

**PRESENTING THE
FAMILY OF FINE CARS
FOR 1966**



LTD by Ford . . . 2-door hardtop

Major Options and Accessories

ENGINES ■ 150 hp "6" (240 cu. in.)—Standard "6"
 ■ 200 hp V-8 (289 cu. in.)—Basic "8" ■ 250 hp V-8 (352 cu. in.)—\$58.87* ■ 275 hp V-8 (390 cu. in.)—\$101.53* ■ 315 hp V-8 (390 cu. in.)—\$154.18* ■ 345 hp V-8 (428 cu. in.)—\$218.85* ■ 425 hp V-8 (427 cu. in.)—\$1,027.24* (\$808.12* on 7-Litre models)

*Over price of basic "8".

TRANSMISSIONS ■ 3-Speed Fully Synchronized Manual—Standard ■ 4-Speed Manual (with 315, 345 and 425 hp V-8's)—\$184.02 (no cost on XL, LTD and 7-Litre) ■ Cruise-O-Matic—\$175.80 with "6"; \$185.39 with 200 hp V-8; and \$216.27 with 250, 275, 315 and 345 hp V-8's (\$30.84 on XL, LTD; standard on 7-Litre) ■ Overdrive (150 hp "6" and 200 hp V-8 only)—\$106.10

POWER EQUIPMENT ■ Power Steering—\$94.95 ■ Power Brakes—\$42.29 ■ 6-Way Power Bench Seat—\$94.75 ■ Power Bucket Seat (driver only)—\$84.25 ■ Power Windows—\$99.94 ■ Power Tailgate Window—\$31.62 (standard on Country Squires and on Country Sedans with dual facing rear seats)

RADIO ■ AM with antenna—\$57.51 (\$70.73 with rear speakers on 500/XL, LTD and 7-Litre) ■ AM-FM radio with antenna—\$133.65 (\$146.87 on XL, LTD and 7-Litre) ■ Stereo-Sonic Tape System (only with radio; not with overdrive or 4-speed transmission)—\$128.49 (\$115.27 on XL, LTD and 7-Litre)

COMFORT AND APPEARANCE ■ SelectAire Conditioner—\$356.09 ■ Full Tinted Glass—\$39.45 ■ White Sidewall Tires—7.35 x 15—\$33.31 ■ Wheel Covers—\$21.34 (standard on 500/XL, LTD, Country Squire) ■ Vinyl Roof (hardtops)—\$74.36 (2-door) and \$83.41 (4-door) ■ Reclining Passenger Seat—\$44.15 ■ Folding Rear Seat—\$74.39 (4-door sedans)

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Outside Rear-View Mirror, Front and Rear Seat Belts, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Power Disc Brakes (front wheels)—\$97.21 (standard on 7-Litre) ■ Speed Control—\$62.06 (only with V-8 and Cruise-O-Matic) ■ Safety Convenience Control Panel—\$50.41 (2-door) and \$63.04 (4-door) ■ Child's Bucket Seat—\$29.95

FORD

Quality speaks quietly in the 1966 Ford. There's the marvelously quiet, soft ride that results from solid engineering advances in body, frame and suspension. And there's quiet elegance in Ford's styling, an elegance heightened by such dashes of rakishness as the new 2-door hardtop rooflines. The rich fabrics and tasteful appointments of the interior carry on the theme of quiet quality. But there's excitement too, with an entirely new series—the Galaxie 500 7-Litre hardtop and convertible. Standard on the 7-Litre series is a 428-cu.-in. V-8 engine, one of eight engine choices. In all, there are seven series and 19 models—waiting quietly for you at your Ford dealership.

MODELS AND PRICES

DIMENSIONS (1)

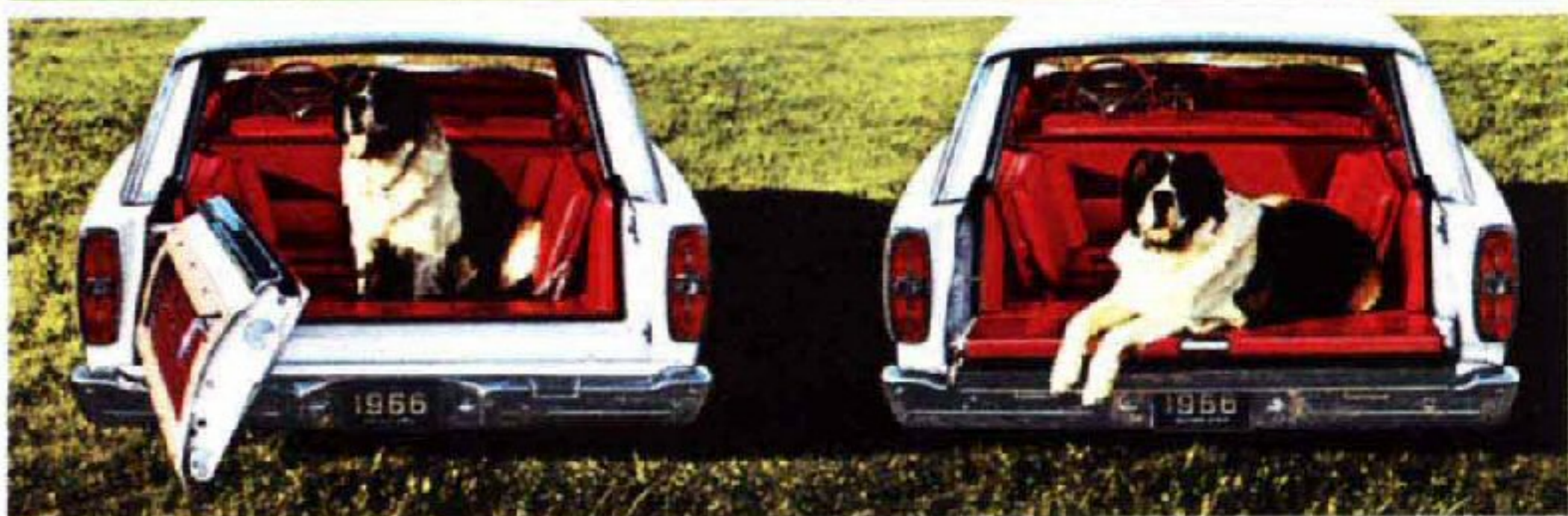
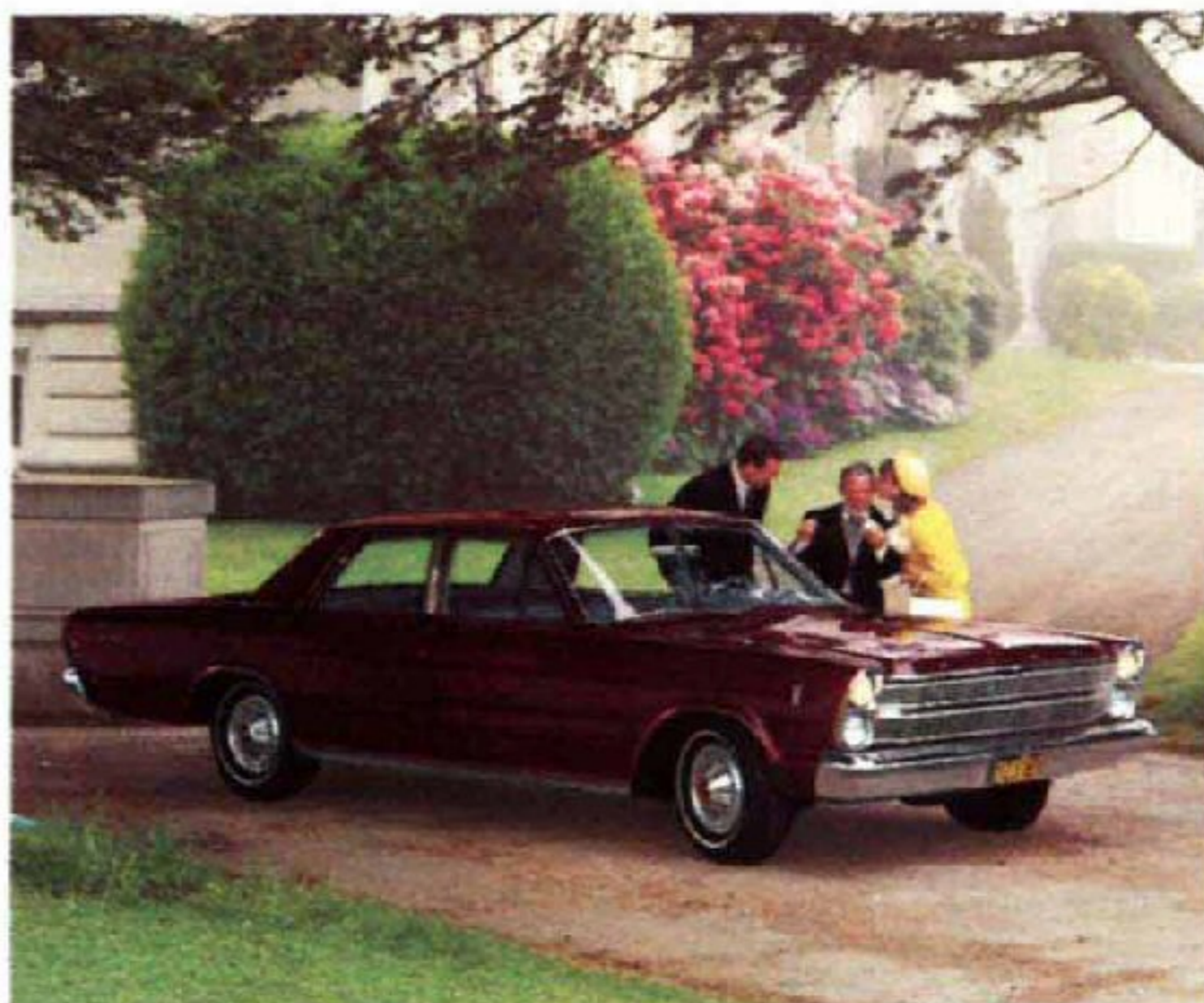
	Custom*		Galaxie 500*		500/XL**	LTD**		7-Litre‡	Wheel-base	Over-all Length	Over-all Width
	2-door	4-door	2-door	4-door	2-door	2-door	4-door	2-door			
Sedans	\$2380 2481†	\$2432 2533†		\$2677					119.0	210.0	79.0
Hardtops			\$2685	2762	\$3231	\$3201	\$3278	\$3621	119.0	210.0	78.8
Convertibles			2934		3480			3872	119.0	210.0	78.7
Station Wagons ◊	Ranch Wagon		Country Sedan		Country Squire			119.0	210.9	79.0	
	(6-pass.)		(6-pass.)	(10-pass.)	(6-pass.)	(10-pass.)					
	\$2793		\$2882	\$2999	\$3182	\$3265					

†Custom 500 models.
 *Prices shown are for 6-cylinder models.
 Add \$107 for basic 8-cylinder engine.
 **Includes 200 hp V-8 and Cruise-O-Matic.

(1) In inches.
 ‡Includes 345 hp V-8 and Cruise-O-Matic.
 ◊ Magic Doorgate standard on all Ford wagons. Models with dual facing rear seats hold up to 10 persons—adults and children.



The Galaxie 500/XL convertible (above) has Ford's exclusive side-mounted, Easy-Action top clamps that make latching and unlatching a breeze. You're off to a good start with the Galaxie 500 4-door sedan (at right) and the smooth ride will continue year-after-year, mile-after-mile. Long trips are adventures in comfort with the front passenger reclining seat and headrest (upper right), available as an option on 7-Litre and XL models. The Stereo-Sonic Tape System (center right) plays almost 80 minutes of uninterrupted music, with full-range "living sound." Now it's a door—now it's a tailgate—the unique Magic Doorgate (bottom right) is a standard feature on Ford wagons.





Fairlane 500 2-door hardtop

Major Options and Accessories

ENGINES ■ 120 hp "6" (200 cu. in.)—Standard "6"
 ■ 200 hp V-8 (289 cu. in.)—Basic "8" ■ 265/275 hp V-8 (390 cu. in.)—\$101.53* (265 hp with manual transmission; 275 hp with Cruise-O-Matic) ■ 315 hp V-8 (390 cu. in.)—\$154.18* ■ 335 hp V-8 (390 cu. in.)—Standard on and limited to GT and GTA models; only engine available on these models.

*Over price of basic "8".

TRANSMISSIONS ■ 3-Speed Manual—Standard with the 120 hp "6" ■ 3-Speed Fully Synchronized Manual—Standard with V-8 models ■ 4-Speed Fully Synchronized Manual (with V-8 models only)—\$184.02 ■ Cruise-O-Matic (available on all models)—\$175.80 on 6-cylinder models; \$185.39 with 200 hp V-8; \$216.27 on other V-8 models ■ Sport Shift Cruise-O-Matic (GTA only)—\$216.27 ■ Overdrive (only with 200 hp V-8)—\$106.10

POWER EQUIPMENT ■ Power Steering—\$84.47 ■ Power Brakes—\$42.29 ■ Power Tailgate Window (station wagons)—\$31.62 ■ Power Convertible Top—\$52.95

RADIO ■ AM with antenna—\$57.46

COMFORT AND APPEARANCE ■ SelectAire Conditioner—\$356.09 ■ Ford Air Conditioner—\$240.00 (does not include dealer installation charge) ■ Full Tinted Glass—\$30.73 ■ Tinted Windshield—\$21.09 ■ White Sidewall Tires—6.95 x 14—\$33.31 ■ Courtesy Light Group—\$14.49 ■ Station Wagon Third Seat (rear-facing)—\$29.27

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Child's Bucket Seat—\$29.95

FAIRLANE

Completely re-engineered and restyled for the first time since its introduction, Fairlane has a new sparkling personality in 1966. It's still a family car, but for lively families! Fairlane's big car roominess now comes wrapped in sportier and more luxurious packages. Two of them are surprise packages. The Fairlane 500/XL and Fairlane GT series are completely new, and jaunty convertibles also make their debut in the Fairlane line. Power-plant options reflect Fairlane's new personality, with engines ranging up to 390-cu.-in. displacement. Fairlane captures an entirely modern look in the sweeping fastback roofline of the 2-door hardtops, in the side stripes, black-out grilles and hood louvers of the GT series, and in the graceful lines of the rear quarter panels on all models.

MODELS AND PRICES

DIMENSIONS (1)

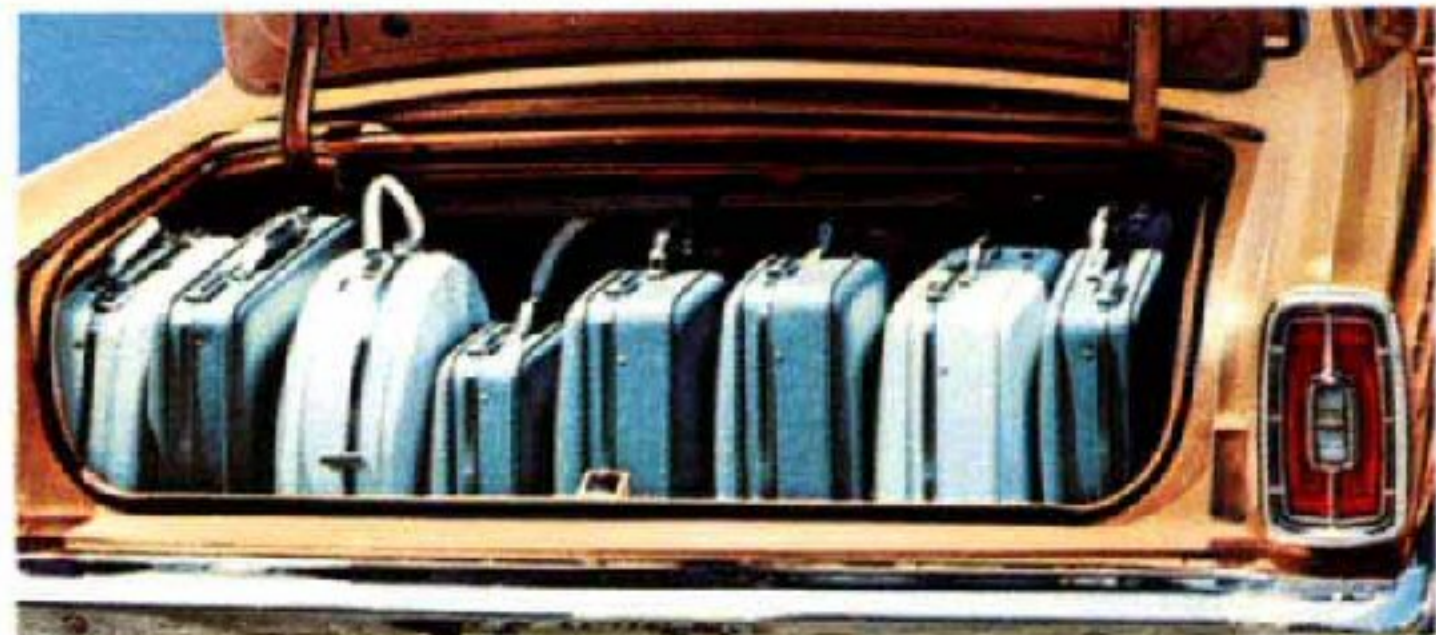
	Fairlane*		Fairlane 500*		Fairlane 500/XL*	Fairlane GT**	Wheel-base	Over-all Length	Over-all Width
	2-door	4-door	2-door	4-door					
Sedans	\$2240†	\$2280	\$2317†	\$2357			116.0	197.0	74.7
Hardtops			2378		\$2543	\$2843	116.0	197.0	74.0
Convertibles			2603		2768	3068	116.0	197.0	74.0
Station Wagons		2589		2665	Fairlane Squire		113.0	199.9	74.7
			(6-pass.) \$2796						

†Club Coupe models.
 *Prices shown are for 6-cylinder models.
 Add \$106 for basic 8-cylinder engine.

**Includes 335 hp V-8 and 3-speed fully synchronized manual shift.
 (1) In inches.



The extra-luxury Squire station wagon (above) returns in the 1966 line, joining Fairlane 500 and Fairlane wagon models. All have the Magic Doorgate for easier loading and unloading. Offered in the 500, 500/XL and GT series, Fairlane convertibles (at right) have glass backlights that resist scratching or discoloring, and offer a manual top or optional power top. GT convertibles carry distinctive striping and fender ornamentation. The GT's standard engine is the Thunderbird Special, a 390-cu.-in., 4-barrel V-8. The new "Sport Shift" (bottom left) turns the GT into the GTA. This remarkable transmission lets you shift manually or automatically, as you prefer. A family-sized car needs a family-sized luggage compartment (bottom right), and Fairlane has it with a whopping 15.2 cubic feet of usable space.





Mustang hardtop

Major Options and Accessories

ENGINES ■ 120 hp "6" (200 cu. in.)—Standard "6" ■ 200 hp V-8 (289 cu. in.)—Basic "8" ■ 225 hp V-8 (289 cu. in.)—\$52.85* ■ 271 hp V-8 (289 cu. in.)—\$327.92* (4-Speed or Cruise-O-Matic required)

*Over price of basic "8".

TRANSMISSIONS ■ 3-Speed Manual—Standard with "6" ■ 3-Speed Fully Synchronized Manual—Standard with 200 hp and 225 hp V-8's ■ 4-Speed Fully Synchronized Manual—\$113.45 on 6-cylinder models; \$184.02 on V-8 models ■ Cruise-O-Matic—\$175.80 on 6-cylinder models; \$185.39 with 200 and 225 hp V-8's; \$216.27 with 271 hp V-8.

POWER EQUIPMENT ■ Power Steering—\$84.47 ■ Power Brakes—\$42.29 ■ Power Top—\$52.95

RADIO ■ AM with antenna—\$57.51 ■ Stereo-Sonic Tape System (available only with AM radio)—\$128.49

COMFORT AND APPEARANCE ■ Bucket Seats, Carpeting, Full Wheel Covers—Standard ■ Interior Decor Group—\$94.13 ■ Bench Seat (hardtop and convertible only)—\$24.42 ■ Ford Air Conditioner—\$310.90 ■ Full Tinted Glass—\$30.25 ■ Tinted Windshield—\$21.09 ■ Vinyl Roof—\$74.36 (hardtop model only) ■ White Sidewall Tires—6.95 x 14—\$33.31

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Front Disc Brakes (V-8's only)—\$56.77 ■ Child's Bucket Seat—\$29.95

SPORTS ■ Rally Pac (tachometer-clock combination)—\$69.30 ■ Deluxe Wheel Covers (simulated knock-off hubs)—\$19.48 ■ Special Handling Package (heavy duty front and rear shocks and springs, heavy duty front stabilizer bar, 21.7 to 1 steering ratio)—\$30.64 ■ GT Equipment Group (includes special handling package, fog lamps mounted on the grille, grille bar, GT stripes, chrome tailpipe extensions, front disc brakes and special exterior trim)—\$205.05 (includes 225 hp V-8 engine) and \$428.54 (includes 271 hp V-8 engine)

MUSTANG

Relax, Mustang lovers. Your favorite car hasn't been changed for 1966 . . . not much anyway. The wonderful Mustang styling that captured the hearts of car enthusiasts in 1965 is still there, but subtly fresh touches have been added. A new grille with fine horizontal bars gives the front end a wider look. Minor alterations have been made in the side "air scoop", wheel covers and gas filler cap. Actually, designing your Mustang is left to you. Make yours an economical family car with a 200-cu.-in. 6-cylinder engine and 3-speed manual transmission. Or, create a "sports" Mustang with GT optional front disc brakes, 289-cu.-in. Cobra V-8 engine, 4-speed manual transmission, and Rally Pac tachometer and clock. If luxury is more in your line, equip your Mustang with air conditioning, power brakes and steering, vinyl-covered top and a Stereo-Sonic Tape System. There are three models for you to work with—the hardtop, the convertible and the fastback 2+2.

MODELS AND PRICES

DIMENSIONS (1)

	Standard*	Fastback*	Wheelbase	Over-all Length	Over-all Width
Hardtops	\$2416	\$2607	108.0	181.6	68.2
Convertible	2653		108.0	181.6	68.2

*Prices shown are for 6-cylinder models. Add \$106 for basic 8-cylinder engine.

(1) In inches.



The fact that a car has racy, Jet-Age lines doesn't prevent it from being practical. The design of the Mustang fastback 2+2 (shown above), for example, makes it possible to fold the rear seat down, creating triple luggage space ideal for vacations or long trips. And, like all Mustangs, it has Ford's service-saving features for greater economy and more carefree driving. The Mustang convertible (at right) offers a durable vinyl top and deep foam, vinyl-covered bucket seats. Simulated wood finish adds a rich touch of luxury to the optional interior decor group (top right). Fade-resistant front disc brakes (center right) are part of the GT Equipment Package and are available as a separate option on other V-8 equipped models. At bottom right is the distinctive Mustang GT fender ornament.





Thunderbird Town Landau

Major Options and Accessories

ENGINES ■ 315 hp V-8 (390 cu. in.)—Standard ■ 345 hp V-8 (428 cu. in.)—\$64.77

TRANSMISSION ■ Two-Range Cruise-O-Matic—Standard

POWER EQUIPMENT ■ Power Steering—Standard ■ Power Disc Brakes (front wheels)—Standard ■ Power Side Windows (includes vent windows on Town models)—\$103.95 ■ Power Windows including Power Vent Windows (hardtop and convertible)—\$156.02 ■ 6-Way Power Seat, Driver Only—\$97.32 (both driver and front passenger seats—\$194.73) ■ Power Antenna—\$28.97

RADIO ■ AM with antenna—Standard ■ AM-FM with antenna—\$82.14 ■ Stereo-Sonic Tape System (available only with AM radio)—\$128.49

COMFORT AND APPEARANCE ■ Silent-Flo Ventilation—Standard on hardtop and Town models ■ Swing-Away Steering Column—Standard ■ Automatic Parking Brake Release—Standard ■ SelectAire Conditioner (integrated into instrument panel)—\$415.90 ■ Full Tinted Glass—\$42.09 ■ Reclining Passenger Seat with Headrest—\$44.15 ■ Red-Band White Sidewall Tires—8.15 x 15—\$43.17 ■ White Sidewall Tires—\$43.12 ■ Transistorized Ignition System (only with 428-cu.-in. engine)—\$74.39

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Highway Pilot Speed Control—\$129.65 ■ Safety Convenience Control Panel (vacuum door locks, door ajar warning light, low fuel warning light, and switch and indicator light for 4-way flasher—\$56.77 (overhead version with seat belt reminder light standard on Town models; door lock switch on console) ■ Child's Bucket Seat—\$29.95

THUNDERBIRD

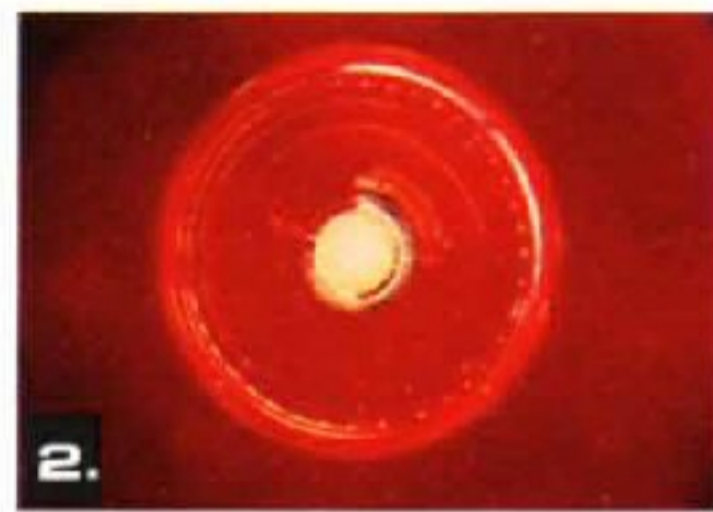
Unique beauty is another way to say Thunderbird! And now there are four Thunderbird models to choose from—the convertible, the hardtop, and the new formal-appearing Town Landau and Town Hardtop. The "Town Car" effect is achieved by eliminating the rear side windows, providing greater rear seat privacy. The front end has a handsome, forward thrusting grille accented by a new "power dome" design. At the rear, Thunderbird's popular sequential turn signals are integrated into taillights that sweep full-width across the car. The performance look of the '66 Thunderbird is matched by a new engine option—the 428-cu.-in. V-8. In keeping with Thunderbird's heritage as an innovator is an optional Highway Pilot Speed Control set in the steering wheel and operated by the touch of a fingertip. For the ultimate in personal luxury, the Thunderbird owner can enjoy music *he chooses* with the optional Stereo-Sonic Tape System. Many other luxury items are standard on the Thunderbird as they always have been.

MODELS AND PRICES

DIMENSIONS⁽¹⁾

	Standard	Town Hardtop	Town Landau	Wheelbase	Over-all Length	Over-all Width
Hardtops	\$4426	\$4483	\$4584	113.2	207.2	77.3
Convertible	4879			113.2	207.2	77.3

(1) In inches.



SAFETY FEATURES FOR 1966

Many features of the 1966 Ford-built cars attest to the Company's continuing dedication to making automotive travel safer, more convenient and more carefree. **1.** Padded instrument panels and padded sun visors (not shown) help to lessen the chance of injuries in accidents. **2.** Backup lights make for better visibility and safer operation at night. **3.** A child's bucket seat—equipped with its own seat belt and restraining harness—can be installed or removed in less than a minute. **4.** The 4-way emergency flasher (activated by the far right button on the Ford Safety Convenience Control Panel above) automatically flashes all four turn signals to indicate distress. **5.** Windshield washers are paired with highly efficient wipers for better visibility. **6.** New safety glass windshields with a double-thickness vinyl interlayer are more resistant to penetration when an accident occurs. **7.** An outside rear-view mirror (optional remote-control shown) helps eliminate dangerous "blind spots" to make passing safer. **8.** Factory-installed front and rear seat belts help hold driver and passengers in place to reduce the chance of injuries in a collision. **Of the above items, only the child's safety seat is an extra-cost option. The rest are standard equipment on every '66 Ford-built car.**



Falcon Futura Sports Coupe

Major Options and Accessories

ENGINES ■ 105 hp "6" (170 cu. in.)—Standard "6"
 ■ 120 hp "6" (200 cu. in.) \$25.91 over Standard "6"
 (standard on Falcon and Futura Wagons and Futura Sports Coupe) ■ 200 hp V-8 (289 cu. in.)—\$105.63 for models on which 120 hp engine is standard; \$131.54 on others

TRANSMISSIONS ■ 3-Speed Manual—Standard on "6's" ■ 3-Speed Manual Fully Synchronized—Standard on V-8's ■ 4-Speed Fully Synchronized with Floor-Mounted Stick Shift (optional with V-8 only)—\$184.02 ■ Cruise-O-Matic (optional on all models)—\$168.47 on 6-cylinder models; \$178.15 on V-8 models

POWER EQUIPMENT ■ Power Steering—\$84.47 ■ Power Brakes—\$42.29 ■ Power Tailgate Window (station wagons)—\$31.62

RADIO ■ AM with antenna—\$57.44

COMFORT AND APPEARANCE ■ SelectAire Conditioner—\$356.09 ■ Ford Air Conditioner—\$240.00 (does not include dealer installation charge) ■ Magic Doorgate (station wagons)—\$45.39 ■ Full Tinted Glass—\$30.73 ■ Tinted Windshield—\$21.09 ■ Vinyl Roof—\$74.19 (Futura Club Coupe and Sports Coupe only) ■ White Sidewall Tires—6.50 x 13—\$32.41 ■ Wheel Covers—\$21.34 (standard on Sports Coupe)

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Outside Rear-View Mirror, Front and Rear Seat Belts, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Child's Bucket Seat—\$29.95

FALCON

Why compromise on a compact that doesn't have the 1966 Falcon's blend of economy, roominess, ride and youthful, zesty styling? Don't answer until you've seen the '66 Falcon and admired its long hood and short rear deck—a silhouette inspired by the popular Mustang. Don't form an opinion until you've driven a Falcon and enjoyed greater roominess and a better ride than you've ever experienced in a compact. And wait until you see the star of the 7-model Falcon line—the snappy Falcon Futura Sports Coupe. It has plush, wider-design bucket seats, a sporty accent stripe, deluxe wheel covers with simulated knock-off hubs and a lively 200-cu.-in. 6-cylinder engine as standard equipment! The answer is obvious—don't compromise on just any compact—buy a 1966 Falcon.

MODELS AND PRICES

DIMENSIONS⁽¹⁾

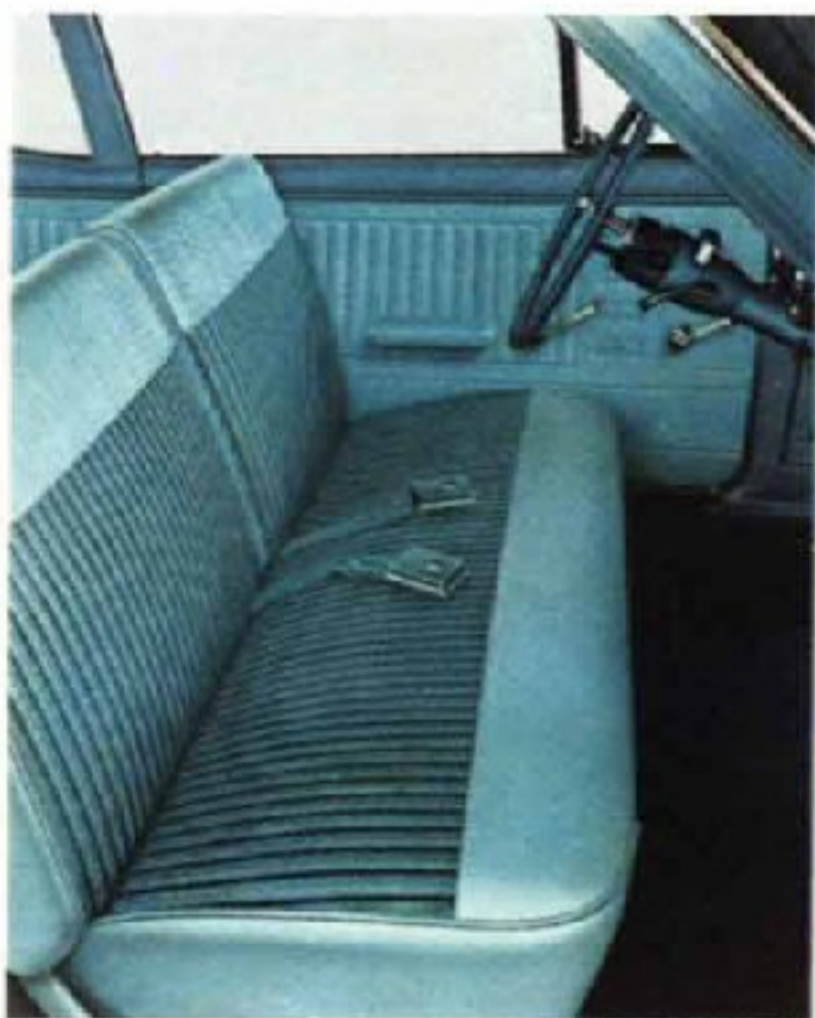
	Falcon*		Futura*		Wheel-base	Over-all Length	Over-all Width
	2-door	4-door	2-door	4-door			
Sedans	\$2060	\$2114	\$2183 2328**	\$2237	110.9	184.3	73.2
Station Wagons		2442		2553	113.0	198.7	74.7

*Prices shown are for models equipped with standard 105 hp 6-cylinder engine, except for Falcon and Futura station wagons and the Futura Sports Coupe. The 120 hp Six is standard on these models. To determine price with V-8 engine, add \$132 to models with 105 hp Six or \$106 to models with 120 hp Six.
 **Futura Sports Coupe model.

(1) In inches.



Falcon station wagons (above) are bigger both inside and out for 1966, with cargo areas that are increased by nearly 10%. The conventional tailgate is wider for easier loading, and for even greater convenience, the Magic Doorgate is available as an option. The 4-door Falcon sedan (center below) has one of the lowest price tags of any American-built car but some of the highest value features, such as a restyled interior (left below) with padded instrument panel, roomy glove compartment and courtesy lights. New for Falcon are a foot-operated parking brake and suspended accelerator pedal (top right). The Cruise-O-Matic quadrant (lower right) is lighted for more convenient night-time operation.





Mercury Park Lane 4-door hardtop

Major Options and Accessories

ENGINES ■ 265/275 hp V-8 (390 cu. in.)—Standard on Monterey, Montclair, Commuter and Colony Park (265 hp with manual, 275 hp with Merc-O-Matic) ■ 330 hp V-8 (410 cu. in.)—\$73.10* (standard on Park Lane models) ■ 345 hp V-8 (428 cu. in.)—\$170.20* (standard on S-55; \$97.20 on Park Lane)
*Over price of basic "8".

TRANSMISSIONS ■ 3-Speed Fully Synchronized Manual—Standard (except on S-55, where 4-speed manual or automatic transmission is mandatory) ■ 4-Speed Manual—\$226.79 (not on wagons or with 390-cu.-in. V-8) ■ Merc-O-Matic—\$226.79

POWER EQUIPMENT ■ Power Steering—\$103.95 ■ Power Brakes—\$42.29 ■ Power Side Windows—\$103.95 (not on 2-door sedan) ■ 6-Way Power Bench Seat—\$94.45 (not with 4-speed) ■ 6-Way Power Bucket Seat (driver's side)—\$84.20 ■ Power Tailgate Window—\$31.62 (standard on Colony Park)

RADIO ■ AM with antenna—\$60.00 ■ AM-FM—\$145.93 ■ Studio-Sonic Rear Seat Speaker—\$52.37 with AM and \$33.48 with AM-FM ■ Stereo-Sonic Tape System—\$128.50 (available only with radio; not on models with tachometer or 4-speed manual)

COMFORT AND APPEARANCE ■ Deluxe Air Conditioner—\$421.28 ■ Tilt Steering Wheel—\$42.19 (not with manual steering or transmission) ■ Full Tinted Glass—\$42.09 ■ White Sidewall Tires—8.15 x 15—\$39.85 ■ Wheel Covers—\$18.79 (standard except on Monterey and Commuter) ■ Station Wagon Third Seat—\$95.36 ■ Oxford (vinyl) Roof—\$88.99 (2-door); \$99.47 (4-door) ■ Bucket Seats with Console (Park Lane 2-door)—\$157.49 (standard on S-55)

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Speed Control (with automatic transmission only)—\$90.74 ■ Power Disc Brakes (front wheels)—\$97.20 ■ Automatic Dimmer—\$41.60 ■ Power Door Locks—\$36.51 (2-door); \$56.90 (4-door) ■ Cornering Lights—\$33.28 ■ Safety Convenience Control Panel—\$31.42 ■ Child's Bucket Seat—\$29.95

MERCURY

A great car becomes even greater in 1966 as Mercury—the success car of 1965—moves ahead in the Lincoln Continental tradition. Both a modern flair and a timeless elegance are captured in the evolutionary styling of front ends, rooflines and taillights. A more radical transformation takes place under the hood, with engine choices that range up to an exclusive 410-cu.-in. V-8 (standard on the Park Lane series) or an optional 428-cu.-in. V-8. Mercury's "compliance tuned" chassis is even more refined, with frame, suspension and tires working together to provide an exceptionally smooth ride. Interiors offer the same rich, high-fashion fabrics and "fine car" appointments that have led many of America's best-known hotels to select Mercurys as guest courtesy cars. There are four series—the traditional Park Lane, Montclair and Monterey, and the all-new S-55 that features bucket seats, special ornamentation and the Super Marauder 428-cu.-in. engine as standard.

MODELS AND PRICES

DIMENSIONS⁽¹⁾

	Monterey		Montclair		Park Lane		S-55† 2-door	Wheel- base	Over-all Length	Over-all Width
	2-door	4-door	2-door	4-door	2-door	4-door				
Sedans	\$2783	\$2854 2917*		\$3087		\$3389*		123.0	220.4	79.6**
Hardtops	2915	2990	\$3144	3217	\$3387	3460	\$3292	123.0	220.4	79.6**
Convertibles	3237				3608		3614	123.0	220.4	79.4
Station Wagons	Commuter (6-pass.) 3240		Colony Park (6-pass.) 3502					119.0	216.5	79.6

*Breezeway models.

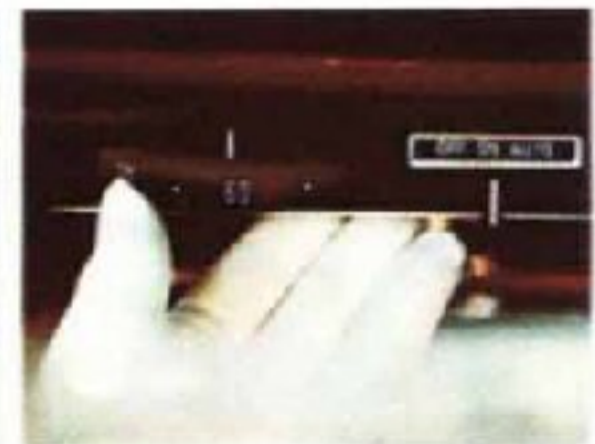
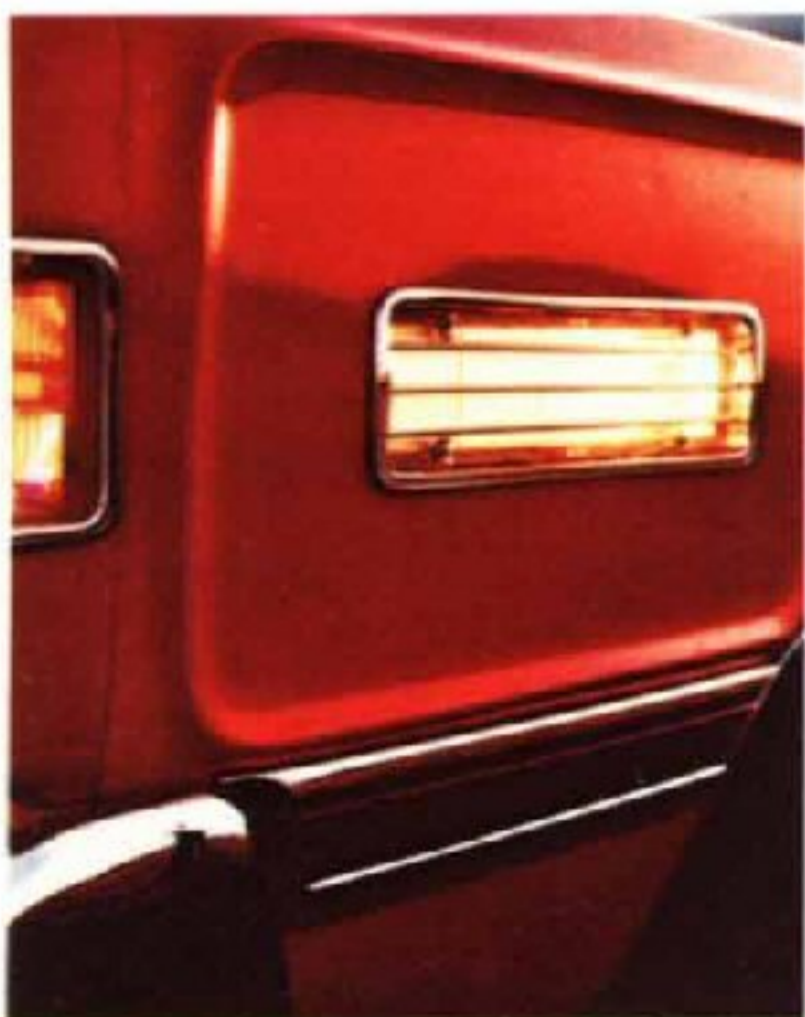
**Width is 79.4 inches on 2-door hardtops and 2-door sedan.

†Includes 345 hp V-8, bucket seats and console, all-vinyl trim and deluxe wheel covers.

(1) In inches.



Convertible models are offered in the Park Lane (above), Monterey and S-55 series. Bucket seats and console shift are standard on S-55 models, optional on the Park Lane convertible and 2-door hardtop. The sloping, slightly curved roofline of the Montclair 2-door hardtop (center below) adds a fresh tone to Mercury's elegant styling. The many comfort and convenience options offered on Mercury in 1966 mark it as a premium car. Turns are made safer by cornering lights (left below) designed to throw a flood-light beam through a 120-degree arc each time turn signals are used. Mercury's automatic speed control (upper right) allows effortless turnpike driving. Power windows (lower right) raise and lower with ease.





Comet Cyclone GT 2-door hardtop

Major Options and Accessories

ENGINES ■ 120 hp "6" (200 cu. in.)—Standard "6" (not available on Cyclone models) ■ 200 hp V-8 (289 cu. in.)—Basic "8" (standard on Cyclone) ■ 265/275 hp V-8 (390 cu. in.)—\$97.20* (265 hp with manual transmission; 275 hp with Merc-O-Matic) ■ 335 hp V-8 (390 cu. in.)—Standard and available only on Cyclone GT models.

*Over price of basic "8".

TRANSMISSIONS ■ 3-Speed Manual—Standard with "6" ■ 3-Speed Fully Synchronized Manual—Standard on V-8's ■ 4-Speed Manual—\$184.02 (V-8 models only) ■ Merc-O-Matic—\$185.39 with 200-cu.-in. "6" or 289-cu.-in. V-8 and \$215.99 with other V-8 engines ■ Sport Shift Merc-O-Matic—\$215.99 (on Cyclone GT only)

POWER EQUIPMENT ■ Power Steering—\$84.47 ■ Power Brakes—\$42.29 ■ Power Tailgate Window—\$31.62 ■ Power Side Windows—\$100.10 (not on 202 2-door sedan) ■ 4-Way Bench Power Seat (not on Cyclone or Cyclone GT)—\$62.45 ■ 4-Way Bucket Power Seat (driver's side only on Caliente, Cyclone and Cyclone GT)—\$62.45

RADIO ■ AM with antenna—\$57.44 ■ AM-FM with antenna—\$127.03 ■ Rear Seat Speaker—\$13.20 (not available on convertibles or station wagons)

COMFORT AND APPEARANCE ■ Deluxe Air Conditioner—\$355.70 ■ Front Bucket Seats with Console (optional on Caliente hardtop and convertible only)—\$128.52 ■ Dual Action Tailgate—\$45.40 on Voyager ■ Oxford (vinyl) Roof (not on convertibles, wagons and 202 4-door sedan)—\$74.19 on 2-door models; \$84.20 on 4-door models ■ Full Tinted Glass—\$28.50 ■ Tinted Windshield—\$19.50 ■ Courtesy Light Group—\$19.66 ■ White Sidewall Tires—6.95 x 14—\$33.31 ■ Deluxe Wheel Covers (standard on Cyclone and Cyclone GT models)—\$18.79 ■ Station Wagon Third Seat—\$40.11

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Child's Bucket Seat—\$29.95

MERCURY COMET

Comet for 1966 is the first of a new generation—a car dramatically different from its predecessors. Comet now has a much larger body—an inch wider and almost eight inches longer in most series. Interior roominess and luggage capacity are sharply increased in all models. A Capri series and Voyager station wagon join the Comet line, and the sporty Cyclone becomes a series, with both a 2-door hardtop and convertible offered. A spirited Cyclone GT also is available in hardtop or convertible models. Brisk, youthful styling is matched by lively performance—optional V-8's include a regular fuel 390-cu.-in. engine and a special high-performance version of the same engine for Cyclone GT models. "Big Car" features include foot-operated parking brake, suspended accelerator pedal and optional power windows, available on the Comet for the first time.

MODELS AND PRICES

DIMENSIONS⁽¹⁾

	202*		Capri*		Caliente*		Cyclone**	Wheel-base	Over-all Length	Over-all Width
	2-door	4-door	2-door	4-door	2-door	4-door	2-door			
Sedans	\$2206	\$2263		\$2378		\$2453		116.0	203.0 ◊	73.8
Hardtops			\$2400		\$2475		\$2700 2891 ‡	116.0	203.0	73.8
Convertibles					2735		2961 3152 ‡	116.0	203.0	73.8
Station Wagons		Voyager (6-pass.) \$2553			Villager (6-pass.) \$2790			113.0	199.9	73.8

*Prices shown are for 6-cylinder models. Add \$106 for standard 8-cylinder engine.

(1) In inches.

**Includes 200 hp V-8, bucket seats and dividing console, contrasting paint stripes, unique grille, special steering wheel and distinctive interior trim.

‡Cyclone models with GT option (including 335 hp V-8, glass fiber hood with twin scoops, dual exhausts and unique interior).

◊195.9 inches over-all length on 202 series.



Comet's increased size gives station wagon buyers more cargo space and the choice of either six- or eight-passenger models. The Dual Action Tailgate is standard on the handsome Villager (above) and an option on the Voyager wagon. The smoothly curving exterior lines of the Comet Caliente 4-door sedan (bottom center) are complemented by such luxury appointments inside as simulated wood-grain paneling and paddle-type door handles. Interiors (bottom left) are completely redesigned with an easy-reach instrument cluster, and air conditioning outlets and controls that are fully integrated into the instrument panel. Comet buyers may select a car radio (upper right below) that can be set to either AM or static-free FM stations. Optional 4-way power seats (lower right below) are now offered on the Comet for greater driving comfort.





Lincoln Continental 2-door coupé

Major Options and Accessories

ENGINE ■ 340 hp Lincoln Continental V-8 (462 cu. in.)—Standard

TRANSMISSION ■ Twin-Range Turbo-Drive—Standard

POWER EQUIPMENT ■ Power Steering—Standard ■ Power Disc Brakes (front wheels)—Standard ■ Power Side Windows—Standard (except vent) ■ Power Vent Windows—\$71.64 ■ 2-Way Power Seat—Standard ■ 6-Way Power Seat—\$83.23 ■ Power Door Locks—\$44.85 on 2-door and \$68.50 on 4-door models

RADIO ■ AM (includes rear seat speaker and power antenna)—\$161.27 ■ Stereo-Sonic Tape System (includes AM radio)—\$244.54 ■ AM-FM Signal Seeking Radio (includes power antenna and dual rear seat speakers; single rear seat speaker on convertible)—\$244.54

COMFORT AND APPEARANCE ■ Air Conditioner with Automatic Temperature Control—\$523.55 ■ Air Conditioner with Manual Control—\$471.05 ■ Full Tinted Glass—\$52.53 ■ Remote Control Automatic Trunk Release and Warning Light—\$33.19 (standard on convertible) ■ Automatic Parking Brake Release—Standard ■ Tilt Steering Wheel—\$58.74 ■ Embassy (vinyl) Roof—\$121.10 on 2-door and \$134.15 on 4-door models ■ White Sidewall Tires—\$56.80 ■ Full Wheel Covers—Standard

SAFETY EQUIPMENT ■ Padded Instrument Panel, Padded Visors, Front and Rear Seat Belts, Outside Rear-View Mirror, Backup Lights, Windshield Washer and 4-Way Emergency Flasher—Standard ■ Speed Control—\$94.77 ■ Automatic Headlamp Dimmer—\$50.05 ■ Warning Light System (low fuel, door ajar, trunk open [convertible only], engine temperature, oil pressure and alternator output)—Standard ■ Child's Bucket Seat—\$29.95

CONTINENTAL

The best of past excellence is retained in the totally new Lincoln Continental for 1966. Transformed but unmistakably Continental, this distinguished car line now offers the Continental Coupé, a new 2-door hardtop model, in addition to a 4-door sedan and America's only 4-door convertible. Over-all length has been increased by almost five inches, providing more space for passengers and luggage. There is a huskier engine with 462-cu.-in. displacement. Interiors have been restyled with luxurious fabrics and traditional classic car appointments. Innovations in optional equipment include a Stereo-Sonic Tape System that plays stereo tape cartridges in 4-speaker sound and an Automatic Temperature Control System that maintains a selected temperature despite weather changes. Some features that formerly were standard are now optional, allowing a purchaser to personalize his Continental to an extent not possible before. This change is reflected in lower base prices that bring this most-proven prestige car within the range of more fine car buyers.

MODELS AND PRICES

DIMENSIONS⁽¹⁾

	2-door	4-door	Wheelbase	Over-all Length	Over-all Width
Sedan		\$5750	126.0	220.9	79.7
Convertible		6383	126.0	220.9	79.7
Coupé	\$5485		126.0	220.9	79.7

(1) In inches.



THE GO ANYWHERE, DO ANYTHING FLEET

Utility and Recreation Vehicles from Ford

The Ford Bronco (left) Rough terrain holds no terrors for the Bronco, the versatile sports-utility vehicle that is the newest Ford-built product. Bronco's built to take it with standard 4-wheel drive and a 170-cu.-in. 6-cylinder engine especially adapted for rugged use. But Bronco is more than just a rough-country vehicle. You can tailor your Bronco in one of three body styles—the roadster (shown above), a utility model, and a wagon. The roadster, without doors or roof, is the "basic" Bronco, an open sports model with a windshield that can be folded flat and secured to the hood. A vinyl top is available for the roadster. Adding full doors and a bolt-on steel driver's cab converts the roadster into a utility model, and a full-length steel roof turns it into a fully enclosed wagon.

The Falcon Deluxe Club Wagon (upper right) The three Falcon Club Wagons for 1966 have almost twice the cargo space of regular wagons, full-circle visibility and seating for up to eight passengers—all with traditional Falcon economy. The Club Wagons are favorites with families that like to camp-out in style. Many manufacturers make camper kits especially fitted for the Club Wagons. Your Ford dealer can give you additional details.

The Falcon Ranchero (bottom right) This is the budget-priced pickup that offers Falcon car styling, handling and economy. The '66 Ranchero is almost nine inches longer and more than two inches wider—a size increase that makes possible a big 39.1 cubic feet of cargo space. Ranchero is the perfect vehicle for suburbanites, engineers, architects—in fact for anyone with occasional hauling needs, and a year-round interest in styling and comfort.

Ford Motor Company

The American Road, Dearborn, Michigan