

Ferndale Gazette April 23, 1964

THE 1964 FORD  
**MUSTANGS  
 ARE  
 HOT!**

BUT SO ARE  
 ALL OF FORD'S  
 MODELS

Because of the Great  
 Acceptance of Ford's All  
 New

**MUSTANG**

We Are Forced to Bal-  
 ance Our Present Inven-  
 tory.

THEREFORE WE  
 ARE OFFERING  
**TREMENDOUS  
 SAVINGS**

ON ALL OTHER NEW  
 MODELS NOW IN  
 STOCK

**WEEKEND SPECIALS**

NEW '64 FALCON

**\$1757**

NEW '64 FAIRLANE

**\$1922**

NEW '64 FULL  
 SIZE FORD

**\$1960**

Ferndale Historical Society

**BRAND NEW  
 1964  
 GALX. "500"  
 CONVERTIBLE**

**\$2421**

THIS OFFER GOOD  
 FRI., SAT. AND  
 MON. ONLY

**ED  
 SCHMID**  
 FORDLAND  
 JO 4-6420  
 LI 3-2100  
 WOODWARD  
 NORTH OF 8 MILE  
 FERNDALE

Ferndale Gazette April 30, 1964



... Around  
 the world  
 there is **NO  
 Better Deal  
 Anywhere!**

HODGES  
 ONE OF THE WORLD'S  
 LARGEST DODGE DEALERS

**NOT A DEMO —  
 NOT A SLIGHTLY USED  
 BUT A BRAND NEW**

**'64 DODGE DART**

ONLY **\$1,695<sup>60</sup>**

INCLUDES—SEAT BELTS  
 AND ALL STANDARD EQUIPMENT

All Other Models at Comparable Savings

**WE BELIEVE . . .**

- That everyone wants the best possible deal on a car—  
 we can give it due to our volume.
- That buyers do appreciate honest ethical dealing—we  
 guarantee this!
- That buyers appreciate honest advertising—we guarantee  
 to deliver what we advertise.
- That people prefer to buy where they know they can buy  
 with confidence—after 40 years as a dealer we have a  
 reputation of which we are proud!
- That people are entitled to good service after they buy—  
 we have the finest service available. **OPEN DAYS AND  
 EVENINGS 'TIL 1:30 AM—ALL DAY ON SATURDAY.**  
 A gorgeous waiting room with air-conditioning and tele-  
 vision for your comfort.

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**WE WILL NEVER BETRAY  
 THE FAITH AND CONFIDENCE  
 OF OUR CUSTOMERS.**

**WE ASK ONLY . . .**  
 for the opportunity to prove these  
 statements.  
**Before you buy any car anywhere see us!!!**

**EARL ORR'S  
 HODGES DODGE, INC.**

23000 WOODWARD—FERNDALE  
 JO. 4-6605 LI. 1-3032



THOUSANDS OF CARS TO CHOOSE FROM! Jam-packed Ford Dealer storage lots like this one will empty fast at today's close-out prices. Don't wait—pick your car . . . pick your color . . . pick your equipment . . . and get it now while the getting's good!

# HURRY!!!

## Just 17 more days to save on a clearance-priced '64 Ford!



FORD GALAXIE 500/XL 2-DOOR HARDTOP

Now . . . end-of-year savings on '64 Fords, Fairlanes and Falcons! Entire stock must go to make room for the '65s. Every last car bargain-priced to sell and sell fast. Great selection! Hardtops, sedans, wagons, convertibles! Good choice of colors and equipment. Don't delay! When these cars are sold, the '64 bargain-hunting season will be over. See your Ford Dealer now. Get the best price of the year on the Ford of your choice. Hurry!



Ferndale Historical Society



**IMMEDIATE DELIVERY...CHOICE OF BUDGET PLANS**

# ED SCHMID FORDLAND

Woodward Just North of 8 Mile

LI 3-2100

**now! the beautiful shapes for '65**



'65 Chevrolet Impala Sport Sedan

**Chevrolet Impala '65**

One look at it and—presto—last year's crop of cars seem like something that happened a long time ago. It's longer, lower, wider—with the kind of interior comforts that'll have many an expensive car wondering why it didn't think of them first: More shoulder room, more leg room up front and (thanks to a smaller floor tunnel) more foot room too. Curved side windows, rich new fabrics and an instrument panel that's a conversation piece all by itself (in the *Impala* series it has the look of hand-rubbed walnut): In fact, just about everything's new right down to the road. And even that'll seem newer because this year Chevrolet's Jet-smooth ride is smoother than ever. But if all this seems like a bit too much to remember, don't try: Just take a drive at your dealer's: It'll all become unforgettable!



'65 Chevrolet Malibu Super Sports Coupe

**Chevelle Malibu '65**

New style, new ride—and plenty of V8 stuff. Here are all the things that have made *Chevelle* America's most popular new-sized car—plus some new surprises that promise to make it come on stronger than ever for '65. Like those cleaner, bolder lines. Like the silky way it skims over the choppiest roads (Thanks to softer coil springs and other suspension system refinements, *Chevelle* now rides with a serenity you'd expect only in a bigger, heavier car.) Like V8 power that'll make you think we stole some of *Corvette*'s stuff—which we did. All told, five different power plants are now available from a quieter six to a V8 that comes on with 300 horses strong. Some people might have expected us to stand pat after introducing a new this successful last year. One short drive will show you how wrong they were.



'65 Chevy II Nova 4-Door Sedan

**Chevy II Nova '65**

It may very well be the expensive-est looking thrift car you've ever laid eyes on. But thrifty it is. The big difference this year being that *Chevy II*'s marvelous mechanical efficiency now comes decked out in a debonair new look. And to keep things in stride under the hood, there's a new range of six engines available, no less, including a new 300-hp V8. Of course, you still get those famous *Chevy II* maintenance reducers—like self-adjusting brakes, long-lived exhaust system, battery-saving Delco-tron generator. But if you go by all the fine new features, you could get the idea that saving you money was about the last thing we had in mind when we built this one. And in a way it was: Right up until we pasted the price sticker on the window.



New top-of-the-line Corvair Corsa Sport Coupe

**Corvair Corsa '65**

There's never been a *Corvair*—or any other car—like it. The entire line now sports a totally new *Body by Fisher*, styled with fresh, sophisticated flair that would set a European's pulse fluttering. The longer, wider design gives all *Corvair* closed models a thin-line hardtop roof, accented by frameless curved side windows. It also allows more shoulder and entrance room. And to go with the racer look, there's up to 180 hp available in the new *Corsa* series, up to 140 hp in the *Monza* and *500* series. Also a flatter riding independent suspension system, bigger self-adjusting brakes, more responsive steering—all solidly buttressed by a wider road stance for '65: Truth is, you've got to drive this one to believe it!

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**See 5 beautiful shapes for '65—Chevrolet, Chevelle, Chevy II, Corvair & Corvette—at your dealer's**

# Plymouth presents The Roaring '65s

4 new kinds of Plymouths, 60 new performers in all!

Ferndale Historical Society



Sport Fury  
2-door Hardtop



Belvedere Satellite  
2-door Hardtop

## '65 Belvedere

The new way to swing without going out on a limb.

Belvedere is another complete line of 1965 Plymouths. There's Belvedere I, Belvedere II, and Satellite. 18 models. Overall length: 203.4" for sedans, 208.5" for wagons. Engines go from a 225-cu.-in. "6" to a 426-cu.-in. Commando V-8.



Barracuda 2-door Sports Hardtop

## '65 Barracuda

The fast-moving new fastback that seats 5 and is priced under \$2500.\*

Barracuda comes in the 2-door Sports Hardtop model. Engines go from a 225-cu.-in. "6" to a 273-cu.-in. Commando V-8. Front bucket seats, fold-down rear seat for 7 feet of cargo space, and tinted glass in rear window are standard.

\*Priced under \$2500\* is based on Manufacturer's Suggested Retail Price for 6-cylinder model, exclusive of destination charges, state and local taxes, if any, whitewall tires, wheel covers, back-up lights, racing stripes, and other optional equipment.

See Plymouth in action on The World Series, NCAA Football, and The Bob Hope Show.

## '65 Fury

It's the flame on the torch.  
The top of the top.  
The biggest, plushest Plymouth ever.

There's Fury I, Fury II, Fury III, and Sport Fury. 22 models. Overall length: 209.4" for sedans, 216.1" for wagons. Engines go from a 225-cu.-in. "6" to a 426-cu.-in. Commando V-8.



Valiant Signet  
2-door Hardtop

## '65 Valiant

The compact that hasn't forgotten why you buy a compact.

There's Valiant 100, Valiant 200, and Signet. 18 models. Overall length: 188.2" for sedans, 188.8" for wagons. Engines go from a 170-cu.-in. "6" to a 273-cu.-in. Commando V-8.

THE ROARING '65s  
FURY  
BELVEDERE  
VALIANT  
BARRACUDA

Something for everyone...see them tomorrow!



**Plymouth**



## Jaguar's Line for 1965

Three models in the Jaguar line are the XK-E Roadster (foreground) the 3.8'S' Sedan (left) and the luxury 4.2 Sedan (right). Major changes in the 1965 line include for the 4.2 and XK-E a more new powerful engine, the addition of an alternator and servo-assist for the 4-wheel disc brakes. The 4.2 Sedan also has an improved automatic transmission and a variable ratio power steering system. Other new features on the XK-E are improved bucket seats, a fully synchromesh 4-speed transmission and aluminized mufflers. The 3.8 'S' and the smaller version 3.8 Mark II Sedans continue unchanged for 1965. Price range for the Jaguar line is from \$5100 to \$7000.

See them at

**FALVEY MOTOR SALES CO.**

22600 Woodward . . . Ferndale

or at the

**DETROIT AUTO SHOW**

**DETROIT ARTILLERY ARMORY**

**January 9-17**

Ferndale Historical Society



**HURRY! HURRY! HURRY! HURRY!**

# 1965 CHEVIES!

**YEAR-END CLEARANCE**

NO ONE . . . NO WHERE . . . NO PLACE . . .  
Can Sell You a New Chevy for Less Than

## FLOYD FOREN CHEVROLET

"OAKLAND COUNTY'S TOP VOLUME DEALER"

ENTER OUR "MONEY BACK" CONTEST  
Come In Today for Full Details!

Now You Can Get the Car You Want at the Price You Want

Ferndale Historical Society

**CHEVROLET** 22346 WOODWARD, FERNDALE  
(4 Blocks South of 9-Mile Road)  
JO 4-5575 LI 7-6500 **CHEVROLET**



# IT'S 'TINY-PRICE-TAG' TIME AT FLOYD FOREN CHEVROLET!

## BUY NOW! PAY LESS!



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### CHOOSE FROM OVER 200 NEW '65 CHEVY'S

A REAL SAVINGS  
AT

**\$1998**

TOP OF THE  
CHEVY LINE ONLY

**\$2489**

A REAL SPORTS  
BEAUTY ONLY

**\$2399**

A WAGON FULL  
OF VALUE

**\$2295**

SAVE

**\$839**  
ON THIS BEAUTY

EXAMPLE:  
STOCK NO. 2715

#### CHEVY II 2-DOOR SEDAN

Beautiful Artesian turquoise with matching interior equipped with Powerglide transmission, deluxe heater, 3-speed wiper washers, back-up lights, outside rear view mirror, inside non-glare mirror and seat belts.

EXAMPLE:  
STOCK NO. 3042

#### IMPALA SPORT SEDAN

Artesian turquoise with matching trim, equipped with 8-cylinder 283 cu. in. engine, Powerglide transmission, two-speed wiper washers, parking brake signal, deluxe heater, seat belts, back-up lights and electric clock.

EXAMPLE:  
STOCK NO. 3085

#### NOVA SUPER-SPORT COUPE

Equipped with bucket seats, front console, 327 3-cylinder engine, Powerglide transmission, 3-speed wiper washers, outside mirror, inside non-glare mirror, back-up lights, seat belts and whitewall tires.

EXAMPLE:

#### NOVA STATION WAGON

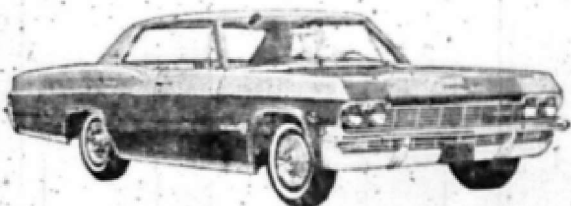
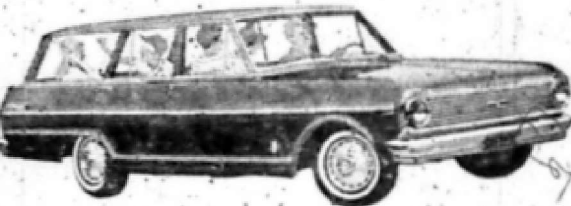
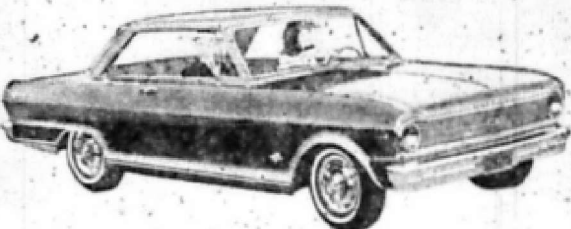
Choice of 2 colors. Powerglide heater, 3-speed wiper and washers, outside mirror, day and night mirror, back-up lights.

EXAMPLE:  
STOCK NO. 2895

#### IMPALA SPORT SEDAN

AIR CONDITIONED. Opportunity of the year at savings you can't overlook. Beautiful Stone, mist blue bottom with white top, 4 seasons air conditioning, 8-cylinder 327 engine, Powerglide transmission, power steering, power brakes, padded dash, back-up lights, outside mirror, inside non-glare mirror, 3-speed wiper washers, tinted glass, seat belts, front and rear fenders, long range horn, rear window defroster, AM and FM radio with rear speaker, adjustable comfort steering wheel, oversize whitewall tires.

MODEL  
CLOSE  
OUT  
SALE



And Remember— No One . . . Nowhere  
. . . No Place . . . Can Sell you a Chevy  
for Less Than —



LI 7-6500

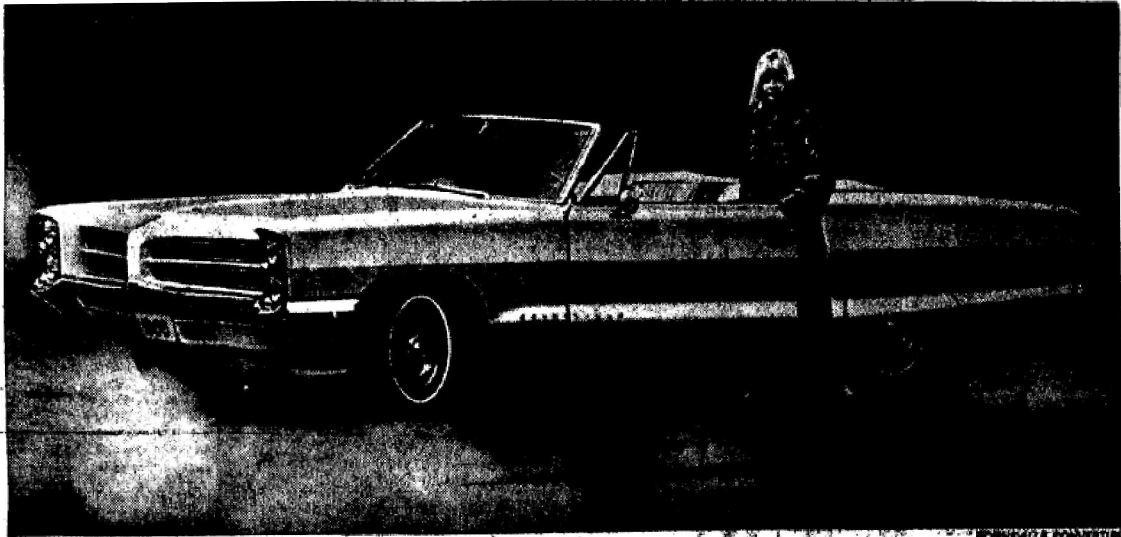
## FLOYD FOREN CHEVROLET



22346 WOODWARD, FERNDAL (4 Blocks South of 9-Mile Road)



JO 4-5575



## The tiger scores again!

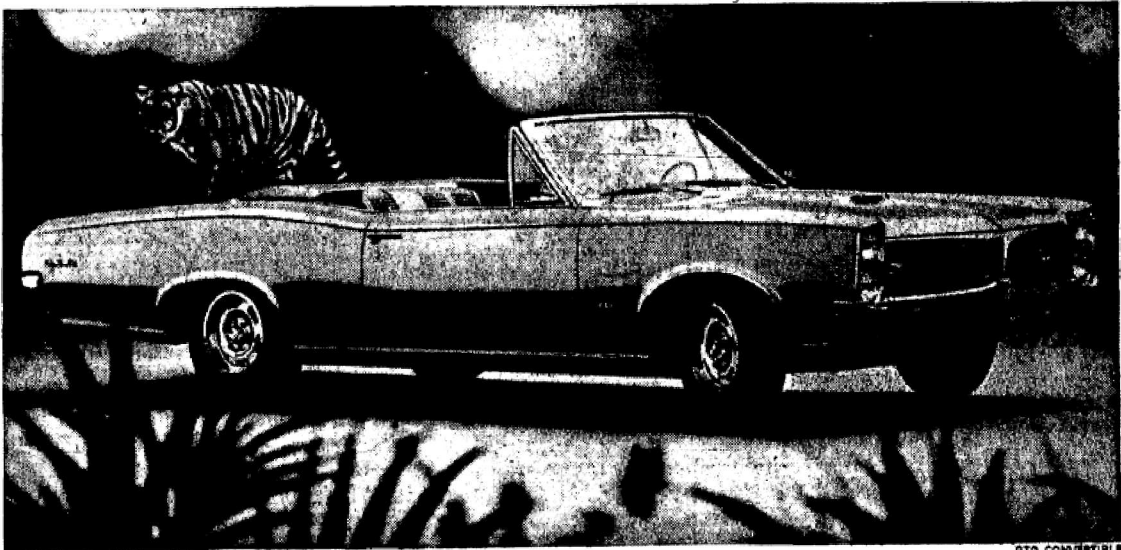
It's dramatically fresh and new, but still very, very Pontiac. That's written all over it, from the no-doubt-about-it new front end to the trimly tailored rear. (Did you think for one minute that we'd leave out the unique Pontiac styling character you like so well? Never!)

Another nice thing about the '66 Pontiacs is that there are more of them—3 new super-sumptuous Broughams and 4 Ventures. And, of course, for you

other Pontiac lovers we've got a bright new Grand Prix, new Catalinas, new Star Chief Executives—all with new Wide-Track ride and improved cat-

quick handling. But you'll discover those things when you slip behind the wheel and turn a new '66 tiger loose. **Wide-Track Pontiac/'66**

Ferndale Historical Society



## and again!

You're looking at the newest thing in tigers. Sleek, lean-muscled new style. New power that starts with a revolutionary new kind of six and ranges through four V-8's. Crisp curves shape the new silhouette, and the sports coupe sports a smartly recessed rear window.

Pontiac's revolutionary overhead cam six acts more like a V-8, looks like no six you ever saw, and still remembers that saving is what six buyers

buy sixes for. Delivers 165 hp (or you can specify the sports package which includes the 207-hp version). And it's standard on all Tempests,

Tempest Customs and Le Mans. V-8's? Up to 360 hp in the GTO. See all the '66 tigers in tiger country today. **Wide-Track Pontiac/'66**

Come to tiger country. See all the Wide-Track tigers at your Pontiac dealers.

### HIGGINS PONTIAC CO.

23225 WOODWARD AVE.

FERNDALE 20, MICH.

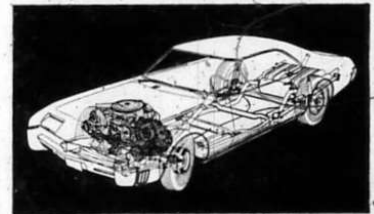


# Speculation's over! Toronado is here!



**New one-of-a-kind car... engineered by Oldsmobile!**

Speculation's over. Toronado's here! New proof of Oldsmobile engineering leadership. Only full-size car with front wheel drive. Gives you up-front traction... flat floors... six-passenger spaciousness! Plus exceptional stability... the year's most advanced styling! All on a big 119-inch wheelbase - powered by a 385-hp Rocket V-8! Rumor's over. Toronado's here! At your Dealer's... **LOOK TO OLDS FOR THE NEW!**



Another first from Oldsmobile! Toronado, only fullsize car with front wheel drive! Engine, transmission, differential and steering are all up front... to put the traction where the action is!

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*STEP OUT FRONT IN '66... in a Rocket Action Car!*



TORONADO • NINETY-EIGHT • DELTA 88 • DYNAMIC 88 • JETSTAR 88 • CUTLASS • F-85 • VISTA-CRUISER • STARFIRE • 4-4-2

**OLDSMOBILE**

GREAT TIME TO GO WHERE THE ACTION IS... SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER TODAY!

**GAGE OLDSMOBILE, INC., 21710 WOODWARD AVE., FERNDAL**

**THIS 1966 ROCKET OLDSMOBILE IS HERE! SEE THEM... DRIVE THEM AT THE OLDSMOBILE DEALERSHIP NEAREST YOU!**

# VOLUME MAKES MOTOR HISTORY!

Ferndale Historical Society

**HIGGINS PONTIAC** (Lewiston)

**HODGES RENAULT**

**CAMBOURNE**

**HODGES DODGES**

**BRECKENRIDGE**

**FALVEY MOTOR SALES** (Saratoga)

**ALBANY**

**ACADEMY**

**FLOYD FOREN CHEVROLET**

**GAGE OLDSMOBILE** (SILWAN)

**ED SCHMID FORDLAND**

**JEWEL**

**FALVEY AUTOS INC.** (WEBSTER)

**9 MILE ROAD**

**8 MILE ROAD**

**WOODWARD AVENUE**

*It's not only the glamour-side of these agencies that have made motor history . . . Each and every service department has done its share to keep car buyers happy and coming back year after year. Why not? They're the most complete and modernly equipped in the metro-Detroit area. And the service is fast!*

## A BARGAIN-FUL OF THANKS . . .

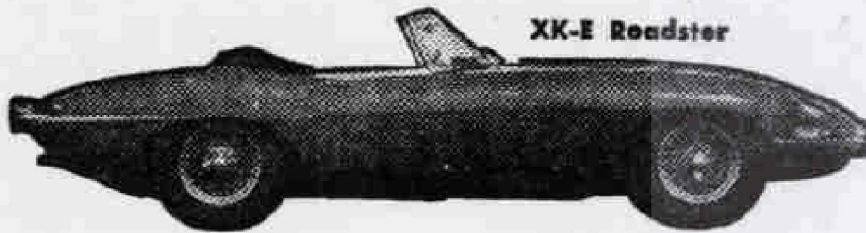
Along with the other Ferndale Merchants we appreciate the support of all the thousands of folks who've made it possible for us to have our greatest year! And we want to show it . . . stop by tomorrow . . . and let us prove it.

- |   |   |  |   |
|---|---|--|---|
| <b>ED SCHMID FORD INC.</b><br>21600 WOODWARD        | <b>GAGE OLDSMOBILE INC.</b><br>21710 WOODWARD | <b>HODGES DODGE INC.</b><br>23000 WOODWARD         | <b>FALVEY MOTOR SALES CO.</b><br>22600 WOODWARD |
| <b>FLOYD FOREN CHEVROLET INC.</b><br>22346 WOODWARD | <b>HIGGINS PONTIAC CO.</b><br>23225 WOODWARD  | <b>HODGES FOREIGN SALES INC.</b><br>23100 WOODWARD | <b>FALVEY AUTOS INC.</b><br>21425 WOODWARD      |

# FERNDALE MOTOR MILE

**AMPLE PARKING**

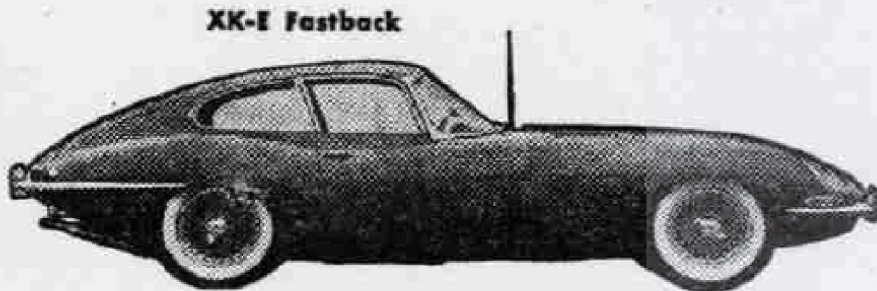
# WHICH JAGUAR SUITS YOU BEST?



XK-E Roadster



XK-E 2+2



XK-E Fastback

Ferndale Historical Society

Whether you choose the award-winning XK-E Coupe (first of the fastbacks), the low-slung XK-E Roadster or the XK-E 2+2 family coupe, you are buying a truly elegant sports car. What makes the 2+2 a family car?

- We have added 2" of height for headroom
- Dual drive, console mounted automatic transmission or the standard 4-speed fully synchro transmission
- 2 new fully upholstered rear seats
- 9" longer than the XK-E for increased luggage space with rear seats forward.

Just spend five minutes behind the wheel of a Jaguar XK-E and see for yourself. Drive away in the one that suits you. From:

## FALVEY MOTOR SALES COMPANY

22600 Woodward (near 9 Mile rd.) Detroit 20, Michigan, Tel. 313 LI 3-5000

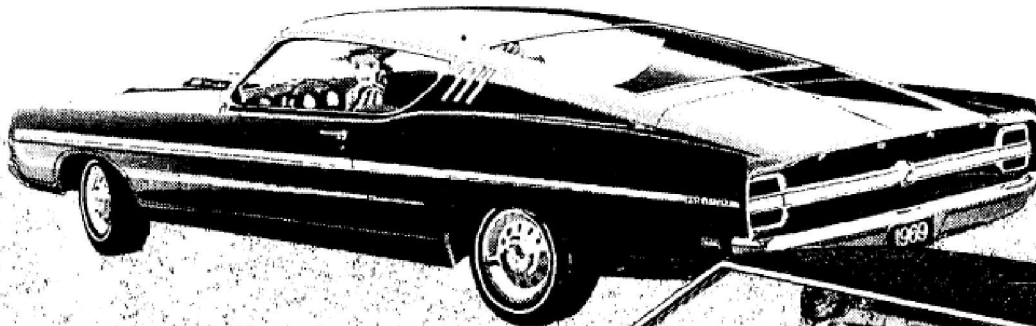
*Ask about our money-saving, tax-free, overseas delivery plan.*



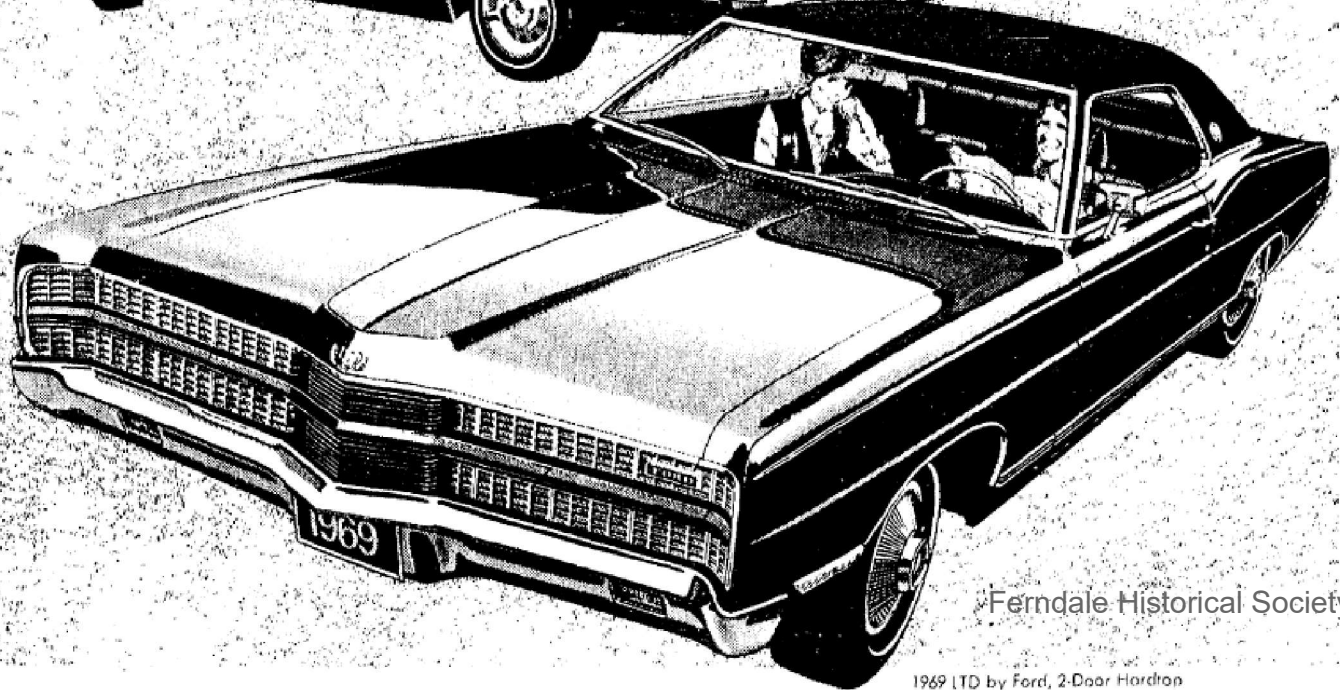


1969 Mustang SportsRoof

# THE '69 FORDS ARE HERE TODAY!



1969 Torino GT SportsRoof



Ferndale Historical Society

1969 LTD by Ford, 2-Door Hardtop

**1969 Mustang.**  
All new, all over! 5 great models.  
More engines than ever.

They're like no Mustangs you've ever seen before! Longer. Wider. Roomier, front and back. And far, far sportier. Take the new Mustang Mach I. Or luxurious Grandé. Choose hardtop, sports-roof or convertible. Then dip into a long list of options and design your Mustang.

**1969 Torino.**  
The winner's back for more...  
with two hot new Cobras to boot!

Torino for '69 comes on just as hot or as luxurious as you please. Engines range all the way up to a 428-cu. in. Cobra Jet Ram-Air V-8. For Torino spirit with extra savings added, choose from eight new '69 Fairlanes. See all 52 of the new '69 Fords today.

**1969 Ford.**  
Longer. Wider. Quieter.  
And alone in its class.

For 1969, Ford tracks as wide as Cadillac. Smooths your ride with a longer wheel-base than Chevrolet. Has more front headroom and legroom than a Chrysler Imperial. The '69 Ford LTD is designed to ride even quieter than the LTD that rode quieter than Rolls-Royce.



The place you've got to go to see what's going on-Your Ford Dealer.

Please Support Ferndale's Historical Museum ~ Page 12 of 10

# Congratulations Ferndale **AUSTIN AMERICA**



You've seen IT on TV and read about IT in all the leading magazines — Now you can have immediate delivery on the only imported car with AUTOMATIC TRANSMISSION as standard equipment. the **AUSTIN AMERICA.**

**\$1845** P.O.E.

## **FALVEY IMPORTED CARS**

**22600 WOODWARD**

Ferndale Historical Society

**LI 3-5000**