



1966 Ford 7-Litre Convertible

Ford 7-Litre...either the quickest quiet car or the quietest quick car

Well, once again we've invented a new kind of car. It's not a competition car (that's why the overbore to 7 litres/428 cubic inches.) But it turns on like a competition car (after all, 462 pounds/feet of torque!) What it is is lightning without thunder. It *moves*—but it moves like mist over a millpond, smoothly, quietly, effortlessly!

It *stops*, too! Power disc brakes up front are standard. So are bucket seats. The V-8 comes in just one size, with a 4-barrel carburetor and the beefy bottom end that is

the heritage of Ford's tremendous competition program. But the lifters are hydraulic for silence' sake and even the dual exhausts are very discreet. You get your choice of convertible or two-door hardtop, four-on-the-floor or Cruise-O-Matic . . . and just about any other added pleasure Ford makes, including air conditioning.

You'll have to decide whether it's a cool hot car or a hot cool car. But one thing you're bound to decide—there just isn't anything else like it!

AMERICA'S
TOTAL PERFORMANCE CARS
FORD
MUSTANG • FALCON • FAIRLANE
FORD • THUNDERBIRD

***For the smoothest brute
on wheels,
add one cubic inch to 427***

Everybody knows our 427-solid lifters, headers, double four-barrels and all. That's a *strong* engine and it comes on like Saturday night in Stanleyville.

Well, we've got a bigger one here—one cube bigger which works out to 428 cubic inches or 7-Litres, which is its name. But there's a silk shirt over all these muscles. Hydraulic lifters. Single four-barrel. 10.5 compression. An exhaust that doesn't play "The Ride of the Valkyries." And a lot of civilized joy like front power disc brakes, standard. Bucket seats. Console shift. Choice of four-on-the-floor or Cruise-O-Matic. Really rich carpeting, vinyl interiors, special striping. In two flavors: Convertible or 2-Door Hardtop.

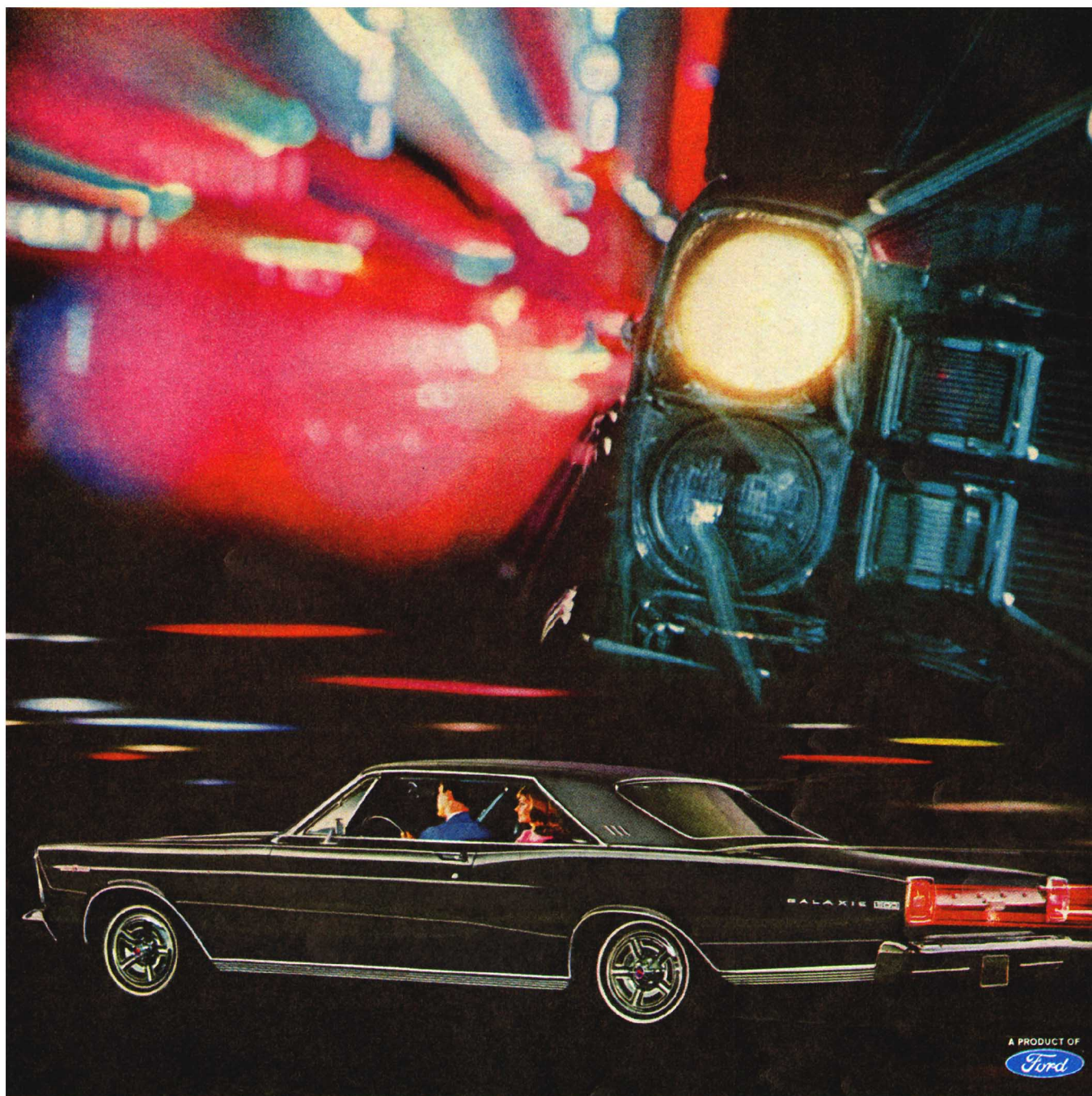
So now we've got a new kind of car: a brute—but a very, very smooth brute. A 97-pound girl can herd this 7-Litre and never know it has 345 horses and 462 pounds-feet of torque—unless she gets mad and stamps her foot. *Then* she'll know!

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1966 Ford 7-Litre Hardtop

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Well, once again we've invented a new kind of car. It's not a competition car (that's why the overbore to 7 litres/428 cubic inches.) But it turns on like a competition car (after all, 462 pounds/feet of torque!) What it is is lighting without thunder. It *moves*—but it moves like mist over a millpond, smoothly, quietly, effortlessly!

It *stops*, too! Power disc brakes up front are standard. So are bucket seats. The V-8 comes in just one size, with a 4-barrel car-

buretor and the beefy bottom end that is the heritage of Ford's tremendous competition program. But the lifters are hydraulic for silence' sake and even the dual exhausts are very discreet. You get your choice of convertible or two-door hardtop, four-on-the-floor or Cruise-O-Matic . . . and just about any other added pleasure Ford makes, including air conditioning.

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1966 Ford Galaxie 500 XL

Ford luxury comes in very sporty packages

XL, in one low, sleek, glittering, swift-moving package of performance—brings you more luxury than you might expect in such a decisively *go* car. Standard equipment includes: bucket seats; console shift; hefty 289 cu. in. V-8; Cruise-O-Matic transmission; deep wall to wall carpeting. You name it and you haven't named enough.

The 1966 XL offers still greater luxuries as optional equipment. You can order our new Stereo Tape system and get over 70 minutes of your favorite music on instant-

change tape cartridges. Completely automatic. You can have your XL air conditioned or equipped with front disc brakes, or a vinyl-covered hardtop roof. And more.

Something else you'll enjoy in the 1966 XL is a fantastically quiet ride. This results from Ford's advanced body-chassis-suspension engineering. Drive this 1966 Ford XL ...and listen! Just one quiet test drive can establish XL as the standard by which you judge luxury, performance, quiet ride, and value in any new car this year.

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Ford LTD, Daimler limousine and, in the distance, Lord Bath's manor house, "Longleat."

Ford's Quiet Man reports from England:

"Remarkable! I do believe your Ford is quieter!" exclaimed Lord Bath, surprised by the hushed performance of the Ford LTD.

England's 6th Marquess of Bath has a vast estate in Wiltshire and a 100-room manor house, built in 1556. He also owns a seven-passenger Daimler limousine, jet-black, leather-lined, the epitome of British tradition.

Would Lord Bath compare the quiet of his huge Daimler with the Ford? "Of course," he told the Quiet Man . . . but it was evident he didn't expect to be impressed. Nevertheless, he was. He drove the Ford, listening intently, rode in the Daimler, drove the Ford again and found it quieter. "How do you people do it?" he asked. "I mean, this Ford costs hundreds of pounds less than the Daimler, I should think, and you can't put all that amount of hand work into it, can you?"



"**Very simple,**" said the Quiet Man, and explained how Ford used computers to find the exact spot to place the thick butyl-rubber "pucks" between body and frame, eliminating almost all metal-to-metal contact between chassis and

body. How even the little gear that drives the speedometer cable is constructed of nylon, not metal. How Ford made the front wheels yield a little, horizontally, to take the thump out of bumps.

"**Remarkable,**" said Lord Bath . . . but what impressed him the most was the new optional stereo-tape system—not the fact that a tape cartridge played more than 70 minutes of music but the tremendous realism of the sound.

"**Really astonishing,**" he said . . . and you're certain to be astonished too, when you quiet-test an LTD at your Ford Dealer like the one that impressed the Marquess of Bath.





Villarceaux, built in 1755, is a jewel of French chateau architecture, is packed with period treasures in furniture, tapestries, paintings. The cars: a 1966 Ford XL and a hand-fitted Citroen Chapron, made by the greatest custom coachbuilder in France.

Ford's Quiet Man reports from France:

"I was sure the Citroen Chapron would be quieter, because it is hand-made," said Count de Villefranche... but the new Ford XL quickly changed his opinion!



The Quiet Man demonstrates Ford's new Stereo Tape System with a snap-in cartridge that plays more than 70 minutes of continuous music.

Count Emmanuel de Villefranche was amused when the Quiet Man, touring Europe, challenged him to test the extraordinary hush of Ford's 1966 XL...

but he was intrigued. The French nobleman has two chateaux on his 2000-acre estate, a town house in Paris, a villa in Rome... and a polished appreciation for everything that is excellent.

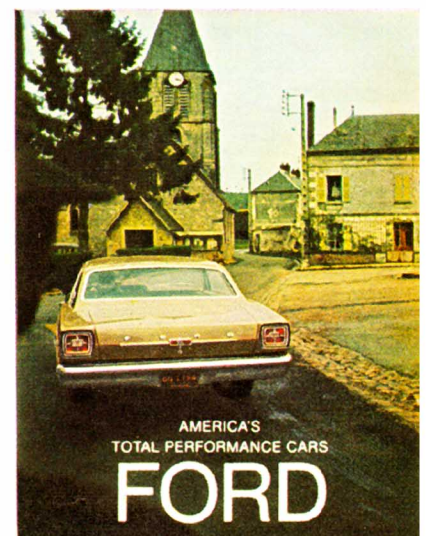
He met the Quiet Man at the gates of Chateau Villarceaux with the most exclusive car made in France today, a handcrafted Citroen Chapron "Majestie." The "springs" of this car are spheres of nitrogen, compressed by oil. The body is all leather-lined, even the roof, and every part is fitted by hand by Henri Chapron's 170 craftsmen.

It is a very quiet car. But when Count de Villefranche finished driving the Ford XL he said: "It seems to me most remarkable a factory-made car like this could be more quiet, more grand

luxé than a car made individually by the craftsmen."

The Quiet Man agreed that it is remarkable... but not when you consider the tremendous resources of Ford engineering, the great strength of the body, the refinements like "recessive" front wheels that flex horizontally a trifle to take the thump out of bumps.

Count de Villefranche was fascinated by the Ford, particularly by the new Stereo Tape System and its 70-minute snap-in tape cartridges. He exclaimed: "What wonderful sound... it is like the whole orchestra was in the auto!" You will be fascinated too, when you drive an XL like the one Count de Villefranche tested. Your Ford dealer has one waiting.





Ford's Quiet Man reports from Italy:

"To think that a Ford would be more quiet than my Lancia. Fantastico!" exclaimed the Contessa de la Boisserie.

The Countess was amused when the Quiet Man suggested a ride in his 1966 Ford XL. She drives a superb silver-blue Lancia Flaminia, one of the finest luxury cars in all of Italy. Still, the Countess was intrigued, and agreed to drive the XL.

"Really!" she cried when the ride was finished. "For the Ford to be quieter than my expensive luxury car...that is astonishing! A car must be very carefully made to be so quiet!"

The Countess put her finger on it: Quality. Ford creates quality

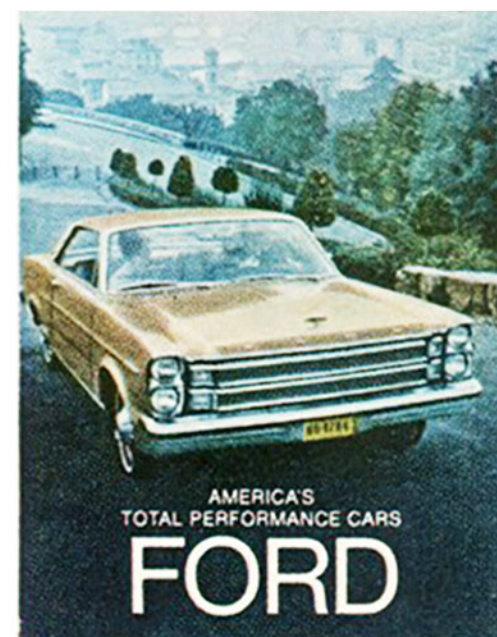


with a new-concept frame that "tunes out" vibrations. A super-soft coil-spring suspension and front recessive-wheel system that flatten out bumps. Wider fifteen-inch wheels that provide stability. It all adds up to an

aristocratic ride, a serene new assurance in road performance.

A patroness of the arts, the Countess was fascinated with Ford's optional Stereo Tape System. "Delightful!" she said, "So very much like hearing the actual orchestra...merveilleux!"

Marvelous is indeed the word for Ford's engineering quality. Why not take a test drive at your Ford Dealer and listen yourself to the astonishing hush of our XL? The Countess was impressed. You will be too.





Ford's Quiet Man visits Switzerland:

"Amazing! Your factory-built Ford is quieter than my custom-built car!" said Herman Graber, the great Swiss coach-builder.

Ford's Quiet Man had long been curious to compare the quiet quality of the Ford XL against the famous hand-crafted Alvis Graber. Herman Graber himself was curious. Our Quiet Man sniffed a real challenge here. Would Herr Graber go for a ride? **Jawohl!** Herman Graber drove the Alvis Graber, then drove the Ford XL, and made his judgment. "It is unique to see such a car come out of a factory and be so quiet... quieter than the car I custom build!"

Ford's Quiet Man explained that every angle of Ford engineer-

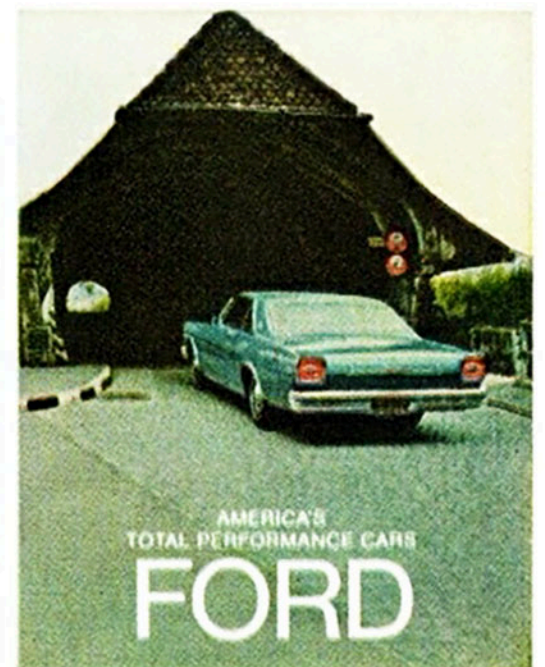


ing has been worked out to its logical conclusion: Quiet Quality. The front wheels "give" a little horizontally, to absorb jolts. A new-concept frame erases vibrations. Bumps get swallowed up in Ford's ultra-

soft suspension system. Result: an amazingly refined ride.

Ford's optional Stereo-Tape System caught Herr Graber's eye. Our Quiet Man played him a selection from his beloved Beethoven. "Wunderbar!" whispered Herr Graber. "I have never heard music so real in an automobile. Never!"

It takes a lot of car to generate enthusiasm in a master coach-builder like Herman Graber. Quiet-test the '66 Ford at your Dealer's and listen to the sound of quality yourself.





"Rob" Walker tells the Quiet Man how the Ford LTD compared with his own Mark 10 Jaguar.

Ford's Quiet Man reports from England:

"What, your Ford quieter than my Jaguar? Not jolly likely!" said Rob Walker... but then he drove the Ford



"Rob" Walker was delighted by the Ford Stereo-Tape System that plays more than 70 minutes of music.

British auto sportsman R. R. C. Walker has had a life-long devotion to fine machinery. Obviously, he knows something about cars... but one thing he didn't know was how remarkably quiet the 1966 Ford is.

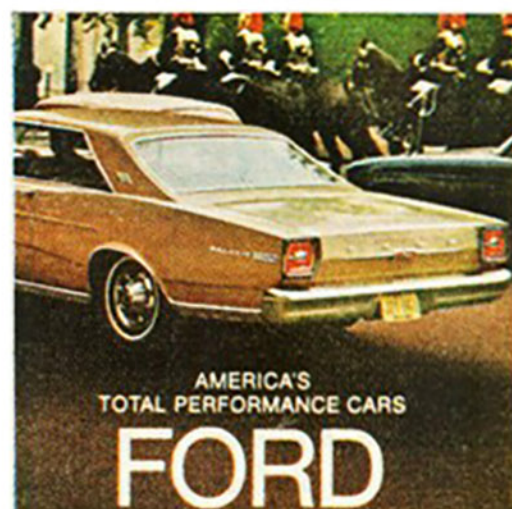
Naturally he was skeptical when Ford's Quiet Man, touring Europe, suggested a comparison between a Ford LTD and Walker's own Mark 10 Jaguar. At Stockton House, his family's Elizabethan manor, Walker drove both cars, very precisely and

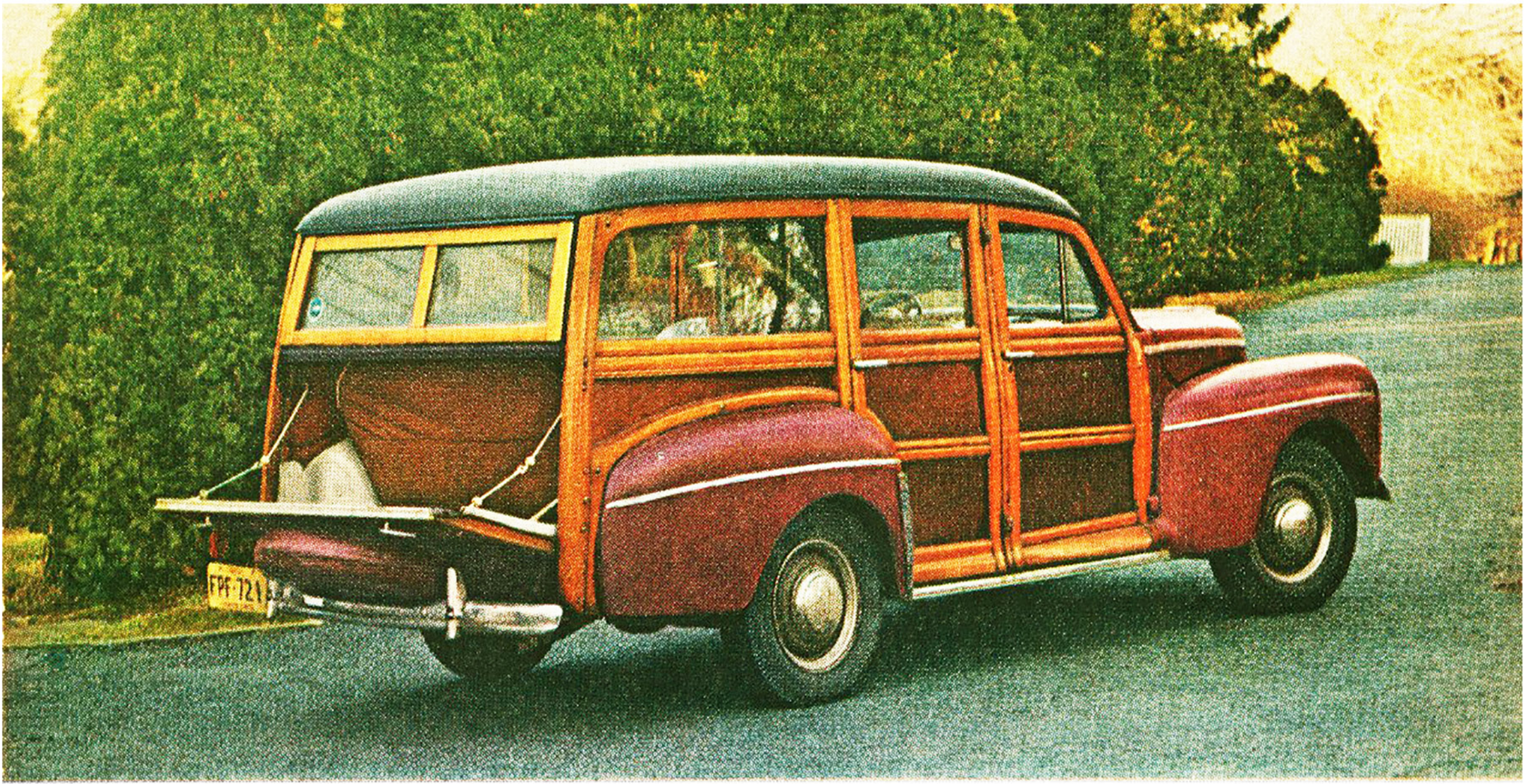
thoughtfully. Then he said: **"This is really astonishing**... I believe this Ford of yours really is quieter. Astonishing! Let's try them again."

No wonder Walker was astonished; he knows that his Jaguar is one of the world's great cars and that quiet is the hallmark of quality in cars. Ford's quality, the Quiet Man explained, is the result of great basic strength and sound over-all engineering, plus hundreds of individual refinements.

Conduct your own quiet

test on a smooth LTD by Ford. The chances are you, too, will say "astonishing."





1946 Ford Station Wagon

Classic



1966 Ford Country Squire

Son of Classic

Since 1929 when Ford invented the mass-produced station wagon, Ford wagons have been the standard of quality...the prime innovators year after year. A quick test drive in any one of thirteen Ford models tells why Fords outsell every other station wag-

on made. Even apart from the unique Magic Doorgate (swings down for cargo, swings open for people) and the unique dual-facing rear seats, these '66 Fords are classics. Best looking. Best selling. Best of Breed. **You're ahead in a Ford all the way!**

