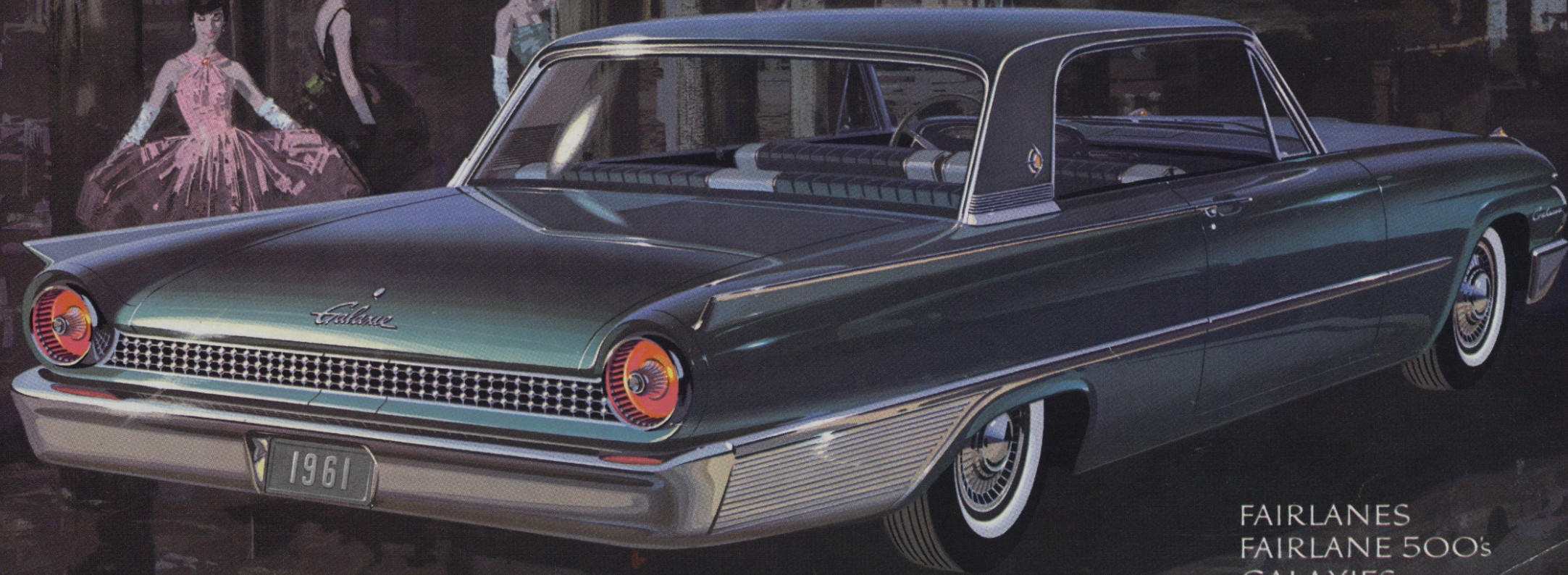
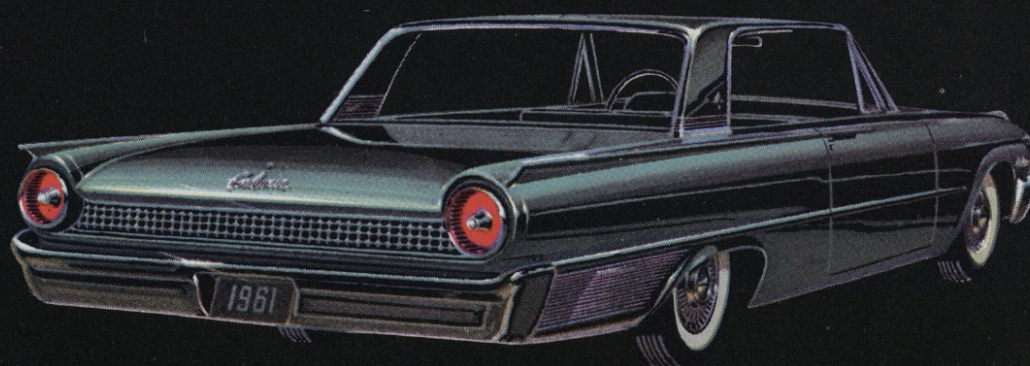


1961 FORDS



FAIRLANES
FAIRLANE 500's
GALAXIES
STATION WAGONS

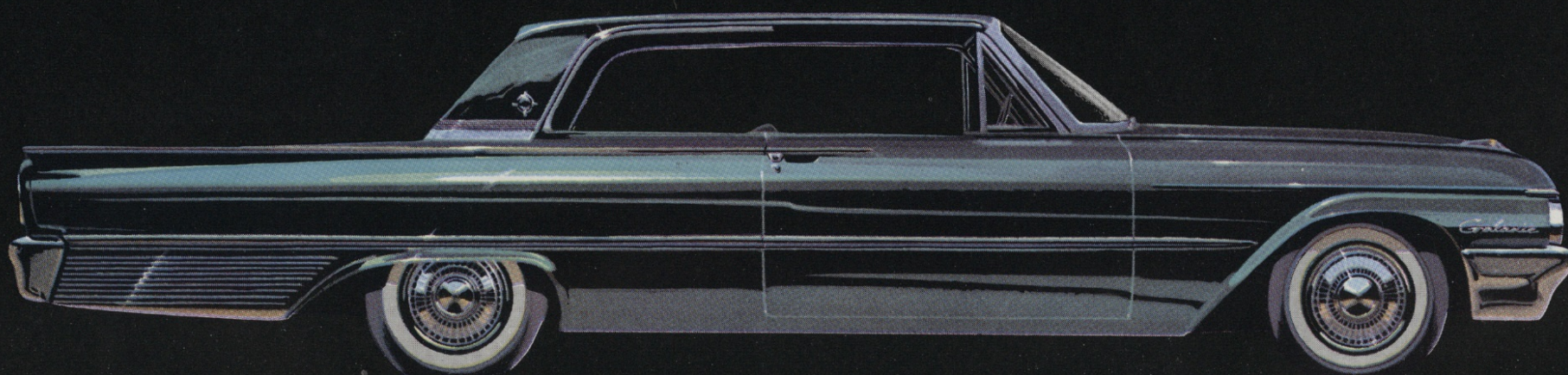
BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK



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*.



1961 FORD IS THE CAREFREE CAR . . .

The 1961 Ford is Canada's first car with this unusual list of features . . . normally 30,000 miles without chassis lubrication . . . up to 4,000 miles between oil changes . . . adjusts its own brakes . . . double-resistance to corrosion . . . all carefree features that give 1961 Ford the lead in value.

Look over the list at the right—see all the great carefree, service-free motoring advancements Ford brings you for 1961. No other car near Ford's traditional low price range offers you so many new mechanical advantages. And every one is standard — not extra — on every '61 Ford.

The 1961 Ford has other advanced mechanical features, too. For example, a brand-new 390 Thunderbird Special V-8 has all the extra punch you'll ever need. The standard Thunderbird 332 V-8 and Mileage Maker Six thrive on *regular* gas.

HERE'S WHY '61 FORD IS THE CAREFREE CAR

Lubricates Itself. You'll normally go 30,000 miles without a chassis lubrication.

Cleans Its Own Oil. You'll normally go 4,000 miles between oil changes, thanks to the super cleaning action of Ford's Full-Flow oil filter that filters *all* of the engine oil *all* of the time.

Adjusts Its Own Brakes. Powerful new brakes mechanically adjust themselves . . . automatically.

Guards Its Own Muffler. Ford mufflers are double-wrapped and aluminized for three times the normal life.

Protects Its Own Body. All vital underbody parts are specially processed to resist rust and corrosion. Even the rocker panels below the doors are galvanized.

Takes Care Of Its Own Finish. New Diamond Lustre Finish keeps its shine for years yet never needs waxing.

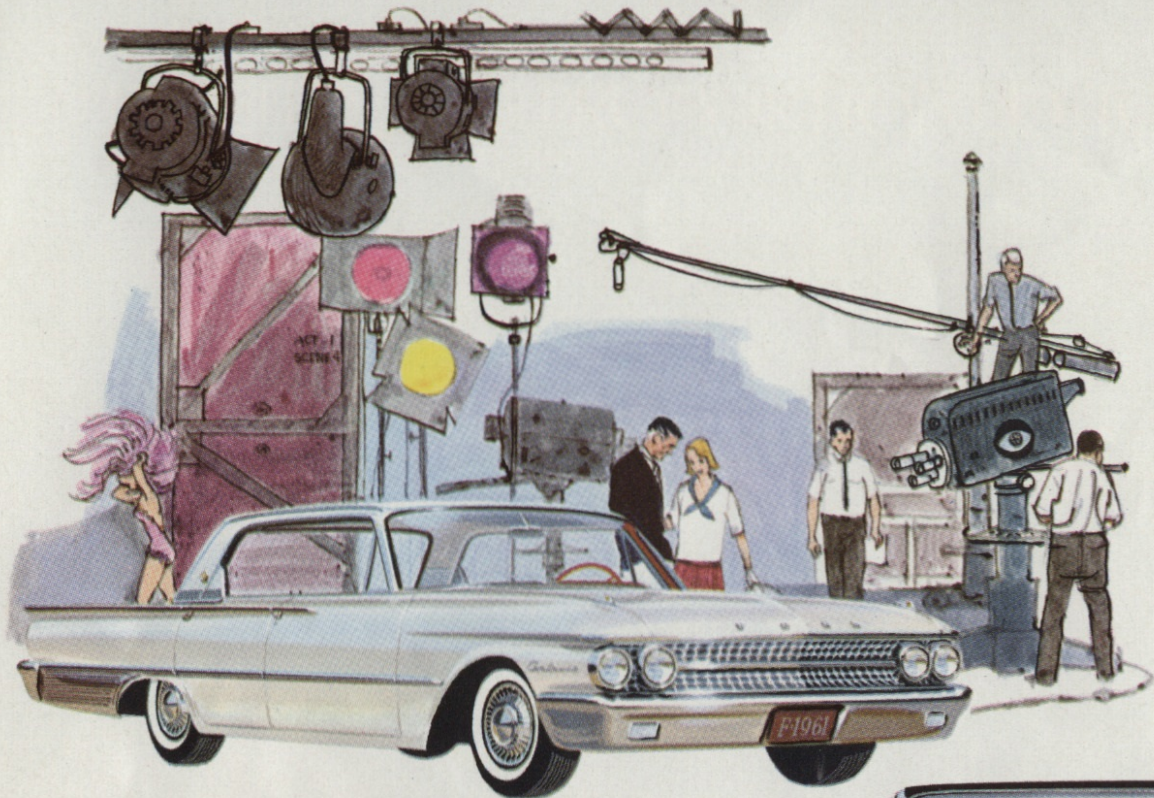
BEAUTIFULLY BUILT TO TAKE CARE OF PEOPLE

Best of all, the '61 Ford puts traditional Ford comfort all around you and your passengers. Doors are extra wide for easy entry and exit. No dogleg knocks your knees. There's stretch-out room everywhere. Sofa-soft seats are posture-positioned at the correct angle for greatest comfort.

Easier-to-load trunk has an opening over 4-feet wide . . . its "vacation-volume" measures up to 29.7

cubic feet of easily accessible space. Steering is 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 14 new Ford models at your Ford Dealer's today. See for yourself how the '61 Ford—the Carefree car—can give you traditional Ford comfort now and for a long time to come.



Galaxie Town Victoria. If you fancy a four-door hardtop, your choice is here.

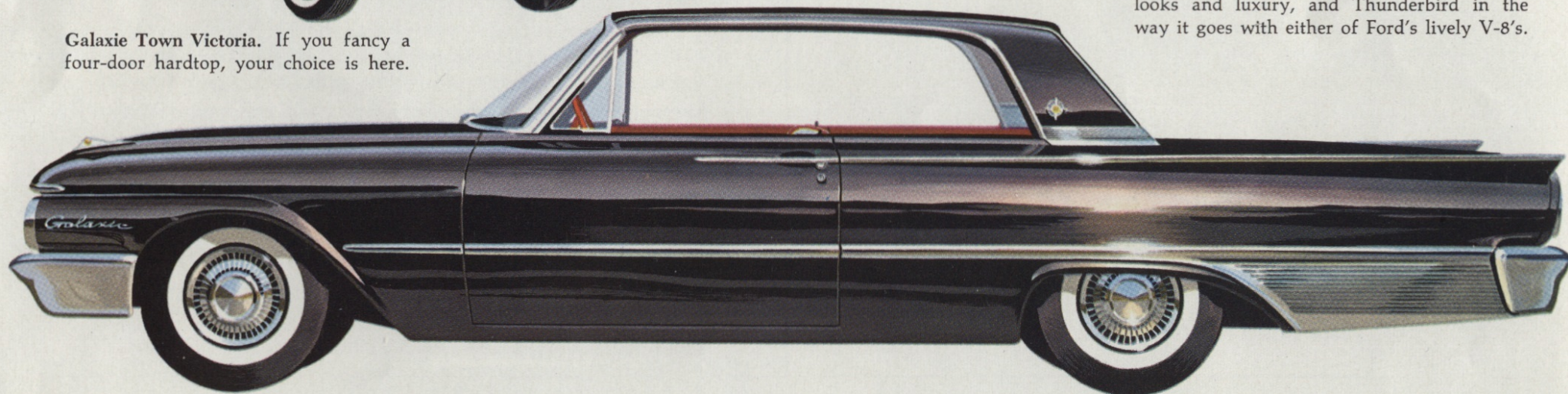
GALAXIE

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 favourite, 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, squared roof — these are all ingredients of the Classic Ford Look. They play a vital part in the styling of all 1961 Fords. But nowhere will you see them more beautifully combined than in the exciting 1961 Galaxie Victorias!

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



GALAXIE

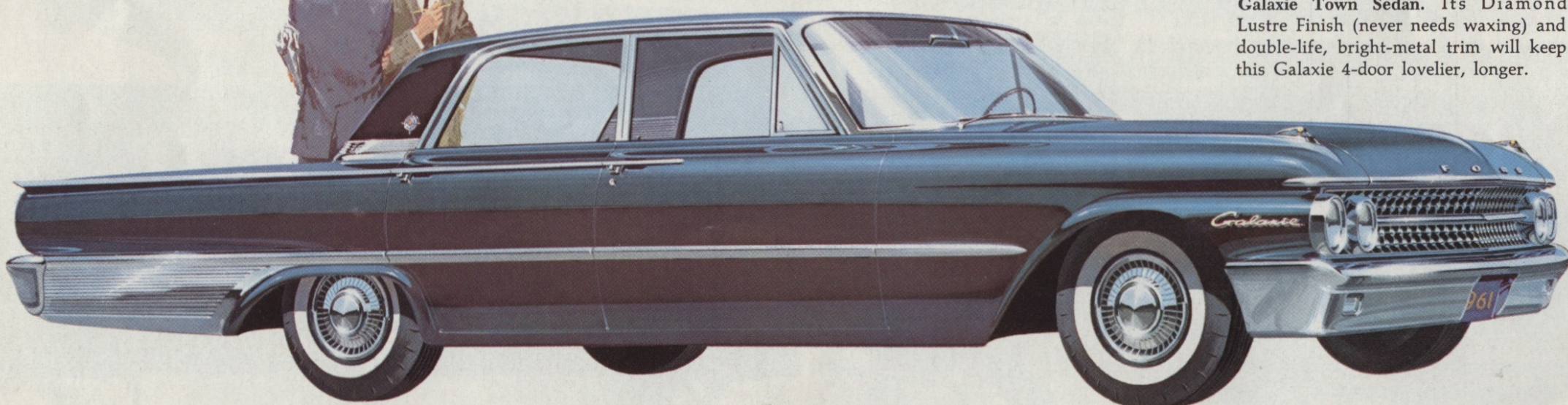
Here's the car that most enjoys the style of Ford's famous Thunderbird. And everywhere you look, you see Thunderbird inspiration in the 1961 Galaxie Sedan.

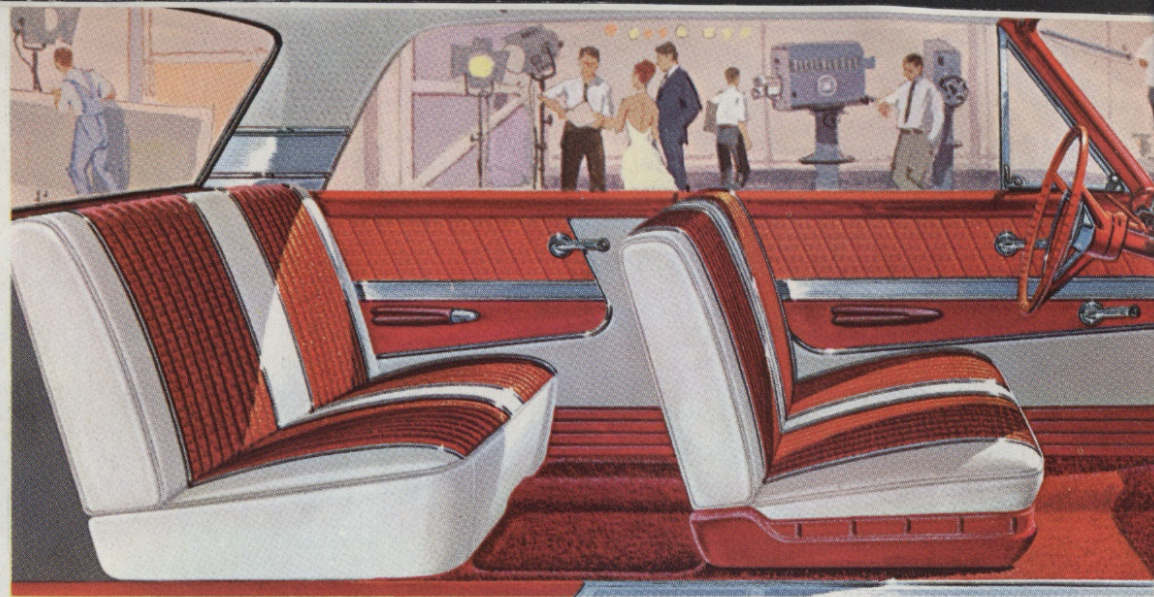
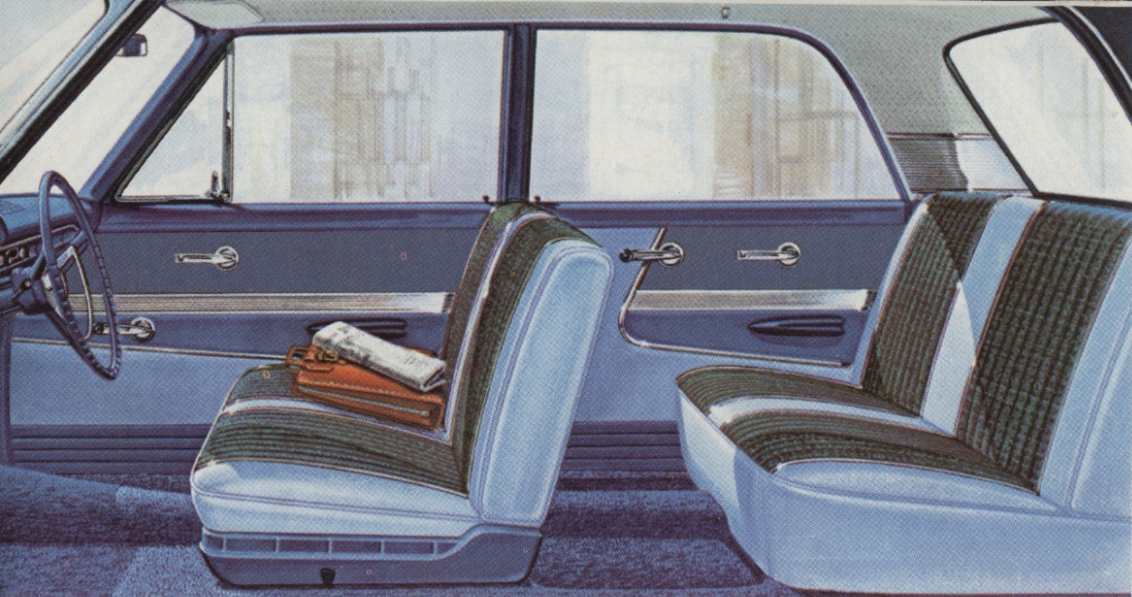
Outside you see the finely sculptured styling of the Classic Ford Look. The unmistakable Thunderbird roof . . . thinline bright-metal centre pillars that lend hardtop flair . . . Big Circle taillights and the elegant grill-textured panel in the rear.

Inside, there is Galaxie luxury all around you. You sit on sofa-soft seats tailored of deep-pleated nylon fabrics and leather-like vinyls with colour-keyed, deep-pile carpeting under your feet.

Never before was there more reason to choose Galaxie for luxury, and there is no reason to ever pay more than Galaxie price to get it!

Galaxie Town Sedan. Its Diamond Lustre Finish (never needs waxing) and double-life, bright-metal trim will keep this Galaxie 4-door lovelier, longer.





GALAXIE INTERIORS

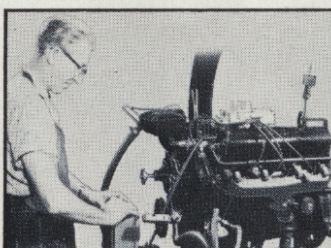
GALAXIE STANDARD EQUIPMENT

Back Up Lights (centred in taillights) • Choice of Five Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Colour-Keyed to Selection of 16 Single Colour Exteriors • Luxury Loom Rayon Carpeting, Colour-Keyed to Interior • Self-Regulating Electric Clock • 3-Speed Manual Transmission • Double-Wrapped Aluminized Muffler • Diamond Lustre Finish • Full-Flow Oil Filter • Self-Adjusting Brakes • Double-Life, Bright-Metal Trim • Dome Light Operated by Front Door Courtesy Switches and by Main Light Switch • Front and Rear Ash Trays • Front and Rear Arm Rests • Luxurious Vinyl Seat Trim • Fender Ornaments • Dual Windshield Wipers, Vacuum-Booster Operated • Non-Glare Instrument Panel with Lighted and Identified Controls • Dual Turn Signals • Deluxe White Lifeguard Steering Wheel • 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 • 66-Plate, 55 Ampere Hour Battery • (plus the carefree features on Page 3.)

GALAXIE SEDAN INTERIOR. Styling elegance, rich in fabric and detail, rivaled only by much more costly cars. Seats are edged in light blue morocco-grained vinyl with luxurious, deeply pleated seat inserts of contrasting dark blue shimmer nylon cloth. Highlights sparkle in seats and door panels. Deep-pile luxury loom 100% rayon carpeting extends wall to wall.

GALAXIE VICTORIA INTERIOR. White pearl vinyl and red shimmer nylon cloth give a strong temptation to slip behind the wheel and head for the open road. Step through the wide door . . . no dogleg knocks your knees or cramps your style. Sit back and stretch out in foam-cushioned comfort that extends the *full* seat width (no hard spots in the middle of Ford seats!).

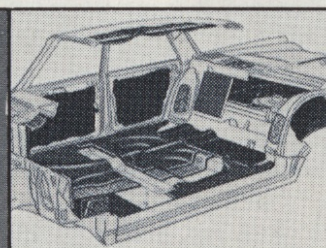
1961 FORD BENEFIT FEATURES



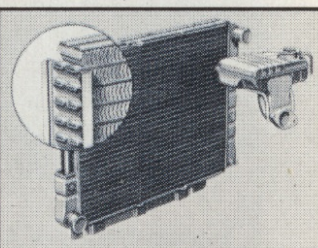
Electronic Mass-Balancing of all V-8 engines is a Ford quality "first". Running under its own power, each Ford V-8 is precision-balanced with electronic gauges for smoothness and efficiency. Engine vibration is virtually eliminated by this Ford process.



Posture-Perfect Seats. Going cross-town or cross-country, you'll ride more relaxed in Ford comfort-high Posture-Perfect seats. The seat back posture angle of 23° is based on scientific research, proved the most comfortable and restful position.



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 road noise and vibration, help protect you from heat and cold.



Cross-Flow Radiator directs cooling horizontally, rather than vertically, in the fan air stream. Result: more efficient engine cooling under all operating conditions, from sustained highway driving to the continual stop-and-go of busy city traffic.

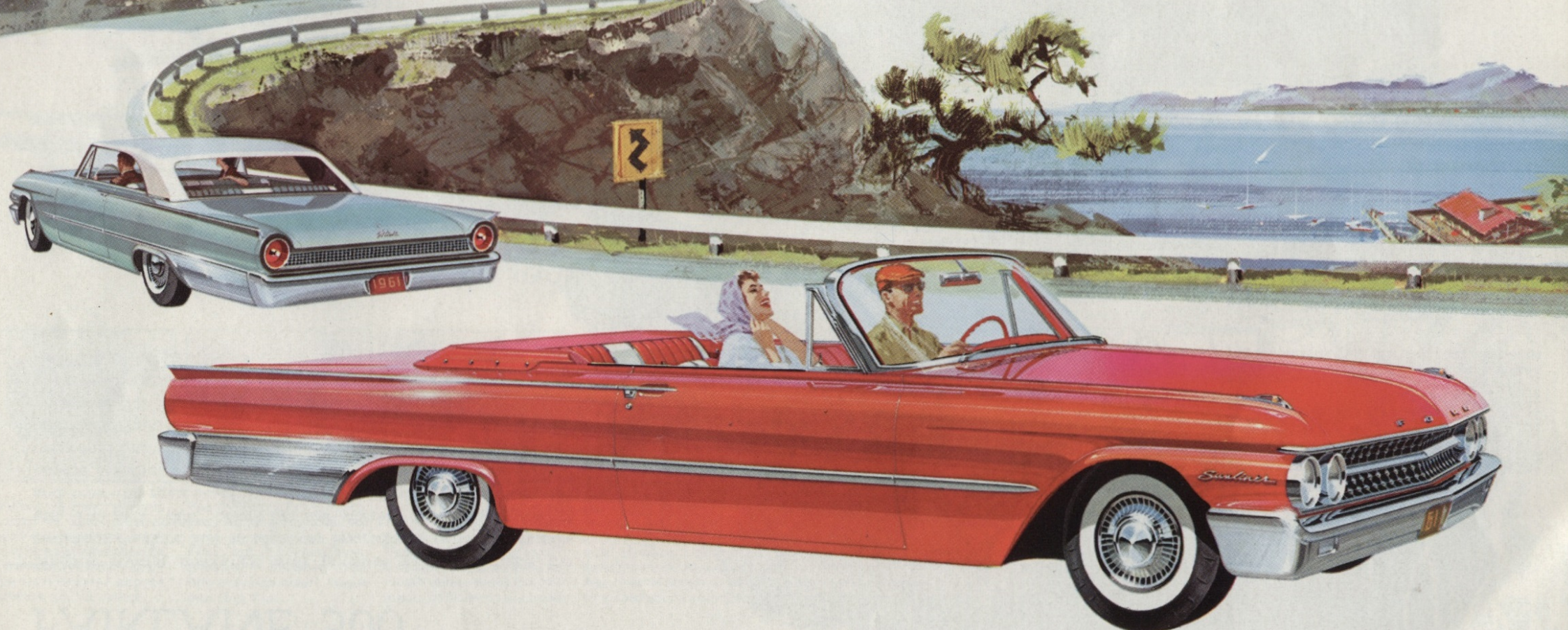
SUNLINER

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

The '61 Sunliner gives you dashing good looks and performance to match. Take styling . . . it has the lines, the spirit and the elegance of the Classic Ford Look. Take performance . . . you can have it as lively as you like. Choose from Ford's three brilliant engines, representing the widest cubic inch displacement range in Ford's field.

And don't forget the Carefree features built into the Sunliner as they are in all 1961 Fords — normally 30,000 carefree miles without chassis lubrication, up to 4,000 miles between oil changes, aluminized muffler, self-adjusting brakes, double-life bright-metal trim, corrosion-resistant body.

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



Sunliner. Top down: self-stacking top retracts neatly into well behind rear seat, trim under colour-keyed boot.

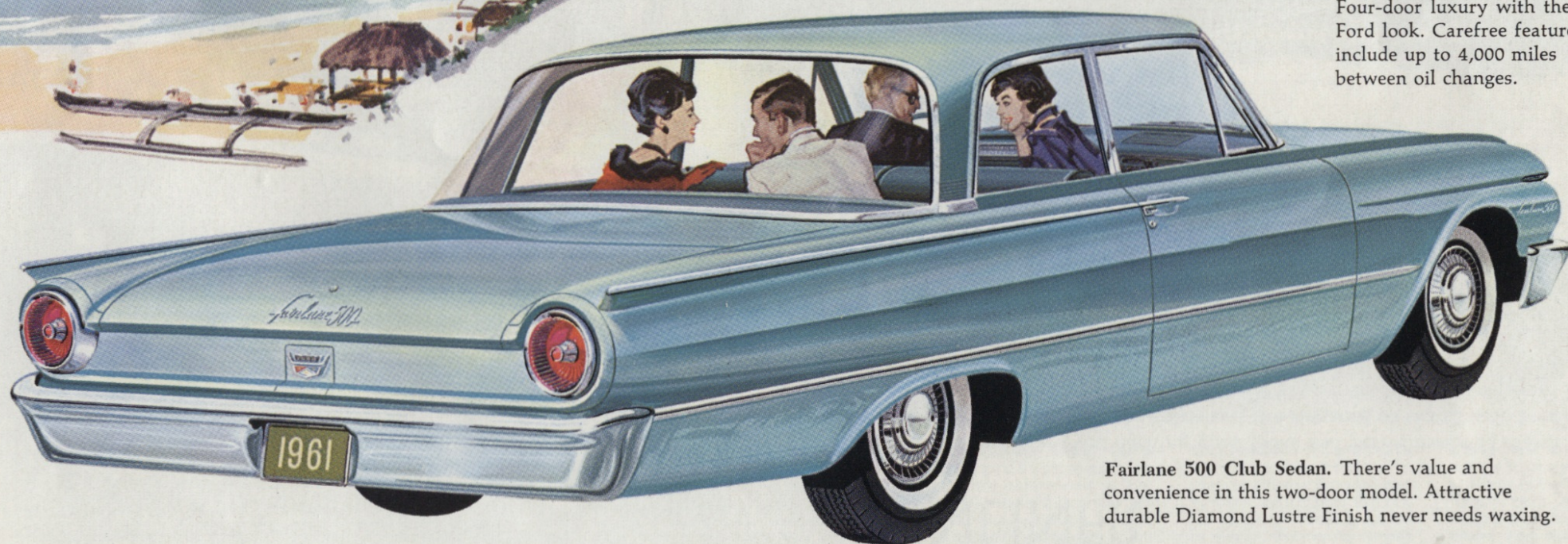
FAIRLANE 500

Smooth styling combines with unusual value to make the luxurious Fairlane 500 an ideal car for either business or family use. The new "500" offers big car interior roominess, comfort and over-the-road stability with a most precise, and easy-to-handle steering (25% easier than last year). And, inside and out you'll find the carefree features that mean greater economy and lower upkeep than ever before.

Best of all, the new Fairlane 500 . . . for all its Classic Ford beauty and value . . . is available with either a Thunderbird V-8 or Mileage Maker Six, both of which deliver full power with regular gas.



Fairlane 500 Town Sedan
Four-door luxury with the Classic Ford look. Carefree features include up to 4,000 miles between oil changes.



Fairlane 500 Club Sedan. There's value and convenience in this two-door model. Attractive durable Diamond Lustre Finish never needs waxing.

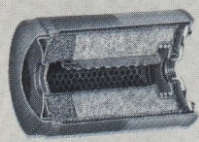
FAIRLANE 500 STANDARD EQUIPMENT

Choice of Four Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Colour-Keyed to a Selection of 16 Colour Exteriors • White Vinyl Headlining • Two-Tone, Colour-Keyed Vinyl-Tex Floor Covering • Luxurious Vinyl Seat Trim • Door and Side Trim Panels of Morocco-Grained Vinyls • Front and Rear Arm Rests • Front and Rear Ash Trays • Dome Light Operated by Front Door Courtesy Switches and by Main Light Switch • 3-Speed Manual Transmission • Double-Wrapped Aluminized Muffler • Diamond Lustre Finish • Full-Flow Oil Filter • Self-Adjusting Brakes • Double-Life Bright-Metal Trim • Dual Windshield Wipers, Vacuum-Booster Operated • Non-Glare Instrument Panel with Lighted and Identified Controls • Dual Turn Signals • Deluxe White Lifeguard Steering Wheel • Foam-Cushioned Front Seat with Automatic Posture Control • Dual Swivel-Mounted Sun Visors with Hold-Down Clips • Wide-Vision, Double-Swivel Safety Rearview Mirror • Instrument Panel Ash Tray • Cigarette Lighter • Lifeguard Double-Grip Door Locks • 66-Plate, 55 Ampere Hour Battery • (plus all the Carefree features on page 3)

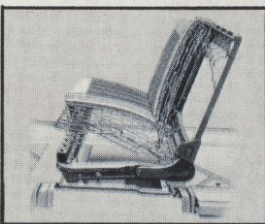


FAIRLANE 500 INTERIORS beautifully underline many extra values. Among them is a wide choice of trim featuring easy-to-clean nylon fabrics edged in rich vinyls. And there's more room for hips, shoulders, knees and legs.

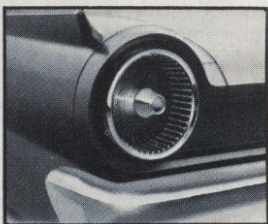
1961 FORD BENEFIT FEATURES



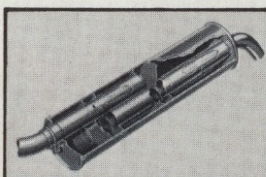
Full-Flow Oil Filter. standard on every '61 Ford, cleans all engine oil all the time, gives you up to 4,000 miles between oil changes. You benefit every mile from greater engine protection and oil savings.



Foam-Padded Front Seats. Every '61 Ford offers you this great comfort feature at no extra cost. Luxurious foam gives you a smoother, softer ride and helps reduce fatigue over long trips.



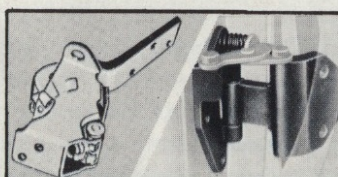
Big Circle Taillights, a key styling feature of the Classic Ford Look for '61. Mounted high and at each rear corner, Ford's Big Circle taillights say "stop" with authority to all following traffic when you brake.



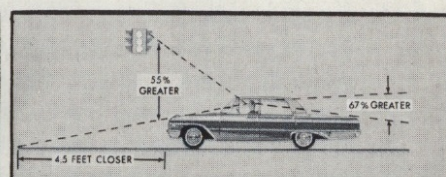
Aluminized Muffler. '61 Ford mufflers are aluminized inside and galvanized outside to resist corrosion, provide three times the life of ordinary kinds. Also, they're double-wrapped for greater sound absorbency.



Wide-Tread Design. All '61 Fords, with a full five feet between tire treads and 60-inch rear leaf springs, feature the "5 by 5" ride. They cling to curves, corner flat, give you wonderful control and stability.



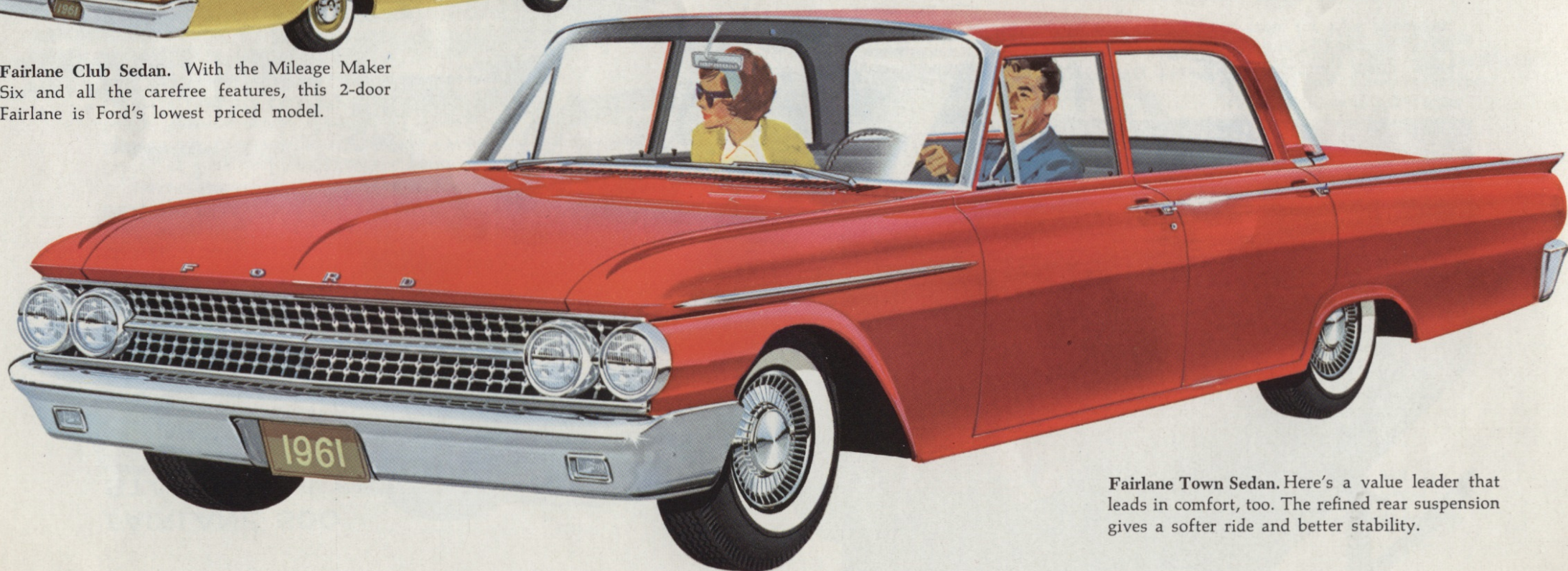
2-Position Door Checks. Hold front doors two-thirds or fully open for you. "Automatic Doorman" (4-door models) gives you a spring-loaded assist in the hinge to help open and close rear doors.



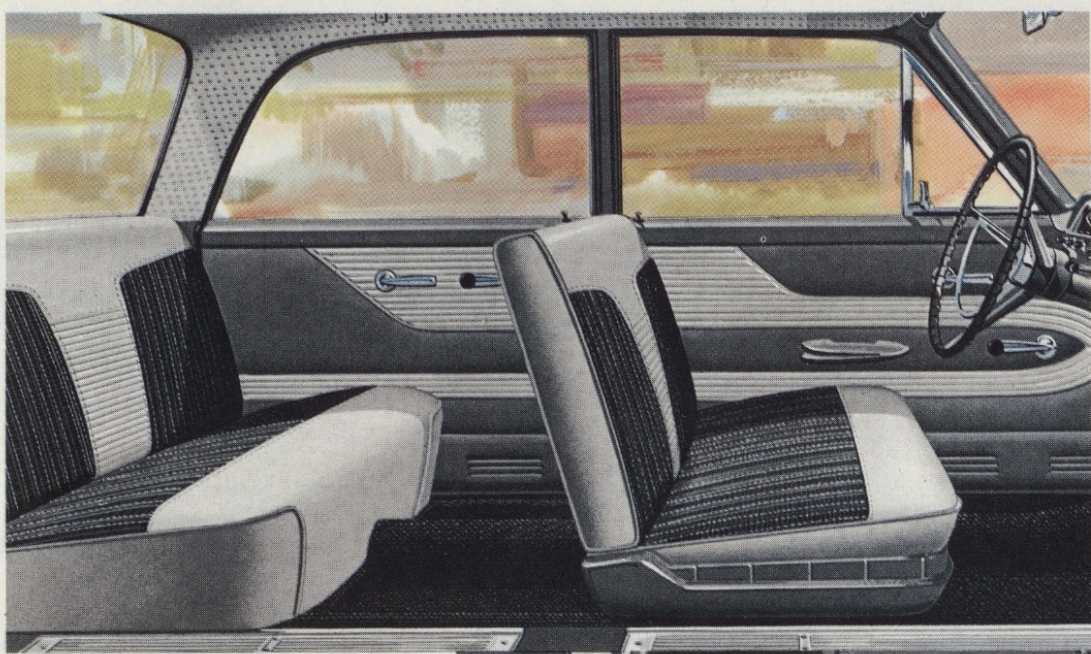
Sight-For-Safety Visibility. Ford gives you the kind of spacious, wide-and-high glass area that lets you see more of the road ahead and to the rear. (Windshield alone measures 1,470 sq. in.)



Fairlane Club Sedan. With the Mileage Maker Six and all the carefree features, this 2-door Fairlane is Ford's lowest priced model.

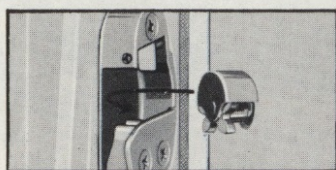


Fairlane Town Sedan. Here's a value leader that leads in comfort, too. The refined rear suspension gives a softer ride and better stability.

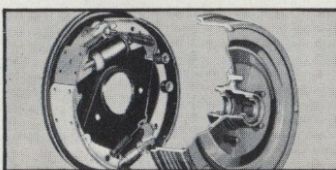


FAIRLANE INTERIORS feature solid comfort in the Ford tradition, and smartness you'd expect only in more expensive cars. Three handsomely styled trim schemes combine stripe nylon cloth (dark tones) with durable morocco-grained vinyl (light tones). They're designed for long wear and easy care.

1961 FORD BENEFIT FEATURES



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 doors in place even under pull-apart forces of one ton!



Self-Adjusting Brakes. On all '61 Fords, brakes automatically adjust themselves when applied as the car is moving in reverse. Normally this is all the adjustment '61 Ford brakes will ever require!



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.

FAIRLANE

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

But before you look at the price tag, look at all the new Fairlane features . . . 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 these features 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 as the ideal family car.

FAIRLANE STANDARD EQUIPMENT

Choice of Three Distinctive Vinyl and Nylon Cloth Upholstery Combinations, Colour-Keyed to a Selection of 16 Single-Colour Exteriors • White Vinyl Headlining • Sof-Tred, Carpet-Textured Rubber Floor Covering (black) • Front Arm Rests • Dome Light Controlled by Main Light Switch (instrument panel) • Choice of Mileage Maker Six or Thunderbird V-8 • 3-Speed Manual Transmission • Double-Wrapped Aluminized Muffler • Diamond Lustre Finish • Full-Flow Oil Filter • Self-Adjusting Brakes • Double-Life Bright-Metal Trim • Dual Windshield Wipers, Vacuum Booster Operated • Non-Glare Instrument Panel with Lighted and Identified Controls • Dual Turn Signals • Deluxe White Lifeguard Steering Wheel • Foam-Cushioned Front Seat with Automatic Posture Control • Dual Swivel-Mounted Sun Visors with Hold-Down Clips • Wide-Vision, Double-Swivel Rearview Mirror • Instrument Panel Ash Tray • Cigarette Lighter • Lifeguard Double-Grip Door Locks • 66-Plate, 55-Amp-hr. Battery

ALL '61 FORDS HAVE THESE CAREFREE FEATURES

Lubricates Itself. You'll normally go 30,000 miles without a chassis lubrication.

Cleans Its Own Oil. You'll normally go 4,000 miles between oil changes, thanks to the super cleaning action of Ford's Full-Flow oil filter that filters all of the engine oil all of the time.

Adjusts Its Own Brakes. Powerful new brakes mechanically adjust themselves . . . automatically.

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Takes Care Of Its Own Finish. New Diamond Lustre Finish keeps its shine for years yet never needs waxing.

COUNTRY SQUIRE

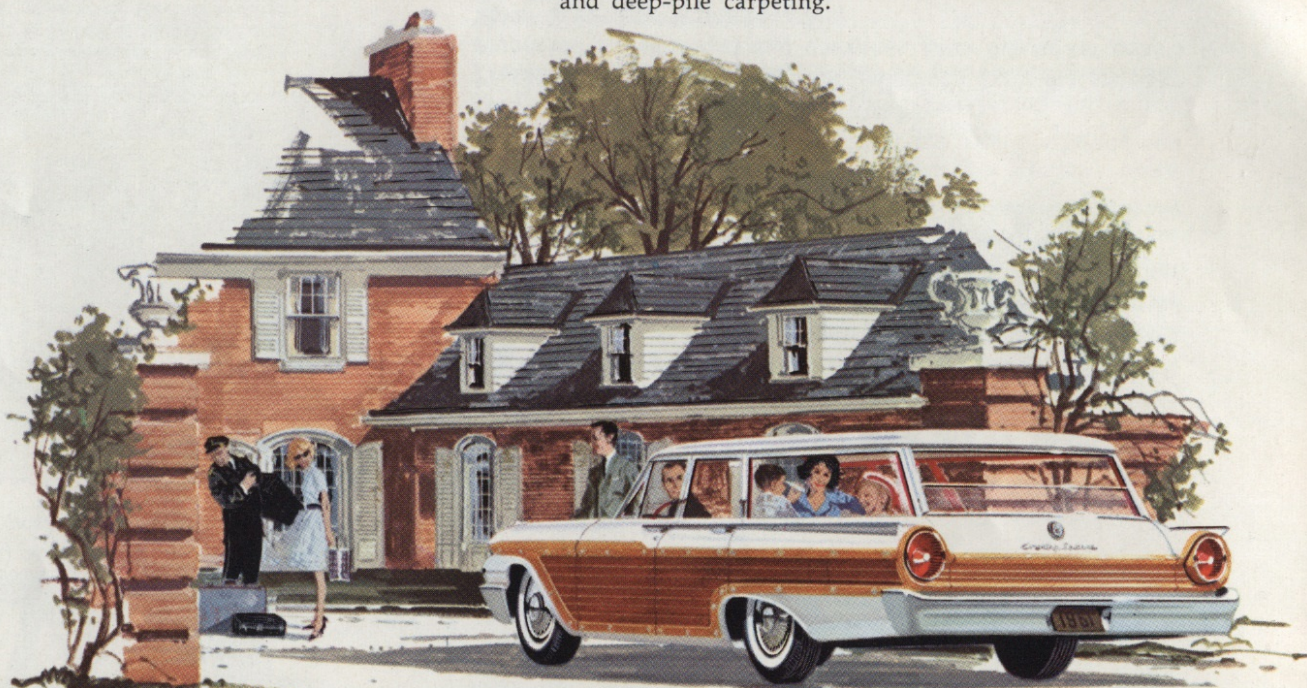
The biggest wagon news of the year is right here! Ford's famous luxury wagon, the Country Squire, now comes in a 6-passenger as well as a 9-passenger model.

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

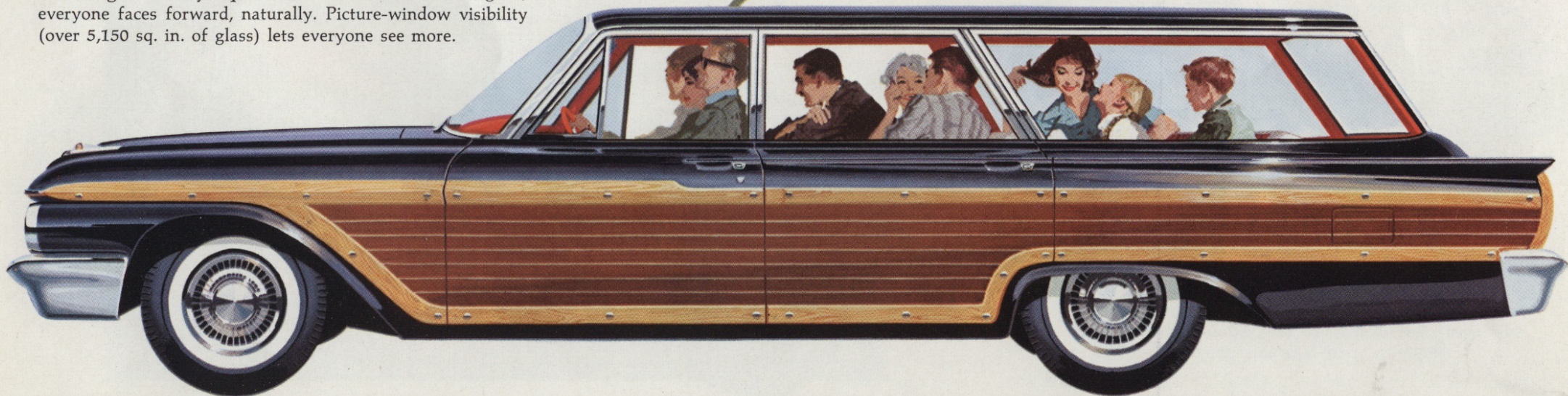
Like all Ford wagons, these Country Squires are not built for beauty alone. They're built for people — the big, wide-opening doors, the wide, deep, cushioned-comfort seats tell you that. They're built for work, too... they convert to 93½ cu. ft. of cargo space in seconds. (For standard equipment — see "Galaxie" listing on page 6.)

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

6-Passenger Country Squire. New power tailgate window is a standard feature on both Country Squire models as are back up lights, electric clock and deep-pile carpeting.



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



COUNTRY SEDAN

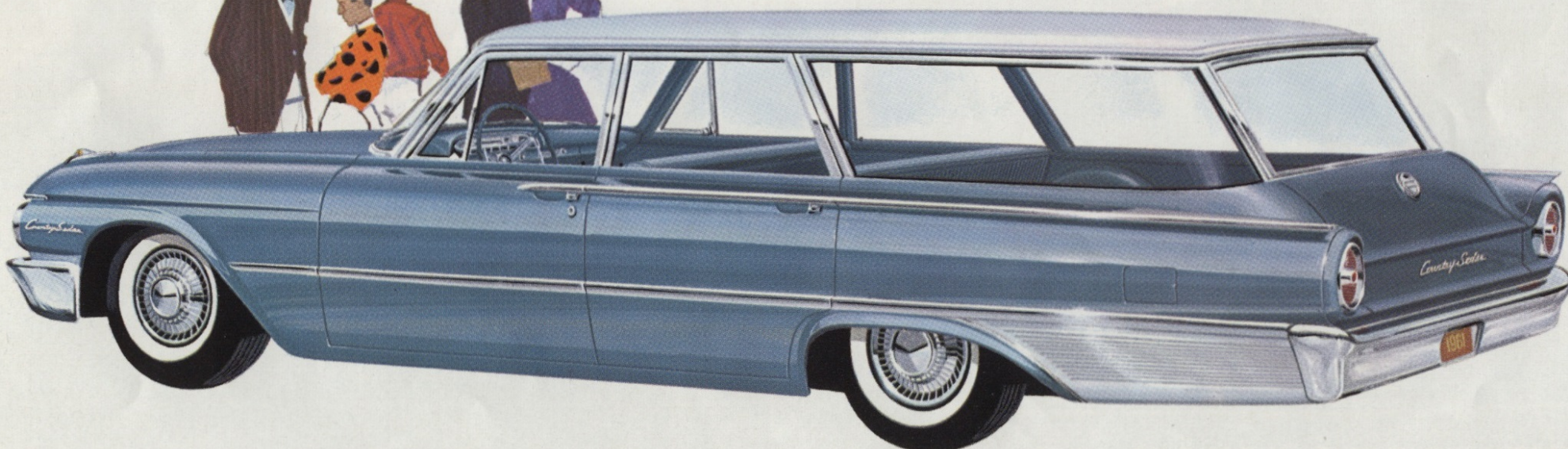
The 6-Passenger Country Sedan is one of Ford's top-selling wagons and has been for years. The 9-Passenger Country Sedan has special appeal for big, active, outdoor suburban families (and many in town, too). The third seat is quick and easy to convert.

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 and Diamond Lustre Finish. The list goes on and on.

Whether the occasion calls for blue denims or blue serge, count on the '61 Country Sedans to be a big part of the suburban scene! (For standard equipment — see "Fairlane 500" listing on page 9.)



9-Passenger Country Sedan with room for a Grey Cup party or a big league baseball team! Power tailgate window is a standard feature of this model.



6-Passenger Country Sedan. With working clothes on (meaning rear seat folded down) this handsome wagon carries nearly a half ton of cargo!

RANCH WAGON

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

They're bigger in comfort . . . with generous new room for shoulders, hip and long legs. Seats are thickly padded — no centre-seat hard spots in Ford wagons! They're bigger in standard equipment features, too. And yet, '61 Ford Ranch Wagons are still the lowest priced of all Ford 2- and 4-door full-sized station wagons. (For standard equipment — see "Fairlane" listing on Page 11.)



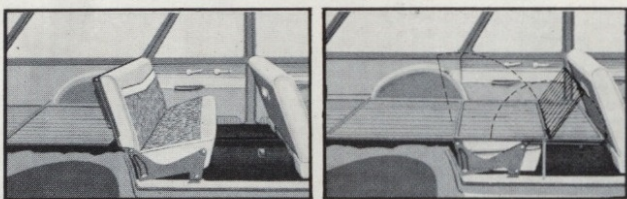
2-Door Ranch Wagon. The whopping 93½ cu. ft. of cargo space makes the Ranch Wagon ideal for business or pleasure.

4-Door Ranch Wagon. One of six beautifully built new Ford wagons for 1961. New Ford tailgate window takes just 4½ easy turns to roll down.

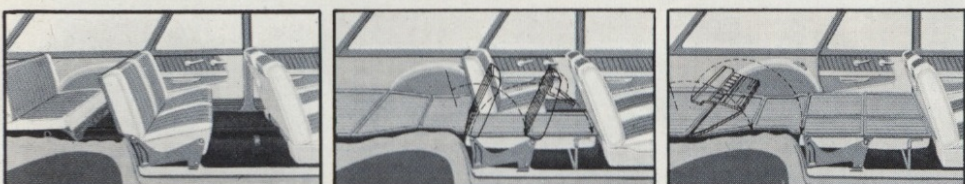
WAGON INTERIORS

One of the big reasons why large families, campers, commuters and fishermen (among others) pick Ford Wagons is the vast load-space. 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!

1961 FORD BENEFIT FEATURES

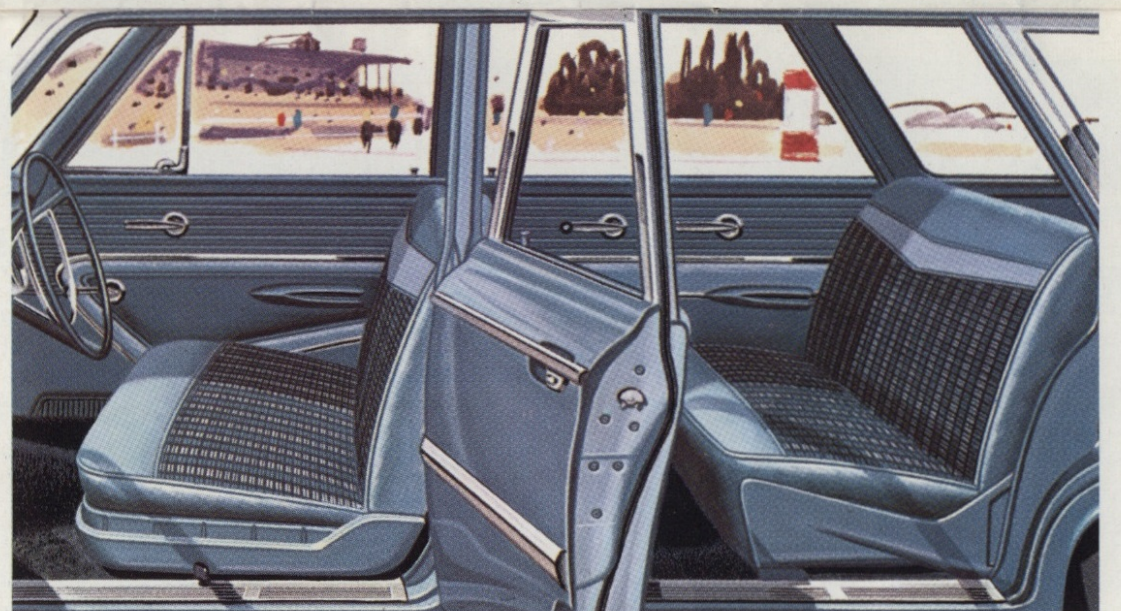


1. Converting Ford 6-passenger wagons is quick and easy. First, release safety latching mechanism on right wheelhousing which holds seat back in position. One hand does it. **2.** Next, seat back simply folds down on top of stationary cushion. Two support rods, one each side, hold seat back solidly folded 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.



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 space 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).



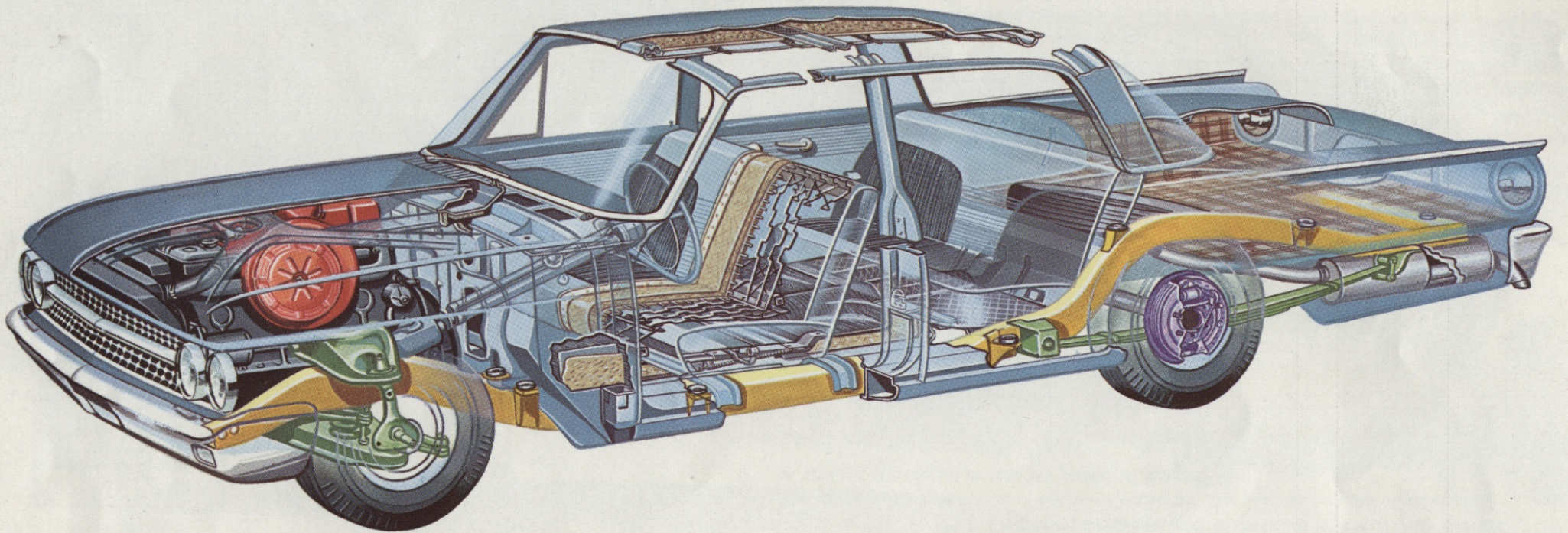
COUNTRY SEDAN INTERIOR in light and medium blue vinyls and medium blue patterned nylon cloth, one of four trim schemes. Each of Ford's three station wagon series has its own separate and distinctive interior trim design. One more reason why new Fords — built by the station wagon specialists — are styling standouts in the '61 world of wagons.



BOWLING ALLEY LOADSPACE in a Ford wagon measures a whopping 93½ cu. ft. of cargo space for green thumb gardeners, do-it-yourself fans, 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 colour-keyed to interior trim and exterior finish. Comes clean whistle-quick with damp cloth!

THE FINER INNER FORD FOR 1961

Where all the carefree 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, scratches.

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

Angle-Poised Ball-Joint Front Suspension. A Ford "first"—cushions the ride by letting wheels "walk" up and over bumps. Upper 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%.

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-Aire 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-absorbing 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 trunk lid. Stronger, more rigid to resist twisting . . . provides firm, true closure. Counter-balanced lid operates smoothly up and down on torsion bar hinges. Heavy rubber moulding around edges seals out water and dust.

Vacation-volume trunk. Up to 29.7 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 centres. 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, aluminized Ford muffler. Lasts up to three times as long as ordinary kinds. Muffler location—behind rear wheels—vents exhaust freely into airstream and away from car.

Center-fill fueling, another Ford "first". Gas tank 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.

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 operating life.

Wide-base wheel rims. Provide solid tire grip on the road, especially in tight curves and cornering. One more reason why handling is smoother, in a Ford.

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

More ECONOMY and DURABILITY



Big Savings On Service. That's a promise from the carefree car. In the '61 Ford, you'll normally go 30,000 miles without a chassis lubrication . . . up to 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 to last up to three times as long as ordinary mufflers. You'll save on brake adjustments. Ford brakes adjust *themselves*! And you'll never need a wax job again—Diamond Lustre Finish will see to that.

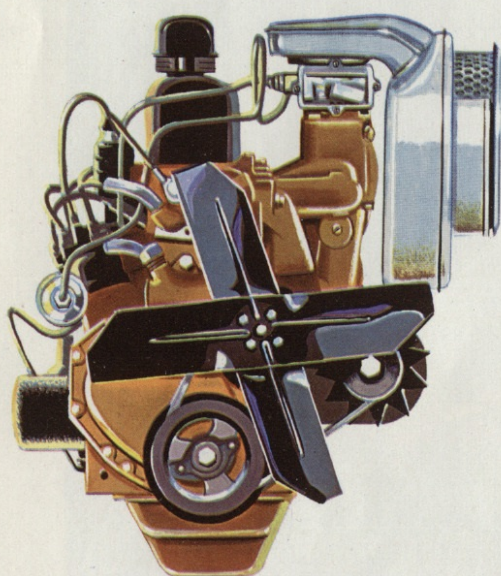


Corrosion-Resistant Body. The '61 Ford's beauty goes deep-down to the metal. For instance, special chemicals are used to treat metal surfaces of every Ford body, make them more resistant to rust and corrosion. Rocker panels (under the doors), especially subject to the ravages of road salts, are Zinclud 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 prouder of it longer, too.

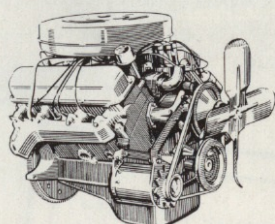
Thunderbird Power On Regular Gas. Leave it to Ford, the V-8 leader to give you lively performance with tightfisted thrift! And that's just what you get in Ford engines for '61. The famous Mileage Maker Six, a great favourite whenever gas savings are mentioned, is as miserly with a gallon of gas as ever before. The Thunderbird 332 Special V-8 really delivers when you ask for that spirited brand of performance it's famous for. All on regular gas, too!



FORD POWER TEAMS



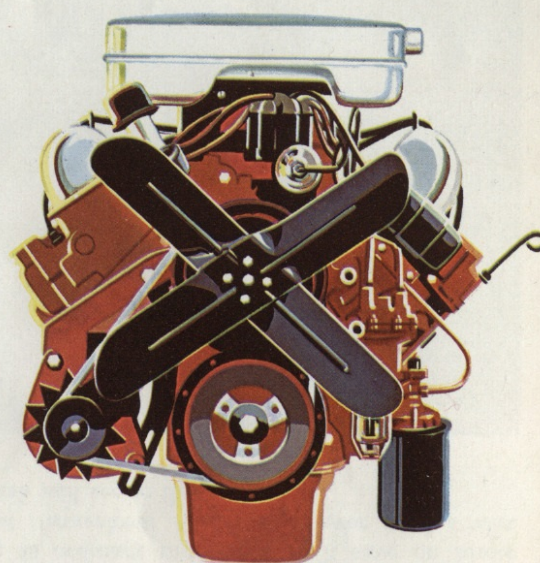
Ford's Mileage Maker Six gives you up to 24 miles per gallon and lively performance as well. Developing 135-hp with regular gas, this modern Six has the great strength, rigidity and long life that comes with deep block construction. Short-stroke engine design makes the most of every gallon of gas. The standard gas-line filter eliminates flooding and stalling due to carburetor fouling . . . saves on maintenance costs, too. Replaceable—this filter lasts 8,000 miles. Count on Ford's Mileage Maker Six for the dependability and the bonus in miles per gallon that have made it Ford's economy champion.



THUNDERBIRD
390 SPECIAL V-8

Thunderbird 332 V-8, here's high power with thrifty performance—205 horsepower at 4,400 rpm on regular gas! Design features: two venturi carburetion and intake manifolding, high-lift camshaft are matched with low-compression-height pistons. Result: a combination of sweet going and gas savings. Torque: 316 lbs. ft. at 2,200 rpm.

Thunderbird 390 Special V-8, the Thunderbird's own power plant, 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 carburetion, precision fuel induction, hydraulic valve lifters, and anti-fume crankcase ventilation standard. Horsepower: 300 at 4,600 rpm. Torque: 427 lbs. ft. at 2,800 rpm.



TRANSMISSIONS

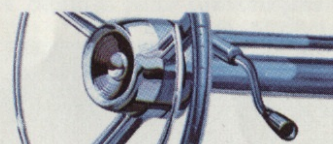
Nine engine and transmission combinations give you a full range of power teams. Pick your combination from the Six or V-8's with Two-Speed Fordomatic Drive, Conventional Three-Speed Transmission and Overdrive or Dual Range Cruise-O-Matic Drive. Ford's Dual Range Cruise-O-Matic Drive gives you a selection of two different driving ranges—one for maximum performance and acceleration, one for normal driving or better traction where the going is slippery. (Note: Dual Range not available with Six; Overdrive and Two-Speed Fordomatic Drive not available with 390 cu. in. V-8.)



Fordomatic Drive, one of the first and finest of all automatic transmissions. Never needs band adjustment or oil change. Kick-down to low gear for passing at any speed below 55 mph. Effective engine braking in "L" position. "PARK" position in selector quadrant acts as extra parking brake, adds safety and convenience.



Cruise-O-Matic Drive, Ford's dual-range automatic, noted for its versatility and high performance. Two "DRIVE" positions give you: 1. a normal driving range starting in low, and 2. a second range which starts in intermediate gear for gentler starts on ice or snow. Effective engine braking in "L" position. "PARK" position and kick-down passing gear also provided.

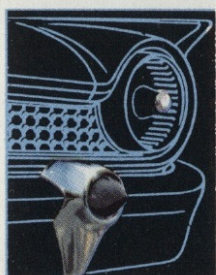


3-Speed Manual, Ford's standard transmission, one of the most efficient and reliable ever produced. Silent, smooth-shifting and wonderfully economical when teamed with either the Mileage Maker Six or one of Ford's V-8's. Your selection of three speeds forward and one reverse with finger-tip shift lever on steering column.

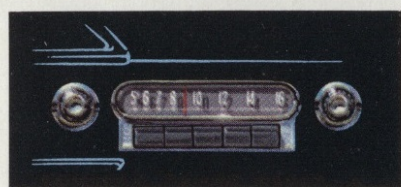


Ford Overdrive, the great favourite with owners who go for top gas savings. Automatic planetary-type fourth gear lets engine loaf at 28% less rpm's. You get more miles per gallon, longer engine life, and this bonus: flooring accelerator gives you instant downshifting for passing. You can have overdrive with either the Mileage Maker Six or 332 V-8, whichever you choose.

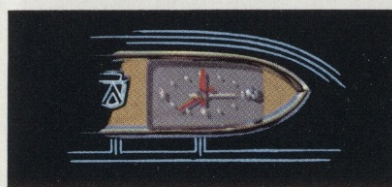
OPTIONS and ACCESSORIES



Back Up Lights, centred in Ford's Big Circle taillights, brightly light driveway behind your car, caution others that you're moving in reverse.



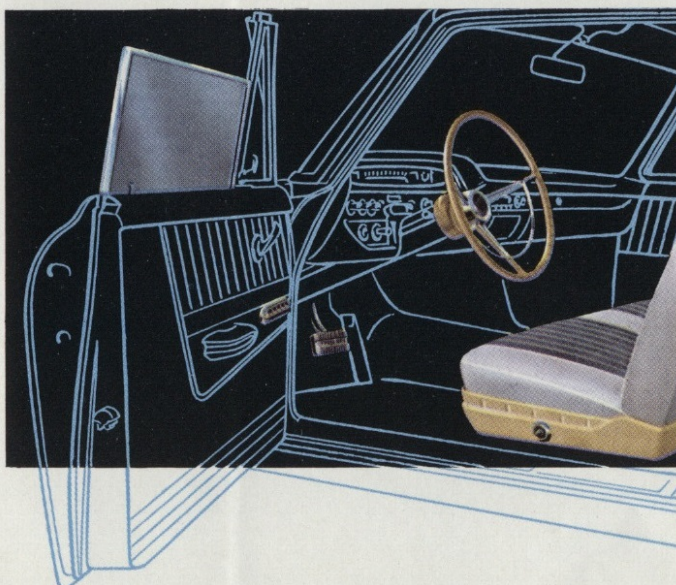
Console Range Radio, transistorized radio of unusual power and fidelity. Five push buttons can be pre-set to give you stations of your choice.



Electric Clock. Styled to blend with dials and controls of Ford instrument panel. Full sweep second hand; automatically adjusts for fast or slow.



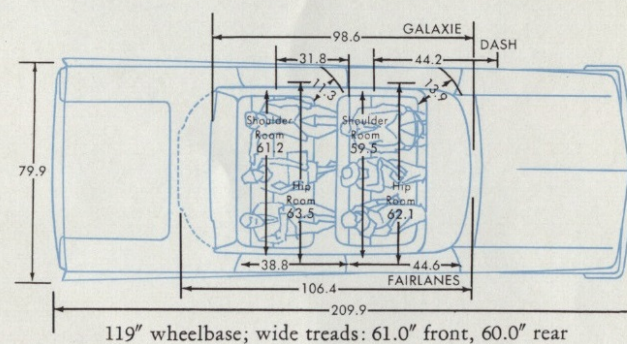
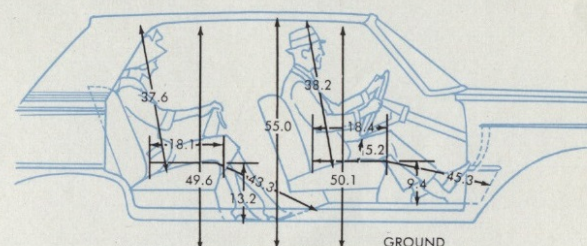
Power Tailgate Window is smoothly raised or lowered by electric motor in tailgate. Safety switch prevents window movement when tailgate is lowered. Other Power Assists include Master-Guide Power Steering that makes steering 85% easier, Swift Sure Power Brakes for 45% less braking effort, and Power-Lift Windows.



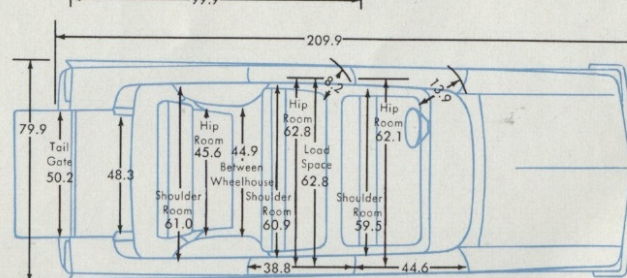
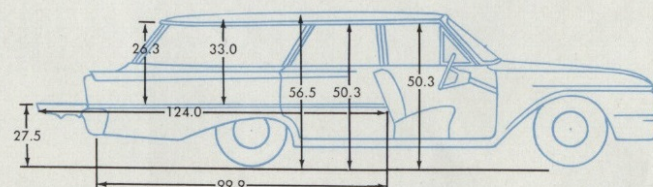
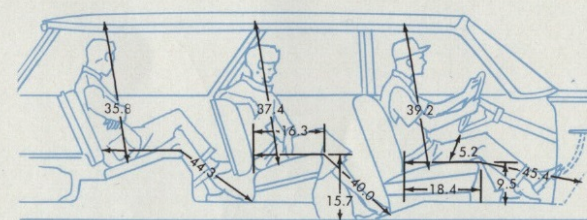
Lifeguard Design. In the '61 Fords these Lifeguard features are standard or available at moderate extra cost: 1. Lifeguard Arm Rests, fully cushioned with shock-absorbing material. 2. Seat Belts* help keep you in your seat in case of impact. 3. Lifeguard Jr. Safety Locks*, help prevent small children from accidentally opening rear doors. 4. Lifeguard Double-Grip Door Locks for added protection against doors springing open upon impact. 5. Lifeguard Double-Swivel Shatter-Resistant Safety Mirror swings away if struck forcefully. 6. Lifeguard Deep Dish Steering Wheel with three equally spaced spokes. 7. Lifeguard Cushioned Instrument Panel*.

*Extra Cost Options.

SEDAN AND HARDTOP DIMENSIONS

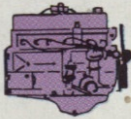


STATION WAGON DIMENSIONS

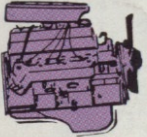


119" wheelbase; wide treads: 61.0" front, 60.0" rear

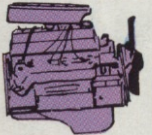
1961 FORD SPECIFICATIONS



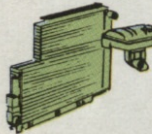
ENGINES: 135-hp Mileage Maker Six (standard on all models)—223 cu. in. displacement; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; full-vacuum spark control; precision-moulded crankshaft with four main bearings; high-capacity rotor-type oil pump; oil capacity, with filter change, 4 qts.; single exhaust.



205-hp Thunderbird 332 Special V-8 (standard on all models)—332 cu. in. displacement; 4.00" bore x 3.30" stroke; 8.9 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor; automatic choke; centrifugal-vacuum spark control; hydraulic valve lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-moulded crankshaft with large journal overlap, copper-lead main (five) and con. rod bearings; rotor oil pump; with filter change, 5 qts.; Y-type single exhaust (dual on Sunliner).



300-hp Thunderbird 390 Special V-8 (optional on all models)—390-cu. in. displacement; 4.05" bore x 3.78" stroke; 9.6 to 1 comp. ratio; premium fuel; low-silhouette 2-stage 4-venturi carburetor; automatic choke; precision fuel induction; positive-type anti-fume crankcase ventilation system; centrifugal-vacuum spark control; hydraulic valve lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-moulded crankshaft with large journal overlap, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 5 qts.; dual exhausts.



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; 390 Special V-8 has positive-type anti-fume ventilation standard; Cross-Flow cooling system with separate top reserve tank and 180° Positive-Action thermostat; 12-volt electrical system; triple-seal 18-mm. Turbo-Action spark plugs; 66-plate, 55 amp-hr battery (78-plate, 65 amp-hr with Special V-8's and automatic transmission); rear-mounted aluminized muffler with aluminized integral tailpipe. Both V-8's electronically balanced for extra smoothness.



CLUTCH and MANUAL TRANSMISSIONS: Semi-centrifugal clutch with full-weighted levers for more positive engagement; suspended pedal. Face diameter—9½" with Six, 11" with 332 and 390 Special V-8's. **3-Speed** has shot-peened fine-pitch helical gears for high strength and quietness; forged bronze synchronizers. Tailored-to-engine ratios (to 1). **Six**—1st 3.09, 2nd 1.92, direct 1.00, rev. 3.67. **332 and 390 Special V-8's**—1st 2.37, 2nd 1.51, direct 1.00, rev. 2.81.



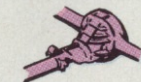
Overdrive (optional) is above 3-speed plus an automatic 4th gear that cuts in above 28 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator. Lock-out control on instrument panel. Tailored-to-engine ratios (to 1). **Six**—1st 2.80, 2nd 1.69, direct 1.00, OD .70, rev. 3.80; **332 Special V-8**—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. **Fordomatic Drive** (optional with all engines except 390 V-8) 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, 2.5 with 332 Special V-8. In "D" range gives brisk, smooth starts in low. Durable cellulose clutch plates for satin-smooth upshift. Selector sequence P-R-N-D-L.



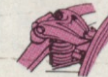
Cruise-O-Matic Drive (optional with all engines except Six) features new lighter weight with cast-aluminum converter housing. Two selective drive ranges: "Drive" (green dot) starting in low for all normal driving, or alternate drive position (white dot) starting in intermediate for more sure-footed driving 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-controlled throttle valve provides smoother, more precisely and permanently co-ordinated-with-engine shifting (eliminates linkage adjustment). Selector sequence P-R-N-DRIVE-L.



REAR AXLE: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion. **Torque-Tailored Axle Ratios (to 1): Conventional Drive**—Wagons: 3.89 with Six, 3.56 with Special V-8's; Other Models: 3.56 with all engines. **Overdrive**—All Models: 3.89 with Six or 332 V-8 (Sedan only), **Fordomatic Drive**—Wagons: 3.56 with Six and 332 V-8, Other Models: 3.56 with Six, 3.10 with 332 V-8, **Cruise-O-Matic Drive**—Wagons: 3.10 with Special V-8's; Other Models: 3.10 with 332 V-8, 2.91 with 390 V-8; Optional Equi-Lock differential Ratios (to 1): same as standard above, except 3.10 with 390 V-8 Sedan and Cruise-O-Matic, and 3.89 with 332 V-8 manual trans. wagon.



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 with new butyl pucks.



FRONT SUSPENSION: Swept-Back, Angle-Poised 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 full life seals. With all V-8 models and with Six in wagons, front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Internally mounted hydraulic double-acting shock absorbers.



REAR SUSPENSION: Asymmetrical, variable-rate design with rear axle located well forward from centre of springs for anti-dive and anti-squat control on braking and acceleration. Extra-long, gentle-rate, leaf-type springs with wide spring base provide a soft, stable, levelized ride. Out-board mounted. Tension-type shackles. Axle-nose bumper. Diagonally mounted hydraulic double-acting 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 for smoother operation. 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. Lifeguard 3-spoke, deep-centre steering wheel. Turning diameter 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. Easier-operating suspended pedal. Dash-mounted master cylinder. Grooved 11-inch composite drums for maximum cooling. Thicker moulded linings for longer life. Total lining area is 233.8 sq. in. on Wagons, 212.5 sq. in. on all other models. Foot-operated parking brake with convenient pull-out release knob on instrument panel. Optional Swift-Sure power brakes, recalibrated for greater "feel" and 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 with all engines. Other models—7.50 x 14 on 5½" rims with all engines. White sidewall tires optional. For wagons optional 8.00 x 14 6-ply tires recommended in combination with heavy-duty suspension and heavy-duty rear axle options for greater cargo-carrying capacity.

DIMENSIONS: 119" wheelbase on all models; wide treads, 61.0" front, 60.0" rear. For other dimensions, see page 19.

PRICES: All Optional Equipment and Accessories, illustrated or referred to as optional or available in this catalogue are at extra cost. For the price of the model with the equipment you desire, see your Ford-Monarch-Falcon Dealer.

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

FORD MOTOR COMPANY OF CANADA, LIMITED



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