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Ford Falcon: easiest car in the world to own

# Introducing a wonderful new world of savings in the new-size 1960 Ford *Falcon*



**SIZED TO HANDLE** and park like a small car . . . powered to pass and climb like a big car . . . engineered to save you money like no other car—it's the New-size Ford, the Falcon, a product of Dearborn, Mich., automotive capital of the world.

**There's big news in the price tag!** For all its big-car comfort, styling and power, the Falcon delivers *for less* than many imported economy cars.

**Honest-to-goodness six-passenger comfort.** The compact Falcon is a nimble, handy size on the outside—but built big and roomy on the inside for 6 full-size people . . . and all their luggage.

**New 6-cylinder engine . . . up front for greater safety and stability.** Designed specifically for the Falcon, this all-new, compact power plant is built to pass and climb and keep you going mile-after-mile over America's hills and superhighways with "big car" performance and safety.

**World's most experienced new car.** The Falcon was proven over every mile of numbered Federal Highway in Experience Run, U.S.A., a grueling demonstration climaxing Ford's 3 years and 3 million miles of testing and development.

**Up to 30 miles a gallon on regular gas.** Experience

Run drivers proved the Falcon's economy in every kind of highway and city driving. They crossed the country without need for adding oil, too!

**Made in U.S.A. . . . serviced everywhere.** Every part of the Falcon has been designed for maximum durability, dependable performance and easier, quicker, lower cost servicing. And Falcon service is available anywhere, at over 7,000 Ford Dealers across the country. See the new Ford Falcon right now at your Ford Dealer's!

FORD DIVISION, *Ford Motor Company*,

**FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS**



FORD—The Finest Fords of a Lifetime



FALCON—The New-Size Ford



THUNDERBIRD—The World's Most Wanted Car