



1960 *a wonderful new world of* FORDS



1960 brings a wonderful new world of **FORDS**

This is the great automotive news of our generation. For the first time, you can choose from not one, not two, but *three* completely new kinds of Ford cars designed and priced for nine out of ten Americans! Here they are:

The 1960 Fords—the Finest Fords of a Lifetime, beautiful from any *Point of View*, worth more from every *Point of Value*!

The 1960 Falcon—the New-size Ford, the world's most experienced new car. And it's the lowest-priced, 6-passenger car in America!

The 1960 Thunderbird—the World's Most Wanted Car! Each glittering Ford says *luxury* in a new way. There's new built-for-people comfort. There's new elegance in the sculptured lines . . . new sports-car grace in the way it corners and handles. You get all this at low Ford prices. No matter who you are, there's a 1960 Ford for *you*. You're cordially invited to inspect this wonderful new world of Fords today!

FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

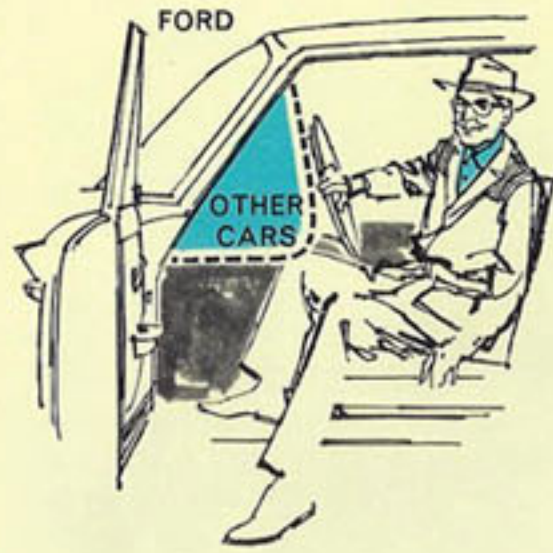
Queen of the hardtops *Galaxie* Town Victoria

You get all the verve of a convertible, all the convenience of a 4-door, 6-passenger sedan in this glamorous Galaxie hardtop. With its Thunderbird-inspired roof that protects you from sun glare and heat . . . its vast picture-window views . . . its Thunderbird power and handling . . . this new Galaxie makes it unnecessary to pay more for *fine car elegance*.

© 1959, Ford Motor Co., Dearborn, Mich.

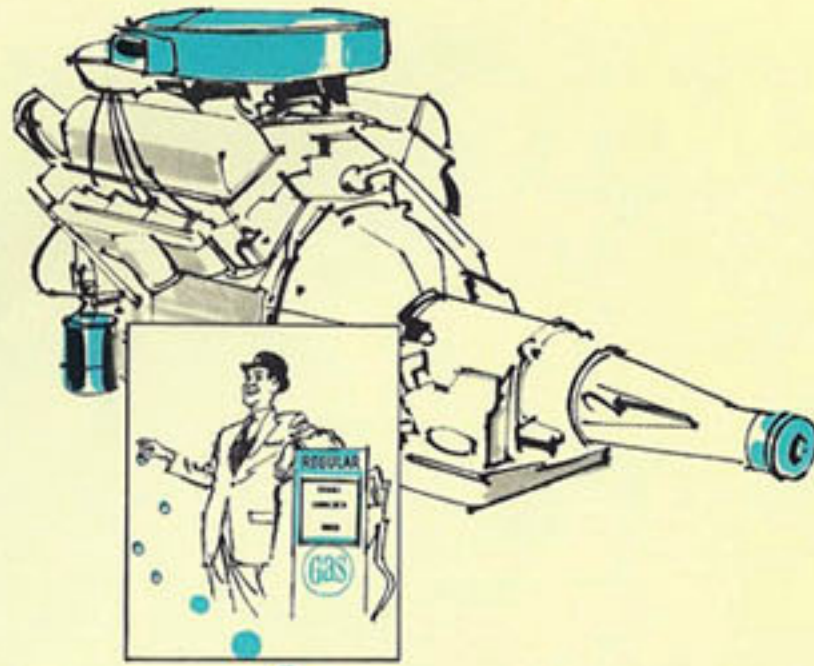
From any Point of View...from every Point of Value... **THESE ARE THE FINEST FORDS OF A LIFETIME!**

Here's why your best buy is a 1960 FORD



Ford eliminates the "dogleg" to save your knees

No more bruised knees (or ruined hosiery!) when you get into or out of a 1960 Ford. Ford has eliminated that annoying windshield extension or "dogleg" still found in the pillar design of so many other cars. Ford gives you far larger entrance and exit room, too. In short, you don't have to be a human corkscrew to get in or out of a Ford!



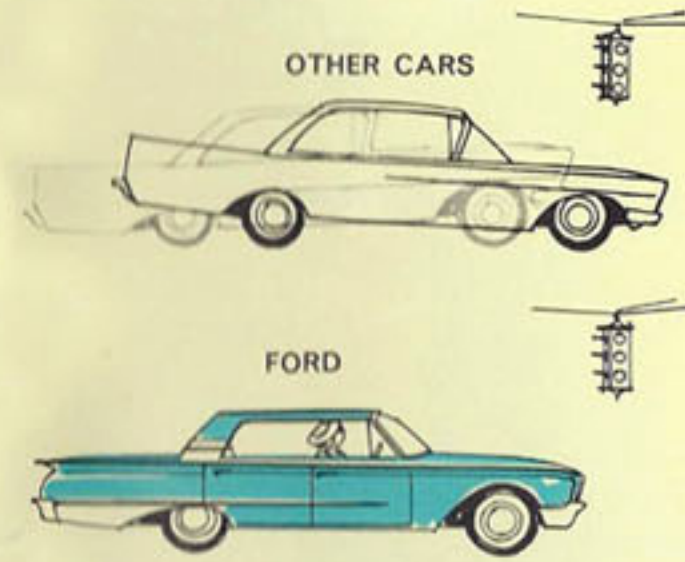
Ford standard engines use regular; save up to \$1.00 every tankful

Ford's Thunderbird 292 V-8 and 352 V-8, as well as the Mileage Maker Six, thrive on regular gas. You get premium performance without paying a premium price; save up to \$1.00 every tankful! And a new 2-stage, Full-Flow oil filter (standard) lets you go 4,000 miles between oil changes.



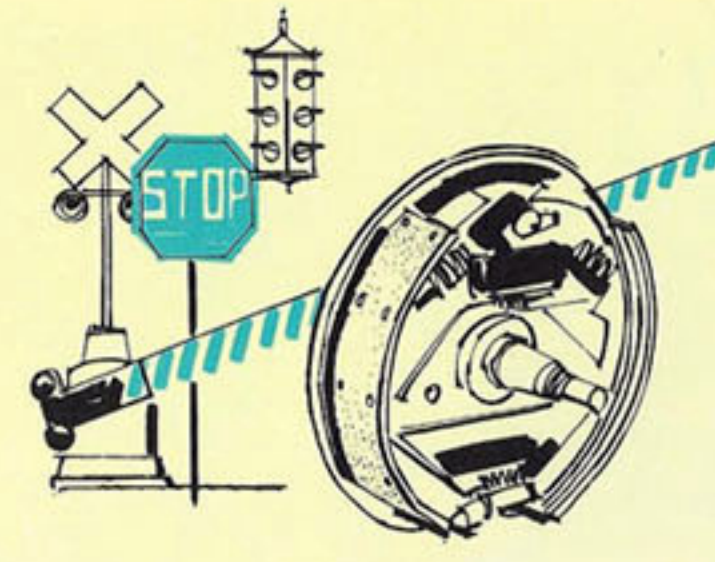
Greater stability with WIDE-TREAD DESIGN

To give the 1960 Fords greater stability, the stance or "tread" has been widened. The wheels, both front and rear, now are 5 feet apart for a steadier, safer, road-hugging ride. Now you get a car that corners and handles like the Thunderbird—at low Ford prices.



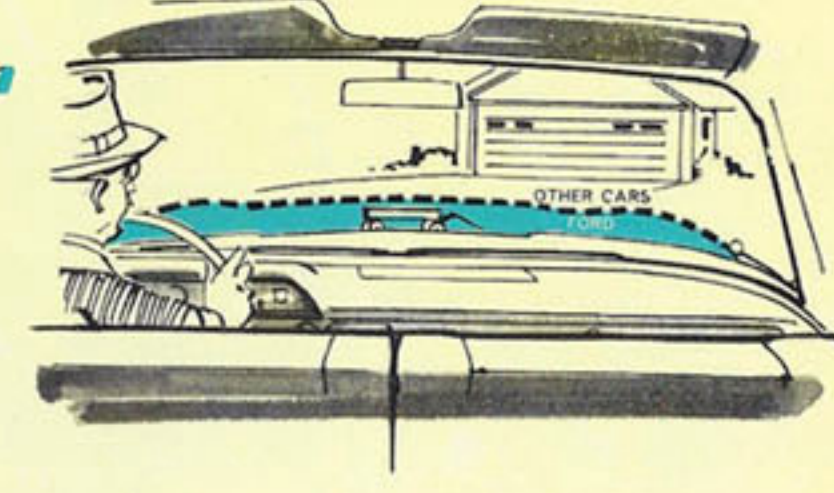
No squat... **N**o dive with NEW REAR SUSPENSION

The new Ford has both anti-dive control and anti-squat control, too. Rear springs are 5 feet long with the axle well forward to give you a levelized, variable-rate suspension that damps out the bumps like magic and makes even "wash-board" roads seem smooth.



Truck Size brakes are 25% larger; biggest in Ford's field!

Ford gives you stopping power to match your GO power, with the biggest brakes ever offered in Ford's field. These Truck Size brakes have 25% more lining. Brake drums are wider to dissipate heat faster. That's why these brakes have greater fade resistance for safer stops.



Better visibility with new sloped hood; more safety glass

Hood and fenders of 1960 Fords are gracefully sloped so that you can see the road 4½ feet closer than before. Compared with drivers of other cars in Ford's class, you can see up to 292 square feet more of the road ahead! In addition, Ford brings you an increase of 17% in windshield safety glass.



SELECTAIRE CONDITIONER gives you complete year-round comfort with dehumidified cooling, ventilating, heating and defrosting in one convenient unit.

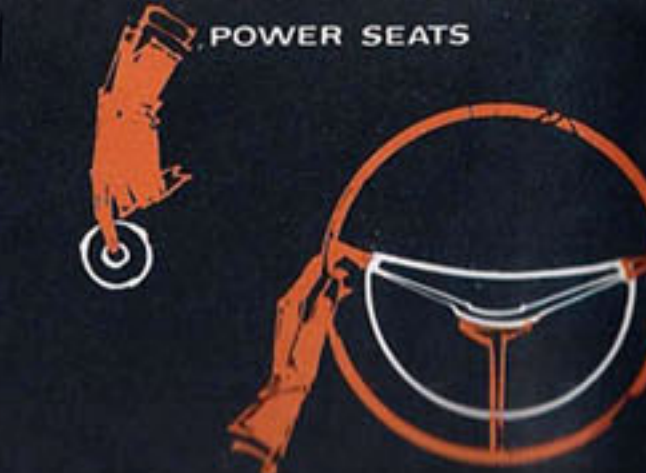
CONSOLE RANGE RADIO is transistor powered with increased output for 1960. Offers five pre-set push-button stations.



VISORED SPOTLIGHT WITH MIRROR is easily adjusted from inside car; gives real night-and-day convenience.



4-WAY MANUAL TILT FRONT SEAT has 55 different seat positions. Any size of driver can be seated comfortably in a jiffy.



POWER SEATS



POWER BRAKES



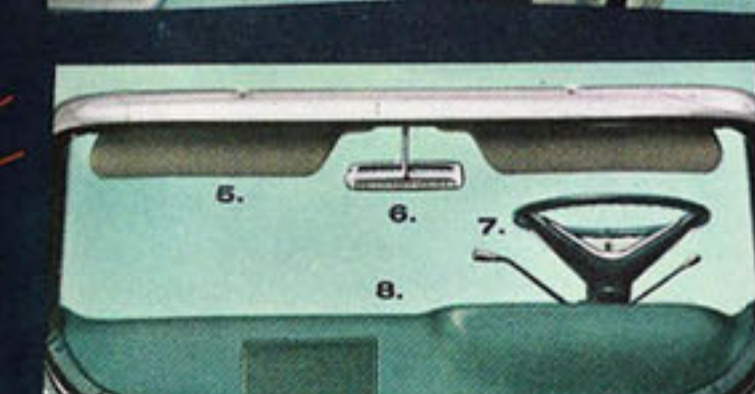
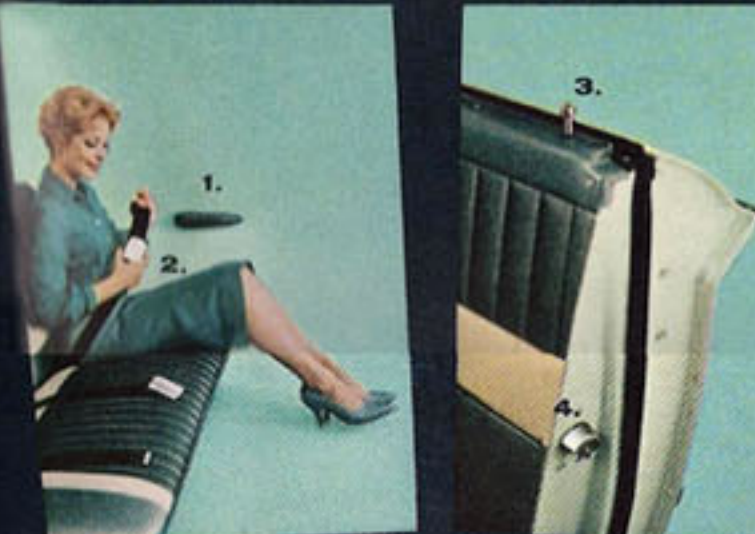
POWER WINDOWS



POWER ASSISTS

SAFETY

BUILT for PEOPLE



Choose FORD Options and Accessories

POLARAIRE CONDITIONER
RECIRCULATING HEATER AND DEFROSTER
HOOD ORNAMENT
ANTENNA, FRONT
ANTENNA, REAR FIN-MOUNTED
CAR MATS, CONTOUR (front, rear and twin front)
LIFEGUARD JR. SAFETY DOOR LOCKS
DELUXE REARVIEW MIRROR

ADJUST-O-RING MIRROR
VISORED FULL-VIEW MIRROR
FULL-VIEW MIRRORS
EXHAUST DEFLECTORS
REAR BUMPER GUARDS
FRONT BUMPER GUARDS
REAR FENDER SHIELD
EQUA-LOCK DIFFERENTIAL

PARKING BRAKE SIGNAL
LICENSE PLATE FRAME
LOCKING GAS CAP
REAR RADIO SPEAKER
ROCKER PANEL TRIM
SEAT COVERS
VENTILATED SEAT CUSHIONS
TISSUE DISPENSER

FULL TONE MANUAL RADIO
DECK LID RELEASE (at driver's seat)
WINDSHIELD WASHER
VANITY MIRROR
WHEEL TRIM RING
ELECTRIC WINDSHIELD WIPERS, 2-speed
1-RST TINTED GLASS

You'll never use muscle power again when you equip your 1960 Ford with these power assists that do all the work for you: help you steer, stop, adjust your seat and raise or lower windows. Best of all, these fine-car luxuries now are available at sensible Ford prices.

Ford's famous Lifeguard Design saves lives and reduces injuries. The 1960 Ford offers:

1. LIFEGUARD ARM RESTS
2. SEAT BELTS*
3. LIFEGUARD AUTOMATIC DOOR LOCKING SYSTEM*
4. LIFEGUARD DOUBLE-GRIP DOOR LOCKS
5. LIFEGUARD FULLY CUSHIONED SUN VISORS*
6. LIFEGUARD SAFETY-SWIVEL REARVIEW MIRROR
7. LIFEGUARD DEEP-CENTER STEERING WHEEL
8. LIFEGUARD PADDED INSTRUMENT PANEL*

*Optional at modest extra cost †4-door models only

A wonderful new world of luxurious comfort

As you step inside a new 1960 Ford Galaxie, notice how your feet sink into the deep-pile 100% rayon Luxury Loom carpeting. Look at the thickness of the comfort-high seats, the stretch out room for legs, the ample room for head and hips! And feel the luxury of sofa-soft

foam padding that costs nothing extra in a Ford! Now observe the luxury that surrounds you. These are the finest, richest, most luxurious interiors ever seen in Ford's price class! Colors are blended to please the most color-sensitive eyes. Truly, Ford cars are built for people!

FORD SPECIFICATIONS

Exteriors and Interiors: A total of 13 exciting body colors are available in amazing Diamond Lustre Finish. All models come in Single Color, or in Two Tone colors (also Galaxies in Top Tone) except the Sunliner and Country Squire. Interiors are beautifully upholstered with patterned, morocco-grained and metallic vinyls, woven plastic or nylon fabrics, in colors to harmonize with exteriors.

Engines: 145-hp Mileage Maker Six—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; regular fuel; unit-design carburetor; manual choke; free-turning overhead valves.

185-hp Thunderbird 292 V-8 (Standard V-8 on all models)—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 8.8 to 1 comp. ratio; regular fuel; 2-venturi carburetor; new automatic choke; free-turning overhead valves; Y-type single exhaust (dual on Sunliner).

235-hp Thunderbird 352 V-8 (Optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 8.9 to 1 comp. ratio; regular fuel; 2-venturi carburetor; new automatic choke; free-turning overhead aluminized valves with hydraulic lifters; Y-type single exhaust (dual on Sunliner).

300-hp Thunderbird 352 Special V-8 (Optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 9.6 to 1 comp. ratio; premium fuel; 4-venturi

carburetor; new automatic choke; free-turning aluminized valves with hydraulic lifters; dual exhausts.

360-hp Thunderbird 352 Super V-8 (Optional on all models)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 10.6 to 1 comp. ratio; premium fuel; special 4-venturi carburetor; new automatic choke; aluminum intake and low-restriction exhaust manifolds; aluminized valves with solid lifters, dual valve springs and solid retainers; and other heavy-duty features; dual exhausts.

Engine Features: For greater economy and longer life all engines have Short Stroke, low-friction, Deep-Block design; new Super-Filter air cleaner; vacuum booster and fuel pump; full-pressure lubrication; new 2-phase Full-Flow oil filter; new Thunderbird-type Cross-Flow cooling system and 180° thermostat; 12-volt electrical system, Turbo-Action 18-mm. spark plugs and an exhaust system featuring new aluminized muffler(s) mounted at rear of frame. Every V-8 engine is electronically balanced while operating under its own power for extra smoothness.

Transmissions: Manual 3-speed with gear ratios tailored to each engine, or optional **Overdrive** with automatic 4th gear. **Fordomatic Drive** (optional for all engines except Super V-8), a 2-speed automatic featuring simplified design, light weight, minimum servicing. In "D" range gives brisk, smooth starts

in low. **Cruise-O-Matic Drive** (optional for all engines except Six in Sunliner and Super V-8), a high-performance automatic with two selective drive ranges—smooth 3-speed operation in "D₁," starting in low for all normal driving or 2-speed in "D₂," starting in intermediate for gradual acceleration on slippery surfaces.

Frame: Longer, wider-contoured, box-section design with deeper side rails having 25% higher strength and rigidity. Side rails extend outside passenger area for increased side protection.

Suspension: Smooth-acting Swept-Back, Angle-Poised, Ball-Joint front suspension. Link-type, rubber-bushed stabilizer on all V-8 models plus Six in wagons. All-new asymmetrical, variable-rate, outboard-mounted rear suspension for antidive and antisquat control. Extra-long, gentle-rate, leaf springs with wide spring base provide a softer, more stable, leveled ride.

Rear Axle: Hypoid, semifloating type with exclusive Deep-Offset straddle-mounted drive pinion for quieter operation, longer life.

Brakes: All-new Truck-Size double-sealed, self-energizing hydraulic. Heavier, wider, grooved 11" diameter composite drums with wider molded linings result in longer life, cooler operation and greater fade resistance. Lining area is 225.6 sq. in. (on wagons 248.4 sq. in.).

Steering: Magic-Circle low-friction, recirculating-ball type, same as used on the Thunderbird. Life-guard 3-spoke, deep-center steering wheel, color-keyed to instrument panel, with horn ring.

Prices: All Power Assists, Optional Equipment and Accessories as well as some of the items illustrated or referred to in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.


Comparative information in this folder was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this folder was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without obligation.

FORD DIVISION, *Ford Motor Company*



The new Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit Teams select samples from each shift at every assembly plant for an exhaustive search for any deviation from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.

Litho. in U. S. A.—Rev. 11-59

Compliments of your friendly  dealer

WONDERFUL NEW WORLD OF FORDS

Starliner



The Starliner (above) is designed for those who yearn for a dashing sports car—for six passengers! This special 2-door hardtop offers luxurious interiors plus its own rakish roofline that gives this model a racy appearance all its own! Usually equipped with the optional Thunderbird 352 Special V-8, this is a car for modern people who love action!

Sunliner



The Sunliner (right) brings exciting new elegance and flashing new performance to sunshine living! With the optional Thunderbird 352 Special V-8 engine, hills surrender on sight! And its new fade-resistant vinyl top folds down flush with the rear deck!

The Finest Fords of a Lifetime



Galaxie Town Victoria (left) is a sleek hardtop that combines the wide-open verve of a convertible with the glamour of a Galaxie. It brings you the Thunderbird's own brand of luxury, styling and handling ease. In every way this big 4-door epitomizes power and elegance.



Galaxie Town Sedan (left) brings a comfort bonus to six passengers with its four, big, wide-opening doors. Thin center pillar gives the open look of a hardtop. When low Ford prices buy this kind of elegance, why pay more?



Galaxie Club Sedan (above) features doors four feet wide and windshield pillars swept forward (with no "dog-leg") for easy entry. Like all 1960 Fords, it has full 5-foot tread to give you that exhilarating, road-hugging Thunderbird feel behind the wheel!



Fairlane 500 Club Sedan (above) brings all the new 1960 Ford features plus the luxury for which the Fairlane 500 name is famous. This thrifty 2-door is a wonderful value—and the savings just start with its low price.



Fairlane Club Sedan (above) is one of the lowest-priced, full-size, 2-door family sedans in America. Seating six passengers in roomy comfort, this car is designed for families requiring dependable performance within a modest budget. It's a honey for the money!



Country Squire (above) is America's most distinctive wagon. It has 4 doors, seats 9, hits a new high in elegance, and keeps its resale value beautifully!



6-passenger Country Sedan (above) gives full sedan comfort; converts easily into a cargo carrier. This 4-door model is the biggest-selling wagon in the U.S.A.! It's easy to see why!



Ford Ranch Wagon (above) is Ford's lowest-priced 4-door wagon. Has simpler, easier-folding second seat that even a child can convert.



2-door Ranch Wagon (above) is for buyers who want the lowest-priced model with lowest operating costs, but still packed with all the features that have made Ford wagons the world's best sellers for over 30 years.



9-passenger Country Sedan (above) with its luxurious interior and 4 big doors is just right for family, social and business use. Cargo area is 41 sq. ft.

Easiest Car in the World to Own

Tudor Sedan is America's lowest-priced, 6-passenger car*. Falcon's trunk is over twice as big as that of rear-engine cars in its class; and the only gas you use is for the engine!



*Based on a comparison of manufacturer's suggested retail delivered prices.

Falcon

Falcon—the New-Size Ford—has room enough for six big adults plus all their luggage. It's sized to handle and park like a "small" car . . . designed to perform and stand up like a "big" car . . . built like no other car for saving money!

Ask for the Falcon folder



Fordor Sedan like all Falcons has its engine up front for better stability, greater safety. The most thoroughly tested new car in history, it delivers up to 30 mpg with regular gas!

World's Most Wanted Car

Thunderbird

No other car in the world is so sought after, so envied, so wanted as the classic Thunderbird. See the wonderful 1960 version of these beauties. You'll agree with luxury lovers everywhere . . . this is the car you want to own—someday soon.



Thunderbird convertible for 4 passengers has a brand-new T-bird exclusive! Pull a lever and the rear deck rises, soft top telescopes down inside, rear deck closes—all automatically. And there's nary a bulge or hump to show where the top is hiding!

Thunderbird hardtop rides four fortunate people in panoramic elegance. And there's an exciting new sliding roof panel that's optional at extra cost! It's smart, distinctive and convenient, too.



Ask for the Thunderbird folder

From any Point of View...from every Point of Value...THESE ARE THE FINEST FORDS OF A LIFETIME!