



1964 FORD
the big total performance car



Ford for 1964 — bred in open competition built for *total performance* - a car so changed you will feel the difference when you drive it!

The new Ford is hundreds of pounds stronger, smoother and steadier than any other car in its field! Take the wheel and see for yourself!

It takes more than a test track to breed a great car. The finest road cars have always emerged from the toughest test track there is: open competition.

Everything Ford has learned in races, rallies, economy runs, braking and acceleration trials has bred into the '64 Fords the kind of *total performance* you just can't create on the proving ground alone. They're hard-muscled, fast-moving, sure-footed. Open competition made them that way. They're more substantial than ever, with more steel in their frames, huskier bodies, more solid, road-hugging strength than anything in their field. A remarkable suspension system gives them a ride as smooth as cars costing thou-

sands of dollars more.

Everything about these '64 Fords has been refined, sharpened, gentled and tested to the ultimate limits of effort. They now offer substantially more car than anything else at their price. This is a fact you can check out for yourself.

In all, there are 16 models to choose from—sedans, hardtops, convertibles, wagons—and depending on model choice, 14 optional power teams with up to 425 hp. And, these new Fords offer you a choice of three distinctive rooflines: one on 2-door hardtops, another on 4-door hardtops, a third smart profile for sedans.

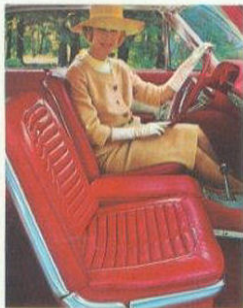
Before you buy *any* new car, you owe it to yourself to drive one of these '64 Super Torque Fords. Your Ford Dealer is ready now to prove to you *in the car and on the road* everything that has been said here for the '64 Ford.

Try TOTAL PERFORMANCE for a change!

FORD

GALAXIE 500 XL 2-DOOR HARDTOP

You can see and sense this new Ford's quality. See it in the crisp fastback hardtop roofline (one of three distinctive new Ford profiles), the rich body sculpturing, the new shell seats and all-vinyl trimmed 500/XL cockpit. You sense this new Ford's quality the moment you take the wheel and turn the key. The whispering idle of its Challenger 289 V-8—and its unhesitating response to the throttle. The wonderfully solid, silent Ford ride. There's much more, of course. Try *total performance* for a change!



New Shell Seats cradle you in comfort and provide more rear passenger knee and foot room.

Standard Equipment Highlights

195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 8 Color-Keyed All-Vinyl Trims * Full Carpeting * Thunderbird "Floating" Mirror * 500/XL Pillar Courtesy and Safety Door Lights * Distinctive 500/XL Body Trim and Full Wheel Covers * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

(For Options and Accessories see page 21)

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 115.0" / Curb Weight (approx.)
3775 lb. / Trunk Luggage Volume 17.1 cu. ft.

Right: 500/XL 2-Door Hardtop—first of three new Ford rooflines. Vinyl roof covering available in either black or white.



FORD

GALAXIE 500/XL 4-DOOR HARDTOP

Bumps never have a chance . . . because Fords have never ridden so smoothly. Try this one in your own road test over your own kind of road. It goes with the solid swiftness of its looks. Inside, new comfort-contoured shell seats and leather-like vinyl trim and 500/XL luxury. Once on the road, this one is especially hard to resist. Brisk 195-hp Challenger 289 V-8 is standard. So is cream-smooth 3-speed Cruise-O-Matic with its choice of *leo* drive ranges. But suit yourself. V-8 options go up to 425 hp and sporty 4-speed stick shift is available with 300 hp and larger engines.



Swing-Away Wheel. Exclusive convenience available only in Ford-built cars. Swings over out of the way to help you in or out.*

*Optional on all models with power steering and Cruise-O-Matic Drive.

Standard Equipment Highlights

195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * Lighted Glove Box * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Bright-Metal-Accented Pedals * Electric Clock * Lighted Ash Tray. (Plus other 500/XL equipment listed on page 4.)

Popular Options and Accessories

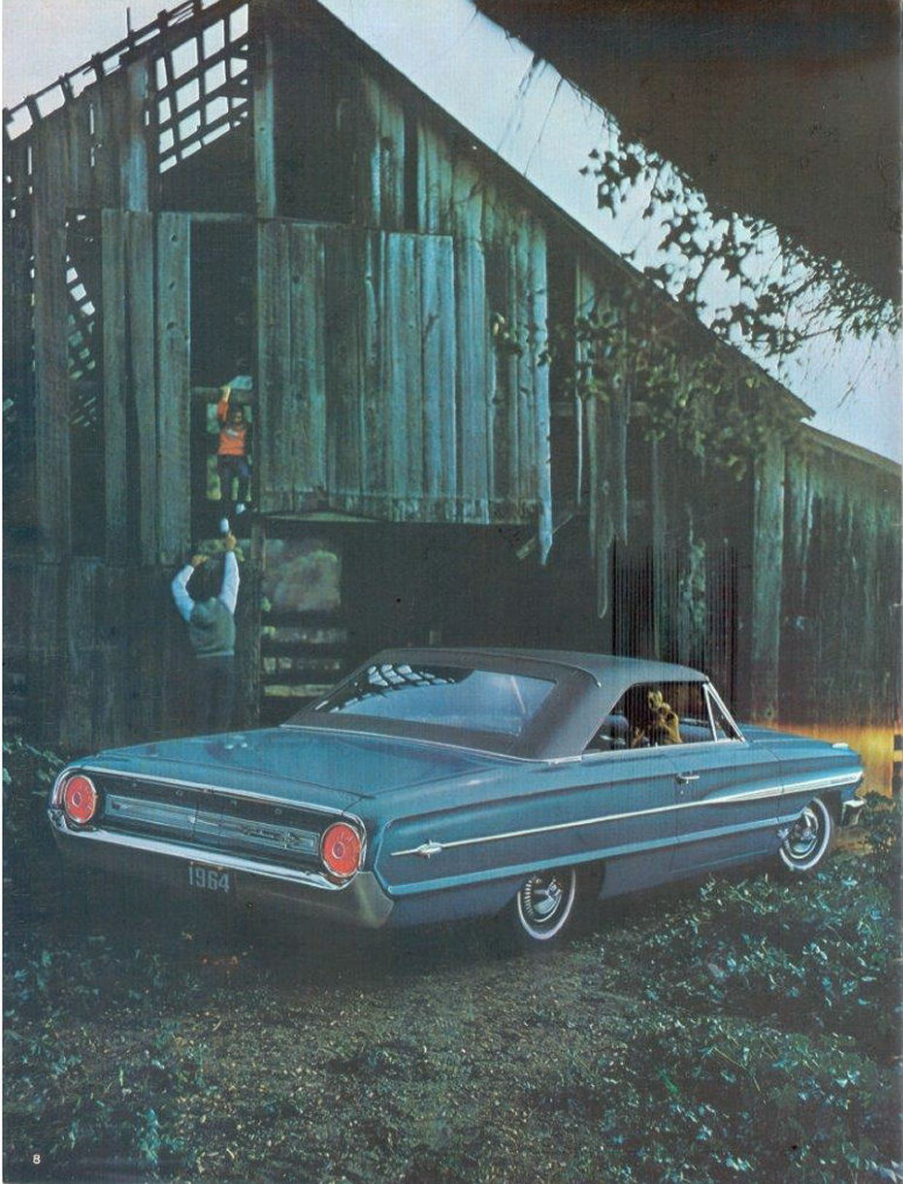
Choice of Four Thunderbird V-8's (up to 425 hp) • 4-Speed Manual Transmission • Power Steering • Power Brakes • Radio • Select-Aire Conditioner • Tinted Glass • Power Driver's Seat • Power Windows • Remote Control Mirror • White Sidewall Tires • Wire Wheel Covers.

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5" / Wheelbase 119.0" / Curb Weight (approx.) 3875 lb. / Trunk Luggage Volume 17.1 cu. ft.

Left: 500/XL 4-Door Hardtop—its crisp, faceted roofline is another one of the three that grace 1964 Super Torque Fords.





FORD

GALAXIE 500/XL CONVERTIBLE

How much luxury can you get in a convertible at a Ford price? There are plenty of examples here. Thunderbird "floating" mirror. New shell seats. Command console. Elegant leather-like vinyl trim (at right: one of eight choices). Down, the top tucks neatly under its taut, padded boot, all fasteners concealed. Raised (as at left), your view out the rear is through a big, clear glass window (no ordinary convertible window). Like every new Ford, this one is built for *total performance* . . . to ride solidly, silently . . . to handle and hold the road as if it were part of it. And this new Ford, like *all* new Fords, is built to the most rigid quality standards—quality that makes it possible for you to enjoy the great convenience and savings that go along with Ford's Twice-a-Year (or 6,000-mile) Maintenance.

Standard Equipment Highlights

195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 8 Color-Keyed All-Vinyl Trims * Top Color Choices: Black, White, Blue * High-Strength Safety Glass Rear Window * Color-Keyed Padded Boot with Concealed Fasteners * Padded Sun Visors * Full Carpeting * Thunderbird "Floating" Mirror * 500/XL Under Panel Courtesy and Safety Door Lights. (Plus other 500/XL equipment listed on pages 4 and 7.)

Popular Options and Accessories

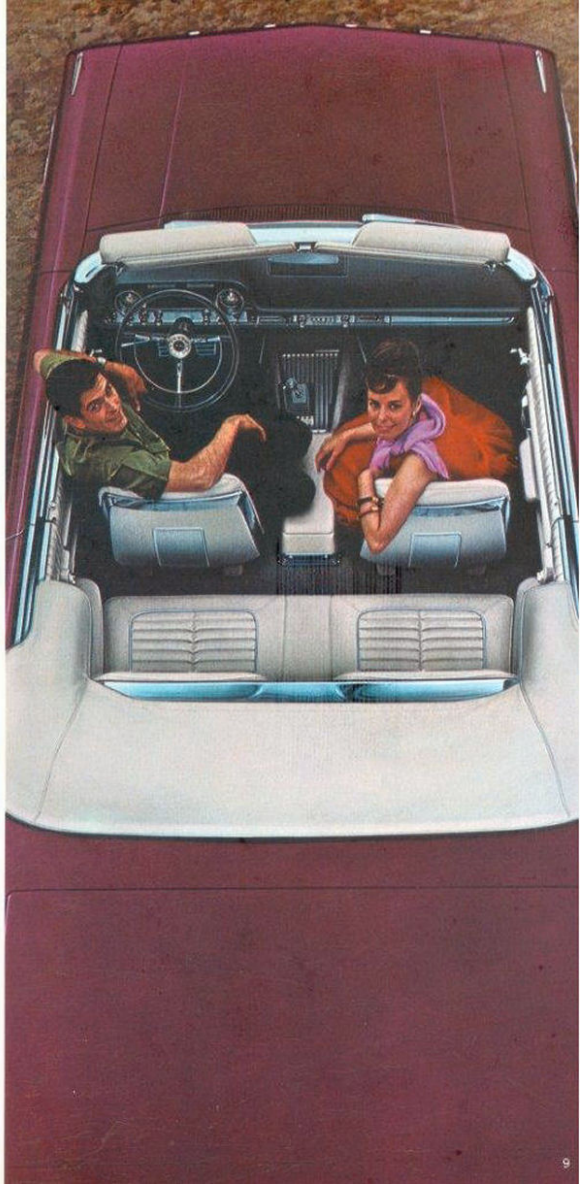
Choice of Four Thunderbird V-8's (250, 300, 410 or 425 hp) * 4-Speed Manual Transmission * Swing-Away Wheel (with power steering, automatic transmission) * Tinted Glass * Tachometer * AM or AM/FM Radio * Padded Instrument Panel * Seat Belts * Tonneau Cover.

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
3940 lb. / Trunk Luggage Volume 16 cu. ft.

Right: 500/XL Convertible—five-car luxury plus all the most-wanted features make this the stand-out convertible in its field!

Left: Big glass rear window in Ford Convertibles rolls, unrolls, disengages, zips out quickly for straight-through ventilation.





FORD

GALAXIE 500 HARDTOPS

These new 500's owe their solid, silent *total performance* to Fords which won in "500's" like Riverside, Daytona and Atlanta. On these brutal tracks cars undergo grueling "tests." Steering, brakes, suspension . . . no part is spared. Acceleration, handling, road-holding . . . everything is exhaustively tested. In competitive events like these the stamina and durability of Fords were shown. The result is a measurably stronger, steadier car than any other in its class . . . a difference you can feel in any '64 Ford!



Galaxie 500 Hardtops have all the luxury touches . . . lighted glove box, foam-cushioned front seats, full rich carpeting.

Standard Equipment Highlights

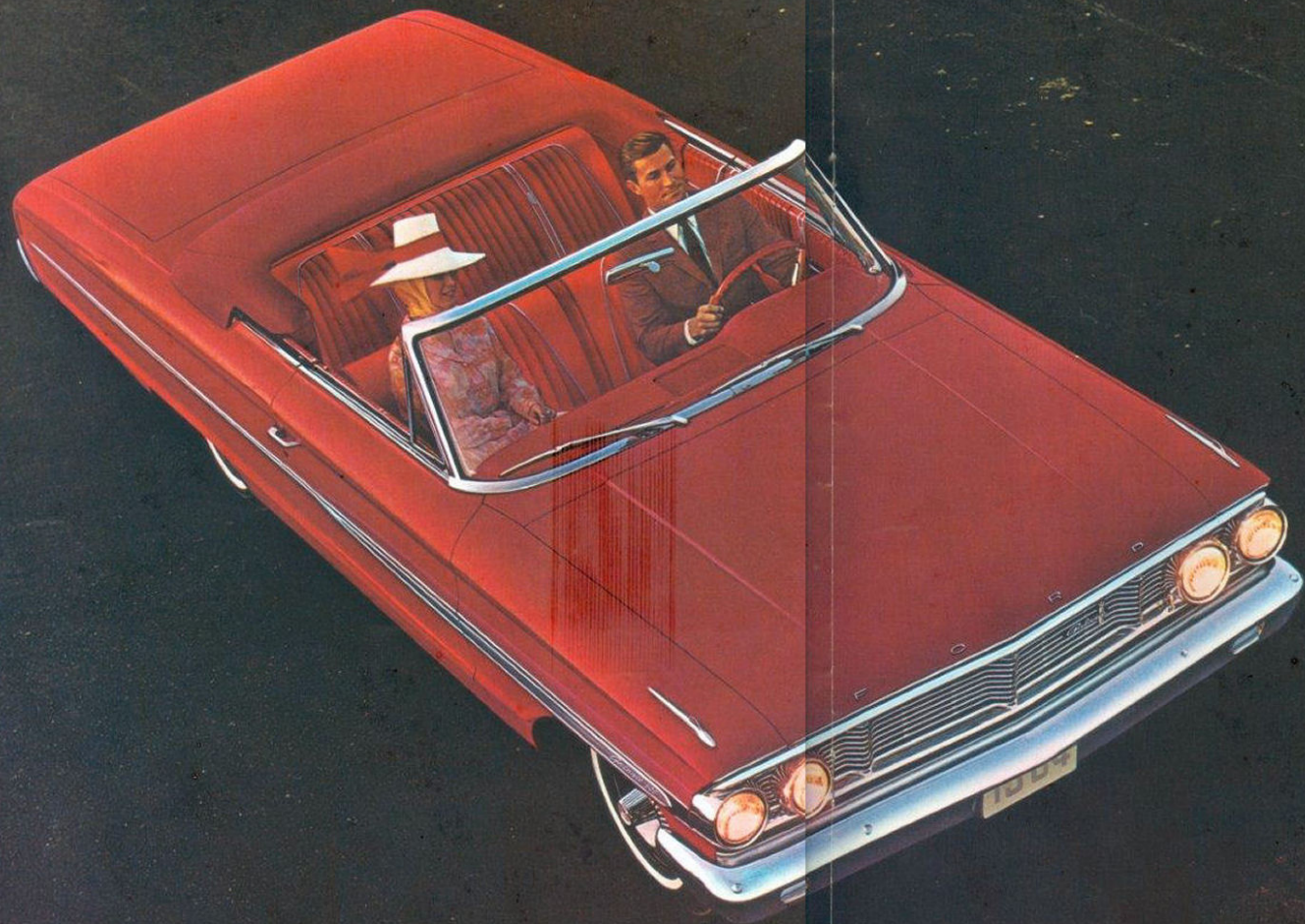
138-hp Mileage Maker Six (V-8's up to 425 hp optional) * Synchro-Smooth Drive (fully synchronized 3-speed manual transmission) * Full-Width, 3-Passenger Seats * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 4 Color-Keyed Cloth/Vinyl Trims (3 all-vinyl optional) * Thunderbird "Floating" Mirror * Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior; Illuminated Glove Box, Front Ash Tray, Trunk * Electric Clock, Backup Lights * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover). (Also see page 13.)
(For Options and Accessories see page 21)

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
—2-Door 3739 lb., 4-Door 3840 lb. / Trunk Luggage Volume 17.1 cu. ft.

Left: Galaxie 500 2-Door Hardtop (smart vinyl roof covering available in black or white). Right: Galaxie 500 4-Door Hardtop.





FORD

GALAXIE 500 CONVERTIBLE

You'll like what Ford has done for convertible top design. And you'll like it even more as the miles go by. To begin with, Ford tops are made up of five separate layers with vinyl on the weather side for longer life. They're anchored at each roof bow to prevent "ballooning" and maintain a sleek profile under way. And the rear window is clear glass—another Ford luxury feature for '64. Tops stack neatly behind the rear seat, concealed under a taut, padded boot and secured with hidden fasteners. Lowering a Ford convertible top is simple as 1-2-3. Just release the two header clamps and flip the toggle switch. (To raise the top, reverse this simple procedure.) And, you'll like the spirit Fords have to offer—a wide choice of power teams topped off by Thunderbird V-8 options up to a vigorous 425 hp!

Standard Equipment Highlights

138-hp Mileage Maker Six • Synchro Smooth Drive (fully synchronized 3-speed manual transmission) • Full-Width, 3-Passenger Seats Front and Rear • Color and Upholstery Choices: 13 Colors in Diamond Lustre Enamel, 6 Color-Keyed All-Vinyl Trims • Foam-Cushioned Front Seat, Full Carpeting, Arm Rests and Ash Trays, Front and Rear • Top Color Choices: Black, White, Blue • High Strength Safety Glass Rear Window • Color-Keyed Padded Boots • Padded Sun Visors • Thunderbird "Floating" Mirror • Courtesy-Lighted Interior, Illuminated Glove Box, Front Ash Tray, Trunk • Electric Clock, Backup Lights • Distinctive Galaxie 500 Body Trim • Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

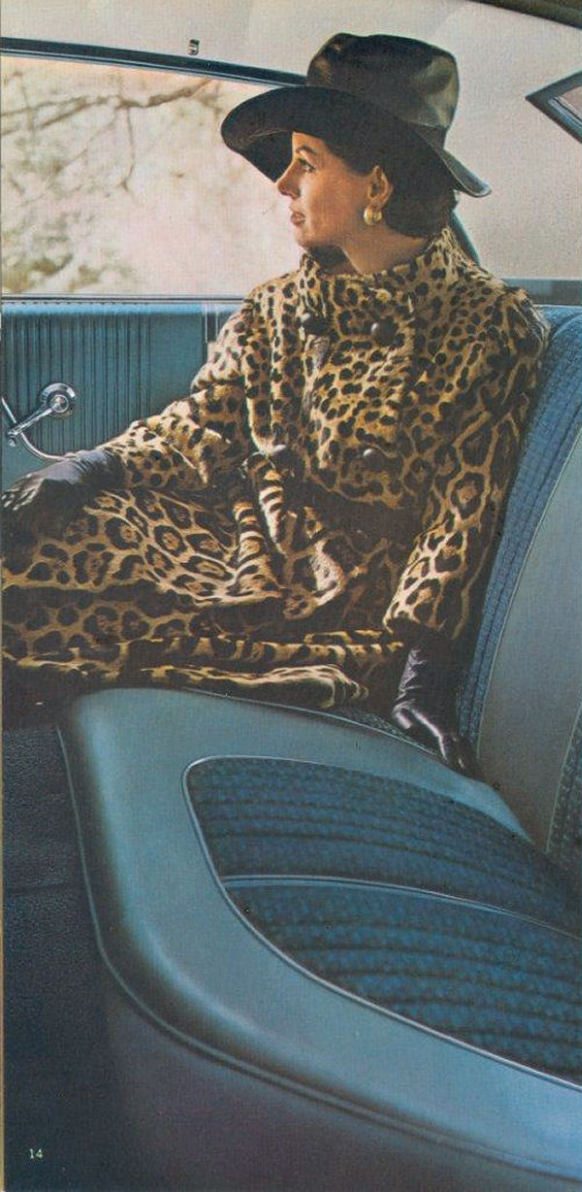
Popular Options and Accessories

Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • 4-Speed Manual Transmission • Overdrive • Swing-Away Wheel (with power steering, auto. trans.) • Power Brakes • Power Seats • Power Windows • Remote Control Mirror • Tonneau Cover • Deluxe or Simulated Wire Wheel Covers.

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
3910 lb. / Trunk Luggage Volume 16 cu. ft.

Left: Galaxie 500 Convertible. A few of many Ford Convertible features—full-width seats, 5-ply vinyl top, padded top boot.



FORD

GALAXIE 500 SEDANS

You can begin to get the feel of new Ford quality without leaving your Ford Dealer's showroom. Slip into a Galaxie 500 sedan. Feel the firm, well-cushioned support of the seat. Stretch out and test the roominess. Plenty of room for heads (with hats on), shoulders, legs—even with six in the car. Feel the rich upholstery, the lush carpet underfoot. Note the lighted glove box . . . crank-adjusted vent windows . . . long, wide arm rests . . . the elegant door trim. Step out and slam the door. Solid quality. Now step out to the curb for an action demonstration of Ford *total performance*. With you behind the wheel a new Galaxie 500 sedan—*any* new Super Torque Ford—can speak for itself.

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive (fully synchronized 3-speed manual transmission) * Full-Width, 3-Passenger Seats Front and Rear * Color and Upholstery Choices: 13 Colors in Diamond Lustré Enamel, 5 Color-Keyed Cloth/Vinyl Trims * Foam-Cushioned Front Seat, Full Carpeting, Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior: Illuminated Glove Box, Front Ash Tray, Trunk * Electric Clock, Backup Lights * Distinctive Galaxie 500 Body Trim * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

Popular Options and Accessories

Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • Overdrive • Choice of Three All-Vinyl Trims • SelectAire Conditioner • Remote Control Outside Mirror • Padded Instrument Panel and Visors • Seat Belts • Radio • White Sidewall Tires • Deluxe or Simulated Wire Wheel Covers.

Basic Specifications

Length 209.3" / Width 80.0" / Height 56.3" / Wheelbase 119.0" / Curb Weight (approx.)—2-Door 3729 lb., 4-Door 3829 lb. / Trunk Luggage Volume 17.1 cu. ft.

Left: Galaxie 500 Sedan interior. Ford-produced vinyl; extensive tests of all upholstery materials mean unusually precise quality control from fabric to finished car.

Right: Galaxie 500 4-Door Sedan (2-door also offered) topped by another of Ford's three new distinctive rooflines.

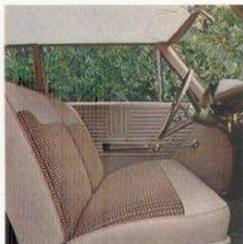


FORD

CUSTOM & CUSTOM 500 SEDANS

These new Fords could fool you. They look expensive but they're not. The new Custom and Custom 500 2- and 4-Door Sedans represent car value at its best. They are full-size Fords in room and comfort . . . in the solid way they're built and the solid, silent way they ride. They have features other big Fords have: electric windshield wipers, crank-adjusted vent windows, Ford service savings. They have features other cars *don't* have: fully synchronized 3-speed transmission, illuminated trunk, Ford Safety-Yoke door latches. And their low price tags even include heater and defroster.*

*On all '68 Fords, heater/defroster is installed during production unless otherwise specified. If desired, an appropriate price reduction is made.



Custom 500 interior in one of four trims. Three are offered on the Custom.

Standard Equipment Highlights

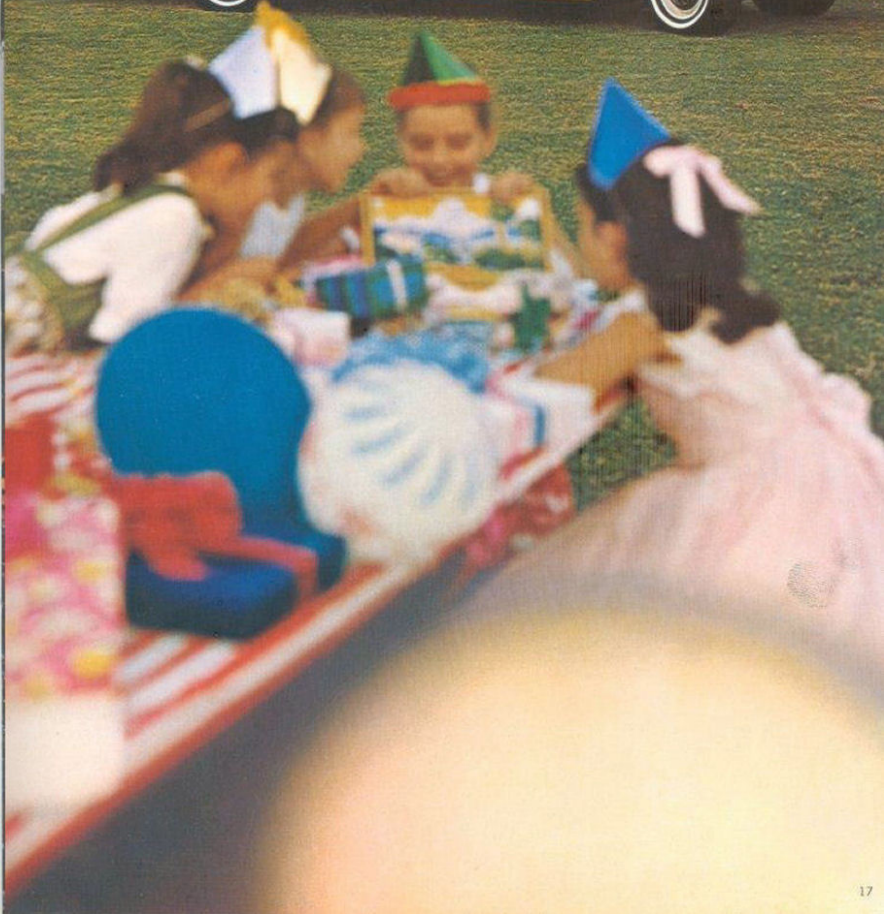
138-hp Mileage Maker Six * Synchron-Smooth Drive * Full-Width, 3-Passenger Seats * 11 Colors in Diamond Lustre Enamel: 7 Cloth/Vinyl Trims (4 in Custom 500, 3 in Custom) * Foam-Cushioned Front Seat * Full Carpeting, Arm Rests, Ash Trays, Front and Rear (Custom 500) * Color-Keyed Vinyl-Rubber Mats, Front Arm Rests, Ash Tray (Custom) * Courtesy-Lighted Interior (Custom 500) * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

Popular Options and Accessories

Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • Overdrive • Courtesy Light Group • Deluxe Wheel Covers • Electric Clock • Ford Air Conditioner.

(For other Options and Accessories see page 22; for Basic Specifications see page 14)

Left: Custom 4-Door Sedan. **Right:** Custom 500 2-Door Sedan—new Ford value leaders.





FORD COUNTRY SQUIRES & COUNTRY SEDANS

Total performance in wagons, too? Naturally, when they're built by America's wagon specialist, Ford. For any load up to 8 ft. long, 5 ft. wide, nearly 3 ft. high and up to 1,000 lb. heavy, a Country Sedan or Country Squire is your wagon. They're big and brawny, yet they pamper up to 9 passengers with a ride that can only be compared to Ford sedans. Among other ways to tell Ford wagons: Wagon-size brakes . . . bigger than the already-big brakes on Ford sedans. The quickest-converting second seat in any 6-passenger wagon. Your choice of three V-8's up to 300 hp.*

**Optional*



Country Squire interior—one of five choices. Country Sedan offers four equally attractive trims all its own.

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive * Color and Upholstery Choices: 13 Colors in Diamond Lustre Enamel; 4 Color-Keyed All-Vinyl Trims (each model plus one cloth/vinyl in Squire) * Foam-Cushioned Seats * Color-Keyed Vinyl-Rubber Floor Mats (full carpeting in Squire) * Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior * Power Tailgate Window (Squires, 9-Pass. Sedan) * Electric Clock, Backup Lights (Squire) * Distinctive Chrome Body Trim (Sedan); Simulated Wood Body Trim (Squire) * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

(For Options and Accessories see page 23)

Basic Specifications

Length 209.8"/Width 80.4"/Height 57.9"
Wheelbase 119.0"/Curb Weight (approx.)
—Sedan 4134 lb., Squire 4149 lb./Cargo
Volume 99.2 cu. ft.

Country Sedan (left) and Country Squire (right) come in 6- and 9-passenger models, carry up to 99 cu. ft. of cargo.





TOTAL PERFORMANCE

GO! Get behind the wheel of a '64 Ford, point it down an open road and you'll get a demonstration of *total performance*. Eager response to the throttle puts you swiftly up to legal speed. And just as surely and smoothly, big Ford brakes bring you down to a full, straight-line stop. Put the new Ford into a curve and feel it "track" steady and true. Go winding down a country road and there's a feeling of precise control and handling ease. This is *total performance*.

Take your pick of 14 power teams (below). Six engines from thrifty Mileage Maker Six to husky High Performance V-8's. Four drives including fully synchronized 3- and 4-speed manuals, overdrive and 3-speed Cruise-O-Matic, the versatile automatic that gives you a choice of *two* drive ranges.

RIDE! So smooth and silent—hard to believe until you actually *try* a Ford for yourself. But when you do, you'll understand what Ford spent millions to achieve—a ride so solid, silent and smooth it surpasses every other car in Ford's field! And this too is *total performance*. Try it and see.

14 TOTAL PERFORMANCE POWER TEAMS

	ENGINE	CU. IN. DISPL.	MAX. HP @ 5000	MAX. TORQUE @ 3700	0-60/ STOPS*
1.	Mileage Maker Six	223	138 cc 4000	203 cc 2200	3.82 a 3.60
2.	Challenger 289 V-8	289	195 cc 4000	282 cc 2400	4.50 a 2.87
3.	Thunderbird 4V/352 V-8	352	250 cc 4480	352 cc 2800	4.80 a 3.50
4.	Thunderbird 4V/300 V-8	300	300 cc 4000	427 cc 2800	4.95 a 3.78
5.	Thunderbird 4V/427 High Performance V-8	427	410 cc 5600	476 cc 3400	6.23 a 3.78
6.	Thunderbird 4V/427 High Performance V-8	427	425 cc 6000	480 cc 3700	4.25 a 3.78

	ENGINE	COMP. RATIO (vs. 1)	CARB. & FUEL	TRANS. (other models)	OPTIONS* (other models)
1.	Mileage Maker Six	8.4	1 bbl. Reg.		A-B-C
2.	Challenger 289 V-8	9.0	2 bbl. Reg.	C	A-B-C
3.	Thunderbird 4V/352 V-8	9.3	4 bbl. Reg.	C	A-C
4.	Thunderbird 4V/300 V-8	10.1	4 bbl. Prem.	G-D	A-B-C-D
5.	Thunderbird 4V/427 High Performance V-8	11.5	4 bbl. Super Prem.	D	D
6.	Thunderbird 4V/427 High Performance V-8	11.2	5 bbl. Super Prem.	D	D

*Transmission by
A—Synchro-Smooth Drive (3-sp. man.)
B—Overdrive
C—Cruise-O-Matic Drive (3-sp. auto.)
D—4-Speed Manual (not avail. on wagon)

[Not avail. on wagon]

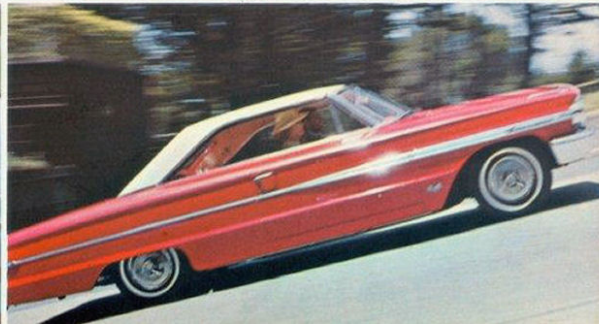
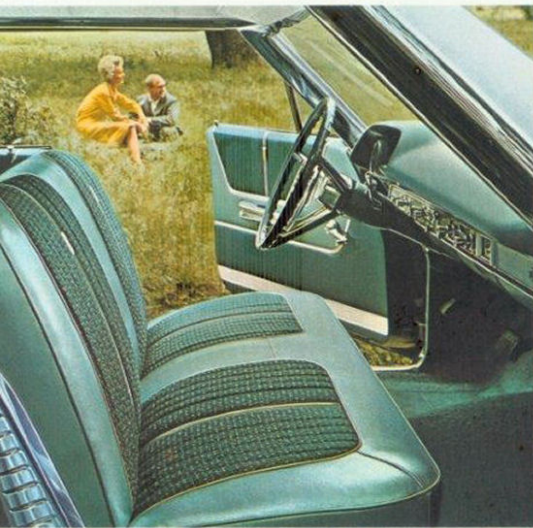


TOTAL PERFORMANCE (cont.)

You'll find the new Ford a big, comfortable car—the front floor “hump” is a third smaller, head room is increased. More stretch-out room than ever for six passengers; a spacious trunk. You'll appreciate the conveniences of a new Ford—from crank-adjusted vent windows to illuminated trunk. You'll take pride in its finely finished details—from brilliant Diamond Lustre Enamel to the precise cut and fit of the seat upholstery. You'll like the thrift and economy of a new Ford—half of Ford's engines use regular gas; Ford's Twice-a-Year (or 6,000-mile)

Maintenance features save time and expense, add to longer car life. You'll enjoy the solid, silent ride... the great way this car goes, handles and holds the road. And you'll appreciate the quality of this car... the total-car quality that makes possible this warranty: *Ford Motor Company warrants to its dealer, and its dealer, in turn, warrant to owners as follows: That for 24 months or for 24,000 miles (3 months or 4,000 miles on 427 High Performance V-8 engines and related power train components), whichever comes first, free replacement, including related labor, will be made by dealers of any*

part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranties referred to herein are applicable to products sold in the U.S.A. and in certain neighboring areas. But most of all, you'll like the total car—the way all these things add up to a finer '64 Ford. Test drive one today!



OPTIONS AND ACCESSORIES

Your Ford Dealer has over 75 separate options and accessories to help you *personalize* your new Ford. He'll gladly explain in detail the many to be had with the '64 Ford model you select. Moreover, you can depend on your Ford Dealer's helpful guidance in selecting options which will multiply your Ford's usefulness and enjoyment now as well as enhance its value later at trade-in. There are other benefits too. When you buy *genuine* Ford options and accessories from your Ford Dealer you're getting the best, designed and engineered for your car by Ford. What more could you ask in long-term satisfaction?

A. Select-Aire Conditioner: finest, latest-cooling air conditioner ever offered in a Ford. Powerful 3-speed blower, four adjustable outlets for full comfort control. **Ford Air Conditioner** (not shown) provides a moderately priced, highly efficient answer to sultry summer heat. **Radios:** both AM and AM/FM types. All-transistor. Push-button tuning. Full, rich tone.

B. Power Steering: reduces steering effort up to 85%. Makes parking, all low-speed maneuvering child's play. **C. Lifeguard Design Options:** padded instrument panel and cushioned visors (std. on convertibles) plus color-keyed seat belts (metal-to-metal or metal-to-velveting styles) in seven shades. Lifeguard Design standard equipment on all '64 Fords includes: safety-padded arm rests, deep-dish steering wheel, Safety-Yoke door latches and shatter-resistant mirror.

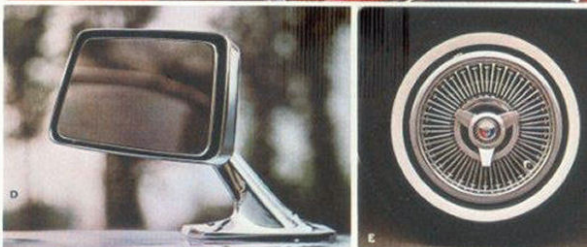
D. Remote-Control Outside Mirror: (one of several types of mirrors); simple toggle control permits quick, easy aiming without lowering window. **E. Deluxe Wheel Covers:** two styles—sports mold simulated wheel type (shown), or tastefully styled full-disc design. **F. Wagon Roof Rack:** adds flashing chrome highlights, greatly increases wagon carrying capacity.

- ALSO:
- Power Brakes
 - Power Windows
 - Power Seat
 - Swing-Away Wheel (standard steering wheel)
 - Courtesy Light Group*
 - StudioSonic Sound System
 - Automatic Speed Control
 - Convertible Tonneau Cover

*Includes lights for each tire, glove box, trunk, cargo area in wagon, parking brake signal, backup lights, hood and rear courtesy switches. Items also available separately.

PLUS: Two-Tone Paint • Tinted Glass • White Sidewall Tires • Windshield Washer and 2-Speed Electric Wipers • Conventional Rear Seat Speaker • Vinyl Roof (2-door hardtops) • Padded Vinyl Trim (Deluxe 500 sedans and hardtops) • Spotlight with Mirror • Electric Clock • Hood Ornament • Remote-Control Trunk Lid Release • Bumper Guards • Door Edge Guards • Rocker Panel Molding • Rear Fender Shields • Magic-Aire Heater • Tachometers • Power Tailgate Window (6-Pass. Country Suedes) • Cargo Mat • Rear Window Screen (wagons) and many others.

See page 11



1964 FORD SPECIFICATIONS

COOL AND UPHOLSTERY SELECTIONS: You have a choice of 13 '64 Ford single-tone colors or 14 two-tone combinations as durable, brilliant Diamond Luster Enamel. There are 42 upholstery choices: 13 cloth and vinyl combinations; 22 all-vinyl trims in wagons, convertibles and 500/XL; and 7 all-vinyl trims as optional in sedans and hardtops. Your Ford Dealer will be happy to show you actual samples of '64 Ford colors and upholstery.

TWICE-A-YEAR (or 6,000-mile) MAINTENANCE: The '64 Super Torque Ford gets 36,000 miles for 3 years whichever comes first, between major chassis lube, 8,000 miles (or 3 months) between oil changes and oil filter, or 12,000 miles (or 6 months) but no less service if it just good sense to see that it gets the best of your Ford Dealer's. His factory-trained mechanics and special tools add up to a great service combination you can get nowhere else! Other '64 Ford service savings include: engine coolant, antifreeze, installed at the factory, for 36,000 miles for two years; self-adjusting brakes; aluminum muffler; galvanized steel underbody parts to resist rust and corrosion.

FORD DESIGN: The way new Fords are built, plus the many features built into new Fords, you'll find add greatly to your enjoyment of any '64 Ford you choose. Among many highlights: fully insulated and Weather-Sealed Body; Wide-Contoured, Double-Frame Body; Economically Sound Insulated Engines; Parallel Action Single-Beam Front; Windshield Wipers, Safety-Swivel, Spotter-Assisted Rearview Mirror, Deep-Dish Steering Wheel with Chrome Horn Ring, Seat Side Shields, Front Seat Belt Anchors, Slip-On Parking Brake, Dual Sun Visors with Retention Clips, Crank-Adjusted Vent Windows; Lined and Illuminated Trunk Compartment; Center-Fill Fueling (except wagon); Quick-Convertng, Torsion Spring Axled Second Step (6-pass. wagons); Ribbed Vinyl Loadspace Floor (wagons); Carburetorized Topplate (wagons).

ENGINES: 128-1/2hp Milbro M68 6-cyl. (std. on all except 500/XL) - 223 cu. in. disp.; 3.67" bore x 2.67" stroke; 8.4 to 1 comp. ratio; reg. fuel, single-barrel carb.; manual choke; self-adjust. valves; all cop'y.; with filter change, 5 qt.

192-1/2hp Challenger 289 V-8 (std. on 500/XL, opt. on other models) - 289 cu. in. disp.; 4.08" bore x 2.87" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adjust. valves with hydraulic lifters; oil cop'y.; with filter change, 5 qt.

250-1/2hp Thunderbird 4V/352 V-8 (opt.) - 352 cu. in. disp.; 4.07" bore x 2.95" stroke; 9.3 to 1 comp. ratio; reg. fuel; 4-barrel carb.; auto. choke; self-adjust. valves with hydraulic lifters; oil cop'y.; with filter change, 6 qt.

300-1/2hp Thunderbird 4V/390 V-8 (opt.) - 390 cu. in. disp.; 4.07" bore x 3.78" stroke; 10.1 to 1 comp. ratio; reg. fuel; 4-barrel carb.; auto. choke; self-adjust. valves with hydraulic lifters; oil cop'y.; with filter change, 5 qt.; dual exhausts

410-1/2hp Thunderbird 4V/427 High Performance V-8 (with 11.5 to 1 comp. ratio and 4-barrel carb.) and **425-1/2hp Thunderbird 8V/427 High Performance V-8** (with 11.2 to 1 comp. ratio and 8-barrel carb.) also avail. for all models except wagons. Included in package required with high performance V-8's: 40-amp. alternator; 70-amp. battery; heavy-duty brakes; 15-in. wheels including simulated knock-off hub wheel covers on 500/XL models; 6.70 x 15 4-ply black-tread tubeless tires (7.10 x 15 convertibles); chrome engine dress up kit; heavy-duty springs; shock absorbers and rear axle. Other high performance options: restricted orifice system, "power pipes" (exhaust bypass). For further details consult your Ford Dealer.

ENGINE FEATURES: For greater economy and long life, Ford engines have short-stroke, low-friction design; full-flow disposable-type oil filter; crankcase emission control system; 12-volt electrical system; weatherproof ignition with constant resistance wiring and air-cooled distributor points; 66-plate, 55-amp. battery (78-plate, 66-amp. with 352 or 390 V-8's with automatic transmission); fully aluminum single muffler (steel mufflers of aluminum and stainless steel).

CLUTCH AND MANUAL TRANSMISSION: Semi-cumulative self-adjusting clutch with full-weighted levers for more positive engagement. Free diameter 9 1/2" with 5in. 10" with 289 V-8, 11" with other V-8's. New Synchro-Smooth Drive Transmission (std.) with

synchronized manual shifting in all three forward speeds. **4-Speed Manual** (avail. on all except wagons) fully synchronized with console-mounted stick shift on 500/XL models; floor-mounted stick shift on all other models; avail. on 390 or 427 V-8's. **Overdrive** (opt.) on all except 500/XL) - conventional 3-speed transmission plus an automatic 4th gear which cuts in above 28 mph, cuts out below 21 mph (approx.). Downshifts its direct by flooring accelerator. Lockout control on instrument panel.

CRUISE-MATIC DRIVE (std. in 500/XL with 289 V-8, opt. on others except with 427 V-8's). Features lightweight construction with cast-aluminum converter housing. Two selective drive ranges provide a choice of starts; 3-speed range starting in 1st at all normal driving; 2-speed range starting in intermediate for more sure-footed driving on slippery surfaces. Three forward gear ratios, one reverse. Vacuum-throttle control provides smooth, precise and permanently coordinated-with-engine shifting. Selector sequence: 500/XL's: P-R-N-D2-D1-L; all others: P-R-N-D-DRIVE-L. Effective engine braking in "L" position.

REAR AXLE: Semi-floating type with deep-foiled hypoid gears. Double-mounted drive pinion. Optional heavy-duty axle for cars used on wagons; any model with 390 V-8's with higher capacity wheel bearings, larger diameter shafts.

WIDE-CONTOURED FRAME: Strong box-section design with tuned frame, built-in body mounts and other refinements to reduce harshness and vibration for more luxurious ride. Convertible has 4 crossmembers plus 2 member, others have 5 crossmembers. Silleners extend outside passenger area for increased side protection.

FRONT SUSPENSION: Sweep-Back, Angle Poised Ball-Joint type with side-bar coil springs for softer ride. Acoustic Steering. New design feature allows front wheels to "roll with the punch" (move rearward slightly), thus diminishes effects of bumps and road faults. Ball joints packed with special 36,000-mile lubricant rated for full life seals. Front and rear rubber-bushed tie stabilizer to control roll on turns. Isolated roller wheel bearings with 24,000-mile check interval (repack as required).

REAR SUSPENSION: Asymmetrical, variable-rate design with rear axle located forward from center of springs for anti-dive and anti-squat on braking and acceleration. Extra-long leaf-type springs with wide spring base provide a soft, stable, level-riding ride.

STEERING: Recirculating ball type steering gear with anti-friction bearings throughout plus high numerical ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Nylon bearings in tie rod and pitman arm pivots are packed with special 36,000-mile lubricant retained by full life seals. Over-all steering ratio 30:1, with power steering, 23:1. Turning diameter approximately 41 ft.

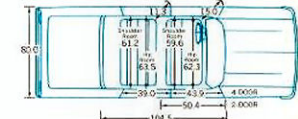
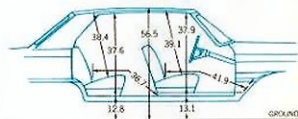
BRAKES: Self-adjusting, self-energizing design. Brakes adjust automatically when applied while car is moving backwards. Four-cylinder suspended pedal. Drum-mounted master cylinder. Grooved 11-in. composite drums. Total lining area is 254 sq. in. on wagons, 212 sq. in. on other models. Foot-operated parking brake. Optional power brakes have special low pedal.

TIRES: 4-ply rating, black-tread with Tires rayon cord. White sidewall tires optional. Safety-type tires. Basic sizes: Ford Custom - 2.00 x 14 on 5 1/2" tires with Six Weapons - 8.00 x 14 on 6" rims for other models; 7.50 x 14 and 8.00 x 14 sizes are determined in part by engine choice and special equipment such as air conditioning. See your Ford Dealer for specifics.

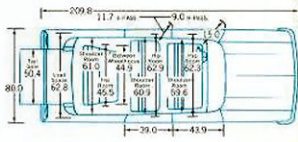
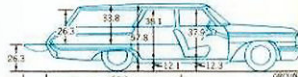
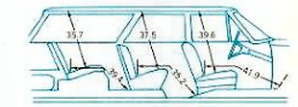
PRICES: All Power Accessories, Optional Equipment and Accessories as well as some items illustrated or referred to on catalog, optional or available are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or designs without notice and without incurring obligation.

SEDAN AND HARDTOP DIMENSIONS*



STATION WAGON DIMENSIONS*



*"W" wheelbase; wide track; 61.0" front, 60.0" rear

PRODUCTS OF  MOTOR COMPANY

Try TOTAL PERFORMANCE
For a Change!

FORD

Falcon - Fairlane - Ford - Thunderbird