

Best year yet to go FORD!

FALCON





NEW FALCON

LOOKS GREAT! GOES GREAT! GREAT VALUE!

More style. more comfort. more durability. even more performance. and twice a year service savings... the most complete value ever offered by FORD!

Your money's worth has never come in bigger measure than with the new Falcon. The bold, rugged styling is new. From upholstery to instrument panel, interiors are more luxurious, and more comfortable than ever—yet longer-lasting and simple to maintain.

Engines, suspension and steering are refined to even further increase the enjoyment you get from behind the wheel. The Falcon is more substantial than ever, with more steel in its frame, huskier body, more solid, road-hugging strength. Routine servicing is down to a minimum—required only twice—a year or each 6,000 miles. Every detail of construction reflects the care and workmanship of Ford's Quality Program.

Furthermore, this Falcon is designed, engineered and manufactured *completely* in Australia—tested, toughened, and tested again to the ultimate limits of effort. It now offers you substantially more "car" than anything else near its price.

In all, there are 8 models from which to choose—3 Sedans, 3 Station Wagons and 2 Hardtops—whichever model you choose, examine it closely and then draw your own conclusions. We think you'll agree that it is indeed—*The Best Year Yet To Go FORD!*

WITH CERTIFIED
*Golden
Quality*

Best year yet to go FORD!



Above: Falcon Deluxe Sedan

FALCON DELUXE SEDAN LOOKS GREAT! GOES GREAT! GREAT VALUE!

This is the Falcon Deluxe Sedan—and there's a lot more to it than that which pleases your eye.

Beneath that bold new styling is concealed a rugged new body construction. "Torque-boxes"—massive chassis-type frames—are welded into the body structure and run the entire length underneath

the passenger compartment. These give the Falcon body exceptional strength and tightness.

Inside is the most luxurious and spacious interior ever produced in Falcon's class. New "Glove Grain" vinyls look smarter, last longer. The front seat is 2 inches wider for more comfort. New seat springing and deep, foam-cushioning provide the utmost for relaxation, yet provide firm support. The new Falcon instrument panel sweeps handsomely across the front, includes separate right and left turn-signal lights. All instruments are fully illuminated. The speedometer now reads to 120 m.p.h.

Refinements to suspension provide an even better ride. Revised valving to front and rear shock absorbers, and new spring rates mean

a marked improvement in handling and vehicle control, particularly on irregular surfaces.

Insulating and sound-proofing materials completely line the floor, engine wall, roof and the engine hood to let you travel in a remarkable degree of quietness.

The new position of the spare wheel in the boot allows a big family's quota of luggage to be carried—and still with the spare wheel accessible.

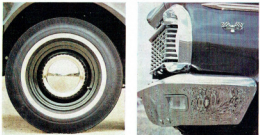
And, you'll like the spirit Falcon has to offer—a choice of three engines topped off by the rocketing "Super Pursuit 200" with 121 brakehorsepower. Each Falcon engine, incidentally, features a modified camshaft to make low-speed driving more responsive.



Falcon's new spare wheel position provides . . .



greater luggage space in the boot!



All wheels feature safety rims . . . strap-around bumpers give great protection.

New "Fordomatic 3S" 3-speed automatic transmission, optional at moderate extra cost, gives you more responsive automatic driving, too, and increased petrol economy.

Standard Feature Highlights:

- Self-adjusting brakes that never need adjusting for the life of the brake-linings
- Diamond Lustre[®] baked enamel for longer life and less care in keeping its gleaming aluminum shine
- Undercoating of all vital underbody parts
- Big 6.50-inch tyres
- Safety-type wheel rims
- White, safety-type steering wheel
- 6000-mile routine servicing and lubrications
- 3-speed electric windshield wipers
- Douse light in centre of roof
- Courtesy lights on front doors
- 96-horsepower engine
- Zone-toughened windshield
- Choice of 5 all-steel colour-keyed interiors
- Choice of 14 exterior colours, including 7 lustrous metallics.



Above: Falcon Deluxe Station Wagon in Silver Blue Metallic with Arctic White Roof



There are 77" of load length with the tailgate closed, 88" with it open.



Conversion of the second seat to flat cargo floor is simplicity itself.



The roll-down rear window is extra convenient—the tailgate is counterbalanced.

tailgate closed. Which means you can pile all sorts of things in a Falcon that mightn't fit in another wagon.

The tailgate is counter-balanced and features Falcon's wind-down rear window. You simply wind it down, and then lower the tailgate. For loading smaller items you don't even need to lower the tailgate—just pop them through the window opening.

Conversion from passenger seating to flat cargo floor is simplicity itself. Release a single catch on the driver's side . . . seven seconds to swing over the seat . . . and you have a full-length floor, perfectly level.

Special "Torque-box" chassis frames, extra steel and muscle in the body and suspension, provide extra strength—you can work a Falcon Wagon much the same as a light truck. It's built to take it.

Interiors are more attractive and durable than ever. All seats are foam-cushioned, luxuriously upholstered in "Glove-Grain" vinyls. The front seat is 2 inches wider for more comfort—particularly for the driver when there are three in the front seat.

An improved ride is the result of new spring rates and valving to front and rear shock absorbers. Added to this really smooth, more controlled ride, is the strategic placement of all of Falcon's insulating and sound-proofing materials for one of the quietest rides you've yet experienced.

Select from three engines: the top-economy 96-horsepower engine (standard), the lively and economical "Pursuit 170" engine, and the rocketing "Super Pursuit 200" engine. You also have the choice of

two transmissions: manual, and the new ultra-smooth and responsive "Fordomatic 35" 3-speed automatic transmission.

Power Tailgate Window: Available for moderate extra cost. Let us raise or lower the tailgate window by pressing a switch from the driver's seat, or by turning a key in the tailgate.

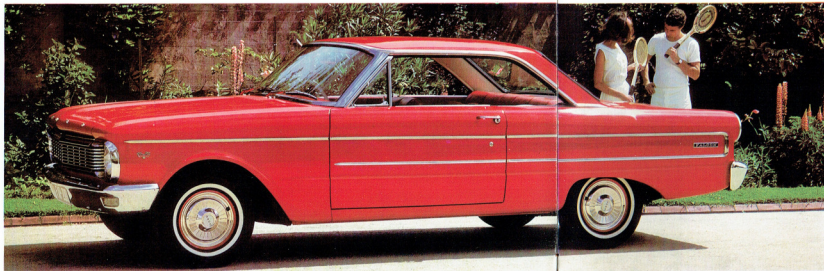
Standard Feature Highlights:

- Self-adjusting brakes that never need adjusting for the life of the brake-linings
- Undercoating of all vital underbody parts
- 60,000-mile routine servicing and lubrications
- Safety-type wheel rims
- White, safety-type steering wheel
- 2-speed electric windshield wipers
- Zowz-toughened windshield
- Dome light in centre of roof
- Courtesy lights on front doors
- Protective rubber mat in the rear of the cargo area
- Big 6.50-inch tyres
- Choice of 14 exterior colours, including 7 lustrous metallics, in glossing "Diamond Lustre" baked enamel.
- 96-horsepower engine.

FALCON DELUXE STATION WAGON

Meet the handsomest, most rugged and versatile station wagon in Australia. It brings you new beauty outside—and inside. Engineering refinements provide more body strength and handling-ease, an even smoother ride, more value all-round.

There are 77 inches of sleeping length, 69 cubic feet of cargo space. And that's with the driver's seat in a driveable position and the



Top and extreme right: Falcon Deluxe 2-door Hardtop in Arctic White Above: Falcon Futura 2-door Hardtop in Satin Red

FALCON HARDTOPS

Step into the sleek world of the Falcon Hardtops. Exclusive. Racy. Dashing. That's where they start. Where you finish is out front—because they're the most forward-looking and refreshing form of motoring in Australia today, with a host of features for your personal enjoyment.

Bold, exclusive styling—obviously. A ride that's the plushiest in the 6-cylinder field, it's so smooth and quiet. Solid quality you can

feel on the road, see in the fine craftsmanship and meticulous finish.

On the road the Falcon Hardtop handles with the grace and agility of a true road machine. Steering is light and quick in its response. Special "Torque-box" chassis frames provide exceptional body tightness and rigidity. Falcon's "Pursuit 170" engine, standard equipment at no extra cost, stars with fast acceleration, effortless cruising speeds and real economy.

Inside are the most eye-appealing interiors ever provided by any car in this price range. Every colour, every fabric is designed with a decorator's care. For the ultimate in restful ride, seats provide deep, foam-cushioned comfort, and strategic placement of special insulating and sound-proofing materials provide exceptional quietness.

There's much more in Falcon Hardtop's list of value features. Sample the model that pleases you best: Deluxe or Futura. Both promise you a way of life no other car can hope to equal — and they're priced to make it easy for you to "go Hardtop" in '65!

Standard Feature Highlights (Deluxe Hardtop):

- All-new interior trim styles in luxurious "Glove Grain" vinyls, with all-forward rear section of front seat to allow easy access for rear seat passengers
- "Pursuit 170" engine □ "Floating" rear view mirror □ Interior "courtesy" light □ Dome light in centre of roof □ Self-adjusting brakes □ Twice-a-year routine servicing and lubrications □ Undercoating of all vital underbody parts
- Zone-toughened windshield □ White, safety-type steering wheel □ Safety-type wheel rims □ 2-speed electric windshield wipers □ Complete body insulation and sound-proofing □ Choice of 10 single-tone colours, including 6 lustrous



metallics □ Choice of 3 interior trim combinations in new "Glove Grain" vinyls.

Standard Feature Highlights (Futura Hardtop):

- Individually adjustable twin front seats with padded centre console □ New, twisted-loop, deep-pile carpeting □ All-new interior styling with new, leather-grained expanding vinyls □ Padded dashboard and sun visors □ White side-roll tyres □ High-fashion trim rings □ Distinctive side chrome styling □ "Futura" black letters at rear □ Choice of 10 single-tone colours, including 6 lustrous metallics □ 3 interior trim combinations in luxury expanding-type vinyl □ Plus all other items mentioned for Deluxe Hardtop above.

Optional Feature Highlights (Both Models):

- New, "Fordomatic 35" 3-speed automatic transmission □ "Super Pursuit 200" engine □ Radio □ New, 2-speed Heater/Demister □ Windshield Washers □ Tinted Windshield (handed, laminated type) □ Heavy-duty Alternator.

FALCON FUTURA SEDAN

Futura—Falcon's smart-stepping prestige leader—says "fine car" in any company for all its modest price.

Styling is distinctive. Special chrome side mouldings, "Futura" block letters at the rear, and high-fashion trim rings enhance the clean lines.

Appointments inside are truly luxurious. Fully carpeted floors put luxury underfoot. Individually adjustable twin front seats are deeply foam-padded, contoured for snug comfort, and upholstered in special leather-grained expanding-type vinyl. A convenient centre console provides handy room for personal items such as sunglasses, gloves, maps, cigarettes, etc. (Full interior story on page 15).

Like all Falcons, there's undercoating of all vital underbody parts to protect against rust and corrosion, sturdy sound-proofing to give you a beautifully hushed ride.

And performance? An even more responsive "Pursuit 170" engine is standard equipment. Refinements to suspension provide a smoother, more controlled ride. Self-adjusting brakes always provide maximum braking performance.

Standard Feature Highlights:

- "Pursuit 170" engine Fully-padded dashboard and sun visors
- Carpets Courtesy door lights Dome light in centre of roof
- 6.50-inch white wall tyres Twice-a-year routine servicing and lubrications
- Safety-type wheel rims White, safety-type steering wheel
- 2-speed electric windshield wipers Choice of 10 exterior single-tone colours, including 6 lustrous metallics, in "Diamond Lustre" baked enamel.

SQUIRE STATION WAGON

Step up to the Aristocrat of the entire station wagon world—the new Falcon Squire. It brings you Australia's most distinctive station wagon styling, the utmost in wagon luxury inside, and sparkling performance.

The roomy interiors feature a host of new refinements and attractive fabrics. Seats are wider, give deep foam-cushioned comfort. New, twisted-pile carpeting stretches from the front right through to the tailgate. Dashboard and sun visors are foam-padded. And, as standard equipment, Squire offers you an electric tailgate window—you can raise or lower the window by pressing a switch from the driver's seat, or by turning a key in the tailgate.

Inside dimensions are long and wide for real wagon convenience. Select from 2 engines—the "Pursuit 170" (standard equipment), and the "Super Pursuit 200" . . . 2 transmissions—manual, and new "Fordomatic 3S" 3-speed automatic transmission.

Standard Feature Highlights:

- "Pursuit 170" engine Manual transmission Power-operated tailgate window
- Carpets Fully-padded dashboard and sun visors
- Door-operated courtesy lights Dome light in centre of roof
- White wall tyres High-fashion trim rings
- Self-adjusting brakes White, safety-type steering wheel
- Safety-type wheel rims 2-speed electric windshield wipers
- Fully-insulated and sound-proofed interior Choice of 3 exterior colours in "Diamond Lustre" baked enamel.



Above: Falcon Futura Sedan in Sunlit Beige Metallic

Below: Falcon Squire Station Wagon in Arctic White



FALCON

SEDAN & STATION WAGON

The Falcon Standard Sedans and Station Wagons offer all of Falcon's new style, ride and engineering features . . . at the lowest price in their class.

You'll find lots of wonderful things to increase your motoring enjoyment, and please your sense of value.

As in every Falcon, strategic insulation and sound-proofing helps make the ride quiet and free from vibration. You'll like the more responsive performance from the standard 96-horsepower engine. The 6000-mile, or twice-a-year, routine servicing and lubrication periods. The deep, foam-cushioned seats. Long-lasting, easy-to-take-care-of "Ripple Weave" vinyl upholstery. The increased luggage capacity with the new, upright positioning of the spare wheel (sedan), and the roll-down rear window (wagon).

Depending on whether you like to drive yourself, or let your Falcon do almost all of it for you, you can couple either manual or Fordomatic 2-speed automatic transmission to the engine of your choice.

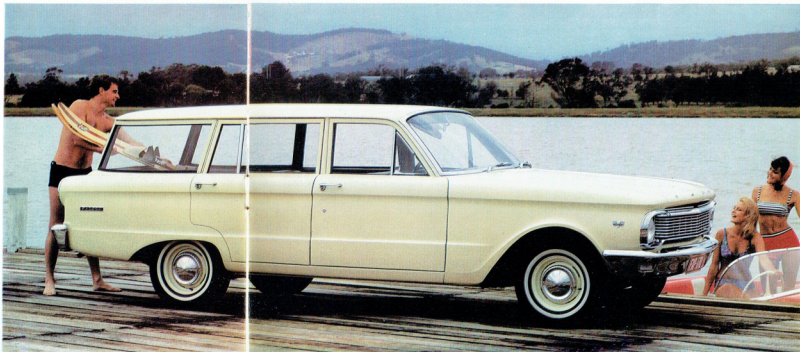
Big 6.50-inch tyres . . . wrap-around deep-section front bumper . . . "Torque-box" chassis frame . . . your choice of 7 "Diamond Lustre" single-tone colours, plus 3 interior colour combinations . . . these, and many other items, add to your motoring investment. But, for the complete Falcon story, you should take a test-drive at your Ford Dealer's. It's the only real way for you to know *first-hand* how much more you stand to gain.

Standard Feature Highlights:

- Self-adjusting brakes that never need adjusting for the life of the brake-linings
- "Diamond Lustre" baked enamel for longer life, and less care in keeping its showroom shine
- Undercoating of all vital underbody parts, to protect against rust and corrosion
- Insulation and sound-proofing under the engine hood, and lining the interior, for exceptional quietness
- Dome light in centre of roof
- Safety-type wheel rims
- Safety-type steering wheel
- Safety glass
- Zero-tonguehood windshield
- 2-speed electric windshield wipers
- Improved performance 96-horsepower engine
- New, longer-lasting seat construction
- New designed muffler for more efficient engine performance and lower exhaust noise
- Roll-down rear window (Wagon)
- Protective rubber mat in cargo area (Wagon)
- Choice of 7 exterior colours
- Choice of single-tone and two-tone interior trims.



Above: Falcon Sedan in Powder Blue



Below: Falcon Station Wagon in Yellow Haze



FALCON

COMFORT & DRIVING EASE

Falcon's interiors are all-new. They're a beautiful combination of luxury and quality. Every appointment has been planned for your convenience and comfort.

The front seat is 2' wider for spacious comfort—even with 3 abreast—and now travels 1" further back to allow more leg room. Also, when the front seat is moved forward for a shorter person, it automatically moves higher to give a better view.

Thick layers of foam and wool cushioning provide deep-down luxury. New springing in the seat construction prevents seat "sag", and has a longer life.

All upholstery and tailoring are equal to far more expensive cars—and more durable and easy to maintain. There's an almost endless range of colours and patterns to suit your taste and match your exterior colour choice. Interior paint is low-gloss to reduce inside reflections. A new, smarter instrument panel sweeps handsomely across the front. The steering wheel is of the deep-centre, safety-type design, and is 16" in diameter to allow plenty of leg room, and to let you slip easily into and out of the seat. Separate right and left turn-signal lights complement a full range of instruments, all fully-illuminated and individually marked for easy reading. The speedometer now reads to 120 mph.

Travel is remarkably quiet. Insulating and sound-proofing materials completely surround the passenger compartment, even line the engine hood, to absorb noise before it enters the interior. Undercoating also deadens road noise, as well as protects against rust and corrosion.

In Deluxe Sedans and Station Wagons you have a choice of Falcon's "Fashion-Pak" consisting of "Majestic Cord" woven fabric seat inserts, carpeting and rear-door armrests; or carpeting; or the "Majestic Cord" fabric inserts. Falcon's "Majestic Cord" woven fabric inserts are treated with "SCOTCHGARD"—a patented water-and-oil-stain repellent—for long life and easy cleaning. The carpet is new, luxury twisted-loop pile, extremely durable and easy to care for.

Deluxe Interiors: *Deluxe Sedan interior, shown top left in Light Turquoise with "Fashion-Pak". Choice of 16 single-tone and two-tone interiors in vinyl or fabric and vinyl, (Sedans and Wagons); 5 single-tone and two-tone all-vinyl interiors (Hardtop).*

Futura Interiors: *Futura Sedan shown bottom left, upholstered in Palentino expanding vinyl. Also available: Red single-tone and Blue two-tone expanding vinyl trim. Carpeting, fully-padded instrument panel and sun visors, and a convenient centre console are standard equipment.*

Squire Interior: *Shown left in Red. Chosen from 4 luxury interiors . . . 2 of which are in single-tone all-vinyl . . . and 2 in "Majestic Cord" woven fabric combined with vinyl. Carpeting, fully-padded instrument panel and sun visors are standard equipment.*



Sound-proofing completely lines the engine hood.



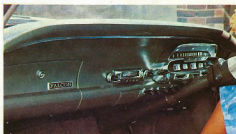
Interiors are completely insulated and sound-proofed.



All seats are deeply foam-padded.

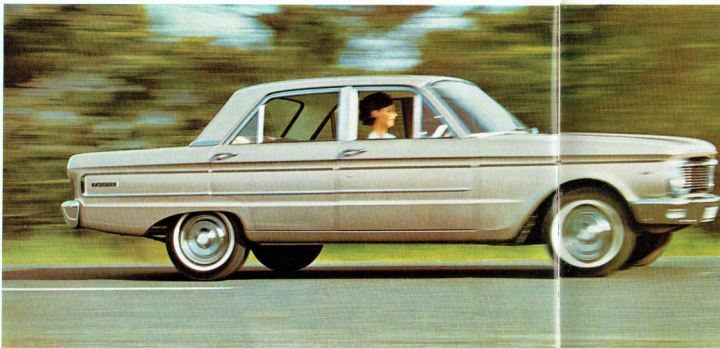


Undercoating protects all vital underbody parts.



A new instrument panel sweeps handsomely across the front.





FALCON TOTAL PERFORMANCE

The total performance of the new Falcon is something you can actually feel and appreciate. It is a benefit which shows up in the way the new Falcon clings to the road . . . brakes smoothly and quickly at your command . . . steers effortlessly with precision . . . delivers your power immediately . . . handles the roughest going with ease . . . and gives you unequalled economy.

Stronger . . . smoother . . . steadier! Several reasons contribute to Falcon's extra strength, solidity and riding smoothness. It has more steel in its body. Massive chassis-type frames welded into the body structure—known as "Torque-boxes"—run the entire length of the body under the passenger compartment. The suspension

system, including shock absorbers, has been refined, and made more rugged. Another important benefit you'll appreciate is Falcon's stance, or grip, on the road. In its field, Falcon gives you the best combination of long wheel-base, wide track and low centre of gravity.

Proven engines! Falcon's power comes from the most thoroughly proven 6-cylinder engines in Australia. You have a choice of three . . . the 96-horsepower with its great petrol economy . . . the lively "Pursuit 170" which also gives excellent economy . . . and the hottest of them all—the "Super Pursuit 200."

Each engine is electronically balanced to give smooth and quiet operation . . . and, in the factory, every engine is run for quality-testing before it is installed in a new Falcon.

Ease of control! Falcon's ease of control is the overall result of many Ford technical advances: the effortless steering which gives mile after mile of fatigue-free driving . . . the big fast-stopping brakes

which require only light pedal pressure . . . the all-round road vision . . . the balance of the whole car—and, of course, the flexibility and responsiveness of Falcon's engines.

Built for savings! The new Falcon requires routine maintenance and servicing by your Ford Dealer *only twice a year* or once every 6000 miles . . . brakes are self-adjusting . . . oil changes are only required each 6000 miles. Remember also—your new Falcon comes to you protected against rust and corrosion with a complete underbody dip, and undercoating of all vital underbody parts. If spare parts are needed, they're low-priced, and readily available . . . service is fast, and low in cost, through specially-trained mechanics at all Ford Dealerships.

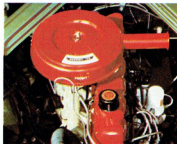
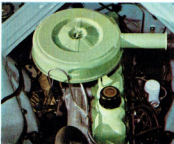
World's most famous Automatic Transmission! Fordomatic's reputation for smoothness, flexibility and complete

freedom from trouble is famous the world over . . . unequalled by any other automatic system.

Today, Fordomatic's driving-ease, flexibility and economy has been taken even further. New "Fordomatic 3S" 3-speed automatic transmission adds an *even greater* responsiveness and power application to its smooth performance—and returns more miles to the gallon. It is available, and specially designed to team perfectly, with Falcon's "Pursuit 170" and "Super Pursuit 200" engines . . . gives you a triggered "kick-down" gear for split-second response and passing . . . may be "locked" into second gear for heavy hauling . . . and never needs servicing. The selector dial is illuminated for easy reading at night.

(*Fordomatic 3S" 3-speed automatic transmission is optional on Deluxe Sedan, Deluxe Station Wagon, Deluxe Hardtop, Futura Sedan and Hardtop, and Squire Station Wagon. Fordomatic 2-speed is optional on Standard Sedan and Station Wagon.)

All Falcon engines are overhead-valve, "over-square" design for smoothness and economy.



Massive "Torque-boxes" are built into every Falcon.



Every Falcon engine is pre-tested before installation.



World-famous Fordomatic Drive is moderate extra cost.

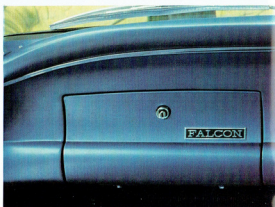




Showroom shine that stays that way.

The new Falcons come with the toughest, most chip-resistant, most corrosion-resistant, paint finish ever developed by Ford. It's named "Diamond Lustre" because—like a diamond—it's beautiful to look at, outstandingly durable, and needs next-to-no-care. In fact, Falcon's "Diamond Lustre" paint needs only washing to retain its brilliance, plus a light polish twice a year.

For the technically-minded: Falcon's "Diamond Lustre" Baked Enamel is many skins deep. Under the coats of super enamel are no less than four stages of preparation, including a zinc-rich primer. These processes ensure perfect paint adhesion, and provide complete protection against rust for the body, interiors of doors, rocker panels and underpanels.

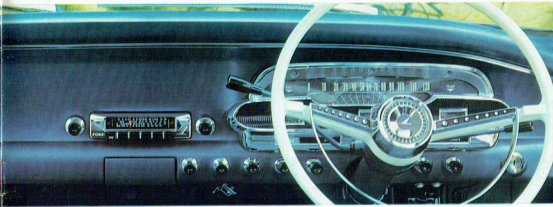


POPULAR OPTIONS AND ACCESSORIES

Falcon's list of options and accessories allows you to personalise your new Falcon . . . and your Ford Dealer can deliver your new Falcon with whatever options and accessories you may like to order.

Padded Instrument Panel (Shown above). Luxuriously foam-padded and covered with vinyl, colour-keyed to blend with upholstery fabrics. **Padded Sun Visors** (not shown) combine with Padded Instrument Panel. Moderately priced. Standard equipment in Futura and Squire models.

Heater/Demister (3 control knobs shown right of ashtray in photograph above). All-new, 2-speed heater/demister—with fan. Fast warm-up. Quiet operation. Accurate temperature control. Moderately priced.



Back-up Lights. Throw strong white beam for greater night-time reversing convenience. Low priced.

Fashion-Pak (shown on page 14). Makes your Falcon really luxurious. Consists of deep, twisted-loop pile wall-to-wall carpeting. "Majestic Cord" woven-fabric seat-inserts, armrests on rear doors. Moderately priced.

Carpeting. Available as a separate item. Standard equipment in Futura and Squire models.

"Majestic Cord" Upholstery. Available as a separate item.

Power-operated Tiltage Window (Station Wagon). Electrically-operated. Makes raising or lowering the tiltage window so simple. Operated by pressing a switch on the instrument panel, or turning a

key in the tailgate. Standard equipment in Squire's Station Wagon. New "Fordomatic 3S" 3-speed automatic transmission. Available with "Pursuit 170" and "Super Pursuit 200" engines on Deluxe Sedan, Deluxe Station Wagon, Deluxe Hardtop, Futura Sedan, Futura Hardtop, and Squire Station Wagon models.

Fordomatic 2-speed automatic transmission. Available with "Pursuit 170" engine on Standard Sedan and Station Wagons only.

PLUS ☐ Exterior Sun Visor ☐ Weather Shield (for right or left side) ☐ Exterior Rear Vision Mirrors in many styles ☐ Clear Plastic Seat Covers ☐ Venetian Shades (for both Sedans and Station Wagons) ☐ Roof Racks (Sedans and Station Wagons) ☐ Chrome Rocker Panel Fashion Kit ☐ Chrome locking fuel tank cap.

LIST OF FACTORY-INSTALLED OPTIONS

Option	Model Availability							
	Standard Sedan	Deluxe Sedan	Futura Sedan	Standard Wagon	Deluxe Station Wagon	Deluxe Hardtop	Futura Hardtop	Squire Hardtop
"Pursuit 170" engine Manual	R	R	X	R	R	X	X	X
"Pursuit 170" engine Auto	R	R	R	R	R	R	R	R
"Super Pursuit 200" Auto	NO	R	R	NO	R	R	R	R
Two-tone Paint	NO	NO	NO	NO	NO	NO	NO	NO
"Fashion-Pak"	NO	R	NO	NO	NO	NO	NO	NO
Carpeting	NO	R	X	NO	R	X	R	X
"Majestic Cord" fabric	NO	R	NO	NO	R	NO	NO	NO
Tinted Windshield	R	R	R	R	R	R	R	R
Heavy-duty Alternator	R	R	R	R	R	R	R	R
Padded Instrument Panel and Sun Visors	R	R	X	R	R	X	R	X
White-wall Tyres	R	R	X	R	R	X	R	X
6-ply Black-wall Tyres	NO	NO	NO	R	R	NO	NO	NO
Back-up Lights	R	R	R	R	R	R	R	R
Heavy-duty Battery	R	R	R	R	R	R	R	R
Electric Tailgate	NO	NO	NO	R	R	X	NO	NO

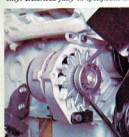
Code for chart above. "X" means fitted as standard equipment. "R" means optional for no additional cost. "NO" means optional at extra cost. "NO" means option not offered on the particular model.



"Pursuit 170" Engine — extra-low performance with excellent economy. Described fully in specifications.



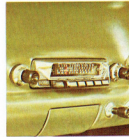
"Super Pursuit 200" — hottest performer of all — available only with Fordomatic 3S auto. transmission.



Heavy-duty Alternator — provides higher charging rate at side speeds, adds to the life of the battery.



Trim Rings — either full-cover type as above, or other styles, and universal tyres.



Push-button Radio — all-transistor, long range. Speaker mounted in top centre of instrument panel.



Deluxe Seat Belts — 3 styles: Lap, Lap and Diagonal Sash, or Sash. All to ASES Standard.



Laminated Windshield — with graduated tint for reduced daytime glare without reduced night vision.



Windshield Washers — Deluxe, foot-operated type for your convenience. Clean both sides of windshield.



EAL OF SPECIFICATIONS

FALCON DESIGN: All new welded, integral body and frame for maximum high strength weight ratio. Roof cross brace at centre gives extra rigidity. Completely sealed and insulated. Rear-hinged counter-balance hood with outside safety-type latch. Chopped one-piece front and rear bumpers. Corrosion-resistant heavily corrosion steel grille. Bright-metal windshield and rear window mouldings. Cool-type ventilation system. Clear-vision safety glass throughout. Wide Angle windshield wiper 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 11 positions, total of 5½ inches. Rear-mounted 11½ gallon fuel tank with Centre-Fill fuelling (Sedan).

ENGINE: Standard 96 h.p. Overhead Valve Falcon SX — 184 cu. in. displacement; 3,500 rev. to 2,500 stroke, 0.7:1 compression ratio; brake horsepower 96 at 4,200 r.p.m.; maximum torque 138 lbs. ft. at 2,600 r.p.m. **Optional Pursuit 170*** (Standard engine on Futura and Squire) — 170 cu. in. displacement; 3,500 bore x 2.94" stroke; 8.7:1 compression ratio; brake horsepower 111 at 4,400 r.p.m.; maximum torque 156 lbs. ft. at 2,600 r.p.m. Low-alloy/steel unit-design carburettor, manual choke; full-vacuum spark control; integral cylinder head and 6-port intake manifold; precision-moulded crankshaft with four precision main bearings; roller-type oil pump; oil capacity 3 quarts; with filter change, 4 quarts.

Optional "Super Pursuit" Engine — 200 cu. in. displacement; 3.68" bore x 3.120" stroke; 8.7:1 compression ratio; brake horsepower 121 at 4,400 r.p.m.; maximum torque 185 lbs. ft. at 2,400 r.p.m. Hydraulic valve lifters, automatic choke. **SPECIAL DRIVEN AXLE** — 144" engine available special orders only — compression ratio 7.5:1; brake horsepower 80 at 4,200 r.p.m.; max. torque 127 lbs. ft. at 2,000 r.p.m.

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; 3-ring aluminium-alloy pistons with full-chromed top ring; Super-Fitler air cleaner with re-usable dry-type element; fuel pump with integral 36,000 miles filter; half-pressure lubrication system with Full-Flow disposable-type oil filter; pressurized cooling system with Positive-Action thermostat; 12-volt electrical system; weather-proof ignition; 18-mm. Turbo-Action spark plug; 54-plate, 40 amp-hr. battery; positive engagement starter; 3-point rubber-insulated engine mounting; corrosion-protected muffler. Engine is electronically mass-balanced while operating under its own power for optimum smoothness, before installation in vehicle.

CLUTCH AND MANUAL TRANSMISSION: Single cushion disc, dry-plate clutch for smooth engagement; aluminium housing; adjustable fingers; permanently lubricated ball-bearing type throw-out bearing; reinforced suspended clutch pedal for easy action and no drag; hole in firewall. Face diameter 8½ in. Total frictional area 68.1 sq. in. **Reversal Drive** has 3 forward speeds and 1 reverse. Shift-peener, fine-tipped helical gears for high strength and quietness, with forged bronze synchronizers for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with cover on steering column. Ratios (to 1): 1st 3.26, 2nd 1.83, direct 1.00, reverse 4.46.

FORDMATIC DRIVE (optional): Features simplified design, lightweight cast aluminium gears construction. Torque converter in combination with compound planetary gear set. **Fordomatic 2-Speed** — Two forward gear ratios, one reverse (to 1): low 1.75, direct 1.50, reverse 1.50. "D" (Drive) range gives brisk, smooth starts in low. Effective engine braking in "L" (Low) position. Selector lever and quadrant on steering column, sequence L, D, N, R, P. **Fordomatic 3S 3-Speed** — Three forward gear ratios, one reverse (to 1): low 2.39, intermediate

1.45, direct 1.00, reverse 2.09. "D" (Drive) gives fast, smooth starts in low. Effective engine braking in "L" (Low) position. Transmission may be "locked" in intermediate gear for extreme driving conditions and heavy towing. Selector lever and illuminated quadrant on steering column, sequence L, D, N, R, P.

REAR AXLE: Semi-floating type with offset hypoid gears. Overhiving drive pinion. Induction-hardened forged shafts with permanently lubricated, double-sealed ball-type bearings. Needle roller bearing universal joints. Axle ratio: 3.25:1 standard on "144" and "Pursuit 170" engines; 3.25:1 optional on "Pursuit 170" only, standard on "Super Pursuit 200".

FRONT SUSPENSION: Axle-Poised Ball-joint type with new rate coil springs pivot-mounted and rubber-insulated lower arms. Built-in anti-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-elliptical leaf springs of a symmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Provides soft-oscillation, variable-rate with rubber bushed supports and compression-type shackles for soft, leveled ride. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers with improved valving.

STEERING: Magic-Circle Low-friction recirculating ball-type steering provides easy handling. Anti-friction bearings throughout. Symmetrical linkage. Overall steering ratio 27:1. Safety tie rod, 2-spoke deep centre steering wheel, white with horn ring — Falcon Deluxe, Futura and Squire. Black with centre horn button — Falcon. Turning diameter 38 ft.

BRAKES: Self-adjusting, double-sealed, self-energising hydraulic brakes have suspended pedal and dash-mounted master cylinder. Composite drums, 9-in. diameter. Riveted linings, for long life, cool operation and fade resistance. Lining area is 114.3 sq. in. (Sedans), 133 sq. in. (Wagons). Offset "T" handle parking brake at right of steering column applies rear brakes.

TWICE-A-YEAR MAINTENANCE: Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles between major chassis lubrications. Other Falcon service-savings include: 36,000 mile filter, self-adjusting brakes, rust and corrosion-resistant fully galvanneal muffler; undercoating on all vital underbody parts, lubed-for-life steering linkage. Falcon needs so little service it's good sense to see that it gets the best — at your Ford Dealer's.

FORD 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.

TYRES: Black, tubelless, on safety rims, 6.50 x 13, 4 ply, Sedans and Wagons. Pressed steel ventilated disc wheels. Spare wheel and tyre in well behind left-hand wheel arch in luggage compartment. Sedan; in well under floor of Station Wagon.

STANDARD EQUIPMENT (Sedans and Wagons): Two sun visors. Arm rests on front doors. Rear compartment coat hooks. Two parallel-action, electrically operated windshield wipers of the 2-speed type. Inside rear-view mirror. Instrument panel with 120 m.p.h. speedometer, odometer, fuel gauge, temperature gauge, oil and general warning lights, high-beam and separate "Right" and "Left" 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). Sealed-beam, pre-focused headlights, wrap-around parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, color-keyed rubber floor covering. Rubber floor mat for load compartment.

STANDARD EQUIPMENT (Futura): As for Deluxe Sedan, with these additions: "Pursuit 170" engine, 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, rear door armrests incorporating ash tray, wheel trim discs, dual horn, 6.50 x 13, 4 ply, white wall tyres.

STANDARD EQUIPMENT (Squire): As for Deluxe Station Wagon, with these additions: "Pursuit 170" engine, power-operated rear window, fully carpeted floor (including load area), padded instrument panel, padded sun visors, rear door armrests, wheel trim discs, simulated wooden exterior panelling, dual horn, 6.50 x 13, 4 ply, white wall tyres.

WEIGHT: Kerb weight, approximate — 2,590 lbs. Sedans, 2,827 lbs. Wagons, 2,989 lbs. Hardtops. Add the following for extra equipment: Carpeted 7 lbs., heater 17 lbs., Fordomatic 3S Drive 95 lbs. approx.

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 Falcons . . . 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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