

*The
Total Performance
1965 FALCONS*



*These are
The Total Performance '65 Falcons:
Now Up to 15%
Greater Fuel Economy*

For as great a gas-saver as Falcon has always been, up to 15% more can mean a lot of MPG! Here's how it happens: a new standard 170-cu. in. Six is not only livelier but more efficient. (New valving makes it more "free-breathing.") In addition, optional new 3-speed Cruise-O-Matic uses the new Six's power more efficiently. Takeoff is more brisk; there's less power loss and more gas saved.

Driving a total performance '65 Falcon is as much fun as the savings. The ride is the plushest of all compacts—steering is easier than ever. And for performance: a new 120-hp, 200-cu. in. Six* has a 7-main-bearing crankshaft for smoothness; a livelier Challenger 289-cu. in. V-8* has 200 hp! New Cruise-O-Matic gives you 3-speed agility with *all* engines, and there's a sporty 4-speed stick shift* for the V-8.

There are 13 new fun-loving Falcons in all . . . with everything you could ask: from price tags among America's lowest up to top luxury in the compact world. Whatever your choice, you'll get more savings with a new battery-saving alternator, Ford's famous Twice-a-Year Maintenance and service-saving features (see back cover). Test-drive the "savingest" Falcon of them all today at your Ford Dealer's!
*Optional in cars (for wagons, see page 10)

FUTURA: Hardtop · Convertible · Sedans · Wagon

FALCON: Sedans · Wagons

NO OTHER COMPACT
SO BEAUTIFULLY COMBINES
SMALL APPETITE WITH
GREAT ELEGANCE



SOMETIMES YOU CAN
BE VERY SWEET,
CHARLIE BROWN.

SCHULZ



Futura Hardtop & Convertible

Sparkle, spirit and savings—that goes for either of these total performance Futuras. Loaded with luxury, they're designed for big savings and still priced *below* most other compact hardtops and convertibles.

And look at all you get: a choice of six all-vinyl interiors, full carpeting, courtesy lighting. Power top *standard* on the Convertible. Lively new 170-cu. in. Six, new battery-saving alternator, exclusive Twice-a-Year Maintenance, plus all the other Falcon service-savers (back cover).

For just a little more, Falcon options let you tailor your Falcon's sparkle to your kind of spirit. Like a vinyl-covered roof on the Hardtop . . . bucket seats and console . . . 200-hp Challenger V-8 with 4-speed stick or 3-speed Cruise-O-Matic in either Hardtop or Convertible. Other compacts fade fast when you think in these terms!

Below: the Hardtop with smart vinyl-covered roof option

*Sporty bucket seats come with Sprint Package**, available in Hardtop and Convertible*

STANDARD EQUIPMENT HIGHLIGHTS □ 105-hp Falcon Six □ 3-Speed Manual Transmission □ "Bucket-Styled" Full-Width Seats, Front and Rear □ Color and Upholstery Choices: 15 Colors of Diamond Lustre Enamel; 6 All-Vinyl Interior Trims □ Full Carpeting □ Courtesy Lighting □ Power Top in Black, White or Tan (Convertible) □ Heater-Defroster* □ Front Seat Belts* □ "Sta-Ful" Battery □ Alternator □ Ford's Twice-a-Year Maintenance Features (back cover). **POPULAR OPTIONS** (see also page 11) □ Cruise-O-Matic Drive □ Sprint Package** □ 120-hp Fairlane Six □ 200-hp Challenger V-8 □ 4-Speed Manual Transmission □ Ford Air Conditioner† □ Power Steering □ Power Brakes □ Wire-Style Wheel Covers. **BASIC SPECIFICATIONS** □ Length 181.6" □ Width 71.6" □ Wheelbase 109.5" □ Weight (approx.) 2495 lb. (Hardtop), 2775 lb. (Convertible) □ Trunk Luggage Volume 12.2 cu. ft. (Hardtop), 9.1 cu. ft. (Convertible). *See "Prices" on back cover **Detailed on page 11 †Not available with 4-speed transmission

Far right, Convertible shows off pleated vinyl trim (six choices) standard in both models



Futura Sedans

Futura 2-Door and 4-Door Sedans are the compacts most like big cars. There's roomy comfort for six passengers with a surprisingly spacious trunk. The ride is the plushiest in the compact world . . . so smooth and quiet.

New Futuras match big cars in luxury, too. Your choice of five richly pleated cloth-vinyl interiors or three all-vinyl options. Color-keyed full carpeting to match, courtesy lighting, all the appointments. And, Falcon's total-car quality is second to none!

All '65 Falcons are in a class by themselves when it comes to easy handling, "easy" gas bills and all their service-saving features. Wrapping it all up is real driving fun like no other compact—unless it's another '65 Falcon.

STANDARD EQUIPMENT HIGHLIGHTS □ 105-hp Falcon Six □ 3-Speed Manual Transmission □ Full-Width, 3-Passenger Seats □ Color and Upholstery Choices: 14 Colors of Diamond Lustre Enamel; 5 Cloth-Vinyl Interior Trims □ Full Carpeting □ Courtesy Lighting □ Arm Rests, Ash Trays □ Cigarette Lighter □ Heater-Defroster* □ Front Seat Belts* □ "Sta-Ful" Battery □ Alternator □ Ford's Twice-a-

Year Maintenance Features (back cover). **POPULAR OPTIONS** (see also page 11) □ Cruise-O-Matic □ 120-hp Fairlane Six □ 200-hp Challenger V-8 □ Radio □ Deluxe Wheel Covers □ Backup Lights □ Electric Clock □ White Sidewall Tires. **BASIC SPECIFICATIONS** □ Length 181.6" □ Width 71.6" □ Wheelbase 109.5" □ Weight (approx.) 2475 lb. (2-Door), 2515 lb. (4-Door) □ Trunk Luggage Volume 12.2 cu. ft.

*See "Prices" on back cover

Inside Futura is the compact world's top luxury and quality



Falcon Sedans

Pictured here, big and beautiful, is perhaps the most remarkable new Falcon of all. It is one of America's *lowest-priced* cars. Yet, together with its Falcon 4-Door running mate, it represents the *highest* standards in the compact world.

Total performance meets total economy. Here are the quickness and thrift of the new 170-cu. in. Falcon Six . . . the plush Falcon ride . . . quick, easy Falcon handling. Here, too, are Twice-a-Year Maintenance . . . new longer-lived battery . . . new alternator and *all* the famous Falcon service savings (back cover).

Add to these Falcon's impressive standard equipment roster (highlighted below) . . . Falcon's uncompromising quality . . . and happy Falcon owners by millions. You're beginning to see how truly remarkable a compact can be!

STANDARD EQUIPMENT HIGHLIGHTS □ 105-hp Falcon Six □ 3-Speed Manual Transmission □ Full-Width, 3-Passenger Seats □ Color and Upholstery Choices: 14 Colors of Diamond Lustre Enamel; 4 Cloth-Vinyl Interior Trims (One All-Vinyl Option) □ Vinyl-Coated Rubber Floor Covering □ Front Arm Rests, Ash Tray, Foam-Padded Seat Cushion □ Dual Sun Visors □ Heater-Defroster* □ Front Seat Belts* □ "Sta-Ful" Battery □ Alternator. **CONVENIENCE**

PACKAGE (equipment in addition to above available at moderate extra cost) □ Bright Body, Drip Rail Moldings □ Hood Ornament □ Front Door Courtesy Switches □ Bright Steering Wheel Spoke Inserts □ Rear Arm Rests, Ash Trays □ Cigarette Lighter □ Color-Keyed Floor Covering. **BASIC SPECIFICATIONS** □ Length 181.6" □ Width 71.6" □ Wheelbase 109.5" □ Weight (approx.) 2470 lb. (2-Door), 2510 lb. (4-Door) □ Trunk Luggage Volume 12.2 cu. ft.

Falcon 2-Door interior: where comfort, convenience meet low price



Falcon Wagons

These are the "tote-all" performance compacts—handier, harder working, more fun to drive—*designed* that way by America's station wagon specialist, Ford. Seven new models . . . everything from lowest-priced Falcon 2-Door to smart Futura and Squire Wagons to the "take-all-loads" threesome, the Falcon Club Wagons.

Two new standard Sixes with up to 200 cubic inches, 120 horsepower. Two new options . . . 150-hp Big Six and 200-hp Challenger V-8.* New Cruise-O-Matic available in *all* models.

Big cargo comes standard. So do all the most-wanted wagon features. Standard, too, are the big savings of other '65 Falcons . . . new "Sta-Ful" batteries, new alternators and all the other Falcon service-savers.

All the facts on these new Falcon wagons would easily fill a book—and you'll find them in one, the "1965 Ford Wagons" Catalog. Ask your Ford Dealer for your copy *now*.

*Big Six available in Club Wagons, Challenger V-8 in Falcon Wagons

Below: handsome as they are hard-working, Futura 4-Door Wagon and (far right) Falcon 2-Door Wagon take up to 77.9 cu. ft. of cargo

Deluxe Club Wagon, one of three spacious Falcon Club Wagons with 194 cu. ft. of cargo space



Falcon Options and Accessories

DELUXE WHEEL COVERS: simulated "knock-off" hub sports type shown. Full disc and wire-style designs (as shown on previous pages) also available. **POWER BRAKES:** cut braking effort in half; special low pedal adds to braking ease. **BACKUP LIGHTS** (centered in taillights): greater nighttime driving convenience. **SPRINT PACKAGE** (available on Hardtop and Convertible): includes 200-hp Challenger V-8, bucket front seats, "Sprint" front fender emblems and console on Convertible. (Console available as a separate option on Hardtop with Sprint Package.) **4-SPEED MANUAL TRANSMISSION** (with V-8): close-ratio, fully synchronized sports-type transmission with positive reverse gear lockout. Shift pattern etched on knob. **CRUISE-O-MATIC DRIVE** (with all engines): famed 3-speed smoothness with choice of two drive ranges. **FORD AIR CONDITIONER:** cool comfort and humidity control for sultry summer weather. Six easily regulated outlets, 3-speed blower.

(Unavailable in combination with 4-speed transmission.) **POWER STEERING:** new unit reduces steering effort up to 85%, reduces wheel turning too. Makes parking child's play. **DELUXE SEAT BELTS:** automatic retractors stow belts conveniently at seat-side. **ELECTRIC CLOCK:** self-regulating, sweep second hand, softly illuminated at night. **REMOTE-CONTROL OUTSIDE MIRROR** (one of several mirrors offered): perfect aiming with windows up by simple toggle control. (Following shown on instrument panel, back cover): **PADDED INSTRUMENT PANEL:** luxurious cushioning topped with color-keyed vinyl. **PADDED SUN VISORS** (not shown): complement padded panel, trimmed in white vinyl. (Color-keyed padded visors standard in Convertible.) **AM RADIO:** all-transistor for instant warm-up, greater dependability. Five station-selector push buttons. **REAR SEAT SPEAKER** (not shown): surrounds everyone in the car with music.

PLUS: Vinyl Roof Covering in Black or White (Hardtop) □ Bucket Front Seats (Six Hdtp.) □ Bucket Seats and Console (Six Hdtp. or Convert.) □ Tinted Glass □ Low-Profile Tires □ White Sidewall Tires □ Locking Differential □ Emergency Flasher (parking & taillights) □ Heater-Defroster* □ Front Seat Belts* □ Courtesy Light Group† □ Visibility Group‡ □ All-Vinyl Trim (3 choices—Futura Sedans; one—Falcon Sedans) □ Two-Tone Paint (16 choices—Sedans only) □ Rocker Panel Moldings □ and many others.

*See "Prices" on back cover

†Includes lights for instrument panel ash tray and glove box, trunk, backup lights, map light, front and rear courtesy switches. Items also available separately.

‡Includes windshield washer, 2-speed electric wipers, remote-control outside mirror, inside non-glare mirror. Items also available separately.





Falcon instrument panel beautifully blends style and function; all dials are easily read, controls are fingertip-close

1965 Falcon Specifications*

COLOR AND UPHOLSTERY SELECTIONS: Pick your favorite color from 15 brilliant Diamond Lustre Enamel single tones, or 16 two-tone combinations (single tones only on convertibles and hardtops). You have a total of 31 Falcon upholstery choices of rich vinyls or combinations of cloth and vinyl. Counting standard trims and options, you have 13 choices in Falcon sedans, 12 choices in hardtops and convertibles, and 6 in wagons. (In some cases a trim is offered with more than one model.) Your Ford Dealer will be happy to show you actual samples of new Falcon colors and upholstery.

FALCON DESIGN: The many Falcon features include: welded integral body and frame (quietness, high strength-to-weight ratio); body fully insulated and weather sealed; parallel-act electric windshield wipers; Deep-Dish steering wheel; dual sun visors with retention clips; Safety-Yoke door latches; Center-Fill fueling; counterbalanced hood and deck lid; 16-gallon fuel tank.

ENGINES: 105-hp Falcon Six (std. all models)—170 cu. in. displ.; 3.50" bore x 2.94" stroke; 9.1 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4.5 qt.

120-hp Fairlane Six (opt.)—200 cu. in. displ.; 3.68" bore x 3.13" stroke; 9.2 to 1 comp. ratio; 7 main bearings. Other specifications same as standard Falcon Six.

200-hp Challenger V-8 (opt.)—289 cu. in. displ.; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

ENGINE FEATURES: Falcon engine economy and durability are results of modern, efficient design, high quality materials and painstaking manufacture. Other contributing factors include: 6000-mile (or 6-month), full-flow oil filter; 36,000-mile (or 3-year) fuel filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate 45 amp-hr battery; weatherproof ignition system; new-design exhaust system with aluminized transverse muffler.

CLUTCH AND MANUAL TRANSMISSIONS: Non-centrifugal clutch with Sixes; semi-centrifugal clutch with V-8. Face diameter 8½" with Sixes, 10" with V-8.

3-Speed Transmission (std. on Sixes) has forged bronze synchronizers in 2nd and direct for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. **Synchro-Smooth Drive** (std. on V-8) has synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. **4-Speed Transmission** (opt. on V-8) with floor-mounted stick shift. All forward gears synchronized for fast, smooth shifting.

CRUISE-O-MATIC DRIVE: (opt. all engines)—Features lightweight construction with cast-aluminum converter housing. Three forward speeds, one reverse. Two selective driving ranges; 3-speed range starting in low for all normal driving, or 2-speed range for more surefooted driving on slippery surfaces. Effective engine braking in low range for better control on grades and hilly driving.

*For all models except wagons. Complete specifications and other special wagon information are included in the 1965 Ford Wagons Catalog. Ask your Ford Dealer for a copy.

| 7 FALCON POWER TEAMS | |
|----------------------|---------------|
| ENGINES | TRANSMISSIONS |
| FALCON SIX* | A†, C |
| FAIRLANE SIX | A†, C |
| CHALLENGER V-8 | B†, C, D |

Standard Equipment Key *Engine (all models). †Transmissions (as indicated).

A—3-Speed Manual

B—Synchro-Smooth Drive (fully synchronized 3-spd. man.)

C—Cruise-O-Matic Drive

D—4-Speed Manual

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

FRONT SUSPENSION: Ball-Joint type with coil springs pivot-mounted on upper arms. 36,000-mile (or 3-year) lube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round ride control.

REAR SUSPENSION: Asymmetrical design with rear axle forward of spring center for anti-squat on takeoff. Long, wide-leaf springs with tip inserts and wide spring base provide soft, stable, levelized ride. Diagonally mounted shock absorbers have all-weather fluid.

STEERING: Recirculating-ball type steering gear provides easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Overall steering ratio, 27 to 1. Turning diameter, 38.8 feet. Improved power steering option with 22 to 1 ratio for faster, more responsive operation.

BRAKES: Self-adjusting, self-energizing design. Diameter 9" (Sixes), 10" (V-8). Molded linings for longer life and fade resistance. Total lining area (sq. in.) 131 (six-cylinder models), 154 (all V-8 models).

TIRES: 4-ply rated, black tubeless with Tyrex rayon cord. White sidewall tires optional. Safety-type rims. Basic sizes: Std. Six Sedans—6.00 x 13, Futura Six Hardtop and Convert.—6.50 x 13. For other models, 6.45 x 14 and 6.95 x 14 sizes are determined by choice of engine, transmission, and special equipment such as air conditioning. See your Ford Dealer for details.

DIMENSIONS AND CAPACITIES: Overall length 181.6"; height 54.5" (sedans), 53.8" (convertible), 53.2" (hardtop); width 71.6"; wheelbase 109.5"; treads 55" front, 56" rear; fuel 16 gal.; oil 4.5 qt. (Six), 5 qt. (V-8); cooling system (with heater 9.5 qt. (Six), 14.5 qt. (V-8).

PRICES: Front seat belts, heater and defroster are installed in production on all Falcons unless otherwise specified. If deleted, an appropriate price reduction is made. All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Falcon with the equipment you desire, see your Ford Dealer.

TWICE-A-YEAR MAINTENANCE: '65 Falcons are designed to go 6000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other '65 Falcon service-savers include 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, sealed alternator, rust- and corrosion-resistant aluminized muffler and vital underbody parts. The '65 Falcon needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to a great service combination you can get *nowhere* else!

NEW CAR WARRANTY: Falcon *total-car quality* makes this *total-car warranty* possible: Ford Motor Company warrants to owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake or clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products sold in the U.S.A. and in certain neighboring areas.

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

Best year yet to go Ford
Test Drive Total Performance '65

FORD

MUSTANG • FALCON • FAIRLANE • FORD • THUNDERBIRD

WHAT'S BEAUTIFUL, NOBLE, THRIFTY, ELEGANT, LIVELY, FUN AND COMES IN AN ALMOST INCREDIBLE VARIETY OF LOVEABLE SHAPES AND SIZES?

1965 FALCONS!

YOU HAVE NO SOUL, CHARLIE BROWN. I MEANT AMERICAN WOMANHOOD.

