

Sale Name: Online Only - Estate Toys, Advertising, Jewelry

LOT 36 - Framed Field and Stream April 1961 Ford Falcon Pickup Advertisement

**Follow the fun
in a
Falcon Pickup**



Falcon's body lifts lightly on or off, provides sleeping room for two or more. Made expressly for the Falcon Ranchero, it takes vacation gear or business loads with equal ease.

New way to vacation...Great way to save!



**A BEAUTY FOR BUSINESS, TOO . . .
CAN DELIVER UP TO 30 MILES PER GALLON!**

Sends your hauling costs tumbling in every direction! Priced as much as \$2.21* below leading conventional pickups! Can deliver up to 30 mpg! Saves up to 15% on maintenance! Aluminum muffler lasts up to 3 times as long as ordinary types! See it now at your Ford Dealer!

Add a low-cost camper body to a Ford Falcon Ranchero and you're all set. Set to head for the hills—or the beach, lake or park—on a half-hour's notice. And it's more play, less pay all the way! No reservations to make, no schedule to keep, no tickets to buy, no motel bills to pay. Any questions? Your Ford Dealer has the answers—complete information on the many sport/camper bodies now available for Ford pickups . . . and on the Falcon Ranchero, America's sportiest and savingest pickup truck!

See dealer, Ford & Co. Inc., for details.
*Based on a comparison of base country manufacturer's suggested retail price and price.

FOR FULL INFORMATION ABOUT TRUCK AND CAMPER BODY MODELS . . . SEE YOUR FORD DEALER

FORD TRUCKS COST LESS

FORD & STREAM, APRIL 1961

33

Description

Frame measures 9 1/4 x 11 1/2 inches, page measures 11 x 8 1/2 inches

Quantity: 1



<https://www.bullockauctioneers.com/>