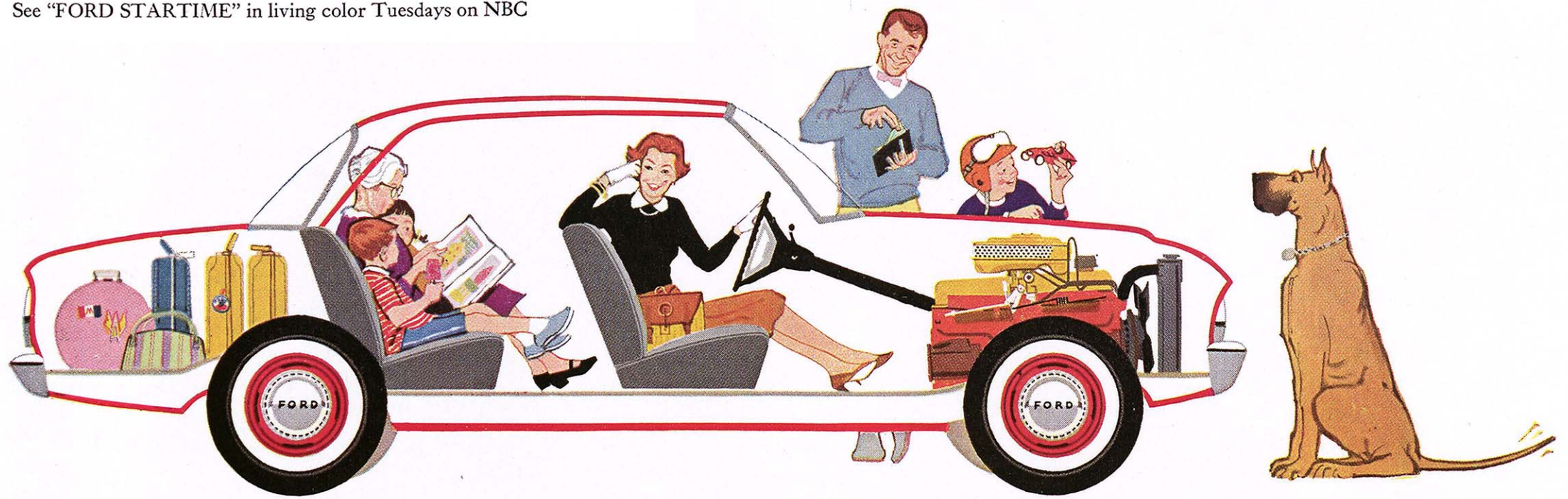
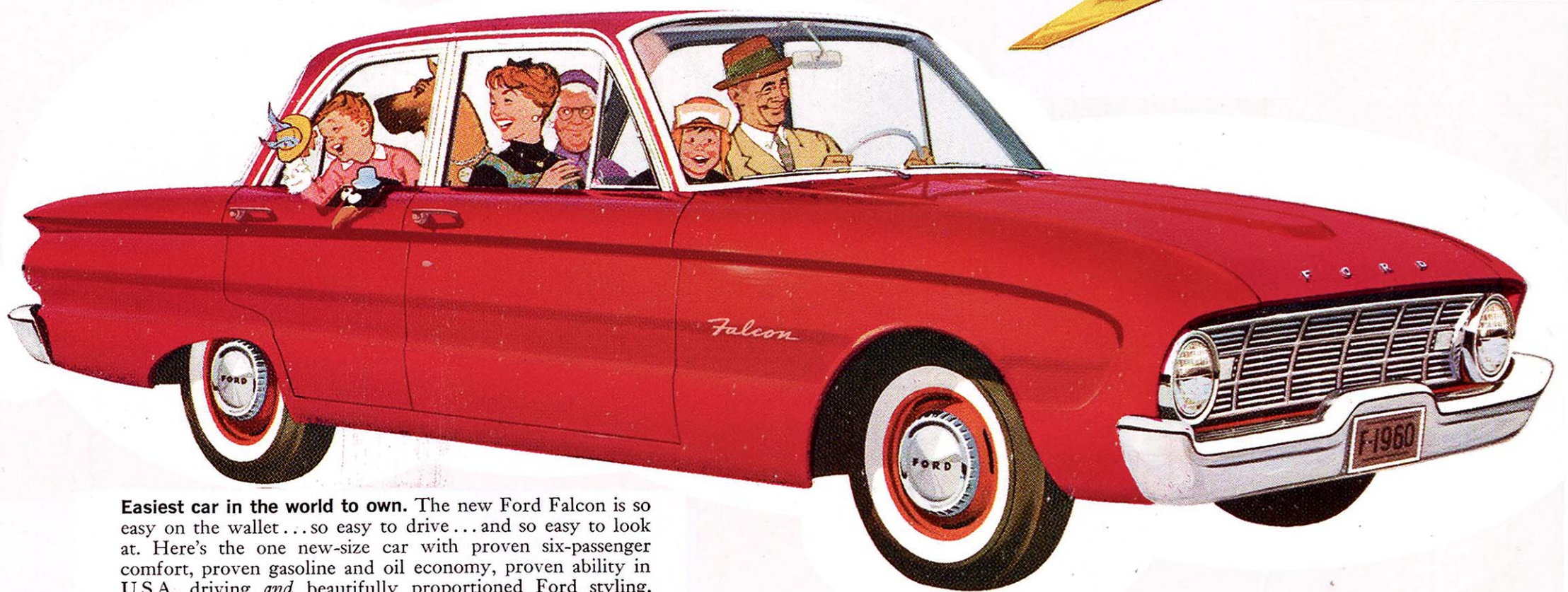
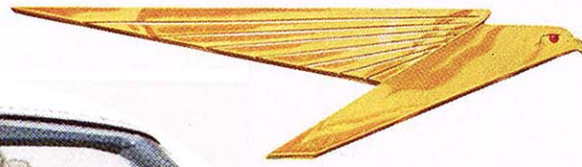


See "FORD STARTIME" in living color Tuesdays on NBC



## A wonderful new world of savings in the **New-size FORD**



**Easiest car in the world to own.** The new Ford Falcon is so easy on the wallet... so easy to drive... and so easy to look at. Here's the one new-size car with proven six-passenger comfort, proven gasoline and oil economy, proven ability in U.S.A. driving *and* beautifully proportioned Ford styling.

**The world's most experienced new car.** After 3 years and 3 million miles of testing and development, the New-size Ford, the Falcon, just completed an amazing quality and performance demonstration in road tests over every mile of numbered U.S. Federal Highway.

**Up to 30 miles a gallon on regular gas.** Experience Run, U.S.A. *proved* it! And oil savings? It went 4,000 miles between changes.

**Honest-to-goodness six-passenger comfort.** Plenty of room for six... *luggage and all!*

**New 6-cylinder engine... up front for greater safety and stability.** Here's an all-new six-cylinder engine specifically designed to power the Falcon over America's modern superhighways and tallest mountains in "big car" style.

**Beautifully proportioned styling.** Created in the classic tradition of Ford fine-car design!

You'll love the fresh new look of the Falcon—the elegance of its flowing lines.

**Made in U.S.A. . . . serviced everywhere.** The Falcon is a product of Dearborn, Michigan, automotive capital of the world. It's engineered for maximum durability, minimum maintenance, and for easier, quicker, lower cost servicing. And over 7,000 Ford Dealers across the country offer complete Falcon service.

THE NEW 1960 **Ford Falcon**  
FORD DIVISION, *Ford Motor Company*



FORD—The Finest Fords of a Lifetime



FALCON—The New-Size Ford



THUNDERBIRD—The World's Most Wanted Car