



THE NEW FALCONS  **TRIM, TAUT, TERRIFIC!**

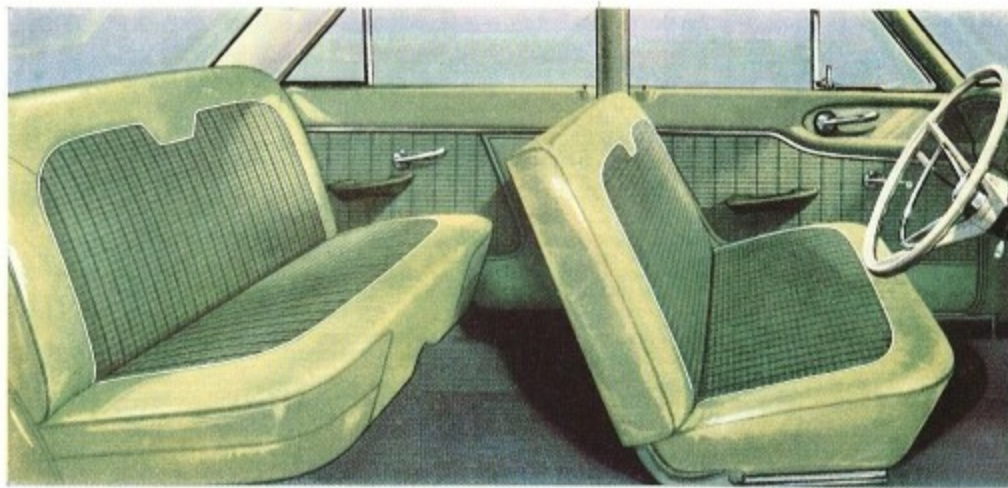
TRIM! TAUT! TERRIFIC!!!

MORE STYLE, MORE MUSCLES, MORE COMFORT, MORE SAVINGS — FROM THE CAR THAT'S SET A NEW STANDARD OF VALUE FOR THE AUSTRALIAN ROAD

It's the new Falcon, bright, new, road-loving personality . . . perfect mingling of spirit, style and luxury. Falcon's clean, crisp, low-swept new lines are Ford Thunderbird inspired. The long, flat, straight-line roof runs smoothly back to the dramatic new see-it-all rear window. Right through from the gleaming chrome of the bold new grille to new, larger than ever tail lights you see the fresh sweep of style-setting symmetry. Beneath this beauty, new strength has been added, deep-down where you need it most — making Falcon the biggest muscled car in its class. There are three sedan models including the fabulous new Futura. In each, a choice of two engines and two transmissions lets you select your own brand of power and performance. And Falcon is still the most economy-minded car of all, as easy to own as it is to like.

NEW INTERIORS!

Here is comfort, deep and wide, decked out in fresh, new, functional smartness. You have an upholstery choice of vinyl or combination of vinyl and woven fabric. There's a wide range of bright new colours and patterns. The chair-high seats with their soft but shape-keeping foam cushioning give more comfortable seating. More front and rear seat headroom, stretch-out legroom and ample hip and shoulder room allow uncramped relaxation for six big people.



YOUR CHOICE OF TWO TRANSMISSIONS:

FORDOMATIC DRIVE — take out the gear shift, throw away the clutch . . . and you're driving with the automatic ease of Fordomatic, most proven automatic drive in the world. Just press the accelerator and you move off in one smooth, unbroken stride of power. It's the simplest, most trouble-free and most economical-to-operate automatic transmission in the whole industry. Fordomatic is optional equipment at low extra cost.

CONVENTIONAL DRIVE — Falcon's standard 3-speed transmission is strengthened, has important refinements to add to its durability and efficiency, including new synchro-rings, modified cams and gear-tooth lead for positive and faster gear selection; veveloid teeth in intermediate gear to eliminate possibility of gear "jump-out". Modifications to clutch, too, mean smoother action.

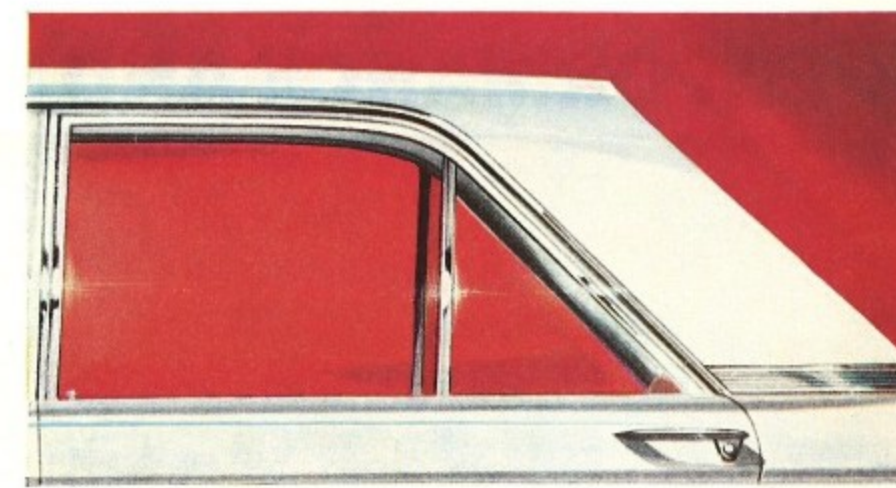


IN THE FUTURA . . . HIGH-STYLE LUXURY Plus BUCKET SEATS.

Everything about the Futura says "personal" — the front bucket seats, individually adjustable, are covered in rich, leather-like vinyl, contoured and cushioned for superb comfort . . . the foam padded dashboard . . . the elegant trim . . . the wall to wall carpeting. Another touch of distinction is the useful storage console smartly placed between the seats.

THUNDERBIRD INSPIRED STYLE

Falcon's new high-fashion styling is inspired by the fabulous Ford Thunderbird, *The World's Most Wanted Car!* Highlighting this trend-setting smartness is the long, flat custom-formed roof-line which gives Falcon the raciest look on the road.



FALCON DELUXE SEDAN. Stylish new beauty to take your heart by storm . . . to transport you to fresh motoring delights. And Falcon's as eager to get up and go as it looks . . . just as you yourself will be once you've taken the wheel.



TREND SETTING SILHOUETTE. Here's the new shape of success in motoring. Low, long, lovely. With its Thunderbird inspired slim-line roof, its crisp smart new looks all round, Falcon sets new standards in fashion leadership — goes even further ahead in style.



CAR ALIVE. Now Ford adds new swank to its ranks — the bustling new Futura. Every line inspires admiration — others' as well as your own. For Futura sets its own seal on status — quickly reflects your taste and judgement. Pamper yourself now — with the limited edition Futura.

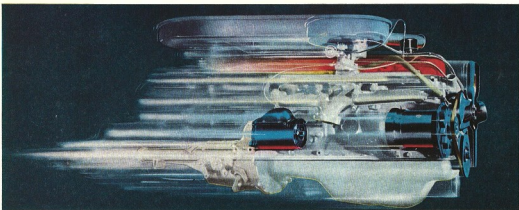


FALCON SEDAN. Down-to-earth-value never looked so good before. Right from bold new grille to distinctive rear, there's a flair to Falcon that no other can match. The grace of its clean, fresh lines is accentuated by the slim new Thunderbird roofline that distinguishes all the new Falcon Sedans.

PACE-SETTING

RECORD-BREAKING

PERFORMANCE AND ECONOMY!



YOUR CHOICE OF 2 ENGINES

Whichever transmission you choose, you can team it with either of Falcon's two great 6 cylinder engines. The most modern in the industry in design, each incorporates the latest refinements of the "over-square" principle resulting in longer engine life and more power from less petrol. The result: less wear on moving parts . . . more thrust for more power . . .



STANDARD 90 H.P. ENGINE

Standard equipment, this, of all engines available in Falcon's class, is the undisputed "economy champ".

And it has more horsepower, torque, cubic-

inch displacement and higher compression ratio than the engine of Falcon's main competitor.

OVER 30 M.P.G.

That's the staggering figure reached by Falcon's standard engine in the Mobilgas Economy Run over courses that provided a good cross-section of the average roads and highways of Australia. With Fordomatic

more efficiency and smoother operation. Another Falcon advantage is a full flow oil filter so efficient that you need an oil change only once every 6,000 miles. And exclusive to Falcon is electronic mass balancing of every engine while running under its own power at normal operating speeds and temperature prior to installation in the cars.



THE PURSUIT 170

Optional equipment at remarkably low cost, this bustling engine means "Go" with a capital "Gee". It's packaged lightning in its extra power output — cobra-quick in instant response. It gives figures like 0 to 50 in 10.2 seconds, 0-30 in 4.6 seconds. Yet its economy is only a

whisker behind that of Falcon's standard engine. Drive the result was 30.7. And Mobilgas proved the "Pursuit 170" shares this tiny thirst. They recorded figures of 34 m.p.g. and 29.5 m.p.g. in the Mobilgas "Pursuit 170" Performance Test, run under the same stringent conditions as the annual Economy Run.

A RIDE THAT'S SMOOTH, QUIET, STABLE . . .

TRY THE SMOOTHEST RIDING, QUIETEST AND LEVELLEST RIDE OF THEM ALL! There are many fine reasons for Falcon's markedly superior ride. First and foremost, Falcon gives you more rugged ball-joint front suspension. Beefed up and strengthened to give you a lifetime of dependable service, this great heavy-duty unit accounts for Falcon's luxurious yet extremely firm riding and handling qualities. Most of the road's roughness never gets past Falcon's big front coil springs. They level out the roughest bumps, so that you hardly know they're there. And Falcon's variable rate, self-leveling rear suspension, with 50" leaf-springs and full-length spring liners, combine with the front suspension for a beautifully balanced, road-hugging ride, quite unique in its field.



SINGLE UNIT CONSTRUCTION. Falcon's body is solid, tight and quiet for years to come. Single unit construction eliminates bulk and increases strength with less weight. Integrating frame and body into the one structure greatly reduces the source of squeaks and rattles. Try it . . . one mile of good rough road will quickly prove the solid beauty of Falcon.

THE NEW FALCON SPECIFICATIONS

FALCON DESIGN: All new welded, integral body and frame for quietness and high strength-weight ratio. Roof centre gives extra rigidity. Completely sealed and insulated. Rear-hinged hood with outside safety-type latch. Chromed one-piece front and rear bumpers. Corrosion-resistant heavily chromed grille. Bright-metal windshield and rear window mouldings (Deluxe). Cowd-type ventilation system. Clear-view safety glass throughout. Wide Angle windshield with forward-slanting pillars. Large, wide-opening doors, with assist-type door checks and bronze-bushed hinges. Double-grip safety door locks. Posture Control front seat, adjustable to 9 positions. Rear-mounted 11.7 gallon fuel tank with Centre-Fill fueling.

ENGINE: Standard 90 h.p. Overhead Valve Falcon Six — 144 cu. in. displacement; 3.50" bore x 3.50" stroke; 8.7:1 compression ratio; brake horsepower 90 at 4,200 r.p.m.; maximum torque 138 lbs. ft. at 2,000 r.p.m.

Optional "Pursuit 170" Six—170 cu. in. displacement; 3.50" bore x 2.94" stroke; 8.7:1 compression ratio; brake horsepower 101 at 4,000 r.p.m.; maximum torque 146 lbs. ft. at 2,400 r.p.m. Low-alloy unit-design carburetor, manual choke full-vacuum spark control, integral cylinder head and 6-port intake manifold; precision-moulded crankshaft with four precision main bearings; rotor-type oil pump; oil capacity 3 quarts, with filter change, 4 quarts.

FEATURES: For economy and long life, the Falcon Six has Short Stroke, low-friction design Wedge-type combustion chambers; Free-Turning overhead intake and exhaust valves; 9-ring aluminium-alloy pistons with full-chromed top ring; Super-Filter air cleaner with re-usable dry type element, vacuum-boosted type fuel pump for constant windshield wiper action; full-pressure lubrication system with Full-Flow disposable-type oil filter; 12-volt electrical system; weather-proof ignition 18-mm. Turbo-Action spark plugs; 54-plate, 40 amp-hr. battery, 3-point rubber-insulated engine mount; air annular muffler.

CLUTCH AND MANUAL TRANSMISSION: Single cushion disc, dry-plate clutch for smooth engagement; aluminium housing; permanently lubricated ball-bearing type throw-out bearing; suspended clutch pedal for easy action and no-drag hole in firewall. Face diameter 8 1/4 in. Total frictional area 68 x 90, 118. Conventional Drive has 3 forward speeds and 1 reverse. Shift-species 51-tooth helical gears for high strength and quietness with forged bronze synchronizers for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. Ratios (to 1): with 50 h.p. engine: 1st 3.29, 2nd 1.75, direct 1.00, reverse 4.48. With optional "Pursuit 170" engine: 1st 3.29, 2nd 1.81, direct 1.00, reverse 4.46.

FORDOMATIC DRIVE (optional): Features simplified design, lightweight cast aluminium housing construction, minimum servicing (each 15,000 miles for minor adjustment). Torque converter in combination with compound planetary gear set. Two forward gear ratios, one reverse (to 1): low 1.75, direct 1.00, reverse 1.50. "D" (Drive) range offers high, second and low. Effective engine braking in "L" (Low) position. Selector lever and quadrant on steering column, sequence L, D, N, R, P.

REAR AXLE: Semi-floating type with offset hypoid gears. Overhung drive pinion. Induction-hardened forged shafts with permanently lubricated, double-sealed ball-type bearings. Needle roller bearing universal joints. Axle ratio: 3.56:1 (with 90 h.p. engine) and 3.50:1 (with Pursuit 170 engine).

FRONT SUSPENSION: Angle-Posed Ball-Joint type with coil springs pivot-mounted and rubber-insulated shock arms. Built-in dive control. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff. Front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Tapered roller wheel bearings.

REAR SUSPENSION: Longitudinal, semi-elliptic leaf springs of a symmetrical design with rear axle located forward from centre of springs; air-actuated control on take-off. Provides soft-action, variable-rate with rubber bushed supports and compression-type shackles for soft, leveled ride. Full length liners between leaves — no lubrication required. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers.

STEERING: Magic-Circle low-friction recirculating-ball type steering provides easy handling. Anti-friction bearings throughout. Symmetrical linkage. Overall steering ratio 27:1. Safety type 17", 3-spoke deep centre steering wheel, white with horn ring — Falcon Deluxe. Black with centre horn button — Falcon. Turning diameter 38 ft.

BRAKES: Double-sealed, self-energising hydraulic brakes have suspended pedal and dash-mounted master cylinder. Composite drums, 9-in. diameter inverted liners for long life, cool operation and fade resistance. Lining area is 114.3 sq. in. Offset "T" handle parking brake at right of steering column applies rear brakes.

TYRES: Low-profile, black, tubeless: 6.00 x 13, 4 ply, on safety rims. Pressed steel ventilated disc wheels. Spare wheel and tyre in luggage compartment.

STANDARD EQUIPMENT: Two sun visors, Arm rests all doors (Deluxe Sedan). Two front arm rests (Falcon). Rear compartment coat hook. Two parallel-action, variable speed windshield wipers of the dual-range type. Inside rearview mirror. Dual horns (Deluxe model). Instrument panel with speedometer, odometer, fuel gauge, temperature gauge, oil and generator warning lights, high-beam and turn signal indicators in cluster, lighted control identifications, ash tray (second ash tray in back of front seat), glove box, dome light operated by headlight switch, also courtesy operated on Falcon Deluxe. Cigarette lighter (Falcon Deluxe). Pre-focused headlights, parking lights, tail-lights with stop-lights and amber turn indicator lights, number plate illumination light, grey textured rubber floor covering.

STANDARD EQUIPMENT (Futura): As for Deluxe Sedan, with these additions: Fully carpeted floor, padded instrument panel, padded sun visors, richly trimmed interiors with individually adjustable front bucket seats of deep cushion design, large between-the-seats console with ash tray, wheel trim discs and fender-top ornaments.

WEIGHT: Kerb weight, approximate — 2,436 lbs. Add the following for extra equipment: Radio 10 lbs., heater 28 lbs., Fordomatic Drive 12 lbs.

OPTIONAL EQUIPMENT: Falcon Deluxe or Falcon. Fordomatic Drive, Pursuit 170 engine, padded instrument panel, padded interior sun visors. Tyres: 6.50 x 13, 4 ply black or white walls. 6.00 x 13, 4 ply white walls.

OPTIONAL EQUIPMENT (Futura): Fordomatic Drive, Pursuit 170 engine. Tyres: 6.50 x 13, 4 ply black or white walls, 6.00 x 13, 4 ply white walls.

FALCON'S 4-WAY BETTER SERVICE: Your satisfaction as a Falcon owner is increased by the after-sale service of Ford Falcon Dealers. It has four big advantages to you . . . Falcon Dealers send their mechanics to specialised Ford Falcon factory service schools . . . have time-saving equipment just right for Falcon . . . follow Ford Falcon factory-approved servicing methods . . . use genuine Falcon parts. Wherever you go, it keeps your car in top condition at minimum cost.

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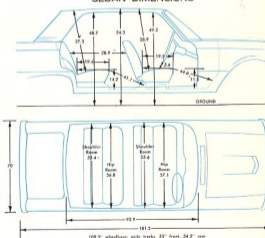


Australia's first car to provide a

"12/12" WARRANTY
(12,000 miles or 12 months)

Indicative of the inbuilt durability and quality in Falcon is the fact that Falcon was the first Australian car to provide a 12/12 Warranty. For 12,000 miles or 12 months whichever comes first, every Falcon is warranted against defects in materials or workmanship. This warranty covers both parts and labour. As a Falcon owner you remain responsible only for normal maintenance, and replacement of maintenance items.

SEDAN DIMENSIONS



Your friendly FORD Dealer:

HOUGHTONS MOTOR HOUSE LTD.