

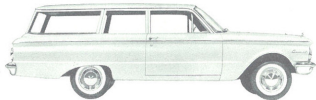
Comet

**"QUICK FACTS" AND
PRICE
COMPARISONS**





COMET 2-DOOR SEDAN



COMET 2-DOOR STATION WAGON



COMET 4-DOOR SEDAN



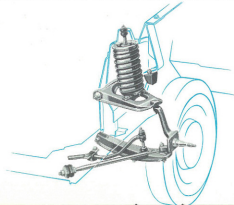
COMET 4-DOOR STATION WAGON

Comet—the First Compact Car with Fine Car Styling

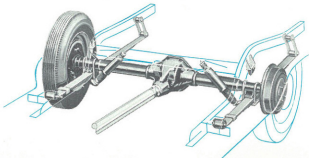
Fresh, crisp with an elegant air—this is Comet for 1960! Fully fashioned from top to bottom, inside and out, Comet is a family car with room for six and luggage space to spare. From the front, the double concave grille, dual headlamps and one-piece wraparound bumper provide a perfect complement to Comet's integrated styling. Comet in profile is fleet, refined . . . reflects its fine car heritage in sculptured metal with sparkling bright accents. Slim, canted taillights accent Comet's fully styled rear-deck treatment.

There's a new concept in station wagon living with Comet 2- and 4-door " wagons." Front end features all of the sparkling bright appointments and integrated styling of its sedan counterpart. There's a fine-car flair to the station wagon profile . . . a thin, fine roof line instills a feeling of motion even when standing still. A bright, airy outlook is made possible by the large glass area and thin-pillared doors. From the rear, semi-circular taillights and two, gleaming rolled moldings add refinement and character to the tailgate area.

FRONT SUSPENSION Thoroughly proved ball-joint front suspension, used in many of the highest-priced cars, is nowhere better than in the '60 Comet. Prime reason: rubber-mounted stabilizer strut which permits fore-and-aft movement of wheels, allows extra "give" to soak up bumps. This "give-and-take" feature smooths the Comet ride, helps snub out road noise and harshness before they reach the passenger compartment.



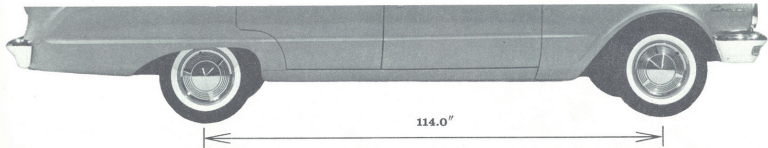
REAR SUSPENSION 50-inch-long rear springs, two inches wide, with *full-length* butyl liners add importantly to Comet's luxury ride. Springs are five leaves thick. Double-acting shock absorbers give the ultimate in ride control, reduce side-sway. Comet's rear suspension is a marvel of balance and road-hugging stability, helps make highway handling and maneuvering wonderfully easy, relaxing.

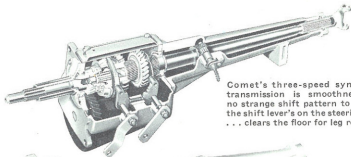


Comet's Fine-Car Ride . . . Smoothest of all Compact Cars

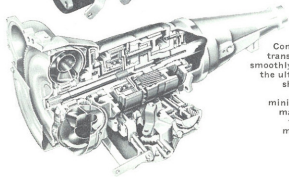
Americans have become accustomed to automobiles with a high degree of riding comfort. And Comet—alone among the new compacts—has the kind of ride you would expect only in a full-size car. Though two feet shorter over-all, Comet's wheelbase of 114 inches is just right for satin-smooth riding under all driving conditions. Superior springing and the unique stabilizer strut in front also contribute to Comet's miracle ride.

Low center of gravity means greater stability, better all-around handling. Liberal use of sound-absorbing insulation hushes Comet's ride, makes it luxury-car quiet. You'll find, too, every drive in Comet is more comfortable, with easy-chair, foam-cushioned seats . . . is far more satisfying, thanks to fine-car details like smartly tailored upholstery, harmonious blending of color and fabric.

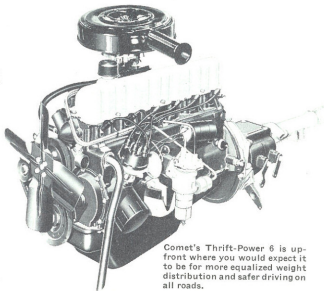




Comet's three-speed synchromesh transmission is smoothness itself—no strange shift pattern to learn, and the shift lever's on the steering column . . . clears the floor for leg room.



Comet Drive automatic transmission powers you smoothly and effortlessly for the ultimate in automatic shifting. Lightweight and designed for a minimum of service and maintenance, this optional 2-speed automatic transmission is yours for an unbelievably low price.

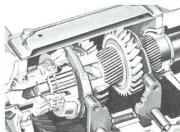


Comet's Thrift-Power 6 is up-front where you would expect it to be for more equalized weight distribution and safer driving on all roads.

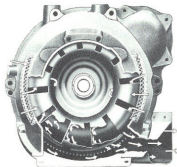
New Thrift-Minded Engine and Transmissions

There's performance, economy, durability and reliability built into the new Comet power team. Designed with meticulous care . . . tested in every conceivable

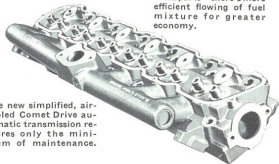
way . . . proved in over-the-road operation . . . it responds to every demand with ease, assuredness, and delivers up to 28 miles per gallon of regular gas.



Precision-cut helical gears are designed for rugged use.



The new simplified, air-cooled Comet Drive automatic transmission requires only the minimum of maintenance.



Combination intake manifold and cylinder head eliminates many extra parts—there's more efficient flowing of fuel mixture for greater economy.

Comet Tops all the Compacts in Value

The beautifully proportioned styling of the Comet is enhanced by unusual attention to quality detail not found on other compact cars. The Comet, at *no extra cost*, provides an extra measure of fine-quality interior and exterior appointments, added convenience and comfort features, and deluxe functional features, which are *extra-cost* items on many other compact cars and station wagons. This wealth of quality features makes Comet the greatest value of all compacts on the road today.

Comet's beauty and quality is further reflected by its long-lasting Super-Enamel finish, which stays new-looking longer. Stunning exterior colors, in solids or optional two-tones, range across the rainbow:

Sultana White	Valley Green Metallic
Tuxedo Black	Cloud Silver Metallic
Signal Red	Javelin Bronze Metallic
Crystal Turquoise	Cote D'Azur Blue Metallic
Cameo Green	Twilight Turquoise Metallic
Inlet Blue	

COMET Standard Equipment

Arm rests front and rear	Positive-action windshield wipers
Dual sun visors	Ash trays front and rear
Dual horns	Vinyl headlining
Cigarette lighter	Body side moldings
Automatic courtesy light	Bright roof drip molding
Deluxe steering wheel and bright horn ring	Foam cushion front seat
Dual headlamps	Super-Enamel finish
Automatic choke	Bright-metal instrument cluster and controls
Oil filter	
Aluminized muffler	

Many of these features are extra cost or unavailable on other compact cars.

Comet Options and Accessories for Added Driving Pleasure

● Fashion Group Deluxe Trim:

Contour seats.

Luxury interiors with a choice of either all vinyl or combination vinyl and richly pleated nylon fabrics.

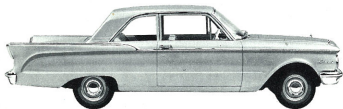
Floor carpeting, front and rear (sedans only).

Bright-metal door window frames.

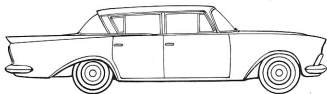
Bright door trim moldings.

- Comet Drive Automatic Transmission
- Back-Up Lights
- Glove Box Light
- Heater and Defroster
- Padded Instrument Panel and Sun Visors
- Push-Button Radio
- Outside Rearview Mirror
- Inside Day-Night Type Mirror
- Front Seat Belts
- Station Wagon Luggage Rack
- Wheel Covers
- White Sidewall Tires
- Windshield Washer
- Electric Tailgate Window
- Tinted Windshield
- Electric Windshield Wipers
- Heavy-Duty Battery
- Heavy-Duty Generator
- Litter Container

Price Comparison: **COMET** Sedans vs. **RAMBLER** Sedans



COMET 2-DOOR FULLY APPOINTED
\$1998.00 RETAIL LABEL PRICE



STRIPPED RAMBLER 4-DOOR DELUXE
\$2098.00 RETAIL LABEL PRICE

Fully appointed COMET \$100.00 less than stripped RAMBLER

and Comet's low price includes all these advantages over Rambler

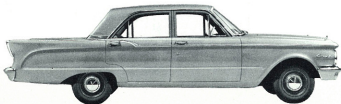
- Longer wheelbase for better ride and stability
- Greater over-all length for better styling proportions
- Better mileage (up to 28 miles per gallon)
- Sedans available in both 2- and 4-door models

All these features—extra cost or not available in Rambler—are standard in Comet

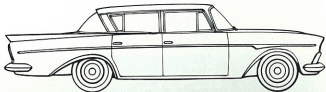
- Dual headlights
- Body side moldings
- Bright drip moldings
- Deluxe steering wheel
- Automatic courtesy light
- Dual horns
- Rear arm rests
- Rear ash tray
- Foam front seats
- Oil filter

Fully appointed COMET 4-door \$215.00 less than trimmed RAMBLER Super

COMET 4-DOOR FULLY APPOINTED
\$2053.00 RETAIL LABEL PRICE



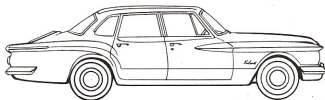
RAMBLER 4-DOOR SUPER
\$2268.00 RETAIL LABEL PRICE



Price Comparison: **COMET** Sedans vs. **VALIANT** Sedans



COMET 2-DOOR FULLY APPOINTED
\$1998.00 RETAIL LABEL PRICE



STRIPPED VALIANT 4-DOOR "V-100"
\$2053.00 RETAIL LABEL PRICE

Fully appointed COMET \$55.00 less than stripped VALIANT "V-100"

and Comet's low price includes all these advantages over Valiant

- Longer wheelbase for greater stability and riding ease
- More exterior color choices
- Sedans available in both 2- and 4-door models
- Vinyl headlining standard in every model
- Shift lever on steering column permits more floor space

All these features—extra cost or not available in Valiant—are standard in Comet

- Deluxe steering wheel
- Body side moldings
- Rear seat ash tray
- Automatic courtesy light
- Cigarette lighter
- Dual sun visors
- Horn ring
- Dual arm rests

Fully appointed COMET 4-door \$77.00 less than trimmed VALIANT

COMET 4-DOOR FULLY APPOINTED
\$2053.00 RETAIL LABEL PRICE



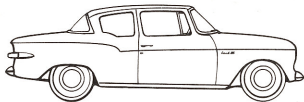
VALIANT 4-DOOR "V-200"
\$2130.00 RETAIL LABEL PRICE



Price Comparison: **COMET** Sedans vs. **LARK** Sedans



COMET 2-DOOR FULLY APPOINTED
\$1998.00 RETAIL LABEL PRICE



STRIPPED LARK 2-DOOR
\$1976.00 RETAIL LABEL PRICE

Fully appointed COMET 2-door within \$22.00 of stripped LARK

and Comet's low price includes all these advantages over Lark sedans

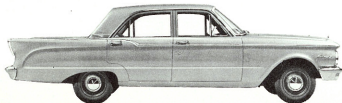
- Longer wheelbase for better ride and stability
- Longer over-all for more beautiful, sculptured styling proportions
- Much larger trunk capacity
- Dual headlamps for better pattern of illumination
- More luxurious interiors

All these features—extra cost or not available in Lark—are standard in Comet

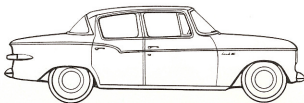
- Dual headlamps
- Foam cushion front seat
- Cigarette lighter
- Dual sun visors
- Rear seat arm rests
- Automatic courtesy light
- Vinyl headlining
- Deluxe steering wheel
- Rear seat ash tray
- Horn ring
- Dual horns
- Oil filter

Fully appointed COMET 4-door \$143.00 less than trimmed LARK Regal

COMET 4-DOOR FULLY APPOINTED
\$2053.00 RETAIL LABEL PRICE



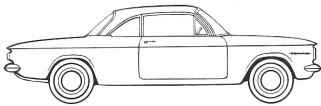
TRIMMED LARK 4-DOOR REGAL
\$2196.00 RETAIL LABEL PRICE



Price Comparison: **COMET** Sedans vs. **CORVAIR** Sedans



COMET 2-DOOR FULLY APPPOINTED
\$1998.00 RETAIL LABEL PRICE



STRIPPED CORVAIR 2-DOOR "500"
\$1984.00 RETAIL LABEL PRICE

Fully appointed COMET 2-door within \$14.00 of stripped CORVAIR

and Comet's low price includes all these advantages over Corvair

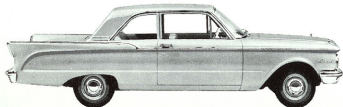
- Longer wheelbase for better ride and stability
- Over twice as much trunk capacity for luggage
- More economical due to single carburetor, Thrift-Power 6
- Comet's hot water heater operates economically on engine heat; Corvair's gas heater cuts fuel economy greatly
- Shift lever on steering column permits more floor space
- Gasoline tank in rear for safety
- More upholstery combinations available

All these features—extra cost or not available in Corvair—are standard in Comet

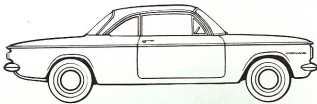
- Foam cushion front seat
- Deluxe steering wheel
- Body side moldings
- Rear seat ash tray
- Dual arm rests
- Cigarette lighter
- Dual sun visors
- Vinyl headlining
- Horn ring

Fully appointed COMET 2-door \$51.00 less than trimmed CORVAIR

COMET 2-DOOR FULLY APPPOINTED
\$1998.00 RETAIL LABEL PRICE



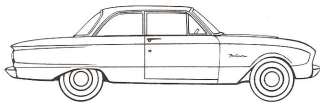
TRIMMED CORVAIR 2-DOOR "700"
\$2049.00 RETAIL LABEL PRICE



Price Comparison: **COMET** Sedans vs. **FALCON** Sedans



COMET 2-DOOR FULLY APPOINTED
\$1998.00 RETAIL LABEL PRICE



TRIMMED FALCON 2-DOOR
\$1978.00 RETAIL LABEL PRICE

Fully appointed **COMET** 2-door within \$20.00 of trimmed **FALCON**

and Comet's low price includes all these advantages over Falcon sedans

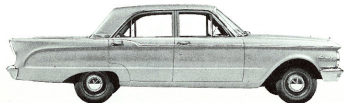
- Longer wheelbase for better ride and stability
- Longer over-all length . . . more luggage space
- Dual headlamps for better road illumination
- Vinyl headlining that's easy to clean
- More impressive instrument cluster
- Body side molding

Every one of these features in Falcon's extra-cost trim is standard in Comet

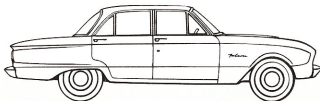
- Deluxe steering wheel
- Automatic courtesy light
- Rear seat arm rests
- Better ornamentation
- Horn ring
- Cigarette lighter
- Rear seat ash tray
- Better trim set

Fully appointed **COMET** 4-door within \$13.00 of trimmed **FALCON**

COMET 4-DOOR FULLY APPOINTED
\$2053.00 RETAIL LABEL PRICE



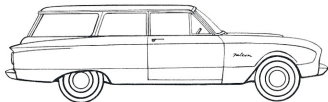
TRIMMED FALCON 4-DOOR
\$2040.00 RETAIL LABEL PRICE



Price Comparison: **COMET** Station Wagons vs. **FALCON** Station Wagons



COMET 2-DOOR FULLY APPOINTED
\$2310.00 RETAIL LABEL PRICE



TRIMMED FALCON 2-DOOR
\$2291.00 RETAIL LABEL PRICE

Fully appointed **COMET** 2-door wagon within \$19.00 of trimmed **FALCON** wagon

and Comet's low wagon price includes all these advantages over Falcon wagons

- Dual headlamps for better road illumination
- Vinyl headlining that's smart and easy to clean
- More impressive instrument cluster
- Bright instrument panel control knobs and ornamentation
- Body side molding

Every one of these features in Falcon's extra-cost trim is standard in Comet wagons

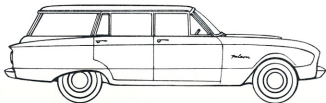
- Deluxe steering wheel
- Automatic courtesy light
- Rear seat arm rests
- Body side moldings and fender ornaments
- Horn ring
- Cigarette lighter
- Rear seat ash tray
- More luxurious trim

Fully appointed **COMET** 4-door wagon within \$12.00 of trimmed **FALCON** wagon

COMET 4-DOOR FULLY APPOINTED
\$2365.00 RETAIL LABEL PRICE



TRIMMED FALCON 4-DOOR
\$2353.00 RETAIL LABEL PRICE



Price Comparison: **COMET** 2-Door Station Wagon vs. other 2-Door Compact Wagons



FULLY APPOINTED COMET 2-DOOR STATION WAGON
COSTS ONLY \$2310.00.

THIS STATION WAGON IS 

... AND ALONE AMONG THESE WAGONS, COMET
GIVES YOU ALL THESE FEATURES AT NO EXTRA COST

- 76.2 cubic feet of cargo capacity
- Foam-cushioned seats front *and* rear
- Load deck nearly nine feet long
- Roll-down rear window (power control optional)
- Second seat folds flat
- Five smart upholstery choices (three are all-vinyl options)
- Scuff-proof cargo flooring
- Level-loading tailgate
- Long-lasting Super-Enamel finish

\$55 LESS THAN LEAST EXPENSIVE **VALIANT** WAGON

\$56 LESS THAN LEAST EXPENSIVE **LARK** WAGON

\$117 LESS THAN LEAST EXPENSIVE **RAMBLER** WAGON

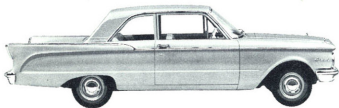
vs. 2-Door Conventional-size Station Wagons

\$276 LESS THAN LEAST EXPENSIVE **FORD** RANCH WAGON

\$276 LESS THAN LEAST EXPENSIVE **CHEVROLET** BROOKWOOD WAGON

\$292 LESS THAN LEAST EXPENSIVE **PLYMOUTH** DELUXE SUBURBAN WAGON

COMET 2-DOOR SEDAN COSTS



COMET 2-DOOR SEDAN
\$1998.00 RETAIL LABEL PRICE

IN ADDITION TO ITS LOWER INITIAL COST,
COMET GIVES YOU MANY OTHER BIG ADVANTAGES
OVER CONVENTIONAL-SIZE CARS

- Lower maintenance cost
- Lower parts replacement cost
- Fewer parts to require service or replacement
- Lower insurance rates (in some states)
- Smaller over-all exterior size for greater maneuverability and ease of parking, yet it has all the interior room you need to drive in comfort
- Better gas mileage (up to 28 miles per gallon)
- And many items available only at extra cost on some conventional-size cars

\$259 LESS



THAN FORD FAIRLANE 2-DOOR SEDAN

\$262 LESS



THAN PLYMOUTH SAVOY 2-DOOR SEDAN

\$264 LESS



THAN CHEVROLET BISCAYNE 2-DOOR SEDAN

1960 Comet Specifications

POWER PLANT

THRIFT-POWER 6: High-economy, inline 6-cylinder block. Overhead valves. Displacement: 144.3 cubic inches; horsepower: 90 @ 4200 rpm; maximum torque: 138 @ 2000 rpm; compression ratio: 8.7:1; recommended fuel: regular grade.

ENGINE LUBRICATION: Full-pressure lubrication system. Rotor-type oil pump with non-floating screened inlet. Oil capacity (with filter change): 4.5 quarts.

ENGINE COOLING: Downflow, pressurized radiator. Full-length water jackets around all cylinders. Capacity without heater: 8.7 quarts; capacity with heater: 9.3 quarts.

ELECTRICAL: 12-volt system. 54-plate battery. Centrifugal vacuum spark control. Positive engagement starter. 18mm anti-fouling spark plugs.

FUEL SYSTEM: Carburetor: 1-venturi, downdraft type. Mechanical diaphragm fuel pump with vacuum booster feature as standard equipment. Dry-type air cleaner with replaceable element. Fuel filter locations: fuel tank; fuel line between pump and carburetor. Fuel tank capacity: 14 gallons.

TRANSMISSIONS AND REAR AXLE

COMET DRIVE AUTOMATIC TRANSMISSION: 5-position selector lever. Selector positions: P (Park), R (Reverse), N (Neutral), D (Drive), L (Low). Fully automatic fluid torque converter with 2-speed planetary gear set. Air cooled. Oil capacity (refill): 6¼ quarts.

THREE-SPEED MANUAL SHIFT TRANSMISSION: Selective gear type with three forward speeds. Gear ratios: First gear: 3.29:1; Second gear: 1.75:1; Third gear: 1.00:1; Reverse gear: 4.46:1. Oil capacity: 2½ pints.

CLUTCH: Semi-floating, single dry-plate type. Outside diameter: 8½ inches.

REAR AXLE: Semi-floating type with hypoid gears. Two-

pinion differential, tapered roller bearings. Rear axle ratio—3.56:1; 3.89:1 optional for station wagon models.

CHASSIS

BODY: Security design—one-unit frame and body—that's extra strong, extra solid with zinc-coated underbody box-section members.

FRONT SUSPENSION: Ball-joint front suspension with anti-dive feature. Coil front springs. Internally mounted hydraulic shock absorbers.

REAR SUSPENSION: Alloy-steel, leaf-type rear springs for greater stability. Hotchkiss drive. Direct acting, angle-mounted hydraulic shock absorbers.

STEERING: Recirculating ball-and-nut type steering gear. Over-all steering ratio: 27.0:1.

BRAKES: Hydraulic, internal-expanding type. Total brake lining area: 131 square inches (Station Wagon: 150.6 square inches). Brake drum diameter: 9 inches.

PARKING BRAKE: Independent mechanical operating on the rear wheels. Brake application and release controlled by handle located beneath the instrument panel, to the left of the steering column.

WHEELS AND TIRES: Stamped steel disc wheels. 13-inch diameter. Tire size 6.00 x 13, 4-ply rating except station wagons which are 6.50 x 13, 4-ply rating. White sidewall tires optional at extra cost on all models.

WHEELBASE

Sedan.....114.0" Station Wagon.....109.5"

OVER-ALL LENGTH

Sedan.....194.9" Station Wagon.....191.8"

TREAD

Front.....55.0" Rear.....54.5"

OVER-ALL HEIGHT

Sedan.....54.5" Station Wagon.....55.1"

**Comet—first compact car with fine car styling—
priced with or below other compacts**

Prices and specifications shown herein were in effect at the time this book was approved for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligation. White sidewall tires, accessories, and any other equipment that is not standard equipment are optional at extra cost.