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Now
you'll have to
listen 17% harder
to hear a
Galaxie
whisper



Its silence whispers quality . . . for there is no surer proof of the care with which a car is built than the quiet with which it runs. A decibel meter in the

front seat revealed a 1962 Galaxie is 17% quieter than last year; the built-in protection of twice-a-year—or 6,000 mile—maintenance insures it will stay quiet.

How did America's quiet car get even quieter? It took a "tuned" frame, a nylon dot, a fiber sandwich—and new advances in Ford's new science of automatic quality.

It is perfectly true that last year's Galaxie was so astonishingly quiet it made the \$10,000 cars of only a few years ago seem crude by comparison. But it also is perfectly true that *this* year's Galaxie is substantially quieter . . . 17% quieter in the front seat, 21% quieter in the rear seat.

No one big invention made the difference. These cars move like a silk banner in a summer breeze because hundreds of little things were improved, because Ford's quality control is now the highest in the industry . . . and because Ford has made silence *automatic* by ingenious design techniques.

A tiny blob of nylon is one example of this new approach. You see it illustrated on the finger at right: a "sleeve nut" that connects a rod and lever in the door latch. In 1961 this connection was made by a metal spring clip; no matter how carefully made or fitted there was always the possibility of wear . . . and a faint little vibration. Now the rod snaps into a hole in the soft nylon nut, the nylon snaps into the lever . . . and

there is no possibility of metal-to-metal contact.

We also have taken one of the largest things in a Galaxie, the frame, and "tuned" it by designing in a minute degree of flex. Thus it becomes a giant spring, over 16 feet long, that blots up road noises that get past tires, springs and shock absorbers.



New nylon "nut" helps soundproof doors.

The "fiber sandwich" is a ½-inch thick batt of textile fibers that runs from the top of the toe board on down under the front seat. When you realize this is sandwiched between a double-ply layer of waffle felt deadener *and* a thick jute blanket *and* covered by the floor mat you stop wondering why any Galaxie engine is so hard to hear.

These are merely three examples from thousands, all devoted to the single aim of making a Galaxie quiet. It would take a library to tell the whole story, to even begin to sum up Ford's standards of craftsmanship . . . but the result is beautifully, silently obvious the moment you take the wheel.



Galaxie by Ford