

# falcon '70½



FORD'S ALL-NEW  
EDITION OF  
AMERICA'S ALL-TIME ECONOMY CHAMP

# New falcon '70½ Bigger and stronger to help you save in comfort

Meet Falcon '70½ . . . newest Ford that puts economy ahead of all but comfort and good looks. America's all-time economy champ has added inches where they do the most good. It is now nearly two feet longer and three inches wider. Six full-sized adults have all the hip, shoulder, leg room they need. And the new '70½ Falcon Wagon gives you 85.2 cubic feet of cargo space.

Note the crisp, perfectly proportioned lines of the beautiful 2-Door Sedan and 4-Door Wagon you see here (and 4-Door Sedan illustrated on cover). Smart new touches include dual headlights and concealed windshield wipers. It all adds up to dramatic, contemporary styling without equal at a compact price.

Monocoque construction—like that used by modern aircraft—provides a stronger, more durable body unit. Fashion-right interiors feature foam-padded, easy-care, long-wear all-vinyl seats. A Locking Steering Column and new Uni-Lock Harness (that buckles shoulder and lap belts with one connection) are standard.

Falcon '70½ moves nimbly, quietly, with a remarkably smooth, road-leveling ride and offers you easy handling and superb parkability. A hard-muscled, money-saving 250-cu. in. Six and fully synchronized 3-speed manual transmission are standard. So are Ford Motor Company Life-guard Design Safety Features, and Twice-a-Year Maintenance features which keep operating costs Falcon-low. Options include six V-8's (four for Wagon) up to 429 cubic inches (see page 4), and the Wagon 2-Way Magic Doorgate.

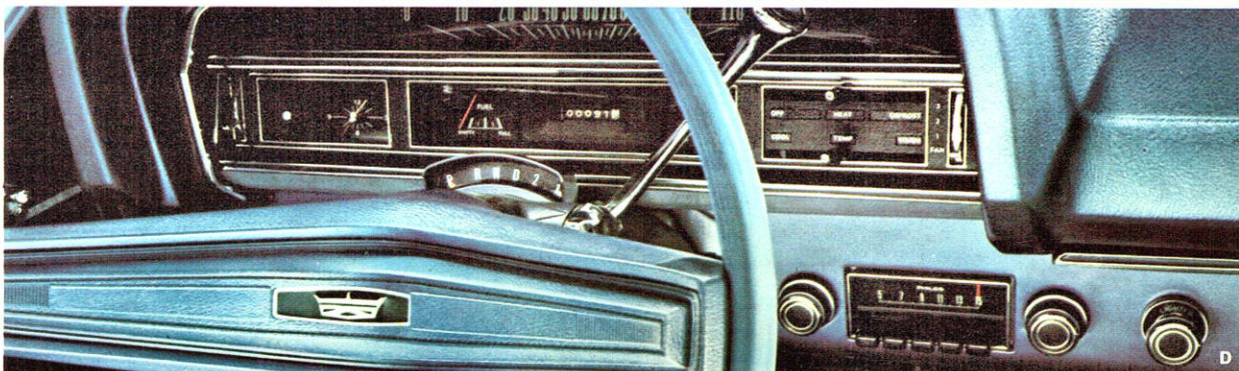
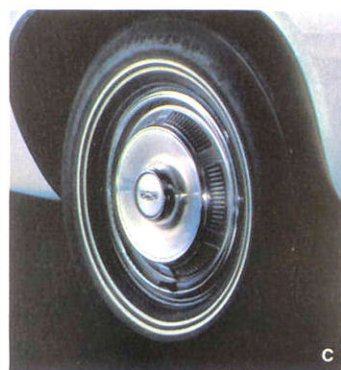
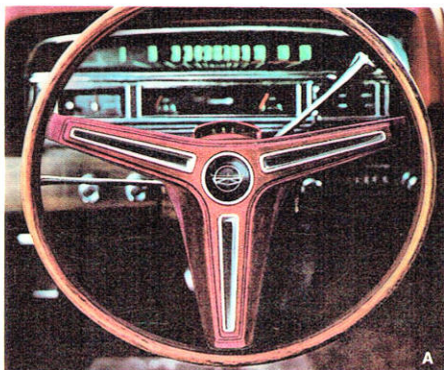
Falcon '70½ adds up to economy that never looked or felt so good. Test-drive one soon at your Ford Dealer's and prove it to yourself.



Handsome all-vinyl interior with matching trim comes in black and medium blue (all models), plus light nugget on Sedans, medium ginger on Wagon.



Beautiful new Falcon '70½: 2-Door Sedan; 4-Door Wagon (above); 4-Door Sedan shown on cover.



## falcon '70½ options

Illustrated above are (A) Rim-Blow Deluxe 3-Spoke Steering Wheel, Power Steering, (B) LH Remote-Control Outside Mirror, (C) Wheel Covers—one of five style choices shown, (D) SelectShift (shift manually or automatically), AM Radio. Other options include: SelectAire Conditioner • AM/FM Stereo Radio • Shaker Hood Scoop • Wagon Power Side Windows • 4-Speed Transmission with Hurst Shifter® • Magnum 500 Chrome Wheels • Power Front Disc Brakes • Wagon 4-Way Power Seat • Dual Rear Speakers • DirectAire Ventilation • Two-Tone Paint • Vinyl-Covered Roof • Body Side Molding with Color-Keyed Vinyl Insert • Hub Cap, Trim Ring with Wide-Oval Tires • Sporty Wheel Covers with Wide-Ovals • Argent Styled Steel Wheels with Wide-Ovals • Intermittent Windshield Wipers • Rear Window Defogger • Visibility Group • Tinted Glass • Tachometer • Traction-Lok Differential • 2-Way Magic Doorgate • HD Load Suspension • HD Battery • Trailer Towing Package • Electric Clock • Deluxe Seat Belts (includes Automatic Seat Back Release on 2-Door Sedan) • Drag Pack • Special Axle Ratios. And more.

Note: Most options are available for all models, some only on certain models. Options shown in *italics* are available only in combination with other options. For complete information on all options and availabilities, consult your Ford Dealer.

## standard equipment

Falcon '70½: 250-cu. in. Big Six • synchronized 3-speed manual transmission • all-vinyl headlining • curved side glass • concealed 2-speed electric windshield wipers • Locking Steering Column • vinyl-coated color-keyed floor cover-

ing • reversible keys, "keyless" locking • Day/Nite mirror • foot-applied parking brake • stainless steel hub caps • two-spoke steering wheel • belted bias-ply tires • suspended accelerator pedal • dome light • heater/defroster blower • color-keyed armrests • front and rear ash trays • cigar lighter • single note horn • glove box with lock • aluminum scuff plates • bright drip moldings (2-Dr. Sed.) • unitized body construction. Color and Trim: 16 Super Diamond Lustre Enamel exterior finishes, and 3 interior color choices.

## falcon '70½ facts

### POWER TEAMS

ENGINES	HP	FUEL	TRANS.
250 cu. in. Six	155	Reg.	3, C
302 cu. in. 2V V-8	220	Reg.	3, C
351 cu. in. 2V V-8	250	Reg.	3, 4, C
351 cu. in. 4V V-8	300	Prem.	3, 4, C
429 cu. in. 4V V-8	360	Prem.	4, C
429 cu. in. 4V Cobra V-8*	370	Prem.	4, C
429 cu. in. 4V Cobra Jet Ram-Air V-8*	370	Prem.	4, C

### SYMBOLS

3—3-speed fully synchronized manual shift  
4—4-speed manual with Hurst Shifter®\*†  
C—SelectShift (3-speed auto. trans.)

\*Not available on Wagon

†N.A. w/429 CID engines on 4-Door Sedan

Engine Features: 6000-mile (or 8-month) full-flow oil filter; hydraulic valve lifters; dry element air cleaner; 190° thermostat; 12-volt elect. syst.; 42-amp. alt. (38 amp. on 250 Six); 54-plate, 45 amp-hr Autolite Sta-Ful battery, weatherproof ignition with constant-resistance wiring; air-cooled breaker points; positive-engagement starter; fully aluminum mufflers.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear brakes. Self-adj. type, 10-inch full cast front drums finned and flared for better cooling. Lining area sedans, with Six and 302 V-8—163.6 sq. in.; wagon with Six and 302 V-8, sedans with 351 or 429 V-8's—

173.3 sq. in.; wagon with 351 V-8—192.5 sq. in. Basic Dimensions and Capacities: Length—2-Dr. & 4-Dr. Sed. 206.2", Wagon 209.0"; Width—2-Dr. Sed. 76.7", 4-Dr. Sed. 76.4", Wagon 75.4"; Wheelbase—2-Dr. & 4-Dr. Sed. 117.0", Wagon 114.0"; Track (front/rear) 60.5"/60.0"; Height—2-Dr. Sed. 52.3", 4-Dr. Sed. 53.1", Wagon 55.7"; Usable Luggage Capacity—2-Dr. & 4-Dr. Sed. 16.2 cu. ft.; Wagon Cargo Capacity—85.2 cu. ft.; Fuel Capacity—22 gals. (Calif.—18 gals.). Approximate Curb Weights: 4-Dr. Sed.—3266 lb., 2-Dr. Sed.—3222 lb., Wagon—3610 lb.

### Ford Motor Company Lifeguard Design Safety

Features standard on Falcon '70½ cars are: • Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door models • Safety-designed coat hooks • 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 • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints for front outboard occupants • Safety glove box latch.

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.



FALCON '70½ 2-DOOR SEDAN



FALCON '70½ 4-DOOR SEDAN



FALCON '70½ WAGON

FALCON

