

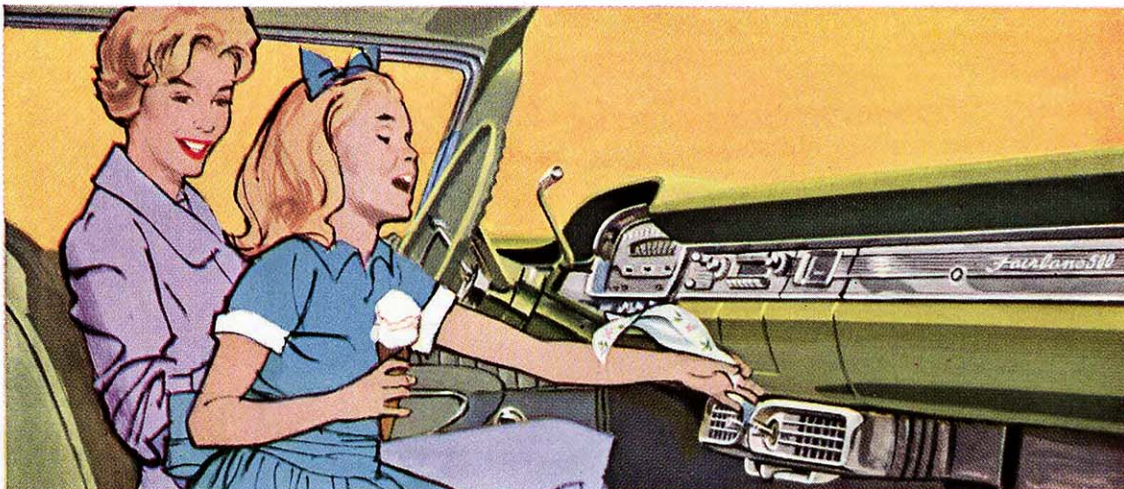
Keep deliciously cool with an air-conditioned Ford

Coollest car on the block (for up to \$219⁸⁵ less)*

You get more pure comfort in an *air-conditioned* Ford. You save up to \$219.85 on a Fairlane 500 equipped with radio, heater, automatic transmission. All the extra air-conditioning features that competitors charge extra for . . . like tinted glass and extra-size tires, generator and radiator . . . are yours at no extra cost in Ford. Name your weather, Ford SelectAire Conditioner provides it automatically. Controls are simpler. And, you'll have the happiest disposition under the sun. That's the Ford idea!

*Based on a comparison of manufacturers' suggested retail delivered prices

WITH FORD SELECTAIRE CONDITIONER YOU CAN DIRECT COOL AIR WHERE YOU WANT IT



Other Ford dividends? You can buy a Ford *with* air conditioning for hundreds less than you can buy many a medium-priced car *without* it • Go 4000 miles between oil changes • Use regular gas (at regular prices) with standard Ford engines • Standard aluminized mufflers last twice as long.

59 FORDS

FORD DIVISION *Ford* MOTOR COMPANY

WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS