

This is the

WONDERFUL NEW WORLD
OF **FORDS**
AND **FORD WAGONS**



FOR '60



Highlights from

**FORD'S BUYER'S DIGEST OF
NEW CAR FACTS FOR 1960**



TOWN SEDAN

Four big doors make coming and going easier . . . and for that reason the Fairlane Town Sedan is a "best buy" for families and others who'll have plenty of back seat traffic. Model shown is Belmont Blue.

FAIRLANE SEDANS

Here's where a wonderful new world of fun and savings begin

In the Fairlane Sedans, you'll find every single major feature of the Finest Fords of a Lifetime, including 1960's most exciting and satisfying new car style and design. The lines are beautifully new but not extreme in any way. Ford's 1960 design gives more knee room, more hip room, 4 inches more shoulder room, without extra bulk outside. A good measure of the sense this new design makes is the way the windshield posts are angled so they do not jut out into the

doorways as in some cars. And, as standard equipment in the Fairlane Sedans, you get luxuries and features that you'd pay extra for in competitively priced cars . . . or that you'd expect only in the more expensive cars. Foam-cushioned front seats, Full-Flow oil filter, aluminized muffler, Diamond Lustre Finish, and dual sun visors and arm rests are just a few of these "extras" included in the original Fairlane Sedan price. (See the complete list on the next page.)

FAIRLANE INTERIORS . . . PRACTICAL, COMFORTABLE, SPACIOUS



Plenty of room for six to ride in easy elegance here! You can choose from three strikingly attractive new interior trims: blue, green or gray nylon cloth in handsome striped pattern, with harmonizing moroccan-grained vinyl trim. Materials are long-wearing and easy to clean. Front seats are luxuriously foam cushioned. Seat backs are positioned at a posture-perfect 23° angle for living room comfort.



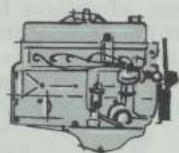
No "dogleg" windshield pillar to obstruct the doorway—
or your view!

CAR SELECTOR

The Finest Fords of a Lifetime

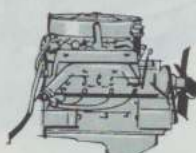
BUSINESS SEDAN

It's "good business" to travel in comfort and style at this low price. The new Ford 2-door Business Sedan has 31 cubic feet of *extra* space for brief case, luggage and samples behind the seat where it's extra-easy to get at. The color is Raven Black.



Most Fairlane owners prefer the standard Mileage Maker Six engine. Or, for extra performance with economy, many choose the Thunderbird 292 V-8.* A recommended choice for easy operation is Fordomatic Drive, one of the world's finest "automatics." MagicAire Heater and a Manual Radio are heavy favorites, of course. **SUGGESTION:** If you do a lot of long-distance driving, try gas-stretching Ford Overdrive. For news of other convenience and safety equipment see page 22. For your choice of 12 different Single Colors and 14 Two Tone combinations, see pages 20 and 21.

*Other available engines: Thunderbird 352 V-8; Thunderbird 352 Special V-8.



STANDARD EQUIPMENT

Mileage Maker Six Engine
Aluminized Muffler
Full-Flow Oil Filter
Wide-Contoured Frame
Wide-Tread Design
Cigarette Lighter

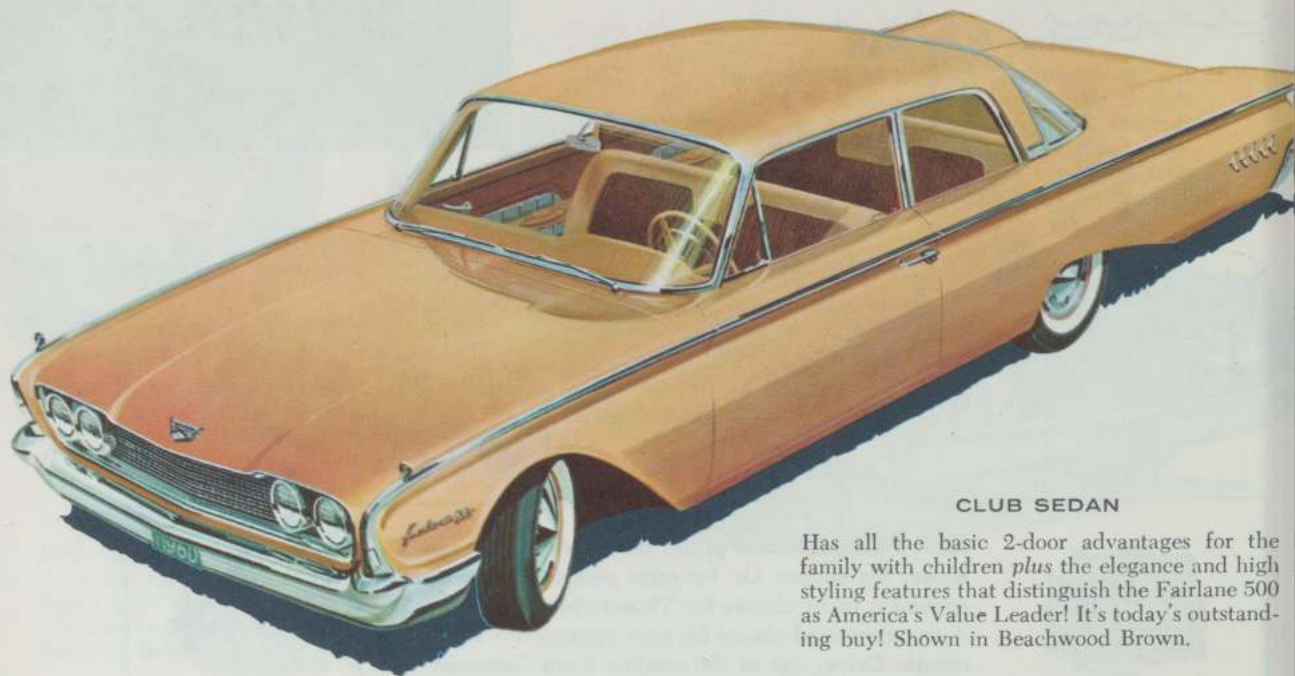
Diamond Lustre Finish
3-Speed Transmission
Lifeguard Steering Wheel, color-keyed
Lifeguard Double-Grip Door Locks
Front Arm Rests
Foam-Cushioned Front Seats

Chrome Horn Ring
Sun Visors, Swivel-Mounted, left and right sides
Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Windshield Wipers, Dual, Vacuum-Booster-Operated

CLUB SEDAN

Lowest-priced, full-size sedan in the Ford line for 1960. Plenty of room for six adults with over-sized doors for convenient entry and exit. Tots are extra safe and comfortable here, too. Color shown is Montecarlo Red.





CLUB SEDAN

Has all the basic 2-door advantages for the family with children *plus* the elegance and high styling features that distinguish the Fairlane 500 as America's Value Leader! It's today's outstanding buy! Shown in Beachwood Brown.

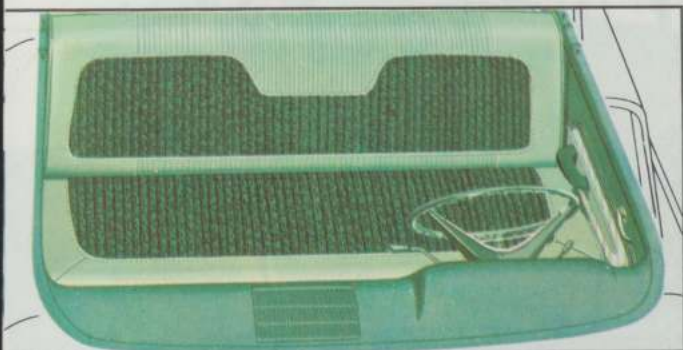
FAIRLANE 500 SEDANS

A big step up in elegance for just a few dollars more

For only 77 dollars* more than Ford's lowest-priced Fairlane model, you can have all the elegant features, extra comfort and added convenience that make the Fairlane 500 Sedan America's Value Leader. You'll get a wider choice of interior trims in distinctively different, more luxurious designs. You'll get attractive extras, like bright metal window trim and exclusive ornamentation on the fenders . . . and added

convenience features, like rear seat ash tray, rear seat arm rests, and courtesy light. The steering wheel and Vinyl-Tex floor mats are color-keyed to harmonize with the interiors. Like all new 1960 Fords, the windshield posts sweep forward so they're not in your way when you enter and leave. Add it all up, and it's little wonder why the Fairlane 500's are such favorites with so many thousands of families.

FAIRLANE 500 INTERIORS . . . STYLISH . . . DURABLE . . . COLORFUL



Here's limousine luxury as only the Value Leader can give you. From ceiling to floor . . . from instrument panel to package tray . . . a fine attention to detail is the Fairlane 500's outstanding characteristic. Here's fine, ribbed, Morocco Grain vinyl over the seat backs . . . a perfect complement to the modern, stripe-design nylon cloth inserts. Doors and rear quarter panels are lined with the same rich, leather-like material as the seats. And the whole interior plan is color-keyed (in blue, green, beige or gray) to the brilliant Diamond Lustre Finish of your choice.

CAR SELECTOR

The Finest Fords of a Lifetime

HERE'S THE EXTRA VALUE THAT'S STANDARD IN THE FAIRLANE 500'S

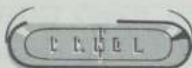
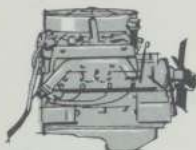
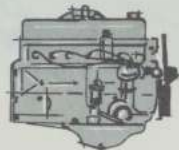
- Wider choice, more luxurious upholsteries
- Distinctive exterior bright trim, front and rear
- Exclusive rear fender ornamentation
- Rear Seat Ash Tray
- Interiors trimmed in elegant metallic Mylar
- Bright-metal window frames
- Vinyl-Tex Color-Keyed Floor Covering
- Courtesy Light

PLUS THESE STANDARD FEATURES FOUND IN ALL FORDS

Mileage Maker Six Engine
Aluminized Muffler
Full-Flow Oil Filter
Wide-Contoured Frame
Wide-Tread Design
Cigarette Lighter

Diamond Lustre Finish
3-Speed Transmission
Lifeguard Steering Wheel, color-keyed
Lifeguard Double-Grip Door Locks
Front Seat Arm Rests
Foam-Cushioned Front Seats

Chrome Horn Ring
Sun Visors, Swivel-Mounted, left and right sides
Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Windshield Wipers, Dual, Vacuum-Booster-Operated



Fairlane 500 fans value the gas savings of the Mileage Maker Six engine. The Thunderbird 292 V-8 with its "regular-gas" economy and sporty power is another big favorite.* Convenient Fordomatic Drive, a MagicAire Heater and a Push-Button Radio are other features that rate high with Fairlane 500 owners. **SUGGESTION:** Power Steering will pay for itself in added driving ease and at resale time. See page 22 for plenty of other accessory suggestions. On pages 20 and 21 you'll find a choice of 12 different Single Colors and 14 Two Tone combinations.

*Other available engines: Thunderbird 352 V-8; Thunderbird 352 Special V-8.



TOWN SEDAN

No other 4-door can match this for value! You get the big-car comfort and convenience of 4-door design with all the "extras-at-no-extra-cost" of the Fairlane 500. At ease with a party of six or a family gathering. Two Tone combination is Aquamarine and Corinthian White.

GALAXIE TOWN SEDAN

A happy combination of fine-car looks and four-door comfort and convenience. The Galaxie Town Sedan has the elegance and prestige to be a crowd pleaser, and the big-car comfort and ride to make it a family fun car. Meadowvale Green is illustrated.



GALAXIE SEDANS

At the top of the Ford line are the world's most beautiful cars

Here, truly, are the new aristocrats of the low-price field. And 1960 Galaxie prestige rests on more than just elegant "trimmings" like deep, wall-to-wall carpeting, foam-cushioned front seats and a choice of *five* luxurious new upholstery patterns! There's a whole new world of distinction and personal expression here. The Thunderbird-inspired roof is the hallmark of the

Galaxie, the finest expression of the Finest Fords of a Lifetime. And, of course, there's Galaxie-sized power to measure up to Galaxie elegance and comfort. Choose the Thunderbird 292 V-8 or, if you like your action sports-car style, pick the Thunderbird 352 Special V-8. For just a few dollars' difference you can step up to Galaxie distinction and never leave the low-price field!

GALAXIE SEDAN INTERIORS

Open a Galaxie door and enter a whole new world of distinction and elegance. In the first place, the doors are designed to let you enter with dignity and grace. Inside, you'll be immediately impressed with the Galaxie's fine attention to *all* the details that will make your ride more pleasant and comfortable. There's deep foam cushioning in front seats. You sit positioned at the ideal posture angle of 23° . . . in *living room comfort!* Plush deep pile, color-keyed carpeting extends from wall to wall. Seat fabrics are carefully pleated, padded, sewed with 100% nylon stitching and finally . . . tailor-fitted to sofa-wide seats. A Galaxie luxury feature at no extra cost.

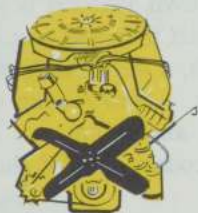


CAR SELECTOR

The Finest Fords of a Lifetime

GALAXIE CLUB SEDAN

This classic example of the Finest Fords of a Lifetime is just your kind of car if you prefer something "special" in the way of 2-door sedan luxury. It's as pleasing to own as it is handsome to look at. Yosemite Yellow is the color shown.



The majority of Galaxie Sedan buyers find that the superior power and performance of the Thunderbird 352 V-8 suits them to a "T." And, for even greater GO, many buyers choose the Thunderbird 352 Special V-8.* Versatile Cruise-O-Matic Drive rates first as a transmission choice. Most folks consider a MagicAire Heater and a Push-Button Radio as "musts." **SUGGESTION:** Try Power Steering and Power Brakes on your Galaxie and we predict you'll never want to be without them. On page 22 you'll find a wide range of other worthwhile options. Pages 20 and 21 show a choice of 13 different Single Colors and 15 Two Tone combinations.

*Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8.



STANDARD EQUIPMENT

Special Bright-Metal Exterior Trim
Luxury Loom Color-Keyed Carpets
Diamond Lustre Finish
Chrome Horn Ring
Self-Regulating Electric Clock
Arm Rests, front and rear
Foam-Cushioned Front Seats
Lifeguard Steering Wheel, color-keyed

Lifeguard Double-Grip Door Locks
Sun Visors, Swivel-Mounted, left and right sides
Courtesy Light
Backup Lights
Cigarette Lighter
Rear Seat Ash Tray
Windshield Wipers, Dual, Vacuum-Booster-Operated

Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Wide-Contoured Frame
Wide-Tread Design
Full-Flow Oil Filter
Aluminized Muffler
3-Speed Transmission
Mileage Maker Six Engine



GALAXIE TOWN VICTORIA

Adds hardtop distinction to Galaxie glamour!

This is the car everyone looks at twice, no matter who they are or what model they're considering. The reason is simple. The Town Victoria has top-of-the-line Galaxie glamour and excitement *combined with* the open, airy, individualism of a hardtop. The effect is stunning. Makes converts of open-car lovers and sedan owners alike. The Thunderbird-style roof is the mark that distinguishes the world's most wanted cars. Yet, you have it here for hundreds of dollars

less than you would normally expect to pay. From its larger tires . . . through its comfortable, Luxury Lounge interiors . . . to its vacation-planned trunk space, the Town Victoria is generously proportioned for your personal comfort. Like all of the Finest Fords, a wider tread cuts corners down to easy curves . . . new springs take dip and dive out of starts and stops . . . and visibility is increased all around. Model shown is in Skymist Blue.



CAR SELECTOR

The Finest Fords of a Lifetime

STANDARD EQUIPMENT

Special Bright-Metal Exterior Trim
Luxury Loom Color-Keyed Carpets
Diamond Lustre Finish
Chrome Horn Ring
Self-Regulating Electric Clock
Arm Rests, front and rear
Foam-Cushioned Front Seats
Lifeguard Steering Wheel, color-keyed

Lifeguard Double-Grip Door Locks
Sun Visors, Swivel-Mounted, left and right sides
Courtesy Light
Backup Lights
Cigarette Lighter
Rear Seat Ash Tray
Windshield Wipers, Dual, Vacuum-Booster-Operated

Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Wide-Contoured Frame
Wide-Tread Design
Full-Flow Oil Filter
Aluminized Muffler
3-Speed Transmission
Mileage Maker Six Engine



Many Galaxie Town Victoria buyers choose the T-bird's own engine, the mighty **Thunderbird 352 Special V-8.**^{*} And the easy convenience of **Power Steering** and **Power Brakes** puts them right at the top of the wanted list. **4-Way Power Seat** and **Power Windows** are other strong favorites with Town Victoria owners. **SUGGESTION:** Give SelectAire Conditioning a trial and chances are you'll never again want to be without it. And a careful study of page 22 will show you a great many other extras that are just right for a Galaxie. See pages 20 and 21 for a selection of 13 different Single Colors and 15 Two Tone combinations.

^{*}Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8; Thunderbird 352 V-8.



NEW INTERIORS COMBINE FASHION AND PRACTICALITY

Galaxie Town Victorias offer a wonderful combination of height-of-fashion style and plenty of spaciousness and comfort. Nylon upholstery fabrics in modern tweed patterns have elegant sewn-thru pleats and are trimmed with richly grained vinyl. Eight dif-

ferent colors are offered: yellow, blue, green, beige, turquoise, red, black, and lavender. See them on pages 20 and 21. Luxury Loom deep-looped rayon carpet, patterned vinyl on the ceiling, and textured vinyl door paneling, are color-blended with the upholstery selections.





THE STARLINER

There's a sports car flavor in this new one-of-its-kind Ford

This brand-new, just-introduced Ford Starliner is truly a car set apart from all others. It's designed expressly for the young of all ages who desire the dash of a sports car and the open-air freedom of a two-door hardtop. It offers all the Galaxie advantages found in the Town Victoria *plus* a wonderfully different roof and rear window design that proudly establish the Starliner as an exclusive model that loves to go places in

a hurry. It was conceived as an ideal model for the spirited performance of the Thunderbird 352 Special V-8 with Cruise-O-Matic Drive. Distinctive bright-patterned nylon upholsteries, trimmed with grained vinyl, are available in yellow, blue, green, beige, turquoise, red, black, or lavender. Those who love their luxury zestful and exclusive will find a 1960 Ford Starliner to be just their kind of car.

THE SUNLINER

Unmatched for sparkling performance and open-air freedom

Ford convertibles are America's all-time favorites. And it's so easy to see why. Just a glance at the 1960 Sunliner reveals its sun-loving, fun-loving new proportions. And notice particularly how the sleek-tailored new vinyl top eases down completely flush with the rear deck. With the top up, the Sunliner is sedan-snug in any weather. Its car-wide rear window has a simple, single zipper across the top. Sunliner interiors are of bright,

all-weather vinyl, in yellow, blue, turquoise, red, black or lavender, trimmed with white. Tops are black or white bonded vinyl. Plush rayon carpets are fade- and wear-resistant. Road characteristics are superb, thanks to Wide-Tread design, Ball-Joint front suspension and Variable-Rate rear suspension. Performance is as sporty as you want to make it, with four engine options and four transmission choices available.

CAR SELECTOR

STARLINER • SUNLINER

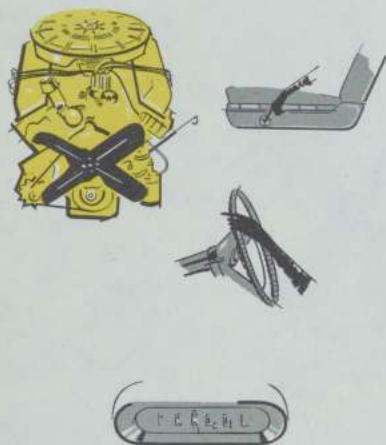
Two of the Finest Fords of a Lifetime... of particular interest to performance fans

Special Bright-Metal Exterior Trim
 Luxury Loom Color-Keyed Carpets
 Diamond Lustre Finish
 Chrome Horn Ring
 Self-Regulating Electric Clock
 Arm Rests, front and rear
 Foam-Cushioned Front Seats
 Lifeguard Steering Wheel,
 Color-Keyed
 Lifeguard Double-Grip Door Locks

STANDARD EQUIPMENT

Sun Visors, Swivel-Mounted,
 left and right sides
 Courtesy Light
 Backup Lights
 Cigarette Lighter
 Rear Seat Ash Tray
 Windshield Wipers, Dual,
 Vacuum-Booster-Operated
 Super-Filter Air Cleaner

66-Plate 55 Amp-Hr Battery
 Wide-Contoured Frame
 (X-Member on Sunliner)
 Wide-Tread Design
 Full-Flow Oil Filter
 Aluminized Muffler
 3-Speed Transmission
 Mileage Maker Six Engine



There's one thing about Starliner and Sunliner buyers... they like power, and lots of it. That's why the super-high-performance **Thunderbird 352 Special V-8*** with **Cruise-O-Matic Drive** is such a "natural" for them. Starliner and Sunliner buyers like convenience, too. That's why so many of them choose **Power Brakes, Steering, Seat and Windows**. See page 22 for many other most-wanted options. On pages 20 and 21 you'll find a big selection of color and upholstery choices.

* Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8; Thunderbird 352 V-8.

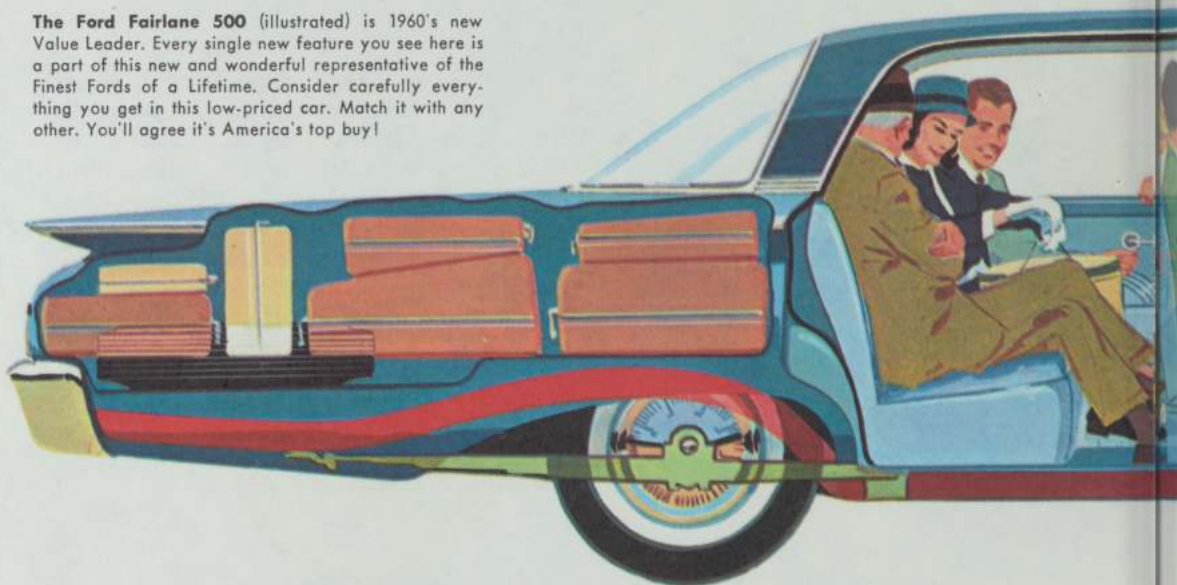


What to look for in the

FINEST FORDS OF A LIFETIME

Before you finally select your new car, you'll want to know a lot more about it than just what you can see on the surface. Is it built with the care a multi-thousand dollar investment deserves? Does it have the comfort and safety features you and your family should have? What about quality checks? To answer these questions and others, Ford has spent millions on engineering and safety research, new laboratory testing techniques and pioneering in quality audit control. The results . . . from any point of view, from every point of value . . . are the finest built Fords of a lifetime!

The Ford Fairlane 500 (illustrated) is 1960's new Value Leader. Every single new feature you see here is a part of this new and wonderful representative of the Finest Fords of a Lifetime. Consider carefully everything you get in this low-priced car. Match it with any other. You'll agree it's America's top buy!



- Here's more "built for people" comfort and stretch-out room for six than ever before. In the front and rear seats, the 60 Fords have 5 feet of shoulder room . . . hip room is over 5 feet . . . head room is over 3 feet. It all adds up to Roominess with a capital "R."
- Extra-wide front doors are held open in either of *two* positions (two-thirds or all the way) by wonderfully convenient door checks. And Ford's "Automatic Door-man" actually helps you open and close the rear doors.
- Seats are "chair high" so legs are never in an unnaturally cramped position. This means front seat is over 9" from floor and back seat is over 13"—scientifically correct for long trip or short haul comfort. Seat backs provide a Posture Perfect angle of 23°, the angle that extensive research has shown to be most satisfactory and comfortable while driving.
- All Ford front seats have a thick layer of soft foam padding, standard at no extra cost, for even greater comfort. Beautifully quilted and pleated fabrics are tailor-fitted to Ford's sofa-soft seats.
- Ford's Easy Entrance Windshield Pillars sweep forward to eliminate the dogleg in old-style windshield pillars. With Ford's wider doors, this feature gives you more unobstructed room for easier entry and exit, the most accessible seating in Ford's field.

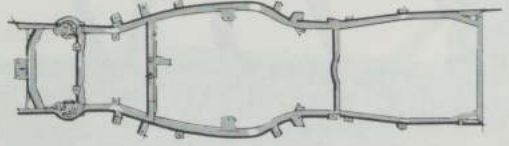


ENGINEERING REPORT

The Finest Fords of a Lifetime

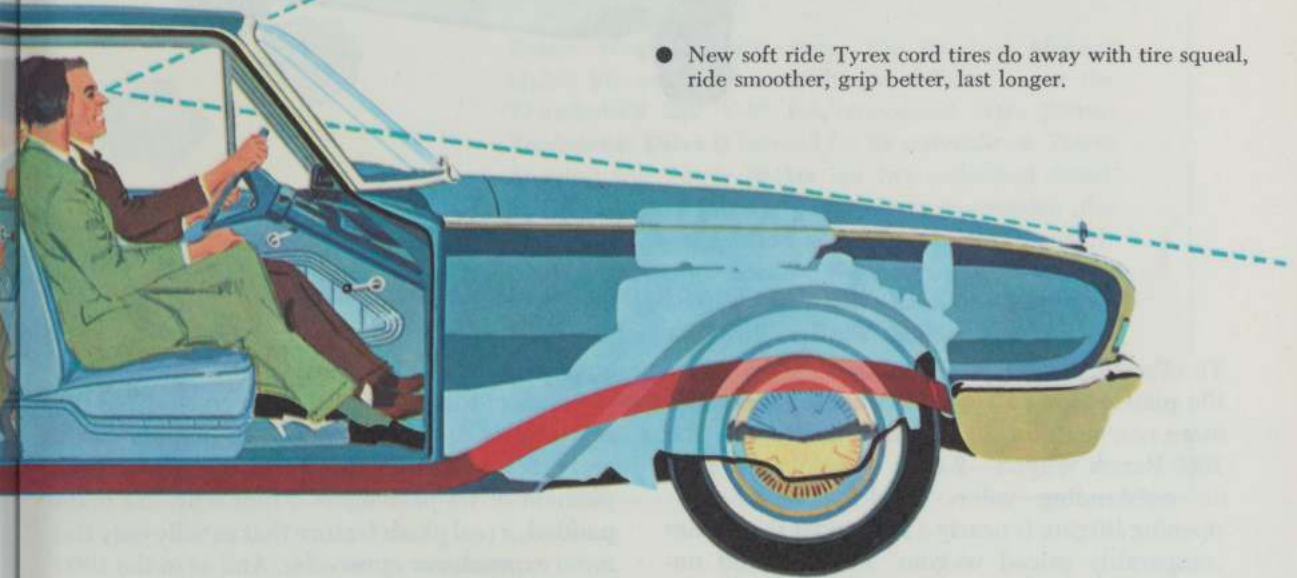
- It's no strain to load a two-weeks' supply of vacation luggage in Ford's 33.5 cubic foot trunk. Opening is only 27" above street level for easy lifting. The wide trunk lid opens effortlessly with new torsion bar hinges. Spare tire is out of the way but easy to reach.

- Each Ford model for 1960 has its own tailored-to-weight rear suspension system. New king-sized rear springs are 5 feet long and set nearly 4 inches farther apart to effectively reduce sidesway on curves. Axle is located well forward on the springs to give a levelized, variable-rate suspension and, in addition, to noticeably reduce dip and dive on starts and stops.

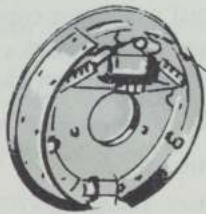


- The new Ford frame is the wide-contoured, safety-type that surrounds the passenger compartment with a rugged ring of steel. It's 50 pounds heavier and 25% stronger than last year's. Frame forms a supremely solid base for the new quality-quiet Ford body and engine.

- New soft ride Tyrex cord tires do away with tire squeal, ride smoother, grip better, last longer.



- Brakes are Truck-Size with 225.6 sq. in. of lining area—the most ever used on a Ford car—which means surer, safer stops. New brake drums are heavier and wider. Linings are tailored-to-model.



- New Wide-Tread Design gives a full 5 feet of tread width for far better stability on corners and curves. And with the new wide-spread 5-foot rear springs, you'll enjoy a new combination unmatched for road-holding and solid, safety feel!

- A new, convenient parking brake operates quickly, easily by merely pressing handy foot pedal. Hand release is located on instrument panel.

- Visibility is outstanding in the '60 Fords. The total glass area has been increased as much as 31%. The windshield is nearly one-fifth bigger with more than 55% greater up-and-down visibility. The hood and fenders slope gracefully to reveal up to 140 sq. ft. more of the road ahead. You'll see the road 4½ feet closer to the car. Every window in every Ford has Ford-pioneered safety glass.

- You enjoy new economy *three* ways, this year. *First*, there's the big-car value you get at the new low Ford price. Then, there's Ford's lower running costs. All Ford engines, for 1960, squeeze more mileage out of every drop of gas. And all Ford engines except the two top-power options *thrive on lower-cost regular!* Ford's new 2-stage Full-Flow Oil Filter lets you go 4000 miles between oil changes. And, *third*, there's Ford's lower upkeep. A big 66-plate battery provides surer starts. All Ford's generators have pre-lubricated, sealed ball bearings front and rear. Aluminized mufflers and tailpipes outlast old type 2 to 1. Beautiful Diamond Lustre Finish lasts and lasts—without waxing *ever!*

FORDOR RANCH WAGON

Ideal six-passenger wagon for the "comings and goings" of the busy American family. Front and rear doors are wider than ever. Cargo space just behind front seat is more accessible. Other convenience features are one-hand tailgate and liftgate operation and rear door locks designed to safeguard the children. Color illustrated is Montecarlo Red.



RANCH WAGONS

Thrifty station wagon living starts right here

The Ranch Wagon, you'll discover, is like versatile plastic tape . . . you keep finding more and more new uses for it every day. That's why the 1960 Ranch Wagon — 2-door or 4-door — is such an outstanding value. Ford's famous easy-opening liftgate is nearly a *foot* wider than other comparably priced wagons. Loading and unloading is easier than ever, thanks to 2-stage front door checks and one-hand-operated liftgate and tailgate. And, you have usable space almost

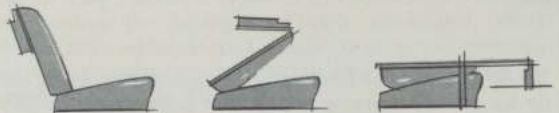
equal to five big Deepfreeze units (97 cu. ft.) in the back of this wonderful new wagon when the rear seat is down. The rear seat unfolds easily and quickly when you want to carry the full complement of six passengers. Front seats are foam padded, a real plush feature that usually only the more expensive wagons offer. And as in the 1960 Ford passenger cars, you ride smooth and in uncrowded comfort . . . windshield posts sweep forward so doorways are wide and clear.

RANCH WAGON INTERIORS . . .

BRIGHT AND DURABLE . . . CONVERT EASILY TO HALF-TON HAULERS



Plenty of room for six to travel in sedan-like comfort. Upholsteries are exceptionally handsome. Their material is a long-wearing, easy-to-clean, woven plastic, trimmed with grained vinyl. Hues of blue, green or beige are available. Ceilings are paneled in scuffproof, easy-to-clean meadboard. Comfortable rear seat is a new design with a hinged back which flips down flat to provide a level loadspace almost 9 feet long (with tailgate closed).



CAR SELECTOR

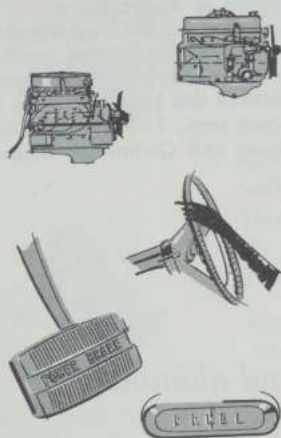
STATION WAGONS

Mileage Maker Six Engine
Aluminized Muffler
Full-Flow Oil Filter
Wide-Contoured Frame
Wide-Tread Design
Diamond Lustre Finish
3-Speed Transmission
Cigarette Lighter

STANDARD EQUIPMENT

Lifeguard Steering Wheel,
color-keyed
Lifeguard Double-Grip Door Locks
Sun Visors, Swivel-Mounted,
left and right sides
Sof-Tred Carpet-Textured Black
Rubber Floor Mats
Foam-Cushioned Front Seats

Chrome Horn Ring
Ribbed Vinyl, color-keyed, on
loadspace floors
Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Windshield Wipers, Dual,
Vacuum-Booster-Operated
Front Seat Arm Rests



Ranch Wagon buyers choose the standard Mileage Maker Six engine to multiply gas dollars . . . or the Thunderbird 292 V-8^o for economical extra power. Fordomatic Drive is favored for its convenience. Power Steering and Power Brakes are two welcomed extras. **SUGGESTION:** Optional Heavy-Duty Suspension plus 8.00 x 14 6-ply tires will suit you best if you frequently carry extra-heavy loads. See page 22 for other options. On pages 20 and 21 you'll find a total of 12 different Single Colors and 14 Two Tone combinations.

^oOther available engines: Thunderbird 352 V-8; Thunderbird 352 Special V-8.

RANCH WAGON

Stretches your dollars farther than any station wagon we know. Has all the big-space features of the more expensive wagons including a snug "traveling playground" for the children in the rear. Many prefer the clean, simply elegant look of the 2-door styling. *Everybody* likes the way this wagon performs! The color is Beachwood Brown and Corinthian White.





**6-PASSENGER
COUNTRY SEDAN**

Here's the top favorite of wagon buyers . . . and for good reason. You get the convenience of a 4-door sedan *plus* station wagon practicality. And leave it to America's Station Wagon Specialists to provide all this in as handsome a wagon as you've ever seen. Two Tone shown is Meadowvale Green and Corinthian White.

COUNTRY SEDANS

Favorite Ford wagon features plus extra style and glamour

Country Sedans are the heavy favorite with station wagon fanciers . . . and loyal owners can point proudly to many a fine touch that the others don't have, such as: Interior dome light that's automatically controlled by opening either front door; front and rear arm rests; rear seat ash tray; foam-cushioned front seats. Add to this the fact that you have a wider selection of

upholsteries and colors to choose from and you can readily see why the Country Sedans pay big dividends when it's time to trade. Country Sedans come with four wide doors in *two* different seating capacities—for 6—and for 9. And, of course, both Ford Country Sedans have this year's extra-large hauling capacity and new, big-dimension passenger room.

**COUNTRY SEDAN INTERIORS
ROOM FOR THE GANG AND THEIR GEAR**

You'll find plenty of luxurious stretch-out room for six or for nine depending on which Country Sedan you choose. You'll admire the soft, comfortable feel of the foam-cushioned front seats and the stylish moroccan-grained vinyl paneling on the doors and sides. Ribbed vinyl flooring decorates the loadspace areas . . . it's colorful, durable and easy to clean. Interior selections include blue, green or turquoise woven plastic upholsteries, trimmed with vinyl, and red or beige all-vinyl upholsteries.



CAR SELECTOR

STATION WAGONS

STANDARD EQUIPMENT

Mileage Maker Six Engine
 Aluminized Muffler
 Full-Flow Oil Filter
 Wide-Contoured Frame
 Wide-Tread Design
 Diamond Lustre Finish
 3-Speed Transmission
 Lifeguard Steering Wheel, color-keyed
 Lifeguard Double-Grip Door Locks

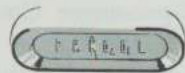
Chrome Horn Ring
 Sun Visors, Swivel-Mounted, left and right sides
 Foam-Cushioned Front Seats
 Sof-Tred Carpet-Textured Black Rubber Floor Mats
 Ribbed Vinyl, color-keyed, on loadspace floors
 Super-Filter Air Cleaner

66-Plate 55 Amp-Hr Battery
 Windshield Wipers, Dual, Vacuum-Booster-Operated
 Courtesy Light
 Cigarette Lighter
 Rear Seat Ash tray
 Bright-Metal Window and Drip Moldings



Country Sedan owners like the spirited performance and versatility of the Thunderbird 352 V-8* and Cruise-O-Matic Drive. A Push-Button Radio and Power Steering are two other convenience features that are big favorites. **SUGGESTION:** Outdoorsmen and off-the-main-highway drivers will find the Equa-Lock Differential a valuable aid. You'll find plenty of other worthwhile accessories on page 22. A choice of 12 Single Color and 14 Two Tone combinations is shown on page 21.

*Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8; Thunderbird 352 Special V-8.



9-PASSENGER COUNTRY SEDAN

A glance at the illustration shows how easily nine fit into this crowd-pleasing beauty. Four doors give extra convenience for passengers *and* for cargo loading, too. And it's simplicity itself to convert second and third seat areas from passenger to load carriers. Third seat faces forward for more convenient, natural seating. Model shown is in Sultana Turquoise.





COUNTRY SQUIRE

For those who want the last word in station wagon elegance

The 9-passenger Country Squire is truly the queen of the station wagon kingdom. It's perfectly at home on the grandest estates, in the best clubs . . . and at the supermarket, too. The tastefully elegant side paneling, which looks like rich-grained wood yet wears like steel, immediately establishes the Country Squire as a luxury vehicle. And the Squire is a luxury that's a wise investment, too. Many consider that its higher cost is more than offset by its higher trade-in value and by its numerous elegant features. Distinctive bright-metal trim decorates the exterior. Twelve different, Single Color paint selections are available. And on page 22 you'll find a wide choice of optional equipment to make

your Country Squire even *more* comfortable, convenient and luxurious.

Country Squire Interiors

Nine passengers ride in lap-of-luxury comfort, surrounded by unmatched wagon elegance. All seat cushions are tailored in finely grained vinyl with pleated inserts of red or beige textured vinyl, or blue, green or turquoise nylon fabric, depending on your preference. Hand-tufted tweed pattern paneling on the ceiling is color-keyed with the interior. Colored Vinyl-Tex floor covering adds a stately, custom look. Here's wagon living at its finest!



ALL PASSENGERS FACE FORWARD—SEATS CONVERT QUICKLY, EASILY

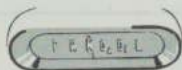
Every passenger in all Ford wagons faces forward. No awkward climbing in and out over the tailgate. On 9-passenger wagons, third seat area converts quick as a wink to level loadspace. Just lift out the easy-to-remove seat cushions and flip down the seat

back. It's that simple. Second seat on 9-passenger wagons is divided so that part of it may be left up, part folded down for convenient "walk-through," if desired. With 2nd and 3rd seats folded down, loadspace is almost 10½ ft. long to end of open tailgate.

CAR SELECTOR STATION WAGONS

ONE HAND OPENS TAILGATE AND LIFTGATE

Simply press the central button (with either hand) and as the tailgate is lowered, the liftgate swings partway open on counter-balanced hinges. Liftgate may then be raised easily to any one of three positions.



The Country Squire and the Thunderbird 352 Special V-8* really GO together. And easy-operating Cruise-O-Matic Drive is the logical transmission choice. Power Steering, Power Brakes, Power Windows and Power Seat are favorite safety and convenience extras.

SUGGESTION: For a final touch of luxury, Ford's SelectAire Conditioner is a natural. Consult page 22 for many other options you'll want to consider.

*Other available engines: Mileage Maker Six (standard); Thunderbird 292 V-8; Thunderbird 352 V-8.

STANDARD EQUIPMENT

Mileage Maker Six Engine
Aluminized Muffler
Full-Flow Oil Filter
Wide-Contoured Frame
Wide-Tread Design
Diamond Lustre Finish
3-Speed Transmission
Lifeguard Steering Wheel, color-keyed
Lifeguard Double-Grip Door Locks
Bright-Metal Window and Drip Moldings
Chrome Horn Ring
Vent Window Rain Shields

Sun Visors, Swivel-Mounted, left and right sides
Foam-Cushioned Seats, front and rear
Sof-Tred, Carpet-Textured, Colored Floor Mats
Ribbed Vinyl, color-keyed, on loadspace floors
Super-Filter Air Cleaner
66-Plate 55 Amp-Hr Battery
Windshield Wipers, Dual, Vacuum-Boosted
Arm Rests, front and rear
Courtesy Light
Cigarette Lighter
Rear Seat Ash Tray
Mahogany-Grained Exterior Paneling

HOW TO TAILOR YOUR FORD TO

EXTERIOR COLORS

SINGLE COLOR

Galaxies, Starliner and Sunliner are available in any of the Single Colors shown at top of next page. Other models are available in all except Orchid Gray (M). (Sunliners have white or black vinyl tops.)

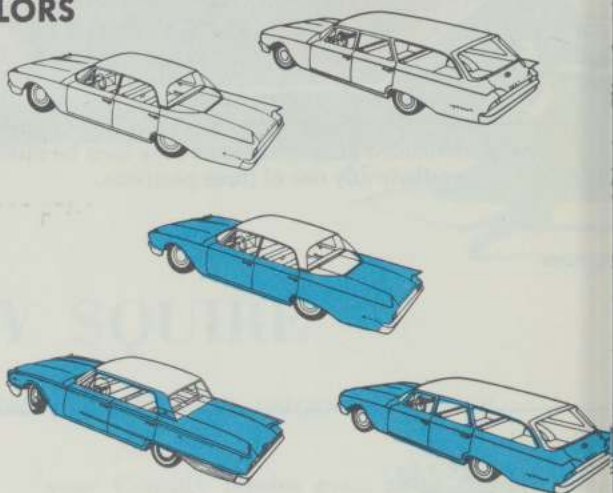
TWO TONES

All models (except Starliner, Sunliner, and station wagon models) are available in Two Tones as shown in illustration at right.

TOP TONES

Top Tone is available on Galaxie models (as an additional choice), Starliner, Ranch Wagon, and Country Sedan models.

NOTE: Two Tone or Top Tone is not available on Sunliner and Country Squire models.



UPHOLSTERIES

FAIRLANE



Blue Vinyl and Nylon Cloth

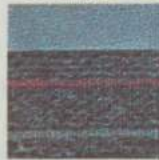


Green Vinyl and Nylon Cloth



Gray Vinyl and Nylon Cloth

STARLINER AND GALAXIE TOWN VICTORIA



Blue Vinyl and Nylon Cloth



Green Vinyl and Nylon Cloth

FAIRLANE 500



Blue Vinyl and Nylon Cloth



Green Vinyl and Nylon Cloth



Gray Vinyl and Nylon Cloth



Beige Vinyl and Nylon Cloth

GALAXIE SEDANS



Blue Vinyl and Nylon Cloth



Green Vinyl and Nylon Cloth



Vinyl and Black Nylon Cloth



Beige Vinyl and Nylon Cloth



Turquoise Vinyl and Nylon Cloth

SUNLINER



Blue Vinyl



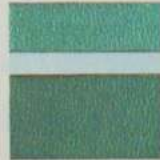
Red Vinyl



Lavender Vinyl



Yellow Vinyl



Turquoise Vinyl



Black Vinyl

SUIT YOUR TASTE

CAR SELECTOR

COLORS AND UPHOLSTERY

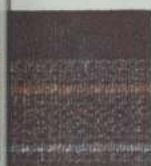
(All models except Falcon and Thunderbird)



TWO TONE COLOR GUIDE

(Letters on chart refer to color names above. In each color combination, first letter is upper color. **EXAMPLE:** "A/B" is Corinthian White upper, Raven Black lower.)

Fairlanes Fairlane 500's Ranch Wagons Country Sedans	A/B A/C A/D A/E A/F A/G A/H A/I A/J A/K A/L C/G E/D L/K
Galaxie Sedans Galaxie Town Victoria Starliner	A/B A/C A/D A/E A/F A/G A/H A/I A/J A/K A/L A/M C/G E/D L/K



Black Vinyl and Nylon Cloth



Beige Vinyl and Nylon Cloth



Turquoise Vinyl and Nylon Cloth



Red Vinyl and Nylon Cloth

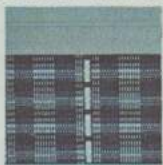


Yellow Vinyl and Nylon Cloth



Lavender Vinyl and Nylon Cloth

RANCH WAGONS



Blue Vinyl and Woven Plastic



Green Vinyl and Woven Plastic



Beige Vinyl and Woven Plastic

COUNTRY SEDANS



Blue Vinyl and Woven Plastic



Green Vinyl and Woven Plastic



Turquoise Vinyl and Woven Plastic



Beige Vinyl

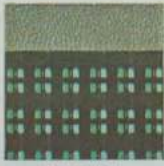


Red Vinyl

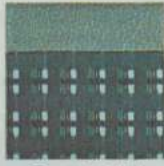
COUNTRY SQUIRE



Blue Vinyl and Nylon Cloth



Green Vinyl and Nylon Cloth



Turquoise Vinyl and Nylon Cloth



Beige Vinyl

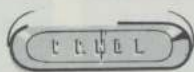


Red Vinyl

FORD OPTIONS AND ACCESSORIES

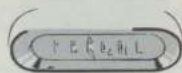
CAR SELECTOR OPTIONS AND ACCESSORIES

All models except Falcon and Thunderbird



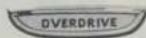
FORDOMATIC

Dependable, velvet-smooth automatic transmission. Simple as ABC to operate. Provides low and drive, park, reverse and neutral. Lighted selector dial. Available with all engines except Super V-8.



CRUISE-O-MATIC

The last word in "automatics." Cruise-O-Matic has two driving ranges to meet all road conditions. Provides exceptional fuel economy. Available with all engines except Six in Sunliner, and Super V-8.



OVERDRIVE

Automatic fourth gear allows engine to turn at about 30 per cent fewer rpm's. Makes short miles out of long ones. Gives a big boost to economy. Available with all engines.



SWIFT SURE POWER BRAKES

Easy, convenient power brakes have low pedal height and reduce pedal pressure for driver up to 45%. They're vacuum-operated, with reserve vacuum tank for "engine off" stops.



MASTER-GUIDE POWER STEERING

Steering is almost as easy as pointing, since effort is reduced up to 85%. "Feel of the road" is retained. Parking is far easier. Adds value at resale time. Many consider this a "must" extra.



POWER-LIFT WINDOWS

All four side windows are controlled by driver's master switch . . . and by individual switches at each window. (On station wagons, only door windows are power operated.)



4-WAY POWER FRONT SEAT

Pick your position, up, down, forward or back, with a finger touch. Especially convenient for different-sized drivers (i.e. husband-wife). 55-position Manual Tilt Front Seat also available.



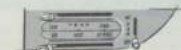
EQUA-LOCK DIFFERENTIAL

Sportsmen rate this tops. With one wheel on slippery surface, Equa-Lock applies full torque to other wheel for easy pull-out. Gives surer control on ice, snow and rough roads.



CONSOLE RANGE RADIO

Pays for itself in enjoyment and at resale time. Has easy push-button operation . . . modern printed circuit . . . transistor powered. Full Tone Manual Radio also available.



MAGICAIRE HEATER

Fresh-air heating, ventilating and defrosting . . . all in one. Provides extra-fast warm-up. Operated easily by only two control knobs. Efficient, recirculating heater also available.



SELECTAIRE CONDITIONER

New, higher capacity . . . heats, cools, ventilates, defrosts, and dehumidifies. Available on all V-8 models. Refreshing PolarAire Conditioner (heater-defroster not included) also available.



I-REST TINTED GLASS

Great for beating the heat and glare. Has gentle green and blue-gray tint. (Standard with factory-installed SelectAire and PolarAire Conditioners.) Available with all models.



AQUAMATIC WINDSHIELD WASHER

One simple-to-operate knob controls both the windshield wipers and washer. Wipers operate as usual, and for the washer, just pull out knob. Twin jets of fluid spray the windshield.



FRONT SEAT SAFETY BELTS

Attractively woven nylon-rayon seat belts are so well constructed that they exceed Civil Aeronautics Administration requirements. Buckles can be adjusted quickly and easily with one hand.



SUN DIAL WHEEL COVERS

These handsome bright-metal wheel covers add distinctive highlights to any Ford. Covers snap on easily and firmly, have a domed spinner design, with sun dial ridges around outer edges.

OTHER ACCESSORIES AND OPTIONS

Backup Lights (std. on Starliner, Sunliner, Galaxies)
Cargo Floor Mat (station wagons)
Deck Lid Release (from driver's seat)
Electric Windshield Wipers, 2-Speed
Exhaust Deflectors
22 Exterior Rearview Mirrors
Front and Rear Bumper Guards
Hood Ornament

Lifeguard Automatic Door Locking System*
Locking Gas Cap
Non-Glare Inside Rearview Mirror
Padded Instrument Panel and Sun Visors
Parking Brake Signal
Rear Bumper Reflectors
Rear Fender Shields
Rear Radio Speaker

Rocker Panel Trim
Self-regulating Electric Clock
(std. on Starliner, Sunliner, Galaxies)
Snap-on Cargo Cover (station wagons)
Sports Spare Wheel Carrier
Station Wagon Luggage Rack
Visored Spotlight with Mirror
White Sidewall Tires

*4-door models only

FORD SPECIFICATIONS

Engines: 145-hp Mileage Maker Six—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; full-vacuum spark control; precision-molded crankshaft with four main bearings; new high-capacity rotor-type oil pump; oil capacity, with filter change, 5 qt.

185-hp Thunderbird 292 V-8 (standard V-8 on all models)—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 8.8 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, new automatic choke; higher efficiency centrifugal-vacuum spark control; new wedge-type combustion chambers and smaller intake valves for better fuel economy; precision-molded crankshaft, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 6 qt.; Y-type single exhaust (dual on Sunliner).

235-hp Thunderbird 352 V-8 (optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 8.9 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, new automatic choke; higher efficiency centrifugal-vacuum spark control; aluminum valves with hydraulic lifters and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft with large journal overlap, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 6 qt.; Y-type single exhaust (dual on Sunliner).

300-hp Thunderbird 352 Special V-8 (optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 9.6 to 1 comp. ratio; premium fuel; low-silhouette 4-venturi carburetor, new automatic choke; higher efficiency centrifugal-vacuum spark control; aluminum valves with hydraulic lifters and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft with large journal overlap, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 6 qt.; dual exhausts.

360-hp Thunderbird 352 Super V-8 (optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 10.6 to 1 comp. ratio; premium fuel; special 4-venturi carburetor; new automatic choke; aluminum intake and low-restriction exhaust manifolds; aluminum valves with solid lifters; dual valve springs and solid retainers; special high-lift camshaft; high-pressure fuel pump; full-centrifugal advance distributor with dual breakers; X-rayed and Magnafluxed crankshaft and connecting rods and pistons; steel-backed copper-lead bearings; dual exhausts. Requires certain heavy-duty equipment: see your Ford Dealer.

Engine Features: For greater economy and longer life, all Ford engines have Short Stroke, low-friction design; Deep-Block construction; new Thunderbird-type Cross-Flow cooling system with separate top reserve tank; 12-volt electrical system; weatherproof ignition with new Static-Ban constant resistance wiring and air-cooled distributor points; 66-plate, 55 amp-hr battery (78-plate, 65 amp-hr with Special V-8 and automatic transmission); new aluminum muffler with integral tailpipe mounted at rear of frame. All V-8's electronically balanced while operating under their own power for extra smoothness.

Clutch and Manual Transmissions: Semi-centrifugal clutch with full-weighted levers for more positive engagement; suspended pedal. Face diameter—9½" with Six, 10½" with 292 V-8, 11" with 352 V-8's. **3-Speed** has shot-peened fine-pitch helical gears for high strength and quietness; forged bronze synchronizers. Tailored-to-engine ratios (to 1): Six—1st 3.09, 2nd 1.92, direct 1.00, rev. 3.67; 292 V-8—1st 2.78, 2nd 1.61, direct 1.00, rev. 3.38; 352 V-8's—1st 2.37, 2nd 1.51, direct 1.00, rev. 2.81. **Overdrive** (optional) is above 3-speed plus an automatic 4th gear that cuts in above 27 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator. Lock-out control on instrument panel. Tailored-to-engine ratios (to 1): Six and 292 V-8—1st 2.80, 2nd 1.69, direct 1.00, OD .70, rev. 3.80; 352 V-8's—1st 2.49, 2nd 1.59, direct 1.00, OD .72, rev. 3.154.

Automatic Transmissions: Torque converter in combination with compound planetary gear set. Effective engine braking in "L" position. Water cooled. Selector lever on steering column, illuminated quadrant. **Fordomatic Drive** (optional with all engines except Super V-8) features simplified design with one clutch assembly, lightweight cast-aluminum construction, minimum servicing (each 24,000 miles). Two forward gear ratios, one reverse (to 1); low 1.75, direct 1.00, rev. 1.50. In "D" range gives brisk, smooth starts in low. New, durable cellulose clutch plates for satin-smooth upshift. Selector sequence P-R-N-D-L.

Cruise-O-Matic Drive (optional with all engines except Six in Sunliner and Super V-8) features two selective drive ranges: "D1" starting in low for all normal driving, "D2" starting in intermediate for more sure-footed driving on slippery surfaces. Three forward gear ratios, one reverse (to 1); low 2.40, intermediate 1.47, direct 1.00, rev. 2.00. New 12" converter, increased stall speed and moderately higher axle ratio results in even greater responsiveness without compromising fuel economy. Selector sequence P-R-N-D2-D1-L.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion.

Torque-Tailored Axle Ratios (to 1): Standard. (Optional ratios in paren.)

Models	3-Speed	Overdrive	Fordomatic	Cruise-O-Matic
Station Wagons				
Six	3.89	3.89	3.56	3.56
292 V-8	3.89	3.89	3.56	3.56
352 V-8	3.56	3.56	3.10	2.91
352 Special V-8	3.56 (3.89)	3.56 (3.89)	2.91 (3.10)	2.91 (3.10)
All other models				
Six	3.56 (3.89)	3.89	3.56	3.56
292 V-8	3.56	3.89 (3.56)	3.10	3.10
352 V-8	3.56	3.56	2.91	2.91
352 Special V-8	3.56	3.56	2.91 (3.10)	2.91 (3.10)

Optional Equi-Lock Differential Ratios (to 1): Same as standard ratios above, except 3.10 with 352 V-8's and automatic transmissions.

Wide-Contoured Frame: Longer, wider box-section design, with deeper side rails, having 25% higher strength and rigidity. Sunliner has 4 cross members plus x-member, others have 5 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounts.

Front Suspension: Swept-Back, Angle-Poised Ball-joint type with wide-base coil springs and with rubber bushings in lower arms for softer ride. Threaded, permanently lubricated bushings in upper arms. With all V-8 models and with Six in wagons, front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Internally mounted hydraulic double-acting shock absorbers.

Rear Suspension: All-new, asymmetrical, variable-rate design with rear axle located well forward from center of springs for anti-dive and anti-squat control on braking and acceleration. Extra-long, gentle-rate, leaf-type springs with wide spring base provide a softer, more stable, leveled ride. Outboard mounted. Tension-type shackles. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers.

Steering: Magic-Circle low-friction recirculating-ball type steering gear for easy handling. Protective rear mounting. Anti-friction bearings throughout. Symmetrical linkage. Over-all steering ratio 27 to 1, with power steering 25 to 1. Lifeguard 3-spoke, deep-center steering wheel is color-keyed to instrument panel, has bright metal horn ring. Turning diameter 41 ft.

Brakes: All-new Truck-Size double-sealed, self-energizing hydraulic brakes have suspended pedal, dash-mounted master cylinder. Heavier, wider, grooved 11" diameter composite drums with wider molded linings result in longer life, cooler operation and greater fade resistance. Lining area is 225.6 sq. in. (248.4 sq. in. on station wagons). Foot-operated parking brake with new pull-out release on instrument panel. Optional Swift Sure power brakes have special low pedal and power reservoir tank.

Tires: 4-ply, black, long-lived, quieter riding, soft-tread type tubeless with Tyrex cord. Safety-type rims. Sunliner and station wagons—8.00 x 14 on 5½" rims with all engines. Other models—7.50 x 14 on 5" rims with Six and 5½" rims with 292 V-8; 8.00 x 14 on 5½" rims with 352 V-8's. White sidewall tires optional. For station wagons optional 8.00 x 14 6-ply tires recommended in combination with heavy-duty suspension and heavy-duty rear axle for greater cargo-carrying capacity.

Dimensions (inches): wheelbase 119; tread, front 61, rear 60; height, sedans 55, wagons 56.5; width 81.5; length 213.6; front head room, sedans 38.2, wagons 39.2; rear head room, sedans 37.6, 6-pass. wagons 40.5, 9-pass. wagons 37.4 (2nd seat), 35.8 (3rd seat); front leg room, sedans 45.3, wagons 45.4; rear leg room, sedans 43.3, 6-pass. wagons 40.7, 9-pass. wagons 40.0 (2nd seat), 44.8 (3rd seat); wagon loadspace, back of front seat to end of open tailgate 124.4, closed tailgate 104.1; maximum loadspace width 62.8, height 32.7; wagon rear opening (maximum) 28.9 x 60.7.

Prices: All Power Assists, Optional Equipment and Accessories as well as some of the items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation.

FORD DIVISION, Ford Motor Company.



The new Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit teams select samples from each shift at every assembly plant for an exhaustive search for any deviations from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.



THE 1960 FORDS . . . *The Finest Fords of a Lifetime*

Choose from a wonderful selection of sedans, hard-tops, station wagons and convertibles. There have never been Fords like these before!



THE FALCONS . . . *The New-size Fords*

They're the easiest cars in the world to own. Easy on the wallet . . . easy to drive . . . easy to look at.



THE 1960 THUNDERBIRDS . . . *The World's Most Wanted Cars*

Here is the new definition of fine cars—a glittering refinement of America's favorite luxury automobiles.