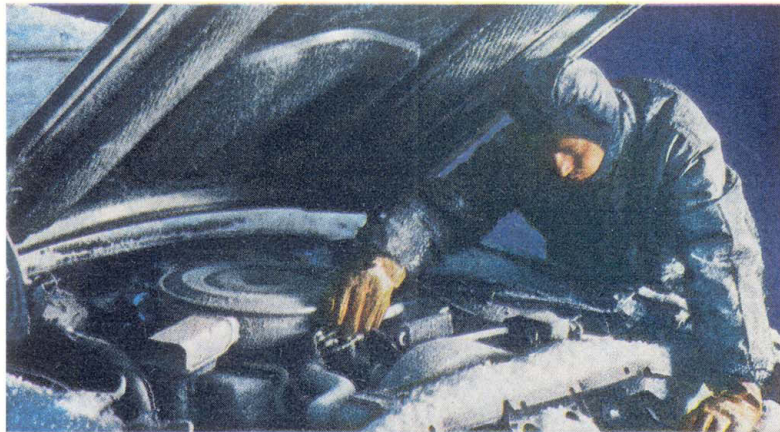


We fill our carburetors with hot air. It's Ford Motor Company's better idea to keep you out of the cold.



-20° at Bemidji, Minnesota.

Ford Motor Company has a better idea for getting you started on freezing, cold winter mornings. Controlled Climate Carburetion, standard on all Ford Motor Company cars. It's a simple device. A thermostatically controlled air-duct sends raw winter air over the exhaust manifold. When the air reaches the carburetor, to be blended with fuel, it's up to 50° warmer.

So your engine runs smoother and labors less in those first crucial minutes. And, as a result, lasts longer.

This better idea was developed in sub-zero weather at our Bemidji, Minnesota test facility. It's a better idea you probably never knew was there.

But it's why another better idea like SelectShift, our automatic transmission that can be shifted manually to give you better control on snowy roads, means even more. Because it's connected to an engine that runs smoother in sub-zero weather.

Better ideas you may not be aware of, like Controlled Climate Carburetion, are there because the people at Ford Motor Company respect the fact that when you invest your money in a car of ours, you have a right to expect more than good looks. So, when you go out to buy a new car remember . . .

**EVERY BETTER IDEA COMES WITH ANOTHER
BETTER IDEA THAT MAKES IT EVEN BETTER**



The 1969 Mustang Hardtop



. . . has a better idea