

Vertical Headlamps, Longer Lines Highlight '65 Fords

The most-changed Ford in the 15-year history of Ford Division will debut in Ford dealer showrooms Friday.

All 17 models in the 1965 Ford lineup—including a new "LTD" series—are literally new from tires to roof and from bumper to bumper.

Even the keys for the 1965 Ford are all new. They are designed to be inserted into the lock either side up. In addition, doors on all 1965 Fords will be equipped with a keyless locking system.

An ultra-modern six-cylinder engine rated at 150 horsepower—lighter, more powerful, smoother-running and more economical than any other six-cylinder engine previously offered in the Ford line—heads a list of additional owner benefits which include such items as the industry's first center-facing dual rear seats in Ford station wagons.

SOME OTHER features are

curved side glass for increased shoulder room; a 13 per cent reduction in the floor-tunnel for greater passenger comfort; a recessed instrument panel with several additional inches of "living room spaciousness" in the passenger compartment and a deeper trunk capable of holding two-suiters in an upright position.

Vertical-mounted dual headlamps highlight the front with a grille that features thin horizontal bars. The turn signal-parking lights are concealed behind the grille and are visible only when illuminated.

From the side, 1965 Fords feature straight-through lines emphasized by a sharp, full-length fender line from front to rear. At the front, the fender line carries forward of the headlamps, dramatizing Ford's long look.

Five new and distinctive rooflines have been developed for two- and four-door hardtops, sedans, convertibles and station wagons.

The 1965 Ford features new, low-

profile tires designed for better traction and handling as well as longer tire life and better brake performance—all at no increase in vehicle height. Tread width has been increased to 62 inches front and rear.

The Ford Galaxie 500 LTD series—a completely new line of super-luxury two- and four-door hardtop Fords—features top interior fabrics and simulated wood paneling in the instrument panel.

SHARING FEATURES common to all 1965 Fords, the Ford Ranch Wagon, Ford Country Sedan and Ford Country Squire offer several new station wagon design ideas.

All Ford wagons have a unique rear window air deflector. Styled into the rear body pillar, the deflector directs a curtain of air across the rear window surface to reduce accumulation of dust, water or snow.

The Ford Galaxie 500 LTD has an upholstery fabric pleated in a

"waffle" pattern on seats and backs. Door panels have simulated walnut appliques bordering the square-saddle design. A fold-out arm rest is provided for the comfort of back-seat passengers.

Relocation of the heater and air conditioner has permitted a distinctively recessed instrument panel in the 1965 Ford and added additional leg room to the interior roominess already gained by the new body-frame relationship.

Controls and instruments on all 1965 Fords are grouped closely in front of the driver and recessed beneath a safety-padded rectangular hood that is both stylish and functional in shielding against glare and reflection.

The standard engine for all Ford cars except "XL" and "LTD" models is the new 240-cubic-inch six. The new engine is rated at 150 horsepower compared with 138 horsepower for the earlier engine.

The 240-Six is designed for quiet operation, economy and durability through the use of hydraulic valve lifters, an automatic choke, and a seven-main-bearing support for the crankshaft. The Ford constant mesh, 3-speed manual transmission is standard with this new engine, with overdrive and Cruise-O-Matic optional.

The 289-cubic-inch 2-venturi V-8, standard on "XL" and "LTD" mod-

els, has improved valve timing and intake manifold for 200 horsepower in 1965 while retaining characteristic operating economy.

The optional 352- and 390-cubic-inch 4-venturi V-8 engines—rated at 250 and 300 horsepower respectively—feature new air cleaners designed for low-restriction air flow for increased over-all engine efficiency. Ford's High-Performance 427-cubic-inch V-8 is continued for 1965 with a rating of 425 horsepower.

IMPROVED FUEL economy and automatic chokes are featured on all five Ford engine choices for 1965. Four different transmissions and five rear-axle ratios in specified combinations are available.

The new Ford suspension combines a unit-structure steel body with a torque box frame and coil springs front and rear. Road shocks are absorbed by the suspension and torque frame rather than being transmitted to the body and its occupants.

The Ford sedans and hardtops offer 19.1 cubic feet of usable luggage space, an increase of two cubic feet over 1964. In addition, the lift-over height has been reduced approximately five inches for easier loading and unloading.

Other standard-equipment features include: suspended accelerator pedal to improve foot com-

fort; aluminized muffler for longer life; foot-operated parking brakes; metal-to-metal seat belts for front seats; foam padding on all front seats; crank-type vent windows; and electric windshield wipers.

A new long-life, limited-slip differential is optionally available on all 1965 Fords except those equipped with the 427-cubic-inch engine. The unit is designed to transfer torque to the wheel with better traction for improved handling on slippery pavement and increased traction under all driving conditions.

A fold-down rear seat may be ordered in all 1965 Ford four-door sedans. This seat combines many of the advantages of a station wagon with the compactness and styling of the conventional four-door sedan.

The swing-away steering wheel introduced on the Thunderbird may now be ordered on any 1965 Ford model for added convenience in entry and exit.

A speed-control device is available on any 1965 Ford ordered with V-8 engine and Cruise-O-Matic transmission. The speed selected by the driver, is maintained automatically, regardless of terrain, permitting the driver to remove his foot from the accelerator.

A SAFETY AND convenience

control panel is now available as an option on all 1965 Fords. The panel includes vacuum door lock control, a "door-ajar" warning light, "low-fuel" warning light, emergency flasher and a seat belt warning light.

Other options include such items as air conditioner; outside remote-control mirror; AM and AM/FM radio (with dual speakers standard on four-door hardtop models); reclining seat with headrest on Ford Galaxie 500 XL models; third seat heater for added interior comfort in station wagons; and retractable seat belts.

Mercedes-Benz Sets Record in Overseas Sales

Deliveries of Mercedes-Benz cars to American tourists overseas are continuing at a record pace, according to Leo A. Fleener, president of Mercedes-Benz Sales, Inc., exclusive distributors of Mercedes-Benz automobiles in the United States.

"August marked the fifth straight month in which tourist

deliveries were higher than for the same period a year ago," Fleener reported.

Total tourist deliveries that month also established a new record for any August in history," Fleener explained.

Fleener credited the recent record-breaking totals to an increased number of Americans "traveling overseas, to his company's promotion of the overseas delivery program in recent years, and increased confidence on the part of American travelers in motoring throughout Europe.

"TODAY, MORE than ever before, overseas travelers are more confident and indeed are anxious to tour Europe behind the wheel of a car," Fleener said.

"The economic and convenience factors make the overseas delivery program extremely attractive to the tourist," Fleener said, "and the cultivation of this travel market by our Mercedes-Benz dealers throughout the country has resulted in record sales.

"Advance orders for the balance of this year indicate an ever-increasing interest in overseas deliveries," Fleener stated, "and for September we have more orders than for any other September in our history."

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