



A PRODUCT OF  
  
 MOTOR COMPANY

'64 Fairlane Sports Coupe; it can wear a Cobra kit, too!

*Now Available*

**Cobra  
Tonic**

**Dr. Shelby's marvelous elixir  
for Fairlanes, Falcons &  
Fords, in ten strengths  
up to 343 h.p.!**

If you've ever yearned for a Secret Ingredient that would turn your chug into a real stormer—yearn no more. Crafty ol' Carroll Shelby and his Ford friends have been running back and forth to the toolroom and here they come with a mess of Ford-built Cobra kits that will really grow massive biceps on that modest little V-8.

This is bolt-on horsepower, dealer-installed, and the posted prices, in the glorious Ford tradition, are r-e-a-s-o-n-a-b-l-e! There were ten of these kits at last count, with something for everyone, whether he has the 221 cubic-incher, the 260 or the 289. There's not enough space here to run down the list but it ranges from a modest little single four-barrel job that pumps 23 more real horses into the 221 to a Thing with four two-barrel Webers that produces 343 h.p. Your Ford dealer has the details; you can spend many a happy hour there planning just how muscular you want your little jewel to get.

TRY TOTAL PERFORMANCE  
FOR A CHANGE!

**FORD**

Falcon • Fairlane • Ford • Thunderbird  
 WINNER OF MOTOR TREND'S  
 CAR-OF-THE-YEAR AWARD