

ANNOUNCING THE HAPPIEST BIRTHDAY OF THE YEAR!

FALCON '61

has these wonderful birthday presents for you!



Up to 30 thrifty miles on a gallon. New luxury for six! 4000 miles between oil changes. New... 2 Falcon engines to choose from. It is the easiest car in the world to own.

No other compact can match Falcon's tried and proven gas mileage... up to 30 miles on a gallon. No other compact saves you so much, so many ways. Falcon '61 goes 4,000 miles between oil changes. Falcon never needs waxing. Falcon has an aluminized muffler for 3 times ordinary muffler life. Only Falcon lets you go so thriftily—with so much room aboard for 6 big people and all their luggage.

What's more, Falcon '61 gives you thrust as well as thrift. Choose from two

great Falcon engines in '61. There's the famous standard Falcon 144 Six already economy-proved by over 400,000 richer owners—or the brand-new and exciting 170 Special Six... real economy PLUS an extra dash of power!

Economy where it pays... quality where it counts is the secret of why Falcon has set the standards of compact car success. See your Ford Dealer and see the car no other compact measures up to... Falcon '61! FORD DIVISION, Ford Motor Company.

'61
FORD Falcon
WORLD'S MOST SUCCESSFUL NEW CAR



ONE YEAR NEWER, ONE YEAR BETTER... AT YOUR FORD DEALER'S NOW!

