



THIS IS THE 1964 FORD...*bred in open competition
...built for total performance...hundreds of
pounds stronger than any other car in its field*



The 1964 Ford...strongest, smoothest car in its class...rides, looks, feels like cars costing thousands more

The 1964 Ford comes from championship stock. It was bred in open competition, and is directly related to the Fords that have been dominating tracks around the country for the past year.

Ford's attitude toward open competition differs from most other manufacturers. We've entered every event we could. Openly. Wholeheartedly. Not to win trophies—although we've won plenty—but to find new ways of building you a car that's stronger, steadier, smoother-running than any other car you could buy anywhere.

The lessons we learned helped us mold the 1964 Ford into the kind of performer you just can't develop on the drawing board alone. It's hard-muscled, fast-moving, sure-footed. Open competition made it that way. It's also remarkably free of vibration, durable, easy to control—built for *total* performance. This will make a difference in your driving even though you never come within a hundred miles of a track. For *total* performance means much more than speed. It shows up in the way this new Ford clings to the road and resists skids . . . brakes smoothly, quickly at your command . . . steers with precision . . . goes long distances between service stops . . . feels comfortable even after you spend hours behind the wheel.

Most substantial low-priced car ever built . . .

One reason Ford winds up in the winner's circle so often is the extra strength and solidity that enables it to stand up to grueling punishment. It has more steel in its frame . . . a more rugged suspension . . . hundreds of pounds more strength than Chevrolet, Plymouth, or any of its traditional competitors. You'll feel the difference in Ford's smooth, steady ride.

There's another important reason for the cushioned luxury of Ford's ride—a unique suspension system . . .

it cost \$10,000,000 to develop. This suspension deflects more road shock *away from* the passenger compartment than ordinary suspensions do. It enables today's Ford to rank with a select handful of the world's smoothest-riding cars.

Ford has changed . . .

The most obvious change is visible right on the opposite page. The 1964 Ford has the styling of a big luxury car. If you were to conceal all the identifying nameplates, most people wouldn't even guess that it is a popular-priced car.

The 1964 Ford looks longer, lower, sleeker. Actually it gives you *more* head room than its predecessors. There is added passenger space in other areas, too, making this Ford roomier and more comfortable than some cars costing hundreds more.

A new optional 3-speed automatic transmission gives you more passing ability for expressway driving . . . and lets you gain traction easier on slippery surfaces.

There's a more spacious trunk that's illuminated and handsomely

lined . . . and new extra-strength bumpers that resist denting. Battery and headlamps are designed to last longer. Brakes (self-adjusting, of course) have linings designed to last longer, too. Routine servicing is at a minimum on every '64 Ford—just twice a year or once every 6,000 miles. This is less servicing than is required on many higher-priced cars.

Take a test drive . . .

You can't fully appreciate how much Ford has changed until you turn the key and feel this car in action. In city traffic . . . on an expressway . . . over rough country roads—this total performance Ford for 1964 will give you the driving pleasure of a lifetime. Drive one yourself at your Ford Dealer's soon . . . and see.



TOTAL PERFORMANCE . . . enabled Fords to sweep the first five places at the Daytona 500, beating Chevrolets, Plymouths, Pontiacs—a field of 50. Ford's *total* performance—proved and improved in open competition—pays off in your kind of driving, too.

FORD

. . . 16 new models . . . 6 sedans . . . 4 hardtops . . . 2 convertibles . . . 4 wagons.

Left: '64 Ford Galaxie 500 4-Door Hardtop.



Fairlane...the middleweight car with the most experience... combines family-size room and sports-car feel...

From the moment the first Fairlane rolled onto showroom floors, things changed for car-buying families. Here was a new combination of features—big-car ride and room designed into a trimmer, easier handling, *middleweight* automobile.

Since its initial introduction, more than half a million families have shopped . . . compared . . . and chosen the new-size Fairlane as their car. Fairlane's popularity is underlined by the fact that other manufacturers are bringing out cars in Fairlane's size category for 1964.

Of course, *with a billion owner-driven miles of experience behind it*, the 1964 Fairlane has been refined to a level of excellence that newcomers will find hard to match. There's new V-8 power . . . a new silkiness to its smooth ride . . . and crisp, new styling both inside and out.

The new V-8's . . .

Now you can choose from six engines . . . two thrifty, peppy Sixes or three sizzling new V-8's! Biggest and hottest of them all is the new high-performance 289 V-8. Modified versions of this whirlwind Ford engine have been adapted for use in \$6,000 to \$10,000 racing sports cars such as Cobra, Lola and Lotus.

In fact, two Ford-powered Lotus racing cars entered the famous Indianapolis 500 (an event which normally features only the most exotic racing engines). Out of 33 starters, only 14 lasted the course. But both Ford-powered Lotuses finished . . . one in second place only seconds behind the winner . . . history-making proof of the Fairlane engine's excellent design!

Stronger engines . . .

New transmission . . .

As a result of the experience gained in open competition, we've honed and refined Fairlane's V-8's. They now have extra-strength rods and bearings, redesigned valves and

other components enabling them to run quieter, last longer. And from our experience in producing over half a million Fairlanes since 1962, we've made hundreds of *other* improvements.

For example, now you can get a new 3-speed transmission that lets you climb hills easier, accelerate faster, maneuver more easily on slippery surfaces.

There's a newly designed automatic choke that starts faster even on bitter cold mornings . . . and cuts out quicker when engine is warmed up, for gas economy. And there's a new shock absorber fluid developed to prevent temperature changes from "disturbing" Fairlane's ride.

Handsome new interiors . . .

Luxurious new ride . . .

Step inside the '64 Fairlane. Notice its newly designed nylon and vinyl interior fabrics . . . more luxurious and more durable than ever. (Fairlane interiors are built to withstand wear from children and pets.)

And when you drive you'll discover the solid, stable feeling that Fairlane owners praise . . . *and* Fairlane's amazing new *ride*. A refined ball-joint suspension design quietly cushions even the meanest bumps.

Built for the long haul . . .

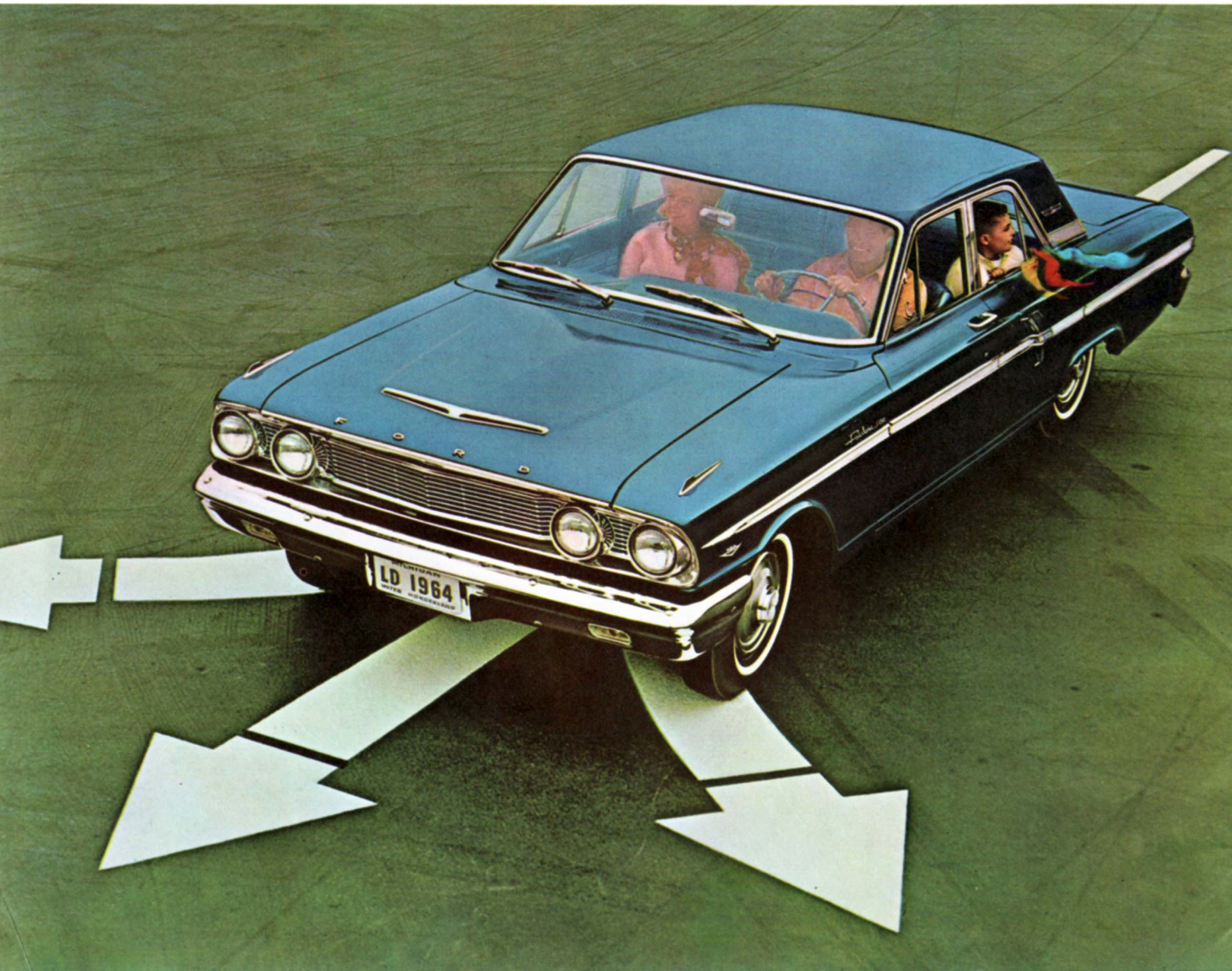
Months, even years after they buy, '64 Fairlane owners will appreciate continued savings with Fairlane's Twice-a-Year Maintenance. You go 6,000 miles or six months between oil changes and minor lubes . . . 36,000 miles or three years between major chassis lubes!

Pick the right combination of price and size . . . and experience . . .

For all the room inside . . . and zoom up front . . . the '64 Fairlane is low in cost. Choose from eight models. With their sporty performance and big-car ride and room, there's bound to be a Fairlane that's *right* for you.



TOTAL PERFORMANCE in an engine means durability and ruggedness as well as lightning pickup. Fairlane's 289 V-8 is so strong and spirited it has been adapted for use in \$6,000-\$10,000 sports cars such as Cobra (above).



FAIRLANE . . . 8 new models, including 4 sedans, 2 hardtops and 2 wagons. Above left: '64 Fairlane 500 Sports Coupe. Below left: '64 Fairlane 500 4-Door Sedan.



Falcon...the most popular compact ever built...now adds new power, new glamour, plush new ride...keeps the economy that made it famous

When the 1960 Falcon was introduced, it had to share the spotlight with two other brand-new "untried" compacts . . . but not for long! With three new compacts to choose from . . . car buyers quickly made Falcon their favorite . . . the most successful new car ever introduced. Why? Because Falcon gave more of what people want in a compact . . . low original cost, operating economy, and easy handling.

We haven't changed Falcon's famous economy for '64 (except to add even more economy features). But we have made the car an even better buy than ever before. The 1964 Falcon has an exciting new look, never before achieved in a compact car. We've also added an amazingly plush new ride—not available in any other compact. In fact, this new Falcon has such a luxurious ride . . . and looks so sleek . . . you'd think the price had gone way up. (It hasn't! Falcon's price has hardly changed from four years ago . . . as always it is *the* top-value six-passenger sedan.)

Looks longer . . . still gives you compact handling . . .

Here's the very newest look in compacts; a classic, swifter-looking design that's worthy of Falcon's new *total* performance. Those long, sweeping lines bring a whole new grace to the compact field. But where some compacts have grown much larger, Falcon's size remains practically unchanged—perfect for threading your way through tight traffic . . . and a cinch to park. Falcon's combination of sleek styling and nimble size is unique among compacts.

A luxuriously cushioned ride . . .

Drive a '64 Falcon and you'll feel the new ride immediately. We believe it's the smoothest ride ever offered in a compact car. The reasons? There are as many as there are new chassis and suspension improvements. Wider rear tread and wider, longer, rear springs . . . as well as

a host of changes in the front suspension . . . provide greater handling and stability, let the wheels "roll with the punches" taking the thumps out of bumps.

New inside, too . . .

Of course, Ford engineers didn't stop at restyling Falcon's exterior. Revised steering wheel, column and control pedal positioning makes getting in and out easier than ever before . . . adds even more passenger space and makes the driver's position more comfortable, too. The instrument panel is completely new . . . and more functional than ever. The instrument cluster has a new look . . . and all controls are easier to see and operate.

Total performance . . . and an economy champ besides!

Of course, Falcon is built for *total* performance. And economy is a big part of it. If it's top economy you're after, remember Falcon still holds the all-time record for Sixes and Eights for the most miles per gallon of gas in the Mobil Economy Run! If you want rallye-winning performance, choose the hot 260 V-8 engine and

the quick "4-on-the-floor" stick shift—the combination used in the Falcon Sprints that placed first and second in their class at the last Monte Carlo Rallye.

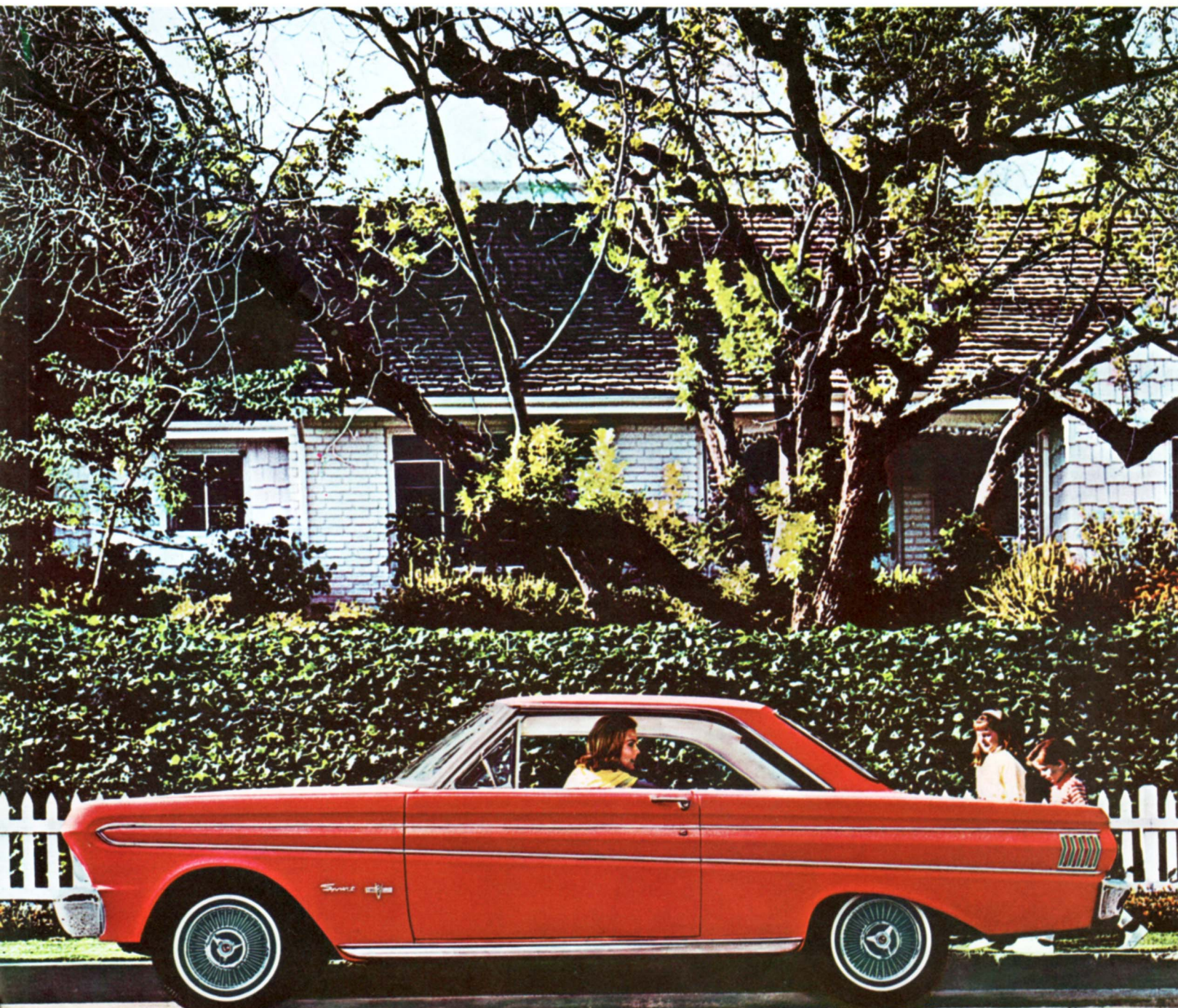
Speaking of economy . . .

Never before in Falcon's history has so much economy been built into this car. Brakes are self-adjusting . . . brake linings are designed to last longer, too. We've even found a way to make the fuel filter last three times longer than on earlier models . . . and chassis lubricants last a full 36,000 miles or three full years!

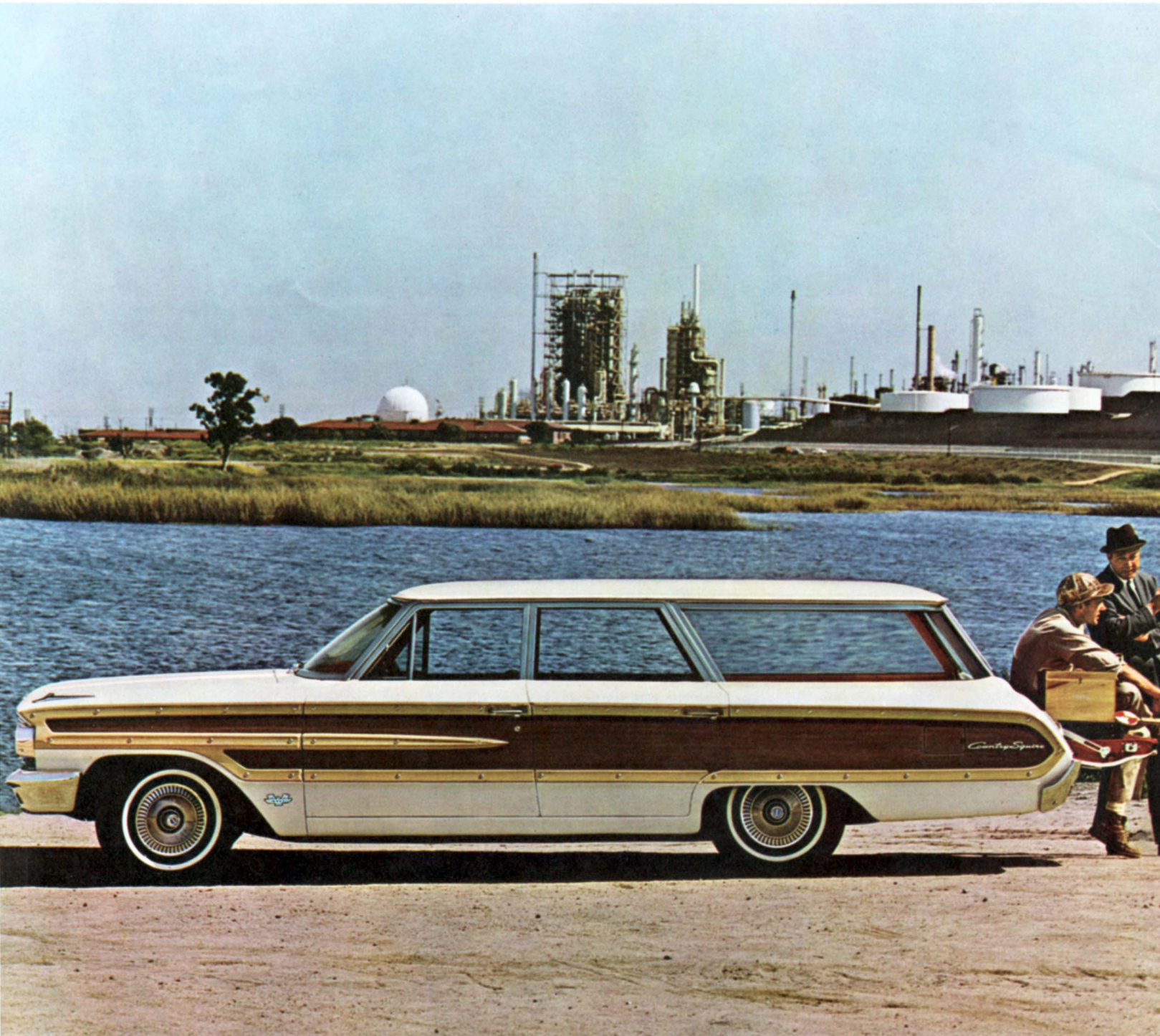
From its low initial price . . . to the vast savings you enjoy with Twice-a-Year Maintenance, Falcon offers plenty of reasons for its popularity with economy-minded people!



TOTAL PERFORMANCE—Left: Mobil Economy Run award—a Falcon holds the all-time gas for six- and eight-cylinder cars. Right: Monte Carlo Rallye. Two Falcon Sprints drove 2,500 miles through one of Europe's worst winters to win first and second in their class.



FALCON . . . 17 new models . . . 4 sedans . . . 3 hardtops . . . 3 convertibles . . . 7 wagons. Illustrated top left, '64 Falcon Futura 4-Door Sedan; left, '64 Falcon Sprint Hardtop.



13 Wagons in 4 sizes...the quietest, strongest, smoothest-running models ever...from America's station wagon specialist

There are more Ford-built station wagons on the road today than any other make. Why do so many wagon buyers choose Fords? Experience is one reason—we began building station wagons years before most other manufacturers. And we've always gone out of our way to build special value into our wagons. These 1964's are the toppers . . .

Our new wagons represent the biggest selection in the industry . . . and every model offers you the same performance qualities you'll find in '64 Ford sedans—roadability, precise steering, sure-footed cornering, lively acceleration.

Along with extra strength, smoothness, and steadiness, Ford wagons give you competition-proved engines. These engines are powerful enough to help you tote extra-heavy vacation loads through backwoods terrain . . . durable enough to keep giving top performance with minimum servicing.

Extra-big brakes—standard equipment!

You get extra-big brakes with Ford wagons—a real help with big loads. (Some other-make wagons use sedan-size brakes.) You get tight, solid construction—which means much less vibration, less chance of rattles. You get extra loadspace. (Year after year our wagons have given the most cargo volume in their field.) And you get durable vinyl-coated flooring in all '64 Ford wagons.

Because Ford offers the widest selection of wagons, it's easy to choose a model to match your particular driving needs . . . and your pocket. Just make your selection from 13 models . . . in four basic sizes.

Full-size Fords . . . big on luxury and loadspace

Go big, if you wish—with one of Ford's four full-size six- and nine-passenger wagons. This rugged four-door series is big on room—with traditionally more loadspace

than other wagons in Ford's field . . . big on ride, too—with the same unique suspension system that makes the '64 Ford Galaxie's ride so smooth. What's more, Ford wagons offer hundreds of pounds more strength than other wagons in their field.

Fairlane Wagons . . . roominess combined with easy handling

Our middleweight Fairlane is trimmer, easier to handle than competing standard-size wagons—yet it offers more cargo capacity than many of them. With Fairlane you get an extra below-deck storage compartment in which you can store valuables. And 1964 Fairlane wagons are built to take an optional third seat which you can quickly install or remove yourself. Looking for the "right" combination of size and price? Fairlane's your answer.



TOTAL PERFORMANCE in Ford wagons includes such advantages as *extra cargo space* (traditionally the largest in the field) . . . and *extra-big brakes*. Since wagons carry heavy loads, Ford provides big brakes—some other manufacturers use sedan-size brakes on their wagons.

Falcon Wagons . . . brand-new look, same great economy

Falcon's four glamorous new station wagons have not forgotten what real compact economy means. Falcon economy begins with the price tag and rides with you all the while you operate your wagon. What's more, a Falcon station wagon has always offered you more loadspace than compact wagons costing hundreds more.

America's best-selling bus-type wagon

Low cost and extra roominess have helped make Falcon's station bus and club wagons the most popular bus-type wagons in America. The '64 bus series is sure to win new popularity . . . with its optional dual range automatic transmission and Twice-A-Year or 6,000-mile Maintenance!* With optional seats in place you can accommodate eight passengers. Remove the seats (it's easy) for the biggest flat loadspace in any wagon. Or have the flexible interior fitted with a camper unit and sleep 5!

*After the initial 1,000-mile inspection

WAGONS

. . . 4 Fords (Country Squire, left) . . . 2 Fairlanes (Custom Ranch Wagon, above right) . . . 7 Falcons (Falcon Squire, above left).

1964 Thunderbird... completely new version of America's classic personal car

10th Edition of an American Classic . . .

Thunderbird's traditional role of leader began the day the first model appeared 9 years ago . . . and each year its reputation for leadership is reaffirmed. Thunderbird's roofline and bucket seats . . . its classic simplicity . . . its special flair for living has spawned numerous imitators—so-called "Thunderbird-type" cars.

Now in 1964, Thunderbird is again the one and only car of its kind . . . unique in all the world. Dramatic new styling . . . a new cockpit-like driver's compartment . . . new shell bucket seats . . . smooth new ride, and a wealth of other new features . . . all are proof that Thunderbird is the thoroughbred—America's most exciting personal car.

Command Post . . .

No other car pampers its passengers so completely. From your command post behind the wheel you enjoy driving convenience not available in any other car. Thunderbird comes *fully equipped* with a mighty 390 V-8 . . . Cruise-O-Matic transmission . . . power steering . . . power brakes . . . radio . . . windshield washers . . . and Swing-Away steering wheel—all at no extra cost.

In the cockpit of this car an elegant new instrument panel sweeps around you to put all the controls within easy reach.

New Silent-Flo Ventilation . . .

Flick a switch and Thunderbird's exclusive new Silent-Flo ventilation system scoops in fresh air, circulates it throughout the car and passes it out through a grille in the rear. Even with the windows closed, Silent-Flo ventilation removes smoke, cools rear passengers in summer, defogs your windows, improves heater effectiveness and air circulation throughout the entire car.

New Wrap-Around Rear Seats . . .

In Thunderbird for '64, thoughtful concern for comfort is given to the rear seat passengers. Luxurious full-foamed cushions wrap around the coved rear seat. A convenient arm rest comes down from the center of the rear seat back for passengers to share. And because of Thunderbird's new front shell foam seats, there's even more comfortable foot room for rear seat passengers.

Special . . . Right Down to Its Tires . . .

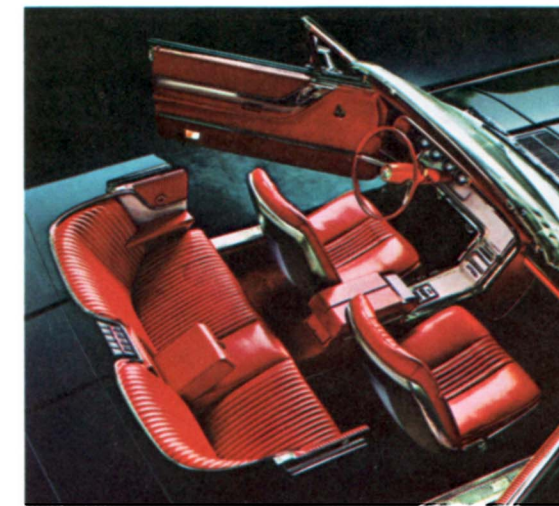
The famous Thunderbird ride has been further refined. New rear suspension changes enable the car to corner more solidly, help it track like an arrow coming out of curves. A completely transistorized ignition system is available to give you an extra edge in performance at highway speeds . . . and extra durability, too!

In Thunderbird's trunk, a deep, wide luggage well has been engineered, giving you more storage space than ever before . . . and easier accessibility to stowed articles.

Thunderbird wheels are specially designed to true center mounting. And Thunderbird's tires leave a bigger "footprint." More rubber grips the road surface for better traction and safer, surer stops.

And, of course, there's lasting quality throughout the '64 Thunderbird. Mufflers are protected against corrosive elements with both aluminized steel and stainless steel. The suspension joints are sealed so completely you can go 100,000 miles or three years before it's time for lubrication.

But beyond these practical features Thunderbird for '64 offers an exciting pleasure in driving . . . and an intense personal satisfaction that comes with owning the only car of its kind.



TOTAL PERFORMANCE . . . extends to passenger comfort as well as easy handling and lively power. Thunderbird's newly designed shell bucket seats . . . and wrap-around rear seats offer sumptuous comfort, part of Thunderbird's total performance.



THUNDERBIRD . . . 3 new models—Hardtop, Convertible, and distinctive Landau. Illustrated at left: three views of '64 Thunderbird Hardtop.



All-new shell bucket seats—Focus on the graceful curving line of Ford Galaxie 500/XL's all-new shell bucket seats. They're upholstered in pleated vinyl for durability and beauty. Around you . . . the tasteful, color-keyed interior . . . the new convenience of the full-length console . . . the safety of twin lights in the door: one to light your entrance, one to warn traffic of your open door.

When you're behind the wheel...

You sit cushioned in deep foam, on seats contoured for individual comfort. Ford vinyl is as heavy and durable as vinyl used in many higher-priced cars. Fabric upholstery is all nylon for strength. And nylon or vinyl, all Ford upholstery is specially treated to be soil resistant.

Underfoot, Ford deep-pile carpeting is woven with more loops per inch than ordinary car carpeting and lasts much longer. Beneath the carpeting there's a thick sandwich of insulating material that adds to resiliency and guards you from road noise. Touch the ceiling; feel the thick blanket of insulation there, too. Fords have more insulation against noise and weather—top, bottom, front and rear—than many higher-priced cars.

Stretch your legs. There's more room for feet this year because less room is taken up by the transmission tunnel. There's more head room, too. Try the rear seat. You'll find ample leg, shoulder and knee room there, also.

Luxury touches surround you in a Ford Galaxie . . . illumination for the ash tray, glove compartment, even twin safety lights in the door of the XL model. Instrument panels are smart, functional. New crank-handle controls operate the vent windows more easily than push-pull levers.

It's a new world of quality, convenience and comfort for you . . . in a '64 Ford.



The handsome deep-foam bench seat of the '64 Ford Galaxie 500 . . . upholstered in vinyl and pleated nylon fabric and specially treated to resist dirt. All-vinyl trims are also available for an even sportier look.



Sporty bucket seats set the pace for this '64 Fairlane 500 Sports Coupe. Fairlane also offers a foam-padded seat. Handsome color-keyed nylon and vinyl upholstery . . . room galore . . . and new luxury everywhere.



'64 Falcon Futura shows its pleasingly plush interior . . . more beauty, durability and comfort than ever before . . . new vinyl door panels . . . vinyl headlining . . . all new upholstery styles . . . bucket seats available, of course.



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