

QUIET. STRONG.
BEAUTIFUL.

A GREAT
ROAD CAR.

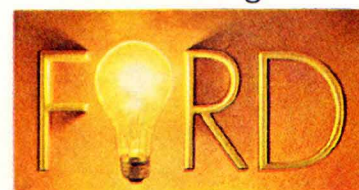
'68 FORD.


How do you build a great road car? You start with a good car and keep making it better. In 1965 Ford built a good car—an LTD so good it rode quieter than a Rolls-Royce. In 1966 a Ford showed itself quieter than many of Europe's most expensive cars. And in 1967 a Ford was strong enough to hurtle eight punishing steeplechase jumps...and stay quiet. They were good Fords. Good and quiet. Good and strong. Today's Ford? It's just a little better than last year's. That's what makes it great.



FACTS ABOUT THE '68 FORD LTD: Most luxurious of the 21 new Fords for '68. 3 models available, 4-door sedan, 4-door hardtop, and 2-door hardtop. Better ideas include the new 302-cu. in. V-8, disappearing headlamps, wood-like paneling on doors and instrument panel, all standard. Options like improved SelectShift transmission (3 forward speeds, works both manually and automatically). V-8's up to 428-cu. in., including a 390-cu. in. V-8 that runs on regular gas. Power front disc brakes as the regular brake option. All push-button AM/FM Stereo Radio. SelectAire Conditioner. More.

See the light!



 ...has a better idea.