

FORDS OF THE SIXTIES



Michael Parris
Foreword by Edsel B. Ford II



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Foreword



How are we to remember an American decade—by a set of footprints left on the moon? My great-grandfather, Henry Ford, suggested a different way of looking at history. Unsatisfied with facts and dates “pressed dead in a book,” he believed we could learn more about people, their visions and their aspirations by looking at their material creations. Many of us believe that the cars of the '60s are classic representatives of that decade.

The freedom and mobility of the automobile is a metaphor for the independence of the decade in which the baby boomers came of age. No company was more taken up with expressing that daring, youthful exuberance in our cars than Ford Motor Company.

The decade started with the power and elegance of the Ford Galaxies and Thunderbirds. Who can forget the affordable Falcons and the exciting, all-new Mustang, the car that created its own segment? My father, Henry Ford II, was behind the wheel at Ford throughout the '60s, and no one was more taken up with the combination of styling and performance than he was.

My father brought his passion for auto racing to the fore. Ford led the pack at every racetrack in America and Europe. Stock car racing became even more popular in the '60s with NASCAR-sanctioned events, and Ford was winning on the super speedways with cars like the Talladega. Who can forget Jim Clark's victory at the Indianapolis 500 in a Lotus-Ford? I was at Le Mans in 1966 when the Ford GT40s placed first, second and third in the race which proved that American cars could dominate a European race. Racing brought a great deal of excitement to Ford in the '60s.

So the '60s was a dramatic era, when America's youth and our cars were coming of age together. That excitement is revealed in the Ford cars of the decade, and nowhere is it presented with more insight and enriching detail than in Mike Parris' new book, *Fords of the Sixties*. Mike takes us for a wonderful joyride with Ford through this dynamic decade.

A handwritten signature in black ink, which appears to be "Edsel Ford". The signature is written in a cursive, flowing style.

Introduction



The 1960s brought America a second decade of postwar prosperity. There was plenty to spend money on, including new cars with more advanced technologies, psychedelic clothing, color televisions and The Beatles' albums. NASCAR introduced high-banked super speedways, Indianapolis ushered in the age of rear-engined race cars and watching the Kennedys became a social pastime. The Ford family made the pages of *Life*, *Look* and *Time* on a regular basis, while the company produced some of the most notable vehicles of the century. The sixties was a period of prosperity and optimism that brought style and performance to the fore.

By the late fifties Ford Motor Company had begun planning new models for the coming decade. Exotic new body designs would be introduced each year, and horsepower would be on the rise. The early sixties brought the totally new 1960 Galaxie and the new Falcon compact. Falcon quickly became the number-one-selling compact in the United States, and the Thunderbird for 1961 set another precedent for forward styling, featuring afterburner taillights and a rocket-like front end.

By 1965, Ford's Mustang had taken the youth of the world by storm, defining a new pony car segment, later followed by GM's Camaro and Firebird and Dodge's Challenger. But Ford Motor Company, still led by Henry Ford II, was also planning a major return to motorsports, setting its sights on total victory in every major event from Daytona to Le Mans. The goal was to highlight the Total Performance sales theme. After Ford tried unsuccessfully to purchase Ferrari, he chose to make his mark with Shelby Cobras and GT40s, and would accept nothing less than complete success. At Le Mans, Daytona, Indianapolis and Baja, Ford dominated the events and welcomed all challengers.

During the sixties Ford Motor Company went head-to-head with GM and Chrysler in everything from performance to styling. Ford was building Thunderbirds that looked like jet aircraft, Mustangs that would redefine sportiness and race cars that would rattle the doors of Europe's best. Fords of the sixties would mark their place in automotive history for decades to come, and Ford Motor Company was in its glory.

1 • The Year 1960



►
The 1960 Thunderbirds offered a sliding sunroof and an optional 430 cubic inch, 350 horsepower V-8. This would be the last in a series of three known as the "square birds." (Photo: Ford Motor Company)

The Year 1960

The 1960s saw baby boomers moving into their teenage years and starting to drive. A driver's license meant freedom, and a car was often a statement about who you were. The boomers were kicking up AM radios with the Dave Clark Five, the Grateful Dead and The Beatles. Cokes were still a nickel, gasoline was 29 cents and in-car record players were available to play 45-rpm discs—for those who could afford them. Ford was introducing a totally new Galaxie each year. The hot selling Falcon compact was killing the competition, and Mustang was the envy of the competition.

The auto industry as a whole showed a slight improvement in sales for 1960, but Ford Motor Company took a downturn, primarily in its full-size car sales. Worldwide Ford produced 2,224,859 cars and trucks in 1960, with the full-size Ford and the Thunderbird seeing substantial drops in sales, moving Ford back into second place behind Chevrolet. Falcon sales, combined with those for the Mercury Comet, pushed Ford into total compact leadership with sales of 702,117 units. The top-selling brands, Chevy and Ford, were followed on the sales charts by Plymouth, Rambler, Pontiac, Dodge and Oldsmobile.

A milestone in Ford management came in 1960 when chair-



Ford designed the 1960 model in response to Chevrolet's radical 1959 styling, hoping also to sell a design that was more forward thinking. Henry Ford II wanted the new Galaxie, based on Ford's Quicksilver concept vehicle, brought to market quickly.

man Ernie Breech retired from Ford at the July 13 meeting of the board of directors after 14 years. Breech had been hired away from GM's Bendix Division in late 1946 to mentor Henry Ford II. He also helped to guide the company out of near disaster and backed development of the 1949 sedans that saved the company. With Breech's retirement, Henry Ford II took the reins as both president and chairman. He was a man who loved his cars and his grandfather's company.

Design

Most vehicles were conceived about three years before they were actually seen by the public at a dealership. The new Falcon and Fairlane/Galaxie models were under development from 1957 to 1959 in various stages of engineering and design.

When the young designer Jack Telnack joined Ford in 1958, he started working on front grilles for the 1961 Fords. He also saw a good deal of what was happening with the '60 Ford, which was well under way by then.

Telnack says that during the 1950s and '60s it was easier to push

a design through the development and approval stages more quickly than it would be in later decades. "There were a couple of reasons for that," said Telnack. "We had no government requirements, no bumper requirements, no emissions requirements. And we had far fewer models than we have today." Ford sold only three models: Falcon, Fairlane/Galaxie and Thunderbird. "It was amazing. We knew no boundaries back in those days. We didn't have the quality we have today, but it didn't matter." Style was king, and Toyota and Datsun were just beginning to bring in noticeable numbers of their new small cars. "With only three Ford models to worry about, the designers could change shapes quickly to meet market demand."

Telnack, who many years later became Ford's vice president of design, said the '60 Fairlane/Galaxie was a good example of bringing a car to market quickly. "It was the widest Ford ever built. The car was so wide that in Tennessee they actually required it to have side running lights." Telnack loved the '60 design—one of his all-time favorites. "It was based on a show car,

the Quicksilver." According to Telnack, fellow designer Bill Shannon always felt the wheelbase was too long. The length apparently bothered Shannon so much that he bought a 1960 Ford, cut about a foot out of the wheelbase and drove it for several years.

Quicksilver was originally scheduled to be a 1961 show car but was brought into service much earlier than expected. Shannon shared an interesting story about how it became the 1960 Ford. He said that Fridays were "show-and-tell" days for Henry Ford II and his key executives. "Today, they talk about how it sometimes takes five years to build a car from scratch. The 1960 Ford program was done in 18 months,"

said Shannon. "It started Friday, March 15, 1958. There was a big [Ford design] show and everyone was in a panic." Chevrolet was bringing out a totally new design for their 1959 model, and apparently Ford had obtained a copy of the blueprints. According to Shannon, Ford built a full-scale exterior of the Chevy in the Ford design studios.

"The car was in the studio on that particular Friday along with some Ford concepts," said Shannon. "The show was upstairs in the Ford production studio. There was the mock-up of the 1959 Chevrolet and several Ford concepts, including the Quicksilver. The Quicksilver was a two-door on one side and a four-

1960 Timeline

- Introduced—The first oral contraceptive is sold at about 55 cents a pill; acetaminophen now an alternative to aspirin
- Barbra Streisand wins first talent contest in small coffee house
- Berry Gordy borrows \$800 and starts Motown Records
- Alfred Hitchcock's *Psycho* a box office hit
- Lucille Ball and Desi Arnaz file for divorce
- Ernest Evans becomes "Chubby Checker"
- July 13—Ernie Breech retires as Ford board chairman
- The First Kennedy-Nixon debate draws record crowd of 75 million viewers
- Best Picture Oscar: *The Apartment* starring Jack Lemmon and Shirley MacLaine



The aerodynamic new full-size models ranged from the bottom-line Custom 300 to the Fairlane models and the top-of-the-line Galaxies. The 1960 model grew in every dimension, becoming one of the widest Ford sedans ever built.



The Starliner, one of the Galaxie family, sported a near-fastback that made it ideal for the flurry of NASCAR super speedways just opening. This gave it a major advantage over the boxy square back of the previous year. (Photos this page: Ford Motor Company)

door on the other and had a full backlight [rear glass]," he noted. "And that Friday Henry Ford II said, referring to the Quicksilver, 'Can you do this one? Can we have it?' The engineers and planning staff said, 'Yes, sir, Mr. Ford.' So that was when the whole program got under way," Shannon recalled. There was no carryover other than the underpinnings, and it was brought to market in 18 months with a two-door, four-door, wagons and Skyliner convertible.

Fairlane/Galaxie

The 1960 models were available in dealer showrooms October 8, 1959. Ford Division General Manager J. O. Wright said the new Galaxie design was originally slated for a later introduction date. "When engineers pointed out that a completely new car also would enable them to design additional quality features into the vehicle, management gave the go-ahead," said Wright.

Ford described the new design as "comfort engineering"

resulting in more hip-, shoulder-, head- and legroom. According to Wright, the new body design, new frame, redesigned suspension and improved power train gave the Ford better ride, handling and performance characteristics.

As for the Fairlane, the economy model full-size Ford for 1960, Ford advertised it as the "value leader of all big cars." You could enjoy Thunderbird styling and a choice of three Thunderbird V-8s or the Mileage Maker Six. When describing Galaxie or Fairlane features, Ford referred to Thunderbird as often as possible, hoping for a rub-off effect from their stylish flagship model.

Fairlane came with standard amenities such as rear-seat armrests, two sun visors, an extra ashtray, cigarette lighter and color-keyed steering wheel—all at no extra cost. Ford promoted the Diamond Lustre finish for no more waxing and 4,000-mile oil changes on all their 1960 car models.

The Wide-Tread design, soon to be picked up by Pontiac as

Wide-Track, provided a five-foot track, the same as Thunderbird. The rear leaf springs were a full five feet long and had anti-dive and anti-squat built into the chassis design, though Ford's claim of "sports car-like handling" was doubtful.

Motor Trend tested a 300-horsepower Starliner model, the two-door Fastback, with Cruise-O-Matic and the economy 2.91:1 rear axle in their February 1960 edition. Technical editor Chuck Nerpel recorded zero-to-60 mph at 11.7 seconds, nothing to write home about. Its top speed was 115 mph, and mileage figures ranged from 13.8 mpg in the city to 18.2 mpg on the open road.

Ford offered 13 body colors for 1960 in its Diamond Lustre finish. (Note that throughout the sixties Ford preferred using the European spelling of "litre" and "lustre," hoping to bring a touch of class to its products.)

The standard engine was a 145-horsepower Mileage Maker Six, a 223 cubic inch I-6 using a single-barrel carburetor and regular fuel.



The open-air Sunliner was a sensation among U.S. convertibles, with its exceptional style and power. For customers wanting to burn a little rubber with the roof down, a 300-horsepower 352 cubic inch Thunderbird Special V-8 was available.



The Starliner's rounded front and sloping roofline helped it to cut through the air at tracks like Daytona and Charlotte in NASCAR stock car racing.



Sunliner convertible prices started at \$2,973.



Sunliner was one of the all-time best designs according to retired Ford Design Vice President Jack Telnack.

1960 Galaxie Sunliner

Optional engines for the full-size models were the 185-horsepower Thunderbird 292 V-8, a 235-horsepower Thunderbird 352 V-8, the 300-horsepower Thunderbird 352 V-8 and the limited-production 360-horsepower 352 Super V-8. The 360-horsepower version came with a 9.6:1 compression ratio, a special four-barrel carburetor, solid lifters and low-restriction dual exhausts.

Transmissions were the standard three-speed column-mounted manual shift; the two-speed Fordomatic, available with all engines but the Super V-8; and the Cruise-O-Matic, available on all but the Mileage Maker Six.

1960 Ford Options

300 hp 352 V-8	177.40
Cruise-O-Matic	211.10
Fordomatic	179.80
Overdrive	108.40
Equa-Lock differential	38.60
Master-Guide power steering.....	76.50
Power brakes	43.20
4-way power seat.....	63.80
Power lift windows	102.10
SelectAire conditioner	403.80
Console Range radio.....	58.50

Falcon

Falcon was an important entry into the Ford lineup, becoming the third best-selling car in the industry and best in its class in its first year. It sold more than the Chevy Corvair and Plymouth Valiant combined.

All the major manufacturers were introducing compact models, and Ford wanted to be the major player. The company had considered a small car since the early 1950s but felt the time just wasn't right for a successful launch. In 1954 Ford had market research done that indicated that only 5 percent of the American public was interested in small cars. This still wasn't enough for them to build one, but it did encourage them to put a team of young

market researchers in place to find out customer preferences if Ford were to build a small car.

Ford's marketing research manager, Dr. George Brown, directed the 1954 market research involving 2,000 interviews. He then organized them by coding the replies and putting them on punch cards for one of the earliest computerized analyses of this type. Ford found that the most important features a potential small-car owner wanted was gasoline economy, economical maintenance and operation, and low purchase price.

Ford Division's product planning manager Will Scott said, "The basic problem with designing an economy car was to get three-quarters of a ton of weight out of it. You have to get rid of weight to get gas economy, and you have to get rid of weight to cut cost." He said one way to cut weight was to cut the number of cylinders in the engine. They decided on using a six-cylinder to keep the short-stroke smoothness that they felt a four-cylinder would not provide. The goal was to provide a compact car that delivered to the customer at 2,350 pounds.

By 1957 Ford development was well under way for an October 1959 launch of the new compact. Henry Ford II revealed the car to the press on September 2, 1959, via a closed-circuit television conference from Dearborn to 21 cities around the country. He and company chairman Ernie Breech said the new Falcon would be a six-passenger, six-cylinder, 90-horsepower vehicle capable of attaining 30 miles per gallon. Henry Ford II also said he thought an affordable compact would help to accelerate the increase in multiple-car families.

On September 10, eight days later, 16 Falcons left Dearborn on the first lap of a "quarter-million mile experience run," according to the *Rouge News*, Ford's employee newspaper. Two of the Falcons

were to make daily runs on the turnpikes between Chicago and New York, and the remaining 14 vehicles were to cover every mile of federally numbered highways in the continental United States. "This would make Falcon the most tested automobile to reach the American market," it noted.

At introduction, Falcon was 40 percent lighter than the full-size Ford, weighing in at 2,366 pounds and more than two feet shorter. Yet the front legroom was only one-tenth of an inch shorter and headroom actually increased.

The Falcon was built on a 109-inch wheelbase and came only with a 144-cubic-inch I-6 engine, producing 90 horsepower.

Ford advertising promoted Falcon as America's lowest priced six-passenger car: "To be exact, the Falcon is priced up to \$124 less than other six-passenger cars in the compact car field. And this is just the start of your savings. The Falcon gets up to 30 miles per gallon on regular gas and 4,000 miles between oil changes." Falcon also came standard with a "double-life" aluminized muffler, a Diamond Lustre finish that never needed waxing and, according to Ford, "power brakes and steering were totally unnecessary" so Falcon was again saving buyers money. Ford claimed in their ads that a buyer could save up to 15 percent on insurance, and service was simple and inexpensive, making it "the easiest car in the world to own."

Another interesting Falcon advertising tactic to counter the crosstown rival, Corvair, was placing hard-hitting magazine and newspaper ads. "The engine is up front to reduce chances of oversteering [characteristic of many rear-engine cars], or skidding out of control in emergency stops." Ads also noted that "the gas tank is safely in the rear, instead of up front 'in the laps' of driver and front-seat passengers."



The rounded front features of the 1960 Galaxie helped to give it a soft, aerodynamic look.



The trunk space was mammoth, although somewhat shallow.



With one of Ford's widest ever bodies, the Sunliner's bench seat could accommodate three across with room to spare.



More than 44,000 Sunliners were sold during the model year.



The flat fins across the rear deck accentuated the Galaxie's width.



1960 Galaxie Sunliner



1960 Ford Country Squire Wagon



Ford safety features for 1960 included a collapsible steering wheel, stronger safety locks and a padded instrument panel.



Quad headlamps would still be in fashion for some time to come.



The wagons used the same 120 mph speedometers as the high-performance models.



Power brakes were a \$43 option and power steering was an additional \$77.



With all rear seats folded down the wagons provided a huge cargo area.



Small chrome ornamentation graced all full-size Ford fenders.



The six-passenger, six-cylinder Ranch Wagon started at \$2,656.

The two vehicles were so different that the customer interested in the Falcon probably would not have been interested in the Corvair anyway.

Falcon owners loved the car's economy, looks, riding comfort and handling ease. But they almost always mentioned the lack of power in the 144 cubic inch I-6 engine.

Motor Trend scored it against its primary competitors, Valiant and Corvair, and found the Falcon to have the best quality, gas mileage and trunk space of the three. But it fell short against the others in power, ease of city driving and smoothness of ride on poor roads.

Although advertised as getting as much as 30 miles per gallon, Falcon road tests regularly showed the average to be closer to 20 mpg. Offered in a two-door and four-door sedan, wagon and Ranchero pickup, Falcon was a huge sales success, selling almost 460,000 units during its first year on the market.

The Falcon chassis also lived on to become the basis of the Mustang four years later.

Ford added the Falcon Ranchero to the lineup later in the year, bringing back the car/pickup format of the 1957-59 Galaxie-bodied Rancheros.

At a base price of \$1,862, the Falcon Ranchero was the first compact truck to be marketed by a major U.S. manufacturer. The payload capacity was 800 pounds and it would seat three across with the bench seat configuration. Ford used a zinc coating on many of the underbody parts to resist corrosion, and bolt-on fenders were a part of the ease-of-repair design. Ranchero's six-foot bed was only 21.6 inches from the ground, making it easy to load cargo. Almost everything was optional, such as a radio, safety belts, windshield washer, and heater. A 90 horsepower I-6 was standard power.

1960 Falcon Options

Fordomatic	159.40
Fresh air heater	67.80
Deluxe trim	65.80
Push-button radio	54.05
Aquamatic windshield washer	13.70
Whitewall tires	28.70
Padded sun visors	19.20

Thunderbird

The 1960 Thunderbird was the last of a three-year run for the four-seat model. Although the body was basically the same, the body side moldings and grille work were changed. Thunderbird also offered a completely automatic soft top for the convertible and an all-new sunroof. The latter was offered for buyers who "prefer hardtop styling, but enjoy the open air benefits of a convertible." The all-steel sliding roof panel was a \$212 option for the '60 model, riding on aluminum glides and opened by a hand-operated crank.

The convertible soft top was improved for 1960, with a completely automatic top that would fold beneath the deck lid without infringing on rear passengers' seating space. Without a snap-on boot, the Thunderbird convertible had a clean, smooth appearance.

The new front-end treatment featured an aluminum mesh grille and a larger one-piece bumper. The rear of the Thunderbird had a freshened arrangement for the taillights, with three per side and the addition of chrome vertical hash bars on each rear quarter panel.

Horsepower was another boost in Thunderbird's quest for performance, with the addition of a 430 cubic inch, 350 horsepower V-8. With 490 ft.-lbs. of torque, it would launch even this 4,410-pound sports luxury model at a snappy rate of acceleration. Zero-to-60 mph was recorded at 8.9 seconds by *Motor Trend* magazine. According to the *Motor Trend* staff writers, this just barely classified

the car as being in the "hot class." They suggested acceleration could have been substantially improved by changing to a performance axle from the standard 3.10:1. Gas mileage averaged around 12 mpg with the big-block option. *Motor Trend* writers also suggested that the T-Bird "has never been the good handling car that drivers expect from a vehicle of such sporty appearance." But, with a plush ride and a weight of well more than two tons, its lack of good handling characteristics was really no surprise.

1960 Thunderbird Options

430 Special V-8	177.00
Cruise-O-Matic	242.00
Master-Guide power steering	75.30
Swift Sure power brakes	43.20
Power driver's seat	92.10
Central console radio	112.80
SelectAir conditioner	465.80
Sliding sunroof	212.40
Leather upholstery	106.20

Looking Forward

By the end of the model year, Ford was rushing a new 1961 model Galaxie design to market, along with an all-new Thunderbird and a carryover Falcon. Ford wanted to play it a bit safer, the formula that had made Falcon a success, by making Galaxie more conservative, a design that more middle-class Americans could relate to. While 1960 wasn't as profitable as 1959, it was still respectable, and Henry just wanted to make certain that each Ford model could compete with the best in each segment.

Ford Engines for 1960

CID	Carb.	Comp.	HP
144 I-6	1 bbl	8.7	90 @ 4200
223 I-6	1 bbl	8.4	145 @ 4000
292 V-8	2 bbl	8.8	185 @ 4200
352 V-8	2 bbl	8.9	220 @ 4300
352 V-8	4 bbl	9.6	300 @ 4600
352 V-8	4 bbl	9.6	360 @ 4800
430 V-8	4 bbl	10.1	350 @ 4800



Falcon styling was far more conservative than the Chevrolet Corvair, but apparently the public liked it. Falcon outsold the Corvair and the Plymouth Valiant combined.



Falcon Ranchero was sold as a truck but was purchased mostly by car owners as a weekend cargo hauler.



The Falcon Tudor wagon wasn't nearly as popular as the four-door, with only 27,552 being produced. (Photos this page: Ford Motor Company)



The last year for the square T-Bird body style saw few changes, although it offered the first Ford sunroof option.

1960 Car Production	
Falcon	
Fordor Sedan	167,896
Tudor Sedan	193,470
Fordor Wagon	46,758
Tudor Wagon	27,552
Sedan Delivery	2,374
Ranchero	21,027
Ford Fairlane	
4-door Sedan	109,801
2-door Sedan	93,259
2-door Business Sedan	1,733
Ford Fairlane 500	
4-door Sedan	153,234
2-door Sedan	91,041
Ford Deluxe	
Custom 300 2-door Sedan	572
Custom 300 4-door Sedan	302
Ford Galaxie	
4-door Sedan	104,784
2-door Sedan	31,866
4-door Victoria	39,215
2-door Victoria Starliner	68,641
Sunliner Convertible	44,762
Ford Station Wagons	
4-door Ranch Wagon	43,872
2-door Ranch Wagon	27,136
Country Sedan 6-passenger	59,302
Country Sedan 9-passenger	19,277
Country Squire	22,237
Thunderbird	
2-door Hardtop	78,447
Convertible	11,860
2-door Gold Top	2,536
Total	1,462,954



Thunderbird stylists planted triple taillights at the rear, an aluminum mesh grille up front and vertical hash bars on the rear quarter panels. The rest of the car stayed basically the same. (Photos this page: Ford Motor Company)

This would add up to profits, and he was keenly aware of his stockholders' need for a return on their investment in Ford.

Ford and all other major manufacturers would be pushing ahead with development of their compact car lines. In 1960, U.S.-produced com-pacts accounted for

25 percent of the market, more than 2½ times the 1959 rate for compact sales. Ford Motor Company had also invested more than \$128 million in its manufacturing facilities in 1960, assuring that by March 1961 most of its plants would be able to produce more than one line of vehicles.



The Levacar concept was designed to “ride on air,” according to Ford Design Vice President George Walker. This was an auto-show-only display vehicle. Ford said that Levacar was supposed to attain speeds of up to 200 mph on a thin bed of air. (Photo: Ford Motor Company)

Robert McNamara was elected president of Ford in November 1960 but lasted only three months in the position before President Kennedy tapped him for Secretary of Defense, leaving Henry once again as president and CEO. Although it was an honor to have one of Ford’s Whiz Kids picked for this position, Ford was still in need of a talented president, and Henry didn’t want the job.

The company appeared to be on the right track to regain any losses from slow 1960 Galaxie sales, continue growing the healthy compact models and deliver an all new Thunderbird for 1961. Henry pointed out in his closing statement to stockholders that “American freedom and American opportunity are the silent partners of every business in the land, and your company can look to the future with full expectation of continued success.”

Concept Cars

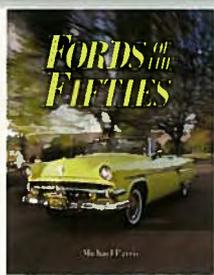
Concepts were popular in the 1950s, and in 1960 Ford took its Levacar floating vehicle to the Design for Suburban Living show at Redondo Beach, California. The vehicle was designed to float on a thin layer of air while being driven forward by a small gasoline engine powering a fan. The vehicle had first been introduced in 1958 at Ford’s Rotunda and seemed to gain popularity because of the idea that it could make the wheel obsolete.

At the California display, the 650-pound Levacar floated using an outside air source for levitation. You might say the idea never really got off the ground, but it managed to get plenty of hype from the Ford public relations department and the national press.

1960 Model Car Pricing

Falcon	
Tudor Sedan I-6	\$1,912
Fordor Sedan I-6	\$1,974
Fairlane	
2-door Business Sedan I-6	\$2,170
4-door Town Sedan I-6	\$2,311
Fairlane 500	
2-door Club Sedan I-6	\$2,334
4-door Town Sedan I-6	\$2,388
Galaxie	
2-door Club Sedan I-6	\$2,549
4-door Town Sedan I-6	\$2,603
4-door Town Victoria I-6	\$2,675
2-door Starliner I-6	\$2,610
Sunliner Convertible I-6	\$2,860
Station Wagons	
Ranch Wagon 6-passenger I-6	\$2,586
Country Squire 9-passenger V-8	\$2,967
Thunderbird	
Hardtop	\$3,755
Convertible	\$4,222

With slower sales from the 1960 models, Ford decided to try a more conservative approach to styling for the 1961 Galaxie. They went back to the traditional round taillights and added more traditional rear fins. (Photo: Ford Motor Company)



FORDS OF THE SIXTIES

Continuing his classic series on the Ford Motor Company, Michael Parris gives us the inside stories of Ford during the Total Performance sixties.

This decade brought us the Falcon, the Mustang, Shelby Cobras, and motorsports wins from Indy and NASCAR to Trans-Am and Le Mans. Nothing was beyond the grasp of Henry Ford II and his great company.

Style and auto racing were playing an important role in Ford's growth. Henry still called the shots, Iacocca brought on the Mustang, and Carroll Shelby gave Ford the international respect in racing it sought. Henry wanted to buy, but Ferrari wasn't selling. So he turned Shelby loose with his Cobras and then the GT40s—Le Mans belonged to Ford. And, in NASCAR, drivers including Fireball Roberts, Fred Lorenzen and Curtis Turner were lighting the southern speedways on fire.

Ford during the sixties was about more than just auto racing. The company had stylish, hot-selling models like Falcon and Mustang. Profits were big and money was being spent on beautiful body designs, high-performance engines and new muscle cars. When the horsepower challenge came from GM, Ford was ready. Fairlane and Mustang GT models came charging off the assembly line by the thousands, and they all had thunder under their hoods. Engines ranging from the semi-Hemi 429 and high-rise 427 to the Boss 302 were facing off with GTOs on every street in America.

Fords of the Sixties is full of beautiful photography and inside stories from the men who brought Ford its design and performance success throughout the decade. Stories never before heard are drawn from first-hand interviews and in-depth research from the archives of Ford Motor Company. If you want the inside story of Ford, this all-color classic is a must for your library.

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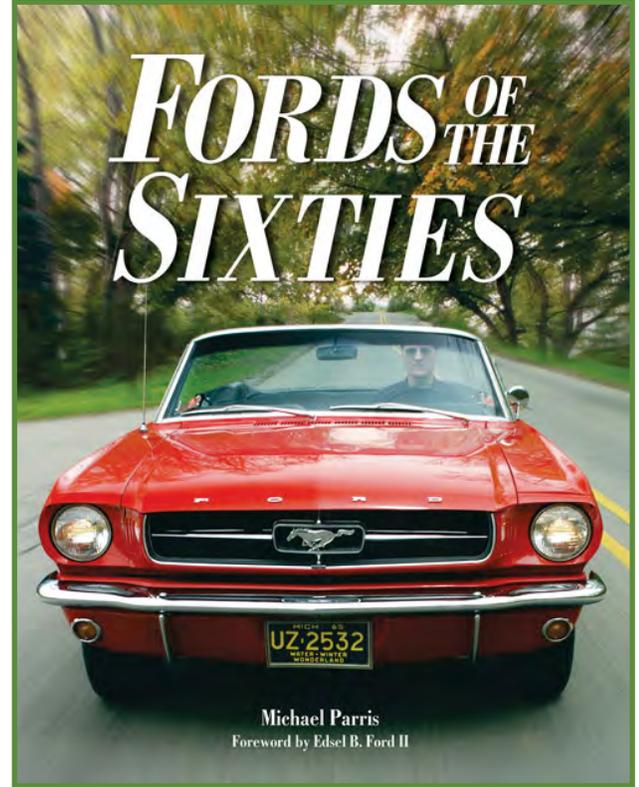
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Ford's Mustang GT/A constituted a GT package with an automatic transmission. The package could be added to any of the three models.



Louvers were removed from rear quarter windows in all GT350s for better visibility. Motor Trend magazine took the supercharged version through the quarter mile in 14 seconds at 102 mph with a Cruise-O-Matic transmission.



Ford desperately needed a car that could cut through the air at 200 mph at super speedways like Daytona and Talladega. Out of Ford's Atlanta assembly plant came the new Torino Talladega with a longer, sloped nose, a smaller front bumper (made out of a rear bumper) and a new Boss 429 power plant. Only 754 Talladegas were built, enough to cover the 500 production cars required by Nascar to be considered legal for racing. In the first race at Daytona, the Talladega had to run with the 427-wedge engine, but still won the event.

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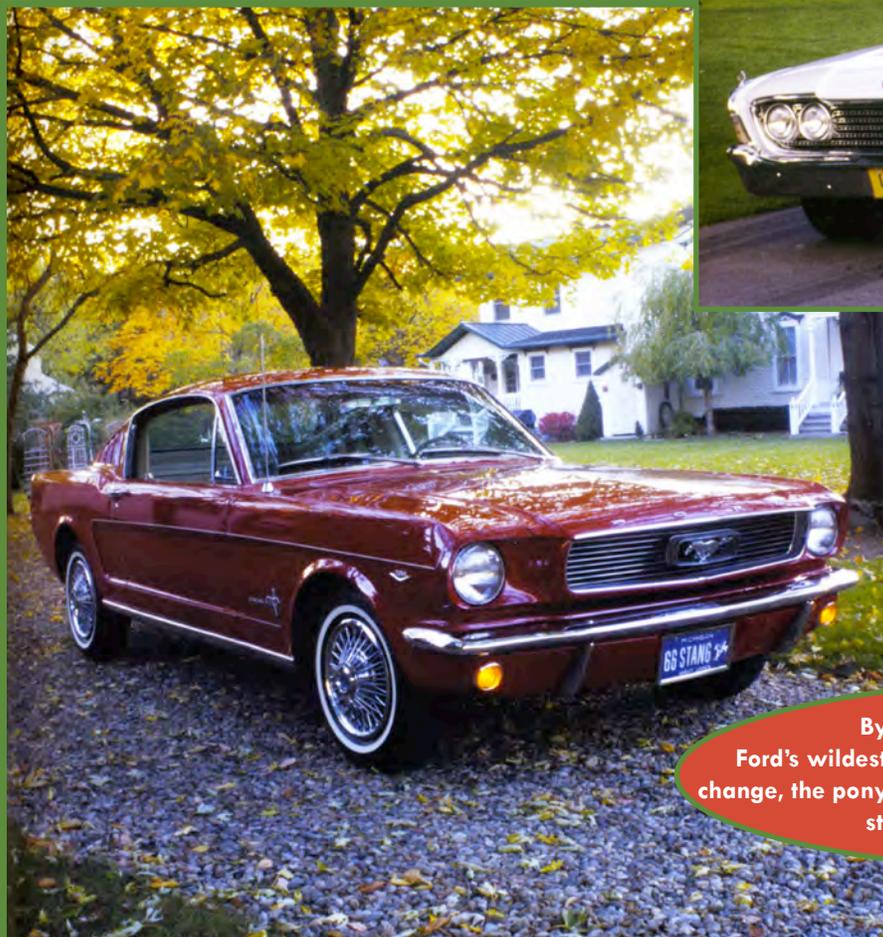
By 1963, Carroll Shelby's Ford Cobra roadster was making a splash in the Sports car world and setting records on the track.

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Sunliner convertible prices started at \$2,973.



By 1966 sales of Mustang had surpassed Ford's wildest dreams. Even though the body style showed little change, the pony car now had a model for everyone, ranging from the standard six to a hot 289 cubic inch V-8.