



1960 *a wonderful new world of* FORDS



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*.

1960 brings a wonderful new world of FORDS

This is the great automotive news of our generation. For the first time, there will be 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 the easiest car in the world to own.

The 1960 Thunderbird—the World's Most Wanted Car!

Each glittering Ford says 1960 in a new way. There's new luxury of space, new built-for-people comfort. There's new elegance in the sculptured lines, and flashing Thunderbird performance in the way it corners and handles. No matter who you are, there's a 1960 Ford for *you*. You're cordially invited to explore this wonderful new world of Fords today!

FORD BUILDS THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

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

WONDERFUL NEW WORLD OF FORDS



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 to step lively!

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) combines the glamour of a Galaxie with the wide-open look of a hardtop. It offers you Thunderbird luxury and the Thunderbird's own ride. 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!

3 GALAXIE

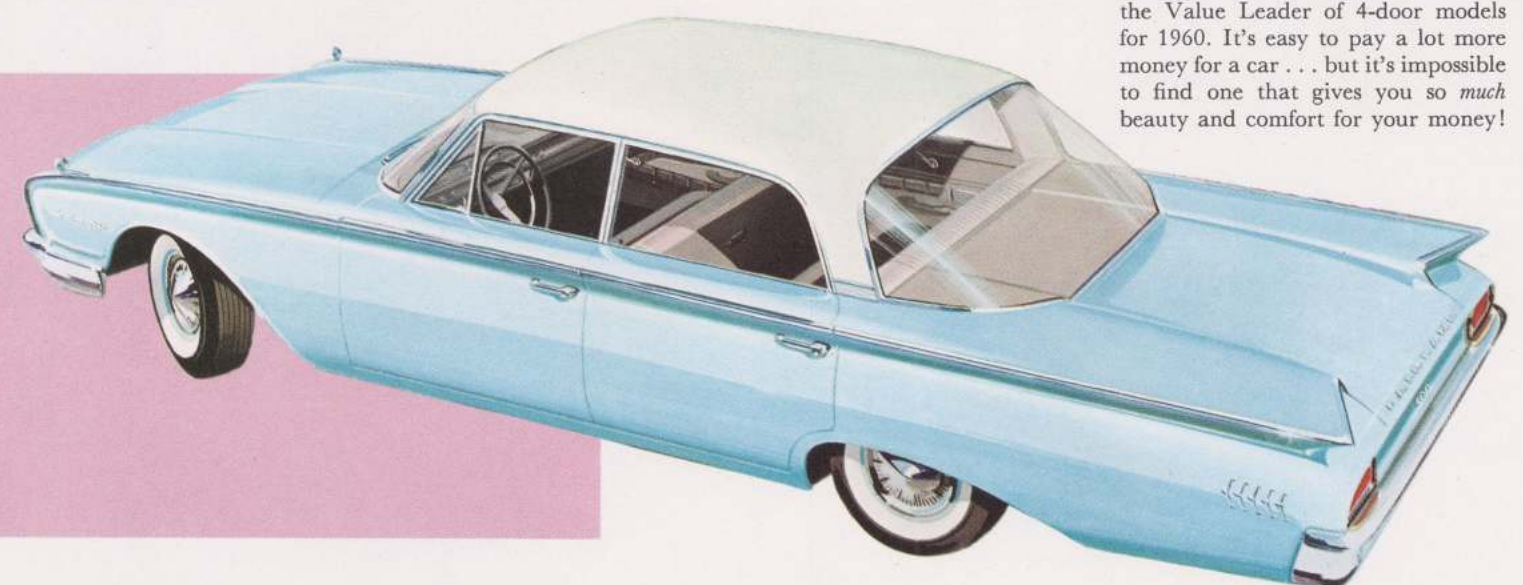
Meet the aristocrats of the low-price field. These Galaxies provide unmatched room and comfort for six big adults, plus beauty and luxury never known before in Ford's field! They're safer, too. New Truck Size brakes have linings 25% larger—the biggest ever in Ford's field. And a new Wide-Contoured frame gives safety-girder protection that other cars cannot even begin to match.



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 car where the savings only start with the price!

2 FAIRLANE 500

You won't believe your eyes when you read the price tag on these 1960 Fairlane 500 sedans. They're more glamorous, more luxurious, more lively than ever. Without question they offer the greatest dollar value in cars today. From any Point of View... from every Point of Value... these cars are the Value Leaders of the entire automotive industry!



Fairlane 500 Town Sedan (below) is the Value Leader of 4-door models for 1960. It's easy to pay a lot more money for a car... but it's impossible to find one that gives you so much beauty and comfort for your money!



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!



3 FAIRLANE

The Ford Fairlane models for 1960 are the lowest-priced, full-size cars you can buy. And your savings only begin with their low price. Save up to \$1.00 each time you fill the gasoline tank with regular fuel. Save on aluminized mufflers that normally last twice as long as ordinary mufflers. Save on oil by changing only every 4,000 miles.



Fairlane Town Sedan (above) combines the convenience of a 4-door with the traditional savings of a Ford. Like all 1960 Fords, it has amazing Diamond Lustre Finish that never needs waxing. You save and save!



The Country Squire (above) is the most exclusive wagon ever to cruise America's highways. It gives you 4-door convenience, seats nine, has a fabulous new high in wagon elegance.

5 STATION WAGONS

A wonderful new world of Station Wagon Living awaits you when you own one of these 5 big Ford Station Wagons for 1960. Created by America's wagon specialists, these wagons are beautifully built for people. It's easier to get in or out. All seats face comfortably forward. You get over 97 cu. ft. of cargo space, plus a loading entry that is up to 1 1/2 feet wider than other station wagons in Ford's class. Try one for size!



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



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.

Easiest Car in the World to Own

Tudor Sedan is a beautifully proportioned car with a big-car ride. Built in Dearborn for U. S. roads, it's so easy to drive... so easy to own, too!



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



Ford 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 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.

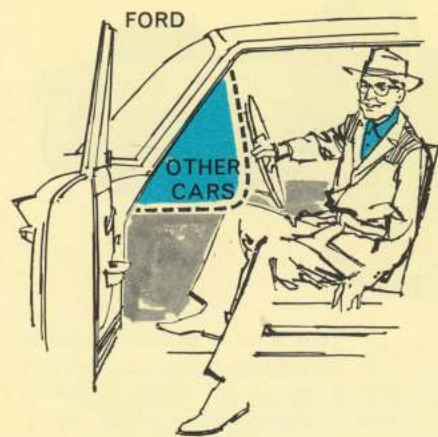


Thunderbird convertible for 4 passengers has a brand-new T-bird exclusive! Pull a lever and the rear deck rises, soft top telescopes down inside, rear deck closes—all automatically. And there's nary a bulge or hump to show where the top is hiding!

Ask for the Thunderbird folder

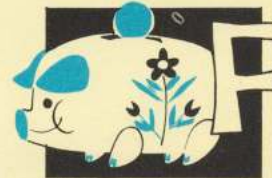
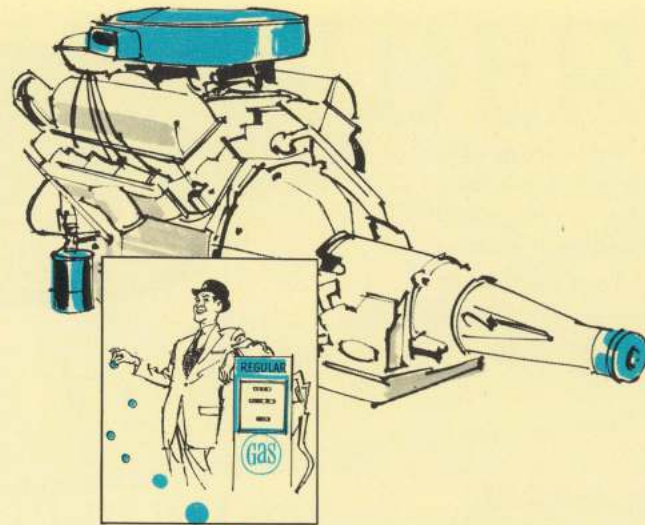
From any Point of View...from every Point of Value...THESE ARE THE FINEST FORDS OF A LIFETIME!

Here's why your best buy is a 1960 FORD



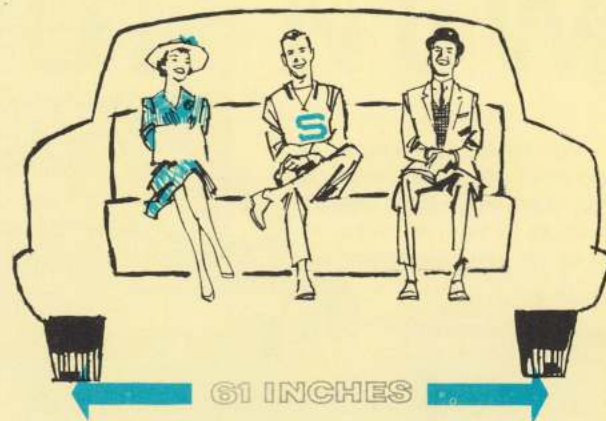
Ford eliminates the "dogleg" to save your knees

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!



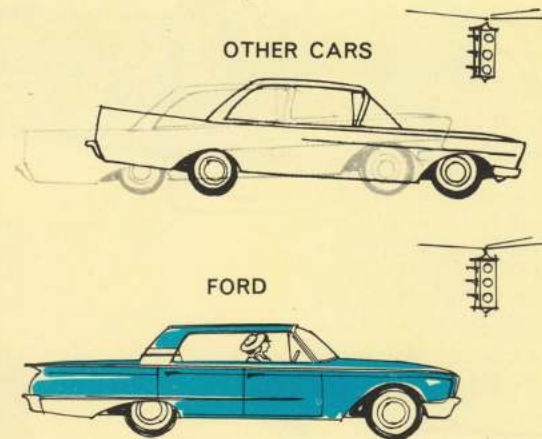
Ford standard engines use regular; save up to \$1.00 every tankful

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



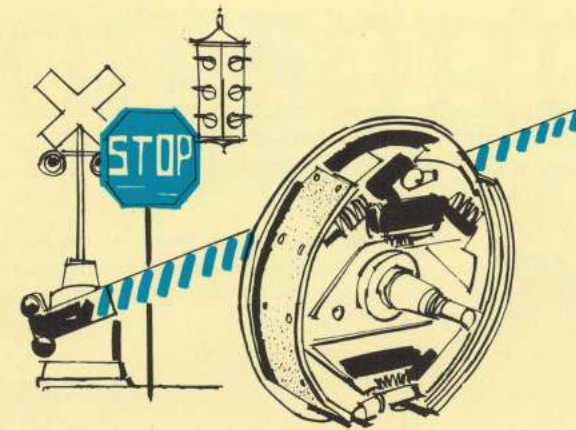
Greater stability with WIDE-TREAD DESIGN

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.



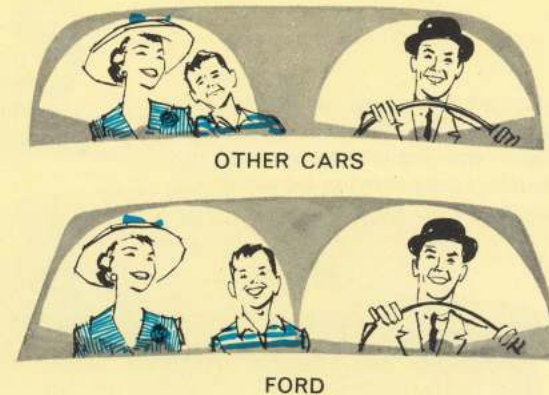
No squat... **N**o dive with NEW REAR SUSPENSION

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 improved wiper pattern; more safety glass

Up to 31% more safety glass area plus new compound windshield with a 33% bigger wiper pattern and Ford's new lower-angle hood combine for the best visibility ever in the 1960 Fords. Wiper blade length has been increased to 15 inches, so that the middle passenger can see ahead, too.



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.



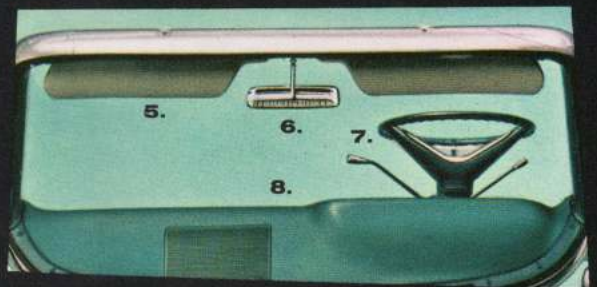
POWER SEATS

POWER STEERING



POWER BRAKES

POWER WINDOWS



REAR BUMPER REFLECTOR AND BACK-UP LIGHT are all new. Reflector doubles size of taillight glow; backup lights are located in lower back panel.



SPORT SPARE WHEEL CARRIER gives a sophisticated appearance, adds about 10 inches to car's length. It leaves more luggage space inside the large trunk.

MAGICAIRE gives heating, ventilating and defrosting in one dependable unit. **CLOCK** is self-regulating electric type which re-times itself automatically. **WHEEL COVERS** of bright metal make the whole car glitter. Sun Dial design. **INSIDE MIRROR** is non-glare type, ten inches wide. Turns off glare of headlights behind with a flick of your finger.

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)
CIGAR LIGHTER ▲
DELUXE REARVIEW MIRROR

▲ Standard on Galaxies, Starliner and Sunliner

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
I-REST 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. For 1960 Ford offers:

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

*Optional at modest extra cost

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. Notice the comfort of the chair-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 color combinations 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. See complete selection at your Ford Dealer's.

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; low-silhouette unit-design carburetor; manual choke.

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; low-silhouette 2-venturi carburetor, new automatic choke; 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; low-silhouette 2-venturi carburetor; new automatic choke; 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; low-silhouette 4-venturi carburetor, new automatic choke; dual exhausts.

Engine Features: For greater economy and longer life all engines have Short Stroke, low-friction, Deep-Block design; free-turning overhead valves; 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 a new aluminized muffler mounted at rear of frame. Every V-8 engine is electronically balanced while operating under its own power for extra smoothness. Both 352 V-8's feature aluminized valves with hydraulic lifters for quietness and Precision Fuel Induction for superior performance and economy.

Transmissions: **3-speed** with gear ratios tailored to each engine, or optional **Overdrive** with automatic 4th gear. **Fordomatic Drive** features simplified design, lightweight, minimum servicing. Torque converter and compound planetary gear set for smooth, responsive automatic 2-speed operation. In "D" range it provides brisk, smooth starts in low. Available with all engines. **Cruise-O-Matic Drive**, a high-performance automatic with two

selective drive ranges—smooth 3-speed operation in "D1" range, starting in low for solid full-power getaways or 2-speed operation in "D2" range, starting in intermediate for gentle, gradual acceleration on ice, snow or loose gravel. Available with all V-8's.

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 with link-type, rubber-bushed stabilizer. All-new asymmetrical, variable-rate, outboard-mounted rear suspension for anti-dive and anti-squat control. Extra-long, gentle-rate, leaf springs with wide spring base provide a softer, more stable, leveled ride.

Rear Axle: Hypoid, semi-floating 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 deep-center steering wheel.

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.

Compliments of your friendly



dealer