

BEST IDEA YET IN PICKUP LUXURY! ALL-NEW RANCHERO BY FORD



Imagine! A pickup that generates all the vibrant excitement of the raciest sports cars. All the performance. All the luxury. That's Ford's all-new Ranchero—longer, lower, livelier for '68! Inside you can have luxury without limit: color-coordinated styling, all-vinyl seat trim, bucket seats, full carpeting, AM/FM stereo radio, SelectAire conditioning. And for spirited going, Ranchero offers Six or V-8 power up to 325 horses. 3- or 4-speed manual transmission or SelectShift Cruise-O-Matic for both manual or automatic operation. Three new models, including a pulse-pounding GT. Ranchero—Ford's bright new idea in pickups. Watch it turn you on!



Ford ...has a better idea!