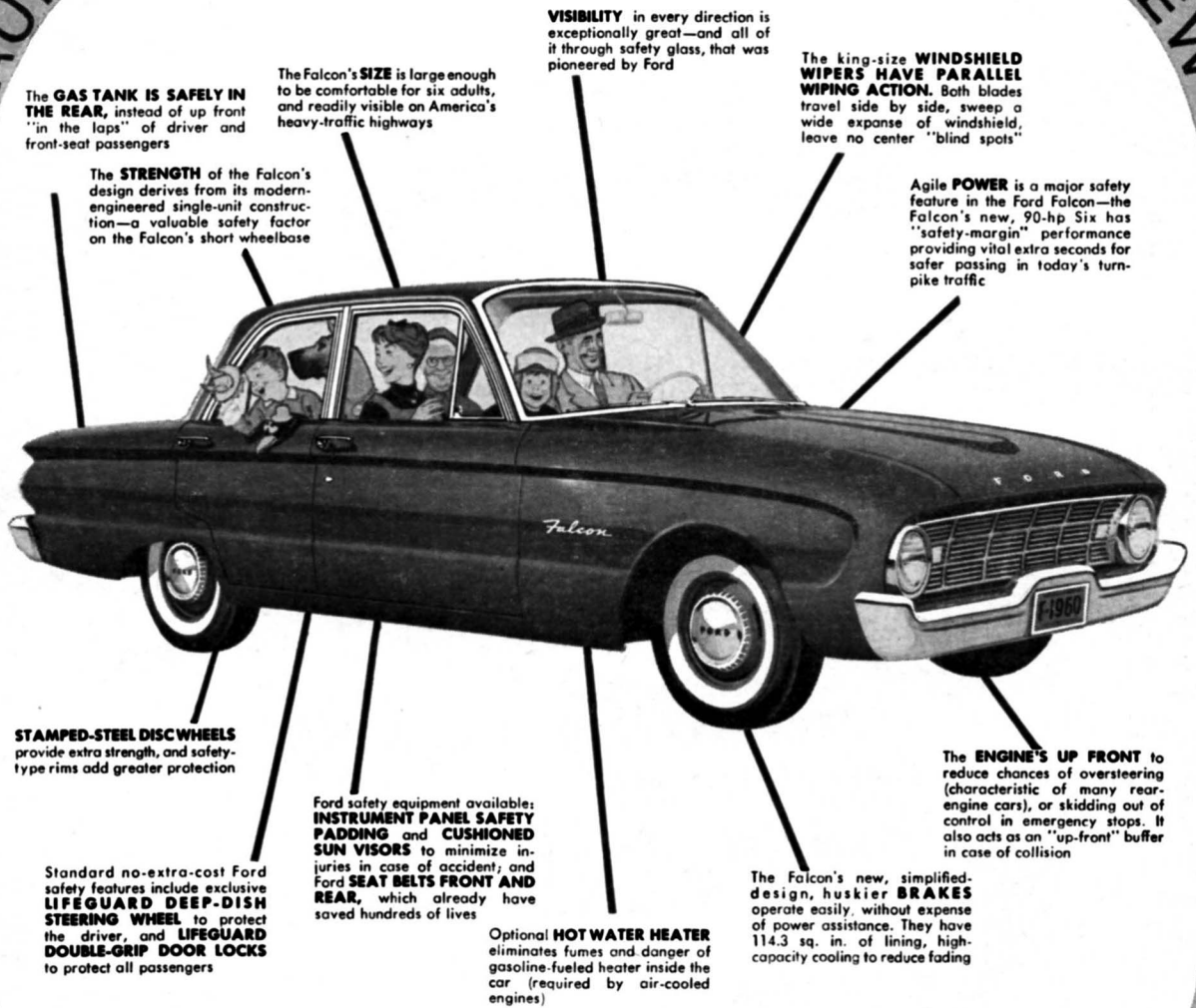


THE SAFETY'S AUTOMATICALLY BUILT INTO THE NEW-SIZE FORD



The **GAS TANK IS SAFELY IN THE REAR**, instead of up front "in the laps" of driver and front-seat passengers

The Falcon's **SIZE** is large enough to be comfortable for six adults, and readily visible on America's heavy-traffic highways

VISIBILITY in every direction is exceptionally great—and all of it through safety glass, that was pioneered by Ford

The king-size **WINDSHIELD WIPERS HAVE PARALLEL WIPING ACTION**. Both blades travel side by side, sweep a wide expanse of windshield, leave no center "blind spots"

The **STRENGTH** of the Falcon's design derives from its modern-engineered single-unit construction—a valuable safety factor on the Falcon's short wheelbase

Agile **POWER** is a major safety feature in the Ford Falcon—the Falcon's new, 90-hp Six has "safety-margin" performance providing vital extra seconds for safer passing in today's turn-pike traffic

STAMPED-STEEL DISC WHEELS provide extra strength, and safety-type rims add greater protection

Ford safety equipment available; **INSTRUMENT PANEL SAFETY PADDING** and **CUSHIONED SUN VISORS** to minimize injuries in case of accident; and Ford **SEAT BELTS FRONT AND REAR**, which already have saved hundreds of lives

The **ENGINE'S UP FRONT** to reduce chances of oversteering (characteristic of many rear-engine cars), or skidding out of control in emergency stops. It also acts as an "up-front" buffer in case of collision

Standard no-extra-cost Ford safety features include exclusive **LIFEGUARD DEEP-DISH STEERING WHEEL** to protect the driver, and **LIFEGUARD DOUBLE-GRIP DOOR LOCKS** to protect all passengers

The Falcon's new, simplified-design, huskier **BRAKES** operate easily, without expense of power assistance. They have 114.3 sq. in. of lining, high-capacity cooling to reduce fading

Optional **HOT WATER HEATER** eliminates fumes and danger of gasoline-fueled heater inside the car (required by air-cooled engines)

FORD—
FIRST IN AUTOMOTIVE SAFETY

THE NEW 1960



FORD Falcon

Ford spells "Safety First" . . . a fact proved by Ford's safety pioneering that includes safety glass, deep-dish steering wheels, double-grip door locks and many another life-saving innovation. And, when Ford completed its 3 years and 3 million miles of research and development of the New-size Ford . . . the Ford Falcon . . . it carefully built in those important Ford safeguards to

protect the American driver traveling American roads and highways. Ford Falcon owners get the selfsame superior protection and safety features as owners of all larger Fords. It is protection that Ford alone gives first consideration to, in the design of every new model they introduce.

FORD DIVISION, *Ford Motor Company*,