

At Service Motor Sales, Inc. **FRIDAY!**



The restyled Ford Fairlane for 1964 presents a big-stuff appearance and boasts engine performance that was proved in the Indianapolis "500." 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. Five engines are available, three of the same basic design as the Fairlane V-8 that powered Lotus cars to second and seventh places in the gruelling Indianapolis race. These include two 283-cubic-inch V-8s, one 260-cubic-inch V-8, plus 170- and 200-cubic-inch six-cylinder engines. Combined with five transmissions, these power plants offer a full array of performance and economy choices for 1964. Eight Fairlane models—hardtops, station wagons and sedans—will be introduced in Ford dealer showrooms September 27.

You Are Cordially Invited To Showing Of The Total Performance

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Although it retains its handy compact size, the Ford Falcon has an exciting new look of action for 1964. Completely restyled for the first time since its introduction four years ago, the new Falcon offers added comfort inside, improved economy and a softer, big-car ride. Both tall and short drivers will find the visibility improved and the seating position more comfortable. The Falcon matches its look of action with a choice of engines ranging from the economical 164-cubic-inch six-cylinder to the high performance 260-cubic-inch V-8. The Falcon has the widest model choice in the compact field with 17 models in five series including 2- and 4-door sedans, hardtops, sports coupes, convertibles, station wagons and the Station Bus, Club Wagon and Deluxe Club Wagon. They will be introduced in Ford dealer showrooms September 27.

1964 Fords FRIDAY, SEPT. 27



Eye-catching new styling is combined in the 1964 Thunderbird with unique luxury features including thin-shell bucket seats and the auto industry's first retractable seat belts. A longer hood, integrated bumper and grille and rectangular taillights enhance its traditional look of elegance (top photo). New features of its cockpit motif interior styling (bottom photo) include separate instrument pods, a distinctive new command console, and covered rear seats. An optional reclining seat for the front passenger includes an extendible head rest for complete relaxation on long trips. A new Silent-Flo ventilation system includes a vent at the bottom of the rear window on Landau and Hardtop models. The new Thunderbirds will be introduced in Ford dealer showrooms September 27.

New Ride New Design New Economy

We Invite Everyone To A **Test-Drive** Of The 1964 FORDS



New luxury styling to match its total performance gives a bright, new look to the lineup of Ford cars for 1964. The top-selling Ford Galaxie 500 Series offers three distinctive new roof lines including the 4-door sedan (top photo). Five engines and four transmissions are offered including the Cruise-O-Matic Dual Range three-speed automatic transmission now available with all engines up to 390 cubic inches displacement.

The full Ford Galaxie line for 1964 includes 16 models with 2- and 4-door sedans, hardtops, convertibles and station wagons (bottom photo). The completely restyled cars will appear in Ford dealer showrooms September 27.

Don't forget to Register for Valuable Prizes while looking at the New '64 Fords

SERVICE MOTOR SALES, INC.

MARSHALL, N. C.

Dealer Franchise No. 8888