

1964 Genuine

# FORD AIR CONDITIONERS

- 1** Ford Air Conditioners    **2** SelectAire Conditioners  
**3** Rotunda Truck Air Conditioners

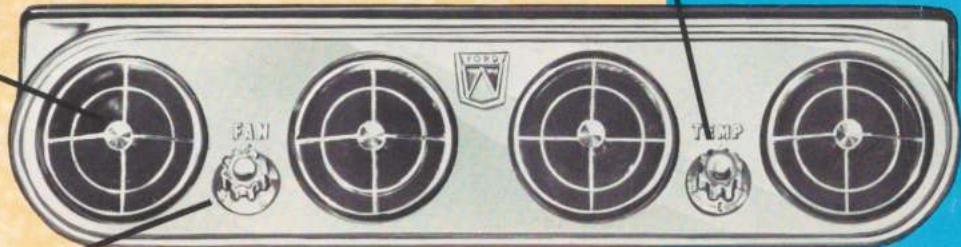
For the inside story on why a Ford Air Conditioner is your "best buy," see pages 4 through 8.

ENGINEERED SPECIFICALLY FOR FORD CARS AND TRUCKS

## 1964 FORD AIR CONDITIONERS offer high quality at low cost

Four front registers can be rotated up — down — sideways — as desired. For example, the two center registers can be used to direct cool air toward the rear . . . the outside registers can be directed toward the driver and front seat passenger.

"Fan" control provides choice of three blower speeds.



Temperature control enables you to quickly dial the cooling position of your choice.

The two easy-to-adjust side registers provide quick cooling to the feet of the driver and front seat passenger.

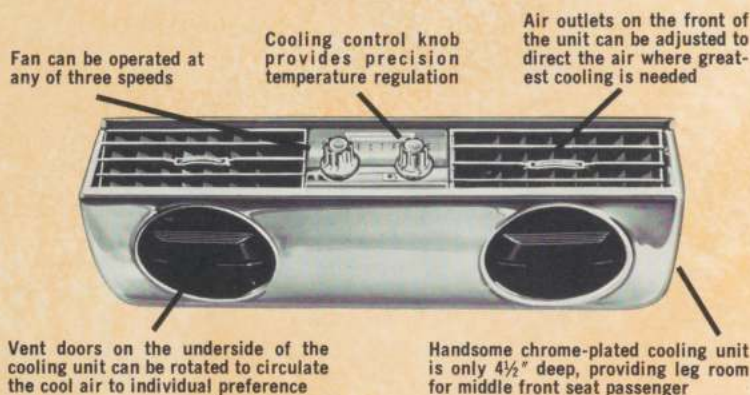
Compact design fits neatly under instrument panel.

### AVAILABLE FOR 1964 FORD CARS AS FOLLOWS:

PART NUMBER	MODEL	INSTALLED PRICE
C4DZ-19700-A	FALCON (6 cyl.) except power steering	\$ _____
C4DZ-19700-B	FALCON (8 cyl.)	\$ _____
C4OZ-19700-B	FAIRLANE (6 cyl.) except power steering	\$ _____
C4OZ-19700-A	FAIRLANE (8 cyl.)	\$ _____
C4AZ-19700-B	FORD (6 cyl.) except power steering	\$ _____
C4AZ-19700-C	FORD (8 cyl. 289 C.I.D. engine)	\$ _____
C4AZ-19700-A	FORD (8 cyl. 352, 390 C.I.D. engines)	\$ _____
C5ZZ-19700-A	MUSTANG (6 cyl.)	\$ _____
C5ZZ-19700-B	MUSTANG (8 cyl.)	\$ _____

# 1964 Ford SelectAire Conditioner

*A compact, custom-designed unit offering the best in refrigeration-type air conditioning*



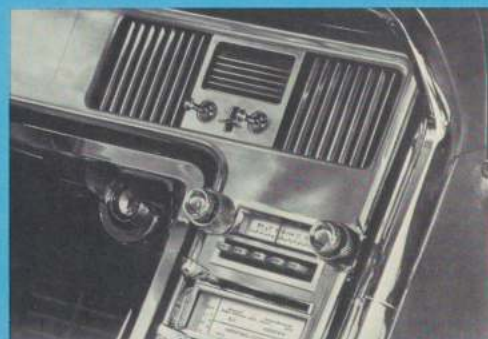
## AVAILABLE FOR 1964 FORDS AS FOLLOWS:

PART NUMBER	MODEL	INSTALLED PRICE
C30Z-19700-E	FAIRLANE (6 cyl. 170, 200 C.I.D. engines) except power steering	\$ _____
C30Z-19700-B	FAIRLANE (8 cyl.)	\$ _____
C4AZ-19700-D	FORD (8 cyl. 289 C.I.D. engine)	\$ _____
C4AZ-19700-E	FORD (8 cyl. 352, 390 C.I.D. engines)	\$ _____

# 1964 Thunderbird SelectAire Conditioner

The Thunderbird SelectAire Conditioner gives you year-around "control over the weather" in your Thunderbird. It provides ample refrigerated cooling in summer . . . fireside warmth in winter. It is custom installed in the center console for convenient fingertip control of air flow and temperature. It cools, dehumidifies and depollinates the air, ventilates, heats and defrosts to keep you comfortable in any weather, any season.

*(Factory installed only)*





# Truck Air Conditioner

*Just look at these features!*

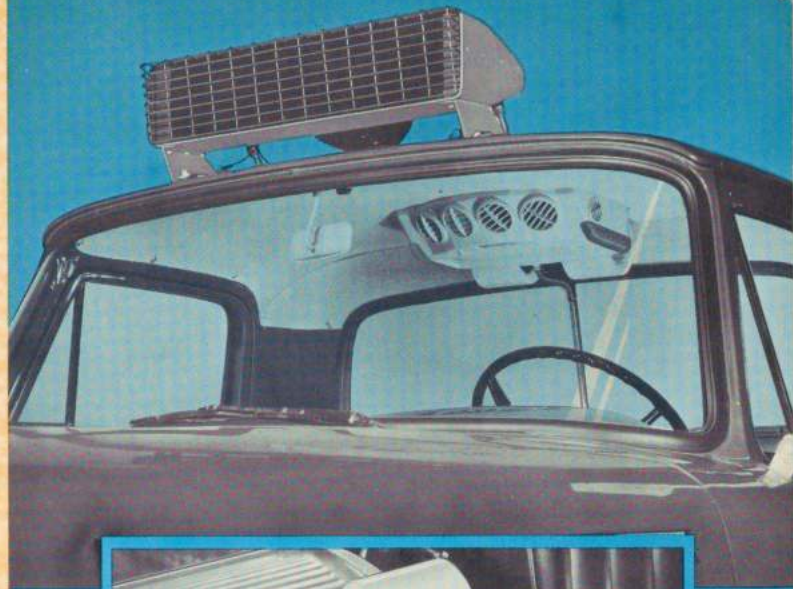
- Provides exceptionally high performance—fast cool-down. Cools, cleans and dehumidifies the air.
- Low cost compares favorably with that of economy-priced passenger car “hang-on” air conditioners.
- No engine heating problems; roof-mounted condenser is cooled by ram air or fan (when needed).
- Is easily moved from one truck to another.
- Provides easier and quicker installation than that required for most passenger car units.
- Six fully adjustable registers can be positioned to direct cool air at passengers, or to provide more indirect, more draft-free cooling for longer hauls.
- Has a quiet, 3-speed blower for greater driving comfort under varying temperature conditions.

## *A new concept in Truck Air Conditioners*

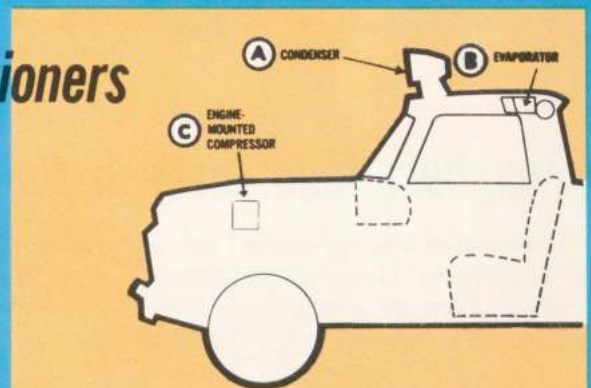
**A** A lightweight, fan-cooled condenser unit is mounted on the upper front of the cab roof, requiring no stay-braces or additional reinforcement. Normally, the ram air from the truck motion cools the condenser. The condenser fan is controlled by a switch on the high pressure side and only operates when the head pressure in the condenser rises above a pre-established level.

**B** The evaporator is compactly designed and is mounted on the interior roof at the rear of the cab compartment. From a functional standpoint, this location of the evaporator provides the best possible air distribution for maximum efficiency in passenger comfort. The adjustable outlets can be positioned to direct air right at passengers, or to provide more indirect, more draft-free cooling for longer hauls.

**C** The compressor, located in the engine compartment, is activated by a magnetic clutch which automatically connects or disconnects the compressor drive so it works only when needed for cooling.



The Ford Truck Air Conditioner for Falcon Station Buses and Club Wagons and Econoline trucks has the same components as the conventional truck unit. However, the evaporator is mounted on the engine housing rather than on the interior cab roof as shown in the illustration.



AVAILABLE FOR 1964 FORD VEHICLES AS FOLLOWS:

PART NUMBER	MODEL	INSTALLED PRICE
C4UZ-19700-A	Club Wagon, Station Bus, Econoline	\$ _____
C4TZ-19B968-A C4TZ-19B969-A	F100-350 Trucks (6 cyl. 223 C.I.D. engine)	\$ _____
C4TZ-19B968-A C4TZ-19B969-C	F100-350 Trucks (8 cyl. 292 C.I.D. engine)	\$ _____

# You get these "Plus" features with every FORD AIR CONDITIONER

## *Finest quality... new car warranty*

Every Ford Air Conditioner is made to exacting tolerances... engineered to function quietly and efficiently in the particular vehicle type (in relation to engine, transmission, body style, etc.). That is why each Ford Air Conditioner model is warranted by your Ford dealer for two full years or 24,000 miles, whichever comes first, when installed in your new Ford prior to delivery. This warranty covers the full cost of parts and labor for any repairs performed by your Ford dealer as a result of defects in materials or workmanship. (Routine seasonal maintenance checks are excluded.)

## *Custom installation*

One reason why you experience a whole new world of driving comfort with Ford Air Conditioning is that the unit itself is designed right along with the Ford model it fits. Ford engineers "tune out" excessive noise and vibration. This is an added benefit that only Ford custom designed air conditioners can deliver.

Another advantage of Ford's custom design is less expensive installation, since there is no makeshift adaptation necessary, such as you may have when installing a "universal" air conditioner. Ford's custom installation does not interfere with routine engine maintenance, as many "make-do" installations might.

## *Quality Construction Throughout*

## *Toughest field tests in the industry*

Exhaustive testing, carried out under a variety of actual and "man made" climatic conditions, is one of the big advantages which Ford air conditioners have over many others that are merely "adaptable" to Ford-built cars.

At test stations from Yuma to Phoenix, from Dallas to Miami, Ford engineers are at work to make sure Ford air conditioners will give top performance under *all* conditions. This wide range of test facilities—located in both hot and humid areas—is a major reason why Ford air conditioners have an important advantage over competitive units that may function best only in one type of climate (usually hot and dry). In hot and humid weather, for example, some "universal" units may actually freeze up.



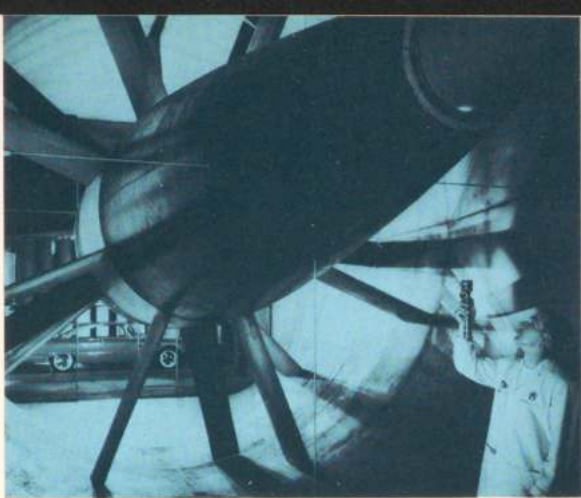
**Double "Squirrel-Cage" Type Blowers** are super quiet—even at high speed—because they are statically and dynamically balanced to rigid Ford specifications. Generous coil area makes for extra-fast cool-down, greater efficiency.

**Compressor** (the pump that circulates the cooling fluid) is ruggedly constructed with a dependable electric clutch for maximum efficiency. The high-volume pump circulates the refrigerant fast. The unit is engineered so as not to interfere with routine engine servicing and is designed for silent operation.



**Condenser** (the unit in front of the car radiator that removes heat from the refrigerant) features an oversized coil for fast, complete heat removal even in slow-moving traffic or extreme heat. Each has the proper capacity and structural requirements for its particular installation.





This tremendous five-blade "fan" creates the winds in "Hurricane Road." It can match wind speed to the actual test car speed through any maneuver.



To test "sun load" conditions, 240 overhead lamps can pour blistering heat on every exposed square foot of the test car.

## Toughest Laboratory Testing, too!

Ford Motor Company also has developed elaborate techniques for laboratory-testing its air conditioning units. Most of this work is done at Ford's vast "Hurricane Road" test facility—the industry's most comprehensive automotive "torture chamber." Here—with the twist of a dial—Ford engineers can reproduce virtually all of the world's climatic conditions, from extremes of heat and cold, humidity,

rain, wind and sunshine, to extremes of drizzle, snow and sleet.

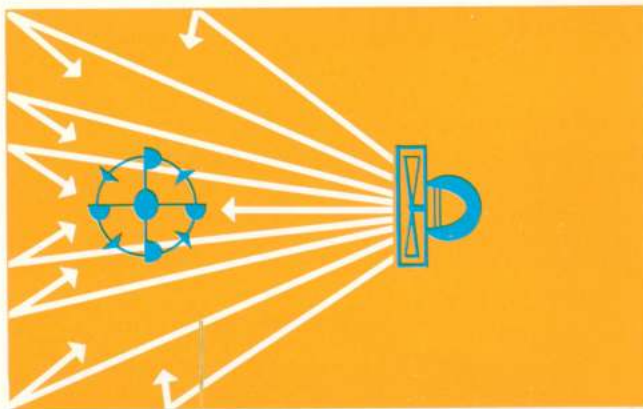
So demanding are the man-made weather tests on "Hurricane Road" that you can be confident your Ford air conditioner will do the best possible job of keeping your car cool and comfortable no matter where in the world you drive.

## How Independent Manufacturers Can Arrive at Misleading C. F. M. Claims

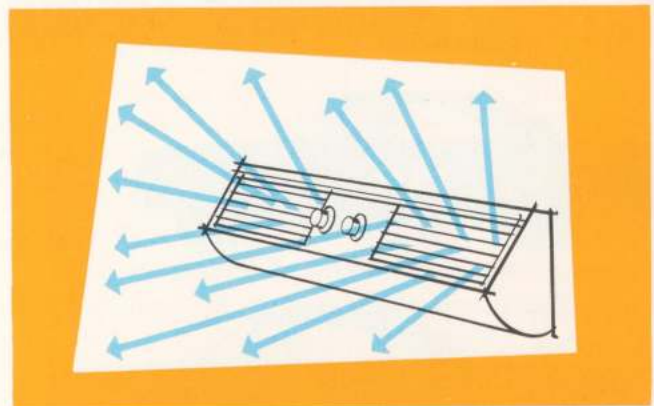
Ford Air Conditioners deliver air at rates up to 305 cubic feet per minute (C.F.M.). Yet many "universal" type units have been advertised as delivering over 400 C.F.M. Does this mean they surpass Ford in this respect?

Actually, under the test standard used by Ford and other automobile manufacturers, many of these

"universal" type air conditioners tested by Ford actually fall in the 225-250 C.F.M. range. The reason for the variance in results is that the independent manufacturers may use test methods designed for circulating type fans such as those used in the home. The differences between the two test methods are illustrated below.



Independent manufacturers generally measure C.F.M. under standards set by the National Electrical Manufacturers Association (N.E.M.A.) for circulating fans. A 12' x 12' grid is placed in a large space, 9 feet from the fan, and *all* the air that reaches the grid *from all angles* is counted. With the large amount of induced circulation which results, much higher readings can be attained than with the method shown at the right.



Ford engineers measure output under the American Society of Mechanical Engineers (A.S.M.E.) standards for devices that move air in a confined space. Here the volume of air is measured as it issues from the evaporator, resulting in a more realistic reading. Under this method of testing, Ford SelectAire conditioners have consistently registered over 300 C.F.M., while "universal" type units tested seldom if ever exceed 250 C.F.M.

# Here are some actual **FACTS** about

## **FACT:** *Ford Air Conditioners are designed for fast cool-down*

**110°**



There is more to efficient air conditioning performance than the exaggerated B.T.U. and C.F.M. capacities claimed by some air conditioner manufacturers. What the customer really wants to know is *how quickly his car can be cooled*—and fast cool-down is what Ford engineers give prime consideration to in designing Ford air conditioners.

As an example, in typical, scientifically-controlled wind tunnel tests, Ford SelectAire Conditioners have registered cool-down rates that were from 17% to 33% faster than other competitive makes tested. Even when starting out with a heat-soaked car at 150° F., a SelectAire unit gave definite cooling results in as little as 45 seconds . . . dropping the temperature as much as 22° in 2 minutes at 20 miles an hour.

### **UNSUBSTANTIATED B.T.U. CLAIMS ARE NOT A RELIABLE INDICATOR OF AIR CONDITIONER PERFORMANCE.**

For example, in a standard performance measurement, a Ford unit showed a 74° F. average interior car temperature at 110° F., pumping only 10,697 B.T.U.'s. According to the literature published by one inde-

pendent manufacturer, their unit had a 25,000 B.T.U. capacity, yet in tests it did not begin to approach the cooling performance of the Ford air conditioner.

## **FACT:** *Ford Air Conditioners are designed to maintain cooling efficiency*



In cooling tests conducted with a Ford Air Conditioner and several "universal" type air conditioners, the Ford unit showed exceptional ability in cooling down *and maintaining its cooling efficiency* under varying conditions. The following results were achieved in a car that was first soaked to an average 150° F. interior temperature.



**INTERIOR TEMPERATURE AFTER 1/2 HOUR AT 20 M.P.H.**  
After the first half hour at 20 M.P.H., the Ford Air Conditioner reduced the inside temperature 64°. The closest to Ford's 86° reading was 90°; the poorest performer had 94°.

**INTERIOR TEMPERATURE AFTER AN ADDITIONAL 1/2 HOUR AT 40 M.P.H.**  
After an additional half hour at 40 M.P.H., the Ford unit had reduced the inside temperature to 78°—8° more. The closest competitors had 80° readings.

# Air Conditioner Performance

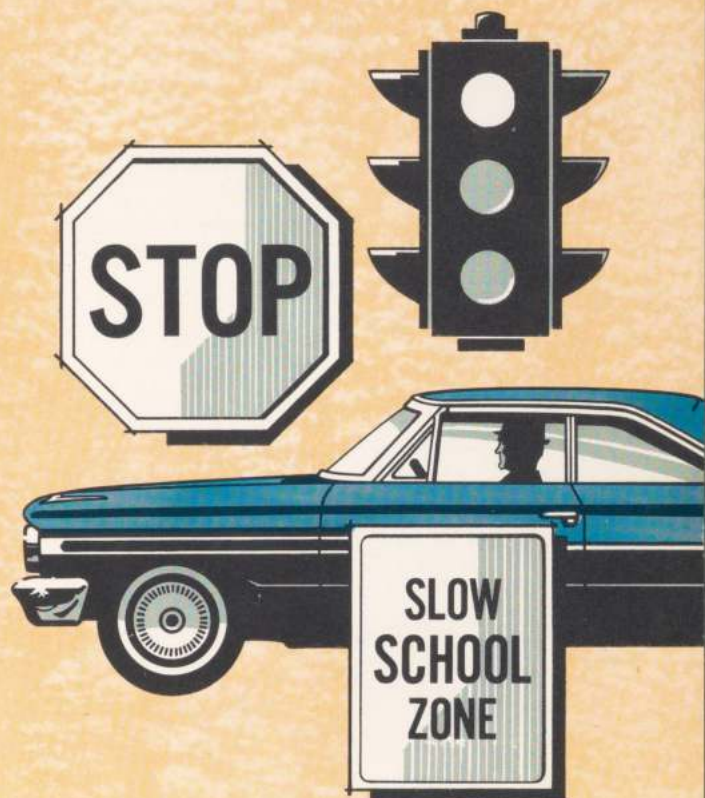
**FACT:** *Ford Air Conditioners are designed for efficient engine idle performance*

Engine idle performance is another factor of great importance to the owner of an air conditioned car . . . to avoid the possibility of overheating when operating under stop-and-go conditions. Ford Air Conditioners are carefully designed to give the best possible performance during periods of engine idling.

As a result, in actual "Boil-Over at Idle" tests, Ford units have consistently passed tests of 30 minutes and more at idle, while competitive units boiled over after from 8 to 15 minutes of idling.

The reason for this variance in idle performance is that some independent manufacturers merely add the air conditioner to the vehicle without compensating for the added heat load. They leave the same cooling system to do the work, and this leads to traffic boiling.

Ford achieves long idle performance by modifying and adding extra components to the cooling system of the basic car to compensate for the added heat load. Thus the owner can drive under all normal conditions just as he would without an air conditioner installed.



*Ford's Thin-Line "SelectAire" design has been copied by many—matched by none!*



1958 SELECTAIRE



1964 SELECTAIRE

The compact thin-line "SelectAire" evaporator was designed by Ford engineers and introduced on Ford cars in 1958 models. This design has now been copied by almost all independent air conditioner manufacturers who advertise it as the "Ford look" or "resembles factory installation."

One manufacturer copied the design so closely—probably using a method of electronic measurement—that the holes for the nameplate were identical with those on the Ford SelectAire unit.

However, appearances can be deceiving, as none of the "thin-line" type units has ever equalled the superlative performance of the authentic Ford SelectAire Conditioner.

# Ford Air Conditioners offer these Additional Special Advantages!

Each unit is custom-engineered to be right for the particular vehicle type (engine, transmission, body style). Engine cooling and suspension supplements are installed where required on SelectAire units (and are available at extra cost on Ford Air Conditioners). Each installation is evaluated for noise and vibration as well as engine cooling, ride and handling. You don't get a "blanket installation" that applies to several models of several car lines. The owner pays only for the extra components required on his particular installation.

Ford engineers design each Ford Air Conditioner to accommodate six people for complete car comfort. They want passengers in the rear seat to be as comfortable as those in the front. This is very important because the amount of body heat given off by six people is substantial. Some "universal" units don't work as efficiently with a full load of people as they do with just a few passengers. Some are "front-seat-only coolers."

Ford Air Conditioners have the S.A.E. recommended safety device. All Ford Air Conditioners include a fusible plug (set at 218° to 231° F.), which will relieve the air conditioning system in the event of fire. "Universal" type air conditioners include this safety device only in states that require a safety device by law.

Ford Air Conditioners are designed for low amperage drain. This means that the owner of the Ford air conditioner will find his car easier to start and less likely to develop battery trouble.

