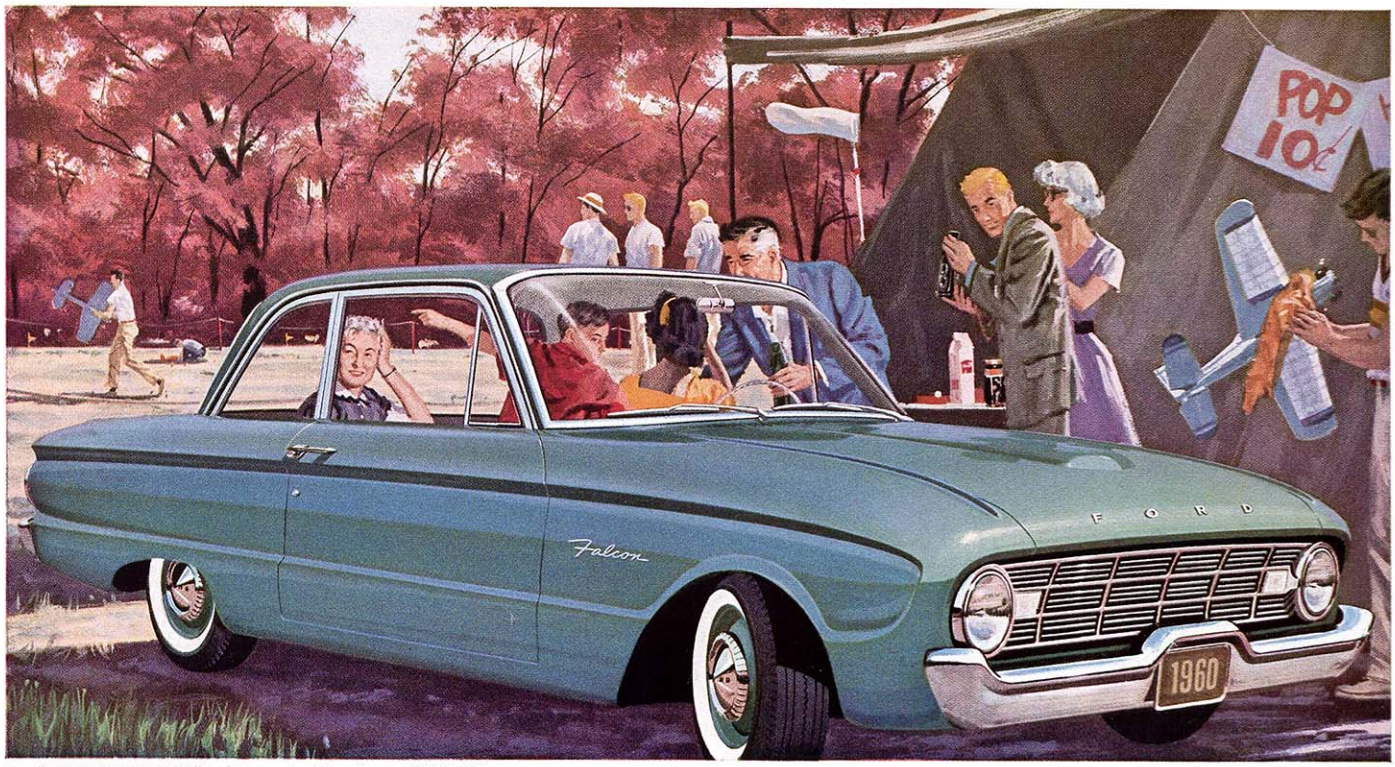


See "FORD STARTIME" in living color Tuesdays on NBC-TV

Ford Falcon: easiest car in the world to own

Introducing a wonderful new world of savings in the new-size 1960 Ford *Falcon*



SIZED TO HANDLE and park like a small car . . . powered to pass and climb like a big car . . . engineered to save you money like no other car—it's the New-size Ford, the Falcon, a product of Dearborn, Mich., automotive capital of the world.

There's big news in the price tag! For all its big-car comfort, styling and power, the Falcon delivers *for less* than many imported economy cars.

Honest-to-goodness six-passenger comfort. The compact Falcon is a nimble, handy size on the outside—but built big and roomy on the inside for 6 full-size people . . . and all their luggage.

New 6-cylinder engine . . . up front for greater safety and stability. Designed specifically for the Falcon, this all-new, compact power plant is built to pass and climb and keep you going mile-after-mile over America's hills and superhighways with "big car" performance and safety.

World's most experienced new car. The Falcon was proven over every mile of numbered Federal Highway in Experience Run, U.S.A., a grueling demonstration climaxing Ford's 3 years and 3 million miles of testing and development.

Up to 30 miles a gallon on regular gas. Experience Run drivers proved the Falcon's economy in every kind of highway and city driving. They crossed the country without need for adding oil, too!

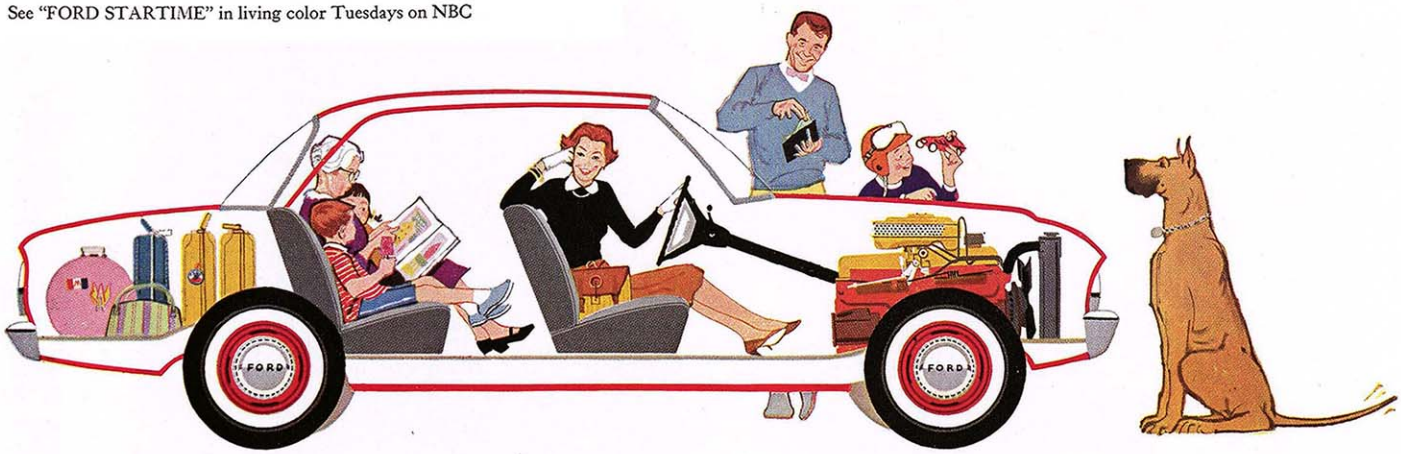
Made in U.S.A. . . . serviced everywhere. Every part of the Falcon has been designed for maximum durability, dependable performance and easier, quicker, lower cost servicing. And Falcon service is available anywhere, at over 7,000 Ford Dealers across the country. See the new Ford Falcon right now at your Ford Dealer's!

FORD DIVISION, *Ford Motor Company*

FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

FORD – *The Finest Fords of a Lifetime* FALCON – *The New-Size Ford* THUNDERBIRD – *The World's Most Wanted Car*

See "FORD STARTIME" in living color Tuesdays on NBC



A wonderful new world of savings in the New-size FORD



Easiest car in the world to own. The new Ford Falcon is so easy on the wallet... so easy to drive... and so easy to look at. Here's the one new-size car with proven six-passenger comfort, proven gasoline and oil economy, proven ability in U.S.A. driving *and* beautifully proportioned Ford styling.

The world's most experienced new car. After 3 years and 3 million miles of testing and development, the New-size Ford, the Falcon, just completed an amazing quality and performance demonstration in road tests over every mile of numbered U.S. Federal Highway.

Up to 30 miles a gallon on regular gas. Experience Run, U.S.A. *proved* it! And *oil* savings? It went 4,000 miles between changes.

Honest-to-goodness six-passenger comfort. Plenty of room for six... *luggage and all!*

New 6-cylinder engine... up front for greater safety and stability. Here's an all-new six-cylinder engine specifically designed to power the Falcon over America's modern superhighways and tallest mountains in "big car" style.

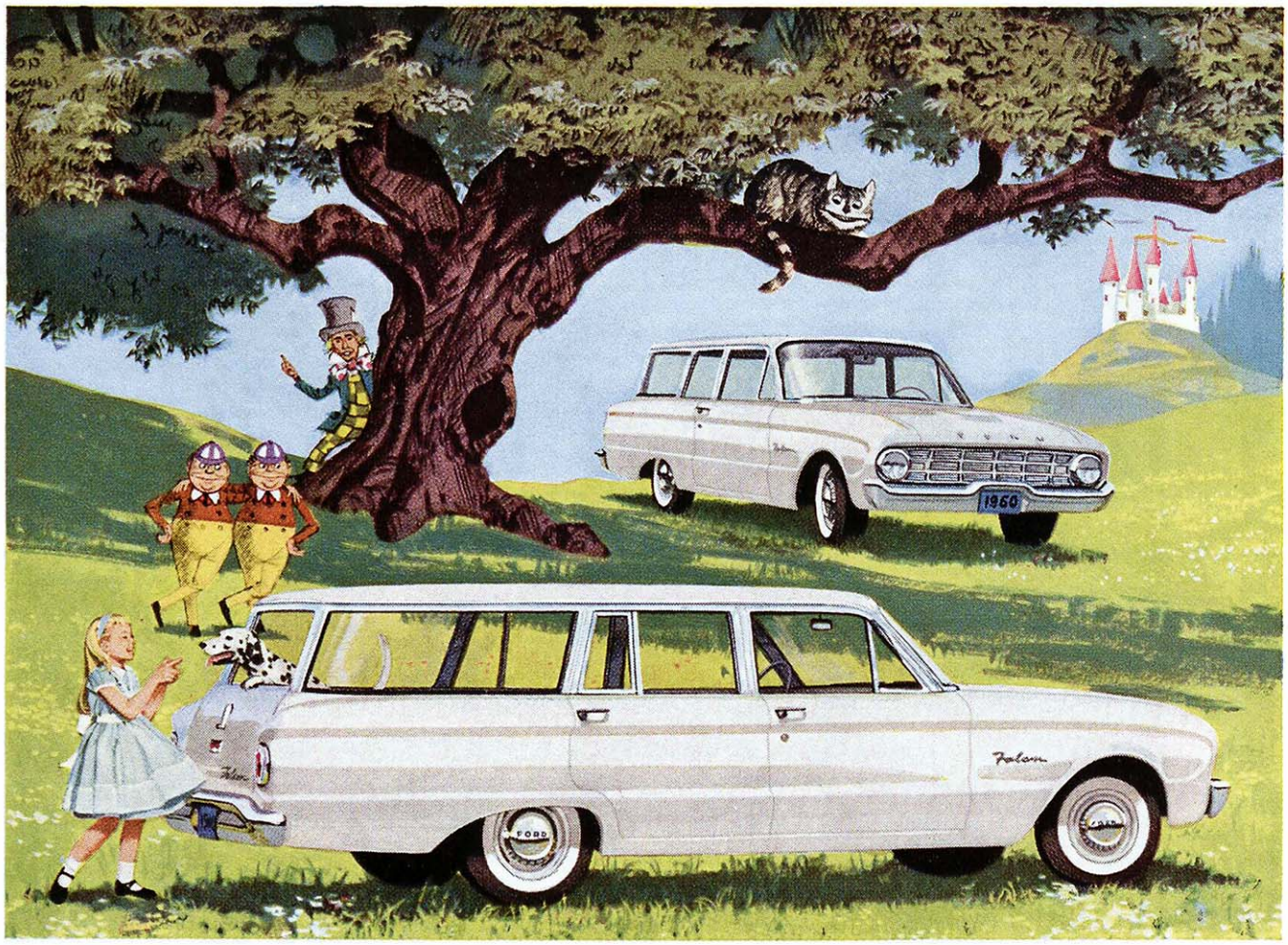
Beautifully proportioned styling. Created in the classic tradition of Ford fine-car design! You'll love the fresh new look of the Falcon—the elegance of its flowing lines.

Made in U.S.A.... serviced everywhere. The Falcon is a product of Dearborn, Michigan, automotive capital of the world. It's engineered for maximum durability, minimum maintenance, and for easier, quicker, lower cost servicing. And over 7,000 Ford Dealers across the country offer complete Falcon service.

THE NEW 1960 Ford Falcon

FORD DIVISION, Ford Motor Company

FORD—*The Finest Fords of a Lifetime* FALCON—*The New-Size Ford* THUNDERBIRD—*The World's Most Wanted Car*



The new 2-door and 4-door Falcon Wagons

Announcing two new-size wonders from America's Station Wagon Specialists...

FORD FALCON WAGONS

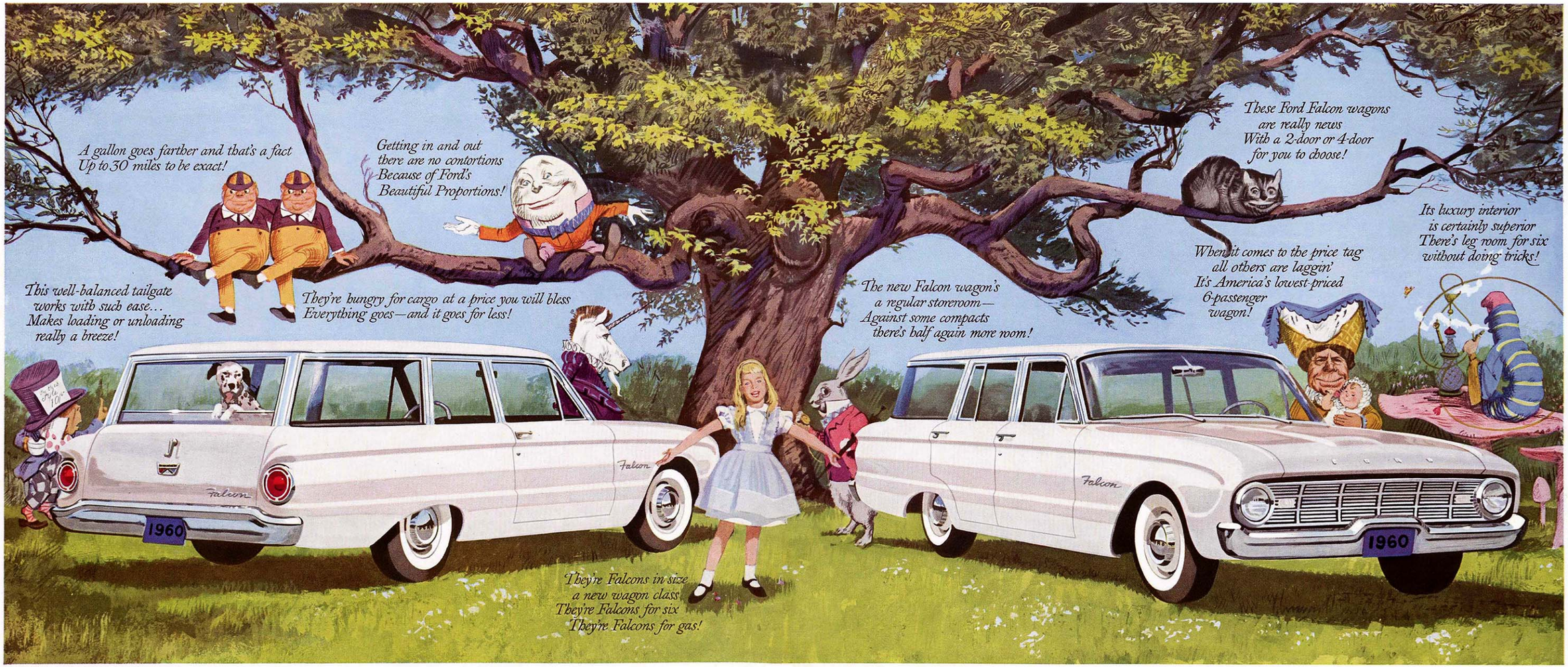
America's lowest priced 6-passenger wagons* are here! Falcons in name, Falcons in savings, and Falcons for convenience, these new-size Tudor and Fordor wagons are the sixth and seventh wonders of the Ford wagon world.

The longest cargo area of any compact wagon (over 7 feet with the tailgate closed!) gives you half again more loadspace than some wagons in the field. Yet the new Falcons are 2 feet shorter than conventional wagons—a delight to drive, a pleasure to park.

Wonder of wonders, true Falcon savings have been built into every inch. Lower service costs. Lower insurance rates. A finish that never needs waxing. And here's news! Falcon wagons get up to 30 miles per gallon... convert a tankful of regular gas into pure pleasure for as little as a penny a mile!

And the wonders never cease





See "FORD STARTIME" in living color Tuesdays on NBC-TV

The new Tudor and Fordor Falcon Wagons

Announcing two new-size wonders from

THE NEW FORD

America's Station Wagon Specialists...

FALCON WAGONS

They're Falcons for price—America's lowest-priced 6-passenger wagon! They're Falcons for size—more compact, more maneuverable—yet they have the longest cargo area of any compact wagon! They're Falcons for gas savings—up to 30 miles a gallon!

Here's the fairy tale that came true—a wonder-working wagon big enough to do everything you want a wagon to do, yet small enough to baby your budget in authentic Falcon fashion.

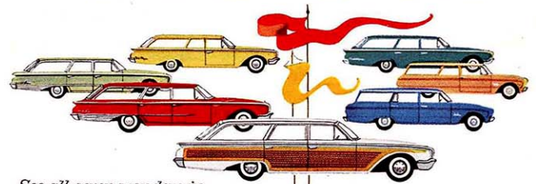
You have a longer cargo area than in any other compact wagon—over 7 ft. long (practically no wagon job ever calls for more!). And the passenger area in these new Falcon wagons is built-for-people with full headroom, hat room, hip room, leg room for six husky adults. Door openings are wide. Windshield posts are swept forward out of your way for easier exits and entrances. Room for people? Indeed!

The Falcon is America's lowest priced 6-passenger wagon.* And the thriftiest! You go up to 30 miles on a gallon of regular . . . can save up to 15% on insurance . . . cut repair costs to a minimum . . . change oil only once every 4,000 miles.

You save because of all the "extras" you get but *don't* pay for. Fine upholstery . . . arm rests . . . coat hooks . . . sun visors—are all included in the one low price. You'll find *Falcon* economy grows on you!

FORD DIVISION, *Ford Motor Company*

*Based on a comparison of manufacturers' suggested retail delivered prices



See all seven wonders in
FORD'S WAGON WONDERLAND

FORD—*The Finest Fords of a Lifetime* FALCON—*The New-Size Ford* THUNDERBIRD—*The World's Most Wanted Car*

EVERY WEEK 10,000 PEOPLE BOUNCE ON ITS SEATS, HONK ITS HORN, KICK ITS TIRES, SLAM ITS DOORS, SHOP AROUND — DICKER, DICKER, DICKER — AND THEN BUY THIS CAR!



FALCON is having the best first year any car ever had . . . going at the record rate of 10,000 every week . . . over 350,000 already sold since its introduction. What makes Falcon America's best-selling compact car?

Economy!

Some compact cars have some economies . . . only Falcon has them all. Right from the starting price, Falcon saves you more money. Falcon is absolutely America's lowest priced 6-passenger car . . . from $64 to $154* less than other compacts.

An unbeatable price *and* unbeatable gas mileage. The Falcon goes up to 30 country miles on one gallon of regular gas—as little as a penny a mile! Motor Trend Magazine put it this way: "Falcon delivers the best fuel economy of the three new compact cars."

And the savings have just begun! The Falcon goes 4,000 miles between oil changes. Its Diamond Lustre finish never needs waxing. The Falcon costs less to service, less to license and less to insure most everywhere.

What makes Falcon economy even sweeter, you don't have to sacrifice your comfort to enjoy it. Six big adults sit just fine in the Falcon. And you can pack away all their luggage in the Falcon's generous 23.7 cu. ft. trunk-of-a-trunk. (276% more luggage space than in the best-selling import!)

Any wonder Falcon has become first so fast? No other compact measures up to Falcon . . . the easiest car in the world to own!

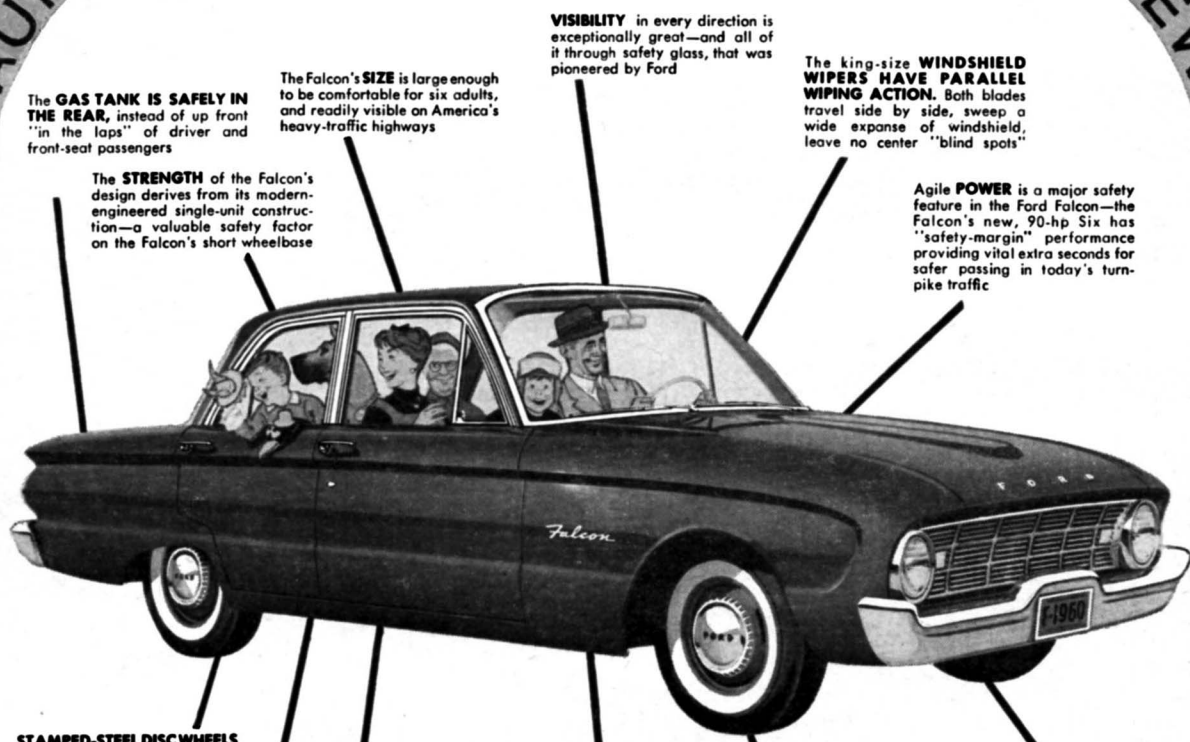
*Based on a comparison of manufacturers' suggested retail delivered prices

FORD DIVISION, *Ford Motor Company*,



FORD Falcon
WORLD'S MOST SUCCESSFUL NEW CAR

THE SAFETY'S AUTOMATICALLY BUILT INTO THE NEW-SIZE FORD



VISIBILITY in every direction is exceptionally great—and all of it through safety glass, that was pioneered by Ford

The king-size **WINDSHIELD WIPERS HAVE PARALLEL WIPING ACTION.** Both blades travel side by side, sweep a wide expanse of windshield, leave no center "blind spots"

The Falcon's **SIZE** is large enough to be comfortable for six adults, and readily visible on America's heavy-traffic highways

The **GAS TANK IS SAFELY IN THE REAR,** instead of up front "in the laps" of driver and front-seat passengers

The **STRENGTH** of the Falcon's design derives from its modern-engineered single-unit construction—a valuable safety factor on the Falcon's short wheelbase

Agile **POWER** is a major safety feature in the Ford Falcon—the Falcon's new, 90-hp Six has "safety-margin" performance providing vital extra seconds for safer passing in today's turnpike traffic

STAMPED-STEEL DISC WHEELS provide extra strength, and safety-type rims add greater protection

The **ENGINE'S UP FRONT** to reduce chances of oversteering (characteristic of many rear-engine cars), or skidding out of control in emergency stops. It also acts as an "up-front" buffer in case of collision

Ford safety equipment available: **INSTRUMENT PANEL SAFETY PADDING** and **CUSHIONED SUN VISORS** to minimize injuries in case of accident; and Ford **SEAT BELTS FRONT AND REAR,** which already have saved hundreds of lives

Standard no-extra-cost Ford safety features include exclusive **LIFEGUARD DEEP-DISH STEERING WHEEL** to protect the driver, and **LIFEGUARD DOUBLE-GRIP DOOR LOCKS** to protect all passengers

Optional **HOT WATER HEATER** eliminates fumes and danger of gasoline-fueled heater inside the car (required by air-cooled engines)

The Falcon's new, simplified-design, huskier **BRAKES** operate easily, without expense of power assistance. They have 114.3 sq. in. of lining, high-capacity cooling to reduce fading

FORD—
FIRST IN AUTOMOTIVE SAFETY

THE NEW 1960

FORD *Falcon*

Ford spells "Safety First" . . . a fact proved by Ford's safety pioneering that includes safety glass, deep-dish steering wheels, double-grip door locks and many another life-saving innovation. And, when Ford completed its 3 years and 3 million miles of research and development of the New-size Ford . . . the Ford Falcon . . . it carefully built in those important Ford safeguards to protect the American driver traveling American roads and highways. Ford Falcon owners get the selfsame superior protection and safety features as owners of all larger Fords. It is protection that Ford alone gives first consideration to, in the design of every new model they introduce.

FORD DIVISION, *Ford Motor Company*