



1964 Ford Galaxie 500/XL 2-Door Hardtop



1964 Thunderbird Convertible



1964 Fairlane 500 Sports Coupe



1964 Falcon Futura Sports Coupe

*The TOTAL PERFORMANCE
Cars for 1964*

FORD

FALCON • FAIRLANE • FORD • THUNDERBIRD

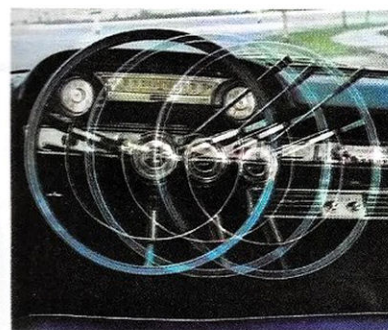
Ford for 1964 Offers a Whole New Line of TOTAL PERFORMANCE Cars!



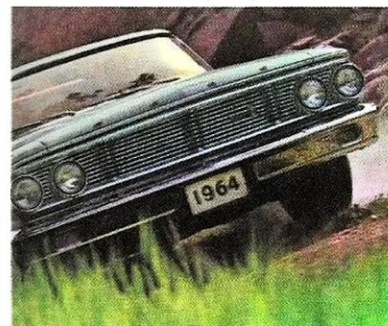
New Ford: Luxurious Shell Seats



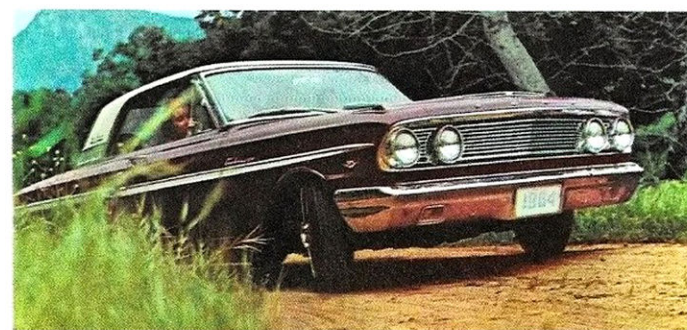
New Thunderbird: New Trend-Setting Ideas



New Ford: Swing-Away Wheel†



New Ford: Solid and Silent



New Fairlane: Family Size with Sports-Car Feel



New Falcon: Same Great Savings . . . All-New Style

Races and rallies, economy runs, braking and acceleration tests have bred into the new '64s from Ford the kind of total performance you just can't create on the test track alone. They are hard-muscled, fast-moving, sure-footed. Open competition made them that way. Competition also made them far more durable, easier to control, with greater freedom from vibration. Everything about them has been refined, sharpened, gentled . . . and tested to the ultimate limits of effort. The '64 **SUPER TORQUE FORD** is hundreds of pounds stronger, smoother, steadier than the other cars in its field . . . with luxury and styling you'd expect in cars costing much more. The new '64 **FAIRLANE** has a combination of family-size room and sports-car feel that will change your mind about how much you can get at so low

a price. The new '64 **FALCON** retains its famous economy, but everything else is changed . . . new style, new comfort and the plushiest ride ever built into a compact. **THUNDERBIRD** for 1964 is a new departure in the Thunderbird tradition. Introducing the Silent-Flo ventilation system (one of many '64 innovations), the new Thunderbird is still the industry's trend-setter . . . still unique in all the world. These are the total performance cars from Ford . . . sedans, hardtops, convertibles and wagons . . . 44 models in all. Before you buy any car you owe it to yourself to drive one of these new cars from Ford. See them—test-drive one—at your Ford Dealer's.

Try TOTAL PERFORMANCE from Ford!



1964 SUPER TORQUE FORDS

These are the '64 Super Torque Fords . . . measurably stronger, steadier, smoother than any other cars in their class. Their quality marks them the finest Fords ever built. Your choice of 16 models*, 9 power teams, 31 interior trims, options and accessories to fit every individual taste. Ford is so dramatically changed you'll have to drive it to believe it!

1. FORD GALAXIE 500/XL 2-DOOR HARDTOP. Its fastback roofline is one of three distinctive '64 Ford silhouettes. New shell seats, console, leatherlike vinyl trim . . . all standard.

2. FORD GALAXIE 500 4-DOOR HARDTOP. The second '64 roofline . . . another smart new Ford profile. Solid road-holding, silent ride, effortless handling come naturally with Ford's total performance.

3. FORD GALAXIE 500/XL CONVERTIBLE. The first new convertible with a clear, safety glass rear window plus shell seats, console, all 500/XL touches that tab this a luxury convertible . . . at a Ford price. 500/XL power team is lively 220-hp Thunderbird 352 V-8 with cream-smooth Cruise-O-Matic. (You can have V-8 options up to 300 hp on '64 Fords.)

4. FORD GALAXIE 500 4-DOOR HARDTOP INTERIOR. New luxury touches tell only part of Ford's new inside story. Front floor "hump" is a third smaller, head room is increased, there's more stretch-out room than ever for six people. Get the feel of this new Ford on the road—you'll agree.

5. FORD GALAXIE 500 4-DOOR SEDAN. Here's Ford's third new roofline. Quality-check the '64 Ford. The silent smoothness of its ride . . . its solid-closing doors . . . its sparkling trim and finish. This is Ford quality—finer than ever!

*See back cover for full model line-up





1964 SUPER TORQUE FORDS (Cont'd)

6. FORD CUSTOM 500 2-DOOR SEDAN. From carpeted floors to lighted trunk, this new Ford series has the luxury of much costlier cars. And with Ford-pioneered Extended Maintenance intervals plus service-saving features (see back cover), it's in a thrifty class all by itself.



7. FORD CUSTOM 4-DOOR SEDAN. The Custom series could fool you. It looks expensive but isn't. Here are full-size Ford room and comfort . . . the solid, silent Ford ride . . . many Ford features that other cars simply don't have. By any point of comparison, the Custom is big car value at its best!



8. FORD COUNTRY SQUIRE. Total performance wagons, too? Naturally, when built by Ford, the wagon specialist! Take the Country Squire (in either 6- or 9-passenger size). Smart, simulated wood body trim. Elegant interiors. Power tailgate window. Yet the Squire is husky enough to haul nearly a half ton of cargo!



9. FORD COUNTRY SEDAN. Moderate price, big capacity (over 99 cu. ft.), easy loading, smooth riding and handling. These are just a few of the Country Sedan's strong points. 6- or 9-passenger models. V-8 options up to 300 hp. (Squire, too.)



1964 FAIRLANES

What makes Fairlane a hard-to-beat combination? Family size. Sports-car feel. Big-car ride. Fine-car quality. Budget-wise price. Ford's famous service savings (see back cover). And to prove the combination almost unbeatable . . . over half a million mighty happy Fairlane owners!

1. FAIRLANE 500 SPORTS COUPE. Of the eight new Fairlanes*, this one is tops in pure, concentrated excitement. Smart, new Fairlane style with a sports touch inside and out. Power choices for all

Fairlanes include four engines (up to 195 hp), five transmissions (topped by brand-new 3-speed Cruise-O-Matic), power steering†, power brakes‡. Like all new Fairlanes, this one has the superb ride, quick handling, solid road-holding and sure braking that add up to total performance.

2. SPORTS COUPE INTERIOR. Bucket seats, console, and leatherlike all-vinyl trim (3 choices) for luxury . . . family-size room all around for comfort. Its low price is a pleasant surprise.

3. FAIRLANE 500 2-DOOR SEDAN. Roomy comfort to pamper six people. Handling to make parking a snap. A ride that is even smoother, quieter than before. Don't miss test-driving a Fairlane at your Ford Dealer's now!

4. CUSTOM RANCH WAGON. This Fairlane is winning over wagon fans every day with its low Fairlane price, trim Fairlane handling and whopping cargo capacity (98.6 cu. ft.)! (Rear-facing 3rd seat option boosts passenger capacity up to eight people.)

†Optional

*See back cover for full model line-up



1964 FALCONS

Falcon's kept its famous economy, but everything else is changed. A million dollars' worth of good looks. The finest ride ever in a compact. A 6 that holds the all-time Mobil Economy Run record for 6's and 8's. A V-8 that made history at the Monte Carlo Rallye. Get reacquainted with Falcon—drive one of 17 new Falcons*—soon!

1. **FALCON FUTURA HARDTOP.** Crisp new style, smart new luxury. Superior Falcon-size convenience and

comfort. Plus total performance: eager response, sure-footed going, trim handling. No compact—not even Falcon—ever offered so much before!

2. **FALCON SPRINT CONVERTIBLE.** To bucket seats and console, add sports-type steering wheel, eye-level tachometer, wire wheel covers. All are standard on Sprints. So are the ease of a power-operated top . . . the snap of the 164-hp Sprint 260 V-8.

3. **FALCON FUTURA 4-DOOR SEDAN.** Roomy comfort for six (spacious trunk, too!) plus Futura luxury have made

*See back cover for full model line-up



Falcon famous. Tempting options: 164-hp Challenger 260 V-8, power steering.

4. **FUTURA INTERIOR.** Step in through wide-opening doors. It's carpeted, courtesy-lighted. Foam-cushioned seat, arm rests, greater driver convenience. And all the smartness of new Falcon styling!

5. **FALCON 2-DOOR SEDAN.** One of Canada's lowest-priced 6-passenger sedans! Yet even this Falcon (see back cover) includes Ford's famous Extended Maintenance intervals and service-saving features!

6. **FALCON 4-DOOR DELUXE WAGON.** Handy as it is handsome. Solid as it is spacious (cargo space: 78½ cu. ft.)! And "loaded" with convenience. That's the way Ford the wagon specialist builds 'em!

7. **DELUXE CLUB WAGON.** One of a special breed of Falcons (three models called Extra-Duty Wagons) that carries up to eight passengers, over 190 cu. ft. of cargo!

8. **FALCON SQUIRE.** Woodlike body trim. Carpeted floors. Power tailgate window. Just a few highlights of Canada's most distinctive compact wagon.

1964 THUNDERBIRDS

The look is new—yet so typically Thunderbird. Interiors are new and crafted with Thunderbird elegance. The new ideas are those you have come to expect from Thunderbird, the innovator. Thunderbird remains personally yours . . . unique in all the world.

1. THUNDERBIRD HARDTOP. New 15-inch wheels increase brake cooling. The ride is even smoother and more hushed . . . the handling obedient as only Thunderbird can be.

2. THUNDERBIRD CONVERTIBLE. Two of many features that make this car unique: a top that conceals itself under the clean rear deck; a peerless power team (300-hp Thunderbird 390 V-8 and Cruise-O-Matic Drive).

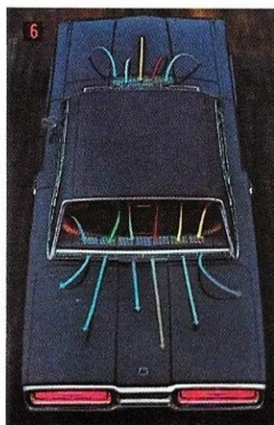
3. THUNDERBIRD INTERIOR. A new kind of luxury. Cove rear seat with folding center arm rest. Shell front seats provide new comfort (plus more rear passenger foot and knee room). New console with arm rest.

4. THUNDERBIRD LANDAU. Graced by regal vinyl top and glistening "S" bars. Rich simulated wood graining in instrument and door panels is another Landau hallmark.

5. FLIGHT-DECK INSTRUMENT PANEL (shown in Landau). Instrumentation, controls have jet-age efficiency and style. Swing-Away steering wheel with padded hub is but one example of the luxury equipment which comes standard on every Thunderbird.

6. SILENT-FLO VENTILATION SYSTEM. A trend-setting Thunderbird idea. Controlled stream of fresh air flows through the car. Smoke, stale air are expelled through rear outlet. Windows rolled up, you enjoy a ride free of outside noise, the freshest air regardless of the weather. (Hardtop and Landau.)

7. DEEP-WELL TRUNK. All-new trunk design with deep-well center section permits luggage to be loaded upright. Adds greater ease, even more convenience to Thunderbird travel.



1964 Total Performance Line-up

SUPER TORQUE FORDS

FORD CUSTOM

2-door Sedan
4-door Sedan

FORD CUSTOM 500

2-door Sedan
4-door Sedan

FORD GALAXIE 500

2-door Sedan
4-door Sedan
2-door Hardtop
4-door Hardtop
Convertible

FORD GALAXIE 500/XL

2-door Hardtop
4-door Hardtop
Convertible

SUPER TORQUE FORDS (cont.)

WAGONS

Ford Country Sedan
Ford Country Squire
(6 or 9 pass.)

FAIRLANE

FAIRLANE

2-door Sedan
4-door Sedan

FAIRLANE 500

2-door Sedan
4-door Sedan
2-door Hardtop
2-door Sports Coupe

FAIRLANE (cont.)

WAGONS

4-door Ranch Wagon
4-door Custom Ranch
Wagon

FALCON

FALCON

2-door Sedan*
4-door Sedan*

FUTURA

2-door Sedan
4-door Sedan
2-door Hardtop
2-door Sports Hardtop
2-door Convertible
2-door Sports Convertible

FALCON (cont.)

SPRINT

2-door Hardtop
2-door Convertible

WAGONS

2-door Station Wagon
4-door Station Wagon
Deluxe 4-door Station
Wagon
4-door Squire
Station Bus
Club Wagon
Deluxe Club Wagon

THUNDERBIRD

Hardtop
Landau
Convertible

*Convenience package optional

EXTENDED MAINTENANCE INTERVALS. The '64 total performance cars from FORD go 36,000 miles or 3 years* between major chassis lubrications; 6,000 miles or 6 months between oil changes and minor lubrications, under normal driving conditions as outlined in owner manuals. In fact, every '64 car built by Ford needs 'so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His registered technicians 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, good for 36,000 miles or two years; self-adjusting brakes; aluminized mufflers; galvanized underbody parts to resist rust and corrosion; and warranted for two years or 24,000 miles.



*Except Extra-Duty Wagons each 6,000 miles or 6 months;
Thunderbird each 100,000 miles or 3 years.

Ford Motor Company of Canada, Limited

The specifications contained herein were in effect at the time this catalogue was approved for printing. However, because of continuing product improvements and refinements Ford Motor Company of Canada, Limited reserves the right to change specifications or design at any time, or discontinue models without notice and without incurring obligation. Mileage figures quoted herein refer to normal driving conditions.

**FOR RIGHT HAND DRIVE MODEL SPECIFICATIONS,
CONSULT YOUR FORD DEALER**

Note: "352" engine not available Right Hand Drive