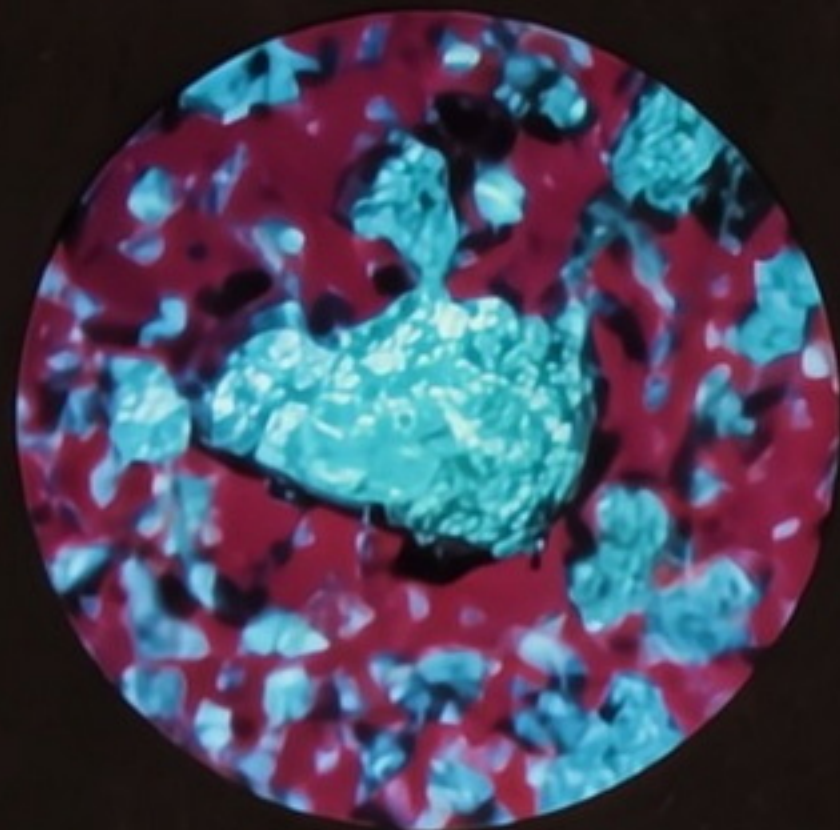


1963 FORDS

you've never driven
cars like these before



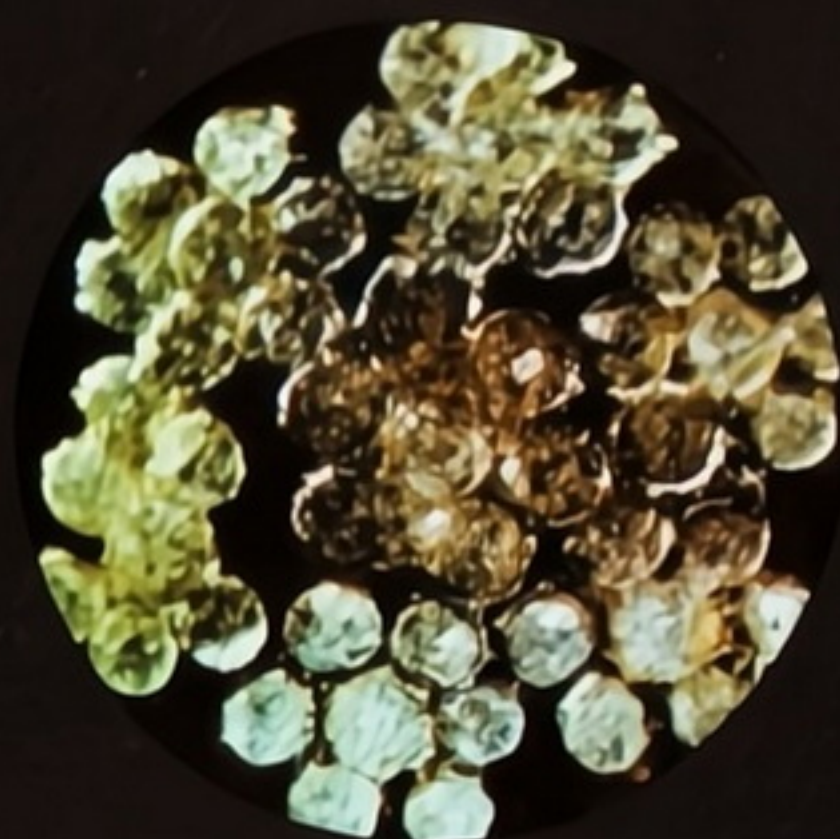


Grains of molydisulfide (magnified 200 times above) are used in Ford lubricating grease. Unlike ordinary lubricants, moly grease doesn't rub off—it bonds to the suspension joints—helping '63 Fords to go 36,000 miles between major chassis lubrications.

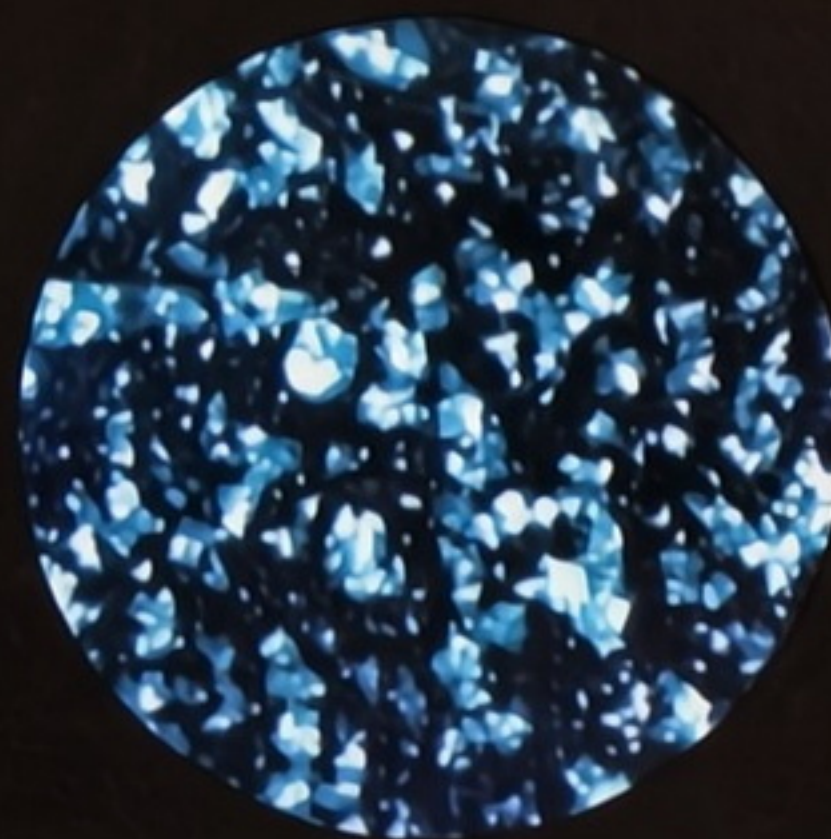


A mesh of these special fibers (each thinner than a human hair) acts as a strainer in every Ford Full-Flow Oil Filter. They can filter out impurities as small as a speck of dust. That's one reason '63 Fords go 6,000 miles between oil changes.

inside



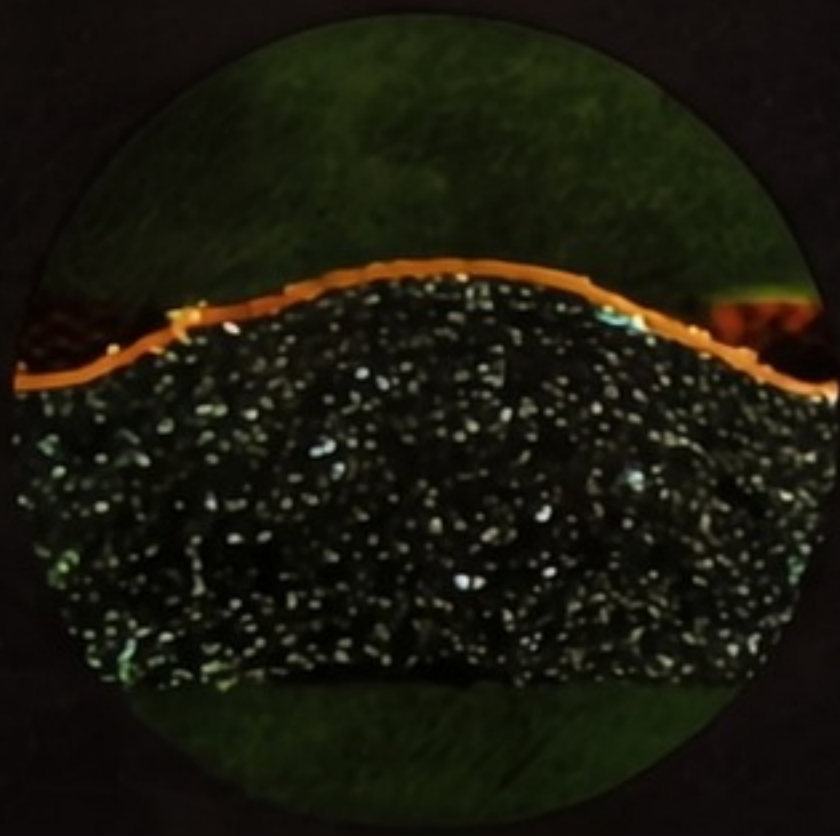
Ford brakes adjust themselves automatically. One reason is this unique multistrand, flexible brake cable (magnified here in cross section). This cable (actually 1/16 in. thick) triggers a mechanism which adjusts the brakes whenever necessary.



All '63 Fords receive two coats of special rust resistant primer plus two coats of baked enamel. This Diamond Lustre finish is unsurpassed for durability. In this metallic blue Ford paint (magnified 170 times) you can see the tiny metal particles which add special glitter to the finish.



Half this steel strip was coated with Ford zinc-rich primer, the other half left bare. The uncoated portion has rusted—but the blanket of zinc protects the other half . . . just as zinc coating protects vital underbody parts of all '63 Ford cars.



This is a magnified cross section of a Ford rubber floor mat. Ford floor mats last longer, clean easier and look better than ordinary car mats! Reason: A special vinyl "armor" coating is bonded to their surface (seen as a yellow strip above).



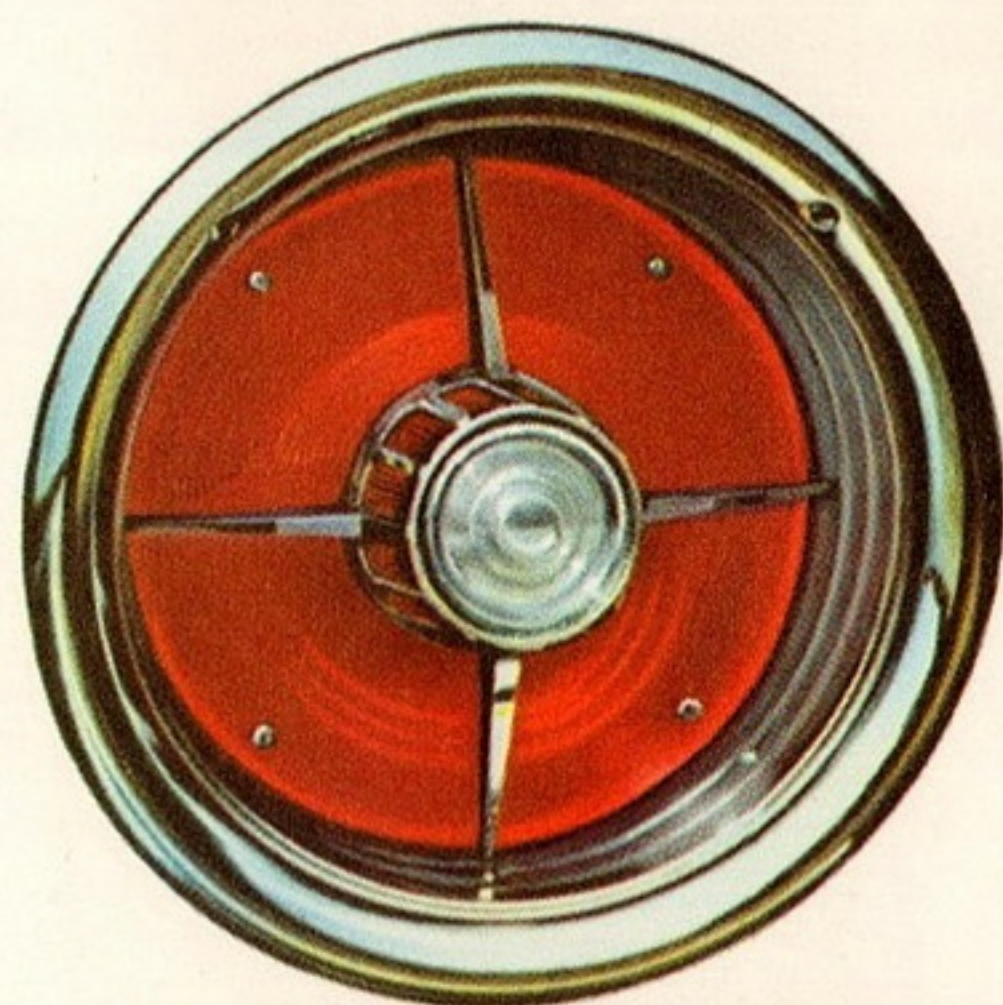
Each tiny loop of Ford carpeting is actually an interweaving of all the strands you see above. Ford carpeting has more loops per square yard than ordinary car carpeting . . . and also more extra-durable nylon. Result: It has twice the life of ordinary carpeting.



This is a magnified cross section of a '63 Ford bumper. The dark blue area is steel. The silver strip is actually four different metals: copper . . . white brass . . . nickel . . . and an outer coating of chrome. These four metals combine to give Ford bumpers extra rust resistance.

—more than meets the eye

The beauty of the 1963 Fords extends far beyond their looks. The pictures on the opposite page (photographed through microscopes) show some of the remarkable *inner quality* of the new Fords. ■ This quality comes not only from the special materials used in these cars—but also from the way they were made. The 1963 Fords have to pass more quality inspections than any other Fords in history. Examine one in a showroom and you will find unexcelled craftsmanship . . . right down to the tailoring of the upholstery . . . the gleam of the paint finish . . . the solid slam of the doors. ■ Best of all, this quality is available in just about any size, shape or style car you could ask for. The 1963 Ford line is the longest, liveliest, most fun-filled ever—with 44 models, including new Falcon convertibles, new Ford Fairlane wagons and hardtops, Ford Galaxies that ride like Thunderbirds, wagons in four different sizes . . . and much more. But see for yourself . . .



outside—an eyeful

(just lift the flap at the left and see!)





Step into a Ford Galaxie and—*presto!*—you step out of the ordinary. With its new suspension—exclusive with Ford—Galaxie captures the exciting feel and velvet ride of a Thunderbird. Even taking sharp corners (where other cars may sway or lean excessively) . . . or going over unpaved roads (where others may dip and bounce) . . . Galaxie retains its Thunderbird smoothness. And with new Super-Torque power—up to 405 hp if you wish—Galaxie takes off like an astronaut. ■ Even the simple act of entering this car is a treat—thanks to its amazing optional Swing-Away Steering Wheel. The wheel moves aside a full nine inches so you can slide into the driver's seat gracefully. Then it locks in position and you're set to go. ■ Accommodations are first class. You get deep-pile carpeting . . . thick foam-cushioned front seats . . . rich upholsteries—luxury in every detail. What's more, there's the convenience of Galaxie's easy maintenance—self-adjusting brakes . . . 36,000 miles between major chassis lubrications . . . 6,000 miles between oil and oil filter changes and minor lubrications. All told, you'll need routine servicing just twice-a-year or once every 6,000 miles. ■ There are 14 models to choose from . . . and you're headed for fun in any . . .

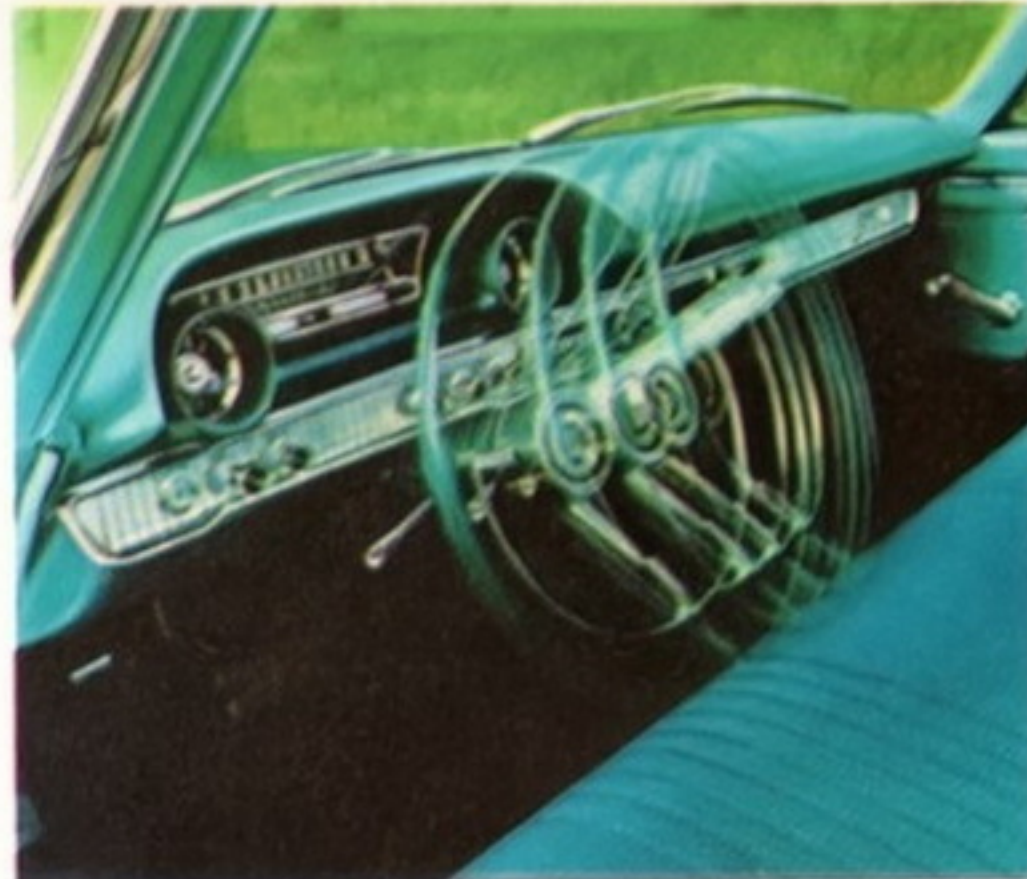
New Super-Torque Ford Galaxie



Among the sporty features available to Galaxie owners is this optional 4-speed floor shift.



The clean, classic lines of the Galaxie were created for functional beauty. Under this gleaming rear deck is almost 30 cubic feet of trunk space . . . room enough for all the luggage a family's likely to take on a two-week vacation.



Only two cars in all the world offer a Swing-Away Steering Wheel—Thunderbird and Galaxie.



Galaxie 500/XL Hardtop (4-door). Galaxie's roofline is the most imitated styling feature on the road today. But no imitation has matched the total Galaxie look: clean, classic, exciting.


Galaxie 500/XL's (both sedans and convertibles) feature foam-padded bucket seats and personal console. Galaxie models are available with your choice of 5 different transmissions—including Synchro-Smooth Drive—America's first fully synchronized 3-speed manual transmission to be offered as standard equipment.



One of nine hot and handsome models—the Fairlane 500 Sports Coupe. Engine choices include standard Fairlane Six and optional Challenger 221 and 260 V-8's. Transmission choices include Fordomatic and new Synchro-Smooth Drive (with V-8's).

Fairlane's big-circle taillights are a favorite Ford styling feature. Another popular feature is Fairlane's price tag. Even with all its fine-car quality Fairlane is priced surprisingly low. And you save on upkeep. Like Galaxie, Fairlane needs routine servicing only twice a year or once every 6,000 miles.





Tempted by big-car luxury on the one hand and compact-car economy on the other? The middleweight Ford Fairlane gives you both! Choose from a full line of nine models, including two new hardtops and three new wagons. Each new Fairlane gives you everything you admire in a full-size car—big-car interior room and comfort . . . luxury touches usually reserved for more expensive models . . . and smooth, quiet, big-car ride. ■ You also enjoy benefits you'd expect only in a compact—because Fairlane is trimmer outside than conventional full-size cars. Fairlane parks and handles with remarkable ease . . . and the standard Fairlane Six goes a long way between gas stops. ■ For V-8 punch, choose an optional Challenger 221 or 260. Thanks to Ford-pioneered foundry techniques, these modern sizzlers have less pounds and more *pow* than ordinary engines! ■ '63 Fairlanes come in just about any style you want: hardtops . . . wagons . . . sports coupes . . . sedans—you name it. The harder you are to please, the more you'll go for the . . . **Hot new middleweight Ford Fairlane**

Fairlane 500 Sports Coupe features form-fitting foam-padded bucket seats, handy console, deep-pile wall-to-wall carpeting, luxury throughout.





The Falcon Futura 2-Door Sports Sedan. Standard features include form-fitting, foam-padded bucket seats, personal console, wall-to-wall carpeting, elegant upholstery. Falcon Futura's roofline has that Thunderbird look—and it's available with a handsome vinyl covering.

If you're a driver who wants to live it up at low cost, Falcon is your car—and '63 is *your* year. On top of all its proven economy advantages—low price, high gas mileage, remarkable durability—Falcon* now has all of Ford's easy-maintenance features! ■ Hop into a frisky, fun-loving Falcon and save! Falcons now go 36,000 miles between major chassis lubes . . . 6,000 miles between oil changes and minor lubes . . . and have self-adjusting brakes. All told, you'll need routine servicing just twice a year or every 6,000 miles—which leaves you lots more time for the fun of driving. ■ And if you want to have fun by raising the roof—go to it with a brand-new Falcon convertible. These low-slung, high-spirited Falcons look sharp standing still—and even sharper when streaking along a highway. Power-operated top is *standard* equipment. ■ The Falcon Six engine is famous for squeezing extra mileage out of every gallon of gas. For added zip, choose the optional 170 Special. ■ All told, there are 15 Falcons—including 8 peppy and practical wagons. And no matter which you choose you're getting the . . .

All-time economy champ . . . Falcon



*Except extra-duty wagons



The brand-new Falcon Futura Convertible. Being a Falcon, this convertible is low on price, high on value. You even get a power-operated top and the 170 Special Six as standard equipment.

Foam-padded, form-fitting bucket seats and personal console are available in Falcon sedans, convertibles—even in the Falcon Squire wagon. Transmission choices include Fordomatic, standard three-speed, and sporty floor-mounted four-speed.





▲ Ford Fairlane Squire. Has just a shade less cargo space than full-size wagons—yet handles and parks like a compact. Other Ford Squires (with handsome woodlike steel side paneling) are Falcon Squire and Galaxie Country Squire.

▶ Falcon Deluxe 2-Door Wagon. Famous for low price and high gas mileage. Needs routine servicing only twice a year or once every 6,000 miles.

◀ Falcon Deluxe Club Wagon. Twice the cargo capacity of a full-size wagon. Can be outfitted with an optional camper's unit.



You can choose your favorite Ford wagon from four different sizes . . . big wagon, middleweight wagon, compact, and extra-duty . . . 15 models in all—the widest selection ever in our 33 years of wagon making. And each '63 Ford wagon is a standout at carrying kids, cargo, campers—or just pleasure cruising. ■ Trim new Fairlane wagons led by the Ford Fairlane Squire offer a new combination of benefits. You get practically as much cargo capacity as a full-size wagon, yet Fairlanes are nearly half a ton lighter and handle and park with the ease of a compact. All Fairlane wagons have an extra “hidden” luggage compartment under the floor in which you can lock valuable items. And every Fairlane has built-in elements for a third seat

*Except extra-duty wagons



. . . just add two low-cost cushions and your third seat is ready to use. ■ Big Ford Galaxie wagons are ideal for those who want room and power to spare. Combine these wagons with an optional Thunderbird V-8 and you'll know you're in fast company. And being Galaxies, these big wagons naturally feature the new suspension system that gives you a Thunderbird-smooth ride. ■ Or maybe you're interested in the value a compact brings. Falcon wagons*—always a standout for economy—now offer more economy than ever. With new easy-maintenance features, they require routine servicing only twice a year or every 6,000 miles. ■ If your main need is space, space and more space, consider the Falcon Club Wagons. They provide more floor space, more door space, and twice the cargo capacity of full-size wagons. You can easily have them equipped with optional camper's units. ■ Best news of all about 1963 Ford wagons is the fact that they offer you luxury options you usually find only in sedans. Now you can choose features like bucket seats, floor shifts, and Swing-Away steering wheels and still enjoy the special convenience of a station wagon. ■ For the choicest wagons—and widest choice—come to . . .

Ford...America's station wagon specialist

Ford Galaxie 9-Passenger Country Sedan. Power-operated tailgate window is standard. Galaxie wagons are the first American wagons to offer a fully synchronized, 3-speed manual transmission as standard equipment.



Thunderbird ceaselessly pursues perfection—the quest which has led it to the forefront of the automotive world. ■ Inspired new styling touches enhance the 1963 Thunderbird's classic beauty. And more than 2,000 separate engineering refinements make this the finest Thunderbird of all time. ■ Thunderbird's famed power steering, power brakes, Cruise-O-Matic transmission and Swing-Away Steering Wheel (all standard equipment, of course) have been honed to a new level of excellence. Extra insulation—about twice what you'll find in this country's most expensive car—means a hushed and quiet ride. Thunderbird's mufflers—now made of both aluminized and stainless steels—have more durability than ever. Key Thunderbird

chassis points are now lubricated for 100,000 miles or three years. Exclusive, precision-built tires are better built and truer running. ■ Quality like this makes the Thunderbird a wise investment in both dollars and pleasure. Year after year, Thunderbirds retain far more of their original value than ordinary cars. And, of course, no ordinary car brings the excitement that comes with owning a Thunderbird. ■ Choose your favorite—there is the cosmopolitan Landau (with its simulated walnut-like interior paneling) . . . the adventurous tonneau-covered Sports Roadster . . . the dramatic Hardtop . . . and the exciting Convertible. You'll enjoy the time of your life with the car of a lifetime . . .

Unique in all the world: Thunderbird



The sleek and sophisticated Thunderbird Landau features a vinyl-covered roof . . . and smart, simulated walnut-like interior paneling.

14 FORD GALAXIES

... bring you the look, the power and the feel of Thunderbird, including an optional Swing-Away steering wheel.



Ford Galaxie 500 4-Door Sedan



Ford Galaxie 500/XL Convertible



Ford Galaxie 2-Door Sedan

9 FORD FAIRLANES

... the newest size Ford now offers a full line of models to choose from, including hardtops and wagons.



Ford Fairlane 500 4-Door Sedan



Ford Fairlane 500 2-Door Hardtop



Ford Fairlane 2-Door Sedan



Falcon Futura 4-Door Sedan



Falcon Futura 2-Door Sports Sedan



Falcon 4-Door Sedan

4 THUNDERBIRDS

... unique in all the world ... let you select a personal car that's the perfect expression of individual taste.



Thunderbird Convertible

15 WAGONS

... from Ford, America's station wagon specialist, prove "you can take it with you" ... and travel in style.



Falcon Squire



Ford Fairlane Custom Ranch Wagon



Ford Galaxie 500 2-Door Hardtop



15 FALCONS

...led by a brand-new convertible offer a new look in compacts . . . and a new compact convenience—Twice-a-Year Maintenance.



Falcon Futura Sports Convertible



Thunderbird Sports Roadster



Thunderbird Hardtop



Ford Galaxie Country Squire



Come to the most Care-Free State...

the happy and exclusive province of 1963 Ford owners. These new Fords are made with such precision and care . . . and equipped with so many amazing, money-saving features . . . that driving becomes more fun than you ever thought possible. ■ Routine maintenance—and maintenance costs—on any 1963 Ford is reduced to a bare minimum. The typical Ford owner will have to make just two service stops a year—or once every 6,000 miles. ■ You can reach the most Care-Free State in more than 40 lively new Ford models—including five basic sizes—and an almost endless combination of body styles and optional equipment. There are actually twice as many models as we've had room to picture for you in these pages. ■ But, of course, no picture can show you how much these 1963 Fords surpass even the finest Fords of the past. You have to take the wheel of your favorite . . . see how it handles . . . how it rides . . . how it accelerates . . . how it brakes . . . and how little it costs. ■ Let your Ford Dealer show you—and your family—the way to the most "Care-Free State" this week.

