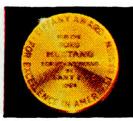


## New Ford Mustang \$2368\*f.o.b. Detroit



This is the car you never expected from Detroit. Mustang is so distinctively beautiful it has received the Tiffany Award for Excellence in

American Design... the first time an automobile has been honored with the Tiffany Gold Medal.

You can own the Mustang hardtop for a suggested retail price of just \$2,368—f.o.b. Detroit. \*This does not include destination charges from Detroit, options, state and local taxes and fees, if any. Whitewall tires are \$33.90 extra.

Every Mustang includes these luxury features unavailable—or available only at extra cost—in most other cars: bucket seats; wall-to-wall carpeting; all-vinyl upholstery; padded instrument panel; and full wheel covers. Also standard: floor-shift; courtesy lights; sports steering wheel; front arm rests; a 170 cu. in. Six, and much more.

That's the Mustang hardtop. With its four-passenger roominess and surprisingly spacious trunk, it will be an ideal car for many families. Yet Mustang is designed to be designed by you. For instance, the trip to the supermarket can be a lot more fun when you add convenience options like power brakes or steering, Cruise-O-Matic transmission, push-button radio, 260 cu. in. V-8.

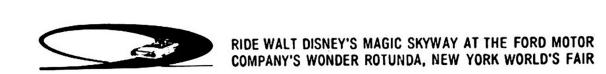
Or, you can design Mustang to suit your special taste for elegance with such luxury refinements as: air conditioning; vinyl-covered roof; full-length console; accent paint-stripe, and convertible with power top.

If you're looking for action, Mustang's the place to find it, with a 289 cu. in. V-8; 4-speed fully synchronized transmission; Rally-Pac (tachometer and clock) and other exciting options.

For an authentic scale model of the new Ford Mustang, send \$1.00 to Mustang Offer, Department LH-1, P.O. Box 35, Troy, Michigan. (Offer ends July 31, 1964)

TRY TOTAL PERFORMANCE FOR A CHANGE!





## THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING PUBLICATIONS:

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Publication	Issue	Out	Circulation
HOLIDAY	July, 1964	June 9, 1964	944,000
LIFE	May 8, 1964	May 4, 1964	6,744,618
SATURDAY EVENING POST	May 16, 1964	May 12,1964	6,500,000
EBONY	July, 1964	June 16, 1964	763,389
SPORTS ILLUSTRATED	May 18, 1964	May 14, 1964	889,000
Тіме	May 8, 1964	May 5, 1964	2,397,000
Newsweek	May 18, 1964	May 12, 1964	1,294,000
U. S. NEWS & WORLD REPORT	May 25, 1964	May 18, 1964	1,149,000
NEW YORKER	May 16, 1964	May 14, 1964	425,000
READER'S DIGEST	June, 1964	May 21, 1964	14,500,000
Vogue	June, 1964	June 1, 1964	498,272
BETTER HOMES & GARDENS	June, 1964	May 15, 1964	6,228,995
SPORT	June, 1964	May 1, 1964	615,711
Ladies' Home Journal	June 19, 1964	May 26, 1964	6,661,877
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