



INTRODUCING THE 1962 FORD FAMILY OF FINE CARS

## STEEL

Pulling sample of molten steel from Open Hearth Furnace for quality test



## GLASS

Windshield "sandwich makers" place vinyl between glass sheets



## STAMPING

Inspecting front fender for quality of stamping operations



## PAINT

Applying final enamel coat to hood at an assembly plant



## ASSEMBLY

Body about to be attached to frame on assembly line



# *Your efforts help make these cars America's finest*

Whatever your job—whether it's one of those pictured at the left, or one of thousands of others like welder, machine operator, stenographer, accountant or engineer—that job is important to the Company-wide teamwork that produces our cars, trucks, tractors and other products.

Because you are a Ford employee, people expect you to know more about our cars than they do. You can speak with confidence about the quality workmanship that goes into our products—about the fine styling, engineering, manufacturing, assembly and inspection operations that you and other employees perform.

As you look through these pages, you will notice the new, exciting appearance and quality features of our 1962 cars. Because of such high quality—quality Ford employees build in—these cars set a new industry standard for maintenance-free service.

Share your enthusiasm about these cars with your friends and neighbors. When they buy a Company product instead of a competitor's, that purchase helps you and helps bolster the job security of all Ford employees. And remember—your Company offers one or more cars to suit the needs and desires of every American family.



## COVER

The cover shows employees giving a 1962 Mercury Monterey two-door hardtop the final touches at the end of the final line at the Wayne (Mich.) Assembly Plant. Employees in the background are working on Monteareas in various stages of assembly.



**BUILT TO BE LEADERS—AGAIN IN '62**



*Ford Falcon Squire in Corinthian White*

## **FORD FALCON • favorite U.S. compact adds exciting models**

With nearly a million satisfied owners, Falcon has enjoyed sales success that has meant much to the Company and its employes since its introduction two years ago. Besides achieving fame as America's most popular compact car, Falcon has provided thousands of Ford jobs. Falcon has an outstanding record of owner satisfaction, a direct reflection

of the quality workmanship that you and other Ford employes have put into it. Now, for 1962, Ford employes are building 13 Ford Falcon models—more than ever before. Besides sedans, station wagons and the glamorous, bucket-seat Futura, there's an exclusive Falcon Squire wagon, a Station Bus, a Club Wagon and a DeLuxe Club Wagon.



*Mercury Comet two-door sedan in Sea Blue*

## **MERCURY COMET • sets new standard for beauty, economy**

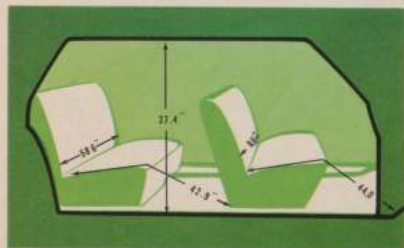
The Comet represents another big success story. Introduced in March of 1960, already it is among the leaders in the compact car field. For 1962, Comet is Mercury throughout; that's why it wears the Mercury nameplate for the first time. This car has a distinctive Mercury profile and rear view—a styling treatment that says, "Here is more car." For '62,

you have expanded the number of models from five to nine, including the luxurious, bucket-seat S-22 two-door sedan. There is a standard Mercury Comet two-door sedan, four-door sedan, two-door station wagon and four-door station wagon. And each of these models has a companion Custom model, the style leaders among compact cars.

NEW SIZE

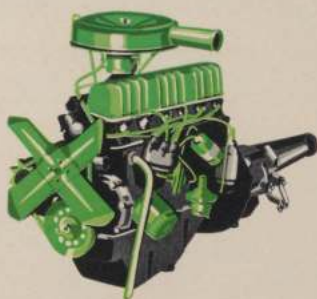


NOW... TWO TOTALLY NEW AUTOMOBILES IN A CLASS



### BIG-CAR COMFORT

Fairlane provides more than generous room for head, shoulders, hips and legs—for you and the five others in your car pool. Doors are large and open well into the roof. Moreover, road noise and shock have been virtually eliminated. An especially designed superstructure includes four torque boxes that absorb force, vibration and twisting action as the car travels over uneven surfaces, filtering out squeaks and road noise.



### COMPACT-CAR ECONOMY

Fairlane offers two economical engines—a 170-cubic-inch Six as standard equipment or a brand-new 221-cubic-inch Challenger V-8, which our engineers call the first economy V-8. You go 30,000 miles between chassis lubrications, 6,000 miles between oil changes and minor lubes. Brakes are self-adjusting, radiator coolant lasts 30,000 miles or two years. For maintenance, normally, you'll see your Ford dealer only twice a year.



### BIG-CAR FEATURES

Important features available with the Fairlane include power steering and power brakes, overdrive (with V-8) and Fordomatic transmission. Other luxury features are standard on the Fairlane: electric windshield wipers, safety door locks, dual front armrests, sun visors, coat hooks and deep-dish safety steering wheel. As an additional big-car feature, there's 29 cubic feet of trunk space—same as in the 1961 Galaxie.

SS BY THEMSELVES



Ford Fairlane four-door sedan in Ming Green

## FORD FAIRLANE a new kind of Ford— right between Galaxie, Falcon

This car is a Ford Division milestone. It's a brand-new kind of car—only the Fairlane name's the same. The 1962 Ford Fairlane may well have an impact on the motoring public like the first Model T, the first station wagon (a Ford), the first Thunderbird and the first Falcon. That's because the '62 Fairlane is a new-size car with no direct competition from any other company's product. It has the important big-car comfort features plus the important economy features of compacts. Inside room is about the same as the 1959 Ford, while outside dimensions are almost the same as the 1949 Ford. The Fairlane is only 197 inches long and weighs less than 3,000 pounds. It comes in two-door and four-door sedan models in the Fairlane and Fairlane 500 series. It has a totally new body, engine, transmission, suspension. The Fairlane has a number of important luxuries found in no other car anywhere near its size or price, yet it's priced lower than many compacts.

## MERCURY METEOR (*coming soon*) beautiful balance between big cars and compacts

Here's a new-size Mercury—about a foot shorter than the Mercury Monterey and weighing less than 3,000 pounds. The Mercury Meteor has the generous proportions you want in a family car, with extra headroom in both front and rear seats. As a totally new car with new, ideal proportions, the Mercury Meteor is in a class by itself—it's right between the Monterey and the Comet. Yes, the Mercury Meteor gives you the important features of both big cars and compacts.

You get the low upkeep and handling ease of compacts. You also get real luxury features, including remarkable Cushion-Link Suspension like the Monterey's, extensive use of sound-deadening materials and a styling theme that stamps it as a newcomer to the Mercury field for 1962.

You have your choice of the 170-cubic-inch six-cylinder engine or a brand-new, economical 221-cubic-inch V-8. For those who want precise information about their car's performance, the Meteor has ammeter and oil pressure gauges instead of lights. This brand-new car has many other exclusive features, developed and produced by Company employees. And it will be at your dealer's soon.



### COMPACT-CAR HANDLING

With a turning circle diameter of just 39½ feet, you can turn and park the Fairlane as easily as a compact. With 1,000 pounds taken off—compared to the 1961 Ford—our engineers have made the Fairlane a real performance champ. Professional drivers call the new Fairlane Challenger V-8 a "quick engine." This engine "delivers" at a light touch on the gas pedal. There's an immediate feeling of power and ability.

FULL SIZE



GREATEST VALUES IN FULL-SIZE CARS



*Mercury Monterey Custom convertible in Carnival Red*

## MERCURY MONTEREY • beautiful styling, superb riding quality

Mercury-lovers the world over will be as proud as you are of this year's entries in the big-car sweepstakes—the 1962 Mercury Monterey and Monterey Custom series. You have your choice of 10 models, including sedans, hardtops, station wagons and convertibles. All have jet-age rear styling, new convex grille, re-styled interiors. All have the

improved Cushion-Link Suspension, great new suspension system that permits the wheels to move rearward as well as vertically to absorb road shock in any direction. Also, you have your choice of five great engines, including a 223-cubic-inch Six and four V-8s from 292 to 390 cubic inches. You will agree that this is the car for the big-car man.

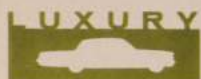


*Ford Galaxie 500 Club Victoria in Corinthian White*

## FORD GALAXIE • new elegance with Thunderbird power

Sparked by the brand-new Ford Galaxie 500 series, Ford employes are building a car that gives more of everything in elegance, performance and quality. For 1962, you have made the Ford Galaxie even more attractive and service-free. This car accents motion in every line. It comes in 12 models, in the Galaxie and the new Galaxie 500 series. There

are two sedans in the Galaxie series; two sedans, two hardtops and a Sunliner convertible in the Galaxie 500 series, and five station wagons. You can choose from a wide variety of engines ranging from the economical 138-horsepower Mileage-Maker Six to six Thunderbird V-8 engines topped by the 401-horsepower Super High-Performance version.



**FINEST IN THE FORD FAMILY OF FINE CARS**

**LINCOLN  
CONTINENTAL**  
built to retain  
its value  
for the years ahead

Ford employees, and others who know fine cars, immediately will recognize the '62 Lincoln Continental as the product of the highest standards of craftsmanship. Both models—the four-door sedan and the unique four-door convertible—are warranted for twice as long as any other American car. The Company warrants to its dealers who, in turn, warrant to their Lincoln Continental customers, that for 24,000 miles or two years—which ever comes first—dealers will make free replacement, including related labor, of any part with a defect in workmanship or materials, except tires. Owners are responsible only for normal maintenance service and the routine replacement of maintenance items such as filters, spark plugs, ignition points and wiper blades.



*Lincoln Continental four-door sedan in Sulfana White*



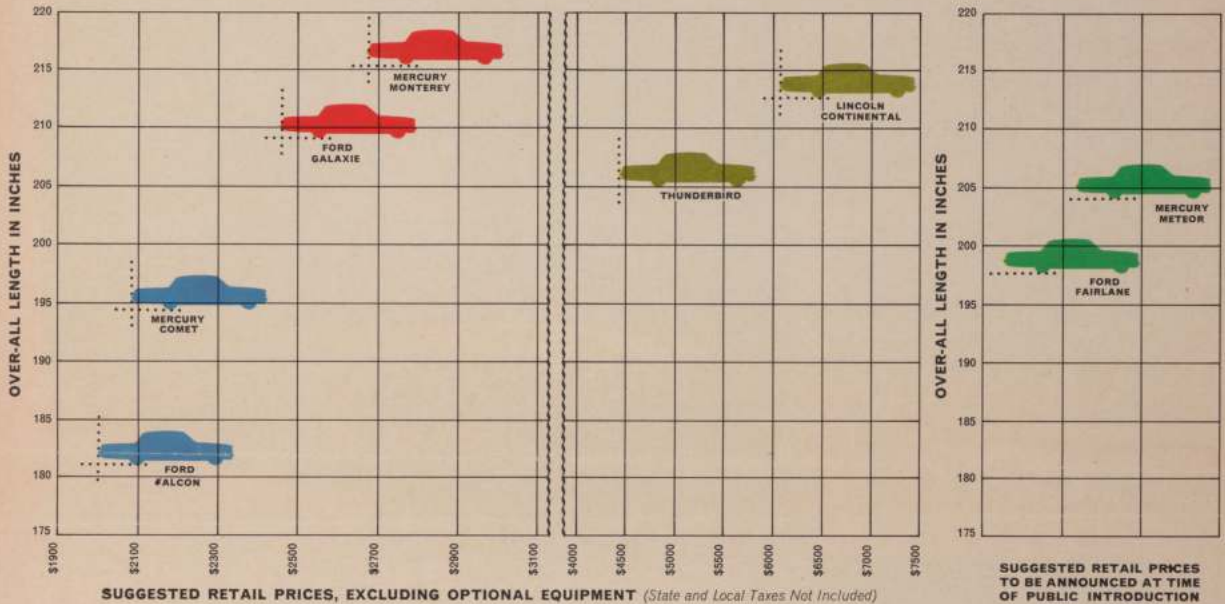
*Thunderbird Sports Roadster in Rangoon Red*

**THUNDERBIRD**  
distinctive in style,  
exciting in  
performance

Two all-new models—four models in all—are offered in the Thunderbird for 1962. Automotive Assembly Division employees are turning out a Landau hardtop with a leather-like roof of tailored vinyl and a Sports Roadster with a removable sport tonneau that fits snugly over the rear compartment to make "two cars in one." Also, there are the ever-popular hardtop and convertible models. Styling employees have designed every feature to make the 1962 models the most attractive Thunderbirds ever offered. Thanks to our engineers, who made possible the Thunderbird's exclusive swing-away steering wheel, this is the most envied car in the automobile industry. Thunderbird has left its mark on the styling of almost every new car in America.



# Choose your just-right car from these sizes and prices



These features give more care-free service, lower operating costs

	Ford Falcon	Mercury Comet	Ford Fairlane	Mercury Meteor	Ford Galaxie	Mercury Monterey	Thunderbird	Lincoln Continental
12,000-mile or one-year warranty*								(1)
6,000-mile oil change interval								
Galvanized rocker panels								
Anti-freeze change interval of 30,000 miles or two years								
Life-of-car transmission fluid								
Life-of-car axle fluid								
Aluminized mufflers								
Baked enamel finish								
30,000-mile fuel filter change interval								
Self-adjusting brakes								
30,000-mile major lube interval	(2)	(2)						(3)
Permanently lubricated upper front suspension bushings								(4)
Partial stainless steel mufflers					(5)	(5)		
30,000-mile front wheel bearings lube interval	(6)	(6)						

- (1) 24,000-mile or 2-year warranty\*
- (2) 1,000-mile interval
- (3) 6,000-mile interval
- (4) rubber bushings don't require lubricant
- (5) dual systems only
- (6) 12,000-mile interval

Yes  No

\*Warranted by dealers for 12,000 miles or 12 months, whichever comes first, and in the case of the Lincoln Continental, for 20,000 miles or 24 months, against defects of material or workmanship, except for tires and items of normal maintenance, such as filters, spark plugs and ignition points.

Just about everyone can find the exact car he wants from the selection above. For 1962 Ford employees are building the widest range of automobiles in the Company's history—eight different lines and 60 different models. Most of them require servicing only at 6,000-mile intervals or twice a year, and then for minor lubrications and routine inspections only. Check the many features of our '62s (at left), which mean a sizable reduction in maintenance costs. Other important features in all our 1962 cars include full-depth bumpers; improved, stainless steel wheel covers; a rubber shield that protects the generator from dirt and road splash; a device that eliminates the need for adjustments in automatic transmissions; and stainless steel exterior trim moldings. Because of such features as these, our 1962 cars offer greater value as well as more maintenance-free service. Our customers will be delighted with their new cars—Ford Motor Company products of highest quality.

PRODUCT OF  
  
 MOTOR COMPANY

Starting with our 1962 models, the Ford Motor Company trademark is being mounted on all cars and trucks built by the Company in the United States. The trademark also appears on cars and trucks produced by Ford companies outside the U.S. The new trademark instantly identifies these vehicles as Ford Motor Company products in all parts of the world.

Employe Information Department • Industrial Relations Staff