

Easiest Car in the World to Own



Ford Falcon

THE NEW-SIZE FORD



Falcon Tudor in Raven Black

Ford Falcon . . . so easy to drive . . . so easy to own!

The New-size Ford is easy on the wallet, easy to park, easy to drive, easy to look at. It's sized to handle and park like a "small" car . . . powered to pass and climb like a "big" car . . . and built like *no* other car for savings!

Falcon gives you up to 30 mpg on regular gas. You save still *more* on oil, mufflers and parts. Built in Dearborn, Michigan,

automotive capital of the world, the Falcon can cruise American turnpikes easily and safely mile-after-mile-after-mile.

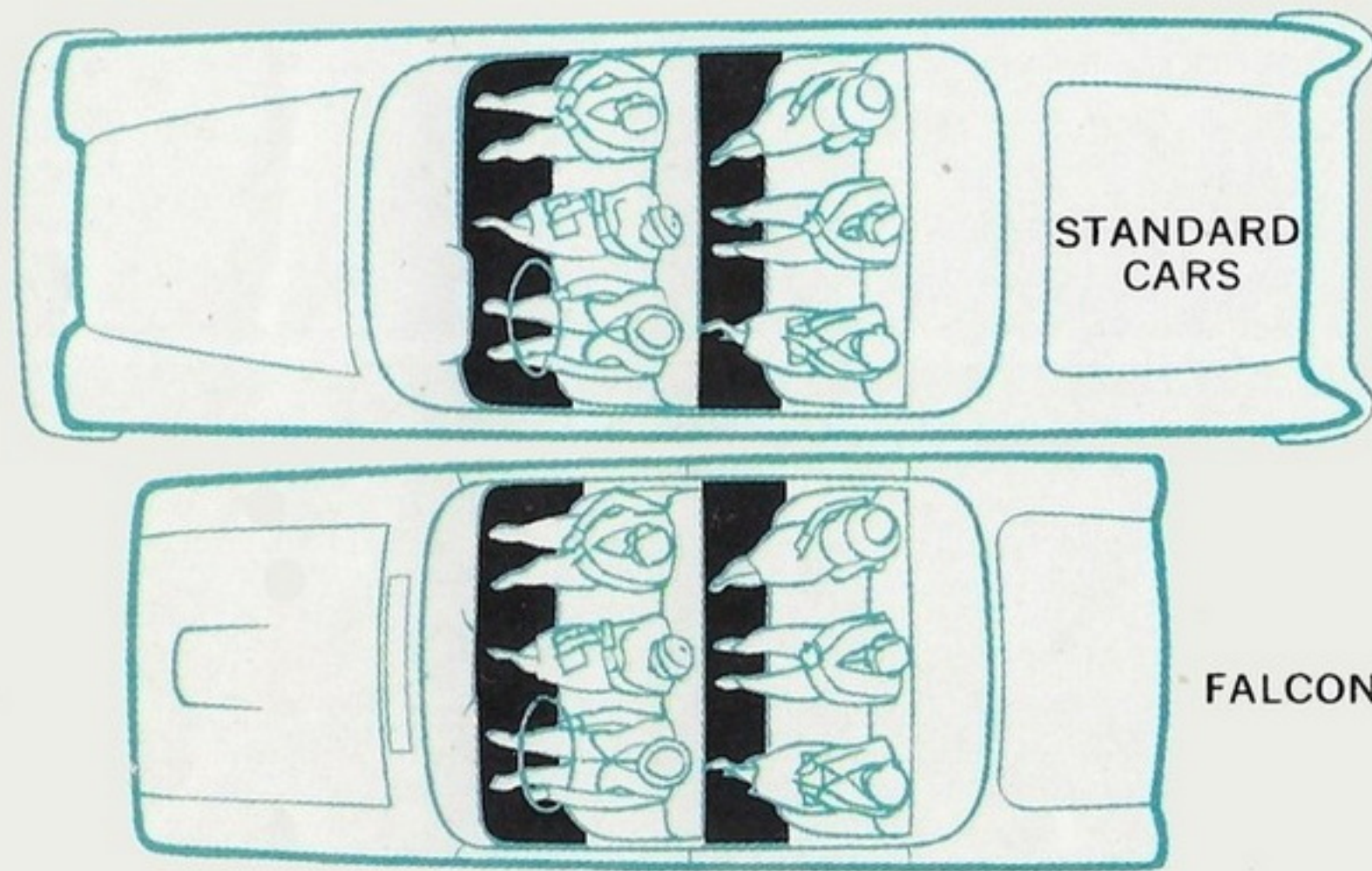
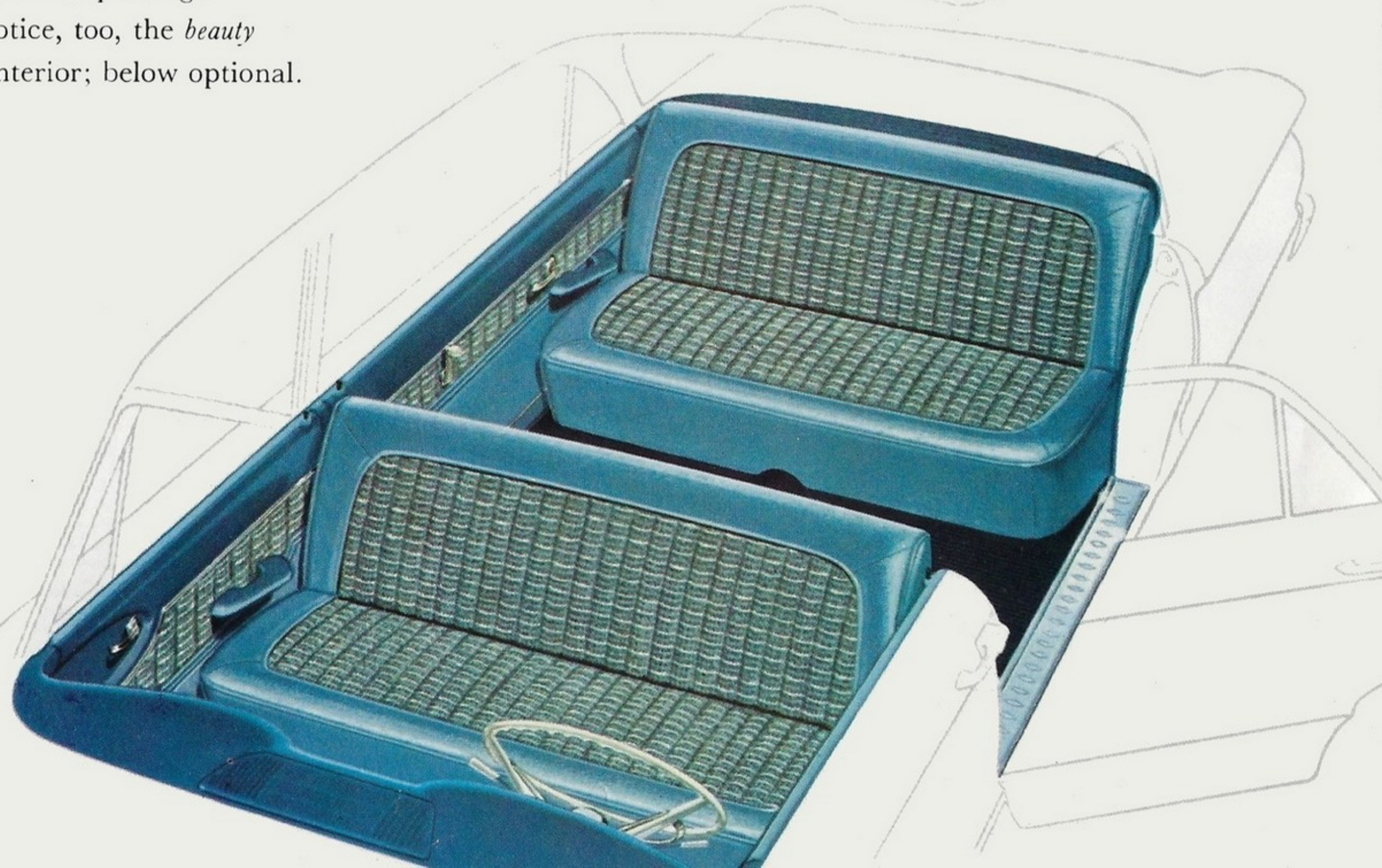
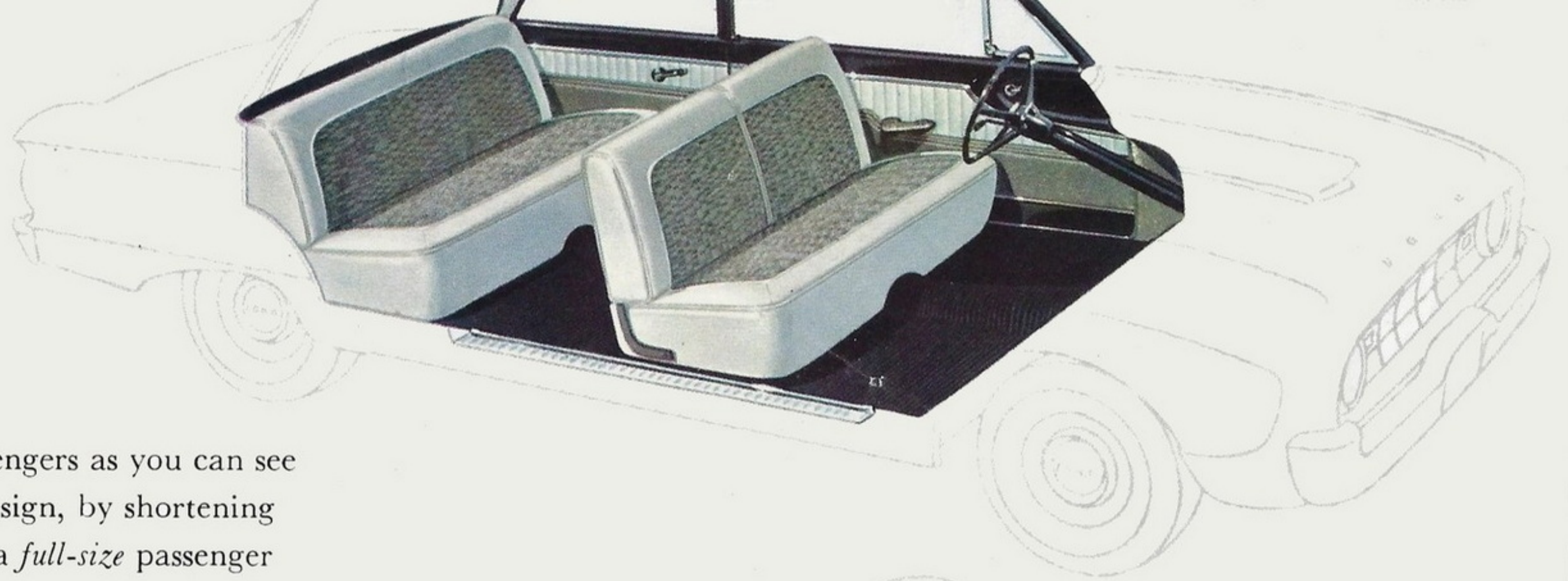
And the 6-passenger Falcon demonstrated its *durability* in Experience Run, U.S.A., a grueling test of stamina. But the best news about Falcon is this: its savings begin with its low, *low* price! You'll find it the easiest car in the world to own!

Luxurious *Falcon* interiors

seat 6 comfortably

in a far smaller car!

The New-size Ford has *roomy* comfort for 6 big adult passengers as you can see below. By utilizing *functional* styling and *single-unit* body design, by shortening the hood and deck to reduce overhang, Falcon gives you a *full-size* passenger compartment. There's stretch-out room everywhere! And notice, too, the *beauty* of the Luxury Lounge interiors (right)! Above is standard interior; below optional.



World's most experienced new car

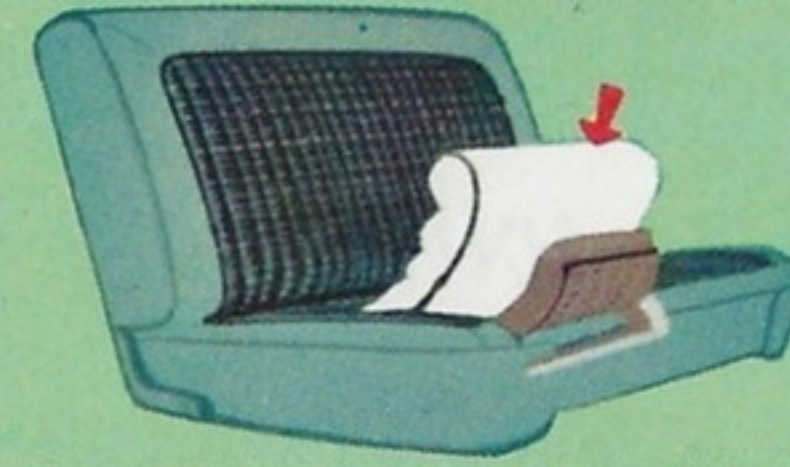


Up to **30**
miles per gallon

Falcon's all-new Six was designed specifically for this car. It thrives on regular gas, delivers up to 30 miles per gallon!

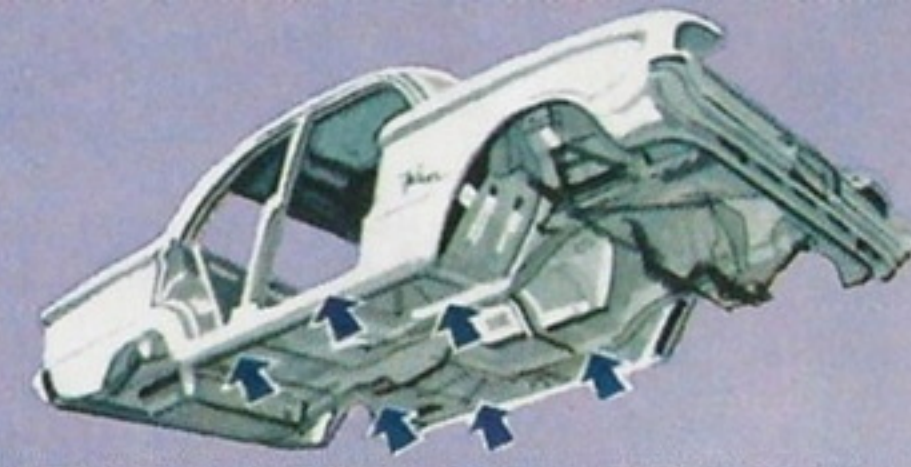
Engine is up front

To give better directional stability and greater safety, the Falcon engine is in *front*. This allows the gas tank to be mounted at the *rear* to lessen danger in event of collision. You'll find the Falcon beautifully balanced, easy to steer. And the big rear trunk has over 2½ times the space of the best-selling import!



Foam seat padding

Driving on long trips you'll appreciate the foam seat padding that Falcon provides at no extra cost! It's far more comfortable.



Single-Unit body . . . with Zinclad Coating

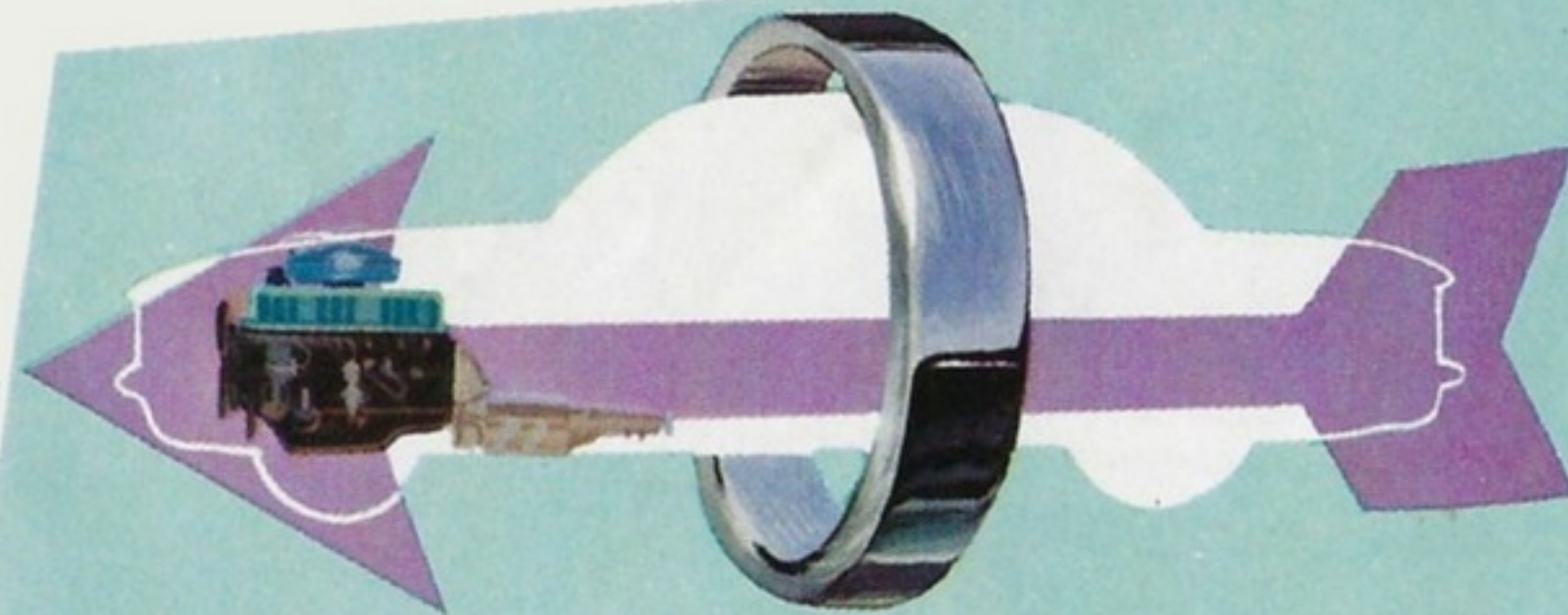
Falcon's Single-Unit Body gives you a quieter, safer, more solid body. Zinclad Coating of main underbody members resists rust and corrosion. You've never seen a body more quiet . . . more durable.

These features make *Falcon* your best buy!

PLUS Ford's exclusive Lifeguard Design that includes:

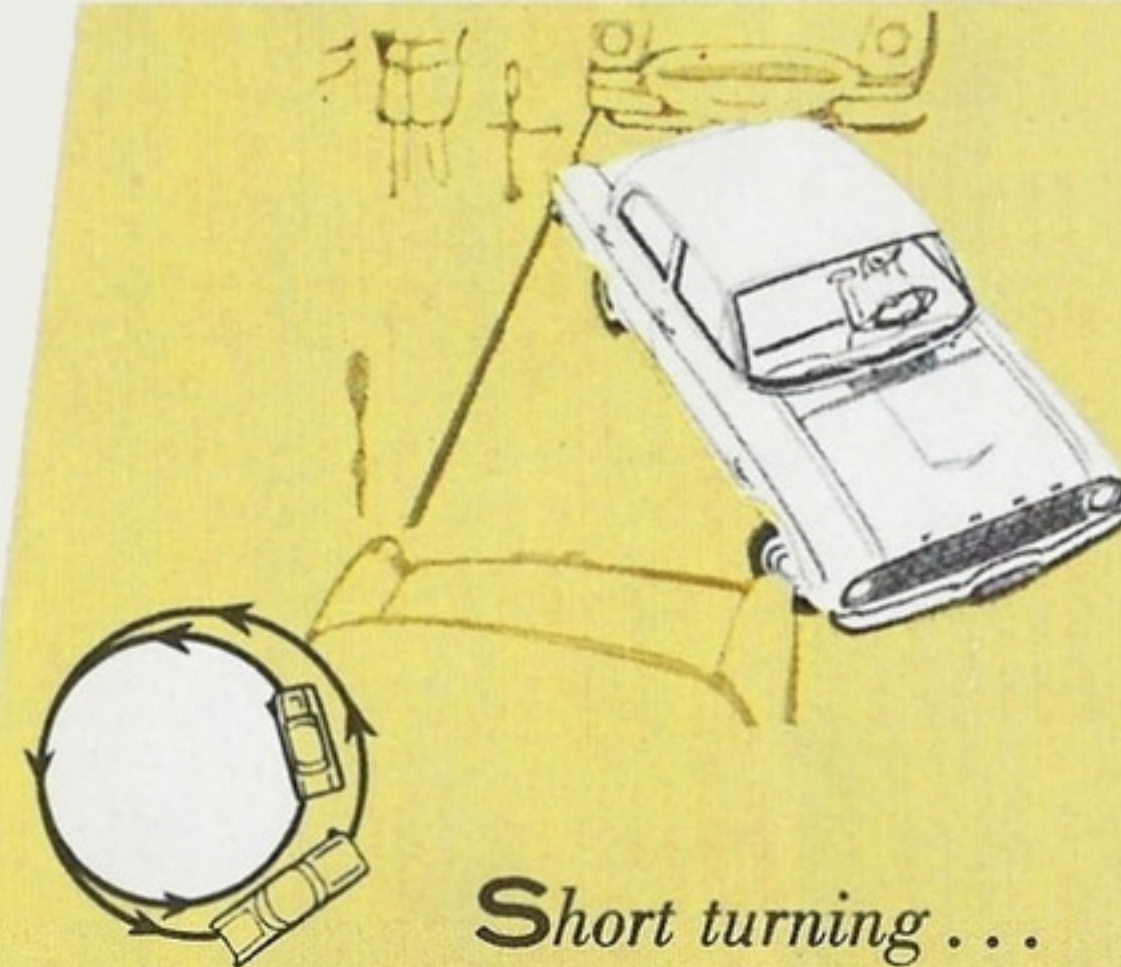
1. Lifeguard deep-center steering wheel with 3 equally spaced spokes.
2. Lifeguard Double-Grip door locks for added protection against door springing open upon impact.
3. Lifeguard sun visors, fully cushioned with super shock-absorbing material.*
4. Lifeguard cushioning on instrument panel.*
5. Seat belts to help keep you in your seat in case of impact.*
6. Lifeguard Jr. safety locks to keep "small fry" safe in the rear seat.*
7. Lifeguard arm rests fully cushioned.

*Optional at modest extra cost



Safety construction by FORD

Safety is first with Ford *always*. And because *balance* is vital to safety, Ford went to great lengths to see that the Falcon is a *properly* balanced car. With its front-mounted engine, the Falcon steers true, has fine stability and behaves beautifully on curves; while the Single-Unit body encircles you safely in steel.



Short turning . . . Easiest parking

It's easy to turn a Falcon because of its small turning diameter. Falcon turns in 38 feet; ordinary cars need 41 to 43 feet. Parking's a breeze!



You can have an

AUTOMATIC TRANSMISSION

Certainly you can have *automatic drive* in your new Falcon—and at surprisingly low cost, too. This new 2-speed Fordomatic was designed expressly for the Falcon, and it performs beautifully. If you should prefer conventional shifting, choose the durable 3-speed manual transmission.

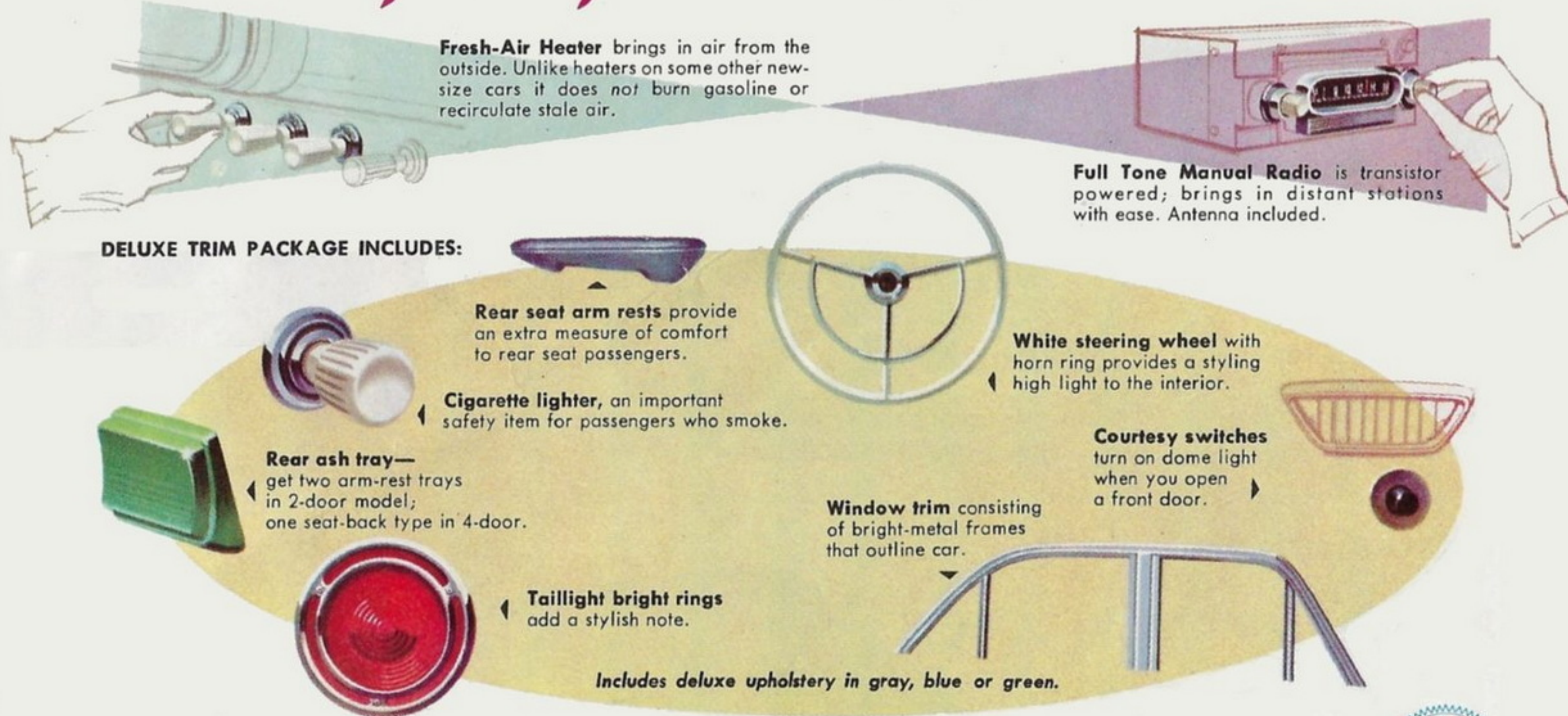
Sports-car agility . . . with a big-car ride

Prepare for the biggest surprise of your automotive life the very *first* time you drive a Falcon. For here is a car that accomplishes the “impossible” — gives you the handling and agility of a sports car . . . *and* the ride and comfort of a big car. The secret is in Falcon’s suspension. By a special mounting of springs and shocks, impractical on heavier cars, the Falcon driver is made to feel like he is actually *part of the car!* Try it yourself!

Falcon Fordor in Skymist Blue



Genuine *Ford Falcon* Options and Accessories



SPECIFICATIONS

The new Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit Teams select samples from each shift for an exhaustive search for any deviation from strict quality standards.



Falcon Design: All-new, welded, integral body and frame, with zinc-coated rocker panels and main underbody members for durability and quietness with high strength-weight ratio. Completely sealed and insulated. Clear-vision safety glass throughout. Choice of 9 Single Color or Two Tone color combinations in gleaming, durable Diamond Lustre Finish.

Engine: 90-hp Falcon Six—144-cu. in. displ.; 3.50" bore x 2.50" stroke; 8.7 comp. ratio; regular fuel; 6-port intake manifold. Features Free-Turning overhead intake and exhaust valves, Super-Filter air cleaner, Full-Flow oil filtration. Engine electronically balanced under own power for optimum smoothness.

Transmissions: 3-speed Conventional Drive, or optional Fordomatic Drive for automatic 2-speed operation.

Rear Axle: Semi-floating type with offset hypoid gears. Permanently lubricated ball-type wheel bearings. Ratios: 3.10 to 1 (std.)—3.56 to 1 (opt.)

Suspension: Angle-Poised Ball-Joint front with pivoted, top-mounted coil springs and link-type ride stabilizer; asymmetrical, variable-rate, semi-elliptic leaf springs rear. Double-acting shock absorbers.

Steering: Magic-Circle recirculating-ball type. Over-all ratio 27 to 1. Life-guard deep-center black steering wheel.

Brakes: Truck Size double-sealed 9" duo-servo. 114.3-sq. in. lining area. Suspended pedal. Dash-mounted master cylinder.

Tires: 6.00 x 13 4-ply black tubeless with Tyrex cord on 4" safety-type rims.

Dimensions: 109.5" wheelbase; 55" front, 54.5" rear treads; 181.2" over-all length; height with design load 54.5".

Standard Equipment: Gray vinyl and nylon cloth interior. Two sun visors and front arm rests. Parallel-action, vacuum-boosted windshield wipers. Rearview mirror. Instrument panel with speedometer, odometer, fuel and temp. gauges, oil and gen. warning lights in cluster; lighted control identifications, ash tray, glove box. Dome light operated by headlight switch. Lifeguard double-grip door locks. Sealed-beam headlights, parking lights, taillights with stoplights and turn signals. Sof-Tred black rubber floor covering.

Options and Accessories: In addition to those shown above, Falcon offers full wheel covers, windshield washer-wiper, tinted windshield, inside non-glare and body mount mirrors plus many other items.

Prices: Options and Accessories as well as some of the items illustrated or referred to in this folder are at extra cost. For the price of the Falcon with the equipment you desire, see your Ford Dealer.

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