

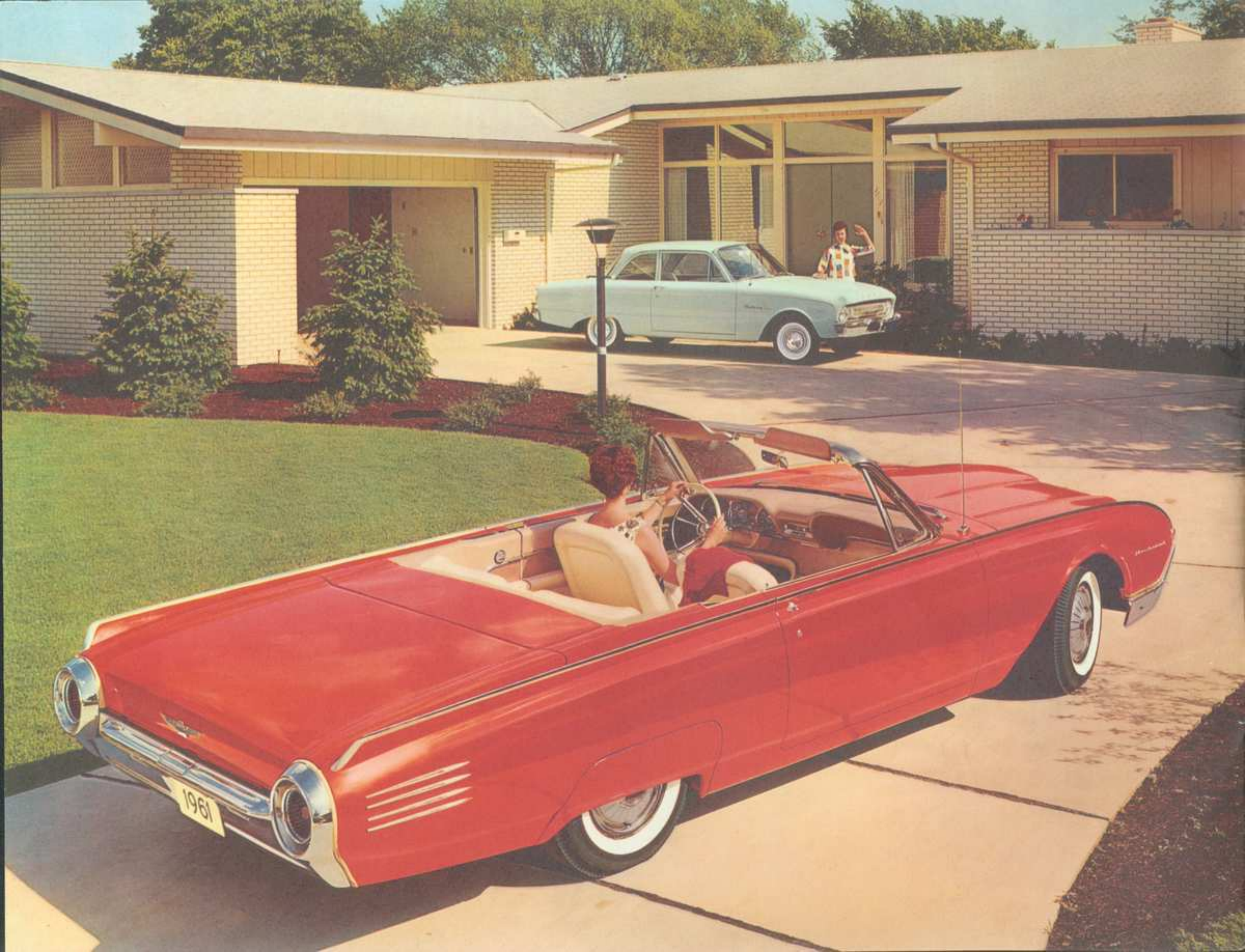
Ford Motor Company

PRESENTS THE

Ford Family
of Fine Cars
for

1961





The Ford Family of Fine Cars for 1961

Ford Motor Company is proud to present to its stockholders the 1961 Ford Family of Fine Cars. In the full-color photographs on the opposite and following pages are representative products showing only a few of the many body styles, colors and optional accessories available to buyers.

In a dramatic break with the practice in the industry, the warranty on all 1961 Ford Motor Company passenger cars is being extended to 12,000 miles or one full year, whichever comes first. The previous Ford Motor Company warranty, traditional in the industry, was for 4,000 miles or three months.

Every 1961 Ford, Falcon, Thunderbird, Mercury, Comet and Lincoln Continental has been designed, engineered and manufactured with three primary goals in mind: finest quality, greatest durability and most reliable operation. The decision to extend the warranty is the best indication of the Company's confidence that it will achieve these goals.

Copies of the new 12,000-mile or one-year dealer warranty and full information on it are available at any Ford or Lincoln-Mercury dealership.

In line after line, the Company's 1961 cars have been designed to meet the demands of this year's car buyers for

greater dependability and durability, for increased economy of operation and for more convenience and ease of handling.

For example, the bodies of Ford-built 1961 cars are stronger, better sealed and more rust resistant. That means a quieter ride and longer car life. Suspension systems have been improved still further for 1961. That means a smoother ride. Brakes have been redesigned for even greater dependability and gentler stopping action. The 1961 Ford, Thunderbird, Mercury, and Lincoln Continental brakes are self-adjusting. That means a safer, more trouble-free ride. Paint finishes are still better, and the bright metal parts of every car have been made to retain their brilliance twice as long as before. That means more pride as you ride in a car that will keep its "new car look" longer.

New and improved transmissions and engines will permit a blending of rugged performance with top economy in whatever kind of car—from Falcon to Lincoln Continental—may be selected. Regular gasoline is recommended for all but the largest 1961 engines manufactured by the Company.

Owners of 1961 Fords and Mercurys will enjoy another special feature that reduces servicing time as well as maintenance costs for their cars: a 30,000 mile lubrication interval.

Here, in words and pictures, is Ford Motor Company's invitation to its stockholders to be among the first to see and drive the finest automobiles the Company has ever produced.



OUR BODIES ARE BETTER SEALED

Passengers in the Ford Family of Fine Cars are especially well protected against all kinds of weather and driving conditions. Doors and windows have more rubber stripping than most competitive cars. Water, cold air and dust are sealed out. Interiors remain dry and comfortable.

*Illustrated at the left are the Thunderbird convertible
and the Ford Falcon two-door sedan for 1961.*



A two-door Club Victoria, introduced in 1961, is one of six body styles offered in the Galaxie series.

The Fairlane 500 series for 1961, here shown in the two-door model, is also available in a four-door sedan.



The New Fords for 1961

The 1961 Ford cars have a new classic look, combined with the crisp functional styling that has contributed so much to the popularity of the Ford car over the years.

"Beautifully built to take care of itself," the 1961 Ford introduces major innovations in owner convenience and savings: a normal lubrication interval of 30,000 miles, or more miles than the average owner drives in two years. Self-adjusting brakes, an oil change interval of 4,000 miles and double-wrapped aluminized mufflers further reduce the normal servicing time and expense required to maintain the 1961 Ford. All vital underbody parts are specially processed to resist rust and corrosion, and the Diamond Lustre Finish on the exterior of the car never needs wax.

"Beautifully built to take care of people," the 1961 Ford has a spacious and comfortable interior on a 119 inch wheelbase. Along with a concave full-width grille and widely spaced headlights, the new Ford features a slim, flat roof line, sculptured rear quarter panels with small canted blades along the top edges, and large "big circle" tail lights that have become readily identified with Ford cars.

A choice of four engines is offered in the 1961 Fords. These include three engines for which regular gasoline is recommended: the 135 HP Mileage Maker Six, the 175 HP Thunderbird 292 V-8 and the 220 HP Thunderbird 352 Special V-8. Premium gasoline is recommended for the highly responsive 300 HP Thunderbird 390 Special V-8. Conventional or overdrive transmissions may be coupled with any one of these engines. The redesigned and lighter Cruise-O-Matic Drive may be selected for use with all three of the V-8 engines and the simplified Fordomatic Drive is optional with all engines except the 300 HP V-8.

DIMENSIONS—Wheelbase 119"; over-all length 209.9"; over-all width 79.9". *Sedans:* headroom, 38.2" front, 37.6" rear. *Station Wagons:* headroom, 39.2" front, 37.4" rear.



The Fairlane series, offering both two-door and four-door sedans, provides economical transportation for families who do not want to sacrifice spaciousness and riding comfort.

The sleek, trim styling of the 1961 Sunliner in the Galaxie series suggests a smooth sweep of movement. The convertible and all 1961 Fords are available in a wide range of exterior colors and interior upholstery combinations.





The Country Squire station wagons for 1961 are offered in six-passenger and nine-passenger models.



OUR CARS ARE MORE RUST RESISTANT

The underside of a car body has exposed parts that are especially vulnerable now that so many chemical compounds are used to keep roads clean and dry. In the Ford Family of Fine Cars, these body parts are galvanized-zinc coated to protect them against rust and corrosion.

Ford station wagons for 1961 feature a roll-down window, which replaces the liftgate used in previous models. The new roll-down window tailgate is seven inches wider, giving greater access to storage space. It also has been engineered for easier opening and closing. An electrically powered tailgate window, controlled by a switch on the instrument panel, is standard equipment on the Country Squire models and on the nine-passenger Country Sedan. It is optional on other station wagon models.

The new Ford wagons include two- and four-door six-passenger Ranch Wagons and six- and nine-passenger four-door Country Sedans and Country Squires.



The top of the Thunderbird convertible retracts fully into the trunk through the use of a single control on the instrument panel.

The 1961 Thunderbird introduces a new body and chassis, a new engine and new interior and exterior trim.



The New 1961 Thunderbird

The 1961 Thunderbird is a distinctively modern car, with a sophisticated appearance that demonstrates again the tasteful styling for which Thunderbirds have been known since they were first introduced to the public.

The new Thunderbird, again available in hardtop and convertible models, has an all-new chassis, a new engine and a completely restyled body. Doors are wider and taller, and the projecting corner of the windshield, known as the "dog-leg," has been eliminated. The length of the passenger compartment has been increased about ten inches, thus providing a more spacious interior and increased rear seating dimensions approximately equal to those of the front seat. The tunnel in the rear seating area has been reduced, and an improved suspension system affords a more luxurious ride.

The Thunderbird for 1961 offers as standard equipment many features such as dual range automatic transmission, power steering, power brakes, and padded instrument panel, that are extra on other cars.

Among the items of optional equipment available with the new Thunderbird are air conditioning, an improved heater-defroster, fully transistorized radio, power windows, four-way power seat and a steering wheel that moves more than 10 inches out of the way for the driver's convenience in entering and leaving his seat.

The 1961 Thunderbird is powered with the 300 HP Thunderbird 390 Special V-8 engine. Lubrication and oil change intervals of 4,000 miles are recommended for the new Thunderbird models.

DIMENSIONS—Wheelbase 113"; over-all length 205"; over-all width 75.9". *Hardtop*: headroom, 37.7" front, 37.6" rear. *Convertible*: headroom, 39.4" front, 38.2" rear.



The optional deluxe trim and ornamentation package for the Falcon includes full length, bright metal, body side moldings.

With front seat fully forward, the loadspace in the Falcon station wagon measures 86 inches to the closed tailgate.



The Ford Falcon for 1961

The Ford Falcon, which has caught the public's fancy as few cars have ever done in their first year on the market, is offered in four models for 1961: two- and four-door sedans and station wagons.

These models are available in 13 solid color choices or in 13 two-tone paint combinations, with complementing upholstery and interior trim selections.

The 85 HP Falcon Six is the standard engine for the 1961 Falcon, with all four models offering an optional engine, the 101 HP Falcon 170 Special Six. Both engines may be coupled with either a manual transmission or Fordomatic Drive.

DIMENSIONS—Wheelbase 109.5"; over-all width 70.6"; headroom, 38.9" front, 37.3" rear. *Sedans:* over-all length 181.2". *Station Wagons:* over-all length 189".



The spacious Comet station wagons provide comfortable seating and ample luggage space for six passengers.

The 1961 Comets have new standard and optional trim fabrics that offer more color harmony with exterior colors.



The 1961 Line of Comets

Since its introduction last March, the Comet has been acclaimed for its low price, operating economy, luxurious appointments and comfortable "road-smoothing" ride. It combines large-car handling and styling with smaller-car economy and ease of parking.

The 1961 Comet, offered in two-door and four-door sedans and station wagons, has a new grille consisting of five horizontal rows of propeller-shaped bars and new exterior emblems and ornamentation. The new Comets may be ordered in any of ten exterior paint colors.

The ride of the 1961 Comet is more comfortable because of an improved front suspension. An anti-dive device on the front suspension checks nose dives during abrupt stops. These features, plus Comet's firmly responsive steering, give the driver the familiar feel of a car built for the pace of the American road.

The new Comet may be equipped with either of two six cylinder engines: a standard 85 HP 144.3 cubic inch engine or an optional 101 HP 170 cubic inch engine. The 144.3 cubic inch engine is an improved version of the one which has performed so reliably and economically in the 1960 Comets. The engine's light weight of slightly more than 350 pounds was achieved through design simplification, use of fewer parts, and use of aluminum where this metal best served the purpose. The 170 cubic inch engine, designed to the same standards of simplicity and weight as the 144.3 cubic inch engine, is available for those owners who desire more performance.

DIMENSIONS—Sedans: Wheelbase 114"; over-all length 194.8"; over-all width 70.4"; headroom, 38.6" front, 37.6" rear. **Station Wagons:** Wheelbase 109.5"; over-all length 191.8"; over-all width 70.4"; headroom, 38.6" front, 37.3" rear.

The New Mercury Models for 1961

New in size and appearance, the 14 models of the 1961 Mercury are presented in three series—Meteor “600”, Meteor “800” and Monterey—and in a separate line of station wagons. The addition of the Meteor “600” and Meteor “800” series places Mercury squarely into competition in the low price field.

The frame and wheelbase of the trim-lined 1961 Mercurys

have been reduced from those of the previous models, but the spaciousness of the passenger compartment has not been sacrificed. The design of the new models incorporates a moderate wrap-around windshield that eliminates the “dog-leg” protrusion into the front door opening area, providing easier entrance. Luxurious interior trim combinations offer a colorful variety of fabric and vinyl upholstery selections.

The 1961 Mercury introduces, with the Meteor “800”, Monterey and station wagons, a new Cushion-Link suspension, that allows all four wheels to move rearward as well as upward to absorb shock in any direction. This new suspension makes the Mercury’s ride smoother and quieter, and adds to car life because it reduces the intensity of shocks to frame and body.



OUR RIDE IS QUIETER

Rubber body mounts are used to seal out road and engine noise. They prevent it from being transmitted into the car. The more rubber body mounts there are, the more effective the sound barrier becomes. In the Ford Family of Fine Cars, with more insulating body mounts, you get a remarkably quiet ride.

The Monterey convertible points up the distinctive styling of the new Mercurys for 1961.





There are four Commuter and Colony Park station wagons in the 1961 Mercury car lines. Illustrated here is the Colony Park wagon.

The new Mercury weighs about 350 pounds less than the previous model. This lower weight, combined with new lower displacement engines, means an improvement in average operating economy. A lubrication interval of 30,000 miles will give the Mercury owner additional savings.

A broad range of power is available for the 1961 Mercurys with four different engines, including the new 223 cubic inch Mercury Economy "6". This is the first six cylinder engine ever offered for use with Mercury cars. The other three engines are the 292 cubic inch Mercury Economy V-8, 352 cubic inch Mercury V-8 and 390 cubic inch Mercury V-8. Regular gasoline is recommended for all but the largest of these engines. Four transmissions, including conventional, over-drive, and two automatic transmissions are available depending upon car series and size of engine selected.

DIMENSIONS—Sedans: Wheelbase 120"; over-all length 214.6"; over-all width 79.6"; headroom, 38.2" front, 37.6" rear. **Station Wagons:** Wheelbase 120"; over-all length 214.4"; over-all width 79.6"; headroom, 39.2" front, 40.5" rear.

The 1961 Meteor "800" series presents two-door and four-door sedans and hardtops.





In addition to the convertible, two-door and four-door hardtops and a four-door sedan (pictured above) are available in the Monterey series.

Meteor "600" models include the two-door sedan (pictured below) and a four-door sedan.



OUR ROOF IS STRONGER

A stronger roof means a stronger body. And a stronger body means fewer squeaks and rattles. That's why three steel cross braces are built into the roofs of our cars. They add strength, rigidity and safety and help our car bodies stand up longer.



The 1961 Lincoln Continental

The 1961 Lincoln Continental, a new concept in luxury car transportation, offers a four-door sedan and a four-door convertible, each available in any of 21 solid colors.

This beautiful new car blends strikingly original styling refinements with the basic "contemporary classic" design of past Lincoln Continentals—the long hood and low silhouette. The proportions of this design are made more attractive by the disciplined lines and smaller dimensions of the new models for 1961.

The chassis, body and engine of the 1961 Lincoln Continental are the finest ever offered by this distinguished line of cars, and incorporate many exclusive engineering features. Purchasers may select any of 21 solid exterior colors for their 1961 Lincoln Continentals.

DIMENSIONS—Wheelbase 123"; over-all length 212.4"; over-all width 78.6". *Sedan*: headroom, 38.4" front, 37.7" rear. *Convertible*: headroom, 40.8" front, 38.5" rear.



The styling concept of the 1961 Lincoln Continental preserves the classic appearance long associated with this luxurious line of cars.

The Lincoln Continental convertible is the only four-door open automobile built in the United States.



The English Anglia

The English Ford Line's Anglia, built by Ford of England and imported for sale in the United States, is a four-passenger economy car that delivers up to 40 miles on one gallon of gasoline. It cruises at speeds up to 70 miles per hour.

The Anglia's short-stroke, four cylinder engine develops 39 horsepower, and is coupled with a four-speed transmission. Trunk space in the Anglia is ten cubic feet.

The Anglia's reverse angle rear window provides full headroom for rear seat passengers.



Ranging from 13½ to 53½ cubic inches, 12 Ford engines are marketed for many industrial applications.



Tractors and Farm Equipment

The Ford Tractor and Implement Division markets 30 farm and industrial tractor models and a broad range of implements, industrial equipment and harvesting machinery. It also imports and markets Fordson diesel tractors built by Ford of England.

A Ford two-row corn picker is shown here mounted on a Ford 900 diesel tractor with Select-O-Speed transmission.

1961 Ford Trucks

For 1961, the Company presents the most varied line-up of commercial vehicles in its history—46 different series with 619 models, including a new “H” series of extra-heavy duty, diesel-powered, over-the-road tractors, and the new Econoline compact bus and truck series.

The 1961 Ford trucks have all new cabs and sheet metal, improved frames and electrical systems, and offer a wider selection of engines, transmissions and wheelbases.

The powerful new “H” tractor series is engineered for long-distance hauling, one of the fastest growing markets in the transportation industry.

The light-duty Econoline series has three models—an eight-passenger station bus, a van and a pickup. They utilize many standard components from other Company products, including the 85 HP Falcon engine.



The rugged new “H” series of trucks is available with either diesel engines or Ford Super-Duty V-8 gasoline engines.

Econoline models are 168.4 inches long, and have a 90 inch wheelbase. The easily accessible engine is front-mounted beside the driver's seat.



ELBUTHERIAN MILLS HISTORICAL LIBRARY

FORD MOTOR COMPANY

The American Road, Dearborn, Michigan



The Ford Family of Fine Cars

Ford • Falcon • Thunderbird

Mercury • Comet • Lincoln Continental

English Ford Line . . . and Trucks

Tractors • Farm Implements • Industrial Engines

Aeronutronic Division: Research and Development

for the Space Age

Printed in U.S.A.



Trade
Cat.