

Nobody goes down to the old Keefer place anymore, unless they're in a Solid, Silent Super Torque FORD. Only Ford takes that old wash-board road like a fresh-paved turnpike. Reason:

The '64 Ford has over 130 pounds more steel

in its frame and suspension than any other car in its class. (Is it true that old man Keefer hid money in his barn?)

TRY TOTAL PERFORMANCE FOR A CHANGE! Falcon • Fairlane • Ford • Thunderbird WINNER OF MOTOR TREND'S CAR OF THE YEAR AWARD

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Prepared by J. WALTER THOMPSON COMPANY

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