



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.

