

FOR NEWS
ON THE *Falcon* WAGONS
—two new-size wonders from America's Wagon Specialists:
See pages 6 and 7



Come see the Seven Wonders of the


FORD WAGON WONDERLAND

WHERE WONDERS NEVER CEASE

*Ford Wagon
Wonderland
where you enjoy
the most in
Station Wagon Living
the most space...
the most comfort...
the most savings...
the most choice...
the most everything*



Ford's new luxury wagons:

America's Station Wagon
plus comfort-height seats
easier, too,  and

NO DOG LEG, EITHER



My, but they're elegant!

4-door, 9-passenger
Ford Country Sedan



4-door, 6-passenger Ford Country Sedan



The Thunderbird of wagons—9-passenger Country Squire

THE Country Squire & THE Country Sedans

Specialists bring you exclusive styling...

that all face forward.



NINE'S FINE

Coming and going's

only Ford wagons step out with Thunderbird vim!

Here are the master magicians of Ford's new wagon world—the biggest, most luxurious wagons ever, from the world's most experienced wagon builder.

With its elegant side paneling that looks like the finest wood yet wears like the toughest steel, the 9-passenger Country Squire is the world's most wanted wagon. Sharing the Squire's beautiful proportions, yet lower in price, the Country Sedan is the world's best selling wagon.

Like all Ford wagons, these wonder-workers are beautifully built for people. Doors are up to 21½" wider this year (wider than the doors

in your house), and windshield posts have been thoughtfully swept forward out of your way for easier entrance and exit. Inside, there's up to 5" more room for shoulders, over 2" more room for hips—and lavishly padded seats are comfort-high. A glass area 17% larger and Ford's stylish new sloping hood present the road ahead in a sweeping panoramic view.

Yes, built for people—and built for hauling, too! Ford wagons have the biggest loadspace in the field... over 97 cu. ft. of it! And of course all Ford wagons put the might of Thunderbird V-8 power at your beck and haul.

*For the outdoor life that's
all the rage... come with me
and turn the page...*



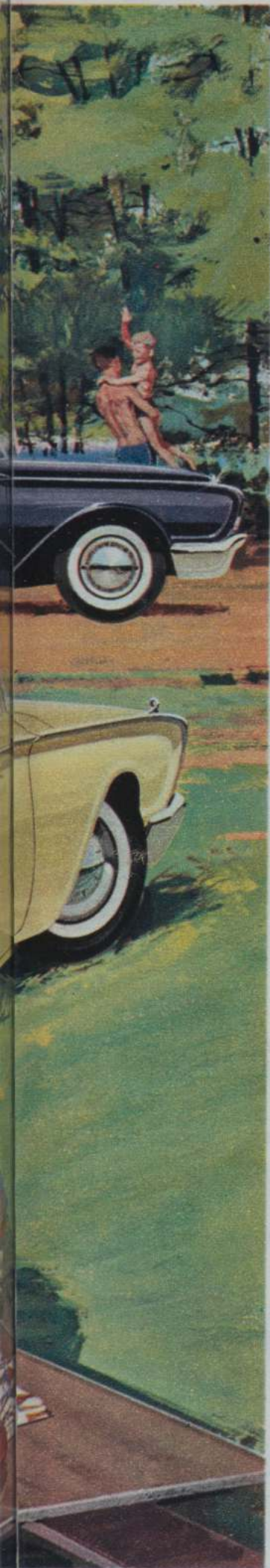


from America's Station Wagon Specialists

The perfect companions for the outdoor life, Ford's new Ranch Wagons pack away all your cargo without a whimper. With over 97 cu. ft. of loadspace—wide as a bowling alley—they're the haulingst wagons going. And so easy to load!

One hand opens both lift and tailgates. The load opening itself is nearly a foot wider than other wagons in the field. And these are the easiest wagons of all to convert; the second seat folds away flat at a child's touch.

Ford 6-passenger, 2-door
and 6-passenger, Ford



Ford's new Ranch Wagons

are loaded with space



packed

with savings



with a wealth of

exclusive wagon conveniences



for

a wonderful new world of station

wagon living.

Who would ever guess the Ford Ranch Wagon is America's lowest priced full-size wagon!* Just like the top of the Ford wagon line, it has the most load-space in the field... a cargo-hungry 97 cu. ft. ... and a floor, with tailgate open, that measures more than 10 feet long by over 5 feet wide.

The Ranch Wagon shares with all other Ford wagons—and all other Fords—economies like a choice of *two* mighty Thunderbird V-8 engines that run on regular gas, 4,000 miles between oil changes, 66-plate battery for surer starting, an aluminized muffler that will normally last twice as long as mufflers used on some other wagons, and a Diamond Lustre finish that *never* needs waxing.

Just like the top of the Ford wagon line, too, the Ranch Wagon is beautifully built for people. It brings you more entrance room, more hip room, more shoulder room and a lanky new length of leg room. You never had it so comfortable for so little!

For Thunderbird admirers, there's authentic Thunderbird V-8 power! And both front and rear treads have been widened to a full 5-foot width for a brand-new road-hugging Thunderbird feel behind the wheel.

Any wonder it looks like another best selling year for Ford wagons?

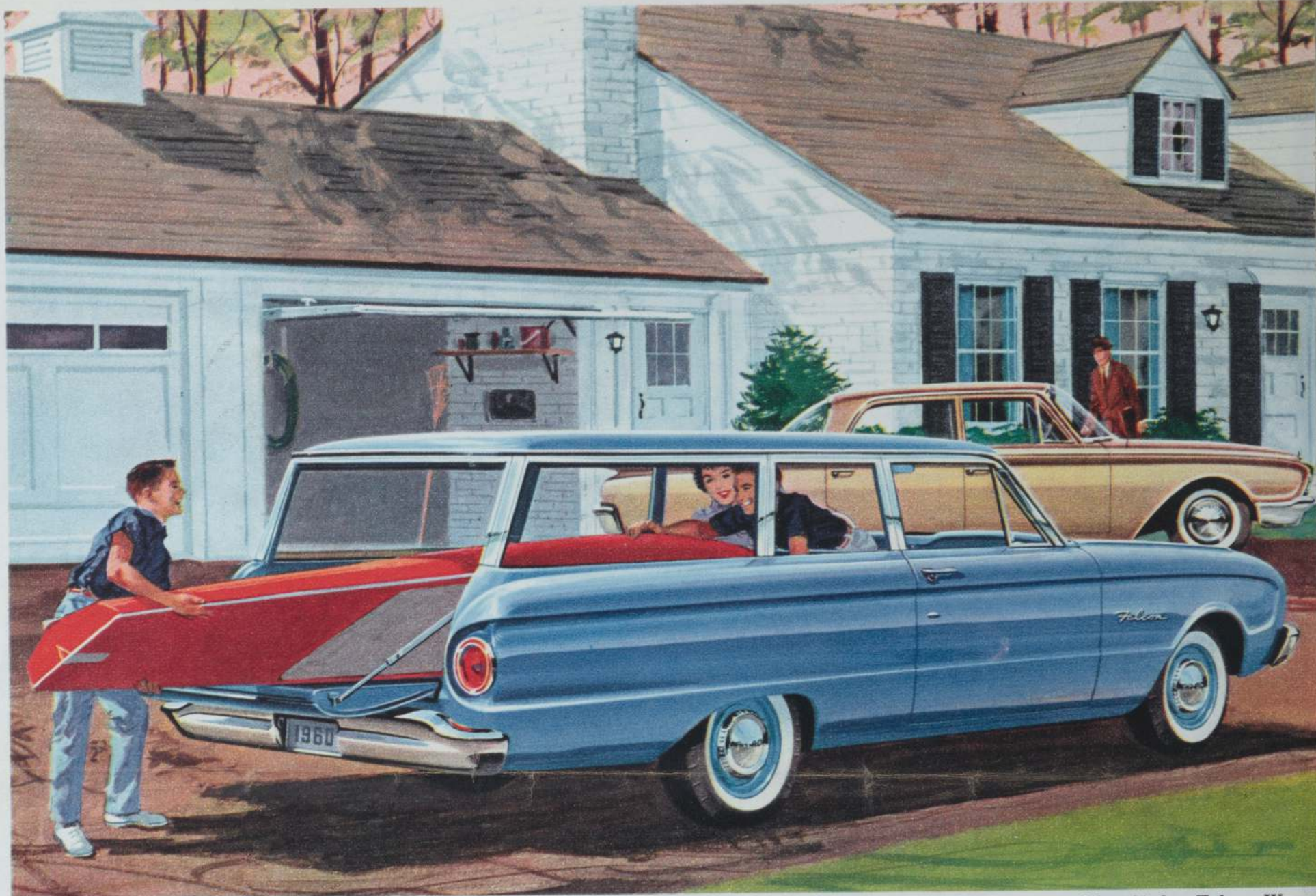


Step into the new Ford wagon world. Beautiful new Luxury-Lounge interiors are color-keyed—and that even includes the steering wheel. New durable woven plastic and vinyl upholstery are kid-proof...come clean as a whistle with just a wipe.



New-size wonders and savings galore
turn the page, there's more; there's more!


Ranch Wagon (shown at top)
Ranch Wagon (shown at center)



New Tudor Falcon Wagon

And now... two new-size wonders from

THE NEW FORD

Falcons in size  Honest-to-goodness room for

189 IN. LONG

6! Falcons to park



2 FEET LESS CAR

Carry fun-size loads



CARGO AREA OVER 7 FT. LONG INSIDE

And they're Falcons in gas ^{UP TO} **30** ^{MI.} ^{PER} ^{GAL.} and price savings,

America's lowest-priced 6-passenger wagons!



New Fordor Falcon Wagon

America's Station Wagon Specialists: FALCON WAGONS



The Falcon wagons are extra easy to load with the longest load floor of any compact wagon.

Here's the fairy tale that came true—a wonder-working wagon big enough to do everything you want a wagon to do, yet small enough to baby your budget in authentic Falcon fashion.

You have a longer load floor than in any other compact wagon—over 7 feet long (prac-

tically no wagon job ever calls for more!). And the passenger area is built-for-people with full headroom, hat room, hip room, leg room for six husky adults. Door openings are extra-wide. Windshield posts are swept forward out of your way for easier exits and entrances. Room for people? Indeed!

The Falcon is America's lowest priced 6-passenger wagon.* And the thriftiest! You go up to 30 lively miles on a gallon of regular gasoline . . . can save up to 15% on insurance . . . cut repair costs to a minimum . . . change oil only once every 4,000 miles.

You save because of all the "extras" you get but *don't* pay for. From fine upholstery . . . to arm rests . . . coat hooks . . . sun visors—they are all included in the one low Falcon price. Try it—and you'll find that *Falcon* economy grows on you!

FORD DIVISION, Ford Motor Company,

For facts and figures on the wagons' size just turn the page—they're itemized!

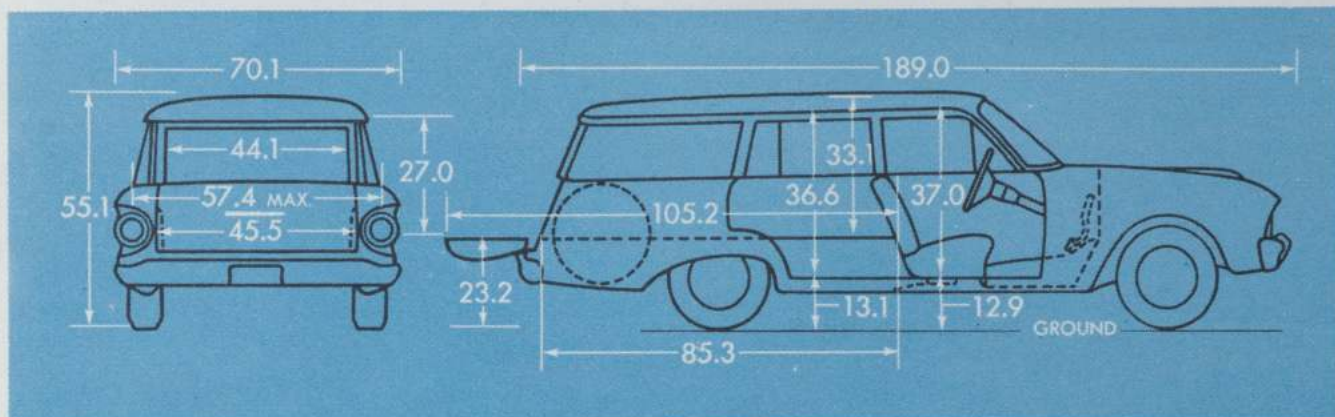


Ford Wagon

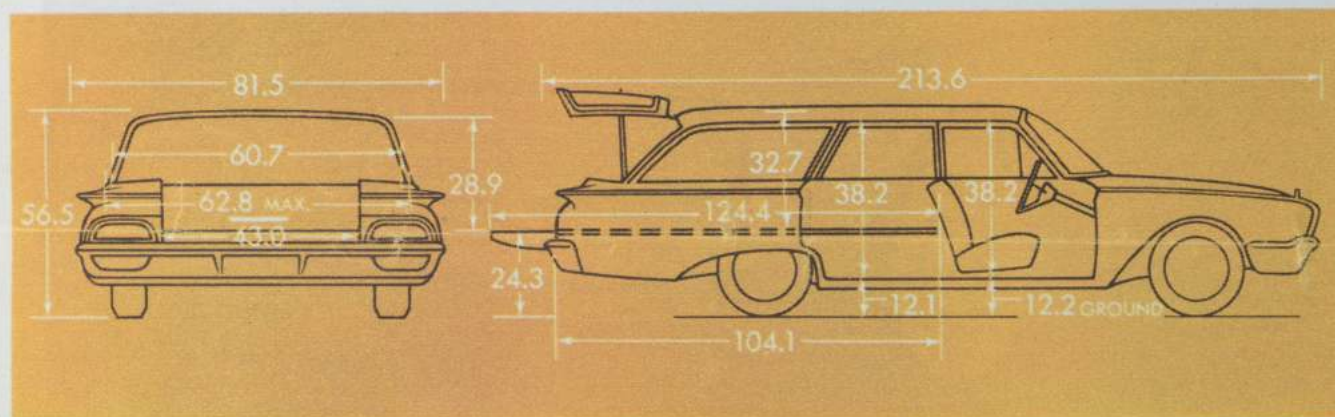


Facts 'n Figures

FACTS ABOUT FALCON WAGONS



FACTS ABOUT BIG FORD WAGONS



CHOOSE YOUR EQUIPMENT AND ACCESSORIES

FALCON WAGONS
Automatic Transmission
Fresh Air Heater
Manual Radio
Deluxe Trim and Ornamentation Package
Full Wheel Covers
Wheel Trim Rings
Tinted Windshield

Electric Windshield Wipers
Windshield Washer
Padded Sun Visors and Instrument Panel
Safety Seat Belts
Whitewall Tires
Roof Luggage Rack
Non-glare and Body Mount Mirrors

ALL OTHER FORD WAGONS
Thunderbird 292 V-8
Thunderbird 352 V-8
Thunderbird 352 Special V-8
Fordomatic Transmission
Cruise-O-Matic Transmission

Overdrive Transmission
Master-Guide Power Steering
Swift Sure Power Brakes
Power Front Seat
Power Lift Windows
Full Wheel Covers
Electric Windshield Wipers

Windshield Washer
Backup Lights
Rear Bumper Reflector
Hood Ornament
Electric Clock
MagicAire Heater
Recirculating Heater
PolarAire Conditioner
SelectAire Conditioner

I-Rest Tinted Glass
Console Range Radio
Padded Instrument Panel and Sun Visors
Safety Seat Belts
Manual 4-Way Front Seat
Spotlight with Mirror
Non-glare and Body Mount Mirrors

Roof Luggage Rack
Snap-On Cargo Cover
Cargo Floor Mat
Bumper Guards
Equa-Lock Differential
Heavy Duty Suspension
Heavy Duty Rear Axle
Parking Brake Signal
Whitewall Tires

Comparative information contained herein was obtained from authoritative sources, but is not guaranteed. The specifications were in effect at the time of approval 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 incurring obligation.

NOW! SEE HOW EASY IT IS TO BE A 2-FORD FAMILY!



New Falcon Wagon and a '60 Ford

Now it's even easier than before to make *yours* a 2-Ford family. Team up your new Falcon Wagon with any 1960 Ford car and know the convenience and freedom of being a 2-Ford family!



New Falcon Car and a '60 Ford Wagon

For no more than the price of *one* luxury-class car, you now can buy both a Falcon and a 1960 Ford wagon. So pick *your* pair . . . and stop family fussing about whose day it is for the car!

Designing and building station wagons is no sideline with Ford. It's a tradition. Back in 1929 Ford designed and built the very first volume-produced station wagons sold anywhere. Now, over 30 years later, Ford *still* leads in wagon design and sales.

Ford... America's Station Wagon Specialists