

BEAUTIFULLY BUILT TO



Ford makes automotive history
with the trend-setting car of our times...
a car that goes 30,000 miles without lubrication...
4,000 miles between oil changes... adjusts its own
brakes and is beautifully built to take care of you!

The 1961 Ford, already recognized for its beautiful proportions by a leading international fashion authority, introduces a whole new concept of what a car can do for you... and for itself!

It lubricates itself. New nylon bearings and a newly developed lubricant keep the '61 Ford freshly greased for 30,000 miles. Good-by grease racks!

It cleans its own oil. The 1961 Ford's wonderfully efficient Full-Flow oil filtering system lets you go 4,000 miles between oil changes.

It adjusts its own brakes. A "mechanical brain" keeps brakes adjusted for the life of the lining.

Rust? Ford's body is specially processed to resist corrosion, even to galvanizing the body panels be-

neath the doors. The bright metal trim is treated in depth to gleam and stay gleaming longer.

Ford takes care of itself on the turnpike, too, with a new 390 cu. in. Thunderbird Special V-8 that has all the punch you'll ever need. The 352 Thunderbird Special V-8 and 292 Thunderbird V-8 thrive on regular gas. And, for top economy, you can choose the '61 Mileage Maker Six.

Best of all, the '61 Ford is beautifully built to take care of you. No windshield dogleg nips your knees. Doors are extra-wide for easy entry.

This is the 1961 Ford... beautifully proportioned to the Classic Ford Look... beautifully built to take care of itself.

HERE'S HOW THE '61 FORD

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

Cleans its own oil. You'll go 4,000 miles between oil changes with Ford's Full-Flow oil filter.

Adjusts its own brakes. New truck-size brakes adjust themselves automatically.

Guards its own muffler. Ford mufflers are double-

TAKE CARE OF ITSELF



The 1961 Ford Galaxie Club Victoria—
beautifully built to take care of people

Beautifully proportioned to the

CLASSIC
FORD
LOOK



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

'61 FORD

TAKES CARE OF ITSELF

wrapped and aluminized—normally will last three times as long as ordinary mufflers.

Protects its own body. All vital underbody parts are specially processed to resist rust and corrosion, even to galvanizing body panels beneath doors.

Takes care of its own finish. New Diamond Lustre Finish never needs wax.