

# ANNOUNCING THE 1961 FORD FALCON PICKUP

**LOW IN PRICE - AMERICA'S  
LOWEST PRICED COMPACT  
PICKUP!**

What a Falcon saves you on price\* could keep your gas tank filled for thousands of miles! And there's more savings to come! Main underbody members are Zinclad-protected against rust and corrosion. Front fenders bolt on for ease of replacement—cost just \$29.95 each. Insurance is as much as 15% less. Aluminized muffler normally lasts three times as long as ordinary types. You save on tires, on brakes, on oil . . . you name it, Falcon saves it!

\*Based on latest available manufacturers suggested retail delivered prices.



## ECONOMY NEVER HAD SUCH STYLE

