

# NEW '60 FORD FALCON RANCHERO



*America's lowest-priced Pickup*



*New economy...up to 30 miles per gallon!*



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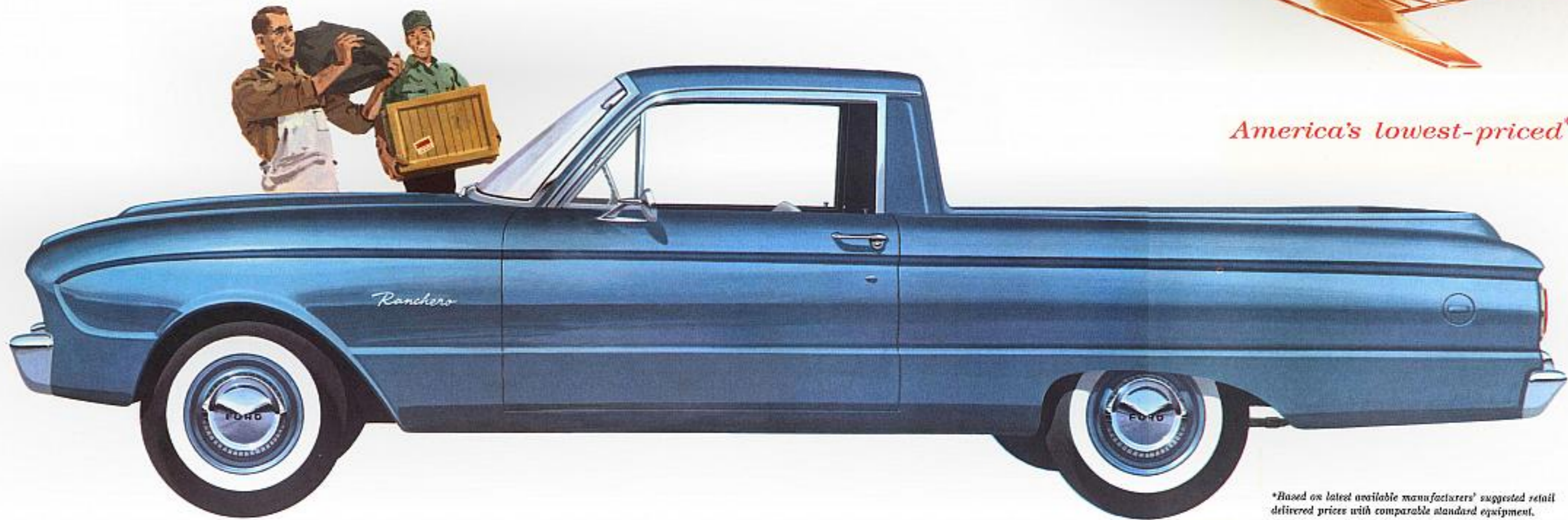
*America's lowest-priced\* Pickup*



Totally new for total savings! Ford's new Falcon Ranchero costs you less the day you buy it . . . and every day thereafter.

It's a new kind of pickup that's full-sized in capacity, over-size in comfort, but only half-size in costs! The Falcon Ranchero's 31.6 cubic feet of loadspace and full-size carrying capacity are just right for the majority of pickup uses. And its low price tag, admiration-capturing styling, up to 30 miles to the gallon economy and low maintenance costs can't be beat!

There's another big bonus because it offers smarter styling, smoother riding and easier handling than you'll find in many new passenger cars. You would never guess that such a sweet-lined beauty is actually America's lowest-priced pickup.\*



\*Based on latest available manufacturers' suggested retail delivered prices with comparable standard equipment.




# NEW ECONOMY WITH THE FALCON '6'

HERE'S THE ENGINE THAT GIVES YOU UP TO 30 MILES PER GALLON . . . PLENTY OF PERFORMANCE, TOO!

The new 90-hp Falcon Six is a modern engine with overhead valves and durable cast-iron block and cylinder head. Its Short Stroke "over square" design reduces internal friction. New wedge-type combustion chambers, aluminum-alloy pistons, free-turn valves, and

unit-design carburetor deliver excellent mileage on regular gasoline. An integral intake manifold and cylinder head with a hot spot under the carburetor provide good cold weather starts, fast warm-up and superior fuel vaporization for better performance and economy.



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# NEW COMFORT AND LUXURY!


EASY TO OWN... FUN TO DRIVE!

Here's elegance, comfort and driving pleasure everyone can afford. In the Falcon Ranchero's Luxury Lounge interior, you sit on soft rubber-foam padding that takes the "ache" out of long trips. And the seat is covered in light brown "western motif" vinyl with

beige vinyl bolsters and seat facings that are as rich looking as they are durable. Attractive, Deluxe black and white (illustrated) or red and white vinyl trims are also available. The passenger compartment is full-sized with stretch-out room for three.



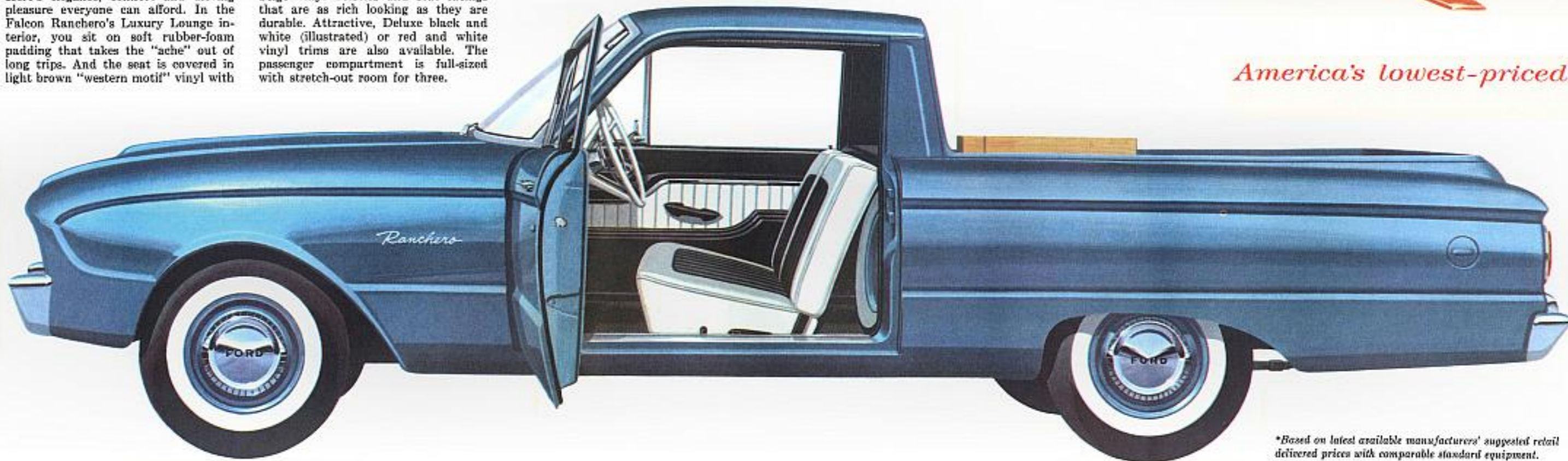
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**FOR FARMERS AND RANCHERS,**  
there's plenty of capacity for most jobs . . . and new economy with fine style and riding comfort.



**FOR BUSINESSMEN**  
who need an attractive and economical pickup . . . or salesmen who want to cover their territory with less driving effort.

**FOR CONSTRUCTION WORK—**  
contractors, builders, plumbers, decorators and landscape gardeners—here's America's newest, most modern pickup.

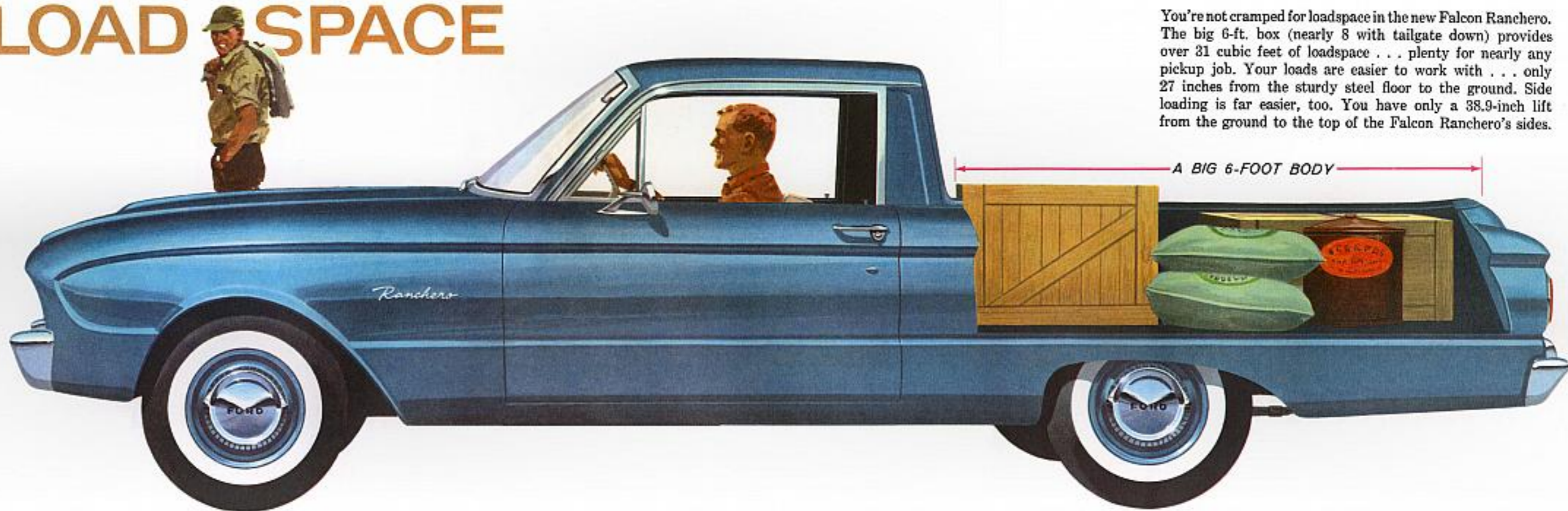


**FOR OUTDOOR SPORTS LOVERS**  
who are also comfort lovers . . . here's more fun on those hunting, fishing, boating and camping trips.

# LOADS OF LOAD SPACE

WITH **FULL-SIZE CAPACITY**

You're not cramped for loadspace in the new Falcon Ranchero. The big 6-ft. box (nearly 8 with tailgate down) provides over 31 cubic feet of loadspace . . . plenty for nearly any pickup job. Your loads are easier to work with . . . only 27 inches from the sturdy steel floor to the ground. Side loading is far easier, too. You have only a 38.9-inch lift from the ground to the top of the Falcon Ranchero's sides.





Here's the triumph of functional truck design . . . that brings you maximum value at minimum cost. Just look at some of the economy and extra value features the Falcon Ranchero can offer you.

■ **UP TO 30 MPG GAS ECONOMY**

The all-new Falcon six-cylinder engine gives you spectacular gas mileage—up to 30 miles on a single gallon.

■ **DURABLE SINGLE-UNIT BODY CONSTRUCTION**

The body and frame are welded in one strong unit to give maximum rigidity with minimum weight. It's tighter, quieter and longer lasting. All the main underbody structural members are heavily zinc-coated for greater durability and protection against rust and corrosion.

■ **LOWEST INITIAL COST**

The new Falcon Ranchero is America's lowest-priced pickup truck! A comparison of latest available manufacturers' suggested retail delivered prices, with comparable standard equipment, confirms this fact.

■ **BIG 6-FT. BOX, LOW LOADING HEIGHT**

There's room aplenty for nearly any pickup load in the Falcon Ranchero's 6-ft. box (almost 8 with tailgate flat). And it's a great work saver, too. From the floor to ground is about 27 inches—body sides only 38.9 inches.

■ **CAR-LIKE COMFORT FOR THREE**

The beautifully styled passenger-compartment provides plenty of shoulder, hip and leg stretch-out room for three . . . plus lots of head room, too.

■ **INSTANT-LOCK TAILGATE**

You can open or close the Falcon Ranchero's tailgate with a simple one-hand motion. And instant-lock design keeps the tailgate tightly and firmly closed.

■ **DEPENDABLE BRAKES**

Large Duo-Servo truck brakes have highly efficient cooling action for safe, sure stops. They are the next thing to power brakes because they require so little pedal effort. And the brake lining life should be exceptional.

■ **CHOICE OF TRANSMISSIONS . . .  
3-SPEED OR FORDOMATIC**

A manual shift three-speed Synchro-Silent transmission is standard; Fordomatic Drive is optional for smooth and effortless automatic shifting.

■ **LOWER MAINTENANCE COST**

The Falcon Ranchero's mechanical parts are so simply designed, so accessible and so low priced that you save year after year on maintenance costs. And you travel 4,000 miles between oil changes.

■ **SIMPLIFIED POWER TRAIN**

From the engine to the rear axle all major components have dead weight engineered out . . . durability engineered in. Simple design and easy accessibility cut any maintenance time.

■ **BOLTED-ON FRONT FENDERS**

The Falcon Ranchero's front fenders are simply and securely bolted-on. This makes replacement far easier and less costly.



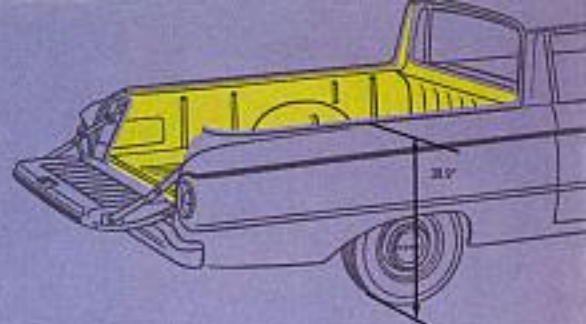
UP TO 30 MPG GAS ECONOMY



DURABLE SINGLE-UNIT BODY CONSTRUCTION



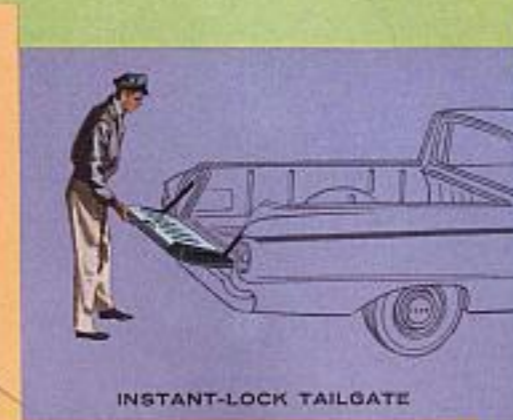
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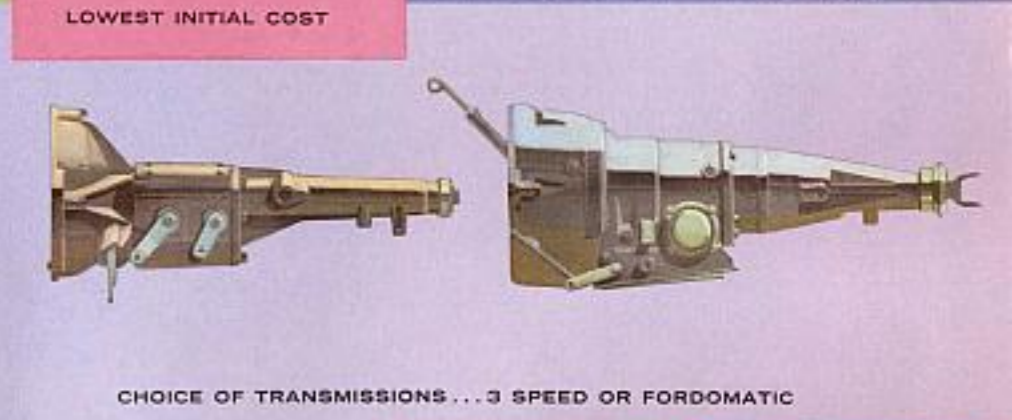
BIG 6-FT. BOX, LOW LOADING HEIGHT



CAR-LIKE COMFORT FOR THREE



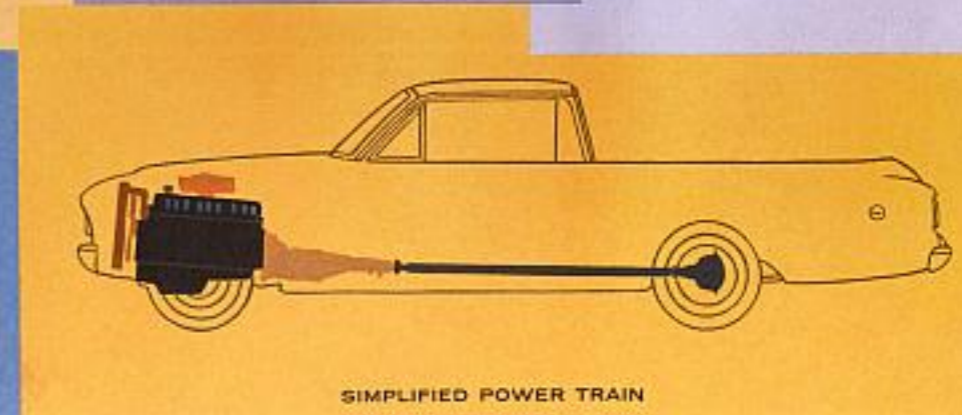
INSTANT-LOCK TAILGATE



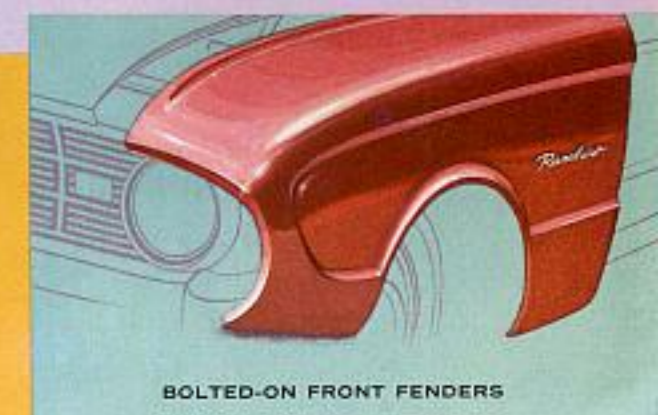
CHOICE OF TRANSMISSIONS . . . 3 SPEED OR FORDOMATIC



DEPENDABLE BRAKES



SIMPLIFIED POWER TRAIN



BOLTED-ON FRONT FENDERS



# NEW-SIZE PICKUP / FORD FALCON RANCHERO

## 1960 FALCON RANCHERO SPECIFICATIONS

Wheelbase 109.5 in.

**Falcon Ranchero Exteriors:** Standard equipment includes: front and rear bumpers, two taillights, directional signals, bright-metal windshield reveal and drip moldings. Solid colors available are: Platinum, Montecarlo Red, Skymist Blue, Adriatic Green, Corinthian White, Meadowvale Green, Beachwood Brown\*, Belmont Blue, Raven Black and Sultana Turquoise†. *Optional Two Tone combinations are: Black and Platinum, Skymist and Belmont Blue, Adriatic and Meadowvale Green plus Corinthian White with any of the other solid colors.*

*\*with standard trim only †with optional trim only*

**Falcon Ranchero Interiors:** Standard equipment includes: arm rest (both sides), dome light, rearview mirror, spare tire and wheel (behind seat), sun visors (both sides), dispatch box, ash tray, Double-Grip door locks, lifeguard steering wheel, foam rubber seat cushion padding, light brown "western motif" vinyl seat covering with beige vinyl bolsters and seat facings. *Optional deluxe trim in black and white or red and white vinyl.*

**Engine:** 90-hp Falcon Six—144.3-cu. in. displ.; 3.50" bore x 2.50" stroke; 8.7 to 1 comp. ratio; regular fuel; single venturi carburetor; Full-Flow oil filter; 12-volt electrical system; 18-mm. Turbo-Action spark plugs; 54-plate, 40 amp-hr battery; aluminized muffler.

**Clutch and Transmission:** Single cushion-disc clutch; face diameter 8½ in.; total frictional area 68.07 sq. in.;

aluminum housing. Manual 3-speed transmission. *Optional Fordomatic Drive.*

**Rear Axle:** Semi-floating type with hypoid gears; overhung drive pinion; 3.56 to 1 axle ratio.

**Front Suspension:** Angle-Poised Ball-Joint type with coil springs and shock absorbers.

**Rear Suspension:** Semi-elliptic variable-rate leaf springs and shock absorbers.

**Frame:** Sturdy single-unit frame and body construction with zinc-coated main underbody members.

**Brakes:** Dependable double-sealed; 9" x 2¼" Duo-Servo; total lining area 137.2 sq. in.

**Tires:** 6.50 x 13 4-ply on 13 x 4½J safety-type wheels.

**Dimensions:** 109.5" wheelbase; 55" front, 54.5" rear tread. Over-all length 189".

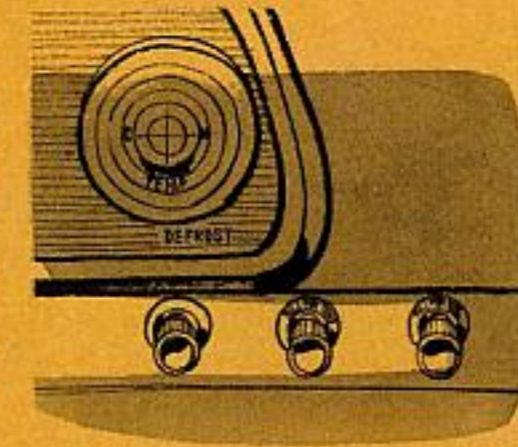
**Other Available Equipment:** HD Battery (66-plate, 55 amp-hr); HD Generator (30 amp.); Deluxe trim package (bright-metal exterior moldings, taillight ornaments, white steering wheel with chrome horn ring, cigar-cigarette lighter, dome light door switch, Deluxe seat trim); wheel covers; windshield washers; windshield wipers (dual electric); tires (whitewalls and 6.50 x 13 6-ply black or whitewalls). For other options, see your Ford Dealer.

FORD DIVISION, *Ford Motor Company*, Dearborn, Michigan

## ACCESSORIES

### FULL TONE RADIO

Manual, transistor-powered to bring in distant stations with ease and excellent tone quality. A fine radio in every way, and its moderate price includes the antenna.

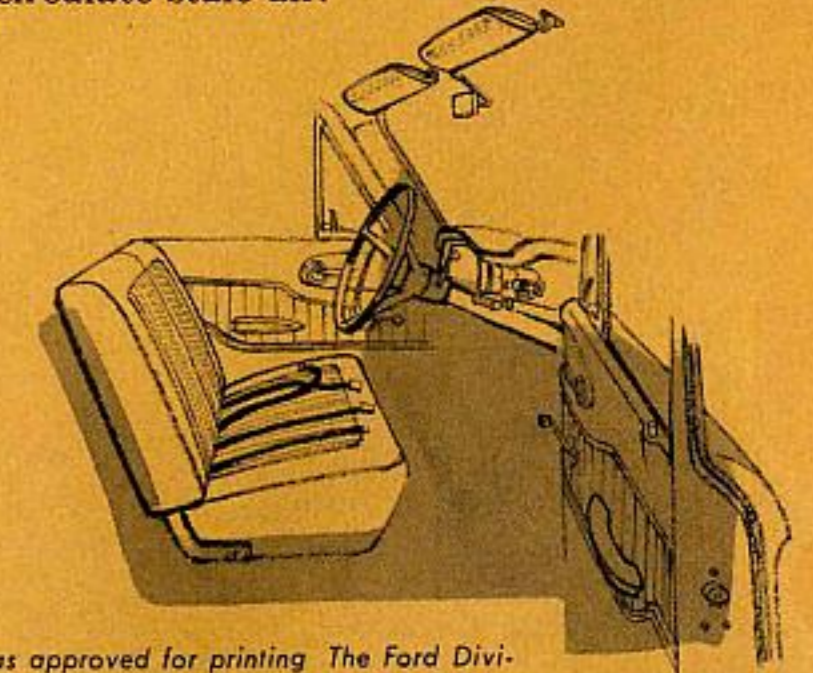


### FRESH AIR HEATER

This hot water heater and defroster system blends outside air with heater air for comfortable temperature range. Heater does not burn gas or recirculate stale air.

### SAFETY PACKAGE "A"

Fully cushioned Lifeguard Sun Visors and Lifeguard padding on the instrument panel for vital protection of passengers. Seat belts are also available to help keep you in your seat in case of impact.



*The specifications contained herein were in effect at the time this folder was approved for printing. The 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. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with equipment you desire, see your Ford Dealer.*