

CHEVELLE BUICK SPECIAL  
OLDS F-85 REBEL TEMPEST  
BELVEDERE CORONET

ALL THESE CARS HAVE A SERIOUS PROBLEM...



Ford Torino GT SportsRoof. Brought up in a very tough neighborhood . . . Daytona, Darlington, Riverside.

## Their problem in two words: Torino/Fairlane

People are buying Torinos and Fairlans at a rate that's shaken up the whole intermediate-car field. Why? Here's why: When a car takes off like Torino, you know it has something. This one has it all. Cool looks in your choice of formal roof or sweeping SportsRoof styling. Hot performance. Luxury cut from the same cloth as higher priced cars. In Ford's line of 16 Torinos and Fairlans (shown on back cover), you'll find just what you're after. Including bedrock value other intermediates just can't match. Take 2-door hardtops: the Fairlane gives you the ride and room of a long 116-inch wheelbase (compared with 112 inches for Chevelle, Buick Special, Olds F-85 or Tempest). Yet this Fairlane is priced below every other hardtop in its field. No wonder other intermediates have a problem!



Fairlane 500 2-Door Hardtop. The only thing modest about this sleek number is the price tag.



Fairlane 500 SportsRoof. How can anything so hot look so cool! (That's one of Ford's success secrets.)

## After a taste of this performance, your present car may seem a bit sedate.

Pick from seven restless engines. Including one of the biggest of all... Ford's 428-cu. in. Cobra Jet Ram-Air V-8! This one grabs the road the way it does attention. Even the standard Six is 250 inches of engine. Bigger than Chevelle, Belvedere, Coronet and Rebel. Equal in size to higher priced Olds F-85, Tempest and Buick Special. From there, the moon's the limit. If you take your fun seriously, you can go all the way to the 428-cu. in. Cobra Jet Ram-Air V-8. One of the biggest displacements of any intermediate-car engine at any price. (It's even bigger than the engine in the specially modified Torinos that won the 1968 NASCAR Manufacturer's Trophy.) There's nothing intermediate about Ford performance. Or about the welcome you'll get at your Ford Dealer's!



Ford Torino 2-Door Hardtop. You'll find there's nothing intermediate about Torino elegance, either.

Feel an urge to grow?

## Try on these big Fords for size.

Ford's hard-to-top hardtops give you a choice of two distinctively different roof styles. And much, much more. These Fords hug the road with a track as wide as Cadillac's. Smooth the ride with a longer wheelbase than Chevrolet or Plymouth. And listen to this: The '69 LTD and XL are designed to ride quieter than the Ford LTD that was quieter than a Rolls-Royce.

Now here's the bow on the Ford package. These top-of-liners are priced *below* their Chevrolet and Plymouth counterparts!

Get behind the wheel and scan Ford's new Flight-Cockpit Instrument Panel. It puts all controls directly before you—easier to see and use. On the passenger side, the instrument panel sweeps away to provide extra space. In fact, the front seat area is so spacious that it carries a new name: The Front Room.

Hardtops are only the start. You select from 21 big Ford models—SportsRoof, sedans, convertibles, wagons. Check them out at your Ford Dealer's. Discover that you don't have to lay out a fortune to look like you've got it made!



Ford invents the Front Room!



Ford XL SportsRoof. It's the going thing with America's big car buyers... and it's easy to see why!



Ford LTD Format Hardtop. If you've never owned a Ford, you're one of the reasons we built this one!

