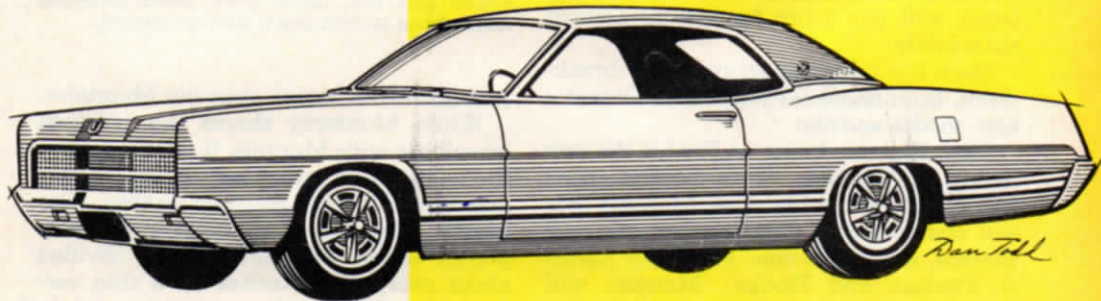


# What's Coming in the '69 CARS

By JIM DUNNE / PS Detroit Editor

If you feel you've waited long enough for something *really* new in full-size cars, take heart. Truly new models are on the way. Not just the Ford and the Chevy, but all of them: Mercury, Pontiac, Chrysler, Dodge, Buick, Olds, Plymouth, and Ambassador. They'll show

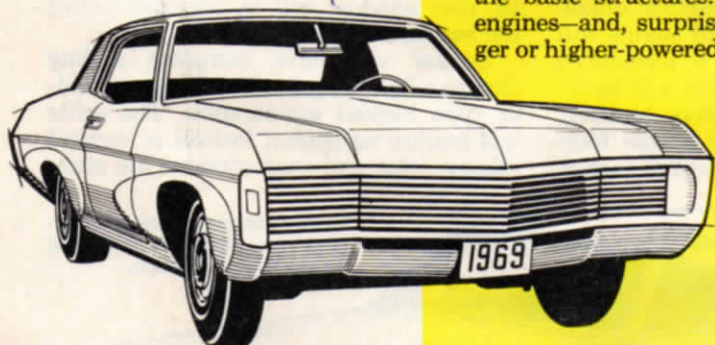


Ford Galaxie is fully restyled; wheel-base goes up to 121 inches and track from 62 to 64 inches.

the biggest changes in four years. There will also be important news you don't see. For the first time, collision protection will be built into the basic structures. There will be some new engines—and, surprisingly, they will not be bigger or higher-powered than the ones they replace.

But not all the '69 news is reserved for the big cars. Detroit will offer a mixed bag of innovations for almost all model lines, and add two completely new cars. Briefly, here are the highlights:

- Pontiac will have an all-new Grand Prix.
- Mercury will have a luxury line to rival Chrysler, Olds, and Buick.
- All GM's big cars will have beefed-up doors to protect against injury in side collisions.



Chevrolet Impala gets bumper-type grille surround and teardrop-shape bulges around the wheel wells.

*Continued*

- Ford and Mercury will have controlled-crush frames for better protection in frontal collisions.

- Mustang, Cougar, Firebird, and Camaro will have new bodies (but look pretty much the same).

- Rubber bumpers will appear on more models (they're now found only on Pontac's GTO).

- An electrically heated rear window will be offered on at least one '69 model.

- Buick will use an electric fuel pump on the Riviera.

- Ford is desperately trying to ready a nonskid brake system for the T-bird in time for the new model introduction.

- OE tires will be wider; bias-belted tires will be optional on most cars; and most optional wide-tread tires will be radials.

Generally, the cars will be more luxurious and have more equipment, more gimmicks. Naturally, this will cost more. There is little doubt that the average buyer will pay more for his '69 Detroit automobile.

Here is a company-by-company breakdown, from unofficial sources, of Detroit's new model secrets:

**Ford.** Biggest change at Ford is the new lineup of Mercurys. Two distinct series will be offered: a high-line Marquis that will compete with New Yorker, '98, and Electra, and a low-line Monterey aimed at Pontiac and Dodge. Marquis will have a new 124-inch wheelbase and a special grille that it will share with the racy Marauder. Vent windows have been discontinued on all big Mercury models. Certain models will have leather upholstery as an option. Standard engine will be the same 429-cu.-in. V-8 introduced on T-bird this year. Marquis will be offered as a two- and four-door hardtop, a convertible, and a super-deluxe four-door sedan. Overall length is 225 inches,



Cadillac gets major facelift with new front and rear fenders, and headlights placed side by side.

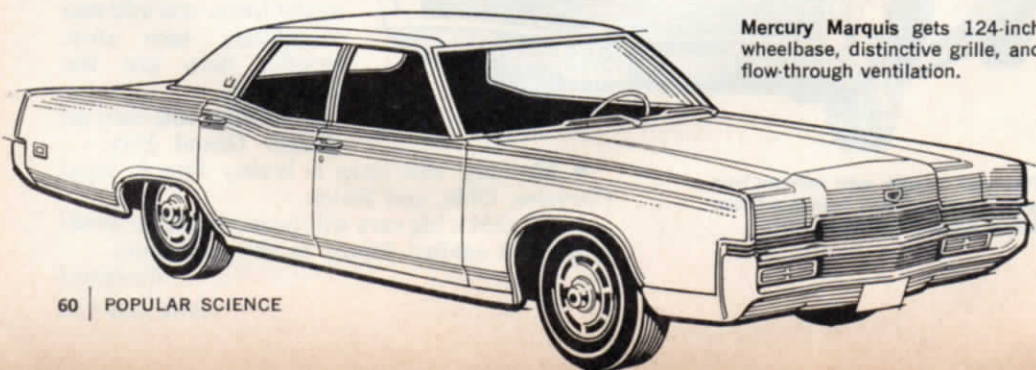


Lincoln gets new, higher grille, shows surprising resemblance to next year's Cadillac (above).

just six inches longer than the Marauder.

While Monterey shares the 124-inch wheelbase with Marquis, it does not have the same grille and luxury trim. It will also have different rear-end styling. The bigger cars have full-width tail lights placed above the bumper and divided about every three inches by a thin vertical bar. Backup lamps are located in one of these divisions. Marauder has eight separate lamps across the back in the same position just above the bumper. Its rear window will be recessed below the extreme fastback roof line.

Cougar will have complete styling change with a longer (three inches), wider (two inches) appearance. The grille will feature horizontal instead of vertical chrome trim, and vent windows are elim-



Mercury Marquis gets 124-inch wheelbase, distinctive grille, and flow-through ventilation.



**Charger** continues with '68 body panels but gets new vertical-split grille, new tail treatment.



**Cougar** gets complete styling change, with longer and wider body, and a Buick-like accent line.



**Dodge Dart** features a redesigned grille and will include several minor body and trim refinements.



**Oldsmobile** gets an important facelift and shows stronger independence from the other GM lines.

inated. A convertible will be added. Styling is dominated by a sweeping line in sheet metal of a fender that is almost an exact copy of Buick. As for Mustang, see PS, April.

Ford Galaxie wheelbase is changed from 119 to 121 inches, moving it right up to Pontiac size. Overall length, however, is but  $\frac{7}{8}$  inch greater. The track has been widened two inches in the rear and  $1\frac{1}{2}$  in the front, but turning radius is two inches less than with '68 Fords. A two-door hardtop with recessed rear window and a four-door pillar sedan are the styling leaders in the LTD series.

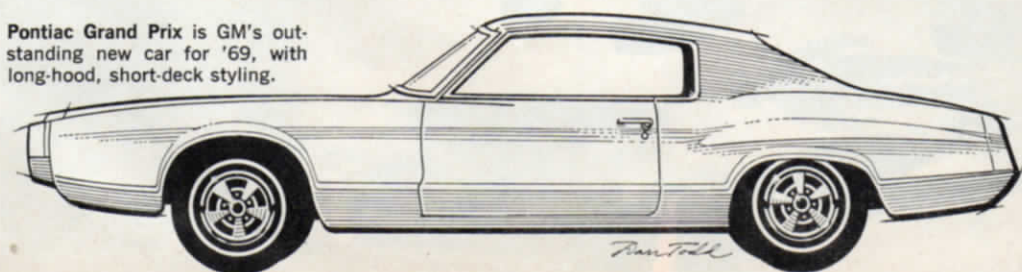
Thunderbird's front end is slightly refined and the tail lights are separated in the style of pre-1966 models. An electrically heated rear window is being

rushed into production for this car to offset the impact of the Pontiac Grand Prix, but some insiders fear it won't be ready by introduction time. Ford is also working hard on a nonskid braking system, and it will be offered as an option some time in the 1969-model run. Cost to the customer will be just over \$100. This is scheduled for the T-bird and possibly the Lincoln. Some Ford models will have the Oldsmobile-pioneered horn ring in the steering-wheel rim.

Probably the most significant engineering change will be the frame design for the big Ford and Mercury. It is the long-awaited "controlled-crush" frame, designed to cushion the shock of a front-end collision. The key area of the design

[Continued on page 182]

**Pontiac Grand Prix** is GM's outstanding new car for '69, with long-hood, short-deck styling.



# Pickup campers aren't "square" anymore!



Look what's happened to campers! Camping and traveling with a pickup camper has never been "square", and now campers aren't either!

Gone is the boxy look with flat sides and square corners. The modern-as-tomorrow Goldline has a sculptured look and streamlined styling that is totally new and unique. But looks are only part of the picture. Here is a brand new concept made possible by a space-age material and sandwich-wall construction that has features never before available in a pickup camper. It's lighter in weight, never needs paint, easy to clean, has 30% more storage area, and is virtually indestructible.

The foam insulation between the inner and outer walls is the same as used in expensive refrigerators and freezers—which lets you use the Goldline Camper year 'round. It's cooler in summer . . . warmer in winter.

Find out all about this revolutionary new camper by mailing the coupon today. Begin enjoying four seasons of fun the carefree Goldline way . . . You and your camper will never be called "square"—that's for sure.

## **GOLDLINE** PICKUP CAMPERS

SOLD EXCLUSIVELY BY FRANCHISED GOLDLINE/FORD DEALERS

Travel Industries, Inc. Dept. PS-6  
Box 108 Oswego, Kansas 67356

Please send full information on the revolutionary Goldline camper and name of nearest franchised Goldline/Ford dealer to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Even our coupon isn't square!

NATIONAL DISTRIBUTORS



**Travel Industries, Inc.**

P. O. Box 108 • Oswego, Kansas 67356

## What's Coming in the '69 Cars

[Continued from page 61]

is the front part of the frame ahead of the front spring mounts. For 1969, Ford is beefing up this area considerably, making it much stronger, with a new shape to the metal that will absorb the force of a head-on crash evenly during the time the front of the car caves in.

Strength has been added by making the frame rails out of steel box sections all the way forward to the front bumper. A compound curve—downward and outward—has been added to the front part of the frame to form a kind of huge spring that will absorb impact. This curving section also avoids passing the shock of impact directly back to the part of the frame under the passenger compartment. Attached to the very front of the frame rails is a steel plate about five by eight inches that acts as a cap, preventing the frame from piercing the bumper in an accident.

Two new Ford engines will be introduced: a 250-cu.-in. six and a 351-cu.-in. V-8 [PS, Apr.]. Each will be offered in certain Ford and Mercury models to supplement the present engines.

**General Motors.** The all-new Pontiac Grand Prix will get its own body shell, officially designated the Fisher "G" body. It is basically a stretched-out A (Chevelle, Tempest, etc.) body.

The Grand Prix will have its own distinctive styling, featuring a rectangular grille similar to the Mark III's long-hood, short-deck proportions, and mechanical innovations like a radio antenna hidden in the windshield post, recessed outside door handles, and an electrically heated rear window that automatically de-ices in eight minutes. Wheelbase of the GP will shrink from 121 to 118 inches.

GM's big cars—and the Grand Prix—will all get the added side-collision protection. About seven pounds of extra structural metal will be used for each door.

In addition to the Grand Prix, Pontiac will have a newly designed Firebird and big-car line. Rubber bumpers will be added to the F-bird and other models, such as a Tempest wagon with its rubber bumper color-matched to the wood paneling on the body.

Only the big Chevrolet and Camaro in the Chevrolet lineup will be greatly

## What's Coming in the '69 Cars

changed for 1969. Chevrolets will have new sheet metal below the belt line that features teardrop-shaped bulges around the wheel wells. The bumper will completely circle the grille in a rectangular shape similar to this year's Pontiac, minus the center vertical bar.

**Chrysler.** The most striking change is scheduled for Imperial. The car will lose its tall, boxy appearance, and take on smoother, more contemporary lines. It will be five inches longer, though wheelbase will shrink three inches to 124. All big Chrysler cars, including the Imperial, will have windshield wipers covered by the rear edge of the hood, a la GM.

Charger and Coronet, both with fresh new styling this year, will have new grilles and tail lights. In addition, the Coronets have hidden windshield wipers.

Charger has two tail-light designs. The R/T will get three lights—thin, wide rectangles—set end to end across the rear. The regular Charger will have only two.

Big Chryslers will be five inches longer, but all wheelbases except the Imperial's will remain unchanged.

Plymouth's Sports Satellite has a rear-end treatment similar to that of Ford's Mustang. The deck lid is slightly concave at the extreme rear end.

**American Motors.** Changes will be concentrated most on the Ambassador. Wheelbase has been stretched to 122 inches from the present 118, and the overall length is also four inches longer.

Javelin will have a slightly altered grille, while Rebel will have a major face-lift front and rear. American and AMX are virtually unchanged. 2

## *A Striking Bargain!*

**FINEST QUALITY PLUMB HAMMERS with**

- **NON-BREAKABLE FIBER-GLASS HANDLES**  
Guaranteed not to break, bend or collapse in normal use
- **MOLDED "DURA-CUSHION" GRIPS**
- **PERMABOND®-KEEPS HANDLES TIGHT**

REGULAR PRICE \$6.49

Now **\$5.49**



**Buy Now and Save \$1.00!**

SEE YOUR HARDWARE DEALER TODAY

# PLUMB®

FAYETTE R. PLUMB, INC. • PHILADELPHIA, PA. 19137