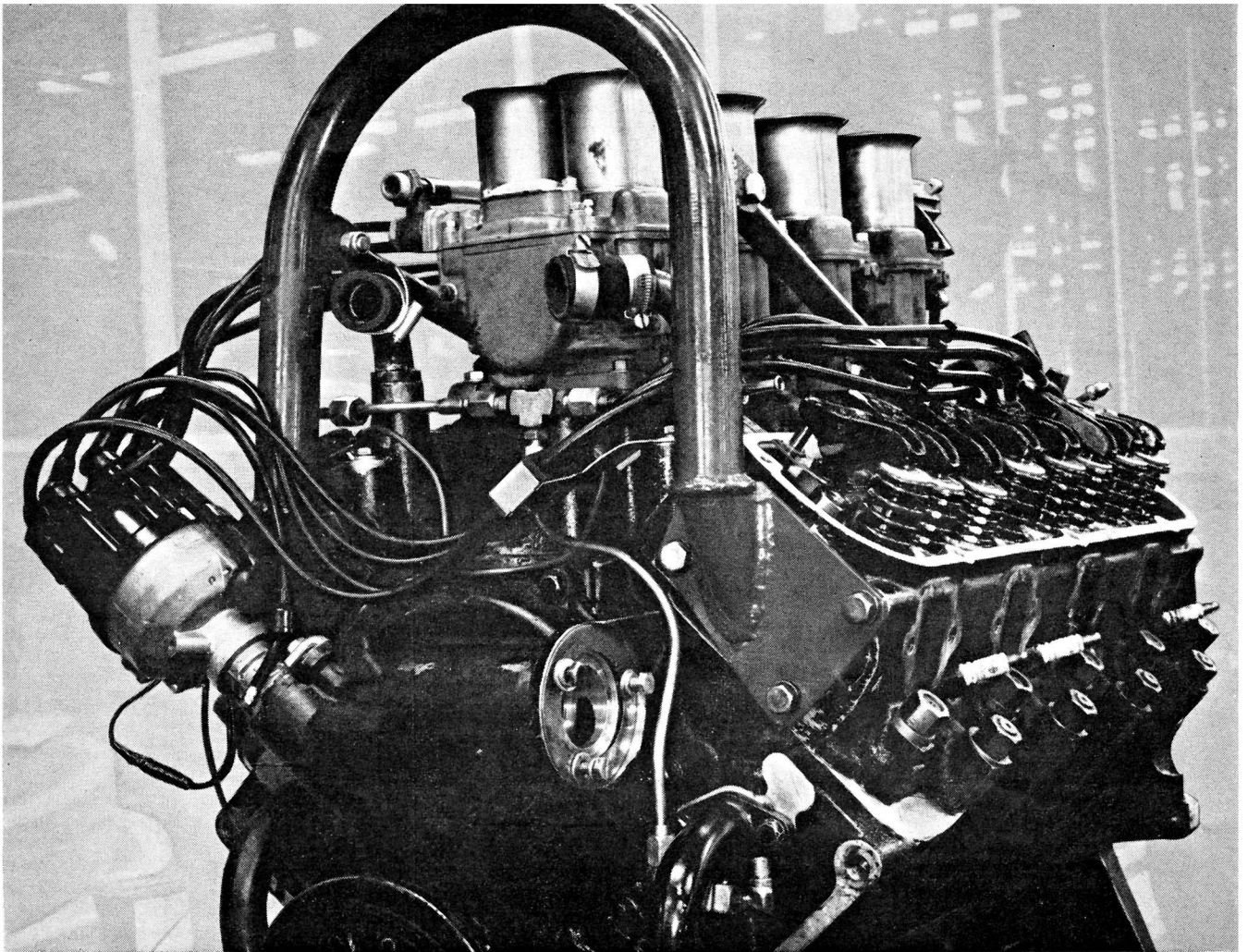


## Ford V-8 power ends an era at Indianapolis!



The long, unchallenged reign of the traditional Indy car is ending. A small, quick Lotus—powered by a Ford V-8 push-rod engine—cast a long shadow over future 500's by finishing only 34 seconds away from victory in its first try for the big prize. Another Ford-powered Lotus finished seventh. Thirty-three cars started . . . yet only the two Ford-powered Lotus cars and 12 others had the stamina to finish.

These special V-8's—based on passenger-car engine design—burned Pure Firebird racing gasoline instead of

alcohol fuels. They were miles closer to a "street" engine than any other powerplant on the track.

Ford's search for total performance—now and in the future—brought it to the Old Brickyard to see what could be expected of its basic V-8's in the years to come. The facts uncovered in open competition are influencing Ford passenger-car design now and will continue to do so for a long, long time. (An example of passenger-car *total* performance in the same week end was Ford's victory in

America's longest stock car race . . . the Charlotte World 600.)

If you haven't checked out a Super Torque Ford lately, slip behind the wheel. You'll find . . .

**If it's Ford-built, it's built for performance . . . total performance!**

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS  MOTOR COMPANY

**FORD**  
FALCON • FAIRLANE • FORD • THUNDERBIRD