



We have a dog, a cat, a rabbit and a '67 Ford.  
 My Father always buys Fords because they never  
 give him any trouble. Our new Ford has a light  
 that tells you when a door's not shut...  
 a stereo tape player...automatic speed control...  
 and one thing my Father doesn't know about.

(A frog I'm keeping in the glove compartment.)



2-Door Hardtop LTD by Ford

**Test-drive a solid, substantial '67 Ford.** Discover all the better ideas Ford offers you in luxury and convenience. Choose SelectShift Cruise-O-Matic, a transmission that shifts both automatically and manually. A Convenience/Control Panel

that warns you if fuel is low, door is ajar, and locks all doors automatically. Stereo-Sonic Tape System. Power disc front brakes, plus much more. The '67 Ford is the strongest, quietest, best-built Ford in history. Always keep your valuables in a strong box.

You're ahead in a Ford



Did you hear about the traveling salesman and his '63 Ford?



He rolled up 90,000 miles of selling.  
And ended up sold — on Fords.  
He just came back for a '67. It's a trend.  
Ford owners are buying Fords again  
in record-breaking numbers. That's because  
their Fords stayed strong, quiet and out of  
trouble. The '67 Ford is the strongest,  
quietest yet. And it's full of new ideas, like  
an option that locks all doors automati-  
cally when you reach 8 mph. Come meet  
our best salesman: a '67 Ford.

STRONG CARS MAKE STRONG FRIENDS



New ideas from Ford for '67: ☐ All Ford automatic transmissions are now SelectShift, can be used automatically or manually, according to the driving situation. ☐ Front power disc brakes available on all models. Run cooler.

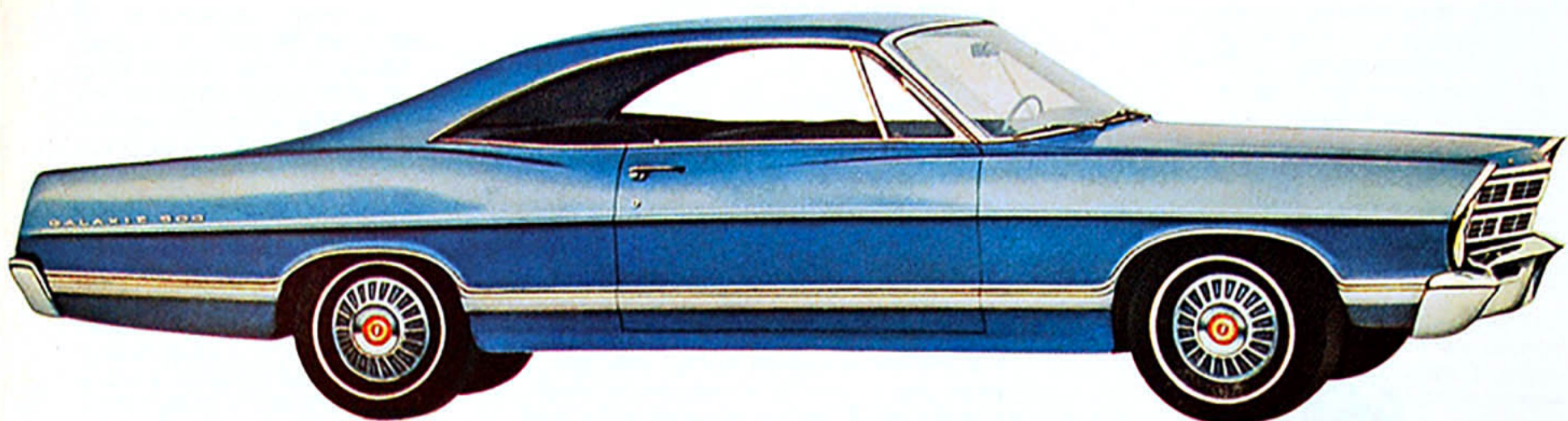
Resist fading. ☐ Convenience control panel option has lights to warn when fuel's low, door's ajar. One switch locks all doors. ☐ Stereo Tape/Radio system comes as an integrated unit, smartly styled into instrument panel. ☐ Magic

Doorgate for wagons (standard) swings out like a door for people, down like a tailgate for cargo. ☐ Ford Motor Company Lifeguard-Design safety features are standard on all 1967 Fords.



YOU'RE AHEAD IN A FORD

FORD



We'd do anything to prove our beautiful '67 Ford is strong. After two bone-jarring championship leaps on Lake Placid's Olympic Ski Jump, this brand-new Ford was still new-Ford quiet. That's strong!

That's our 1967 Ford. Quieter because it's stronger... stronger because it's better built.

You're ahead in a  
**FORD**



Note: Our "ski-jump" Ford came from a dealer showroom floor, equipped with normal snow tires, standard shocks and suspension. Only addition: a skidplate underneath the car to further protect the oil pan.



# A Ford by any other name would cost a lot more!

Believe me! My last car had a luxury name, and unfortunately, a luxury price. This year I was wiser. I got a Ford Galaxie 500. Stronger and quieter than ever. And I didn't have to sacrifice one ounce of luxury: my new Ford gives me a big 428 cu. in. V-8, SelectShift that works as an automatic and as a manual, plus every other elegant option in the book. All for a lot less than I ever spent! Interested? Ford Galaxie 500—that's the name to remember!

Ford Galaxie 500 2-Door Hardtop



Quieter because it's stronger...stronger because it's better built. **FORD**



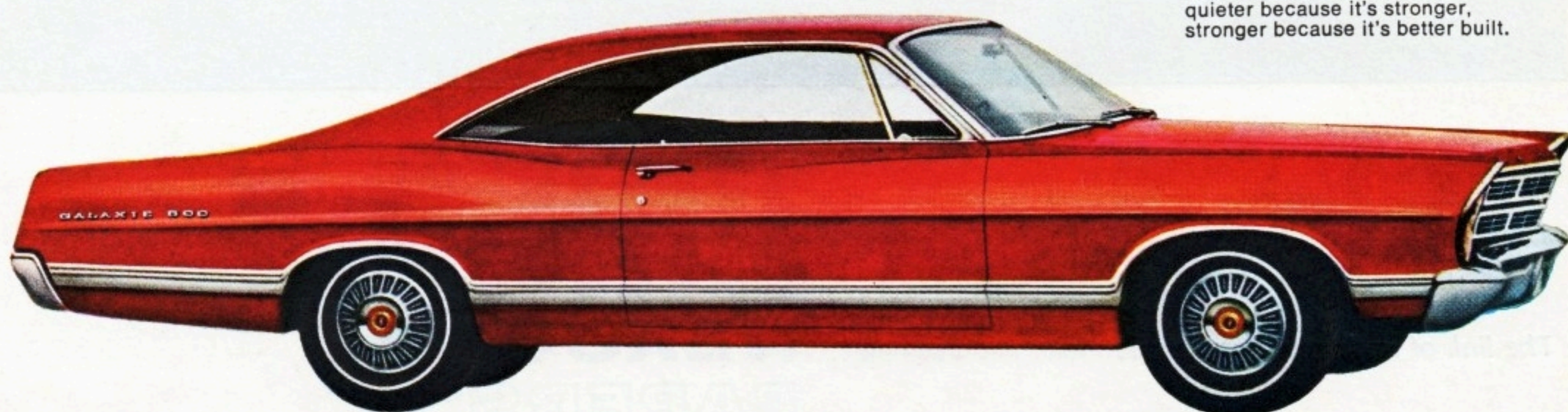
Note: Our "steeplechase" Ford came from a dealer showroom floor, with standard suspension and tires, and heavy-duty shocks (available as optional equipment). Only addition: a skidplate underneath the car to further protect the oil pan.

Ford puts you ahead with strength that stands up to the toughest kind of tests. The strongest, quietest Ford we've ever built still rode new-Ford quiet after a pell-mell chase over eight punishing steeplechase jumps. That's strong.

The "almost perfect" Ford Custom scored 29 out of a possible 30 points in acceleration, braking and fuel economy in the Union/Pure Oil Performance Trials—an all-time record.

**FORD**

You're ahead in a Ford . . .  
quieter because it's stronger,  
stronger because it's better built.



## Introducing The White Hots!

They glitter, they gleam, they're the fabulous collection of White Hot '67 Fords now at your Ford dealers. Specially built, equipped, and priced to move—fast! White Hot Ford Galaxie 500 2-door hardtops, with all these extras at no extra cost: special wheel covers, whitewalls, accent stripes, plus your choice of 6 two-tone paint jobs. White Hot Ford Custom 500 sedans, 2- or 4-door, white or blue, with extras like special trim, whitewalls, XL wheel covers. Come see them all today! (Comparison shoppers welcome.)



## Ford Dealers' 4th Annual White Sale.



***I chose a sporty new XL Hardtop by Ford  
like I make a business decision: with cold facts.  
Cold fact 1—Ford has one of the world's  
quietest rides. That shows it's solidly built.  
Cold fact 2—Ford has better ideas, like a  
SelectShift transmission that you can use  
as an automatic or a manual.  
Cold fact 3—My wife likes Ford's looks.***



**XL**  
**by Ford**

And who'd argue with that? Certainly no one who's seen the new Ford XL. Bristling 289 cu. in. V-8 is standard. So are the foam-padded Thunderbird bucket seats and new

SelectShift transmission that shifts automatically when you want it, and manually when you need it on ice or snow or on twisting mountain roads. And, of course, every '67

Ford is equipped with Ford Motor Company Lifeguard-Design Safety Features. Plus the rock-solid durability that is winning new Ford boosters in record-breaking numbers.



**Quieter because it's stronger...stronger because it's better built.**

**You're ahead in a  
FORD**



1967 Ford Galaxie 500/XL Hardtop

# 47 new models from Ford for '67!

**18 new Fords.** Quieter because they're stronger, stronger because they're better built. New performance with engines that range up to a 428-cu. in. V-8. New features like a SelectShift automatic transmission—you can also shift like a manual. New options like stereo tape . . . individually adjustable split front seats . . . Convenience Control Panel with automatic door locks, and more. **3 new Mustangs**—bred first . . . to be first. With a racy new body for '67. Choice of hardtop, convertible or fastback. New options like a Tilt-Away steering wheel, stereo tape system, and front power disc brakes. Plus all the standard features that made Mustang a classic. **3 new Thunderbirds** including an elegant new two-door and a historic first four-door. For '67, Thunderbird offers concealed headlights, Comfort-Stream ventilation and a Tilt-Away steering wheel that can be adjusted to nine different driving positions. **13 new Fairlanes**—lean, trim beauties with big car room, sporty performance. **10 new Falcons**—so luxurious, you could call it "A Short Limousine." And, every 1967 from Ford has Ford Motor Company Lifeguard-Design safety features as standard equipment. Ride Ford's new wave for '67 . . . at your Ford Dealer's now.

You're ahead in a  
**FORD**

MUSTANG • FALCON • FAIRLANE  
FORD • THUNDERBIRD



1967 Mustang Fastback 2+2



1967 Thunderbird Two-Door Hardtop