

Quiet plus.

# Ford '72

...gives you better ideas



## FORD '72. A whole new age of quiet.

Take a Quiet Break the quietest way. In the 1972 Ford. And this year, Ford quiet includes more of everything you've always wanted.

Luxury that's a tribute to your taste. Distinctive styling with an impressive new grille, sculptured hood, classic new fender lines.

Beneath the beauty . . . design integrity. With lasting roadability born of strength and quality. Like side doors with sturdy steel Guard Rails for greater security.

Each new Ford comes with these luxuries standard: a spirited 351-cubic-inch 2V V-8, SelectShift Cruise-O-Matic transmission, power steering, power ventilation, and a Big Front Room nobody else offers. LTD Broughams and LTD's also include power front disc brakes.

You can appreciate these better ideas in any of 19 new versions: three LTD Broughams, four LTD's, three Galaxie 500's, a Custom 500, a Ford Custom and seven great Wagons from the Wagonmaster. Each offers a smooth, quiet ride, easy handling, with comfort and luxury unique in Ford's class.

### LTD Brougham. Quiet...with elegance plus.

#### 2-Door Hardtop

The elegant Hardtop here shows why LTD Brougham is often mistaken for a more expensive car. It's big and sleek. With clean, formal lines. Tasteful chrome embellishment.

New bumpers, hood and fender moldings smartly set off the bold new grille. Color-keyed fender markers are body-flush. Wheel covers are standard. And there are better idea options once offered on only the most expensive cars: power trunk lid release, vinyl roof, power-operated Sunroof, deluxe wheel covers, white sidewalls, and more.

Three beautiful Brougham models invite your inspection this year. The 2-Door Hardtop here . . . a 4-Door Hardtop and a 4-Door Pillared Hardtop (pages 6 and 7). Each one delivers luxurious quiet . . . plus.

Inside all Broughams you'll find more elegance. Turn the page and see.



LTD Brougham 2-Door Hardtop with smart new vinyl roof and deluxe wheel covers

## LTD Brougham. Inside quiet ...infinite comfort.

An infinitely luxurious Brougham interior surrounds you with better ideas in comfort.

Like roominess to relax and stretch out, thanks to the spacious Ford Front Room with unique swept-away instrument panel.

Gauges and controls are easy to see, easy to reach. They're clustered in a curved cockpit arrangement before the driver. An electric clock and woodtone appliques are included.

Nice touches, we think.

And there are helpful lights where you want them. In the glove compartment. Luggage compartment. As front and rear doors open.

Even in the ash tray.

In front, the deep-cushioned High Back bench seat has a wide, plush center armrest. The optional split bench version, individually adjustable, gives you a dual center armrest and the reclining passenger seat. A blessing on long trips. Available are 6-Way Power Seats—driver only or full-width—for more convenience.

Besides the look of luxury, there's a new touch and feel of luxury. Lustrous new cloth and vinyl fabrics, soft and supple, come in black, dark red, medium blue, medium green, gray gold or tobacco. Thick cut-pile carpeting, in the same decorator colors, adds elegance to the floor.

There are peace of mind comforts, too. Sturdy, side-door Guard Rails designed for greater passenger security. Uni-Lock Harness to keep you snug. And a host of other standard Ford Motor Company Lifeguard Design Safety Features. See the list on page 20.

You can add more luxuries on your own, of course. SelectAire Conditioner with Automatic Temperature Control. Power door locks.

Power side windows. AM/FM Stereo Radio that makes you think the musicians are in the car. Stereosonic Tape System, which makes you your own entertainment director. You'll find other better idea options on pages 18 and 19.

Take a comfortable Quiet Break soon in the LTD Brougham.



Spacious LTD Brougham. High Back bench seat with luxurious, Dark Red nylon cloth and vinyl fabric

# LTD Brougham. With quiet, impressive luxury.

## 4-Door Hardtop & 4-Door Pillared Hardtop

Whisper-quiet Brougham is so beautifully styled, you'll park it in the drive rather than hide it in the garage. Another reason for such display could be the new luxury of your window to the sky . . . a push-button Sunroof, shown on the 4-Door Hardtop with optional vinyl roof. You can order the Sunroof with any Ford on which vinyl roof is an option—even on Ford Wagons!

Four-door convenience you may choose comes in two tasteful new versions: a 4-Door Hardtop . . . and a 4-Door Pillared Hardtop. Both feature the stately long hood, trim rear deck proportion. With smart touches like curved, ventless side glass. Bright rocker panel, wheel lip, window and drip moldings.

New taillamps with a center, reflective applique between protective bumper guards.

Enticing interiors, with sumptuous appointments, give you Power Ventilation, standard. Daisy-fresh air even with all windows up. And traffic noise sealed off—outside. You can even hear yourself think as you sink back into luxuriously padded High Back Flight Bench seats.

Beneath that luxury, a durable S-frame is computer-tuned to place body mounts precisely for the best combination of strength and riding comfort. Integral torque boxes absorb more vibration. The finest insulation materials—like ½-inch-thick fiberglass between headlining and roof, butyl rubber bushings and mounts, and more—are used throughout to absorb noise. New sound insulation materials are being continually tested by Ford engineers.

Attractive standards include Power Front Disc Brakes for straight-line stops, SelectShift Cruise-O-Matic transmission, Power Steering and the spirited 351-cu. in. 2V V-8. Other V-8's up to a 429-cubic-inch 4-barrel are available. You can add front cornering lights to brighten dark corners. And dress-up items like deluxe wheel covers, single-band whitewalls, and more.

However you equip LTD Brougham, you'll enjoy superb luxury with quiet riding comfort most higher-priced cars envy.



(A) LTD Brougham 4-Door Hardtop with vinyl roof, power-operated Sunroof, and deluxe wheel covers



(B) LTD Brougham 4-Door Pillared Hardtop with vinyl roof and standard full wheel covers



(C) Power Ventilation freshens air even with windows closed



(D) Power Front Disc Brakes . . . straighter, surer stopping



(E) Uni-Lock Harness



(F) Protective Steel Guard Rails

(A) LTD Brougham 4-Door Hardtop with optional vinyl roof and power-operated Sunroof. Rich-looking vinyl in a Levant grain texture, comes in Dark Blue, Black, White, Dark Green or Brown. Power-operated Sunroof opens wide to let in the sun, stars and air. Closes flush to seal out weather and noise.

(B) LTD Brougham 4-Door Pillared Hardtop, showing new rear deck, bumper guards and taillamp styling. Gives you the open look and feel of a hardtop with strong, thin center pillars.

(C) Power Ventilation draws fresh air in at high level, expels stale air at door edges.

(D) Power Front Disc Brakes, the concept that stops those big jet planes, designed for straighter, surer stops even in a downpour. They are standard on Broughams, LTD's and Country Squire Wagons.

(E) Uni-Lock Harness lets you conveniently fasten lap and shoulder belts with a single buckle.

(F) Protective Steel Guard Rails in side doors are designed to give you and your passengers greater security.

**LTD Brougham Standard Features:** 351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  Power Steering  Power Front Disc Brakes  Full Wheel Covers  LTD Brougham Ornamentation  Rocker Panel, Wheel Lip, Window and Drip Rail Moldings  Bumper Guards (Rear)  Choice of 15 Super Diamond Lustre Enamel Colors  Color-Keyed Headlining and Sun Visors  Unique Brougham Seat and Door Trim  Woodtone Appliques on Doors, Instrument Panel  Electric Clock  High Back Flight Bench Seats with Center Armrest  Color-Keyed Cut-Pile Carpeting  Lights in Glove and Luggage Compartments, Ash Tray, Front Door Courtesy Lights  Rear Door Courtesy Light Switches  Power Ventilation  Dual Armrests—Front and Rear  Side-Door Steel Guard Rails  Engine Exhaust and Fuel Evaporative Emission Control Systems  Ventless Door Glass  Heater-Defroster  Reversible Keys, "Keyless" Locking  Twice-A-Year Maintenance Features  Bright Seat Side Shields  Locking Steering Column  Ignition Key Reminder Buzzer  Black Sidewall Tires  Uni-Lock Harness  Plus all the other Ford Motor Company Lifeguard Design Safety Features.

**Basic Dimensions/Capacities:** Wheelbase 121"; Overall Length 218.4"; Overall Height 53" (53.8" on 4-Door Hardtop); Overall Width 79.2"; Front Tread 63.3"; Rear Tread 64.3"; Luggage Volume 18.2 cu. ft.; Fuel 22.5 gal.; Oil Capacity 5 quarts; Tire Size F78 x 15; 351-cu. in. V-8, 4.00" bore x 3.50" stroke, regular fuel, 2-barrel carburetor. Approximate Curb Weights (lb.): 2-Door Hardtop 4157, 4-Door Hardtop 4212, 4-Door Pillared Hardtop 4219.

## LTD. New blend of quiet with grand style.

### 2-Door Hardtop & 4-Door Hardtop

Enjoy the great life, LTD-style. For the new LTD's are ultraquiet, more luxurious than ever. And you can pick from these beautiful new editions: the elegant 2-Door and 4-Door Hardtops shown here. A 4-Door Pillared Hardtop, the Convertible, and LTD Country Squire illustrated on pages 10 and 11.

Each LTD, tastefully refined, retains the clean, honest styling that has made it the most wanted popular-priced luxury car in America. An impressive new grille. Long sculptured hood. And trim rear deck that cleverly disguises a spacious 18-cubic-foot trunk.

Bright chrome moldings dress up the drip rails, windows, wheel openings and grille. A new lower bodyside molding accents the sleek profile. New bumpers, with rear bumper guards and a reflective center applique, add a contemporary touch plus protection when parking. LTD ornamentation in the right places underscores your good taste.

Curved side windows are ventless for a smooth sweep of glass. Recessed door handles keep side contours uncluttered. Windshield wipers are concealed. Body-color side markers are flush with all fenders.

And LTD pampers you even more this year.

With better idea standards like the silk-smooth SelectShift Cruise-O-Matic transmission. The muscular 351-cu. in. 2V V-8, which performs on money-saving regular gas. Power Front Disc Brakes designed for more fade-resistant, straighter line stops. And Power Steering for easier cornering, almost effortless handling.

So LTD offers you the blend of luxury you've always wanted. Style. Quiet riding comfort. Quality. Plus the dependability that's built into every LTD. Every Ford, in fact, which makes it an outstanding value. One test drive will prove it. Arrange it soon, at your Ford Dealer's.



LTD 2-Door Hardtop with vinyl roof, deluxe wheel covers and bumper guards

LTD 4-Door Hardtop (background) with vinyl roof, bodyside protective molding and full wheel covers

# LTD. Beauty...plus built-in quiet.

## 4-Door Pillared Hardtop, Convertible, Country Squire

There's a lot of satisfaction in driving a car that prompts others to gaze in admiration. Beautifully crafted LTD certainly commands this kind of attention.

Imagine the second looks you'll get in this handsome 4-Door Pillared Hardtop. Or in the long, low sleek Convertible. Or in the incomparable Country Squire, leader of the Wagonmaster fleet. And impressive styling is just the beginning.

There's living-room comfort inside the spacious Ford Front Room. But home was never like this. Thick, foam-cushioned bench seats. Luxury cloth-and-vinyl, elegant yet durable, comes with all Hardtops. Supple vinyl trim, like that on quality handmade luggage, is standard on the Convertible and Squire. You tend to think of fine furniture somehow.

Best of all, the room. Lots of it for heads, shoulders, hips and legs. Enough for six 6-footers and then some. The carpeting is plush. Fine woodtone accents grace the doors and padded instrument panel. You get an electric clock and almost all the lights you'd ever want to turn on automatically. In the glove, luggage and cargo compartments. In the ash tray. As front doors open. And there are bright pedal pads, bright armrest bases. Luxury touches everywhere.

For more convenience, SelectShift and a 351-cu. in. 2V V-8 are included. So are Power Steering, Power Front Disc Brakes, Power Tailgate Window (Squire) and Power Ventilation. Constant fresh air, even with all windows closed.

Such luxuries aren't all. Built-in better ideas solidify the value. A rugged, computer-tuned S-frame has body mounts at points of least vibration. Torque boxes and a full-coil suspension absorb more vibration.

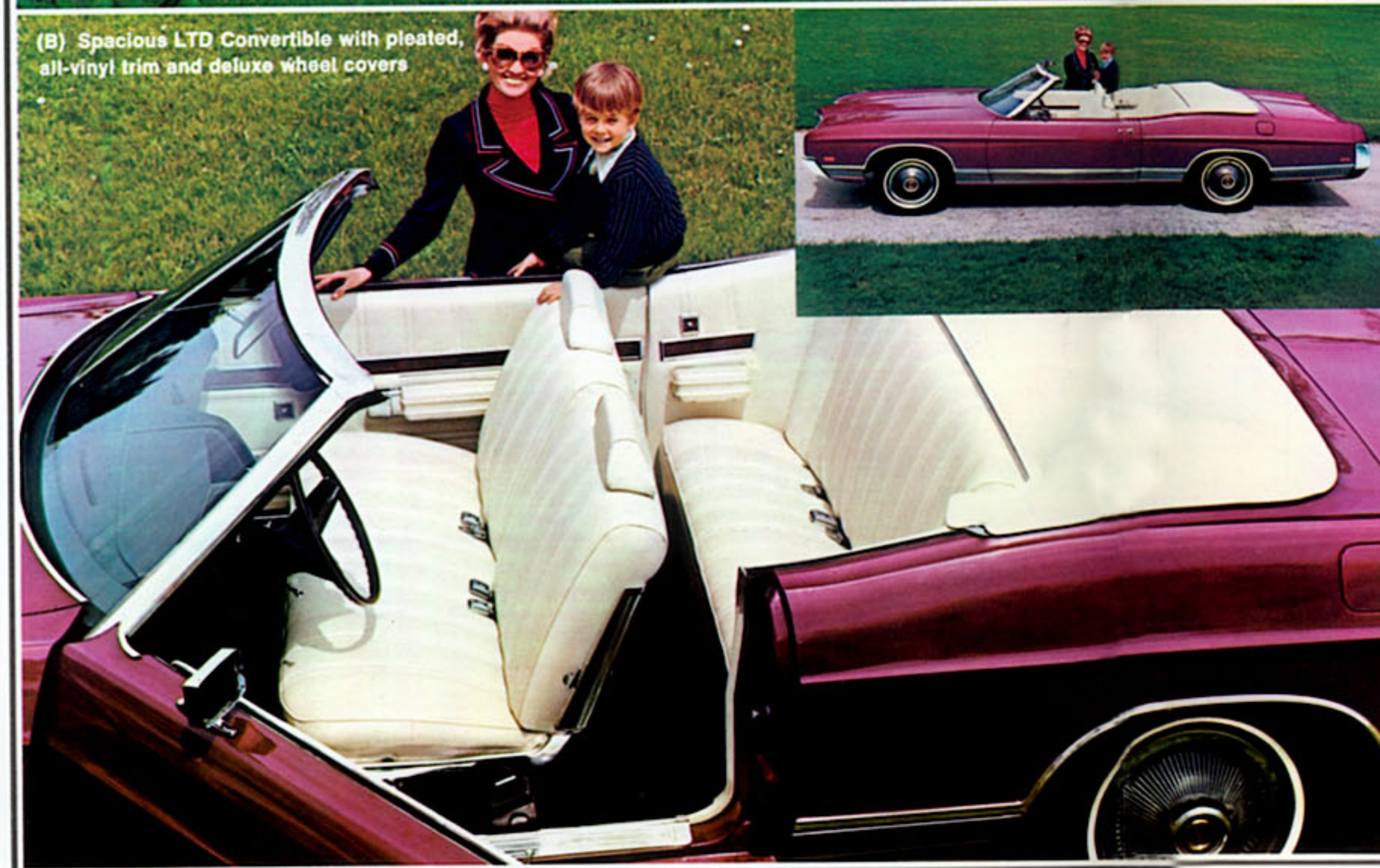
Engineering advances in *sound insulation* soak up what's left! A "forgiving" front wheel setup makes each road seem glassy-smooth.

LTD's wide track and long wheelbase give you easy handling and riding comfort once offered on only more expensive cars.

Beautiful LTD. With quiet built in to last. Test-drive this luxury value soon.



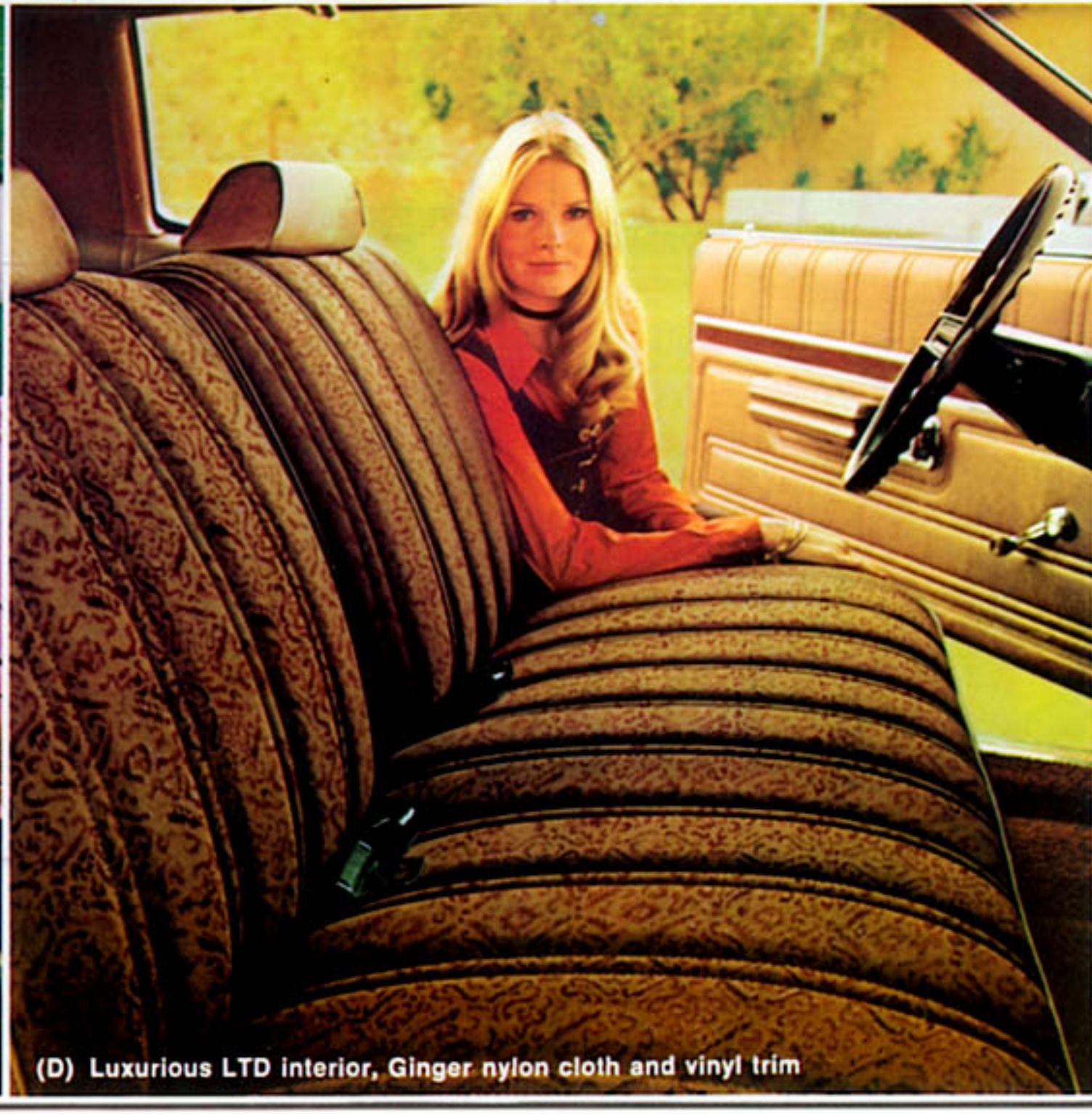
(A) LTD 4-Door Pillared Hardtop with vinyl roof and deluxe wheel covers



(B) Spacious LTD Convertible with pleated, all-vinyl trim and deluxe wheel covers



(C) LTD Country Squire has easy-loading 3-Way Magic Doorgate (shown with luggage rack and deluxe wheel covers)



(D) Luxurious LTD interior, Ginger nylon cloth and vinyl trim

(A) LTD 4-Door Pillared Hardtop, in Dark Green, offers the inviting open look of a hardtop with slender center pillars for sedan-style rigidity.

(B) LTD Convertible with power-operated top, standard. The 5-ply vinyl top, available in Black or White, features a stain-resistant tempered glass rear window that doesn't require unzipping when the top is down.

(C) LTD Country Squire, available in six-passenger or eight-passenger dual-facing rear seat models, features the easy-to-operate 3-Way Magic Doorgate. It opens as a door, window up or down, and folds down as a tailgate. Full wheel covers add an attractive touch. 1972 options include Squire Luxury Vinyl Trim, Vinyl Roof, Luggage Rack, Power-Operated Sunroof, Lockable Side Storage Compartment/Carpeted Cargo Area, Doorgate Washer/Wiper, Tailgate Power Door Lock, Power Door Locks (peace of mind with children plus protection against intruders), and more.

(D) Luxurious LTD interior features cloth-and-vinyl fabric with the rich look and feel of silk. Supple vinyl seat and door trim come with Convertible and Squire models.

**LTD Standard Features:** 351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  Power Steering  Power Front Disc Brakes  Chrome Hub Caps  LTD Ornamentation  Lower Bodyside, Wheel Lip, Window and Drip Rail Moldings  Bumper Guards (Rear)  Color-Keyed Headlining and Sun Visors  
 Luxury Cloth and Vinyl Seat and Door Trim (Hardtops), Vinyl Seat and Door Trim (Convertible, Squires)  
 Woodtone Accents on Doors, Instrument Panel  
 Electric Clock  Color-Keyed Carpeting  Lights in Glove, Luggage, Cargo Compartments, Ash Tray, Front Door Courtesy Lights  Power Ventilation  Bright Pedal Pads  Bright Armrest Bases  Side-Door Steel Guard Rails  Engine Exhaust and Fuel Evaporative Emission Control Systems  Ventless Door Glass  Heater-Defroster  Reversible Keys, "Keyless" Locking  Locking Steering Column  Ignition Key Reminder Buzzer  Uni-Lock Harness  Twice-A-Year Maintenance Features  Black Sidewall Tires  Plus all other Ford Motor Company Lifeguard Design Safety Features. Squire features also include Full Wheel Covers, Reflective Rear Woodgrain Paneling, Country Squire Ornamentation, and a Power Doorgate Window.

**Basic Dimensions/Capacities:** Wheelbase 121"; Overall Length 218.4" (Wagons 221.4"); Overall Height 53" (53.8" on 4-Door, 57" on Squire); Overall Width 79.2"; Front Tread 63.3"; Rear Tread 64.3"; Luggage Volume 18.2 cu. ft.; Cargo Volume 96.2 cu. ft.; Fuel 22.5 gal. (Hardtops, Convertible), 21.5 gal. (Squires); Oil Capacity 5 quarts; Tire Size F78 x 15, G78 x 15 (Convertible), H78 x 15 (Wagons); 351-cu. in. V-8, 4.00" bore x 3.50" stroke, regular fuel, 2-barrel carburetor. Approximate Curb Weights (lb.): 2-Door Hardtop 4127, 4-Door Hardtop 4188, 4-Door Pillared Hardtop 4187, Convertible 4261, Country Squire 4510.

## Ford Galaxie 500. LTD similarity is no coincidence. Galaxie value was planned that way.

### 2-Door Hardtop & 4-Door Hardtop

You'll see a lot of LTD in the Galaxie. Wonderful, we say. LTD has the hottest great looks going.

That's the story behind the distinctive new Galaxie. Handsome touches like a long, sculpted hood. Impressive new grille. Sleek profile. Trim rear deck.

Attractive chrome dresses up sedan door frames, wheel openings, rocker panels and the deck lid. There's an applique at the lower back panel, and new Galaxie ornamentation.

You'll recognize LTD lines in the tasteful 2- and 4-Door Hardtops shown here. A roomy 4-Door Sedan, plus the versatile 6- and 8-passenger Country Sedans (pages 14 and 15), complete the smart Galaxie offering.

Underneath the crisp, good looks are the same durable acoustical and ride-comfort better ideas that combine to give you the famous smooth, quiet LTD ride. Rugged, silent, computer-tuned S-frame. Full-coil suspension. LTD-quality sound insulation. Wide track. Long wheelbase. So Galaxie rides and handles as it looks. Beautifully. And quiet.

You also get these great convenience features standard: Power Steering, SelectShift Cruise-O-Matic Transmission and the hefty 351-cu. in. 2V V-8, which delivers outstanding performance on regular fuel. Plus Power Ventilation which lets everyone breathe easier.

Above all, Galaxie is meticulously crafted with the kind of quality and durability built into every Ford. Put together to stay together. For lasting value. Important as you drive it, and when you trade it in.

Ask your Ford Dealer for a trial drive. You'll be pleased to discover how much Galaxie offers. And how easily you can own one.



Ford Galaxie 500 2-Door Hardtop with vinyl roof and full wheel covers

Ford Galaxie 500 4-Door Hardtop with full wheel covers

## Ford Galaxie 500. Quiet stamina, with solid roadability.

### 4-Door Sedan & Country Sedan

You get an exhilarating 4-wheel flight in a Galaxie. Smooth, quiet, infinitely easy. With surefooted flair for corners. Road-gripping traction. Zips up hills with ease.

Exceptional handling and road sense.

We can salute Ford engineer perfectionists for it. They didn't just muffle noise out, they designed the quietness in . . . plus. They put in wide-track stability. A long wheelbase for smoother, easier handling. And created a sturdy, better-built car. The solid, silent ride was a natural result.

Much of Galaxie's quietness stems from its rugged, computer-tuned S-frame, with vibration-absorbing torque boxes built into the S-frame. Tapered body mounts, which adjust automatically to differing rates of vibration, also help with ride-cushioning. Full-coil suspension shelters you from more road-shake-rattle-and-roll.

Thoughtful engineers went further. Balance-checking each Ford engine under its own power to reduce one more vibration source to absolute minimum. They also specified a strong body-and-frame, heavily rustproofed with zinc-coated metal and primer. Even the muffler is aluminized for longer life. Like every Ford, Galaxie is built for keeps. So it needs less care and retains good resale value.

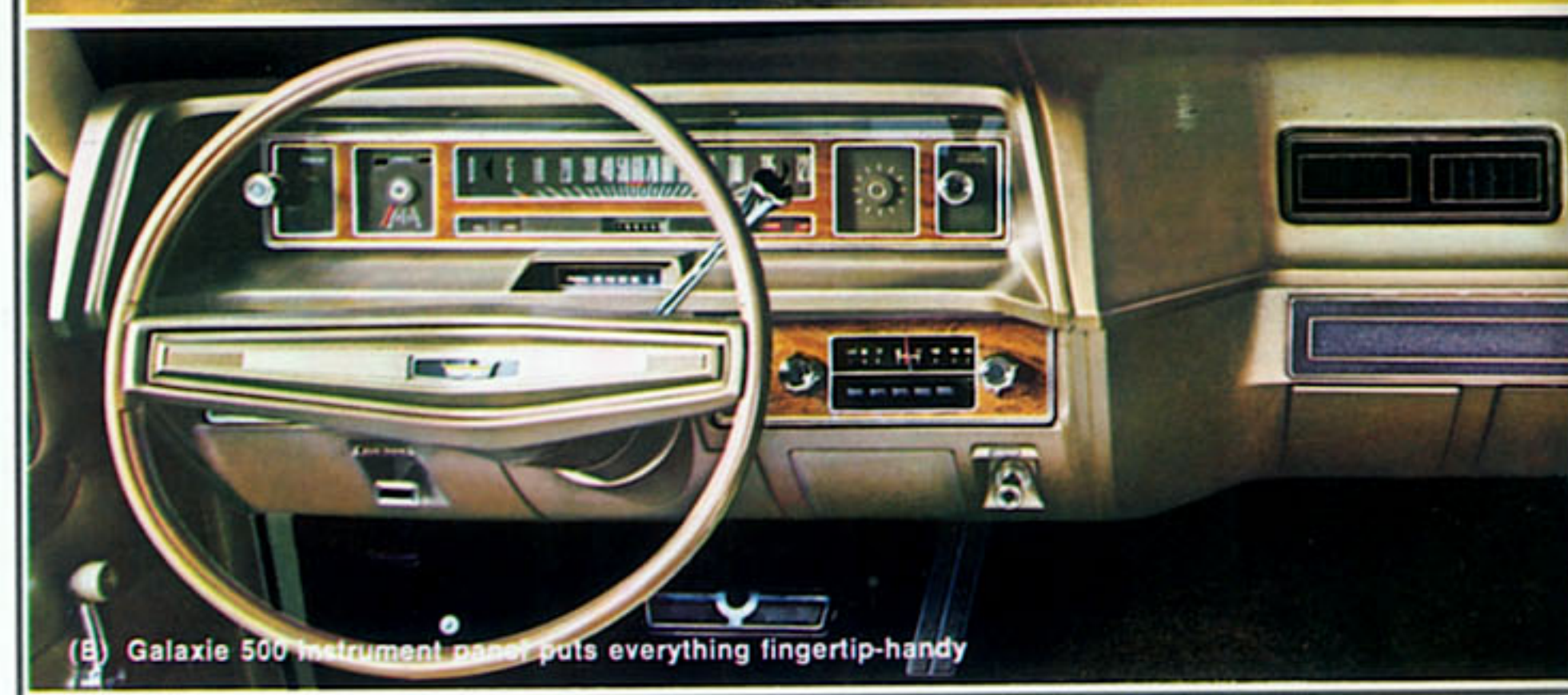
Better ideas also look after your comfort in the handsome 4-Door Sedan and Country Sedan shown here. Each features the spacious Ford Front Room which lets you relax in padded, tastefully appointed luxury. A "coved" instrument cluster, with woodtone applique, puts every gauge, control switch and convenience at your fingertips.

In the sedan, deep-cushioned bench seats are trimmed with rich-looking cloth and vinyl. All-vinyl trim is optional (standard on Country Sedan). Ford's innovative 3-Way Magic Doorgate, which opens as a door—glass up or down—and folds down as a tailgate for easier loading, is also standard on the wagon. Wagon options include a Tailgate Power Door Lock, Doorgate Washer/Wiper, and more.

Test-drive the Galaxie soon at your Ford Dealer's.



(A) Galaxie 500 4-Door Sedan in Medium Brown Metallic, shown with chrome hub caps



(B) Galaxie 500 instrument panel puts everything fingertip-handly



(C) Galaxie 500 Country Sedan with Dual-Facing Rear Seats and full wheel covers



(D) Galaxie 500 Sedan interior with stretch-out room for six

(A) Ford Galaxie 500 4-Door Sedan, great family value, gives you big-car luxury for six, and comfort well within your means. Power Steering, SelectShift Cruise-O-Matic Transmission and the 351-cu. in. 2V V-8 are standard.

(B) Ford Galaxie 500 sweptaway instrument panel, fully padded, is all business. Easy-to-read gauges. Easy-to-reach controls. Popular options shown: AM Radio, SelectAir Conditioner, Power Front Disc Brakes.

(C) Ford Galaxie 500 Country Sedan with Dual-Facing Rear Seats accommodates eight, more than half a den of Cub Scouts. Six-passenger also available. 3-Way Magic Doorgate with Power Window is standard. Nice options include the Deluxe Luggage Rack with air deflector, adjustable rear crossbar and woodtone applique, Full Wheel Covers, and White Sidewalls.

(D) Ford Galaxie 500 Sedan interior, with stretch-out comfort for six, features luxurious upholstery of durable cloth and vinyl. All-vinyl trim also available. Also shown: Power Side Windows, Outside Left-Hand Remote Control Mirror, Deluxe Seat Belts with Warning Light.

**Galaxie 500 Standard Features:** 351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  Power Steering  Galaxie 500 Ornamentation  Door Frame (Sedan), Rocker Panel, Wheel Lip and Deck Lid Moldings  Color-Keyed Headlining and Sun Visors  Cloth and Vinyl Seat and Door Trim (Hardtops, Sedan)  All-Vinyl Trim and Power Doorgate Window (Country Sedans)  Woodtone Applique at Instrument Panel  Color-Keyed Carpeting  Power Ventilation  Side-Door Steel Guard Rails  Engine Exhaust and Fuel Evaporative Emission Control Systems  Ventless Door Glass  Heater-Defroster  Reversible Keys, "Keyless" Locking  Locking Steering Column  Ignition Key Reminder Buzzer  Hub Caps  Black Sidewall Tires  Uni-Lock Harness  Twice-A-Year Maintenance Features  Plus all other Ford Motor Company Lifeguard Design Safety Features.

**Basic Dimensions/Capacities:** Wheelbase 121"; Overall Length 218.4" (Wagons 221.4"); Overall Height 53" (54.9" on 4-Door, 57" on Country Sedan); Overall Width 79.2"; Front Tread 63.3"; Rear Tread 64.3"; Luggage Volume 18.2 cu. ft.; Cargo Volume 96.2 cu. ft.; Fuel 22.5 gal., 21.5 gal. (Wagons); Oil Capacity 5 quarts; Tire Size F78 x 15, H78 x 15 (Wagons); 351-cu. in. V-8, 4.00" bore x 3.50" stroke, regular fuel, 2-barrel carburetor. Approximate Curb Weights (lb.): Galaxie 500 4-Door Sedan 4066, Galaxie 500 2-Door Hardtop 4066, Galaxie 500 4-Door Hardtop 4121, Country Sedan 4450.



## Custom & Custom 500 Quiet plus... exceptional value.

### 4-Door Sedans & Station Wagons

Low price alone is no reason to buy a full-size Ford. Value, style, quiet ride and comfort are also important. Ford Customs, happily, qualify on all counts. Economical sedans and wagons that don't look at all economical. The beauties shown here give you a right fair idea.

There are two 4-Door Sedans, Custom 500 and Custom. Two Custom 500 Ranch Wagons, 6- and 8-passenger. The latter has Dual-Facing Rear Seats. And there's a 6-Passenger Custom Ranch Wagon to choose from. Each has all the quality, durability and superb engineering built into every Ford. Plus the smooth, quiet ride Ford is famous for.

Custom 500 models offer impressive extra touches in styling. Like bright wheel lip moldings and a lower back panel molding. Custom 500 Ranch Wagons include the same attractions plus a nice bright molding at the rear pillar. Inside the Custom 500 Sedan you get cloth and vinyl seat and door trim, much like the luxury Fords.

The Custom Sedan comes with all-vinyl seat and door trim, as do all wagons. Easy-care, long-wear vinyl. One swipe with a damp cloth does wonders when you're sprucing up. And all Customs feature the same Ford Front Room. Wide-open spaces that won't cramp your style, your legs, or your budget.

Best of all, you get these conveniences standard: 351-cu. in. 2V V-8, SelectShift Cruise-O-Matic, Power Steering, Power Ventilation.

If you want to mix more thunder with your thrift, V-8's up to a 429-cubic-inch 4V V-8 are available. So are luxury options like SelectAir Conditioner, AM/FM Stereo Radio, Power-Operated Sunroof on all models with Vinyl Roof, White Sidewall Tires and many more. See the list on pages 18-19.

So along with the quiet, there's exceptional value between those Custom bumpers. But the real excitement comes when you drive one. Do it soon at your Ford Dealer's.



(A) Custom 4-Door Sedan (foreground), Custom 500 4-Door Sedan



(B) Custom 500 Ranch Wagon with Dual-Facing Rear seats



(C) Custom Ranch Wagon (6-passenger) with 3-Way Magic Doorgate for easy loading



(D) Custom 4-Door Sedan with Gray Gold all-vinyl trim



(E) Custom 500 4-Door Sedan, Medium Blue shown, features nylon cloth and vinyl

(A) Custom 4-Door Sedan (foreground, in white) with hood and fender moldings smartly setting off the light argent and black painted grille. Side markers are body-flush. Custom 500 4-Door Sedan (background, in Red) shows off sleek profile, and wheel lip moldings. Conclusion: Thrifty cars don't have to look thrifty.

(B) Custom 500 Ranch Wagon with Dual-Facing Rear Seats accommodates 8 passengers. 6-passenger model available. 3-Way Magic Doorgate, with power-operated tailgate window, is standard. Adjustable luggage rack and trailer towing package are popular wagon options.

(C) Custom Ranch Wagon (6-passenger) has 3-Way Magic Doorgate, with power-operated tailgate window standard. It is shown with tailgate down, for easier loading and carrying long, bulky items.

(D) Custom 4-Door interior, with all-vinyl seat and door trim, will delight the economy-minded car buyer. Lots of room, too, for heads, shoulders, hips and legs.

(E) Custom 500 4-Door Sedan interior with cloth-and-vinyl trim, spacious Ford Front Room.

Custom 500 & Custom Standard Features: 351-cu. in. 2V V-8  SelectShift Cruise-O-Matic Transmission  Power Steering  Power Ventilation  Lower Back Panel, Wheel Lip Moldings (Custom 500)  Color-Keyed Headlining and Sun Visors  Cloth and Vinyl Seat and Door Trim (Custom 500)  All-Vinyl Seat and Door Trim (Custom, Wagons)  3-Way Magic Doorgate with Power-Operated Tailgate Window (Wagons)  Color-Keyed Carpeting  Side-Door Steel Guard Rails  Engine Exhaust and Fuel Evaporative Emission Control Systems  Ventless Door Glass  Heater-Defroster  Reversible Keys, "Keyless" Locking  Locking Steering Column  Ignition Key Reminder Buzzer  Hub Caps  Black Sidewall Tires  Uni-Lock Harness  Twice-A-Year Maintenance Features  Plus all other Ford Motor Company Lifeguard Design Safety Features.

Basic Dimensions/Capacities: Wheelbase 121"; Overall Length 218.4" (Wagons 221.4"); Overall Height 54.9" (57" on Wagons); Overall Width 79.2"; Front Tread 63.3"; Rear Tread 64.3"; Luggage Volume 18.2 cu. ft.; Cargo Volume 96.2 cu. ft.; Fuel 22.5 gal.; Oil Capacity 5 quarts; Tire Size F78 x 15, H78 x 15 (Wagons); 351-cu. in. V-8, 4.00" bore x 3.50" stroke, regular fuel, 2-barrel carburetor. Approximate Curb Weights (lb.): Custom 500 4-Door Sedan 4018, Custom 4-Door Sedan 4013, Custom 500 Ranch Wagon 4453, Custom Ranch Wagon 4443.

## Personalize with better idea options.

Better idea options let you make your new Ford more personally yours. Suit driving needs, tastes, or both. More enjoyment, more value at trade-in are the happy outcome.

- (A) Fully padded, "coved" instrument panel puts gauges in full view, controls fingertip-handly. Shown: SelectAire Conditioner, with Automatic Temperature Control—for climate you prefer. One setting maintains ideal temperature. SelectAire Conditioner alone also available. Rim-Blow Deluxe 2-Spoke Steering Wheel has built-in full-circle horn switch. Squeeze inner wheel surface anywhere. Fingertip Speed Control, turnpike travel favorite. Pre-set speed maintained without accelerator pedal. More restful, improves fuel economy. AM/FM Stereo Radio with four speakers, for concert-quality sound.
- (B) Outside Left-Hand Remote Control Mirror lets you adjust for best view while window is up.
- (C) Power-Operated Sunroof, available on all Fords and Wagons with optional vinyl roof. Push-button actuated, it opens smoothly, seals tight.
- (D) LTD Brougham High Back Split Bench with Manual Reclining Passenger Seat. Richly covered, with a reclining passenger seat you can set at any desired angle. LTD Brougham High Back Split Bench also available with Driver Only, 6-Way Power Seat control. 6-Way Full-Width Power Seat available all models. Power seat includes attractive bright side shields.
- (E) Tilt Steering Wheel adjusts to five positions for easier entry, exit and most comfortable driving position.
- (F) Power Front Disc Brakes, using the same braking concept that stops big jet planes, are designed for straighter, surer stops even in the rain. Full or Deluxe Wheel Covers and White Sidewall Tires add a dress-up styling touch.
- (G) Power Trunk Lid Release automatically releases and raises trunk lid. Saves time and steps.
- (H) Rear Window Electric Defrost, does it with nearly invisible wires. Rear Window Defogger, also available, does it with a fan.
- (J) Power Door Locks. Master control switch on both front lock plungers. Good security when children are with you. Good protection against intruders.
- (K) Front Cornering Lights illuminate dark turns. Activate with turn signals, turn off as wheel returns straight ahead.

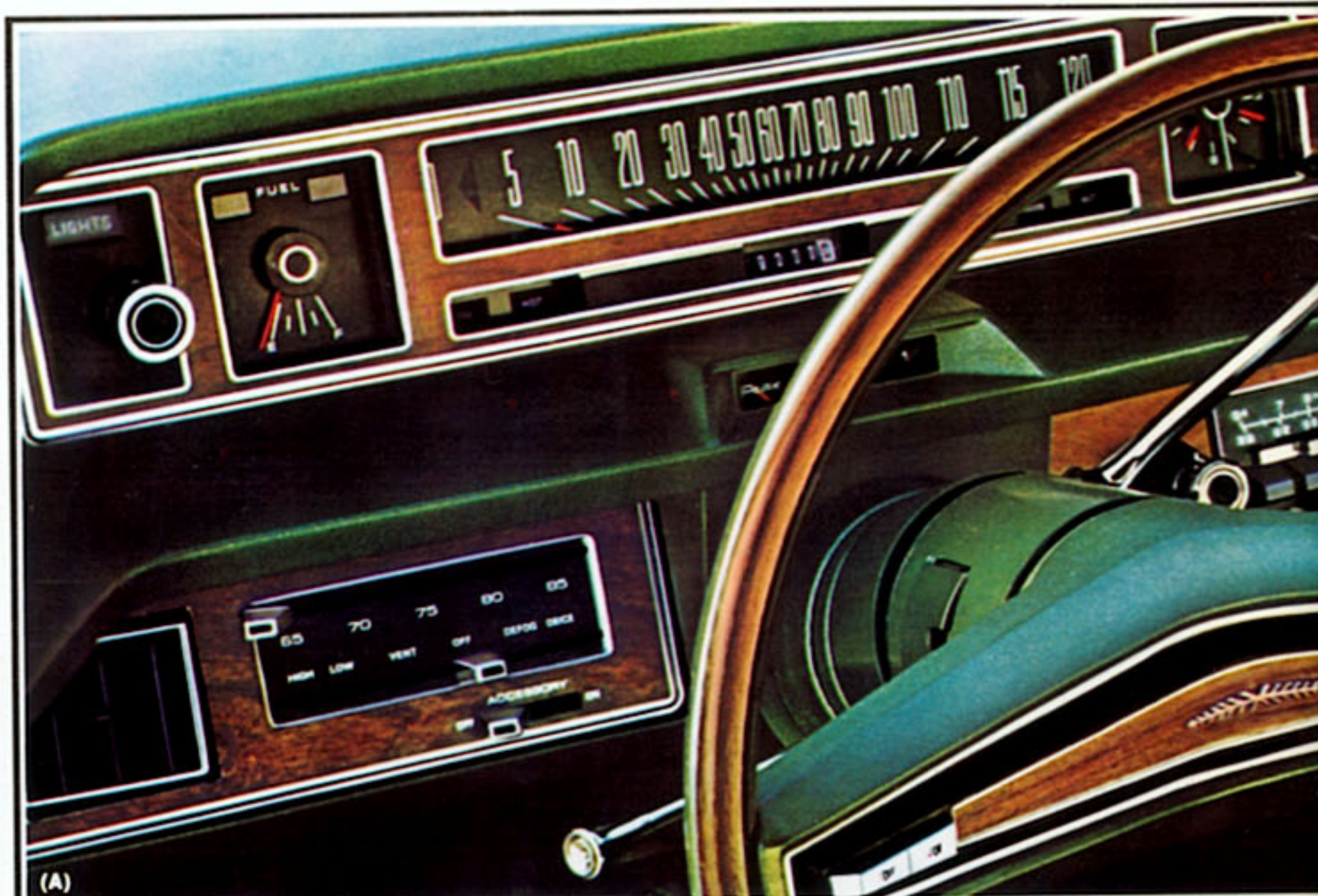
### Better ideas in comfort

- Dual-Facing Rear Seats. Add passenger space. AM Radio. Instant warm-up, superb tone. Stereosonic Tape System. Two front door speakers and dual rear seat speakers (front only, Convertible) for full, rich sound. Over one hour of uninterrupted music.
- Dual Rear Speakers. Added dimension and fidelity for listening pleasure. Includes fader control.
- Tinted Glass. All windows. Easy on eyes, shields out sun rays, heat. Recommended with SelectAire.

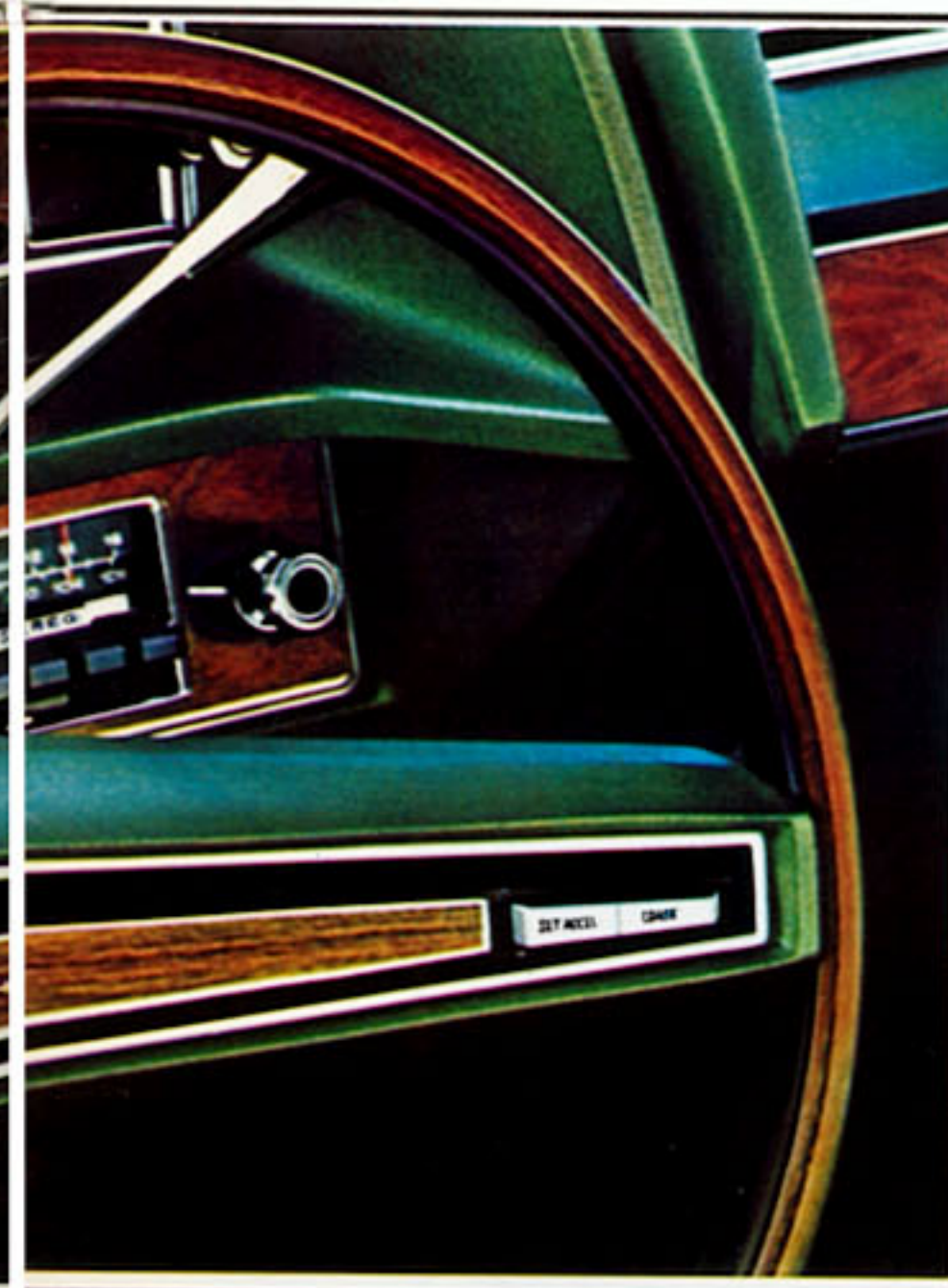
### Other better ideas in conveniences

- Automatic Seat Back Release. On 2-door models, automatically disengages seat back latch as door opens. Helps when loading packages, passengers.
- Deluxe Seat Belts with Warning Lights. Elegance with helpful buckle-up reminder light.
- Electric Clock. Self-regulated, precise timepiece. (Standard on LTD Brougham, LTD.)

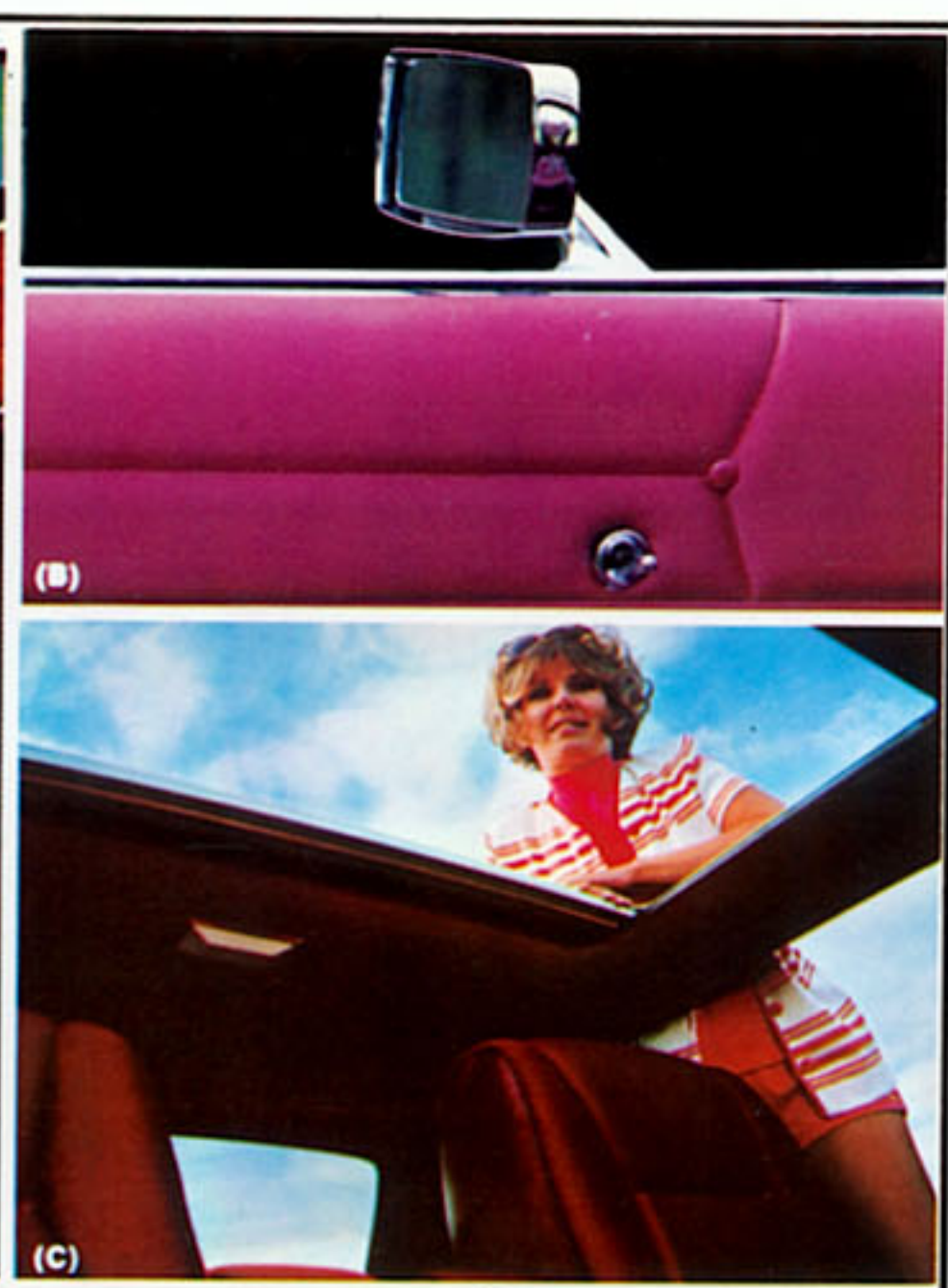
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(A)



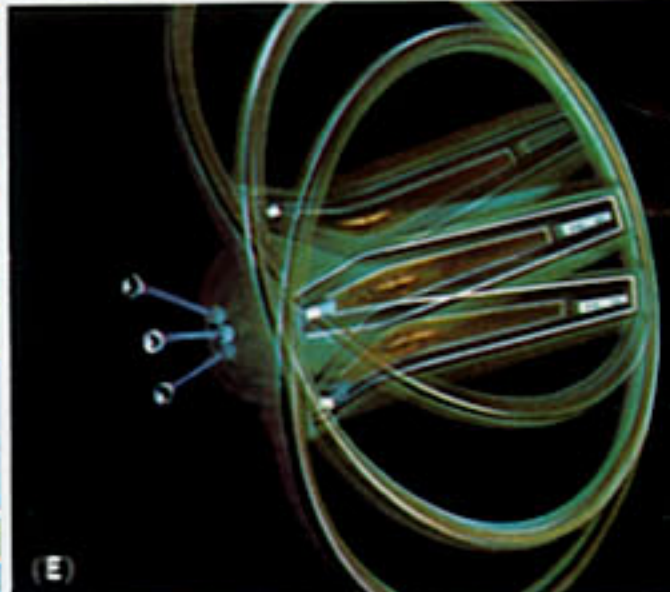
(B)



(C)



(D)



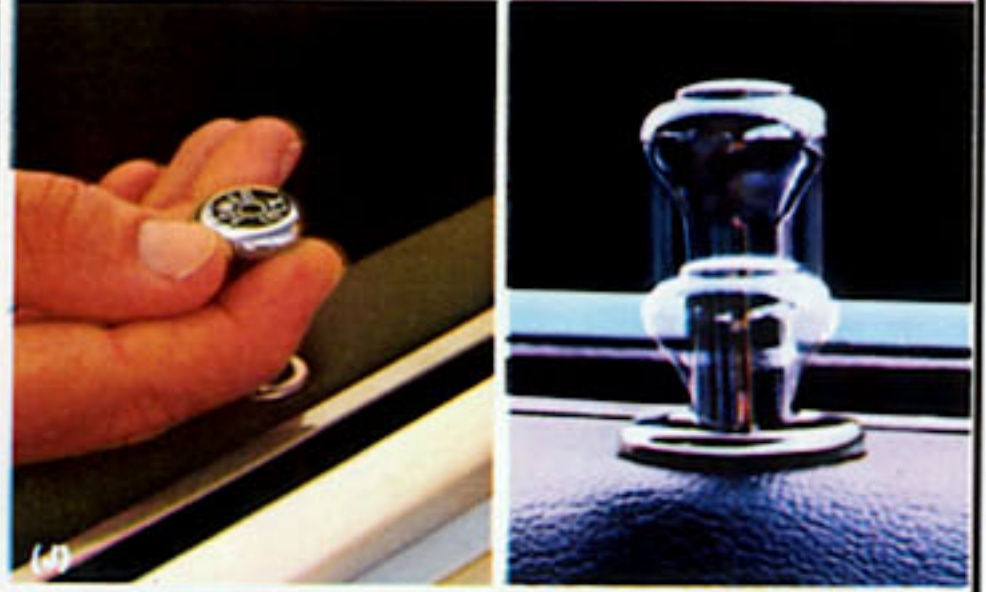
(E)



(F)



(G)



(H)



(K)



(I)

### Other better ideas in conveniences

- Intermittent Windshield Wipers. You can regulate interval between sweeps to handle road splatter and light rainfall for best visibility. Includes woodtone cluster trim on Custom, Custom 500 models.
- Wagon Luggage Rack, Deluxe and Base Models. Deluxe version has air deflector to help keep rear window clean. On both models, rear crossbar adjusts to luggage size. Woodtone siderail accents add nice styling touch.
- Power Side Windows. Handy fingertip control. Lockout switch cancels all but driver control when desired.
- Doorgate Washer/Wiper. Automatically cleans Doorgate window for clearer view.
- Visibility Group. Features driver ash tray light, parking brake warning light, courtesy light, glove/luggage and cargo compartment lights, rear door courtesy light switch, outside left-hand remote control and right-hand manual control mirrors and seat belt warning lights. (Glove, luggage, cargo compartment lights plus ash tray light standard on Broughams, LTD's. Courtesy light standard on Convertible. Rear door courtesy light switches standard on Brougham. Dome light standard on all except Convertibles.)

### Better ideas in appearance

- Bodyside Protection Molding with Black Vinyl Insert. Guards against careless parkers.
- Bumper Guards. Front and rear on Sedans, Pillared Hardtops, Hardtops and Convertible (front only on Wagons). Rear bumper guards standard on Broughams, LTD's.
- Door Edge Guards. Resist dents, paint chipping.
- Dual Accent Paint Stripe. Spruces up bodyside.
- Lockable Side Storage Compartment/Carpeted Cargo Area. Adds 1.8 cu. ft. extra cargo space and includes 2-piece woodtone-trimmed carpet.
- Plaid Seat Trim. Green/Black pattern on Squires, Country Sedans only.
- Squire Luxury Vinyl Trim. Plush Brougham quality trim.
- Vinyl Roof. Choice of Dark Blue, Black, White, Dark Green or Brown with attractive Levant grain texture.
- Vinyl Seat Trim. Standard on Custom, Convertible, Wagons. Available on Galaxie 500 Sedans or Hardtops, or on LTD Pillared Hardtop and Hardtops.
- Tu-Tone Roof Paint. New way to mix hues for a bright change of outlook. Includes bright drip moldings on Custom and Galaxie 500 4-Door Sedan, Custom Ranch Wagon, Country Sedans.

### Better ideas in performance

- Alternator, 55-Amp. Battery-saver, charges at even low engine idle speeds. Standard with SelectAire, Trailer Towing Package, Rear Window Electric Defrost.
- Alternator, 65-Amp. With 400 or 429 CID V-8's only.
- Heavy-Duty Battery, 80-Amp. Standard with 429 CID 4V V-8, Trailer Towing Package. Great for heavy winter driving areas.
- Automatic Load Adjuster. Adjusts rear suspension automatically to maintain level car-to-road attitude whatever the load. Improves handling under load, maintains proper headlight aim.
- Optional Axle Ratio. Delivers more torque to rear wheels for better acceleration, towing and hill-climbing ability.
- Heavy-Duty Suspension. Beefed-up springs and shock absorbers for carrying more weight more often.
- Traction-Lok Differential Axle. Makes going easy when the roads or weather aren't. Power automatically diverts from spinning wheel to gripping wheel.
- Trailer Towing Package. Towing frame, HD suspension, HD battery, HD alternator, extra-cooling package, 6½-inch wheel rims, wiring harness, trailer towing identification. Recommended for Class III towing (5000-lb. GVW and 700-lb. tongue loads).

## FORD CARES ABOUT YOUR SAFETY

The safety and peace of mind of those who drive and ride in Fords always comes first with the Ford Motor Company. Ford has been a pioneer and leader throughout its history in developing stronger, safer, more dependable automotive products. And for 1972, Ford engineers continue to include in Ford cars the latest proven protection devices possible.

Ford's concern for your well-being is reflected by the FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES listed here, which are standard in every 1972 Ford: Dual hydraulic brake system with warning light  Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars  Energy-absorbing steering column and steering wheel  Energy-absorbing armrests and safety-designed door handles  Outside rearview mirror, driver's side  Inside yield away rearview mirror  Energy-absorbing instrument panel with padding  Padded sun visors  Two-speed or variable speed windshield wipers  Windshield washers  High strength laminate safety glass windshield  Double-yoke safety door latches and safety hinges  Hazard warning flasher  Backup lights  Side marker lights  Energy-absorbing front seat back tops with padding  Self-locking front seat backs on 2-door models  Safety-designed radio control knobs and push buttons (on vehicles equipped with radios)  Safety-designed coat hooks (except Convertible)  Safety rim wheels and load-rated tires  Corrosion-resistant brake lines  Uniform transmission shift quadrant  Parking lamps coupled with headlamps  Non-reversing odometer  Safety design front end structure  Head restraints or high back seats for front outboard occupants  Safety glove box latch (on all cars equipped with glove boxes)  Front and rear lap belts for all seating positions  Shoulder belts for front outboard occupants (except Convertible)  Uni-Lock Harness  Locking Steering Wheel and warning buzzer.

Built-in safety is something you have going for you in every Ford. Take full advantage of this protection as you drive. Obey all traffic laws, think ahead and follow sound, safe driving practices.

### Further Facts about 1972 Ford.

**Engines:** All Ford engines have automatic choke, self-adjusting valves and an oil capacity (including filter) of 5 quarts.

351-cu. in. V-8—4.00" bore x 3.50" stroke; regular fuel; 2-barrel carburetor.

400-cu. in. V-8—4.00" bore x 4.00" stroke; regular fuel; 2-barrel carburetor.

429-cu. in. V-8—4.36" bore x 3.59" stroke; regular fuel; 4-barrel carburetor.

**NOTES:** All 1972 engines are designed to operate on regular gasoline with octane rating of at least 91 when adjusted to factory recommended specifications.

Availability of engines and transmissions is contingent upon Federal Emission Certification and production schedules.

**Twice-A-Year Maintenance:** 1972 Fords 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 lube. Other service-savers include: 2-year engine coolant-antifreeze, self-adjusting brakes, long-life Motorcraft Sta-Ful battery, and more.

**Station Wagons and Trailer Towing:** For full details and specifications on Station Wagon models and on trailer towing, see your Ford Dealer. Ask him for copies of the 1972 Ford Wagon Catalog and the 1972 Ford Cars & Trucks for Recreation Catalog.

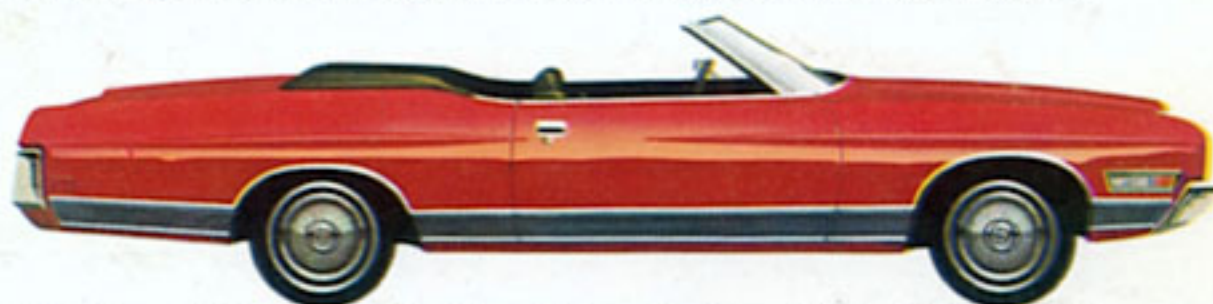
**Note: Fuel Evaporative Emission Control System,** standard on all Ford models, is a major step forward in keeping air pollution-free. It is estimated that with all controls on the 1972 Fords, more than 85% of hydrocarbon emissions and nearly 70% of carbon monoxide emissions are eliminated.

**NOTE:** Your 1972 Ford comes with factory-engineered Autolite/Motorcraft battery, oil filter, shock absorbers; Autolite spark plugs and other Ford approved precision parts. For continued top performance, be sure to specify Autolite spark plugs and Autolite/Motorcraft parts whenever replacement is necessary.

**NOTE:** Information shown was correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations. Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Always check with your Ford Dealer for complete details.



**LTD Brougham:** 4-Door Hardtop, 2-Door Hardtop, 4-Door Pillared Hardtop



**LTD:** Convertible, 2-Door Hardtop, 4-Door Hardtop, 4-Door Pillared Hardtop



**Galaxie 500:** 2-Door Hardtop, 4-Door Hardtop, 4-Door Sedan



**Custom 500:** 4-Door Sedan



**Custom:** 4-Door Sedan



**Wagonmaster Wagons:** LTD Country Squire with Dual-Facing Rear Seats, LTD Country Squire (6-passenger), Country Sedan with Dual-Facing Rear Seats, Country Sedan (6-passenger), Custom 500 Ranch Wagon with Dual-Facing Rear Seats, Custom 500 Ranch Wagon (6-passenger), Custom Ranch Wagon (6-passenger).

FORD 

Ford gives you Better Ideas.