

ACCESSORIES ...engineered and style designed...

for **THE NEW**

FALCONS

BY FORD



Trim..Taut..Terrific..





FALCON



This brochure describes the comprehensive range of Ford accessories available for

THE NEW FALCONS

from Ford Dealers everywhere.

Accessories can be fitted to your Falcon at any time but, preferably when delivery of your new car is taken.

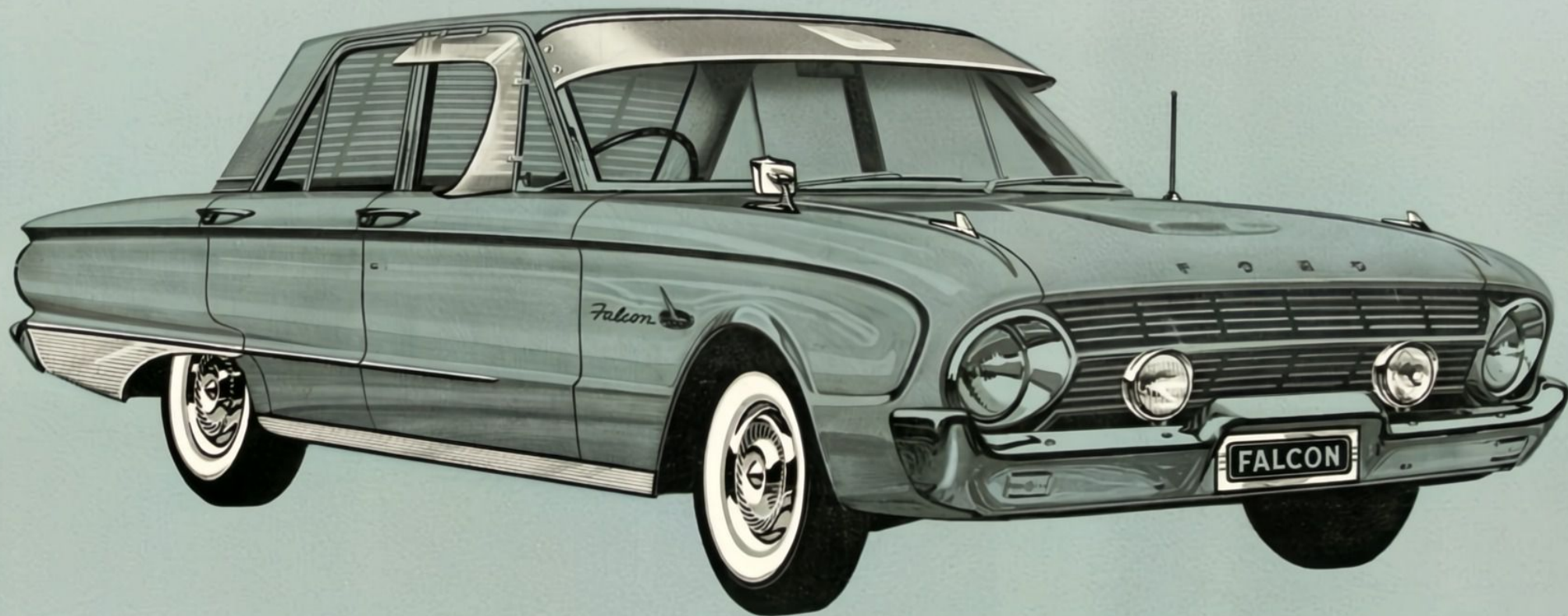
Thus, right from the start, you have the use of the accessories fitted to your car.

Accessories, such as radio, heater, exterior sun visor, venetian shade and others, are custom built and style engineered for "The New Falcons".

These and the many other Ford Accessories will give your car that something extra. Whether it be increased comfort, convenience, added safety or eye appeal you desire—the Genuine Ford range has the accessories from which to choose.

You can rely on Ford design and quality being to the high specifications set by Ford Quality engineers.

NEW FALCON STANDARD SEDAN *WITH ACCESSORIES*



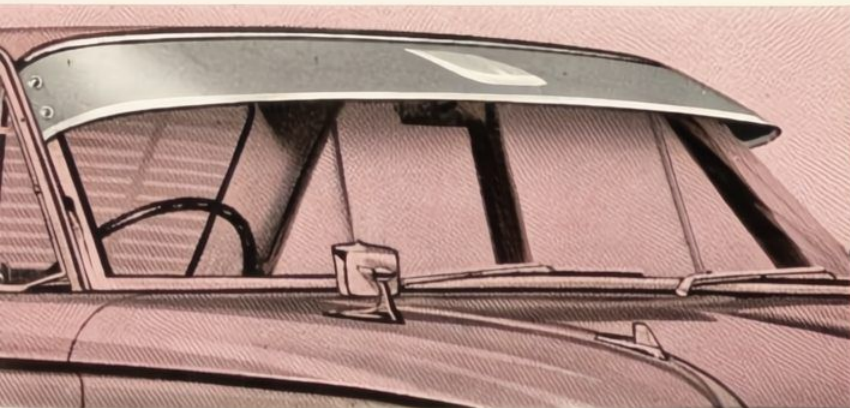
From this illustration, you can "picture" your Falcon with accessories fitted. The accessories highlighted are detailed on pages 4 and 5.

EXTERIOR SUN VISOR

A Sun Visor will shade the driver and front seat passengers and will eliminate glare. It will make driving more comfortable and even safer.

The Ford Sun Visor is painted to match car body colours and styled to blend with the fine lines of The New Falcon vehicles.

But, insist on a Genuine Ford Sun Visor, rigid, durable and fully warranted.



LONG RANGE DRIVING LAMP KITS

(Traffic regulations in most Australian states call for 2 kits to be fitted)

On country highways and in bad weather, these powerful long beam lamps give extra light and safety. Complete kits—wired to operate independently of general lighting system.



FOG LAMP KITS

(Two kits to be fitted in accordance with traffic regulations in most Australian states.)

Give best possible visibility in foggy conditions. These lower beam light kits are complete with all fittings and have independent controls.



FRONT KIT

SPLASH GUARD KITS

(sets for under front and rear fenders)

Splash guards protect paint work and body panels from gravel abrasion and mud splash.

Easy to fit to fenders and manufactured from durable materials.



REAR KIT

WEATHERSHIELDS



THE SWEEP-BACK DESIGN

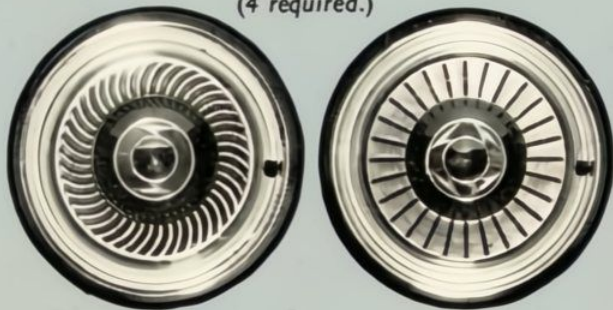


THE STYLELINE DESIGN

Two modern attractive designs are available in quality clear perspex or with green upper sections. Choose according to your personal taste and requirements. Extra comfort and added safety are yours when you drive with your window open in all weather.

WHEEL COVERS

(4 required.)



"FIESTA"

"DYNO"

Choose from these two designs of wheel covers to suit your requirements in highly chromed finish for the wheels of your new Falcon.

WHEEL TRIM DISCS



"TURBO"

"CLASSIC"

Wheel discs give added lustre and elegance to your car. Simply held in position by the hub caps. Rust-proof—will not tarnish.

DELUXE REAR VISION MIRRORS



"STYLELINE" DELUXE

"STARLINE" DELUXE

Deluxe rear vision mirrors give elegant appearance combined with that extra degree of safety in driving. Easy to fit on either or both front fenders. There is also a good range of general purpose rear vision mirrors for fender or front door attachment.



VANITY MIRROR

Fit a Vanity Mirror for Milady.

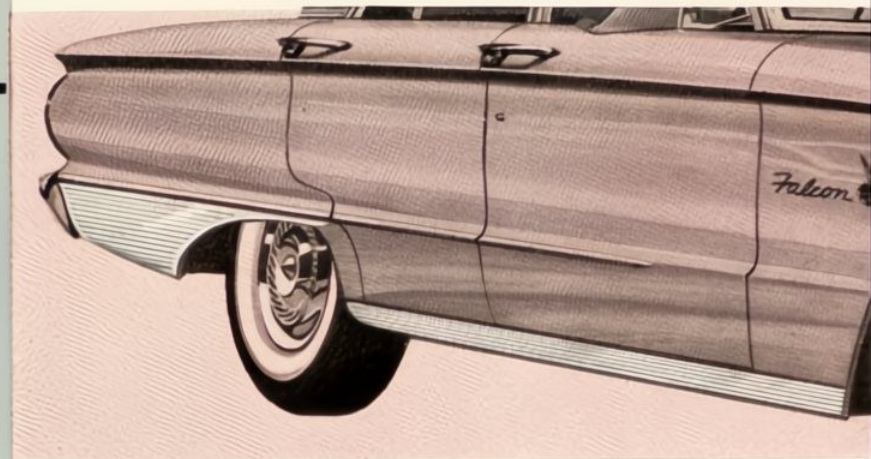


FENDER TOP ORNAMENTS

Styled to match New Falcon front fender treatment—in clear, red or green perspex. (1 pair in kit.)

QUARTERLINE EMBELLISHER KIT

We recommend this complete kit of embellisher mouldings to emphasise the stylish lines of your New Falcon. There are two styles and either can be easily fitted to give a pleasing and desirable finish. Inspect a New Falcon Sedan fitted with this ornamentation.



ROCKER PANEL MOULDINGS

(2 required)

Chrome finish strips at the lower edge of body, beneath the doors, are easily fitted to impart a bright side finish appearance to your New Falcon. They also protect the lower body paintwork against abrasion from stones and gravel.



RADIO — Push Button or Dial tuned



PUSH BUTTON CONTROL RADIO

The new range of Ford Car Radios has been developed especially for The New Falcon vehicles by engineers of Ford Motor Company of Australia and Amalgamated Wireless (Australia), Ltd. in collaboration.

- A newly created radio receiver, the Falcon 5 star model, is all transistor, has push button selectors and is the latest in design for automotive use (it employs 8 transistors).
- There is a 3 star model—transistor powered (valves and transistors)—also push button station selection.
- The dial tuned 3 star model is likewise transistor powered (valves and transistor).

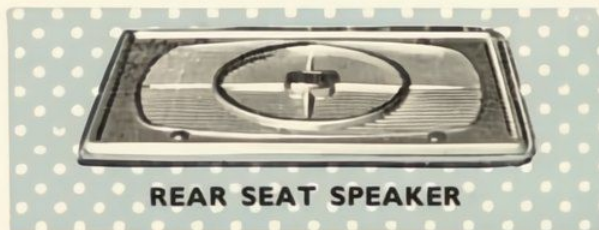
Fascia panel of all 3 radios has modern styling in polished chrome to match the instrument panel treatment of the New Falcon vehicles by Ford.

Push button models now have 6 buttons, 5 for station selection plus a 6th button for switch off—the 5 selector buttons each have the dual purpose of switching the radio on and pre-selecting a radio station for listening.

Several late innovations in loud speaker design have been built into the speaker used with radio for the New Falcons.

Aerial design is such that it can be easily and economically installed from the top of the front fender.

Ford Radio for Falcon is indeed uniquely modern. You are assured of comfortable listening with the satisfaction of knowing that every latest development has been included in this new range of three radio receivers.



REAR SEAT SPEAKER

Accessories highlighted in these illustrations are Radio, Heater Controls, Plastic Seat Covers, and Safety Seat Belts.





INSTRUMENT PANEL CRASH PAD KIT

Safety First—it is indeed a sound investment to fit a crash pad kit to the instrument panel of your New Falcon—in several colours to tone with interior treatment.

WINDSCREEN WASHERS



AQUAMATIC

Press the conveniently located foot pedal and your parallel action wipers automatically commence operating as twin jets of fluid spray the windscreen. The aquamatic windscreen washer makes it possible to enjoy the maximum convenience and safety of clear visibility in driving your New Falcon.

AUTOMATIC

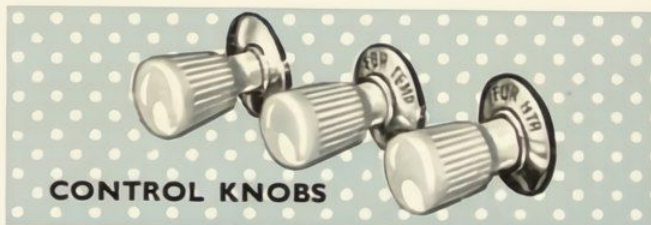
The push button type, automatic windscreen washer operates independently of the wipers. Controlled by a button conveniently located on the instrument panel a stream of washer solution sprays on to the screen as required.

FRESH AIR HEATER AND VENTILATING SYSTEM

(includes the Windscreen Demisting Kit)

The Genuine Ford heater for Falcon vehicles features the latest "air blending" principle and is the most advanced design in heating and demisting systems. Temperature control provides the exact blend of cold and hot fresh air required. Controlled two speed electric blower provides either medium or high volume circulation of warm air for maximum comfort and efficiency even on the coldest mornings—also gives forced draught cool air circulation in summertime.

Windscreen-wide defrosting action clears your screen quickly. Insist on a Ford heater, custom-built for the New Falcons by Ford.



CONTROL KNOBS



SAFETY SEAT BELTS

The New Falcons have specially prepared floors to facilitate quick, safe, fitment of Genuine Ford Safety Seat Belts.

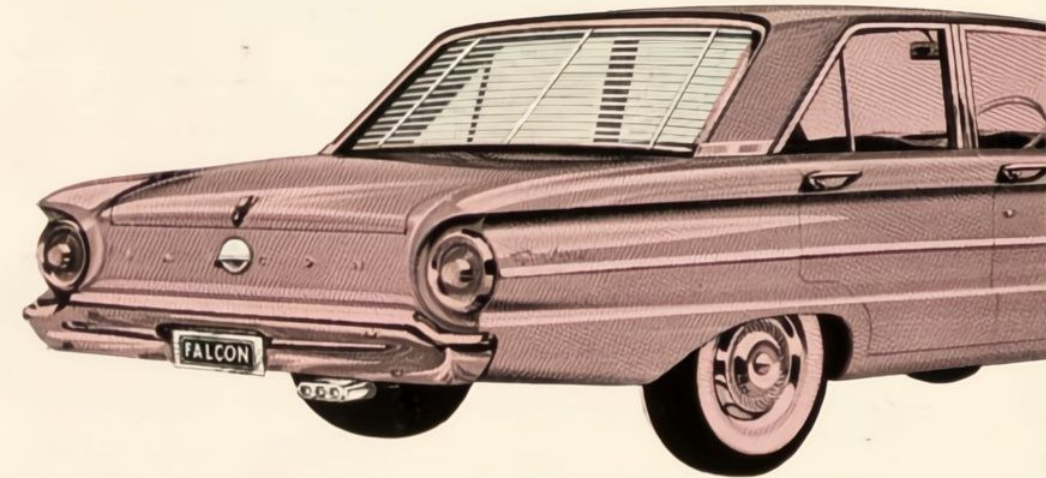
Insist on having Safety Seat Belts fitted to your car—**Safety First.**

SEAT COVERS

(IN CLEAR PLASTIC)



There are kits of clear plastic seat covers for all models of New Falcon vehicles. Seat covers serve the dual purposes of protecting the upholstery, giving added fine appearance.



Here illustrated is the **FALCON** Rear end with several items of accessories highlighted for your approval.



Locking Type



Non-locking Type

CHROMED FUEL TANK CAPS

Durable, heavily chromed tank caps—choose from the locking or plain chrome designs.



THE DELTA WING

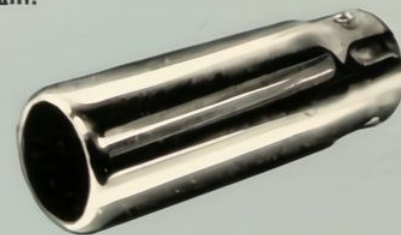


THE DELUXE TUBULAR EXHAUST EXTENSION
(with rear red disc)

EXHAUST DEFLECTORS

There are 3 smart fashionable exhaust deflectors—a choice can be made to suit your personal taste and requirement.

An exhaust deflector will protect the rear bumper chrome and body paint work from exhaust stain.



OPEN TUBE EXTENSION

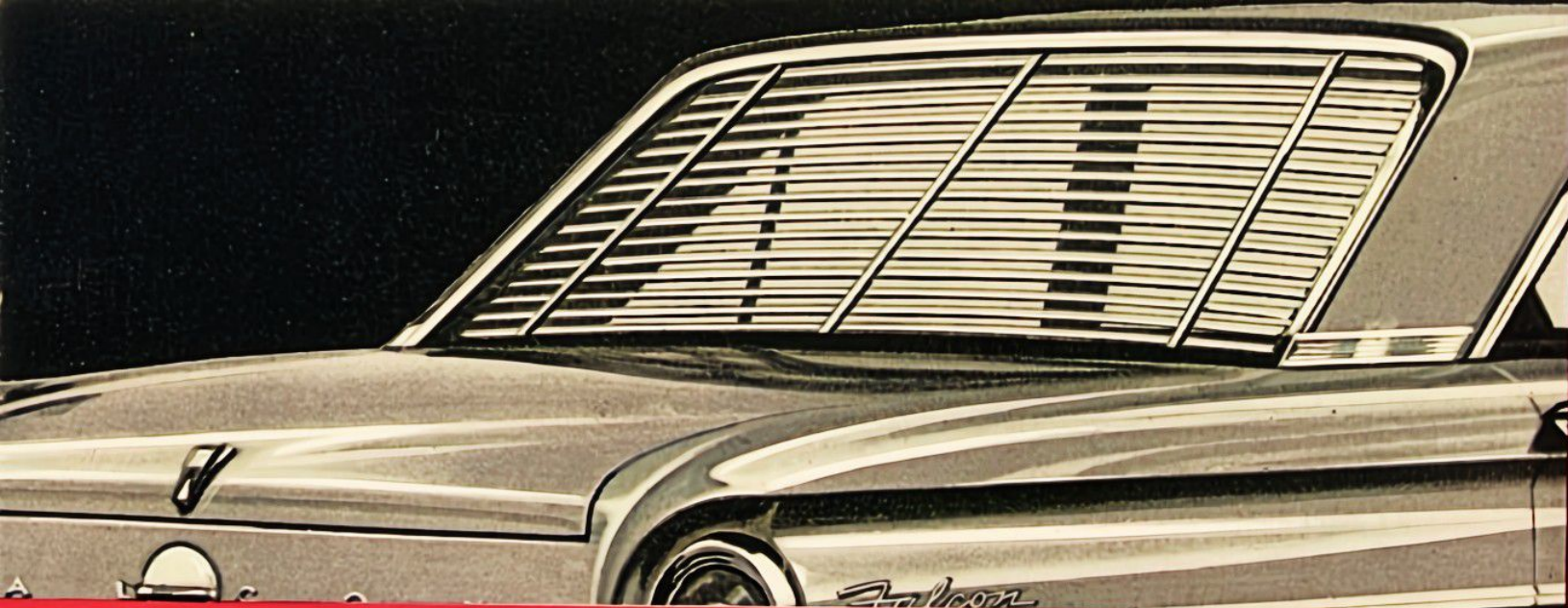


REVERSING LIGHTS

Reversing lights are a good safety investment—a kit comprising sundry necessary wiring and switch is available for fitment in association with existing rear lights.

LICENCE PLATE FRAMES

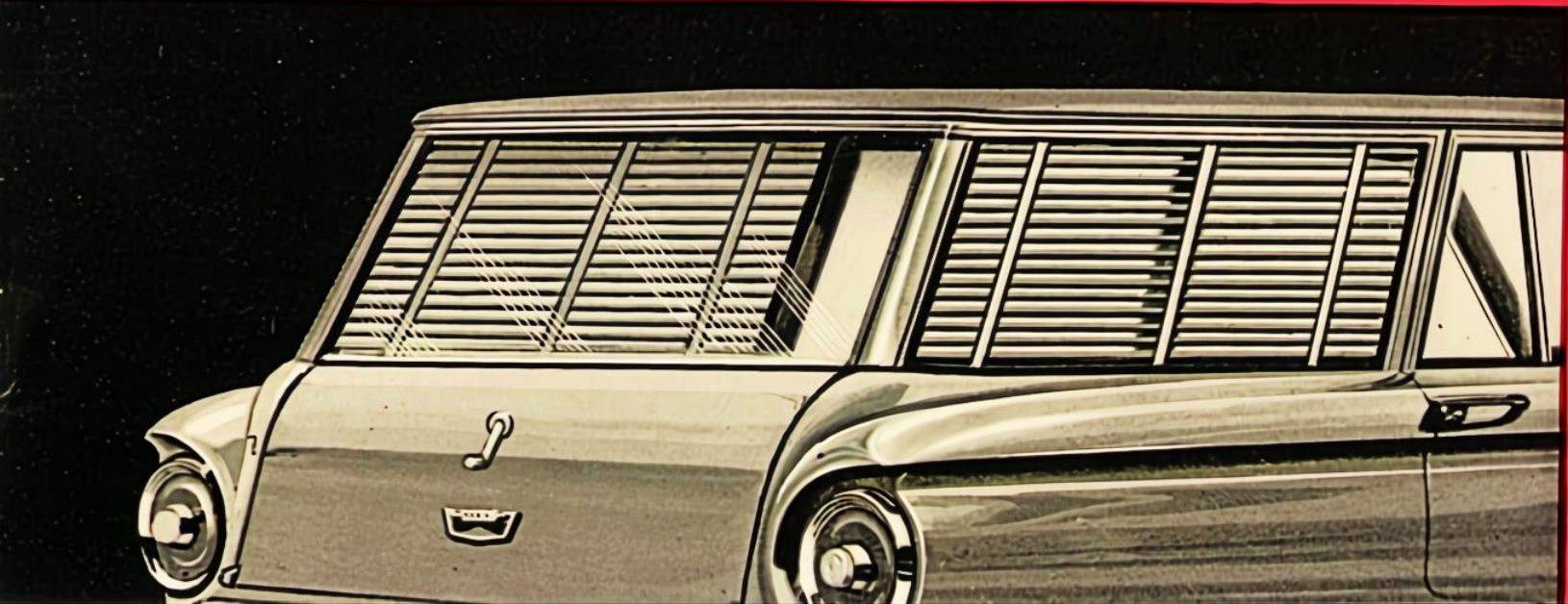
These frames take that bare look from the the official number plates. Neatly fitted, chrome finished, they add to the appearance of your Falcon.



REAR VENETIAN SHADES

For Falcon Sedans

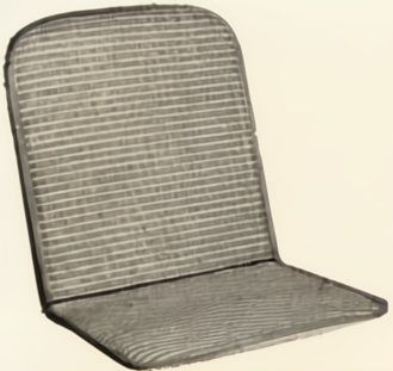
Reduces glare and summer heat for rear seat passengers—driver's vision is not impaired. Specially tailored for the rear window.



For Falcon Station Wagons

A pair of rear, side venetian shades for the Falcon Station Wagons will provide similar comfort and convenience—tailored for snug fitting to rear quarter windows.

Ford



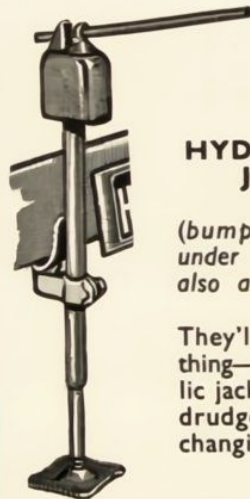
LOOSE SEAT CUSHION

Especially during the hotter weather, a loose ventilated type seat cushion adds much to driving comfort.



RUBBER FLOOR MATS

Loose mats protect the floor coverings in your New Falcon—available in blue, black, green or red.



HYDRAULIC JACK

(bumper type—under car type also available)

They'll lift anything—the hydraulic jack takes the drudgery out of changing a tyre.



TROUBLE LAMP

A handy lamp for trouble shooting at night—can be easily clipped on to any convenient spot on your car and wired quickly and directly to your battery.



ENGINE COMPARTMENT LIGHT

Illumination for your engine compartment at night—special mercury switch gives automatic on-off control of light. Easily fitted.

There are several other accessories for your NEW FALCON



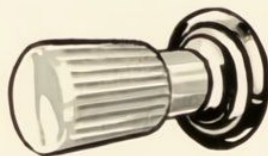
FOOT TYRE PUMP

An extremely efficient and reliable foot pump. Much easier to operate than a hand pump.



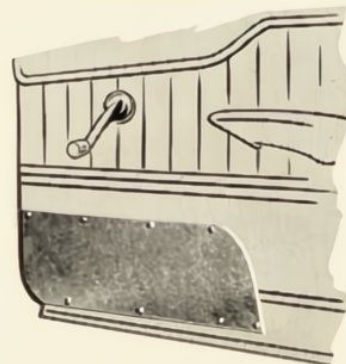
REMINGTON AUTO-HOME SHAVER ROLLAMATIC MODEL

Especially attractive for the travelling man. Operates perfectly at home, at work, or in your car.



CIGARETTE LIGHTER KIT

For models not fitted with a lighter—press button action, automatic release.



KICK PLATES (kit for two doors)

Protect the lower portion of door trims on your New Falcon.



HAND AND RUG RAIL KIT

Very convenient for rugs and wraps when travelling—a boon to taxi and commercial operators.



**SUPERSHEEN
CAR BODY
COAT
(Siliconised)**

**SUPERSHEEN
CAR BODY
POLISH
(Siliconised)**



**FALCON
SILICONISED
CAR POLISH**

**SUPERSHEEN
CAR POLISH
(non-silicone)**



**UPHOLSTERY
CLEANER**



***Supersheen Car Care Cosmetics by FORD will take care
of your NEW FALCON—keep that showroom sparkle***



**BODY
WASH**

CHAMOIS



**CAR BODY
WAX**

**CHROME
PRESERVER
PACK**



**BLACK TYRE
& RUBBER
PAINT**



FOR MAINTENANCE

These are some of the maintenance and servicing aids that are specially prepared and warranted suitable for your New Falcon by Ford.



TOUCH-UP PAINT

In small tins — all current Falcon colours available.



BAR'S LEAKS

Just add to water in radiator to keep cooling system rust free — also seals any minor leaks. Lubricates water pump.

**AUTOMATIC
TRANSMISSION
FLUID**

The only approved transmission fluid for all Falcons equipped with automatic transmission.



**HEAVY DUTY
BRAKE FLUID**

Gives smooth, efficient operation of braking system — is compounded to highest SAE specifications 70R3 — do not use substitutes.



**FORD SHOCK
ABSORBER
FLUID**

Made to Ford specifications in a handy dispenser-type can for topping up Falcon shock absorbers.



CLEANER & DEGREASER

Keep the engine clean from oil and grease — harmless to paintwork and wiring.



WONDER POWER

Provides extra protection for engine during initial 'break-in' period. It is a suspension of micronically-fine synthetic graphite.





Genuine 'G Factor' Ford Parts

Ford owners stay happy and save money when they specify Genuine Ford Parts for any service or repair work.

It was here in Australia that the description "G Factor" was coined—and it was by one of those versatile contributors to our contemporary vocabulary—an advertising man.

He was considering a matter relating to the vast number of Australians using Ford-built cars, trucks, and tractors. Because of his closeness to Ford policies and methods, he knew that these people were the best-served users of automotive vehicles in the Commonwealth.

One of many reasons was the availability everywhere of genuine Ford parts—parts with quality and precision identical to that of the parts built into the vehicle during its production in Ford factories.

He knew, too, of the quality-control of Ford parts. He was familiar with the ways in which it went beyond human error through the use of electronic devices and laboratory testing. The extraordinary degrees of performance and durability exacted on Ford proving grounds were also known to him. This proven betterness—this inherent difference between the genuine and imitations—

was what he had in mind when he coined the term "G Factor".

Maybe, in the future, there will be a wide use of the term—its applications are wide enough surely. The question "has it the G Factor?" could be asked fairly about many things in contemporary life—both in its material and spiritual aspects. Irrespective of to what else it may be applied, the "G Factor" has certainly big significance for Ford owners.

Ford first put the world on wheels—and dependability is a permanent part of the Ford story. Long after a Ford-built vehicle has lost the outward bloom of its youth, the use of genuine parts ensures its continuing mechanical efficiency and safety. It is so, too, that because of their rightness—the "G Factor"—such parts last longer and are better investments than any imitations. It would be good, indeed, if in all things we could be as sure of genuine benefit as can a Ford owner when he specifies genuine Ford parts. That advertising man had something in his "G Factor" brainchild. It is a term to remember.

You are invited to inspect our extensive range of genuine 'G FACTOR' Ford Service Parts and Quality Accessories for the NEW FALCONS and other cars by Ford.

