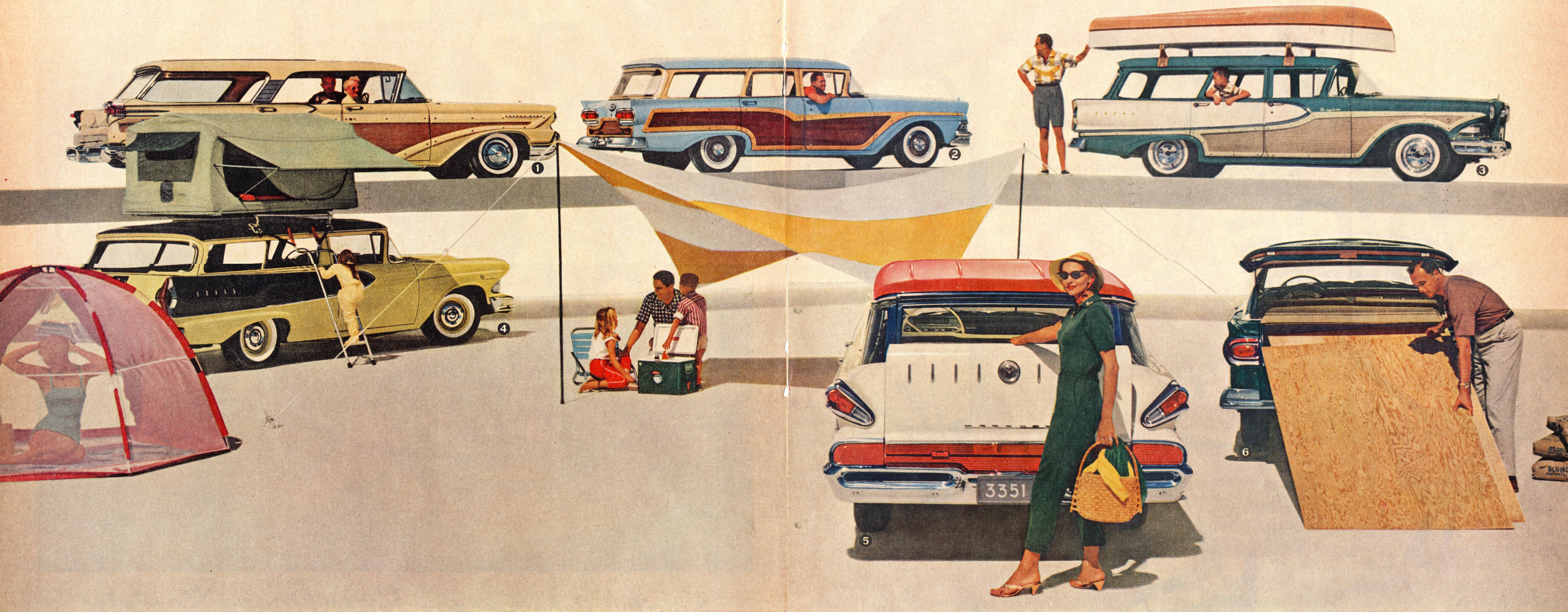


FORD • THUNDERBIRD • EDSEL • MERCURY • LINCOLN • CONTINENTAL MARK III



1. Mercury 4-door Colony Park 2. Ford 4-door Country Squire 3. Edsel 4-door Bermuda 4. Edsel 2-door Roundup 5. Mercury 4-door Commuter 6. Ford 2-door Ranch Wagon

Look what's new for you in wagons

more new ideas, more **YOU** ideas - in The Ford Family of Fine Cars

You helped us design these station wagons. First we did our best to learn what you wanted—and then we gave it to you. That's why we call our new ideas *You Ideas*. For instance:

You (and millions like you) got tired of the gawky look in wagons. So we slimmed ours down, yet actually increased the space inside. You wanted an easier way to open up the back, so we gave you

a wagon without a lift gate. We found you used your wagon as a home on wheels, so we made ours practical enough to camp out in. And, because you wanted it, we made every wagon as easy-riding—as much fun to drive—as any passenger car.

Which of the wonderful wagons above is designed around *you*? Let your dealer demonstrate it today. Ford Motor Company, American Road, Dearborn, Mich.