



### Built for Comfort

Cadillac officials say they have put even more accent on comfort and convenience with several new accessory offerings. Consider these: (Top left) The power unit for the automatic headlamp dimmer is relocated from the top of the instrument panel to the nose of the left front fender. (Top right) The Comfort Control is a completely auto-

matic heating and air conditioning system. (Lower left) A floor-mounted reel provides convenient retraction of the outboard front seat belts. (Lower right) Twilight Sentinel, an automatic headlamp and tail lamp control, turns the car's lights on at dusk and off in daylight.

## 1964 Fairlane Offers Performance, Economy

From a full range of Indianapolis-proved engines to action-keyed new styling, the 1964 Fairlane offers more than ever a full measure of performance and economy in a family-sized package. The dynamic new lines of the 1964 car are complemented by a selection of five engines, three of which are of the same basic design as the V-8 which powered the Lotus cars to second and seventh place finishes in the 1963 Indianapolis 500-mile Memorial Day Classic.

Included in the lineup are 170- and 200-cubic-inch six-cylinder engines and 260- and two 289-cubic-inch V-8's. Transmissions available with designated engines include three-speed manual, the Fordomatic two-speed automatic, overdrive, four-speed all-synchromesh manual floor shift, and a new Dual Range Cruise-O-Matic automatic.

THE 1964 Fairlane model lineup includes 2- and 4-door sedans and a 4-door Ranch Wagon in the Fairlane Series. The Fairlane 500 series includes 2- and 4-door sedans, a 2-door hardtop, a 2-door sports coupe, and a 4-door Custom Ranch Wagon.

The new Fairlane station wagons feature generous cargo dimensions (greater than some "full-size" station wagons), a lockable stowage compartment (optional at extra cost), 6- or 8-passenger capacity, ride and handling characteristics superior to many sedans, and a wide range of engine-transmission combinations.

Styling changes in the 1964 Fairlane include a new roof for a wider, lower appearance which retains the popular Thunderbird design. The rear quarter panels present a smoother top appearance while the sides are highly sculptured. A simulated air scoop flows into a prominent convex to blend with the round taillights.

A NEW GRILLE gives the 1964 Fairlane positive Ford identification. In combination with new front bumpers of greater depth and wrap-around, the front end carries out the "more substantial" theme of the car.

The combination of these features with the all new rear end give a longer, lower look to the Fairlane for 1964.

"Performance proven" best describes the unique light-weight Fairlane V-8 engines. The famous "thin-wall" cast iron C-8, introduced in the Fairlane, has proved to be an outstanding performer.

For 1964, three versions of the Fairlane Challenger V-8 offer an outstanding range of performance or economy. The 260-cubic-inch V-8 rated at 164 horsepower is available with a fully-synchronized three-speed manual transmission, overdrive, or Fordomatic automatic transmission.

NEW IS A 289-cubic-inch V-8 with two-barrel carburetor rated

at 195 horsepower. This engine combines outstanding performance with good cruising economy on regular grade fuel.

For those desiring the ultimate in performance, the 289-cubic-inch four-barrel carburetor V-8 rated at 271 horsepower is available. This engine is of the same basic design as the power plant in the Cobra.

Maximum economy is provided by the 170-cubic-inch six-cylinder engine rated at 101 horsepower with the three-speed manual transmission or the 200-cubic-inch six-cylinder engine rated at 116 horsepower with the Fordomatic automatic transmission.

Jetstar I, Oldsmobile's new medium priced sports car for 1964, features sharp, sculptured styling with roof design similar to the Starfire coupe. Powered by Oldsmobile's 345-horsepower Starfire engine, the Jetstar I is equipped with a new chambered dual exhaust system, an industry exclusive.

## '64 T-Bird Offers Sleek, Chic Design

Ford's Thunderbird already noted for a decade of styling leadership, is offering more industry firsts for 1964 in both design and function.

"Underneath the most famous roofline in America is all-new styling to give the 1964 Thunderbird a fresh, new personality of its own," said Lee A. Iacocca, Ford Motor Company vice president and Ford Division general manager. "But the new styling of the Thunderbird, in classic car tradition, evolves from the character and outstanding features of its predecessors."

THE 1964 Thunderbird has been given a longer hood and a shorter roofline, while the all-new body side panels are highly sculptured.

The front end features a more forceful power dome, wider spaced and higher set headlights and a fully integrated bumper and grille.

The rear end has new rectangular taillights set within the massive integrated rear bumper.

COMPLETELY NEW in interior styling too, the 1964 Thunderbird features a cockpit styling motif in the driver's compartment. Instruments are set in separate pods and the speedometer has been re-

designed for easier reading. All major controls are illuminated by a soft green light for night-time operation.

Thin-shell, front bucket seats which seem to "float" on twin-pedestal mounts and provide added foot space for rear-seat passengers head up the new interior features for '64.

The industry's first retractable seat belts, the outboard side of which "disappear" when not in use, are available as an option. As installed at the factory, they include a reminder light on the console. Crank-type vent windows are new to the '64 Thunderbird.

ALSO NEW is a deep, wide well in the luggage compartment made possible by relocation of the fuel tank. New extended-life, low-profile 8.15 x 15 tires have been developed especially for the '64 Thunderbird.

The standard equipment offered last year, including a 390-cubic-inch engine, power steering, power brakes, and swing-away wheel, have been carried over in 1964.

Many options also are available, including air conditioning; AM-FM radio; a reclining passenger seat with extendible headrest that provides living-room comfort on wheels.

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