbirds have Ford Motor Company's "3-Point Warranty Plan" with power train, suspension and steering components warranted for 5 years or 50,000 miles (see page 47). Major chassis lubrications are not necessary for 100,000 miles or 36 months. Power front disc brakes are standard. So is power steering, a push button radio, and SelectShift Cruise-O-Matic which allows you to shift through the gears or go fully automatic, as the mood calls. And so are a host of other luxury extras, including articulated hydraulic windshield wipers, underbody sound coating, and a remote-control outside rearview mirror... as you'll see in the standard equipment list on the next page.

Four-Door Landau Interior choices offer four standard vinyl upholsterys plus seven Super Luxury Interior Trims (optional at \$97.21*—shown right). SL fabrics are specially sewn and tufted; simulated wood-grain applique on doors and instrument panel. Leather and vinyl upholstery is another option at \$201.06.*



Thunderbird Four-Door Landau in Pebble Beige. Prices start as low as \$4858.25.* Optional equipment on model shown includes: White Sidewall Tires, Deluxe Wheel Covers, Power Radio Antenna. Price of model equipped as shown: \$4949.82.*





Tilt-Away Steering Wheel automatically swings up and to the right when driver's door is opened from the inside. When driver is back in car, he returns wheel to normal position before car can be driven. Wheel also tilts to nine different driving positions. Standard.

Retractable Headlight Doors hidden in the grille open automatically when headlights are turned on . . . close when lights are turned off. Doors operate on engine vacuum, can be opened manually if necessary. Standard on all Thunderbirds.

Standard Equipment Highlights

390-cu. in., 315-hp Thunderbird Special V-8 Engine ■ SelectShift Cruise-O-Matic Drive ■ Ford Motor Company Lifeguard-Design Safety Features such as Variable-Speed Windshield Wipers and Washer, Backup Lights and many more (see page 18) ■ Deluxe Seat Belts ■ Remote-Control Outside Rearview Mirror ■ Tilt-Away Steering Wheel ■ Power Brakes ■ Disc Brakes on Front Wheels ■ Power Steering ■ Retractable Headlight Covers ■ All-Transistor AM Radio ■ Automatic Parking Brake Release ■ Full Wheel Covers ■ Courtesy Lights ■ Map Light ■ Glove Box and Ash Tray Light ■ Luggage Compartment Light ■ Sequential Turn Signal Lights ■ Comfort-Stream Ventilation System ■ MagicAire Heater-Defroster ■ Underbody Soundcoating.

Basic Specifications

Length—Hardtop & Landau 206.9"; Four-Door Landau 209.4" ■ Width—77.3" ■ Height—Hardtop & Landau 52.8"; Four-Door Landau 53.8" ■ Wheelbase—Hardtop & Landau 115"; Four-Door Landau 117" ■ Curb Weight (approx.)—Hardtop 4445 lb.; Landau 4453 lb.; Four-Door Landau 4545 lb. ■ Trunk Luggage Volume—12.3 cu. ft.

THUNDERBIRD Options

Thunderbird's options, shown on this page and on page 61, are luxurious indeed. For that matter, the standard equipment, above, would be considered the height of luxury in most other cars.



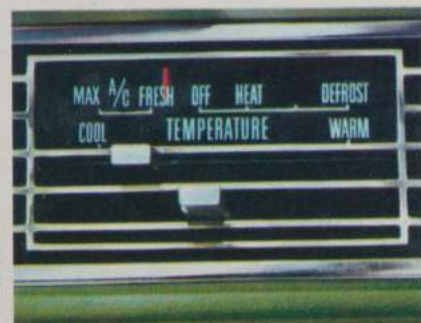
Highway Pilot has convenient speed controls located in the unique steering wheel. Left button sets speed and holds it for you. Right button allows you to retard or resume the pre-selected speed if you wish. \$129.55*



Reclining Passenger Seat is an especially comfortable option for the front seat passenger. With manual control the seat can be tilted to a variety of angles and there's an adjustable headrest that can be extended as desired. \$57.08*



Convenience Control Panel has reminder lights for low fuel, door ajar, seat belts, and emergency flasher. Panel is located above windshield. Option includes power door locks which automatically lock above 8 mph. \$77.73* (Four-Door Landau \$101.10*)



SelectAire Conditioner is new compact unit, integrated in instrument panel, with convenient, simple controls. Provides all-season climate conditioning—heating, defrosting, cooling, ventilating, dehumidifying, and depollenizing. \$421.49*



AM Radio/Stereo-Sonic Tape System has full stereo effect with four speakers—two in front, two in back. Can be used as a clear, all-transistor AM radio, or, with your favorite tape, will provide over 70 minutes of uninterrupted music. \$128.49*

*For more complete list of optional equipment and price explanation, see page 61.

Today's vacations are as varied as the geography of North America itself. From skiing on the snowy slopes of New England to surfing off the California Coast—anything and everything goes. And, it all goes there on wheels.

And what's more, if you're like an ever-growing group of Americans, your living accommodations roll along with you (or behind you on a trailer).

This new era of vacationing as you like it demands more flexibility from the family vehicle, which must be smooth-running, maneuverable and economical for routine duties around home, but has to have the carrying, loading, towing, and going capacity to take people and their vacation gear wherever their fancy directs.

In the 1967 Ford Division line of cars and trucks (Falcon, Fairlane, Mustang, Ford, Thunderbird, Bronco, Ranchero, and light-duty Ford trucks) there are something like 60 models which can immediately (or with some adaptation) fill almost any kind of vacation motoring preference or need.

These vehicles fall into five basic groups: the station wagons (perhaps the most versatile of all), the conventional passenger cars (sedans, hardtops and convertibles), the bus-type vehicles (comprised of the Falcon Club Wagons and the Econoline Vans), Ford trucks, and the on-or-off-highway Bronco.

For 1967 a choice of ten regular station wagon models is offered—five in the Ford line, three in the Fairlane, and two in the Falcon. The general

utility of Ford wagons is well known, and with their generous space and comfortable ride, they lend themselves especially to outdoor recreational use.

Standard on the Ford and Fairlane wagons, and optional on the Falcon models is the amazing Magic Door-gate, the rear closure that lets down flat as a conventional tailgate, or swings open as a door. Thus, you can still have a picnic on the tailgate, but you can also open it as a door so that you can get to smaller loads without leaning across the gate.

With an optional roof rack to accommodate your luggage, the interior can be equipped with a mattress for sleeping inside the wagon. There are also special station wagon tents which fasten to the rear of the wagon, adding the vehicle's interior to the area sheltered by the tent. These tents are supported independently so

that the wagon can be conveniently detached for side trips.

You'll find Ford passenger-car body types with their large trunks and roomy, comfortable passenger compartments are adapted beautifully to camping travel.

The cars described to this point have a great capability for towing, with no extra equipment other than a well-designed frame hitch, such as the FoMoCo hitch available from Ford Dealers. For instance, the Ford, Thunderbird and Fairlane can handle up to 2,000 pounds towed weight and 200 pounds tongue weight with no special adaptation. Falcon and Mustang can tow up to 1000 lbs. with no special equipment—just a good frame-attached hitch.

In practical terms these figures tell us that these Ford Division cars can tow almost any of the folding tent trailers, fisherman's outboard skiff, or 14-foot sailboat without special equipment other than the frame-attached hitch.

However, many of the travel trailers and larger boat trailers that are popular today are of such weight that additional car equipment is needed for proper towing.

To satisfy this need, Ford now offers extra-duty towing aids that will adapt the car for the widest variety of towing and other equipment toting requirements.

These include heavy-duty battery, alternator and suspension systems, extra-cooling package, adjustable load-leveling system on Ford wagons

Put A
Ford
in Your
Fun!



and riveted heavy-duty brakes, to mention a few from the long list of such options.

The bus-type vehicles—Falcon Van and SuperVan with window options—have been widely accepted by camping enthusiasts because they are vehicles that convert so readily into vacation cottages on wheels.

There are also kits available at reasonable cost to fit the Club Wagons—and some of these installations are designed for easy removal at the end of your vacation so that seats can be placed back in for passenger accommodation.

The great popularity of the camper coach over the past decade has made light-duty trucks an important factor on the outdoor recreation scene. Ford with the Bronco, F-100, F-250, and F-350 Series (the 100 and 250 available with four-wheel drive), offers a truck size for practically any camper manufactured today, either one of the slide-in or chassis-mounted types.

Design of most pickup campers has advanced to the point that many are now self-contained—meaning that they offer heat, light, cooking, refrigeration, bath, and even toilet facilities.

The light-duty truck is such an important aspect of camping that Ford offers a Camper Special Package for F-100, F-100 4x4, F-250 and F-350 models to assure that the vehicle is properly equipped for camper use. Custom Cab and Ranger models are available with the Camper Special Package.

With its simple, durable Twin-I-

Beam independent front suspension and low-effort steering, Ford pickups ride almost as smoothly as cars. You get the utility and carrying capacity of a truck without giving up the kind of comfort you're used to in a passenger car.

Recreation bodies are also available for panel delivery chassis.

The fifth group is made up of that rough-country champ, the four-wheel-drive Bronco, in either Pickup, Roadster or Station Wagon versions. Bronco is a natural for the increasingly popular sport of wilderness and back-country driving.

With its standard six-cylinder engine of 105 horsepower, or its optional V-8 of 200 horsepower (the greatest power offered for this type of vehicle), the Bronco can cover really tough terrain, and it can also perform remarkably well on the highways.

But no matter which of the many Fords you may choose your Ford Dealer can offer you many special options designed to make any Ford car, truck or special purpose vehicle even more useful to you in year-round recreational use. Such items as: **SelectShift Cruise-O-Matic**—most trailerists agree that there is no finer towing transmission than this. The manual shifting feature simplifies the operation, enabling the transmission to be locked in second gear for downhill engine braking, or to be operated as a conventional automatic in "drive" position. **Front Power Disc Brakes**—these brakes, on cars and Rancheros, offer increased fade resist-

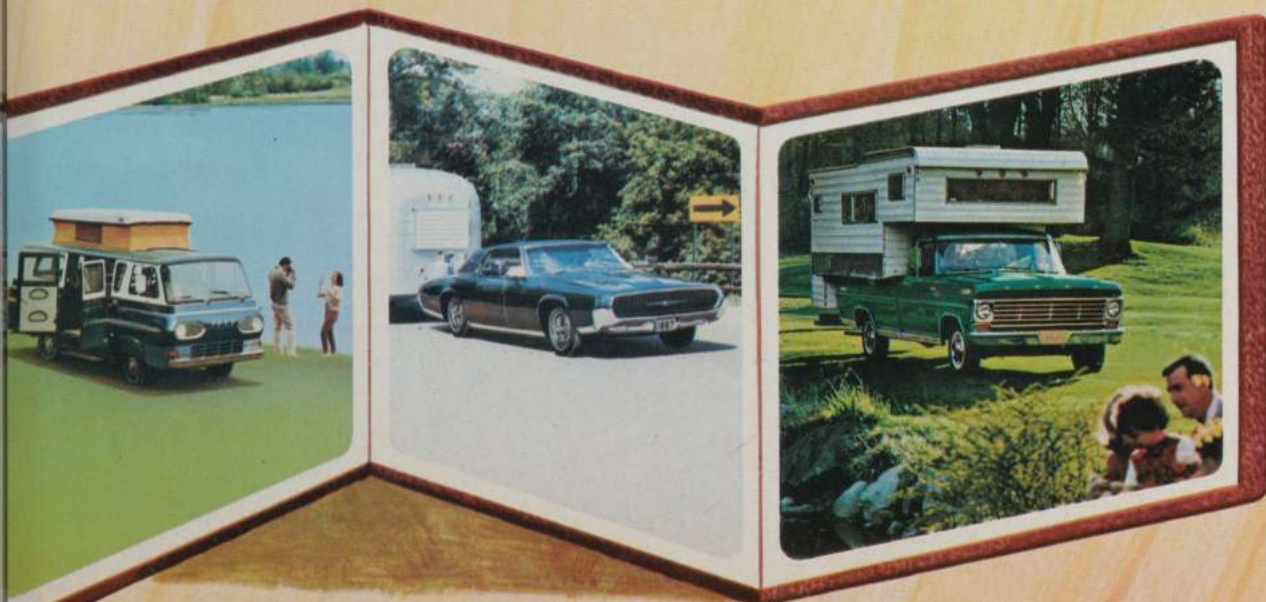
ance and thus are ideal equipment for trailering in mountainous country. They also sweep themselves clear of water and are thus virtually unaffected by deep puddles. **Limited-Slip Differential**—this item is valuable to campers who do a lot of traveling on unpaved roads and on woods trails. If one rear wheel loses traction, this device directs power to the opposite wheel that has retained traction. Your chances of going through mud-holes or deep snow are doubled. **Fold-Down Rear Seat**—Ford Custom, Custom 500 and Galaxie 500 four-door sedans can be equipped with an optional rear seat that converts the rear passenger compartment into a flat loadspace, giving the sedan much of the carrying ability of a station wagon.

The above are only a few of the many options that your Ford Dealer offers to make camping easier and more enjoyable. Ask him to show you his options list and accessory catalog.

Want More Information?

FOUR-SEASON FUN WITH 1967 FORD CARS & TRUCKS is a big brochure containing the complete story on all Ford recreational vehicles, plus Ford Motor Company's trailer towing recommendations for all 1967 cars and light trucks. Available free from your Ford Dealer.

FORD TIMES TRAVELER'S COOKBOOK, Volume II, is designed for the vacationing family, with plenty of ideas on quick preparation of foods en route and at the campsite. Gourmet recipes, too. And it fits your glove compartment. Available at only 50¢ a copy from: FORD BOOKS, Dept. B, Box 1059A, Detroit, Michigan 48232.





FORD BRONCO

FROM FORD'S
RECREATION FLEET



Broncos were first introduced last year, and were an instant success. Trim dimensions and good looks, go-anywhere ability, and Ford dependability have all combined to make Bronco a prime choice for people with work and fun on their minds.

Five Bronco models are offered this year: the Roadster, the Sport Wagon and Sport Pickup, and the regular Wagon and Pickup. All models have 4-wheel drive as standard equipment. Transmission is a fully synchronized 3-speed job with the shift lever conveniently mounted on the steering column. On the roomy, uncluttered floor is a single T-Bar shift lever for the 4-wheel-drive transfer case. Standard powerplant is a 170-cubic-inch Six with 105 horsepower. Optional is a husky 289-cubic-inch 200-horsepower V-8. Both engines are equipped with special carburetor and air cleaner and 6-quart oil pan for efficient operation in hilly terrain.

Bronco has a unique Mono-Beam front suspension which combines easy-riding coil springs and sturdy forged steel radius rods between the axle and the frame. The frame is a brawny full-box section design. Wheels are spaced out to a wide 57.4 inches. Turning diameter is a nimble 33.6 feet. What all this adds up to is a superb stability and a great ride on the road plus rugged durability and maneuverability off the road.

Bronco seats three on the standard full-width front seat (it's foam-padded and vinyl-upholstered). Optional twin front bucket seats are available. Also optional is a rear bench seat for two passengers for the Roadster and Wagons. The rear of the Roadster and Pickup models will hold over 32 cubic feet of cargo (Wagons, 68.3 cubic feet). And any Bronco model can be equipped for just about any specialized job you can name. See your Ford Dealer for more details on Bronco models and additional equipment that is available.

Standard Equipment Highlights

170-cu. in., 105-hp Six Engine (289-cu. in., 200-hp V-8 optional) ■ 3-Speed Synchro-Smooth Manual Transmission ■ 4-Wheel Drive ■ 2-Speed Transfer Case ■ Mono-Beam Front Suspension ■ Full Box-Section All-Welded Frame ■ Dual Braking System ■ Padded Instrument Panel and Sun Visors ■ 4-Way Emergency Flasher ■ Suspended Foot Pedals ■ Alternator ■ Long-Life Sta-Ful Battery ■ 14½-Gallon Fuel Tank ■ 6000-Mile Oil Filter ■ 2-Year Coolant-Antifreeze ■ Fully Aluminized Muffler ■ Foam-Padded Front Seat with Vinyl Upholstery ■ Rubber Floor Mat ■ Outside and Inside Rearview Mirrors ■ Backup Lights ■ Fold-Down Windshield ■ Seat Belts

In addition, Sport Wagon and Sport Pickup models have: Dual Arm Rests ■ Cigarette Lighter ■ Chrome Horn Ring ■ Bright-Metal Windshield and Drip Moldings and Window Frames ■ Bright-Metal Headlamp, Taillight Bezels and Instrument Panel Molding ■ Painted Grille with Bright Molding ■ Bright Door Trim Panel Moldings ■ Chrome Bumpers and Front Bumper Guards ■ Bright Wheel Covers (15" wheels only) ■ Sport Bronco Emblem ■ Bright Tailgate Release Handle

Basic Specifications

Length—152.1" ■ Width—68.8" ■ Height—Wagon 71.4"; Pickup 70.7"; Roadster 65.8" ■ Wheelbase—92.0" ■ Curb Weight (approx.)—Wagon 3165 lb.; Pickup 3065 lb.; Roadster 2885 lb.

Options and Accessories

Front Bucket Seats ■ Two-Passenger Rear Seat (with bucket seat option only) ■ Chrome Bumpers ■ Dual Arm Rests ■ Cigarette Lighter ■ Chrome Horn Ring ■ Bright-Metal Wheel Covers (15" wheels only) ■ Manual Radio ■ Free-Running Front Hubs ■ Front-Mounted Winch ■ Power Take-Off ■ Convertible Top with Vinyl Doors and Windows ■ Trailer Hitch ■ Heavy-Duty Clutch ■ Auxiliary 11½-Gallon Fuel Tank with Skid Plate ■ Heavy-Duty Battery and Alternator ■ Front Overload Air Springs ■ Snowplow

*For price explanation, additional options, see page 61.

Ford Bronco Wagon in Poppy Red. Prices start as low as \$2633.49.* Optional equipment on model shown includes: White Sidewall Tires, Wheel Covers, Free-Running Front Hubs, Bucket Seats, Rear Bench Seat, 200-hp V-8, Auxiliary Fuel Tank. Price of model equipped as shown: \$3100.98.* Bronco Sport Wagon prices start as low as \$2822.54.*

Ford Bronco Roadster in Peacock Blue. Prices start as low as \$2417.49.* Optional equipment on model shown includes: Wheel Covers, Bucket Seats. Price of model equipped as shown: \$2505.84.*

Ford Bronco Pickup in Lunar Green. Prices start as low as \$2545.95.* Optional equipment on model shown includes: Wheel Covers, Free-Running Front Hubs. Price of model equipped as shown: \$2637.15.* Bronco Sport Pickup prices start as low as \$2739.15.*

Optional Front Bucket Seats with foam padding and vinyl upholstery \$65.71* in Wagon and Roadster, \$67.20* in Pickup. Rear bench seat option for Roadster and Wagons is \$64.77.*

4-Wheel Drive is standard on all Broncos. Quiet, through-drive transfer case has floor-mounted T-Bar shift lever with positive lock to hold in 4-wheel drive when you want it.



FALCON CLUB WAGONS

FROM FORD'S
RECREATION FLEET

 Falcon's Club Wagon, Custom Club Wagon and Deluxe Club Wagon are the handiest haulers ever. They're three feet shorter than regular station wagons, yet have twice the cargo space. (And an extended body option is available which ups the capacity to 242 cu. ft.) They're Falcons through and through when it comes to saving money for you. They're nimble to drive and economical on gas. A 105-hp Six is standard and a 150-hp Big Six is optional. Other options range all the way from tinted glass to a one-ton payload Heavy Duty Package. Get the complete Club Wagon story from your Ford Dealer.

Deluxe Club Wagon Standard Equipment Highlights

(Club Wagon and Custom Club Wagon have certain equipment exceptions. See your Ford Dealer for details.)
170-cu. in., 105-hp Falcon Six Engine ■ 3-Speed Synchro-Smooth Manual Transmission ■ Alternator ■ Long-Life Sta-Ful Battery ■ Self-Adjusting Brakes ■ 6000-Mile or 6-Month Oil Filter ■ Fully Aluminized Muffler ■ Galvanized Main Underbody Members ■ Two-Speed Electric Windshield Wipers ■ Windshield Washer ■ Front Arm Rests ■ Auxiliary Side Step ■ 2 Horns, 2 Dome Lights ■ Chrome Outside Mirror ■ Locking Glove Box ■ Padded Instrument Panel and Sun Visors ■ Deluxe White Steering Wheel with Chrome Horn Ring ■ Cigarette Lighter ■ All-Vinyl Upholstery ■ Color-Keyed Floor Coverings ■ Turn Signals ■ Emergency Flasher ■ Front and Rear Seat Belts ■ Fresh Air Heater-Defroster

Deluxe Club Wagon Basic Specifications

Length—167.5" ■ Width—75.8" ■ Height—75" ■ Wheelbase—90" ■ Curb Weight (approx.)—3020 lb. ■ Fuel Capacity—14 gal. ■ Cargo Volume—194 cu. ft.

Optional Engine and Transmission

240-cu. in., 150-hp Big Six. SelectShift Cruise-O-Matic Drive (automatic and manual combined) available with standard or optional Six.

*For price explanation, additional options, see page 61.



Falcon Club Wagon in Nightmist Blue. Prices start as low as \$2532.19.* Optional equipment on model shown includes: White Sidewall Tires, Left- and Right-Hand Painted Western Mirrors. Price of model equipped as shown: \$2587.06.*



Falcon Deluxe Club Wagon in Beige Mist. Prices start as low as \$2840.81.* Optional equipment on model shown includes: White Sidewall Tires, Extended Body, Third Seat. Price of model equipped as shown: \$3070.82.*



Loadspace comes big in these handy Falcon haulers: 194 cu. ft. in standard models, 242 cu. ft. with Extended Body Option. Six wide-opening doors let you make the most of it, too.



Passenger space is extra-big and roomy. Optional third seat provides comfortable seating for total of eight. With Extended Body Option (above) there's even more cargo space at the rear.



If you like, you can buy any of the 47 great new Ford models, or any special-purpose vehicle or light truck, without adding a single option.

That's because every 1967 Ford, from the economical Falcon Club Coupe to the unique Thunderbird Four-Door Landau, is a completely equipped car, ready for the everyday needs of any average owner.

Many of the options you once paid extra for are standard now . . . all included in the base price of the car. You get: 2-speed or variable-speed windshield wipers and washers, backup lights, heater, defroster and ventilation, arm rests, courtesy lights, reversible keys, turn signals, plus keyless locking, foam-padded seats, suspended accelerator and more. But, most important, on every Ford car built you get all the standard Ford Motor Company Lifeguard-Design Safety Features. (See page 18 for full description.) And, because everything you ever *need* for safe, comfortable driving is built into every Ford at no extra cost, you can concentrate on making that new Ford something special, the car of your dreams, designed just the way you want it.

Any Ford you select is, in a sense, designed to be designed by you. For example, there are 114 separate options you can select for any one of the three great Mustangs, and those don't include exterior colors or upholstery combinations.

But, no matter what your special desires or requirements in designing your new Ford . . . remember, designing your new car pays dividends! Almost any option you can think of makes your car more valuable when it's trade-in time. Popular options like automatic transmission, power steering and air conditioning will return up to half of their original cost when you trade.

Now look at some of the possible ways you can go in selecting options to design your new Ford just as you like it:

Design Your Ford As A Performance Car with optional V-8 power ranging from 289 cubic inches on Falcons, to 428 cubic inches on Ford or Thunderbird, with from 200 to 425 horsepower. Combine these engines with sports-oriented 3- or 4-speed synchronized manual transmissions, Overdrive or SelectShift Cruise-O-Matic, for a total of 31 engine-transmission combinations throughout the entire line.

Design Your Ford With Sports-Car Type Handling with GT equipment, heavy-duty suspension or com-

petition handling package on Mustangs, performance equipment and heavy-duty suspension on Fairlanes, the 7-Litre option and heavy-duty or extra-heavy-duty suspension on Fords, heavy-duty suspension on Thunderbird. Put power front disc brakes on any '67 from Ford (except Club Wagons) for extra stamina in the braking department.

Design Your Ford As A Highway Cruiser with a smooth, quiet V-8, Fingertip Speed Control (on Fords, Mustangs and Thunderbirds) combined with efficient SelectShift Cruise-O-Matic, lets you hold a set speed accurately and effortlessly while your foot rests off the pedal. Add Comfort-Stream Ventilation to any Ford (it's standard on Thunderbird, LTD) and cruise quietly with windows closed while you direct just the right amount of fresh air where you want it. Get a six-way power seat (option on Ford, Thunderbird) and Tilt-Away Steering Wheel (option on Mustang, standard on Thunderbird) to adjust your driving position to perfection for all-day comfort.

Design Your Ford As A Luxury Car with SelectAire Conditioning that controls your climate; add AM/FM radio or Stereo-Sonic Tape player and turn your Ford into a music room on wheels. Pamper yourself with Twin-Comfort Lounge Seats (on LTD's), power windows, remote-control trunk release, and more.

Design Your Ford For Total Convenience with automatic door locking (on Ford and Thunderbird), Convenience Control Panel that warns if fuel's low or door's ajar, reminds you to fasten seat belts, includes automatic door lock switch. Add power steering and power brakes for the convenience of featherlight control (standard on Thunderbird).

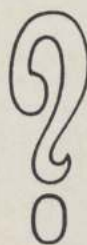
Design Your Ford For Recreation with heavy-duty springs to handle vacation loads. There are trailer towing equipment packages for most Fords, as well as custom-fitted trailer hitches. Get a rooftop luggage rack with adjustable end bars to fit the load. Add limited-slip differential that delivers equal power to both rear wheels for a better grip on snowy roads or muddy trails.

Or, perhaps your dream car is a combination of sporty performance, luxury touches and recreational features all in one. But, no matter what shape your dream car may take, Ford has a most complete selection of options to help you make it come true.

How to find your best time to trade

Deciding when is the best time to trade can be perplexing for anyone. Automotive experts agree that for most people the best time to trade is when the car is between two and three years old. Says John R. Bond, publisher of CAR LIFE Magazine, "Without question the most economical trade-in time, for most owners, is when your car is between 2 and 3 years old. National cost studies indicate a considerable extra expenditure for tires and repairs between 3 and 5 years."

Ask yourself these six questions:



1 How Often Do I Want A New Car? Trading a car every 2½ years lets you enjoy the freshness and value of a car that's new (or close to it) all the time. You'll be able to switch models to meet changing family needs. Trading only once every 10 years means that you'll be missing all of the improvements and styling of nine new models in succession. You'll be amazed when you see how very little more it will cost to have four new cars instead of just one in the next 10 years.



2 How Much More Will I Spend On Repairs In Longer Periods of Ownership? Repairs include expenses such as ring-and-valve jobs, transmission repairs, suspension and body work repairs. Maintenance items not included as repairs are items such as spark plugs, tune-ups, batteries, oil filters. (Note that on late-model Fords, warranty protects you against defects in all parts except tires for 2 years or 24,000 miles. On all 1967 Ford lines additional warranty covers defects in power train, suspension and steering parts for 5 years or 50,000 miles.)



3 How Much Warranty Protection Will I Have? Warranty protection is one of your car's most valuable features. If you trade a late-model Ford car at the 2½-year (or 30,000-mile mark) you will be protected against cost of repairing possible defects in any part in the entire car (except tires which are warranted by tire companies) for all but 6 months or 6,000 miles of the time you own the car. If you plan to trade after 5 years you will have had warranty protection for only 40% of the time you owned the car. On 1967 Fords you will have additional warranty protection on power train, suspension and steering parts for 5 years or 50,000 miles.

2½ YEARS

If you trade every 2½ years, you will have FOUR new cars in 10 years.

If you trade after 2½ years, repairs (if any) will have cost you only \$128 (or \$51.00 per year).

If you trade every 2½ years (or 30,000 miles), you will have been protected 80% of the time.

5 YEARS

If you trade every 5 years, you will have TWO new cars in 10 years.

If you trade after 5 years, repairs will have cost you about \$500 for 5 years (or \$100 per year).

If you trade every 5 years (or 60,000 miles), you will have been protected 40% of the time.

10 YEARS

If you trade every 10 years, you will have ONE new car in 10 years.

If you trade once every 10 years, repairs will cost you \$1,264 for 10 years (or \$126 per year).

If you trade every 10 years, you will have protection only 20% of the time.

Summary

See page 47 for full explanation of Ford Motor Company's "3-Point Warranty Plan."

2½-Year Trading Plan—You will always have the enjoyment of driving a nearly new car with the latest styling and engineering features.

- Repair costs will be at a minimum, only about \$128 per car. Maintenance costs will be mostly the routine checks, changes and adjustments required to maintain efficiency or, on 1967 models the warranty, plus a few tune-ups. ■ Warranty protection will cover you for 24 of the 30 months, or 80% of the time that you'll own your car. (With any of the '67 cars from Ford you'll be covered by warranty on power train, suspension and steering parts for the entire time you'll own the car.) ■ Cost of ownership, including all repairs, will be just \$1,628 for the 2½-year period.
- If you drive the national yearly average you'll have driven only about 30,000 miles; these are the miles in which your car gives top performance, most trouble-free mileage.
- When you trade you'll have 40 to 50% of your car's original cost to trade on a new car, and very probably no increase in size of your monthly payments.

R. E. Runzheimer, automobile cost consultant, declares, "We recommend replacement at the end of three years or 60,000 miles, whichever occurs first. Beyond this point rising repair costs and declining equity (trade-in value) combine so that you are in effect spending money on your old car faster than you would on a brand-new one."

However, you are the best qualified to decide on when to trade your own car. To help you, a team of experts (John R. Bond,

R. E. Runzheimer, and Watson Fenimore—nationally known automotive writer) have assembled the important facts and figures you need in the form of six questions applied to three typical trading plans—2½ years, 5 years and 10 years.

The figures are based on a \$3,000 purchase price of a typical car and the national family average of 12,000 miles per year. After comparing these plans, see your Ford Dealer. He'll be able to give you actual trading figures based on the model you want and the car you may offer in trade.



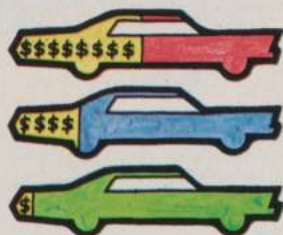
4 What Will My Cost Of Ownership Be?

Cost of ownership combines the cost of repairs and depreciation. It does not include such fixed cost items as insurance and license fees, or running expenses such as gas and oil. The 10-year trader's ownership costs him \$4,204 plus about \$1,000 for maintenance. If you finance the purchase of your car, you will need additional cash to complete the down payment, if you wait much longer than three years to trade.



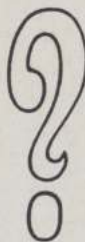
5 How Many Miles Do I Want To Put On A Single Car?

If you trade your car every 2½ years, the 30,000 miles you'll probably drive will be pleasurable, top-performance mileage. After 5 years and 60,000 miles, performance declines, while driving 120,000 miles brings on clear signs and sounds of old age. You will have to concern yourself with a good deal of maintenance as well as on batteries and tires between 75,000 and 100,000 miles. After 80,000 or 90,000 miles and 8 or 9 years it becomes increasingly difficult to maintain appearance and performance levels.



6 What Will My Trade-In Value Be?

Those who trade every 2½ years may get a new car without either a cash down payment or (quite probably) any increase in monthly payments. A 5-year trader will have lost about 80% of his car's value. After 10 years there's so little equity that buying a new car means starting from scratch. If you finance your car, you should consider the additional problem (and expense) of raising the funds for almost the full amount of the down payment.



If you trade after 2½ years, your cost of ownership will be \$1,628.

If you trade every 2½ years, you will have traveled 30,000 miles... that's about 1¼ times around the earth.

If you trade every 2½ years, your trade-in value will be 40 to 50% of original cost.

2½
YEARS

If you trade after 5 years, your cost of ownership will be \$2,690.

If you trade every 5 years, you will have traveled 60,000 miles... that's about 2½ times around the earth.

If you trade every 5 years, your trade-in value will be 20 to 25% of original cost.

5
YEARS

If you trade once every 10 years, your cost of ownership will be \$4,204.

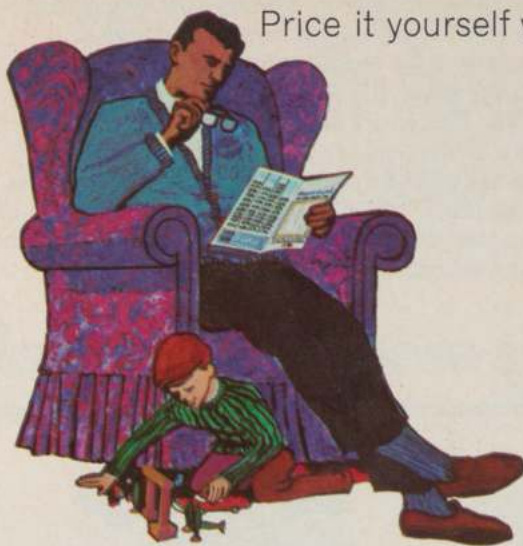
If you trade every 10 years, you will have traveled 120,000 miles... that's about 5 times around the earth.

If you trade every 10 years, your trade-in value will be only about 3% of original cost.

10
YEARS

5-Year Trading Plan—You'll have only 2 new cars per decade and will miss styling changes and engineering improvements. ■ To keep your car in good repair for 5 years you'll spend \$500. ■ You will be protected by warranty for only 2 out of 5 years or 40% of the time you own each car. (With any of the '67 cars from Ford you'll be covered by warranty on power train, suspension and steering parts for the entire time you'll own the car.) ■ Cost of ownership will be somewhat less than 2½-year trader's cost but between 3 and 5 years you'll be spending more for tires, brakes, battery, etc. ■ You will have driven your car for 60,000 miles by its fifth year. Performance will be down and you'll need engine reconditioning. ■ Trade-in value will be down to 20% of original cost. You will either need additional cash for down payment or you may have to increase the size of your monthly payments.

10-Year Trading Plan—You will miss the styling and engineering advances of 9 new models in succession. ■ You'll have spent a total of \$1,264 on major repairs alone. That's 40% of the car's cost! ■ You will have warranty coverage for only 2 of the 10 years, that's 8 straight years without coverage. (With any of the '67 cars from Ford you'll be covered by warranty on power train, suspension and steering parts for half the time you own the car.) ■ Cost of ownership will be \$4,204. In addition, you will have spent about \$1,000 for tires, batteries, mufflers, brake linings, etc. (over and above major repairs). ■ If yours is an average family car it will be giving minimum transportation after 120,000 miles; its reliability will be a cause of doubt. ■ As a 10-year-old your car will be worth about \$100 on the used car market. You will have to raise almost the total cost of a new car when you trade.



Price it yourself with this *Armchair Estimator*

The purpose of these pages is to provide you with an easy means of estimating the price of the '67 Ford of your choice, equipped the way you want it. Just select the appropriate figures for the model and equipment you want from the list of suggested retail prices on these pages. With this information you can determine the approximate price of your new Ford simply and leisurely in your own home.

FALCON

Club Coupe (105-hp Six standard)	\$2117.51
4-Door Sedan (105-hp Six standard)	2167.03
Futura Club Coupe	2280.40
Futura 4-Door Sedan	2322.26
Futura Sports Coupe	2436.93
Falcon Wagon	2497.46
Futura Wagon	2608.58

(All models, except where noted, equipped with 120-hp Six engine)

Optional Equipment

200-cu. in., 120-hp Six, over 170-cu. in., 105-hp Six	\$ 25.91
289-cu. in., 200-hp V-8, over 105-hp Six \$131.54; over 120-hp Six	105.63
289-cu. in., 225-hp V-8, over 105-hp Six \$183.02; over 120-hp Six	156.71
Cruise-O-Matic with Six \$168.47; with V-8	186.80
4-Speed Manual Transmission (with V-8 only)	184.02
Power Front Disc Brakes \$97.21; Power Brakes	42.29
Power Steering	84.47
Power Tailgate Window	31.62
Limited-Slip Differential	37.20
Tinted Windshield \$21.09; Tinted Windows and Windshield	30.73
SelectAir Conditioner	356.09
Remote-Control Outside Mirror (Std. Sports Coupe)	9.58
Magic Doorgate (Wagons only)	45.39
Luggage Rack (Wagons only)	44.44
Push-Button AM Radio and Antenna	57.44
Stereo-Sonic Tape System	128.49
Two Tone Paint (N.A. on Wagons)	18.99
Vinyl-Covered Roof (Futura Club Coupe & Sports Coupe)	74.19
Vinyl Interior Trim (Futura models)	24.47
Wheel Covers (standard on Sports Coupe)	21.34
Exterior Decor Group (N.A. Futura models)	19.06
Typical Whitewall Tire Option	32.47
MagicAir Heater (Delete Option)**	(71.85)

MUSTANG

Hardtop	\$2461.46
Convertible	2698.14
2+2	2592.17

Optional Equipment

289-cu. in., 200-hp V-8	\$ 105.63
289-cu. in., 225-hp V-8	158.48
289-cu. in., 271-hp V-8 (with GT Equipment Group only)	433.55
390-cu. in., 320-hp V-8	263.71
Cruise-O-Matic with Six \$188.18; with 200-, 225-hp V-8	197.89
Cruise-O-Matic with 271-, 320-hp V-8	220.17
4-Speed Manual Transmission with 200-, 225-hp V-8 \$184.02; with other V-8's	233.18
Heavy-Duty 3-Speed Man. Trans. (required with 320-hp V-8)	79.20
Power Front Disc Brakes	64.77
Power Steering	84.47
Power Convertible Top	52.95
GT Equipment Group (with V-8's only)	205.05
Limited-Slip Differential	41.60
Styled Steel Wheels, 2+2 \$93.84; others	115.11
Competition Handling Package (with GT Equipment Group only)	388.53
Tinted Windows and Windshield	30.25
Convenience Control Panel	39.50
Finger-Flip Speed Control (requires V-8 and Cruise-O-Matic)	71.30
Remote-Control Outside Mirror (std. 2+2)	9.58
Convertible Safety Glass Rear Window	32.44
SelectAir Conditioner	356.09
Push-Button AM Radio \$57.51; AM/FM model	133.65
Stereo-Sonic Tape System (AM Radio required)	128.49
2+2 Folding Rear Seat and Access Door (Sport Deck Option)	64.77
Full-Width Front Seat (N.A. 2+2)	24.42
Tilt-Away Steering Wheel	59.93
Rear Deck Luggage Rack (N.A. 2+2)	32.44
Comfort Weave Vinyl Trim (N.A. Convertible)	24.53
Center Console (Requires Radio)	50.41
Deluxe Steering Wheel	31.52

Exterior Decor Group	\$ 38.86
Lower Back Panel Grille	19.48
Interior Decor Group, Convertible \$94.36; others	108.06
Two Tone Paint (lower back grille)	12.95
Accent Paint Stripe	13.90
Vinyl-Covered Roof (Hardtop)	74.36
Wheel Covers—\$21.34 (Std. 2+2); Wire Wheel Covers 2+2 \$58.24; others	79.51
Wide-Oval Sports Tires (V-8 required)	62.35
Typical Whitewall Tire Option	33.31
Styled Steel Wheels 2+2 \$93.84; others	115.11
Rocker Panel Molding (Std. 2+2)	15.59
MagicAir Heater (Delete Option)**	(31.52)

FAIRLANE

Fairlane Club Coupe	\$2296.52
Fairlane 4-Door Sedan	2339.12
Fairlane 500 Club Coupe	2376.63
Fairlane 500 4-Door Sedan	2416.73
Fairlane 500 2-Door Hardtop	2439.14
Fairlane 500 Convertible	2663.94
Fairlane 500/XL 2-Door Hardtop	2618.52
Fairlane 500/XL Convertible	2843.32
Fairlane GT 2-Door Hardtop*** (200-hp V-8 standard)	2838.88
Fairlane GT Convertible*** (200-hp V-8 standard)	3063.67
Fairlane Wagon	2642.74
Fairlane 500 Wagon	2718.04
Fairlane Squire	2901.76

(All models, except where noted, equipped with 120-hp Six engine)

Optional Equipment

289-cu. in., 200-hp V-8	\$ 105.63
390-cu. in., 270-hp on GT's \$78.25; on other models	183.88
390-cu. in., 320-hp V-8 on GT's \$158.08; on other models	263.71
Cruise-O-Matic with Six	188.18
Cruise-O-Matic with 200-hp V-8 \$197.89; with 270-, 320-hp V-8	220.17
Overdrive (200-hp V-8 only)	116.59
4-Speed Manual Transmission (with V-8 only)	184.02
Heavy-Duty 3-Speed Man. Trans. (required with 320-hp V-8)	79.20
Power Front Disc Brakes \$97.21; Power Brakes	42.29
Power Steering	84.47
Power Tailgate Window—Wagons (standard on Squire)	31.62
Power Convertible Top	52.95
Tinted Windshield \$21.09; Tinted Windows and Windshield	30.73
SelectAir Conditioner	356.09
Remote-Control Outside Mirror (Std. GT)	9.58
Luggage Rack (Wagons)	44.44
Push-Button AM Radio and Antenna	57.46
Stereo-Sonic Tape System	128.49
Wagon Third Seat	29.27
Accent Paint Stripe (500's, XL's, and GT's; N.A. Wagons)	13.90
Center Console (GT's only)	47.92
Two Tone Paint (N.A. XL's, GT's, Wagons, or 500 Convertible)	21.54
Deluxe Steering Wheel	31.52
Vinyl-Covered Roof (Hardtops)	74.36
Vinyl Interior Trim (Fairlane 500 Hardtop and Sedan)	24.47
Wheel Covers (standard on XL's and Squires)	21.34
Wide-Oval Sports Tires (N.A. wagons)	83.12
Deluxe Wheel Covers on XL's and Squires \$19.48; on others	40.76
Styled Steel Wheels, XL's and Squires \$93.84; GT's \$74.36; others	115.11
Typical Whitewall Tire Option	34.45
MagicAir Heater (Delete Option)**	(73.51)

FORD

Custom 2-Door Sedan	\$2440.78
Custom 4-Door Sedan	2495.51
Custom 500 2-Door Sedan	2552.60
Custom 500 4-Door Sedan	2594.72
Galaxie 500 2-Door Sedan	2731.59
Galaxie 500 4-Door Hardtop	2754.68
Galaxie 500 4-Door Hardtop	2807.65
Galaxie 500 Convertible	3003.23
Ford XL 2-Door Hardtop (200-hp V-8 standard)	3243.24

Write in the price of the 1967 Ford of your choice . . .

Write in the prices of the options you want . . .

Total No. 1 and No. 2. This is the price of your 1967 Ford equipped the way you want it . . .

Write in the trade-in value of your present car . . .

For now you may have to "guesstimate" the value. For an accurate, professional appraisal, see your Ford Dealer. He'll be happy to help . . . at absolutely no obligation.

Subtract No. 4 from No. 3 . . . this is the estimated price of your 1967 Ford with trade-in.

MONTHLY PAYMENT ESTIMATOR

If you prefer to make monthly payments, here's how to figure them: Begin with the price from No. 5 (at left), then multiply it by the appropriate factor listed below. EXAMPLE: if the price in No. 5 is \$1200 and you wish to spread the cost over 30 months, your monthly payment will be .038 x \$1200, or \$45.60. This chart cannot give an exact figure due to minor 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 10¢ per day (\$94.95 x .033 [36 months] equals \$3.13 per month, or 10¢ per day).

SELECT MONTHLY PLAN YOU PREFER	MULTIPLY BY THIS FACTOR
12 MONTHS	(price in Box 5) x (.088)
18 MONTHS	(price in Box 5) x (.060)
24 MONTHS	(price in Box 5) x (.047)
30 MONTHS	(price in Box 5) x (.038)
36 MONTHS	(price in Box 5) x (.033)

Ford XL Convertible (200-hp V-8 standard)	\$3492.84
TD by Ford 4-Door Sedan (200-hp V-8 standard)	3298.12
TD by Ford 2-Door Hardtop (200-hp V-8 standard)	3362.47
TD by Ford 4-Door Hardtop (200-hp V-8 standard)	3363.49
Ford Ranch Wagon	2835.91
Ford Country Sedan	2935.06
Ford Country Sedan with dual-facing rear seats	3061.17
Ford Country Squire	3233.70
Ford Country Squire with dual-facing rear seats	3359.06

(All models, except where noted, equipped with 150-hp Six engine)

Optional Equipment	
89-cu. in., 200-hp V-8	\$ 106.72
90-cu. in., 270-hp V-8, in XL's and LTD's \$78.25; in other models	184.97
90-cu. in., 315-hp V-8, in XL's and LTD's \$158.08; in other models	264.80
28-cu. in., 345-hp V-8, in XL's and LTD's \$244.77; in other models	351.49
Cruise-O-Matic with Six \$188.18; with 200-hp V-8	197.89
Cruise-O-Matic with other V-8's in XL's or LTD's \$34.63; in other models	220.17
Speed Manual Trans., no charge in XL's and LTD's; in others	184.02
Overdrive (Six and 200-hp V-8 only)	116.59
Power Front Disc Brakes \$97.21; Power Brakes***	42.29
Way Power Seat \$94.75; 6-Way Power Bucket Driver's Seat	84.25
Way Power Seat, LTD Twin Comfort Lounge, Driver's only	84.25
Driver's and passenger's	168.40
Power Steering	94.95
Power Windows (N.A. Custom, Custom 500, Ranch Wagon)	99.94
Power Tailgate Window (Ranch Wagons and Country Sedans)	31.62
-Life Sports Package (XL's only)	515.86
Limited-Slip Differential	41.60
Tinted Windshield \$21.09; Tinted Windows and Windshield	39.45
Convenience Control Panel, 2-Door \$64.77; XL's \$51.82; 4-Door	84.25
FingerTip Speed Control (Cruise-O-Matic and V-8 required)	71.30
select-Aire Conditioner	356.09
TD Twin Comfort Lounge Seats	116.59
Remote-Control Outside Mirror	9.58
Comfort-Stream Ventilation System (standard on LTD's)	40.02
Luggage Rack (Wagons) \$44.44; Deluxe-Adjustable	63.08
Reclining Passenger's Seat with Headrest (XL's only)	44.15
Push-Button AM Radio \$57.51; AM/FM model	133.65
Stereo-Sonic Tape System (requires AM Radio)	128.49
Rear Seat Speaker (required with AM Radio on XL's and LTD's)	13.22
Body Side Accent Stripe (Hardtops and Convertibles)	13.90
Body Side Molding	15.59
Luxury Interior Trim (XL models)	115.32
Deluxe Trim Group (Country Sedan)	108.58
Two Tone Paint (N.A. Convertible or Country Squire)	21.54
vinyl-Covered Roof, 2-Dr. Hdtps. \$74.36; 4-Dr. Hdtps., LTD 4-Dr. Sed.	83.41
vinyl Interior Trim (Galaxie 500's and LTD's)	24.47
Styled Steel Wheel Covers, XL's, LTD's & Squire \$35.70; others	56.98
Wheel Covers (standard on XL's, LTD's & Squire)	21.34
Typical Whitewall Tire Option	35.47
MagicAir Heater (Delete Option)**	(73.51)

THUNDERBIRD	
Two-Door Hardtop	\$4636.19
Two-Door Landau	4737.23
Four-Door Landau	4858.25

Optional Equipment	
28-cu. in., 345-hp V-8	\$ 90.68
Power Retracting Antenna	28.97
Way Power Seat, Driver's only	97.32
Power Trunk Lid Release	12.63
Power Windows	103.95
Limited-Slip Differential	46.69
Tinted Windshield and Windows	47.49
Highway Pilot Control with Unique Steering Wheel	129.55
Convenience Control Panel, Four-Door \$101.10; Two-Door	77.73
select-Aire Conditioner	421.49

AM Radio/Stereo-Sonic Tape System	\$ 128.49
AM/FM Radio	89.94
Reclining Passenger Seat and Headrest	57.08
AM/FM Multiplex Stereo Radio with Speakers	163.77
Super Luxury Interior Cloth Trim	97.21
Leather and Vinyl Upholstery	201.06
Two Tone Paint	25.25
Wheel Covers, Styled Steel \$35.70; Deluxe	19.48
White Sidewall Tires with Red Band	51.98

FORD BRONCO

Roadster	\$2417.49
Pickup	2545.95
Sport Pickup	2739.15
Wagon	2633.49
Sport Wagon	2822.54

Optional Equipment	
289-cu. in., 200-hp V-8	\$ 188.94
Front Bucket Driver and Passenger Seats	65.71
Two-Passenger Rear Seat (Roadster and Wagons)	64.77
Manual AM Radio with Antenna	49.08
Fresh Air Heater	68.67
Free-Running Front Hubs	66.56
Limited-Slip Rear Axle (with standard axle)	38.86
Wheel Covers	22.64
Chromed Front and Rear Bumpers	28.96
Auxiliary Gas Tank (11½ gal.)	26.65

Note: Optional equipment prices for Pickup and Sport Pickup are slightly higher. See your Ford Dealer.

FALCON CLUB WAGONS

Club Wagon	\$2532.19
Custom Club Wagon	2667.50
Deluxe Club Wagon	2840.81

Optional Equipment	
240-cu. in., 150-hp Six	\$ 39.70
Cruise-O-Matic Transmission	185.88
Tinted Windshield \$13.90; Tinted Windows and Windshield	41.60
Two Tone Paint	26.33
Manual Radio with Antenna	49.31
Painted Western Mirrors (L.H. or R.H.)	6.32
Third Seat (including seat belts)	64.35
Extended Body (adds 18 inches of length)	123.43
Heavy-Duty Payload Package \$110.26; with extended body	141.13
Wheel Covers	21.34
Fresh Air Heater (Delete Option)**	(71.85)

All cars and Club Wagons are equipped with Fresh Air Heater unless buyer requests it to be omitted, in which case amount is subtracted from price of car. Heater is required with Comfort-Stream Ventilation on Fords. Heater is an extra-cost option on Bronco. *Fairlane GT models become GTA models when the optional SelectShift Cruise-O-Matic is selected. ***Power Brakes standard on Dual-Facing Rear Seat Country Sedan and Squire. Power Front Disc Brakes are \$54.87 on these two models.

***PRICE EXPLANATION.** Two prices appear with most of the cars throughout this book: the first is the manufacturer's suggested retail price of the car alone, the second is the price including the cost of any options shown on the car. (Manufacturer's retail prices are for cars with six-cylinder engines, except for Fairlane GT, Ford XL and LTD models and Thunderbirds.) Optional equipment prices are based on factory installation of options except as noted otherwise. Reimbursement for federal excise tax and suggested dealer preparation and conditioning charges are included in prices shown. Transportation charges, gasoline, license and title fees, and state and local taxes, are not included. All prices and specifications are those in effect when this publication was approved. Ford Division of Ford Motor Company reserves the right to change prices, specifications and design at any time without notice and without incurring obligation.

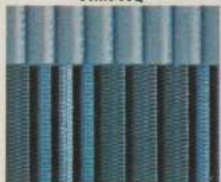
FALCON UPHOLSTERY

Club Coupe and Sedan

Vinyl and Cloth
AMTX



Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTXWBYZ168V



Futura Club Coupe and Sedan

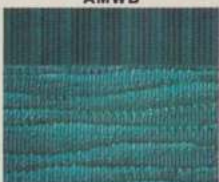
Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTX168V



Vinyl and Cloth
AMWB



Vinyl and Cloth
AMYZI



All Vinyl[†]
AMTXWBYZ168V



All Vinyl[†]
AMFKQ



[†]Optional at extra cost.

Futura Sports Coupe

All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMTX



All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMFKQ



Falcon Wagon

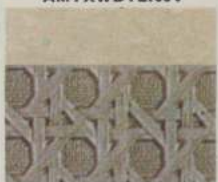
All Vinyl
AMTX



All Vinyl
AMFKQ



All Vinyl
AMTXWBYZ168V



Futura Wagon

All Vinyl
AMWB



All Vinyl
AMTXYZ168V



All Vinyl
AMFKQ



All Vinyl
AMTX



Taking Care of Ford Fabrics Is a Soft Touch

The interiors of Ford cars are trimmed in high-quality synthetic fabrics (nylon or nylon-rayon blends) or in beautiful, durable vinyl or genuine leather. All fabrics are made to the highest Ford quality standards and are subject to rigorous testing before selection for use in Ford cars. This means that Ford soft trim will stand up under hard wear, dirt and soil while retaining a "like new" look year after year with a minimum of care. By following these simple suggestions—and with a few hours' time spent per year—anyone can keep the interior of a 1967 Ford bright and sparkling. ■ Remove dust and loose dirt from upholstery, trim and floor covering frequently, using a vacuum cleaner or whisk broom. ■ Vinyl upholstery and trim surfaces can be wiped clean with a damp cloth. In cases of stubborn dirt, use warm water, a household detergent and a soft brush. ■ Stubborn stains can be removed from nylon cloth upholstery and nylon-rayon carpeting by rubbing with a clean, soft cloth dipped in Rotunda Interior Trim Cleaner or other quality upholstery fabric cleaner. ■ Convertible tops are made of vinyl material and should be cleaned with a sponge, soap or detergent and plenty of warm water. To remove tree sap or other stubborn stains use a special top cleaner obtained from your dealer. Never use gasoline or other solvents.

MUSTANG UPHOLSTERY

Hardtop ☐ Convertible ☐ Fastback 2+2

All Vinyl²
AMTXKQWBYZ68VIDF



All Vinyl²
AMTXKQWBYZ68VIDF



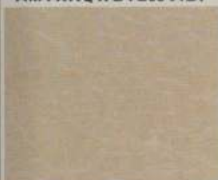
All Vinyl
AMWB



All Vinyl
AMY68V



All Vinyl¹
AMTXKQWBYZ68VIDF



All Vinyl
AMYZI



All Vinyl
AMKQDF



All Vinyl
AMTX



All Vinyl¹
AMTXKQWBYZ68VIDF



¹Also available with optional full-width seat on Hardtop and Convertible.
²Comfort-Weave vinyl, optional at extra cost, Hardtop and 2+2 only. See page 60 for price.

How to Select Your Color and Upholstery

Directly above each upholstery sample on these pages is a group of code letters which indicate the exterior colors available with each upholstery. These code letters are identified, with samples of the colors they represent, on the back of the last page of this book. So, after you've selected the upholstery you want from the appropriate column on these pages, note the code letters, then turn to the color page and select the color you wish.

RECREATION VEHICLES UPHOLSTERY

Falcon Club Wagon and Custom Club Wagon

All Vinyl
ML(U)



All Vinyl
AMJ



All Vinyl
AMJ7BL(U)68



All Vinyl
M7B



Falcon Custom Club Wagon

Woven Plastic and Vinyl
AMJ



Woven Plastic and Vinyl
M7B



Woven Plastic and Vinyl
ML(U)



Woven Plastic and Vinyl
AMJ7BL(U)68



Falcon Deluxe Club Wagon

All Vinyl
E

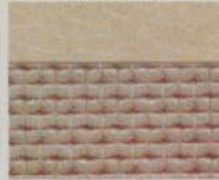


All Vinyl
Q

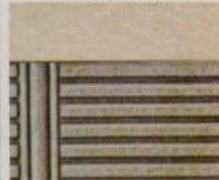


Bronco

All Vinyl^{2,3}
AMJ786BL(U)



All Vinyl¹
AMJ786BL(U)



¹Wagon, Pickup & Roadster.
²Sport Wagon & Sport Pickup.
³With optional bucket seats. See page 61 for price.

Note: Broncos are also available with the following colors: Chrome Yellow, Poppy Red and Peacock Blue. See your Ford Dealer for samples.

FAIRLANE UPHOLSTERY

Club Coupe and Sedan

Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTX



Vinyl and Cloth
AMTXWBYZ168V



500 Club Coupe, Sedan and Hardtop

Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTX168V



Vinyl and Cloth
AMYZI



Vinyl and Cloth
AMWB



500 Convertible¹

All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMYZI



All Vinyl
AMWB



All Vinyl
AMTX



All Vinyl²
AMTX168V



All Vinyl²
AMFKQ



¹Also optional at extra cost on 500 Hardtops. See page 60.

²Also optional at extra cost on 500 Club Coupes and Sedans. See page 60.

500/XL and GT Hardtop and Convertible

All Vinyl
AMWB



All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMY68V



All Vinyl
AMFKQ



All Vinyl
AMTX



All Vinyl
AMYZI



Wagon

All Vinyl
AMTX



All Vinyl
AMFKQ



All Vinyl
AMTXWBYZ168V



500 Wagon and Squire

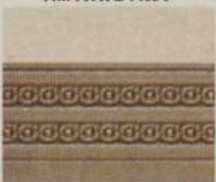
All Vinyl
AMTX



All Vinyl
AMYZI



All Vinyl
AMTXWBYZ168V



All Vinyl
AMFKQ



Custom Sedans

Vinyl and Cloth
AMTXWBYZ168V



Vinyl and Cloth
AMTX



Vinyl and Cloth
AMFKQ



Custom 500 Sedans

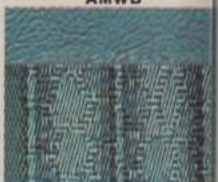
Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTX168V



Vinyl and Cloth
AMWB



Vinyl and Cloth
AMYZI



FAIRLANE UPHOLSTERY

Club Coupe and Sedan

Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTX



Vinyl and Cloth
AMTXWBYZ168V



500 Club Coupe, Sedan and Hardtop

Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTXY168V



Vinyl and Cloth
AMYZI



Vinyl and Cloth
AMWB



500 Convertible¹

All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMYZI



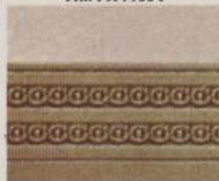
All Vinyl
AMWB



All Vinyl
AMTX



All Vinyl²
AMTXY168V



All Vinyl²
AMFKQ



¹Also optional at extra cost on 500 Hardtops. See page 60.

²Also optional at extra cost on 500 Club Coupes and Sedans. See page 60.

500/XL and GT Hardtop and Convertible

All Vinyl
AMWB



All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMTXFKQWBYZ168V



All Vinyl
AMY68V



All Vinyl
AMFKQ



All Vinyl
AMTX



All Vinyl
AMYZI



Wagon

All Vinyl
AMTX



All Vinyl
AMFKQ



All Vinyl
AMTXWBYZ168V



500 Wagon and Squire

All Vinyl
AMTX



All Vinyl
AMYZI



All Vinyl
AMTXWBY168V



All Vinyl
AMFKQ



Custom Sedans

Vinyl and Cloth
AMTXWBYZ168V



Vinyl and Cloth
AMTX



Vinyl and Cloth
AMFKQ



Custom 500 Sedans

Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTXY168V



Vinyl and Cloth
AMWB



Vinyl and Cloth
AMYZI



FORD UPHOLSTERY

Galaxie 500 Sedan and Hardtops

Vinyl and Cloth
AMYZI



Vinyl and Cloth
AMFKQ



Vinyl and Cloth
AMTXY168V



Vinyl and Cloth
AMTXFKQWBYZI68V



Vinyl and Cloth
AMWB



Galaxie 500 Convertible

All Vinyl¹
AMTX



All Vinyl
AMTXY168V



All Vinyl
AMTXFKQWBYZI68V



All Vinyl²
AMWB



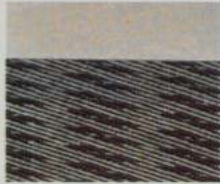
All Vinyl
AMFKQ



¹Not available on Sedans
²Convertible only

XL Hardtop and Convertible

Vinyl and Cloth²
AMTXFKQWBYZI68V



All Vinyl¹
AMFKQ



Vinyl and Cloth^{1,2}
AMTXFKQWBYZI68V



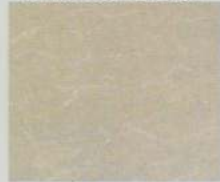
All Vinyl¹
AMTXFKQWBYZI68V



All Vinyl¹
AMY68V



All Vinyl¹
AMTXFKQWBYZI68V



All Vinyl
AMTX



All Vinyl
AMTXFKQWBYZI68V



All Vinyl¹
AMTX



All Vinyl
AMY68V



All Vinyl
AMFKQ



All Vinyl
AMTXFKQWBYZI68V



¹Optional at extra cost. See page 61 for price. ²Not available on Convertible.

LTD Sedan and Hardtops

Cloth
AMTXFKQWBYZI68V



Cloth
AMTX



Cloth
AMFKQ



Cloth
AMTXY168V



Cloth
AMTXFKQ



Cloth
AMWB



Cloth
AMYZI



All Vinyl
AMTXY168V



All Vinyl
AMTXFKQWBYZI68V



Ranch Wagon

All Vinyl
AMTXWBYZI68V



All Vinyl
AMFKQ



All Vinyl
AMTX



Country Sedans

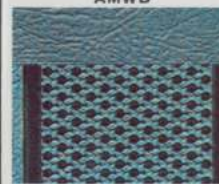
All Vinyl
AMFKQ



All Vinyl
AMTXY168V



All Vinyl
AMWB



All Vinyl
AMTX



Country Squires¹

All Vinyl
AMTX



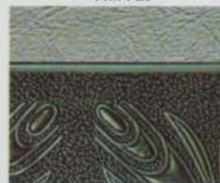
All Vinyl
AMTXY168V



All Vinyl
AMFKQ



All Vinyl
AMYZI



All Vinyl
AMWB



All Vinyl
AMY68V



Vinyl and Cloth
AMTXFKQWBYZI68V



¹Note: Also available as extra-cost options for Country Sedans. See page 61 for price.

THUNDERBIRD UPHOLSTERY

Two-Door Hardtop and Landau □ Four-Door Landau

All Vinyl **AMTX**
C4KQFNUBRZH2E6PV



All Vinyl **AMTX**
CKQFNUBRZH2E6PV



All Vinyl
AM4KQFN



All Vinyl¹
AMUB



All Vinyl¹
AMTXC4N



All Vinyl¹
AMRZH2



All Vinyl
AMR2E6V



Vinyl and Cloth² **AMTX**
C4KQFNUBRZH2E6PV



Vinyl and Cloth²
AMTXC4N



Vinyl and Cloth²
AM4KQFN



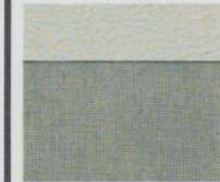
Vinyl and Cloth²
AMRZH2



Vinyl and Cloth^{2,3}
AMUB



Vinyl and Cloth²
AMTXR2E6V



Vinyl and Cloth^{2,3}
AMTXC4KNR



Leather² **AMTX**
C4KQFNUBRZH2E6PV



¹Hardtop and Landau only. ²Optional at extra cost. See page 61. ³Four-Door Landau only.

How to Select Your Color and Upholstery

Directly above each upholstery sample on these pages is a group of code letters which indicate the exterior colors available with each upholstery. These code letters are identified, with samples of the colors they represent, on the back of the last page of this book. So, after you've selected the upholstery you want from the appropriate column on these pages, note the code letters, then turn to the color page and select the color you wish.

EXTERIOR COLORS

					
Q Brittany Blue	6 Pebble Beige	8 Springtime Yellow	X Vintage Burgundy	W Clearwater Aqua	F Arcadian Blue
					
M Wimbledon White	A Raven Black	B Frost Turquoise	Z Sauterne Gold	Y Dark Moss Green	V Burnt Amber
					
K Nightmist Blue	I Lime Gold	T Candyapple Red	D Acapulco Blue	4 Silver Frost	N Diamond Blue
					
U Tahoe Turquoise	H Diamond Green	R Ivy Green	2 Phoenician Yellow	P Pewter Mist	C Charcoal Gray
					Two-Tone Color Combinations Optional two-tones are available on most hardtops, sedans and club coupes, and on Ford Ranch Wagons and Country Sedans. In general, the second color is white and it appears on the roof, while the lower portion of the car is painted with one of several of the darker colors shown above. Two-tone prices are listed on pages 60 and 61. For information on other color arrangements, see your Ford Dealer.
E Beige Mist	L Holly Green	7 Harbor Blue	(U) Lunar Green	J Rangoon Red	

COLOR AVAILABILITY

Falcon—AMTXKQFWBYZ68VI
 Mustang—AMTXKQFWBYZ68VID
 Fairlane—AMTXKQFWBYZ68VI
 Ford—AMTXKQFWBYZ68VI

Thunderbird—AMTXC4KQFNURZHE62PV
 Club and Custom Club Wagons—AMB687L(U)J
 Deluxe Club Wagon—QE
 Bronco—AMB687L(U)J*

*Additional Bronco colors: Chrome Yellow, Poppy Red, Peacock Blue. See your Ford Dealer for samples.

VINYL-COVERED ROOFS



Black^{1,2}



Blue¹



Brown¹

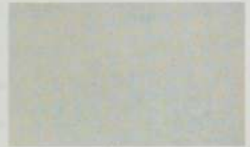


Parchment^{1,2}

CONVERTIBLE TOPS



Black¹



White¹



Blue²

¹Standard on Thunderbird Two- and Four-Door Landaus.

²Optional at extra cost on all 2-Door and 4-Door Hardtops (except Mustang 2+2 and Thunderbird Hardtop). LTD 4-Door Sedan, and Futura Club Coupe and Sports Coupe. Standard on LTD 2-Door Hardtop. See pages 60 and 61 for prices.

¹Available on all convertibles.

²Available Ford and Fairlane Convertibles only.

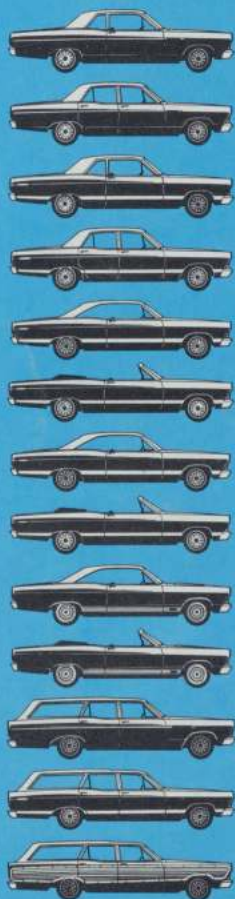
FALCON



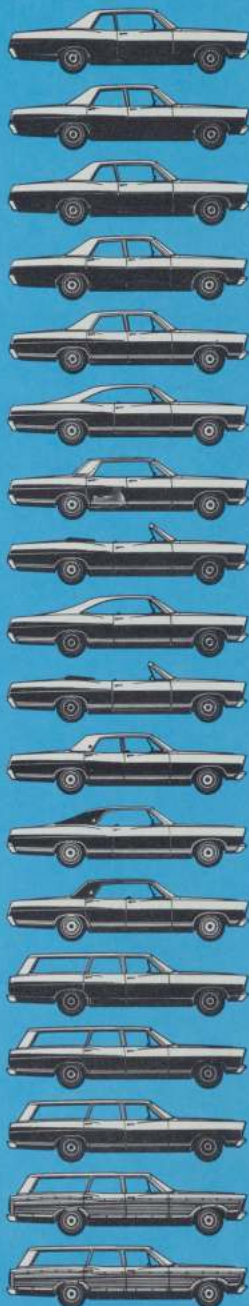
MUSTANG



FAIRLANE



FORD



THUNDERBIRD



BRONCO



CLUB WAGONS



Ford

FORD