

The 1/2 cars. Cars that are 1/2 car...1/2 you.



...has a better idea

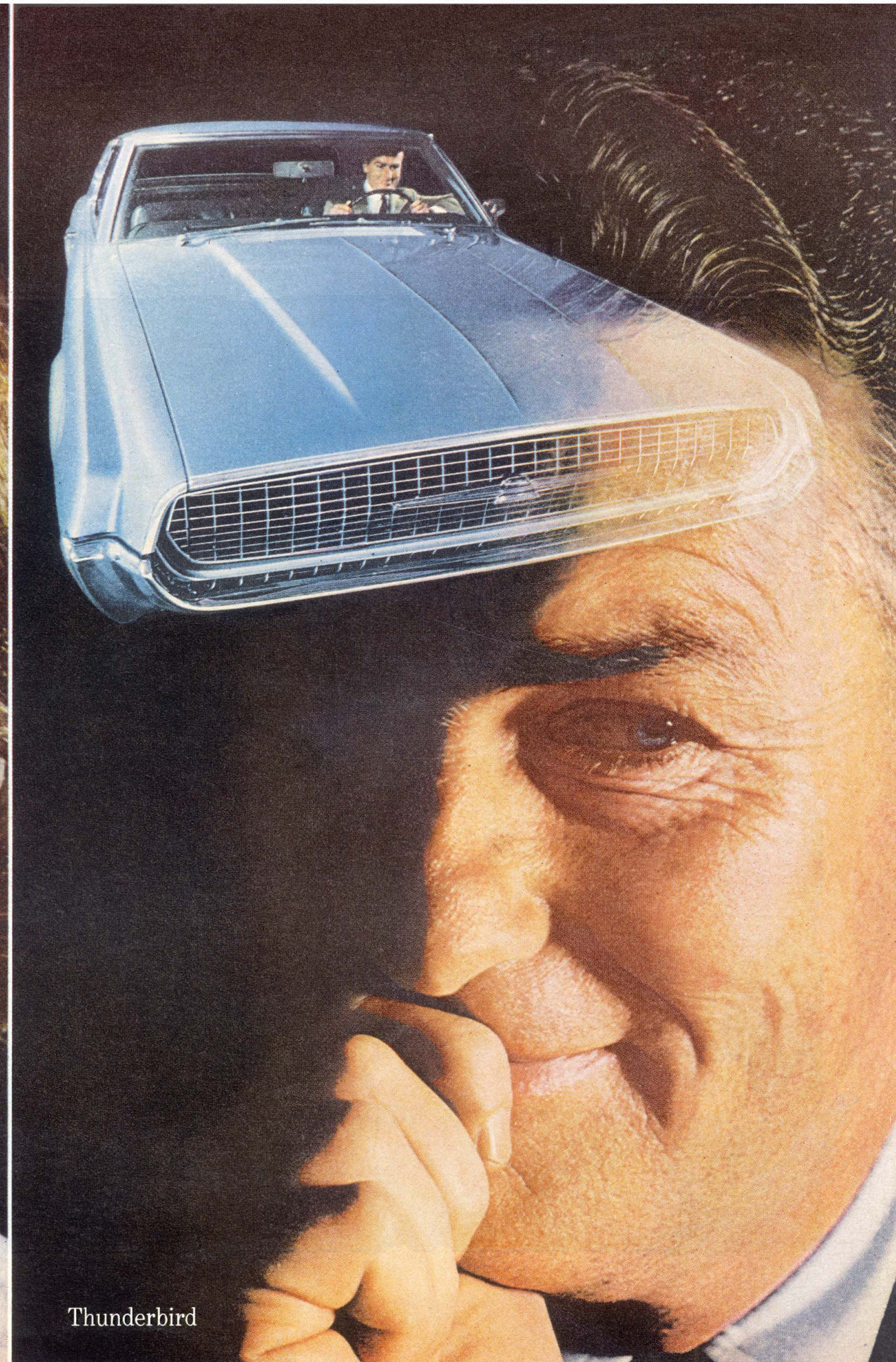
Mustang. Thunderbird. Lincoln Continental Coupé. And the new Cougar. The 1/2 cars. Look 'em over...all of 'em. You'll recognize yourself in one of 'em. Slide behind the wheel and you'll say: "This is *me!*" Drive one and *they'll* say: "That's him." Look...you've lived *this* long...worked *that* hard...isn't it about time you had something you can call your very own? Something you can build yourself into? Something with features, engines and bodies...options that make your car you...on wheels. You've come to the right cars. The 1/2 cars. Made by us. And only us. Ford Motor Company. Ford has a better idea...the 1/2 cars, cars that are 1/2 car...1/2 you.



Mustang Fastback 2+2



Mercury Cougar



Thunderbird