

1961 FORDS



FAIRLANES
FAIRLANE 500's
GALAXIES
STATION WAGONS

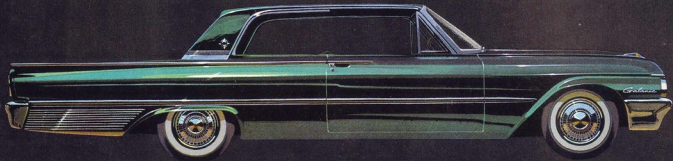
BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK



Here is the new style of the Nineteen Sixties. It comes from more than just the 1961 Ford's clean and classic profile . . . the fresh, crisp look of the new Ford head-on . . . or the marvelously conceived Thunderbird treatment of the Big Circle taillights, roofline and rear deck. It's all the famous Ford styling innovations, concepts and ways of doing things summed up in the Classic Ford Look. The automotive look you're most likely to see in 1961.



An honor to be proud of, this is the medal presented by the international fashion authority, Centro per L'Alta Moda Italiana, to the 1961 Ford for functional expression of classic beauty.



BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF

The 1961 Ford goes 30,000 miles without chassis lubrication . . . 4,000 miles between oil changes . . . adjusts its own brakes . . . and is beautifully built with a host of other brilliant new features to take care of itself.

Look over the list at the right—see all the great carefree, servicefree motoring advancements Ford brings you for 1961. Though others may try, no other car near Ford's traditional low price range offers you so many "takes-care-of-itself" advantages. And every one is *standard* on every '61 Ford—not extra cost!

The 1961 Ford takes care of itself in other ways, too. On the turnpike, for example, a brand-new 390 Thunderbird Special V-8 has all the extra punch you'll ever need. And the standard Thunderbird 292 and Thunderbird 352 Special V-8's, as well as Ford's famous Mileage Maker Six, deliver more miles on less low-cost *regular* gas than ever.

HERE'S HOW THE '61 FORD TAKES CARE OF ITSELF

LUBRICATES ITSELF. You'll normally go 30,000 miles without a chassis lubrication.

CLEANS ITS OWN OIL. You'll go 4,000 miles between oil changes with Ford's Full-Flow oil filter.

ADJUSTS ITS OWN BRAKES. New Truck Size brakes adjust themselves . . . automatically.

GUARDS ITS OWN MUFFLER. Ford mufflers are double-wrapped and aluminized—normally will last *three* times as long as ordinary mufflers.

PROTECTS ITS OWN BODY. All vital underbody parts are specially processed to resist rust and corrosion, even to galvanizing the rocker panels beneath the doors.

TAKES CARE OF ITS OWN FINISH. New Diamond Lustre Finish never needs wax.

BEAUTIFULLY BUILT TO TAKE CARE OF PEOPLE

Best of all, the '61 Ford is beautifully built to take care of *you* and all those who ride with you. Doors are extra wide for easy entry. There is no windshield dogleg to nip your knees. There's stretch-out room everywhere. Sofa-soft seats are posture-positioned at 23° for greatest comfort.

Easier-to-load trunk has an opening over 4 feet wide . . . its "vacation volume" measures up to 30½ cu. ft. of flat,

unobstructed space. Steering is up to 25% easier. The ride is comfort-controlled by a meticulously refined suspension system that automatically adjusts to any road.

Test-drive any one of the 16 new Ford models at your Ford Dealer's today. See for yourself how the '61 Ford—the car that is so beautifully built—can take beautiful care of you now and for a long time to come.

FAIRLANE

Select a '61 Fairlane . . .
you'll find it's beautifully built for savings, too!

POPULAR FAIRLANE OPTIONS



Most new Fairlane owners take advantage of the top gas economy offered by the standard *Mileage Maker Six* engine. Many also choose the optional *Thunderbird 292 V-8* or *Thunderbird 352 Special V-8*. For relatively few dollars' difference, they deliver a big bonus in performance on low-cost regular gasoline. And brand-new for '61, Ford offers the ultra-responsive *Thunderbird 390 Special V-8*. Transmission options feature *Fordomatic* and *Cruise-O-Matic*, tops in automatic

drives, and gas-stretching *Overdrive*. (For engine and transmission details, see "Ford Power Teams," Page 25.)

The vast majority of Fairlane owners want their cars equipped with Ford's *MagicAir Heater* and *Full Tone Manual Radio* (see "Options and Accessories," Page 22). They find these accessories add much to their driving pleasure and comfort now, add more to their car's trade-in value later on, as well.

'61 FORD BENEFIT FEATURES



- FULL-FLOW OIL FILTER**, standard on every '61 Ford, cleans all of the engine oil all of the time, lets you go 4,000 miles between oil changes. You benefit every mile from greater engine protection and oil savings.
- FOAM-PADDED FRONT SEATS**. Every '61 Ford offers you this great comfort feature at no extra cost. Luxurious foam gives you a smoother, softer, more relaxing ride and helps reduce driving fatigue over long trips.
- BIG CIRCLE TAILLIGHTS**. Mounted high and at each rear corner, Ford's Big Circle taillights say "Steep!" with authority to all following traffic when you step on the brakes. They're styled to stay in style . . . help maintain high resale value for Ford owners.

FAIRLANE STANDARD EQUIPMENT

- Choice of Three Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Soft-Tred, Carpet-Textured Rubber Floor Covering (black)
- Front Arm Rests
- Dome Light Controlled by Main Light Switch (instrument panel)
- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish • Full-Flow Oil Filter
- Self-Adjusting Brakes • Double-Life, Bright-Metal Trim
- Bright-Metal Windshield and Back Window Moldings
- Dual Windshield Wipers, Vacuum-Booster Operated
- Non-Glare Instrument Panel with Lighted and Identified Controls, Dual Turn Signal Flashers
- Lifeguard Steering Wheel, Color-Keyed with Chrome Horn Ring
- Foam-Cushioned Front Seat with Automatic Posture Control
- Dual Swivel-Mounted Sun Visors with Hold-Down Clips
- Wide-Vision, Double-Swivel Safety Rearview Mirror
- Left and Right Fresh Air Vents • Instrument Panel Ash Tray
- Cigarette Lighter • Lifeguard Double-Grip Door Locks
- Stainless Steel Hub Covers • 66-Plate, 55 Amp-Hr Battery



Gray Vinyl
and Nylon Cloth
M • A • W • C
J • K • P • Q



Blue Vinyl
and Nylon Cloth
M • D • H • R



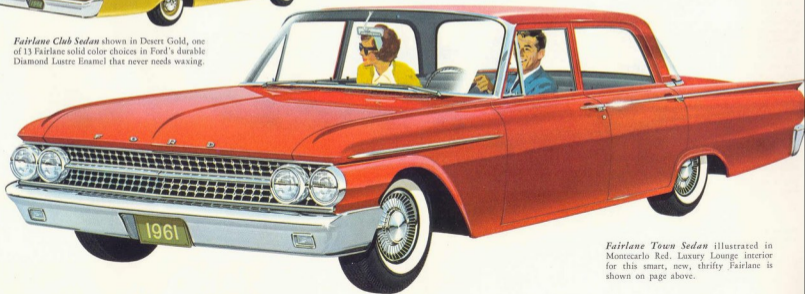
Green Vinyl
and Nylon Cloth
M • D • E • R

FAIRLANE INTERIORS feature solid comfort (the "built-for-6-big-people" kind) and smartness you'd expect only in more expensive cars. Three handsomely styled trim schemes (left) combine stripe nylon cloth (dark tones) with durable morocco-grained vinyl (light tones). They're designed for wear and easy care. Color code with each swatch indicates Fairlane solid color choices available with that trim scheme, (see Page 23).





Fairlane Club Sedan shown in Desert Gold, one of 13 Fairlane solid color choices in Ford's durable Diamond Lustre Enamel that never needs waxing.



Fairlane Town Sedan illustrated in Montecarlo Red. Luxury Lounge interior for this smart, new, thrifty Fairlane is shown on page above.

You'd certainly never guess from its handsome lines that the Fairlane is actually Ford's *lowest-priced* big-car series for '61! In fact, its Classic Ford Look might easily lead you to believe that the Fairlane costs much more than its modest price tag.

And, included in that low price tag, see all the standard features listed above you get at no extra cost on any Fairlane of your choice. Self-adjusting brakes, double-life trim, aluminized muffler, Full-Flow oil filter, dual sun visors and front arm rests — to name just a few. (Some of them, even higher-priced cars do not offer at *any* price.) They're all yours in the '61 Fairlane, the car that is priced and styled to set a new fashion for savings.

FAIRLANE 500

See all that's new (and yours) in
Ford's famous value leader... the Fairlane 500

EXTRA-VALUE STANDARD FEATURES—FAIRLANE 500 OVER FAIRLANE

- Choice of Five Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Two Tone, Color-Keyed Vinyl-Tex Floor Covering
- "Fairlane 500" in Bright Script on Instrument Panel
- "Fairlane 500" in Bright Script on Front Fender and Deck Lid
- Bright, Full Length Body Side Molding (narrow section)
- Bright Hood Front Edge Molding*
- Bright Side-Window Moldings*
- Front and Rear Arm Rests*
- Luxurious Metallic Vinyl Seat Trim*
- Door and Side Trim Panels of Morocco-Grained Vinyls with Mylar Chrome Highlights*
- Front and Rear Ash Trays*
- Dome Light Operated by Front Door Courtesy Switches and Main Light Switch*

*Features shared with Galaxie Sedans and Victorias



Turquoise Vinyl* and Nylon Cloth M • W • C
Gray Vinyl* and Nylon Cloth M • A • J • F • Q
Blue Vinyl* and Nylon Cloth M • D • H • R
Green Vinyl* and Nylon Cloth M • B • E
Brown Vinyl* and Nylon Cloth M • K • F

*Metallic finish



OTHER FAIRLANE 500 STANDARD EQUIPMENT

- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Full-Flow Oil Filter
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish
- (Plus remaining items listed under Fairlane Standard Equipment on Page 4)
- Self-Adjusting Brakes
- Double-Life, Bright-Metal Trim

POPULAR FAIRLANE 500 OPTIONS



MILEAGE MAKER SIX



THUNDERBIRD 292 V-8



FORDOMATIC



CONSOLE RANGE RADIO



POWER STEERING



MAGAIRES HEATER

'61 FORD BENEFIT FEATURES



1. ALUMINIZED MUFFLER. '61 Ford mufflers are aluminized inside and outside to resist corrosion, normally provide three times the life of ordinary kinds. Also, they're double-wrapped for near "whisper-quiet" exhaust.

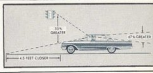


2. WIDE-TRACK DESIGN. All '61 Fords, with a full five feet between tire treads and 60-inch rear leaf springs, feature the "3 by 5" ride. New



Fords cling to curves, corner tight and flat, give you wonderful control with greater stability on any road.

3. 2-POSITION DOOR CHECKS, a Ford "first", hold front doors two-thirds or fully open for you. "AETOMATIC DOORMAN" (4-door models) gives you a spring-loaded "assist" in the hinge to help open and close rear doors.



4. SIGHT-FOR-SAFETY VISIBILITY. The 1961 Ford's spacious glass area lets you see more all around than '57, '58 or '59 Fords. Out front, the new Ford's high, wide windshield and low, flat hood combine to bring your view of the road 4½ feet closer... give you a 55% greater vertical angle of vision. And the '61 Ford's big back window gives you 67% more vertical visibility to the rear.

FAIRLANE 500 INTERIORS beautifully underline many extra values. Among them, a wider choice of trim schemes—five in all—featuring rich metallic-finished vinyls. Turquoise interior (above) vividly illustrates the point. Swatches show the full range; color code letters indicate matching exterior finishes (Page 23). Present Fairlane 500 owners ('57-'59 models) will note especially the extra built-for-people comfort values. More entrance room, more room for hips, shoulders, knees and legs... front and rear. All good reasons to choose the value leader, whether you're presently a 500 owner or not.

This is the one that puts your new car dollar back in the driver's seat. The Fairlane 500 has always been known for its value. And for 1961, the new "500" outvalues the best that have gone before. ('57-'59 Fairlane 500 owners, please take note.)

This is a bigger car (longer, wider, heavier) than Fairlane 500's of two, three or four years ago, with all that a big car can mean in interior roominess, comfort and over-the-road stability. Yet the new "500" handles more precisely (steering is up to 25% easier) than last year's car. And new "takes-care-of-itself" Ford features mean greater economy, lower upkeep than ever.

Best of all, the new Fairlane 500 . . . for all its Classic Ford beauty and value . . . is priced remarkably close to the great value leaders of two, three and even four years ago!



Fairlane 500 Town Sedan in Corinthian White over Algiers Bronze, one of 16 two-tone combinations available for '61.



Fairlane 500 Club Sedan in Aquamarine. No car near its price is so long on luxury as Ford's value leader.

GALAXIE SEDANS

EXTRA-VALUE STANDARD FEATURES— GALAXIE OVER FAIRLANE 500

- Thunderbird-Inspired Roof Design
- Richly Pleated Seat Fabrics, Door and Side Trim Panels
- White Vinyl Headlining
- Backup Lights (in taillights)
- "Galaxie" in Bright Script on Front Fender, Instrument Panel, Deck Lid
- Fender Ornaments
- Bright, Full Length Body Side Molding (wide section)
- Galaxie Star Ornaments and Bright Molding (rear roof quarter)
- Choice of Seven Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Luxury Loom Rayon Carpeting, Color-Keyed to Interior
- Self-Regulating Electric Clock
- Bright Drip Rail Moldings
- Textured, Bright Rear Quarter Appliqué
- Grille Styling Motif Repeated Below Rear Deck

OTHER GALAXIE STANDARD EQUIPMENT

All features shared with Fairlane 500 (Page 6) plus

- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Full-Flow Oil Filter
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish
- Self-Adjusting Brakes
- Double-Life, Bright-Metal Trim (Plus remaining items listed under Fairlane Standard Equipment on Page 4)

'61 FORD BENEFIT FEATURES



1. TWO "AUTOMATICS." Ford gives you your choice—thrifty, famous Fordomatic or dual-range Cruise-O-Matic. Both transmissions are noted for their smoothness, agility and complete reliability. Which Ford automatic is right for your kind of driving? See Page 25 for details.

2. POSTURE-PERFECT SEATS. Going cross-town or cross-country, you'll ride more relaxed in Ford comfort-height Posture-Perfect seats. The seat back posture angle of 23° is based on scientific research, proven the most comfortable and restful by repeated testing.

THUNDERBIRD 352 SPECIAL V-8



1961
*Metallic Finish



Blue Vinyl*
and Nylon Cloth
M • D • H • R



White Vinyl*
and Black Nylon Cloth
M • A • J • F • Q



Green Vinyl*
and Nylon Cloth
M • S • E



Brown Vinyl*
and Nylon Cloth
M • R • F



Turquoise Vinyl*
and Nylon Cloth
M • W • C



White Vinyl*
and Red Nylon Cloth
M • A • J • Q



POWER STEERING



CONSOLE RANGE RADIO



POWER BRAKES



CRUISE-O-MATIC



MAGUIRE HEATER



GALAXIE SEDAN INTERIOR. Here is just one beautiful reason why Galaxies are so often called "the Thunderbirds of the low-price field." Seats are edged in light blue morocco-grained, metallic-finished vinyl with deeply pleated seat inserts of contrasting dark blue shimmer nylon cloth. Mylar chrome highlights sparkle in seats and door panels. Deep-pile Luxury Loom 100% rayon carpeting extends wall to wall.



Yellow Vinyl*
and Black Nylon Cloth
M • A • F

Move up to a Galaxie . . . get the elegance that goes only with the finest in Ford's field

POPULAR GALAXIE SEDAN OPTIONS

Moving up in luxury, most Galaxie Sedan buyers also like to move up in power. Accordingly, they prefer the Thunderbird 352 Special V-8. (The brand-new Thunderbird 390 Special V-8 gives them the ultimate in smooth, lively GO.)^{*} Cruise-O-Matic, with its dual range versatility, is most often their automatic transmission choice. (See Page 25 for Power Team details.) Galaxie Sedan owners also show strong preferences for Power Steering and Power Brakes. Maguire Heater and Console Range Radio are almost automatic choices. (See Page 22 for additional '61 Ford options.)

^{*}Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8.

Only one other car has enjoyed the style success of the Galaxie — the incomparable Thunderbird. And everywhere you look, you see Thunderbird inspiration in these 1961 Galaxie Sedans.

Outside you see the finely sculptured styling of the Classic Ford Look. The unmistakable Thunderbird roof . . . thinline, bright-metal clad center pillars that lend hardtop flair . . . Big Circle taillights and the elegant grille-textured panel in the rear.

Inside, there is Galaxie luxury all around you. You sit on sofa-soft seats tailored of deep-pleated nylon fabrics and leatherlike vinyls with color-keyed, deep-pile carpeting under foot.

Never before was there *more* reason to choose Galaxie for luxury, or *less* reason to pay more than the Galaxie price to get it!

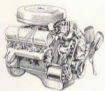


Galaxie Club Sedan in Corinthian White over Laurel Green, one of 16 two-tone '61 Ford Diamond Lustré Enamel finishes.

Galaxie Town Sedan in Chesapeake Blue. Its Diamond Lustré Finish (no waxing ever!) and double-life trim will keep this Galaxie 4-door lovelier, longer.

GALAXIE VICTORIAS

Two new Victorias for '61... with more
Thunderbird-inspired magic than ever before



THUNDERBIRD
352 SPECIAL V-8



POWER SEAT

POPULAR GALAXIE VICTORIA OPTIONS

Galaxie Victoria buyers want Thunderbird power and they get it in the lively *Thunderbird 352 Special V-8*. (In '61, they can move up to the brand-new, ultra-responsive *Thunderbird 390 Special V-8**.) *Cruise-O-Matic* is most often their automatic transmission choice. (For additional engine and transmission choices, see Page 25.) To add to Victoria luxury, Galaxie hardtop buyers have strong preferences for *Power Steering* and *Power Brakes*. *Power Seat*, *Power Windows* and *Select-Aire*, Ford's all-in-one, air-conditioner-heating system, add the ultimate in convenience and comfort. (For additional options and accessories, see Page 22.)

**Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8.*



POWER WINDOWS



SELECT-AIRE



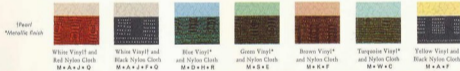
POWER STEERING

- ### GALAXIE VICTORIA STANDARD EQUIPMENT
- Thunderbird-Inspired Roof Design
 - Richly Plated Seat Fabrics, Door and Side Trim Panels
 - White Vinyl Headlining
 - Backup Lights • Fender Ornaments
 - "Galaxie" in Bright Script on Front Fender, Instrument Panel, Deck Lid
 - Bright, Full Length Body Side Molding (wide section)
 - Galaxie Star Ornaments and Bright Molding (rear roof quarter)
 - Choice of Seven Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
 - Luxury Loom Rayon Carpeting, Color-Keyed to Interior
 - Self-Regulating Electric Clock
 - Bright Drip Rail Moldings
 - Textured, Bright Rear Quarter Appliqué
 - Grille Styling Motif Repeated Below Rear Deck

All features shared with Fairlane 500 (Page 8) plus

- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish
- Full-Flow Oil Filter
- Self-Adjusting Brakes
- Double-Life, Bright-Metal Trim

(Plus remaining items listed under Fairlane Standard Equipment on Page 4)



Ford
Metallic Finish

White Vinyl† and
Red Nylon Cloth
M • A • J • O

White Vinyl† and
Black Nylon Cloth
M • A • J • F • O

Blue Vinyl* and
Nylon Cloth
M • O • H • R

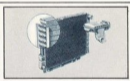
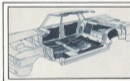
Green Vinyl* and
Nylon Cloth
M • S • E

Brown Vinyl* and
Nylon Cloth
M • K • F

Turquoise Vinyl* and
Nylon Cloth
M • W • C

Yellow Vinyl and
Black Nylon Cloth
M • A • F

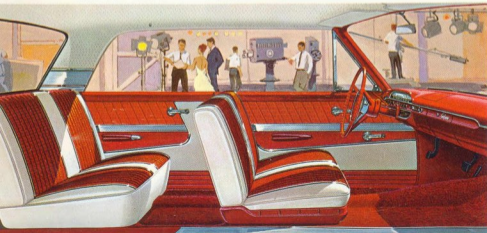
'61 FORD BENEFIT FEATURES



1. BODY INSULATION in the '61 Fords rivals that in the costliest cars. Fourteen different types are used from roof panel to floor. In a new Ford, you are literally surrounded by quality insulation to dampen noise and vibration, help protect you from sun's heat, winter's cold.

2. CROSS-FLOW RADIATOR, with separate surge tank for extra capacity, directs coolant horizontally for more efficient engine cooling under all operating conditions. Improvements in the '61 radiator make it the strongest, most durable ever designed by Ford.

GALAXIE VICTORIA INTERIOR of white pearl vinyl and red shimmer nylon cloth—strong temptation to slip behind the wheel and head for the open road. Step through the wide door . . . no windshield dogleg nips your knees or cramps your style. Sit back in foam-cushioned comfort that extends the full seat width (no hard spots in the middle of Ford seats!) To put yourself in this Galaxie picture for keeps, see your Ford Dealer.





Galaxie Town Victoria in Corinthian White. If you fancy a hardtop, with two doors or four, your choice is here.

Just as Galaxie spells "glamour" to those who appreciate the finer things in cars, Victoria is synonymous with the open-air sports flair that means "hardtop." Put them together . . . in the special way Ford does so well . . . and you have a Galaxie Victoria, something very special in hardtops.

For '61, Ford offers you *two* Galaxie hardtops. The newest, the 2-door Club Victoria, you see below in profile. Beyond it is Ford's 4-door hardtop favorite, the glamorous Town Victoria.

You don't have to look a second time to see the Thunderbird influence in these Fords. The perfect proportions . . . the clean, crisp lines . . . the trim Thunderbird roofline—these all are ingredients of the Classic Ford Look. You are sure to see them widely imitated this year and in years to come. Yet nowhere will you see them more beautifully combined than in the originals, the 1961 Galaxie Victorias!



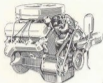
Galaxie Club Victoria in Raven Black. Thunderbird in its looks and luxury, and Thunderbird in the way it goes with any of Ford's three lively V-8's.

STARLINER

POPULAR STARLINER OPTIONS

In the Starliner the accent is on *performance*. And, for this excellent reason many Starliners are equipped with the brand-new, ultra-responsive *Thunderbird 390 Special V-8** and dual range *Cruise-O-Matic*. Most Starliner buyers "go automatic" all the way, selecting from such super-convenience Ford options as *Power Steering*, *Power Seat* and *Power Brakes*. Ford's additional engine and transmission choices (see Page 25), plus the wide range of '61 Ford options and accessories (see Page 22), let you tailor the Starliner exactly to your individual tastes in performance and luxury.

*Other available engines: *Mileage Maker Six (standard)*; *Thunderbird 292 V-8*; *Thunderbird 352 Special V-8*



THUNDERBIRD
390 SPECIAL V-8



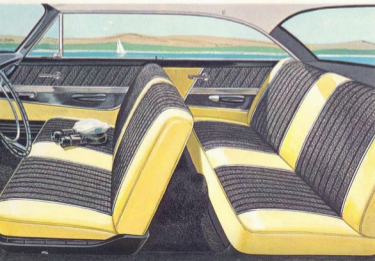
CRUISE-O-MATIC



POWER STEERING



POWER SEAT

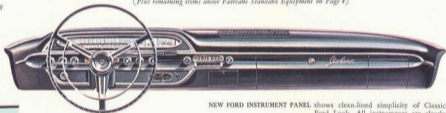


There is only one Starliner . . . as you'll find when you first drive this very capable '61 Ford

STARLINER STANDARD EQUIPMENT

- Unique Ford Handtop Styling
- Pleated Seat Fabrics, Door and Side Trim Panels
- White Vinyl Headlining
- Backup Lights • Fender Ornaments
- "Starliner" in Bright Script on Front Fender and Instrument Panel
- "Galactic" in Bright Script on Deck Lid
- Bright, Full Length Body Side Molding (wide section)
- 3 Star Ornaments, Bright Molding (rear roof quarter)
- Choice of Seven Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Luxury Loom Carpeting, Color-Keyed to Interior
- Self-Regulating Electric Clock
- Bright Drip Rail Moldings
- Textured, Bright Rear Quarter Appliqué
- Grille Styling Motif Repeated Below Rear Deck
- All features shared with Fairlane 500 (Page 6) plus*
- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Double-Wrapped Aluminumized Muller
- Diamond Lustre Finish • Full-Flow Oil Filter
- Self-Adjusting Brakes • Double-Life, Bright-Metal Trim

(Plus remaining items under Fairlane Standard Equipment on Page 4)



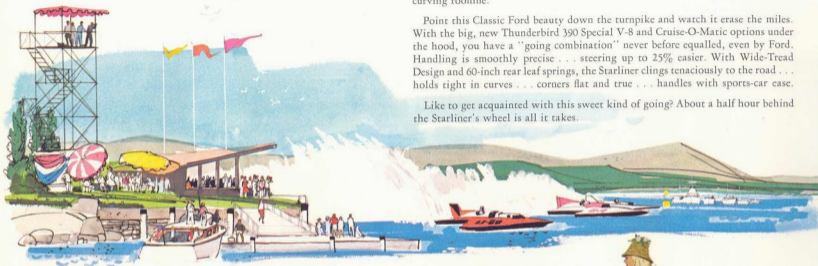
NEW FORD INSTRUMENT PANEL shows clean-lined simplicity of Classic Ford Look. All instruments are clearly visible through top sector of the deep-dish Lifeguard steering wheel (the 3 spokes are positioned at 120° for this purpose). Controls are finger-tip close, clearly marked, identified and lighted at night.



STARLINER INTERIOR in yellow vinyl and black shimmer nylon cloth, one of seven stunning upholstery choices. All '61 Ford upholstery fabrics are subjected to dozens of rigorous tests in Ford's own textile laboratories. Ordinary trim materials fray, fade and go to pieces quickly under this treatment. But before fabrics are even considered for new Fords, they have to take this beating and show they can retain their beauty, clean up easier and last longer than ordinary fabrics. (Color code with swatches refers to matching exterior finishes, see Page 23.)



FLUSH-FIT DOOR HANDLES, a Classic Ford Look exclusive. '61 Ford door handles are beautifully blended into body moldings, with handhold recess areas sculptured beneath. This year, too, the door lock is separate from the push button, located below the door handle and designed for greater weather protection, easier key operation.



Starliner in Coeinthian White over Desert Gold. Trim rear deck opens over 4 ft. wide. Vacation-volume trunk measures 30½ cu. ft.



Owners often get lyric about the Starliner. About styling as singular as a sports car. About visibility that lets you see all four fender tips from the driver's seat. About interior luxury and comfort as lavish as the Galaxie itself. And the most fitting lyrics tell of a *performance* personality as distinct as Starliner's graceful curving roofline.

Point this Classic Ford beauty down the turnpike and watch it erase the miles. With the big, new Thunderbird 390 Special V-8 and Cruise-O-Matic options under the hood, you have a "going combination" never before equalled, even by Ford. Handling is smoothly precise . . . steering up to 25% easier. With Wide-Tread Design and 60-inch rear leaf springs, the Starliner clings tenaciously to the road . . . holds tight in curves . . . corners flat and true . . . handles with sports-car ease.

Like to get acquainted with this sweet kind of going? About a half hour behind the Starliner's wheel is all it takes.

SUNLINER

*Brimful of open-road, open-air spirit and fun . . .
America's all-time favorite convertible, the Sunliner*

SUNLINER STANDARD EQUIPMENT

- Choice of Black or White Vinyl-Bonded Top, Sturdily Secured to Each Roof Bow to Prevent "Ballooning"
- Self-Stacking Top Feature. Top Retracts Neatly into Well Behind Rear Seat *Automatically*
- Top Boot Color-Keyed to Interiors
- Pleated Seat Fabrics, Door and Side Trim Panels
- Backup Lights • Fender Ornaments
- "Sunliner" in Bright Script on Front Fender and Instrument Panel
- "Galaxie" in Bright Script on Deck Lid
- Bright, Full Length Body Side Molding (wide section)
- Choice of Five Distinctive All-Vinyl Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Luxury Loom Carpeting, Color-Keyed to Interior
- Self-Regulating Electric Clock
- Textured, Bright Rear Quarter Appliqué
- Grille Styling Motif Repeated Below Rear Deck
- Automatic Courtesy Light under Instrument Panel

All features shared with Fairlane 500 (Page 6) plus

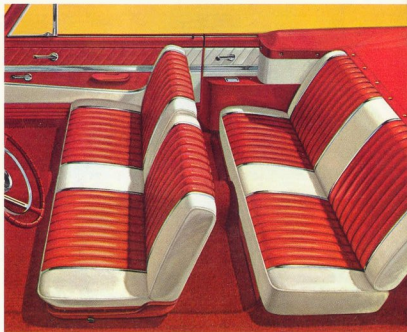
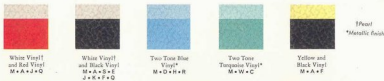
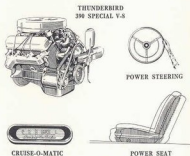
- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Self-Adjusting Brakes • Diamond Lustre Finish

(Plus other items listed under Fairlane Standard Equipment on Page 6)

POPULAR SUNLINER OPTIONS

Buyers expect America's all-time favorite convertible to be full of spirit. That's why many Sunliners are equipped with the brand-new, ultra-responsive *Thunderbird 390 Special V-8** and dual range *Cruise-O-Matic*. Sunliner buyers heavily favor, too, Ford luxury options such as *Power Steering*, *Power Seat* and *Power Brakes*. (See Page 25 for additional power team choices; Page 22 for additional options.)

**Other available engines: Mileage Maker Six (standard); Thunderbird 252 V-6; Thunderbird 352 Special V-8.*



SUNLINER INTERIOR. Seats are edged in luxurious white pearl vinyl with seat inserts of deep-pleated rich red vinyl. Swatches display full range of five all-vinyl trim choices; color code letters refer to matching exterior finishes (see Page 23). Instrument panel, window moldings, Luxury Loom carpeting and top boot are beautifully color-keyed to interior trim of your choice. Nobody pampers a Sunliner interior—nobody needs to. The tough, leatherlike vinyls resist hard use, sun-fade and soil. A whisk of a damp sponge is all the cleaning they require.

'61 FORD BENEFIT FEATURES



1. DOUBLE-GRIP DOOR LOCKS. Safety-type locks on all '61 Fords are designed to resist impact forces from four directions. They have been tested to hold Ford doors firmly in place under 3,000 pounds pull-apart force!

2. SELF-ADJUSTING BRAKES. All '61 Ford brakes automatically adjust themselves when applied as the car is moving in reverse. Normally, this is all the mechanical adjustment '61 Ford brakes will ever require!

3. STRADDLE-MOUNTED PINION. Feature shared by Ford and the world's costliest cars. Roller bearings on either side of the rear axle pinion maintain ring-gear tooth alignment for longer, quieter axle life.

Sunliner in Garden Turquoise. Top up: all-vinyl Sunliner top (your choice of black or white with all car colors) is anchored at each roof bow to prevent "ballooning" underway.



Chances are, if you're a convertible lover, that one time or another you've already envisioned a Sunliner in your driveway. Well, why not make this your year to put one there?

The '61 Sunliner is a particularly rewarding choice on many counts. Take styling . . . it has the lines, the spirit and the elegance of the Classic Ford Look, the trend-setting style of the '60s. Take performance . . . you can have it as lively as you like. Choose from Ford's four brilliant engines, representing the widest cubic inch displacement range in Ford's field.

And don't forget the "takes-care-of-itself" features beautifully built into the Sunliner (and all '61 Fords)—30,000 miles between chassis lubrications, 4,000 miles between oil changes, aluminized muffler, self-adjusting brakes, double-life trim, corrosion-resistant underbody—among others.

They're all good reasons to give in to your yen for the Sunliner in '61.



Sunliner in Montecarlo Red. Top down: self-stacking top retracts neatly into well behind rear seat, trim under color-keyed boot, flush with rear deck.

RANCH WAGON

Two doors or four... cost less, carry more...
Ranch Wagons rate BIG with "Wagoneers" everywhere

RANCH WAGON STANDARD EQUIPMENT

- Choice of Three Distinctive Vinyl and Woven Plastic Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Color-Keyed Headlining with Plastic Roof Bows
- Roll-Down Tailgate Window with Manual Control
- Sof-Tred, Carpet-Textured Rubber Floor Covering (black)
- Ribbed Vinyl, Color-Keyed, on Loadspace Floor
- Front Arm Rests
- Dome Light Controlled by Main Light Switch (instrument panel)
- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish
- Full-Flow Oil Filter
- Self-Adjusting Brakes
- Double-Life, Bright-Metal Trim
- Bright-Metal Windshield, Back Window Moldings
- Dual Windshield Wipers, Vacuum-Booster Operated
- Noe-Glare Instrument Panel with Lighted and Identified Controls, Dual Turn Signal Flashers
- Lifeguard Steering Wheel, Color-Keyed with Chrome Horn Ring
- Foam-Cushioned Front Seat with Automatic Posture Control
- Dual Swivel-Mounted Sun Visors with Hold-Down Clips
- Wide-Vision, Double-Swivel Safety Rearview Mirror
- Left and Right Fresh Air Vents
- Instrument Panel Ash Tray • Cigarette Lighter
- Lifeguard Double-Grip Door Locks
- Stainless Steel Hub Covers
- 66-Plate, 55 Amp-Hr Battery

POPULAR RANCH WAGON OPTIONS

MILEAGE MAKER SIX



THUNDERBIRD 292 V-8



FORDOMATIC



POWER TAILGATE WINDOW



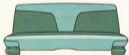
POWER BRAKES



POWER STEERING

Thrill-minded Ranch Wagon buyers most often select the top gas economy represented by the *Mileage Maker Six* engine. Those who favor a V-8 choose the *Thunderbird 292*.^{*} *Fordomatic* is a big favorite with Ranch Wagon buyers who prefer an automatic drive. *Magi-Aire Heater* and *Full Tone Radio* are near-automatic choices. *Power Steering*, *Power Brakes* and the new *Power Tailgate Window* are well worth considering for greater convenience now, greater trade-in value later. (Pages 22 & 25 list additional Ford options and accessories.)

^{*}Other available engines: *Thunderbird 352 Special V-8*; *Thunderbird 390 Special V-8*



Ranch Wagon's three interior trim choices (see below) are as durable as they are colorful!



Green Vinyl and Woven Plastic
M • S • L • N • P



Blue Vinyl and Woven Plastic
M • A • D • H • R • Q



Two Tone Brown Vinyl
(All Colors)



"BOWLING ALLEY" LOADSPACE. Here's the big reason why big families, campers, commuters, and fishermen (among others) pick Ford wagons. That wide, open cargo space stretches over 10 feet from back of front seat to open tailgate (almost 8½ feet with tailgate closed!) The new tailgate opening is over 4 feet wide! Floor width measures over 5 feet. Now you can see why Ford wagons are top choices for business as well as pleasure!

IF YOU DON'T CARE FOR BOWLING, it measures a whopping 93½ cu. ft. of cargo space for green-thumb gardeners, do-it-yourselfers, little leaguers and junior leaguers. Loading height is just a shade over 2 feet. Ford's new roll-down tailgate window takes just 4½ turns to retract neatly into the tailgate. Rugged ribbed vinyl lines the cargo area, is color-keyed to interior trim and exterior finish. Comes clean whistle-slick and whistle-quick!

With "Wagoneers," (the people who "just wouldn't own any other kind of car") Ford Ranch Wagons are the big bargains among the big wagons. Small wonder, really. Ford, America's station wagon specialists for over 31 years, knows how to build wagons roomy and rugged, that have style and stamina.

Compared to Ranch Wagon favorites of just a couple of years ago, these models of the Classic Ford Look are even bigger bargains.

They're bigger in built-for-people comfort . . . with generous new room for shoulders, hips and long legs. Seats are thickly padded—no center-seat hard spots in Ford wagons! They're "bigger" in standard equipment features (see list on upper page). For a wagon that's big-size and budgetwise, take your pick from one of these Ranch Wagons by Ford.



2-Door Ranch Wagon in Montecarlo Red. New tailgate window rolls down with $4\frac{1}{2}$ easy turns.

Fordor Ranch Wagon in Mint Green. One of six beautifully built new Ford wagons for 1961.

COUNTRY SEDAN

Carrying 6 or 9 passengers in Classic Ford style is the life of these Country Sedans—and how they love it!

POPULAR COUNTRY SEDAN OPTIONS



CRUISE-O-MATIC



CONSOLE RANGE RADIO



THUNDERBIRD 352 SPECIAL V-8



POWER STEERING

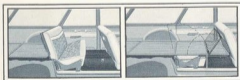


EQUA-LOCK DIFFERENTIAL

Country Sedan buyers favor V-8 power, and the *Thunderbird 352 Special* is a much-preferred choice. (Now they have the brand-new *Thunderbird 390 Special V-8* option for more spirited going than ever!) *Cruise-O-Matic* is their choice in automatic drives. (See Page 25 for additional power team options.) *Magic Air Heater* and *Console Range Radio* are "musts." *Power Steering*, *Power Tailgate Window* (6-passenger model) and *Equa-Lock Differential* prove themselves well worth the money, the latter especially among sportsmen who get "off the beaten track" for camping, hunting or fishing trips. (See Page 22 for more options.)

*Other available engines: *Mileage Maker Six* (standard); *Thunderbird 292 V-8*

'61 FORD BENEFIT FEATURE



1. Converting Ford 6-passenger wagons is quick and easy. First, release safety latching mechanism on right wheelhousing which holds seat back in position. One hand does it.
2. Next, seat back simply folds down on top of stationary cushion. Two support rods, one each side, hold seat back solidly folded down.
3. Finally, upper edge of seat back holds load-floor extension panel which swings over and down to provide floor area directly behind driver's seat. Rotating panel automatically swings support leg down on top of driveshaft tunnel.

EXTRA-VALUE STANDARD FEATURES—COUNTRY SEDAN OVER RANCH WAGON

- Choice of Five Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Bright-Metal Roof Bows (interior)
- Door and Side Trim Panels of Morocco-Grained Vinyls with Mylar Chrome Highlights
- Power-Operated Tailgate Window Standard Equipment on 9-Passenger Model (optional on 6-Passenger)
- "Country Sedan" in Bright Script on Front Fender, Instrument Panel and Tailgate
- Bright Hood Front Edge Molding • Fender Ornaments
- Bright Window and Drip Rail Moldings
- Bright, Full Length Body Side Molding (wide section)
- Textured, Bright Rear Quarter Appliqué
- Front and Rear Arm Rests • Front and Rear Ash Trays
- Dome Light Operated by Front Door Courtesy Switches and Main Light Switch

OTHER COUNTRY SEDAN STANDARD EQUIPMENT

- Mileage Maker Six Engine
- 3-Speed Manual Transmission
- Full-Flow Oil Filter
- Double-Wrapped Aluminized Muffler
- Diamond Lustre Finish
- (Plus remaining items listed under *Ranch Wagon Standard Equipment* on Page 16)
- Self-Adjusting Brakes
- Double-Life, Bright-Metal Trim

1 Paint
*Metallic Finish



Blue Vinyl* and Nylon Cloth
M • A • D • H • R • X



Green Vinyl* and Nylon Cloth
M • S • E • K • F



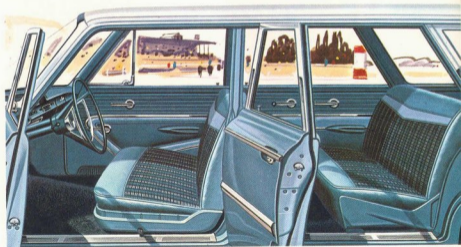
Tanqueise Vinyl* and Nylon Cloth
M • W • C



Brown Vinyl* and Brown Tonal Vinyl
M • A • D • S • E • W
C • K • H • R • F



White Vinyl† and Red Tonal Vinyl
M • A • J • D • O



COUNTRY SEDAN INTERIOR in light and medium blue metallic vinyls and medium blue patterned nylon cloth, one of five trim schemes represented by swatches (left). Color code letters indicate matching exterior finishes (See Page 23). Each of

Ford's three station wagon series has its *own separate and distinctive* interior trim design. One more reason why new Fords—built by America's station wagon specialists for over 31 years—are styling standouts in the 1961 world of station wagon living.

Check around supermarkets, commuter stations, country clubs . . . anywhere, and you'll probably find there are more Ford Country Sedans in America than any other station wagon.

Reasons? First—the 6-Passenger Country Sedan has long been Ford's top-selling wagon. Second—big, active families really go for the 9-Passenger Country Sedan with its quick-converting third seat that *naturally* faces forward.

Choose either of the '61 Country Sedans and you'll get the most wanted Ford wagon features—new roll-down tailgate window, self-adjusting "wagon-sized" brakes, rust-resistant body, Diamond Lustre Finish. The list goes on and on.

Whether the occasion calls for blue denims or blue serge, count on '61 Country Sedans to be a big part of the suburban scene!



9-Passenger Country Sedan in Starlight Blue—with room for a Derby Day party or a big league baseball team! Power tailgate window is a *standard* feature of this model.



6-Passenger Country Sedan in Corinthian White over Cambridge Blue. With "working clothes on" (rear seat folded down), this handsome wagon carries nearly a *half ton* of cargo!

COUNTRY SQUIRE



POWER STEERING



SELECT-AIRE

POPULAR COUNTRY SQUIRE OPTIONS



POWER SEAT



THUNDERBIRD 290 SPECIAL V-8

Country Squire buyers usually go "top of the line" in their selection of Ford wagon options. For '61, that would mean the top power team of *Thunderbird 390 Special V-8** and *Cruise-O-Matic*, the liveliest going. (See Page 25 for other power team options.) *Power Steering* and *Power Brakes* are most often

selected for driving ease; *Power Door Windows* and *Power Seat* for extra convenience. For year-round comfort, *Select-Aire*, Ford's all-in-one air-conditioner-heating system, is a top suggestion. Many more options and accessories are available on Country Squires. (See Page 22.)

*Other available engines: *Mileage Maker Six* (standard); *Thunderbird 292 V-8*; *Thunderbird 352 Special V-8*

The undisputed king of wagons... Country Squire... available for the first time in two luxurious models

EXTRA-VALUE STANDARD FEATURES—COUNTRY SQUIRE OVER COUNTRY SEDAN

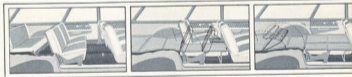
- Distinguished Wagon Styling: Maple Glass Fibre Moldings Enclosing Mahogany-Grained Steel Panels
- Power Tailgate Window Standard on 6- and 9-Passenger Country Squires
- Choice of Seven Distinctive, Pleated All-Vinyl and Vinyl and Nylon Cloth Upholstery Combinations, Color-Keyed to a Selection of 13 Single Color Exteriors
- Simulated Mahogany Paneling Repeated in Rear Below Tailgate
- "Country Squire" in Bright Script on Instrument Panel and Tailgate
- Richly Pleated Seat Fabrics, Door and Side Trim Panels
- Backup Lights (centered in taillights)
- Luxury Loom Rayon Carpeting, Color-Keyed to Interior
- Self-Regulating Electric Clock

STANDARD FEATURES SHARED WITH COUNTRY SEDAN

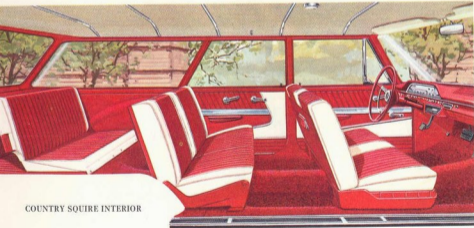
- Choice of 6- or 9-Passenger Models
- 9-Passenger Model with Ford's Forward-Facing Third Seat
- Fender Ornaments
- Bright Hood Front Edge, Window and Drip Rail Moldings
- Front and Rear Ash Trays, Arm Rests
- Bright-Metal Roof Bows (interior)
- Dome Light Operated by Front Door Courtesy Switches and Main Light Switch

(Plus all other items listed under *Ranch Wagon* and *Country Sedan Standard Equipment* on Pages 16 & 17)

'61 FORD BENEFIT FEATURE



1. In 9-passenger wagons, third seat area converts quickly to level loadspace. First, lift out the easy-to-remove foam seat cushions and flip down seat back. (Out of car, they serve ideally as children's mattresses, as picnic, boat or stadium cushions.)
2. Second seat on 9-passenger wagons is divided so that two-thirds may be left up for passengers, one-third folded down for convenient "walk-through," when desired.
3. With second and third seats completely folded down, loadspace measures 93½ cu. ft. —over 10 feet to end of open tailgate (almost 8½ feet with tailgate closed!)



COUNTRY SQUIRE INTERIOR

Luxuriant travel-room for nine in the famous Country Squire, fashioned by Ford, America's station wagon specialists for over 31 years. Seat trim is of white pearl vinyl and red pleated vinyl. Color-keyed, deep-pile Luxury Loom carpeting stretches wall to wall. Overhead, white tweed and dot print headlining is set off by chrome roof bows. This is one of seven trims available with either Country Squire model (see swatches at right; color code letters refer to matching exterior finishes, Page 23). What other wagon offers more?



Red Vinyl and White Vinyl
M • A • J • Q



Blue Vinyl* and Nylon Cloth
M • A • C • H • R • Q



Green Vinyl* and Nylon Cloth
M • B • E • H • K • P



Turquoise Vinyl* and Nylon Cloth
M • W • C



Brown Vinyl* and Nylon Cloth
M • D • S • E • W
C • R • J • R • P



White Vinyl* and Nylon Cloth
M • A • J • Q



Two Tone Brown Vinyl*
M • D • S • E • W
C • R • J • R • P

*Pearl
*Metallic finish

The biggest wagon news of the year is right here! Ford's famous luxury wagon, the Country Squire, now comes in a 6-passenger as well as a 9-passenger model.

Both bring you the most distinctive wagon styling on the American Road—the look of custom body craftsmanship in rich paneling that simulates mahogany and wears like steel. Body pillars and window frames sparkle with double-life, bright-metal trim. Interiors (your choice of seven) are the most luxurious and durable ever designed for wagons!

Like all Ford wagons, these Country Squires are not built for beauty alone. They're built for people—the big, wide doors . . . the wide, deep, cushioned-comfort seats tell you that. They're built for work, too—they convert to 93½ cu. ft. of cargo space in seconds.

There may be wagons that *cost* more, but certainly none that can *do* more than these beautifully built Country Squires by Ford!

9-Passenger Country Squire in Raven Black. In Ford three-seat wagons, everyone faces forward, naturally. Picture-window visibility (over 5,150 sq. in. of glass) lets everyone see more.

6-Passenger Country Squire in Corinthian White. New power tailgate window is standard feature on both Country Squire models as are backup lights, electric clock, deep-pile carpeting.



OPTIONS and ACCESSORIES for a Ford future of greater driving pleasure



SELECTAIRE CONDITIONER. Ford's all-in-one, air-conditioner-heating system. Greater capacity, yet costs less than many similar units. Cools, dehumidifies, heats, defrosts, ventilates to provide complete climate control. (With V-8 only.)



CONSOLE RANGE RADIO. A moderately priced, transistorized car radio of unusual power and fidelity. Designed to provide quality reception even in country driving. Five push buttons can be pre-set to give you stations of your choice.



ELECTRIC CLOCK. Styled to blend with dials and controls of Ford instrument panel. Clock face has full-sweep second hand; hands and numerals are illuminated at night. (Standard on Galaxies and Country Squire models.)



SPOTLIGHT/MIRROR. Visored spotlight throws beam over a half mile in clear weather. Controlled from inside car, it has many helpful night-time uses. Mirror styled into ring of spotlight is handy 24-hour driving aid.



POWER TAILGATE WINDOW is smoothly raised or lowered by electric motor in tailgate. Power is controlled by toggle switch on instrument panel (at driver's left), or by turning key in tailgate lock. Safety switch prevents downward movement when tailgate is lowered. (Standard on Country Squires, 9-Pass. Country Sedan.)



BUMPER GUARDS AND BACKUP LIGHTS. Front and rear guards with rubber center inserts protect bumpers from marring or chipping, lend a more massive look. Backup lights, centered in Ford's Big Circle taillights, brightly light drive path behind your car (standard on Galaxies and Country Squires).



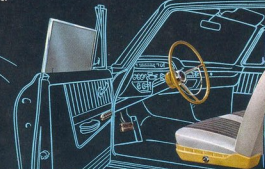
SPORT SPARE WHEEL CARRIER. Adds continental styling flair to '61 Ford sedans, hardtops and convertible. Simulated tire tread cover is stainless steel with hub decoration and gas filler opening in center. (Tire remains in trunk.)



DELUXE MIRROR. Provides wider viewing range of following traffic. Quality chrome-plated, it also adds attractive style accent. Model illustrated is one of four exterior types offered.



HOOD ORNAMENT. Sparkling, translucent Classic Ford Look emblem. An extra style element which blends beautifully with Ford's bright trim. Quality chromed and anodized to resist corrosion.



POWER ASSISTS. Master-Guide Power Steering takes up to 85% of the work of steering out of your hands, makes parking a breeze. You still retain "feet" of the road. Swift Sare Power Brakes reduce braking effort as much as 45%. Low pedal means less foot travel, smoother brake application. Power-Lift Windows make raising, lowering windows as simple as pointing your finger. Individual controls at all windows; master control at driver's position. Fifth button enables driver to "lockout" all windows except his own. Power Front Seat is an infinite position, posture-control seat with synchronized tilting back. Simple toggle switch picks the position you like best.

LIFEGUARD DESIGN. In the '61 Fords these Lifeguard features are standard or available at moderate extra cost: 1. Lifeguard arm rests, fully cushioned with shock-absorbing material. 2. Seat belts help keep you in your seat in case of impact. 3. Lifeguard Jr. safety locks help prevent small children from accidentally opening rear doors. 4. Lifeguard Double-Grp

door locks for added protection against doors springing open upon impact. 5. Lifeguard sun visors, fully cushioned with super shock-absorbing material. 6. Lifeguard double-tilt, shatter-resistant safety mirror swings away if struck forcefully. 7. Lifeguard deep-dish steering wheel with three equally spaced spokes. 8. Lifeguard cushioned instrument panel.*

*Optional at modest extra cost

Electric Windshield Wipers. Positive 2-speed wiper action is totally unaffected by engine speed. Powered by their own electric motor, wipers maintain constant speed even when starting up at lights or climbing hills.

Rear Speaker. Big 6 x 9-inch speaker, mounted in package shelf behind rear seat, provides "binaural effect" when blended with regular front speaker. Three-way control adjusts volume in front or rear speakers singly, as well.

Recirculating Heater-Defroster. Remarkably low-priced heater-defroster combination. Heats, recirculates passenger compartment air through dual outlets for greater comfort.

Deck Lid Release. An extra-convenience option that lets driver unlock rear deck without leaving his seat. One simple pull of release handle does it. Lets service attendant check air in the spare while you stay in the car.

Parking Brake Signal. You can't forget the parking brake with this Ford option. Red light flashes on when you start car—stays on till you release brake.

Equi-Lock Differential. Delivers driving forces equally to both rear wheels. With firm traction for just one wheel, pulls you out of mud, ice or snow "bad spots" where you ordinarily would stay stuck in wheel-spinning frustration.

Luggage Rack. Increases cargo capacity of all Ford wagons with big, wide 62 x 48-inch roof-top storage area. Rack is usually constructed of gleaming rust-resistant bright metal and can be temporarily or permanently mounted.

OTHER OPTIONS AND ACCESSORIES

MagicAire Heater. So famous for its all-season usefulness that it's a "must" with nearly all new Ford owners. Combines with Ford's cool-top air intake to utilize the freshest, cleanest air in heating, defrosting. Powerful blower, quick warm-up.

PolarAire Conditioner. Big capacity, fast cool-down and low, low price make PolarAire a most attractive air conditioning buy. PolarAire-equipped Fords cost less than some medium-priced cars without air conditioning.

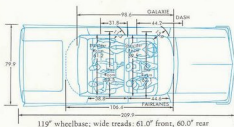
4-Way Manual Tilt Front Seat. With this moderately priced option you have a full range of 51 seat positions to choose from. One is "comfort-perfect" for you.

Windshield Washer. Simply pull windshield wiper control and twin sprays of water appear to wash away mud splatter, road grime. New electric pump responds instantly.



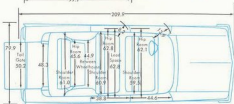
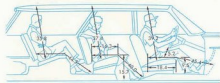
PLUS . . . Full Wheel Covers • Inside Non-Glare Mirror • Rocker Panel Trim • Rear Fender Shields • 1-Rose Tinted Glass • Full Tone Manual Radio • Rear-Mounted Antenna • Contour Car Mats (front, rear, twin front) • Cargo Floor Mat (wagons) • Snap-On Cargo Cover (wagons) • Rear Radio Speaker (wagons) • Seat Covers • Ventilated Seat Cushions • License Plate Frame • Locking Gas Cap • Litter Disposal • Vacuum-Operated • Tissue Dispenser • Vanity Mirror • Wheel Trim Rings • License Plate Guards • Spare Tire-Wheel Lock • Anti-Fume Crankcase Ventilation System (std. with 300-hp V-8).

SEDAN AND HARDTOP DIMENSIONS



119.5 wheelbase; wide treads: 61.0" front, 60.0" rear

STATION WAGON DIMENSIONS



119.5 wheelbase; wide treads: 61.0" front, 60.0" rear

DIAMOND LUSTRE *The hard, bright finish with the built-in future...it never needs wax! Just a wash and it glistens showroom-new!*

HERE IS THE COMPLETE RANGE of 1961 Ford colors, which are available as standard single or optional two tones on most models. There are 13 in all. Each color, in addition to name, has a code letter. These code letters are used with upholstery swatch illustrations on preceding pages to show the exterior colors co-ordinated with a given trim choice.

TWO TONE COLOR GUIDE. In much the same way '61 Ford optional two-tone combinations can be determined. Available combinations are listed below. In each the first letter represents the top color, the second is the body color. **EXAMPLE:** "M/A" is Corinthian White upper, Raven Black lower. (Sunliners and Country Squires take single colors only. Guide applies to all other series.)



M/A	M/D	M/S	M/E	M/W	M/C	M/J	M/K
M/H	M/R	M/F	M/Q	D/H	D/R	S/E	C/W



Car Single Color



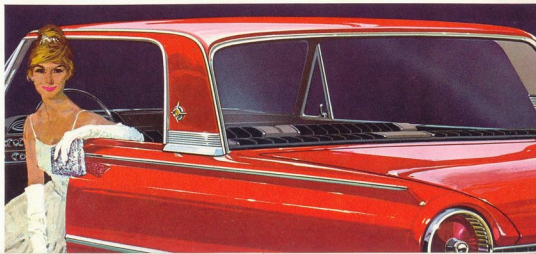
Car Two Tone



Wagon Single Color

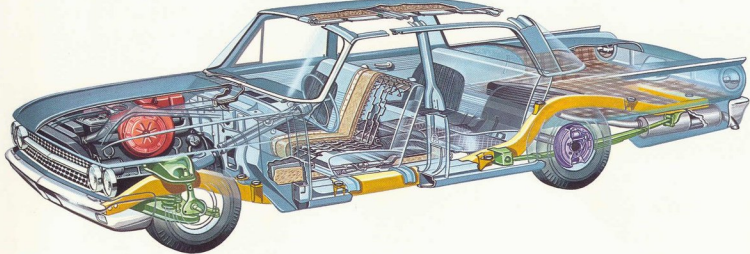


Wagon Two Tone



THE FINER INNER FORD FOR 1961

Where all the "beautifully built" benefits of Ford engineering and design begin



Double-paneled hood. Designed and constructed to provide greater strength and rigidity . . . virtually eliminates hood "flutter" and vibration.

Solid, one-piece bumper. Greater strength than multipiece bumpers. Deep-section, wrap-around design gives greater protection. Thicker, more uniformly chrome-plated to better resist corrosion, chipping and scratches.

Splash pans in front fenders (ahead of wheels) protect headlamp areas from water, dirt, road sales. Help to minimize corrosion . . . prolong metal life.

Swept-Back, Angle-Poised Ball-Joint Front Suspension. A Ford "first"—cushions the ride by letting wheels "walk" up and over bumps . . . greatly reduces brake "dive." Lower ball joints spring-loaded to automatically compensate for wear.

Self-adjusting brakes. Normal adjustment is accomplished automatically when brakes are applied as car backs up. Linings are thicker for longer life. Ford brakes are "sized" to the braking job. (Station wagons have even larger brakes than sedans.) Pedal effort reduced as much as 14%.

Up to 25% easier steering. Increased manual steering ratio plus new flexible steering coupling . . . new nylon bearings in steering linkage . . . new

needle bearings in steering sector shaft all add up to the finest Ford steering ever!

Corrosion-resistant body. All Ford body surfaces are specially treated with anti-rust and corrosion-resistant chemicals. Rocker panels (below doors) are heavily galvanized.

Greater visibility. Ford windshields give you 1,470 sq. in. of high, wide visibility *without* compound overhead glass that lets in broiling sun. Low, flat hood gives you greater view of road ahead. "Picture-window" glass areas up to 3,222 sq. in. at sides and rear give you full-circle viewing for all-round safer driving.

Cowl-Air ventilation. Ford's fresh air intake is high, away from the street to bring in freshest, coolest air at all speeds, in all seasons.

Dash panel insulation. One-inch thick, glass-fiber layer next to steel dash panel insulates passenger compartment against engine noise and heat.

Double-ribbed floor. For greater underbody structural strength and rigidity, Ford floors are double-rib reinforced, incorporate five sturdy cross members.

"Double-hat" roof supports. These sturdy cross braces are anchor-welded to roof side rails to provide greater crossover strength and rigidity for top sheet metal. (One on sedans, three on station wagons.)

Roof insulation is up to a full inch of fibrous sound-absorption and heat-insulating material for greater riding comfort.

Ford front seats. Firmly anchored to floor pan reinforcement. They are adjustable to 11 separate positions in 5½" travel, move smoothly and easily on 12 steel balls in the seat tracks.

Balanced body-frame relationship. Ford's great ride is *still* further improved! Wide-contoured frame has more flexible inner channels for less harshness and a more gentle ride. Resilient live-rubber cushions in Ford Silent-Grip body mounts dampen shock and vibrations *before* they can be transferred from frame to the body—and passengers.

Double-paneled deck lid. Stronger, more rigid to resist twisting . . . provides firm, true closure. Counterbalanced lid operates smoothly up and down on torsion bar hinges. Heavy rubber molding around edges seals out water and dust.

Vacation-volume trunk. Up to 30½ cu. ft. total space with opening over 51 inches wide! New spare tire mounting (forward on riser behind rear seat) provides unobstructed space from sill to riser. Compartment is fully lined to protect luggage.

Asymmetrical rear suspension. Ford's 60-inch rear springs are mounted on the axle *forward* of the spring

centers. This design feature gives every Ford a solid, level ride . . . helps greatly to reduce front end dive in braking, rear end squat on take-off.

Double-wrapped, aluminum Ford muffler. Lasts up to *three* times as long as ordinary kind. Muffler location—behind and outside rear wheels—vents exhaust freely into airstream and away from car.

Center-fill fueling, another Ford "first." Gas tank on sedans can be filled from either side with equal ease. No more concern over being on "the wrong side" and having an attendant drag the hose over the rear deck to get to filler pipe.

Deep-offset, straddle-mounted pinion in rear axle permits lower floor level, narrower driveshaft tunnel (adding extra foot room) in the new Ford. Roller bearings on *either* side of pinion maintain accurate ring gear tooth alignment for smoother, quieter, longer rear axle operating life.

Wide-base wheel rims. Provide solid tire grip on the road, especially in tight curves and cornering. Just one of many reasons why you'll find handling is smoother, surer in a Ford.

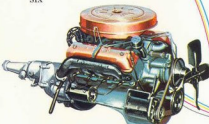
New Soft-tread, design tires, with stronger, longer-lasting TYREX cord, contribute to smoother, softer, quieter ride in all 1961 Ford models.

FORD POWER TEAMS

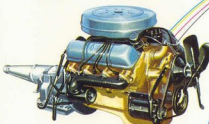
Mated for sparkling performance... noted for thrifty efficiency



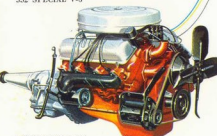
1. MILEAGE MAKER SIX



2. THUNDERBIRD 292 V-8



3. THUNDERBIRD 352 SPECIAL V-8



4. THUNDERBIRD 390 SPECIAL V-8



3-SPEED MANUAL. Ford's standard transmission, one of the most efficient and reliable ever produced. Silent, smooth-shifting and wonderfully economical when teamed with either the Mileage Maker Six or one of the Thunderbird V-8's. Provides three speeds forward and one reverse with easy-operating Ergo-Tip shift lever on steering column.



FORD OVERDRIVE, the great favorite with owners who go for top gas savings. Automatic planetary-type fourth gear lets engine loaf at 28% less rpm's. You get more miles per gallon, longer engine life, and this bonus flooring accelerator gives you instant downshifting for passing. You can have overdrive with any of Ford's four engines.



FORDOMATIC DRIVE,* one of the first and best of all automatic transmissions. Liquid-smooth and trigger-quick through two forward speeds and reverse. Kick-down to low gear for passing at any speed below 55 mph. Effective engine braking in "L" position. "Park" position in illuminated quadrant acts as extra parking brake. Selector lever consistently located on steering column.



CRUISE-O-MATIC DRIVE,† Ford's dual-range automatic, mated for its versatility and high performance. Two "Drive" positions in selector quadrant give you (1) a normal driving range starting in low, and (2) a second gear which starts in intermediate gear for gearlet starts on ice or snow. Effective engine braking in "L" position. "Park" position and kick-down passing gear also provided.

1. **MILEAGE MAKER SIX.** Ford's standard engine and the engine that has set new standards for modern design, efficiency and outstanding economy. Deep-Block construction for rigidity and smoothness; "over square" design for less friction and wear, longer life with less maintenance. *Horsepower:* 135 at 4,000 rpm. *Torque:* 200 lbs-ft at 2,000 rpm.
2. **THUNDERBIRD 292 V-8,** a lively, responsive engine that gives you Thunderbird power on regular gas. Two-barrel carburetor with automatic choke, plus precision fuel-metering system, blend economy with performance all through speed range. Electronically mass-balanced (as are all Thunderbird V-8's) for smooth, quiet operation. *Horsepower:* 175 at 4,200 rpm. *Torque:* 279 lbs-ft at 2,200 rpm.
3. **THUNDERBIRD 352 SPECIAL V-8.** Here's high power with thrifty performance—220 horsepower (at 4,400 rpm) on regular gas! Design features: two-barrel carburetion, direct passage intake manifold, high-lift camshaft are matched with low-compression-height pistons. Result: a combination of sweet going and gas savings available with any '61 Ford! *Torque:* 336 lbs-ft at 2,400 rpm.
4. **THUNDERBIRD 390 SPECIAL V-8,** brand-new for 1961! Here is the biggest V-8 in Ford's field... a great V-8 as only Ford knows how to build V-8's! Four-barrel carburetor, Precision Fuel Induction, aluminum valves with hydraulic lifters, and new Anti-Fume crankcase ventilation standard—just a few of the standout features of this great new engine. *Horsepower:* 300 at 4,600 rpm. *Torque:* 427 lbs-ft at 2,800 rpm.

"Ford goes first!" A performance fact based on all-time engineering achievements: the single-block Ford V-8... a truly modern short-stroke Six... deep-block design... "over square" engines... electronic mass-balancing. Through the years, Ford has always been first.

And 1961 is no exception. Ford offers you four brilliant engines, representing the widest cubic inch displacement range of choice in the field. Four proven transmissions team up with these engines to make the '61 Ford lively, responsive—yet thrifty—as *never* before!

See your Ford Dealer. Drive the beautifully built '61, and you'll agree... "Ford goes first!"



FREE-TURNING VALVES



ELECTRONIC MASS-BALANCING

FREE-TURNING VALVES. Ford engine intake and exhaust valves are free to rotate slightly when open. This design feature promotes a self-cleaning action, more evenly distributes wear, minimizes warping and sticking. *All* valves in *all* Ford engines are free-turning—exclusive with Ford in its field.

ELECTRONIC MASS-BALANCING of all V-8 engines is a Ford quality "first." Running under its own power, every Ford V-8 is precision-balanced with ultra-sensitive electronic gauges. This Ford extra-care manufacturing step provides these important engine attributes: (1) quiet-smoothness, (2) greater engine efficiency, and (3) longer operating life.

*Not available with Thunderbird 290 Special V-8
†Not available with Mileage Maker Six

WHY FORD, THE BEAUTIFULLY BUILT CAR, IS YOUR BEST BUY FOR 1961!

It takes a lot more than looks to make any car the "best buy." True, styling is important, but equally important, Ford believes, are the values which are not so quickly apparent. Those "built-for-people" values Fords are so famous for. Comfort, convenience . . . economy and durability . . . to name a few.

The 1961 Fords are beautifully proportioned for looks, certainly. And beyond their Classic Ford Look you will find they are beautifully built to take care of *themselves* and the *people* who own and drive them. These are the values which, we are sure, you count as important in an automobile. These are the reasons, we're sure you'll agree, that make Ford your *best* buy for '61.



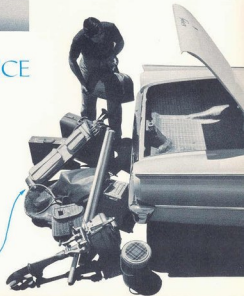
WIDER DOORS . . . EASIER ENTRANCE AND EXIT. '61 Ford doors are extra wide and high—beautifully built for the fullest skirt of the prettiest dress. You step gracefully in or out of a Ford. No windshield dogleg to nip your knees . . . no contortions necessary to slip around seats or doors. Ford front doors feature 2-position door checks, too . . . hold doors two-thirds or fully open for you. (Wonderfully convenient for the lady shopper with an armload of packages!) On 4-door Fords, "Automatic Doorman" gives you a spring-loaded "assist" to help you easily swing open or close the rear doors.

I. More COMFORT and CONVENIENCE



BUILT-FOR-PEOPLE COMFORT. The '61 Ford is built to be beautiful, but above all, it's built for people. Ford gives you those extra-big inches of comfort that others "styled out" of their cars. Seats, for instance. Ford's are *comfort-height* and positioned at the most posture-perfect angle (23°). And head room? There's plenty in a Ford—without that "sitting-on-the-floor" feeling you get in some cars. Measure the extra Ford room for shoulders and hips . . . legs and feet. Measure the full-width, sofa-soft seats—with no center "hard spots." Wherever you measure comfort for six big people, it all adds up to a '61 Ford!

"VACATION-VOLUME" TRUNK. The '61 Ford rear deck opens over 4 feet wide to give you trunk space up to 30½ cubic feet huge! And the space is flat, wide and unobstructed (new mount places spare tire way up forward on the riser). There's *plenty* of room and protection for all kinds of luggage loads from big bags of golf clubs (plus golf carts) to long, delicate fishing rod cases. Or, load this mammoth Ford trunk with an outboard motor, fishing gear for two, a couple of sleeping bags and camp duff. Ford's easy loading height is just a shade over 2 feet.



2. More ECONOMY and DURABILITY



1961  FORD

LUBE... *not due*

til 30,000 miles

OIL CHANGE... *at*

4,000 miles

BRAKES... *self*

adjusting

MUFFLER...

aluminized

WAX... *Diamond*

Lustre Finish

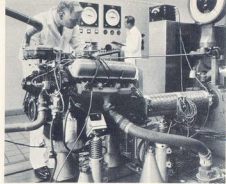
BIG SAVINGS ON SERVICE. That's a promise from the car that's "beautifully built to take care of itself!" In the '61 Ford, you'll normally go 30,000 miles without a chassis lubrication . . . 4,000 miles between oil changes! And that's just a good beginning. You'll save on muffler replacement—Ford's is double-wrapped and aluminized, normally will last *three* times as long as ordinary mufflers. You'll save on brake adjustments. Ford brakes adjust *themselves!* Self-adjusting hydraulic valve lifters in the Thunderbird 352 and 390 Special V-8's save even more. And you can forget about wax jobs. With just a wash Ford's Diamond Lustre Finish glistens "showroom new."

CORROSION-RESISTANT BODY. The '61 Ford's beauty goes deep-down to the metal. For instance, special chemicals are used to treat metal surfaces of every Ford body, make them more resistant to rust and corrosion. Rocker panels (under the doors), especially subject to the ravages of road salts, are Zinclad for longer life. The bright-metal trim on each '61 Ford will retain its lustre up to twice as long, as a result of more uniform chrome plating and thicker aluminum anodizing. Not only will your '61 Ford have a longer "prime of life," but you'll be more proud of it . . . realize more at resale time, too.

THUNDERBIRD POWER ON REGULAR GAS. Leave it to Ford, the V-8 leader, to give you lively performance with tightfisted thrift! And that's just what you get in Ford engines for '61. The famous Mileage Maker Six, a great favorite whenever gas savings are mentioned, is more miserly with a gallon of gas than *ever before.* The Thunderbird 292 V-8 and Thunderbird 352 Special V-8 really *deliver* when you ask for that spirited brand of performance they're famous for. All on regular gas, too!



3. Finer PERFORMANCE



VELVET-GLOVED POWER. In a Ford engine, V-8 or Six, you can *feel* the difference in performance. You feel it in effortless cruising at turnpike speeds and in the way a Ford engine safely "takes charge" in a passing situation. Part of it comes from design. Ford engines make the most of big displacement design to produce top wheel-turning torque. Precise carburetion and manifolding boost efficiency. Super short-stroke pistons cut friction to a fraction. Another part comes from Ford engine manufacturing. Electronic mass-balancing of *all* V-8's, for instance, is just one of many Ford extra-care steps that, added together, make the performance difference you can feel in a Ford engine.

CAT-QUICK AGILITY. You'll particularly appreciate the nimbleness of the '61 Ford in traffic. Here, in close-quarter maneuvering, power is not so important. But the ability to move quickly and precisely certainly is. Cat-quick agility at the light . . . or moving out to pass . . . comes from Thunderbird V-8 power teamed with eagerly responsive transmissions, whether Fordomatic or Cruise-O-Matic. It comes, too, from Ford's easier steering and more precise handling. And it comes from front and rear suspensions that team up to keep the '61 Ford beautifully level and balanced and "light on its feet." Try the '61 Ford in your town's traffic and see.



WIDE-TREAD DESIGN. All '61 Fords, with a full five feet between the wheels front and rear, grip the road with a wide, firm stance. This, coupled with Ford's unusually low center of gravity, gives Ford that Thunderbird brand of solid, road-hugging feel you miss in other cars. And, Ford's wide, firm stance goes right down to the wheel rims themselves. Measuring 5½ inches wide on sedans and hardtops (6 inches wide on wagons), Ford wide-base rims add more to stability and handling. Wide-Tread Design is this *exclusively Ford* combination that does so many wonderful things for everyone in the car. Your passengers ride more relaxed and comfortable . . . especially through the curves and corners. And what a great sense of secure, steady control for you behind the wheel! No "narrow gauge" car can compare with it!

4. Finer RIDING and HANDLING

EASIER STEERING. Every '61 Ford boasts a *manual* steering system that is up to 25% easier. Parking, garaging . . . low-speed maneuvering situations where steering is the big factor . . . are simpler, easier. Numerous Ford advancements make this handling bonus possible. First, Ford's steering gear sector shaft is mounted in precision needle bearings instead of bronze or other type bushings used in some cars. New nylon bearings (permanently lubricated) have been designed into the linkage. And there's a new flexible steering shaft coupling that helps reduce steering effort even further. Steering ratio has been increased to 30 to 1. Put them all together and you have the next best thing to power steering in Ford's field!



THREAD-THE-NEEDLE HANDLING. Try this as a handling test of any '61 Ford. Take a winding, "back country-type" road . . . one that twists and turns and throws in a few climbing curves occasionally. First, feel how the Ford moves into each turn and "tracks" through sweet and true. Then, see how you can "thread-the-needle" avoiding the dips, bumps and other road faults. Steering takes so little effort. Wheel return is smooth, precise. Or, test the new Ford on a long, open stretch of highway with a stiff crosswind coming in from the driver's side. There's no fight with the wheel to "keep 'er on course." You hardly notice the need for wheel correction. Just try this brand of handling . . . you'll settle for nothing less!



"COMFORT-CONTROLLED" RIDE. Count all the reasons you'll ride more comfortably in a new Ford—(1) More "balanced" body-frame relationship. Ford's strong Wide-Contoured Frame has a more flexible inner channel in the box-section side rails to absorb harshness, gentle the ride. (2) New Silent-Grip live-rubber mounts between body and frame dampen vibration, smooth the ride. (3) New recalibrated shock absorbers help balance and control the ride. (4) 60-inch rear leaf springs, with rear axle mounted well forward of the spring center, combined with tension-type shackles, provide anti-squat, anti-dive control to level the ride. (5) New soft-tread TYREX tires add smoothness and quiet to the ride. Never before was your riding comfort so carefully controlled!



5. Greater SAFETY



LIFEGUARD DESIGN. Ford is the safety pioneer—first with more built-in safety features than any other car. Many are *standard* equipment on every Ford. Lifeguard Double-Grip door locks . . . withstand pull-apart force of 3,000 lb. Lifeguard deep-dish steering wheel . . . designed to minimize driver injury in case of impact. Lifeguard padded arm rests. Lifeguard shatter-resistant, double-swivel mirror. Ford "first" safety options (moderate extra cost) include: Lifeguard instrument panel cushioning, padded sun visors and seat belts. Lifeguard protection rides with you every mile you drive in a Ford.

WIDE-CONTOURED FRAME. Ford's Wide-Contoured safety-type frame *surrounds* all passengers with double-channel girders of steel. These rugged, deep side rails flare out to nearly five feet in width at the mid-section to provide *extra* protection from side impact . . . protection shared by even the passengers sitting at the *outside* of seats. Compare this with the narrow, "down-the-middle" design of the X-type frames used by some other cars. Ford's stronger, more rigid Wide-Contoured Frame fully rates your solid vote of confidence.



SIGHT-FOR-SAFETY VISIBILITY. Just looking out through Ford's wide-sweeping windshield (1,470 sq. in.) gives you a greater feeling of security. Over the low, flat '61 Ford hood you see *more* of the road ahead, $4\frac{1}{2}$ feet *closer* to the bumper, than '57-'59 Fords. Yet there's no compound-curved glass overhead to let in distracting sun glare. Ford

rear windows are big and wide to let you see more behind—*without* "sun-boiling" passengers. Side windows (up to 1,479 sq. in. on sedans, up to 2,977 sq. in. on wagons) give you picture-window views. This is Ford Sight-for-Safety visibility that lets you see clearly without neck-cranning . . . that gives you greater confidence everywhere you drive.

Here's how to give your family a wonderful future of **2 FORD FREEDOM**



FAIRLANE 500
TOWN SEDAN



FALCON FORDOR WAGON



FALCON TUDOR SEDAN



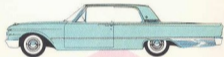
RANCH WAGON



COUNTRY SEDAN



SUNLINER



GALAXIE CLUB VICTORIA



COUNTRY SQUIRE

There's only one thing better than a '61 Ford and that's *two* of them! And what a beautifully built range of choice you have—Fords, Falcons, Thunderbirds. Roomy sedans, hard-working wagons, glamorous hardtops and convertibles. Family car, business car, commuter, compact or fun car . . . Ford has cars to suit almost *anyone!* Just a few of the many popular two-Ford combinations are illustrated here. With the help of your local authorized Ford Dealer, we're sure you'll find the *right* pair for you.

1961 FORD SPECIFICATIONS



ENGINES: 135-hp Mileage Maker Six (standard on all models) —223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; regular fuel; low-silhouette unit-design single-venturi carburetor; four-valve, angle-mounted air cleaner; precision-molded crankshaft with four main bearings; oil capacity, with filter change, 5 qt.; single exhaust.



175-hp Thunderbird 292 V-8 (optional on all models) —292-cu. in. displ.; 3.75" bore x 3.30" stroke; 8.8 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor; automatic choke; precision-molded crankshaft, copper-lead main (five) and con. rod bearings; oil capacity, with filter change, 6 qt.; Y-type single exhaust (dual on Sunliner).



220-hp Thunderbird 352 Special V-8 (optional on all models) —352-cu. in. displ.; 4.00" bore x 3.50" stroke; 8.9 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor; automatic choke; aluminum valves with hydraulic lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft, copper-lead main (five) and con. rod bearings; oil capacity, with filter change, 6 qt.; Y-type single exhaust (dual on Sunliner).



300-hp Thunderbird 390 Special V-8 (optional on all models) —390-cu. in. displ.; 4.05" bore x 3.78" stroke; 9.6 to 1 comp. ratio; premium fuel; low-silhouette 4-venturi carburetor; automatic choke; positive-type Anti-Fume crankcase ventilation system; aluminum valves with hydraulic lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft, copper-lead main (five) and con. rod bearings; oil capacity, with filter change, 6 qt.; dual exhausts. **375-hp Thunderbird 390 Super V-8** with 10.6 to 1 comp. ratio also available for all models except wagons. This high-performance engine has many special components and requires certain heavy-duty chassis equipment. For details, see your Ford Dealer.



ENGINE FEATURES: For greater economy and longer life, Ford engines have Short Stroke, low-friction design; Deep-Block construction; Free-Turning overhead intake and exhaust valves; Super-Filter air cleaner with reusable element; high-capacity in-line fuel filtering system with combination fuel and vacuum-booster pump for more constant windshield-wiper action; Rotunda 2-phase Full-Flow disposable-type oil filter; Thunderbird-type Cross-Flow cooling system with separate hot reserve tank and 180° Positive-Action thermostat; 12-volt electrical system; weatherproof ignition with Static-Box constant resistance wiring and air-cooled distributor points, triple-seal 18-mm. Turbo-Action spark plugs; 66-plate, 55 amp-hr battery 078 plate, 45 amp-hr with Special V-8's and automatic transmission; full-wrap-rubber rear engine mount; aluminum muffler with aluminum integral tailpipe mounted at rear of frame. All V-8's electronically mass-balanced while operating under their own power for extra smoothness.



CLUTCH AND MANUAL TRANSMISSIONS: Semi-centrifugal clutch with full-weighted levers for more positive engagement; suspended pedal. Face diameter—9 7/8" with Six, 10 7/8" with 292 V-8, 11" with 352 and 390 Special V-8's. **3-Speed** has short-geared five-pitch helical gears for high strength and quietness; forged bronze synchronizers. Tailored-to-engine ratios (to 1): Six—1st 3.20, 2nd 1.85, direct 1.00, rev. 3.88; 292 V-8—1st 2.78, 2nd 1.61, direct 1.00, rev. 3.38; 352 and 390 Special V-8's—1st 2.37, 2nd 1.51, direct 1.00, rev. 2.81.



Overdrive (optional) is above 3-speed plus an automatic 4th gear that cuts in above 28 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator. Lockout control on instrument panel. Tailored-to-engine ratios (to 1): Six and 292 V-8—1st 2.80, 2nd 1.69, direct 1.00, OD 70, rev. 3.80; 352 and 390 Special V-8's—1st 2.49, 2nd 1.59, direct 1.00, OD 72, rev. 3.15.



AUTOMATIC TRANSMISSIONS: Torque converter in combination with compound planetary gear set. Effective engine braking in "L" position. Water cooled. Selector lever on steering column, illuminated quadrant on instrument panel. **Fordomatic Drive** (optional with all engines except 390 V-8's) features simplified design, lightweight cast-aluminum construction, minimum servicing. Two forward gear ratios, one reverse (to 1); low 1.75, direct 1.00, rev. 1.50; converter (stall) 2.6 with Six and 292 V-8, 2.5 with 352 Special V-8. In "D" range gives brisk, smooth starts in low. Durable cellulose clutch plates for safe-smooth upshift. Selector sequence F-R-N-D-L.



Cruise-O-Matic Drive (optional with all engines except Six and Super V-8) features new lighter weight cast-aluminum converter housing and minimum servicing. Two selective drive ranges: "Drive" (green dot) starting in low for all normal driving, or alternate drive position (white dot) starting in intermediate for more sure-footed driving on slippery surfaces. Three forward gear ratios, one reverse (to 1); low 2.40, intermediate 1.47, direct 1.00, rev. 2.00; converter (stall) 2.1. New vacuum control provides smoother, more precisely and permanently coordinated-with-engine shifting (eliminates linkage adjustment). Selector sequence F-R-N-DRIVE-L.



REAR AXLE: Semi-floating type with deep-offset hypoid gears. Shackle-mounted disc spring. **Torax-Alloyed Axle Ratio (to 1): Conventional Drive—Wagons:** 3.89 with Six and 292 V-8, 3.56 with Special V-8's; **Other Models:** 3.56 with all engines. **Overdrive—All Models:** 3.89 with Six or 292 V-8, 3.56 with Special V-8's. **Fordomatic Drive—Wagons:** 3.56 with Six and 292 V-8, 3.00 with 352 Special V-8's; **Other Models:** 3.56 with Six, 3.00 with 292 V-8 and 352 Special V-8's. **Cruise-O-Matic Drive—Wagons:** 3.56 with 292 V-8, 3.00 with Special V-8's; **Other Models:** 3.00 with 292 V-8 and Special V-8's. **Optional Equal-Lock differential ratios (to 1):** same as standard above. Heavy-duty axle for wagons with higher capacity wheel bearings, larger dia. shafts.



WIDE-CONTOURED FRAME: Strong box-section design with more flexible inner channel for softer, more luxurious ride. Sunliner has 4 cross members plus X-member, others have 5 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounts.



FRONT SUSPENSION: Sweep-Back, Angle-Focused Ball-Joint type with wide-base coil springs and rubber bushings in lower arms, plus new anti-friction plastic washer in lower ball joint for softer ride, easier steering. Threaded, permanently lubricated bushings in upper arms. Ball joints packed with special 30,000-mile grease retained by ball life seals. With V-8 models and Six in wagons, front end has rubber-bushed ride stabilizer to control roll on turns. Internally mounted shock absorbers.



REAR SUSPENSION: Asymmetrical, variable-rate design with rear axle located well forward from center of springs for anti-dive and anti-squat on braking and acceleration. For anti-dive and anti-squat on braking and acceleration. Extra-long, gentle-rate, leaf-type springs with wide spring base provide a soft, stable, leveled ride. Outboard mounted. Tension-type shackles. Axle axle bumper. Diagonally mounted shock absorbers.



STEERING: Precision-control, low-friction recirculating-ball type steering gear with anti-friction bearings throughout including new needle bearings on sector shaft and new higher ratio for easier steering. New flexible coupling in steering shaft isolates steering wheel. Symmetrical linkage with new nylon bearings in tie-rod and pitman arm pivots packed with special 30,000-mile grease retained by full life seals. New rubber-bushed idler-arm pivots. Over-all steering ratio 30 to 1; with power steering, 25 to 1. Turning diameter approx. 41 ft.



BRAKES: All-new, self-adjusting Truck Size hydraulic brakes of double-sealed, self-energizing design. Brakes adjust automatically when applied while car is moving backwards. Earlier-operating suspended pedal. Dash-mounted master cylinder. Grooved 11-inch composite drums for maximum cooling. Thicker molded linings for longer life. Total lining area is 233.8 sq. in. on wagons, 212.5 sq. in. on other models. Foot-operated parking brake with pull-out release lock on instrument panel. Optional Swift Sure power brake, recalibrated for more efficient operation, have special low pedal and power reservoir tank.



TIRES: 4-ply, black, tubeless with Tyrex cord and Soft-Tread design. Safety-type rims. Wagons—8.00 x 14 on 6" rims. Other models—7.50 x 14 on 5 1/2" rims, except 8.00 x 14 tires on 5 1/2" rims with combination of Special V-8's with Cruise-O-Matic and air conditioning. White sidewall tires optional. For wagons optional 8.00 x 14 4-ply tires recommended in combination with heavy-duty suspension and heavy-duty rear axle options for greater cargo-carrying capacity.

PRICES: All Power Assists, Optional Equipment and Accessories as well as some of the items illustrated or referred to as optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.



The Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit teams sample from each shift on every assembly plant for an exhaustive search for any deviations from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was approved for printing. Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation.

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