



Why are we painting all our engines blue?

Will it make them start faster on a blue-cold morning?

Not one bit.

Ford-built engines earned their reputation for quick starts long before blue paint. We keep our test facilities running 24 hours a day, 6 days a week, to prove out our engines in broiling heat and deep-freeze cold.

Will our new blue engines save on gas?

Not because of the paint. It's what's *under* the paint—(cylinder blocks, manifolds and pistons designed to save gas). A Ford-powered Falcon is still America's all-time economy champion for either sixes or eights.

Will Ford-built engines give better performance?

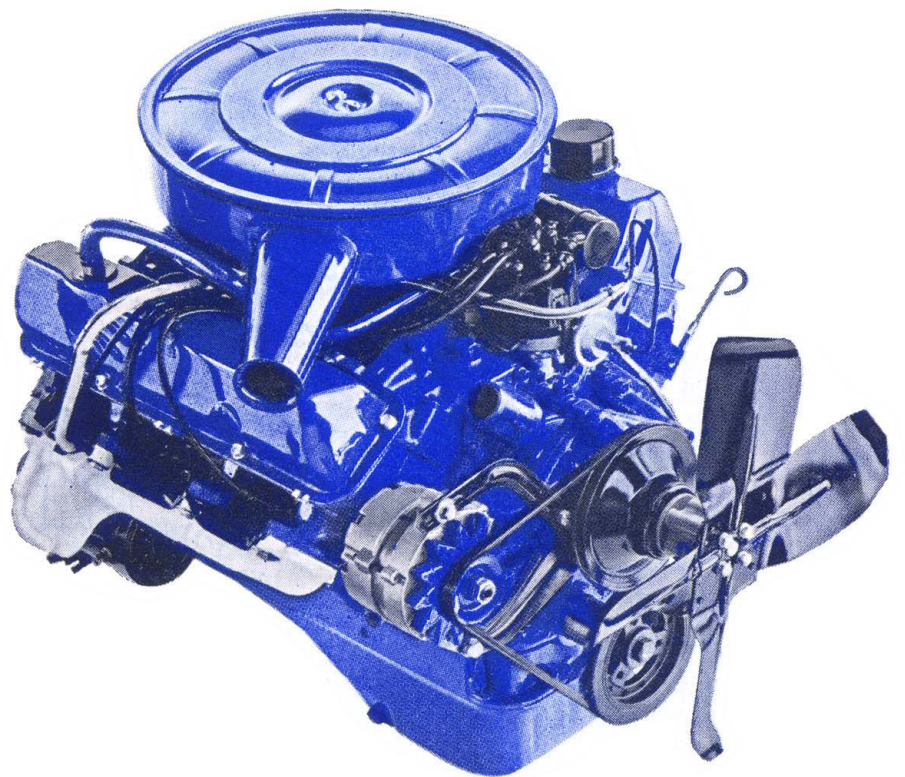
Positively yes. (Whether they're red, white or blue.)

Ford Motor Company took over first place in V-8 engine leadership back in 1932 . . . the year we introduced our first mass-production V-8. Since then, we've built and sold over 35 million V-8's—more than any other manufacturer.

So, why blue?

Because we want you to know the instant you see a Ford-blue engine in a car . . . truck . . . or tractor . . . it's *Powered by Ford*—built to the highest standard of engineering excellence.

If you don't happen to like blue engines—just quietly close the hood. Chances are you won't have to raise it again for a long, long time.



"You've heard of green giants . . . white tornadoes . . . so why not blue horses?"