

This 1960 Ford Galaxie Town Victoria shares the all-new styling characteristics of the other Ford models, yet bears unmistakable resemblance to the elegant Thunderbird profile. The new Galaxie is one inch lower than the 1959 model, but has more interior room for six big persons than ever before. The Galaxie also is available as a two-or four-door sedan. All Fords for 1960 have the slim-line, forward sloping front roof pillar that eliminates the "dog leg" for easier entry.



The 1960 Ford Sunliner is one of 15 models in the new Ford line which will be introduced October 8 in Ford dealer showrooms across the nation. Featuring the strikingly modern rear deck and flat-wing motif, the new Fords are five inches longer, five inches wider and have more interior leg, hip, shoulder and head room than before. Ford's new integrated design, harmonizing the interior with a single, flowing exterior styleline, is proof that modern styling need not be radical or eccentric.

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Ford To Make Debut This Week: **Has Elegant Thunderbird Profile**

J. O. Wright, Ford Motor Comease and performance."

He said, "After the car original. models that offer a total of six barrel carburetor. ly planned for 1960 was well un- different roof lines. At the low der way the advanced styling end of the line is the Fairlane office showed us some designs series, which includes a two-and for Ford Motor Company cars four-door sedan and a business even farther advanced than our Tudor. In the Fairlane 500 series planned 1960 model.

immediately, and we began to explore the possibility of advancing it to the 1960 models. We were faced with a crucial decision involving millions of dol-

"When the engineers pointed out that a complete new car also would enable them to design additional quality features into additional quality features into

Wright said, "is that it has been but mostly through the widening 'comfort-engineered'. There is of the rear spring base. Two full substantially more hip room, inches have been added to the shoulder room, leg room and front tread width and nearly four head room in the 1960 Ford than there was in the 1959 model — Long the leader in the station which ranked far above its com- wagon field, Ford in 1960 will

the new frame, redesigned sus- ility than ever before. Ranging pension and improved power from the two-door Ranch Wagon train, the 1960 Ford rides better, to the elegant four-door, ninehandles better and performs bet. passenger Country Squire with ter than any Ford in history," Mr. Wright said.

Passenger comfort and con- a model to meet any requirement. venience have been particular attention in the design of the station wagons is nearly a foot new Ford cars. New, swept-back windshield pillars have eliminated the troublesome dog-leg" floor. With the front facing third found in cars with the full-wrap

than last year's Ford, provides hand. better visibility out over the hood, and has a windshield wi-per pattern one-third greater ed to operate on regular grade

Adding to the convenience pany vice president and Ford Di- the new Ford line are such feavision general manager, said the tures as a trunk opening that is 1960 includes the economical 145 is available with the Ford V-8 trim. 1960 Ford was redesigned from only 27 inches from the ground, bumper to bumper because "we a foot-operated parking brake the 185 horsepower, 292 cu. in.

are two models, a two-and fourdoor sedan. The popular Galax-'Quicksilver'," he said. "It cap bird-styled roof, includes a twotured everyone's imagination and four-door sedan, plus a four-

The Starliner, a new two-door hardtop entry in the Ford line. is one of two special models. The action-styled Starliner features other special model is the Sunthe vehicle, company manage. other special model is the Sun-liner, Ford's soffit-top convertible.

"One of the most important handling have been accomplish-features of the new Ford," Mr. ed partly through a wider tread, Better stability and improved

petitors in these vital comfort offer five different models with a longer load space, greater pas-"With the new body design, senger comfort and more versatsimulated mahogany paneling, the Ford station wagon line has

The load space in the 1960 Ford storage room ahead of the clos-Yet, the new model Ford has ed tail gate. The tail lift gates 17 percent more winshield area can be opened easily with one

of provides improved cooling.

The Ford engine line-up horsepower Mileage Maker Six; engines.

ern, short-stroke engines for 1960, lection are two automatic trans-all of which combine efficiency, missions and an improved syndurability and economy with the chromesh manual transmission, the 1960 Fords. The 1960 Ford represents a styling theme originally created for later use but brought forward later use but brought forward because of the spontaneous en
te sit in comfort on foam pad
durability and economy with the chromesh manual transmission, which also is available with overfrom quick and easy service. The drive. The 1960 two-speed Fordofull-flow oil filter, standard equipment on all Ford engines, tion, smoother operating characte sit in comfort on foam padpermits Ford to recommend an teristics and better engine brak- Ford's Diamond Lustre finish, thusiasm of company manage- ding and at what Ford research oil change only every 4,000 miles, ing qualities, and is available a super - enamel that doesn't ment when they first saw the car has proven to be the most com- A new cross-flow radiator, which with any Ford engine. The dual need waxing, is available in a

oparrel carburetor.

Optional equipment.

Optional equipment.

Illustrating Ford's "quality desize brakes that have 25 per cent an exclusive deep-block design sign" program are such parts as more braking surface than last for greater structural rigidity, the extended life aluminized muf- year. Safety seat belts, padded wedge type combustion chambers fler that utilizes aluminum-coat instrument panel and padded sun with self cleaning spark plugs, ed walls and heads, a double visors are available as optional aluminized valves, and the most thick inner casing and asbestos equipment. advanced design ignition system, insulation to slow the condensa-

gasoline, which saves a dollar a engine mounts and carburetion. tion rate, reduce corrosion and tank full. Ford offers four mod-

directs the coolant horizantally, range Cruise-O-Matic, which com- wide selection of solid and twobines high performance with autone exterior colors, color-keyed for tomatic transmission convenience, to match the interior upholstery

Ford's safety concept of "packwanted to increase passenger with the release knob located on space and comfort and improve the instrument panel, and twoin. V-8 with two-barrel carburefooting, such as ice, snow or mud, es the extra-rugged wide - contor, and the 300 horsepower, 352 the 1960 Ford-designed Equatoured frame with flared side The 1960 Ford line includes 15 cu. in. power option V-8 with four- Lock differential is available as rails, safety door locks, lifeguard



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- 2. The 1960 Falcon-The New-size Ford, the world's most experienced new car and the easiest car in the world to own!
- 3. The 1960 Thunderbird . . . The World's Most Wanted Car!

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Meet the New-size Ford - the Falcon! Here's a car with plenty of room for six big adults and all their luggage. It's sized to handle and park like a "small" car . . . powered to pass and climb like a "big" car . . . and built like no other

It gives you up to 30 miles per gallon on regular gas. Aluminized mufflers normally last twice as long as ordinary kinds. A Full-Flow oil filter lets you go 4,000 miles between oil changes. Even insurance can cost you less! And this Falcon is the world's most experienced new car. It was driven over every mile of numbered Federal Highway in EXPERIENCE RUN, U.S.A.—a grueling demonstration climaxing Ford's 3 years of development and testing.

The Falcon has the features that American car buyers expect. Its gearshift is on the steering column—not on the floor. Its engine is located up front for greater stability and safety. Best news of all is the Falcon's low, low price. See it at your Ford Dealer's . . . and see the difference!

Now you can see them-the Finest Fords of a Lifetime! Economy-minded Fairlanes. Big-value Fairlane 500's. Elegant Galaxies. A breath-taking new Sunliner convertible and a brand-new hardtop model, the flashing Starliner. Then there's a whole new world of Station Wagon Living, too. It all adds up to 15 glittering variations of the world's newest, most elegant styling theme! And Ford sets the new trend in power. Ford's Thunderbird 292 V-8 and 352 V-8, like the fa-

mous Mileage Maker Six, bring a new world of smoother, hotter performance-on regular gas. To top it all, the Finest Fords of a Lifetime are priced for savings. Ford is still priced to outvalue all comparable models of its major competitors.

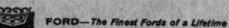
Ford savings, however, only begin with a low price. You save still more with engines that thrive on regular gas and save up to a dollar on every tankful . . . a Full-Flow oil filter that lets you go 4,000 miles between oil changes . . . Diamond Lustre Finish that never needs waxing . . . aluminized mufflers that normally last twice as long as conventional types . . . new, safer, Truck-Size brakes that are the biggest ever in Ford's history . . . and new soft-tread, Tyrex cord tires that run quieter, last longer.

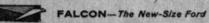
In every way these are the Finest Fords of your Lifetime! See them at your Ford Dealer's!

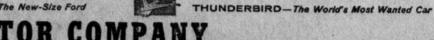
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