

The  
doors  
open  
on the  
Lively  
Ones  
for '63



## Ford presents America's liveliest, most care-free cars!

This year your Ford Dealer displays the most exciting choice of sizes, models and prices in town. Come see the new FALCON CONVERTIBLE (fun is what's new in Falcon—the all-time economy champ) . . . see the new FORD FAIRLANE hardtops and wagons (now there's a full line of these hot new middleweights with V-8 punch\*) . . . see the big new super torque FORD GALAXIE (with the look, the power and now the feel of the Thunderbird) . . . see the most luxurious THUNDERBIRD ever (unique in all the world). With Ford's twice-a-year or every 6,000-mile maintenance extended to all† Ford cars this year, they're America's liveliest, most care-free cars!

\*Challenger V-8 optional. †Except Falcon Bus and Club Wagons.

PRODUCTS OF

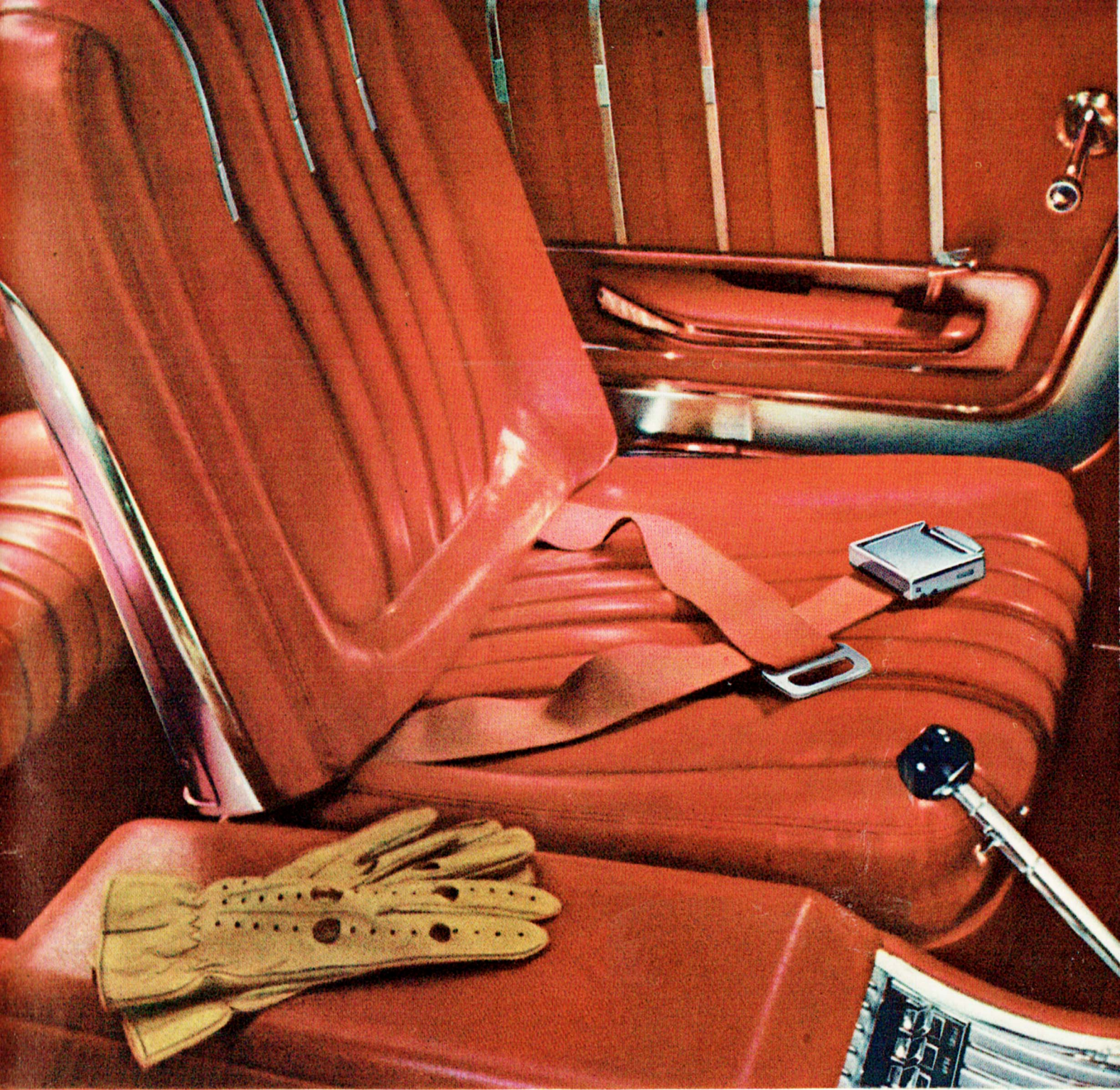


MOTOR COMPANY

# FORD

FALCON FAIRLANE GALAXIE THUNDERBIRD





## Command Post

The first time you feel 405 steel-muscle launch a 500/XL into action, you'll know why we made this bucket seat so foam-soft, so carefully contoured. It is the command post of one of the world's great action automobiles—thoughtfully designed for maximum cushioning and firm support. (The look of tailored elegance is merely frosting on the cake.) But that's the nature of a 500/XL—pure energy sheathed in silk. Superbly smooth and sure-footed, this car can move like a ghost on tiptoe and never even hint at the power poised a half-throttle away. You can get just about

any range of performance you can imagine. Pick any one of five V-8's (three of them give the option of velvety Cruise-O-Matic Drive; the hottest four can be matched with a four-speed floor shift). Then choose from *seven* vinyl interiors. It may take you some pondering to design *your* 500/XL, but one thing is sure; you'll wind up with the most exciting blend of seat and suavity you ever pointed at the horizon!

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## Ford Galaxie 500/XL





## *1963 Ford Galaxie*

*the elegance...the power...and now the feel of the fabulous Thunderbird*

The richness of the 1963 Galaxie comes through in its ride . . . result of a revolutionary new suspension system that screens out the roughness of the road. This remarkably smooth and quiet ride — traditional measure of a fine car — gives Galaxie a luxurious Thunderbird feeling. In Galaxie, every magnificent detail is designed for your comfort. Thickly padded seats cradle you in the luxury of molded foam and rich upholsteries.

If you wish, you may even have a Swing-Away steering wheel that moves over to let you in. This is the elegance of the Thunderbird. And Galaxie brings you Thunderbird power, too. A powerful Six and five mighty V-8 engines offer you a choice of horsepower from 138 to 405. Come see the magnificent 1963 Galaxie — at your Ford Dealer's now — beautifully built to new standards of enduring elegance.



*You get more for your money in any Ford-built product. 1963 Galaxie by Ford*





**Q. Which dreamboat won the Orange Bowl Regatta?**



**A. The one with the seagoing Thunderbird V-8!**

That salty winner being hoisted clear of the water is Mike Wallace's Tiny Tim, whose powerful Thunderbird engine proved too much for the 84 other ski boats in this year's Orange Bowl classic. On the road or planing over Miami's blue-green waters, Ford's mighty power plant is a tone poem of V-8 performance.

The landlocked vehicle is available with one of six Thunderbird V-8's from

164 to 425 horsepower. These strong, silent engines . . . when mated to one of four transmissions . . . make light work of those long portages between races. Ford's sturdy but supple rear leaf springs help make the Ford an outstanding tow car. Deep-foam bucket seats, and Ford's \$10,000,000 ride, deliver captain and crew at the next launch site ready to show a clean white wake to the rest of the com-

petition. The way to go to the boat races, obviously, is with an all-Ford-powered rig . . . the way the winners do!

FOR 60 YEARS THE SYMBOL  MOTOR COMPANY OF DEPENDABLE PRODUCTS

**If it's Ford-built, it's built for performance...total performance**

**FORD**  
FALCON • FAIRLANE • FORD • THUNDERBIRD





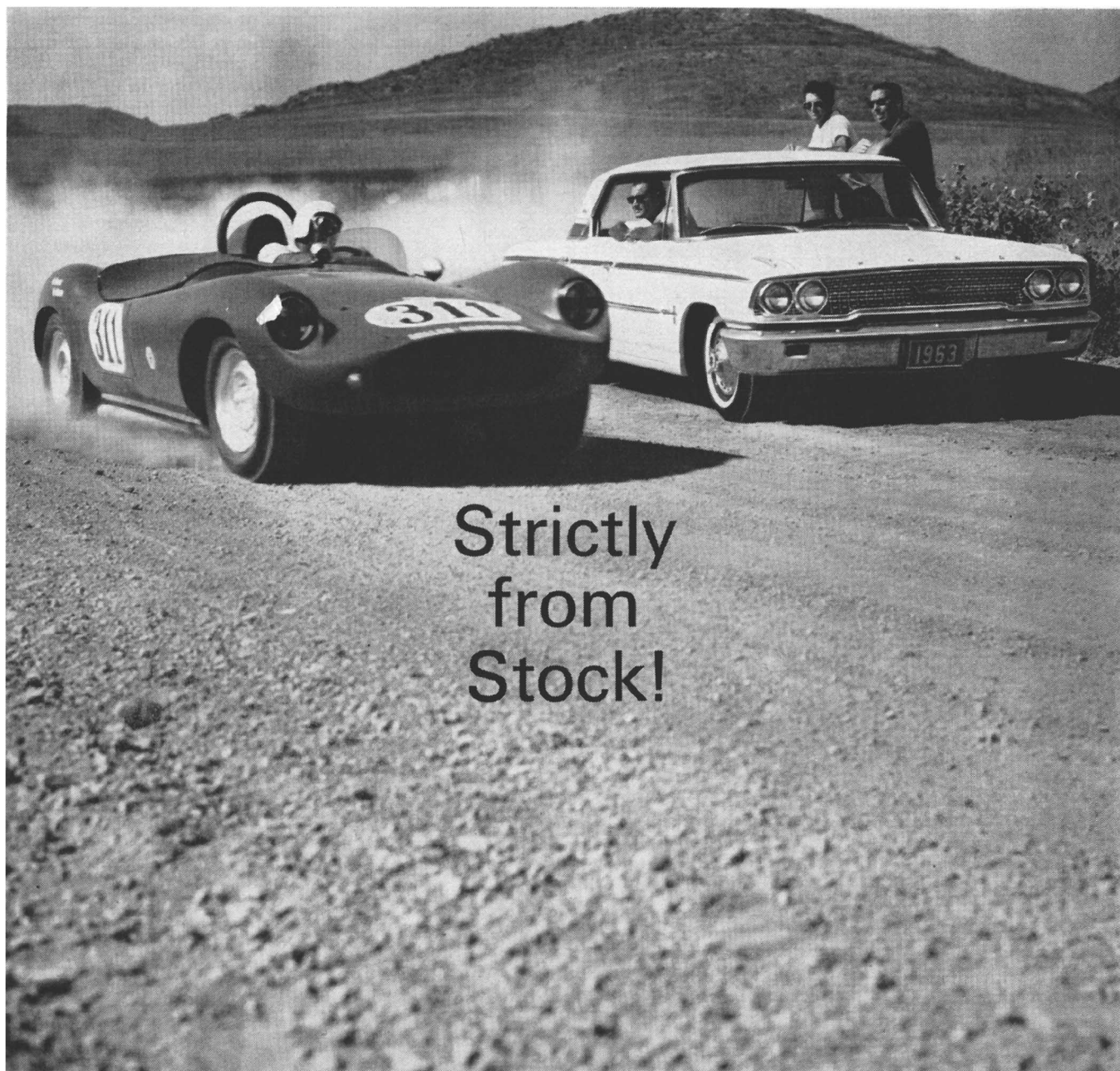
'63½ Super Torque Ford Sports Hardtop. Monaco saw this one—and was taken with its convertible look, sculptured in metal. There are six V-8's, ranging up to 425 horsepower! Deep-foam bucket seats, a central console shift lever, even for automatic drive! A new kind of springing, designed to smooth the meanest bumps! Silence so perfected

The convertible look, even to an optional vinyl roof covering, marks the Ford Sports Hardtop. that many hand-built creations seem harsh by comparison! Who could believe that this blend of power and luxury is available at any Ford dealership now? You'll find it pretty hard to believe the first time you drive one of Ford's new Command Performance cars, too . . . but it's true and that's the great thing!

FOR 60 YEARS THE SYMBOL  
OF DEPENDABLE PRODUCTS







## Strictly from Stock!

Three times Ak Miller used "all-out" modified engines to top the Unlimited sports cars in the Pikes Peak hill climb. But this year Ak took a new look at the slide rule—and paid Galaxie's rugged 406 V-8 the supreme compliment. He bolted a *strictly stock* 406 into his sports car chassis, didn't even bother to super-tune it—and scrambled to his fourth victory! That same day another 406 in a Galaxie sedan humbled all the other stock cars on the hill. For performance-minded drivers, Ford's achievement is pretty significant: It means you now can get an authentic championship V-8, at very reasonable extra cost, right out of the showroom. (No \$3000 re-build necessary, thank you.) This one idles like a dynamo, but it puts more pure scat under your foot than you've ever known. Best of all, it comes tucked inside a big, solid, sure-footed Galaxie that's so smooth it's almost wicked. You want to know if a luxury limousine can mate with a sprint car?—see your Ford dealer. He has the quick answer.

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MOTOR COMPANY

America's liveliest, most care-free cars

# FORD

FALCON • FAIRLANE • GALAXIE • THUNDERBIRD



**To top this you have to spend 5,750,000 lire  
...or shed 4 passengers**

Chalk this up in the Little-Known-Facts Dept.: In road performance the all-out version of Ford's Sports Hardtop with 425-h.p. engine, four-speed gearbox and the *standard* heavy-duty suspension and brakes, has no full-size rivals in all the world . . . in fact, only the top eche-

lon of two-seaters can generate any more *go!* Sounds like a bold claim, but if you've seen the sports page datelines, from Riverside to Daytona to Nassau, you know it's no claim. We think it's a pretty big achievement to give a solid, velvet-riding, six-passenger car cornering

and stopping power like this! Drive one and we know you'll agree.

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS  MOTOR COMPANY

**If it's Ford-built, it's built for performance . . . total performance!**

**FORD**

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