Coming Tomorrow

The Classic Ford Look for 1961

GALAXIE TOWN VICTORIA—one of Ford of Canada's fine cars . . . built in Canada

Canada's First Carefree Car

The automobile news for 1961 is all Ford. Carefree features combined with the Classic Look make these exciting new Fords a pleasure to drive . . . rewarding to own. Here's a car that promises lower upkeep and less operating expense. Here's a car that offers you elegance in every line. Although '61 Fords are shorter and narrower outside than last year, they still have every bit as much room on the inside where it counts. Pick out the car that's just right for you from a brilliant range of colours and models . . . slip behind the wheel and enjoy a new kind of comfort and ride. Drive a carefree '61 Ford soon at your Ford Dealer's.

Here's why '61 Ford is Canada's First Carefree Car

Cleans its own oil—The unusually thorough oil filtering system gives up to 4,000 carefree miles between oil changes. This means just two or three changes a year for most drivers.

Takes care of its own finish—Carefree Diamond Lustre Finish keeps its shine, never needs waxing.

Protects its own body—All vital underbody parts are specially processed to resist rust and corrosion; even the panels beneath the doors are galvanized. All bright-metal trim is designed to have double the usual trim life.

Adjusts its own brakes—The new, carefree brakes automatically adjust themselves for wear. Ford carefree brakes are designed to provide longer lining life and sure, straight stops.

Guards its own muffler—Carefree Ford mufflers are double-wrapped and aluminized to normally last three times as long as ordinary mufflers.

Lubricates itself—Through improved engineering your new Ford will normally go 30,000 carefree miles without chassis lubrication. To many drivers, this means no chassis lubrication for the entire ownership of a 1961 Ford.

ANOTHER FORD FIRST: The written warranty on all 1961 Ford Cars is now extended to 12,000 miles or one full year, whichever comes first

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(Certain items illustrated are optional at extra cost.)

Your Ford dealer has the carefree car you want!

FORD
MONARCH
FALCON

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PRINCE RUPERT, B.C.