

A special advertisement prepared for Reader's Digest readers—in handy, detachable form

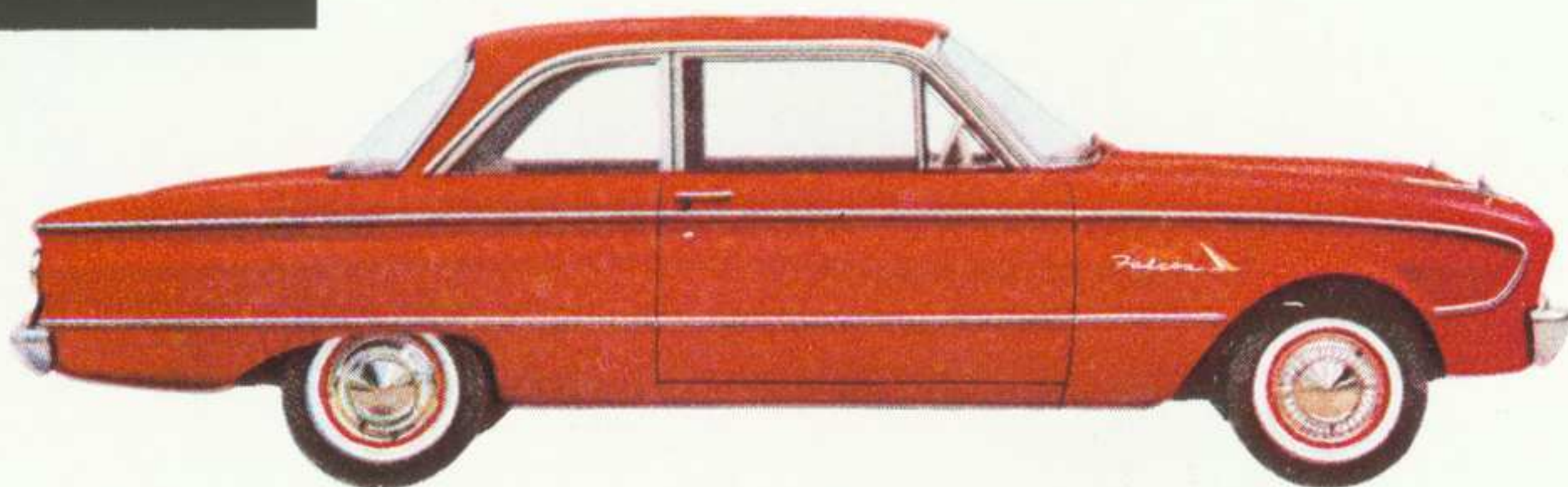
Ford presents its annual service
to people thinking of buying any new car

FORD'S 1961 LISTING OF MODELS, EQUIPMENT AND PRICES



The information on the following pages is based upon a portion
of "Ford's Buyer's Digest of New Car Facts for 1961"
See back cover for free offer

FALCONS



FALCON TUDOR SEDAN . . . \$1912*

Here's the great Falcon favorite . . . with all the '61 Falcon advantages, such as new color-keyed luxury interior, rust-resistant Zinclud underbody coating, and new double-wrap aluminized muffler for up to 3 times the life of ordinary mufflers.

The world's most successful new car is one year newer, one year better . . . so thoroughly proved that for '61 its dealers have extended their warranty to 12,000 miles or one full year (see page 168K). Now, more than ever, other compacts simply cannot measure up to Falcon. Consider economy: Falcons go up to 30 miles on a gallon of regular gas, go 4,000 miles between oil changes, and save on replacement parts and (in most states) on insurance. Consider roominess: Falcons seat six with ease and have over 23 cubic feet of trunk space. Economy where it pays . . . quality where it counts . . . is the secret of why the Falcon has set the standards of compact car success.



FALCON FORDOR SEDAN . . . \$1974*

Four big wide-opening doors for easy coming and going...and like all Falcons it keeps its showroom-new look with a Diamond Lustre Finish that never needs waxing. Wide-Angle windshield is trimmed with bright stainless steel molding.

*All vehicle prices shown herein are base prices. For prices of options and accessories, see Page 168I of this insert



FALCON FORDOR STATION WAGON . . . \$2268*

A combination of all the regular Falcon advantages *plus* the convenience of a big 4-door, 6-passenger wagon . . . 76.2 cu. ft. of cargo space behind the front seat. Roll-down tailgate window is standard. Spare tire stows neatly at right-hand side of loadspace. Loading height from ground to tailgate is only 23.2".

FALCON TUDOR STATION WAGON . . . \$2225*

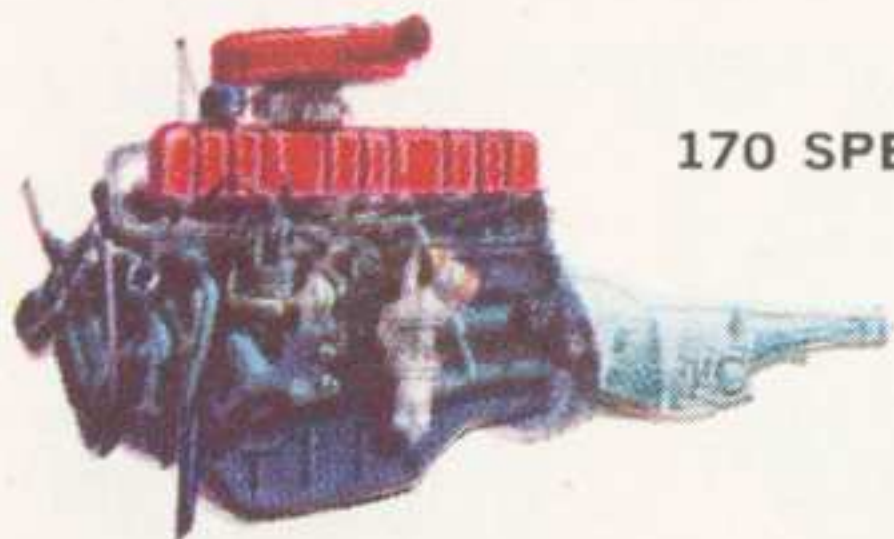
An economical, 2-door wagon with all the room of the Fordor Falcon Wagon. Each has 12 single and 14 two-tone color selections available. Sturdy Western-Brand upholstery is standard; four deluxe optional upholsteries also available.



FALCON 144 SIX



170 SPECIAL SIX



CHOICE OF TWO FALCON SIXES

The peppy Falcon Six that delivers 85 horsepower and up to 30 miles per gallon on regular gas will be first choice with people who put economy foremost. And for those who want extra dash and more punch for passing, there's a brand-new Falcon 170 Special Six. It packs 101 horsepower and still retains the gas-saving ways of the regular Falcon Six. Falcon Six **Standard**
Falcon 170 Special Six **Optional**

FAIRLANES



FAIRLANE CLUB SEDAN . . . \$2261*

Here's big-car convenience at a minimum price. As on all '61 Fords, bright-metal trim is treated in depth to stay bright longer. Choose from four great engines.

This is Ford's lowest-priced, full-sized model — but you'd never guess it from the Fairlane's handsome lines and long list of standard equipment, including dual front arm rests, dual sun visors, chrome horn ring and cigarette lighter. And all its built-to-take-care-of-itself features make it possible for your Ford Dealer to extend his warranty to 12,000 miles or one full year (see page 168K).

HERE'S HOW EVERY '61 FORD IS BUILT TO TAKE 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.

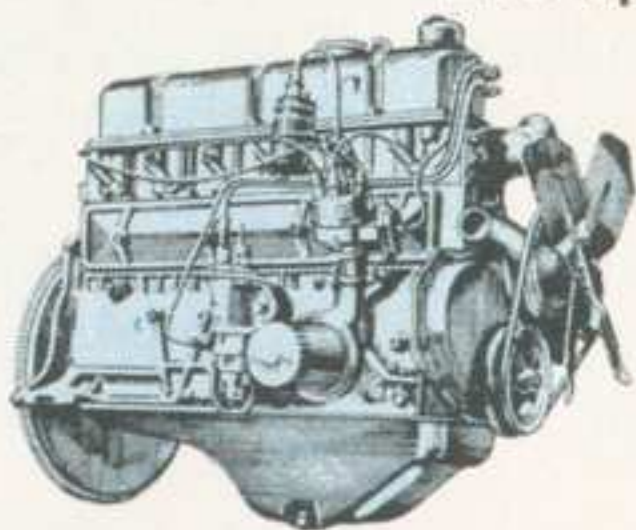
FAIRLANE TOWN SEDAN . . . \$2315*

Nearly 4" shorter for easier handling and parking, like all 1961 Fords. Inside, there's king-size room, with built-for-people comfort for six.



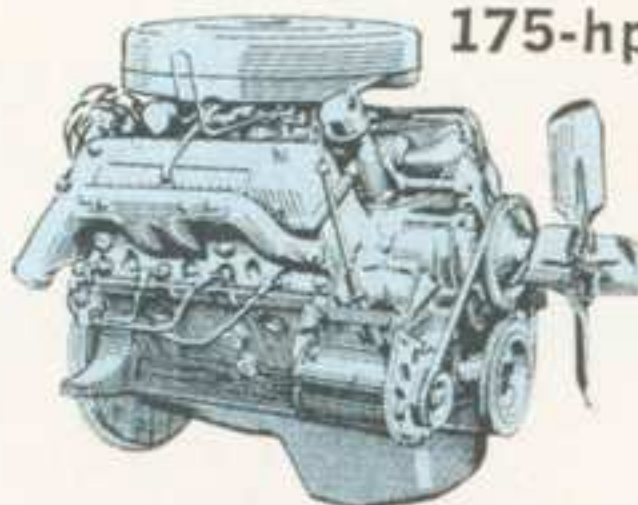
FORD CAR ENGINES

135-hp Mileage Maker Six



. . . rates tops in miles per gallon and delivers good pickup and highway performance. Standard on all '61 Ford models.

175-hp Thunderbird 292 V-8



. . . first consideration with buyers who want V-8 power and top mileage on low-cost, regular gas.

FAIRLANE 500's

Advertisement



FAIRLANE 500 CLUB SEDAN...\$2376*

Combines elegant styling and worth-more Fairlane 500 features with standard Ford advantages like the wide-contoured frame which protects passengers on all sides.

Guards its own muffler. Ford mufflers are double-wrapped and aluminized—normally will last three times as long as ordinary mufflers.

Protects its own body. All vital underbody parts are specially processed to resist rust and corrosion, even to galvanizing body panels beneath doors.

Takes care of its own finish. New Diamond Lustre Finish never needs wax.

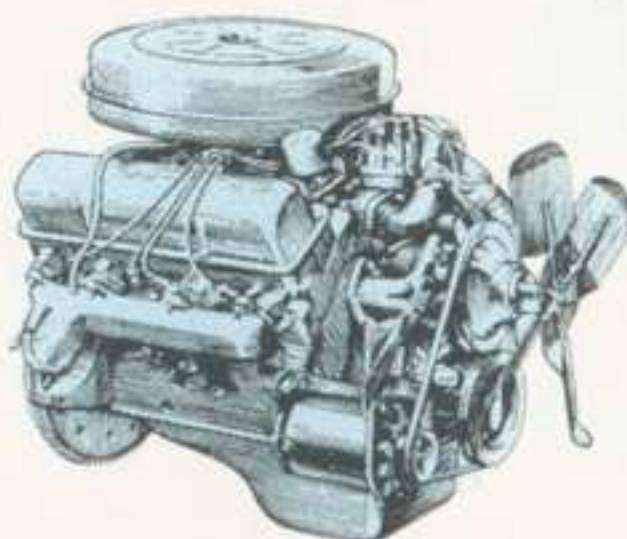
Here's Ford's famous Value Leader, the Fairlane 500. In addition to the Fairlane features you get more luxurious interior upholsteries, two-tone Vinyl-Tex floor covering, more bright-metal exterior trim, rear seat arm rests and ash tray, and door-operated courtesy light. As with all '61 Fords, the Fairlane 500 is built to take care of itself, permitting dealers to extend their warranty to 12,000 miles or one full year (see page 168K).



FAIRLANE 500 TOWN SEDAN...\$2430*

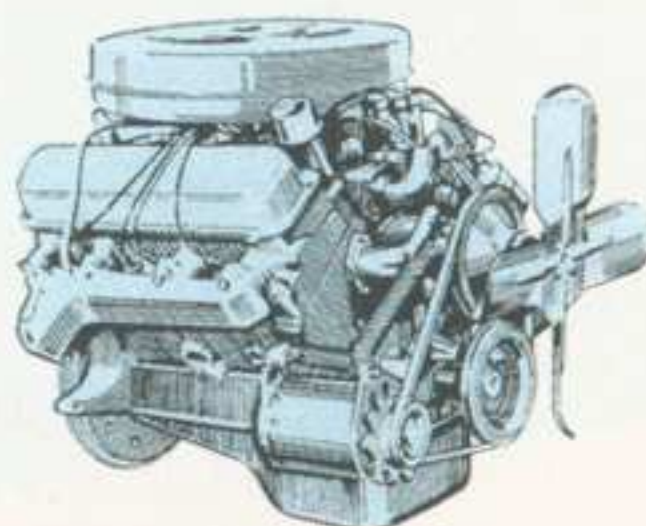
This 4-door Fairlane 500 shares all the standard '61 Ford conveniences like deep-padded seats with foam cushioning in front. Seat backs are positioned at the posture-perfect angle of 23° for best riding comfort.

220-hp Thunderbird 352 Special V-8



... packed with extra get-up-and-go and still delivers good economy on regular gasoline.

300-hp Thunderbird 390 Special V-8



... potent new power plant recommended for performance fans who want real V-8 dash and sizzle.

GALAXIES



GALAXIE CLUB SEDAN . . . \$2536*

Galaxie glamour and luxury, still at a low Ford price. Choose your luxury interior from a wonderful selection of seven distinctive Galaxie vinyl and nylon upholstery combinations.

Top of the Ford line—the Thunderbird-inspired Galaxie—so filled with fine car features and built to take care of itself, dealers have extended their warranty to 12,000 miles or one full year (see page 168K). Galaxies have exclusive exterior trim, a wider selection of more elegant interior fabrics and carpeting. Electric clock and backup lights are standard.



GALAXIE TOWN SEDAN . . . \$2590*

Offers Galaxie prestige and 4-door versatility *plus* standard '61 Ford features such as flush-mounted exterior door handles and a counterbalanced trunk lid featuring a big 51-inch-wide opening.

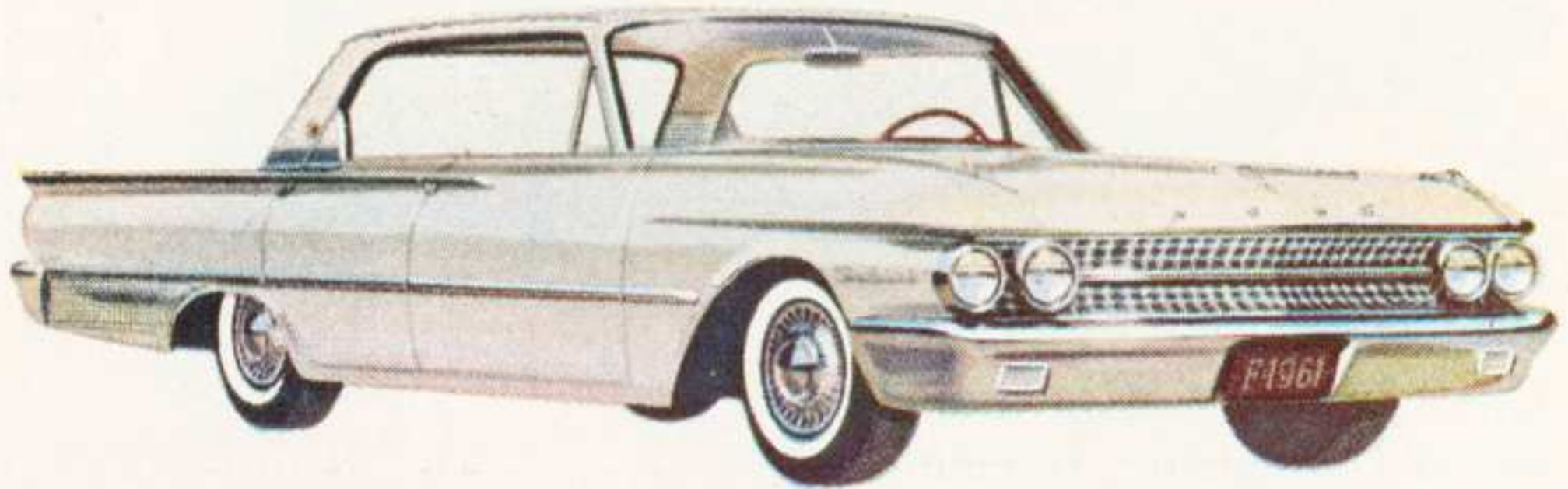
GALAXIE CLUB VICTORIA . . . \$2597*

By popular demand—a 1961 addition to the famous Galaxie line. This 2-door hardtop has the stylish Thunderbird roofline and shares with other '61 Fords the Thunderbird's full five-foot-wide tread for sports car-type handling ease.



GALAXIE TOWN VICTORIA . . . \$2662*

Combines hardtop flair and style with 4-door convenience. Offers all the Galaxie exclusives *and* standard Ford built-for-people and built-to-take-care-of-itself features.



STARLINER / SUNLINER



THE SUNLINER . . . \$2847*

Convertible lovers have established the Sunliner as America's all-time favorite—and this sleek Sunliner easily demonstrates why. Superb, all-weather interiors — snug,

durable vinyl top—elegant styling—sizzling performance and wonderful roadability, all combine to make this the finest yet in Ford's long line of convertible leaders.

THE STARLINER . . . \$2597*

This is the one-of-its-kind 2-door hardtop that excited performance fans at its introduction last year. For 1961, the Starliner is closer than ever to sports car looks and sports car performance (particularly when equipped with the optional Thunderbird 390 Special V-8). It's definitely for people who like thrills in their driving.



STATION WAGONS



FORDOR

RANCH WAGON . . . \$2656*

Low cost, full-sized 4-door wagon convenience, including a handy roll-down rear window—standard on Ranch Wagons and 6-Passenger Country Sedans. Low tailgate level—a shade over 2 feet high—means greater loading convenience.

6-PASSENGER COUNTRY SEDAN . . . \$2752*

This perennial favorite among all Ford wagons combines versatility of four doors with extra luxury inside, extra glamour outside. Rear seat converts quickly, easily, for level loadspace. Five special upholstery choices available.

9-PASSENGER COUNTRY SEDAN . . . \$2856* All passengers face forward as in all 9-passenger wagons—conveniently and naturally. Four-door convenience. Seats convert easily for load carrying. Power rear window is *standard*. Choose from five handsome interiors.

6-PASSENGER COUNTRY SQUIRE . . . \$2941*

First time ever offered. Ford's famous luxury wagon now available in popular 4-door, 6-passenger size. Power rear window, carpeting, distinctive Squire side panels are all standard equipment.



RANCH WAGON

. . . \$2586*

Here's the big bargain among big wagons. Loadspace is 5 feet wide, almost 8½ feet long (with tailgate closed) . . . and as in all '61 Fords, steering is up to 25% easier than last year.

This is station wagon living at its best! 1961 Ford wagons combine smart styling and handling ease with half-ton hauling capacity (93.5 cu. ft.). Interiors are the most luxurious and durable ever designed for wagons. So beautifully built to take care of themselves—the dealer's warranty on Ford wagons has been extended to 12,000 miles or one full year (see page 168K).



9-PASSENGER COUNTRY SQUIRE . . . \$3011*

Luxury leader of low-priced wagons. Lavish interiors, distinctive styling that sets Squires apart from all others. A reasonably priced, wise investment, with higher resale value.

DO-IT-YOURSELF PRICE ESTIMATOR

After reading these pages you may wish to find out how little it will actually cost you to own the Ford of your choice, equipped the way you want it. Use this page to figure your cost, starting with the convenient list of all prices, below:

CAR MODELS

Falcon Tudor Sedan.....	\$1912	Fairlane 500 Town Sedan.....	\$2430	Ranch Wagon.....	\$2586
Falcon Fordor Sedan.....	1974	Galaxie Club Sedan.....	2536	Fordor Ranch Wagon.....	2656
Falcon Tudor Station Wagon..	2225	Galaxie Town Sedan.....	2590	Country Sedan (6-pass.).....	2752
Falcon Fordor Station Wagon..	2268	Galaxie Club Victoria.....	2597	Country Sedan (9-pass.).....	2856
Fairlane Club Sedan.....	2261	Galaxie Town Victoria.....	2662	Country Squire (6-pass.).....	2941
Fairlane Town Sedan.....	2315	Sunliner.....	2847	Country Squire (9-pass.).....	3011
Fairlane 500 Club Sedan.....	2376	Starliner.....	2597		

OPTIONAL EQUIPMENT

FALCONS

170 Special Six Engine.....	\$37.40	Deluxe Trim and Ornamentation Package— Sedans.....	\$78.30	Padded Sun Visors and Instrument Panel.....	\$21.80
Automatic Transmission.....	163.10	Wagons.....	78.30	Safety Seat Belts, Front.....	20.60
Fresh Air Heater.....	73.40	Two Tone Paint.....	19.40	Luggage Rack (wagons only).....	35.10
Manual Radio.....	54.05	Anti-Fume Crankcase Ventilation System.....	5.70	Power Tailgate Window.....	29.75
Electric Windshield Wipers..	9.65			Full Wheel Covers.....	16.00
Windshield Washer.....	13.70			Whitewall Tires (sedans)....	29.90
Backup Lights.....	10.70			Whitewall Tires (wagons)....	33.00

FORD CARS

Thunderbird 292 V-8.....	\$116.00	Power-Lift Windows.....	\$102.10	Power Tailgate Window (wagons). Standard on 9-Pass. Country Sedans & on Country Squires.....	\$32.30
Thunderbird 352 Special V-8.	148.20	MagicAire Heater.....	75.10	Windshield Washer.....	13.70
Thunderbird 390 Special V-8.	196.70	Recirculating Heater.....	46.90	Two Tone Paint (except Sunliner and Country Squires)	22.00
Fordomatic Trans.—6-Cyl....	179.80	PolarAire Conditioner.....	270.90#	Anti-Fume Crankcase Ventilation System.....	5.70
Fordomatic Trans.—V-8....	189.60	SelectAire Conditioner.....	436.00#	Console Range Radio.....	58.50
Cruise-O-Matic Transmission.....	212.30	Electric Clock (standard on Galaxies and Country Squires).....	14.60	Padded Instrument Panel and Sun Visors.....	24.30
Overdrive.....	108.40	I-Rest Tinted Glass.....	43.00	Safety Seat Belts, Front.....	20.60
Equa-Lock Differential.....	38.60	Backup Lights (standard on Galaxies and Country Squires).....	10.70	Full Wheel Covers.....	18.60
Master-Guide Power Steering	81.70	Electric Windshield Wipers..	11.60	Whitewall Tires (sedans)....	33.90
Swift Sure Power Brakes...	43.20			Whitewall Tires (wagons)...	37.00
Manual 4-Way Seat.....	17.00				
Power 4-Way Front Seat....	63.80				

#V-8 only

A Enter the cost of the model you prefer here

\$

B Add cost of desired options to cost of model; enter total here

\$

C See your Ford Dealer for trade-in appraisal on your present car (you'll be surprised how high this figure is); enter trade-in allowance here

\$

D Enter the difference between "B" and "C." This is how little it will cost you to own the Ford of your choice*

\$

*The manufacturer's suggested retail prices shown next to each car on previous pages, or here listed, are for cars with six-cylinder engines. Engine prices shown are the additional cost of these optional engines. Federal excise tax and suggested dealer preparation and conditioning charges are included in prices shown. Transportation charges, gasoline, antifreeze, license and title fees, state and local taxes, and options and equipment such as whitewall tires are not included. All prices and specifications are those in effect when this publication was approved. Ford Division of Ford Motor Company reserves the right to change prices, specifications and design at any time without notice and without incurring obligation.

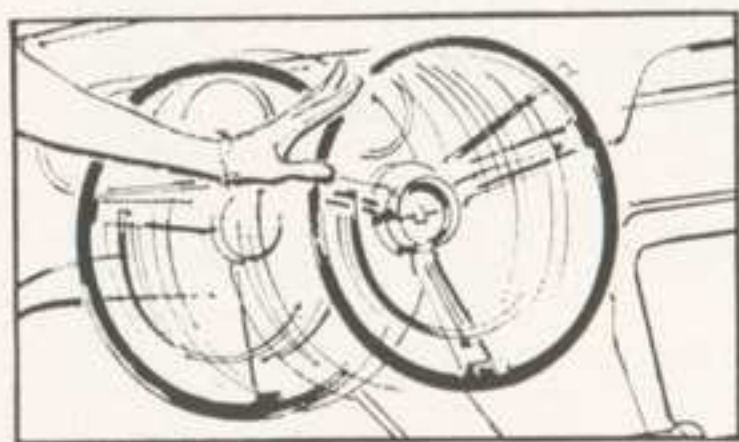
1961 THUNDERBIRDS



UNMISTAKABLY NEW . . . UNMISTAKABLY THUNDERBIRD

Here, for 1961, is the finest expression of the Thunderbird spirit, unquestionably Thunderbird in its classic lines—not a hair wider nor a tenth of an inch longer—yet so uniquely new it stands alone in the fine car field . . . so fine, so reliable that dealers have extended their warranty to 12,000 miles or one full year (see page 168K).

Here, too, are remarkable engineering advances—like the optional Swing-Away Wheel that *moves* over to welcome you into the car. Cruise-O-Matic transmission, Power Steering and Power Brakes, and a new high-performance Thunderbird 390 Special V-8 are all *standard equipment*. Also standard is this Thunderbird's dazzling performance and sports car nimbleness.



The '61 Thunderbird is a car unique in all the world. A car unmistakably new . . . unmistakably Thunderbird.

The '61 Thunderbird Convertible. Top disappears automatically beneath the rear deck at the touch of a button.



Your Ford Dealer now has complete Thunderbird pricing information, not available at the time of this printing

Now! Another benefit with Ford cars...

FORD DEALERS ARE EXTENDING THEIR WARRANTY

*on every 1961 Ford, Falcon
and Thunderbird to*

12,000 MILES OR ONE FULL YEAR!

Every '61 Ford, Falcon and Thunderbird has been styled, designed, engineered and manufactured with three goals in mind: (1) *Finest quality*; (2) *Greatest durability*; (3) *Most reliable operation*. So confident is Ford that it has achieved these goals, that your Ford Dealer has extended his warranty on all '61 Ford, Falcon and Thunderbird cars to 12,000 miles or one full year, whichever comes first. The traditional warranty in the industry has been only 4,000 miles or 90 days. You are cordially invited to inspect this warranty at your Ford Dealer's!

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in United States

POSTAGE WILL BE PAID BY

FORD DIVISION

FORD MOTOR COMPANY

P.O. BOX 90

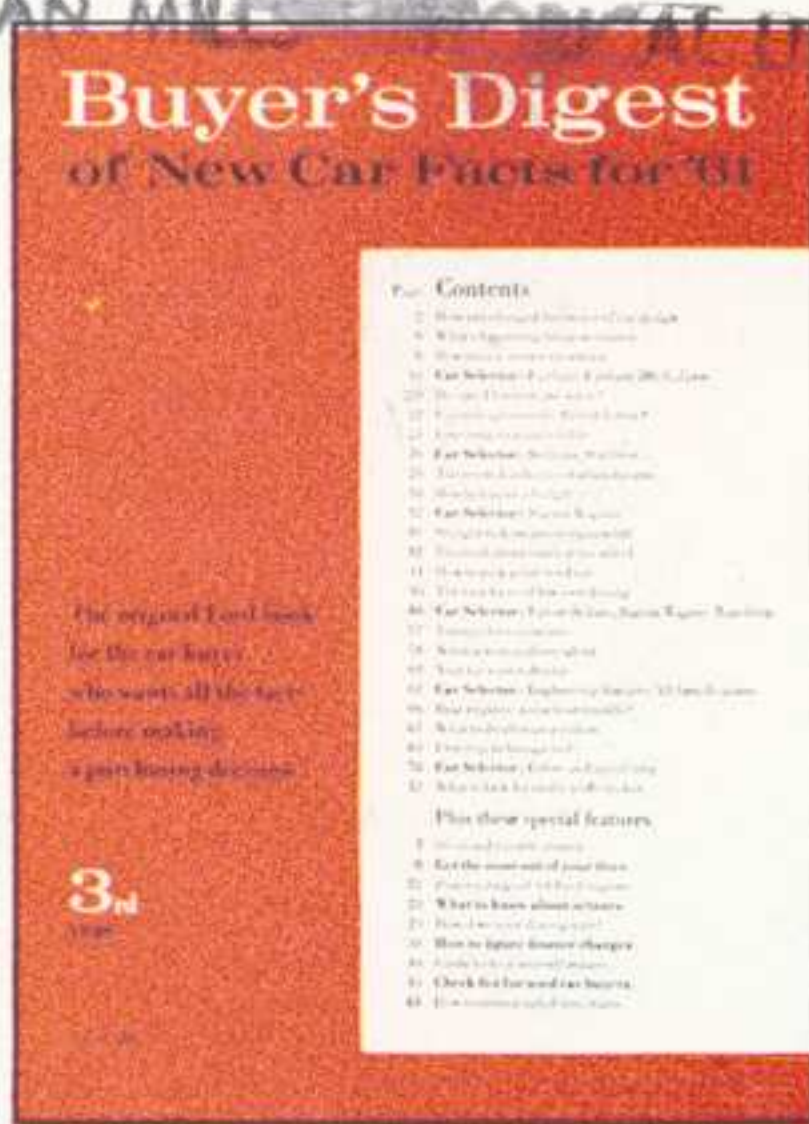
WESTBURY, LONG ISLAND

NEW YORK

FIRST
CLASS
PERMIT
NO. 122
WESTBURY,
N.Y.

Save yourself time, trouble and money
in owning and operating a car!

Trade
Cat



Get the completely new 72-page

BUYER'S DIGEST OF NEW CAR FACTS FOR '61

ABSOLUTELY FREE

Here's a book you should read before you buy your next car . . . to get the complete eye-opening story on the '61 Ford and Falcon line. Every model is illustrated in color . . . gives all the facts on prices, equipment, accessories, engines . . . even upholstery color charts. What's more, the Buyer's Digest helps you cut car costs and get more pleasure out of driving with scores of expert articles—a must for any car owner.

**28 articles full of advice on
owning and driving a car!**

- What to look for on a price sticker
- How to save money on service
- The seven deadly sins of drivers
- When a woman drives alone
- Do speed limits make sense?
- How to pick a safe used car
- How to buy on a budget . . . get the right car insurance . . . choose the best octane for your engine . . . figure finance charges . . . and much more!

FOR BETTER DRIVING...GREATER SAVINGS...MAIL THIS TODAY!

FREE . . . Compliments of Ford . . . the new 72-page "BUYER'S DIGEST OF NEW CAR FACTS FOR '61"

Please mail the 1961 Buyer's Digest to me at the address below. I understand this book is being sent FREE and will not obligate me in any way.

Name

Address

City Zone State

PLEASE FILL IN BELOW

I own one car ☐ two cars or more ☐

Year and make