FALCON IS "NEW KING OF THE MOUNTAINS"*
IN TOUGHEST 2,500-MILE MONTE CARLO RALLYE

Special edition Falcon V-8 "Sprint" defeats the world's best in final 490-mile test section on icy Alpine cliff roads...then outperforms every sedan on famous Monaco circuit!

Falcon picked the world's roughest winter ordeal to reveal an astonishing new brand of total performance. Four days and three nights through an internecine of ice, snow, freezing fog, endless curves - 2,500 miles against an implacable time schedule, designed to try a car's reliability, road-holding and performance to the ultimate. Experts said a fast-time car couldn't hope to finish—and two thirds of the 276 competitors did drop out. But Falcon not only placed first and second in its class, it defeated every car, regardless of class, on the brutal Chambery-Monte Carlo final leg, set best time among all finishers in all of the six special test sections—and showed its heels to every sedan in the dramatic three-lap elimination on Monaco's famous round-the-houses course. You couldn't get better proof of total performance anywhere!

*You can read the dramatic report of the world's most rugged winter Rallye in Sports Illustrated's February 4 issue. And you can get the full story of this and Ford's other total performance accomplishments from your Ford Dealer.

FALCONS TOOK CURVES LIKE THESE—hundreds upon hundreds of them—and proved that road-holding is not a European monopoly. In fact, Sports Illustrated magazine called them "the new kings of the mountains" and quoted a London newspaper as declaring, "The Falcons are part of a power and performance plan that will shake up motoring in every country of the world."

DEEP SNOW on the Col de Turini special section didn't slow the "Sprints." And sure-footed Falcon also amused the Rallye experts by its traction on glare ice.

STORMING ALONG IN THE FRENCH DUSK, a Falcon plunges into the third night behind the special lights that let a Rallye driver see around curves, spot patches of ice, penetrate fog.

"LANCETS" is French for zigzags like these. It means "bootlaces", but to Rallye drivers it means an ultimate test of steering, stability, brakes and, above all, durability.

BEST OF ALL "TOURING" CATEGORY CARS in the three-lap Monaco circuit was the Falcon piloted by Swedish ice expert Bo Ljungfeldt. It was surpassed by only three cars, all of them two-seater sports cars in the Grand Touring category.

America's liveliest, most care-free cars! FORD

IF IT'S FORD-BUILT, IT'S BUILT FOR PERFORMANCE...TOTAL PERFORMANCE!