



GANGWAY!

Here comes the Ford that put magic into motion. Beautiful. Cobra-quick. It deserves respect—and gets it. The men who gave it its Thunderbird thrust are the men who wrote the book on V-8's...and this is the latest (and greatest) chapter—with a dramatic 390 cubic inches for the punch line! See your Ford Dealer. Test drive it. Treat it tough. Or tender. Either way, it answers with a thrill!

FORD DIVISION, Ford Motor Company.



FORD V-8

BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK



The 1961 Galaxie Town Victoria

HERE'S HOW THE 1961 FORD IS BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF

1. It lubricates itself. New nylon bearings and a newly developed grease keep the '61 Ford freshly lubricated for 30,000 miles. Then, a quick and inexpensive Ford Dealer lubrication, and you are all set to drive another 30,000 miles.

2. It cleans its own oil. The 1961 Ford's efficient full-flow filtering system allows you to go 4,000 miles between oil changes.

3. It adjusts its own brakes. The amazing new "Takes-care-of-itself" Ford adjusts its own brakes, too, for safer driving, less maintenance . . . no

need to have brakes mechanically adjusted for the life of the linings.

4. It protects its own body. Ford's body is specially processed to resist corrosion, even to galvanizing the body panels beneath the doors. The bright metal trim has been treated in depth to gleam and *stay* gleaming.

5. It guards its own muffler. Ford mufflers are double-wrapped and aluminized, normally last three times as long as ordinary mufflers.

6. It takes care of its own finish. Ford's new Diamond Lustre finish *never* needs wax — washing makes it shine.

Ford makes automotive history with the first car built to take care of itself. It sets the pace in other ways, too. The 1961 Ford takes beautiful care of people. Doors are wider than in other cars, seats softer, interiors more opulent.

Its crisp, clean lines set a new trend for the Sixties in automotive styling. The choice of engines, V-8 and Six, gives you the exact kind of gas-saving or high-spirited performance you want.

See it at your Ford Dealer's now, the 1961 Ford — beautifully proportioned to the Classic Ford Look.

Wherever you live...you get more for your money in any Ford-built product!

Ford-built products include cars, trucks, tractors, industrial engines, genuine replacement parts: Meteor • Monarch / Popular • Anglia • Prefect • Consul • Zephyr • Zodiac • Thames • Fordson Major & Dexta Tractors/Taunus • Taunus Transit / Lincoln Continental • Mercury • Comet • Ford • Falcon • Thunderbird • Ford Tractor and Implements



THE WORLD-WIDE
FORD
COMPANIES

BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK



1961 FORD FAIRLANE in Starlight Blue

HERE'S HOW THE 1961 FORD IS BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF

1. It lubricates itself. New nylon bearings and a newly developed grease keep the '61 Ford freshly lubricated for 30,000 miles. Then, a quick and inexpensive Ford Dealer lubrication, and you are all set to drive another 30,000 miles.

2. It cleans its own oil. The 1961 Ford's full-flow filtering system allows you to go 4,000 miles between oil changes.

3. It adjusts its own brakes. The amazing new "Takes-care-of-itself" Ford adjusts its own brakes, too, for safer driving, less maintenance . . . no need to

have brakes mechanically adjusted for the life of the linings.

4. It protects its own body. Ford's body is specially processed to resist corrosion, even to galvanizing the body panels beneath the doors.

5. It guards its own muffler. Ford mufflers are double-wrapped and aluminized, normally last three times as long as ordinary mufflers.

6. It takes care of its own finish. Ford's new Diamond Lustre finish *never* needs waxing. Wash it and it shines.

The 1961 Ford is beautifully designed to take care of you, too . . . your economy and comfort. Ford's clean, crisp lines set a new style trend for the Sixties. And, Ford sets a new economy trend, too, with its unique take-care-of-itself features.

New trend to comfort? You have to make that test yourself. Just slide behind the wheel — the extra-wide door makes this easier — and take a demonstration ride.

You'll find the 1961 Ford on display at your dealer's now; so why not drop by and check for yourself!

Wherever you live . . . you get more for your money in any Ford-built product!

Ford-built products include cars, trucks, tractors, industrial engines, genuine replacement parts: Meteor • Monarch/Popular • Anglia • Prefect • Consul • Zephyr • Zodiac • Thames • Fordson Major & Dexta Tractors • Taunus • Taunus Transit • Lincoln Continental • Mercury • Comet • Ford • Falcon • Thunderbird • Ford Tractor and Implements

THE WORLD-WIDE
FORD
COMPANIES



Racing Ace **Johnny Mantz** completes oil check on a '61 Galaxie driven at 120 mph at Ford's Kingman, Arizona, Test Center.

THEY HARD-PEDALED A '61 FORD OVER 4,000 MILES...
and the oil stood the test beautifully!

Reports Johnny Mantz: "This machine really got a workout ... across the desert from Needles to Nogales and down the pike from Boise to Broken Knee. It was smashed over hot desert sand...into water traps at high speed...and crawled through city streets. Afterwards, they brought it back here to Kingman, where I drove it at 2 miles a minute. Then they dumped the oil and checked it. No sludge in this crankcase! Ford's new full-flow filtering rig really works. 4,000 miles between oil changes. Easy with this one!"

THE '61 FORD!
BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF!

FORD DIVISION, *Ford Motor Company*



Darlington 500 winner Johnny Mantz does brake test at the Ford Test Track, Kingman, Arizona.

Test Driver Johnny Mantz proves it for himself!

STOCK CAR ACE HALTS NEW FORD FROM 115 MPH. IN 11 SECONDS!

"We're at Ford's Arizona Proving Ground. My assignment - to wind up a big new Galaxie to one-one-five ... then lock up the anchors on a panic stop. I move away from the line ... then mash down and the needle jumps like a jet's altimeter. The car feels strong - real strong. Then bang! I'm on those big brakes and the Ford and I are fighting g's. In eleven seconds, I'm stopped - no pull - no fade - just straight-line deceleration. Man, this new Ford's got goin' and slowin' like nothing else! And it's built to take care of itself ... even adjusts its own brakes, automatically."

THE '61 FORD!
BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF!

FORD DIVISION, *Ford Motor Company*,