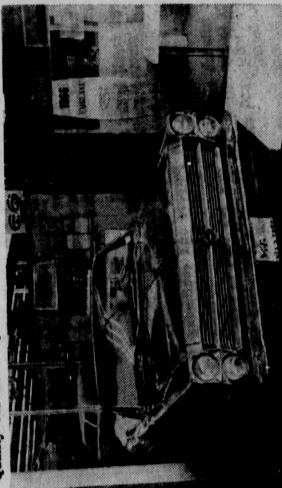


# SERVICE IS REALLY OUR FIRST CONCERN!



The only one of its kind. Take a look and you'll agree. There really is something extra special about Vel's Ford-Most Service Center. 35,000 square feet of service area fully air-conditioned under roof. Forty stalls. Twenty bays. Special lifts for servicing trucks and heavy duty equipment. Two dynamometers. Bear Alignment and Sun Performance equipment. Special tools for the special skills of your Ford Factory Trained Mechanic here at Vel's Ford-Most Service Center.

Next time you drive in Vel's Service Center take notice of the Red Carpet Lane in our Service Driveway. This Red Carpet Lane is the exclusive driveway for every Vel's Ford customer. It tells our service personnel that you are one of our very special people, and it leads you to RED CARPET TREATMENT at Vel's Ford, the finest Ford Quality Car Care anywhere.



Here's our New Car Showroom Floor — large enough for only one car. Certainly we sell hundreds of new and used cars every month. Nonetheless, we believe our greatest investment should be in our service facilities. That's why our Service Department is forty times larger than our Showroom Floor.

**FROM A SIMPLE LUBE JOB TO A COMPLETE OVERHAUL**  
**VEL'S FORD IS AT YOUR SERVICE**

## TWO WHAT?

Two Dynamometers, that's what! What do they do? Well, they enable the Service Technicians here at Vel's Ford to power tune your car under load — to diagnose and analyze any engine, power train or other mechanical problems that may exist in your car under the same driving conditions you experience on the road. A dynamometer is the ultimate in modern auto diagnostic equipment. Not one, but two are at your service here at Vel's Ford, the only dealership West of the Mississippi offering you complete Ford Quality Car Care.



## What Do You Buy . . .

when you buy an automobile? Do you buy a small down payment? High trade allowance? Low monthly payments? Thousands of bolts — pieces of sheet metal welded and joined together?

**WE PREFER TO BELIEVE THAT YOU BUY TRANSPORTATION!** Transportation that should always be dependable — enjoyable — is your best deal unless it includes — along with the bargain price — easy terms — and high allowance — the finest quality car care facilities of Vel's Ford-Most Service Center, the largest — most complete Ford Service Facility in the land. When you buy at Vel's Ford you buy with the confidence that this unique Service Center and its specialized staff stands ready to give you absolutely the finest Ford Quality Car Care.



Vel's Front End Department Bear Teller



Value Sealed Used Car Reconditioning Department



New Car Get Ready Department



SAFETY ONLY  
 Vel's Parts Department  
 Jim Cook, Mgr.

## SAFETY FIRST . . .

That's your motto, Vel's Free Safety Lane is a busy spot — checking out all the safety components of your New Ford or fine Value Sealed Used Car. Brakes — steering — suspension — lights and electrical system. You're more secure in the knowledge that your New Ford or Value Sealed Used Car has been SAFETY CHECKED at Vel's Ford.

How about your present car? Want to have it safety checked at Vel's Ford? Drive in anytime — nine till five weekdays. It's another free service of your Ford-Most Service Center.

## They Won't Throw Your Keys on the Roof!

New sales record every month. Seventy-two per cent repeat and referral business. These are the gentlemen who make your car purchase a real pleasure.



Al Byfle  
 Gen'l. Sales Mgr.



Byron Henry  
 Used Car Mgr.



Lee Jones  
 New Car Sales Manager

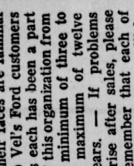


Howard Brink  
 Truck Sales Manager



Mr. Henry Dwyer  
 Truck Sales Manager

Check Fisher, Transportation Dept.



Sam Veccone  
 Truck-Fleet-Leasing Branch Dept.



Jim Norton  
 Used Car Sales Manager



Paul Henry  
 Used Car Sales Manager



Sandy Bank  
 Credit Manager

Their faces are familiar to Vel's Ford customers as each has been a part of this organization from a minimum of three to a maximum of twelve years. — If problems arise after sales, please remember that each of these gentlemen will be pleased to assist you.

**AT YOUR SERVICE FOR YOUR EVERY AUTOMOTIVE NEED**

# RELAX!

## LET'S WATCH TELEVISION

Nothing like enjoying all the comforts of home, and you wait for your car when it's being serviced at Vel's. You'll find this relaxing and enjoyable environment in our Television and Reading Lounge. There's even a special area for the youngsters, our Kiddie Korner. So, make yourself right at home — next time you bring your car in for service at Vel's Ford.

## DON'T COOK TONIGHT!



A refreshing cup of coffee or a soft drink — piece of home-made pie or cake — hamburger or a full course meal — what is your pleasure? You'll find a full menu of tasty and tempting treats in Vel's Shack and friends. . . . serving breakfast — lunch and dinner from 8:30 a.m. until 6:00 p.m. Monday through Friday.

**COME IN LET'S GET ACQUAINTED**

## From the Friendly Smile That Greets You

Friendly — prompt — and courteous attention. That's what we always try to offer to all our Sales and Service customers. . . . Our Service Cashier will be happy to explain your service charges and assist you in every way possible when you pick up your car.



Lellie Packard, Business Mgr.  
 Doris Houston, Office Mgr.

## To the Behind the Scenes Helping Hands



This is the remainder of Vel's Ford Office Staff. Most of these ladies have been with Vel's organization for a good many years. Occasionally a problem arises involving your car insurance coverage after registration and transfer, new car title and so forth. These ladies are here to answer your questions and help solve your problems in the most efficient manner. Our office hours are from 8:00 a.m. until 5:00 p.m. Monday through Friday.