

At Service Motor
Sales, Inc.

FRIDAY!

You Are Cordially
Invited To Showing
of the

At Service Motor
Sales, Inc.

FRIDAY!



A new look of size and motion is combined in the 1965 Fairlane, restyled from bumper to bumper for the first time since its introduction three years ago. Although new styling makes the middleweight Fairlane look bigger, it remains about the size of the 1958 Ford on the outside and the 1959 Ford on the inside. Improved ride and economy; new low-profile tires for greater directional stability, better traction and longer life; significantly improved interior quietness; alternators and automatic chokes standard on all engines; and a complete line of options including low-cost air conditioning are features of all 1965 Fairlanes including the Fairlane Sports Coupe (above).

Eight Fairlane models — hardtops, station wagons and sedans — will be introduced in Ford dealer showrooms Friday, September 25.



A third Mustang model — the "2+2" fastback — joins hardtop and convertible Mustangs announced as the first of its 1965 cars by Ford Division last April. The new Mustang provides seating for four. Fold-down rear seats permit added luggage — including skis and other lengthy equipment — to be carried inside the car with driver and passenger. Functional air louvers styled into the rear roof quarter-panels provide an efficient, flow-through ventilation system for window-up driving free from wind noises and drafts in nearly all kinds of weather. Continued as standard equipment on all Mustangs are such sports and luxury features as bucket seats, molded nylon carpeting, floor mounted shift for both manual and automatic transmissions, all-vinyl interior, padded instrument panel, and full wheel covers.

The new Mustang "2+2" joins the 1965 Mustang hardtop and convertible models in Ford dealer showrooms Friday, September 25.

1965

FORDS and MERCURYS
Friday, Sept. 25

**Outstanding Features
Of The
1965 Fords:**

Vertical-mounted dual headlamps and modernistic, hexagonal-shaped taillights accent the crisp look of the new Ford.

Side styling features straight-through lines emphasized by a sharp, full-length fender line from front to rear.

At the same time, tread width of the 1965 Ford has been increased to 62 inches front and rear for a wider stance on the road.

The Ford Galaxie 500 LTD series — a completely new line of super-luxury two- and four-door hardtop Fords for 1965.

Foot room, both front and rear, is markedly increased because the body sills straddle the torque frame rather than sitting on top of it.

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 1965 Ford cars except "XL" and "LTD" models is the new 240-cubic-inch

six-cylinder. Improved fuel economy and automatic chokes are featured on all five Ford engine choices for 1965.

The new Ford suspension — more than 10 years in development — combines a unit-structure steel body with a torque box frame and coil springs front and rear.

**New Ride
New Design
New Economy**

**We Invite Everyone
To A
Test-Drive
OF THE NEW
FORDS and MERCURYS**

**Outstanding Features
Of The
1965 Mercurys:**

The 1965 Mercury, three inches longer and more luxurious than in 1964, presents the most extensive change in the 26-year history of the car.

The new Mercury has a 123-inch wheelbase, is 218.4-inches in over-all length and features new frame design, front and rear suspension, and rigid body construction.

Better balanced road stance is obtained by increasing tread to 62 inches, up one inch in front and two inches in rear.

New front and rear suspensions improve roadability.

The rear suspension is a new coil spring cushion-link design which gives a softer ride than the leaf springs formerly used in the Mercury.

A new emergency signal system, which puts front and rear parking lights on a flasher cycle, is available for all models.

Another safety feature is a mechanical switch mounted on the brake pedal arm which turns on the stop lights when the car decelerates.

The accelerator pedal is suspended, allowing greater flexibility of foot angle and eliminating binding and dirt collection which occurs with conventional pedals attached to the floor.

A deep-well trunk is gained by mounting the gas tank vertically. Room is created for an additional two-suitcase, and it is easier to load because the trunk sill is lowered 5.4 inches.

SERVICE MOTOR SALES, INC.

MARSHALL, N. C.

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