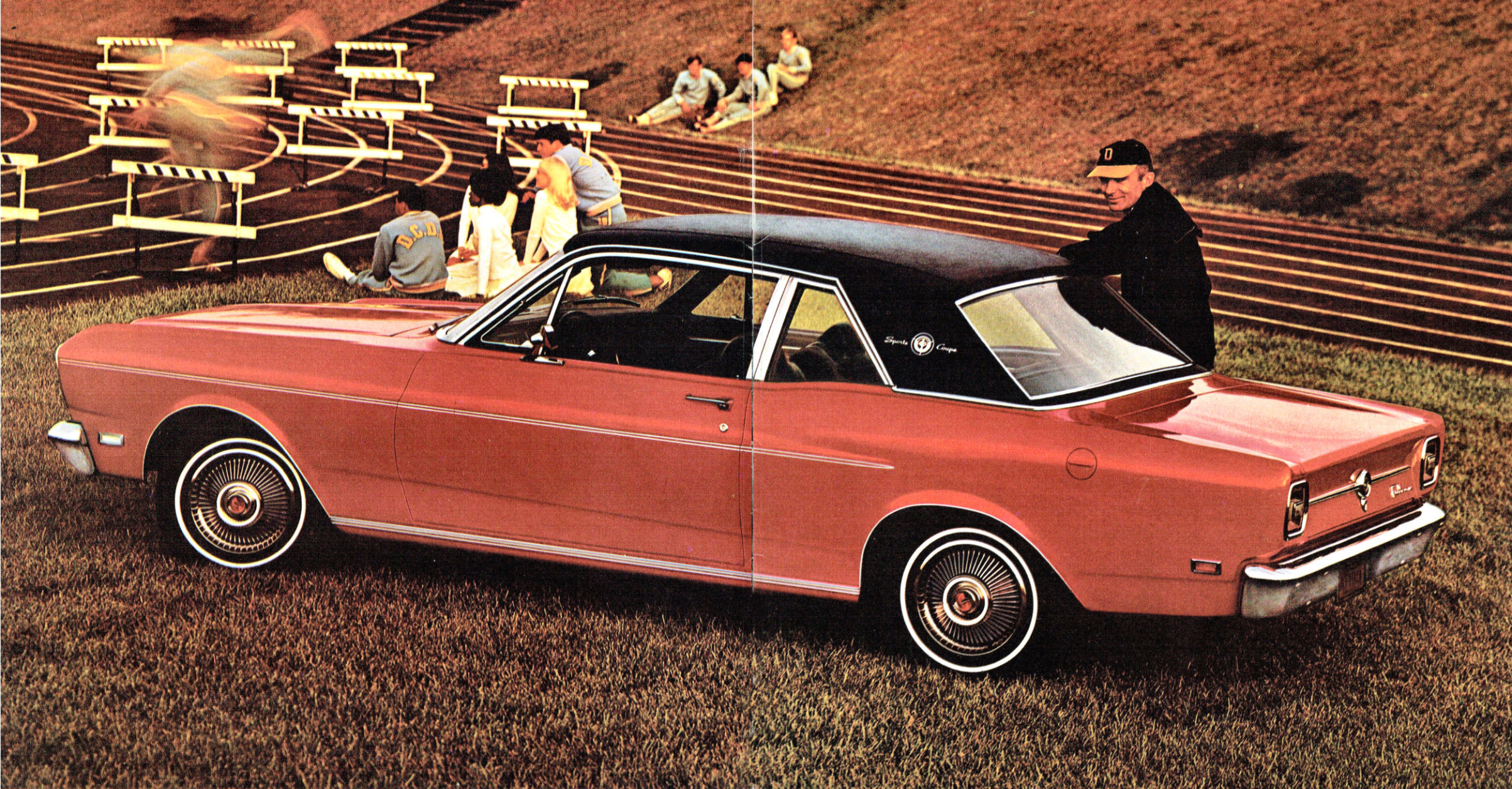


FALCON

'69

Sports  Coupe





'69 Falcon, 7 beautiful ways
to beat the high cost of buying

The smartest thing in compacts. That's Falcon for 1969. Seven new models—including four fancy Futuras and two big wagons—offer you the handsomest car values of the year. Full of better ideas like racy good looks, big car roominess (more room than any other compact), easy chair comfort, solid car ride. All the things you'd expect to find in a car costing much more. Yet Falcon is one of the lowest priced of all compacts. You save when you buy . . .

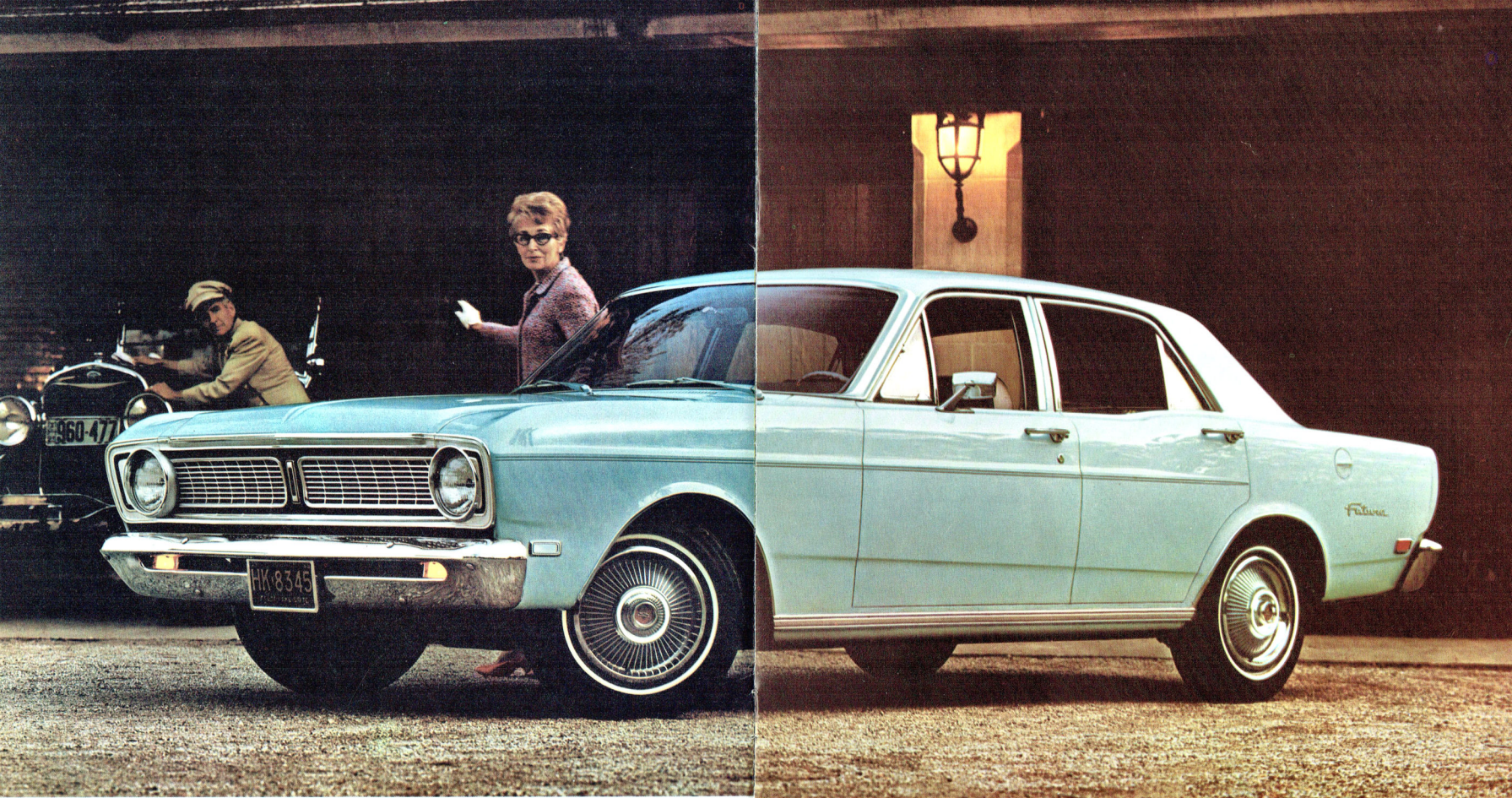
and you save as you go. Falcon costs less to run, thanks to its famous fuel economy. And less to maintain. Falcon is built strong and rugged—to assure maximum performance with minimum upkeep. In many states, Falcon even costs less to insure. No wonder Falcon is America's all-time economy champ . . . and all-time compact favorite. Take the inside track to big savings. Get Falcon '69. It's such a beautiful way to fight inflation.

Futura Sports Coupe...Makes the going fun

Star of the Falcon team. With pacesetting features—bright new moldings, full wheel covers, cockpit-styled bucket seats, deluxe all-vinyl trim, and deep loop-pile carpeting—that set the Futura Sports Coupe apart as a winner. Optional vinyl roof, dual accent stripe and deluxe wheel covers make it even sportier looking.

Inside there's full stretch-out room for five adults. And 12.2 cu. ft. of storage space

in the trunk. A spirited 200-cu. in. Six gives it plenty of go. More exhilarating yet is the optional 302-cu. in. V-8. Either engine goes great with the optional SelectShift Cruise-O-Matic transmission that you can shift automatically or manually. Other low-cost options—like power steering and power front disc brakes—let you add even more zest to driving. Isn't this the fun-Falcon you've been waiting for?



Futura 4-door Sedan
Big car idea... Small car price

Big car ride and comfort. At one of the lowest price tags of any car. That's what makes the Futura 4-Door Sedan the ideal first car, the perfect second car. And even as a second car, it comes with every one of Futura's first car ideas intact.

Ideas like big car ride. So smooth and quiet. Soft without being mushy. But han-

dling is definitely compact. Precise and easy. Makes parking woman's play. Takes the effort out of shopping, visiting, toting kids around town.

Futura's just as great on the highway. The rousing 200-cu. in. Six gives you big power for quick passing and turnpike cruising. On regular gas, too.

Big car spaciousness provides generous seating for six adults. Plus 12.2 cu. ft. of trunk space for a vacation-load of luggage . . . or a shopping spree's worth of bargains. Big car lavishness is evident throughout the plush interior. Rich cloth and vinyl trim, comfortable foam-padded full-width seats, carpeting are standard.

A deluxe all-vinyl interior is optional.

You can choose even more big car comfort and convenience ideas from a wide array of Falcon options. Power steering, SelectAire Conditioner, 302-cu. in. V-8, AM radio, many others. See this small-priced Falcon with big car ideas at your Ford Dealer's.



Futura Club Coupe, Futura Wagon

Thrifty come, thrifty go

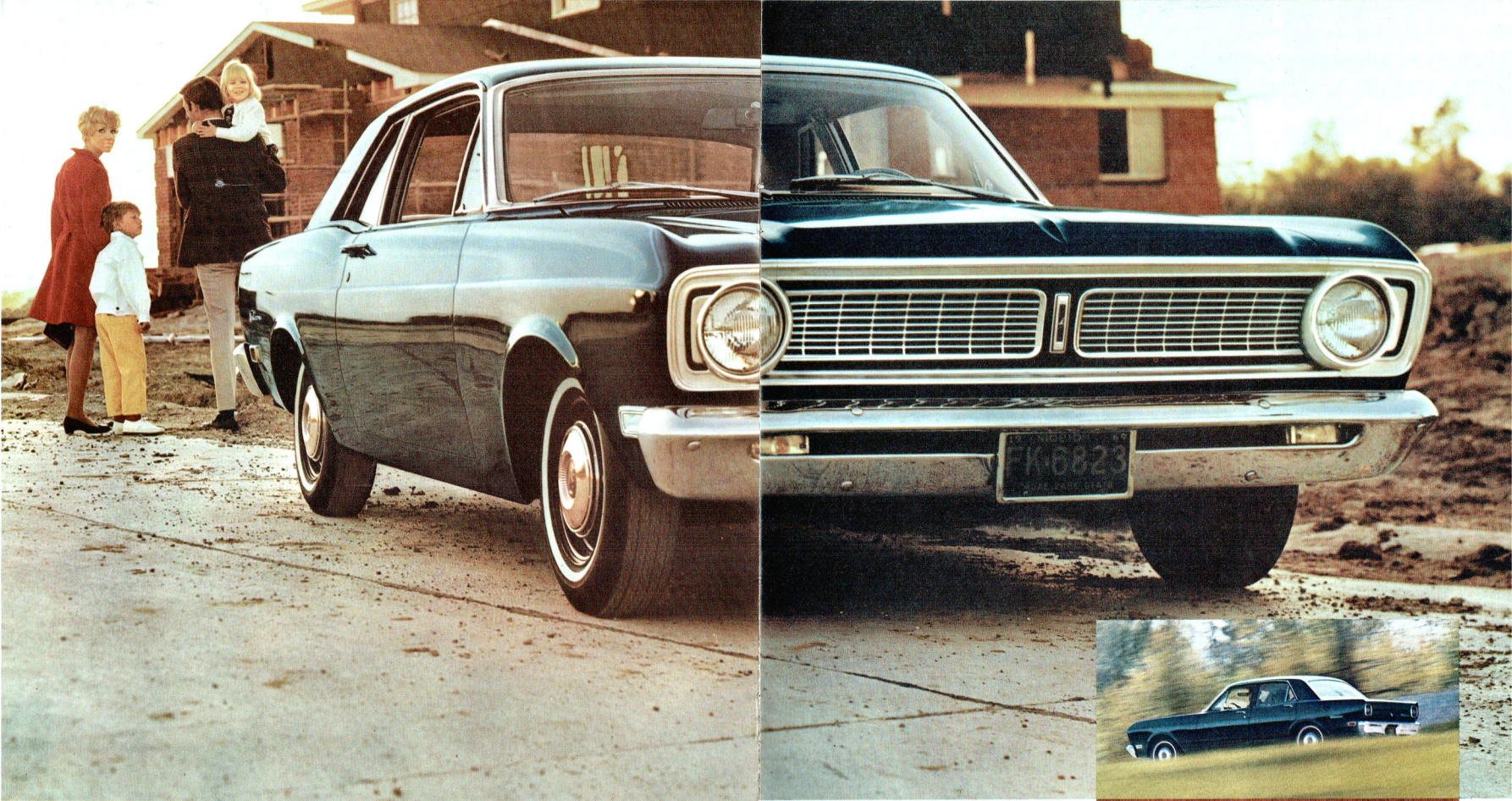
You don't have to teach arithmetic to add up the way Falcon saves you money. You pay less to own a Falcon, less to run it. Falcon is so miserly with gas, it's almost unfair to gas stations. And because Falcon is built to the same rigid quality standards as the higher priced Fords, it's tough, solid, durable. Designed to give you years of service with a minimum of upkeep. Falcon is a compact, so naturally, license fees are lower. And, in many states, so are insurance rates.

But economy doesn't have to mean austerity. There's certainly nothing austere about Futura's smart, contemporary styling. The family-sized spaciousness. Or the

plush, inviting interiors. Surprising luxury touches that mean so much in comfort, pride of ownership, and resale value.

The Futura Wagon is something special, too. With 4-door convenience, deluxe all-vinyl trim, loads of space, 85.2 cu. ft. with the second seat down; room for six plus luggage with the seat up. Better idea options like the 2-Way Magic Doorgate. Plus other useful ideas like an optional power tailgate window, a remote-control outside rearview mirror, and a heavy-duty suspension for heavy loads or trailer towing. Get all the facts on Falcon Wagons from your Ford Dealer. And while you're there, ask for a test drive.





Falcon Club Coupe, 4-door Sedan, Wagon
 Last of the big savers

Here's just the ticket for budget-minded families. The savingest Falcons of all: the economical Club Coupe, convenient 4-Door Sedan, big-capacity Wagon. Other compacts may cost as little, but come without many of Falcon's outstanding features. Without Falcon's superior ride. So smooth and velvety. And without Falcon's traditional comfort and 6-passenger roominess.

Other Falcon advantages: comfortable, easy-care all-vinyl interiors are standard. So are vinyl-coated floor mats, courtesy lighting, lighted heater controls and ignition switch, reversible keys, keyless door lock-

ing, suspended accelerator pedal, and more.

Falcon is a budget-pleasing performer, too. A frisky, gas-nursing 170-cu. in. Six (200-cu. in. Six on the Wagon) keeps fuel consumption low. And Falcon's frugal habits keep on saving year after year, thanks to Twice-a-Year Maintenance features like 6,000 miles or 6 months between oil changes; 36,000 miles or 3 years between major chassis lubrications.

See your nearby Ford Dealer for a good close look at the buys of the year. Falcon '69. They're beautiful to look at and raring to save.

Falcon better ideas for comfort and convenience

You'll never feel cramped for space in a Falcon. It's the roomiest compact going. It accommodates up to six in comfort on deep foam-cushioned seats. Upholstery and trim materials are smart, durable, easy to care for. You'll like the way Falcon interiors look. Even more, you'll like the way they fit. Test the inside story at your Ford Dealer's soon.

Pictured below: **A. Futura Sports Coupe Interior** with sporty bucket seats, leather-

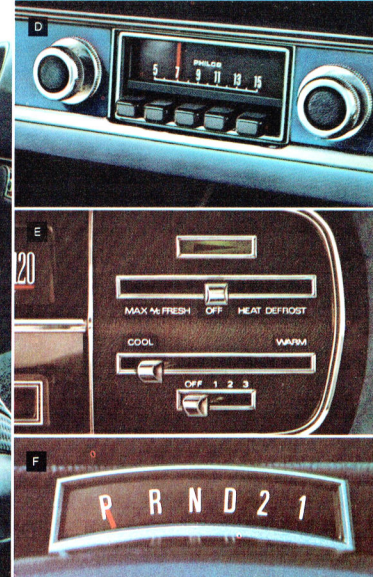
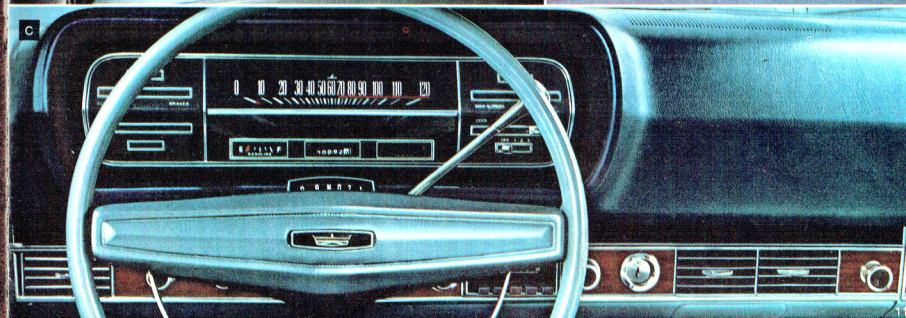
like all-vinyl trim, deep loop-pile carpeting. **B. Futura 4-Door Sedan Interior** with deep-padded full-width seats, tasteful cloth and vinyl trim, full carpeting. **C. Futura Instrument Panel.** Neat and uncluttered, full-padded for safety. All instruments are tucked into a deeply recessed cove in front of the driver. Controls are easy to see, easy to reach.

Make yours a very special Falcon. Tailor it to your taste with the better idea op-

tions shown below. **D. AM Radio.** Fully transistorized for instant tuning and longer life. **E. SelectAir® Conditioner.** Combines heating and cooling in a single all-season unit. **F. SelectShift Cruise-O-Matic Transmission.** Lets you shift for yourself or go fully automatic. Plus these other options: **Power Front Disc Brakes.** For sure, effortless stopping. **302-cu. in. V-8.** For high performance on regular fuel. **Visibility Group.** Lighted ash tray, glove box,

and trunk or cargo area, map light, rear door courtesy light switches, remote-control outside left-hand mirror. Also **Power Steering, 2-Way Magic Doorgate** (wagons), **Power Tailgate Window** (wagons), **Vinyl Roof** (2-door models), **Deluxe Wheel Covers, White Sidewall Tires, Tinted Glass,** and more. See your Ford Dealer for details on these and other Falcon options.

FALCON 



Specifications

STANDARD FEATURES

Falcon Club Coupe and 4-Door Sedan: Power team—170-cu. in. Six and 3-speed manual transmission □ Choice of 15 Super Diamond Lustre Enamel colors □ Choice of three all-vinyl interiors □ Color-keyed vinyl-coated rubber floor mat □ Full-width seats with foam-padded cushions □ Courtesy lighting □ Heater-defroster □ Foot-operated parking brake with release knob □ Lighted heater controls and ignition switch □ Outside rearview mirror □ Front armrests, ash tray □ Reversible keys, "keyless" locking □ Suspended accelerator pedal □ Curved side glass □ Ford's famous Twice-a-Year Maintenance □ Plus all the Standard Ford Motor Company Lifeguard Design Safety Features listed below.

Falcon Futura Club Coupe and 4-Door Sedan: Power team—200-cu. in. Six and 3-speed manual transmission □ Plus all the above equipment with these variations: Choice of three cloth-vinyl interiors □ Color-keyed carpeting □ Armrests, front and rear □ Cigarette lighter and ash trays.

Falcon Futura Sports Coupe: Power team—200-cu. in. Six and 3-speed manual transmission □ Plus all the above with these variations: Choice of four all-vinyl interiors □ Individually adjustable front bucket seats □ "Sports Coupe" ornament on roof quarters □ Full wheel covers.

Falcon and Futura Wagons: For all the facts on Falcon and Futura wagons, ask your Ford Dealer for a copy of the 1969 Ford Wagons Catalog.

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

There is no better idea than safety, and Ford cars have been engineered and built with that in mind. Here are some of the many safety features you'll find in every Ford-built Falcon for 1969:

- Dual Hydraulic Brake System with warning light □ Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/rearview mounting and windshield pillars □ Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles □ Front and rear lap belts with front outboard retractors □ Turn indicators with lane-changing signal feature
- Inside day/night, yield away rearview mirror □ Energy-absorbing instrument panel with padding □ Padded sun visors □ Two speed

- or variable speed windshield wipers □ Windshield washers □ Double-thick laminate safety glass windshield □ Double-yoke safety door latches and safety hinges □ 4-way emergency flasher □ Back-up lights □ Side marker lights or reflectors □ Energy-absorbing front seat back tops with padding □ Self-locking folding front seat backs □ Shoulder belts for outboard front seat passengers □ Safety-designed coat hooks □ Safety-designed window regulator knobs □ Safety-designed radio control knobs and push buttons □ Outside rearview mirror, driver's side □ Safety rim wheels and load-rated tires □ Corrosion-resistant brake lines □ Uniform transmission shift quadrant □ Safety design front end structure □ Front seat head restraints.

SPECIFICATIONS

Engines: 170-cu. in. Six—100 hp; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves; oil cap y, incl. filter, 4.5 qt.

200-cu. in. Six—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single carb.; auto. choke.

302-cu. in. V-8—220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap y, incl. filter, 5 qt.

Engine Features: 6000-mile (or 6-month) full-flow oil filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate, 45 amp-hr battery; weatherproof ignition system; positive-engagement starter; exhaust system has aluminum longitudinal muffler.

Clutch and Manual Transmissions: Semi-centrifugal clutch. Face diameter 9.06" with 170- and 200-cu. in. Sixes, 10" with 302-cu. in. V-8.

Synchro-Smooth Transmission: Synchronized manual shifting in all 3 forward gears; clash-free downshifting to low while under way, "H" shift pattern with lever on steering column.

SelectShift Cruise-O-Matic lets you shift fully automatically or manually as you choose. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills, and slippery roads. Quadrant sequence P-R-N-D-2-1.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Induction-hardened, forged shafts, permanently lubed wheel bearings.

Front Suspension: Ball-Joint type with coil springs pivot-mounted on upper arms, 36,000-mile (or 3-year) tube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round control.

Rear Suspension: Asymmetrical design with rear axle forward of spring center for smooth, level takeoff. Long, wide-leaf springs with tip inserts and wide spring base provide soft, more stable, levelized ride. Diagonally mounted shock absorbers have all-weather fluid.

Steering: Recirculating-ball type steering gear for easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Steering ratio, 29.4 to 1. Turning diameter, 39.8 feet. Power steering option has a 21.6 to 1 ratio for fast responsive control.

Brakes: Dual brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Diameter 9" (Sixes), 10" (V-8). Riveted linings for durability and fade resistance. Total lining area (sq. in.): 109.4 (six-cylinder models), 136.1 (V-8 model).

Tires: Black tubeless with Tyrex rayon cord. White sidewall tires optional. Safety-type rims. Basic sizes: All Sedans with 6-cyl. engine—6.95 x 14. All Station Wagon models come with 7.75 x 14 standard, white sidewalls optional. All Sedans with V-8 engine and air conditioning—7.35 x 14, white sidewalls optional.

Basic Dimensions and Capacities: Length—184.3"; Width—73.2"; 4-door sedans; 73.2"; 2-door sedans; Height—54.4"; Trunk Luggage Volume—12.2 cu. ft.; Wheelbase—111.0"; Tread (front/rear)—58.8", 58.5"; Fuel—16 gallons. Approximate Weights: Falcon Club Coupe 2820 lb., 4-Door Sedan 2865 lb., Futura Club Coupe 2844 lb., 4-Door Sedan 2881 lb., and Sports Coupe 2866 lb.

*For all models except wagons. Complete wagon information is available in the 1969 Ford Wagons Catalog. Ask your Ford Dealer for a copy.

Your new 1969 Falcon comes equipped with factory engineered and approved parts such as the dependable Autolite Six-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.



It's the going thing!