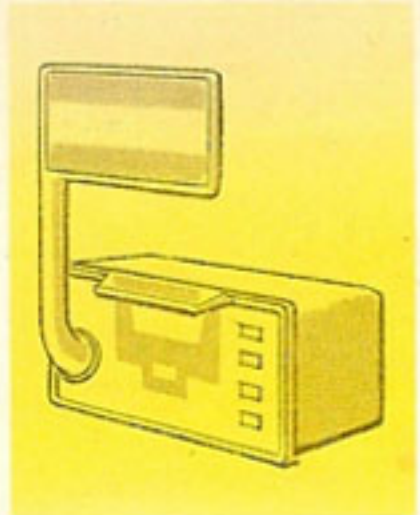


KINGSLEY INN

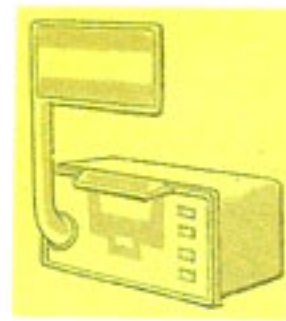
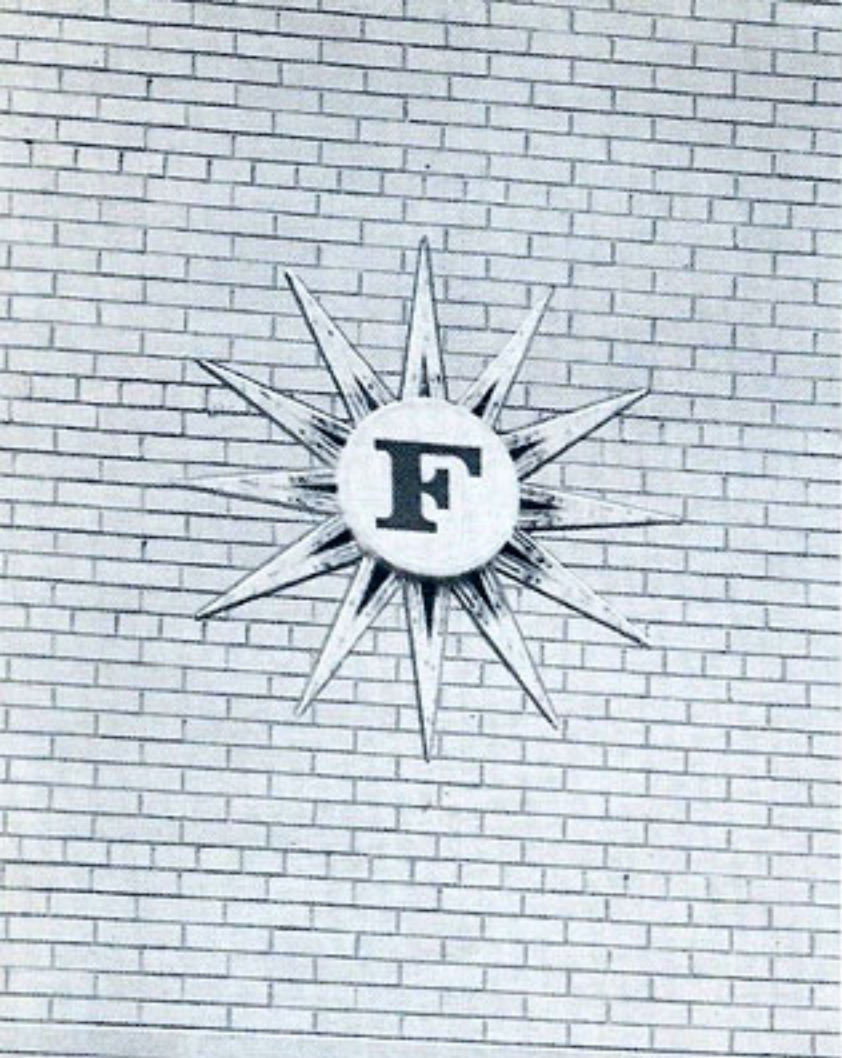
SMART  
NEW  
WORLD OF  
ECONOMY



60 FORD TAXICABS







# The

## YOU PROFIT IN EVERY WAY RIGHT FROM THE START

The 60 Fords are the Finest Fords of a Lifetime from every point of value. They're built for greater riding comfort . . . easier entrance and exit . . . maximum safety . . . better economy that starts with Ford's great Mileage Maker Six—the engine that stretches the miles into king-size savings on regular gas.

You profit from many other savings, too. All Ford engines are equipped with an exceptionally efficient Full-Flow Oil Filter. You need change oil only once each 4,000 miles. Ford's new aluminized muffler with short integral tailpipe normally lasts twice as long as conventional type mufflers. You get a 12-volt 66-plate battery as standard for fast, sure starting in any kind of weather.

*Everything* about the great new 60 Ford Fairlane lets you step into a smart new world of economy that starts with Ford's traditionally low initial cost. When you go Ford, you get savings that start when you buy . . . savings to bank on every mile *after you buy!*





# 60 FORDS

## cars that set economy in motion!

### DEPENDABILITY YOU CAN BANK ON WITH SURE, SPIRITED PERFORMANCE

You'll get rock-ribbed dependability from Ford's all-new body. For 1960, Ford frame-and-body structure is stronger than ever—it's the most "solid" Ford of a lifetime. It's a fact that in a Ford you get many quality construction features usually found only in high-priced cars.

Ford upholsteries, for example, are unmatched for quality in its field . . . Ford sound and weather insulation is unmatched by competition—*unmatched even in some of the costly cars!*

And you get spirited performance from the only experienced, modern short-stroke, low-friction engine in the taxi business—the Mileage Maker Six! Team it with the smooth-as-silk Fordomatic or Conventional Drives . . . it's a big bargain in motion either way! You also get your choice of a variety of V-8 engine and transmission combinations to suit your special requirements.

### LIFEGUARD PROTECTION FOR DRIVER AND PASSENGERS

Everyone in a Ford Fairlane rides within a steel girdle of safety starting with Ford's exclusive Wide-Contoured frame. For 1960, Ford frames are even wider, deeper and 25% stronger than in '59 and are flared out at the sides to provide maximum passenger protection against side impact.

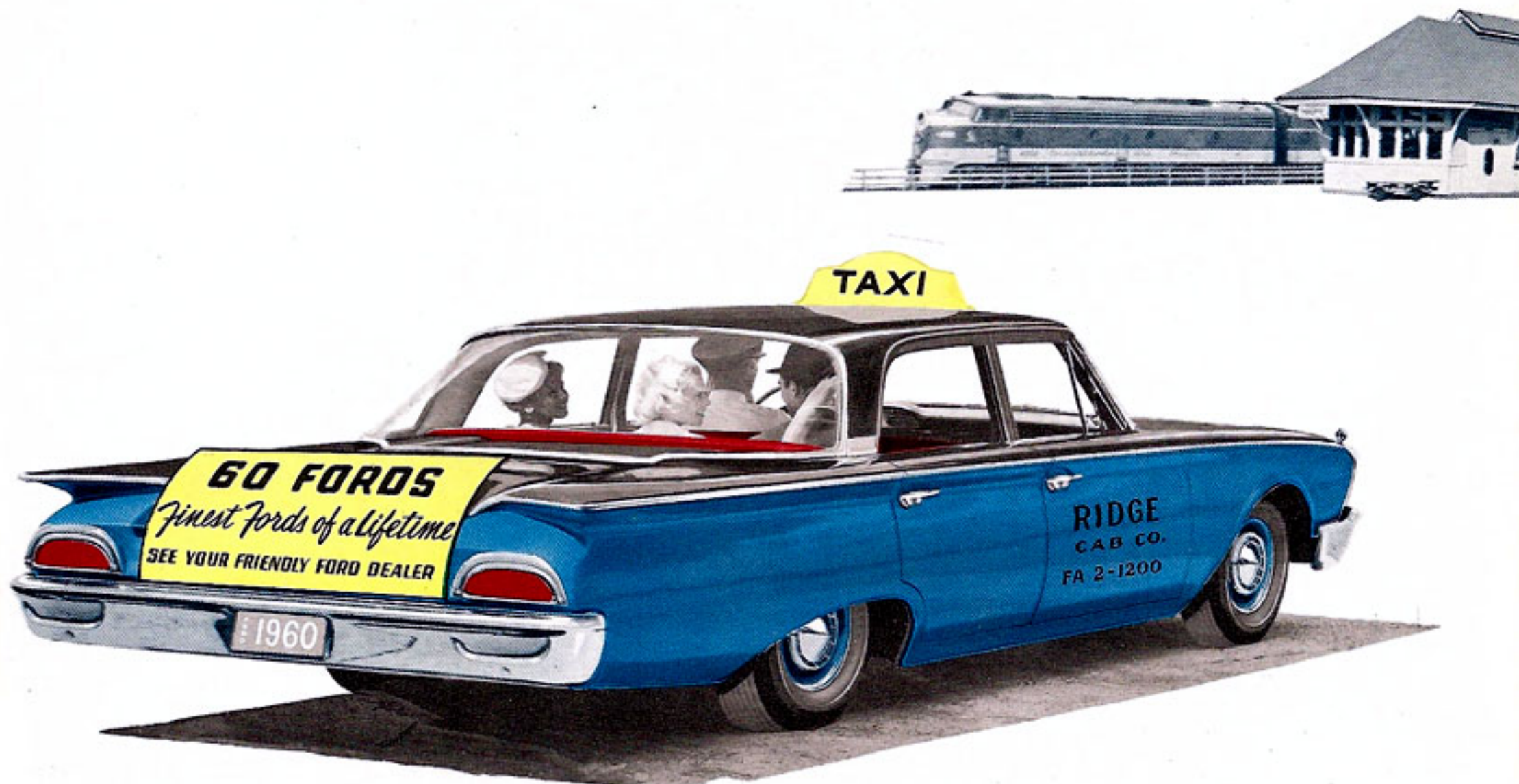
There's Ford Safety Glass in every window. Windshield glass area has been increased to provide 55% better visibility from top to bottom. New, longer windshield wipers clean  $\frac{1}{3}$  more glass area. Full-View hood is lower for a closer view of the road ahead. And there's 67% greater vertical visibility to the rear, as seen through the safety mirror.

Truck-Size brakes—the biggest in Ford's field—provide safer, surer stops. Brake lining area has been increased 45 sq. in. . . brake drums are specially grooved for faster cooling. Magic-Circle Steering—the next best thing to power steering—makes handling a breeze. Wide-Tread design provides steadier-than-ever roadability.

### RIDING COMFORT WITH ROOM TO SPARE

The 60 Fords are roomier . . . built for greater comfort all the way around. There's more shoulder room, hip room, hat room (not just head room) and a wonderful new, long length of leg room so passengers can stretch out comfortably. The driveshaft tunnel is narrower than on many other cars to provide more foot room for even the man in the middle. Seats are chair-high with 23° Posture-Perfect seat back to provide parlor chair comfort. Door openings are wider for maximum entrance-exit ease.

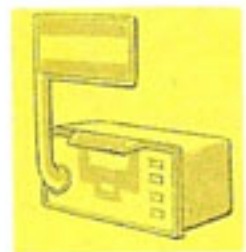
There's a flatter, road-hugging 5 x 5 ride with new Wide-Tread design. Link-type front stabilizer provides automatic sway control. Ford's Swept-Back, Ball-Joint Front Suspension, with longer coil springs and larger rubber bushings, lets wheels move up and back when they strike a bump and gives a far smoother ride. Gentle-rate rear leaf springs are now 5 feet long and this variable-rate suspension dampens out bumps to provide a softer, more stable, leveled ride.







**The Best  
Taxi Buy  
in Town!**



## 60 FORD FAIRLANE

### Functional Styling

In 1960, more than ever, Ford is engineered, designed and built for people. The 60 Ford Fairlane is beautifully different yet thoroughly functional. Its simple, sleek, flowing design sets the 60 Ford apart in its field . . . provides the kind of beauty and comfort your customers will hail again and again!

But beauty is only part of the 60 Ford story. The 60 Ford is as practical as it is glamorous. It's a solid, silent, comfortable car with every passenger and driver convenience feature fully integrated into one compact design. It's the kind of car that looks like "more" all the way through. Yet, the Fairlane is the Value Leader at its traditionally low price.

Like all Fords, Fairlane savings only begin with its low price . . . savings continue every mile you drive.

### Rock-Ribbed Ruggedness

The 60 Ford is a bear for punishment . . . built to stay on the job week-in-week-out right around the clock. You get more *productive* miles out of a Ford . . . keep it on the job longer with less cost.

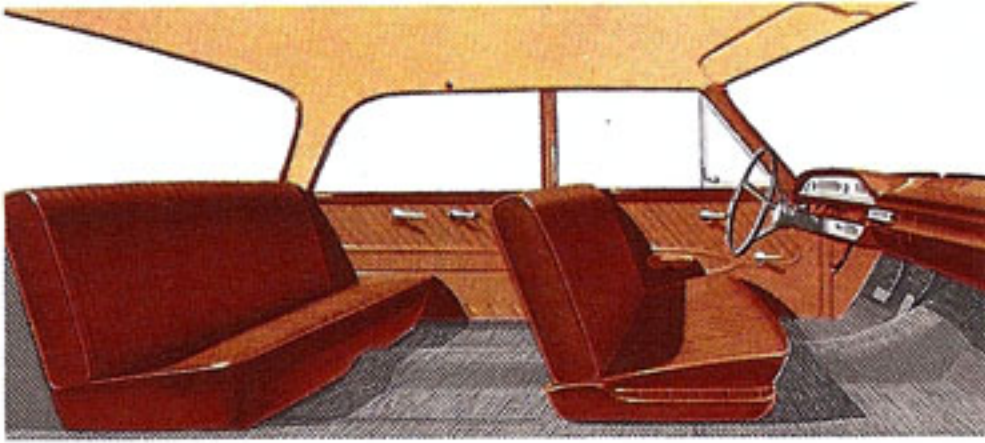
In addition to *basic* ruggedness, Ford furnishes longer-lasting, more durable appointments. Upholsteries, for example, are the best in Ford's field. Taxi interiors come in 3 standard nylon and vinyl upholstery and trim combinations. There are also 3 *extra-durable, all-vinyl* interiors available as special options in 1960.

You also get your choice of a wide selection of specially packaged *heavy-duty* taxi options to custom tailor your Ford Cabs to any extra or unusual local operating conditions. You need look no further than Ford for *everything* that adds up to profitable operation *every time!*





## COMFORT FEATURES YOUR CUSTOMERS CALL FOR



### "STRETCH-OUT" ROOM—ALL-AROUND VISIBILITY

The 60 Ford Fairlane has more real stretch-out room than ever . . . there are chair-high seats which are Posture-Perfect for the utmost in riding comfort. There's nearly 3" more rear hip room, 1½" more knee room, and 4" more shoulder room. Passengers sit *under* Ford's sleek thinline roof protected from the sun. Handsome new standard nylon and vinyl interior trims come in a choice of 3 colors which harmonize perfectly with Ford's smart, new instrument panel, garnish moldings and seat side shields. (Illustration shows the new optional beige all-vinyl upholstery and trim in the 60 Ford Fairlane.)

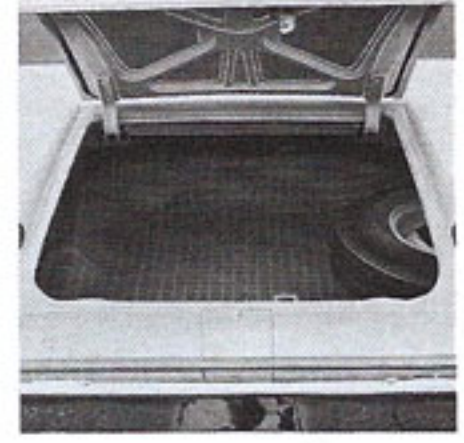
### "HULL-TIGHT" STANDARD INSULATION

Ford is by far the best weather- and sound-insulated car in its field . . . bodies are sealed "hull-tight" for maximum comfort under all conditions. All critical areas, such as the roof and fire-wall panels, are heavily insulated against sound as well as heat and cold.



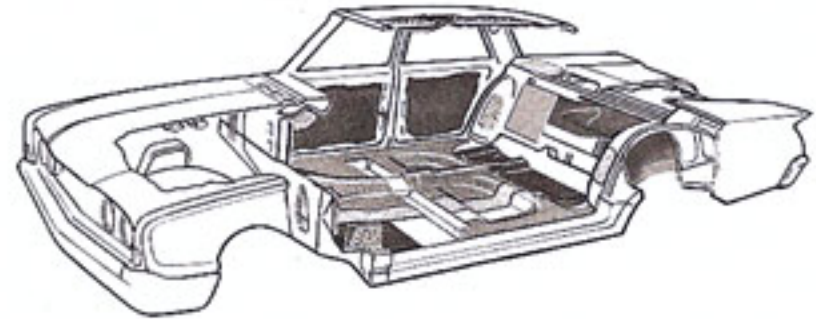
### LARGER ENTRANCE-EXIT ROOM—AUTOMATIC DOORMAN HINGES

Doors of the 60 Ford Fairlane are up to 10" wider than the other makes and swing out fully for easy passenger entrance and exit. Automatic Doorman assist hinges help open and close the rear doors at halfway position.

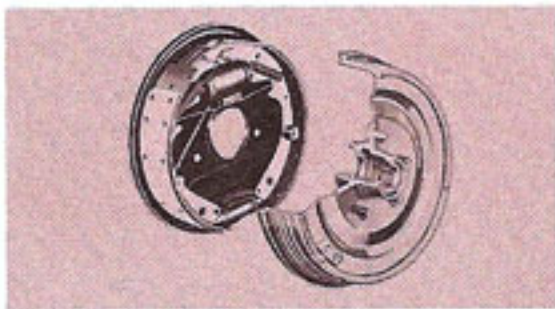


### EASY-ACCESS LUGGAGE COMPARTMENT

Ford's torsion-bar-hinged deck lid swings open effortlessly to expose a longer, wider expanse of easily accessible luggage space, which is more fully usable. Low-level trunk entrance is only 27 inches above street level to make loading far easier.

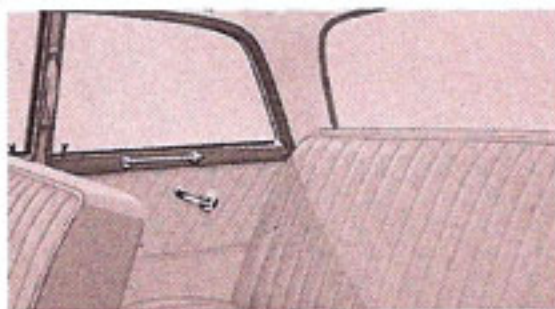


## STANDARD SAFETY FEATURES FOR EVERYONE'S PROTECTION



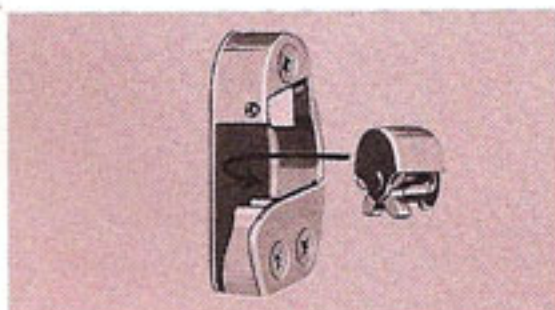
### NEW TRUCK-SIZE BRAKES

Ford has the biggest brakes in the low-price field. They're *truck-size* for safety. Lining area has been increased to 225.6 sq. in. (heavy-duty option to 248.4 sq. in.) for much longer life . . . the heavier, wider brake drums are externally grooved for faster cooling and greater fade resistance.



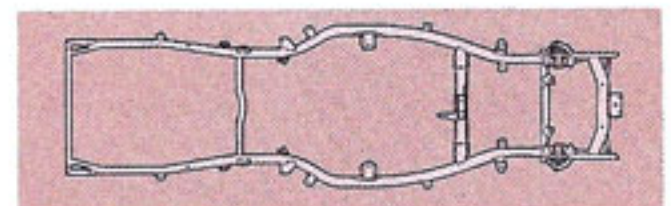
### CLEAR-VISION SAFETY GLASS

Every window of the new Ford Fairlane is made of best quality safety glass that meets the highest standards of optical trueness and resistance to impact. There is 31% more total glass area for better visibility, yet all passengers sit comfortably in the shade of the roof.



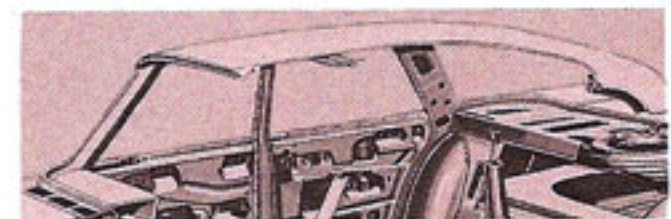
### LIFEGUARD DOUBLE-GRIP DOOR LOCKS

Ford originated Lifeguard Door Locks in 1956. For 1960, they provide 6-way resistance to pull-apart forces of 3,000 pounds minimum to reduce possibility of doors springing open on impact in the event of a collision.



### WIDE-CONTOURED FRAME

For 1960, Ford's Wide-Contoured frame is wider, 50 lb. heavier, has deeper side rails and is 25% stronger. Five huskier cross members reinforce Ford's frame for higher resistance to twisting and bending.



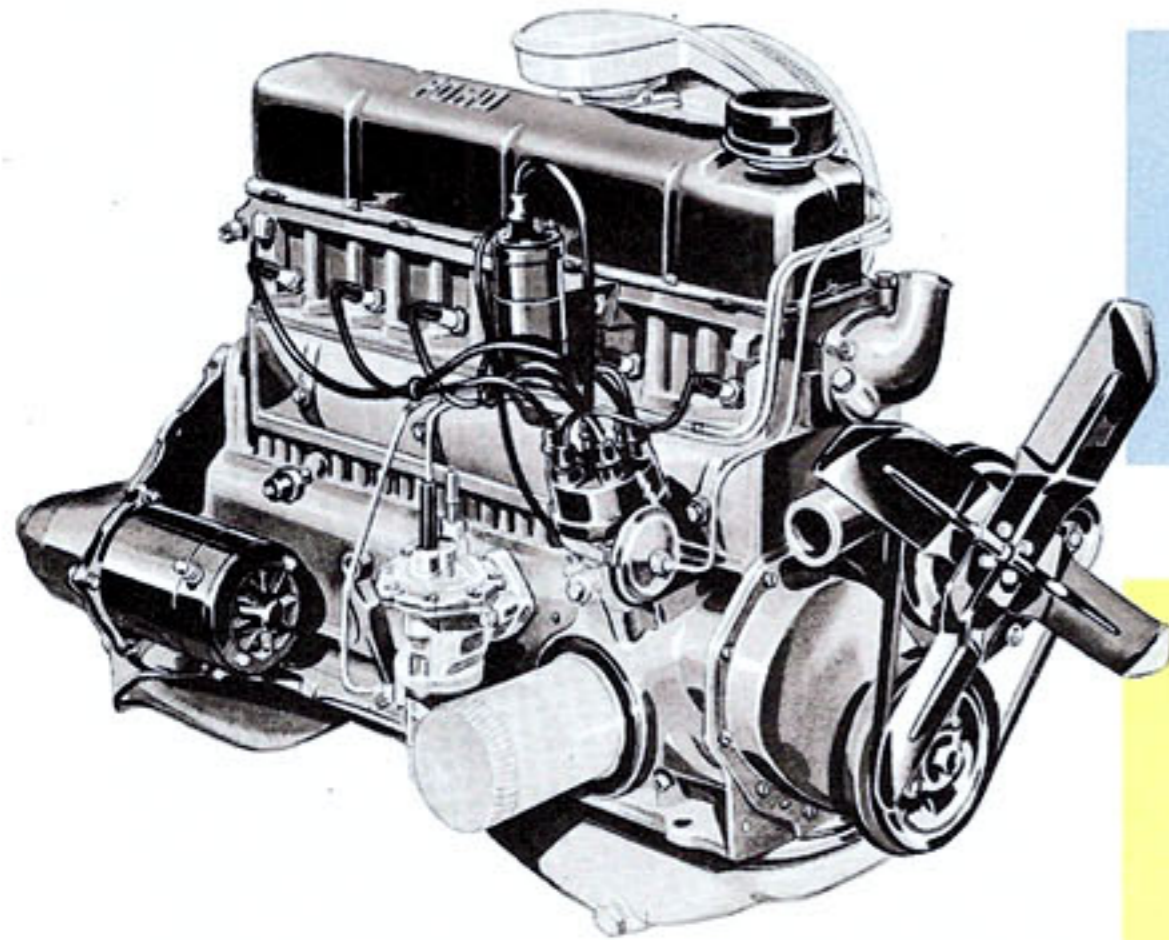
### "DOUBLE-HAT" ROOF REINFORCING

Roof pillars are thinner yet extra strong. The roof panel is specially reinforced for greater safety by new high-strength, "Double-Hat" cross-brace construction at the center, welded rigidly to the box-section roof rails.





# 60 FORDS...WITH GREAT ENGINES THAT KEEP ECONOMY IN MOTION!



## FORD 145-HP MILEAGE MAKER SIX

The only experienced, modern Short Stroke  
Six Engine in the taxi field!

Here's an engine that's tops for taxi service. The Mileage Maker Six is the *only* experienced, modern short-stroke, less-friction engine in Ford's class. Less friction means less wear... less downtime... less power loss for more nimble, economical performance. This Mileage Maker Six features Ford's famous Deep-Block Design for longer engine life; high-compression, high-turbulence, wedge-type combustion chambers for maximum combustion efficiency; free-turning intake and exhaust valves to minimize valve warping, sticking and wear; full-pressure lubrication with new 2-phase Full-Flow Oil Filter which is 20% more effective and requires fewer oil changes (you change oil only each 4,000 miles); precision-molded, special alloy crankshaft for longer bearing life and smoother performance; new, low-silhouette, cross-flow pressurized radiator with separate reserve tank connected directly to outlet on intake manifold and with 180° thermostat for more efficient engine cooling; new high-output 12-volt generator has sealed ball bearings at front and rear for smooth operation and long life; plus many other modern Six engine features that mean real savings and operating satisfaction.

And, the Mileage Maker Six is a high-performance engine on regular gas... saves you up to 5¢ a gallon over premium gas every time you fill the tank. Team the Mileage Maker Six with satin-smooth Fordomatic or Conventional Drives to get the most savings, most satisfying power combination in taxi service.

## FULL ECONOMY CARBURETOR

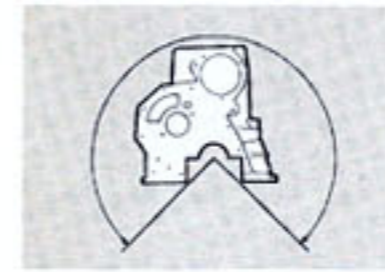
For 1960, Ford provides as a taxi option a specially calibrated fuel-metering system for top fuel economy without sacrificing performance in all normal taxi driving ranges. But unless it is specified at time of purchase, the engine will come equipped with the standard Unit-Design carburetor.

## THRIFTY 185-HP THUNDERBIRD 292 V-8

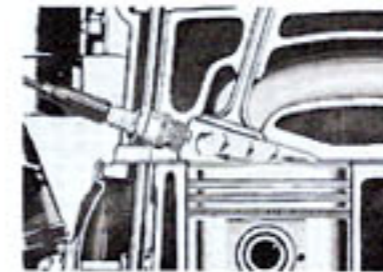
If you like the sizzle of V-8 performance you can get it in one compact package with pleasantly surprising economy. The Thunderbird 292 V-8 pinches pennies on regular gas and features: Short Stroke, Deep-Block design for less-friction, longer engine life; new, smaller intake valves for more efficient combustion and better fuel economy; new, recontoured high compression, wedge-type combustion chambers for smooth, efficient combustion, better economy, high-power development; high-velocity, 2-barrel carburetor with new automatic choke for improved cold-weather idling, greater gas economy and longer-lived precision operation; standard vacuum-booster type fuel pump for more positive windshield wiper action. These features, and countless others, make the time-proved Thunderbird 292 V-8 a thrifty investment in high performance.

## 235-HP THUNDERBIRD 352 V-8

You get power where you need it most—at middle-range speeds where most taxi driving is done. The new Thunderbird 352 V-8 for 1960 offers a wide range of new features to bring you the very latest in high performance without sacrificing economy.



**Low-Friction Deep-Block Design**... block extends below center of crankshaft, providing high structural rigidity, smoother performance, more economical operation and longer life.



**Wedge-Type Combustion Chambers**... this design creates a superturbulence of the fuel-air mixture for more complete combustion, higher engine efficiency and maximum economy.



**Unit-Design Carburetor**... high-velocity, low-silhouette carburetor for peak efficiency under all driving conditions. Recalibrated for greater economy. Manually controlled choke.



**Free-Turning Overhead Valves**... exclusive low-friction valve keepers permit free turning to minimize warpage and distribute wear more evenly for longer engine life.



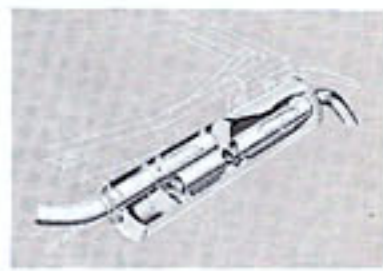
**Full-Flow Fuel Pump**... discharges fuel to the carburetor under high pressure for greater protection against vapor lock. New, in-line, high capacity porous fibre filter adjacent to carburetor.



**New Full-Flow Oil Filter**... a two-section element filters all the oil all the time, keeps it clean much longer. Change oil only each 4,000 miles. Filter case and element are disposable.



**New Super-Filter Air Cleaner**... treated cellulose element supplies freer and quieter flow of completely filtered air for maximum engine protection, quieter operation.



**New Aluminized Muffler**... new cylindrical muffler and integral tailpipe are made of aluminized steel to normally last twice as long as ordinary types. Located on rear side rail.

ENGINE	HP	TORQUE	CARB.	EXHAUST	BORE & STROKE	COMP. RATIO	DISPL. (cu. in.)	TRANSMISSION
Mileage Maker Six	145	206 lbs-ft	1-V	Single	3.62" x 3.60"	8.4 to 1	223	Conventional Overdrive Fordomatic
Thunderbird 292 V-8	185	292 lbs-ft	2-V	Single	3.75" x 3.30"	8.8 to 1	292	Conventional Overdrive Fordomatic Cruise-O-Matic

## FOUR GREAT 60 FORD TRANSMISSIONS TO SELECT FROM



CONVENTIONAL 3-SPEED

Features all helical gears for extra long life and forged bronze synchronizers for quiet, easy shifting. Gear ratios are torque-tailored to each engine to provide the utmost in economy. A nimble performer with three manual-shift forward speeds and a reverse. The high-torque transmitting clutch is of cushion-disc type.



THRIFTY OVERDRIVE

Ford's 1960 Overdrive saves on gas while it saves on engine wear. Permits quieter driving, too. Economical automatic 4th gear lets the engine loaf at 35 mph while your actual speed is 50 mph... this is because the engine rpm is reduced 30% over that required for the same road speed in conventional direct gear.



IMPROVED 2-SPEED FORDOMATIC DRIVE

Lower clutch pressures and new durable cellulose clutch plates make the newly improved Fordomatic Drive smoother than ever for 1960. Up-and-down shift speeds have been increased for snappier acceleration. Lightweight, simplified design means minimum servicing (each 24,000 miles).



CRUISE-O-MATIC DRIVE

Versatile, high performance for all road and driving conditions. For 1960, Cruise-O-Matic combines great new responsiveness with a solid feeling of more rapid acceleration. Yet Cruise-O-Matic is still as economical to operate as ever. Two driving ranges allow driver to select the one that best suits road and driving conditions.

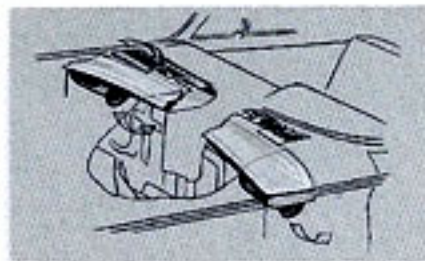


# ALL NEW '60 INNER FORD

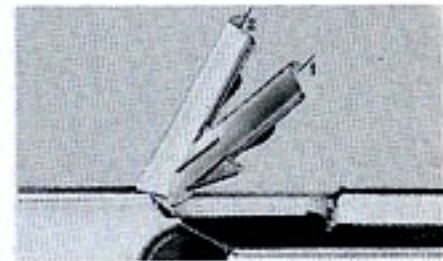
## Quality you can count on for less downtime

Ford, traditionally an outstanding durable performer, is beefier than ever for 1960. Everything about the 60 Ford Fairlane body structure is new, solid, silent and secure . . . built to take the around-the-clock punishment of taxicab service with minimum maintenance. All points of stress are strongly reinforced . . . not one detail has been overlooked to provide you with 60 Ford taxis that do a better job—more economically and with less fuss—than any car in its price class.

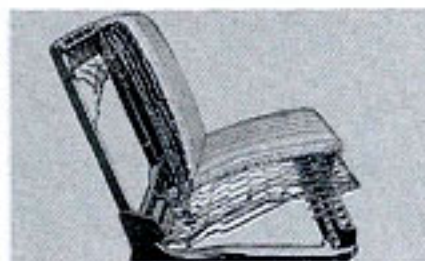
- New larger compound windshield, easy-entrance pillars swept forward with no "dogleg" and gracefully sloping hood combine to give greater vision all ways out front for safer driving
- Clear-vision safety glass throughout, with 31% greater glass area—but with none over passengers' heads—gives full-circle visibility
- Strong, double-ribbed floor pan has 5 sturdy cross members welded to underside for high rigidity
- Cowl upper and side panels, front door pillars and dash panel are integrated into a single, solid, stronger unit
- New wide hood has extra-strong inner and outer panels, hem-flanged and welded into an exceptionally rigid assembly
- New rocker panels, designed for better draining and venting, are firmly secured to front body pillars, wheelhouses and quarter panels for high torsional strength
- Sturdy roof panel is firmly reinforced with "double-hat" brace at center, welded to box-section rails for high strength and rigidity
- Rugged deck lid has inner and outer panels securely flanged and welded for minimum torsional deflection. Inner panel is ribbed for extra stability
- Body structure in the area of the package tray, ribbed wheelhouses and floor pan are welded into a solid, one-piece unit for greater durability
- Massive, one-piece front and rear bumpers have shorter support arm for greater trim protection and higher resistance to impact



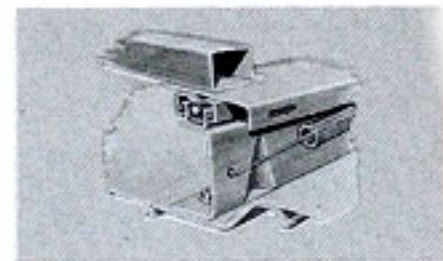
**New Cowl-Air Intake** . . . now located at top of the cowl to bring in a high volume of cleaner, fresher outside air with less dust, road fumes, etc.



**Two-Stage Door Checks** . . . "offset type" front door hinges with heavier, stronger bolts help swing the door wide open; 2-position checks hold door 2/3-open or full-open.



**Foam-Padded Seats** . . . the front seat of the 60 Ford has a thick layer of foam padding over firm, non-sag springs for greater driving comfort and to reduce driver fatigue. Optional on rear seats.



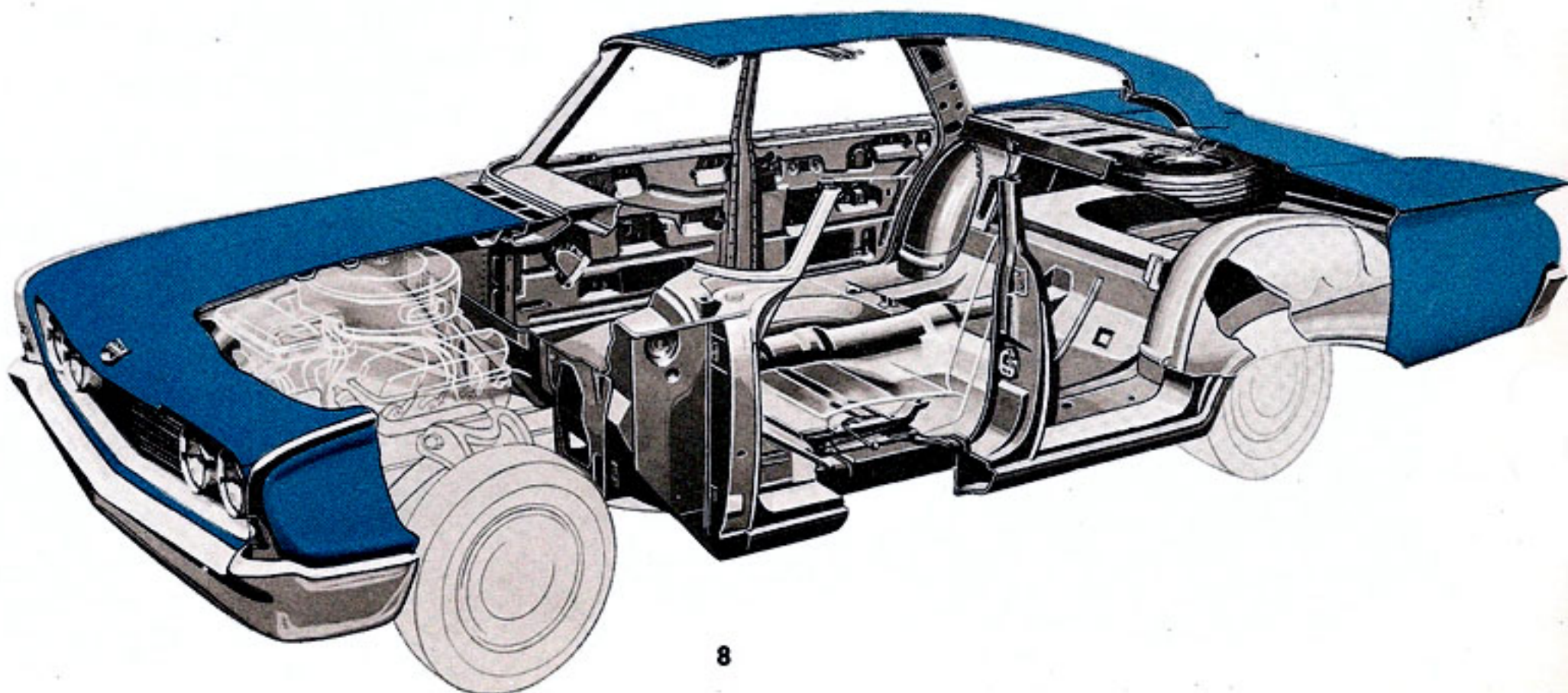
**New Seat Anchorage** . . . front seat glides on 12 steel balls for easier 5 1/2", 11-position adjustment, smoother operation. Positive safety stops in each inclined seat track resist separation from undue force of impact.



**Chair-High Seats** . . . full-width, 23° angle Posture-Perfect seats in all the 60 Fords provide parlor chair comfort and the utmost in relaxed, restful riding for driver and passenger.



**Special Insulation** . . . no car in its price class is as well sound- and weather-insulated with high quality materials as the 60 Ford. Extra-heavy roof and dash insulation shown.



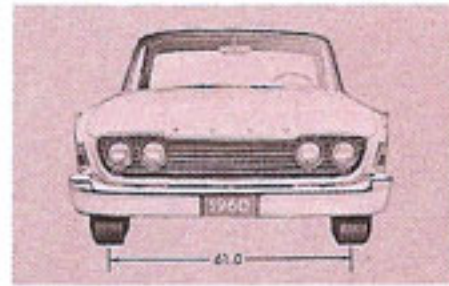


# NEW BRAUNY CHASSIS TAILORED FOR TAXICABS

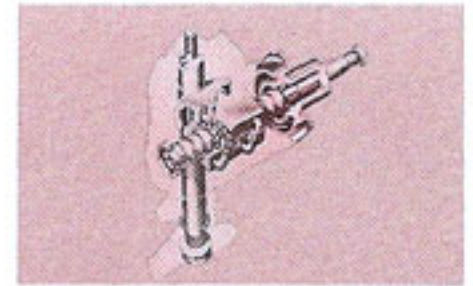
## You get strength for the long haul

The Ford Chassis for 1960 is the brawniest ever built for a Ford car and includes many strength and safety features unmatched by any car in Ford's field. The all-new Inner Ford Body and Chassis combination is the ultimate result of years of engineering, testing and building for maximum durability under the most severe operating conditions. *Ford gives you what you need most to give you the most for your money!*

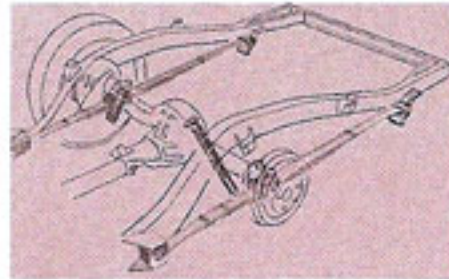
- Wider and 25% stronger for 1960, Ford's Wide-Contoured frame with 5 enlarged cross members and deeper side rails, provides greater durability and passenger protection against side impact
- New corrosion-resistant aluminized muffler and integral tailpipe, mounted at rear of frame side rail, is designed for 100% longer life than ordinary kinds
- Swept-Back, Ball-Joint front suspension has longer coil springs for a softer, more cushioned ride. Lower arms are swept back 20° so front wheels move up and back over bumps to minimize road shock
- For super-strength, durability and safety, all 1960 Ford tires are made of Tyrex cord
- Large-capacity universal joints have pre-lubricated needle bearings for smoother performance, longer life
- Sturdy tubular driveshaft with deep-offset pinion permits low shaft tunnel height and contributes to more interior foot room in rear passenger area
- Silent-Grip body mounting system, with live rubber cushions and pads and with relocated frame brackets, increases body-to-frame rigidity, while soaking up road shock and noise
- New body front mounts are yoke-type giving greater rigidity in reducing front-end body movement for a smoother, quieter ride
- Center-fill, big-capacity gas tank holds 20 gallons



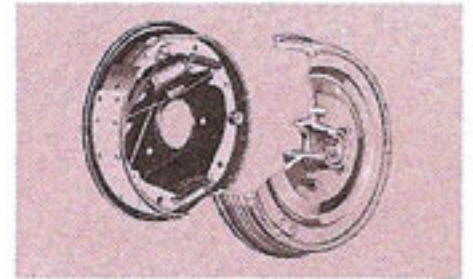
**Wider Front and Rear Treads . . .** 61" front and 60" rear treads provide a more stabilized, flatter ride with steadier control and new feeling of security on cornering. Wide-Tread design improves handling ease and gives a smoother ride.



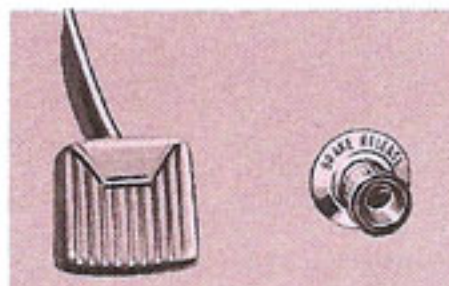
**Magic-Circle Steering . . .** Ford uses a recirculating-ball, low-friction type steering mechanism instead of a conventional worm gear for much easier steering, parking and over-all handling. Magic-Circle steering is the next best thing to power steering.



**Ride Control Rear Suspension . . .** for 1960, Ford offers a new asymmetrical, levelized rear suspension with softer springs that are 5 feet long. You get both anti-dive and anti-squat control and a far smoother ride.



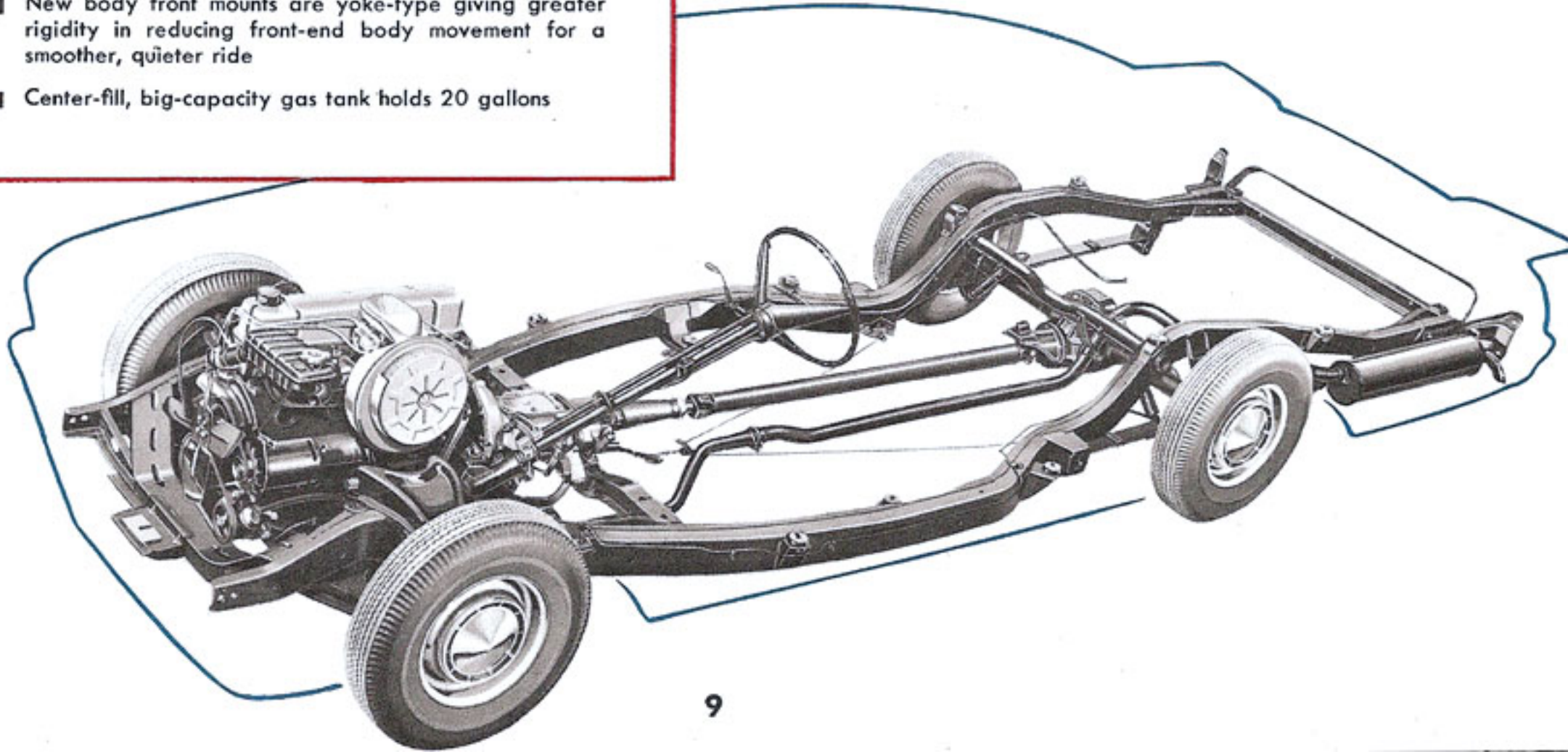
**Biggest Brakes in Ford's Field . . .** new, wider double-sealed brake drums are externally grooved for faster cooling, less fading, surer stops. Lining area has been increased as much as 30%, too, for longer lining life.



**Foot-Operated Parking Brakes . . .** may be set at various "on" positions by merely pressing the handy foot pedal at left of steering column . . . release with convenient new pull-out handle on instrument panel.



**Deep-Offset Hypoid Rear Axle . . .** this exclusive design has straddle mounting of the pinion gear and allows larger gear teeth on both ring and pinion gears for longer axle life. Permits lower drive line positioning.





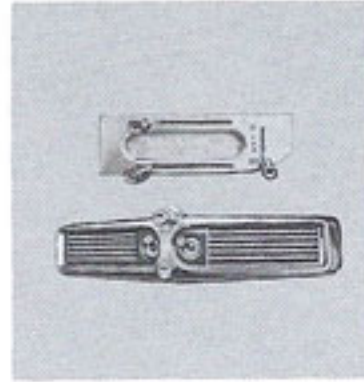


# FORD TAXI OPTIONS

Factory-installed options that



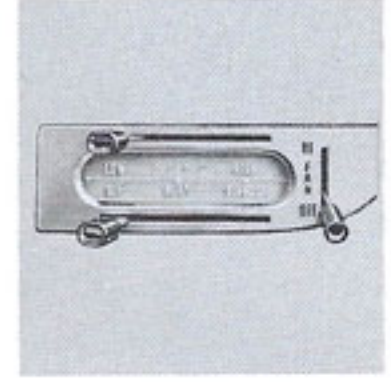
**Special "round-the-clock" duty front and rear seats . . .** have heavy-gauge springs in cushions and seat backs with either cotton or foam padding in cushions for greater comfort and longer life. Washable, extra durable single-tone beige, green or red all-vinyl upholstery and trim available at slight extra cost.



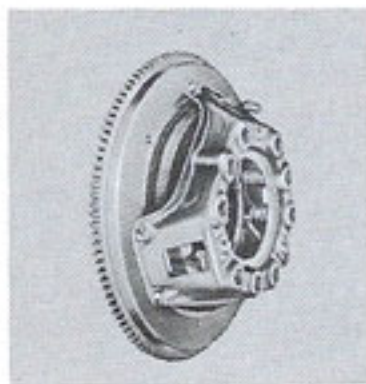
**New SelectAire conditioner . . .** provides dehumidified cooling, ventilating, heating and defrosting, all operated by simple controls. Has an efficient, higher-capacity compressor for still faster cool-down or warm-up, with strategic placement of air conditioning and heating vents for maximum all-weather comfort. (V-8's only.)



**New PolarAire conditioner . . .** brings coolest comfort no matter how hot the weather. Ford air conditioning is priced lower than on competitive cars. In fact, an air-conditioned Ford costs less than many medium-priced cars without air conditioning. This unit has larger capacity and dehumidifies as it cools for maximum comfort. For Six and V-8's.



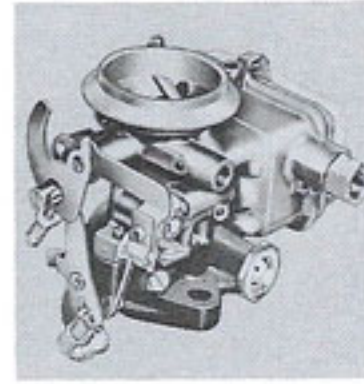
**New MagicAire system . . .** increased capacity of new MagicAire combination heater-ventilator-defroster means faster warmth, greater comfort. Only fresh outside air, drawn from cowl top and heated to temperature selected, is circulated throughout the car. Defroster clears larger windshield area . . . does it faster.



**Longer-lasting heavy-duty 11" clutch . . .** special heavy-duty construction designed to hold up longer in hard taxi service. Has ball-type release bearing with fitting for pressure lubrication.



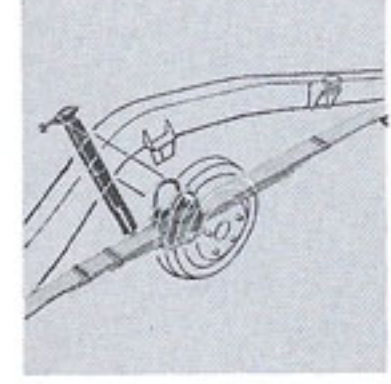
**Bonded brakes — grooved drums . . .** rugged bonded linings wear longer in taxi service. Combined with grooved drums that provide better cooling, reduced fading, more uniform braking.



**Full-economy carburetor . . .** designed for the 1960 Mileage Maker Six engine. Same basic design as standard carburetor with specially recalibrated jets for greater economy.



**Special front suspension . . .** has heavy-gauge front coil springs and heavy-duty front shock absorbers for longer life even under the most severe round-the-clock taxi service.



**Heavy-duty rear suspension . . .** with extra-capacity spring leaves and heavy-duty rear shock absorbers for handling big passenger loads with ease and maximum comfort.

## COMBINATION TAXI PACKAGES

### AVAILABLE AT LOW KIT PRICES

Ordering your Ford Taxicab options in combination packages makes possible such substantial savings that you can hardly afford not to take full advantage of "package" ordering. By all means study the following option combinations carefully . . . they are low-cost specials for taxicab owners only!

### STANDARD PACKAGE FOR FAIRLANE 4-DOOR MODEL INCLUDES:

Standard cloth, or PAO beige, green or red all-vinyl upholstery and trim  
Heavy-duty brakes (bonded 248.4 sq. in. linings)  
Economy carburetor (Six, with Fordomatic or HD clutch)  
Heavy-duty clutch—except automatic transmission  
Heavy-duty front and rear seats, with cotton pads in cushions (or foam padding at extra cost)  
Heavy-duty front and rear springs with heavy-duty shock absorbers  
"Coarse Pitch" conventional transmission with steel speedometer gears (Six engine only)

### EXPANDED PACKAGE FOR FAIRLANE 4-DOOR MODEL ONLY, INCLUDES:

Standard package plus rear arm rests, ash receptacle in front seat-back, and heavy-duty front and rear floor mats.

### AUXILIARY TAXI PACKAGE FOR FAIRLANE 4-DOOR INCLUDES:

(sold only when a Standard or Expanded Package is also ordered)  
LOW CUT-IN generator  
4-door-operated dome light (with red warning light which tells when any door is opened)  
Roof light wiring (with hole in roof panel)  
Assist straps  
Steering wheel with horn ring for standard Fairlane  
R. H. rear door metal pull handle  
Lubricator fitted driveshaft

## ADDITIONAL OPTIONS

### As Illustrated on Car (in color):

Assist straps (PAO)  
Metal pull handle, rear door (PAO)  
Swift Sure power brakes (RPO)  
\*Backup lights (RPO)  
\*Visored spotlight-mirror (DSO)  
\*Inside non-glare mirror (PAO)  
Master-Guide power steering (RPO)  
Bumper guards, front and rear (Dealer Installed)  
Rear bumper reflectors (Dealer Installed)  
\*Rear Deck Release (from driver's seat) (DSO)

### OTHER OPTIONS:

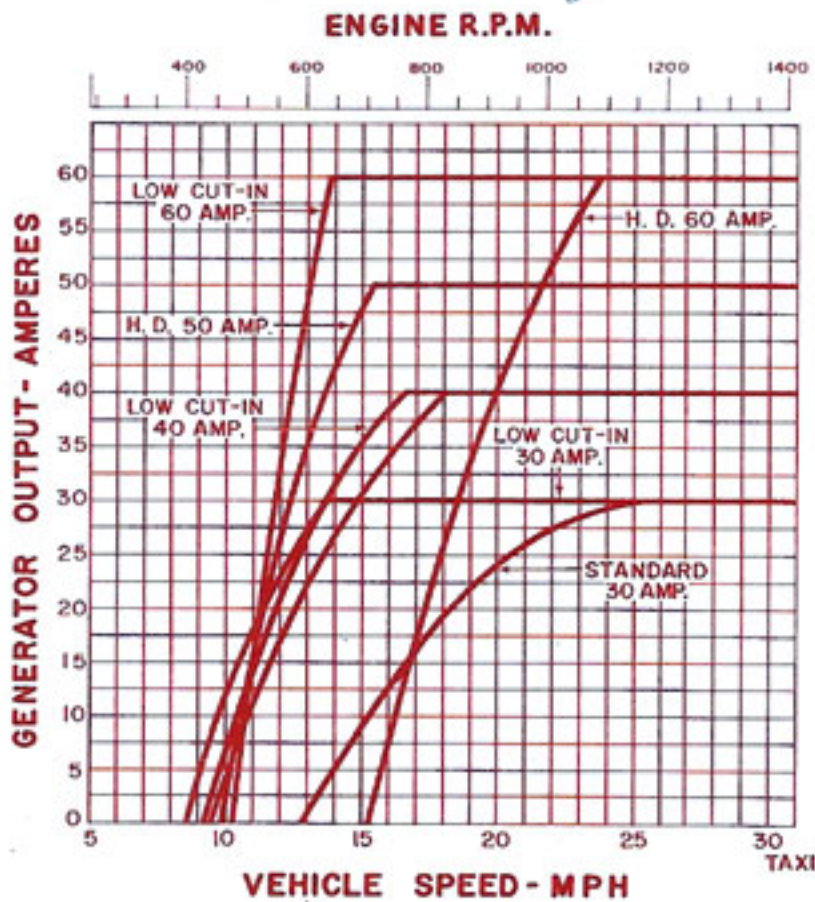
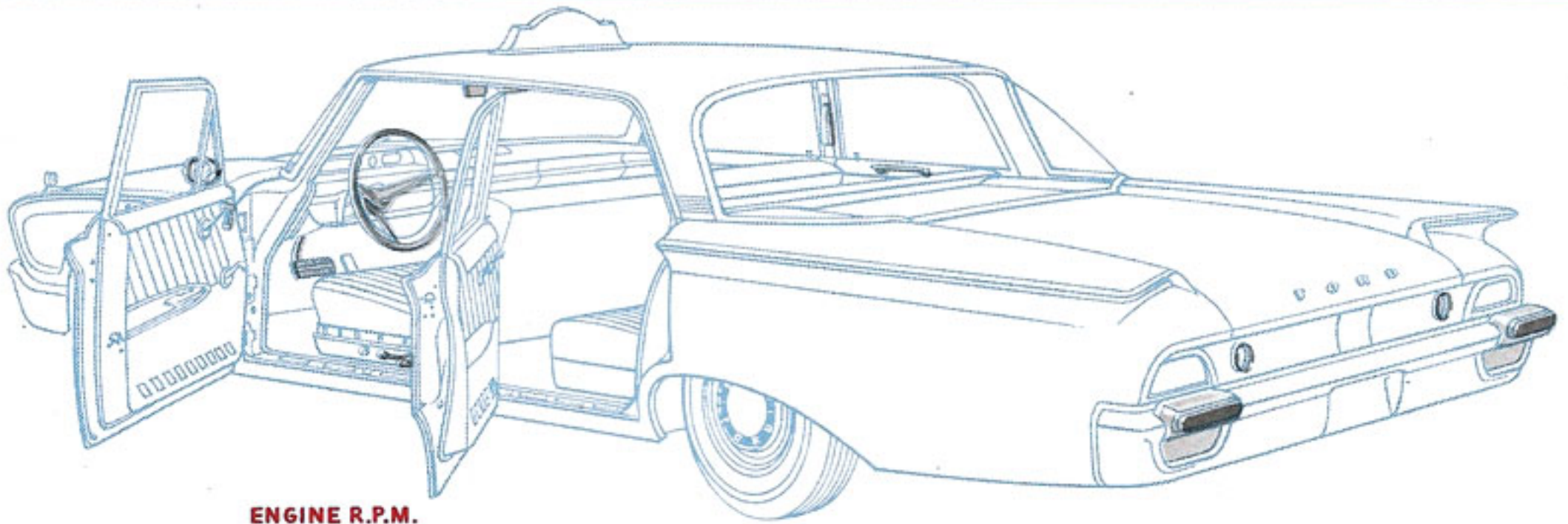
#### RPO—Monthly Schedule Items

Power Front Seat  
4-Way Manual Tilt Front Seat  
\*Aquamatic Windshield Washer-Wiper  
\*Sun Dial Wheel Covers  
\*Recirculating Heater and Defroster  
\*Radio—Full Tone Manual or Console Range



# TAILORED TO YOUR TAXI NEEDS!

make your taxi perform better and last longer



**Generator options . . .** Ford's 12-volt electrical system makes available 30-, 40- and 60-amp. low-cut-in models and 50- or 60-amp. heavy-duty units. Use the performance curve chart above to help you select the generator most suitable for your needs. Alternator-rectifier systems in 50-amp. standard, or 50-, 60- or 100-amp. heavy-duty, are also available.



For 1960 Ford offers a host of factory-installed options to tailor your taxi to your own local driving conditions. Ford's low-cost options and packages described in this folder are designed specially for your kind of driving to deliver increased comfort, convenience and safety for both driver and passengers. Even more important, their greater durability and economy keep your taxi on the go, earning its keep by reducing downtime and slashing maintenance and operating costs for newer and bigger savings and earnings in 1960 than ever before. Ask your Ford Dealer for complete details.

- \*Self-Regulating Electric Clock
- \*Heavy-Duty Batteries
- I-Rest Tinted Safety Glass (all around)
- Electric Windshield Wipers, 2-speed

#### PAO—Pre-Approved Items

- Beige, Green or Red All-Vinyl Upholstery and Trim
- 4-Door-Operated Dome Light (with red warning light which tells when any door is opened)
- \*Full-View Outside-Mounted Mirror (for fleets)
- Extra Capacity Radiator
- "Coarse Pitch" Conventional Transmission with Steel Speedometer Gears (Six engine only)
- Governors
- Ash Receptacle in Front Seat-Back
- I-Rest Tinted Safety Glass (windshield only)
- Wiring (and hole in roof) for Taxi Roof Light

#### DSO—Special Order Items

- Hand Throttle, Locking Type
- Glove Compartment Light
- Luggage Compartment Light
- Special Map Light

#### Dealer Installed Items

- Exhaust deflectors
- Deluxe rear antenna
- \*Also Dealer Installed

#### EXPLANATION OF TERMS

- RPO**—Regular production option. Available without delay in production.
- PAO**—Pre-approved option. Available in limited quantities, slight delays possible.
- DSO**—Domestic special order. Specific procurement, with time necessary to fill order.

## EXCLUSIVE FORD "LIFEGUARD DESIGN"

You've a wonderful new world of safety in the 1960 Ford Fairlane. *Standard equipment:* Safety-Curved instrument panel with recessed control knobs; Lifeguard deep-dish steering wheel; safety-type seat anchorage; Lifeguard Double-Grip door locks; Lifeguard safety-swivel rearview mirror; Lifeguard front arm rests. *Optional:* Lifeguard super-cushioned instrument panel padding; double-anchored Lifeguard fully cushioned sun visors; Ford nylon seat belts; Lifeguard rear arm rests.



# 60 FORD FAIRLANE—TAXI SPECIFICATIONS

**Exteriors:** New Diamond Lustre Finishes (that never need waxing) are available in Single Color or in Two Tone combinations. The Single Colors are: Raven Black, Corinthian White, Montecarlo Red, Platinum, Belmont Blue, Skymist Blue, Meadowvale Green, Adriatic Green, Beachwood Brown, Yosemite Yellow, Sultana Turquoise and Aquamarine. Two Tone selections combine Corinthian White top with any Single Color; also Skymist Blue top with Belmont Blue, Adriatic Green top with Meadowvale Green, and Aquamarine top with Sultana Turquoise.

**Interiors:** Handsome, long-wearing interior combinations are available in blue, green or gray Block Stripe nylon cloth upholstery with harmonizing Morocco Grain vinyl bolsters and trim. An exceptionally durable optional all-vinyl interior is available in beige, green or red upholstery and trim. Floor is covered in Sof-Tred carpet-textured black rubber. Optional heavy-duty front and rear floor mats are available in Expanded Taxi Package.

**Engines: 145-hp Mileage Maker Six** (available with all transmissions except Cruise-O-Matic)—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; full-vacuum spark control; precision-molded crankshaft with four main bearings; new high-capacity rotor-type oil pump; oil capacity, with filter change, 5 qt.

**Optional 185-hp Thunderbird 292 V-8** (available with all transmissions)—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 8.8 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, new automatic choke; higher efficiency centrifugal-vacuum spark control; new wedge-type combustion chambers and smaller intake valves for better fuel economy; precision-molded crankshaft, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 6 qt.; Y-type single exhaust.

**Optional 235-hp Thunderbird 352 V-8** (available with all transmissions)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 8.9 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, new automatic choke; higher-efficiency centrifugal-vacuum spark control; aluminized valves with hydraulic lifters and alternate intake-exhaust valve placement for longest life; precision-molded crankshaft with large journal overlap, copper-lead main (five) and con. rod bearings; rotor oil pump; oil capacity, with filter change, 6 qt.; Y-type single exhaust.

**Engine Features:** For greater economy and longer life, all Ford engines have Short Stroke, low-friction design; Deep-Block construction; Free-Turning overhead intake and exhaust valves; new Super-Filter air cleaner with reusable element; new high-capacity in-line fuel filtering system and combination fuel and vacuum-booster pump for more constant windshield-wiper action; new Rotunda 2-phase Full-Flow disposable-type oil filter; new Thunderbird-type Cross-Flow cooling system with separate top reserve tank and 180° Positive-Action thermostat; 12-volt

electrical system; weatherproof ignition with new Static-Bon constant resistance wiring and air-cooled distributor points; triple-seal 18-mm. Turbo-Action spark plugs; 66-plate, 55 amp-hr battery; new full-wrap-rubber rear engine mount; new aluminized muffler with integral tail-pipe mounted at rear of frame. All V-8's electronically balanced while operating under their own power for extra smoothness.

**Clutch and Manual Transmissions: Standard Clutch** is of semi-centrifugal design with full-weighted levers for more positive engagement. Face diameter and total frictional area: 9½"—85.22 sq. in. with Six, 10½"—96.21 sq. in. with 292 V-8, 11"—113.1 sq. in. with 352 V-8. Suspended pedal linkage, with adjustable over-center assist spring, has new self-lubricating type plastic bushings for smoother, quieter operation. **Optional Heavy-Duty Clutch** of 11" diameter has pressure lube fitting for ball-bearing release bearing; needle-roller bearings in release lever fulcrum points; higher-capacity pressure plate springs; extra-thick facings with 123.7 sq. in. frictional area for extra-long life. Choice of ball-bearing or bronze-bushing type pilot bearing.

**Conventional Drive** has 3 forward speeds and 1 reverse, with shot-peened helical gears for high strength and quietness; forged bronze synchronizers. Tailored-to-engine ratios (to 1): **Six** (standard)—1st 3.09, 2nd 1.92, direct 1.00, rev. 3.67; (optional, with coarse-pitch gears)—1st 2.78, 2nd 1.61, direct 1.00, rev. 3.38; **292 V-8**—1st 2.78, 2nd 1.61, direct 1.00, rev. 3.38; **352 V-8**—1st 2.37, 2nd 1.51, direct 1.00, rev. 2.81. **Overdrive** (optional) is above 3-speed plus on automatic 4th gear that cuts in above 27 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator. Lock-out control on instrument panel. Tailored-to-engine ratios (to 1): **Six and 292 V-8**—1st 2.80, 2nd 1.69, direct 1.00, OD .70, rev. 3.80; **352 V-8**—1st 2.49, 2nd 1.59, direct 1.00, OD .72, rev. 3.15.

**Automatic Transmissions** (optional): Torque converter in combination with compound planetary gear set. Effective engine braking in "L" position. Water cooled. Selector lever on steering column, illuminated quadrant. **Fordomatic Drive** features simplified design with one clutch assembly, lightweight cast-aluminum construction, minimum servicing (each 24,000 miles). Two forward gear ratios, one reverse (to 1): low 1.75, direct 1.00, rev. 1.50; converter (stall) 2.6 with Six and 292 V-8, 2.5 with 352 V-8. In "D" range gives brisk, smooth starts in low. New, durable cellulose clutch plates for satin-smooth upshift. Selector sequence P-R-N-D-L. **Cruise-O-Matic Drive** for V-8's features two selective drive ranges: "D1" starting in low for all normal driving, "D2" starting in intermediate for more sure-footed driving on slippery surfaces. Three forward gear ratios, one reverse (to 1): low 2.40, intermediate 1.47, direct 1.00, rev. 2.00; converter (stall) 2.1. New 12" converter, increased stall speed and moderately higher axle ratio result in even greater responsiveness without compromising fuel economy. Selector sequence P-R-N-D2-D1-L.

**Rear Axle:** Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion. **Torque-Tailored Axle Ratios (to 1): Conventional Drive**—3.56 with all engines. **Overdrive**—3.89 with Six or 292 V-8, 3.56 with 352 V-8. **Fordomatic Drive**—3.56 with Six, 3.10 with 292 V-8, 2.91 with 352 V-8. **Cruise-O-Matic Drive**—3.10 with 292 V-8, 2.91 with 352 V-8. Optional Equa-Lock Differential Ratios (to 1): Same as standard above, except 3.10 with 352 V-8 and automatic transmissions.

**Wide-Contoured Frame:** Longer, wider box-section design with 5 cross members and deeper side rails having 25% higher strength and rigidity. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounting system.

**Front Suspension:** Swept-Back, Angle-Poised Ball-Joint type with longer coil springs and larger rubber bushings in lower arms for softer ride. Threaded, permanently lubricated bushings in upper arms. Front end has link-type, rubber-bushed ride stabilizer on V-8 models to control roll on turns. Internally mounted hydraulic double-acting shock absorbers. Heavy-duty suspension optional.

**Rear Suspension:** All-new, asymmetrical, variable-rate design with rear axle located well forward from center of springs for anti-dive and anti-squat control on braking and acceleration. Extra-long, gentle-rate, leaf-type springs with wide spring base provide a softer, more stable, levelized ride. Outboard mounted. Tension-type shackles. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers. Heavy-duty suspension optional.

**Steering:** Magic-Circle low-friction recirculating-ball type steering gear provides easy handling. Protective rear mounting. Anti-friction bearings throughout. Symmetrical linkage. Over-all steering ratio 27 to 1, with power steering 25 to 1. Lifeguard 3-spoke, deep-center black steering wheel with horn button. Turning diameter 40½ ft.

**Brakes:** All-new Truck-Size double-sealed, self-energizing hydraulic brakes have suspended pedal, dash-mounted master cylinder. Heavier, wider, grooved 11" diameter composite drums with wider riveted linings result in longer life, cooler operation and greater fade resistance. Lining area is 225.6 sq. in. Bonded linings with 248.4-sq. in. area optional. Foot-operated parking brake with new pull-out release on instrument panel. Optional Swift Sure power brakes have special low pedal and power reservoir tank.

**Tires:** 4-ply, black, tubeless with Tyrex cord. Safety-type rims. Size: 7.50 x 14 on 5" rims with Six and 5½" rims with 292 V-8; 8.00 x 14 on 5½" rims with 352 V-8.

**Dimensions:** 119" wheelbase on all models; wide treads, 61.0" front, 60.0" rear. Over-all length 213.7". Height (maximum with design load) 55.0". Over-all width 81.5".

**Prices:** All Power Assists, Optional Equipment and Accessories as well as some of the items illustrated or referred to in this folder are at extra cost. For the price of the model equipped as you desire, see your Ford Dealer.

Comparative information in this folder was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this folder was approved for printing. 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.



*The new Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit teams select samples from each shift at every assembly plant for an exhaustive search for any deviations from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.*



FORD DIVISION, *Ford Motor Company*