

# '74 Ford

LTD BROUGHAM • LTD • GALAXIE 500 • CUSTOM 500  
AND STATION WAGON HIGHLIGHTS



# '74 FORD The closer you look, the better we look.

LTD 4-Door Hardtop in Dark Green Metallic (Code 4O) with Green vinyl roof.



LTD Brougham 2-Door Hardtop in Candyapple Red (Code 2E) with White vinyl roof.



Custom 500 4-Door Pillared Hardtop in Medium Brown Metallic (Code 5H).



materials—including a velvety new crushed velour. Plus rich appointments . . . meticulous tailoring and stitch detailing you associate with far costlier cars.

Fourteen well-made Fords invite your close inspection. Three LTD Broughams. Three LTD's. Three Galaxie 500's. A Custom 500 and four new Wagonmaster favorites. All models are detailed more completely on later pages.

Beneath the beauty, a close look will reveal more reasons to choose the '74 Ford. Like full coil suspension systems and shock absorbers that maintain firm road contact as they soak up noise and vibration. A frame with five rugged crossmembers instead of four. Extra strength for a solid, smooth, quiet ride.

Quality Ford construction includes rubber body mounts, located with computer help, to cushion you further from road shock. Proper fitting of doors, hood and trunk lid also contribute to Ford quiet qualities.

A really close look would show many durability features. Like zinc-coated underbody parts that help protect against rust. Hidden inner fenders that shield against stones and road salt. A six-step paint process involving tough epoxy primers and three finish coats of super Diamond Lustre acrylic enamel.

Here's more. Steel-belted radial ply tires now standard on new LTD Broughams, LTD's and the Country Squire. And there's wide stance. For broad-based

On this page and those that follow, you'll be introduced to the eye-catching new floor show now at your Ford Dealer's. Superbly styled '74 Fords. With a bold new grille and new front end distinction. An elegant new hood ornament on LTD Broughams and LTD's. And 16 bright fresh exterior colors.

Spacious Ford interiors are more luxurious. With sumptuous

stability. You'll like what it does for cornering. You'll also like the comfort for six that comes with a 121-in. wheelbase. And new Solid State Ignition with the 400 CID 2V and 460 CID 4V V-8's.

We've emphasized quality with precision equipment, men who care about Fords they build, plus rigorous testing and inspection.

Our Fords also show we care about you. And those you care about. All Fords have Steel Guard Rails in side doors, and include over two dozen Lifeguard Design Safety Features—all standard. Features like the Impact Resistant Front and Rear Bumper Systems. And the new Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock that encourages you to buckle up before starting the engine. See the complete safety list on page 24.

So each '74 Ford is more than a quiet car. It includes more of the features you've always wanted. Extra values that look even better the closer you look into Ford.

### Our goal: No unhappy owners.

The people at Ford Motor Company and Ford Dealers have dedicated themselves to an ambitious goal—**no unhappy owners**. This means that when you select a Ford, you get a product engineered and built to high quality standards. You get the full attention of a dealer organization whose primary interest is your satisfaction. This is a deep and personal interest that continues as long as you own your car. We listen to our owners—and we will do everything possible to make sure you get all the good things planned and built into your '74 Ford.

**Note:** For your convenience, Ford colors include codes—example: Candyapple Red (Code 2E). Your Ford Dealer will be pleased to show you color chips and actual swatches of vinyl roof and interior trim materials.

**Note:** Notable Standard Features for the LTD Brougham are listed on page 7. For the LTD, on page 11. Galaxie 500 standards are on page 14, and those for Custom 500 are listed on page 17. Standards common to all Ford models are on pages 18-19. Other items shown are optional. Pages 20 to 23 list all options available.

LTD Country Squire in White (Code 9A) with Black vinyl roof.



Galaxie 500 4-Door Pillared Hardtop in Medium Blue Metallic (Code 3D) with Blue vinyl roof.





## FORD LTD BROUGHAM

Top of the Ford line. The quality makes it quiet.

Full-size luxury cars, we think, should look the part and act the part. With outstanding performance. And a quiet ride that tells you the car is well put together.

LTD Broughams measure up in every respect, or else they wouldn't be top-of-the-line. And they offer you more than tasteful elegance and distinctive styling.

The important extra is quality. Like doors that hang snug and straight and close precisely. Close-fitting hoods and trunk lids. A finish that's lustrous everywhere.

You can choose from three beautiful new Broughams. The 4-Door Pillared Hardtop. 2-Door and 4-Door Hardtops. Each displays standout quality and styling that make LTD Brougham a proud car to own.

A new chrome-plated grille, with surround moldings. A new stand-up hood ornament. Hood rear molding. Parking lamps integral with side marker lights.

Tail lamp styling also features chrome embellishment. At the sides, vinyl insert moldings help protect against parking lot dents.

There's a vinyl roof. And bright rocker panel, wheel lip, belt and drip rail moldings that enhance styling. Plus Brougham ornamentation on the rear pillar. Full wheel covers and steel-belted radial ply tires. All standard.

Inside, you ride completely relaxed. On sumptuous fabrics with the look and feel of luxury. You'll find interior comforts detailed on pages 6 and 7.

Notable standard features, listed on page 7, include the proven 351-cu. in. 2V V-8. SelectShift Cruise-O-Matic transmission. Power front disc brakes. Power steering, and more.

Many innovative options merit your consideration. For example, Power Mini-vent Windows on 4-Door models let you adjust your own quiet, draft-free ventilation. Solid State Ignition, standard with 400 and 460 CID V-8's, gives you quick starting, whatever the weather. See all the new options on pages 20 through 23.

When you drive the new LTD Brougham, you'll savor its smoother-than-ever ride . . . quieter, we think, than you'll expect. You'll also welcome the ease of handling and control.

We believe the closer you look, the more you'll agree it's the best Brougham we've ever built. Try it soon and tell us what you think.



Classic LTD Brougham elegance in a 4-Door Pillared Hardtop. New styling includes bright grille with surround moldings, distinctive hood ornament—plus chrome hood rear, rocker panel, belt and drip rail moldings. Exterior finish is Ginger Glow (Code 5J) with a smart Brown vinyl roof.



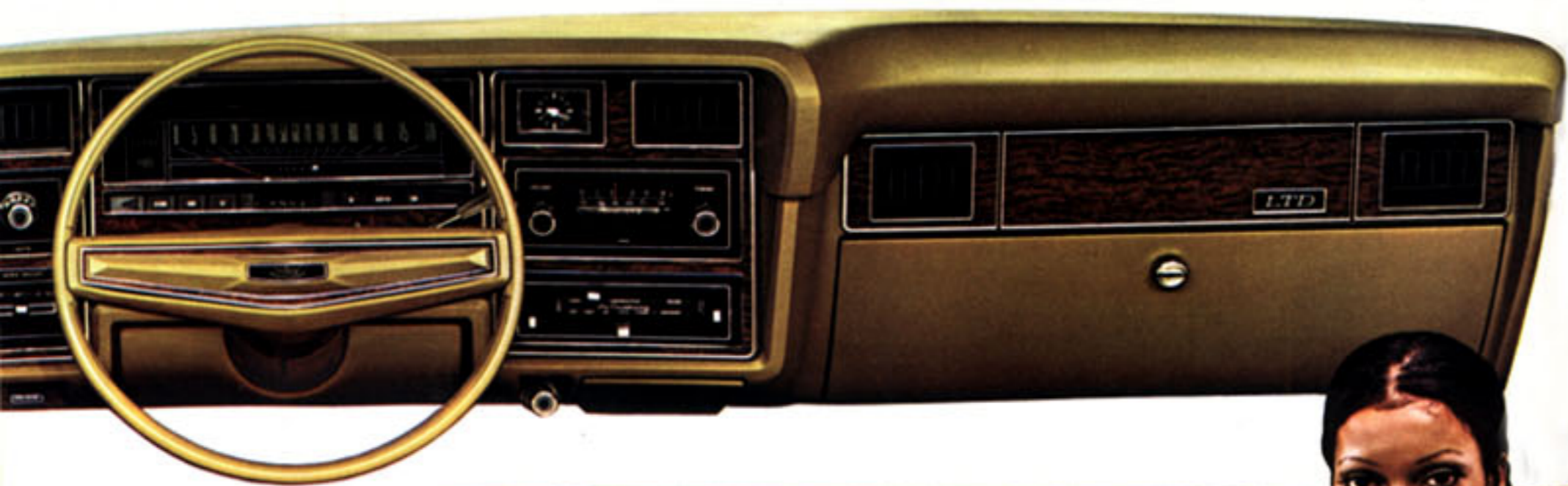
Luxurious new LTD Brougham 4-Door Hardtop in Light Blue (Code 3B) with Blue vinyl roof.



Handsome taillight design on the LTD Brougham 2-Door Hardtop. Saddle Bronze Metallic (Code 5T) exterior nicely topped with a Beige vinyl roof.

**Note:** See LTD Brougham Notable Standard Features on page 7. Other items shown are optional.

**Note:** See Color Code reference on page 3.



## FORD LTD BROUGHAM

### New interior luxury that says quality to the last detail.

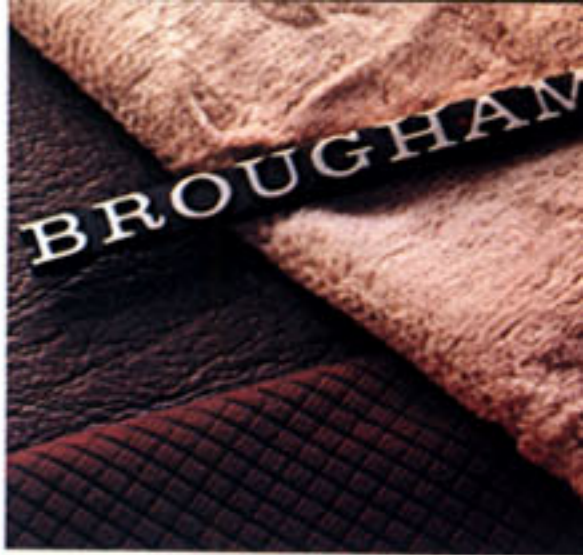
First chance you get, sink into one of these deep-cushioned seats. Feel that comfort. Note true quality. Every detail is treated with meticulous care. And it shows. In good-fitting, rich-looking knit cloth-and-vinyl fabric . . . hallmarks you associate with custom quality interiors. Inviting colors available are Medium Blue, Light Beige, Medium Green, Light Gold, Black and Medium Saddle.

The optional split bench seat, with fold-down center armrests and manual recliner, gives you superb lounge chair comfort. And it's available in knit cloth and vinyl or all-vinyl trim. The seat is individually adjustable, so a man can have the legroom he wants and his wife can drive without jamming his knees into the glove box.

There's generous room for three. Front or back. Padded, full-length door armrests add more comfort. And there are luxurious appointments. Individual ash trays. Graceful woodtone appliques on doors, instrument panel, steering wheel. Bright seat side shields. Color-Keyed Deluxe Belts. An automatic seat back release on the 2-Door Hardtop.

Instrument panel controls are easy to read and reach. An illuminated electric clock is standard. So is an inside hood release to deter theft.

You can add even more luxury if you wish. Like the new Brougham Luxury Group offering crushed velour upholstery, 25-ounce cut-pile carpeting, and more. Look into all options listed on pages 20-23.



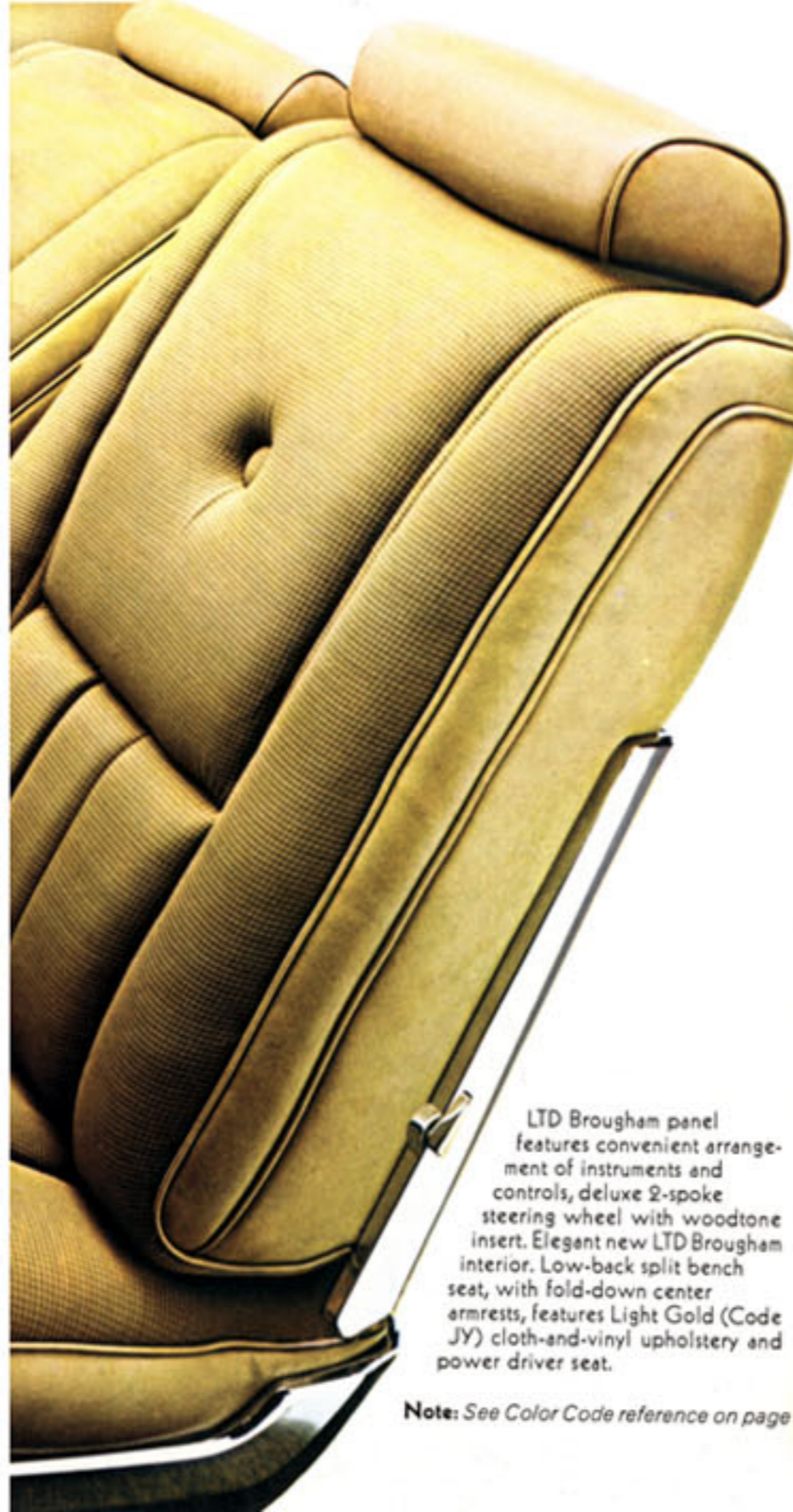
#### NOTABLE STANDARD FEATURES—LTD BROUGHAM

**Functional**—351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  
 Power Front Disc Brakes  
 Power Steering  
 Steel-Belted Radial Ply Black Sidewall Tires  
 Impact Resistant Front and Rear Bumper Systems  
 Wiper-Mounted Washer Jets  
 Electric Clock  
 Lights in Glove and Luggage Compartments, Center Ash Tray  
 Front Door Courtesy Lights  
 Rear Door Courtesy Light Switches  
 Inside Hood Release  
 LTD Sound Package  
 Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock and all Ford Motor Company Life-guard Design Safety Features listed on page 24.

**Appearance & Comfort**—Flight Bench Seat with Center Armrest  
 Brougham Cloth and Vinyl Trim  
 Color-Keyed Deluxe Belts  
 Deluxe 2-Spoke Steering Wheel  
 Bright Seat Side Shields  
 Automatic Seat Back Release (2-Dr. Hardtop)  
 Color-Keyed Cut-Pile Carpeting  
 Full Woodtone Instrument Panel Appliques  
 Vinyl Roof  
 High Series Chrome-Plated Grille  
 Stand-up Hood Ornament  
 Vinyl Insert Body-side Moldings  
 Bright Rocker Panel, Wheel Lip, Door Belt, Tail Lamp, Grille, Hood Rear and Drip Rail Moldings  
 "C" Pillar Ornament with Brougham Letters  
 Full Wheel Covers.

**MEASUREMENTS**  
 Wheelbase 121.0"  Length 222.5"  
 Height 53.2", 4-Dr. Hardtop 54.6"  
 Width 79.5"  Fuel Capacity & Type (gal.) 22.5 reg.  Curb Weight (lb.), 2-Dr. Hardtop 4386, 4-Dr. Hardtop 4448, 4-Dr. Pillared Hardtop 4422.  Passenger Capacity 6.

**Note:** See Notable Standard Features above. Other items shown are optional.



LTD Brougham panel features convenient arrangement of instruments and controls, deluxe 2-spoke steering wheel with woodtone insert. Elegant new LTD Brougham interior. Low-back split bench seat, with fold-down center armrests, features Light Gold (Code JY) cloth-and-vinyl upholstery and power driver seat.

**Note:** See Color Code reference on page 3.



Attractive optional all-vinyl split bench seat trim is available in Medium Blue, Medium Green, Medium Saddle (shown Code KZ) or White (2-Door only, and available early December).



## FORD LTD

Closer than ever to the top of the line.

There's a new chrome-plated grille. Sixteen exterior color selections. Bright moldings everywhere, including the important vinyl insert bodyside and rocker panel moldings. The new stand-up hood ornament and other LTD insignia add further tasteful touches.

LTD performance is also in keeping with standard luxuries like a responsive 351-cu. in. 2V V-8. The smooth SelectShift transmission. Power front disc

brakes. Power steering. Steel-belted radial ply tires, and more. See the list on pages 10-11.

To help you equip LTD your own special way, there's a wide array of better idea options. V-8's up to 460 cubic inches. Fingertip Speed Control. SelectAire Conditioner, with Manual or Automatic Temperature Control. And many others detailed on pages 20-23.

LTD luxury. Look it over closely at your Ford Dealer's.

Everything about LTD reflects success. A look that's crisp. Clean. With exciting new styling touches.

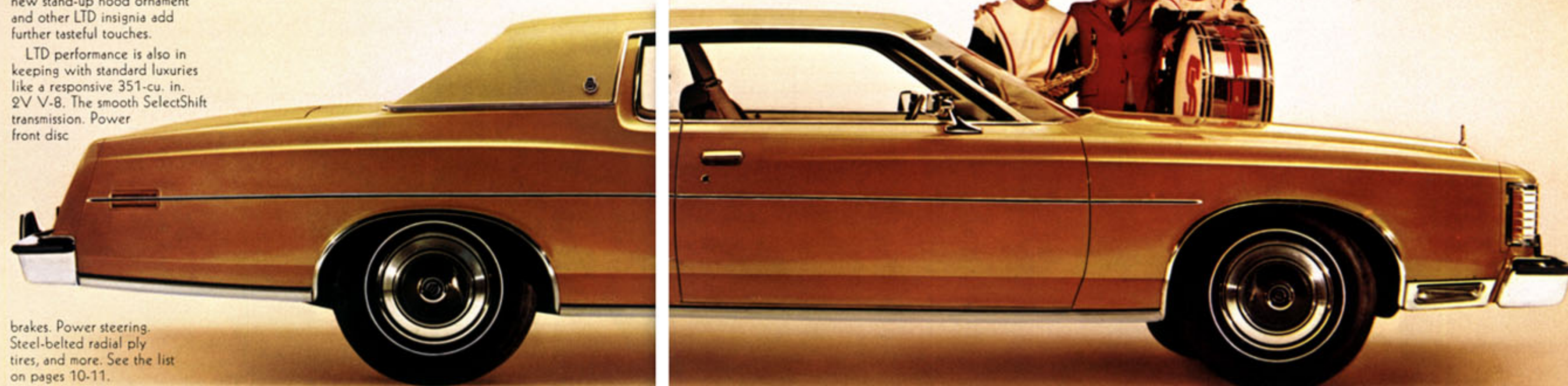
Each LTD offered is illustrated here: the 2-Door Hardtop, 4-Door Hardtop and the 4-Door Pillared Hardtop. All are designed to give you quiet luxury outstanding in Ford's field.

Last season, LTD won the "Full-size Sedan of the Year" award in Motor Trend magazine's competition. This year, we've made LTD more luxurious to look at, drive and enjoy. With all the distinction you've admired on far costlier cars.

LTD is solidly built to begin with. Durability and quiet depend on it. So LTD gives you a solid frame with five crossmembers. And there are stronger Impact Resistant Front and Rear Bumper Systems for added protection.

Side doors are built with Steel Guard Rails inside. For strength and quiet. Close the LTD door. The sound will tell you it's solidly built... another sign of quality workmanship.

Above all, of course, is the comfort. Stretch-out roominess in elegant new interiors, as you will note on pages 10 and 11.



Luxurious LTD 2-Door Hardtop in Gold Glow (Code 6F), perfectly paired with a new Gold vinyl roof.



Stately new LTD 4-Door Hardtop in Medium Copper Metallic (Code 5M), nicely mated with White vinyl roof.



Fluid-lined LTD 4-Door Pillared Hardtop in Dark Blue Metallic (Code 3G) specially coordinated with Blue vinyl roof.

**Note:** Notable LTD Standard Features are listed on page 11. Other items shown are optional. See pages 20 through 23 for all options available.

**Note:** See Color Code reference on page 3.



## FORD LTD

Here's what to look for when you look into full-size interior luxury.



There's more to luxury than surface elegance. You need living room comfort. Space to sit tall, stretch out and relax in.

LTD comfort is exceptional, of course, because Ford builds all seats like fine furniture. With a five-foot steel-support frame. Inter-meshed springs for outstanding support—on even the longest trips.

Over the springs, three inches of foam cushioning. And even thicker at the edges.

Then come yards of high quality fabric. It should have a custom look. Be resilient. Meticulously tailored. With the attention to detail you get when people care about quality.

So when you look at a car, any car, double-check the workmanship. Check the tailored look of the upholstery . . . the neat stitching.

Check all window and door controls. Make sure there are no loose parts. And in a full-size car, there should be room for six, with plenty left over.

By the time an LTD leaves the line, it's been inspected and tested many times. It's an expensive way to build a car. But Ford thinks it's worth it.

We think you will, too.

### NOTABLE STANDARD FEATURES—LTD

**Functional**—351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  
 Power Front Disc Brakes  
 Power Steering  
 Steel-Belted Radial Ply Black Sidewall Tires  
 Impact Resistant Front and Rear Bumper Systems  
 Wiper-Mounted Washer Jets  
 Electric Clock  
 Lights in Glove/Luggage Compartments, Ash Tray  
 Inside Hood Release  
 LTD Sound Package  
 Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock and all Ford Motor Company Lifeguard Design Safety Features listed on page 24.

**Appearance & Comfort**—Deep-Cushioned Low-Back Bench Seat  
 Unique LTD Cloth and Vinyl Trim  
 Deluxe 2-Spoke Steering Wheel  
 Color-Keyed Loop-Pile Carpeting  
 Full Woodtone Instrument Panel  
 Bright Pedal Trim  
 Luggage Compartment Mat  
 High Series Chrome-Plated Grille  
 Stand-up Hood Ornament  
 Vinyl Insert Bodyside Moldings  
 Bright Rocker Panel, Wheel Lip, Door Belt, Tail Lamp, Grille, Hood Rear and Drip Rail Moldings  
 LTD "C" Pillar Crest  
 Chrome Hub Caps.

### MEASUREMENTS

Wheelbase 121.0"  Length 222.5"  
 Height 53.2", 4-Dr. Hardtop 54.6"  
 Width 79.5"  Fuel Capacity & Type (gal.) 22.5 reg.  Curb Weight (lb.), 2-Dr. Hardtop 4366, 4-Dr. Hardtop 4427, 4-Dr. Pillared Hardtop 4404  Passenger Capacity 6.

**Note:** See Notable Standard Features above. Other items shown are optional.

Luxurious new LTD interior handsomely tailored in Medium Saddle (Code GZ) cloth and vinyl. Also comes in Beige, Medium Blue, Medium Green and Black.

LTD panel features easy-to-see instruments, easy-to-reach controls, huge bin-type glove box. Note SelectAire Conditioner and AM/FM stereo radio.

**Note:** See Color Code reference on page 3.



Easy-care, long-wear All-Vinyl seat trim, shown in White (Code FT), also can be ordered in Black, Light Beige, Medium Blue, Medium Green and Medium Saddle.

# Galaxie

## FORD GALAXIE 500 The Ford you'd expect to pay far more for.



Galaxie 500 is a beautiful example of big Ford value that most budgets will accommodate. Your close look will uncover many features usually found only on cars costing considerably more.

Three elegant new Galaxies invite your appraisal: the 2-Door Hardtop, a 4-Door Hardtop and the 4-Door Pillared Hardtop. All have LTD qualities that will give you a lot of pardonable satisfaction behind the wheel. Clean lines. Solid look. A smart new chrome-plated grille.

There are bright moldings around the grille, around taillights, at drip rails, the door belt and wheel openings. Bright bodyside moldings help protect the gleaming finish. And seven of the 16 exterior colors available are new for '74: Candyapple Red, Green Glow, Tan Glow, Dark Blue Metallic, Pastel Lime, Saddle Bronze Metallic and Medium Ivy Yellow.

Everything inside tells you this is the most luxurious Galaxie. Lustrous new fabrics are richer than before. Premium-quality appointments include padded full-length door armrests and new door hardware.

Driving Galaxie is remarkably smooth and quiet. You get noise-and-vibration-absorbing innovations like taper-design body mounts that help cushion the ride. Ford's "forgiving" front



Galaxie 500 4-Door Pillared Hardtop in Medium Brown Metallic (Code 5H) with smartly styled Beige vinyl roof.

Sporty Galaxie 500 2-Door Hardtop in Pastel Lime (Code 4A).

suspension that helps flatten the roughest roads. A sound package with thick fiberglass under the hood, on the firewall, under the roof, in the spacious trunk and on the floor. Blanket insulation.

You get many extra-value features, standard. A 351-cu. in. 2V V-8. SelectShift Cruise-O-Matic transmission. Power front disc brakes. Power steering. Power ventilation that freshens air even with all windows closed, and more. The impressive list is on page 14.

We built in peace-of-mind comforts like Steel Guard Rails in all side doors. Front Outboard Retractable Lap Shoulder Belts with Starter Interlock that encourages you to buckle up before starting the engine. Improved Impact Resistant Front and Rear Bumper Systems. And a host of other Ford Motor Company Lifeguard Design Safety Features, listed on page 24.

You can add further luxuries, if you wish. 6-Way power seats. V-8's up to 460 cubic inches. Trailering packages. Steel-belted radial ply tires. And that's just a partial list. Check all options on pages 20-23.

Your close look, obviously, will prove that Galaxie value merits your test drive. Plan to do it soon.



Value-packed Galaxie 500 4-Door Hardtop in Green Glow (Code 4T) neatly contrasted with a White vinyl roof.



**Note:** Galaxie Notable Standard Features are listed on page 14. Other items shown are optional. See option pages 20 to 23.

**Note:** See Color Code reference on page 3.



# FORD GALAXIE 500

The Galaxie Front Room was never better.

The new Galaxie interior offers room for six with plenty left over. New touches of luxury and refinement give you added reason to consider Galaxie value.

You sit in comfort on plush new fabrics, flawlessly fitted like the wide pleated design you see here. Soft new Karmel cloth covers the entire seat and back surfaces . . . in a beautiful choice of Light Beige, Black, Medium Blue, Medium Green or Medium Saddle. All-vinyl trim, in the same colors, is optional.

New full-length door armrests, with 1 1/4 inches of foam padding, also add comfort. A depression in the padding lets you grip the new door-opening handle anywhere along the top edge for more convenient closing. Door trim elegance is also enhanced by a bright new molding running full length above the armrest.

Instrument panel dials have more visible red pointers. All are clustered before you, along with the controls. And there are tasteful woodtone accents.

Inside. Outside. The closer you look, the better we look. Prove it to yourself at your Ford Dealer's.

### NOTABLE STANDARD FEATURES—GALAXIE

**Functional**—351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  
 Power Front Disc Brakes  
 Power Steering  
 Bias-Belted Black Sidewall Tires  
 Impact Resistant Front and Rear Bumper Systems  
 Wiper-Mounted Washer Jets  
 Dome and Front Ash Tray Lights  
 Inside Hood Release  
 Galaxie Sound Package  
 Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock and all Ford Motor Company Lifeguard Design Safety Features listed on page 24.

**Appearance & Comfort**—Deep-Cushioned Low-Back Bench Seat  
 High-Level Karmel Cloth and Vinyl Trim  
 Color-Keyed Loop-Pile Carpeting  
 Partial Woodtone Instrument Panel Appliques  
 Partial Luggage Compartment Mat  
 Chrome-Plated Grille with Crest  
 Bright Door, Belt, Deck Lid, Tail Lamp, Drip Rail, Hood Rear, Wheel Lip and Bodyside Moldings  
 Galaxie 500 Script on Rear Pillar and Instrument Panel  
 Chrome Hub Caps.

**MEASUREMENTS**  
 Wheelbase 121.0"  Length 222.5"  
 Height 53.2", 4-Dr. Hardtop 54.6"  
 Width 79.5"  Fuel Capacity & Type (gal.) 22.5 reg.  Curb Weight (lb.), 2-Dr. Hardtop 4301, 4-Dr. Hardtop 4361, 4-Dr. Pillared Hardtop 4341  Passenger Capacity 6.

**Note:** See Notable Standard Features above. Other items shown are optional.



Practical, All-Vinyl Trim, shown in Light Beige (Code ET), is a popular option. It also comes in Black, Medium Blue, Medium Green or Saddle.



Luxurious Galaxie 500 interior featuring standard low-back bench seat upholstered in Medium Green Karmel cloth and vinyl trim (Code DR). Note generous seating room for three.

Galaxie 500 instrument panel maximizes convenience. Options shown: AM/FM Stereo Radio, SelectAire Conditioner, Convenience Group.

**Note:** See Color Code reference on page 3.





## FORD CUSTOM 500

### Full-size value at the lowest price.

Even though the Custom 500 4-Door Pillared Hardtop is Ford's big economy model, it is attractively styled and has many major features you find on other full-sized Fords.

There are bright molding accents at drip rails. Around wheel lips. And around the bold, newly styled argent-painted grille.

You get welcome standards like a 351-cu. in. V-8. Select-Shift transmission. Power front disc brakes. Power steering, and more.

Inside, you can relax on deep-cushioned seats neatly tailored with cloth and vinyl fabric. There are full-length door armrests. Color-keyed steering wheel and column. Black camera

case applique at the instrument cluster plus woodtone on the passenger side. Rich, color-keyed loop-pile carpeting graces the floor. There's even a partial mat in the luggage compartment.

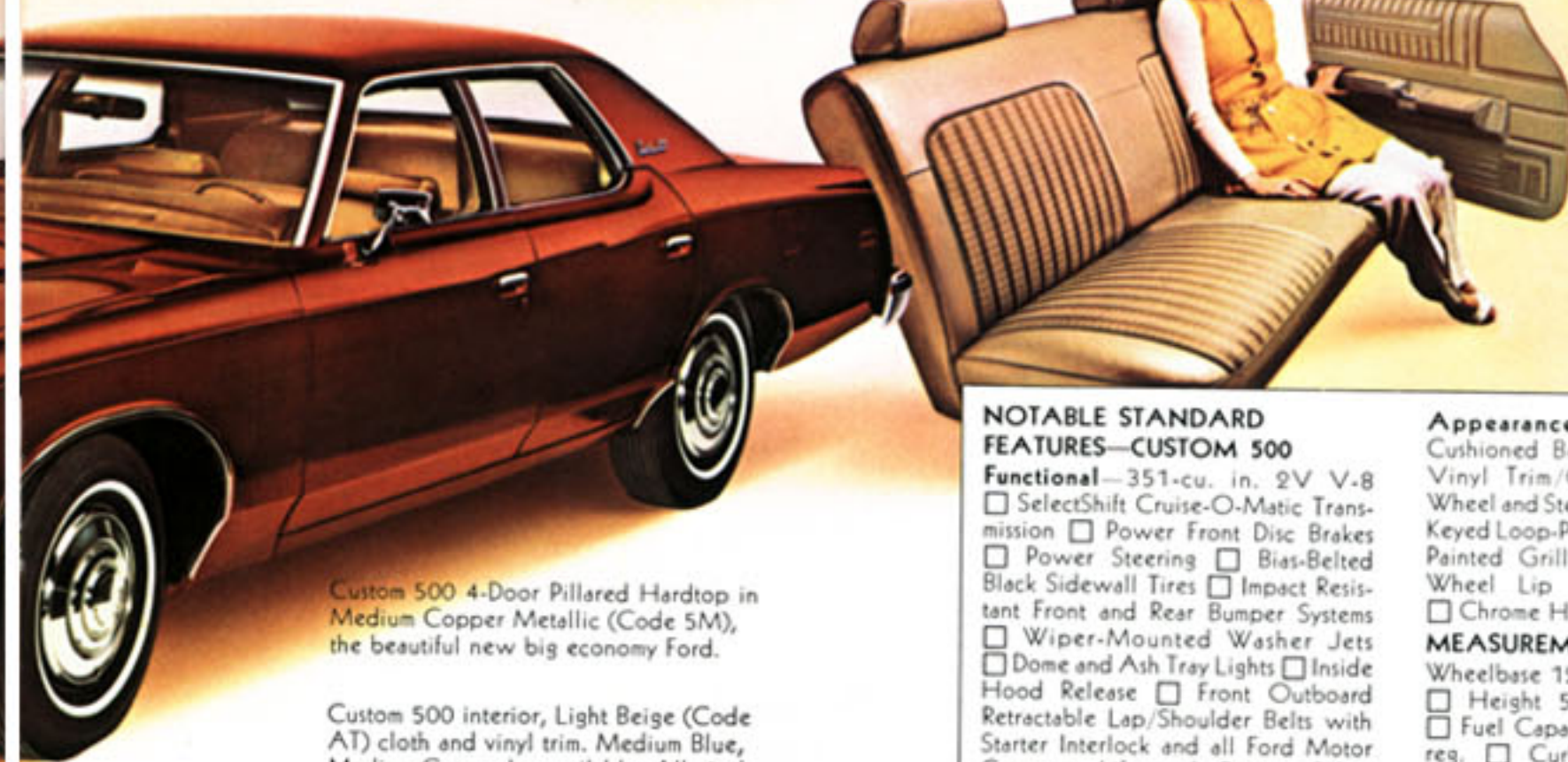
Beneath the beauty, you get the basic quality and durability engineered into every Ford. And the quiet riding comfort Ford is well known for.

Standard features, listed at the right, point up Custom 500 value. And you can enhance it with optional comforts and conveniences listed on pages 20-23.



Custom 500 4-Door Pillared Hardtop in Medium Copper Metallic (Code 5M), the beautiful new big economy Ford.

Custom 500 interior, Light Beige (Code AT) cloth and vinyl trim. Medium Blue, Medium Green also available. All-vinyl trim can be ordered in the same colors.



#### NOTABLE STANDARD FEATURES—CUSTOM 500

**Functional**—351-cu. in. 2V V-8  
 SelectShift Cruise-O-Matic Transmission  
 Power Front Disc Brakes  
 Power Steering  
 Bias-Belted Black Sidewall Tires  
 Impact Resistant Front and Rear Bumper Systems  
 Wiper-Mounted Washer Jets  
 Dome and Ash Tray Lights  
 Inside Hood Release  
 Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock and all Ford Motor Company Lifeguard Design Safety Features listed on page 24.

**Appearance & Comfort**—Deep-Cushioned Bench Seat with Cloth/Vinyl Trim/Color-Keyed Steering Wheel and Steering Column  
 Color-Keyed Loop-Pile Carpeting  
 Argent Painted Grille  
 Bright Drip Rail, Wheel Lip and Grille Moldings  
 Chrome Hub Caps.

#### MEASUREMENTS

Wheelbase 121.0"  Length 222.5"  
 Height 54.9"  Width 79.5"  
 Fuel Capacity & Type (gal.) 22.5 reg.  Curb Weight (lb.) 4302  
 Passenger Capacity 6.

Note: See Notable Standard Features above. Other items shown are optional.

## FORD WAGONS

### The Wagons more people buy more of—year after year.

Wagons for those who look for versatility. Roomy enough, with standard interior, to carry 4' x 8' plywood panels flat. Handsome enough for formal occasions. No wonder Ford leads in wagon sales.

Now you have four new choices: LTD Country Squire, LTD Wagon, Galaxie 500 Country Sedan and Custom 500 Ranch Wagon. Each converts easily, in less than 30 seconds, for cargo.

An optional Class III towing package lets each wagon haul up to 7000 lb. gross trailer weight. DuraWeave Vinyl, optional new trim with the look and feel of cloth, offers exceptional soil-, fade- and wear-resistance plus remarkable cleanability.

A 400-cu. in. 2V V-8 with Solid State Ignition, and steel-belted radial ply tires are standard on the Squire and LTD Wagon. Other wagons come with the 351-cu. in. 2V V-8. All wagons feature SelectShift Cruise-O-Matic transmission, power front disc brakes, power steering, 3-Way Magic Doorgate with power tailgate window, and more—all standard.

For special needs, check the better idea options listed on pages 20-23. You'll also find complete details, specifications and features on all wagons covered in the 1974 Station Wagon Yearbook. Get a free copy at your Ford Dealer's.



Incomparable LTD Country Squire in Green Glow (Code 4T) with Medium Green vinyl roof and Medium Green (Code FR) vinyl interior.



New LTD Wagon in Dark Blue Metallic (Code 3G) with Blue vinyl roof.



Custom 500 Ranch Wagon (top/right) in Saddle Bronze Metallic (Code 5T).

Galaxie 500 Country Sedan in Pastel Lime (Code 4A) with Medium Green interior (Code GR).

**Options shown:** convenience and deluxe bumper groups, deluxe luggage rack, white sidewalls (all wagons), front cornering lamps (LTD Squire), Class III trailer towing package (LTD Wagon), deluxe wheel covers (Country Sedan, Squire). See option group details, pages 20-23.

Note: See Color Code reference on page 3.

## In luxuries that come standard... the closer you look, the better we look.

When it comes to cars, we have much in common. You want your new Ford to be the finest car you've ever driven. We also want your new Ford to be the best car you've ever had.

So we design and build each Ford to be as attractive and dependable as possible. A car you'll be proud to own because it gives you everything you want and represents an uncommonly good value for your investment.

When you look into the '74 Ford, its good looks and quality construction are readily apparent. You'll also discover that it includes a long list of luxury features—all standard. Luxury items still offered at extra cost on some cars.

These extraordinary qualities make Ford an outstanding value. We believe they deserve your close look and serious consideration.

\*All 1974 Ford engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

**Energy Absorbing Steering Wheel and Steering Column.** Cushioned against road vibration. Help protect the driver in the event of heavy front impact.

**Locking Steering Column.** Steering wheel locks when you remove the key. A warning buzzer reminds you to do so. It's a Lifeguard Design feature.

**Wiper-Mounted Washer Jets.** Squirt fluid just ahead of the blades to get the job done more efficiently. A Ford Motor Company exclusive.



**Fixed Length Whip Antenna.** Stainless steel whip antenna 31" long for optimum FM reception, resists corrosion. Fixed length, safely under garage door clearance, eliminates breakage there or during car wash operations. (Included when you order radio.)

**Inside Hood Release.** Makes the engine compartment tamper-resistant, deters theft, adds peace of mind.

**Power Ventilation.** Freshens air quietly, even with all windows closed—and without noticeable draft.

**351-cu. in. 2V V-8.** (400-cu. in. 2V V-8, plus Solid State Ignition, on LTD Wagon and Country Squire.) Runs smoothly, quietly on regular fuel\*.

**Power Steering.** Almost effortless parking and handling with a good feel of the road. It's a welcome assist when towing trailers.

**SelectShift Cruise-O-Matic Transmission.** Quiet, smooth 3-speed operation with instant response when you need it. Lets you shift manually or automatically. Second gear capability offers good traction on slippery roads.

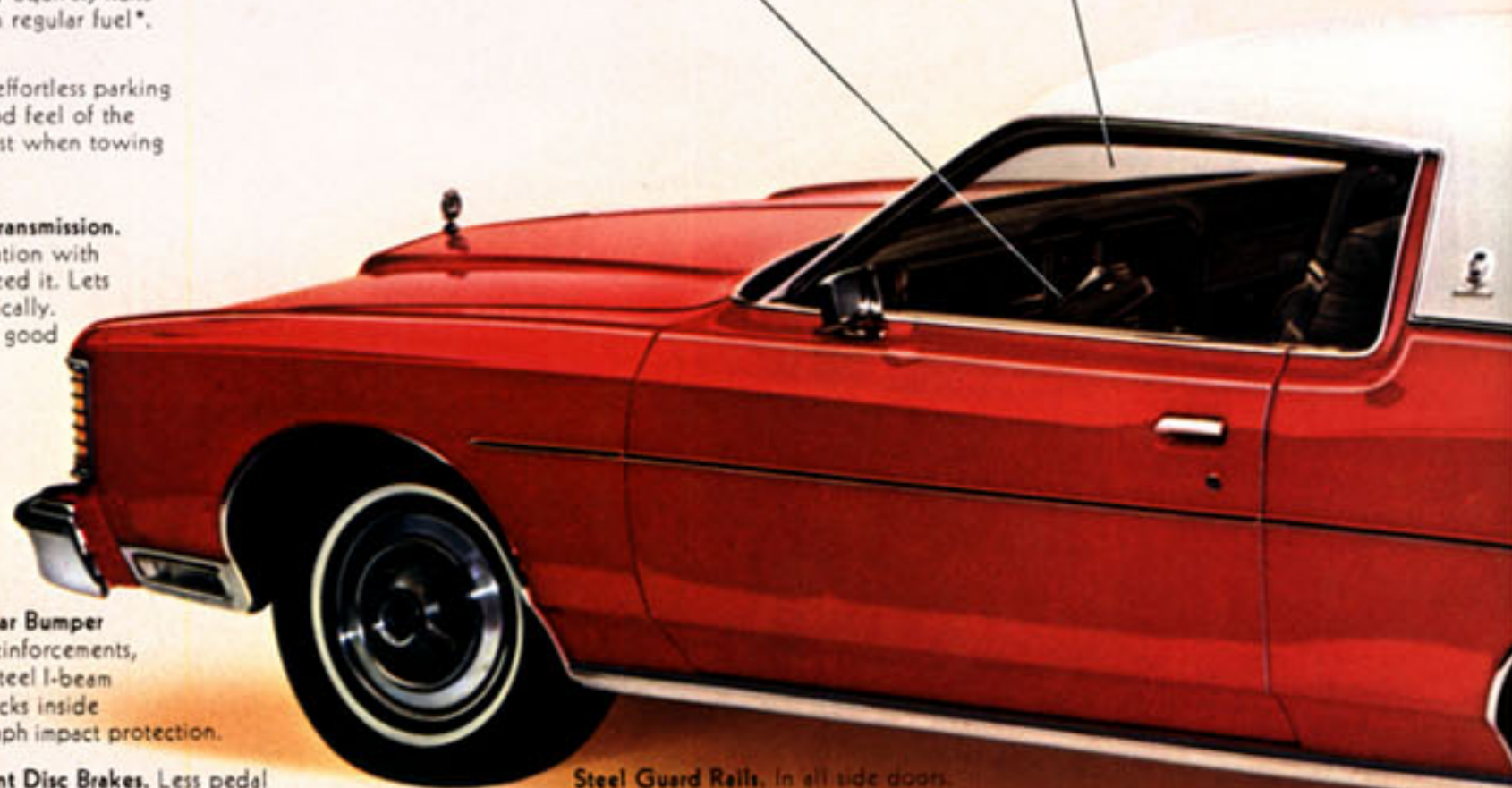
**Impact Resistant Front and Rear Bumper Systems.** New box-shaped reinforcements, plus absorbing device using steel I-beam rams connected to rubber blocks inside steel case, give you up to 5 mph impact protection.

**Power Front Disc Brakes.** Less pedal effort. They use the same concept that stops big jet planes, and are designed for straight, fade-resistant stops. And they are self-adjusting. Dual master brake cylinders offer additional assurance. A warning light on the instrument panel lets you know when either system has a pressure loss. Brake lines are also treated to be corrosion-resistant.

**Steel Guard Rails.** In all side doors. Designed for greater passenger security in the event of side impact. Another Lifeguard Design Safety feature.



**Steel-Belted Radial Ply Tires.** BSW are standard on LTD Brougham, LTD, LTD Wagon and Country Squire—optional on other models. They have been tested to give the average driver 40,000 miles of tread life under normal driving conditions.



**Padded Full-Length Door Armrests.** Add lounge-chair comfort, front or back. New-design door handles are also easier to use.

**Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock.** Cleverly engineered belts with inertia-lock retractors to allow freedom of movement, but secure you snugly when the need arises. Deceleration triggers the inertia lock. Starter interlock feature encourages you to buckle up for safety before starting engine. Color-keyed Deluxe Seat Belts are standard on LTD Broughams and as part of the Squire Brougham Option and Squire Luxury Group.

**The Ford Front Room.** Welcome spaciousness. For heads, shoulders, elbows, hips, legs. Even six-footers can stretch out and relax. Options shown: AM/FM Stereo Radio, power windows, 6-Way full-width power seat.

**Rear Seat Ash Trays.** In padded door armrests. Your convenience comes first with Ford.

**Deep-Well Trunk.** Roomy 19 cu. ft. capacity, with low liftover. Easy to pack, vacation-sized for six. Floor mat helps protect luggage.

**Bin-Type Glove Box.** Huge 676-cu. in. storage capacity, very handy on vacation trips.



LTD 2-Door Hardtop in Candyapple Red (Code 2E), with optional White vinyl roof. Other options: electric rear window defroster, Convenience and Deluxe Bumper Groups, front cornering lamps, white sidewalls, deluxe wheel covers, dual accent paint stripes.

# Add driving enjoyment with these better idea options.

New Fords come fully equipped for most people. Yet no two owners have the same driving needs. So the option selections here let you tailor your Ford to suit your own particular purpose.

**Luggage Compartment Trim.** Plush cut-pile carpeting (10.5-oz.), spare tire cover. Protects luggage.

**Automatic Load Adjuster.** A special air-shock absorber device that automatically keeps car level and maintains safe road clearance. So whatever the load, or sudden shifting in load, the car will ride better, handle easier and headlight aim will stay on target.

**Heavy-Duty Suspension.** Beefed-up springs and shock absorbers. Great for toting extra-heavy loads, and providing firmer handling.

**Class I Trailer Towing Package.** Trailer hitch with removable ball and tongue, plus wiring harness. For towing up to 2000-lb. loads.

**Class II Trailer Towing Package.** Heavy-duty suspension, extra-cooling package, wiring harness, towing decal. For towing up to 3500-lb. gross trailer weight.

**Class III Trailer Towing Package.** Has these heavy-duty items: suspension, battery, alternator. Also, extra-cooling package, 6½-inch wheel rims, high ratio axle, trailer towing frame, wiring harness, towing decal. For towing up to 7000-lb. gross trailer weight.

**Load-Equalizing Trailer Hitch Platform.** Tubular steel platform that bolts to car frame. Square-shaped tube beneath bumper is designed to carry standard equalizing hitch drawbar. Tube is drilled for insertion of drawbar retaining pin. Requires Class II or III trailer towing package.

**Traction-Lok Differential Axle.** Feeds power automatically to gripping wheel for surefooted going in mud, snow or ice.

**Axle Ratio.** High ratio for more torque to rear wheels, better towing and hill-climbing ability.

**Protection Group.** Includes Door Edge Guards, License Plate Frames, Spare Tire Lock, Lockable Hood Release and Gas Cap, plus Color-Keyed Floor Mats with Carpet Inserts (front and rear).

**Vinyl Insert Bodyside Moldings.** Ward off dents and dings by careless parkers. (Standard on LTD Broughams, LTD's and LTD Wagon.)

**Rocker Panel Moldings.** Add a sporty dress-up and protect finish. (Standard on LTD Broughams, LTD's, LTD Wagon. Not available on Squire.)

**Dual Accent Paint Stripes.** Brighten up exterior with an extra color stripe.

**Steel-Belted Radial Ply Tires.** Hazard-resistant, smoother at highway speeds. They have been tested to give an average driver 40,000 miles of tread life under normal driving conditions. BSW and WSW available. Standard on LTD Brougham, Squire, LTD Wagon.

**Full or Deluxe Wheel Covers.** Add a sporty, dress-up touch.

**Dual Rear Seat Speakers.** Fill the car with superb sound. Standard with AM/FM Stereo Radio.

**Rear Window Defogger.** Does it with a fan.

**Electric Rear Window Defroster.** Fine wires, laminated in rear window, clear it quickly for better visibility. Includes 70-amp. alternator.

**Power-Operated Sunroof.** Opens smoothly, seals tight at the touch of a button. Make the sky your ceiling.



**Vinyl Roof.** (Standard on LTD Brougham.) Smart cross-hatch grain, beautifully available in Black, White, Brown, Medium Green, Gold, Medium Blue, Beige. On Wagons, vinyl roof is Odense grain that comes attractively in Black, Medium Green, Medium Blue, Medium Saddle and Tan.

**Tinted Glass.** All around. Restful recommendation with SelectAir. Helps shield out sun rays, too.



**Power Mini-vent & Side Windows.** (4-Door models only.) Automatically opens front window Mini-vents for quiet, draft-free air circulation. **Power Side Windows,** available separately, have handy fingertip switch controls. A lockout switch cancels all but driver control when desired.



**Convenience Group.** Great package. You get left- and right-hand remote control mirrors, electric trunk lid release, or power tailgate lock (wagons), automatic parking brake release, interval windshield wipers, vanity visor mirror for milady, auxiliary ash tray in right front armrest.

**Metallic Glow Paint.** Add glamour in Tan, Gold, Green or Ginger Glow colors.

LTD Brougham 2-Door Hardtop in optional Tan Glow (Code 5U) with Medium Saddle (Code KZ) vinyl interior and power-operated Sunroof.

**Heavy-Duty Battery.** 80-amp. Comes standard with 460 CID 4V V-8 and Class III towing package. Can be ordered separately.

**Engine V-8 Choices.** 400 CID 2V V-8 (standard on Country Squire and LTD Wagon), 460 CID 4V V-8. Top performance from the industry's most experienced V-8 builder. Feature precision lightweight casting construction, smooth operation on regular fuel. Solid State Ignition is included at no extra cost. It provides stronger spark for better starting, longer spark plug life, reduced emissions because of improved starting performance, and is virtually maintenance-free.

**Front Cornering Lamps.** (LTD Broughams, LTD's, Country Squire, LTD Wagon.) Light up dark turns. Works with turn signals.



**Deluxe Bumper Group.** Front and rear bumper guards with rubber inserts plus horizontal rub strips. Wagon models just include front rub strip, but have rubber step integrated in rear bumper guards. Standard with Brougham and Squire Luxury Groups. **Front and Rear Bumper Guards.** Include rubber inserts.

## Interior options for extra comfort and convenience.

**Light Group.** Lights where you want them: instrument panel, parking brake warning, luggage/glove/engine compartments, rear door courtesy switches, dual beam map light and headlights-on warning buzzer.

**Fingertip Speed Control.** Maintains selected speed without accelerator pedal. Disengages when you brake or actuate switch on steering wheel. Driving's more restful, steady speeds give you better fuel economy. Includes deluxe 2-spoke Rim-Blow steering wheel.

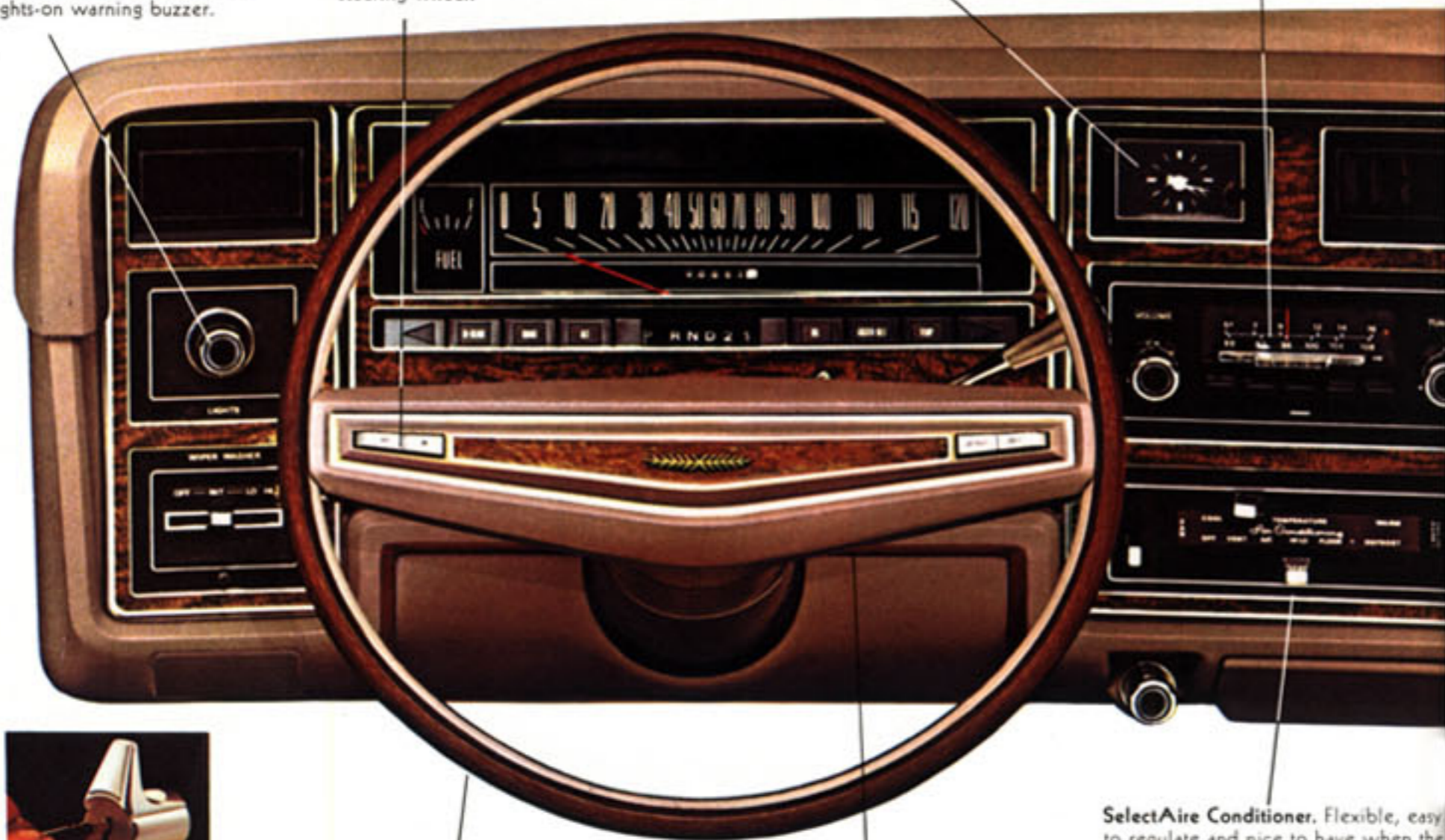
**Electric Clock.** Self-regulating, illuminated, precise timepiece. (Standard on Brougham, LTD, Country Squire and LTD Wagon.)

**Three Radio Systems.** AM Radio—superb tone—instant warmup, push-button setting. AM/FM Stereo Radio—concert-quality sound in depth, with two front door speakers and dual rear seat speakers. Has 10 different station settings—5 AM, 5 FM. AM/FM Stereo Radio with Tape Player—insert your own choice of music for uninterrupted listening pleasure. **Dual Rear Seat Speakers.** Added dimension and fidelity for AM listening pleasure. Includes fader control.

**Electric Trunk Lid Release** (part of Convenience Group). Open trunk automatically by touching switch inside glove compartment.

**Color-Keyed Deluxe Belts.** Nice styling touch. Standard on LTD Brougham.

**Brougham Luxury Group.** Epitome of interior luxury, for LTD Brougham models only. Includes split bench seats with manual passenger recliner, Crushed Velour Cloth, velour door trim inserts, door pull straps, 25 oz. cut-pile carpeting, rear seat cigar lighters, luggage compartment carpeting, door courtesy lights, Convenience Group, Deluxe Bumper Group and sound package.



**Anti-theft Alarm System.** Includes lockable inside hood release, spare tire lock and decals. A major deterrent to car thieves. System is armed by locking either front door with key. Opening any door or trunk lid will sound horn intermittently for 5 to 7 minutes.

**Tilt Steering Wheel.** 5-position adjustability for easier entry, exit and most comfortable driving.

**Rim-Blow Deluxe 3-Spoke Steering Wheel.** Full-circle horn, just squeeze inner wheel surface anywhere.

**Left-Hand Remote Control Mirror.** Adjust from inside.

**Select-Aire Conditioner.** Flexible, easy to regulate and nice to have when the heat's on outside. Same great unit with **Automatic Temperature Control** gives you climate you like all 4-seasons, automatically.



**Electric Power Door Locks.** Convenient, added security. Includes tailgate power door lock on Wagons.



**Split Bench Seats with Manual Passenger Recliner.** (On LTD Brougham only.) Individually adjustable. Choice of cloth and vinyl or all-vinyl trim. Has plush center armrests. (Flight Bench Seat is standard on LTD Brougham. Bench Seats available on other Ford models.)



**Power Seats, 6-Way, Full-Width.** Just a touch of your finger and you've got perfect positioning.

**Power Seat, 6-Way, Driver Only,** also available on Split Bench Seats.

**Automatic Seat Back Release.** (2-Door models, standard on LTD Brougham.) Disengages seat back latches as door opens. Handy when you enter with briefcase or bulky packages.

### OTHER OPTIONS AVAILABLE.

**Better ideas in appearance: Vinyl Seat Trim** in Black, Medium Blue, Medium Green, Light Beige or Medium Saddle. And White (on 2-Door Hardtop only). Squire and LTD Wagon only: **Dura-Weave Vinyl**, with look and feel of cloth, comes in Medium Blue, Medium Green, Medium Saddle. **Squire Luxury Group**, featuring: split bench seats with manual passenger recliner, Color-keyed Deluxe Seat Belts, Tan super-soft vinyl with saddle accent stripe, unique door trim, Deluxe Cargo Area, Convenience Group, Deluxe Bumper Group, cigar

lighters in rear door armrests, rear door courtesy light switches, tailgate window washer and increased sound insulation. **Squire Brougham Option:** split bench seats with manual passenger recliner, Color-keyed Deluxe Seat Belts, vinyl Brougham Trim, cut-pile carpeting, front door courtesy lights, rear door courtesy light switches, auxiliary ash tray in right front armrest. **Ford Wagons: Deluxe Cargo Area**—padded quarter trim panels with carpeted lower portion, lockable side stowage compartment, carpeted cargo area.

**Lockable Side Stowage Compartment/Carpeted Cargo Area**—adds 1.2 cu. ft. extra storage space and color-keyed removable carpet. **Deluxe Luggage Rack**—with rear window air deflector, woodtone applique, adjustable rear crossbar. **Recreation Table**—with magnetized checkers. Available on Wagons with Dual Facing Rear Seats, use as a game board or snack table. **Tailgate Window Washer.** Automatically washes window in open position while glass is inside tailgate. The glass is wiped when window is raised.

## FORD CAR SELECTOR



**CUSTOM 500:** 4-Door Pillared Hardtop, Dark Blue Metallic (Code 3G)



**GALAXIE 500:** 2-Door Hardtop, Green Glow (Code 4T), 4-Door Hardtop, 4-Door Pillared Hardtop



**LTD:** 4-Door Pillared Hardtop, Medium Blue Metallic (Code 3D), 2-Door Hardtop, 4-Door Hardtop



**LTD BROUGHAM:** 4-Door Hardtop, Medium Copper Metallic (Code 5M), 2-Door Hardtop, 4-Door Pillared Hardtop



**WAGONMASTER WAGONS:** LTD Country Squire 6-passenger, Gold Glow (Code 6F), LTD Wagon, Galaxie 500 Country Sedan 6-passenger, Custom 500 Ranch Wagon 6-passenger

## Ford cares about your safety

Ford really cares about you and those you care about. You'll find this reflected in each new 1974 Ford model which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard: Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Impact resistant front and rear bumper systems • Safety rim wheels and load-rated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants • Positive reminder warning light and buzzer for all front seat occupants • Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Energy-absorbing instrument panel with padding for right and center front passenger • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Head restraints for front outboard occupants • Safety glove box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Turn indicators with lane-changing signal feature • Hazard warning flasher • Backup lights • Side marker lights • Parking lights coupled with headlamps • Two-speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Locking steering column with warning buzzer • Non-reversing odometer.

### NOTES:

For your convenience, Ford colors include codes—example: Candy-apple Red (Code 2E). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

**Replacement Parts.** Your 1974 Ford comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite Powertip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were 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. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

**All 1974 Ford engines** are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

**ALL 1974 CARS** must meet Federal Emission Standards before sale. See your Ford Dealer for details.

## Your '74 Ford Check List. Equip the model you want the way you want it.

### MODELS

- LTD Brougham 2-Door Hardtop
- LTD Brougham 4-Door Hardtop
- LTD Brougham 4-Door Pillared Hardtop
- LTD 2-Door Hardtop
- LTD 4-Door Hardtop
- LTD 4-Door Pillared Hardtop
- Galaxie 500 2-Door Hardtop
- Galaxie 500 4-Door Hardtop
- Galaxie 500 4-Door Pillared Hardtop
- Custom 500 4-Door Pillared Hardtop
- LTD Country Squire
- LTD Wagon
- Galaxie 500 Country Sedan
- Custom 500 Ranch Wagon

### ENGINES

- 400 CID 2V V-8
- 460 CID 4V V-8

### EXTERIOR COLORS

- Medium Blue Metallic (3D)
- Dark Blue Metallic (3G)
- Candyapple Red (2E)
- Light Blue (3B)
- Black (1C)
- Pastel Lime (4A)
- Dark Green Metallic (4Q)
- Medium Brown Metallic (5H)
- Medium Copper Metallic (5M)
- Saddle Bronze Metallic (5T)
- Medium Ivy Yellow (6N)
- White (9A)

### OPTIONAL METALLIC GLOW PAINTS

- Green Glow (4T)
- Ginger Glow (5J)
- Tan Glow (5U)
- Gold Glow (6F)

### INTERIOR TRIM SELECTIONS

- Fabrics—  Crushed Velour Cloth (Brougham only)  DuraWeave Vinyl (LTD Wagon & Squire)
- Med. Blue
  - Med. Green
  - Saddle
  - Cloth and Vinyl
  - All-Vinyl. Typical Colors—  Black
  - Beige
  - Med. Blue
  - Med. Green
  - Saddle
  - White (Vinyl— 2-Door only)
  - Tan (Wagon only).

### BETTER IDEA OPTION HIGHLIGHTS

- SelectAire Conditioner
- Tinted Glass
- Anti-theft Alarm System
- Automatic Load Adjuster
- Deluxe Bumper Group
- Front Cornering Lamps
- Electric Rear Window Defroster
- Deluxe Luggage Rack
- Trailer Towing Package
- Deluxe Cargo Area
- Luggage Compartment Trim
- Convenience Group
- Protection Group
- Vinyl Roof
- Power Door Locks
- Power Seats
- Power Side Windows

- Power Mini-vent & Side Windows
- AM Radio
- AM/FM Stereo Radio
- AM/FM Stereo Radio with Tape Player
- Dual Rear Seat Speakers
- Split Bench Seats with Manual Passenger Recliner
- Dual-Facing Rear Seats
- Recreation Table
- Fingertip Speed Control
- Tilt Steering Wheel
- Squire Brougham Option
- Brougham Luxury Group
- Squire Luxury Group
- Power-Operated Sunroof
- Steel-Belted Radial Ply Tires
- White Sidewalls
- Deluxe Wheel Covers
- Full Wheel Covers.

The closer you look, the better we look

# FORD

FORD DIVISION

