

*Best year yet to go FORD!*

# ***NEW FALCON SEDANS AND HARDTOPS***





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# NEW FALCON

Looks great! Goes great! Great value!

Never before a Falcon like this—never before so *much* car for your money.

Bringing you a new sensation in power and performance! A new experience in handling and response!

The new Falcon styling sums up this great new car completely: *Sleek! Solid! Dynamic!*

Behind the wheel you'll revel in the way the new Falcon clings to the road; steers effortlessly with precision; delivers your power immediately; and handles the roughest going with ease.

Inside the new Falcon is more comfort and luxury than in any other car in Falcon's class. Interior trim and upholsteries have never been more beautiful, or longer wearing.

Beneath the new Falcon is tremendous new strength and solidity: "Torque-boxes"—massive chassis-type frames—are welded the entire length of the body under the passenger compartment.

Under the hood of the Falcon you have your choice of 3 spirited engines—the most proven engines in Australia.

Great styling, great power, great roadability, great strength . . . these are the things that distinguish the new Falcon.

Now add Falcon's famous *unequaled* running economy—and you'll agree, it is indeed "*The Best Year Yet To Go FORD!*"

## Standard Equipment Highlights (Falcon Deluxe Sedan):

- Self-adjusting brakes that never need adjusting for the life of the brake-linings
- "Diamond Lustre" baked enamel for longer life and less care in keeping its gleaming showroom shine
- Undercoating of all vital underbody parts
- Big 6.50-inch tyres
- Safety-type wheel rims
- White, safety-type steering wheel
- 6000-mile routine servicing and lubrication
- 2-speed electric windshield wipers
- Dome light in centre of roof
- Courtesy lights on front doors
- 96-horsepower engine
- Zone-toughened windshield
- Choice of 5 all-vinyl colour-keyed interiors
- Choice of 14 exterior colours, including 7 lustrous metallics.



**Great luggage space!** Falcon's big boot now has greater luggage capacity. Note the spare wheel is now placed upright, at the side, out of the way.



**Great protection!** Look at Falcon's new massive deep-section wrap-around bumper bar. Provides extra protection, saves repair and insurance costs.



**Great insulation (1):** The engine hood is lined with a special sound-deadening material. Falcon's smooth-running engines are muted even further.



**Great insulation (2):** The new Falcon interior is completely insulated and sound-proofed . . . provides luxurious silence as you travel.



**Great look up front!** The new Falcon instrument panel is modern in concept, clean in design. Its uncluttered lines sweep handsomely across the front. All controls come easily to hand . . . the instrument cluster includes separate rig. and left turn-signal lights . . .

all instruments are individually marked and fully illuminated for easy reading at night . . . the speedometer now reads to 120 mph . . . the white safety-type steering wheel is positioned to allow more lap-room, and to let you slip more easily into, and out of the seat.



## Falcon Hardtops

Feast your eyes on the new Falcon Hardtops. Of all the new Falcons, they have the most exhilarating combination of styling, performance, luxury.

Bold, exclusive new styling—obviously. A ride that's the plushiest in the 6-cylinder field, it's so smooth and quiet. Solid quality you can feel on the road; see in the fine craftsmanship and meticulous finish.

In action, the Falcon Hardtop handles with the grace and pace of a true road machine. Steering is light and quick in response. The special "Torque-box" chassis frames provide exceptional body "tightness" and rigidity. The power plant is the spirited "Pursuit 170". You'll never tire of testing its performance—experiencing its tang of power.

Inside are the most eye-appealing and restful interiors ever designed for a car in this price range. Every colour, every fabric, is styled with a decorator's care . . . the seats are deeply foam-cushioned . . . special sound-proofing of the interiors provides exceptional quietness.

Try a Hardtop for size. Nothing can compare with its particular brand of pleasure. Two models—Deluxe and Futura.

### Standard Equipment Highlights (Deluxe Hardtop):

□ All-new interior trims in "Glove Grain" vinyls, with tilt-forward rear section of front seats to allow easy access for rear seat passengers □ "Pursuit 170" engine □ "Floating" rear view mirror □ Interior "courtesy" light □ Dome light in centre of roof □ Self-adjusting brakes □ Twice-a-year routine servicing and lubrications □ Undercoating of all vital underbody parts □ Zone-toughened windshield □ White, safety-type steering wheel □ Safety-type wheel rims □ 2-speed electric windshield wipers □ Complete body insulation and sound-proofing.

### Standard Equipment Highlights (Futura Hardtop):

□ Individually adjustable twin front seats with padded centre console □ New twisted-loop, deep-pile carpeting □ All-new interior styling with new leather-grained "expanding" vinyls □ Padded dashboard and sun visors □ White side-wall tyres □ High-fashion trim rings □ Distinctive side chrome styling □ Plus all other items mentioned above for Deluxe Hardtop.

### Optional Highlights (Both Models):

□ New, "Fordomatic 3S" 3-speed automatic transmission □ "Super Pursuit 200" engine □ New, 2-speed Heater/Demister □ Tinted windshield (banded, laminated type).



Above: Falcon Futura Sedan in Sunlit Beige Metallic.

## Falcon Futura Sedan

The new Futura—Falcon's smart-stepping prestige leader—offers an exceptional degree of comfort and well-being. From the very instant you relax into the deep, individually contoured seat, you experience a feeling of complete personal satisfaction.

Futura's distinctive appeal owes much to its luxurious interior . . . deep, fully-fitted, twisted-loop pile carpeting; the handsome padded instrument panel and sun visors; the personal console between the front seats; the exclusive leather-grained "expanding"-type vinyl upholstery.

In the power department is the famous "Pursuit 170" engine, which can be power-matched to the new "Fordomatic 3S" transmission—the smoothest and most responsive automatic of them all.

Special exterior features include whitewall tyres, high-fashion wheel covers, and flowing chrome strips along the side.

### Standard Equipment Highlights:

□ "Pursuit 170" engine □ Fully-padded instrument panel and sun visors □ Carpets □ Courtesy door lights □ Dome light in centre of roof □ 6.50-inch whitewall tyres □ Self-adjusting brakes □ Complete body insulation and sound-proofing □ Zone-toughened windshield □ Twice-a-year routine servicing and lubrications □ Safety-type wheel rims □ High-fashion wheel covers □ White, safety-type steering wheel □ 2-speed electric windshield wipers □ Individually adjustable twin front seats with convenient centre console.

Below: Quality-testing the power of Falcon engines. All engines—96-horsepower "144", "Pursuit 170", and "Super Pursuit 200"—get rigorous test runs, and are electronically balanced before they go into new Falcons.



Top left: Falcon Deluxe Hardtop in Arctic White.

Left: Falcon Futura Hardtop in Satin Red.



## You're ahead from the word GO!

You're way out in front with the new Falcon. Because Falcon's power comes from the most thoroughly proven 6-cylinder engines in Australia. The response is thrilling, the acceleration vivid, the cruising effortless. You have a choice of 3 . . . the 96-horsepower "144" with its remarkable petrol economy and all-round flexibility; the lively "Pursuit 170" which also returns excellent economy; and the hottest-performing of them all—the rocketing "Super Pursuit 200".

**Falcon's 96-horsepower "144" engine** is the most economical "six" there is . . . provides ample power for normal driving. Specifications: 144 cu. in. displacement, 96 brakehorsepower, 138 lbs/ft torque, 8.7 : 1 compression ratio.

**Falcon's "Pursuit 170" engine** provides extra-lively performance with both manual and automatic transmission—*plus*, exceptional petrol economy. Specifications: 170 cu. in. displacement, 111 brakehorsepower, 156 lbs/ft torque, 8.7 : 1 compression ratio.

**Falcon's "Super Pursuit 200" engine** provides you with rocketing power. Its split-second response in any speed range, ability to "loaf" at extremely high cruising speeds, and fantastic acceleration, make it truly exhilarating to command. Specifications: 200 cu. in. displacement, 121 brakehorsepower, 185 lbs/ft torque, 8.7 : 1 compression ratio.



### New "Fordomatic 3S"

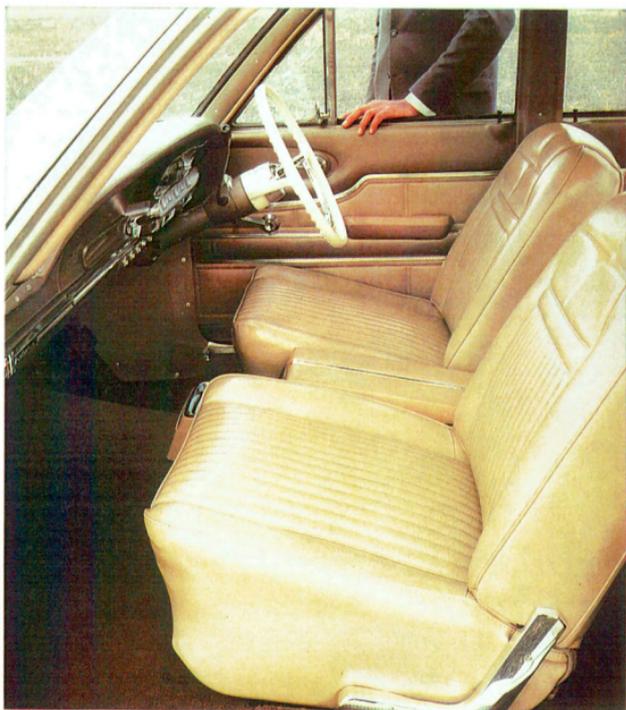
Fordomatic automatic transmission enjoys the highest reputation the world over for its smoothness, flexibility and complete freedom from trouble. Now, Ford introduces FORDOMATIC 3S 3-speed automatic!

Even greater responsiveness and power. Even greater performance. Even more miles per gallon.

It may be "locked" into second gear for heavy hauling; gives you a triggered "kick-down" gear for passing, and never needs servicing.



**Left:** Falcon's 96 h.p. "144" engine. **Centre:** Falcon's "Pursuit 170" engine. **Right:** Falcon's "Super Pursuit 200" engine.



## *Never before have you enjoyed so much luxury and comfort*

Slide behind the wheel of the new Falcon . . . and you're in a world of silence and luxury. Never before, in any car at this price, have there been so many appointments and features for your convenience and comfort.

Upholsteries are of the most supple and durable first-grade vinyls. Seats are posture-perfect, deeply foam-cushioned and sprung for non-sag support. You can adjust the driver's seat forward and upward to obtain the perfect driving position. The seat also travels further back to allow more leg-room, and is a full 2-inches wider for

more comfort, even with three abreast.

Everything inside beckons you to take the wheel and drive. The handsome new instrument panel sweeps across in one uncluttered line. All controls come easily to hand—all instruments are illuminated by a soft green light for easy night viewing. As you look around, you'll notice the interior colours, and harmonising trims, are blended to the exterior colour. And when you travel in the new Falcon, all exterior noise is hushed by sound-deadening materials that completely surround the passenger compartment.

*Falcon's optional "Fashion-Pak"* is also available if you'd like to make your Falcon truly distinguished, truly luxurious. It consists of "Majestic Cord" woven fabric seat inserts; deep, twisted-loop pile carpeting; and rear door armrests. Or, you may choose the fabric seat inserts, or the carpeting, separately.

*Top left: Falcon Deluxé Interior illustrated in Light Turquoise, with "Fashion-Pak".*

*Top right: Falcon Futura Sedan illustrated in Palomino "expanding" vinyl. Standard items include padded dashboard, carpets, and between-the-seats centre console.*

# Specifications:

**FALCON DESIGN:** Welded, integral body and frame with built-in "Torque-boxes" for quietness and high strength-weight ratio. Roof cross brace at centre for extra rigidity. Counter-balanced engine hood with outside safety-type latch. Corrosion-resistant heavily chromed steel grille. Cool-type ventilation system. Double-grip safety door locks. Posture Control front seat, adjustable to 11 positions, total of 51 inches. Rear-mounted 11.7 gallon fuel tank.

**ENGINE:** Standard 96 h.p. Overhead Valve Falcon Six—144 cu. in. displacement; 3.67" bore x 2.40" stroke; 8.7:1 compression ratio; brake horsepower 96 at 4,200 r.p.m.; maximum torque 138 lbs. ft. at 2,000 r.p.m. **Optional "Pursuit 170" Six** (standard fitted on Futura Sedan and Hardtop)—170 cu. in. displacement; 3.50" bore x 2.94" stroke; 8.7:1 compression ratio; brake horsepower 111 at 4,400 r.p.m.; maximum torque 156 lbs. ft. at 2,400 r.p.m. **Optional "Super Pursuit" Engine**—200 cu. in. displacement; 3.68" bore x 3.126" stroke; 8.7:1 compression ratio; brake horsepower 124 at 4,400 r.p.m.; maximum torque 185 lbs. ft. at 2,400 r.p.m. Hydraulic valve lifters; automatic choke. **Special low-compression "144" engine**—available at special orders only—compression ratio 7.5:1; brake horsepower 80 at 4,200 r.p.m.; max. torque 127 lbs. ft. at 2,000 r.p.m.

**Features:** Six Short Stroke, low-friction design; Wedge-type combustion chambers; Free-Turning overhead intake and exhaust valves; 3-ring aluminium-alloy pistons with full-chromed top ring. Super-Filter air cleaner with re-usable dry-type element; fuel pump with integral 36,000 miles filter; 12-volt electrical system; wamp-Proof ignition; 18-mm. Turbo-Action spark plugs; 54-plate, 40 amp-hr. battery; corrosion-protected muffler.

**CLUTCH AND MANUAL TRANSMISSION:** Single cushion disc, dry-plate clutch for smooth engagement; aluminium housing; adjustable fingers; permanently lubricated ball-bearing type throw-out bearing; reinforced suspended clutch pedal for easy action and no draught hole in firewall. Face diameter 81 in. Total frictional area 68.1 sq. ins. Standard "H" shift pattern with lever on steering column. Ratios to 1st 1st 3.29, 2nd 1.83, direct 1.00, reverse 4.46.

**FORDOMATIC DRIVER 2-SPEED optional:** Two forward gear ratios, one reverse (to 1): low 1.75, direct 1.00, reverse 1.50. "D" (Drive) range gives brisk, smooth starts in low. Effective engine braking in "L" (Low) position. Selector lever and quadrant on steering column, sequence L, D, N, R, P. **Fordomatic 3S 4-speed**—Three forward gear ratios, one reverse (to 1): low 2.39, intermediate 1.45, direct 1.00, reverse 2.09. "D" (Drive) gives fast, smooth starts in low. Effective engine braking in "L" (Low) position. Transmission may be "locked" in intermediate gear for extreme driving conditions and heavy towing. Selector lever and illuminated quadrant on steering column, sequence L, D, N, R, P.

**REAR AXLE:** Semi-floating type with offset hypoid gears. Overhung drive pinion. Induction-hardened forged shafts with permanently lubricated, double-sealed ball-type bearings. Needle roller bearing universal joints. Axle ratios: 3.50:1 standard on "144" and "Pursuit 170" "Super Pursuit 200".

**FRONT SUSPENSION:** Ankle-Poised Ball-joint type with new rate coil springs pivot-mounted and rubber-insulated lower arms. Built-in anti-dive control. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff.

**REAR SUSPENSION:** Longitudinal, semi-elliptic leaf springs of a symmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers with improved valving.

**STEERING:** Magic-Circle low-friction recirculating-ball-type steering provides easy handling. Overall steering ratio 27:1. Safety type 16" 2-spoke deep centre steering wheel. Turning diameter 38 ft.

**BRAKES:** Self-adjusting, double-sealed, self-energising hydraulic brakes. Composite drums, 9-in. diameter. Lined linings, for long life, cool operation and fade resistance. Ring area is 114.3 sq. in.

**TYRES:** Black, tubeless, on safety rims, 6.50 x 13, 4 ply. Pressed steel ventilated disc wheels.

**STANDARD EQUIPMENT:** Two sun visors, Arm rests on front doors. Rear compartment coat hooks. Two parallel-actuator, electrically operated windshield wipers of the 2-speed type. Inside rear-view mirror. Instrument panel with 120 m.p.h. speedometer, odometer, fuel gauge, temperature gauge, oil and generator warning lights, high-beam and separate "Right" and "Left" turn signal indicators in cluster, lighted control identifications, ash tray (second ash tray in back of front seat), glove box, dome light operated by headlight switch, also courtesy operated on Falcon Deluxe and Futura models. Cigarette lighter (Falcon Deluxe and Futura models). Sealed-beam, pro-focused headlights, wrap-around parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, color-keyed rubber floor covering.

**WEIGHT:** Kerf weight, approximate—2,500 lbs. Sedans, 2,550 lbs. Hardtops. Add the following for extra equipment: Radio 7 lbs., heater 17 lbs., Fordomatic 3S Drive 95 lbs. approx.

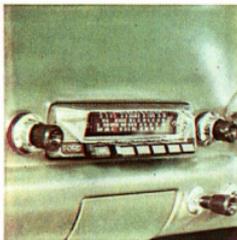
**Twice-A-Year Maintenance:** Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles between major chassis lubrications. Other Falcon service-savings include: 36,000 mile fuel filter, self-adjusting brakes, rust and corrosion-resistant fully galvanized muffler, undercoating on all vital underbody parts, labeled-for-life steering linkage. Falcon needs so little service it's good sense to see that it gets the best—at your Ford Dealer's.

**FORD 12/12 WARRANTY:** For 12,000 miles or 12 months, whichever comes first, every Falcon is warranted against defects in materials or workmanship. This warranty covers both parts and labour. As a Falcon owner you remain responsible only for normal maintenance, and replacement of maintenance items.

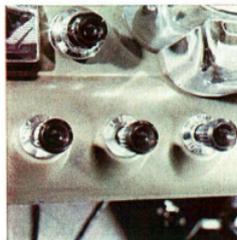
**FALCON'S 4-WAY BETTER SERVICE:** Your satisfaction as a Falcon owner is increased by the after-sale service of Ford Falcon Dealers. It has four big advantages to you... Falcon Dealers send their mechanics to specialised Ford Falcon factory service schools... have time-saving equipment just right for Falcons... follow Ford Falcon factory-approved servicing methods... use genuine Falcon parts. Wherever you go, it keeps your car in top condition at minimum cost.

*The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Sales Company of Australia Limited, whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply to change specifications and prices at any time without notice or incurring liability to purchasers. Some of the items illustrated or referred to are optional at extra cost.*

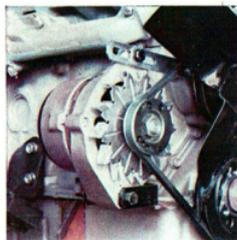
# Popular Options and Accessories:



**Push-button Radio**— all-transistor, long range. Speaker mounted in top centre of instrument panel.



**New 2-speed Heater/Demister**—with fan—gives fast warm-up, is quiet in operation.



**Heavy-duty Alternator**— provides higher charging rate at idle speeds, adds to the life of the battery.



**Trim Rings**— either full-cover type as above, or other styles, and whitetail tyres.



**Deluxe Seat Belts**— 3 styles: Lap, Lap and Diagonal Sash, or Sash. All to ASE 35 Standard.



**Windshield Washers**— Deluxe, foot-operated type for your convenience. Cleans both sides of windshield.

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FORD OF AUSTRALIA