



1964 Ford at Mount Rushmore, South Dakota, U.S.A., where Presidents Washington, Jefferson, T. Roosevelt and Lincoln are carved into the rock.

Ford presents America's liveliest, most carefree cars

Ford for 1964

This is the big one—incredibly strong, immensely luxurious. When you ride in a '64 Ford, you'll discover how smooth, how quiet, how reassuring its Total Performance can be.

For all-out luxury, few cars in the world offer you as much as the 1964 Ford. Here is a car whose ride is quiet as a whisper, whose interior is rich as a jewel box, a car that gives you a unique combination of power, road-holding, braking and handling. This is Total Performance... demonstrated by specially equipped and adapted Fords in races and rallies around the world.

Ride in the '64 Ford and you are cradled in luxury. Extra pounds of insulation help

silence road noise, seal out weather. A refined suspension system "gives" both vertically and horizontally to give you an unbelievably smooth ride. Nylon-rich carpeting and extra-deep foam seat padding wrap you in luxury to soothe and refresh your travel. You even have the luxury option of Ford's famous Swing-Away steering wheel.

Years from now you'll discover another great virtue of this car—it's built to last. The 1964 Ford is the strongest Ford ever built...

easily the strongest in its class. There's more steel in the frame, more strength in the suspension, outstanding durability in every component of the car. Even the brakes are self-adjusting for more even wear.

You can choose your performance from 6 great engines, 4 transmissions, standard or optional heavy-duty suspensions. If you want a new car—truly 1964 "new," see your Ford Products Dealer.



You get more for your money in any Ford-built product