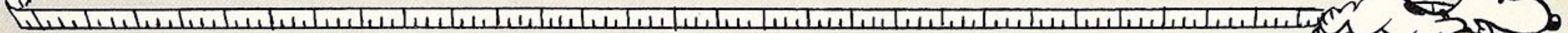
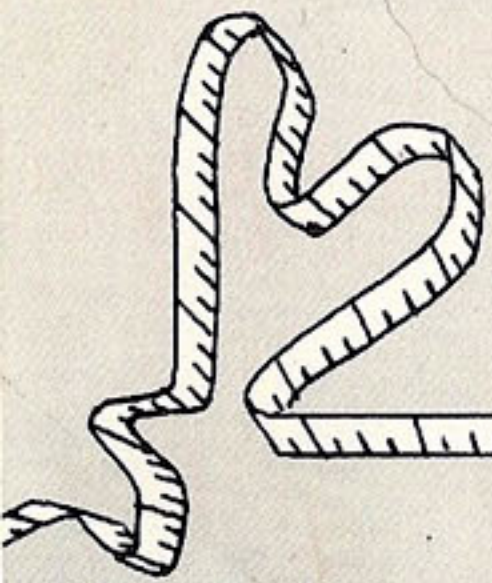
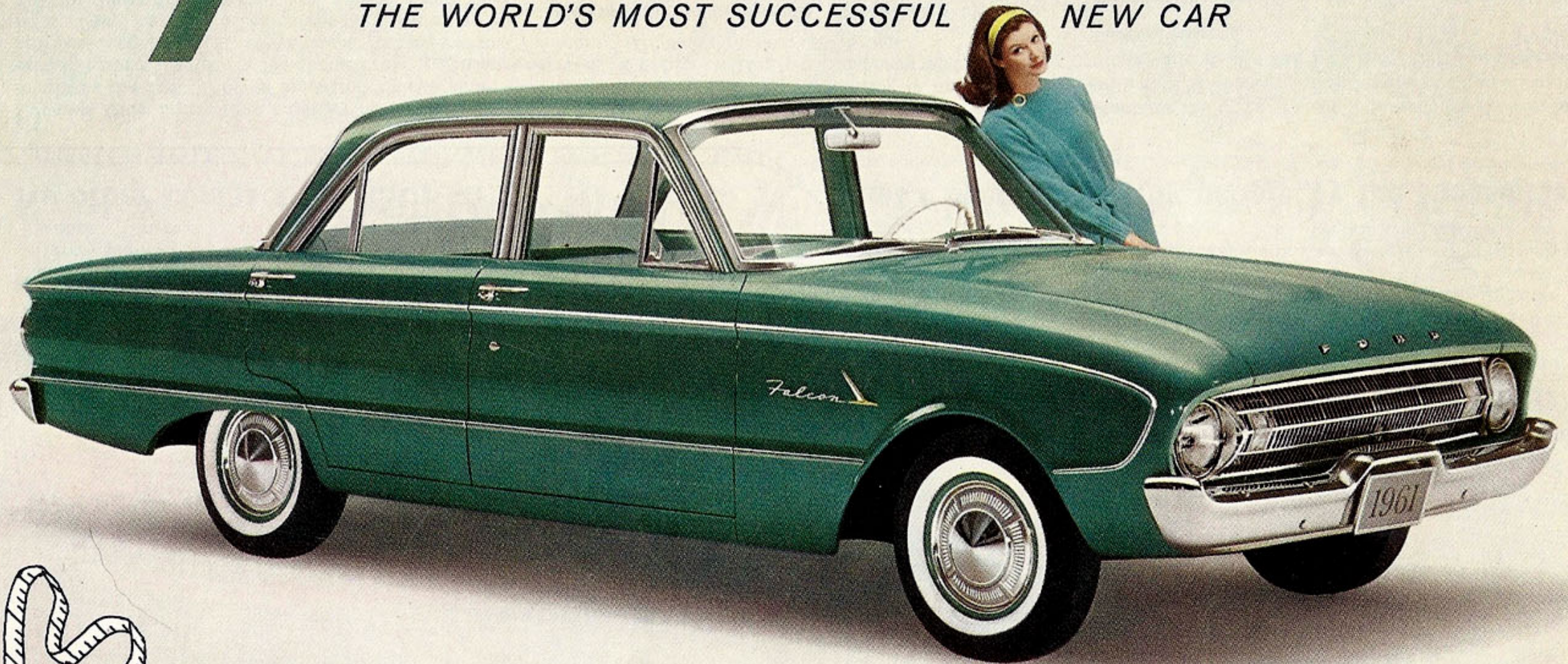
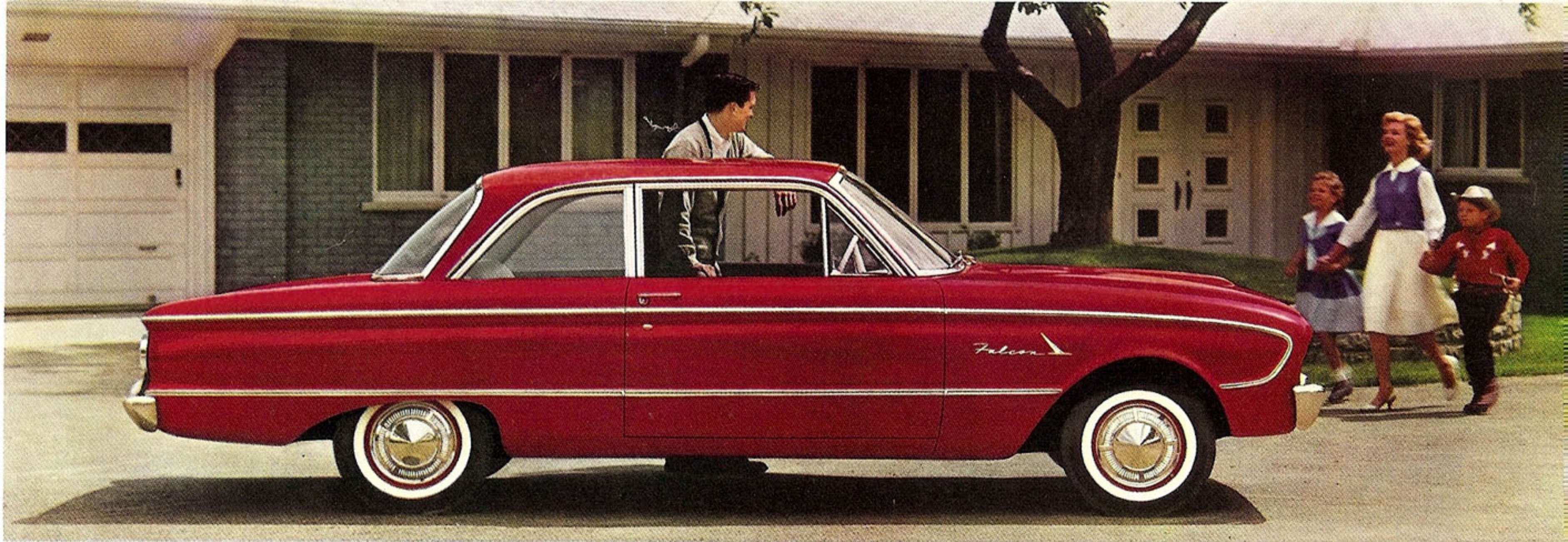


FORD Falcon → '61

THE WORLD'S MOST SUCCESSFUL NEW CAR



New Measure of Compact Car Value



FALCON TUDOR SEDAN in Montecarlo Red with Deluxe trim

No other compact MEASURES UP TO **FALCON**... that's been proved by people by the thousands!

Owners know better than anybody how Falcon out-measures the rest. They've measured Falcon superiorities against the others for themselves . . . in gas mileage, room, comfort, convenience, luxury and low price. They *know* no other compact measures up to Falcon. They *love* the car . . . and in proof their enthusiastic letters pour in by the thousands!

Measure the gas mileage. Falcon goes up to 30 miles on a gallon of regular gas. "We have checked time after time and we get 30.4 miles to the gallon." (Mr. & Mrs. C. Lund, Hutchinson, Minn.)

Measure the oil used. Falcon goes 4,000 miles between oil changes. "I have cut my expenses more than half. In over 8,000 miles, my Falcon has not used a drop of oil." (Mr. Edward Balderas, Eagle Pass, Texas)

Measure the room. Falcon has full 6-passenger sitting room. "I've got ease of getting in and out, leg room, a natural sitting position, head and shoulder room." (Mr. Billie J. Mauldin, Clinton, Okla.)

Measure the luggage space. Falcon has a big vacation-size 23.7-cu. ft. trunk. "We just completed a trip to Florida in our Falcon. We carried three suitcases in the trunk, plus an icebox, small stove, folding travel bag and brought home a bushel of oranges and over a bushel of grapefruit." (Mr. & Mrs. Alvin Harris, Westerly, R.I.)

Measure the performance. Falcon gives you power, stamina and economy in a choice of engines—standard Falcon Six or optional new high-performance Falcon 170 Special Six. "It will cruise all day long at 60 to 70 miles per hour without the least bit of effort." (Mr. Millard Vance, Corning, Iowa)

Measure the price. Falcon is famous for its low, low price tag. "I got the Falcon for the purpose of saving money and it is doing just that." (Mr. Bernard Smith, Houston, Texas)

Measure the handling. Falcon has sports car feel and maneuverability. "It is so easy to steer and parks like a dream. Most of my friends that have ridden in it are just as surprised with the way it rides and handles." (Mr. Clavin H. McAllister, Randallstown, Maryland)

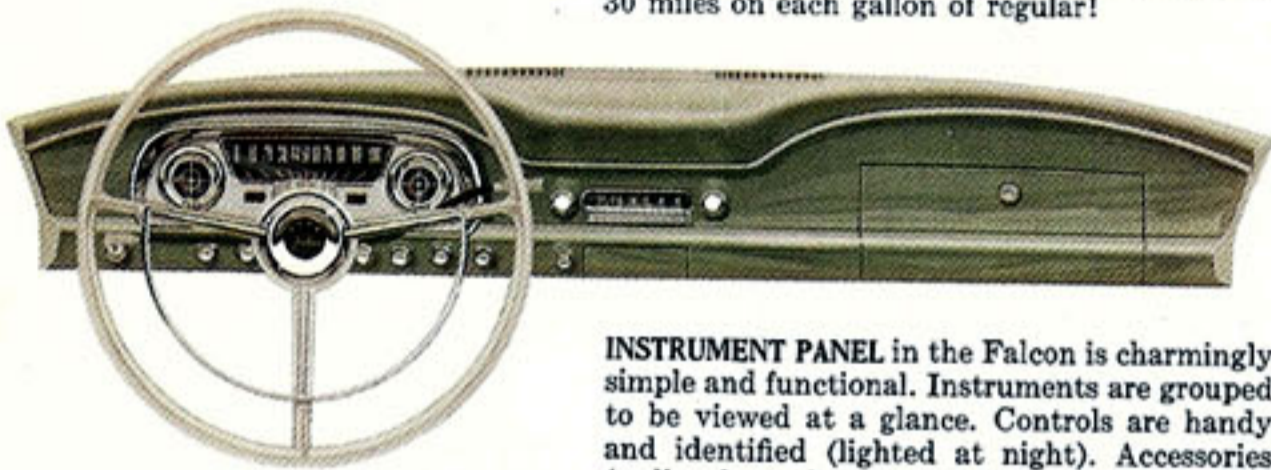
Measure the success. Falcon sold over 400,000 the first year, becoming the world's most successful new car. People everywhere are proving with their preference for Falcon that it *measures up* with more of everything Americans want in a compact car!

FALCON FORDOR SEDAN
in Raven Black
with Deluxe trim

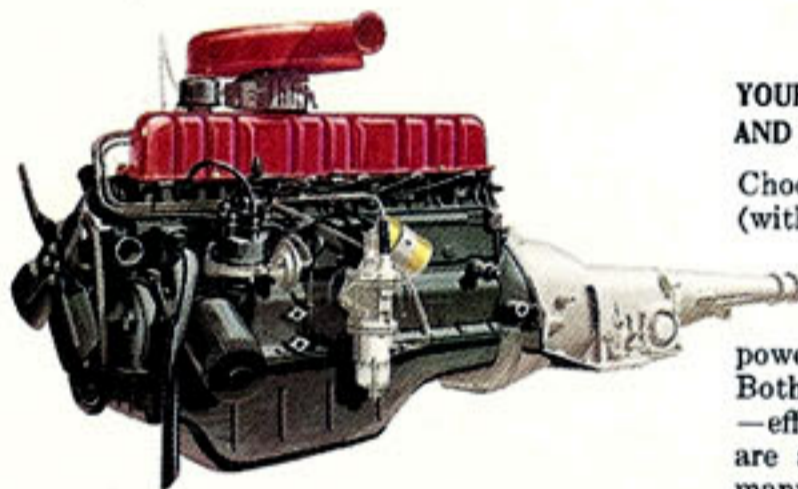


SEDANS

The Falcon Tudor and Fordor are America's savingest sedans—with *all* that Americans want in a compact! Both are long on luxurious room and comfort, yet right-sized for traffic's tight maneuvering. Both have power for the freeway . . . stamina for the byway . . . with up to 30 miles on each gallon of regular!



INSTRUMENT PANEL in the Falcon is charmingly simple and functional. Instruments are grouped to be viewed at a glance. Controls are handy and identified (lighted at night). Accessories (radio, heater) are styled into the panel—never look "tacked-on."



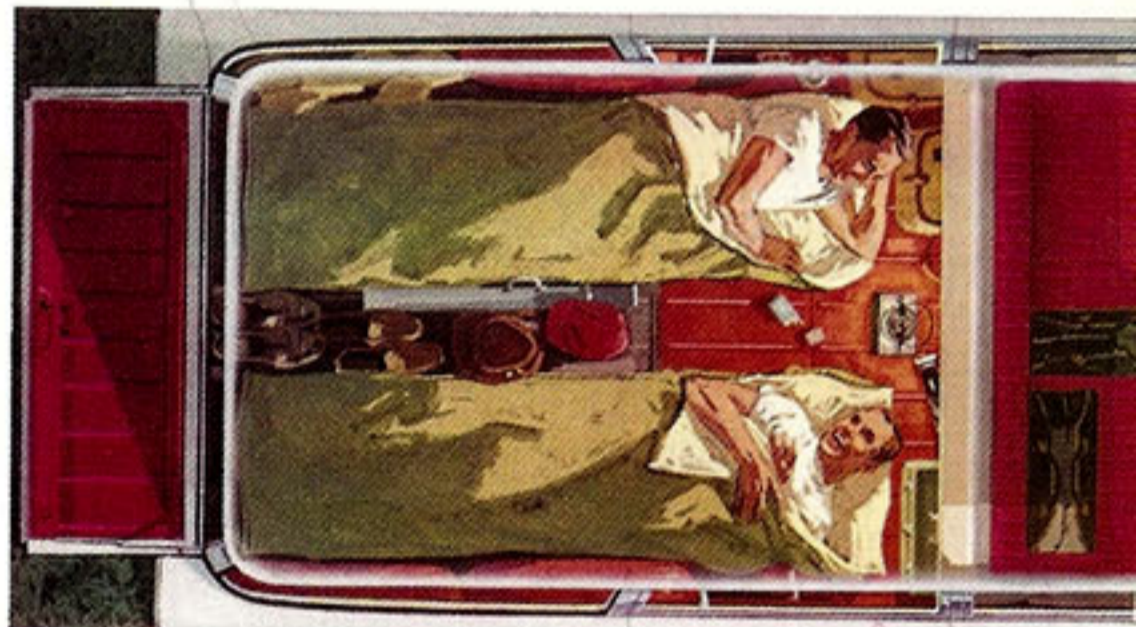
*Optional at extra cost

YOUR CHOICE OF 2 FALCON ENGINES AND 2 FALCON TRANSMISSIONS

Choose the 85-horsepower Falcon Six (with its famed up-to-30-mpg on regular gas economy) or the brand-new high-performance Falcon 170 Special Six* (with 101-horsepower and more ginger and agility). Both are *proven* overhead valve Sixes—efficient, thrifty, *dependable*. Both are available with standard 3-speed manual transmission, or silken-smooth, 2-speed Falcon Fordomatic.*



DELUXE SEDAN INTERIOR. Never before such luxury and comfort in a car priced so low. Falcon seats are wide and high for plenty of stretch-out room . . . thickly padded for sofa-soft comfort. Trim scheme features pleated tweed nylon cloth seat inserts, bordered by bolsters of leatherlike vinyl. In addition to green (shown), you have a choice of three other trims—blue, gray or turquoise.



LONGEST LOADSPACE. With front seat fully forward, Falcon Wagon loadspace measures nearly 7½ feet to the closed tailgate—*longest* in its field! And, with tailgate down, Falcon loadspace stretches out to 9 feet. Plenty of room for campers in sleeping bags, "do-it-yourself" building materials . . . or, you name it. (Total cargo volume: 76.2 cu. ft.)



DELUXE WAGON INTERIOR. Here's style, comfort and wonderful practicality that make Falcon owners the happiest on the road! Roughhouse-proof vinyl is all around (in your choice of four smart trims). Plenty of room for six big people to ride in comfort, naturally. Or, if work's to be done, flip down the rear seat and there's 76.2 cu. ft. of cargo space!

Falcon has the savingest wagons of all, too! Handy roll-down tailgate window tops a list of literally dozens of standard Falcon conveniences you'd pay extra for in other compacts!



FALCON TUDOR WAGON in Laurel Green with standard trim

WAGONS

Styled to "go stepping" uptown, but designed to keep costs way down. Examples: *one* Falcon carburetor does the job of two on some compacts . . . *two* headlights instead of four on some others . . . to save on service and replacement costs. Plus many more Falcon Wagon economies to measure against the other compacts!

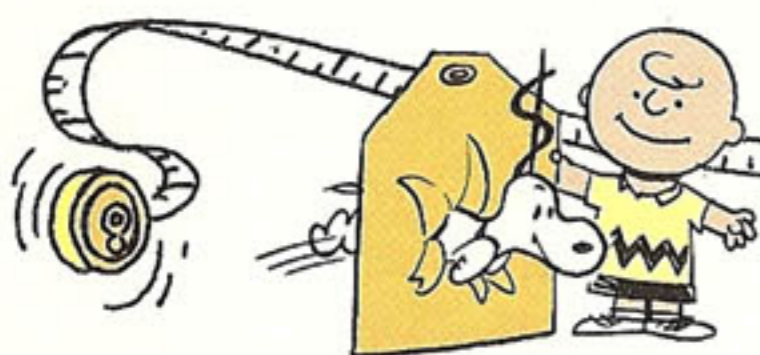
FALCON FORDOR WAGON in Corinthian White with Deluxe trim



FALCON has more of everything you want most in a compact car

The Falcon has amazed owners with its economy and performance . . . surprised them with its luxury and roomy comfort . . . convinced them of its lasting worth by its quality and "makes-sense" design.

See for yourself how much *more* Falcon offers than other compacts. See your Ford Dealer.



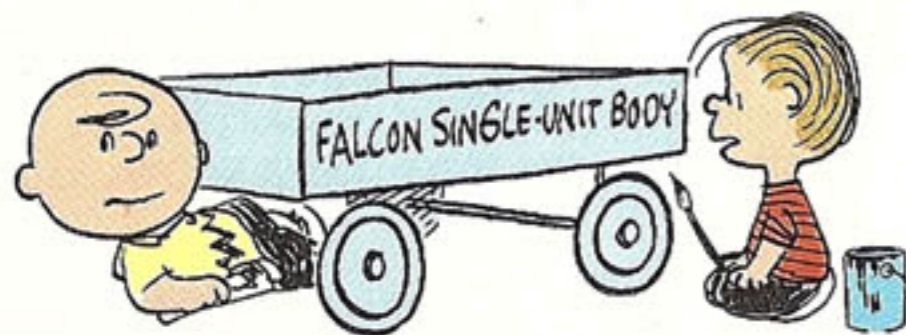
MORE ECONOMY . . . starts with low, low Falcon price tags. See your Ford Dealer and see how you can save when you buy either a Falcon Sedan or a Falcon Wagon. You save, too, on licensing and (in most states) reduced insurance rates. As you drive, you save on gas (up to 30 mpg) and oil (4,000 miles between changes). Single headlights, bolt-on front fenders mean less for parts replacement. What's more, Falcon uses low-cost Genuine Ford Parts . . . available at over 6,700 Ford Dealers, *everywhere!*



MORE PERFORMANCE . . . sports car spirit and handling. Both the famous Falcon Six engine and the peppery new high-performance 170 Special* perform wonders with a gallon of regular. Both are mounted up front to give Falcon its wonderful stability. And the Falcon handles so smartly and holds the road so well. It's enough to make sports car buffs turn in their costly imported "machines" (and many of them have!) Steering is so easy and braking so sure you'll forget power assists ever existed. *Optional at extra cost



MORE CONVENIENCE . . . easier to get in and out—no need to "do without." Falcon's big, wide doors make getting in and out gracefully easy. No windshield dogleg nips your knees . . . no "jackknifing" needed either. Instruments and controls are clearly marked (lighted at night). Shift lever is on the steering column, not a floor-mounted "knee-knocker" as in some compacts. And as *standard* equipment you get *two* front arm rests, *two* sun visors, *two* horns . . . even *two* coat hooks. Not so with some compacts.



MORE DURABILITY . . . built to stay young and full of fun. Falcon is the only compact that gives you *all* these built-to-last features: Single-unit construction with rock-solid strength. Rust and corrosion-resistant Zinclud underbody structural members. Double-wrapped aluminized muffler with *triple* the life of ordinary kinds. Double-life, bright-metal trim to stay brighter longer. Over all, brilliant Diamond Lustre Finish that *never* needs waxing!



MORE COMFORT . . . for six (not five) big people. The Falcon (Tudor or Fordor) seats *six* big people in the kind of comfort they're used to. (Some 2-door compacts can only squeeze in *four* or *five*.) Seats are sofa-soft and comfort-height. There's plenty of room for hats, shoulders, hips, legs. And speaking of room, the Falcon trunk is six-people big, too—23.7 cubic feet of luggage space. It's all in one place . . . easy to reach...no rear seat to fold down or fuss with.



MORE SAFETY . . . famous Lifeguard design—pioneered by Ford. Lifeguard deep-dish steering wheel and Double-Grip door locks are *standard* equipment. Lifeguard padded sun visors, instrument panel and seat belts are moderate extra-cost options. You have sure-footed stability and control with the Falcon's front-mounted engine. And even during rainy weather, you see more through the big, wide windshield, thanks to Falcon's Parallel Action wipers.

OPTIONS AND ACCESSORIES



RADIOS. (Manual or Pushbutton models available.) Outstanding tone quality and power. Transistorized for compactness, dependability. Add greatly to driving pleasure; add more to trade-in value.



FRESH AIR HEATER. Uses "free" hot-water heat of engine blended with fresh air. Powerful 2-speed blower distributes heat evenly, provides clear-windshield defrosting.



FALCON FORDOMATIC. Gives famous Fordomatic 2-speed smoothness and dependability with typical Falcon economy. Shift lever and quadrant on steering column, right where you expect them!

PLUS . . . Deluxe Trim and Ornamentation Packages • 170 Special Six Engine • PolarAire Conditioner • Anti-Fume Crankcase Ventilation System • Two Tone Paint Combinations (13 for sedans, 14 for wagons) • Luggage Rack (wagons) • Power Tailgate Window (wagons) • Electric Windshield Wipers • Windshield Washer • I-Rest Tinted Windshield • Fender Ornaments • Full Wheel Covers • Wheel Trim Rings • Whitewall Tires • Locking Gas Cap • License Plate Frames • Full-View Mirrors • Inside Non-Glare Mirror • Spotlight • Seat Covers • Ventilated Seat Cushions and many other items.



The Ford Quality Audit system, a Ford first, results in products of highest quality. Quality Audit Teams select samples from each shift at every assembly plant for an exhaustive search for any deviation from strict quality standards. This enables assembly operations to check and adhere to this quality control at all times.

FALCON DESIGN: Welded, integral body and frame for quietness and high strength-weight ratio. Completely sealed and insulated. Roof cross brace at center on sedans and three roof cross braces on wagons give extra rigidity. Zinc-coated rocker panels and main underbody members for durability. Thicker anodized, corrosion-resistant aluminum grille. Large, wide-opening doors, with assist-type door checks. Lifeguard Double-Grip door locks. Wagons have easy-to-operate counterbalanced tailgate (with coil assist springs), roll-down tailgate window and Stowaway 2nd seat. Choice of Single Colors—11 on sedans, 12 on wagons—in gleaming, durable Diamond Lustre Finish.

ENGINES: 85-hp Falcon Six—144-cu. in. displ.; 3.50" bore x 2.50" stroke; 8.7 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; oil capacity, with filter change, 4.5 qt.

101-hp Falcon 170 Special Six—170-cu. in. displ.; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; regular fuel; low-silhouette unit-design carburetor; manual choke; oil capacity, with filter change, 4.5 qt.

ENGINE FEATURES: For economy and long life, Falcon engines have short-stroke, low-friction design; Free-Turning overhead intake and exhaust valves; integral cylinder head and 6-port intake manifold; Super-Filter air cleaner; vacuum-booster type fuel pump; Full-Flow oil filter; 12-volt electrical system; 18-mm. Turbo-Action spark plugs; aluminized muffler. Engines are electronically balanced while operating under their own power for optimum smoothness.

CLUTCH AND MANUAL TRANSMISSION: Single cushion disc, dry-plate clutch; aluminum housing; suspended clutch pedal. 3-Speed Transmission has helical gears with forged bronze synchronizers for smooth operation. Gear ratios tailored to each engine. Lever on steering column.

FORDOMATIC DRIVE (optional): A 2-speed automatic featuring simplified design, lightweight cast-aluminum construction, minimum servicing. In "D" range gives brisk, smooth starts in low. Effective engine braking in "L" position. Selector lever and quadrant on steering column.

SPECIFICATIONS

REAR AXLE: Semi-floating type with offset hypoid gears. Induction-hardened forged shafts with permanently lubricated wheel bearings.

FRONT SUSPENSION: Angle-Poised Ball-Joint type with pivoted, top-mounted coil springs. Strut-stabilized lower arms. New threaded, permanently lubricated bushings in upper arms and rubber bushings in lower arms for softer ride. Built-in anti-dive control. Double-acting shock absorbers. Link-type, rubber-bushed ride stabilizer.

REAR SUSPENSION: Semi-elliptic leaf springs with reduced spring rate, rubber-bushed supports and compression-type shackles, giving variable-rate characteristics for a softer, more levelized ride. Asymmetrical design for anti-squat on take-off. Full length liners between leaves. Double-acting shock absorbers.

STEERING: Magic-Circle recirculating-ball type. Anti-friction bearings throughout. Over-all ratio 27 to 1. Lifeguard 17", black, 3-spoke, deep-center steering wheel. Turning diameter approx. 38 ft.

BRAKES: Double-sealed, self-energizing hydraulic, 9-in. diameter front and rear. Total lining area 131.0 sq. in. on sedans, 150.6 sq. in. on wagons. Suspended pedal, dash-mounted master cylinder.

TIRES: Soft-Tread design, black, tubeless with Tyrex cord. Safety-type rims. Sedans—6.00 x 13 4-ply on 4" rims; Wagons—6.50 x 13 4-ply on 4½" rims.

DIMENSIONS: 109.5" wheelbase. Tread: front 55", rear 54.5". Height: sedans 54.5", wagons 55.1". Width 70.6". Over-all length: sedans 181.2", wagons 189".

STANDARD EQUIPMENT: Two sun visors and front arm rests. Parallel action, vacuum-boosted windshield wipers. Instrument panel with lighted control identifications, ash tray, glove box. Dome light operated by headlight switch. Foam-padded front seat (also rear seat in wagons). Coat hooks. Dual horns.

PRICES: All Optional Equipment and Accessories, illustrated or referred to as optional or available in this catalog are at extra cost. For the price of the Falcon with the equipment you desire, see your Ford Dealer.

Comparative information in this folder was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this folder was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without obligation.

FORD DIVISION,
Ford Motor Company

SEE THE '61 FALCONS.
THE MEASURE OF COMPACT
CAR VALUE..AT



SCHWIZ



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