

The liveliest, most care-free cars of the year are here!



The greatest auto show ever assembled under one dealer's banner is at your Ford Dealer's! For '63 there are four complete lines of fine cars from Ford! 44 different models, including the first **FALCON** convertible! The brand-new FORD **FAIRLANE** wagons and hardtops! The new Super-Torque FORD **GALAXIE**! The most luxurious **THUNDERBIRD** ever! Turn the page and start the fun.

FALCONS

Fifteen different kinds of fun in 15 spunky, spanking-new models . . . that's Falcon for '63! More fun to own, more lively fun to drive and more fun from the savings than ever before! You get more savings on service. America's all-time economy champ now has the Twice-a-Year (or every 6,000-mile) Maintenance features of the big Fords. You get top gas savings. The famed Falcon Six is still Mobil Economy king among 6's and 8's. And, true to its tradition, the '63 Falcon sports a low, low price tag . . . among the lowest for any American car! Name your kind of fun—Falcon's got it!

SPORTS SEDAN INTERIOR. Deep foam-cushioned bucket seats, handy mid-seat console, "bucket-styled" 3-passenger rear seat, deluxe appointments everywhere! Your kind of luxury? Name your choice of five trims.



FALCON 2-DOOR SEDAN. Here's the Falcon that turns other compacts green with envy. More room and comfort for six (with big 23.7-cu. ft. trunk), more big-car conveniences, top gas economy and service savings at a price less than nearly every other American car! (4-door also offered; both models available with Deluxe Trim Package at moderate added cost.)

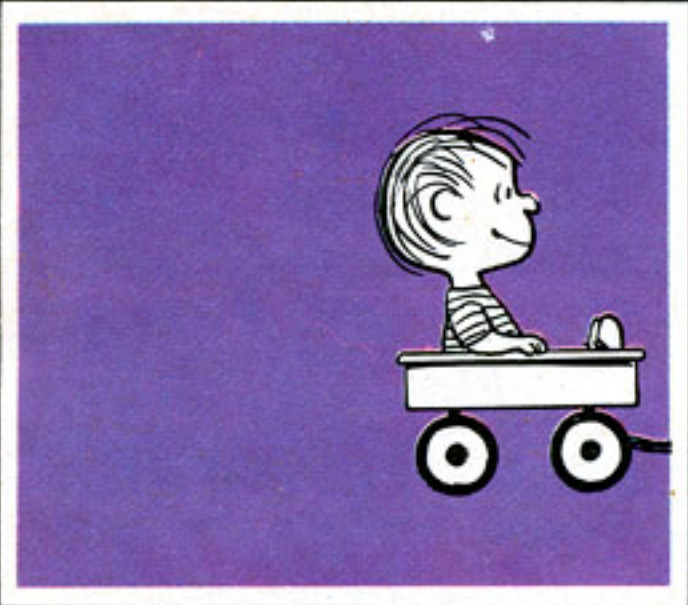


FUTURA 4-DOOR SEDAN. Brand-new Falcon luxury series from its Thunderbird roofline to its carpeted and "courtesy-lighted" interior. Smart, all-vinyl trim (five choices) is just one option. (2-door model also offered.)

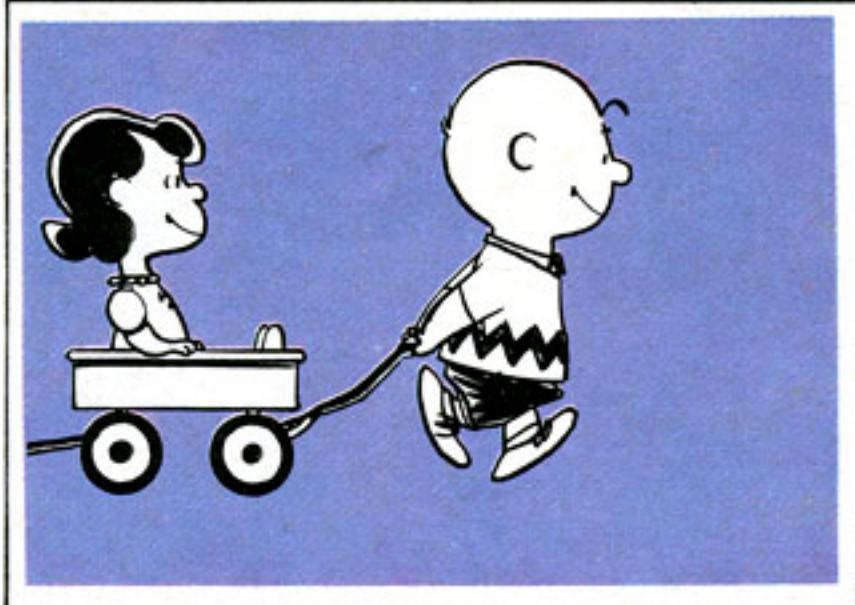


FUTURA SPORTS SEDAN. Try this one with the spirited 170 Special Six and floor-mounted 4-speed stick shift options. You'll know the fun that Falcon offers! (Vinyl-covered top is available in either black or white.)

Sedan Dimensions: Length 181.1"; Width 70.6"; Wheelbase 109.5"



6,000 MILES BETWEEN OIL CHANGES AND MINOR LUBES



36,000 MILES BETWEEN MAJOR CHASSIS LUBES

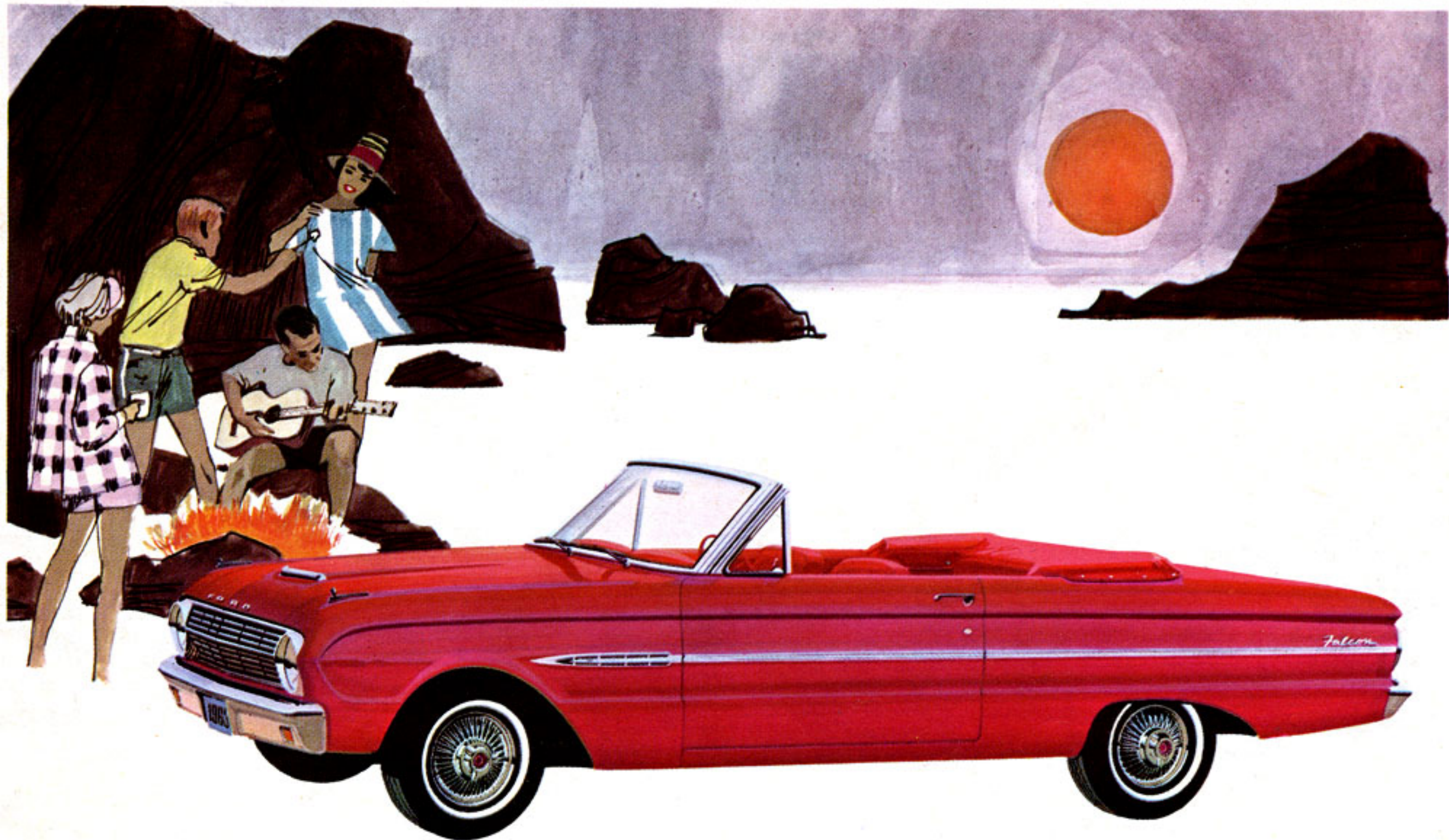
TWICE-A-YEAR MAINTENANCE.* Add up your savings with Falcon and all Fords: service stops at 6,000-mile intervals; 36,000 miles between major chassis lubes... 6,000 miles between oil and oil filter changes and minor lubes; 24,000 miles between service of front wheel bearings; a 36,000-mile fuel filter†, 24,000-mile Six air cleaner (30,000-mile V-8), 12,000-mile body lube; and 36,000 miles or two years between changes of engine coolant-antifreeze. Brakes and engine valves are self-adjusting‡, mufflers are fully aluminized, vital underbody parts are galvanized to resist rust. Ford's about as service-free as a '63 can be!

**All models except extra-duty wagons*

†406 V-8's: 6,000-mile fuel filter; valves manually adjusted

SCHULZ

Peanuts Characters © 1950 United Feature Syndicate, Inc.



SPORTS CONVERTIBLE. Newest and liveliest Falcon. Bucket seats, console, all-vinyl trim and 101-hp 170 Special Six are standard as is the power-operated top. (Futura Convertible with conventional seats also available.)

FALCON WAGONS

It would be hard to improve on Falcon wagons. After all, Falcon set the wagon standards for compacts. Big loadspace—76.2 cu. ft. of it. Big comfort—6-passenger room, foam-cushioned seats front and rear. Big convenience—roll-down tailgate window, quick-converting second seat, counterbalanced tailgate . . . many more. To these Falcon now adds Twice-a-Year Maintenance, sporty bucket seats* in the Squire and the peppery GO of 170 Special Six* and 4-speed floor shift* in all models. And these are just samples. See for yourself how America's popular compact wagon outdoes itself for '63!

**Optional*



FALCON 2-DOOR WAGON. True to the Falcon formula, you get sun visors, color-keyed 3-spoke steering wheel, front arm rests—even coat hooks—in this, the lowest-priced Falcon wagon! (Also offered in 4-door model.)



DELUXE 4-DOOR WAGON. Big doors swing wide to welcome a half dozen folks. Bright window frames, color-keyed mats, "courtesy-lighted" interior are a few of the features of this Falcon fun wagon. (2-door model also offered.)



DELUXE WAGON INTERIOR. Look at the others and Falcon looks even better! Here's one of four deluxe interiors: red leather-grained vinyls with mylar piping to separate bolsters and deep-pleated inserts. Moldings, steering wheel and floor mats are all beautifully color-keyed. Open either big front door and the interior is automatically "courtesy-lighted."



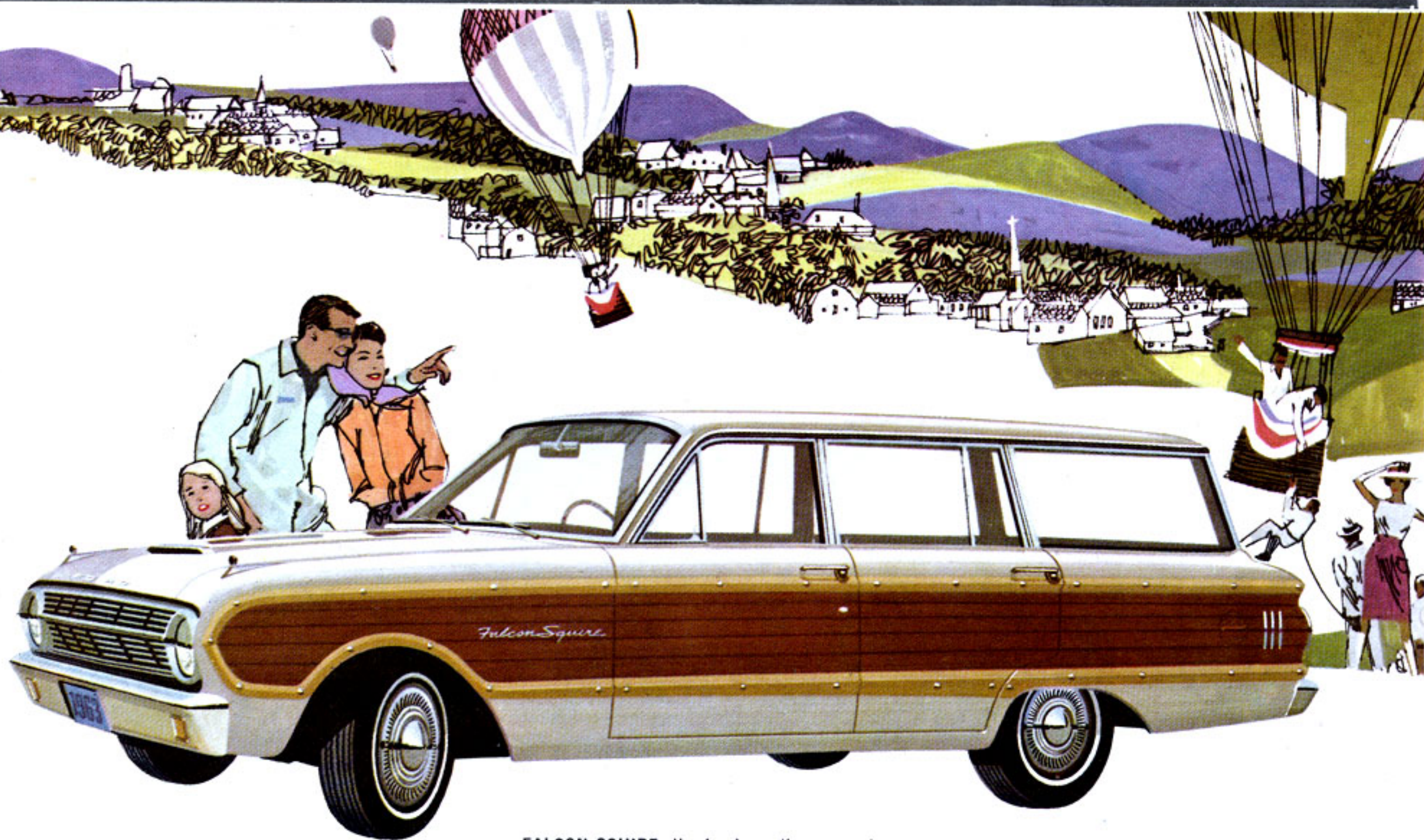
DELUXE CLUB WAGON. One of three Falcon extra-duty wagons. Here's wagon versatility and capacity such as you've never seen before! Seats 8 passengers with ease or stashes away 204 cu. ft. of cargo. Big double doors at curbside and rear make quick work of loading. (Also offered: Station Bus and Club Wagon models.)

Dimensions: Length 168.3"; Width 75"; Wheelbase 90"



FALCON LOADSPACE. Leave it to Ford, America's wagon specialist, to give you compact wagon loadspace like this. Length: nearly 9 ft. to end of open tailgate (over 7 ft. with tailgate closed). Width: up to 4¾ ft. Total: 76.2 cu. ft. of the most useful space in any compact!

POWER TAILGATE WINDOW (standard on Squire, optional on all others) lets you regulate ventilation under way from the driver's seat. Key in tailgate lock lets you regulate window from outside when parked.




FALCON SQUIRE. Here's where other compact wagons fall far behind. The Squire's simulated wood trim has the beauty of the real thing, with none of the bother. Bucket front seats and console are an elegant Squire option.

Wagon Dimensions: Length 189"; Width 70.6"; Wheelbase 109.5"

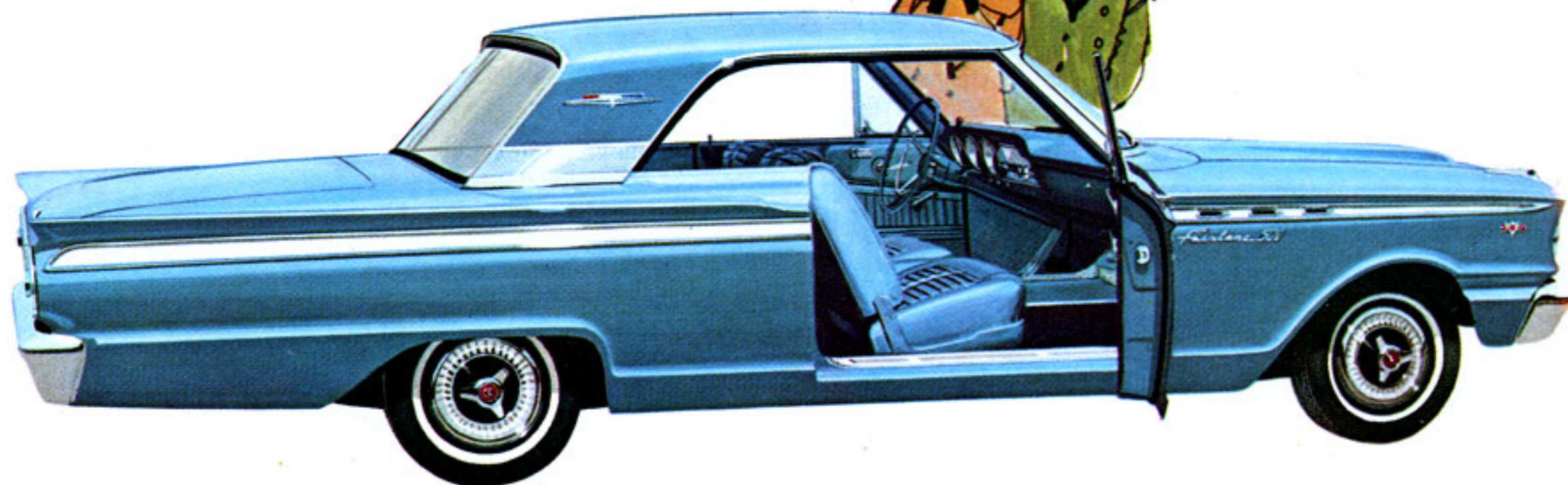
FORD FAIRLANES

Presenting for the first time a **full** line of Ford Fairlanes! The styling's new with crisp Thunderbird smartness. The choice is nine models wide—with a jaunty, bucket-seated Sports Coupe; a dashing hardtop; three big, brand-new 4-door wagons and four sedans. Each brings you full size **where it counts**. Big-car room, ride and performance wrapped up in a neat and nimble new size at a remarkably slim and saving price. Fairlane is an **exclusive** Ford idea. And exclusively Fairlane is the brisk liveliness of Challenger 260 and 221 V-8's.* With new Synchro-Smooth Drive (fully synchronized 3-speed manual transmission), lightning's the word for it! To add even more enjoyment to your driving, every Fairlane has all the service-saving features introduced by Ford Galaxie.

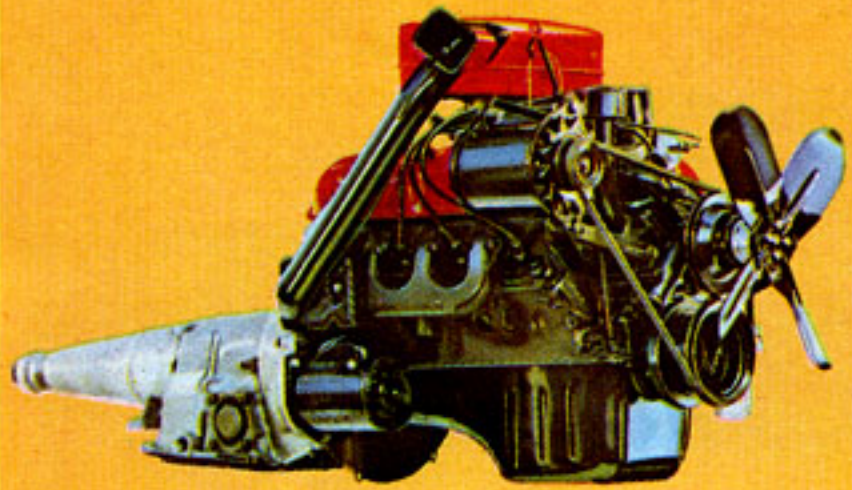
**Optional*



FAIRLANE 500 SPORTS COUPE. All new with the crisp, swift lines of Thunderbird. Inside it's just as elegant with bucket seats and all-vinyl trim. Two lively V-8 options make the going spirited, too!



Sedan Dimensions: Length 197.6"; Width 71.3"; Wheelbase 115.5"



CHALLENGER 260 V-8. Ford engine-building "firsts" give this hearty 164-hp V-8 (and its 145-hp Challenger V-8 brother) instant GO on regular gas! Three drives—including Fordomatic and Overdrive—available with either V-8 option.

SPORTS COUPE INTERIOR. Bucket seats, full-length "command console" in between, and leather-grained blue all-vinyl trim (one of five choices) are the purest luxury in this Fairlane 500. But the price tag—as with any Fairlane—is remarkably low by any comparison.



FAIRLANE 2-DOOR SEDAN. Roominess and comfort that rival big cars . . . low price and gas savings close to the compacts . . . convenience and service-saving features matched only by other Fords. That's Fairlane's winning combination! (4-door model also offered.)



FAIRLANE 500 4-DOOR SEDAN. (Also offered in 2-door model.) You can pay hundreds more and not get the quality or features of Fairlane or 500. You'd also miss the great ride, trim handling and slick parkability of these new-size cars. Why miss out when this year there are so many Fairlanes and 500's—hardtops, wagons and sedans—to choose from?



FAIRLANE 500 HARDTOP. Every bit as smart as the Sports Coupe, except that this one has conventional seats. Every bit as lively, too, with a Challenger V-8 and any one of three Fairlane transmission options!

FAIRLANE WAGONS

These three are bound to stir excitement in the wagon world. First, because they're true to the Fairlane formula: roomy as big wagons, yet trim and easy-handling as compact wagons. Secondly, because they're built by Ford, America's wagon specialist, they're loaded with great wagon features. Handsome yet rugged interiors . . . quick-converting second seats . . . counterbalanced tailgates with roll-down windows . . . to name a few. If you're a wagon fancier, be sure to see what Fairlane has done for wagons (and low wagon prices!).

REAR-FACING THIRD SEAT. A low-cost option that boosts any Fairlane wagon's capacity up to 8 passengers. Seat folds quickly into floor well for level loadspace, provides spacious, concealed compartment below floor.



RANCH WAGON. Four big doors take aboard a full complement of six with ease with 49.3 cu. ft. for luggage (plus 5.2 cu. ft. more below the floor). Fairlane wagon handling is just as easy as the price.



CUSTOM RANCH WAGON. Choice of four interiors, full deluxe trim and appointments plus generous room for people and space for cargo put this big, handsome Fairlane 500 in a class by itself.



FAIRLANE WAGON LOADSPACE proves this one packs away cargo like the big ones! Length: 9½ ft. to end of open tailgate (nearly 8 ft. with tailgate closed). Width: almost 5 ft. side to side. Add it all up and you have 86.2 cu. ft. of Fairlane space!

FAIRLANE SQUIRE. Wagon luxury only a Ford could offer. Distinctive simulated wood body trim, full carpeting, deep-pleated upholsteries, power tailgate window are but a few of Squire's standard features.



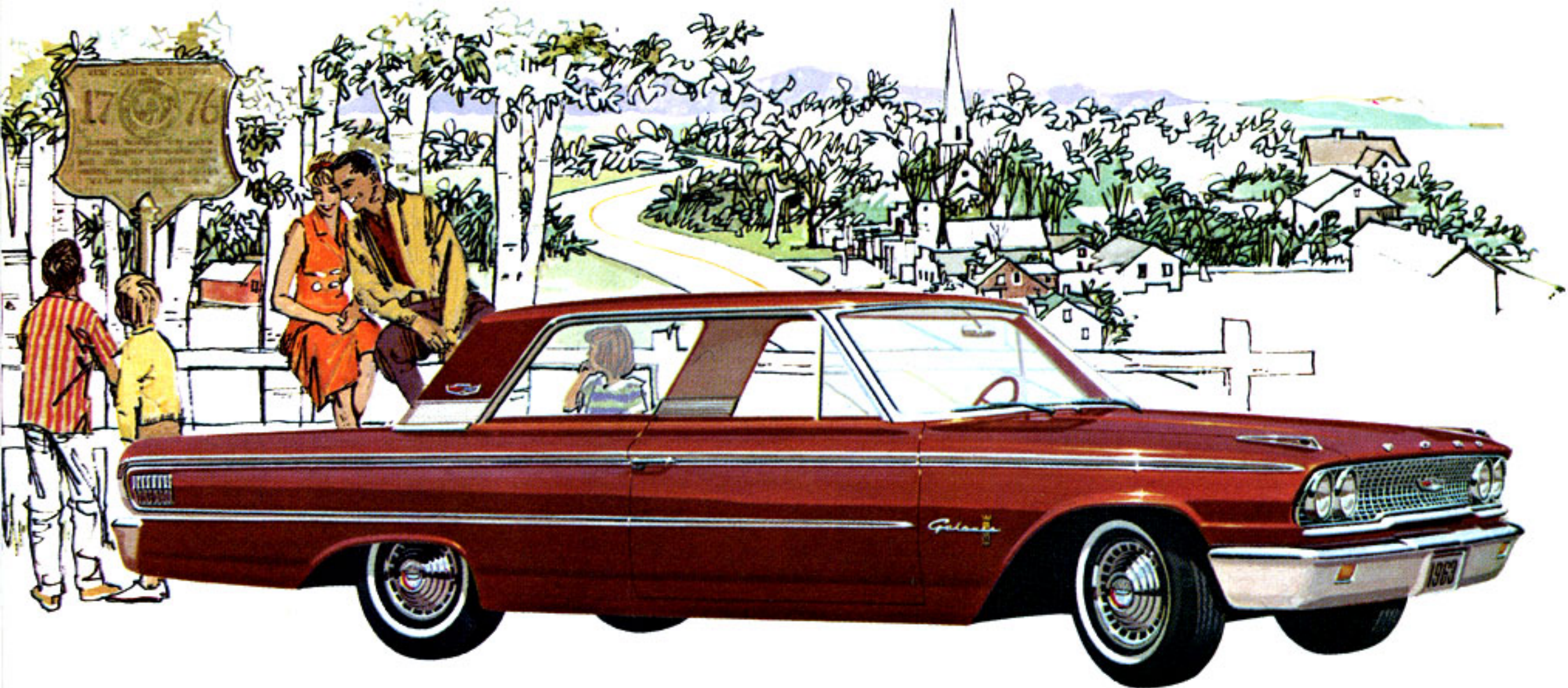
Wagon Dimensions: Length 201.8"; Width 71.3"; Wheelbase 115.5"

FORD GALAXIES

There's Thunderbird velvet in the 1963 Galaxie's all-new ride . . . nearest thing to flight itself. With road-taming improvements topped by new front and rear suspensions, Galaxie's ride and handling are so smooth . . . so effortless you'll have to try Galaxie to believe it! Matching this lavish ride is a live-it-up elegance inside and out, found only in cars costing hundreds more than Galaxie. Thunderbird-inspired bucket seats and console in 500/XL's . . . full-width seat in other models . . . full carpeting, crank vent windows, rich "courtesy-lighted" interiors. And wait till you feel the Super-Torque thrust of Galaxie's new Thunderbird power! You can choose from 19 power teams—six engines, five transmissions—including the new 164-hp Galaxie V-8* and Synchro-Smooth Drive, America's first fully synchronized 3-speed manual transmission. Maintenance? It doesn't come any easier. Galaxie's the car that pioneered the twice-a-year or 6,000-mile service schedule!

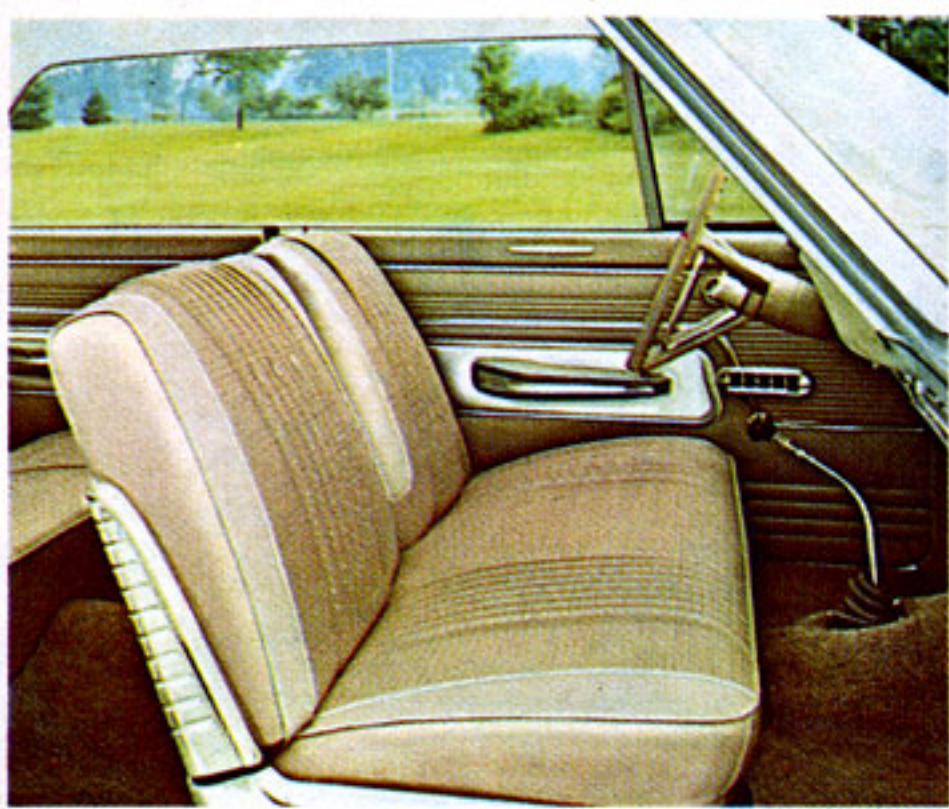
**Optional*

Sedan Dimensions: Length 209.9"; Width 80"; Wheelbase 119"



GALAXIE 500 2-DOOR HARDTOP. No other car can give you so much of the look, power and feel of the fabulous Thunderbird—especially when equipped with the 300-hp Thunderbird 390 V-8*! (4-door also offered.)

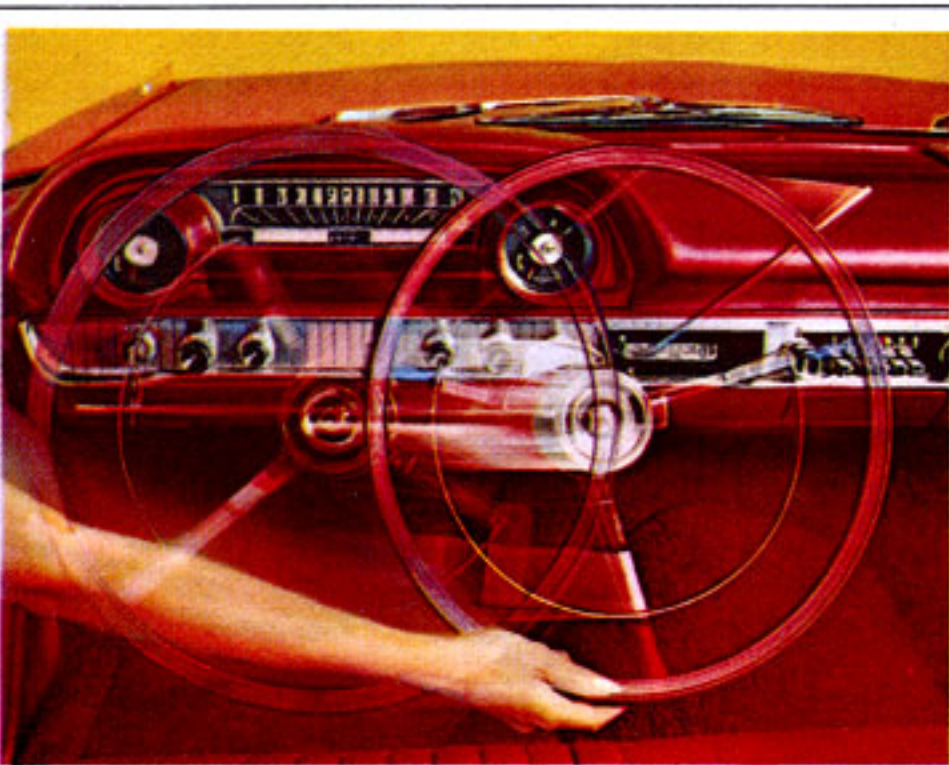
**Thunderbird's own engine (optional)*



GALAXIE 500 HARDTOP INTERIOR. Richly pleated cloth and vinyl are skillfully combined in this new gold trim, one of 12 choices (including five all-vinyl options). Galaxie seat is designed high, wide and posture-perfect. Contour-formed foam cushioning adds to supreme comfort. All the luxury touches are here, too—color-keyed carpet, seat side shields, arm rests, sun visors, "courtesy-lighted" interior.

SWING-AWAY WHEEL. † Available until now only in Thunderbird, the new Galaxie Swing-Away Steering Wheel moves aside a full 9 inches to let you in or out with far greater ease. Locks securely into position before car can be driven. Symbol of all that's Thunderbird-new and wonderful in '63 Galaxies.

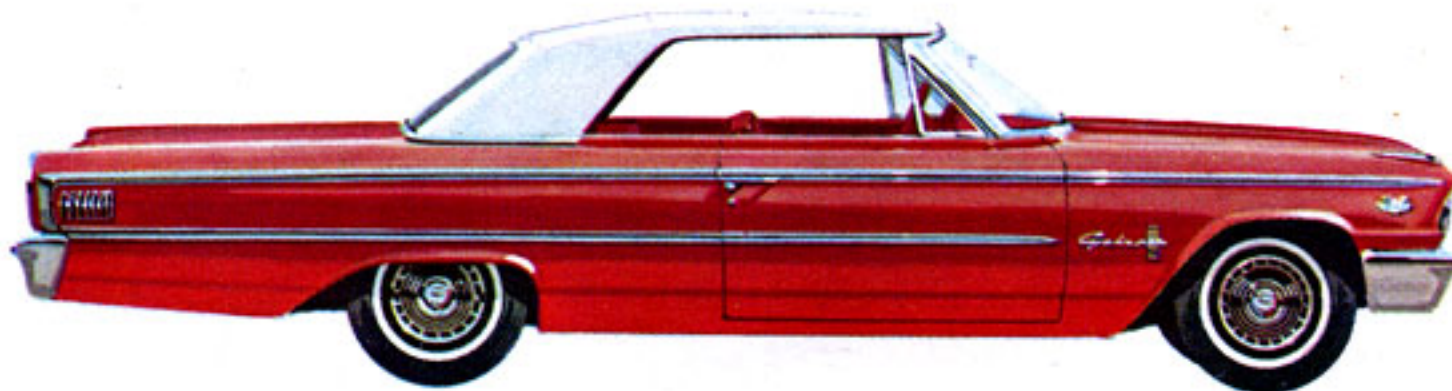
†Optional in combination with power steering and automatic transmission only



GALAXIE 2-DOOR SEDAN. Size, style and comfort have never been combined more beautifully or economically than in this Galaxie. Price tag makes it one of '63s greatest values. (Also offered in 4-door model.)



GALAXIE 500 4-DOOR SEDAN. Now there is less reason than ever for paying luxury-car prices. This one has the room, ride, the luxury and Twice-a-Year Maintenance plus a price tag that's Ford-low. (2-door also offered.)



GALAXIE 500 CONVERTIBLE. This is an action car and looks it. The lower roof, more rakish windshield give you a hint. Behind the wheel, confirmation comes from the surge of Thunderbird power up to 405 hp.* Proof indeed that nothing goes like Galaxie in '63!

*Optional

GALAXIE 500/XL's

XL stands for "extra luxury" and "extra lively." These special-edition Galaxies have the extras as standard equipment. Sports car flair with deep foam-cushioned bucket seats. Command console and "bucket-styled" rear seat. Choose fiery thrust up to 405 hp*—sports stick 4-speed or Cruise-O-Matic drives.* Wherever people who know cars gather, XL's are the new cars being talked about. But testing beats talking any time. Get behind the wheel of an XL and live it up!

**Optional*



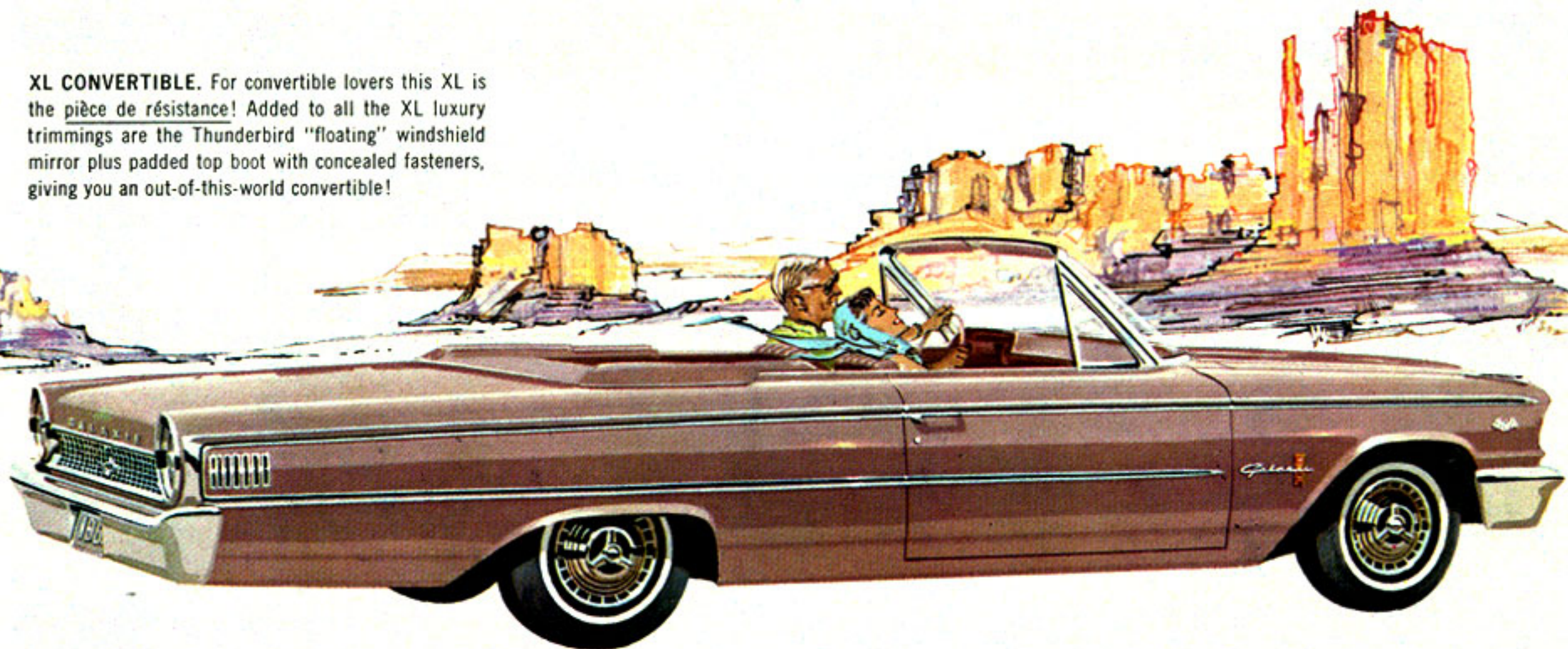
XL INTERIOR of beautiful bright red vinyl is one of seven trim choices. Full-length command console has short-shift sports stick forward, spacious personal storage compartment at rear. Unique dual courtesy-safety lights in the doors illuminate your way in, warn cars approaching from behind.

4-SPEED STICK SHIFT. Real sports car fun available with any one of four Thunderbird V-8's* in the 500/XL. Other transmissions available—two superb automatics—Fordomatic and Cruise-O-Matic.

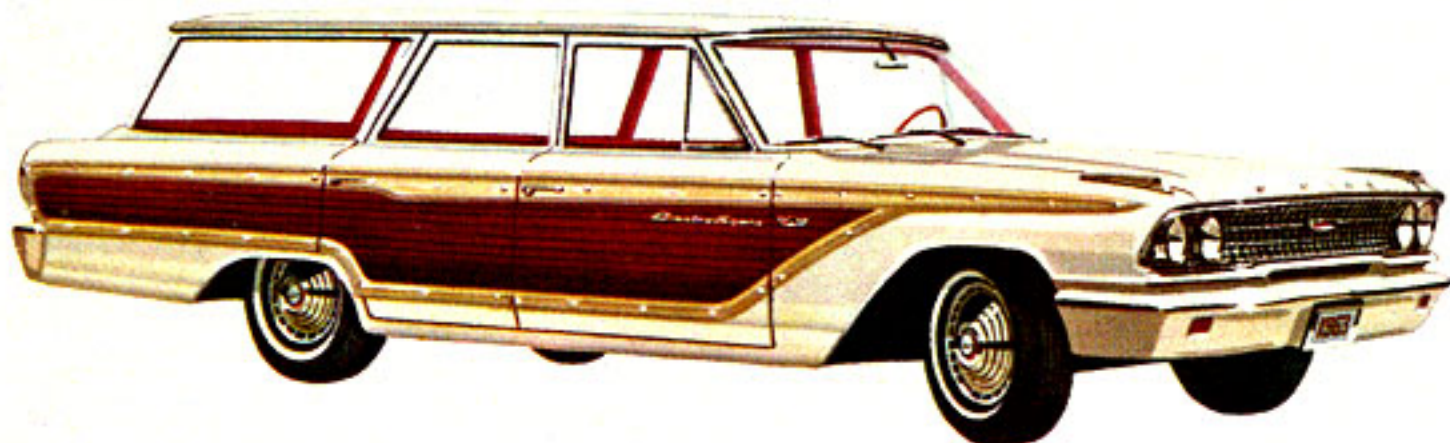


XL 4-DOOR HARDTOP. Newest member of an exclusive family . . . rival of the poshest foreign offerings—and for a good deal less money! (Also offered in 2-door hardtop.)

XL CONVERTIBLE. For convertible lovers this XL is the pièce de résistance! Added to all the XL luxury trimmings are the Thunderbird "floating" windshield mirror plus padded top boot with concealed fasteners, giving you an out-of-this-world convertible!



GALAXIE WAGONS



What makes a great wagon? Being America's station wagon specialist, Ford knows and the results are the big, beautiful Galaxie wagons you see pictured here. Big loadspace comes first. These Galaxies pack away 91½ cu. ft. of any kind of cargo. Comfort and convenience are wherever you sit and everywhere you look in these 6- and 9-passenger wagons. Count on these Fords, too, for service savings (Twice-a-Year Maintenance), lively Thunderbird V-8* power (up to 300 hp) and the glamour and luxury that goes with any Galaxie.

**Optional*

COUNTRY SQUIRE. Distinctive simulated wood body trim and interior luxury rivaled only by other Galaxies mark this as king of wagons. (Available in 6- or 9-pass. models.)

COUNTRY SEDAN. What's your pleasure—northern camping vacation, Little League team trip or supplies for a big do-it-yourself project? Load 'em all in this one and see what a great traveling companion it is! (Available in 6- or 9-pass. models.)



GALAXIE WAGON LOADSPACE. Most convenient (91½ cu. ft.) in the wagon world! It's flat, level and all in one place. Load floor stretches over 10 ft. to end of open tailgate (over 8 ft. with tailgate closed)! Load floor is over 5 ft. wide. Handy, handsome and holds nearly anything—that's a Galaxie wagon—Country Squire or Country Sedan!

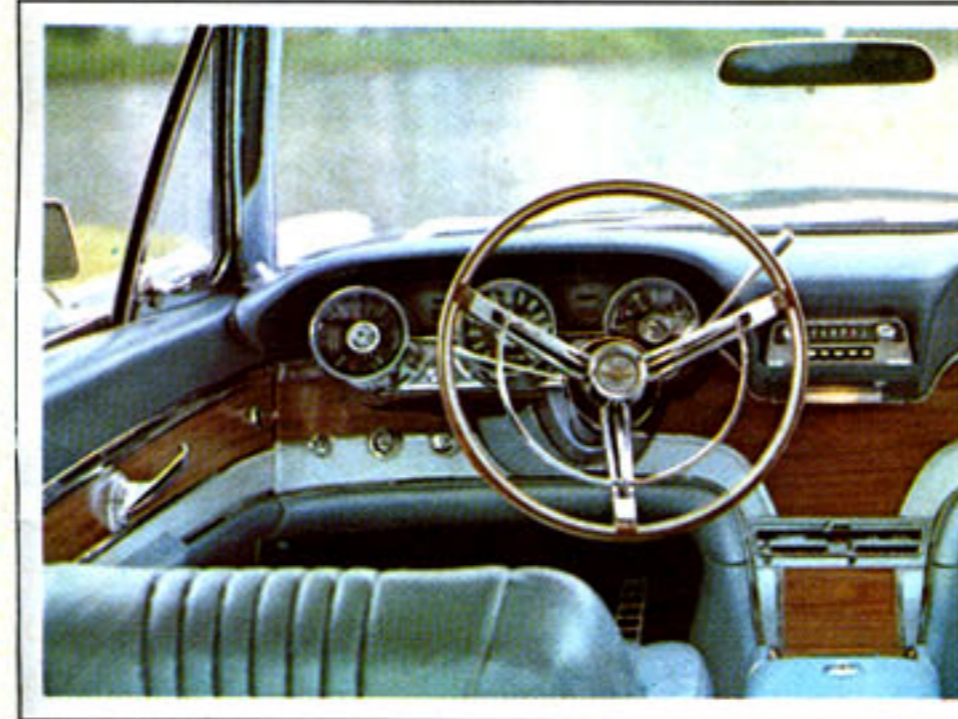
Wagon Dimensions: Length 209.9"; Width 80"; Wheelbase 119"

THUNDERBIRDS

Unmatched . . . unmistakable . . . unique in all the world. This is Thunderbird for '63, a bold thrust into tomorrow. Here are blended all the qualities that make an automobile a proud possession. In each of its four distinct personalities—Landau, Hardtop, Convertible and Sports Roadster—Thunderbird is yours, personally, as no other car can be!



THUNDERBIRD INTERIOR. This is where the new trend in American car luxury began. The deep foam-cushioned bucket seats . . . the original trend-setting console . . . the bucket-tailored rear seat . . . the richly pleated fabrics in nearly a score of trim choices. Thunderbird luxury has its imitators, to be sure. But who can copy an original and ever hope to be better than "second best"?



THUNDERBIRD INSTRUMENT PANEL. Here the Landau, with its rich walnut-finished applique, illustrates how Thunderbird combines style and function. Swing-Away Steering Wheel is a Thunderbird convenience innovation without peer.



THUNDERBIRD HARDTOP. This classic profile tells you whence came the inspiration for the styling of so many new cars. At the wheel you can sample performance that serves as inspiration for most American cars as well.



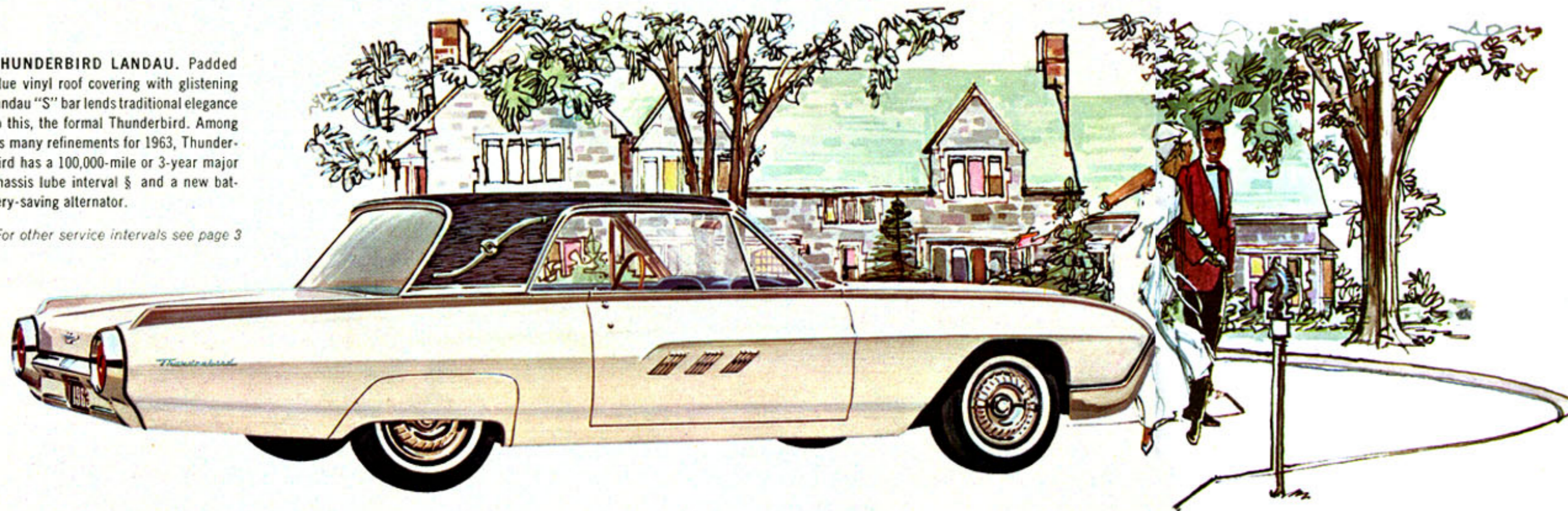
THUNDERBIRD CONVERTIBLE. From its unique "floating" mirror bonded directly to the windshield to its disappearing top, this is the car every convertible lover wants to own. (Top completely concealed under the smooth, flowing rear deck is another Thunderbird idea.)



THUNDERBIRD SPORTS ROADSTER. As shown, it's a 2-passenger convertible; remove the tonneau and you have a 4-seater. Either way, with the 300-hp Thunderbird 390 V-8 (340-hp High-Performance V-8 available) you have a very capable performer over any portion of the American Road!

THUNDERBIRD LANDAU. Padded blue vinyl roof covering with glistening landau "S" bar lends traditional elegance to this, the formal Thunderbird. Among its many refinements for 1963, Thunderbird has a 100,000-mile or 3-year major chassis lube interval § and a new battery-saving alternator.

§For other service intervals see page 3



Dimensions: Length 205"; Width 76.5"; Wheelbase 113"

THE FORD FINDER

(A complete guide to America's liveliest, most care-free cars!)

2-DOOR SEDANS



FALCON #



FALCON FUTURA



FALCON FUTURA SPORTS SEDAN*



FAIRLANE



FAIRLANE 500



GALAXIE



GALAXIE 500

4-DOOR SEDANS



FALCON #



FALCON FUTURA



FAIRLANE



FAIRLANE 500



GALAXIE



GALAXIE 500

2-DOOR HARDTOPS



FAIRLANE 500



FAIRLANE 500 SPORTS COUPE*



GALAXIE 500



GALAXIE 500/XL*



THUNDERBIRD*



THUNDERBIRD LANDAU*

4-DOOR HARDTOPS



GALAXIE 500



GALAXIE 500/XL*

CONVERTIBLES



FALCON FUTURA



FALCON FUTURA SPORTS CONVERTIBLE*



GALAXIE 500



GALAXIE 500/XL*



THUNDERBIRD*



THUNDERBIRD SPORTS ROADSTER*

2-DOOR WAGONS



FALCON



FALCON DELUXE

4-DOOR WAGONS



FALCON



FALCON DELUXE



FALCON SQUIRE†



FAIRLANE RANCH WAGON



FAIRLANE CUSTOM RANCH WAGON



FAIRLANE SQUIRE†



GALAXIE COUNTRY SEDAN



GALAXIE 9-PASS. COUNTRY SEDAN



GALAXIE COUNTRY SQUIRE†



GALAXIE 9-PASS. COUNTRY SQUIRE†

EXTRA-DUTY WAGONS



FALCON STATION BUS



FALCON CLUB WAGON



FALCON DELUXE CLUB WAGON

#Deluxe Trim Package available *Bucket Seats and Console standard †Bucket Seats and Console available

For 1963, the cars from Ford come in more than forty deliciously different flavors—one for every taste, every need, every budget. These are the cars of the Care-Free State—all built to the highest standard of quality on the American Road. They're solid, they're silent, they're designed to last and last and last. And all '63 cars from Ford* are equipped with Ford-pioneered, service-saving features that reduce routine maintenance to just two convenient stops a year—or once every 6,000 miles.

*Except Falcon Station Bus and Club Wagons. For details on these models, including service intervals, ask your Ford Dealer for a copy of the extra-duty wagon folder.



Comparative information and specifications in this folder were in effect at the time of approval for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or design, without notice and without incurring obligation.

Optional Equipment and Accessories, illustrated or referred to as options, optional or available in this folder are extra cost. For the price of the Falcon, Fairlane, Galaxie or Thunderbird with the optional equipment and accessories you desire, see your Ford Dealer.

PRODUCTS OF

MOTOR COMPANY

O'CONNELL'S
FORD - MERCURY
MARSHALL, MINNESOTA

YOUR FRIENDLY FORD DEALER