

Ford Looks for Big Year

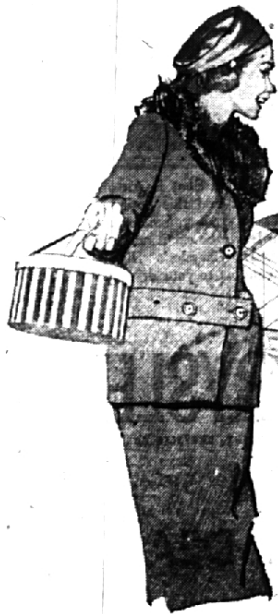


Shutz Plymouth Sales

Robert W. Donnelly (left) the new car manager and president; Ben P. Roberts Jr., of Shutz auto dealership, 912 S. Woodward, Birmingham, are waiting for the new Plymouths and DeSotos that will be coming soon. Like most other dealers in the Birmingham area, they also have their own used car sales division.

Offers New Record Player

Plymouth for 1960 offers as optional equipment a new automatic RCA Victor "45" record player that fits within easy reach beneath the instrument panel. It handles standard 45 rpm records smoothly and safely, and 14 records



With the addition of the Ford Falcon and the new Comet, expected to premiere next spring, the Ford Motor company will be looking for the biggest year in its history during 1960.

Details on the Comet will not be released until sometime in March or April while the new Falcon made its debut two weeks ago.

Falcon

The Falcon, Ford Motor company's new economy car, rounded out 4,500,000 miles of vehicle and components testing with a quarter-million-mile "experience run" covering every mile of federally numbered highway in the continental United States recently.

From the test track, the experience-run cars went out to all parts of the country, keeping detailed records on gasoline mileage, handling, performance, durability and comfort.

Ford

Ford dealers will have a 1960 line of cars covering 90 per cent of the automobile market and offering customers more value per dollar than ever before in automobile history. J. O. Wright, Ford Motor Company vice president and Ford division general manager, reported today.

The 1960 Ford has 2.8 inches more shoulder room, 1.8 inches more hip room, one inch more leg room and a quarter-inch more head room in the front seat. In the rear seat, the new Ford has four inches more shoulder room, three inches more hip room, one inch more leg room and a half-inch more head room.

Edsel

The 1960 Edsel features completely new styling, a new wide-tread, long-spring ride, and a price that is competitive with top models of the "popular three".

Edsel's third year on the market represents its third year of distinct appearance changes. It also marks the lowest, widest, most spacious Edsel in the car's history.

Mercury

A completely road-tuned car, distinctively styled and functionally

clean in design is offered by Mercury in its 13 new models for 1960. Body, frame, suspension, engine and transmission are precisely blended to provide a new standard in riding comfort.

Many important design changes were made in Mercury's three V-8 engines to improve both economy and performance and give greater reliability and smoother, quieter operation.

Thunderbird

With the 1960 model, the Thunderbird convertible introduces added convenience with a completely automatic top that is stowed beneath the flat rear deck. Without infringing on the rear seat passenger space, as in other convertibles,

the Thunderbird soft top folds neatly and quietly into the trunk compartment, requiring no snap-on "boot" and showing no trace of the folded top.

Ford division said the Thunderbird, together with the Falcon and recently announced Lincoln, give Ford dealers a line of passenger cars that meet the requirements of 90 per cent of all American car buyers.

Lincoln

Three series of fine cars for 1960—the Lincoln, the Lincoln Premiere and the Lincoln Continental—are enhanced by styling and engineering refinements aimed at driver enjoyment and passenger comfort.



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