

1961 FORDS



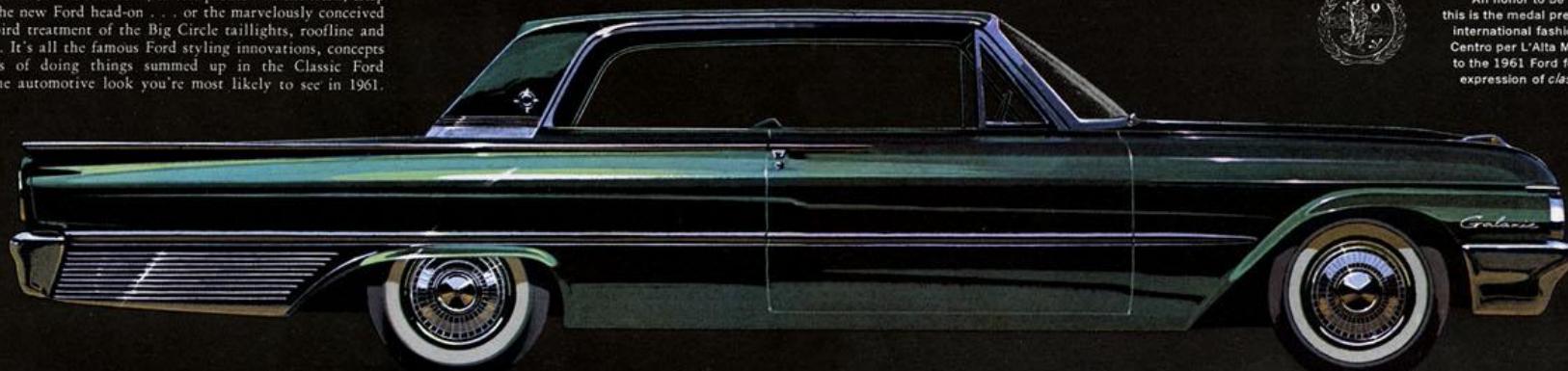
BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK



Here is the new style of the Nineteen Sixties. It comes from more than just the 1961 Ford's clean, classic profile . . . the fresh, crisp look of the new Ford head-on . . . or the marvelously conceived Thunderbird treatment of the Big Circle taillights, roofline and rear deck. It's all the famous Ford styling innovations, concepts and ways of doing things summed up in the Classic Ford Look. The automotive look you're most likely to see in 1961.



An honor to be proud of,
this is the medal presented by the
international fashion authority,
Centro per L'Alta Moda Italiana,
to the 1961 Ford for functional
expression of classic beauty.



1961 FORD IS THE CAREFREE CAR

The 1961 Ford is Canada's first car with this unusual list of features . . . normally 30,000 without chassis lubrication . . . up to 4,000 miles between oil changes . . . adjusts its own brakes . . . double resistance to corrosion . . . all carefree features that give 1961 Fords the lead in value. Look over the list at the right—see all the great carefree, service-free motoring advancements Ford brings you for 1961. No other car near Ford's traditional low price range offers you so many new mechanical advantages. And every one is standard—not extra—on every '61 Ford. The 1961 Ford has other advanced mechanical features, too. For example, a brand-new 390 Thunderbird Special V-8 has all the extra punch you'll ever need. The standard Thunderbird 332 V-8 and Mileage Maker Six thrive on regular gas.

HERE'S WHY THE '61 FORD IS THE CAREFREE CAR

Lubricates Itself. You'll normally go 30,000 miles without a chassis lubrication.

Cleans Its Own Oil. You'll normally go 4,000 miles between oil changes, thanks to the super cleaning action of Ford's Full-Flow oil filter that filters all of the engine oil all of the time.

Adjusts Its Own Brakes. Powerful new brakes mechanically adjust themselves . . . automatically.

Guards Its Own Muffler. Ford mufflers are double-wrapped and aluminized for three times the normal life.

Protects Its Own Body. All vital underbody parts are specially processed to resist rust and corrosion. Even the rocker panels below the doors are galvanized.

Takes Care of Its Own Finish. New Diamond Lustre Finish keeps its shine for years yet never needs waxing.

BEAUTIFULLY BUILT TO TAKE CARE OF PEOPLE

Full Comfort For All. The new Ford gives you extra inches of comfort some others have "styled out" of their cars this year. Measure the extra Ford head room . . . the extra room for shoulders and hips . . . legs and feet. Wherever you measure comfort for six big people, it all adds up to a '61 Ford!

No Dog Leg To Knock Your Knees. . . . no contortions necessary to slip around seats or doors. '61 Ford doors are extra wide and high—beautifully built for the fullest skirt or the prettiest dress. Gentlemen, too, enter the new Ford without fear of knocking their hats off.

Posture-Perfect Seats. You don't get that "sitting-on-the-floor" feeling in a Ford! Seats are comfortable and positioned at the Posture-Perfect angle

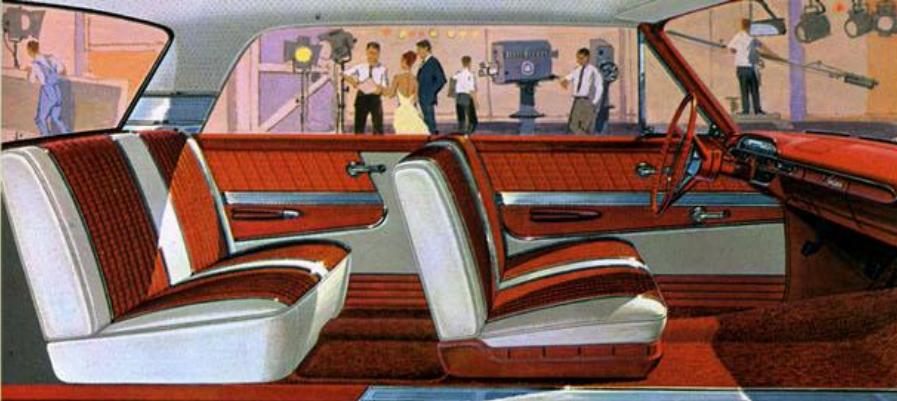
(23°). You sit sofa-soft on luxuriously thick padding that extends the full width of the seat and eliminates any hard spots in the centre.

Comfort Controlled Ride. The '61 Ford rides smoother and quieter than ever before . . . thanks to a meticulously refined suspension system that automatically adjusts to any road. Steering is 25% easier! You've got a wonderful surprise in store for you when you test drive the new Ford.

"Vacation-Volume" Trunk with an opening over 4 feet wide and trunk space over 29½ cubic feet huge. It's flat, unobstructed space, too, because the spare tire is now mounted up behind the rear seat. Plenty of room for all your vacation gear . . . and then some, too!



Galaxie Town Sedan. Thinline centre pillars and bright-metal window trim give this elegant Galaxie 4-door the open flair of a hardtop.



GALAXIE VICTORIA INTERIOR gives a strong temptation to slip behind the wheel and head for the open road. No dogleg knocks your knees or cramps your style when entering the carefree '61 Fords. Sit back in foam-cushioned comfort that extends the full seat width (no hard spots in the middle of Ford's seats). Your Ford dealer can put you in this picture for keeps!



Galaxie Club Victoria. Brand-new Ford 2-door hardtop. Thunderbird in looks, luxury and the way it goes with either of Ford's lively V-8's. (Offered in 4-door model also.)

Take your pick for '61 from the most beautifully built cars Ford has ever put on the Canadian road! Budgetwise Fairlanes . . . popular Fairlane 500's . . . Thunderbird-elegant Galaxies . . . the famous fun-loving Sunliner . . . and six brand-new '61 Ford Wagons (see pages 6-7). These fourteen models by Ford offer you traditional Ford price-tag savings when you buy. And these savings increase as the miles go by, because Ford's new carefree features are built into every '61 Ford.

For style, you have the Classic Ford Look. For performance, Ford offers you three great engines (with the widest displacement range in the industry) and four proven transmissions. For YOU . . . there is a carefree '61 Ford ready and waiting to become your car!



Fairlane Town Sedan—only Ford offers you so much high style at such a low, low price. Choose either 4-door (shown) or 2-door model.



Fairlane 500 Club Sedan—Either model, 2-door or 4-door gives you more extra built-in value at no extra cost.



Sunliner—Canada's all-time favourite convertible, beautifully proportioned to the Classic Ford Look.



COUNTRY SQUIRE INTERIOR...

Luxuriant travel room for nine, fashioned by Ford, Canada's station wagon specialists for over 31 years. Seat trim shown is one of seven trim choices available with either 6 or 9-passenger Country Squire. Colour-keyed, deep-pile Luxury Loom carpeting stretches wall to wall. White dot-patterned headlining is set off by five chrome roof bows. What other wagon offers more?



6-Passenger Country Squire is newest member of Ford's station wagon set . . . giving you a total of six beautifully-built '61 Ford Wagons to choose from.



9-Passenger Country Squire. In all Ford three-seat wagons, everyone faces forward, naturally. Picture window visibility lets everyone see more, too.

Count on Ford, Canada's station wagon specialists for over 31 years, to bring you 1961's most beautifully built wagons! The year's biggest selection too-six in all—including a brand new 6-Passenger Country Squire. Choose a 2-door, 6-passenger Ford wagon or a 4-door 6 or 9-passenger model. Select from lowest-priced Ranch Wagons, smart Country Sedans or distinguished Country Squires. Each feature Ford's famous built-for-people roominess and comfort. Each one is built to be carefree for mile after mile of thrifty, funfilled driving. Wherever you see Canadians enjoying station wagon living in the style of 1961, you're sure to see these beautifully built wagons of the Classic Ford Look!



6-Passenger Country Sedan (also available in 9-passenger model.) Converted for cargo, '61 Ford Wagons can haul half a ton!

Ford Ranch Wagon. Available in either 2 or 4-door models, Ford Ranch Wagons are lowest priced of all Ford's full-sized 6-passenger station wagons.



Power Window in tailgate is smoothly raised or lowered to any desired position by electric motor. Controlled by instrument panel toggle switch (at driver's left) or by turning key in tailgate lock. Standard on Country Squires and 9-Passenger Country Sedan (optional on other models).

"Bowling Alley" Loadspace —93½ cubic feet huge! Tailgate opens over 4 feet wide. Cargo area stretches over 10 feet from back of front seat to open tailgate. Here's the big reason why big families, commuters, campers and outdoorsmen pick Ford wagons!



1961 FORD OPTIONS AND ACCESSORIES



Console Range Radio. Transistorized radio of unusual power and fidelity. Five push buttons can be preset to give you stations of your choice.



Ford's MagicAire Heater Famous for its all-season usefulness, combined with Ford's Cowl-top air intake utilizes fresh, clean air in heating, defrosting or ventilating.



Master-Guide Power Steering takes up to 85% of the work of steering out of your hands, makes parking a breeze. You still retain the all-important "feel" of the road.



Swift Sure Power Brakes reduce braking effort as much as 45%. Low pedals mean less foot travel, smoother brake application. Especially appreciated in tight city traffic.



Power Lift Windows makes raising and lowering windows as easy as pointing your finger. Individual controls at all windows, master control at driver's position. Fifth button enables driver to "lock" all windows except his own.

PLUS . . . Lifeguard Safety Options (padded instrument panel, seat belts, rear door safety locks) • Electric Clock* • Spotlight Mirror • Sport Spare Wheel Carrier • Backup Lights* • Tinted Windshield • Equa-Lock Differential • Luggage Rack (wagons) • Full Wheel Covers • Wheel Trim Rings • Body-Mounted Rearview Mirror • Locking Gas Cap • Full-Tone Manual Radio • Inside Non-Glare Mirror • Rocker Panel Trim • and many other items.

*Standard on Galaxies and Country Squires.

SPECIFICATIONS

ENGINES: 135-hp. Mileage Maker Six (standard on all models)—223 cu. in. displacement, 3.62" bore x 3.60" stroke, 8.4 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; full-vacuum spark control; precision-molded crankshaft with four main bearings; high-capacity rotor-type oil pump; oil capacity, with filter change, 5 qts.; with filter change, 6 qts.; Y-type single exhaust (ideal on Sunliner).

205-hp. Thunderbird 390 Special V-8 (standard on all models)—300 cu. in. displacement, 4.00" bore x 3.30" stroke, 8.9 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor; automatic choke; centrifugal-vacuum spark control; hydraulic valve lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft with large journal overlap, copper-lead main (fivel) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 5 qts.; Y-type single exhaust (ideal on Sunliner).

300-hp. Thunderbird 390 Special V-8 (optional on all models)—390 cu. in. displacement, 4.05" bore x 3.78" stroke, 9.6 to 1 comp. ratio; premium fuel; low-silhouette 2-stage 4-venturi carburetor, automatic choke; precision fuel induction; positive-type anti-fume crankcase ventilation system; centrifugal-vacuum spark control; hydraulic valve lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft with large journal overlap, copper-lead main (fivel) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 5 qts.; dual exhausts.

ENGINE FEATURES: For greater economy and longer life, Ford engines have Short Stroke, low-friction design; Deep-Block Construction; Free-Turning overhead intake and exhaust valves; Super-Filter air cleaner with reusable element; high-capacity in-line fuel filtering system; high-capacity oil filter; high-capacity oil pump; full-flow oil filter; 300 Special V-8 has positive-type anti-fume ventilation standard; Cross-Flow cooling system with separate top reserve tank and 180° Positive-Action thermostat; 12-volt electrical system; triple-seal 18-mm. Turbo-Action spark plugs; 66-plate, .55 amp-hr battery; 178-plate, .65 amp-hr with 390 V-8's and automatic transmission; rear-mounted aluminum muffler with aluminized integral tailpipe. Both V-8's electronically balanced for extra smoothness.

CLUTCH AND MANUAL TRANSMISSIONS: Semi-centrifugal clutch with full-weighted levers for more positive engagement; suspended pedal. Face diameter—9 1/2" with Six, 11" with 332 and 390 Special V-8's. **3-Speed** has slot-peened fine-pitch helical gears for high strength and quietness; forged bronze synchronizers. Tailored-to-engine ratios (to 1): Six—1st 3.09, 2nd 1.92, direct 1.00, rev. 3.67; **332 and 390 Special V-8's**—1st 2.37, 2nd 1.51, direct 1.00, rev. 2.81.

Overdrive (optional) is above 3-speed plus an automatic 4th gear that cuts in above 28 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator. Lock-out control on instrument panel. Tailored-to-engine ratios (to 1): **Six**—1st 2.80, 2nd 1.69, direct 1.00, OD .70, rev. 3.80. **332 Special V-8**—1st 2.49, 2nd 1.59, direct 1.00, OD .72, rev. 3.15.

AUTOMATIC TRANSMISSIONS: Torque converter in combination with compound planetary gear set. Effective engine braking in "L" position. Water cooled. Selector lever on steering column, illuminated quadrant. **Fordomatic Drive** (optional with all engines except 390 V-8) features simplified design, lightweight cast-aluminum construction, minimum servicing. Two forward gear ratios, one reverse, 1.00, 1.72, 2.00, 2.40, rev. 2.00; converter stall 2.6 with Six, 2.5 with 332 Special V-8. In "D" range gives bridge-shaft starts at low. Durable cellulose clutch plates for soft-smooth upshift; Selector sequence P-R-N-D-L. **Cruise-O-Matic Drive** (optional with all engines except Six) features new lighter weight with cast-aluminum converter housing. Two selective drive ranges: "Drive" (green dot) starting in low for all normal driving, or alternate drive position (white dot) starting in intermediate for more sure-footed driving on slippery surfaces. Three forward gear ratios, one reverse (to 1), low 2.40, intermediate 1.47, direct 1.00, rev. 2.00; converter stall 2.1. New vacuum-controlled torque valve provides smoother, more precisely and permanently coordinated-with-engine shifting (eliminates linkage adjustment). Selector sequence P-R-N-DRIVE-L.

REAR AXLE: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion. **Front-Loader Axle Ratios (to 1):** **Conventional Drive**—Wagons: 3.89 with Six, 3.56 with Special V-8's; Other Models: 3.56 with Six, 3.30 with 332 Special V-8. **Overdrive:** All Models: 3.89 with Six or 332 V-8 (Sedan only). **Fordomatic Drive**—Wagons: 3.56 with Six, 3.30 with 332 Special V-8; Other Models: 3.56 with Six, 3.10 with 332 V-8. **Cruise-O-Matic Drive**—Wagons: 3.10 with Special V-8's; Other Models: 3.10 with 332 V-8, 2.91 with 390 V-8. Optional Equa-Lock differential Ratios (to 1); some as standard above, except 3.10 with 390 V-8 Sedan with Cruise-O-Matic and 3.89 with 332 V-8 manual trans., wagon.

WIDE-CONToured FRAME: Strong box-section design with more flexible inner channel for softer, more luxurious ride. Sunliner has 4 cross members plus X-member; others have 5 cross members. Side rails extend *outside* passenger area, for better foot room and increased side protection. Silent-Grip body mounts with new butyl pucks.

FRONT SUSPENSION: Swept-Back, Angle-Poised Ball-Joint type with wide-base coil springs and rubber bushings in lower arms, plus new anti-friction plastic washer in lower ball joint for softer ride, easier steering. Threaded, permanently lubricated bushings in upper arms. Ball joints packed with special 30,000-mile grease retained by full-life seals. With all V-8 models and with Six in wagons, front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Internally mounted hydraulic double-acting shock absorbers.

Rear Suspension: Asymmetrical, variable-rate design with rear axle located well forward from centre of springs for anti-dive and anti-squat control on braking and acceleration. Extra-long, gentle-rate, leaf-type springs with wide spring base provide a soft, stable, leveled ride. Outboard-mounted, Tension-type shackles. Axle-nose bumper. Diagonally mounted hydraulic double-acting shock absorbers.

STEERING: Precision-control, low-friction recirculating-ball type steering gear with anti-friction bearings throughout, including new needle bearings on sector shaft and new higher ratio for easier steering. Newer front wheel hub steering for smoother operation. Symmetrical linkage with new nylon bearings in tie-rods; gear pinions are permanently packed with special 30,000-mile grease retained by full-life seals. New rubber-cushioned idler-arm bushings. Over-all steering ratio 30 to 1; with power steering, 25 to 1. Lifeguard 3-spoke, deep-centre steering wheel. Turning diameter 41 ft.

BRAKES: All-new Self-adjusting Truck Size hydraulic brakes of double-sealed, self-energizing design. Brakes adjust automatically when applied while car is moving backwards. Easier-operating suspended pedal. Dash-mounted master cylinder. Grooved 11-inch composite drum brakes with self-adjusting linings. Total lining area is 233.8 sq. in. on Wagons, 212.5 sq. in. on all other models. Full-energy front disc brakes. Convenient pull-out release knob on instrument panel. Optional Swift Sure power brakes, recalibrated for greater "feel" and more efficient operation, have special low pedal and power reservoir tank.

TIRES: 4-ply, black, tubeless with TYREX cord and Soft-Tread design. Safety-type rims. Wagons—8.00 x 14 on 6" rims with all engines. Other models—7.50 x 14 on 5 1/2" rims with all engines. White sidewall tires optional. For wagons optional 8.00 x 14 6-ply tires recommended in combination with heavy-duty suspension and heavy-duty rear axle options for greater cargo-carrying capacity.

DIMENSIONS: 119" wheelbase on all models; wide treads, 61.0" front, 60.0" rear. Overall length 209.9"; overall width 79.9".

PRICES: All Optional Equipment and Accessories, illustrated or referred to as optional or available in this catalogue are at extra cost. For the price of the model with the equipment you desire, see your Ford-Monarch-Falcon Dealer.

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FORD MOTOR COMPANY OF CANADA, LIMITED

