

1969 FORD TAXICABS

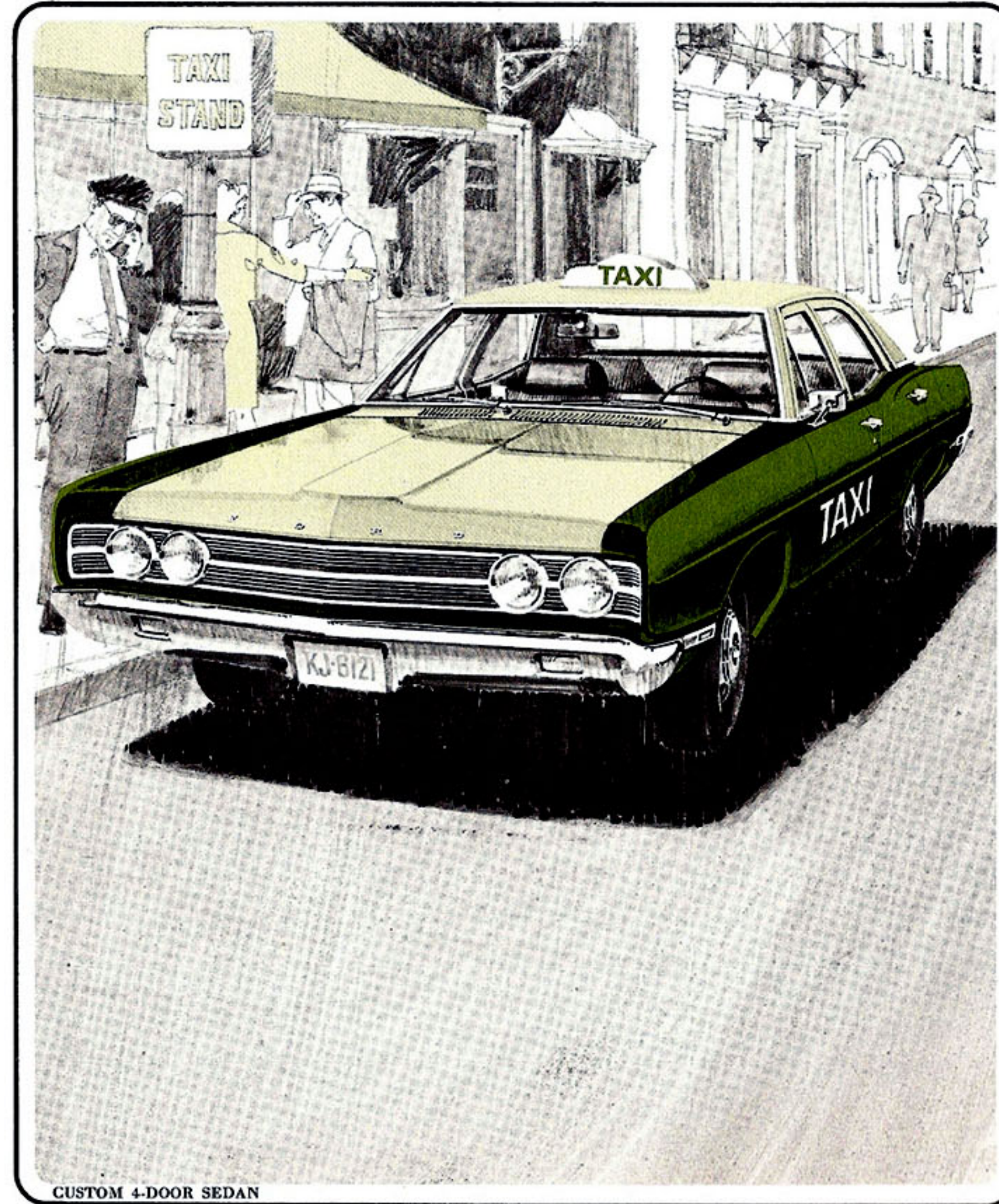


1969 FORD TAXICABS . . . QUALITY-BUILT FOR ON-THE-ROAD DEPENDABILITY

1969 Ford Taxicabs . . . present all new styling with sleek, long-hood/short deck proportions. They're longer, lower, wider, yet easier to handle than ever before. And underneath this new exterior styling, Ford presents a taxicab that's loaded with standard heavy-duty features, and built for greater around the clock dependability with improved driver/passenger comfort and convenience. The new long, 121-inch wheelbase and wide, 64-inch track, smooth out rough roads and provide better ride and handling characteristics, while maintaining a turning radius that is less than last year's Ford. New frame to body rubber mounts, and weather sealing materials help make the '69 Fords quieter than ever before. For driver comfort and convenience, Ford's famous 100,000 mile seats provide more comfort and support with thick contour-molded urethane cushions. The new instrument panel places all controls directly in front of the driver in a unique "flight-cockpit" design. Ford's hefty MagicAire heater-defroster has a 25% larger heater core to give faster warmup, more efficient defrosting. Plus a more powerful blower that's located outside the passenger compartment for quiet operation. A new high-low cowl side ventilation provides a flow of fresh air to all parts of the interior. Up front, the rugged Taxi-Special 6-cylinder 240 c.i.d. engine, combined with the heavy-duty fully synchronized 3-speed manual transmission and heavy-duty clutch, provides the reliability and power you need . . . the economy you deserve. Check over the following pages for details on *additional* standard taxicab features plus options to fill your special needs. Then call your fleet salesman at your local Ford dealer and drive the all new Ford . . . it's the going thing.



CUSTOM 500 4-DOOR SEDAN



CUSTOM 4-DOOR SEDAN

Taxicab packages and options are offered on Ford Custom and Custom 500 4-Door Sedans. In addition to the many standard features found on Ford cars, these special taxicab packages are designed to provide an extra plus for low maintenance, economical fleet operation.

STANDARD TAXICAB PACKAGE

Taxi Special 6-cylinder 240 c.i.d. engine with automatic choke. 3-speed fully synchronized heavy-duty manual shift mechanism, with heavy-duty shift mechanism, permits downshifting through all three gears from any reasonable car speed without gear clash or grinding. Heavy-duty clutch. Lubricator fitted drive shaft. 3.00 to 1 high ratio heavy-duty rear axle. Heavy-duty bonded wear-resistant brake linings and manual adjusters. Heavy-duty, 70 ampere-hour battery, 42 ampere alternator. Heavy-duty, front and rear, black rubber floor mats. 100,000 mile front seat and heavy-duty rear seat springs and padding with non-pleated beige all-vinyl trim. Taxi cooling package, with extra cooling radiator and fan. Dual wiring for the roof light with a hole in the roof panel. The 1969 Ford Motor Company Lifeguard Design Safety Features listed on page 5 are also standard on all 1969 Ford cars.

EXPANDED TAXICAB PACKAGE

This package includes all the items listed in the Standard Taxicab Package, plus the following: Assist straps for rear compartment exiting. Courtesy lights for all four doors. Door-ajar warning light system, indicates when any of the four doors are not closed properly. Heavy-duty suspension with heavy-duty front lower arms, heavy-duty front and rear springs and shock absorbers. Metal pull handle for the right rear door.

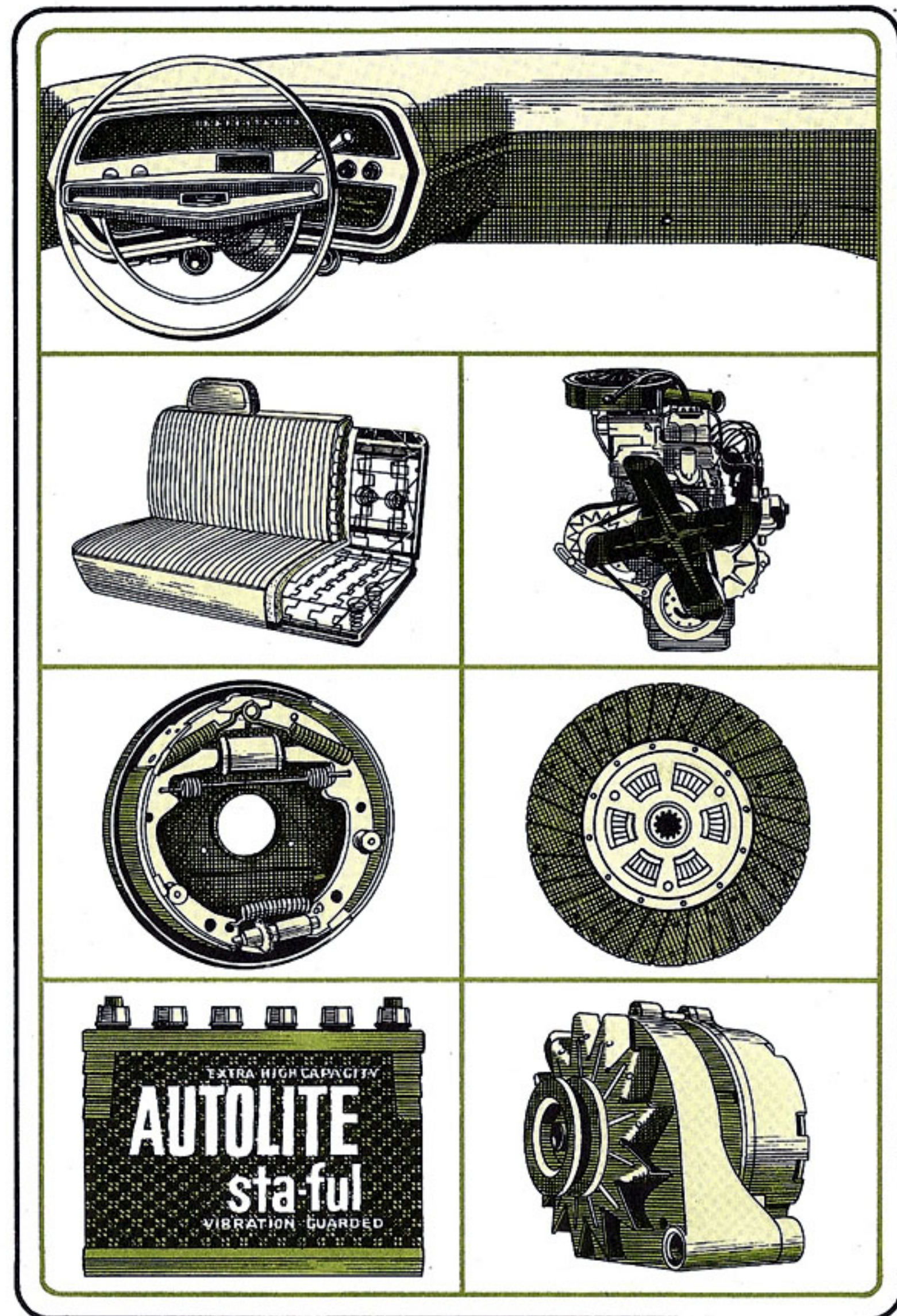
WITH HEAVY-DUTY STANDARD FEATURES

In a dramatic departure from previous designs, the 1969 Ford INSTRUMENT PANEL presents a totally new concept in driver convenience. All instrumentation and controls are clustered directly before the driver for easy view and reach. Underneath this "control center" a new printed electrical circuit provides greater instrumentation reliability. HEAVY-DUTY 100,000 MILE SEATS provide all day comfort with thick 2½" molded urethane foam-padded seat cushions. Firm support is added with special pre-formed main springs and coil springs while tough, beige-colored vinyl provides a durable easy-clean covering. Ford's time-proven TAXI SPECIAL SIX provides economical performance day after day. Heavy-duty main and connecting rod bearings, chrome plated valve stem tips, and exhaust valve rotators are some of the built-in features that give this powerplant extra stamina. Special taxicab HEAVY-DUTY BRAKES have extra heavy-duty bonded linings, with chrome plated shoe ledges and manual adjusters to increase brake life and help prevent shoe drag. The dual hydraulic system features independent master cylinders, separate lines to the front and rear brakes and an instrument-panel mounted light which, when the brakes are applied, indicates that brake service is required. Ford's HEAVY-DUTY CLUTCH, a full 11 inches in diameter, features extra thick lining and high-capacity pressure-plate springs. Both the Taxi Special Six and the 302 V-8 clutches are semi-centrifugal design with 113.1 square inches of wear-resistant lining to withstand constant taxi use. Autolite's 70 amp HEAVY-DUTY BATTERY needs filling only three times a year. This famous "Sta-Ful" vibration-guarded design features a large above-the-plates reservoir and epoxy-bonded elements to provide more starting volts . . . longer life. Ford's standard 42 amp ALTERNATOR supplies sufficient current at idle speed to keep the battery more fully charged under standard load conditions. See options page for Alternator load-requirement table.

1969 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Ever since there have been Fords on the American Road, safety of the people who drive and ride in them has been a primary concern of the Ford Motor Company. Ford engineers have driven millions of test-track miles, worked millions of laboratory man-hours to make each Ford car as strong and reliable as possible. Some of the more recent results of their dedicated work are reflected in the Ford Motor Company Lifeguard Design Safety Features listed here. These Safety Features help reduce the likelihood of injury in case of an accident. However, you can contribute more importantly by preventing an accident.

Every 1969 Ford includes: Dual Hydraulic Brake System with Warning Light Glare-Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror and Windshield Pillars Energy Absorbing Steering Column and Steering Wheel Energy Absorbing Arm Rests and Safety-Designed Door Handles Front and Rear Lap Belts with Front Outboard Retractors Turn Indicators with Lane-Change Signal Feature Inside Day/Night Yield-Away Rearview Mirror Energy Absorbing Instrument Panel with Padding Padded Sun Visors Two-Speed or Variable-Speed Windshield Wipers Windshield Washers Double-Thick Laminate Safety Glass Windshield Double-Yoke Safety Door Latches and Safety Hinges 4-Way Emergency Flasher Backup Lights Side Marker Lights Energy Absorbing Front Seat Back Tops with Padding Self-Locking Folding Front Seat Backs Shoulder Belts for Outboard Front Seat Passengers except Convertibles Safety-Designed Window Regulator Knobs Safety-Designed Radio Control Push Buttons Outside Rearview Mirror, Driver's Side Safety Rim Wheels and Load-Rated Tires Corrosion-Resistant Brake Lines Uniform Transmission Shift Quadrant.



1969 FORD TAXICAB OPTIONS

Air Conditioner, SelectAire (N/A with 240 c.i.d. six-cylinder engine)

Alternators—See separate listing this page

Automatic Transmission—Heavy duty SelectShift offers manual or automatic shifting. First gear is blocked out (may be deleted if desired) on 6-cyl. engine to help extend engine life and provide better gas mileage by reducing engine revolutions

Battery*—80-ampere

Body Side Molding*—Standard on Custom 500

Brakes—Power front disc
—Manual front disc

Convenience Control Panel—Includes warning lights for door ajar, parking brake on, low fuel, seat belt reminder light, and warning light and buzzer if the headlights are left on

Engine—302 C.I.D. 2v V-8 Taxi Special

Glass, Tinted—All around with tinted and banded windshield

Mirror*—Remote Control

Radio—AM*
—Dual rear seat speakers*
—Noise suppression equipment

Paint—Two-tone

Power Steering

Rear Axle—Limited-Slip

Rear Window Defogger

Roof Light Wiring—Five wire

Seat and Shoulder Belts, Deluxe—Includes reminder light

Single Key Locking System

Visibility/Light Group—Includes ash tray light, parking brake light, trunk light, glove box light, rear door courtesy switches, and lefthand remote control mirror

Tires—7.75 x 15 WSW Rayon

—8.15 x 15 BSW

—8.15 x 15 WSW

—215R15 WSW Radial Ply

Wheel Covers*—Stainless Steel

Windshield, Tinted (Fleets only)

Windshield Wipers, Intermittent—Wiper cycle may be adjusted from two- to ten-seconds

**Also dealer installed*

ALTERNATORS

Alternators must meet the electrical load requirements for the vehicle at average driving speeds, plus supply sufficient output to charge the battery. To determine the required alternator size, find the electrical item group in the Ampere-Draw Table below that best describes your vehicle equipment. Alternators recommended are for 20-mph average vehicle speed. If your average speed is other than 20 mph, contact your dealer or local Ford District Sales Office for detailed selection information.

42-Amp. Ford-Autolite (std. in Taxicab Package)

55-Amp. HD Ford-Autolite

65-Amp. HD Ford-Autolite

65-Amp. HD Pancake (Leece-Neville)

1969 POWER TEAM SELECTIONS

ENGINES	TAXI SPECIAL SIX	302 V-8
Displacement (cu. in.)	240	302
Horsepower @ rpm	150 @ 4000	220 @ 4600
Torque (lbs.-ft. @ rpm)	234 @ 2200	300 @ 2600
Compression Ratio (to 1)	9.2	9.5
Carburetor	1v	2v
FUEL	Regular	Regular
ALTERNATOR	42-Amp.	42-Amp.
BATTERY	70-Amp.	70-Amp.
TRANSMISSIONS		
Standard	HD 3-speed Manual	HD 3-speed Manual
Optional	HD Cruise-O-Matic	HD Cruise-O-Matic
REAR AXLE RATIOS	3.00 (3.25)	3.00 (3.25)

AMPERAGE-DRAW TABLE

Standard Load: Includes ignition, gauges, regulator, all lighting turned on by headlamp switch, heater motor, courtesy light group, electric wipers and roof marker light	28-Amp. Load Average	Specify 42-Amp. Ford-Autolite
Standard Load plus: All-Transistor, Two-Way Radio or Air Conditioner*	31-Amp. Load Average	Specify 55-Amp. Ford-Autolite
Standard Load plus: All-Transistor, Two-Way Radio and Air Conditioner*	33-Amp. Load Average	Specify 55-Amp. Ford-Autolite
Standard Load plus: Tube-Type, Two-Way Radio with or without Air Conditioner*	36-Amp. Load Average	Specify 65-Amp. Ford-Autolite

**Ford SelectAire has 55-Amp. alternator as Standard equipment*

1969 FORD TAXICAB SPECIFICATIONS

EXTERIORS: Choice of 15 Super Diamond Lustre Enamel finishes: Raven Black, Royal Maroon, Black Jade, Aztec Aqua, Gulfstream Aqua, Lime Gold, Wimbledon White, Brittany Blue, Champagne Gold, Candyapple Red, Meadowlark Yellow, Presidential Blue, Indian Fire, New Lime, Dresden Blue. See your Ford Dealer for Two-Tone options.

INTERIORS: (Standard Taxi Package) Heavy-duty, non-pleated all-vinyl upholstery and trim is beige in both models. Heavy-duty front and rear floor mats (black rubber).

ENGINES: 150-hp Ford Taxi Special Six (Standard Taxi Package)—240-cu. in. disp.; 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; precision-cast crankshaft with seven main bearings; chrome-tipped valves, rotators on the exhaust valves, and hydraulic lifters with chrome-plated plungers; gear-driven camshaft; regular fuel; single-barrel carburetor with automatic choke; high-capacity long-life fuel filter; disposable-type (cartridge replacement) full-flow oil filter; 5-qt. oil capacity, incl. filter; single exhaust system with a stainless and aluminized steel muffler.

220-hp V-8 (Optional)—302-cu. in. displ.; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio, regular fuel; 2-barrel carburetor with automatic choke. Other specifications same as Taxi Special Six.

ELECTRICAL: 12-volt electrical system with 42-amp. alternator, 66-plate, 70 amp-hr battery, weather-proof ignition system with Static-Ban constant-resistance wiring and air-cooled distributor points; positive-engagement starter.

CLUTCHES: Heavy-Duty Clutch for the 240 c.i.d. Six and the 302 V-8 is 11" diameter with extra thick lining and high capacity pressure plate springs. The clutch is semi-centrifugal design and provides a 113.1-sq. in. frictional area.

TRANSMISSIONS: 3-Speed Manual Transmission (standard; HD type)—fully synchronized in all forward speeds; alloy-steel helical gears and forged bronze synchronizers. Shift lever on steering column. Taxi Package includes heavy-duty shift linkage.

SelectShift Automatic Transmission (optional; HD type)—3-speed automatic transmission optional with standard 150-hp Ford Taxi Special Six and 220-hp V-8.

REAR AXLE: Semi-floating type with deep-offset hypoid gears, straddle-mounted pinion. Permanently lubricated rear wheel bearings. Axle ratio: 3.00 to 1 for 3-speed manual and SelectShift transmissions. Lubricator-fitted universal joints.

FRONT SUSPENSION: Drag-strut, ball-joint type suspension system with mounting feature that allows slight rearward movement of front wheels to reduce effects of bumps and ruts. Ball joints packed with 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps control sway on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid for better year-round control. Heavy-Duty Suspension (Expanded Taxi Package) heavy-duty coil springs, heavy-duty shock absorbers and heavy-duty front lower arms.

REAR SUSPENSION: Coil spring system with three longitudinal arms control the rear axle assembly position and absorb braking and acceleration forces. Lateral track bar centers axle, resists body sway and roll on turns. Like the front suspension, this system features rubber bushings at all points where it is attached to the frame for smooth, quiet operation. Shock absorbers, mounted at an angle to help provide side stability and control, have all-weather fluid for more uniform action. Heavy-Duty Suspension (Expanded Taxi Package) has heavy-duty springs and shock absorbers.

STEERING: Energy-absorbing type steering wheel and column. Precision-control, low-friction recirculating ball-type steering gear with anti-friction bearings throughout plus high ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Symmetrical linkage with nylon bearings in tie rod and pitman arm pivots packed with 36,000-mile lubricant retained by full-life seals. Overall steering ratio 30.8 to 1; with power steering 21.8 to 1.

BRAKES: Dual hydraulic system with dual master cylinder; red warning light on instrument panel indicates a loss of pressure upon application of the brakes. Drum brakes are double-sealed, self-energizing design. Dash-mounted master cylinder. Heavy-Duty Brakes in Taxi Package have 236-sq. in. bonded linings and cooling-grooved 11-in. composite drums for long life. Manually adjusted. Foot-operated parking brake with hand release under instrument panel. Optional power front disc brakes have special low pedal position and self-adjusters.

TIRES: Uniform pressure, 4-ply rating, black tubeless tires with rayon cord. Safety-type rims. Basic size: 7.75 x 15 standard; 8.15 x 15 optional.

DIMENSIONS: Overall length 214"; width 79.8"; height 55.1"; wheelbase 121"; tread 63" front, 64" rear; fuel 24.5 gal.; trunk luggage volume 18 cu. ft.

PRICES: All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, the Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

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