



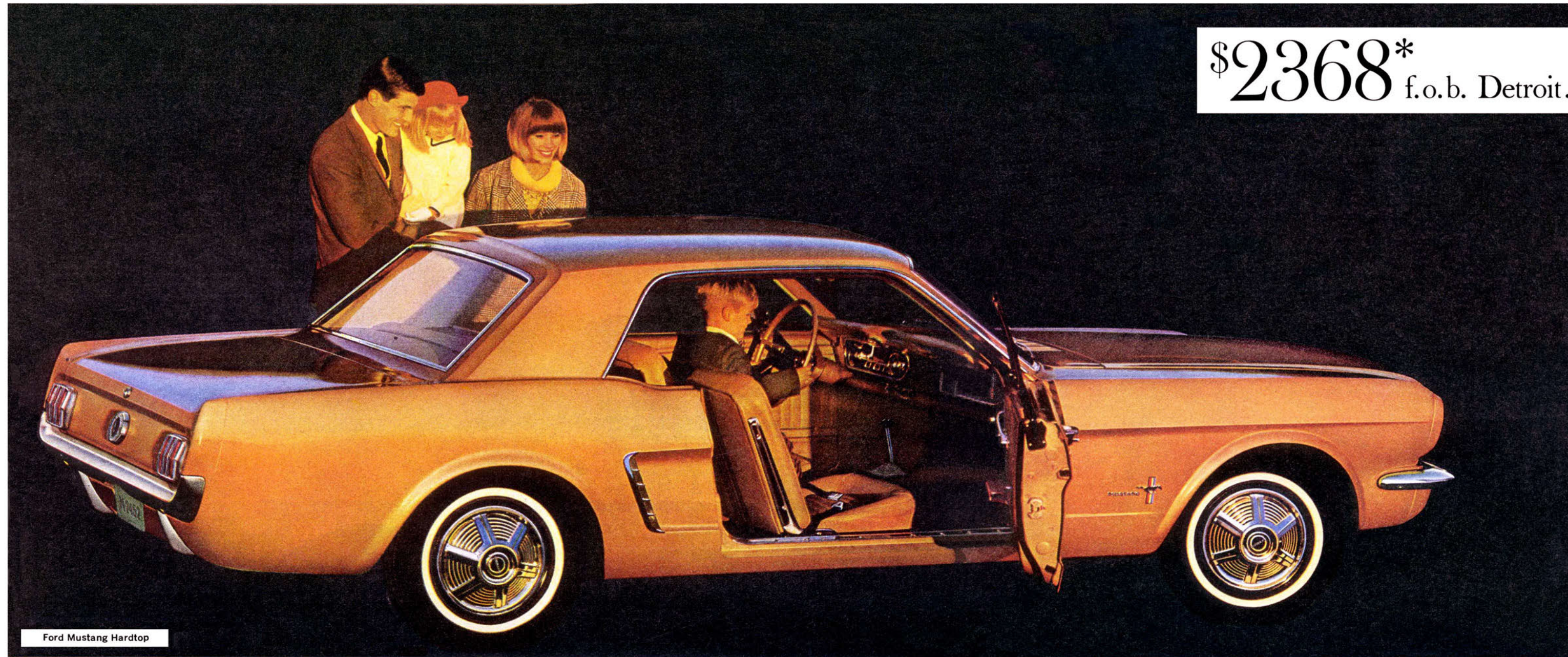
Presenting the unexpected...  
New Ford Mustang!



This is the car you never expected from Detroit. It is so distinctively beautiful it has received the Tiffany Award for Excellence in American Design, the first automobile ever to be so honored by Tiffany & Co. Mustang has the look, the fire, the flavor of one of the great European road cars. Yet it is as American as its name . . . and as practical as its price. Because Mustang is an amazingly versatile car and can be inexpensively tailored to the widest variety of individual tastes, many very different people will find it surprisingly easy to say: "This is the ideal car for me." Turn the page and you'll see why.



See the Mustang and ride Walt Disney's Magic Skyway at the Ford Motor Company's Wonder Rotunda, New York World's Fair.



Ford Mustang Hardtop

**\$2368\*** f.o.b. Detroit...and we're not fooling!

**\$2368\* f.o.b. Detroit** is the suggested retail price for a completely equipped standard Mustang Hardtop (left). This price *includes* luxury features either not available or available only at extra cost in most other makes of cars:

- Deep foam bucket seats
- Padded instrument panel
- Full wheel covers
- Color-keyed all-vinyl interior
- Color-keyed wall-to-wall carpeting

**\$2368\* f.o.b. Detroit** also *includes* these features which often cost extra in other cars:

- Sports steering wheel
- Cigarette lighter
- 2 automatic courtesy lights
- Glove box light
- Floor shift 3-speed manual transmission

**\$2368\* f.o.b. Detroit** also *includes* these features as standard equipment:

- Wrap-around front bumper with bumper guards front and back
- Curved side glass
- Heater (unless ordered without)
- Twice-a-year (or 6000-mile) service schedule
- Front arm rests
- Parallel-Action windshield wipers
- Safety-Yoke door latches
- Front seat belts (unless ordered without)
- Self-adjusting brakes
- 170-cu. in. 6-cylinder engine

\*Suggested retail price. Destination charges from Detroit, options, state and local taxes and fees, if any, are extra. White sidewall tires are \$33.90 extra.

FOR AN AUTHENTIC SCALE MODEL of the new Ford Mustang, send \$1.00 to Ford Offer, Department A, P. O. Box 35, Troy, Michigan. (Offer ends July 31, 1964)

Mustang was designed to be designed by you!

The basic Mustang is as economical and as practical as it is beautiful—and, with its four-passenger roominess, many people will find in it all the car they want or need. But this is only the beginning of Mustang's possibilities. You can choose from an unusually long list of reasonably priced options, and for remarkably little added cost, you can design your Mustang (see below) as a hot-blooded sports convertible, a luxurious, vinyl-covered hardtop, or anything in between. For instance:

You can make the trip to school or the supermarket a lot more fun when you add convenience options like these to your standard Mustang:

- 260-cu. in. V-8
- 3-speed Cruise-O-Matic transmission
- Power steering
- Power brakes
- White sidewall tires
- Push-button radio
- Backup lights
- Deluxe seat belts front and rear
- Outside rearview mirror
- 2-speed electric wipers and washers
- Tinted windshield

You can make your new Ford Mustang an all-out luxury car to suit your special taste for elegance, with these luxury options:

- Full-length console between front seats
- Padded sun visors
- Rocker panel molding
- Deluxe wheel covers with simulated knock-off hubs
- Air conditioner
- Tinted glass
- Vinyl-covered hardtop roof
- Accent paint stripe
- Convertible with power-operated top and vinyl tonneau cover

You can have the ultimate in action by designing your own hot-blooded sports-touring machine from Mustang's exciting performance options:

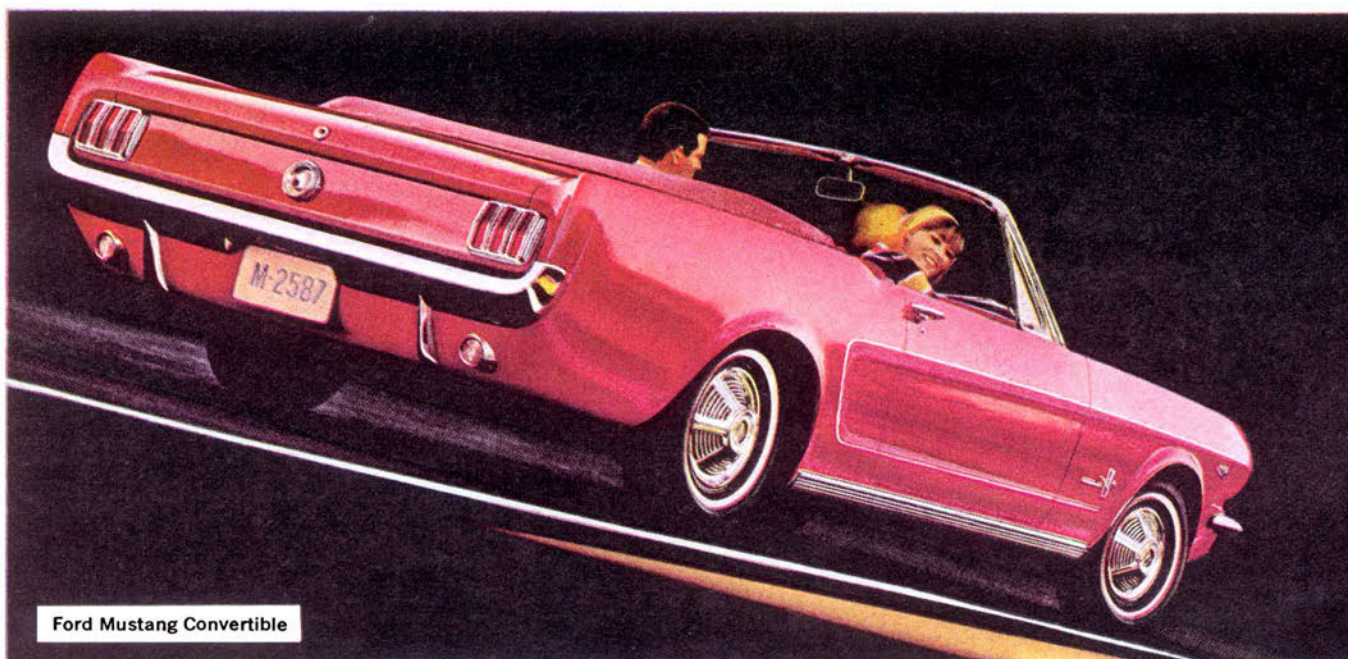
- 289-cu. in. V-8
- 4-speed manual transmission
- Rally Pac (tachometer and clock)
- 14-inch wheels and tires
- Heavy-duty battery

TRY TOTAL PERFORMANCE FOR A CHANGE!

**FORD**

Mustang · Falcon · Fairlane · Ford · Thunderbird

PRODUCTS OF  MOTOR COMPANY



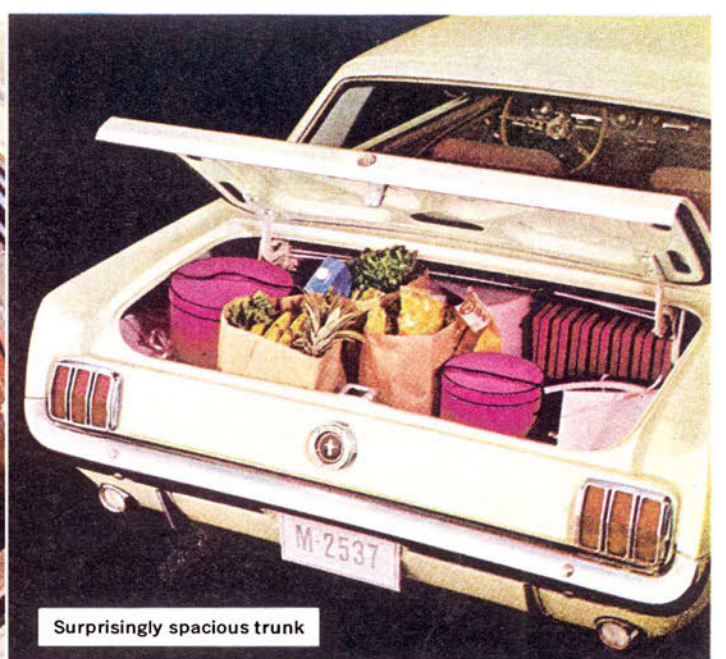
Ford Mustang Convertible



Ford Mustang—Vinyl-Covered Roof



Roomy comfort for four adults



Surprisingly spacious trunk