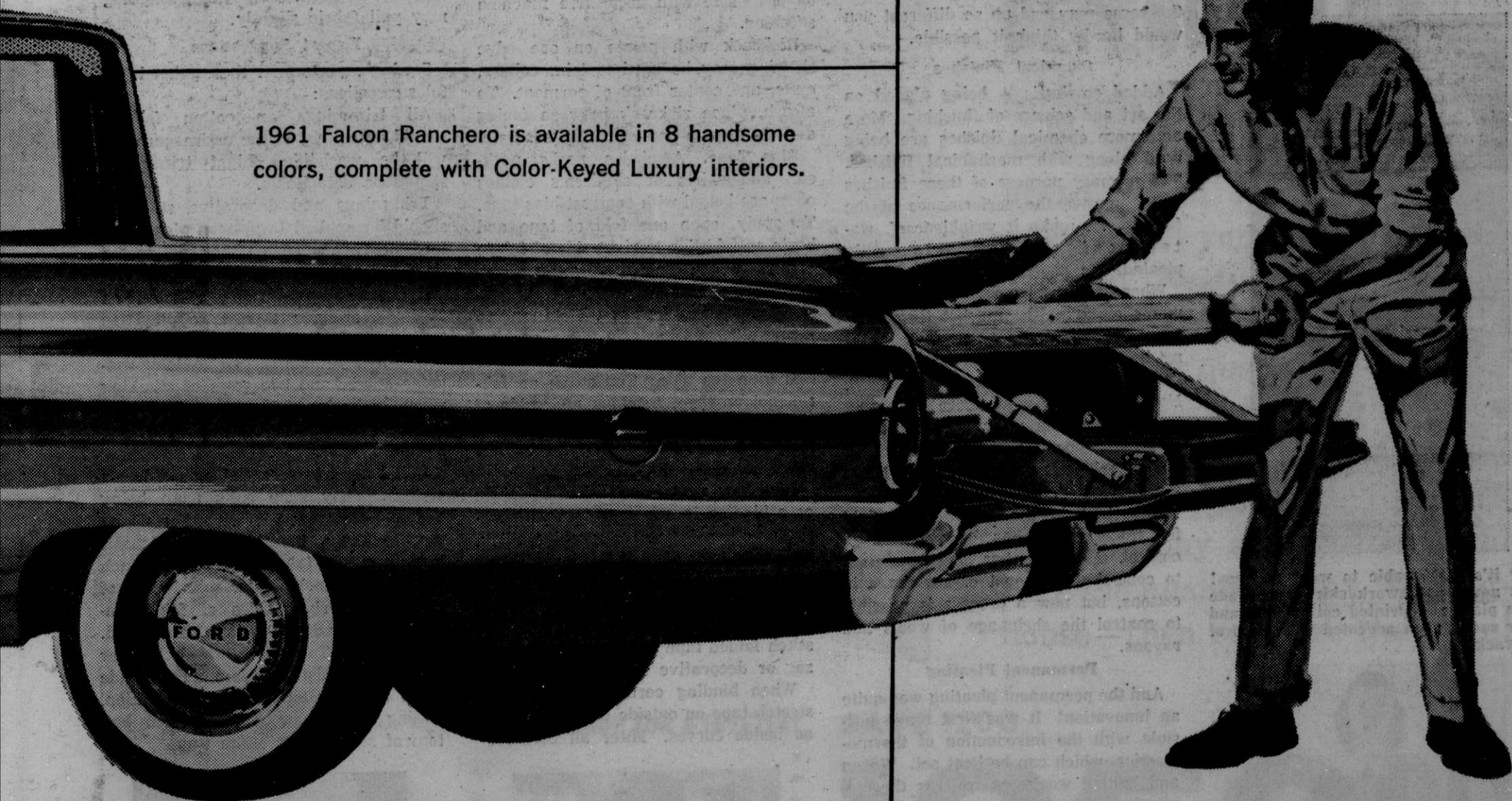


1961 Falcon Ranchero is available in 8 handsome colors, complete with Color-Keyed Luxury interiors.



LOW GAS COSTS - OVER 30 MILES PER GALLON IN CERTIFIED TESTS!

In certified tests by the country's foremost independent automotive experts, the Falcon pickup with 144 cu. in. Six scored as high as 38.3 miles per gallon! Average of all tests combined—hills and traffic, as well as moderate speeds on the level—was 30.5 mpg! Low oil costs, too—change it only every 4000 miles!

- Roomy comfort for 3 husky passengers!
- Rides, handles like a passenger car!
- High Falcon fashion inside as well as out!
- Optional Fordomatic Drive available!

LOW LOADING HEIGHT

Cargo-floor to the ground measures a scant 25.2 inches . . . that means easy loading. And what a load! The Falcon Ranchero has a full 800-lb. load capacity! In its big six-foot box—over 7½ feet with tailgate flat—there's room to spare for just about any pickup job going! You can open or close the tailgate with just one hand . . . it locks tight and rattle-free automatically!

ROAD DIVISION, Ford Motor Company

NEW HIGH-PERFORMANCE OPTIONAL SIX!

For '61 Ford's new Falcon Ranchero offers a choice of two modern gas-saving engines—144 Economy Six and, as an option, a new high-performance 170 Six. Both available with standard or Fordomatic transmissions. And thanks to the simplicity of their proven design, servicing is fast, low in cost!

See your Ford Dealer's Certified Economy Book . . . it proves

FORD TRUCKS COST LESS