

FORD PICKUPS

1968 F-100 / 250 / 350



Big-truck toughness... carlike smoothness!

Hop in and take off in a '68 Ford pickup. You won't go far before you discover something new . . . a ride that's velvet smooth, even on rough roads! Wherever you go, you will notice Ford engineers' better ride ideas. They've joined famous Twin-I-Beam front suspension with another better idea—ride-smoothing Flex-O-Matic rear suspension. The result is a *totally new* concept in personal comfort under *all* load and road conditions.

Ford pickups are built tough. From the axles up, durability is our keyword. Sheet-metal is designed to thrive on day-in,

day-out punishment. Hoods have double-wall sections for extra rigidity. Styleside pickups feature all-steel bodies with double-wall side panels and tailgate for long-lasting toughness. Flareside models have a wood floor and offer running boards for easy side loading.

Ford pickups have big news in power, too. New optional 360- and 390-cu. in. V-8's provide sizzling performance. Economical 240- and 300-cu. in. Sixes are available for everyday tasks. Matching their performance on the F-100 Series are bigger brakes for added stopping

power. Power front disc brakes are now available on F-250 and 350 Series.

If you're looking for a full-size luxury pickup, try the Ranger Styleside with its deluxe appointments inside and out. It, like all Styleside pickups, is available for F-100 and 250 Series.

Flareside pickups, stakes, platforms and chassis-cabs are offered in F-100, 250 and 350 Series. Chassis-cowls, chassis-windshields and six-man-crew cabs may be ordered for F-250 and 350 Series. There's an economical Ford truck that is just right for your needs.



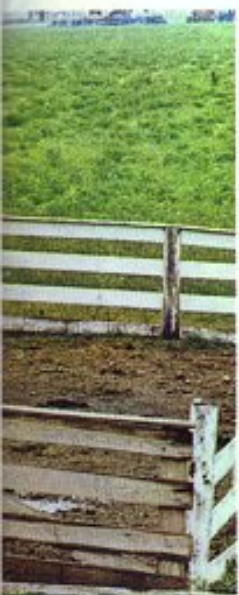
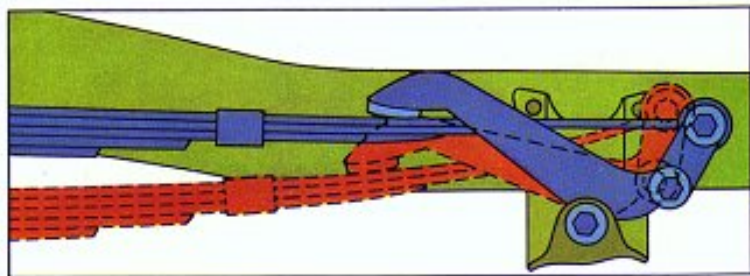
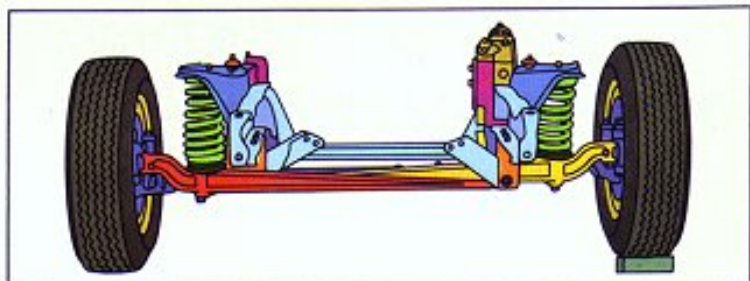
F-250 RANGER STYLESIDE PICKUP

F-100 STYLESIDE PICKUP WITH OPTIONAL TOOL STOWAGE BOX

Ford's better ideas are the reason!

Twin-I-Beam Front Suspension Ford's exclusive design uses two front axles, one for each wheel. Wheels step over bumps independently to take the jolts and jars out of the roughest roads. Each front axle is a forged steel I-beam that's held in place by a rugged I-beam radius rod providing exceptional big-truck durability.

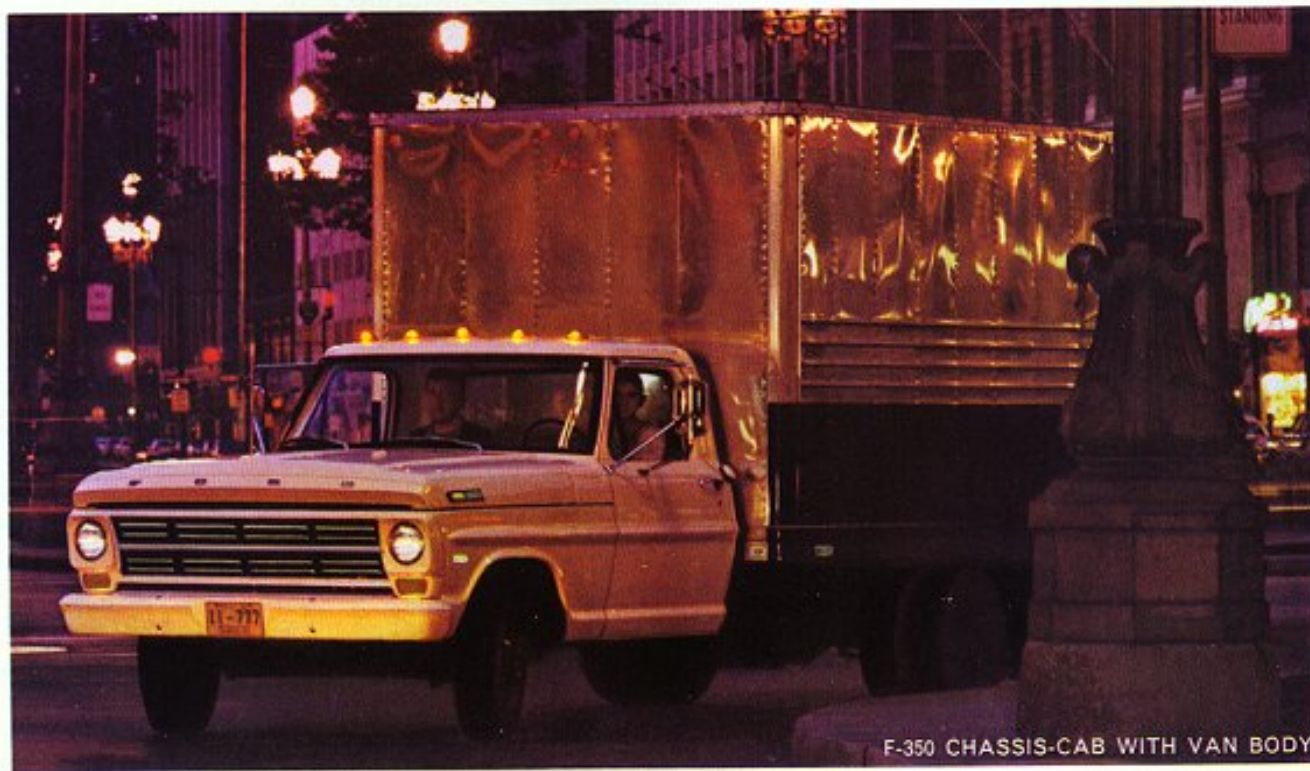
Flex-O-Matic Rear Suspension One of Ford's newest better ideas, Flex-O-Matic combines longer springs with a unique device that automatically adjusts spring length for varying load conditions as shown at right. In the red no-load position, Flex-O-Matic utilizes the full spring for a carlike ride. As the load increases, the effective spring length decreases correspondingly and the spring stiffens to support heavier loads for a continuously smooth ride. Flex-O-Matic is standard on all F-250's, and on F-100's with optional heavy-duty springs.



F-250 STYLESIDE PICKUP WITH SIX-MAN-CREW CAB



F-100 FLARESIDE PICKUP



F-350 CHASSIS-CAB WITH VAN BODY

Big interiors shine with luxury and smartness

Slide behind the wheel of a '68 Ford pickup; you'll find instant comfort! Interiors are more carlike than ever . . . quieter, too, thanks to improved sound conditioning. Ford pickups have real man-size comfort with wide, deep-cushioned seats. All interiors are color-coordinated with exterior paint and include chair-height seat, swept-away instrument panel, padded sun visors, reversible ignition key, right- and left-hand arm rests with paddle-type door latch handles, and deluxe fresh air heater with 3-speed fan and illuminated controls. Individual bucket seats with foam-padded cushion and back are optional in all cabs.

Standard Cab . . . Interior features, in addition to those mentioned at left, include dome light, inside rearview mirror, Hi-Dri all-weather ventilation, ash tray, glove compartment, hardboard headlining, seat belts with deluxe push-button buckles, floor mat, and vinyl seat trim in red, blue, black or beige.

Custom Cab . . . Ford's stylish Custom Cab—optional on all F-100/250/350 Series—features woven-plastic seat trim on a deep-foam cushioned full-width seat; color-coordinated floor mat; horn ring; custom instrument cluster; bright-metal headlining retainer,

windshield and door panel moldings; bright-metal grille and headlight assembly.

Ranger . . . Ranger offers interiors of unexcelled beauty and convenience. Ranger's deep-foam cushioned seats have clothlike vinyl inserts. Color-coordinated door trim panels and wall-to-wall carpeting plus an abundance of bright-metal trim add to Ranger's handsome looks. Outside, Ranger features special bright-metal trim, rocker panel and wheel lip moldings, identifying Ranger script and cargo area light. F-100 and F-250 Styleside pickups are available as Ranger models.



RANGER INTERIOR

Ford Motor Company Lifeguard Design Light Truck Safety Features* All 1968 Ford F-100/250/300 Series Trucks conform to all applicable Federal Motor Vehicle Safety Standards. The Ford Motor Company includes as standard equipment the following safety features: dual hydraulic brake system with warning light, seat belts, energy-absorbing instrument panel with padding, double-yoke safety door latches and safety hinges, positive push-pull interior door lock buttons, windshield washers, two-speed windshield wipers, padded safety sun visors, double-thick laminate safety glass windshield, inside rearview mirror, backup lights, side reflectors at front and rear, 4-way emergency flasher, energy-absorbing arm rests with safety-designed door latch handles, glare-reduced windshield wiper arms and blades and horn button.

*Slight variation on chassis-cowl and windshield models.

Options add even greater comfort and convenience



CUSTOM CAB INTERIOR



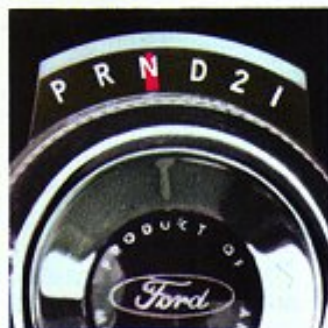
STANDARD CAB INTERIOR



Power Brakes permit more effortless stopping, easier driving. Available on all series. Power front disc brakes are now available on F-250 and F-350.



Power Steering takes the work out of parking, turning. You'll appreciate power steering on the job at day's end. Available on F-100 and F-250 Series.



SelectShift Cruise-O-Matic lets you drive fully automatic or shift manually. "Second Hold" feature provides better control down long grades.



Bucket Seats add sports car flair, individual comfort. Foam-padded, vinyl-covered seats are color-coordinated to exterior paint. Available in all cabs.

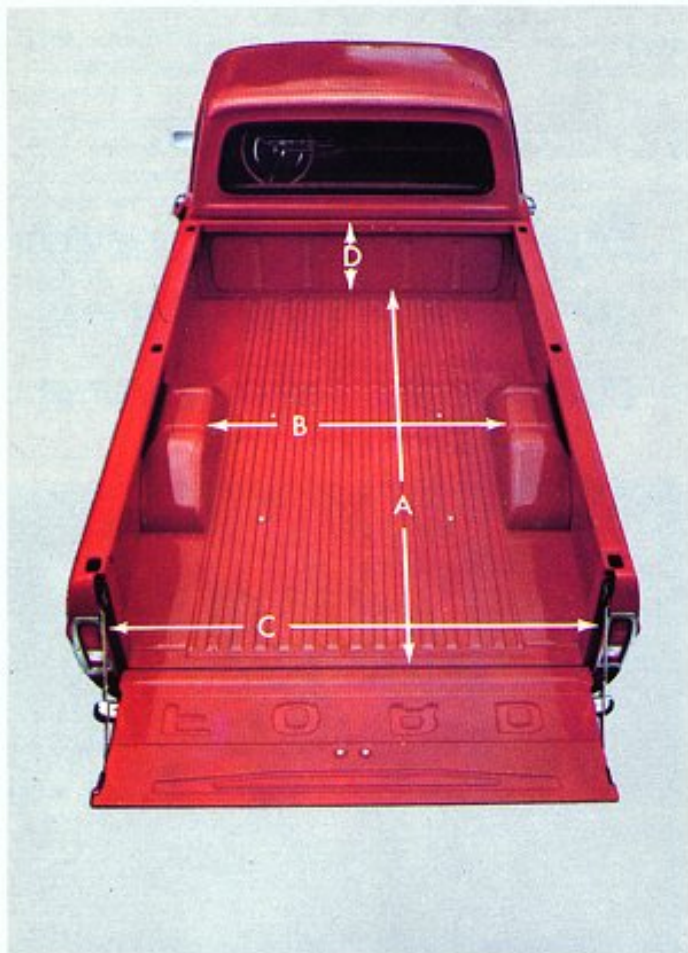


SelectAire Conditioner is integral with deluxe fresh air heater. This factory-installed option provides year-round comfort in all types of climates.



Transistorized Push-Button Radio gives you instant reception, easy tuning. Manual radio also available as factory option.

Choose the Ford model that best meets your cargo needs



Styleside Pickups feature sleek styling with body side panels extended forward to hug the contour of rear cab corners. F-100 pickups come with 6½- and 8-ft. cargo boxes, 115- and 131-inch wheelbases. F-250 pickups have 8-ft. boxes with 131-inch wheelbases. The Styleside pickup box features double-wall side panels and tailgate with an all-steel floor. A single center latch mechanism opens the tailgate quickly and easily, and only one hand does it! A lockable tool storage box is optional on 8-foot Styleside bodies.

Flareside Pickups have the same cargo box lengths and wheelbases as Stylesides for both the F-100 and F-250 Series. The F-350 Flareside has a 9-ft. box with the 135-inch wheelbase. Flareside features include running boards between cab and rear fenders for easier over-the-side loading; seasoned hardwood floorboards with steel skid strips to help slide cargo into place; rubber-covered, forged steel chains to support the tailgate, and steel side panels with rolled edges to provide extra strength and rigidity.

Cargo Area Dimensions

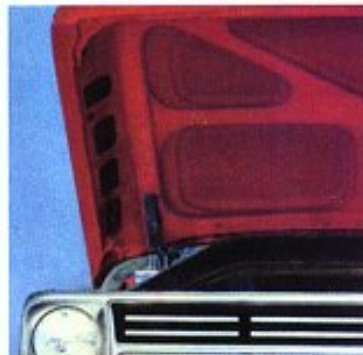
| MODELS | STYLESIDE | | | FLARESIDE | | | | STAKE OR PLATFORM | | | |
|---|-----------|-------|-------|-----------|-------|-------|-------|-------------------|-----------------|-------------------|-------------------|
| | F-100 | | F-250 | F-100 | | F-250 | F-350 | F-100 | | F-250 | F-350 |
| SERIES | | | | | | | | | | | |
| WHEELBASE (in.) | 115 | 131 | 131 | 115 | 131 | 131 | 135 | 115 | 131 | 135 | 159 |
| Nominal Cargo Box Length (ft.) | 6½ | 8 | 8 | 6½ | 8 | 8 | 9 | 6½ | 7½ | 9 | 12 |
| Inside Length (in.) (A) | 78.19 | 98.19 | 98.19 | 77.9 | 96.0 | 96.0 | 108.1 | 80.0† 84.3†† | 90.0† 93.4†† | 106.0† 109.4†† | 142.0† 145.4†† |
| Width Between Wheelhousings (in.) (B) | 49.0 | 49.0 | 49.0 | 49.0 | 48.4 | 48.4 | 48.4 | — | — | — | — |
| Tailgate Opening (in.) (C) | 65.0 | 65.0 | 65.0 | 49.0 | 54.0 | 54.0 | 54.0 | 67.0† 71.3†† | 73.7† 79.3†† | 82.1† 87.3†† | 82.1† 87.3†† |
| Floor to Top of Sides Height (in.) (D) | 19.30 | 19.30 | 19.30 | 20.3 | 22.1 | 22.1 | 22.1 | 24.5 | 28.3 | 31.2 | 42.0 |
| Cargo Capacity (cu. ft.) | 60.3* | 76.4* | 76.4* | 45.0 | 65.4* | 65.4* | 74.0* | — | — | — | — |

*Allowance made for wheelhousings †Stake ††Platform

Built-in durability provides long-life stamina



Stakes and Platforms are well-suited to haul bulky or odd-shaped loads. Stake and platform models come in the following wheelbases and body lengths: F-100 with 115" wheelbase—6½-ft. body; F-250 with 131" wheelbase—7½-ft. body; F-350 with 135" wheelbase—9-ft. body; F-350 with 159" wheelbase—12-ft. body. Dual rear wheels are available with the F-350 for greater payload capacity. Seasoned hardwood floorboards are interlocked with steel skid strips. Floor corners are reinforced with steel angle brackets.



Double-Wall Hood Sections are standard on every Ford F-Series pickup to provide increased hood strength and rigidity. Annoying hood flutter is practically eliminated.



Double-Wall Side Panels and Tailgate of Styleside pickup box give extra body strength . . . protect exterior sheetmetal from damage caused by shifting cargo.



One-Hand Hood Latch means no fumbling and groping with two hands. The latch is easy to reach and both hood catches are released by the latch . . . with just one hand.



One-Hand Tailgate Latch on Styleside pickups opens tailgate to a horizontal position with just a pull. Push, it snaps shut automatically. Only one hand does it.

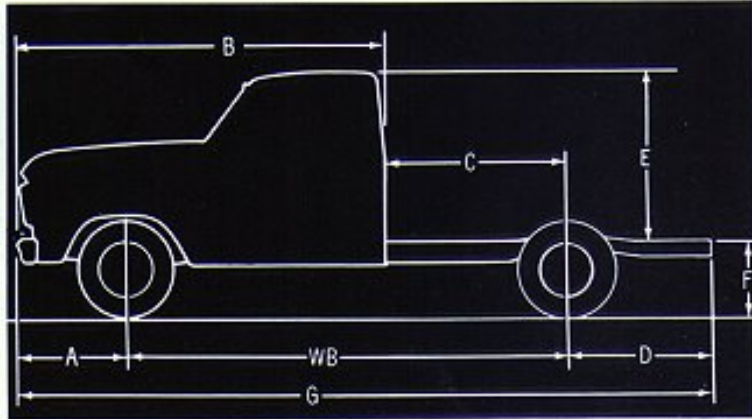
Chassis-Cabs can accommodate almost any type of body. F-100 chassis-cabs can take bodies from 5½ to 8 ft. long; F-250's—from 6½ to 8 ft. long, and F-350—from 9 to 12 ft. long. Cab-over chassis-mounted camper bodies up to 12 ft. long can be installed on an F-350 Camper Special 135-inch wheelbase; 14-ft. chassis-mounted cab-over camper bodies can be mounted on an F-350 Camper Special with a 159-inch wheelbase and dual rear wheels.

6-Man-Crew Cab pickup and chassis-cab models are available in F-250 Series with a 149-inch wheelbase; and F-350 Series with a 164.5-inch wheelbase.

Chassis-Cowls and Chassis-Windshields are easily adapted to single-unit bodies. F-250's have a 131-inch wheelbase. F-350's have a 135- or a 159-inch wheelbase.

Chassis-Cab Dimensions

| DIMENSIONS (in.) | F-100 | | F-250 | | F-350 | |
|---------------------------------|-------|-------|-------|-------|-------|--|
| Wheelbase (WB) | 115 | 131 | 131 | 135 | 159 | |
| Front bumper to front axle (A) | 30.7 | 30.7 | 30.7 | 30.7 | 30.7 | |
| Front bumper to back of cab (B) | 105.7 | 105.7 | 105.7 | 105.7 | 105.7 | |
| Back of cab to rear axle (C) | 40 | 56 | 56 | 60 | 84 | |
| Rear axle to end of frame (D) | 36.8 | 40.6 | 40.6 | 38.5 | 47.5 | |
| Frame to cab roof ht. (E) | 47.5 | 47.5 | 47.5 | 47.5 | 47.5 | |
| Frame to ground ht.—empty (F) | 26.6 | 26.2 | 27.4 | 27.9 | 27.2 | |
| Overall length (G) | 182.5 | 202.3 | 202.3 | 204.2 | 237.2 | |



A Ford Camper Special is a beach house, mountain retreat, ski lodge, cross-country motel

Wherever you go in America's great outdoors, home goes with you in a Ford Camper Special. Not only can you bring along the kitchen sink; but the range, refrigerator and shower as well! Hunting, fishing, sight-seeing all become more fun. Travel is carefree without the worry of high lodging rates or advance reservations. Family fun thrives under towering pines, in the shadow of natural wonders, on a wave-swept beach. And with a camper, you

can take off whenever the urge hits you . . . weekends, vacations, any time.

Ford, America's recreation vehicle leader, has designed F-250 and 350 Camper Specials to provide worry-free, economical transportation for all types of popular truck-mounted camping rigs. Both series now offer bigger engines for improved performance under heavy camper loads. A frame-mounted 25-gallon gas tank is available with or without the standard 19.5-gallon tank, giving a fuel capacity of almost 45 gallons for added peace of mind when traveling through remote areas.

Ford Camper Specials come in both the F-250



F-250 CAMPER SPECIAL WITH 10½-FOOT GOLD LINE CAB-OVER CAMPER

and 350 Series and are engineered to give you packages of the special heavy-duty components you need to haul a heavy camper body with optimum reliability and economy. These packages reduce the possibility of your overlooking a necessary item. Your Ford Dealer will be glad to help you select the Camper Special and body that best meet your needs.

F-250 Camper Special

Here's the Ford designed to carry popular 10½-foot pickup-mounted campers like the Gold Line pictured below. F-250 Ranger, Styleside and Flareside pickups and chassis-cab Camper Specials have the necessary heavy-duty components to haul second homes with

ease. New for '68 is Ford's exclusive Flex-O-Matic rear suspension, standard on every F-250 Camper Special. This better Ford idea combines with famous Twin-I-Beam front suspension to let the vehicle ride smoothly, even when the camper body is removed! Flex-O-Matic adjusts from heavy camper loads to no-load conditions, automatically. 8-ft. Styleside pickup models are available with a lockable tool storage box . . . a great place to carry extra camping gear.

F-350 Camper Special

The big F-350 Camper Special is available in two wheelbase lengths . . . the 135-inch can carry up to 12-foot chassis-mounted cab-over

campers, the 159-inch handles up to 14-footers with dual rear wheels. Maximum Gross Vehicle Weight rating is 10,000 lb.

Camper Special Options

To simplify the installation of bodies with walk-through cab-to-camper passages, Ford offers an optional out-of-the-way 25-gallon frame-mounted gas tank and bucket seats. Other pleasure-oriented options available on all Ford Camper Specials include SelectShift Cruise-O-Matic transmission, power front disc brakes, power steering (F-250 only), Custom Cab, Ranger model (F-250 Styleside only), integral SelectAire conditioner/heater unit and push-button or manual transistorized radio.



F-350 CAMPER SPECIAL WITH 14-FOOT CHASSIS-MOUNTED CAB-OVER CAMPER

F-250/350 CAMPER SPECIAL PACKAGE (Pickups & Chassis-Cabs)

Camper Special Package Includes:

- 70 ampere-hour battery
- Oil pressure gauge
- Ammeter
- Dual electric horns
- Dual bright-metal 6" x 10" Western-type mirrors
- Extra cooling radiator
- Extended tailpipe
- Camper wiring harness*
- Rear shock absorbers for F-350
- "Camper Special" emblem
- Front side marker lights

*Includes 12-volt 7-wire (identified) sealed cable without connectors for camper body interior and exterior lighting.

Minimum Optional Equipment Required:

The following chart shows the minimum equipment required for use with the Camper Special Package. The equipment shown does not necessarily represent the maximum equipment obtainable and in many cases additional optional equipment is available for maximum Camper loads and applications.

| | F-250 (131" wb.) | F-350 (SR) 135" OR 159" wb. | F-350 (DR) ^a 135" OR 159" wb. |
|-----------------------------|---|---|--|
| Engine | 300 Six or V-8 | V-8 | V-8 |
| Transmission | 4-Spd. or Cruise-O-Matic | — | — |
| Alternator | 55 Ampere | 55 Ampere | 55 Ampere |
| Springs (lb.) Front Rear | 1175 w/Six; 1250 w/V-8 1950† | — 2400 | — 3000 |
| Tires—Front Rear & Spare | 8.00 x 16.5 8PR* 8.00 x 16.5 10PR* or 7.50 x 16 6PR‡ 7.50 x 16 8PR‡ | 8.75 x 16.5 10PR 8.75 x 16.5 10PR or 7.50 x 16 6PR 7.50 x 16 10PR | 8.00 x 16.5 8PR 8.00 x 16.5 8PR or 7.50 x 16 6PR 7.50 x 16 6PR |
| Max. Camper Length | 10½ ft. | 11 ft. w/135" wb. 12 ft. w/159" wb. | 12 ft. w/135" wb. 14 ft. w/159" wb. |

*For maximum GVW 8.75 x 16.5 10PR or 8.00 x 16.5 8PR front, rear and spare. Includes 12" x 20" brakes.

†2400-lb. rear springs required for 2500-lb. GVW at trailer towing.

‡For maximum GVW 7.50 x 16 10PR front, rear and spare or rear and spare only. Includes 12" x 20" brakes.

*For maximum GVW 8.00 x 16.5 10PR w/ 7.50 x 16 6PR rear and spare tires and 300-lb. auxiliary rear springs.

(SR)—Single rear wheels. (DR)—Dual rear wheels.

Blazing new power for more spirited performance



New for '68 are big 360- and 390-cu. in. Ford V-8's for impressive performance with maximum pickup loads. Whatever task you give them, these big V-8's provide sure power . . . more spirited response when you need it. Also offered for outstanding six-cylinder economy are Ford's proven 240-cu. in. Six (standard) and the 300-cu. in. Big Six. No matter what your job requirements, Ford offers an engine to fill the bill. Ford

engines have high-displacement power to enable you to maintain sustained highway speeds without excessive engine strain. You benefit with more miles per gallon, longer engine life, less engine downtime. All engines have a thermostatically controlled hot and cold air intake system and a closed crankcase ventilation system standard. An exhaust emission control system is standard on all F-100's.



390-cu. in. V-8



300-cu. in. Big Six

Six or V-8 Power Choices

| ENGINE SPECIFICATIONS | 240 SIX | 300 SIX | 360 V-8 | 390 V-8 |
|----------------------------------|------------|------------|-------------|-------------|
| MAX. GROSS HP @ RPM | 150 @ 4000 | 165 @ 3600 | 215 @ 4400 | 255 @ 4400 |
| MAX. GROSS TORQUE (LBS-FT @ RPM) | 234 @ 2200 | 294 @ 2000 | 327 @ 2600 | 376 @ 2600 |
| BORE AND STROKE (IN.) | 4.0 x 3.18 | 4.0 x 3.98 | 4.05 x 3.50 | 4.05 x 3.78 |
| COMPRESSION RATIO (TO 1) | 9.2 | 8.8 | 8.4 | 8.6 |

6000-MILE lubrication maintenance schedule

. . . Under normal operating conditions, F-100/250/350 Series Fords require oil change, oil filter change, air cleaner service and minor chassis lubrication only every 6,000 miles. Consult your Ford Dealer for other scheduled services.

Popular custom-tailoring options

- Custom Cab
- Bucket Seats
- Heavy-duty Rear Springs with Flex-O-Matic Suspension (F-100, Flex-O-Matic std. on F-250)
- Heavy-duty Front and Rear Shock Absorbers (front only on F-350)
- Integral SelectAire Conditioner/Heater
- Push-Button or Manual Radio
- Tool Stowage Box (8-ft. Styleside Pickups)
- Convenience Lighting Package (standard on Ranger)
- 25-gallon Frame-mounted Fuel Tank and Stone Shield
- Power Front Disc Brakes (F-250 & 350)
- Integral-type Power Steering (F-100 & 250)
- 3-Speed SelectShift Cruise-O-Matic Transmission
- 4-Speed Manual Transmission (F-100 & F-250, standard on F-350)
- Tinted Glass (windshield only or all-around)
- Western-Type Outside Mirrors
- Camper Special Package (F-250 & 350)
- Dual Electric Horns
- Full-Width Custom Seat Cushion
- Body Side Molding (Stylesides)

Standard Colors: Rangoon Red, Pebble Beige, Raven Black, Meadowlark Yellow, Holly Green, Lunar Green, Sky View Blue, Harbor Blue, Wimbledon White, Chrome Yellow, Pure White.

Regular Two-Tone Paint Option available with F-100/250/350 Series includes Wimbledon White applied to entire cab roof including drip rails and back panel above belt-line molding and extending around cab corners to door openings.

Deluxe Two-Tone Paint Option available with F-100 and 250 Styleside Pickups includes Wimbledon White applied to the sheetmetal below the side molding and lower tailgate section. All other sheet-metal will be painted the basic color selected. This package includes bright body side molding, lower tailgate molding and taillight bezels.

Combination Two-Tone Paint Option is available combining the regular and the deluxe two-tone paint options.

F-100/250 Chassis Specifications

F-100 MAX. GVW: 5,000 LB.

F-250 MAX. GVW: 7,500 LB.

| | STANDARD EQUIPMENT | | OPTIONAL EQUIPMENT | |
|--|---|---|--|---|
| | F-100 | F-250 | F-100 | F-250 |
| Alternator: | 38 amp., 570 watt | 38 amp., 570 watt | 42 amp., 55 amp., 65 amp. | 42 amp., 55 amp., 65 amp. |
| Axle, Front: Twin-I-Beam Capacity (lb.) | 2750 | 3000 | — | — |
| Axle, Rear: Capacity (lb.)—Ratios (to 1) | 3300—3.70 | 5200—4.10 | 3300—3.25, 3.50, 4.11 3.31, 3.54, 3.73, 4.09 3600—3.54, 4.10 | 5200—3.54, 3.73, 4.56 3.54, 3.73, 4.10, 4.56 |
| Ratios for Limited-Slip differential (to 1) | | | | |
| Battery: (12 volt) | 54 plates—45 amp-hr. | 54 plates—45 amp-hr. | 66 plates—55 & 70 amp-hr. | 66 plates—55 & 70 amp-hr. |
| Brakes, Service: Dual hydraulic master cylinder system | Self-adjusting | Self-adjusting | — | HD self-adjusting |
| Size (in.) front | 11 1/2 x 3 | 12 1/4 x 2 | — | 12 x 2 1/2 and disc |
| rear | 11 1/2 x 2 1/4 | 12 1/4 x 2 | — | 12 x 2 1/2 |
| Brake Equipment: | — | — | 9" dia. vacuum booster | 9" dia. vacuum booster |
| Brakes, Parking: Type (foot-operated*) | Cable actuation of rear brakes | Cable actuation of rear brakes | — | * |
| Clutch: Dia. (in.)—Area (sq. in.) | HD 11—123.7" (11 1/2" w/390 V-8) | HD 11—123.7" (11 1/2" w/390 V-8) | — | — |
| Engine: | 240-cu. in. Six | 240-cu. in. Six | 300-cu. in. Six 360-cu. in. V-8, 390-cu. in. V-8 | 300-cu. in. Six 360-cu. in. V-8, 390-cu. in. V-8 |
| Frame: Section Modulus | 115" wb.—2.98; 131" wb.—3.06 | 3.89 | — | — |
| Shock Absorbers: Front and rear | Double-acting | Double-acting | Heavy-duty double-acting | Heavy-duty double-acting |
| Springs, Front: Coil capacity @ pad (lb. each) | 1055 (240, 300 Sixes) (1175 w/V-8's) | 1055 (240, 300 Sixes) (1175 w/V-8's) | 1175 (240, 300 Sixes) 1250 (V-8's) | 1175 (240, 300 Sixes) 1250 (V-8's) |
| Springs, Rear: (Progressive leaf-type) | — | 1650 Flex-O-Matic | 1250, 1650 Flex-O-Matic | 1950, 2450 Flex-O-Matic |
| Capacity @ pad (lb. each) | 950 | — | 380 (N.A. w/std. main) | 500 |
| Auxiliary | — | — | — | — |
| Radiator: | — | — | Extra cooling | Extra cooling |
| Steering: Type | Recirculating ball | Recirculating ball | Power, integral type | Power, integral type |
| Transmission: Type | 3-speed fully synchronized | 3-speed fully synchronized | 3-speed plus Overdrive | 4-speed |
| Wheels: No.—type—rim size (in.) | 5—5-hole disc—5 1/2 K | 5—8-hole disc—6.0 | 16 x 5K, 15 x 5.50K HD | 16 x 5.50F, 16.5 x 6.75 |
| Tires: Tubeless, No.—size | 5—8.15 x 15 4PR PT. | 4—8.00 x 16.5 8PR TT | Tubeless and tube-type tires in sizes to match requirements | Tubeless and tube-type tires in sizes to match requirements |

Note: Use adequate tires for loads and type of service. Consult your Ford Dealer!

*Oracheln lever optional w/HD brakes on F-250

F-350 Chassis Specifications

MAX. GVW: 8,000 LB. w/SINGLE REAR TIRES

10,000 LB. w/DUAL REAR TIRES

| | STANDARD EQUIPMENT | OPTIONAL EQUIPMENT |
|--|----------------------------------|---|
| Alternator: | 42 amp.—630 watt | 55 or 65 amp. |
| Axle, Front: (Twin-I-Beam) Capacity (lb.) | 3800 | — |
| Axle, Rear: Capacity (lb.)—Ratios (to 1) | 7400—4.56 | 3.73, 4.10, 4.88 |
| Ratios for Limited-Slip differential | | |
| Battery: (12 volt) | 54 plates—45 amp-hr. | 66 plates—55 amp-hr 66 plates—70 amp-hr |
| Brakes, Service: Dual hydraulic master cylinder system | Self-adjusting | 9" dia. vacuum brake booster |
| Size (in.) front—rear | 12 x 3 | Front Disc |
| Brakes, Parking: Type (foot-operated) | Cable actuation of rear brakes | — |
| Clutch: Diameter (in.)—Area (sq. in.) | HD 11"—123.7 (11 1/2" w/390 V-8) | — |
| Engine: | 240 Six | 300 Six, 360 V-8, 390 V-8 |
| Frame: Section Modulus | 135" wb.—5.58; 159" wb.—7.84 | — |
| Shock Absorbers: Double-acting | Front | Rear, HD Front |
| Springs, Front: Coil capacity @ pad (lb. ea.) | 1365 w/Six, 1455 w/V-8 | — |
| Springs, Rear: Progressive capacity @ pad. (lb. each) | 1700 | 2400, 3000 |
| Auxiliary | — | 550, 900 |
| Steering: Type | Recirculating ball-type | — |
| Transmission: Type | 4-speed NP 435 (direct) | 3-speed Cruise-O-Matic |
| Wheels: | Single rear | Single or dual rear |
| Tires: Tubeless, No.—Size | 4—8.00 x 16.5 8PR TT | Tubeless and tube-type tires in sizes to match requirements |

Note: Use adequate tires for loads and type of service. Consult your Ford Dealer!

Whatever your pickup needs... you'll find a Ford designed to do the job better!



BRONCO PICKUP



RANCHERO 500



F-250 4x4 STYLESIDE PICKUP

Bronco . . . Ford's versatile 4-wheel-drive utility vehicle features Big Six or V-8 power, smooth-riding Mono-Beam front suspension, wide-track stability and maneuvering ease. In addition to the Pickup, Wagon and Roadster models are available. **Ranchero** . . . For '68, America's sportiest pickup is custom-tailored for the man who travels first class. The new GT model has luxurious bucket-seat interior standard . . . V-8 engines up to 390 cubic inches up front. **4x4 Pickups** . . . F-100 and 250 4-wheel-drives are designed to tackle heavy jobs on or off the road. These rugged workhorses have the power and stamina to take you virtually anywhere . . . perform special tasks with power take-off equipment.

GVW and Allowable Payload Ratings

| | GVW Ratings (lb.) | 4200/4500 | 4800 | 5000 |
|-------------------------|--------------------------|---------------|----------------|-----------------|
| F-100 | Required Tires | 8.15x15 4PR | 8.15x15 8PR | 8.15x15 8PR |
| | Required Rear Springs | 950 lb. | 1250 lb. | 1250 lb. |
| | Wheelbase (in.) | 115 131 | 115 131 | 115 131 |
| | Payload (lb.): Styleside | 655† 550† | 1205 1100 | 1405 1300 |
| | Flareside Stake* | 700† 565† | 1250 1115 | 1450 1315 |
| | | 650† — | 1200 — | 1400 — |
| F-250 | GVW Ratings (lb.) | 6100 | 6900‡ | 7500‡ |
| | Required Tires | 8.00x16.5 8PR | 8.00x16.5 10PR | 8.75x16.5 10PR |
| | Required Rear Springs | 1650 lb. | 1950 lb. | 2450 lb. |
| | Wheelbase (in.) | 131 | 131 | 131 |
| | Payload (lb.): Styleside | 2245 | 3010 | 3555 |
| | | 2260 | 3025 | 3570 |
| | | 2085 | 2850 | 3395 |
| F-350 w/SR Tires | GVW Ratings (lb.) | 6600 | 8000 | |
| | Required Tires | 8.00x16.5 8PR | 8.75x16.5 10PR | |
| | Required Rear Springs | 1700 lb. | 2400 lb. | |
| | Wheelbase (in.) | 135 159 | 135 159 | |
| | Payload (lb.): Flareside | 2280 — | 3595 — | |
| | | 1905 1525 | 3220 2840 | |
| F-350 w/DR Tires | GVW Ratings (lb.) | 8300 | 9000 | 10,000 |
| | Required Tires | 8.00x16.5 6PR | 8.00x16.5 8PR | 8.00x16.5 10PR |
| | Required Rear Springs | 2400 lb. | 3000 lb. | 3000 lb. w/Aux. |
| | Wheelbase (in.) | 135 159 | 135 159 | 135 159 |
| | Payload (lb.): Stake* | 3440 3080 | 4120 3740 | 5095 4715 |

*For Platforms add: F-100 = 125 lb.; F-250 = 180 lb.; F-350 w/135" wb. = 240 lb.; F-350 w/159" wb. = 345 lb.
 †Add 300 lb. for 4500-lb. GVW ‡Also requires HD brakes

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Every FORD TRUCK has been designed, engineered and quality built to provide safer, more dependable service. Safety also depends upon the proper operation and maintenance of a vehicle.



Ford ...has a better idea.