



**Mustang—exciting new car from Ford Motor Company...
show stopper at the World's Fair**

We think we have pretty fair grounds for showing off our Mustang at the World's Fair. The wonderland setting, our "wonder" car and the Ford Motor Company Wonder Rotunda go together to sum up our feelings about new product ideas at Ford Motor Company. We plan them—from a standpoint of over-all design and engineering—to be nothing short of wonderful.

Like the Mustang, each of our new cars starts

as an original idea, designed to answer your needs in a fresh, distinctive and satisfying way. Then we use the most advanced manufacturing and testing techniques to translate the idea into a fine-quality product.

It's this kind of engineering excellence—from the start of an idea on—that puts tang in the Mustang, thunder in the Thunderbird and zest in all the rest of our Ford-built cars.

When you visit our Wonder Rotunda at the Fair, you'll find another example of how we do things with extra flair. We seat you inside a new Ford-built convertible and whisk you over a Magic Skyway that takes you from the prehistoric past far into a city of the future.

It's a trip that surpasses all expectations—which is what we want for you, at the Fair and in all the products we build.



RIDE WALT DISNEY'S MAGIC SKYWAY AT THE FORD MOTOR COMPANY WONDER ROTUNDA, NEW YORK WORLD'S FAIR

Ford-built means better built



MUSTANG • FALCON • FAIRLANE • FORD • THUNDERBIRD
COMET • MERCURY • LINCOLN CONTINENTAL