



1968 Paint Colors

FORD MUSTANG INTERIOR COLORS (Semi-Gloss Defined as 20% Gloss)

USED ON:

- Cover plate steering column
- Steering column, Instrument panel
- Ash receptacle cover
- Retainer-Door opening Windlace
- Front-Glove box door
- Wire cover-Steering column
- Panel-Mouldings
- Brackets-Rear seat backs
- Rear-Auxiliary floor panel
- Luggage compartment door
- Panels-Front door
- Quarter trim-Lower front and rear,
- Cover plates-Quarter trim seat latch
- Rear access door-Flipper panel
- Rear seat back support
- Rear stationary trim panel finish cap
- Upper quarter trim

COLOR NAME

DITZLER CODE-DL

Light Blue Poly.	13004
Light Aqua Poly.	13025
Light Ivy Gold Poly.	22670
Light Parchment	22780
Medium Saddle	22787
Light Nugget Gold Poly.	22956
Charcoal Black Poly	32586
Dark Red Poly.	71566

FORD MUSTANG INTERIOR COLORS - Semi-Gloss (cont)**USED ON:**

- Instrument panel and glove compartment door and check arm
- Retainer-Package tray trim panel
- Quarter trim panels-Upper rear and front
- Quarter belt side and rear
- Back Window panel-upper rear center
- Window defroster pane

COLOR NAME	DITZLER CODE-DL
Dark Blue Poly.	13056
Dark Aqua Poly.	13044
Dark Ivy Gold (Green) Poly.	43614
Medium Parchment Poly.	22788
Medium Saddle	22787
Dark Nugget Gold Poly.	22955
Charcoal Black Poly	32586
Dark Red Poly.	71566

FORD MUSTANG INTERIOR COLORS
Flat - Matte

USED ON:

- Instrument panel pad retainer moulding
- RH Defroster opening lower in crash pad
- Crash pad retainer

COLOR NAME	DITZLER CODE-DL
Dark Blue Poly.	13540
Dark Aqua Poly.	43791
Dark Ivy Gold (Green) Poly.	43792
Medium Parchment	22938
Dark Saddle	22959
Dark Nugget Gold Poly.	22955
Charcoal Black Poly	32651
Dark Red Poly.	71640

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Ditzler®

1968 — INTERIOR COLORS

- FORD GALAXIE, FAIRLANE, FALCON, MUSTANG
- MERCURY, COUGAR, COMET • THUNDERBIRD
- LINCOLN CONTINENTAL

SPECIFY: DIA For DURACRYL® Acrylic Lacquer



13004 S.G.
LIGHT BLUE POLY.



22570 S.G.
LIGHT IVY GOLD POLY.



22956 S.G.
LIGHT NUGGET GOLD POLY.



32586 S.G.
CHARCOAL BLACK POLY.



13025 S.G.
LIGHT AQUA POLY.



22780 S.G.
LIGHT PARCHMENT



22857 Flat
DARK BEIGE POLY.



32587 S.G.
DK. SILVER NUGGET POLY.



13044 S.G.
DARK AQUA POLY.



22788 S.G.
DARK SADDLE POLY.



22938 Flat
MEDIUM PARCHMENT



32651 Flat
CHARCOAL BLACK POLY.



13056 S.G.
DARK BLUE POLY.



22787 S.G.
MEDIUM SADDLE



22958 Flat
DARK SADDLE



43614 S.G.
DK. IVY GOLD POLY.



13540 Flat
DARK BLUE POLY.



22788 S.G.
MEDIUM PARCHMENT POLY.



22960 Flat
DK. NUGGET GOLD POLY.



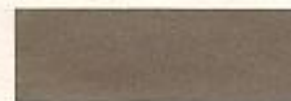
43791 Flat
DARK AQUA POLY.



22517 S.G.
MED. IVY GOLD POLY.



22908 S.G.
BEIGE



22995 S.G.
LIGHT PARCHMENT POLY.



43782 Flat
DK. IVY GREEN POLY.



22550 S.G.
DARK BEIGE POLY.



22955 S.G.
DK. NUGGET GOLD POLY.



32529 S.G.
LIGHT SILVER POLY.



71566 S.G.
DARK RED POLY.



71640 Flat
DARK RED POLY.

S.G. — SEMI-GLOSS (20° GLOSS)

FOR SPECIFIC PARTS PAINTED SEE REVERSE SIDE OF 1968 EXTERIOR COLOR CARDS

(OVER)



**INDEX
NO. 10**

**1968 FORD
MUSTANG - FAIRLANE - FALCON**

SPECIFY: DDL For DURACRYL® acrylic lacquer • DAR For DELSTAR® acrylic enamel • DQE For DITZCO® alkyd enamel
SEE THUNDERBIRD COLORS ON 1968 LINCOLN-CONTINENTAL COLOR CARD



B 50746
ROYAL MAROON



***D** 13357
ACAPULCO BLUE POLY.



F 13329
GULFSTREAM AQUA POLY.



I 43576
LIME GOLD POLY.



M 8378 8734
WIMBLEDON WHITE WIMBLEDON WHITE #2



N 11683
DIAMOND BLUE



O 43529
SEA FOAM GREEN



Q 13619
BRITTANY BLUE POLY.



R 43644
HIGHLAND GREEN POLY.



T 71528
CANDYAPPLE RED



U 12745
TAHOE TURQUOISE POLY.



W 81584
MEADOWLARK YELLOW



X 13356
PRESIDENTIAL BLUE POLY.



Y 22833
SUNLIT GOLD POLY.



6 22249
PEBBLE BEIGE

IN TWO-TONE COMBINATIONS THE FIRST LETTER OR NUMBER INDICATES LOWER COLOR; THE SECOND LETTER OR NUMBER INDICATES UPPER COLOR.

FOR SPECIAL COLORS FURNISH THE DETROIT OFFICE WITH DSO OR PTO NUMBER AND SERIAL NUMBER FROM WARRANTY PLATE.

**5 LOW GLOSS BLACK 9295

A RAVEN BLACK 9000, 9300

*MUSTANG ONLY

**MUSTANG ONLY—USED ON HOOD AND COWL

ACCENT STRIPE — LTD SERIES

White	8378
Black	9000
Medium Blue	13338
Red	71243

(OVER)

Special Order Paint Promotions



Colors you never dreamed you would see on an automobile are being unveiled today during a spectacular Rainbow Sale at Galpin Ford Square. Orange ice, hot pink, chocolate and razzle-dazzle yellow are just a few of the dozens of exclusive colors you will find on brand new '68 Fords at Galpin, where an exciting Shower of Values awaits you.

This rainbow Sale represents another version of how different Galpin Fords are. The biggest difference in a Galpin Ford is the low price you pay for it . . .

That's why Galpin has sold more New Fords to Valley motorists than any other car Dealer.

BRAND NEW 1968
MUSTANG 2-DR. HTP. **\$2399**
 ● Fresh air heater ● Windshield wipers
 ● Radio ● Backup lights ● All-vinyl interior
 ● Rear seat mailings ● Outside rear view mirror
 ● Foam-padded bucket seats ● Dual horns
 ● Tonneau-mounted spare tire ● Dual horns

\$199 down

We recommend 36 mos. at \$72.87 mo. Also available 48 mos. at \$61.60 mo.
plus tax and license

BRAND NEW 1968
2-DR. GALAXIE 500 FASTBACK HARDTOP **\$2588**
 ● 815x15 4-ply-rated 85W tires ● Body side moldings
 ● AM radio ● Backup lights
 ● Fresh air heater ● Outside rear view mirror
 ● Courtesy lights ● Dual horns

\$188 down

We recommend 36 months at \$78.94 mo. Also available 48 months at \$67.20 mo.
plus tax and license

BRAND NEW 1968
FALCON 2-DOOR **\$2049**
 ● 6-95x14 85W ● Heater
 ● Front door courtesy light switches
 ● Outside rear view mirror
 ● Dual horns "ORDER TODAY"

\$189 down

We recommend 36 mos. at \$62.88 mo. Also available 48 mos. at \$53.20 mo.
plus tax and license

1968 Mustang Color of the Month Sale Promotion

Promotions such as Rainbow Sale and Rainbow Colors were also identified during the year. One of the regions that offered the following colors was the Denver region who sold them under the "Color of the Month" promotion. Likely tying each color to different months to simulate sales through the normally slower spring season.

WT Number	Color Name	Dupont Code
9012	Eastertime Coral	6779DH
3822	Black Hills Gold	6762D
7819	Emerald Green	6529DH
9036	Passionate Pink	6781D

It appears that various promotional programs took place around the same time using similar names for the promotions but used different list of colors and names for them. One ad from Southern California list its All-New "Mod" Rainbow Colors and list pink, coral, orange, cream, yellow, gold green and blue. A Northern California dealer listed "10 Special Colors" in their Rainbow Sales advertizing. Another ad from the same region (different dealer) used the Rainbow Sales name and listed the ten colors as Madagascar Orange, Whipped Cream, Spanish Gold, Dandelion Yellow, Hot Pink, Caribbean Coral, Forest Green, Sierra Blue and Moss Green. Likely all familiar colors with new names for the promotion.

Special Order Paint Promotions



- Limited-edition Mustangs
- 10 special colors!
- Only for the West!

Mustang Rainbow Sale

500 only—hurry for yours. Mustang hardtops, fastbacks, convertibles, too... 10 special colors. Only in the West. Limited-time sale. See the man with Better Ideas, better deals—your Ford Dealer!



UNDERWOOD FORD-MERCURY, INC.

1170 South State Street, Ukiah, Cal.

DRIVE A MUSTANG HOME TONIGHT!

OUR A-1 USED CARS SAVE YOU MONEY TOO.

Our "Little Profit" Saves You More! **MUSTANG**

1968 Mustang
Prices Start at
\$2598



DELIVERED

Wide Selection Colors and equipment including:

EQUIPMENT

- V-8, 6 cylinder
- Automatic, 3-speed, 4-speed
- Stereos, radios
- Air conditioners
- 2 plus 2, convertible
- Hardtop

RAINBOW COLORS

- Stone Yellow
- Turned-an Orange
- Gremlin Green
- Flower Orchid
- Beatnik Blue
- Poppy Pink



PICK A NEW FLOWER COLOR FOR SPRING!



THE LITTLE PROFIT DEALER

C. ED FLANDRO

Yellowstone and Cedar
Dial 232-2661

THE LITTLE PROFIT SAVES YOU MORE THAN ANYTHING YOU EVER BARGAINED FOR.

Special Order Paint Shelby Colors

marketing office



shelby automotive inc.
retunda dr. at southfield
post office box 658
dearborn, mich. 48121

TECHNICAL LETTER NO. 13

Subject: GT-350 and GT-500 KR, Special Paint Information

A limited number of vehicles have been produced in special (fleet color) paint. Many suppliers of refinish paints have formulated colors to these color selections. This will provide dealership service repair shops a color match for any customer's repair needs.

To arrive at the proper color in the event a service repair is necessary, the following procedure will apply.

Only six colors are involved. They are:

WT-6066- Yellow	WT-5107- Orange
WT-5185- Orange	WT-4017- Red
WT-5014- Orange	WT-7081- Green

The space normally reserved for color on the warranty plate, located on the left front door of these vehicles is blank. This space is coded only with standard color letters. With special paint colors the space is blank. A color chip of all special colors is provided in the special order paint selector (68 M1L9). This is available to all Ford and Lincoln Mercury Dealers through D.S.I. Corp., 102 Union Street, Plymouth, Michigan 48170.

The following information should be included with each order for the "special order paint selector": Dealership code, parts account number, mailing address, and number of copies being ordered. The charges will be billed against the dealership parts account at \$5.00 for each copy.

When it has been determined that the paint is a special fleet color, refer to the color chip in the selector book for the proper "WT" number. When the "WT" number has been established, refer to the supplier list below for the repair code number of the dealer in your area. For example: The paint is yellow. By referring to the color chip we know the "WT" number is 6066. The local supplier is a Ditzler dealer. By cross reference the Ditzler number is 7-1649.

builders of fine sports cars • Cobra GT-350 / GT-500 powered by

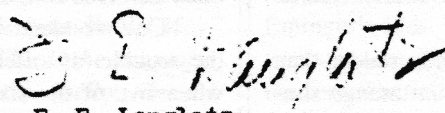


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Technical Letter No. 13

The type of paint, such as, air dry alkyd enamel, acrylic lacquer, lucite, etc. will depend on the local supplier in a given area for the manufacturer of the paint.

<u>FORD PAINT CODE - COLOR</u>	<u>BRAND NAME</u>	<u>REPAIR PAINT CODE NUMBER</u>
WT-4017 (red)	Acme Ditzler DuPont Martin Senour Rinshed-Mason	2-17271 7-1649 066H 90-10064 5915R
WT-7081 (green)	Acme Ditzler DuPont Martin Senour Rinshed Mason Sherwin-Williams	2-17346 43822 1317 90T8746 3283 JK-9371-G
WT-6066 (yellow)	Acme Ditzler DuPont Martin Senour Rinshed-Mason	2-17312 81-639 24934 90-10101 7563
WT-5185 (orange)	Acme Ditzler DuPont Martin Senour Rinshed Mason Sherwin-Williams	2-17303 60524 97249H 90-10092 7554 J3-1778
WT-5014 (orange)	Acme Ditzler DuPont Martin Senour Rinshed Mason Sherwin-Williams	2-17289 60513 92022 90-10080 7540 J3-1770
WT-5107 (orange)	Acme Ditzler DuPont Martin Senour Rinshed Mason Sherwin-Williams	2-17297 60334 6753D 90-10086 7548 J3-1775



F. E. Langlotz
Service Manager