

BUYER'S DIGEST

OF NEW CAR FACTS FOR 1965

7th Year

The Original Ford Book for Car
Buyers Who Want All the Facts Before
Making a Purchasing Decision



Falcon 2-Door Sedan in Wimbledon White. Here's where the savings all start—this is the lowest-priced Falcon of them all. Look it over and drive it . . . and you'd never guess it was priced so low. 4-Door Sedan \$2082 * 2-Door Sedan \$2020 *

Falcon 4-Door Sedan in Prairie Bronze with Deluxe Features. An inexpensive way to add additional dressiness and convenience to regular Falcons. See Deluxe Features on the next page. 4-Door Sedan \$2125.50 * 2-Door Sedan \$2063.50 *



FALCON

SEDANS

If you think the 13 new Falcons *look* lively . . . just wait till you *drive* one.

A whole new power lineup makes these the goin'est Falcons ever. The standard Six is now a hearty 105 hp. The optional Six is a smooth, new powerplant with 120 horses (and *seven* main bearings). V-8 fans can order up their Falcons with 200 hp. And, in the transmission department, there's a versatile 3-speed Cruise-O-Matic Drive available. Of course, along with all this get-up-and-go, Falcon never forgets it's first and foremost an economy car. Maximum miles per gallon is the specialty with *any* Falcon power team. The new standard 105-hp Six, for example, can deliver up to 15% greater fuel economy when teamed with Cruise-O-Matic Drive.

Falcon's ride is a delight. A real road-tamer. A couple of years back you'd never have found anything near so smooth and responsive in a car of Falcon's compact dimensions. But just looking or talking about it won't prove it to you. This one you've got to *drive*.

Interiors² are new and sporty looking (and plenty sizable). An automatic choke is now standard. So is a battery-saving alternator. Batteries are heavier duty and longer lived. The exhaust system is larger and more efficient, and even quieter than in the past. Fuel tanks hold 16 gallons (20 on wagons). Important changes

all—and all designed to make Falconing far more rewarding than ever before.

And, of course, Falcons are still demons for taking care of themselves. Just twice a year is the average for routine maintenance. Major chassis lubes are three years or 36,000 miles apart. Oil changes and minor lubes are only necessary each six months or 6,000 miles. And there's plenty of galvanizing and rust protection.

STANDARD EQUIPMENT HIGHLIGHTS

105-hp Falcon Six Engine • 3-Speed Manual Transmission • Alternator • Long-Life Sta-Ful Battery • Automatic Choke • Self-Adjusting Brakes and Valves • 6000-Mile or 6-Month Oil Filter • 36,000-Mile or 2-Year Coolant-Antifreeze • Fully Aluminized Muffler • Galvanized Main Underbody Members • Parallel-Action Electric Windshield Wipers • Bright-Metal Windshield and Rear Window Moldings • 2 Horns, 2 Sun Visors, and 2 Front Arm Rests • White Vinyl Roof Lining • Foam-Cushioned Front Seat • Color-Keyed Steering Wheel • Turn Signals • Front Seat Belts* • Fresh Air Heater-Defroster*

DELUXE FEATURES

Smart Chrome Moldings • Special Hood Ornament • Four Upholstery Selections • Rear Arm Rests and Ash Tray • Cigarette Lighter • Automatic Dome Light • Color-Keyed Rubber Floor Coverings

SEDAN BASIC SPECIFICATIONS

Length—181.6" • Width—71.6" • Height—54.5" • Wheelbase—109.5" • Curb Weight (approx.)—2-Door 2470 lb.; 4-Door 2510 lb. • Trunk Luggage Volume—12.2 cu. ft.

SEDAN COLOR SELECTIONS

Raven Black, Wimbledon White, Rangoon Red, Silver-smoke Gray, Silver Blue, Caspian Blue, Tropical Turquoise, Dynasty Green, Twilight Turquoise, Ivy Green, Champagne Beige, Prairie Bronze, Phoenician Yellow, Vintage Burgundy. See Color-Upholstery pages inside back cover.

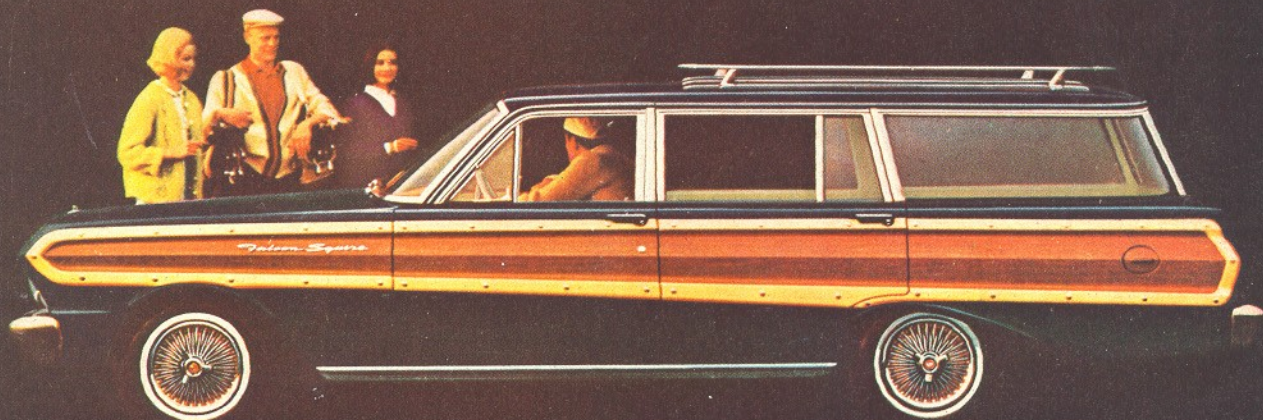
*See price explanation on page 11



Standard Falcon Interiors are nylon and vinyl fabric in handsome Palomino, red, blue or turquoise. Rubber floor mats are vinyl-coated. Roof has white vinyl lining.



Handling a Falcon is duck soup with its brief turning diameter, compact dimensions and nimble balance. Falcon is a boon in a parking lot and a ball on the highway.



Falcon Squire in Raven Black. Here's high style without a high price. Rich, simulated wood paneling on the sides and tailgate. Power tailgate window is standard equipment. So is Falcon economy and practicality. \$2665*

Falcon Squire Interiors are handsome and long-lasting. Five all-vinyl and one nylon-and-vinyl trim choices. Passenger areas are carpeted in color-keyed nylon-rayon.



SQUIRE COLOR SELECTIONS

Raven Black, Wimbledon White, Rangoon Red, Silver-smoke Gray, Silver Blue, Caspian Blue, Tropical Turquoise, Dynasty Green, Twilight Turquoise, Ivy Green, Champagne Beige, Honey Gold, Prairie Bronze, Phoenixian Yellow, Vintage Burgundy. See Color-Upholstery pages inside back cover.

DELUXE CLUB WAGON

STANDARD EQUIPMENT HIGHLIGHTS

105-hp Falcon Six Engine • 3-Speed Manual Transmission • Alternator • Long-Life Sta-Ful Battery • Manual Choke • Self-Adjusting Brakes • 6000-Mile or 6-Month Oil Filter • Fully Aluminized Muffler • Galvanized Main Underbody Members • Electric Windshield Wipers • Windshield Washer • Front Arm Rests • Auxiliary Side Step • 2 Horns, 2 Dome Lights • Chrome Outside Mirror • Locking Glove Box • Padded Instrument Panel and Sun Visors • Deluxe White Steering Wheel with Chrome Horn Ring • Cigarette Lighter • All-Vinyl Upholstery • Color-Keyed Floor Coverings • Turn Signals • Front Seat Belts* • Fresh Air Heater-Defroster* • For Station Bus and Club Wagon Equipment, see your Ford Dealer.

DELUXE CLUB WAGON

BASIC SPECIFICATIONS

Length—167.5"
Width—75.3"
Height—77.4"
Wheelbase—90.0"
Curb Weight (approx.)—2990 lb.
Fuel Capacity—14 gal.
Cargo Volume—194.0 cu. ft.

COLOR SELECTIONS

Deluxe Club Wagon: Silver Blue, Prairie Bronze; **Station Bus and Club Wagon:** Raven Black, Wimbledon White, Rangoon Red, Tropical Turquoise, Caribbean Turquoise, Marlin Blue, Holly Green, Bengal Tan, Phoenixian Yellow. See Color-Upholstery pages inside back cover.

*See price explanation on page 11

FALCON

WAGONS (Continued)

These are the Club Wagons . . . *very* special jobs. Just as a starter, they'll swallow over twice as much cargo as a compact wagon. They're over three feet shorter than a regular station wagon. They're a cinch to wheel through traffic or zoom along the highway. And they're Falcons right down to their treads when it comes to economy and dependability.

Two salty Six engines are offered: the standard job with 105 hp and a super option with 150 hp. Smooth, 3-speed Cruise-O-Matic Drive is also available. A battery-saving alternator is

standard. Underneath, brawny, new structural components make these wagons hardier than ever. The new front individual seats are extra comfortable. And the heater has been tucked away where it doesn't use up floor space.

Three different models are offered—so you can tote in just the style you want. Any of them will deliver 194 cu. ft. of cargo . . . and do it with remarkably few stops for gas. They're also great for packing in hordes of kids . . . or a gang of guys bound for hunting or fishing. And complete camper conversions are also available.



Falcon Station Bus in Navajo Beige. Here's the lowest-priced of these special wagons shown with the optional Camper Kit. Also available with kit for sleeping 4 or 6. See your Ford Dealer for complete details. \$2342*

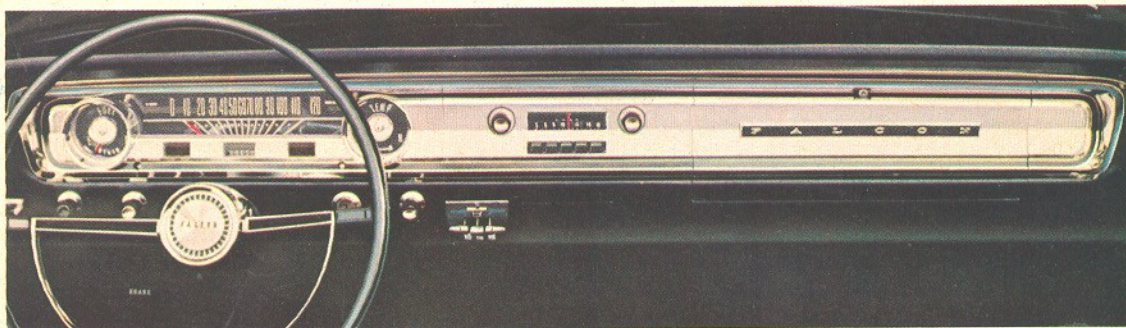


Falcon Club Wagon in Phoenician Yellow. Notice all the doors on all three of these wagons. One on either side up front. Two big side doors. And two back doors which open up the entire rear end. \$2491*

Falcon Deluxe Club Wagon in Silver Blue. How about this one for extra-big families? It's brimful of kid space and packing places, has plenty of comfort, convenience and class, and has all of Falcon's saving habits. \$2692*



POPULAR OPTIONS Shown below are some favorite Falcon options. They'll reward you in a variety of ways . . . in comfort, in convenience, in enjoyment, and in looks. And at trade-in time they can boost Falcon's already high resale value. You'll find other options listed on page 48.



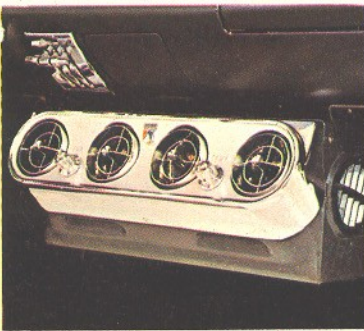
Power Steering Here's how to make parking a breeze and driving a delight. Steering is up to 85% easier and good road "feel" is retained. Available on all models except the Club Wagons. \$86.30*

Falcon Radio Fully transistorized for longer life. Has push-button tuning and printed circuit. \$58.50*
For the Club Wagons, radio has the same features as described above, with manual tuning. \$50.20*

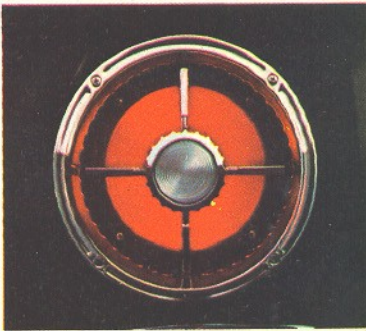
Padded Dash and Visors Here's how to add protection *and* style. Vinyl-covered shock-absorbing foam. (Standard on Deluxe Club Wagon. Padded visors standard on Convertible; padded dash \$17.30*) \$21.80*



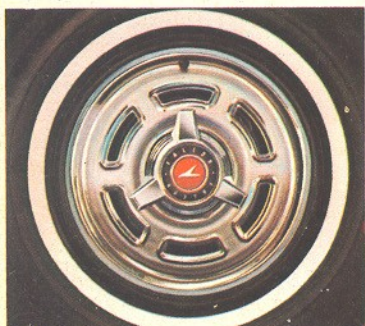
Camper Kits Any of the Club Wagons can be converted into comfortable "roving homes" with full dining, sleeping and living facilities for your family. See your Ford Dealer for details. \$630.00*



Ford Air Conditioner This compact, attractive unit provides cooling, dehumidifying, and depollenizing. Two simple controls. Not available with 4-speed stick, or with any of the Club Wagons. \$257.50*



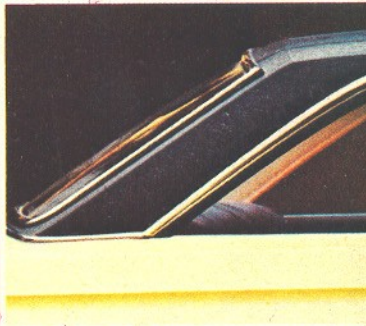
Courtesy Light Group Includes backup lights, trunk light (or cargo area light for station wagons), map, ash tray and glove box lights. Also, front and rear door courtesy switches to operate dome light. \$25.10*



Deluxe Wheel Covers Contoured, bright-metal wheel covers with simulated sports-type "knock-off" hubs. Four covers to a set. (Wire wheel covers that look like real wire wheels are also available \$45.10*) \$32.20*

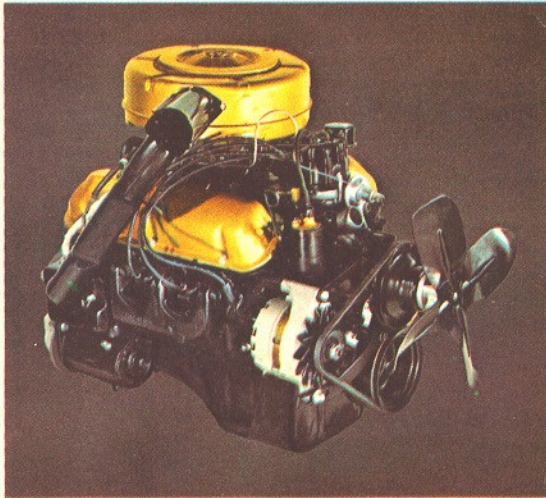


Sprint Package Added dash for Convertibles and Hardtops. Includes fender nameplate, a 289 V-8, and bucket seats. With Convertible (including center console) \$273.60*. Hardtop (without console) \$222.00*



Vinyl Roof This sporty option makes the Futura Hardtop look like a convertible. The steel roof is covered in levant-grained black or white vinyl. Either top is available with any body color. \$75.80*

CHOICE OF THREE ENGINES However you like your driving, Falcon's got the engine for you. The standard Six is a dyed-in-the-wool gas saver, the optional Six is plenty economical, too, and peppier to boot. And the optional V-8 is a performin' powerhouse. The pickin' was never better.



7 FALCON POWER TEAMS

ENGINES

Falcon Six
Fairlane Six
Challenger V-8

TRANSMISSIONS

A, C
A, C
B, C, D

A—3-Speed Manual • B—Synchro-Smooth Drive (fully synchronized 3-speed manual) • C—Cruise-O-Matic Drive • D—4-Speed Manual

Falcon Six—105 hp (170 cu. in.) Standard on most models. It has a 23½% boost in horsepower over last year's standard engine, yet Ford tests show that when teamed with an automatic transmission it delivers up to 15% better fuel economy than last year's 170 Six. It's a big saver on maintenance, too—6,000 miles or six months between oil changes. And along with all these savings, it's still a perky engine for city or highway driving. Standard on all models except Futura Wagon and Falcon Squire.

Fairlane Six—120 hp (200 cu. in.) Fairlane power for the Falcons? You bet . . . and guess how peppy *that* makes a Falcon. Perhaps what you can't guess is how smooth and quiet this engine is. That's because it has seven main bearings. And with all its extra spunk and spirit, it's still mighty economical. Standard on Futura Wagon and Falcon Squire. Not available on the Club Wagons (for them, the 150-hp Big Six is optional at \$51.50*, see page 43 for description of this engine). \$45.10*

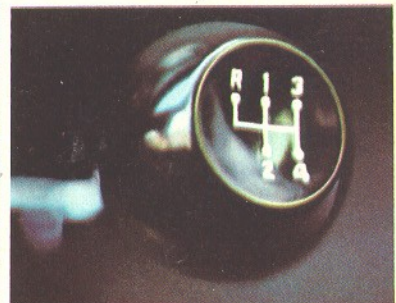
Challenger V-8—200 hp (289 cu. in.) Here's the smoothest, most powerful engine ever offered in a Falcon. In a car of Falcon's modest weight and nimble dimensions, V-8 power like this offers truly spectacular performance. And because of the advantageous weight-to-power ratio, you get that performance with remarkably good gas economy. Operates on low-cost regular, too. May be teamed with any transmission. Not available on Club Wagons. With Futura Station Wagon and Squire, \$108.00*. With all of the other Falcon models, \$153.10*

TRANSMISSIONS A

choice of three different transmissions permits you to suit your driving needs to a T. The standard 3-speed manual transmission is fully synchronized in all forward gears when you choose it with the Challenger V-8 or with the Club Wagons. Three-speed Cruise-O-Matic is now offered on all models. And the 4-speed stick shift is a sporty choice.



Cruise-O-Matic Available for the first time on Falcons. Highly versatile, it shifts automatically through *three* forward speeds. Starts may be made in Low or Intermediate (when road is slippery). Available on all models. With Six \$172.30*. With V-8 \$182.20*



4-Speed Stick Shift This one's for fun fans. The stick is floor-mounted and positioned for fast shifting. All four forward gears are fully synchronized. Offered with the Challenger 200-hp V-8. Not available with Station Wagons or Club Wagons. \$188.00*

***PRICE EXPLANATION** Prices shown are manufacturer's suggested retail prices. They do not include accessories and options such as white sidewall tires and wheel covers. Nor do they include transportation charges, gasoline, license and title fees, or state and local taxes. Reimbursement for federal excise tax is included. Heater and front seat belts are factory-installed unless otherwise specified. When car is ordered without heater or seat belts, an appropriate reduction in price will be made. For more complete list of optional equipment and prices, see page 48. The prices, specifications and standard or optional equipment shown were in effect at the time of printing. Ford Division of Ford Motor Company reserves the right to change prices, specifications, standard or optional equipment, or discontinue models at any time without notice and without incurring obligation.

Price it yourself with this **ARMCHAIR ESTIMATOR**

The purpose of these pages is to provide you with an easy means of estimating the price of the '65 Ford of your choice, equipped the way you want it. Just select the appropriate figures for the model and equipment you want from the

list of suggested retail prices at the bottom of these pages. With this information you can fill in the boxes below and determine the approximate price of your new Ford simply and leisurely in your own home.

1 WRITE IN THE PRICE OF THE 1965 FORD OF YOUR CHOICE . . .

2 WRITE IN THE PRICES OF THE OPTIONS YOU WANT . . .

Engine
Transmission
Other Options

3 TOTAL NO. 1 AND NO. 2 . . . THIS IS THE PRICE OF YOUR 1965 FORD EQUIPPED THE WAY YOU WANT IT . . .

4 ENTER HERE THE PRICE FROM BOX NO. 3 . . .

5 WRITE IN THE TRADE-IN VALUE OF YOUR PRESENT CAR . . .

For now you may have to "guesstimate" the value. For an exact, professional appraisal, see your Ford Dealer. He'll be happy to help . . . at absolutely no obligation.

6 SUBTRACT NO. 5 FROM NO. 4 . . . THIS IS THE ESTIMATED PRICE OF YOUR 1965 FORD WITH TRADE-IN.

FALCON

2-Door Sedan	\$2020.00
4-Door Sedan	2082.00
Futura 2-Door Sedan	2144.00
Futura 4-Door Sedan	2192.00
Futura Hardtop	2481.00
Futura Convertible	2481.00
2-Door Wagon	2333.00

Optional Equipment

120-hp Six, over 105-hp Six	\$ 45.10
200-hp V-8, over 105-hp Six \$153.10; over 120-hp Six	108.00
Cruise-O-Matic with V-8 \$182.20; with Six	172.30
4-Speed Manual Transmission (with V-8 only)	188.00
Ford Air Conditioner	257.50
Bucket Front Seats (Futura Hardtop and Conv. only)	68.90
Center Console (required on Conv. with Bucket Seats)	51.60
Deluxe Feature Package (with standard Sedans only)	43.50
Limited-Slip Differential (N.A. on Convertible)	38.00
Tinted Windshield \$12.55; Windows and Windshield	27.00
Luggage Rack (Wagons only)	45.40
Two Tone Paint (N.A. on Hardtops)	19.40
Power Steering	86.30

Station Bus and Club Wagons

150-hp Six	\$ 51.50
Cruise-O-Matic Transmission (with 110 CID Six only)	190.10
Tinted Windshield	14.20
Two Tone Paint	26.90
Manual AM Radio and Antenna	50.20

MUSTANG

Hardtop	\$2372.00
Convertible	\$2614.00

Optional Equipment

200-hp V-8	\$ 108.00
225-hp V-8	162.00
271-hp V-8	442.60
Cruise-O-Matic with V-8 \$189.00; with Six	179.80
4-Speed Manual Trans. with V-8 \$188.00; with Six	225.00
Ford Air Conditioner	283.20
Front Disc Brakes	58.00
Full-Length Center Console \$51.50 (with Air Conditioning)	32.20
Power Convertible Top	54.10
Limited-Slip Differential	42.50
Tinted Windshield \$21.55; Windows and Windshield	30.90
Power Brakes	43.20

FAIRLANE AND FAIRLANE 500

2-Door Sedan	\$2230.00
4-Door Sedan	2271.00
Fairlane 500 2-Door Sedan	2312.00
Fairlane 500 4-Door Sedan	2353.00

Optional Equipment

200-hp V-8	\$ 108.00
225-hp V-8	162.00
271-hp V-8	429.80
Overdrive (with 200-hp V-8 only)	108.40
Cruise-O-Matic with V-8 \$189.00; with Six	179.80
4-Speed Manual Trans. (with 225-, 271-hp V-8's only)	188.00
Tinted Windshield \$21.55; Windows and Windshield	31.40

4-Door Wagon	\$2367.00
Futura 4-Door Wagon (120-hp Six standard)	2506.00
Squire (120-hp Six standard)	2665.00
Station Bus	2342.00
Club Wagon	2491.00
Deluxe Club Wagon	2692.00

(All Falcons, except where noted, equipped with 105-hp Six engine)

Push-Button AM Radio and Antenna	\$ 58.50
Padded Dash and Viscors (except Convertible)	21.80
Padded Dash-Convertible	17.30
Sprint Package (Convertible \$273.60) Futura Hardtop	222.00
Power Luggage Window (std. on Squire)	29.75
Vinyl Roof-Hardtop	75.80
Vinyl Interior Trim (Futura Sedans only)	25.00
Wheel Covers \$16.00; with Knock-Off Hubs \$32.20; Wire Wheel Covers	45.10
Visibility Group	36.60
Typical Whitewall Tire Option	29.90
Courtesy Light Group	25.10
Retractable Front Seat Belts (Std. Belts-Delete Option**)	7.55
Mag-Aire Heater (Delete Option)**	73.40

Second Seat \$48.40; Second and Third Seats	\$ 96.40
Folding Driver's Seat	12.90
Heavy-Duty Tires (required with Second Seat)	67.50
Camp Equipment Package	630.00
Fresh Air Heater (Delete Option**)	73.40

Fastback 2+2	\$2589.00
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Power Steering	\$ 86.30
Push-Button AM Radio and Antenna	58.50
Rally Pac	70.80
Special Handling Package	31.30
Vinyl Roof-Hardtop	75.80
Padded Viscors	5.70
Wheel Covers-Knock-Off Hubs \$18.20; Wire Wheel Covers	45.80
Visibility Group	36.60
Typical Whitewall Tire Option	33.90
Retractable Front Seat Belts (Std. Belts-Delete Option**)	7.55
Mag-Aire Heater (Delete Option)**	32.20
Styled Steel Wheels	122.30

Fairlane 500 Hardtop	\$2377.00
Fairlane 500 Sports Coupe	2538.00
Fairlane Wagon	2567.00
Fairlane 500 Wagon	2648.00

Power Brakes	\$ 43.20
Power Steering	86.30
Power Luggage Window-Wagons	32.30
Ford Air Conditioner	257.50
Select-Aire Conditioner	363.80
Limited-Slip Differential	38.00
Vinyl Interior Trim-Fairlane 500 Sedans and Hardtops	25.00