

FORD WAGONS '69



FORD • TORINO/FAIRLANE • FALCON • CLUB WAGON • BRONCO



A

17 new wagons—all with better ideas from the Wagonmaster!

Now you can wagon about with incredible ease, even in sumptuous comfort, on back roads—any roads—in one of 17 masterful new wagons from Ford the Wagonmaster. There are 7 luxurious full-size Ford Wagons, a Torino Squire, 2 Fairlanes, 2 Falcons, 3 Club Wagons and 2 Broncos. It's America's most versatile, innovative selection—and each model gives you more of what you buy a wagon for.

You get Ford better ideas by the wagonload

—engineering advances and product features which give you greater driving enjoyment, comfort, convenience and premium-quality construction. Ideas like the Magic Doorgate for passenger and cargo convenience . . . dual-facing rear seats for extra people . . . a fully synchronized transmission . . . reversible keys that fit either side up. And much more. No wonder that year after year there are more Ford wagons on the road than any other make! For urban, suburban or back country fun, Ford has a wagon for you. Luxury features, size and economy you want are highlighted among the 17 models described in this book.

7 new luxury-size Ford Wagons . . . great reasons why Ford sells best

Seven big, handsome, luxury-packed, great going wagons. That's Ford wagon news in '69. Your choice of: 6- or 8-passenger LTD Country Squires, 6- or 8-passenger Country Sedans, 6- or 8-passenger Custom 500 Ranch Wagons, or the 6-passenger Ranch Wagon. All are styled to stand out, powered to step out.

Each offers better ideas like the new 3-way Magic Doorgate, standard. It opens doorlike for people, with window up or down, and flips

down as a tailgate for easier loading. A new 121-inch wheelbase velvets the ride, handles easily. Power tailgate window on Squires and 8-passenger wagons is standard. A spacious new Ford Front Room adds comfort uncommon in the wagon field. Wagon with a winner this year—one of the seven new luxury-size Fords!

LTD Country Squire . . . most luxurious Ford wagon idea

LTD Country Squire, luxury Ford wagon leader. Comes two ways: 6-passenger, or 8-passenger model with dual-facing rear seats. Classic



E

Squire styling makes it the world's most admired wagon. You get refinements like a distinctive new die-cast grille with retractable headlamps, woodlike body side panels, full wheel covers.

Sumptuous, supple vinyl trim interiors are elegant, yet virtually indestructible. Woodlike accents, electric clock, plush carpeting, 3-way Magic Doorgate are standard.

Standard power team, fully synchronized 3-speed manual transmission with a spirited 302-cu. in. V-8, performs smoothly, quietly. For more muscle, three other V-8's are optional. So is SelectShift Cruise-O-Matic, which you can

shift manually or automatically. You can add power steering, an adjustable roof rack, and more!

See your Ford Dealer and drive the LTD Squire. It's Ford's most luxurious wagon idea! **A. Ford LTD Country Squire**—Longer, lower, wider for '69. With new die-cast grille, retractable headlamps, wheel covers, woodlike paneling.

B., C., & D.—New 3-Way Magic Doorgate. Standard on Fords. Flips down for cargo, opens like a door for passengers, window up or down.

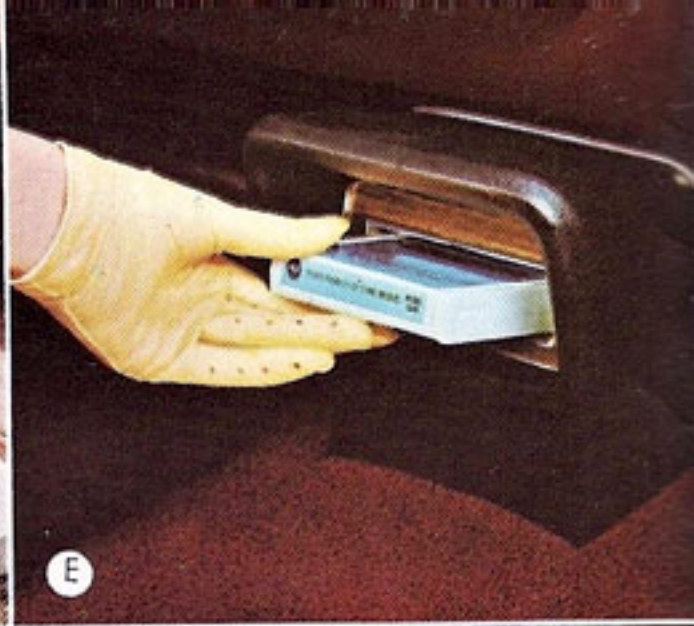
E. Luxurious LTD Country Squire Interior with Ford's spacious new Front Room. All controls are concentrated at the driver's hand. Plenty of room for passengers, more than in any previous Ford.



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Ford Country Sedans & Ranch Wagons . . . tops in work and play

Better ideas give you Ford wagons that step up to every job of work or play. You enjoy the welcome combination of more wagon utility as well as more wagon fun. Five models offer this unusual versatility: Country Sedan in 6- and 8-passenger models, Custom 500 Ranch Wagon, also in 6- and 8-passenger versions, and a 6-passenger Ranch Wagon.

One great idea is the new 3-way Magic Doorgate. With the rear window lowered, it

flips down as a tailgate for cargo, or opens like a door for people. Now, for the first time, you can open it as a door with the window up or down. And this better idea is standard.

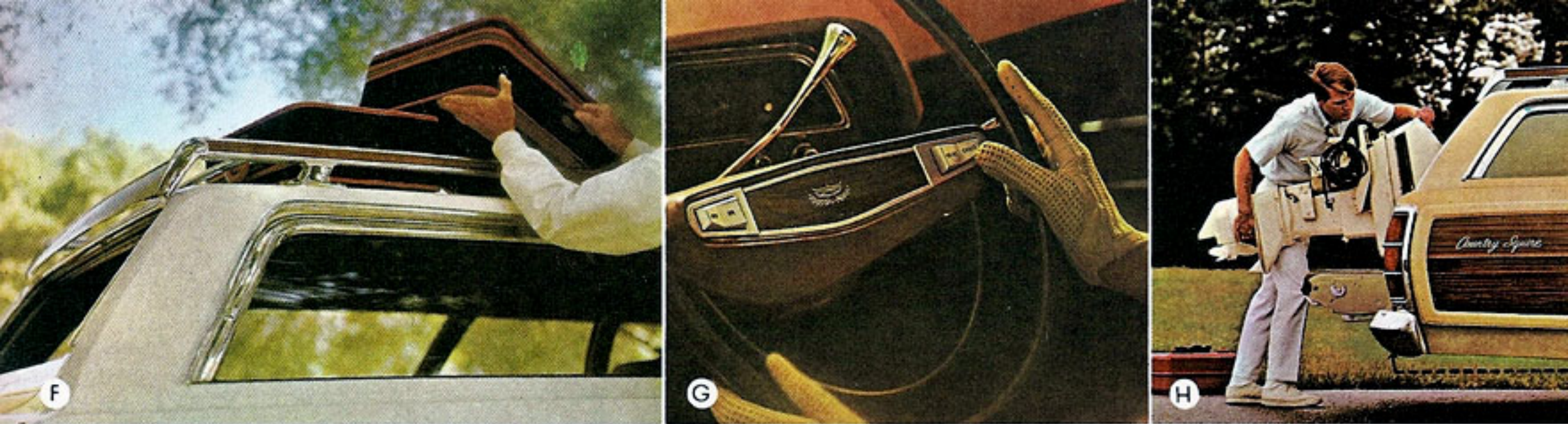
There's a new idea in interior spaciousness. We call it Ford's new Front Room. Its Flight-Cockpit Instrument Panel puts all controls in a coved cluster before the driver. A swept-away instrument panel gives front passengers r-o-o-m to relax. Six adults are accommodated easily—in tastefully trimmed interiors. Dual-facing rear seat models carry eight in comfort.

Foam-padded full-width seats, covered with durable, supple, easy-care vinyl, are standard.

So are loop-pile carpeting and a lockable, below-deck storage area.

Cargo space, 5 cubic feet bigger, lets you carry 4 x 8-foot plywood flat. Or haul 7½-foot skis or surfboards even with the Doorgate closed. You can order carpeting for the load floor, if you wish, and go in greater luxury.

All wagons sport a longer 121-inch wheelbase, a new wider tread as well as a refined, road-holding suspension. They team up to give you a remarkable degree of riding comfort and handling ease—fully loaded or no. Strong Ford body construction also gives you an exceptionally quiet ride with a solid car feel.



Wide choice of power

A thrifty 240-cu. in. Six provides the go. For more zest there are four V-8's ranging from 302 cu. in. to a 429 cu. in. All engines go great with the optional SelectShift Cruise-O-Matic you can drive manually or automatically.

There's a wide array of options to design your wagon to your personal needs. Power steering, for easier parking and maneuvering. A new Rim-Blow Steering Wheel, with a built-in circular switch, lets you sound the horn anywhere on its sporty, woodtoned, 3-spoke

wheel. Power front disc brakes for faster straighter stops. The SelectAire Conditioner to make the warmest days cool. AM/FM Stereo Radio surrounds you with concert-quality sound . . . and that's only a sampling.

Test-drive a Ford Wagon soon. You'll find it a matchless work-and-play mate.

A. Ford Country Sedan—Rides on new 121-inch wheelbase, new wider tread for '69. Bright body trim, new 3-way Magic Doorgate are standard.

B. Ford Custom 500 Ranch Wagon—Longer, wider, roomier than ever before. 3-way Magic Doorgate, all-vinyl trim interior are standard.

C. Tilt Steering Wheel—Tilts vertically to any of seven driving positions for greater driver comfort.

D. Reclining Passenger Seat—On LTD Country Squire and Country Sedan models will tilt back so front passenger can catnap under way.

E. Stereo-Sonic Tape/AM Radio—Combination AM radio and tape cartridge player. Plays up to 70 minutes of your favorite music per cartridge.

F. Adjustable Deluxe Luggage Rack—Adjusts to fit any load. Has built-in air deflector to help keep rear window clean.

G. Automatic Speed Control—New solid state electronics lets you set cruising speed with push-button ease. Coast or resume speed when you wish.

H. Automatic Ride Control—Keeps your wagon level regardless of load. Time delay feature prevents operation during temporary changes in load.



3 New Torino/Fairlane Wagons ... Ford's Newest Sporting News

Quick size. New livelier power for '69. Better ideas in convenience. Traditional comfort and good looks. And a choice of three models to match your needs and your mood, all with Ford's better idea 2-way Magic Doorgate, standard. They all spell exceptional value for you in intermediate class wagons from Ford, the Wagonmaster.

Torino Squire is the stylish pacesetter—and the first choice of owners who want today's

with-it appearance, combined with family wagon convenience. It's equally at home at the country club or at a remote fishing spot.

For a nice blend of style and exceptional comfort, Fairlane 500 fills the bill for on-the-go families. It is noted for a quiet ride, plus much of the room of more expensive wagons.

The Fairlane Wagon means nice going in the city or on the highway, and at a low cost. Best of all, you don't have to sacrifice good looks, or a comfortable, quiet ride.

All three wagons are built on a maneuverable 113-inch wheelbase. They're nimble in traffic. Easy to park. And they're comfortable

riding, with the kind of suspension system that can really take it when you load up with the family vacation gear.

New livelier power comes in Ford's brand-new, bigger, 250-cu. in., 4.1 Litre six-cylinder engine. It has 7 main bearings to insure smoothness and long life. And it's economical. Runs cheerfully on regular gasoline, with surprisingly long distances between fuel stops.

The 4.1 Litre engine is matched with the standard fully synchronized 3-speed manual transmission. You can downshift, even to first gear, without clashing.

For more power and versatility, there are

four V-8's available—from 220 hp to 320 hp. Ford's famous SelectShift lets you shift automatically or manually.

Convenience ideas galore

Convenience. In spades. Like easy-to-clean all-vinyl interiors that keep on looking good. There's a below-deck storage area in all three wagons. It comes with a lock on Torino Squire and Fairlane 500 Wagon. (Available at moderate cost on Fairlane Wagon.)

Get a rear-facing third seat. It's available on all models to boost passenger capacity.

Add a roof-top luggage rack. Looks good, leaves more room for passengers. Also available, new intermittent windshield wiper. Wiper interval can be adjusted for misty weather to thunder showers. New Rim-Blow Steering Wheel with built-in circular switch lets you sound horn any point on wheel.

For top fun and work capacity, look to the Ford intermediate wagons: Torino Squire, Fairlane 500, and Fairlane.

A. Torino Squire, stylish pacesetter of the intermediates, with woodlike body side panels, wheel covers and 2-way Magic Doorgate—all standard. Also shown—the handy roof-top luggage rack.

B. Behind-the-wheel comfort for the driver: easy-to-read instruments, vinyl-covered safety padding all around, and color-keyed steering wheel.

C. Fairlane Wagon, the ideal vacation-time companion because of its carrying capacity—over 85 cubic feet of space—plus its money-saving ways. (See page 11 for trailer-towing information.)

D. Inside the Torino Squire, there's living-room comfort—foam-padded seats, easy-care vinyl upholstery, color-keyed carpeting.

E. Fairlane 500 Wagon means good looks highlighted by bright trim, combined with exceptional comfort and quiet. It's a great choice for the on-the-go family. 2-way Magic Doorgate standard.



2 compact Falcons for '69. Funpower!

Two beautiful ways to beat the high cost of buying. New Falcon and Falcon Futura Wagons. Each offering smart good looks, big-wagon roominess and comfort, solid wagon ride. Yet Falcon Wagons are among the lowest priced wagons of all. You save when you buy . . . and you keep on saving as you go. An economical 200-cu. in. Six skimps on gas, and Ford's Twice-a-Year Maintenance sees to it that upkeep stays low (see page 9).

With Falcon, economy doesn't mean austerity. Big-wagon touches abound. Falcon carries six adults plus luggage. Foam-cushioned seats and all-vinyl trim are standard. Futura boasts special body moldings and a fancier interior, including wall-to-wall carpeting.

Ride is big-wagon variety, too. Quiet, smooth, stable. But handling is definitely compact. Deft and agile. Makes parking almost fun.

With the second seat down, Falcon gives you 85.2 cu. ft. of cargo space and a loadspace that's over 7 feet long. The optional 2-way Magic Doorgate adds big-wagon convenience. So do SelectShift Cruise-O-Matic transmission,

power steering and power front disc brakes. For extra zip, there's a new 302-cu. in. V-8.

Make '69 your year for a compact Falcon Wagon. It's a beautiful way to fight inflation!

A. Falcon Futura Wagon—Combines brawn with economy and beauty. Bright body moldings, bright window frames are standard. With the second seat down, provides 85.2 cu. ft. of cargo area.

B. Optional 2-Way Magic Doorgate—Opens like a door for people, like a tailgate for cargo.

C. Falcon Futura Interior—Surprisingly roomy and comfortable for a compact. Seats six adults with ease. All-vinyl trim and thick nylon loop-pile carpeting are standard.

Standard Equipment Features

Ford LTD Country Squires, Country Sedans, Custom 500 Ranch Wagons, Ranch Wagon

Power Team—240-cu. in. Six (302-cu. in. V-8 in LTD Country Squire) and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 15 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Color-keyed carpeting. Foam-padded seats. Courtesy lighting. Cigarette lighter, ash trays. Heater-defroster. 3-way Magic Doorgate. Lockable under-floor rear stowage compartment. Twice-a-Year Maintenance features. All the Ford Motor Company Lifeguard Design Safety Features listed below.

Torino Squire, Fairlane 500 & Fairlane Wagons

Power Team—250-cu. in., 4.1 Litre six-cylinder engine and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 15 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Foam-padded seats. Courtesy lighting. Cigarette lighter, ash trays. Heater-defroster. Ford's Magic Doorgate. Under-floor rear stowage compartment (lockable on Torino Squire and Fairlane 500 Wagon). Twice-a-Year Maintenance. All the Ford Motor Company Lifeguard Design Safety Features.

Falcon Futura & Falcon Wagons

Power Team—200-cu. in. Six and Synchro-Smooth transmission (fully synchronized 3-speed manual). Choice of 15 Super Diamond Lustre Enamel exterior colors. All-vinyl interior trims. Foam-padded seat cushions. Courtesy lighting. Heater-defroster. Twice-a-Year Maintenance features. All the Ford Motor Company Lifeguard Design Safety Features.

Standard Ford Motor Company Lifeguard Design Safety Features

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 thousands of people at Ford Motor Company—driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard Design Safety Features listed here.

Lifeguard Design Safety Features help reduce the likelihood of injury in case of an 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.

Every 1969 Ford, Torino/Fairlane, and Falcon Wagon includes: Dual Hydraulic Brake System with warning light □ Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars □ Energy-absorbing steering column and steering wheel □ Energy-absorbing armrests and



safety-designed door handles □ Front and rear lap belts with front outboard retractors □ Turn indicators with lane-changing signal feature □ Inside day/night, yield away rearview mirror □ Energy-absorbing instrument panel with padding □ Padded sun visors □ Two speed or variable speed windshield wipers □ Windshield washers □ Double-thick laminate safety glass windshield □ Double-yoke safety door latches and safety hinges □ 4-way emergency flasher □ Back-up lights □ Side marker lights or reflectors □ Energy-absorbing front seat back tops with padding □ Self-locking folding front seat backs □ Shoulder belts for outboard front seat passengers □ Safety-designed coat hooks □ Safety-designed window regulator knobs □ Safety-designed radio control knobs and push buttons □ Outside rearview mirror, driver's side □ Safety rim wheels and load-rated tires □ Corrosion-resistant brake lines □ Uniform transmission shift quadrant □ Safety design front end structure.

Wagon Dimensions

	FORD	TORINO/ FAIRLANE	FALCON
Overall Length	216.9" 219.0" (Squire)	203.9"	198.7"
Wheelbase	121"	113"	113"
Width	79.8"	74.8"	73.2"
Height	56.8"	56.1"	56.1"
Cargo Length (tailgate up)	92.4"	89.0"	89.0"
Cargo Length (tailgate down)	113.8"	109.5"	109.5"
Cargo Width WIDEST POINT	62.4"	59.1"	59.1"
BETWEEN WHEEL-HOUSINGS	48.7"	42.6"	42.6"
Rear Opening Height x Width	29"x50.1"	29"x49.1"	29"x49.1"
Cargo Volume (cubic feet)	96.2"	85.2"	85.2"

Curb Weight (Approx. lb.)

FORD: Ranch Wagon 4208; Custom 500 Ranch Wagon 4221; Country Sedan 4206; Country Squire 4256.

TORINO/FAIRLANE: Fairlane Wagon 3529; Fairlane 500 Wagon 3431; Torino Squire 3279.

FALCON: Falcon Wagon 3254; Futura Wagon 3260.

Power Teams

Cu. In.	Carb.	Six or V-8	HP	Engines		
				FORD	TORINO/ FAIRLANE	FALCON
200	1V	6	115			S
240	1V	6	150	S*		
250 (4.1 litre)	1V	6	135		S	
302	2V	V-8	210†	○*	○	○
351	2V	V-8	240		○	
351	4V	V-8	280		○	
390	2V	V-8	265	○		
390	4V	V-8	315		○	
429	2V	V-8	320	○		
429	4V	V-8	360	○		

S—Standard ○—Optional †220 hp in Falcon *302-cu. in. V-8 standard in Ford Country Squire

Transmissions

Standard: Fully synchronized 3-speed manual transmission (except Ford Wagons with either 429-cu. in. V-8).

Optional: SelectShift Cruise-O-Matic available all models. Required with 429-cu. in. engines.

Engine Features

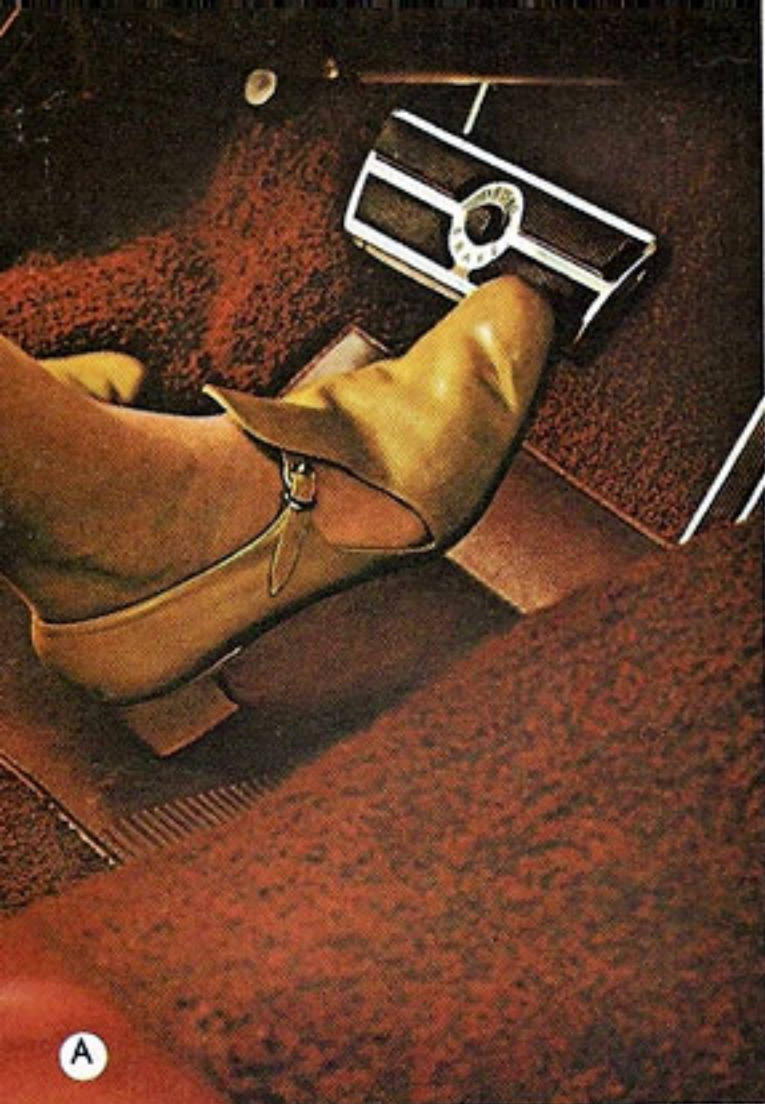
6000-mile (or 6-month) full-flow oil filter; hydraulic valve lifters; dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; weatherproof ignition with constant-resistance wiring; air-cooled breaker points; positive engagement starter.

Twice-a-Year Maintenance Features

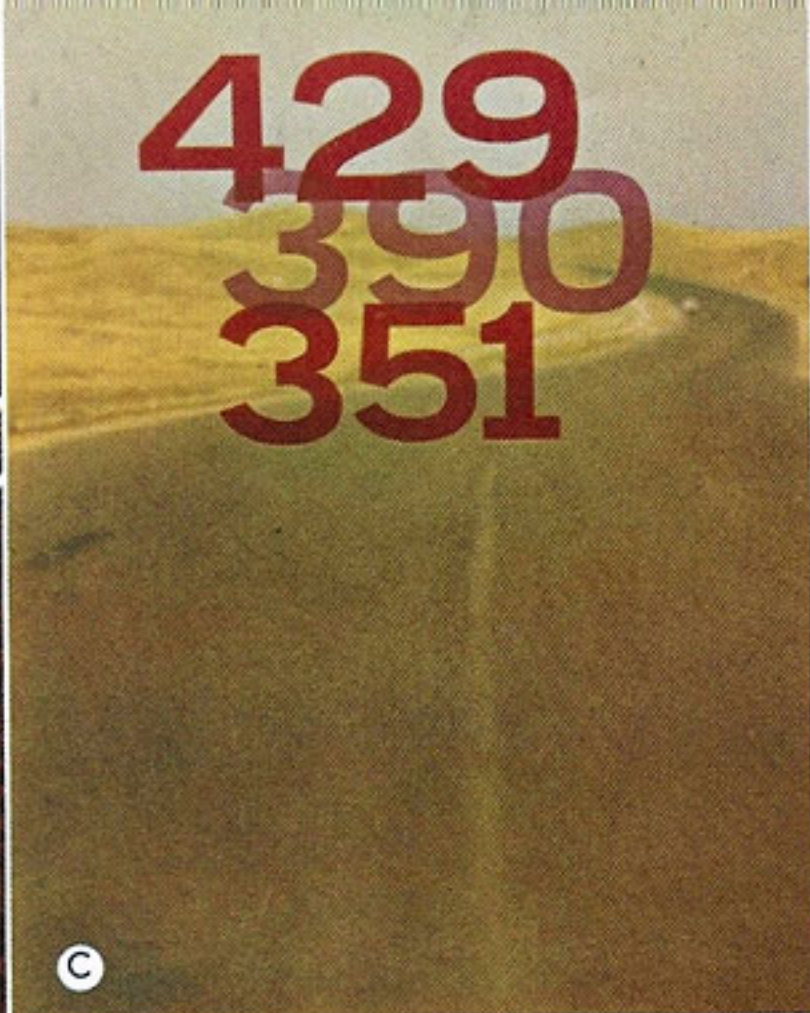
'69 Fords, Torinos, Fairlanes and Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '69 service-savers include 24,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and galvanized major underbody parts. Ford Wagons need so little service, it's wise to see they get the best—at your Ford Dealer's.

NOTE: Your new 1969 Ford Wagons come equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.



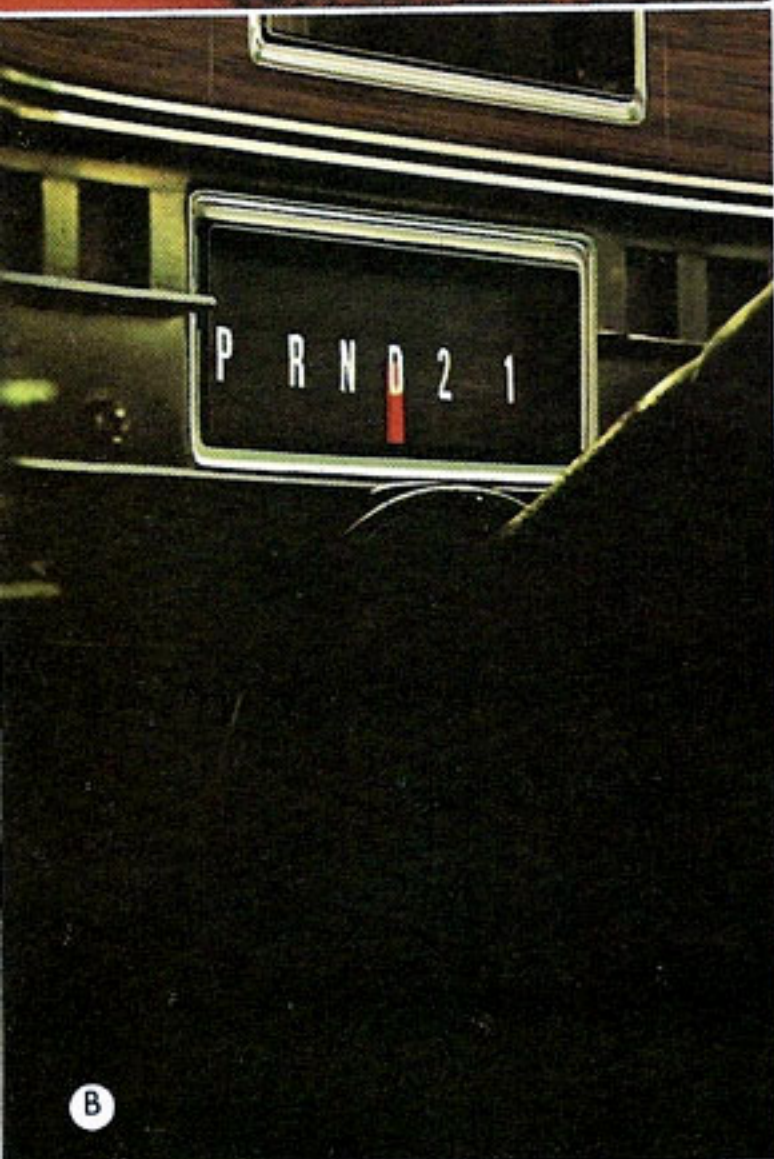
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F

Tailor your wagon to your needs with Ford's better idea options

Add more fun to your recreation and vacation driving by equipping your wagon specially for outdoor living. In addition to "better idea" options illustrated above, you'll want to consider many more. These include a *limited-slip differential* for easier going in rough terrain. *Automatic Ride Control* system to keep car level, regardless of load. A *Speed Control* system for more convenient, restful freeway driving. *Intermittent windshield wipers* that can

be adjusted to pause from 2 to 10 seconds between strokes—ideal during light rains. *Power steering* for easier parking, less effort. *Rim-Blow Steering Wheel*, built-in circular switch lets you sound horn anywhere on the wheel. (Optional on all Ford, Torino and Fairlane Wagons.) *Wagon load floor carpeting* for added luxury and good looks. *Tinted glass* to shield out hot sun, make driving cooler. *Power tailgate window* that you control with fingertip ease, from the driver's seat. (Standard on Country Squire and Ford wagons with dual-facing rear seats.) And more. Your Ford Dealer will be glad to help you equip

your wagon to suit your kind of outdoor fun.

A. Power Front Disc Brakes. Less affected by moisture and dust. More resistant to fade.

B. SelectShift Cruise-O-Matic, the two-way transmission. Fully automatic, or manual shifting.

C. Engines to fit your needs, up to 429 cubic inches and 360 hp. Ten engines available in Ford wagons in '69. (See chart page 9.)

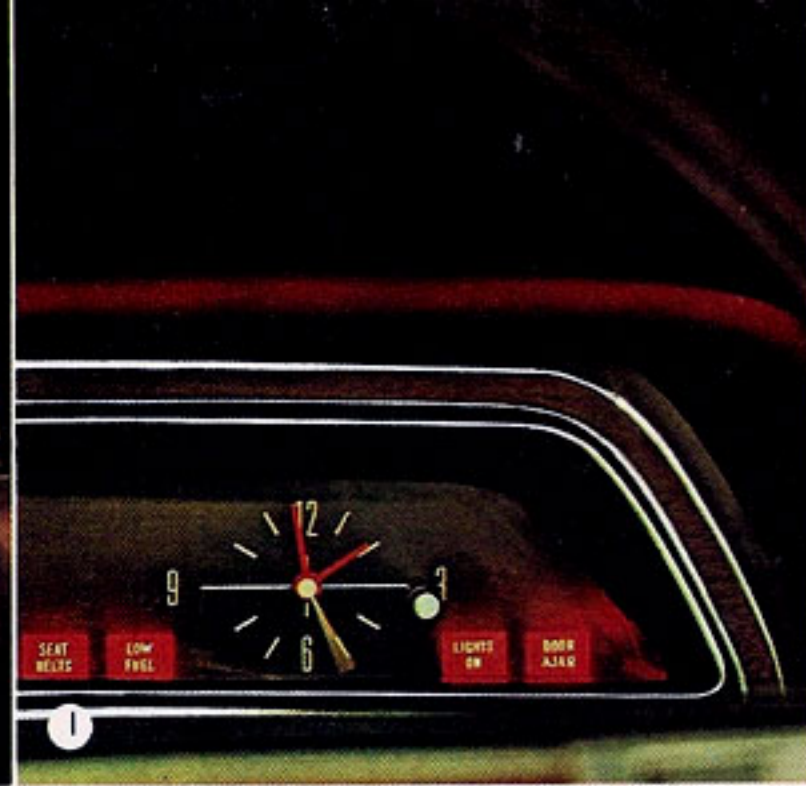
D. Adjustable Deluxe Luggage Rack with integral air deflector. Helps keep rear window clean.

E. Tires in a variety of load capacities available to match your wagon to driving conditions.

F. SelectAire Conditioner. Stay comfortable all year. Unit helps filter out dust, wring out humidity. Cools in summer, warms in winter.



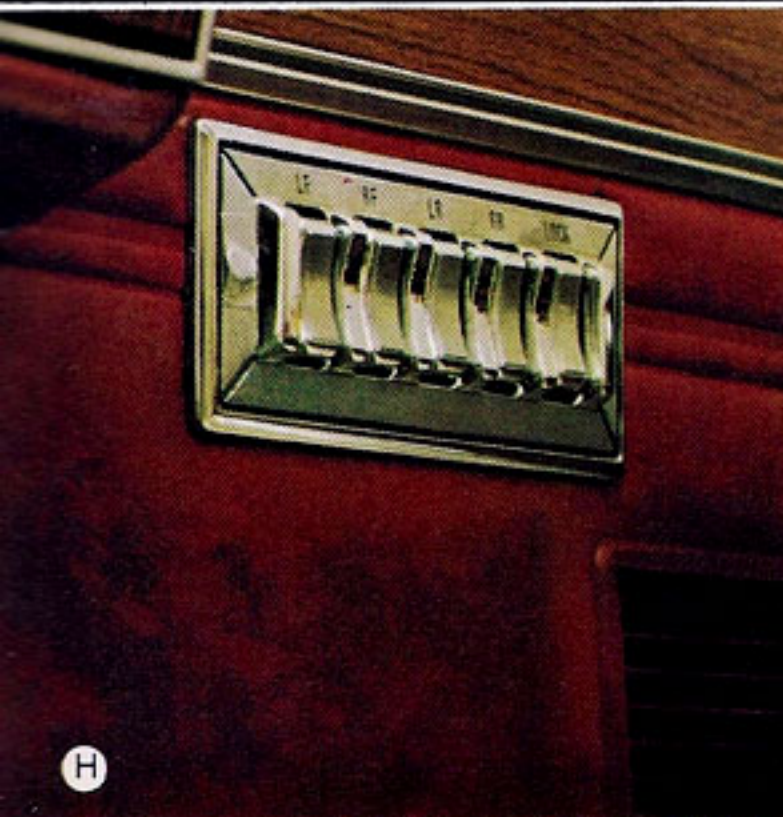
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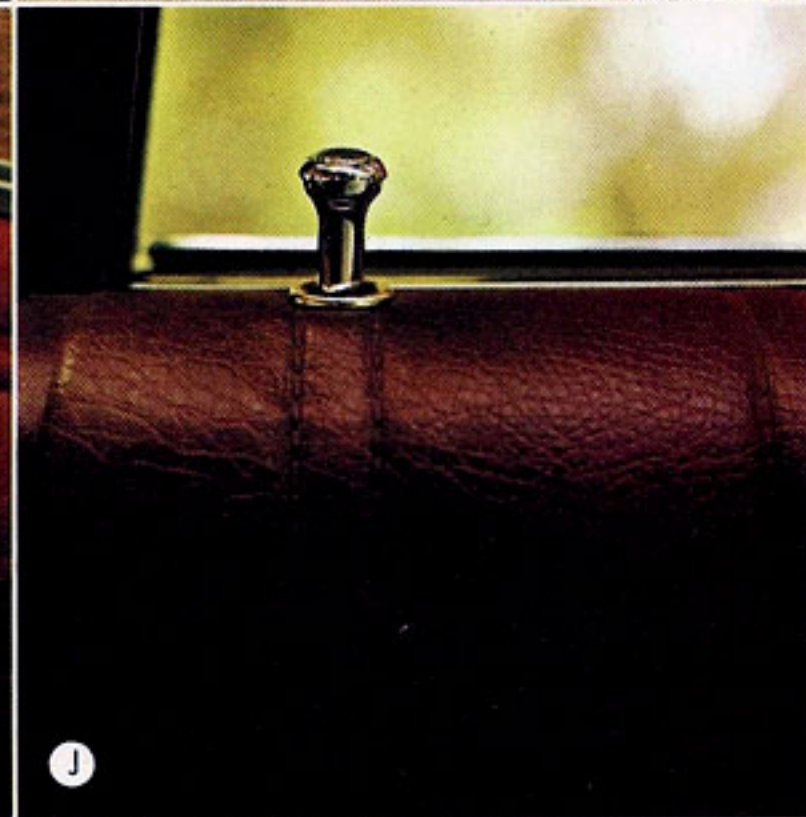
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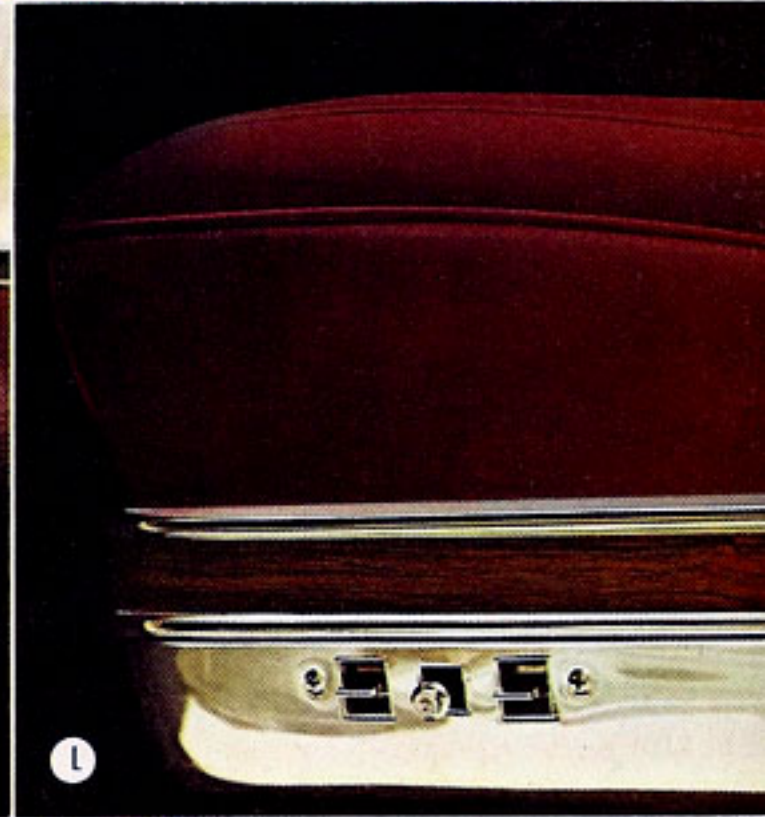
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G. Remote-Control Outside Mirror. Extra convenience. Control rearview mirror from inside the car.

H. Power Windows—Raise and lower windows at a touch of a finger. Controls at each window; master control next to driver.

I. Convenience Group shows driver if door is ajar, if fuel is low, and if headlamps are on. Also reminds driver to buckle seat belts.

J. Power Door Locks—Lock all doors automatically from the driver's seat. A single switch does it.

K. AM/FM Stereo Radio with five push buttons lets you preselect 5 AM and 5 FM stations.

L. Power Front Seat Control is especially convenient when there are several drivers in one family. Adjusts seat up, down, forward, back, and tilts.

M. Trailer Towing. Have your wagon equipped with the Ford Trailer Towing Package, if you plan to trailer, like the LTD Country Squire illustrated above. A trailer used as your living quarters, or to haul your boat, is an excellent way to enjoy the great outdoors. Your Ford Dealer will be glad to help you add Ford-engineered components recommended for matching load and road conditions.

The Ford Trailer Towing Package includes a heavy-duty suspension, power front disc brakes, and an extra cooling package, including radiator, fan and pulley combinations designed to meet heavy load conditions. For

larger trailers, a load-equalizing frame-attached hitch is recommended. A larger engine, teamed with Ford's SelectShift Cruise-O-Matic, will help flatten hilly driving. With SelectShift, you can drive automatically or manually for downhill braking or to start up with a heavy load in tow.

For more trailer towing information, ask your Ford Dealer for a copy of "1969 Ford Cars & Trucks for Recreation."

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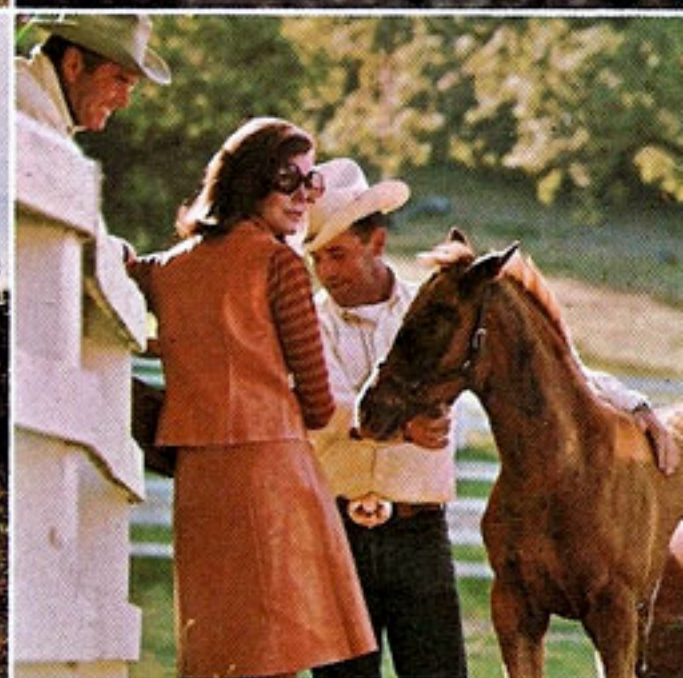
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Ford Fun Finders

Ford offers you 17 wagon sizes, models and styles to choose from. It's your most versatile selection, and a big reason why more people buy Ford wagons than any other make. Wagon with a winner this year . . . a new '69 Ford, from the Wagonmaster!

A. LTD Country Squire, featuring quiet ride, hidden headlamps, woodlike body side panels, plush interiors, 3-way Magic Doorgate, 302-cu. in. V-8 engine—all standard.

B. Ford Club Wagons, available in three trim levels, a choice of two lengths and 5, 8 and 12 passenger, or 9 passenger with table. They have a reputation for being able to get to where the fun is.

C. Ford F-250 Pickup Camper Special, with extra-cooling radiator, 70-amp. battery, dual Western-type mirrors, dual horns, and other components to help make it ready for outdoor fun.

D. Luxurious Torino Squire, equally at home at the country club or your favorite lake—and everywhere that's luxurious and enjoyable in between.

E. Bronco Wagons, the ideal backwoods, go-anywhere vehicles. Thrifty Six or powerful V-8. For full details, ask your Ford Dealer for catalogs on Bronco, Club Wagons and a copy of "1969 Ford Cars and Trucks for Recreation."

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It's the going thing!