



Ford Motor Company *presents*

THE FORD FAMILY
OF FINE CARS...

for 1960



The 1960 Country Squire is the latest in a long series of Ford station wagons built to meet the more specialized transportation requirements of American families. The Ford Falcon is a new kind of car to meet even more fully the varied needs of a people of constantly rising living standards, both at work and at play. The

Falcon is equally suited for use as a second car or as an only car. Its economy of operation makes it ideal for commuting or for a trip to the drug store, while its luggage space, performance and roadability make it a safe, comfortable car for long vacation trips. It will give its owners maximum value at minimum cost.

THE FORD FAMILY OF FINE CARS FOR 1960

Introduction of the *Falcon* as a new member of The Ford Family of Fine Cars is regarded as a milestone in the Company's history. Comparable in significance to the advent of the Model T and Model A, the arrival of the Ford *Falcon* on the American Road marks a major breakthrough in automotive design.

The *Falcon* is a six-passenger, six-cylinder, front-engine car of 90 HP. It weighs 2,366 pounds and has a 109.5 inch wheelbase. It has optional automatic transmission, radio and heater. It is a family car, capable of getting up to 30 miles per gallon of gasoline in normal highway use. It is a triumph of function in design—maximum value at minimum cost.

When the Company's market research indicated that a substantial market would soon exist for economy cars of American manufacture, Ford engineers were asked to design an economical car that would at the same time meet the stringent requirements of the average American motorist for roominess, comfort, roadability and safety. By building a car that weighs three-quarters of a ton less than standard cars, the engineers were able to achieve both low cost and superb styling, quality and performance.

Simplification of design was the solution to the problem. The *Falcon* body has 200 less parts than standard bodies, and the engine, with 120 fewer parts, weighs 190 pounds less than the last engine the Company made with the same horsepower. The car's mechanical components are so simply designed that a competent backyard mechanic can take them apart with hand tools.

Why does this represent a breakthrough in automotive design? Because the same principles of design and engineering will be applied to all cars built by the Company. It means that in the future the American motorist will have available a wider variety of types, sizes and shapes of automobiles to meet constantly rising living standards. These cars will provide even greater value and performance for each automotive dollar.



The Falcon Fordor Sedan provides easy access and a soft ride for six adults.

The beautifully styled Falcon Tudor Sedan is ideal for business or for play.



THE NEW FORDS FOR 1960

The 1960 line of new Ford cars offers American consumers a choice of six series and 19 different models, including the two models offered in the *Falcon* series. Ranging from three economical models in the *Fairlane* series to the classic *Thunderbirds*, these completely restyled cars provide a broad selection for every pocketbook. Four engines and four transmissions offer prospective owners the widest range of power combinations available in any American car. The new Fords, excepting the *Falcon* and the *Thunderbird*, have a 119 inch wheelbase for maximum comfort and stability.

The *Fairlane* 500 series offers a thin-pillar two-door Club Sedan or four-door Town Sedan (above). Color-keyed interiors are upholstered in comfortable, durable combinations of woven nylon and Morocco grain vinyl.

The completely new Starliner (right) is offered for the first time with the 1960 models. Its sweptback lines lend a sports car appearance to this roomy, six-passenger, two-door hardtop. The optional 300 HP Thunderbird Special V-8 engine provides maximum performance for this distinctive addition to the Ford line of cars.



The Ford *Galaxie* series for 1960 offers quality-built, luxurious cars at moderate cost. From its handsome carpets to its distinctive *Thunderbird* roof line, the *Galaxie* is the finest car in its field.

Like most of the 1960 Ford models, the *Galaxie* has extra-wide doors that stay open in two convenient positions for easy access to the spacious interior. The windshield supports have been decreased in size for further convenience in entry and exit.

There is shoulder room, hip room and head room for all six passengers in either the sedans or hardtop models. The roof line allows hat room for every passenger, and minimizes heat and sun glare. Improved visibility has been achieved by increasing glass areas up to 31% over that of previous models.

A smaller tunnel in the new cars means more comfort for the passengers in the middle seats. New longer rear springs and a 119 inch wheelbase pro-

vide a smoother ride. A wider tread, 61 inches in front, provides greater stability and handling ease for the driver.

Any one of four modern, short-stroke engines may be selected for the *Galaxie* or other 1960 Fords. Both the 185 HP and optional 235 HP *Thunderbird* V-8 engines use regular fuel. The optional 300 HP *Thunderbird* Special V-8 is equipped with a four-barrel carburetor for exceptional performance on premium fuel. For maximum engine economy, Ford's 145 HP Mileage Maker Six is the most modern and efficient in the industry.

Truck-size brakes, safety-girder frame, deep-dish steering wheel and safety door catches, together with optional instrument panel and sun visor padding and seat belts, provide maximum protection for passengers in Ford cars. Among optional features are power steering and brakes, four-way power-adjusted seats, power windows and air conditioning.

The four-door Town Victoria is one of three models offered in the luxurious *Galaxie* series inspired by *Thunderbird* styling.



One of five choices in 1960 Ford station wagons, the distinctive Country Squire carries nine passengers in three forward-facing seats. With both rear seats folded down, 97 cubic feet of cargo space is available.



The Fairlane Club Sedan is designed for families demanding outstanding styling within a budget. Its practical interior features attractive fabrics and yet resists the normal wear and tear of family or business use.



All those features that have made Ford the pacemaker in value are to be found in its 1960 cars. Ford's safety-girder frame surrounds passengers with an impact-resisting steel rail. Brake lining areas are 25% larger than before, providing cooler operation, longer life and greater fade resistance. An aluminized muffler lasts longer than other types, and the new Diamond Lustre finish provides a hard, protective coating that keeps its original beauty longer without the need for waxing. A full-flow oil filter allows up to 4,000 miles of driving between oil changes.

A choice of five Ford station wagons is available for those who seek maximum utility combined with riding comfort. The thrifty six-passenger Ranch Wagon comes in two- and four-door models, and the popular four-door Country Sedan is available in six- and nine-passenger styles. Both the nine-passenger Country Sedan and the handsome Country Squire have a forward-

facing third seat, permitting ease of entry through the doors rather than over the tailgate. With the tailgate and rear seats folded down, there is more than 10 feet of floor space from front seat to tailgate.

The Ford *Fairlane* series offers excellent performance and styling, plus economy. The *Fairlane* Town Sedan provides four-door convenience with ample room for six passengers. The two-door Club Sedan is well suited to business or family use. The Business Sedan has not only the generous trunk capacity found in all Ford cars, but also a space 33 by 64 inches behind the front seat for those who want extra room for samples and luggage.

The Sunliner for 1960 suggests a smooth sweep of movement in its unbroken line from front to rear. Its satin grain vinyl top is easy to clean and long wearing. When folded down, the top fits flush with the rear deck, emphasizing the car's trim, sleek styling.

The tailored top of the 1960 Ford Sunliner folds down completely flush with the rear deck.



The classic four-passenger *Thunderbird*, in the two years since its introduction, has become America's most wanted car. No other car combines *Thunderbird's* compact size, comfort and performance.

An all-metal, sliding roof panel over the front seat of the hardtop *Thunderbird* adds convertible luxury to this versatile car. The panel is offered as an option for the first time in 1960.

For those who want more power than the standard 300 HP Thunderbird Special V-8 engine offers, a new 350 HP Thunderbird Special V-8 provides unmatched handling agility and roadability.

The *Thunderbird* provides the maximum in passenger comfort with individually adjustable front seats and formed foam rubber cushions and backs in all the seats. A panel console between the front seats holds the radio speaker, ash trays, and controls for power windows and air conditioner.



The classic beauty and luxury of the hardtop *Thunderbird* appeal to young and old.

The power-operated top of the *Thunderbird* convertible disappears into the spacious trunk at the touch of a button.



Thunderbirds seat four passengers in roomy comfort.



1960 EDSSEL OFFERS SEVEN MODELS

Edsel for 1960 offers five models in the *Ranger* series and two *Villager* station wagons, all priced to compete with the top models of the low price field. The styling of the entire Edsel line is completely new.

Included in the *Ranger* series are a two-door and four-door hardtop, two-door and four-door sedan, and a convertible. *Villager* station wagons are available in either six- or nine-passenger models. With a wider tailgate and longer body, load space in the station wagons has been increased to more than eight feet in length with the tailgate closed.

As shown in the four-door sedan, the *Ranger*'s thin pillar styling gives the car a hardtop look.



The beautiful, new Edsel convertible for 1960 offers luxury car performance and comfort.

Edsel bodies for 1960 are longer and wider to provide the additional comfort of more hip and shoulder room. Seats are positioned at an ideal angle and height for maximum comfort. Glass areas have been increased. For the convenience of the passengers, the windshield pillar has been redesigned to eliminate any "dogleg" obstruction.

Edsel's 185 HP V-8 engine, designed for regular fuel, is standard in all models. It may be teamed with a redesigned, lightweight Mile-O-Matic transmission, or a manual three-speed transmission. An economical, short-stroke six-cylinder engine, rated at 145 HP, is optional for maximum economy.

Also optional is Edsel's 300 HP V-8, equipped with four-barrel carburetor. The new Mile-O-Matic or the versatile Dual Range transmission may be selected with this engine.



Mercury's Colony Park Country Cruiser has more than 100 cubic feet of cargo space with the tailgate closed.

THE ALL NEW MERCURY MODELS FOR 1960

Mercury offers the finest cars in its history for 1960. There are 11 models in the *Park Lane*, *Montclair* and *Monterey* series, and two *Country Cruiser* station wagons.

Country Cruiser wagons have a sleek, hardtop design, with center pillars eliminated above the belt line. The rear window retracts into the tailgate, eliminating the liftgate, and the tailgate is flush with the floor in its open position for easier loading.

Both the *Commuter* and *Colony Park Country Cruisers* are four-door, six-passenger models. At the buyer's option, each may be purchased with a third seat, providing the wagon with seating capacity for nine passengers. The forward-facing third seat enables passengers to enter easily, and folds level with the floor when not in use. A four-cubic-foot, locked storage compartment under the floor, for safe storage of valuables, is an added feature of the six-passenger models.

The *Monterey* series includes five models—two- and four-door sedans, two- and four-door hardtop Cruisers and a convertible.

A choice of engines in *Monterey* models includes the 205 HP economy V-8 or the optional 280 HP Marauder V-8. Regular gasoline is recommended for each. The Merc-O-Matic transmission, standard with the 280 HP engine, provides the smooth, instant responsiveness of a torque-converter and planetary gear combination.

The 126 inch wheelbase, swept-back front suspension system and balanced weight distribution over all four wheels insure stability at all speeds and over all road surfaces.

Wide seats permit ample shoulder and hip room. The lowered transmission tunnel permits a third passenger to ride comfortably in either front or rear compartments. Scientifically-placed sound proofing insulates passengers from noise and vibration, adding to the comfort of Mercury's ride.

The *Monterey* four-door hardtop Cruiser may be equipped with either of two engines designed to operate on regular gasoline.



Supreme in the medium price car field are Mercury's *Montclair* and *Park Lane* series. As in every Mercury made, their quality is carefully controlled through pre-production testing and quality audits throughout production.

The *Montclair* series includes a thin-pillar four-door sedan, four-door hardtop Cruiser and two-door hardtop Cruiser. Mercury's three-stage engine cooling, self-adjusting brakes and printed circuits for instrument panel and gauges on these cars are typical of advanced engineering features designed to prolong car life and minimize maintenance expense. Tufted-loop carpeting, a high-level fresh air intake and safety glass in every window are additional features of the new Mercury models.

The 1960 Mercury has "road-tuned wheels", a major advance that provides great riding comfort. The wheels give with any impact, not only up

and down, but backward and forward. This exclusive feature helps to absorb road shock and gives a more comfortable, luxurious ride.

The 310 HP Marauder V-8 engine and Merc-O-Matic drive are standard in the *Montclair* series. Multi-Drive Merc-O-Matic that provides maximum responsiveness in normal driving, or selective surefootedness in snow, sand or mud, is optional on the *Montclair* series. It is standard on the *Park Lane*.

The *Park Lane*'s three models—two- and four-door hardtop Cruisers and convertible—also include, as standard equipment, power steering and power brakes.

Optional equipment available on all models of the Mercury include such features as power-operated windows, four-way power seat and an air conditioner-heater-defroster with Climate Dial.

The clean lines of all models of the 1960 Mercury are illustrated in the spacious *Montclair* four-door hardtop Cruiser.



THE FINEST LINCOLN IN 40 YEARS

The 1960 Lincoln cars carry on the heritage of fine craftsmanship and quality which have been identified with Lincoln for four decades. Styled in good taste, engineered for superior performance and elegantly appointed for the passenger's comfort, the new Lincoln is a masterpiece of automotive design—the finest Lincoln in 40 years.

The classic beauty of the Lincoln provides its owner with a car that will stay in style for as many years as he cares to drive it. A new roof line gives it a town car elegance that enhances the formality of its classic lines. Its functional design provides a spacious interior for gracious motoring. Deep

carpeting, luxurious fabrics, cordolans and hand-cut leathers combine to achieve tasteful interiors that complement the dignity of the exterior styling.

Both the Lincoln and Lincoln *Premiere* offer a two-door hardtop coupe, four-door hardtop landau and four-door sedan. Standard equipment includes Twin-Range Turbo-Drive transmission, power steering, self-adjusting power brakes, Travel-Tuner radio, heater-defroster, undercoating, electric clock, windshield washers, whitewall tires and other refinements essential to luxurious motoring. A four-way power seat and power windows are also standard on the Lincoln *Premiere*.

The four-door Lincoln landau is one of six models, in two series, offered by Lincoln for 1960.



THE ELEGANT LINCOLN CONTINENTAL FOR 1960

The 1960 Lincoln Continental is America's finest and most distinguished motorcar. It is the fulfillment of every motorist's desire for the ultimate in appearance, performance and comfort.

The traditional dignity of the Lincoln Continental has been retained in the styling of the new models. Front and rear bumpers and grille have been restyled and four distinctive chrome strips have been added to the front fender scallops. Lincoln Continental's renowned four-pointed star now appears in relief on the center of the handsome wheel covers. The distinctive retractable rear window design distinguishes it from all other cars.

Lincoln Continental's uniframe construction provides increased strength

and greater torsional stability. Sound proofing materials have been improved in both quality and quantity and the rear suspension is entirely new to provide a quieter and more comfortable ride.

In addition to the two-door hardtop coupe, four-door hardtop landau and four-door sedan models, Lincoln Continental offers a convertible, town car and limousine. Both the town car and limousine are limited in production, and available only in Presidential black.

Buyers of these fine cars have a choice of interior trims in 23 colors, featuring loomed fabrics and genuine leather. All accessories, except air conditioning, are standard equipment on Lincoln Continentals.

The power-operated, retractable rear window in the Lincoln Continental is a feature found in no other car.



NEW ANGLIA AND TAUNUS MODELS TO BE IMPORTED

The Anglia 105E, an entirely new car in the English Ford Line, will be introduced by U. S. dealers in November. The distinctive styling of the Anglia features a reverse angle rear window that provides full headroom for rear seat passengers.

A new short-stroke, four-cylinder engine powers the Anglia. Of overhead valve design, the engine develops 39 HP and is coupled with a four-speed synchromesh transmission. This combination permits speeds of 70 miles per hour. Designed for economy, the car will operate up to 40 miles on one gallon of gasoline.

Other models in the English Ford Line include the four-door Prefect and the Escort station wagon, both of which are equipped with the new Anglia engine and transmission. The *Consul*, with a 59 HP engine, is available in two-door and four-door sedans and a convertible. The *Zodiac* and *Zephyr*, equipped with six-cylinder engines and optional automatic transmissions, offer a convertible as well as two- and four-door sedans in each series.

The Taunus 12M Super, built by Ford of Germany, will be marketed in the United States for the first time in January, 1960. The 98 inch wheelbase of the 12M provides ample room for five passengers in the two-door sedan, and cargo capacity of more than half a ton in the "Combi" station wagon. A four-cylinder engine develops 60 HP with minimum gas consumption, and delivers maximum torque through a three-speed synchromesh transmission.

The larger Taunus 17M series, powered with a 67 HP engine, is immediately available in two- or four-door sedans and a "Combi" station wagon.



The Taunus 12M Super combines economical performance with style and comfort.

The Anglia's 90.5 inch wheelbase provides ample room for passengers and luggage.



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