

1961 FORDS

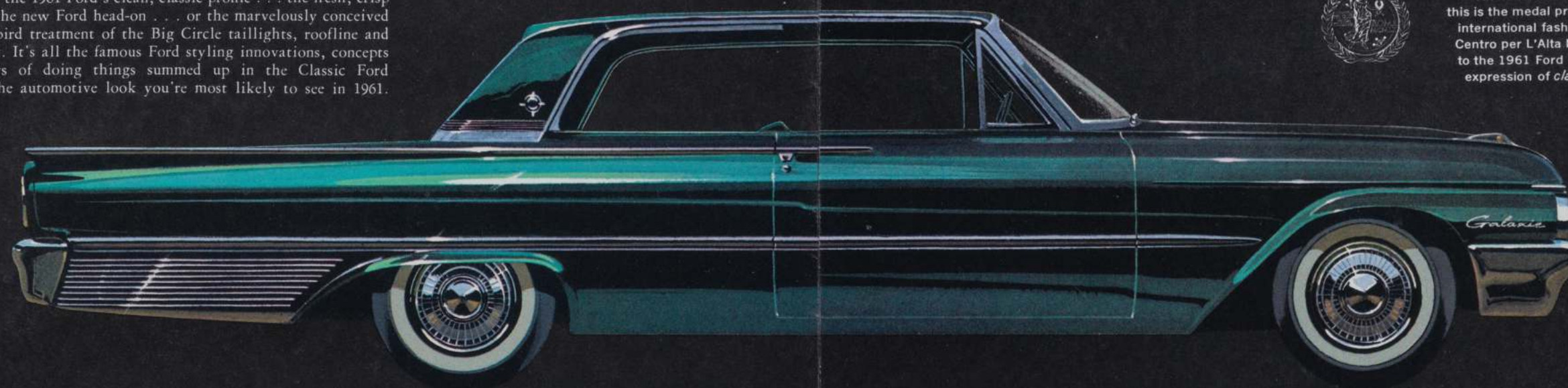


FAIRLANES
FAIRLANE 500's
GALAXIES
STATION WAGONS



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, 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.

See the great motoring advancements Ford brings you for 1961. No other car near Ford's price range offers you such classic, functional beauty . . . plus the economy and convenience of Ford "takes-care-of-itself" advantages. All are *standard* on every '61 Ford!

To take care of itself on the turnpike, the '61 Ford offers a brand-new 390 Thunderbird Special V-8 with all the extra punch you'll ever need. And 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 especially 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

BUILT-FOR-PEOPLE COMFORT. The new Ford gives you those extra-big inches of comfort some others "styled out" of their cars this year. Measure the extra Ford head room . . . the extra room for shoulders and hips . . . legs and feet. Wherever you measure comfort for six big people, it all adds up to a '61 Ford!

NO WINDSHIELD DOGLEG to nip your knees . . . no contortions necessary to get in or out. '61 Ford doors are extra wide and high—beautifully built for the fullest skirt of the prettiest dress. Gentlemen, too, enter the new Ford gracefully . . . with their hats on.

POSTURE-PERFECT SEATS. You don't get that "sitting-on-the-floor" feeling in a Ford! Seats are comfort-height, positioned at the Posture-Perfect angle (23°). You sit

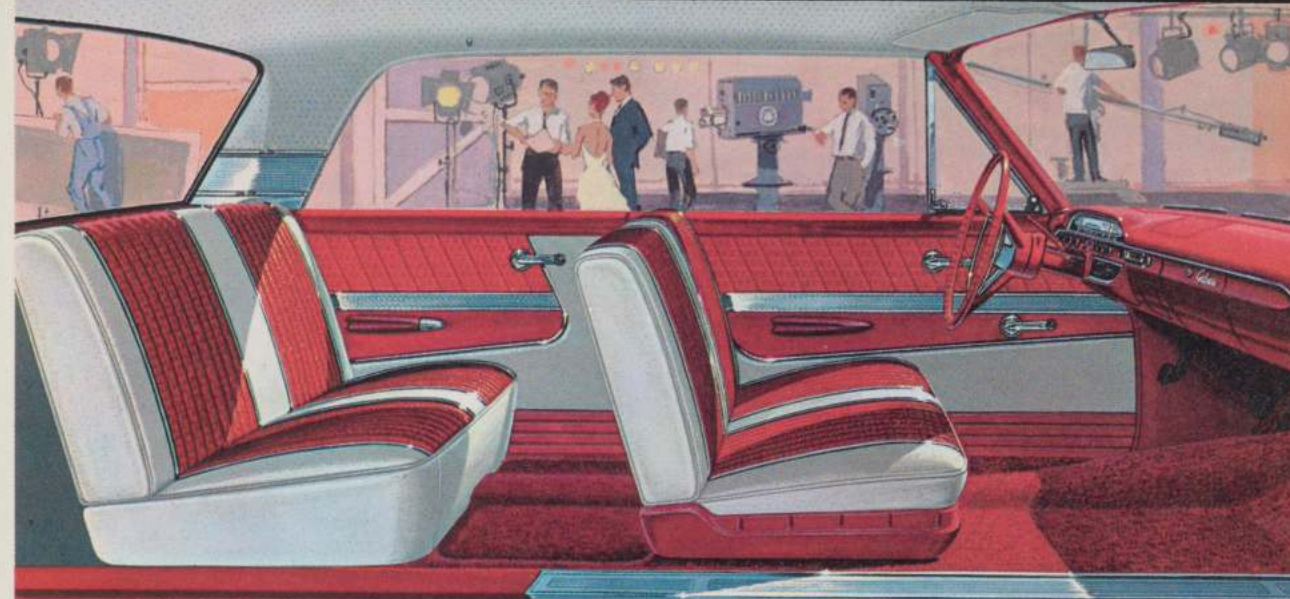
sofa-soft on luxuriously thick padding that extends *full* seat width . . . eliminates center "hard spots."

COMFORT-CONTROLLED RIDE. The '61 Ford rides more smoothly and quietly . . . more gently, more comfortably than ever . . . thanks to a meticulously refined suspension system that automatically adjusts to any road. Steering is up to 25% easier! As never before, you *must* ride and test-drive this new 1961 Ford to know how beautifully built it *really* is!

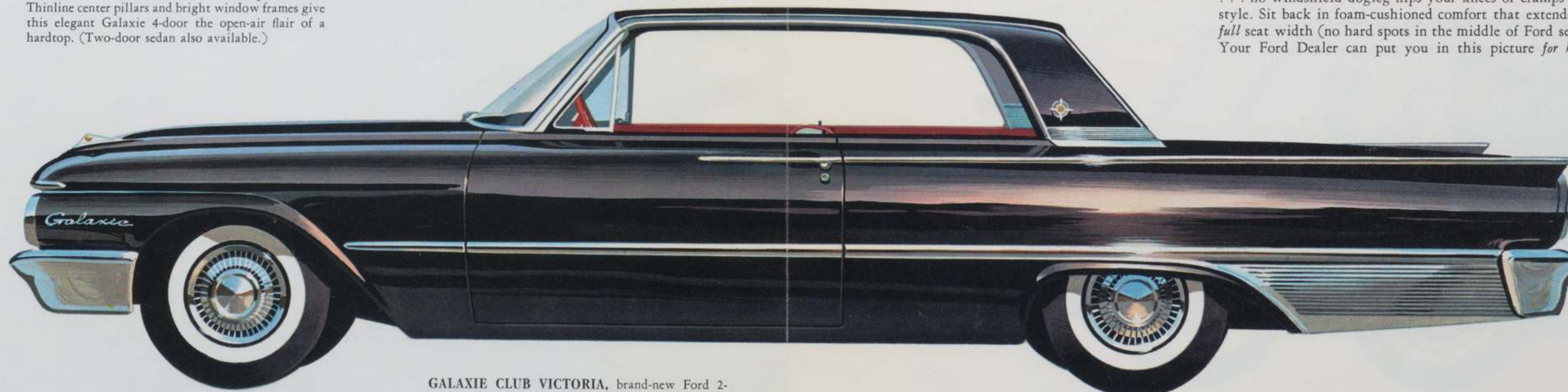
"VACATION-VOLUME" TRUNK with an opening over 4 feet wide and trunk space up to 30½ cubic feet huge! It's flat, unobstructed space, too, because the spare is now mounted up behind the rear seat. Sixteen beautifully built '61 Fords—see them at your Ford Dealer's *now*.



GALAXIE TOWN SEDAN in Chesapeake Blue. Thinline center pillars and bright window frames give this elegant Galaxie 4-door the open-air flair of a hardtop. (Two-door sedan also available.)



GALAXIE VICTORIA INTERIOR of white pearl vinyl and red shimmer nylon cloth—strong temptation to slip in 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)! Your Ford Dealer can put you in this picture for keeps!



GALAXIE CLUB VICTORIA, brand-new Ford 2-door hardtop, in Raven Black. Thunderbird in looks, luxury and the way it goes with one of Ford's lively Thunderbird V-8's. (Offered in 4-door model also.)

Take your pick for '61 from the most beautifully built cars Ford has ever put on the American Road! Budgetwise Fairlanes . . . value leader Fairlane 500's . . . Thunderbird-elegant Galaxies. The one and only Starliner . . . the famous fun-loving Sunliner . . . and six brand-new '61 Ford Wagons (see back pages)! These "sweet 16" by Ford offer you traditional Ford price-tag savings. And every one is beautifully built to *take care of itself* for greater savings through the miles ahead.

For *style*, you have the Classic Ford Look, trend-setting style of the '60s. For *performance*, Ford offers you four great engines (with the widest displacement range in the industry) and four proven transmissions. For *YOU* . . . there is a beautifully built '61 Ford ready and waiting to become *your* car!



FAIRLANE TOWN SEDAN in Montecarlo Red. Only Ford offers you so much high style at such a low, low price. Choose either 4-door (shown) or 2-door model.



FAIRLANE 500 CLUB SEDAN in Aquamarine. Ford's great value leader (in either 2-door or 4-door models) gives you more *standard* extra values at *no* extra cost!



STARLINER in Corinthian White over Desert Gold (one of 16 new Ford two-tone combinations). Luxurious as any Galaxie . . . with looks and spirit all its own.



SUNLINER, America's all-time favorite convertible, beautifully proportioned to the Classic Ford Look, in Montecarlo Red, one of 13 new Ford colors for '61.



COUNTRY SQUIRE INTERIOR . . .

Luxuriant travel-room for nine, fashioned by Ford, America's station wagon specialists for over 31 years. Seat trim is of white pearl vinyl and pleated red vinyl (one of seven trim choices available with either the 6- or 9-Passenger Country Squire). Color-keyed, deep-pile Luxury Loom carpeting stretches wall to wall. White, dot-patterned headlining is set off by five chrome roof bows. What other wagon offers more?



6-PASSENGER COUNTRY SQUIRE in Corinthian White. Newest member of Ford's station wagon set . . . giving you a total of six beautifully built '61 Ford wagons to choose from.



9-PASSENGER COUNTRY SQUIRE in Raven Black. In Ford three-seat wagons, everyone faces forward, *naturally*. Picture-window visibility lets everyone see more, too.

Count on Ford, America's station wagon specialists for over 31 years, to bring you 1961's most beautifully built wagons! The year's biggest selection, too—six in all—with a brand-new 6-Passenger Country Squire heading the parade. Choose a 2-door, 6-passenger Ford wagon, or a 4-door, 6- or 9-passenger model. Select from lowest-priced Ranch Wagons, smart Country Sedans or distinguished Country Squires. Each features Ford's famous built-for-people roominess and comfort. Each is beautifully built to take care of itself for mile after mile of thrifty, carefree driving. Wherever you see Americans enjoying station wagon living in the style of 1961, you're sure to see these beautifully built wagons of the Classic Ford Look!



6-PASSENGER COUNTRY SEDAN in Corinthian White over Cambridge Blue. (Also available in 9-passenger model.) Converted for cargo, '61 Ford wagons can haul *half a ton!*

FORDOR RANCH WAGON in Mint Green. Available in either 2- or 4-door models, Ford Ranch Wagons are the biggest bargains among the big wagons on the American Road!



POWER WINDOW in tailgate is smoothly raised or lowered to any desired position by electric motor. Controlled by instrument panel toggle switch (at driver's left) or by turning key in tailgate lock. *Standard* on Country Squires, 9-Pass. Country Sedan (optional on other models).



"BOWLING ALLEY" LOAD-SPACE — 93½ cu. ft. huge! Tailgate opens over 4 feet wide. Cargo area stretches over 10 feet from back of front seat to open tailgate. Here's the *big* reason why big families, commuters, campers and outdoorsmen (among others) pick Ford wagons!



1961 FORD OPTIONS AND ACCESSORIES



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 give you preset station choices.



MAGICAIRE HEATER. So famous for its all-season usefulness that it's a "must" with nearly all new Ford owners. Combines with Ford's cowl-top air intake to utilize freshest, cleanest air in heating, defrosting, ventilating.



MASTER-GUIDE POWER STEERING takes up to 85% of the work of steering out of your hands, makes parking a breeze. You still retain all-important "feel" of the road.



SWIFT SURE POWER BRAKES reduce braking effort as much as 45%. Low pedal means less foot travel from accelerator to brake. Especially appreciated in tight city traffic with its stop-and-go driving.



POWER FRONT SEAT is an infinite position, posture-control seat with synchronized tilting back. Toggle switch in left-seat side shield picks position you like best smoothly, effortlessly.



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.

PLUS . . . Lifeguard Safety Options (padded sun visors, padded instrument panel, seat belts, rear door safety locks) • Select-Aire Conditioner • Electric Clock* • Spotlight/Mirror • Sport Spare Wheel Carrier • Bumper Guards • Backup Lights* • Windshield Washer • Electric Windshield Wipers • Polar-Aire Conditioner • 4-Way Manual Tilt Front Seat • I-Rest Tinted Glass • Parking Brake Signal • Anti-Fume Crankcase Ventilation System (std. on 300-hp V-8) • Equa-Lock Differential • Luggage Rack (wagons) • Full Wheel Covers • Wheel Trim Rings • Choice of Four Body-Mounted Rearview Mirrors • Locking Gas Cap • Full Tone Manual Radio • Inside Non-Glare Mirror • Rocker Panel Trim • Rear Fender Shields and many other items.

*Standard on Galaxies and Country Squires

SPECIFICATIONS

EXTERIORS AND INTERIORS: A total of 13 exciting body colors are available in amazing Diamond Lustre Finish. All models come in single color or in two-tone colors, except the Sunliner and Country Squires. Interiors are beautifully upholstered with patterned, morocco-grained and metallic vinyls, woven plastic or nylon fabrics, in colors to harmonize with exteriors.

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; unit-design single-venturi carburetor; manual choke; free-turning overhead valves; 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; 2-venturi carburetor; automatic choke; free-turning overhead valves; 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; 2-venturi carburetor; automatic choke; free-turning overhead aluminum valves with hydraulic lifters for automatic valve adjustment; 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; 4-venturi carburetor; automatic choke; new Anti-Fume crankcase ventilation system; free-turning overhead aluminum valves with hydraulic lifters for automatic valve adjustment; 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 all engines have Short Stroke, low-friction, Deep-Block design; Super-Filter air cleaner; vacuum booster and fuel pump; full-pressure lubrication; 2-phase Full-Flow oil filter; Cross-Flow cooling system and 180° thermostat; 12-volt electrical system, Turbo-Action 18-mm. spark plugs and an exhaust system featuring aluminized muffler(s) mounted at rear of frame. Every V-8 engine is electronically mass-balanced while operating under its own power for extra smoothness.

TRANSMISSIONS: Manual 3-speed with gear ratios tailored to each engine, or optional Overdrive with automatic 4th gear. **Fordomatic Drive** (optional for all engines except 390

V-8's), a 2-speed automatic featuring simplified design, light weight, minimum servicing. In "D" range gives brisk, smooth starts in low. **Cruise-O-Matic Drive** (optional for all engines except Six and Super V-8), a high-performance automatic featuring new cast-aluminum converter housing and minimum servicing. Has two selective drive ranges—smooth 3-speed operation in "Drive" starting in low for all normal driving, or 2-speed in alternate drive position starting in intermediate for gradual acceleration on slippery surfaces. New vacuum control provides smoother, more precise operation (eliminates linkage adjustment).

FRAME: Strong, wide-contoured, box-section design with more flexible inner channel for softer, more luxurious ride. Side rails extend outside passenger area for increased side protection.

SUSPENSION: Smooth-acting Swept-Back, Angle-Poised, Ball-Joint front suspension. Ball joints packed with special 30,000-mile grease retained by full life seals. Link-type, rubber-bushed stabilizer on all V-8 models plus Six in wagons. Asymmetrical, variable-rate, outboard-mounted rear suspension for anti-dive and anti-squat. Extra-long, gentle-rate leaf springs with wide spring base provide a soft, stable, levelized ride. Heavy-duty suspension available for wagons.

REAR AXLE: Hypoid, semifloating type with exclusive Deep-Offset straddle-mounted drive pinion for quieter operation, longer life. Optional: Equa-Lock differential; heavy-duty axle for wagons.

BRAKES: All-new, self-adjusting Truck Size double-sealed, self-energizing hydraulic. Brakes adjust automatically when applied while car is moving backwards. Grooved 11" diameter composite drums with thicker molded linings for longer life, cooler operation and greater fade resistance. Lining area is 212.5 sq. in. (on wagons 233.8 sq. in.).

STEERING: Precision-control low-friction, recirculating-ball type, with new higher ratio (30 to 1) for easier steering. New flexible coupling in steering shaft insulates steering wheel for greater driver comfort. New nylon bearings in linkage packed with special 30,000-mile grease and sealed. Lifeguard 3-spoke, deep-center steering wheel, color-keyed to instrument panel, with horn ring.

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 folder 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 select samples from each shift at every assembly plant for an exhaustive search for any deviation from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.

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