

LOOK WHO'S BUYING

# EDSEL FOR 1960

**STYLE-WISE PEOPLE** who judge a car outside and in. They know Edsel combines clean, spirited exterior lines with interior beauty of luxury-car smartness. Wall-to-wall carpeting, decorator fabrics, functionally designed instrument panel—all so excitingly **NEW!** **RIDE-MINDED PEOPLE** who know that Edsel's exclusive Road-Poise Ride smooths out rough roads, gives new stability on corners...thanks to new suspension and wide-span tread. A breeze to handle—sport to drive. Altogether **NIFTY!** **THRIFTY PEOPLE** who know Edsel offers choice of big engines that run on regular gas...plus luxury car features you'd pay extra for in many other cars. And with all Edsel gives you, it's priced down with many models of Ford, Chevrolet, Plymouth. Let your Edsel dealer show you the 1960 car that's so amazingly **THRIFTY.**



Exciting to own...Edsel Ranger 4-Door Sedan

## NEW! NIFTY! THRIFTY!

NOBODY GIVES YOU STYLE AND SAVINGS THE WAY EDSSEL DOES

EDSEL DIVISION *Ford Motor Company*