



What kind of a crazy laboratory is this?

This isn't much like the usual slick image of white-coated technicians, million-dollar test rigs and landscaped acres of proving ground. But these modified cars *are* a laboratory, the most effective laboratory for creating and testing total performance that an auto-maker ever put together.

Its foundation is Ford's conviction that open competition is an excellent way to develop great cars. Look at the six vehicles above and you'll know that Ford means all kinds of cars, in all kinds of competition.

This is a laboratory full of soaring triumphs and bitter setbacks, of endless overtime and eternal urgency, of raw excitement and unholy pressure. It devours ideas and spits out answers—answers *right now!*

The Monte Carlo and Shell "4000" rallies helped give Falcon V-8's sharper steering, tougher front suspension. The Indianapolis "500" proved the tremendous potential of the Fairlane V-8 design and sparked immediate development of overhead cams and fuel injection. From stock car competition the big Fords have extracted a new freedom from air drag and a fabulous level of engine performance and durability. Ford-powered Cobras, America's production sports car champions, cast new light on cams and carburetion. The newest contenders in the special world of drag racing, the Fairlane "427's," right now are uncorking answers on high-performance transmissions, acceleration, weight transfer and traction.

We've got another research vehicle

about ready to fly, the Ford GT. This 200-mile-per-hour projectile will probe into the problems of driver environment, of ducted ventilation and of high-speed stability. We'll take our lumps, learning. But when we're through we'll have more data—and more fine machinery—than anybody else.

That's what's great about this crazy laboratory; it's the thing that puts the total in the total performance cars you drive. What's crazy about that?

TRY TOTAL PERFORMANCE
FOR A CHANGE!

FORD

Falcon • Fairlane • Ford • Thunderbird

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