

*A gallon goes farther and that's a fact  
Up to 30 miles to be exact!*

*Getting in and out  
there are no contortions  
Because of Ford's  
Beautiful Proportions!*

*These Ford Falcon wagons  
are really news  
With a 2-door or 4-door  
for you to choose!*

*This well-balanced tailgate  
works with such ease...  
Makes loading or unloading  
really a breeze!*

*They're hungry for cargo at a price you will bless  
Everything goes—and it goes for less!*

*When it comes to the price tag  
all others are laggin'  
It's America's lowest-priced  
6-passenger  
wagon!*

*The new Falcon wagon's  
a regular storeroom—  
Against some compacts  
there's half again more room!*

*Its luxury interior  
is certainly superior  
There's leg room for six  
without doing tricks!*

*They're Falcons in size  
a new wagon class  
They're Falcons for six  
They're Falcons for gas!*

See "FORD STARTIME" in living color Tuesdays on NBC-TV

The new Tudor and Fordor Falcon Wagons

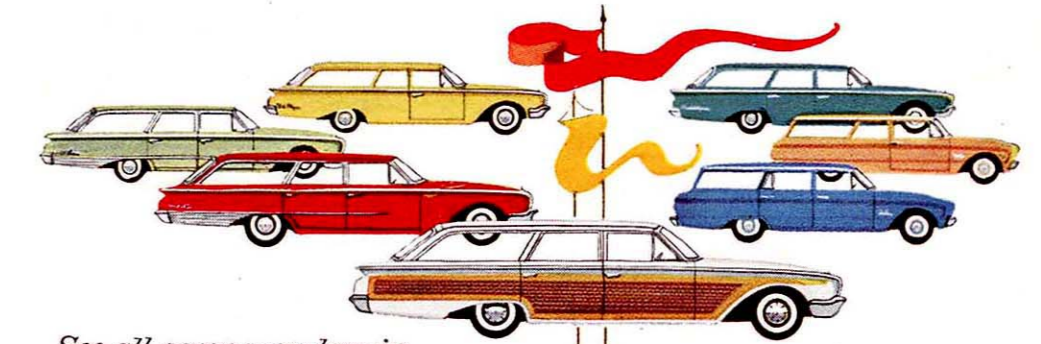
*Announcing two new-size wonders from*  
**THE NEW FORD FALCON WAGONS**  
*America's Station Wagon Specialists...*

*They're Falcons for price—America's lowest-priced 6-passenger wagon! They're Falcons for size—more compact, more maneuverable—yet they have the longest cargo area of any compact wagon! They're Falcons for gas savings—up to 30 miles a gallon!*

Here's the fairy tale that came true—a wonder-working wagon big enough to do everything you want a wagon to do, yet

small enough to baby your budget in authentic Falcon fashion. You have a longer cargo area than in any other compact wagon—over 7 ft. long (practically no wagon job ever calls for more!). And the passenger area in these new Falcon wagons is built-for-people with full headroom, hat room, hip room, leg room for six husky adults. Door openings are wide. Windshield posts are swept forward out of your way for easier exits and entrances. Room for people? Indeed!

The Falcon is America's lowest priced 6-passenger wagon.\* And the thriftiest! You go up to 30 miles on a gallon of regular . . . can save up to 15% on insurance . . . cut repair costs to a minimum . . . change oil only once every 4,000 miles. You save because of all the "extras" you get but don't pay for. Fine upholstery . . . arm rests . . . coat hooks . . . sun visors—are all included in the one low price. You'll find Falcon economy grows on you!



See all seven wonders in  
**FORD'S WAGON WONDERLAND**

\*Based on a comparison of manufacturers' suggested retail delivered prices