



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.

## Ford To Make Debut This Week; Has Elegant Thunderbird Profile

The 1960 Ford represents a styling theme originally created for later use but brought forward because of the spontaneous enthusiasm of company management when they first saw the car in advance studios.

J. O. Wright, Ford Motor Company vice president and Ford Division general manager, said the 1960 Ford was redesigned from bumper to bumper because "we wanted to increase passenger space and comfort and improve the roadability and handling ease and performance."

He said, "After the car originally planned for 1960 was well under way the advanced styling office showed us some designs for Ford Motor Company cars even farther advanced than our planned 1960 model."

"One of these was called 'Quicksilver,'" he said. "It captured everyone's imagination 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 dollars."

"When the engineers pointed out that a complete new car also would enable them to design additional quality features into the vehicle, company management gave the go-ahead."

"One of the most important features of the new Ford," Mr. Wright said "is that it has been 'comfort-engineered.' There is substantially more hip room, shoulder room, leg room and head room in the 1960 Ford than there was in the 1959 model — which ranked far above its competitors in these vital comfort areas."

"With the new body design, the new frame, redesigned suspension and improved power train, the 1960 Ford rides better, handles better and performs better than any Ford in history," Mr. Wright said.

Passenger comfort and convenience have been particular attention in the design of the new Ford cars. New, swept-back windshield pillars have eliminated the troublesome "dog-leg" found in cars with the full-wrap windshield.

Yet, the new model Ford has 17 percent more windshield area than last year's Ford, provides better visibility out over the hood, and has a windshield wiper pattern one-third greater

than in 1959. Ford's "posture perfect" seats permit the driver and passengers to sit in comfort on foam padding and at what Ford research has proven to be the most comfortable seating angle.

Adding to the convenience of the new Ford line are such features as a trunk opening that is only 27 inches from the ground, a foot-operated parking brake with the release knob located on the instrument panel, and two-stage door checks.

The 1960 Ford line includes 15 models that offer a total of six different roof lines. At the low end of the line is the Fairlane series, which includes a two-and four-door sedan and a business Tudor. In the Fairlane 500 series are two models, a two-and four-door sedan. The popular Galaxie series, with its own Thunderbird-styled roof, includes a two-and four-door sedan, plus a four-door hardtop called the Town Victoria.

The Starliner, a new two-door hardtop entry in the Ford line, is one of two special models. The action-styled Starliner features a unique "fast-back" roof that sweeps gracefully back to blend with the elegant rear deck. The other special model is the Sunliner, Ford's soft-top convertible.

Better stability and improved handling have been accomplished partly through a wider tread, but mostly through the widening of the rear spring base. Two full inches have been added to the front tread width and nearly four inches to the rear tread.

Long the leader in the station wagon field, Ford in 1960 will offer five different models with a longer load space, greater passenger comfort and more versatility than ever before. Ranging from the two-door Ranch Wagon to the elegant four-door, nine-passenger Country Squire with simulated mahogany paneling, the Ford station wagon line has a model to meet any requirement.

The load space in the 1960 Ford station wagons is nearly a foot longer than last year, and the tail gate opens flush with the floor. With the front facing third seat in position, there still is storage room ahead of the closed tail gate. The tail lift gates can be opened easily with one hand.

All standard Ford engines — both "six" and V-8 — are designed to operate on regular grade

gasoline, which saves a dollar a tank full. Ford offers four modern, short-stroke engines for 1960, all of which combine efficiency, durability and economy with the added customer savings resulting from quick and easy service. The full-flow oil filter, standard equipment on all Ford engines, permits Ford to recommend an oil change only every 4,000 miles. A new cross-flow radiator, which directs the coolant horizontally, provides improved cooling.

The Ford engine line-up for 1960 includes the economical 145-horsepower Mileage Maker Six; the 185-horsepower, 292 cu. in. V-8; the 235-horsepower, 352 cu. in. V-8 with two-barrel carburetor, and the 300-horsepower, 352 cu. in. power option V-8 with four-barrel carburetor.

All Ford engines incorporate an exclusive deep-block design for greater structural rigidity, wedge type combustion chambers with self-cleaning spark plugs, aluminized valves, and the most advanced design ignition system.

engine mounts and carburetion. Completing the power train selection are two automatic transmissions and an improved synchromesh manual transmission, which also is available with overdrive. The 1960 two-speed Fordomatic provides better acceleration, smoother operating characteristics and better engine braking qualities, and is available with any Ford engine. The dual-range Cruise-O-Matic, which combines high performance with automatic transmission convenience, is available with the Ford V-8 engines.

For positive traction when driving under conditions of poor footing, such as ice, snow or mud, the 1960 Ford-designed Equalizer differential is available as optional equipment.

Illustrating Ford's "quality design" program are such parts as the extended life aluminized muffler that utilizes aluminum-coated walls and heads, a double-thick inner casing and asbestos insulation to slow the condensa-

tion rate, reduce corrosion and lengthen muffler life. Mufflers of a new cylindrical shape are located behind the rear wheels on the 1960 Fords.

For longer battery life, Ford in 1960 has a standard battery with 66 plates, instead of the usual 54.

Ford's Diamond Lustre finish, a super-enamel that doesn't need waxing, is available in a wide selection of solid and two-tone exterior colors, color-keyed to match the interior upholstery trim.

Ford's safety concept of "protecting the passenger" against injury includes as standard features the extra-rugged wide-contoured frame with flared side rails, safety door locks, lifeguard steering wheel and new truck-size brakes that have 25 per cent more braking surface than last year. Safety seat belts, padded instrument panel and padded sun visors are available as optional equipment.

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