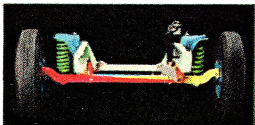


Scoff at our scientific proof, if you will. Your seat-of-the-pants will tell you what's No. 1 about our Pickup ride.

The electronic computers modern scientists use are pretty sharp at solving problems. But they don't know everything.

A bit of a puzzle came up recently with our Pickup truck. Under the front end we have Twin-I-Beam suspension with two axles. Each axle works independently to dampen road-shock before it can reach the driver.



That gives us a ride that's No. 1. But how to prove it?

"Do it with a computer," somebody suggested.

We did. Had an independent testing company use a portable computer that could be moved from one Pickup to another. Six bump-sensing devices at different points within the cab fed data to the computer as the Pickups ran over different kinds of roads at different speeds.

Result? You can bet our electronic genius had an instant answer. It said that our Pickup had a better ride than any of the four other makes.

It said that our ride was 35.09% better than the average of the others.

Sounds a bit naive, now that we think about it. Like having a computer pick a beauty contest winner.

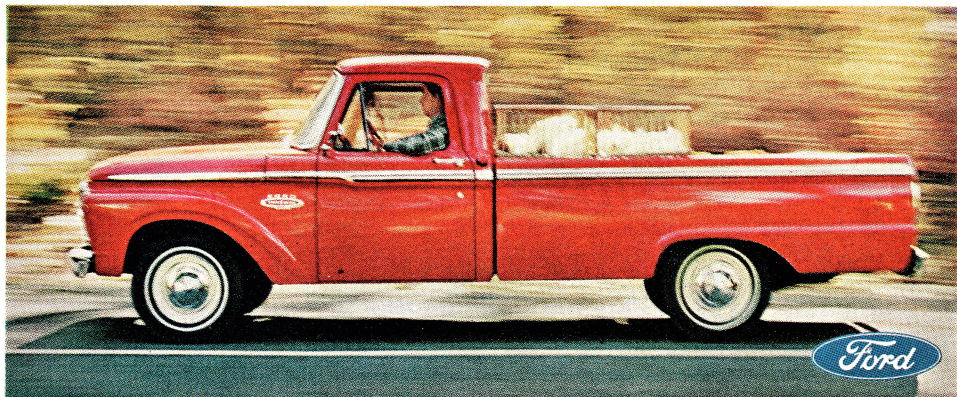
Some ride factors a computer can never figure. The sensation of the wheel. The comfort of the seat cushions. Or the feel of our engine power . . . two velvet-smooth Sixes, up to 300 cubic inches big . . . a 352-cubic inch V-8.

Wonder why we overlooked the best computer ever invented for measuring ride?

Your seat-of-the-pants.

Put your built-in computer on the seat of a '66 Ford for a test ride. See if it won't certify that Twin-I-Beam design gives us the No. 1 pickup ride.

P.S. Our computer test may not measure everything, but no question of its scientific accuracy. Results, certified by the Nationwide Consumer Testing Institute, Inc., are available at your Ford Dealer's.



FORD/66