



Galaxie Town Victoria—classic example of the Finest Fords of a Lifetime

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# FOR 1960...A WONDERFUL NEW WORLD OF FORDS

For the first time in history, your Ford Dealer presents not one, not two, but *three* new lines of Ford cars. A whole new world of style, savings, performance and comfort—beautiful from any *Point of View*, worth more from every *Point of Value*!



New Ford Starliner: Two-Door Hardtop



New Ford Falcon: Tudor Sedan



New Ford Thunderbird: Hardtop

Discover the new world of Fords—the *Finest Fords of a Lifetime*! Each glittering new Ford says 1960 in a new way. The windshield post sweeps forward—out of the way. You sit, posture-perfect in chair-high seats. You drive fresh *all day*. For shoulders, hips, knees and legs, there's a new luxury of space. And the '60 Fords are priced in the finest Ford tradition—to be *popular*! Standard engines—V-8 or Six—use regular gas, save up to \$1.00 a tankful. You take off faster, cruise quieter! New Truck-Size brakes are 25% larger, the biggest ever in Ford's history. New Wide-Tread Design hugs the road and gives you Thunderbird maneuverability. New rear suspension means less squat on starts, less dive on stops.

**The New-size Ford—the Ford Falcon!** Here's the style everyone's been looking for... priced for any budget! And the Falcon keeps on saving, mile after mile. You get up to 30 miles on a gallon. With the new 6-cylinder engine (up front for greater stability and safety), the Falcon is powered to travel America's superhighways and hills with "big car" performance.

Rugged? This is the car that drove every mile of numbered U.S. Federal Highways in the greatest new car experience run in history... a final demonstration climaxing Ford's 3-year development and 3-million-mile testing of the Falcon... the world's most *experienced* new car.

**The New Ford Thunderbird—World's Most Wanted Car!** The 1960 Ford Thunderbird is crisply and distinctly new—yet keeps the classic lines that have made it the car everyone would love to own. The performance has been honed to razor sharpness. In 1960, more than ever, the Thunderbird sets the new standard in luxury cars!

No matter who you are... or what your tastes and needs may be... there's an exciting new Ford styled, sized and priced for you. See it in a wonderful new world of Fords at your Ford Dealer's, today!

FORD DIVISION, Ford Motor Company.

FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



FOR 1960, INTRODUCING THE NEW-SIZE FORD—*Ford Falcon*.

Freshest new U.S. car, a product of Dearborn, Michigan, automotive capital of the world. The Falcon takes less room on the road, gives six-passenger, big-car comfort. It is built to be economical, built to be safe and dependable on U.S.A. highways and turnpikes.

'60  
**FORDS**

-  FORD—The Finest Fords of a Lifetime
-  FALCON—The New-Size Ford
-  THUNDERBIRD—The World's Most Wanted Car