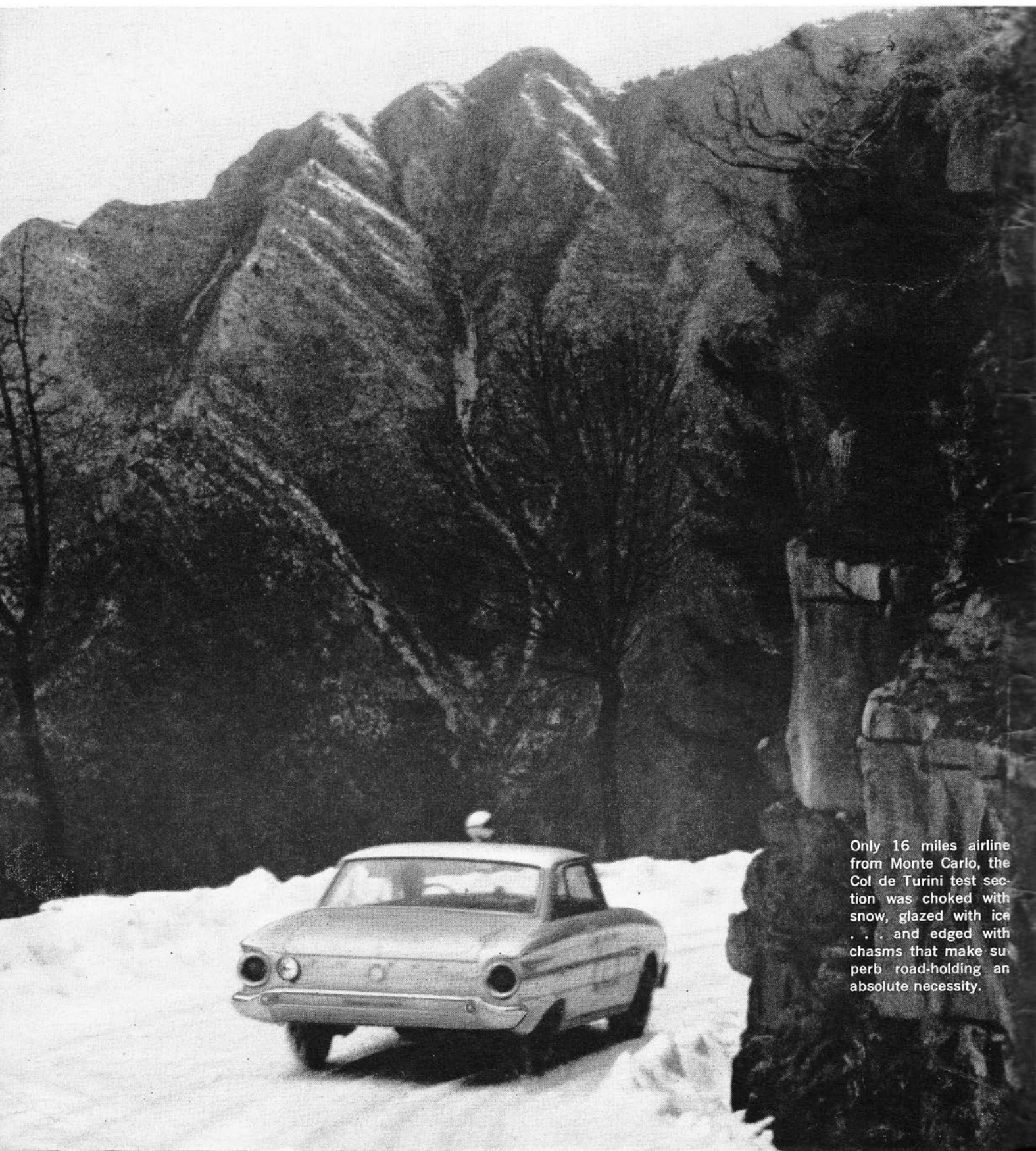


**Europe's 296 best
Rallye cars bow to a new
"King of the mountains"
-the Falcon V-8**

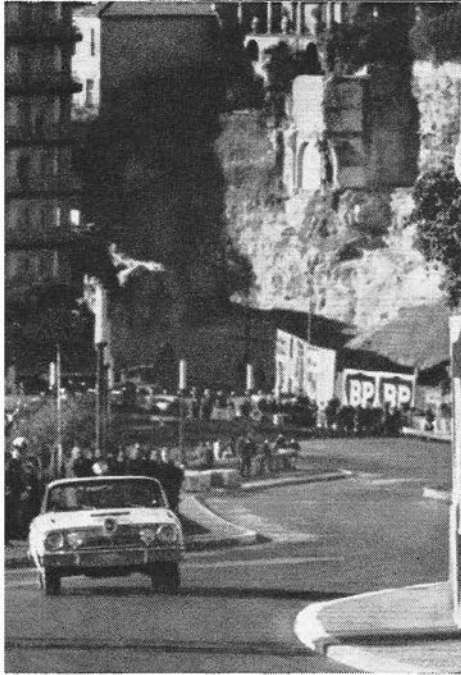
**Falcon Sprint wins all six timed test sections of the icy Monte Carlo Rallye,
takes first and second in class in the most savage winter trial of total performance ➡**

Debut for Falcon's new V-8 performer:

2,500 miles through Europe's worst winter
in 71 relentless hours



Only 16 miles airline from Monte Carlo, the Col de Turini test section was choked with snow, glazed with ice . . . and edged with chasms that make superb road-holding an absolute necessity.



SNAKY ROUND-THE-HOUSES circuit on Monte Carlo streets was final test for 102 tired cars. Here Falcon Sprint outdistanced all other sedans, including seven Mercedes.

No other winter test measures *total* performance — traction, braking, road-holding, power and sheer durability—like the ferocious 2,500-mile Monte Carlo Rallye. That's why experts said Falcon was foolish to enter its brand-new V-8 Sprint... it would be lucky even to finish. Two thirds of the 296 competitors did fail. But the Sprint not only finished first in class and first over every other sedan in the three-lap elimination, it made Rallye history by finishing first in every single one of the six special test sections! Sports Illustrated's report called the Sprint and its crew Europe's "new kings of the mountains"—and that's a title you can't win unless you're outstanding in every factor that makes an automobile a great performer on the road.



"BOOTLACES" is what the French call these zigzags. There were hundreds of them—a merciless trial of steering gear, wheel hubs, brakes, under conditions that cannot be duplicated in the U. S.



AN "UNTRIED" CAR and an "unknown" Swedish driver — 40-year-old Bo Ljungfeldt — come to the Monte Carlo finish line after a drive that stunned the Rallye world. The Sprint led every car, including all the sports cars, and won "La Seine et l'Oise" cup in final 490-mile Alpine leg.

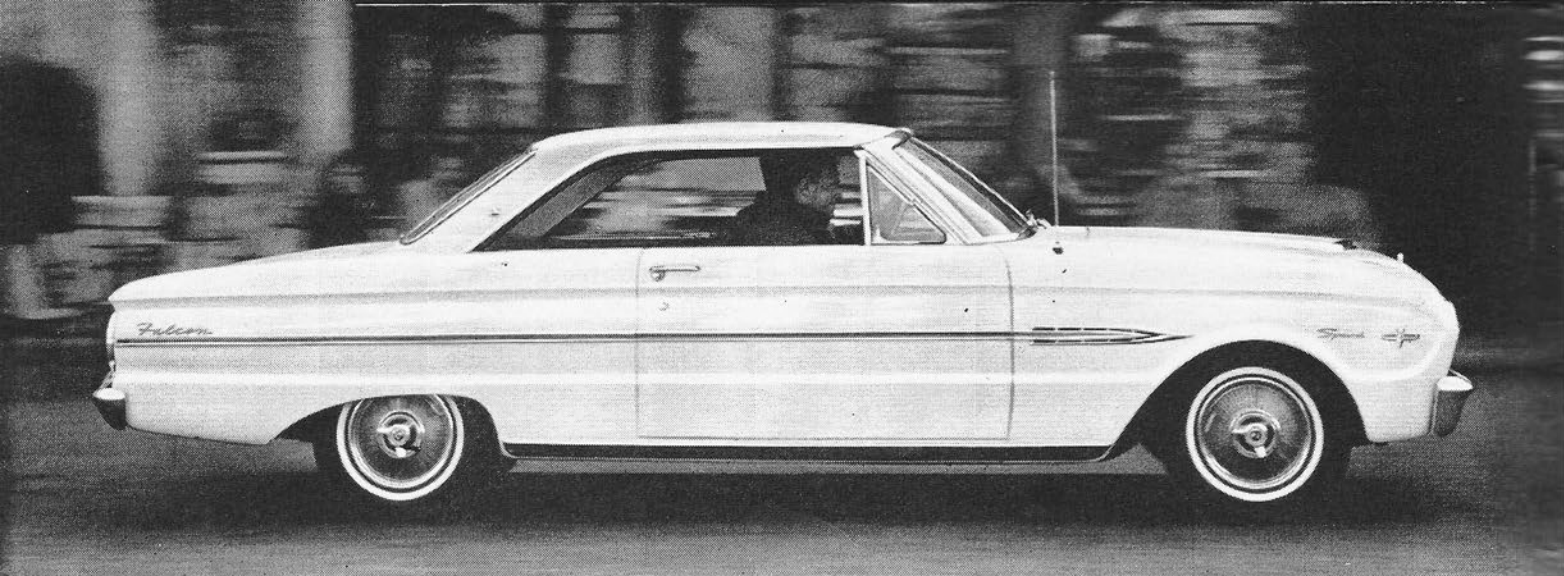
(far left) **STRAIN OF FOUR DAYS AND THREE NIGHTS** of continual driving shows on London's Peter Jopp and Detroit's Trant Jarman, here signing the second Sprint into l'Escarene control. Jarman faces the last and worst of the six timed sections, the heart-stopping Col St. Roch.

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS

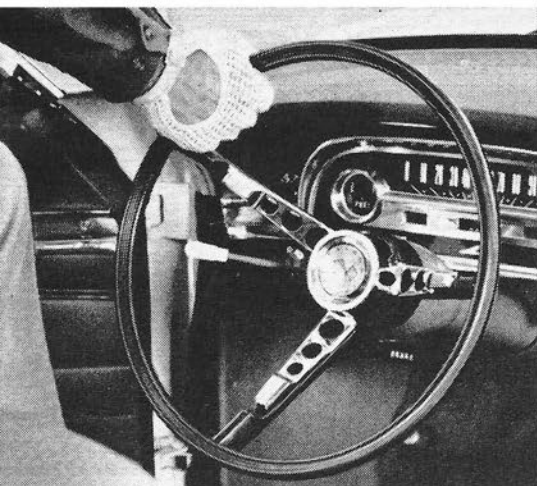


MOTOR COMPANY

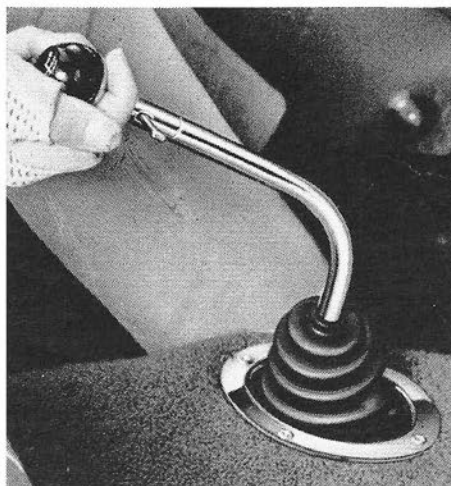




Falcon Sprint V-8: A close look at the world's great new performance car



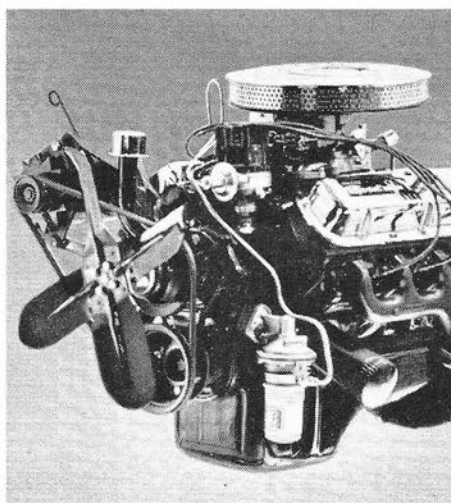
SPECIAL RALLYE-TYPE woodlike steering wheel, standard on the Sprint, is deep-dished for safety, has the look and feel of wood.



CLOSE-RATIO FOUR-SPEED stick shift is mounted on the floor, gives the 164-hp V-8 an even greater range of performance.



EYE-LEVEL TACHOMETER is on the top of the dash where the driver doesn't have to take his eyes off the road to read it.



ULTRA-COMPACT V-8 uses Ford-developed foundry technique in cast iron to pare off weight while retaining great durability.

The Sprint is a bold new idea in U. S. automobiles. It combines Falcon's compact size and effortless handling with the kind of V-8 verve that is a Ford speciality... and tops the package off with crisp new scatback styling. Suspension has the sports car accent, too. Extra-duty springs, husky driveline and rear axle, bigger brakes—those were the factors that let the Sprint charge all the way in the Monte Carlo Rallye.

Sprints come only with the new Falcon V-8 engine. Light, super-smooth, efficient, this has 260 cubic inches, 164 horsepower, wears special chrome trim—and *sounds* like the little tiger it is. A four-speed stick shift is mounted on the floor (optional at extra cost, it will be the choice of most expert drivers). Special wire wheel covers accent the sporting flavor. All in all, a real delight to drive—but very practical, too.

If it's Ford-built, it's built for performance—total performance!

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