



The new 2-door and 4-door Falcon Wagons

Announcing two new-size wonders from America's Station Wagon Specialists...

FORD FALCON WAGONS

America's lowest priced 6-passenger wagons* are here! Falcons in name, Falcons in savings, and Falcons for convenience, these new-size Tudor and Fordor wagons are the sixth and seventh wonders of the Ford wagon world.

The longest cargo area of any compact wagon (over 7 feet with the tailgate closed!) gives you half again more load-space than some wagons in the field. Yet the new Falcons are 2 feet shorter than

conventional wagons—a delight to drive, a pleasure to park.

Wonder of wonders, true Falcon savings have been built into every inch. Lower service costs. Lower insurance rates. A finish that never needs waxing. And here's news! Falcon wagons get up to 30 miles per gallon...convert a tankful of regular gas into pure pleasure for as little as a penny a mile!

And the wonders never cease

