

Ford Motor Company is:



putting salt on a bird's tail.

Splash!

Day in, day out, gallons of salt water drench front, bottom, and tail of that '65 Thunderbird.

A wicked test. But a convincing way to prove how good our rustproofing really is.

And it is—on all our cars. We use more galva-

nized steel in underbody parts. Stainless steel screws. A tough 5-coat finish. And "one-way" drains in doors and rocker panels that let moisture out but keep salt and slush from getting in.

We're very aggressive about quality. It's one thing we never get rusty about.

The best rustproofing for '65 comes from...



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