

HOW TO PHOTOGRAPH

A FORD CAR

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J. WALTER THOMPSON COMPANY

## SHOOTING CARS IN NATURE

- 1 - The best light for shooting cars is just before sun comes up and just after sun goes down - and every effort should be made to shoot at this time.
- 2 - Preparation for this early and late shooting should be completed in sufficient time to have the car clean and in position, models ready, and car angles set, and to allow photographer sufficient time to position his camera for best results. Careful planning alone will accomplish this.
- 3 - Always shoot with sun directly behind car. The light will be best on car opposite of position of the sun.  
When planning shots, be sure of accurate rise and fall of sun positions (use a compass) to know exactly where they will be and the exact position of the car - so there will be no guessing and no confusion in those few precious minutes when the sun is right and the photographer should be clicking off great shots. Great car photographs are not accidents, but are, rather, the result of very careful planning by competent, knowledgeable professionals.
- 4 - Study U.S. photos (Ford) and views and angles. U.S. photographers spend much time and money experimenting. A few inches up or down or to one side with the camera can make all the difference between a good car and a bad car photo.

- 5 - a) When shooting, the car should shine like glass.  
(No dirt or dampness.)
  - b) If car must be weighted down, really weigh it down with sandbags under hood, in the trunk and inside the car. Be sure that the car is parallel to ground.
  - c) Keep windows all the way open or closed and all locks all the way down.
  - d) Windshield wipers must lay flat to chrome at bottom of glass. This makes the windshield look clean, and makes for better lines.
  - e) Remove ariel to keep long lines of car from being broken or at least lower ariel as far as possible.
  - f) Sun visors should be up.
  - g) Keep windows clean and spotless inside and out.
- 6 - Keep models back of car. This makes the car look bigger. If people are in front of the car it looks smaller. Be careful of positioning models near where car is being stretched - because the models will also be stretched.
- 7 - For front and rear shots, the most effective ones show some side. Turn front wheels slightly to imply movement. These are good views for use of wide angle lens. Try to keep all lines of grill and tail parallel when stretching. But be careful to not distort too much. Again, you have to experiment to know the car.

- 8 - Now that Ford in the U.S.A. is making their cars smaller we do not stretch cars when shooting. The lenses used are most often normal. But if photographic stretching of cars is needed or wanted, here are some things to be aware of: When stretching profile side, don't use wide angle lens, unless in conjunction with other lenses. Maintain sleek parallel lines as close as possible. Don't stretch so much that car starts to bend or wheels become ovals. Stretch the car with a careful eye - making it look as appealing and beautiful as possible.
- 9 - It is best to set the car in a wide open area so lines of car will be unbroken. Lighting should be simple to enhance lines and features. Be careful of reflections of objects or photographer on car. Reflections of a beautifully colored sky often do beautiful things for the look of the car.
- 10 - THE CAR IS THE STAR - anything that interferes with the car itself is wrong. With a good clean weighted car, good light, and a competent photographer shooting from the proper angles, you'll get a good beautiful car every time.
- 11 - Backgrounds should be simple.
- 12 - The prime shooting light is just before sunrise and just after sundown - you have most shooting time if sun rises or sets behind hill, mountains or buildings. Overcast days also allow for shooting during the day - shooting in direct sunlight usually creates too many problems and dull, flat pictures.

Dark colors photograph richer in color because of reaction of light on them. White cars are best for black and white photography as they provide greater contrast.

Co-ordinate and plan well. Choose locations and know exactly where the sun will come up or go down at each spot. Know ahead of time what you are going to do. When the time comes to shoot - and it is always brief - there is no time for indecision. Without careful planning you will be lost.

It is far more important to plan well and get only one good shot at sun rise and one good shot at sunset than to not plan and shoot a hundred shots hoping for accidents to work in your favor. Good shooting is no accident.

The AD and photographer should experiment as much as possible with angles of car under actual shooting conditions (light of early morning and late evening) to understand the problems and possibilities for solving them. AD and photographer should also experiment with different lenses, and the angles that do the best job of enhancing the car. Drive it, walk around it, look at it, photograph it, see how the light at various times of day reacts on the car. See how Fords are built at the factory. Only by knowing the car inside and out in every detail will you get the best results.

F  
FORD

MAJOR CAR ILLUSTRATION:  
Shot just before sunrise. Walls of  
building & the concrete the car is  
sitting on was wet with hose. A dye  
transfer was made from 8"x10" trans-  
parency then retouched darker in fore-  
ground to hold drop-out headline.

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FORD LTD

FORD DIVISION



# For 1979 Ford creates A New American Road Car

# an all-new LTD. engineered for today's driving.

Ford technology and engineering combine to create the 1979 Ford LTD. New from the ground up, with a size and shape for today. Yet this re-engineered LTD has more passenger room than any LTD ever. Experience the feel and luxury of the 1979 LTD... now.

## Experience a New American Road Car

\*Compare this estimate to the estimated mpg of other cars. Your mileage may differ depending on speed, weather, and distance. The actual highway mileage will probably be less than the estimated highway fuel economy.

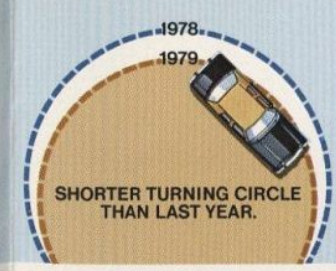
†Based on EPA Volume Index



**V-8 standard, yet higher mileage than last year.** Even with V-8 power standard, the re-engineered LTD's EPA est. mpg is higher for 1979. EPA est. mpg is 16. And this year's highway est. is still 22\*.



**More passenger room than any LTD ever!** While the 1979 LTD is sized for today, remarkably you'll find more room than ever on the inside. Six passenger seating in an all-new LTD.



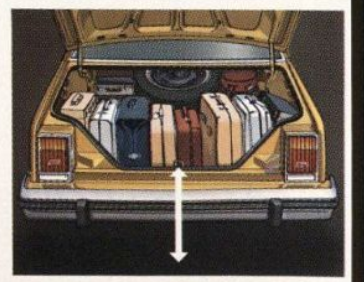
**Easier handling and parking than last year.** The new contemporary size LTD provides better handling and road stability than last year. With almost a 4 ft. shorter turning circle, it's also easier to park.



**Easy entry and exit.** Doors swing out and up with the new "tilt-a-way" door hinge design. This makes getting in and out of LTD easy. A design feature you'll appreciate, especially in tight parking spaces.



**New Master Control Position provides:** (1) improved driving position (2) increased glass area (3) convenient steering column mounted controls (4) re-designed instrument cluster.



**Unsurpassed trunk space!** No new American car has more. The re-designed LTD has over 20 cubic feet of trunk space. Loading and unloading is easier with a reduced liftover height of only 22 inches.

TRUCK CAR ILLUSTRATION.

Car was shot at sunset. Prop in background was built & also used in TV commercial. The sky & brightness above car was toned down with gels when shooting 8"x10" transparency. A dye transfer was made, fore & backgrounds darkened to accept white type.





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Left: A futuristic conception of travel in another time. Ford Aerospace & Communications Corporation, a Ford subsidiary, is not involved in this type of spacecraft, but is building another type—Communications Satellites for use in our time.



Ford introduces

# FUTURA

A dramatic combination  
of styling and technology  
for 1978...and beyond.

Here is a car for the automotive future. With dynamic styling inside and out. Comfort for five passengers, yet fuel and cost efficiency for the years ahead. A car realistically priced for today. The new Futura. Before you consider any other car available today, read on...

**Scheduled Maintenance  
50,000 miles about \$150.\***

A startling fact: Futura has been engineered to hold down the costs of maintenance in the years ahead. Ford estimates that with automatic transmission and standard engine, 50,000

miles of scheduled maintenance will cost only about \$150. (\*Based on Ford labor time standards, a \$14.50/hr. labor rate and Ford's suggested parts prices in effect Aug., 1977.)

**33 MPG (hwy) 23 MPG (city)**

Futura's EPA mileage estimates—with 2.3 litre engine and manual 4-speed—are the highest of any car in its class. Of course, your actual mileage may vary depending on how you drive, your car's condition and optional equipment. Calif. ratings are lower. Futura is also available with 3.3 litre 6-cylinder and 5.0 litre V-8 engines.

**\$4,267 as shown**

Sticker price excluding taxes, title and destination charges. Futura comes with standard front bucket seats.

The new Futura. Visit your local Ford Dealer for a personal test drive. And find out what's ahead for 1978... and beyond.

**FORD FAIRMONT  
FUTURA**



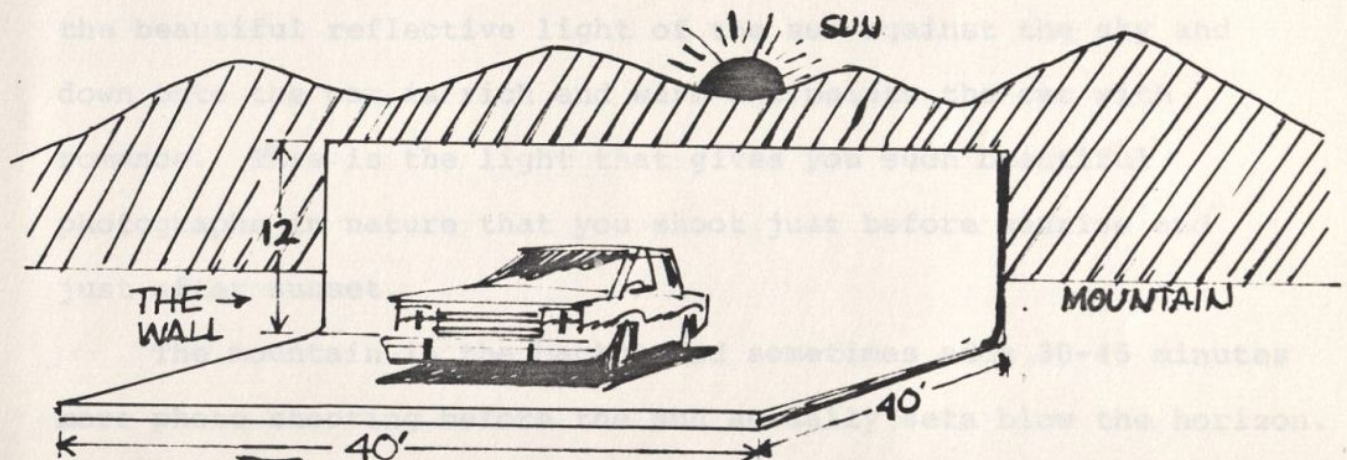
FORD DIVISION

75<sup>th</sup> ANNIVERSARY

## SHOOTING CARS IN AN OUTDOOR STUDIO

As simply as possible, I will discuss some of the methods we use to shoot Ford cars with color backgrounds:

Most of the cars we've shot in the last five years - (with solid background), were shot (a) against black and (b) in an outdoor studio.



THE CAMERA SHOOTS IN DIRECTION OF SUN, EITHER TOWARD THE EAST BEFORE IT RISES, OR TOWARD THE WEST AFTER IT SETS. THE WALL ITSELF RUNS NORTH & SOUTH.

Above is a rough indication of the outdoor studio we use. There is a more detailed drawing attached.

The floor is square, 40' X 40'. The background wall is 12' X 40'. (The higher the wall the longer the shooting time.) The background wall runs north & south. The unit should be built so that the sun rises over the wall in the east and sets behind the wall in the west. (The camera faces into the west for evening shooting.)

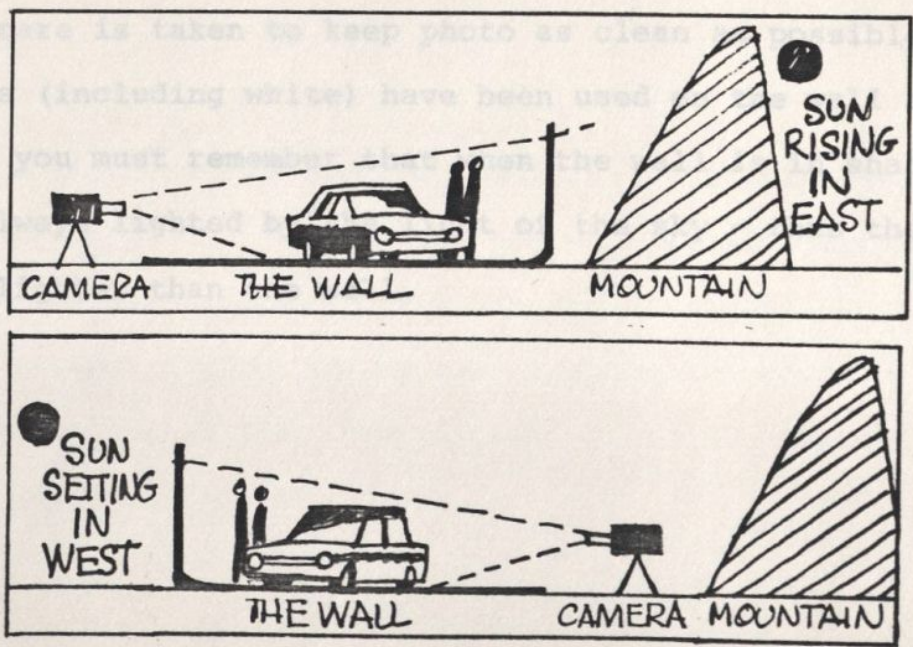
Our outdoor studio is built on edge of a golf course -

Remember when building "the wall" to consider that the sun sets in different positions at different times of the year.

Our studio is placed about 1/2 mile from a small mountain, that runs almost parallel to our background wall. The advantage of being here is that as soon as the sun goes down behind the mountain you can start shooting. The car is now in shade and the beautiful reflective light of the sun against the sky and down onto the car is rich and warm and paints the car with romance. This is the light that gives you such beautiful photographs in nature that you shoot just before sunrise and just after sunset.

The mountain in the background sometimes adds 30-45 minutes more photo shooting before the sun actually sets below the horizon.

We have found the richest light on cars is when camera faces in direction of the sun.



Our outdoor studio is built on edge of a golf course - so the area around it is clean. (It does not have posts, or trees or buildings that reflect in side or top of car and destroy the lines of the car.)

If you make the wall moveable - you would move wall to east of floor and shoot from west to east for morning shooting.

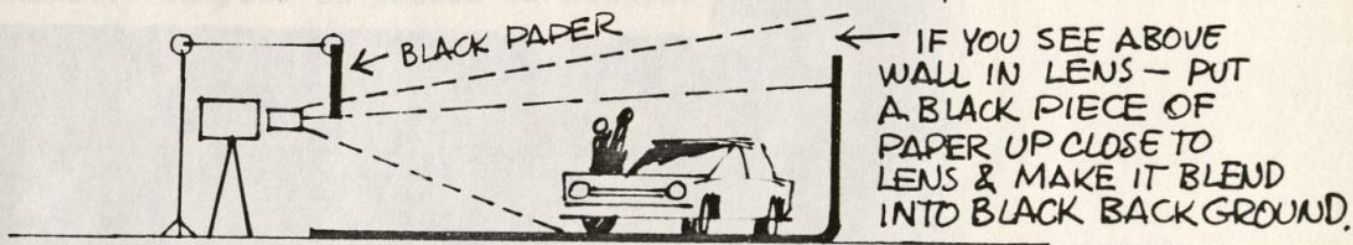
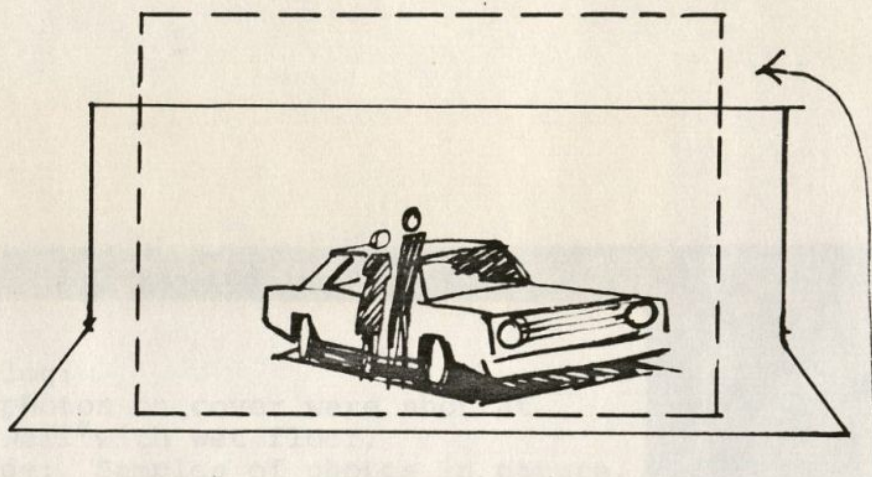
The floor and background wall are painted black for richest light.

Actually, the richest black we ever got was by hanging a 12" X 40") piece of velvet over the top of the wall and letting it hang to floor as evenly as possible.

We also have built a lip around the floor so we can put 1 - 1½" of water on floor - on which we set and photograph the car. The rich black velvet reflects into the water on floor, and creates a mirror of the blackest black we've been able to make.

Much care is taken to keep photo as clean as possible.

Colors (including white) have been used on the wall and floor, but you must remember that when the wall is in shade, the floor is always lighted by the light of the sky - thus the floor will look lighter than the wall.



If velvet is too costly or too hard to find - use the blackest black fabric you can find. Also be sure it is sewn as neatly as possible.

It is wise to sew a tough border on top of fabric - several inches deep and 1/6" thick. This is so velvet can be fastened at top of wall and hold the weight of the velvet that hangs to floor without tearing.

This outdoor studio is used primarily at sunrise and sunset - but it also can be used during the day when it is overcast - as long as the sun is not hitting the car directly.

This outdoor studio can be long lasting and could be used for years. The velvet is also long lasting if it is carefully folded (but not creased) after every use.

Catalog:  
Car photos on cover were shot at  
"the wall" with wet floor.  
Inside: Samples of photos in nature.

LTD II Choices

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Notable Standard Features

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Measurements

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Notes

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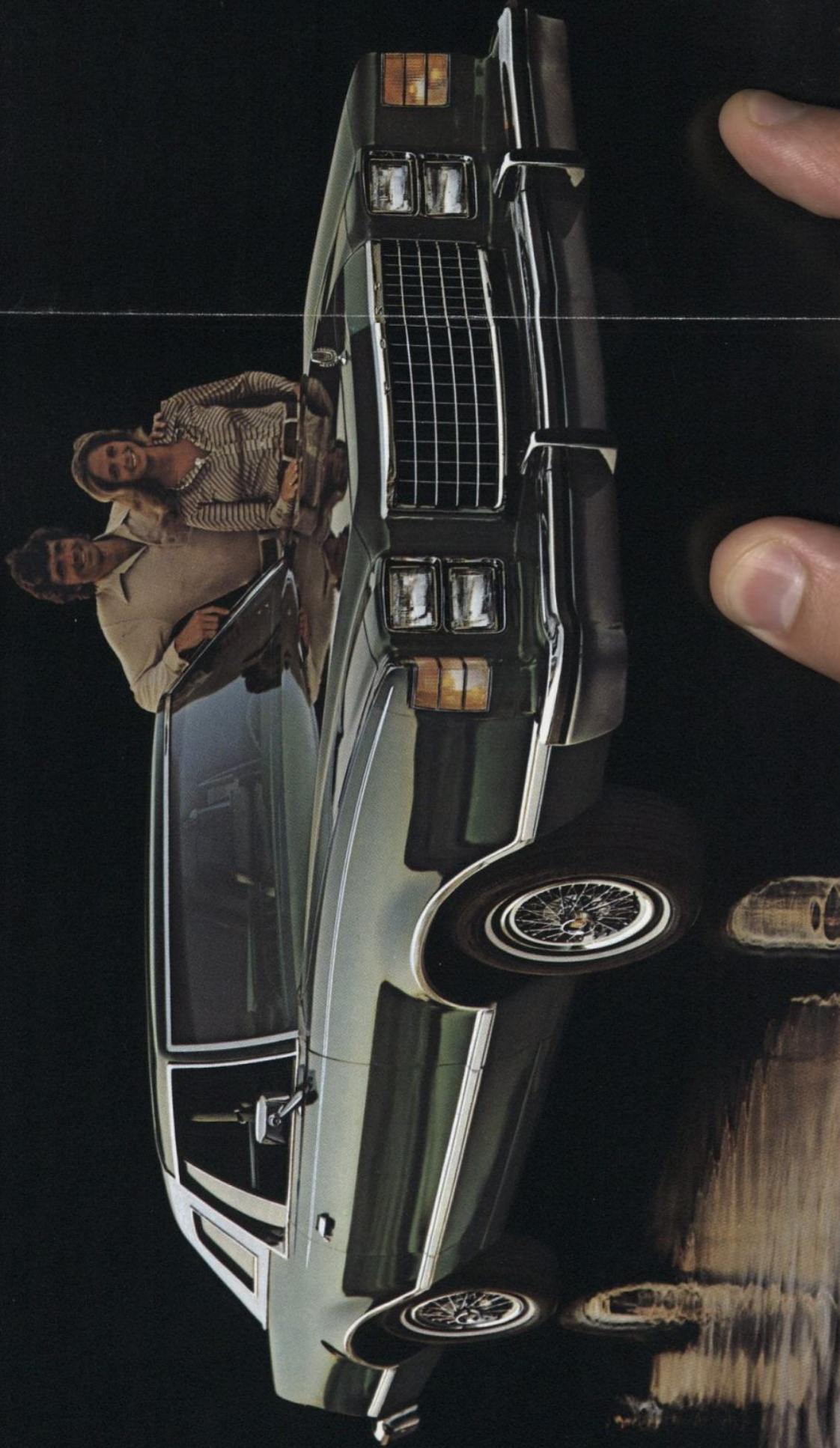
# 1978 FORD LTD II

The trim, sporty mid-size.

Catalog:

Car photos on cover were shot at  
the wall with wet floor.

Inside: Samples of photos in nature.



FORD LTD II  
BROUGHAM



(A) LTD II Brougham 2-Door Hardtop



(B) LTD II Brougham 4-Door Pillared Hardtop



(C) LTD II Brougham 4-Door Pillared Hardtop with Tu-Tone Paint Treatment

Better Ideas keep coming from Ford—  
1978 LTD II.

**The LTD Tradition.** Introduced just last year, LTD II is already a resounding success. Even more so than we imagined. Why? Perhaps it's because LTD II is such a unique combination. A mid-size car that combines the high quality and comfort of LTD with the sporty spirit and flair of Mustang II.

Perhaps it's LTD II's wide selection of models. You can select the LTD II S, the LTD II or the LTD II Brougham, all in 2- or 4-door models. That's six selections in all, not to mention the many different option packages.

Or maybe it's LTD II's roominess. Room for six adults. Or LTD II's long wheelbase. The 4-Door is longer than even the best-selling full-size. And all LTD II's have the same basic suspension as Mark V. All of which adds up to a ride and maneuverability you should check out.

It could be LTD II's fine fuel economy, now when it's needed most.\*

Or LTD II's impressive list of luxury standard equipment. Most likely LTD II's great success is a result of a combination of all these reasons. Plus one more important one we know for sure. Its price.

Why not visit your local Ford Dealer and see how many reasons you can come up with.

Ford LTD II. Carrying on in the LTD tradition.

**(A) LTD II Brougham 2-Door Hardtop. Our finest winning combination.** Shown in Dark Midnight Blue (Code 3A) with Chamois vinyl top. Included among features standard only on all Broughams are split bench seats, luxury sound package, illuminated electric clock, deluxe wheel covers, color-keyed bodyside moldings, 18-oz. cut-pile carpeting, dual accent paint stripes, and many more. See standard feature list on back cover.

**(B) LTD II Brougham 4-Door Pillared Hardtop.** This top-of-the-line model has all the standard features of the 2-Door except opera windows, which are optional. Shown in Dove Grey (Code 1N) with Russet vinyl roof.

**(C) LTD II Brougham 4-Door Pillared Hardtop.** A bolder look is yours with an optional Tu-Tone paint treatment. Complementary colors shown are Champagne Metallic (Code 8Y) with Dark Brown Metallic (Code 5Q), and an optional Brown full-vinyl roof with opera windows.

**Front Cover:** LTD Brougham in Dark Jade Metallic (Code 46) with White half-vinyl roof.

\*LTD II is EPA rated at 22 mpg highway and 15 mpg city. (California EPA is 18 mpg highway and 12 mpg city.) Your actual mileage may vary, according to how and where you drive, your car's condition and optional equipment.

**Note:** See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional such as deluxe bench seats, sport mirrors, vinyl roof, deluxe wheel covers, wire wheel covers, aluminum wheels and WSW tires.



## FORD LTD II.

A beautiful mid-size at a down-to-earth price.

The LTD II series is Ford's better idea for those who want a high degree of luxury at a most affordable price. A 5.0 litre (302 CID) 2V V-8\* engine is standard. So, too, is a Select-Shift automatic transmission, power steering, power front disc brakes, steel-belted radial ply tires, DuraSpark Ignition System, DirectAire ventilation, flight bench seats, rocker panel and wheel lip moldings, a deluxe sound package, and many more. See back cover for a complete listing.

Reduced scheduled maintenance is also another important feature on every LTD II model. You can go 7,500 miles or 12 months between recommended oil changes and 30,000 miles between lubrications.

And wait until you see how all this luxury performs. Ask your Ford Dealer for a demonstration drive. Then ask about the price. You won't believe how little all this luxury really costs.

**(A) LTD II 2-Door Hardtop.** Shown in Bright Blue Glow (Code 3V), and with optional White front half-vinyl roof and wide bright bodyside moldings. Should you prefer, you may also select a rear vinyl roof. Whatever you choose, there's no doubt that this car is one you'll be ever so proud to own.

**(B) Sports Touring Package.** If you find distinctive flair and sportiness appealing, then this optional package was made to order for you. You can express yourself with a Tu-Tone paint and tape treatment, Magnum 500 styled steel wheels with trim rings, RWL tires, and a stylish grille badge. The Tu-Tone treatment, shown in Light Jade Glow (Code 7L) and Dark Jade Metallic (Code 46), is available in four other dazzling color combinations. Also available on LTD IIS.

**(C) LTD II 4-Door Pillared Hardtop.** Luxurious styling grace in the LTD tradition. The car that really gives you what you buy a mid-size for . . . roominess. Shown in Russet Metallic (Code 81) and with optional Russet full-vinyl roof.

See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as dual sport mirrors, deluxe bumper group, left-hand remote control mirror, dual accent paint stripes, deluxe wheel covers, wide bright bodyside moldings, cast aluminum wheels and WSW tires.

\*N.A. with California emission equipment.



(A) LTD II 2-Door Hardtop



(B) LTD II 2-Door Hardtop with Sports Touring Package



(C) LTD II 4-Door Pillared Hardtop



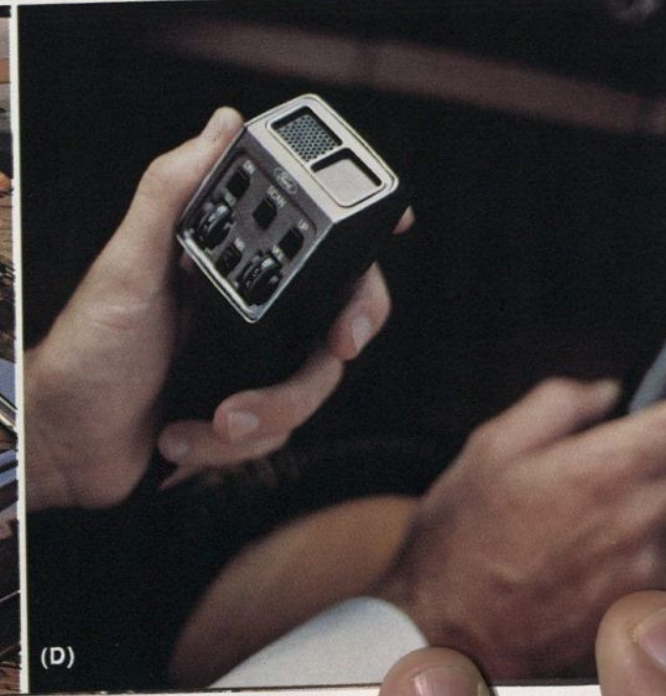
(A) LTD II S 2-Door Hardtop with Sports Appearance Package



(B) LTD II S 4-Door Pillared Hardtop



(C)



(D)

**So much car for so little money!**

LTD II S is our lowest priced series, yet it still retains so many great standard features that make LTD II so popular. Features like a 5.0 litre (302 CID) 2V V-8 engine\*, Select-Shift automatic transmission, power steering, power front disc brakes, steel-belted radial ply tires, DuraSpark Ignition System, DirectAire ventilation, and many more. A complete listing of standard features is on the back cover. And LTD II S, like the LTD II and Brougham, is the right mid-size. Its big 118" wheelbase (on the 4-door model) is a full 10" longer than most cars in its class (wheelbase on the 2-door is 114"). We think you'll agree that makes a significant contribution to a smooth, easy ride.

LTD II S. It's proof-positive that the budget-minded family doesn't have to sacrifice styling, size or convenience when buying a car.

**(A) Sports Appearance Package.** A great way to emphasize the beautiful look of your LTD II S. You'll really be a pacesetter with features that include a wide tricolor tape stripe which wraps up the rear pillar and over the roof, a grille badge, Magnum 500 styled steel wheels with trim rings and RWL tires. Tape is red with yellow and orange accent stripes (shown) or white with orange and red accent stripes, depending on the body color. Available as an option on both the LTD II and LTD II S 2-Door Hardtops.

**(B) LTD II S 4-Door Pillared Hardtop.** Its stylish lines cover 219.5" to give you a whole lot of car for the money. Shown in Light Chamois (Code 83), it's also available in so many other brilliant colors.

**(C) Six-Passenger Comfort.** All LTD II's are so roomy that you'll marvel at their overall comfort. There's enough room to accommodate six adults. That's real six-passenger comfort.

**(D) Citizen's Band Radio.** Latest 40-channel remote control transceiver development. Has chassis mounted in trunk, all controls located in power microphone, which easily disconnects for security. Comes with fixed (AM/FM/CB) tri-band antenna. Automatic scan feature allows searching for active channel. System can override radio through front speakers while sending or receiving. You can enjoy favorite radio programs, still pick up CB signal. Available with all factory-installed sound systems. Requires FCC license to operate.

**Note:** See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as vinyl insert bodyside moldings, rocker panel moldings, deluxe bumper group, left-hand remote control mirror, dual sport mirrors, deluxe wheel covers and WSW tires.

\*N.A. with California emission equipment.

OPEN

## FORD LTD II INTERIORS

Uncompromised room and ever so stylish!

The inside story on LTD II is quite interesting and certain to excite you. That's because LTD II has so much going for it. Luxury that you would only expect in far, much higher priced cars. An abundance of room. Enough room to accommodate six people. Comfort that must be experienced to be fully appreciated. A wide variety of rich trim fabrics from which to select. And many striking trim colors. All trims are available in Russet, Blue, Jade and Chamois. Dove Grey and Saddle are additional choices on Brougham and LTD II. See the chart at the right for the seats and trims available on each model.

LTD II interiors. Something worth looking into. Something worth getting into.

Yes, it could be you in that LTD II!

### Standard Brougham Hardtop Interior.

(Shown left.) The seats feature a deluxe knit cloth and vinyl trim that wears just as great as it looks. Shown in Russet (Code EE). The front split bench seats can be adjusted individually and feature dual fold-down armrests and a manual passenger recliner. Other top-of-the-line appointments include an electric clock, deluxe steering wheel, and plush carpeting that's carried up the lower door panels.

**(A) Deluxe All-Vinyl Split Bench.** This highly popular vinyl is available as an option on LTD II Brougham. The split bench seats have individual armrests that adjust independently. Shown in Chamois (Code MT).

**(B) Sporty All-Vinyl Buckets.** These all-vinyl buckets add a classic sporty touch to your LTD II. Also included in the option is a handsome console with stowage compartment, and a padded lid that doubles as an armrest. Shown in Jade (Code GR). Available on LTD II and

Brougham 2-Door models.

**(C) Knit Cloth/Vinyl Flight Bench.** A most attractive waffle-like pattern never before offered on LTD II. Shown in Blue (Code LB), it's also available in Russet, Chamois, Grey, Saddle and Jade. Standard on LTD II series.

**(D) Cloth/Vinyl Buckets.** A fine, durable fabric. It's also very smart-looking. Shown in Dove Grey (Code JS) with console and floor shift. Options on LTD II and Brougham 2-Door models.

**(E) All-Vinyl Flight Bench.** This rich all-vinyl optional trim looks as great as it feels. Great for families because spills wipe up so easily. Shown in Saddle (Code FZ). Available on LTD II series.

**(F) Striped Cloth/Vinyl Bench.** An attractive, sporty fabric. It's hard to believe that this is the standard trim on our lowest priced series. Shown in Blue (Code AB).

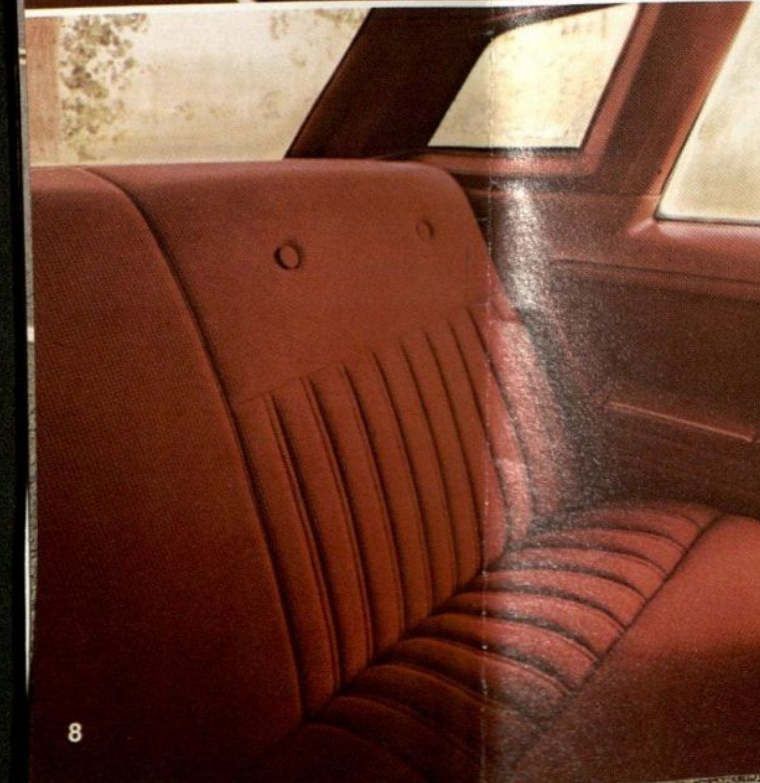
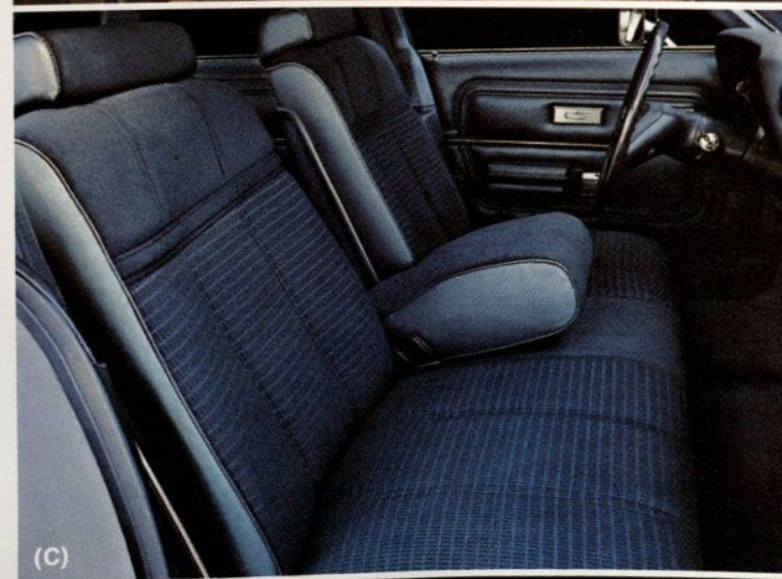
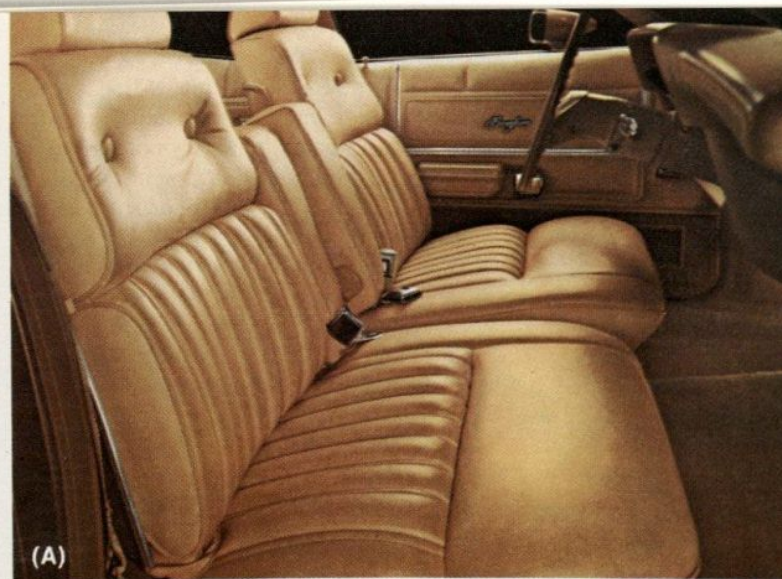
**Note:** See Notable Standard Features, Measurements and color code references on back cover. Some items shown are optional, such as air conditioner, radio and certain other items.

### Trim and Seat Chart

LTD IIS 2-Door							S	O
LTD IIS 4-Door							S	O
LTD II 2-Door			O	S	O	O		
LTD II 4-Door				S		O		
LTD II Brougham 2-Door	S	O	O			O		
LTD II Brougham 4-Door	S	O						

S—Standard  
O—Optional  
+—Shown on page 8  
\*—Not illustrated

+ Deluxe Knit Cloth/Vinyl Split Bench
(A) Deluxe All-Vinyl Split Bench
(B) Sporty All-Vinyl Buckets
(C) Knit Cloth/Vinyl Flight Bench
(D) Cloth/Vinyl Buckets
(E) All-Vinyl Flight Bench
(F) Striped Cloth/Vinyl Bench
* All-Vinyl Bench



# FORD LTD II OPTIONS

Bring out the "you" in you.

## Audio

There are many sound reasons why factory-installed Ford Radios and equipment are all great performers. Reasons like a 100% solid state chassis for longer life and carefree operation. And precision engineering along with stringent Ford quality control standards. Then there's the fixed-length stainless steel whip antenna for maximum reception and resistance to damage. And stereo radios include four speakers (two front-door-mounted and two rear speakers). For more sound reasons, ask your Ford Dealer for a live demonstration of all these choice Ford Radios:

- AM with pushbutton tuning and dash-mounted speaker.
- AM/FM Monaural. Low-cost system with dash-mounted speaker.
- AM/FM Stereo. With ten pushbutton choices (5 AM, 5 FM). Four speakers.
- AM/FM Stereo Search. Automatically

seeks and scans for stations. Four speakers.

- AM/FM Stereo with Tape Player. Plays 8-track stereo tapes. Four speakers.
- (A)** AM/FM Stereo with Quadrasonic Tape Player. Surrounds you with 4-channel sound from Quad 8 tapes. Four speakers.
- Dual Rear Seat Speakers. (Standard with stereo.) With fader control.
- 40-Channel Citizens' Band Radio. Available only in conjunction with another radio option. See page 7.

## Appearance

- Color-Keyed Deluxe Belts. (Standard on Brougham.)
- Rocker Panel Moldings. (Standard on LTD II series except with wide bright bodyside moldings or Sports Touring and Sports Appearance Packages.)
- Metallic Glow Paint. Available in Bright Blue (Code 3V) and Light Jade (Code 7L).
- Dual Accent Paint Stripes. Beautifully accents the upper bodysides. (Standard on Brougham.)

Tu-Tone Paint Treatment. This lower bodyside accent is available in a wide array of complementary colors. (LTD II and Brougham Hardtops.) Page 3.

- Full-Vinyl Roof. Can be ordered with or without opera windows on 4-doors. Available in Black, White, Chamois, Blue, Silver, Brown, Jade, Russet, Dove Grey and Midnight Blue.
- Half-Vinyl Roof. For front half or rear half of roof on 2-door models.
- Sports Touring Package. (LTD II and LTD IIS 2-Doors.) Page 4.
- Sports Appearance Package. (LTD II and LTD IIS 2-Doors.) Page 7.
- Opera Windows. Available on LTD IIS 2-Door model. Standard on Brougham and LTD II 2-Doors. Optional on 4-door models with vinyl roof.

## Comfort

- SelectAire Conditioner. Manually set with six-position controls for the utmost versatility in cooling, heating, dehumidifying and ventilating.
- (B)** Automatic Temperature Control Air Conditioner. Simply set the lever to

your desired temperature and maintain the constant temperature you wish.

- All-Around Tinted Glass. Really reduces glare and heat from the sun. Recommended with air conditioning.
- (C)** Tilt Steering Wheel. Five different position settings provide easier entry and exit and greater driving comfort especially on long trips.

## Convenience

- (D)** Day/Date Clock. Electric clock with sweep-second hand gives time, day of week and date of month.
- (E)** Convenience Group. Includes dual chrome remote control mirror, interval windshield wipers, trip odometer, automatic seat back release (2-doors), and automatic parking brake release. (Standard on Brougham.)
- Dual Note Horn. Robust sounding. (Standard on Brougham.)
- (F)** Front Cornering Lamps. Turn signal activated to light the way on corners.
- (G)** Illuminated Entry System. As door handle is lifted, the keyhole and interior lights illuminate for added convenience and security when entering car at night.

**(H)** Electric Rear Window Defroster. Defogs rear window and melts snow and ice.

- (I)** Light Group. Includes dual map-light, courtesy lights under instrument panel, lights in ashtray, glove box, engine compartment and rear door courtesy light switch (2-door), "headlights on" warning chime, and "door ajar" warning light.

**(J)** Illuminated Visor Vanity Mirror. Always look good with this convenient, adjustable light intensity mirror for touching up hair or make-up.

- Left-Hand Remote Control Mirror. Chrome mirror, adjustable inside the car. Included in Convenience Group.
- Dual Sport Mirrors. Color-keyed mirrors are remote-controlled, can be adjusted from inside the car. Page 7.

**(K)** Fingertip Speed Control. Maintains pre-set speed over 30 mph, great for saving gas. Includes luxury steering wheel with fingertip controls.

- Inflatable Spare Tire.† Added luggage

room. Replaces conventional spare at no extra cost.

## Interiors

Seats and Trims. Illustrated and described on pages 8, 9.

## Performance

- Optional Axle Ratio.
- Traction-Lok Differential Axle. Transfers power to both wheels for better traction on snow, ice and soft ground.
- Heavy-Duty Battery. 77 amp.
- Engine Block Immersion Heater.
- Engines. 5.8 litre (351 CID) 2V V-8\*. 6.6 litre (400 CID) 2V V-8\*.

**(L)** Sports instrumentation Group. Includes tachometer, oil, alternator and temperature gauges, electric clock, trip odometer, and luxury steering wheel.

**(M)** Heavy-Duty Trailer Towing Package. Excels in towing loads up to 6,000 lbs. Includes heavy-duty suspension and alternator, heavy-duty frame, trailer towing axle, trailer wiring harness, extra cooling package, and external transmission oil cooler.

## Power Assists

- (N)** Power Lock Group. Includes electric door locks and remote control trunk lid release in glove box.
- (O)** 6-Way Power Seat. Flight bench (LTD II series). Split bench (Brougham).
- (P)** Power Side Windows. Includes individual controls at door windows plus driver master controls with safety lock-out switch on 4-doors.

## Protection

- Deluxe Bumper Group. Includes front and rear bumper guards and horizontal rub strips. All car illustrations.
- Vinyl Insert Bodyside Moldings. Protects against parking lot dings and dents. Page 7.
- Lower Bodyside Protection (in addition to Ford Corrosion Protection measures noted on the back cover), includes expanded use of vinyl sealer to help provide extra protection against stone-pecking. So important when traveling on gravel roads and in parts of country where use of road salt is heavy.
- Protection Group. Includes door edge

guards, color-keyed front and rear floor mats, tire lock, and license plate frame.

- Wide Bright Bodyside Moldings. A definite touch. Page 4.

## Tires

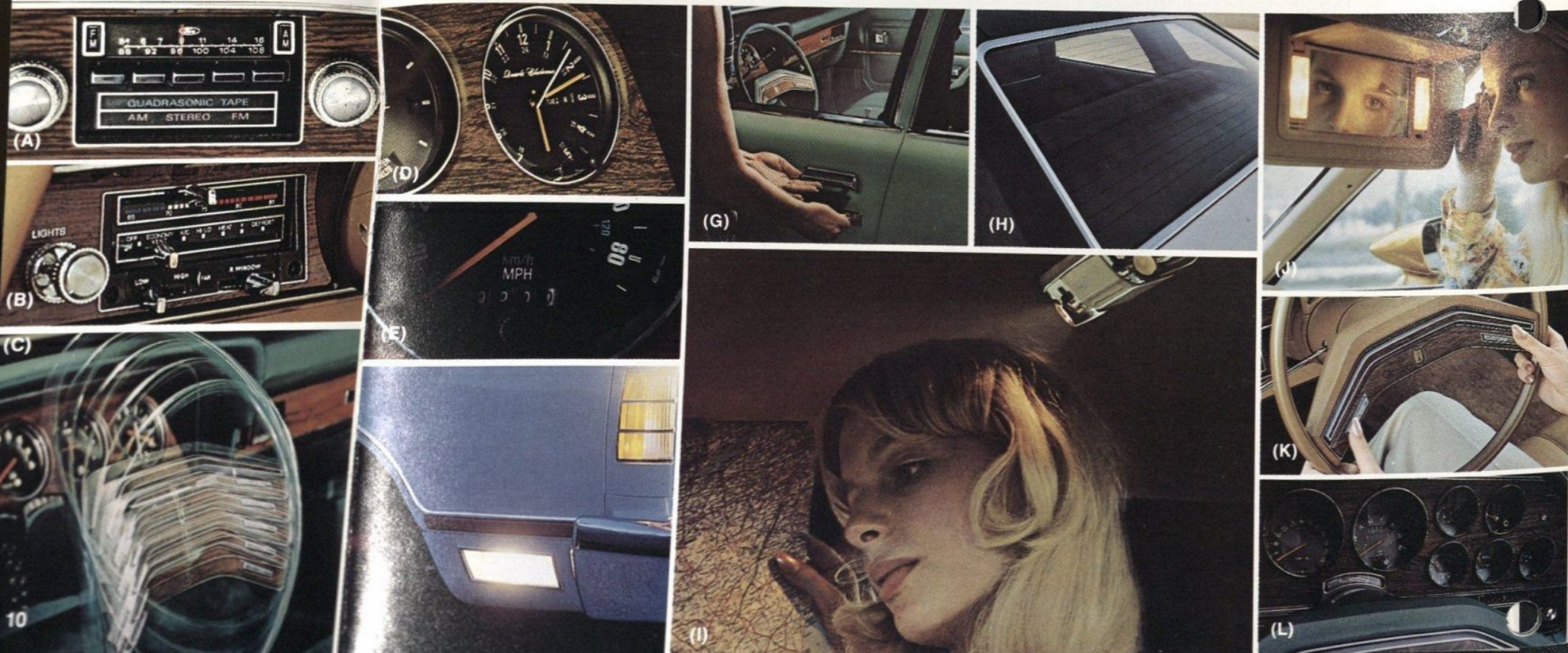
- Tires. Select from a wide array of sizes and styles available in BSW, WSW, wide-based WSW, RWL (Raised White Letter), or steel-belted radial ply. Your Ford Dealer will give you details.

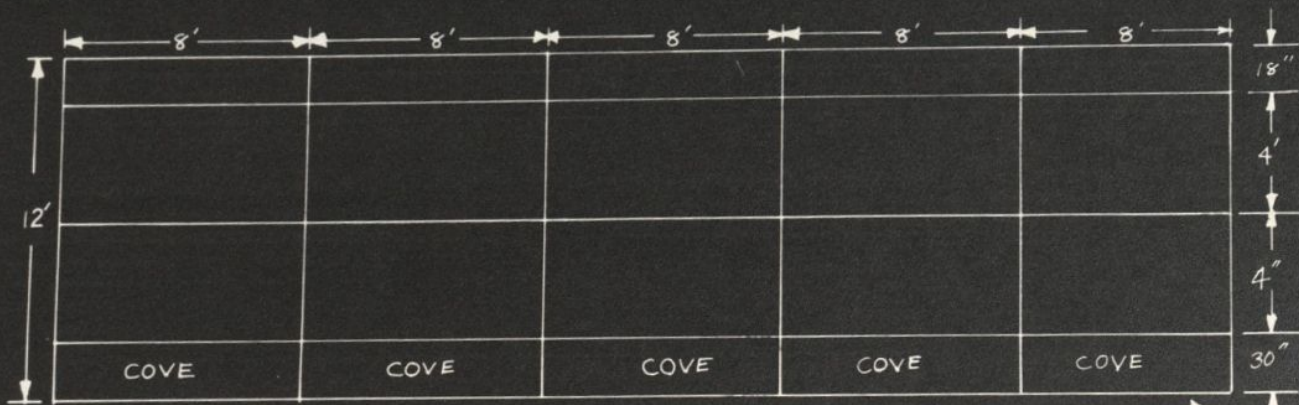
## Wheel Covers/Wheels

- (Q)** Deluxe Wheel Covers (4). (Standard on Brougham.)
- (R)** Luxury Wheel Covers (4). Look impressive.
- (S)** Wire Wheel Covers (4). A definite complement.
- (T)** Cast Aluminum Wheels (4). 15" wheels. Shows your excellent taste.

†The Inflatable Spare Tire is intended for temporary emergency use only.

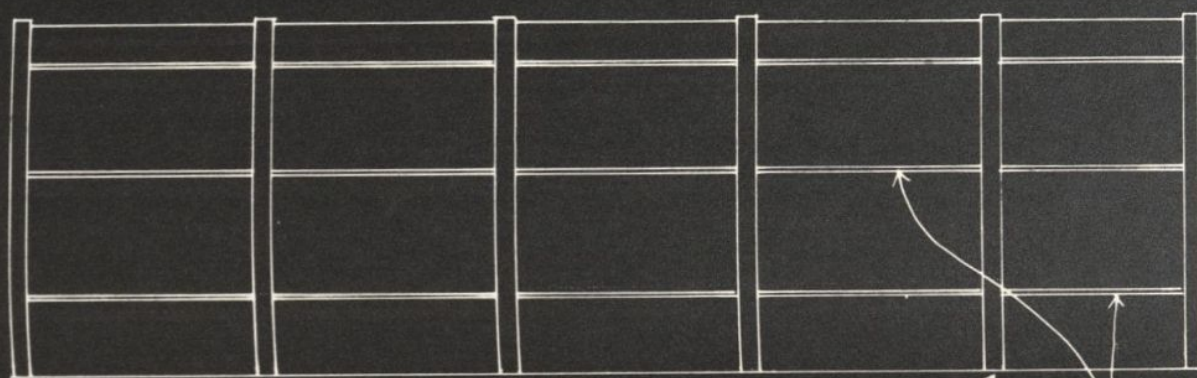
\*Available only with Calif. emission equipment.





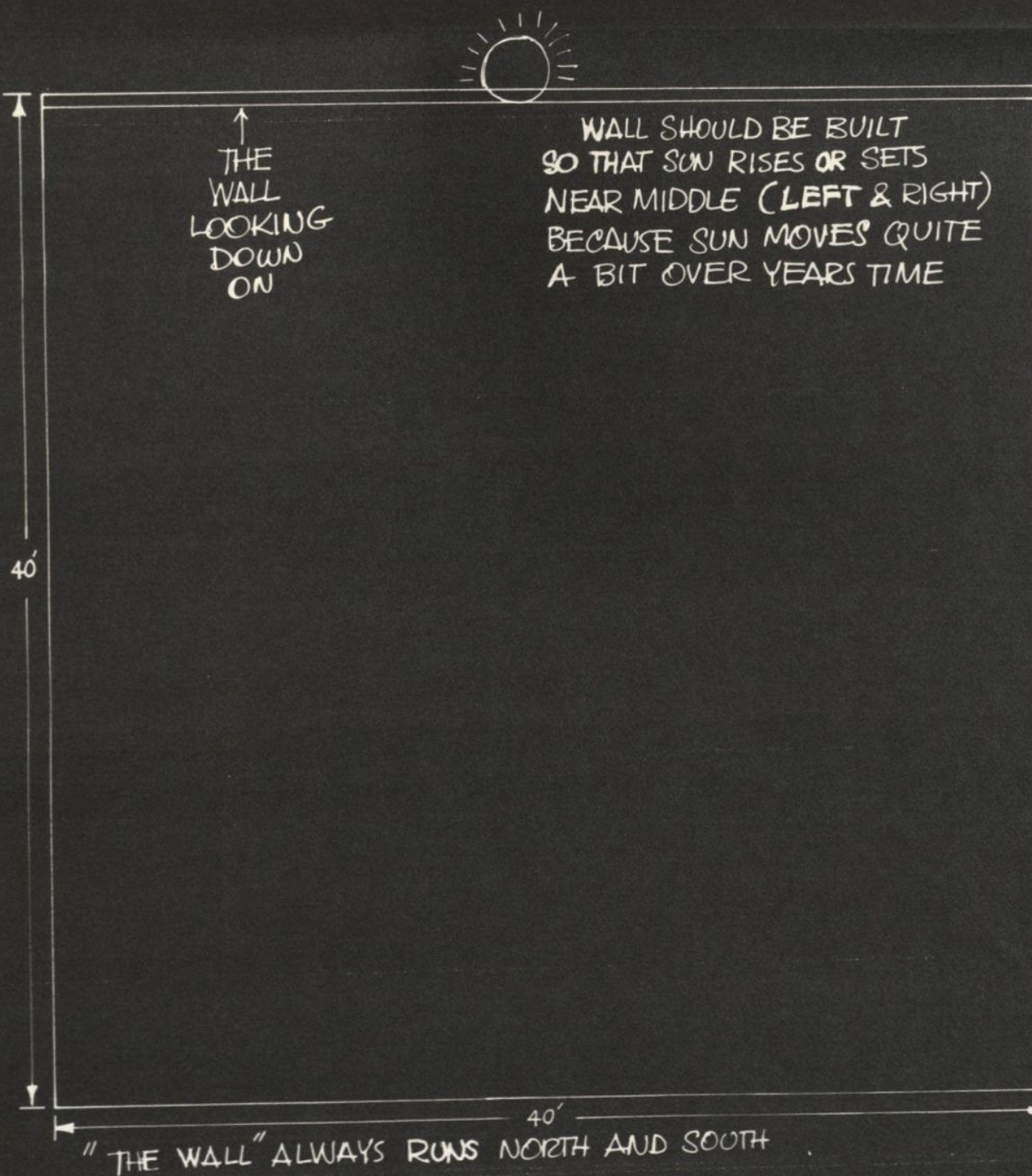
← THESE SECTIONS ARE BUILT WITH 4' x 8' SHEETS OF 1/2" PLYWOOD

↑ THIS IS FRONT OF WALL — ALL SEAMS MUST BE COVERED WITH TAPE THEN PAINTED AS REST OF WALL.

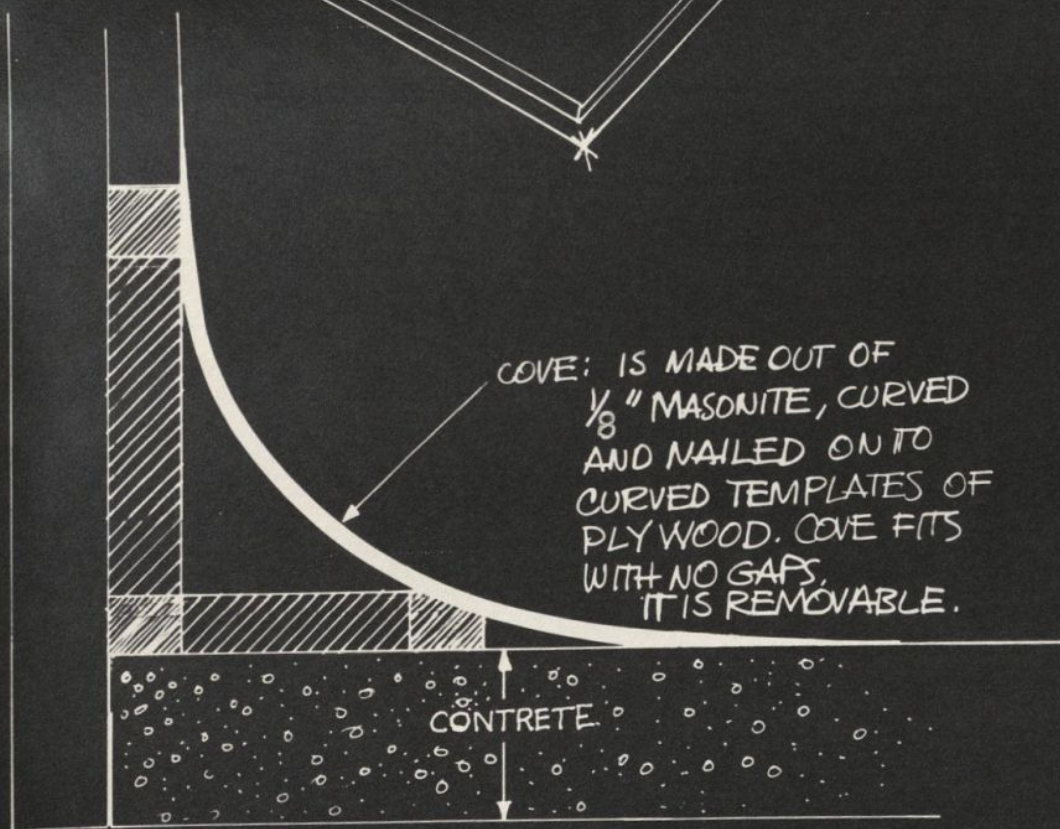


BACK OF WALL ↑ UPRIGHTS ARE 4" x 4" HORIZONTALS ARE 2" x 4" FLUSH TO 4 x 4

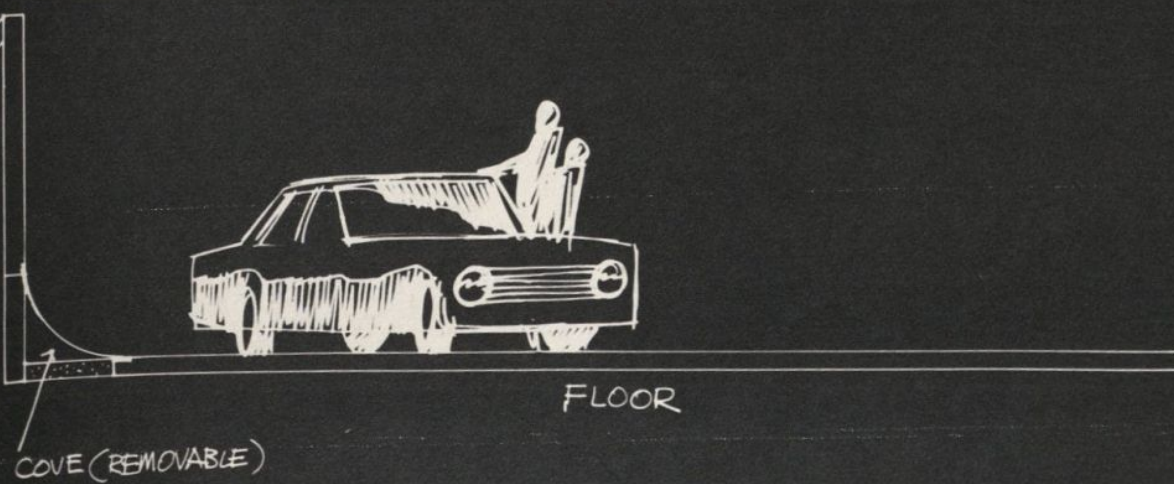
THE COVE IS BUILT IN SECTIONS AND ARE MOVEABLE. THEY ARE REMOVED WHEN WALL IS NOT IN USE, TO ALLOW WIND TO GO UNDER WALL.

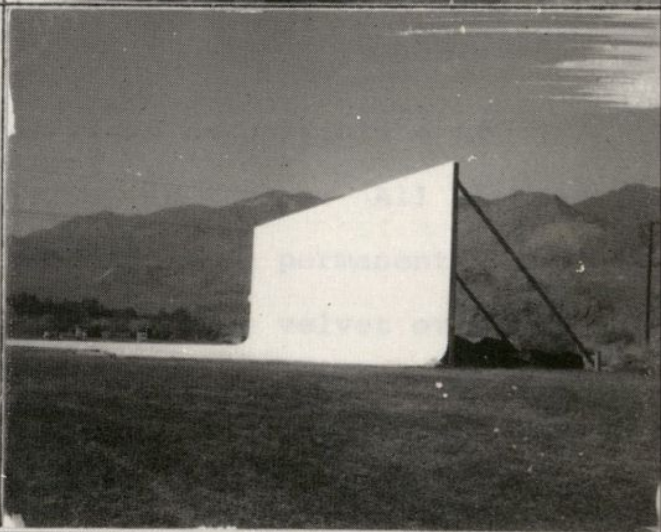
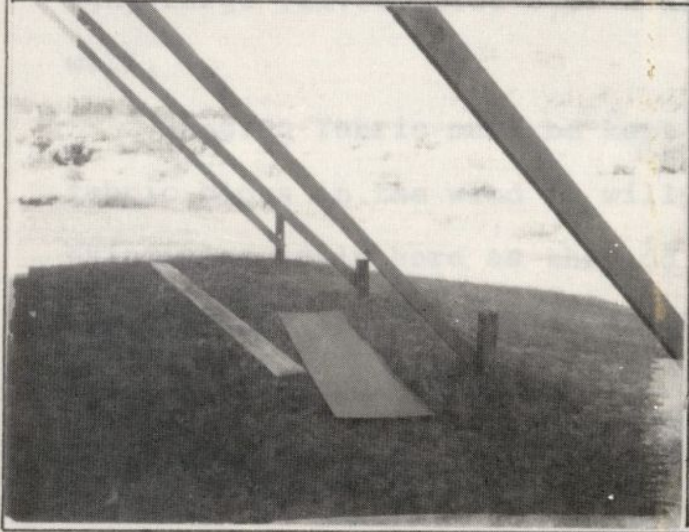


← THIS CONCRETE FLOOR HAS A LIP RUNNING ALL AROUND EDGE, ABOUT 1 1/2" HIGH, THAT ALLOWS WATER TO BE KEPT ON FLOOR FOR SHOOTING REFLECTION OF CAR.



BACK OF WALL BRACES 2" x 4" x 16' BOLTED TOP & BOTTOM





"The Wall" from the back.  
Showing construction and bracing  
and position to mountain.



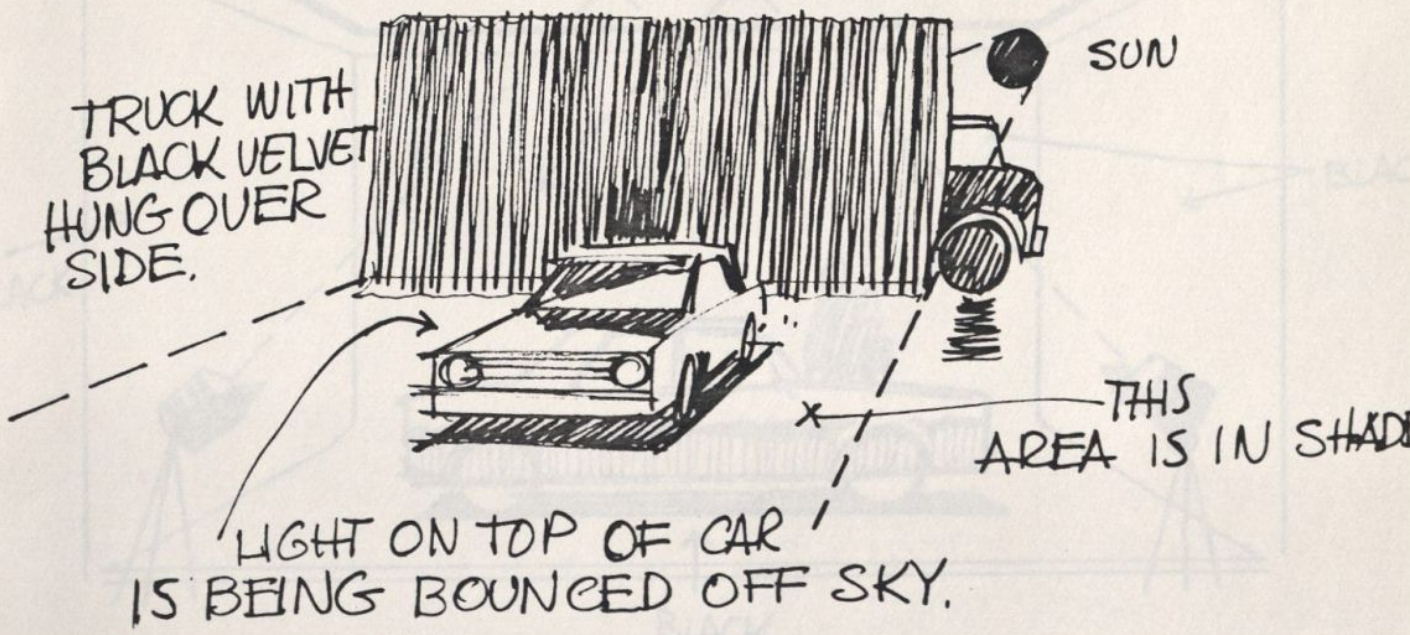
SHOOTING CARS IN A MOVEABLE OUTDOOR STUDIO

Another more simple, less permanent outdoor studio can be put together by using the same directions for shooting (i.e. shoot into east before sunrise - into west just after sunset).

Find black top road or clean parking lot (etc.) - then hang large velvet sheet over a large truck making that your wall.

Hanging fabric must be kept as rigid as possible - if fabric blows in the wind it will soften in camera. All the same principles apply here as they do with the more permanent wall.

Using a large truck as a wall and hanging velvet over the side of the truck gives the added flexibility of movement. (Shooting in one area in the morning and another area in the evening.)



## PHOTOGRAPHING CARS IN AN ENCLOSED STUDIO

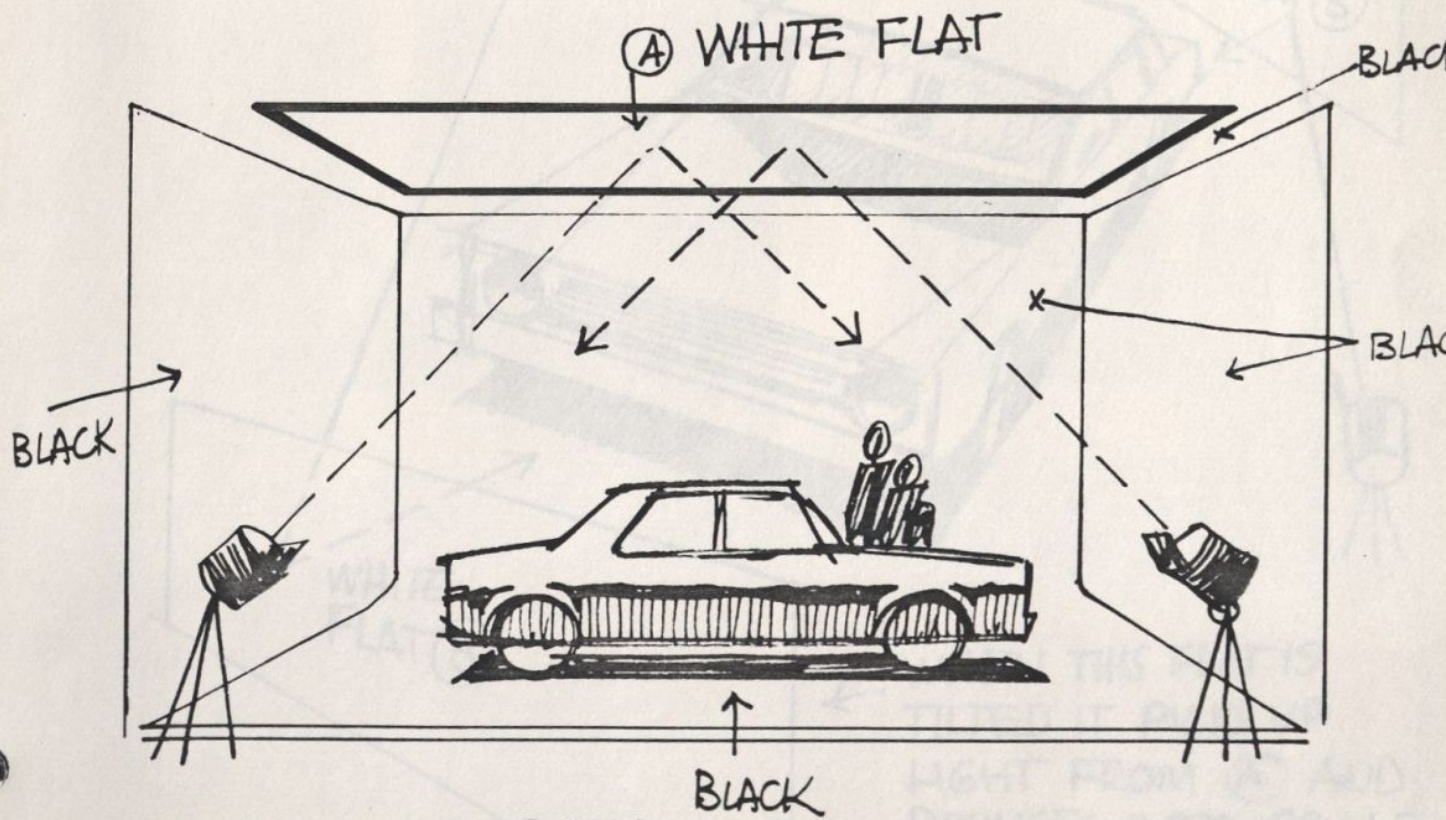
There is no one way to shoot in a studio. Every person I talk to has a different way of shooting and I indicate some below. The most basic principle is, be basic - use simple lighting.

Attempt to create the natural light of nature.

Usually a black background gives the most richness and highlights the important character lines of a car best. (We have used other background colors for different effects.)

Lighting in a studio takes much time and experimenting.

In diagram below the piece of (A) white paper or white muslin stretched on a frame is the starting point. It should be (1) large, (2) be moveable side to side, forward and backward, (3) be able to tilt in any direction.

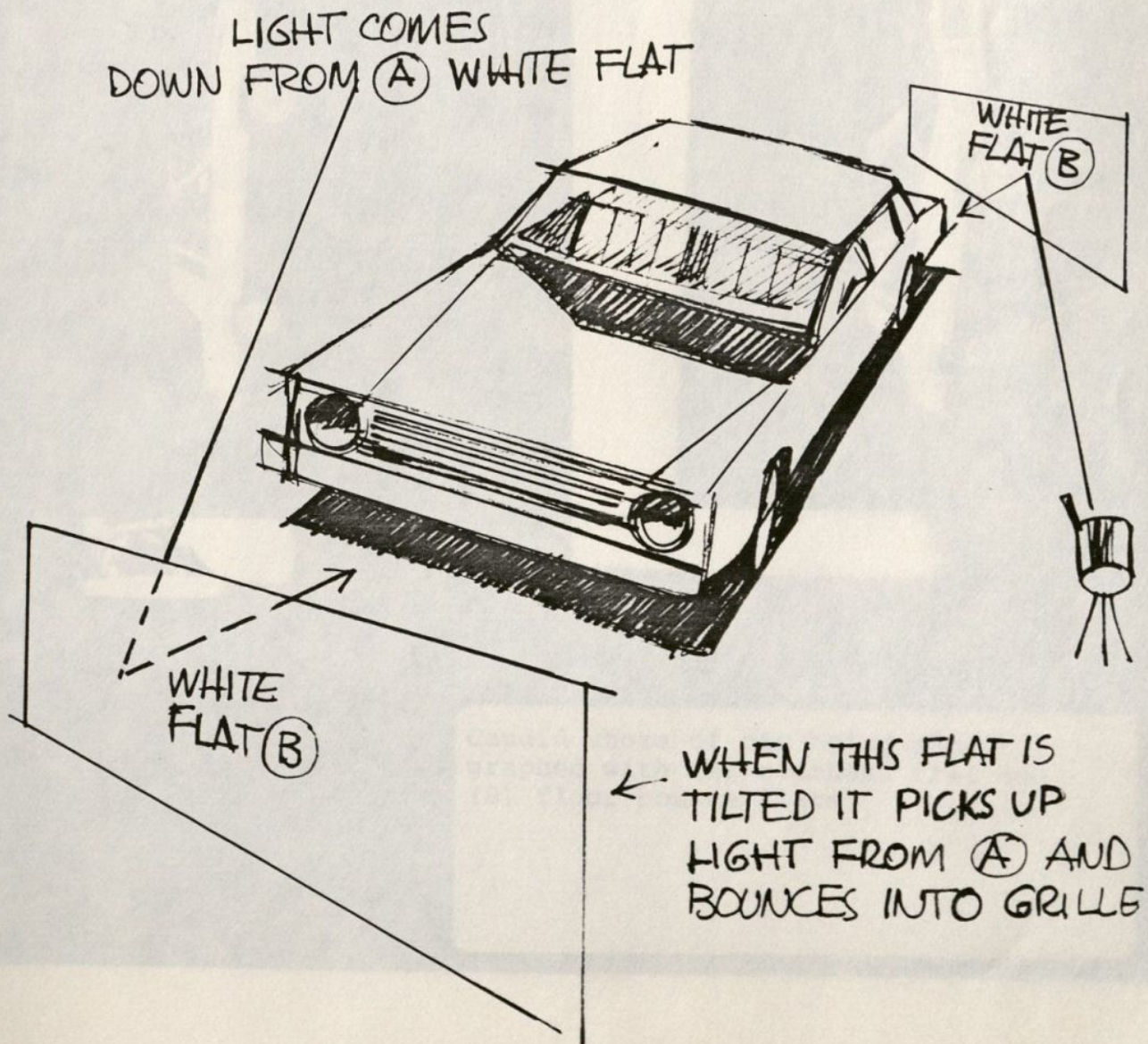


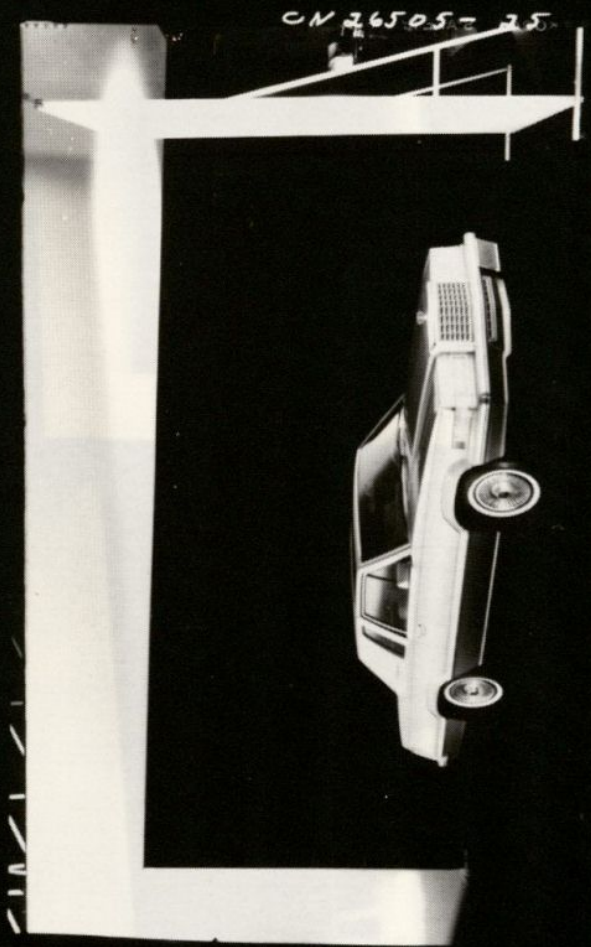
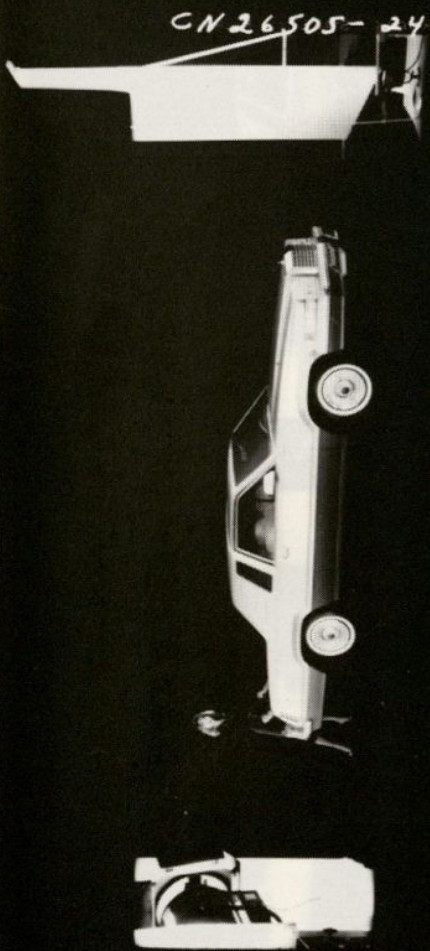
BLACK  
BLACK  
BLACK  
BLACK  
BLACK  
LIGHTS HIT WHITE OVERHEAD FLAT (A) AND BOUNCES BACK ONTO CAR



The light source from below is directed to the large white flat (A) above the car - the light reflects down onto car (much like the sun as it sets, sends rays to the sky which reflect down onto the car).

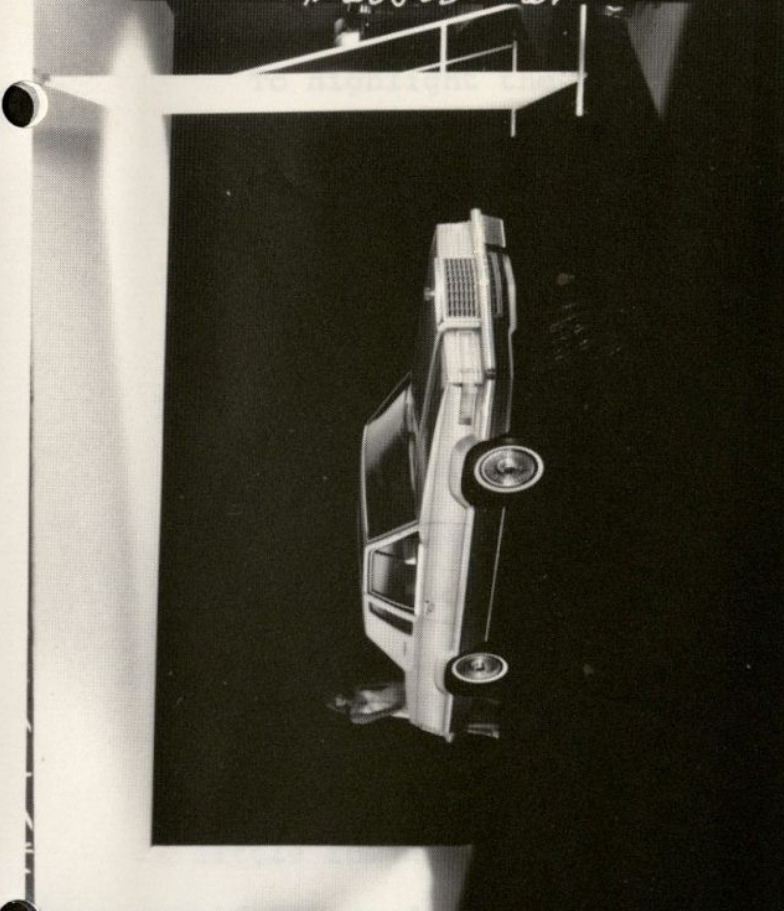
You must adjust the position of the flat (A) depending on views of the car and what light looks best on car. Now you begin to experiment. Once you get this major light source working, you then place other white flats (B) to bounce highlights into the car where needed or wanted.





Candid shots of car being photographed with (A) overhead flat and (B) floor bounce flats

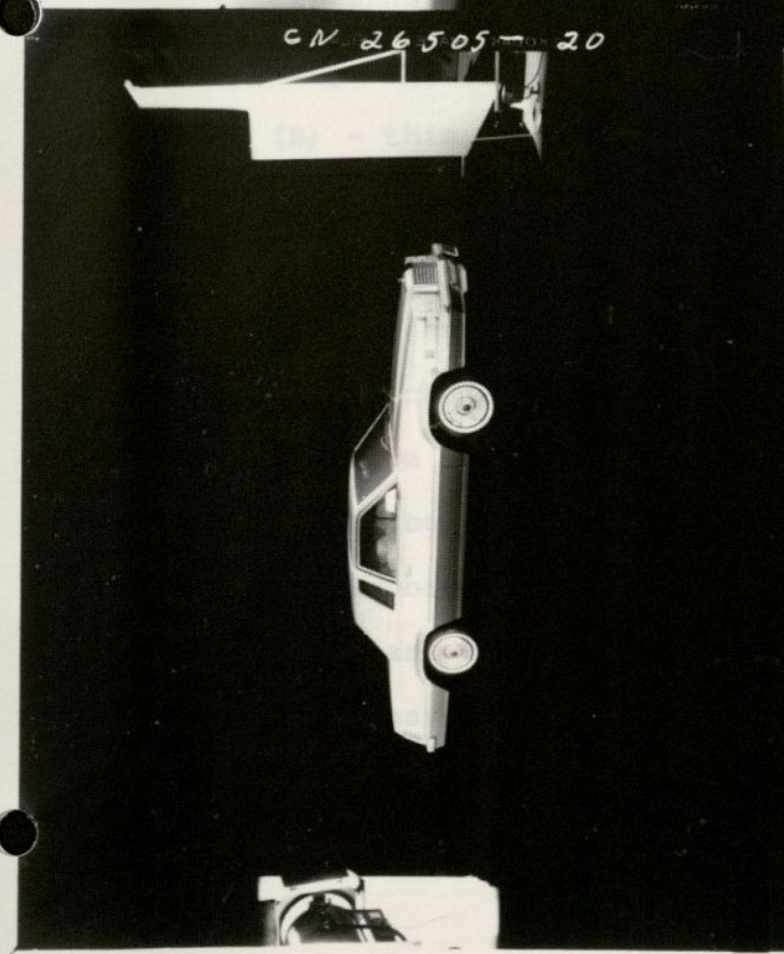
CN 26505-21



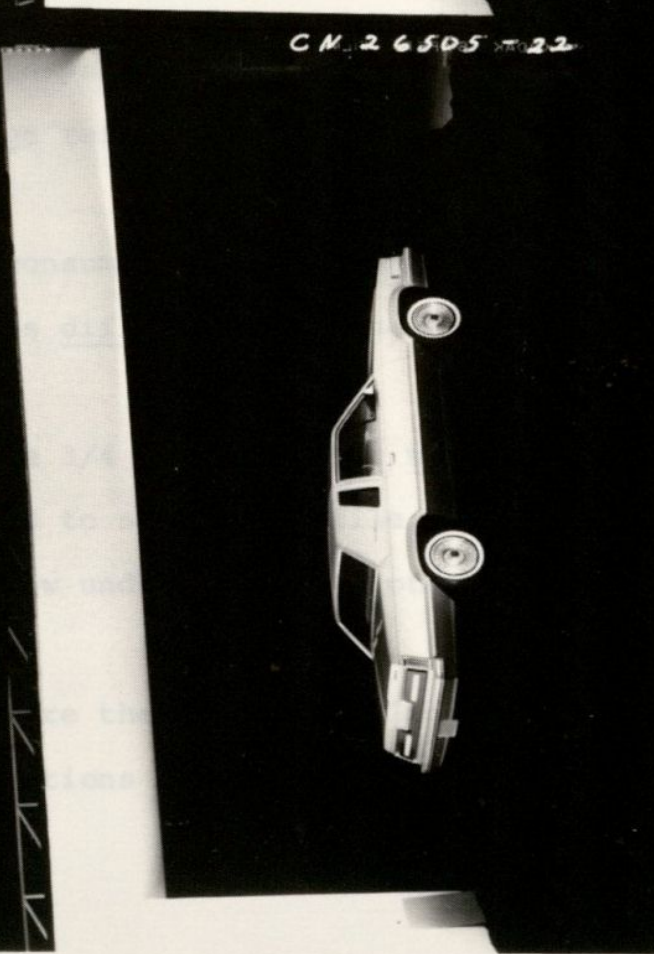
CN 26505-23



CN 26505-20



CN 26505-22



To highlight the chrome of the grille, put a large white flat card (B) on floor and tilt it to pick up light and bounce it back into grille - again this means to experiment - see what light is best for car.

More flats (B) may be used to get highlights in car where you want them.

Too much light is dull.

Too much light flattens look of car.

The light on car should be used as simply as possible - highlight just enough, highlight to show dimension and character of car.

Light the car as you would paint it - with a little mystery, a little romance. Rich and elegant looking. A car someone would be proud to own.

Everything in studio should be painted black except flats (A) + (B) - this is to keep strange reflections from appearing on the sheet metal.

Working in a studio is time consuming - and takes much experimenting and each car requires different lighting, because of different character lines.

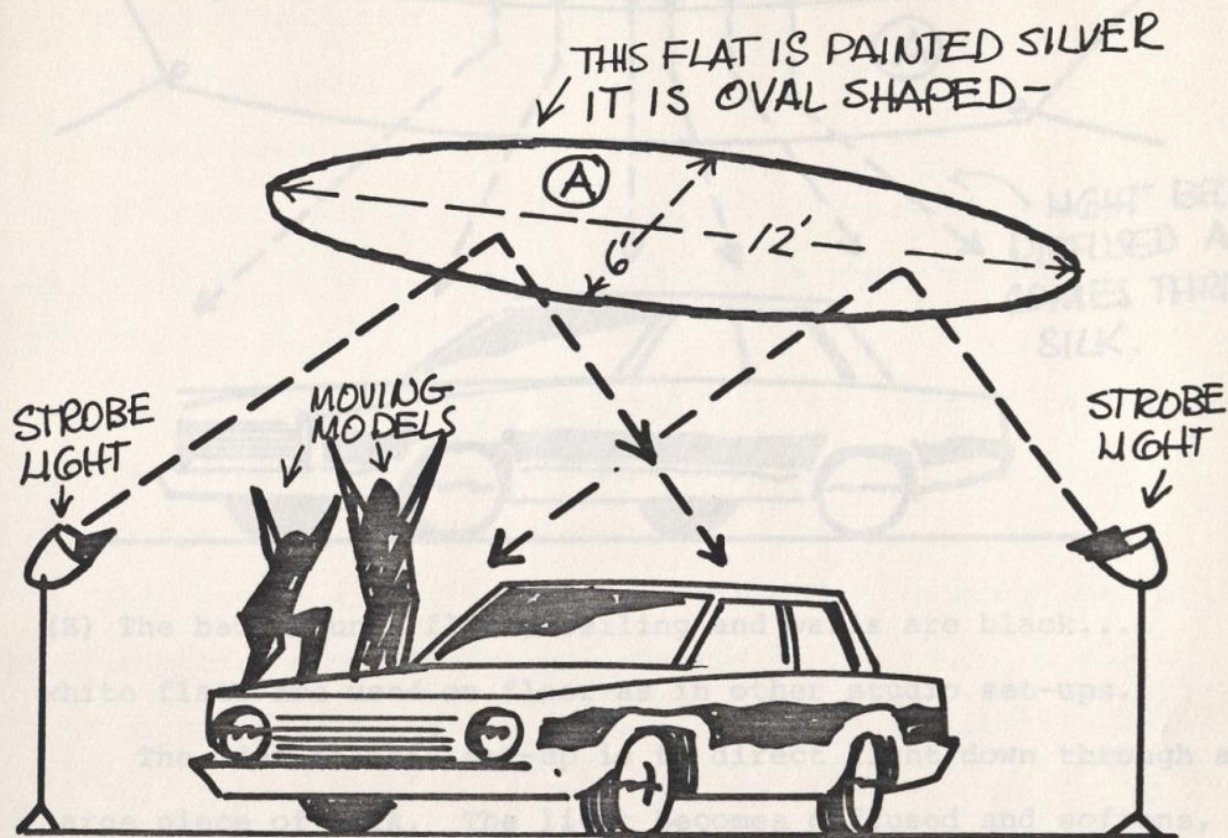
Also once you've lit car for a 3/4 front or rear the lighting will have to be changed if you need to shoot a profile.

It's important to keep a shadow under the car - otherwise the car appears to float.

What I have described so far are the basics for lighting... you will come up with your own solutions as you experiment.

Attempt to draw the car with light in the studio as nature would light it outside.

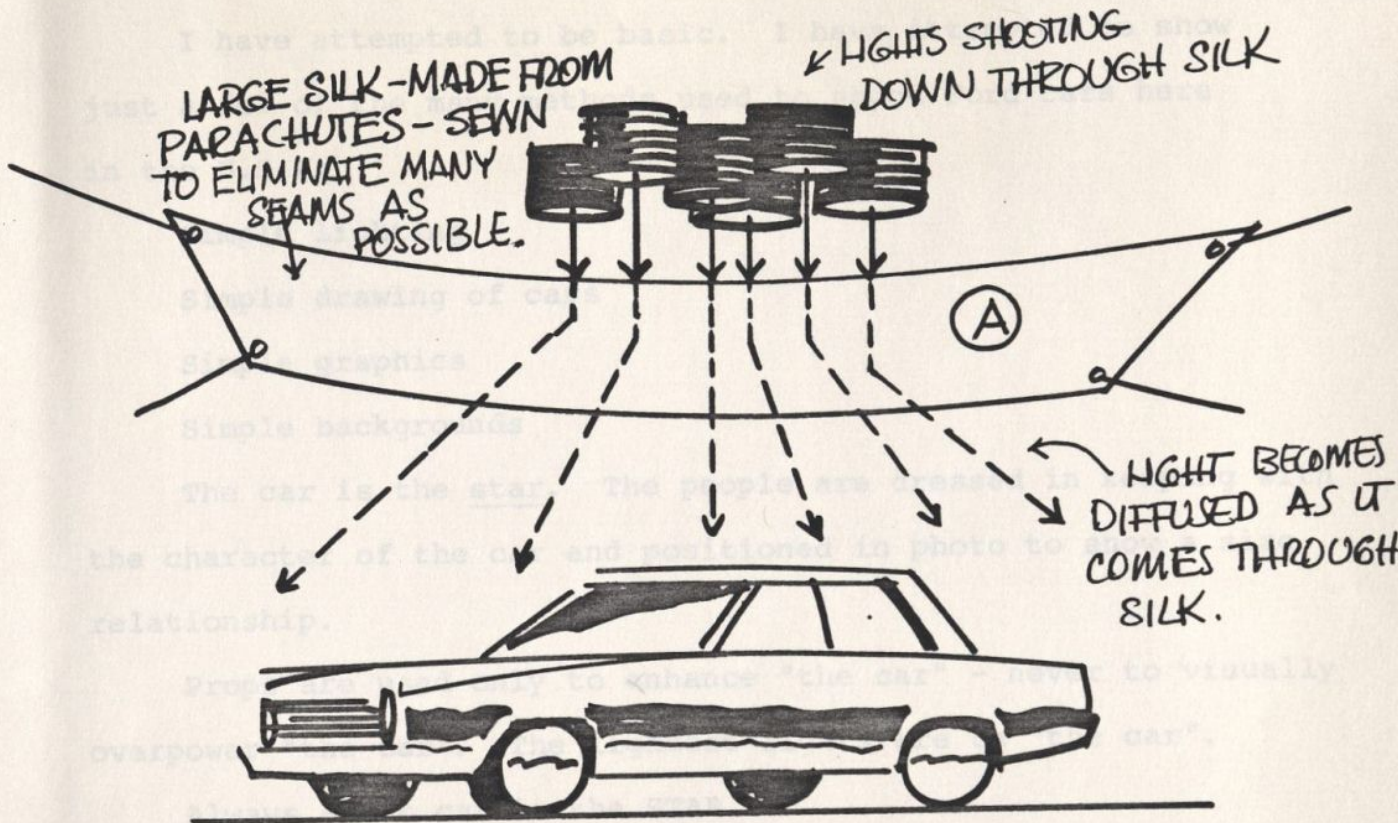
Here are other methods used by some television and print photographers:



STROBE LIGHT IS USED HERE TO ALLOW ENOUGH LIGHT TO CATCH MODELS IN MOTION,

(A) The background and floor, ceiling and walls, are black. Flats are also used on the floor as in other studio set-ups.

In all cases where lights are set up to bounce off (A) ceiling flats or (B) floor flats, the light source must be blocked from reflecting onto car.



(B) The background, floor, ceiling and walls are black... white flats are used on floor as in other studio set-ups.

The idea in this set-up is to direct light down through a large piece of silk. The light becomes diffused and softens, giving an even overall light. There are times when more light is also directed back up at silk to bounce back down again.

This kind of lighting is used by cinematographers outside in sunlight. 60' X 40' piece of silk is hung over car to keep direct sun off car - it's also like shooting on an overcast day where light is diffused.

I have attempted to be basic. I have attempted to show just a few of the many methods used to shoot Ford cars here in the U.S.A.

- Simple lighting
- Simple drawing of cars
- Simple graphics
- Simple backgrounds

The car is the star. The people are dressed in keeping with the character of the car and positioned in photo to show a size relationship.

Props are used only to enhance "the car" - never to visually overpower "the car". The lightest lights are on "the car".

Always - the car is the STAR.

When you as art directors, photographers, graphic creators experiment and come up with new and refreshing ideas on how to light or shoot a car let us know. Let us see the photos.

This little booklet is only the beginning...

Any help I may be to you at any time, please contact me.

GOOD SHOOTING

John Dignam  
J.W.T. New York Office

W  
C  
A  
1950  
WAM  
6758  
FIRST

PHOTO CAR LEFT: 35mm shot on road  
INTERIOR: 4"x5" shot at "The Wall"  
RED GATE: 8"x10" in shade of morning  
light  
YELLOW CAR: 8"x10" sunset, movie lot  
SILVER CAR: 8"x10" "on The Wall"  
W/FLAGS: Black no scene



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**EUROPE'S MOST SUCCESSFUL\* NEW CAR IN HISTORY COMES TO AMERICA...**

\* IT'S OUTSOLD EVERY NEW CAR NAMEPLATE EVER INTRODUCED IN EUROPE, BASED ON A COMPARISON OF SALES IN THE FIRST SIX MONTHS.



**Fiesta. Imported from Germany by Ford.**

The remarkable success of the new Ford Fiesta in Europe has surpassed even the most popular cars from Volkswagen, Renault and Fiat. Behind that success is Fiesta's dramatic level of automotive performance.

**ADVANCED EUROPEAN ENGINEERING**

Fiesta is assembled by Ford in Germany, where its competition includes some of the world's finest performance sedans. It was engineered for stability on Europe's high-speed autobahns. Engineered to be quick and maneuverable in city driving. And for all its dramatic performance, Fiesta was engineered for *comfort*: its unique 4-passenger design has created more back-seat leg-room than *any other imported or domestic car of its kind.*

**FRONT-WHEEL DRIVE TRACTION**

Fiesta has front-wheel drive, which helps give the car good drive wheel traction—even on roads covered with snow and ice. This, in addition to Fiesta's MacPherson front suspension, rack and pinion steering, and Michelin radial tires, contributes to a solid feeling of *controlled action.*

And more: In Ford tests, Fiesta accelerated from 0-50 MPH in an average of 8.8 seconds (9.1 for California emissions equipped models).

**EASY TO SERVICE**

Fiesta was engineered to be simple and *easy to service*—an important benefit for foreign car buyers. Owners will appreciate its highly accessible transverse mounted engine. And see-through containers for checking fluid levels in battery, cooling system, brake and washer reservoirs.

The new Fiesta is available from more than 5,000 authorized Ford Dealers across America. A single test drive can show you why it's Europe's most successful new car in history.

*Pictured above: Standard instrumentation of the Fiesta Sport. Opposite page upper left: Versatile rear hatch gate of the Fiesta Ghia.*

46 MPG <sup>†</sup>	†EPA estimates. Your mileage may vary depending on your car's condition, optional equipment, where & how you drive. California ratings are lower.
34 MPG <sup>†</sup> CITY	
\$3,680 <sup>††</sup>	††Base Fiesta (shown right) sticker price excluding taxes, title, destination charges.



**FIESTA**



**FORD FIESTA**  
FORD DIVISION

