

what's all the talk about?

TAKE A TEST DRIVE TODAY

Inside this mailer are a few of the many documented facts on the *proven* best pickup in America. There are a lot more in our showroom. Why not stop by and talk it over? However, no matter how much we talk, the only way you can prove it to yourself is to take a test drive. You really should be driving the *proven* best pickup . . . the pickup with the exclusive Twin-I-Beam.

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talk

**ABOUT
ride**

talk

**ABOUT
PERFORMANCE**

talk

**ABOUT
comfort**

talk

**ABOUT
economy**

1966 FORD PICKUPS



talk about ride

Ford pickups with exclusive Twin-I-Beam front suspension were *proved** by an independent testing institute to ride better than Chevy, Dodge, IHC and GMC pickups. A scientific Dynamic Ride Computer proved it!

TEST DRIVE

Ford's ride and
FEEL for yourself!

talk about performance

Ford's 1966 standard 6-cylinder 150-hp engine was *proved** by an independent testing institute to outperform Chevy's 1966 standard 6-cylinder 155-hp engine. Ford F-100 pickups took the performance advantage in five out of five tests.

TEST DRIVE

Ford's 6 or 8 and
FEEL for yourself!

talk about comfort

Ford's pickup comfort is more than just talk... it's a fact! The Dynamic Ride Computer *proved** it. Under normal, everyday driving conditions Ford recorded a more comfortable ride than Chevy, Dodge, IHC and GMC pickups.

TEST DRIVE

Ford's comfort and
FEEL for yourself!

talk about economy

Economy is something every pickup owner likes to talk about. That's why you'll hear a lot of "economy" when you hear about the '66 F-100 pickups. Independent test also *proved** Ford has the edge in MPG over Chevy.

TEST DRIVE

Ford TODAY and
SEE for yourself!

*Based on engineering tests conducted by an independent research institute. Ford F-100's and comparable competitive makes were used in all cases.

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