

'60's Comfort-Designed Ford New From Bumper To Bumper

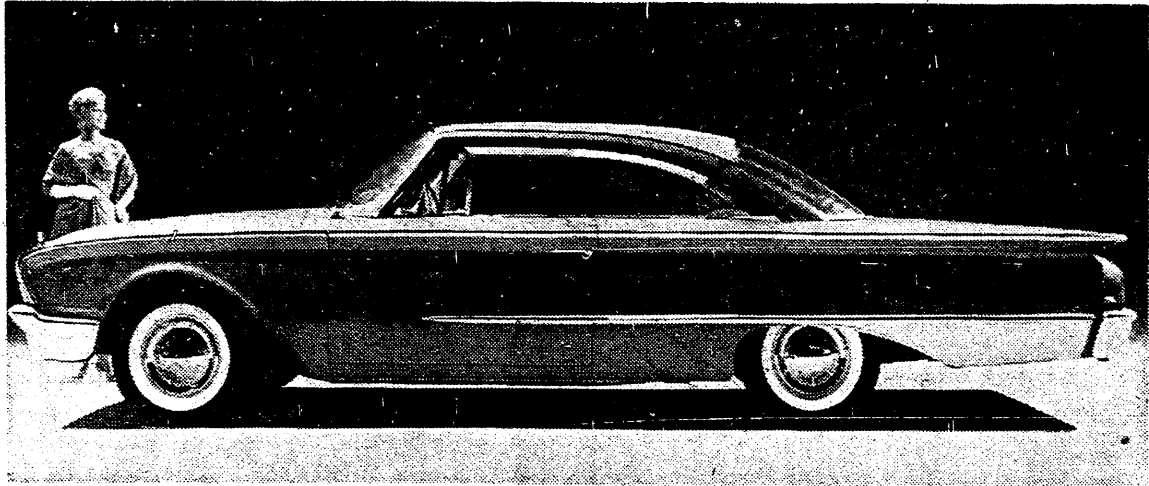
By HARRY FRAZEE
The San Diego Union's
Auto Writer

The 1960 Ford represents a styling theme originally created for later use but brought forward because of the spontaneous enthusiasm of company management when they first saw the car in advance studios.

J. O. Wright, Ford Motor Co. vice president and Ford Division general manager, said the 1960 Ford was re-designed from bumper to bumper because "we wanted to increase passenger space and comfort and improve the roadability and handling ease and performance."

"One of the most important features of the new Ford," Wright said, "is that it has been 'comfort-engineered.' There is substantially more hip room, shoulder room, leg room and head room in the 1960 Ford than there was in the 1959 model."

Passenger comfort and convenience have been given particular attention in the design of the new Ford



FORD STARLINER, a two-door hardtop, has an unique roof line, suggesting swift action. It is the newest of 15 models of the new Fords, first shown last week. All have 31 per cent more glass.

cars. New, swept-back windshield pillars have eliminated the troublesome "dog-leg" found in cars with the full-wrap windshield.

The new model Ford, however, has 17 per cent more windshield area than

last year's Ford, provides better visibility out over the hood, and has a windshield wiper pattern one-third greater than in 1959. Ford's "posture-perfect" seats permit the driver and passengers to sit in comfort on foam padding and

at what Ford research has proven to be the most comfortable seating angle.

Adding to the convenience of the new Ford line are such features as a trunk opening that is only 27 inches from the ground, a foot-operated parking brake

with the release knob located on the instrument panel, and two-stage door checks.

The 1960 Ford line includes models that offer a total of six different roof lines. At the low end of the line is the Fairlane series,

which includes a two- and four-door sedan and a business Tudor. In the Fairlane 500 series are two models, a two- and four-door sedan. The popular Galaxie series, with its own Thunderbird-styled roof, includes a two- and four-door sedan, plus a four-door hardtop called the Town Victoria.

The Starliner, a new two-door hardtop entry in the Ford line, is one of two special models. The action-styled Starliner features a unique "fast-back" roof that sweeps gracefully back to blend with the elegant rear deck. The other special model is the Sunliner, Ford's soft-top convertible.

Better stability and improved handling have been accomplished partly through a wider tread, but mostly through the widening of the rear spring base. Two full inches have been added to the front tread width and nearly four inches to the rear tread.

Long the leader in the station wagon field, Ford in 1960 will offer five different models with a longer load

1960 FORD

	FAIRLANE 6 & 8 Cylinders 145 to 300	GALAXIE
Horsepower	119	119
Wheelbase	213.7-in.	213.7-in.
Length	81.3-in.	81.3-in.
Width	55-in.	55-in.
Height	3.791	3.812
Weight		

PUBLIC INTRODUCTION: Last Thursday

space, greater passenger comfort and more versatility than ever before. Ranging from the two-door Ranch Wagon to the elegant four-door, nine-passenger Country Squire with simulated mahogany paneling, the Ford station wagon line has a model to meet any requirement.

The load space in the 1960 Ford station wagons is nearly a foot longer than last year, and the tail gate opens flush with the floor. With the front-facing third seat in position, there still is stowage room ahead of the closed tail gate. The tail and lift gates can be opened easily with one hand.

All standard Ford engines — both "six" and V-8 — are designed to operate on regular grade gasoline, which saves a dollar a tank full. Ford offers four modern, short-stroke engines for 1960, all of which combine efficiency, durability and economy with the added customer savings resulting from quick and easy service. The full-flow oil filter, standard equipment on all Ford engines, permits Ford to recommend an oil change only every 4,000 miles. A new cross-flow radiator, which directs the coolant horizontally, provides improved cooling.

Dodge Scores Bullseye In The Economy Field With 20 Darts

The 1960 Dodge Dart, the first completely new full line of automobiles to enter the low-priced field since 1928, made its debut last week.

The smaller Dodge Dart, designed to fit the family pocketbook as well as the family garage, is offered in 20 sedan, station wagon, hardtop and convertible models.

"These economy cars are designed to complete in price and size, series for series, with the automobile industry's low-priced big three," said M. C. Patterson, Dodge general manager. "The Dodge Dart makes it the 'big four' now."

The 1960 models will be available in three series — the lowest-priced Seneca, the Pioneer and the top-series Phoenix.

The roomy Dodge Dart, which is styled in classic lines, features its own distinctive interior and exterior.

"A completely new, advance-design six-cylinder en-

	SENECA	PIONEER	PHOENIX
Horsepower	6-cylinder, 145 V-8, 230 to 310		
Wheelbase	118-in.	118-in.	118-in.
Length	208.16-in.	208.6-in.	208.6-in.
Width	78-in.	78-in.	78-in.
Height		not announced	
Weight		not announced	

PUBLIC INTRODUCTION: Last Friday

gine — inclined at an angle of 30 degrees in the engine compartment — will provide peak economy for the U.S. motorist," Patterson said.

A choice of engines — designed to use regular fuel and to suit the needs of every buyer — is offered. The Seneca and Pioneer models feature the completely new Economy Slant "6" as standard equipment. Also available is the 318-cubic-inch Red Ram V-8 engine with a two-barrel carburetor.

The top-line Phoenix has a 318-cubic-inch Red Ram V-8 with a four-barrel carburetor as standard equip-

ment. The new "D-500" Ram Induction engine also is available in this model with a 383-cubic-inch displacement.

New rubber block and heavy coil spring engine mountings used on all 1960 Dodge engines achieve the largest reduction of engine vibrations since Dodge first introduced V-8's.

Matching the six-cylinder engine is a completely new automatic transmission — the Torque Flite "Six" — featuring fully automatic three-speed torque converter shifting. The new transmission provides the utmost in convenience while still preserving the economy inher-

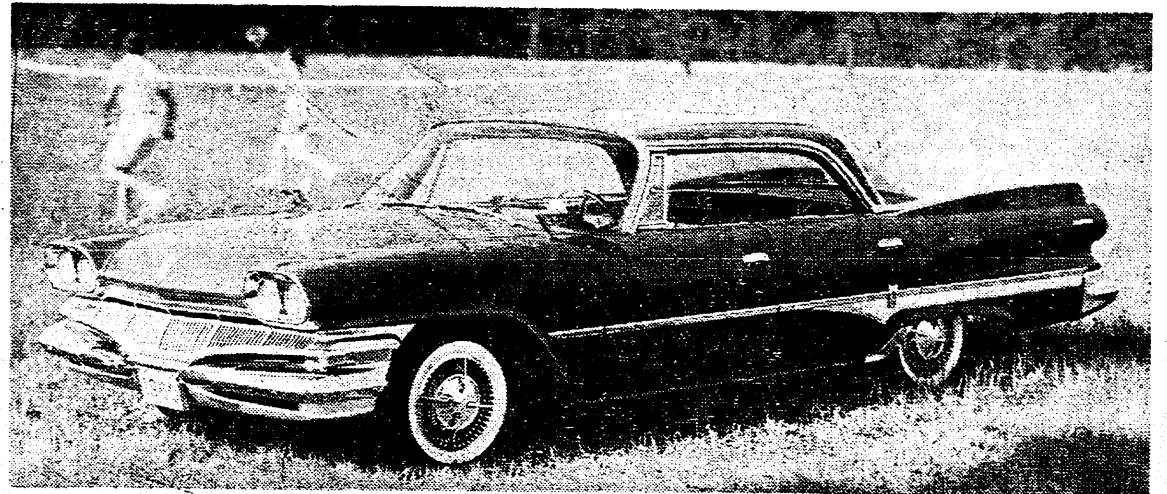
ent in this overhead valve six-cylinder engine.

"The new 'Unibody' construction of the 1960 Dodge Dart cars is the greatest step forward in automobile body building since Dodge introduced all-steel bodies," Patterson said.

The body and the frame are integrated into a single unified structure by this new method of construction. The "Unibody" gives extra room on the inside — including spacious legroom, ample headroom and high seats — and greater structural strength. It also provides a higher level of comfort and quiet for the driver and passengers.

Designed for the modern family — on-the-move, the new Dodge Dart not only is sleek looking, with compact sculptured lines, it also provides exceptional roadability and handling ease because of the new "Unibody" construction, engines, Torsion-Aire Ride and a 118-inch wheelbase.

The Dodge Dart, which will be equally at home



DODGE DART features classic style, distinctive exterior and interior design. The four-door hardtop in the Phoenix series is one of 20 Dart models ready for the new automotive year.

going to the supermarket with mother behind the wheel, or traveling the vacation highway carrying the entire family, has many safety and convenience features including:

Optional automatic swiv-

el seats that swing out to meet you when the door next to an empty seat is opened, and then swing back to the straight ahead position when the door is closed.

Two-position door checks

that hold doors firmly either in a half-open or full-open position.

Padded dashboards. Full-width sun visors that shield out glare.

A four-light warning flasher system, dealer in-

stalled, that causes all turn signal lights to flash continuously — for safety when stopped on the highway.

An all-aluminized exhaust system that offers up to double the life of exhaust components.

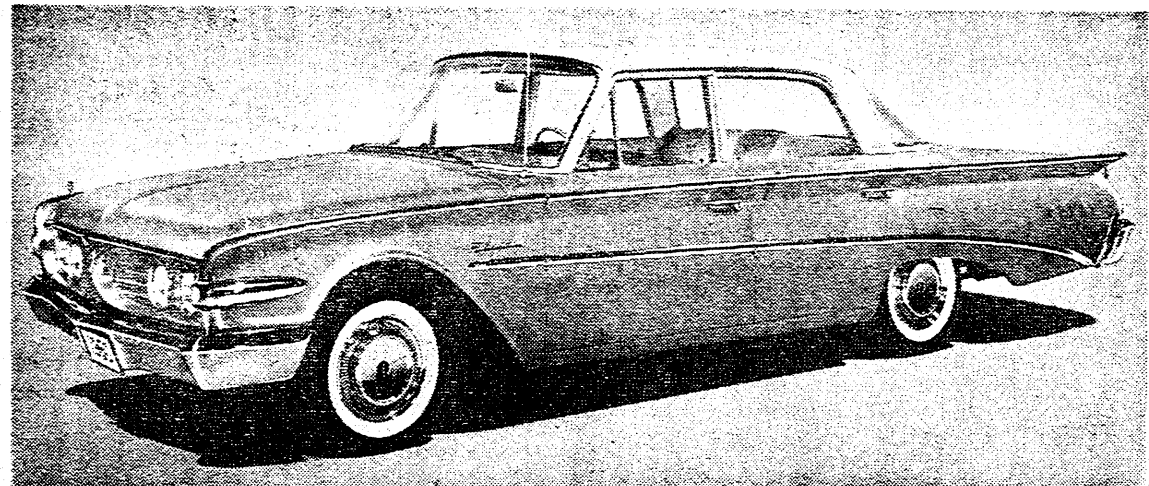
Changes In Edsel Styling For 1960 Are More Than Skin Deep

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. Ben D. Mills, Ford Motor Co., vice president and general manager of the Mercury-Edsel-Lincoln Division, said yesterday.

The Edsel has been completely redesigned for 1960, and is one inch lower, almost three inches wider and five and a half inches longer than the 1959 model. The trend has been widened by more than two inches at the front wheels and 3.6 inches at the rear to 61 and 60 inches respectively.

Most interior dimensions have been increased for greater passenger comfort.



EDSEL RANGER four-door sedan for 1960 is distinguished by smooth, sweeping lines. Roomy interiors and a wide tread design, with extra-long springs, provide a stable and comfortable ride.

The increased tread, together with a lower center of gravity, make the Edsel one of the most road-hugging cars in the industry. Because of this stability,

an Edsel would have to be tilted at an angle of 62 degrees or have its outside wheels lifted more than four feet off the pavement for the car to tip over.

Edsels are offered in two series for 1960 — the Ranger and Villager. They include the Ranger two and four-door sedans, the two and four-door hardtops, and the

convertible, and the Villager six and nine-passenger station wagons are four-door models.

Edsel has a new body for 1960 and the styling changes

are more than skin deep. For example, the "dogleg" has been eliminated by moving the windshield post forward 10 inches to allow the driver or front seat passenger to enter and leave the car without hazzarding a bumped knee. Visibility has been increased 17 per cent in the front windshield and 63 per cent in the back window.

Wheelbase of the station wagon has been increased two inches to equal the passenger car 120 inch wheelbase. As a result, Edsel wagons are much more spacious. With all three seats installed, there still is more than a yard of floor space behind the third seat for storage. If the vinyl-covered foam rubber cushions that make up the third seat are removed, there are 70.5 inches of floor space available.

The Edsel buyer has a choice of three engines

	RANGER	VILLAGER
Horsepower	6-cylinder, 145	V-8, 185 to 300
Wheelbase	120-in.	120-in.
Length	216.4-in.	214.8-in.
Width	81.5-in.	81.5-in.
Height	55-in.	56.5-in.
Weight	not announced	not announced

PUBLIC INTRODUCTION: Thursday

and three transmissions, all improved over their 1959 counterparts.

Basic engine for all Edsels is the 292-cubic-inch 185-hp. Ranger V-8. This engine operates on standard gasoline and incorporates a number of improvements for greater economy.

High performance engine for the Edsel line is the 300 h.p., 352-cubic-inch Super Express V-8, which operates best on premium fuel. This extra cost option can be ordered in any Edsel.

For the buyer who wants maximum economy, Edsel

offers its 223-cubic-inch 145 h.p. six cylinder engine.

The transmission lineup includes the dual range Dual-Power Drive and the two speed Mile-O-Matic automatics, and a manual gear box.

Edsel passenger cars are styled in two contrasting roof lines. The Ranger two-door hardtop has a unique "fast-back" treatment with an unbroken flow of line on the roof and rear window areas. Other models have a more pronounced wrap-around effect in the rear window.

New Convertibles, Wagons Give Lark Complete Line For '60

Two new Lark convertibles — plus four new models of four-door station wagons — highlight the 1960 Larks by Studebaker which go on display in dealer showrooms Thursday.

Addition of the convertibles and four-door wagons to Lark offerings rounds out the first complete line of body styles in the convenience-size car field.

In announcing the 1960 Larks, Harold E. Churchill, president of Studebaker-Packard Corp., said: "Public enthusiasm for the Lark in its first year on the market prompted us to add new models which will give the buying public a choice of body styles in the convenience-size field previously found only in oversized car selections."

The new four-door Lark station wagons will be available in L-head six-cylinder and V-8 engine models in both Regal and Deluxe lines. The Lark convertibles will become part of the Regal lines with either six or V-8 power plants.

Recalling his statement of a year ago that the Lark "has been designed delib-

	LARK (6-cylinder)	LARK (8-cylinder)	HAWK
Horsepower	90	180	210
Wheelbase	108.5-in.	108.5-in.	120.5-in.
Length	175-in.	175-in.	204-in.
Width	71.4-in.	71.4-in.	71.3-in.
Height	57.5-in.	57.5-in.	55.5-in.
Weight	2,577	2,577	3,207

PUBLIC INTRODUCTION: Thursday

erately to stay in style indefinitely," Churchill declared buyers resent their new car being made obsolete by each ensuing year's model. "For 1960," he said, "the Lark's distinctive features have been retained as promised, along with its minimum exterior dimensions and full-size interior roominess."

Churchill said the unusually high popularity of the two-door Lark station wagons dictated the addition of the new four-door Lark wagons for 1960. Steadily rising industry sales of convertibles and the absence of a domestic convertible in the convenience-size field were major factors in developing the newest Lark body style. A new choice of colors

will be offered throughout the Lark line for 1960. New nylon, acetate and vinyl fabrics and fresh, new interior designs harmonizing with exterior colors and trims will be standard on the new Larks.

All Lark models, including the new convertibles, retain the shorter overall length (184.5" wagons, 175" all other) without useless overhang while featuring the roomy interiors of 1959 Larks which nearly tripled Studebaker's 1958 sales.

Additional rear legroom in 1960 Lark sedans and station wagons has been achieved through new front-seat design.

As in 1959, the Lark four-door sedan is featured in all four model lines (Regal six

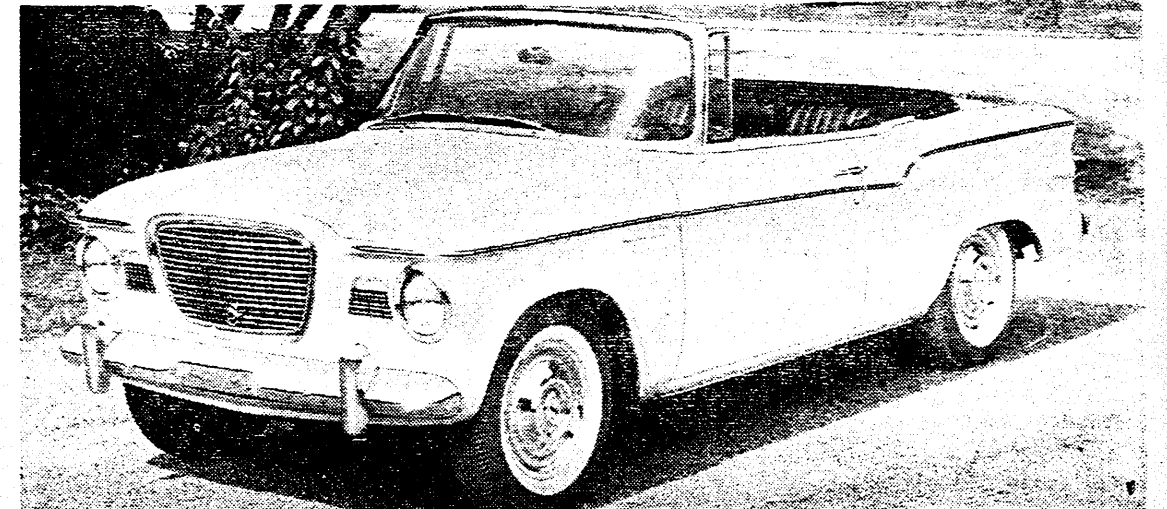
and V-8 Deluxe six and V-8). The Deluxe six and V-8 engine lines each include two-door sedans and station wagons. The Lark two-door hardtop, like the new convertible, is featured in the Regal lines with either six or V-8 engines.

Optional equipment available on all 1960 Larks includes overdrive or Flightomatic transmission, Twin-Traction differential, hill holder, reclining front seats and air conditioning.

Power steering is optional on all Lark V-8s. Power top is standard equipment on the Lark convertibles. Roof luggage carriers and rear-facing third seat are available for all Lark station wagons. Individually adjusted headrests are a new option in 1960 for all two-door models as well as all other models equipped with reclining seats.

A new, larger engine will be featured by the Studebaker Hawk for 1960.

Other improvements for the five-passenger sport coupe will include a heavy duty transmission, larger clutch, heavy duty radiator, finned brake drums and



LARK CONVERTIBLE is an addition to the Studebaker line for 1960. Power top and trim body on heavy X-frame, six and V-8 engines, conventional and automatic transmissions are features.

heavier padding on the instrument panel.

The new V-8 power plant will be increased from 259 cubic inches displacement to 289 cubic inches. It will develop 210 horsepower at 4,500 r.p.m. with a torque rating of 300 at 2,800 r.p.m. The compression ratio is 8.8 to 1.

A four-barrel carburetor, increasing horsepower to 225 at 4,500 r.p.m. and torque to 305 at 3,000 r.p.m., is available as optional equipment.

Dual exhausts will be standard equipment. The engine has been designed to operate efficiently on regular gasoline.

Retaining its sleek, classic styling for 1960, the Hawk's 204-inch long body is mounted on a wheelbase of 120.5 inches. Its overall height, when loaded, is 55.5 inches.

The size of the clutch will be increased from 10 to 10½ inches. Hawks will be available with either con-

ventional overdrive or automatic transmissions.

Finned, weatherseal-type brake drums, offering the advantages of rapid cooling, will be standard on Hawks. Other changes are a newly-designed horn button bearing the Hawk emblem and new nameplates on the fenders.